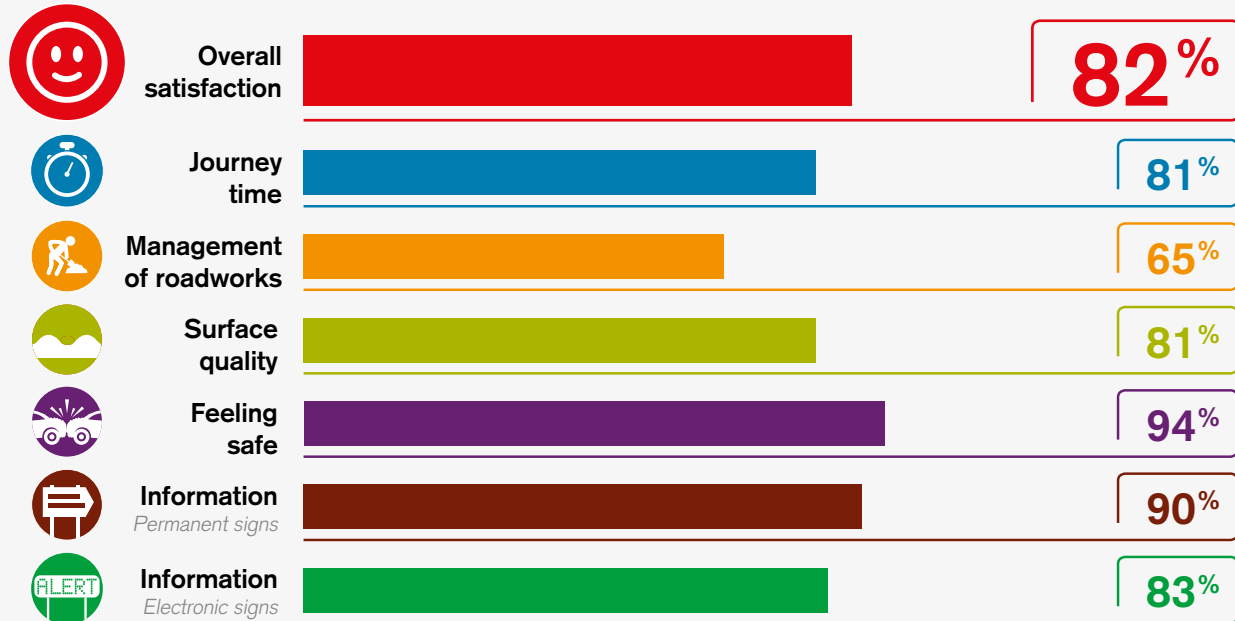


Strategic Roads User Survey

Satisfaction scores



Strategic Roads User Survey

2018/19 Summary

How satisfied are road users with motorways and 'A' roads managed by Highways England?



Driver users using England's motorways and major 'A' roads – the Strategic Road Network (SRN) – now have a clear voice. Publication of the first annual report of findings from Transport Focus's new Strategic Roads User Survey (SRUS) is a real milestone in focusing attention on the

things that matter most to road users.

The Government's first Road Investment Strategy identified the need for a new survey of road user experience: SRUS has been developed to meet that need. Each year SRUS gathers the views of over 8,000 road users; it is a continuous survey, with results published every month. What SRUS provides – for the first time – is a robust, comprehensive picture of road user journey experience that is available to Transport Focus as watchdog, Highways England as road operator, to the Office of Rail and Road as Monitor and to Government as specifier

and funder. Importantly, the information is also available to road users themselves, as well as to their elected representatives, local authorities and to sub-national transport bodies like Transport for the North.

For all concerned, SRUS offers a much clearer understanding of customer issues and where effort can best be concentrated to deliver positive change for road users. It is expected that Government will set Highways England's customer satisfaction target from 2020 based on the Strategic Roads User Survey, and that the Office of Rail and Road will then use SRUS results to monitor whether Highways England is achieving the target.

This summary report provides key headline findings and highlights from the survey at the end of its first full year, but all the detail is available for anyone to view and analyse at a national, regional and even a specific road level through the Transport Focus Data Hub www.transportfocus.org.uk/data-hub.

Anthony Smith
Chief Executive, Transport Focus

What factors influence road user satisfaction?

