

# Road Users' Safety Attitudes towards Speeding

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The Hague, 18 October 2017

# Background and objective



- **Speeding** was found to be a primary factor in about one third of fatal accidents
- The relation between **speed** and **road safety** rests on:
  - the relation between speed and the risk of a crash,
  - the relation between collision speed and the severity of a crash.
- Typically 40-60% of the drivers **exceed the limit**, and around 10-20% exceed the speed limit by more than 10 km/h.
- The presentation aims to describe the **attitudes** and **opinions** on speeding of road users in 17 European countries, and compare it amongst countries as well as with regards to demographic characteristics.





# E-survey of Road Users' Attitudes-ESRA



 A joint initiative of 25 countries aiming at collecting comparable national data on road users' opinions, attitudes and behaviour with respect to road traffic risks.



www.esranet.eu

- In total, the first ESRA survey (2015/2016) gathered data from more than 26,000 road users including 15,600 frequent car drivers.
- ESRA Core Group:

   BRSI (Belgium), KFV (Austria), NTUA (Greece), CTL (Italy),
   ITS (Poland), PRP (Portugal), BFU (Switzerland)
- The project was funded by the partners' own resources.



# Deliverables and publications



#### Main project report

#### **Thematic Reports:**

- Speeding
- DUI alcohol & drugs
- Distraction & fatigue
- Seat belt & child restraint systems
- Subjective safety & risk perception
- Enforcement & support for road safety policy measures

### 25 Country Fact Sheets









# Main examined topics on speeding



- Acceptability of unsafe traffic behaviour: speeding
- Self-declared (unsafe) behaviour in traffic
- Attitudes towards unsafe traffic behaviour
- Support for road safety policy measures
- Reported police checks and perceived likelihood of getting caught for traffic offences



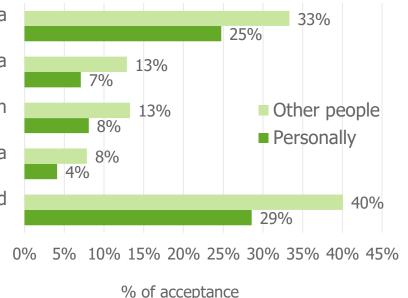
### Acceptability of unsafe traffic behaviour related to speeding



Where you live, how acceptable would most other people say it is for a driver to ...?

How acceptable do you, personally, feel it is for a driver to ...?

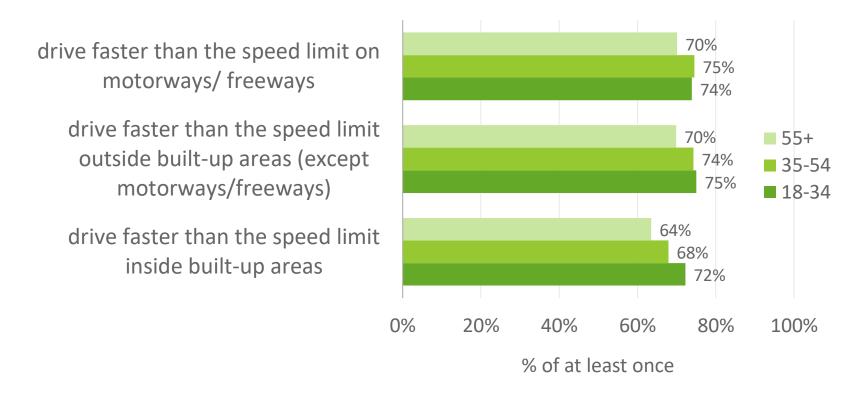
drive 20 km/h over the speed limit on a freeway / motorway drive 20 km/h over the speed limit on a residential street drive 20 km/h over the speed limit in an urban area drive 20 km/h over the speed limit in a school zone drive up to 10km/h above the legal speed limit



- Minor acceptability of driving 20km/h over the speed limit in urban areas, on residential streets and in school zones
- Acceptability of driving 20km/h over the speed limit on a motorway and of driving up to 10km/h over the speed limit regardless of the road environment, is much higher

#### Self-declared speeding in the past 12 months, by age group





**Age increase** is generally associated with a decrease in the tendency to violate the speed limit; an exception is observed in the case of motorways / freeways, where the greatest percentage of having driven faster than the speed limit at least once in the past 12 months is reported by those in the 35-54 years old group.



