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Mornington Peninsula Safer Speeds Trial – Community Sentiment Survey Final Report



Department
of Transport

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AMSRO



ESOMAR
member

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A note to readers on the interpretation of qualitative findings

In the results which follow, the reader is reminded that qualitative research seeks to develop insight and direction rather than provide absolute measures.

Given the sample sizes, the special recruitment methods adopted and the objectives of the study, it should be understood that qualitative research work is exploratory in nature.

There are no statistical degrees of confidence in qualitative findings and they are not necessarily representative of the broader population.

Qualitative findings should therefore be viewed as a frame of reference and indicative in their nature.

Executive Summary

This report details the findings from a survey of community sentiment regarding the Mornington Peninsula Safer Speeds Trial. The two-year trial commenced in December 2019 and involved reducing the speed limit on 33,100 km/h and 90 km/h council managed sealed roads to 80 km/h. The evaluation of the trial involves analysis of two core parts:

1. Driving and road trauma data including traffic volumes, travel speed and trauma statistics in a 'before' and 'after' context as well as
2. Community sentiment towards the reduced speed limits.

The overall evaluation of the trial is scheduled to be completed in early 2022. The objectives of the community sentiment research were to understand:

- ▢ Awareness, perceptions and support of the trial amongst MPSC residents, including support for continuation and expansion of the speed limit reductions that are part of the trial.
- ▢ Perceptions and knowledge of issues relating to road safety, speed on the road and speed limit reductions, including the understanding of the link between speed and crashes/injuries.

The main component of this research is a survey of a randomly selected and representative sample of 1,059 Mornington Peninsula residents drawn from the VicRoads Registration and Licensing Database. This sampling approach reduced survey bias due to the wide coverage of the sample frame and random selection process. Supporting the survey was qualitative research comprised of 15 qualitative interviews conducted with survey respondents to elicit deeper understanding of the community sentiment towards the trial and speed limits generally.

To our knowledge, this is the first time in Victoria a survey of this scale and using a simple random sampling approach from a high coverage sample source has been conducted in a speed limit setting context.

Awareness and familiarity with the trial

About three quarters (76%) of respondents had heard of the Mornington Peninsula trial of reduced speed limits, and of these three quarters (75%) are familiar

with the trial. The qualitative research found that familiarity is generally an awareness that the speed limits have been reduced and that the intention is to reduce road trauma on the Mornington Peninsula.

Just over half (52%) of respondents agree that 'I know which roads have reduced speed limits' and a fifth (21%) agree that 'I was not aware that speed limits had been reduced'.

Among the 15 participants in the qualitative research, most did not recall much detail regarding what they had heard about the trial. The most common source of awareness was observing changed speed limit signs and, in some cases, adjacent signage highlighting the new speed limit.

Support for the reduced speed limits

Residents are nearly three times as likely to support the reduction of the speed limits (59%) as they are to oppose them (22%) while 20% take a neutral stance.

Among the 59% supporting the trial, reasons for supporting the trial include that it is 'safer due to less accidents' (31%), that 'safer roads/slower speeds are safer' (27%) and that it is 'safer due to poor road condition/design' (18%).

Among the 22% not supporting the trial, reasons for opposition include 'too slow/speeds should be higher/travel will take longer' (42%) and 'it will cause congestion and frustration' (21%).

Respondents underestimate the level of community support for the trial demonstrated in the survey. Only about a third (34%) agree that 'most people I know are supportive of the trial' whereas 59% of respondents support the trial.

Attitudes towards the trial

The community understands that the reason the trial has been introduced is to reduce 'road accidents/fatalities' (52%). Just over half (54%) agree that 'the speed limits are appropriate' (versus 25% disagree) and half (50%) agree that 'the speed limits make me feel safer' (versus 29% disagree).

Impact of the trial

Just over four in ten (43%) respondents agree that ‘I am personally affected by the reduced speed limits.’ (versus 30% disagree). Among those affected, a third (34%) report that they have been affected as ‘I use those roads and I drive slower/trips take longer’.

Six in ten (59%) respondents agree that ‘my local journeys will have minimal time difference because of the trial’ (versus 23% disagree).

The future of the trial

About half of respondents (51%) agree that the reduced speed limits should be made permanent, versus three in ten (29%) who disagree. Only three in ten (28%) agree that the trial should end and the old speed limits should be reinstated (versus 51% disagree). There is also majority support to expand the trial to unsealed roads, with over half (55%) agreeing to this proposition (22% disagree with this statement).

Ongoing community sentiment

The minority who opposes the reduced speed limits, or have a neutral position, report feelings of frustration and annoyance at the reduced speed limits. Key factors driving this sentiment are the increase in journey time and a feeling of driving too slow on these roads, and the risk of being penalised when driving at the incorrect speed due to a change in the speed limit. This is underpinned by a strong habitual driving speed on these roads, often formed over many years of driving on the same roads.

The qualitative research found that it is likely that residents will move to a position of acceptance over time and that some already have in the trial period. Parallels were made to other public safety initiatives, especially the shift of the default urban speed limit from 60 km/h to 50 km/h.

Providing evidence to the community

The reduced speed limits are based on the fact that reduced speed limits that match the road environment and safety features of roads lower road trauma. Supporters agree with this in-principle with nearly nine in ten (87%) supporters agreeing that ‘the reduced speed limits will help reduce the level of road trauma in the Peninsula’.

Those who oppose and some who are neutral doubt the efficacy of this approach. Less than one in ten (7%) of those opposed to the reduced speed limits

agree that ‘the reduced speed limits will help reduce the level of road trauma in the Peninsula’.

Common rejections include scepticism regarding the veracity of statistics used to demonstrate efficacy, the belief that road trauma is caused by other factors and compliant and skilled drivers are not at risk if driving at 100 km/h on these roads.

Understanding of the road safety benefit of lower speed limits

All participants in the qualitative research demonstrated an understanding that a crash which involves cars colliding head-on where they are travelling at 80 km/h will be less likely to result in a fatality than a head-on crash at 100 km/h. This is underscored by the survey results where two thirds (66%) of respondents agree that ‘lower speed limits reduce road trauma’ (versus 16% disagree). Eight in ten (79%) nominated a speed of 60-80 km/h as the most appropriate speed to reduce the risk of injury should a head on collision occur.

Aspects of road safety which are not well understood in the community

Participants in the qualitative research tended to believe that risk for any given road should be demonstrated by a count of incidents on that road. Understanding of the distributed risk of road trauma across the length of the road network and classes of roads was not an intuitive concept.

There is also a belief that a compliant and skilled driver is safe and road trauma is caused by unskilled and non-compliant drivers. Thus, reducing speed limits is seen to unnecessarily affect skilled and compliant drivers who are not at risk. In this view, risk controls should either target unskilled and non-compliant drivers or that the risk from such drivers cannot be controlled.

Conclusions

From these findings we conclude:

- ▢ The majority of the community is aware of the reduced speed limits and has limited understanding of the trial.
- ▢ The community overall supports the reduced speed limits as well as maintaining these speed limits and expanding the trial to unsealed roads.
- ▢ It is likely that the parts of the community which are neutral or opposed to the speed limits will become more accepting of the speed limits over time.
- ▢ Presenting clear evidence of a reduction in trauma, if this is found, is the evidence most likely to be accepted by the community as demonstrated success of the trial.
- ▢ The community does not understand the distributed nature of crash risk and there is a common belief that compliant and skilled drivers are not at risk (and thus an objection to controlling risk via speed limits). The community understands that lower speeds equate to a greater chance of surviving a crash.
- ▢ Changing speed limits can lead to frustration and annoyance among a minority of drivers, in part due to lower travel speeds, but also due to the habitual nature of driving on local roads and the risk of being penalised for speeding.

Recommendation

Based on the findings of this community survey and qualitative interviews, we recommend continuing the evaluation of the trial as planned. That is, considering community sentiment alongside travel speed data, road trauma statistics and impacts on travel time.

1

Introduction

This section of the report provides the background of the Safer Speeds Trial and the purpose and research objectives of the research program to understand community sentiment towards the trial.

1.1 Safer Speeds Trial

Reason for the Safer Speeds Trial

During 2019, the Mornington Peninsula Shire Council (MPSC) recorded the second highest number of lives lost from road trauma of any local government area in the state of Victoria (12 in MPS, compared with 14 on roads in the City of Greater Geelong. By November of 2019, there were 12 fatalities and 100 individuals who had sustained serious injuries on Mornington Peninsula roads.

In addition to committing to 'Towards Zero' and the implementation of the Safe System approach, the MPSC decided to undertake a large-scale speed limit reduction trial on 33 of its sealed high-speed local sealed roads, to reduce the number of road related injuries and fatalities in the Mornington Peninsula area.

The Safer Speeds Trial began in late 2019 and consisted of implementing speed limit reductions on trial roads, from 100 km/h or 90 km/h to 80 km/h. There is little road safety infrastructure on these high-speed roads currently and for the foreseeable future, meaning safer speed limits are required to minimise risk for both the local community and tourists in the area.

Broader evaluation of the Safer Speeds Trial

The quantitative survey and qualitative research described in this report regarding community sentiment toward the speed trial will form part of a broader evaluation of the Safer Speeds Trial. The broader evaluation will include speed monitoring and evaluation, with a focus on speed and traffic volume data.

1.2 Understanding Community Sentiment

Regional Roads Victoria (RRV) engaged Wallis Social Research in June 2020 to conduct research to understand community sentiment relating to the Safer Speeds Trial. The purpose of the research is to provide information to MPSC to support an evaluation of the trial and to guide development of communications directed to the community.

The COVID-19 restrictions affected traffic volumes in the trial area. Therefore, to ensure that findings were not affected by perceptions gained during a time of reduced traffic, fieldwork was postponed until November 2020. The findings in the research show that the frequency of driving was somewhat lower than that reported a year ago (both measures taken in the survey). However, the difference in driving frequency is unlikely to have a substantive impact on community sentiment towards the speed limit reductions.

The research consisted of two phases:

1. A quantitative survey of MPSC residents, followed by
2. Individual interviews.

Community Sentiment Survey

The purpose of this survey was to canvass community sentiment from a representative sample of residents of Mornington Peninsula Shire. To achieve this a simple random sample was taken using a sample frame with high coverage of shire residents. This approach afforded a more equitable chance of selection to shire residents than other sampling techniques, such as open link available through advertised channels or a list based sample frame with partial coverage of the population.

The sample was comprised of a random selection of 6,126 residents of Mornington Peninsula Shire (as indicated by the address available in the VicRoads Registration and Licensing Database). The survey was open for about four weeks (a primary approach letter was mailed on the 11 November 2020 and the last response was accepted on 8 December 2020). Overall, 1,059 online and telephone surveys were completed, a response rate of 17%.

The research objectives of the survey were to:

- Measure awareness of and familiarity with the Safer Speeds Trial
- Determine the level of understanding of which roads are affected by the trial
- Understand attitudes towards the trial
- Understand attitudes towards speed and speed limits
- Record reasons for support for and opposition to the trial
- Understand the perception of the level of road trauma on the Mornington Peninsula
- Identify the impact of the trial
- Capture opinions about the future of the trial.

Community Sentiment Interviews

The community sentiment interviews involved discussing the trial with MPSC residents who had already completed the quantitative survey in 2020. The purpose of the interviews was to deepen our understanding behind the responses obtained in the quantitative survey. The research objectives complemented the objectives for the quantitative research:

- Understand awareness and communications relating to the trial
 - The information that was communicated to respondents
 - The most effective communication methods
- Understand the reasons behind support for and opposition to the trial
 - Reasons for support or opposition
 - Benefits and problems arising from the trial
 - Feelings when driving on speed trial roads
 - Understanding of road trauma at differing levels of speed
 - Opinions about avoiding future fatalities on the road
- Understanding the reasoning behind opinions about the future of the trial
 - Maintaining the new speed limits or returning to the old speed limits.

1.2.1 Governance

Weekly Work in Progress meetings were established by Wallis when the project was commissioned in June 2020. Participants in these weekly meetings included key stakeholders from Mornington Peninsula Shire Council, the Department of Transport, and Corben Consulting.

1.3 Reading this report

This section provides a guide to the reader on interpreting the findings presented in this report.

Qualitative findings

The research draws on the findings from 15 semi-structured interviews with Mornington Peninsula residents. While these interviews provide insights elaborating and extending on the survey findings, the qualitative nature and small sample size relative to the survey must be considered when reading this report. Additionally, the sampling of the interview participants provided equal weight to supporters, opposers and those neutral to the trial, whereas the survey demonstrated a clear supportive profile among residents.

Reporting of subsets

Where percentages are provided for a subset of less than n=600 (i.e. a question was asked of fewer than 600 respondents), the number of respondents is provided in addition to the percentage. Note that questions are analysed by sub-groups (e.g. male/female, 18-39, supporters and opposers of the trial). In these instances, the percentages are reported based on the size of that sub-group (e.g. the total base size for opposers is n=215). A guide to reading tables in this report is provided on the next page.

Where results are reported from a subset of the total due to only some respondents being asked a question or the application of a filter to the data, these sections are introduced with a statement indicating the subset, for example:

“Respondents who are both aware of the trial and familiar with it (58% of respondents; n=615) were asked whether they agree or disagree with three statements regarding speed limits”*

Where results are reported for an analytical subset (e.g. males / females, opposers / supporters), these are indicated in the text and the number of respondents is either indicated in the text or the referenced table. For example:

“As shown in Table 11 on the next page, supporters (38%) and the 70-90 age group (33%) are the least likely to feel personally impacted by the reduced speed limits.”

Percentages and Rounding

Percentages in tables, figures and text have been rounded to the nearest whole number, due to rounding error the sum of percentages for any given single response question may add to between 99% and 101%.

Multiple response

Some questions allowed respondents to provide more than one response. For these questions, the sum of all of responses may be greater than 100%. These questions are indicated by the words ‘multiple response’ underneath the table or chart.

Weighting

Data were weighted to age and gender based on the ABS Census data 2016. Figures presented in this report are drawn from the weighted data. Base sizes reported are the unweighted bases.

Statistical significance

Only statistically significant results (95% confidence limits) are reported where sub-groups are compared in descriptions of the tables, unless noted otherwise. This means that there is a 95% probability that reported differences in results from sub-groups exist in the population and are not the result of variance due to sampling error.

Reading tables

Column % indicates that the figures in this table are column percentages (aside from the base shown in the 'column n' row which is always a number).

NET results are multiple categories combined into a single category.

Statistically significant differences are indicated by up arrows (↑) and **blue text** for results which are **higher** and down arrows (↓) and **red text** for results which are **lower**. These results are statistically higher or lower than all those not in that group (e.g. all other age groups, drivers of all other types of vehicle etc.).

Column %		Total	Age				Gender	
			18-39	40-59	60-69	70-90	Male	Female
NET: Support		59	41↓	56	66↑	78↑	52↓	64↑
NET: Oppose		22	33↑	23	19	9↓	28↑	16↓
Strongly support them		27	15↓	28	34↑	36↑	22↓	32↑
Support them		31	26↓	28	32	42↑	30	33
Neither support nor oppose them		20	26↑	21	15↓	14↓	20	20
Oppose them		14	21↑	15	13	7↓	17↑	12↓
Strongly oppose them		7	12↑	8	6	2↓	11↑	4↓
Column n		1059	217	325	236	281	498	561

Q6. Thinking about these changes to the speed limits in your local area, do you...

Base: All respondents

Figures may not add to 100% due to rounding

The text underneath the table or figure states the **primary question** which is being shown. It also provides the base which is the subset of data included in the table or figure. This is usually the subset which was asked the question in the survey. Information such as whether the question allows multiple responses and a caveat regarding rounding error may be shown.

'Column n' is the number of respondents in each column of a table. This is the base for the percentages in that column.

2

Findings

This section details the findings of the survey. Findings from the qualitative interviews are included to provide additional insights to the survey findings as well as presenting findings drawn solely from the qualitative phase.

The findings are presented across the following sections:

- Awareness of and familiarity with the Safer Speeds Trial, including discussion of communications about the trial
- Community position regarding the trials, including discussion of:
 - rationalisation of positions,
 - attitudes towards the trial,
 - impact of the trial and
 - future of the trial.
- Attitudes towards speed and speed limits, including:
 - attitudes towards speed limits among those familiar with the trial and
 - general attitudes towards speed and speed limits
- Perception of the level of road trauma on the Mornington Peninsula
- Differences in driving experience and behaviour due to COVID-19 conditions.

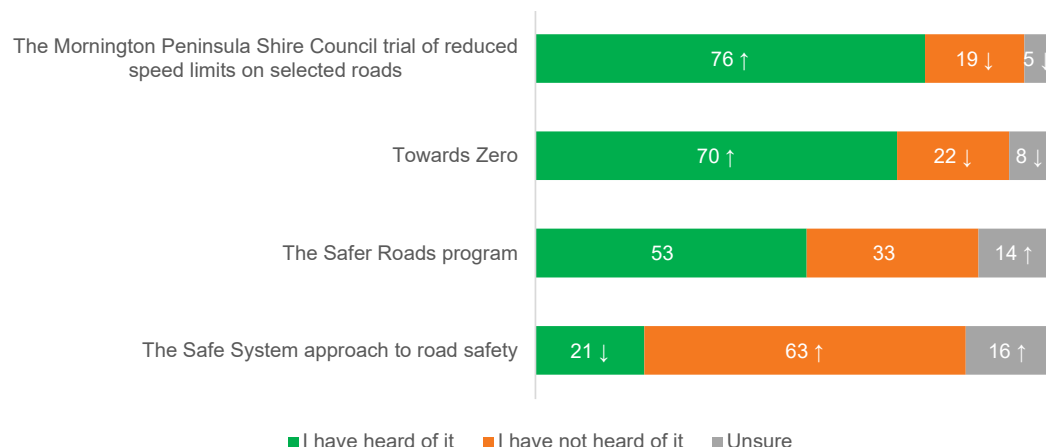
2.1 Awareness of and familiarity with the Safer Speeds Trial

This section will discuss participant awareness of and familiarity with the trial. All respondents were asked whether they knew of the trial. Those who were aware of the trial were then asked how familiar they were with the trial and their understanding of which roads were affected by the trial.

2.1.1 Awareness of the Safer Speeds Trial

Respondents were asked at the beginning of the survey whether they had heard of four road safety initiatives, one these being the “Mornington Peninsula Shire Council trial of reduce speed limits on selected roads” (the Safer Speeds Trial). As shown in Figure 1, three quarters of respondents (76%) are aware of the Safer Speeds Trial, while two in ten (19%) are not aware and a small percentage (5%) are unsure whether they have heard of it.

Figure 1 Awareness of road safety initiatives



Q2. I am going to read out the names of several programs. For each one, please tell me whether you have heard of it, before doing this survey. Have you heard of....
Base: All respondents

Awareness of the trial increases with age, as can be seen in Table 1 on the next page. Respondents aged 70-90 (85%) are the most likely to have heard of the trial, while those aged 18-39 (67%) are the least likely to have heard of it.

Respondents who said they are neutral towards the trial (61%) have lower awareness of the trial than those who either support (79%) or oppose (80%) the trial.

In the rest of this report, we will refer to respondents who support the trial in Q6 of the questionnaire as ‘supporters’, those who do not support the trial as ‘opposers’ and the remainder as ‘neutrals’.

