

SPACES FOR PEOPLE ATTITUDINAL SURVEYS WAVE 5 REPORT (SURVEY UNDERTAKE BETWEEN 30TH NOVEMBER AND 8TH DECEMBER 2020)



tactran



SYSTRA



SPACES FOR PEOPLE ATTITUDINAL SURVEYS

WAVE 5 REPORT (SURVEY UNDERTAKE BETWEEN 30TH NOVEMBER AND 8TH DECEMBER 2020)

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1. INTRODUCTION

1.1 Approach

1.1.1 Tactran, supported by Sustrans, commissioned an attitudinal and behavioural survey to measure the effectiveness of the Spaces for People (SfP) programme in the Tactran region and the specific measures within it.

1.1.2 Attitudinal surveys, delivered online and administered through a panel, will be issued by SYSTRA every month for 10 months (commencing August 2020, through to May 2021).

1.2 This Report

1.2.1 This report covers the main findings found in Wave 5 of 10 Waves. The data was collected between 30th November and 8th December.

1.2.2 A total of 308 respondents took part in the survey. The data used in this report has been weighted to ensure the sample is representative of the Tactran region by age and gender. The sample comprised of respondents from Dundee (32%), Angus (24%), Perth and Kinross (28%), and Stirling (17%).

1.2.3 During the survey period, from Monday 30th November, Dundee, Angus and Perth and Kinross were at protection Level 3, while Stirling was at protection level 4¹.

1.2.4 The Covid-19 guidelines for protection Level 3 during this survey period included²³:

- Individuals should not meet anyone who is not in their household indoors in their home;
- Individuals may meet another household indoors in a public place, such as a case of restaurant;
- The maximum number of people who can meet indoors in a public place is six people which can be from two separate households;
- Individuals may go into another household to provide care and support for a vulnerable person;
- Restaurants, cafes, pubs and bars can open indoors and outdoors for the consumption of food and non-alcoholic drinks. Alcoholic drinks cannot be served;
- Table service and the wearing of face-coverings (unless exempt) when not seated by all customers is mandatory in all hospitality venues;
- All holiday accommodation (hotels, B&Bs, self-catering, caravan and camping sites) can stay open in line with sector guidance for tourism and hospitality
- Tourists should not travel into, or out off, a Level 3 area for holidays or visits;
- Individuals must not travel into or out of Level 3 and 4 local authority areas except for essential reasons;
- On public transport, face coverings are mandatory;

¹ Source: <https://www.gov.scot/publications/coronavirus-covid-19-protection-levels>

² <https://www.gov.scot/publications/coronavirus-covid-19-protection-levels/pages/protection-level-3/>

³ <https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2020/10/covid-19-scotlands-strategic-framework/documents/level-3-measures/level-3-measures/govscot%3Adocument/level-3-measures.pdf>

- Individuals should avoid sharing in a vehicle with people who are not members of their household or extended household as much as possible;
- Use of public transport should be for essential purposes only;
- All retailers can open providing they follow and have implemented Scottish Government guidance to ensure the safety of customers and staff;
- Mobile close contact service providers must not operate in level 3 with the exception of hairdressers and barbers;
- Stadia must be closed to spectators. No live events are permitted;
- Individuals are permitted to meet others outdoors, following the rules around meeting other households, for informal exercise or sport;
- All leisure and entertainment premises must be closed (except for use in limited circumstances);
- Public buildings such as libraries or community centres can open to the public;
- All indoor and outdoor visitor attractions such as museums, galleries, educational and heritage attractions, zoos and aquariums can open providing there are physical distancing and hygiene measures in place;
- Schools can remain open;
- Colleges and universities can operate using a more restricted mix of face to face and distance learning;
- People are advised to work from home wherever that is practicable.

1.2.5 The Covid-19 guidelines for protection Level 4 during this survey period included⁴:

- Individuals should not meet anyone who is not in their household indoors in their home or in their home;
- Individuals can meet another household indoors in a public place;
- The maximum number of people who can meet indoors in a public (not a home) place is 6 which can be from up to 2 separate households;
- Individuals can meet people from other households outdoors in a private garden or in a public place such as a park;
- Takeaways can still operate as normal, provided food and drink is sold for consumption off premises. Face coverings and physical distancing rules must be followed;
- All holiday accommodation is closed to tourism. Hotels, B&Bs and self-catering can remain open for essential customers only;
- Individuals must not travel into or out of Level 3 and 4 local authority areas except for essential reasons;
- Only essential retail will be able to remain open in Level 4 providing they follow and have implemented Scottish Government guidance to ensure the safety of customers and staff;
- Close contact services and mobile close contact service providers must not operate in Level 4;
- Stadia must be closed to spectators, no live events are permitted;
- Individuals are permitted to meet others outdoors, following the rules around meeting other households, for informal exercise or sport;
- Indoor sports facilities are closed;
- All leisure and entertainment premises must be closed;

⁴ <https://www.gov.scot/publications/coronavirus-covid-19-protection-levels/pages/protection-level-4/S>

- All public sector buildings such as libraries will be closed;
- Community centres can continue to operate for the delivery of essential services only, such as emergency shelter, medical services or meals for the homeless;
- Early learning and childcare can remain open;
- Only essential informal childcare is permitted in Level 4;
- Colleges and universities can operate using a more restricted mix of face to face and distance learning.

