



New Zealand drivers' perceptions of the costs and benefits of speeding: Comparison to Canadian data

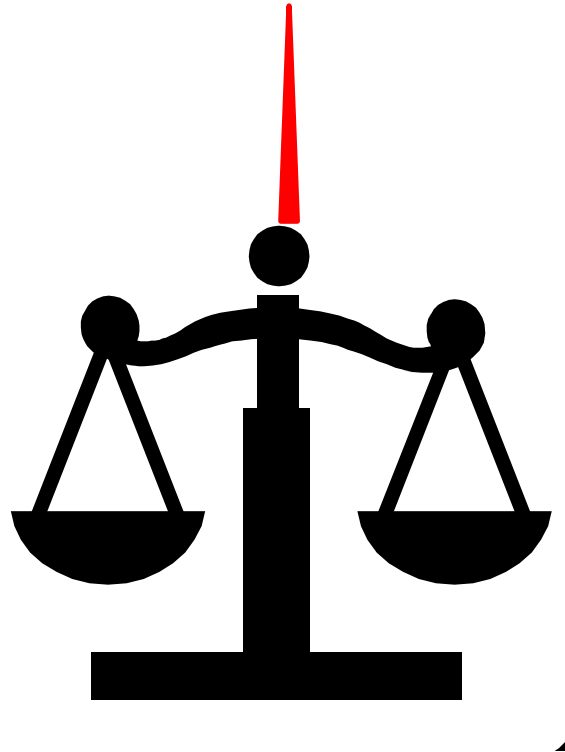
May 2014



What do people base their speeding decisions on?

Costs:

- Penalties
- Risk of crashing
- Severity of crashes
- Increased fuel use



Benefits:

- Saving time?
- Excitement?

- Explore New Zealand drivers' perceptions of the costs and benefits of choosing to drive faster for the New Zealand Transport Agency

About us



- Malatest International
 - Sister company to R.A. Malatest and Associates Ltd in Canada
 - Based in Wellington, New Zealand



- Human Factors North
 - Expertise in transportation research

Driving in New Zealand



Some obstacles



Driving in Canada



Our approach

Attitudes, knowledge and behaviour

Baseline attitude survey

Survey of a randomly selected sample of drivers to establish perception of costs/benefits/risks of speeding and self-reported speeding behaviour

Behaviour measurement

Pre-education behaviour measurement

Monitor driving behaviour of a sample of baseline survey respondents over a one-week period

Distribution of speeding education material

Distribute speeding information pack to all survey respondents. Education packs could include speeding campaign materials and speeding fact sheets.

Post-education attitude survey

Follow-up survey to measure changes post-education. Callers check level of engagement with education material and answer respondent questions.

Post-education behaviour measurement

Monitor driving behaviour post-education. Level of engagement with education material recorded.

Speeding behaviour

Canada

82%

Usually speed in
residential areas

- In Canada, most usually exceed the speed limit
- More likely to say they exceed the speed limit by higher margins (20km/h or more)

NZ

79%

Aim to drive
faster than the
speed limit

- 83% said speed limits are about right
- Half aimed to travel at a higher speed in 50km/h zones and most (79%) in 100km/h zones
- Older respondents preferred to drive slower

Defining speeding

Canada
**Three
definitions**

- **Technical:** Any speed over the limit
- **Relative:** Relative terms based on factors such as road condition and traffic
- **Absolute:** A certain speed (eg 105km/h) is speeding

