

Scottish Road Safety Campaign

Coylumbridge 26 October 2005

**SCOTTISH DRIVERS:  
WHO'S SPEEDING AND WHO'S SLOWING DOWN?**

**SG STRADLING**

TRANSPORT RESEARCH INSTITUTE NAPIER UNIVERSITY, EDINBURGH

## Why do drivers speed?

Because ... .. they can

**Car, road geometry, traffic flow, cameras, traffic management, weather, etc..**

“In modern cars it’s very difficult to drive at less than 35 mph.”  
*At what speed would you feel safe driving on the motorway?*  
“Well, in the right circumstances, about 95” High-mileage F.

Because ... .. they’re pressed to

**Obligations, time and schedule pressure, expectations, etc..**

“I’ve got a friend and she’s just passed her test, okay all respect to her she did have a crash, but she’ll drive 5 mph under the speed limit everywhere and it’s just so annoying, it really is.” F 17-24.

Because ... .. it feels good

**Thrill-seeking, competitiveness, boredom susceptibility, progress interrupted, etc..**

“I’m a pretty careful driver, but every now and again, it’s cool to go fast and it feels good.” M 17-24.  
*How does it make you feel, speed?* “Kind of exhilarating.” F 17-24 .

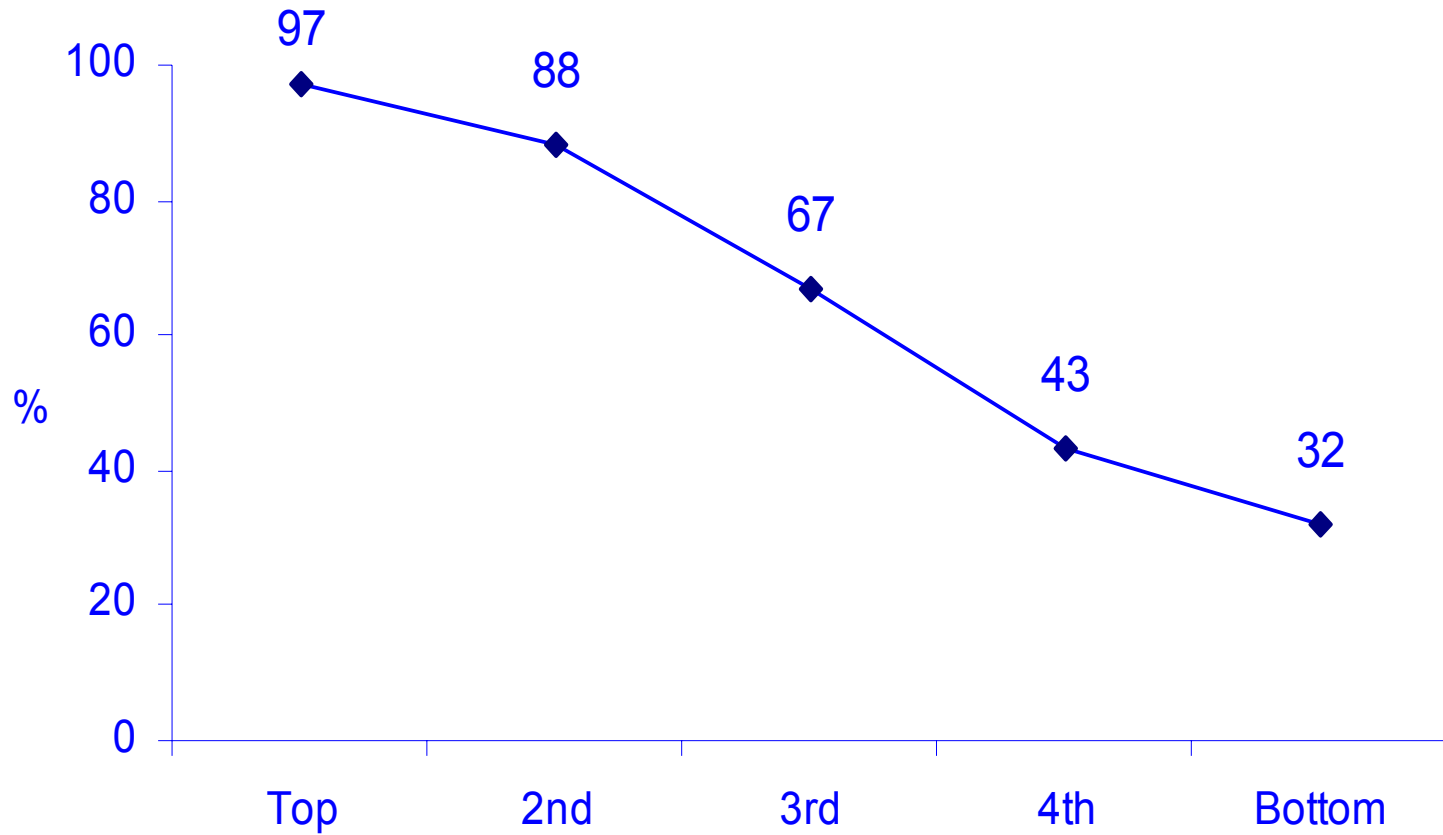
Scotland: population of just over 5 million people  
in 2.2 million households  
with 2.0 million cars

