Ipsos MORI

Perceptions of the trunk road network in Scotland

September 2013

Legal notice

Contents

Summary

Executive summary

Perceptions of trunk roads

Satisfaction with the condition of trunk road surfaces has returned to the level recorded in 2011, despite increasing last year. A third (32%) of respondents expressed satisfaction with this aspect of provision, while 57% expressed dissatisfaction

Of those who were dissatisfied with trunk road surfaces, nearly all (94%) had encountered road defects which they felt were unsafe. Half said they "always" or "usually" encountered defects, while a third said they "sometimes" did. Consistent with all previous waves of the survey, pot holes were by far the most commonly experienced type of defect.

Once again, the majority of respondents were satisfied with the management of vegetation on verges and the central verge (61%) and with the amount of litter and debris on the road surface (57%). However, a majority were *dis*satisfied with the speed with which road defects are repaired (68%) and with the quality of repairs (57%). Despite some improvement last year, levels of satisfaction with the management of vegetation, the speed with which defects are repaired, and the quality of repairs have decreased.

Road works and winter maintenance

Satisfaction with aspects of roads works and related provision on the trunk road network never exceeded 50%. Indeed, a quarter or more respondents were dissatisfied with most such aspects. These results are virtually unchanged on last year.

Following the significant improvement in perceptions of winter maintenance recorded in last year's survey, levels of satisfaction have again increased, albeit by a smaller margin. For the first time since 2009, a majority of respondents were satisfied with both the promptness with which roads were gritted (55%) and the promptness with which roads were cleared (54%). However, there is still room for improvement, with a third (33%) in each case expressing dissatisfaction.

Lighting, marking and signage

Views of lighting, markings and signage on the trunk road network were generally positive. Respondents were most satisfied with: the visibility of road signage (74%); the provision of lighting along roads (70%); and the provision of signs at decision making points (68%).

Perceptions of cycle lanes and footways

Consistent with last year's results, cycle lane users were more likely to be dissatisfied than satisfied with the general condition of cycle lane surfaces (46% expressed dissatisfaction while 30% expressed satisfaction). Further, a majority of users were dissatisfied with: the availability of cycle lanes (72%); the availability of crossing points (59%); the quality of repairs (57%); the speed with which defects were repaired (55%); and the provision of lighting (52%).

Despite increasing last year, satisfaction with the general condition of footway surfaces decreased to the level recorded in 2011, with 44% of respondents expressing satisfaction and an equal proportion expressing dissatisfaction. Views of other features of footways were more positive. A majority of users were *satisfied* with: the availability of footways (68%); the provision of lighting (67%); the availability of pedestrian crossing points (67%); the amount of railing or barriers (57%); and the availability of dropped kerbs (55%).

Perceived changes to the trunk road network over past two years

Consistent with the significant upturn in perceptions of winter maintenance in the 2012 survey, the proportion of respondents who felt that aspects of winter maintenance had "got better" in the past two years has once again increased, to around a third of respondents. Meanwhile, the proportion of respondents who felt that aspects of road works had got better over the past two years was the same as in 2011 and 2012, with only one in ten respondents feeling that each aspect had 'got better'. The majority of respondents (60%) felt that the general condition of road surfaces had 'got worse' in the past two years.

Overall priorities for improving the trunk road network

Respondents were presented with a list of all the priorities they had identified over the course of the survey and asked to select from this list the two or three improvements they would *most* like to see made. The key priorities for improvement again related to trunk road surfaces: the general condition of road surfaces (44%); the quality of repairs (37%); and the speed with which road defects are repaired (37%).

Disruption due to weather

The type of severe weather disruption most commonly experienced by trunk road users in the last 12 months was snow or ice on the road (63% had experienced this at least once or twice), followed by heavy rain or hail (43%), floods (38%) and high winds (34%). The most

common, specific ways in which users journeys had been affected by severe weather were delays of up to 30 minutes (30%), having to use alternative routes (27%) and having to cancel journeys (23%).

A majority of trunk road users were satisfied with the accuracy and availability of warnings and information *before* severe weather (59%), with the availability of up to date information *during* severe weather (60%) and with the availability of information *after* severe weather (52%).

Around half were satisfied with the measures taken to deal with disruptions on trunk roads after severe weather (49%) and around two in five (43%) were satisfied with the availability of alternative routes and diversions.

Information about the trunk road network

Radio and television were the most common sources of information about the status and condition of trunk roads affected by severe weather conditions, mentioned by 48% and 43% of respondents respectively. The next most common source was the Traffic Scotland website, mentioned by 15%. Since 2012, there has been a slight increase in the proportion of respondents accessing information through Smartphone applications (from 2% to 7%).

Respondents were asked if they had looked for information about winter maintenance on trunks roads over the past year. The most popular sources reported by respondents who *had* looked for such information were television, radio and the Traffic Scotland website, mentioned by 31%, 28% and 28% respectively.

The proportion of respondents (with internet access) who had viewed the Traffic Scotland website was the same as in 2012 (at 35%), despite a gradual increase over previous waves of the survey. Views of the website remained generally positive, with around 9 in 10 users rating it as good.

Tyres

The most important consideration for respondents when they are buying tyres was “How well the tyre brakes on wet roads” (rated as important by 94% of those asked), followed by “The cost of the tyre” (87%) and “The impact of the tyre on the car’s fuel consumption” (72%). Fewer than half (47%) rated as important “How much noise the tyre makes.”

1 Introduction

This report presents the findings of a survey of trunk road users in Scotland, conducted by Ipsos MORI on behalf of Transport Scotland. The survey is the latest in a series, with previous waves conducted in 2007, 2009, 2010, 2011 and 2012.

1.1 The survey questionnaire

The questionnaire was largely the same as that used in previous waves, and the specific themes covered included:

- road conditions and defects
- road works
- road lighting, markings and signage
- cycle lanes and footways
- disruption due to weather
- information about the trunk road network and perceptions of the Traffic Scotland website
- factors influencing drivers' choice of tyre

A copy of the questionnaire is provided in Appendix A.

1.2 Methodology

Ipsos MORI interviewed a representative quota sample of 1,999 adults (aged 18 and over) across Scotland. All interviews were conducted face-to-face in respondents' homes, using CAPI (Computer Assisted Personal Interviewing).

Fieldwork was conducted in two phases to minimise the potential impact of seasonal effects – the tendency for respondents to give different answers depending on the time of the year. The first phase was conducted between 11th March and 7th May 2013, and the second phase between 15th June and 28th July 2013.

Only individuals who had travelled on the trunk road network over the previous 12 months were eligible to take part in the survey. To establish eligibility, interviewers showed respondents a map of the trunk road network in Scotland (see Appendix B) and asked them how often they had travelled on a trunk road in the last 12 months, (including as a

passenger). People who answered “never” were screened out. Throughout the interviews, respondents were reminded to base their answers on their experiences of using trunk roads only, as opposed to roads in general, when answering questions.

The survey data have been weighted by age, gender and working status using the latest ONS mid-year census estimates.

All fieldwork and project management was carried out to ISO20252 standards.

1.3 Presentation and interpretation of the findings

The survey findings represent the views of a sample of Scottish adults, and not the entire population of Scotland. As such they are subject to sampling tolerances meaning that differences between sub-groups or over time may not always be statistically significant. Throughout the report, we have only commented upon differences which are statistically significant (at the 0.05 level) – i.e. where we can be reasonably certain that they are unlikely to have occurred by chance.

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of ‘don’t know’ categories or multiple answers. An asterisk (*) denotes any value of less than half a per cent but more than zero.

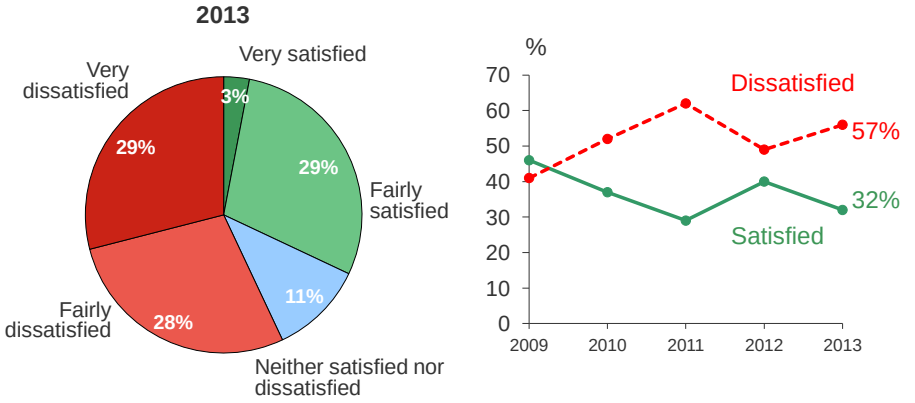
2 Perceptions of trunk roads

2.1 Satisfaction with trunk road surfaces

As Figure 2.1 shows, satisfaction with the condition of trunk road surfaces has returned to the level recorded in 2011, despite increasing last year. A third (32%) of respondents expressed satisfaction with this aspect of provision, while 57% expressed dissatisfaction.

Figure 2.1: Satisfaction with trunk road surfaces

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



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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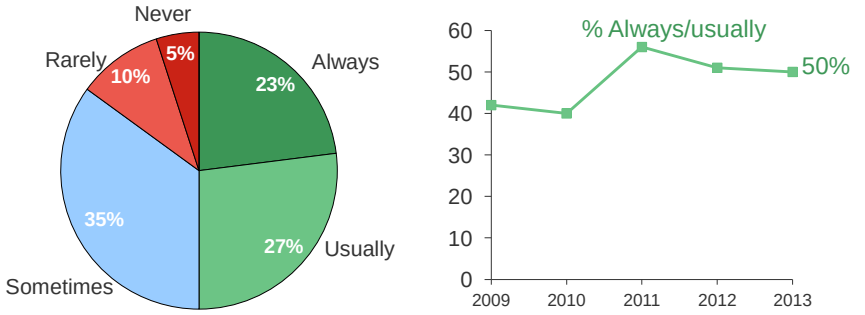
Consistent with the findings from the 2012 survey, dissatisfaction was higher than average among respondents in the South West region of Scotland (68% compared to 57% overall).

2.1.1 Experience of road surface defects

Of those respondents who were dissatisfied with trunk road surfaces, nearly all (94%) had encountered road defects which they felt were unsafe. The regularity with which they had done so was on par with the 2012 result: half said they “always” or “usually” encountered defects, while a third (35%) said they “sometimes” did (Figure 2.2 below).

Figure 2.2: Experience of road defects

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



Base: All who were dissatisfied with the general condition of road surfaces (2013: 1,1,23; 2012: 989; 2011: 1,253; 2010: 1,050; 2009: 758)

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As was the case last year, respondents in the North West, South West and North East reported encountering road defects more often than those in the South East: a majority in these regions (60%, 54% and 53% respectively) "always" or "usually" encountered defects, compared with 35% in the South East.

Consistent with all previous waves of the survey, pot holes were by far the most commonly experienced type of road defect, as can be seen in Table 2.1, below.

Table 2.1: Specific road surface defects experienced, 2009-2013

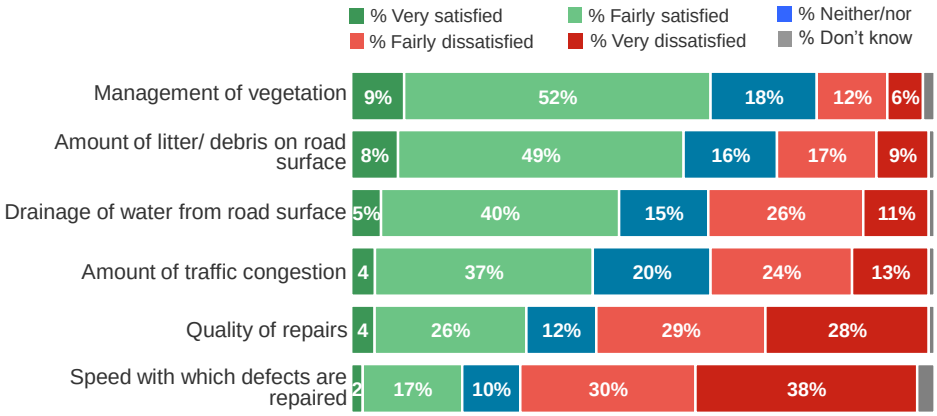
	2009	2010	2011	2012	2013
	%	%	%	%	%
Potholes	62	73	77	75	76
Poor repairs	9	5	8	8	8
Uneven or bumpy surfaces	14	12	8	8	7
Slippery roads caused by ice/ snow	2	3	2	2	2
Water on roads	3	2	1	1	2
Cracking	2	2	1	1	1
Ironwork in need of repair	1	1	1	1	1
Deterioration of road edge	2	1	1	1	1
Poor skid resistance	1	*	*	*	1
Base: All dissatisfied with trunk road surfaces who had experienced defects	*729*	*998*	*1,221*	*947*	*1,061*

2.2 Satisfaction with other aspects of the trunk road network

As Figure 2.3 (below) shows, the majority of respondents were satisfied with the management of vegetation on verges and the central verge (61%) and with the amount of litter and debris on the road surface (57%). However, a majority were *dis*satisfied with the speed with which road defects such as potholes are repaired (68%) and with the quality of repairs (57%).

