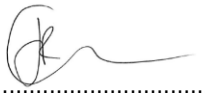
A9 Average Speed Cameras and HGV 50mph Pilot Monitoring – “Before” Market Research

Prepared by:	 ..... James Collinson Senior Consultant	Checked by:	 ..... Deborah Paton Associate Director
Approved by:	 ..... Joanne Christensen Regional Director	Peer review by:	 ..... Neale Kinnear Principal Psychologist (TRL)

A9 Average Speed Cameras (ASC)

AECOM House, 179 Moss Lane, Altrincham, Cheshire, WA15 8FH
Telephone: 0161 927 8200 Website: http://www.aecom.com

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Executive Summary

A Ministerial commitment has been made to introduce Average Speed Cameras along the A9 between Perth and Inverness in advance of the dualling programme. Alongside this, in December 2013 the Scottish Government announced that it is to trial increasing the speed limit of HGVs above 7.5 tonnes from 40mph to 50mph on single carriageway sections of the route between Perth and Inverness. These measures are expected to be introduced at the same time.

Research was commissioned by Transport Scotland to gauge the effects these measures may have on drivers' perceptions of safety and driving experience on the route. This report presents the findings from the baseline research, before the cameras' installation. This will be followed by a study 6 months after their installation which will assess any changes in perceptions and views on safety that have occurred.

AECOM conducted 296 face-to-face quantitative interviews with respondents at towns and villages along the A9 between Perth and Inverness as well as the two cities themselves. Respondents were screened to ensure they fit following core criteria:

Driven on the A9 between Perth and Inverness within the last 24 hours

Approximate quotas were also set to ensure a variety of driver types and journey purposes.

Other than the screening questions, topics within the questionnaire were as follows:

- Demographics (Age, gender, working status, socio economic grouping)
- General Driving Behaviour (Knowledge of speed limits, driving confidence, behaviour when driving, perceptions of measures at improving road safety)
- Driving on A9 (Frequency of poor driving themselves, frequency of excessive speeding, effectiveness of current provisions on A9 at reducing speed, views on effectiveness of ASCs on A9)

There was a good variety of respondent types with 57% of respondents being male and 43% female. Just under two thirds of respondents were between the ages of 35 and 59 and 18% each were 17-34 or 60+. The majority of drivers had driven 10,000 miles or more in the last 12 months (71%) and had over 10 years driving experience (88%). Sixteen percent were making their first journey along the A9 with the rest making journeys along the A9 daily/weekly (47%) or monthly/occasionally (38%).

On general driving behaviour:

- 96% of respondents said they felt 'very or reasonably confident' driving on the A9 with males significantly more likely to say they felt 'very confident' on the A9 than females (76% compared to 54%);
- 32% of respondents said they *exceeded the speed limit on a motorway* 'quite often' or more regularly and 31% said they *found themselves driving faster that they intended to* 'quite often' or more regularly; and
- *Police presence* was perceived to be the most effective way of improving driver safety with 89% saying this was either 'very or quite effective'. Average speed cameras were said to be the second most effective measure in improving road safety with 78% of respondents saying they were either 'effective' or 'very effective'.

Respondents were then asked questions about driving behaviour on the A9 itself along with questions on their awareness of speed limits on this road. 8% of respondents did not know the correct speed limit on A9 single

carriage way sections of road (between Perth and Inverness) and 31% did not know the correct speed limit for dual carriageway sections of the route.

Respondents were asked whether they 'occasionally or frequently' exceeded the speed limit by a) *3mph* b) *10mph* c) *15mph*.

- 20% said they drove over *15mph above the speed limit* whilst a further 18% of respondents said they travelled at *10mph above the speed limit* on their most recent journey along the A9 either 'occasionally or frequently';

- Of those that exceeded the speed limit by 3mph or more, the vast majority of respondents (94%) said they did so because they *felt it was safe to do so* whilst 84% said they did so because they *felt pressurised by following traffic*;

- *Police presence* was perceived to be the most effective way to make drivers conform to the speed limit (89%) whilst *risk of points on the driving licence* was also viewed as effective (83%);

- Over half of respondents (55%) frequently or occasionally said they *felt unsafe due to the actions of other road users* whilst 46% frequently or occasionally said they *felt frustrated due to being stuck behind traffic travelling slower than the speed they wanted to drive*.

- Around two fifths of respondents found their journey on the A9 to be *enjoyable* (37%), *satisfying in terms of journey time* (39%) or *safe* (41%). A fifth of respondents said they felt unsafe; and

- Finally, respondents were asked about the potential effect of speed cameras. 57% held the view that there would be an *increase in tailgating* whilst 56% said they would *expect to have a significantly longer journey time*. However, just 28% 'agreed or strongly agreed' they would *feel less safe* with the installation of speed cameras.

This primary research is the first part of a two stage research approach with the aim of setting a baseline which can be used to measure any changes in attitudes and behaviour of drivers on the A9 between Perth and Inverness. This follow up survey is to take place six months after the introduction of the speed cameras, in around April 2015, at the same time of year as the before survey to minimise the effect of seasonal influences.

Introduction

1 Introduction

1.1 Background

A Ministerial commitment has been made to implement average speed cameras (hereafter ASC) along the A9 between Perth and Inverness in 2014. As described on the A9 Safety Group's website[1], the purpose of Average Speed Camera Systems is to improve road safety by encouraging road users to travel at speeds in line with posted speed limits.

Alongside the introduction of ASCs on the A9, in December 2013 the Scottish Government announced that it is to trial increasing the speed limit of HGVs above 7.5 tonnes from 40mph to 50mph on single carriageway sections of the route between Perth and Inverness. This trial will extend over 3 years initially.

These announcements have been followed by significant media coverage and the presentation of various views from regular users of the road. There is a need to understand the impact of the cameras and increased HGV speed limit pilot on the operational performance of the A9 and how this relates to perceptions of using the A9[2].

Evidence from the A77, where Scotland's only permanently deployed Average Speed Camera Site to date is located, suggests that the system has *"delivered a 46 per cent reduction in fatal accidents and 35 per cent reduction in serious accidents"*[3]. Similarly, The A9 Safety Groups review of the performance of other average speed camera systems, has shown that wherever permanently deployed in the UK, average speed cameras have contributed to a reduction in accidents[4]. Whilst the primary impact of average speed cameras is on road safety, there are other impacts that are of relevance to the particular characteristics of the A9 route, such as journey times and levels of driver frustration.

It was important to gather evidence on the impact of the average speed cameras before any work proceeded on the dualling of the A9, as the A9 dualling and roadworks associated with it will vary the driver's use and experience of the route and the journey times on various sections.

Motorists will hold attitudes and opinions related to all aspects of their experience of using the A9. Some of this experience will be influenced by their interaction with significant others (e.g. friends and family) and the media. Understanding these attitudes and perceptions can assist Transport Scotland and The A9 Safety Group to determine how the installation of average speed cameras may affect drivers' experience of using the A9. As a result of understanding drivers' perceptions, information and education campaigns can be designed to target areas where mis-perception or lack of understanding is evident. For example, it has been demonstrated that drivers are extremely poor at calculating time savings and losses from travelling at different speeds[5]. As a result, drivers' perceptions of time lost or gained due to changes to the road system (like the installation of average speed cameras) are likely to be inaccurate and may provide a useful basis for campaign design and material.

Evaluation of drivers' attitudes and perceptions following the installation of average speed cameras will complement any network performance evaluation, a separate but related workstream, by identifying whether any change in network performance is aligned with changes in perception. Equally, the network performance evaluation will aid interpretation of any changes in attitudes and perceptions.

Monitoring and evaluation are important tools for decision makers, as it can improve understanding of the impacts of policies and schemes, leading to improved interventions in the future. Transport Scotland has published the Scottish Trunk Road Infrastructure Project Evaluation (STRIPE) guidance, which is aimed at projects within the Motorway and Trunk Road Project. Furthermore, Transport Scotland updated STAG guidance in December 2013 with additional guidance on evaluation.

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1 http://a9road.info/frequently-asked-questions

2 Transport Scotland will be assessing the impact of the HGV 50mph Pilot through consultation with hauliers and other groups, and this Market Research has not been designed to assess specifically the impact of this particular intervention.

3 http://www.transportscotland.gov.uk/news/Average-Speed-Cameras-To-Be-Introduced-On-A9

4 http://a9road.info/safety-statistics/safety-cameras

5 Fuller, R., Gormley, M., Stradling, S., Broughton, P., Kinnear, N., O'Dolan, C. & Hannigan, B. (2009). Impact of speed change on estimated journey: Failure of drivers to appreciate relevance of initial speed. Accident Analysis & Prevention, 41(1), 10-14.

For clarity, this research focuses on Before and After Monitoring of the ASC scheme. **This report presents the findings from the Before survey** with the follow up surveys taking place six months after the installation of the ASCs when there will be a further report evaluating changes in attitudes and behaviour of drivers on the A9 between Perth and Inverness.

1.2 Aims and Objectives

The objectives of this research are as follows:

1. To understand in greater detail how the installation of average speed cameras has impacted on the operational performance of the route;
2. To understand how the installation of average speed cameras has impacted on the perception of drivers of the A9;
3. To understand whether changes in network performance are aligned with drivers' perceptions of the impact of the installation of average speed cameras; and
4. To establish a platform/template to facilitate and report the outcomes of future monitoring and evaluation.

Delivery of these objectives will enable Transport Scotland and The A9 Safety Group to:

- Identify any areas of concern (particularly around safety) to allow action to be taken;
- Develop targeted information and road safety education campaigns;
- Confirm the suitability of operational and safety forecasts of the Average Speed Cameras;
- Develop an understanding of the impacts of these types of measures and share lessons learned with partners within Scotland and elsewhere; and
- Monitor and publically report on operational statistics every quarter and produce a review report annually, and publish on the A9 Safety Group website.

It is important to note that this report outlines the findings from the primary research into current views and behaviour of car drivers on the A9 and thus, at this stage, will not offer any insight into the impacts or effects of the introduction of average speed camera later this year.

1.3 Methodology

AECOM aimed to conduct 300 face to face quantitative interviews with car drivers who had driven along the A9 between Perth and Inverness within the last 24 hours from time of interview.

Respondents were selected using a judgmental quota sampling technique. With this technique interviewers approach people who they think would fit the scope of the survey, i.e. drivers, and also fit towards any quotas they are required to achieve.

A quota was used to ensure views were gathered from a representative sample of A9 users. Without one there was a danger interviewers would approach only those people who were most convenient to interview such as leisure users. Although the proportional split of drivers on the A9 was known from previous research[6] it was not known how responsive they would be to being surveyed. With this in mind only approximate minimum quotas were given to interviewers with an understanding from Transport Scotland that these may not be achieved. The non-mutually exclusive minimum quotas are shown in **Table 1.1**.

