

Appendix A – Roadside Interview Questionnaire

TfSH - ROADSIDE INTERVIEW FORM

INTERVIEWER

CODED BY

STATION NUMBER

DATE

TIME PERIOD START

SERIAL NUMBER

CHECKED BY

VEHICLE TYPE	NO. OCC	Would you please tell me the exact address you have just come from? (your last stop please)	Reason for being there ?	And the exact address you are going to now (your next stop please)	Reason for going there ?	Did you use the Motorway for part of your journey	If yes, at which junction did you join the Motorway?	At which junction did you leave the Motorway?
1 Car/Taxi 2 LGV 3 OGV 1 4 OGV 2 5 Buses/Coaches 6 Motorcycles 7 Pedal Cycles	1 8 2 9 3 10 4 11 5 12 6 13 7 14<	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	1 Yes 2 No	Motorway Jn number	Motorway Jn number
1 Car/Taxi 2 LGV 3 OGV 1 4 OGV 2 5 Buses/Coaches 6 Motorcycles 7 Pedal Cycles	1 8 2 9 3 10 4 11 5 12 6 13 7 14<	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	1 Yes 2 No	Motorway Jn number	Motorway Jn number
1 Car/Taxi 2 LGV 3 OGV 1 4 OGV 2 5 Buses/Coaches 6 Motorcycles 7 Pedal Cycles	1 8 2 9 3 10 4 11 5 12 6 13 7 14<	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	1 Yes 2 No	Motorway Jn number	Motorway Jn number
1 Car/Taxi 2 LGV 3 OGV 1 4 OGV 2 5 Buses/Coaches 6 Motorcycles 7 Pedal Cycles	1 8 2 9 3 10 4 11 5 12 6 13 7 14<	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	Firm or House Name Number & Street Town County Postcode	1 Home 2 Hol Home 3 Work 4 Empl Bus 5 Education 6 Shopping 7 Pers Bus 8 Visit Friends 9 Rec/Leisure 0 OTHER (specify)	1 Yes 2 No	Motorway Jn number	Motorway Jn number



SOUTH HAMPSHIRE TRAFFIC SURVEY

Transport for South Hampshire is conducting roadside traffic surveys in South Hampshire. The information from these surveys will be used to inform future land use planning and transport development decisions. Please complete the questionnaire in relation to the journey you were making when you received the form. When you have done that please return it in the FREEPOST envelope provided.

To maintain confidentiality, the addresses provided will be reduced to postcodes only. In addition, the results of the survey will contain no details of, or reference to, any individual journey. Thank you for taking the time to assist us in this process. Should you require any more information about these surveys please call Transport for South Hampshire on 01962 846288.

Site No.

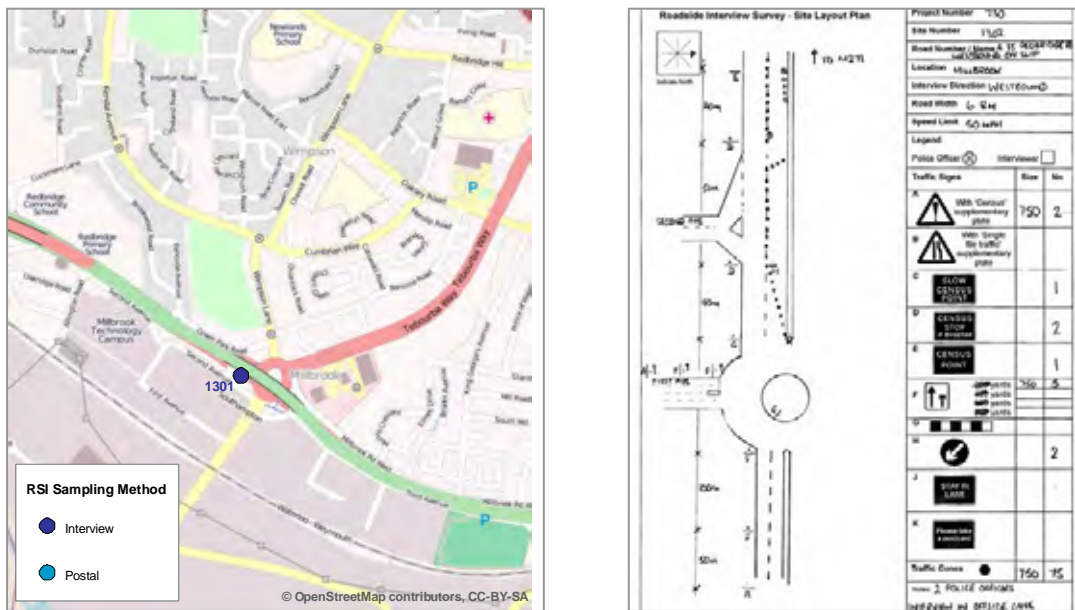
Time of Issue (Office use only)	Q1 - WHAT TYPE OF VEHICLE WERE YOU DRIVING?	Q3 - PLEASE PROVIDE THE FULL ADDRESS YOU HAVE JUST COME FROM? INC. POSTCODE IF POSSIBLE (i.e. the PREVIOUS stop before receiving this card)	Q4 - WHAT WAS YOUR REASON FOR BEING THERE?
07:00	1: Car/Taxi	Firm/House Name, No. & Street Town County Postcode	1: Home
07:30	2: Light Goods Vehicle		2: Holiday Home
08:00	3: HGV1 (2 or 3 axle RIGID)		3: Normal Place Of Work
08:30	4: HGV2		4: Employers Business
09:00	(4 Axle RIGID or ALL ARTICULATED)		5: Education
09:30	5: Bus/Coach		6: Shopping
10:00	6: Motorcycle		7: Personal Business
10:30	7: Other (please state)		8: Visit Friends
11:00			9: Recreation/ Leisure
11:30			10: Other (please state)
12:00			
12:30			
13:00			
13:30			
14:00	Q2 - NUMBER OF OCCUPANTS IN VEHICLE? (including driver)	Q5 - PLEASE PROVIDE THE FULL ADDRESS YOU ARE GOING TO NOW? INC. POSTCODE IF POSSIBLE (i.e. the NEXT stop after receiving this card)	Q6 - WHAT IS YOUR REASON FOR GOING THERE?
14:30		Firm/House Name, No. & Street Town County Postcode	1: Home
15:00	1		2: Holiday Home
15:30	2		3: Normal Place Of Work
16:00	3		4: Employers Business
16:30	4		5: Education
17:00	5		6: Shopping
17:30	6		7: Personal Business
18:00	7		8: Visit Friends
18:30	8		9: Recreation/ Leisure
	9		10: Other (please state)
	10		
	11		
	12		
	13		
	14+		
	Q7 - DID YOU USE THE MOTORWAY FOR PART OF YOUR JOURNEY? 1. YES <input type="checkbox"/> 2. NO <input type="checkbox"/>	Q8 - IF YES, AT WHICH JUNCTION DID YOU JOIN THE MOTORWAY? MOTORWAY _____ JN NUMBER _____	Q9 - AT WHICH JUNCTION DID YOU LEAVE THE MOTORWAY? MOTORWAY _____ JN NUMBER _____

Appendix B – RSI Information by Site

1 A35 Redbridge Westbound on slip

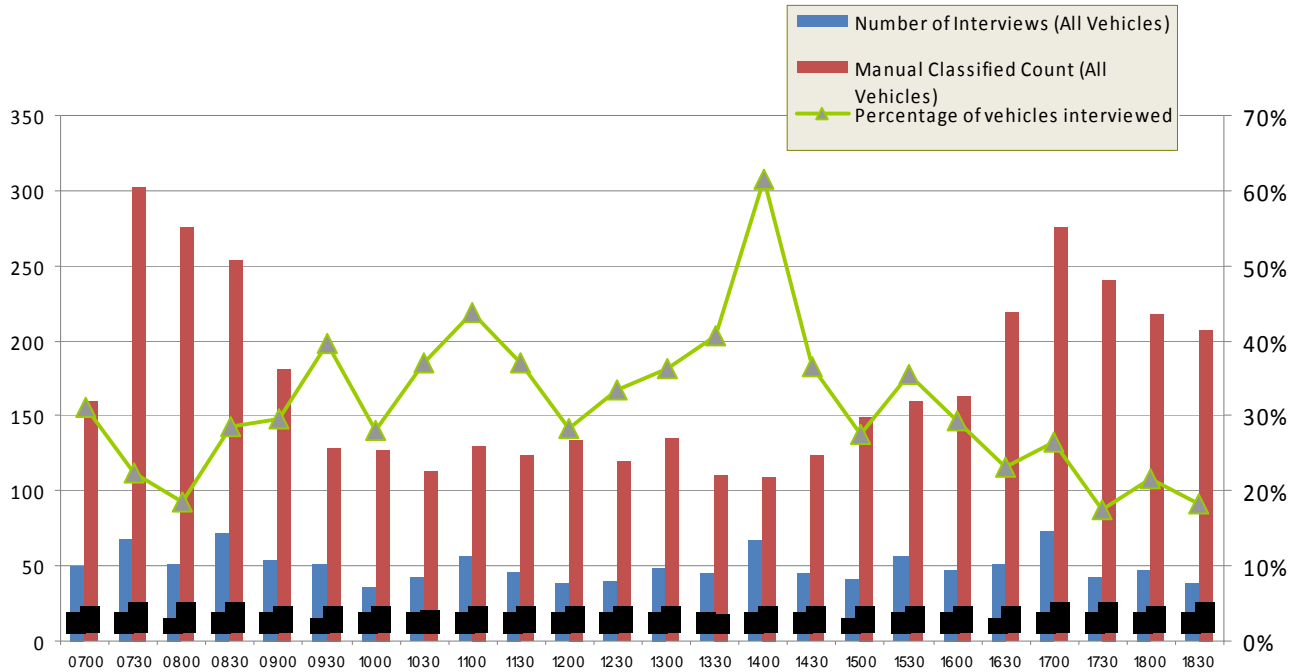
1.1.1 The RSI survey on the A35 Redbridge westbound slip road is situated on a key access route from central Southampton to the west. The road serves a large industrial and commercial area along Southampton docks, and connects to the M271 and in turn the M27. The road comprises of sections of 2 and 3 lane dual carriageways. The slip road on which the RSI was conducted comprised of 2 westbound lanes.

Figure 1.1 Location of A35 Redbridge RSI site and Approved Traffic Management Plan



1.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was sufficient to enable a temporary traffic management layout and interview bay to be established. Figure 1.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

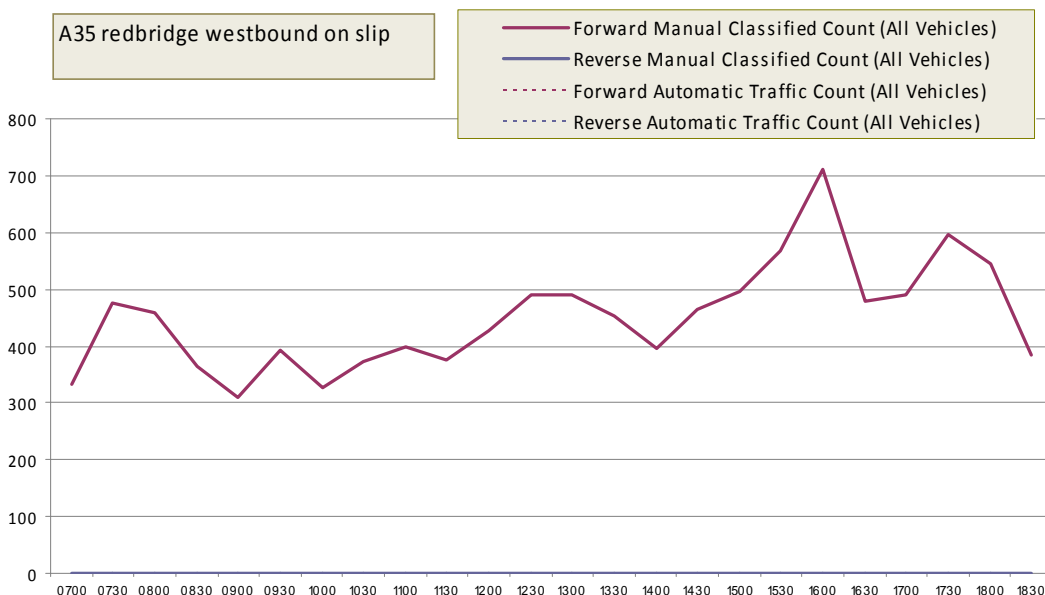
Figure 1.2 Number of Interviews Completed



1.1.3 In this instance the overall sample of interviews relative to net traffic flow was 9.5%, where the AM peak sample rate was 12.0%, IP was 9.1% and the PM peak was 8.4%.

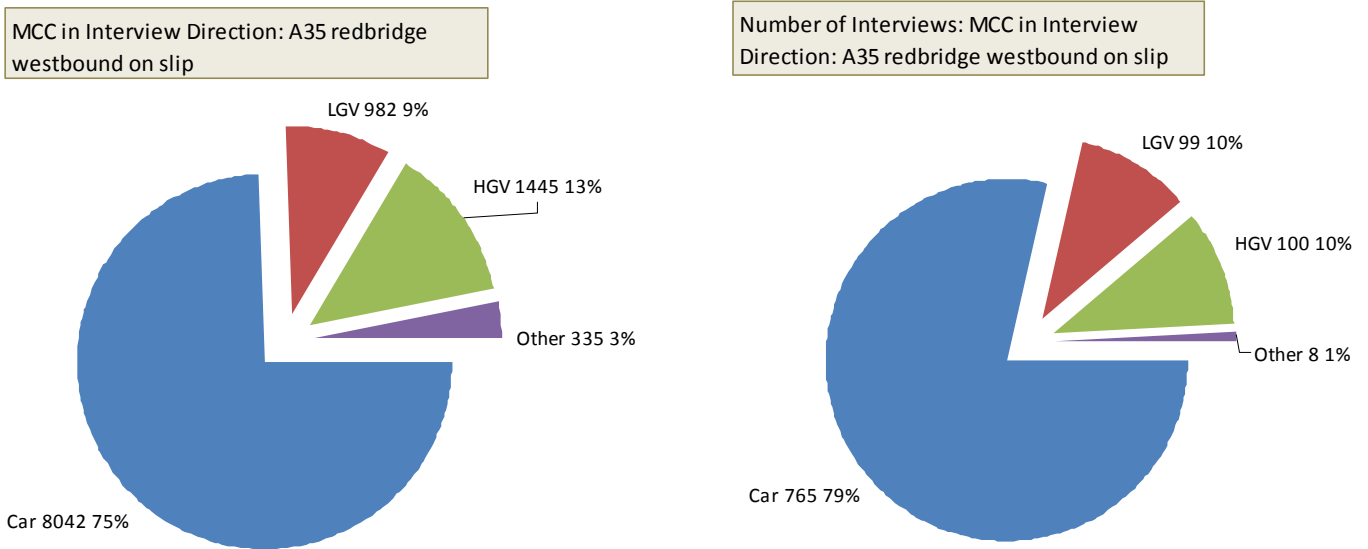
1.1.4 Figure 1.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 1.3 Comparison of MCC and ATC by direction of travel



1.1.5 Figure 1.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 1.4 Composition of traffic flow and interviews recorded by A35 Redbridge Road MCC



1.1.6 Figure 1.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.

1.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. A stoppage in interviewing at the RSI is evident in the 1500-1530 period, which will have been as a consequence of severe weather, safety concerns regarding the traffic management, severe queuing or police officers operating the site having to temporarily leave to attend urgent policing matters.

1.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 1.1 below. A reasonable proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 11.12. Car driver responses were slightly underrepresented, partially as a consequence of the stoppage in interviews, but also as a consequence of interviewing a greater number of HGVs, which tend to occupy more interview bay capacity and so reduce the number of cars that can be interviewed per cycle.

Table 1.1 A35 Redbridge Road - Percentage of Vehicles Interviewed and Average Expansion Factors

Redbridge Road (A335)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	11.4%	8.7%	7.7%	9.0%	8.78	11.44	13.03	11.12
Car	12.0%	9.1%	8.4%	9.5%	8.31	10.94	11.85	10.51
LGV	13.8%	10.3%	4.8%	10.1%	7.24	9.75	20.78	9.92
HGV	9.1%	6.8%	4.7%	6.9%	11.00	14.65	21.29	14.45
Other (TfSH)	1.2%	3.4%	2.0%	2.4%	86.00	29.60	50.50	41.88

2 Brownhill Way

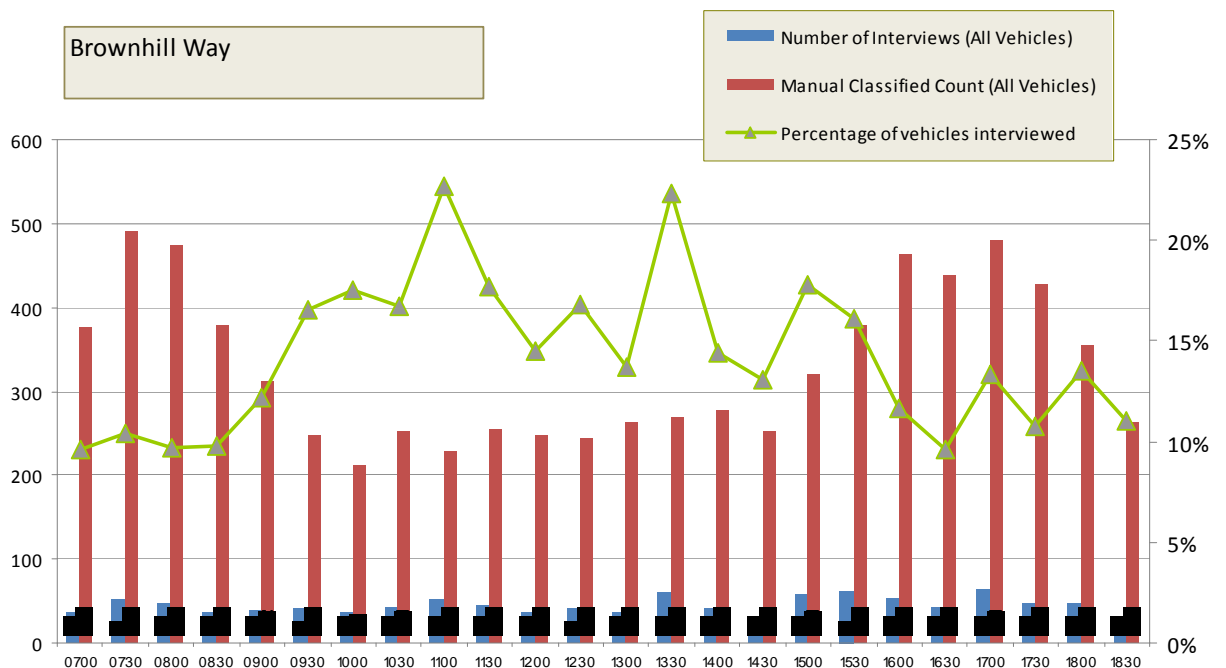
2.1.1 The RSI survey on Brownhill Way was situated near the junction with the M271. The road serves as a link between Romsey Road (A3057) and the M271. There are large areas of employment close to the site at nearby Nursling Industrial Estate, as well as a number of high profile premises lining the M271 to the north. The road comprises of single lane carriageways.

