

Highways England

Customer Audits – Speed Trials

Overall Top Line Results

August 2020

Contents

- Introduction & Methodology
- Results
- Conclusions & Recommendations

Research Methodology



Schemes

Customer Audits were conducted across the following schemes:

- Highways England were trialling a new 60mph speed limit across a number of schemes.
- A1 Leeming to Ripon: Aug. to Nov. 2019 (36 assessments)
- M1 J13 to J16: May to August 2019 (36 assessments)
- M5 J27: Feb. to March 2019 (46 assessments)
- M6 J2 to J4: Aug'19 to Jan'20 (33 assessments)
- M6 J13 to J15: Jan. to March 2020 (43 assessments)
- M20 J10: March to June 2019 (56 assessments)
- M49 Avonmouth: Dec to Feb (50 assessments)



Measurement

Scheme audits assessing:

- Auditors were specifically briefed to undertake the usual customer audit but also look out for/observe the speed limit and provide their perception on the limits.
- The auditors perception of the 50mph/60mph speed limit that was in place.
- The audits were split evenly to gain an understanding of a customers perception of both speed limits



Sample Base

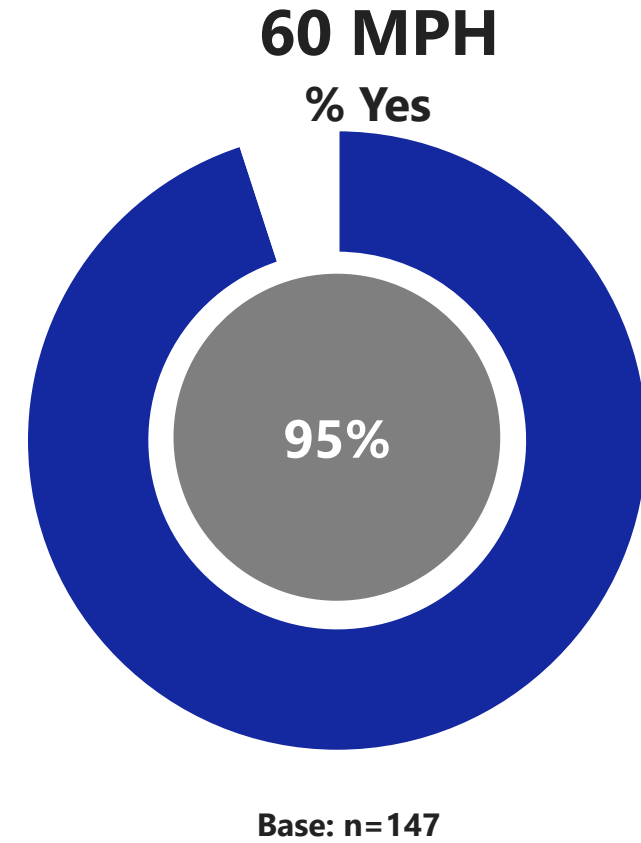
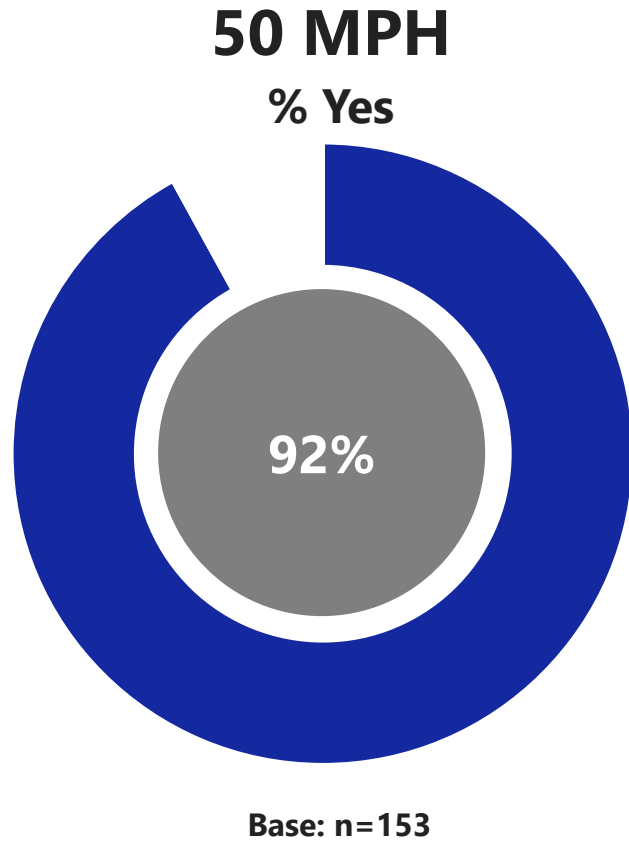
Overall n=300

