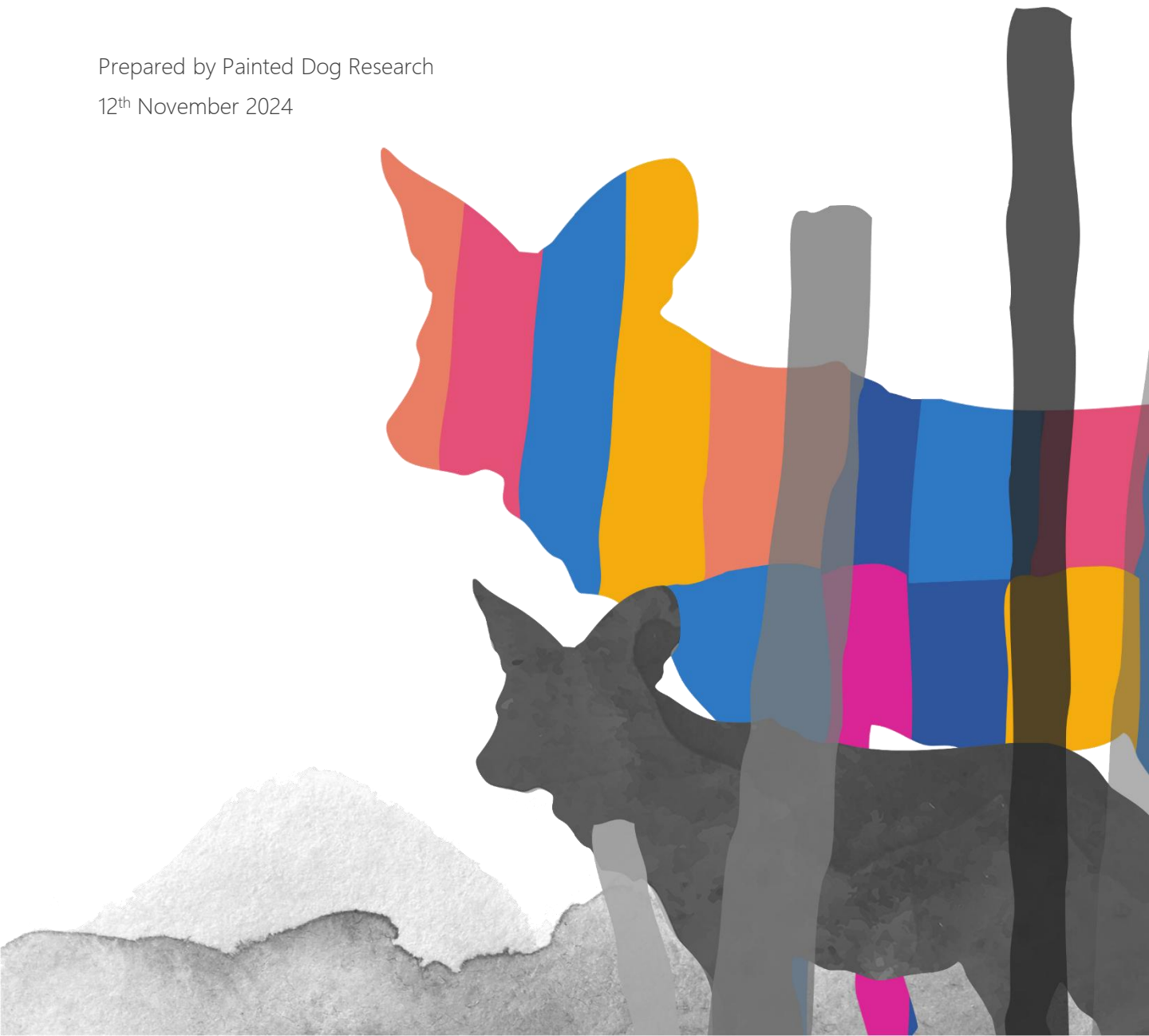


Safer Speeds Trial: Shire of Augusta Margaret River Your Say Feedback

Prepared by Painted Dog Research

12th November 2024



Interpreting this Report

This report is the final report that has been prepared for the Shier of Augusta Margaret River.

A total of n=244 are included in the final report data. Data has not been weighted.

Significance is tested at the 95% confidence interval. Differences between subgroups are indicated with a star (★).

Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.



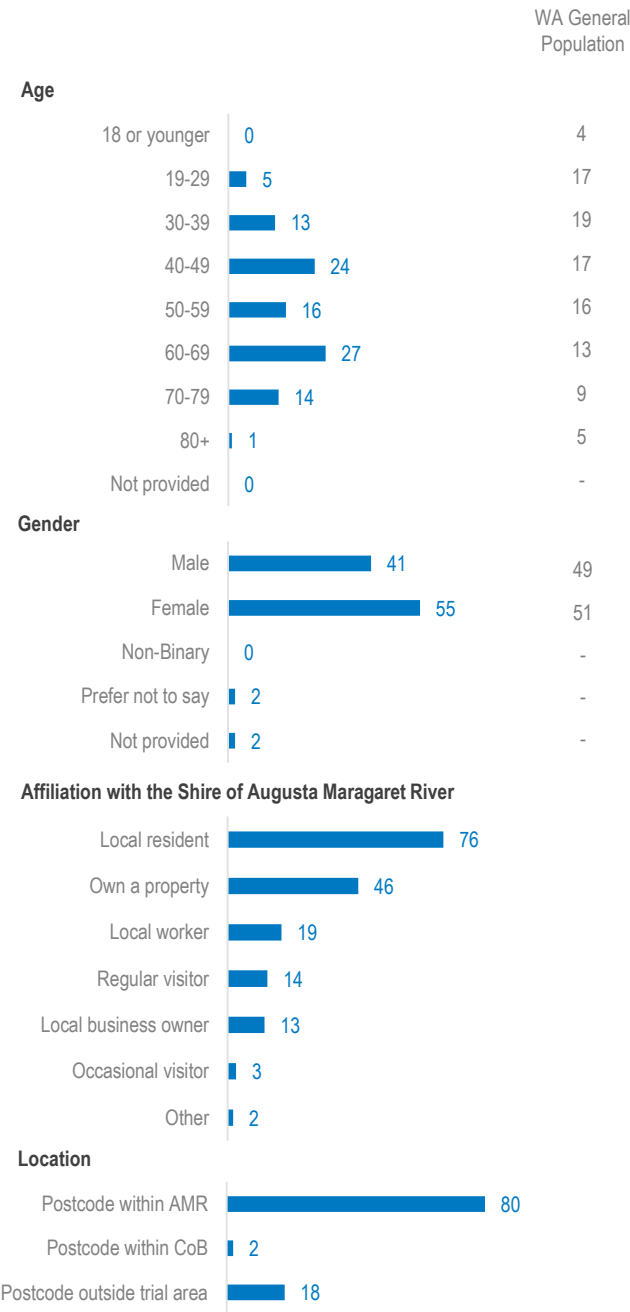
Sample Profile

Of the n=244, 2 in 5 aged under 50 (42%) and almost 3 in 5 50 and over (58%). The 19-29 and 30-39 age groups are underrepresented in the survey (when comparing them to the WA general population), whereas the 40-49, 60-69 and 79-79 age groups are overrepresented.

