Self-reported speeding and the support for 30km/h zones

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World Health Organization

ESRA
E-Survey of Road users' Attitudes

Outline

1. Key facts about speeding
2. Self-reported speeding
3. Scientific evidence on 30km/h city-wide schemes
4. Conclusion

Key Facts about Speeding

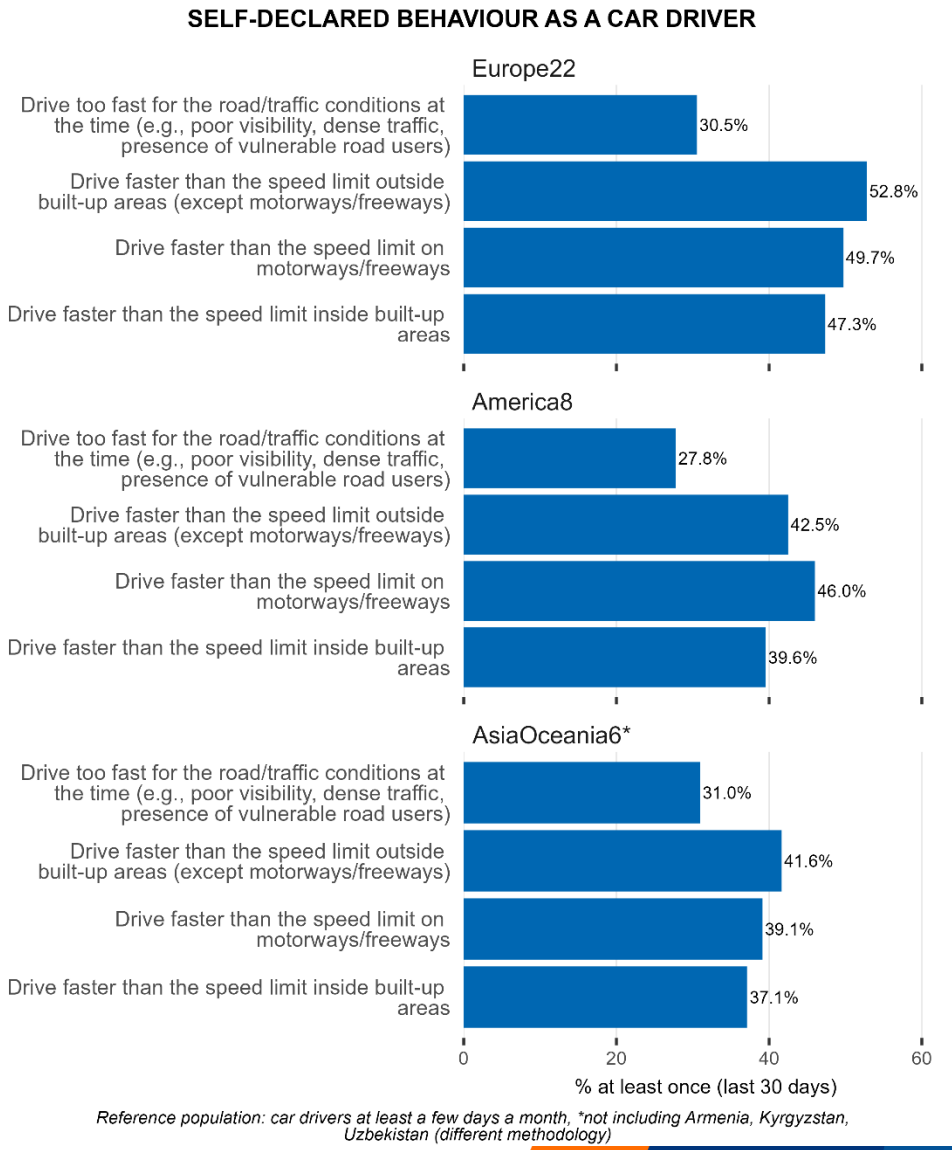
Speeding Kills

- Road crashes is a major societal problem worldwide, with 1,19 million road fatalities per year and more than 50 million of road injuries
- Speeding is the number one cause of road crashes worldwide (30% of fatal crashes), especially in cities where pedestrians, cyclists and motorcyclists are highly exposed and vulnerable in case of a collision (70% of fatalities in urban areas are VRUs)
- A 5% decrease in average speed leads to approximately a 10% decrease in all injury crashes and a 20% decrease in fatal crashes
- Speed affects the quality of life of urban residents, especially the safe mobility of vulnerable road users