Figure 2.3: Satisfaction with other aspects of the trunk road network

Q. How satisfied or dissatisfied are you with the following aspects of the general state and condition of trunk roads?



Base: All who had used trunk roads in the past year (1,999)

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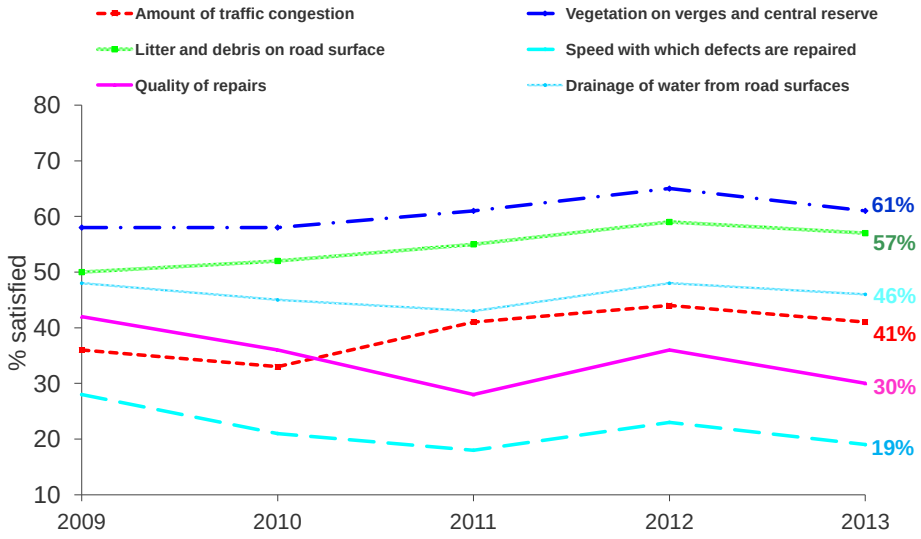
Despite some improvement last year, levels of satisfaction with the management of vegetation, the speed with which defects are repaired, and the quality of repairs have decreased – by four, four and six percentage points, respectively – to levels reported in 2011 (Figure 2.4). There were no statistically significant changes in perceptions of other aspects of the network.

Figure 2.4: Trends in satisfaction with aspects of the trunk road network



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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Consistent with results from previous years, respondents in the South West expressed lower than average levels of satisfaction with particular aspects of the trunk road network; specifically: the amount of litter/debris on the road surface (53% compared with 57% overall); the speed with which defects are repaired (15% compared with 19% overall); and the quality of repairs (23% compared with 30% overall).

2.3 Priorities for improvement

Respondents were shown a list of the various aspects of the trunk roads network discussed so far in this chapter and asked to select the two or three aspects that they would most like to see improved. Predictably, they most commonly selected those aspects with which they were least satisfied: the general condition of road surfaces; the speed with which road defects are repaired; and the quality of repairs. As Table 2.3 shows, the proportions of respondents selecting the general condition of road surfaces and the quality of repairs were similar to levels recorded in 2011, despite having decreased in 2012.

Table 2.3: Priorities for improvement, 2009-2013

	2009	2010	2011	2012	2013
	%	%	%	%	%
The general condition of road surfaces	49	50	58	55	59
Speed with which defects are repaired	42	52	57	51	54
Quality of repairs	38	38	52	47	53
Amount of congestion	33	31	23	25	24
Drainage of water	17	16	19	19	17
Amount of litter/ debris on road surface	18	13	10	13	11
Management of vegetation	7	6	6	6	7
Base: All who had used trunk roads at some point in the last year	2,017	2,009	2,017	2,001	1,999

Reflecting their lower than average levels of satisfaction with the general condition of road surfaces, the speed with which road defects are repaired, and the quality of repairs, respondents in the South West were more likely than the sample as a whole to select these aspects as priorities for improvement (65%, 58% and 59% compared with 59%, 54% and 53% respectively). At the same time, respondents in the South West were *less* likely than those in other areas to select the amount of traffic congestion as a priority for improvement (18% compared with 24% overall).

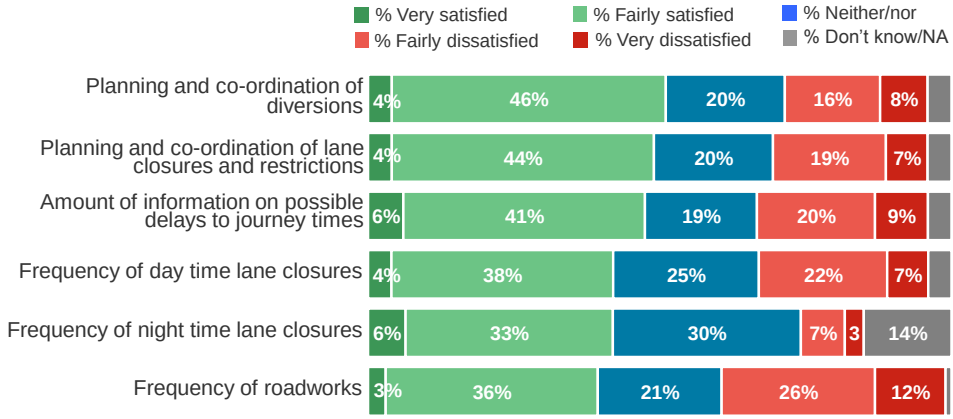
3 Road works & winter maintenance

3.1 Road works

As Figure 3.1 shows, satisfaction with aspects of roads works and related provision on the trunk road network never exceeded 50%. Indeed, a quarter or more respondents were dissatisfied with most such aspects (Figure 3.1 below). These results are virtually unchanged on last year (Figure 3.2 below).

Figure 3.1: Satisfaction with road works and related issues

Q. How satisfied or dissatisfied are you with the following aspects of roadworks and the maintenance of trunk roads?



Base: All who had used trunk roads in the past year (1,999)

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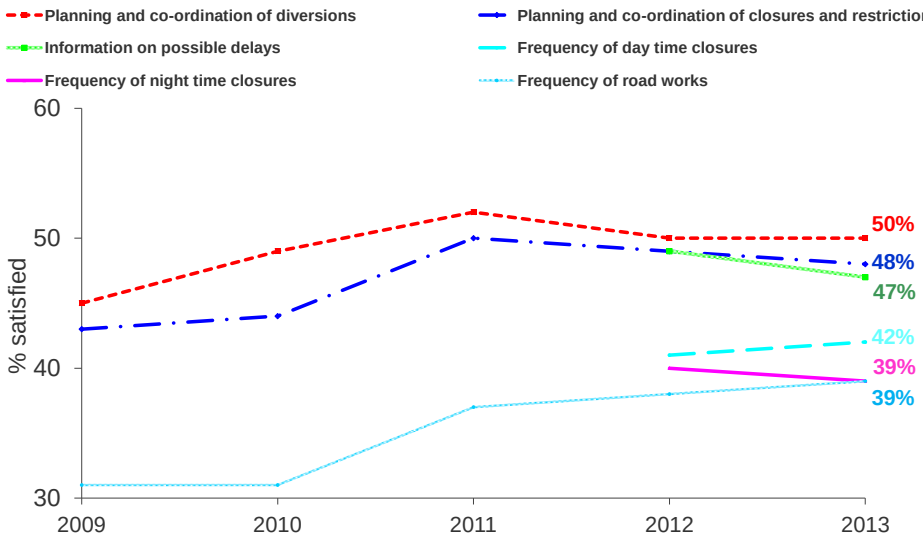
Figure 3.2: Trends in satisfaction with aspects of road works and related issues



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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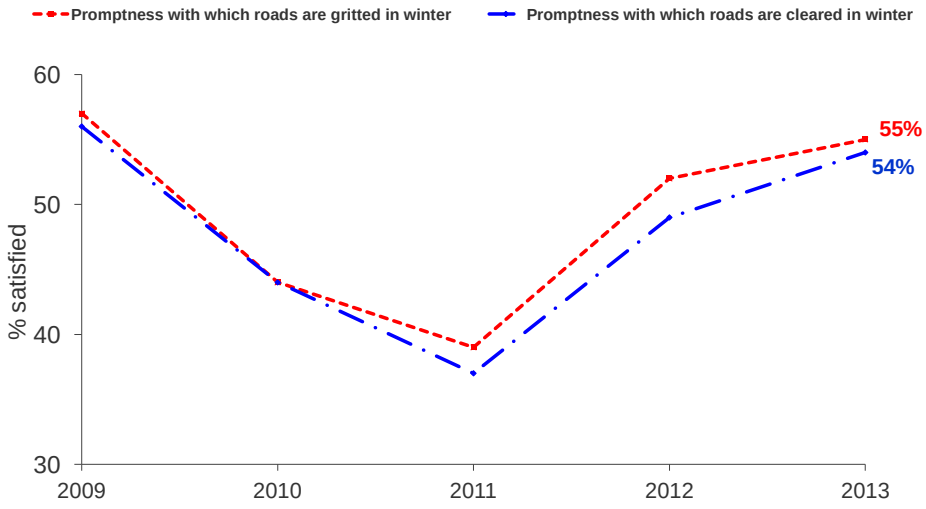
Respondents in the South West and South East were more likely than those in the North West and North East to be dissatisfied with the frequency of road works (42% and 41% compared with 31% and 31% respectively).

3.2 Winter Maintenance

Following the significant improvement in perceptions of winter maintenance recorded in last year's survey, levels of satisfaction have again increased, albeit by a smaller margin (Figure 3.3 below). For the first time since 2009, a majority of respondents were satisfied with *both* the promptness with which roads were gritted (55% compared with 52% in 2012) and the promptness with which roads were cleared (54% compared to 49% in 2012). However, there is still room for improvement, with a third (33%) in each case continuing to express dissatisfaction.

Figure 3.3: Trends in satisfaction with winter maintenance



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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Levels of satisfaction with the promptness with which roads were gritted varied across the different regions of Scotland: those in the South East were more likely than average to be satisfied (59% compared with 55%), while those in the South West were more likely than average to be *dis*satisfied (38% compared to 34%).

3.3 Priorities for improvement

The aspects of road works and winter maintenance that were considered the biggest priorities for improvement were: the promptness with which roads are gritted and cleared in winter, and the frequency of road works (Table 3.1 below). The promptness of gritting in

winter was a greater priority for respondents than in 2012, whereas the promptness of road clearing in winter was a lower priority.

Table 3.1: Priorities for improving road works and winter maintenance, 2009-2013

	2009	2010	2011	2012	2013
	%	%	%	%	%
Promptness with which roads gritted in winter	33	49	56	31	36
Promptness with which roads cleared in winter	29	45	58	39	33
Frequency of road works	45	37	34	32	29
Amount of information on possible delays	N/A	N/A	N/A	19	21
Frequency of day time lane closures	N/A	N/A	N/A	21	19
Planning & co-ordination of diversions	30	23	17	17	18
Planning & co-ordination of closures/ restrictions	29	24	18	16	15
Frequency of night time closures	N/A	N/A	N/A	7	6
Base: All who had used trunk roads at some point in the last year	*1,861*	*2,009*	*2,017*	*2,001*	*1,999*

Respondents in the South West and South East were more likely than those in the North West and North East to select the frequency of road works as a priority for improvement (33% and 33% compared to 22% and 20% respectively). Meanwhile, those in the North East were more likely than average to select the promptness with which roads are gritted and the promptness with which roads are cleared (40% compared with 36% overall and 38% compared with 33% overall, respectively). Further, those in the North East and North West were more likely than those elsewhere to prioritise improvements to the amount of information on possible delays due to road works (24% and 26% compared with 19% in both the South West and South East).

