

**SPEED BEHAVIOURS OF HEAVY
VEHICLE DRIVERS - A NATIONAL
STUDY**

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National Transport Commission

**Prepared by
AMR Interactive**

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Speed Behaviours of Heavy Vehicle Drivers: A National Study

Report Prepared by: **AMR Interactive**

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Abstract:	In this study, knowledge, attitudes, beliefs and reported behaviour of 619 heavy vehicle drivers were assessed on the topic of speeding. The main objective of the research was to evaluate motives of heavy vehicle drivers to speed and to inform possible strategies to address heavy vehicle speeding. The study found that the most important factors associated with risk taking were attitudes about the acceptability of speeding. A number of issues were raised about development of potential strategies to address speeding heavy vehicles, including general attitudes; situational triggers of speeding; promotion of enforcement activity, understanding of new technology and knowledge of penalties; and addressing pressures to speed to meet deadlines, including encouraging companies to implement anti-speeding policies.
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FOREWORD

The National Transport Commission (NTC) is a body established under an inter-governmental agreement with a charter to develop, monitor, and maintain uniform or nationally consistent regulatory and operational reforms relating to road transport, rail transport, and inter-modal transport. The NTC is funded jointly by the Australian Government, States and Territories.

Heavy vehicle speeding has been an issue for the road transport industry for many years, primarily from a road safety perspective.

The National Heavy Vehicle Safety Strategy (NHVSS) 2003-2010, which was approved by the Australian Transport Council (ATC), has the commitment of the Commonwealth, State and Territory Governments. The aim of the NHVSS is to achieve reduced fatalities and injuries where a heavy vehicle is involved.

As part of the commitment to the NHVSS, the National Transport Commission (NTC) has undertaken a review of regulatory approaches to heavy vehicle speed compliance. The NTC has produced a discussion paper examining the current regulatory arrangements in place for heavy vehicle speed compliance, and putting forward a range of options that could be considered in developing the measures and ensure better speed compliance.

As part of the regulatory review project, the NTC commissioned AMR Interactive in 2005 to conduct a heavy vehicle driver speed study, to evaluate motives of heavy vehicle drivers to speed. The study built on an earlier survey that had been conducted by the NSW Roads and Traffic Authority in NSW only. This report provides a national perspective on the motives for speeding.

The results of the study will help inform the development of regulatory approaches to increase heavy vehicle speed compliance project. The release of this document is to make this information widely available to stakeholders and interested persons.

The NTC welcomes stakeholder input into the review of regulatory approaches to increase heavy vehicle speed compliance project. Further information about this project is available on NTC's website (www.ntc.gov.au).

The NTC wishes to thank the NSW Roads and Traffic Authority for allowing use of the questionnaire and results from its survey of heavy vehicle drivers conducted in 2005.

Michael Deegan
Chairman

SUMMARY

The National Transport Commission (NTC) commissioned AMR Interactive to undertake a survey of heavy vehicle drivers to better understand the motives for speeding. This research builds on previous work conducted in New South Wales for the Roads and Traffic Authority.

The report analyses the results of 619 face to face surveys of (mostly) long haul truck drivers. The surveys took place at stops/terminals located near metropolitan centres in five States (Queensland, New South Wales, Victoria, South Australia and Western Australia). The survey questions covered topics including:

- driver and trip profile, including demographics;
- reported willingness to speed in different situations, and speeding behaviour;
- reasons why truck drivers speed;
- company activity in discouraging speeding and checking vehicle management systems, and consequences if found to be speeding;
- importance of consequences and situations in influencing compliance with speed limits;
- likelihood of different countermeasures to deter speeding;
- knowledge of penalties for different degrees of speeding offences; and
- experience of enforcement activity and perceived chances of being detected exceeding the speed limit.

Key Findings

Speed Behaviour

A quarter of drivers reported that they frequently experience pressure to drive over the speed limit to meet deadlines on at least some trips. This tended to be more likely to be reported by drivers aged under 50 years. The level of pressure had some relationship with the level of driver input into setting schedules for trips.

‘Pressure to make deadlines’ was by far the most common reason raised in the survey as to why truck drivers speed, by two-thirds of drivers. A much smaller proportion nominated a reason more associated with the driver’s choice to speed.

One in five reported having been booked for speeding in the last 12 months, a relatively high incidence. However, a third of drivers agreed that an experienced truck driver could drive up to 10 km/h over the limit, and one in ten would be willing to drive more than 10 km/h over the limit in a number of situations.

As many as 20% of drivers in the survey reported that they were speeding on at least half of their trips even though the vehicle was supposed to be speed limited.

Motives to Speed

The following table summarises motives to speed:

Motivation	Survey results
• To keep up with the general flow of traffic	• 47% would consider up to 10 km/h over • 10% would consider more than 10 km/h over
• Where you feel the speed limit is inappropriate	• 37% would consider up to 10 km/h over • 10% would consider more than 10 km/h over
• In light traffic conditions, when there aren't many cars around	• 31% would consider up to 10 km/h over • 8% would consider more than 10 km/h over
• If you feel the risk of getting caught by the police is low	• 29% would consider up to 10 km/h over • 8% would consider more than 10 km/h over

Situations in which drivers were more likely to consider speeding include a mix of:

- work situations – running late, finish a trip early, stopped to rest and need to catch up;
- external conditions influencing interpretations of risk – light traffic, inappropriateness of limits, risk of crashing, risk of getting caught; and
- behaviour of other road users – keep up with traffic flow.

This profile highlights the range of ‘triggers’ to speed that need to be addressed to ensure that drivers comply with speed limits.

Role of the Company

The role of companies in monitoring behaviour and promoting safe behaviour was found to be an effective way to influence the speed behaviour of drivers. It was found that drivers who reported that their company frequently promoted ‘you should not speed’ were the most likely to consider that a company policy against speeding would definitely discourage them from speeding. In the survey, only about half of drivers working for a company reported that their company at least sometimes promoted to drivers that ‘you should not speed’. A similar, proportion, however, promoted to drivers that ‘you must be on time for your deliveries’.

Other Deterrents

Drivers were asked about the current deterrents which were likely to discourage them from speeding. Loss of demerit points leading to loss of licence was the consequence of most concern to drivers in the survey. Detailed knowledge of penalties, however, was low.

Of the forms of deterrents presented to drivers in the survey, ‘on-road police enforcement’ was reported to have the most impact on attitudes and behaviour, as measured by being ‘very likely’ to discourage drivers from going over the limit. The ‘Three Strikes’ scheme had only marginally lower impact. Stationary speed cameras, including fixed speed cameras by the roadside and point-to-point cameras all had relatively lower levels of impact, although over two-thirds of drivers still considered these countermeasures ‘very likely’ to deter them.

Role of Advertising

While advertising campaigns have a clearly established role in marketing and communication, there is a group of drivers who do not see such activity as credible, and are not receptive to the messages. Measuring the effectiveness of advertising cannot rely on drivers' self-reported judgement. If, however, some drivers are predisposed to pay little attention to advertising, or attribute little credibility to advertising, then the effectiveness of the advertising will certainly be diminished for these drivers.

Perceptions about the risk of crashing is one potential area that could be addressed by advertising. Over three-quarters of the drivers in the survey nominated that the risk of crashing was 'very important' in influencing decision to keep to the speed limit. While this may in part be a 'socially desirable' response, it does suggest that there is scope to build on this concern in challenging beliefs about situations and conditions in which drivers consider it safe to speed.

Driver Segments

The segmentation analysis showed that it is possible to divide drivers into distinguishable risk segments, based primarily on attitudinal and behavioural measures. Discriminating on risk by driver profile variables was more limited. The large majority of drivers in the survey were exclusively long haul, and were company drivers, which limits segmenting on risk with these variables.

The profile variable of most use is age – drivers aged under 40 years measured higher on the risk measures, and made up half of the highest risk segment.

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1. INTRODUCTION

1.1 Background

The National Transport Commission (NTC) is undertaking a regulatory review of heavy vehicle speeding. The NTC seeks to undertake a survey of heavy vehicle drivers to help inform possible strategies to address heavy vehicle speeding.

1.2 Objectives of the Research

The purpose of the study was to evaluate motives of heavy vehicle drivers to speed, building on research conducted in NSW (for the NSW Roads and Traffic Authority) to give a national perspective.

2. METHOD

2.1 Survey of Drivers

The focus of the survey was on long haul drivers, but allowing for representation of short haul drivers for comparison. Truck stops/terminals located near metropolitan centres in five states were selected to access drivers (Table 1).

Drivers were interviewed using a face-to-face method in rest areas and restaurant areas within each truck stop. Drivers were required to be driving a truck of at least 4.5 tonnes gross vehicle mass (GVM).

A sample of 119 drivers had been interviewed in the initial survey in NSW using this method. Further interviews with 500 drivers were conducted for the NTC across the additional locations, to reflect a broad distribution of freight being transported (outside NSW).

Table 1. Summary of Locations of Interviews and Sample Sizes

State	Locations	Sample size
NSW	BP Truck Stop, Yagoona Southern Cross Terminal, Chipping Norton	119
Victoria	BP Truck Stop, Somerton BP Truck Stop, Footscray	189
Queensland	BP Truck Stop, Archerfield	151
South Australia	BP Service Station, Wingfield	90
Western Australia	Ginger's Gull Roadhouse	70
TOTAL		619

Interviews were conducted over a range of days and times of days, during daylight hours, to get a reasonable distribution of different types of drivers. Drivers were each paid a \$20 gratuity for taking part in the research.

The results for the initial RTA survey and the subsequent NTC survey were combined for analysis.

The locations and sample sizes for the survey are summarised in Table 1.

2.2 Questionnaire

The questionnaire used in the survey for the NTC was based primarily on that used the survey in NSW. A few modifications were made around countermeasures that had been specific to NSW, and questions were added on the use of cruise control, and is contained in Appendix A. The questions covered included:

- driver and trip profile, including demographics;
- reported willingness to speed in different situations, and speeding behaviour;
- unprompted reasons why truck drivers speed and other comments on the area;
- company activity in discouraging speeding and checking vehicle management systems, and consequences if found to be speeding;
- importance of consequences and situations in influencing compliance with speed limits;
- likelihood of different countermeasures to deter speeding, including specific heavy vehicle enforcement, company policy, and advertising campaigns;
- level of agreement with attitude statements about speeding;
- knowledge of penalties for different degrees of speeding offences; and
- experience of enforcement activity and perceived chances of being detected exceeding the speed limit.

2.3 Analysis

2.3.1 Reading the Results

In reading the results of the survey, it is important to note that each result is not a precise figure but an estimate based on a sample of drivers.

As a guide to the level of precision of the results, the following table shows the ‘maximum error range’ about a percentage result from a random sample of a given size, based on a 95% confidence (Table 2). This error in the estimation is greatest for a survey result of 50%.

2.3.2 General Results and Group Comparisons

The main body of the Results Section summarises the findings for each question. Comparisons have been made between different categories of drivers, based on a number of groupings. These are summarised in Table 2, along with the sample sizes in the survey, the corresponding maximum 95% confidence interval.

The definition of short and long haul drivers was based on the proportion of their trips which are more than 100 km from their driver base. A cut off of 10% of trips was used to define short haul drivers.

Table 2. Main Categories of Drivers Used for Comparisons in the Analysis, Including Sample Size and Maximum 95% Confidence Interval

Grouping	Categories	Sample size	% of sample	Confidence interval
Total		619	100%	±4%
Trips more than 100km from their driver base	Short haul: 0-10%	109	18%	±9%
	Long haul: 11-99%	107	17%	±10%
	Long haul (exclusively): 100%	403	65%	±5%
Size of usual vehicle (GVM)	4.5 to under 42 tonnes	119	19%	±9%
	42 to 46 tonnes [96% prime mover/trailer]	228	37%	±7%
	Over 46 tonnes [83% B-double/Road train]	272	44%	±6%
Employment of driver	Owner driver (not working for a company)	89	14%	±11%
	Owner driver working for a company	75	12%	±12%
	Company driver	436	70%	±5%
	Other descriptions given	19	3%	—
Age of driver	Up to 39 years	223	36%	±7%
	40-49 years	209	34%	±7%
	50 years and over	187	30%	±7%

2.3.3 Statistical Tests of Differences

Chi-square tests have been used to compare differences among the groups of drivers. Statistically significant differences within each grouping have been highlighted by:

- a symbol above the grouping measure (*) in charts; or
- by bolding higher results in tables (24).

Results have been reported at a statistical significance level of .05.

2.3.4 Assessing Relationships Between Speeding, Attitudes and Driver Profile

Additional analysis (factor analysis, multiple regression analysis) was conducted to assess relationships between reported behaviour, attitudes and the profile of drivers. The objectives of this analysis were to:

- assess characteristics of speeding behaviour;
- assess underlying motivators of speeding behaviour; and
- identify groupings of drivers based on the above characteristics and motivators.

3. RESULTS

3.1 General Profile of Drivers

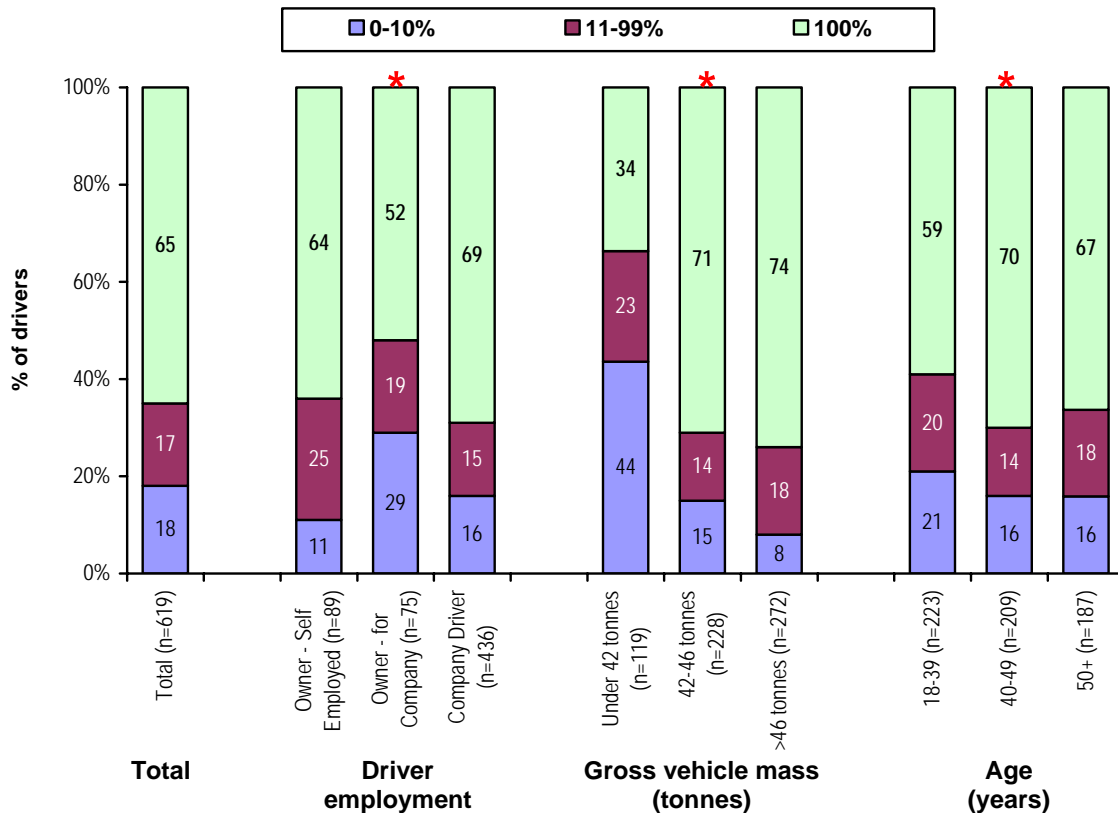
3.1.1 Short and Long Haul Drivers

Two-thirds (65%) of the drivers in the survey reported that all their trips were of greater than 100 km from their driver base (Figure 1). About a fifth (18%) were considered short haul drivers, with no more than 10% of their trips of this radius.

The results showed that:

- owner drivers working for a company were more likely than other drivers to be short haul (29% vs. 11-16% in the other employment groups);
- drivers of lighter trucks (under 42 tonnes GVM) were much more likely than drivers of heavier trucks to be short haul (44% vs. 8-15% in the heavier groups); and
- drivers aged under 40 years were marginally the least likely to drive all the time on trips more than 100 km from their base (59% vs. 67-70% in the older groups).

Figure 1. Percentage of Trips Greater than 100km from the Driver Base



* Statistically significant difference between groups ($p < .05$).

3.1.2 Hours Worked

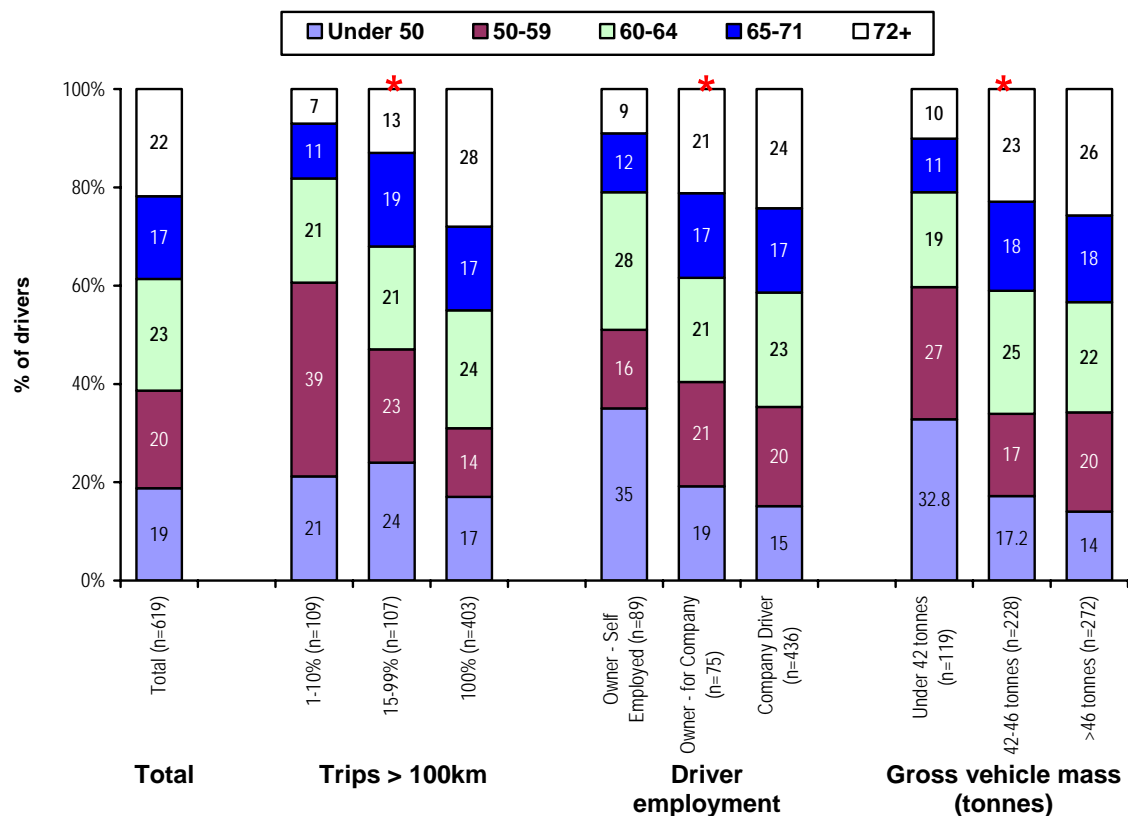
There were also substantial differences between the different categories of drivers in the number of hours worked each week (Figure 2).

Overall, nearly two-thirds (62%) of drivers in the survey reported driving for at least 50 hours a week, including over a third (39%) reporting at least 65 hours.

The number of hours worked increased substantially with the incidence of long haul driving. The results showed that:

- only about one fifth (18%) of short haul drivers (0-10% of trips >100 km radius) reported driving at least 65 hours in the last week, compared with nearly half (45%) of drivers who were exclusively long haul (100% of trips >100 km radius);
- self employed owner drivers drove fewer hours on average, with only a fifth (21%) reporting at least 65 hours, compared with 38% of owner drivers working for a company and 41% of company drivers; and
- drivers of lighter trucks (up to 42 tonnes) drove fewer hours on average, consistent with lighter trucks being less likely to be driven on long haul trips.

Figure 2. Hours Worked Each Week



* Statistically significant difference between groups (p < .05).

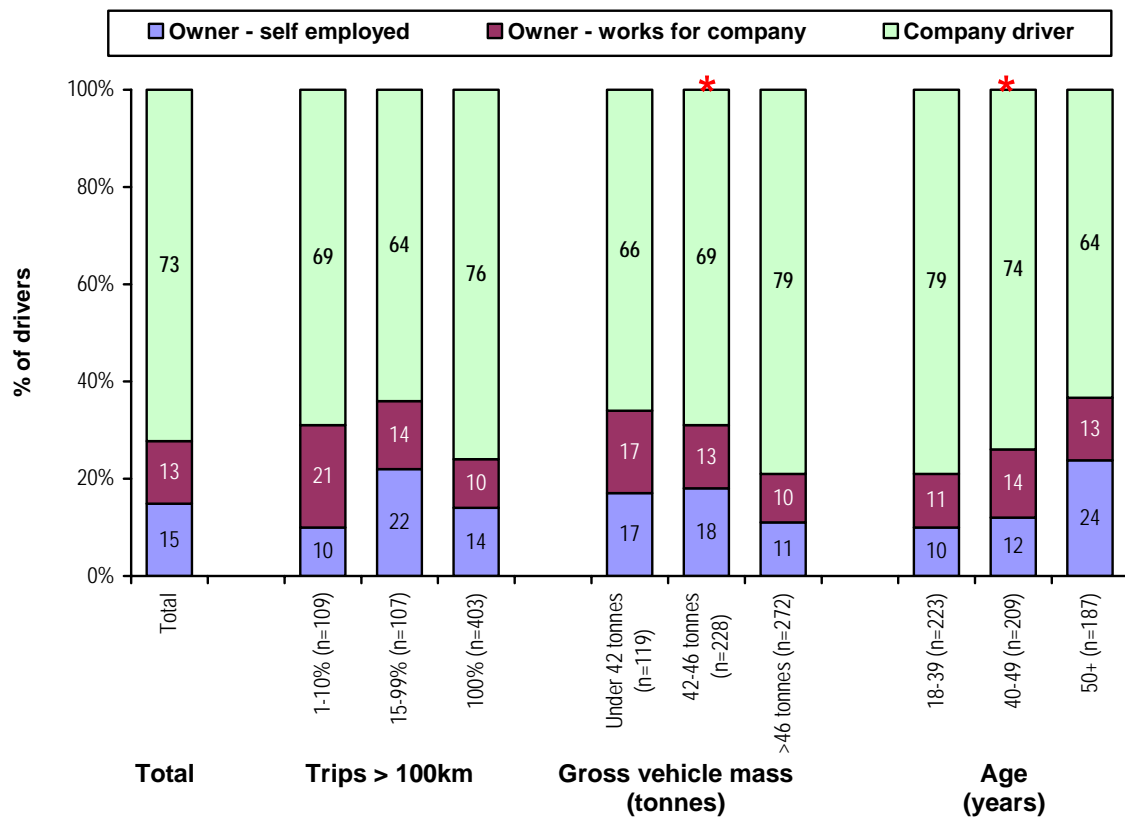
3.1.3 Employment of Driver

About three-quarters (73%) of drivers in the survey were ‘company drivers’ (Figure 3). Owner drivers were split between those who were self employed (15%) and working for a company (13%). So, in total, 86% of the drives worked for a company.

