



MONASH University
Accident Research Centre

**PUBLIC PERCEPTIONS OF
VICTORIAN SPEED ENFORCEMENT
INITIATIVES 1999 & 2002**

by

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Abstract:

In 1999, new speed enforcement initiatives were planned for introduction in Victoria in following years. In order to assess public response to these initiatives, a baseline telephone survey, using random digit dialing and population sampling methods, was conducted in Melbourne during October 1999 ($N=1,000$), in order to record related attitudes and behaviours under the speed camera program in operation at that time. Since then several new speed camera technologies have been introduced (including flashless, and fixed-site cameras), the number of camera hours per month has also been increased, and both the speed camera tolerance and the residential speed limit have been lowered. A revised survey to address these changes was conducted in Melbourne in October 2002, with quotas specified to match the demographics (age, gender, Police district) of the 1999 sample ($N=1,000$). The aim was both to ascertain any changes in self-reported attitudes and behaviours in the period following the introduction of the new initiatives and assess specific perceptions of these new initiatives with additional items. Respondents reported greater awareness of speed enforcement in general and of speed cameras in particular at 2002. Accompanying this was an attendant improvement in knowledge of the logistics and operation of speed cameras (e.g. use of different vehicles). Agreement that speed enforcement helps lower the road toll decreased somewhat between 1999 and 2002, indicating increased support for the 'revenue raising' argument increasingly pushed by the media. Respondents also reported an increase in the chance of being caught exceeding the speed limit and, most importantly, that they reduced speeding behaviour accordingly. Overall the innovative efforts of Victoria Police and the changes in speed camera technology are appearing to be effective in changing people's attitudes towards speeding and self-reported speeding behaviour. These efforts serve to increase road safety in Victoria, and to provide a model for implementation of similar practice in other States and Territories.

Key Words:

Speed cameras, attitudes, speeding behaviour

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Preface

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EXECUTIVE SUMMARY

Travel speed as a contributing factor in the occurrence and severity of road crashes is a longstanding issue within the area of road safety. The evaluation of various speed enforcement initiatives has been regularly carried out by Monash University Accident Research Centre (MUARC). Many studies have focussed on real outcome measures such as road fatalities or reported crashes following speed enforcement initiatives. Fewer studies have examined driver beliefs about enforcement initiatives or attitudes towards them.

The use of speed cameras is widespread in Australia and common in Victoria to discourage speeding and consequently to reduce road trauma. In spite of evidence that speed camera operation is able to reduce road crashes and injuries associated with motor vehicles, the possibility of the public having negative perceptions of and attitudes to their use may provide a significant impediment in their future effectiveness.

The general objective of this project was to survey driver attitudes to speeding related issues (and speed cameras in particular) and to examine whether these attitudes were changing with time following new speed enforcement initiatives.

Methods and Data

Data were collected from Victorian residents via telephone surveys in October 1999 and October 2002 using two survey instruments developed by MUARC. These instruments were derived from the annual Community Attitudes to Road Safety surveys carried out by the Australian Transport Bureau.

The MUARC surveys asked respondents to rate their agreement with and demonstrate their knowledge of various speed related and road safety issues including:

- Attitudes towards speed enforcement methods, specifically speed cameras
- Reported driving behaviour
- Perception of speed enforcement tolerances
- Perception of speed enforcement activity

Main Findings

Between surveys:

- There was a significant decrease in agreement that enforcing speed limits in general helps lower the road toll, this decrease was also reported for speed cameras in particular.
- There was a significant reduction in reports that people often drove 5-9 km/h over the speed limit from 1999 to 2002. Younger drivers were most likely to report this speeding behaviour.

- There was a significant decrease in reports that people often drove at 10 km/h or more over the speed limit between 1999 and 2002. Again younger drivers were most likely to report this speeding behaviour.
- A significant decrease in the reported belief that speed cameras are easy to see between 1999 and 2002.
- The mean number of sightings of speed cameras in the four-week period prior to the surveys increased from 2.45 sightings in 1999 to 3.53 in 2002.
- No overall changes in reported sightings of other types of speed enforcement were found.

2002 Survey:

- 66.9% of the sample population believed that Police speed enforcement had increased.
- 25.5% of the sample population had been booked for speeding in the previous two years, of these 45.1% had been booked in the previous six months.
- 74.3% of the sample population approved of lowering the speed limit to 50 km/h in residential areas.
- 40.4% of the sample approved of lowering the number of km/h over the speed limit you could travel without being booked, 49% disapproved.
- 71% of the sample reported that speeding fines are mainly for revenue raising.
- 23.7% of the sample reported that the use of speed cameras improved road safety

Reports of speeding behaviour overall decreased between the two surveys, with fewer people responding that they engaged in speeding with any regularity in 2002 than in 1999. Knowledge of speed cameras had improved both in terms of operational matters (times/types of car etc.) and location and mobility issues. Knowledge of speed enforcement in general had also increased and there was a decrease in the tendency to believe that there was not much chance of being caught if you are speeding. However there was a marked increase in agreement that speeding fines are only for revenue raising purposes. This may be due to the propagation of comments in the media supporting this idea, prior to the 2002 survey.

1 INTRODUCTION

1.1 BACKGROUND

A large number of projects evaluating various speed enforcement programs have been carried out by Monash University Accident Research Centre (MUARC). Much of this work has focused on outcome measures such as casualty crashes and road fatalities in relation to speed enforcement initiatives, and to a lesser extent on driver behaviour and driver beliefs and attitudes towards speed enforcement measures.

This project involved two surveys of residents in Melbourne, Victoria, seeking reaction to new strategies and initiatives for enforcement of State speed limits.

MUARC developed the two survey instruments to assess changes in public attitudes towards the enforcement of speed limits at a time of rapid increase in enforcement activity.

Concurrent work involves the analysis of data concerning recorded casualty crashes within the same time frame and is presented in a separate report.

Speed camera use began to be widespread in Victoria in the late 1980s, and has increased steadily since. This growth has been accompanied by public debate as to whether the intention is one of safety or one of revenue generation. The media coverage may have some bearing on people's attitudes towards speed cameras and their appropriate use. Detailed evaluations of media anti-speeding campaigns and the effects of the media in general on attitudes to speed cameras are reported elsewhere (e.g. Cameron, Delaney, Diamantopoulou & Lough, 2003; Delaney, Lough, Whelan & Cameron, 2004).

There are two principles of deterrence relevant to speed cameras (Delaney, Diamantopoulou & Cameron, 2003). These are *general deterrence*, that is, making drivers aware that speed cameras are in use and that there is a high chance of being caught if they speed. Also it is important that the penalties are severe enough to make drivers want to avoid them, and that the penalties cannot be avoided if they are detected speeding. The other is *specific deterrence*, that is, the process through which a driver who is caught modifies his or her behaviour as a result of the experience of detection and the consequent penalties. Attitudes concerning both principles of deterrence are reported here.

In 1999 a new round of speed enforcement initiatives was planned for phased introduction in Victoria. In order to assess public response a baseline survey of 1,000 Melbourne drivers was conducted. A follow-up survey was conducted in 2002, to assess the impact of the initiatives.

1.2 VICTORIAN SPEED ENFORCEMENT INITIATIVES 1999-2002

Between the two survey periods of October 1999 and October 2002, speed enforcement measures changed in the following ways:

- A 50 km/h speed limit for residential streets was introduced across Victoria (22 January 2001).

- The phased increase in total number of camera hours from 4200 to 6000 per month (August 2001 to February 2002).
- Phased introduction of “flashless” cameras across the State from December 2000 in some Police Divisions, to 2001 in all Police Divisions.
- The phased reduction of speed enforcement thresholds between February and September 2002, with associated publicity suggesting a ‘zero tolerance’ or 3 km/h as the new tolerance above which bookings would be made.
- New digital technology allowing minimal use of a flash (Daytime, from December 2001).

The timing of these (staged) initiatives is overlaid on the monthly number of Traffic Infringement Notices (TINs) issued during this period in Figure 1.1. The general trend is an increase in the number of TINs between January 2001 and November 2002¹. This is to be expected as the number of hours of operation of speed cameras increased over this period, in conjunction with a reduction in speed thresholds that occurred between February and September 2002.