Males represent 41% of completes, and females 55%, resulting in an underrepresentation of males in the data compared to the general population. A further 2% preferred not to answer what gender they identify with, and 2% didn't provide their gender.

The most common affiliation with the Shire is being an actual resident (76%), followed by owning a property in the Shire (46%) and being a local worker (19%).

Most respondents provided a postcode within the Shire of Augusta Margaret River (80%), 2% provided a postcode from the City of Busselton, leaving the remaining 18% who provided a postcode outside of the trial area.



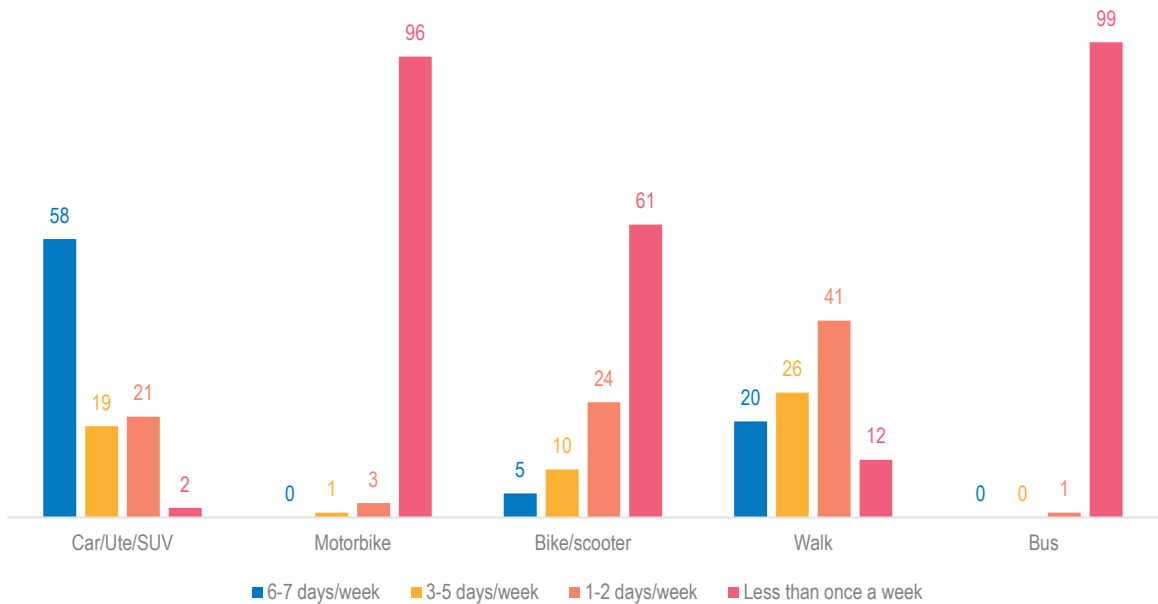
Travel Mode and Frequency

The most frequently used modes of transport are car/ute/SUV (58% use 6-7 days per week) and walking (20% use 6-7 days per week).

Very few travel by bus, with 99% saying they use the bus less often than once a week.

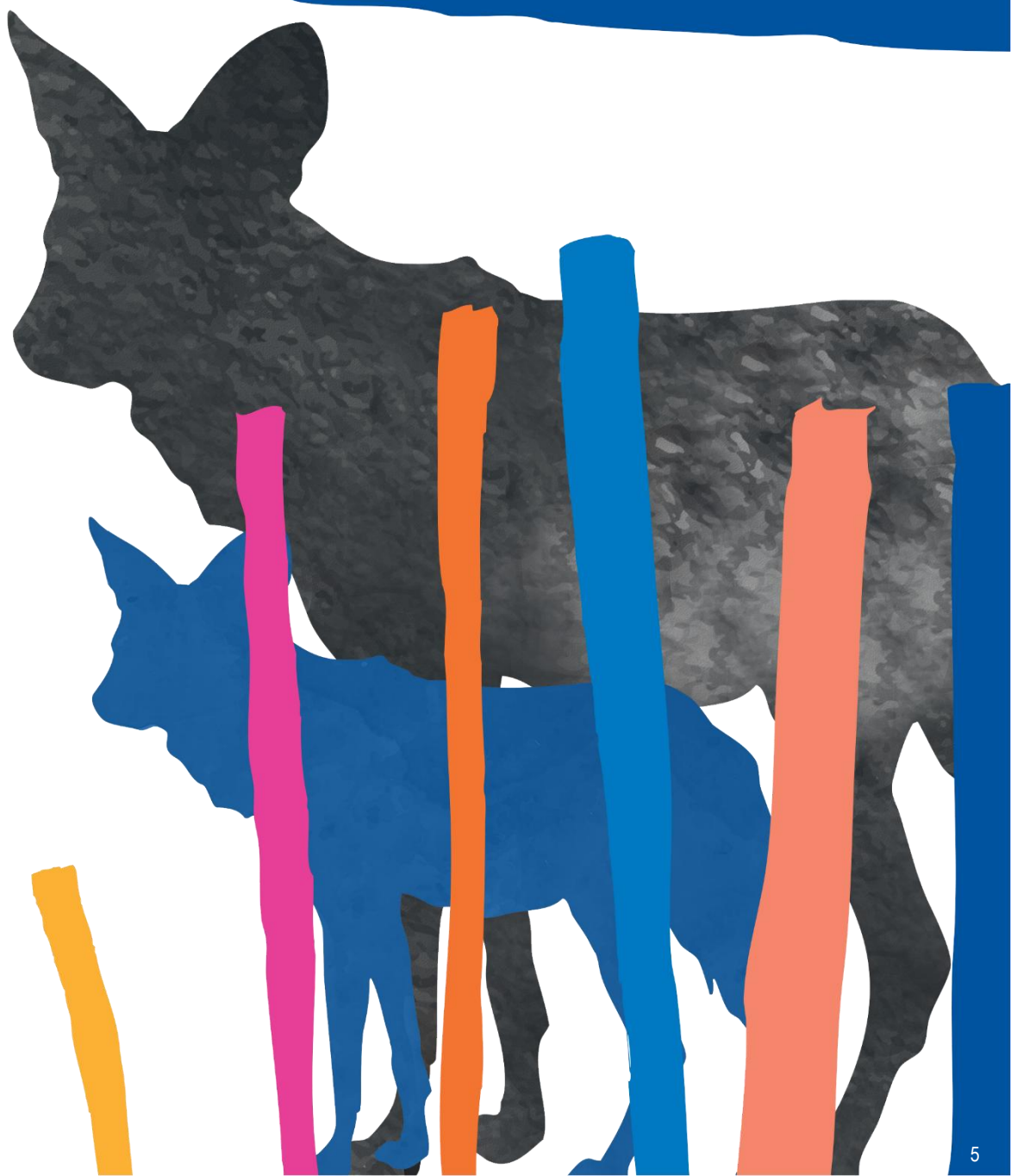
For the purposes of the analysis, there are two groups of interest (see below). Note, data has not been analysed by these two groups due to the limited sample size.