NZ
**Mostly
absolute
definitions**

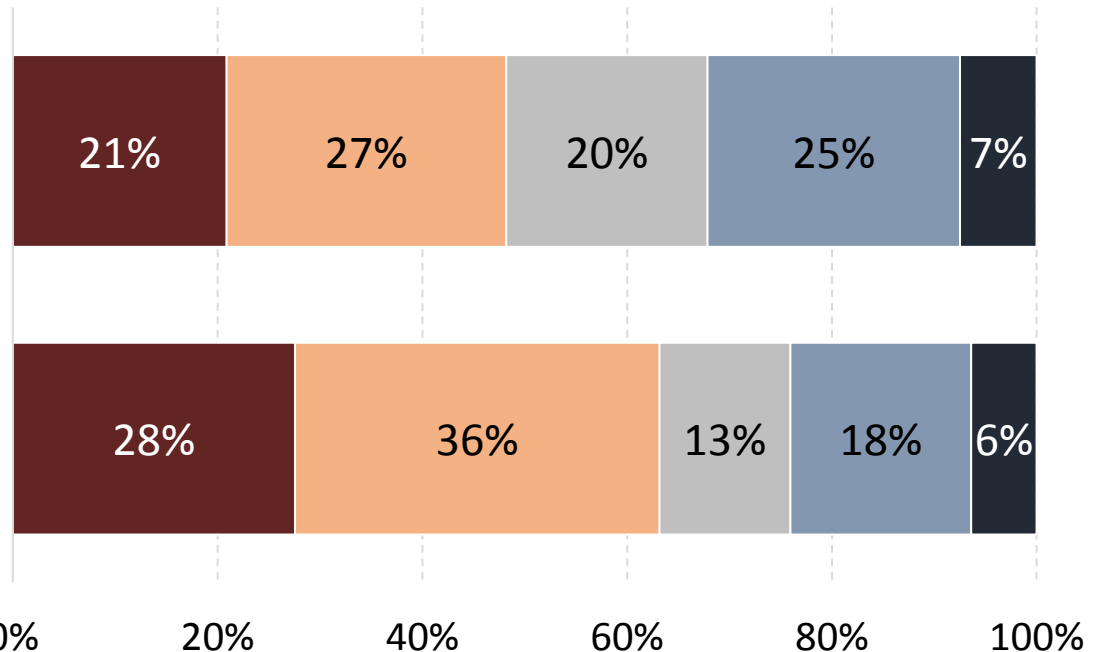
- Small proportions gave technical definitions (3-4%)
- Definitions in 5km/h intervals over the limit, eg 55km/h (30%) or 60km/h (33%) in a 50km/h zone

- Definitions of speeding correlated with preferred travel speed
- Most aim to travel over the limit but don't consider it speeding

Time savings

■ Strongly disagree ■ Disagree ■ Neither ■ Agree ■ Strongly agree

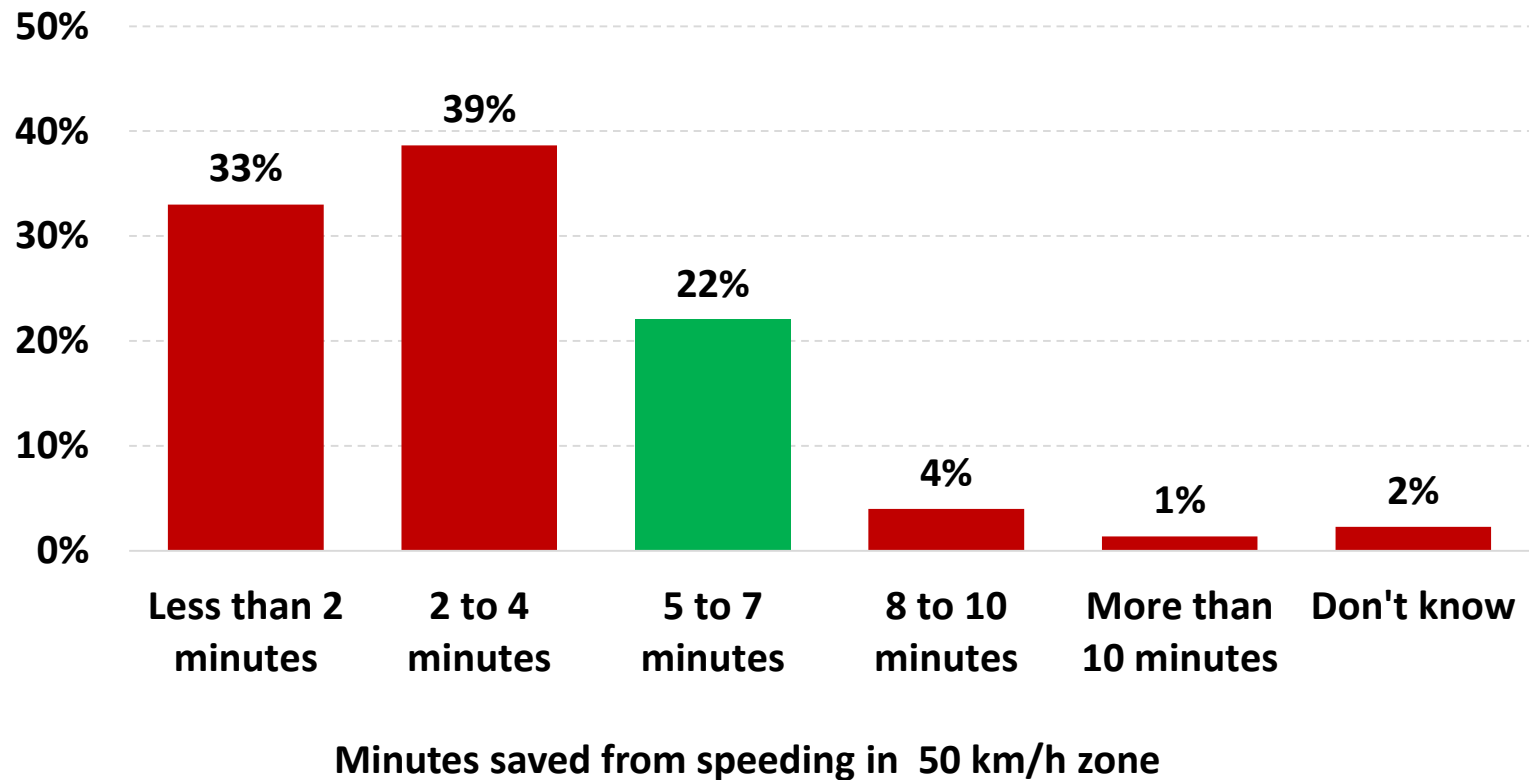
The faster you drive, the sooner you'll get where you're going