---

Area	None	One	Two or more	Cars per 100 households
Scotland	34	43	23	93
Highlands & Islands	26	49	26	106
Mid Scotland & Fife	27	46	27	106
South of Scotland	28	46	27	105
North East Scotland	31	44	26	101
West of Scotland	33	42	25	96
Central Scotland	34	43	23	94
Lothians	36	44	20	88
Glasgow	55	35	10	57

---

# Percentage of respondents from households with access to a car for each of five annual household income bands



Percent of Scottish households **without** access to a car for private use  
by location and income quintile

	Lo-est	2	3	4	Hi-est	Total
Large urban	74	72	51	28	8	44
Other urban	68	64	38	17	4	33
Small remote towns	66	60	37	19	5	34
Small accessible towns	65	55	31	12	3	26
Accessible rural	48	44	21	8	1	18
Remote rural	44	38	19	6	2	19
Total	65	62	39	18	4	33

## L&B Safety Camera Partnership. NOP 2005: 800 car drivers

I feel car driving can be stressful sometimes	67%
I am trying to use my car less	49%
Keeping within the speed limits is important in reducing accidents	92%
Cameras should be supported as a method of reducing casualties	83%
I am not in favour of speed cameras	17%
At the moment I am making an effort to reduce my driving speed	51%
I have recently reduced my usual driving speed	34%
I feel more comfortable driving fast than slow	11%
My passengers sometimes ask me to drive more slowly	10%
I think that speeding will always be a problem for me	8%

## L&B Safety Camera Partnership. NOP 2005: 800 car drivers

I feel car driving can be stressful sometimes	67%
-----------------------------------------------	-----

I am trying to use my car less	49%
--------------------------------	-----

Keeping within the speed limits is important in reducing accidents	92%
--------------------------------------------------------------------	-----

Cameras should be supported as a method of reducing casualties	83%
----------------------------------------------------------------	-----

I am not in favour of speed cameras	17%
-------------------------------------	-----

At the moment I am making an effort to reduce my driving speed	51%
----------------------------------------------------------------	-----

I have recently reduced my usual driving speed	34%
------------------------------------------------	-----

I feel more comfortable driving fast than slow	11%
------------------------------------------------	-----

My passengers sometimes ask me to drive more slowly	10%
-----------------------------------------------------	-----

I think that speeding will always be a problem for me	8%
-------------------------------------------------------	----

4 car driver segments which differ in the extent to which:

- they exhibit attachment to the car
  - they are willing to consider alternative modes
  - they are already multi-modal
  - they feel willing and able to reduce their car use
  - they are aware of transport issues
  - they believe in and identify with environmental problems
- 
- DIE – HARD DRIVERS - 26% of Scottish drivers (20% of Scottish adults)
  - COMPLACENT CAR USERS – 28% of drivers (21% of adults)
  - MALCONTENTED MOTORISTS – 24% of drivers (18% of adults)
  - ASPIRING ENVIRONMENTALISTS – 24% of drivers (18% of adults)

Die-Hard Drivers (**DHD**) like driving and would use the bus only if they had to. Few believe that higher motoring taxes should be introduced for the sake of the environment and there is overwhelming support for more road building to reduce congestion. There are slightly more males than females in this group.

Car Complacents (**CC**) are less attached to their cars but currently see no reason to change. They generally do not consider using transport modes other than the car and faced with a journey to make will commonly just reach for the car keys.

Malcontented Motorists (**MM**) find that current conditions on the road such as congestion and the behaviour of other drivers make driving stressful, would like to reduce their car use, but cannot see how. They say that being able to reduce their car use would make them feel good, but they feel there are no practical alternatives for the journeys they have to make. They are slightly over-represented in accessible rural areas of Scotland.

Aspiring Environmentalists (**AE**) are actively trying to reduce their car use, already use many other modes and are driven by an awareness of environmental issues and a sense of responsibility for their contribution to planetary degradation.

## Cutting my car use ...

	<b>DHD</b>	<b>CC</b>	<b>MM</b>	<b>AE</b>	<b>Total</b>
Not thinking about it	88	57	40	15	54
Thinking or doing something about it	12	43	60	85	46

I feel car driving can be stressful sometimes 67%

I am trying to use my car less 49%

Keeping within the speed limits is important in reducing accidents 92%

Cameras should be supported as a method of reducing casualties 83%

I am not in favour of speed cameras 17%

At the moment I am making an effort to reduce my driving speed 51%

I have recently reduced my usual driving speed 34%

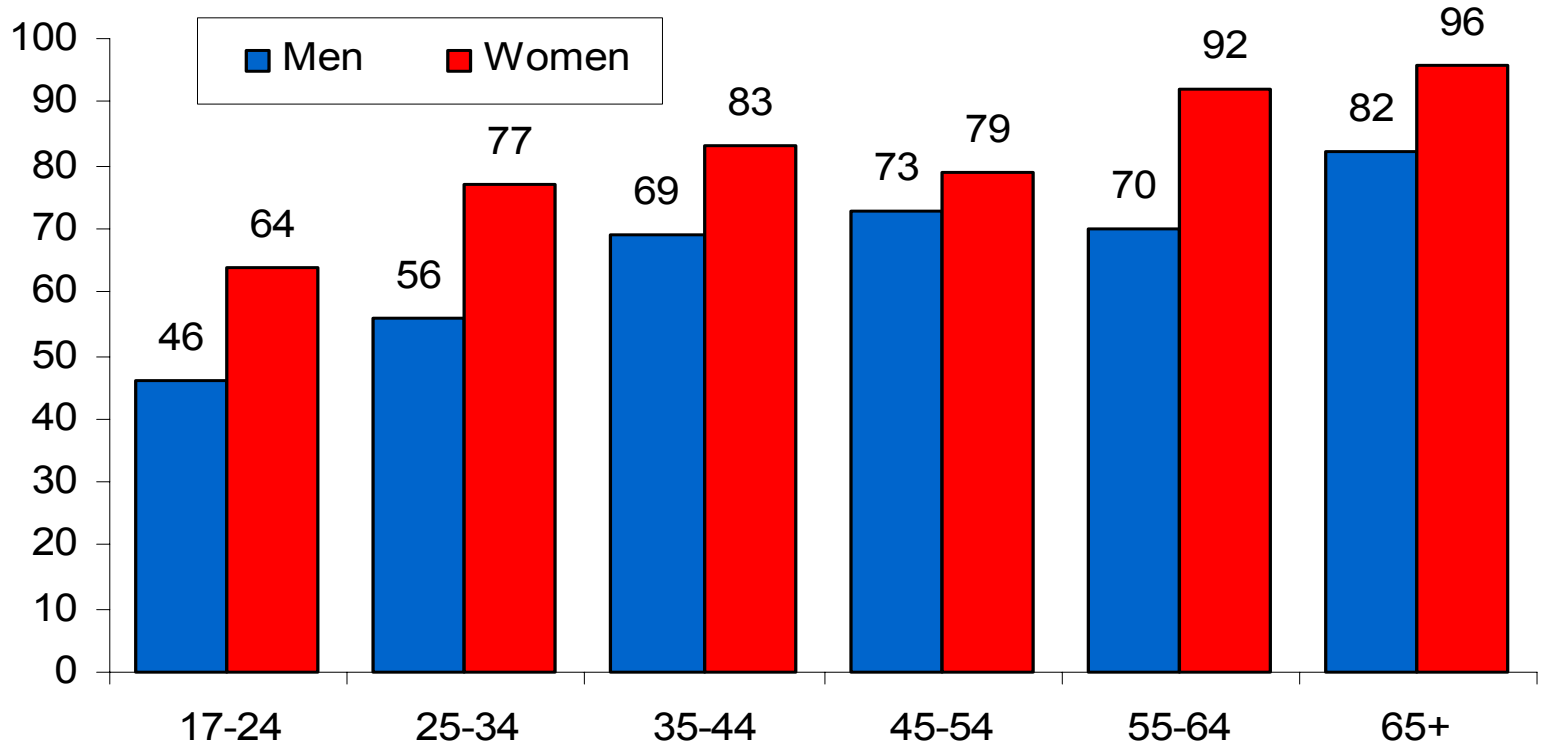
I feel more comfortable driving fast than slow 11%