- **Non-Drivers:** those who ride a bike/scooter or walk 1+ days per week and don't drive a car/ute/SUV 6-7 days per week. This group represents 36% of the sample.
- **Drivers:** those who drive a car/ute/SUV 6-7 days per week and don't ride a bike/scooter or walk 1+ days per week. This group represents 4% of the sample.



Q7. In a typical week, how often do you travel around roads in the City/Shire using the following ways? You can choose more than one option. (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Your Say Insights



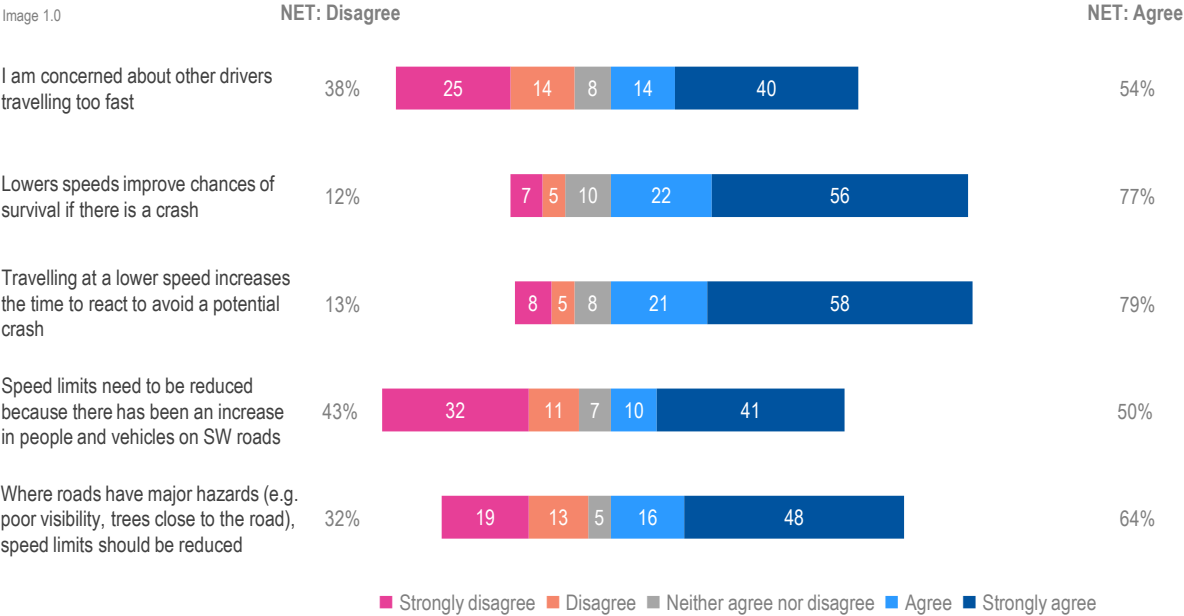
General Attitudes Towards Road Travel in The Shire (1 of 2)

Overall attitudes towards travelling and speed in the Shire are mixed (see Image 1.0). Agreement (the netted score of agree and strongly agree) was highest for the following statements:

- Travelling at a lower speed increases survival if there is a crash (79% net agree)
- Lower speeds improve the chances of survival if there is a crash (77% net agree)
- Where roads have major hazards speed limits should be reduced (64% net agree)

Conversely, disagreement (the netted score of disagree and strongly disagree) was highest for the following statements:

- Speed limits need to be reduced because there has been an increase in people and vehicles in SW roads (43% net disagree)
- I am concerned about other drivers travelling too fast (38% net disagree)
- Where roads have major hazards speed limits should be reduced (32% net disagree)



Q8. Thinking about the trips you make in the City, to what extent do you agree or disagree with the following statements? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

General Attitudes Towards Road Travel in The Shire (2 of 2)

Gender differences

Females and males feel similarly, aside from females being more likely to agree that 'speed limits need to be reduced because there has been an increase in people and vehicles on SW roads'.

Age Differences

The older the respondents, the stronger their level of agreement with all statements. Specifically, those aged 50 and over have significantly higher agreement with all statements compared to those aged under 50 years old.

Location Differences

Those with a postcode outside the trial area show significantly higher agreement on four of the five statements compared to those with a postcode within the trial area.

NET agree...	Females	Males	0-49	50+	Within trial area	Outside trial area
I am concerned about other drivers travelling too fast	61%	50%	35%	69% ★	50%	74% ★
Lower speeds improve chances of survival if there is a crash	82%	76%	68%	84% ★	75%	91% ★
Travelling at a lower speed increases the time to react to avoid a potential crash	83%	76%	67%	87% ★	77%	86%
Speed limits need to be reduced because there has been an increase in people and vehicles on SW roads	63% ★	41%	32%	64% ★	46%	70% ★
Where roads have major hazards, speed limits need to be reduced	70%	59%	46%	76% ★	60%	81% ★

Reported Level Of Confusion For A Holistic Approach

Overall, 50% would find a holistic approach less confusing (see Image 2.0), while 22% say they'd find it more confusing. A further 23% say it would be neither more or less confusing to them, and 5% are unsure how they feel about it.

