



RSA

# A Profile of Speeding in Ireland

RSA International Conference

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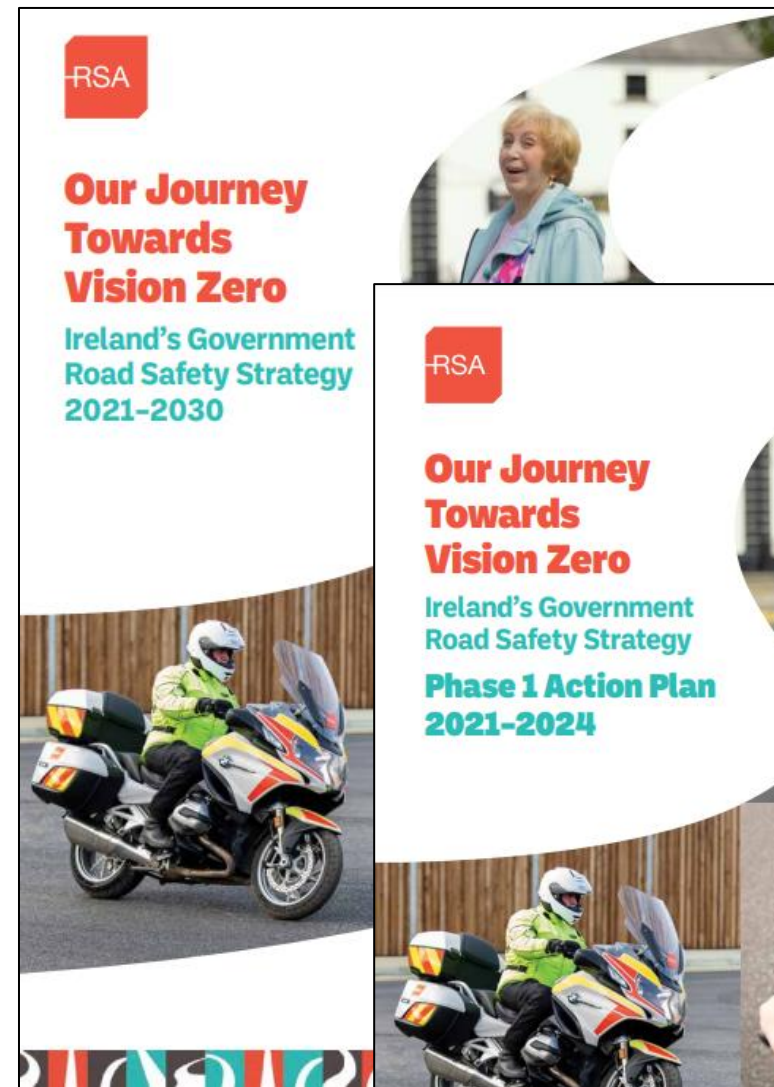
*Velma Burns, RSA Research Manager*

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# A profile of speeding in Ireland

