Public Attitudes to Roads in England

Wave 3

September 2014

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TNS

GSR
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CONTENTS

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1. Background

Previous research
In June 2013, the Department for Transport (DfT) commissioned a study (Wave 1) to investigate the attitudes of residents of England towards England's roads and specifically the Strategic Road Network[1] (SRN). The study comprised 18 questions, developed by the DfT, which were administered via the TNS in-home Omnibus survey between 5-11 June 2013.

Using the data collected in June 2013 as a baseline, a second survey (Wave 2) was undertaken between 4-10 September 2013, using the same survey methodology, to update the Department's evidence base relating to roads and to establish any changes in attitudes towards investment in roads. This enabled the DfT to understand changes in public attitudes following government communications about the future of England's roads during the summer of 2013.

Current research
The DfT commissioned TNS to conduct a third wave of the survey in September 2014 which had the following aims:

- To monitor change in public attitudes towards investment in roads over the last 12 months;
- To understand the public's perceptions of the importance of the SRN to England's economic growth and to their own lives;
- To understand how these views vary by the key demographic categories and frequency and type of use of the SRN.

This third wave of the survey was based on a sample of 3,448 respondents, interviewed between 10-21 September 2014 – a similar sample size and timing to Wave 2 conducted in September 2013. The survey data was weighted to ensure that this sample was representative of the adult population of England in terms of key demographic characteristics – including gender, age group, working status, region of residence and social grade. A copy of the questions used in the survey is attached to this report

[1] England's core road network, consisting of motorways and trunk roads

as an Appendix as well as details of the sampling procedure applied to the Omnibus survey.

Normal confidence intervals and standard errors assume that the survey data has been derived from a Simple Random Sample (SRS). In such a sample, every individual in the population has an equal chance of being included in the survey sample. The sampling approach followed in the TNS Omnibus survey – the application of demographic quota controls at a series of sampling points throughout England - means that the survey sample is not a SRS. Consequently, any references within the report to the statistical accuracy of the survey data have to be regarded as indicative. Further details of the sampling approach used for the TNS Omnibus survey are outlined in the Appendices.

When reviewing the data featured in tables and charts, please note the following points:

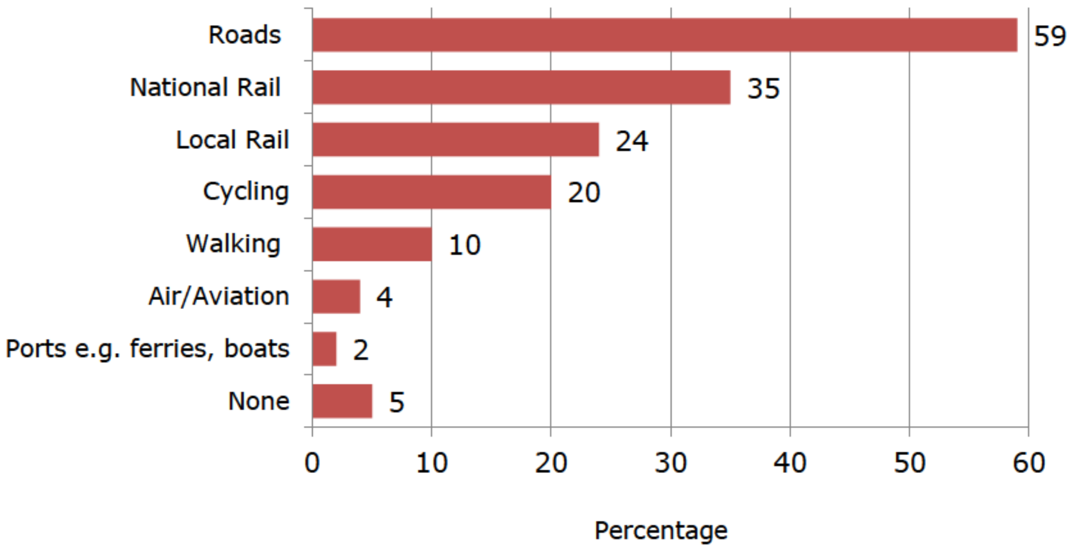
- As a result of weighting the data to national proportions, there may be some instances in the report where the total percentage of all responses does not add up to 100% due to rounding.
- Where questions in the report are referred to as 'single coded', respondents were able to select one answer only from the response categories provided.
- For some questions, respondents were able to select multiple answers - these are referred to in the report as 'multi coded'.

2. Funding and Investment for Roads

2.1 Investment in transport

To set any investment in roads in the wider context of transport in general, respondents were asked to identify where such investment should be directed. This question was asked in a separate section of the Omnibus survey to the other questions on roads to minimise any potential bias in responses.

QA. Thinking about England's transport network, if the government was to invest more money, where do you think they should invest the most?
(Base: Wave 3 – 3448). *Multi-coded*



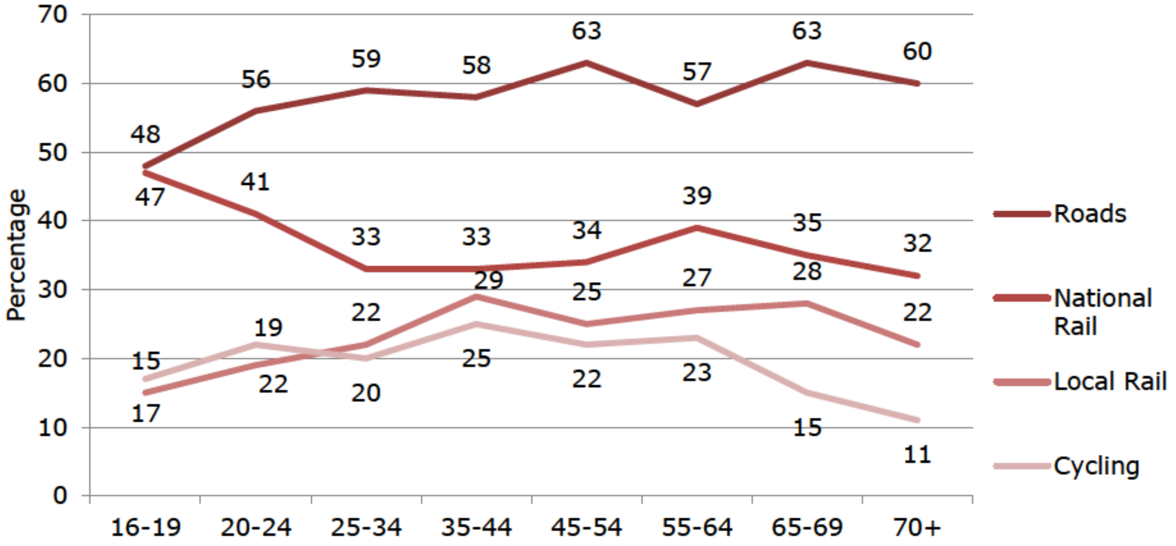
Roads were identified by almost six in ten (59%) respondents as an area where the government should invest more money. Just over one in three (35%) selected national rail and around a quarter (24%) local rail. Active travel options, such as cycling (20%) and walking (10%), were also identified by a minority, in both cases, sizeable numbers of respondents.