Gender Differences

Females are significantly more likely to find it less confusing than males (58% v 44%).

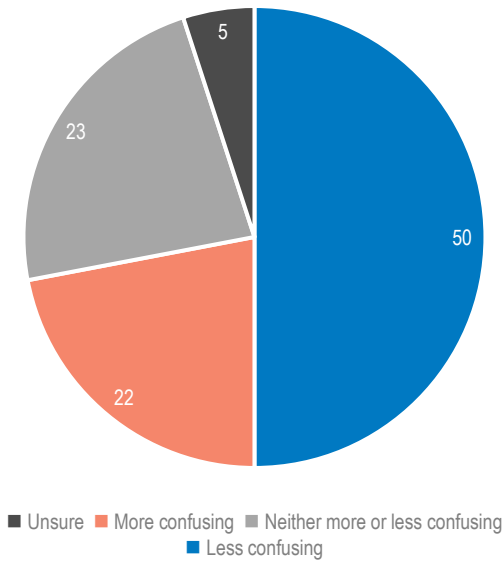
Age Differences

Those aged under 50 find it more confusing than older respondents 50+ years.

Location Differences

There are no significant differences based on location. Overall, 23% of those within the trial area find a holistic approach more confusing, 50% less confusing and 21% neither more or less confusing.

Image 2.0



	Females	Males	0-49	50+	Within trial area	Outside trial area
More confusing	18%	26%	32% ★	15%	23%	16%
Less confusing	58% ★	44%	40%	58% ★	50%	53%
Neither more or less confusing	21%	23%	24%	21%	21%	28%
Unsure	3%	7%	4%	6%	5%	2%

Q9. Do you think it would be more or less confusing and frustrating if the same speed limits were applied for the same types of roads? (e.g. all residential roads were the same speed) (n=244)

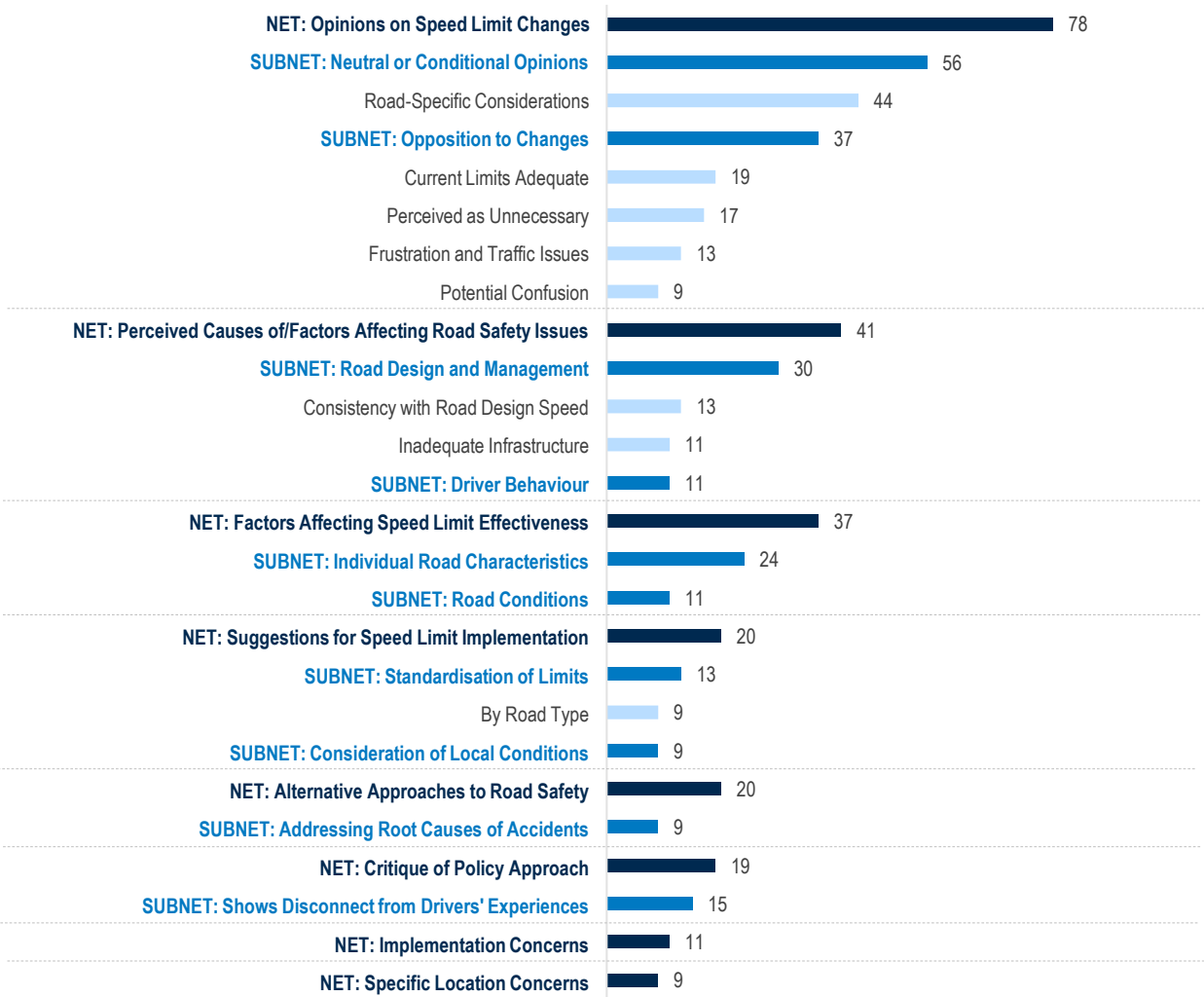
Reasons for Holistic Approach Preference

(1 of 3)

Those who find a holistic approach more confusing cite specific reasons for their opposition to the change, such as:

- There are specific considerations to take into account for different roads (44%)
- Feeling as though the current limits are adequate (19%)
- It's unnecessary (17%)
- Frustration and traffic issues (13%), meaning it would cause driver frustration and traffic issues
- Consistency with road design speed (13%), meaning the speed should be based on the design / style of the road.