Figure 2.1 Location of Brownhill Way RSI site and Approved Traffic Management Plan



2.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was sufficient to enable a temporary traffic management layout and interview bay to be established. Figure 2.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

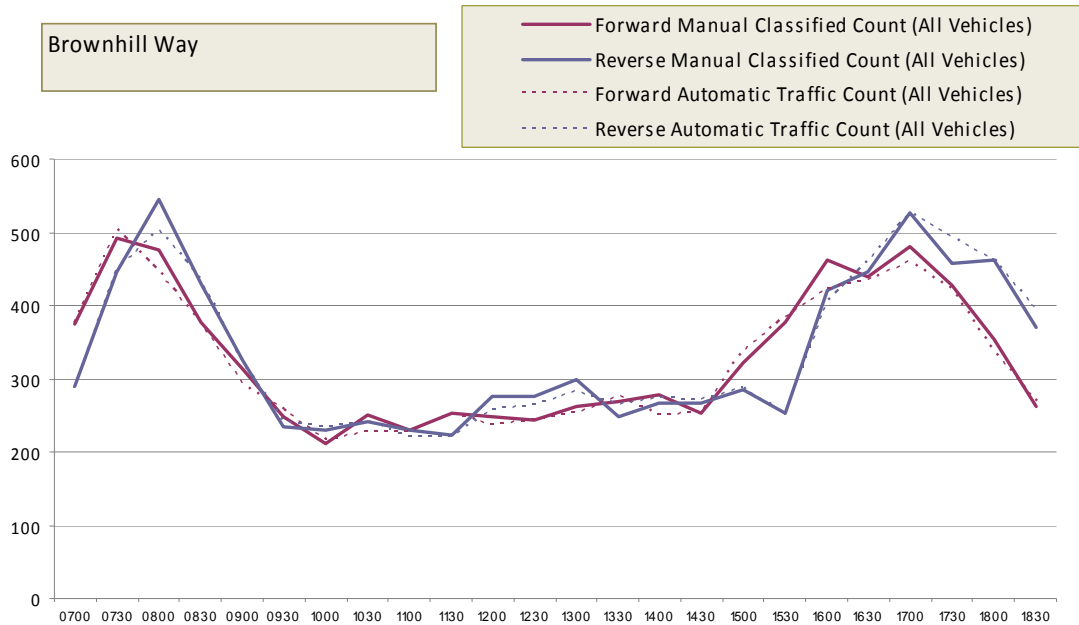
Figure 2.2 Number of Interviews Completed



2.1.3 In this instance the overall sample of interviews relative to net traffic flow was 14.1%, where the AM peak sample rate was 11.2%, IP was 17.7% and the PM peak was 12.2%.

2.1.4 Figure 2.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. This data is assessed alongside averaged ATC data, recorded over a period of 2 weeks from a location within a reasonable proximity to the RSI/MCC site.

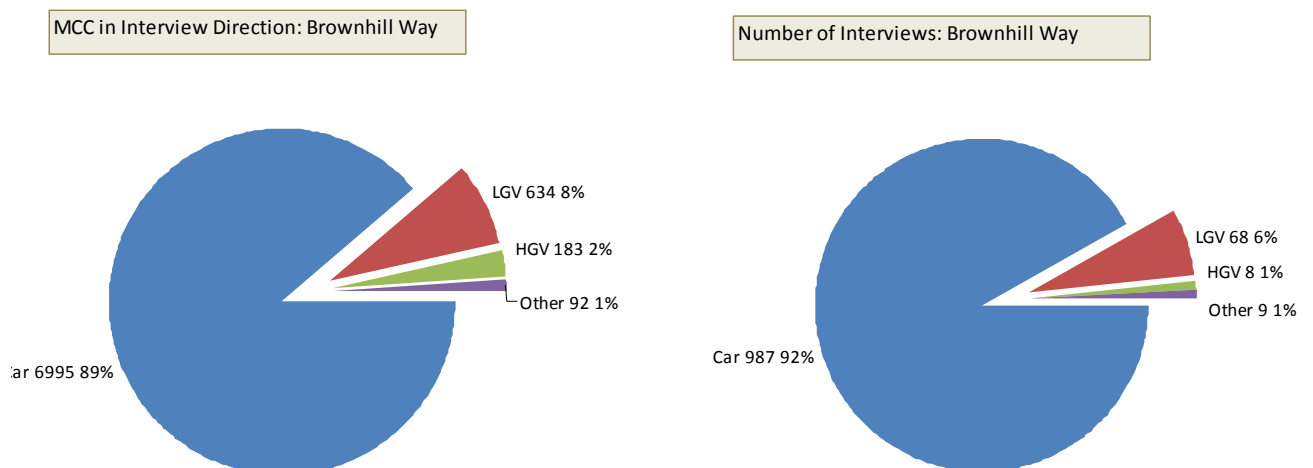
Figure 2.3 Comparison of MCC and ATC by direction of travel



2.1.5 This assessment highlights possible anomalies in traffic flows encountered on the day of the RSI, which may either be as a consequence of a road traffic accident, roadworks or an event. Alternatively anomalies may occur because of the presence of the RSI itself, often through 'site avoidance'. In this instance traffic flows recorded by the MCC correspond closely in both directions with the ATC data.

2.1.6 Figure 2.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 2.4 Composition of traffic flow and interviews recorded by Brownhill Way MCC



- 2.1.7 Figure 2.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 2.1.8 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are slightly fewer completed interviews for HGVs than would be anticipated based on the MCC.
- 2.1.9 HGVs can be problematic to interview as they often struggle to manoeuvre into the interview bay, particularly with larger vehicles or at more constrained sites. In this case the interview bay was narrow and so would not have been able to sample an equivalent proportion of HGVs to cars and LGVs.
- 2.1.10 The expansion factors derived through applying the interview data obtained from this site are presented in Table 2.1 below. A reasonably high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 7.37.

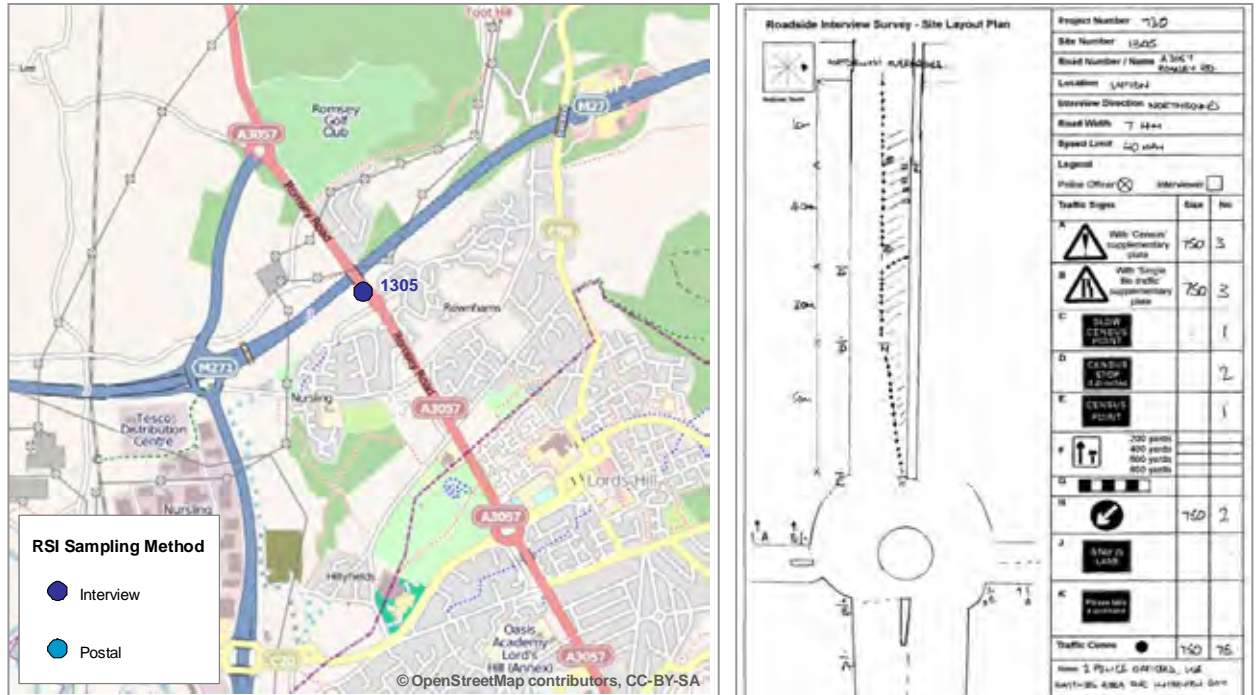
Table 2.1 Brownhill Way - Percentage of Vehicles Interviewed and Average Expansion Factors Ratio of counts to interviews

Brownhill Way	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	10.9%	16.9%	11.7%	13.6%	9.16	5.92	8.57	7.37
Car	11.2%	17.7%	12.2%	14.1%	8.93	5.66	8.23	7.09
LGV	9.4%	14.9%	6.6%	10.7%	10.59	6.71	15.09	9.32
HGV	5.1%	3.8%	5.0%	4.4%	19.50	26.00	20.00	22.88
Other (TfSH)	11.8%	3.7%	12.9%	9.8%	8.50	27.00	7.75	10.22

3 Romsey Road (A3057)

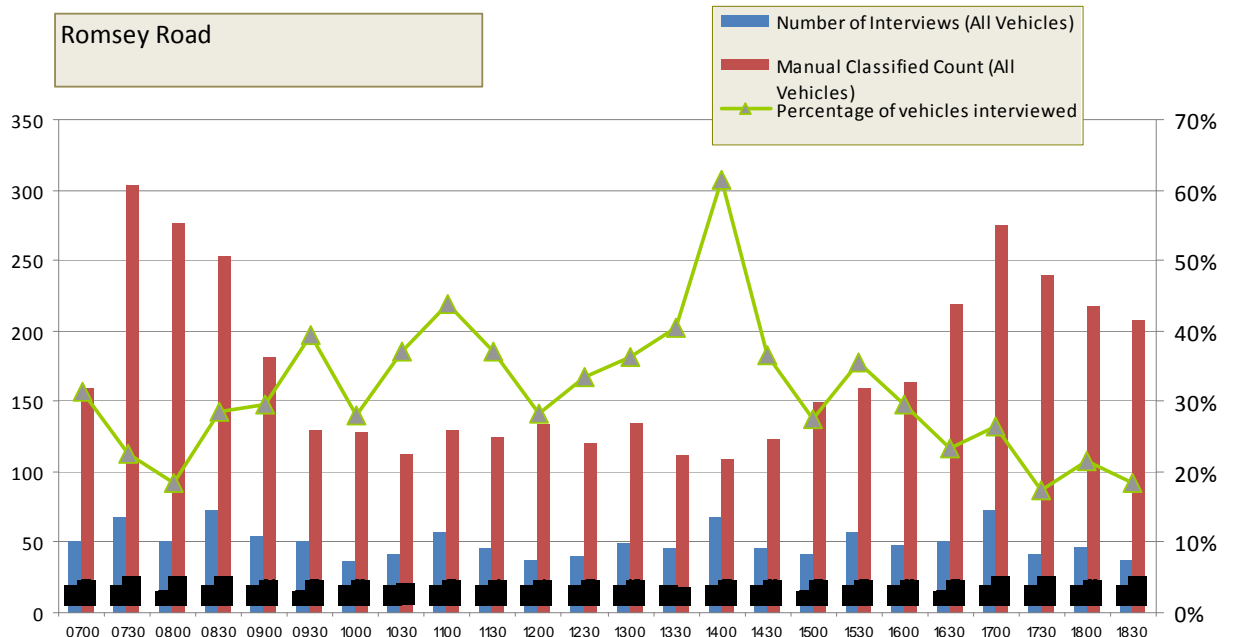
3.1.1 The RSI survey on Romsey Road is situated on a key north-west access route into Southampton. The road passes through largely residential areas in the outer suburbs, before eventually becoming Shirley High Street. The road comprises of two single lanes.

Figure 3.1 Location of Romsey Road RSI site and Approved Traffic Management Plan



3.1.2 The RSI survey sampled a proportion of vehicles travelling in a northbound direction through the site. The carriageway width and configuration was sufficient to enable a temporary traffic management layout and interview bay to be established. Figure 3.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

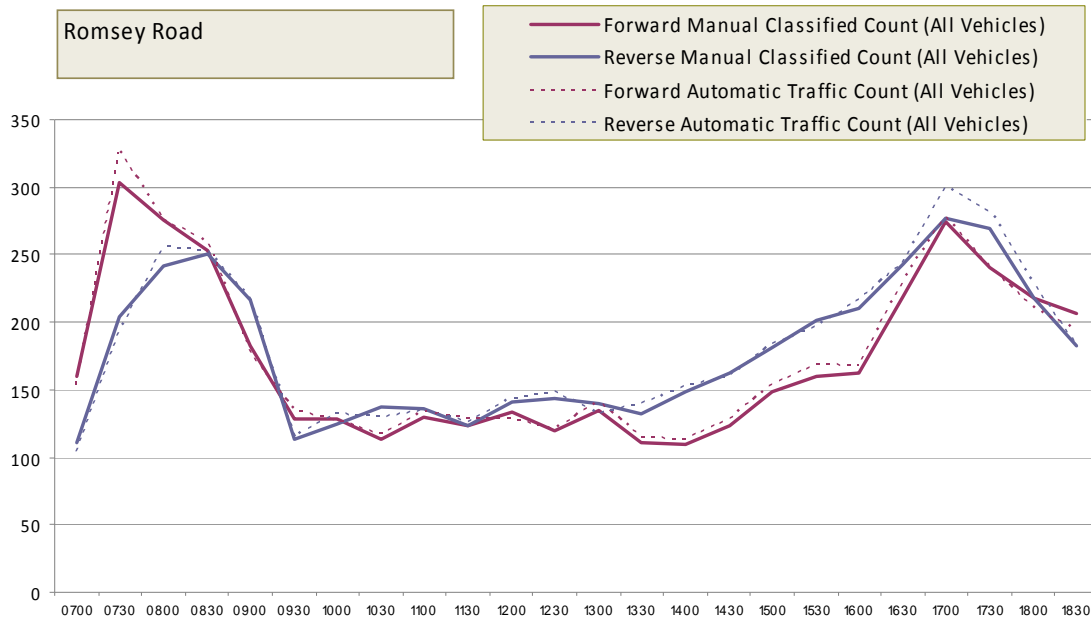
Figure 3.2 Number of Interviews Completed



3.1.3 In this instance the overall sample of interviews relative to net traffic flow was 29.1%, where the AM peak sample rate was 27.0%, IP was 37.0% and the PM peak was 22.3%.

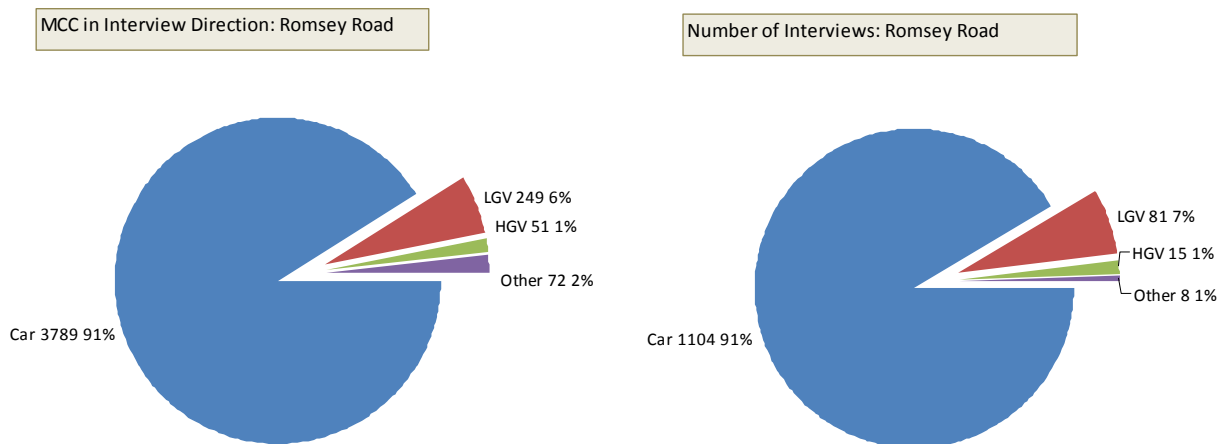
3.1.4 Figure 3.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. This data is assessed alongside averaged ATC data, recorded over a period of 2 weeks from a location within a reasonable proximity to the RSI/MCC site.

Figure 3.3 Comparison of MCC and ATC by direction of travel



3.1.5 This assessment highlights possible anomalies in traffic flows encountered on the day of the RSI, which may either be as a consequence of a road traffic accident, roadworks, or an event. Alternatively anomalies may occur because of the presence of the RSI itself, often through 'site avoidance'. In this instance traffic flows recorded by the MCC correspond reasonably closely in both directions with the ATC data, although the AM and PM peaks are notably lower in the MCC flows. Figure 3.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 3.4 Composition of traffic flow recorded by Romsey Road MCC



- 3.1.6 Figure 3.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 3.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows.
- 3.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 3.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 3.44.

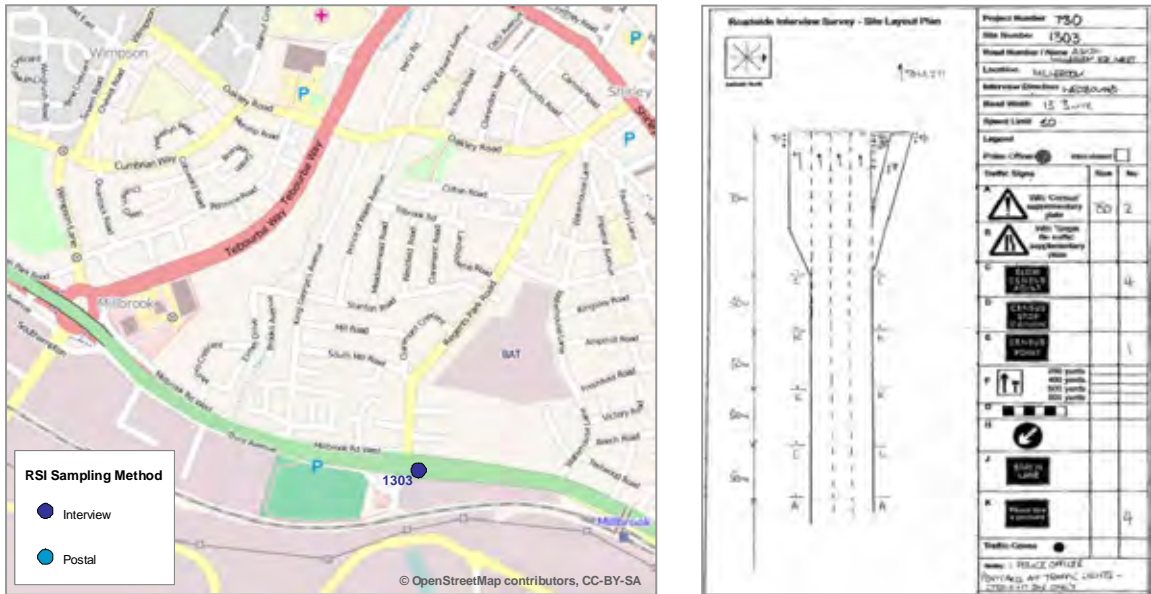
Table 3.1 Romsey Road - Percentage of Vehicles Interviewed and Average Expansion Factors

Romsey Road	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	26.6%	36.7%	22.6%	29.0%	3.77	2.73	4.42	3.44
Car	27.0%	37.0%	22.3%	29.1%	3.70	2.70	4.49	3.43
LGV	26.7%	36.5%	33.9%	32.5%	3.74	2.74	2.95	3.07
HGV	22.2%	32.4%	25.0%	29.4%	4.50	3.09	4.00	3.40
Other (TfSH)	4.2%	16.7%	13.3%	11.1%	24.00	6.00	7.50	9.00

4 Millbrook Road (A33)

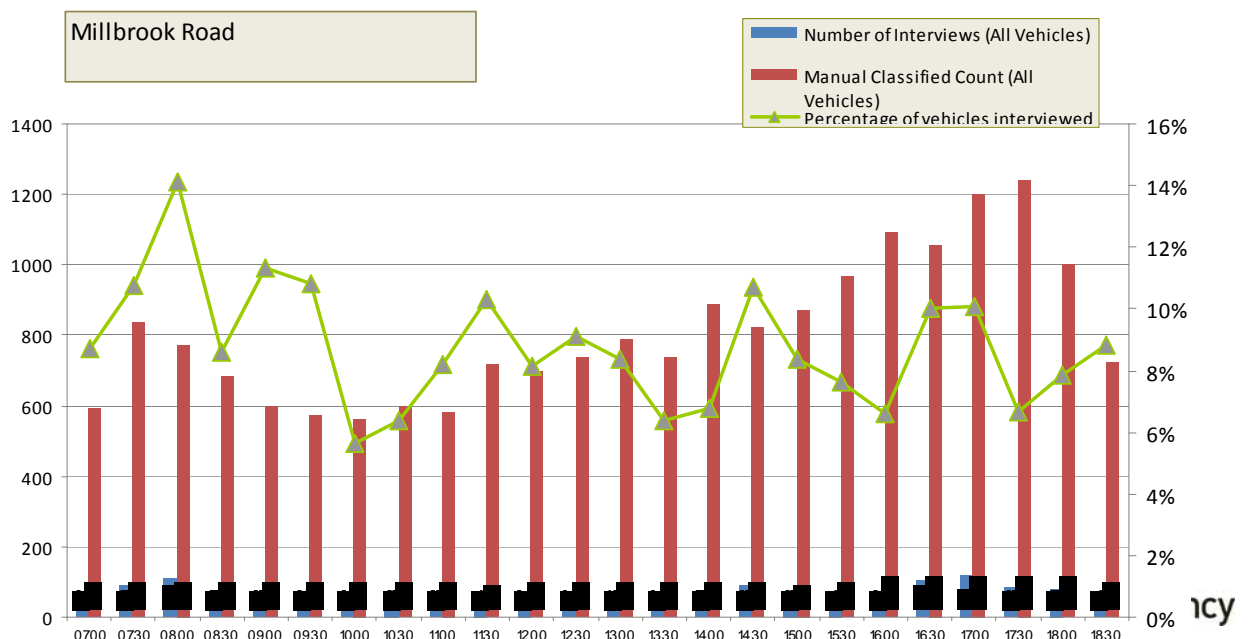
4.1.1 The RSI survey on Millbrook Road (A33) was situated on the key westbound access route between central Southampton and the west. The road serves large industrial and commercial areas along Southampton docks, and connects to the M271 and in turn the M27. The road comprises of sections of 2, 3 and 4 lane dual carriageway. The signalised junction with Regents Park Road at which the RSI was conducted comprised of 3 westbound lanes, 1 southbound left turning lane and 1 northbound right turning lane.