- Canadians indicated that 'not wanting to be late' (35%) and 'time is more important than speed' (21%) had to a great extent been reasons for them to speed in the past

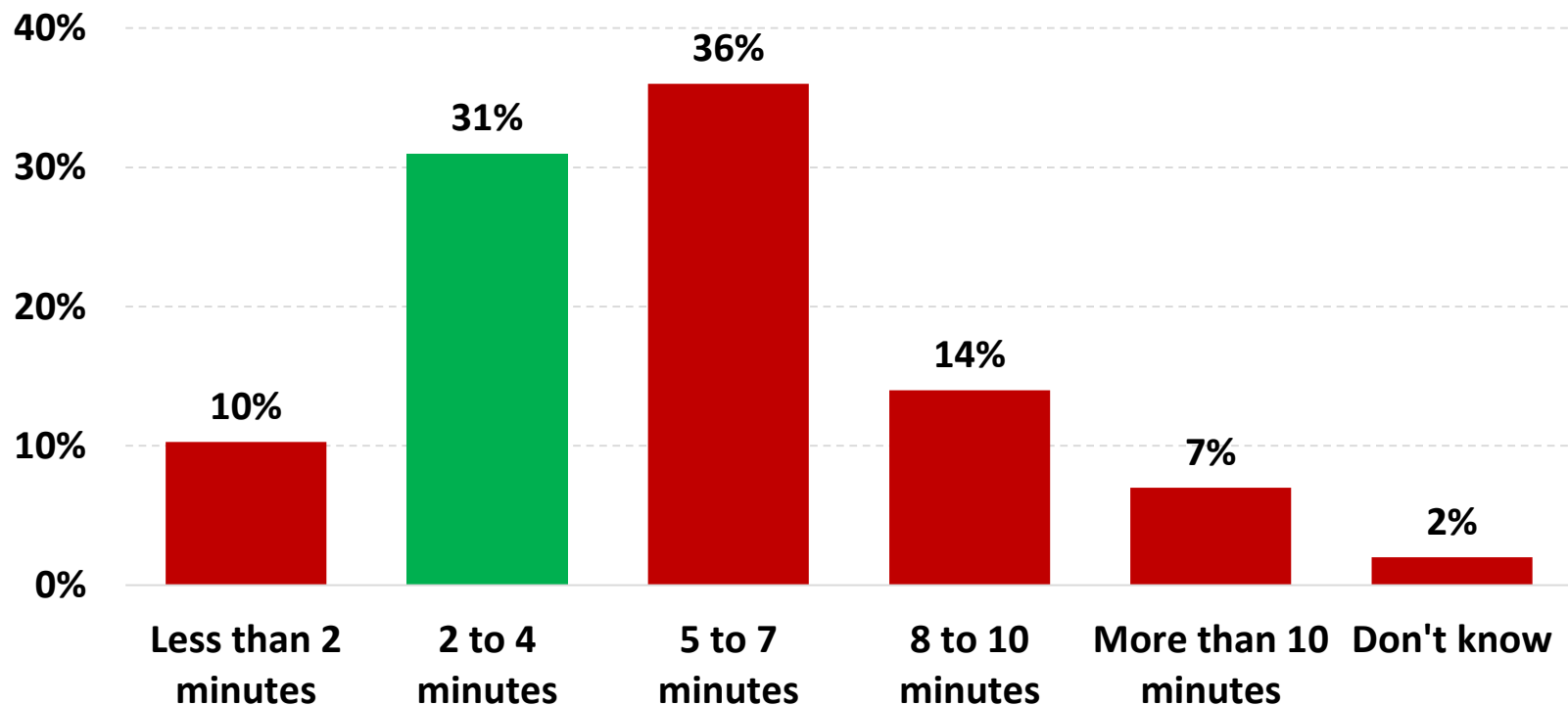
Time savings

Imagine Bob is travelling on a trip through town. It usually takes about 30 minutes if he sticks to the speed limit of 50 km/h. How many minutes do you think Bob will save if he drives 60km/h instead?