Those Who Find It More Confusing



Q10. Please explain why you gave the response you did (optional open ended). Base: Respondents who said a holistic approach would be more confusing n=54. n=7 (13%) did not answer the question. Themes below 8% are hidden from the chart.

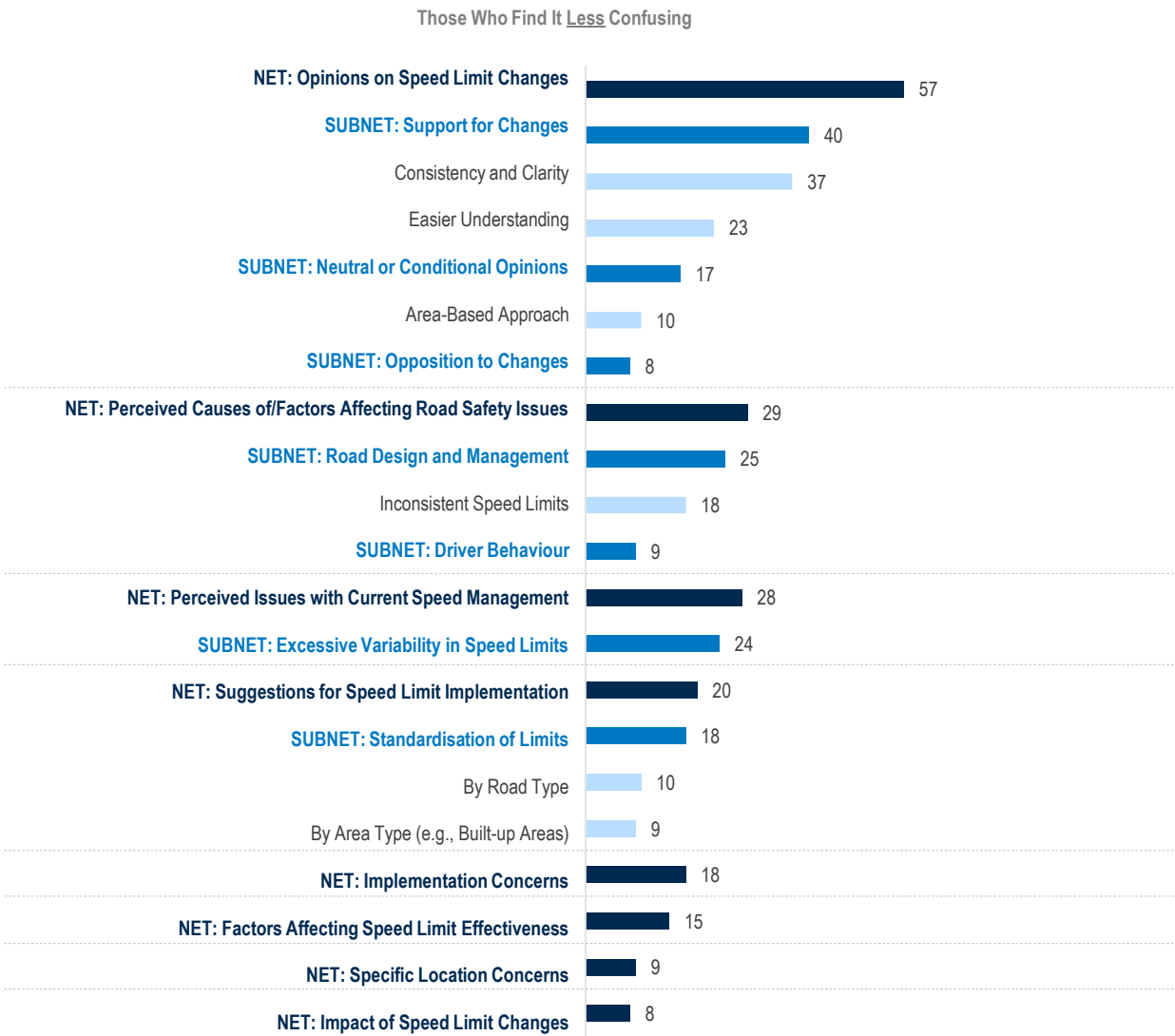
Reasons for Holistic Approach Preference (2 of 3)

Those who find a holistic approach less confusing cite specific reasons associated with supporting the change, such as:

- It means there's consistency and clarity (37%)
- It's easier to understand (23%)

There are concerns that the new approach could result in inconsistent speed limits (18%) which may cause road safety issues.

Some commuters suggest standardising speed limits by road type (10%) and area type (9%).



Q10. Please explain why you gave the response you did (optional open ender). Base: Respondents who said a holistic approach would be less confusing n=123. n=39 (32%) did not answer the question. Themes below 8% are hidden from the chart.