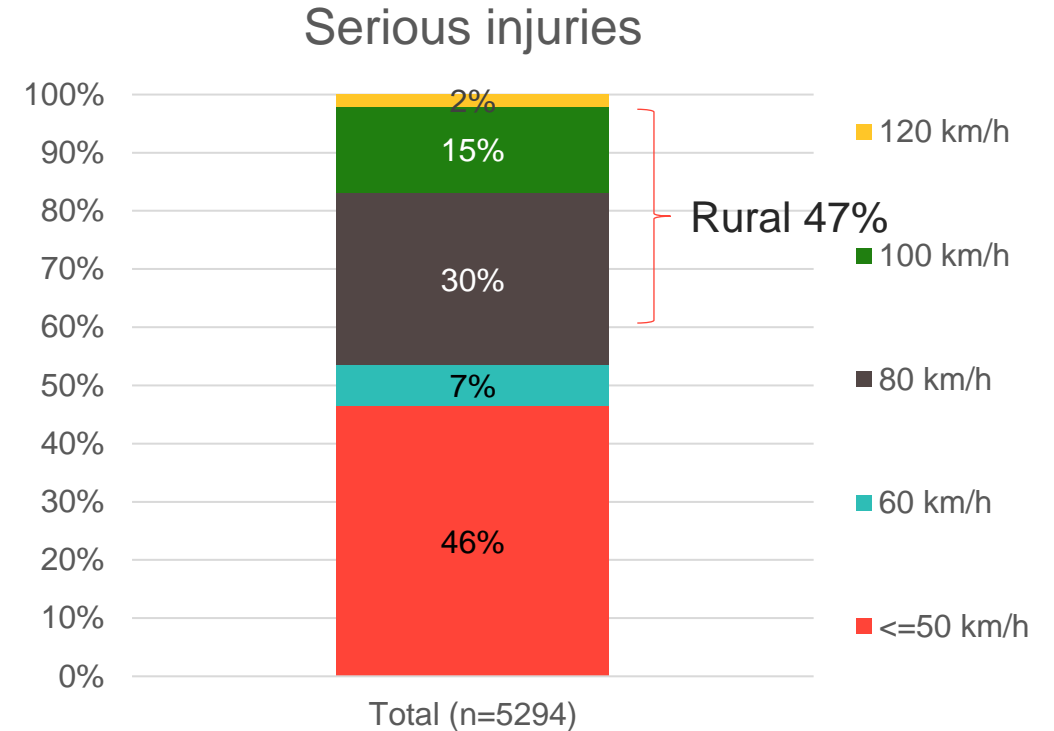
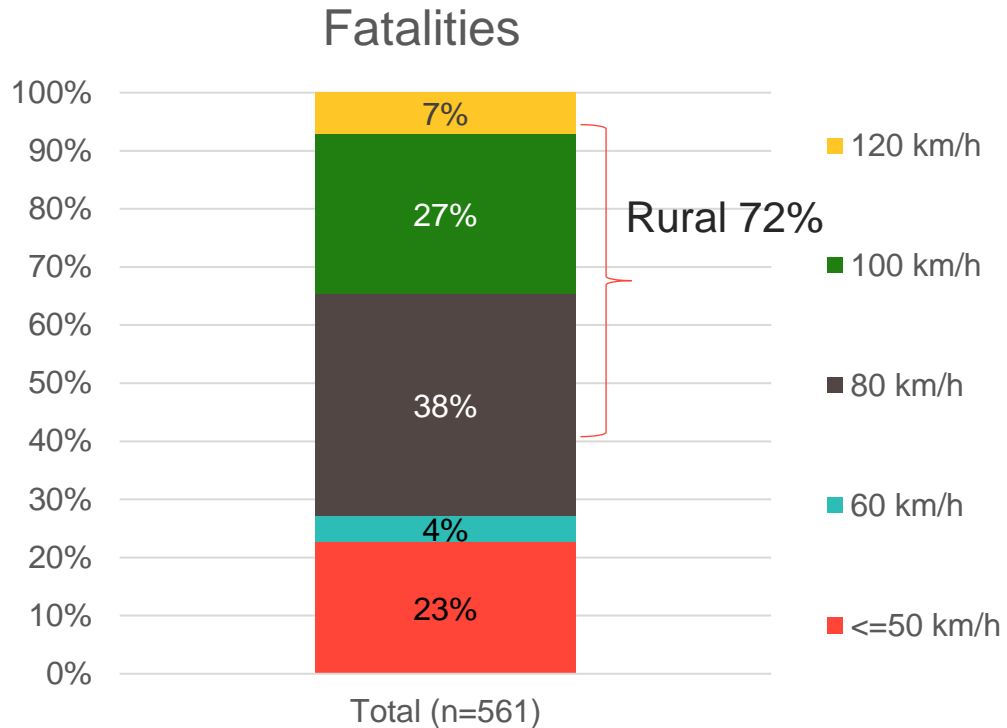
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# Fatalities and serious injuries by speed limit of road

2018-2021



Please note, figures are provisional and subject to change. Figures may not add to 100% percent due to rounding of percentages.