50mph Tests n=153
60mph Tests n=147

Results

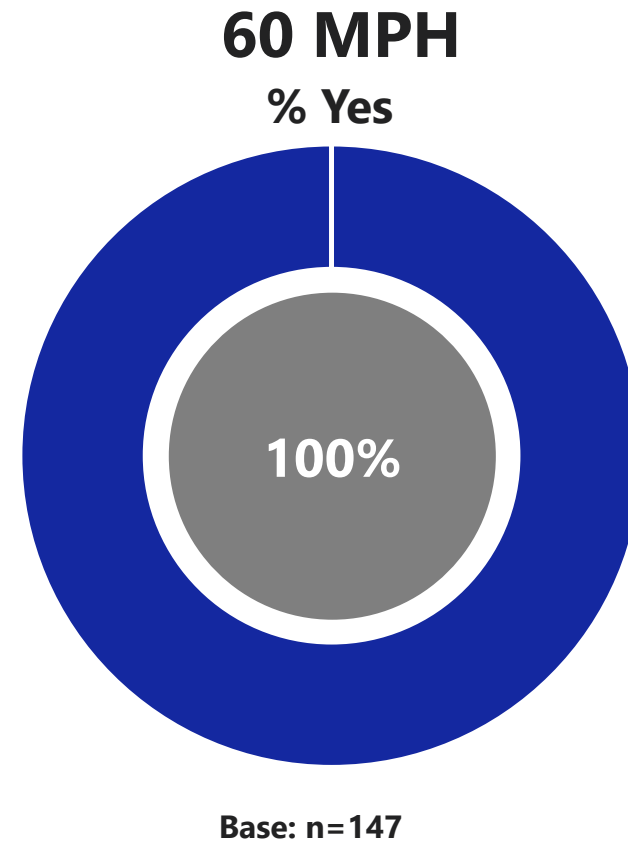
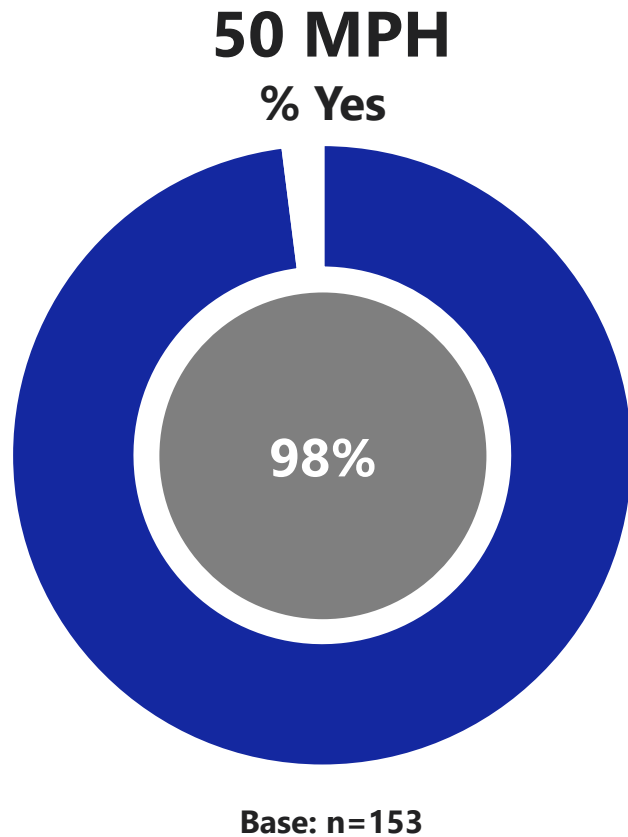
Overall, there was little difference in the appropriateness of the limit.