Time savings

Now imagine Bob is driving a trip that normally takes him about 30 minutes at 95 km/h. How many minutes do you think Bob will save if he drives at 110 km/h instead?



Minutes saved from speeding in a 100 km/h zone

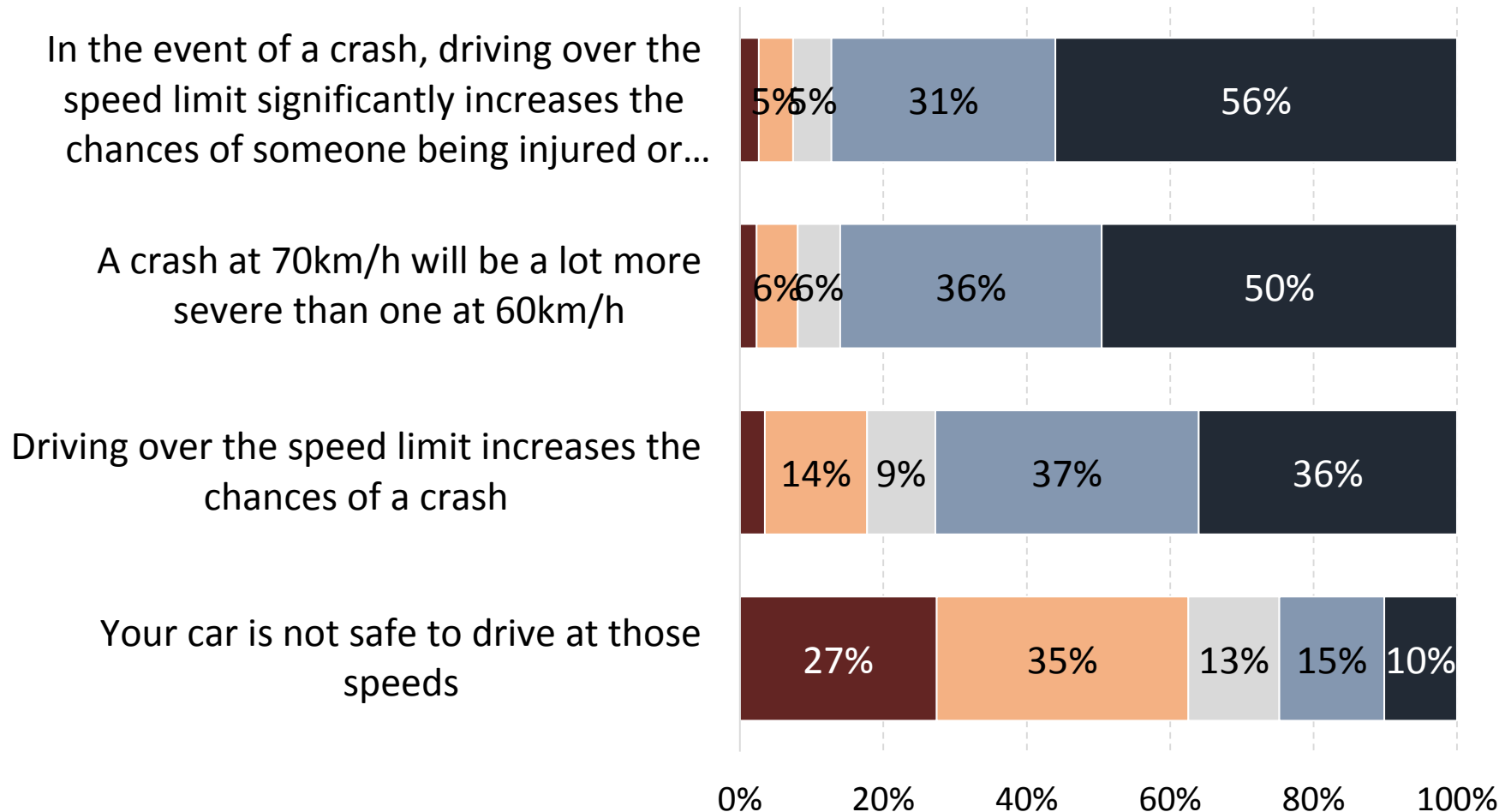
Time savings

- Our results consistent with literature:
 - People are frequently unable to accurately estimate the amount of time they will save by driving faster
 - People overestimate the time saved from increasing a relatively high speed
 - But underestimate the time saved from increasing a relatively low speed

