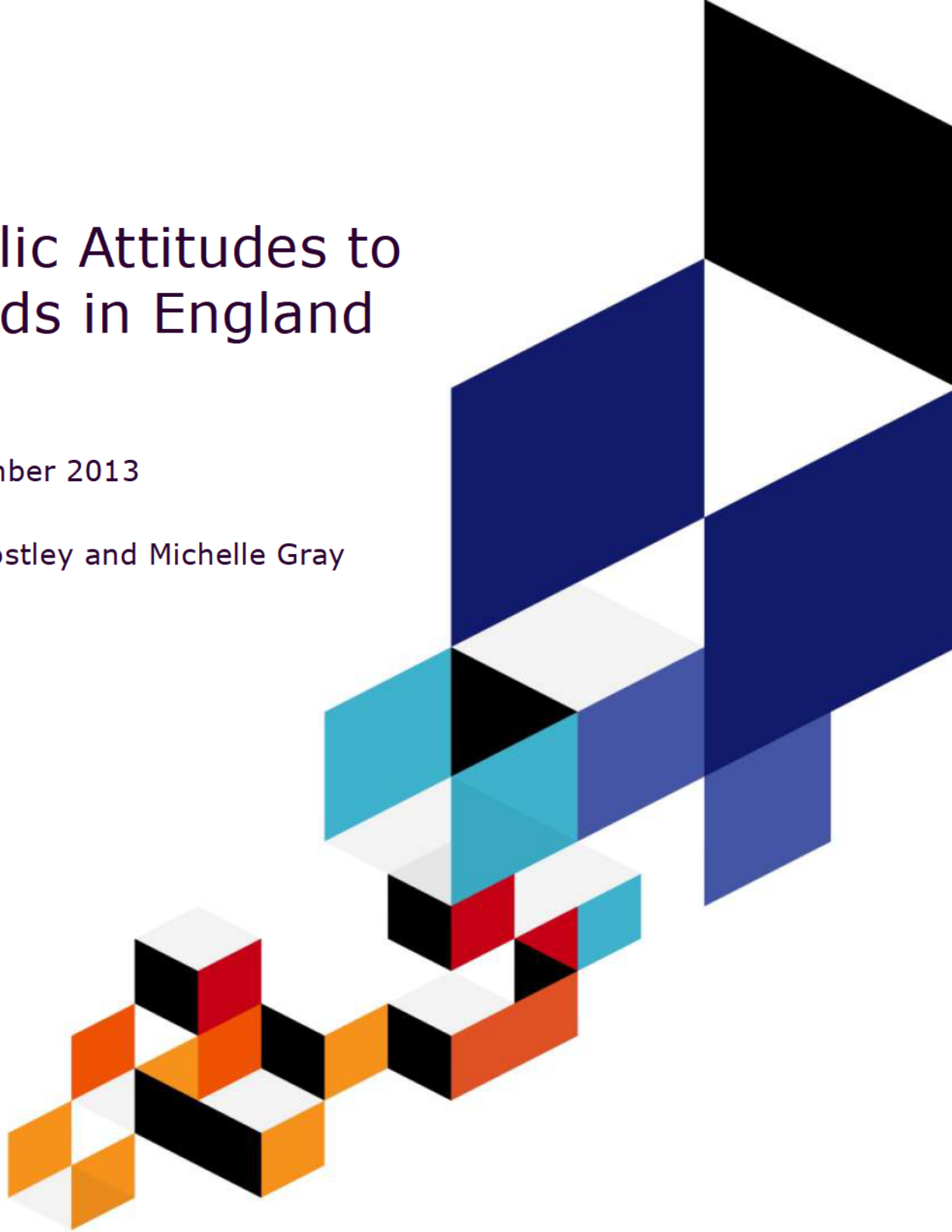


Public Attitudes to Roads in England

Wave 1

September 2013

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Disclaimer

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1. Background

This research has been undertaken to investigate people's attitudes towards roads and specifically towards the Strategic Road Network (SRN). A number of questions were inserted on the TNS in-home CAPI (Computer Assisted Personal Interviews) Omnibus survey. These questions were included on two waves of the survey between 5-11 June 2013.

A sample of 3,512 respondents was interviewed and the survey data was weighted to ensure that this sample was representative of the English adult population in terms of the 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 as an Appendix as well as details of the sampling procedure applied to the Omnibus survey.

Within the sample, the profile of users of the roads in England was as follows:

- 73% travelled by car, van or motorbike as a driver or passenger at least twice a week
- 14% did so between once a week and once a month
- 6% did so less than once a month but more than once a year
- 3% did so less than once a year
- 4% never travelled by car, van or motorbike.

Consequently, the vast majority of respondents were frequent (travel on the SRN twice a week or more) or regular (travel on the SRN between once a week and once a month) users of roads in England and indeed 96% used roads to some extent – either as a driver or passenger.

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'.

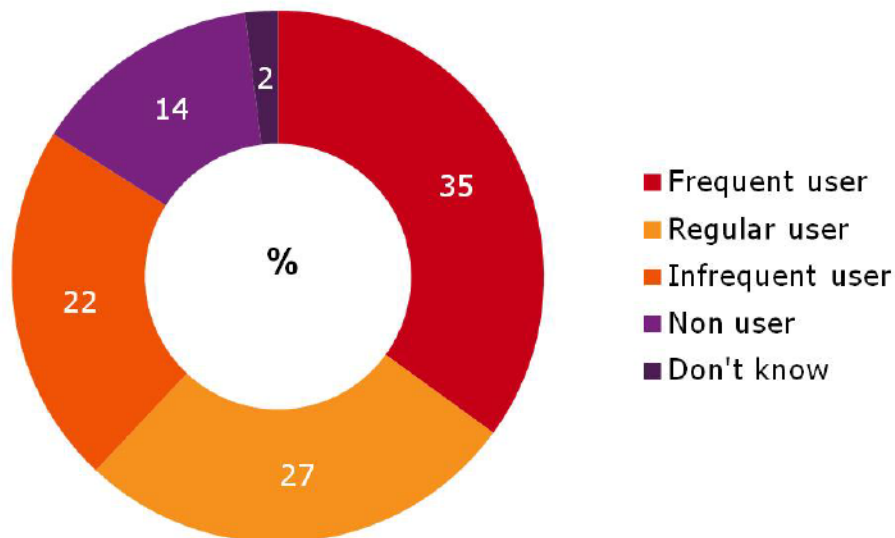
2. Awareness and Use of SRN

2.1 Use of the Strategic Road Network

Eight in ten (84%) have travelled on those roads which comprise the Strategic Road Network (SRN) in the last 12 months – either as a driver and/or as a passenger. 35% are classified as frequent users (twice a week or more) and a further 27% are regular users (between once a week and once a month). At the other end of the spectrum, 22% are infrequent users (less than once a month within the past 12 months) and 14% are non-users (have not used the SRN within the past 12 months or have never done so).

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

(Base: All respondents = 3,512). Single coded



How do these various categories of users of the SRN differ, if at all? A profile of each of these categories of users is presented below, based on a number of key demographic characteristics:

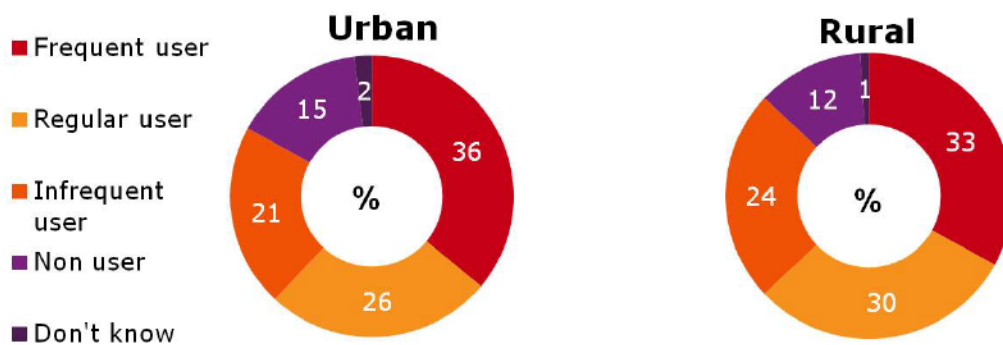
- **Frequent users** were more likely to be male and in full-time employment. They were especially prevalent in the 45-54 age group.

- **Regular users** had an older profile than frequent users – considerably more likely to be over 70. Perhaps reflecting this, they were more likely to be retired. There is no significant difference in the distribution of social grades between frequent and regular users.
- **Infrequent users** were fairly evenly distributed in terms of age, although there was a slightly higher incidence of those aged 65 years and over.
- Finally, the small category of **non-users** were characterised by being much older – aged 70+ and more likely to be in the DE social grades.

As evident from the following charts, there appear to be some minor differences in the use of the SRN amongst those people living in urban areas as opposed to those living in rural locations. Frequent users were a little more likely to be urban-based but both regular and infrequent users were relatively more likely to be based in rural locations. However, none of these variations in the urban:rural split were significant.

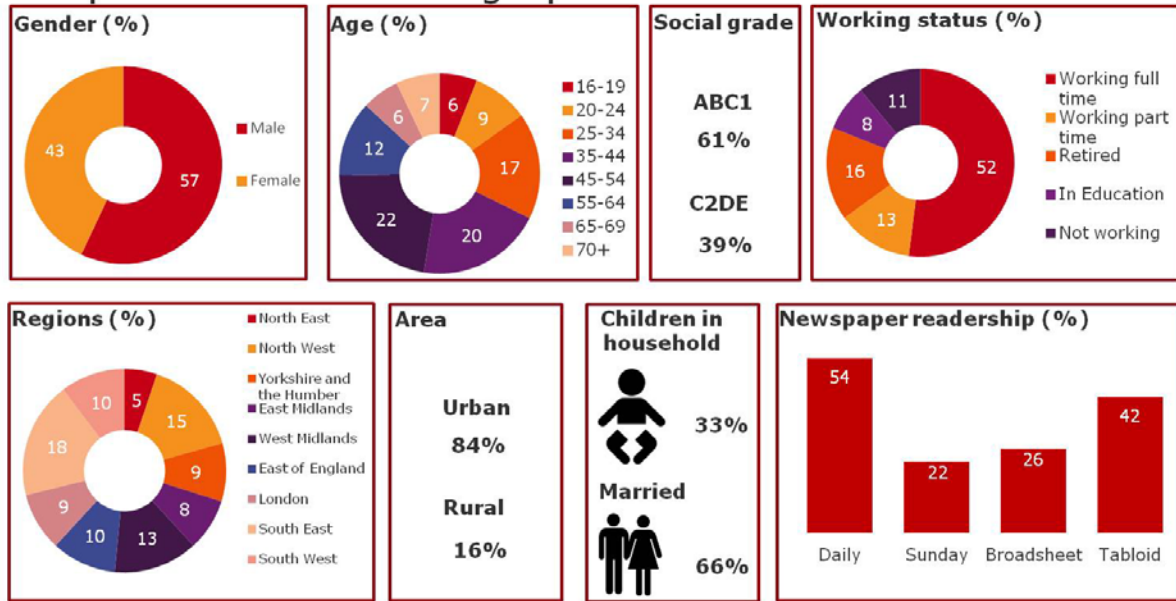
Q5. How often in the last 12 months have you used any of these strategic roads - either as a driver or passenger?

(Base: Urban 2,894, Rural 618). *Single coded*



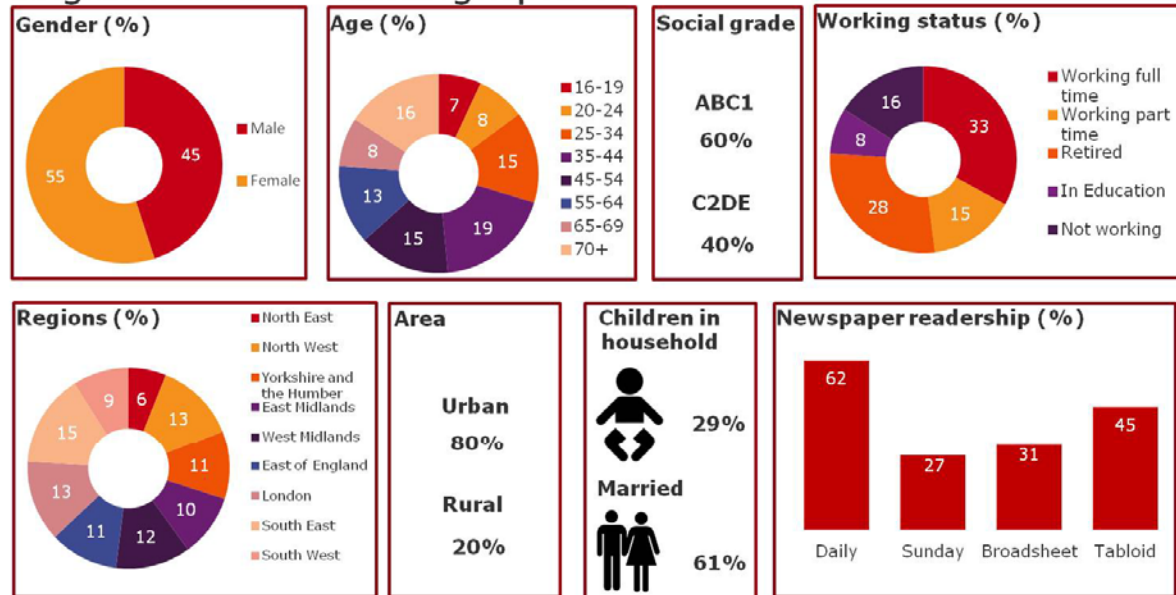
The charts presented on the following two pages provide an overview of the key characteristics of the various categories of users of the SRN.

Frequent users – demographics



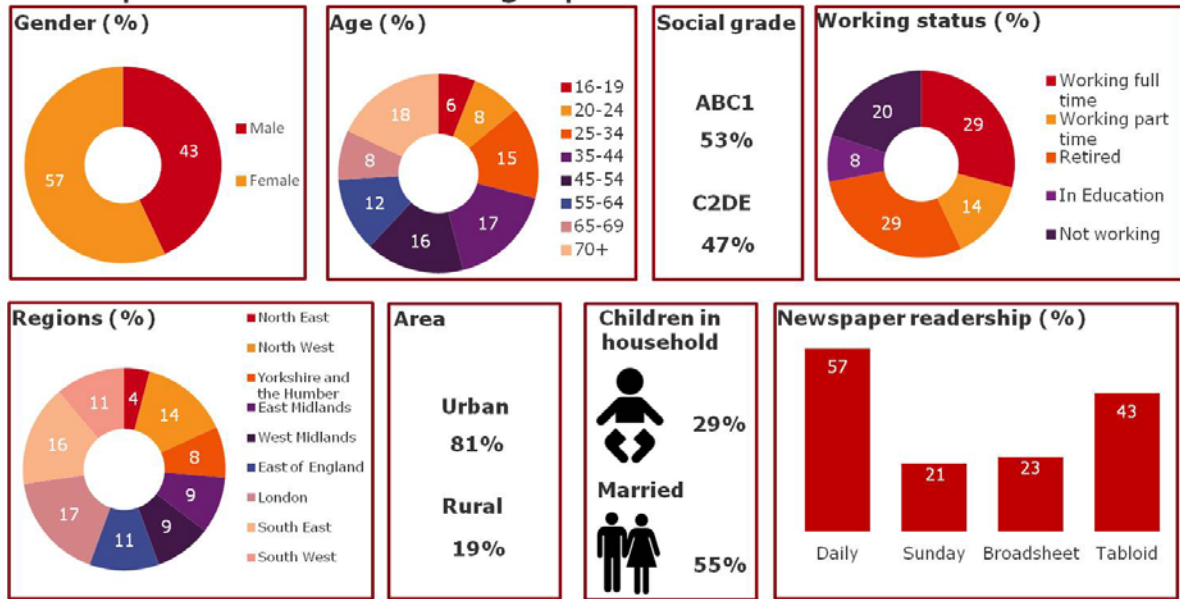
Base: Frequent users of the SRN (1,150)

Regular users – demographics



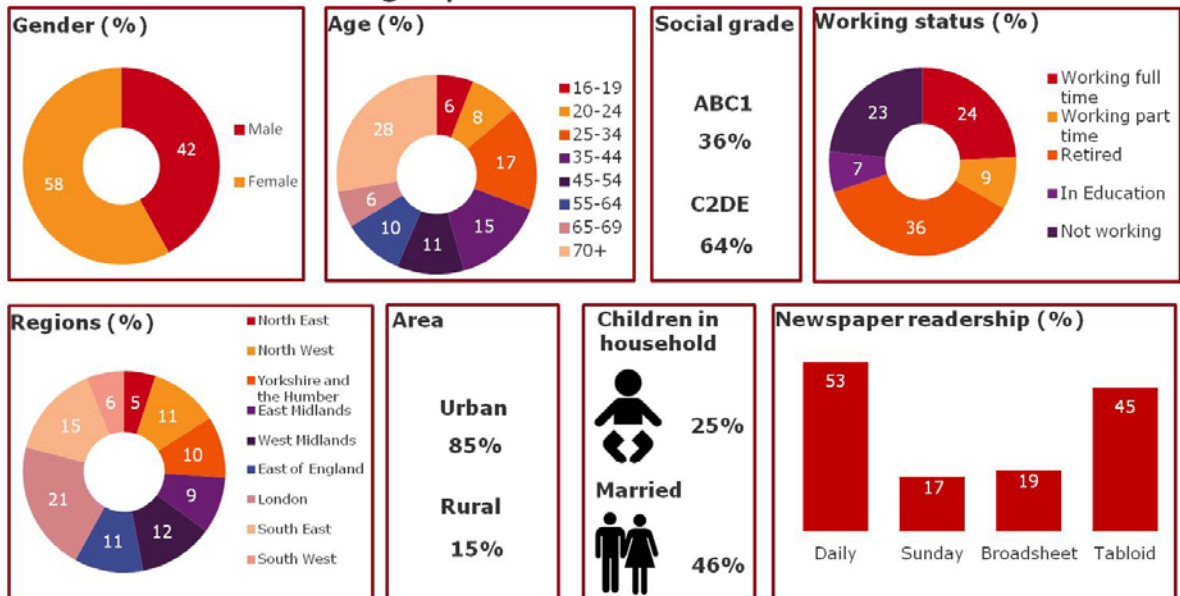
Base: Regular users of the SRN (914)

Infrequent users– demographics



Base: Infrequent users of the SRN (790)

Non users – demographics



Base: Non users of the SRN (589)

As would be expected with the network of strategic roads not being evenly distributed across the country, there were also a number of regional variations in the levels of use of the SRN. The key differences for the different categories of users of the SRN are outlined below:

- Amongst frequent users, three regions feature prominently – North West, West Midlands and the South East with the North

East and the South West also having an above average proportion of frequent users

- In contrast, Yorkshire and the Humber was the region with the highest proportion of regular users of the SRN with the North East also having an above average proportion of this category of users
- London and the South West were the two regions with the highest proportion of infrequent users
- London was the region with the highest proportion of non-users of the SRN.

