

Wokingham Borough Council Transport and Highways Survey 2017



March 2018

Report prepared by
Snap Surveys

Snap Surveys

CONTENTS

- 1. INTRODUCTION..... 3
- 2. RESPONDENT PROFILE..... 4
- 3. SURVEY RESULTS..... 7

1. INTRODUCTION

Wokingham Borough Council commissioned Snap Surveys to analyse their Transport and Highways Survey. This report contains the research findings.

1.1. Background and objectives

Wokingham Borough is a busy place and, like the rest of South East England, it is getting busier. We have increasing numbers of people trying to get around; more schools, businesses and leisure opportunities to get to and, inevitably, more and more cars on our roads.

This growth is unavoidable, but the Borough Council is committed to ensuring it does not lead to gridlock and needs your help. Gathering views from local people will help Wokingham Borough Council make the right decisions on highways and transport priorities.

1.2. Methodology

The survey was designed by Wokingham Borough Council and available online via our website. Paper copies were also available at the Council offices at Shute End, all libraries and other locations across the borough, as well as at a number of community events.

The consultation was open from 30th October to 30th December 2017.

The principal contacts for the survey were Rebecca Bird at Wokingham Borough Council and Harriet Withall at Snap Surveys.

1.3. Analysis of results

Figures in this report are generally calculated as a proportion of respondents who answered each question – that is, excluding No Reply. Results to all rating scale questions are based only on those giving an opinion, i.e. excluding those answering Don't know / Not applicable / No opinion / Can't remember. Percentages in a particular chart will not always add up to 100%. This may be due to rounding, or because each respondent is allowed to give more than one answer to the question.

1.4. Structure of this report

The appendix contains a copy of the questionnaire.

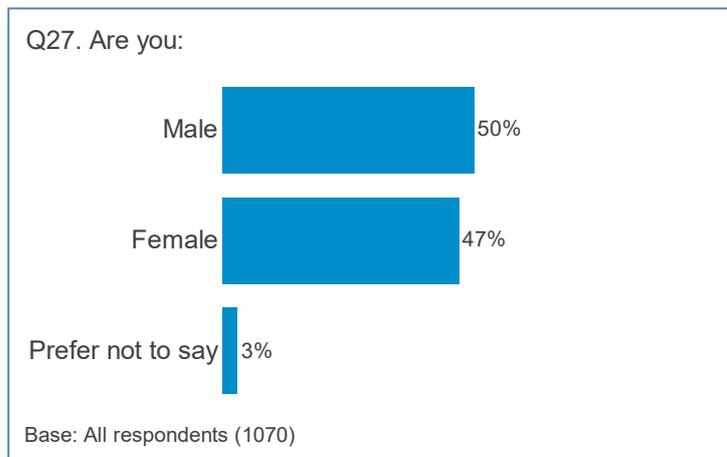
2. RESPONDENT PROFILE

2.1. Introduction

This section of the report profiles respondents by demographics (gender, age and location). It also looks at whether respondents own or run a business in Wokingham and how respondents heard about the survey.

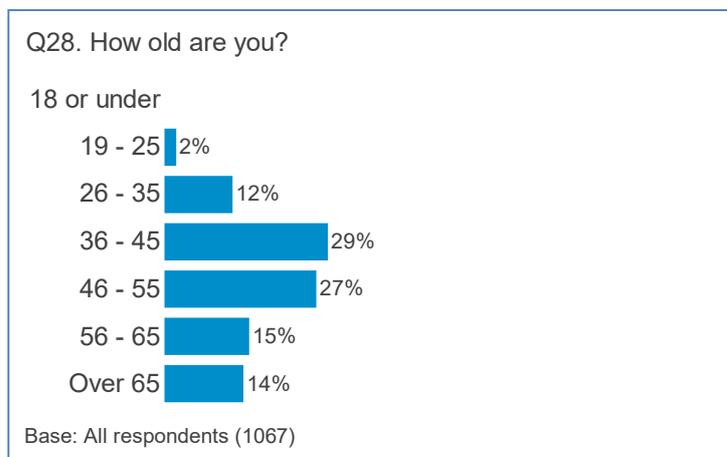
2.2. Gender

There was a fairly even spread of responses by gender, as can be seen in the chart below.



