



KENTUCKY TRANSPORTATION CENTER

KENTUCKY HIGHWAY USER SURVEY 2008





OUR MISSION

We provide services to the transportation community
through research, technology transfer and education.

We create and participate in partnerships
to promote safe and effective
transportation systems.

OUR VALUES

Teamwork

Listening and communicating along with
courtesy and respect for others.

Honesty and Ethical Behavior

Delivering the highest quality
products and services.

Continuous Improvement

In all that we do.

KENTUCKY HIGHWAY USER SURVEY 2008

**Research Report
KTC-09-01SPR-367-08-1F**

Kentucky Highway User Survey 2008

Lenahan O'Connell

**Kentucky Transportation Center
College of Engineering University of Kentucky
Lexington, Kentucky**

**In Cooperation with
Kentucky Transportation Cabinet
Commonwealth of Kentucky**

The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the views or the policies of the University of Kentucky, the Kentucky Transportation Cabinet, or the Federal Highway Administration.

January 2009

1. Report No. KTC- 09-01/SPR-367-08-1F	2. Government Accession No.	3. Recipients catalog no	
4. Title and Subtitle Study Title: Kentucky Highway User Survey 2008		5. Report Date Jan. 2009	
		6. Performing Organization Code SPR-367-08	
7. Author(s) Lenahan O'Connell		8. Performing Organization Report No. KTC-09-01/SPR-367-08-1F	
		10. Work Unit No. (TRAIS)	
12. Sponsoring Agency Code Kentucky Transportation Center College of Engineering University of Kentucky Lexington, Kentucky 40506-0281		13. Type of Report and Period Covered Final--- SPR-367-08	
		14. Sponsoring Agency Code	
15. Supplementary Notes Prepared in cooperation with the University of Louisville Urban Studies Institute			
16. Abstract This study updates surveys of Kentucky driver opinion regarding the quality of Kentucky's highway system. The survey was conducted in 2008. Data is presented in bar graphs and tables that allow the analysis of changes in public opinion since the first administration of the survey. For most topics, data are available from 1999, 2000, 2001, 2003, and 2008. The respondents are 845 Kentucky-licensed drivers, age 18 and over. The study looked at seven characteristics of Kentucky highways and found that satisfaction levels were quite stable since 2003. In regard to overall satisfaction in 2008, 54% of drivers said they were either extremely satisfied or satisfied with the highway system; in 2003 the finding was 55%. Of the seven highway characteristics, satisfaction was lowest with maintenance response time (48%), followed closely by pavement condition (51%). When asked to prioritize four spending areas, the respondents chose maintaining roads (60% highest priority); widening roads (26%); constructing roads (8%); and general operations (6%).			
17. Key Words Driver opinion, driver survey, driver satisfaction, customer opinion, customer survey, customer satisfaction		18. Distribution Statement Unlimited, with the approval of the Kentucky Transportation Cabinet	
19. Security Class. (of this report)	20. Security Class. (of this page)	21. No. of Pages 44	22. Price

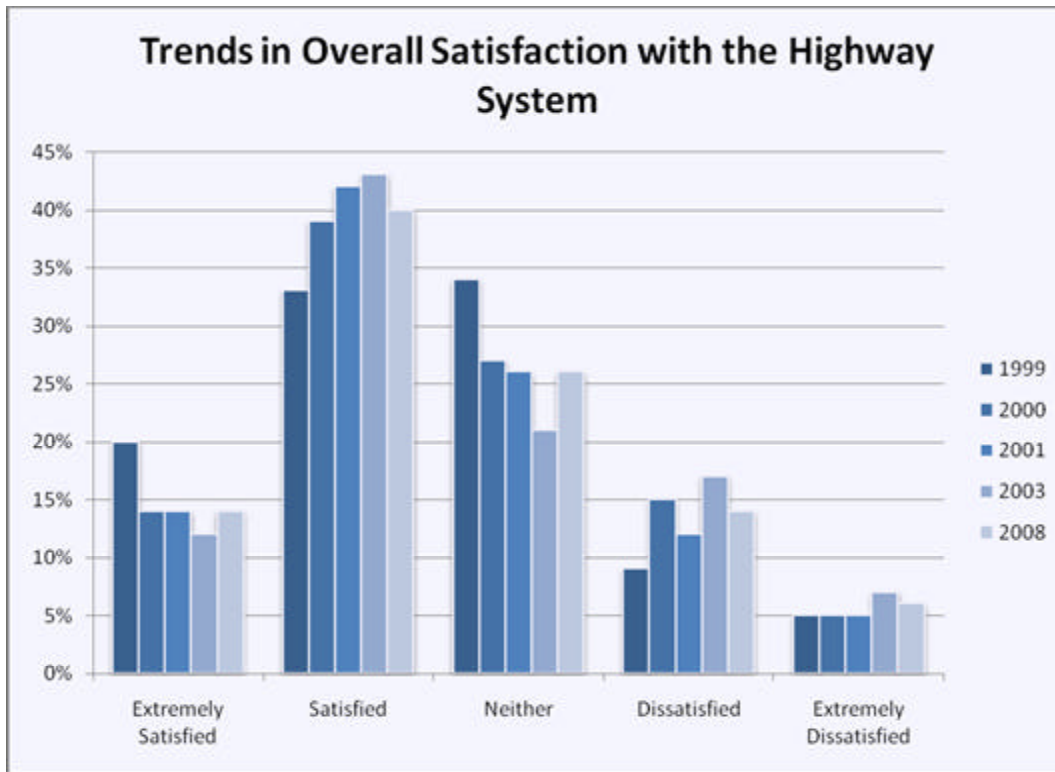
Table of Contents

Table of Contents	4
Executive Summary	5
Chapter 1: Introduction and Methodology.....	10
Chapter 2: Highway Survey Coordination and Administration.....	12
2.1 Profile of Respondents	13
Chapter 3: Major Findings.....	15
3.1 Overall Satisfaction with the Highway System.....	15
3.2 Follow-up on Overall Satisfaction Ratings.....	16
3.3 Satisfaction with Specific Highway Characteristics.....	17
3.4 Kentucky Performance over Time	23
Chapter 4: How is Kentucky Doing? General Opinions about Kentucky Highways.....	25
Chapter 5: Kentucky Transportation Cabinet Performance and Policy Issues	28
5.1 Cabinet Performance.....	28
5.2 Car Pooling.....	29
5.3 Pedestrian and Bicycle Facilities	31
5.4 Relative Importance of Three Highway Aspects.....	34
5.5 Priority for Spending Highway Money	35
5.6 Awareness of and Satisfaction with 511 Traveler Information Number and the Freeway Assistance Program (SAFE Patrol)	36
Chapter 6: Some Additional Findings.....	38
Appendix: Percentage Tables.....	40

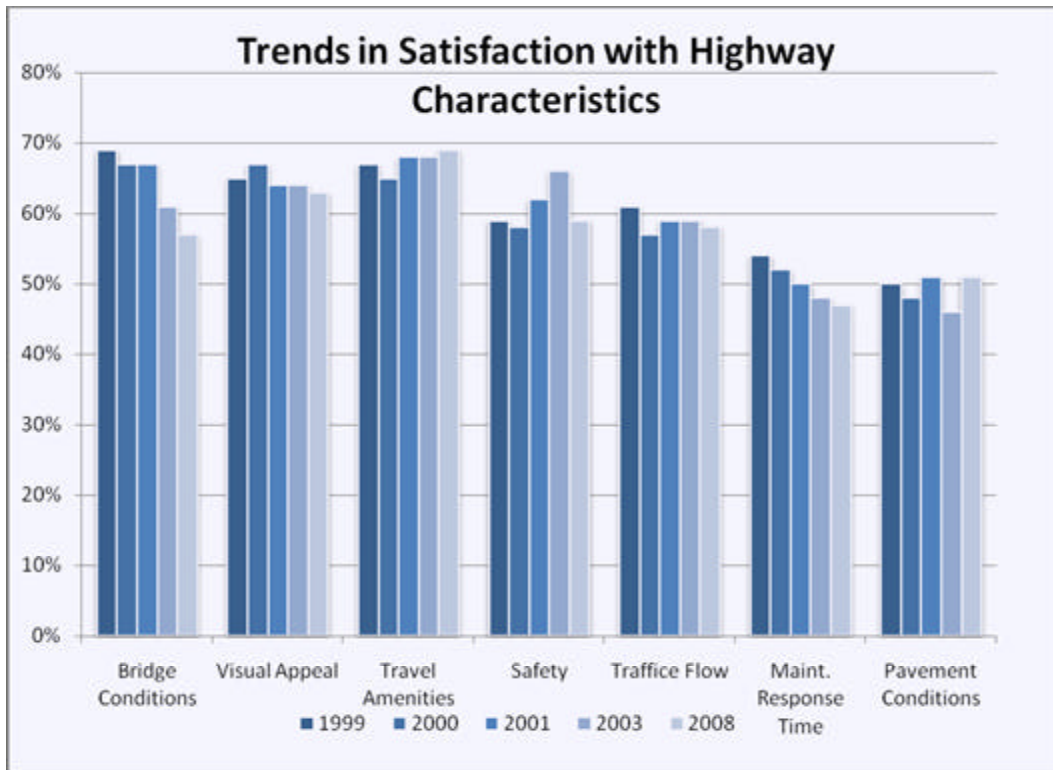
Executive Summary

This report contains the results of a 2008 survey of 845 Kentucky-licensed drivers, age 18 and over. The survey was conducted by The University of Louisville's Urban Studies Institute and analyzed by the Kentucky Transportation Center at the University of Kentucky. It describes the respondents' level of satisfaction with seven characteristics of Kentucky highways: safety, traffic flow, pavement conditions, bridge conditions, travel amenities, visual appeal, and maintenance response time. The survey respondents were asked to evaluate several aspects of each characteristic. The survey also inquired into other aspects of the respondents driving experience. Most of the survey questions were asked in previous years, which methodology facilitates identification of trends over time in level of satisfaction with specific characteristics of Kentucky highways as well as with the performance of the Kentucky Transportation Cabinet.

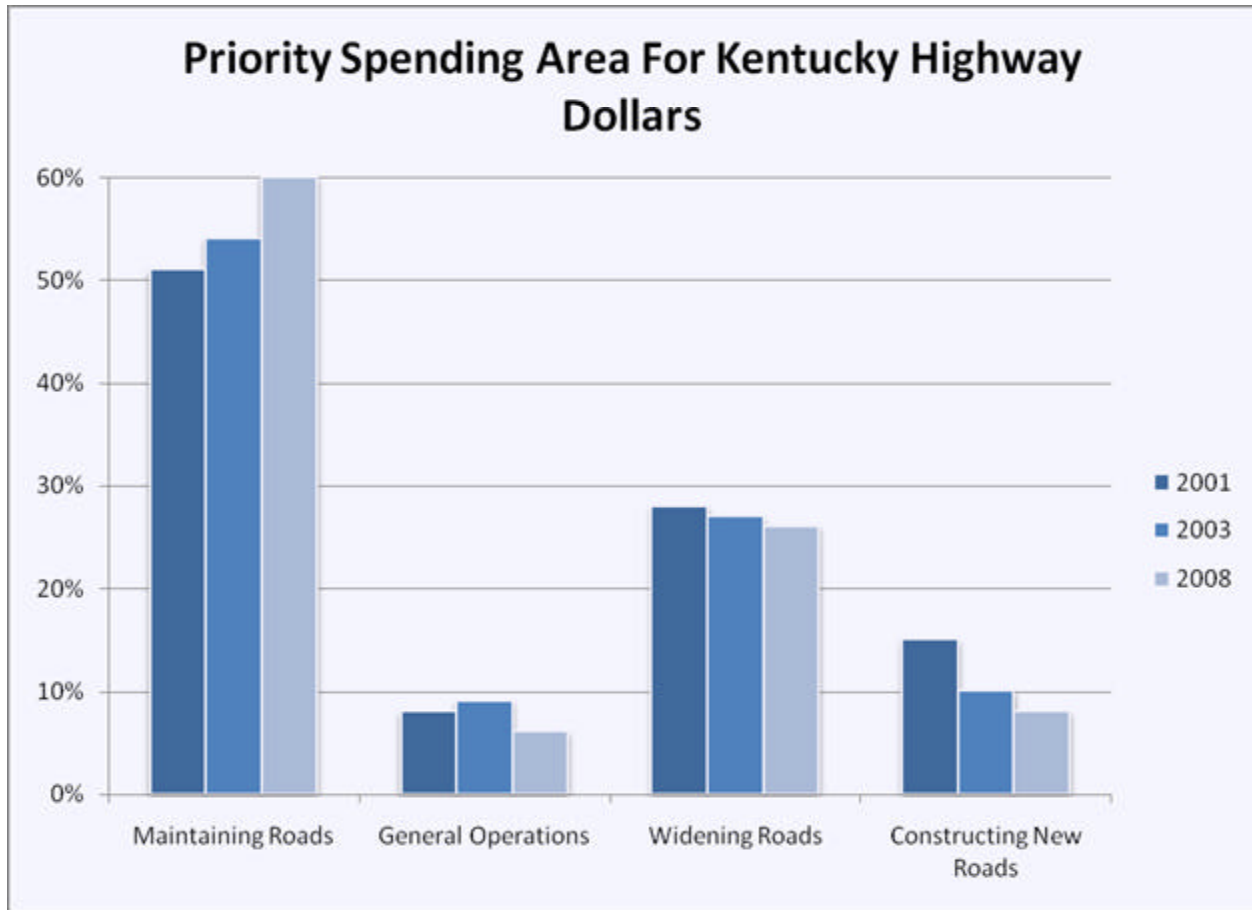
For the most part, satisfaction levels were stable since 2003, the most recent survey year. In 2008, 54% of drivers said they were either extremely satisfied or satisfied with the highway system; in 2003, 55% said they were either extremely satisfied or satisfied.