Support for road investment is highest in the South West (69%), East Midlands (66%), and North East (65%). London and the South East were less likely than the other regions to favour investment in roads (51% and 52% respectively). In the South East, there was strong support for investment in national rail (45%), although support for this was lower than average in London (31%) and higher than average for local rail (28%), which includes the Underground. The East of England showed strong support for investment in the national (42%) and local (33%) rail networks, although support for roads investment remained in line with the national average (59%).

The following chart outlines the variations by age group in terms of where any investment in transport should be directed. A number of trends are evident including the increased support for roads investment with increasing age. Also, support for investment in the rail network is significant amongst those aged under 25 years, with those aged 16-19 valuing investment in the national rail network almost on a par with investment in the roads network.

QA. Thinking about England's transport network, if the government was to invest more money, where do you think they should invest the most?

(Base: wave 3 – 3448; 16-19 (133), 20-24 (273), 25-34 (623), 35-44 (523), 45-54 (518), 55-64 (461), 65-69 (238), 70+ (679)). *Multi-coded*



2.2 Current levels of investment in roads

The overriding opinion continues to be that there is a need for more money to be spent on maintaining and managing England's roads, with 75% agreeing with this statement, the same proportion as was recorded in September 2013. A fifth (20% - 19% in September 2013) believe that the current level of investment is sufficient and 2% thought that less investment was needed, the same level as 12 months ago.

In the following table, the regional variations in relation to the need for more investment in roads are highlighted:

Q.1 Thinking about the amount of money spent on maintaining and managing England's roads, would you say: more investment is required/there is sufficient investment/less investment is needed
(Base: wave 3 – 3448) *Single Coded*

	'More investment is required' (%)	**Difference from national average (%)**
Total (3448)	**75**	**-**
North East (173)	80	+5
North West (482)	80*	+5
Yorkshire and the Humber (356)	81*	+6
East Midlands (278)	75	0
West Midlands (384)	74	-1
East of England (380)	80*	+5
London (553)	61*	-14
South East (564)	72	-3
South West (278)	82*	+7

**Significant difference to average at 95% level*

With the exception of the East of England, the regions favouring more investment in roads tended to be the ones furthest in distance from London and the South East. This pattern is similar to the one evident in the Wave 2 report.

Respondents were also asked about current levels of investment in the Strategic Road Network and just under six in ten believed that more investment in the SRN was needed (59%) with a third (33%) indicating that the current level of investment was sufficient. This lower level of recognised need for investment in the SRN compared to roads in general is in line with the identified need for investment in other road categories in the two waves of research conducted in 2013 – local streets and minor roads were recognised as being the priorities for investment last year, more so than strategic roads.

Once again, there were some interesting regional variations in terms of the identified need for more investment in the SRN, as outlined below:

Q3. Now thinking about the amount of money spent on maintaining and managing England's Strategic Road Network, would you say: more investment is required/there is sufficient investment/ less investment is needed
(Base: wave 3 – 3448) *Single Coded*

	'More investment is required' (%)	**Difference from national average (%)**
Total (3448)	**59**	**-**
North East (173)	68*	+9
North West (482)	60	+1
Yorkshire and the Humber (356)	65*	+6
East Midlands (278)	56	-3
West Midlands (384)	62	+3
East of England (380)	70*	+11
London (553)	48*	-11
South East (564)	52*	-7
South West (278)	62	+3

**Significant difference to average at 95% level*

Both the East of England (70%) and the North West (68%) exhibited significantly higher levels of support for more investment in the SRN with London (48%) and the South East (52%) displaying the lowest levels of support for more investment.

Frequent users of the SRN, that is those who travel on the network at least twice a week, were most likely to suggest that more investment was needed in the SRN (67%). Nevertheless, even among non-users, around half (46%) considered that more investment was needed.

Combining the analysis on investment in roads in general and the SRN specifically produced three distinct segments within the population:

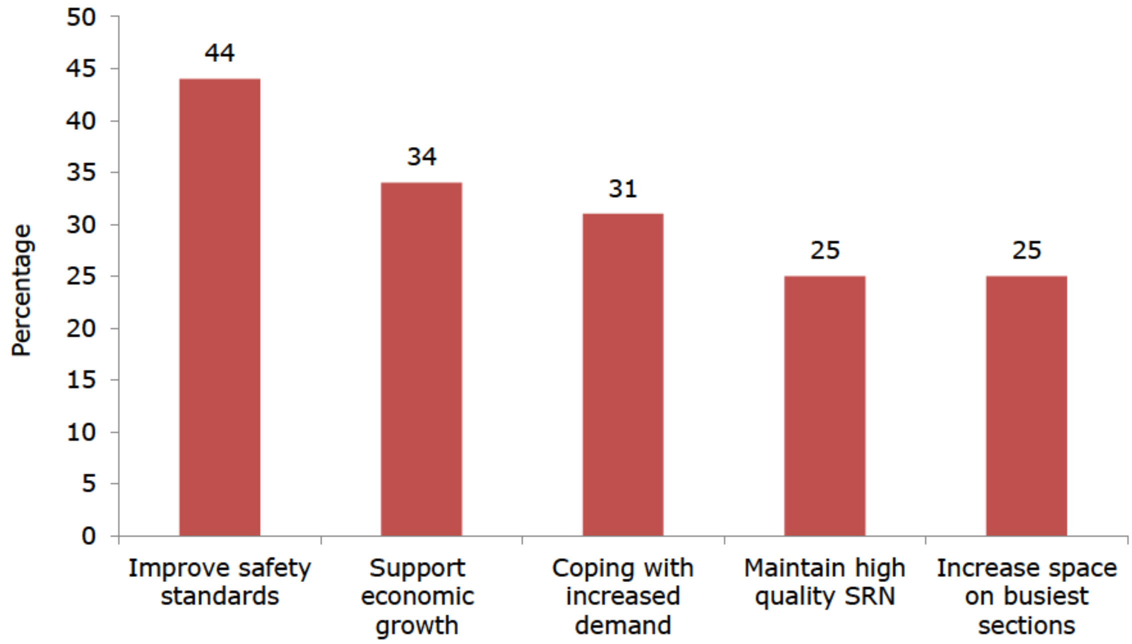
- Those who favoured investment in both roads generally and the SRN (56%) were more likely to be those aged over 45 years, living in rural areas and in the North East, Yorkshire & the Humber and the East of England;

- Those who favoured investment in roads generally but not in the SRN (17%) were more likely to be those aged under 25 years;
- Those who believed that there was sufficient investment in both roads in general and the SRN (16%) were more likely to be aged under 35 years and in London.