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

(Base: All (3,512), Frequent user (1,150), Regular user (914), Infrequent user (790), Non user (589). *Single coded*)

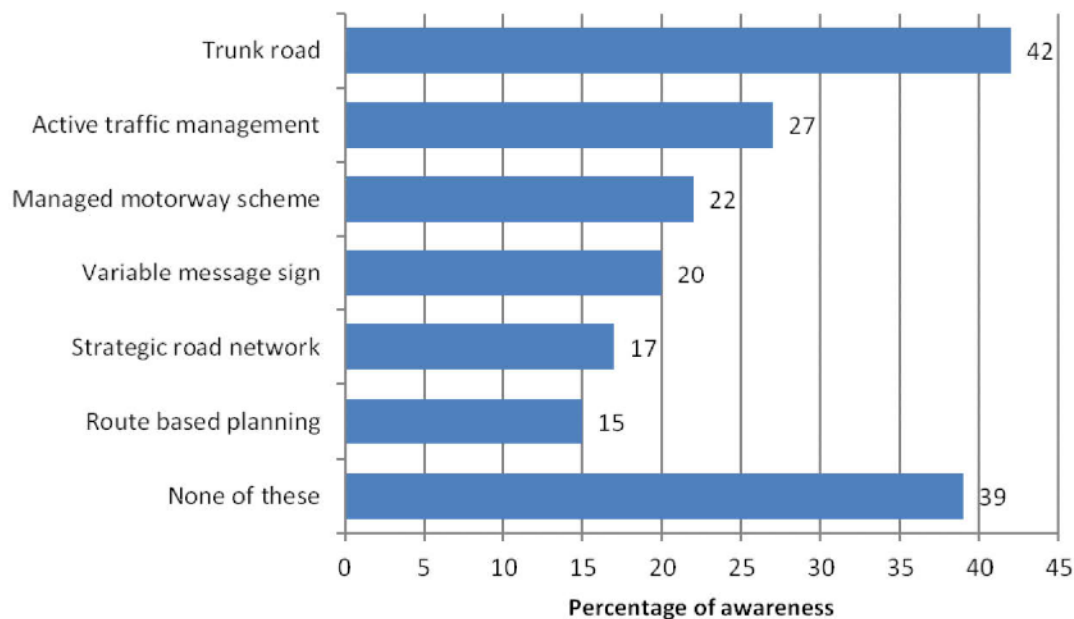
	Frequent (%)	Regular (%)	Infrequent (%)	Non user (%)	Total (%)
Average	35	27	22	14	98
North East (<i>n=189</i>)	37	29	19	15	100
North West (<i>n=470</i>)	40	26	22	12	100
Yorkshire and the Humber (<i>n=363</i>)	34	31	19	14	98
East Midlands (<i>n=295</i>)	32	28	22	14	96
West Midlands (<i>n=353</i>)	40	27	17	14	98
East of England (<i>n=376</i>)	35	27	22	14	98
London (<i>n=525</i>)	23	24	26	21	94
South East (<i>n=597</i>)	40	25	21	13	99
South West (<i>n=344</i>)	38	26	26	9	99

2.2 Awareness of SRN and Trunk roads

Despite the high levels of use of the roads which form part of the SRN, as outlined in the previous section, levels of awareness of the term Strategic Road Network were limited – recognised by less than 1 in 5 (17%). To set this figure in context, just over 4 in 10 (42%) claim to have heard of the term ‘trunk road’ – a description which more readily features in everyday language. However, it is worth noting that 2 in 5 (39%) were not familiar with any of the terms presented.

Q4. Which of the following have you heard of?

(Base: All 3,512). Multi coded

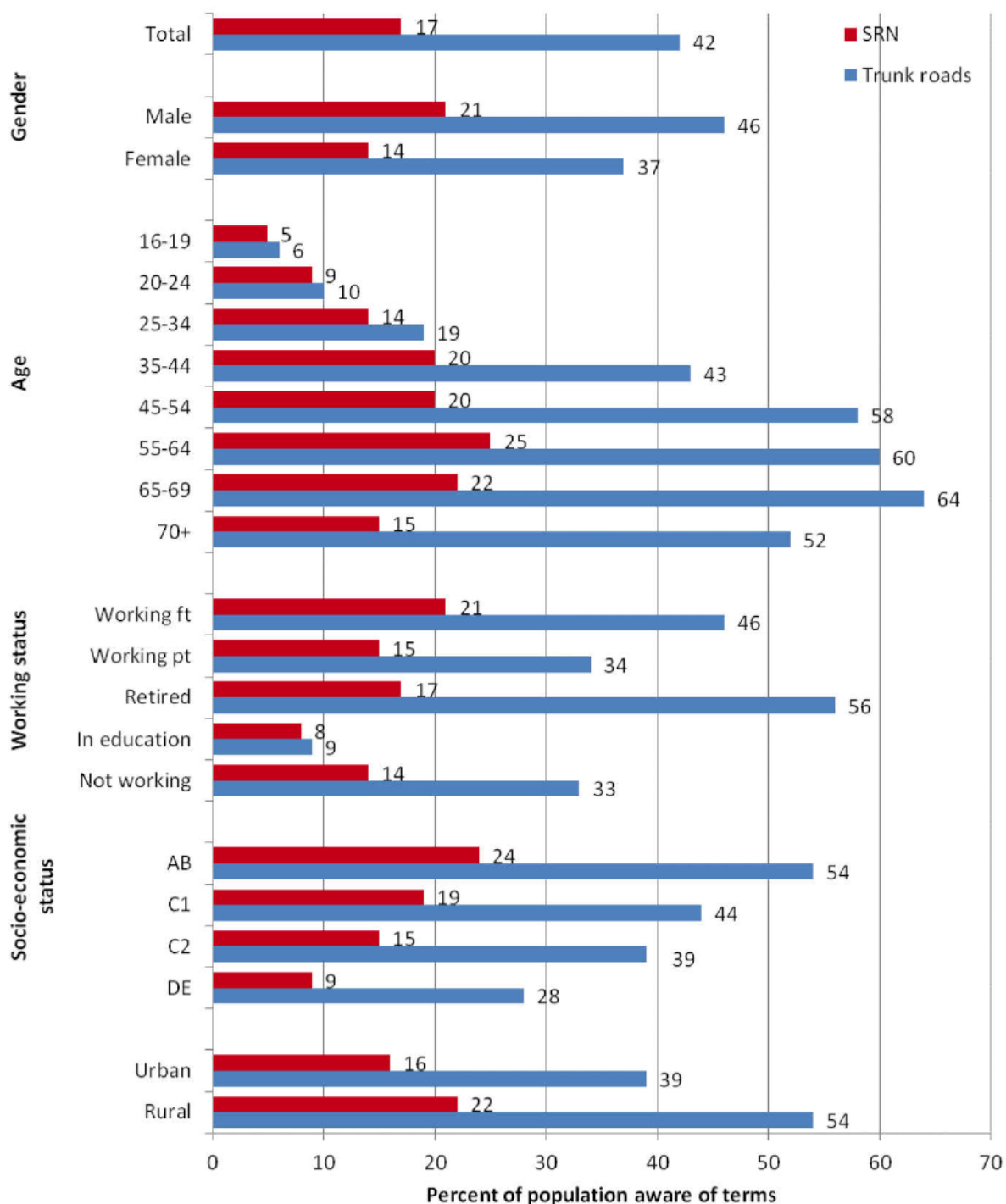


Claimed awareness of the term Strategic Road Network did increase a little with age, peaking in the 55-64 age group at 25% and was higher amongst men (21%) and those in the AB socio-economic grades (24%). As would be expected, awareness also increased with frequency of use – 23% of frequent users and 17% of regular users said they were aware of the term.

In contrast, there were much higher levels of awareness of the description 'trunk roads' (42%), especially in the 35+ age groups and particularly those aged 45-69 years. There was a significantly higher level of awareness (at 99% level of significance) of trunk roads amongst respondents living in rural areas rather than urban areas – a distinguishing pattern which was also evident for the 'SRN' term, but not to the same extent.

Q4. SRN and Trunk Road awareness

(Base: All 3,512). Multi coded



As is evident from the following tables, there were some regional variations in terms of awareness of the term Strategic Road Network and trunk roads. Of particular significance was the relatively low level of awareness of the term amongst those living in the North West (12%) and amongst London residents (13%). In addition, a couple of other regions had below average levels of awareness – the East Midlands and the South

East. In contrast, three regions had levels of awareness significantly above average – the South West, West Midlands and the North East. It should be noted that the sample sizes at a regional level are limited and any results at this level should be treated with some caution.

Q4. All respondents aware of the SRN by region

	<i>Base</i>	Aware of SRN (%)	Difference from average
Average	543	17	
North East	36	21	+4
North West	51	12	-5
Yorkshire and the Humber	65	19	+2
East Midlands	42	15	-2
West Midlands	74	22	+5
East of England	56	17	0
London	60	13	-4
South East	85	16	-1
South West	74	23	+6

Similar regional patterns existed for trunk roads, with significantly higher levels of awareness observed in the North East and the South West, while awareness levels in London and the North West were lowest.

Q4. All respondents aware of trunk roads by region

	<i>Base</i>	Aware of trunk roads (%)	Difference from average
Average	1,378	42	
North East	108	57*	+15
North West	170	37	-5
Yorkshire and the Humber	162	47	+5
East Midlands	119	39	-3
West Midlands	151	45	+3
East of England	135	40	-2
London	525	30*	-12
South East	597	38	-4
South West	344	57*	+15

*Statistically significant at 95% level of significance

2.3 Knowledge of the Strategic Road Network

Claimed awareness of the term 'Strategic Road Network' is one key measurement. However, possibly of more importance, was determining the extent to which people actually understood what the term means. Consequently, a further question was included within the survey which was designed to elicit this further level of insight on knowledge of the term.

Q4a. You mentioned that you have heard of the SRN. Please could you give me a brief description of what you understand the SRN to be

(Base: All aware of SRN = 543)

	%
Major routes/roads/motorways/dual carriageways	39
Motorways/motorway system/motorway connections/junctions	12
Main roads/trunk roads/ 'A' roads	8
Major roads/ routes	7
Main roads/trunk roads to the cities/main roads connecting cities/towns	2
The roads linking cities to motorways	1
Dual carriageways/building of dual carriageway	1
Links/Connections	13
Main routes to get to a certain place	2
Routes/roads linking towns/cities ensuring links	4
Linkage to all roads/main links in the road system/connects different roads/how the roads join	4
Road systems/networks to get from 'A' to 'B'	1
Roads to get you around the country/from one end of the country to the other/to all areas	2
National road networks/roads	4
Most important roads	2
Strategic roads	1
Planning	11
Road/Traffic Management	6
Maintenance/Looking After	3
Just heard of it/heard the name/seen name	12
Don't know	19

Amongst those who claimed to be aware of the SRN, 39% understood it to refer to major routes/roads/motorways/dual carriageways. Of these, the largest proportion of people said the SRN consisted of motorways/motorway system/motorway connections/junctions or main roads/trunk roads/ 'A' roads – the various references are detailed in the above chart. Added to this were the 13% who believed that the SRN was related to the concept of roads which connect together to allow travel throughout the country or between cities. Taken together, these closely-related descriptions suggest that just over half of those aware of the term had a reasonable idea of what it represents.

Other descriptions relating to planning and road/traffic management and maintenance were mentioned by a minority of respondents. It is noteworthy that just under a third (31%) of those who claimed to be aware of the term Strategic Road Network had very little, if indeed any, knowledge of what the term actually meant.

On the basis of the results from this survey, it would appear that of those respondents aware of the term Strategic Road Network, a large proportion understood it as referring to the network of major roads across England. However, it has to be recognised that the survey was unable to confirm whether this was based on actual knowledge of the network or an interpretation of what people believed that it represents from the name itself.

3. Funding and Investment for Roads

3.1 Funding for England's roads

Respondents were asked to identify the sources of funding for England's roads. As detailed below, a quarter of the adult population (24%) identified that the funding for roads comes from general taxation, from Central Government. About the same proportion (22%) believed that it came from Vehicle Excise Duty (VED) and a further 21% thought that it came from a combination of VED and the duty paid on fuel (21%). A fifth of respondents were not able to answer this question at all. With such an equal spread across all categories, it suggests that respondents are unsure as to the origin of funding for England's roads.

Q3. How do you think funds for England's roads are currently raised?

(Base: All (3,512), Frequent SRN user (1,150), Regular SRN user (914), Infrequent SRN user (790), Non-user of the SRN (589). *Single coded*)

	SRN Usage				
	Total %	Frequent %	Regular %	Infrequent %	Non user %
From the Government's central budget (general taxation) (n=837)	24	27	23	22	22
Through Vehicle Excise Duty (road tax) (n=787)	22	23	22	23	19
Through Vehicle Excise Duty and fuel duty (n=697)	21	23	25	18	15
Through all road duties and charges including tolls and fines (n=362)	11	10	11	15	8
Don't know (n=775)	20	14	17	21	36
Total	98	97	98	99	100

As would be expected, non-users of cars were most likely to state that they had no idea about the sources of funding for the roads in England (46%). A significant proportion of car users (19%) and frequent (14%) and regular users (17%) of the SRN also claimed to be uncertain as to the actual sources of funding.

While there were some regional variations in the proportion of people who correctly identified the source of funding for roads – ranging from 29% in London to 20% in East of England- none of these differences were significant.

Those aged under 25 years recorded the highest levels of ambiguity as to the sources of funding – around 1 in 3 claimed not to know. In contrast, with increasing age, respondents were more likely to choose one of the options but were only marginally more accurate in their choice of general taxation as the actual source of funding for England's roads.

3.2 The current level of investment

The overriding opinion was that there was a need for more money to be spent on maintaining and managing England's roads, with 77% agreeing with this statement. Less than a fifth (17%) believed that the current level of investment was sufficient and only 1% thought that less investment was needed. Frequent and regular users of the SRN were those most likely to suggest that more investment was needed, 82% and 80%, respectively. Nevertheless, even among non-users, two thirds (66%) considered that more investment was needed.

As is evident in a number of the other analyses, there was a significant difference between residents of London and elsewhere with regard to investment in the roads network – 66% of respondents in London thought that there was a need for more investment, which is considerably lower than most of the other regions (see overleaf).

Q1. Respondents who think more investment is required by region

(Base: All 3,512).

	'More investment is required' (%)
Total	77
North East (<i>n</i> =189)	78
North West (<i>n</i> =470)	80
Yorkshire and the Humber (<i>n</i> =363)	82*
East Midlands (<i>n</i> =295)	75
West Midlands (<i>n</i> =353)	87*
East of England (<i>n</i> =376)	71
London (<i>n</i> =525)	66*
South East (<i>n</i> =597)	73
South West (<i>n</i> =344)	87*

*Statistically significant at 95% level of significance

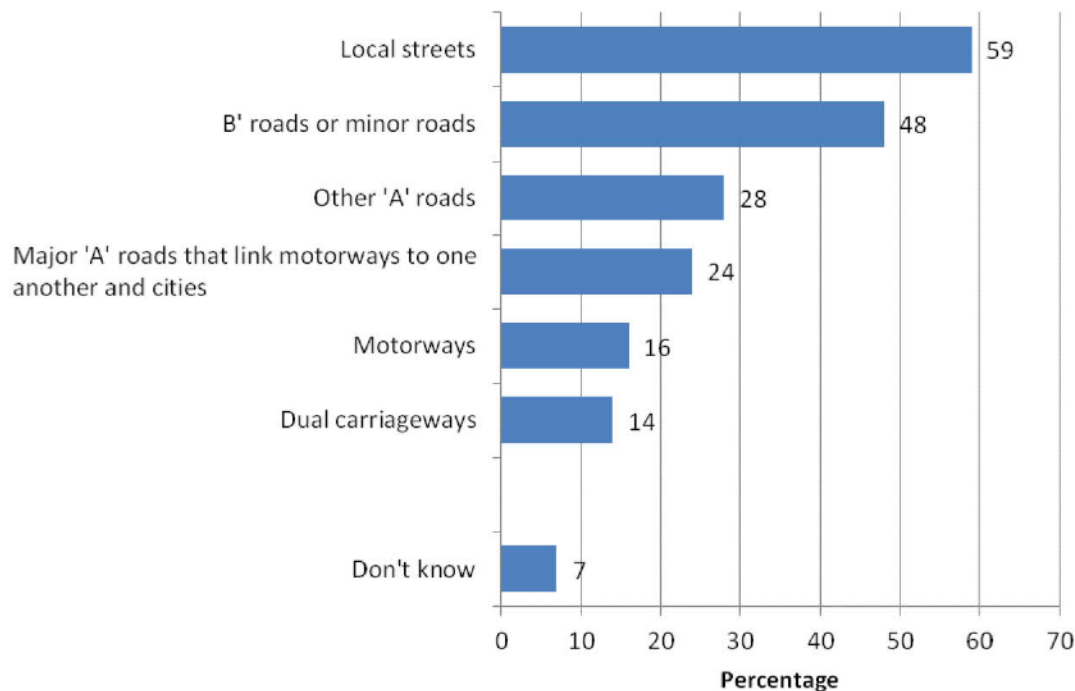
There was also a clear variation by age, with those aged 45 years and over being more likely to recognise a need for more investment in England's roads – in excess of 8 in 10 (83%) of these older age groups.

2.3 Where to invest

The population in general attached a higher priority for greater investment to be directed towards local streets (59%) and minor roads (48%).

Q2. Which types of roads would you say require greater investment?

(Base: All 3,512). *Multi coded*



Priorities for investment in different types of roads did not vary significantly by frequency of SRN use. Investment in local streets was consistently the main priority across the population. However, frequent users of the SRN were more likely than less frequent users to favour further investment in 'A' roads, especially those which link motorways to each other.

Q2. Which type of roads would you say require greater investment?

(Base: All (3,512), Frequent user (1,150), Regular user (914), Infrequent user (790), Non user (589). *Multi-coded*)

Frequency of use of SRN

	Frequent (%)	Regular (%)	Infrequent (%)	Non user (%)
Local streets	37	29	19	15
Minor or 'B' roads	40	26	22	12
Other 'A' roads	34	31	19	14
Major 'A' roads that link motorways to one another and cities	32	28	22	14
Motorways	40	27	17	14
Dual carriageways	35	27	22	14

The 45-54 age group was of particular significance as it tended to record relatively higher levels of priority for investment in all types of roads, but especially for motorways, dual carriageways and 'A' roads.

Q2. Which type of roads would you say require greater investment?

(Base: All (3,512), 16-24 (477), 25-34 (580), 35-44 (560), 45-54 (517), 55-64 (459), 65+(919). *Multi-coded*)

Age Group

	16-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65+ (%)
Local streets	59	62	58	60	57	57
Minor or 'B' roads	34	47	45	55	49	56
Other 'A' roads	16	20	28	37	32	32
Major 'A' roads that link motorways to one another and cities	12	13	25	32	30	28
Motorways	13	14	16	21	17	14
Dual carriageways	9	12	14	18	14	14

On a regional basis, there were some clear variations:

- For further investment in motorways, this was highest in the North East (24%)
- Similarly, the North East also featured the highest priority for dual carriageways (25%)
- For major 'A' roads linking to motorways, three regions were relatively higher than the others – West Midlands (33%); North West (30%) and the South West (29%).
-

Q2. Which types of roads would you say require greater investment?

