



Transport
for NSW

Comparing 2009 and 2011 Attitudes, Motivations and Beliefs Related to Speeding and Speed Enforcement in NSW

*Ralston Fernandes, Evan Walker,
Ben Barnes, Bettina Johnson &
Claire Murdoch*

Speeding in NSW

- Speed a leading factor in NSW crashes
- Addressed by a range of initiatives
 - Police and speed camera enforcement
 - Speed limit reviews
 - 50kmh general urban speed limit
 - 40kmh areas for school zones and high pedestrian activity
 - Public education
- Despite success in reducing speed-related trauma in NSW, drivers continue to speed

2009 Speed Research

- Ipsos-Eureka conducted comprehensive quantitative speed research
 - Representative sample of 1,500 NSW drivers (CATI)
 - Based on qualitative research conducted in 2008
- Intention of research:
 - Provide input into improved initiatives to reduce speeding in NSW
 - Create baseline measure for future changes
- Findings indicated:
 - Speed is understood to be main contributor to crashes
 - Speeding is common
 - Speeding not yet unacceptable except in extreme cases
 - High approval for speed enforcement
 - Understanding of how speed limits are set

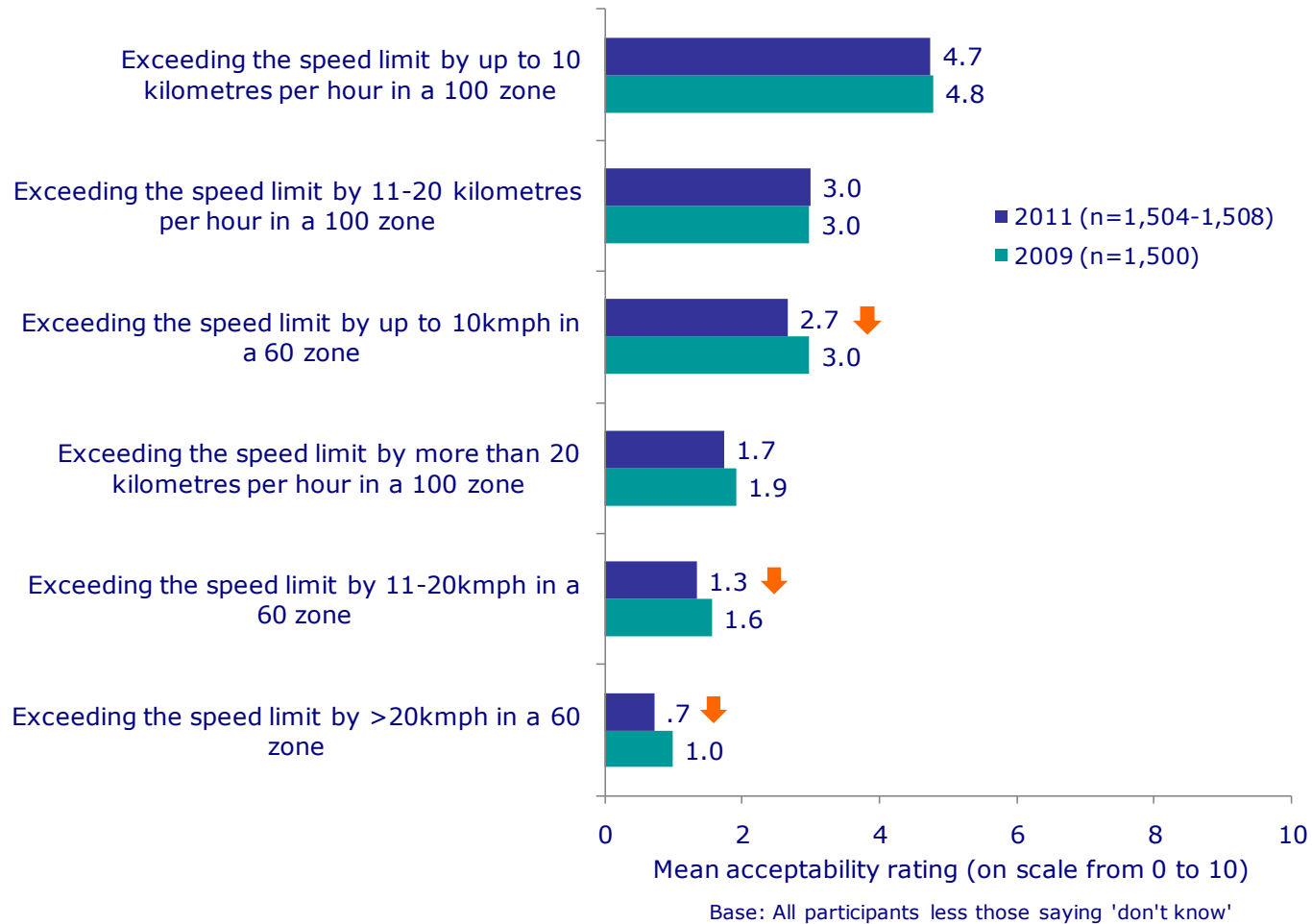
2011 Speed Research

- Core questions from 2009 research, and new questions for emerging issues
- Current NSW licence holders aged 17+ years who drove at least 3 times/week
- Stratified according to NSW licensing data
 - Gender
 - Age (5 bands)
 - Location (metro v non-metro)
- 1,508 telephone interviews (17 March – 11 April 2011)