Self-reported Speeding

Self-reported Speeding Behaviours

- Self-reported speeding behaviour of car drivers ranged from 27.8% (America8) to 52.8% (Europe22)
- More speeding is reported in Europe22 for the different road types
- Men are more likely to report speeding for all road types and conditions
- In Europe22 younger age groups were most likely to report speeding on all road types (in America8 this was only the case for "drive too fast for the road conditions at the time", on other road types a reversed age effect was observed)

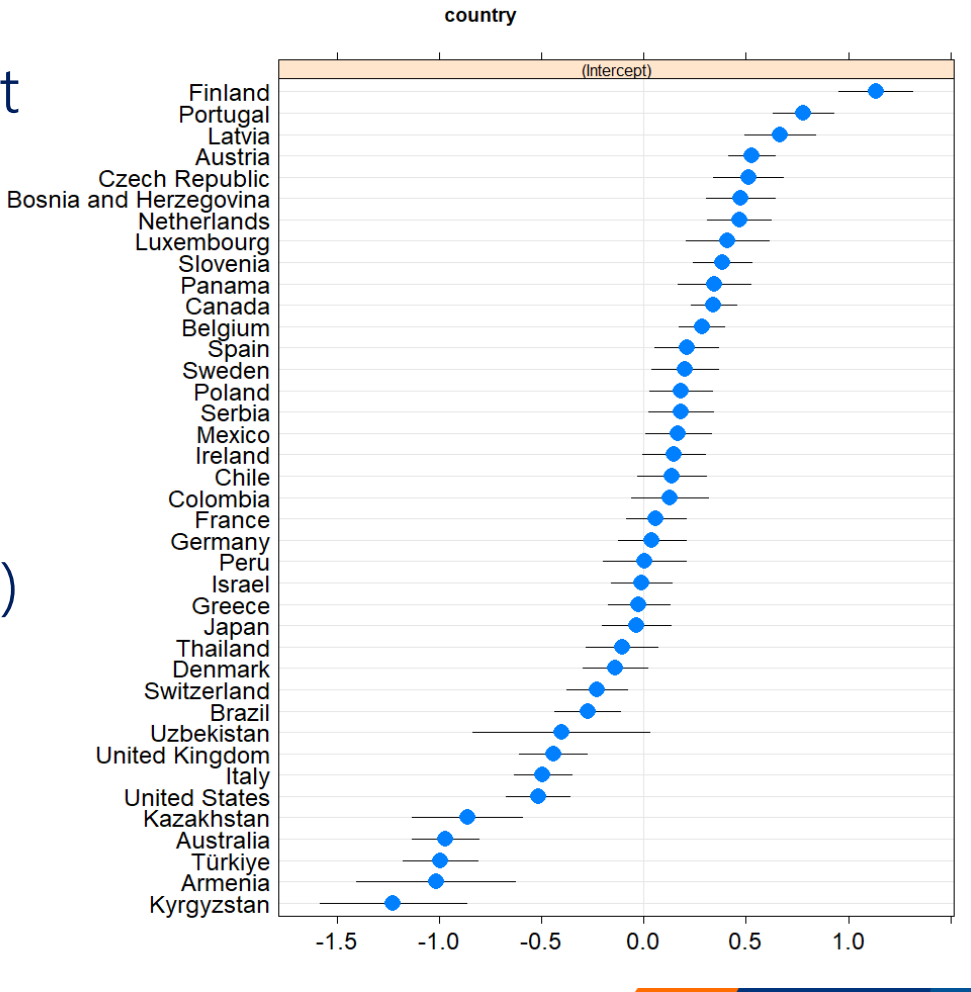


Self-reported Speeding Inside Built-up Areas

- Women and older individuals are less likely to report speeding behaviour

- Additional associated factors for reporting speeding behaviour:
  - Higher personal acceptability
  - Stronger behaviour beliefs ("I have to drive fast…")
  - Lower support for policy measures (regarding speeding)