The incidence of owner drivers:

- was lower among drivers of trucks of more than 46 tonnes GVM (21% vs. 31-34% in the two owner driver groups); and
- increased with age, from 21% of drivers aged under 40 years and 26% of drivers aged 40-59 years, to 37% of drivers aged 50 years and over.

Figure 3. Employment of Driver



* Statistically significant difference between groups ($p < .05$).

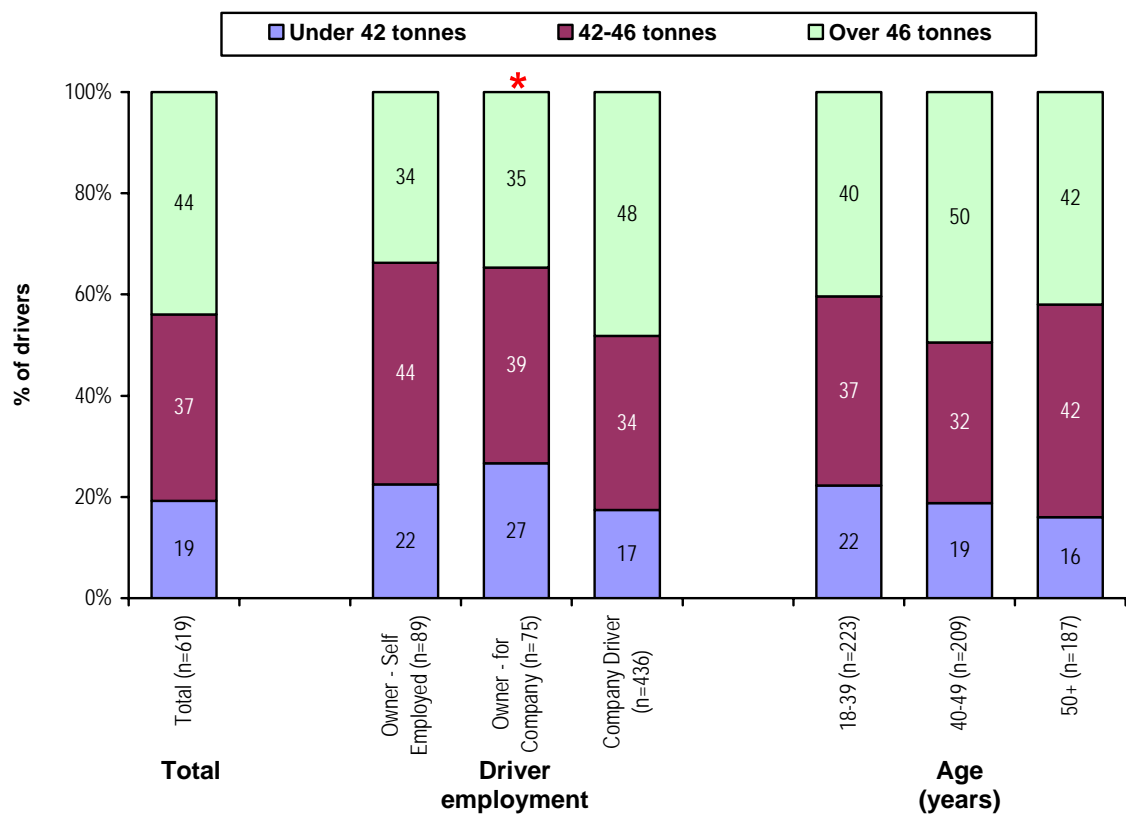
3.1.4 Size of Vehicle Usually Driven

About half (45%) of drivers in the survey usually drove a vehicle of at least 42 tonnes GVM (Figure 5). A relatively small proportion (16%) drove a vehicle of up to 12 tonnes GVM.

The incidence of vehicles of at least 42 tonnes GVM was:

- much higher among long haul drivers (60%) compared with short haul drivers (25%); and
- highest among non-owner drivers (50%) and lowest among owner drivers not working for a company (31%).

Figure 4. Gross Vehicle Mass of Usual Vehicle Driven



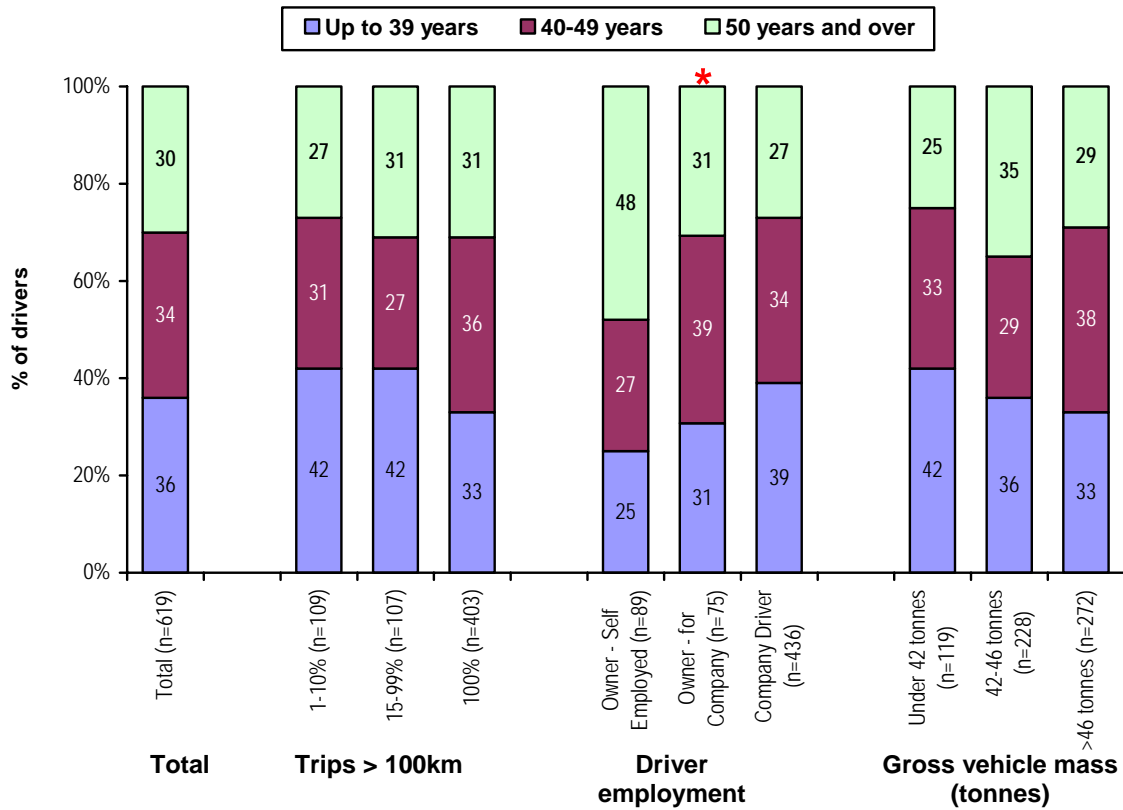
* Statistically significant difference between groups.

3.1.5 Age of Driver

The sample of drivers was broadly split between those aged up to 39 years (36%), those aged 40-49 years (34%) and those aged 50 years and over (34%) (Figure 5).

The main difference between the driver groupings was for self employed owner drivers to be older than other drivers, with about half (48%) being aged 50 years and over, compared with 27-31% in the company driver groups.

Figure 5. Age of Driver



* Statistically significant difference between groups ($p < .05$).

3.2 Characteristics of Trips

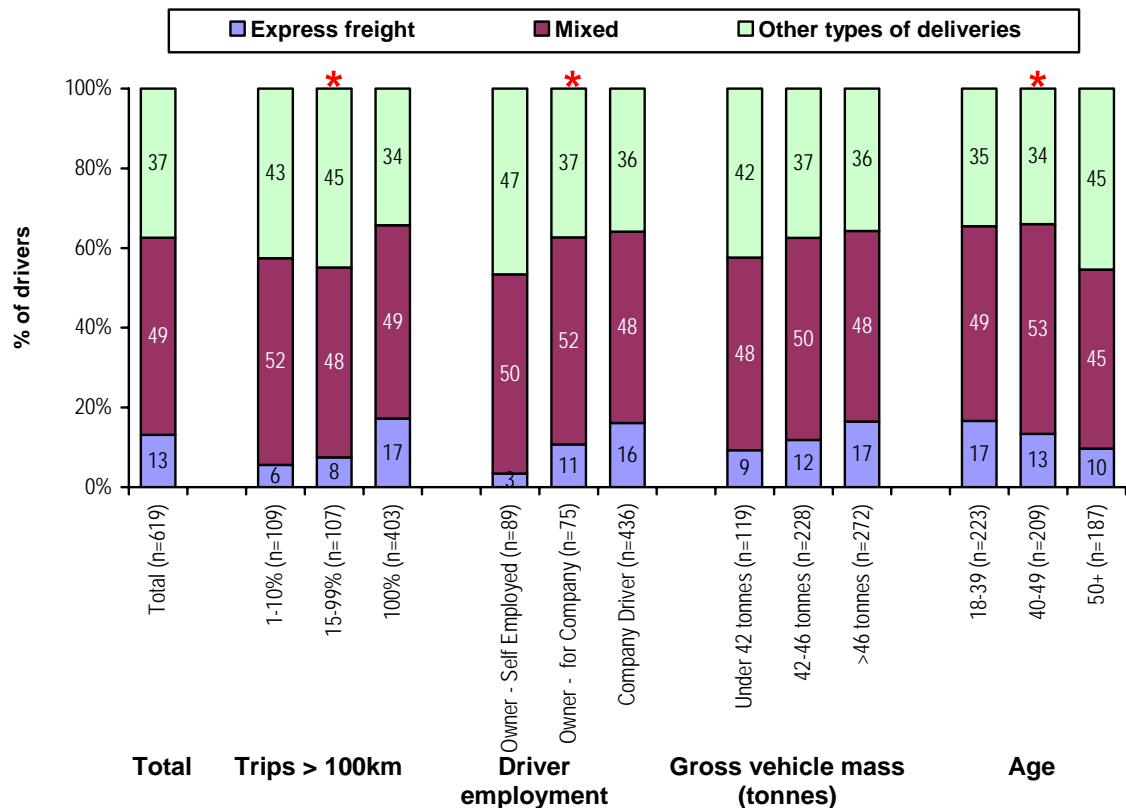
3.2.1 Express Freight Deliveries

Only a small percentage of drivers (13%) conducted express freight deliveries exclusively (Figure 6). In total, about two-thirds (63%) of drivers conducted at least some express freight deliveries.

Conducting at least some express freight deliveries was:

- much higher among exclusively long haul drivers (66%) compared with other drivers (44%);
- lower among self employed owner drivers (53%) compared with drivers working for a company (63%);
- less common among drivers aged 50 years and over (55%) compared with the younger drivers (65%).

Figure 6. Carrying Express Freight



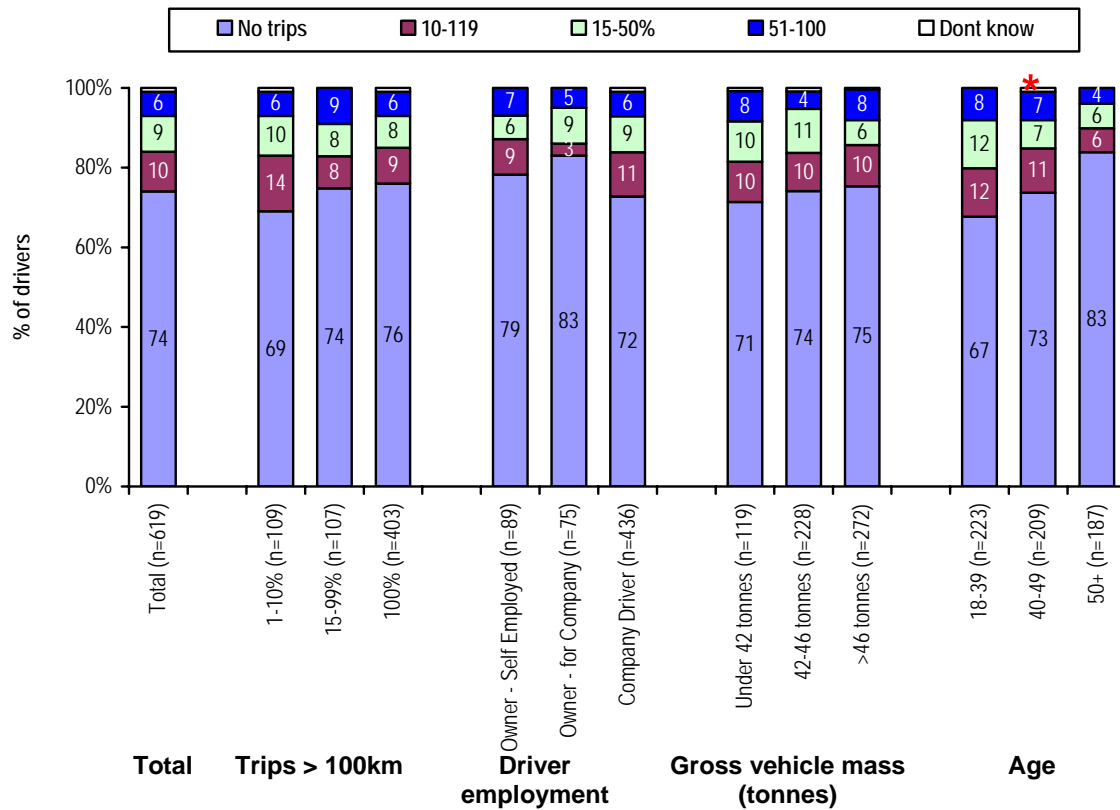
* Statistically significant difference between groups ($p < .05$).

3.2.2 Feeling Pressure to Speed

Three-quarters of drivers (74%) said that they never felt pressure to drive over the speed limit because they had to meet a deadline (Figure 7). A small proportion of drivers (6%), however, reported feeling pressure on more than half their trips.

Never feeling pressure to drive over the speed limit to meet deadlines was more likely to be reported by drivers aged 50 years and over (83%) than drivers aged up to 39 years (67%) or 40-49 years (73%).

Figure 7. Incidence of Trips in Which there is Pressure to Speed to Meet Deadlines



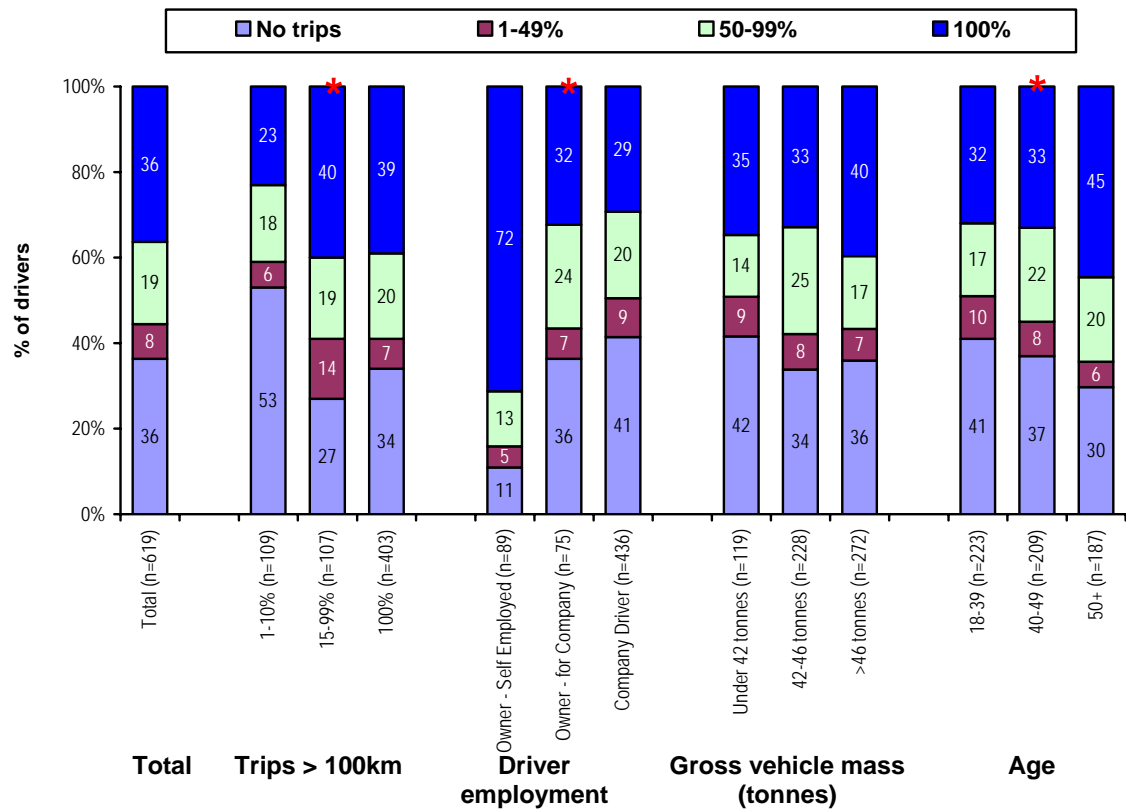
* Statistically significant difference between groups ($p < .05$).

3.2.3 Input into Trip Schedules and Delivery Times

A third (36%) of drivers surveyed never had input into their trip schedules and delivery times, while a similar proportion (36%) always had input (Figure 8).

- Short haul drivers were likely to have input into schedules/times, with 23% reporting input for all trips compared with 39% of other drivers.
- Drivers aged 50 years and over were more likely than younger drives to report having input for all trips (45% vs. 33%).
- The most prominent relationship with input into schedules was with the type of employment of the driver. Self employed owner drivers were by far the most likely to have input for all trips compared with the two groups of drivers working for a company (72% v 29-32%).

Figure 8. Incidence of Input to Determining Schedules and Delivery Times



* Statistically significant difference between groups ($p < .05$).

3.3 General Comments on Speeding

3.3.1 Speeding as an Issue

As an introductory question to the topic of speeding, drivers were asked what they thought were the reasons that truck drivers go over the speed limit.

The most common response, by about two-thirds (62%) of drivers, was ‘pressure to make deadlines’ or ‘pressure from boss’ (Figure 11). In total, three-quarters (73%) of drivers nominated a reason associated with work, including ‘to earn enough money’ (5%) and ‘to get home/get job over’ (6%).

‘Pressure to meet deadlines’ was marginally more likely to be given by short haul drivers (72%), although it was still nominated by 59% of exclusively long haul drivers; and, consistent with the trend with short/long haul drivers, by drivers of lighter trucks (up to 42 tonnes – 71% compared 60% of drivers of heavier trucks).

Drivers of trucks of at least 42 tonnes GVM tended to be more likely to nominate some risk taking or situational reasons, including ‘on hills’ (7%), ‘overtake traffic’ (6%), and ‘counter boredom’ (7%).

A small proportion of drivers blamed other drivers — ‘they are idiots’ (7%), or ‘some think they are cowboys’ (5%).

Table 3. Incidence of Self Reported Reasons Why Truck Drivers Go Over the Speed Limit

Note: Respondents could give more than one reason, so columns may add up to >100%

Reasons for speeding	Total (n=619) %	Trips >100km			GVM of usual vehicle		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %
Pressure to make deadlines/pressure from boss	62	72	63	59	71	57	62
To get home/get job over with	8	7	7	8	8	9	6
To earn enough money	5	8	4	4	4	4	5
They are idiots/stupid	7	5	7	8	4	9	8
Some truckers think they're cowboys	5	6	8	5	6	5	6
New truck drivers are at fault	1	3	0	0	2	0	1
To counter boredom/boredom causes fatigue	6	3	9	7	4	8	6
Problems maintaining speed limit on hills	6	1	4	8	0	7	7
To overtake other traffic	5	1	4	6	2	6	6
Should raise speed limit	4	1	4	4	3	5	3
We don't speed	5	4	2	6	3	3	7
Nothing	4	3	6	4	4	4	4

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$)

3.3.2 Perception of the Amount Over the Limit Truck Drivers Think They Can Drive Without Getting Caught

Drivers were asked whether there was some amount over the speed limit that truck drivers thought they could drive without getting caught.

Over a quarter (29%) of drivers did not think there was an amount over the limit truck drivers think they can drive without getting caught, or that they 'stick to the limit', and a further 4% did not know (Table 4).

About a quarter (23%) of drivers considered this amount was 5 km/h; a further quarter (25%) considered it was 10 km/h; and a further 4% considered the amount was even higher. This gave a total of half (52%) of drivers considering the amount was at least 5 km/h over.

There was little difference between the different groups of drivers on perceptions of this level.

Table 4. Perception of the Amount Over the Limit Truck Drivers Think They Can Drive Without Getting Caught

Note: Results have been referenced to a speed limit of 100 km/h for categorising.

