

Attitudes to Driving in Winter Weather

A report to the Highways Agency by MVA

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Summary

In November 2004, three focus groups took place to investigate the public's perception of travelling in severe winter weather conditions. We also added questions to the RUSS¹ questionnaire to gain quantitative data on winter weather driving behaviour.

Everyone who took part in the research had similar views on what weather conditions were 'severe winter weather' conditions, and the most commonly mentioned were fog; ice; rain; sleet and snow. People distinguished ordinary weather conditions, such as rain, from severe weather conditions, such as torrential rain, mainly on the basis of how much their visibility was reduced and for how long the condition continued.

Many people would continue to make their journeys despite severe weather conditions, and only a small proportion of the RUSS respondents said they would never travel in severe winter weather. The proportion was 10% of those aged 20-24, rising to 32% of those aged '65 and over'.

Many people have a good understanding of what they should take on a journey in severe weather conditions. All of the focus group attendees were able to give details of the additional items they would take on such journeys, and only 14% of the RUSS respondents reported that they would take no additional items with them. The most commonly mentioned items by the RUSS respondents were de-icer or windscreen scraper (69%); warm clothes (48%); and a blanket (40%). Whilst in practice, few would make all of the recommended preparations, most would do something to prepare for a journey. People are most likely to take precautions if their winter journey is, for them, unusual or long, although the effects of bad weather are not confined to unusual or long journeys.

Many believe that the Highways Agency's roads are prepared better for driving in severe winter weather conditions than are those of local authorities, and Agency roads are also perceived to have better emergency provision. If people do have concerns about travelling on Highways Agency roads in severe winter weather conditions, it is due to the high speed of traffic on motorways and having difficulties accessing the network from the local authority roads.

Although many said that they used sources of information when travelling in severe winter weather conditions, the majority would not change their travel plans until the day of the journey, or the day before the journey, if they heard a severe weather warning. On the whole, they would not rely on forecasts several days ahead, believing them to be unreliable, and would adopt a "wait and see" attitude: they would not cancel journeys a week in advance. In most cases, a warning would alert them to find out more information nearer the time, but this might be as simple as looking out of the window or ringing ahead to the destination to see what the weather is like there. People also look for clues on a journey such as whether on-coming cars have their lights on.

¹ RUSS is a continuous survey that measures awareness of and satisfaction with the Agency's services in England and other aspects of road users' experiences and perceptions. Each month we aim to interview 11 people in each of 19 randomly selected locations. We added an additional 10 questions about driving in severe weather at the start of October 2004 and they remained in the questionnaire until the end of March 2005 (see Appendix 1 for the questions). The three focus groups were to explore the issues in greater depth, and the topic guide is in Appendix 2.

The preferred source of information for many was the radio. This provided up-to-date information for the driver at both a national and local level, and could be used before starting a journey and during a journey.

Finally, in all cases, the attendees believed that 'their' type of traveller is the most prepared for travelling in severe winter weather conditions. For example the older drivers see themselves as the most experienced because they had been driving the longest; intensive business travellers saw themselves as practised drivers who made checks to the vehicles on a regular basis and usually had new company cars with break-down cover. Family travellers, those who travelled with children, were used to making preparations for any journey with the children, and therefore thought they would be more prepared for a journey in severe winter weather conditions as preparation was routine to them. All groups were able to highlight 'other' types of driver who would not be well prepared for driving in such weather conditions.

1 Introduction

1.1 Background

1.1.1 The Highways Agency asked MVA to examine people's attitudes towards and perceptions of driving in severe winter weather conditions. We undertook both qualitative and quantitative research to gain a greater understanding of people's perceptions, and this report presents these findings.

1.1.2 As part of the quantitative research, we added 10 questions about driving in winter weather conditions to the Road Users' Satisfaction Survey (RUSS)² during the winter months. This report presents the findings of the data collected between October 2004 and March 2005.

1.1.3 In total, we interviewed 1261 members of the public as part of RUSS between October 2004 and March 2005. Each month we weighted the data by age, sex, working status, Highways Agency region, and Government Office region, and this means that the data are representative of the population as a whole.

1.1.4 Of the 1261 respondents, 136 had not travelled on a Highways Agency motorway or trunk road during the previous 12 months, so we did not ask them the questions relating to winter weather driving conditions. This therefore means that the maximum number of responses analysed is 1125.

1.1.5 In addition, we conducted three focus groups with members of the public in Ilkeston at the end of November 2004, to explore the issues in greater depth. The groups consisted of:

- Older limited drivers (10 attendees – five male and five female);
- Secondary travellers or people who travel with children (eight female attendees); and
- Intensive work related travellers (eight attendees – four male and four female).

In total, 26 members of the public attended the focus groups. A copy of the topic guide for the groups is in Appendix 2

1.2 Structure of this report

1.2.1 This report begins by describing people's experiences of travelling in severe winter weather and continues by looking into people's attitudes towards travelling in such conditions. Chapter 4 considers how drivers and passengers prepare their cars for a winter journey, and the additional items they take with them when travelling in severe winter weather. Chapter 5 examines the different sources of information people use before and during their journeys,

² RUSS is a continuous survey that measures awareness of and satisfaction with the Agency's services in England and other aspects of road users' experiences and perceptions. Each month we aim to interview 11 people in each of 19 randomly selected locations. We added the additional 10 questions about driving in severe weather at the start of October 2004 and they remained in the questionnaire until the end of March 2005 (see Appendix 1 for the questions).

and finally, chapter 6 examines how safe people think they would feel if they broke down in severe winter weather.

1.2.2 Throughout this report, we provide illustrative quotes from the focus groups. The definition of each group³ is as follows:

- Group One refers to the attendees in the ‘older limited traveller’ focus group;
- Group Two refers to the attendees in the ‘secondary travellers or those who travel with children’ focus group; and
- Group Three refers to the attendees in the ‘intensive business’ focus group.

1.2.3 Wherever possible, we have discussed topics from both a qualitative and quantitative perspective, and made comparisons between the different data sets.

³ A full specification for the groups is in Appendix 2

2 Experiences of travelling in severe winter weather

2.1 Introduction

2.1.1 This first chapter looks at people's experiences of travelling on Highways Agency roads in severe winter weather conditions. It begins by identifying people's definitions of 'severe winter weather' (as found in the focus groups) and highlights what makes a weather condition 'severe'. It then continues by looking at which weather conditions people travelled in last winter.