(Base: All 3,512). *Multi coded*

	Motorways	Dual carriageways	Major 'A' roads that link motorways
Total (n=3,512)	16	14	24
North East (n=189)	24*	25*	27
North West (n=470)	15	9*	30*
Yorkshire and the Humber (n=363)	13	11	19
East Midlands (n=295)	13	15	23
West Midlands (n=353)	17	16	33*
East of England (n=376)	18	19	20
London (n=525)	16	11	12*
South East (n=597)	16	12	22
South West (n=344)	13	13	29*

*Statistically significant at 95% level of significance

As would be expected, amongst respondents living in rural areas, there was stronger demand for investment in 'B' roads and other minor roads rather than local streets which are more obviously an urban concern.

4. Management of the SRN

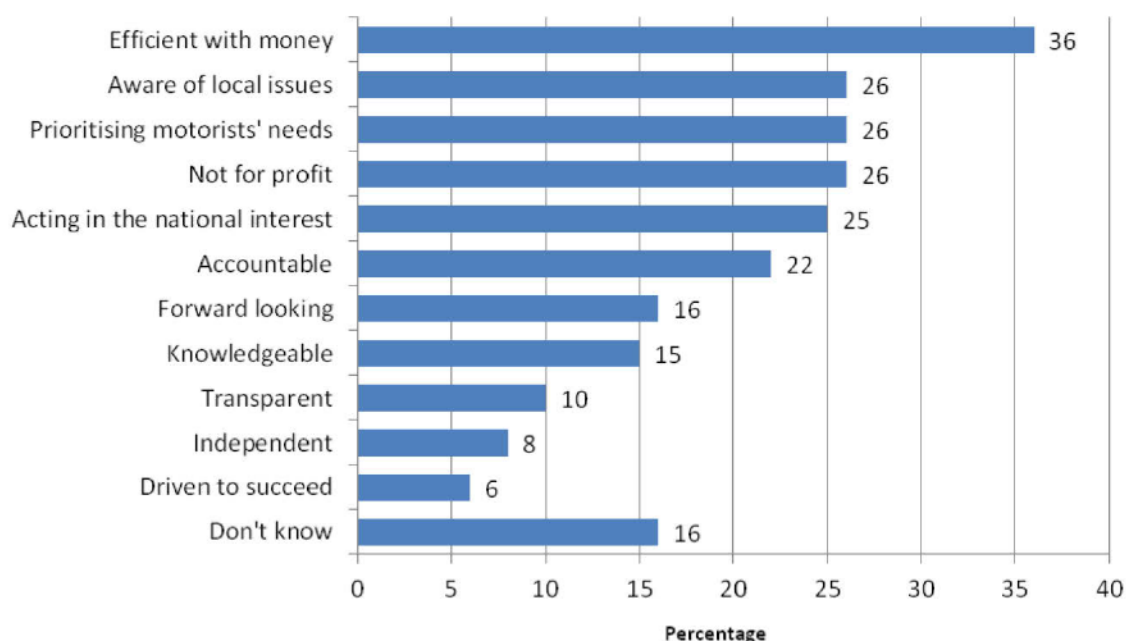
4.1 Qualities looked for in the organisation managing the SRN

Respondents were asked which qualities they would look for in an organisation responsible for managing England's core network of motorways and trunk roads. A list of qualities, derived from previous qualitative research, was presented to the respondents to facilitate their choice of up to three which were considered to be most important.

As is evident from the following chart, efficiency with money was the leading quality, mentioned by just over 1 in 3 of respondents (36%). In addition, there were a number of secondary qualities identified by a minimum of 1 in 5 of respondents, namely awareness of local issues (26%), prioritising motorists' needs (26%), not for profit (26%), acting in the national interest (25%) and being accountable (22%).

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads?

(Base: All 3,512). *Multi coded*



Being 'efficient with money' emerged as the leading quality in all of the regions, without exception, even in London where the proportion mentioning this quality was below 30%. In the following regions, 'aware of local issues' was the second priority – North West, Yorkshire and the Humber and the South West. In contrast, 'prioritising motorist's needs'

was the second quality mentioned in these other regions – North East, East Midlands and the South East.

Both the West Midlands and the East of England had 'not for profit' as the second quality mentioned and in London this position was allocated to 'acting in the national interest'.

Frequent users of the SRN were more likely to choose being 'efficient with money', 'prioritising motorist's needs', and 'aware of local issues', 'not for profit' and 'accountable'. Apart from being 'efficient with money', regular users and infrequent users were more likely than average to want an organisation which 'acts in the national interest' or to be 'aware of local issues' respectively.

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads?

(Base: All (3,512), Frequent user (1,150), Regular user (914), Infrequent user (790), Non user (589). *Multi-coded*)

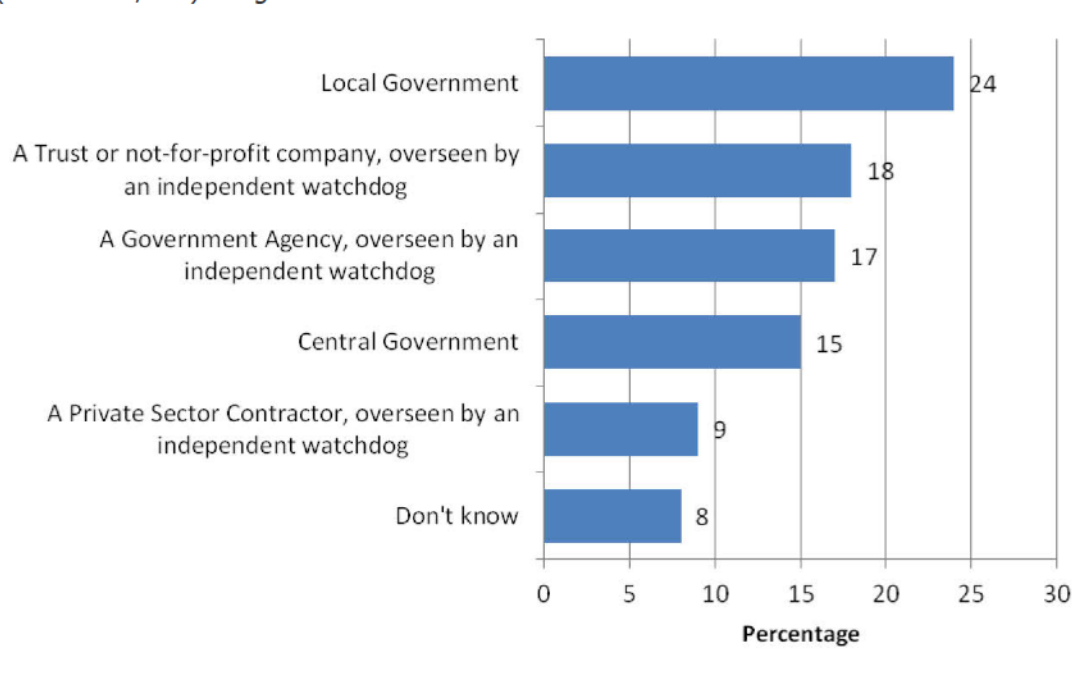
Frequency of use of SRN

	Frequent (%)	Regular (%)	Infrequent (%)	Non user (%)
Efficient with money	41	40	31	20
Aware of local issues	29	26	26	18
Prioritising motorists' needs	31	27	24	12
Not for profit	29	26	25	15
Acting in the national interest	25	30	24	15
Accountable	25	23	21	14
Forward looking	17	18	14	8
Knowledgeable	17	16	13	8
Transparent	11	10	11	9
Independent	8	7	8	5
Driven to succeed	7	6	7	4

4.2 Types of organisations to manage the SRN

There was no clear preference expressed for the type of organisation which could manage the SRN in England – none of the presented options attracted support from more than a quarter of respondents. However, it would appear that there was only limited support for the involvement of a private contractor and that there was a slight preference for Local, rather than Central Government to be involved in this process.

Q7. Which type of organisation do you think would be best placed to manage the SRN?
(Base: All 3,512). *Single coded*



Preference for which type of organisation varied by age, with younger respondents more in favour of Local Government, whilst older respondents, especially those aged 45-54 years, were more likely to select a Trust or not-for-profit company. Preference for the other types of organisations did not vary by age.

Across the regions there were some variations but without any obvious geographical patterns; respondents in Yorkshire and the Humber, East Midlands, West Midlands and the South West were more likely to choose a Trust or not for profit organisation (21%-24%) while Local Government was preferred by 30% of respondents in the North West. In London, a quarter (24%) selected Central Government as their preferred organisation to manage the SRN.

There was very little variation in opinion by SRN usage, the only thing of note being that frequent users were a little more likely to select non-

Government organisations (22% chose a Trust or not-for profit company and 11% a private sector contractor).

As outlined in the table below, the slight preference for a Local Government-based organisation may reflect the priority attached to local issues and directing investment towards local roads and streets. In a similar way, the reference towards 'not for profit' as being a desired attribute was highlighted by those who indicated a preference for a Trust-based organisation. Those supporting a Government Agency in this role were more likely to recognise the benefits of 'acting in the national interest' and of the organisation being 'accountable'.

Q7. Which type of organisation do you think would be best placed to manage the SRN? / Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads?

(Base: All (3,512), Efficient with money (1,191), Prioritising motorist's needs (868), Aware of local issues (883), Trust/Not for profit (577), Acting in the national interest (832), Accountable (755).

Single coded

	Total	Efficient with money	Prioritising motorist's needs	Aware of local issues	Trust/Not for profit	Acting in the national interest	Accountable
Local Government (n=870)	24	23	22	26	24	20	20
Central Government (n=550)	15	14	14	11	15	16	13
A Trust or not-for-profit company (n=581)	18	21	24	22	31	23	20
A Government Agency (n=570)	17	19	20	20	17	22	27
A Private Sector Contractor (n=289)	9	11	11	8	6	9	12

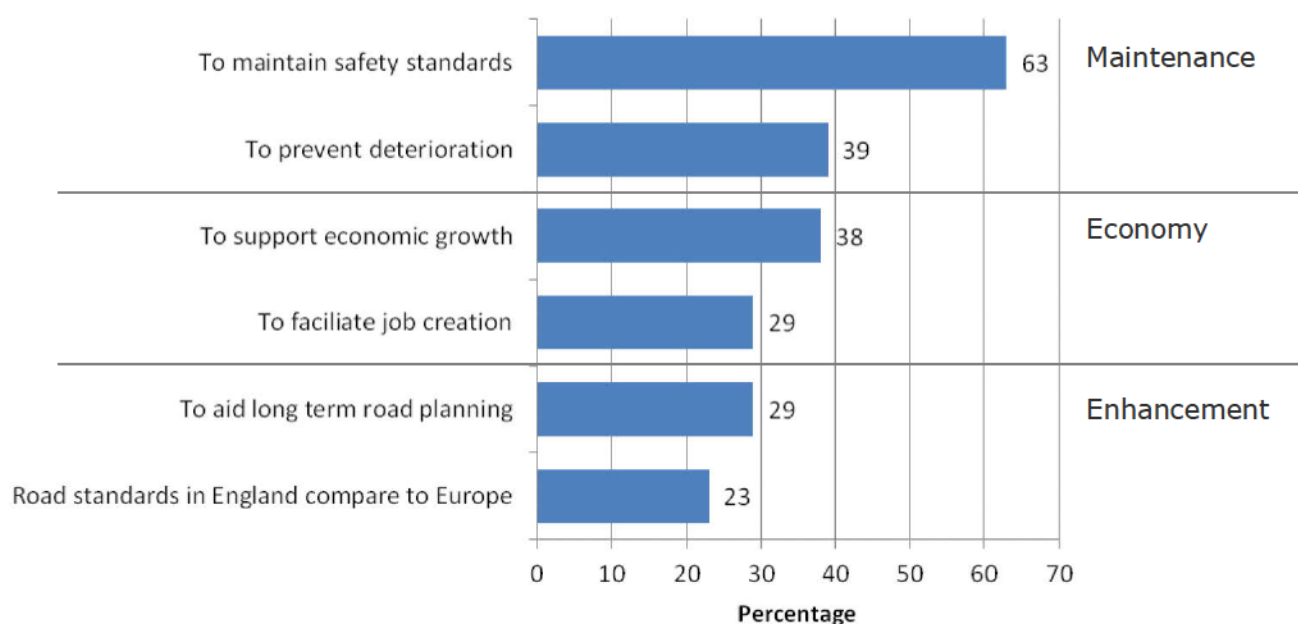
5. Investing in the SRN

5.1 The need for investment in the SRN

In terms of investing in the SRN, the need to maintain safety standards was dominant – mentioned by almost two in three (63%) as being important. The second reason was ‘to prevent deterioration of the network’ (39%) followed by ‘to support economic growth’ (38%). Two other ‘economic’ reasons were mentioned by a significant proportion of the population in this context – ‘to allow goods to move across the country efficiently’ (32%) and ‘to facilitate job creation’ (29%).

Q8. Which of the following reasons for investment, if any, are important to you?

(Base: All = 3,512) *Multi-coded*



There was a general pattern that most, if not all of these reasons for investment became more important with an increase in age, up to a peak in the 45-54 or 55-64 age groups – ‘to maintain safety standards’ being the exception with a general level of consensus on its importance across the age groups. Another reason which was not particularly influenced by age was ‘to facilitate job creation’ with this being recognised across all age groups up to 65 years.

This was also reflected in the analysis by social grade – those in the ABC1 social grades tended to regard almost all of these investment reasons as being more important than those in the C2DE grades. However, this was not the case in relation ‘to facilitate job creation’ which was recognised as being more important by those in the C2DE social grades.

Q8. Which of the following reasons for investment, if any, are important to you?

(Base: All (3,512), 16-24 (477), 25-34 (580), 35-44 (560), 45-54 (517), 55-64 (459), 65+ (919).
Multi-coded)

Age Group

	16-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65+ (%)
Maintain safety standards	60	64	62	69	66	61
Prevent deterioration of the network	22	32	42	47	47	42
Support economic growth	32	34	42	46	40	34
Allow goods to move across the country efficiently	23	27	31	38	38	34
Facilitate job creation	30	31	30	32	29	25
Aid long-term road planning	23	23	30	33	35	28
Make sure network meets modern standards	16	22	26	27	24	25
Ensure road standards in England compare with those in other European countries	18	20	23	28	26	24

'To maintain safety standards' was the primary reason for investment in the SRN across all of the regions – ranging from 71% selecting this reason in the South West to 58% in London and the East of England. The two main secondary reasons for investment across all of the regions were 'to prevent deterioration of the network' and 'to support economic growth' – the former was second most important in 5 regions and the third most important in the other four regions; the latter being second most important in four regions and third most important in the other five regions.

Q8. Ranking of the top five reasons for investment

(Base: All = 3,512)

	To Maintain safety standards	To prevent deterioration of the Network	To support economic growth	To allow goods to move across country	To aid long-term road planning	To facilitate job creation
North East (n=189)	1st	2nd	3rd	4th	5th	
North West (n=470)	1st	3rd	2nd	5th		4th
Yorkshire and the Humber (n=363)	1st	2nd	3rd	5th		4th
East Midlands (n=295)	1st	3rd	2nd	4th	5th	
West Midlands (n=353)	1st	2nd	3rd	4th		5th
East of England (n=376)	1st	3rd	2nd	5th	4th	
London (n=525)	1st	3rd	2nd		5th	4th
South East (n=597)	1st	2nd	3rd	5th	4th	
South West (n=344)	1st	2nd	3rd	4th	5th	

Yorkshire and the West Midlands were the two regions with the highest recognition of the importance of investing in the SRN to create jobs – mentioned by just over 1 in 3 in those regions. The West Midlands, Yorkshire and Humberside, the North West and South West recorded above-average importance levels for job creation.

Q8. How investment in the SRN can facilitate job creation by region.

(Base: people who selected job creation as an important reason investing in the SRN 1,024)

	Base	'To facilitate job creation' (%)
Total	1,024	29
North East	44 ¹	23
North West	149	31
Yorkshire and the Humber	118	34
East Midlands	82	29
West Midlands	122	35
East of England	105	27
London	153	29
South East	146	24
South West	105	31

¹Caution: low base size

The type of organisation with responsibility for management of the SRN appeared to have little influence on the relative priority for job creation as a reason for investment.

Q7. Which type of organisation do you think would be best placed to manage the SRN? / Q8. Which of the following reasons for investment, if any, are important to you?

(Base: All 3,512)

	Total %	Maintain safety standards %	Prevent deterioration %	Support economic growth %	Allow goods to move across country %	Facilitate job creation %
Local Government	24	24	19	23	20	27
Central Government	15	14	14	15	14	16
A Trust or not-for-profit company	18	21	25	22	24	20
A Government Agency	17	19	23	19	23	17
A Private Sector Contractor	9	10	10	11	10	10

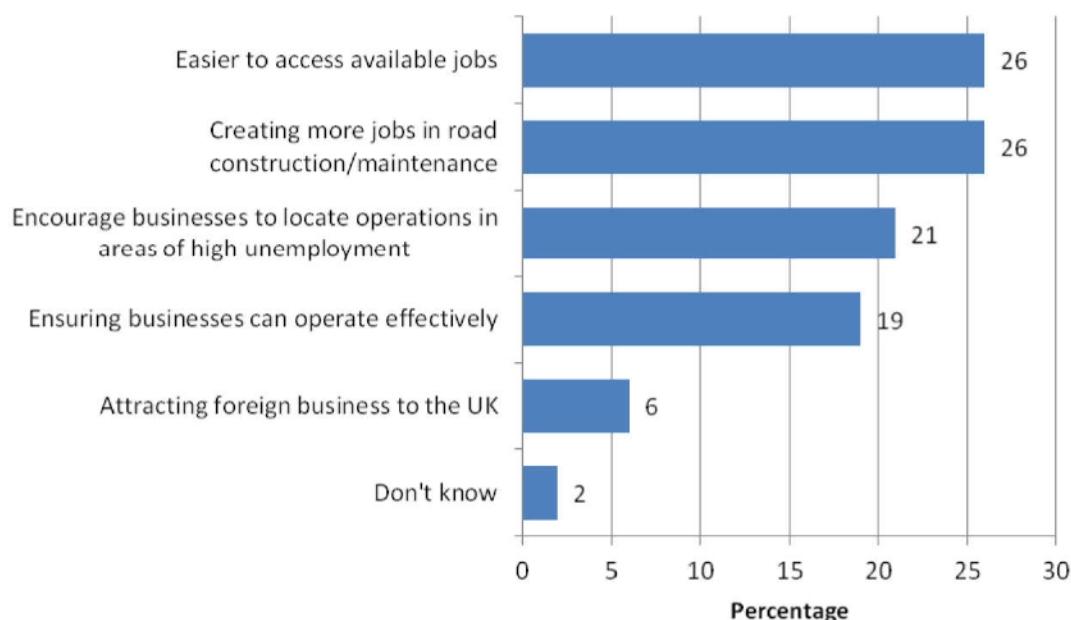
The relative importance of investment in the SRN to facilitate the movement of goods across the country tended to be higher amongst those who favoured a Government Agency managing the SRN or a non-for-profit company rather than Local or Central Government. Also, investing to support economic growth was also relatively more important for those who favoured the management of the SRN being undertaken by a not-for-profit company.