Table 1 Awareness of the Morrington Peninsula Speed Trial by demographic

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
I have heard of it	76	67 ↓	75	78	85 ↑	77	74	79 ↑	61 ↓	80
I have not heard of it	19	26 ↑	21	15	12 ↓	19	19	17 ↓	30 ↑	17
Unsure	5	7	4	6	3	3	6	4	9 ↑	4
Column n	1059	217	325	236	281	498	561	646	198	215

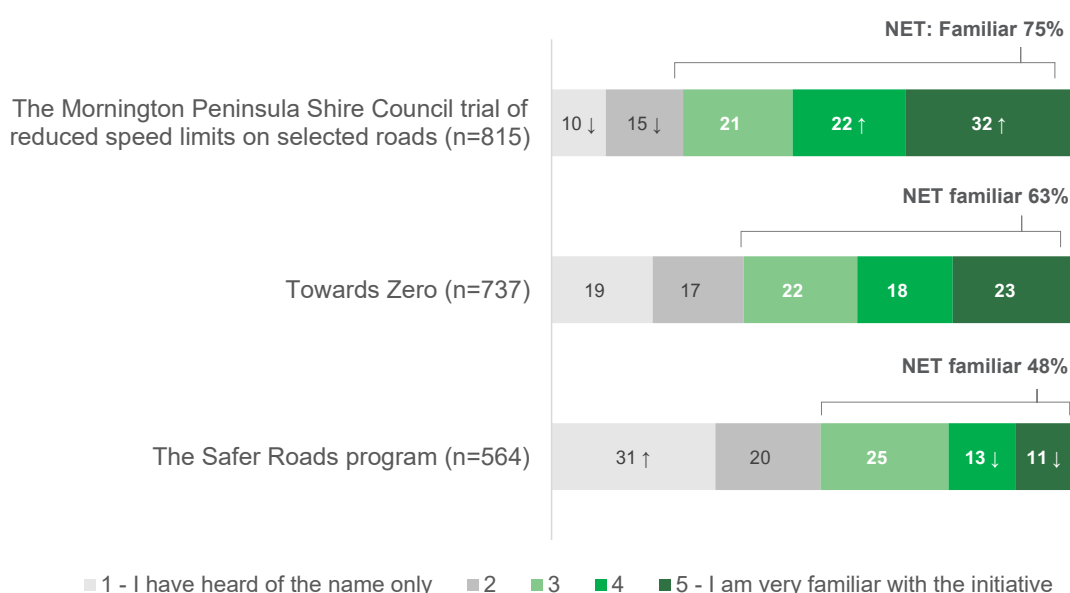
Q2. Please tell me whether you have heard of it, before doing the survey... The Morrington Peninsula Shire Council trial of reduced speed limits on selected roads.

Base: All respondents

2.1.2 Familiarity with the Safer Speeds Trial

Respondents who had heard of the names of The Morrington Peninsula Shire Council trial of reduced speed limits on selected roads, Towards Zero and The Safer Roads program, were asked how familiar they are with these initiatives on a scale of 1 (I have heard of the name) to 5 (I am very familiar with the initiative), shown in

Figure 2. Three quarters of respondents (75%*) are familiar with the speed trial (Net: 3-5) and over half of respondents (63%**) are familiar with the Towards Zero program, while just under half (48%***) are familiar with The Safer Roads program.

Figure 2 Familiarity with road safety initiatives

Q3. Using a scale of 1 to 5, where 1 means 'I have heard of the name only' and 5 means 'I am very familiar with the initiative', How familiar are you with...

Base: Respondents who have heard of respective initiatives

*This figure is based on a subset of respondents (heard of Safer Speeds Trial n=815)

**This figure is based on a subset of respondents (heard of Towards Zero n=737)

***This figure is based on a subset of respondents (heard of Safer Roads Program n=564)

The qualitative research found that the awareness and familiarity was predominately an understanding that speed limits had been reduced from 100 km/h or 90 km/h to 80 km/h on many roads which were previously 100 km/h. Familiarity was mostly an awareness of this fact and an understanding that the changes were motivated by a desire to reduce road trauma. Some who were familiar with the trial also misunderstood aspects of it, especially the roads it applied to and the scope of the speed limit reductions, as illustrated by the following quotes:

- ■ *We'd go down the back streets and noticed that five streets had dropped down to 40K and some of them were 50K.*
Depth #2
- ■ *When I first read in the newspaper of this or I misread that it was for every road, it's not a highway/freeway, but that was how I read it. And that's how my attitude has been towards it.*
Depth #9

Similarly to awareness of the trial, familiarity with the trial increases with age, as shown in Table 2. Respondents aged 60–69 (64%) are more likely than all other age groups to be very familiar or familiar with the trial. Respondents aged 18–39 (46%) are less likely to be very familiar or familiar with the trial.

More male respondents (59%) are very familiar or familiar with the trial than female respondents (49%).

Table 2 Familiarity with the trial by demographic

Column %	Total	Age				Gender	
		18-39	40-59	60-69	70-90	Male	Female
Unfamiliar (1/2)	25	30	25	20	25	24	27
Neutral	21	24	24	16	18	18 ↓	24 ↑
Familiar (3-5)	54	46 ↓	51	64 ↑	58	59 ↑	49 ↓
Column n	815	144	245	185	241	395	420

Q3E. How familiar are you with...The Mornington Peninsula Shire Council trial of reduced speed limits on selected roads?

Base: Respondents who have heard of The Mornington Peninsula Shire Council trial of reduced speed limits

2.1.3 Understanding of which roads are affected by the trial

Respondents who were familiar with the trial were asked on which types of roads they believed the trial was taking place. The response options were all types of roads, sealed high-speed roads, sealed low-speed roads, unsealed roads and other. Overall, six in ten (62%*) respondents who were familiar with the trial are aware that the trial is taking place on sealed-high speed roads, as shown in Table 3 on the next page.

Almost a quarter of those aged 70–90 (24%) believe the trial is taking place on sealed low-speed roads, which is higher than for any other age group. Also shown in Table 3, a greater percentage of females (16%) than males (9%) believe that the trial is taking place on sealed low-speed roads.

*This figure is based on a subset of respondents (familiar with MPSC trial n=614)

Table 3 Understanding of which type of roads had reduced speed limits as part of the trial by demographic

Column %	Total	Age				Gender	
		18-39	40-59	60-69	70-90	Male	Female
All types of roads	32	35	30	32	32	32	32
Sealed high-speed roads	62	62	66	62	56	61	62
Sealed low-speed roads	12	4 ↓	10	10	24 ↑	9 ↓	16 ↑
Unsealed roads	6	6	6	4	9	7	6
Other	0	1	1	0	1	1	0
Column n	614	101	184	148	181	305	309

Q4. Which of the following best describes your understanding of the type of road that is affected by the trial on the Peninsula?

Base: Respondents who are familiar with the MPSC trial of reduced speed limits

Figures may not add to 100% due to rounding

Multiple Response

Respondents who were familiar with the trial were also asked how many roads they believe to be affected by the speed trial. As shown in

Table 4, four in ten (41%*) respondents who were familiar with the trial believe that the trial is taking place on most or all roads and six in ten (59%*) respondents who were familiar with the trial believe that the trial is taking place on some or just a few roads.

Males (48%) and opposers (52%) believe that more roads have reduced speeds due to the trial than other groups. About half (48%) of male respondents agree that all or most roads are being affected compared to more than a third (35%) of females. Consistent with this finding, females (65%) are more likely than males (52%) to believe that some or just a few roads are being affected.

Over half (52%) of opposers agree that all or most roads are affected compared with over a third of supporters (38%) and neutrals (37%). Those neutral towards the trial (63%) as well as supporters (62%) are also more likely than opposers (48%) to agree that some or just a few roads are affected.

Table 4 Understanding how many roads had reduced speed limits as part of the trial by demographic and support

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
NET: All/most	41	39	37	47	45	48 ↑	35 ↓	38 ↓	37	52 ↑
NET: Some/just a few	59	61	63	53	55	52 ↓	65 ↑	62 ↑	63	48 ↓
Column n	614	101	184	148	181	305	309	399	82	133

Q5. How many roads do you believe are affected?

Base: Respondents who are familiar with the MPSC trial of reduced speed limits

Figures may not add to 100% due to rounding

*This figure is based on a subset of respondents (familiar with the Safer Speeds Trial n=614)

2.1.4 Communications about the trial

While most respondents (76%) were aware of the trial, exploration of communications with participants in the qualitative research indicated that much of the awareness came from seeing the speed limit signs change from either 100 km/h or 90 km/h to 80 km/h. Some participants also noted 'new speed limit' signs installed under the speed limit signs and roadside variable signs displaying 'new speed limit' notices.

Some speed limit signs below another sign saying a new speed limit.
Depth #3

So they changed the signs, but they didn't change the position of the signs. The signs remained in the same place. They just changed what the signs said. But of course, if you're not consciously looking at the signs, and I mean you see them in exterior, but it's just how life is.
Depth #15

There were other channels where participants reported hearing about the trial, including 'The Age', the local paper, Council newsletters and Facebook. Recollections of these communications varied and were often not distinct. The following quotes illustrate participants' experience of finding out about the trial via these channels:

I'm sure it would have been from the news, reading probably The Age.
Depth #9

Local papers probably at the time...I think they listed all the roads that was being limited. And why they're doing it, was a trial that kept the accident rate down.
Depth #12

Just through signage, obviously. Then Facebook groups. When you live down here you're usually a part of the local Facebook groups. So they would explain what was going on pretty clearly.
Depth #1

Some participants would have liked more communication. One participant went back through Council newsletters after a relative was penalised for speeding. Another would have liked to have been told but noted they do not read the local paper.

I think we went back to some of the newsletters or something from Council, and found that there'd been a tiny little blip in the newsletter or something saying that this was what was happening.
Depth #15

I think everyone should have been told about it in more detail. I mean, look, maybe they did, but I mean, we get the local paper, but generally it doesn't even ... We pull the elastic band off it and put it straight in the recycling bin most of the time.
Depth #6

Participants were asked what they would like to know about the trial now. Requests related to how long the trial would go for, whether it would be made permanent, whether it would be expanded, and which roads would be affected. During the interviews it was also apparent that there is a desire to know whether the trial is effective at improving safety on the Mornington Peninsula.

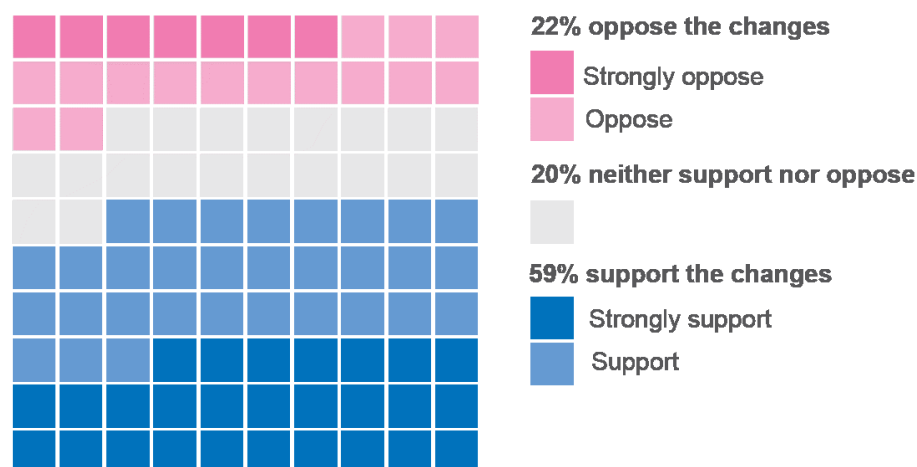
2.2 Community positions regarding the trials

The next section describes community positions about the trial. Respondents indicated whether they support the trial, are neutral to the trial or oppose the trial. Respondents were then asked for their reasons for support and opposition. In the qualitative component of the research, respondents were asked to expand on the reasons for their support or opposition for the trial.

2.2.1 Support for and opposition to the Safer Speeds Trial

All respondents, after reading a short explanation of the trial, were asked the extent to which they supported the trial on a scale of 1 (strongly support) to 5 (strongly oppose). Considering net support (support or strongly support) and net opposition (oppose and strongly oppose), over half of respondents (59%) support the trial, while about two in ten (22%) oppose the trial. This is shown in Figure 3 where each square in the grid equals one per cent.

Figure 3 Level of support for the changes to speed limits



Q6. Thinking about these changes to the speed limits in your local area, do you...

Base: All respondents

Figures may not add to 100% due to rounding

Support for the trial increases with age, as can be seen in Table 5. More than three quarters of 70-90 year old's (78%) support the speed trial, compared to less than half of those aged 18-39 (41%). Consistent with this finding, those aged 18-39 (33%) are more likely to oppose the speed trial, while less than one in ten aged 70-90 (9%) oppose.

Females (65%) are more likely to support the speed trial than males (52%). Consistent with this finding, more than a quarter of males (28%) oppose the speed trial compared with a smaller percentage of females (16%).

Table 5 Support for the trial by demographic

Column %	Total	Age				Gender	
		18-39	40-59	60-69	70-90	Male	Female
NET: Support	59	41 ↓	56	66 ↑	78 ↑	52 ↓	64 ↑
NET: Oppose	22	33 ↑	23	19	9 ↓	28 ↑	16 ↓
Strongly support them	27	15 ↓	28	34 ↑	36 ↑	22 ↓	32 ↑
Support them	31	26 ↓	28	32	42 ↑	30	33
Neither support nor oppose them	20	26 ↑	21	15 ↓	14 ↓	20	20
Oppose them	14	21 ↑	15	13	7 ↓	17 ↑	12 ↓
Strongly oppose them	7	12 ↑	8	6	2 ↓	11 ↑	4 ↓
Column n	1059	217	325	236	281	498	561

Q6. Thinking about these changes to the speed limits in your local area, do you...

Base: All respondents

Figures may not add to 100% due to rounding

As seen in Table 6, respondents who drive or ride a vehicle other than a car are less likely to support the trial. Opposition to the trial was higher than car drivers (21%) among motorcyclists (39%), truck, van, and bus drivers (39%), utility drivers (37%) and SUV/4WD drivers (27%).

Support was higher among those who drive less frequently, with those who drive less than five days a week (69%) more likely to support the trial than those who drive 5-7 days a week (54%).

Table 6 Support for the trial by driving characteristics

Column %	Total	Type of vehicle driven					Current driving	
		Car / Station wagon	SUV / 4WD	Ute / Utility / Pickup	Truck / Van / Bus	Motorcycle	5-7 days a week	Less than 5 days a week
NET: Support	59	61 ↑	53 ↓	42 ↓	40 ↓	34 ↓	54 ↓	69 ↑
NET: Oppose	22	21	27 ↑	37 ↑	39 ↑	39 ↑	25 ↑	15 ↓
Strongly support them	27	29 ↑	24 ↓	18 ↓	18	11 ↓	25 ↓	32 ↑
Support them	31	32	29	25	21	22	29 ↓	37 ↑
Neither support nor oppose	20	18 ↓	21	20	21	27	20	17
Oppose them	14	13	17 ↑	20	25 ↑	20	16	12
Strongly oppose them	7	7	9 ↑	17 ↑	15 ↑	19 ↑	10 ↑	2 ↓
Column n	1059	723	473	140	64	73	695	347

Q6. Thinking about these changes to the speed limits in your local area, do you...

Base: All respondents

Figures may not add to 100% due to rounding

2.2.2 Attitudes towards the trial

This section of the report explores the reasons provided for support for or opposition to the trial. Survey respondents who supported or opposed the trial were asked to provide a short open text reason for their position. The qualitative research explored participants' rationalisations of their positions in more detail.

2.2.2.1 Supporting the trial

All respondents who indicated their support for the trial were asked why they support the reduced speed limits. Open text responses were aggregated into categories. Overall, the most common response category is 'safer due to fewer accidents/ reduce road toll' (31%*; 196 respondents), followed by 'safer roads/ slower speeds are safer' (27%*; 172 respondents). Other response categories include 'safer due to poor road conditions/ design' (18%*; 120 respondents) and 'safer for drivers' (13%*; 87 respondents).

Those aged 18-39 (40%; 36 respondents) are more likely than any other age group to support the reduced speed limits because they are 'safer due to fewer accident/reduce road toll'. However, the same age group (8%; 7 respondents) is the least likely to support the reduced speed limits due it to being 'Safer due to poor road condition/design'. Females (9%; 34 respondents) are more likely than males (4%; 10 respondents) to support the reduced speed limits when attributing it to being 'Safer for children and/or pedestrians'.

Table 7 Reason for support by demographic

Column %	Total	Age				Gender	
		18-39	40-59	60-69	70-90	Male	Female
Safer due to less accidents/reduce road toll	31	40 ↑	31	31	26	27	34
Safer roads/slower speeds are safer	27	32	30	24	24	25	29
Safer due to poor road condition/design	18	8 ↓	20	22	19	20	17
Safer for drivers	13	12	9 ↓	15	18 ↑	11	15
Safer for high traffic/busy areas	8	9	9	8	8	9	8
Safer for children/pedestrians	7	8	3 ↓	8	8	4 ↓	9 ↑
Safer to many tourist/non-local drivers	5	4	7	7	3	5	5
Safer due to the cyclists on the road	3	4	4	3	2	4	3
Safer due to wildlife in the area	3	4	3	3	2	2	4
Other	1	0	1	3	2	2	1
Don't know	1	0	1	2	1	1	1
No comment	8	8	8	8	9	8	8
Column n	646	90	182	156	218	277	369

Q7a. Why do you support the reduced speed limits?

Base: Supports the trial at Q6

Multiple Response

Aligning with the survey results, the qualitative research found that the primary reason for supporting the trial speed limits is that the changes will improve road safety. Underpinning this support is a belief that road safety poses a risk, not just to the individual, but to their family, friends, and the broader Peninsula community.



I feel very strongly and I've got a child and little boys... it just seems a good community thing to do. And many people going quickly going to just increase speed leads to people dying on the road
Depth #4

*This figure is based on a subset of respondents (supports the trial n=646)



Well, I think the obvious one is, it's a bit more awareness really, and you've got enough reaction time, for something that's on the road or cars braking...or even some wildlife crossing the road again. You've got enough braking distance and enough reaction time just to basically stop and to avoid the actual collision in the first place.

Depth #3

Another factor which supports this position is a belief that the speed reduction, as has been implemented in the trial, is effective in reducing road trauma. This includes an acceptance of the reduced risk of trauma when travelling at 80 km/h versus 100 km/h – especially the lower severity of the trauma experienced due to the crash (and in some cases the decreased likelihood of a crash). This is also evident in the survey results where eight in ten respondents (79%) indicate that the most appropriate speed limit for undivided roads to lower the risk of injury, should a head-on crash occur, is 60-80 km/h (see also Section 2.3.1).

There was, in general, understanding that there is a reduced risk of trauma when driving at lower speeds. While some participants raised this spontaneously in discussions about the reduced speed limits, those who did not were presented with a crash scenario and asked to comment on what might be different in the scenario if the speed limit was 80 km/h. The crash scenario was:

Imagine a situation where a driver is travelling down a two-lane undivided road with 100 km/h speed limit. The attention of a driver is momentarily directed at a car emerging from a driveway and the driver drifts into the oncoming lane. The driver collides head-on at 100 km/h with another vehicle with two occupants, a driver, and a passenger, also travelling at 100 km/h.

All participants acknowledged that the likelihood of surviving the crash would be greater if the cars were travelling at 80 km/h. As part of the discussion around this crash scenario statistics were presented to participants for further comment. One statistic was that the chance of a fatality in the above scenario would decline from about 100% to 40% if the speed was reduced to 80 km/h. For some participants, the magnitude of the decrease in risk was surprising, but the fact was not disputed.



I knew they'd drop, but I wouldn't have thought it would have dropped that much when you're going from 100 to 80Ks. Dropping down to 40%, it is quite a big jump.

Depth #2



I do think it does make a hell of a difference. Isn't that why we went from 60 to 50 in residential roads and that sort of thing? That 10 kilometres an hour makes such a difference and I think therefore, 20 kilometres an hour would make a lot of difference as well. It could be the difference between fatalities and serious injuries.

