

SPEEDING BEHAVIOUR AND COUNTERMEASURES: A STUDY ON EFFECTIVENESS

INTRODUCTION



Speeding significantly contributes to road crashes, injuries, and fatalities.

Study Purpose: To examine drivers' perceptions of traditional (police enforcement, on-road signs) and technology-based (ADAS, in-vehicle speed audio alerts) countermeasures for complying with speed limits.

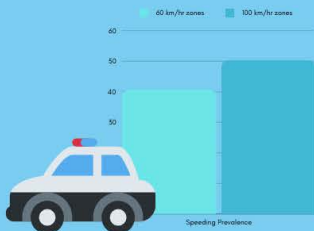
METHODS

- Participants: 680 drivers (M age = 49.34 years) with a current driver's license.
- Survey: 20-minute online questionnaire.
- Experimental Conditions: Participants read one of four scenarios (urban or regional location; 60 km/hr or 100 km/hr speed limit) or a control condition (no scenario).



RESULTS

- **Speeding Prevalence:**
 - 60 km/hr zones: 40.7% regularly drive 5 km over the limit.
 - 100 km/hr zones: 50.4% regularly drive 5 km over the limit.
- **Perceived Effectiveness:**
 - Police Enforcement: Most effective traditional countermeasure.
 - ADAS: More effective in 100 km/hr urban zones compared to 60 km/hr urban zones.



CONCLUSIONS

- **Common Practice:** Low-level speeding is widespread.
- **Police Presence:** Continued roadside enforcement is necessary.
- **ADAS Encouragement:** Promote the use of ADAS systems like adaptive cruise control on high-speed roads.



MORE INFORMATION:

Kaye, S.-A., Watson-Brown, N., Lewis, I., Oviedo-Trespalacios, O., & Senserrick, T. (2024). Perceived effectiveness of traditional and technology-based speeding-related countermeasures. *Transportation Research Part F: Traffic Psychology and Behaviour*, 104, 348-358.
<https://doi.org/10.1016/j.trf.2024.06.010>