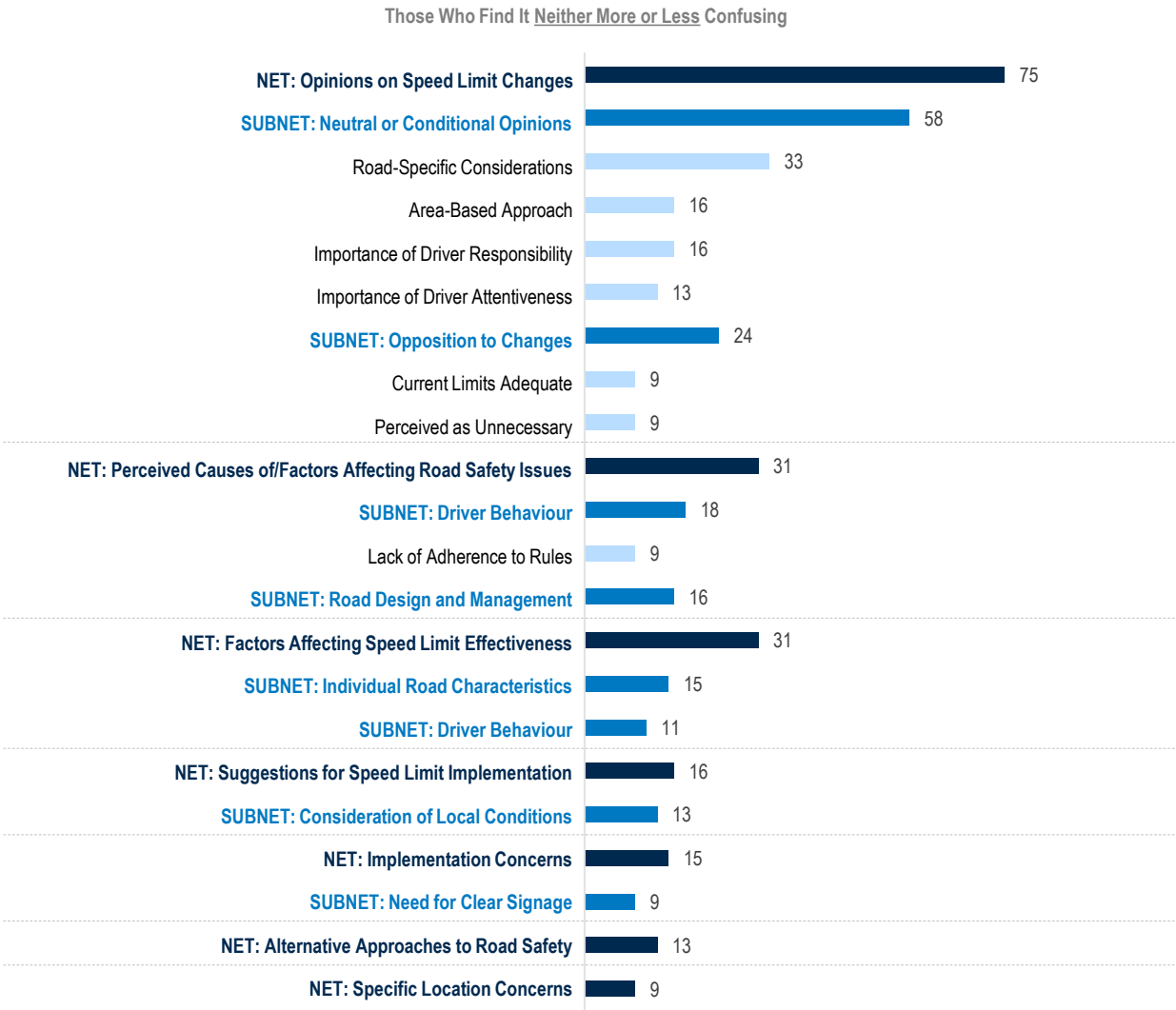
Reasons for Holistic Approach Preference

(3 of 3)

Those who find a holistic approach neither more or less confusing have more of a neutral opinion to the change:

- There are road-specific considerations to factor in (33%)
- An area-based approach is best (16%)
- It's the driver's responsibility to drive safely (16%)
- Drivers need to be attentive (13%)

Overall, 31% made a comment in relation to the perceived causes of road safety issues, which is linked to driver behaviour (18%) and current road design and management (16%).



Q10. Please explain why you gave the response you did (optional open ended). Base: Respondents who said a holistic approach would be Neither More or Less Confusing. n=55
n=11 (20%) did not answer the question. Themes below 8% are hidden from the chart.

Support For Reducing Speed Limits on High Speed Rural Roads

Overall, 50% are supportive of the reduction of speed limits on high speed rural roads (combination of somewhat supportive and strongly supportive – see Image 3.0), while 46% are unsupportive (combination of somewhat unsupportive and strongly unsupportive). A further 3% are neither supportive nor unsupportive, and 1% unsure.

Gender Differences

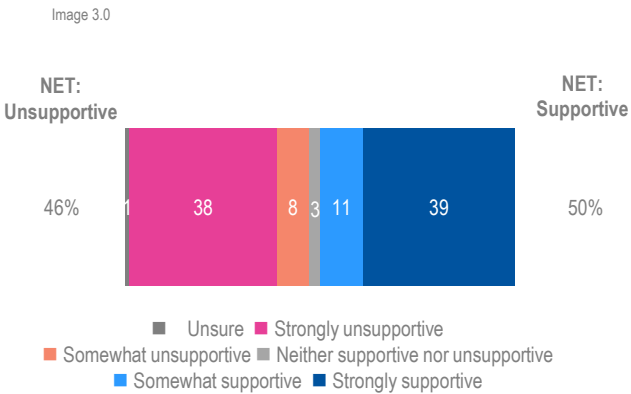
Males are significantly more likely to be unsupportive than females (51% v 38%), though support is very much split.

Age Differences

Younger respondents (under 50) are more unsupportive than older respondents (50+ years).

Location Differences

Those who provided a postcode outside of the trial area are more supportive than those who are within the trial area (72% vs. 46%). Whereas, those located within the trial area are significantly more unsupportive than those outside the trial area (51% v 23%).



	Females	Males	0-49	50+	Within trial area	Outside trial area
NET Supportive	58%	46%	30%	66% ★	46%	72% ★
NET Unsupportive	38%	51% ★	66% ★	31%	51% ★	23%
Strongly Supportive	47% ★	34%	21%	52% ★	35%	58% ★
Somewhat Supportive	12%	12%	9%	14%	11%	14%
Neither Supportive Nor Unsupportive	3%	2%	4%	2%	2%	5%
Somewhat Unsupportive	9%	8%	9%	8%	9%	2%
Strongly Unsupportive	29%	43% ★	58% ★	23%	41% ★	21%

Q15. How supportive are you of trialling reduced speed limits on rural roads (not including Caves Road or the rural parts of Bussell Highway) to 70km/h or to 80km/h on the roads with better safety features? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Support For Reducing Speed Limits on Urban Major Roads

Overall, 60% are supportive of the reduction of speed limits on urban major roads (combination of somewhat supportive and strongly supportive – see Image 4.0), while 35% are unsupportive (combination of somewhat unsupportive and strongly unsupportive). A further 5% are neither supportive nor unsupportive, and 1% are unsure.

Gender Differences

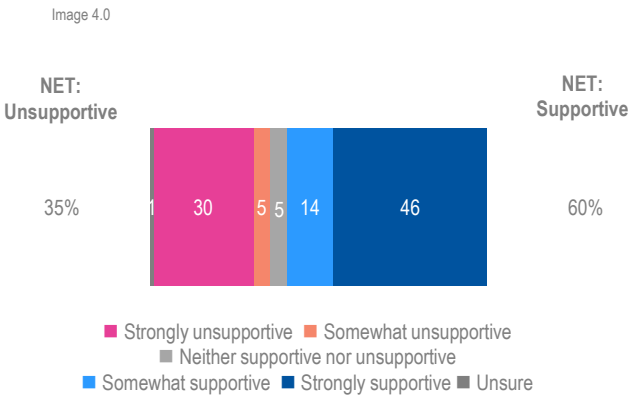
Males are significantly more likely to be unsupportive than females (40% v 27%), though the majority are still supportive.