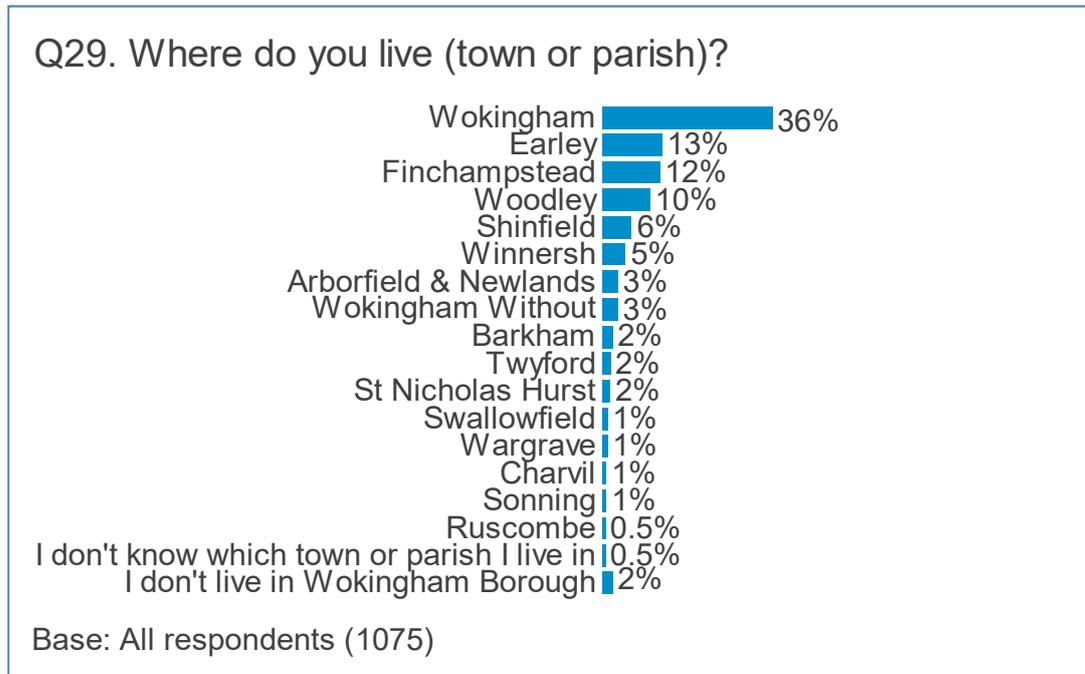
2.3. Age

The age profile of respondents can be seen in the chart below.



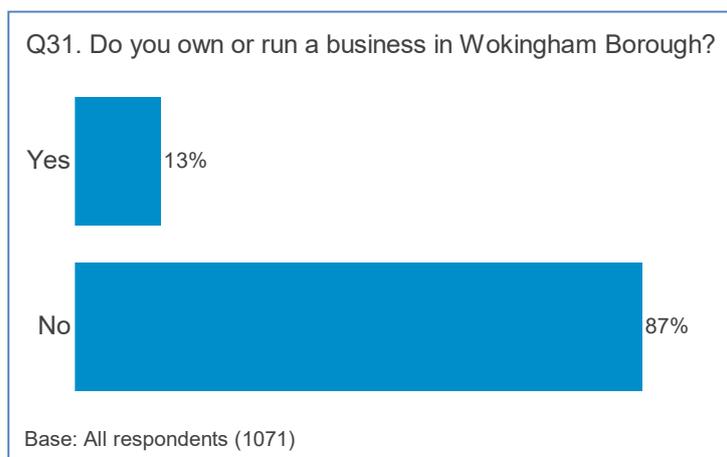
2.4. Area

36% of respondents live in Wokingham. The remaining respondents are spread across various areas as can be seen in the chart below. Only 2% said they didn't live in the Borough.



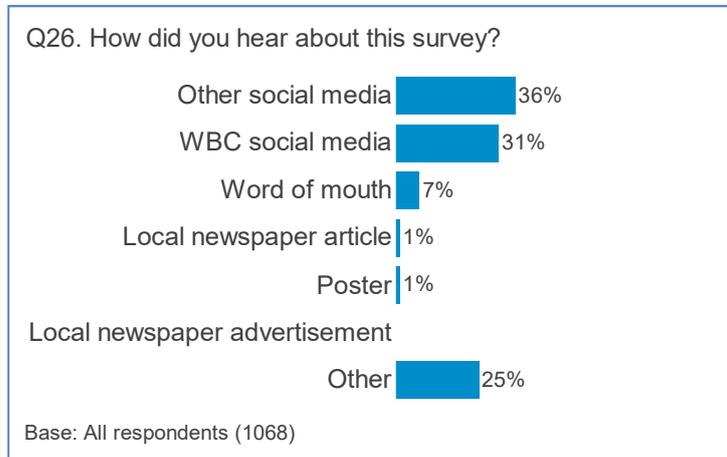
2.5. Own/run business in Wokingham Borough

13% of respondents said they own or run a business in Wokingham Borough.



2.6. How heard about survey

Around a third of respondents said they heard about the survey through social media, 67% through social media and a quarter heard via another method.



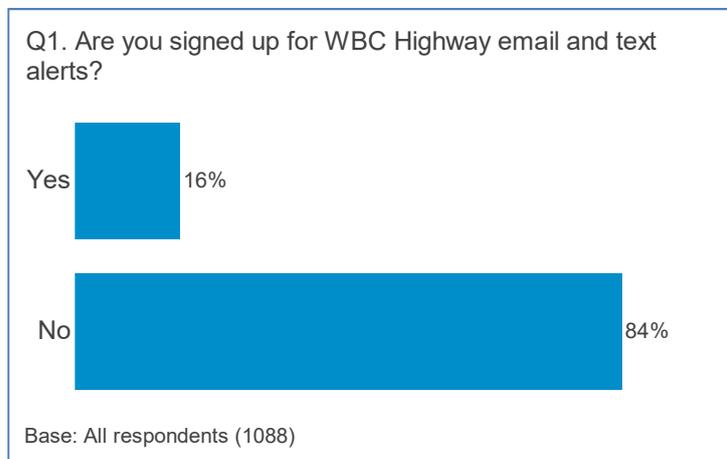
3. SURVEY RESULTS

3.1. Introduction

This section looks at awareness and use of WBC Highway email and text alerts, WBC web pages about road works and webpages for reporting highway problems. It also looks at how well informed people feel about highway projects and attitudes towards travelling in the Borough.