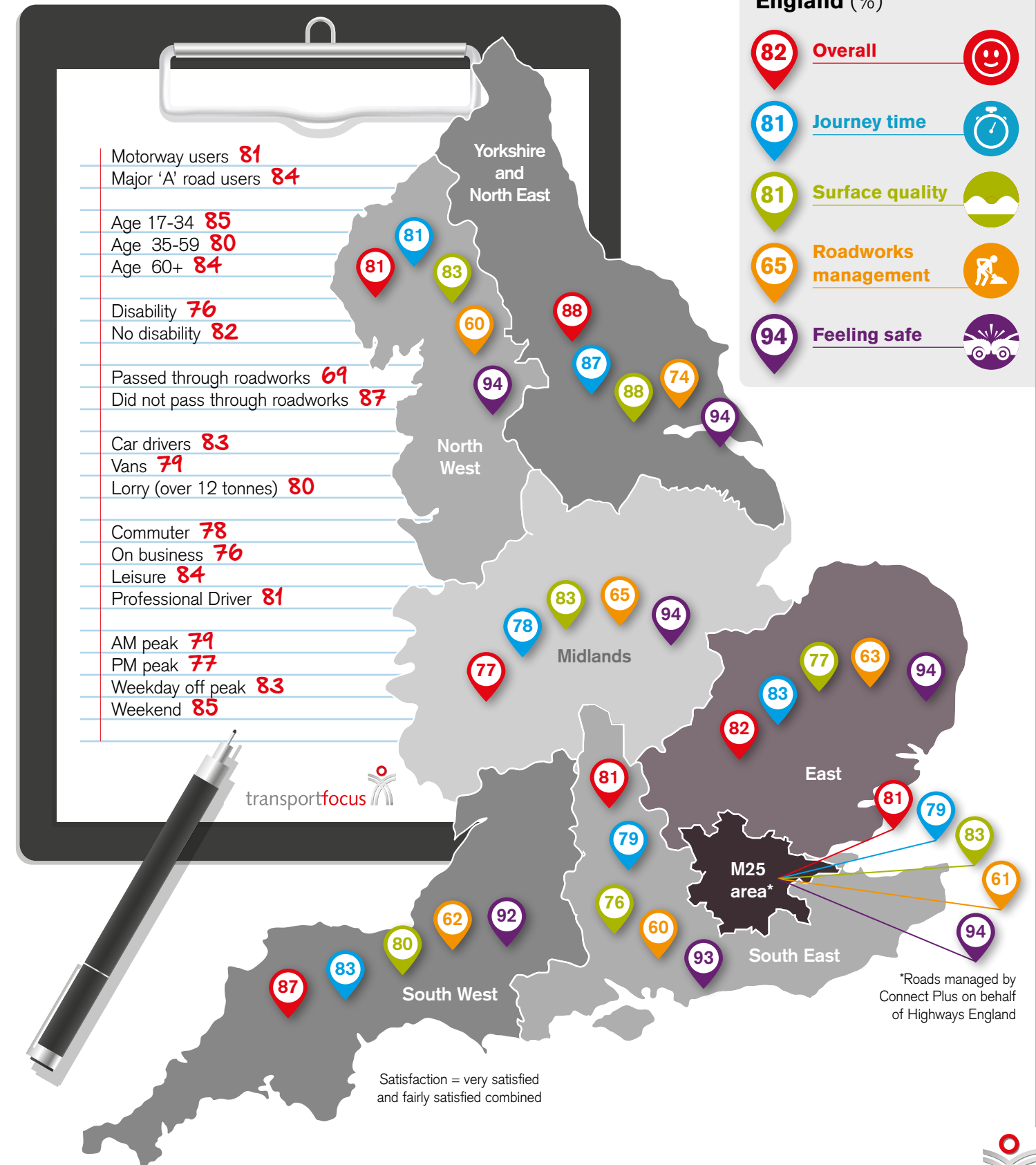
Analysis of SRUS data shows the following to have the greatest influence on road users' overall satisfaction:



These influences show up in the overall satisfaction scores:

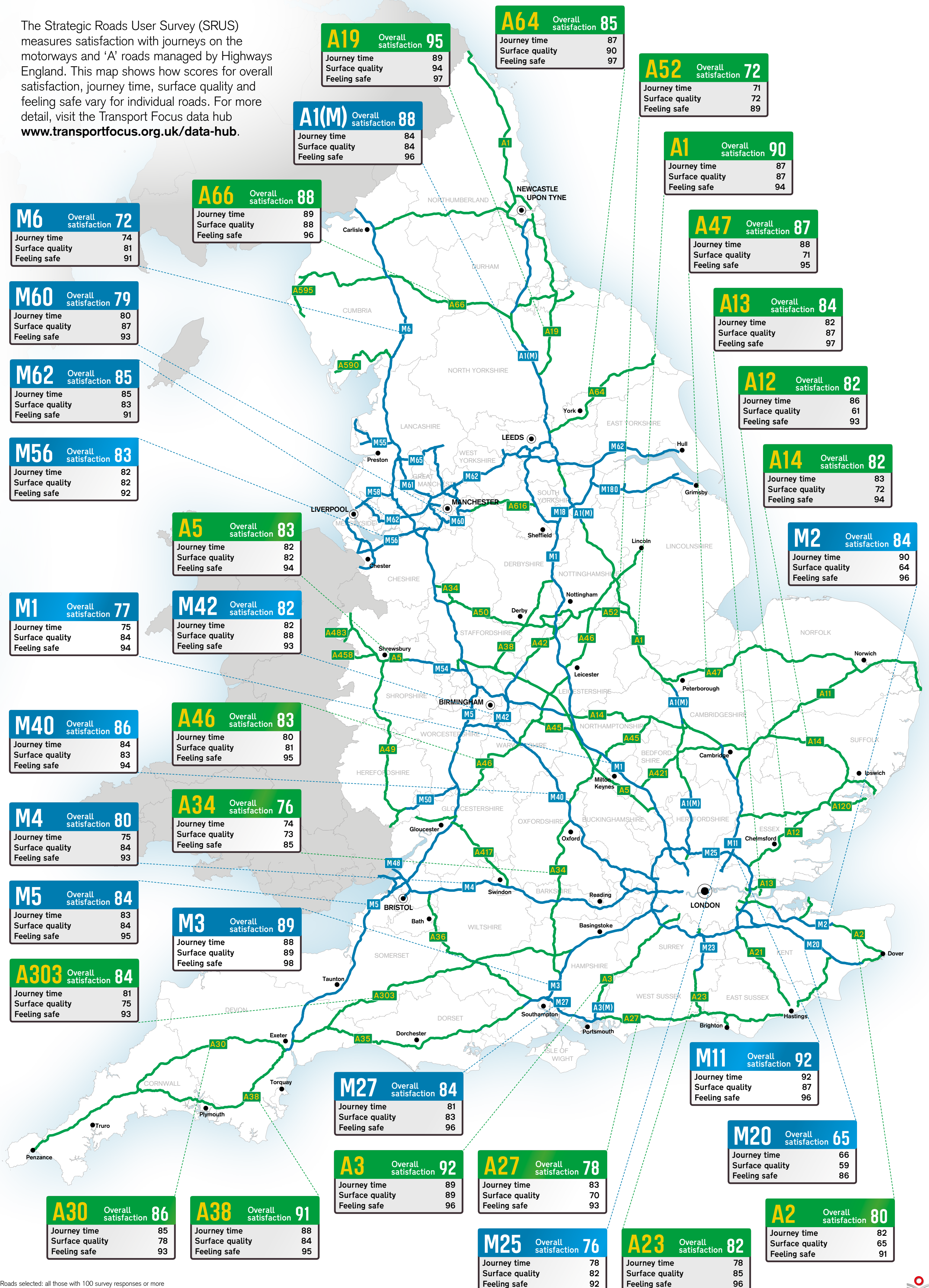
- Among those satisfied with journey time, 93% were satisfied overall. When dissatisfied with journey time only 17% were satisfied overall.
- When journey time was better than expected 95% were satisfied overall, but when worse than expected only 39% were satisfied overall.
- Where road users experienced light traffic, 96% were satisfied overall. Those caught in congestion were only 33% satisfied overall.
- Among those not experiencing delays, other than roadworks, 86% were satisfied overall. Those held up were only 46% satisfied overall.
- Where road users were satisfied with the road surface, 87% were satisfied overall. Overall satisfaction fell to 58% among those dissatisfied with road surface.

*Using Chi-square analysis



Strategic Roads User Survey 2018/19 – results for selected roads

The Strategic Roads User Survey (SRUS) measures satisfaction with journeys on the motorways and 'A' roads managed by Highways England. This map shows how scores for overall satisfaction, journey time, surface quality and feeling safe vary for individual roads. For more detail, visit the Transport Focus data hub www.transportfocus.org.uk/data-hub.



Roads selected: all those with 100 survey responses or more
 Satisfaction = very satisfied and fairly satisfied combined
 Where Highways England manages multiple sections with the same road number (e.g. the A1), combined results are shown

"The sheer amount of traffic and if an accident happens we are the only country that comes to a standstill."

A2, very dissatisfied commuter

"Been improved. Good capacity. Now a better route."

A453, very satisfied, on business

"They are doing a little section of the road, but they shut a long section of the road."

M1, fairly dissatisfied, leisure



Facts about SRUS

- 8000 to 9000 users per annum
- Sampling aligned to driving population across England
- Interviews at 800 locations across England
- Face-to-face survey asking about various aspects of journey experience
- An interactive map is integrated into the questionnaire and 'understands' which part of a journey is on the strategic road network
- The sample is boosted to ensure better coverage of less well-used roads and so that the voice of professional drivers is properly heard in the survey
- Results are weighted to ensure they are representative of vehicle mileage across the strategic road network

Transport Focus developed the Strategic Roads User Survey informed by research, consultation with organisations representing road users, key stakeholders including Highways England, the Department for Transport and the Office of Rail and Road. After careful testing of questionnaire wording the survey was piloted before it began formally in April 2018. Transport Focus's delivery of SRUS has been supported by the market research agency Kantar.

Contact Transport Focus

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Transport Focus is the operating name of the Passengers' Council