2.2 Defining 'severe winter weather'

2.2.1 At the start of the focus groups, the attendees were asked what weather conditions they considered to be 'severe winter weather'. In most cases, the groups were fairly consistent in what constitutes such a weather condition, as well as what makes an ordinary weather condition (such as rain) become a severe weather condition. The suggested winter weather conditions included:

- fog;
- ice or black ice;
- rain (torrential and heavy);
- sleet; and
- snow.

2.2.2 Black ice was highlighted as being a particularly dangerous winter condition because it gave no warning to drivers. This meant that that drivers were less prepared for it than if they came across snow or heavy rain.

"Black ice is the worst." (Female, Group 3)

"If there's snow on the road, they [drivers] automatically go slower. But if you can't see it ..." (Female, Group 2)

2.2.3 Similarly, fog was also seen as a dangerous weather condition because there was no way to treat the roads and make them safer for drivers.

"Fog is the most dangerous for me on motorways, because during snow and ice, motorways have all been treated, so my highest risk of danger would be on motorways in fog." (Female, Group 1)

2.2.4 Alternatively, others believed the roads were at their most dangerous when the worst of weather had passed, but the roads are still affected by the conditions.

"Slush is the worst ... when the snow defrosts and then you get the ice." (Female, Group 2)

2.3 Defining 'severity' of winter weather

2.3.1 For most attendees, the extent to which a condition was 'severe' was largely based on visibility (*"Lack of visibility."* Female, Group 3). If a weather condition

made it difficult to see, then a greater amount of concentration was required, and this made drivers more tired.

2.3.2 Drivers in Groups One and Two also said that they felt there was a greater risk to their safety when visibility was reduced. However, this was primarily due to the behaviour of other drivers, rather than the weather condition.

2.3.3 Many of the older limited drivers complained of people who did not drive at a suitable speed in severe weather conditions. This adds a further dimension to what makes them feel unsafe when driving in severe winter weather.

“Yeah ... it is visibility I think, is the main thing, the major issue about it. And it tends to be the faster you go, the worse it is.” (Female, Group 1)

“The others are just whizzing past me, and you think ‘how the hell do they see where they’re going, ‘cos I cannot’.” (Female, Group 1)

“I see people that get themselves in a mess on the road, because they don’t know how to react to a front wheel skid and they don’t know how to react to a rear wheel skid.” (Male, Group 1)

2.3.4 These opinions were also supported by people in the other two groups who agreed that it was not only the weather that made driving difficult or unsafe.

“It’s not just the weather though; it’s other road users as well.” (Male, Group 3)

2.3.5 In addition to visibility and personal safety, the attendees in Group Two agreed that a weather condition could also be described as severe if it affects the condition of the road.

“It’s when it actually affects the roads and makes them slippery.” (Female, Group 2)

2.3.6 Travelling was also perceived as being at its most difficult during dusk and dawn as the twilight made it difficult to see. Low winter sun can also cause problems with visibility.

“I don’t like twilight.” (Female, Group 1)

“Or night time is worse.” (Male, Group 1)

“It’s dark of course earlier, and when you’re driving in the darkness it’s not anywhere near as enjoyable or as safe, I don’t think, as in daylight.” (Male, Group 3)

2.4 Travelling in severe winter weather last winter

2.4.1 In many cases, the attendees of the focus groups said that they disliked travelling in severe winter weather. Even confident drivers said that such weather conditions made them feel nervous or anxious.

- 2.4.2 The RUSS respondents were asked to list which severe weather conditions they travelled in last winter. From table 2.1, it is possible to see that the most common weather condition that people travelled in was heavy rain (46% of respondents). All of the other weather conditions were experienced by about one third of the respondents, with values ranging from 29% to 37%. A further 41% of the respondents said that they would never travel in severe winter weather.
- 2.4.3 In most cases there is very little difference between the responses given by males or females. The most noticeable difference in the table is for travelling in fog, whereby 38% of males travelled in this condition last winter compared to just 26% of female respondents.

Table 2.1 Weather conditions people travelled in last winter by gender

	Male (%)	Female (%)	Total (%)	Base*
Fog	38	26	32	543 / 579
Heavy rain	51	42	46	542 / 580
Wind	40	34	37	543 / 579
Snow	34	30	32	542 / 580
Ice	34	25	29	542 / 580

* The first number is for males and the second number is for females.

NB: The percents do not total 100 because people could give more than one answer

- 2.4.4 Table 2.2 below, presents the same results as table 2.1, but this time the results are shown with a breakdown by age. It is possible to see that for each of the weather conditions, the most likely groups to continue to travel are those aged 25 - 34 years or 35 - 44 years. Meanwhile the least likely groups to travel are those aged 18 - 24 years or those over the age of 65 years.
- 2.4.5 Of those who would never travel in severe winter weather conditions, 32% are 65 years and over⁴.

⁴ The RUSS respondents who said that they would never travel in severe winter weather were not required to answer any further questions on winter weather. Therefore, from this point onwards, the maximum number of responses analysed is 666.

Table 2.2 Weather conditions people travelled in last winter by age

	Fog (%)	Rain (%)	Wind (%)	Snow (%)	Ice (%)	Would not travel (%)
18 - 24	10	11	10	11	11	10
25 - 34	29	24	24	28	27	14
35 - 44	21	22	24	26	24	18
45 - 54	18	20	20	17	18	14
55 - 64	14	14	16	11	12	12
65 +	8	7	7	8	8	32
Base	355	521	411	355	328	457

NB: Due to rounding, not all percents total 100

3 Attitudes towards travelling in severe winter weather

3.1 Introduction

3.1.1 This chapter looks at people's attitudes towards driving in severe winter weather conditions. It begins by looking at how people change their travel plans once they are aware of a severe weather warning, as well as how these decisions change according to who they are travelling with. It then looks at the respondent's preference for travelling on either motorways or trunk roads in severe winter weather, and finally considers the perceived driving behaviour of a variety of different driver groups.

3.2 Changing travel plans

3.2.1 Both the RUSS respondents and the focus group attendees were asked how hearing a severe winter weather warning affected their travel behaviour.

RUSS analysis

3.2.2 Just over half of the respondents (51%) said that they would continue to make their journey despite hearing a severe weather warning. Meanwhile, a quarter of the respondents (25%) said they would wait for the weather to improve, and a further quarter (22%) said they would cancel their journey.

3.2.3 Whilst there is very little difference between the number of males and females saying that they would wait for the weather to improve, it appears that females are more like to cancel their journey whilst males are more likely to continue to make their journey by car.