2.3 The importance of investing in the SRN

When asked to select a reason(s) why more should be invested in the SRN, almost all respondents (95%) identified at least one reason. The Top 5 reasons are featured in the following chart with improving safety standards (44%) being the primary reason:

Q10. The following are reasons that some people have given for investing in the Strategic Road Network. Which, if any of these reasons, are important to you?
(Base: wave 3 – 3448) *Multi-coded*



Females (46%) were a little more likely to focus on safety than males (41%). Also, the West Midlands recorded the highest regional figure for improving safety standards (51%).

A third of the population believed that increased investment in the SRN was important to support economic growth (34%). Males (38%) and those in the middle age groups (35-64 years) were more likely to have this opinion. On a regional basis, those respondents living in the East of England (42%)

and the East Midlands (41%) were more likely to believe that investment in the SRN would support economic growth.

Another key reason for investment in the SRN was the need to ensure that the network can cope with increased demand due to population growth (31%) – a reason which was especially highlighted in the South West (41%) and the North East (39%). Compared to other regions, there was also greater support for investment to maintain a high quality SRN in the North East (35%).

3. Perceptions and Use of the Strategic Road Network

3.1 The importance of the SRN

Around 7 in 10 respondents (69%) considered the SRN to be important to them personally, of which 22% agreed it was 'extremely important'. By contrast one tenth regarded the SRN as personally unimportant. Not surprisingly, amongst frequent and regular users of the SRN, this overall level of personal importance increased to 88% and 76% respectively. Amongst frequent users, the proportion selecting the rating of 'extremely important' increased to 36%.

Around three quarters (76%) of those aged 35-64 considered the SRN to be important to them, a higher level of importance than the other age groups. This trend was also evident amongst those in full-time employment (78%) and amongst ABC1s (74%).

When thinking about the economy in general, over nine in ten respondents (93%) believed that the SRN was important, with 55% selecting the rating of 'extremely important' and 38% choosing the second tier rating of 'important'. Levels of overall agreement were slightly lower amongst those aged under 25 (87%) and those living in London (85%).

There was a high level of correlation between those who recognised the importance of the SRN, both at a personal level and also for the economy in general:

- 91% of those who regarded the SRN as being 'extremely important' to them personally also considered the network to be 'extremely important' to the economy;
- 49% of those who regarded the SRN as being 'important' to them personally considered the network to be 'extremely important' to the economy in general and a further 48% rated it as being 'important';
- 10% regarded the SRN as being unimportant to them personally and a further 9% did not use the network, with those in the 16-19 age group (14%) and especially those aged 70+ (19%) being more likely to be amongst the non-users of the SRN.

3.2 Key reasons for using SRN

Frequent and regular users of the SRN, that is those who do so at least once a month, were asked to identify their reasons for using the Strategic Road Network for different journeys within the previous month. In addition, they were asked to identify the main purpose of the journey(s) which they had taken on the SRN in this time period.

All journeys

On the basis of **all** journeys made by frequent and regular users of the SRN, 88% of respondents used the SRN for leisure purposes in the past month. 40% of respondents used the SRN for commuting to work or education and 16% for journeys directly connected to business. Within the overall leisure category, there were three main purposes, namely:

- Visiting friends and relatives (41%)
- Shopping (39%)
- Entertainment, including sports (34%).

Around one in ten (11%) respondents had travelled on the SRN in the previous month for a holiday trip, perhaps reflecting the fieldwork period at the end of summer. Three quarters of those who primarily used the SRN for commuting to work or education had also used the network for leisure purposes (75%).

Most frequent journeys

Focusing specifically on the **most frequent** journeys on the SRN in the month prior to the survey, amongst frequent and regular users, a half (50%) used the network for leisure trips. Around a third used the SRN as part of their commute, either to and from work or educational establishment (32%) and a further one in ten (11%) had used the network when travelling on business. The following table outlines the various categories in some more detail and highlights some differences between frequent and regular users of the SRN.

Frequent users, those who travelled on the SRN twice a week or more, were more inclined to use the SRN for their commute to and from work and educational establishment (43%). Those who used the SRN between once a week and once a month were most likely to do so for leisure purposes (72%), with just under a third of regular users having visited family and/or friends (30%).

Q.7 In the past month, which one of the following types of journey have you done most often on the Strategic Road Network?

Base: All who use SRN at least once a month; wave 3 – total: 2121, frequent: 1307, regular: 814. *Single-coded*

%	Total	Frequent Users	Regular Users
Commuting to / from work	29	40	11
Visit friends / relatives	19	12	30
Shopping	14	13	16
Entertainment (e.g. to restaurants, cinemas, watch/play sport)	13	10	19
In course of work (for business)	11	14	7
For education (e.g. to/from college/university)	3	4	3
To go on holiday	3	1	6
Taking children to school/elsewhere	3	4	3
Giving to a lift to others	2	2	3
Hospital/doctor/dentist/visit/appointment	1	0	2

Leisure users were more likely to be female and older (aged over 65 years) and not working. In contrast, commuters were more likely to be male, aged less than 55 years, working full-time or in education.

3.3 Ease of switching mode of transport for most frequent SRN journeys

Over half of regular and frequent users (54%) claim that they would find it difficult to switch their mode of transport for their most frequent journey on the SRN – indeed, 27% of those who use the SRN at least once a month stated that it would be 'very difficult' to do so and a further 10% stated that they could not make their journey by any other mode of transport. This was especially the case with those who used the SRN for business purposes – 19% claimed that they would not be able to make the journey by any other mode of transport.

Just under one in three of those aged under 35 years (31%) stated that it would be easy for them to make their most frequent journey by another means of transport compared to 23% across all frequent and regular users of the SRN.

As is evident from the chart below, residents of those regions comprising England's urban areas (London, Birmingham, Manchester) exhibited greater likelihood of being able to switch their mode of transport, which was especially evident in London.