2. JOURNEYS IN THE LAST SEVEN DAYS

2.1 Journey Types

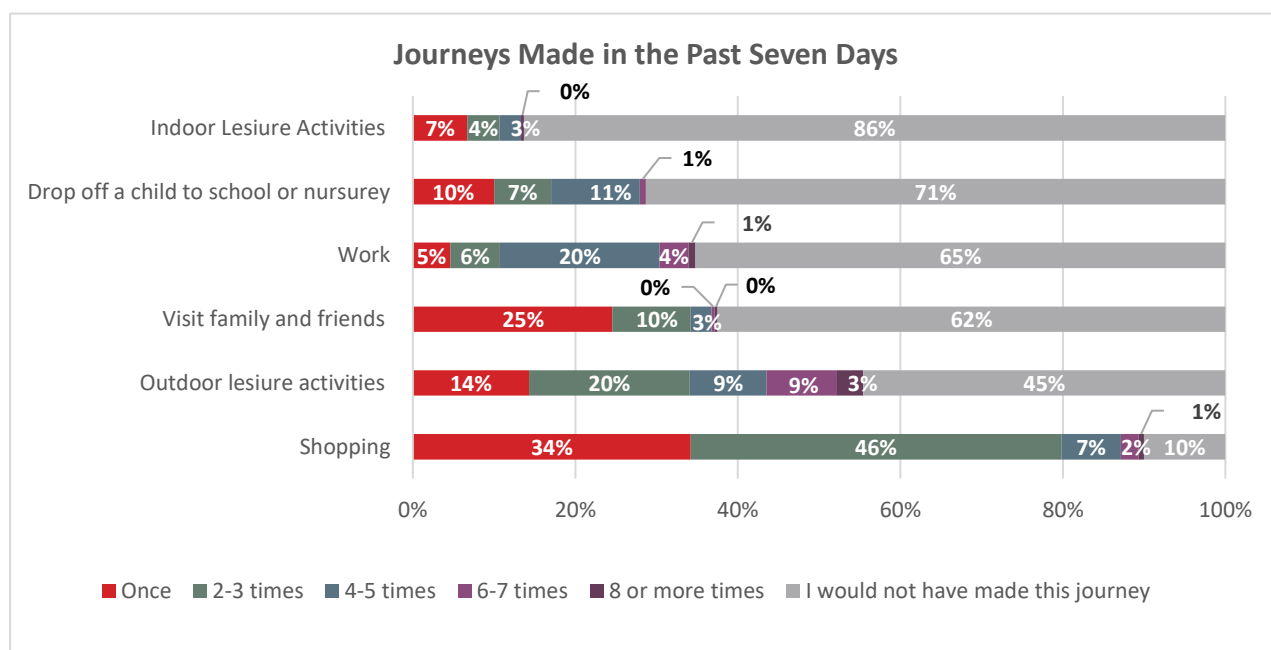
2.1.1 All respondents made a least one type of journey in the last seven days.

2.1.2 Within this time, the most frequently made trip was for shopping, with nine in ten respondents (90%) making this trip at least once, and eight in ten (80%) making it between one and three times.

2.1.3 Over half of respondents (55%) took part in outdoor leisure activities and just under four in ten (38%) travelled to visit family and friends. This is a continued decreased in those who visited their family and friends across all waves.

2.1.4 Just over a third of respondents (35%) had travelled to work at least once in the last seven days, over a quarter (29%) had dropped off a child at school or nursery, and less than a fifth (14%) had travelled to an indoor leisure activity.

2.1.5 Respondents from cities, large town centers or suburbs were more likely to have made certain journeys at least once, compared to respondents from small towns, villages or rural areas; these journeys included trips to drop off a child to school or nursery (35% vs 21%) and shopping trips (94% vs 84%).

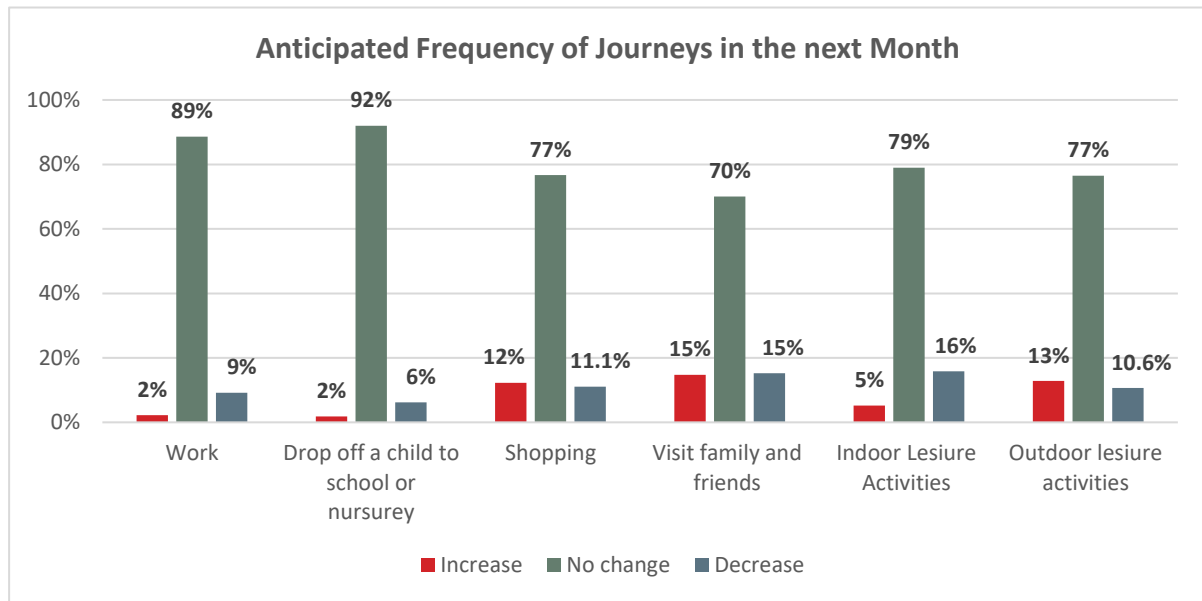


2.1.6 If Covid-19 travel restrictions and guidance were not in place, respondents reported that they would have made more journeys in the last seven days. This includes:

- Four times as many average trips to indoor leisure activities;
- Over twice as many average trips to visit friends and families;
- Almost one and half times as many average trips to work.

2.1.7 The majority of respondents did not anticipate a change in how frequently they would undertake these types of journeys in the next month or so. Over one in ten did anticipate an increase trips to visit friends and family (15%), outdoor leisure activities (13%); and shopping trips (12%).

2.1.8 Conversely, similar numbers anticipated a decrease in shopping trips (11%); visits to family and friends (15%); and trips to indoor leisure activities (16%).