- The likelihood of reporting speeding inside built-up areas is highest among Finnish individuals and lowest among individuals from Kyrgyzstan

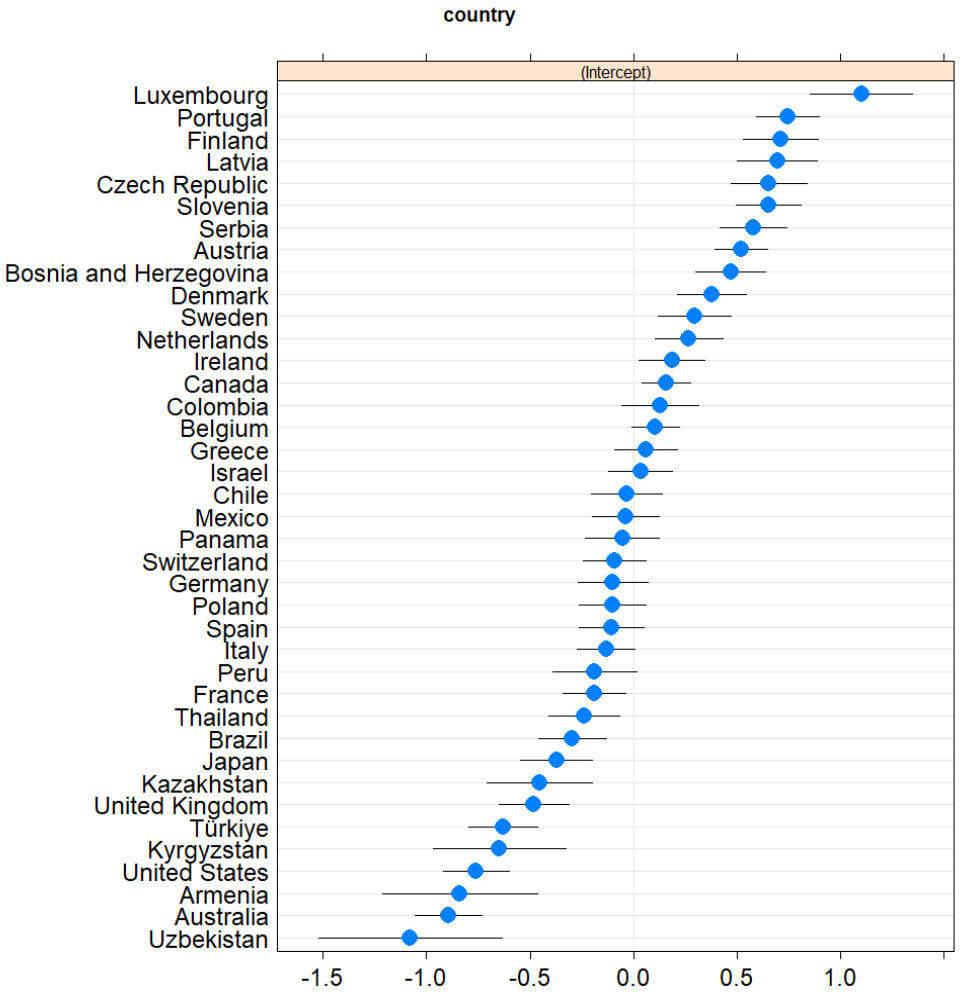


Random intercepts for countries in the Binary GLMM for car drivers' self-reported behaviour of speeding inside built-up areas

Self-reported Speeding Outside Built-up Areas

(except motorways/freeways)

- Women are less likely to report speeding behaviour
- Additional associated factors for reporting speeding behaviour:
  - Higher personal acceptability
  - Stronger behaviour beliefs ("I have to drive fast…")
  - Higher perceived behaviour control (regarding speeding)
  - Stronger habit to drive faster than the speed limit
  - Lower intention to respect speed limits in the future
  - Lower support for policy measures (regarding speeding)
- The likelihood of reporting speeding is highest among Luxembourg individuals and lowest among individuals from Uzbekistan