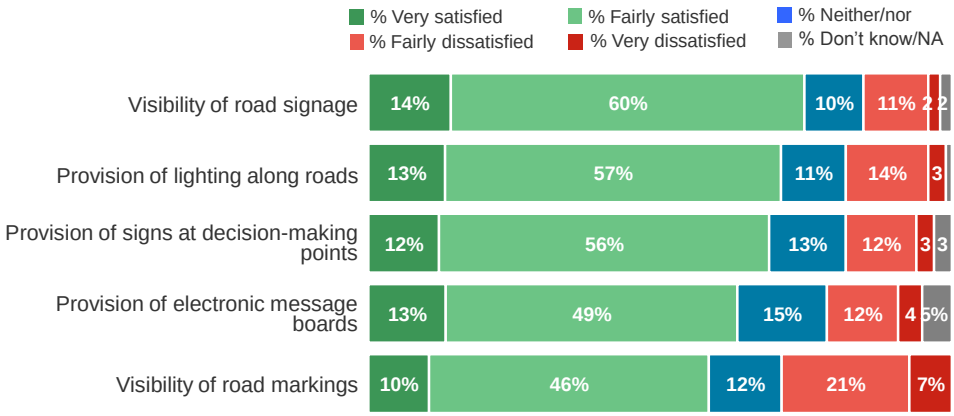
4 Lighting, markings and signage

4.1 Satisfaction with lighting, markings and signage

As Figure 4.1 shows, views of lighting, markings and signage on the trunk road network were generally positive. Respondents were most satisfied with: the visibility of road signage (74%); the provision of lighting along roads (70%); and the provision of signs giving directions at decision making points (68%).

Figure 4.1: Satisfaction with lighting, markings and signage

Q. How satisfied or dissatisfied are you with the following aspects of trunk roads?



Base: All who had used trunk roads in the past year (1,999)

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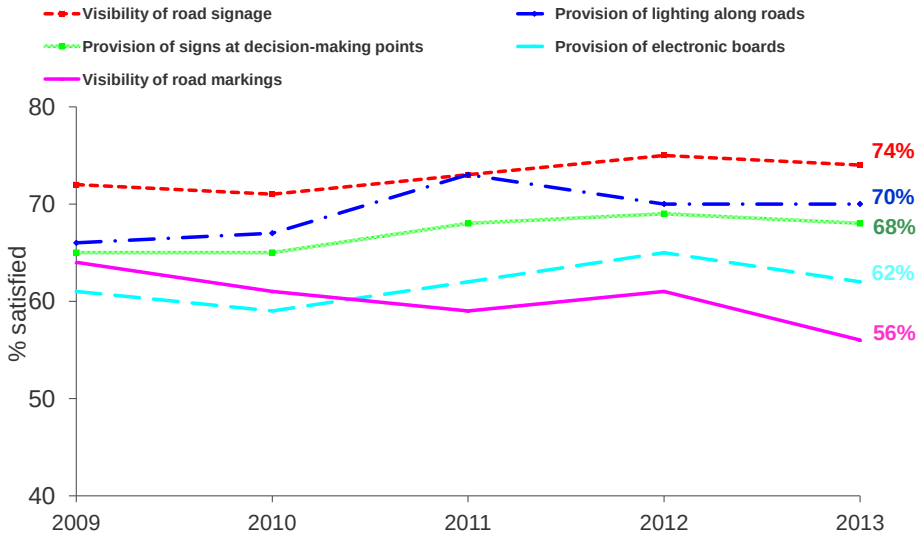
As Figure 4.2, below, shows, these results are broadly the same as those recorded in 2012, notwithstanding a five percentage point decrease in the proportion of respondents expressing satisfaction with the visibility of road markings.

Figure 4.2: Trends in satisfaction with lighting, markings and signage



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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There was some variation in views by region (Table 4.1 below):

- satisfaction with the visibility of signage was higher than average in the North West (80% compared with 74% overall)
- satisfaction with the provision of lighting along roads was higher than average in the South West (73% compared with 70% overall)
- satisfaction with the provision of electronic message boards was higher than average in North West (70% compared with 62% overall) and lower than average in the North East (57% compared with 62% overall)
- satisfaction with the provision of signs at decision-making points was higher than average in the North West (75% compared with 68% overall)
- satisfaction with the visibility of road markings was lower than average in the South West (51% compared with 56% overall).

Table 4.1: Satisfaction with lighting, markings and signage, by region

	All users	North West	North East	South West	South East
Visibility of road signage	74	80	76	72	72
Provision of lighting along roads	70	66	66	73	68
Provision of signs at decision-making points	68	75	68	68	65
Provision of electronic message boards	62	70	57	64	63
Visibility of road markings	56	61	62	51	58
Base: All who had used trunk roads at some point in the last year	*1,999*	*189*	*512*	*771*	*522*

4.2 Priorities for improvement

Respondents' priorities for improving lighting, marking and signage were consistent with previous years' results. Once again, the visibility of road markings emerged as the top priority (selected by two-fifths of respondents), followed by the provision of lighting along roads (selected by a quarter) (Table 4.2 below).

Table 4.2: Priorities for improving lighting, markings and signage, 2009-2013

	2009	2010	2011	2012	2013
	%	%	%	%	%
Visibility of road markings	30	33	38	38	38
Provision of lighting along roads	29	24	22	28	25
Visibility of road signage	24	25	25	25	22
Provision of signs at decision-making points	26	25	23	28	22
Provision of electronic message boards	23	20	18	21	19
Base: All who had used trunk roads at some point in the last year	2,017	2,009	2,017	2,001	1,999

Respondents in the North East were more likely than average to select the provision of lighting along roads (31% compared with 25% overall) and the provision of electronic message boards (24% compared with 19% overall) as priorities for improvement. Meanwhile, those in the South West were most likely to select the visibility of road markings (43% compared with 38% overall).

5 Cycle lanes and footways

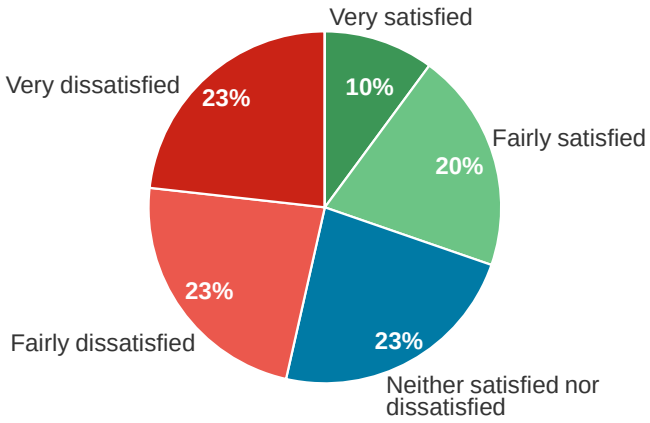
This section examines views of cycle lanes and footways on the trunk road network among respondents who had used these facilities in the last 12 months: 2% of the sample in the case of cycle lanes and 9% in the case of footways. The results for cycle lanes are only based on 44 people and, as a result, should be treated as indicative rather than representative of the views of all users of cycle lanes in Scotland.

5.1 Satisfaction with cycle lane and footway surfaces

As Figure 5.1 shows, cycle lane users were once again more likely to be dissatisfied than satisfied with the general condition of cycle lane surfaces (46% compared with 30% overall).

Figure 5.1: Satisfaction with the general condition of cycle lanes surfaces

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

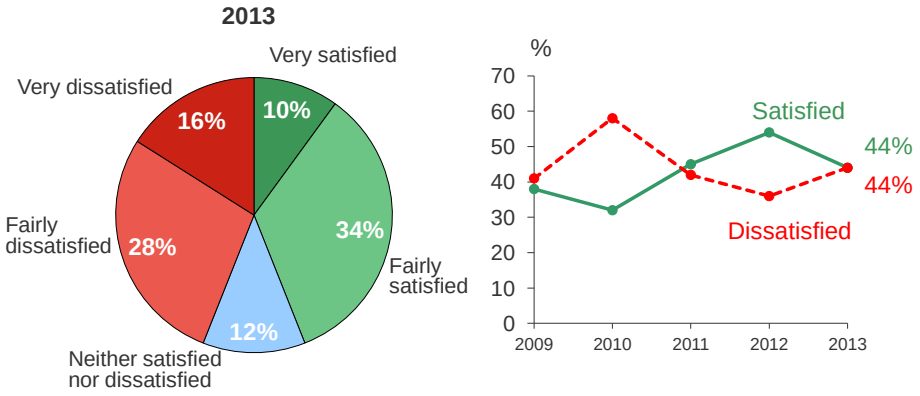


Base: All who had used a cycle lane on trunk roads in the last 12 months (44)

Satisfaction with the general condition of footway surfaces, meanwhile, was consistent with the level recorded in 2011, despite increasing last year. Just over two in five (44%) footway users expressed satisfaction with this area of provision and an equal proportion expressed dissatisfaction.

Figure 5.2: Satisfaction with the general condition of footway surfaces

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



Base: All who had used a footway on trunk roads in the last 12 months (2013; 173; 2012: 148; 2011: 163; 2010: 113; 2009: 69)

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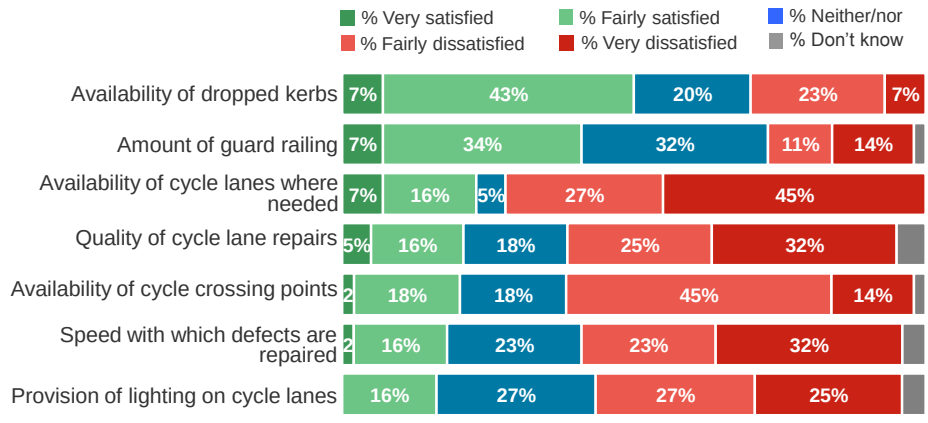
5.2 Satisfaction with other features of cycle lanes and footways

Consistent with their opinion of the general condition of cycle lane surfaces, cycle lane users were much more likely to be dissatisfied than satisfied with most other features of cycle lanes on trunk roads (Figure 5.3 below). Around three-quarters (72%) were dissatisfied with the availability of cycle lanes, while 59% were dissatisfied with the availability of crossing points, 57% with the quality of repairs, 55% with the speed with which defects were repaired, and 52% with the provision of lighting.

Figure 5.3: Satisfaction with other features of cycle lanes

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



Base: All who had used cycle lanes (44)

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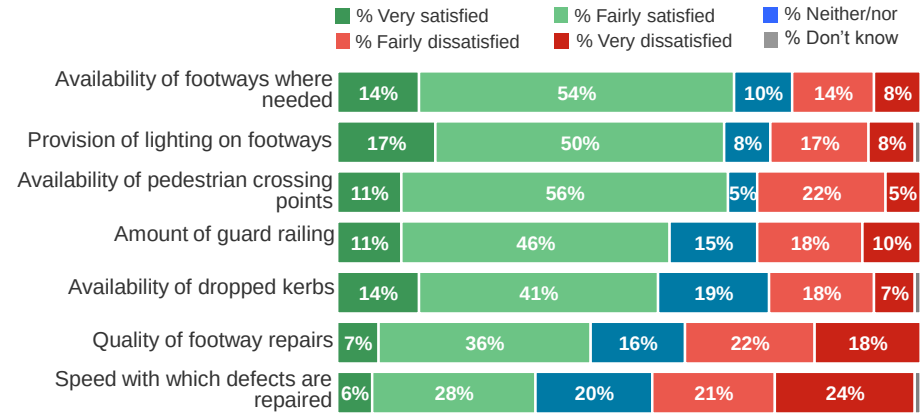
As Figure 5.4 shows, the comparable results for footways were much more positive. A majority of users were *satisfied* with: the availability of footways (68%); the provision of lighting (67%); the availability of pedestrian crossing points (67%); the amount of railing or barriers on trunk roads (57%); and the availability of dropped kerbs (55%). However, reflecting views of the general condition of footway surfaces, perceptions of the speed with which footway defects were repaired and the quality of repairs were more mixed (34% and 43% respectively were satisfied with these aspects, while 45% and 40% respectively were dissatisfied).