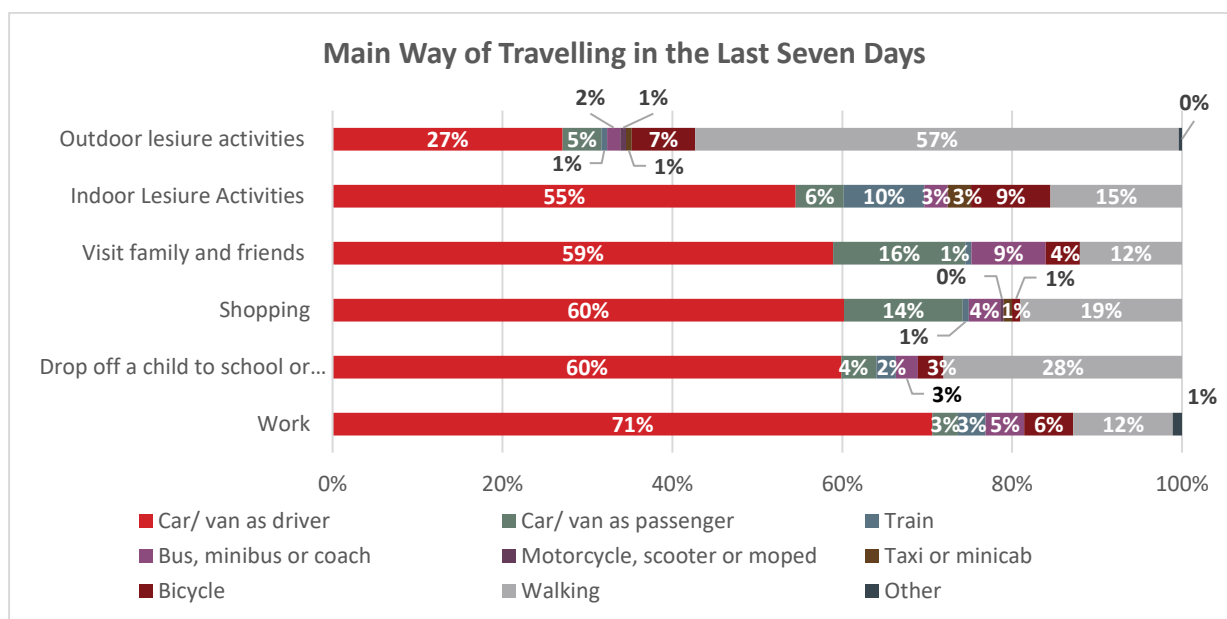


2.2 Ways of Travelling

2.2.1 Travelling by car, as a driver or passenger, was the most frequently used way of travelling for all journey types, with the exception of journeys for outdoor leisure activities, where journeys were made by walking (57%) more frequently than by car (32%).

2.2.2 Walking was the main way of travelling for just under a fifth (19%) of respondents who went shopping, and over a quarter (28%) of respondents who had dropped of their child to school or nursery in the last seven days.

2.2.3 Less than 10% of respondents travelled by bicycle for their respective journeys.



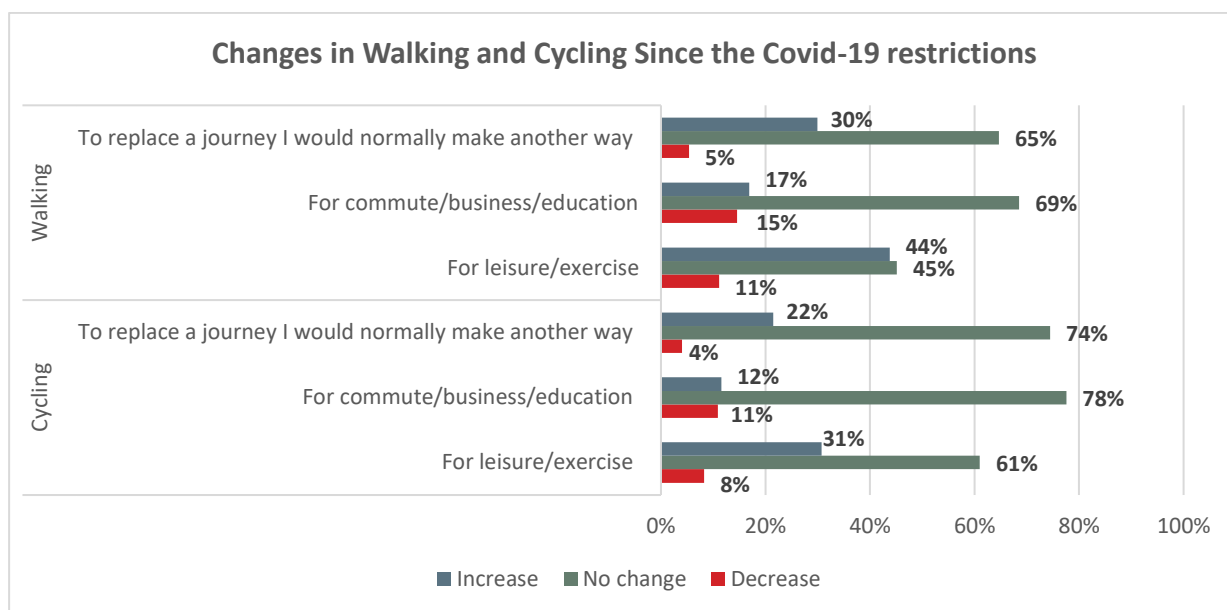
2.2.4 The majority of respondents did not think they would change how much they use different ways of travelling in the next month or so. Notably just under a fifth (19%) did anticipate an increase in how much they would walk in the next month or so, while just under a fifth anticipated a decrease in how much they would travel by train (19%); bus, minibus or coach (19%) and taxi or minicab (17%).

2.3 Walking and Cycling Behaviour

2.3.1 Of respondents who walked and cycled for leisure/exercise before Covid-19 restrictions, over two fifths (44%) reported an increase in the amount of time they spent walking since Covid-19 restrictions were introduced, and three in ten (31%) reported an increase in the amount of time they spent cycling for this reason.

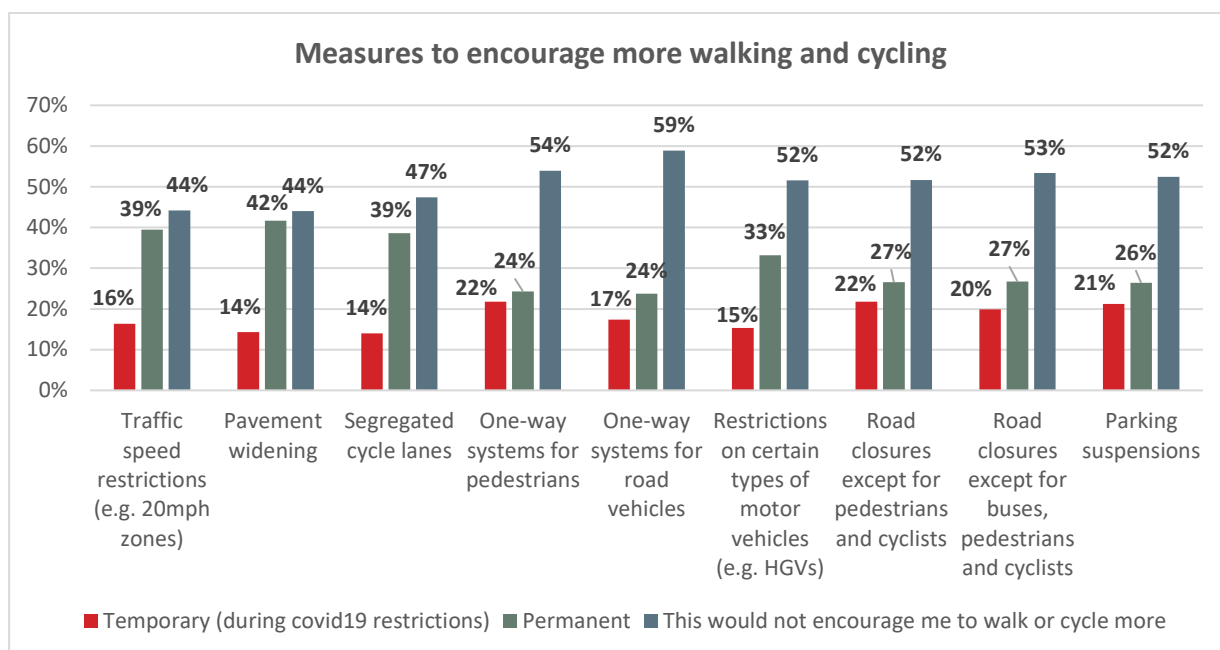
2.3.2 Almost a third of respondents (30%) reported an increase in walking to replace a journey normally made another way, and just over a fifth (22%) reported an increase in cycling for this same purpose.