Of the seven highway characteristics, satisfaction (the sum of extremely satisfied and satisfied) is lowest with maintenance response time, followed closely by pavement conditions. Of the five aspects of pavement conditions assessed by the respondents, satisfaction was lowest for surface conditions. These low levels of satisfaction with maintenance response time and pavement conditions were the case in previous years. However, while satisfaction with pavement conditions has been low for some time, there appears to be a trend toward declining satisfaction with maintenance response time—especially response time for pavement repair, with which only 30 percent of respondents were satisfied in 2008. There is also a trend toward lower satisfaction with bridge conditions. This appears to be related to lower satisfaction with the smoothness of ride on bridges.



The survey respondents were asked to prioritize four spending areas for Kentucky highway dollars: (1) maintaining roads, (2) widening roads, (3) constructing new roads and (4) general operations. Support for maintaining roads as the first priority has increased substantially between 2001 and 2008, rising from 51% to 60%. Over the same time frame, support for constructing new roads as the first priority declined from 15% to 8%. Support for general operations and widening roads was stable. In 2008, 6% of respondents said general operations was the first priority and 26% said widening roads was the first priority. The shift in priority toward maintenance appears to be a related to the fall in satisfaction levels with maintenance response time and the concern expressed for surface conditions of pavement.



Support for widening roads was greatest for those driving two-lane rural roads. This appears to be related to highway safety, which respondents rated as the most important aspect of highway functioning. However, more than 80 percent of respondents said Kentucky’s interstates and other highways were safe. Compared to previous years, the respondents were more supportive of safer travel accommodations for bicycle riders and pedestrians.

The survey tapped into public satisfaction with the Cabinet’s performance in several ways. For instance it asked respondents to compare Kentucky highways to those of neighboring states: 78% said they were the same or better. More than 80 percent said the Cabinet was a good steward of the environment. However only 49% said the state’s drivers were getting a good return on their investment of tax dollars. This is a

decline in support of 7% from 2001 and may reflect the expressed concern for maintenance and maintenance response time.



Chapter 1: Introduction and Methodology

In 1992, state transportation officials, the Federal Highway Administration and other interested parties met to establish a national initiative to promote the quality of the nation's highway system. An outgrowth of this collaboration was the "National Quality Initiative (NQI) Steering Committee." The committee developed a long-range strategic plan to guide its activities. One component of the plan was the creation of a nationwide baseline study to assess public satisfaction with the nation's highways. The baseline study is followed every few years by tracking surveys to measure any changes in public satisfaction. During the fall of 1995, the nationwide baseline study was conducted. The first tracking study was conducted in 2000.

Although the national studies provided evidence of public attitudes regarding the nation's highway system, the sample size at the state level was too small to provide adequate analysis of state-by-state opinions. Therefore, in June 1997, the Kentucky Transportation Center (KTC), on behalf of the Kentucky Transportation Cabinet, commissioned a statewide baseline study to determine satisfaction with Kentucky's highway system. The Kentucky baseline study closely approximated the national study, which facilitates direct comparisons between the national and state opinions. In August 1998, KTC conducted the first statewide tracking study to begin monitoring public opinion regarding the quality of Kentucky's highways. Annual follow-up studies were conducted until 2001, after which it was decided that annual studies were not needed due to the relatively stable evaluations that are achieved from year to year. The most recent study was conducted in 2008.

While the 2008 study retains many elements from the national baseline study and previous Kentucky studies, changes in the administration of the national tracking study and the questions included led to a change in focus for the 2001 Kentucky tracking study to more accurately reflect highway issues of importance to the Commonwealth. Some minor changes were also made to the

2003 and 2008 studies. This report summarizes results from the 2008 study, comparing them when possible to previous survey results.

The survey instrument for the most recent Kentucky study was designed to measure the following seven characteristics of the state's highways:

- Safety
- Traffic Flow
- Pavement Conditions
- Bridge Conditions
- Travel Amenities
- Visual Appeal
- Maintenance Response Time

In addition, general questions about other transportation related issues were included: among them, the Kentucky Transportation Cabinet's job performance, carpooling, the Cabinet's spending priorities, the safety and quality of Kentucky roads relative to neighboring states, and the perceived need for additional pedestrian and bicycle travel facilities. The 2008 survey added several questions about two recent programs to assist highway users: the 511 traveler information number and the freeway service patrol program.

Chapter 2: Kentucky Highway Survey Coordination and Administration

All data for the 2008 Kentucky statewide study were collected by University of Louisville's Urban Studies Institute. The Kentucky Transportation Center at the University of Kentucky analyzed the data and prepared this report. Interviews were conducted in May and June 2008. The respondents were Kentucky licensed drivers 18 years of age or older, who had driven on a Kentucky highway within the past year.

Households in Kentucky were selected using a Random-Digit Dialing method. Those contacted for interview were selected at random by asking for the individual in the household who was 18 years old or older and had the most recent birthday. If the selected individual was not a licensed driver or had not driven on a Kentucky highway in the past, the interview was terminated, a replacement household was contacted and the screening process was repeated.

A maximum of 13 attempts were made to each number in the sample. Call attempts were varied by day and time, including weekends, to ensure representative results. Finally, one refusal conversion was attempted several days after an initial refusal to participate.

For the 2008 survey, the questionnaire averaged just over 16 minutes in length. The process resulted in 845 completed interviews, deriving a maximum margin of error of +/- 3.4% at the 95% confidence interval.

Note that in this report all figures reported to be statistically significant were evaluated at the .05 level. Analyses to determine the statistical significance of related responses were conducted using the Contingency Table Analysis or T-Tests for Independent Samples procedures in SPSS, depending on the measurement level of the data.

2.1 Profile of Respondents

In addition to assessing various dimensions of study participants' experiences with Kentucky highways, the survey instrument assessed demographic information on participants, along with information on their driving patterns. These characteristics are useful for investigating satisfaction by various population segments and can be used to prioritize and/or target highway improvement projects. The tables below provide a demographic and travel profile of the survey respondents. In this sample younger drivers are under-represented. This may be an artifact of the younger demographics greater reliance on cell phones. To ensure that age bias did not enter the results, we adjusted the data for age. This, however, produced no significant differences. Therefore, this report does not present age-adjusted results. That is, the tables present the actual results, which make comparisons with the results of previous years more direct as all tables present unadjusted findings.

Table 1

Gender	Frequency	Percent
Male	358	44%
Female	487	56%

Table 2

Age	Frequency	Percent
18-34	76	9.1%
35-54	344	41.0%
55	419	49.9%

Table 3

Education	Frequency	Percent
8 th grade or less	19	2.2%
High School Incomplete	68	8.0%
High School Diploma/GED	277	32.4%
Some College	264	30.9%
College Graduate	132	15.5%
Graduate Degree	94	11.0%

Table 4

Primary Trip Type	Frequency	Percent
Commuting	336	39.8%
Shopping/errands	287	34.0%
Recreation	128	15.1%
Work, other than commuting	64	7.6%

Table 5

Primary Type of Driving	Frequency	Percent
Major two-lane Highways	318	37.6%
Interstate highway system	225	26.6%
Other multi-lane highways	155	18.3%
Rural secondary roads	147	17.4%

Table 6

Majority of Highway Mileage	Frequency	Percent
Rural	413	48.9%
Urban	371	43.9%
Equal urban/rural	61	7.2%

Table 7

Vehicle Type	Frequency	Percent
Car	479	56.8%
Truck	161	19.1%
Sports utility vehicle	121	14.4%
Van	69	8.2%
Other	13	1.5%

Chapter 3: Major Findings

This section of the report presents the key findings from the 2008 study, organized around three main points:

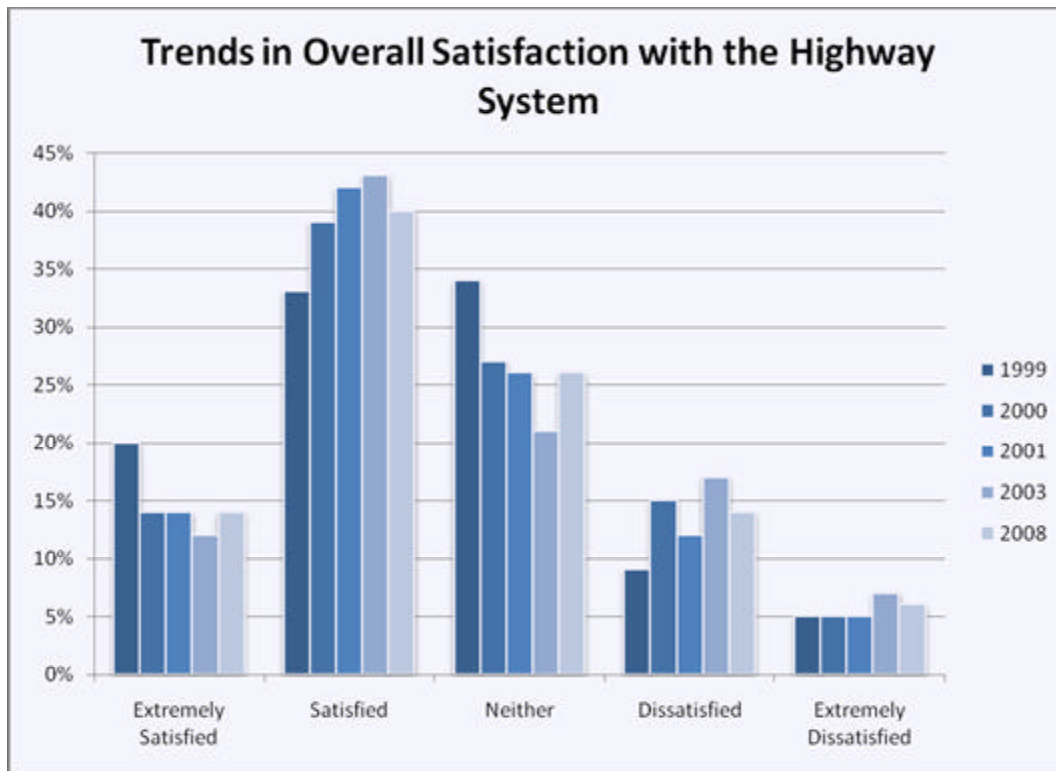
- Overall satisfaction with the highway system
- Satisfaction with specific characteristics of the highway system
- Attitudes about car-pooling, the comparative quality of Kentucky’s highways, and the Kentucky Transportation Cabinet’s performance and spending priorities.

This report closely approximates the format employed in the previous surveys of Kentucky drivers. This facilitates comparison and trend analysis.

3.1 Overall Satisfaction with the Highway System

As in previous years, all 2008 respondents were asked to assess various characteristics of Kentucky’s highway system on a 5-point scale, where 5 represents “extremely satisfied” and 1 “extremely dissatisfied.” Before indicating their degree of satisfaction with the specific characteristics of the highway system, the survey respondents were asked to indicate their overall satisfaction with the major highway type they used most often for the type of trip they took most often.

FIGURE 1



Examination of the 2008 results indicates that overall satisfaction with state highways (the combined percent of survey respondents who said “satisfied” and “extremely satisfied”) has remained stable over time.