Figure 5.4: Satisfaction with other features of footways

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



Base: All who had used footways (173)

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5.3 Priorities for improving cycle lanes and footways

Those who had used either cycle lanes or footways on the network, or both, were asked to identify, from a pre-defined list[1], what the priorities for improvement should be. As in previous years, the two most commonly selected areas for improvement were the quality of footway repairs (28%) and the general condition of footway surfaces (27%) (Table 5.1 below).

[1] The list varied depending on whether the respondent had used cycle lanes or footways or both. Those who had used only cycle lanes were presented with a list comprising cycle lane improvements only, while those who had used only footways were presented with a list comprising exclusively footway improvements. Those who used both were presented with a merged version of these two lists.

Table 5.1: Priorities for improving cycle lanes and footways – top ten responses

	2009	2010	2011	2012	2013
	%	%	%	%	%
Quality of footway repairs	17	38	19	20	28
General condition of footway surfaces	25	45	32	30	27
Availability of dropped kerbs	-	14	11	15	17
Availability of pedestrian crossing points	-	15	14	17	16
Provision of lighting on footways	25	15	12	15	16
Speed with which footways defects are repaired	24	32	18	15	14
Amount of guard railing	-	7	8	11	13
Availability of cycle lanes where needed	30	13	8	18	12
General condition of cycle lane surfaces	14	11	12	12	10
Availability of footways where they are needed	23	11	7	6	8
Base: All who had used cycle lanes and/or footways in the last year	*101*	*148*	*203*	*200*	*205*

Among cyclists specifically, the top priorities for improvement differed, with 57% of this group selecting the availability of cycle lanes (57%) (reflecting their dissatisfaction with this aspect) and 45% selecting the general condition of cycle lane surfaces (45%).

6 Improving the trunk road network

6.1 Perceived changes to the trunk road network over past two years

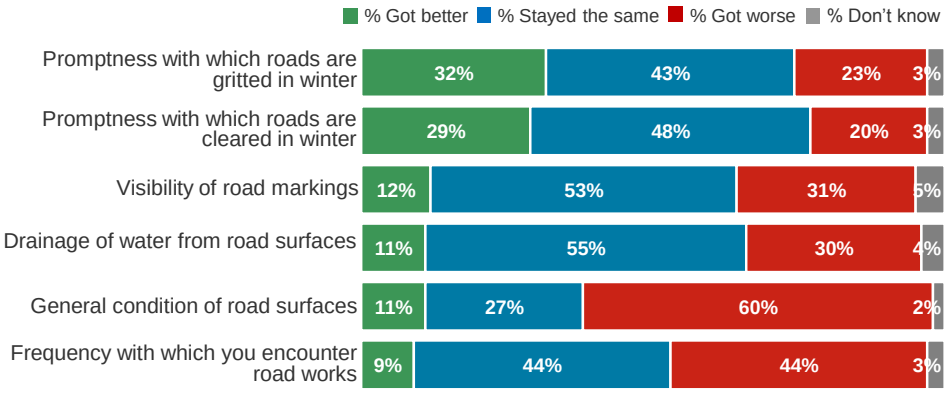
All trunk road users were asked whether specific features of the network had improved, stayed the same or got worse over the past two years. As Figure 6.1 shows, views were fairly mixed for the different aspects. A majority of respondents felt that the drainage of water from surfaces (55%) and the visibility of road markings (53%) had stayed the same in the past two years, while around two fifths (44%) felt that the frequency with which they had encountered road works had stayed the same. However, the same proportion (44%) of respondents felt that this aspect had got worse. Meanwhile, consistent with the high levels of dissatisfaction with the general condition of road surfaces (reported in Chapter 2), the majority (60%) of respondents felt that this aspect had got worse in the past two years.

Only one in ten respondents felt that the visibility of road markings, the drainage of water from the road surfaces, the general condition of road surfaces, and the frequency with which they encountered road works had got better in the past two years.

Views in respect of winter maintenance were more positive: around a third of respondents felt that the promptness with which roads were gritted and the promptness with which roads were cleared had *got better* in the past two years (32% and 29% respectively), while around a fifth (23% and 20% respectively) felt that these aspects had got worse. However, as was the case with most other aspects, the more common view was that these aspects had stayed the same over the past two years.

Figure 6.1: Changes to features of trunk road network over past two years

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



Base: All who had used trunk roads in the past year (1,999)

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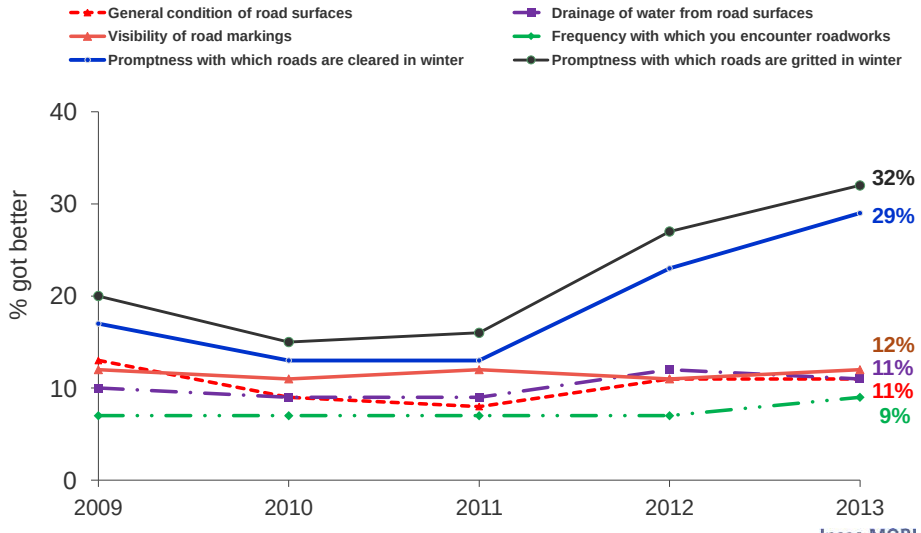
As Figure 6.2 shows, and consistent with the significant upturn in satisfaction with winter maintenance reported in Chapter 2, the proportion of respondents who felt that these aspects of provision had got better in the past two years once again increased. The results for the other aspects were unchanged.

Figure 6.2: % saying each feature has "got better" in the past two years, 2009 – 2013



Base: All who used trunk roads in the past year (2013: 1,999; 2012: 2,001; 2011: 2,017; 2010: 2,009; 2009: 1,861)

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As was the case in 2011 and 2012, respondents in the South West were more likely than the sample as a whole to say that the general condition of road surfaces and the visibility of road markings had *got worse* in the past two years (67% compared with 60% and 36% compared

with 31%, respectively). (This is consistent with the lower than average levels of satisfaction with these two aspects among respondents in this region, highlighted in Chapter 2).

6.2 Future improvements to the trunk road network

In order to elicit respondents' overall priorities for the network, they were presented with a list of all the priorities they had identified over the course of the survey[2] and asked to select from this list the two or three improvements they would *most* like to see made. As Table 6.1 shows, the key priorities for improvement again related to trunk road surfaces: the general condition of road surfaces (44%); the quality of repairs (37%); and the speed with which road defects are repaired (37%). Other aspects were selected by fewer than half as many respondents.

Table 6.1: Overall priorities for improving the trunk road network – top 10 mentions, 2009 – 2013

	2009	2010	2011	2012	2013
	%	%	%	%	%
The general condition of road surfaces	32	36	45	43	44
The quality of repairs	20	27	35	33	37
The speed with which road defects are repaired	21	32	38	34	37
The promptness with which roads are gritted in winter	13	22	23	15	16
The amount of traffic congestion	17	17	12	13	13
The promptness with which roads are cleared in winter	8	17	25	14	12
The visibility of road markings	8	9	8	10	11
The drainage of water from road surfaces	9	7	11	10	10
The provision of lighting along roads	10	6	5	8	7
The frequency with which you encounter road works	12	12	9	7	7
Base: All who had used trunk roads at some point in the last year	*2,043*	*2,009*	*2,017*	*2,001*	*1,999*

In addition to the priorities identified in Table 6.1, respondents were presented with some other areas for improvement which Transport Scotland could focus on (Table 6.2) and asked

[2] That is priorities they identified in relation to: features of trunk roads; road works and winter maintenance; lighting, markings and signage; and, where applicable, cycle lanes and footways

how important they perceived each of these to be on a scale of 1 to 10, with 10 indicating "absolutely essential" and 1 indicating "not all essential".

Table 6.2 shows the mean scores for each potential area of improvement and compares these with the scores recorded in 2011. The relative importance assigned to the three areas was the same as in the earlier survey, with the 'look' of the overall network (in terms of verges, roads, bridges and signs etc.) emerging as the highest priority (with a mean score of 6.89), followed by the quietness of road surfaces to travel on (6.26). Lowest importance was attached to the provision of information on how noise and emissions can be minimised (5.19).

The absolute level of importance attached to the 'look' of the overall network was slightly higher than in 2011[3]. This notwithstanding, the mean scores for all potential areas of improvement were, again, just above the mid-point of the scale (between 5 and 7) which indicates that none of the options were considered 'essential'.

Table 6.2: Importance ratings for other potential areas for improvement, 2011 compared with 2013

	2011	**2013**
	Mean score	Mean score
The overall network should look good	6.67	6.89
The road surface should be quiet to travel on	6.24	6.26
Information should be provided on how people can minimise their noise and air emissions when using the trunk roads	5.27	5.19
Base: All who had used trunk roads at some point in the last year	*2,017*	*1,999*

Respondents in the North East attached higher importance than those in other areas to the 'look' of the overall network (a mean score of 7.19 compared with 6.89 overall). At the same time, those in the South West were much more likely than those in other areas to attach importance to the provision of information on minimising noise and air emissions (5.74 compared with 5.19 overall).

[3] The question was not asked in the 2012 survey.

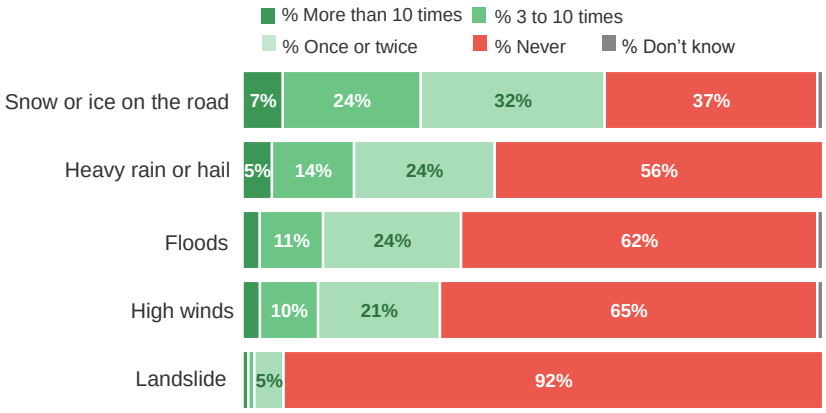
7 Disruption due to weather

7.1 Types of severe weather disruption

The type of severe weather disruption most commonly experienced by trunk road users in the last 12 months was snow or ice on the road: 63% had experienced this at least once or twice, with almost half (31%) having done so more than three times. The next most commonly experienced types of disruption were heavy rain or hail, floods and high winds (experienced at least once by 43%, 38% and 34% of users respectively). Fewer than one in ten users had experienced disruption due to a landslide (7%) (Figure 7.1).

Figure 7.1: Experience of severe weather disruptions on trunk roads

Q: In the last 12 months or so, how often would you say that journeys that you make on trunks roads have been disrupted by the following… ?