My passengers sometimes ask me to drive more slowly 10%

I think that speeding will always be a problem for me 8%

# Who supports speed cameras?

Percent in favour: F 81% M 67%



'Overall, I am in favour of speed cameras': Strongly Agree; Agree, NAD, Disagree, Strongly Disagree

Percent against: F 4% M 18%

# Attitude to speed cameras

	In favour	Against
Aspiring Environmentalists	86	9
Malcontented Motorists	80	13
Car Complacents	75	18
Die-Hard Drivers	64	28

# Why should we worry about speeders?

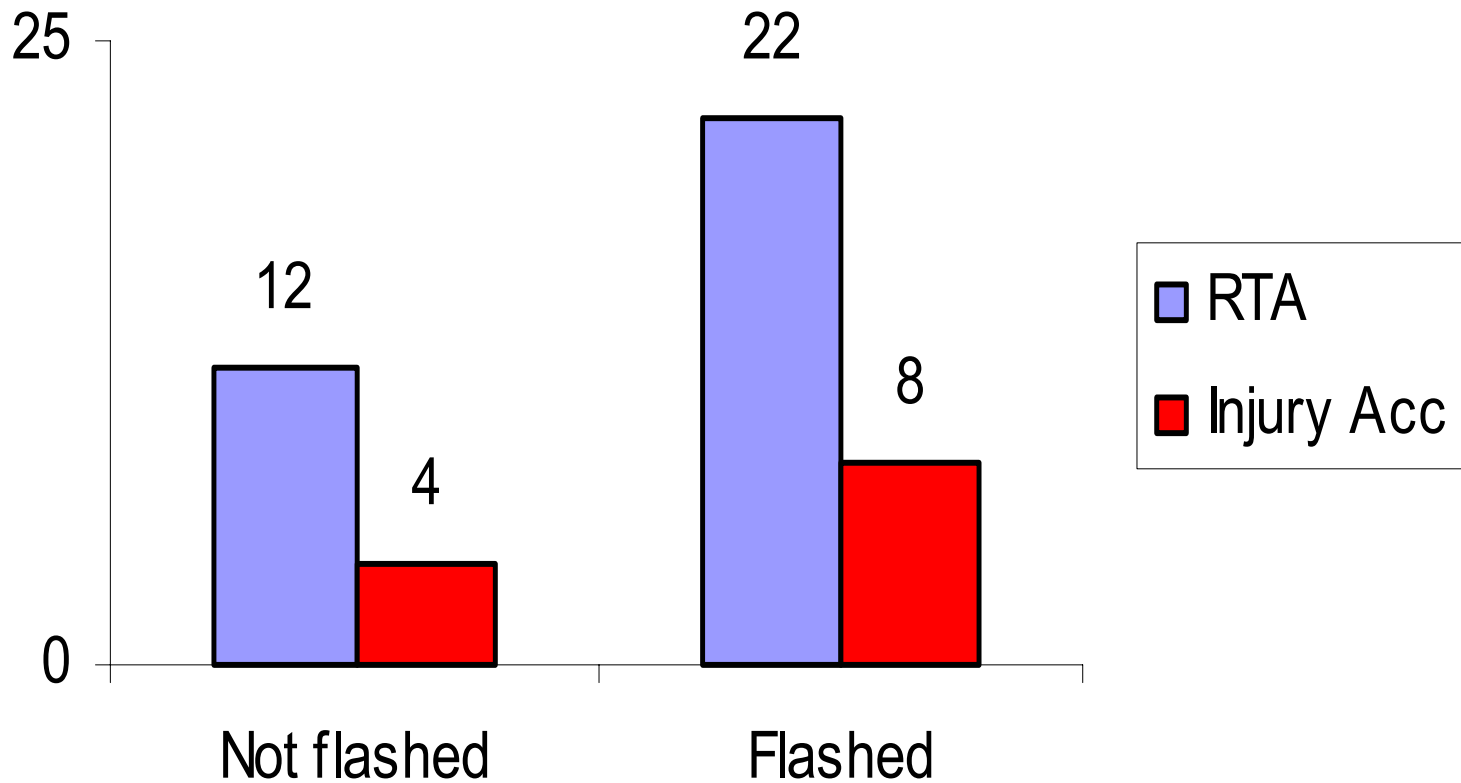
**Because around twice as many detected speeders have been recently collision-involved**

Detected speeders: 'How many times have you ever been stopped by the police for speeding or been flashed by a speed camera in the past 3 years?'