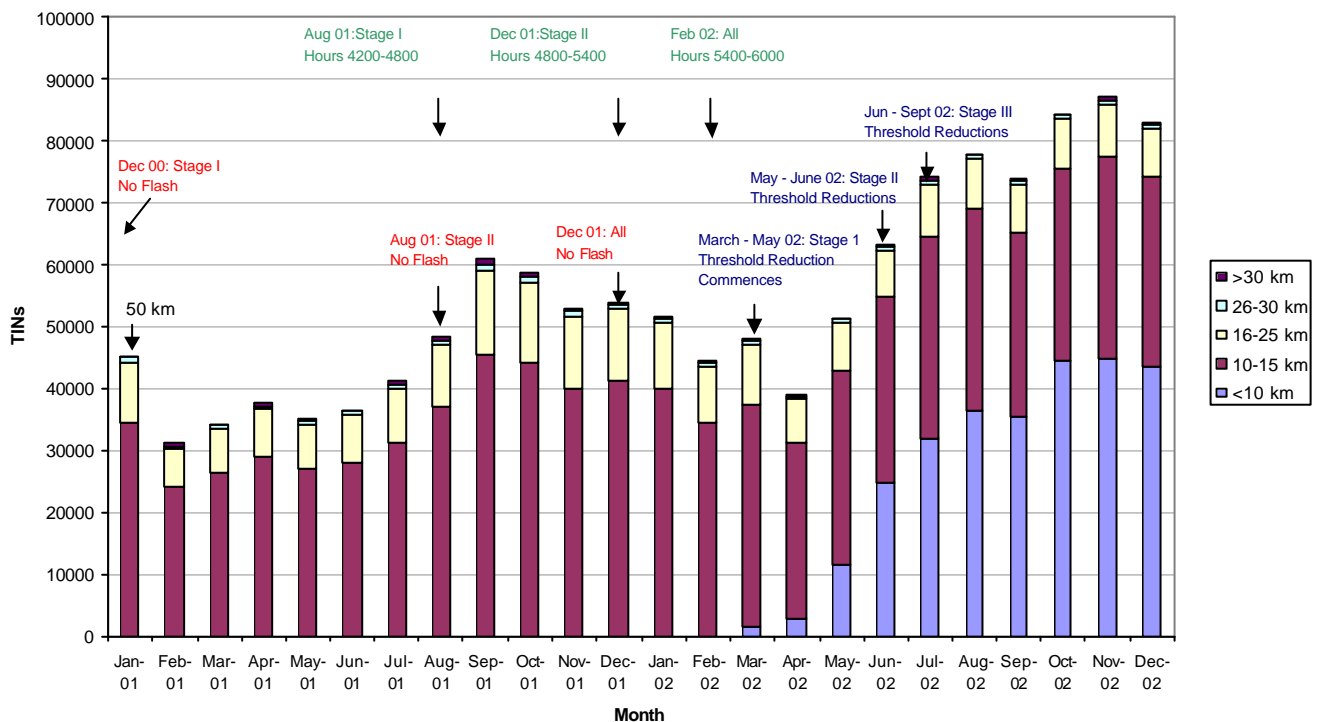


Figure 1.1: Staged introduction of speed enforcement initiatives: TINs issued from offences detected by mobile speed cameras, by month of offence and detected speed level above speed limit

¹ Note that TIN numbers peaked in November 2002 to January 2003 and subsequently fell to 2001 levels (VicRoads)

2 METHOD

2.1 PARTICIPANTS

The 1999 sample was obtained using random digit dialling and population sampling techniques. The age, gender and Police district breakdown of the sample was then used to obtain a sample in 2002 with similar demographics. All respondents were fully-licensed drivers (screened prior to completing the survey).

Table 2.1 shows the demographic details of participants in the 1999 survey by age according to six groupings and by gender. Three participants refused to reveal their age. In total, 1000 respondents participated with 44% male and 56% female.

Table 2.1 Number of participants in 1999 survey by age and gender

Gender	Age group						Refused	Total
	< 20	20-29	30-39	40-49	50-59	60+		
Male	13	73	86	84	66	116	1	439
Female	17	88	136	128	100	90	2	561
Total	30	161	222	212	166	206	3	1000

Table 2.2 shows demographic details of participants in the 2002 survey by the same age groupings and by gender. The final sample comprised 1001 participants, again with males representing 44% of the sample and females 56%.

Table 2.2 Number of participants in 1999 survey by age and gender

Gender	Age group						Total
	< 20	20-29	30-39	40-49	50-59	60+	
Male	14	67	81	83	73	123	441
Female	13	88	130	133	107	89	560
Total	27	155	211	216	180	212	1001

2.2 MEASURES

2.2.1 1999 survey

The 1999 survey comprised a total of 67 items divided into seven subsets of items. Details of each subset are listed below, in the order they were presented to participants. Items within each subset were presented in random order. For Subsets I-V, participants were asked to rate how strongly they agreed with the statements on a scale from 0-10, where 0 indicated they did not agree at all, 10 indicated they agreed quite strongly, and 5 indicated they agreed somewhat.

Subset I: General factors influencing decision-making processes while driving (13 items)
e.g. "I do not have to think consciously about steering the car", "I am a safer driver than other people my age".

Subset II: Specific factors influencing speed choice decisions (15 items)
e.g. “I drive more slowly when it’s raining”, “I often check my speed while driving”.

Subset III: Perceived risk of detection while driving in general (4 items)
e.g. “I see very few Police cars on the road when I drive”, “If I break the law while driving, I will most likely be caught”.

Subset IV: Perceived risk of detection by all types of speed enforcement (8 items)
e.g. “It’s easy to avoid being caught speeding”, “Even if you’re caught speeding, you can still avoid being fined”.

Subset V: Perceived risk of detection by speed camera enforcement only (17 items)
e.g. “There’s not much chance of being caught speeding by a speed camera”, “Speed cameras are usually well hidden”.

Subset VI: Enforcement experience (6 items)
e.g. “How often have you been caught speeding by speed cameras in the last two years?”, “How often have you been caught speeding by other methods in the last two years?”

Subset VII: Demographics (4 items)
Gender, age, years full licence had been held (months for those who had held their licence for less than one year), postcode (to allow later matching of Police districts).

2.2.2 2002 survey

The 2002 survey comprised a total of 43 items, including 15 relevant items from the original 1999 survey (48 were not repeated), as well as demographic details. In addition, several new items were included to explore perceptions of the speed enforcement initiatives introduced since the 1999 survey. There were 24 new items in total. These were based on items in the Australian Transport Safety Bureau (ATSB) Community Attitudes to Road Safety Survey series of reports. A copy of the MUARC survey can be found in Appendix 1.

Questions could be categorised into nine subsets:

Subset I: Demographics (6 items)
Gender, age, years/months full licence had been held, postcode, frequency of driving and average driving hours per week (driving exposure measures). The demographic items were included in the first subset as a preference of the particular market research company.

Subset II: Speed enforcement awareness (4 items)
Two items were repeated from the 1999 survey (subset 4): “How many times have you seen speed cameras being used in the last four weeks?” and “How many times have you seen other types of speed enforcement (such as hand-held lasers or radar guns) in the last four weeks?” In addition, participants were asked, “In your opinion, in the last two years has there been a change in the amount of speed enforcement carried out by Police? Has the amount of speed enforcement increased, stayed the same or decreased?” and “In the areas you usually drive, how easy or how difficult is it to pick the spots where speed cameras or radars are likely to be operating? In your opinion is it very easy, fairly easy, fairly difficult or very difficult?”

Subset III: Speed and speed enforcement experience (4 items)

“Have you personally been booked for speeding in the last two years?” If yes, the question was repeated in relation to the last six months. If yes again, respondents were asked, “How was your speed detected? Was it by a speed camera at the side of the road, City-Link speed camera, hand-held laser, hand-held radar gun, car-mounted radar gun?” Respondents were also asked “In the last two years has your driving speed generally increased, stayed the same or decreased?”

Subset IV: Speed tolerance (4 items)

“Now thinking about 50 km/h speed zones in residential areas, how fast do you think people should be allowed to drive without being booked for speeding?” This question was repeated in relation to 60 km/h speed zones in urban areas and 100 km/h speed zones in rural areas. Respondents were also asked “How do you feel about lowering the number of kilometres you can travel over the speed limit before being booked? Do you approve strongly, approve somewhat, not care either way, disapprove somewhat or disapprove strongly?”

Subset V: Advance warning of speed enforcement (2 items)

“How often do you get advance warning about spots where speed cameras or radars are operating by flashing headlights from oncoming vehicles? In any particular day is it very often, quite often, sometimes, just occasionally or never?” This question was repeated in relation to public radio announcements.

Subset VI: Speed enforcement in general (12 items)

This subset of items was rated using the same 0-10 response scale as the 1999 survey. The following six items were also included in the 1999 survey:

- The penalties for speeding are not severe at all.
- I often drive 10 km/h or more over the speed limit.
- There’s not much chance of being caught speeding.
- I rarely see any speed enforcement.
- Enforcing the speed limit helps lower the road toll.
- It’s hard to know where there is speed enforcement happening.

Other items in this subset were:

- Lowering the number of kilometres you can travel over the speed limit before being booked for speeding will improve road safety.
- I often drive between 5-10 km/h over the speed limit.
- I rarely see any speed enforcement in 50 km/h speed zones.
- Fines for speeding are mainly intended to raise revenue.
- I think it is okay to exceed the speed limit if you are driving safely.
- An accident at 60 km/h will be a lot more severe than an accident at 50 km/h.

Subset VII: Speed enforcement by speed cameras (8 items)

This subset included seven repeated 1999 survey items also rated on the 0-10 response scale:

- Speed cameras are easy to see.
- Speed cameras always operate at the same locations.
- There's not much chance of being caught speeding by a speed camera.
- Enforcement with a speed camera only happens during the day.
- I rarely see speed cameras doing speed enforcement.
- Speed cameras are often used from different types of cars.
- Enforcing the speed limit with speed cameras helps lower the road toll.

One additional item was included in this subset; "Speed cameras always use a flash".

Subset VIII: Fixed cameras (2 items)

"Do you know of any speed cameras that have been installed to operate in the same place all the time?" If yes, "Where are these cameras?" Responses were categorised as "City-Link (tunnels)", "Other location on Monash freeway", "Western Ring Road", "Melbourne/Geelong or "other".

Subset IX: 50 km/h limit in residential areas (1 item)

"How do you feel about lowering the speed limit in residential areas to 50 km/h? Do you approve strongly, approve somewhat, not care either way, disapprove somewhat or disapprove strongly?"

2.3 PROCEDURE

The data for this project was obtained by means of two telephone surveys conducted by market research companies on two separate occasions. The surveys were conducted during October 1999 (Quadrant Research Services, now Nexus) and October 2002 (Millward-Brown) in an attempt to account for potential seasonal influences on responses.

Participants in the 1999 survey were drawn from the Melbourne White Pages using random digit dialing and population sampling methods to reach a total sample of 1,000. Up to three callbacks were made to households in addition to the initial call until contact was made. In order to maximise the representativeness of the sample, when contact was made the researcher asked to speak to the driver in the household whose birthday was closest following the day of the call. In this survey a total of 9665 telephone calls were made resulting in 5,465 contacts after refusals and screening (eg. deafness, no driver) 1,000 suitable respondents were interviewed.

A similar recruitment method was applied for the 2002 survey; however, quotas were included to match the sample demographics to the 1999 sample based on age, gender and residential Police district. This method was applied in order to match the samples as closely as possible, given there was no appropriate control group with which to compare responses. Details of the numbers of telephone calls made to contact 1000 suitable respondents are unavailable for this survey.