Table 3.1 How respondents would change journey plans upon hearing of severe weather

	Male (%)	Female (%)	Total (%)
Continue to make journey by car	58	43	51
Cancel journey	18	31	25
Wait for the weather to improve	23	22	22
Use public transport instead	1	4	2
Base	339	327	666

NB: Due to rounding, not all percents total 100

Focus groups

3.2.4 For many of the attendees, the decision to travel in severe winter weather largely depended on the purpose and necessity of a journey. They would also take into consideration the length of the journey and its location (including both the origin area and the destination area). These latter points were particularly true for the intensive business travellers.

3.2.5 The attendees in the intensive business group were the most likely group to say that they would continue to travel in severe winter weather. They would possibly stay at home if it was a social journey, but most work-related journeys were required to take place whatever the weather. Snow was the only weather condition that would stop attendees in this group from travelling, but only if it was physically impossible to travel rather than as a matter of choice. More

often than not, attendees in this group were sceptical of the weather forecasts, so even if they heard a severe weather warning, many would wait until the day of their journey to make a decision about travelling.

“Well you wouldn’t believe the weather warning anyway because they’re always wrong.” (Male, Group 3)

“If you look out and you can’t see out because the snow’s up to your bedroom window then you think no I won’t go.” (Male, Group 3)

- 3.2.6 Attendees in the group of secondary travellers or those travelling with children were the least likely to travel in severe weather conditions. However, the purpose of the journey would be the deciding factor, as it was for the intensive business travellers. Many were also reluctant to take their children out in winter weather if they had a choice.

“I wouldn’t take the children in the car in severe weather.” (Female, Group 2)

“If there are idiots about on the road, I get my husband to pull over and wait. Maybe I’m over-cautious but you don’t want to chance their lives, do you?” (Female, Group 2)

- 3.2.7 Finally, the attendees in the older limited group said that they would need to take into consideration the length, necessity and purpose of the journey, as well as the possibility of using alternative modes of transport, before making a decision to travel in severe winter weather. Similarly to the intensive business travellers, many of the older limited traveller group agreed that journeys for leisure were easier to cancel than work-related journeys⁵.

“No. As I say, unless it was a life and death thing, you’d put it off.” (Female, Group 1)

“For me, it would be time constraints. If you’re working, and you’ve promised to see your mother, your aunt or your brother, sister, kids or whatever on a Saturday, you’ve only got that Saturday to go. So if you’re a confident driver, you risk the conditions.” (Male, Group 1)

- 3.2.8 Overall, though, attendees in all three groups identified similar situations when it might be necessary to travel in severe winter weather. These included emergencies (such as hospitals or funerals); when others are relying on a lift; and holidays. Other journeys were usually more flexible.

3.3 Reasons to change their decisions

- 3.3.1 Table 3.2 illustrates that RUSS respondents were most likely to change their decision to travel if they were travelling with children (17% of respondents).

⁵ The majority of the older limited travellers were recruited on the basis that they no longer worked full time. Therefore, some of their perceptions on the importance of work-related travel came from the attendees who did still work, and others’ perceptions came from their previous experiences when they used to work.

This was followed by 'specific weather conditions' (14% of respondents) and 'making a longer journey' (11% of respondents).

3.3.2 Similarly to previous tables, there are few differences between the responses given by male and female respondents.

Table 3.2 Extent to which their decisions would change under different circumstances

	Male (%)	Female (%)	Total (%)
Making a longer journey	10	11	11
Making a shorter journey	5	11	8
Travelling alone	4	5	4
Travelling with children	17	18	17
Experience specific weather condition	13	14	14
Base (for each of these statements)	338-339	325	663-664

NB: The percents do not total 100 because people could give more than one answer

3.3.3 The focus group attendees were also asked whether their decision to travel or not would change under different circumstances. In most cases, the attendees reported that they would feel safest, and therefore more likely to travel, if they were travelling by themselves. This was primarily due to the attendees not wanting to be responsible for other people and not putting their passengers at risk.

"Well no, before I had him [her baby], I know it sounds a bit daft, but I didn't really have a fear factor. But now I think well there's somebody else to think about." (Female, Group 3)

"I'd prefer not to have a car full, driving in adverse conditions." (Male, Group 1)

3.3.4 In addition to travelling with others, travelling with children in severe winter weather was specifically seen as adding to the danger. This was primarily due to the 'distraction' children can cause, and this was unwanted when driving in severe winter weather, which requires maximum concentration ("*Children can be very distracting.*" Female, Group 1). The secondary travellers also said that they would be more cautious if travelling with children due to the sense of responsibility for their safety.

3.3.5 As passengers rather than drivers, the secondary travellers always said that they trusted the driver, but this would not stop them being apprehensive about travelling in severe winter weather.

3.4 Preference for motorways or trunk roads

3.4.1 In slightly different ways, the RUSS respondents and the focus group attendees were asked whether they had any preference to travelling on Highways Agency motorways or trunk roads in severe winter weather.

- The RUSS respondents were asked whether they were more or less likely to travel on each type of road once they had begun their journey; and
- The focus group attendees were asked whether the journey was more or less likely to take place if they had to travel on a Highways Agency motorway or trunk road.

3.4.2 Table 3.3 shows that the RUSS respondents were more willing to travel on motorways (30%) in severe winter weather than on trunk roads (20%). The proportions who said they were less likely were fairly similar for both types of roads (9% motorways and 10% trunk roads).

Table 3.3 Extent to which people are more or less likely to travel on motorways or trunk roads after hearing a severe weather warning

	Motorways	Trunk roads
More likely	30	20
No change	62	70
Less likely	9	10
Base	335	332

NB: Due to rounding, not all percents total 100

3.4.3 In the focus groups, there were mixed opinions about travelling on motorways and trunk roads in severe winter weather conditions and often there were positive and negative attributes attached to each type of road. In particular, whilst motorways can often be better prepared for severe winter weather, the speed that people travel at often adds to their perceived danger.

“Motorways are better prepared for weather conditions.” (Female, Group 3)

“I still think in adverse weather conditions people just do not slow down and so I think in that respect motorways can be just as dangerous, even though they’re clearer. On trunk roads people do tend to slow down.” (Female, Group 3)

“I think that it’s swings and roundabouts.” (Female, Group 3)

3.5 Individuals’ travel behaviour

3.5.1 When attendees in each of the focus groups were asked what sort of people were best prepared for travelling in severe winter weather, without fail each group considered themselves to be the best prepared for travelling in such conditions.