Depth #14

It was also put to participants that the lower speed limit may decrease the chance of a crash occurring. While some had already raised this likelihood spontaneously, and others concurred that this would be a benefit arising from reduced speed limits, others disputed the likelihood of the lower speed limit having a significant benefit in reducing the likelihood of a crash.



I'm guessing that the impact, if they do impact, then it would be a lot lower impact. I can also see that the impact could be avoided if they're traveling slower, because you might have time to actually avoid the impact

Depth #7

2.2.2.2 Opposing the trial

All opposers of the trial were asked why they do not support the reduced speed limits. Their open text responses were aggregated into categories. Overall, the main reason provided for not supporting the trial was 'Too slow/speeds should be higher' (42%*; 87 respondents / 9% of all respondents surveyed). Other common reasons include 'It will cause congestion/frustration' (21%*; 43 respondents), 'Drivers should be more responsible/well trained' (16%*; 35 respondents) and 'The problem is poor road maintenance/design' (16%*; 34 respondents). A summary of the reasons for opposition can be seen in Table 8.

More than half of those aged 18-39 (53%; 36 respondents) said that their reason for not supporting the trial is that speed limits are 'Too slow/speeds should be higher'. This is higher than for any other age group.

Table 8 Reason for opposition by demographic

Column %	Total	Age				Gender	
		18-39	40-59	60-69	70-90	Male	Female
Too slow/speeds should be higher (travel will take long)	42	53 ↑	33 ↓	38	36	45	37
It will cause congestion/frustration	21	23	24	13	13	18	26
Drivers should be more responsible/well trained	16	15	17	16	17	16	17
The problem is poor road maintenance/design NOT speed limits	16	14	18	18	11	17	14
Other	22	14 ↓	28	33	20	24	20
Don't know	0	0	0	0	0	0	0
No comment	6	7	3	4	11	6	5
Column n	215	69	76	45	25	128	87

Q7B. Why do you not support the reduced speed limits?

Base: Does not support the trial at Q6

Multiple Response

Participants in the qualitative research who were not supporters of the trial provided additional insights into their reasons. They often noted their feeling of annoyance and frustration at the speed limit reductions. This was often coupled with discussion of their years of driving on these roads without incident. In some cases, these participants discussed the increased risk of being fined.

Participants who have lived on the Peninsula for a long period of time have considerable personal experiential evidence that the 100 km/h speed limits are safe. They say they have not been involved in a crash, and they believe that those who do crash are often to blame due to poor driving skills and behaviours. They also believe that locals are aware of how to drive on these roads and moderate their speed to suit. 'Tourists', 'hoons' and 'idiots on their phones' are said to lack the rural driving skills and ability to moderate their driving behaviour. Among those who hold these views, lower speed limits are considered a poor solution, and one which punishes them for other drivers' poor knowledge and behaviour.

 I actually fully appreciate that they're the impacts that might be the least, in going 80. But I guess I've got a little bit of a hesitation in making everyone suffer, which is probably the wrong word that I'm looking for.
Depth #7

*This figure is based on a subset of respondents (do not support the trial n=215)

Another factor related to having lived and driven on the Peninsula for a long time is that drivers are used to travelling on a road at a particular speed. Some participants found themselves, or people they know, penalised for speeding as they did not register the newly posted speed limit. This is related to another issue which was raised concerning the wide range of speed limits on the Peninsula. With the speed limit changing through 70 km/h, 80 km /h, 90 km/h and 100 km/h there is ample opportunity for a driver to make a mistake and be penalised. This is viewed by some participants as having a revenue, rather than safety, agenda.

■ ■ *I didn't get caught, but my mum who lives in the area too, she got a speeding fine on a road that she's travelled on for probably the last 50 years of her life.*
Depth #15

■ ■ *I'm not necessarily convinced that it really achieves its objectives. And personally it affects me because it means I have to slow down. Or I'll get fined, I suppose is the other thing. And of course when you've driven on the one road at 100 km/h for your whole life, when it becomes 80, you tend to not always remember. So if you're not concentrating 100% on the present moment, so yeah. So I can come unstuck as well as a result, so there's financial impact too.*
Depth #9

2.2.2.3 Belief regarding the motivation for conducting the trial

In the survey, respondents were asked the major reason that they thought the trial was introduced. Their open text responses were aggregated into categories. Overall, over half of all respondents (52%) say the reason the trial was introduced was to reduce accidents and fatalities, one in five (19%) made comments regarding 'safety/road safety' and one in eight (13%) mentioned 'A quick fix/way to avoid dealing with real problems/avoid spending money'. Only a small percentage (4%) hold the view that the trial was introduced as a 'revenue raising' measure. All response categories are shown in Table 9 on the next page.

The extent to which supporters (n=646) and opposers (n=215) nominated reasons for the introduction of the trial varied:

- Six in ten supporters (61%) say the major reason was to reduce accidents and fatalities compared to a third (33%) of opposers who say the same. Supporters (22%) are also more likely to say the major reason was 'Safety/road safety' than opposers (13%).
- Three in ten opposers (31%) say that the major reason for introducing the trial was a 'A quick fix/way to avoid dealing with real problems/avoid spending money'. Less than one in ten supporters (7%) say this was a major reason. Opposers (12%) were also more likely than supporters (1%) to say that the major reason was 'Revenue raising'.

Table 9 Reason the trial has been introduced by level of support

Column %	Total	NET: Support	NET: Oppose	Strongly support them	Support them	Neither support nor oppose them	Oppose them	Strongly oppose them
Reduce accidents/fatalities	52	61 ↑	33 ↓	63 ↑	59 ↑	46	36 ↓	25 ↓
Safety/road safety	19	22 ↑	13 ↓	22	22	19	12 ↓	15
A quick fix/way to avoid dealing with real problems/avoid spending money	13	7 ↓	31 ↑	6 ↓	7 ↓	12	31 ↑	31 ↑
To deal with increased traffic	6	7	4	8	6	5	5	1 ↓
Revenue raising	4	1 ↓	12 ↑	0 ↓	2 ↓	3	10 ↑	16 ↑
It is a trial	4	3	5	4	3	4	5	3
The roads are not suited to higher speeds	2	3	0 ↓	3	3	3	1	0
Other poor negative opinion of council	2	0 ↓	7 ↑	0 ↓	1 ↓	1	5 ↑	11 ↑
Pedestrian safety	2	2	0	2	2	2	1	0
State control	1	0 ↓	4 ↑	0	0	0	2 ↑	7 ↑
Other	5	5	4	6	4	2	5	4
Don't know	2	2 ↓	4	1 ↓	2	4	3	5
No comment	11	8 ↓	11	7 ↓	8 ↓	20 ↑	12	8
Column n	1059	646	215	304	342	198	145	70

Q7C. What do you think is the major reason that the speed limit trial has been introduced?

Base: All respondents

Multiple Response

Participants in the qualitative research echoed the sentiment evident in the survey results; the majority – whether they support or oppose the trial – acknowledge that the intent is to reduce road trauma.

Some participants who oppose or are neutral toward the trial either question the efficacy of the speed reduction approach to reducing road trauma or raise other concerns such as revenue raising. Note that one participant says that the frequent speed limit changes lead to an increased risk of being fined. This annoyance regarding changing and/or inconsistent speed limits was noted by multiple participants.

- 

I also see an issue in the fact if there're so many different varying speed limits, and it's really easy for someone to be going over a speed limit because they're not aware that the speed limits change, and then they get a speeding ticket. And it just looks like it's a revenue incentive rather than a safety one.
Depth #6
- 

From what I read on newspaper articles, or The Local Leader or Facebook groups, it's not because they were doing the right thing. It's because they were either on their phone, or distracted, or drink driving. Drugs also come into it.
Depth #11

2.2.2.4 Attitudes relating to the trial

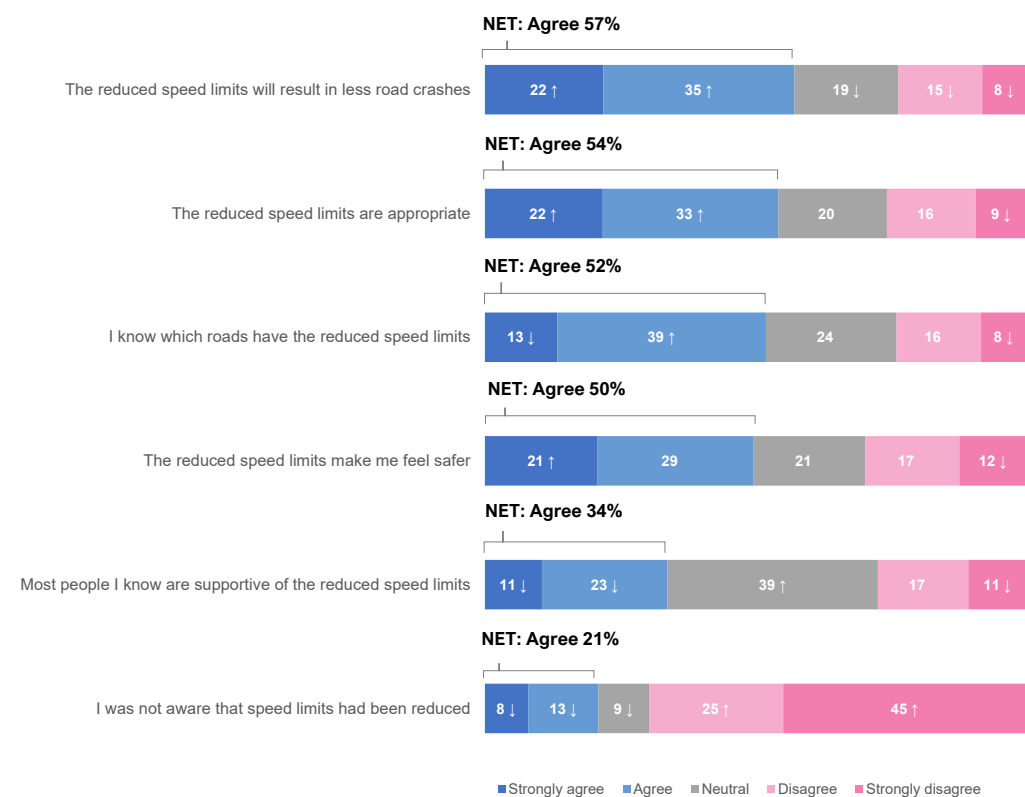
All respondents were asked to consider six statements about the trial and the extent to which they agreed or disagreed with each, on a scale of 1 (strongly disagree) to 5 (strongly agree). In this section we consider 'agreement' to be the net result of 'agree' and 'strongly agree' responses. The six statements cover topics relating to road safety, knowledge of the trial, and perception of community sentiment regarding the trial. Results are shown in Figure 4.

Considering respondents' attitudes to the road safety aspects of the trial, over half of all respondents (57%) agree that 'reduced speed limits result in less road crashes' and half (50%) agree that 'the reduced speed limits make me feel safer,' while a quarter disagree (29%). Over half (54%) of respondents also agree that 'the reduced speed limits are appropriate'. Only a quarter disagree (25%).

With regard to their knowledge of the trial, about half of respondents (52%) agree that they 'know which roads have reduced speed limits' and a fifth (21%) agree that they 'were not aware that speed limits had been reduced'.

A third of respondents (34%) agree that 'Most people I know are supportive of the reduced speed limits', while four in ten (39%) are unsure where people they know stand and nearly three in ten (28%) disagree. This finding is in contrast to the level of support for the trial noted earlier where six in ten respondents (59%) are supporters and just over one in five (22%) are opposers.

Figure 4 General attitudes towards the trial



Q8. Please consider the following statements about the trial and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: All respondents



Table 10 shows the percentage of respondents who agree with statements about the trial, split by age, gender and level of support for the trial. Overall, supporters of the trial, those aged 70-90 years and females are more likely to agree with these statements.

Considering road safety aspects of the trial:

- Supporters (83%) are ten times more likely to agree that 'the reduced speed limits will result in less road crashes' than opposers (8%). Respondents aged 70-90 (71%) are the age group most likely to agree with statement. This contrasts with less than half of those aged 18-39 (45%) years agreeing. Females (62%) are also more likely to agree with this statement than males (51%).
- Supporters (85%) are substantially more likely to agree that 'the reduced speed limits are appropriate' than neutrals (19%) or opposers (2%). As with agreement regarding the efficacy of the reduced speed limits, older respondents are most likely to agree that 'the reduced speed limits are appropriate' (62% of 60-69 year olds and 71% of 70-90 year olds vs 39% of 18-39 year olds).
- Supporters (77%) are also more likely to agree that 'the reduced speed limits make me feel safer' than neutrals (20%) or opposers (3%). Considering age and gender, those aged 70-90 years (68%) and females (56%) are more likely than younger respondents (36% of 19-35 year olds) and males (43%) to agree.

Opposers (65%) and males (57%) are most likely to agree that they 'know which roads have the reduced speed limits'. Neutrals are most likely to agree that 'I was not aware that speed limits had been reduced' (31% versus 21% among all respondents).

Supporters (54%) are more likely than opposers (2%) and neutrals (8%) to agree that 'most people I know are supportive of the reduced speed limits'. Agreement with this statement is also higher among 70-90 year olds (50% vs 20% of 18-39 year olds) and females (39% vs 28% of males).

Table 10 Attitudes relating to the speed trial by demographic and level of support

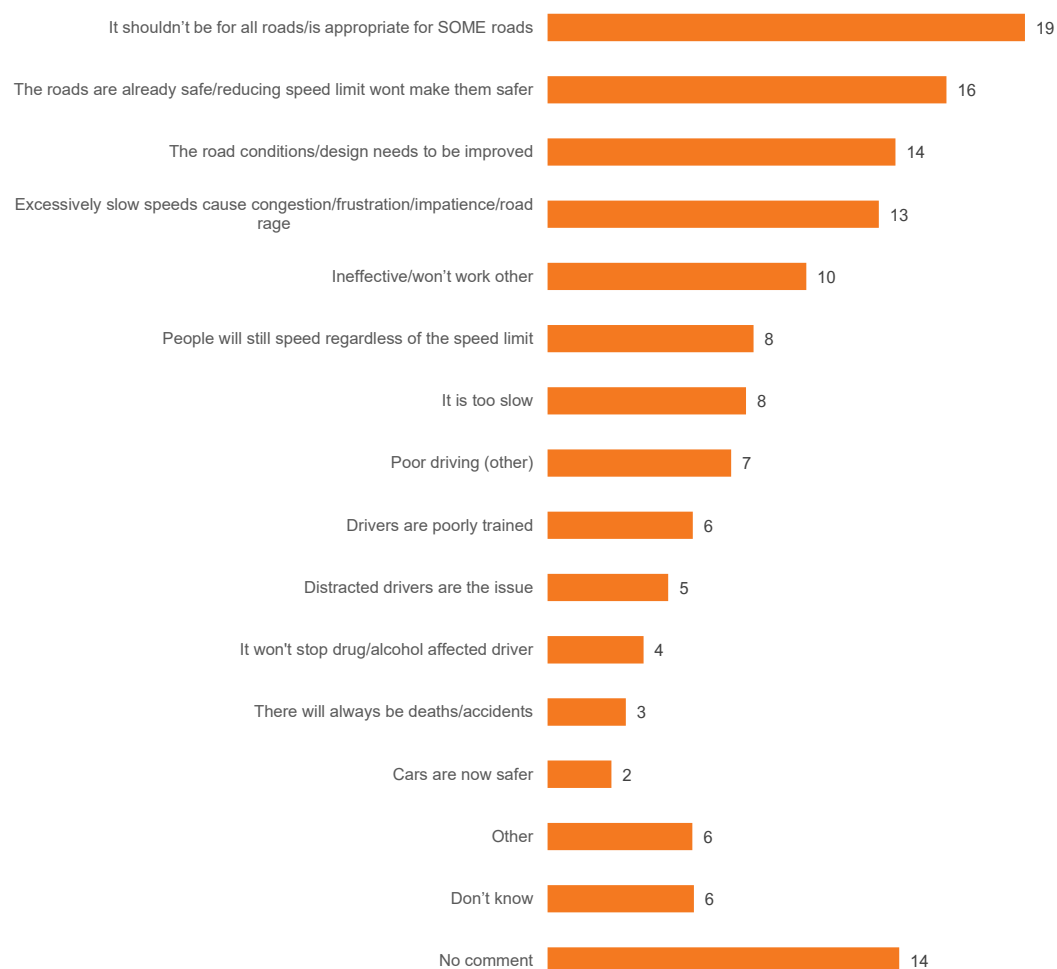
Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
The reduced speed limits will result in less road crashes	57	45 ↓	55	62	71 ↑	51 ↓	62 ↑	83 ↑	34 ↓	8 ↓
The reduced speed limits are appropriate	54	39 ↓	51	62 ↑	71 ↑	46 ↓	61 ↑	85 ↑	19 ↓	2 ↓
I know which roads have the reduced speed limits	52	49	54	52	52	57 ↑	47 ↓	52	37 ↓	65 ↑
The reduced speed limits make me feel safer	50	36 ↓	47	52	68 ↑	43 ↓	56 ↑	77 ↑	20 ↓	3 ↓
Most people I know are supportive of the reduced speed limits	34	20 ↓	31	39	50 ↑	28 ↓	39 ↑	54 ↑	8 ↓	2 ↓
I was not aware that speed limits had been reduced	21	24	17 ↓	19	25	19	23	20	31 ↑	14 ↓
Column n	1059	217	325	236	281	498	561	646	198	215

Q8. Please consider the following statements about the trial and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: All respondents

Respondents who disagreed that ‘the reduced speed limits are appropriate’ were asked why they felt that the reduced speed limits were not appropriate. This group accounted for 24%* of respondents (n=259). As shown in Figure 6, the most common response (19%*; 49 respondents) is that the speed limit reductions should not be for all roads and is appropriate for some roads only. The next most common responses are that the roads are already safe (16%*; 41 respondents), that the roads need to be improved (14%*; 35 respondents) and that excessively slow speed limits cause congestion, frustration and road rage (13%*; 33 respondents).

Figure 5 Reasons why the reduced speed limits are not appropriate



Q9C. Why do you feel that the reduced speed limits are not appropriate?
 Base: Respondents who disagree speed limits are appropriate (n=259)
 Multiple Response

*This figure is based on a subset of respondents (disagree speed limits are appropriate n=259)

Many of the reasons summarised in Figure 5 on the previous page were also mentioned in the qualitative research. However, the reasons can be grouped into two broad objections to reduced speed limits; the roads selected for reduced speed limits are not appropriate, and speed reductions are not an effective way to reduce road trauma.

One objection to the selection of particular section of road is that the road section is felt to be safe; typically one that has been repaired to a good standard and is relatively straight. This objection is demonstrated in the following quotes:

■ ■ *If there's not too many winds and bends, and if there's not too many potholes and things, and if there's not too many almost blind turnoffs and things into the roads. Then I wouldn't really see a reason why it needs to be a slower speed limit.*
Depth #7

■ ■ *It's like the Dingley Bypass, I can't understand why that's still 80, apart from being a revenue raiser. I think they can at least take it up to 90 after the roadworks.*
Depth #10

Another common theme regarding the selection of roads is that the selection process should consider the number of crashes on the section of road being reduced. Participants said that once the trauma data for a particular section of road demonstrates it is unsafe, then the speed limit should be reduced. Participants were more likely to consider speed reductions on a section-by-section basis rather than on a road class basis.