2.3.3 Positively, the majority of respondents suggested that they would continue their reported increased amount of walking (89%) and cycling (86%) for leisure/exercise purposes after Covid-19 restrictions are lifted.



2.4 Changes in Current Walking and Cycling Behaviour

- 2.4.1 Of those who reported awareness of the Spaces for People measures and an increase in the amount they already walked or cycled since Covid-19 restrictions, around half (46%) suggested that the introduction of the Spaces for People Measures has an impact on their increased leisure/exercise walking. Two thirds (66%) reported the measures had an impact on their increased leisure cycling.
- 2.4.2 All respondents were asked if certain measures would encourage them to walk and cycle more, and whether they would want the measures on just a temporary basis (i.e. during Covid-19 restrictions) or on a longer term, more permanent basis. For each of the different measures, around half of respondents suggested that the measures would encourage them to walk or cycle more.
- 2.4.3 More specifically, over half suggested that traffic speed restrictions (e.g. 20mph zones) (56%); pavement widening (56%); and segregated cycle lanes (53%) would encourage them to cycle more.
- 2.4.4 Of those who reported that the measures would encourage them walk or cycle more, for each measure, the majority (from 24% to 42% dependent on the measure) suggested that they would prefer the measures in place on permanent basis rather than on a temporary basis.
- 2.4.5 Respondents from small towns, villages or rural areas were more likely to suggest that certain measures would not encourage them to walk or cycle more, compared to those from cities, large town centers or suburban areas. Specifically, these measures included one-way systems for road vehicles (68% vs 52%); road closures except for pedestrians and cyclists (60% vs 45%); road closures except for buses, pedestrians and cyclists (58% vs 50%).



3. ATTITUDES TOWARDS DIFFERENT WAYS OF TRAVELLING

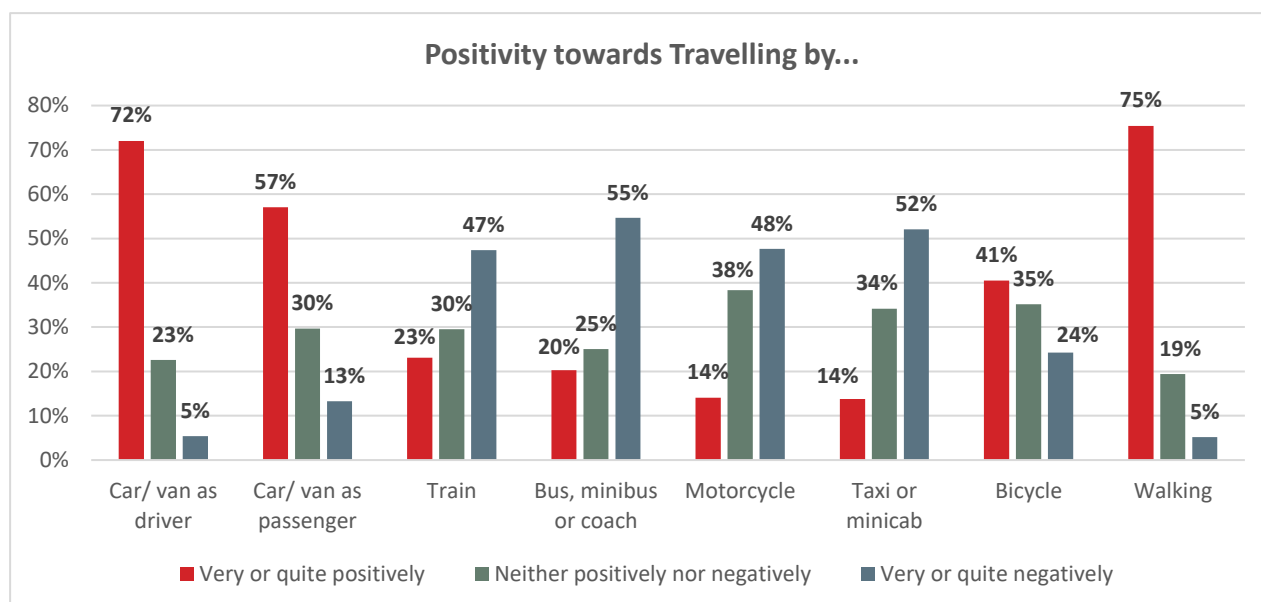
3.1 Positivity and Negativity towards Travelling by Different Methods

3.1.1 Just over seven in ten (72%) felt positively towards travelling by car or van as a driver, and over half (57%) felt this way towards travelling by car or van as a passenger.

3.1.2 Three quarters (75%) felt positively towards travelling by walking, while two fifths of respondents (41%) felt positively towards cycling.

3.1.3 More than twice as many respondents felt negatively towards travelling by public and shared transport, than felt positively. Specifically, around half of respondents reported feeling negatively towards travelling by bus, minibus or coach (55%), taxi or minicab (52%), and train (47%).

3.1.4 These findings are broadly similar with previous waves.



3.2 Reasons for Negativity and Concerns towards Travel

3.2.1 Of those who reported negative attitudes towards travelling by train, the most common reasons were:

- Concern over catching coronavirus/other illness (57%);
- Concerns over ability to maintain social distancing (49%);
- Concerns that social distancing may not be in place (43%);
- Travelling by car is easier/more convenient (43%); and
- Cost/ too expensive (42%).

3.2.2 Of those who reported negative attitudes towards travelling by bus, the common reasons were:

- Concern over catching coronavirus/other illness (59%);

- Concerns over ability to maintain social distancing (49%);
- Concerns that social distancing may not be in place (47%);
- Behaviour of other passengers (43%); and
- Travelling by car is easier/more convenient (42%).

3.2.3 Around three quarters of respondents reported being strongly or somewhat concerned about people spreading or contracting the virus whilst using the train (75%) and the bus (77%).

