What can we do?

Drivers need help to choose the right speed for the road

Speed limits can be lowered on some roads

Some roads can be improved to reduce their risk

What do people think?

60% of people find it difficult to choose the right speed for the road

Less than 2/3 of people think the road is safe for them

Even fewer think it's safe for others

45% of people see driving too fast as a severe problem

32% of people see road design as a severe issue

What next?

Speed management can achieve both safety and efficiency

What do you think is unsafe about travelling on this road?

How do we make our roads safer?

Are these risks easily understood?