

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.³ Smoother surfaces also result in less fuel consumption⁴ and lower vehicle maintenance costs.² 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,⁵ forcing drivers to deal with either damaged roads or lengthy detours and delays. Concrete rehabilitation usually means removing slabs or entire pavements;⁶ if new concrete is poured, traffic must stay off the road due to concrete’s need to cure.⁷ At the end of their service life, concrete pavements often have to be completely reconstructed from the ground up.⁶

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



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%

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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.
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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.¹



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.²