Amount	Total (n=619) %
None/nothing	26
They stick to limit/have limiters installed in truck	3
Under 5 km/h over the limit	10
5 km/h over the limit	23
10 km/h over the limit	25
20 km/h over the limit	3
30 km/h over the limit	1
Some drivers think they can get away with speeding	3
They speed/go over	0
Depends on road conditions	2
Don't know / other	4

3.4 Agreement with Statements About Speeding

Drivers rated their level of agreement with a number of general statements about speeding.

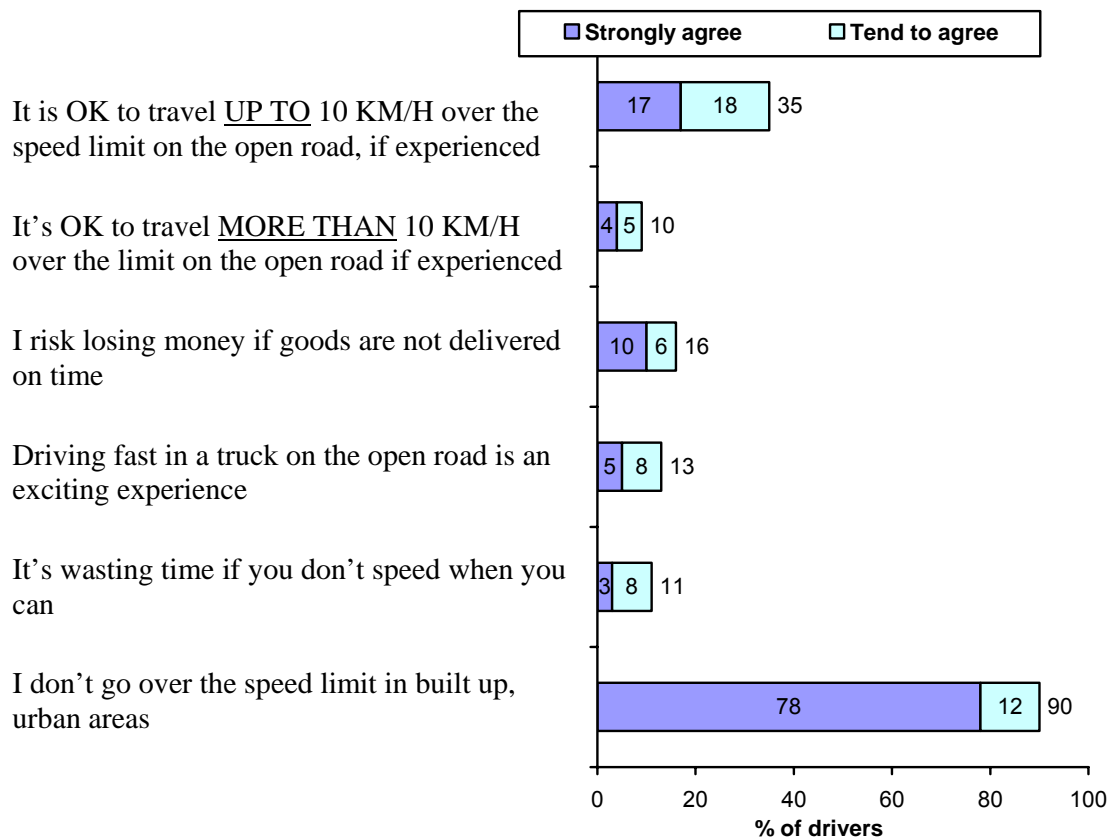
Of the negatively worded statements, the most agreed with statement was in regard to the acceptability to drive ‘up to 10 km/h over the speed limit on the open road if you are an experienced truck driver’, by about a third of drivers (35%) (Figure 9).

Agreement with driving ‘more than 10 km/h over the limit’ was lower (10%).

Small minorities of drivers agreed to each of the other negative statements including one in six to ‘I risk losing money if goods are not delivered on time’ (16%).

The statement ‘I don’t go over the speed limit in built up/urban areas’ was agreed with by the large majority of drivers (90%), including three-quarters (78%) strongly agreeing.

Figure 9. Level of Agreement with General Attitudinal Statements About Speeding



There was little difference in the level of agreement between the different driver groups (Table 5). Drivers that were exclusively long haul tended to be more likely than short haul drivers in particular to agree that 'It's OK to travel up to 10 km/h over the limit' (38% vs. 26%).

The main difference that was confirmed was for drivers 18-39 years to be more likely than younger drivers to agree that 'Driving fast in a truck on the open road is exciting', although agreement was still relatively low in this group (17%).

Table 5. Level of Agreement with General Attitudinal Statements About Speeding, by Driver Groups

Statement	Total (n=619) %	Trips > 100km			GVM of usual vehicle			Age group (years)		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %	18-39 (n=223) %	40-49 (n=209) %	50+ (n=187) %
It's OK to travel UP TO 10 KM/H over the speed limit on the open road, if you are an experienced truck driver [AGREE]	35	26	34	38	29	40	34	35	40	30
It's OK to travel MORE THAN 10 KM/H over the limit on the open road if you are an experienced truck driver [AGREE]	10	9	12	9	11	11	8	13	9	7
I risk losing money if goods are not delivered on time [AGREE]	16	22	18	14	22	14	15	18	17	13
Driving fast in a truck on the open road is an exciting experience [AGREE]	13	17	10	12	12	17	9	17	13	7
Its wasting time if you don't speed when you can [AGREE]	11	6	10	12	10	11	11	11	11	10
I don't go over the speed limit in built up, urban areas [DISAGREE]	8	11	7	7	11	7	7	9	8	8

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

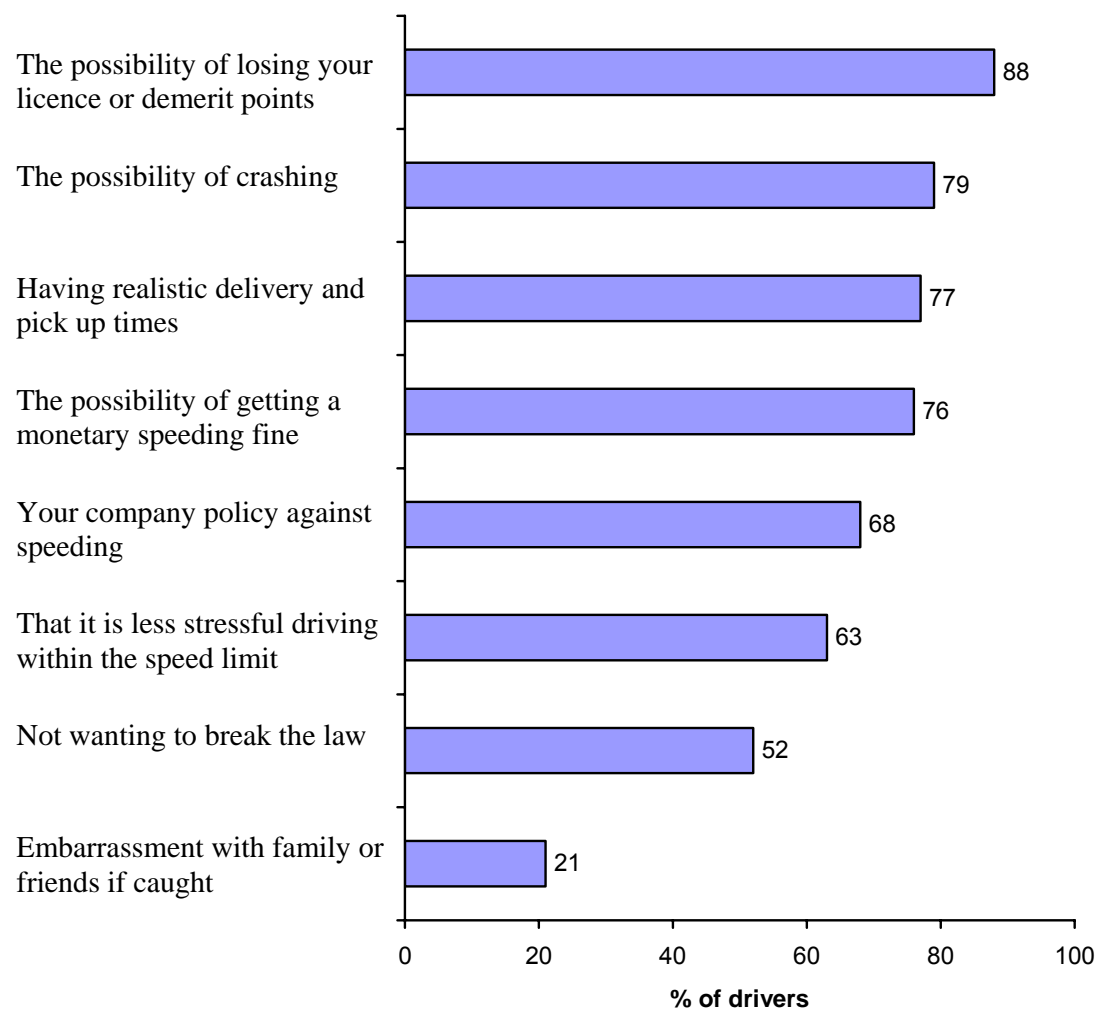
3.4.1 Consequences and Situations Influencing Decisions About Speeding

Among the consequences and situations presented to drivers as influences to stay within the speed limit, the consequences of getting caught (in particular loss of licence/points) were of the most importance, rated as a 'very important' influence by 88% of drivers.

The 'possibility of crashing', 'having realistic delivery/pick up times' and 'possibility of getting fined' were also highly rated, by three-quarters of drivers. So of the two main consequences of getting caught, loss of points/licence was rated marginally more important than receiving a fine (88% vs. 76% very important).

In contrast, the 'social' consequence of 'embarrassment with family and friends' was much less likely to be endorsed as a very important influence, by only a fifth (21%) of drivers. 'Not wanting to break the law', an influence representing, in this context, elements of both social and work responsibility, was more likely to be nominated as important, but still only by about half (52%) of drivers.

Figure 10. Consequences and Situations in Influencing Drivers to Stay Within the Speed Limit Rated as 'Very Important'



Negative consequences of speeding, around crashing and getting caught by police, are clearly motivators not to speed. Work-related issues around realistic trip times, however, can be of equal importance.

The main differences between the driver groups on the rating of importance of these situations/consequences were around 'Having realistic delivery and pick up times', and 'Not wanting to break the law' (Table 6).

'Having realistic delivery and pick up times' was more likely to be seen as 'very important' by:

- owner drivers working for a company (85%), being relatively less important for self employed owner drivers (69%); and
- drivers aged 40-49 years (84%), in particular compared with drivers aged up to 39 years (69%).

'Not wanting to break the law' was more likely to be seen as 'very important' by:

- those drivers who did not work exclusively long haul (58%) compared with exclusively long haul drivers (48%); and
- both drivers aged up to 39 years (54%) and those aged 50 years and over (58%), compared with drivers aged 40-49 years (44%) — based on other patterns of responding it is likely that the higher importance in the older driver group reflects marginally more responsible attitudes to speeding, while the higher importance in the younger group reflects concern about getting caught.

Table 6. Incidence of Consequences and Situations Rated as Very Important in Influencing Drivers to Stay Under the Limit, by Driver Groups

Consequences and situations	Total (n=619) %	Trips > 100km			Employment of driver			GVM of usual vehicle			Age group (years)		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Owner - Self Employed (n=89) %	Owner - for Company (n=75) %	Company Driver (n=436) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %	18-39 (n=223) %	40-49 (n=209) %	50+ (n=187) %
The possibility of losing your licence or demerit points	88	92	86	87	90	93	86	93	84	88	88	87	88
The possibility of crashing	79	88	77	77	82	76	78	85	79	76	82	76	79
Having realistic delivery and pick up times	77	78	72	78	69	85	76	73	79	76	69	84	78
The possibility of getting a monetary speeding fine	76	78	81	74	80	84	75	79	78	74	75	75	78
Your company policy against speeding	68	71	68	66	—	71	67	66	66	69	64	66	73
That it is less stressful driving within the speed limit	63	73	67	60	65	63	64	66	64	62	61	62	68
Not wanting to break the law	52	59	58	48	62	55	49	57	52	49	54	44	58
Embarrassment with family or friends if caught	21	28	19	20	21	21	22	19	18	25	24	19	21

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

3.5 Influence of Countermeasures to Speeding

3.5.1 Likelihood of Being Discouraged

Drivers rated a series of countermeasures and situations on the likelihood that each would discourage them from driving over the speed limit.

Both general 'on-road police enforcement' and 'having a realistic delivery time' were the strongest motivators to stay within the speed limit, nominated by over two-thirds (72% and 70% respectively) of drivers as 'definitely' discouraging them from speeding.

A number of other enforcement countermeasures (the 'Three Strikes scheme', 'roadside speed cameras', 'point-to-point speed cameras'), as well as workplace procedures including a 'company policy' and 'basing payment on hours worked', were all rated as 'definitely' discouraging driving over the speed limit by 58-66% of drivers.

Only a quarter (23%) of drivers said they would 'definitely' be discouraged by advertising campaigns. It should be noted that this type of countermeasure would not be considered as a 'stand alone' activity, but used to support other countermeasures.

There were some differences in the impact of the countermeasures and situations between groups of drivers, although the differences were not large (Table 7).

The main trends were for short haul drivers to be more likely to report being discouraged by countermeasures, and exclusively long haul drivers the least likely.

These trends were strongest in regard to:

- point to point speed cameras (difference of 16% between short haul and exclusively long haul drivers);
- campaigns about dangers of crashing (15%);
- fixed speed cameras set up by the roadside (13%); and
- payment based on hours (12%).

These trends were reflected in marginally greater impact among drivers of lighter trucks, up to 42 tonnes.

Figure 11. Likelihood of Different Types of Countermeasures and Situations Discouraging Drivers from Driving Over the Speed Limit

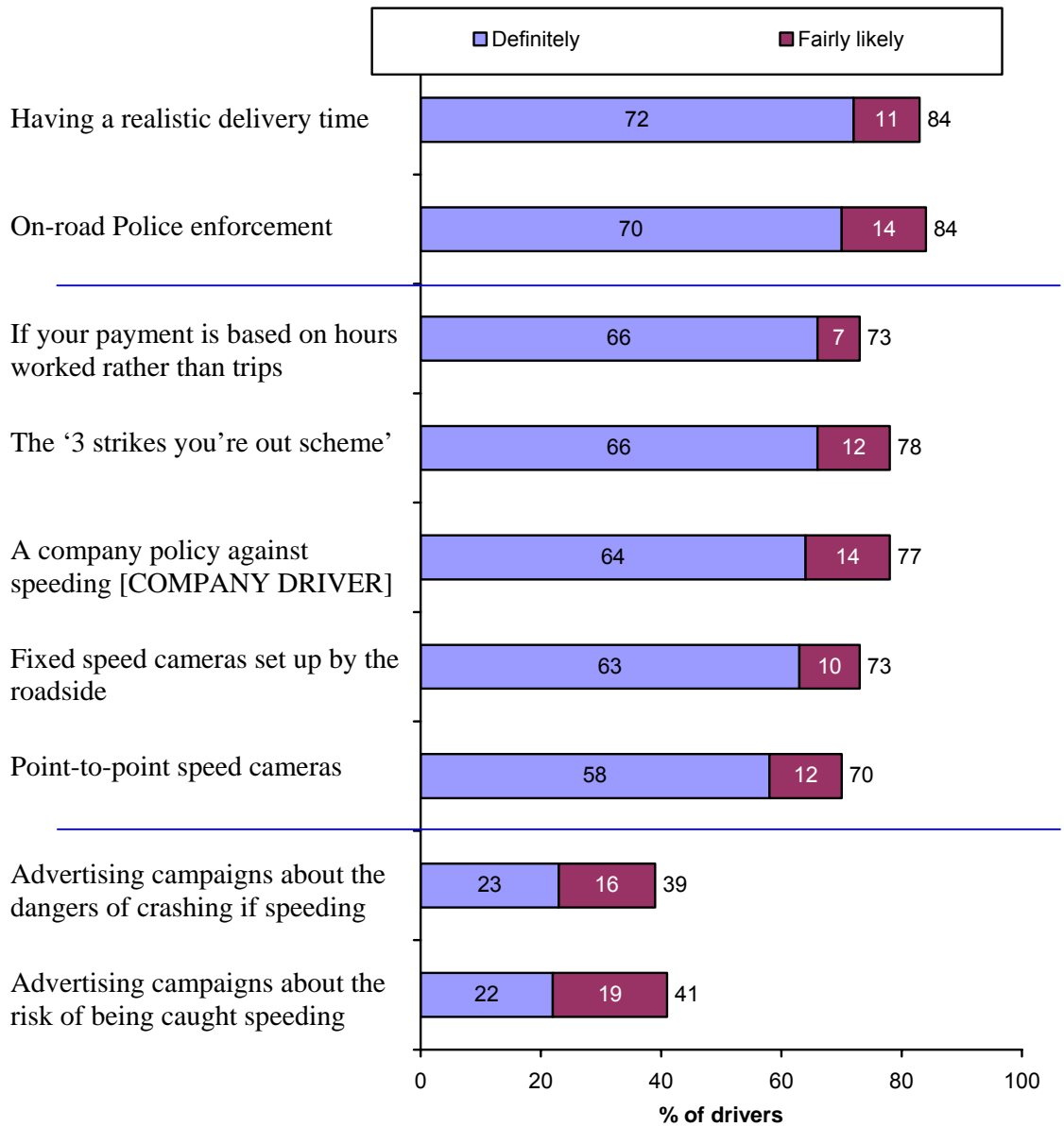


Table 7. Incidence of Different Types of Countermeasures and Situations Being 'Fairly/Very Likely' to Discourage Drivers from Driving Over the Speed Limit, by Driver Groups

Consequences and situations	Total (n=619) %	Trips > 100km			Employment of driver			GVM of usual vehicle			Age group (years)		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Owner - Self Employed (n=89) %	Owner - for Company (n=75) %	Company Driver (n=436) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %	18-39 (n=223) %	40-49 (n=209) %	50+ (n=187) %
On-road Police enforcement	84	86	88	83	82	79	85	90	82	83	86	82	84
Having a realistic delivery time	84	84	79	85	80	84	85	84	82	85	83	83	86
The Three Strikes scheme	78	83	84	76	81	80	78	79	77	79	80	78	77
A company policy against speeding	77	83	82	75	—	69	79	77	78	77	78	74	81
If your payment is based on hours	73	82	77	70	64	79	74	73	75	72	76	75	69
Fixed speed cameras set up by the roadside	73	82	77	69	71	65	74	77	73	70	74	72	72
Point to point speed cameras	70	81	78	65	63	71	71	78	70	67	71	70	70
Campaigns about risk of being caught	41	48	42	39	39	33	43	48	37	42	43	40	40
Campaigns about dangers of crashing	39	48	52	33	34	33	42	53	35	37	42	38	37

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

3.5.2 Reasons Would Not Be Discouraged

Drivers who said that they were unlikely to be discouraged by the particular countermeasure or situation were asked why they would not be discouraged. The results for each one are described in Table 8.

Table 8. Reasons Given for Not Being Discouraged to Exceed Speed Limit.

Base for each item: Unlikely to be discouraged from driving over the speed limit.