3.2.4 Conversely, less than a fifth of respondents suggested they were concerned about the spreading of the virus while walking (18%) and cycling (19%).

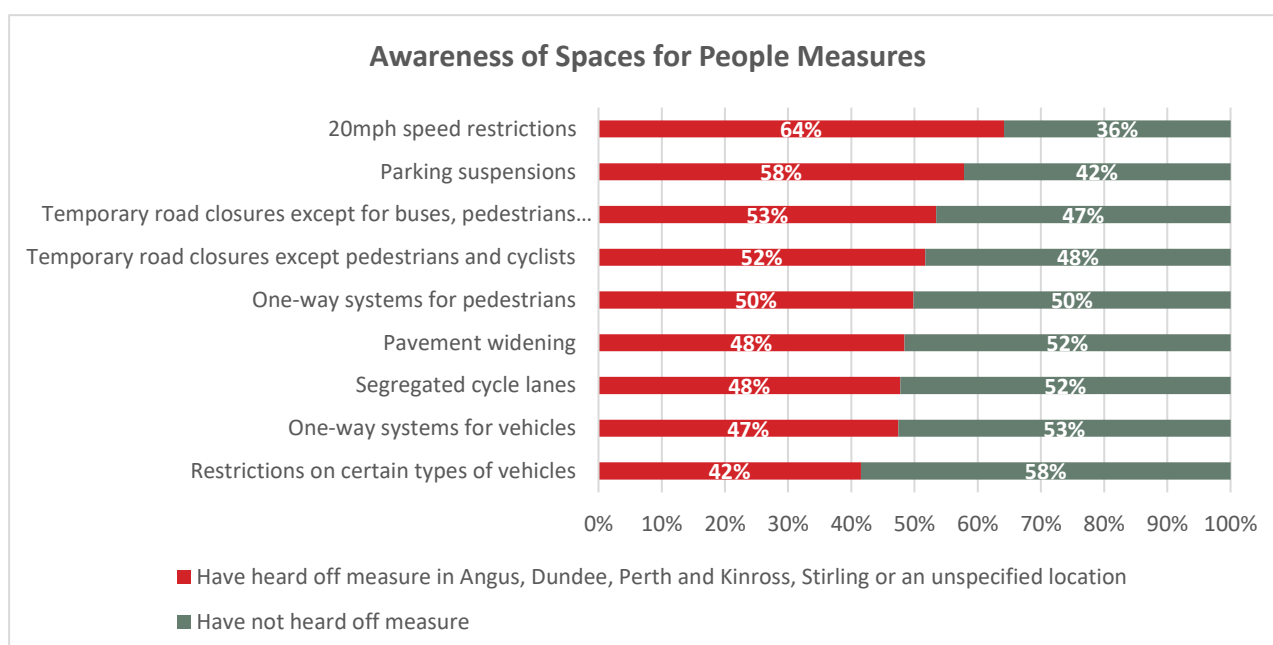
4. SPACES FOR PEOPLE: AWARENESS OF MEASURES

4.1 Awareness of Introduction of Measures

4.1.1 Respondents had different levels of awareness for each of the Spaces for People Measures, with differences also seen by area.

4.1.2 The highest level of awareness amongst respondents was for 20mph speed restrictions, with almost two thirds (64%) being aware of the measure in either Angus, Dundee, Perth and Kinross, Stirling or an unspecified location. Restrictions on certain types of vehicles had the lowest amount of awareness (42%).

4.1.3 Level of awareness is broadly similar to Wave 4, with a slight increase across the measures.

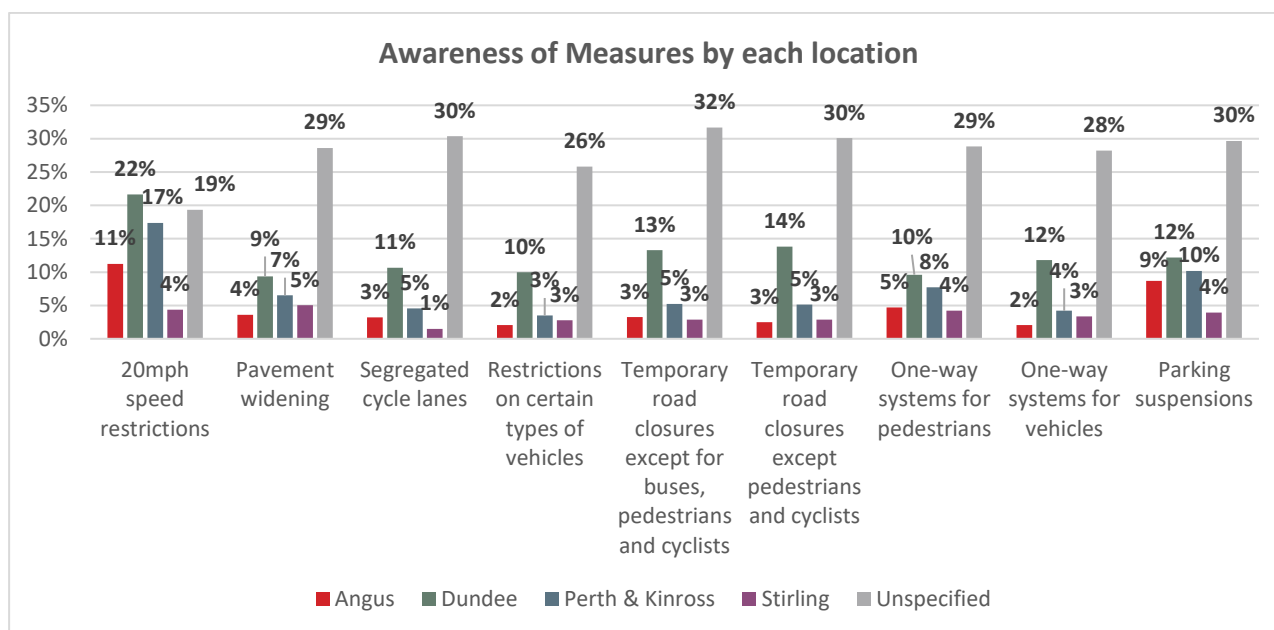


4.1.4 Awareness of the measures in the Angus, Dundee, Perth and Kinross and Stirling significantly differed. Generally, the majority of respondents who did have awareness of the measures, were unable to specify the location of them.

4.1.5 In general, awareness of the measures in Dundee was highest, with 22% aware of 20mph speed restrictions, 14% aware of temporary road closures except pedestrians and cyclists, and 13% aware of temporary road closures except for buses, pedestrians and cyclists.

