Customer Satisfaction Surveys / User Surveys in European Road Administrations

**NOTE:** asterisk (*) = information based on prior sources, not updated 2010

<table>
<thead>
<tr>
<th>Name (English translation)</th>
<th>Purpose, Target group</th>
<th>Method, Sample size, Response rate, Frequency, Scale</th>
<th>Themes / Questions that are covered</th>
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| **Austria**                | Customer Satisfaction Index | Purpose: This Customer Satisfaction Analysis provides information on our customers’ degree of satisfaction with our range of services and/or where they see room for improvement. Target group: passenger car drivers, bus drivers, emergency vehicle drivers, truck drivers, tourists. Computer assisted telephone interviews and personal interviews. Sample: 1000 passenger car drivers (CATI), 50 bus drivers (personal interviews), 50 emergency vehicle drivers (CATI), 199 truck drivers (personal interviews and CATI), 70 tourists (personal interviews) Frequency: Once a year | Inquired topics:  
  - Safety  
  - Construction sites  
  - Information prior to the trip  
  - Information during the trip  
  - Road network availability  
  - Road quality  
  - Tolling  
  - Rest area quality |
<p>| <strong>Cyprus</strong>                | Generally no surveys. A survey has been undertaken to receive the opinion of the public regarding the issue of promoting public transportation, which has a very low percentage of usage in | | |</p>
<table>
<thead>
<tr>
<th>Country</th>
<th>Survey Type</th>
<th>Survey Details</th>
<th>Questions on</th>
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| Cyprus   |                              | - Phone interview, 20min  
- 2 surveys per year: every summer and every winter  
- 1500 drivers, 200 cyclists/pedestrians, 200 neighbors (neighbors = those living by the road)  
- Drivers interviewed in every survey, but cyclists/pedestrians and neighbors interviewed only every fourth time  
- Scale: 1 to 5, where 5= very dissatisfied, 1= very satisfied (in addition: 6 = don’t know)                                                                                                                   | Questions on  
- satisfaction  
- importance  
- priority  
of various road related issues,  
+ background questions and ad hoc - questions                                                                                                                     |
| Denmark  | Road User Survey             | To get feedback for planned activities of road and transport area from road users, preventive activity incl. traffic education etc.  
To get feedback from road users on traffic conditions.  
Target group is amateur and professional drivers.                                                                                                                                                                                                                               |                                                                                                    |
| Estonia  | Road User Satisfaction Surveysother surveys road/transport | To get feedback for planned activities of road and transport area from road users, preventive activity incl. traffic education etc.  
To get feedback from road users on traffic conditions.  
Target group is amateur and professional drivers.  
- Questionnaires regularly by conducted survey method which results can be validated and used for bases for evaluation of future operations  
- Regular bases (5 per year) questionnaires after campaign period of traffic safety area (incl. traffic education-usage of seatbelt, drunk drivers, driving speed, start of the school year, reflector usage);  
- Permanent readiness by customer service operators for customer feedback, incl. enablement for customer active web feedback  
- Road User Satisfaction Survey twice a year. In February/March - on winter traffic conditions, in September – on summer traffic conditions. Phone interview, approx. 500 respondents, 30-32 questions. | - questions based on satisfaction and priorities, regular surveys had additional specific targeted groups by theme of importance;  
- questionnaires/ surveys for gathering targeted information in connection with campaigns.  