Fixed speed cameras set up by roadside	%	
Speed between them/ slow down then speed up	35	Of the 20% of drivers who said they were not discouraged by fixed speed camera, two-thirds said that they knew where they are or referred to being to get around them.
Drivers know where they are	30	A key issue with lack of deterrence from fixed cameras was that drivers are aware of their locations, and communicate to each other, so that they slow down at the camera but may speed elsewhere.
There's always ways around them	3	
Drivers radio/warn each other	3	
Just a revenue raiser	13	This means that fixed speed cameras may have specific deterrence at the site, but this is not carried on to driving elsewhere.
Other negative Fixed Speed Cam	7	
I don't speed/truck speed limited	16	
Point-to-point speed cameras	%	
There's always ways around them	25	Of the 20% of drivers who said they were not discouraged by point-to-point, about half considered that there was some way to avoid getting caught by the cameras.
Speed around them/Slow down then speed up	21	
Drivers know where they are	3	Again, some of these drivers (17%) slow down between them but speed elsewhere, although this implies effectiveness. Some drivers (15%) simply doubted the effectiveness of the cameras as a deterrent, while a quarter considered that it was not relevant them.
Not effective/Not enough on roads	7	
Inaccurate/don't work/unrealistic	5	
Makes you drive when tired	4	
Too dictatorial/force you to drive/sleep when you don't want to	7	
Just a revenue raiser	8	
Entrapment / Other negative	4	
I don't speed/truck speed limited	23	A fifth of drivers referred to negative aspects of the operation of these cameras (eg, revenue raising, 'dictatorial' makes you drive when tired).
Doesn't apply to me	2	

Table 8. (cont.) Reasons Given for Not Being Discouraged to Go Over the Speed Limit

On-road police enforcement	%	
Drivers know where they are	18	<p>Of the 9% who said that they were not discouraged by on-road police enforcement, a fifth considered that it was not relevant them, particularly as they considered that they do not speed.</p> <p>A third of these drivers considered that there was some way to avoid on-road enforcement.</p> <p>A third of drivers also referred to negative aspects of the operation of police enforcement.</p> <p>Some drivers (14%) doubted the effectiveness of this enforcement as a deterrent.</p>
There's always ways around them	9	
Speed between them/slow down then speed up	7	
Have a job to do/ have to get there	2	
Don't see enough police on the roads	7	
Not effective	7	
Police unfair/cause stress	11	
Just a revenue raiser	9	
Is entrapment/sneaky	2	
Other negative	7	
I don't speed/truck speed limited	22	
Three Strikes scheme	%	
Doesn't bother me	16	<p>Of the 14% of drivers who said that they were not discouraged by the 'Three Strikes' scheme, over a quarter (30%) were not bothered by the scheme, largely because they do not drive their own truck or because it targets operators</p> <p>A further 18% did not consider that the scheme applied to them, primarily because they considered that they do not speed.</p> <p>A quarter considered that the scheme would not be effective, including those who considered that it punished the company, not the driver.</p> <p>A quarter were simply negative about the scheme, considering it unjust or a revenue raiser.</p>
It's not my truck anyway	14	
Not effective	10	
Punishing company not driver	10	
Would just change state/number plates	4	
Won't stop company pushing deadlines	1	
Unjust/licence equals livelihood/robs driver of job	9	
Just a revenue raiser	6	
Other negative	9	
I don't speed/truck speed limited	16	

Table 8. (cont.) Reasons Given for Not Being Discouraged to Go Over the Speed Limit

Advertising about dangers of crashing	%	
Already know the dangers/use common sense	15	<p>Of those 43% who said that they were not discouraged by advertising about dangers of crashing, a third said that they already know the dangers, had seen enough real accidents or considered themselves in some other way unaffected to the impact.</p> <p>A similar proportion among the 39% who said they were not discouraged by advertising about dangers of getting caught also referred to ads this way.</p> <p>Advertising campaigns were considered by drivers as the least impactful of the measures. A number of drivers would have been thinking about mainstream television advertising, and therefore more broadly than campaigns aimed specifically at truck drivers.</p> <p>For both advertising about crashing and advertising about getting caught, about a third considered that the information was already known, or that the message does not convince.</p> <p>For each type of advertising, a further third considered that campaigns are simply not attended to (e.g. don't watch, don't take much notice).</p> <p>While advertising campaigns have a clearly established role in marketing and communication, there is a group of drivers who do not see such activity as credible, and are not receptive to the messages.</p>
Already seen enough accidents live	12	
Desensitised to ads	4	
Drivers think they're infallible / It won't happen to me	4	
Don't watch TV/truckies don't watch much TV	12	
Don't take much notice	17	
Not effective/Waste of money	8	
Ads unrealistic/not complete facts	12	
Other negative comment	6	
I don't speed/truck speed limited	7	
Advertising about risk of getting caught	%	
Already know the dangers/use common sense	17	
Desensitised to ads	5	
Drivers think they're infallible/ It won't happen to me	3	
Have already seen enough accidents live	4	
Don't watch TV/truckies don't watch much TV	13	
Don't take much notice/Forget about them	18	
No one watches them/takes notice	6	
Not effective/Waste of money	8	
Ads unrealistic/not complete facts	6	
Ad campaigns negative other	4	
I don't speed/truck speed limited	11	

Table 8. (cont.) Reasons Given for Not Being Discouraged to Go Over the Speed Limit

Realistic delivery times	%	
Don't rush/speed for deadlines	35	Of the 10% of drivers who said that they would not discouraged to go over the speed limit by having realistic delivery times, about two-thirds considered that their current work practices were adequate and therefore they did not speed.
My company doesn't apply pressure/have unrealistic deadlines	25	
Unaffected by delivery times	6	
Not effective	8	
Have a job to do/ have to get there	6	
I don't speed/truck speed limited	8	
Payment based on hours, not trips		
	%	
Not effective	17	Of the 13% who said that they were not discouraged to go over the speed limit by having payment based on hours, a quarter considered that the scheme would not be effective, or would lead to worse practices
Would work longer hours	4	
Have a job to do/ have to get there	3	
Already paid by the hour	10	A further quarter already worked under a suitable scheme, while the current work practices were sufficient, or may already include payment by hours.
I'm casual/doesn't bother me	10	
Owner driver so I can do what I want	3	
Get paid by load/not by the hour	9	
Trip rate better than hourly rate	7	
Sounds good/fair/more money	7	
I don't speed/truck speed limited	10	Some comments implied that there would be possible negative consequences: including having a preference for being based on trips, longer hours, and reduced efficiency.
Doesn't apply to me	3	
Company policy against speeding		
	%	
Companies two faced/wouldn't enforce policy	23	Of the 13% of drivers who would not be discouraged from going over the speed limit by a company policy against speeding, the majority did not consider a policy to be an effective measure. This included reasons that it would not remove unrealistic deadlines and that companies would not enforce/check well.
Up to drivers not companies/driver responsible for own vehicle	18	
Not effective	7	
Companies won't check/won't know	5	
Would still set unrealistic deadlines	4	
Go work for another company	4	
Already know the dangers	2	
Have a job to do/ have to get there	2	
Other negative comment	12	
I don't speed/truck speed limited	16	
Owner driver so I can do what I want	4	

3.6 Enforcement

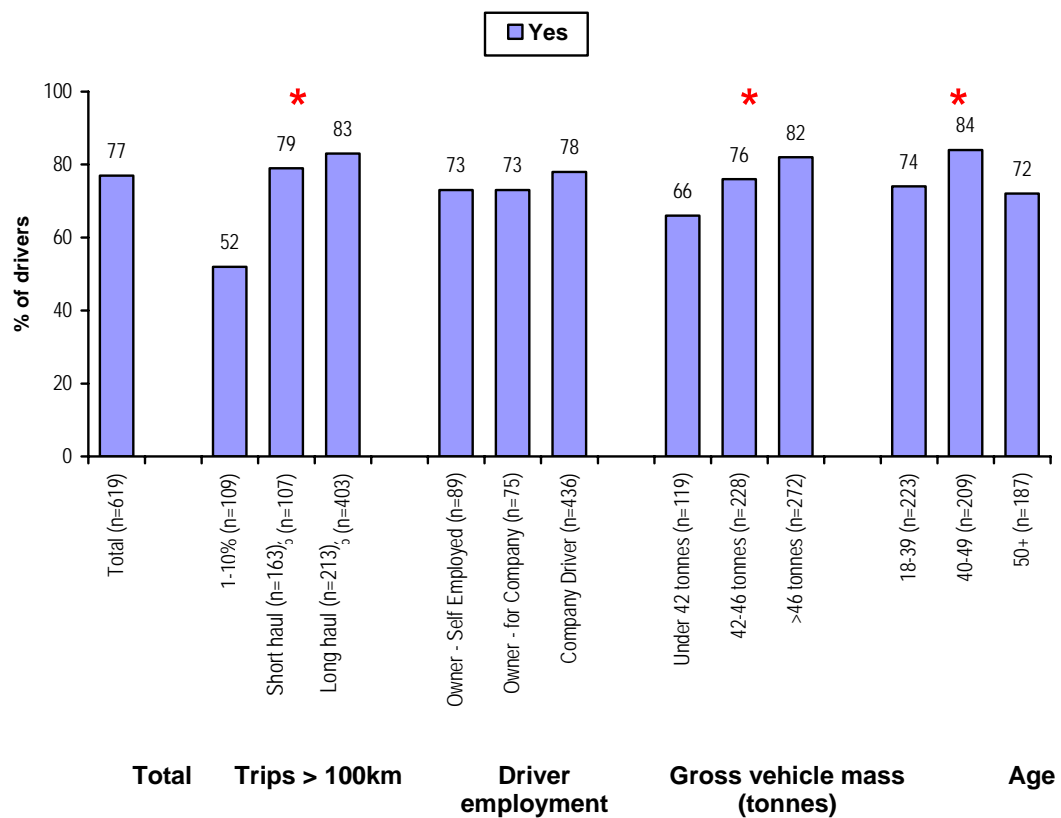
3.6.1 Experience of Enforcement

About three-quarters (77%) of drivers reported having seen police enforcement on their last trip (Figure 12). This was largely influenced by the long haul drivers in the survey, who were much more likely than short haul drivers to report seeing enforcement.

Over three-quarters of long haul drivers had seen enforcement compared with half of short haul drivers. This trend was also related to greater sighting of enforcement among drivers of heavier trucks compared with lighter trucks.

Drivers aged 40-49 years tended to be the most exposed (84% compared with 74% of drivers aged up to 39 years, and 72% of drivers aged 50 years and over).

Figure 12. Seen Police Enforcement on Last Trip



* Statistically significant difference between groups ($p < .05$).

3.6.2 Likelihood of Getting Caught

Drivers were asked about the general likelihood of being caught when travelling:

- up to 10 km/h over the speed limit (Figure 13); and
- more than 10 km/h over the speed limit (Figure 14).

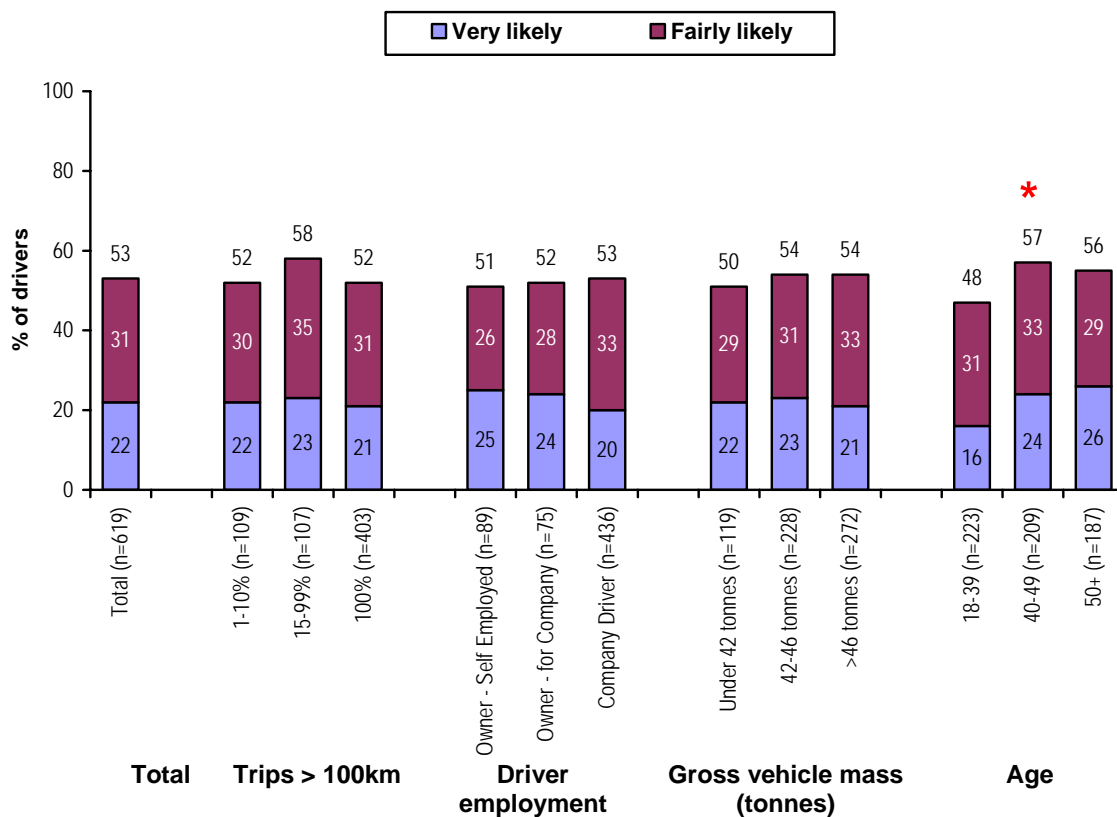
Overall, about half (53%) of drivers considered it 'very likely' or 'fairly likely' to get caught when travelling up to 10 km/h over the limit (Figure 12). This increased to about three-quarters (79%) when travelling more than 10 km/h over the speed limit (Figure 13).

Drivers age up to 39 years were less likely than the older groups to consider the chances of getting caught were 'very likely'. Perceptions of 'very likely' to be caught increased with age in both situations. This perception was also marginally higher among owner drivers working for a company.

About half (44%) of drivers considered there was only a 'small chance' or less of getting caught driving 'up to 10 km/h over the limit'; reducing to a quarter (25%) when driving 'more than 10 km/h over the limit'.

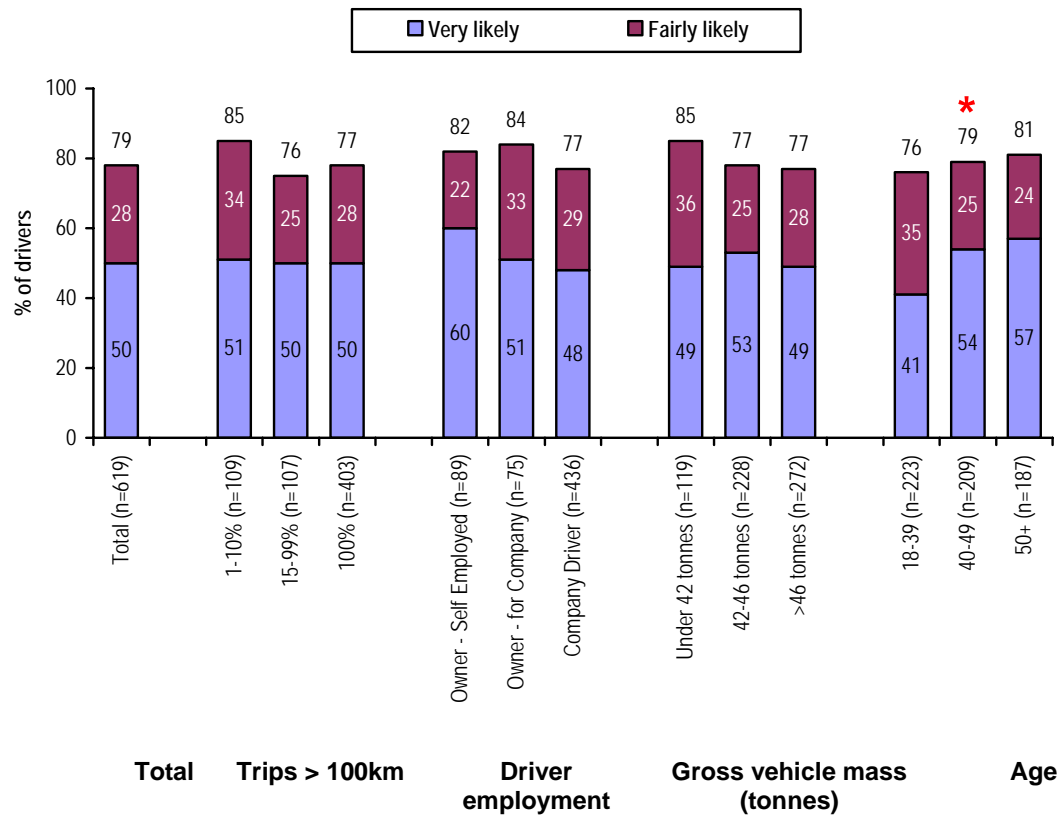
Perception of likelihood of getting caught by the police was later found to be associated with willingness to speed: the greater the perceived likelihood, the less likely to be willing to speed.

Figure 13. Perceived Likelihood of Getting Caught if Speeding Up to 10 km/h Over the Limit



* Statistically significant difference between groups ($p < .05$).

Figure 14. Perceived Likelihood of Getting Caught if Speeding 10 km/h or More Over the Limit



* Statistically significant difference between groups ($p < .05$).

3.6.3 Perceptions of Penalties

In the main NTC survey, drivers were asked about penalties for being caught driving in each of two speed bands: less than 15 km/h over the limit, and 15 km/h to under 30 km/h over the limit. While it is accepted that penalties vary between States, the intention of the question was to get at broad knowledge of penalties.

Detailed knowledge of penalties was poor with large proportions of drivers saying they did not know the specific penalty (Table 9). Of those giving a specific response, very few drivers gave answers of 'zero' for demerit points and fines. It was only for 'automatic disqualification' periods that significant numbers said that there was no period, primarily for an offence of 'less than 15 km/h over'.

The range of penalties reported suggests a certain amount of guesswork even by those nominating, and that such guesswork would have been even more of an issue if those who reported 'don't know' had been pushed further to give a response.

Table 9. Reported Fine, Points Lost, and Automatic Disqualification Period for Different Categories of Speeding Offence for Truck Drivers

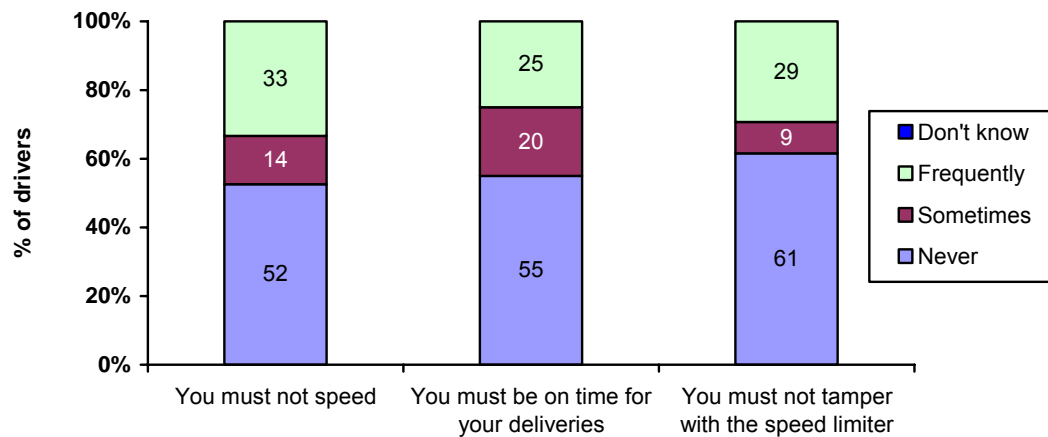
Offence	Fine		Points		Automatic disqualification (months)	
		%		%		%
Less than 15 km/h	<\$150	12	0	1	0	60
	\$150<200	17	1	15	1-3	2
	\$200<300	18	2	10	12+	1
	\$300-650	6	3-4	36	Don't know	37
	Don't know	48	Don't know	37		
15 km/h to less than 30 km/h	\$400<750	11	3	10	1-3	23
	\$750<1000	2	4-6	15	6	11
	\$1000-4000	7	8-10	2	12+	7
	Don't know	70	12	15	Don't know	44
			Don't know	57		

3.7 Company Policies

About half (48%) of drivers working for a company reported that their company at least sometimes promoted to drivers ‘you must not speed’, including a third frequently (Figure 15). A similar proportion (45%) said that their company promoted ‘being on time for deliveries’, and about a third (38%) promoted ‘not tampering with the speed limiter’.

Figure 15. Incidence of Company Promoting Particular Issues to Drivers

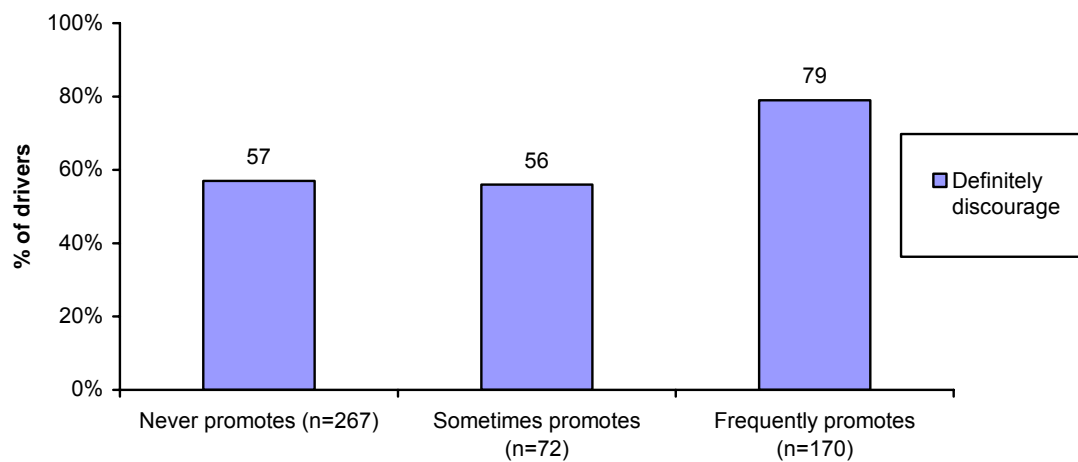
Base: Owner drivers working for a company and company drivers (n=511).



The likelihood of company drivers nominating that a company policy against speeding would ‘definitely’ discourage them from driving over the speed limit increased with the frequency of company promotion of ‘don’t speed’: from 57% when the company ‘never’ promotes’, to 79% when the company ‘frequently’ promotes (Figure 16).

Figure 16. Likelihood that a Company Policy Would ‘Definitely’ Discourage Driver from Going Over the Speed Limit

Base: Owner drivers working for a company and company drivers (n=511).



There was little difference between the driver groups on the incidence of company promotions of these issues (Table 10).

Owner drivers working for a company were marginally more likely to report the company at least sometimes promoting 'you should not speed'.

Owner drivers working for a company were much less likely than company drivers to report the company promoting 'not tampering with the speed limiter'. Drivers of lighter vehicles were also less likely to report such promotion, although this is likely to be influenced by the lesser requirement for vehicles under 12 tonnes to have a speed limiter installed.

Table 10. Incidence of Company Promoting Particular Issues to Drivers, by Driver Groupings

Base: Owner drivers working for a company and company drivers.

Incidence of promoting issues	Total (n=511) %	Trips > 100km			Employment of driver		GVM of usual vehicle			Age group (years)		
		1-10% (n=93) %	15-99% (n=79) %	100% (n=338) %	Owner - for Company (n=75) %	Company Driver (n=436) %	Under 42 tonnes (n=96) %	42-46 tonnes (n=178) %	>46 tonnes (n=240) %	18-39 (n=193) %	40-49 (n=179) %	50+ (n=139) %
<i>You should not speed</i>												
Never	52	53	57	51	63	50	51	56	50	51	50	58
Sometimes	14	14	14	14	7	15	13	12	16	18	12	12
Frequently	33	32	29	35	31	34	36	31	34	31	37	31
Don't know	0	1	0	0	0	0	0	1	0	0	1	0
<i>You must meet deadlines</i>												
Never	55	46	61	56	64	53	49	54	58	51	52	64
Sometimes	20	24	16	19	15	20	24	25	14	21	24	12
Frequently	25	30	23	24	21	26	27	21	28	27	23	24
Don't know	0	0	0	1	0	0	0	0	1	0	1	0
<i>You should not tamper with the speed limiter</i>												
Never	61	73	70	56	81	58	68	64	57	65	56	63
Sometimes	9	6	5	11	1	11	9	6	11	8	11	9
Frequently	29	20	23	33	17	31	21	30	32	26	33	28
Don't know	0	0	3	0	0	0	2	0	0	1	1	0

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

Table 11. What the Company Will Do if It Finds Out that the Driver has Been Speeding

Base: Drivers in companies that promote this issue to drivers.