Older drivers felt they had more driving experience, and more experience of severe winter weather. These experiences meant they had better knowledge of appropriate preparations and knew what precautions to take.

“As you get older, you gain by experience. You learn by your mistakes.” (Female, Group 1)

"I've got a fold up shovel in my boot and it stops there 365 days a year. There's always a beach blanket in the back." (Female, Group 1)

Intensive business travellers considered themselves more confident and experienced drivers, and are used to making mechanical checks to their car on a regular basis.

"If you're going on a long journey the first thing you do is look at your tyres, oil, water, petrol." (Female, Group 3)

Secondary travellers or those who travel with children said they were used to preparing for journeys with the children, and therefore they were better prepared than other drivers whatever the weather.

"I think you're always going to be more cautious having your kids in the back of the car. I mean I'm a fairly careful driver anyway but I'm more aware when [I'm with the children], I think you've just got to be safer because they're your kids, you want to keep them safe. You're not going to go leering around in the snow." (Female, Group 2)

3.5.2 It will be important to consider how to get safety messages across successfully to each group. Because each group of drivers currently thinks they are the best prepared for poor conditions it is possible that they may not think that the messages are relevant to them.

3.6 Travel behaviour of others

3.6.1 In many cases, it was not the weather that caused the problems, but the behaviour of 'other' drivers (as shown in paragraph 2.3.3). They never saw drivers from a similar background (ie other attendees in their group) as the problem, and instead each group could identify key groups in society that caused problems in severe winter weather. Examples of 'problem' drivers included:

- young drivers or 'boy racers' (often over-confident and inexperienced);
- lorry drivers ('rule the road' and aggressive drivers);
- 'sales people' (have to make deadlines/pressure on achieving arrival times);
- older drivers⁶ (have slower reactions, less confident, nervous, drive slowly);
- motorcyclists; and
- drivers who lack confidence.

⁶ Older drivers were mentioned by all three groups, including the group who were recruited as 'older drivers'. However, in the case of the attendees in the older limited travellers group, they did not think that they were a problem when driving in severe winter weather, but instead, it was drivers older than themselves that caused the problems.

3.6.2 In particular, the older limited drivers suggested:

- *“The young bloke who passes his test and then goes off.”* (Male, Group 1)
- *“I don’t think high mileage necessarily makes you a better driver.”* (Male, Group 1)
- *“A lot of car drivers are under a lot of pressure, because they’ve got to make appointments and I think that’s dangerous.”* (Male, Group 1)

3.6.3 The secondary travellers and those who travel with children suggested:

- *“I’d say definitely the elderly.”* (Female, Group 2)
- *“Well, there’s boy racers. Well, girl racers as well.”* (Female, Group 2)
- *“Yeah, and there’s lorry drivers as well.”* (Female, Group 2)

3.6.4 The intensive business travellers suggested:

- *“I think it’s older people.”* (Female, Group 3)
- *“Caravaners that tow once a year.”* (Female, Group 3)
- *“The boys yeah, in the Peugeot 206s or whatever.”* (Female, Group 3)

4 Preparations for travelling in severe winter weather

4.1 Introduction

4.1.1 This chapter looks at the extent to which people make preparations before setting off on journeys in severe winter weather. It begins by looking at preparations people make to their vehicle, and this is then followed by considering the additional items that are taken on journeys when severe winter weather is expected.

4.2 Vehicle preparations

4.2.1 Both the RUSS respondents and the focus group attendees were asked if they would make any preparations or checks to their vehicles.

RUSS analysis

4.2.2 Table 4.1 illustrates that the most common checks that take place are checking the anti-freeze and the water (58% and 55% of the sample), and 53% reported that they would check the oil. The least likely vehicle preparations were fitting snow tyres and snow chains (both are done by 3% of the sample).

4.2.3 In addition to the options in the table, eight further respondents said that they would also check their tyres, and two respondents said they would check their windscreen wipers before setting off on a journey in severe winter weather.

Table 4.1 Vehicle preparations before travel

	Continue journey (%)	Wait for weather to improve (%)	Total (%)	Base*
Anti-freeze	56	62	58	336 / 147
Oil	51	56	53	336 / 148
Water	52	60	55	336 / 147
Fit snow tyres	3	3	3	336 / 148
Snow chains	4	1	3	336 / 148
Nothing	33	27	31	336 / 147

* The first number is for 'continue journey' and the second number is for 'wait to travel'.

NB: The percents do not total 100 because people could give more than one answer

Focus groups

4.2.4 All of the groups readily provided details of appropriate preparations for travel in severe winter weather, and in all cases they reflected the responses given in RUSS. Vehicle preparations included checks to the oil, water and tyres, as well as taking anti-freeze if there was a risk of winter weather.

"Make sure my washers are full up." (Female, Group 3)

"Anti-freeze." (Male, Group 3)

4.2.5 In most cases, the intensive business travellers carried out these checks weekly, so it was not the thought of severe weather but their general attitudes towards safe driving that made them do so.

“I think if you drive more professionally as well you would be better prepared. I would never go out without blankets in the boot and knowing how much petrol I’ve got and I’ve checked all the bits in the car, the oil and water and stuff, the tyres, the car’s serviced.” (Female, Group 3)

- 4.2.6 Similarly, the attendees in the other groups also made mechanical checks to their cars - although they did not do this as frequently as the intensive travellers, and often it would only be instigated by going on a long journey. On the whole though, it does not appear to be case that vehicle preparations are carried out any more during winter weather conditions.

“The tyres and your windscreen washer.” (Female, Group 1)

“Check your tyres have got enough air in and not too much air either, because some people put too much.” (Female, Group 2)

“You tend to do that anyway if you’re going on a distant journey, don’t you?” (Female, Group 2)

4.3 Provisions taken on the journey

- 4.3.1 The RUSS respondents and focus group attendees were also asked whether they would take any additional items with them when travelling in severe winter weather conditions.

RUSS analysis

- 4.3.2 The most common items that the RUSS respondents took with them when travelling in severe winter weather conditions were de-icer or windscreen scraper (69%) and warm clothes (48%). Only 14% said that they would take no additional items with them.
- 4.3.3 In most cases, there were very few differences in the responses given by those who said they would ‘continue to travel’ and those who said they would ‘wait for the weather to improve’. The biggest differences surround taking blankets and hot drinks - those who wait for the weather to improve are more likely to take a blanket or a hot drink with them than those who continue to make their journey.