Rises to approx. 8 in 10 among cyclists and pedestrians seriously injured 50k roads

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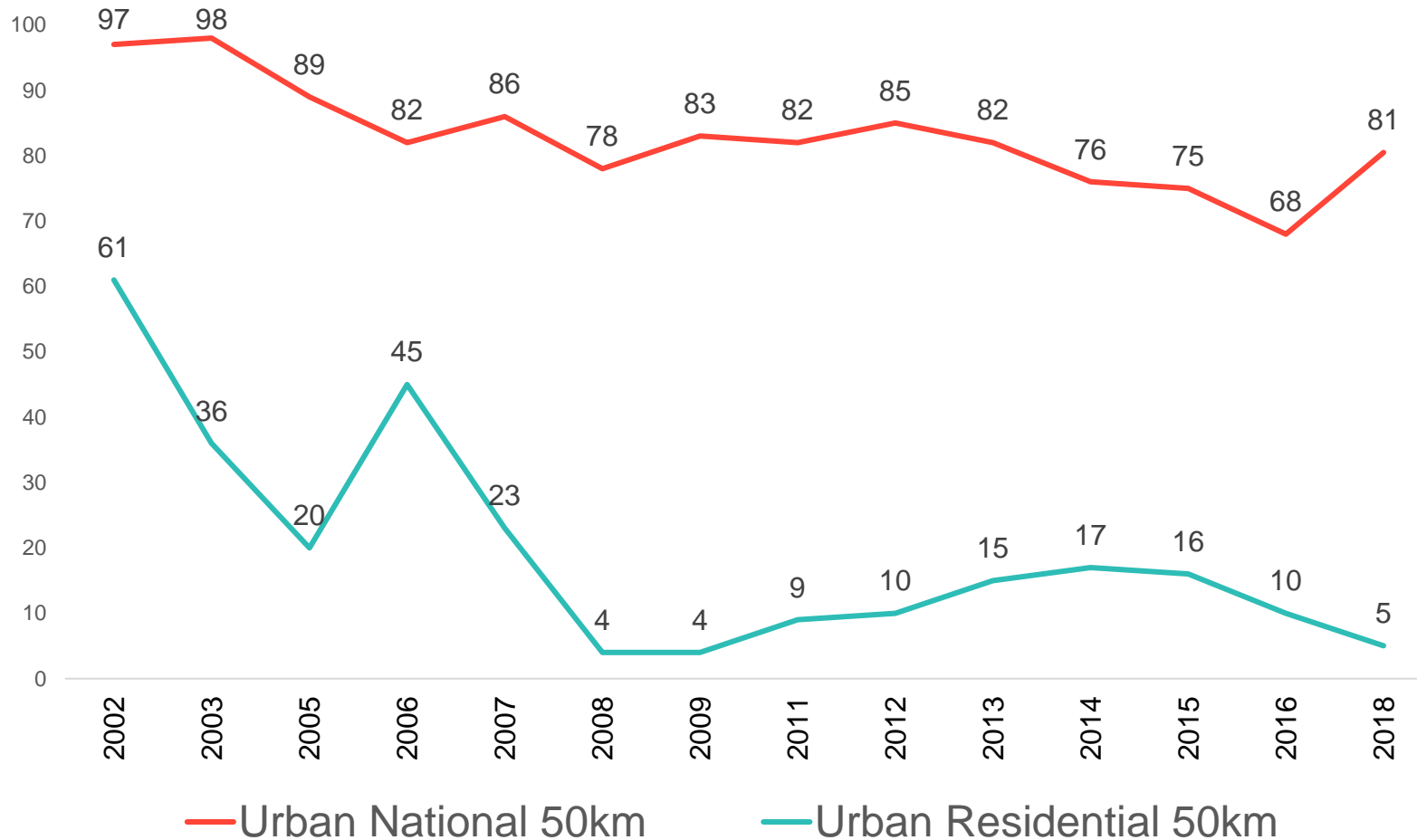
# Observational studies

Free speed survey 2021

# Historic survey of driver free speed



## Percentage cars speeding on urban roads



### 2018 free speed study results:

**52%** of car drivers observed speeding on urban roads ( $\leq 60\text{km/h}$  limits).

**27%** of car drivers observed speeding on rural roads ( $\geq 80\text{km/h}$  limits).



# New approach – survey of driver free speed

## Preliminary results of pilot study on urban roads 2021



Data collected at 11 urban road locations (50km/h) by Nationwide Data Collection using automatic traffic counters. The fieldwork over a 9-day period in October 2021.

