

AA Motoring Manifesto 2010

Your Vote Counts



*For the
road ahead*

The AA Populus panel is the biggest dedicated motoring panel in Europe with 100,000 members.

The AA Populus panel survey results used in formulating this paper are from a survey of 14,848 responses.

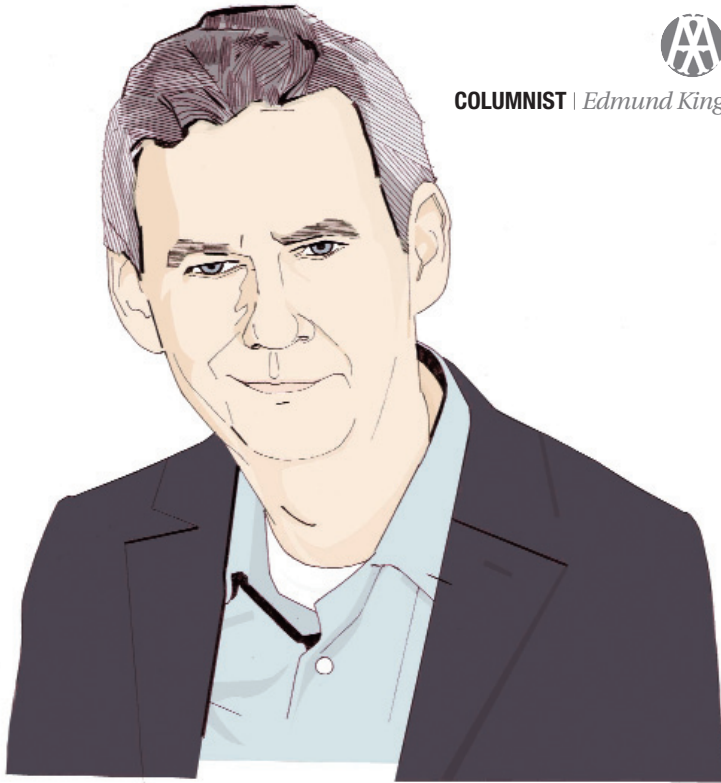
This article outlining the AA Motoring Manifesto is taken from The AA Magazine (winter 2010)

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COLUMNIST | *Edmund King*

YOUR VOTE COUNTS

*Whether we like it or not, politics governs our modern world. Its best definition is “who gets what, when, where and how?” For the motorist, the “what” might include anything from fewer potholes to reduced fuel duty. The AA is apolitical but its President, **Edmund King**, speaks to all the main political parties, helping them to understand what motorists want...*

Last year, the basic outline of an AA Motoring Manifesto was presented at a meeting in Downing Street with a special adviser to the Prime Minister.

We discussed fair fuel prices, congestion, driver education and wheel clamping. Then, in November, we sounded out AA Members' views via our Populus Panel.

More than 100,000 of you have signed up to take part and your views are definitely influential. After all, there is a general election coming up within the next few months.

“Mondeo Man” was seen as important to New Labour coming to power under Tony Blair in 1997 – and pollsters have since talked of the Conservatives targeting “Worcester Woman”.

With no fewer than 32 million drivers out there (not to mention their passengers), why shouldn't political parties target the “AA Voter”?

Here are the results of that survey of AA Members, plus a draft Manifesto for your consideration.

MOTURING CONCERNS

Panel Members were asked to rank their top three concerns from a list of 10 topical issues, with the following results.

1. The cost of motoring (eg taxes, parking, fuel prices).
2. People who don't register, tax, insure or MoT their cars.
3. Drink- and drug-influenced drivers.
4. The number of deaths and injuries on the road.
5. Congestion on the roads.
6. The condition of the roads (eg maintenance).
7. Environmental issues (eg CO₂ emissions and climate change).
8. Increasing restrictions on motoring (eg traffic calming).
9. Future road pricing policies (eg congestion charging).
10. Excessive enforcement of traffic and parking laws.

