

Road Safety Scotland Seminar 2012

The Public Perception of Speed Issues

Andrew Howard MBE CMILT

Head of Road Safety

The Automobile Association

The AA/Populus Panel

20,000 respond every month

Getting on for 2,000 of these are from Scotland

Vetted by Populus

Sample is AA members. They almost certainly drive. The vast majority walk and some cycle. Some are motorcyclists.

A little background

The Populus polls all ask more than one question.

- They have consistently shown that 69-75 per cent of drivers find speed cameras “acceptable”
- They have shown considerable support for cutting the legal drink drive limit and random breath testing.
- They have shown that 74 per cent of drivers think that speed cameras are more about money than safety

How fast do you drive...

...today against 10 years ago or when you started?

Faster	10%	8%	(y,w14%)
No change	46%	51%	
Slower	43%	41%	(o,m49%)

Why do those who drive slower...

...drive slower?

Fuel price	28%	33% (m,y)
Speed cameras	13%	8% (w, oldish)
Different car	3%	3%
Age	38%	50% (m,o)

And what about other drivers? (ie not me)

They drive faster	54%	55% (w,o)
No change	29%	29%
They drive slower	10%	9% (m,ma)

Why do those that think others drive slower...

...think they drive slower...

Fuel prices	47%	46% (m,y)
Speed cameras	32%	33% (W,Oldish)

We decided “age” wasn’t right

How easy is it to know the speed limit...

...on a rural road I don't use regularly

Always know the limit	20%	29% (m)
Most of the time I know	48%	51%
Often difficult	29%	18%
Always difficult	3%	2%

How easy is it to know the speed limit...

...on an urban road I don't use regularly

Always know the limit	28%	32%	(m)
Most of the time I know	53%	49%	(m)
Often difficult	18%	18%	(f)
Always difficult	2%	1%	(f)

Which type of driver is most likely to speed?

- Young 56% 57% (m, o)
- Van 28% 28% (y)
- Middle aged 8% 7% (y)
- Older 1% 1%

Intelligent Speed Adaptation

If my car was fitted with a device that, when switched on, would stop me exceeding the speed limit, I would always use it

Agree	47%	(46%)
Disagree	39%	(39%)

Those who disagree are more likely to strongly disagree

Intelligent Speed Adaptation

Down the years we have asked several questions on ISA

The more compulsory the fitting appears, the lower the support

The more compulsory the use appears the lower the support

The motorway speed limit

80 enforced like 70	39%	34% (m)
80 enforced strictly	24%	23% (older)
Leave it as	33%	38% (f, older)
Cut it	3%	2%

20mph (1)

•Thinking about speed limits, which, if any of the following do you agree with? More 20 mph speed limits should be introduced in urban and residential areas.

•Support 55% 63% (f,o)

•Oppose 38% 21%

20mph (2)

I support :

20 mph limits across urban areas where that limit applies at all times of day 13% 16%

targeted 20mph zones where such limits are appropriate, such as near schools, and where the speed limit varies depending on the time of day 74% 76%

I oppose more 20 mph limits 13% 8%

20mph (3)

Do you think 20mph limits should be introduced in more residential streets:

All residential streets 6% 8%

Residential streets not major roads 56% 59%

No extension 36% 31%

Cameras

It is now common for the police to use speed cameras at the side of the road to identify vehicles involved in speeding offences.
How acceptable do you think this is?

Today

Acceptable	74%	79% (w)
Unacceptable	25%	20% (middle aged)

Cameras

It is now common for the police to use speed cameras at the side of the road to identify vehicles involved in speeding offences.
How acceptable do you think this is?

At its best	Acceptable	75%
At its worst	Acceptable	69%

It may not take much to reopen the hornets' nest

Speed Awareness Training (1)

To what extent do you agree or disagree with the idea of offering drivers who commit certain relatively minor offences (such as speeding) a driver improvement course, at their own expense, as an alternative to prosecution?

79% agreed (71%)

10 % neither agreed or disagreed (14%)

9% disagreed (14%)

Speed Awareness Training (2)

If you were offered the option to pay £95 to take a driver improvement course instead of being given a £60 fine, three penalty points and a likely increase in insurance premium, how likely would you be to pay for the course?

89% were likely, (85%)

4% neither likely or unlikely (5%)

5% unlikely (7%)

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