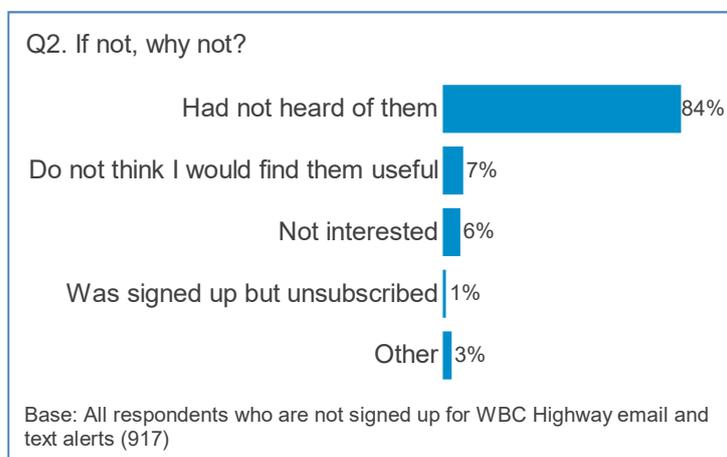
3.2. WBC Highway email and text alerts

Respondents were asked if they are signed up for WBC Highway email and text alerts. Only 16% of respondents said they were signed up.



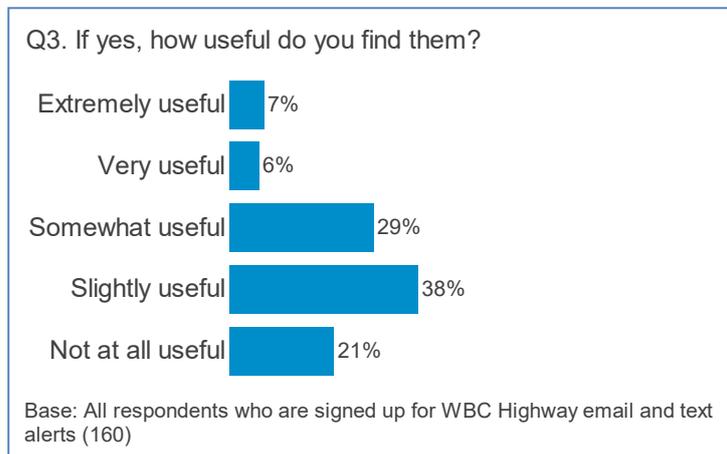
Registration to the WBC Highways email and text alerts increases with age (from 7% among those aged 26-35 up to 27% among those aged 65+).

Respondents who said they were not signed up to the WBC Highway email and text alerts were asked why not. The majority (84%) of respondents said they were not signed up because they had not heard of them.



Respondents aged 36-65 were most likely to say they hadn't heard of the service.

Respondents who were signed up to the alerts were asked how useful they find them. Only 13% said they found them very or extremely useful. 29% said they were somewhat useful, 38% found them slightly useful and 21% said they were not useful at all.

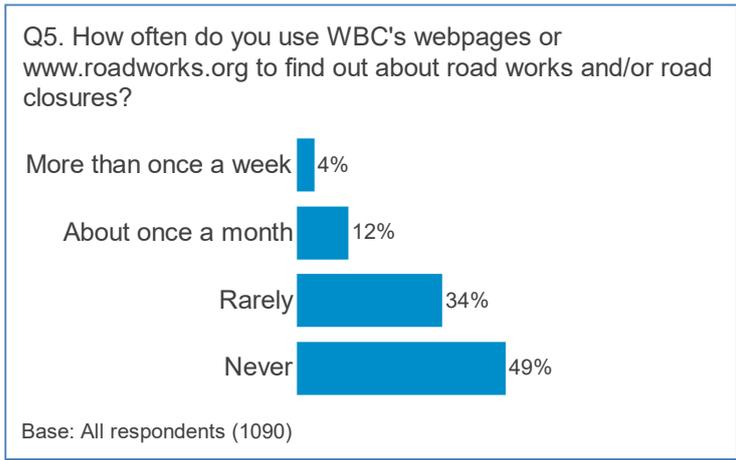


Respondents were asked to specify how the WBC Highway email and text alerts could be improved. Respondents would like:

- More frequent alerts on traffic jams and planned road closures
- More notification on planned roadworks
- Faster updates, more detail
- Include a link to the map

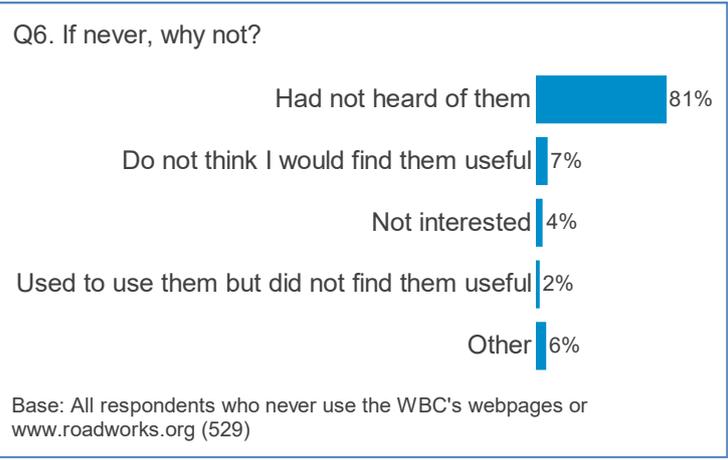
Use of WBC's webpages or www.roadworks.org

Respondents were asked how often they use WBC's webpages or www.roadworks.org to find out about road works and/or road closures. Only 4% said they use the webpages more than once a week and 12% use them about once a month. Around a third (34%) said they use them rarely and around half (49%) said they never use them.



Younger age groups were more likely to say that they never use the webpages or website compared with older age groups.

Respondents who said they never use WBC's webpages or www.roadworks.org to find out about road works and/or road closures were asked why. The majority (81%) said they had not heard of them.