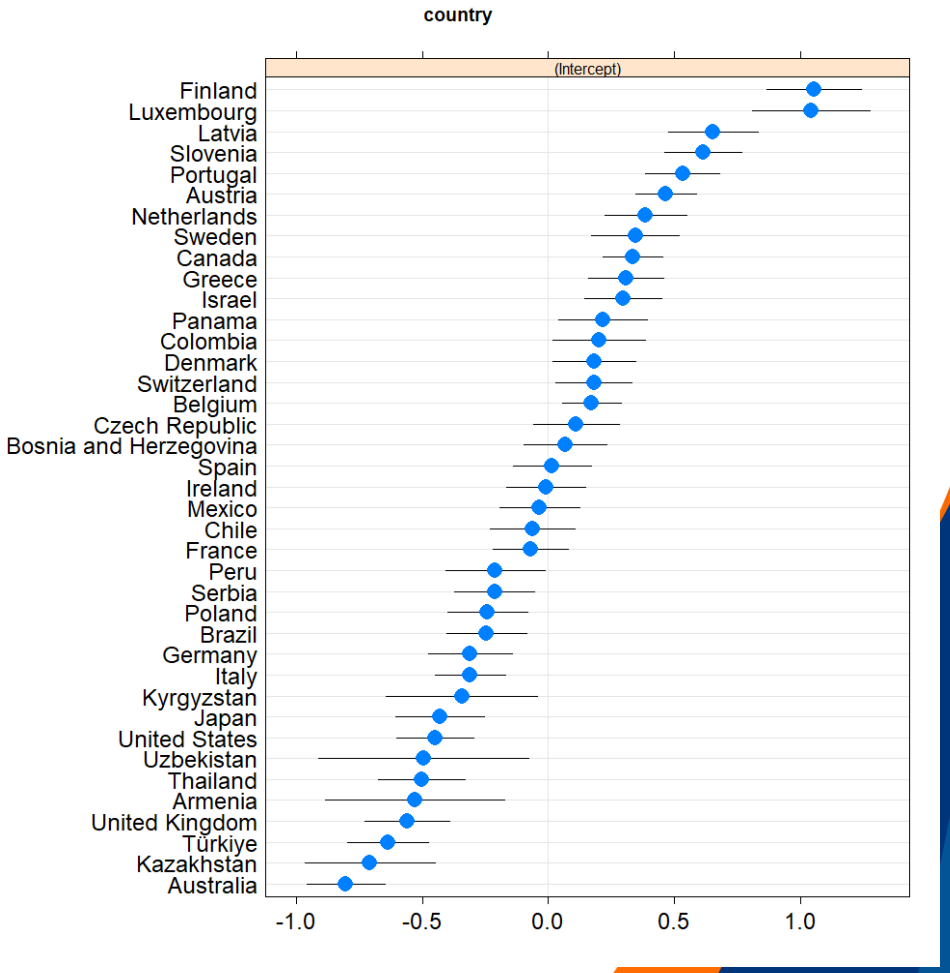
Random intercepts for countries in the Binary GLMM

Self-reported Speeding on Motorways/Freeways

- Women are less likely to report speeding behaviour

- Additional associated factors for reporting speeding behaviour:
  - Higher personal acceptability
  - Stronger behaviour beliefs ("I have to drive fast…")
  - Higher perceived behaviour control (regarding speeding)
  - Stronger habit to drive faster than the speed limit
  - Lower intention to respect speed limits in the future

