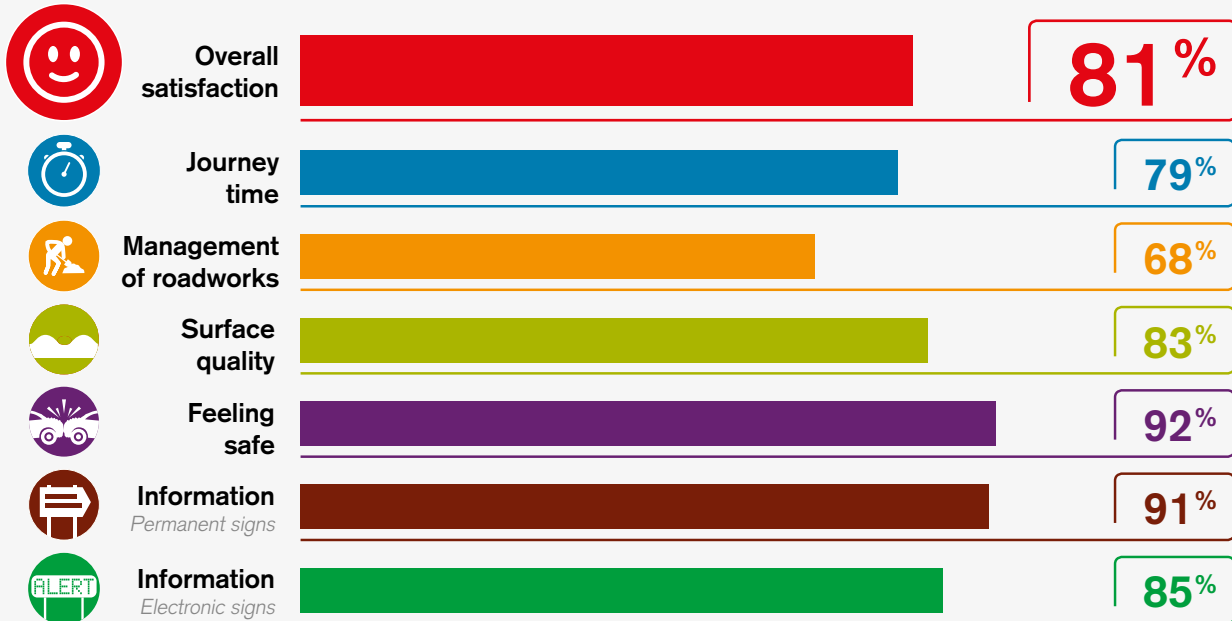




Strategic Roads User Survey

Satisfaction scores



Strategic Roads User Survey

2019/20 Summary

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



Foreword

The Strategic Roads User Survey (SRUS) gives a clear voice to drivers on England's motorways and major 'A' roads, the

Strategic Road Network (SRN) managed by Highways England on behalf of the Government. This summary report covers the period from 1 April 2019 to 31 March 2020; the findings therefore reflect satisfaction before the Covid-19 lockdown. Although interviewing ended two weeks earlier than planned because of the coronavirus, the 2019/20 findings remain comparable with the previous year. This report gives headline findings and highlights from the survey, including for selected roads and

by region. It also explains the factors that result in a satisfactory journey. There is much more detail available for anyone to view and analyse on the Transport Focus data hub. SRUS became the formal measure of satisfaction among users of Highways England's roads in April 2020, the start of Road Period 2. As well as being used by Highways England to focus on improving driver experience on its roads, SRUS is used by the Office of Rail and Road to monitor whether the customer satisfaction target set by government in the Road Investment Strategy (RIS) is being achieved.

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:



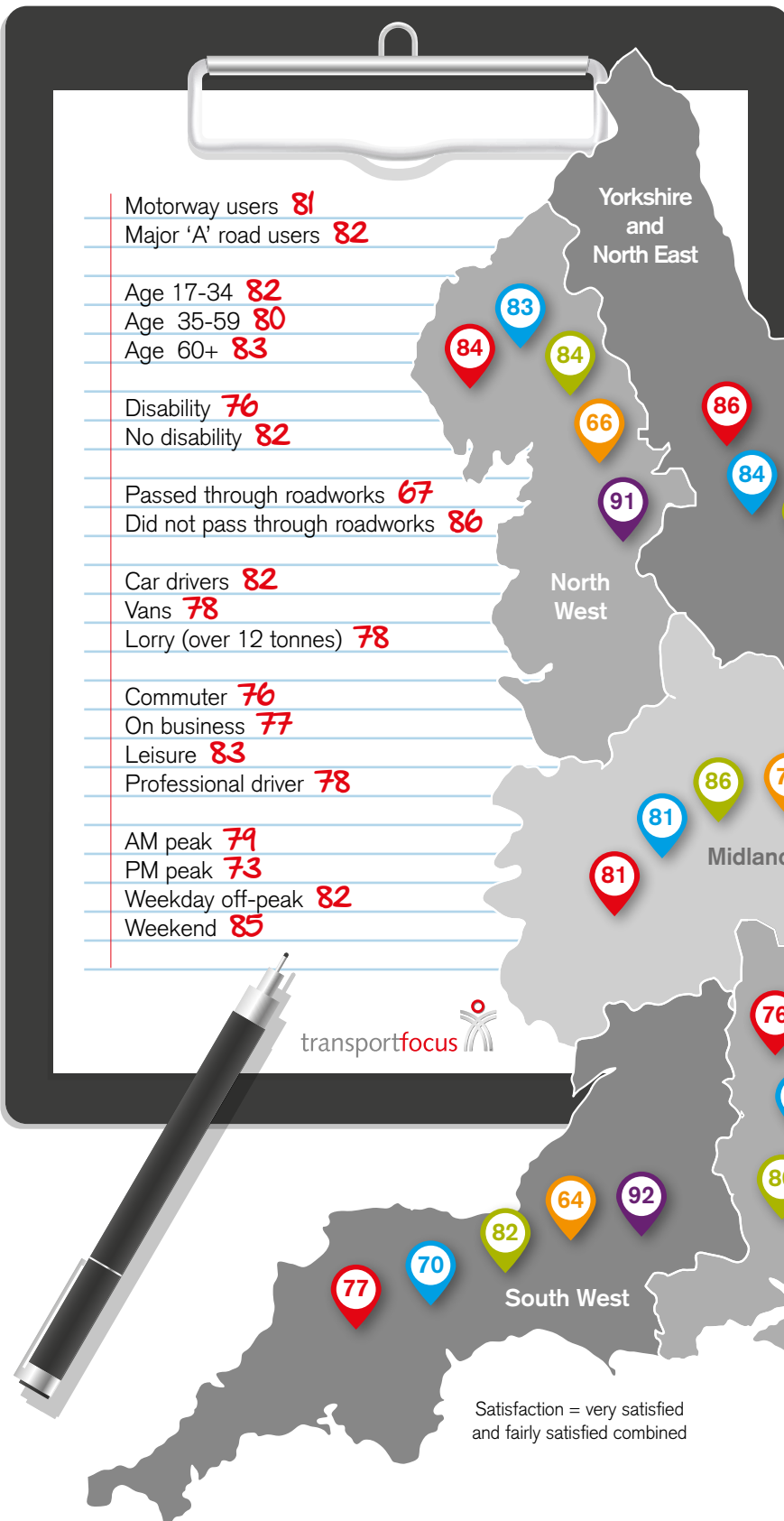
*Using a Gamma test technique



These influences show up in the overall satisfaction scores:

- Among those satisfied with journey time, 94 per cent were satisfied overall. When dissatisfied with journey time only 16 per cent were satisfied overall.
- Among those not experiencing delays, other than roadworks, 86 per cent were satisfied overall. Those held up were only 49 per cent satisfied overall.
- When journey time was better than expected, 92 per cent were satisfied overall, but when worse than expected only 41 per cent were satisfied overall.
- Where road users experienced light traffic, 94 per cent were satisfied overall. Those caught in congestion were only 31 per cent satisfied overall.
- Where satisfied with roadworks management 79 per cent were satisfied overall. Overall satisfaction fell to 30 per cent among those dissatisfied with roadworks management.

with motorways and s England?



England (%)



*Roads managed by Connect Plus on behalf of Highways England

"Numerous delays for 5 miles including an accident. Warning signs not managed properly."

M27, Very dissatisfied

"No congestion, no roadworks, road was smooth. Weather was good, no accidents."

M1, Very satisfied

"Get the road works done - it's been 50 mph for too long - must be two years possibly..."

M20, Neither satisfied nor dissatisfied

"No problems on this journey, little to no delays this time."

A38, Very satisfied

"Vegetation overgrown rendering signage unreadable. Signage generally needs cleaning."

Fairly satisfied A27

Contact Transport Focus

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Facts about SRUS

- SRUS interviewing was suspended on 17 March 2020 due to Covid-19. This reduced the expected 8000-9000 responses for the 2019/20 year by approximately 500. However, 2019/20 whole year results remain comparable with 2018/19.
- 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.