Age Differences

Younger respondents (under 50) are more unsupportive than older respondents (50+ years).

Location Differences

Those located within the trial area are significantly more unsupportive than those outside the trial area (38% v 19%), though the majority are still supportive.



	Females	Males	0-49	50+	Within trial area	Outside trial area
NET Supportive	67%	55%	41%	74% ★	55%	81% ★
NET Unsupportive	27%	40% ★	54% ★	21%	38% ★	19%
Strongly Supportive	52%	43%	25%	62% ★	42%	65% ★
Somewhat Supportive	15%	12%	16%	11%	13%	16%
Neither Supportive Nor Unsupportive	5%	5%	4%	5%	5%	0%
Somewhat Unsupportive	8%	4%	8%	4%	6%	2%
Strongly Unsupportive	19%	36% ★	46% ★	17%	32% ★	16%

Q16. How supportive are you of trialling reducing speed limits on major roads in built up areas across most of the City of Busselton and Shire of Augusta Margaret River to 60km/h for roads on the outskirts of towns and 50km/h closer to town centres? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Support For Reducing Speed Limits On The Outskirts Of Town

Overall, 55% are supportive of the reduction of speed limits on the outskirts of town (combination of somewhat supportive and strongly supportive – see Image 5.0), while 43% are unsupportive (combination of somewhat unsupportive and strongly unsupportive). A further 2% are neither supportive nor unsupportive.

Gender Differences

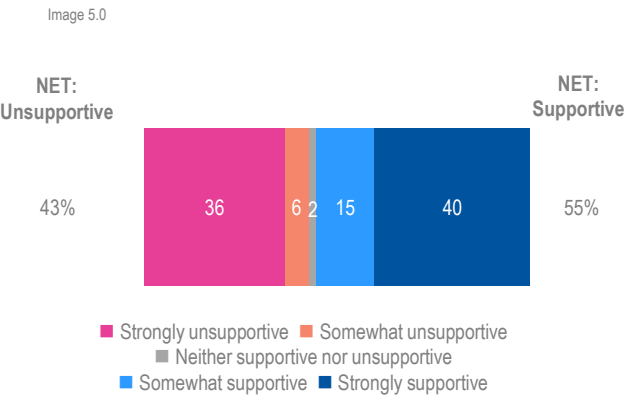
There are no differences between females at males as a net supportive and net unsupportive level, however males are significantly more likely to be *strongly unsupportive* than females (43% v 27%).

Age Differences

Younger respondents (under 50) are more unsupportive than older respondents (50+ years).

Location Differences

Those located within the trial area are significantly more unsupportive than those outside the trial area (47% v 21%), though support amongst those in the trial area is very much split.



	Females	Males	0-49	50+	Within trial area	Outside trial area
<u>NET Supportive</u>	60%	51%	33%	71% ★	50%	79% ★
<u>NET Unsupportive</u>	36%	47%	64% ★	26%	47% ★	21%
Strongly Supportive	46%	37%	20%	55% ★	36%	60% ★
Somewhat Supportive	15%	14%	13%	16%	14%	19%
Neither Supportive Nor Unsupportive	3%	2%	2%	2%	2%	0%
Somewhat Unsupportive	9%	5%	6%	6%	7%	0%
Strongly Unsupportive	27%	43% ★	59% ★	20%	40% ★	21%

Q17. How supportive are you of trialling reducing speed limits on residential roads on the outskirts of town to 60km/h? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Support For Reducing Speed Limits in Town Centres

Overall, 67% are supportive of the reduction of speed limits on the outskirts of town (combination of somewhat supportive and strongly supportive – see Image 6.0), while 30% are unsupportive (combination of somewhat unsupportive and strongly unsupportive). A further 3% are neither supportive nor unsupportive.

Gender Differences

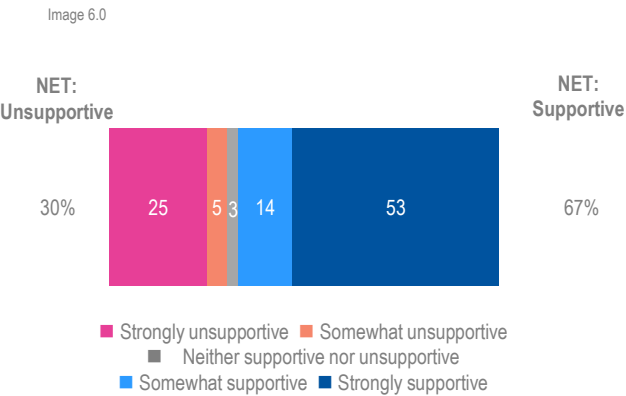
There are no differences in support between females at males – both have a higher net supportive result than net unsupportive result.

Age Differences

Younger respondents (under 50) are more unsupportive than older respondents (50+ years).

Location Differences

Those located within the trial area are significantly more unsupportive than those outside the trial area (33% v 16%), though the majority are still supportive.



	Females	Males	0-49	50+	Within trial area	Outside trial area
NET Supportive	72%	65%	54%	77% ★	64%	84% ★
NET Unsupportive	24%	34%	42% ★	21%	33% ★	16%
Strongly Supportive	60%	50%	37%	66% ★	49%	72% ★
Somewhat Supportive	12%	15%	17%	11%	14%	12%
Neither Supportive Nor Unsupportive	4%	2%	4%	2%	3%	0%
Somewhat Unsupportive	4%	7%	8%	4%	6%	2%
Strongly Unsupportive	20%	27%	35% ★	17%	27% ★	14%

Q11. How supportive are you of trialling reducing speed limits in the Augusta, Busselton, Cowaramup, Dunsborough, Margaret River and Witchcliffe town centres to 40km/h? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Support For Reducing Speed Limits in Residential Streets

Overall, 57% are supportive of the reduction of speed limits on residential streets (combination of somewhat supportive and strongly supportive – see Image 7.0), while 39% are unsupportive (combination of somewhat unsupportive and strongly unsupportive). A further 4% are neither supportive nor unsupportive.