Q8b: And still thinking about the journey that you do most often on the strategic road network how easy or difficult would it be for you to make that journey using any other type of transport (e.g. train, bus, coach, walking, cycling)

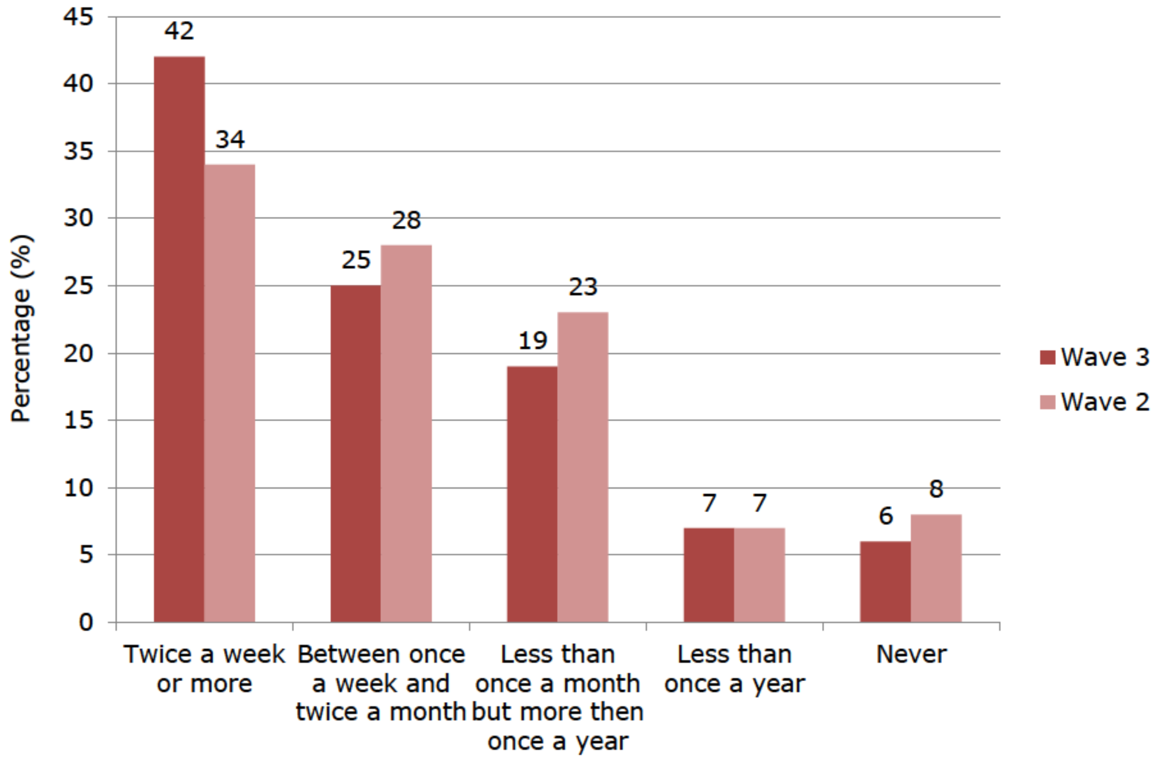
Base: all who use SRN at least once a month and would find it difficult or impossible to switch their mode of transport; wave 3 – *2121. Single coded.*

3.4 Use of the SRN[2]

The classification of the population in terms of their use of SRN in England is outlined in the following chart with comparative data from the September 2013 (Wave 2) study:

Q.5 How often in the last 12 months have you used any of these strategic roads as either a driver or passenger?

(Base: wave 3 – 3448, wave 2 – 3492) *Single-coded*



Almost nine in ten of the sample (86%) had travelled on the SRN in the last 12 months – either as a driver and/or as a passenger, similar to the 85% recorded in Wave 2 in September 2013

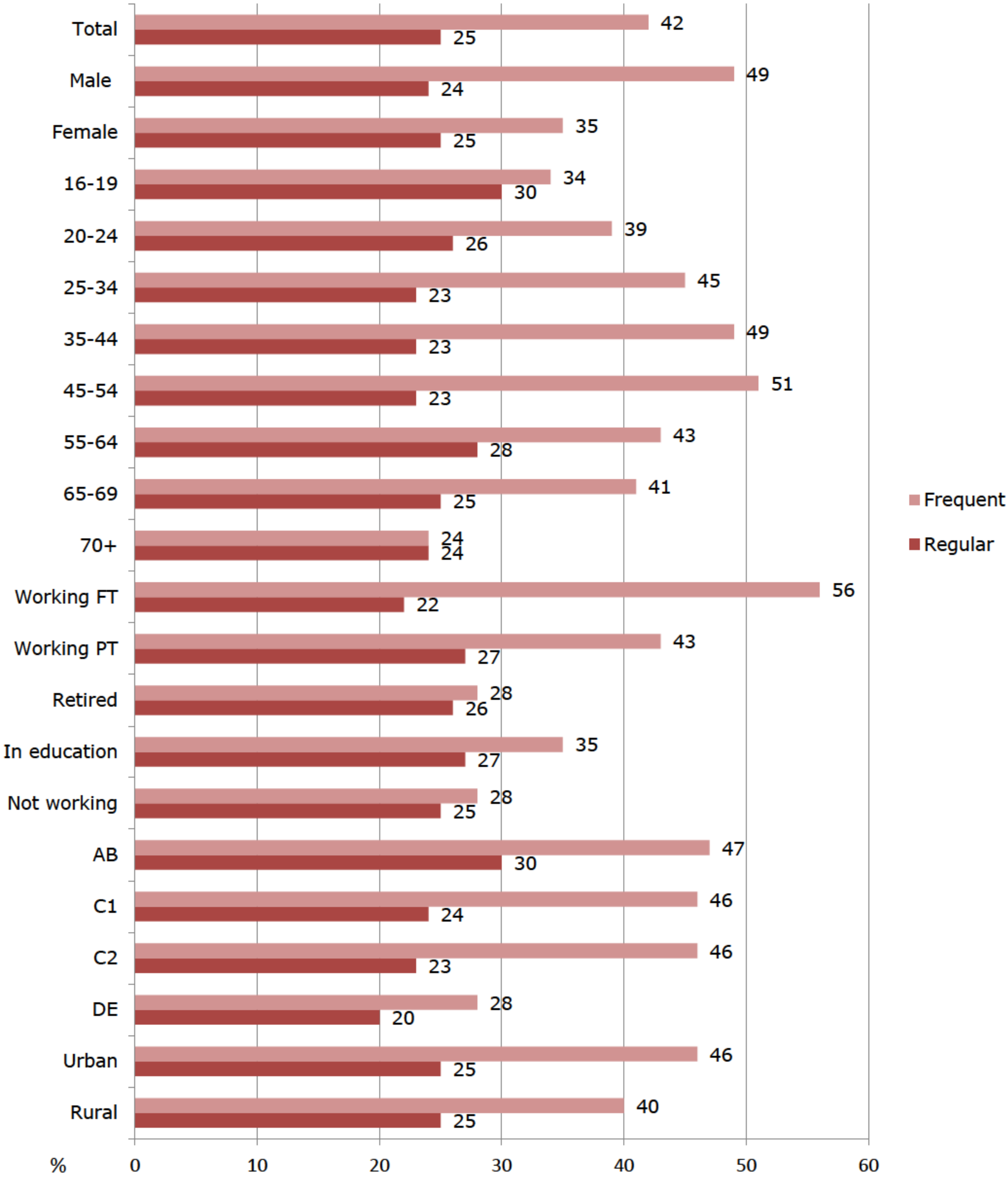
In comparison to the profile of users in September 2013, the two main variations are as follows:

[2] Frequency of SRN use was collected in this study for analytical purposes only. More robust SRN usage data is available at https://www.gov.uk/government/statistics/use-of-the-strategic-road-network

- An increase in the proportion claiming to be frequent users of the SRN (twice a week or more), from 34% in Wave 2 to 42% in this most recent survey;
- A decrease in the proportion of infrequent users (less than once a month within the last 12 months), from 23% in Wave 2 to 19% in this most recent survey.

Q5: How often in the last 12 months have you used any of these strategic roads as either a driver or passenger?

(Base: frequent and regular users of the SRN; wave 3 – 3448) *Single-coded*



The above chart provides further details on the key demographic characteristics of both frequent and regular users of the SRN.

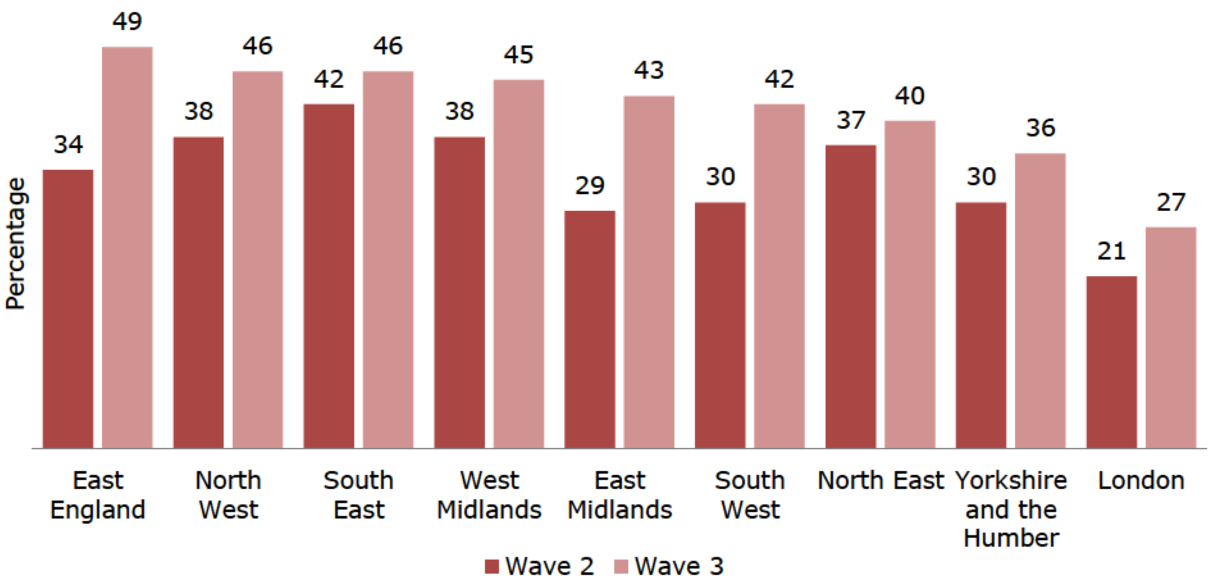
It indicates that frequent users are more likely to be male, in the 35-54 age group, working full-time and living in urban areas. This pattern is very similar to that evident in the previous study. In contrast, there do not appear to be any particular demographic groups within the population which are more likely to be regular users of the SRN.

Non-users of the SRN and infrequent users are more likely to be older, especially aged over 70 and to be C2DEs. Of the various regions, London had the highest proportion of non-users of the SRN (28%).

Frequent use of the SRN is higher in most regions than it was in the previous study but the pattern is similar with the South East, North West and West Midlands continuing to have the highest levels of frequent use and London the lowest. The East of England has recorded the largest increase from 34% in September 2013 to 49% in September 2014.

Q5: How often in the last 12 months have you used any of these strategic roads as either a driver or passenger?

(Base: Frequent users of the SRN; wave 2 – 3492, wave 3 – 3448,). *Single-coded*



4. Economic Growth

4.1 Perceived drivers of economic growth

To avoid any possible bias in the responses, a question to identify the perceived drivers of economic growth in the UK was asked in an earlier section of the questionnaire, separate from the other questions.

Consistent with previous waves, there are considerable levels of agreement that creating new jobs (73%) and increasing levels of training/education (49%) are perceived to be the most important factors in driving economic growth.

Q.16: Thinking about the UK economy, which of the following do you think are most important in driving growth?

(Base: wave 1 -3512, wave 2 - 3492, wave 3 – 3448).*Multi-coded*

The two noticeable changes from the study in 2013 are the increases in the proportion of respondents identifying improvements to the road and rail networks as being drivers of economic growth – a 10 percentage point and 8 percentage point increase respectively.

In contrast, encouraging consumer spending (-6 percentage points) has decreased in terms of being considered a driver of economic growth. This might reflect the fact that there has been a steady improvement in the levels of UK consumer confidence. Research agency GfK routinely measure consumer confidence via a monthly public poll[3]. Between October 2013 and October 2014 consumer confidence rose steadily from an index of around -11 to -2.

As was the case in the previous wave of the study, the creation of new jobs was regarded as being important across most demographic groups; especially amongst teenagers (80% - please note the small sample of 133). In contrast, there appeared to be less importance attached to the creation of new jobs in the South East (67%).

Those aged over 70 years were the least likely to agree that increasing education and training are important in driving growth within the economy, as was the case in Wave 2 of the study.

Levels of agreement that improving the road network is important to driving the UK's economic growth was highest amongst those aged over 45 and particularly within the 55-64 age group. There were also some regional variations with relatively high levels of importance in the West Midlands and East of England and lower levels in London and the South East.

The older age groups, especially those aged 55-69 were more likely to recognise the benefits of improving the rail network as a means of driving economic growth – reflecting a similar finding in relation to improving the road network. There were also some regional variations with relatively high levels of importance attached to improving the rail network in the West Midlands (32%) and especially the East of England (35%). In contrast, there were lower levels of importance for improving the rail network in the North East (21%) and the South West (23%).