■ ■ *There's two types of accidents, there's the one-off, special causes, which will happen just because someone did something really stupid and that may never happen again in a hundred years. And you can't really change things for that. But then there's the other accidents where that particular spot just happens over and over again. And they're the ones that you want to target*
Depth #9

■ ■ *Obviously if it's an area that's prone to have accidents occur and if maybe there're more houses that's been built along certain roads, so they're more built up than what they were before, then I can definitely see the reason to lower the speed limit.*
Depth #7

■ ■ *I don't know how these things are decided, but if there is a hotspot where crashes keep occurring, then I'm sure that reducing the speed limit in that area would make sense.* Depth #8

Some participants believe that compliant drivers are safe and that it is 'hoons', 'lunatics' and people on their mobile phones which crash and cause road trauma. For these participants, controlling risk by reducing speed limits does not prevent these crashes so there is no point in reducing them. Additionally, by reducing the speed limits, the cost is shifted to the compliant drivers.

■ ■ *I just think that sometimes you're going to get your 20 year old out there that is going to see an 80 kilometer speed limit and he's going to go, "Well, I can definitely go faster than that," and he's going to do it anyway*

■ ■ *If it's your friend, your brother, a family member, that this could happen to anyone. And it's a lot of times, out of your control. If the other person's driving recklessly, you could be the safest driver in the world and it doesn't stop someone from getting you*
Depth #8

■ ■ *The lunatics, they're going to drive at lunatic speeds, whether it's 80 or a hundred, the other people who have accidents tend to be those who aren't paying attention, who are on their phones or things like that. They're still going to be doing their middle 80 instead of a hundred. The only thing that will happen is the impact of those accidents will probably be at a lower speed. So therefore that will have a benefit there, but how big a benefit is that?*

Making everyone go slower every day? I'm not sure.
Depth #9

A theme which was raised multiple times is that driver education is inadequate and if efforts to improve driver education are increased then speed limits would not need to be reduced. In addition, poor driving behaviour may relate to drivers engaging in illegal driving behaviours which can be addressed by enforcement. It was also noted that driver training does not specifically train people to drive on regional roads.

■ ■ *So much of it's about driver education. I mean, everyone makes mistakes. I get that, but I think for a start, there should be much, much heavier fines and policing on using mobile devices. My other pet hate is people drive around with headphones or earbuds in their ears.*
Depth #6

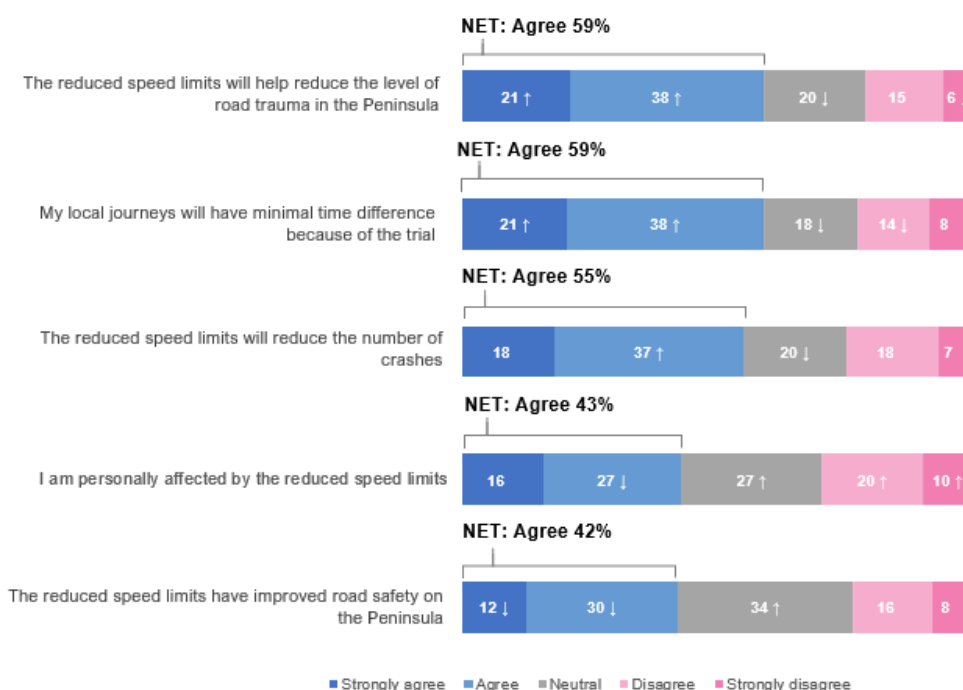
■ ■ *I don't know how other people are taught to drive. I learned to drive on the peninsula and when you see cars, you slow down. When you're on an undivided road, you've got a car coming towards you, you slow down. You don't speed up. The whole point of undivided roads is you're never actually quite sure how soft the edges are, how wide the road actually is, you know? Because in places, if it's been affected by the weather it can be really soft...Teach them to drive better.*
Depth #15

2.2.3 Impact of the trial

Respondents were provided with five statements regarding the impact of the trial and asked the extent to which they agree or disagree, on a scale of 1 (strongly disagree) to 5 (strongly agree). Two of these statements focus on the impact of the trial at the individual level and the other three focus on the impact on the community level.

As shown in Figure 6, and looking at net agree percentages (either 'strongly agree' or 'agree' and 'disagree' or 'strongly disagree'), between 42% and 59% of respondents agree with all statements. Over half of respondents (59%) agree that 'the reduced speed limits will help the level of road trauma in the Peninsula' and that 'my local journeys will have minimal time difference because of the trial' (59%), while around a quarter disagree (23%). Over half of respondents agree 'the reduced speed limits will reduce the number of crashes' (55%). Four in ten (43%) also agree that 'I am personally affected by the reduced speed limits,' while three in ten disagree (30%). Four in ten again agree that 'the reduced speed limits have improved road safety on the peninsula' (42%).

Figure 6 Level of agreement with statement about the impact of the trial



Q10. Please consider the following statements about the impact the reduced speed limits have had on you and the Peninsula community generally and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: all respondents

As shown in Table 11 on the next page, supporters (38%) and the 70-90 age group (33%) are the least likely to feel personally impacted by the reduced speed limits. In contrast, opposers (69%) are the most likely to believe they are personally affected. Older respondents, specifically those aged 70-90 (77%) are the most likely to believe that their local journeys will have minimal time difference due to the trial, compared with all other age groups, notably those aged 18-39 (43%). About one in seven opposers (15%) agree with this statement, while eight in ten supporters (81%) agree.

As also shown in Table 11, respondents aged 70-90 (55%) are the most likely to agree that the reduced speed limits have improved road safety on the Peninsula. Supporters (65%) are also more likely than neutrals (20%) and opposers (1%) to agree. Respondents aged 70-90 (71%) are also the most likely to agree that the reduced speed limits will reduce the number of crashes, as are opposers (82%) and males (61%). Almost nine in ten supporters (87%) agree that the reduced speed limits will help reduce the level of road trauma in the Peninsula, compared to less than one in ten opposers (7%). Three quarters of respondents aged 70-90 (75%) agree with the same statement, while almost half of those aged 18-39 (45%) do not agree.

Table 11 Agreement with statements about the trial by demographic and level of support

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
I am personally affected by the reduced speed limits	43	43	47 ↑	48	33 ↓	45	41	38 ↓	28 ↓	69 ↑
The reduced speed limits have improved road safety on the Peninsula	42	33 ↓	38 ↓	49 ↑	55 ↑	39 ↓	45 ↑	65 ↑	20 ↓	1 ↓
The reduced speed limits will reduce the number of crashes	55	42 ↓	53	60	71 ↑	48 ↓	61 ↑	82 ↑	31 ↓	6 ↓
My local journeys will have minimal time difference because of the trial	59	43 ↓	55	68 ↑	77 ↑	55 ↓	62 ↑	81 ↑	43 ↓	15 ↓
The reduced speed limits will help reduce the level of road trauma in the Peninsula	59	45 ↓	56	65 ↑	75 ↑	53 ↓	64 ↑	87 ↑	34 ↓	7 ↓
Column n	1059	217	325	236	281	498	561	646	198	215

Q10. Please consider the following statements about the impact the reduced speed limits have had on you and the Peninsula community generally and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: All respondents

Respondents who agreed that they were affected by the reduced speed limits were asked how they were personally affected. Common responses were grouped into categories. As shown in Table 12 on the next page, the most common response was 'I use those roads and trips take longer' (34%*; 149 respondents). Other frequent responses were 'I use those roads' (26%*; 114 respondents) and 'I feel safer' (13%*; 63 respondents).

The key difference by age group is that four in ten 18-39 year old's (43%; 39 respondents) said that they use the roads and trips now take longer, which is higher than any other age group; two in ten respondents aged 60-69 (26%; 30 respondents) and a quarter of respondents aged 70-90 (25%; 24 respondents) gave statements that were grouped into this category.

Opposers (54%; 79 respondents) are the most likely to say that they use the roads and trips take longer compared to supporters (20%; 48 respondents). A quarter of supporters (25%; 63 respondents) also say that they feel safer. No opposers gave statements that were grouped into this category.

Table 12 Ways in which respondents have been personally affected by the trial

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
NET: I use those roads (and it takes longer)	60	74 ↑	65	50 ↓	41 ↓	64	57	52 ↓	58	73 ↑
I use those roads AND I drive slower/trips take longer	34	43 ↑	36	26	25	43 ↑	25 ↓	20 ↓	40	54 ↑
I use those roads	26	31	29	24	16 ↓	20 ↓	32 ↑	33 ↑	18	19 ↓
I feel safer	13	8	13	15	19	8 ↓	18 ↑	25 ↑	0 ↓	0 ↓
Other negative	11	11	14	8	8	13	9	3 ↓	10	22 ↑
No difference/minimal difference	8	7	5	10	17 ↑	8	9	13 ↑	7	2 ↓
Other slow drivers on the road	5	8	5	4	1	6	4	1 ↓	10	9 ↑
Other positive	4	1	5	5	7	1 ↓	7 ↑	6 ↑	2	1 ↓
Used to driving at certain speeds on these roads	2	1	3	2	1	2	2	2	0	3
Other	2	1	1	1	6 ↑	1	3	3	0	1
Don't know	0	1	0	1	0	0	1	0	0	1
No comment	12	14	10	18	10	13	11	11	25 ↑	10
Column n	450	92	154	113	91	219	231	247	56	147

Q11. How are you personally affected by the reduced speed limits?

Base: Respondents who agree they have been personally affected

Multiple Response

Participants in the qualitative research elaborated on the impact that the trial had on them. Consistent with the survey results, those who were less supportive of the trial were more likely to note the longer time taken to travel between locations and the frustration felt when driving more slowly on the roads. Speeding penalties, or the concern about being penalised, were also raised as a factor contributing to their frustration.



I don't feel any safer, no. Probably a bit more frustrated, because you're used to going a faster speed and you can't.
Depth #2

*This figure is based on a subset of respondents (agreement of being personally affected=450)

sort of

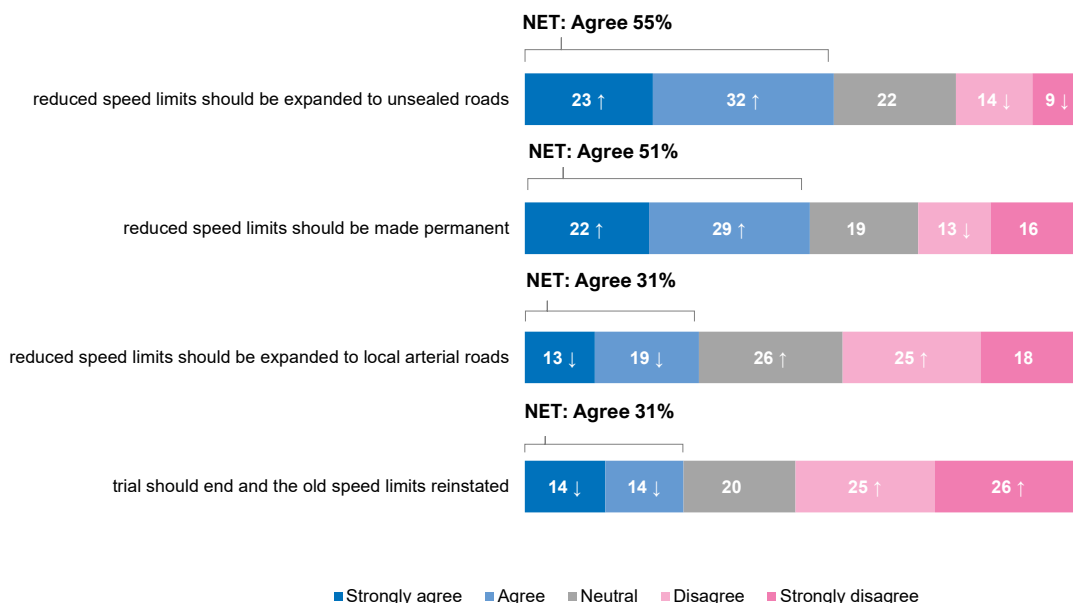


Well, I'm used to it now. They've changed it and it is what it is, so I know where to make sure I slow down. I think 99% of the population doesn't want to intentionally speed or get busted for speeding, just because something changed and they didn't know about it.
Depth #6

2.2.4 The future of the trial

Respondents were asked about four statements regarding what should happen with reduced speed limits in the future. They were asked the extent to which they agree or disagree with these statements, on a scale of 1 (strongly disagree) to 5 (strongly agree). As shown in Figure 7, and looking at net agree (strongly agree and agree), more than half of respondents agree that 'reduced speed limits should be expanded to unsealed roads' (55% agree vs 22% disagree) and that 'reduced speed limits should be made permanent' (51% agree vs 29% disagree). However, less than a third of respondents agree (net strongly agree and agree) that 'reduced speed limits should be expanded to local arterial roads' (31% vs 43% disagree) and that 'the trial should end and the old speed limits should be reinstated' (28% vs 51% disagree).

Figure 7 Attitudes towards the future of the trial



Q12. Please consider the following statements about what should happen with the reduced speed limits in the future and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how do strongly do you disagree or agree that...
Base: All respondents

There is a higher level of agreement with statements about expanding the trial to unsealed roads and local arterial roads among older respondents than other age groups. When asked about reduced limits being expanded to unsealed roads, those aged 60-69 (65%)

and 70-90 (78%) are the most likely to agree, as are supporters (75%), compared to both neutrals (38%) and opposers (19%). The same age groups (60-69 and 70-90) are also the most likely to believe that the reduced speed limits should be expanded to local arterial roads (40% and 45% respectively).

Seven in ten 70–90-year olds (70%) agree that reduced speed limits should be made permanent, while only three in ten 18-39 year olds (35%) agree. Eight in ten supporters (82%) also agree while one in ten neutrals (3%) agree and less than one in ten opposers (13%) agree (see Table 13).

More than a third of 18-39 year olds (37%) agree that the 'trial should end and the old speed limits (be) reinstated', which is higher than any other age group. Opposers account for 22% of respondents, and most of this group (89%) agree that the trial should end, compared to smaller percentages of supporters (6%) or neutrals (28%).

Other analysis shows that respondents who drive five to seven days a week (69% of all respondents; n=695) are more likely than those who drive less than five days a week to believe that the speed limits should be expanded to unsealed roads (51%), local arterial roads (28%) or be made permanent (46%). This group is also more likely than less frequent drivers to agree that the trial should end and the old speed limits should be reinstated (33% vs 20% of those who drive less than five days per week). Motorcyclists (7% of all respondents; n=73) are also less likely to agree with expansions of the trial and more likely to agree that the trial should end with old speed limits being reinstated (52% vs 28% of all respondents).

Table 13 Future of the trial by demographic and level of support

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
reduced speed limits should be expanded to unsealed roads	55	35 ↓	51	65 ↑	78 ↑	51 ↓	60 ↑	75 ↑	38 ↓	19 ↓
reduced speed limits should be expanded to local arterial roads	31	19 ↓	27 ↓	40 ↑	45 ↑	23 ↓	39 ↑	49 ↑	10 ↓	2 ↓
reduced speed limits should be made permanent	51	35 ↓	48	57	70 ↑	45 ↓	57 ↑	82 ↑	13 ↓	3 ↓
trial should end and the old speed limits reinstated	28	37 ↑	32	24	16 ↓	36 ↑	21 ↓	6 ↓	28	89 ↑
Column n	1059	217	325	236	281	498	561	646	198	215

Q12. Please consider the following statements about what should happen with the reduced speed limits in the future and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how do strongly do you disagree or agree that...

Base: All respondents

2.2.4.1 Providing evidence to support the trial

Some participants in the qualitative research noted that their support for the trial assumes the evidence will demonstrate a reduction in road trauma. While supporters put faith in the evidence and trust the process, those who oppose the trial are unlikely to believe that evidence of the trial's success is legitimate.

▀▀ *You can make statistics say whatever you want...but I'm a person, I come to it with an open mind...If suddenly in two years' time the results of the trials do achieve what they wanted to and they decided to drop them to 70 or even worse, 60, you know, that then just adds on an additional cost to my business, which I then have to just pass on to my clients.*
Depth #15

▀▀ *I would like to satisfy myself of the veracity of the data because I work with data myself. I know how easily it can be manipulated to achieve a certain outcome rather than doing it in a quality way. So I'd like to, which of course I'll never necessarily know that because that information would rarely, if ever be revealed. And secondly, I would like to see the data to understand what it did achieve, the objectives. So things I would never expect to get, but they're the things I would like to know.*
Depth #9

Some participants suggested that the statistic which is most likely to be effective is a statement regarding the actual reduction in road trauma.

▀▀ *I think the measure of success is, I think... incidents, the number of incidents during that period from 2019 till now along that specific road.*
Depth #3

There is a belief which is widely held among many participants, regardless of whether they support or oppose the trial, that the risk for any particular road can be demonstrated by the number of crashes on that 'specific road', as demonstrated in the above quote. There was a sentiment that roads should be selected for speed reductions based on the number of incidents which have occurred on that road, rather than selecting for road classes which have demonstrable higher crash risk. Some participants cited the black spot program as an effective means of identifying which sections of road are dangerous and using this approach to select which roads should have reduced speed limits.

Some participants expressed some scepticism as to the effectiveness of speed reduction, generally due to a belief that road trauma is caused by factors not related to speed, or that speed limit reductions would not be an effective control. Common alternative rationales provided as to the cause of road trauma are:

- ▀ Distracted drivers who are inattentive and/or using their mobile phone while driving
- ▀ Drivers, such as non-resident tourists, who are unfamiliar with the local roads and who do not adjust their speed appropriately
- ▀ Lunatics and hoons
- ▀ A lack of driver education
- ▀ Poor intersections

2.2.4.2 Moving to acceptance in the community

Several participants noted that, while change can be challenging when it happens, people get used to the new conditions quickly and in time the new conditions become the norm and the previous conditions the exception. Participants drew parallels with the reduction of the default urban speed limit from 60 km/h to 50 km/h and the gun amnesty and ban which followed the Port Arthur tragedy.

■ ■ *I think there will be a large number of people that kick up a fuss, but after a while, when it becomes the norm, it's less talked about or forgotten about as much... I'm sure there was a big fuss with gun people then, but then it becomes the norm and people get on and deal with it.*

Depth #8

■ ■ *The other change was residential areas when they were reduced from 60 to 50. And I must say, I wasn't all that keen on that in the beginning, but I probably would agree with it now, probably now that I've been a parent as well over that time, that the kids can run out onto the road. And if you hit them at 50 instead of 60, then there's going to be a benefit to that. So I've sort of changed my mind on those.*

Depth #9

■ ■ *I think if they were maintained I don't think people would really notice. You know how people adapt to something that's happened, I think people probably think, oh yeah, well that change, I can't remember when it changed, but oh, okay.*

Depth #10

One participant went so far as to suggest that if the evidence demonstrates a reduction in road trauma, the question of community support or otherwise should not be considered. Instead, the speed limit changes should be implemented regardless of community support because the public health benefit outweighs other costs.