Did you feel the speed limit in place was appropriate for the conditions?



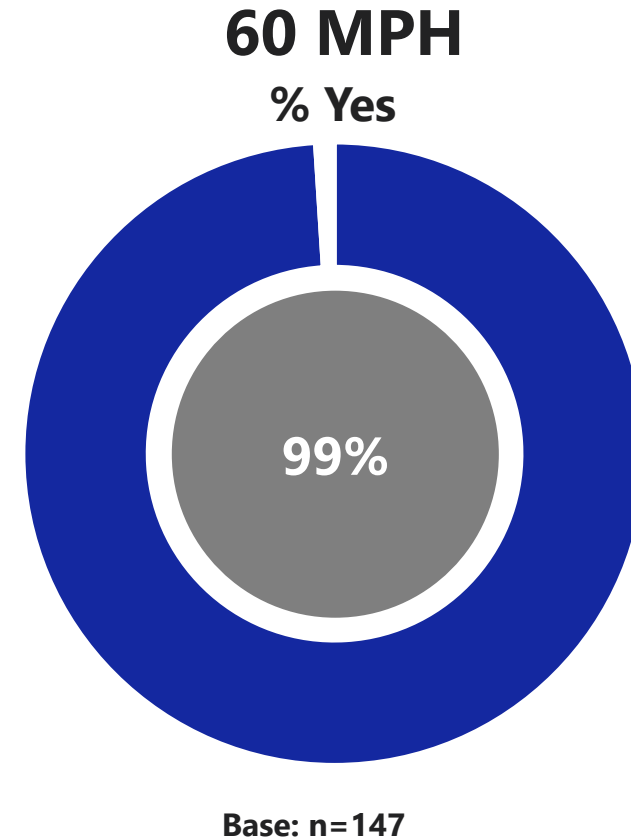
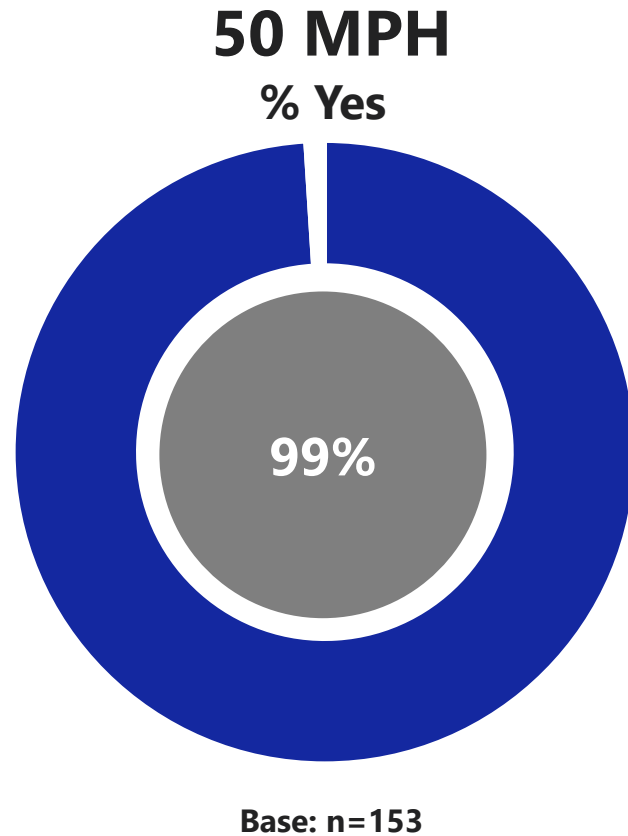
An overall, the signage was easy to see in the vast majority of cases.

Was the signage displaying the speed limit easy to see?



