

# TOP TRAITS U.S. DRIVERS WANT FROM ROADS

Asphalt road resurfacing can be done during off-peak hours, ensuring a consistent level of performance without inconveniencing commuters. As a rule, asphalt is smoother than concrete and smoother surfaces provide a safer, more comfortable, high performance ride.<sup>3</sup> Smoother surfaces also result in less fuel consumption<sup>4</sup> and lower vehicle maintenance costs.<sup>2</sup> If well maintained, asphalt roads are “like new” after 50 years or more.

Conversely, concrete roads degrade over time and are costly and time intensive to repair,<sup>5</sup> forcing drivers to deal with either damaged roads or lengthy detours and delays. Concrete rehabilitation usually means removing slabs or entire pavements;<sup>6</sup> if new concrete is poured, traffic must stay off the road due to concrete’s need to cure.<sup>7</sup> At the end of their service life, concrete pavements often have to be completely reconstructed from the ground up.<sup>6</sup>

Edelman Berland surveyed 3,085 drivers from across the United States in March 2014 and asked them to identify the road attributes of greatest importance to them. Despite frustrations born of a lack of regular pavement maintenance, drivers and truckers alike prefer what asphalt can provide – well-maintained, smooth roads that keep them safe.

To learn more, visit [www.DriveAsphalt.org/Drivers](http://www.DriveAsphalt.org/Drivers)



The APA is a partnership of the Asphalt Institute, National Asphalt Pavement Association and the State Asphalt Pavement Associations.

## Edelman Berland Survey March 2014, U.S. Drivers 18+; MOE: ±1.8%

1. Jiang, X., B. Huang, R.L. Zaretzki, S. Richards, and X. Yan (2013). Estimating Safety Effects of Pavement Management Factors Utilizing Bayesian Random Effect Models. *Traffic Injury Prevention*, Vol. 14, No. 7, pp. 766–775.
2. TRIP (2012). *Bumpy Roads Ahead: America’s Roughest Rides and Strategies to Make our Roads Smoother*. TRIP: A National Transportation Research Group, Washington, D.C.
3. FHWA (2002). *Tech Brief: Help with Converting Pavement: Smoothness Specifications (FHWA-RD-02-112)*. Federal Highway Administration, McLean, Virginia.
4. Sime, M., S.C. Ashmore, and S. Alavi (2000). *Tech Brief: WesTrack Track Roughness, Fuel Consumption, and Maintenance Costs (FHWA-RD-00-052)*. Federal Highway Administration, McLean, Virginia.
5. SDC (2006). *Vision 2020: A Vision for the Concrete Repair, Production and Strengthening Industry*. Strategic Development Council, Rosemont, Illinois.
6. Jung, Y., T.J. Freeman, and D.G. Zollinger (2008). *Guidelines for Routine Maintenance for Concrete Pavements*. Report FHWA/TX-08/0-5821-1. Texas A&M Transportation Institute, Texas A&M, College Station, Texas.
7. ACI (2008). *Guide to Curing Concrete*. ACI 208R-01. American Concrete Institute, Farmington Hills, Michigan.

## WELL MAINTAINED

The facts are clear: the public wants well-maintained roads, but without the hassle of road closures. In fact, more than 8 out of 10 drivers and 7 out of 10 truckers surveyed want maintenance performed during off-peak hours.



## SAFE

When presented with 14 factors to consider when building a road, more than half of drivers chose safety as a top priority. Smooth, well-maintained roads are safe roads, reducing the risk for traffic-related crashes.<sup>1</sup>



## SMOOTH

Nearly 7 out of 10 drivers said they are fine with periodic maintenance delays if it means a smoother driving experience. Smoother roads are more comfortable and cause less wear-and-tear on vehicles, making them more cost efficient for drivers.<sup>2</sup>



1. Jiang, X., B. Huang, R.L. Zaretzki, S. Richards, and X. Yan (2013). Estimating Safety Effects of Pavement Management Factors Utilizing Bayesian Random Effect Models. *Traffic Injury Prevention*, Vol. 14, No. 7, pp. 766–775.