



**ROADSIDE INTERVIEW SURVEYS
INSTRUCTIONS FOR INTERVIEW STAFF**

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1. INTRODUCTION

1.1 General

The purpose of this survey is to collect information about the volume, composition and pattern of movement within the study area. Such information is required before predictions of future traffic flows can be made and is therefore essential for the formulation of plans to accommodate future transportation needs.

1.2 Staffing

Each interviewer / enumerator will be required on site 30 minutes before the start of the survey period (i.e usually by 06:30 hours). Vehicle counts and interviews will normally be undertaken during the period of 0700 to 1900 hours but 16 hour surveys may also occur (06:00 – 22:00).

Rest breaks will be organised on a rota basis throughout the day by the supervisors.

1.3 Bad Weather

Interviewing will be continuous unless weather or traffic conditions are exceptionally bad. It is strongly recommended that staff provide themselves with adequate waterproof and windproof clothing including hats and gloves.

1.4 Safety

Safety at all times will be the main consideration during the survey and staff will be expected to adhere strictly to all safety procedures as directed by supervisory personnel. Failure to follow safety instructions will lead to dismissal from the site.

Staff will be provided will fluorescent jackets which must be worn at all times when on or near the carriageway. The wearing of these reflective jackets is vitally important to personal safety.

Decisions with regard to the suspension of interviewing on the grounds of safety, due to road conditions becoming poor will be the responsibility of the supervisor or client's representative in consultation with the police officer on duty at the survey station. On no account may the count be discontinued even if interviewing is suspended.

1.5 Data

The information collected during the survey is the basis of a great deal of analysis and, it is therefore vitally important that all data is clearly written. Care must be taken when data is coded by numbers.

All information must be recorded in ordinary pencil which will be provided (Ball pens and indelible pencils **MUST NOT BE USED**). Watches should be worn as it is necessary to record times on the interview / count forms.

If there is any doubt about how to record information the supervisor should be consulted.

1.6 Site Facilities

A vehicle will be on all Roadside Interview sites as an office. Toilet facilities will not normally be available, but you will be informed of the location of the nearest toilets by the supervisor.

Staff should check with the supervisor about parking arrangements if they arrive on site in their own transport. Staff **MUST NOT** park illegally on footways or verges.

1.7 Meals

You should bring your own meals each day, as you will not generally be able to leave site for meals. Remember when choosing what to eat that you will be interviewing drivers in close personal proximity therefore try to avoid spicy/ pungent food (e.g. garlic) that may linger on the breath!

You will only be allowed to eat, drink or smoke during your rest break periods not while interviewing. Alcohol is not permitted at any time during the survey period.

2. VEHICLE COUNTS

2.1 General

Vehicle counts will be carried out at each Roadside Interview Station and will consist of classifying and recording all vehicles passing the station during the survey period (e.g. 0700 to 1900 hours;

12 Hours Total). The count will cover both the interview and non – interview direction with one enumerator generally responsible for each direction of flow except on particularly quiet roads.

The total count period will be divided up into 15 minute time periods starting on the hour and the quarter and half hours.

2.2 Count Form

An example of the count form together with vehicle type definition list has been enclosed.

Please note that the classified vehicle count must continue at all times even if interviewing is suspended.

Enumerators will be provided with hand held tally counters to record one or more of the vehicle types.

The quarter hourly total for each vehicle type recorded in this manner should be written on the count form in the appropriate place, the tally counter should then be reset to zero in readiness for the next 15 minute period. Remember to enter the data before zeroing the tally!

Enumerators should periodically check that the tally counter is correctly recording each time the button is pressed. If there is a problem, continue counting using a 5 barred gate (IIII) and advise the supervisor as soon as possible.

3. ROADSIDE INTERVIEW

3.1 General

The interview consists of collecting details about the trip the driver is making at the time he or she is stopped at the survey station.

The number of interviewers on duty at any one time may vary according to the traffic conditions at the survey station.

The total interview period is generally divided up into 15-minute time periods identical with those for the vehicle count. A new interview form must be started at the beginning of each time period. At the end of each time period the forms will be collected by the supervisor.

Traffic will be directed into the interview bay by a police officer. Drivers are legally obliged to obey the police officer's instructions but they are not obliged to answer questions asked by an interviewer although in practice if your approach is polite and professional around 99% will cooperate.

If the driver refuses to answer or shows any kind of resistance do not be tempted to enter into an argument, just terminate the interview saying "THANK YOU, SIR / MADAM". You should then enter the type of vehicle and write "REFUSED" across the rest of the interview line. If the driver continues to remonstrate then call the supervisor who will deal with the problem.

Drivers are interviewed in an Interview Bay located at the kerbside or in a coned off area on the carriageway, or lay-by, depending on the design of the survey station.

WHEN INTERVIEWING REMEMBER THAT VEHICLES WHICH ARE NOT BEING INTERVIEWED MAY BE PASSING BEHIND YOU, SO BE CAREFUL WHEN STEPPING BACK AFTER COMPLETING AN INTERVIEW.