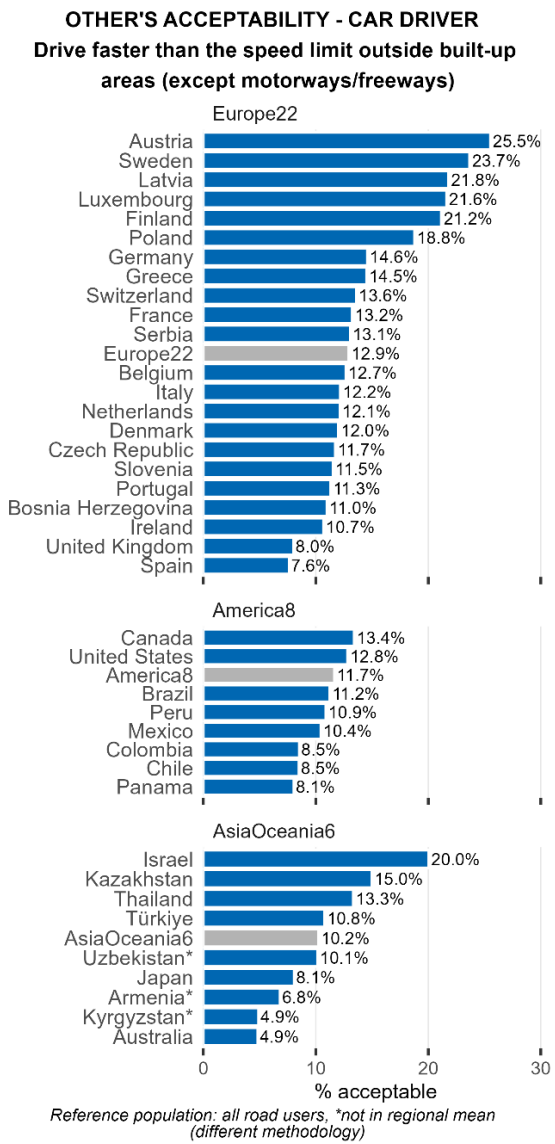
- The likelihood of reporting speeding is highest among Finland individuals and lowest among individuals from Australia

