

**LANCASTER LOCAL TRANSPORT SURVEY (2)****TOPLINE RESULTS – 27/09/01**

- Results based on interviews with 997 Lancashire residents aged 16+.
- All data are weighted by sex, age and work status.
- Fieldwork carried out face-to-face, in home, between 11<sup>th</sup> August and 2<sup>nd</sup> September 2001.
- Where results do not sum to 100, this may be due to computer rounding or multiple responses.
- An asterisk (\*) denotes a finding of less than 0.5%, but greater than zero.
- Base = all (997) unless otherwise stated.

Good morning/afternoon/evening. My name is ... from MORI, the polling and opinion research company. We are conducting a survey about the local area, and I wonder if you could spare me a few minutes of your time.

**QUALITY OF LIFE**

Q1. Thinking about this area, on the whole, how satisfied or dissatisfied are you with it as a place to live? SINGLE CODE ONLY

|                                    | %  |
|------------------------------------|----|
| Very satisfied                     | 52 |
| Fairly satisfied                   | 37 |
| Neither satisfied nor dissatisfied | 4  |
| Fairly dissatisfied                | 4  |
| Very dissatisfied                  | 3  |
| Don't know                         | *  |
| Satisfied                          | 88 |
| Dissatisfied                       | 9  |

**TRANSPORT IN THE LANCASTER AREA**

Now thinking about transport in and around Lancaster...

Q2. Which two or three of the following, if any, do you think should be the most important priorities for transport policy in and around Lancaster? Please just read out the letter or letters that apply.

MULTICODE OK. CODE UP TO THREE.

|  | %  |
|--|----|
| A Reducing road congestion                                     | 71 |
| B Keeping existing green open spaces                           | 26 |
| C Reducing noise and air pollution from transport              | 22 |
| D Improving access to industrial areas and ports               | 20 |
| E Reducing the number of accidents                             | 24 |
| F Improving public transport and other alternatives to the car | 42 |
| G Building more roads  | 15 |
| Other  | 1  |
| None of these  | 1  |
| Don't know   | 2  |

Thinking more specifically about congestion in Lancaster city centre...

Q3. Which two or three of the following measures do you think are the most important to reduce the traffic problems in Lancaster city centre?  
Please just read out the letter or letters that apply.  
MULTICODE OK. CODE UP TO THREE

|   |   | %  |
|---|---|----|
| A | Getting more people to make journeys by rail                          | 15 |
| B | Providing better information about public transport that is available | 21 |
| C | Introducing bus priority lanes on routes into Lancaster city centre   | 15 |
| D | Providing a Park and Ride service for Lancaster                       | 36 |
| E | Building a new road link between Heysham and the M6 Motorway          | 66 |
| F | Revising car parking policies in central Lancaster                    | 26 |
| G | Improving facilities for cyclists and pedestrians in Lancaster        | 18 |
|   | Other   | 2  |
|   | None of these   | 1  |
|   | Don't know  | 5  |

The rest of the questionnaire will focus on road links. As you may know, Lancashire County Council is consulting the public on a proposal to complete the road link between Heysham and the M6.

The main aims of the new road are to improve access between Morecambe and Heysham and the M6 Motorway, and to remove through-traffic from Lancaster city centre and the Lune bridges.

Q4. Before this interview, how much, if anything, did you know about the proposals to build a new road linking Heysham to the M6? SINGLE CODE ONLY.

|                            | %  |
|----------------------------|----|
| A great deal               | 13 |
| A fair amount              | 48 |
| Not very much              | 26 |
| Heard of, but know nothing | 9  |
| Never heard of             | 4  |

**Q5. From which, if any, of these sources have you received information about the new road link? Please mention all that apply. Just read out the letters. MULTICODE OK**  
 Base: All who have heard of the road link (960)

|   |                                     | %  |
|---|-------------------------------------|----|
| A | County Council newsletter           | 34 |
| B | Other local newspapers              | 54 |
| C | County Council Website              | 1  |
| D | Friends, neighbours and relations   | 25 |
| E | Leaflets                            | 52 |
| F | Local radio                         | 12 |
| G | Local television                    | 5  |
| H | Posters                             | 6  |
| I | Public meetings                     | 5  |
| J | Tenants' or residents' associations | 1  |
|   | Other                               | 5  |
|   | Don't know/can't remember           | 5  |

ASK ALL

**Q6. (SHOW LEAFLET)**  
 Have you seen a copy of this leaflet which the County Council has distributed to households in the area? SINGLE CODE ONLY

|                           | %  |
|---------------------------|----|
| Yes                       | 76 |
| No                        | 21 |
| Don't know/can't remember | 3  |

**To what extent do you agree or disagree with the following statements about the leaflet?**  
 ALTERNATE ORDER & TICK START . SINGLE CODE ONLY

|     |  | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | No opinion |
|-----|--|----------------|---------------|----------------------------|------------------|-------------------|------------|
| Q7. | It tells me all I need to know about the road link | 18             | 51            | 9                          | 8                | 2                 | 12         |
| Q8. | It presents all views on the road link fairly      | 17             | 45            | 12                         | 9                | 4                 | 13         |

Base: All who have seen leaflet (771)

ASK ALL

**Q9. In principle, how strongly do you support or oppose the building of a road link between Heysham and the M6?**  
 SINGLE CODE ONLY

|                            | %  |
|----------------------------|----|
| Strongly support           | 53 |
| Tend to support            | 26 |
| Neither support nor oppose | 10 |
| Tend to oppose             | 4  |
| Strongly oppose            | 4  |
| No opinion                 | 3  |
| Support                    | 79 |
| Oppose                     | 8  |

Q10. If the road link does go ahead, which one or two of these aims do you think should be most important when deciding where to build it? Please just read out the letter or letters that apply.