When vehicles are directed into the bay the interviewer furthest from the entry point will hold up his / her board to indicate the stopping place for the first vehicle. Start the interview as soon as the vehicle has stopped.

The following vehicle types will NOT be stopped for interviewing by the police officer.

- Pedal Cycles
- Buses and Coaches
- Police, Fire and Ambulance Vehicles
- Road Construction Vehicles
- Royal Mail Vans
- Security Vehicles
- Armed Forces in convoy
- Funeral Vehicles

3.2 Interview Form

An example of the interview form is enclosed as Appendix B. The following should be completed at the top of each form:

Station No. (As specified by the supervisor)

Date

Time Period (The time at the start of the half hour)

Interviewer (Interviewers Name)

All other boxes at the top of the form should be left blank.

Vehicle Type

Enter in the box provided the code corresponding to the vehicle type. For full description see "Vehicle Type Definition" list.

Number in Vehicle

Enter the number of occupants over the age of 5 years, including the driver.

Origin

Write down the FULL AND PRECISE ADDRESS of the driver's last significant stop (street numbers are required). The Post Code should be obtained if possible.

Origin Purpose

Enter in the box provided the code corresponding to the driver's purpose at his last significant stop.

Destination

Write down the FULL AND PRECISE ADDRESS of the driver's next significant stop (street numbers are required). The Post Code should be obtained if possible.

Destination Purpose

Enter in the box provided the code corresponding to the driver's purpose at his next significant stop.

NB The boxes underneath each of the trip data sections on the form are used during the data coding stage and should therefore be left completely blank.

3.3**Interview Procedure**

It is important to maintain good public relations throughout the survey. Interviewing should be carried out in a friendly manner, but quickly and efficiently so as to minimise delays to traffic.

In order to achieve these aims observe the following procedure when interviewing.

- 1) Hold interview board out to act as a signal telling the driver where to stop.
- 2) The vehicle type and number of occupants can be filled in as the vehicle approaches.
- 3) a) When the vehicle has stopped and the driver has wound down the window, greet the driver:

“Good morning / afternoon we are doing a survey on behalf of CLIENT NAME” and then straight away ask; “Can you tell me the full postal address of your last stop?”

Probe to determine the full address including post code if possible.

- b) Next ask the ORIGIN PURPOSE question:-

“Why were you there?”

- c) Repeat (a) and (b) for the destination end of trip:-

“Can you tell me the full postal address of your next stop?”

“Why are you going there?”

- d) The interview should be ended with a concluding phrase “Thank you for your help”.

- 4) Whilst filling the answer to one question try to ask the next.

5) Try not to ask unnecessary questions, e.g. if the driver gives an address and then volunteers the information that he is going home, the destination purpose question need not be asked, if the interviewer is satisfied that this is the information required.

6) If strong resistance is met never argue, curtail the interview politely thanking the driver for his time.

7) When you have finished the interview and if the interview bay in front is clear, thank the driver and let him carry on – but on no account should you give traffic directions.

ON NO ACCOUNT MUST A VEHICLE IN THE INTERVIEW BAY BE ALLOWED TO DRIVE INTO THE “PASSING LANE” TO OVERTAKE A STATIONARY VEHICLE IN FRONT.

3.4 Origin and Destination

1) General

In all cases where an address is being sought the FULL AND PRECISE ADDRESS IS REQUIRED.

If a street number is not known by the driver then obtain the name of the shop, office or factory etc., in fact anything that will enable the address to be located.

Do not use abbreviations for place names. You may recognise what you mean, but the person coding the data at a later stage will not.

Many drivers will not know the postal codes of either their origin or destination. In these circumstances as precise a location as possible should be recorded. If the trip is for pleasure with no specific destination, attempt to discover the furthest point of the trip from its origin.

2) Overseas

If the address given is outside mainland Britain (i.e. in Mainland Europe, the Isle of Wight or Ireland) ask the driver through which port or airport he has or will enter or leave the country. The name of the port or airport should be written in brackets after the full address e.g.

TOWN PARIS

Country FRANCE (via Heathrow Airport)

3) Significant Stop

Incidental stops made in the course of a trip as during traffic delays or when calling for cigarettes or newspapers on the way to somewhere else are not considered to be significant stops. A stop made to buy cigarettes, newspapers etc., is only considered to be significant if it is the sole purpose of the trip.

4) Round Trips

Sometimes it is found that a driver is on a round trip e.g. road testing a vehicle, and gives a destination address which is the same as the origin address. In this case the point on the trip geographically furthest from the given address should be taken as the other end of the trip. This "furthest point" will be trip destination if he is going to it. The location of the furthest point should be described as fully and as exactly as possible on the interview form.