Base: All respondents who used trunk roads at some point in the last year (1,999)

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Trunk road users in the North East were more likely than those in other regions to have experienced:

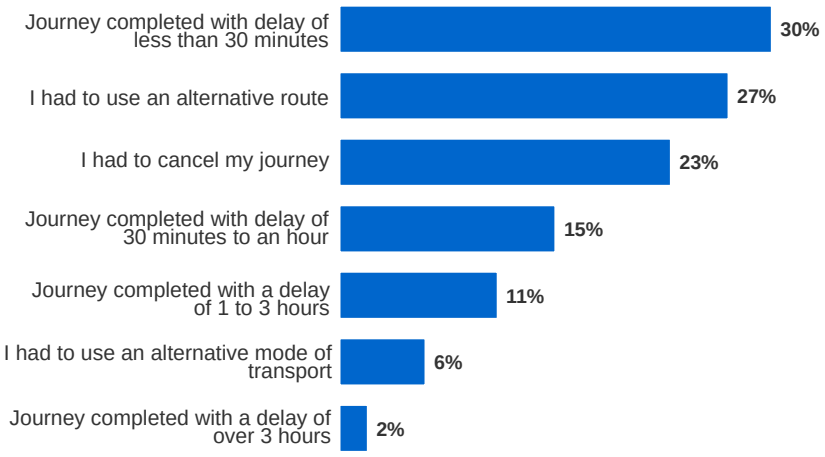
- snow or ice (71% had experienced this at least once, compared to 62% overall)
- heavy rain or hail (53% compared to 43% overall)
- floods (43% compared to 38% overall)
- high winds (44% compared to 34% overall).

Meanwhile, those in the North West were more than twice as likely than those in other regions to mention landslides (16% compared to 7%). This may in part reflect the impact of landslides that occurred on the A83 trunk road, at the Rest and Be Thankful, in August and November 2012.

Figure 7.2 shows the most common, specific ways in which respondents' journeys had been affected by severe weather. Three in ten respondents said that their journey was delayed by up to 30 minutes, while similar proportions said they had had to use an alternative route or cancel their journey completely. Fifteen percent said that their journey had been delayed for between 30 minutes and an hour, and 11% said it was delayed for longer than this.

Figure 7.2: Journeys affected by severe weather

Q. Thinking back to the last time your journey was disrupted as a result of [severe weather conditions], in which of these ways were you affected?



Base: All who had experienced disruption to at least one journey in the past year as a result of severe weather (1,471)

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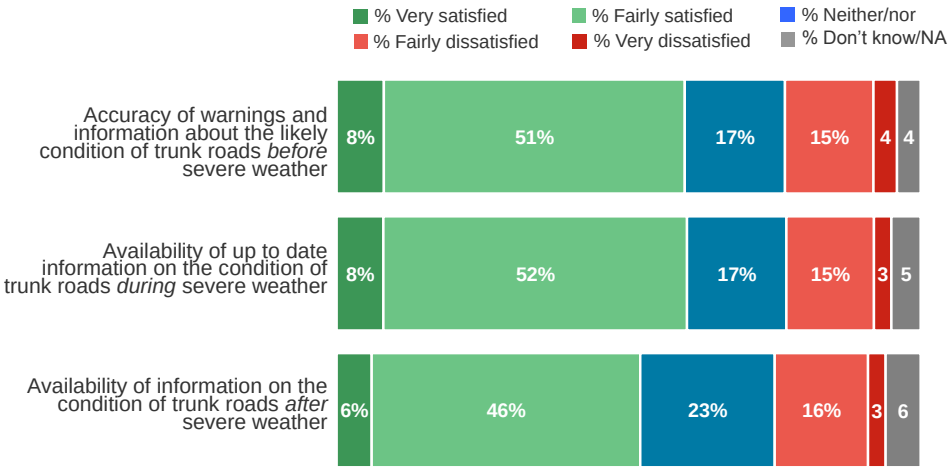
Those in the North West were more likely than average to have had to cancel a journey (32% compared to 23% overall), while those in the South West were more likely to have had to use an alternative route (36% compared to 27%).

7.2 Warnings and information about the condition of trunk roads during severe weather

All respondents were asked to report how satisfied they were with the accuracy and availability of warnings and information about the condition of trunk roads *before*, *during* and *after* severe weather. Overall, three in five (59%) respondents were satisfied with the accuracy of warnings and information *before* severe weather and with the availability of up to date information *during* severe weather (60%). A slightly smaller proportion (52%) were satisfied with the availability of information *after* severe weather (Figure 7.3).

Figure 7.3: Accuracy and availability of warnings and information during severe weather

Q. How satisfied or dissatisfied are you with the…?



Base: All who had used trunk roads in the past year (1,999)

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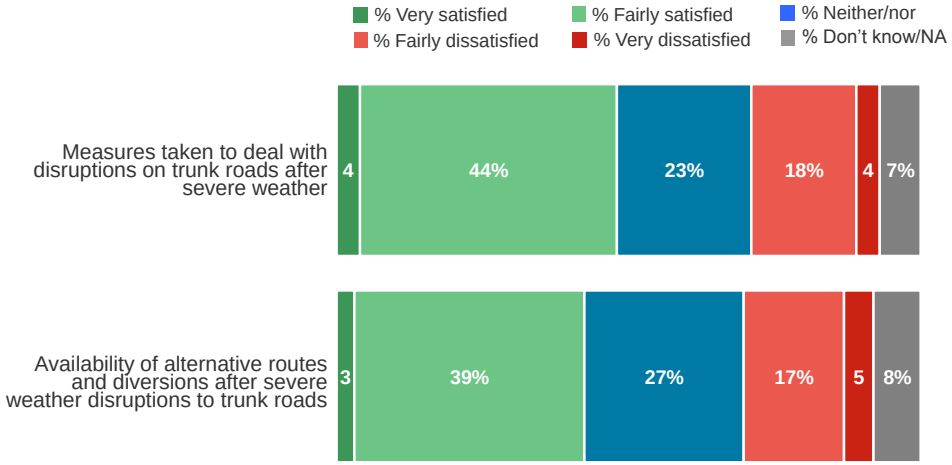
Trunk road users in the North West were more likely than average to be satisfied with the accuracy of warnings and information *before* severe weather (68% compared to 59% overall) and with the availability of up to date information *during* severe weather (71% compared to 60%).

7.3 Measures to deal with disruptions due to severe weather

Around half of trunk road users were satisfied with measures taken to deal with disruptions on trunk roads after severe weather (48%) and around two in five (42%) were satisfied with the availability of alternative routes and diversions. In each case, around one in five were dissatisfied, while similar proportions were neutral in their opinion (Figure 7.4).

Figure 7.4: Measures to deal with disruptions and alternative routes

Q. How satisfied or dissatisfied are you with the…?



Base: All who had used trunk roads in the past year (1,999)

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Regional analysis shows that trunk road users in the North West were more likely than those in other regions to be dissatisfied with the availability of alternative routes and diversions (28% compared to 22% overall).

8 Information about the trunk road network

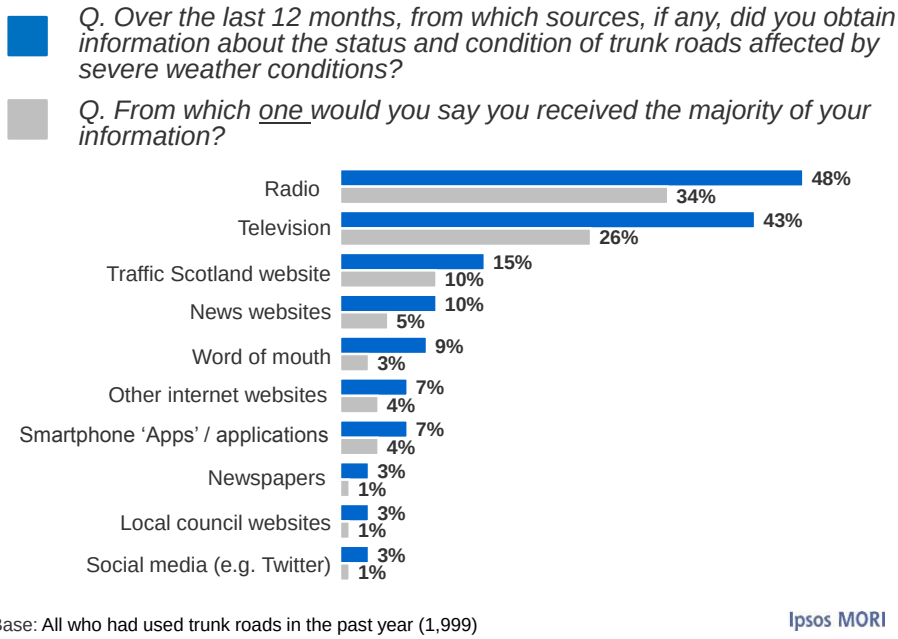
8.1 Sources of information on the status & condition of roads during severe weather conditions

Radio and television were found to be the most common sources of information about the status and condition of roads affected by severe weather conditions, mentioned by 48% and 43% of respondents respectively. The next most common sources were the Traffic Scotland website (15%), news websites (10%) and word of mouth (9%). Social media (such as Facebook and Twitter) was included as a response option for the first time this year and was mentioned by 3% of respondents (Figure 8.1).

Changes to the question wording preclude direct comparison of these results with those from previous waves. Still, it can be said that the two sets of findings are broadly consistent notwithstanding an apparent increase since 2012 in the proportion of respondents citing the use of Smartphone applications (from 2% to 7% 2012).[4]

[4] In 2010, 2011 and 2012 respondents were asked to choose the sources of information they used "during the cold spells we had over last winter…" This year they were asked to choose the sources of information they used to obtain information "about trunk roads affected by severe weather" and then where they had looked for information/would prefer to look for information about winter maintenance (see section 8.2 for the findings relating to winter maintenance).

Figure 8.1: Sources of information on the status & condition of roads



Base: All who had used trunk roads in the past year (1,999)

Respondents in the North West and North East were more likely than those in other regions to cite:

- the Traffic Scotland website (28% and 19% respectively, compared to 15% overall)
- word of mouth (14% and 19%, compared to 9%).

As in previous years, there was also some variation in the results by age (Table 8.1). Television was more likely to be mentioned by those aged 65 years and over, whereas the use of websites and smartphone applications was more likely to be mentioned by those under 65. Specifically:

- the Traffic Scotland website and 'other' internet websites were most likely to be cited by those aged between 25 and 64 years
- use of smartphone applications and social media was highest amongst those aged between 18 and 34 years.

Table 8.1: Sources of information on the status and condition of roads, by age

	18-24	25-34	35-54	55-64	65+
	%	%	%	%	%
Television	32	29	40	51	60
Radio	45	45	52	55	42
News websites	11	12	12	10	5
Traffic Scotland website	12	19	20	16	6
Local council website	2	4	5	2	2
Other internet websites	3	8	8	9	4
Smartphone “Apps”	13	13	6	3	2
Word of mouth	14	9	9	6	9
Newspapers	3	2	3	4	4
Social media (e.g. Twitter)	9	5	3	1	-
Base: All those who had used trunk roads in the last year	*238*	*304*	*708*	*323*	*426*

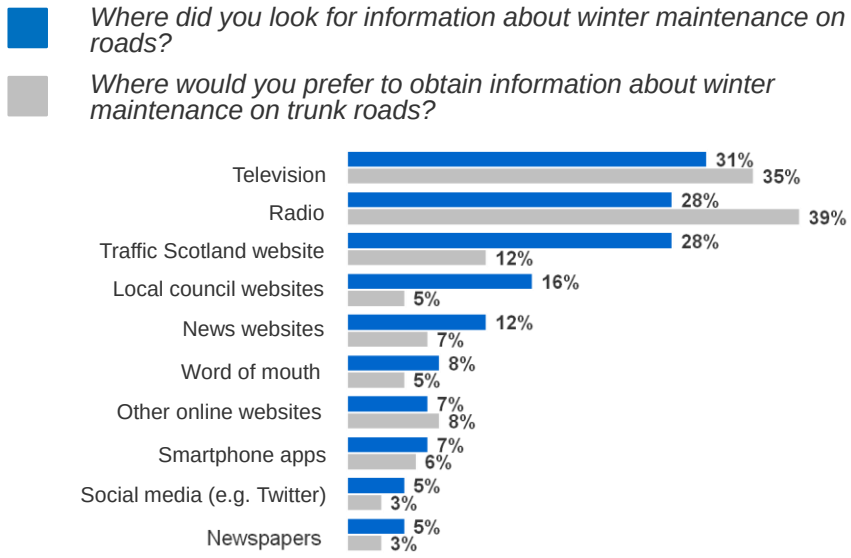
Analysis by social class shows that C2DEs were more likely than ABC1s to receive most of their information on the status and condition of trunk roads from television (29% compared to 23% overall), while ABC1s were more likely to receive most of their information from websites; in particular: the Traffic Scotland website (15% compared to 5%); news websites (6% compared to 3%) and ‘other’ internet websites (5% compared to 3%).