Figure 4.1 Location of Millbrook Road (A33) RSI site and Approved Traffic Management Plan



4.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 4.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

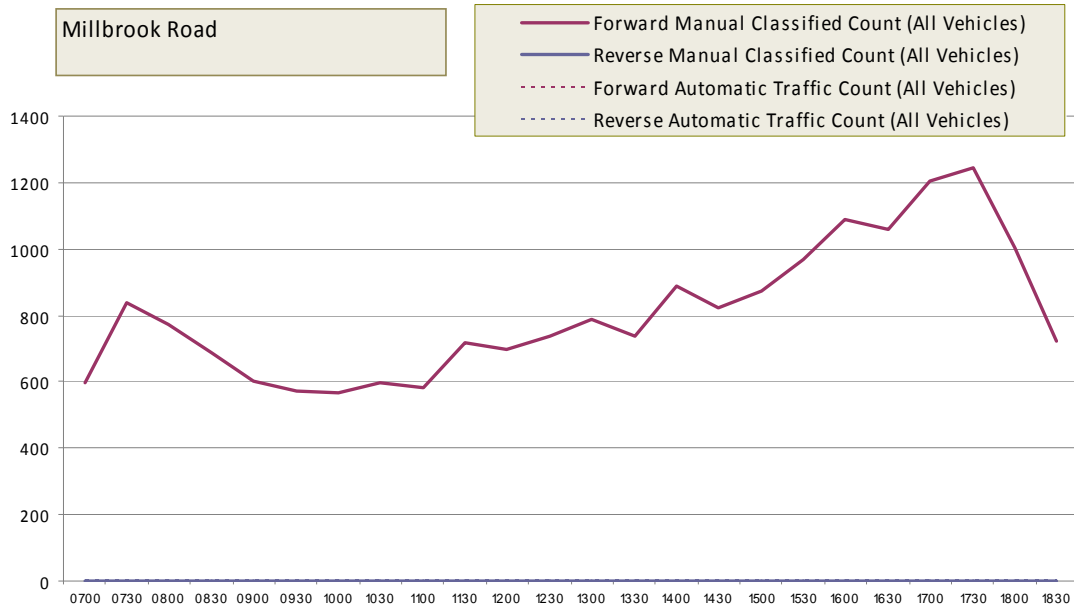
Figure 4.2 Number of Interviews Completed



4.1.3 In this instance the overall sample of interviews relative to net traffic flow was 9.5%, where the AM peak sample rate was 12.2%, IP was 8.8% and the PM peak was 8.9%.

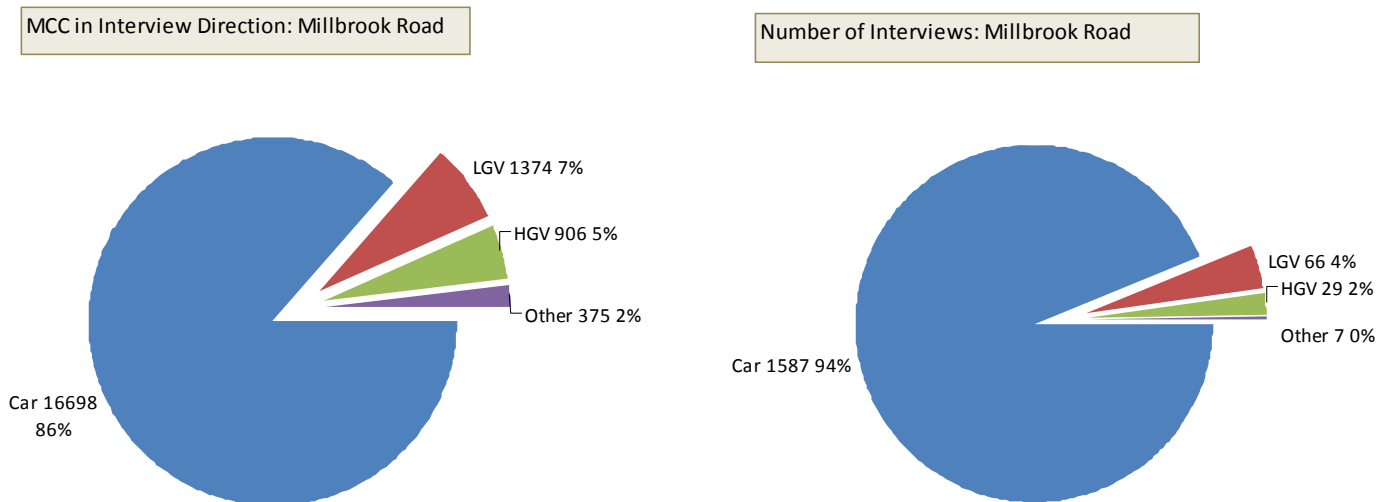
4.1.4 Figure 4.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 4.3 Comparison of MCC and ATC by direction of travel



4.1.5 Figure 4.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 4.4 Composition of traffic flow and interviews recorded by Millbrook Road (A33) MCC



- 4.1.1 Figure 4.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 4.1.2 The figure indicates that fewer completed interviews for LGVs, HGVs and Other (TfSH) vehicles were collected than would be anticipated based on the MCC. Postal surveys typically draw greater responses from the public as opposed to commercial drivers, which make up a large proportion of LGV and HGV drivers.
- 4.1.3 The expansion factors derived through applying the interview data obtained from this site are presented in Table 4.1 below. A reasonable proportion of interviews were captured relative to very high overall traffic flows and the limitations of issuing postal surveys, resulting in a net expansion factor of 11.46.

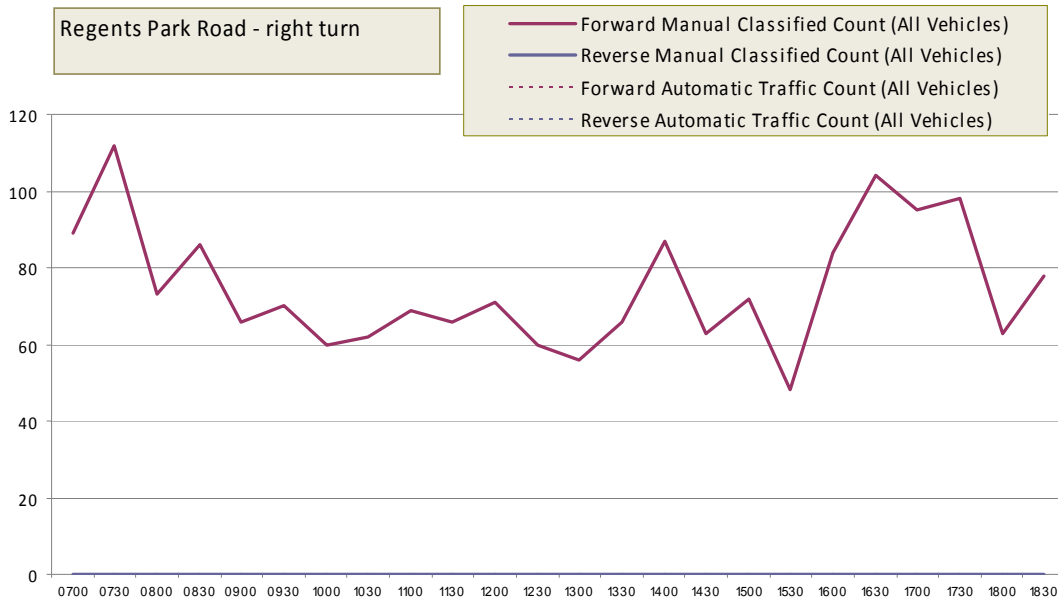
Table 4.1 Millbrook Road (A33) - Percentage of Vehicles Interviewed and Average Expansion Factors

Millbrook Road (A33)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	10.8%	8.1%	8.3%	8.7%	9.24	12.39	12.03	11.46
Car	12.2%	8.8%	8.9%	9.5%	8.23	11.38	11.25	10.52
LGV	4.6%	5.4%	3.5%	4.8%	21.76	18.44	28.50	20.82
HGV	3.6%	3.6%	1.3%	3.2%	27.75	27.74	78.50	31.24
Other (TfSH)	4.3%	1.2%	0.8%	1.9%	23.00	82.50	118.00	53.57

5.1.3 In this instance the overall sample of interviews relative to net traffic flow was 20.7%, where the AM peak sample rate was 21.9%, IP was 16.7% and the PM peak was 25.1%.

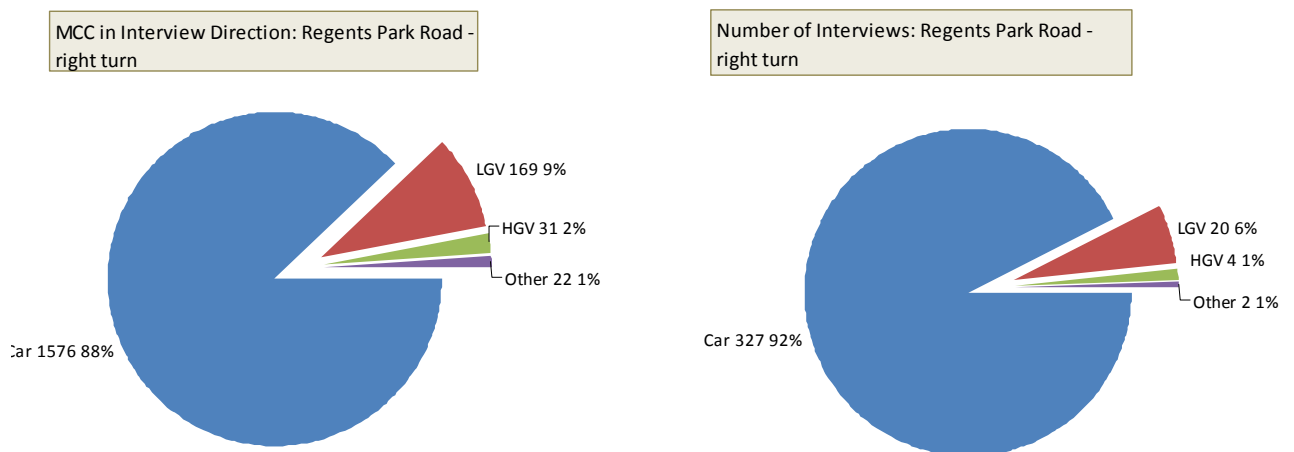
5.1.4 Figure 5.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 5.3 Comparison of MCC and ATC by direction of travel



5.1.5 Figure 5.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 5.4 Composition of traffic flow and interviews recorded by Regents Park Road MCC



- 5.1.6 Figure 5.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 5.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are periods of particularly high LGV interview samples as compared to what would be anticipated based on the MCC. This RSI site encompassed relatively low traffic flows in relation to other RSIs undertaken as part of this study, and so a cluster of LGV responses for a particular period comprises a larger proportion of the overall responses.
- 5.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 5.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 5.09. HGVs and Other vehicles were underrepresented by interview data in periods, but comprise only a small proportion of overall vehicle movements. The lack of interviews for these modes was as a consequence of very limited HGV and Other vehicle activity throughout these periods.

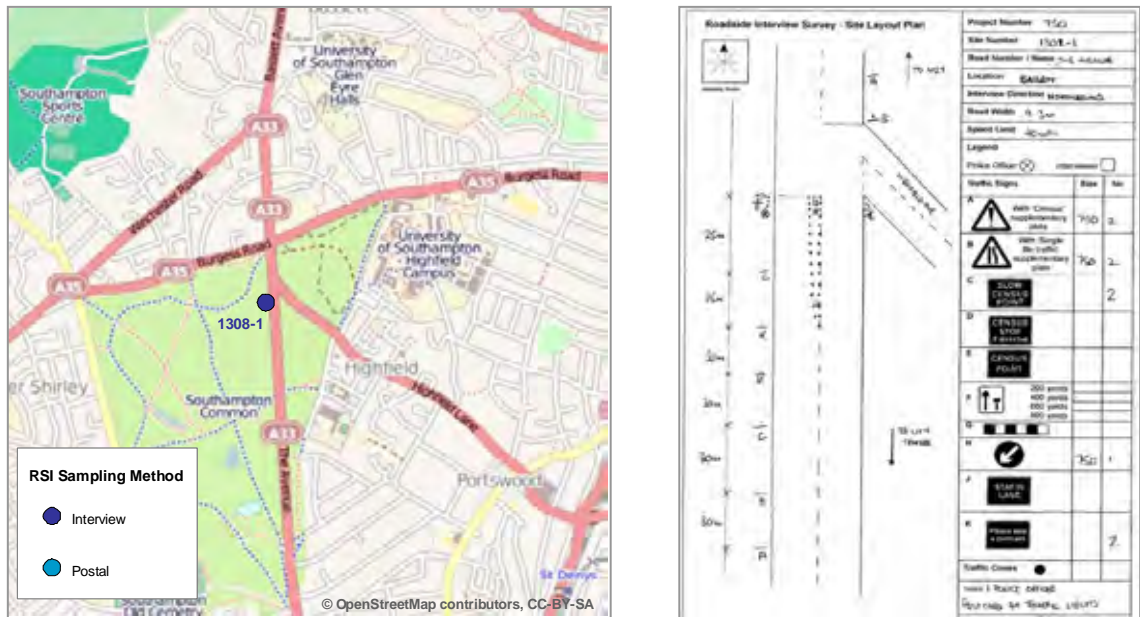
Table 5.1 Regents Park Road - Percentage of Vehicles Interviewed and Average Expansion Factors

Regents Park Road	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	21.2%	15.4%	24.5%	19.6%	4.72	6.50	4.08	5.09
Car	21.9%	16.7%	25.1%	20.7%	4.56	5.97	3.98	4.82
LGV	17.3%	8.0%	13.3%	11.8%	5.78	12.43	7.50	8.45
HGV	16.7%	14.3%	0.0%	12.9%	6.00	7.00	No Int	7.75
Other (TfSH)	0.0%	0.0%	100.0%	9.1%	4.72	6.50	4.08	5.09

6 The Avenue (A33)

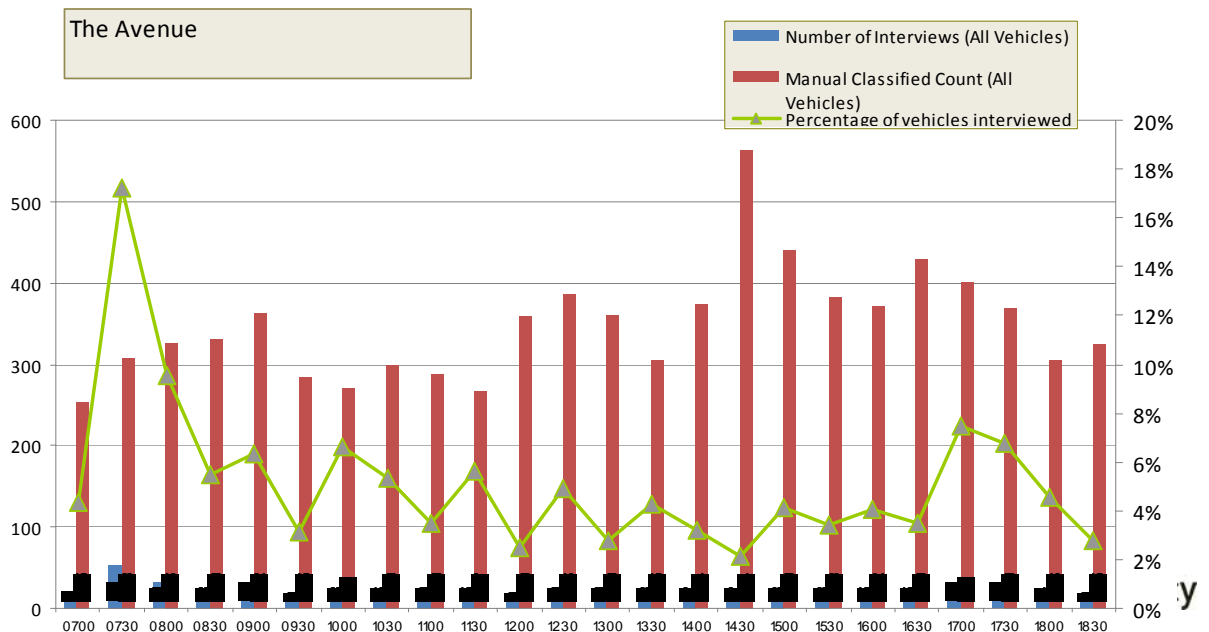
6.1.1 The RSI survey on The Avenue was situated on a key access route from central Southampton to the north. The road connects with M3 junction 14 and M27 junction 4 to the north. The road comprises of sections of 1 and 2 lane two-way carriageways, stretches of which though formally marked as single lanes in either direction effectively function as 3-4 lane carriageways at peak times. The signalised junction with Highfield Lane at which the survey was conducted comprised of 2 northbound lanes.