■ ■ *I think if science and stats are saying that it is safer, I don't think it really matters to a certain extent what the community wants. If it is going to save a life, or save lives... I think it's good, taking people's opinions into consideration, but for the greater good, I think there's sometimes where it should just be overruled.*

Depth #8

2.2.4.3 The throughfare scenario

Participants in the qualitative research were read a scenario which would allow for some key roads to have infrastructure upgrades and higher speed limits, while other roads had 80 km/h speed limits maintained. The scenario was as follows:

■ ■ *It is not feasible to upgrade all roads with the required safety features, such as roadside and centreline barriers, roundabouts, etcetera. However, roads designed for longer distance journeys could be upgraded for safe travel at 100 km/h while other roads would have speed limits of 80 km/h. Would you support or oppose such an approach?*

Overall, participants were positive regarding a scenario such as this, although they were not clear how it might be implemented. On balance, at least for participants who support the speed limit reductions, the reductions are sufficient at this point in time.

2.3 Attitudes towards speed and speed limits

Respondents were asked a series of questions and provided with statements regarding their attitudes toward speed limits and crash likelihood. Findings can be seen below.

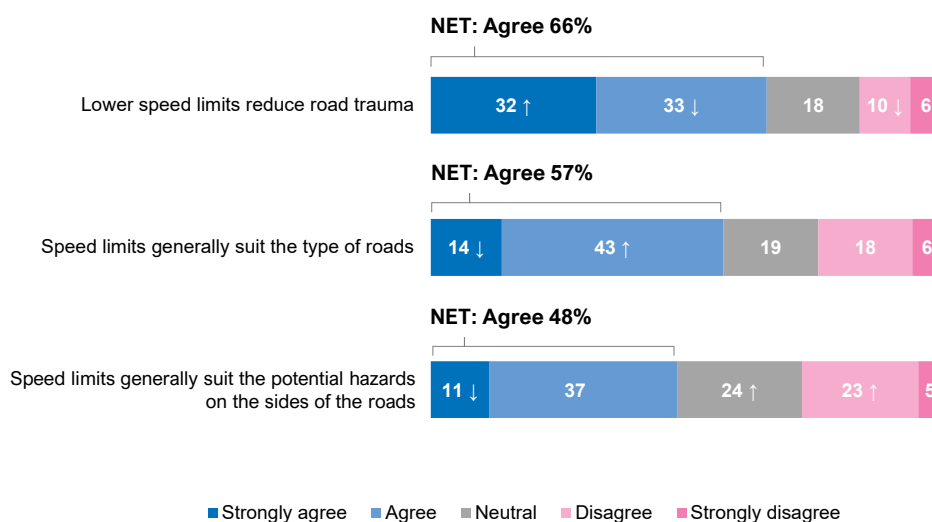
2.3.1 Attitudes towards speed limits among those who are familiar with the trial

Respondents who are both aware of the trial and familiar with it (58%* of respondents; n=614) were asked whether they agree or disagree with three statements regarding speed limits. These statements were designed to explore the extent to which those familiar with the trial believe that lower speed limits reduce trauma and how suitable speed limits are.

Overall, respondents who are both aware of the trial and familiar with the trial agree that 'lower speed limits reduce trauma'. As shown in Figure 10:

- Two-thirds (66%*) agree that 'lower speed limits reduce trauma', with a third (32%*) agreeing 'strongly'.
- A majority (57%*) also agrees that 'speed limits generally suit the types of road'. Strength of agreement regarding the suitability of speed limits is lower compared to the belief in the efficacy of speed limit in reducing trauma. Only one in seven (14%*) agrees 'strongly' that speed limits generally suit the type of road while just over four in ten (43%*) just 'agrees'.
- Just under half of respondents (48%*) agree that 'speed limits generally suit the potential hazards on the sides of the roads'. The remainder either disagree (27%*) or are neutral (24%*).

Figure 8 Attitudes to speed limits among those familiar with the trial



Q5C Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...
Base: Respondents familiar with the trial (Q3 = 3, 4 or 5) (n=614)

*This figure is based on a subset of respondents (familiar with trial n=614)

Table 14 below shows the level of agreement with statements about speed limits among those familiar with the trial (58%* of respondents; n=614) by age, gender and support for the trial. Attitudes towards speed limits vary among respondents with different characteristics. These differences include:

- Younger respondents are less likely to agree with these statements than older respondents. Specifically:
 - Respondents aged under 40 years form the age group least likely to agree that 'lower speed limits reduce road trauma' (49% vs 66% overall) and that 'speed limits generally suit the types of roads' (46% vs 57% overall).
 - Respondents aged 70-90 years form the age group most likely to agree that 'lower speed limits reduce road trauma' (80% vs 66% overall) and that 'speed limits generally suit the types of roads' (65% vs 57% overall).
- Females (70%) are more likely than males (61%) to agree that 'lower speed limits reduce road trauma' while males (53%) are more than females (43%) likely to agree that 'speed limits generally suit the potential hazards on the sides of the roads'.
- Supporters are more likely than opposers to agree with each of these statements. Less than a third of opposers (34%) agree with each of these statements. Only a quarter of opposers who are familiar with the trial agree that 'lower speed limits reduce road trauma' compared to all respondents who are familiar with the trial (66%).

Table 14 Attitudes to speed limits among those familiar with the trial by age, gender and support

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
Lower speed limits reduce road trauma	66	49 ↓	63	72	80 ↑	61 ↓	70 ↑	86 ↑	46 ↓	25 ↓
Speed limits generally suit the type of roads	57	46 ↓	58	59	65 ↑	56	58	68 ↑	49	34 ↓
Speed limits generally suit the potential hazards on the sides of the roads	48	48	44	50	53	53 ↑	43 ↓	55 ↑	44	34 ↓
Column n	614	101	184	148	181	305	309	399	82	133

Q5C Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: Respondents familiar with the trial (Q3 = 3, 4 or 5) (n=614)

*This figure is based on a subset of respondents (familiar with trial n=614)

Table 15 below shows the level of agreement with statements about speed limits among those familiar with the trial by type of vehicle driven and current driving frequency. The main differences are:

- Respondents who drive five to seven days each week are less likely than those who drive less frequently to agree that lower speed limits reduce trauma (60% vs 79%) and that 'speed limits generally suit the type of roads' (54% vs 65%).
- Respondents who drive a 'utility' (42%) or ride a motorcycle (43%) are less likely than drivers of other vehicles to agree that 'lower speed limits reduce road trauma'. By way of comparison, seven in ten (70%) drivers of 'cars/station wagons' agree that 'lower speed limits reduce road trauma'.
- Respondents who drive a 4WD or SUV are least likely to agree that 'speed limits generally suit the type of roads' (51%)

Table 15 Attitudes to speed limits among those familiar with the trial by driving characteristics

Column %	Total	What types of vehicles do you drive on the Peninsula?					How much of your driving, or riding a motorcycle, is on the Peninsula?			Current driving frequency	
		Car / Station wagon	SUV / 4WD	Ute / Utility / Pickup	Truck/ Van/ Bus	M'cycle	All	Most	Some / a little	5-7 days a week	Less than 5 days a week
Lower speed limits reduce road trauma	66	70 ↑	62	42 ↓	58	43 ↓	65	66	66	60 ↓	79 ↑
Speed limits generally suit the type of roads	57	59	51 ↓	49	44	47	59	57	55	54 ↓	65 ↑
Speed limits generally suit the potential hazards on the sides of the roads	48	50	41 ↓	43	42	43	52	49	42	49	47
Column n	614	422	287	93	43	45	68	450	96	409	198

Q5C Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: Respondents familiar with the trial (Q3 = 3, 4 or 5) (n=614)

All respondents were asked what they would say is the most appropriate speed limit for undivided roads to lower the risk of injury should a head-on crash occur. As shown in Table 16 on the next page, eight in ten respondents (79%) say that the speed limit should be between 60 km/h to 80 km/h, while two in ten (21%) say it should be between 90 km/h to 100 km/h.

The most appropriate speed limit decreases with age; nine out of ten respondents aged between 70-90 (90%) say that the speed limit should be between 60-80 km/h. In contrast, three quarters of respondents aged 18-39 (73%) and 40-59 (74%) say that the most appropriate speed limit is between 60 km/h and 80 km/h.

Females (86%) are more likely than males (71%) to say the appropriate speed limit is between 60 km/h and 80 km/h. Conversely, males (29%) are more likely to say the appropriate speed limit is between 90 km/h and 100 km/h than females (14%).

Respondents' position on the trial has the greatest correlation with their belief as to the most appropriate speed to lower the risk of injury in the event of a head-on collision, with supporters (n=646) nominating lower speeds than opposers (n=215). This is demonstrated by the following results:

- Over nine out of ten supporters (95%) say that the appropriate speed limit is between 60 km/h and 80 km/h, compared with only a third of opposers (38%).
- A majority of opposers (62%) say that the appropriate speed limit is 90 km/h to 100 km/h, compared with a much smaller percentage of supporters (5%).
- Fifty per cent of supporters indicated that speed limits of less than 80 km/h is considered appropriate.

Table 16 Most appropriate speed to reduce the risk of injury due to a head-on collision

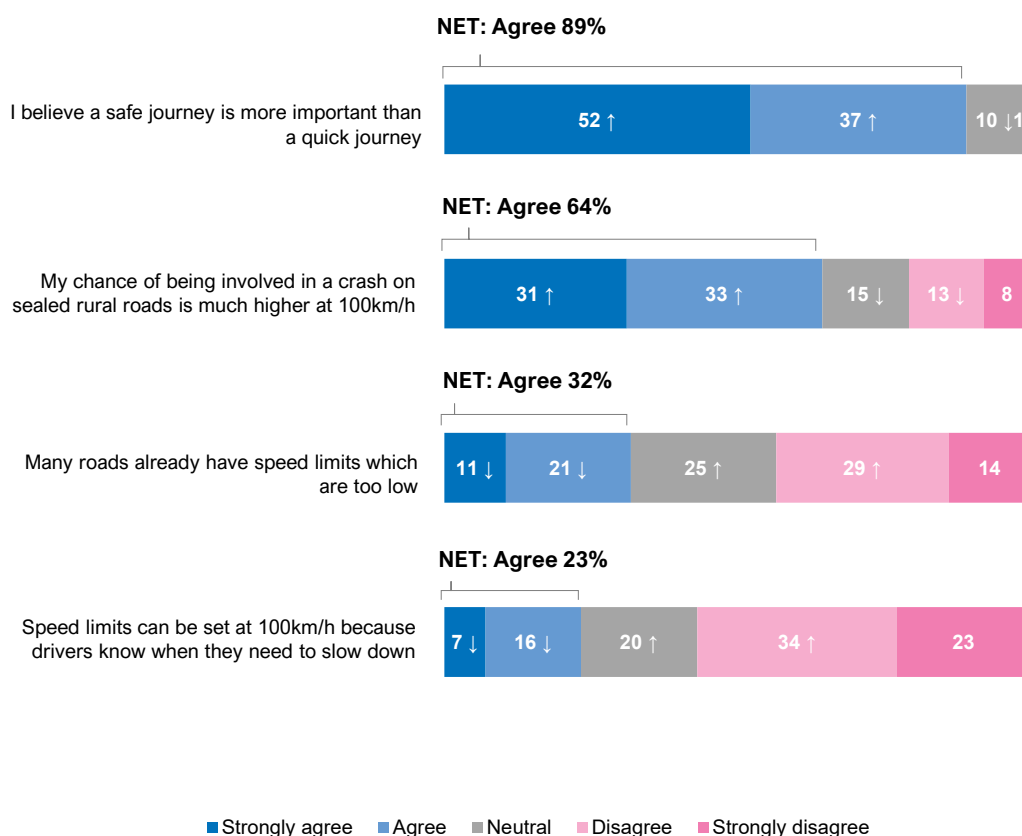
Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
NET: 60-80 km/h	79	73 ↓	74 ↓	84	90 ↑	71 ↓	86 ↑	95 ↑	77	38 ↓
NET: 90-100 km/h	21	27 ↑	26 ↑	16	10 ↓	29 ↑	14 ↓	5 ↓	23	62 ↑
60 km/h	20	22	15 ↓	19	27 ↑	16 ↓	24 ↑	25 ↑	16	10 ↓
70 km/h	19	15	18	19	24 ↑	14 ↓	23 ↑	25 ↑	14	6 ↓
80 km/h	40	37	41	46	39	42	39	45 ↑	47 ↑	22 ↓
90 km/h	12	15	15	11	6 ↓	15 ↑	10 ↓	3 ↓	17 ↑	33 ↑
100 km/h	9	11	10	5	5 ↓	14 ↑	4 ↓	2 ↓	6	29 ↑
Column n	1059	217	325	236	281	498	561	646	198	215

Q13. Please think about undivided roads which run through rural areas near where you live. What would you say is the most appropriate speed limit for these roads to lower the risk of injury should a head-on crash occur?

Base: All respondents

Respondents were asked about four statements regarding speed limits and their safety and the extent to which they agree or disagree using a scale of 1 (strongly disagree) to 5 (strongly agree). As shown in Figure 8, and looking at net agree (strongly agree and agree), only a third of respondents (32%) agree that ‘many roads already have speed limits which are too low.’ The majority of respondents (89%) agree that ‘a safe journey is more important than a quick journey.’ Two thirds (64%) also agree that ‘my chance of being involved in a car crash on a sealed rural road is much higher at 100 km/h than 80 km/h’. Lastly, only about a quarter of all respondents (23%) agree that ‘speed limits can be set at 100 km/h because drivers know when they need to slow down.’

Figure 9 Attitudes towards speed and speed limits



Q14. Please consider the following statements about speed limits and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: All respondents

As shown in Table 17, and as in previous findings, older respondents are more likely to prioritise safety over speed. Only about a fifth of respondents aged 70-90 (22%) agree that many roads have speed limits which are too low, compared with almost four in ten (38%) of those aged 18-39. Similarly, opposers are much more likely to agree with the statement that speed limits are too low (78%) than are supporters (11%).

Almost all supporters (97%) agree that a safe journey is more important than a quick journey. Females (92%) are also more likely to agree with this statement than males (85%).

Most respondents aged 70-90 (79%) agree that their chance of being involved in a crash on sealed rural roads is much higher at 100 km/h than 80 km/h. Most supporters (86%) also agree with this statement, compared to a fifth of opposers (19%).

Respondents aged 18-39 (34%) are more likely than all other age groups to agree that speed limits can be set at 100 km/h because drivers know when they need to slow down. Six in ten opposers (60%) agree with this statement, while only one in ten supporters (10%) agree.

Table 17 Attitudes towards speed and speed limits

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
Many roads already have speed limits which are too low	32	38 ↑	37 ↑	26 ↓	22 ↓	40 ↑	25 ↓	11 ↓	43 ↑	78 ↑
I believe a safe journey is more important than a quick journey	89	82 ↓	90	92	92	85 ↓	92 ↑	97 ↑	87	68 ↓
My chance of being involved in a crash on sealed rural roads is much higher at 100km/h than 80km/h	64	52 ↓	59 ↓	74 ↑	79 ↑	58 ↓	70 ↑	86 ↑	52 ↓	19 ↓
Speed limits can be set at 100km/h because drivers know when they need to slow down	23	34 ↑	23	15 ↓	18 ↓	27 ↑	20 ↓	10 ↓	23	60 ↑
Column n	1059	217	325	236	281	498	561	646	198	215

Q14. Please consider the following statements about speed limits and the extent to which you agree or disagree with each of them. Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

Base: All respondents

2.4 Perception of the level of road trauma on the Mornington Peninsula

Respondents were asked to think about road crashes and their perception of the likelihood of a road crash on the Mornington Peninsula compared to Metropolitan Melbourne, using a scale of 1 (much higher) to 5 (a lot lower).

Looking at net agree percentages (either 'a little higher' or 'much higher' and 'a little lower' or 'a lot lower'), almost half of all respondents (47%) believe that the likelihood of a crash on the Mornington Peninsula compared to Metropolitan Melbourne is lower. Less than a quarter of respondents (22%) believe that the likelihood is higher. These findings are shown in Table 18.

Older respondents are more likely to say that the likelihood of such crashes is higher than are younger respondents. Those aged 60-90 (29%) believe that the likelihood of a crash in the Mornington Peninsula is higher than in Metropolitan Melbourne, while those aged 18-39 (16%) are less likely to agree.

Over half of all males (54%) also believe that the likelihood of a crash on the Mornington Peninsula is lower, compared to less than half of all females (41%).

Supporters (31%) are the most likely to believe the likelihood of a crash on the Mornington Peninsula is higher, while only a small percentage of opposers (6%) agree. Opposers (69%) are also the most likely to agree that the likelihood is lower.

Table 18 Perception of road trauma in Mornington Peninsula compared to Melbourne

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
NET: Higher	22	16 ↓	22	29 ↑	26	20 ↓	25 ↑	31 ↑	15 ↓	6 ↓
NET: Lower	47	56 ↑	46	40 ↓	43	54 ↑	41 ↓	37 ↓	52	69 ↑
Much higher	8	5	6	14 ↑	9	8	8	12 ↑	1 ↓	1 ↓
A little higher	15	11	16	15	17	12 ↓	17 ↑	19 ↑	13	5 ↓
About the same	26	22	27	29	27	22 ↓	30 ↑	28 ↑	24	21
A little lower	25	25	25	23	27	26	24	24	29	23
A lot lower	22	31 ↑	21	17	15 ↓	27 ↑	16 ↓	12 ↓	23	46 ↑
Don't know	5	6	6	2 ↓	5	5	5	4	9 ↑	4
Column n	1059	217	325	236	281	498	561	646	198	215

Q15. Thinking now about road crashes, what is your perception of the likelihood of a road crash on the Mornington Peninsula compared to Metropolitan Melbourne? Would you say the likelihood is...

Base: All respondents

Respondents were then asked about their perception of the likelihood of a road crash on the Mornington Peninsula compared to regional Victoria, again on a scale of 1 (much higher) to 5 (a lot lower).

As shown in Table 21, overall, a quarter of respondents (25%) believe that the likelihood of a crash is higher in Mornington Peninsula compared to regional Victoria, while just under a fifth (18%) believe it is lower. Respondents aged 70-90 (23%) are most likely to agree that the likelihood of a crash is lower in Mornington Peninsula compared to Regional Victoria.

Supporters (29%) are more likely to agree that the likelihood of a crash on the Mornington Peninsula is higher than opposers (19%).

Table 19 Perception of road trauma in Mornington Peninsula compared to regional Victoria

Column %	Total	Age				Gender		Support for Trials (Q6)		
		18-39	40-59	60-69	70-90	Male	Female	Support	Neutral	Oppose
NET: Higher	25	30	25	25	22	26	25	29 ↑	21	19 ↓
NET: Lower	18	19	15 ↓	19	23 ↑	19	17	16 ↓	22	21
Much higher	5	5	6	5	4	5	5	8 ↑	2 ↓	1 ↓
A little higher	20	25 ↑	19	19	17	21	19	22	19	18
About the same	51	44 ↓	55	54	49	49	52	49	50	54
A little lower	14	15	12	14	16	15	13	13	17	12
A lot lower	5	4	3	5	7 ↑	4	5	3 ↓	5	9 ↑
Don't know	6	7	6	3	7	5	6	5	7	5
Column n	1059	217	325	236	281	498	561	646	198	215

Q16. And what is your perception of the likelihood of a road crash on the Mornington Peninsula compared to Regional Victoria? Would you say the likelihood is...