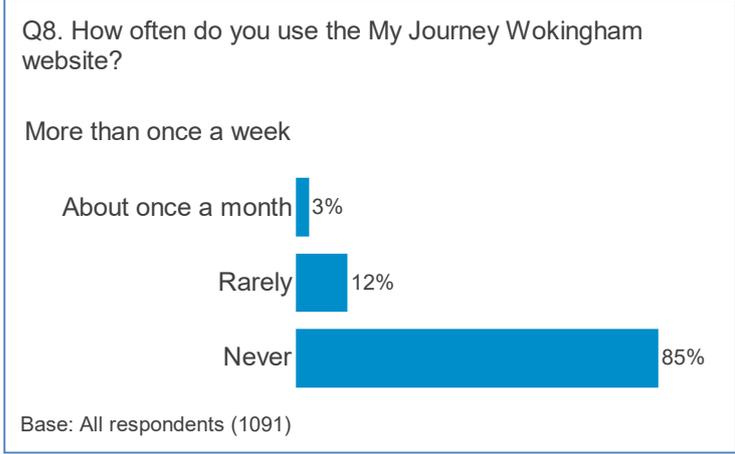


Those aged 36-45 (86%) and 46-55 (90%) were the age groups most likely to say they hadn't heard of the webpages/website.

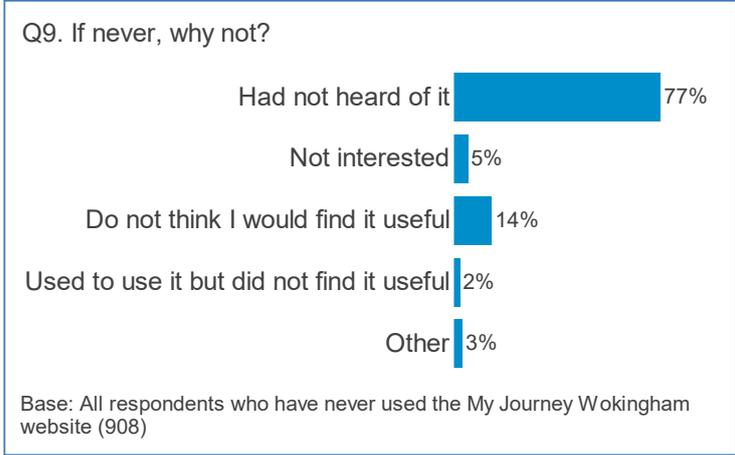
Respondents were asked to specify how WBC's webpages or www.roadworks.org could be improved. Respondents were unaware of the websites and suggested more should be done to "promote the existence of these resources". Respondents also suggested links should be easier to find on the website, Facebook alerts, up to date information and maps.

Use of 'My Journey' Wokingham website

Respondents were asked how often they use the My Journey Wokingham website. Only 3% said they used the website about once a month. 12% said they used it rarely and the majority (85%) said they never use it.

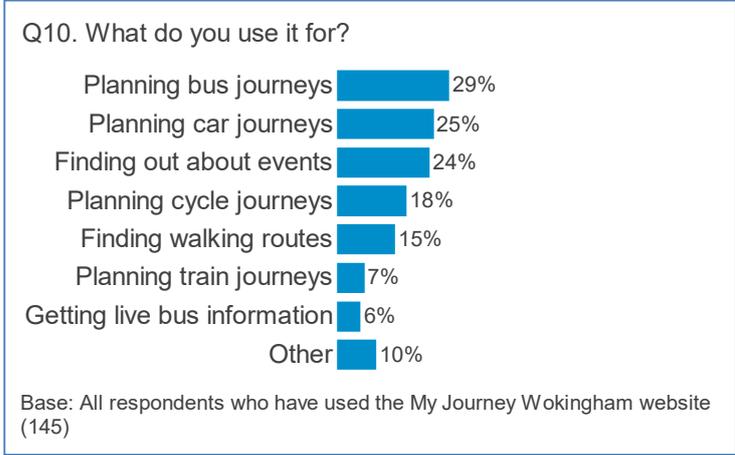


Respondents who never use the My Journey Wokingham website were asked why not. The most common reason was that they had not heard of it (77%). 14% said they did not think they would find it useful.



Respondents aged 26-55 were the age group most likely to say they had never heard of it.

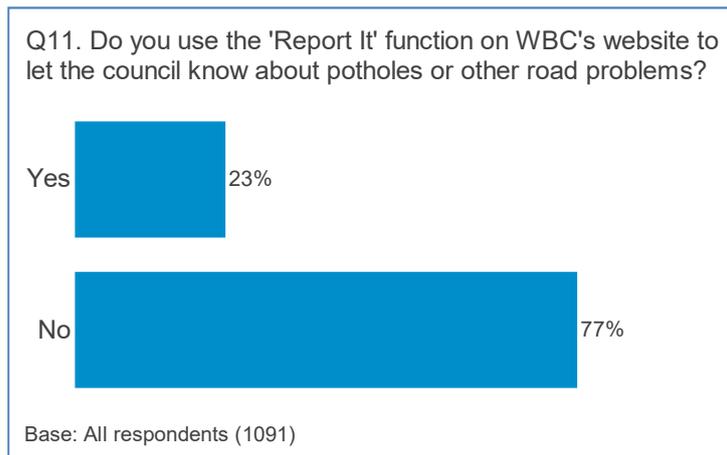
Respondents who do use the My Journey Wokingham website were asked what they use it for. The top 3 uses were planning bus journeys (29%), planning car journeys (25%) and finding out about events (24%).



There was little variation by subgroup other than those aged 56-65 being more likely than other age groups to say they used it to plan car journeys.