5.2 Relationship between investment in the SRN and job creation

Respondents who regarded job creation as an important reason for investing in the SRN were asked how they thought this could facilitate job creation. Just over a quarter (26%) thought it would make it easier access to jobs. A further quarter (26%) thought it could lead to more employment opportunities in road construction and maintenance. The other two main reasons given were much more focused on business operations including decisions about where to locate.

Q9. Which one of the following do you think is the most important way that investment in the SRN can facilitate job creation?

(Base: All who think investment in the SRN is important to facilitate job creation 1,024). *Single coded*



Younger people (under 35 years) were more likely to select 'easier to access available jobs' than other age groups. They were also slightly less

inclined to select 'ensuring businesses can operate effectively' than their older counterparts.

On a regional basis, respondents in both the North West and West Midlands were more likely to recognise the benefits of being able to access available jobs. By contrast those living in the South West and Yorkshire and the Humber placed greater emphasis on encouraging businesses to locate operations in areas of high unemployment than on opening up access to jobs.

5.3 Ways in which additional investment should be spent

Presented with the option of being able to invest additional funds on motorways and/or trunk roads, there were a few minor differences in how this money would be allocated between the two types of major roads.

For motorways, investment to 'improve traffic flow/congestion' was relatively more important as was the way in which 'accidents/delays are handled' and also 'to reduce journey times'. In contrast, for trunk roads, 'improve the quality of the road surface' was more of a priority.

There were some interesting regional variations – especially in the South West where relatively high proportions of respondents indicated the need for additional investment in motorways (M) and trunk roads (TR) to be spent on:

- Measures to improve traffic flow/reduce congestion (M: 56% / TR: 48%)
- Improving the speed of repairs/road works (M: 55% / TR:59%)
- Improving the quality of the road surface (M: 51% / TR: 59%)

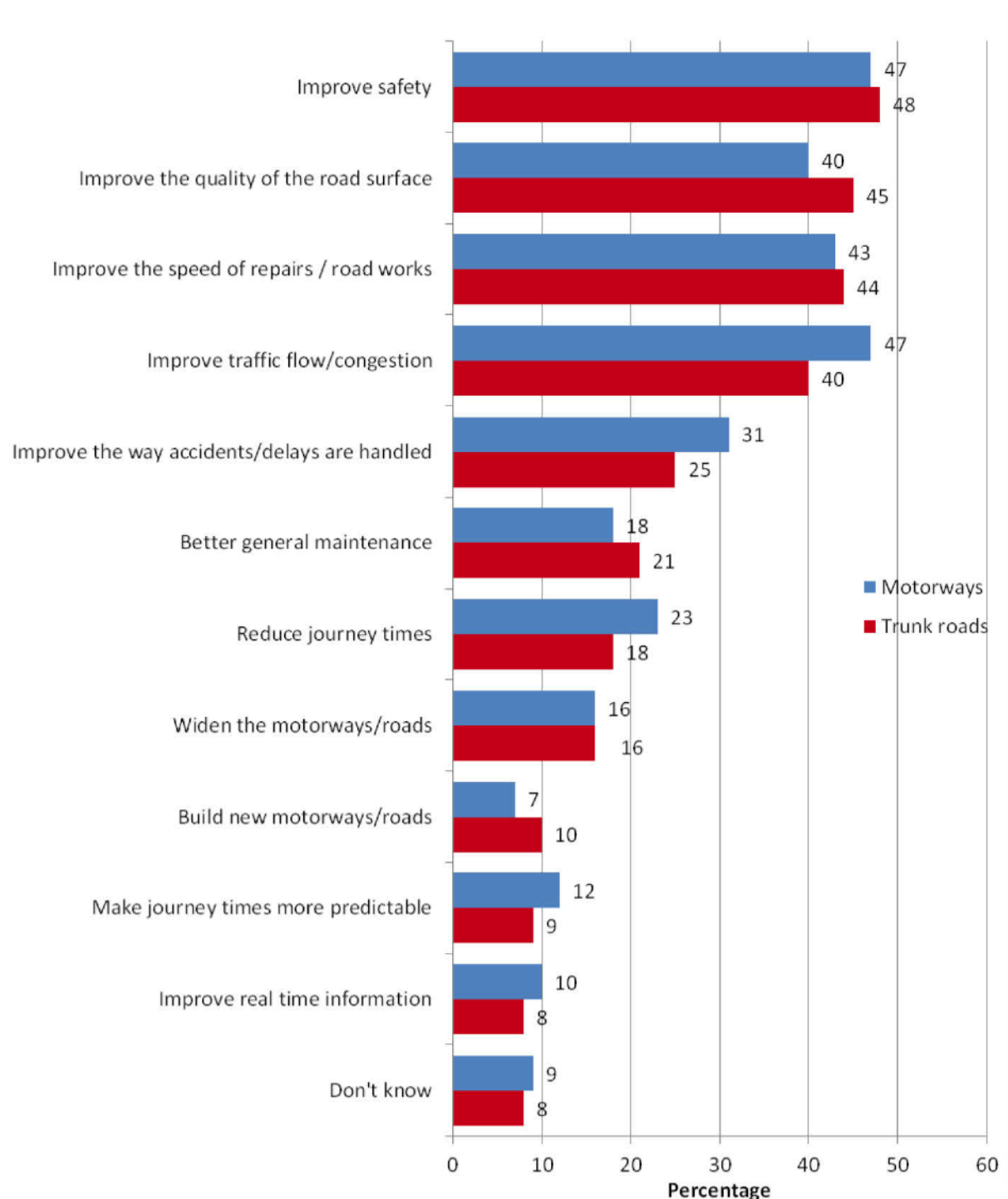
Inhabitants of the North West were most concerned about improving the quality of the road surface (M: 46% / TR: 54%). Over half (M: 53% / TR: 54%) of respondents living in the East Midlands were keen for additional funds to be used to improve safety. In the West Midlands, concern focussed on improving traffic flow (53%) and the speed of repairs/road works (49%) on motorways. Across all the regions, respondents in the East of England were most inclined towards a reduction in journey times (M: 33% / TR: 28%).

In terms of frequency of use of the SRN, frequent and regular users were more likely to identify investment to 'improve traffic flow/reduce

congestion' as a priority. Related to this, regular users were also more likely to favour investment in 'improving the speed of repairs/road works'. In contrast, infrequent users were more likely to favour investment in measures to 'improve safety'.

Q10. If additional funds were available to spend on motorways and trunk roads, which of the following do you think it should be used for?

(Base: All 3,512). Multi coded

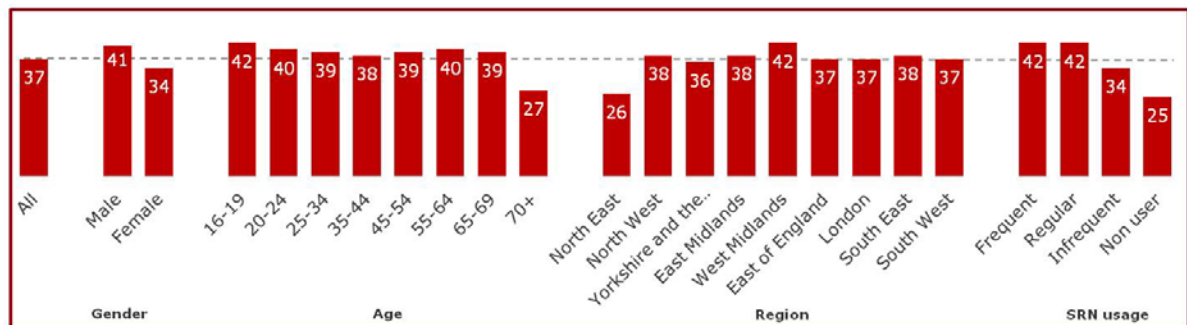


Just over 1 in 3 (37%) claimed that they would be willing to spend a little more on motoring if this money was allocated to improving the SRN. This was particularly the case in the West Midlands (42%) and also amongst frequent and regular users of the SRN (42%).

Q12. Would you be willing to spend a little bit more on motoring if that money was spent on improving the SRN?

(Base: All 3,512) *Single coded*

Willing to spend more money on motoring %



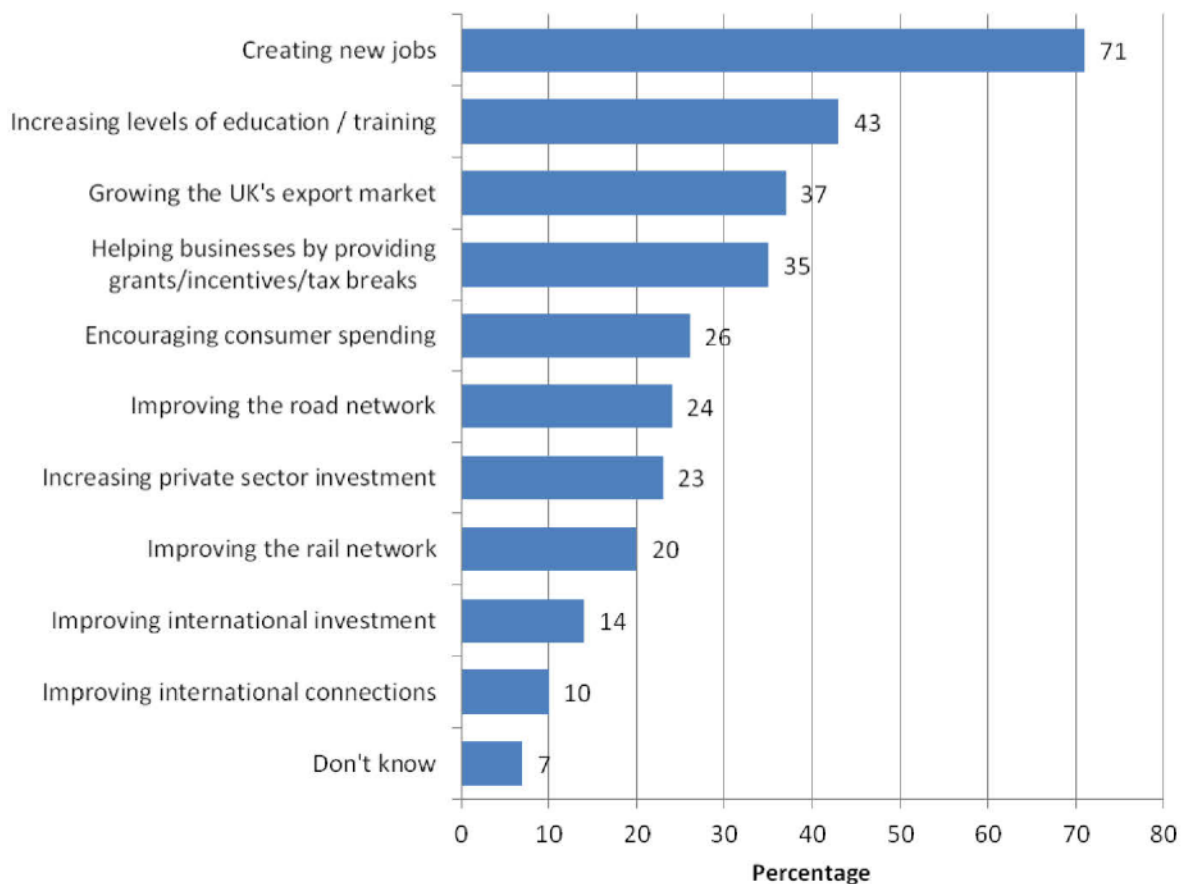
6. Economic growth

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 remaining questions which focussed on roads.

In this context, job creation was undoubtedly seen as being the primary driver – mentioned by 71%. This was followed by:

- Increasing levels of education (43%)
- Growing the export market (37%)
- Helping businesses via grants, incentives etc (35%)

Q16. Which of the following do you think are most important in driving growth?
(Base: All 3,512) *Multi-coded*

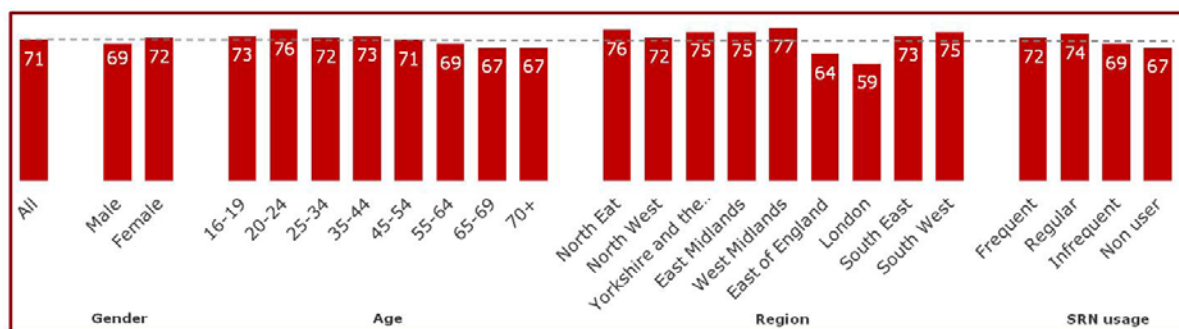


'Creating new jobs' was regarded as being of primary importance across all demographic groups – in terms of gender, age group and socio-economic grade. However, there were some regional variations with respondents in both London (59%) and the East of England (64%) being relatively less inclined to regard 'creating new jobs' as an important driver of growth.

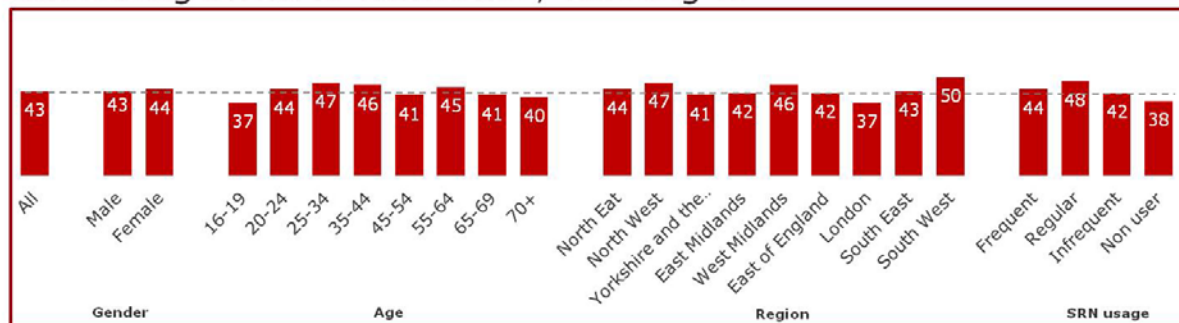
Older people were a little more inclined towards identifying 'growing the export market' than was the case with younger people.

Around 1 in 4 (24%) considered 'improving the road network' as a means of driving growth in the UK economy, with no significant variations on a regional basis, nor indeed by frequency of use of the roads, gender or age group. Around 1 in 5 (20%) regarded investment to 'improve the rail network' as being important, albeit that this level was lower in the East Midlands and London. As with the previous option of improving the road network, there were no significant differences across the various demographic groups.

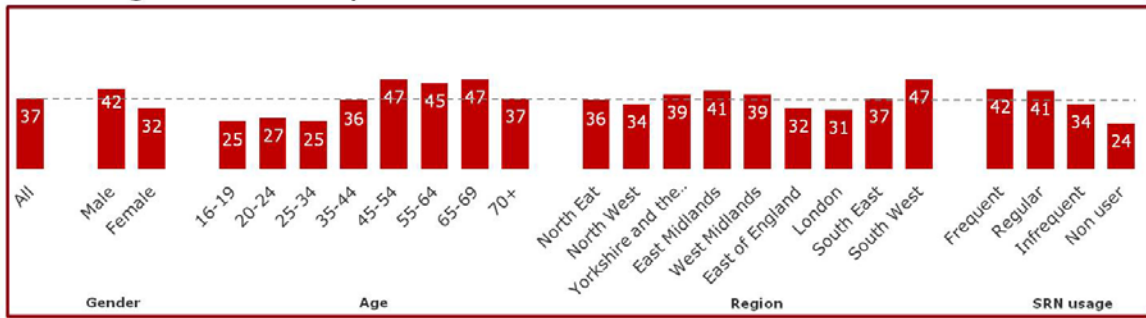
Creating new jobs %



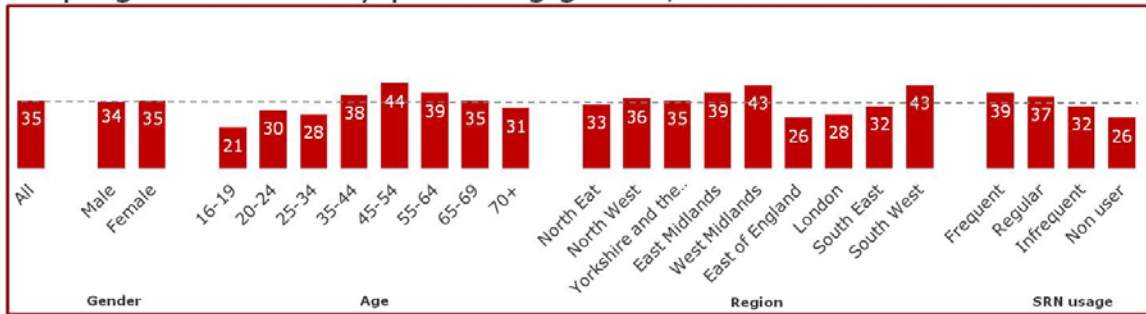
Increasing levels of education / training %



Growing the UK's export market %



Helping businesses by providing grants, incentives and tax breaks %



Although 'creating new jobs' is clearly regarded as the primary driver of economic growth, it is not considered the main reason for investing in the SRN. With reference to the previous section on the need for investment in the SRN, supporting economic growth ranked third and job creation ranked fifth in order of importance. This implies that directing investment towards the Strategic Road Network is not widely recognised for its potential to create economic growth and employment. It also suggests that the relationship between the road network and economic growth may be unclear to road users.

The survey data suggest that this relationship is better established in both the West Midlands and Yorkshire and the Humber compared to other regions of England. In both of these regions, higher than average proportions of respondents not only see investment in the SRN as a means of facilitating job creation but also, regard 'creating new jobs' as being an important driver of economic growth.

7. Communication channels

7.1 Preferred communications channels for roads

When finding out about news or developments relating to roads, almost half (46%) selected broadcast media as their preferred media channel. This was followed by local newspapers (29%), road signs (25%) online news (20%) and national newspapers (19%).