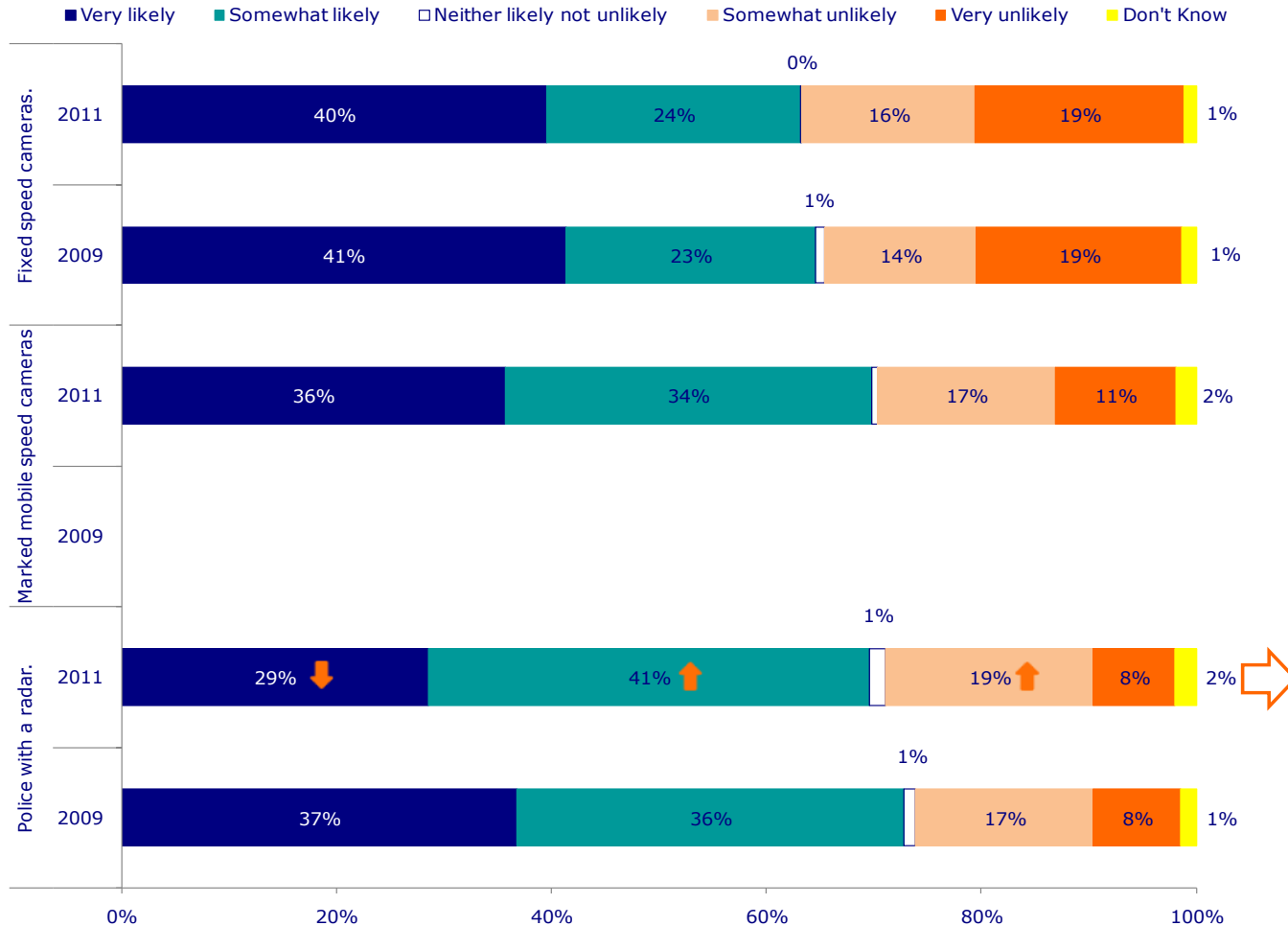
General Findings

- Sample structure consistent with 2009 sample
 - 65% from metro areas
 - 52% males
 - 41% aged 17-39 years, 37% aged 40-59 years, 22% aged 60+ years
- Speed most commonly mentioned factor in crashes (56%), as in 2009 (57%)
- Shift toward speeding more frequently
 - “Exceed the speed limit every time” (↑ from 12% to 14%)
 - “Mostly exceed the speed limit” (↑ from 12% to 15%)
- Shift toward speeding by smaller margin
 - More likely to report exceeding speed limit by 1-4 km/h
 - Less likely to report exceeding speed limit by 10-14 km/h or 15-19 km/h

Perceived Acceptability of Speeding



Perceived Likelihood of Being Caught



Base: All participants; 2011 (n=1,508); 2009 (n=1,500).