[6] 2012 Roadside Interview Analysis, A9 and A96 Strategic Business Case, Transport Scotland/Jacobs, July 2012

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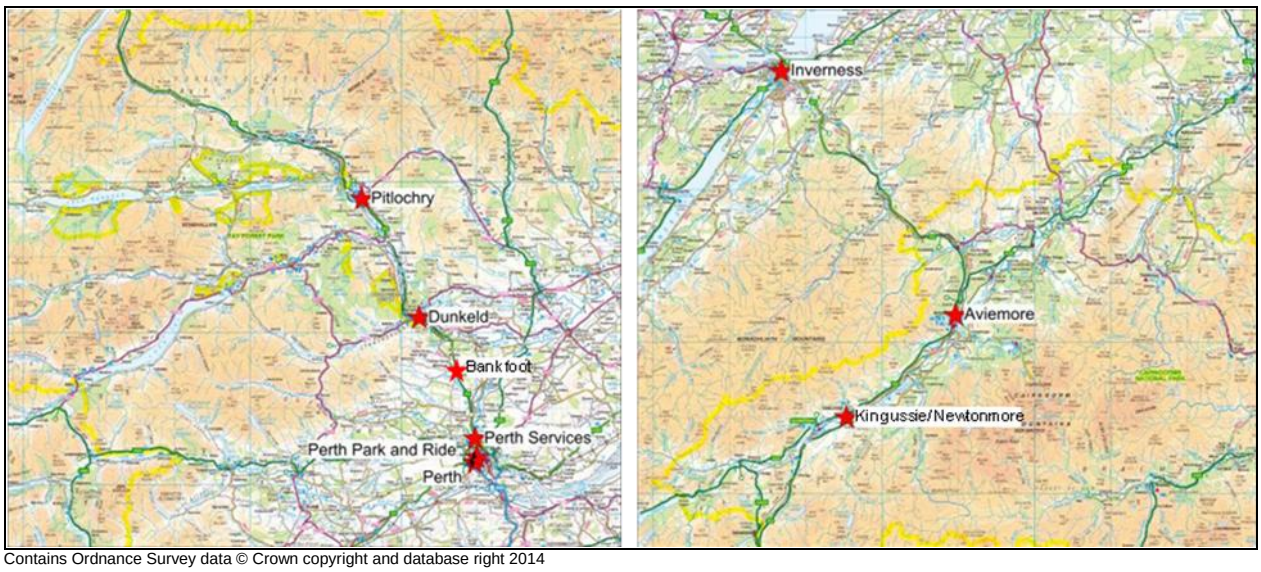
Table 1.1 Approximate Quotas

	Type	Minimum % of respondents
Journey purpose	Car driving commuters	33%
	Car drivers on leisure/recreation trips	20%
	Business travellers	20%
Frequency of use	First time travellers	20%

The fieldwork period ran from 26/04/14 to 09/05/14 with interviews taking place at the locations shown in **Figure 1.1**. These locations were chosen as they were assumed to give the greatest chance of achieving the set minimum quotas and provided an appropriate spread of survey locations across the route.

Figure 1.1 Location of surveys



A questionnaire was developed in conjunction with Transport Scotland and the project peer reviewer, Neale Kinnear from the Transport Research Laboratory (TRL). The majority of the questionnaire will be the same for both the Before and After surveys to ensure a fair comparison can be made. A copy of the questionnaire can be found in **Appendix A** with the topics covered as follows:

- Screening (Frequency of use, purpose of trip);
- General Driving Behaviour (Knowledge of speed limits, driving confidence, behaviour when driving, perceptions of measures at improving road safety);
- Driving on A9 (Frequency of poor driving themselves, frequency of excessive speeding, effectiveness of current provisions on A9 at reducing speed, views on effectiveness of ASCs on A9); and
- Demographics (Age, gender, working status, socio economic grouping).

Some items from the Driver Behaviour Questionnaire (DBQ[7]), a scale measuring self-reported frequency of committing various driving violations, errors and lapses, were used as a basis for the questionnaire. The DBQ is an internationally recognised survey instrument for measuring self-reported driver behaviour, although the full question set was not utilised here. Some wording of existing items was edited and new items were constructed to make it more relevant to the A9.

[7] Reason, J. T., Manstead, A. S. R., Stradling, S. G., Baxter, J. S., & Campbell, K. A. (1990). Errors and violations on the road: A real distinction? Ergonomics, 33, 1315–1332.

A control survey was not conducted[8]. Questions on general driving behaviour on other roads were used instead. It was felt this methodology would be as successful as conducting a control survey, as there were issues in finding a comparable section of road. Whilst the A82 was given as an option, this in itself is the subject of potential improvements works over the coming years.

Additionally we did not include HGV drivers in our approach, although we will still explore the impacts of the HGV 50mph scheme on car drivers in the 'After' report.

1.4 Report Outline

Following this introduction the report contains the following:

Chapter 2 Demographics and driver types;

Chapter 3 General driving behaviour;

Chapter 4 Driving behaviour on most recent journey along A9;

Chapter 5 Next steps; and

Appendices Questionnaire and verbatim responses.

Please note, in tables and charts shown in this report, percentages may not equal 100%; this is either due to rounding or because respondents were able to give more than one answer to the question. The base for all questions is the number of respondents that were asked the question but in some cases excluded 'not applicable' responses; where this is the case it is clearly stated.

Throughout the analysis, an asterisk (*) is used if a proportion is more than zero but less than 1%. Where significance is referred to this is statistically significant to a 5% level i.e. the probability that a difference has not happened by chance alone. This is indicative as the sampling method was non-random, but it allows the results to be put into context. If differences between subgroups are not mentioned then the differences were either not found to be significant or respondents within the subgroup were too small for conclusions to be drawn.

[8] It should be noted that the peer reviewer made a preference and recommendation for a control group.

Demographics and Driver Types

2 Demographics and Driver Types

This chapter of the report includes the demographics of the respondents, where they were interviewed and the types of driver taking part in the survey. In total, 296 interviews were conducted with drivers along the A9.

2.1 Demographics

Despite quotas not being set on age and gender there was still diversity in these, as shown in **Table 2.1.** Two percent (n=7) of the sample were aged between 17 and 24 years old. Additionally 72% of respondents were in full time employment whilst 11% were part-time and 13% were retired.

Table 2.1 Age and Gender

	Frequency	%
Male	168	57%
Female	128	43%
Respondents	**296**	
17-34	52	18%
35-59	192	65%
60+	52	18%
Respondents	**296**	

2.2 Driver types

Other information was collected about respondents' driving experience and how many miles they had driven over the last 12 months, as shown in **Table 2.2**. The vast majority had more than 10 years driving experience. In **Table 2.2** the percentages are shown against figures from the Department for Transport's (DfT) Road Safety Research, 2011[9]. Figures for driving experience are similar to this however for miles driven the differences are larger. Given the quotas set on commuters and business drivers this is to be expected and is not a cause for concern.

Table 2.2 Driving experience and miles driven in last 12 months

	A9 ASC Research		DfT
	Frequency	%	%
Less than 2 years	8	3%	6%
2 to 5 years	7	2%	7%
6 to 10 years	21	7%	8%
more than 10 years	258	88%	78%
Respondents	**294**		
Less than 5,000 miles	13	5%	37%
5,000 to 9,999 miles	70	24%	35%
10,000 to 19,999 miles	152	52%	28%
20,000 miles or more	55	19%	
Respondents	**290**		

[9] The figures from this report were sourced from the NatCen Omnibus survey with the questions commissioned by the DfT. This is a stratified random probability survey of adults aged 16 or over living in private households in Great Britain. The survey is designed to carry questions on a range of social data for government and other non-profit organisations. Fieldwork was undertaken between February and April 2010 and a total of 1,538 face-to-face interviews were conducted representing a response rate of 55%).

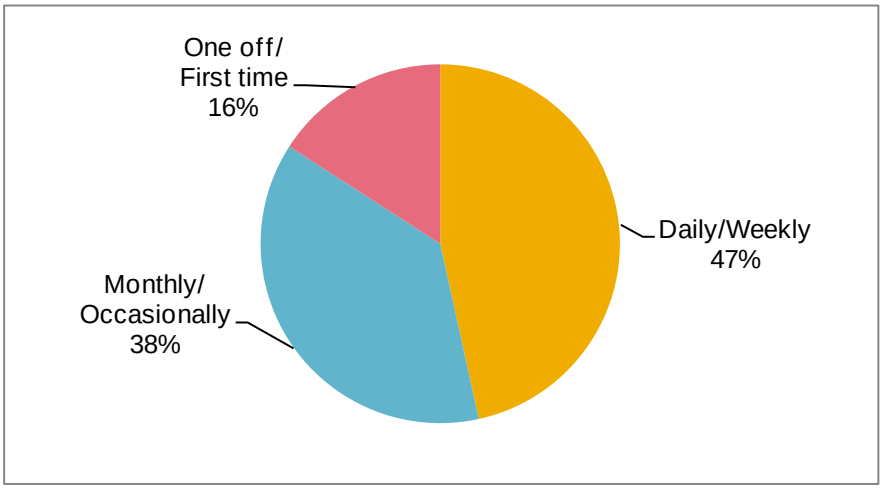
The interviews were conducted along the length of the A9 and **Table 2.3** shows the journey purpose crossed with where the respondents were interviewed.

Table 2.3 Location by Type of users

	Commuting		Business		Leisure		Overall	
	Frequency	**%**	**Frequency**	**%**	**Frequency**	**%**	**Frequency**	**%**
Aviemore	7	7%	6	10%	35	27%	48	16%
Bankfoot	6	6%	7	11%	0	0%	13	4%
Dunkeld	10	10%	18	29%	18	14%	46	16%
Inverness	32	31%	11	18%	4	3%	47	16%
Kingussie	5	5%	0	0%	17	13%	22	7%
Newtonmore	3	3%	3	5%	20	16%	26	9%
Perth	17	16%	5	8%	1	1%	23	8%
Pitlochry	25	24%	12	19%	34	26%	71	24%
Respondents	**105**		**62**		**129**		**296**	
Sample row %	**35%**		**21%**		**44%**			
Minimum quotas	**33%**		**20%**		**20%**			

Of the four quotas mentioned in **Section 1.3**, only the quota for first time users was not fully achieved (16% against a minimum 20% target). Frequency of use is shown in **Figure 2.1,** with nearly half (47%) of respondents saying they used the A9 between Perth and Inverness on a daily/weekly basis, a figure that would be expected with 35% recorded as using the road for commuting. Figures from roadside interviews (RSI) conducted at Bankfoot[10] found 57% using the A9 once a week or more, 20% once a month and 23% once a year or less often.

Figure 2.1 Frequency of making journey along A9



Base: 290

[10] 2012 Roadside Interview Analysis, A9 and A96 Strategic Business Case, Transport Scotland/Jacobs, July 2012

General Driving Behaviour

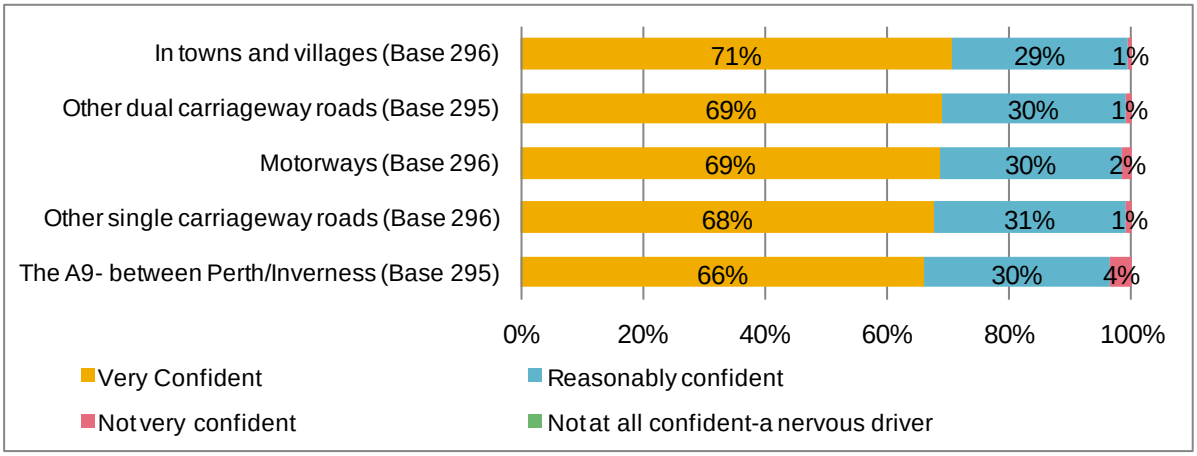
3 General Driving Behaviour

This section outlines the results to questions asked on general driving behaviour.

3.1 Driving confidence

The first topic dealt with driving confidence on particular types of road, shown in **Figure 3.1**. Ninety six percent of drivers said they felt either 'very confident' (66%) or 'reasonably confident' (30%) whilst travelling on the A9. Given the high proportions of respondents with over 10 years driving experience (88%) this would be expected.

Figure 3.1 Driving Confidence



How confident would you say you are as a driver on the following types of road?

Whilst responses to this question reflected high levels of confidence across all roads, the proportion of those feeling confident was lowest on the A9 albeit by an insignificant margin. There were no significant differences when comparing driver confidence by any frequency of use of the A9.

Males are significantly more likely to say they feel 'very confident' when driving on the A9 compared to females (76% compared to 54%). Analysis of the data has shown that, for all the road types, males were significantly more likely to say 'very confident' than females. The results for the A9 for this split are shown in **Table 3.1**.