Table 4.4 Provisions taken on the journey

	Continue journey (%)	Wait for the weather to improve (%)	Total (%)
Blanket	37	47	40
Food	30	37	32
Water	32	30	31
Hot drink	25	35	28
Warm clothes	43	60	48
De-icer / scraper	67	74	69
Nothing	16	10	14
Base	337-338	147-148	484-486

NB: The percents do not total 100 because people could give more than one answer

- 4.3.4 In addition to the responses given above, 17 respondents also said that they would take a spade with them and six would take Wellington boots. From the respondents who specifically said that they would 'continue to make their journey', two respondents reported that they would take a coat with them, two said they would take a torch with them, and one said they would take maps with them. Of the respondents who specifically said they would wait for the weather to improve, one respondent said that they would take their mobile phone with them.

Focus groups

- 4.3.5 Again, similar items were also suggested in the three focus groups. These included: food; hot drinks; coats; jumpers; blankets; mobiles; maps; Wellington boots; spades; first aid kits; and making detailed route plans.

"I mean, I make sure I've got my mobile when I'm in the car." (Female, Group 2)

"I would think you'd make sure you'd got a right nice thick coat and gloves and stuff with you." (Female, Group 2)

"The route preparation on maps, with the hotels and that on the route. Travel Lodges and all that kind of thing." (Male, Group 1)

"Flask of coffee or tea." (Female, Group 3)

"First aid kit." (Male, Group 3)

Taking de-icer was the only mentioned item that was specifically taken in severe winter weather.

- 4.3.6 The main difference between the RUSS results and the focus group information is that whilst only a proportion of the RUSS respondents said that they would make each of the preparations and a reasonable number said they would make no preparations at all, in the focus groups all of the respondents said that they would make vehicle preparations and take additional items with them all year round. They seemed to be agreeing with what they should do rather than reporting what they normally did.

5 Sources of information

5.1 Introduction

5.1.1 This chapter looks at the type of information people use when travelling in severe winter weather. It begins by looking at the types of information people use before setting off on a journey, as well as the types of information during a journey. It looks at the extent to which people trust the information on VMS, and finally, looks at how the information available to drivers encourages them to change their travel plans in severe winter weather.

5.2 Information before the journey

5.2.1 From carrying out the focus groups, it is clear that the main objective in receiving information is to allow the driver to know whether or not the journey can be completed. This therefore supports the decision to travel or not, as discussed in chapter 3.

“Don’t want to get half way there and find that it’s a total waste of time.”
(Female, Group 1)

“[Need to know if] there’s an accident and the road’s blocked.” (Female, Group 2)

“Confirmation of the weather.” (Female, Group 3)

“Road works, God yeah.” (Female, Group 3)

RUSS analysis

5.2.2 Table 5.1 illustrates that when people are given a severe winter weather warning, they are most likely to use the television (49%) and local radio (48%) as information sources. Meanwhile, 18% reported that they would not look for any information at all – they would just set off.

5.2.3 In addition the responses given in table 5.1, the follow sources of information were also suggested by respondents:

- Teletext or Ceefax (five males and five females);
- AA or RAC (two males and one female);
- Satellite navigation systems (two males); and
- Text (one female).

Table 5.1 Information sources used before travelling

	Male (%)	Female (%)	Total (%)	Base*
Television	49	48	49	335 / 327
Internet	19	14	17	335 / 326
National Radio	33	22	28	335 / 326
Local radio	51	45	48	335 / 326
Telephone/mobile phone service	9	7	8	335 / 327
Nothing – just set off	17	18	18	335 / 326

* The first number is for males and the second number is for females.

NB: The percents do not total 100 because people could give more than one answer

5.2.4 Of those who said they would use the internet for information, the following websites were suggested:

- AA or RAC (by 11 respondents);
- BBC (by four respondents);
- National weather (by three respondents); and
- Streetmap (by one respondent).

Focus groups

5.2.5 In many cases, the attendees did not think that hearing a severe winter weather warning would in itself trigger an action, particularly if it was heard some time in advance of the journey. It seems more likely to serve as a prompt to search for further information. All of the groups mentioned similar sources of information that they would use prior to travelling, with radio and Teletext being the most common.

“You don’t have to do anything other than have the television on do you, or radio.” (Male, Group 1)

“There’s Teletext isn’t there, as well, where you can just pick it up.”
(Female, Group 2)

5.2.6 In addition to these available sources of information, ringing ahead to the destination point was also a popular way of finding out about the weather warning. This method also had the benefit of discovering it the weather condition was localised, and also gaining first hand information from a trustworthy source⁷.

“Good idea to ring where you’re going as well and just get first hand information from what it is, is it as bad as what they said or isn’t it as bad.” (Male, Group 1)

“I’ve rung the AA before.” (Female, Group 3)

⁷ It was often mentioned in the focus groups that the weather forecasts were incorrect, and therefore even if a severe weather warning was given, people may not always trust the ‘severity’ it.

5.2.7 The secondary travellers, particularly, used the news for information, whilst the older limited travellers preferred using national and local radio programmes in preparation. Both groups used Teletext or Ceefax.

5.2.8 The intensive business travellers were more varied in their sources, and reported using television, Teletext/Ceefax, the internet and ringing the AA or RAC. Overall, the internet was a relatively infrequently used information source.

5.3 Information during the journey

RUSS analysis

5.3.1 Once on the journey, the RUSS respondents' most commonly used source of information for details on the weather conditions was local radio (71%). National radio and VMS were also popular sources of information, although used by only about half as many people (42% and 27% of respondents respectively). A total of 10% of the respondents would not use any sources of information once on their journey.

5.3.2 In most cases there is little difference between the responses given by females and those given by males.

Table 5.5 Information sources used during the journey

	Male (%)	Female (%)	Total (%)
Local radio	71	71	71
National Radio	45	40	42
Telephone/mobile phone service	13	11	12
VMS road signs	29	26	27
Would use no sources	11	10	10
Base	336-337	318-319	655-656

NB: The percents do not total 100 because people could give more than one answer

5.3.3 In addition to the responses given above, the following sources of information were also suggested by respondents:

- Satellite navigation systems (two males);
- Television (one female); and
- Ring destination (one female).

Focus groups

5.3.4 Similarly, the attendees in the three focus groups also primarily used the radio as the main source of information while travelling in severe weather conditions. This source had the added benefit of RDS and traffic master programmes that could interrupt radio shows with up-to-radio weather and traffic information.