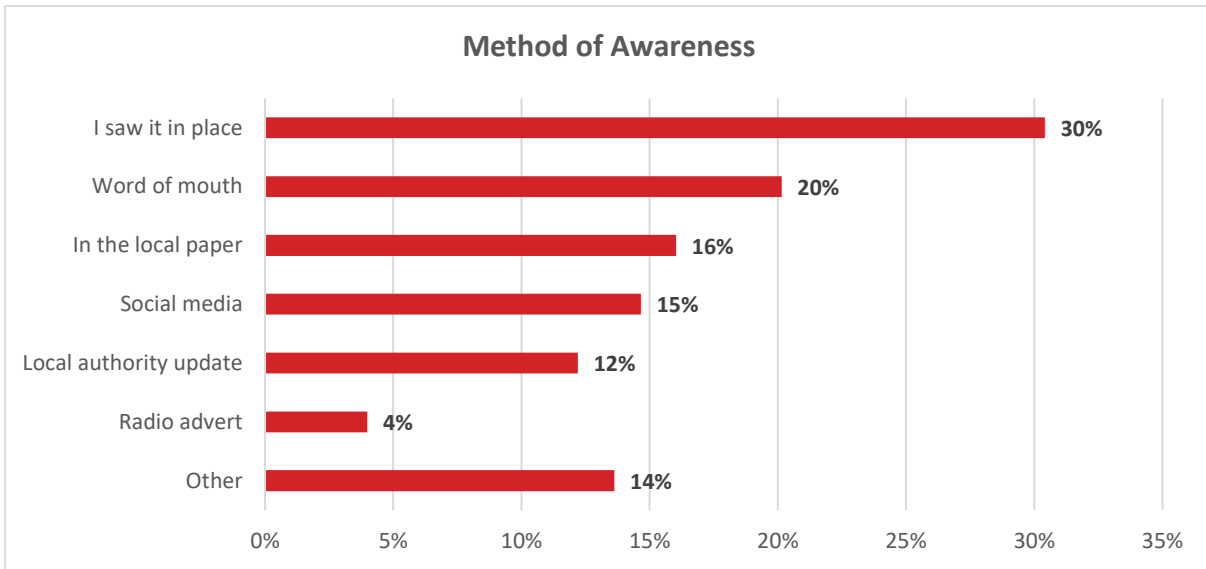
4.1.6 Measures in Perth and Kinross had the second highest level of awareness, with 17% aware of 20mph speed restrictions, and one in ten (10%) were aware of parking suspensions in the area.

4.1.7 Measures in Angus and Stirling had the lowest level of awareness. No more than 11% of respondents were aware of any specific measures in Angus, while no more than 5% were aware of specific measures in Stirling.



4.2 Method of Awareness

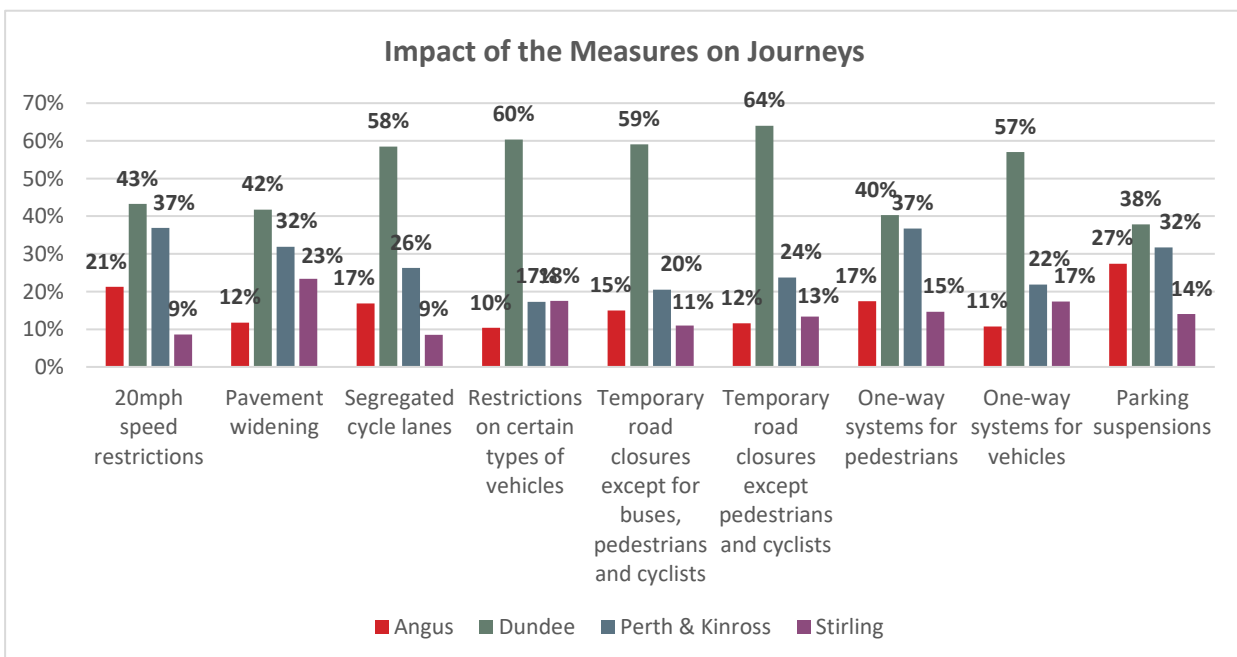
- 4.2.1 On average, the most common way respondents reported becoming aware of the measures was by seeing them in place (30%) and a fifth were made aware by word of mouth (20%). Fewer were made aware by the local paper (16%), while 15% were made aware of the measures via social media.
- 4.2.2 Just over one in ten (12%) were made aware via a local authority update and just 4% had become aware from a radio advert.
- 4.2.3 Respondents from cities, large town centres or suburban areas were over three times more likely to report being made aware of one-way systems for pedestrians by the local paper, compared to respondents from small towns, villages, or rural areas (26% vs 8%). Conversely, respondents from small towns, villages, or rural areas were more likely to have heard about the measures through word of mouth, compared to respondents from cities, large town centres or suburban areas (27% vs 14%).
- 4.2.4 Method of awareness is broadly similar to Wave 4 findings.



4.3 Impact of Measures on Journeys

4.3.1 Of the respondents who had heard of a measure in at least one of the four locations (62%), all had experienced at least one journey which was impacted by at least one of the measures.

4.3.2 Of these respondents, the most frequently cited location in which respondents had experienced an impacted journey was Dundee. Around six in ten were impacted by temporary road closures except pedestrians and cyclists (64%); restrictions on certain types of vehicles (60%); temporary road closures except for buses, pedestrians and cyclists (59%).