Table 3.1 Driving confidence by gender

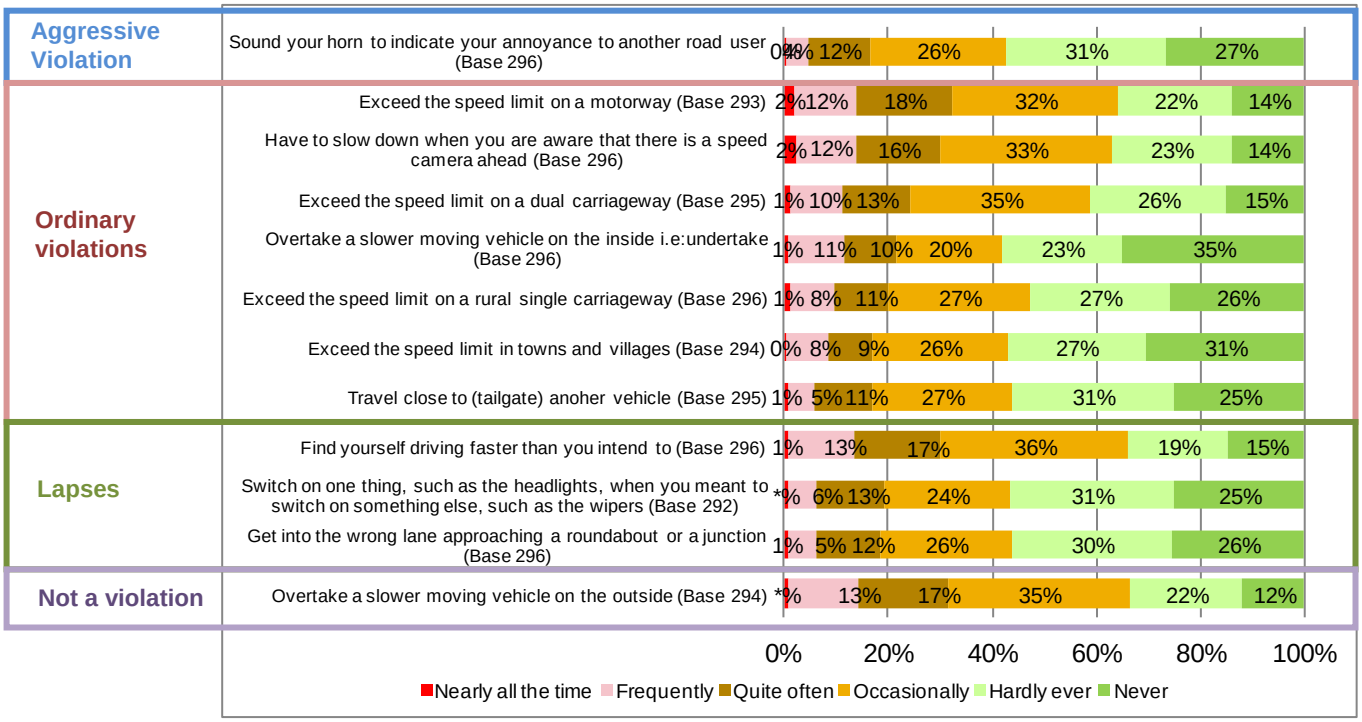
		Male	Female	Overall
The A9 - between Perth/Inverness	Very confident	76%	54%	66%
	Fairly confident	23%	40%	30%
	Not very confident	2%	6%	4%
Respondents		**168**	**127**	**295**

3.2 General driving behaviour

Respondents were asked about a set of common driving behaviours, and how often they exhibited these with the results shown in **Figure 3.2**. The behaviours are ranked in decreasing order of seriousness of violation as per the Driver Behaviour Questionnaire[11].

[11] Not all behaviours were included in the driver behaviour questionnaire but were based on those found in it

Figure 3.2 General driving behaviour frequency



In general how often do you...?

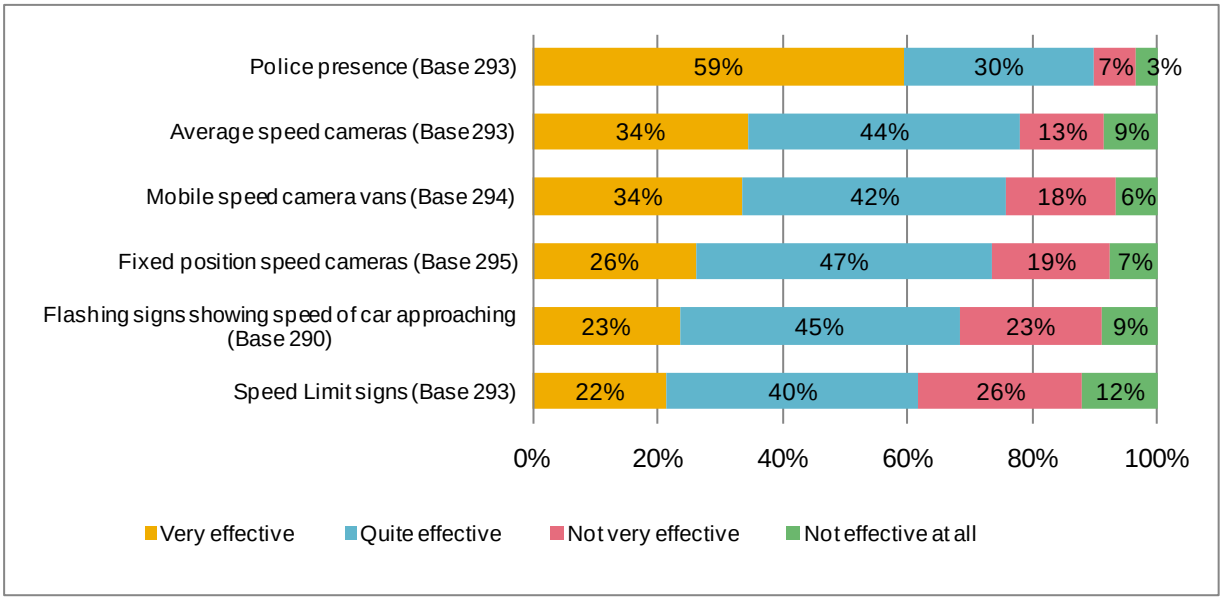
The most common violation out of those listed was to *exceed the speed limit on a motorway* (32% 'quite often' or more regularly) whilst 31% each said they *overtook a slower moving vehicle on the outside* or *found themselves driving faster than they intended to* 'quite often' or more regularly.

Other findings included:

- Of the behaviours shown, respondents were least likely to *undertake*, with 35% saying they 'never' did so followed by 31% saying they 'never' *exceed speed limits in town and villages*.
- Males were significantly more likely than females to say they would 'quite often' or more regularly display all but three of the behaviours shown. The items with no significant differences were: *travel close to (tailgate) another vehicle; sound your horn to indicate your annoyance to another road user*; and *exceed the speed limit in towns and villages*.
- Respondents aged 17-34 were significantly more likely than respondents aged 60+ to say they 'quite often or more regularly' *get into the wrong lane when approaching roundabout* (27% compared to 8%) and also 'frequently' *exceed the speed limit in towns and villages* (23% compared to 6%)

With average speed cameras being introduced on the A9 it was of interest to ask how effective respondents perceived them to be in general. They were also asked about how effective they felt other enforcement measures were in improving road safety, with results shown in **Figure 3.3**.

Figure 3.3 Perceived effectiveness of safety measures



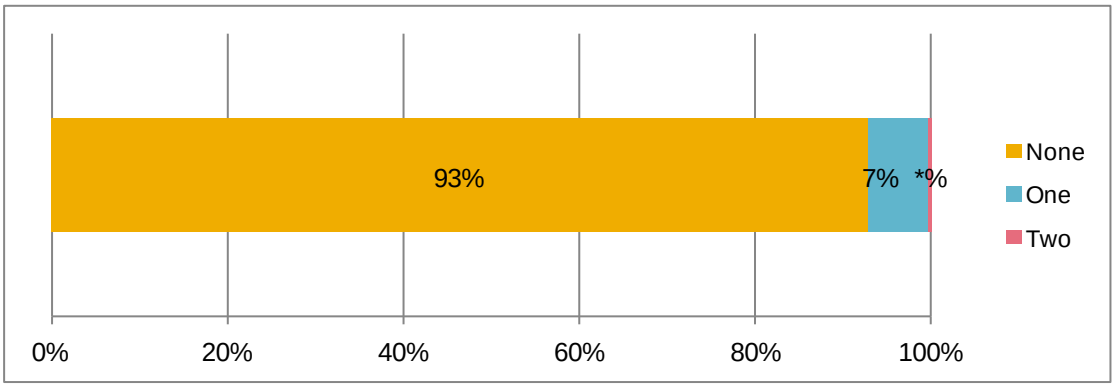
In general how effective would you say the following are in improving road safety...? Excludes 'don't know' and 'unaware of measure' hence bases are less than 'all respondents' (n=296)

Police presence was deemed to be the most effective with 89% saying 'very effective' (59%) or 'quite effective' (30%). *Average speed cameras* were said to be the most effective out of the three speed camera types shown with 78% saying 'very' (34%) or 'quite effective' (44%) closely followed by *mobile speed camera* (76% in total; with 34% 'very effective', 42% 'quite effective'). When broken down by demographic and subgroup:

- Those aged 35-59 were significantly more likely to say *police presence* was 'effective or very effective' as a safety measure compared to those aged 17-34 (94% compared to 73%). There was a similar pattern regarding *average speed cameras* (81% compared to 64%);
- Those with more than 5 years driving experience were significantly more likely than those with less experience to say *police presence* was 'very or quite effective' (90% compared to 73%); and
- There were no significant differences by drivers' frequency of use of the A9.

Finally, respondents were asked how many accidents they had been involved in over the past five years regardless of blame and how many points for speeding they had received as shown in **Figure 3.4a and 3.4b**. There were no significant differences by gender.

Figure 3.4a Number of accidents in last three years



Base 289 (Seven respondents refused to give this information)
How many accidents have you been involved in, in the past three years when you were driving, regardless of blame?

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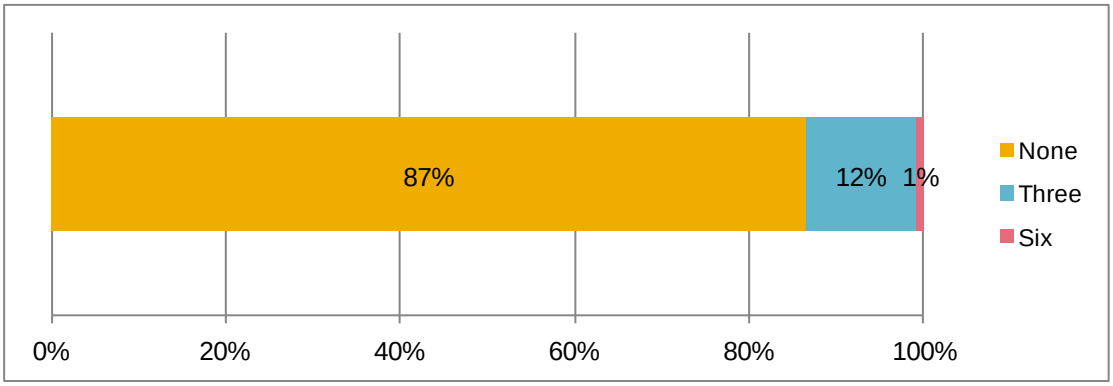
Figure 3.4b Number of points on licence



Base 290 (Six respondents refused to give this information)
How many penalty points have you received for speeding in the past three years?