8.2 Information about winter maintenance on trunk roads

Respondents were asked if they had looked for information about winter maintenance, such as salting and clearing, on trunk roads over the last 12 months. Among those who *had* looked for such information, the most common sources of information mentioned were television (31%), radio (28%) and the Traffic Scotland website (28%).

Those who had not looked for information about winter maintenance were asked where they *would prefer* to obtain such information. Again, radio (39%), television (35%) and the Traffic Scotland website (12%) respectively emerged as the most popular sources (Figure 8.2).

Figure 8.2: Sources of information about winter maintenance on trunk roads



Base: All who have looked for information on winter maintenance (345) ; All who have not looked/don't know if looked for information on winter maintenance (1,654).

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The most notable sub-group differences in the results were that:

- users in the North West and North East were more likely than those in other regions to say they had looked/would prefer to look at the Traffic Scotland website for information about winter maintenance (27% and 20% respectively, compared to 15% overall)
- those over 65 were more likely than average to mention television (53% compared to 34% overall) and least likely to mention the Traffic Scotland website (6% compared to 15%).
- those aged 18 to 24 and 25 to 34 years were more likely than average to mention smartphone 'apps' (16% and 10% respectively, compared to 6% overall) and social media (10% and 7% respectively, compared to 4% overall).
- ABC1s were more likely than C2DEs to mention websites; in particular the Traffic Scotland website (21% compared to 10%), whilst C2DEs were more likely to mention television (39% compared to 29%).

8.3 Information provided by Traffic Scotland

8.3.1 Use of digital sources of information provided by Traffic Scotland

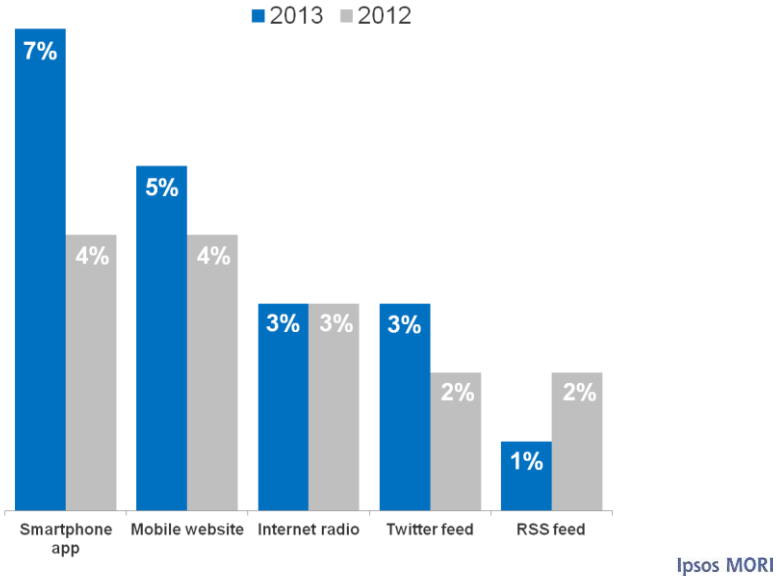
The proportion of all respondents (with internet access) who had viewed the Traffic Scotland website has remained stable since 2012 (35%), despite increasing gradually over previous waves of the survey. The most regular users of the site were:

- men (38% compared to 33% of women)
- respondents aged between 25 and 64 years (38% of 25 to 34 year olds; 40% of 35 to 54 year olds; 40% of 55 to 64 year olds compared to 24% of 18 to 24 year olds and 26% of those aged 65 and over)
- trunk roads users in the North West and North East regions (45% and 40% respectively, compared to 35% overall)
- ABC1 respondents (44% compared to 25% C2DEs).

In terms of other digital services offered by Traffic Scotland, there was a rise in use of the Traveline smartphone 'app' (7% compared to 4% in 2012). However, uptake of the other services remained low. As Figure 8.3 shows, 5% had accessed the Traffic Scotland mobile website, 3% had streamed the Traffic Scotland internet radio station, an equal proportion had used the Traffic Scotland Twitter feed and 1% had used the Traffic Scotland RSS feed.

Figure 8.3: Use of Traffic Scotland digital services

Q. Which of these sources of information, if any, have you used?



Base: All respondents who have access to the internet (2013: 1,617; 2012: 1,558)

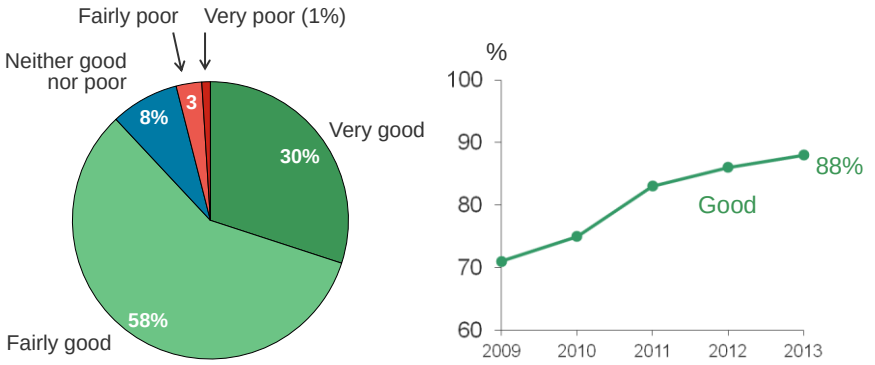
8.3.2 Perceptions of the Traffic Scotland website

Of those respondents who had used the main Traffic Scotland website, around 9 in 10 (88%) rated it as (fairly or very) good, with 30% rating it as *very* good. These results are in line with those from previous years' surveys (Figure 8.4).

Of those who had used the Traffic Scotland *mobile* website, 86% rated it as good, around a third of whom (31%) rated it as *very* good (Figure 8.5).

Figure 8.4: Ratings of the Traffic Scotland website, 2009 - 2013

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



Base: All who used or mentioned the Traffic Scotland website (2013: 573; 2012: 583; 2011: 517; 2010: 387; 2009: 319)

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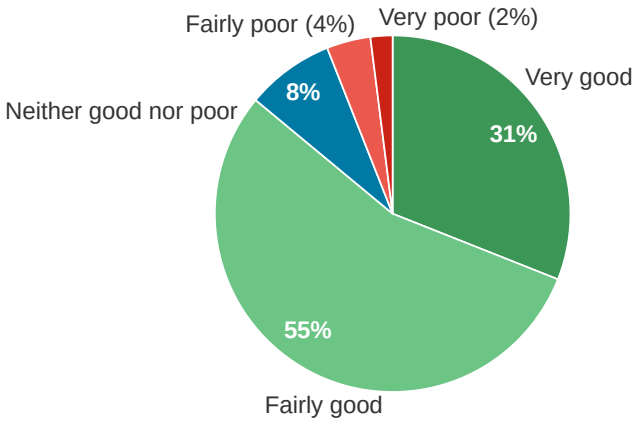
Figure 8.5: Ratings of the Traffic Scotland *mobile* website, 2013

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



Base: All who have accessed the Traffic Scotland mobile website (85)

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In order to explore perceptions of the *main* Traffic Scotland website in more detail, users were presented with a series of statements about the site and asked to what extent they agreed or disagreed with each. Reflecting the overall positive evaluation of the site reported

above, a majority agreed that: “The website content is clear and easy to understand” (84%); “Most of the information provided on the website is up-to-date” (81%); “The website looks and feels well designed” (75%); and “The website is generally better than other sources of travel information” (61%). Further, most users *disagreed* with the statements: “I have difficulties finding my way around the website” (77%); and “It usually takes me a long time to find the information I need” (71%) (Table 8.2).

Table 8.2: Attitudes towards the Traffic Scotland website

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don’t know
	%	%	%	%	%	%
The website content is clear and easy to understand	33	51	10	4	1	1
Most of the information provided on the website is up to date	27	54	11	4	2	1
The website looks and feels well designed	22	53	15	6	1	3
The website is generally better than other sources of travel information	20	41	25	9	2	3
It usually takes me a long time to find the information I need	4	11	13	42	29	1
I have difficulties finding my way around the website	4	9	9	42	35	1
Base: All who had used the Traffic Scotland website (573)						

Traffic Scotland website users were also presented with a list of the different types of information provided on the site and asked which of these they found particularly useful. As in previous years, the most common responses were: “Incidents on the trunk roads network” (53%); “Weather forecasts” (52%); “Trunk roads affected by weather” (49%); and “Current and planned road works” (40%). “Gritting and winter salt treatment plans” was presented as an option for the first time this year and was highlighted as useful by 9% of those who had used the website (Table 8.3). These results were in line with those from previous years, notwithstanding a rise in the response “Live CCTV of trunk roads”, to 23% (from 17% in

2012), a level consistent with the comparable results from 2010 and 2011 (24% and 22% respectively).

Table 8.3: Perceptions of information available on Traffic Scotland website, 2010 – 2013

	2010	2011	2012	2013
	%	%	%	%
Incidents on the trunk road network	49	54	56	53
Weather forecasts	35	51	53	52
Trunk roads affected by weather	45	57	49	49
Current and planned road works	51	45	42	40
Live CCTV of trunk roads	24	22	17	23
Journey times between different destinations	16	16	17	19
Planned events	N/A	N/A	10	10
Gritting and winter salt treatment plans	N/A	N/A	N/A	9
Electronic message boards	7	6	6	4
Park and ride facilities	2	3	2	2
Base: All who had used the Traffic Scotland site	*387*	*517*	*583*	*573*

All respondents who had used the Traffic Scotland website were also asked, unprompted, if there were any other types of information that could usefully be provided through the site. Of the 573 respondents asked, 106 provided suggestions, with the most common emerging themes being:

- more detailed and up to date information about proposed upcoming and current road works and road closures
- more CCTV cameras on trunk roads
- more regular website updates and real time information on the condition and status of trunk roads
- additional information to aid the planning of journeys; such as the provision of alternative routes, live journey times and a journey planner on the smartphone app.

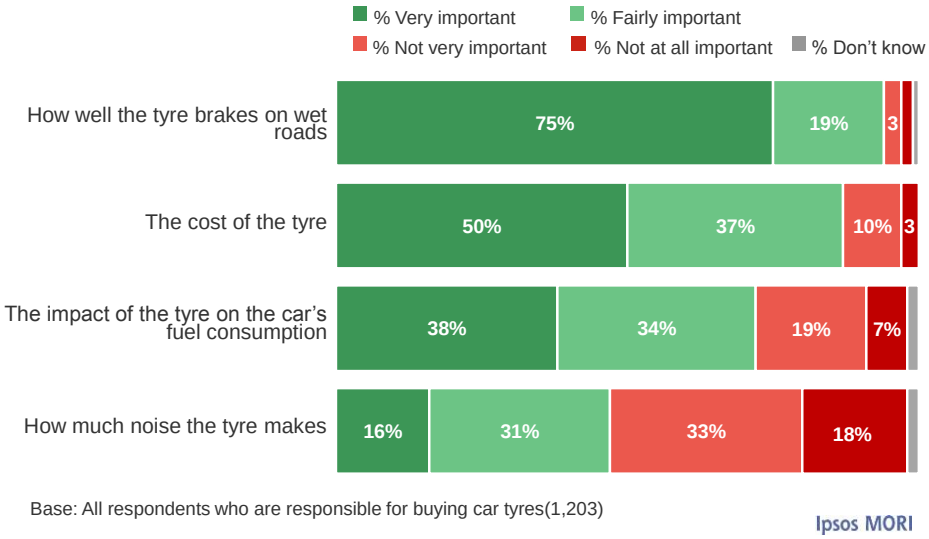
Other suggestions included the availability of local weather conditions and weather warnings and the provision of more detailed local information on the condition and status of trunk and non-trunk roads.