Interviewers informed respondents of the nature and duration of the survey and that the survey was being conducted on behalf of MUARC. If participants agreed to proceed the survey was then carried out. Items within subsections were presented in random order to account for possible order effects. For all items, the survey allowed for refusals and “don’t know” responses.

At the conclusion of the survey, participants were given contact details in case of any further enquiries, and were reminded of the organisation involved. Each survey lasted approximately ten minutes.

3 RESULTS AND DISCUSSION

3.1 DRIVING EXPOSURE

Driving exposure was measured in terms of years as a driver licence holder both in 1999 and 2002. In addition, in 2002, respondents were asked about their frequency of driving in an average week and approximate number of hours.

3.1.1 Years held full licence

Table 3.1 1999 sample: Years held full licence (mean)

Age group	<6 months	6 months -1 year	<3 years	3-5 years	6-10 years	10+ years	Total
Under 20	9	12	8	1	0	0	30
20-29	1	3	19	12	82	15	132
30-39	1	2	1	3	25	184	216
40-49	0	0	0	0	10	210	220
50-59	0	0	0	0	1	177	178
60+	0	0	0	0	1	215	216
Total	11	17	28	16	119	801	992

Note: 8 respondents either refused to answer or did not know; those in the under 20 group cannot have held a full licence

Table 3.2 2002 sample: Years held full licence (mean)

Age group	<6 months	6 months -1 year	<3 years	3-5 years	6-10 years	10+ years	Total
Under 20	5	15	7	0	0	0	27
20-29	2	1	15	46	71	20	155
30-39	0	0	1	1	12	197	211
40-49	0	0	0	0	3	213	216
50-59	0	0	0	1	2	177	180
60+	0	0	1	0	1	210	212
Total	7	16	24	48	89	817	1001

Note: those in the under 20 group cannot have held a full licence

The distribution of length of time a driving licence has been held is very similar for all age groups on both surveys, giving a further indication that the samples can be justifiably compared. The general trend shows somewhat intuitively that as age increases so does length of time participants had been driving, very few of the older drivers reported having gained a licence late in life, however it is likely that those who did gain a licence late in life were female(possibly due to death of their husband).

3.1.2 Frequency of driving

Table 3.3 details the number of days participants report driving (given as a percentage of age group sampled) in an average week.

Table 3.3 Frequency of days driven as a function of age group (2002 survey only)

Age group	Every day	4-6 days	2-3 days	At least 1 day	<1 day/sometimes	Total
Under 20	70.4	14.8	7.4	3.7	3.7	27
20-29	81.3	9.7	5.2	1.3	2.6	155
30-39	82.5	14.2	3.3	-	-	211
40-49	86.1	8.8	2.8	1.9	0.5	216
50-59	80.6	12.2	5.0	1.1	1.1	180
60+	62.3	24.5	11.3	-	4.0	212
Total	782	142	56	9	12	1001

Clearly the large majority of drivers of all ages drive every day, very few reporting that they only drive infrequently. More participants from the older groups report driving fewer days than the younger groups, potentially indicative of a reduction in working commitments and health status with age (Rabbitt, Watson, Donlan, McInnes, Horan, Pendleton & Clague, 2002).

Table 3.4 shows the percentage of respondents in each age group who report each driving for each specified range of hours in an average week.

Table 3.4 Frequency of hours per week driven as a function of age group (2002 survey only)

Age group	Up to 5 hours	5-10 hours	10-15 hours	15-20 hours	20-30 hours	30+ hours	Don't know
Under 20	33.3	29.6	22.2	7.4	7.4	-	-
20-29	32.3	27.7	21.3	11.6	3.9	3.2	-
30-39	36.5	30.8	19.9	5.2	3.3	4.3	-
40-49	29.6	30.1	21.8	11.1	4.2	2.8	0.5
50-59	29.4	37.2	17.8	5.6	6.1	3.9	-
60+	42.0	36.8	10.4	6.1	3.3	1.4	-

Table 3.4 shows the majority of drivers in all age groups report driving for up to 15-20 hours per week, with only a relatively small number of participants (7.2% of the total sample) reporting driving over 20 hours in a week.

3.2 COMPARISON OF 1999 AND 2002 RESPONSES

Items reported in this section are those asked in both the 1999 and 2002 surveys. A minimum alpha level of .05 was used for all statistical tests (Analyses of Variance). The under 20 age group have been left out of the statistical analyses due to there being a significantly smaller N in this group (30 in 1999 and 27 in 2002).

All respondents were asked, “How many times have you seen speed cameras being used in the LAST 4 WEEKS? The mean number of sightings reported in the 1999 survey was 2.45 (SD = 3.71), increasing to 3.53 (SD = 6.91) in 2002. This difference was significant $F(1,1909) = 20.66, p <.001$. There was also a significant age related difference in responses $F(4,1909) = 8.73, p <.001$. There was a trend from the younger group who reported the most number of sightings down to the older group who reported the least number of sightings. The interaction between year of survey and age group failed to reach significance, $F(4,1909) = 0.63, p >.05$. This indicates that the age related differences in reported sightings were similar for both surveys.

All respondents were asked “How many times have you seen other types of speed enforcement (such as hand-held lasers or radar guns) in the LAST 4 WEEKS? There was no overall change in reported numbers of sightings between the two surveys, $F(1,1909) = 1.45, p >.05$. The mean numbers of reported sightings for the 1999 and 2002 surveys were 1.03 (SD = 2.68) and 1.15 (3.0) respectively. There was a significant effect of age $F(4,1909) = 2.58, p <.04$. Respondents in the age range 20-59 reported similar numbers of sightings, with the 60+ age group reporting less than half the number of sightings of the other groups. The interaction between year of survey and age group failed to reach significance, $F(4,1909) = 1.33, p >.05$. This indicates that the age-related differences in reported sightings were similar for both surveys.

All respondents were asked to rate their agreement with the statement, “The penalties for speeding are not severe at all”. There was no overall change with time, $F(1,1795) = 2.23, p >.05$, however there was a significant main effect of age $F(4,1795) = 8.29, p <.01$. The younger driver groups agree less strongly with the statement than the mid-range age groups, who in turn agree less strongly than the oldest group. The interaction between year of survey and age group did not reach significance, $F(4,1795) = 1.5, p >.05$. This indicates that age related differences did not differ between surveys.

All respondents were asked to rate their agreement with the statement, “I often drive between 5-9 km/h over the speed limit”. A significant reduction in overall agreement was found between the 1999 survey ($M = 5.45, SD = 3.3$) and the 2002 survey ($M = 3.55, SD = 3.2$), $F(1,1930) = 171.21, p <.01$. There was also a significant effect of age $F(4,1930) = 21.37, p <.01$. The trend indicated that younger drivers agreed most strongly with this statement decreasing to older drivers who agreed least strongly. The interaction between year of survey and age group also reached significance, $F(4,1930) = 4.48, p <.01$. The mean scores as a function of year and age group are given in Table 3.5, which shows that in both surveys there was a decrease in agreement with age, and a decrease for all ages between surveys.

**Table 3.5 “I often drive between 5-9 km/h over the speed limit”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	6.08	(2.9)	4.85	(3.4)
30-39	5.51	(3.4)	4.19	(3.2)
40-49	5.93	(3.2)	3.20	(3.1)
50-59	5.08	(3.3)	3.32	(3.2)
60+	4.66	(3.3)	2.19	(2.8)

All respondents were asked to rate their agreement with the statement, “I often drive at 10 km/h or more over the speed limit”. A significant reduction in overall agreement levels between 1999 ($M = 2.55$, $SD = 2.8$) and 2002 ($M = 2.12$, $SD = 2.8$) was found $F(1,1927) = 11.79$ $p < .01$. Also there was a significant effect of age $F(4,1927) = 13.98$ $p < .001$, with younger drivers reporting most agreement, with a trend downwards to older drivers who reported least agreement. The interaction between survey date and age group failed to reach significance ($p > .21$). This indicates that the age difference was similar in both surveys, however Table 3.6, shows that in both surveys there was a general decrease in agreement with age, and a decrease for all ages between surveys. This would indicate that people are becoming less likely to drive over the speed limit, particularly at the higher levels above the limit.

**Table 3.6 “I often drive at 10 km/h or more over the speed limit”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	3.29	(2.83)	3.11	(3.32)
30-39	2.58	(2.89)	2.37	(2.93)
40-49	2.56	(2.82)	1.60	(2.37)
50-59	2.28	(2.68)	2.01	(2.72)
60+	2.03	(2.45)	1.50	(2.28)

All respondents were asked to rate their agreement with the statement, “There’s not much chance of being caught speeding”. There was a significant reduction in overall mean levels of agreement between the 1999 ($M = 4.58$, $SD = 3.1$) survey and the 2002 survey ($M = 3.96$, $SD = 2.6$), $F(1,1905) = 22.01$ $p < .001$. The overall main effect of age also reached significance, $F(4,1905) = 6.78$ $p < .001$, the oldest drivers indicating stronger agreement than the other groups. The interaction between year of survey and age group also reached significance, $F(4,1930) = 4.48$ $p < .05$. The mean scores as a function of year and age group are given in Table 3.7. There was an overall increase in agreement in the 2002 survey by the 60+ age group in contrast to a decline in agreement levels for the other age groups.

**Table 3.7 “There’s not much chance of being caught speeding”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	4.67	(2.3)	3.62	(2.7)
30-39	4.47	(2.6)	3.65	(2.9)
40-49	4.51	(2.6)	3.82	(3.2)
50-59	4.40	(2.7)	3.70	(3.2)
60+	4.86	(2.8)	5.01	(3.4)

All respondents were asked to rate their agreement with the statement, “I rarely see ANY speed enforcement”. There was a significant reduction in agreement between 1999 (\underline{M} = 5.04, \underline{SD} = 2.80) and 2002 (\underline{M} = 4.70, \underline{SD} = 2.9), $\underline{F}(1,1912) = 6.90$ $\underline{p} < .01$. This supports the idea that the public are more aware of the change in Police speed enforcement.