Driving Behaviour on the A9

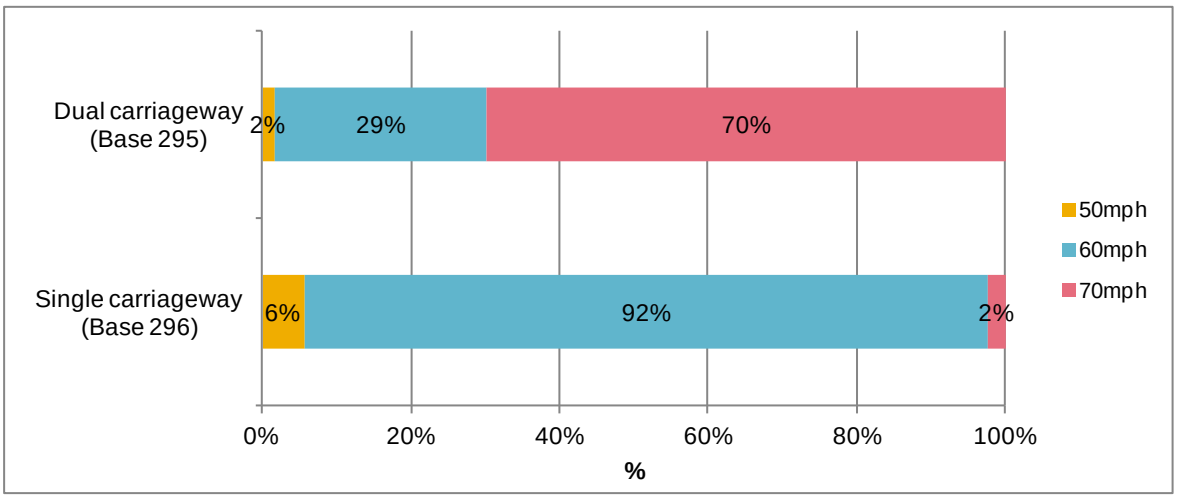
4 Driving Behaviour on the A9

Following on from questions on general driving behaviour, respondents were asked questions specifically about their most recent journey along the A9 between Perth and Inverness, i.e. within the last 24 hours. This section outlines the results from these questions.

4.1 Awareness of speed limit

Respondents were asked what they thought the speed limit was on single and dual carriageway sections of the A9. The majority of respondents knew the correct speed limit on both dual (70mph) and single carriageway (60mph) sections of the road but there were 31% who were unaware on dualled sections and 8% on single carriageway sections, as shown in **Figure 4.1**.

Figure 4.1 Speed limits on the A9



What do you think the speed limit is for cars along the A9 where it is...a) single carriageway b) dual carriageway?

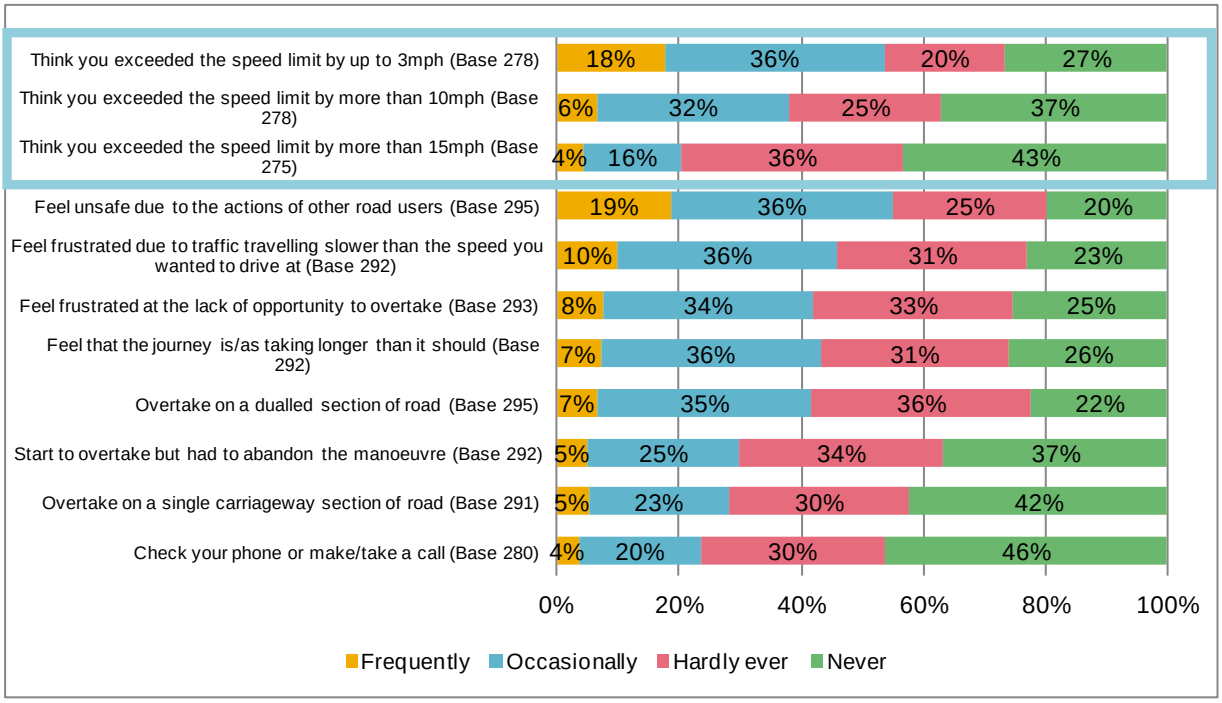
As might be expected, 'first time/one off' users were significantly more likely to say the incorrect speed limit on single carriageway roads (28%) compared to both 'daily/weekly' (4%) and 'monthly/occasional' users (5%). 'Daily/weekly' users were also significantly more likely to know the correct speed limit on dual carriageways than 'first time/one off users' (76% compared to 52%). There were no significant differences by age or gender[12].

4.2 Frequency of types of driving behaviour

Respondents were asked how frequently they drove in a particular manner whilst on the A9 between Perth and Inverness on their most recent journey, as shown in **Figure 4.2**. Behaviours ranged from minor breaches of the speed limit to more extreme breaches - for example, a minor breach was considered to be *exceeding the speed limit by 3mph* and a more extreme breach was *by 15mph*. Those respondents who had answered the question on the speed limit on the A9 incorrectly for both road types had their responses removed from the questions about speed (within box in **Figure 4.2**), hence the lower response base for these questions.

[12] *If they were unaware of the actual speed limit they could not know to what extent they were exceeding it by or whether they were at all.*

Figure 4.2 Frequency in types of behaviour



Now thinking about the most recent time you drove on the A9, i.e. in the last 24 hours, how often did you...? Excludes not applicable

For questions about exceeding the speed limits:

- 1 in 5 (20%) said they travelled at *15mph above the speed limit* either 'occasionally or frequently' – 54% of these travel on the road 'daily/weekly' (regular) and 75% are male;
- Nearly 2 in 5 (38%) said they travelled at *10mph above the speed limit* either 'occasionally' or 'frequently'; and
- Over half (55%) said they *exceeded the speed limit by 3mph* 'frequently or occasionally'.

Over half of respondents (55%) felt *unsafe due to the actions of other road users* 'frequently or occasionally' whilst 46% felt *frustrated due to being stuck behind traffic travelling slower than the speed they wanted to drive* 'frequently or occasionally'. Respondents travelling for leisure purposes were significantly more likely than those travelling for business to say they **never** do any of the following:

- *Overtake on a single carriageway section of road* (50% of 'leisure' travellers compared to 25% 'business' travellers);
- *Feel frustrated at the lack of opportunity to overtake* (34% compared to 23%);
- *Check their phone or make/take a call* (55% compared to 36%);
- *Start to overtake but had to abandon the manoeuvre* (47% compared to 24%); and
- *Exceed the speed limit by 3mph* (54% compared to 27%), *10mph* (44% compared to 22%) and *15mph* (36% compared to 17%).

As with general driving behaviours, males were significantly more likely than females to say they did all but two of the behaviours given in this question, these being *overtake on a dualled section of road,* and *feel unsafe due to the actions of other road users*.

Analysis showed there were some significant correlations[13] between some of the driving behaviours, as shown in **Table 4.1**, with the higher the number, the stronger the relationship between the two items. The strongest relationships were between:

- *Overtake on a single carriageway section of road* and *Start to overtake but had to abandon the manoeuvre* (0.70);
- *Feel frustrated at the lack of opportunity to overtake* and *Feel that the journey is/was taking longer than it should* (0.70);
- *Overtake on a dualled section of road* and *Feel frustrated at the lack of opportunity to overtake* (0.69); and
- *Feel frustrated at the lack of opportunity to overtake* and *Feel frustrated due to being traffic travelling slower than the speed you wanted to drive at* (0.68).

[13] A correlation tests the relationship or connection between variables. It is measured on a scale of -1 to 1 and the closer the figure is to 1 or -1 (i.e. the further from zero) the more closely related the two variables, either positively or negatively e.g. if the correlation between variables A and B is 0.8 and the correlation between variables B and C is 0.2 then the A and B are more closely related than B and C. A positive correlation is where as one variable increases, so does the other; a negative correlation denotes where one variable increases, the other decreases. Note that a significant correlation does not imply causation.

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Table 4.1 Correlation between responses

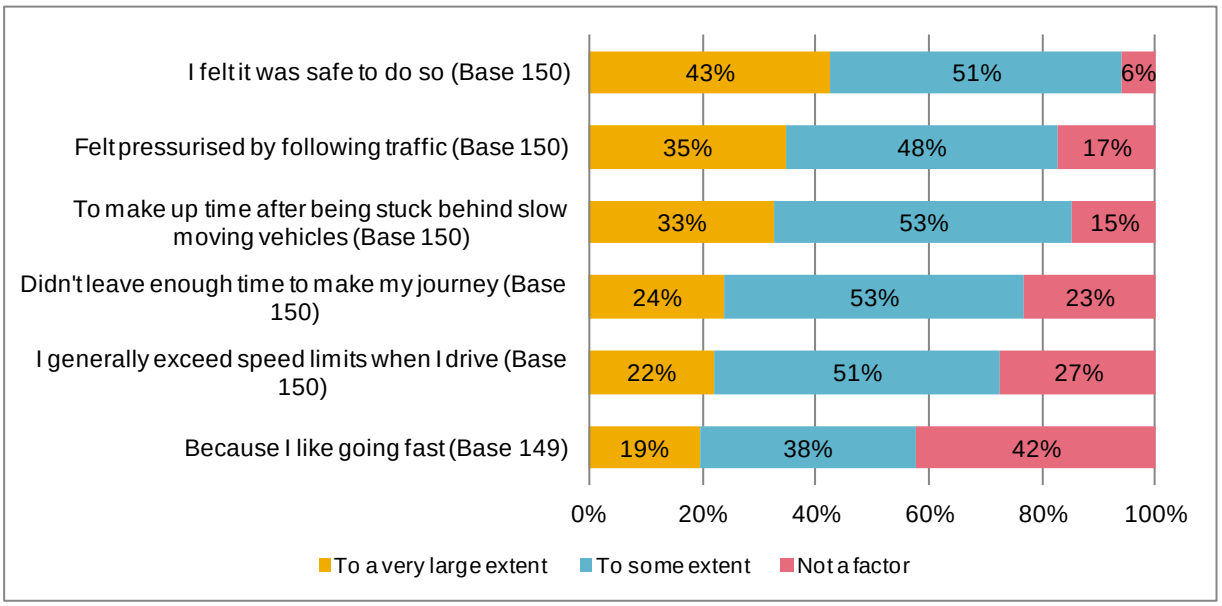
A traffic light system has been used, where green is a relatively strong correlation, amber is medium and red is relatively weak correlation.

	Overtake on a single carriageway section of road	Overtake on a dualled section of road	Feel frustrated due to being traffic travelling slower than the speed you wanted to drive at	Feel frustrated at the lack of opportunity to overtake	Feel unsafe due to the actions of other road users	Check your phone or make/take a call	Feel that the journey is/as taking longer than it should	Start to overtake but had to abandon the manoeuvre
Overtake on a single carriageway section of road								
Overtake on a dualled section of road	0.48							
Feel frustrated due to being traffic travelling slower than the speed you wanted to drive at	0.50	0.66						
Feel frustrated at the lack of opportunity to overtake	0.55	0.69	0.68					
Feel unsafe due to the actions of other road users	0.29	0.59	0.56	0.54				
Check your phone or make/take a call	0.61	0.48	0.42	0.49	0.26			
Feel that the journey is/as taking longer than it should	0.52	0.61	0.61	0.70	0.56	0.50		
Start to overtake but had to abandon the manoeuvre	0.70	0.57	0.60	0.64	0.39	0.62	0.63	

4.3 Reasons for speeding on the A9

Those respondents who had exceeded the speed limit 'frequently' or 'occasionally' by *3mph* or more (n=150), on their most recent journey on the A9, were asked the extent to which a series of factors were a reason; the results are shown in **Figure 4.3**. The vast majority of respondents (94%) said they sped because they *felt it was safe to do so*, whilst 83% said they did so because they *felt pressurised by following traffic*.