Q13. How do you prefer to find out about news or developments relating to roads?
(Base: All 3,512)

%	SRN Usage				
	Total	Frequent	Regular	Infrequent	Non user
Broadcast media	46	49	52	45	33
Local newspapers	29	29	30	31	26
Roads signs	25	29	27	23	16
Online news agency	20	25	20	19	11
National newspapers	19	17	22	19	18
Highways Agency	9	12	8	7	5
Social network sites	8	8	11	8	6
DfT	6	7	6	6	6
Motoring groups (AA)	6	6	8	6	4

Amongst frequent and regular users of the SRN, broadcast media were slightly more important than for the population as a whole. Frequent users had a slightly higher preference for receiving information from online news agencies and the Highways Agency.

Examining any regional variations highlights the following:

- The relative importance of the broadcast media in Yorkshire and the Humber (53%) and the South West (54%)
- Similarly, with regard to local newspapers – Yorkshire and the Humber (36%), West Midlands (37%) and the South East (34%)

- For online news sites – North West (24%) and London (24%).

Also, age was an important influence on the choice of preferred communications channels with a bias towards social media and online channels amongst younger people, especially those aged under 35 years. In contrast, broadcast media tended to be a preferred channel for those aged 45-69 years.

7.2 Newspapers

In examining newspaper readership generally, it should be recognised that around 1 in 5 (19%) consider national newspapers to be a preferred channel for news relating to roads:

- 7 in 10 (70%) had read a newspaper in the last 4 weeks
- 57% had read a daily newspaper and 22% a Sunday newspaper
- 26% had read a 'broadsheet'; 43% a 'tabloid' and 21% a local newspaper
- The Sun (18%), The Daily Mail (17%) and The Mirror (10%) dominated amongst the tabloids
- The Guardian (9%), The Daily Telegraph (8%) and The Times (7%) were the most read of the broadsheets
- Regular users of the SRN have an above average readership of any newspapers.

These figures are broadly in line with data from the National Readership Survey in relation to the more popular titles and frequency of use.

8. Conclusions

1. It is evident that there is a considerable disconnect between the use made of the Strategic Road Network and the public's awareness of the term.
2. There is considerable uncertainty and confusion regarding the primary source of funding for roads in England.
3. The majority of respondents consider more investment on roads is required and there is a bias towards directing any additional investment toward local streets and minor roads.
4. The primary reason given for investing in the SRN is to maintain safety standards. Economic benefits are also recognised as important, although to a lesser degree.
5. If additional funds were available for strategic roads, road users are keen to see improvements in safety, the quality of the road surface, the speed of repairs / road works and traffic flow. There was little difference in priorities for investment between motorways and trunk roads.
6. There was no obvious preference for the type of organisation to run the SRN but it should reflect the following attributes:
 - a. Efficient with money
 - b. Aware of local issues
 - c. Prioritising the motorist's needs
 - d. Not for profit
 - e. Acting in the national interest
 - f. Accountable.
7. Creating jobs is recognised as being the main driver of economic growth in the UK. The role of the road network in this is much less apparent, despite some recognition that investing in the road network can support economic growth and facilitate job creation.

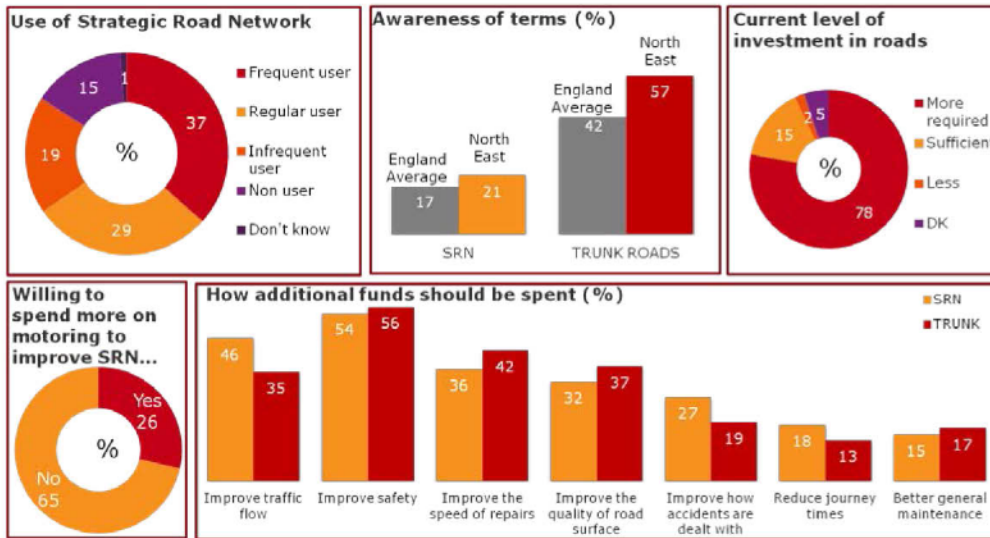
This implies that the relationship between the two remains somewhat unclear to road users.

8. In terms of communications, there appears to be a preference for using a variety of channels – ranging from direct roads' information from the Highway Agency through online sites, newspapers and the broadcast media.

Appendix A – Regional Profiles

Regional Overview (1)

North East



Base: Respondents in the North East (189)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1 Amount of money spent on maintaining England's roads *single code*/ Q12 Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11 If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

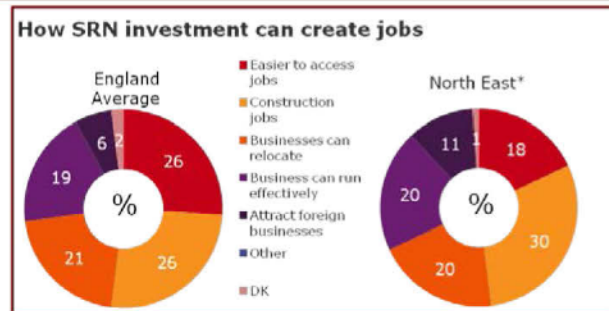
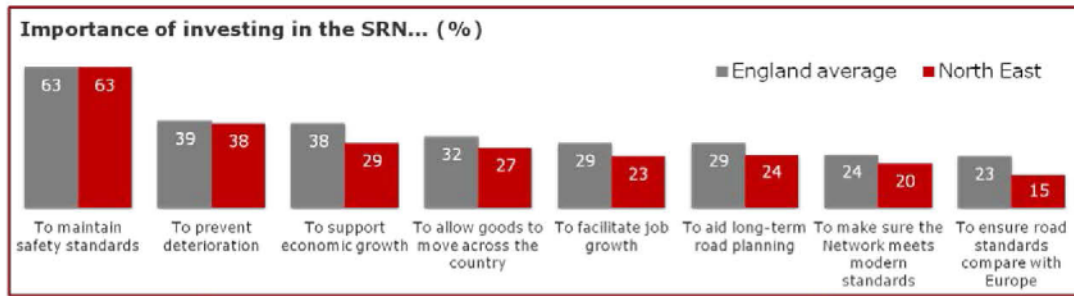
North East



Base: Respondents in the North East (189)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16 Important drivers of economic growth. *Multi code*

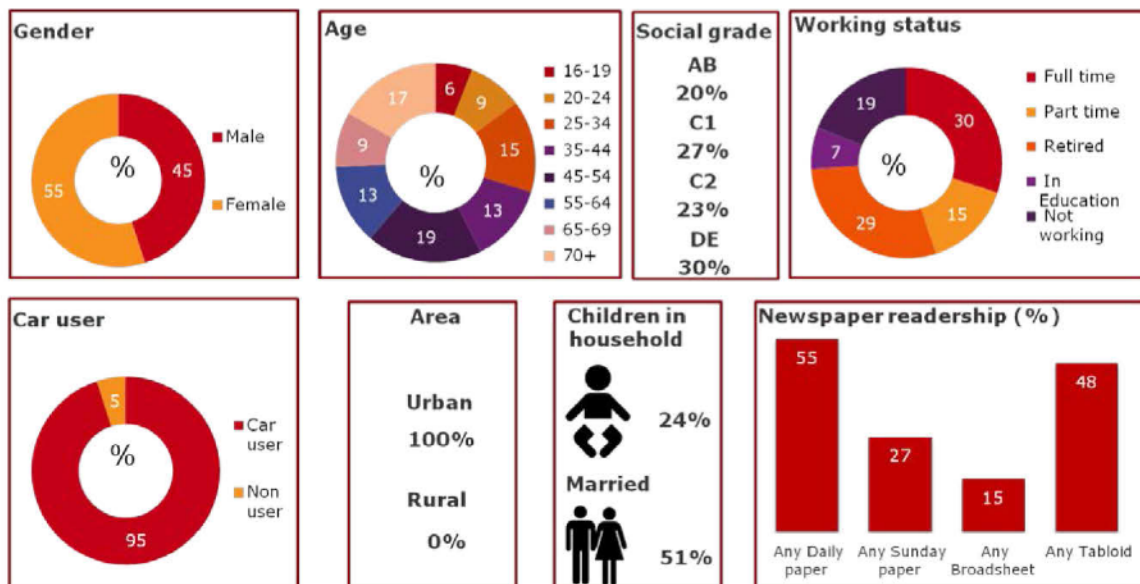
Regional Overview (3)



*Caution: Small base size (under 50)

Q8 Reason to invest in SRN (Respondents in the North East(189)). Multi code
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (44)). Single code

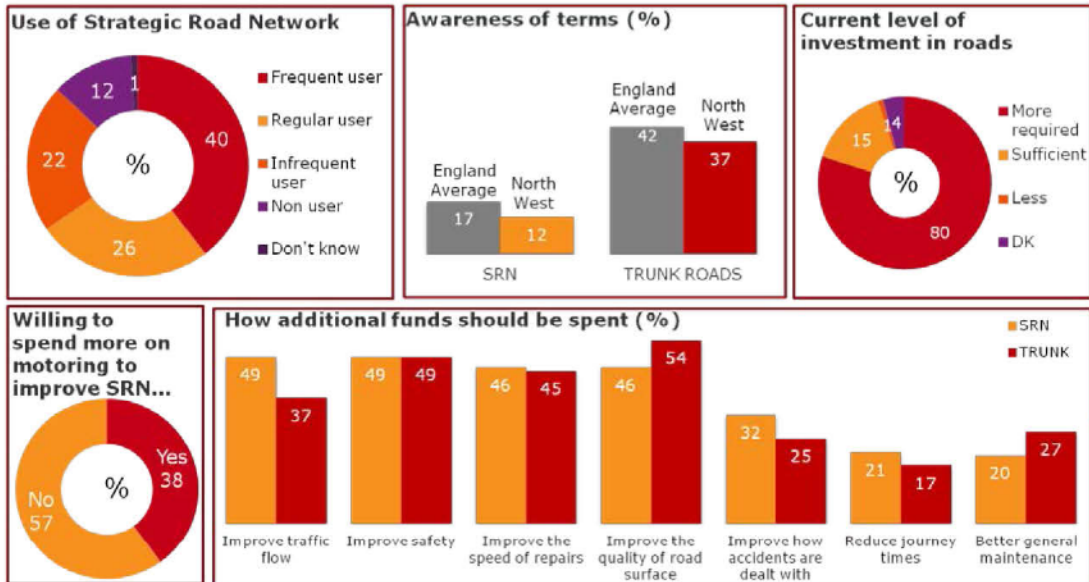
Regional Overview (4)



Base: Respondents in the North East (189)

Regional Overview (1)

North West

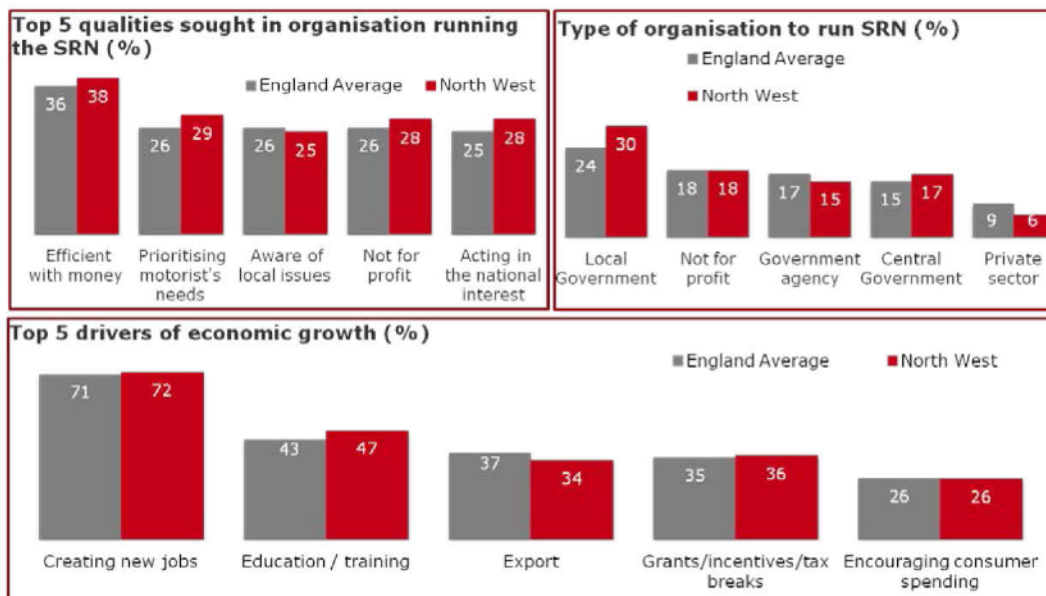


Base: Respondents in the North West (470)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

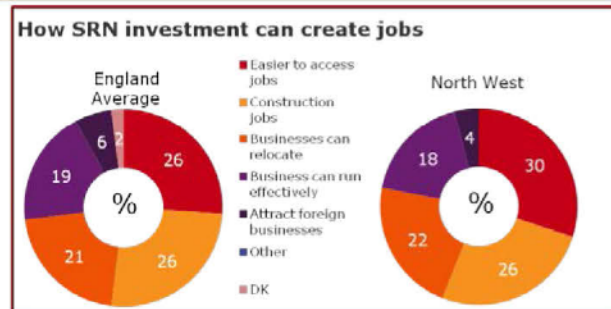
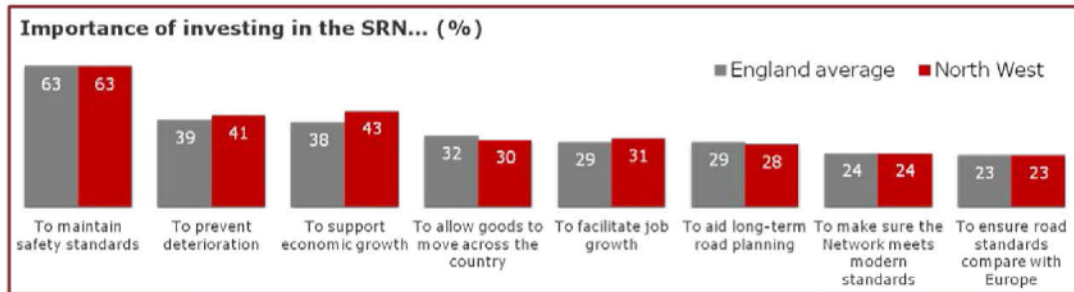
North West



Base: Respondents in the North West (470)

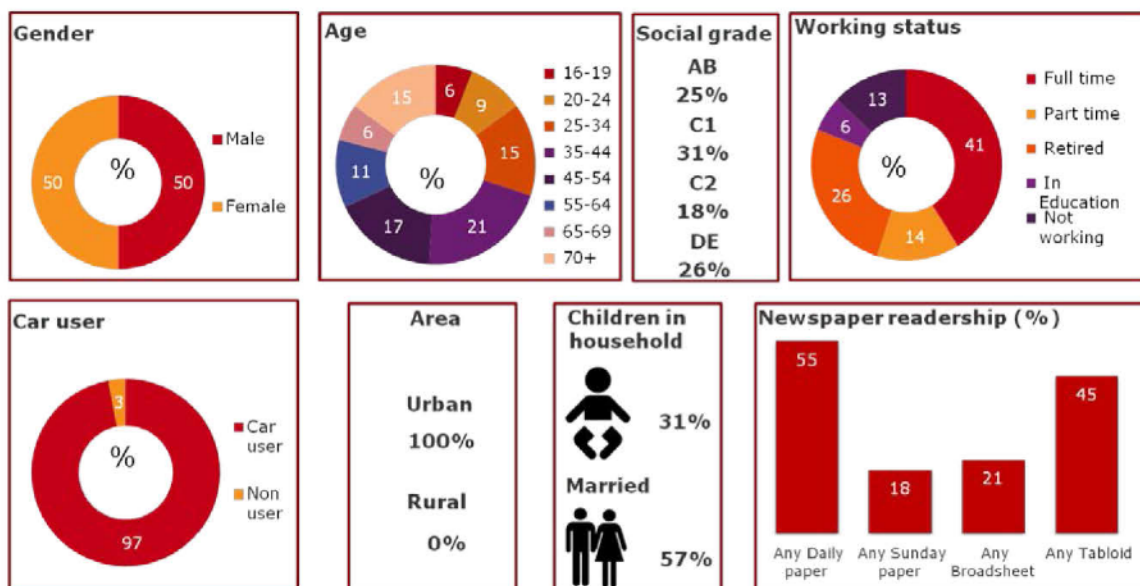
Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16. Important drivers of economic growth. *Multi code*

Regional Overview (3)



Q8 Reason to invest in SRN (Respondents in the North West (489)) Multi code
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (149)) Single code

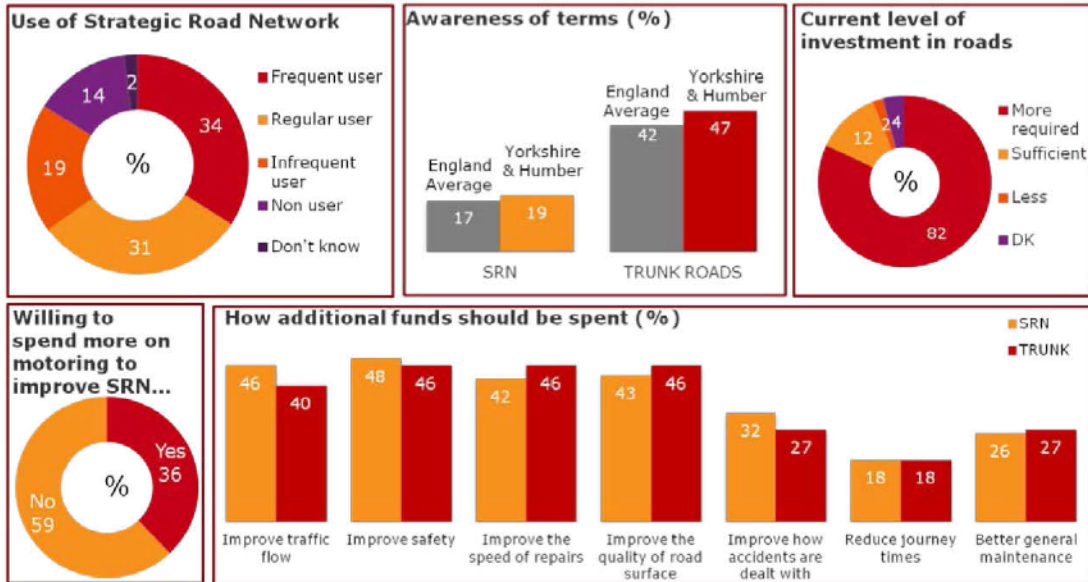
Regional Overview (4)