'Report It' function on WBC's website

Respondents were asked if they use the 'Report It' function on WBC's website to let the council know about potholes or other road problems. Around a quarter (23%) said they do.

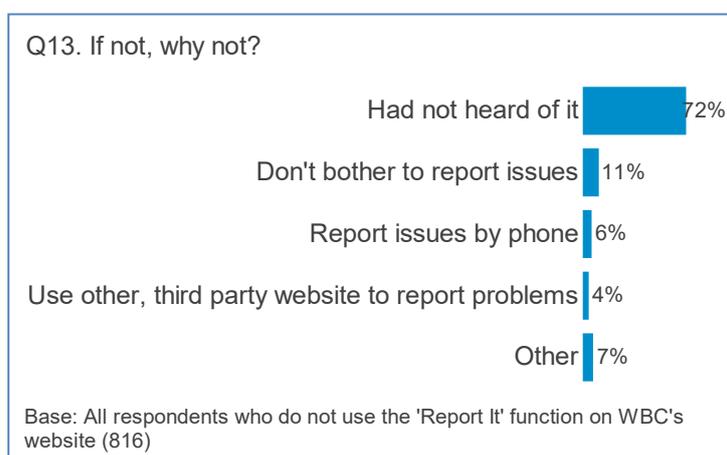


Respondents aged 56-65 were more likely to use the 'Report it' function than other age groups.

Respondents who use the report it function were asked to specify what they use it for. Respondents report problems with flytipping, potholes, streetlights and flooding.

Respondents were asked if they use any other methods to report issues. Respondents reported that they use Social media (Twitter and Facebook), telephone, email and Fix My Street.

Respondents who said they don't use the Report It function on WBC's website to let the council know about potholes or other road problems were asked why not. Almost three quarters (72%) said they had not heard of it.



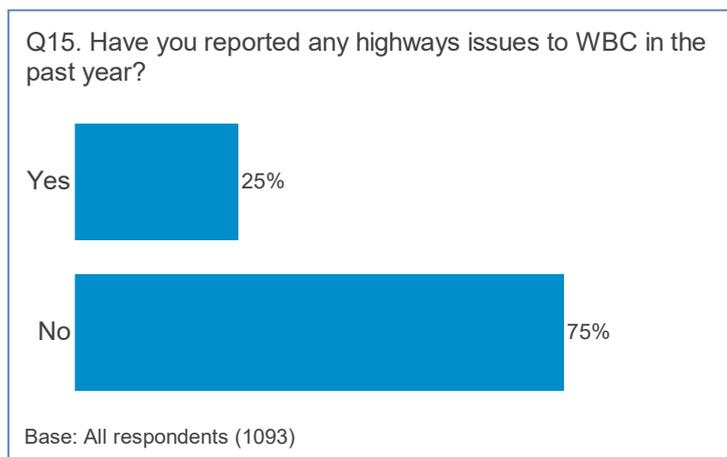
Results varied by gender:

- Males were more likely to say that they hadn't heard of it (76%) compared with females (69%)
- Females were more likely to say they report issues by phone (9%) compared with males (2%)

Those aged 55 and under were more likely to say they hadn't heard of it compared with those ages 56 and over.

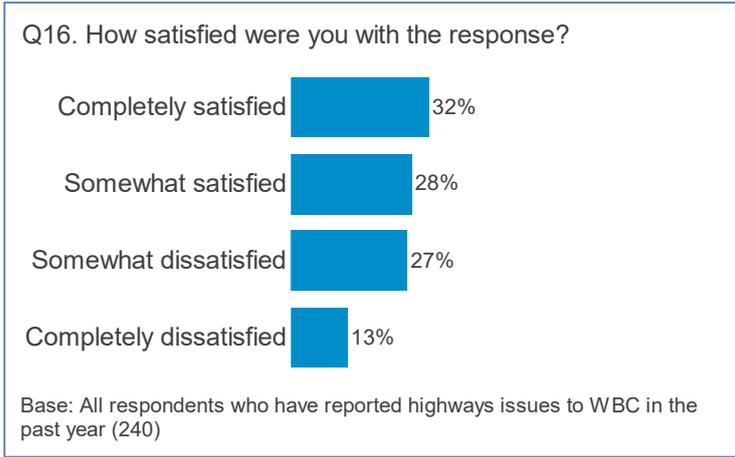
Reporting highways issues

Respondents were asked if they have reported any highways issues to WBC in the past year. A quarter (25%) said they had.



- Those aged 65 and over were more likely to say they have reported any highways issues to WBC in the past year (37%) compared with other age groups (10 – 30%)
- Respondents who use WBC webpages or the roadworks.org website more than once a week were more likely to have reported an issue (60%) than those who access once a month (37%)