"I think a good thing is when you're on the radio and you turn the traffic master on." (Male, Group 3)

However, among the older limited drivers, there were differing views on whether it was better to use national or local radio for information.

- 5.3.5 Attendees in the older limited groups also said that they would observe the oncoming vehicles for information – for example, if they have their headlights on or have snow on them the driver knows that they need to take additional precautions on the roads ahead.

“Well you look at the traffic coming towards you, I mean, whether they’ve got their lights on or not and you haven’t, so you know they’ve met something you haven’t.” (Male, Group 1)

- 5.3.6 The intensive business travellers were the only group to mention using VMS as a source of information without being prompted.

5.4 Use of VMS

- 5.4.1 Both the RUSS respondents and the focus group attendees were asked about using VMS as an information source, and the extent to which they would trust the information given on them.

RUSS analysis

- 5.4.2 If a VMS recommended a driver to change route due to weather conditions, it appears that approximately half (49%) would leave the motorway at the next junction and the other half (43%) would continue on the motorways for as long as is safe. Very few respondents reported that they would continue to make the whole of their journey on the motorway (7%). These findings are presented in table 5.3 below.
- 5.4.3 Again, there is hardly any difference between the responses given by males and females, except that females are more likely not to risk staying on the motorway, and would generally leave the road at the next junction.

Table 5.3 Extent to which VMS encourage a change of route by gender

	Male (%)	Female (%)	Total (%)
Leave motorway at the next junction	45	54	49
Continue for as long as is safe	46	40	43
Continue journey on the motorway	9	6	7
Base	318	297	615

NB: Due to rounding, not all percents total 100

- 5.4.4 Table 5.4 presents the same information as table 5.3, but this time breaks down the results by respondent’s attitude towards travelling in severe winter weather. It is possible to see that those who say they would continue to travel by car despite hearing a severe weather warning are most likely to continue for as long as is safe when seeing a warning on a VMS. Whereas, those who say they would cancel the journey or wait for the weather to improve, are most likely to leave the motorway at the next junction once seeing a warning message on a VMS.

Table 5.4 Extent to which VMS encourage a change of route by attitude towards travelling in severe winter weather conditions

	Continue by car (%)	Cancel journey (%)	Weather to improve (%)
Leave motorway at the next junction	43	55	59
Continue for as long as is safe	46	42	39
Continue journey on the motorway	11	3	3
Base	321	151	142

Focus groups

5.4.5 Whilst no one in Groups One and Two (secondary travellers, travelling with children, and older limited travellers) actively mentioned VMS as a source of information, attendees in all three groups were relatively positive about them once prompted on the subject. Whilst attendees in Groups One and Two believed they would trust the information on a VMS if it warned them about severe winter weather ahead, the attendees in the intensive business groups were more sceptical and suggested that often the information on VMS is not accurate. In addition to this, many felt that the information that VMS gave is not always helpful because it is only minimal information.

“It’s all right telling you to come off at the next junction, but then what?”
(Male, Group 3)

5.4.6 The attendees in the older limited groups believed that whilst they would not divert off the motorway if the message said ‘queue ahead’, they would if the message said ‘severe weather ahead’. The main reason for this was the safety aspect, as they thought waiting in a queue is unlikely to cause any risk to their safety. In addition to this, they had seen the queue signs before, and they had been proved not to be accurate.

“Well, if there was a queue ahead, then very often, if you’re somewhere you don’t know, then you have little alternative but to carry on.” (Male, Group 1)

“If there’s going to be a queue ahead, perhaps I’m kidding myself, but I think I’m going to see it, and so it doesn’t matter if there’s a queue ahead as far as the safety aspect is concerned.” (Male, Group 1)

5.4.7 Attendees in the ‘secondary travellers and travelling with children’ group found it difficult to absorb all the information whilst driving on the motorway, particularly when having to pay extra attention to their driving because of bad weather.

5.5 Changing travel plans

5.5.1 Whilst there was a small proportion of RUSS respondents (13%) who said that they would not change their travel plans, the largest proportion of respondents (48%) say they would wait until the day of the journey to consider the weather warning, with a further 27% saying they would change their travel plans the day

before travelling. Only one respondent said that they would change their travel plans six or more days before they were due to travel.

Table 5.5 How far in advance would respondents change their plans to travel?

	Continue by car (%)	Cancel journey (%)	Weather to improve (%)	Total (%)
Four to five days	2	0	3	2
Two to three days	7	27	13	14
One day	26	33	30	29
Day of journey	38	37	50	41
Would not change	27	4	3	15
Base	164	85	92	341

5.5.2 Similar information also came from the focus groups, in which all of the attendees agreed that they would wait until the day of their journey before deciding whether to change their travel plans or not. This was primarily due to their belief that the weather can change suddenly, and their past experiences of weather forecasts being inaccurate or unreliable. However, whilst a severe weather warning might not trigger an instant reaction to cancel a journey, it did alert drivers to a potential problem, and gave them time to consider their options and find additional information nearer the time.

6 Safety issues

6.1 Introduction

- 6.1.1 This chapter brings together the main safety issues that the respondents discussed in relation to travelling in severe winter weather.

6.2 Feeling safe

- 6.2.1 All of the attendees said that they felt more scared or nervous when driving in severe winter weather (*"I don't think anybody feels safe when it's severe weather."* Female, Group 2) and this was primarily due to the fear of breaking down. Out of the three groups, only a couple of the attendees had experienced something going wrong on a journey in severe winter weather. However, this had not put them off driving in such conditions again.

"You're always frightened on a motorway, because you've got no room when the lorries are coming by you, when you're outside the car the noise of them is frightening. And in sleet and snow and dark, it's horrendous." (Male, Group 1)

- 6.2.2 Intensive business users were generally more rational in their views about safety. Whilst they admitted that they were more nervous when driving in severe winter weather conditions, they perceived it as just another situation to be prepared for and would deal with any scenarios as and when they happened. If they broke down, they had the reassurance that they all had mobile phones to call for help and company cars that came with AA or RAC cover. In addition to this, their cars were generally newer and they did not expect them to break down.

"I am in the AA, got full AA cover, mobile phones, and normally they'll be with you within an hour or so." (Male, Group 3)

- 6.2.3 The older limited drivers were particularly scared about breaking down. Whilst this was not particularly weather-specific (because they would also be scared of breaking down on a motorway in the middle of summer), the poor weather heightens their fear, as do the darker days in winter. If any of them did break down on a motorway in severe winter weather, all agreed that the safest thing to do would be to leave their car and call for help using a mobile phone.