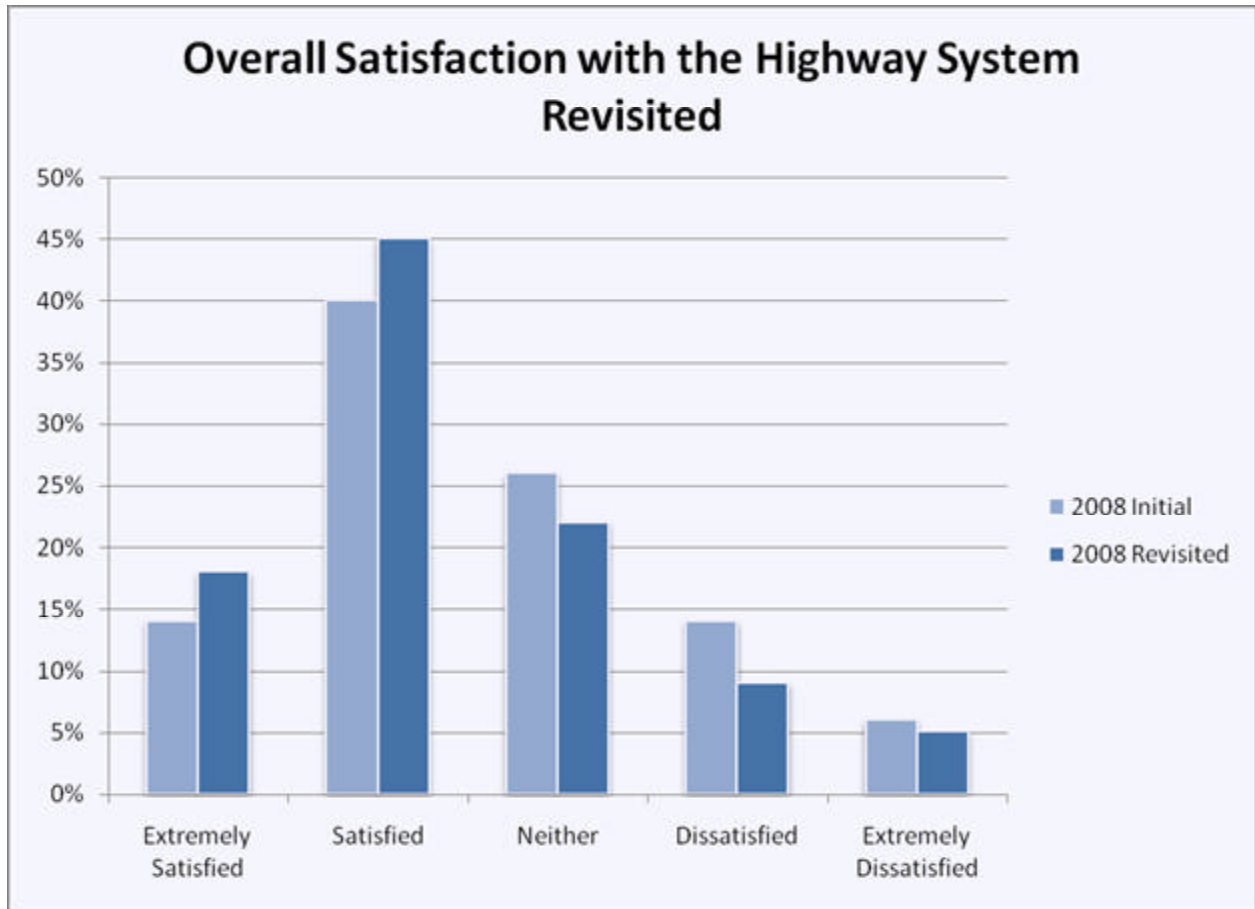
The percent was 54% in 2008 and 55% in 2003. There was a slight decrease from the 2003 survey in dissatisfaction from 24% to 20%. There were no statistically significant differences in satisfaction by vehicle type. Those who drive primarily on rural secondary roads were more likely to be dissatisfied, but the difference did not reach statistical significance.

3.2 Follow-Up on Overall Satisfaction Ratings

Near the close of each interview, after they had evaluated specific highway characteristics plus a number of attributes pertaining to each, the respondents were asked to give a second rating of their overall satisfaction with the highway they use most often. This provides a second (and perhaps more accurate) picture of satisfaction in that the respondents have been asked to reflect upon the different attributes of the highway. Below are the 2008 results of this follow-up question

juxtaposed with the initial 2008 results. As can be seen clearly, satisfaction increased (and commensurately, dissatisfaction decreased) after respondents had been asked to consider their experiences with the highway in greater detail. Initial satisfaction was 54 percent, compared to 63 percent on the follow-up. Dissatisfaction declined from 20 to 15 percent.

FIGURE 2



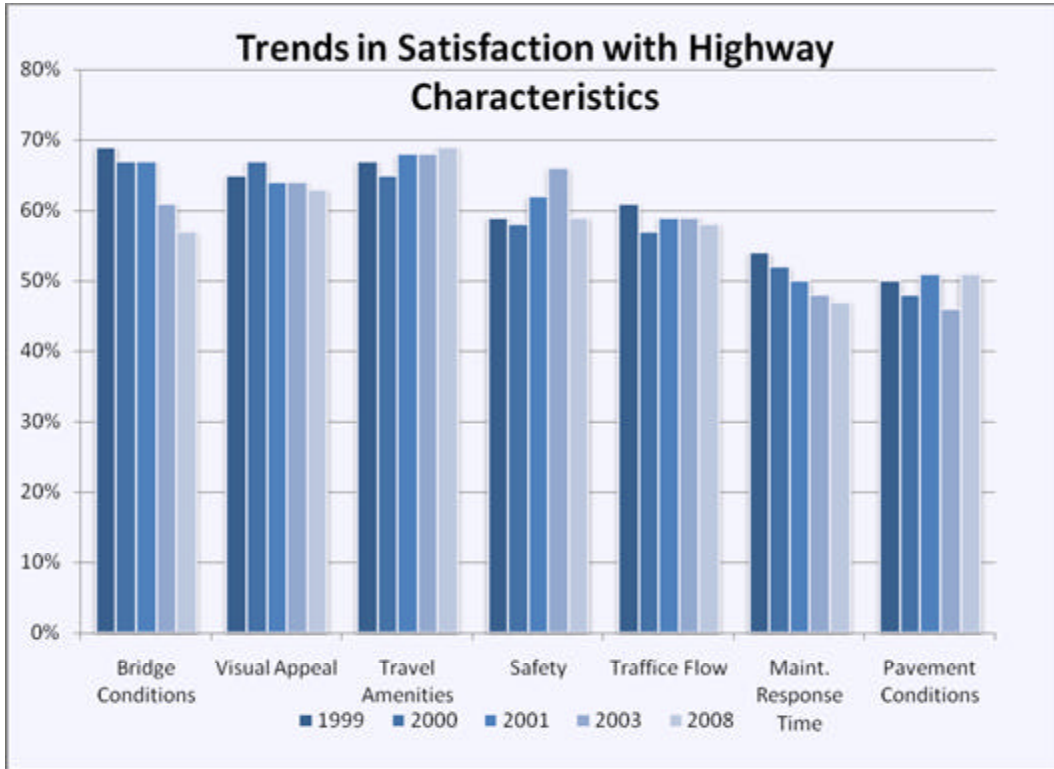
In contrast, to the initial satisfaction question, those who traveled primarily on rural secondary roads were significantly less satisfied than those who drove on the other types of roads. There was no significant relationship between type of vehicle and satisfaction.

3.3 Satisfaction with Specific Highway Characteristics

A total of seven highway characteristics were evaluated by the respondents in this study—safety, traffic flow, pavement conditions, bridge conditions, visual appeal, maintenance response time, and travel amenities. For each of the seven characteristics, respondents were asked to rate

their satisfaction with a series of distinct attributes associated with the particular characteristic. Below are the levels of satisfaction for each highway characteristic that was evaluated. As before, the satisfaction level is the combined percent indicating “extremely satisfied” and “satisfied”.

FIGURE 3



Compared with 2003, overall satisfaction with visual appeal (63%) travel amenities (69%), traffic flow (58%), and maintenance response time (48%) remained approximately the same, while satisfaction with bridge conditions (57%) and safety (59%) have declined, from 61% and 66%, respectively. Satisfaction with pavement conditions has gone up from 46% to its level in 2001—51%.

Presented on the following pages are the trends in ratings of specific attributes for each highway characteristic. Bar graphs are presented in the order the characteristics appear in the figure above.