Figure 4.3 Reasons for exceeding the speed limit on A9



To what extent were any of the following reasons for you exceeding the speed limit on your most recent trip made on the A9 between Perth and Inverness (Bases do not include respondents saying 'Did not know')

There were significant differences by journey purpose with:

- 'Commuters' significantly more likely to say *not leaving enough time to make their journey* was a factor to some extent, or more, compared to 'leisure' travellers (37% compared to 12%) as was *to make up for time stuck behind slow moving vehicles* (46% compared to 15%); and
- 'Business' and 'leisure' users were significantly more likely to say they *generally exceed the speed limit when they drive* was not a factor compared to 'commuters' (36% business; 40% leisure; 10% commuters).

A further point of interest is that two of the three most common reasons by extent are related to platooning, something a model developed by AECOM[14] suggested might reduce if ASCs were introduced. This is will be analysed in more detail in the After study. There were no significant differences by age or gender.

4.4 Effectiveness in enforcing respondents' speed on the A9

Respondents were asked to indicate how effective certain measures would have been in enforcing their speed when last driving on the A9; the results are shown in **Figure 4.4**. The most effective was deemed to be *police presence* or threat of, with 89% of respondents saying this was either 'very' (49%) or 'quite effective' (40%). There were only very small differences by frequency of journey and journey purpose none of which were significant. The only significant difference of note were when split with age groups:

- Respondents aged 60 or over were significantly more likely to say *the presence of passengers in their vehicle* was effective in enforcing speed limits compared to the younger age groups (96% compared to 79% for 35-59 and 71% for 17-34).

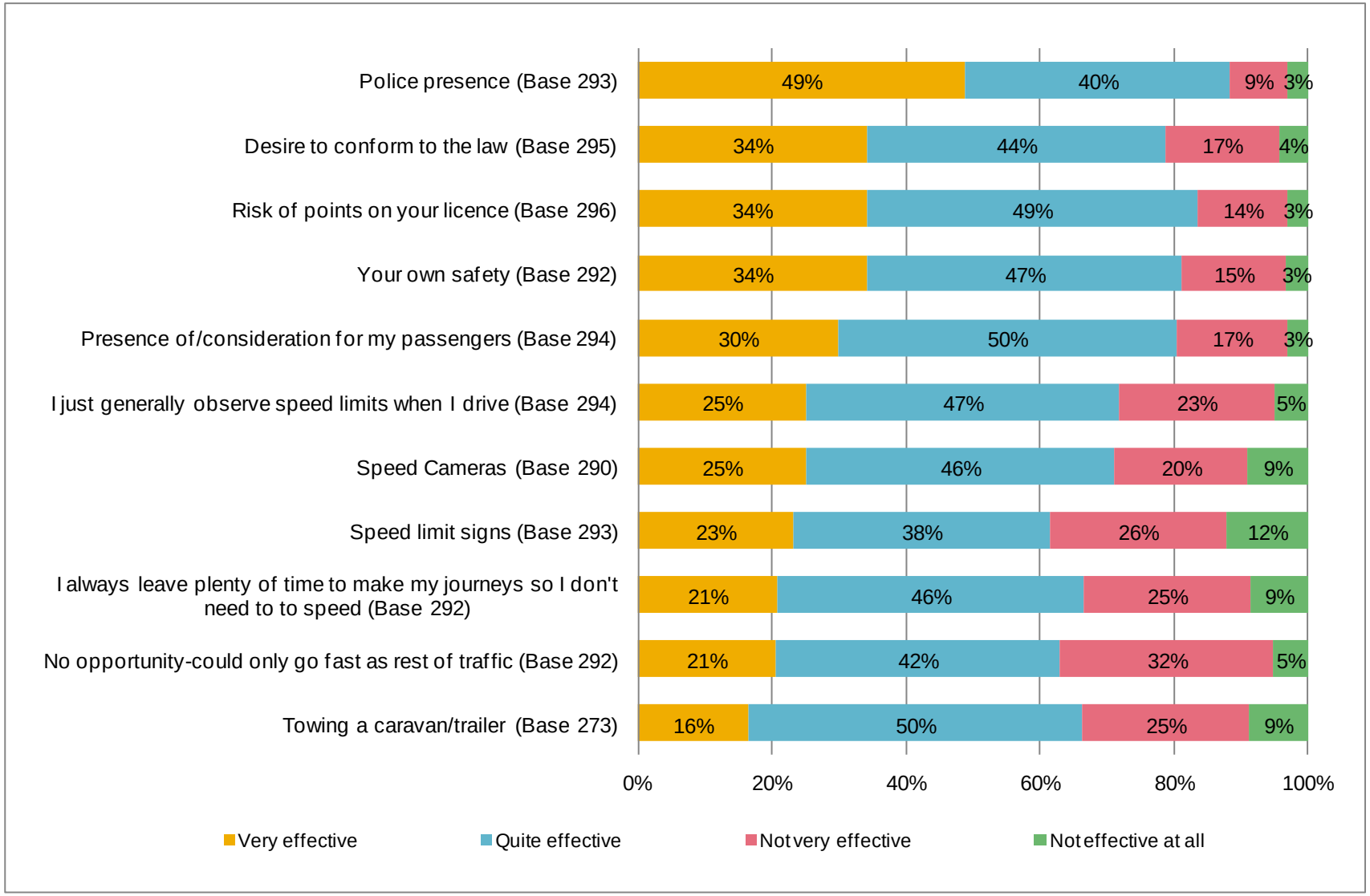
[14] AECOM, 2014. *A9 Average Speed Cameras – Traffic Modelling and Analysis.* Section 4.3, page 27-33,

- Respondents aged 60 or over were also significantly more likely to say *leaving enough time to make their journey* was effective in enforcing speed limits compared to respondents aged 17-34 (81% compared to 66%).

The results to this question suggest respondents were thinking in general rather than just about their last journey. This is not necessarily a problem with the survey or the way the question was asked, but just the way people think about their driving. As long as this question is asked in the same way in the follow-up survey then this will be comparable.

Capabilities on project:
Transportation
Market Research

Figure 4.4 Effectiveness in enforcing respondents' speed on the A9

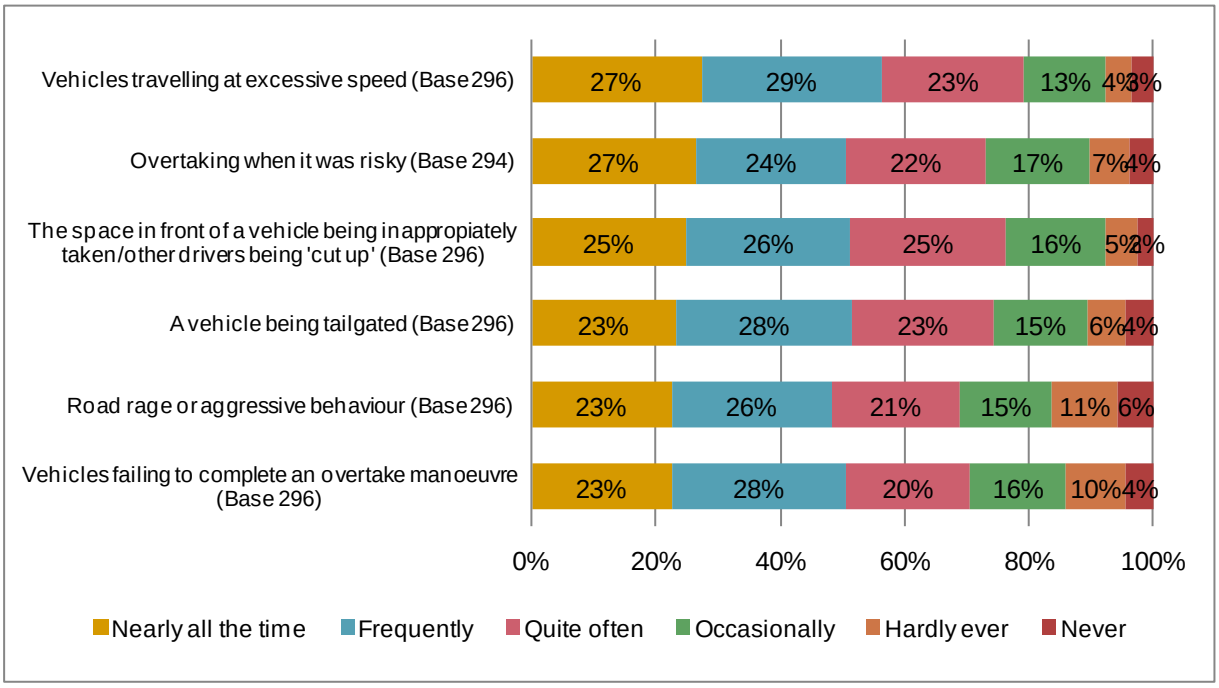


How effective would you say the following were in enforcing your speed when using the A9 on your most recent journey? Excludes respondents who said they did not know and those who were not aware of scheme

4.5 Witness to different types of risky driving behaviour

Respondents were asked about how often they had witnessed a selection of risky driving behaviours during their last journey on the A9 on a six point scale from 'nearly all the time' to 'never'. Offences were seen by the vast majority of respondents (varying from 94% to 98%) as shown in **Figure 4.5**.

Figure 4.5 Witness to different types of risky driving behaviour during last journey on A9



Now just thinking about the part of your journey that was on the A9, how often (if at all) did you witness the following on THIS particular trip? Does not include 'not applicable'

'One off/first time' users were significantly more likely compared to 'daily/weekly' users to say they had hardly ever/never seen the following behaviours:

- *Overtaking when it was risky* (18% 'one-off/first time' users hardly ever/never compared to 6% 'daily/weekly' users);
- *Vehicles failing to complete an overtake manoeuvre* (24% to 10%);
- *Road rage or aggressive behaviour* (28% to 11%);
- *A vehicle being tailgated* (17% to 6%);
- *Vehicles travelling at excessive speed* (15% to 4%); and
- *The space in front of a vehicle being inappropriately taken/other drivers being 'cut up'* (15% to 4%).

From the questionnaire it is not possible to tell what the reasons behind these differences were and with the relatively low base of one off/first time users, these conclusions should be treated with caution.

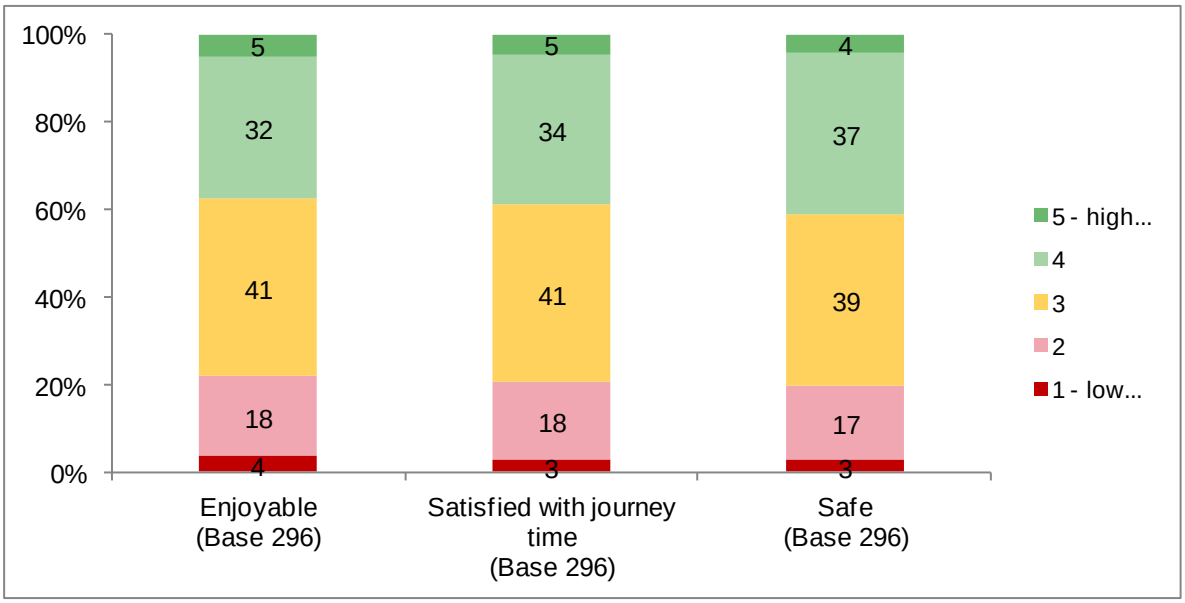
The data suggests that this question may have been misunderstood and regular users especially were reporting how often they see these behaviours in general on the A9 and not during their last journey. This is something that will need to be considered in the follow up survey.