"We all said we'd take extra clothing and everything wouldn't we. So you'd wrap up as warm as you could." (Female, Group 1)

"When you have a breakdown, especially if it's heavy traffic, we panic a bit. Everybody does. And you do things that you wouldn't normally do when you're thinking rationally." (Male, Group 1)

- 6.2.4 For the secondary travellers and those who travel with children, the safety of their children was very important. All of them said their first priority would be their children, and they would get them out of the car and safely up onto the bank before calling for help.

"Well, you've got to get your kids out, haven't you?" (Female, Group 2)

6.3 Provisions on motorways

- 6.3.1 All of the attendees agreed that being held up on a motorway or trunk road caused them more frustration rather than concern for their safety. This was particularly true for those travelling with children because children needed to be entertained.

"I hate sitting in traffic, so I'd much rather be moving [by taking a detour] but it doesn't get you there any quicker." (Female, Group 2)

- 6.3.2 All of the attendees responded positively to the hypothetical scenario of being stranded on a motorway and the possibility of being provided with food, drink or other facilities ("*Yeah you've got to have sustenance in a situation like that.*" Female, Group 3). However, they did all query the practicality of how such a service could be provided.

"Well I wouldn't get to it, for a start. A 20 mile queue of traffic and I'm in the middle." (Female, Group 1)

"But it could take you two to three hours to get it organised and get it to everybody, wouldn't it really?" (Female, Group 3)

- 6.3.3 In terms of providing the service to motorists, only the secondary travellers came up with a suggestion of who could provide it, and that was that the breakdown services.

"The breakdown services because they're going to be coming to you anyway, aren't they?" (Female, Group 2)

- 6.3.4 The older limited travellers were the only group that said they would be prepared to pay for such a service. All other attendees said that they already paid more than they needed to through road taxes.

"Oh yes [I'd pay for it]." (Male, Group 1)

"It should be free." (Female, Group 2)

"I can't see the Government [paying for it]." (Female, Group 3)

"I've not always got my purse on me." (Female, Group 3)

- 6.3.5 There were mixed views as to what is an appropriate time frame for when this service should start to be provided. Times ranged from 20 minutes up to three or four hours. It was also noted that if a driver or passenger was diabetic or epileptic, for example, their time scales would be much shorter than other drivers or passenger.

"I would say no more than two to three hours because then you start getting dehydrated." (Female, group 3)

"If you're a diabetic, it's a different situation. You can't be expected to wait two to three hours." (Male, Group 3)

6.4 Safety on motorways and trunk roads

6.4.1 There was mixed views as to whether group participants felt safest driving on motorways, trunk roads or local roads, with all attendees pointing out advantages and disadvantages to each type of road.

6.4.2 Motorways were considered to be better gritted in the winter weather conditions, and were also better serviced in the event of an emergency or break down.

“Motorways definitely. Because they are better looked after. The emergency provision is better. If you break down on a motorway somebody somewhere will spot you.” (Female, Group 3)

6.4.3 However, drivers were generally more familiar with their local roads, and were therefore more aware of which sections of roads need to be approached cautiously in severe winter weather. Against this, these roads were less likely to have been gritted.

6.4.4 Similar to previous issues on safety, the intensive business users had a more rational view on their safety and travel arrangements, and whilst they considered motorways to be better prepared for the winter weather, it was noted that if the local roads are not prepared for winter weather conditions, then drivers can not access the motorways.

6.4.5 For the secondary travellers and those who travel with children, they often felt safer on local roads because this implied a shorter journey on familiar roads. However, if there was snow on local roads or trunk roads, this could often turn to ‘slush’ and this was then seen as dangerous.

6.4.6 Older limited drivers put forward similar arguments, whereby they felt safer on the local, familiar roads, but then accepted that the motorways were more likely to be prepared for severe winter weather.

“[I would feel safest on] local roads I think. Then I wouldn’t be going very far would I?” (Female, Group 1)

“I’m always relieved when I get off a motorway.” (Male, Group 1)

Appendix 1 – Winter weather questions in RUSS

6.4.7 The following questions were incorporated into the RUSS questionnaire between October 2004 and March 2004, inclusive. The figures show what percentage of respondents gave each answer.

Winter weather questions

W1 Thinking back to last winter, did you make any journeys in the following severe weather conditions? (*Tick all that apply.*)

Fog	28%	Ice	26%
Heavy rain	41%	Never travel in severe weather (go to Q45)	36%
Wind	33%	Other (please state)	1%
Snow.....	28%		

W2 Suppose you were planning to make a journey this winter, like the one you described to me (**Q10**), using a Highways Agency motorway or trunk road. Just before you leave, you hear a severe weather warning. What would you do? (**use SHOW CARD Winter A**)

Continue to make journey by car.....	51%
Cancel the journey	25%
Wait for the weather to improve	22%
Use public transport instead.....	2%

W3 Would your decision be any different if you were (**use showcard Winter B**)

Making a longer journey	11%	Travelling with children.....	17%
Making a shorter journey	8%	Specific weather conditions.....	14%
Travelling alone	4%	NONE of these	47%

W4 (**Ask if W2 = 1**) If you continued to make the journey, would you be more or less likely to travel on a Highways Agency motorway or trunk road? (*Tick one box for motorways and one box for trunk roads*)

	More likely	No change	Less likely
Motorways	30%	62%	9%
Trunk roads	20%	70%	10%

W5 (**Ask if W2 = 1 or 3**) Would you (or another passenger) make any of the following checks to your vehicle before starting the journey? (**use showcard Winter C**)

Anti freeze	58%	Snow chains	1%
Oil	56%	None of these	27%
Water	60%	Other (please state).....	1%
Fit snow tyres	3%		

W6 (**Ask if W2 = 1, 3 or 4**) Would you take any of the following additional items with you due to the weather? (**Use showcard Winter D**)

Blanket.....	40%	Warm clothes	48%
Food	32%	De-icer/windscreen scraper	68%
Water	32%	None of these	15%
Hot drink	28%	Other (please state).....	3%

W7 Would you use any of the following sources of information before setting off? **(Use showcard winter E)**

Television	49%	Telephone/mobile phone service	8%
Internet (which site)	17%	None – just set	18%
National radio	28%	Other (please state).....	2%
Local radio	48%		

W8 Would you use any of the following sources of information during the journey ...? **(Use showcard Winter F)**

Local radio	71%	VMS road sign	27%
National radio	42%	None – just set	10%
Telephone/mobile phone service	12%	Other (please state).....	2%

W9 **(Do not ask if W2=4)** If a VMS on the motorway or trunk road recommended that you changed your route because of the severe weather conditions, which of the following would you do ...?