The overall effect of age was also significant, $\underline{F}(4,1912) = 15.43$ $\underline{p} < .001$, the younger drivers reporting least agreement with a trend to older drivers reporting most agreement. Finally for this item the interactive effect of year of survey and age group was also significant $\underline{F}(4,1912) = 2.53$, $\underline{p} < .04$. The mean scores as a function of year and age group are given in Table 3.8. The decrease in levels of agreement between surveys largest for the 20-29 group, the other groups showed similar decreases to each other, with the 50-59 age group even showing a slight increase. There was a trend in increasing agreement from youngest to oldest in the 2002 survey.

**Table 3.8 “I rarely see any speed enforcement”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	4.65	(2.4)	3.86	(2.9)
30-39	4.69	(2.8)	4.22	(2.6)
40-49	5.08	(2.7)	4.50	(2.9)
50-59	4.94	(2.9)	5.42	(3.0)
60+	5.85	(3.1)	5.50	(2.9)

All respondents were asked to rate their agreement with the statement, “It’s hard to know where there is speed enforcement happening”. There was a significant decrease in agreement level between the 1999 survey (\underline{M} = 6.07, \underline{SD} = 2.9) and the 2002 survey (\underline{M} = 5.67, \underline{SD} = 2.7), $\underline{F}(1,1891) = 9.69$ $\underline{p} < .01$. Also the overall effect of age was significant $\underline{F}(4,1891) = 13.37$ $\underline{p} < .001$. The age groups ranging from 20-49 reporting similar moderate agreement, with the two older age groups indicating stronger agreement. The interaction between survey time and age group failed to reach significance, $\underline{F}(4,1891) = 0.27$, $\underline{p} > .05$. This indicates the pattern of age related differences was similar in both surveys. These findings again support the idea that people are becoming more aware of increasing speed enforcement.

All respondents were asked to rate their agreement with the statement, “Speed cameras are easy to see”. Overall agreement decreased significantly between the two surveys, 1999 (\underline{M} = 4.85, \underline{SD} = 2.9) to 2002 (\underline{M} = 4.40, \underline{SD} = 2.8), $\underline{F}(1,1902) = 11.09$ $\underline{p} < .01$. There was also a significant overall effect of age on agreement with this statement, $\underline{F}(4,1902) = 10.13$ $\underline{p} < .001$. Younger drivers reported the strongest agreement in this case, with a trend down to older drivers who reported least agreement. The interaction between time of survey and age also reached significance $\underline{F}(4,1902) = 2.74$, $\underline{p} < .03$. The mean scores as a function of year and age group are given in Table 3.9. The 1999 survey showed a decrease in agreement with age, whereas the 2002 survey shows that respondents whose ages ranged from 20-59 reporting similar levels of agreement with a decrease being reported by the oldest group.

**Table 3.9 “Speed cameras are easy to see”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey	
	1999	2002
20-29	5.64 (2.5)	4.48 (2.6)
30-39	5.26 (2.9)	4.64 (2.8)
40-49	4.80 (2.8)	4.80 (2.8)
50-59	4.62 (3.0)	4.16 (2.9)
60+	3.91 (3.0)	3.97 (3.0)

All respondents were asked to rate their agreement with the statement, “Speed cameras always operate at the same locations”. The overall mean level of agreement in 1999 was 4.91 ($SD = 3.1$), this decreased to a mean of 4.53 ($SD = 3.1$) in 2002, this change was significant, $F(1,1833) = 6.90$ $p < .01$. There was also a significant main effect of age group on agreement level, $F(4,1833) = 10.05$ $p < .001$, with the younger drivers reporting strongest agreement and a trend running from youngest to the oldest group who reported least agreement. The interaction between year of survey and age did not reach significance in this case, $F(4,1833) = 0.55$, $p > .05$. These findings indicate an improvement in public knowledge of the logistics of speed camera operation.

All respondents were asked to rate their agreement with the statement, “There’s not much chance of being caught speeding by a speed camera”. There was no significant change in agreement level between surveys in this case, $F(1,1888) = 1.39$, $p > .05$. The overall main effect of age group reached significance, $F(4,1888) = 4.30$ $p < .01$. The 20-29, 40-49 and 60+ age groups reported similar and stronger agreement than the 30-39 and 50-59 age groups. The interaction between year of survey and age group did not reach significance, $F(4,1888) = 2.01$, $p > .05$, this indicates that the pattern of age related differences was not different for the two surveys.

All respondents were asked to rate their agreement with the statement, “Enforcement with a speed camera only happens during the day”. There was a significant increase in agreement between the 1999 survey ($M = 3.64$, $SD = 3.37$) and the 2002 survey ($M = 4.02$, $SD = 3.35$), $F(1,1676) = 5.47$ $p < .02$. The overall main effect of age also reached significance $F(4,1676) = 3.85$ $p < .01$, again there was a gradual increase in agreement from youngest to oldest respondents. However it must be noted that there is the possibility that older drivers do not venture out on to the roads at night so it is intuitive that they may be less aware of night-time speed camera activity. The interaction between time of survey and age also reached significance $F(4,1676) = 2.74$, $p < .03$. The mean scores as a function of year and age group are given in Table 3.10. These figures indicate that in the 1999 survey the agreement levels of all groups were fairly similar, in contrast with the 2002 survey where there was a rise in agreement from youngest to oldest.

**Table 3.10 “Enforcement with a speed camera only happens during the day”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	3.77	(3.22)	3.41	(3.0)
30-39	3.60	(3.3)	3.51	(3.2)
40-49	3.71	(3.4)	4.06	(3.38)
50-59	3.19	(3.5)	4.17	(3.5)
60+	3.93	(3.5)	4.96	(3.4)

All respondents were asked to rate their agreement with the statement, “I rarely see speed cameras doing speed enforcement”. The change in mean level of agreement between surveys for this item did not reach significance, $F(1,1862) = 0.28$, $p > .05$. However the overall effect of age group was significant, $F(4,1862) = 8.78$ $p < .0001$, in this case the 60+ age group showed a higher level of agreement than the other groups. The interaction between time of survey and age also reached significance $F(4,1862) = 3.06$, $p < .02$. The mean scores as a function of year and age group are given in Table 3.11. In the 1999 survey, the respondents whose ages ranged from 20-59 reported similar levels of agreement, with the oldest group reporting a higher level. In the 2002 survey there was an increase in agreement level associated with increasing age.

**Table 3.11 “I rarely see speed cameras doing speed enforcement”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	4.69	(2.7)	4.06	(2.8)
30-39	4.49	(3.0)	4.19	(2.9)
40-49	4.40	(3.1)	4.67	(3.0)
50-59	4.28	(3.0)	5.15	(3.3)
60+	5.36	(3.1)	5.53	(3.1)

All respondents were asked to rate their agreement with the statement, “Speed cameras are often used from different types of cars”. There was a significant increase in mean level of agreement between the 1999 survey ($M = 7.50$, $SD = 2.7$) and the 2002 survey ($M = 8.01$, $SD = 2.5$), $F(1,1800) = 16.97$ $p < .001$. Also the overall effect of age reached significance, $F(4,1800) = 6.16$ $p < .001$, with the 50-59 age group reporting a higher level of agreement than the others. The interaction between time of survey and age also reached significance $F(4,1800) = 2.63$, $p < .035$. The mean scores as a function of year and age group are given in Table 3.12. In the 1999 survey the 20-29 group reported lower agreement than the other groups who reported similarly to each other, whereas in the 2002 survey the youngest and oldest groups reported similar levels of agreement, which were lower than the other three groups.

**Table 3.12 “Speed cameras are often used from different types of cars”:
Mean (SD) agreement as a function of year of survey and age group**

Age group	Year of survey			
	1999		2002	
20-29	6.56	(2.9)	7.77	(2.5)
30-39	7.55	(2.8)	8.01	(2.5)
40-49	7.68	(2.7)	8.13	(2.4)
50-59	7.89	(2.7)	8.41	(2.3)
60+	7.84	(2.4)	7.74	(2.8)

All respondents were asked to rate their agreement with the statement, “Enforcing the speed limit helps lower the road toll”. Again, there was a significant change in agreement between the two surveys, $F(1,1906) = 23.22$ $p < .001$. In 1999 the mean level of agreement was 7.98 ($SD = 2.5$), and in 2002 the mean level was 7.39 ($SD = 3.0$). There was also a significant overall effect of age $F(4,1906) = 2.99$, $p < .02$. The trend being less agreement reported by the youngest drivers increasing with age to the most agreement being reported by the older drivers. The interaction between survey date and age did not reach significance $F(4,1906) = 1.3$, $p > .05$, indicating that the pattern of age related changes in agreement did not differ between surveys. This decrease in agreement may indicate that the public are beginning to accept the revenue generation argument concerning speed enforcement as opposed to accepting the road safety improvement argument.

All respondents were asked to rate their agreement with the statement, “Enforcing the speed limit with speed cameras helps lower the road toll.” There was a significant decrease in level of agreement between 1999 ($M = 7.34$, $SD = 2.7$), and 2002 ($M = 6.50$, $SD = 3.1$), $F(1,1891) = 38.79$ $p < .001$. The overall main effect of age was also significant, $F(4,1891) = 5.28$ $p < .001$. The two younger groups (20-29 and 30-39) reported lower agreement than the three older groups. The interaction between year of survey and age group failed to reach significance, $F(4,1891) = 1.1$, $p > .05$. This indicates that age related differences were similar in both surveys. This is further evidence for public acceptance of the argument that speed enforcement (and speed cameras in particular) is concerned with revenue raising rather than road safety.