What the company will do	%	
Lose my job/instant dismissal	23	The company's response to a driver caught speeding would be a formal penalty for about a third (35%) of drivers, including a fifth (23%) losing their job. A further 12% would lose their job after repeat offences.
Get fined/pay deducted	12	
Lose job after several warnings	12	
Get a warning/talking to	40	Half would receive a formal warning but no apparent penalty.
Get a warning letter/written warning	12	
Ask for an explanation/want to know why	4	
Can't speed because truck has limiter	2	Few reported that either nothing would happen (5%), or that they did not know what would happen (5%).
Nothing	5	
Don't know	5	

Table 12. What the Company Will Do if it Finds Out that the Driver has Not Been On Time with Deliveries

Base: Drivers in companies that promote this issue to drivers.

What the company will do	%	
Nothing	16	Being late for deliveries would result in no company action for over a third of drivers, mainly 'get a warning/talking to' (24%). For about a further third (35%) there would simply be some enquiry about what had happened, while 16% reported that 'nothing' would happen.
Ask for an explanation/want to know why	34	
Would radio you/find out where you are	2	
Call the client/explain to client	9	A small proportion reported loss of job (10%) or a fine (3%).
Get a warning/talking to	24	
Get a warning letter/written warning	2	
Lose my job/instant dismissal	8	
Lose job after several warnings	2	
Get fined/pay deducted	3	
Don't know	3	

Table 13. What the Company Will Do if it Finds Out that the Driver has Tampered with the Speed Limiter

Base: Drivers in companies that promote this issue to drivers.

What the company will do	%	
Lose my job/instant dismissal	85	Tampering with the speed limiter would result in loss of job for over three-quarters (85%) of drivers in these companies.
Lose job after several warnings	2	
Get fined/pay deducted	1	A small number (3%) would have some sort of penalty, including some cases in which repeat offending would lead to dismissal.
Get a warning/ talking to	4	
Get a warning letter/written warning	3	
Nothing	2	
Don't know	4	

3.7.1 Management Systems

Of those drivers working for a company, about half (53%) reported that the company checks the vehicle management system of trucks (Figure 17).

The incidence of checking was much higher:

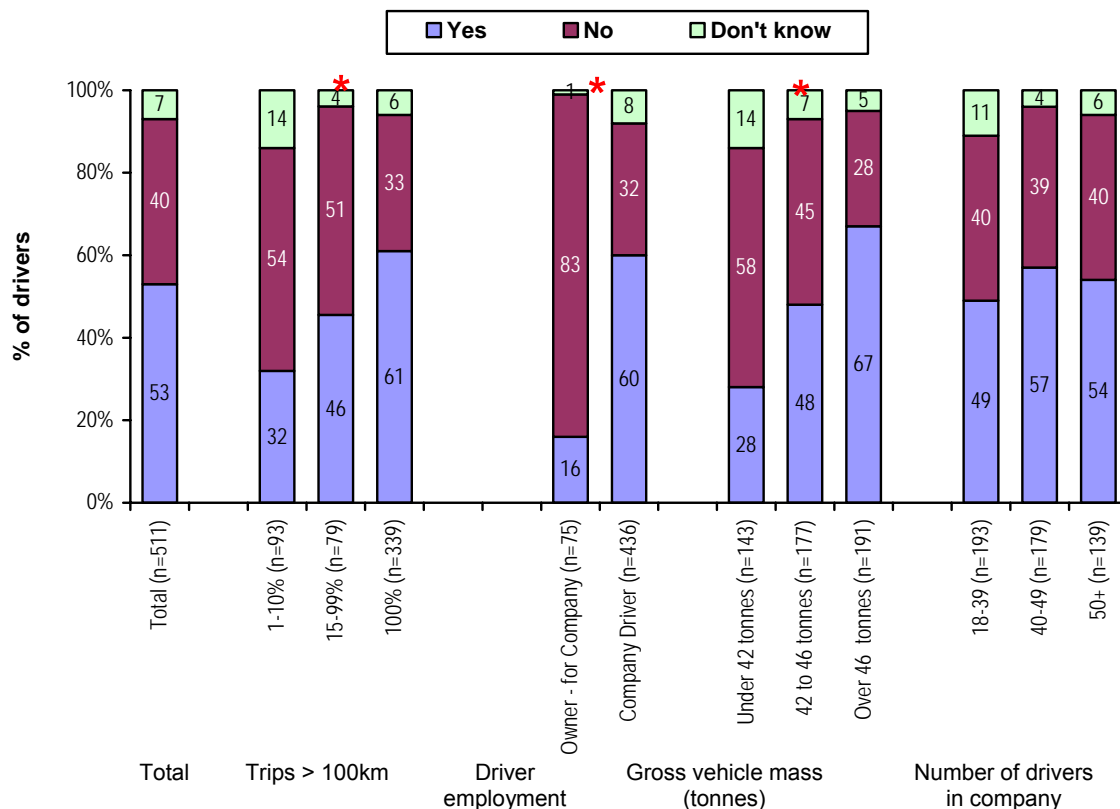
- exclusively long haul drivers in particular (61%) and lowest among short haul drivers (32%);
- company drivers (60%) compared with owner drivers working for a company (16%); and
- drivers of vehicles of more than 46 tonnes (67%) reducing to 48% for vehicles 42-46 tonnes and 28% of lighter vehicles.

Of those drivers where the vehicle management system was checked, detection that the driver had been speeding would be most likely to lead to only a warning or meeting, reported by about two-thirds of these drivers (Table 14).

A more formal penalty would occur for a third of drivers including loss of job (24%), loss of job after several offences (8%) and financial penalty (2%).

Figure 17. Incidence of Company Checking Vehicle Management System

Base: Owner drivers working for a company and company drivers.



* Statistically significant difference between groups ($p < .05$).

Table 14. What the Company Will Do if the Check of the Vehicle Management System Showed that the Driver Had Been Speeding

Base: Company drivers where vehicle management system is checked.

Response	%
Get a warning	50
Get a warning letter/written warning	15
Have a meeting	4
Lose my job/instant dismissal	24
Sacked after several warnings	8
Get fined/pay deducted	2
Can't speed because speed limited	3
Nothing	5
Don't know	4

Among drivers working for a company, only 1.6% reported that the company paid for speeding fines from fixed speed cameras, and a further 1.8% did not know (Table 15).

Among the small number of drivers where the company pays, half did not know whether they would still incur the demerit points (Table 16).

Table 15. Incidence of Whether the Company or the Driver Pays Speeding Fines from Fixed Speed Cameras

Base: Owner drivers working for a company and company drivers.

Who pays	% (n=511)
Driver	97
Company	1.6
Don't know	1.8

Table 16. In Cases Where the Company Pays Speeding Fines from Speed Cameras, Does the Driver Incur Demerit Points

Base: Owner drivers working for a company and company drivers where the driver was \not specified as paying fines from fixed speed cameras.

Incurs points	No. (n=17)
Yes	6
No	2
Don't know	9
TOTAL	17

3.8 Speeding Behaviour

3.8.1 Scenarios – Highest Speed Would Drive

Drivers were presented with two driving scenarios and asked to nominate the fastest they would consider driving in such situations:

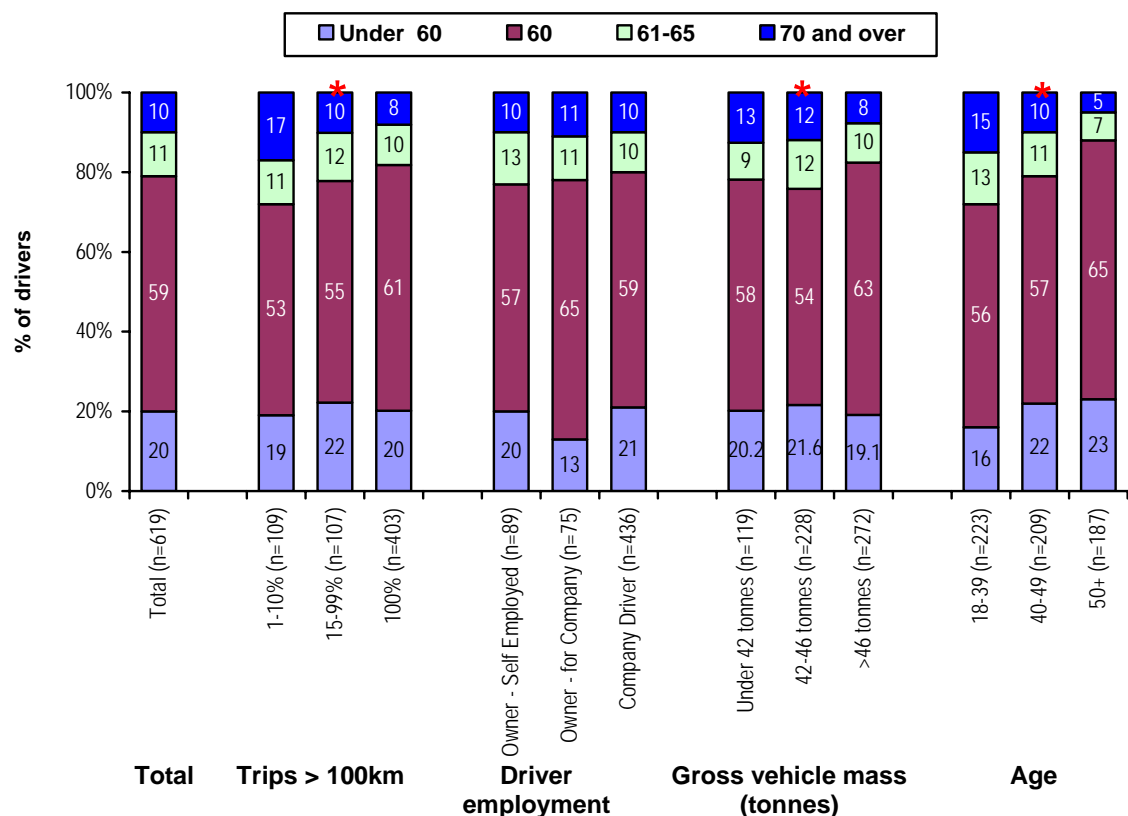
- a main road with a 60 km/h speed limit with little traffic, that has occasional intersections or traffic light; and
- a highway, freeway or motorway with a 100 km/h speed limit.

In the 60 km/h scenario, over three-quarters (79%) of drivers would keep within the limit (Figure 18). A fifth (21%) of drivers would exceed the limit, including 10% nominating more than 5 km/h over the limit.

A speed of at least 70 km/h was more likely to be nominated by:

- short haul drivers (17%) compared with long haul drivers (9%); and
- drivers aged up to 39 years (15%) compared with drivers 40-49 years (10%) and drivers aged 50 years and over (5%).

Figure 18. Highest Speed Would Consider Driving on a Main Road with a 60 km/h Speed Limit with Little Traffic, that has Occasional Intersections or Traffic Lights



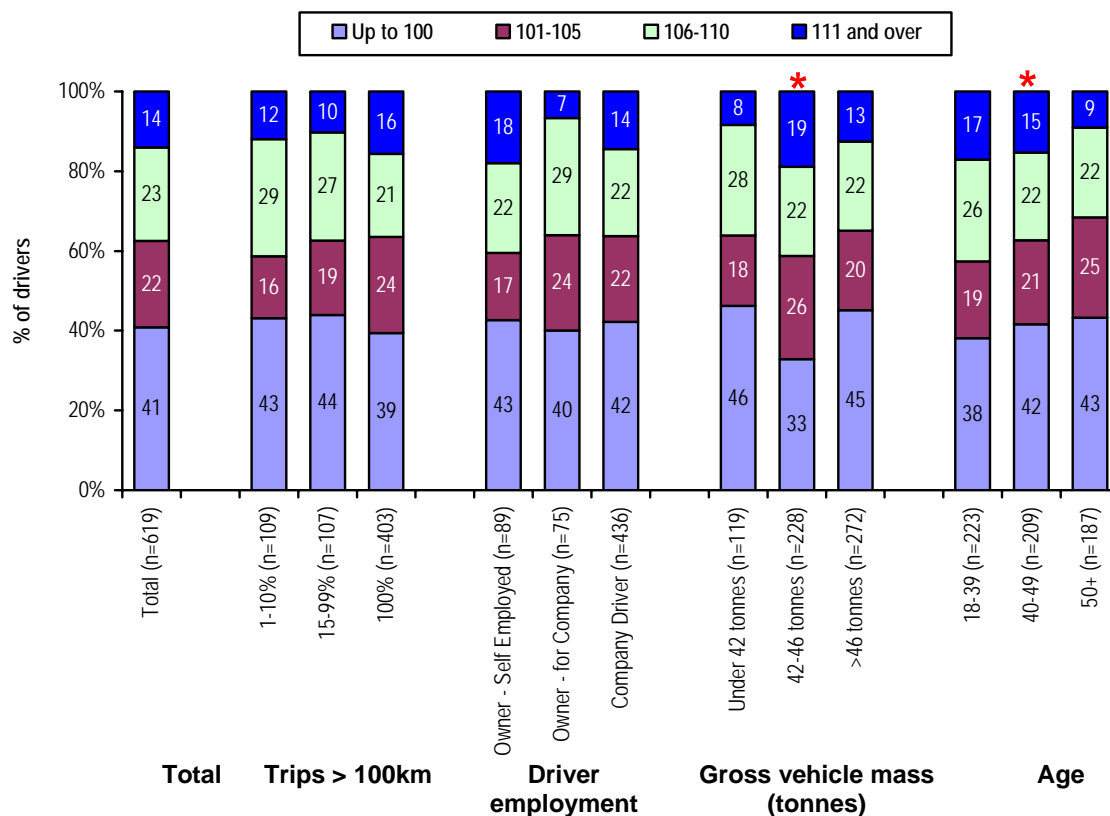
* Statistically significant difference between groups ($p < .05$).

In the 100 km/h scenario, fewer than half (41%) would keep within the limit (Figure 19). Over a third would exceed the limit by 6 km/h or more, including, 14% by 11 km/h or more.

A speed of 111 km/h or more was:

- most likely to be nominated by drivers of a vehicle of 42-46 tonnes, predominantly prime mover/semi trailer drivers, (19%), and least likely to be nominated by drivers of lighter vehicles (8%); and
- more likely to be nominated by drivers aged up to 39 years (17%) and aged 40-49 years (15%) compared with drivers aged 50 year and over (9%).

Figure 19. Highest Speed Would Consider Driving on a Highway, Freeway or Motorway with a 100 km/h Speed Limit



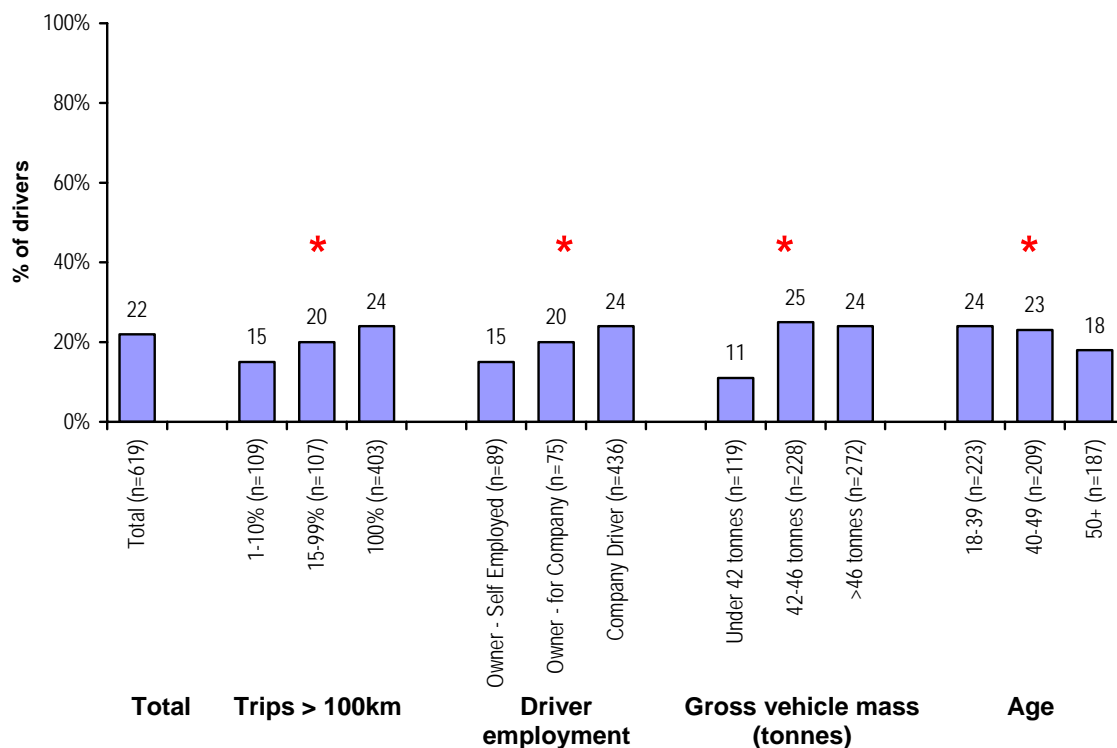
* Statistically significant difference between groups ($p < .05$).

3.8.2 Experience of Having Been Booked for Speeding

A fifth (22%) of drivers reported that they had been booked for speeding in the last 12 months (Figure 20). There were greater differences between the driver groups in the incidence of having been booked for speeding compared with speeds willing to drive reported above.

- The greatest difference in the incidence of having been caught occurred by size of vehicle. Drivers of lighter vehicles up to 42 tonnes were the least likely to have been caught (11%) compared with drivers of heavier vehicles (24%).
- The trend in vehicle size was reflected in the incidence of having been caught by short/long haul driving. Short haul drivers were the least likely to have been caught (15%) while exclusively long haul drivers were the most likely (24%).
- Drivers aged 50 years and over were less likely to have been caught compared with younger drivers (18% vs. 24%).

Figure 20. Incidence of Having Been Booked for Speeding in the Last 12 Months



* Statistically significant difference between groups ($p < .05$).

Drivers who had been booked speeding in the last 12 months were more likely than other drivers to consider driving more than 10 km/h over the limit on the two types of roads presented in the survey, the difference being greater in the 100 km/h scenario (Table 17).

This trend remained even when looking specifically at exclusively long haul drivers, who were more likely to report having been booked.

Table 17. Relationship Between Having Been Booked for Speeding in the Last 12 Months and Maximum Speed Would Consider Driving in 60 km/h and 100 km/h zones

Shown for all drivers and for exclusively long haul drivers (100% trips>100km).

Speed would drive (all drivers)	Been booked for speeding in last 12 months	
	Yes (n=135) %	No (n=484) %
<i>In a 60 zone</i>		
Up to 60	20	20
61-65	53	61
66-70	10	11
71 and over	16	9
TOTAL	100	100
<i>In a 100 zone</i>		
Up to 100	27	45
101-105	19	23
106-110	27	22
111 and over	27	10
TOTAL	100	100

Speed would drive (exclusively long haul)	Been booked for speeding in last 12 months	
	Yes (n=98) %	No (n=305) %
<i>In a 60 zone</i>		
Up to 60	19	20
61-65	58	63
66-70	8	11
71 and over	15	6
TOTAL	100	100
<i>In a 100 zone</i>		
Up to 100	28	43
101-105	19	26
106-110	24	19
111 and over	29	12
TOTAL	100	100

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

3.8.3 Speed Controls

Speed Limiters

Just over two-fifths (43%) of the drivers in the survey said that they had driven a non-speed limited truck that should have been speed limited (Table 18). This included about a quarter (24%) of drivers reporting that they drove such a vehicle on 50% or more of their trips.

- Drivers of trucks of mass greater 42-46 tonnes, which were predominantly prime mover/semi trailers, were the most likely to report driving a truck that was not speed limited, but was required to, on 50% or more of their trip.
- Drivers aged up to 39 years (49%) and aged 40-49 years (44%) were more likely than drivers aged 50 years and over (35%) to have ever driven such a truck. Furthermore, drivers aged up to 39 years were the most likely to report driving such trucks on 50% or more of their trips (31%).

Cruise Control

Questions on use of cruise control were not included in the initial survey conducted in NSW. Three-quarters of the drivers in the main NTC survey used cruise control (Figure 22). Two-thirds of the drivers overall reported using cruise control.

- Cruise control was more likely to be used by long haul drivers, particularly among those where 100% trips are long haul (73%), compared with short haul drivers (34%).
- Use of cruise control was much more prominent among drivers of larger trucks, particularly of greater than 46 tonnes (79%), compared with lighter trucks (28% for trucks up to 42 tonnes).

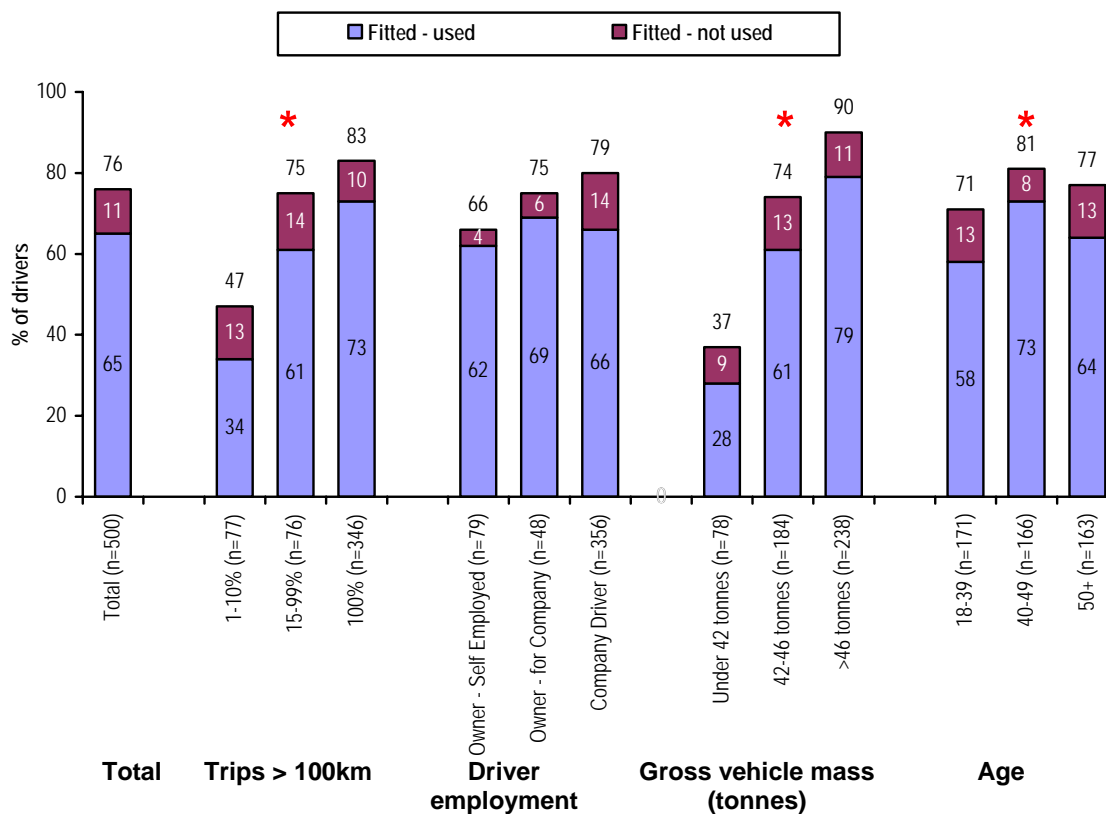
Among the two-thirds of drivers who used cruise control, a quarter (23%) set it above the speed limit (Table 19). Most of those drivers who reported setting a speed over the limit specified 1-4 km/h over (71%). A small proportion nominated more than 5 km/h (13%).

