

## **APPENDIX I North West Leeds Transport Forum (NWLTF) SURVEY of Public Opinion**

### **BACKGROUND**

Attendance at NGT organised information events had indicated a considerable degree of opposition to the trolleybus scheme, contradicting the 77% support claimed by NGT. Accordingly NWLTF felt that this perception should be tested through an opinion survey.

It was agreed that the questionnaire should, as far as possible, mirror that originally used by NGT. The attached questionnaire and accompanying sheets were designed on that basis.

### **DISTRIBUTION AND PROCESSING**

The Opinion survey was carried out over the period 1<sup>st</sup> to 15<sup>th</sup> October. This timing allowed Leeds residents time to peruse the TWAO documents released by NGT at the end of September, and to have digested what they had learned from the various NGT information events.

House-to-house distribution was organised through the local resident groups, covering the area from Holt Park down to the Shaw Lane junction of the A660. In total, 3,450 questionnaires were distributed in this way.

Arrangements were made for completed questionnaires to be returned to specified collection-points (shops, launderette, private houses) within the area. 674 questionnaires were returned via this route. Recipients of the hard copy questionnaire, and people on the residents association email lists, were offered the option of completing an online version of the questionnaire on the website of West Park Residents Association. 219 questionnaires were returned by this route.

The 674 hard-copy questionnaire returns were coded and entered onto a spreadsheet. These were then checked for any obvious "bad returns" or multiple returns (less than 5 returns had to be rejected). The 219 on-line questionnaires were reviewed as regards their IP addresses (we were looking for multiple returns from the same IP address in case an individual was trying to unduly influence the results). 31 instances were found of two returns from a single IP address but this was not thought suspicious since it is quite conceivable that two members of a family could submit a return from the same IP address. There were two instances of 3 returns from the same IP address but these too were not thought suspicious. There were no instances of more than three returns from a single IP address and so no on-line questionnaires were rejected.

### **RESULTS**

After exclusion of the one unusable return, 892 responses remained. Including on-line responses, this implies a response rate of up to 26% which compares favourably with the 10% to 15% usually expected for this type of survey (note that we cannot know the precise response rate because we do not know how many of the 219 on-line questionnaires came from people who were not among the 3,450 who were given a hard-copy questionnaire).

The results for each question are summarised below.

Knowledge of NGT proposals: (question 1 “Do you know how the trolleybus proposals will affect you?”)

Understand	89%
Don't understand	11%

Modes used by respondents (question 2: “Which of the following describes your use of the A660 Otley Road? – tick all that apply”)

Cyclist	19%
Pedestrian	76%
Bus	82%
Car	89%

Expectations of the scheme’s impact (question 3: “Do you think that, overall, this service would be better or worse than the existing bus service?”)

Much worse	61.1%
Worse	29.9%
Don't know	5.9%
Better	1.6%
Much better	1.5%

Support for the scheme (question 4: “On balance, do you support or oppose the current proposals for trolleybuses on the A660?”)

Strongly oppose	81.9%
Oppose	12.8%
No strong opinion	2.1%
Support	1.1%
Strongly support	2.1%

Preferred use of any funding (question 5: “Given funding which of the following would you most support (please rank from 1 to 5 with 1 being the most preferred and 5 the least preferred)”)

Potential investment	Average rank awarded	% of the rankings given for this potential investment					
		Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Any rank
<i>Contribution towards introduction of a Trolleybus system</i>	4.7	3.5	0.8	1.4	13.1	81.2	100
<i>Improvements to the existing bus system</i>	1.8	52.6	23.2	16.9	6.2	1.1	100
<i>Road Improvements</i>	2.1	32.4	34.9	21.0	10.5	1.3	100
<i>Improved facilities for pedestrians and cyclists</i>	2.5	20.6	25.6	38.9	23.4	1.5	100
<i>Other priorities (please specify below)</i>	3.2	18.1	10.4	14.1	49.3	8.3	100

The following conclusions can be drawn:

1. Most respondents thought that they understood how they would be affected by the proposals.
2. Most respondents recognised themselves as users of multiple modes (most thought of themselves as pedestrians, public transport users and car users).
3. An overwhelming majority (90%) of respondents thought that public transport would be **worse** (or **much worse**) after introduction of NGT
4. The overwhelming majority (95%) of respondents were **opposed** or **strongly opposed** to the NGT proposals
5. Respondents would much prefer any available funds to be used for other purposes – most notably for improving the existing bus system. Only 3.5% thought that any available funds should be used as a contribution to a trolleybus system).