MULTICODE OK. CODE UP TO TWO.

|   |                                       | %  |
|---|---------------------------------------|----|
| A | The impact on the local economy       | 17 |
| B | The impact on the natural environment | 32 |
| C | Value for money for the tax payer     | 13 |
| D | The effect on those living near it    | 28 |
| E | The effect on traffic levels          | 46 |
| F | The effect on road safety             | 20 |
| G | The impact on journey times           | 16 |
|   | Other                                 | *  |
|   | None of these                         | 1  |
|   | Don't know                            | 6  |

There are currently two different routes being considered for the road link. I am going to give you details of each one.

**SECTION 1**

**GREEN ROUTE (Western bypass)**

Q11. Looking at this map, how strongly do you support or oppose the Green route for the road link between Heysham and the M6?

SINGLE CODE ONLY

|                            | %  |
|----------------------------|----|
| Strongly support           | 29 |
| Tend to support            | 27 |
| Neither support nor oppose | 13 |
| Tend to oppose             | 15 |
| Strongly oppose            | 10 |
| No opinion                 | 6  |
| Support                    | 56 |
| Oppose                     | 25 |

These are some key features of the Green route:

- Improves access to existing businesses in Morecambe, Heysham and West Lancaster, and 6 key industrial areas including the Luneside area.
- Crosses the Lune Estuary within 20 metres of a site of international conservation interest for birds.
- Cost of this route estimated to be £59.4 million.
- There are 336 properties within 300 metres of the route.
- The route will be a single carriageway. It may become congested within around 15 years.
- It is anticipated that 3 fewer people will be killed or seriously injured each year as a result of building this route.
- Off peak journey times from Heysham to Junction 33 on the M6 are forecast to be reduced by 7 minutes, but northbound journey times will stay the same.

Q12. Having heard this, how strongly do you now support or oppose the GREEN route for the road link between Heysham and the M6?  
SINGLE CODE ONLY

|                            | %  |
|----------------------------|----|
| Strongly support           | 26 |
| Tend to support            | 23 |
| Neither support nor oppose | 12 |
| Tend to oppose             | 20 |
| Strongly oppose            | 13 |
| No opinion                 | 6  |
|                            |    |
| Support                    | 49 |
| Oppose                     | 34 |

Q13. Which one or two of the following factors were most important in your decision to (INTERVIEWER ADD IN ANSWER FROM Q12) the Green route?

MULTICODE OK. CODE UP TO TWO RESPONSES

|   |                                       | All<br>(997)<br>% | Support<br>(496)<br>% | Oppose<br>(330)<br>% |
|---|---------------------------------------|-------------------|-----------------------|----------------------|
| A | The impact on the local economy       | 14                | 24                    | 3                    |
| B | The impact on the natural environment | 30                | 10                    | 66                   |
| C | Value for money for the tax payer     | 10                | 8                     | 15                   |
| D | The effect on those living near it    | 17                | 17                    | 19                   |
| E | It's a single lane carriageway        | 16                | 4                     | 35                   |
| F | The effect on traffic levels          | 33                | 51                    | 16                   |
| G | The effect on road safety             | 12                | 18                    | 6                    |
| H | The impact on journey times           | 19                | 32                    | 7                    |
|   | Other                                 | 4                 | 4                     | 5                    |
|   | None of these                         | 2                 | 0                     | 0                    |
|   | Don't know                            | 7                 | 2                     | *                    |

Q14. The Green Route will be a single lane carriageway. Would you say this makes you more or less likely to favour this route, or does it make no difference?  
SINGLE CODE ONLY

|                     | %  |
|---------------------|----|
| More likely         | 6  |
| Less likely         | 36 |
| Makes no difference | 53 |
| Don't know          | 5  |



**SECTION 2**

**ORANGE ROUTE (Northern bypass)**

**Q15. Looking at this map, how strongly do you support or oppose the Orange route for the road link between Heysham and the M6?  
SINGLE CODE ONLY**

|                            | %  |
|----------------------------|----|
| Strongly support           | 16 |
| Tend to support            | 28 |
| Neither support nor oppose | 18 |
| Tend to oppose             | 21 |
| Strongly oppose            | 12 |
| No opinion                 | 6  |
|                            |    |
| Support                    | 44 |
| Oppose                     | 33 |