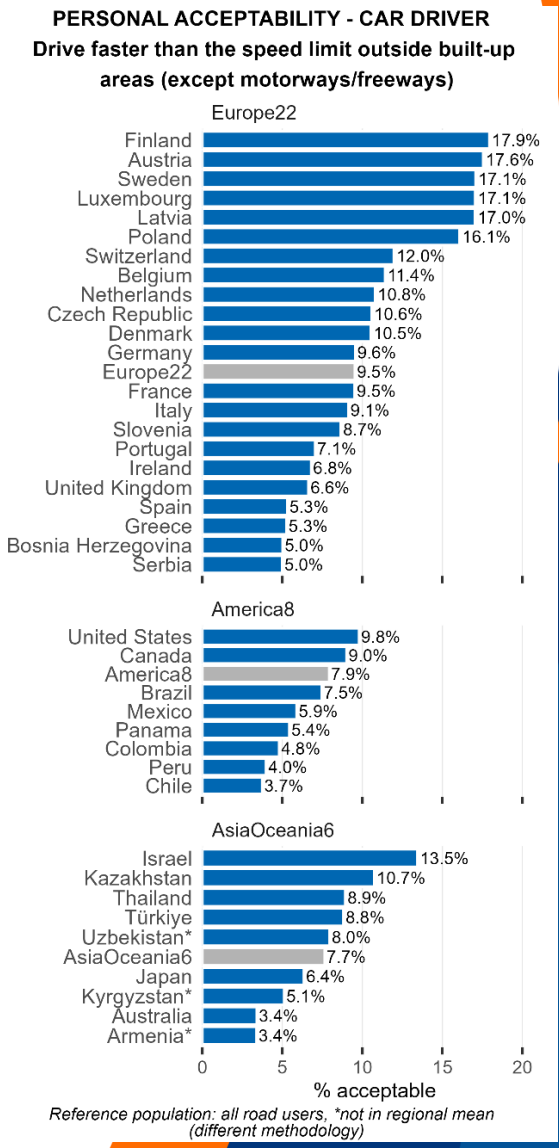


Random intercepts for countries in the Binary GLMM

Acceptability of Speeding

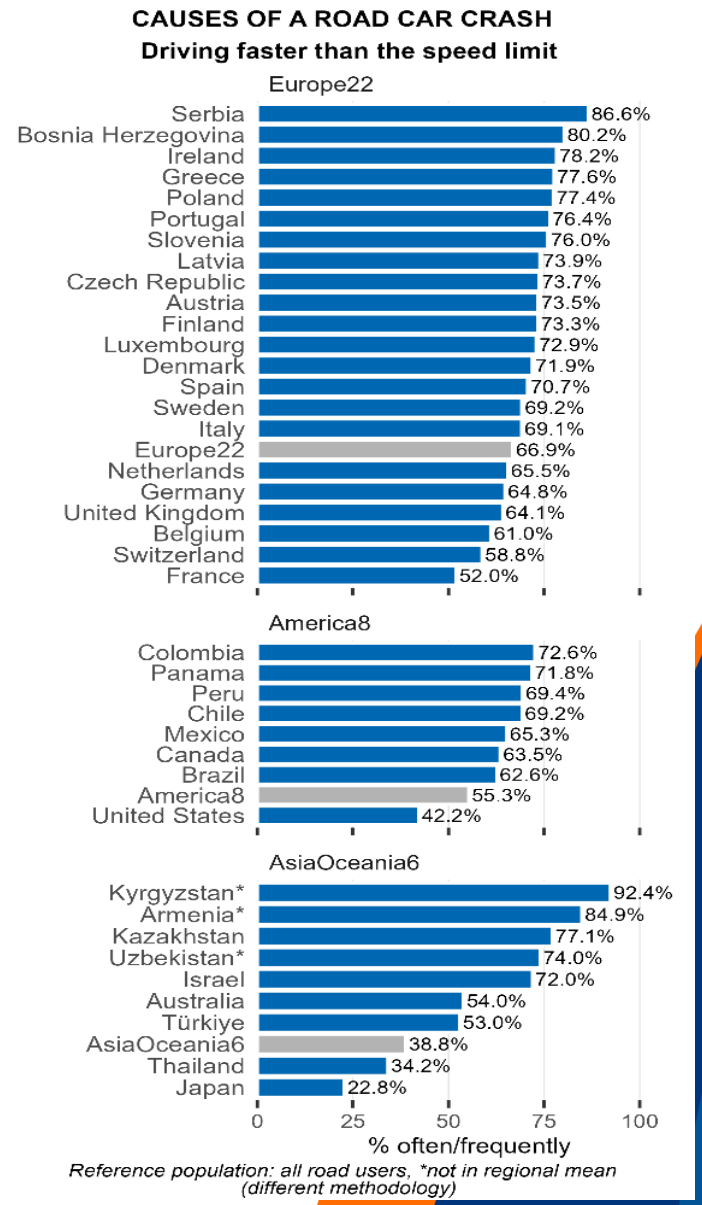
- Personal vs. other's acceptability speeding outside built-up areas is accepted by less than one third
- Respondents believe that "others" are more likely to accept speed violations than they are themselves
- Higher personal acceptability for driving too fast for the road/traffic conditions at the time in America8 (3.9%) and for speeding on motorways/freeways in Europe 22 (13.2%)
- Men accept speeding more for Europe22, the perception of personal and others' acceptability decreased with increasing age