4.6 Enjoyment, satisfaction and safety

Respondents were asked about enjoyment, satisfaction with journey time and safety on their last journey; the results are shown in **Figure 4.6**. A scale of 1 to 5 was used in these questions with the scale being from 1 'low...' to 5

'high...'. Thirty seven percent gave a score of 4 or 5 for enjoyment compared with 22% scoring 1 or 2. Similarly 39% scored satisfaction with journey time highly (4 or 5) and 41% rated safety highly. Just 21% rated satisfaction with journey time as low (1 or 2) with 20% saying the same for safety.

Figure 4.6 Enjoyment, satisfaction and safety with/on journey



How enjoyable was your journey?; How satisfied were with how long the journey took?; How safe did you feel during your journey?(1=low, 5=high)

The relationship between the results to this question was examined and found:

- A very strong correlation (0.9) between 'enjoyment' and 'satisfaction with journey time'. This means those who enjoyed the journey were also satisfied with journey time and those who did not enjoy the journey were not satisfied with journey time.
- A strong correlation, between 'enjoyment' and 'safety' and 'satisfaction with journey time' and 'safety' (both 0.6).
- 'Leisure' users were significantly more likely than 'commuters' to say 4 or 5 to the three questions (45% compared to 27% (enjoyment); 47% compared to 27% (satisfaction); and 50% compared to 31% (safety)).

When split by sub group:

- Respondents aged 17-34 were significantly less likely to have 'enjoyed their journey' along the A9 compared to those aged 35-59.
- Males were significantly more likely to have felt safe on the A9 compared to females (46% compared to 34%).

It is worth noting here that there may be some response bias due to using the same scale for all three questions, or possibly respondent fatigue given these were some of the final questions in the survey. This is something that needs to be considered in the follow up survey.

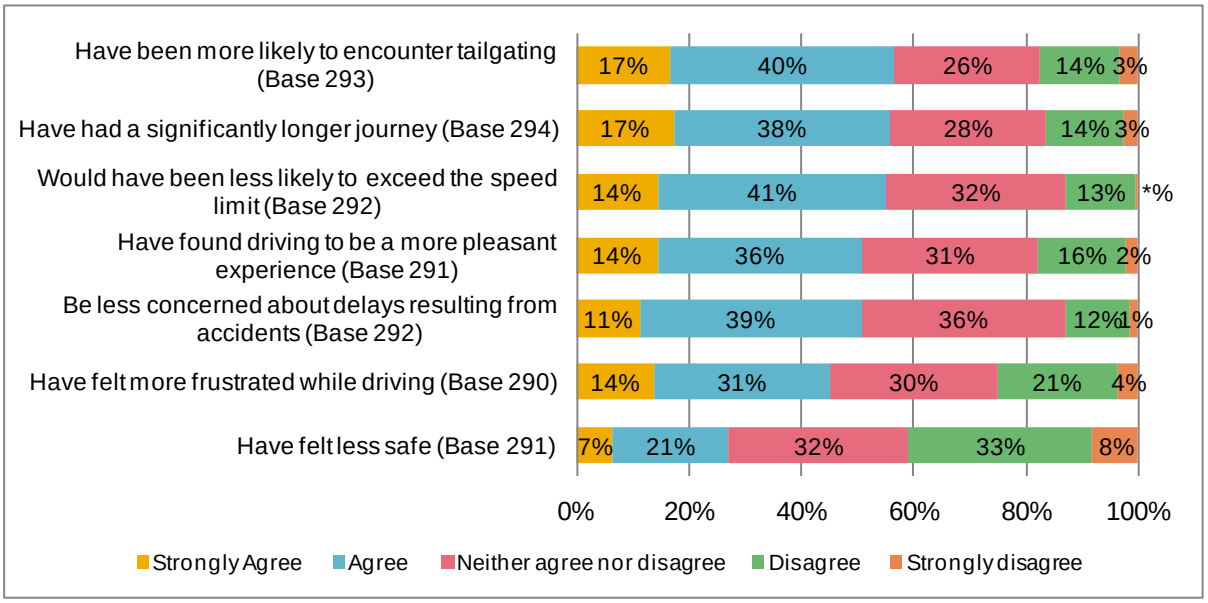
4.7 Expected effect of Average Speed Cameras on the A9

Respondents were then read the following text by the interviewer**:**

> *"Average speed cameras are sets of two or more cameras installed along a fixed route that work by using an automatic number plate recognition (ANPR) system to record a vehicle's number plate at each fixed camera site. As the distance is known between these sites, the average speed can be calculated by dividing this by the time taken to travel between two points. The cameras use infrared illumination allowing them to operate both day and night."*

After hearing the information they were asked what effect the introduction of ASCs would have had on their most recent journey along the A9, the results are shown in **Figure 4.7**. A large proportion of respondents 'strongly agreed' or 'agreed' that they would have been more likely to have *encountered tailgating* (57%) and have *had a significantly longer journey* (55%). The proportion of respondents that admitted to speeding (73% - **Figure 4.2**) could be a reason behind respondents' thinking *the journey would take significantly longer*. Over half (55%) of respondents 'agreed' (41%) or 'strongly agreed' (14%) that they would be *less likely to exceed the speed limit*.

Figure 4.7 Expected effect of Average Speed Cameras



How far do you agree that if average speed cameras had been installed on the A9 for your most recent journey, you would...?

In **Figure 4.8a and 4.8b** frequency by which respondents said they carried out risky driving behaviours[15] (**Figure 3.2**) is cross-tabulated with some of the expected effects of ASCs.

Figure 4.8a With Average speed cameras, would have felt more frustrated while driving

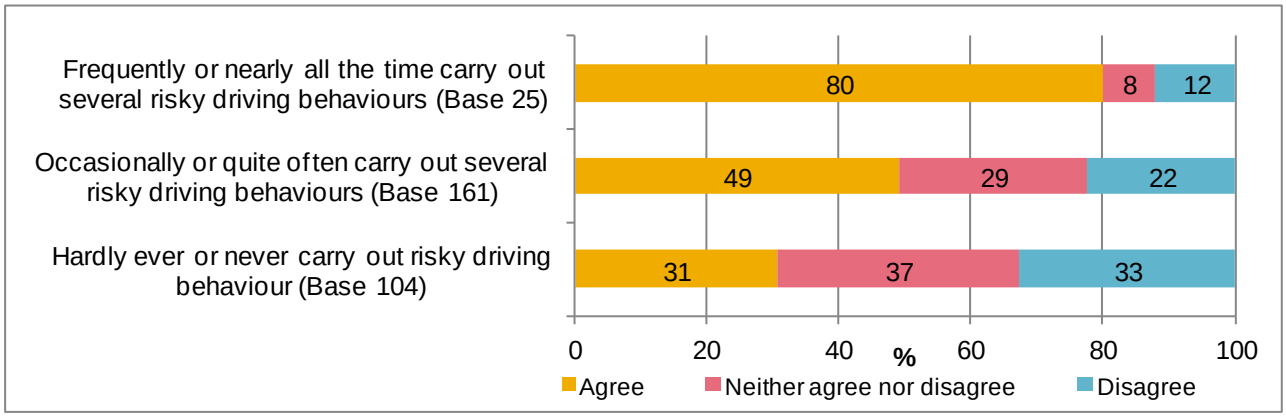
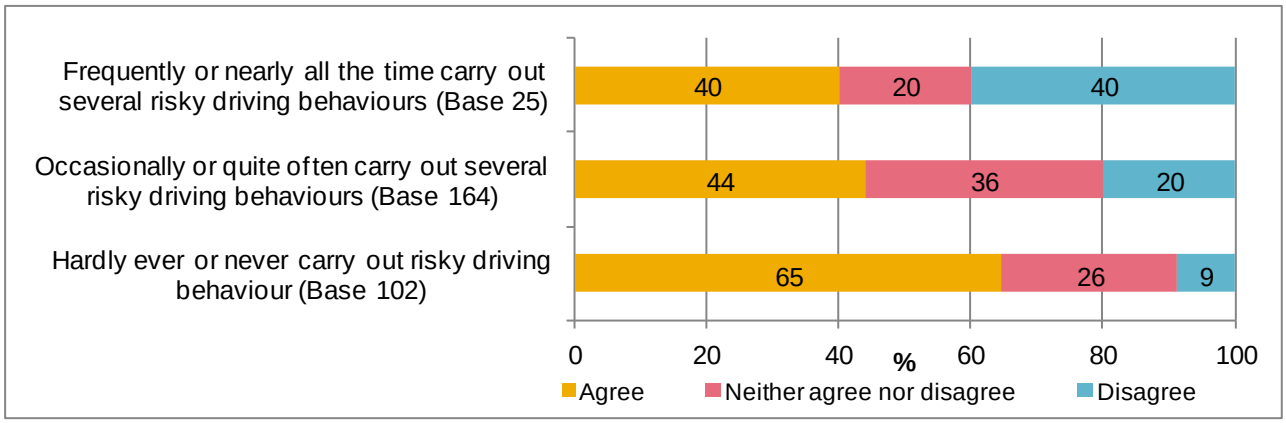


Figure 4.8b With Average speed cameras, would have found driving to be a more pleasant experience



Respondents have been grouped according to the frequency by which they carried out risky driving behaviours and analysed the impact of ASCs by these.

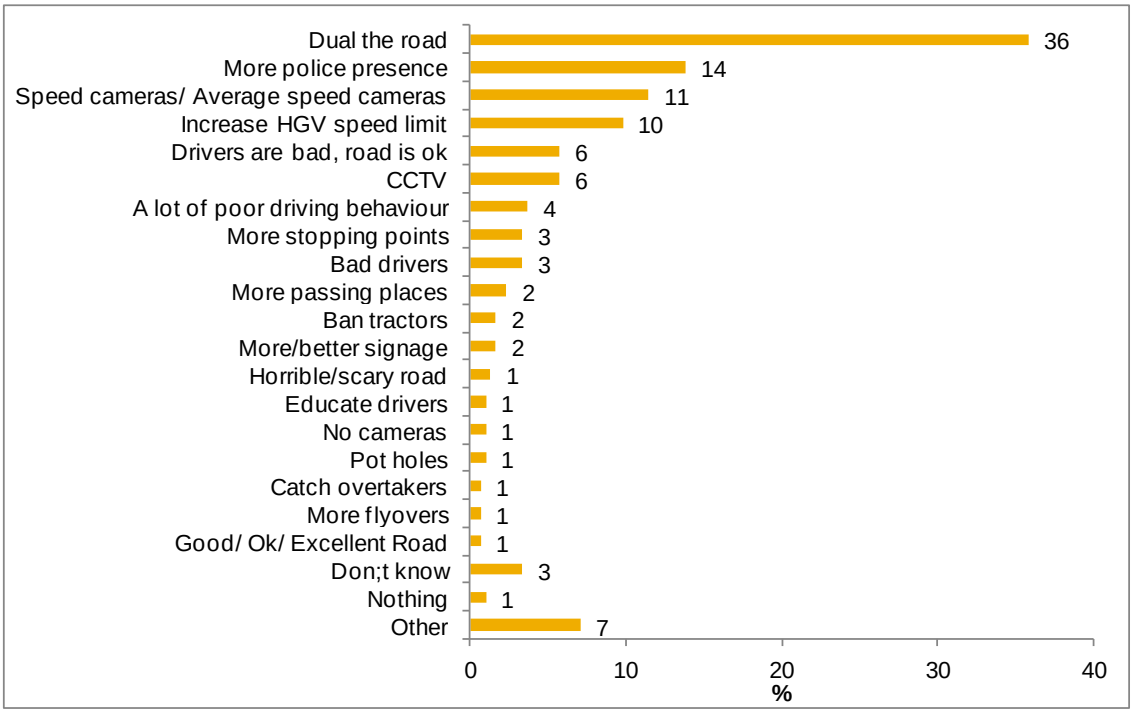
- **Figure 4.8a** shows that respondents who said they more regularly carry out risky driving behaviours were more likely to agree that they would be frustrated with ASCs - 80% of these 'frequently/nearly all the time' compared to 31% of respondents 'hardly ever/never' carrying out risky driving – a significant difference.
- The difference between those who felt they would have had a more pleasant driving experience **(Figure 4.8b)** with ASCs on the road is also large, with 65% of those saying 'hardly ever/never' performing risky driving behaviour, compared to 40% who said 'frequently/nearly all the time' – a significant difference.