**These are some key features of the Orange route:**

- **Improves access to existing businesses in Morecambe, Heysham and West Lancaster, and 5 key industrial areas.**
- **Does not affect the Lune Estuary conservation sites.**
- **Cost of this route estimated to be £62.1 million.**
- **There are 618 properties within 300 metres of the route.**
- **The route will be a dual carriageway. Has adequate capacity for the levels of traffic forecast for the future.  
Carries traffic heading both north and south on the M6.**
- **It is anticipated that 6 fewer people will be killed or seriously injured each year as a result of building this route.**
- **Off peak journey times from Heysham to the M6 Junction 34 are forecast to be reduced by 4 minutes for both north and southbound journeys.**

**Q16. Now thinking about this, how strongly do you support or oppose the ORANGE route for the road link between Heysham and the M6?  
SINGLE CODE ONLY**

|                            | %  |
|----------------------------|----|
| Strongly support           | 20 |
| Tend to support            | 32 |
| Neither support nor oppose | 13 |
| Tend to oppose             | 18 |
| Strongly oppose            | 12 |
| No opinion                 | 5  |
|                            |    |
| Support                    | 52 |
| Oppose                     | 30 |

Q17. Which one or two of the following factors were most important in your decision to (INTERVIEWER ADD IN ANSWER FROM Q16) the Orange route?

MULTICODE OK. CODE UP TO TWO RESPONSES

|   |                                       | All<br>(997)<br>% | Support<br>(433)<br>% | Oppose<br>(330)<br>% |
|---|---------------------------------------|-------------------|-----------------------|----------------------|
| A | The impact on the local economy       | 9                 | 10                    | 8                    |
| B | The impact on the natural environment | 26                | 34                    | 20                   |
| C | Value for money for the tax payer     | 11                | 10                    | 13                   |
| D | The effect on those living near it    | 23                | 9                     | 51                   |
| E | It's a dual carriageway               | 23                | 37                    | 6                    |
| F | The effect on traffic levels          | 28                | 36                    | 22                   |
| G | The effect on road safety             | 13                | 17                    | 8                    |
| H | The impact on journey times           | 17                | 19                    | 16                   |
|   | Other                                 | 5                 | 3                     | 8                    |
|   | None of these                         | 2                 | *                     | 2                    |
|   | Don't know                            | 7                 | 1                     | 2                    |

Q18. The Orange Route will be a dual carriageway. Would you say this makes you more or less likely to favour this route, or does it make no difference?

SINGLE CODE ONLY

|                     | %  |
|---------------------|----|
| More likely         | 42 |
| Less likely         | 6  |
| Makes no difference | 47 |
| Don't know          | 5  |

#### COMPARISON OF ROUTES

Q19. I am going to read out the list of aims of the road, and looking at this map, could you please tell me which route you think is best suited to achieving each aim.  
SINGLE CODE ONLY FOR EACH ONE.

|    |  | Green | Orange | Neither | Don't know |
|----|--|-------|--------|---------|------------|
| a) | Improving the local economy  | % 37  | 26     | 15      | 22         |
| b) | Minimising the impact on the natural environment                         | % 15  | 67     | 8       | 10         |
| c) | Offering good value for money for the tax payer                          | % 35  | 34     | 14      | 17         |
| d) | Minimising the impact on the built-up environment (e.g. homes and shops) | % 61  | 21     | 7       | 11         |
| e) | Reducing traffic congestion  | % 38  | 38     | 9       | 14         |
| f) | Improving road safety  | % 31  | 39     | 12      | 18         |
| g) | Cutting journey times  | % 38  | 34     | 13      | 14         |

|   |                                 | %  |
|---|---------------------------------|----|
| A | Owned outright by household     | 38 |
| B | Being bought on a mortgage      | 38 |
| C | Rented from Local Authority     | 6  |
| D | Rented from Housing Association | 2  |
| E | Rented from private landlord    | 12 |
| F | Tied accommodation              | *  |
|   | Other                           | 1  |

**Do you, or does anybody else in your household, have any long-term illness, health problem, or disability, which limits your daily activities or the work you can do?**  
**PROBE FOR HOUSEHOLD MEMBER.**  
**MULTICODE OK.**

|  |                             | %  |
|--|-----------------------------|----|
|  | Yes, self                   | 14 |
|  | Yes, other household member | 8  |
|  | No                          | 78 |
|  | Refused                     | 1  |

**ethnic origin?  
SINGLE CODE**

|   |                        | %  |
|---|------------------------|----|
| A | White - UK             | 98 |
| B | Irish                  | 1  |
| C | Other                  | *  |
| D | Black - British        | 0  |
| E | African                | 0  |
| F | Caribbean              | 0  |
| G | Other                  | 0  |
| H | Asian - British        | 0  |
| I | Bangladeshi            | 0  |
| J | Indian                 | *  |
| K | Pakistani              | *  |
| L | Chinese                | *  |
| M | Other                  | 1  |
| N | Any other ethnic group | 0  |

**Vehicles in household: SINGLE CODE**

|  |                    | %  |
|--|--------------------|----|
|  | 1 car or light van | 50 |
|  | 2 cars/light vans  | 26 |
|  | 3+ cars/light vans | 5  |
|  | None               | 19 |