

GfK NOP 451396

Final Public Questionnaire – 22 June

Greater Manchester Public Survey

Below in black are the questions that were used by the people doing the survey for the councils.
In red are our comments.

It appears to MART that the questionnaire leads the respondents into giving the answers that the councils wanted. It is also misleading as it gives the impression that £3 billion will be invested in public transport. It also asks people whether or not they agree with the congestion charge (in Q6) before they're told how much it will cost them (in Q7)!!!

Hello, my name is...calling from GfK NOP, an independent research company. We are carrying out a short survey for the local authorities in Greater Manchester. We are interviewing people about some important issues to do with the future of Greater Manchester. Your number has been selected at random and we would like to include your views in the survey – the interview will take less than 10 minutes to complete.

QA Can I just check, do you live in xxx council area?

Yes

No – QA2

Don't know – QA2

Refused - CLOSE

IF NO AT QA

QA2 Can you please tell me which council area you live in? This will be the council that you pay your council tax to? PROMPT IF NECESSARY

Bolton

Bury

Manchester

Oldham

Rochdale

Salford

Stockport

Tameside

Trafford

Wigan

Don't know – CLOSE

None of these - CLOSE

Q1. Which of the following modes of transport do you use, in and around Greater Manchester, at least once a month? READ OUT AND CODE ALL THAT APPLY

Buses

Local train services

Metrolink

Bicycle

Car as a passenger or driver

Motorcycle

Walking

(None of these)

Q2 I'm now going to read out some statements that people have made about what might happen in Greater Manchester in the next 5-10 years. For each one, please tell me if you agree or disagree. PROBE FOR CODE AS NECESSARY.

Agree strongly
Tend to agree
Neither agree nor disagree
Tend to disagree
Disagree strongly
(Don't know)

- Traffic congestion will have an increasing impact on the economy of Greater Manchester
This is a leading statement – designed to get people to say think that congestion will damage the economy in order to justify their claims that Manchester would lose out on 30,000 jobs. In reality those who drive into the city centre to work or shop are contributing to the economy.
- There is already enough public money spent on public transport in Greater Manchester
Again this seems to be engineered to get people to disagree. People naturally want money spent on public services, however they are not told how much is currently spent on public transport so how are they supposed to know?
- Unless action is taken in the near future, traffic congestion in Greater Manchester will get much worse
This implies that traffic congestion is currently bad, to lead the respondent to give a negative answer in Question 3
- Traffic congestion causes no real damage to the environment in Greater Manchester
The natural reaction is that congestion does cause damage to the environment, so again, negative thoughts.

This whole of this question seems to be designed to get people to think negatively about congestion. Each point is a negative statement except the last, however it still give negative connotations towards congestion. So at the end of Q2 people will be thinking negatively about congestion, which primes them for Q3.

Q3 Across Greater Manchester, how big a problem is traffic congestion at the moment?
Would you say it is a...
Serious problem
A problem but not serious
Or not a problem at all?
(Don't know)

At this point people have been led into thinking that congestion is bad, prompting them to give a negative response.

Q4a. Are you aware of proposals to make a £3 billion bid for new public funds to improve transport in Greater Manchester?

This is misleading. It makes the respondent think that £3 billion will be invested in public transport, when this is not the case. It makes no statement about the TIF grant or the loan.

Yes
No
Don't know

Q4b. And were you aware that there have been proposals to introduce congestion charging, at peak times on weekdays, across certain areas of Greater Manchester?

Yes
No
Don't know

IF YES AT Q4b – OTHERS GO TO FILTER BEFORE Q5

Q4c. Were you aware that the congestion charging would only be introduced AFTER most of the £3 billion funding has actually been spent on improving transport across Greater Manchester?

Again, misleading as to how much will actually be spent on public transport. It gives the impression that *nearly* £3 billion will be spent on public transport, when half a billion won't be, which is a lot of money.

Yes
No
Don't know

Q4d. And did you know that without congestion charging being introduced, the £3 billion will NOT be awarded to Greater Manchester?

This question is engineered to get people to agree to the congestion charging later. There is no definite way of knowing at this time how much the councils could get or borrow if the scheme goes ahead or what will happen if it dies not.

Yes
No
Don't know

IF YES AT Q4a/b – OTHERS GO TO Q6

Q5. How did you hear about these proposals? DO NOT PROMPT Any other way?