FIGURE 4

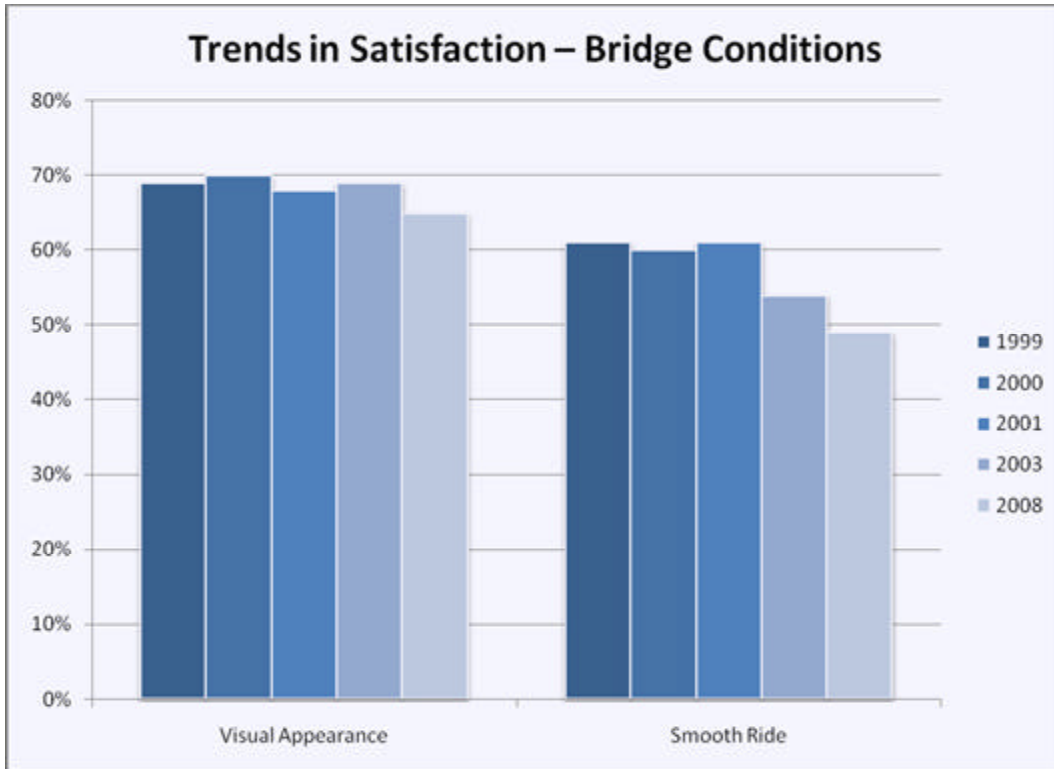


FIGURE 5

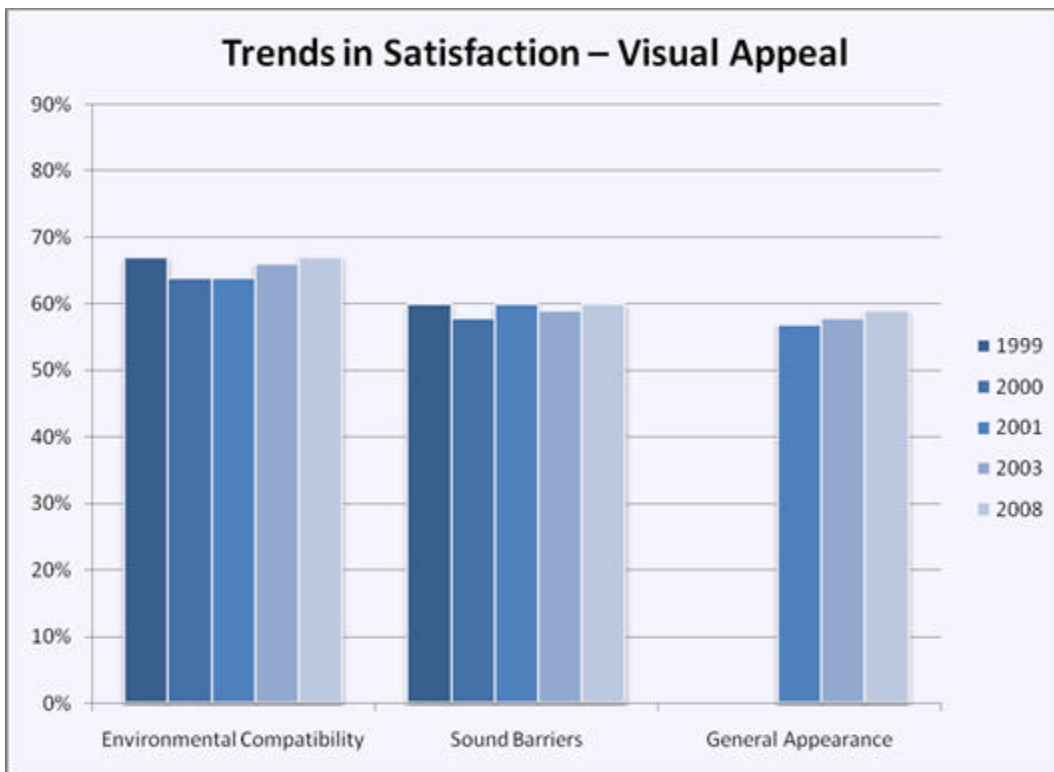


FIGURE 6

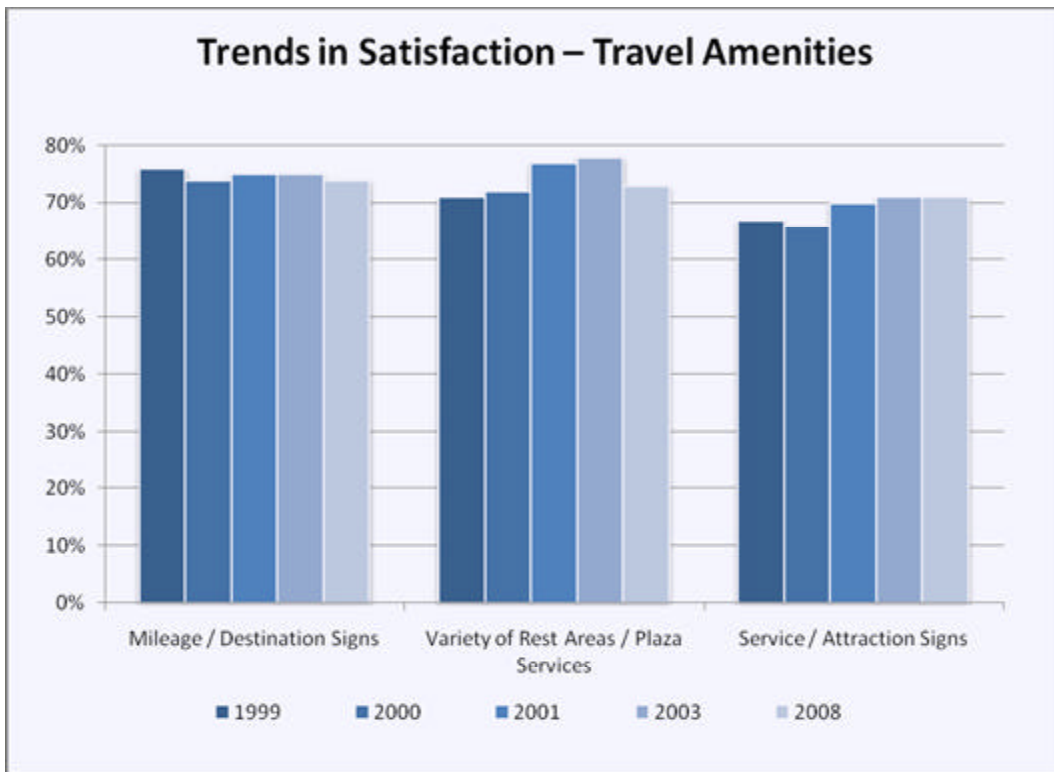


FIGURE 7

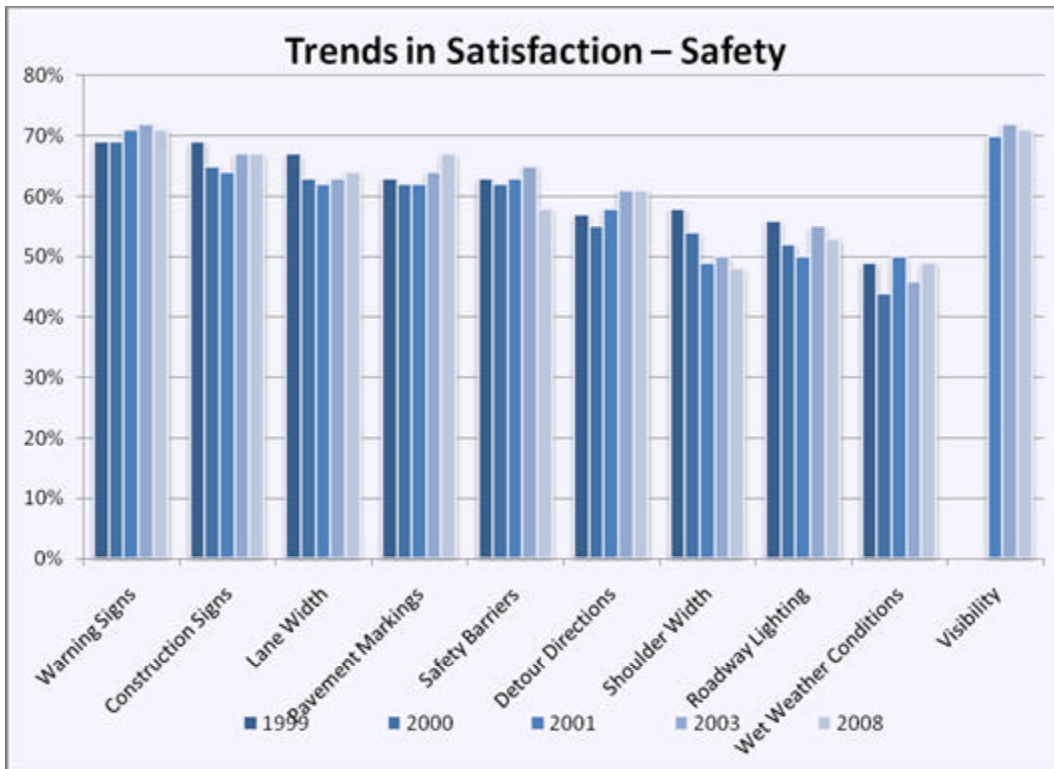
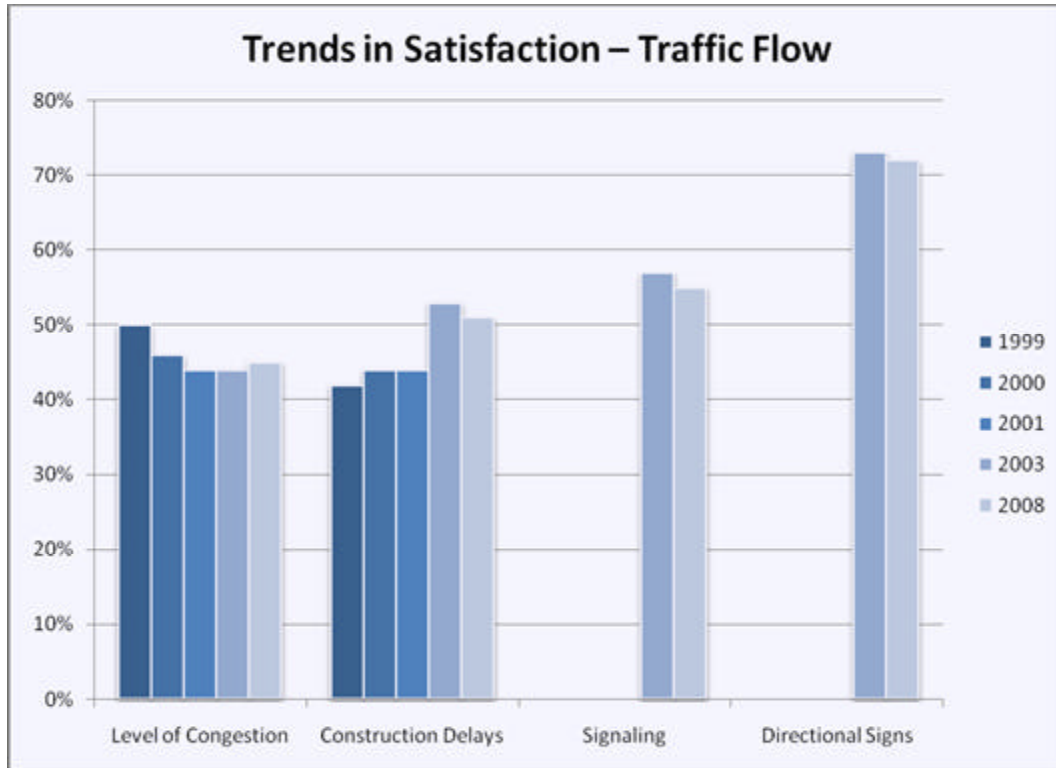


FIGURE 8



In 2003, some follow-up questions were added to the survey to better understand dissatisfaction with the level of congestion on Kentucky’s highways. In 2008, 27% of respondents said that they were dissatisfied with the level of congestion. The follow-up question was: “Does the level of congestion surprise you or do you expect congestion at the time of day that you drive these roads?” Most (74%) said they expected congestion.

In addition, all respondents were asked: “Do you ever take alternate routes to avoid congestion?” A majority (68%) said yes; those who said no (32%) were asked: “What is the main reason you do not take alternate routes. The following table displays their answers.

Table 8

Main Reason	2003	2008
No alternate route available	32%	30%
Too far out of the way	19%	13%
No congestion on routes travelled	16%	13%
Not any faster	15%	20%
Might get lost	7%	7%
Alternate route not safe	2%	2%
Other	9%	17%

FIGURE 9

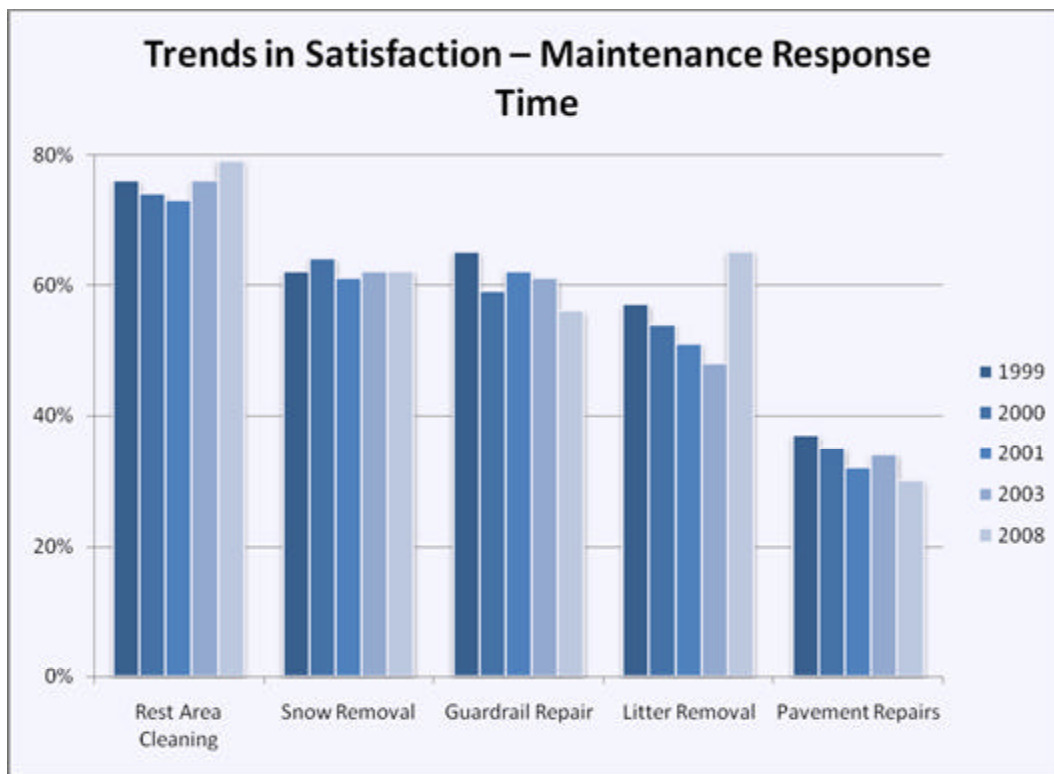
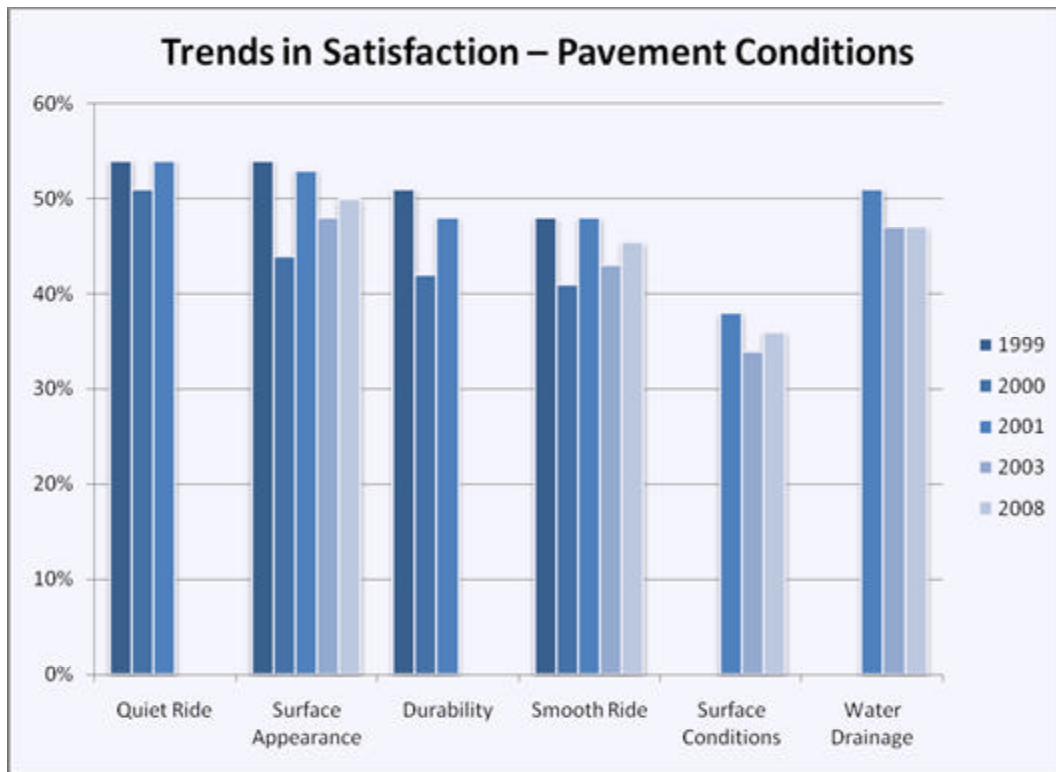