Figure 6.1 Location of The Avenue (A33) RSI site and Approved Traffic Management Plan



6.1.2 The RSI survey sampled a proportion of vehicles travelling in a northbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 6.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

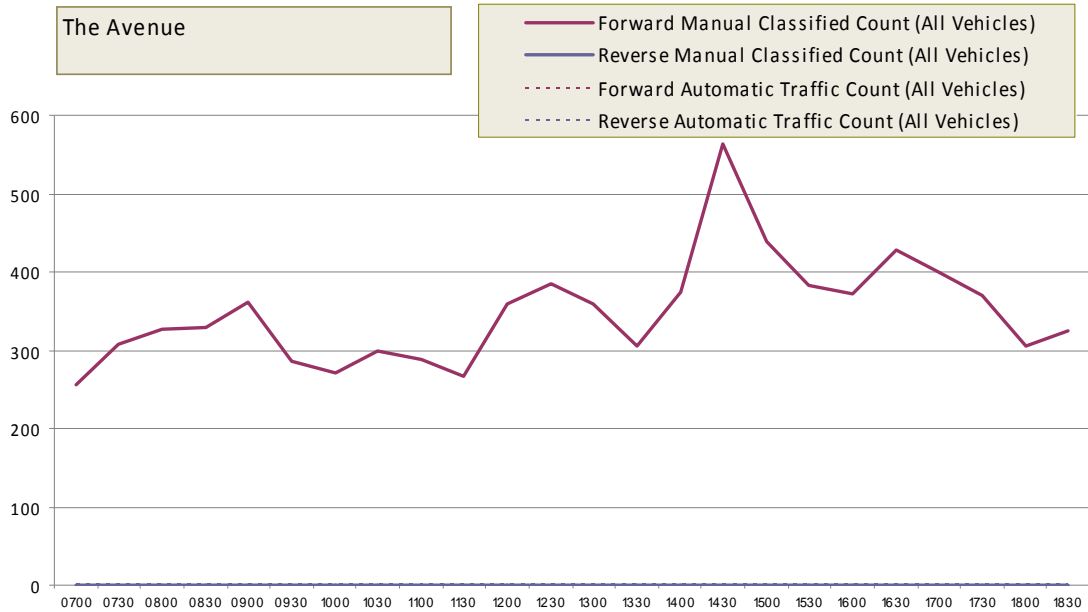
Figure 6.2 Number of Interviews Completed



6.1.3 In this instance the overall sample of interviews relative to net traffic flow was 5.5%, where the AM peak sample rate was 8.8%, IP was 4.4% and the PM peak was 5.1%.

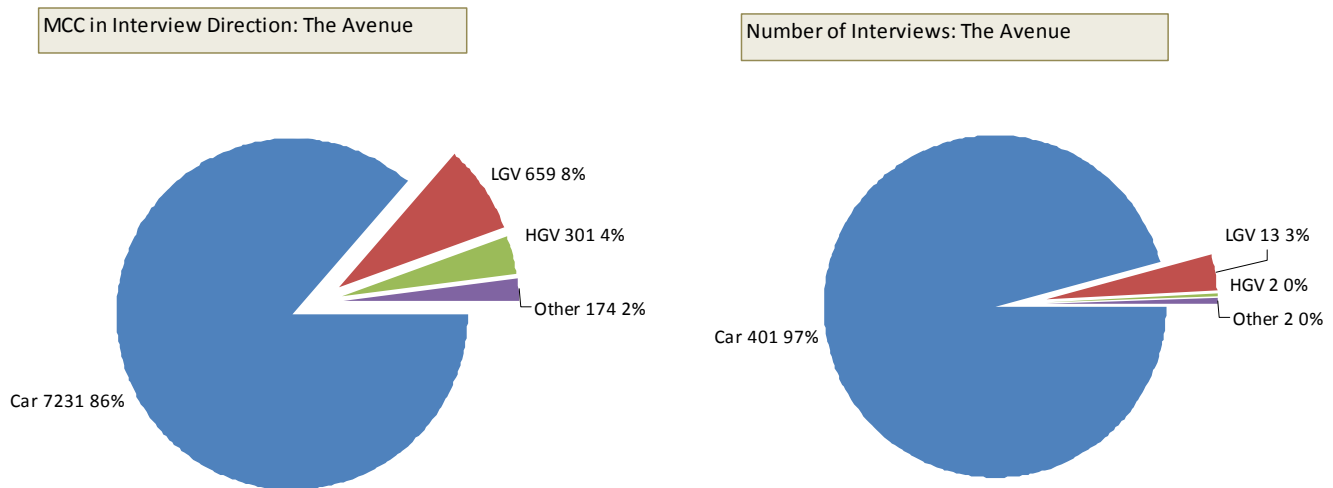
6.1.4 Figure 6.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 6.3 Comparison of MCC and ATC by direction of travel



6.1.5 Figure 6.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 6.4 Composition of traffic flow and interviews recorded by The Avenue (A33) MCC



6.1.6 Figure 6.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.

- 6.1.7 The figure indicates that non-car interviews have been underrepresented in the sample of interviews relative to observed flows. Postal surveys typically draw greater responses from the public as opposed to commercial drivers, which make up a large proportion of LGV and HGV drivers.
- 6.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 6.1 below. A relatively low proportion of interviews were captured in relation to overall traffic flow, resulting in a net expansion factor of 20.01. HGVs and Other vehicles were particularly underrepresented by interview data and so result in larger expansion factors. The limitations of issuing postal surveys as compared to full interviews are more apparent at sites such as this where traffic flows are high. However the strategic importance of the route is such that delays brought about by the substantial traffic management required to establish an interview bay were unacceptable.

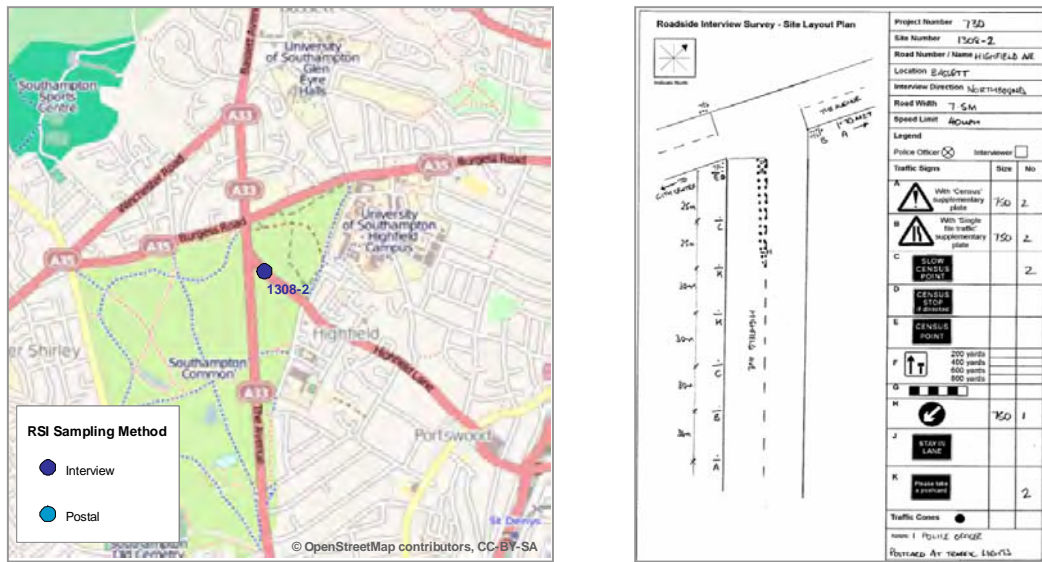
Table 6.1 The Avenue (A33) - Percentage of Vehicles Interviewed and Average Expansion Factors

The Avenue (A33)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	7.8%	3.8%	4.9%	5.0%	12.87	26.04	20.40	20.01
Car	8.8%	4.4%	5.1%	5.5%	11.41	22.63	19.46	18.03
LGV	4.0%	0.8%	2.7%	2.0%	25.00	124.67	36.67	50.69
HGV	1.1%	0.0%	3.8%	0.7%	90.00	No Int	26.00	150.50
Other (TfSH)	3.3%	0.0%	0.0%	1.1%	30.00	No Int	No Int	87.00

7 Highfield Avenue (A3035)

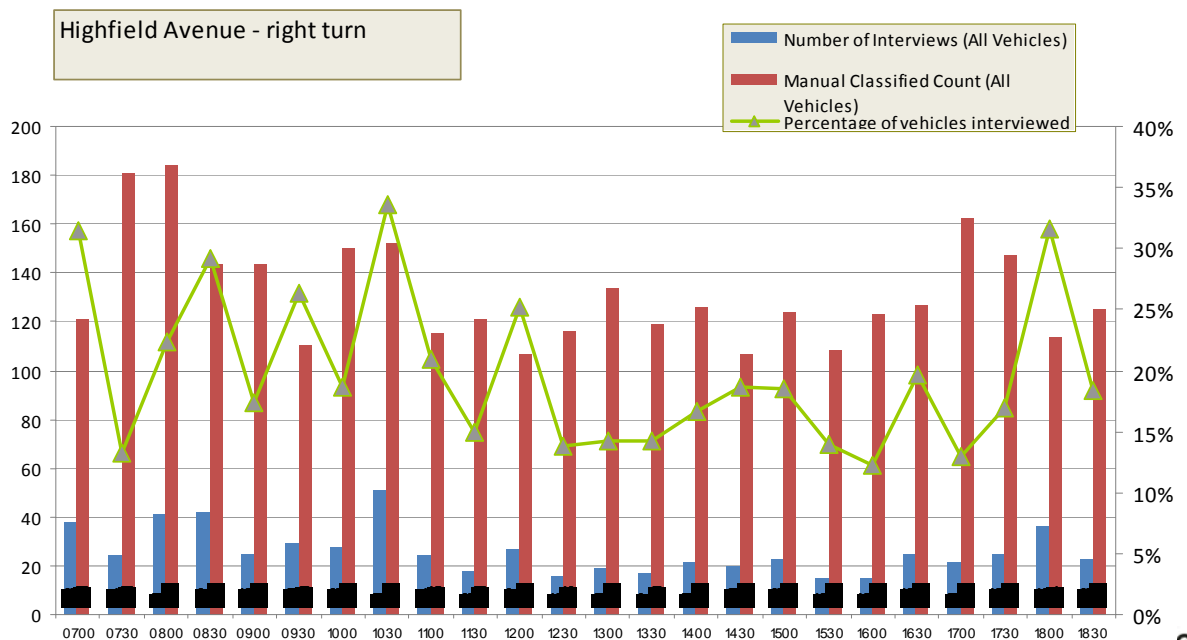
7.1.1 The RSI survey on Highfield Avenue serves to capture northbound traffic joining The Avenue (A33). The road is a northwest-southeast route that links the Portswood area and the main University of Southampton campus with the A33. The road comprises of 2 lane carriageway. The signalised junction with The Avenue where the RSI was conducted comprised of 2 lanes, of which the left turning lane permitted southbound left turning movements and northbound right turning movements, while the second right hand lane permitted only northbound movements.

Figure 7.1 Location of Highfield Avenue RSI site and Approved Traffic Management Plan



7.1.2 The RSI survey sampled a proportion of vehicles travelling in a northbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 7.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

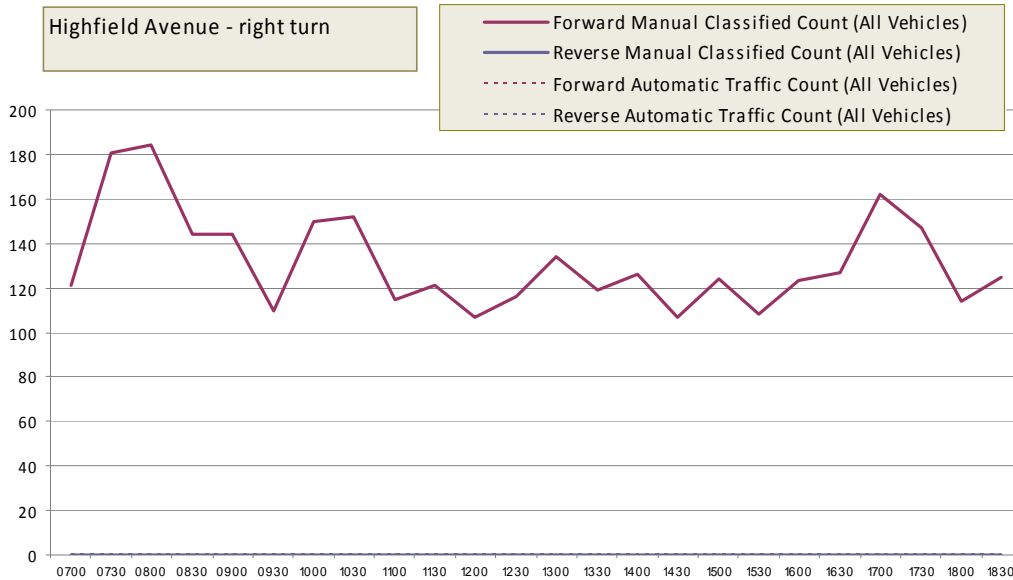
Figure 7.2 Number of Interviews Completed



7.1.3 In this instance the overall sample of interviews relative to net traffic flow was 20.8%, where the AM peak sample rate was 24.2%, IP was 19.9% and the PM peak was 18.8%.

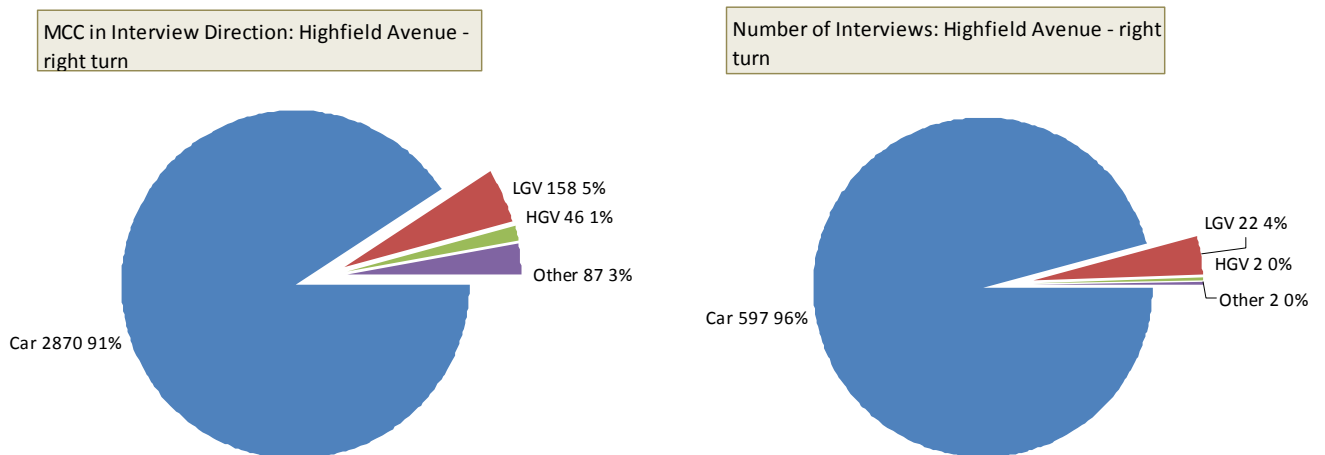
7.1.4 Figure 7.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 7.3 Comparison of MCC and ATC by direction of travel



7.1.5 Figure 7.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 7.4 Composition of traffic flow and interviews recorded by Highfield Avenue (A3035) MCC



- 7.1.6 Figure 7.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 7.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are fewer completed interviews for HGV and Other (TfSH) vehicles than would be anticipated based on the MCC. The Other vehicles subset includes public service buses, which are not sampled as part of the interview process and consequently result in a lower proportion of interviews. HGV movements through the site are comparatively limited, and so in combination with the lower response rate from commercial drivers results in the absence of completed HGV interviews throughout periods of the survey.
- 7.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 7.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 5.07. HGVs and Other vehicles were underrepresented by interview data and so result in larger expansion factors, but comprise only a small proportion of overall vehicle movements.

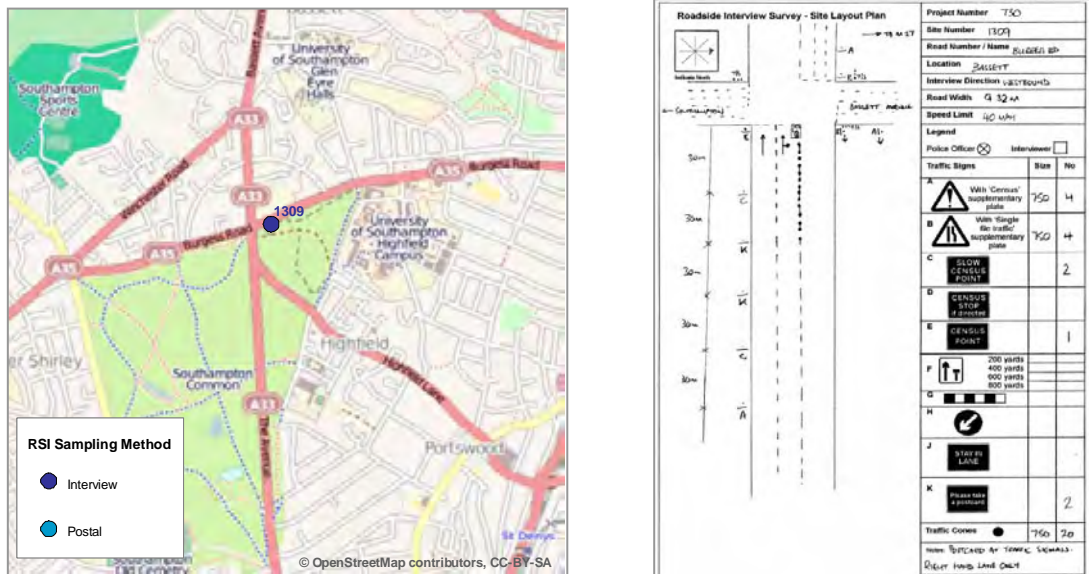
Table 7.1 Highfield Avenue (A3035) - Percentage of Vehicles Interviewed and Average Expansion Factors

Highfield Avenue (A3035)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	22.5%	18.9%	18.2%	19.7%	4.44	5.30	5.50	5.07
Car	24.2%	19.9%	18.8%	20.8%	4.13	5.02	5.33	4.81
LGV	13.3%	14.3%	13.8%	13.9%	7.50	7.00	7.25	7.18
HGV	8.3%	0.0%	14.3%	4.3%	12.00	No Int	7.00	23.00
Other (TfSH)	2.6%	3.1%	0.0%	2.3%	39.00	32.00	No Int	43.50

8 Burgess Road (A35) – right turn

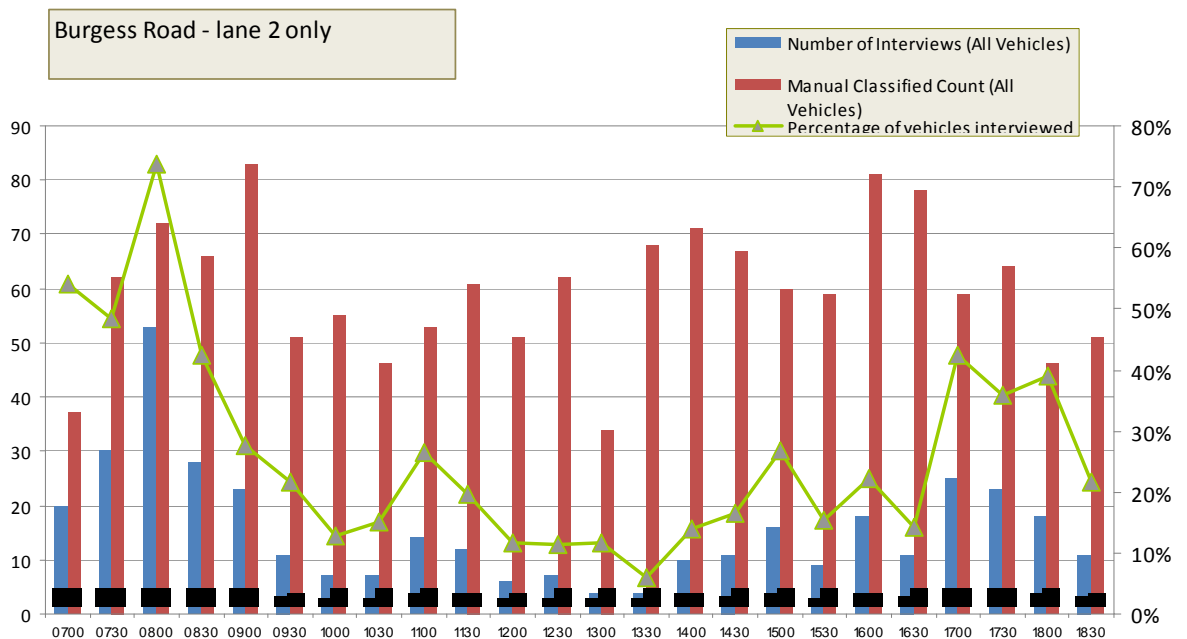
8.1.1 The RSI survey on Burgess Road is situated within close proximity of the main University of Southampton campus. The road serves as a significant east-west route across the outer suburbs of the city area, and links Swaythling in the east to Shirley and Millbrook in the west. The road comprises of 2 westbound lanes and a single eastbound lane. The signalised junction on which the RSI was conducted comprised of 2 lanes, the left-hand lane permitted southbound and westbound movements, while the right turning lane permitted westbound and northbound movements.