Table 18. Incidence of Trips in Which a Truck Which Should be Speed Limited Truck has been Driven Without Such a Limiter

Incidence of trips	Total (n=619) %	Trips > 100km			Employment of driver			GVM of usual vehicle			Age group (years)		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Owner - Self Employed (n=89) %	Owner - for Company (n=75) %	Company Driver (n=436) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %	18-39 (n=223) %	40-49 (n=209) %	50+ (n=187) %
Not driven	55	61	60	52	61	61	52	59	53	56	49	53	65
Driven	43	37	40	46	39	36	46	39	45	43	49	44	35
Don't know	2	2	0	2	0	3	2	2	2	1	2	2	1
1-9%	14	15	9	15	10	12	15	13	11	17	11	16	14
10-19%	5	3	3	6	2	7	6	3	4	7	6	4	5
1-19%	19	17	12	21	12	19	20	16	15	24	17	21	19
20-49%	5	5	7	5	7	3	5	4	8	3	9	3	4
50-74%	7	5	7	8	10	7	7	11	7	6	7	9	5
75-100%	12	10	14	12	10	8	13	8	15	11	16	12	7
50-100%	24	19	28	25	27	17	25	24	30	19	31	24	16

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

Figure 21. Use of Cruise Control, By Driver Groups



* Statistically significant difference between groups ($p < .05$).

Table 19. How the Cruise Control Is Set

How used?	%	Km/h over	%
Set it under the speed limit	18	1-4	71
Set it at the speed limit	59	5	15
Set it above the speed limit	23	>5	13
Total	100	D/K	1

3.8.4 Willingness to Speed in Specific Situations

Drivers were presented with a series of situations and asked the extent to which they would be likely to drive ‘up to 10 km/h’ over the limit and ‘more than 10 km/h’ over the limit.

The most likely situation in which drivers would consider driving over the limit was ‘when driving down hill’ and ‘to keep up with the general flow of traffic’. Over a quarter of drivers would be ‘likely’ to drive up to 10 km/h over the limit in these situations (15% and 29% respectively), increasing to half (51%) who ‘might consider’ (Figure 22). A fifth of drivers would consider driving more than 10 km/h over the limit when driving down hill, by only one in ten at most in other situation (Figure 23).

A third of drivers (37%) would consider driving up to 10 km/h over the limit ‘when you feel the speed limit is inappropriate’. Only one in ten (11%) would consider such a speed ‘to fit in more trips or deliveries’.

Situations in which drivers were more likely to consider speeding include a mix of:

- work situation ‘triggers’ — running late, finish a trip early, stopped to rest and need to catch up;
- external conditions influencing interpretations of risk — light traffic, inappropriateness of limits, risk of crashing, risk of getting caught); and
- behaviour of other road users — keep up with traffic flow.

Exceeding the speed limit when going downhill was more least likely to be considered by short haul drivers (28%) compared with long haul drivers, especially those who were exclusively long haul (52%) (Table 20). This was also reflected in consideration of speeding down hill by mass of truck: drivers of trucks greater than 46 tonnes were more likely than drivers of lighter trucks to consider this (50% vs. 35%).

Drivers aged up to 39 years tended to be the most likely to consider speeding in a number of situations, with drivers aged 50 years and over the least. The largest differences between these groups occurred on triggers to speed associated with features of the trip:

- ‘to finish a trip early’ (19% difference between the groups);
- ‘when running late to meet a deadline’ (14% difference);
- ‘to fit more trips or deliveries in’ (+10% difference); and
- ‘if had a rest and need to catch up’ (10% difference);

and occurred on triggers associated with perceptions of risk of crashing and of getting caught:

- ‘where you feel the speed limit is inappropriate’ (12% difference);
- ‘if you feel the risk of getting caught is low’ (12% difference); and
- ‘if you feel the risk of crashing is low’ (10% difference).

Figure 22. Likelihood of Considering Driving Up to 10 km/h Over the Limit in Different Situations

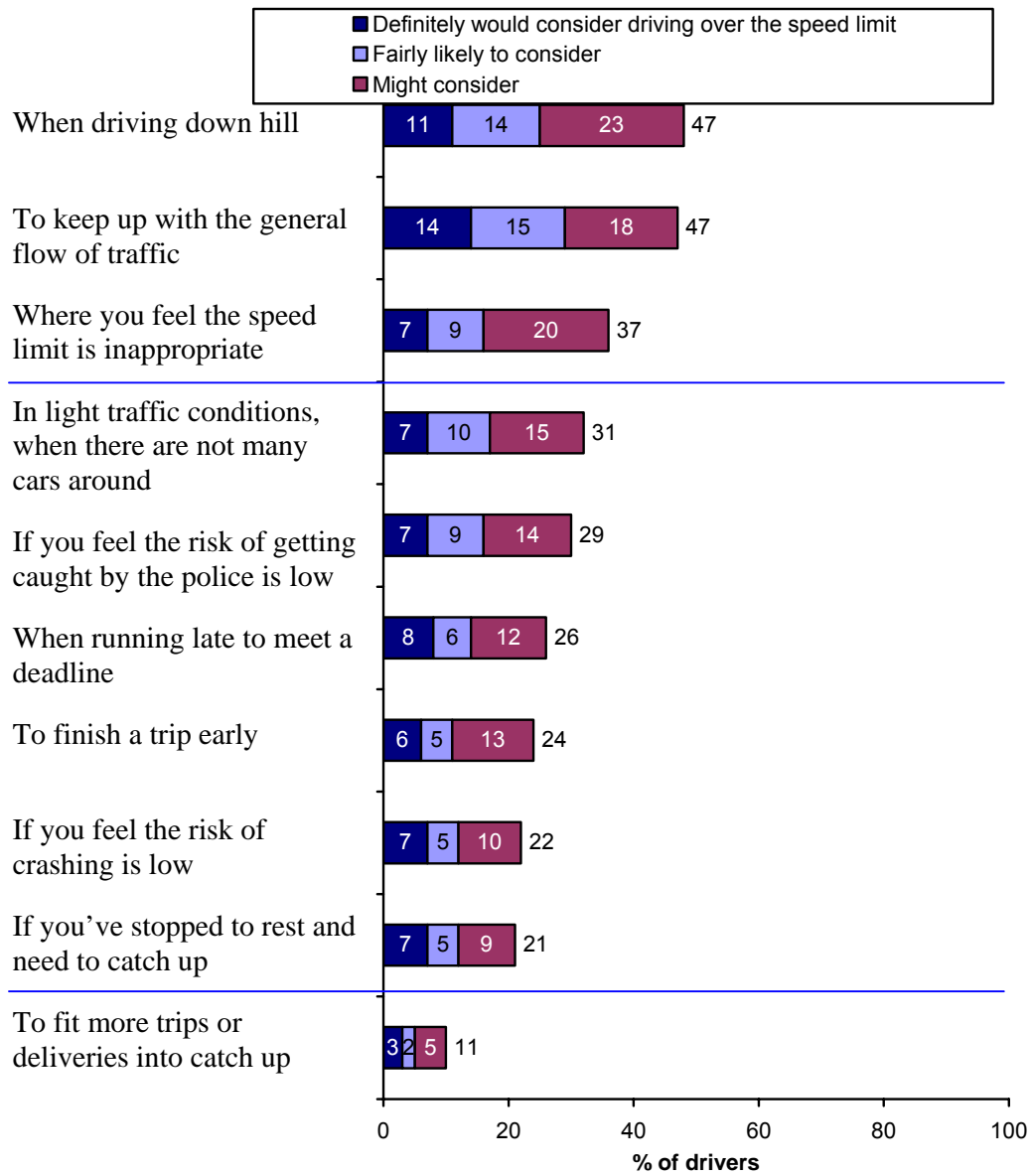


Figure 23. Incidence of Considering Driving More than 10 km/h Over the Limit in Different Situations

Note: Those who said that they would not consider driving up to 10km/h over the limit in the previous question were counted as 'definitely not'.

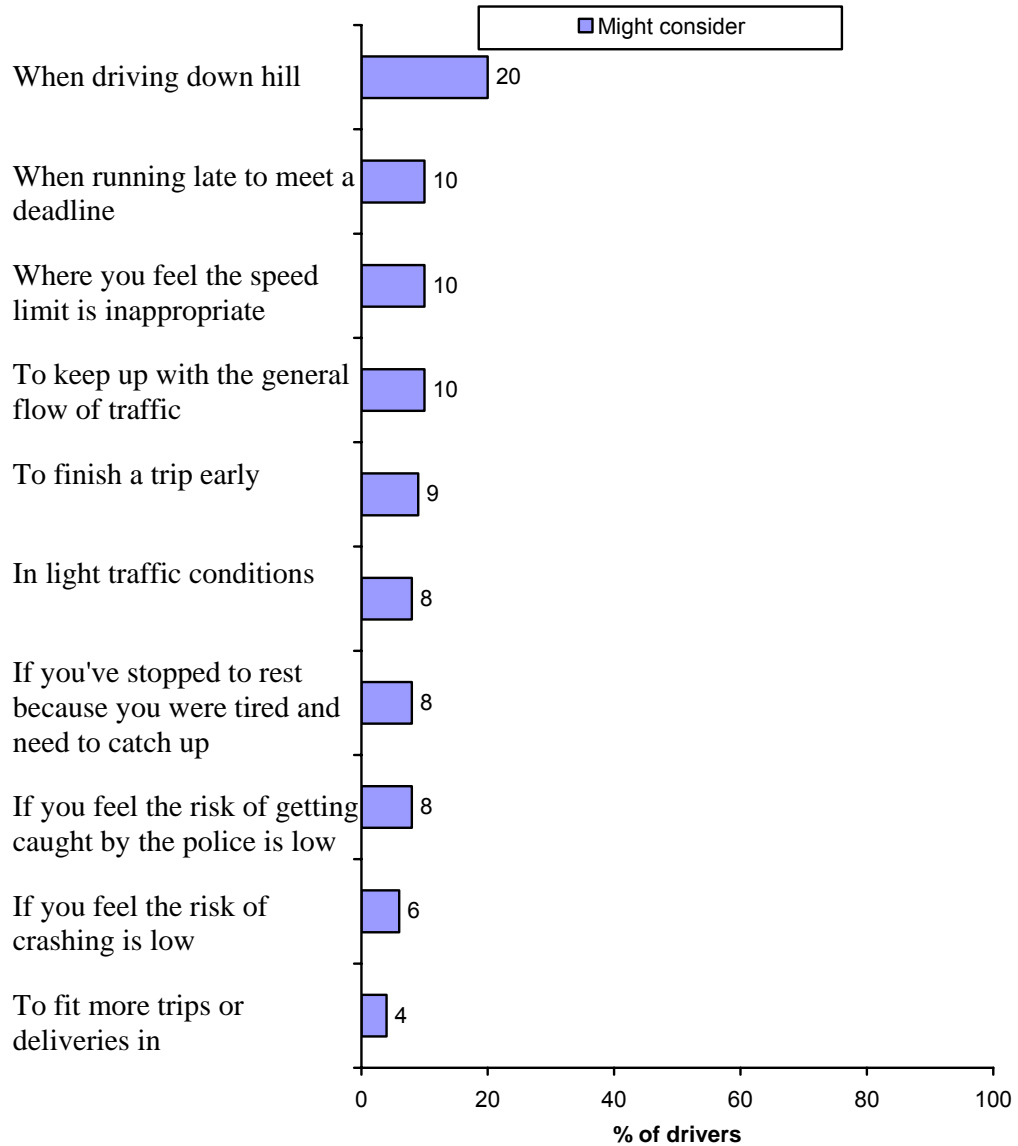


Table 20. Incidence of Considering Driving Up to 10 km/h Over the Limit in Different Situations, by Driver Groups

Situation (at least might consider)	Total (n=619) %	Trips > 100km			Employment of driver			GVM of usual vehicle			Age group (years)		
		1-10% (n=109) %	15-99% (n=107) %	100% (n=403) %	Owner - for Company (n=75) %	Owner - for Company (n=75) %	Company Driver (n=436) %	Under 42 tonnes (n=119) %	42-46 tonnes (n=228) %	>46 tonnes (n=272) %	18-39 (n=223) %	40-49 (n=209) %	50+ (n=187) %
To keep up with the general flow of traffic	47	51	47	46	51	45	47	49	49	45	48	52	40
When driving down hill	47	28	47	52	49	43	47	35	35	50	46	51	43
Where you feel limit inappropriate	37	30	41	37	45	32	36	39	40	33	44	33	32
In light traffic conditions	31	31	34	31	28	28	32	33	32	30	35	32	27
If feel risk of getting caught low	29	28	36	28	27	28	29	25	32	28	35	29	23
When running late to meet a deadline	26	31	21	27	25	24	27	32	28	23	33	26	19
To finish a trip early	24	23	26	24	22	15	26	19	26	25	34	22	15
If feel risk of crashing low	22	19	25	22	20	20	22	27	21	21	27	22	17
If had a rest and need to catch up	21	17	21	22	20	17	22	19	20	23	25	24	13
To fit more trips or deliveries in	11	13	10	10	17	11	9	13	11	9	16	9	6

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

3.9 Relationships with Risk Taking Behaviour

3.9.1 Overview

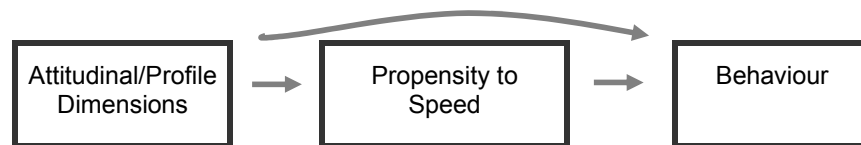
Additional analysis of the results was conducted to assess in more detail the behavioural and attitudinal dimensions underlying the topic area, and to identify which dimensions were more strongly related to risk taking. This encompassed three steps:

The first step was to identify groupings of questions that were answered similarly. This helps in the understanding of the dimensions underlying speeding.

The second step was to assess which attitudinal and other profiling dimensions were most related to risk taking. This shows the relative importance of different attitudes and motivators to speeding.

The model underlying this approach is illustrated in Figure 24, where attitudes lead to a propensity or intention to speed, which leads to the behaviour.

Figure 24. Model of Relationships Between Attitudes/Profile of Drivers, Propensity to Speed, and Behavioural Outcomes



The third step was to identify groupings, or segments, of drivers that differed on their driving characteristics and risk taking profile. This helps in providing different target groups for further strategy development.

Further details of the analyses are contained in Appendix B.

3.10 Underlying Dimensions

3.10.1 Risk Taking Dimensions

The questions on speeds driven in the 60 km/h and 100 km/h scenarios; consideration of driving up to 10 km/h over the limit in various situations, and incidence of being booked for speeding in the last 12 months were assessed as the risk taking variables in the survey.

These questions fell broadly into two groups:

- 'propensity to speed', made up of the situations in which speeding would be considered; and
- a more 'behavioural' oriented one around speeds that would be driven and the experience of having been booked for speeding (Table 21).

Factor analysis was used to develop the dimensions separately for these two sets of questions. The resulting dimensions were moderately correlated to each other ($r=0.46$).

Table 21. The Two Risk Taking Dimensions: ‘Propensity to Speed’ and ‘Behaviour’

Risk taking dimensions	Questions defining concept
“Propensity to speed”	<ul style="list-style-type: none"> • Consideration of driving up to 10km/h over the limit in different situations
“Behaviour”	<ul style="list-style-type: none"> • Fastest speed in 100 km/h zone • Fastest speed in 60 km/h zone • Booked for speeding in the last 12 months

3.10.2 Attitudinal/Profile Dimensions

Various attitudinal and profile questions were also assessed to develop further dimensions¹. The questions covered:

- level of agreement with attitudinal statements about speeding (Q14);
- impact of different countermeasures and situations on discouraging speeding (Q20);
- consequences and situations influencing decisions to not speed (Q17);
- likelihood of being caught speeding (Q32, Q33);
- pressure to speed to meet deadlines (Q16);
- input into determining trip schedules (Q10); and
- whether express freight runs were conducted (Q9).

At this point, ‘company related’ questions were not included. Factor analysis was used on these questions to produce ‘independent’ dimensions, unrelated to each other. This analysis produced seven additional dimensions, summarised in Table 22.

Not all items fitted clearly into a dimension. These specific items were utilised separately to the dimensions in the further analysis.

The dimensions, in order of size, were titled:

- impact of heavy vehicle countermeasures (eg, point-to-point cameras);
- impact of advertising;
- control attitudes (e.g. it’s alright to speed if an experienced driver, exciting to speed);
- delivery times/payment (e.g. realistic delivery times);
- crash/penalty consequences of speeding (e.g. possibility of loss of licence);

¹ The items related specifically to companies were not included at this point as they did not relate to all drivers. Furthermore, certain items that did not clearly fit into one dimension were not included. All of these items were still taken into account in the next stage of the analysis looking at relationships with risk taking.

- risk of detection (e.g. likelihood of getting caught); and
- planning/express deliveries (e.g. having input into schedules, not doing express deliverables).

Table 22. Attitudinal/Profile Dimensions Associated with Speeding

Attitudinal dimensions	Questions defining concept
Impact of HV countermeasures <i>(Discouraging going over the limit)</i>	<ul style="list-style-type: none"> • Fixed speed cameras set up by the roadside • Point to point speed cameras • The Three Strikes scheme • On-road Police enforcement
Impact of advertising <i>(Discouraging driving over the limit)</i>	<ul style="list-style-type: none"> • Advertising about dangers of crashing • Advertising about risk of being caught • Embarrassment with family or friends if caught
Control attitudes of speeding <i>(Level of agreement with...)</i>	<ul style="list-style-type: none"> • It's OK to travel <u>up to 10 km/h</u> over the speed limit on the open road, if you are an experienced truck driver • It's OK to travel <u>more than 10 km/h</u> over the limit on the open road if you are an experienced truck driver • Driving fast in a truck on the open road is an exciting experience • I risk losing money if goods are not delivered on time
Delivery times/Payment	<ul style="list-style-type: none"> • Having realistic delivery and pick up times <i>(Importance in keeping to the limit, Discouraging going over limit)</i> • Payment - on hours not trips <i>(Discouraging going over the limit)</i>
Crash/penalty consequences of speeding <i>(Importance in keeping to limit)</i>	<ul style="list-style-type: none"> • The possibility of losing your licence or demerit points • The possibility of crashing • The possibility of getting a monetary speeding fine
Risk of Detection	<ul style="list-style-type: none"> • Likelihood of getting caught if speeding 10 km/h over the limit • Likelihood of getting caught if speeding under 10 km/h over the limit
Planning/not express deliveries	<ul style="list-style-type: none"> • Trips have input into planning schedules/times • Work at least some express freight runs

3.10.3 Relationships Between Attitudes/Profile and Risk Taking

Relationships between the attitudinal/profile dimensions, additional items, and each of the two risk taking dimensions are summarised in Table 23 (*Propensity to speed*) and Table 24 (*Behaviour*).

The strength of the relationships comes from regression analysis, where all the variables are considered together in predicting risk. The individual correlations with the risk measure are also shown for reference.

Propensity to Speed

- The strongest contributors were the *Control attitudes* dimension followed by the question on *% of trips with pressure to speed to meet deadlines*.
- Secondary influences were the importance of *Not wanting to break the law* and the dimensions *Impact of advertising*, *Planning trips* and *Risk of detection/Emotional triggers*.

Behaviour

- Propensity to speed was an important contributor, but the *Control attitudes* dimension and importance of *Not wanting to break the law* were of equal value.
- Secondary influences were *% of trips with pressure to speed to meet deadlines* and influence of it being *Less stressful to stay within the limit*.

Table 23. Relationship between Attitudinal/Profile Dimensions and Propensity to Speed Dimension

(Regression model: R=0.74, contribution=54%)

Attitudes/Profile	PROPENSITY TO SPEED		
	Regression weight	p value	Individual correlation
Control attitudes [D]	0.50	<.0001	0.60
% of trips with pressure to speed to meet deadlines#	0.24	<.0001	0.46
Not wanting to break the law#	0.14	<.001	0.39
Impact of advertising [D]	0.11	<.001	0.18
Planning [D]	0.11	<.001	0.17
Risk of detection [D]	0.10	<.001	0.12
Negative consequences [D]	0.09	<.01	0.17
Impact of HV Countermeasures [D]	0.07	<.05	0.12
Less stressful to stay within the limit#	0.04	ns	0.30
Delivery times [D]	0.02	ns	0.05

[D] Speeding dimension # Question included separately to the dimensions

Table 24. Relationship Between Attitudinal/Profile Dimensions and Behaviour Dimension

(Regression model: R=0.53, contribution=27%)

BEHAVIOUR			
Speed dimensions	Regression coefficient	p value	
Control attitudes [D]	0.18	<.001	0.39
Propensity to speed [D]	0.18	<.001	0.46
% of trips with pressure to speed to meet deadlines#	0.16	<.001	0.35
Not wanting to break the law#	0.11	<.01	0.30
Less stressful to stay within the limit#	0.10	<.01	0.27
Delivery times [D]	0.07	ns	0.03
Impact of advertising [D]	0.05	ns	0.15
Risk of detection [D]	0.05	ns	0.09
Impact of HV Countermeasures [D]	0.05	ns	0.13
Planning [D]	0.03	ns	0.08
Negative consequences [D]	0.03	ns	0.11

[D] Speeding dimension # Question included separately to the dimensions

From this analysis, there is a substantial contribution of an attitudinal disposition to speed, particularly around control of the situation (i.e. speeding by an experienced truck driver). Consideration of speeding in different situations, helping define the intention to speed, is also clearly related to behaviour, which included the measure of having been booked recently for speeding.