FIGURE 10



3.4 Kentucky's Performance over Time

Overall satisfaction with Kentucky's highways is stable—54% satisfied in 2008 and 55% in 2003. Regarding the seven characteristics, four had only small changes within the margin of error. However, two experienced declines: bridge conditions from 61% satisfied to 57% satisfied and safety from 66% to 59%. Pavement conditions saw an increase to 51% satisfied from 46%. This appears to be a return to an historic norm as the mean percent over all seven survey years is 50%. The declining support for bridge conditions appears to be a cause for concern, as it is at odds with the mean for all seven surveys, which is 65%. Satisfaction with both attributes of bridge conditions—visual appearance and smooth ride have also declined.

Regarding satisfaction with the individual highway attributes, the results indicate that Kentucky's highway performance in 2008 improved on 12 attributes and declined on 14. Most changes were insignificant. However, satisfaction with 5 attributes declined significantly since

2003. Only one attribute—litter removal— saw a significant increase. It is noteworthy that two of the significant declines concern response time for repair of facilities—guard rails and pavement. Satisfaction with safety barriers (58%) has declined significantly from 2003 and from its seven year mean of 63. The last attribute with a significant decline in satisfaction was the variety of rest area/plazas.

Table 9: Decreases and Increases in Satisfaction between 2003 and 2008.

(Differences exceeding the margin of error (3%) are italicized.)

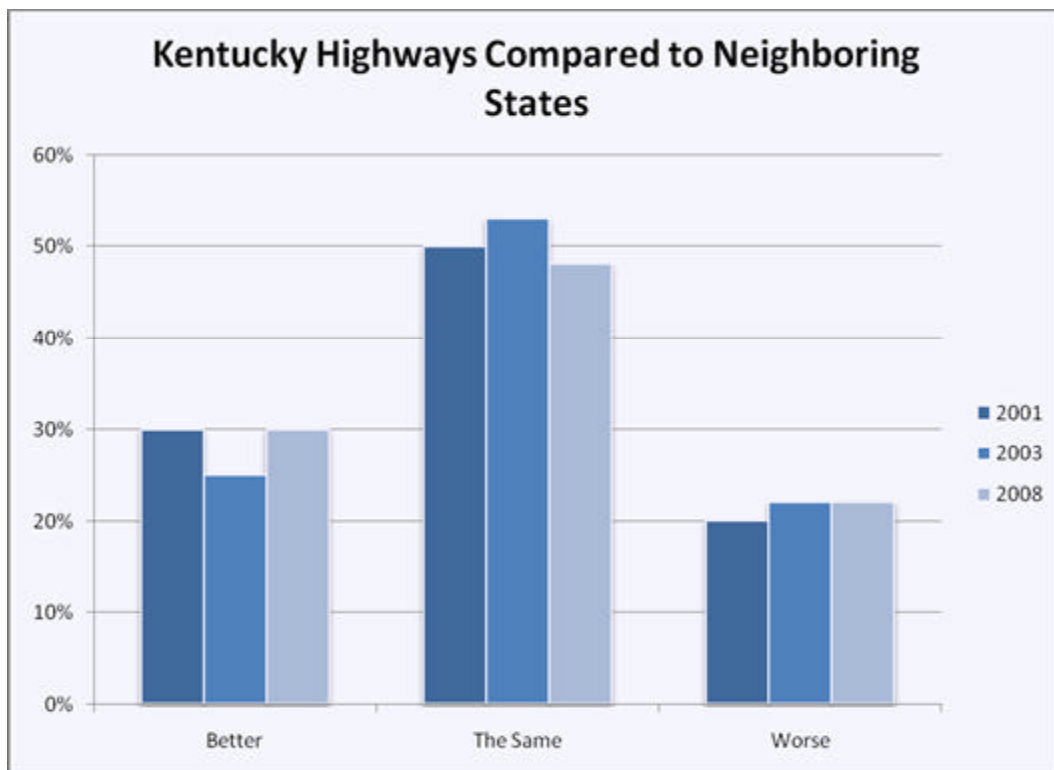
Decreases	Increases
<i>Visual appearance</i>	Environmental compatibility
<i>Smooth ride bridges</i>	Sound barriers
Mileage/destination signs	General appearance
<i>Variety of rest area/plazas</i>	Pavement markings
<i>Safety barriers</i>	Lane width
Warning signs	Wet weather conditions
Shoulder width	Level of congestion
Roadway lighting	Rest area cleaning
Visibility	<i>Litter removal</i>
Construction delays	Surface appearance
Signaling	Smooth ride pavement
Directional signs	Surface conditions
<i>Guard rail repair</i>	
<i>Pavement repairs</i>	

Chapter 4: How is Kentucky Doing? General Opinions about Kentucky Highways

The survey contained several questions to elicit general opinions about Kentucky highways. They asked respondents how safe they felt on the highways, how well maintained they were, and how they compared to those of neighboring states upon which they have driven. The results are depicted in Figure 11. Only 22% said that Kentucky highways were worse than those in neighboring states. A total of 78% described them as better (30%) or the same (48%). The 30% saying better was a significant increase from 2003, when 25% said they were better.

There was little difference between types of respondents with the exception of those who primarily drive on rural secondary roads. They are more likely to describe Kentucky's highways as worse.

FIGURE 11



Two questions asked the respondents to assess the safety of Kentucky highways: one concerned Interstate safety, the other non-Interstate highways. Two other questions concerned the adequacy of maintenance on Kentucky Interstates and non-Interstates. Respondents think that Kentucky highways are both safe and well-maintained. From 2003 to 2008, there has been a significant increase in the percent (from 79% to 84%) who say the non-Interstates are safe. The percent saying the Interstates are safe declined slightly within the margin of error.

Those who drive mostly in rural areas are less likely than urban/suburban drivers to think that Interstates are safe. There were no significant differences among the different types of vehicle drivers and their opinions about road safety and maintenance.

FIGURE 12

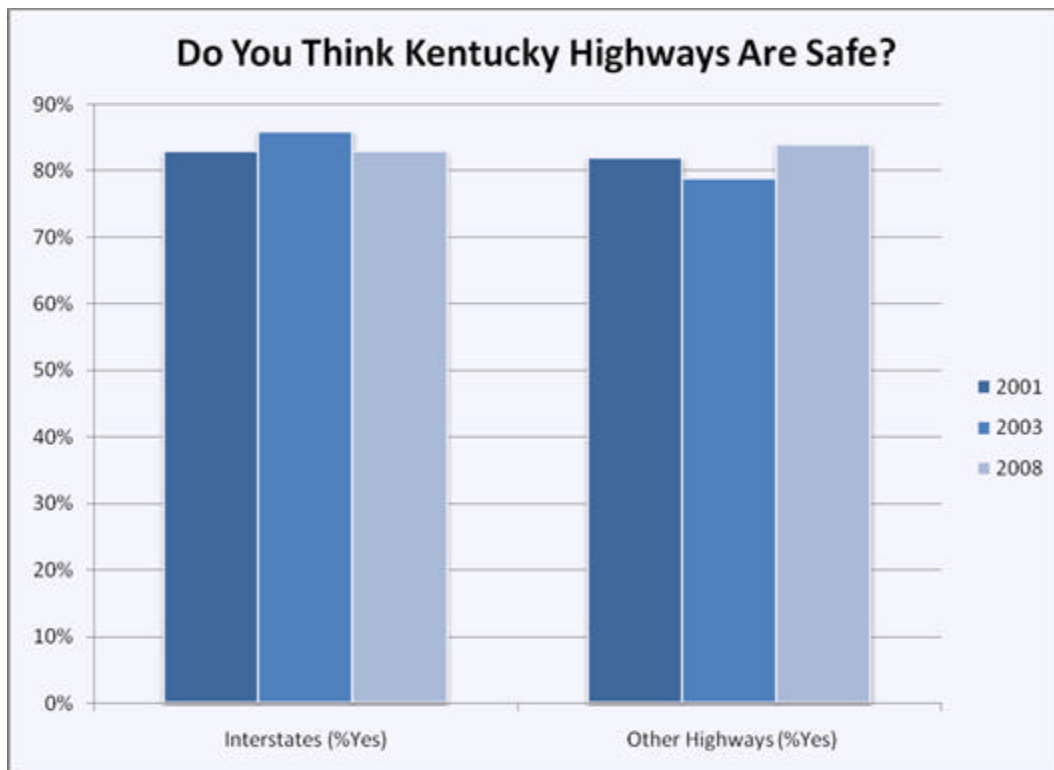
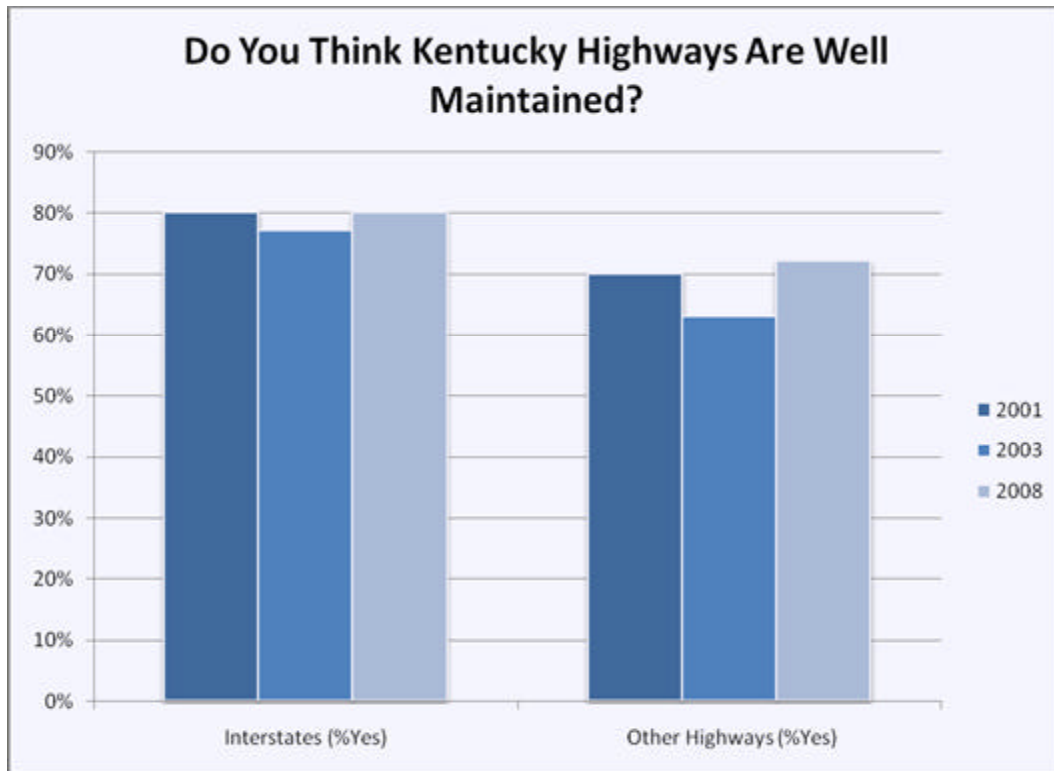