Adverts

- On television
- On the radio
- In national newspaper
- In local newspaper

Stories/articles/interviews:

- On television
- On the radio
- In national newspaper
- In local newspaper

Other sources:

- Word of mouth/friends
- From a leaflet
- Website/GMPTE website/Our Future Transport website
- Yellow school bus
- Other (PLEASE SPECIFY)

Don't know

ASK ALL

Q6. Would you agree or disagree with the principle of a combined package of £3 billion improvements in transport in Greater Manchester that also included greater local control over buses and rail and the introduction of congestion charging for vehicles using the busiest roads at peak times on weekdays? PROBE FOR CODE

Q6 Again misleading the respondent into thinking that £3 billion will be spent on public transport improvements. They also ask whether or not people agree with congestion charging before they tell them how much it will cost!!! (see Q7)

- Agree strongly
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Disagree strongly
- (Don't know)

Q7 This is where people are informed of the prices. The prices are split into £3 and £2 in order to make them appear smaller. Psychologically £5 a day looks much more threatening. (This works on the same marketing principle of pricing at £4.99 instead of £5, because the mind concentrates on the 3 and 2, rather than the 5.)

Q7. The proposal is that congestion charging would only operate at peak time, on weekdays, for inward journeys in the morning and outward journeys in the evening. For the longest journey, the maximum cost in the morning would be £3 and in the evening £2.

These charges would only be introduced after there has been a large investment in transport in Greater Manchester. All of the money raised from the charges would also be invested in improved public transport. Do you agree or disagree with this overall proposal? PROBE FOR CODE

This is very misleading. The respondents have already been primed into thinking that £3 billion will be spent on improving public transport and all of the money collected from the congestion charge will be invested in public transport. As they are unaware of the collection costs, they will be naturally thinking that £5 per vehicle per day will be invested in public transport forever more. In reality the money will go towards paying off the £2 billion loan and the interest and in the cost of collection. The respondents are unaware of the loan because it has not been mentioned anywhere in the questionnaire.

- Agree strongly
- Tend to agree
- Neither agree nor disagree

Tend to disagree
Disagree strongly
(Don't know)

Q8 In July, the Councils of Greater Manchester can submit its bid to the Government for the overall transport package we have been talking about. This is a competition and if successful, there would be further consultation with the public and businesses before the schemes are introduced. On this basis, would you agree or disagree with the principle of Greater Manchester submitting a bid for the package? PROBE FOR CODE

This question leads people to agree with the proposals because it gives them the impression that there will be scope for them to change their minds afterwards. Furthermore, people have already said they agreed to the congestion charge principle in Q6, before they were informed of the costs, and this practically asks the same question. Because people had already agreed in Q6, subconsciously they are reiterating what they already agreed to.

Agree strongly
Tend to agree
Neither agree nor disagree
Tend to disagree
Disagree strongly
(Don't know)

Q9. How often, if at all, do you travel in a car, at weekday peak times, either into or out of, central Manchester? PROBE AS NEEDED

On 4-5 days a week
2-3 days a week
Once a week
Less than once a week but at least once a month
Less often than once a month
Never travel in a car into central Manchester at weekday peak times
Don't know

Q10. Finally, I would like to ask a few questions to make sure that we interview a representative sample of the population. **INTERVIEWER CODE**

Male
Female

Q11. What was your age last birthday?

16-19
20-24
25-34
35-44
45-54
55-64
65-74
75+

Q12. Are you in paid work full-time or part time or aren't you in paid work?

Full-time
Part-time
Not in paid work

Q13. STANDARD SOCIAL CLASS QUESTION:

AB
C1
C2
DE

Q14. Would you be happy to be re-contacted in the future by GfK NOP or another agency, on behalf of your local council, to talk about some of the issues covered in this survey?

Yes
No

IF YES – OTHERS THANK AND CLOSE

Q15. RECORD NAME IN FULL

Q16. On Saturday 14th July, the Greater Manchester local authorities are holding a public meeting at Bridgewater Hall, central Manchester, to give residents the opportunity to have their say on proposals we have talked about. Expenses would be met and refreshments provided.

Would you be interested in taking part on Saturday 14th July if we were to contact you nearer the time?

Yes
No

THANK AND CLOSE