Gender Differences

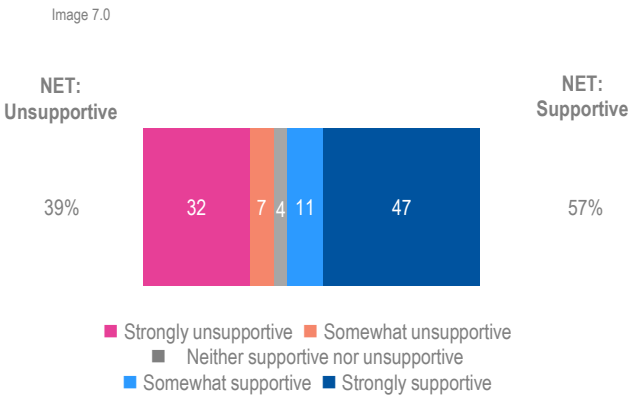
Females are significantly more likely to be *strongly supportive* than males (54% v 41%), though both genders are similarly supportive overall (net support 63% v 53%).

Age Differences

Younger respondents are more unsupportive than older respondents.

Location Differences

Those located within the trial area are significantly more unsupportive than those outside the trial area (42% v 23%), though the majority are still supportive.



	Females	Males	0-49	50+	Within trial area	Outside trial area
<u>NET Supportive</u>	63%	53%	39%	71% ★	54%	74% ★
<u>NET Unsupportive</u>	34%	43%	55% ★	27%	42% ★	23%
Strongly Supportive	54% ★	41%	31%	59% ★	43%	65% ★
Somewhat Supportive	9%	12%	9%	12%	11%	9%
Neither Supportive Nor Unsupportive	3%	4%	6%	2%	4%	2%
Somewhat Unsupportive	8%	6%	7%	6%	7%	5%
Strongly Unsupportive	26%	37%	48% ★	21%	35% ★	19%

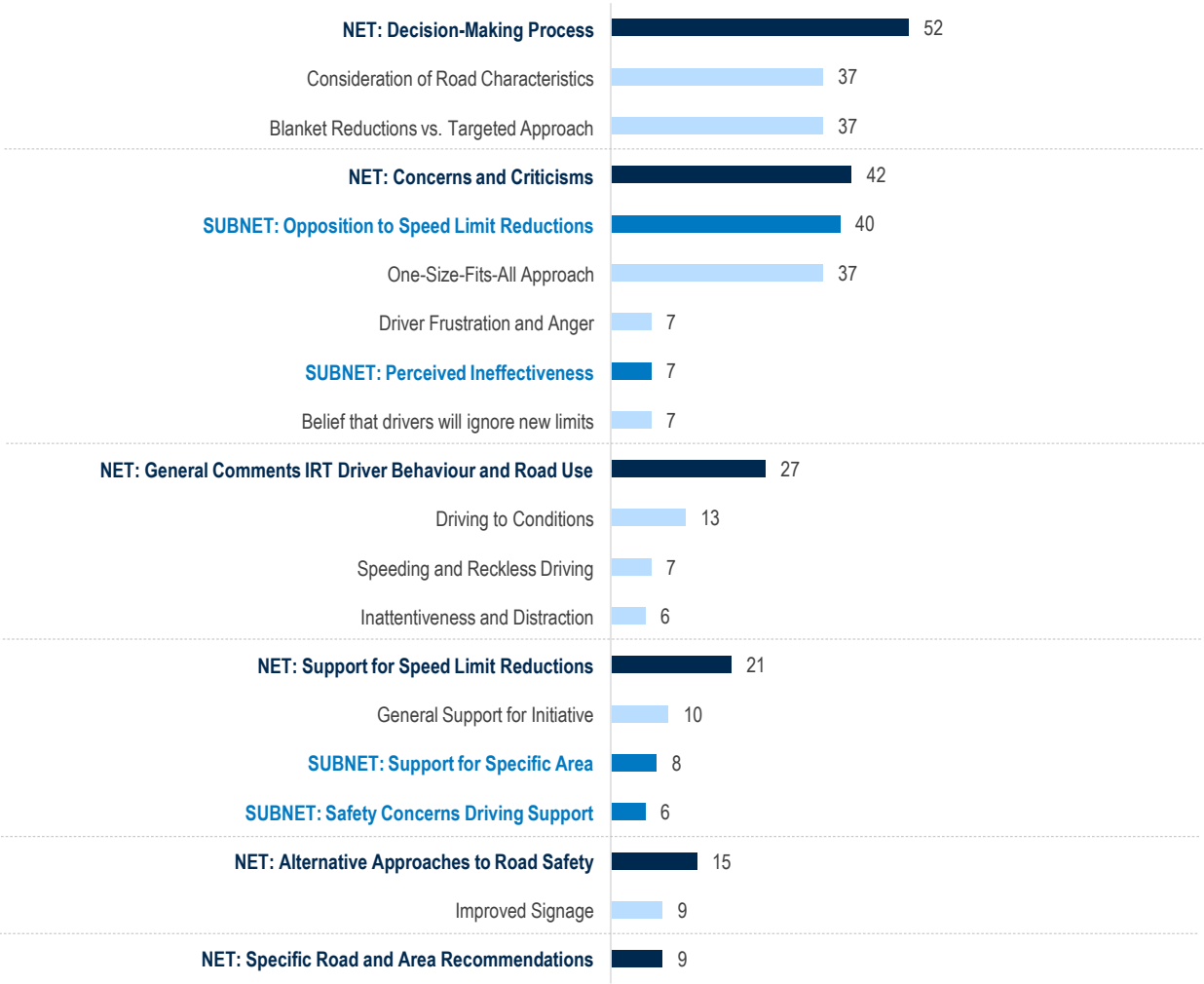
Q12. How supportive are you of trialling reducing speed limits on the listed residential streets to 40km/h? (n=244)
Note: Some figures may add up to 101 or 99 due to rounding or exceed 100 if multiple responses were permitted.

Final Comments

Respondents were given the option to provide final comments at the end of the survey. The main comment themes that emerged were centered around:

- The decision-making process (52%), meaning there are many things to consider and factor in when making a change like this
- Concerns and criticisms (42%)
- General comments in relation to driver behaviour and road use (27%)
- Support for speed limit reductions (21%)
- Alternative approaches to consider (15%)
- Recommendations relevant to specific roads and areas (9%)

Additional Feedback



Q13. Do you have any other comments? Base: All respondents (n=244, optional open ended)
n=65 (27%) did not answer the question. Themes below 5% are hidden from the chart.

Hunt Smarter.