- Overall, **77% of drivers were found to have driven in excess of the posted speed limit of 50km/h.**
- When viewed from a weekday perspective, 76% of observed drivers were driving in excess of 50km/h.
- **At the weekend, over 80%** of observed drivers broke the speed limit.
- Overall, 50% of motorists exceeded the speed limit by **up to 10 km/h**
- 33% of motorists exceeded the speed limit by between **10 km/h and 20 km/h**



# New approach – survey of driver free speed

## Preliminary results of higher speed roads 2021



Road Type	% Speeding Weekday	% Speeding Weekend	Sample Size
Rural Roads (100 km/h)	29%	31%	> 8,000
Motorways (120 km/h)	15%	14%	> 14,500



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# National Survey on Speed

Nationally representative survey of 1,000+  
**weekly car drivers**

Conducted online in October 2022



# National Survey on Speed (2022)

## Key questions explored in preliminary analysis of results

- ▮ What is the profile of those who speed, and don't speed?
- ▮ What factors influence a driver's decision to speed?
- ▮ What factors influence a driver's decision not to speed?
- ▮ What would make motorists stop speeding?
- ▮ To what extent do motorists support doubling fines for speeding?

# National Survey on Speed (2022)

## Grouping drivers by frequency and degree of speeding by road type

Q. In the past 12 months how often may you have...	'Very often', 'often' or 'sometimes'	'Rarely' or 'never'
exceeded <b>50km/h</b> speed limits by <u>less than</u> 10km/h?	<p><b>64%</b></p> <p>More likely to be:</p> <ul style="list-style-type: none"> <li>• Male (71%)</li> <li>• 25-34 years old (72%)</li> <li>• ABC1F (70%)</li> <li>• In 'pre-family' life stage (78%)</li> </ul>	<p><b>36%</b></p> <p>More likely to be:</p> <ul style="list-style-type: none"> <li>• Female (43%)</li> <li>• 65+ years old (48%)</li> <li>• C2DE (43%)</li> </ul>
exceeded <b>100km/h</b> speed limits by <u>less than</u> 10km/h?		
exceeded <b>50km/h</b> speed limits by <u>more than</u> 10km/h?		
exceeded <b>100km/h</b> speed limits by <u>more than</u> 10km/h?		



# Reasons why motorists speed



*N = 661, drivers who 'very often', 'often', or 'sometimes' speed*



## 1 in 2 agree:

- I have never had a crash while driving (57%)
- Speed limits on some 80km/h roads are too low (55%)



## 1 in 3 agree:

- I am unlikely to get caught by the police (32%)
- I am unlikely to get caught by a speed camera (30%)
- I am familiar with roads I regularly drive, and can speed on them safely (29%)



## 1 in 4 agree:

- Every driver in my area speeds (26%)
- My friends regularly speed (25%)
- I'm a skilled driver and can handle driving above the speed limit (25%)
- I enjoy driving fast (21%)



## 1 in 10 agree:

- My family regularly speed (14%)
- I don't know anyone who has ever had a crash while driving (10%)
- Speeding on rural roads is perfectly safe (9%)
- Speeding on urban roads is perfectly safe (8%)