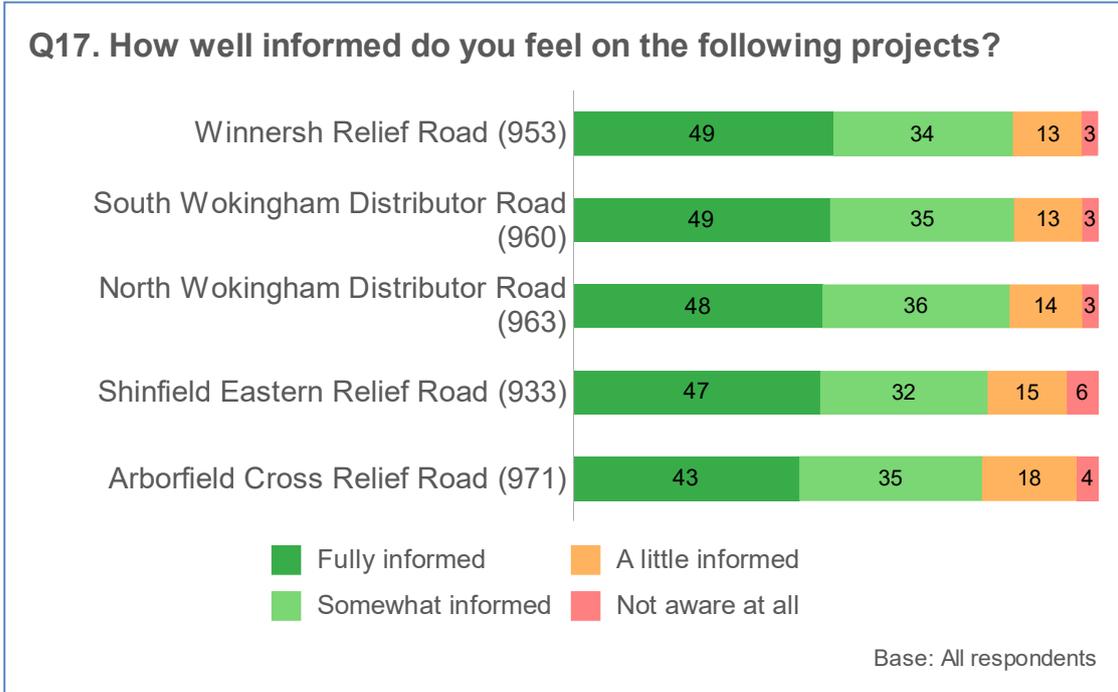
Respondents were then asked how satisfied they were with the response when they reported high ways issues to WBC. 60% said they were completely or somewhat satisfied. 40% said they were somewhat dissatisfied or completely dissatisfied.



Respondents were asked to explain their answer, including what was reported. Respondents who were satisfied with the response reported issues with speeding, street lighting, potholes and traffic lights. Respondents who were dissatisfied with the response reported issues with broken lights, streetlights, potholes and flytipping.

Feeling informed

Respondents were given a list of projects and were asked to rate how well informed they felt about each.



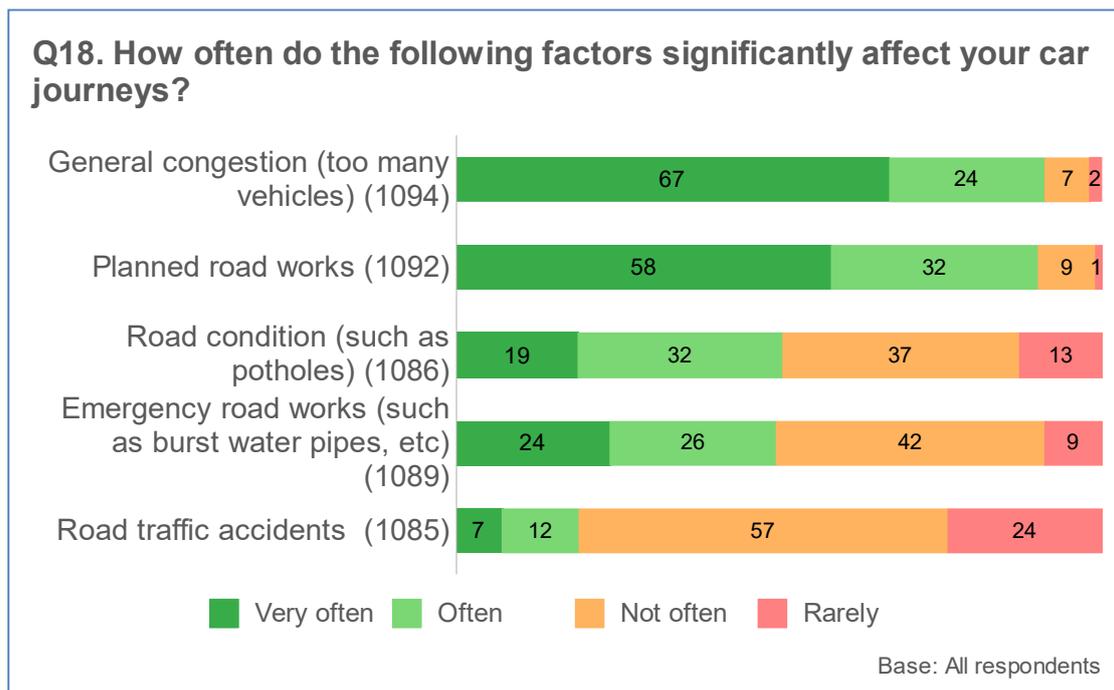
Results were fairly similar:

- 84% of respondents felt fully or somewhat informed about Winnersh Relief Road
- 84% of respondents felt fully or somewhat informed about South Wokingham Distributor Road
- 83% of respondents felt fully or somewhat informed about North Wokingham Distributor Road
- 79% of respondents felt fully or somewhat informed about Shinfield Eastern Relief Road
- 78% of respondents felt fully or somewhat informed about Arborfield Cross Relief Road
- Those aged 56+ were less likely to say they felt fully informed about the projects

Respondents were then asked to specify how they would like to be informed about these major projects. Respondents mentioned:

- Email alerts
- Facebook and social media
- Leaflets
- Post
- News items

Respondents were given a list of factors and were asked how often each significantly affected their car journey.