Figure 8.1 Location of Burgess Road (A35) RSI site and Approved Traffic Management Plan



8.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 8.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

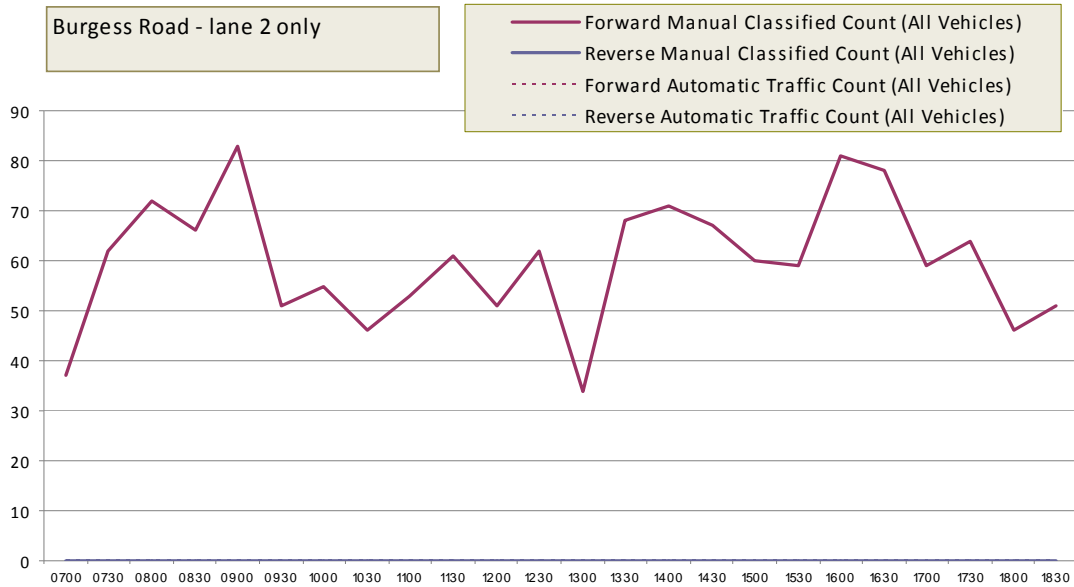
Figure 8.2 Number of Interviews Completed



8.1.3 In this instance the overall sample of interviews relative to net traffic flow was 28.7%, where the AM peak sample rate was 50.0%, IP was 16.9% and the PM peak was 29.5%.

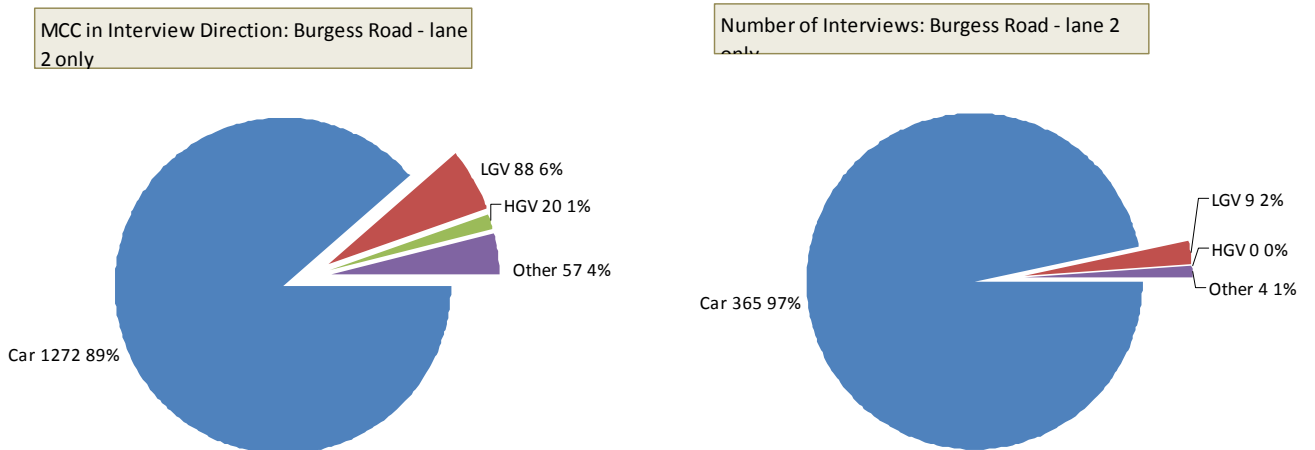
8.1.4 Figure 8.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 8.3 Comparison of MCC and ATC by direction of travel



8.1.5 Figure 8.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 8.4 Composition of traffic flow and interviews recorded by Burgess Road (A35) MCC



8.1.6 Figure 8.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.

8.1.7 The figure indicates that non-car interviews have been underrepresented in the sample of interviews relative to observed flows. Postal surveys typically draw greater responses from

the public as opposed to commercial drivers, which make up a large proportion of LGV and HGV drivers.

8.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 8.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 3.8. HGVs and Other vehicles were underrepresented by interview data and so result in larger expansion factors, but comprise only a small proportion of overall vehicle movements. A lack of HGV interviews throughout the surveys is as a consequence of the relatively low flows in combination with the limitations of postal surveys.

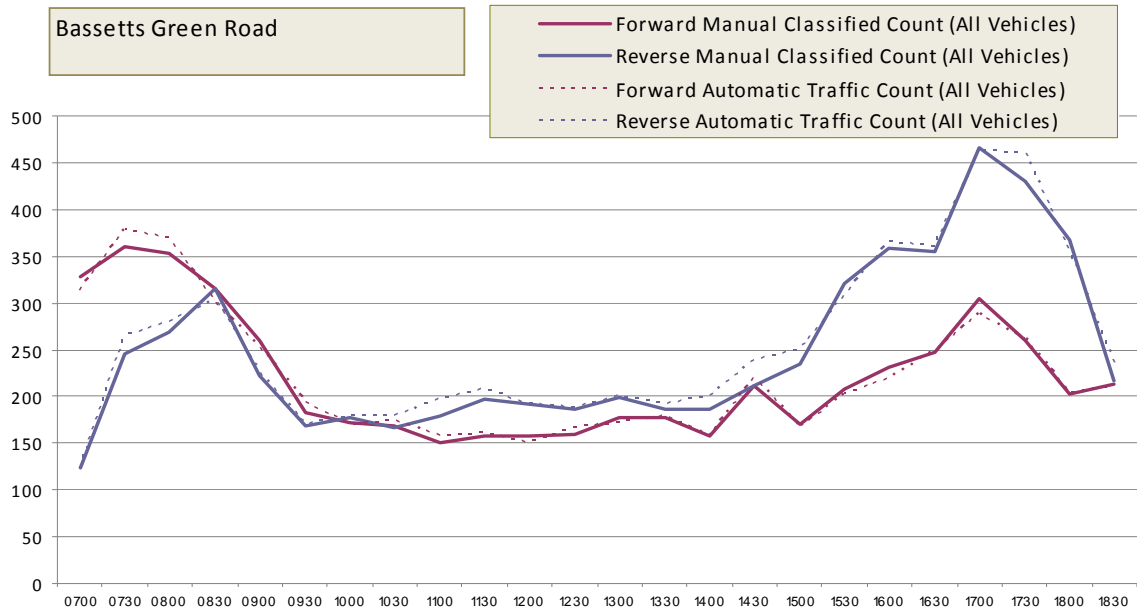
Table 8.1 Burgess Road (A35) - Percentage of Vehicles Interviewed and Average Expansion Factors

Burgess Road (A35)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	44.5%	15.6%	28.0%	26.3%	2.25	6.42	3.58	3.80
Car	50.0%	16.9%	29.5%	28.7%	2.00	5.92	3.39	3.48
LGV	8.7%	6.5%	21.1%	10.2%	11.50	15.33	4.75	9.78
HGV	0.0%	0.0%	0.0%	0.0%	No Int	No Int	No Int	No Int
Other (TfSH)	9.5%	8.0%	0.0%	7.0%	10.50	12.50	No Int	14.25

9.1.3 In this instance the overall sample of interviews relative to net traffic flow was 21.8%, where the AM peak sample rate was 17.0%, IP was 27.2% and the PM peak was 20.1%.

9.1.4 Figure 9.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. This data is assessed alongside averaged ATC data, recorded over a period of 2 weeks from a location within a reasonable proximity to the RSI/MCC site.

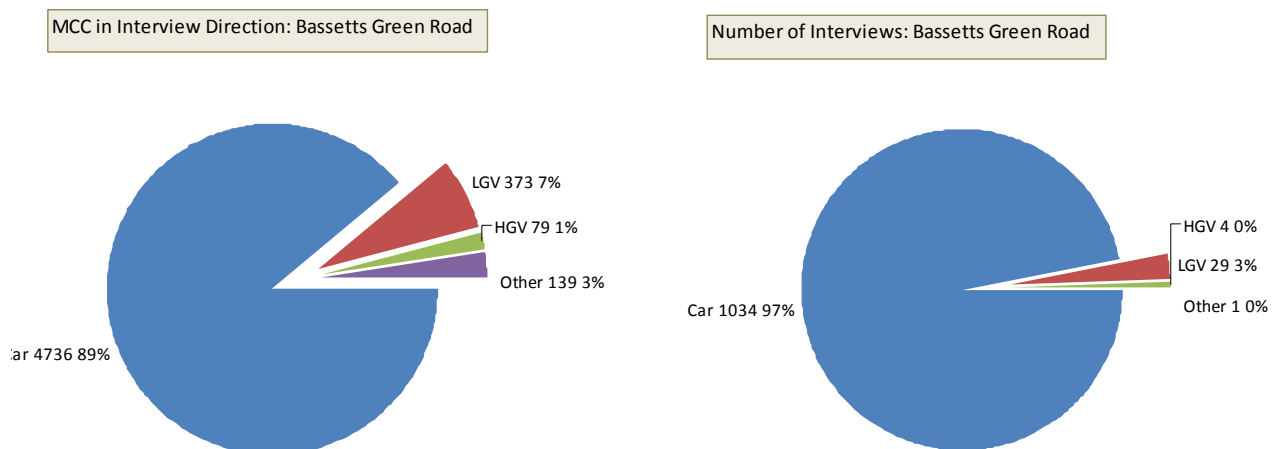
Figure 9.3 Comparison of MCC and ATC by direction of travel



9.1.5 This assessment highlights possible anomalies in traffic flows encountered on the day of the RSI, which may either be as a consequence of a road traffic accident, roadworks, or an event. Alternatively anomalies may occur because of the presence of the RSI itself, often through 'site avoidance'. In this instance traffic flows recorded by the MCC correspond closely in both directions with the ATC data.

9.1.6 Figure 9.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 9.4 Composition of traffic flow and interviews recorded by Bassett Green Road (A27) MCC



- 9.1.7 Figure 9.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 9.1.8 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are fewer completed interviews for non-car vehicles than would be anticipated based on the MCC. HGVs can be problematic to interview as they often struggle to manoeuvre into the interview bay, particularly with larger vehicles or at more constrained sites.
- 9.1.9 The expansion factors derived through applying the interview data obtained from this site are presented in Table 9.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 4.99. Other vehicles were particularly underrepresented by interview data, with no responses obtained within the AM and IP periods, and so resulting in larger expansion factors across the day.

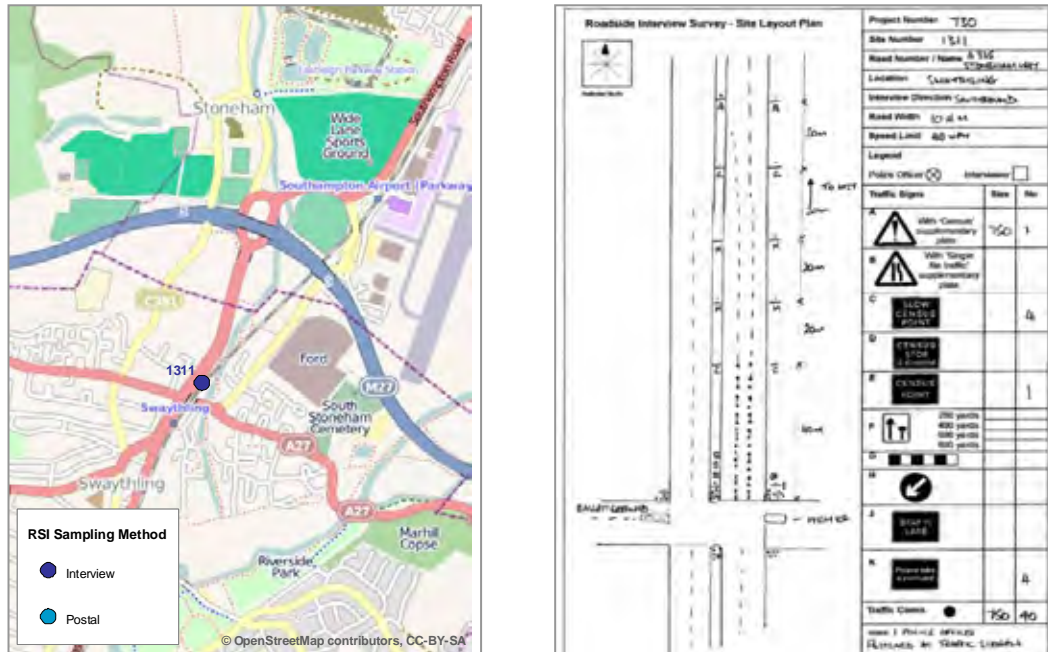
Table 9.1 Bassett Green Road (A27) - Percentage of Vehicles Interviewed and Average Expansion Factors

Bassett Green Road (A27)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	15.3%	24.7%	19.3%	20.0%	6.52	4.05	5.18	4.99
Car	17.0%	27.2%	20.1%	21.8%	5.88	3.68	4.97	4.58
LGV	6.4%	6.8%	13.2%	7.8%	15.70	14.80	7.56	12.86
HGV	3.6%	2.4%	20.0%	5.1%	28.00	41.00	5.00	19.75
Other (TfSH)	0.0%	0.0%	2.6%	0.7%	No Int	No Int	39.00	139.00

10 Stoneham Way (A335)

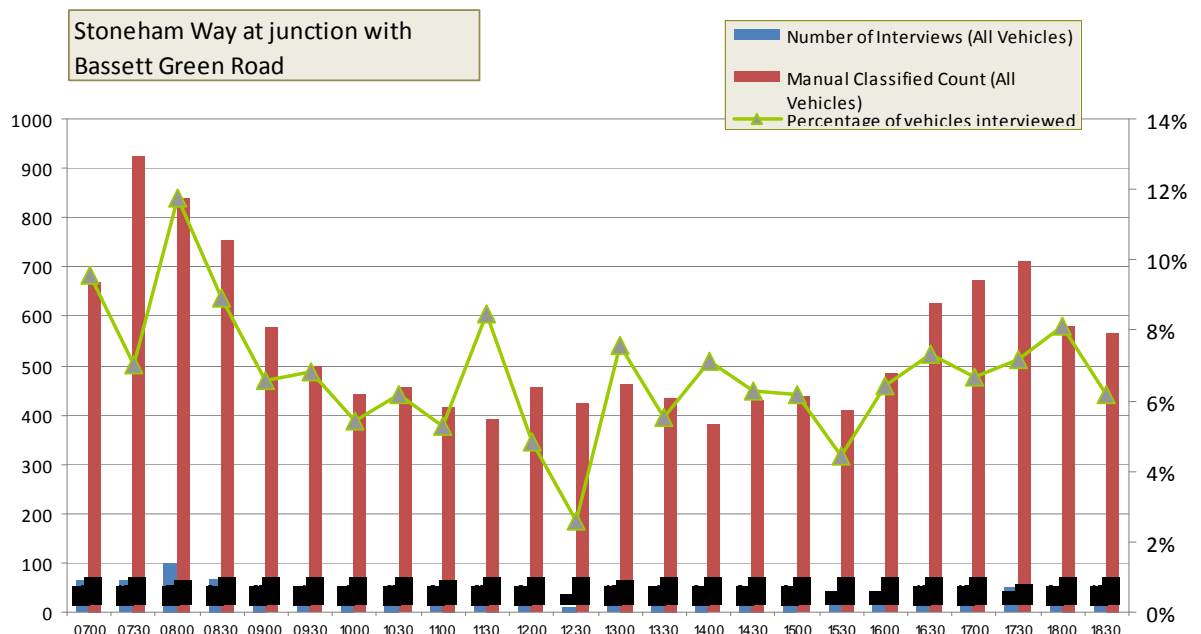
10.1.1 The RSI survey on Stoneham Way is situated on a key access route from central Southampton to the north. The link connects the A33 in Southampton to Eastleigh, as well as Southampton Airport Parkway and junction 5 of the M27. The road comprises of sections of 2 lane dual carriageways. The signalised junction at which the RSI was conducted comprised of 2 southbound lanes and 1 westbound right turning lane.

Figure 10.1 Location of Stoneham Way RSI site and Approved Traffic Management Plan



10.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 10.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

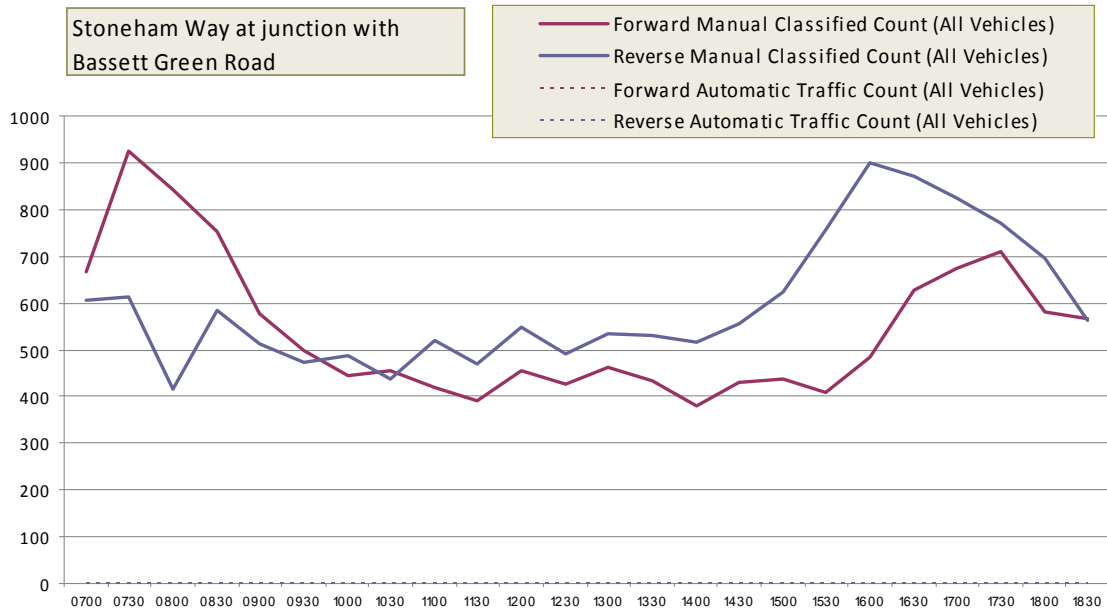
Figure 10.2 Number of Interviews Completed



10.1.3 In this instance the overall sample of interviews relative to net traffic flow was 7.8%, where the AM peak sample rate was 9.6%, IP was 6.4% and the PM peak was 7.5%.