- opinion poll where respondents are asked to express their opinion on traffic conditions on basic and secondary roads, getting information on slipperiness, road works and obstructions on the roads and on various actual topics (ice-roads, traffic speed, long vehicles on the roads, road-side rest areas etc). |
| Finland  | Road User Satisfaction Survey | - To get an understanding of road users’ (all modes)  
- Postal survey sent to respondents, 4-page questionnaire                                                                                                                                                                                                                                                                                              | Questions on the satisfaction with and importance of road maintenance issues,                      |
<table>
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<tr>
<th>Country</th>
<th>Survey Type</th>
<th>Description</th>
<th>Methodology</th>
<th>Dimensions</th>
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<tr>
<td>France*</td>
<td>Satisfaction Survey for Business Life</td>
<td>To understand the meaning of logistics and roads to business life as well as their needs and satisfaction with these issues</td>
<td>Internet survey</td>
<td>1300 persons who handle logistics in companies, representing industry, commerce, construction, logistics, services and passenger traffic operators</td>
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<td>Iceland*</td>
<td>Road User Satisfaction Survey</td>
<td>Three surveys per year - two to all drivers, in February and August - one to heavy vehicles</td>
<td>Telephone interviews, now survey for all drives done in internet</td>
<td>Scale: 1 to 5, where 1 = very dissatisfied, 5 = very satisfied</td>
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<td>Ireland</td>
<td>We don’t use customer surveys on a continuing basis, although we might (rarely) conduct a survey on a particular topic</td>
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<tr>
<td>Country</td>
<td>Survey Type</td>
<td>Description</td>
<td>Methodology</td>
<td>Additional Notes</td>
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<td>Italy*</td>
<td>Customer Satisfaction Surveys</td>
<td>To understand what different groups of users think about road management issues. Target groups are different:  - residents;  - city mayors;  - entrepreneurs;  - politicians</td>
<td>Four surveys a year by web and phone; Questionnaires; Direct interviews with questionnaires  - every 3 years for public authorities (road owners)  - overall survey every 5 years  - questionnaires with voluntary response leaflet are widely distributed to 50,000 users every winter</td>
<td>- Interaction with roads  - Evaluation of road condition;  - Understanding of the tasks performed by LSR;  - Opinions on the financing of state road programmes</td>
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<td>Latvia</td>
<td>Social Publicity –Traffic Safety (TS) questionnaire</td>
<td>To invite attention of society to the questions of traffic safety. To get diverse feedback from population on various questions of road traffic safety.</td>
<td>- 1 survey per year.  - Respondents are selected randomly and grouped by the following criteria: gender, age, education, availability of driver’s license. 1,100 respondents from the big cities.</td>
<td>Tasks of inquiry:  - investigation of the spread of TS actions in various media;  - analysis of the effectiveness of TS actions in various media;  - analysis of the impact of TS actions in society;  Additional question:  - evaluation of the benefit of EU assistance’s use in the development of road network</td>
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<td>Luxembourg</td>
<td>ERUS 2004 and 2006</td>
<td>To obtain the degree of satisfaction of the road user with the road network</td>
<td>- two surveys to car drivers on three locations on the highway rest areas  - Scale in questions 1 to 5, where 5 = extremely satisfied, 1 = extremely dissatisfied (in addition 0 = don’t know)</td>
<td>- road quality  - light and visibility  - signs  - rest areas</td>
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<td>Malta</td>
<td>Road User Satisfaction</td>
<td>To carry out an attitudinal survey immediately before the commencement of road interventions with a view to assess the satisfaction rate of road users, based on a number of criteria.</td>
<td>This survey is meant to assess the current satisfaction of road users with specific sections of the TEN-T road network. A second survey shall be carried out after the completion of the road interventions to assess the percentage change in satisfaction of road users. A combination of telephone and roadside interviews shall be carried out. A sample of 1,065 participants for each road section – 965 through telephone interviews and 100 through road side interviews is</td>
<td>The road user satisfaction survey shall include questions about Frequency of road use, Purpose of journey, Mode of transport used, Safety, Road condition, State of road during adverse weather conditions, Maintenance of landscaped areas, Cleanliness of network, Street Furniture – eg. Road Signs, bus stops, road lighting, Congestion, Reliability of journeys.</td>
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<tr>
<td>Country</td>
<td>Programme</td>
<td>Methodology</td>
<td>Questions on various aspects:</td>
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| Netherlands | Road User Satisfaction | To obtain:  
- customer satisfaction on different aspects  
Wishes:  
- priorities  
- management info (KPI)  
- Two surveys to car drivers, 2000 respondents, internet survey  
- One survey to lorry drivers, 1000 respondents, at service areas  
Scale in most questions 1 to 5, where 1 = very satisfied, 5 = very dissatisfied (in addition 0 = don’t know)  
Some open questions Sometimes 1 to 10 (in KPI questions) | Satisfaction  
Importance  
Wishes  
Background questions  
Ad hoc questions for projects  
Ad hoc questions for each region |
| Portugal | Assessment on the Satisfaction of (Toll) Motorway Users | - To obtain knowledge of users’ perceptions on the serviced provided by concessionaries in tolled and shadow motorways  
- Both light and heavy vehicle drivers  
- Personal interviews in service areas, rest areas and petrol stations  
- Total of 3000 interviews  
- Scale in most questions: 1 to 10 | The used model (including two main factors: satisfaction and loyalty) consists of 13 dimensions: image, service area, fuel service area, road vehicle assistance, information, signalisation, safety equipments, pavement performance, road works management, perceived price, complaint treatment, trip delay and alternative itinerary |
| Sweden | Customer Satisfaction Index | Customers’ satisfaction with the whole journey / whole transport (for example accessibility, reliability)  
- Random sample of 3500 transportation companies and 3500 private persons 18-84 years old)  
- Combination of postal survey & internet  
- Scale: 1 to 10, where 1 = very dissatisfied, 10 = very satisfied, 11=don’t know | The model consists of 11 sub-themes  
- Quality level of maintenance of roads and streets  
- Traffic safety  
- Security  
- Accessibility  
- Co-operative behaviour in traffic  
- Other road users and traffic rules  
- Design of roads and streets  
- Service areas, information etc.  