Motoring costs were particularly important to younger panel members; 41 per cent of 18- to 24-year-olds and 38 per cent of 25- to 34-year-olds expressed concern, compared with one fifth of 55- to 64-year-olds and 18 per cent of over-65s. Nearly four times as many over-65s were concerned about the “motoring underclass” – those who don't register, insure, tax or MoT their cars – than those aged 18-24.

ATTITUDES TO TRANSPORT POLICIES

Of a range of 13 transport policy issues, Members were asked to say which they would like to see more, or less....

MORE

- Trenchless technology, eliminating the need to dig up roads (84 per cent).
- Public money spent on road maintenance (68 per cent).
- Public money spent on public transport (67 per cent).
- Education not prosecution for minor motoring offences (66 per cent).
- Junction improvements (64 per cent).
- Government incentives for environmentally friendly cars (60 per cent).
- Electric and hybrid cars being driven (59 per cent).
- Park and ride schemes (50 per cent).
- Road widening (46 per cent).
- New roads, motorways and bypasses (41 per cent).
- Taxes on larger cars (39 per cent).
- Traffic police (33 per cent).
- Traffic calming (9 per cent).

HAVE YOU GOT SOMETHING TO SAY? GET INVOLVED AT THE AA ZONE
theAA.com/forum

AA POTHOLE WATCH

To help tackle the worst pothole plague for years, we have just launched the AA Pothole Watch at theAA.com. Simply go to the AA Zone to post details and pictures of the worst road damage in your area – you could be in line to win £50.

< LESS

- Traffic calming (62 per cent).
- Taxes on larger cars (25 per cent).
- Traffic police (16 per cent).
- New roads, motorways and bypasses (15 per cent).
- Road widening (9 per cent).
- Education not prosecution for minor motoring offences (9 per cent).
- Government incentives for environmentally friendly cars (9 per cent).
- Public money spent on public transport (8 per cent).
- Electric and hybrid cars being driven (7 per cent).
- Park and ride schemes (6 per cent).
- Public money spent on road maintenance (4 per cent).
- Trenchless technology, eliminating the need to dig up roads (3 per cent).
- Junction improvements (2 per cent).

There are some clear signals here, with strong support for eliminating roadwork nuisance, better road junctions and road maintenance funding. Traffic calming was the least popular measure. There are mixed responses on new road building: 39 per cent are happy with the current level, while 39 per cent are also happy with road widening measures. There was an interesting reaction to financial penalties for so-called “gas guzzlers”: almost a third of respondents are happy with current taxes and charges while a quarter want them reduced.