# Support for road safety policy measures related to speeding



	the traffic rules (for speeding) should be stricter	the traffic rules (for speeding) are not being checked sufficiently	the penalties (for speeding) are too severe			
		•				
AT	33%	42%	44%			
BE	45%	51%	33% 43% 28%			
CH	34%	35%				
DE	42%	49%				
DK	27%	57%	27%			
EL	83%	80%	35%			
ES	52%	52%	51%			
FI	49%	56%	30%			
FR	43%	45%	53% 30%			
ΙE	62%	62%				
IT	59%	58%	29%			
NL	37%	37%	54%			
PL	72%	66%	29%			
PT	52%	55%	51%			
SE	44%	60%	28%			
SI	47%	53%	58%			
UK	60%	62%	28%			
EU	52%	54%	37%			

(%) of agreement: scores 4 and 5 on a 5-point scale from 1 'disagree' to 5 'agree'

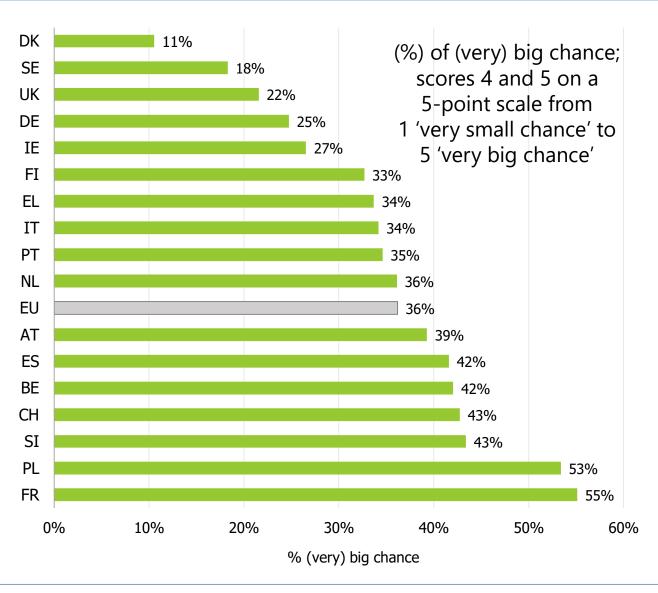
The significant differences among European countries could be explained based on the different **cultural and social background** of the respondents from various countries as well as the different **legislation** and **enforcement** systems.



## Perceived likelihood of being checked for speed limits



- At an overall European level, almost 1/3 of respondents consider it likely to be **checked by the police** for respecting the speed limits (including checks by police car with a camera and/or flash cameras) on a typical journey.
- This percentage **differs** between the countries.



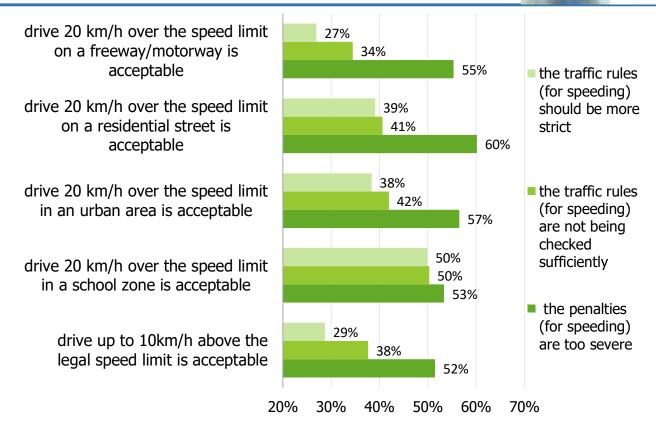
#### Acceptability of unsafe traffic behaviour-support of measures



• Even people who accept driving over the speed limit, are in favour of enforcement measures to increase road safety in urban areas and especially in school zones.

