

# The road safety strategy – a motorist's view

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# The AA/Populus Panel

- 75000 panel members approached for each survey
- 10,000 to 20,000 respond every month
- 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 polls I'm going to use all asked more than one question.**
- **They have shown that 74 per cent of drivers think that speed cameras are more about money than safety**
- **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.**

# The strategy itself

The government is proposing to take action to reduce Britain's 3000 road deaths per year to 2000 by 2020. Do you consider this target to be:

- Over ambitious 25%
- Under ambitious 21%
- About right 38%
- Don't know 16%

# Tighter regulation?

- **How happy would you be to see tighter regulations .....in order to achieve the government's road safety target?**

- **Very happy** **27%**
- **Somewhat happy** **31%**
- **Neither happy or unhappy** **17%**
- **Somewhat unhappy** **14%**
- **Very unhappy** **10%**

# Groups

- **Men and women**
- **Wales, Scotland, Northern Ireland most likely to feel the target is under ambitious**
- **Northern Ireland is most likely to think it is over-ambitious too!**
- **Wales, Scotland, Northern Ireland most likely to be happy with tighter regulation**
- **Young more likely to think it is about right.**

# Rural A Roads

**The most appropriate national speed limit for a single carriageway A road in a rural area is :**

- **40mph - 17 per cent,**
- **50 mph - 30 per cent,**
- **60 mph - 45 per cent,**
- **70 mph - 6 per cent.**
- **(47 per cent believe it should be lower, 51 per cent the same or higher)**

# Residential streets

**Increasing the number of 20mph zones is a good way to reduce pedestrian casualties?**

- Agree - 44 per cent,
- Disagree - 32 per cent.

# Motorways

**The motorway speed limit should be raised to 80mph but enforced**

- Agree - 81 per cent,
- Disagree - 11 per cent.

# Excessive speeding

- **Exceeding the speed limit by a large margin (i.e. 45 in a 30mph limit) should be punished by six penalty points**
  - Agree - 67 per cent,
  - Disagree - 24 per cent.

# ISA

**Cars should be compulsorily fitted with devices which will stop them exceeding the speed limit at any time**

- Agree - 43 per cent
- Disagree - 39 per cent

# ISA

- Devices should be introduced which prevent a driver exceeding the speed limit at any time:

» <b>Disagree</b>	<b>35%</b>
» <b>Neither agree or disagree</b>	<b>10%</b>
» <b>Agree</b>	<b>53%</b>
» <b>Don't know</b>	<b>2%</b>

2007 - 500 drivers (the first week)

# ISA

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

» <b>Disagree strongly</b>	<b>29%</b>
» <b>Neither agree or disagree</b>	<b>8%</b>
» <b>Agree slightly</b>	<b>61%</b>

- 2007 - 500 drivers (the second week)

# Drink Driving

## **The drink drive limit should be lowered**

- In favour - 66%
- opposed - 20 per cent

## **The police should be allowed to breathalyse a driver at any time.**

- In favour - 79 per cent
- opposed - 16 per cent

# Drug Driving

**A driver should be prosecuted for drug driving if:**

**there are traces of illegal drugs in his / her body but is not visibly or practically impaired by the drug.**

Yes - 72 per cent.

**there are traces of illegal drugs in his / her body and is visibly and practically impaired by the drug**

Yes - 100 per cent.

# New Drivers

**New drivers are adequately prepared to drive on the roads after passing their tests.**

- Agree - 17 per cent,
- Disagree - 66 per cent.

# Reflections

# The first reflection - Are we clouding the message?

**Do you think a driver with points on his or her licence is generally likely to be?**

- A more safe driver than someone without points 8%
- A less safe driver than someone without points 32%
- As safe as someone without points on licence 48%

# The second reflection – the blame syndrome

- **Lets have:**

- More engineering 70%
- More policemen (using their discretion if it is me?) 27%
- More cameras 2%

- **The problem is:**

- Foreign drivers, drink drivers, young drivers, older drivers, drug drivers.
- **But it's not me.**

# The third reflection

## A new government