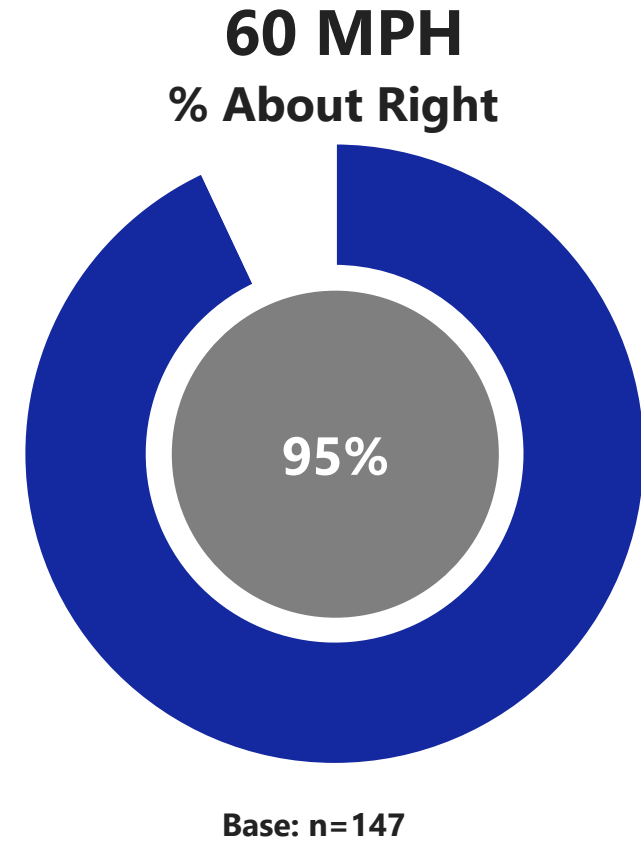
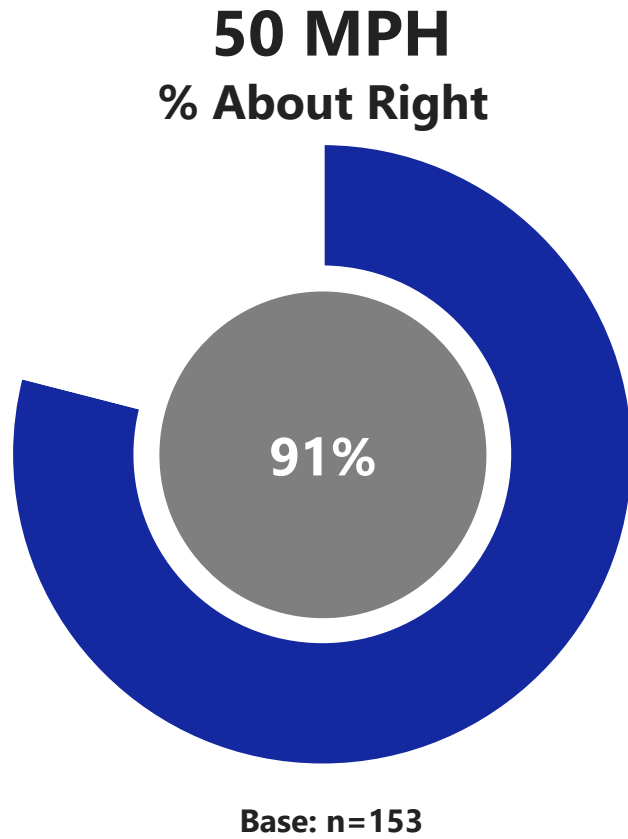
Regardless of the speed limit, auditors felt safe travelling through the scheme.

Did you feel safe travelling at the speed limit through the scheme?



A slightly higher number of auditors felt the limit was 'about right' at 60mph.