Base: Respondents in the North West (470)

Regional Overview (1)

Yorkshire and the Humber



Base: Respondents in Yorkshire and the Humber (363)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

Yorkshire and the Humber

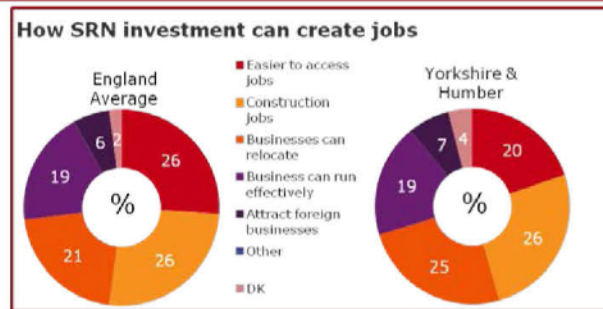
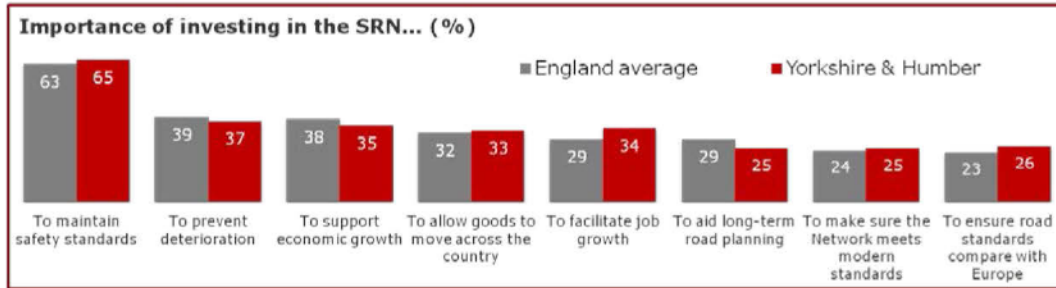


Base: Respondents in Yorkshire and the Humber (363)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16. Important drivers of economic growth. *Multi code*

Regional Overview (3)

Yorkshire and the Humber

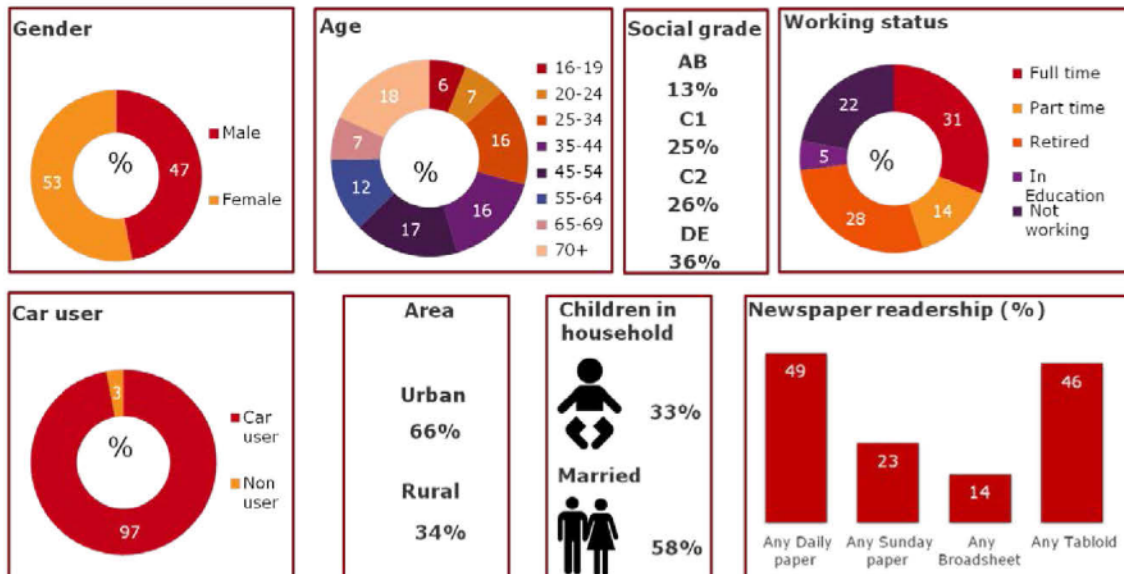


Q8 Reason to invest in SRN (Respondents in Yorkshire and the Humber (363)) *Multi code*
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (118)) *Single code*

11

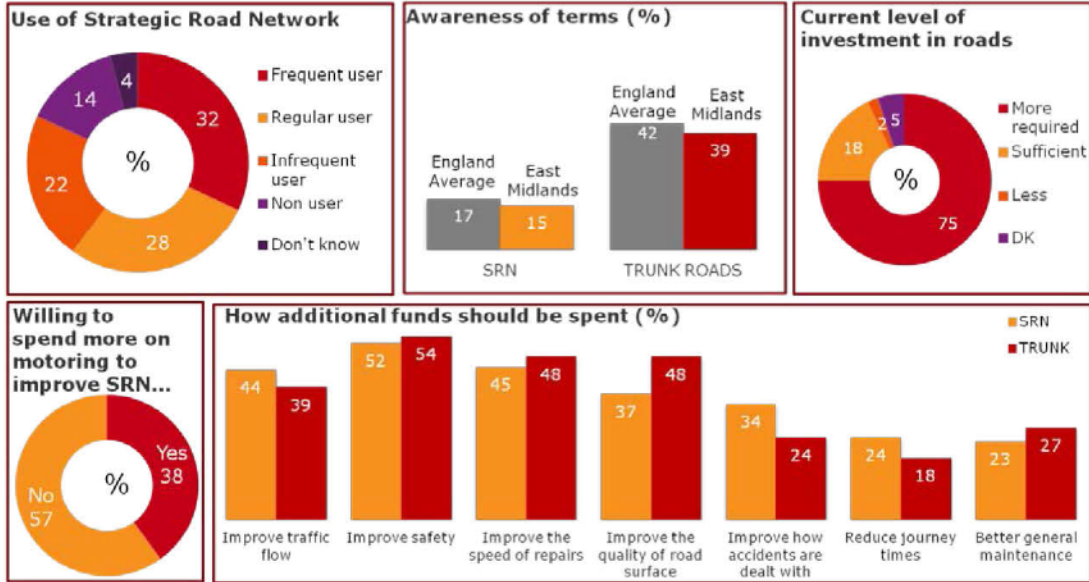
Regional Overview (4)

Yorkshire and the Humber



Base: Respondents in Yorkshire and the Humber (363)

Regional Overview (1)



Base: Respondents in the East Midlands (295)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

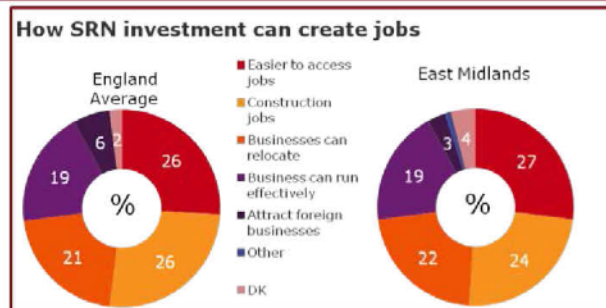
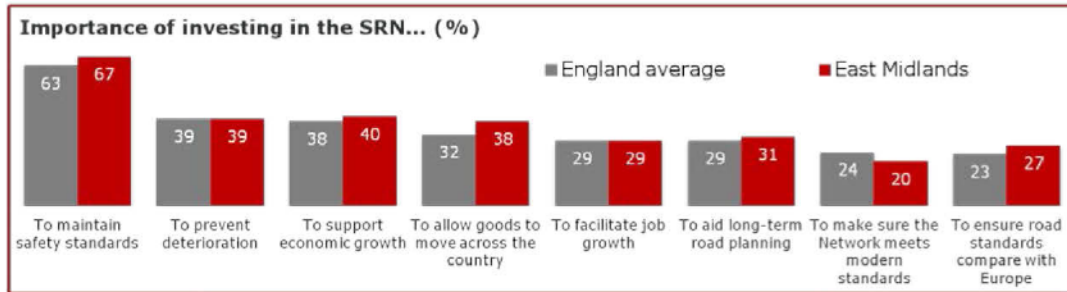
Regional Overview (2)



Base: Respondents in the East Midlands (295)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16 Important drivers of economic growth. *Multi code*

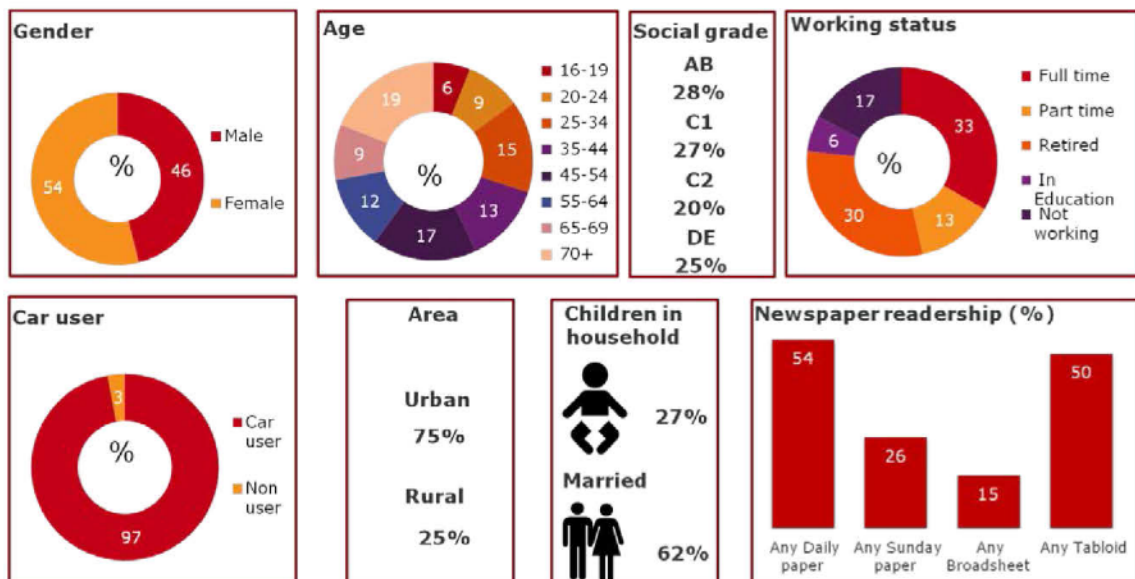
Regional Overview (3)



Q8 Reason to invest in SRN (Respondents in East Midlands (295)) Multi code
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (82)) Single code

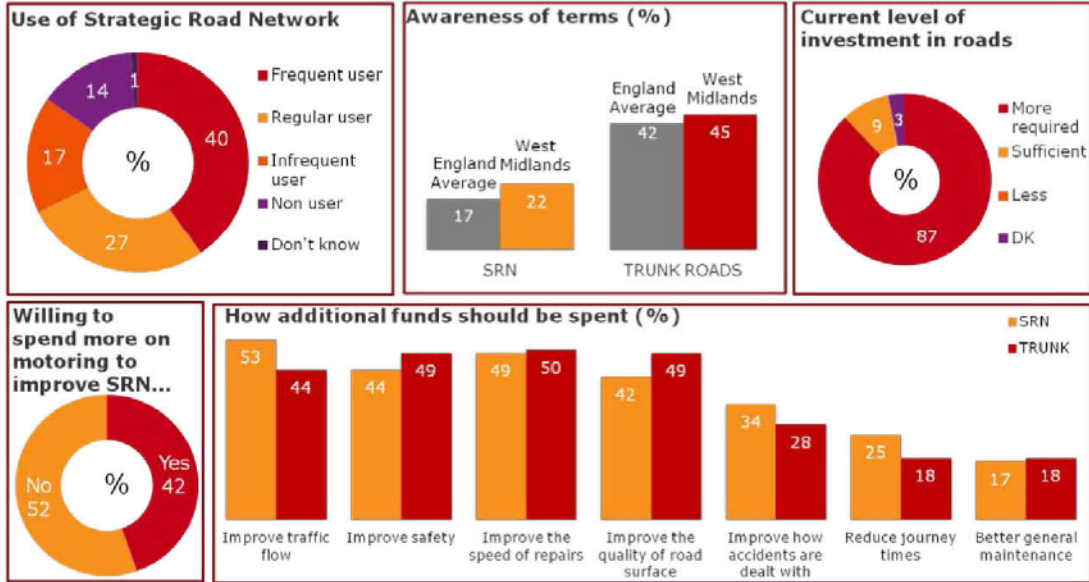
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Regional Overview (4)



Base: Respondents in the East Midlands (295)

Regional Overview (1)



Base: Respondents in the West Midlands (353)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1 Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

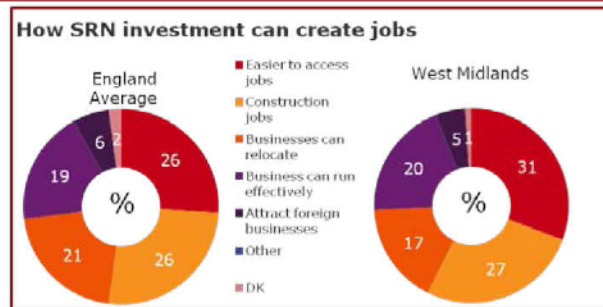
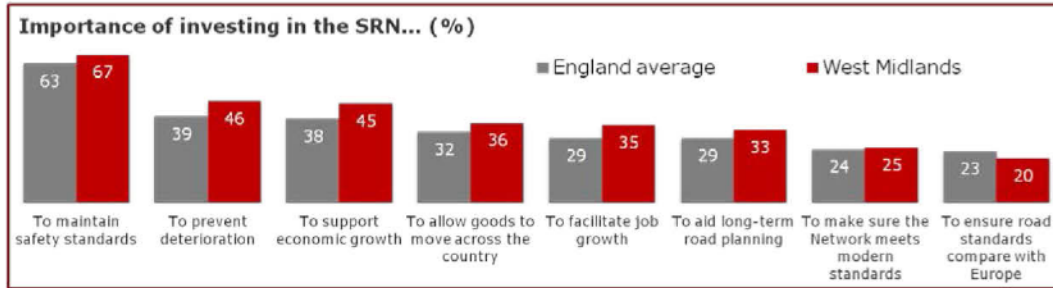
Regional Overview (2)



Base: Respondents in the West Midlands (353)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16 Important drivers of economic growth. *Multi code*

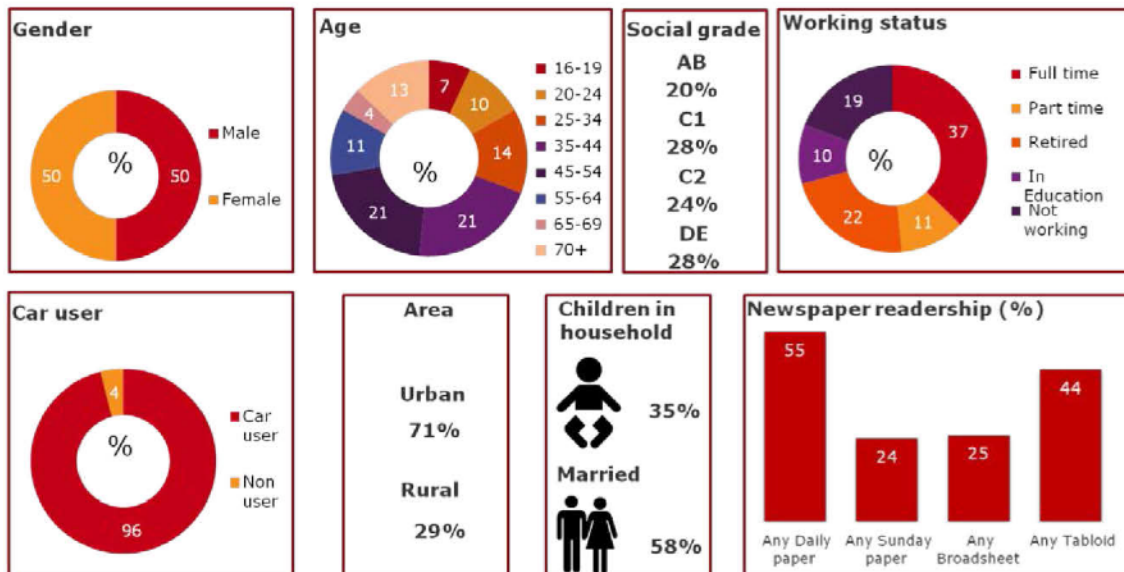
Regional Overview (3)



Q8 Reason to invest in SRN (Respondents in West Midlands (353)) Multi code
 Q9. How investment in SRN is important to facilitate job creation (122) Single code

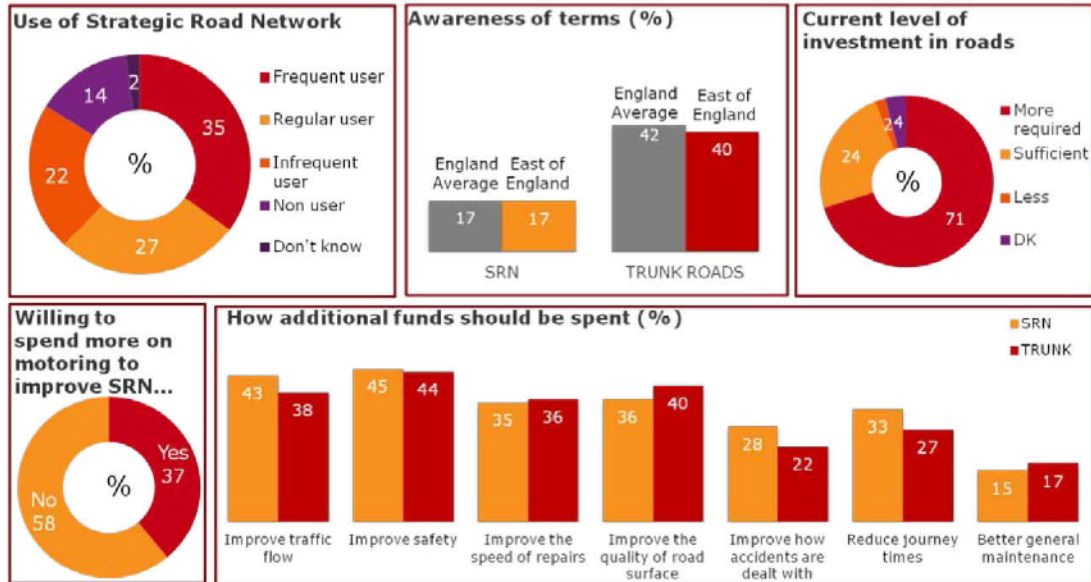
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Regional Overview (4)



Base: Respondents in the West Midlands (353)