Leave motorway at the next junction	50%
Continue for as long as is safe	43%
Continue all the junction on the motorway.....	7%

W10 Suppose you heard a severe weather warning some days in advance of your journey. How long before you planned to set out on a journey would the warning make you change your travel plan to avoid the worst affected area? **(Use show card Winter G)**

Six or more days before you travel	1%
Four to five days before you travel	1%
Two to three days before you travel	11%
One day before you travel	27%
Day of journey	48%
Would not change plans	13%

Appendix 2 – Focus group topic guide and specification

(SWW = severe winter weather)

Focus Group Objectives:

The purpose of these focus groups is to gain a greater understanding of people's attitudes towards driving in severe weather conditions.

Introduction

Introduce self, MVA, and purpose of FG ('carrying out research for the Highways Agency to investigate your views on driving in severe weather conditions').

Explain "rules" (phones off, no right or wrong answers, anonymity, tape recorder).

Participants introduce themselves (hand out HA network map. NB: not interested in local roads.)

- How often they use M'ways/Trunk Rds;
- The type of journeys made (long/short, business/leisure, who they travel with); and
- How they typically travel (ie car or public transport).
- Does travel behaviour vary between winter and other times of year?

Attitudes to SWW

[Set definitions] What weather conditions would you classify as 'severe weather conditions'? (PROMPT: rain, fog, snow, ice, hail, sleet). What makes them 'severe'? (PROMPT: duration, visibility, level of risk, need to concentrate) Do you think all drivers have the same opinions as you about which weather conditions are severe? (PROMPT: older/younger drivers, business drivers, female/male drivers, new/experienced drivers). Are there some SWW conditions where you would consider staying at home/work waiting for the weather to pass, and others where you would just cancel the journey? (PROMPT: rain V's snow/ice, severity V's duration).

Imagine you had planned to make a journey this weekend, and the day before you travel, you hear a SWW. What would you do? (PROMPT: cancel journey, continue with journey, take extra precautions). Why would you react in this way?

Would your response change if: the journey was local/long distance; if the purpose was different (what journey purposes can/cant be cancelled?) Does it make a difference if you are travelling with other people? (PROBE – do you feel safer? letting people down if you cancel the journey?) Do you think you're decision to travel would differ if the journey involves motorways/trunk roads?

If you heard a SWW warning a week before you travelled, would you make any changes to your planned journey? (probe: for reasons to/not travel). If NO: How far in advance of your journey would you decide it was not suitable to travel (PROBE: hours, days – and reasons for their decisions).

Travel behaviour

If you making a journey in SWW and you had to travel alone, how would you feel? How about if you were travelling with: another adult, children. **Consider:** different times of day/night to travel, different days of the week, length of journey.

Concerns for this group:

1) Attendees in this group are primarily [older Ltd, 2ndary/ family travellers, business travellers] do you think that driving in SWW causes any particular concerns for this group of people, that other groups of drivers may not have? (PROMPT: nervous drivers, scared if broke down, travel with children, specific preparation they need to make when travelling in SWW etc)

Concerns for other groups of travellers:

2) Do you think there are any specific concerns for other types of drivers: Eg. Women, men, older drivers, business drivers, lorry drivers, parents travelling with children (Look at concerns for each group, and use PROMPTS above).

Preparations for travelling

Are there any circumstances/journey purposes that would make it necessary to travel in SWW conditions?

In these circumstances, what preparations (if any) would you make before setting off? (PROMPT: **A**) taking additional items ie food/water/warm clothes, **B**) weather checks, **C**) mechanical checks – including snow chains or snow tyres?) PROBE: would they make these preparations for any journey?

Information

Would you make use of any information sources before setting off on a journey in SWW? (PROBE: internet, Teletext, TV, radio, weather forecasts – probe for as much info as possible). Why would you use such information – what do they do with the information?

What sources of information would you use during your journey? (PROBE: radio national/local, VMS, mobile phone). Once on the journey would you take note of additional warnings on VMS? If a VMS recommended that you left the motorway, what would you do? (Look for similarities in their behaviour with other messaged, eg 'congestion ahead'. – is there a difference between continuing in congestion and diverting because of SWW?)

Safety issues

For those of you who have travelled in SWW, did you feel safe when travelling? Did any of you experience anything going wrong whilst travelling, such as a breakdown? If YES – have these experiences made you feel different about travelling in SWW in the future?

If you were required to travel in SWW conditions, how would you feel if you did break down? (PROBE: more/less frightened than normal) What would you do in the situation? Would you behave differently if you were travelling alone/with children?

How would you feel if you were held up on a motorway/trunk road in SWW? If stranded on a motorway, would you expect to be provided with food, drink or toilet facilities? Do

you think it is possible to provide these sorts of facilities (who could provide it? How could they provide it?) After how long should this facility be provided?

Would you feel more/less safer driving on a HA motorway or trunk road? (Why?). How about in comparison with LA roads? (PROBE: what shapes these perceptions: experience, media, friends).

THANK AND CLOSE

Winter weather Focus Group Specification

Location	Date/Time	Group	Type of Respondent / Quotas
1 Ilkeston, Derbyshire	3 pm 30 th Nov	Older drivers	Older travellers (min of 6 must be over 55) Do not work full time (min of 8 must NOT work full time, and min of 4 must be retired) Mix of Men & Women (min of 4 female and 4 male) All must drive, and be infrequent users of the network
2 Ilkeston, Derbyshire	6.30 pm 30 th Nov	Secondary travellers and children	Travel as a passenger in a car or travel with families - min of 4 must mainly travel as a passenger of a car - min of 5 must have children under 16 in the family - min of 5 must NOT work full time Will primarily be a female group, aged 25-44. All will be occasional user's of the motorway/trunk road network
3 Ilkeston, Derbyshire	8.15 pm 30 th Nov	Intensive work related drivers	Intensives users of the network (Must travel 10,000 miles/year, travel for business, and a min of 5 must be regular user's of the network) Work full time (min of 8 must work full time) Mix of Men & Women (Min of 4 female and 4 male) All must drive, and the majority will be aged 25-44