3.3 2002 RESPONSES REGARDING NEW INITIATIVES

The following results are concerned with items regarding the new speed enforcement initiatives that appeared in the 2002 survey only.

All respondents were asked: “In the last 2 years has the amount of Police speed enforcement changed? Has the amount of speed enforcement INCREASED, STAYED THE SAME or DECREASED?” The majority of respondents (66.9%) report that they perceive Police speed enforcement to have increased over the two years prior to the survey. This is consistent when the data are separated by sex and by age group, shown in Table 3.13.

Table 3.13 Percentage of respondents reporting changes in the amount of speed enforcement carried out by Police

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Increased	66.9	66.9	67.0	63.0	72.3	71.6	68.1	70.6	54.7
Stayed the same	21.3	20.9	21.6	7.4	20.0	18.5	21.8	20.0	27.4
Decreased	5.6	6.3	5.0	3.7	5.2	5.7	4.6	4.4	8
Not driven for 2 years	0.9	0.9	0.9	22.2	0.6	0.5	0.5	-	-
Don't know	5.3	5.0	5.5	3.7	1.9	3.8	5.1	5.0	9.9
<i>N</i>	1001	441	560	27	155	211	216	180	212

Note: those in the under 20 group cannot have held a full licence for 2 years.

All respondents (in the 2002 survey only) were asked, “Have you personally been booked for speeding in the LAST 2 YEARS?” Table 3.14 shows the percentages of the sample that reported they had/had not been booked. A higher percentage of males than females reported being booked in the last two years. The 20-29 age group reported having been booked more than the other groups with a relatively steady decreasing trend to the 60+ age group, with the exception of the 50-59 group. The under 20 age group report substantially fewer incidences of being booked, this is likely to be due to the fact that a large proportion of this group may not have been driving for the two years prior to the survey.

Table 3.14 Percentage of respondents reporting having been booked for speeding in the last 2 years

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Yes	25.5	31.3	20.9	7.4	37.4	32.2	20.8	22.8	19.3
No	74.2	68.7	78.6	92.6	62.6	66.8	78.7	77.2	80.7
<i>N</i>	998	441	557	27	155	209	215	180	212

Note: those in the under 20 group cannot have held a full licence for 2 years.

The respondents who had been booked for speeding in the last two years were then asked, “Have you personally been booked for speeding in the LAST 6 MONTHS?” Table 3.15 shows the percentages of the sample that reported they had/had not been booked. A higher percentage of males reported being booked. Also the two youngest groups were the most likely to report having been booked.

Table 3.15 Percentage of “booked” respondents reporting having been booked for speeding in the last 6 months

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Yes	45.1	47.1	42.6	50	56.9	40.3	38.6	46.3	41.5
No	54.9	52.9	57.4	50	43.1	59.7	61.4	53.7	58.5
<i>N</i>	253	138	115	2	58	67	44	41	41

The respondents who had been booked for speeding in the last six months were then asked, “How was your speed detected?” The percentages of those booked by various enforcement methods are shown in Table 3.16. Speed camera by the side of the road is clearly the most common way of speeding being detected, followed by hand-held radar gun.

Table 3.16 Percentage of those detected by different enforcement methods

	Total	Gender		Age group					
		Male	Female	<20	20-29	30-39	40-49	50-59	60+
Road side camera	67.9	64.4	72.3	-	70.0	60.0	62.5	61.1	93.8
City Link camera	5.7	6.8	4.3	-	-	16.0	6.3	5.6	-
Hand-held laser	4.7	6.8	2.1	-	6.7	4.0	6.3	5.6	-
Hand-held radar gun	12.3	11.9	12.8	-	20.0	8.0	12.5	11.1	6.3
Car-mounted radar gun	9.4	10.2	8.5	100	3.3	12.0	12.5	16.7	
<i>N</i>	106	59	47	1	30	25	16	18	16

It is possible that respondents are unaware of the differences between the different types of speed cameras are. This may also be the case for the differences between hand-held and laser guns and car mounted laser guns, which may introduce some doubt into this section of data.

All respondents were asked to rate their agreement with the statement, on a 5-point scale: “How do you feel about lowering the speed limit in RESIDENTIAL AREAS to/h.” The percentages of respondents who answered in each of the scale categories are shown in Table 3.17. Females report greater overall approval than males, and the older respondents report greater approval than the younger groups.

Table 3.17 Percentage of respondents reporting approval of lowering the speed limit to 50 km/h in residential areas

	Gender		Age group					
	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Approve strongly	47.8	55.5	29.6	40.0	51.7	54.2	51.1	63.2
Approve somewhat	26.5	25.5	37.0	32.3	25.1	25.9	25.6	21.2
Not care either way	8.4	6.3	14.8	10.3	9.0	7.9	3.9	4.2
Disapprove somewhat	7.7	6.8	14.8	9.0	6.6	6.5	9.4	4.2
Disapprove strongly	9.3	5.4	3.7	8.4	7.6	5.1	9.4	6.1
Don't know	0.2	0.5	-	-	-	0.5	0.6	0.9
<i>N</i>	441	560	27	155	211	216	180	212

All respondents were asked “How do you feel about lowering the number of km/h you can travel over the speed limit without being booked for speeding?” The same 5-point scale was used. Again females report greater approval than males. Interestingly the youngest group report the higher overall approval than the 20-29 and 30-39 groups, with approval then increasing again in the older groups.

Table 3.18 Percentage of respondents reporting approval of lowering the number of kilometres over the speed limit you can travel before being booked for speeding

	Gender		Age group					
	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Approve strongly	18.4	26.6	11.1	21.3	18.5	24.1	26.1	26.4
Approve somewhat	22.0	26.1	40.7	17.4	20.9	31.0	25.6	22.6
Not care either way	9.1	7.1	14.8	11.0	10.4	4.6	6.1	7.5
Disapprove somewhat	17.0	18.6	18.5	23.2	22.3	18.1	15.6	11.3
Disapprove strongly	32.0	17.5	14.8	27.1	24.6	19.9	22.8	26.9
Don't know	1.1	4.1	-	-	3.3	1.9	3.3	5.2
<i>N</i>	441	560	27	155	211	216	180	212

All respondents were asked, “Now thinking about/h speed zones in RESIDENTIAL areas how fast do you think people should be allowed to drive without being booked for speeding?” This item was free response, with no suggested scale. The highest speed to the nearest km was recorded, with responses to this item detailed in Table 3.19. The largest percentage of respondents report that 51-55 km/h should be allowable, but this figure is only slightly higher than those who responded that 50 km/h should be the maximum. Only small numbers responded that the higher speeds should be allowable. The pattern is similar when the data are separated by sex, however slightly more males than females responded that 56-60 km/h should be allowed. The figures are similar again when separated by age group, with the exception of the under 20 group who report a much higher agreement than any of the other age groups that 56-60 km/h should be permissible.

Table 3.19 Percentage of respondents reporting allowable speed without being booked in 50 km/h residential speed zones

	Total	Gender		Age group					
		Male	Female	<20	20-29	30-39	40-49	50-59	60+
50 km/h	39.60	40.10	39.10	25.90	32.90	34.10	38.40	38.90	53.30
51-55 km/h	42.70	40.30	44.40	40.7	38.60	45.50	43.60	41.80	34.90
56-60 km/h	16.10	17.40	15.0	33.30	16.0	17.21	16.20	17.20	10.0
63-65 km/h	0.70	0.70	0.70	-	0.60	0.90	0.50	1.70	-
70-80 km/h	0.20	0.20	0.20	-	-	0.50	-	-	0.50

All respondents were asked, “Now thinking about 60 km/h speed zones in URBAN areas how fast do you think people should be allowed to drive without being booked for speeding?” This item was free response, with no suggested scale. The highest speed to the nearest km was recorded. There was no sex difference in the percentage of respondents reporting that 60 km/h should be the maximum, but more females than males reported that 61-65 km/h should be allowed, this difference reversed for 66-70 km/h with more males than females responding in this range. Overall the older age groups are more conservative in their responses with more responding that only the lower speed ranges should be allowable.

Table 3.20 Percentage of respondents reporting allowable speed without being booked in 60 km/h urban speed zones

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
60 km/h	35.60	35.40	35.70	33.30	28.40	29.4	31.90	37.80	49.10
61-65 km/h	47.10	42.60	50.60	51.80	49.60	45.40	50.80	46.70	42.50
66-70 km/h	15.30	18.70	12.50	14.80	19.40	22.80	14.90	13.40	7.10
73-75 km/h	0.40	0.70	0.20	-	-	0.90	0.50	0.60	-
80-90 km/h	0.50	1.10	-	-	1.90	0.50	-	-	0.50

All respondents were asked, “Now thinking about 100 km/h speed zones in RURAL areas how fast do you think people should be allowed to drive without being booked for speeding?” This item was free response, with no suggested scale. The highest speed to the nearest km was recorded. The majority of respondents are within the 100 km/h maximum category and the 106-110 km/h category, again with very few respondents reporting that the higher speeds should be allowable. Fewer males than females reported that a 100 km/h speed limit should be the maximum, yet more males than females suggested the 106 km/h-110 km/h should be allowable. Also males were more likely than females to respond that the 120 km/h-180 km/h should be allowable. These findings are shown in Table 3.21.