Base: All respondents

2.5 Differences in driving experience and behaviour due to COVID-19 restrictions

Respondents were asked to compare how often they drive 'at the moment' (that is, at the time of survey) compared to a year ago. As shown in Table 20, there were fewer people driving at the time of survey than a year ago. Seven in ten respondents (69%*) drove 5-7 days a week at the time of survey, compared to eight in ten respondents (79%*) who a year ago drove 5-7 days a week. Consistent with the decrease in respondents who, at the time of survey, drove 5-7 days per week, compared with a year earlier, there is also an increase in those who, at the time of survey, drove 2-4 days a week (24%*) compared to those who drove 2-4 days a week a year ago (17%*).

Table 20 Frequency of driving during the survey versus a year prior

Column %	Never	Frequency of driving			Row n
		Once a week or less	2-4 days a week	5-7 days a week	
Frequency of driving at the moment	0 ↓	7	24 ↑	69 ↓	1044
Frequency of driving a year ago	0 ↓	4*	17 ↓	79 ↑	1044

DR5A Thinking about how often you are driving at the moment, how often do you drive a car

DR5B Thinking about a year ago, how often did you drive a car then?

Base: All respondents who have a car license

In the qualitative research, there were varied responses from participants regarding their experience of driving during the lockdowns enacted in response to the COVID-19 pandemic. Overall, respondents noted that there were both busy and quiet periods on Mornington Peninsula roads. Typically, traffic is predictably seasonal; the roads in the area are busy during summer and other holiday periods when tourists visit the area. Participants noted that in 2020 this pattern varied, and that the roads became busier in autumn and winter when Metropolitan Melbourne residents travelled to their holiday houses. Participants said that in other periods the roads were quiet with minimal traffic and congestion.

Well, it was great because going to work, there was minimal cars on the road. There wasn't the maniacs on the road. There wasn't the aggressive drivers on the road. Everything was nice and sedate. Yeah everyone was a lot more polite.
Depth #10

It's just a little bit of frustration, because there was lots of holiday makers coming down to the Mornington Peninsula. So treating all this lockdown down stuff as like a holiday... I think people weren't thinking that there's going to be a lot of people throughout autumn and throughout winter.
Depth #3

*This figure is based on a subset of respondents (those with a car license n=1044)

3

Discussion regarding expert position and community sentiment

It is notable in the findings of this research that some survey respondents and participants in the qualitative research hold views which are not aligned with expert opinions backed by evidence and scientific principles.

Overall, the community does align with the expert position, as demonstrated by the majority support for lower speed limits on the basis that lower speed limits will reduce trauma and the underlying belief that lower road trauma is beneficial to the community. Views which diverge from expert opinion are held by a minority in the community.

Table 21 provides a summary of expert positions and community understanding relating to those positions.

Table 21 Expert position compared to community understanding

Expert position based on evidence	Community understanding
Speed limit reductions reduce the likelihood of a crash occurring and the severity of road trauma in the event of a crash by reducing the chance of an error such as loss of control, allow more time for the driver to act in the event of an unexpected obstruction and significantly reduce the kinetic energy of a crash. There are many factors which contribute to crashes occurring. However, reduced speed which is achieved via reduced speed limits will reduce the occurrence and severity of crashes, thus reducing road trauma.	Overall, the community tends to understand the contribution lowering speed limits has on crash occurrence and trauma. The majority agree that 'the reduced speed limits will result in fewer crashes' (57%). However, those who are not favourable to the reduced speed limits exhibit poorer understanding of this fact, with only 8% of opposers agreeing (compared to 83% among supporters). Among the 58% of respondents who are aware of the trial and familiar with it, two thirds (66%) agree that 'lower speed limits reduce road trauma'. While this demonstrates good understanding in the community overall, those who are familiar with the trial, but oppose it, agree with this statement to a much lesser extent than those who are familiar with the trial and support it (25% vs 86%). This was elaborated in the qualitative research with participants who were not supportive of the trial questioning the efficacy of speed limit reductions due to other causes of crashes, such as 'hoons' and 'lunatics' and distracted or poorly trained drivers.
The risk of a fatality in a head on collision where both cars are travelling at 100 km/h is about 100%. The risk is reduced to about 40% where both cars are travelling at 80 km/h.	This proposition was put to participants in the qualitative research. It is widely accepted that a head-on collision with both cars travelling at 80 km/h is more survivable than the same collision where the cars are travelling at 100 km/h. Some were surprised at the magnitude of the reduced risk. Among supporters, 95% believe the most appropriate speed to reduce the risk of injury should a head-on collision occur is 60-80 km/h. The majority of opposers (62%) believe the most appropriate speed is 90-100 km/h. A key question with regard to this fact being considered relevant is the extent to which drivers feel at risk. Some of those opposed or neutral towards the trial noted that they had been driving on these roads at 100 km/h for many years without incident.

Table 21 continued

Expert position based on evidence	Community understanding
Crashes occur on all types of roads. Roads have characteristics which make a fatal crash more likely (e.g. high speed, lack of infrastructure, proximity of obstructions to the shoulder). However, the precise location of crash occurrence cannot be predicted, thus risk control must be systemic.	Several participants in the qualitative research made comments regarding the assessment of the safety of roads, and thus setting appropriate speed limits. The intuitive approach is generally to consider the number of crashes on a particular road – analogous to the Black Spot program.

4

Conclusions and recommendations

Residents are largely aware of the speed reductions and have some understanding that they are intended to address road trauma

About three quarters (76%) of respondents had heard of the Morrington Peninsula trial of reduced speed limits and, of these, three quarters (75%) rated their familiarity at three or higher on a scale ranging from one, 'I have heard of the name only' to five, 'I am very familiar with the initiative'.

Participants in the qualitative research tended to report that they became aware of the reduced speed limits via seeing the new speed limit signs and some additional signage highlighting the changed speed limits.

While there was often an understanding that the reduced speed limits are intended to reduce road trauma, there was little deeper knowledge of the initiative. This is despite some participants reporting having read about the initiative in the newspaper, Council newsletter or on local Facebook groups.

Residents are supportive of the reduced speed limits as well as the retention of the reduced speed limits and the expansion to unsealed roads

The primary finding supporting this conclusion is that supporters outnumber opposers almost three to one (59% support vs 22% oppose). This is even more pronounced when looking at those who have strong opinions, with almost four times as many strongly supporting the reduced speed limits than strongly opposing them (27% compared with 7%).

There are some sections of the community which are less supportive. Survey respondents most likely to oppose the trial are respondents aged 18-39 (33% of this age group) and drivers of SUVs/4WDs (27% of drivers of this type of vehicle), utilities (37% of drivers of this type of vehicle) and motorcycles (39% of riders of this type of vehicle).

It is worth noting that respondents underestimate the extent of community support for the speed limit reductions, with only 34% agreeing that 'most people I know are supportive of the reduced speed limits' whereas 59% of the community support them.

Considering the future of the trial, more than half (55%) of all respondents agree that it should be expanded to unsealed roads. About half (51%) agree that the reduced speed limits should be made permanent, while just three in ten (29%) disagree. Only three in ten (31%) agree that the old speed limits should be reinstated.

Among neutrals and opposers, it is likely that many in these groups will move to a position of acceptance over time

The qualitative research found that a common belief is that the new speed limits will become accepted over time. For some drivers, especially those who are neutral or opposed, the initial reaction to the reduced speed limits is one of frustration and annoyance – especially as their expected driving speed on these roads has been formed over years of habit. However, even over the trial period to date some noted that they were becoming used to the new speed limits.

Some participants drew parallels to the reduction of the default urban speed limit from 60 km/h to 50 km/h and the changes to firearms laws. Over time the change becomes the new normal and the previous conditions seem unusual.

Evidence should be provided to the community – especially clear evidence of a reduction in trauma (or otherwise). However, some residents claim they will remain unconvinced.

Based on the findings from the qualitative research, the most compelling evidence of the efficacy of the trial is a reduced number of fatalities and serious injuries on the trial roads.

Those who support the reduced speed limits do so because there will be fewer crashes (31%) and slower speeds are safer (27%). Further, nine in ten respondents who support the trial (87%) agree that 'the reduced speed limits will reduce the level of road trauma in the community'. If the evaluative data show the trial is effective, providing these data will reinforce this position in the community.

For some who are neutral, evidence will assist in reassuring that the reduced speed limits have been put in place for a good reason. This will aid acceptance of the reduced speed limits among this group.

In contrast, opposers and some neutrals tend to be sceptical that reduced speed limits will reduce trauma because crashes will occur for other reasons and there will still be non-compliance to road rules. They also do not trust that the evidence will be provided in an accurate and transparent way – they fear manipulation of the data and may not take the evidence on board. The clearer the evidence, the more likely it is to be accepted.

There is an understanding in the community, especially among supporters of the trial, that lower speeds equate to more survivable crashes.

When asked what the most appropriate speed limit is to reduce the risk of injury in the event of a head on collision, eight in ten (79%) respondents nominated a speed between 60 km/h and 80 km/h. The majority of residents also agree that 'the reduced speed limits will help reduce the level of trauma in the Peninsula' (59%).

The qualitative research found that participants agreed that a person is much more likely to survive a head-on collision at 80 km/h compared to 100 km/h. This was the case for those who oppose the reduced speed limits as well as those who support them. This fact is not disputed, although the belief regarding the magnitude of difference in survivability differs. Note that about four in ten opposers (38%) nominated a speed of 60-80 km/h to reduce the risk of injury in the event of a head-on collision versus nearly all supporters (95%).

Changing speed limits can cause frustrations other than just having to travel slower

Increased travel time and the feeling of driving slower on roads was a primary reason for not supporting the reduced speed limits. Four in ten opposers (42%) of the trial raised this as an issue (9% of all respondents surveyed opposed the reduced speed limits and cited 'increased travel time' as the main reason). However, the qualitative research revealed other factors which contribute to the feeling of annoyance and frustration expressed by those who oppose or are neutral to the reduced speed limits.

Driving at a particular speed on certain roads for many years creates a strong habitual driving behaviour. Driving at 80 km/h on these roads then feels slow and, if the driver slips back to 100 km/h unintentionally or because the new speed limit sign was not observed, they run the risk of being penalised for speeding. While the reduced speed limits reduce the risk of road trauma for the community, they are perceived to increase the risk of penalties for speeding drivers.

Some drivers expressed frustrations about constantly changing speed limits. This increases the speed management required by the driver as speed signs must be observed and complied with otherwise the driver may be penalised. When many speed signs are changed, as occurred for the trial, the driver – once familiar with the area – must maintain increased vigilance.

There are aspects of road safety which are not well understood by some in the community

Many participants in the qualitative research made comments regarding the assessment of risk for roads, and that these assessments are often used in an attempt to determine whether a road is dangerous or not. The basis for the assessment of the risk is to count the number of crashes on a given road; if the number of crashes is high then the road should have the speed limit reduced. If the road does not exhibit an above average number of crashes, then the speed limit should not be reduced. This view is widely held and does not take into consideration the spatially-distributed nature of crash risk and the highly-random nature of crash occurrence. This contrasts with the expert approach taken for the trial, which identifies classes of roads with higher systemic risk and a consequent need for system-based control of risk, spread across a wide area.

Arguments against controlling for crash risk by lowering speed limits often point to other causes of crashes or non-compliant drivers. This view is typically held by those neutral or opposed to reduced speed limits. Where this view is taken, it holds that the compliant driver travelling at a 100 km/h speed limit (or appropriate speed for the road, as per compliant driver discretion) is performing responsibly and other drivers who are non-compliant are causing crashes and trauma. By reducing speed limits, some believe the government is punishing the compliant drivers for the behaviour of non-compliant drivers. This view does not recognise, or dismisses the effectiveness of, other driver behaviour crash risk controls such as enforcement, public education and driver education, nor does it recognise that all drivers, including 'other' drivers, make mistakes from time to time but on high risk roads, a simple mistake could result in death or severe injury. It also does not acknowledge the risk faced by a compliant (but imperfect) driver and the ability for speed limit controls to reduce both their crash risk and, in the event of a crash occurring, their injury risk.

The findings are reasonably representative of a non-COVID-19 period

The timing of the survey launch was held back until 9 November 2020, after Melbourne had exited Stage 4 lockdown (26 October 2020). This allowed time for the volume of traffic to increase on the Peninsula during the time of the survey.

During the period of the survey, the frequency of driving was slightly lower than a year ago (69% driving 5-7 days per week at the time of the survey versus 79% a year prior to the survey). Even among those who reported driving 5-7 days per week, the majority supported the speed trial (54% support versus 25% oppose).

4.1 Recommendations

Based on the findings of this community survey and qualitative interviews, we recommend continuing the evaluation of the trial as planned. That is, considering community sentiment alongside travel speed data, road trauma statistics and impacts on travel time.

5

Research method

The research approach for the qualitative and quantitative components of the research are described below.

5.1 Quantitative research

Questionnaire development

The questionnaire was developed by Wallis in conjunction with the MPSC Working Group to achieve the research objectives. The questionnaire can be found at Appendix 2.

Sample

The sampling approach for this survey was designed to have high accuracy. That is, using a sampling methodology which limited sampling bias by using a high coverage sampling frame and using a simple random sampling approach. This is in contrast to surveying approaches where a convenience sample is used, such as advertising an open link for participation. Using convenience samples leads to bias in the survey as the sample is self-selecting and not randomly drawn from the population. Similarly, low coverage sample frames can lead to bias if the sample frame excludes some of the population in a non-random manner.

For this survey the Transport Accident Commission (TAC) extracted a sample of MPSC residents from the VicRoads Registration and Licensing Database (VRRLD). Use of this database for research into road safety is permitted under the Road Safety Act 1986 and section 92(3)(id). The sample was drawn based on ABS ASGS SA3 (Mornington Peninsula) which aligns with the Mornington Peninsula LGA. The sample was tagged with SA2 to allow for analysis by sub-region.

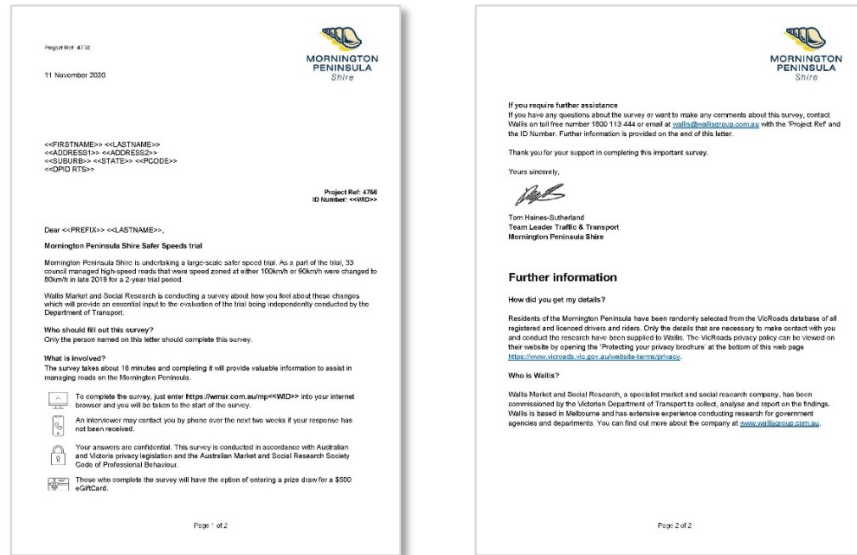
The sample was washed against “do not contact” lists maintained by both the TAC and Wallis to avoid contacting people who have previously opted out from research.

The proposed sample stratification was designed to correct for non-response at the sampling stage. Based on our experience with the VRRLD, Wallis was aware of differential response rates by age and gender. Wallis built in corrections to account for these which yielded a final sample close to population proportions.

The sample was comprised of a random selection (within age bands) of 6,126 residents of Mornington Peninsula Shire (as indicated by the address available in the VicRoads Registration and Licensing Database).

Primary Approach Letter and Reminders

A primary approach letter (PAL) was lodged on the 11 November 2020. The PAL which featured the MPSC logo included key information regarding the speed trial, who should fill in the survey, what is involved in filling out the survey and how respondents could complete the survey, via online or over the phone. The PAL also included information about the one-off prize draw for respondents who had completed the survey. The full PAL can be found in Appendix 1.



Incentives

All respondents who completed the survey had the option of entering the prize draw where a \$500 eGift Card was drawn. Respondents were notified of the option of entering the prize draw in the CATI introduction as well as in the PAL.

Surveying

A total of n=1,059 surveys were completed (a response rate of 17%). This (unweighted) sample size results in a confidence interval for quantitative findings of between 1.81% (10% estimate) and 3.01% (50% estimate) at the 95% confidence level.

Sampled residents were able to complete the survey online (CAWI) via a short URL provided in the PAL. Calls were made by Wallis interviewers to invite sampled residents who had not participated online to complete the survey via telephone (CATI) in cases where they had not responded to the letter. The survey was closed when about 1,000 responses were received. Some additional online responses which arrived prior to the data being finalised were accepted up to 8 December 2020.

Weighting

Data were weighted to age and gender based on the ABS Census data 2016. Figures presented in this report are drawn from the weighted data. Base sizes reported are the unweighted bases. The weights had an efficiency of 95%.

Statistical significance

Only statistically significant results (95% confidence limits) are reported where sub-groups are compared in descriptions of the tables, unless noted otherwise. This means that there

is a 95% probability that reported differences in results from sub-groups exist in the population and are not the result of variance due to sampling error.

Figure 10 shows a summary of responses and survey duration by mode, based on the total number of responses for CATI and CAWI.

Figure 10 Summary of response and survey duration by mode

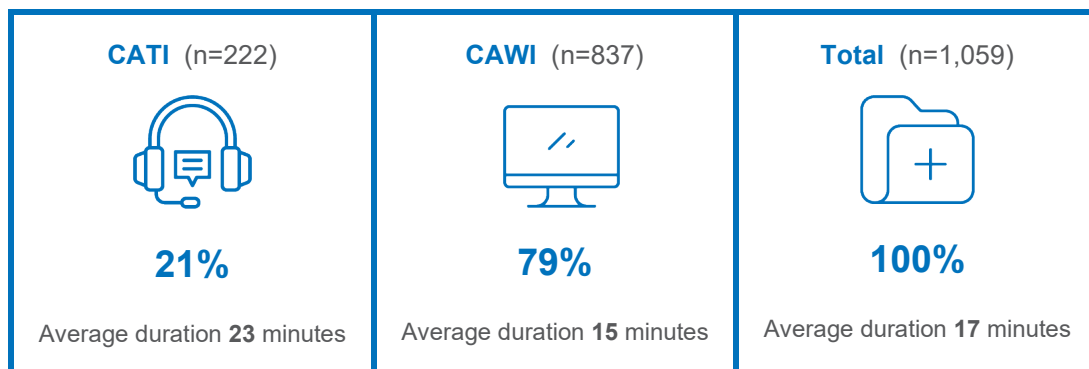


Table 22 below shows profile of respondents by age and gender.

Table 22 Respondent Profile

Age	Male		Female		Total	
	#	% of total	#	% of total	#	% of total
18-25	37	7	42	8	79	15
26-39	53	11	85	15	138	26
40-59	154	31	171	30	325	61
60-69	113	23	123	22	236	45
70-90	141	28	140	25	281	43
Total	498	47	561	53	1059	100

5.2 Qualitative research

Discussion guide development

The qualitative component of the research which took place between 9 February 2021 and 18 February 2021. It consisted of a 30-minute semi-structured interview with 15 respondents who had completed the quantitative survey. The discussion guide was developed by Wallis in conjunction with representatives from Regional Roads Victoria, the MPSC and Corben Consulting. The interviews took place via telephone and were recorded with respondent consent for transcription. The discussion guide is provided in Appendix 3.