(Note: a small number of respondents consider driving over the speed limit in urban areas acceptable and an even smaller number find it acceptable in school zones).

• **Penalties** for speeding, are considered **too severe** by more than 50% of those who find driving over the speed limit acceptable.



% of agreement

How acceptable do you, personally, feel it is for a driver to ...? Scores 4 and 5 on a 5-point scale from 1 'unacceptable' to 5 'acceptable',

What do you think about the current traffic rules and penalties in your country for each of the following themes?

% of agreement: scores 4 and 5 on a 5-point scale from 1 'disagree' to 5 'agree'



#### Acceptability of unsafe and self-declared traffic behaviour



- Significant inconsistence between practice (self-declared behaviour) and theory (acceptability of unsafe behaviour) (i.e. those who consider driving over the speed limit unacceptable, admitted having done so at least once during the last 12 months in a percentage that ranges from 60% to 72%).
- It is noted that driving 20km/h or 10 km/h over the speed limit on motorways may happen even unintentionally or without realising it due to the high speeds developed on this type of roads.

			now deceptable do you, personally, real tels for a driver to.									
			drive 20 km/h over the speed limit on a freeway /		drive 20 km/h over the speed limit on a residential		drive 20 km/h over the speed limit in an urban area?		drive 20 km/h over the speed limit in a school zone?		drive up to 10 km/h above the legal speed limit?	
			motorway?		street?							
			(rather) unacceptable/ neutral	(rather) acceptable	(rather) unacceptable/ neutral	(rather) acceptable	(rather) unacceptable/ neutral	(rather) acceptable	(rather) unacceptable/ neutral	(rather) acceptable	(rather) unacceptable/ neutral	(rather) acceptable
months, as a road user, how often did you drive faster than the		never	38%	16%	34%	15%	34%	14%	33%	15%	40%	15%
		at least once	62%	84%	66%	85%	66%	86%	67%	85%	60%	85%
	outside	never	33%	10%	28%	13%	28%	13%	28%	13%	35%	11%
	built-up areas (except motorways/ freeways)?	at least once	67%	90%	72%	87%	72%	87%	72%	87%	65%	89%
		never	33%	10%	28%	15%	28%	15%	28%	17%	34%	12%
	on motorways/ freeways?	at least once	67%	90%	72%	85%	72%	85%	72%	83%	66%	88%

How acceptable do you, personally, feel it is for a driver to:

How acceptable do you, personally, feel it is for a driver to ...?
Grouped scores 1 to 3 '(rather) unacceptable / neutral' and 4 to 5 '(rather) acceptable)' on a 5-point scale from 1 'unacceptable' to 5 'acceptable'.
What do you think about the current traffic rules and penalties in your country for each of the following themes?

Responses combining non-acceptability of driving over the speed limit and admitting having adopted the specific behaviour at least once in the past 12 months are indicated in yellow.

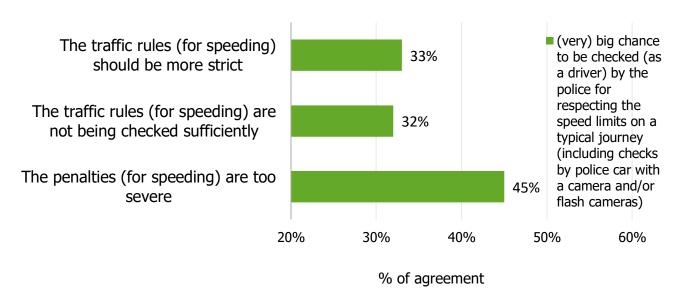


# Support of measures-perceived likelihood of being caught



How acceptable do you, personally, feel it is for a driver to ...?

What do you think about the current traffic rules and penalties in your country for each of the following themes?