# Reasons why motorists don't speed

*N = 365, drivers who 'rarely' or 'never' speed*

Four key themes endorsed by over 9 in 10 non-speeders

## Reject the premise



- Don't need to speed
- No time savings

## Moral/legal argument



- Want to do the right thing
- It's illegal

## Safety



- It's dangerous
- Risk of crash
- Might hurt myself/others

## Fear of sanction



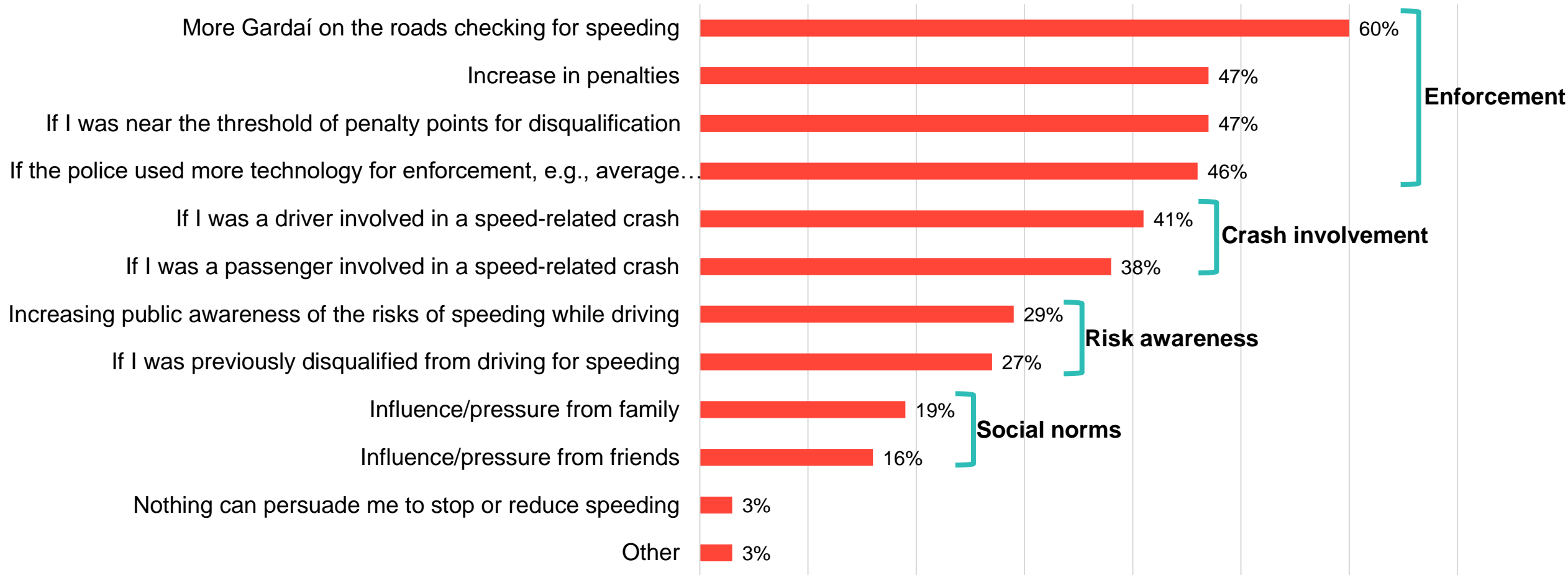
- Don't want to get penalty points
- Don't want to get caught
- Might affect insurance