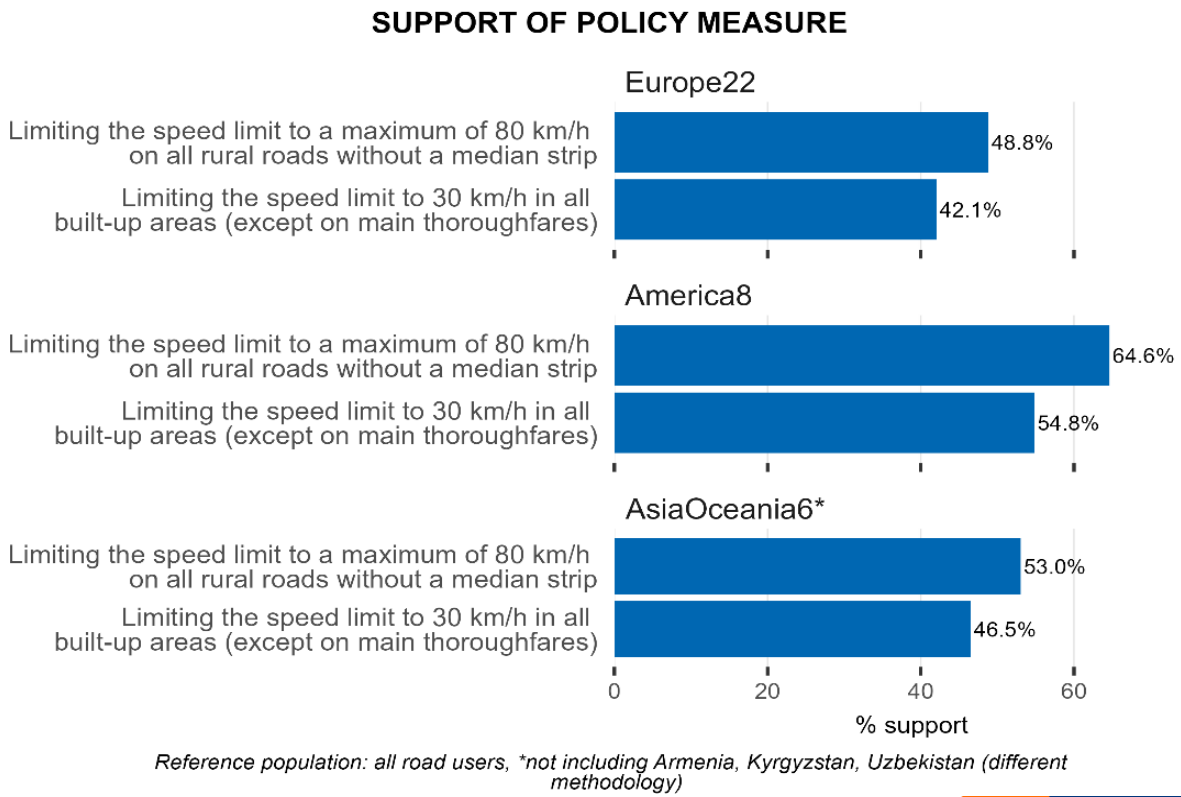
Subjective Safety and Risk Perception

- Regional differences of the perception of how often speeding is a cause of road crash (lowest for AsiaOceania6, highest for Europe22)
- Women and older individuals in Europe22 were more likely to think that speeding is the cause of a road crash



Support for Policy Measures

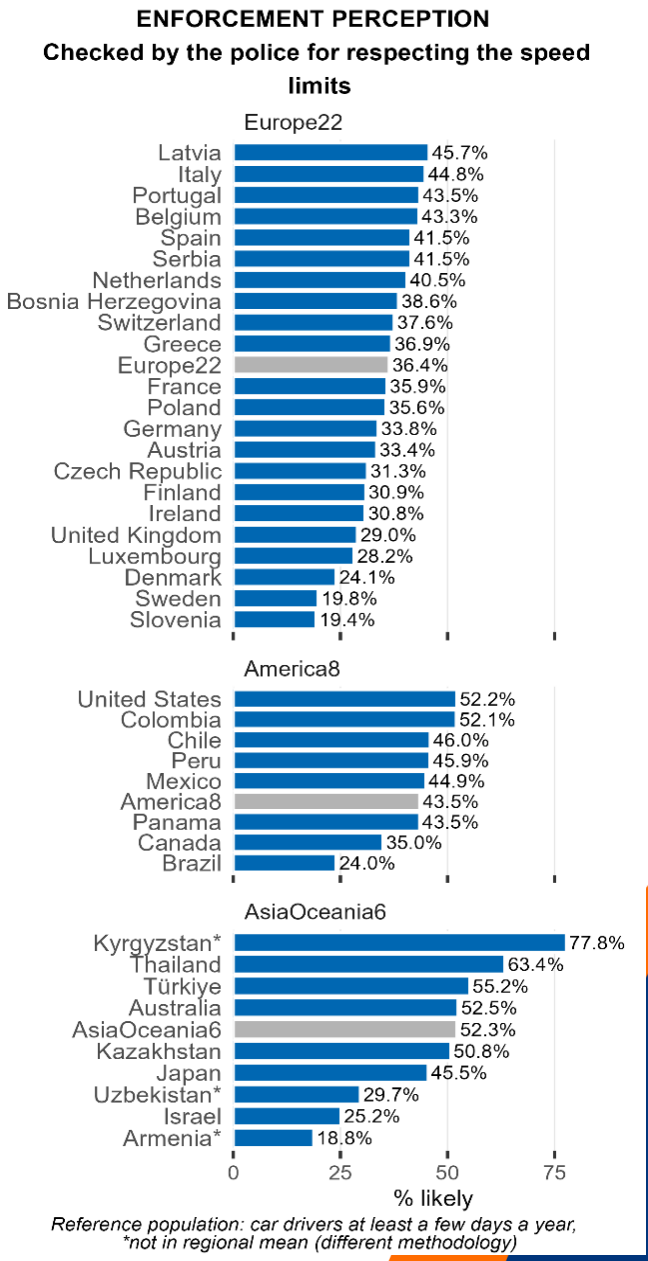
- America8 seems to show the highest support for policy measures regarding speed limits
- Women show higher support for speeding policy measures than men
- In Europe22, older individuals show higher support than younger ones