FIGURE 13



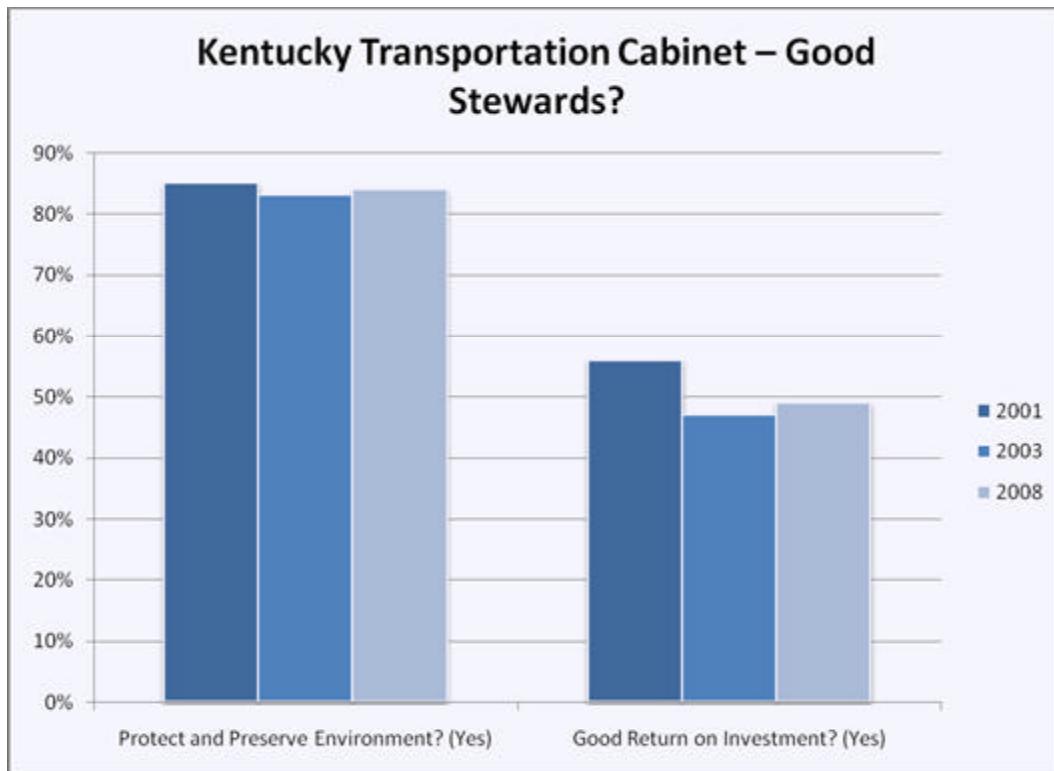
Chapter 5: Kentucky Transportation Cabinet Performance and Policy Issues

All respondents were asked questions about the Cabinet's performance as stewards of the environment and the state's tax dollars. Respondents were also asked policy related questions about car-pooling, pedestrian and bicycle travel facilities, the relative importance of key highway aspects, and preference for how highway money should be prioritized.

5.1 Cabinet Performance

When asked about whether the Cabinet takes adequate measures to protect and preserve the environment, an overwhelming majority (84%) said yes. However, when asked if they thought they were getting a good return from the Cabinet in terms of transportation infrastructure for their gasoline tax dollars, Kentucky drivers were less positive. Only 49 percent said yes, more than the 47 percent in 2003 who said yes, but still significantly less than the 56% who said yes in 2001.

FIGURE 14



5.2 Car Pooling

Respondents were asked whether they thought Kentucky should do more to promote ride sharing or car pooling such as providing common parking areas near highway exits or dedicating highway lanes for exclusive use by car-poolers during rush hour. Overall, 83 percent agreed that more should be done to promote this behavior, a large and significant increase from the 71% who agreed in 2003.

Respondents were also asked how much more likely they would be to car-pool or share rides, if such accommodations were made to the highway system. There was a significant increase over 2003 in the willingness to share rides—in 2008, 26% said they were much more likely to share rides. In 2003, only 15% said they were much more likely to share rides.

FIGURE 15

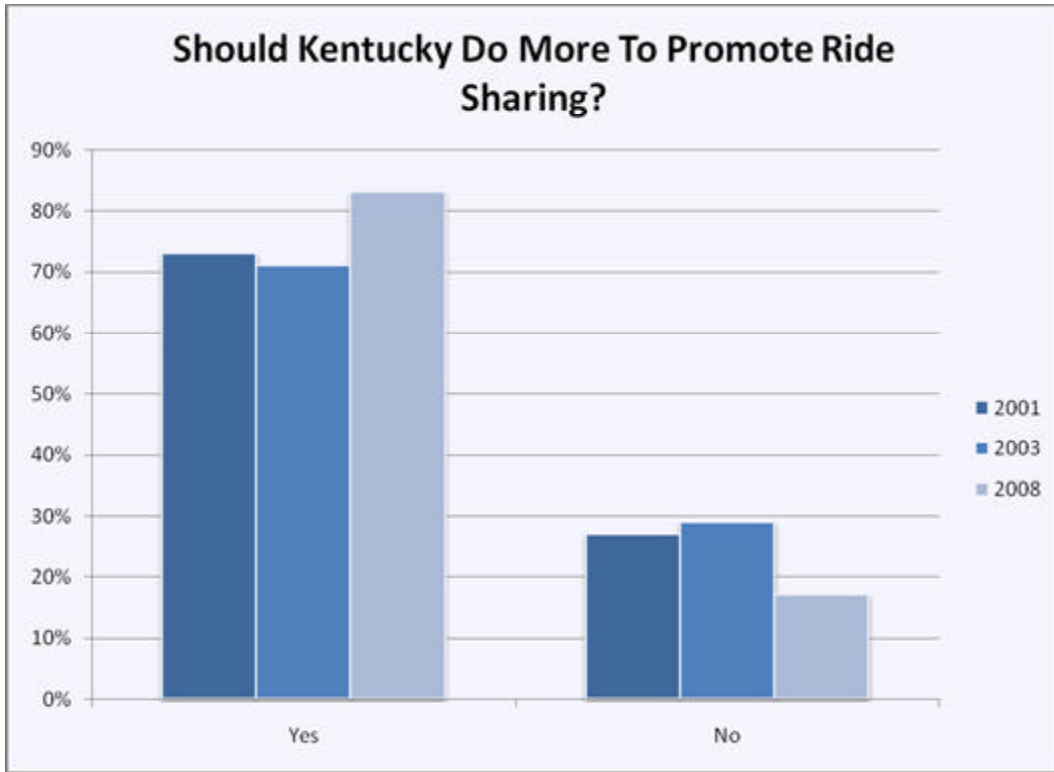
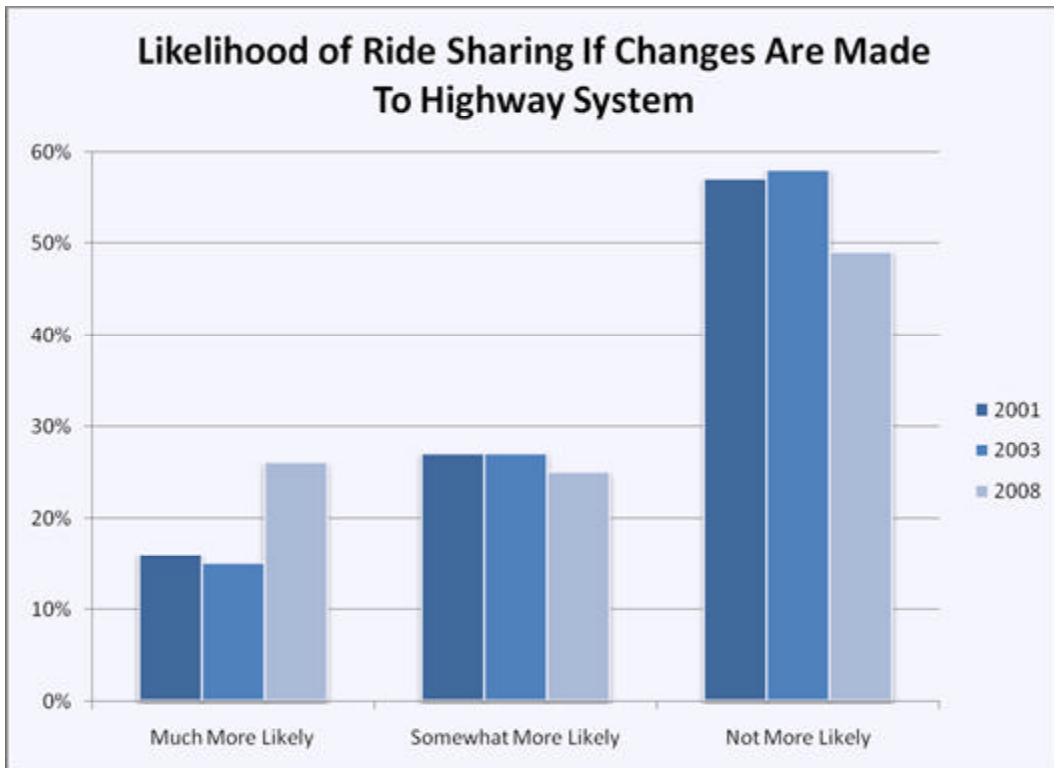


FIGURE 16



5.3 Pedestrian and Bicycle Travel Facilities

For the 2003 survey, questions were added to determine public perception of the need for additional facilities for bicycle and pedestrian travel where people live and work. These questions were asked again in 2008. Respondents were asked separately about the need for additional pedestrian facilities such as marked crosswalks or sidewalks and about the need for bicycle facilities such as bike lanes, paved shoulders, or road sharing signage. They were also asked how often they thought they would use these facilities, if available.

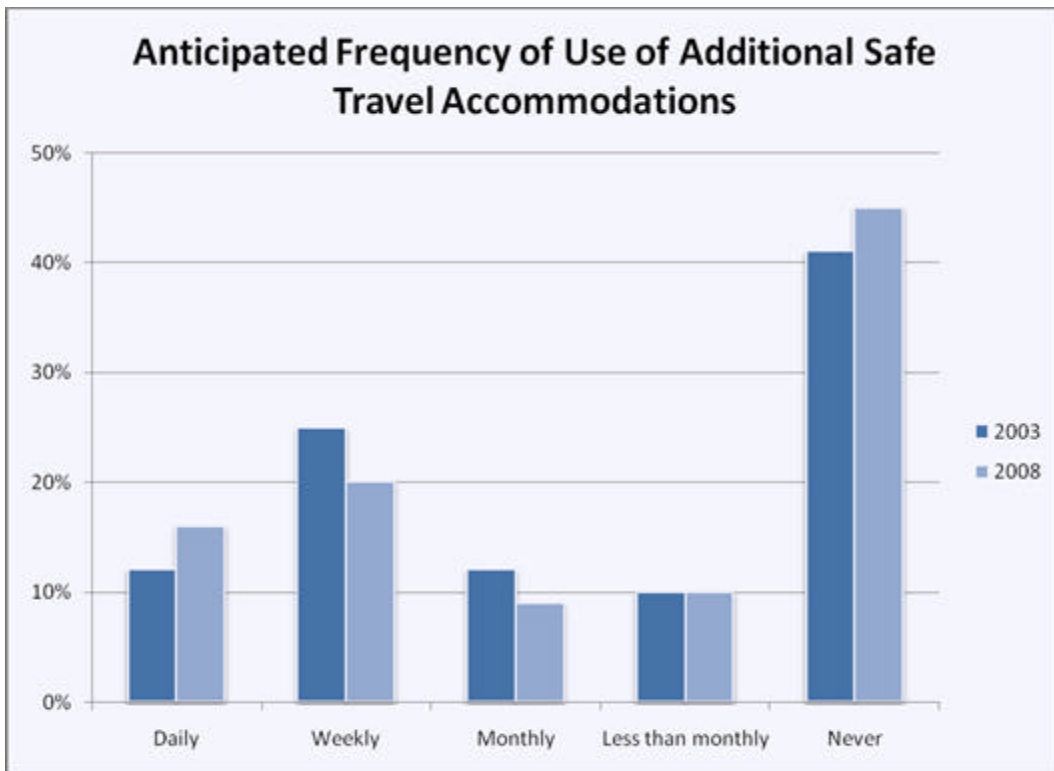
Support for these facilities has grown significantly between 2003 and 2008—from 53% to 58% for safe pedestrian facilities and from 57% to 69% for safe bicycle facilities. Drivers who mainly travel in rural areas were less likely to see a need for these facilities.