3.5 Trip Purpose From / To

The information is related specifically to exact nature of the origin / destination address. The boundaries separating the categories of purpose are not always obvious and it is therefore important that the contents of each category are interpreted correctly.

If a trip is from a car park or station then the purpose will be the purpose prior to this. If for example the person comes from a car park after shopping then the trip purpose is "shopping". Also when a driver has come from the station and has been to work then the purpose is "work".

The following descriptions explain the meaning of various valid purposes which should be recorded:-

1) Home

If a person is not a member of the household to which he is going then the trip purpose is "Visit Friends" where the visit is for 3 or less nights. If the visit is for 4 or more nights record the purpose as "Holiday Home".

2) Holiday Home

Record this purpose for stays of 4 or more nights with relatives or friends at their home, or holiday stays in a hotel for more than 4 nights.

3) Work

Travelling directly from the usual place of work for the purpose of working. If the interviewee firstly replies "from work" you must ask the supplementary questions:

"Was that / Is that your usual place of work?"

This is defined as the location at which at least two consecutive working days a week are spent, with Friday and Monday counting as consecutive. If not, their "purpose to" is "Employer's Business".

4) Employer's Business

TRIPS MADE DURING THE COURSE OF A PERSON'S DAILY OCCUPATION. Includes doctor's visits, commercial travellers calling on customers, service calls, trips to shops, to a hotel for an overnight stay, which are made on employer's business. Also includes trips made during a temporary or voluntary employment, for example trips to jury service and other trips paid for by a part-time employer.

5) Education

Trips to schools, colleges, universities, evening institutions, for the purpose of learning but excluding those employed at the place of education. Includes trips by parents taking their children to school.

6) Shopping

Travelling to shops to purchase goods, materials, fuel etc. Includes the purchase of petrol, tyres, accessories at garage and service station, but only if main purpose on trip.

7) Social / Recreation

Trips to places of entertainment such as sports grounds, sports halls, cinemas, theatre, museums, pubs, restaurants or other trips to meet people, except for friend's home. Also includes group activities, church services, meetings, weddings. Day trips including those made whilst on holiday, to places of interest or scenic attractions are also included, as are short stays of less than four nights, but not with friends.

A social call to friends, relatives or acquaintances, at their place of residence for a period of any length not exceeding 3 nights. Visits to residents or patients in institutions and hospitals are included.

8) Personal Business

Trips to obtain services for the interview's own benefit, including visits to dentist, doctor, hospital (to receive treatment) bank, hairdresser, solicitor, library, garages for repairs or servicing.

9) Other

If none of the above trip purposes seem appropriate, then briefly specify details of the trip to enable the coders to make a decision at a later stage.

3.6 General Notes

If the trip is to serve the needs of a passenger, then the trip purpose should be coded as that of the passenger. If the details of the trip are involved, the interviewer should ascertain whether the trip was primarily for the passenger's benefit or whether the passenger's need was accommodated by the driver, without the driver having to change his route.

If the driver did not have to change his journey, the trip purpose is that of the driver's; if the driver did change his journey, the trip purpose is that of the passenger.

REMEMBER THAT OTHER PEOPLE MUST WORK ON THE QUESTIONNAIRES WHEN RETURNED TO THE OFFICE, PLEASE WRITE CLEARLY AND IF THE WEATHER IS BAD, KEEP THE SHEETS AS DRY AS POSSIBLE.

POSTCARD DISTRIBUTION AT TRAFFIC SIGNALS**Methodology**

As with direct interview sites, adequate traffic management will be provided in accordance with Chapter 8 and TA 11/09. Police officers will be in attendance throughout the survey hours.

Offside lane enumerators have the central reserve as a safety zone. Nearside lane enumerators will have the nearside verge as a safety zone and will remain there until the traffic signals are red.

Enumerators will be stationed on the central reservation and footway at the Traffic Signals prior to the commencement of the survey. When the first vehicle has stopped, the enumerators on the footway cross into the area between the lanes and proceed to postcard the stationary traffic in the nearside lane in the normal manner, while the enumerators on the central reservation proceed to postcard the vehicles in the offside lane.

**ENUMERATORS WILL ONLY CROSS IN FRONT OF STATIONARY VEHICLES.
NO ENUMERATORS WILL CROSS MORE THAN ONE LANE OF THE CARRIAGEWAY.**

Enumerators will only postcard stationary vehicles. Should enumerators reach the end of the queue in their lane they will leave the carriageway.

The supervisor will keep a view of the traffic signals on the adjacent arms of the junction, when these signals reach the end of their green phase they will inform the enumerators to cease postcarding and leave the carriageway. This, along with the natural concertina effect of traffic leaving traffic signals will allow enumerators to leave the live carriageway safely.

Should any malfunction of the traffic signals occur then postcarding will be suspended until the signals are working again.

Should it be deemed necessary, a line of cones may be placed on the lane markings for a distance of 30 metres from the stop line in order to deter motorcyclists from weaving between vehicles.