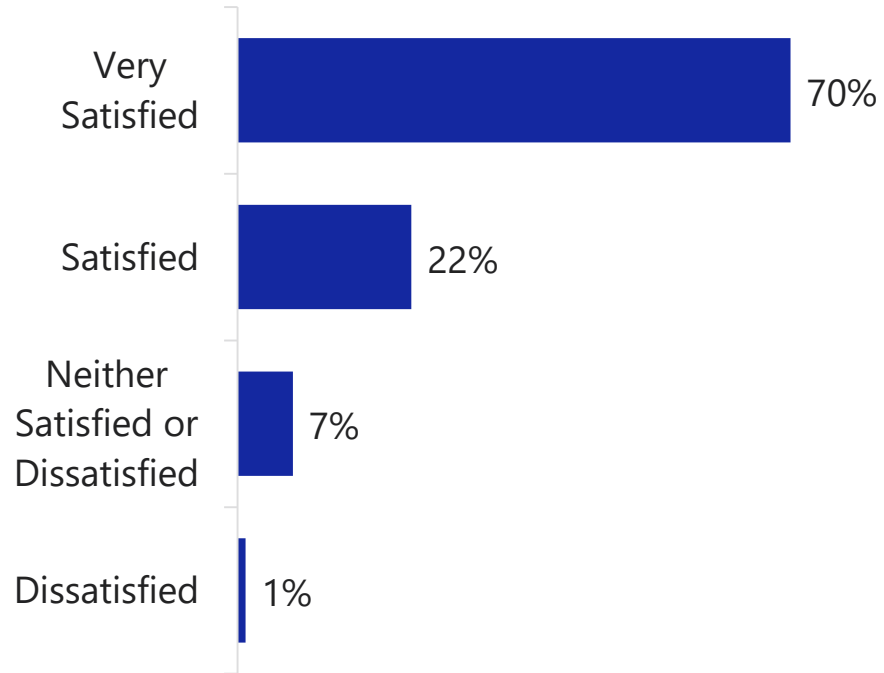
Did you think the speed limit was too high / too low / about right?



There was very little difference in satisfaction levels between the two speed limits.

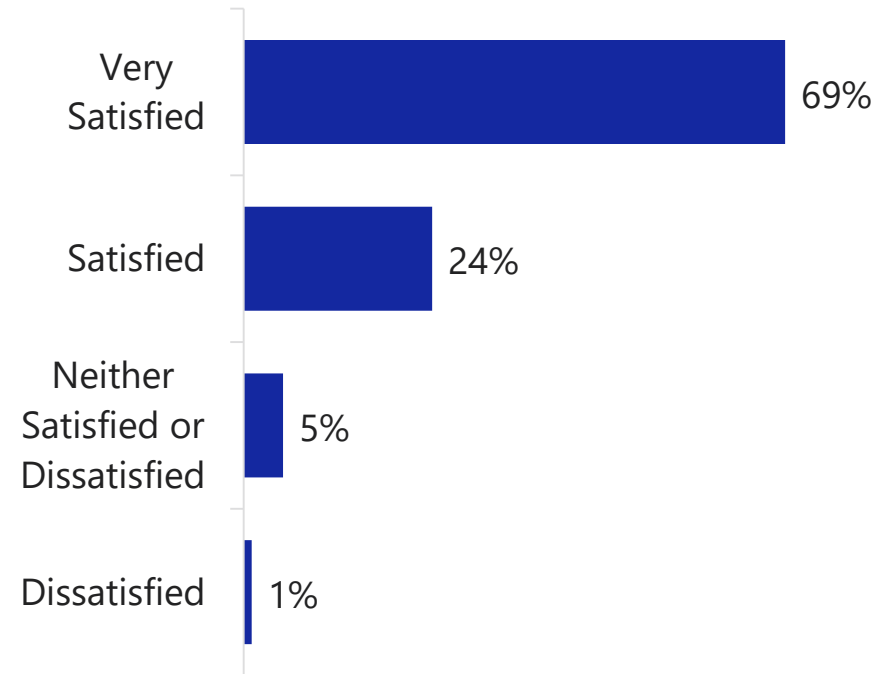
How satisfied were they with the speed limit?

50 MPH



Base: n=153

60 MPH



Base: n=147

Conclusions

Conclusions

Overall, there is little difference in auditor perception between 50mph and 60mph limits.

Although there were some differences in perception between the two speed limits for individual schemes (as shown in the scheme reports), the difference between the two at an overall level was minimal

In the vast majority of cases, auditors felt that the speed limit was appropriate, the signs were easy to see and that the speed limit was 'about right'.

As such, the vast majority of auditors felt safe; and satisfaction levels were high, with only a very small minority saying they were dissatisfied.