Attitudes Toward Enforcement Measures

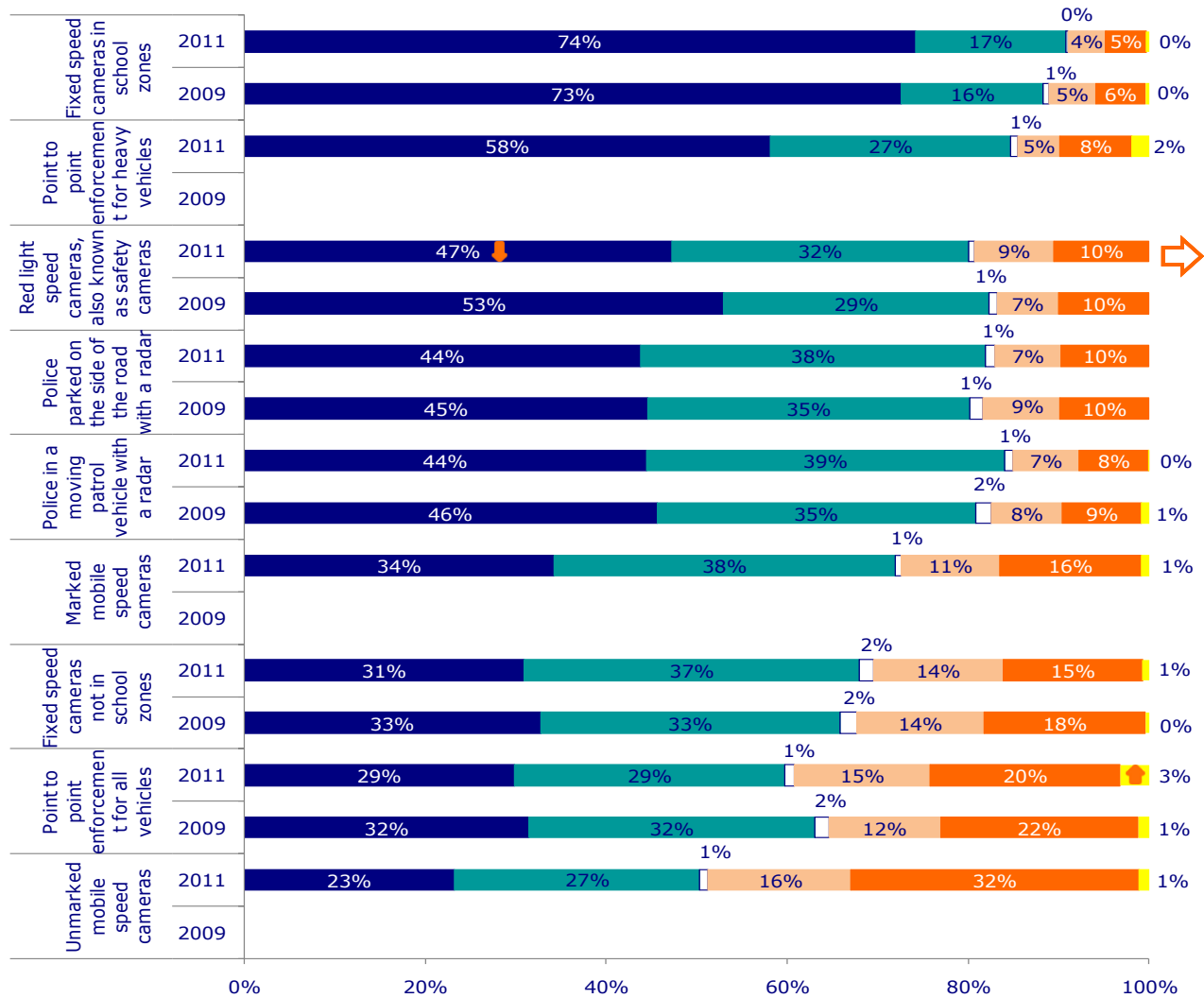


Base: All participants ; 2011(n = 1,508); 2009 (n = 1,500)



Approval of Enforcement Measures

■ Strongly approve
 ■ Somewhat approve
 □ Neither approve nor disapprove
 ■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't Know/Unsure



Base: All participants; 2011 (n=1,507); 2009 (n=1,500).

Reasons for Extent of Speed Camera Approval

- Reasons for approval
 - Reduce speeding/provide safety benefits e.g. keeping kids safe
 - Placed in high-risk areas e.g. blackspots (fixed)
 - Anywhere, anytime approach effective in catching speeders (mobile)
 - Point-to-point described as ‘fair’ for extended periods
- Reasons for disapproval
 - Revenue raising
 - Not positioned in dangerous locations (fixed & mobile)
 - Positioned in ‘sneaky’ locations to catch drivers out (mobile)
 - Does not allow for low-level speed tolerance (point-to-point)
- What would increase approval?
 - Need to be put in clearly dangerous locations
 - Need better signposting
 - Nothing

Discussion

- Moving toward speeding as socially unacceptable
 - Small reductions in acceptability of speeding
- But still room for improvement
 - Reductions in acceptability only in lower speed zones
 - 44% did not identify speed as a factor in crashes
 - Still common
- Still strong community support for speed enforcement
- Fixed speed cameras not in school zones associated with revenue raising
- Perception that mobile speed cameras are placed in sneaky locations needs to be countered

Future Research & Policy

- NSW Speed Camera Strategy
 - Enhancements to current speed camera programs
 - Public education campaigns to support speed enforcement
 - Annual Speed Camera Performance Review
 - Website for speed enforcement info
 - Community nominated speed camera locations
- NSW Road Safety Strategy 2012-2021
 - Community Road Safety Fund
 - Social unacceptability of speeding
- Regular ongoing research into speeding
 - Similar research conducted this year
 - Consideration of key changes to speed policy and programs
 - Movement towards online sampling



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Thank You

Dr Ralston Fernandes
A/Manager Safer People
NSW Centre for Road Safety
Transport for NSW

ralston.fernandes@transport.nsw.gov.au