Recruitment details and specifications

It was agreed by the working group that the respondents would be split between three groups classified by position on the reduced speed limits, each comprising five respondents.

The characteristics of each of the respondents are shown in Table 23 below.

Table 23 Interview characteristics by interview number

Depth #	Soft Quota
1	Supporter, Female / 18-39 / Familiar with trial (Q3e>=4)
2	Supporter, Female / 40-59 / Familiar with trial (Q3e>=4)
3	Supporter, Male / 18-39 / Familiar with trial (Q3e>=4)
4	Supporter, Male / 40-59 / Familiar with trial (Q3e>=3)
5	Supporter, Female/Male / 60+ /Familiar with trial (Q3e>=4)
6	Neutral, Unaware of Trial / Male / Motorcycle / 40-59
7	Neutral, Unaware of Trial / Female / 18-39
8	Neutral, Aware of Trial / Male / 18-39
9	Neutral, Aware of Trial / Male / 40-59
10	Neutral, Aware of Trial / Female / 60+
11	Opposed, Male / 26-39 / Motorcycle
12	Opposed, Male / 60-69
13	Opposed, Male / Ute, Truck or Van / 40-59
14	Opposed, Female / 18-39
15	Opposed, Female / 40-59

Incentives

Each respondent received a \$50 eGift Card on completion of their depth interview. Respondents were notified of the incentive when recruited, as well as in the introduction of the depth interview.

Transcription

All respondents gave their consent for recording of their interview when being recruited, and again at the commencement of their interview.



Appendix 1

Primary Approach Letter (PAL)

11 November 2020

<<FIRSTNAME>> <<LASTNAME>>
<<ADDRESS1>> <<ADDRESS2>>
<<SUBURB>> <<STATE>> <<PCODE>>
<<DPID RTS>>

Project Ref: 4756
ID Number: <<WID>>

Dear <<PREFIX>> <<LASTNAME>>,

Mornington Peninsula Shire Safer Speeds trial

Mornington Peninsula Shire is undertaking a large-scale safer speed trial. As a part of the trial, 33 council managed high-speed roads that were speed zoned at either 100km/h or 90km/h were changed to 80km/h in late 2019 for a 2-year trial period.

Wallis Market and Social Research is conducting a survey about how you feel about these changes which will provide an essential input to the evaluation of the trial being independently conducted by the Department of Transport.

Who should fill out this survey?

Only the person named on this letter should complete this survey.

What is involved?

The survey takes about 18 minutes and completing it will provide valuable information to assist in managing roads on the Mornington Peninsula.



To complete the survey, just enter **<https://wmsr.com.au/mp<<WID>>>** into your internet browser and you will be taken to the start of the survey.



An interviewer may contact you by phone over the next two weeks if your response has not been received.



Your answers are confidential. This survey is conducted in accordance with Australian and Victoria privacy legislation and the Australian Market and Social Research Society Code of Professional Behaviour.



Those who complete the survey will have the option of entering a prize draw for a \$500 eGiftCard.

If you require further assistance

If you have any questions about the survey or want to make any comments about this survey, contact Wallis on toll free number 1800 113 444 or email at wallis@wallisgroup.com.au with the 'Project Ref' and the ID Number. Further information is provided on the end of this letter.

Thank you for your support in completing this important survey.

Yours sincerely,



Tom Haines-Sutherland
Team Leader Traffic & Transport
Mornington Peninsula Shire

Further information

How did you get my details?

Residents of the Mornington Peninsula have been randomly selected from the VicRoads database of all registered and licenced drivers and riders. Only the details that are necessary to make contact with you and conduct the research have been supplied to Wallis. The VicRoads privacy policy can be viewed on their website by opening the 'Protecting your privacy brochure' at the bottom of this web page <https://www.vicroads.vic.gov.au/website-terms/privacy>.

Who is Wallis?

Wallis Market and Social Research, a specialist market and social research company, has been commissioned by the Victorian Department of Transport to collect, analyse and report on the findings. Wallis is based in Melbourne and has extensive experience conducting research for government agencies and departments. You can find out more about the company at www.wallisgroup.com.au.



Appendix 2

Questionnaire

Department of Transport

Mornington Peninsula Community Sentiment (MPCS) Survey

Questionnaire (July 2020)

Green font shows online survey instructions

Blue font indicates Computer Assisted Telephone Interviewing (CATI) instructions

CATI INTRO

INT01 Good <MORNING/AFTERNOON/EVENING>. My name is <INT_NAME> from Wallis Market and Social Research, an Australian company based in Melbourne. We're contacting you on behalf of the Victorian Department of Transport for research on improving the safety of roads in your local area.

[IF MOBILE PHONE: I realise I'm calling you on your mobile, can I just check that it's okay to talk at the moment and that you're not driving? IF DRIVING OR NOT SAFE, MAKE APPOINTMENT]

We're conducting a research project about roads on the Mornington Peninsula. Can I please speak with [NAME]?

RE-INTRODUCE IF NECESSARY. Taking part in the study will take about 18 minutes and we are offering people who participate the chance to enter a prize draw for \$500.

The information collected in this survey will be used by the Mornington Peninsula Shire Council and the Victorian Department of Transport to improve the safety of roads in your local area. Your responses will be aggregated with the responses of others and will not be personally identifiable.

This study is confidential. Personal information such as your contact details will be separated from your answers to the survey.

Before we continue, can I please confirm that you live in Mornington Peninsula Shire?

We will be asking some questions about road safety and your knowledge and beliefs about road crashes on the Mornington Peninsula.

This topic may be distressful for you if you have been personally affected by road trauma. Please let me know now if you would be comfortable continuing with this survey or if you would prefer not to continue because you have been personally affected.

IF ASKED: Your contact details were provided by VicRoads. VicRoads provided us with your contact details for the sole purpose of conducting this study on behalf of the Victorian Department of Transport. In some cases, phone numbers have been matched to VicRoads data using the MacroMatch service provided by Sensis (that is spelt S-E-N-S-I-S). More information can be found at the Mornington Peninsula Shire Council on <https://www.mornpen.vic.gov.au/About-Us/News-Media-Publications/Initiatives-and-Current-Issues/Safer-Speeds-Trial>

IF ASKED: You can check our market and social research credentials at <https://researchsociety.com.au/confirm>

IF NOT NOW, ARRANGE CALL BACK OR THANK AND CLOSE.

- 01 CONTINUE (Start Survey)
- 02 Wants to do online – provide link via email or text
GO TO LINK SCREEN
- 04 Respondent not available during survey period
- 05 Business/Residential Number
- 10 Refused (ask for reason why)
- 11 Language difficulties
- 12 Physically unable to take part in the survey
- 13 Respondent deceased
- 41 Make appointment
- 81 Call back on another number
- 07 Wrong number
- 91 Refused – add to do not call list
- 93 Does not live in Mornington Peninsula Shire

INT02 You can take part in the study with us now, or at a convenient time over the telephone, or I can send you a link to complete the study online.

Would you like to continue over the phone or would you prefer to complete the study online? If you prefer to do it online we can send you a link via email or SMS, or I can tell you how to log into the study through our website. Which would you prefer?

- 01 Continue now over the phone
- 10 Respondent Refusal (ask for reason why)
- 41 Make appointment
- 21 Prefers online – provide link via email or SMS
- 22 Prefers online – provide login ID over the phone
- 23 **Prefers online - will use information already provided**

TEXT TO BE EMAILED:

Subject line: Requested link for Mornington Peninsula research

Dear [FIRST NAME]

Thank you for agreeing to take part in this study about your local roads that we are conducting on behalf of Department of Transport.

Please click this link to start the survey:

Just to remind you, the information you provide is confidential and the email address you have provided will not be used for any purpose other than sending this link.

More information about the research can be found at this link: **[SURVEY WEB PAGE LINK]**

Thank you.

Regards,
Wallis Market & Social Research

TEXT TO BE SENT VIA SMS:

Hi [FIRST NAME], please go to [SURVEY LINK] (wmsr.com.au/mp[PIN]) to complete the survey. Find out more by visiting <ink_link> or calling 1800113444

IF REMINDER APT FROM ONLINE

Good morning/afternoon/evening, my name is..... from Wallis Market and Social Research, calling about a study we are conducting on behalf of the Department of Transport.

We recently [sent you an email / SMS / gave you an ID to log into the study] our records show that you have not yet taken part in the study. If this is the case, would you still like to complete it online or should we just do it now over the phone?

01	CONTINUE (Start Survey)	
02	Will do online	GO TO LINK SCREEN
04	Respondent not available in survey period	
05	Business/Residential Number	
10	Refused (ask for reason why)	
11	Language difficulties	
12	Physically unable to take part in the survey	
13	Respondent deceased	
41	Make appointment	
81	Call back on another number	
07	Wrong number	
91	Refused – add to do not call list	
93	Does not live in Mornington Peninsula Shire	

CAWI INTRODUCTION

Thank you for offering to complete this survey which will be used to improve the safety of roads in your local area. The survey takes about 18 minutes to complete.

The information collected in this survey will be used by the Mornington Peninsula Shire Council and the Victorian Department of Transport to improve the safety of roads in your local area. Your responses will be aggregated with the responses of others and will not be personally identifiable.

This study is confidential. Personal information such as your contact details will be separated from your answers to the survey.

As you move through the survey please do not use your browser "forward" and "back" buttons - instead use the buttons at the bottom of each screen.

To begin the survey, please click the "Next" button below.

[LINK – NEXT]

MONITORING QUESTION (CATI ONLY)

M1 With your permission, the call will be recorded and may be monitored for quality control purposes. If you do not want the call to be recorded or monitored, please say so now.

DO NOT READ OUT

- 01 Recording and monitoring allowed
- 02 Recording or monitoring NOT allowed

SECTION 1: RESPONDENT CLASSIFICATION AND DRIVING CHARACTERISTICS

AGE_GRP RECORD FROM SAMPLE

GENDER RECORD FROM SAMPLE

Firstly, we have a few questions to make sure we speak with a range of road users

DR1 Are you currently licensed to drive... (NOTE includes L and P plates)

MULTICODE

READ OUT / Please select all that apply

- 01 A Car
- 02 A Motorcycle
- 03 A Heavy vehicle
- 97 (DO NOT READ) None of these (No licence)
- 98 (DO NOT READ) Refused / Rather not say

IF DR1 = 01 "HAS CAR LICENCE" ASK DR4, ELSE GO TO Q2

DR4 And is your car licence a...?

READ OUT

- 01 Full licence
- 02 P1 Probationary licence (Red P Plates)
- 03 P2 Probationary licence (Green P Plates) (CATI:, or a)
- 04 Learner Permit

IF DR1 = 01 "HAS CAR LICENCE" ASK DR5, ELSE GO TO Q2

We would like you to consider how often you are driving now compared to a year ago.

DR5A Thinking about how often you are driving at the moment, how often do you drive a car?

PROMPT IF NECESSARY

- 01 Never
- 02 Once every six months or less
- 03 Every couple of months
- 04 About once a month
- 05 About once a fortnight
- 06 About once a week
- 07 2-4 days a week
- 08 5-7 days a week

DR5B Thinking about a year ago, how often did you drive a car then?

PROMPT IF NECESSARY

- 01 Never
- 02 Once every six months or less
- 03 Every couple of months
- 04 About once a month
- 05 About once a fortnight
- 06 About once a week
- 07 2-4 days a week
- 08 5-7 days a week

SECTION 2: FAMILIARITY

Q2 Federal, state and local governments have introduced a range of road safety initiatives in recent years. I am going to read out the names of several programs. For each one, please tell me whether you have heard of it, before doing this survey.

[CAWI TEXT TO BE ADDED]

Have you heard of [ITEM]?

RANDOMISE A-E

#	ITEM
A	Towards Zero
B	The Safe System approach to road safety
C	The Safer Roads program
E	The Mornington Peninsula Shire Council trial of reduced speed limits on selected roads

PROMPT IF NECESSARY

- 01 I have heard of it
- 02 I have not heard of it
- 99 (DO NOT READ) Unsure

ASK Q3A IF Q2A =01, ASK Q3C IF Q2C=01, ASK Q3E IF Q2E=01, ELSE GO TO Q6

Q3 Using a scale of 1 to 5, where 1 means 'I have heard of the name only' and 5 means 'I am very familiar with the initiative', how familiar are you with...?

[ITEM]

[CAWI TEXT TO BE ADDED]

#	ITEM
A	Towards Zero
C	The Safer Roads program
E	The Mornington Peninsula Shire Council trial of reduced speed limits on selected roads

PROMPT IF NECESSARY

- 01 1 - I have heard of the name only
- 02 2
- 03 3
- 04 4
- 05 5 - I am very familiar with the initiative

**ASK Q4 IF Q3E = 03-05 “FAMILIAR WITH THE MPSC TRAIL OF REDUCED SPEED LIMITS”
ELSE GO TO Q6**

You said you are familiar with the trial of reduced speed limits on selected roads on the Peninsula.

Q4 Which of the following statements best describes your understanding of the type of road that is affected by the trial on the Peninsula?

READ OUT/ Please select all that apply

MULTICODE (EXCEPT FOR CODE 01)

- 01 All types of roads
- 02 Sealed high-speed roads
- 03 Sealed low-speed roads
- 04 Unsealed roads
- 95 Other (CATI: specify/CAWI: please specify)

Q5 How many roads do you believe are affected?

READ OUT

- 01 All of them
- 02 Most of them
- 03 Some of them
- 04 Just a few

Q5b What is your perception on the level of road trauma involving death and serious injury that occurs on the Mornington Peninsula?

READ OUT

- 01 Low
- 02 Moderate
- 03 High
- 04 Very high
- 99 (DO NOT READ) Don't know

Q5C Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

#	STATEMENT
A	Lower speed limits reduce road trauma
B	Speed limits generally suit the type of roads
C	Speed limits generally suit the potential hazards on the sides of the roads

- 01 Strongly disagree
- 02 Disagree
- 03 Neutral
- 04 Agree
- 05 Strongly agree

SECTION 3: ATTITUDES TOWARDS THE TRIAL

Q6 In 2019 the Mornington Peninsula Shire Council introduced a reduced speed-limit trial on their high-speed council-managed roads. Therefore, main arterial roads, highways and freeways are not part of the trial. Also, unsealed and low speed roads are not part of the trial.

Thinking about these changes to the speed limits in your local area, do you...

READ OUT

- 01 Strongly support them
- 02 Support them
- 03 Neither support nor oppose them
- 04 Oppose them (CATI:, or)
- 05 Strongly oppose them

ASK Q7A IF Q6 = 1 OR 2 "SUPPORTS THE TRIAL", ELSE GO TO Q7B

Q7A Why do you support the reduced speed limits?

PROBE FULLY

95 Record verbatim (CAWI:Please type your answer in the box, providing as much detail as you can:)

97 [No comment](#)

ASK Q7B IF Q6 = 4 OR 5 "OPPOSES THE TRIAL", ELSE GO TO Q7C

Q7B Why do you not support the reduced speed limits?

PROBE FULLY

95 Record verbatim (CAWI:Please type your answer in the box, providing as much detail as you can:)

97 [No comment](#)

ASK ALL

Q7C What do you think is the major reason that the speed limit trial has been introduced?

PROBE FULLY

95 Record verbatim (CAWI:Please type your answer in the box, providing as much detail as you can:)

97 [No comment](#)

- Q8 I would like to read some statements about the trial. Please tell me the extent to which you agree or disagree with each of them.

Please consider the following statements about the trial and the extent to which you agree or disagree with each of them.

Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

RANDOMISE

#	STATEMENT
A	I know which roads have the reduced speed limits
B	Most people I know are supportive of the reduced speed limits
C	The reduced speed limits are appropriate
D	I was not aware that speed limits had been reduced
E	The reduced speed limits make me feel safer
F	The reduced speed limits will result in less road crashes

- 01 Strongly disagree
 02 Disagree
 03 Neutral
 04 Agree
 05 Strongly agree

ASK Q9C IF Q8C = 1 OR 2 “DISAGREES THAT THE SPEED LIMITS ARE APPROPRIATE”, ELSE GO TO Q10

Q9C Why do you feel that the reduced speed limits are not appropriate?

PROBE FULLY

- 95 Record verbatim
 97 No comment

- Q10 I will now read some statements about the impact of the reduced speed limits have had on you and the Peninsula community generally. Please tell me the extent to which you agree or disagree with each of them.

Please consider the following statements about the impact the reduced speed limits have had on you and the Peninsula community generally and the extent to which you agree or disagree with each of them.

Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

RANDOMISE

#	STATEMENT
A	I am personally affected by the reduced speed limits
B	The reduced speed limits have improved road safety on the Peninsula
C	The reduced speed limits will reduce the number of crashes
D	My local journeys will have minimal time difference because of the trial
E	The reduced speed limits will help reduce the level of road trauma in the Peninsula

- 01 Strongly disagree
- 02 Disagree
- 03 Neutral
- 04 Agree
- 05 Strongly agree

ASK Q11 IF Q10A = 4 OR 5 “AGREES THAT THEY HAVE BEEN PERSONALLY AFFECTED BY THE TRIAL”, ELSE GO TO Q12

Q11 How are you personally affected by the reduced speed limits?

PROBE FULLY

- 95 Record verbatim
- 97 No comment

Q12 I will now read some statements about what should happen with the reduced speed limits in the future. Please tell me the extent to which you agree or disagree with each of them.

Please consider the following statements about what should happen with the reduced speed limits in the future and the extent to which you agree or disagree with each of them.

Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how do strongly do you disagree or agree that...

RANDOMISE

#	STATEMENT
A	The reduced speed limits should be expanded to unsealed roads
B	The reduced speed limits should be expanded to local arterial roads
C	The reduced speed limits should be made permanent
D	The trial should end and the old speed limits reinstated

- 01 Strongly disagree
- 02 Disagree
- 03 Neutral
- 04 Agree
- 05 Strongly agree

SECTION 4: PERCEPTIONS REGARDING SPEED LIMITS AND ROAD SAFETY

Q13 Please think about undivided roads which run through rural areas near where you live. What would you say is the most appropriate speed limit for these roads to lower the risk of injury should a head-on crash occur?

READ OUT

- 01 60km/h
- 02 70km/h
- 03 80km/h
- 04 90km/h
- 05 100km/h

- Q14 I will now read some statements about speed limits. Please tell me the extent to which you agree or disagree with each of them.

Please consider the following statements about speed limits and the extent to which you agree or disagree with each of them.

Using a scale of 1 to 5 where 1 means Strongly Disagree and 5 means Strongly Agree, how strongly do you disagree or agree that...

RANDOMISE

#	STATEMENT
A	Many roads already have speed limits which are too low
B	I believe a safe journey is more important than a quick journey
C	My chance of being involved in a crash on sealed rural roads is much higher at 100km/h than 80km/h
D	Speed limits can be set at 100km/h because drivers know when they need to slow down

- 01 Strongly disagree
- 02 Disagree
- 03 Neutral
- 04 Agree
- 05 Strongly agree

- Q15 Thinking now about road crashes, what is your perception of the likelihood of a road crash on the Mornington Peninsula compared to Metropolitan Melbourne? [Would you say the likelihood is...](#)

READ OUT

- 01 Much higher
- 02 A little higher
- 03 About the same
- 04 A little lower
- 05 A lot lower
- 99 [\(DO NOT READ\)](#) Don't know

- Q16 And what is your perception of the likelihood of a road crash on the Mornington Peninsula compared to Regional Victoria? [Would you say the likelihood is...](#)

READ OUT

- 01 Much higher
- 02 A little higher
- 03 About the same
- 04 A little lower
- 05 A lot lower
- 99 [\(DO NOT READ\)](#) Don't know

SECTION 5: RESPONDENT CHARACTERISTICS

We now have some questions that will help us analyse the survey results.