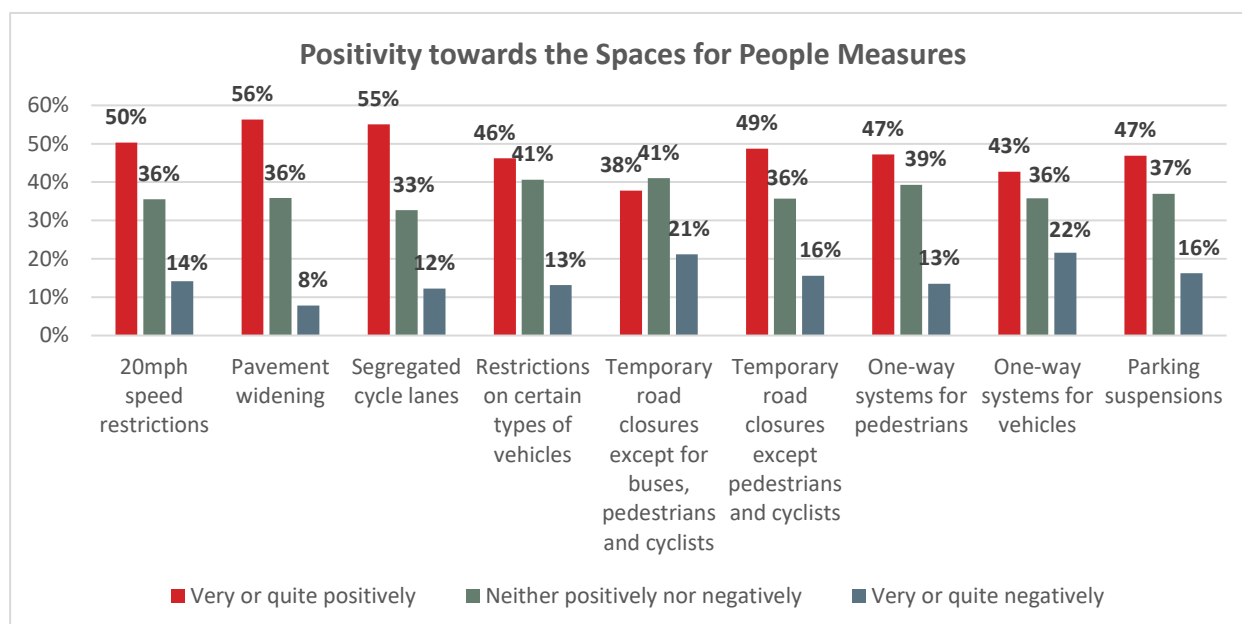
5. SPACES FOR PEOPLE: ATTITUDE TOWARDS MEASURES

5.1 Positivity and Negativity towards Different Measures

5.1.1 Of those who reported being aware of the measures, at least twice as many respondents felt positively towards each of the measures than felt negatively, and for most measures three times as many people felt positively than felt negatively. At least a third felt neutrally towards the measures.

5.1.2 Pavement widening was the most positively rated measure, with over half (56%) reporting that they felt positively.

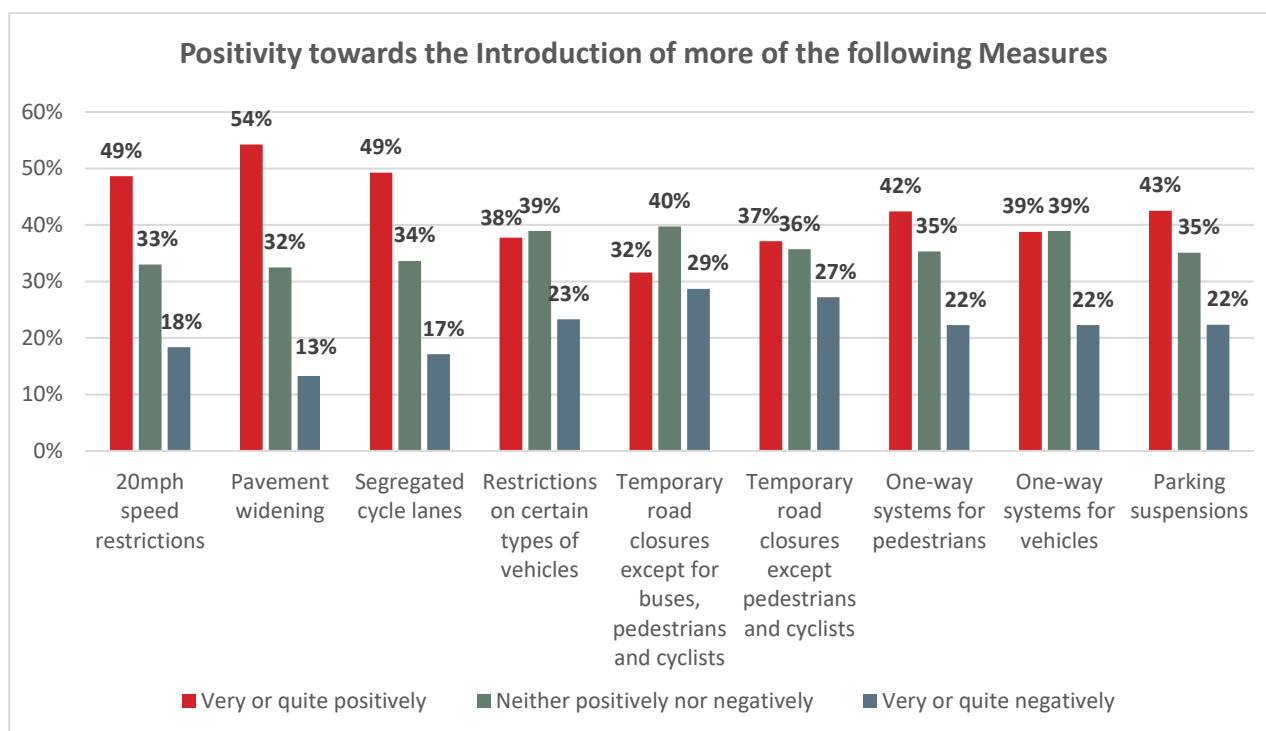
5.1.3 Around half of respondents felt positively towards: segregated cycle lanes (55%); 20mph speed restrictions (50%); temporary road closures except pedestrians and cyclists (49%).



5.1.4 More generally, respondents were asked how they felt towards implementing more of each type of the Spaces for People measures, and at least three in ten felt positively, while at least a third felt neutrally.

5.1.5 Measures for which there was most positivity towards further introduction were: pavement widening (54%); segregated cycle lanes (49%); 20mph speed restrictions (49%).