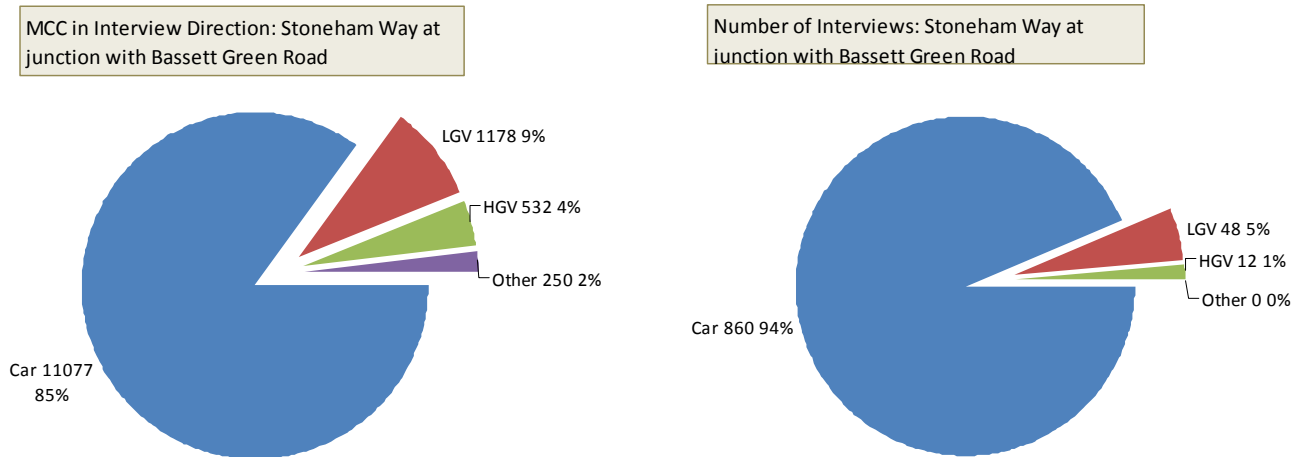
10.1.4 Figure 10.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 10.3 Comparison of MCC and ATC by direction of travel



10.1.5 Figure 10.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 10.4 Composition of traffic flow and interviews recorded by Stoneham Way MCC



- 10.1.6 Figure 10.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 10.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows, particularly as the site was a postal only site. There are fewer completed interviews for HGV and Other (TfSH) vehicles than would be anticipated based on the MCC. Postal surveys typically draw greater responses from the public as opposed to commercial drivers, which make up a large proportion of LGV and HGV drivers.
- 10.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 10.1 below. A reasonable proportion of interviews were captured relative to very high overall traffic flows and the limitations of issuing postal surveys, resulting in a net expansion factor of 14.17.

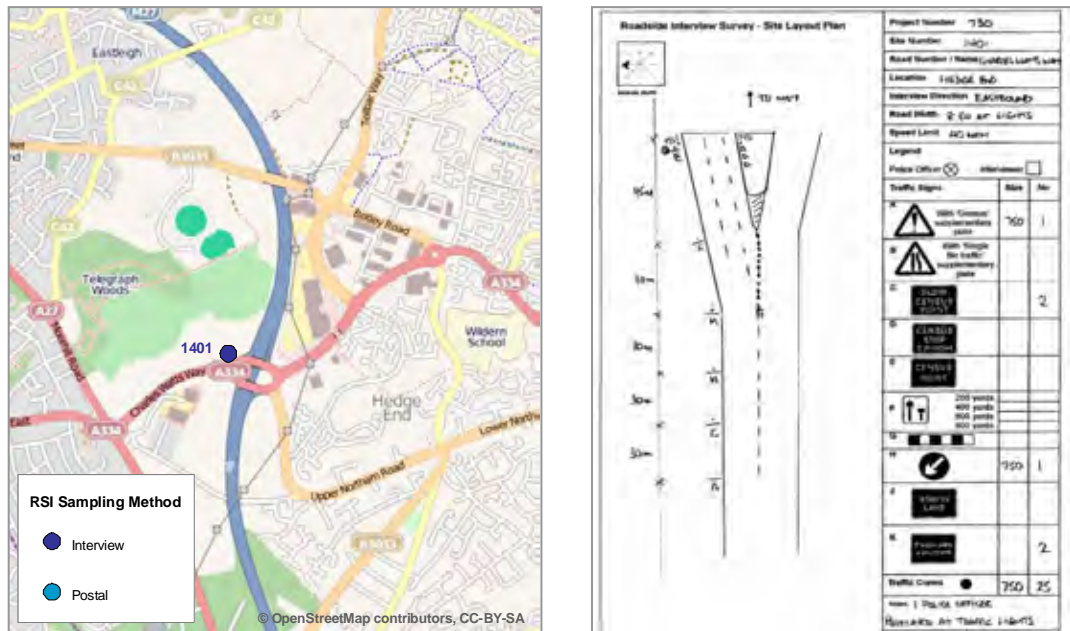
Table 10.1 Stoneham Way (A335) - Percentage of Vehicles Interviewed and Average Expansion Factors

Stoneham Way (A335)	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	8.6%	5.8%	7.0%	7.1%	11.61	17.23	14.27	14.17
Car	9.6%	6.4%	7.5%	7.8%	10.37	15.61	13.42	12.88
LGV	3.7%	4.2%	4.5%	4.1%	27.00	24.00	22.10	24.54
HGV	3.3%	1.7%	2.1%	2.3%	30.67	60.00	48.00	44.33
Other (TfSH)	0.0%	0.0%	0.0%	0.0%	No Int	No Int	No Int	No Int

11 Charles Watts Way (A334)

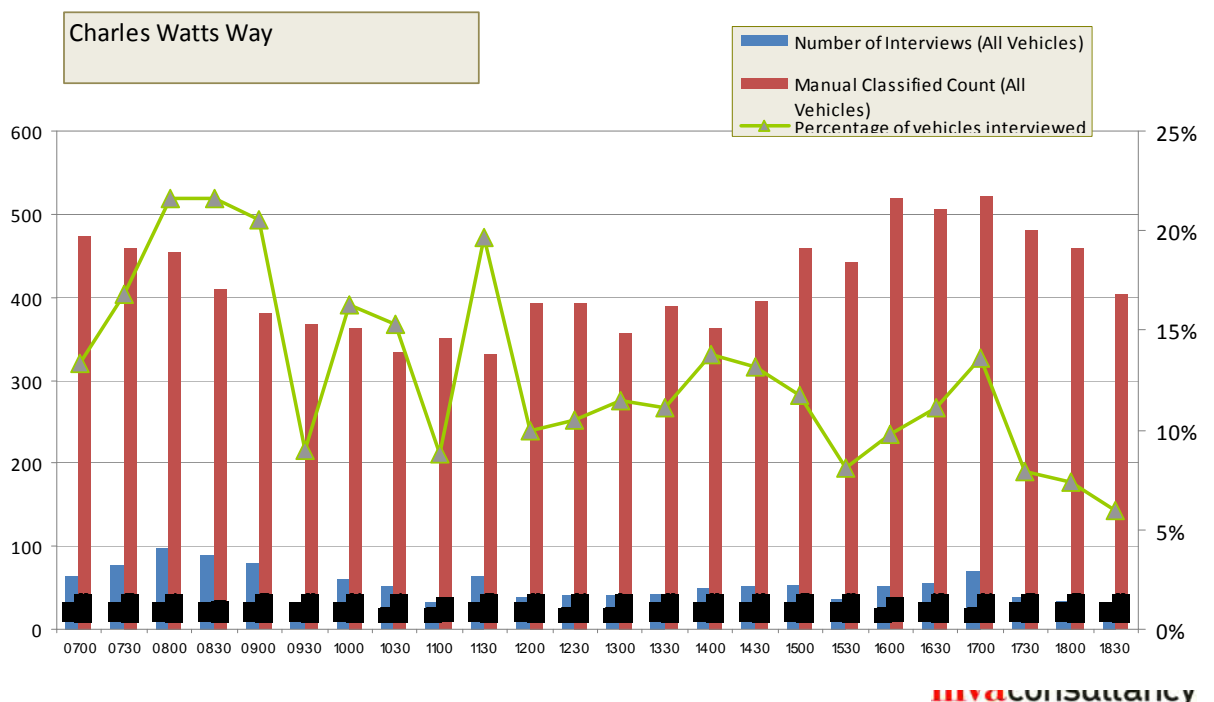
11.1.1 The RSI survey on Charles Watts Way was situated on a significant eastbound link connecting central Southampton to Bitterne and Hedge End east of the River Itchen. The road provides access to a large retail park area in Hedge End via junction 7 of the M27. The road comprises of single lanes in either directions throughout. The approach to the signalised junction with the M27 on which the RSI was conducted comprised of 3 lanes.

Figure 11.1 Location of Charles Watts Way RSI site and Approved Traffic Management Plan



11.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 11.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

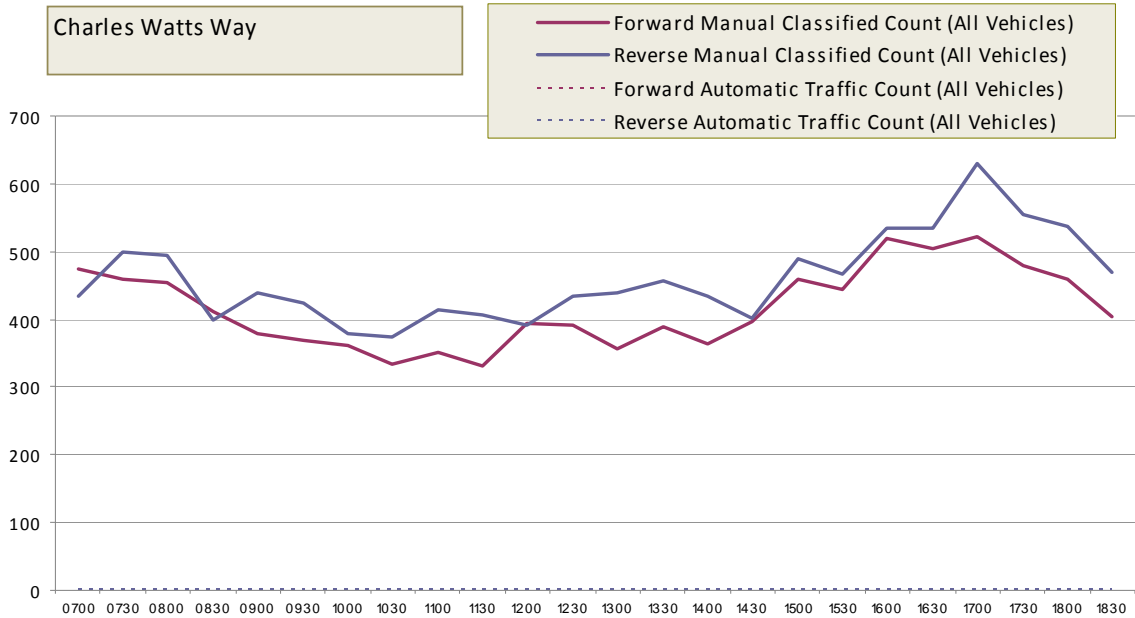
Figure 11.2 Number of Interviews Completed



11.1.3 In this instance the overall sample of interviews relative to net traffic flow was 13.8%, where the AM peak sample rate was 18.7%, IP was 13.5% and the PM peak was 10.2%.

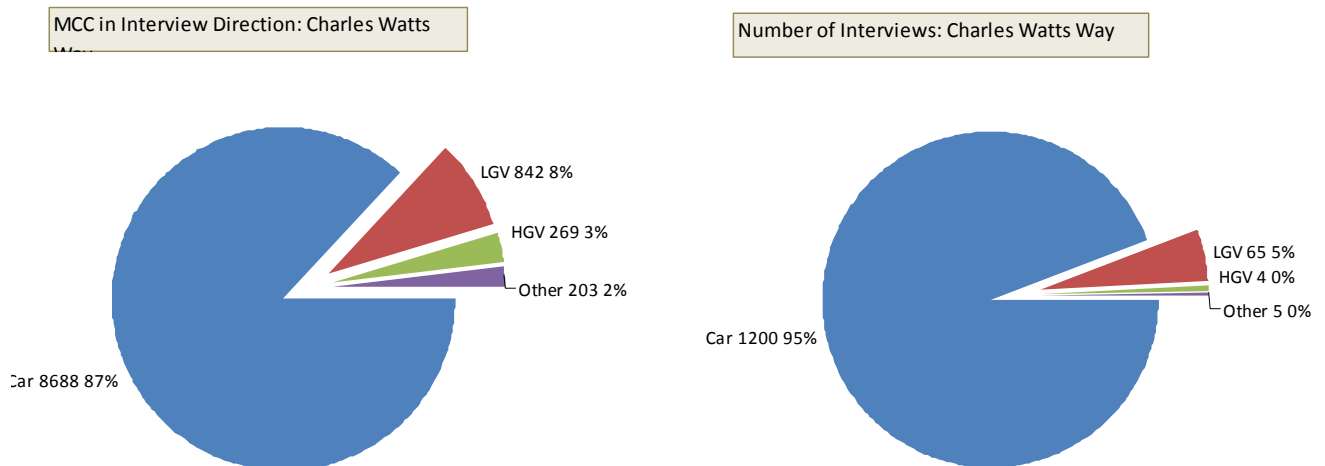
11.1.4 Figure 11.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 11.3 Comparison of MCC and ATC by direction of travel



11.1.5 Figure 11.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 11.4 Composition of traffic flow and interviews recorded by Charles Watts Way MCC



11.1.6 Figure 11.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.

- 11.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are fewer completed interviews for HGV and Other (TfSH) vehicles than would be anticipated based on the MCC.
- 11.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 11.1 below. A reasonably high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 7.85. HGVs and Other vehicles were underrepresented by interview data and so result in larger expansion factors, but comprise only a small proportion of overall vehicle movements. A lack of HGV interviews throughout the PM peak period was as a consequence of very limited HGV activity.

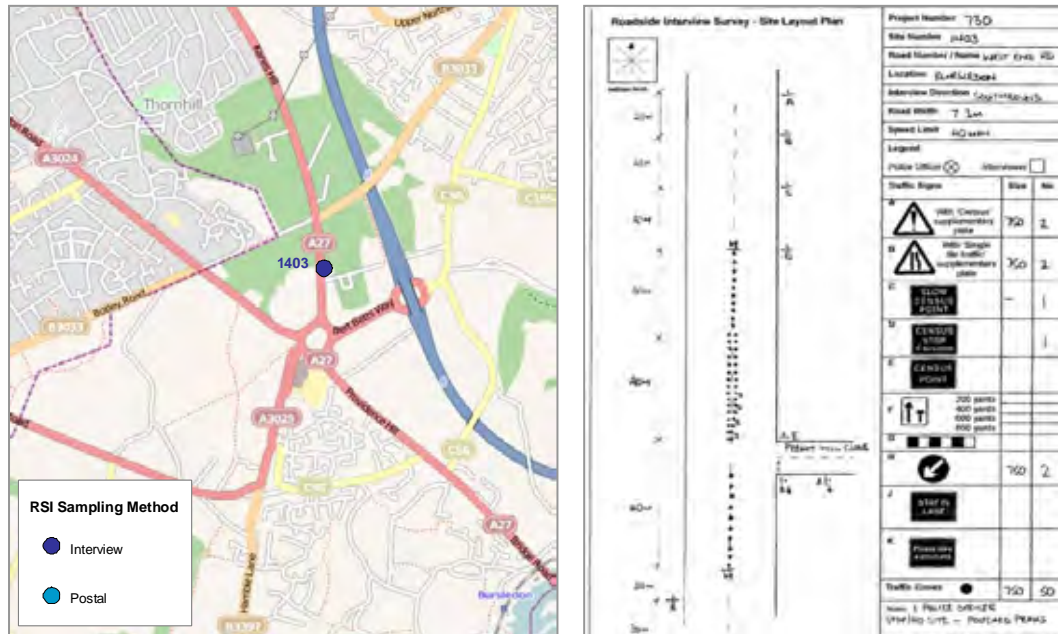
Table 11.1 Charles Watts Way - Percentage of Vehicles Interviewed and Average Expansion Factors

Charles Watts Way	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	17.2%	12.3%	9.5%	12.7%	5.81	8.13	10.54	7.85
Car	18.7%	13.5%	10.2%	13.8%	5.34	7.42	9.78	7.24
LGV	11.4%	7.1%	4.5%	7.7%	8.75	14.18	22.22	12.95
HGV	2.5%	1.3%	0.0%	1.5%	39.50	77.50	No Int	67.25
Other (TfSH)	3.9%	3.3%	0.0%	2.5%	25.50	30.67	No Int	40.60

12 West End Road

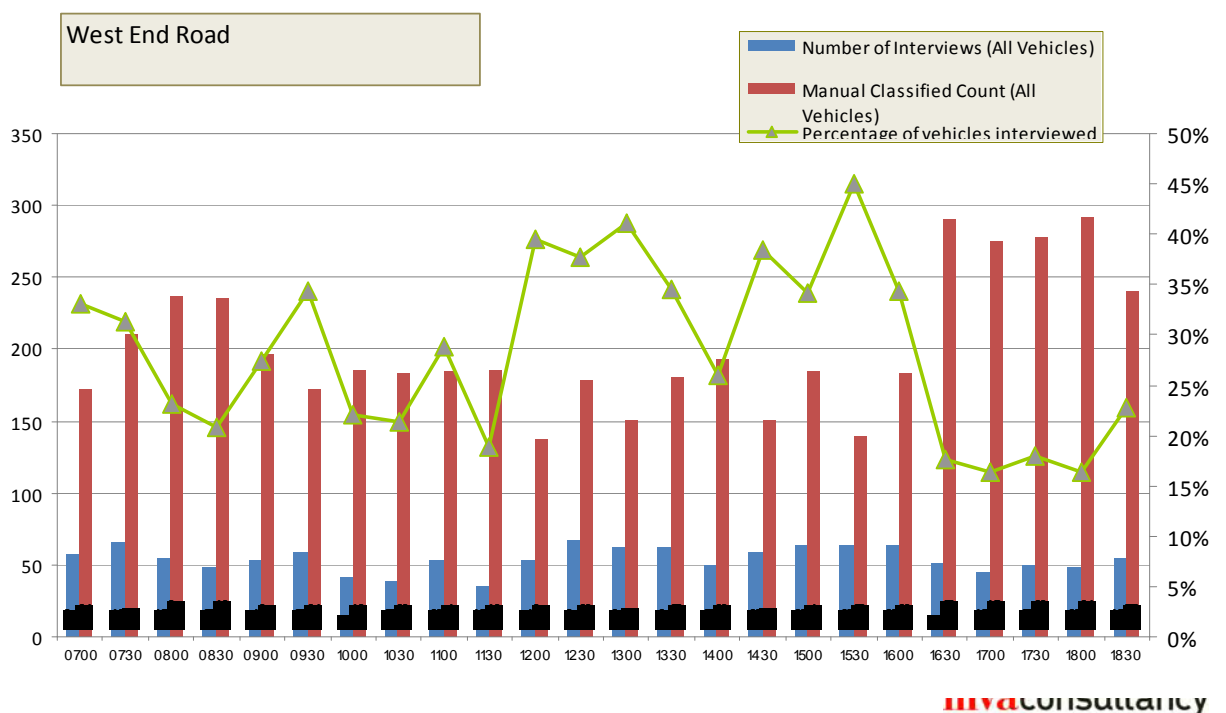
12.1.1 The RSI survey on West End Road is situated on a route that runs parallel to the M27 and junctions 7 and 8, as well as providing onward linkages to Bursledon and Locks Heath. The road comprises of single lanes running northbound and southbound.