- Possibility to choose between modes  
- Environmental issues  
- Traffic information  
- + specific issues to the business community – regulations, business climate, the administration’s service etc. |
| Customer satisfaction with SRA’s customer service (call center) | To follow-up the customers’ satisfaction with the Swedish Road Administration’s customer services | - Random sample of 900 calls to the authority.  
- Telephone survey.  
- Scale 1-5 (1=very bad, 5=very good), 3 is neither good nor bad.  
- 2 times per year | - National and regional results  
- The questionnaire consists of 10 questions concerning the customers satisfaction with their contact with SRA. |
| Customer satisfaction with SRA’s exercise of public authority | To measure the customers’ satisfaction with the Swedish Road Administration’s exercise of public authority | - Random sample of 2400  
- Telephone survey  
- Scale 1-5 (1=very bad, 5=very good), 3 is neither good nor bad.  
- are carried out every year | - National and regional results  
- The questionnaire consists of 10 questions concerning the customers’ satisfaction with their contact with SRA and in particular the exercise of public authority. |
| Road User Satisfaction with Maintenance and Operation Services | | - Postal survey sent to respondents + telephone interview to those who have not answered  
- Private drivers, total of 2800: 18-70 years old with driving license; sample taken from the National register of driving licenses  
- Heavy vehicle drivers, total of 2100: sample taken from the National register of heavy vehicles  
- Every second winter and every second summer  
- Scale in most questions: 1 to 5, where 5= very dissatisfied, 1= very satisfied (in addition: 6 = don’t know) | Questions concerning  
- satisfaction with various road maintenance  
- priority of operation issues |
| Promises – satisfaction with service level | Customer satisfaction with service level on committed areas | - Web panel survey (the SRA’s own panel, 6041 members)  
- 3 times a year  
- scale 1-5 (1=very bad, 5=very good) + 6=don’t know | Road works – disruption of accessibility  
Roadside rest stops  
Road works – speed limits  
Provide current information on winter conditions  
Information - traffic disruptions |
| UK | National Road Users’ Satisfaction Survey (NRUSS)  
http://www.highways.gov.uk/aboutus/14127.aspx | To measure awareness of, and satisfaction with, the Highway Agency's services  
- Face-to-face interviews with people at their homes  
- Continuous survey  
- Each month, a random sample of about 20 census output areas is selected and 11 people are interviewed in each area (-> 2450 respondents per year)  
- Scale: many different ones | Respondents’ experiences e.g. about safety, journey reliability, the environment, delays encountered, the electronic message signs, the Agency's traffic officers and their awareness of the Agency  
See the questionnaire:  
Latest report:  
| Area Road Users’ Satisfaction Survey (ARUSS)  
http://www.highways.gov.uk/aboutus/14127.aspx | People's general experiences and perceptions of the Highway Agency’s network on the area in question  
- Face-to-face interviews with people at their home  
- Continuous surveys in each of the Agency 14 areas (each survey is different)  
- 66 interviews per month in each area to achieve 393 interviews over 6 months in each of 14 management areas  
- Respondents are selected randomly using a quota sample; selection is based on proximity to network  
- Scale: many different ones | Includes e.g. questions on safety, conditions of the road (for example road noise), litter, signing congestion and road works  
http://www.highways.gov.uk/aboutus/14127.aspx |