- One third of the respondents who find that **traffic rules should be stricter** and that they are not being checked sufficiently, also agree that there is a (very) big chance to be checked by the police for respecting the speed limits on a typical journey.
- On the other hand, almost half of those considering penalties for speeding too severe, also agree that there is a (very) big chance to be **checked by the police** for respecting the speed limits on a typical journey. This might indicate a general belief of an existing strict speed enforcement system.

# Key results



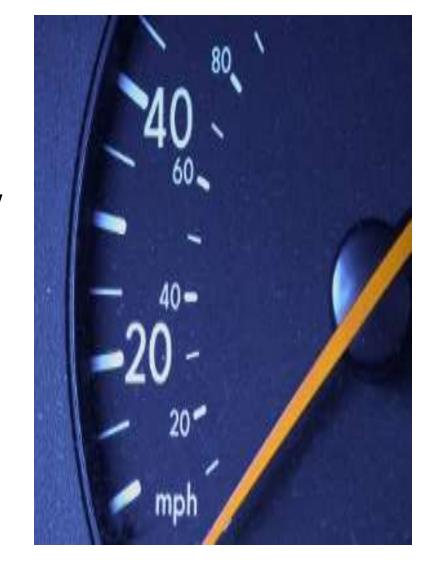
- Respondents consider that behaviours related to speeding are more acceptable by "others", than by themselves indicating a self-declared safer personal attitude towards speeding.
- More than two-thirds of the respondents reported having driven faster than the speed limit at least once in the past 12 months.
- The consequences of speeding are clear to most of the respondents (76%). However, only half of them agree that speed limits are usually set on acceptable levels indicating a low trust to the enforcement rules.
- Over one third believe that penalties for speeding in their country are too severe.
- At European level, 36% of the respondents consider it likely to be checked by the police for respecting the speed limits on a typical journey.
- There is significant **inconsistence** between theory (acceptability of unsafe behaviour) and practice (self-declared behaviour) with regard to speeding.



## Policy recommendations at European level



- Develop common principles and goals for speed management strategies as part of EU directives and other legislative procedures.
- Define **speed related indicators** and set targets at EU level, (e.g. number of speed checks, number of speeders, number of traffic casualties attributable to speed).
- Make **ISA systems** compulsory for all new cars in the European Union.
- Facilitate and support the exchange of **best practice** in terms of speed management across Member States.
- Support more research on how speed management can be improved through developments in **vehicle**, **road** and **ICT technology.**





### Policy recommendations at national and regional level



- Establish a **speed management strategy** based on integrated set of countermeasures.
- Select the most appropriate combination of speeding measures based on an assessment of the local circumstances.
- Implement a **road infrastructure** that supports and encourages road users to drive at safe speeds,
- Develop and implement **public education campaigns** to provide information and influence road users.
- Develop an efficient speed enforcement system.
- Raise awareness of the impact of speeding on road safety and the need of speed enforcement.
- Ensure that there is sufficient political support and persistence during the implementation of a speed management strategy.





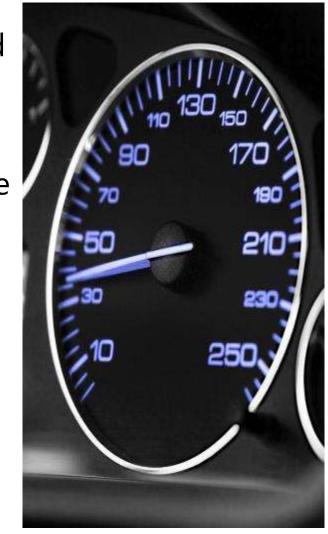
#### Recommendations to particular stakeholders



- Non-Governmental Organizations (NGOs)
   Contribute to education and awareness raising campaigns and events against speeding.
- **Private Concessionaire Companies** (if applicable) Improve road infrastructure, undertake campaigns and provide information about high risk sites and traffic conditions.
- Research organisations

  Contribute to the development, monitoring and evaluation of the implementation of speed management strategies.
- To vehicle manufacturers

  Develop low cost solutions to be incorporated in vehicles that will avoid speeding (e.g. ISA) or will reduce the impact of speeding (e.g. Automatic Breaking Systems).





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