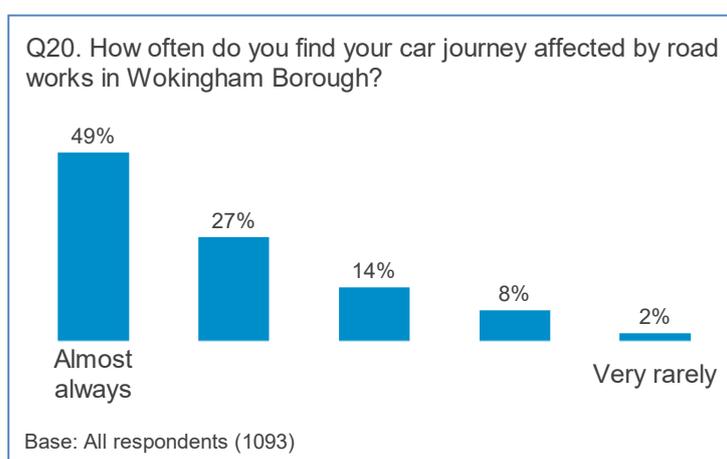
Results were mixed:

- 91% said that General congestion (too many vehicles) affected their car journey very often or often
- 90% said that Planned road works affected their car journey very often or often
- 50% said that Road condition (such as potholes) affected their car journey very often or often
- 49% said that Emergency road works (such as burst water pipes, etc) affected their car journey very often or often
- 19% said that Road traffic accidents affected their car journey very often or often
- Females were more likely than males to say they were very often or often affected by each factor

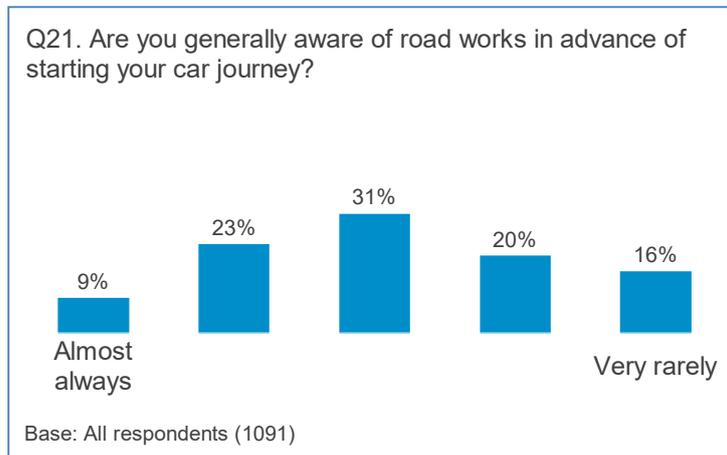
Respondents were asked to specify which specific road sections or junctions where congestion regularly affects their car journey. Respondents mentioned the following:

- Finchampstead Road
- Winnersh
- Reading Road
- Wokingham town centre
- A329

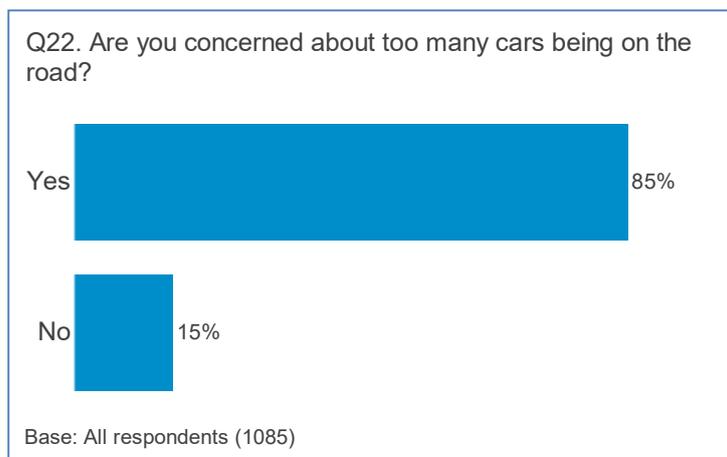
Respondents were asked how often they find their car journey affected by road works in Wokingham Borough using a scale of almost always to very rarely. Around half (49%) said they almost always find their car journey affected by road works in Wokingham Borough.



Respondents were then asked to rate if they are generally aware of road works in advance of starting their car journey using a scale of almost always to very rarely. Results were spread with only 9% saying they were almost always aware and 16% saying they were very rarely aware of road works in advance of starting their car journey. The remaining responses were spread with the peak in the middle of the scale for around a third (31%) of responses.