*Reference population: all road users, *not including Armenia, Kyrgyzstan, Uzbekistan (different methodology)*

Enforcement

- Proportion of respondents who **perceived enforcement** regarding speeding as likely was highest for AsiaOceania6
- **Women perceive enforcement** as less likely than men (in Europe22 and America8)
- **Younger age groups** tend to perceive enforcement as more likely than older age groups (in Europe22 and America8)



Scientific Evidence on 30km/h City-wide Schemes

Impact of city-wide 30 km/h Speed Limits

Yannis, G., & Michelaraki, E. (2024). Review of City-Wide 30 km/h Speed Limit Benefits in Europe Sustainability, 16(11), 4382
Yannis, G., & Michelaraki, E. (2024). Effectiveness of 30 km/h speed limit - A literature review. J. Safety Research, Vol. 92

City-wide 30km/h speed limits led to average reduction in:
(meta-analyses of 70 studies from 17 cities)

- Fatalities by 37%
- Serious injuries by 38%
- Road crashes by 23%
- Emissions by 18%
- Noise by 2.5 db
- Fuel consumption by 7%
- Traffic congestion by 2%

4 Countries adopted/ing Countrywide 30km/h speed limits
(in all urban areas)

Effectiveness of 30 km/h Speed Limit

Yannis, G., & Michelaraki, E. (2024). Effectiveness of 30 km/h speed limit – A literature review. Journal of Safety Research, Vol. 92, November 2024

Road safety

- decrease average travel speed
- decrease conflicts with VRUs

Environment

- reduce air pollution
- reduce car dependency

Traffic flow

- reduce traffic volumes
- reduce congestion

Energy

- reduce fuel consumption
- promote smoother eco-driving

Sustainability

- increase Public Transport use
- increase pedestrian, cyclists and e-scooter active mobility

Setting a speed limit of 30 km/h where people and traffic mix, make streets
safer, healthier, greener and more liveable

City-wide 30km/h speed limits: the road safety catalyser

The since-long waited **single road safety measure with such a significant benefit** at such a low cost

Such a **high societal impact** for such a small change in our habits

More than a simple new traffic rule: **a catalyser for a new road safety culture**


30km/h
Speed Limit for
Safer, Healthier and
Greener Cities
30

Conclusion

Conclusion

More livable cities

Speed limits reduction gaining rapid acceptance across Europe and **more and more European cities** adopting lower speed limits

Significant socio-economic impact of 30km/h speed limits

The reduction of speed limits in cities (30km/h) leads to a **significant reduction** in:

- road crashes and casualties
- fuel/energy consumption and air pollution without a significant decrease in travel times

Increase of acceptance

- **Public acceptance** of speed limits reduction tends to improve over time, especially by pedestrians, cyclists and Public Transport passengers
- **Inertia and reactions** from car drivers need to be addressed

Time for Action at European level

- Speeding, as the key factor for road crashes, must be recognized as a major societal health issue for which action is needed at EU level, as is the case with smoking and alcohol consumption.

- Consequently, the European Union should set the maximum speed limits in all European Roads, and national and local Authorities can only make the necessary adjustments of lower speed limits after specific studies.

- Given its unprecedented benefits, the city-wide 30km/h speed limits should become a European rule (off course with the exception of selected main axes e.g. roads with a median), with the EU assuming thus its fundamental role of protecting its citizens' lives

30 Marathons in 30 months

A campaign with high global impact
to actively promote city-wide 30 km/h speed limit

- **26 cities** with Marathon finish
- **10 International Organisations** Allied

- **500.000+ pageviews** per year
- **100.000+ global audience** at social media
- **200 republished posts** from scientific organisations and institutions (with 80.000+ post impressions)
- **40 social media** posts

- **25 interviews** in the electronic media
- **32 newspaper/magazine** articles
- **3 papers** in scientific journals
- **20 presentations** in conferences/webinars

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