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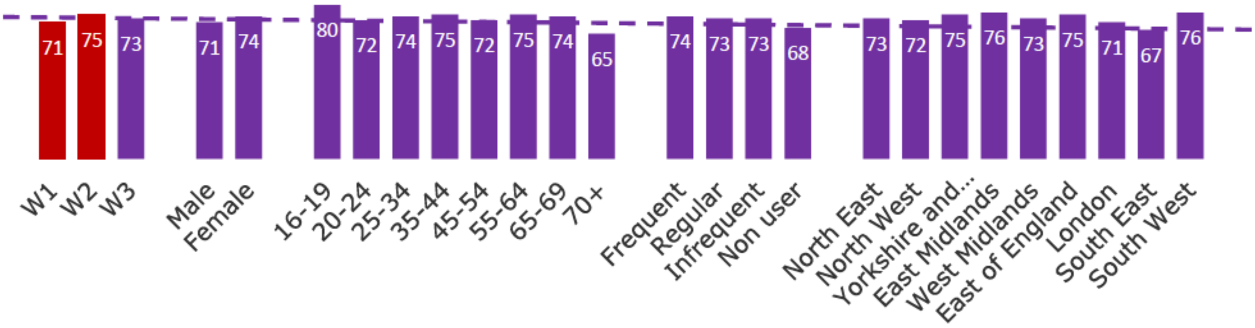
[3] The GfK Consumer Confidence Barometer monitors the public's confidence in the British economy. Face-to-face fieldwork is carried out using a random location sampling with a sample size of c.2000. https://www.gfk.com/uk/solutions/omnibus/Pages/face-to-face.aspx

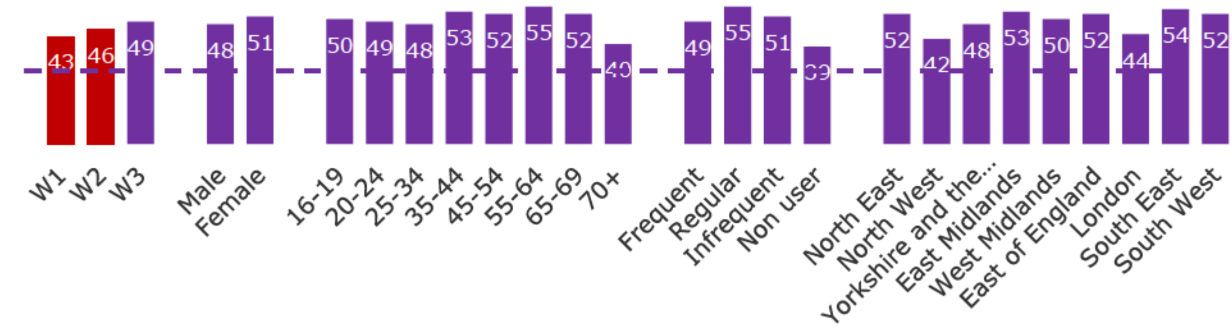
Q.16. Thinking about the UK economy, which of the following do you think are most important in driving growth?

(Base: wave 1 - 3,512, wave 2 - 3,492, wave 3 – 3448). *Multi-choice.*

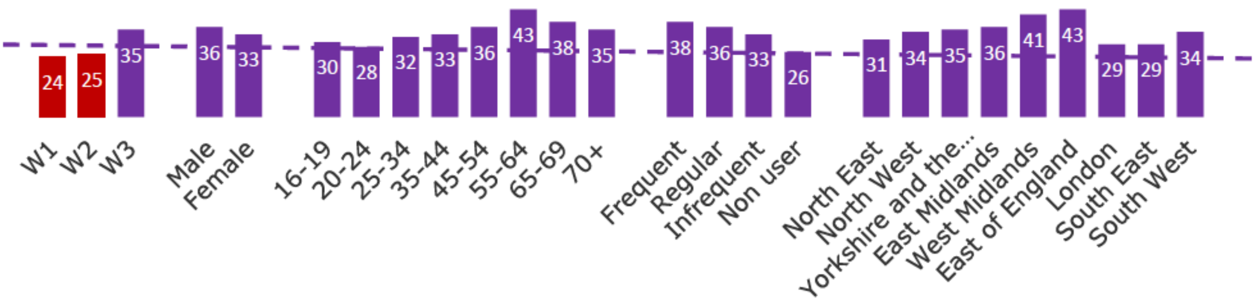
Creating new jobs %



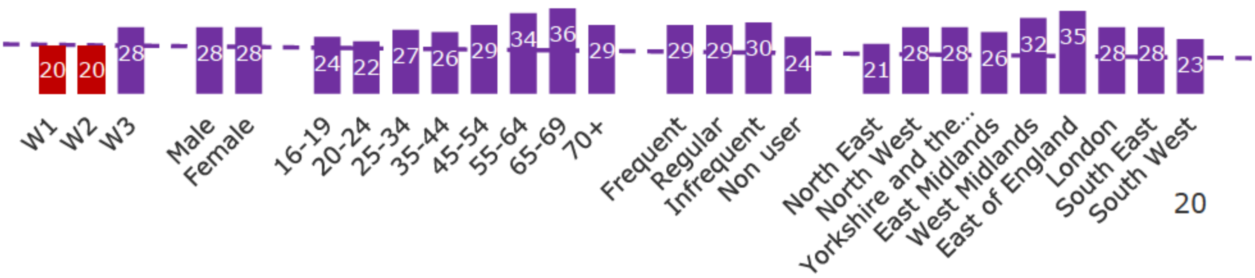
Increasing levels of education / training %



Improving the road network %



Improving the rail network %



5. Awareness of Projects & Campaigns

5.1 Awareness of projects and campaigns

At this wave a new question was included to understand awareness of the DfT's projects and campaigns. This allows comparison of awareness between projects and a baseline to be established for any future wave of research. The question was included in an earlier section of the questionnaire, separate from questions which focussed on roads, to avoid any possible bias in the responses.

Around eight in ten of the population (81%) were aware of at least one of the campaigns or projects which were featured. Two of the projects had the highest levels of awareness, namely High Speed 2 (58%) and the 'Think! Motorcycle' safety campaign (55%).

The 54-69 age group had higher levels of awareness of many of these major projects, especially HS2, driverless car trials, funding for potholes, reopening of the Dawlish rail line and smart motorways.