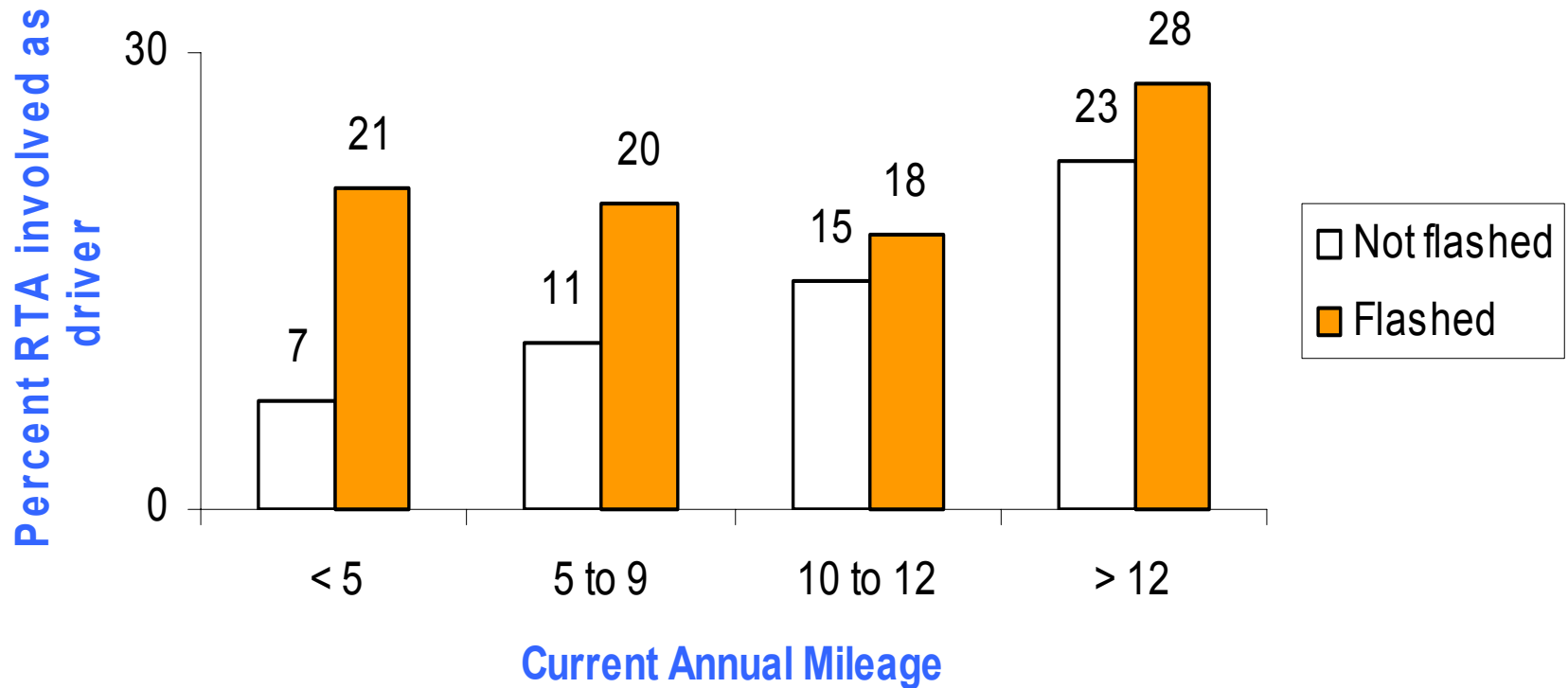
Collision-involved: 'How many road traffic accidents have you been involved in as a driver in the past 3 years?'

RTAs last 3 years		None	Some
Male	Non-speeders	87	13
	Speeders	78	22
Female	Non-speeders	89	11
	Speeders	78	22

# Why should we worry about speeders?



## Percent RTA involved last 3y by annual mileage: detected speeding by camera v not



I feel car driving can be stressful sometimes 67%

I am trying to use my car less 49%

Keeping within the speed limits is important in reducing accidents 92%

Cameras should be supported as a method of reducing casualties 83%

I am not in favour of speed cameras 17%

At the moment I am making an effort to reduce my driving speed 51%

I have recently reduced my usual driving speed 34%

I feel more comfortable driving fast than slow 11%

My passengers sometimes ask me to drive more slowly 10%

I think that speeding will always be a problem for me 8%

## Slowing Down scale

	SA	A
I have recently reduced my driving speed	4	30
Sometimes I think I should speed less often	5	35
At the moment I am making an effort to reduce my driving speed	5	45
I am trying to speed less often than I used to	8	37
It's easy to say you shouldn't speed – I now make a conscious effort not to	14	66

Strongly Agree with at least 1 Slowing Down item

22%

Strongly Agree with at least 1 Slowing Down item	22%
Female	22%
Male	21%
17-24	16%
35-54	28%
75+	6%
1.0 litre engine	30%
2.0+ litre engine	17%
I currently have penalty points on my licence	30%
I have ever had penalty points on my licence	26%
I have been flashed in the past 3 years	23%
I have been involved in an RTA as a driver in the last 3 years	21%
I have been involved in an injury accident in the last 3 years	29%

	Not slowing down  (78%)	Slowing down  (22%)
--	-------------------------------------	------------------------------