# Factors that would encourage/persuade drivers who speed to stop



*N = 661, drivers who 'very often', 'often', or 'sometimes' speed*

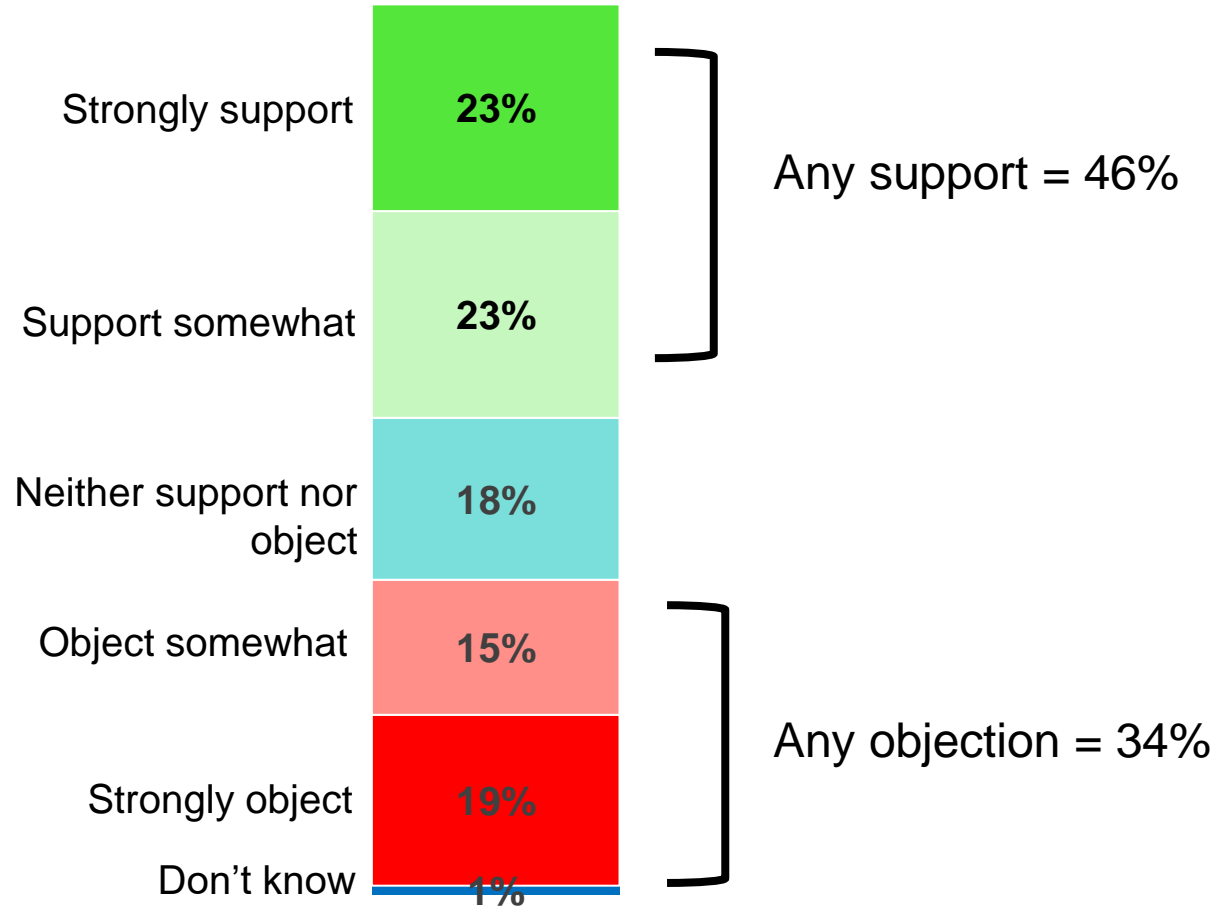


# Support for doubling speeding fines



N = 1,026

Q: Participants were asked to what extent they support or object to **doubling** the current fine for speeding from €80 to €160.



Support significantly higher among those aged 65+ (58%); also non-speeders (60%)

Objection significantly higher among speeders (42%)



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# Driver Fatalities who Exceeded a Safe Speed (2014-2018)

Analysis of Coronial Data

# Background

## Coronial files data

- The Health Research Board (HRB) collects Road Traffic Collision (RTC) fatalities data annually on behalf of the RSA from closed Coronial files using the National Drug-Related Deaths Index (NDRDI) methodology.
- This analysis focuses on Coronial data for RTC fatalities that occurred in 2014-2018.
- Coronial files generally contain: An Garda Síochána Investigation Report, Forensic Collision Investigation (FCI) Report, witness(es) deposition/statement(s), autopsy report, toxicology report, death certificate and the Coroner's verdict.