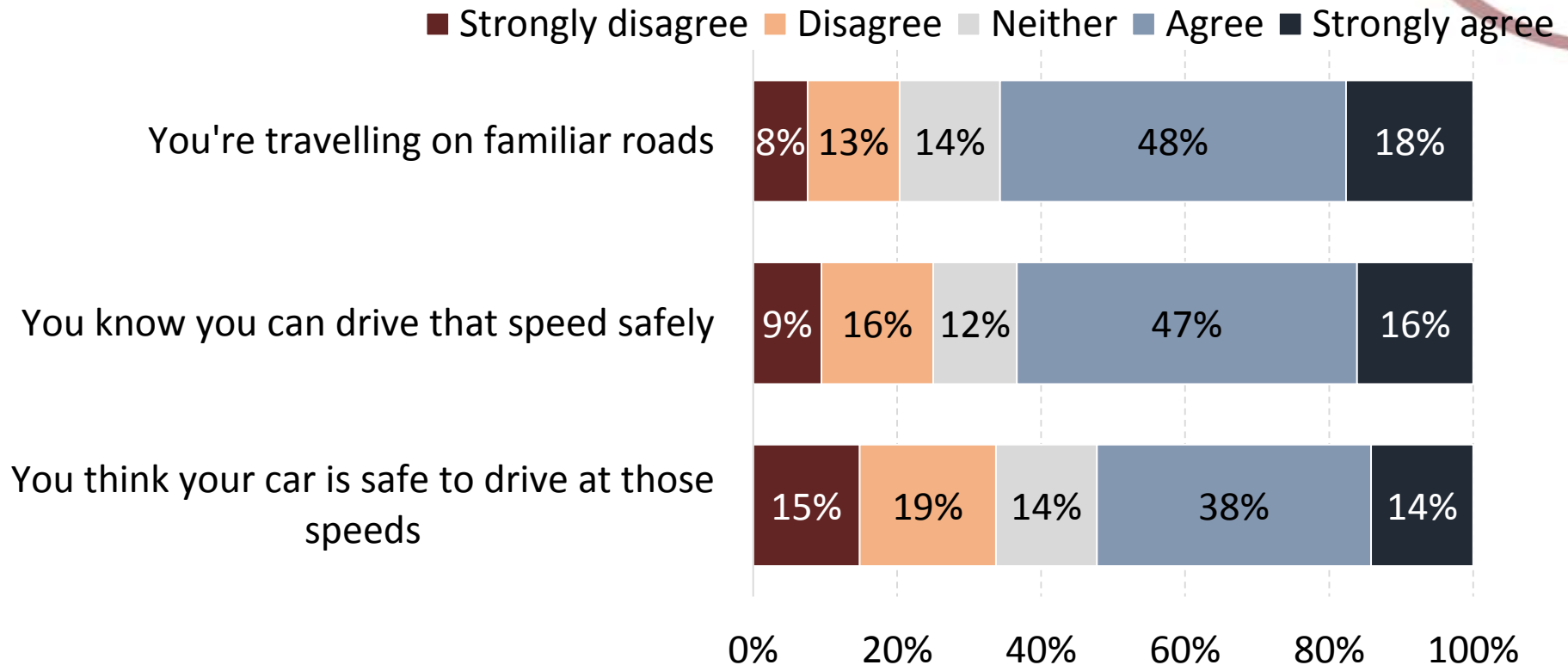


Safety

■ Strongly disagree ■ Disagree ■ Neither ■ Agree ■ Strongly agree



Safety



- 23% of Canadians believed that driving over the speed limit was not dangerous for skilled drivers and 57% thought driving at 120km/h in 100km/h zones was very dangerous. More than half (54%) considered greater risk of collision to be a main disadvantage of speeding.