9 Tyres

Respondents who were responsible for buying tyres for their car were presented with four considerations that might influence tyre purchasing behaviour and asked how important each of these was to them personally. Overall, the most important consideration was "How well the tyre brakes on wet roads", rated as (fairly or very) important by 94% of those asked, followed by "The cost of the tyre" (87%) and "The impact of the tyre on the car's fuel consumption" (72%). Fewer than half (47%) rated as important "How much noise the tyre makes" (Figure 9.1).

Figure 9.1: Relative importance of considerations when choosing tyres

Q. Thinking about when you choose tyres for your car, how important, if any, are each of the following factors to you?



Base: All respondents who are responsible for buying car tyres(1,203)

Further analysis revealed that females and those aged under 25 were among the most likely to consider the tyre's impact upon fuel consumption as *very* important (42% and 49% respectively, compared to 38% overall). The cost of the tyre was most likely to be considered important by those aged 35 to 54 (90% compared to 87% overall).

10 Appendix A: Survey questionnaire

INTRODUCTION

Good morning/afternoon/evening. My name is …… from Ipsos MORI, the research organisation, and we are carrying out a survey about aspects of life in Scotland. The interview will take about 20 minutes.

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

PRESENT RESPONDENT WITH MAP OF TRUNK ROAD NETWORK

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

ASK ALL

Q1. How often have you travelled on a trunk road in Scotland in the last 12 months, either as a passenger or a driver?
SINGLE CODE

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

ASK ALL WHO USE TRUNK ROADS AT SOME POINT (CODES 1-6) AT Q1. OTHERS GO TO SCREEN SHOWING:

In that case, you are not eligible to take part in the survey. However, thank you for your time.

THEN CLOSE SURVEY

SHOWCARD A **Q2. In which of these ways do you travel on the trunk roads? Please read out the letters that apply.**
MULTICODE OK

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

ASK ALL WHO SAY THEY DRIVE ON THE TRUNK ROAD NETWORK AT Q2 (CODES 1 OR 3) AND WHO SAY THEY USE THE TRUNK ROAD NETWORK AT LEAST ONCE A WEEK AT Q1 (CODES 1, 2 OR 3)
OTHERS GO TO Q4

Q3. You mentioned that you drove on the trunk road network. In an average week, how many miles do you cover by driving on the trunk road network?
READ OUT a) – c)
SINGLE CODE

a)	**Less than 25 miles**	1
b)	**Between 25 and 100 miles**	2
c)	**Over 100 miles**	3
	Don't know	4

ASK ALL

SHOW MAP AGAIN **Q4. Within which of these regions do you use trunk roads most often?** SINGLE CODE

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

ASK ALL WHO MENTION A REGION (CODES 1-4) AT Q4
OTHERS GO TO PREABLE BEFORE QTS5

SHOW MAP AGAIN **Q5. And on which of the specific trunk roads within this region do you most frequently travel?** PROBE FULLY AND WRITE IN.
ANY ANSWER (WRITE IN AND CODE '1) 1

Don't know X

ASK ALL
FOR THOSE WHO CODE DON'T KNOW (CODE 5) AT QTS3, OR WHO CODE DON'T KNOW (CODE 3) AT Q5 READ OUT: **For the remaining questions, I'd like you to focus on the trunk roads in Scotland you use most often.**

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

Q6. Do you mainly travel on these roads..
READ OUT a) – c)
SINGLE CODE

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

SHOWCARD B **Q7. I'm now going to read out a number of aspects of the general state and condition of trunk roads and I'd like you to tell me how satisfied or dissatisfied you are with each.**
READ OUT a) – g)
SINGLE CODE EACH ROW
RANDOMISE ORDER

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

SHOWCARD C **Q8. Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

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

SHOWCARD D **Q9. For the next few questions I'd like you to think about road works and the maintenance of trunk roads. Still thinking about the trunk roads that you use most often, how satisfied or dissatisfied are you with the….**
READ OUT a) – h)
SINGLE CODE EACH ROW
RANDOMISE ORDER

		Very Satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	N/A
a)	**Frequency with which you encounter road works**	1	2	3	4	5	6	7
b)	**Planning and coordination of diversions when road works take place**	1	2	3	4	5	6	7
c)	**Planning and coordination of lane closures and restrictions when road works take place**	1	2	3	4	5	6	7
d)	**Frequency of day time lane closures for road works**	1	2	3	4	5	6	7
e)	**Frequency of night time lane closures for road works**	1	2	3	4	5	6	7
f)	**Amount of information available on possible delays to journey times because of road works that are taking place**	1	2	3	4	5	6	7
g)	**Promptness with which roads are cleared in the winter**	1	2	3	4	5	6	7
h)	**Promptness with which roads are gritted in winter**	1	2	3	4	5	6	7

SHOWCARD E **Q10. Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

The frequency with which you encounter road works	1
The planning and coordination of diversions when road works take place	2
The planning and coordination of lane closures and restrictions when road works take place	3
Frequency of day time lane closures for road works	4
Frequency of night time lane closures for road works	5
Amount of information available on possible delays to journey times because of road works that are taking place	6
The promptness with which roads are cleared in the winter	7
The promptness with which roads are gritted in winter	8
Other write in	9
None of these	10
Don't know	11

SHOWCARD F **Q11. We are also interested in your opinions of some other aspects of trunk roads. Again, thinking about the trunk roads you use most often how satisfied or dissatisfied are you with the…**
READ OUT a) – e)
SINGLE CODE EACH ROW
RANDOMISE ORDER

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

SHOWCARD G **Q12. Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

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

ASK ALL WHO SAY THEY CYCLE OR USE FOOTWAYS OR BOTH (CODES 6 OR 7 OR 6+7) AT Q2
OTHERS GO TO Q15
FOR THOSE WHO CYCLE **AND** USE FOOTWAYS (CODE 6+7) AT Q2 INSERT <**cycle lanes and footways**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS A-N

FOR THOSE WHO **ONLY CYCLE** (CODE 6) AT Q2 INSERT <**cycle lanes**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS A-H

FOR THOSE WHO **ONLY USE FOOTWAYS** (CODE 7) AT Q2 INSERT <**footways**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS I-P

SHOWCARD H **Q13. For the next few questions, I'd like you to think about the <**INSERT APPROPRIATE TEXT FROM ABOVE**> on trunk roads you use most often. Overall how satisfied or dissatisfied would you say you are with the…**
SINGLE CODE EACH ROW
RANDOMISE ORDER

		Very Satisfied	Fairly Satisfied	Neither satisfied Nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	N/A
a)	**general condition of cycle lane surfaces**	1	2	3	4	5	6	7
b)	**provision of lighting on cycle lanes**	1	2	3	4	5	6	7
c)	**speed with which cycle lane defects such as potholes are repaired**	1	2	3	4	5	6	7
d)	**quality of cycle lane repairs**	1	2	3	4	5	6	7
e)	**availability of cycle lanes where they are needed**	1	2	3	4	5	6	7
f)	**availability of dropped kerbs (that is when the edge of the pavement is lowered to help with pushing bikes up or down the pavement)**	1	2	3	4	5	6	7
g)	**availability of cycle crossing points where they are needed**	1	2	3	4	5	6	7
h)	**amount of guard railing or other physical barriers on trunk roads**	1	2	3	4	5	6	7
i)	**general condition of footway surfaces**	1	2	3	4	5	6	7
j)	**provision of lighting on footways**	1	2	3	4	5	6	7
k)	**speed with which footway defects are repaired**	1	2	3	4	5	6	7
l)	**quality of footway repairs**	1	2	3	4	5	6	7
m)	**availability of footways where they are needed**	1	2	3	4	5	6	7
n)	**availability of pedestrian crossing points where they are needed**							
o)	**availability of dropped kerbs (that is when the edge of the pavement is lowered to help with crossing the road)**	1	2	3	4	5	6	7
p)	**amount of guard railing or other physical barriers on trunk roads**	1	2	3	4	5	6	7

ASK ALL WHO SAY THEY CYCLE OR USE FOOTWAYS OR BOTH (CODES 6 OR 7, 6+7) AT Q2

OTHERS GO TO Q15

FOR THOSE WHO CYCLE **AND** USE FOOTWAYS (CODE 6+7) AT Q2, CAPI SCREEN SHOULD SHOW OPTIONS A-N AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD I FOR THOSE WHO USE CYCLE AND USE FOOTWAYS

FOR THOSE WHO **ONLY CYCLE** (CODE 6) AT Q2, CAPI SCREEN SHOULD SHOW OPTIONS A-H AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD J FOR THOSE WHO ONLY CYCLE

FOR THOSE WHO **ONLY USE FOOTWAYS** (CODE 7) AT Q2, CAPI SCREEN SHOULD SHOW OPTIONS I-P AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD K FOR THOSE WHO ONLY USE FOOTWAYS

Q14. Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?
MULTICODE UP TO 3 ONLY
NOTE FOR SCRIPTING: DO NOT SHOW LETTERING A)-P) ON SCRIPT

a)	The general condition of cycle lane surfaces	1
b)	The provision of lighting on cycle lanes	2
c)	The speed with which cycle lane defects such as potholes are repaired	3
d)	The quality of cycle lane repairs	4
e)	The availability of cycle lanes where they are needed	5
f)	availability of dropped kerbs (that is when the edge of the pavement is lowered to help with pushing bikes up or down the pavement)	6
g)	availability of cycle crossing points where they are needed	7
h)	amount of guard railing or other physical barriers on trunk roads	8
i)	The general condition of footway surfaces	9
j)	The provision of lighting on footways	10
k)	The speed with which footway defects are repaired	11
l)	The quality of footway repairs	12
m)	The availability of footways where they are needed	13
n)	availability of pedestrian crossing points where they are needed	14
o)	availability of dropped kerbs (that is when the edge of the pavement is lowered to help with crossing the road)	15
p)	amount of guard railing or other physical barriers on trunk roads	16
	Other write in	17
	None of these	18
	Don't know	19

ASK ALL

Q15. Here is a list of all the improvements you said you would like to see made over the last few questions. From this list, which are the 2 or 3 most important ones?
TURN CAPI MACHINE TO RESPONDENT
SHOW LIST OF ALL IMPROVEMENTS MENTIONED FROM Q8, Q10, Q12 and Q14 (if applicable) MULTICODE UP TO 3 ONLY

SHOWCARD L **Q16. Do you think that each of the following aspects of trunk roads has got better, worse or stayed the same over the past two years?**
READ OUT a) – f)
SINGLE CODE EACH ROW
RANDOMISE ORDER

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

QTS2013A SHOWCARD M **Q17. I am now going to read a list of some other improvements that could be made on the trunk road network. Please say how essential you feel each is by giving a score of 1 out of 10, where 1 is not at all essential and 10 is absolutely essential.**
READ OUT a)-c)
SINGLE CODE EACH ROW
RANDOMISE ORDER

a)	The road surface should be quiet to travel on	1	2	3	4	5	6	7	8	9	10	DK
b)	The overall road network should look good, i.e. verges, roads, bridges, signs etc.	1	2	3	4	5	6	7	8	9	10	DK
c)	Information should be provided on how people can minimise their noise and air emissions when using trunk roads	1	2	3	4	5	6	7	8	9	10	DK

ASK ALL WHO SAY THAT THEY ARE FAIRLY/VERY DISSATIFIED WITH THE GENERAL CONDITION OF ROAD SURFACES (CODES 4 OR 5) AT Q7
OTHERS GO TO Q20

SHOWCARD N **Q18. You mentioned that you were dissatisfied with the general condition of road surfaces. When using trunk roads how often, if at all, do you encounter road defects which you feel are unsafe?**
SINGLE CODE

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

ASK ALL WHO SAY AT LEAST RARELY (CODES 1-4) AT Q18, OTHERS GO TO Q20

SHOWCARD O **Q19. And what is the specific defect in <u>most</u> of these cases**? **Just read out the letter that applies.**
SINGLE CODE

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

ASK ALL

SHOWCARD P **Q20. The next few questions focus on disruptions to trunk roads caused by severe weather. How satisfied or dissatisfied are you with the….**
READ OUT a) – e)
SINGLE CODE EACH ROW

		Very Satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	N/A
a)	**Accuracy of warnings and information about the likely condition of trunk roads <u>*before*</u> severe weather**	1	2	3	4	5	6	7
b)	**Availability of up to date information on the condition of trunk roads <u>*during*</u> severe weather**	1	2	3	4	5	6	7
c)	**Availability of information on the condition of trunk roads <u>*after*</u> severe weather**	1	2	3	4	5	6	7
d)	**Measures taken to deal with disruptions on trunk roads <u>*after*</u> severe weather**	1	2	3	4	5	6	7
e)	**Availability of alternative routes and diversions <u>*after*</u> severe weather disruptions to trunk roads**	1	2	3	4	5	6	7