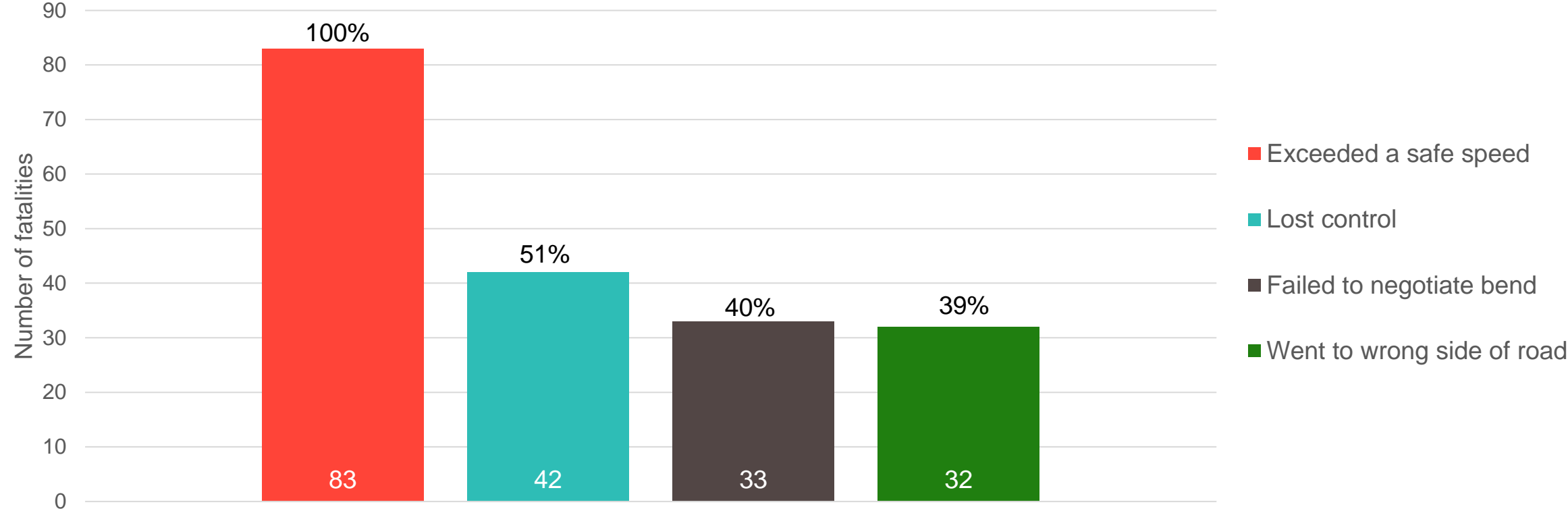
# Driver fatalities

2014-2018

- The RSA has Coronial data for 365 of the 440 drivers killed on Irish roads during 2014-2018 (83% coverage).
- 344 of these driver fatalities had a record of their action(s) prior to the fatal collision.
- **24% (n = 83) of the 344 drivers** with a record of their action(s) were documented as exceeding a safe speed.
- 65% of these speeding driver fatalities were car drivers, and 27% were motorcycle drivers.

# Driver fatalities who exceeded a safe speed (2014-2018)

Driver action(s)\* (n = 83)

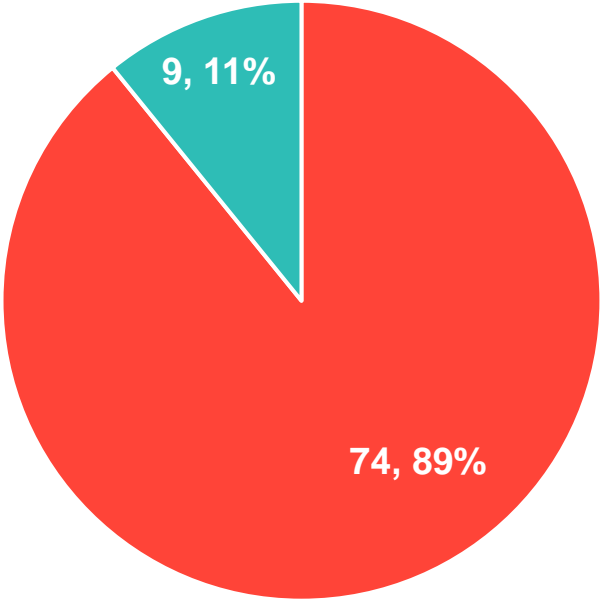


\*Up to 5 actions can be recorded for each fatality.