Readership of broadsheets and Sunday newspapers appears to be associated with higher levels of awareness of these projects and campaigns, as outlined in the following table. However, it should be recognised that a minority of respondents read Sunday newspapers (18%) or daily 'broadsheet' titles (22%). Overall, 61% of respondents read any type of newspaper and 50% read a daily newspaper; The Sun (16%) and the Daily Mail (15%) were the main national titles while 17% read local newspapers.

A number of the projects listed in the table below are integral elements of the investment programme proposed by the Government aimed at improving roads in England. However, with the exception of funding to local councils to fix potholes which received some considerable media coverage, none of the projects had high levels of awareness, even amongst frequent and regular users of the SRN.

In particular, it is worth noting that less than one in ten (7%) of the population were aware of the projects to tackle congestion hotspots, spending on local roads and the transition of the Highways Agency to become a government-owned company.

QB: Please tell me if you have heard of any of the following government projects, campaigns or announcements?

(Base: wave 3 – 3448). *Multi-coded*

%	Total	Sunday papers	Broadsheet	Don't read papers
HS2	58	70	73	50
'Think! Motorcycle' safety campaign	55	62	63	53
Driverless car trials	33	47	48	28
Funding for local councils to fix potholes	32	46	42	25
Reopening Dawlish rail line	21	32	33	17
Go Ultra Low (Low-emission vehicle campaign)	21	30	29	18
Smart Motorways	16	21	23	13
Tackling England's most notorious congestion hotspots	7	14	11	5
Spending on local roads through local growth deals	7	13	11	5
Making the Highways Agency a government-owned company	7	11	9	5

Conclusions

1. As was highlighted in the 2013 report, the majority of respondents (75%) consider more investment on roads in general was required. Almost six in ten (59%) also believed that more investment in the Strategic Road Network (SRN) was required. Once again, both of these roads-related investments were considered to be less of a priority for London residents than elsewhere in England.

2. The economic importance of roads generally, and the SRN in particular, has been clearly recognised within this survey, via a number of different questions. Over nine in ten (93%) of respondents recognised the SRN as being important to the economy with 55% selecting the top rating of 'extremely important'. Around a third (34%) considered that it is important to invest in the SRN to facilitate economic growth. A similar proportion (35%) were of the opinion that improving the road network is an important driver of economic growth – this represents a 10 percentage points increase on the equivalent figure in the Wave 2 survey in September 2013.

3. 'Creating jobs' continues to be recognised as the main driver of economic growth in the UK (73%). 'Increasing education and training' (49%) has increased slightly as a driver of economic growth and has remained in second place with 'improving the road network' (35%) rising to third place as a recognised driver of economic growth. 'Growing the export market' (34%) and 'providing financial assistance to businesses' (32%) were at a similar level to 'improving the road network', with 'improving the rail network' increasing by eight percentage points compared to the 2013 survey (28%)

4. The majority of regular or frequent users of the SRN (54%) considered that it would be difficult or indeed impossible to switch to another mode from their most frequent journey on the SRN. This appeared to be a little less difficult in those regions with the larger conurbations – possibly reflecting the greater availability of alternative transport options.

5. A large majority (86%) of respondents had used the SRN in the last 12 months and slightly more than two thirds (67%) do so at least once a month. For these frequent and regular users of the SRN, around nine in ten (91%) had done so for leisure purposes in the previous month with three main categories of use – for visiting friends and relatives (41%), to go shopping (39%) and for entertainment-based trips including sport (34%). One in three respondents reported using the SRN for commuting purposes in the last month. As the survey was conducted in September, this timing towards the end of the summer and including both periods within and outside of the school holidays may well have had a direct impact on the distribution of journey purposes.

Appendix A – TNS Omnibus Sampling Details

Two face-to-face omnibus surveys are operated by TNS, one with a weekly fieldwork period from Wednesday to Sunday inclusive, the other with a fieldwork period from Friday to Tuesday inclusive. In every wave, representative samples of 2,000 UK adults aged 16 years and over – a total of 4,000 interviews per week – are achieved. Both surveys use the latest Computer Assisted Personal Interviewing (CAPI) software and PEN PCs.

To increase the sample size for the various regions within England, the questions were included on two consecutive Omnibus surveys and the data combined to produce a single dataset – referred to in the main body of this report as a 'wave'.

The TNS in-home Omnibus Survey uses a computerised sampling system which integrates the Post Office Address (PAF) file with the 2001 Census small area data at output area level. This enables replicated waves of multi-stage stratified samples to be drawn with accurate and up to date address selection using PPS methods (probability proportional to size). This is explained in greater detail below.

The TNS in-home Omnibus Survey has Random Location Sampling as its sampling basis and a unique sampling system has been developed for this purpose. Utilising 2001 UK Census small area statistics and the Post Office Address File (PAF), Great Britain - south of the Caledonian Canal has been divided into 600 areas of equal population. From these 600 areas, a master sampling frame of 300 sample points has been selected to reflect the country's geographical and socio-economic profile. The areas within each Standard Region are stratified into population density bands and within band, in descending order by percentage of the population in socio-economic Grade I and II.

To maximise the statistical accuracy of the sampling, sequential waves of fieldwork are allocated systematically across the sampling frame to ensure maximum geographical dispersion. The 300 primary sampling units are allocated to 12 sub-samples of 25 points each, with each sub-sample in itself being a representative drawing from the frame. For each wave of fieldwork, a set of sub-samples is selected in order to provide the number of sample points required (typically c. 139 for 2,000 interviews). Across sequential waves of fieldwork all sub-samples are systematically worked, thereby reducing the clustering effects on questionnaires asked for two or more consecutive weeks.

Each primary sampling unit is divided into two geographically distinct segments, both containing, as far as possible, equal populations. The segments comprise aggregations of complete postcode sectors. Within each half (known as the A and B halves) postcode sectors have been sorted by the percentage of the population in socio-economic groups I and II. One postcode sector from each primary sampling unit is selected for each survey wave, alternating on successive selections between the A and B halves of the primary sampling unit, again to reduce clustering effects. For each wave of interviewing, each interviewer is supplied with two blocks of 70 addresses, drawn from different parts of the sector.

To ensure a balanced sample of adults within the effective contacted addresses, a quota is set by sex (male, female housewife, female non-housewife); within the female housewife quota, presence of children and working status and within the male quota, working status. In each weekly wave of the survey, a target of 2,000 interviews is set and the survey data is weighted to ensure that the sample is representative of the UK population in terms of the standard demographic characteristics.

In each weekly wave, at least 1,600 interviews are undertaken in England.

Within each sample point, only one interview is undertaken per household and a minimum of three households is left between each successful interview. This procedure ensures that interviewing in each sample point is not restricted to a small geographic area containing individuals with similar demographic and lifestyle characteristics thereby further minimising the effects of clustering within the sample.