Fuel costs

- Driving at higher speeds increases fuel consumption but this is not always recognised by drivers

NZ

71%

**Thought driving
faster uses more
fuel**

- 71% of NZ drivers thought that increasing speed used more fuel

Canada

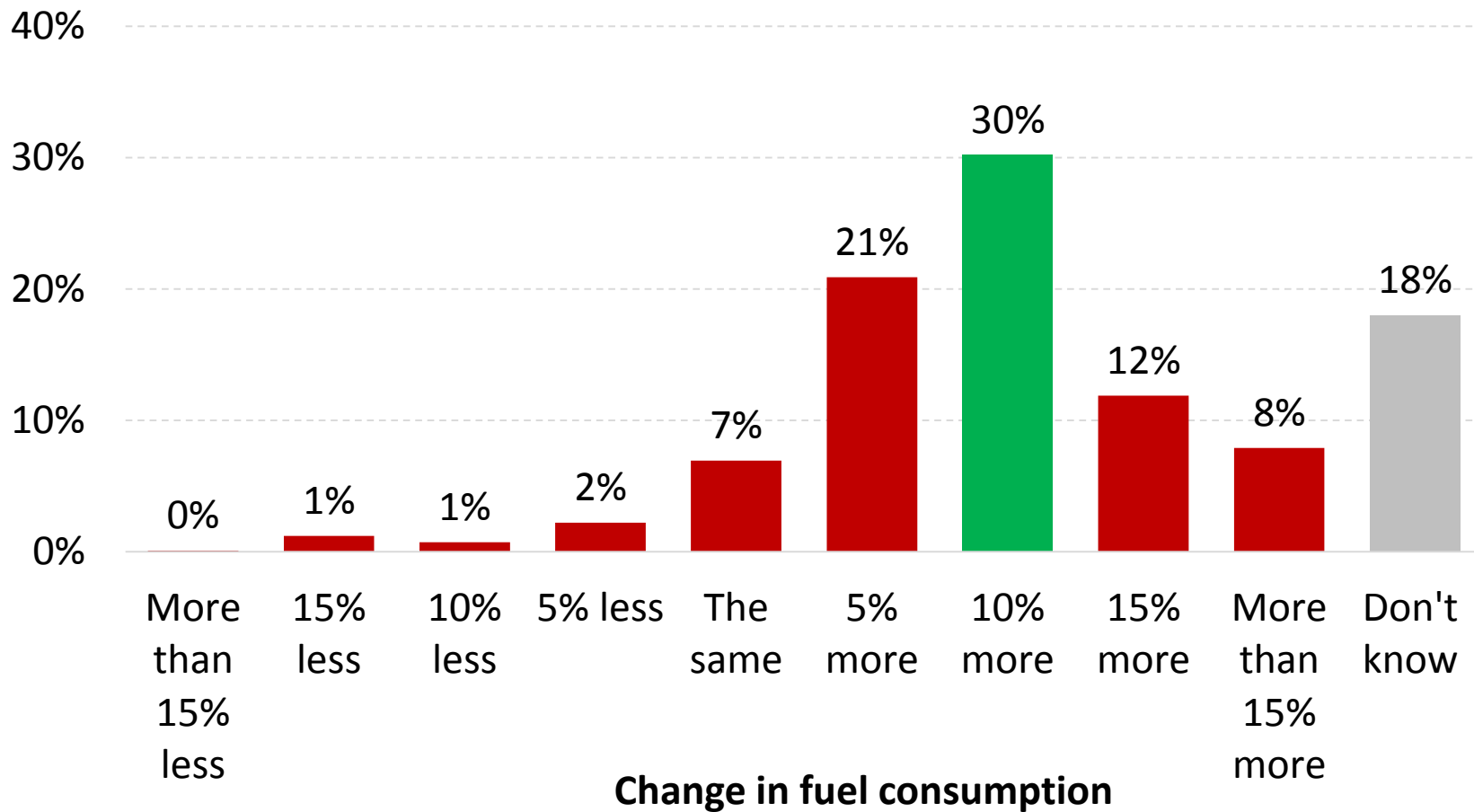
86%

**Agreed that
driving faster
uses more fuel**

- In Canada 86% said that the statement 'the faster you drive the more fuel you consume' was true and 18% identified using more fuel as a main disadvantage of speeding