Other issues, however, contribute to behaviour in addition to this overall disposition, in particular related to experience of pressure to meet deadlines, and the importance of not breaking the law. As noted earlier, this latter attitude has, in this context, elements of both social and work responsibility. When approaching strategies to reduce speeding among heavy vehicle drivers, it is important to take into account this dual relationship, with both overall attitudes to speeding as well as work pressures and needs.

Relationships between the driver groups and the main risk measures, and the measures associated with them, are summarised in Table 25. The main difference occurred by age, with younger drivers generally having greater risk and more negative attitudes. Drivers of trucks of 42-46 tonnes also had greater risk on the *Behaviour* dimension and more negative general attitudes.

Relationships with the measures was also assessed in relation to company policy and action (Table 26). This analysis showed that company promotion to drivers to 'be on time for your deliveries' was associated with greater risk or more negative attitudes on all but one of the measures (the exception being 'not wanting to break the law'). Furthermore, the attitude that a company policy would be likely to influence keeping to the speed limit was associated with lower risk and more positive attitudes on all the measures.

The association of company promotion of ‘be on time for your deliveries’ in particular implicates the role that companies need to play in addressing the problem of speeding by truck drivers.

Table 25. Differences Among Driver Groups the Main Risk and Attitude/Profile Measures

(Relationships with $p < .01$)

Measure	Group differences
Propensity to speed	<ul style="list-style-type: none"> 18-39 yrs drivers greatest risk (50+ years lowest risk)
Behaviour	<ul style="list-style-type: none"> 18-39 yrs drivers greatest risk (50+ years lowest risk) Drivers of 42-46 tonnes mass greater risk
Control attitudes	<ul style="list-style-type: none"> 18-39 yrs drivers greatest risk (50+ years lowest risk) Drivers of 42-46 tonnes mass greater risk
% of trips with pressure to speed to meet deadlines	<ul style="list-style-type: none"> No groups clearly different
Not wanting to break the law	<ul style="list-style-type: none"> Less important for company drivers Less important for 40-49 yrs drivers

Table 26. Relationships Between Company Action and Main Risk and Attitude/Profile Measures

(Relationships with $p < .01$)

Measure	Promotion of ‘You must not speed’	Promotion of ‘You must be on time for your deliveries’	Likelihood of company policy influencing your speed
	<i>[Promotion leading to greater risk/more negative attitude]</i>	<i>[Promotion leading to greater risk/more negative attitude]</i>	<i>[Increased likelihood leading to lower risk/more positive attitude]</i>
Propensity to speed	–	Yes	Yes
Behaviour	–	Yes	Yes
Control attitudes	–	Yes	Yes
% of trips with pressure to speed to meet deadlines	–	Yes	Yes
Not wanting to break the law	Yes	–	Yes

3.10.4 Segmentation

The final analysis stage was to identify different groupings, or segments, of drivers based on their driving characteristics and risk taking. The following measures were adapted for use in the analysis:

- propensity to speed (dimension);
- behaviour (dimension);
- control attitudes (dimension);
- % of trips with pressure to speed to meet deadlines;
- age group (grouping);
- trip profile – >100km from base;
- mass of vehicle (grouping); and
- importance of not wanting to break the law.

Four segments were developed, and are profiled in Table 27, and are summarised below:

Segment 1: High Risk

- One main high risk segment was produced, which scored higher on all of the risk measures and made up one fifth (20%) of the population of drivers in the survey. Half the drivers in this segment were aged up to 39 years, above average in the survey.
- This segment was characterised by being less likely to be influenced by various countermeasures, less likely to see negative consequences as very important, and having a lower perceived likelihood of being detected.
- In terms of behaviour, half (48%) of drivers in the segment reported having been booked speeding in the last 12 months, and they were the most likely to consider driving more than 10 km/h over the limit in the scenarios presented.
- This segment drove longer hours on average, reported the highest most pressure on trips to drive over the limit, and the company drivers within the segment were the most likely to report that their company promoted 'you must be on time for your deliveries'.

Segment 2: Moderate Risk – Deterred

- The second segment accounted for a quarter of drivers, measured moderately on both the risk taking measures, and relatively high on the general attitudes dimension, being similar to Segment 1 on some attitudes.
- The segment was marginally the least likely to usually drive a vehicle of greater than 46 tonnes, to be exclusively long haul drivers, or to be self employed owner drivers.
- While their attitude to speeding was relatively negative, they were also more likely than Segment 1 to report being deterred by countermeasures and influenced by negative consequences of speeding. The level of impact was similar to that reported by the low risk Segment 4.

- This profile suggest that the drivers in the segment tend to be ‘deterred’ from speeding through threat of countermeasures, while holding more negative attitudes to speeding than lower risk drivers.

Segment 3: Moderate Risk – Older

- The second segment listed in Figure 25 was the smallest segment, accounting for 15% of the drivers in the survey. Only a quarter (22%) of drivers in this segment were aged up to 39 years, the lowest incidence of any segment.
- This segment was marginally the most likely to be exclusively long haul (100% of trips >100 km radius) and reported among the least pressure on trips to speed to meet deadlines.
- This segment had a moderate risk profile on their propensity to speed, being less deterred by countermeasures, less influenced by negative consequences of speeding, and perceiving lower likelihood of getting caught.
- Drivers in this segment, however, did not report as poor behaviour as the high risk Segment 1, and had better general attitudes towards speeding than either Segment 1 or 2. A quarter of the drivers in this segment reported having been caught speeding in the last 12 months, but the reported speeds they would drive were no worse than for drivers in the other two lower risk segments (2 and 4).
- So while this segment was less willing to report being concerned about consequences of speeding and getting caught, some of their attitudes suggested that they were less motivated to speed.

Segment 4: Low Risk

- The largest segment, accounting for 40% of drivers in the survey, measured relatively low on all of the measures of risk and the most positively on attitudes to speeding.
- Few (11%) of the drivers in the segment reported having been booked for speeding in the last 12 months, almost none would drive more than 10 km/h over the speed limit in the scenarios presented, and they were the least likely to agree that it is ‘OK to travel up to 10 km/h over the speed limit if you are an experienced truck driver’.

Table 27. Segmentation of Drivers Based on the Risk Taking Dimensions, Age Group and Trips More Than 100 km from Driver Base

Measures		1 High risk pressure d %	2 Moderate Deterred %	3 Moderate Older %	4 Low risk %
<i>Size of segment</i>		20%	24%	15%	40%
Propensity to speed [dimension]		Very high	Moderate	Moderate	Low
Behaviour [dimension]		Very high	Moderate	Moderate	Low
Profile					
Age (years)	Up to 39	48	40	22	33
	40-49	35	33	44	30
	50+	17	27	34	38
Trips >100 km from driver base	0-10	13	22	12	19
	11-99%	18	21	13	16
	100%	68	57	76	64
Vehicle size (tonnes)	Up to 42	17	25	10	21
	> 42 to 46	38	38	44	33
	>46	45	37	47	46
Trips have input into trip schedules	0%	13	9	6	6
	10-49%	16	19	21	20
	50-99%	25	36	38	42
	100%	47	36	34	32
Hours driven in week	65+	47	36	34	32
Trips feel pressure to drive over the speed limit to meet a deadline	0%	31	75	85	93
	1-49%	17	14	10	4
	50-99%	28	8	2	2
	100%	25	3	3	1
Driver employment	Self employed owner	16	3	17	18
	Owner - works for company	10	14	12	14
	Company driver	74	83	70	69
Company promotion	Must not speed (never)	61	44	60	49
	Must be on time (frequently)	46	29	18	16
Attitudes					
Agree...	OK to travel to 10 km/h over	83	50	22	7
	OK to travel >10 km/h over	33	12	0	0
Strongly disagree...	Wasting time if don't speed	37	47	82	86
Likelihood of speeding (Fairly /Very likely)	Keep up with flow of traffic	67	33	32	6
	Risk getting caught is low	51	12	11	2
	Feel risk of crashing is low	43	9	6	0
Countermeasure – very likely to stop speeding	Company policy	40	68	53	82
	Police enforcement	51	75	57	81
	Point to point speed cameras	38	70	36	70
Detection (likely)	Up to 10 km/h over	33	55	41	67
Importance in keeping to the limit (very important.)	Possibility of licence loss	78	93	75	95
	Less stressful driving within limit	36	70	47	81
	Not wanting to break law	12	76	0	78
	Embarrassing being caught	8	23	1	35

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

Segmentation (continued)

Measures		High risk pressured %	Moderate Deterred %	Moderate Older %	Low risk %
<i>Size of segment</i>		20%	24%	15%	40%
Behaviour					
Booked for speeding	In last 12 months	48	14	28	11
Exposure to enforcement	Seen police on last trip	81	75	83	74
Speed 100 zone scenario	111+	40	12	11	3
Speed 60 zone scenario	70+ km/h	26	10	9	2
Cruise control	Set above limit	23	12	21	9
Speed limiter	Not used when should on 50%+ trips	38	22	16	10

Bolded: Higher result, with a statistically significant difference between groups ($p < .05$).

4. DISCUSSION

4.1 Trends in Responding

As the survey required drivers to answer questions about sensitive issues, namely breaking laws regarding speeding, it would be expected that there would be some tendency to minimise reporting of speeding and ‘irresponsible’ attitudes, at least among some respondents.

In this context, the level of reported speeding and negative attitudes may under-represent the true situation. While this is an issue in terms of assessing the *absolute* level of the results, it is still possible to look at *relative* trends in responding and assess relationships associated with these trends. For example, assessing what distinguishes those who report greater risk taking from those who do not.

In many cases, a trend towards ‘socially desirable’ responding may simply shift responses along a scale. So a response of ‘might consider’ speeding in a certain situation could be interpreted as representing a stronger propensity, but one the respondent would prefer not to admit to in a survey.

Trends in results have been assessed by looking at differences between groups of drivers, as well as through a more sophisticated assessment of relationships between multiple measures, to identify motivators of risk taking.

4.2 Propensity to Speed

Among the respondents in the survey sample, there was a degree of reported risk taking, reflected in responses of willingness to drive over the limit and having been booked for speeding. One in five reported having been booked for speeding in the last 12 months, a relatively high incidence. A third of drivers agreed that an experienced truck driver could drive up to 10 km/h over the limit, and one in ten or more would be willing to drive more than 10 km/h over the limit in a number of situations.

The relationships with speeding behaviour show the influence of both broader attitudes to speeding as well as features of the work situation, in particular pressure to meet deadlines, but also stress associated with speeding. Having these two paths contributing to behaviour also suggests that there are different sub groups in the population being measured, and this was confirmed to some extent through the segmentation analysis.

A quarter of drivers reported that they do experience pressure to drive over the speed limit to meet deadlines on at least some trips. This tended to be more likely to be reported by drivers aged under 50 years. The level of pressure had some relationship with the level of driver input into setting schedules for trips.

‘Pressure to make deadlines’ was by far the most common reason raised in the survey as to why truck drivers speed, by two-thirds of drivers. A much smaller proportion nominated a reason more associated with the driver’s choice to speed.

Putting the blame for speeding outside the control of drivers — i.e. on employers and clients — removes the burden of blame on the drivers themselves if and when they speed. The incidence of trips on which drivers feel pressure to speed to make deadlines, however, does not provide evidence that this is a universal problem. Only about a quarter of drivers reported such pressure on at least some trips, and a smaller proportion agreed that they would risk losing money if they are late. Furthermore, the strength of the contribution of

general attitudes to speeding, independent of direct work/delivery related pressures, also suggests that the situation is more complex.

The results of the survey do implicate deadlines and other pressures associated with the work situation contributing to speeding, but there is also a role for general acceptability of exceeding the speed limit in a variety of situations as a motivator to speed. This attitudinal disposition is similar to that which would be found in the general population of drivers — i.e. a strong relationship between risk taking and the attitude that it is ‘OK to exceed the speed limit’ if you are careful.

A consequence of the motivation to speed was shown in the incidence of driving trucks that were not speed limited but were meant to be limited. As many as a fifth of drivers in the survey reported that they did so on at least half of their trips. This gives a context to the lengths that some drivers will go to exceed the speed limit. This type of behaviour was more frequent among drivers of vehicles of 42-46 tonnes (predominantly prime mover/semi trailers) and those aged under 50 years.

4.3 Motivators to Speed

The motivators to speed can be described in two formats. Firstly, the elements that make up the speeding intentions and behaviour (the risk taking dimensions) and secondly the attitudinal/profile dimensions and other items that are associated with them.

Table 28 summarises the risk taking dimensions showing the more negatively endorsed items.

Table 28. Key Items Making Up the Risk Taking Dimensions

PROPENSITY TO SPEED DIMENSION	
Higher endorsed items	Index
• To keep up with the general flow of traffic	<ul style="list-style-type: none"> • 47% would consider up to 10 km/h over • 10% would consider more than 10 km/h over
• Where you feel the speed limit is inappropriate	<ul style="list-style-type: none"> • 37% would consider up to 10 km/h over • 10% would consider more than 10 km/h over
• In light traffic conditions, when there aren't many cars around	<ul style="list-style-type: none"> • 31% would consider up to 10 km/h over • 8% would consider more than 10 km/h over
• If you feel the risk of getting caught by the police is low	<ul style="list-style-type: none"> • 29% would consider up to 10 km/h over • 8% would consider more than 10 km/h over
SPEED BEHAVIOUR DIMENSION	
Higher endorsed items	Index
• Fastest speed in 100 km/h zone	<ul style="list-style-type: none"> • 45% would consider up to 10 km/h over • 14% would consider more than 10 km/h over
• Fastest speed in 60 km/h zone	<ul style="list-style-type: none"> • 11% would consider up to 10 km/h over • 10% would consider 10 km/h over
• Booked for speeding in the last 12 months	<ul style="list-style-type: none"> • 22% booked in the last 12 months

Risk taking was defined as faster speeds that would be driven on particular roads described to respondents; and consideration of speeding in a variety of situations (with the greatest endorsement ‘to keep up with the traffic flow’, ‘when you feel the speed limit is inappropriate’, and ‘in light traffic conditions’.

‘Keeping up with the flow of traffic’ has elements of not wanting to frustrate other drivers by driving slower; and contagion speeding, where speeding by some drivers promotes speeding by drivers around them. These attitudes, again, tend to be similar to what might be expressed by the general population of drivers, giving a broader context to strategy development.

A quarter of drivers had been booked for speeding, indicating the relative size of the problem.

The attitudinal/profile dimensions and other items related to the risk taking dimensions are summarised in Table 29. The more negatively rated items within the dimensions are included. These items, along with those that make up the risk dimensions, represent key issues to address in developing countermeasure strategies.

Younger drivers, aged up to 39 years tended to have a higher risk profile, implicating them as an important sub group for strategy development.

Table 29. Key Items Related to the Risk Taking Dimension, and Index of Endorsement

Related dimensions and other items	Index
<i>Control attitudes</i>	
Its OK to travel <u>up to 10 km/h</u> over the speed limit on the open road, if experienced	• Agree: 35%
I risk losing money if goods are not delivered on time	• Agree: 16%
% of trips with pressure to speed to meet deadlines	• On at least some trips: 24%
Not wanting to break the law – influencing keeping to the speed limit	• Not ‘very important’: 48%
Company tells drivers ‘you must be on time for deliveries’	• Frequently/sometimes: 45% (including 25% frequently)
Company policy influencing staying within the limit	• Not ‘very important’: 32%

Situations in which drivers were more likely to consider speeding include a mix of:

- work situations – running late, finish a trip early, stopped to rest and need to catch up;
- external conditions influencing interpretations of risk – light traffic, inappropriateness of limits, risk of crashing, risk of getting caught; and
- behaviour of other road users – keep up with traffic flow.

This profile highlights the range of ‘triggers’ that need to be addressed to comprehensively regulate driver speeding behaviour.

4.3.1 Enforcement

Enforcement is a key part of the speed countermeasure strategy. The threat posed by enforcement, and the risk of being detected speeding, has proven successful in changing behaviour, particularly where a relatively large proportion of drivers are offending; there is strong pressure to offend; or there is strong acceptability of offending. Once drivers hold the attitude that speeding is 'the wrong thing to do', the need for deterrence becomes diminished.

On-road measurements of speeding by truck drivers, along with specific results in the survey satisfy these parameters. While most drivers in the survey expressed strong compliance with the speed limits, a proportion of drivers expressed substantial pressure to speed to meet deadlines, and a proportion of drivers also considered that speeding is acceptable for 'experienced drivers'. Only half of drivers considered that 'not wanting to break the law' was a very important influence in decisions to keep to the speed limit, suggesting that there is still some way to go before drivers are 'self-motivating' to stay within the law.

Loss of demerit points leading to loss of licence was the consequence of most concern to drivers in the survey, implicating the potential role for enforcement in this context. Detailed knowledge of penalties, however, was low.

Of the forms of enforcement presented to drivers in the survey, 'on-road police enforcement' was reported to have the most impact on attitudes and behaviour, as measured by being 'very likely' to discourage drivers from going over the limit. The 'Three Strikes' scheme had only marginally lower impact. Stationary speed cameras, including fixed speed cameras by the roadside and point-to-point cameras all had relatively lower levels of impact, although over two-thirds of drivers still considered these countermeasures 'very likely' to deter them.

Many drivers who were not discouraged by enforcement considered that they could get around being caught. Comments provided by them suggested that they could adapt their behaviour to the locations of stationary cameras, and could still speed for parts of the trip. This type of criticism may reflect a lack of understanding about how some of the technology works; or simply be an expression of resistance to such measures. While it may be possible to speed in between camera sites, or for parts of a trip monitored by point-to-point speed cameras, the overall trip time is monitored and the potential value to the driver of speeding is diminished.

General police enforcement activity was reported to have more threat than the other types of enforcement described to drivers, and this may in part be related to the general application of the enforcement. Specific enforcement techniques such as point-to-point cameras are more targeted at specific routes and hence types of drivers and trips, so will be somewhat more restricted in application and hence deterrent threat.

One of the issues for fixed cameras is that truck drivers will become aware of the locations and communicate these to other truck drivers. The impact of such cameras could then be quite specific to the location, although if this is in a crash blackspot the effectiveness in terms of crash reduction may be substantial.

Awareness of police enforcement on the most recent trip was relatively high averaging 77%, and this was even greater among exclusively long haul drivers (100% of trips >100 km radius) (83%). This indication of greater exposure to enforcement by exclusively long

haul drivers was reflected in a higher incidence of being booked for speeding in the last 12 months in this group (24% vs. 15% of short haul drivers).

In the context of the survey, short haul and long haul drivers did not differ significantly on either of the two risk taking dimensions. The imbalance in successful detection of speeding between these two groups may reflect enforcement practices. Any decision about how enforcement activity should be allocated to catch the different groups of drivers would be influenced not only by propensity to speed but also by the cost-effectiveness in reducing crashes and casualties.

The perception of a level of speeding that will not be penalised is also counterproductive to the deterrent effectiveness of this type of enforcement. About a quarter of drivers in the survey considered that they could drive 5 km/h over the limit and not be penalised, and a further quarter considered that they could drive 10 km/h or more over the limit and not be penalised. This level of perception is quite high, and would be likely to influence propensity to speed, especially in situations where speeding would be more likely to be considered.

4.3.2 Role of the Company

In considering the role of enforcement in deterring speeding, it is important to also consider the role of companies in monitoring behaviour and promoting safe behaviour. Workplace rules, policies and penalties were also found to be associated with risk taking.

In the survey, only about half of drivers working for a company reported that their company at least sometimes promoted to drivers that 'you should not speed'. A similar proportion, however, promoted to drivers that 'you must be on time for your deliveries'. It was also found that drivers who reported that their company frequently promoted 'you should not speed' were the most likely to consider that a company policy against speeding would definitely discourage them from speeding.

Further relationships were found between higher scores on the risk measures and:

- company promotion of 'you must be on time for your deliveries'; and
- lower perceived likelihood of a company policy influencing speeding.

Companies are implicated in pressure to speed to meet deadlines, including promoting to drivers that they should be on time for deliveries. They are also in a position to pass on penalties that driver incur for speeding, which almost all appear to do; as well as impose their own penalties for unsafe behaviour, such as loss of job.

4.3.3 Role of Advertising

While advertising campaigns have a clearly established role in marketing and communication, there is a group of drivers who do not see such activity as credible, and are not receptive to the messages.

Measuring the effectiveness of advertising cannot rely on drivers' self-reported judgement. If, however, some drivers are predisposed to pay little attention to advertising, or attribute little credibility to advertising, then the effectiveness of the advertising will certainly be diminished for these drivers.

It is likely that many drivers were thinking more generally about road safety mass media advertising, including television campaigns. Campaigns and materials designed more

specifically to target and address truck drivers, about issues of particular relevance to truck drivers, will be expected to have more potential to reach these drivers.

Perceptions about the risk of crashing is one potential area that could be addressed by advertising. Over three-quarters of the drivers in the survey nominated that the risk of crashing was 'very important' in influencing decision to keep to the speed limit. While this may in part be a 'socially desirable' response, it does suggest that there is scope to build on this concern in challenging beliefs about situations and conditions in which drivers consider it safe to speed.

4.3.4 Driver Segments

The segmentation analysis showed that it is possible to divide drivers into distinguishable risk segments, based primarily on attitudinal and behavioural measures. Discriminating on risk by driver profile variables was more limited. The large majority of drivers in the survey were exclusively long haul, and were company drivers, which limits segmenting on risk with these variables.