---

SA I find car driving can be stressful sometimes

9

32

SA I am a cautious driver

11

31

SD I only ever look at my speedometer when I see a camera

13

48

SA Speeding is selfish

11

40

SA Those flashing speed limit signs slow me down

9

35

---

SA Often I feel that no matter what I do, if I am going to have a car accident it will just happen

27

25

SA If I get into a dangerous situation while driving my car, I have the skills to get out of it safely

63

64

SA+A Overall I am in favour of speed cameras

76

78

I feel car driving can be stressful sometimes 67%

I am trying to use my car less 49%

Keeping within the speed limits is important in reducing accidents 92%

Cameras should be supported as a method of reducing casualties 83%

I am not in favour of speed cameras 17%

At the moment I am making an effort to reduce my driving speed 51%

I have recently reduced my usual driving speed 34%

I feel more comfortable driving fast than slow 11%

My passengers sometimes ask me to drive more slowly 10%

I think that speeding will always be a problem for me 8%

## Problem Speeding scale

	SA	A
I feel more comfortable driving fast than slow	<1	11
I think that speeding will always be a problem for me	1	7
I can't think how I'll avoid speeding in the future	1	8
My passengers sometimes ask me to drive more slowly	1	9
There are so many things that make you speed it'll be hard for me to stick to the speed limit	1	11
I enjoy driving fast but sometimes I do drive a bit too fast	1	24
I really enjoy driving fast	2	17
I speed whenever I think it is safe to do so	2	29
Speeding is only dangerous in certain circumstances	3	23
I like to put my foot down on open roads & motorways	3	30
Although I drive fast I'm always in control	5	39

Strongly Agree with at least 1 Problem Speeding item

11%

Strongly Agree with at least 1 Problem Speeding item	11%
------------------------------------------------------	-----

Female	7%
--------	----

Male	15%
------	-----

17-24	17%
-------	-----

75+	3%
-----	----

1.0 litre engine	6%
------------------	----

2.0+ litre engine	17%
-------------------	-----

Die-hard Drivers	18%
------------------	-----

Malcontented Motorists	6%
------------------------	----

I currently have penalty points on my licence	17%
-----------------------------------------------	-----

I have ever had penalty points on my licence	13%
----------------------------------------------	-----

I have been flashed in the past 3 years	16%
-----------------------------------------	-----

I have been involved in an RTA as a driver in the last 3 years	13%
----------------------------------------------------------------	-----

I have been involved in an injury accident in the last 3 years	7%
----------------------------------------------------------------	----

Not speeding problem	Speeding problem
(89%)	(11%)

---

SA+A Speeding is selfish	84	54
SA+A Overall I am in favour of speed cameras	79	54
SA+A Cars are pretty safe to speed in these days	20	46
SA Those flashing speed limit signs slow me down	11	43
SD I only ever look at my speedometer when I see a camera	19	39
SA+A Often I feel that no matter what I do, if I am going to have a car accident it will just happen	25	37
SA I am a cautious driver	14	31
SA When behind slow drivers I feel frustrated & irritated	3	29
SA If I get into a dangerous situation while driving my car, I have the skills to get out of it safely	4	21
SA Driving is 'me' time when I feel free and relaxed	3	19
SA I think I'm a better driver than most people	3	15

	Not Speeding Problem	Speeding Problem	
Not Slowing Down	72	6	78
Slowing Down	17	5	22
	89	11	

# WHAT IS TO BE DONE? or Changing the Culture of the Roads

---

## **Make observing the speed limit as easy as possible**

- How fast am I going? Improve speedo display: odd numbers, head-up, no distraction
- What's the speed limit here? Camera warning signs, highly visible cameras, carriageway roundels, those flashing speed limit signs, all should display the limit that is being enforced
- How can I drive more slowly? Include procedural advice with Conditional Offer Letter

## **Periodic Driver Refresher Training**

- Duration-driven                      Every 5 or 10 years (57% 'Agree': RAC 2002)
- Incident-driven                        9 Point Club; Red-runners; Crash-involved; Driver Improvement; Speed Awareness ...