Fuel costs

- One-third of New Zealanders estimated the increased fuel cost correctly



Speeding penalties

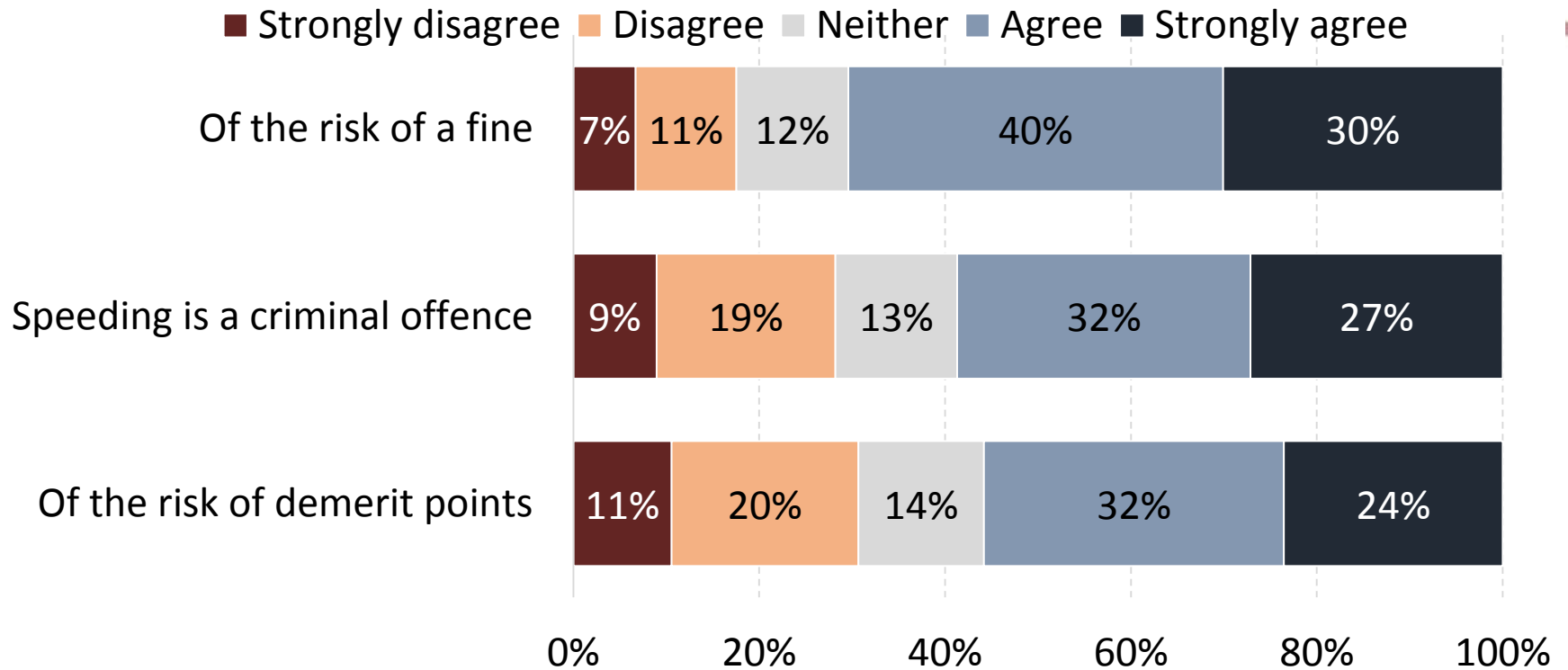
NZ
73%
Have had at
least one ticket

- 16% had a ticket in the last year
- 10% had received 6 or more tickets
- Drivers with more tickets preferred to drive faster (3km/h in 100km/h zones, 1.2km/h in 50km/h zones)



- Compared to Canadians, New Zealanders had more tickets but similar proportions had a high number of tickets (6+)