The profile variable of most use is age – drivers aged under 40 years measured higher on the risk measures, and made up half of the highest risk segment.

While a quarter of drivers in the survey were identified as having a high risk profile, a large proportion (40%) of drivers fell into the lowest risk segment, scoring very low on the various measures of risk, including attitudes and behaviour. The profile of the two intermediate risk segments indicated a degree of risk taking, differing in underlying motivations to speed. One segment held more negative attitudes and appeared to be *deterred* by countermeasure activity and the threat of negative consequences. The other segment held more positive attitudes towards speeding but were less threatened by enforcement. While they did not appear as highly motivated to speed, an issue for this segment would be the possibility of speeding in response to situational factors.

5. CONCLUSION

- A significant minority of drivers in the survey reported risk taking, reflected in responses of willingness to drive over the limit and having been booked for speeding.
- One in five reported having been booked for speeding in the last 12 months, a relatively high incidence. A third of drivers agreed that an experienced truck driver could drive up to 10 km/h over the limit, and one in ten or more would be willing to drive more than 10 km/h over the limit in a number of situations.
- A quarter of drivers reported that they do experience pressure to drive over the speed limit to meet deadlines on at least some trips. This tended to be more likely to be reported by drivers aged under 50 years.
- The most important factors associated with risk taking were:
 - the attitude that speeding is acceptable;
 - pressure to speed to meet deadlines;
 - company promotion that drivers must meet deadlines;
 - 'not wanting to break the law' as an influence on keeping to the limit; and
 - that staying within the speed limit is less stressful, as a factor influencing behaviour.
- While the results do implicate deadlines and other pressures associated with the work situation contributing to speeding, there is also a role for general acceptability of exceeding the speed limit in a variety of situations as a motivator to speed.
- Enforcement activity in influencing speed is highly endorsed by drivers, and many drivers appear deterred by such activity. Drivers in the highest risk segment, however, are less likely to report being influenced by enforcement measures, and this highlights the need to look at implementation practices to reach drivers more effectively.
- Relationships were also observed between the risk taking dimensions and aspects of company policy and activity. Higher risk was associated in particular with promotion by the company of drivers having to be on time for deliveries.

APPENDIX A – QUESTIONNAIRE

PREAMBLE

Good morning/afternoon/evening. My name is from Marketmetrics, the survey research company.

We are conducting a survey with truck drivers on behalf of the National Transport Commission. The NTC is keen to find out the opinions of truck drivers about road safety and about what the NTC can do to improve safety for truck drivers.

NOTE: NEED TO CONFIRM THAT THEY DRIVE A TRUCK OF AT LEAST 4.5 TONNES GROSS VEHICLE MASS (GVM)

Please be assured that your responses will be kept confidential. This information will not be used for any other purpose and will be destroyed once the survey is completed. Only combined results from the survey will be reported back to the NTC.

NTC CONTACT DETAILS FOR VERIFICATION:

Heavy Vehicle Speed Protection Manager, tel: 03 9236 5000

Location

- 1 Victoria
- 2 Queensland
- 3 South Australia
- 4 Western Australia

General profile

Firstly, I'd like to ask some general questions about your driving

Q1 How many hours would you spend driving a truck each week?

RECORD NUMBER OF HOURS AS A WHOLE NUMBER – IF RESPONDENT GIVES A RANGE, TRY TO GET A TYPICAL WEEK, OR PUT LOWER END OF RANGE

IF STILL CAN'T SAY, 999= DON'T KNOW

Q2 How long have you held a heavy vehicle driver's licence?

RECORD NUMBER OF WHOLE YEARS (4 AND A HALF YEARS = 4)

IF LESS THAN 1 YEAR TYPE IN 0.

DON'T KNOW = 99

Q3 Which of the following type of truck do you usually drive?

READ OUT – SINGLE RESPONSE

- 1 Rigid truck with 2 axles
- 2 Rigid Truck with 3 axles
- 3 Rigid truck with a trailer
- 4 Primer mover and semi trailer
- 5 B-Double
- 6 Road train
- 9 Other (specify) _____

- Q4 What is the gross vehicle mass of this vehicle?
TRY TO GET AS NUMBER OF TONNES – IF RANGE GIVEN, RECORD LOWER,
OR ASK FOR TYPICAL MASS - IF LESS THAN 4.5TONNES GVM TERMINATE

RECORD AS NUMBER – ALLOW 1 DECIMAL POINT

98 DON'T KNOW
- Q5 And which of the following best applies to you...
READ OUT - SINGLE RESPONSE

1 An owner driver not working for a company
2 An owner driver working for a company
3 A company driver
4 Other (specify)_____
- Q6 How many truck drivers would work in the company that you work for?
READ OUT - SINGLE RESPONSE

1 1-4
2 5-9
3 10-19
4 20 or more
9 DO NOT READ OUT Don't know
- Q7 In which state is your driver base?

1 NSW
2 Victoria
3 Queensland
4 South Australia
5 Western Australia
6 Tasmania
7 ACT
8 NT
9 Refused
- Q8 What percentage of your trips are greater than 100km from your driver base?
RECORD AS % - 0 TO 100. IF UNSURE GET AN APPROXIMATE FIGURE, OR GET
RESPONDENT TO THINK ABOUT LAST WEEK

____% 999=DON'T KNOW
- Q9 Do you generally work express freight runs, other types of deliveries, or a mix?

1 Express freight
2 Other types of deliveries
3 Mixed
9 Can't say
- Q10 Thinking about your trips and schedules. On what percentage of trips would you personally have
input to determining your schedules and delivery times?
RECORD AS % - 0 TO 100. IF UNSURE GET AN APPROXIMATE FIGURE

____ % 999=DON'T KNOW

Q11a Now I am going to ask you questions about road safety and speeding. Firstly can you tell me why you think that truck drivers go over the speed limit? Anything else?
RECORD VERBATIM

Q12 Is there some amount over the limit that truck drivers think they can drive without getting caught?
ASK FOR DETAILS - RECORD VERBATIM

IF 1,4 IN Q5, GO TO Q14 [NOT A COMPANY DRIVER]

Q13a Now thinking about the current company you work for. How often does the company tell you each of the following. Please use a scale of... READ OUT

Firstly, how often does your company tell you... And what about...

ROTATE START POINT	Scale			
	1 Never	2 Sometimes	3 Frequently	4 DO NOT READ OUT Don't know
1 You must not speed				
2 You must be on time for your deliveries				
3 You must not tamper with the speed limiter				



AFTER Q13a, FOR EACH ANSWERED 2/3 IN Q13a ASK Q13b:

Q13b What will the company do if they find that you... RECORD VERBATIM – PROBE FOR DETAIL

- (1) do speed;
- (2) aren't on time for deliveries;
- (3) do tamper with the speed limiter?

ASK ALL

Q13c Does the company pay speeding fines if a driver is caught speeding? Or does the driver have to pay?

DO NOT READ OUT

- 1 Company pays ASK Q13d
- 2 Driver pays GO TO Q14
- 8 Other (specify) ASK Q13D IF APPROPRIATE
- 9 Don't know GO TO Q14

- Q13d When your company pays for fixed speed camera fines do the drivers get the demerit points?
- 1 Yes
 - 2 No
 - 3 Don't know

- Q14 I am going to read a number of statements that truck drivers have made about their driving. Please tell me the extent to which you agree or disagree with each one.

Please use a scale of... READ OUT

ROTATE START POINT	Scale					
	1 Strongly agree	2 Tend to agree	5 Neither agree nor disagree	3 Tend to disagree or	4 Strongly disagree	9 DNRO Don't know
1 Driving fast in a truck on the open road is an exciting experience						
3 I risk losing money if goods are not delivered on time						
4 It's OK to travel up to 10 km/h over the speed limit on the open road, if you are an experienced truck driver						
5 It's OK to travel more than 10kmh over the limit on the open road if you are an experienced truck driver.						
6 I don't go over the speed limit in built up, urban areas						
7 It's wasting time if you don't speed when you can						

Q15 I am going to read out some situations in which truck drivers travel over the speed limit. Please tell me whether or not you would personally consider driving up to 10km/h OVER the speed limit in each situation, when driving a truck.

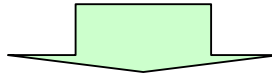
Please use the scale... READ OUT

Firstly, how likely would you be to consider driving up to 10km/h over the limit ...

(a) UP TO 10KM/H OVER THE LIMIT ROTATE START POINT	Scale					
	1 Definitely would consider driving over the speed limit	2 Fairly likely to consider	3 Might con- sider	4 Unlikely to consider	5 Would definitely not consider	9 DNRO Don't know
1 To keep up with the general flow of traffic						
2 In light traffic conditions, when there aren't many cars around						
3 Where you feel the speed limit is inappropriate						
4 If you feel the risk of getting caught by the police is low						
5 If you feel the risk of crashing is low						
6 When driving down hill						
7 When running late to meet a deadline						
8 If you've stopped to rest because you were tired and need to catch up						
9 To fit more trips or deliveries in						
10 To finish a trip early						

FOR EACH ANSWERED 1/3,

And would you consider driving more than 10 km/h over the limit...



1 To keep up with the general flow of traffic						
2 In light traffic conditions, when there aren't many cars around						
3 Where you feel the speed limit is inappropriate						
4 If you feel the risk of getting caught by the police is low						
5 If you feel the risk of crashing is low						
6 When driving down hill						
7 When running late to meet a deadline						
8 If you've stopped to rest because you were tired and need to catch up						
9 To fit more trips or deliveries in						
10 To finish a trip early						

Q16 On what percentage of your trips do you feel pressure to drive over the speed limit because you need to meet a deadline?

RECORD AS % - 0 TO 100. IF UNSURE GET AN APPROXIMATE FIGURE

____% 999=DON'T KNOW

Q17 I am going to read out some issues that truck drivers have said influence them to keep to the speed limit. Please tell me how important each of them would be for you personally in keeping to the speed limit when driving a truck.

Please use a scale of... READ OUT

ROTATE START POINT	Scale				
	1 Very important	2 Fairly important	3 Of only some importance	4 Not important	9 DNRO Don't know
1 The possibility of crashing					
3 The possibility of losing your licence or demerit points					
4 The possibility of getting a monetary speeding fine					
5 Not wanting to break the law					
6 Embarrassment with family or friends if caught					
7 IF 2,3 IN Q5: Your company policy against speeding					
8 That it is less stressful driving within the speed limit					
9 Having realistic delivery and pick up times					

Q21 Now I want you to think about driving a truck on a highway, freeway or motorway with a 100 km/h speed limit. What would you think would be the fastest you would ever drive on this type of road in a truck?

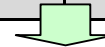
RECORD SPEED IN KM/H. IF GIVES A RANGE RECORD UPPER END.
IF REPLIES "DON'T KNOW/DEPENDS" RECORD AS 999.

Q22 Now thinking about driving a truck on a main road in a 60 kilometre per hour zone with little traffic, that has occasional intersections or traffic lights. What do you think would be the fastest you would ever drive on this type of road in a truck?

RECORD KM/H. IF GIVES A RANGE RECORD UPPER END.
999="DON'T KNOW" / "NO RESPONSE"

Q23 Now thinking about the various things that are done or could be done to try to discourage truck drivers from speeding. I am going to ask you to what extent each one would discourage you from going over the speed limit. For each one please use the scale:

ROTATE START POINT NOTE: CODES 2 AND 7 REMOVED IN Q20A AND Q20B	1 Would <u>definitely</u> discourage you from going over the speed limit	2 Fairly likely to...	3 Might ...	4 Fairly unlikely to...	5 Not at all likely to...	6 DNRO Never heard of it	9 DNR O Don't know
	discourage you						
1 Fixed speed cameras set up by the roadside							
3 Point to point speed cameras, which measure your average speed over longer distances, such as Safe-T-Cam used in NSW and SA							
4 Advertising campaigns about the dangers of crashing if speeding							
5 Advertising campaigns about the risk of being caught speeding							
6 The '3 strikes you're out' scheme – which can lead to cancellation of vehicle registration							
8 On-road Police enforcement							
9 Having a realistic delivery time							
10 If your payment is based on hours worked rather than number of trips							
11 IF 2,3 IN Q5: A company policy against speeding							



FOR EACH CODED 4/5, ASK Q20b Why do you say that ... is unlikely to discourage you from speeding?

1 Fixed speed cameras set up by the roadside	
3 Point to point speed cameras, which measure your average speed over longer distances, such as Safe-T-Cam used in NSW and SA	
4 Advertising campaigns about the dangers of crashing if speeding	
5 Advertising campaigns about the risk of being caught speeding	
6 The '3 strikes you're out' scheme – which can lead to cancellation of vehicle registration	
8 On-road Police enforcement	
9 Having a realistic delivery time	
10 If your payment is based on hours worked rather than number of trips	
11 IF 2,3 IN Q5: A company policy against speeding	

ALL DRIVERS

Q24 Have you personally been booked for speeding in a truck in the last 12 months?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q25 Do you know what the typical penalties are for getting caught for driving the following speeds?
Please think about the fines, demerit points and possible automatic disqualification.
IF DON'T KNOW, ASK FOR AN APPROXIMATE FIGURE – THEIR PERCEPTION

RANDOMISE ORDER

PROMPT FOR FINE, POINTS AND AUTOMATIC DISQUALIFICATION IN EACH CASE
PENALTIES DIFFER FROM STATE TO STATE, SO EMPHASISE 'TYPICAL' PENALTY
NONE/NO ANSWER = 0, DON'T KNOW = 9999, GET DISQUAL PERIOD IN MONTHS OR
YEARS

- 1 For going 10 km/h over the speed limit

FINE (\$): _____ POINTS: _____ AUTO DISQUAL _____

- 2 For going 30 km/h over the speed limit

FINE (\$): _____ POINTS: _____ AUTO DISQUAL _____

Q29 On your last trip driving a truck, did you see or hear of any Police enforcement on the roads you were travelling on?

- 1 Yes
- 2 No
- 3 Don't know

RANDOMISE ORDER OF Q30 AND Q31

Q1 If you were speeding up to 10kmh over the limit, what do you think your chances of being caught would be. Would they be... READ OUT

- 1 Very likely
- 2 Fairly likely
- 3 A small chance
- 4 Fairly unlikely
- 5 Not at all likely
- 9 DO NOT READ OUT Don't know

Q2 If you were speeding more than 10kmh over the limit, what do you think your chances of being caught would be. Would they be... READ OUT

- 1 Very likely
- 2 Fairly likely
- 3 A small chance
- 4 Fairly unlikely
- 5 Not at all likely
- 9 DO NOT READ OUT Don't know

Q3a Have you driven a truck that was meant to be speed limited to 100 km/h, but was not?

- | | | |
|---|------------|------------|
| 1 | Yes | ASK Q32B |
| 2 | No | GO TO Q33A |
| 8 | Don't know | GO TO Q33A |
| 9 | Refused | GO TO Q33A |

Q32b What % of your trips would say that you have driven a truck that was meant to be speed limited but was not?

RECORD AS % - 0 TO 100. IF UNSURE GET AN APPROXIMATE FIGURE

% ____ 999=DON'T KNOW

IF 1,4 IN Q5, GO TO Q34 [NOT A COMPANY DRIVER]

Q4a Does your company ever check your vehicle's management system to see if you have gone over 100km/h?

- | | | |
|---|------------|-----------|
| 1 | Yes | ASK Q33B |
| 2 | No | GO TO Q34 |
| 8 | No reply | GO TO Q34 |
| 9 | Don't know | GO TO Q34 |

Q33b Do you know what would happen if you had been speeding?

RECORD VERBATIM – PROBE FOR DETAIL

Q5 Do you have a cruise control fitted to the truck you usually drive?

- | | | |
|---|------------|-----------|
| 1 | Yes | |
| 2 | No | GO TO Q36 |
| 3 | Don't know | GO TO Q36 |
| 4 | Refused | GO TO Q36 |

Q6a Do you ever use the cruise control when you are driving a truck?

- | | | |
|---|------------|-----------|
| 1 | Yes | |
| 2 | No | GO TO Q36 |
| 3 | Don't know | GO TO Q36 |
| 4 | Refused | GO TO Q36 |

Q35b When you use the cruise control, do you usually:

- | | |
|---|--|
| 1 | Set it under the speed limit |
| 2 | Set it at the speed limit |
| 3 | Set it above the speed limit [how much over would that be? ____ km/h?] |
| 4 | Don't know / Refused |

I am now going to ask you some general questions about yourself, to ensure we have a good cross section of drivers

Q7 RECORD GENDER

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

Q8 Which of the following age groups are you in? READ OUT

- 1 Under 30
- 2 30-39
- 3 40-49
- 4 50-59
- 5 60 or older
- 9 Refused

Q9 And would you describe your marital status as... READ OUT

- 1 Married or defacto
- 2 Single
- 3 DO NOT READ OUT Refused

Q10 Do you have any children aged under 18 years?

- 1 Yes
- 2 No
- 3 Refused

Q11 And finally, do you have any other comments you would like to make about speeding and truck drivers? RECORD VERBATIM

That's the end of the interview. Thank you for your time. 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.

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected. In case we do need to recontact you, can I please get your name?

NAME _____

NUMBER _____

Once our 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.

APPENDIX B – ADDITIONAL ANALYSIS

Factor Analysis

The results of the factor analysis of the attitudinal/profile variables, showing the 7 factors and the loadings for each item (loadings <0.3 have been suppressed).

Attitudinal/Profile Dimensions

ITEMS	1	2	3	4	5	6	7
Likelihood of discouraging from going over the limit							
HV COUNTER-MEASURES	Q20a Influence - Fixed speed cameras by roadside	0.80					
	Q20a Influence - Point to point speed cameras	0.77					
	Q20a Influence - The Three Strikes scheme	0.70					
	Q20a Influence - On-road Police enforcement	0.56			0.38		
Likelihood of discouraging from going over the limit							
ADVERTISING	Q20a Influence - Advertising campaigns about the dangers of crashing if speeding		0.85				
	Q20a Influence - Advertising campaigns about the risk of being caught speeding		0.85				
	Q17 Importance - Embarrassment with family or friends if caught		0.62				
Attitude statements							
ATTITUDES	Q14 OK to driver more than 10km/h over			0.78			
	Q14 OK to driver up to 10km/h over			0.74			
	Q14 Driving fast on the open road is exciting			0.61			
	Q14 If you don't speed its wasting time			0.61			
Likelihood of discouraging / Importance in influencing							
DELIVERY	Q20a Influence - Having a realistic delivery time				0.78		
	Q17 Importance - Having realistic delivery and pick up times				0.70		
	Q20a Influence - If your payment is based on hours worked rather than number of trips				0.68		
Importance in influencing decision to keep to the limit							
CONSEQUENCES	Q17 Importance - The possibility of losing your licence or demerit points				0.76		
	Q17 Importance - The possibility of getting a monetary speeding fine				0.75		
	Q17 Importance - The possibility of crashing				0.47		
Likelihood to be detected driving...							
DETECTION	Q30 Likelihood of getting caught up to 10 km/h over					0.90	
	Q31 Likelihood of getting caught more than 10 km/h over					0.86	
PLANNING	Q9 General or express freight runs						0.75
	Planning trip schedules						0.71

Regression Analysis

Relationships between the *Behaviour, Propensity to speed* dimensions and: the predictor dimensions [D] and additional items.

Dependent variable: Propensity to speed ($R=0.74$, $R^2=0.54$)

Items	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
Control attitudes [D]	0.50	0.03	0.50	16.705	0.0000	0.60	0.56	0.46
Q16 Pressure to drive over the limit	-0.01	0.00	-0.24	-8.064	0.0000	-0.46	-0.31	-0.22
Q17 Importance - Not wanting to break the law	-0.12	0.03	-0.14	-3.897	0.0001	-0.39	-0.16	-0.11
Impact of advertising [D]	-0.11	0.03	-0.11	-3.696	0.0002	-0.18	-0.15	-0.10
Planning [D]	0.10	0.03	0.11	3.740	0.0002	0.17	0.15	0.10
Detection [D]	-0.10	0.03	-0.10	-3.630	0.0003	-0.12	-0.15	-0.10
Negative consequences [D]	-0.09	0.03	-0.09	-2.997	0.0028	-0.17	-0.12	-0.08
HV Countermeasures [D]	-0.07	0.03	-0.07	-2.269	0.0236	-0.12	-0.09	-0.06
Delivery times [D]	-0.04	0.03	-0.04	-1.545	0.1229	-0.05	-0.06	-0.04
Q17 Importance - That it is less stressful driving within the speed limit	-0.02	0.03	-0.02	-0.701	0.4835	-0.30	-0.03	-0.02

Relationships between the *Behaviour dimension* and: the predictor dimensions [D] and additional items.

Dependent Variable: Behaviour ($R=0.53$; $R^2=0.27$)

Items	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
(Constant)	-0.43	0.10		-4.338	0.0000			
Control attitudes [D]	-0.18	0.05	-0.18	-4.043	0.0001	-0.39	-0.16	-0.14
Propensity to speed [D]	-0.18	0.05	-0.18	-3.547	0.0004	-0.46	-0.14	-0.12
Q16 Pressure to drive over the limit	0.01	0.00	0.16	4.072	0.0001	0.35	0.16	0.14
Q17 Importance - Not wanting to break the law	0.10	0.04	0.11	2.556	0.0108	0.30	0.10	0.09
Q17 Importance - That it is less stressful driving within the speed limit	0.10	0.04	0.10	2.597	0.0096	0.27	0.11	0.09
Delivery times [D]	-0.07	0.04	-0.07	-1.848	0.0652	-0.03	-0.08	-0.06
Impact of advertising [D]	0.05	0.04	0.05	1.342	0.1801	0.15	0.05	0.05
Detection [D]	0.05	0.04	0.05	1.361	0.1739	0.09	0.06	0.05
HV Countermeasures [D]	0.05	0.04	0.05	1.267	0.2056	0.13	0.05	0.04
Negative consequences [D]	-0.03	0.04	-0.03	-0.879	0.3797	0.08	-0.04	-0.03
Planning [D]	-0.03	0.04	-0.03	-0.900	0.3684	-0.11	-0.04	-0.03