[15] Risky driving behaviours are all those outlined in Figure 3.2 that are classed as aggressive or ordinary violations

4.8 Other comments

As a final question respondents were asked if they had any other comments in relation to safety on the A9. Responses have been put into themes as shown in **Figure 4.9** and a full list in included in **Appendix B.**

Figure 4.9 Other comments relating to safety on the A9



Base 296 *Is there anything else that you would like to say in relation to your views on safety along the A9...?*

Summary and Next stage

5 Summary and Next stage

This section gives a summary and details of the next stages to this program of research.

5.1 Summary of main findings

5.1.1 General driving behaviour

Respondents interviewed said they were generally confident when driving on all types of road with 96% of drivers feeling either 'very confident' (66%) or 'reasonably confident' (30%) whilst travelling specifically on the A9 between Perth and Inverness. Males were generally more confident when driving on all road types including the A9.

Police presence was deemed to be the most effective measure in improving road safety (89% saying 'very or quite effective') whilst 78% said *average speed cameras* were 'effective' or 'very effective'. Those with more than 5 years experience of driving were significantly more likely than those with less experience to say *police presence* was effective (90% compared to 73%).

5.1.2 Driving behaviour on the A9

Although a majority of respondents knew the speed limit on the A9, 31% were not aware of it on the dualled sections and 8% were not aware of it on the single carriageway sections. There was a significant relationship between 'frequency of use' and 'knowledge of the correct speed limit' with frequent users being more aware.

Over half of respondents (54%) said *exceeded the speed limit by more than 3mph* 'frequently or occasionally' on the A9 whilst 38% 'frequently or occasionally' said they did so by *more than 10mph* and 20% said they did so by *more than 15mph*. Over half of those *exceeding the limit by 15mph* or more 'frequently' or 'occasionally' were frequent users and 75% of these were male. The most common reason for speeding was that the respondents *felt it was safe to do so* (94% said 'to some extent' or 'to a very large extent').

Police presence, or threat of, was seen to be the most effective way of enforcing a drivers' speed on their most recent journey on the A9, with 89% saying this was 'effective or very effective'.

Many safety relevant driving behaviours were witnessed regularly by respondents on their most recent journey on the A9 although there is a suggestion that this question may have been misunderstood and that respondents were simply answering about their general experiences of driving on the A9 rather than their last trip only. This is something that will be considered in the follow-up survey although the questions must not be changed in a way that there is no possibility of tracking behavioural change.

Responses to levels of 'enjoyment', 'satisfaction' and 'safety' received similar answers from respondents and this could be a sign of common method bias or respondent fatigue given this was one of the last questions in the survey. This is, again, a factor that will be considered when planning and analysing the follow up stage of the research.

Finally, over half of the respondents either 'agreed' or 'strongly agreed' that after the introduction of average speed cameras they would be more likely to *encounter tailgating* (17% 'strongly agree' and 40% 'agree') and have *had a significantly longer journey time* (17% 'strongly agree', 38% 'agree').

5.2 Next stages

This primary research was the first part of a two stage research approach with the aim of setting a baseline which can be used to compare the effects of the introduction of Average Speed Cameras on the A9.

The current timetable of implementation suggests the cameras are to be operational from October 2014 onwards. The cameras are to be active for around six months before the follow up survey will be carried out in March/April 2015, a year on from the first stage of research. This means any seasonal issues are unlikely to play a major part in how safe people feel when travelling on the A9.

The sample of A9 drivers is also a factor to consider and the intention will be for it to be as similar as possible to the sample from the first stage with quotas set to ensure this. This is important given the differences identified between driver types and frequency of use but, if this is not possible, then a weighting will be applied to the data. Driver types, survey locations, general driver behaviours will be used as tools to measure the comparability of the before and after survey results. Additional weighting may be required n the types of drivers particularly looking at the number of risky driving behaviours they carry out when driving as outlined in **Figure 3.2** and **Figures 4.8a and b**.

It is important that the questionnaire does not change significantly for the After survey with only minor changes to the wording of some questions and introductions expected. All these changes will need to be approved by Transport Scotland and the study's peer reviewer.

Once this follow up survey data has been collected it will be analysed in detail with comparisons drawn to baseline findings. The comparisons will help to meet the objectives outlined in Section 1.2 of this report and notably help Transport Scotland and The A9 Safety Group understand how peoples' attitudes and perceptions towards driving on the A9 have changed.

Appendices

Appendix A - Questionnaire

A9 Road User Survey Questionnaire

Interviewer:	
Date:	
Time:	
Survey Location:	
Reference Number (OFFICE USE ONLY)	

Screening

Good morning/afternoon/evening

We are conducting some research on behalf of Transport Scotland with users of the A9, between Perth and Inverness. Could you spare a few minutes to answer some questions?

Yes	1	CONTINUE
No	2	THANK AND CLOSE

S1 When did you last make a journey, lasting at least 15 minutes on the A9, as a car driver. SHOW MAP

Within the last 24 hours	1	CONTINUE
Any other time	2	THANK AND CLOSE

S2 How often do you make journeys, as a car driver, on the A9? *(Tick one only)*

Daily / Weekly	1
Monthly / Occasionally	2
One off/first time/tourist	3

S3a What do you think the speed limit is for cars along the A9 where it is a single carriageway? *(Tick one only)*

30mph	1
40 mph	2
50 mph	3
60 mph	4
70 mph	5

S3b What do you think the speed limit is for cars along the A9 where it is a dual carriageway? *(Tick one only)*

30mph	1
40 mph	2
50 mph	3
60 mph	4
70 mph	5

S4 Where are/ were you travelling to and from on the most recent journey you made using the A9? / or now?

From: _____ **Approx departure time:** _____

To: _____ **Approx arrival time:** _____

S5 What is/ was the purpose of your trip? *(Tick one only)*

Commuting	1	CHECK QUOTA
Business	2	CHECK QUOTA
Leisure	3	CHECK QUOTA

We would now like to ask some questions about your driving in general (not just the A9). The answers you give will be treated in confidence, so please answer frankly. The answers will only be used for transport planning purposes and your response won't be traceable.

Q1 IN GENERAL, how often do you drive on business purposes, that is, in connection with your work? *(Tick one only)*

Once a week or more	1	CONTINUE
Less than once a week	2	CONTINUE
Never	3	GO TO Q3

Q2 And is this by... *(Tick one only)*

Car	1
Van/Light goods vehicle	2
Bus/coach/HGV	3

Q3 For how many years have you held a car driving licence? *(Tick one only)*

Less than 2 years	1
2 to 5 years	2
6 to 10 years	3
More than 10 years	4

Q4 Roughly how many miles have you driven in the last 12 months?

_____

Q5 How confident would you say you were, as a driver, on the following types of road? SHOWCARD A *(Tick one for each row)*

	Very confident	*Reasonably confident*	*Not very confident*	*Not at all confident - a nervous driver*
Motorways	1	2	3	4
The A9 – between Perth/ Inverness	1	2	3	4
Other single carriageway roads	1	2	3	4
Other dual carriageway roads	1	2	3	4
In towns and villages	1	2	3	4

I am now going to ask you about your GENERAL driving behaviour. Using this scale from one to six, where:

1= Nearly all the time 2=Frequently 3=Quite often 4=Occasionally 5=Hardly ever 6=Never

Q6 Remembering that this survey is confidential, IN GENERAL how often do you...? SHOWCARD B *(Tick one for each row)*

	Nearly all the time	*Frequently*	*Quite often*	*Occasionally*	*Hardly ever*	*Never*
Overtake a slower moving vehicle on the outside	1	2	3	4	5	6
Overtake a slower moving vehicle on the inside i.e. undertake	1	2	3	4	5	6
Travel close to (tailgate) another vehicle	1	2	3	4	5	6
Exceed the speed limit on a dual carriageway	1	2	3	4	5	6
Get into the wrong lane approaching a roundabout or a junction	1	2	3	4	5	6
Have to slow down when you are aware that there is a speed camera ahead	1	2	3	4	5	6
Exceed the speed limit on a rural single carriageway	1	2	3	4	5	6
Exceed the speed limit on a motorway	1	2	3	4	5	6
Switch on one thing, such as the headlights, when you meant to switch on something else, such as the wipers	1	2	3	4	5	6
Sound your horn to indicate your annoyance to another road user	1	2	3	4	5	6
Find yourself driving faster than you intend to	1	2	3	4	5	6
Exceed the speed limit in towns and villages	1	2	3	4	5	6

Q7 IN GENERAL, how effective would you say the following are in improving road safety? SHOWCARD C AND SHOWCARD D *(UNPROMPTED, DO NOT EXPLAIN. Tick one for each row)*

	Very effective	*Quite effective*	*Not very effective*	*Not effective at all*	*Don't know*	*Unaware of this measure*
Fixed position speed cameras	1	2	3	4	5	6
Mobile speed camera vans	1	2	3	4	5	6
Average speed cameras	1	2	3	4	5	6
Police presence	1	2	3	4	5	6
Flashing signs showing speed of the approaching car	1	2	3	4	5	6
Speed limit signs	1	2	3	4	5	6

Q8 Now thinking about the most recent time you drove on the A9, i.e. in the last 24 hours, how often did you...? SHOWCARD E *(Tick one for each row)*

	Frequently	*Occasionally*	*Hardly ever*	*Never*	*Not applicable*
Overtake on a single carriageway section of road	1	2	3	4	5
Overtake on a dualled section of road	1	2	3	4	5
Feel frustrated due to being in traffic travelling slower than the speed you wanted to drive at	1	2	3	4	5
Feel frustrated at the lack of opportunity to overtake	1	2	3	4	5
Feel unsafe due to the actions of other road users	1	2	3	4	5
Check your phone or make/ take a call	1	2	3	4	5
Feel that the journey is/was taking longer than it should	1	2	3	4	5
Start to overtake but had to abandon the manoeuvre	1	2	3	4	5
Think you exceeded the speed limit by more than 15 mph	1	2	3	4	
Think you exceeded the speed limit by more than 10 mph	1	2	3	4	
Think you exceeded the speed limit by up to 3 miles per hour	1	2	3	4	
			Go to Q10		

Q9 To what extent were any of the following reasons for you exceeding the speed limit on the most recent trip made on the A9? SHOWCARD F

	To a very large extent	*To some extent*	*Not a factor*	*Don't know*
Felt pressurised by following traffic	1	2	3	4
To make up time after being stuck behind slow moving vehicles	1	2	3	4
Didn't leave enough time to make my journey	1	2	3	4
I generally exceed speed limits when I drive	1	2	3	4
I felt it was safe to do so	1	2	3	4
Because I like going fast	1	2	3	4

Q10 How effective would you say the following were in enforcing your speed when using the A9 on your most recent journey? SHOWCARD G *(Tick one for each row)*

	Very effective	*Quite effective*	*Not very effective*	*Not effective at all*	*N/A or did not encounter*
Speed cameras	1	2	3	4	*5*
Speed limit signs	1	2	3	4	*5*
Police presence	1	2	3	4	*5*
Risk of points on your licence	1	2	3	4	*5*
Your own safety	1	2	3	4	*5*
Desire to conform to the law	1	2	3	4	*5*
No opportunity – could only go as fast as rest of traffic	1	2	3	4	*5*
I just generally observe speed limits when I drive	1	2	3	4	*5*
I always leave plenty of time to make my journeys so I don't need to speed	1	2	3	4	*5*
Towing a caravan/ trailer	1	2	3	4	*5*
Presence of/ consideration for my passengers	1	2	3	4	*5*

Q11 Now just thinking about the part of your journey that was on the A9, how often (if at all) did you witness the following on THIS particular trip? SHOWCARD H *(Tick one for each row)*

	Nearly all the time	*Frequently*	*Quite often*	*Occasionally*	*Hardly ever*	*Never*
Overtaking when it was risky	1	2	3	4	5	6
Vehicles failing to complete an overtake manoeuvre	1	2	3	4	5	6
Road rage or aggressive behaviour	1	2	3	4	5	6
A vehicle being tailgated	1	2	3	4	5	6
Vehicles travelling at excessive speed	1	2	3	4	5	6
The space in front of a vehicle being inappropriately taken/ other drivers being 'cut up'	1	2	3	4	5	6

Q12 On a scale of 1 to 5, where 1 is low and 5 is high, how enjoyable was your journey?