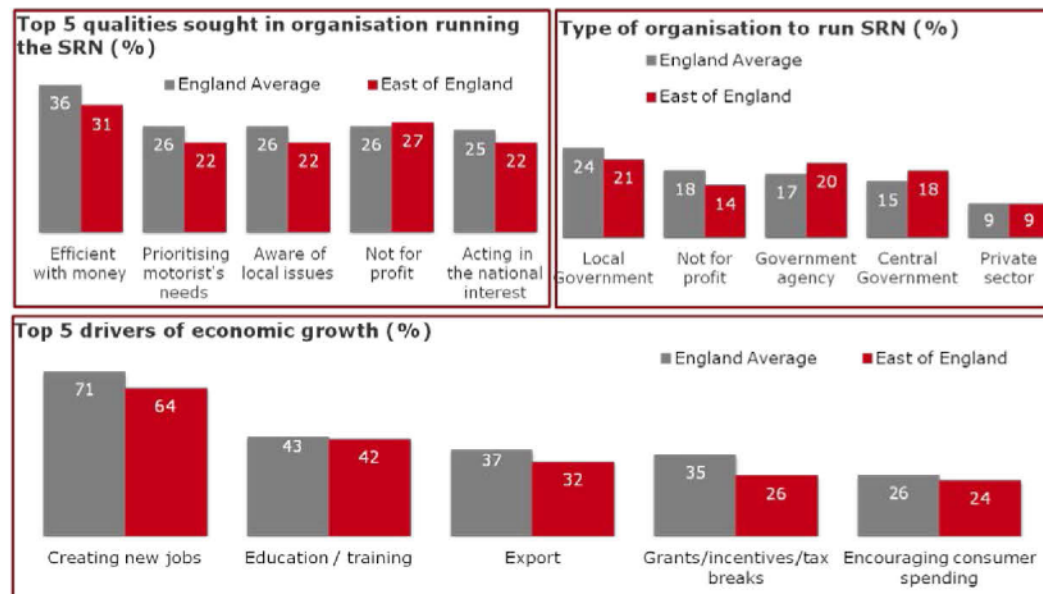
Regional Overview (1)



Base: Respondents in the East of England (376)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

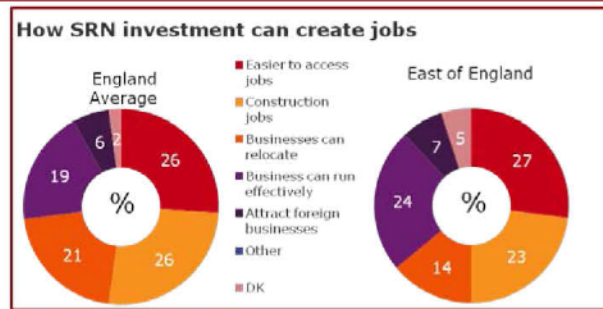
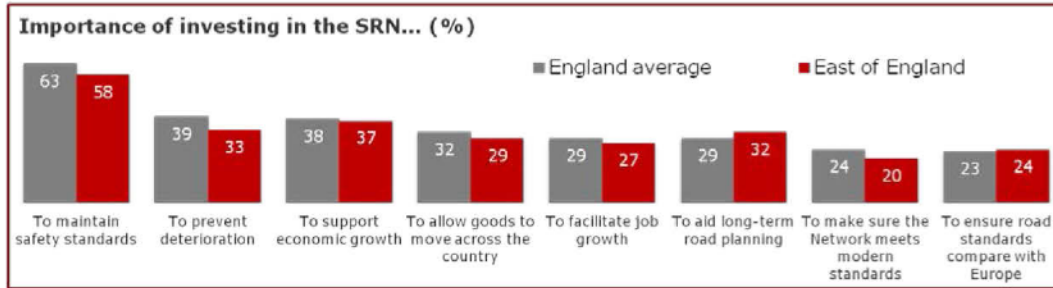
Regional Overview (2)



Base: Respondents in the East of England (376)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16. Important drivers of economic growth. *Multi code*

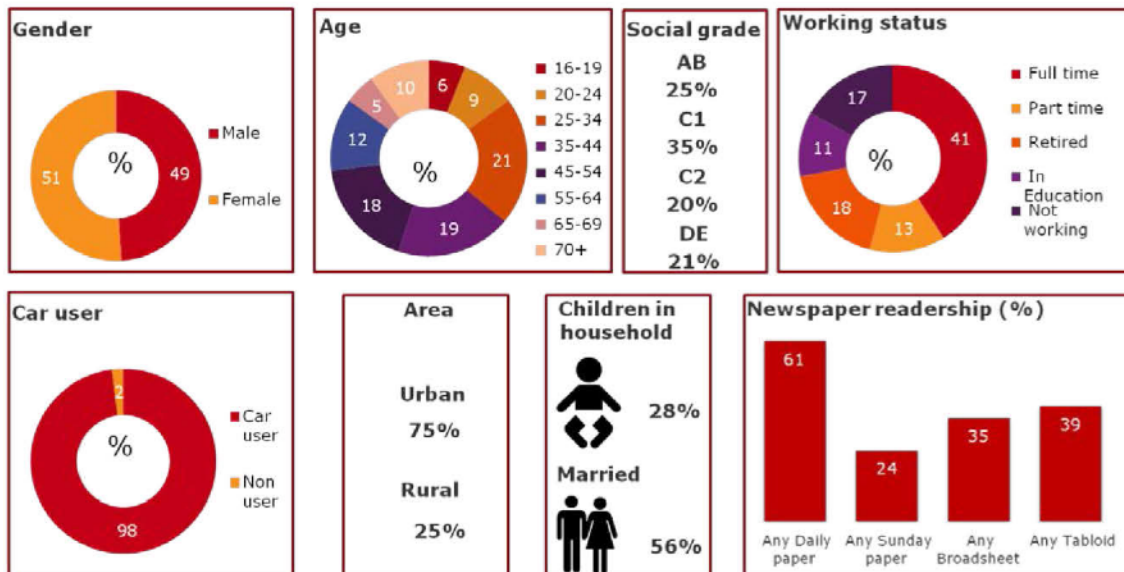
Regional Overview (3)



Q8 Reason to invest in SRN (Respondents in the East of England (376)) Multi code
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (105)) Single code

23

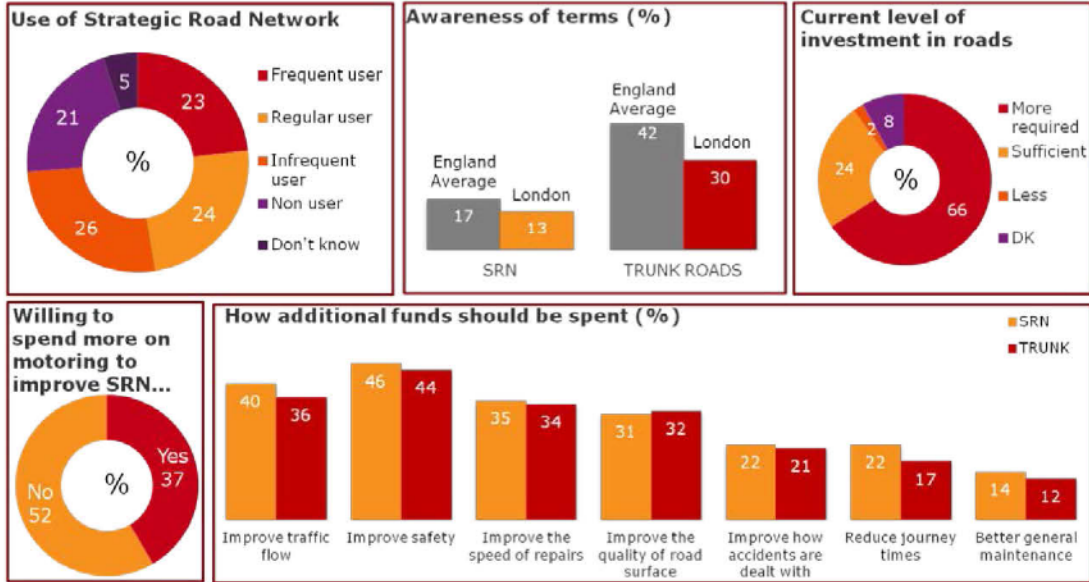
Regional Overview (4)



Base: Respondents in the East of England (376)

Regional Overview (1)

London



Base: Respondents in London (525)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

London

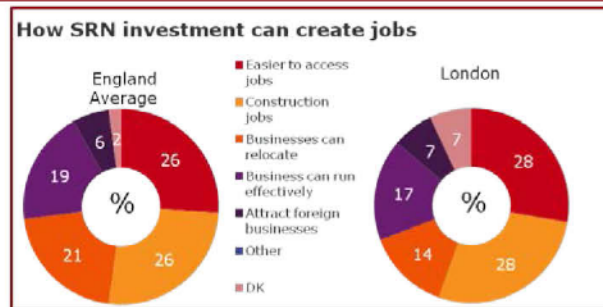
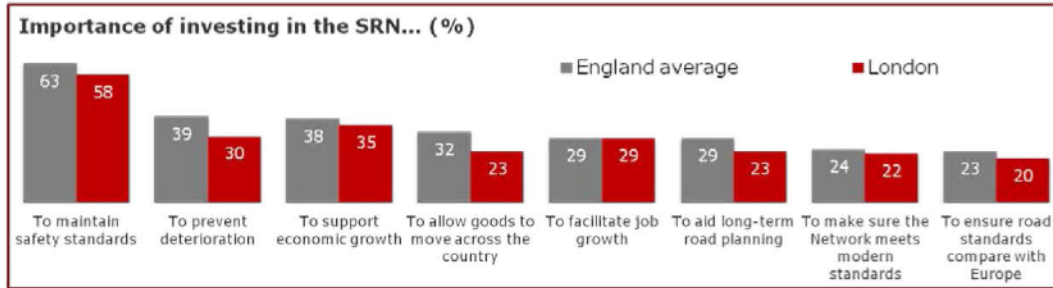


Base: Respondents in London (525)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16 Important drivers of economic growth. *Multi code*

London

Regional Overview (3)

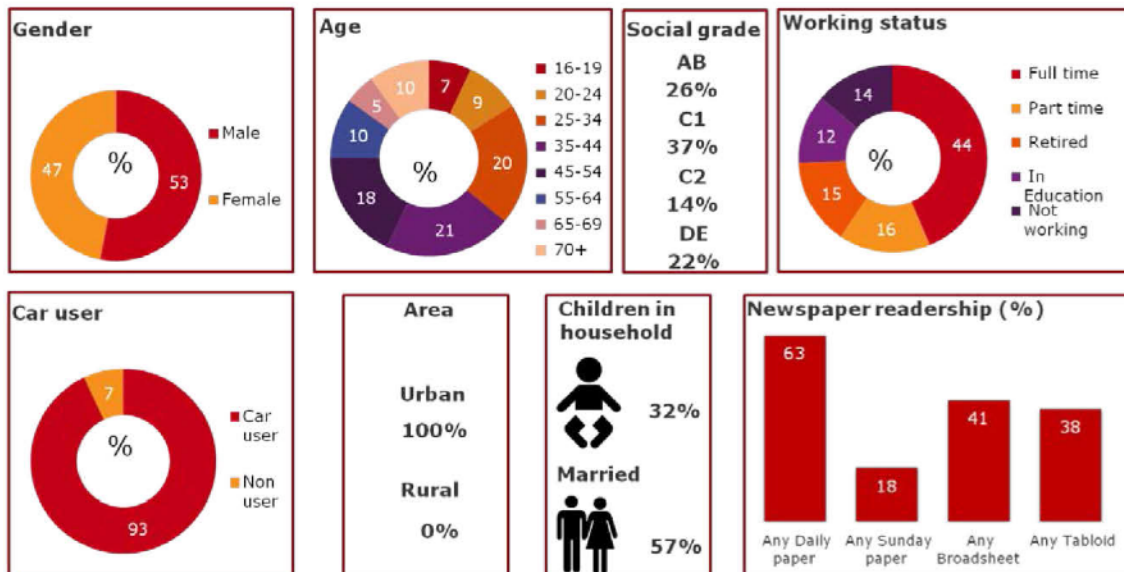


Q8 Reason to invest in SRN (Respondents in London (525)) Multi code
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (153)) Single code

27

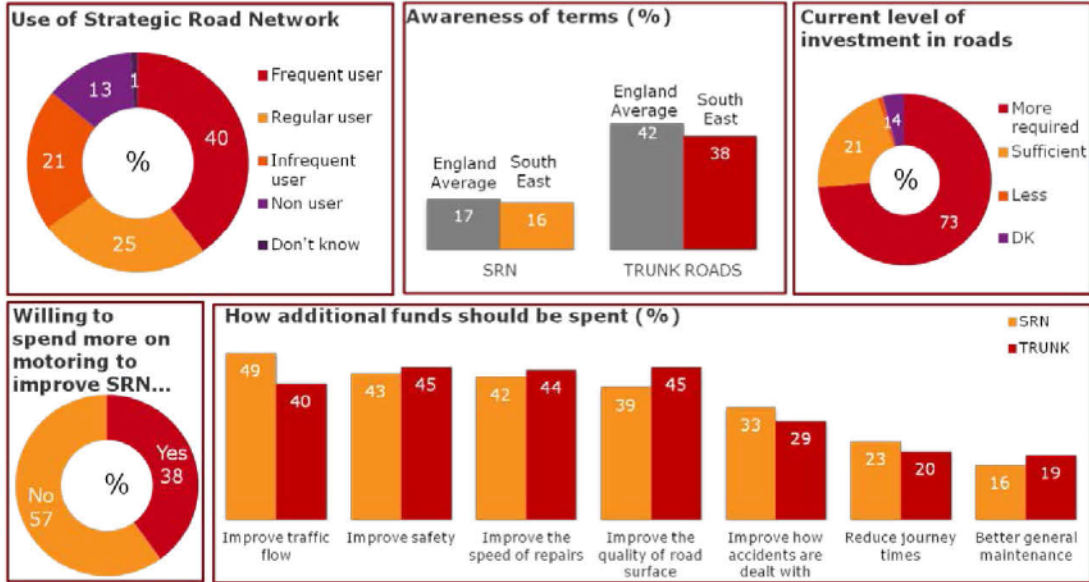
London

Regional Overview (4)



Base: Respondents in London (525)

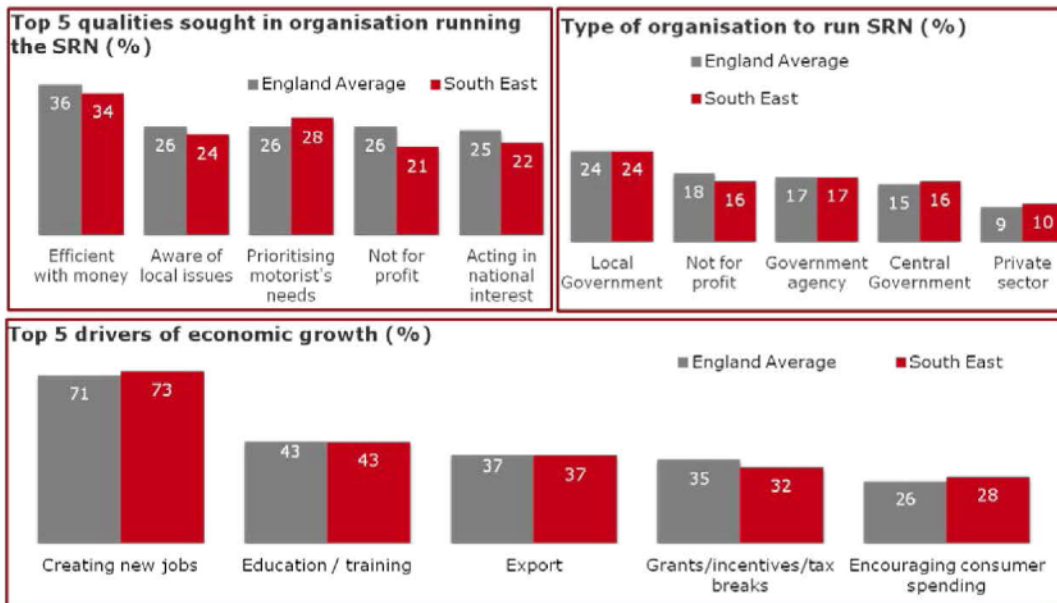
Regional Overview (1)



Base: Respondents in the South East (597)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

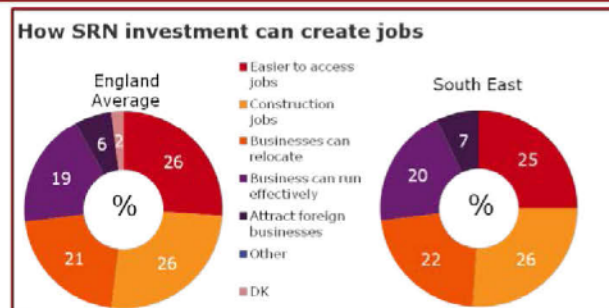
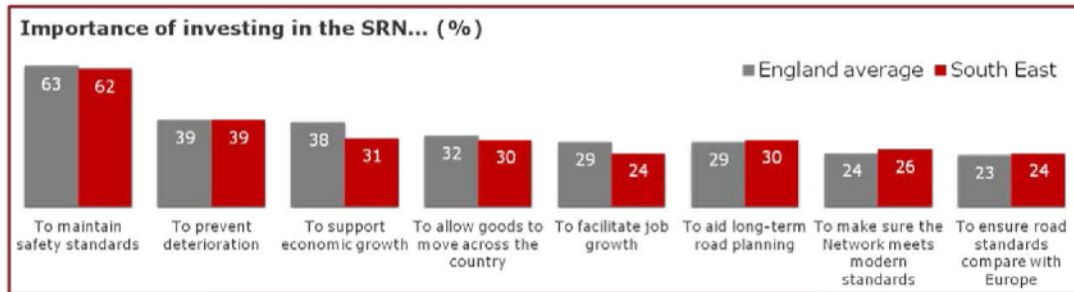


Base: Respondents in the South East(597)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code* / Q16 Important drivers of economic growth. *Multi code*

South East

Regional Overview (3)

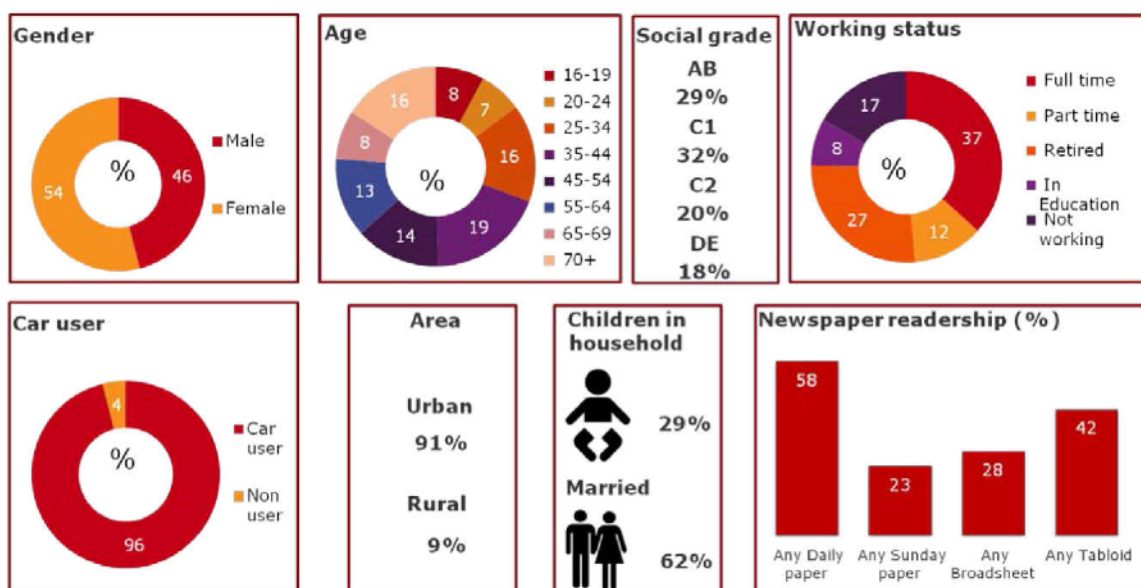


Q8 Reason to invest in SRN (Respondents in the South East (597)) *Multi code*
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (146)) *Single code*