Table 3.21 Percentage of respondents reporting allowable speed without being booked in 100 km/h rural speed zones

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
100 km/h	34.40	28.30	39.10	33.30	21.30	25.10	32.40	34.40	55.20
101-105 km/h	25.0	22.0	24.50	25.90	20.60	22.40	26.90	24.0	22.20
106-110 km/h	35.0	39.40	31.50	33.30	47.10	42.60	35.70	34.0	18.90
112-115 km/h	2.50	2.70	2.4	7.40	3.80	3.80	1.4	2.30	0.90
120-180 km/h	3.30	5.60	1.40	-	7.10	5.30	1.4	2.80	1.40

All respondents were asked: “In the last 2 years has your driving speed generally...INCREASED, STAYED THE SAME, DECREASED?” The majority of respondents report that their driving speed has either remained constant or decreased over the two-year period prior to the survey; see Table 3.22. Overall most people reported that their speed had stayed the same, with substantial numbers reporting they had decreased their speed. There were very few who stated that they had increased their driving speed. Males were less likely than females to report having changed their speed in either direction. The oldest group were least likely to report an increase in speed. In general, all the age groups data resembled those of the total sample. The under 20 group however report a much lower rate of speed decrease and a much higher rate of speed increase than all the other groups. This is likely to be a reflection of gaining a full unrestricted license at some point during the two years prior to the survey.

Table 3.22 Percentage of respondents reporting changes in their general driving speed over the last 2 years

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Increased	4.0	2.7	5.1	20.0	5.8	4.7	3.7	4.5	0.5
Stayed the same	54.0	58.7	51.2	65.0	63.2	54.0	44.2	52.0	60.2
Decreased	41.1	38.6	43.8	15.0	31.0	41.2	52.1	43.6	39.3

All respondents were asked to rate their agreement with the statement: “Fines for speeding are mainly intended for revenue raising”. There was a significant effect of gender, males reporting stronger agreement ($M = 7.30$, $SD = 3.39$), than females ($M = 6.93$, $SD = 3.20$), $F(1,964) = 4.02$ $p < .05$. There was also a significant effect of age $F(4,964) = 3.81$ $p < .005$, the oldest drivers reported less strong agreement than the other groups. The interaction between gender and age also reached significance $F(4,964) = 3.20$ $p < .02$, the mean responses as a function of age and gender are given in Table 3.23

Table 3.23 "Fines for speeding are mainly intended for revenue raising": Mean (SD) agreement ratings as a function of gender and age

Gender	Age group				
	20-29	30-39	40-49	50-59	60+
Males	7.18 (3.22)	8.40 (2.78)	7.60 (3.39)	6.86 (3.71)	6.72 (3.51)
Females	6.82 (2.84)	7.10 (2.85)	6.56 (3.21)	7.79 (3.07)	6.34 (3.92)

All respondents were asked to rate their agreement with the statement: “I think it is ok to exceed the speed limit if you are driving safely.” There was a significant effect of gender, males reporting stronger agreement ($M = 4.68$, $SD = 3.25$), than females ($M = 3.45$, $SD = 2.96$), $F(1,964) = 38.31$ $p < .001$. There was no significant effect of age $F(4,964) = 1.57$ $p > .05$. The interaction between gender and age also failed to reach significance $F(4,964) = .98$ $p > .05$

All respondents were asked to rate their agreement with the statement: “An accident at 60 km/h will be a lot more severe than an accident at/h.” There was a significant effect of gender, males reporting less strong agreement ($M = 8.84$, $SD = 2.78$), than females ($M = 9.33$, $SD = 2.61$), $F(1,964) = 9.94$ $p < .003$. There was also a significant effect of age $F(4,964) = 2.46$ $p < .05$. The trend toward stronger agreement ran from lowest in the young group, to highest in the oldest group. The interaction between gender and age did not reach significance, $F(4,964) = 1.42$ $p < .23$. This indicates that the age effect was similar for both males and females.

All respondents were asked to rate their agreement with the statement: “Lowering the number of kilometres you can travel over the speed limit before being booked for speeding will improve road safety.” There was a significant effect of gender, with males reporting less strong agreement ($M = 5.47$, $SD = 3.27$), than females ($M = 6.53$, $SD = 3.41$), $F(1,964) = 28.41$ $p < .001$. The effect of age did not reach significance $F(4,964) = 2.29$ $p > .05$. The interaction between gender and age also failed to reach significance $F(4,964) = 0.68$ $p > .05$.

All respondents were asked to rate their agreement with the statement: “I rarely see any speed enforcement.” There was a significant effect of gender with males ($M = 5.61$, $SD = 2.93$) reporting slightly less agreement than females ($M = 5.93$, $SD = 3.01$), $F(1,964) = 6.76$ $p < .05$. There was also a significant effect of age $F(4,964) = 12.55$ $p < .05$. The mean scores for each group are shown in Table 3.24.

**Table 3.24 “I rarely see any speed enforcement”:
Mean (SD) agreement by age group**

Age Group	Mean	N
20-29	4.86 (2.86)	155
30-39	5.25 (2.67)	211
40-49	5.59 (2.99)	216
50-59	6.48 (3.08)	180
60+	6.64 (2.94)	212
Total	5.79 (2.98)	974

All respondents were asked to rate their agreement with the statement: “I rarely see any speed enforcement in/h speed zones.” The overall rating level was 7.64 ($SD = 3.34$). There was no significant effect of gender $F(1,964) = 0.21$ $p > .05$. There was no significant age related difference $F(1,964) = 0.56$ $p > .05$. The interaction also failed to reach significance $F(4,964) = 1.09$ $p < .05$.

All respondents were asked “In the areas you usually drive, how easy or how difficult is it to pick the spots where speed cameras or radars are likely to be operating?” Responses were given on a four point scale ranging from 1 “Very easy” to 4 “Very difficult”. Overall the larger percentage of respondents reported that it is easy to pick likely speed camera spots, with no difference between males and females. The two older groups were slightly less likely to report it as easy, with the 60+ group registering more “don’t know” responses than any of the others. Mean ratings are given in Table 3.25.

Table 3.25 Percentage of respondents reporting difficulty in detecting locations of speed cameras or radars

	Total	Gender		Age group					
		Male	Female	<20	20-29	30-39	40-49	50-59	60+
Very easy	12.8	12.7	12.9	18.5	11.6	11.8	15.7	15.0	9.0
Fairly easy	39.4	39.0	39.6	37.0	47.7	41.2	41.7	30.6	36.8
Fairly difficult	33.1	34.5	32.0	25.9	31.0	35.1	31.5	37.2	31.6
Very difficult	9.1	9.1	9.1	14.8	7.7	7.1	6.9	11.1	11.8
Don't know	5.6	4.5	6.4	3.7	1.9	4.7	4.2	6.1	10.4
N	944	420	524	26	152	201	207	169	189

All respondents were asked “In the areas you usually drive, how often do you get advance warning about spots where speed cameras or radar are operating by flashing headlights from oncoming vehicles? In any particular day is it? VERY OFTEN, QUITE OFTEN, SOMETIMES, JUST OCCASIONALLY, NEVER?” The details of these findings are shown in Table 3.26. More females than males responded very often, with a very small

difference for quite often. The responses sometimes and just occasionally were both reported slightly more by males, and never being reported slightly more by females. The youngest group and the oldest group were least likely to respond with very often, but the oldest group were most likely to report quite often. Experience of this type of warning may be limited for the under 20 group.

Table 3.26 Percentage of respondents reporting frequency of seeing flashing headlights of on-coming cars to warn of speed cameras or radars

	Gender		Age group					
	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Very often	11.8	13.4	7.4	15.5	14.2	12.6	15.0	8.1
Quite often	17.5	17.0	14.8	16.1	16.1	18.1	17.2	18.6
Sometimes	21.2	19.5	22.2	17.4	23.7	20.9	18.3	19.5
Just occasionally	39.2	37.5	44.4	38.1	36.0	37.7	38.3	41.0
Never	10.0	12.1	11.1	12.3	9.5	10.7	11.1	12.9
<i>N</i>	439	557	27	154	210	215	180	210

All respondents were asked “In the areas you usually drive, how often do you get advance warning about spots where speed cameras or radar are operating by public radio announcements? In any particular day is it? VERY OFTEN, QUITE OFTEN, SOMETIMES, JUST OCCASIONALLY, NEVER?” The details are shown in Table 3.27. Females are more likely than males to respond with very often, quite often and sometimes, with males more likely to respond with just occasionally or never. The oldest group were less likely than all the other groups to respond with very often, quite often and sometimes, and much more likely to respond with never than the other groups.

Table 3.27 Percentage of respondents reporting frequency of hearing public radio announcements warning of speed cameras or radars

	Gender		Age group					
	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Very often	9.1	13.2	14.8	13.5	14.7	13.4	11.1	4.2
Quite often	13.2	17.0	25.9	16.1	18.0	19.9	11.1	9.4
Sometimes	13.6	16.4	25.9	25.2	13.7	14.4	17.2	7.1
Just occasionally	24.9	18.8	14.8	20.0	20.9	22.7	23.3	21.2
Never	38.5	33.9	18.5	25.2	32.2	29.2	36.1	56.6
<i>N</i>	438	556	27	155	210	215	178	209

All respondents were asked, “Do you know of any speed cameras that have been installed to operate in the same place ALL THE TIME?” The percentage of respondents who answered, “Yes” was 46.4; 53.3% answered, “No”; and 0.3% “Don’t know. This indicates that slightly less than half the population know of these locations. The details are given in Table 3.28. A higher percentage of males than females responded that they knew the positions of these cameras. The two youngest groups were most likely to respond yes, with the oldest group the least likely.

Table 3.28 Percentage of respondents reporting awareness of positions of fixed location speed cameras

	Gender			Age group					
	Total	Male	Female	<20	20-29	30-39	40-49	50-59	60+
Yes	46.4	50.1	43.4	51.9	62.6	50.2	41.7	47.8	33.5
No	53.3	49.7	56.3	48.1	37.4	49.3	57.9	51.7	66.5
Don't know	0.3	0.2	0.4	-	-	0.5	0.5	0.6	-
<i>N</i>	998	440	558	27	155	210	215	179	212

Respondents who answered yes were then asked, “Where are these cameras?” Table 3.29 shows the locations respondents gave. Only 41% of the respondents who said that they knew the locations of fixed speed cameras were accurate.