5.1.6 Measures for which there was most negativity towards further introduction were: temporary road closures except for buses, pedestrians and cyclists (29%); temporary road closures except pedestrians and cyclists (27%); and restrictions on certain types of vehicles (23%).



5.1.7 Levels of positivity towards the current and the implementation of more measures are broadly similar to Wave 4.

5.2 Reasons for Positivity and Negativity

5.2.1 Respondents who reported feeling positively or negatively towards the current measures or towards the potential implementation of the measures (or more of them) cited a number of reasons for their feelings.

20mph speed restrictions

5.2.2 Reasons most frequently cited for feeling positively towards 20mph speed restrictions included: I feel safer walking (45%); improves air quality (30%); and I feel safer cycling (27%).

5.2.3 Reasons most frequently cited for feeling negatively included: traffic moving too slowly (70%); increased traffic on roads (28%); and reduced road space for cars/motor vehicles (20%).

Pavement widening

5.2.4 Reasons most frequently cited for feeling positively towards pavement widening included: I feel safer walking (53%); it makes it easier to maintain social distancing when walking (51%); and encourages walking (33%).

5.2.5 Reasons most frequently cited for feeling negatively included: reduced road space for cars/motor vehicles (71%); it does not make me feel safer walking (42%); unable to park to access shops (24%).

Segregated cycle lanes

- 5.2.6 Reasons most frequently cited for feeling positively towards segregated cycle lanes included: I feel safer cycling (47%); encourages cycling (43%); and it makes it easier to maintain social distancing when cycling (21%).
- 5.2.7 Reasons most frequently cited for feeling negatively included: reduced road space for cars/motor vehicles (57%); traffic moving too slowly (21%); it does not make me feel safer walking (20%).

Restrictions on certain types of vehicles

- 5.2.8 Reasons most frequently cited for feeling positively towards restrictions on certain types of vehicles included: it means there is less traffic on the roads (40%); improves air quality (39%); and I feel safer walking (23%).
- 5.2.9 Reasons most frequently cited for feeling negatively included: reduced road space for cars/motor vehicles (35%); traffic moving too slowly (25%); and increased traffic on roads (20%).

Temporary road closures except for buses, pedestrians and cyclists

- 5.2.10 Reasons most frequently cited for feeling positively towards temporary road closures except for buses, pedestrians and cyclists included: it means there is less traffic on the roads (40%); I feel safer walking (38%); and I feel safer cycling (33%).
- 5.2.11 Reasons cited for feeling negatively included: reduced road space for cars/motor vehicles (48%); traffic moving too slowly (32%); unable to park to access shops (28%).

Temporary road closures except pedestrians and cyclists

- 5.2.12 Reasons most frequently cited for feeling positively towards temporary road closures except pedestrians and cyclists included: I feel safer walking (46%); encourages walking (32%); and I feel safer cycling (30%).
- 5.2.13 Reasons most frequently cited for feeling negatively included: reduced road space for cars/motor vehicles (37%); traffic moving too slowly (34%); and unable to park to access shops (28%).

One-way systems for pedestrians

- 5.2.14 Reasons most frequently cited for feeling positively towards one-way systems for pedestrians included: I feel safer walking (51%); it makes it easier to maintain social distancing when walking (48%); and encourages walking (29%).
- 5.2.15 Reasons most frequently cited for feeling negatively included: it does not make me feel safer walking (56%); one-way systems are confusing (49%); reduced road space for cars/motor vehicles (12%).

One-way systems for vehicles

5.2.16 Reasons most frequently cited for feeling positively towards one-way systems for vehicles included: it means there is less traffic on the roads (38%); I feel safer walking (28%); and improves air quality (23%).

5.2.17 Reasons most frequently cited for feeling negatively included: one-way systems are confusing (45%); traffic moving too slowly (39%); and unable to park to access shops (28%).

Parking suspensions

5.2.18 Reasons most frequently cited for feeling positively towards parking suspensions included: it means there is less traffic on the roads (33%); improves air quality (27%); and encourages walking (17%).

5.2.19 Reasons most frequently cited for feeling negatively included: unable to park to access shops (60%); reduced road space for cars/motor vehicles (34%); traffic moving too slowly (20%).

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For more information visit www.systra.co.uk

Birmingham – Newhall Street

Lancaster House, Newhall St,
Birmingham, B3 1NQ
T: +44 (0)121 393 4841

Birmingham – Suffolk Street

8th Floor, Alpha Tower, Crowne Plaza, Suffolk Street
Birmingham, B1 1TT
T: +44 (0)121 393 4841

Bristol

One Temple Quay, Temple Back East
Bristol, BS1 6DZ
T: +44 118 208 0111

Dublin

2nd Floor, Riverview House, 21-23 City Quay
Dublin 2, Ireland
T: +353 (0) 1 566 2028

Edinburgh

Prospect House, 5 Thistle Street, Edinburgh EH2 1DF
United Kingdom
T: +44 (0)131 460 1847

Glasgow – St Vincent Street

Seventh Floor, 124 St Vincent Street
Glasgow G2 5HF United Kingdom
T: +44 (0)141 468 4205

Leeds

100 Wellington Street, Leeds, LS1 1BA
T: +44 (0)113 360 4842

Liverpool

5th Floor, Horton House, Exchange Flags,
Liverpool, L2 3PF
T: +44 151 607 2278

London

3rd Floor, 5 Old Bailey, London EC4M 7BA United Kingdom
T: +44 (0)20 3855 0079

Manchester –City Tower

16th Floor, City Tower, Piccadilly Plaza
Manchester M1 4BT United Kingdom
T: +44 (0)161 504 5026

Manchester – King Street

76 King Street
Manchester, M2 4NH
T: +44 161 697 3899

Newcastle

Floor E, South Corridor, Milburn House, Dean Street,
Newcastle, NE1 1LE
T: +44 (0)191 249 3816

Perth

13 Rose Terrace, Perth PH1 5HA
T: +44 (0)131 460 1847

Reading

Davidson House, Forbury Square,
Reading, RG1 3EU
T: +44 118 208 0111

Woking

Dukes Court, Duke Street
Woking, Surrey GU21 5BH United Kingdom
T: +44 (0)1483 357705

York

Meridian House, The Crescent
York, YO24 1AW
Tel: +44 1904 454 600

Other locations:

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The SYSTRA logo is displayed in a large, bold, red, sans-serif font. The letters are thick and closely spaced, with a slightly irregular, hand-drawn appearance. The 'S' and 'Y' are particularly prominent, with the 'S' having a large loop and the 'Y' having a long, straight tail. The 'T' is a simple vertical bar with a horizontal top bar, and the 'R' has a curved bottom. The 'A' is a simple, wide letter with a horizontal top bar. The overall style is modern and professional.