31

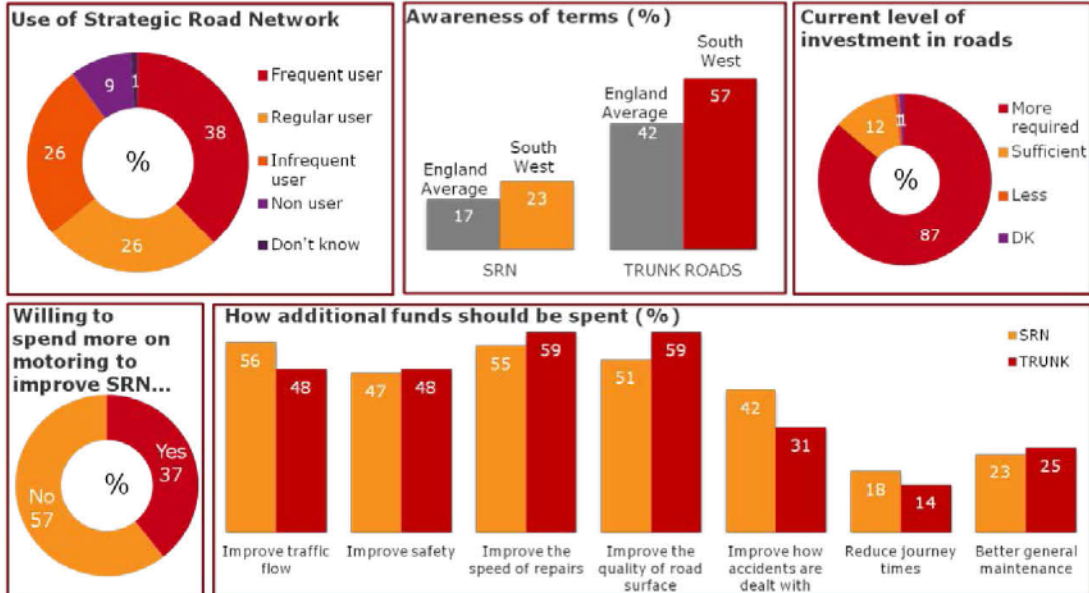
South East

Regional Overview (4)



Base: Respondents in the South East (597)

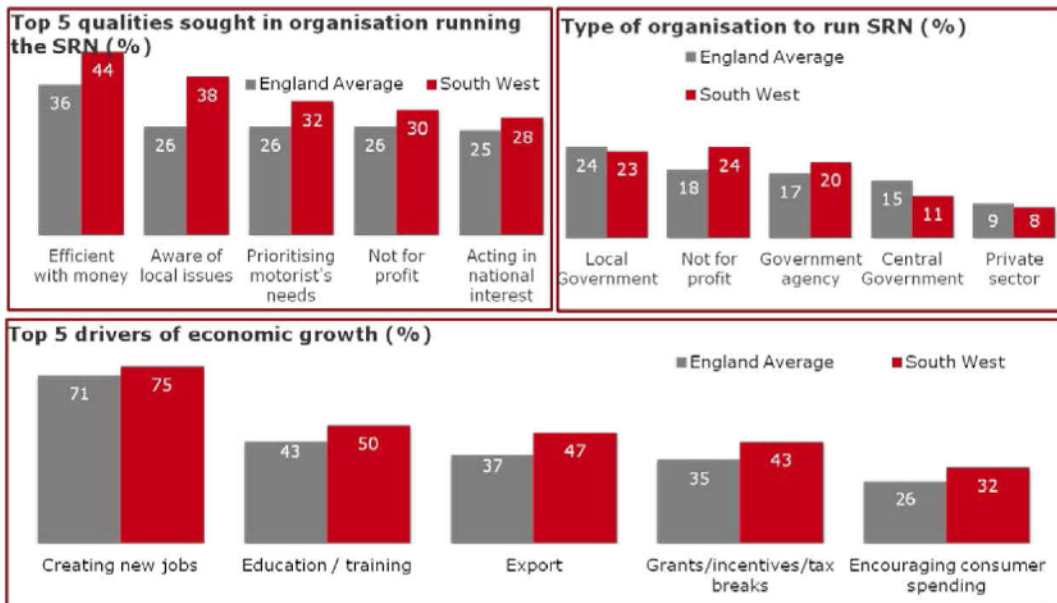
Regional Overview (1)



Base: Respondents in the South West (344)

Base: Q5. Use of SRN *single code*/ Q4. Awareness of terms *multi code*/ Q1. Amount of money spent on maintaining England's roads *single code*/ Q12. Would you be willing to spend a little more on motoring if that money was spent on improving the SRN? *single code*/ Q10/Q11. If additional funds were available to spend on motorways/trunk roads, which of the following do you think it should be used for? *Multi code*

Regional Overview (2)

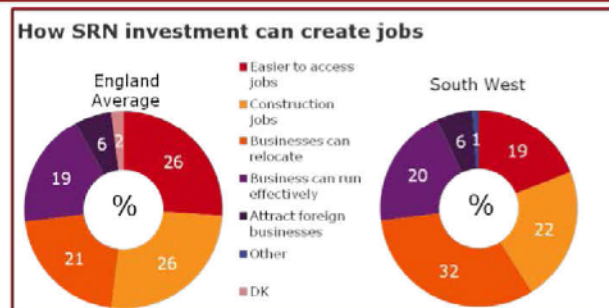
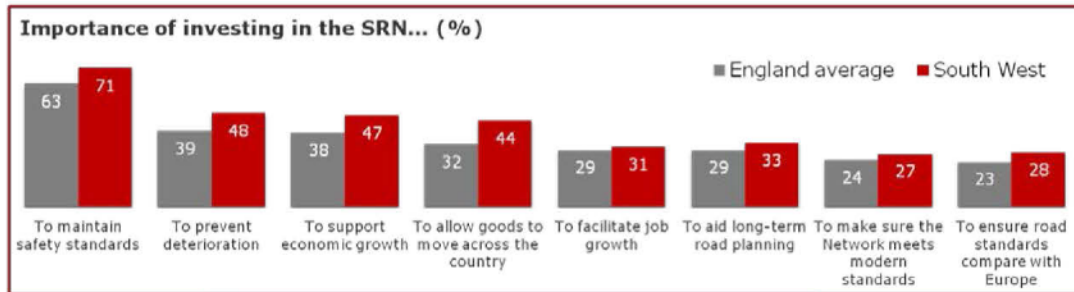


Base: Respondents in the South West (344)

Q6. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? *Multi code*/ Q7. Which type of organisation do you think would be best placed to manage the SRN? *Single code*/ Q16. Important drivers of economic growth. *Multi code*

South West

Regional Overview (3)

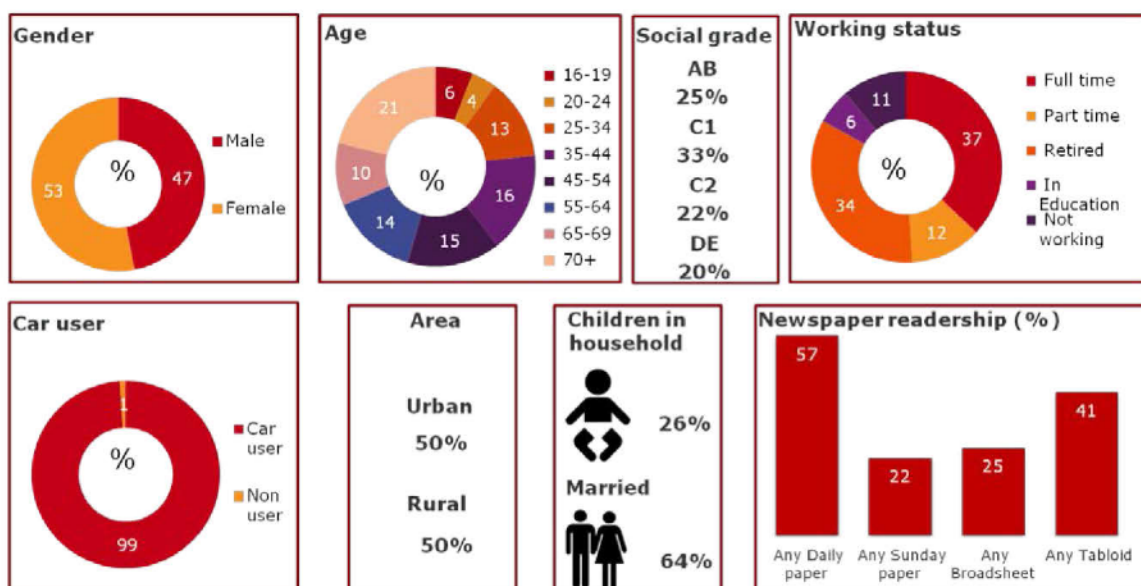


Q8 Reason to invest in SRN (Respondents in the South West (344)) *Multi code*
 Q9. How investment in SRN is important to facilitate job creation (Respondents who think investment in the SRN is important to facilitate job creation (105)) *Single code*

35

South West

Regional Overview (4)



Base: Respondents in the South West (344)

Appendix B – 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 in Computer Assisted Personal Interviewing (CAPI) software and PEN PCs.

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 (see Section 3 for details of the bespoke weighting procedures used in MENE).

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 C – Questionnaire

QS8950 Roads Omnibus Study
Filter: All adults in England

SCRIPTER: ANSWER LISTS TO BE ROTATED UNLESS STATED

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.

Filter: All adults in England

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
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.2 Which types of roads would you say require greater investment? PROBE: Which others?

DO NOT INVERT

- 1: Motorways
- 2: Dual carriageways
- 3: Major 'A' roads that link motorways to one another and to cities
- 4: Other 'A' roads
- 5: 'B' roads or minor roads
- 6: Local streets
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN

Q.3 How do you think funds for England's roads are currently raised?

- 1: A. Through Vehicle Excise Duty only (road tax)
- 2: B. Through a combination of Vehicle Excise Duty (road tax) and fuel duty
- 3: C. Through a combination of all road duties and charges including tolls and fines
- 4: D. From the Government's central budget (general taxation)
- 5: E. Some other way (PEN WRITE IN – FIX AT END)
- 6: F. I don't know how roads are funded (MUTUALLY EXCLUSIVE – FIX AT END)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.4 Which of the following, if any, have you heard of? PROBE: Which others?

- 1: Variable Message Sign
- 2: Strategic Road Network
- 3: Route Based Planning
- 4: Managed Motorway Scheme
- 5: Active Traffic Management
- 6: Trunk Road
- 7: None of these (FIX AT END – MUTUALLY EXCLUSIVE)

IF Q.4\2 GOTO Q.4A, ELSE GOTO SCREEN BEFORE Q.5

FILTER: All who have heard of the SRN (Q.4\2)

Q.4A You mentioned that you have heard of the Strategic Road Network. Please could you give me a brief description of what you understand the Strategic Road Network to be.

INTERVIEWER: PLEASE RECORD ANY UNCERTAINTY IN RESPONSES E.G. "I'M NOT SURE BUT", "I ASSUME", "I THINK", "I EXPECT", "IT MIGHT BE" ETC.

PROBE: Anything else?

OPEN ENDED

Filter: All adults in England

SCRIPTER: THE SHOWCARD INSTRUCTION IS DIFFERENT FOR THE DIFFERENT GOR REGIONS

IF GOR 7: SHOW CARDS – ROADS LIST & ROADS SOUTH WEST

IF GOR 8, 9, 10: SHOW CARDS – ROADS LIST & ROADS SOUTH EAST

IF GOR 5, 4: SHOW CARDS – ROADS LIST & ROADS MIDLANDS

IF GOR 1, 2, 3: SHOW CARDS – ROADS LIST & ROADS NORTH

The following questions relate to the **Strategic Road Network**. This is England's **core road network** which consists of motorways - the blue roads on the maps - and trunk roads - shown in red on the maps. These trunk roads are major 'A' roads but do not include all 'A' roads. The trunk roads tend to link motorways to each other, or to major cities and ports. The Strategic Road Network is managed separately from other roads, which are not shown on the maps.

Filter: All adults in England

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

DO NOT INVERT

- 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
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.6 Some people think that there is a need to improve the way the **Strategic Road Network** is managed. Which of the following qualities, if any, would you look for in an organisation responsible for managing England's core network of motorways and trunk roads? You may select up to three answers.

SCRIPTER: SET MAX 3 ANSWRS

The organisation should be...

- 1: Transparent
- 2: Efficient with money
- 3: Forward-looking
- 4: Driven to succeed
- 5: Acting in the national interest
- 6: Prioritising motorist's needs
- 7: Knowledgeable
- 8: Independent
- 9: Accountable
- 10: Not for profit
- 11: Aware of local issues
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN

Q.7 What **type of organisation** do you think is best placed to manage the Strategic Road Network?

- 1: A. Central Government
- 2: B. Local Government
- 3: C. A Government Agency, overseen by an independent watchdog
- 4: D. A Private Sector Contractor, overseen by an independent watchdog
- 5: E. A Trust or not-for-profit company, overseen by an independent watchdog
- 6: F. No preference (FIX AT END)
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.8 Some people think it is important to make sure there is enough investment in the Strategic Road Network. Which of the following reasons for investment, if any, are important to you? You may select up to five answers.

INTERVIEWER: PLEASE ALLOW RESPONDENT TIME TO READ LIST.

SCRIPTER: SET MAX 5 ANSWERS

- 1: A. To aid long-term road planning
 - 2: B. To allow goods to move across the country efficiently
 - 3: C. To support economic growth
 - 4: D. To facilitate job creation
 - 5: E. To prevent deterioration of the Network
 - 6: F. To ensure road standards in England compare with those in other European countries
 - 7: G. To maintain safety standards
 - 8: H. To make sure the Network meets modern standards
 - 9: I. I don't think it is important to invest in the Strategic Road Network
 - 10: J. Other reason (PEN WRITE IN – FIX AT END)
- : DK (BUTTON)

IF Q.8\4 GOTO Q.9, ELSE GOTO Q.10

FILTER: All who think investment in the SRN is important to facilitate job creation (Q.8\4)

Q9. Which one of the following do you think is the most important way that investment in the Strategic Road Network can facilitate job creation?

- 1: A. By making it easier for people to access available jobs
 - 2: B. By creating more jobs in road construction and maintenance
 - 3: C. By ensuring the UK is attractive to foreign businesses
 - 4: D. By ensuring businesses can operate effectively
 - 5: E. By encouraging businesses to locate their operations in areas with high unemployment
 - 6: F. Some other way (PEN WRITE IN – FIX AT END)
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.10 If additional funds were available to spend on motorways, which of the following do you think it should be used for? You may select up to five things that are most important to you.

INTERVIEWER: PLEASE ALLOW RESPONDENT TIME TO READ LIST.

SCRIPTER: MAX 5 ANSWERS

- 1: A. Improve the speed of repairs \ road works
 - 2: B. Improve the quality of the road surface
 - 3: C. Widen the motorways
 - 4: D. Better general maintenance (e.g. litter removal, grass\foliage cutting, drainage, lighting)
 - 5: E. Improve safety
 - 6: F. Improve traffic flow \ reduce congestion
 - 7: G. Build new motorways
 - 8: H. Reduce journey times
 - 9: I. Make journey times more predictable
 - 10: J. Improve the way accidents \ delays are handled
 - 11: K. Improve real-time information
 - 12: L. Something else (PEN WRITE IN – FIX AT END)
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN - MULTICHOICE

Q.11 If additional funds were available to spend on trunk roads which of the following do you think it should be used for? You may select up to five things that are most important to you.

INTERVIEWER: PLEASE ALLOW RESPONDENT TIME TO READ LIST.

SCRIPTER: MAX 5 ANSWERS

- 1: A. Improve the speed of repairs \ road works
 - 2: B. Improve the quality of the road surface
 - 3: C. Widen the roads
 - 4: D. Better general maintenance (e.g. litter removal, grass\foliage cutting, drainage, lighting)
 - 5: E. Improve safety
 - 6: F. Improve traffic flow \ reduce congestion
 - 7: G. Build new roads
 - 8: H. Reduce journey times
 - 9: I. Make journey times more predictable
 - 10: J. Improve the way accidents \ delays are handled
 - 11: K. Improve real-time information
 - 12: L. Something else (PEN WRITE IN – FIX AT END)
- : DK (BUTTON)

Filter: All adults in England

Q.12 Would you be willing to spend a little bit more on motoring if that money was spent on improving the Strategic Road Network?

- 1: Yes
- 2: No
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN – MULTICHOICE

Q.13 Now thinking about all roads that you use. How do you prefer to find out about news or developments relating to roads? PROBE: How else? Any other way?
INTERVIEWER: PLEASE ALLOW RESPONDENT TIME TO READ LIST.

- 1: A. National newspapers
- 2: B. Local newspapers
- 3: C. Broadcast media (TV, radio)
- 4: D. Online news sites (e.g. Sky News, Guardian online)
- 5: E. Motoring groups (e.g. the AA, the RAC)
- 6: F. The Highways Agency
- 7: G. The Department for Transport
- 8: H. Social network sites (e.g. Facebook, Twitter)
- 9: I. Road signs
- 10: J. With information about your car insurance
- 11: K. With your Vehicle Excise Duty (road tax) reminder
- 12: L. When you take your car in for its MOT
- 13: M. Other way (PEN WRITE IN – FIX AT END)
- 14: I don't find out about news and developments relating to roads (FIX AT END – MUTUALLY EXCLUSIVE)
- : DK (BUTTON)

Filter: All adults in England

SHOW SCREEN

Q.14 Can I just check how often, if at all, do you travel by car, van or motorbike as a driver or passenger on any roads? INTERVIEWER: IF RESPONDENT IS UNSURE, PROBE FOR BEST ESTIMATE

DO NOT INVERT

- 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: Never\I don't travel by car, van or motorbike

Filter: All adults in England

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

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 - write in

25: N - button

26: DK - button

QS8951 ECONOMY

FILTER: All adults in England

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.

SCRIPTER: MAX 5 ANSWERS

ROTATE ANSWER 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 (FIX AT END – MUTUALLY EXCLUSIVE)
- : DK (BUTTON)