Low				*High*
1	2	3	4	5

Q13 On a scale of 1 to 5, where 1 is low and 5 is high, how satisfied were you with how long your journey took?

Low				*High*
1	2	3	4	5

Q14 **On a scale of 1 to 5, where 1 is low and 5 is high, how safe did you feel during your journey?**

Low				*High*
1	2	3	4	5

Q15 **READ OUT: *AVERAGE SPEED CAMERAS* are sets of two or more cameras installed along a fixed route that work by using an automatic number plate recognition (ANPR) system to record a vehicle's number plate at each fixed camera site. As the distance is known between these sites, the average speed can be calculated by dividing this by the time taken to travel between two points. The cameras use infrared illumination allowing them to operate both day and night.**

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how far do you agree that if average speed cameras had been installed on the A9 for your most recent journey, you would... SHOWCARD I *(Tick one for each row)*

	Strongly agree	*Agree*	*Neither agree nor disagree*	*Disagree*	*Strongly disagree*
Have felt more frustrated while driving	1	2	3	4	5
Have had a significantly longer journey	1	2	3	4	5
Have found driving to be a more pleasant experience	1	2	3	4	5
Have felt less safe	1	2	3	4	5
Have been more likely to encounter tailgating	1	2	3	4	5
Be less concerned about delays resulting from accidents	1	2	3	4	5
Would have been less likely to exceed the speed limit	1	2	3	4	5

Q16 **Is there anything else that you would like to say in relation to your views on safety on the A9?** *(Probe fully)*

And finally, just to ensure that we have spoken to a representative sample of drivers,

D1 **Which age group do you fall into? SHOWCARD J**

1 17-19
2 20-24
3 25-34
4 35-44
5 45-54
6 55-59
7 60-64
8 65+

D2 **Gender (DO NOT ASK)**

1 Male
2 Female

D3 Which of the following best described your working status? SHOWCARD K

1 Full-time (30 hours/wk+)
2 Part time (8-29 hours/wk)
3 Not working (under 8 hours)
4 Retired
5 Unemployed
6 Student
7 Other (please specify) _____

D4 Interviewer please probe for SEG code

1 AB
2 C1
3 C2
4 DE

D5 Please could you provide the first part of your postcode e.g. G12?

_____

And finally...

D6 How many accidents have you been involved in, in the past three years when you were driving, regardless of blame?

_____

D7 How many penalty points have you received for speeding in the past three years?

_____

Thank you for completing this survey. To be in line with MRS Code of Conduct, AECOM need to back check 10% of all completed surveys. To help this I would be grateful if you could supply me with your name and telephone number.

THIS WILL NOT BE USED FOR ANYTHING ELSE AND WILL BE DESTROYED IMMEDIATELY ON COMPLETION OF THE BACK CHECKING PROCEDURES

Name _____

Telephone number_____

THANK AND CLOSE

Appendix B – Verbatim responses to Q16

Verbatim responses to Question 16 - *Is there anything else that you would like to say in relation to your views on safety on the A9? (Probe fully)* - are shown below:

40mph causes frustration, more police needed
A lot of cars overtake dangerously
All dual carriageway
All dual carriageway
Allow lorries to go faster, flyovers at junctions
Anything that helps make it safer
Average speed cameras near Dunkeld, don't want dualled from Pitlochry to Perth
Average speed cameras would help
Average speed cameras would work a treat
Bad drivers, been driving it for 30 years and it's bad drivers
Ban tractors
Better short cuts
Better signage, educate drivers
Bigger police presence
Bigger police presence, mobile phone leaver lanes
Bollards to stop overtaking
Camera to catch overtakers
Camera to stop these silly people speeding
Cameras a good idea
Cameras and dual all the way
Cameras needed to catch overtakers
Cameras to catch overtakers
Cameras to catch people overtaking which put others at risk
Cameras would help
Cameras would help other people slow down and stop overtaking
Can have more stop points or petrol stations for a stop
Catch overtakers
Catch speeders and give driving ban, more police, dual all the way
CCTV
CCTV
CCTV
CCTV on the roads to catch overtakers putting drivers at risk
Change the speed limit for
Clamp down on overtakers
Don't know
Don't know
Don't know

Drivers are crazy, roads are okay
Drivers observe more, road is okay, it's the drivers that are not
Drivers should be fined more for speeding
Dual
Dual
Dual
Dual
Dual
Dual all along
Dual all along
Dual all along
Dual all along A9
Dual all along A9 and not just small sections
Dual all along the A9
Dual all along the road
Dual all road
Dual all road
Dual all the way
Dual all the way
Dual all the way
Dual all the way
Dual all the way
Dual all the way, bad drivers
Dual all the way, restrict HGVs from travelling
Dual and make speed all the same for HGVs and all other vehicles
Dual and more cops
Dual carriageway
Dual carriageway all on that stretch of road
Dual carriageway all the road up to Nairn
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way
Dual carriageway all the way is a must
Dual carriageway but not take away look of land, people don't want countryside to be upset
Dual carriageway make speed limit the same for everyone
Dual carriageway most of the way
Dual carriageway need to be upgraded
Dual carriageway or let lorries go faster
Dual carriageway or police presence for speeders
Dual carriageway the whole way

Dual carriageway would be good all the way
Dual carriageway would stop the overtaking
Dual carriageway, lorries go too slow, drivers bad
Dual carriageway, people to do a refresher course at driving
Dual carriageway, police presence
Dual carriageways all the way, police should sit at the junctions and corners
Dual for longer
Dual for safety, but we live here but people live here and don't want it next to your house
Dual from here to Inverness
Dual it
Dual it all
Dual it all
Dual it all the way
Dual it and ban tractors
Dual it!
Dual it, due to the drivers taking liberties on speed limits and overtaking while unable to see oncoming traffic
Dual it, speed cameras, improve railway line
Dual road, impose heavy fines for bad drivers
Dual road, potholes need sorting
Dual the best way to go
Dual the road
Dual the road, get trucks doing 50mph on single track
Dual the whole road, more police on the road
Dual/more flyovers
Excellent road, bad drivers don't know much
Excellent road, has been improved over last few years
Faster lorries, gates for deer, more cameras, heavy fines for trouble causers
Fines for people driving in excess of the speed limit
Get lorries to go a bit faster
Give lorries a slow lane and put it to dual carriageway
Give lorries a slow lane or up the speed as it holds you back
Good idea to dual it all the way
Good road, bad drivers
Good road, bad drivers
Good road, bad drivers
Good road, just bad drivers
Good road, naughty drivers
Happy as it is a good stretch of road
Horrible road, queues, people get frustrated going from dual to single
I saw a lot of fast drivers and a lot trying to overtake
If there was more cameras people would slow down more
Improve bad driving, nothing wrong with roads
Increase speed limit for lorries they go slow and hold up traffic
Indifferent on the subject

It should be a dual carriageway all the way
It should be dual carriageway all the way, that's why accidents happen
It's all down to bad drivers
It's not the road, it's the drivers
It's not the road, it's the drivers, stop being in a hurry
It's the drivers not the road so dual carriageway would be good
Lack of services, speed cameras, need a dual carriageway
Larger vehicles need to go faster
Less slow lorries, let them go faster
Less slow moving trucks
Less tractors
Let lorries go faster than 40mph and make it dual all along A9
Let lorries go up to 50mph and dual carriageway the whole road
Let the trucks go faster than 40mph
Lorries and larger vehicles need to go faster
Lorries going faster as the speed they do is dangerous to drivers that want to overtake
Lorries slow down as they are going too fast or they go too slow and course accidents
Make dual carriageway all the way
Make HGVs travel at the same speed as everyone else
Make it all dual
Make it all dual carriageway
Make it dual
Make it dual, less slow trucks
More cameras
More cameras
More cameras
More cameras (speed)
More cameras to name and shame people who over take and cause accidents
More cameras, more police
More cameras, more police
More cameras, stop the overtakers
More dualling, less slow lorries
More dualling, too many bottle necks
More flyovers
More flyovers to help the backlog of traffic
More lay-bys
More lay-bys and speed cameras
More lighting is needed
More passing areas
More passing areas
More passing areas, more police
More passing places
More passing places
More places to stop and more police presence

More police
More police
More police
More police
More police
More police
More police
More police
More police and dualling
More police and speed limit increase
More police or a dual carriageway would help
More police presence
More police presence
More police presence
More police presence
More police presence, lorries to go faster
More police, better signage
More police, dual all the way
More police, dual carriageway
More police, speed cameras
More policing would help, not the road, it's the drivers
More service stations
More signs needed for the speed limit
More signs, more cameras, dual it
More speed cameras
More speed cameras
More speed cameras where they can't overtake
More speed cameras would be good
More speed cameras would slow traffic down
More speed cameras, CCTV for overtaking
More train lines, I would then take the train to work
More warning signs to tell you when it's a single lane, dual it
Move passing places, more dual
Need more police assistance
Need more police drivers taking too many risks
Need more police presence
Need more speed cameras
Need something to help stop overtaking
Need to make it dual carriage, lorries are holding us back
Need to make the road dual carriageway there are too any accidents
Needs to be a dual carriageway all the way
Needs to be upgraded to dual all the way, people are in a hurry and it can cause accidents
New road - a motorway would be good!
No comment

No comment
No comment
No idea
No idea
No not anything I can think of
No nothing apart from stupid drivers taking risk
No problem with road, it's the drivers
None
None
None
None, good road
One of the worst roads, too many delays, lorries are going to slow
Passing places, dual all the way
People get very frustrated so that is the cause of speeding, police presence would be good
People learned how to drive properly
People overtaking causes accidents and make other drivers feel unsafe
Potholes
Potholes, some parts look like they have sunk
Put cameras in to catch overtaking
Put lorries up to 60mph, no cameras
Put speed of lorries up
Put the speed limit up for lorries and bigger vehicles
Reduce farming vehicles from using this road, dual it
Road good, bad drivers
Safety is a priority, overtaking/speeding terrible
Same speed limit for everyone
Should all be dual and more speed cameras
Should all be dual, more stopping places
Should be dual all the way
Should be turned into a dual carriageway all the way
Single track part is bad, people overtake, should up speed limit, average speed cameras
Small cut off points should be well lit and traffic slowed down
Some service stations needed
Speed bumps/more services
Speed cameras
Speed cameras
Speed cameras
Speed cameras
Speed cameras and dual carriageway
Speed cameras can make it worse as some of the cars will show down and might crash
Speed cameras don't really affect the drivers who will speed regardless of a fine
Speed cameras on single carriageway, dual some of it
Speed limit increased for larger vehicles
Teach people how to overtake HGVs only driving at 40mph

The bad drivers, the roads are not bad
The best thing that could happen is speed cameras – need more of them
The people driving the road always in a hurry so dual carriageway would help
The roads are fine, drivers are bad
The roads are good, just the drivers that are not careful enough
The roads are ok, it's the drivers that speed too much so more police presence would help
The single lane parts are a bit scary
The speed limit should be chopped so not much widening as it's a scenic route
They should stop lorries passing on the dual carriageway
They should take tractors off road, put speed up for lorries
They should think about rising the speed limit for lorries so they don't hold up the rest of the drivers on the road
This would need to be experienced to give an opinion on it but I think dual is the way to go
Too easy to overtake
Too many buses/bikes going too slow, speed limit needs to change
Too many drivers going too fast and getting frustrated
Too many overtakers
Too many overtakers, lorries go to slow
Too many overtakers, need more police presence
Too many people in a hurry
Too many potholes, need a dual carriageway
Too much speeding, needs more speed cameras and police presence
Turn into dual carriageway
Vans and lorries going a bit faster as they go to slow
Very dangerous, speed cameras would be good
Would like to see it upgraded to dual carriageway