Table 3.29 Percentage of respondents reporting locations of fixed location speed cameras

Location	Total
City Link (tunnels) ¹	28.23
Other on Monash freeway	7.97
Western Ring Road ²	12.72
Geelong Freeway	3.66
Other	45.0
<i>N</i>	464

Note: 1 and 2 were the only locations where fixed location speed cameras were in operation at the time of the 2002 survey

4 SUMMARY AND CONCLUSIONS

In general reported sightings of speed cameras increased between the two surveys. This finding is intuitive as the number of cameras in operation and the hours they were in use increased within a similar time frame. Accompanying this is an attendant improvement in the public's knowledge of logistics and operation of speed cameras for example knowledge that speed cameras operate from different cars, and speed cameras do not operate from a fixed location in all cases.

General awareness of *all* forms of speed enforcement had also improved, and the level of belief that if you speed you will be caught has increased. However there is no accompanying belief that the severity of penalties for speeding offences had changed.

These changes in awareness did appear to be having an effect on reported driving behaviour, with almost half of the population stating that they had decreased their general driving speed in the last two years. In line with this very few respondents reported that they often speed, and there was also a reduction in the numbers who did, between surveys. A further indicator that speeding behaviour has been influenced by increased speed enforcement is that the majority of the respondents (2002 survey only) reported that they accepted a small speed tolerance level.

Despite these changes in reported beliefs and attitudes concerning speeding initiatives they were not accompanied by similar changes in beliefs concerning the road toll. Indeed agreement that speed enforcement helps lower the road toll decreased between 1999 and 2002. This indicates increasing support for the argument that speed enforcement is mainly being used for revenue generation. This is likely to be allied to the increased media attention that this issue received between the two surveys.

Overall it appears that the Police crackdown using various countermeasures is generally acceptable to the majority of respondents as an effective road safety countermeasure. However there are the possible limitations. Self-reports of attitudes and behaviour are always difficult to interpret, as people may be reluctant to admit to undesirable or embarrassing behaviours, such as being booked for speeding. This may lead to people saying what they believe should be said about an issue and not reporting their true beliefs, attitudes or actions.

5 REFERENCES

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APPENDIX 1

1999 TRAFFIC ENFORCEMENT ACTIVITY SURVEY

Hello, my name is _____ and I'm calling from Quadrant Research Services on behalf of the Monash University Accident Research Centre. The Centre is conducting a short survey on some road safety issues. Could I please speak with a driver in the household whose birthday is closest to today's date?

The survey takes around 10 minutes and will involve some questions about your attitudes towards road safety and enforcement issues. No information that could identify any individual participant will be published, and it is not compulsory to participate in this survey. If you do decide to participate but feel uncomfortable about any question, you do not have to answer that question. If you have any concerns or questions about the interview you can contact Warren Harrison at the Accident Research Centre [on 9905 1903]. Would you be willing to take part in the survey?

1. General factors influencing decision-making processes while driving

Following are questions about general factors which influence decision-making processes while driving... Please respond to each statement by saying how strongly you agree with it using a scale from 0 to 10 where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat. You can use any number between 0 and 10.

I daydream or think about other things when driving

I find it easy to have a conversation when driving

I do not have to think consciously about steering the car

I do not have to think consciously about using the accelerator

I do not have to think consciously about using the indicators

I do not have to think consciously about looking out for hazards

I do not have to think consciously about how fast I am driving

I often respond to hazards before I really notice them

I am a safer driver than other people my age

I am a safer driver than most other drivers

I worry about crashing when I am driving

If I have a crash, it is likely to be my fault

I drive within the road rules

2. Specific factors influencing speed choice decisions

Following are questions about specific factors which influence speed choice decisions ... Please respond to each statement by saying how strongly you agree with it using a scale from 0 to 10 where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat. You can use any number between 0 and 10.

I drive more slowly when it's raining

I often check my speed while driving

I become frustrated when people around me are driving too slowly

I am always aware of the speed limit

There isn't much chance of an accident when speeding if I'm careful

Current road conditions influence my speed

Speeding causes accidents

I choose a speed and stick to it

Speeding is wrong

I make conscious decisions to speed up or slow down

I sometimes change my speed without making a conscious decision

I am comfortable driving fast

I slow down at locations where there are sometimes speed cameras

I often drive a little over the speed limit

I often drive 10km/h or more over the speed limit

3. Perceived risk of detection while driving in general

Following are questions about perceived risk of detection while driving... Please respond to each statement by saying how strongly you agree with it using a scale from 0 to 10 where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat. You can use any number between 0 and 10.

The Police catch very few of the people who disobey traffic rules

I see very few Police cars on the road when I drive

If I break the law while driving, I will most likely be caught

Overall, the penalties for breaking the law while driving are severe

4. Perceived risk of detection by all types of speed enforcement

Following are questions about perceived risk of detection for all types of speed enforcement... Please respond to each statement by saying how strongly you agree with it using a scale from 0 to 10 where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat. You can use any number between 0 and 10.

There's not much chance of being caught speeding

The penalties for speeding are not severe at all

I rarely see any Police cars doing speed enforcement

Enforcing the speed limit helps lower the road toll

It's easy to avoid being caught speeding

Speed enforcement only happens during the day

Even if you're caught speeding, you can still avoid being fined

It's hard to know where there is speed enforcement happening

5. Perceived risk of detection by speed camera enforcement only

Following are questions about perceived risk of detection for speed camera enforcement... Please respond to each statement by saying how strongly you agree with it using a scale from 0 to 10 where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat. You can use any number between 0 and 10.

Speed cameras are easy to see

Speed cameras always operate at the same locations

When I see a speed camera I let other drivers know

I think speed cameras would slow people down more effectively if they were in full view

Even if a speed camera catches you, you can still avoid being fined

There's not much chance of being caught speeding by a speed camera

Enforcement with a speed camera only happens during the day

It's hard to predict where there are speed cameras

I rarely see any speed cameras doing speed enforcement

Enforcing the speed limit with speed cameras helps lower the road toll

Speed cameras are usually well hidden

How long have you held your driving licence? (years - months if less than 12 months)

What is the postcode for your household?

Thanks very much for your time and effort. The researchers really appreciate your input.

APPENDIX 2 2002 TELEPHONE SURVEY

Speed Enforcement Activity Survey - Version: 14 th October 2002
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Hello, my name is... from Millward Brown Market Research and I am calling on behalf of the Monash University Accident Research Centre. The Centre is conducting a short survey on speeding issues. Could I please speak with a driver aged 18 years or over in the household whose birthday is closest to today's date?

CHANGE RESPONDENT IF NECESSARY AND REPEAT INTRODUCTION
MAKE APPOINTMENT TO SPEAK TO ELIGIBLE PERSON WITH NEXT BIRTHDAY IF UNAVAILABLE

The survey takes less than 10 minutes and will involve some questions about your attitudes towards speeding and enforcement issues. No information that could identify you will be published and you can choose not to answer a question if you wish. Would you be willing to take part in the survey?
Your number has been randomly selected from the White Pages.

S.1 Can I confirm that you currently hold a current motor vehicle driver's licence?

	CONTINUE - Yes	1
ASK TO SPEAK TO ELIGIBLE RESPONDENT & REPEAT INTRODUCTION	- No	2
	TERMINATE - Don't Know	3
	TERMINATE - Refused	4

S.2 And what is the postcode of your usual place of residence?

Record postcode (4 DIGIT): _____

DP NOTE: ASSIGN RESPONDENT TO RELEVANT POLICE DISTRICT QUOTA.
ONLY ACCEPT VICTORIAN POSTCODES (IE. BEGINNING WITH A "3")
TERMINATE IF A NON-VICTORIAN POSTCODE.

S.3 INTERVIEWER TO AUTORECORD RESPONDENT GENDER

	CHECK QUOTAS	Yes	1
		No	2

S.4 Just to make sure we get a good cross section of people, would you mind telling me your age please? [READ RANGES IF NECESSARY]

	TERMINATE - Under 20 years	1
	20-29	2
	30-39	3
	40-49	4
	50-59	5
	Over 60 years	6
	TERMINATE - Refused	7

Q.1 How long have you been driving? Would that be...? [READ OUT]

Less than 6 months	1
Between 6 months to 1 year	2
1-2 years	3
3-5 years	4
6-10 years	5
Over 10 years	6
DO NOT READ OUT – Don't know / Can't remember	7
DO NOT READ OUT - Refused	8

Q.2 How often do you drive or ride a motor vehicle on the road, assuming an average week? [READ OUT]

Every day of the week	1
4-6 days a week	2
2-3 days a week	3
At least 1 day a week	4
Less than 1 day a week / at least sometimes	5
DO NOT READ OUT – Don't know	6
DO NOT READ OUT – Refused	7

Q.3 In an average week, how many hours would you spend driving? Would that be...? [READ OUT]

Up to 5 hours	1
Between 5-10 hours	2
10-15 hours	3
15-20 hours	4
20-30 hours	5
More than 30 hours	6
DO NOT READ OUT – Don't know	7
DO NOT READ OUT - Refused	8

Q.4 In your opinion, in the LAST 2 YEARS has there been a change in the amount of speed enforcement carried out by Police? Has the amount of speed enforcement INCREASED, STAYED THE SAME or DECREASED?