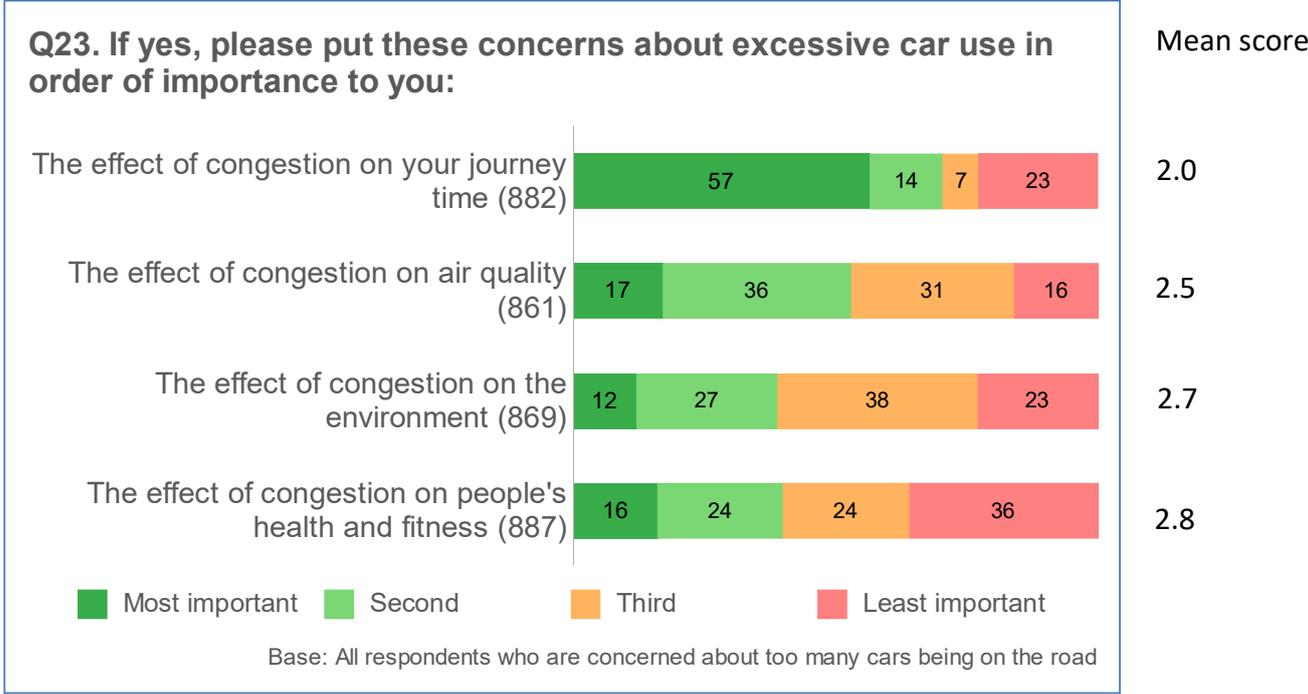


Respondents were asked whether they are concerned about there being too many cars on the road. The majority (85%) said they were concerned.



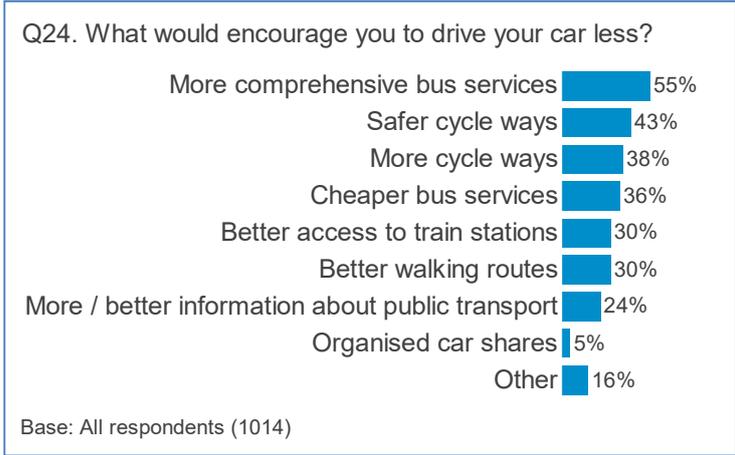
Females were more likely than males to say they are concerned about too many cars being on the road (88% vs 82%).

Respondents who said they are concerned about too many cars being on the road were asked to rate a list of concerns in order of importance. A score of 1-4 has been applied to help summarise the data (1 for most important and 4 for least important).



The most important concern was the effect of congestion on journey time which achieved a mean score of 2.0 and was ranked most important by over half of respondents (57%). The second most important concern was the effect of congestion on air quality with a mean score of 2.5 (17% rating it as their most important concern).

Respondents were asked what would encourage them to drive their car less. Around half (55%) said more comprehensive bus services, 43% said safer cycle ways, 38% said more cycle ways and 36% said cheaper bus service.

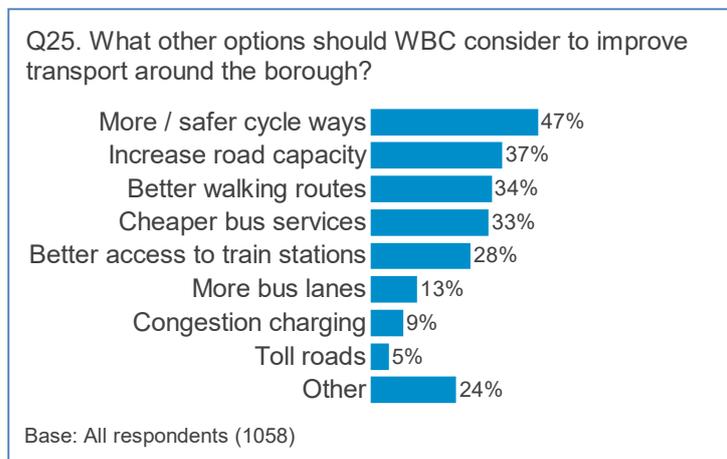


There were some significant differences when looking at subgroups:

- Results varied by gender, with females saying that the majority of suggestions would encourage them to drive their car less when compared with males.

- Respondents aged over 65 were more likely than younger age groups to say that a more comprehensive bus service would encourage them to drive their car less.
- Those aged 26-45 would be encouraged by better walking routes.
- Those aged 26-35 and over 65's would be encouraged with more/better information about public transport.
- Those aged 26-55 said safer cycle ways would encourage them to drive less.

Respondents were asked what other options WBC should consider to improve transport around the Borough. 47% said more/safer cycle ways, 37% said increased road capacity (which would have to be funded by new housing development), better walking routes (34%) and cheaper bus services (33%).



Again results varied by gender with females being more likely than males to say that WBC should consider more/ safer cycle ways, better walking routes, cheaper bus services and more bus lanes.