Figure 12.1 Location of West End Road RSI site and Approved Traffic Management Plan



12.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was sufficient to enable a temporary traffic management layout and stop/go interview bay to be established. Figure 12.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

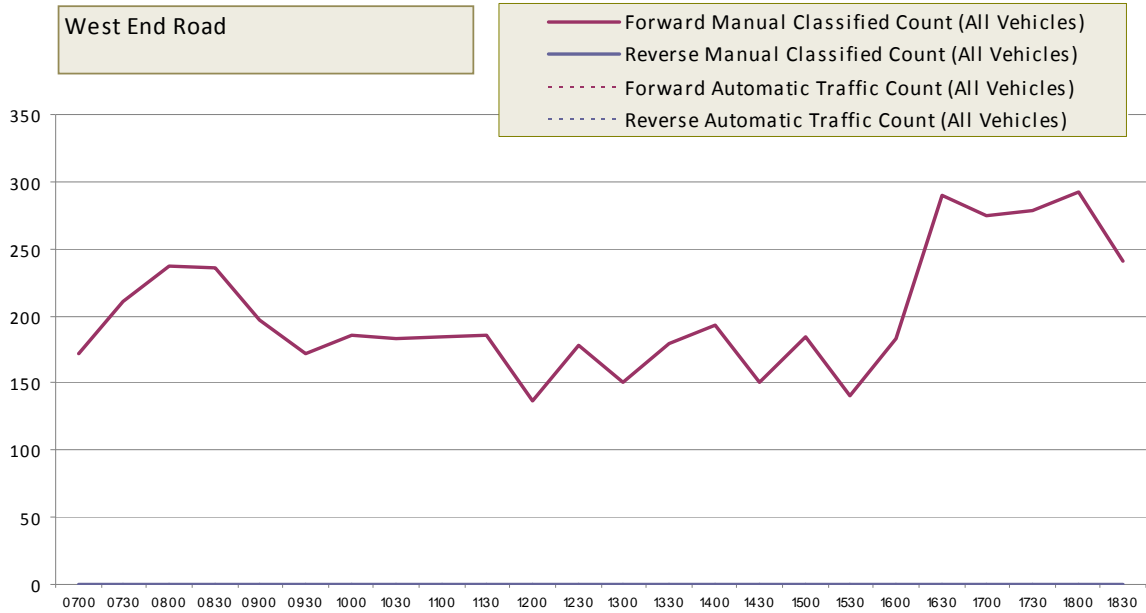
Figure 12.2 Number of Interviews Completed



12.1.3 In this instance the overall sample of interviews relative to net traffic flow was 27.8%, where the AM peak sample rate was 28.1%, IP was 32.8% and the PM peak was 21.1%.

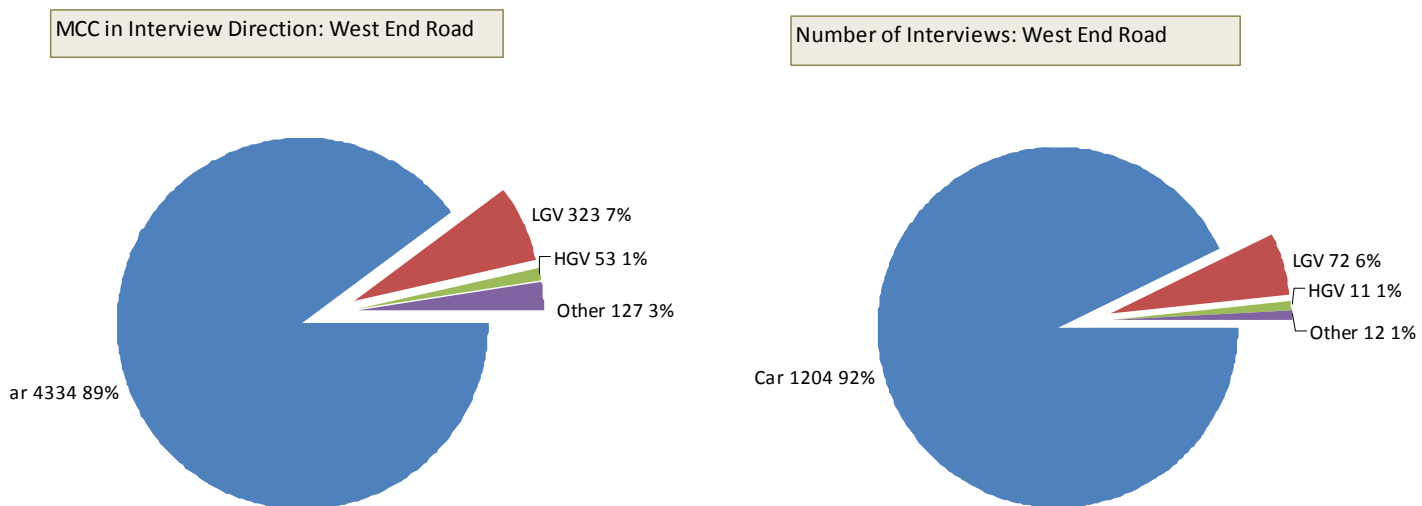
12.1.4 Figure 12.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 12.3 Comparison of MCC and ATC by direction of travel



12.1.5 Figure 12.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 12.4 Composition of traffic flow and interviews recorded by West End Road MCC



- 12.1.6 Figure 12.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 12.1.7 The figures indicate that a broadly comparable set of interviews have been captured relative to observed flows.
- 12.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 12.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 3.72.

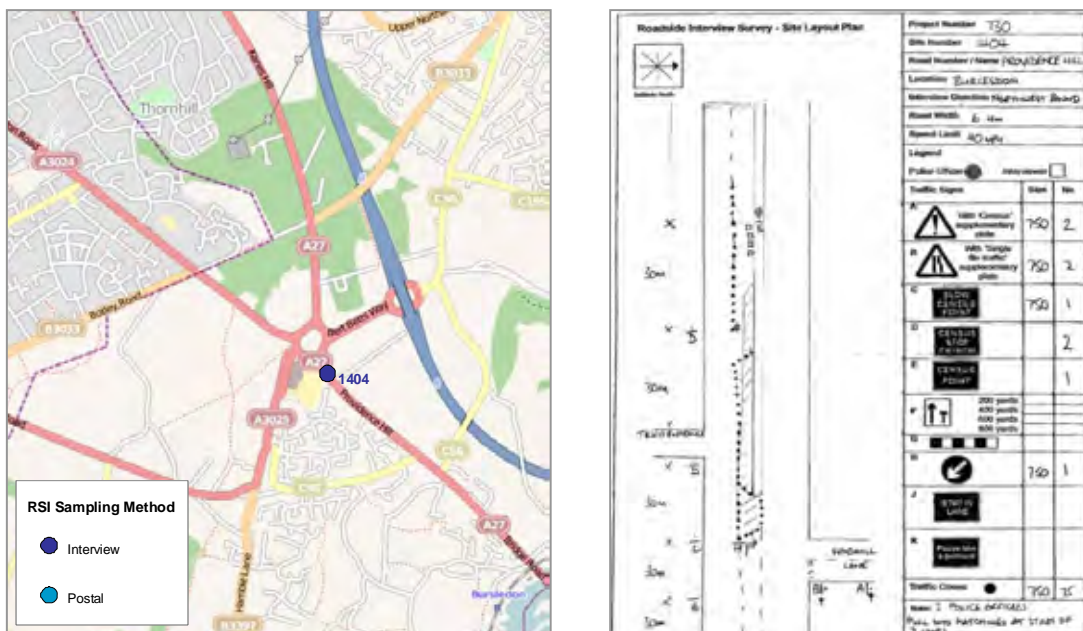
Table 12.1 West End Road - Percentage of Vehicles Interviewed and Average Expansion Factors

West End Road	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	27.8%	31.5%	20.0%	26.9%	3.60	3.17	5.00	3.72
Car	28.1%	32.8%	21.1%	27.8%	3.56	3.05	4.74	3.60
LGV	27.8%	23.9%	11.0%	22.3%	3.60	4.18	9.13	4.49
HGV	41.2%	7.4%	22.2%	20.8%	2.43	13.50	4.50	4.82
Other (TfSH)	12.5%	16.2%	2.0%	9.4%	8.00	6.17	50.00	10.58

13 Providence Hill

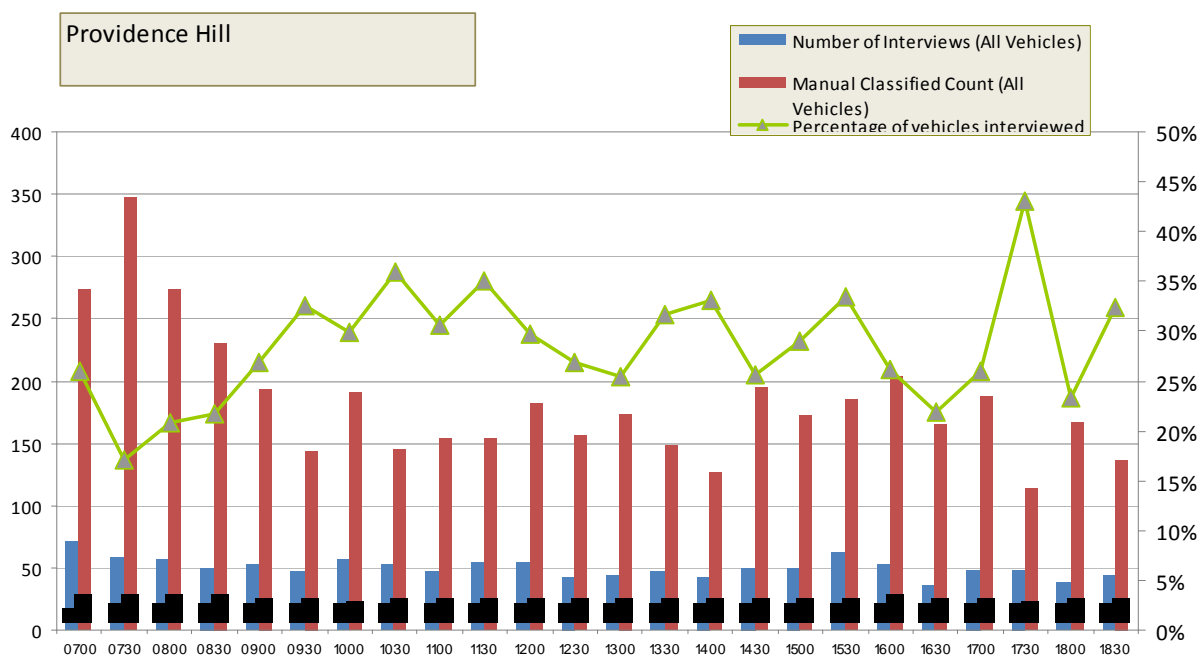
13.1.1 The RSI survey on Providence Hill is situated on a route that runs parallel to the M27 between junction 8 and on to the junction with Botley Road (A3051) to the east, as well as providing onward linkages to Bursledon and Locks Heath. An inbound only access to a large supermarket is provided in close proximity to the RSI site. The road comprises of single lanes running northwest and southeastbound.

Figure 13.1 Location of Providence Hill RSI site and Approved Traffic Management Plan



13.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was sufficient to enable a temporary traffic management layout and interview bay to be established. Figure 13.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

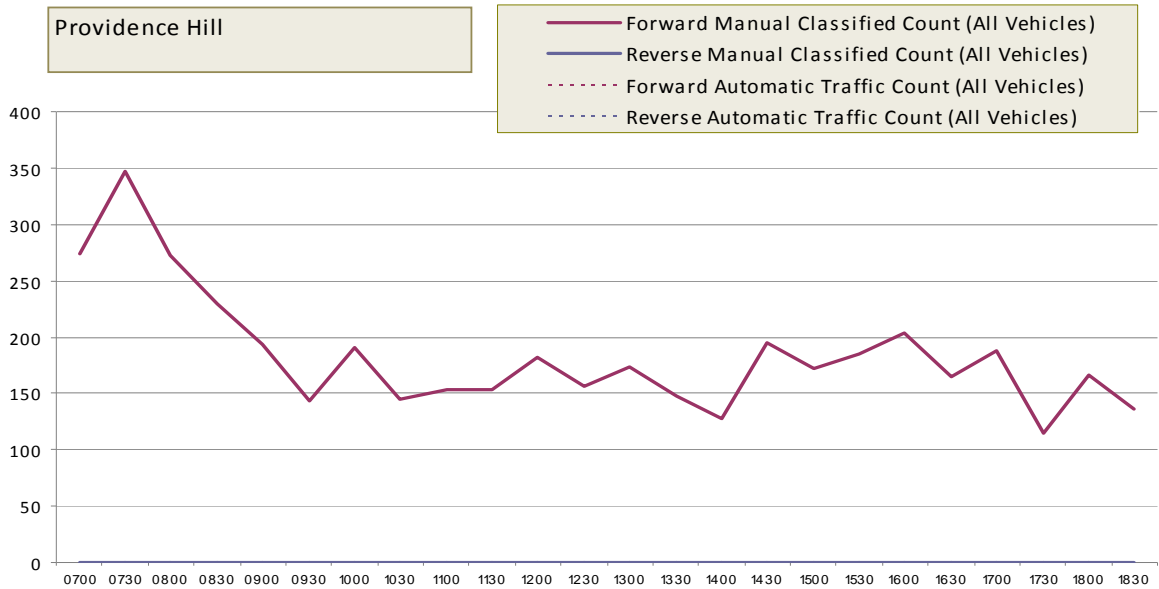
Figure 13.2 Number of Interviews Completed



13.1.3 In this instance the overall sample of interviews relative to net traffic flow was 28.1%, where the AM peak sample rate was 22.9%, IP was 32.0% and the PM peak was 28.3%.

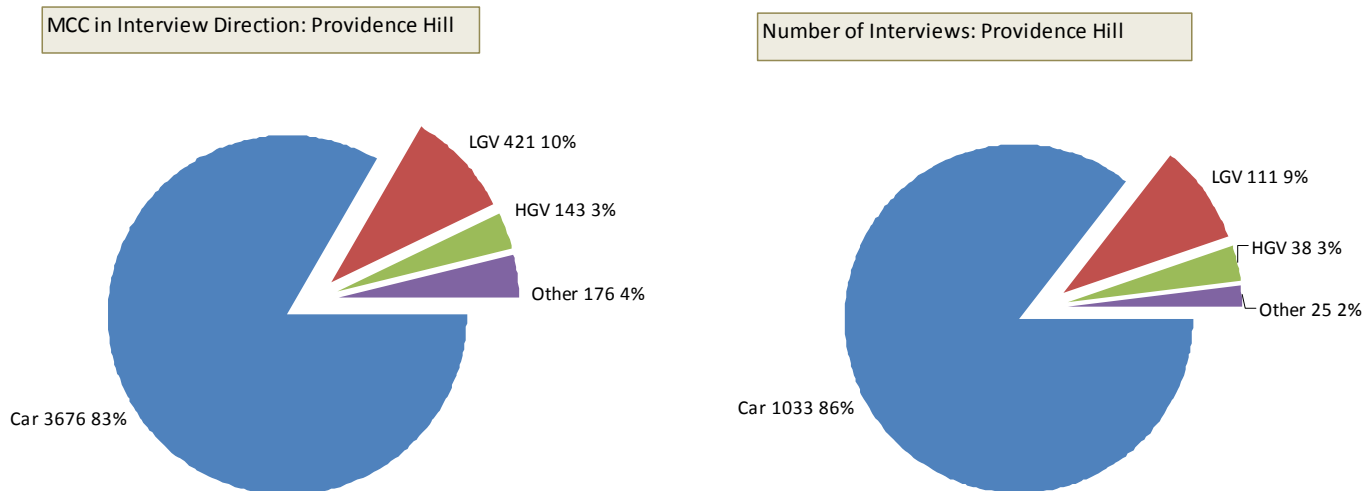
13.1.4 Figure 13.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 13.3 Comparison of MCC and ATC by direction of travel



13.1.5 Figure 13.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 13.4 Composition of traffic flow and interviews recorded by Providence Hill MCC



- 13.1.6 Figure 13.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 13.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows. There are slightly fewer completed interviews for LGVs than would be anticipated based on the MCC.
- 13.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 13.1 below. A high proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 3.66.

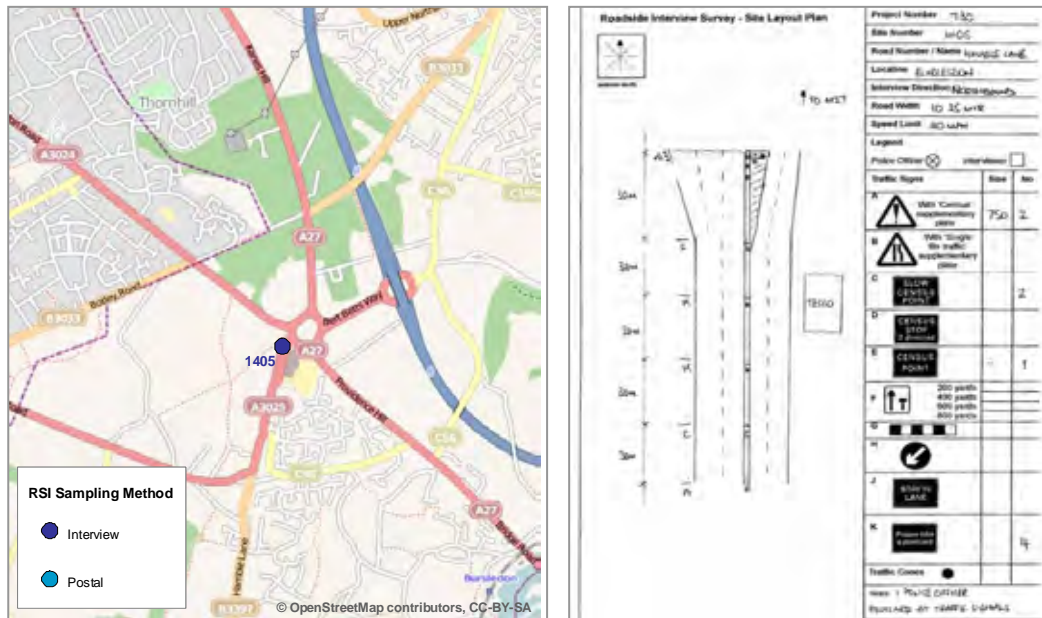
Table 13.1 Providence Hill - Percentage of Vehicles Interviewed and Average Expansion Factors

Providence Hill	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	23.0%	30.3%	27.7%	27.3%	4.35	3.30	3.60	3.66
Car	22.9%	32.0%	28.3%	28.1%	4.36	3.12	3.54	3.56
LGV	30.5%	23.4%	28.6%	26.4%	3.28	4.27	3.50	3.79
HGV	22.5%	28.4%	26.7%	26.6%	4.44	3.52	3.75	3.76
Other (TfSH)	13.2%	12.1%	18.0%	14.2%	7.56	8.29	5.56	7.04

14 Hamble Lane

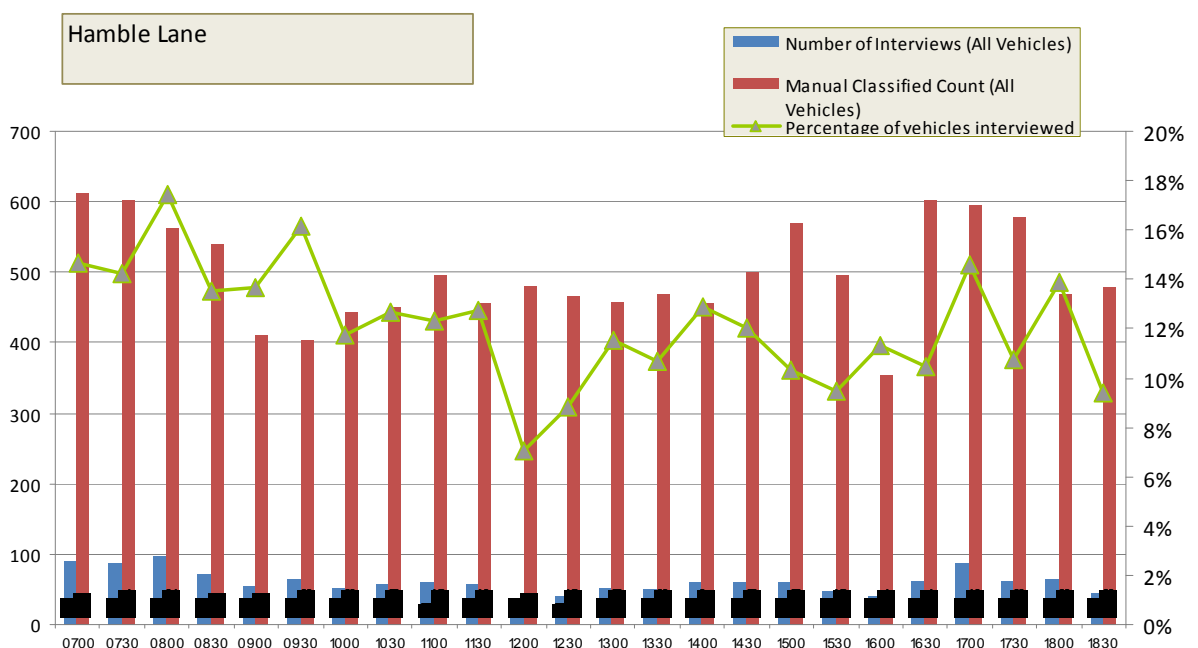
- 14.1.1 The RSI survey on Hamble Lane is situated on a route that runs north-south from junction 8 of the M27 to Hamble. The main access to a large supermarket is provided in close proximity to the RSI site. The road comprises of single lanes throughout, while the signalised roundabout at which the RSI was conducted comprised of 3 northbound lanes.