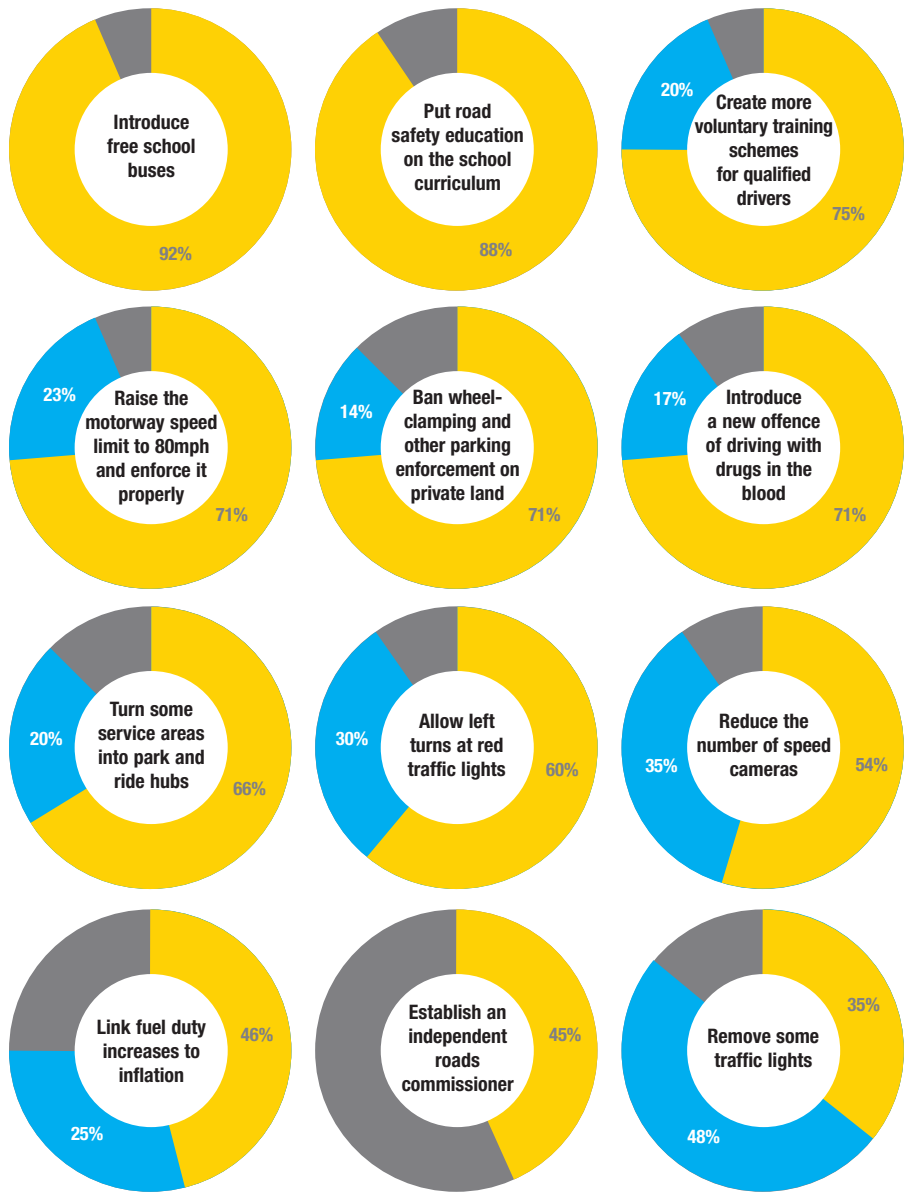
ATTITUDES TO POLITICAL PARTIES

When asked, 76 per cent of AA Members were unable to identify the most “motorist-friendly” political party; almost half said “don’t know” while 28 per cent said “none”. There are clear opportunities here for the main political parties.

GOOD POLICIES AND BAD POLICIES

Members were asked to rate a range of 12 policy options that might surface during the election campaign, some radical and some familiar.

- GOOD
- BAD
- DON'T KNOW



This revealed some significant divisions of opinion and some clear winners; for example there was very strong support for free school buses and road safety education in schools. □

**THE AA
MOTORING
MANIFESTO**

From the aforementioned Populus data we have drafted the following AA Manifesto – and we would like you to tell us what you think of it. Just go to www.theAA.com and register on the AA Zone. By doing so you could win £50 for registering and £50 for the best idea. Help us to persuade the next government to produce some positive transport policies!

- **FUEL:** Commit to fair prices and taxes. Publish wholesale fuel prices to allow comparison with pump prices.
- **EDUCATION:** Promote driver education rather than prosecution (eg courses on speed, phone, seatbelt and red light offences). Teach road safety in schools.
- **CONGESTION:** Target bottlenecks, bad junctions and bypasses. More park-and-ride schemes.
- **ENVIRONMENT:** Encourage the use of electric and hybrid cars.
- **DRUGS:** New offence of drug-driving.
- **SAFETY:** Better junctions and road design.
- **POT-HOLES:** Ring-fence road maintenance funds. Greater co-ordination of roadworks and fines for poor performance. Use trenchless technology.
- **PARKING:** Outlaw or reform wheelclamping on private land.
- **LAW:** Tackle those driving unroadworthy, unregistered, uninsured, untaxed cars.
- **SPEED:** Review existing limits. Raise the motorway limit to 80mph and enforce it.