In regard to the likelihood that they would use these facilities, there was no significant change. In 2003, 37% said they would use these facilities at least weekly. In 2008, the percent for at least weekly use was 36%.

FIGURE 17

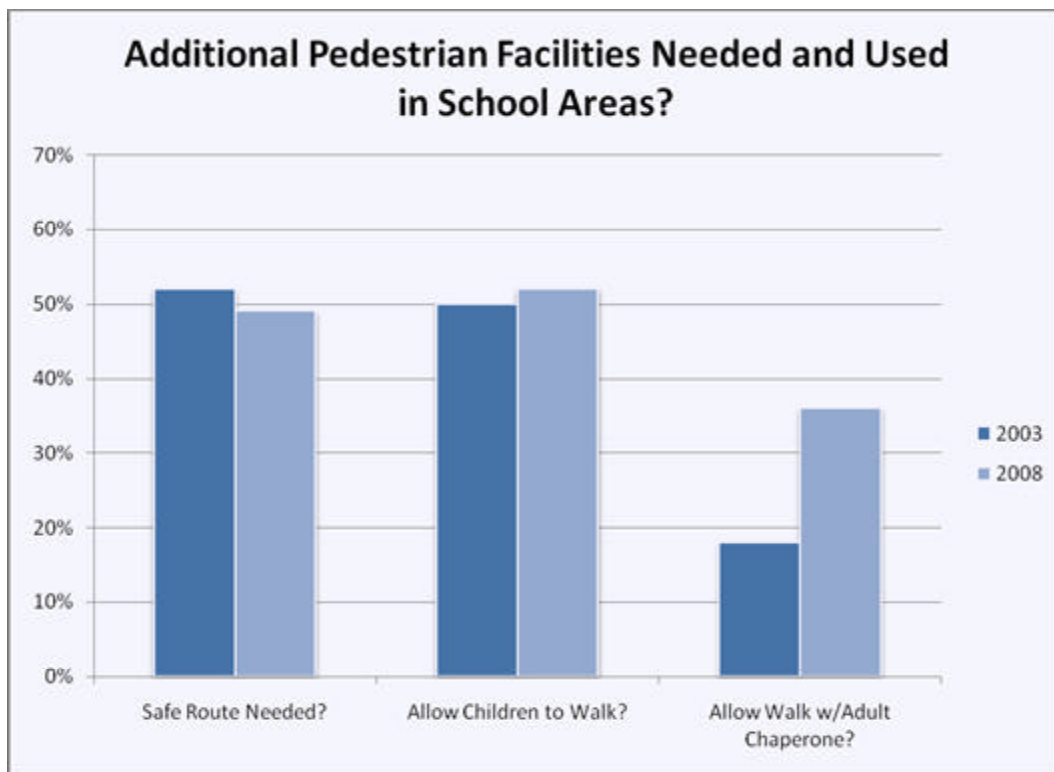


FIGURE 18



Respondents were then asked about whether additional pedestrian facilities were needed specifically to allow a safe route to schools in their area, whether they would allow their children to walk to school if such facilities were developed, and if not, would they allow their children to walk to school if neighborhoods or communities provided adults to accompany the children. The results are presented below. In 2003, 52% said additional safe facilities for walking to school were needed. In 2008, 49% said they were needed, an insignificant decline. Approximately 50% in both years said they would let their children walk to school if the facilities were provided. There was a significant increase—from 18 to 36 percent—in those saying they would let their children walk to school with a chaperone. Those who drive primarily in urban/suburban areas were more likely to be willing for their children to walk to school if the appropriate facilities were developed.

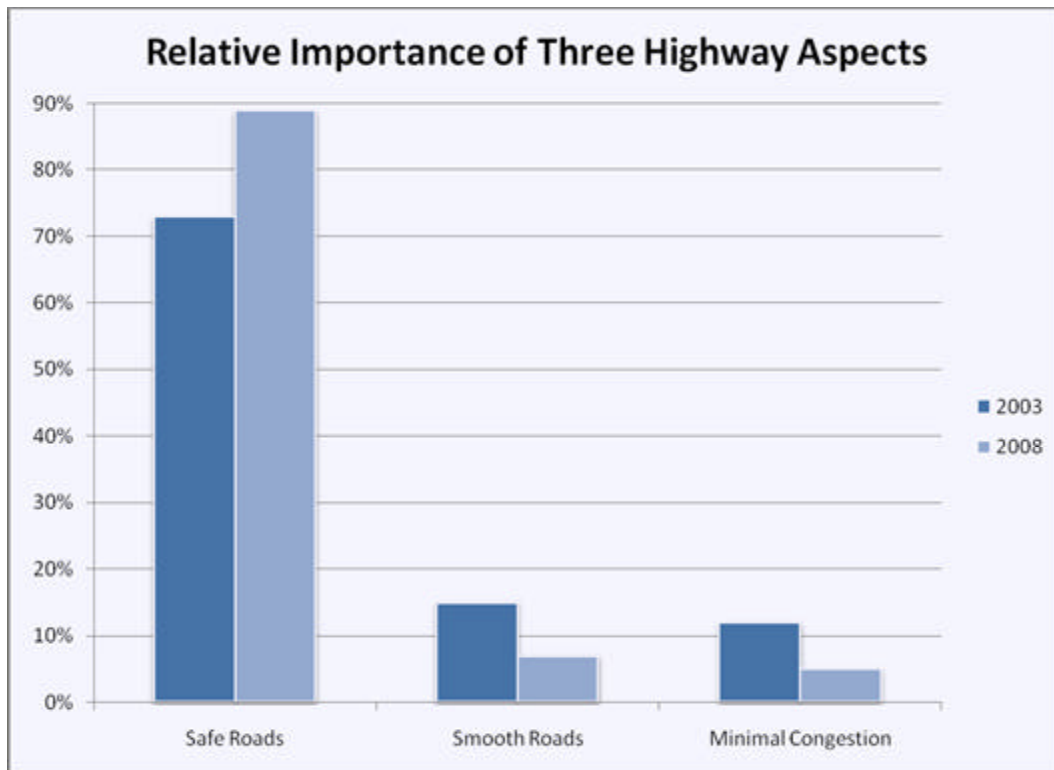
FIGURE 19



5.4 Relative Importance of Three Highway Aspects

The respondents were asked to rank the relative importance of safe, smooth, or minimally congested roads. They were also asked to rank order their preferences for how the expenditure of highway dollars should be prioritized. As Figure 20 shows, the respondents clearly deem safe roads to be of highest concern. Truck drivers were more likely to rank 'smooth roads' higher than car or SUV drivers. Rural secondary road drivers were more likely to rate safe roads as a higher priority than those who drive primarily on other types of roads. However there were no statistically significant differences in regard to preferences by vehicle or road type.

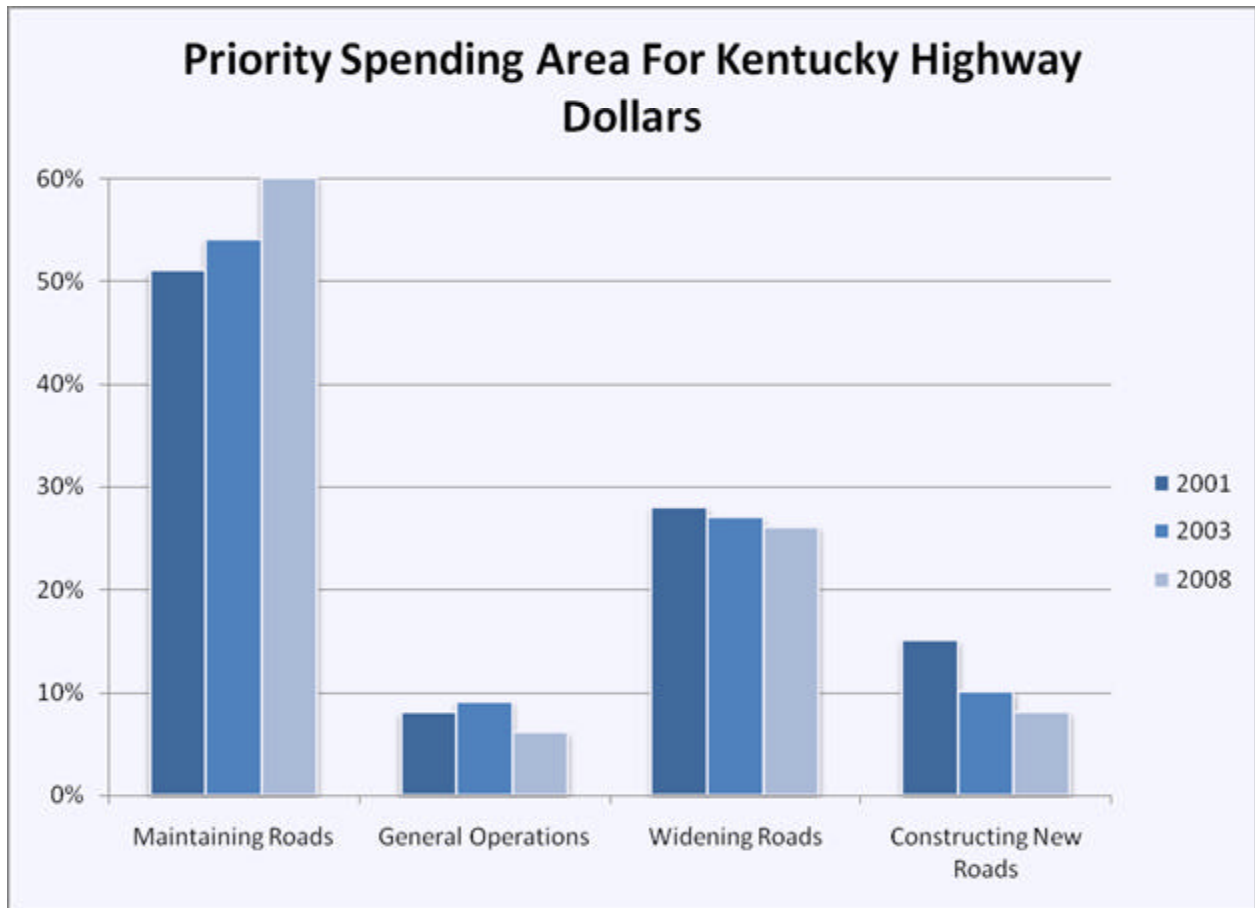
FIGURE 20



5.5 Priority for Spending Highway Money

With respect to spending priorities for highway funds in Kentucky, respondents were asked to prioritize spending among the following four areas: (1) maintenance of existing roads, (2) general traffic operations such as signs, signals and turn lanes, (3) widening existing roads, and (4) constructing new roads. The chart below shows the percentage of all respondents who selected each area as the highest priority compared to 2001 and 2003 results.

FIGURE 21



Kentucky drivers give highest priority to ‘maintenance of existing roads’. In fact the percent of respondents in 2008 (60%) was significantly higher than the percent in 2003 (54%). As in previous years, the second choice for highest priority went to widening roads (26% in 2008).