Figure 14.1 Location of Hamble Lane RSI site and Approved Traffic Management Plan



- 14.1.2 The RSI survey sampled a proportion of vehicles travelling in a westbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 14.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

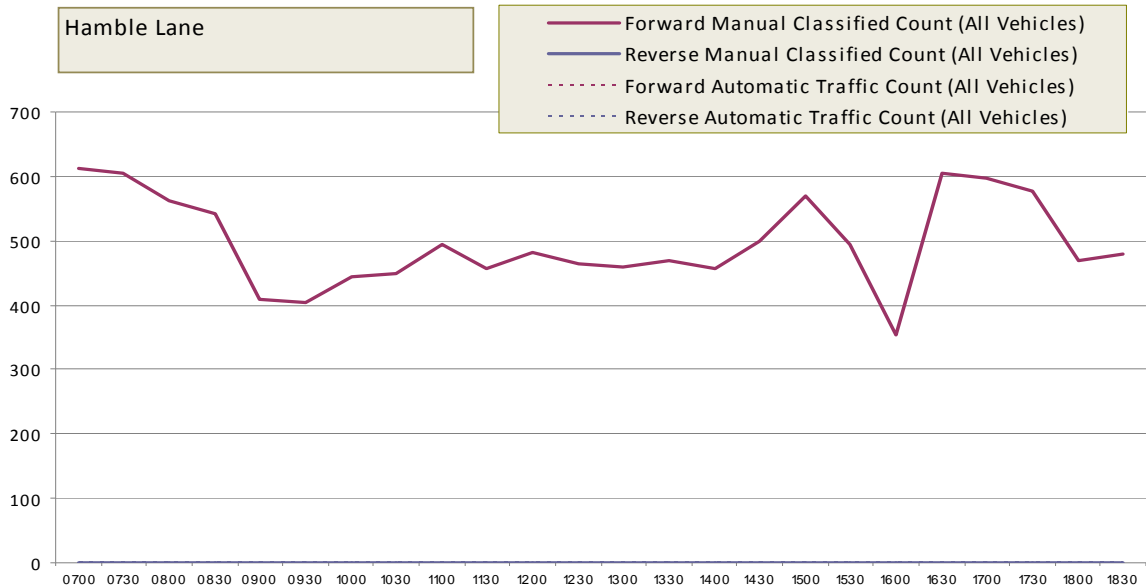
Figure 14.2 Number of Interviews Completed



14.1.3 In this instance the overall sample of interviews relative to net traffic flow was 13.1%, where the AM peak sample rate was 16.2%, IP was 11.8% and the PM peak was 12.3%.

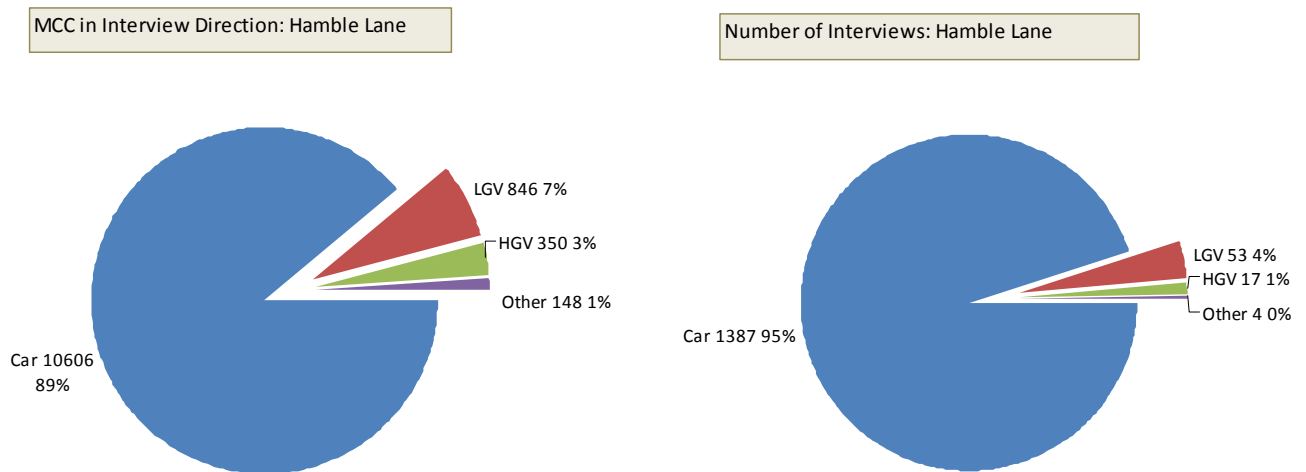
14.1.4 Figure 14.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 14.3 Comparison of MCC and ATC by direction of travel



14.1.5 Figure 14.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 14.4 Composition of traffic flow and interviews recorded by Hamble Lane MCC



- 14.1.6 Figure 14.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 14.1.7 The figure indicates that a broadly comparable set of interviews have been captured relative to observed flows, particularly as the site was a postal only site. There are fewer completed interviews for LGVs, HGVs and Other (TfSH) vehicles than would be anticipated based on the MCC. Postal surveys typically draw greater responses from the public as opposed to commercial drivers, which make up a large proportion of LGV and HGV drivers.
- 14.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 14.1 below. A reasonable proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 8.18.

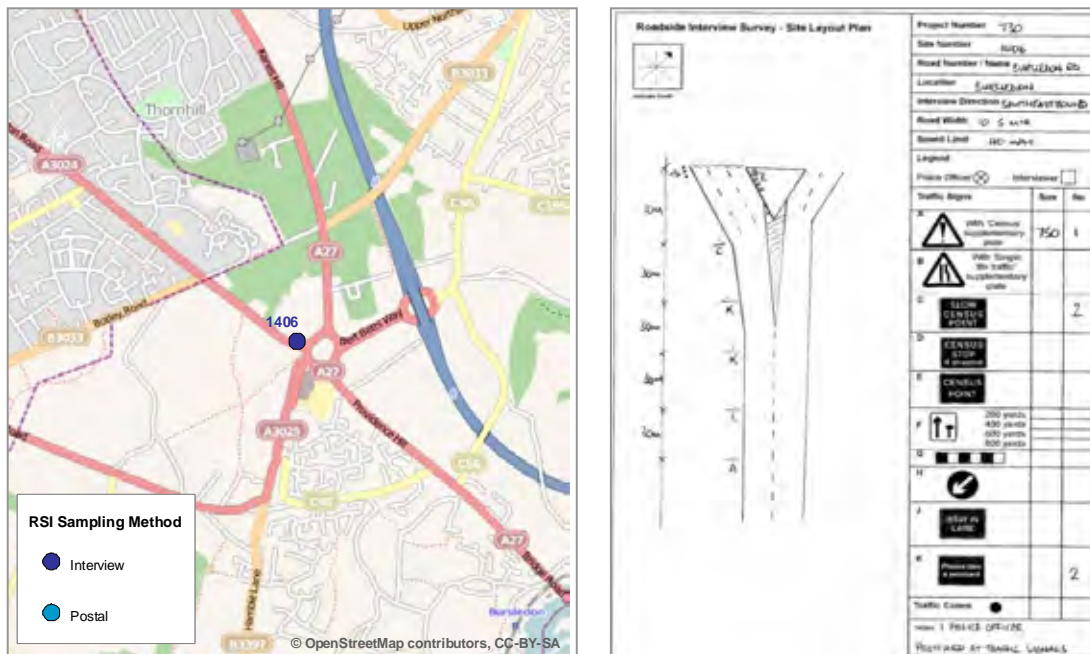
Table 14.1 Hamble Lane - Percentage of Vehicles Interviewed and Average Expansion Factors

Hamble Lane	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	14.9%	11.0%	11.8%	12.2%	6.69	9.10	8.50	8.18
Car	16.2%	11.8%	12.3%	13.1%	6.18	8.47	8.11	7.65
LGV	6.5%	5.6%	7.9%	6.3%	15.31	17.96	12.67	15.96
HGV	5.7%	4.8%	3.6%	4.9%	17.67	21.00	27.50	20.59
Other (TfSH)	5.1%	3.3%	0.0%	2.7%	19.50	30.00	No Int	37.00

15 Bursledon Road (A3024)

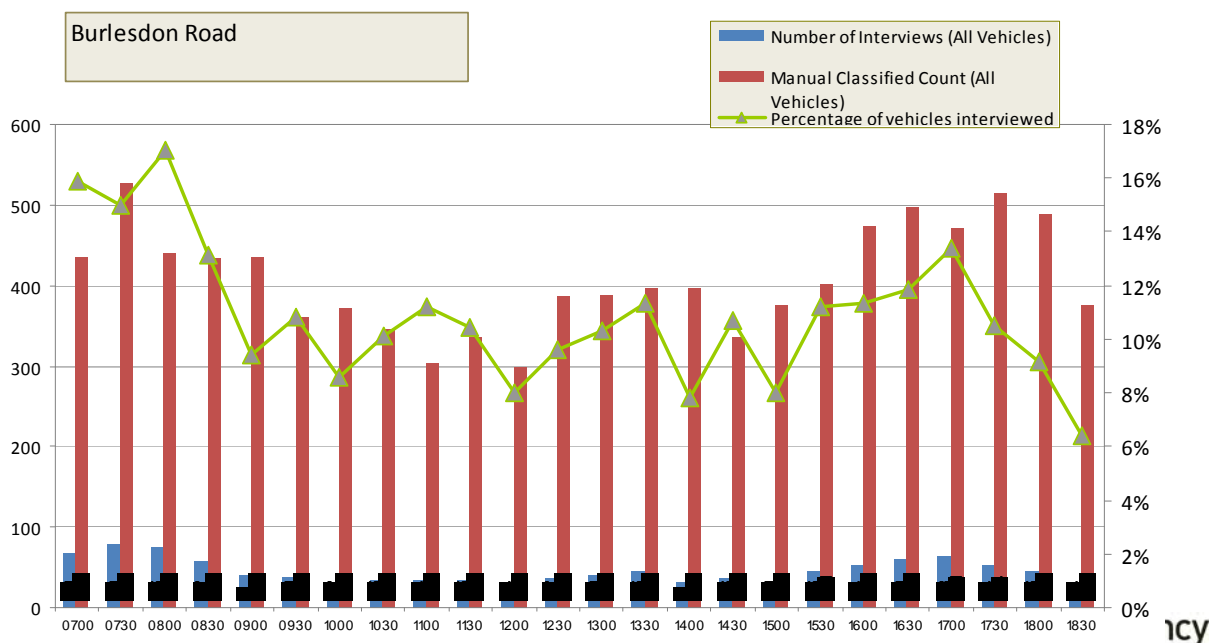
15.1.1 The RSI survey on Bursledon Road is situated on a key access route from central Southampton to the east. The road passes through the residential areas of Thornhill and Bitterne and their local centres, before accessing Southampton via Northam Bridge. The road comprises of 2 lanes of varying width. The signalised junction with the roundabout on which the RSI was conducted comprised of 3 lanes.

Figure 15.1 Location of Bursledon Road RSI site and Approved Traffic Management Plan



15.1.2 The RSI survey sampled a proportion of vehicles travelling in a eastbound direction through the site. The carriageway width and configuration was unsuitable for a temporary traffic management layout and interview bay to be established, so postal questionnaires were distributed during the red phase at the signalised junction. Figure 15.2 reports the number of interviews completed at the site relative to the traffic flow recorded by the MCC, which provides an indication of the sample rate achieved by the RSI.

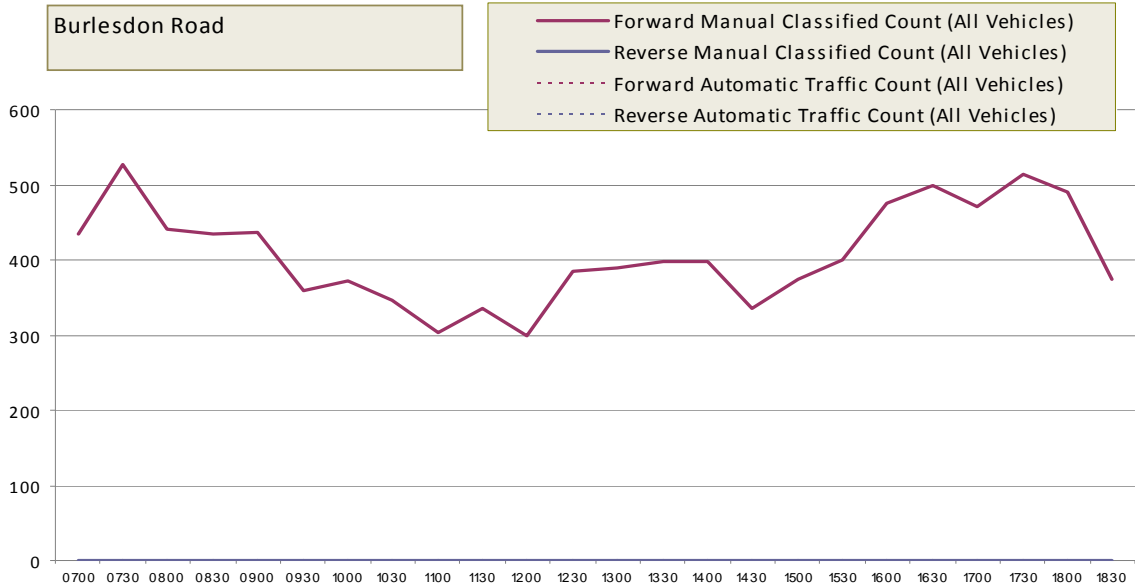
Figure 15.2 Number of Interviews Completed



15.1.3 In this instance the overall sample of interviews relative to net traffic flow was 12.1%, where the AM peak sample rate was 14.9%, IP was 11.0% and the PM peak was 11.3%.

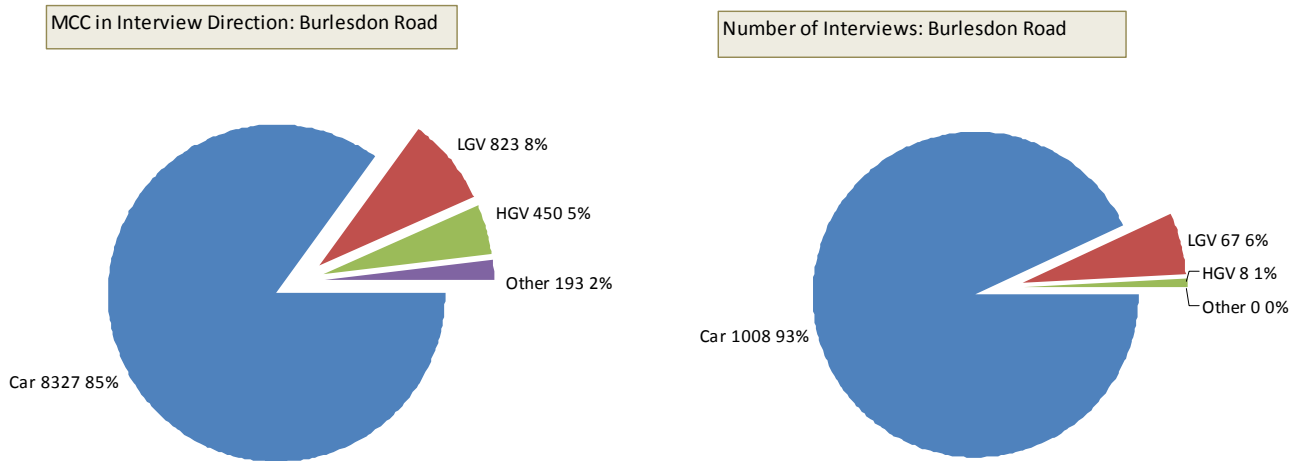
15.1.4 Figure 15.3 below serves to highlight fluctuations in traffic flow recorded by the MCC, which was undertaken in conjunction with the RSI survey and at the same location. There was no available ATC data against which the MCC data could be validated.

Figure 15.3 Comparison of MCC and ATC by direction of travel



15.1.5 Figure 15.4 below shows the modal share of traffic passing through the survey site as recorded by the MCC.

Figure 15.4 Composition of traffic flow and interviews recorded by Bursledon Road MCC



- 15.1.6 Figure 15.4 reports the percentage of interviews completed by mode; this enables a comparison to be drawn between the proportion of vehicles recorded by mode and the composition of the interviews.
- 15.1.7 The figures indicate that a broadly comparable set of interviews have been captured relative to observed flows, particularly as the site was a postal only site. There are fewer completed interviews for HGVs and Other (TfSH) vehicles than would be anticipated based on the MCC. Postal surveys typically draw greater responses from the public as opposed to commercial drivers, which make up a large proportion of HGV drivers.
- 15.1.8 The expansion factors derived through applying the interview data obtained from this site are presented in Table 15.1 below. A reasonable proportion of interviews were captured relative to overall traffic flow, resulting in a net expansion factor of 9.04.

Table 15.1 Bursledon Road – Percentage of Vehicles Interviewed and Average Expansion Factors

Bursledon Road	Percentage of Vehicles Interviewed				Ratio of Count to Vehicles (average expansion factor)			
	AM	IP	PM	Overall	AM	IP	PM	Overall
All	13.7%	9.8%	10.6%	11.1%	7.31	10.23	9.44	9.04
Car	14.9%	11.0%	11.3%	12.1%	6.72	9.12	8.82	8.26
LGV	11.2%	6.6%	6.1%	8.1%	8.94	15.17	16.40	12.28
HGV	3.3%	1.4%	0.0%	1.8%	30.25	70.75	No Int	56.25
Other (TfSH)	0.0%	0.0%	0.0%	0.0%	No Int	No Int	No Int	No Int