# Driver fatalities who exceeded a safe speed (2014-2018)

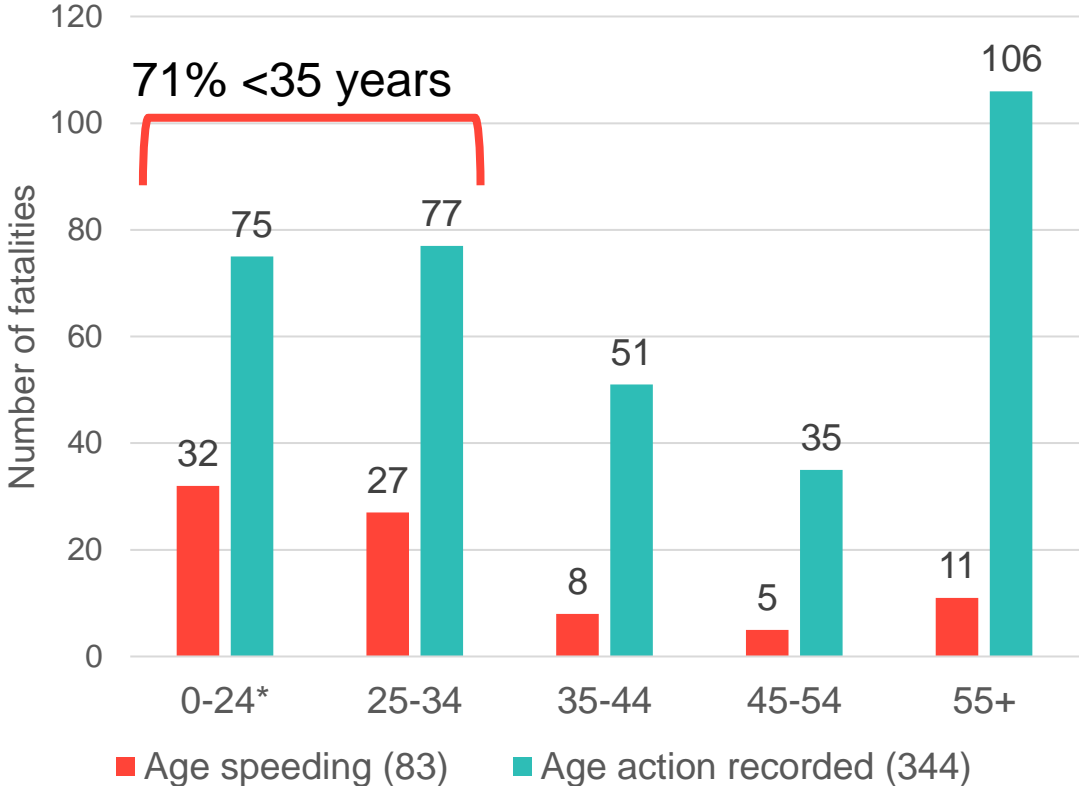
(n = 83)

Gender



Male Female

Age in years



# Driver fatalities who exceeded a safe speed (2014-2018)

## Seat belt wearing



58 of the 83 driver fatalities who exceeded a safe speed were driving a vehicle with seat belts. 56 of the 58 driver fatalities had a record of whether or not they wore a seat belt.

**54%** of those driver fatalities were **not** wearing a seatbelt.

## Alcohol



76 of the 83 driver fatalities who exceeded a safe speed had a toxicology result available.

**53%** of those driver fatalities had a positive toxicology for alcohol\*.

*\*A positive toxicology for alcohol is recorded where the Blood Alcohol Concentration (BAC) of the deceased was >20mg alcohol per 100ml blood (or equivalent in urine)*



# Driver fatalities who exceeded a safe speed (2014-2018)

## Collision profile (n = 83)

- 97 people died and 51 people were injured in the 83 fatal collisions where a driver fatality exceeded a safe speed.
- 72% of these fatal collisions occurred during **Friday-Monday**, with 31% of them occurring on **Sunday**.
- 45% of these fatal collisions occurred between **7pm-5am**, with 18% of them occurring between 12-3pm.
- 73% of these fatal collisions occurred on **rural roads (speed limit  $\geq 80\text{km/h}$ )**.

# In Summary

- Range of Irish studies indicate speeding is a **persistent road safety issue**.
- Safe speeds is a **critical intervention area** in the government Road Safety Strategy.
- Strategies to **challenge perceived acceptability** of speeding required.
- Urban road non-compliance** a particular concern, especially in context of serious injuries among VRUs.
- Coronial data indicate speeding driver fatalities were most likely to be **young, male, and on rural roads**. Drink-driving and non seat belt wearing often co-exist.
- Further analysis of the results from **National Survey on Speed (2022)** will inform the development of evidence-based interventions, and inform **in-depth qualitative research** in 2023.



**Thank you**

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