IF DR1 = 01, 02 OR 03, ASK D1, ELSE GO TO D5

D1 What types of vehicles do you drive on the Peninsula?

MULTICODE

Select all that apply.

READ OUT

- 01 Car / Station wagon
- 02 SUV / 4WD
- 03 Ute / Utility / Pickup
- 04 Truck
- 05 Motorcycle
- 06 Commercial van
- 07 Bus
- 95 Other ([Specify](#)) / [Please Specify](#)

D2 In the past year, how many kilometres have you driven?
If you are unsure, an estimate is okay.

READ OUT

- 01 0 - 4,999 (0 to 96km per week)
- 02 5,000 - 9,999 (97 to 192km per week)
- 03 10,000 -14,999 (193 to 288km per week)
- 04 15,000 -19,999 (289 to 385km per week)
- 05 20,000 - 29,999 (386 to 577km per week)
- 06 30,000+ (578km+ per week)

D3 How much of your driving, or riding a motorcycle, is on the Peninsula? [Would you say...](#)

READ OUT

- 01 All
- 02 Most
- 03 Some
- 04 A little
- 05 None

- D4 How frequently do you drive, or ride a motorcycle, on the Peninsula [Statement A or B: for] [STATEMENT]? [Would that be...](#)

RANDOMISE

#	STATEMENT
A	commuting to work or study
B	work related purposes
C	at night
D	on unsealed roads
E	on roads with the reduced speed-limit trial

READ OUT

- 01 Regularly
 02 Occasionally
 03 Never
 97 (DO NOT READ) Not applicable

- D5 Have you been personally affected by a road trauma in the last five years?

- 01 Yes
 02 No
 98 (DO NOT READ) [Refused](#) / [Rather not say](#)

FUTURE RESEARCH AND PRIZE DRAW

MORE We will be conducting interviews for the Department of Transport to discuss these issues in more detail in the near future. Are you happy for us to contact you to see if you would like to take part?

- 01 Yes
 02 No GO TO PRIZE

ASK MORE2 IF MORE = 01 "YES", ELSE GO TO PRIZE

MORE2 Your survey data will be stored in a de-identified format and your answers will remain confidential. Please note, Wallis will keep your contact details separately from your survey answers, but may need to link them briefly so we can contact the appropriate people for a detailed interview. Is this still okay?

- 01 Yes
 02 No

PRIZE Would you like to enter the draw to win an eGiftCard prize of \$500? It will be drawn on the 14th December 2020 at the Wallis office in Camberwell.

- 01 Yes
 02 No

ASK CONTACT_DETAILS IF MORE2 OR PRIZE = 01 "YES", ELSE GO TO CLOSING TEXT

CONTACT_DETAILS Can I get your details in case we need to contact you regarding <further research / the prize draw / further research or the prize draw>? Winning individuals will be notified by phone and in writing when contact details are available.

ENTER NAME

ENTER PHONE NUMBER

ENTER EMAIL ADDRESS (PROGRAMMER NOTE: ALLOW NON-RESPONSE IF RESPONDENT DOES NOT HAVE EMAIL OR DOES NOT WANT TO PROVIDE IT)

CLOSING TEXT

Thank you, that was my last question. Once again my name is <INT_NAME> from Wallis Market and Social Research. The survey has been conducted on behalf of the Department of Transport. If you'd like to find out how we manage your personal information, you can view our Privacy Policy on our website at <https://www.wallisgroup.com.au/privacy-policy/>.

Thank you for your time. The survey has been conducted on behalf of the Department of Transport. If you'd like to find out how we manage your personal information, you can view our Privacy Policy on our website at <https://www.wallisgroup.com.au/privacy-policy>



Appendix 3

Discussion Guide

wallis.



Draft Discussion Guide

**WG4756 Mornington Peninsula Community Sentiment to Speed Trials
January 2021**

Draft Discussion Guide: MPSCS

Background (moderator information only)

- ▢ With the aim of reducing serious road related injuries and loss of life, the Mornington Peninsula Shire Council (MPSC) is conducting a large-scale speed limit correction trial on its local sealed roads (Safer Speeds Trial). The road toll is a pertinent issue in the MPSC – in 2019 and 2020 the municipality experienced the second most lives lost of any local government area in the state (there were 12 fatalities in 2019 and 9 in 2020).
- ▢ The trial involves changing the speed limit to 80 km/h on 33 sealed local roads where the speed limit was previously 100 km/h or 90 km/h. The trial commenced in late 2019 and is to continue for two years.
- ▢ Speed limits on key unsealed roads within the Shire are being investigated separately to the Safer Speeds trial to determine appropriate speed limits for these roads. Discussion with the Victorian Department of Transport and the community regarding speed limits on unsealed roads will take place later in 2021.

Objectives (moderator information only)

- ▢ The key objective of this research is to collect evidence on the level of support for speed limit changes in the Mornington Peninsula Shire community. To do this, the research will seek to understand:
 - Perceptions and knowledge of issues relating to road safety, speed on the road and speed limit changes, including the understanding of the link between speed and crashes/injuries
 - Awareness, perceptions and support of the trial amongst MPSC residents, including support for continuation and expansion (to unsealed road) of the speed limit changes that are part of the trial.

Incentive and duration (moderator information only)

- ▢ Incentive to be received: \$50
- ▢ Duration of focus group/interview: 30 minutes

Map of trial roads appended

1 Introduction (2 mins)

Introduction of research

Wallis Social Research has been commissioned by the Department of Transport in partnership with Mornington Peninsula Shire Council to conduct qualitative research with residents of the Mornington Peninsula Shire. This research will form part of an investigation into the level of community awareness, experience and perceptions of changes to speed limits in the Mornington Peninsula Shire community. Thank you for agreeing to discuss these matters with me today.

The interview should run for about 30 minutes.

As noted when you spoke to us to arrange this interview, you will be provided with \$50 as a thank you for taking the time to speak with us about the speed trials.

Recording and confidentiality

The information you give us in this discussion may form part of the report, which may be released publicly. The report *will not* identify you personally. Your information will be provided to the Department of Transport, but in a deidentified format. That may include quotes and transcriptions of the content of this interview. You do not have to answer any question that makes you feel uncomfortable. Would you like to continue?

Consent for recording

We would like to record this discussion to make sure we correctly capture the information you have provided. The recording will be transcribed for reporting purposes using a transcription service located overseas. Do you provide consent for us to record this interview/focus group?

Usage and storage of data

Wallis collects personal information from people who participate in market and social research studies. This information is collected in keeping with the Research Society's Code of Professional Behaviour, which guarantees anonymity to respondents, and the Privacy Act 1988 which sets out rules about the way in which personally identified information on individuals is to be collected, stored, transferred and used.

Do you have any questions before starting?

2 Background (8 mins)

- ▢ To begin, I am interested in understanding a bit about you, your typical driving behaviours and characteristics on the Mornington Peninsula.
- How long have you lived in the Mornington Peninsula?
 - How often do you drive a vehicle per week?
 - What types of vehicles do you drive or ride? Frequency if more than one type of vehicle is used.
 - What sorts of trips do you do – work, study or leisure? Day/night?
 - Were you living on the Peninsula during lockdown? How did your driving change during and after the lockdowns?
 - Did you notice a difference in other drivers' behaviour? What was different about other drivers?
 - Was there anything different about how you drove during the lockdown?
 - IF YES: Why do you think people drove differently during lockdown? Has this persisted, or is it back to normal? (probe for traffic conditions, road conditions, social and economic conditions)
 - Aside from driving, how else do you use the roads on the Peninsula?
 - Probe for riding a bicycle, walking, jogging, skateboarding, horse riding, children use the roads for play or riding.
 - What is the speed limit of the road you live on (if 80 km/h – Was the speed limit of this road lowered for the speed trials? What was the speed limit previously?)

3 Awareness and comms (5 mins)

In 2019 the Mornington Peninsula Shire Council introduced a trial which changed the speed limit on 33 high-speed council-managed roads, the speed limit was changed from either 100 km/h or 90 km/h to 80 km/h. Not included in this trial were main arterial roads, highways and freeways and unsealed roads. Were you aware of the trial before taking part in the survey about it late last year?

IF AWARE

- Where did you hear about the trial? (Probe for multiple sources of information 'anywhere else; mail, online, media?')
 - What do you recall from the information?
 - Was it helpful in understanding the purpose of the trial?

- Did it provide any new information? Do you think it was helpful in deciding whether you support or oppose these changes to the speed limits? How was it helpful?
- Is there anything you would like to know about the trial?
 - PROBE: If you had someone on the phone right now who was running the trial, what would you ask them? (revisit at end of interview if they are unsure about this and there is time)
- Has the trial come up in conversation? Have you seen it discussed in social media? Or in traditional media?
 - PROBE: What do people say? What do you think? What do you think other people you know think about the trial?
- IF NOT AWARE
 - Where do you usually find out about this sort of thing?
 - PROBE: What do you think would be the best way to let you know when this type of trial is conducted: *Word of mouth, Facebook, signage (where), Council website, Letters/pamphlets?*

4 Position on the trial (10 mins)

How do you feel when driving on the roads now compared to before the speed limits were changed? Can you describe that feeling using a specific incident or regular scenario?

ASK THIS OF ALL, EVEN IF NOT AWARE PRIOR TO THE SURVEY/THIS DISCUSSION. REITERATE TRIAL DESCRIPTION IF HELPFUL

In considering these speed limit trials, would you say that overall you are supportive, neutral or opposed to the speed limit changes?

- IF SUPPORT/OPPOSE
 - Why are you supportive/opposed to the speed limit changes? How strongly do you feel about them?
- IF NEUTRAL
 - Why are you unsure about the speed limit changes? On balance do you lean towards supporting or opposing them? Why?
- What has been your personal experience of the new speed limits?
 - IF TIME TAKEN: How far do you travel on a typical trip? How much longer does it take with the new speed limits? What is the cause of the increase in time taken?
- What benefits do you believe the lower speed limits have? (Probe for detail. Aside from improved safety, have there been any other benefits from the lower speed limits?)
- Have the lower speed limits caused any problems? (Probe: detail / have the lower speed limits caused any problems for other people?)

Context setting

The road crash data shows that some types of roads, if they do not have specific safety infrastructure features, have much higher levels of road trauma. In particular, two-lane undivided roads with 100 km/h speed limits with trees, ditches, wildlife and other hazards. We'd like you to think about these roads and how they can be made safer.

EXPLAIN IF NECESSARY: Undivided roads, for the purpose of this interview, are those with two lanes of opposing traffic only separated by a white line.

ASK ALL 'Thoroughfare scenario'

It is not feasible to upgrade all roads with the required safety features, such as roadside and centreline barriers, roundabouts, etcetera. However, roads designed for longer distance journeys could be upgraded for safe travel at 100 km/h while other roads would have speed limits of 80 km/h.

Would you support or oppose such an approach? Why / why not?

IF SUPPORT: Which roads do you think should be upgraded if such an approach was taken? Why?

PRESENT VINGETTE TO ALL

We'd like you to consider a scenario and discuss speed in the context of this scenario.

Imagine a situation where a driver is travelling down a two-lane undivided road with 100 km/h speed limit. The attention of a driver is momentarily directed at a car emerging from a driveway and the driver drifts into the oncoming lane. The driver collides head-on at 100 km/h with another vehicle with two occupants, a driver, and a passenger, also travelling at 100 km/h.

- Consider what would happen in this scenario at 80 km/h versus 100 km/h. What might be different?

PROBES:

- Do you think the drivers would be more likely to be able to avoid the crash at 80 km/h? At what speed do you think there a chance the crash could be avoided?
 - What do you think the difference would be in terms of the trauma caused by the crash (at 80 km/h vs 100 km/h)? What speed would these cars need to be going at to avoid a high chance of a fatal crash?
- How do we avoid people losing their lives in crashes like this?

PROBES WHERE THERE IS OPPOSITION TO SPEED LIMIT CHANGES:

GENERAL: Be mindful of discussion around research. If not trusted, ask why the research is not trustworthy. If this true of research generally, or specifically with road safety. Ask 'what evidence would you find persuasive?'

- IF MENTIONS THAT CHANGES TO THE SPEED LIMITS ARE A QUICK FIX: It has been estimated that building the infrastructure to make all roads in Victoria with 100 km/h speed limits safe would take about 1,000 years. Meanwhile, about half (49%) of all fatalities in Mornington Peninsula from 2014 to 2019 occurred on 90 km/h (9%) and 100 km/h (40%) roads. Building the infrastructure on all roads is not feasible, but lives are lost on these roads. So, it is a quicker fix, but it may be the only fix that can save lives now? What do you think?
 - IF MENTIONS THE 'MOMENTARY DISTRACTION' AS A DRIVER ERROR WHICH SHOULD BE CONTORLED: Can we rely on this? What do we do in cases where someone makes a mistake? How can we stop that from being a fatal mistake?

- IF MAINTAINS THAT LOWER SPEED LIMITS ARE MORE DANGEROUS (DUE TO OVERTAKING ETC): If you were shown evidence that lower speed limits are not more dangerous by demonstrating that roads with lower speed limits have fewer fatalities, would you support the change to the speed limits as is being trialled on the Mornington Peninsula?
- IF OTHER: [Acknowledge points made] I'd like to mention two reasons why changing the speed limits on some roads is considered to be effective and see what you think about this.
 - LOWER SEVERITY: Research shows that the chance of a fatality in a direct head-on collision with both cars travelling at 100 km/h is close to 100%. With both cars travelling 80 km/h the chance of a fatality declines to about 40%, at 70 km/h it is about 10%.

Considering all types of crashes, not just head-on collisions, and other issues such as compliance with the speed limits, past experience conservatively indicates that speed limit changes such as those in the trial could reduce fatalities on those sections of road by 25% and serious injury by 15%.

One reason for this is that the amount of kinetic energy the car has declines in a non-linear fashion – while 100 km/h is only 25% faster than 80 km/h, the car travelling at 100 km/h has 56% more kinetic energy. In rough terms, this means a car crashing at 100 km/h hits one and a half times harder than one travelling at 80 km/h.

- REDUCED CHANCE OF A COLLISION: Lower speeds can help to avoid a crash. As the cars are travelling more slowly, there is more opportunity to react and avoid a crash. Stopping distances provide one illustration of this. In approximate terms, a car driving at 80 km/h will be able to stop in 115 metres vs a car travelling at 100 km/h which takes 165 metres. The car travelling at 100 km/h will travel an additional 50 metres from the moment the driver applies the brakes.

IF NECESSARY: Would you say that you still support/are neutral towards/oppose the speed limit changes?

CLOSING QUESTION TO BE ASKED OF ALL WHO ON BALANCE DO NOT SUPPORT (OR ARE NEUTRAL) CHANGES TO THE SPEED LIMIT

We've discussed some of the research and evidence that is available to support changing the speed limits on these 100km/h undivided roads.

- Do you believe the 80 km/h speed limit is safer?
 - IF YES: Why should it not be changed to that speed, given it will reduce injury and save lives?
 - IF NO OR DOESN'T BELIEVE IT WILL REDUCE TRAUMA AT PREVIOUS QUESTION: What evidence would change your mind – what would be convincing to you?
 - PROBE: If you believed the changes to the speed limits made the roads safer, would you support them? IF NO: why not?

5 *Future of the trial (3 mins)*

ASK IF SUPPORTIVE – INCLUDING IF POSITION CHANGES DURING INTERVIEW

We'd like you to think about what should happen now. Overall, should the new speed limits be maintained on the roads or should they return to what they were before?

IF MAINTAINED: Should the lower speed limits be applied to other roads? Which other roads should be selected for reduced limits? What are the characteristics of these roads?

- PROBE FOR: **specific roads**, the type of road, traffic conditions, hazards (probe from what type of hazards - trees, wildlife, types of vehicles)

IF RETURNED: Which roads should the speed limit should return to 100 km/h?

- PROBE FOR: **specific roads**. Why should these roads return to 100 km/h?

6 *Close (2 mins)*

- Thank you for your time today. As mentioned at the start of this interview, the information you have provided to me today will only be used for research and evaluation purposes. You will not be identified in information or reports returned to the Department of Transport.
- Please note the research conducted today is anonymous. If you have any specific questions or if you would like to provide feedback or make a complaint please call Wallis on 1800 113 444.
- Confirm details for provision of incentive

7 *Useful Contact Numbers*

Please note the research conducted today is anonymous. If you have any specific questions or if you would like to provide feedback or make a complaint please call Wallis on 1800 113 444.

If this conversation has brought up any emotional issues and you would like to speak to someone for help and support please call:

▢ Beyond Blue: 1300 22 4636

▢ Lifeline: 13 11 14

8 *Research*

If participants would like further information on the research in this guide, you can refer them to the following publication from AustRoads. It's a good starting point.

Towards Safe System Infrastructure: A Compendium of Current Knowledge
<https://austroads.com.au/publications/road-safety/ap-r560-18>

Safer Speeds Trial

Mornington Peninsula's Shire-Managed Sealed High Risk Rural Roads

The Shire is proposing to reduce the speed limits on the listed roads to 80 km/h



SITE NO.	ROAD NAME	TOWNSHIP	EXISTING SPEED LIMIT
1	MYERS ROAD	BALNARRING	90
2	SANDY POINT ROAD	BALNARRING	100
3	STANLEYS ROAD	BALNARRING	90
4	HAWKINS ROAD	BAXTER	90
5	BROWNS ROAD	FINGAL	90
6	BROWNS ROAD	BONEO	100
7	BROWNS ROAD	BONEO	100
8	BROWNS ROAD	MAIN RIDGE	90
9	JETTY ROAD	BONEO	90
10	LIMESTONE ROAD	BONEO	90
11	OLD CAPE SCHANCK ROAD	BONEO	100
12	HARRISONS ROAD	DROMANA	90
13	BOUNDARY ROAD	DROMANA	100
14	TRUEMANS ROAD	FINGAL	90
15	HODGINS ROAD	HASTINGS	100
16	BALDRYS ROAD	MAIN RIDGE	90
17	PURVES ROAD	MAIN RIDGE	90
18	YAL YAL ROAD	MERRICKS	100
19	MERRICKS BEACH ROAD	MERRICKS BEACH	90
20	OLD BITTERN-DROMANA ROAD (south)	MERRICKS NORTH	100
21	OLD BITTERN-DROMANA ROAD (north)	MERRICKS NORTH	100
22	TUBBARUBBA ROAD	MERRICKS NORTH	100
23	BINNAK WAY	MOOROODUC	100
24	DERRIL ROAD	MOOROODUC	100
25	ERAMOSA ROAD WEST	MOOROODUC	90
26	STUMPY GULLY ROAD	MOOROODUC	100
27	PARINGA ROAD	RED HILL SOUTH	100
28	POINT LEO ROAD	RED HILL SOUTH	90
29	POINT LEO ROAD	POINT LEO	90
30	COOLART ROAD	SOMERS	100
31	SOUTH BEACH ROAD	SOMERS	90
32	BUNGOWER ROAD	SOMERVILLE	100
33	ERAMOSA ROAD EAST	SOMERVILLE	100
34	LOWER SOMERVILLE ROAD	SOMERVILLE	100
35	LUMEAH ROAD	SOMERVILLE	100
36	TYABB-TOORADIN ROAD	SOMERVILLE	100
37	WHITNEYS ROAD	SOMERVILLE	100
38	OLD MOOROODUC ROAD	TUERONG	100
39	TUERONG ROAD	TUERONG	100
40	MCKIRDYS ROAD	TYABB	100
41	ONEILLS ROAD	TYABB	100
42	DENHAM ROAD	TYABB	100
43	RED HILL ROAD	RED HILL	100