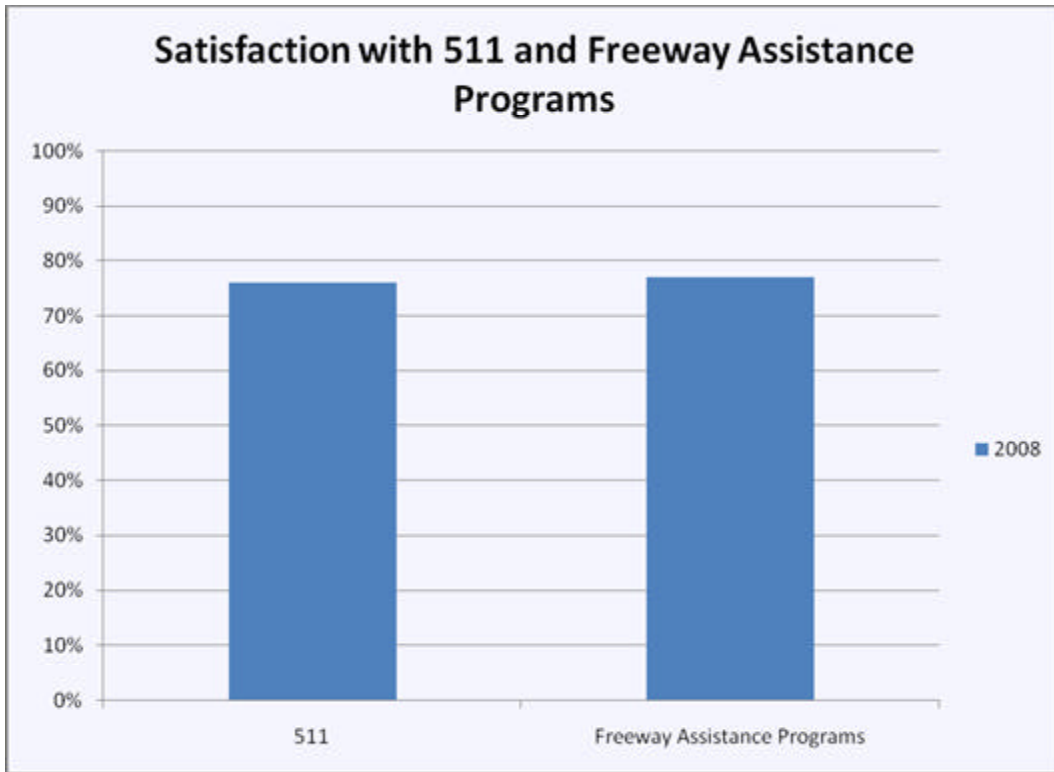
Lagging far behind in 2008 as choices for highest priority were constructing roads (8%) and general operations (6%). In regard to second and third highest priority, widening roads was ahead of the other choices. Overall, constructing new roads ranked a distant third. As one might expect, opinions differed significantly on some of these preferences depending on the primary type of highway driven, particularly about the priority of *'widening existing roads'*. Those who drive major two-lane highways and rural secondary roads gave a significantly higher priority ranking to widening roads than do those who drive primarily on the Interstate or other multi-lane highways. Similarly, those who do most of their driving in rural areas ranked *'widening existing roads'* higher than those who do most of their driving in urban/suburban areas.

5.6 Awareness of and Satisfaction with 511 Traveler Information Number and the Freeway Assistance Program (SAFE Patrol)

The 2008 survey contained several questions about the awareness and satisfaction with two relatively new services offered to travelers on Kentucky's highways: the 511 telephone number that provides free information on tourism and current traffic conditions and the freeway assistance program also known as the SAFE Patrol. Many respondents (63%) had heard of the 511 number. Of those who knew about it, 31% had called the number for information. A full 76% who had called 511 were satisfied with the 511 service.

A substantial number of respondents (44%) were aware of the freeway assistance program that provides emergency assistance on major highways across Kentucky. Only 13 (3.5%) of the 373 respondents who had heard of the program had used it. Ten of the 13 or 77% were satisfied with the assistance they had received.

FIGURE 22



Chapter 6: Some Additional Findings

This section presents some relationships between driver satisfaction with highway characteristics and several major driving factors: the type of vehicle driven, the primary type of highway the driver uses, and geographic location of the facility on which most miles were driven (urban/suburban or rural). Only statistically significant relationships are reported.

Facility Location

- There were no significant relationships between driver satisfaction and facility location in urban/suburban versus rural areas

Safety

- Higher satisfaction was expressed by Interstate drivers than by drivers on major two-lane highways.
- Lower satisfaction was expressed by rural secondary road drivers than by drivers of all other types of highways
- Those who reported most of their driving was in rural areas were less satisfied than those driving in urban/suburban areas.

Visual Appeal

- Lower satisfaction was expressed by rural secondary road drivers than by drivers of all other types of highways.

Travel Amenities

- Interstate travelers gave higher ratings than those who usually drive on major two lane highways.
- Lower ratings were given by rural secondary road drivers than by drivers of all other types of highways.

Maintenance Response Time

- No significant relationships were found.

Bridge Conditions

- No significant relationships were found

Pavement Conditions

- Lower satisfaction was expressed by rural secondary road drivers than by drivers of all other types of roadways.

APPENDIX: Percentage Tables

Table 10: Trends in Overall Satisfaction with the Highway System

	Extremely Satisfied	Satisfied	Neither	Dissatisfied	Extremely Dissatisfied
2008	14%	40%	26%	14%	6%
2003	12%	43%	21%	17%	7%
2001	14%	42%	26%	12%	5%
2000	14%	39%	27%	15%	5%
1999	20%	33%	34%	9%	5%
1998	15%	35%	35%	9%	5%
1997	15%	39%	30%	8%	8%
	Extremely Satisfied	Satisfied	Neither	Dissatisfied	Extremely Dissatisfied
Initial	14%	40%	26%	14%	6%
Follow-up	18%	45%	22%	9%	5%

Table 11
Overall Satisfacti
on with
the
Highway
System
Revisited
(2008)

Table 11: Trends in Satisfaction with Highway Characteristics

	Bridge Conditions	Visual Appeal	Travel Amenities	Safety	Traffic Flow	Maintenance Response Time	Pavement Conditions
2008	57%	63%	69%	59%	58%	48%	51%
2003	61%	64%	68%	66%	59%	48%	46%
2001	67%	64%	68%	62%	59%	50%	51%
2000	67%	67%	65%	58%	67%	52%	48%
1999	69%	65%	67%	59%	61%	54%	50%
1998	67%	66%	68%	57%	55%	51%	51%
1997	64%	68%	68%	61%	59%	53%	51%

Table 12: Trends in Satisfaction – Bridge Conditions

	Durability	Visual Appearance	Smooth Ride
2008		65%	49%
2003		69%	54%
2001		68%	61%
2000	70%	70%	60%
1999	71%	69%	61%
1998	72%	70%	57%
1997	68%	69%	56%

Table 13: Trends in Satisfaction – Visual Appeal

	Rest Area Design	Landscaping	Environmental Compatibility	Sound Barriers	General Appearance
2008			67%	60%	59%
2003			66%	59%	58%
2001			64%	60%	57%
2000	79%	65%	64%	58%	
1999	79%	62%	67%	60%	
1998	78%	60%	68%	62%	
1997	80%	64%	68%	62%	

Table 14: Trends in Satisfaction – Travel Amenities

	Mileage/ Destination Signs	Variety of Rest Areas/Plaza Services	Number of Rest Area/Plazas	Service/ Attraction Signs	Number of Radio Advisory Stations
2008	74%	73%		71%	
2003	75%	78%		71%	
2001	75%	77%		70%	
2000	74%	72%	67%	66%	48%
1999	76%	71%	71%	67%	51%
1998	74%	59%	68%	66%	46%
1997	75%	61%	66%	71%	48%

Table 15: Trends in Satisfaction – Safety

	Warning Signs	Construction Signs	Lane Width	Pavement Markings	Safety Barriers
2008	71%	67%	64%	67%	58%
2003	72%	67%	63%	64%	65%
2001	71%	64%	62%	62%	63%
2000	69%	65%	63%	62%	62%
1999	69%	69%	67%	63%	63%
1998	70%	67%	69%	67%	63%
1997	70%	71%	69%	65%	66%

Table 16: Safety – Cont.

	Detour Directions	Shoulder Width	Roadway Lighting	Wet Weather Conditions	Visibility
2008	61%	48%	53%	49%	71%
2003	61%	50%	55%	46%	72%
2001	58%	49%	50%	50%	70%
2000	55%	54%	52%	44%	
1999	57%	58%	56%	49%	
1998	58%	54%	57%	49%	
1997	57%	57%	54%	49%	

Table 17: Trends in Satisfaction – Traffic Flow

	Toll Booth Delays	Accident Clean-up	Level of Congestion	Construction Delays	Signaling	Directional Signs
2008			45%	51%	55%	72%
2003			44%	53%	57%	73%
2001	66%		44%	44%		
2000	66%	62%	46%	44%		
1999	81%	62%	50%	42%		
1998	76%	64%	44%	40%		
1997	77%	66%	47%	41%		

Table 18: Trends in Satisfaction – Maintenance Response Time

	Rest Area Cleaning	Snow Removal	Guardrail Repair	Litter removal	Pavement Repairs
2008	79%	62%	56%	65%	30%
2003	76%	62%	61%	48%	34%
2001	73%	61%	62%	51%	32%
2000	74%	64%	59%	54%	35%
1999	76%	62%	65%	57%	37%
1998	69%	46%	65%	56%	37%
1997	75%	48%	64%	60%	35%

Table 19: Trends in Satisfaction – Pavement Conditions

	Quiet Ride	Surface Appearance	Durability	Smooth Ride	Surface Conditions	Water Drainage
2008		50%		45%	36%	47%
2003		48%		43%	34%	47%
2001	54%	53%	48%	48%	38%	51%
2000	51%	44%	42%	41%		
1999	54%	54%	51%	48%		
1998	51%	51%	50%	48%		
1997	53%	53%	46%	48%		

Table 20: Kentucky Highways Compared to Neighboring States

	Better	The Same	Worse
2008	30%	48%	22%
2003	25%	53%	22%
2001	30%	50%	20%

Table 21: Do You Think Kentucky Highways Are Safe?

	Interstates (% Yes)	Other Highways (% Yes)
2008	83%	84%
2003	86%	79%
2001	83%	82%

Table 22: Do You Think Kentucky Highways Are Well Maintained?

	Interstates (% Yes)	Other Highways (% Yes)
2008	80%	72%
2003	77%	63%
2001	80%	70%

Table 23: Kentucky Transportation Cabinet – Good Stewards?

	Protect and Preserve the Environment? (% Yes)	Good Return on Investment (% Yes)
2008	84%	49%
2003	83%	47%
2001	85%	56%

Table 24: Should Kentucky Do More to Promote Ride-Sharing?

	Yes	No
2008	83%	17%
2003	71%	29%
2001	73%	27%

Table 25: Likelihood of ride-Sharing If changes Are Made to Highway System

	Much More Likely	Somewhat More Likely	Not more Likely
2008	26%	25%	49%
2003	15%	27%	58%
2001	16%	27%	57%

Table 26: Need for Safe Travel Accommodations for Pedestrians and Bicyclists

	Pedestrians	Bicyclists
2008	58%	69%
2003	53%	57%

Table 27: Anticipated frequency of Use of Additional Safe Travel Accommodations

	Daily	Weekly	Monthly	Less than Monthly	Never
2008	16%	20%	9%	10%	45%
2003	12%	25%	12%	10%	41%

Table 28: Additional pedestrian Facilities Needed in School Areas

	Safe Route Needed %Yes	Allow children to Walk %Yes	Allow Walk with Adult Chaperone %Yes
2008	49%	52%	36%
2003	52%	50%	18%

The question for table 30 was modified for 2008. Instead of first, second and third most important, respondents ranked the three priorities as most and least important.

Table 29: Priority Highway Aspects

PRIORITY	Most Important 2008	Most Important 2003	Least Important 2008	Least Important 2003
Safe Roads	89%	73%	4%	7%
Smooth Roads	7%	15%	35%	35%
Minimal Congestion	5%	12%	62%	62%

Table 30: Priority Spending Area for Kentucky Highway Dollars

Priority Rank	First	Second	Third
Maintaining Roads			
2008	60%	26%	9%
2003	54%	23%	14%
2001	51%	28%	15%
General Operations			
2008	6%	28%	36%
2003	9%	26%	37%
2001	8%	24%	28%
Widening Roads			
2008	26%	31%	28%
2003	27%	35%	25%
2001	28%	32%	26%
Constructing Roads			
2008	8%	14%	26%
2003	10%	16%	30%
2001	15%	16%	22%

For more information or a complete publication list, contact us at:

KENTUCKY TRANSPORTATION CENTER

176 Raymond Building
University of Kentucky
Lexington, Kentucky 40506-0281

(859) 257-4513
(859) 257-1815 (FAX)
1-800-432-0719
www.ktc.uky.edu
ktc@engr.uky.edu

The University of Kentucky is an Equal Opportunity Organization