Speeding penalties

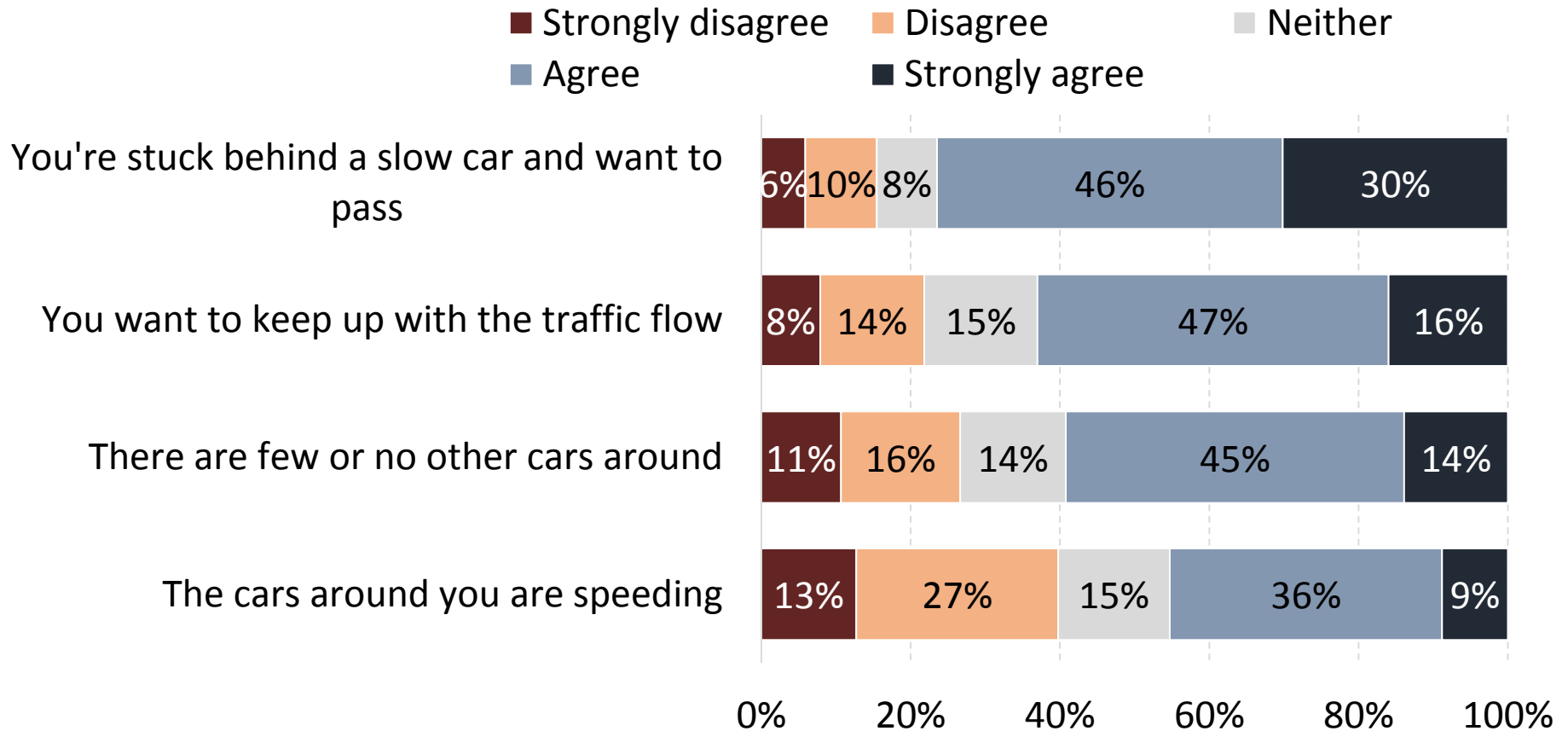


Canada
35%
Said tickets were
a main dis-
advantage

- In Canada, those who speed more frequently are more likely than others to say that speeding tickets are a main disadvantage of speeding.

Other drivers

- Source of social pressure to speed



Overall

FACTOR	AVERAGE RESPONDENT SCORE (%)	EXAMPLE SURVEY ITEMS
Risk of crashing	82	<ul style="list-style-type: none">• “...a crash at 70km/h will be a lot more severe than one at 60km/h.”• “...driving over the speed limit increases the risk of a crash.”
Penalties	67	<ul style="list-style-type: none">• “...risk of being fined.”• “...the risk of receiving demerit points.”• “...because it is a criminal offence.”
Safe to speed	66	<ul style="list-style-type: none">• “...think that your car is safe to drive at those speeds.”• “...you are travelling on familiar roads.”
Other traffic	59	<ul style="list-style-type: none">• “...there are few or no other cars around.”• “...you want to keep up with the traffic flow.”• “...the cars around you are speeding.”
Financial	55	<ul style="list-style-type: none">• “...because of the extra wear and tear on the car.”

Clustering drivers

	Cluster 1 39%	Cluster 2 25%	Cluster 3 36%
Age (mean)	46	60	55
Proportion with no ticket in the last year	87%	90%	76%
Proportion aged under 30 years	42%	5%	7%
Proportion with no lifetime tickets	42%	32%	1%
Proportion with 4+ lifetime tickets	7%	14%	50%
Proportion of frequent drivers	46%	40%	54%
Mean ideal speed (50 km/h zone)	53 km/h	51 km/h	54 km/h
Mean ideal speed (100 km/h zone)	100 km/h	97 km/h	103 km/h
Aims to travel above the limit in 50 km/h zones	51%	25%	64%
Aims to travel above the limit in 100 km/h zones	72%	57%	89%

Implications and next steps

- Roads and driving conditions differ but motivations for speeding similar in New Zealand and Canada
- Measure actual behaviour to compare to attitudes
- Develop education intervention – do people change their behaviour with increased understanding?



Thank you

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