Increased	1
Stayed the same	2
Decreased	3
DO NOT READ OUT - Have not been driving for 2 years	4
DO NOT READ OUT – Don't know	5
DO NOT READ OUT – Refused	6

Q.5 **How many times have you seen speed cameras being used in the LAST 4 WEEKS?**

Record number: _____

INTERVIEWER NOTE: CONFIRM NUMBER OF TIMES SEEN IN LAST 4 WEEKS

DP NOTE: SET MAXIMUM TO 999

Q.6 **How many times have you seen other types of speed enforcement (such as hand-held lasers or radar guns) in the LAST 4 WEEKS?**

Record number: _____

INTERVIEWER NOTE: CONFIRM NUMBER OF TIMES SEEN IN LAST 4 WEEKS

DP NOTE: SET MAXIMUM TO 999

Q.7A **Have you personally been booked for speeding in the LAST 2 YEARS?**

Yes	1
No	2
DO NOT READ OUT – Don't know	3
DO NOT READ OUT – Refused	4

IF YES AT Q.7A ASK Q.7B OTHERWISE SKIP TO Q.8

Q.7B **Have you personally been booked for speeding in the LAST 6 MONTHS?**

Yes	1
No	2
DO NOT READ OUT – Don't know	3
DO NOT READ OUT – Refused	4

IF YES AT Q.7B ASK Q.7C OTHERWISE SKIP TO Q.8

Q.7C **How was your speed detected? Was it by a...? [READ OUT]
[ACCEPT MULTIPLE RESPONSE]**

Speed camera at the side of the road	1
City Link speed camera	2
Hand-held laser	3
Hand-held radar gun	4
Car-mounted radar gun	5
DO NOT READ OUT – Don't know	6
DO NOT READ OUT - Refused	7

ASK EVERYONE

Q.8 In the LAST 2 YEARS has your driving speed generally...? [READ OUT]

Increased	1
Stayed the same	2
Decreased	3
DO NOT READ OUT - Have not been driving for 2 years	4
DO NOT READ OUT – Don't know	5
DO NOT READ OUT – Refused	6

Q.9 Now thinking about 50 km/h speed zones in RESIDENTIAL areas, how fast do you think people should be allowed to drive without being booked for speeding?

[RECORD HIGHEST EXACT SPEED INDICATED TO NEAREST WHOLE KM]
[CONFIRM SPEED RECORDED WITH RESPONDENT]
[ACCEPT DK OR REFUSED]

Speed allowed: ____ ____ ____

Q.10 Now thinking about 60 km/h speed zones in URBAN areas, how fast do you think people should be allowed to drive without being booked for speeding?

[RECORD HIGHEST EXACT SPEED INDICATED TO NEAREST WHOLE KM]
[CONFIRM SPEED RECORDED WITH RESPONDENT]
[ACCEPT DK OR REFUSED]

Speed allowed: ____ ____ ____

Q.11 Now thinking about 100 km/h speed zones in RURAL areas, how fast do you think people should be allowed to drive without being booked for speeding?

[RECORD HIGHEST EXACT SPEED INDICATED TO NEAREST WHOLE KM]
[CONFIRM SPEED RECORDED WITH RESPONDENT]
[ACCEPT DK OR REFUSED]

Speed allowed: ____ ____ ____

Q.12 In the areas you usually drive, how easy or how difficult is it to pick the spots where speed cameras or radars are likely to be operating? In your opinion is it...? [READ OUT]

- Very easy 1
 - Fairly easy 2
 - Fairly difficult 3
 - Very difficult 4
 - DO NOT READ OUT – Don't know 5**
 - DO NOT READ OUT - Refused 6**
-

Q.13 In the areas you usually drive, how often do you get advance warning about spots where speed cameras or radars are operating by flashing headlights from oncoming vehicles? In any particular day, is it...? [READ OUT]

- Very often 1
 - Quite often 2
 - Sometimes 3
 - Just occasionally 4
 - Never 5
 - DO NOT READ OUT – Don't know 6**
 - DO NOT READ OUT - Refused 7**
-

Q.14 In the areas you usually drive, how often do you get advance warning about spots where speed cameras or radars are operating by public radio announcements? In any particular day, is it...? [READ OUT]

- Very often 1
 - Quite often 2
 - Sometimes 3
 - Just occasionally 4
 - Never 5
 - DO NOT READ OUT – Don't know 6**
 - DO NOT READ OUT - Refused 7**
-

Q.15 I am going to read a list of statements about SPEED ISSUES. Please say how strongly you agree with each statement using a scale from 0 to 10, where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat.

**So on a scale of 0 to 10, where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat, how strongly do you agree with...?
[READ OUT STATEMENT] [RANDOMISE ORDER OF STATEMENTS]**

		Agree Somewhat										DK	Ref	
		Do not agree at all												Agree very strongly
A.	The penalties for speeding are not severe at all	0	1	2	3	4	5	6	7	8	9	10	11	12
B.	Lowering the number of kilometres you can travel over the speed limit before being booked for speeding will improve road safety	0	1	2	3	4	5	6	7	8	9	10	11	12
C.	I often drive 10km/h or more over the speed limit	0	1	2	3	4	5	6	7	8	9	10	11	12
D.	I often drive between 5-10km/h over the speed limit	0	1	2	3	4	5	6	7	8	9	10	11	12
E.	There's not much chance of being caught speeding	0	1	2	3	4	5	6	7	8	9	10	11	12
F.	I rarely see ANY speed enforcement	0	1	2	3	4	5	6	7	8	9	10	11	12
G.	I rarely see any speed enforcement in 50km/h speed zones	0	1	2	3	4	5	6	7	8	9	10	11	12
H.	Enforcing the speed limit helps lower the road toll	0	1	2	3	4	5	6	7	8	9	10	11	12
I.	It's hard to know where there is speed enforcement happening	0	1	2	3	4	5	6	7	8	9	10	11	12
J.	Fines for speeding are mainly intended to raise revenue	0	1	2	3	4	5	6	7	8	9	10	11	12
K.	I think it is okay to exceed the speed limit if you are driving safely	0	1	2	3	4	5	6	7	8	9	10	11	12
L.	An accident at 60 km/h will be a lot more severe than an accident at 50 km/h	0	1	2	3	4	5	6	7	8	9	10	11	12

Q.16 I am going to read a list of statements about ROADSIDE SPEED CAMERAS; that is, cameras that operate from a vehicle parked by the side of the road. Please say how strongly you agree with each statement using a scale from 0 to 10, where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat.

**So on a scale of 0 to 10, where 0 means you do not agree at all, 10 means you agree very strongly, and 5 means you agree somewhat, how strongly do you agree with...?
[READ OUT STATEMENT] [RANDOMISE ORDER OF STATEMENTS]**

		Agree Somewhat										DK	Ref	
		Do not agree at all												Agree very strongly
A.	Speed cameras are easy to see	0	1	2	3	4	5	6	7	8	9	10	11	12
B.	Speed cameras always operate at the same locations	0	1	2	3	4	5	6	7	8	9	10	11	12
C.	There's not much chance of being caught speeding by a speed camera	0	1	2	3	4	5	6	7	8	9	10	11	12
D.	Enforcement with a speed camera only happens during the day	0	1	2	3	4	5	6	7	8	9	10	11	12
E.	I rarely see speed cameras doing speed enforcement	0	1	2	3	4	5	6	7	8	9	10	11	12
F.	Speed cameras are often used from different types of cars	0	1	2	3	4	5	6	7	8	9	10	11	12
G.	Speed cameras always use a flash	0	1	2	3	4	5	6	7	8	9	10	11	12
H.	Enforcing the speed limit with speed cameras helps lower the road toll	0	1	2	3	4	5	6	7	8	9	10	11	12

Q.17A **Do you know of any speed cameras that have been installed to operate in the same place ALL THE TIME?**

Yes	1
No	2
DO NOT READ OUT – Don't know	3
DO NOT READ OUT – Refused	4

IF YES AT Q.17A ASK Q.17B OTHERWISE SKIP TO Q.18

Q.17B **Where are these cameras?**
[DO NOT READ OUT]
[ACCEPT MULTIPLE RESPONSE]

City Link (tunnels)	1
Other location on Monash freeway	2
Western Ring Road	3
Melbourne/Geelong Road – Geelong Freeway	4
Other	5
DO NOT READ OUT – Don't know	6
DO NOT READ OUT – Refused	7

ASK EVERYONE

Q.18 **How do you feel about lowering the speed limit in RESIDENTIAL AREAS to 50 km/h? Do you...? [READ OUT]**

Approve strongly	1
Approve somewhat	2
Not care either way	3
Disapprove somewhat	4
Disapprove strongly	5
DO NOT READ OUT – Don't know	6
DO NOT READ OUT – Refused	7

Q.19 **How do you feel about lowering the number of kilometres you can travel over the speed limit before being booked for speeding? Do you...? [READ OUT]**

Approve strongly	1
Approve somewhat	2
Not care either way	3
Disapprove somewhat	4
Disapprove strongly	5
DO NOT READ OUT – Don't know	6
DO NOT READ OUT – Refused	7

This concludes the survey. On behalf of the Monash University Accident Research Centre, thank you very much for taking part in this survey. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes. If you have any concerns about the interview you can contact the Monash Uni Ethics Committee on 9905-2052 and quote project number 99/384.

As part of our quality control procedures, someone from Millward Brown may re-contact you to ask you some short questions to validate that this interview actually took place.

Can I please have your permission to re-contact you if necessary?

YES	1
NO	2

IF AGREE TO BE RECONTACTED

May I please have your NAME? RECORD NAME FOR VALIDATION.

NAME: _____

IF YES TO BE RECONTACTED

Once the validation period has finished, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for that period your name and contact details will remain with your survey responses, which will be approximately 3 months. During this time you will be able to contact us to request you have access to your information.

SAY TO ALL

Thank you very much for your help.

IF QUERIED ABOUT BONA FIDES OF RESEARCH SAY:

Please be assured this is genuine market research. If you have any queries, you can call my supervisor at Millward brown on (02) 9927-0125 or call the market research society's free survey line on 1300 364 830.

THANK YOU VERY MUCH FOR YOUR HELP. AS I SAID, I AM FROM MILLWARD BROWN MARKET RESEARCH. IF YOU WOULD LIKE TO CHECK THE BONA FIDES OF THIS COMPANY, PLEASE CALL OUR COMPANY ON (02) 9927-0125 DURING OFFICE HOURS.

I certify this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR code of conduct. I also agree to hold in confidence and not disclose to any other person the content of this questionnaire or any other information relating to this project.

END OF INTERVIEW