Appendix B – Questionnaire

Repeat of: ROAB336Q – Copy

SHOW SCREEN - MULTI CHOICE
QA. Thinking about England's transport network, if the government was to invest more money, where do you think they should invest the most? Please select up to two options.
INTERVIEWER: ALLOW RESPONDENT TIME TO READ LIST

1 Roads (for motor vehicles such as cars, buses, vans, motorcycles and lorries)
2 National Rail (i.e. the rail network connecting towns and cities together across the country)
3 Local rail (e.g. light rail, trams, Underground and Metro systems)
4 Air\Aviation
5 Ports (e.g. ferries, boats)
6 Walking
7 Cycling
8 I don't think the government should invest more in any type of transport

I would now like to ask you some questions about roads in England. It does not matter whether or not you drive, it is your opinions we are interested in.

SHOW SCREEN
Q.1 Thinking about the amount of money spent on maintaining and managing England's roads, would you say...

1 ...More investment is required
2 ...There is sufficient investment
3 ...Less investment is needed

SHOW SCREEN
Q3. Now thinking about the amount of money spent on maintaining and managing England's strategic road network, would you
say:

1 More investment is required
2 There is sufficient investment
3 Less investment is needed

Q4. To what extent, if at all, is the strategic road network important to you personally? Is it, extremely important, important, neither important nor unimportant, unimportant or extremely unimportant.

1 Extremely important
2 Important
3 Neither important nor unimportant
4 Unimportant
5 Extremely unimportant
6 I don't use the strategic road network

READ OUT
Q5a. To what extent, if at all, do you think that the strategic road network is important to the economy?

1 Extremely important
2 Important
3 Neither important nor unimportant
4 Unimportant
5 Extremely unimportant

SHOW SCREEN
Q.5 How often in the last 12 months have you used any of these strategic roads as either a driver or passenger?
INTERVIEWER: IF RESPONDENT IS UNSURE, PROBE FOR BEST ESTIMATE
1 Twice a week or more
2 Between once a week and once a month
3 Less than once a month but more than once a year
4 Less than once a year
5 I never travel on these strategic roads

SHOW SCREEN
Q7. In the past month, which one of the following types of journey have you done most often on the Strategic Road Network?
INTERVIEWER: ALLOW TIME TO READ SCREEN.
IF ASKED: EXPLAIN THAT WE ARE INTERESTED IN THE MOST COMMON REASON FOR THEIR JOURNEYS ON THE SRN.
1 Commuting to \ from work
2 For education (e.g. to\from college, university)
3 In course of work (for business)
4 Shopping
5 Leisure (e.g. to restaurants, cinema, to watch\play sport)
6 To go on holiday
7 Visit friends\relatives
8 Taking children to school \ elsewhere
9 Giving to a lift to others (e.g. friends \ relatives)
10 OTHER

SHOW SCREEN
Q8b. And still thinking about the journey that you do most often on the strategic road network <Question 7>, how easy or difficult would it be for you to make that journey using any other type of transport (e.g. train, bus, coach, walking, cycling)
1 Very easy
2 Easy
3 Neither easy nor difficult
4 Difficult
5 Very difficult
6 I could not make the journey using any other type of transport.

SHOW SCREEN
Q9. And, other than the journey that you do most often <Question 7> which other types of journey have you made on the strategic road network in the last month? Please select all that apply.
1 Commuting to from work
2 For education (e.g. to from college, university)
3 In course of work (for business)
4 Shopping
5 Leisure (e.g. to restaurants, cinema, to watch play sport)
6 To go on holiday relatives
7 Visit friends
8 Taking children to school elsewhere
9 Giving to a lift to others (e.g. friends relatives)
10 OTHER

SHOW SCREEN - MULTI CHOICE
Q10. The following are reasons that some people have given for investing in the strategic road network. Which, if any of these reasons, are important to you? Please select up to three answers
1 To support economic growth
2 To maintain a high-quality Strategic Road Network

3 To improve safety standards
4 To make more space on the busiest sections
5 To reduce the network's impact on climate change
6 To make sure the network can cope with increased demand due to expected population growth
7 To get better value for money for the taxpayer
8 To reduce the network's impact on local communities (e.g. by reducing noise pollution \ providing safe crossings)
9 To reduce the network's impact on the local environment (e.g. wildlife and the landscape)
10 To provide better information to improve your journey
11 I don't think it's important to invest in the strategic road network

SHOW SCREEN - MULTICHOICE
Q.15 Which of the following newspapers, if any, have you read in the last 4 weeks? PROBE: Which others? Any others?
1 The Daily Telegraph
2 The Times
3 The Guardian
4 The Financial Times
5 The Independent
25 The i
6 The Daily Mail
7 The Daily Express
8 The Sun
9 The Mirror
10 The People
11 The Daily Star
12 The Daily Record
13 The Sunday Telegraph
14 The Sunday Times
15 The Observer
16 The Independent on Sunday
17 The Mail on Sunday
18 The Sunday Express
19 The Sun on Sunday
20 The Sunday Mirror
21 The Sunday People
22 The Sunday Sport
23 Local newspaper
24 Other newspaper

SHOW SCREEN - MULTICHOICE
Q.16. Thinking about the UK economy, which of the following do you think are most important in driving growth? You may select up to five answers.
INTERVIEWER: PLEASE ALLOW RESPONDENT TIME TO READ LIST.
1 A. Increasing private sector investment
2 B. Increasing international investment
3 C. Growing the UK's export market
4 D. Improving the rail network
5 E. Improving the road network
6 F. Improving international connections (airports and ports)
7 G. Creating new jobs
8 H. Increasing levels of education \ training
9 I. Helping businesses by providing grants, incentives and tax breaks
10 J. Encouraging consumer spending
11 K. I don't think growth is important

SHOW SCREEN – MULTICHOICE

QB. Please tell me if you have heard of any of the following government projects, campaigns or announcements? Please select all that apply. PROBE: Any more? Which others?
INTERVIEWER: ALLOW RESPONDENT TIME TO READ LIST

1 A new high-speed rail network (HS2 \ High Speed 2)
2 Funding for Local Authorities (Councils) to fix potholes
3 Upgrading the busiest sections of motorways to 'Smart Motorways'
4 Spending on local roads through Local Growth Deals
5 Driverless car trials
6 Making the Highways Agency a government-owned company
7 Low or ultra-low emission vehicle advertising campaign (Go Ultra Low)
8 Reopening of the Dawlish rail line after extreme weather
9 Think! Motorcycle safety campaign
10 Studies on how to tackle England's most notorious congestion hotspots