SHOWCARD Q **Q21**. **In the last 12 months or so, how often would you say journeys that you make on trunk roads have been disrupted by the following…? By disruption, I mean anything from having to use an alternative mode of transport to being delayed or having to cancel a journey.**
READ OUT
SINGLE CODE EACH ROW
RANDOMISE ORDER

		Once or twice	3 to 10 times	More than 10 times	Never	Don't know/ Can't remember
a)	**Floods**	1	2	3	4	5
b)	**Landslide**	1	2	3	4	5
c)	**Snow or ice on the road**	1	2	3	4	5
d)	**Heavy rain or hail**	1	2	3	4	5
e)	**High winds**	1	2	3	4	5

ALL WHO HAVE EXPERIENCED DISRUPTION TO AT LEAST ONE JOURNEY IN THE PAST YEAR AT Q21 (CODES 1 THROUGH TO 3 AT ANY OF THE ITEMS) OTHERS GO TO Q23

FOR THOSE WHO HAVE EXPERIENCED DISRUPTION AS A RESULT OF MORE THAN ONE TYPE OF WEATHER INCIDENT AT Q21 (IE CODES 1 THROUGH TO 3 AT MORE THAN 1 OF THE ITEMS), CAPI SCRIPT RANDOMLY SELECT ONE INCIDENT TO ASK Q22 IN RELATION TO

SHOWCARD R **Q22. And thinking back to the last time your journey was disrupted as a result of [INSERT SEVERE WEATHER INCIDENT EXPERIENCED AT QTS2013C], in which of these ways were you affected? Please just read out the letters that apply.**
MULTICODE OK

A	I had to cancel my journey	1
B	I had to use an alternative mode of transport	2
C	I had to use an alternative route	3
D	I completed my journey with a delay of less than 30 minutes	4
E	I completed my journey with a delay of more than 30 minutes but less than hour	5
F	I completed my journey with a delay of 1 to 3 hours	6
G	I completed my journey with a delay of more than 3 hours	7
H	My journey was affected in another way (PLEASE WRITE IN)	8
	Don't know	9

ASK ALL

Q23. Over the last 12 months, from which sources, if any, did you obtain information about the status and condition of trunk roads affected by severe weather conditions?
SHOW RESPONDENT TRUNK ROAD MAP AGAIN AND SAY:
Just a reminder that I'm talking about these A roads and motorways, not other local roads.
IF NECESSARY: **By severe weather conditions, I mean things like strong winds or snow on roads which can affect your journeys on the network.**
MULTICODE OK

ASK ALL WHO CODE MORE THAN ONE RESPONSE AT Q23 AND ONLY SHOW OPTIONS THAT HAVE BEEN CODED AT Q23
OTHERS GO TO Q25

Q24. And of the sources you just mentioned, from which <u>one</u> would you say you received the majority of your information about the status and condition of trunk roads during severe weather conditions?
SINGLE CODE

	QTS22A	QTS22B
Television	1	1
Radio	2	2
News websites	3	3
Traffic Scotland website	4	4
Local council website	5	5
Other internet websites, please write in	6	6
Smartphone 'Apps'/applications	7	7
Word of mouth	8	8
Newspapers	9	9
Social media (e.g. twitter)	10	10
Other, please write in	11	11
Did not receive any information	12	12
Don't know	13	13

Q25. Over the last 12 months, have you looked for any information about winter maintenance, such as salting and clearing, on trunk roads?
SINGLE CODE

Yes	1
No	2
Don't know	3

VARY Q26 WORDING BASED ON ANSWERS AT Q25

THOSE WHO HAVE LOOKED FOR INFORMATION ON WINTER MAINTENANCE AT Q25 (CODE 1) ASK:
Q26. Where did you look for information about winter maintenance on trunk roads?
MULTICODE OK

ALL OTHERS (CODES 2 OR 3 AT Q25) ASK:
Q26. And in future, where would you prefer to obtain information about winter maintenance on trunk roads?
MULTICODE OKA

Television	1
Radio	2
Social media like twitter	3
News websites	4
Local council websites	5
Other online website	6
Traffic Scotland website	7
Traffic Scotland internet radio	8
Traffic Scotland freephone Care Line	9
Smartphone apps	10
Newspapers	11
Word of mouth	12

Other write in	13
Wouldn't/didn't look for this	14
Don't know	15

Q27. Moving on slightly, can I just check whether you have access to the internet at all?
SINGLE CODE ONLY.

Yes	1
No	2
Don't know	3

ASK ALL WHO HAVE ACCESS TO THE INTERNET AT Q27 (CODE 1) OTHERS GO TO Q35
SHOWCARD S **Q28. I'd like to get your views on other types of information about trunk roads available to the public. Which of these sources of information, if any, have you used?**
MULTICODE

Traffic Scotland website	1
Traffic Scotland mobile website	2
The Traveline smartphone app	3
Traffic Scotland internet radio station	4
Traffic Scotland twitter feed	5
Traffic Scotland RSS feed	6
None of these	7
Don't know	8

ASK THOSE WHO HAVE USED THE TRAFFIC SCOTLAND WEBSITE (CODE 1 OR CODE 2) AT Q28
OTHERS GO TO Q34

FOR THOSE WHO HAVE USED BOTH THE TRAFFIC SCOTLAND WEBSITE AND THE MOBILE WEBSITE AT Q28 (CODES 1 + 2) PLEASE SHOW:
SHOWCARD T **Q29. Thinking about your experiences of using the Traffic Scotland web site, how would you rate it? By that I mean the website that you access mainly through a PC or laptop, as opposed to through your mobile phone.**
SINGLE CODE

FOR THOSE WHO HAVE USED THE TRAFFIC SCOTLAND WEBSITE BUT NOT THE TRAFFIC SCOTLAND MOBILE WEBSITE (I.E.CODE 1 AND ANY OTHER CODES APART FROM CODE 2) SHOW:
SHOWCARD T **Q29. Thinking about your experiences of using the Traffic Scotland web site, how would you rate it?**

THOSE WHO HAVE USED THE TRAFFIC SCOTLAND MOBILE WEBSITE BUT NOT THE TRAFFIC SCOTLAND MAIN WEBSITE (IE CODE 2 AND ANY OTHER CODES APART FROM CODE 1) GO TO Q30.
ONLY ASK THOSE WHO SAID THAT THEY HAD ACCESSED THE TRAFFIC SCOTLAND MOBILE WEBSITE AT QTS24 (CODE 2 ANY COMBINATION) OTHERS GO TO QTS25C
SHOWCARD T AGAIN **Q30. Thinking about your experiences of using the Traffic Scotland mobile website, how would you rate it?**
SINGLE CODE

	TS25A	QTS25B
Very good	1	1
Fairly good	2	2
Neither good nor poor	3	3
Fairly poor	4	4
Very poor	5	5
Don’t know	6	6

FOR THOSE WHO HAVE USED BOTH THE TRAFFIC SCOTLAND WEBSITE AND THE MOBILE WEBSITE AT Q28 (CODES 1 + 2) PLEASE SHOW:
SHOWCARD U **I am now going to read out some statements about the main Traffic Scotland website. Just a reminder that by I mean the website that you access mainly through a PC or laptop, as opposed to through your mobile phone.**
Q31. Still thinking about your experiences of using the website, to what extent do you agree or disagree with each statement?

FOR THOSE WHO HAVE USED THE TRAFFIC SCOTLAND WEBSITE BUT NOT THE TRAFFIC SCOTLAND MOBILE WEBSITE (I.E.CODE 1 AND ANY OTHER CODES APART FROM CODE 2) SHOW:
SHOWCARD U **I am now going to read out some statements about the Traffic Scotland website.**

Q31. Still thinking about your experiences of using the website, to what extent do you agree or disagree with each statement?

THOSE WHO HAVE USED THE TRAFFIC SCOTLAND MOBILE WEBSITE BUT NOT THE TRAFFIC SCOTLAND MAIN WEBSITE (IE CODE 2 AND ANY OTHER CODES APART FROM CODE 1) GO TO Q34.

SINGLE CODE EACH ROW
RANDOMISE LIST

	Strongly agree	**Tend to agree**	**Neither agree nor disagree**	**Tend to disagree**	**Strongly disagree**	**Don't know N/A**
I have difficulties finding my way around the website	1	2	3	4	5	6
The website looks and feels well designed	1	2	3	4	5	6
The website content is clear and easy to understand	1	2	3	4	5	6
It usually takes me a long time to find the information I need	1	2	3	4	5	6
Most of the information provided on the website is up-to-date	1	2	3	4	5	6
The website is generally better than other sources of travel information	1	2	3	4	5	6

SHOWCARD V **Q32. Here is a list of some of the different types of information that are available on the Traffic Scotland website. Based on your experiences of using the website, which of these types of information, if any, would you say are <u>particularly</u> useful? Please just read out the letters that apply.**CODE 3 MAX

A	Incidents on the trunk road network	1
B	Trunk roads that are affected by weather	2
C	Current and planned roadworks	3
D	Journey times between different destinations	4
E	Park and ride facilities	5
F	Weather forecast or warnings	6
G	Electronic message boards	7
H	Live CCTV of trunk roads	8
I	Planned events	10
J	Gritting and winter salt treatment plans	11
	Other travel information	12
	Don't know	13

Q33. Is there any other information which could be provided through the Traffic Scotland website which you would find useful?
WRITE IN

Don't know X

ASK ALL
IF NO ACCESS TO THE INTERNET OR DK AT Q27 (CODE 2 OR 3) SHOW: **Q34. How many cars or light vans are there in your household?**

IF HAVE ACCESS TO THE INTERNET AT Q27 (CODE 1) SHOW: **Q34. Moving on slightly, how many cars or light vans are there in your household?**
SINGLE CODE

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

ASK ALL WHO SAY THAT THEIR HOUSEHOLD HAS A CAR AT Q34 (CODES 1 THROUGH TO 3) OTHERS GO TO QA

Q35. And can I just check whether you are responsible for buying tyres for your car(s)?
SINGLE CODE

Yes	1
No	2
Refused/don't know	3

ASK ALL WHO SAY THAT THEY ARE RESPONSIBLE FOR CHOOSING CAR TYRES AT Q35 (CODE 1) OTHERS GO TO Q37

SHOWCARD W **Q36. Thinking about when you choose tyres for your car, how important, if at all, are each of the following factors to you? Please select your answer from the scale on this card.**
READ OUT a)-d)
SINGLE CODE EACH ROW
RANDOMISE ORDER

		Very important	Fairly important	Not very important	Not at all important	Don't know
a)	The cost of the tyre	1	2	3	4	5
b)	The impact of the tyre on the cars' fuel consumption	1	2	3	4	5
c)	How much noise the tyre makes	1	2	3	4	5
d)	How well the tyre breaks on wet roads	1	2	3	4	5

DEMOGRAPHICS SECTION

ASK ALL

Q37. CODE RESPONDENTS GENDER
SINGLE CODE

Male	1
Female	2

Q38. AGE
SINGLE CODE

18	1
19-24	2
25-34	3
35-44	4
45-54	5
55-59	6
60-64	7
65-74	8
75+	9

Q39. Working Status of Respondent:

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

Q40. Occupation of Chief Income Earner
Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

Q41. Class:
SINGLE CODE

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

Q42. Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?
SINGLE CODE ONLY

Yes	1
No	2
Refused/don't know	5

SHOWCARD X **Q43. What is your household's total income from all sources over the last 12 months? Just read out the letter from the card.**
SINGLE CODE.

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

Q44. WRITE IN NUMBER OF ADULTS IN THE HOUSEHOLD

Q45. WRITE IN NUMBER OF CHILDREN IN THE HOUSEHOLD (UP TO 15 YEARS OLD)

ASK IF CHILDREN IN THE HOUSEHOLD AT Q45

Q46. What ages are the children in the household?
MULTICODE OK

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

ASK ALL
SHOWCARD Y **Q47. Which of these best describes the ownership of your home? Please read out the letter that applies.**
SINGLE CODE ONLY.

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

******TIME STAMP********

*****END OF INTERVIEW*****

11 Appendix B: Map of the trunk road network in Scotland