

Speed



SPEED IN BUILT-UP AREAS

Q1: Within the past 12 months, how often have you driven at 35mph or faster in a 30mph zone?

The majority of drivers – nearly two thirds (63%) – admit speeding by 5pm or more in a 30 limit, and many do so habitually. One in 25 (4%) speed in a 30 limit on a daily basis. Men are far more likely than women to speed in 30 limits, and three times as likely to do so daily.

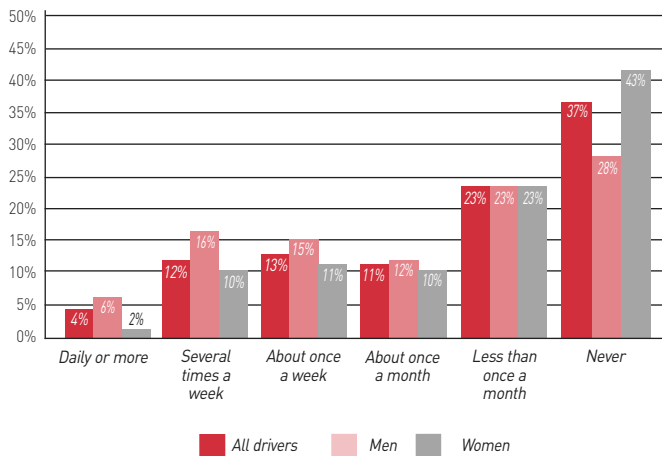
Among all drivers:

- 4% said daily or more
- 12% said several times a week
- 13% said about once a week
- 11% said about once a month
- 23% said less than once a month
- 37% said never

Men vs women:

- 6% of men and 2% of women said daily or more
- 16% of men and 10% of women said several times a week
- 15% of men and 11% of women said about once a week
- 12% of men and 10% of women said about once a month
- 23% of men and 23% of women said less than once a month
- 28% of men and 43% of women said never

Figure 1: how often do you drive at 35mph + in a 30mph zone?



In the past decade

There has been a reduction in the number of drivers admitting to speeding at 35mph+ in 30 limits, and an even greater drop in the number speeding regularly, compared to when Brake asked the same question in 2004. Then 68% admitted doing 35 or more in a 30 limit, compared to 63% in 2013, and a huge 38% saying they did this weekly or more, compared to 29% in 2013.

Q2: Within the past 12 months, how often have you felt under pressure from other drivers to drive faster when in built-up areas?

Two thirds (66%) sometimes feel pressure to speed in built-up areas, with most of those feeling this every week, showing the impact our perceived culture of speeding has on individuals. The proportion who feel this pressure is higher still among young drivers, indicating a greater level of impressionability.

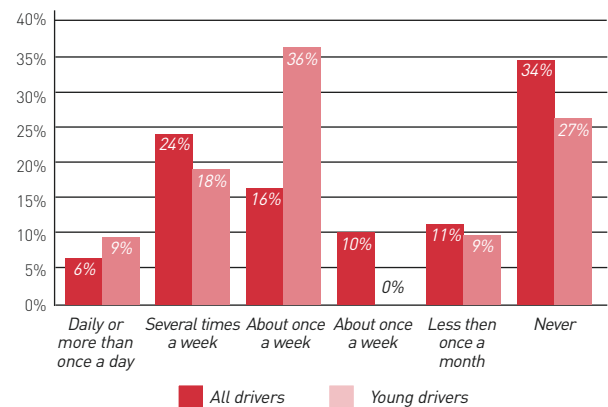
Among all drivers:

- 6% felt this pressure daily or more
- 24% felt pressure several times a week
- 16% felt pressure about once a week
- 10% felt pressure about once a month
- 11% felt pressure less than once a month
- 34% never felt pressure

Among young drivers:

- 9% felt this pressure daily or more
- 18% felt pressure several times a week
- 36% felt pressure about once a week
- 0% felt pressure about once a month
- 9% felt pressure less than once a month
- 27% never felt pressure

Figure 2: do you feel pressure from other drivers to speed in a 30mph zone?

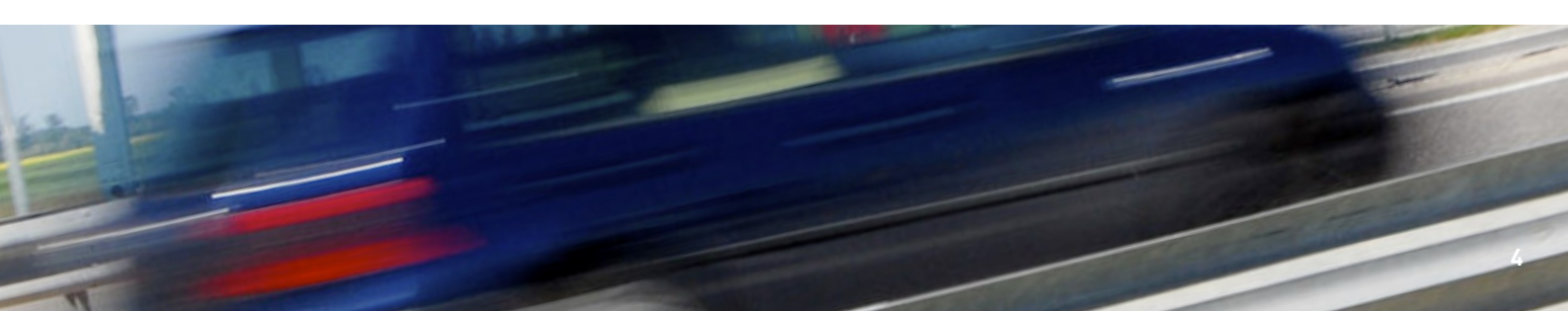


Q3: How often did this pressure make you drive faster?

Unfortunately, about a third (34%) of drivers admit pressure from other drivers sometimes makes them drive faster.

Among all drivers:

- 7% said daily or several times a week
- 8% said about once a week
- 6% said about once a month
- 12% said less than once a month
- 66% said never



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THE FACTS: SPEEDING IN BUILT-UP AREAS

- 75% of crashes that result in injury happen on urban roads.¹
- 98% of pedestrian casualties occur on urban roads. That's 25,346 people hurt or killed (in 2011).² Three in 10 (30%) pedestrian casualties are among children age 16 or under.³
- Drivers who speed are nearly twice as likely to have been recently involved in a road crash.⁴
- Slowing down to 20mph in built-up areas gives drivers far more time to react and stop in time in an emergency. Your stopping distance at 20mph is 12m, or three car lengths, compared to 23m or six car lengths – nearly double – at 30mph. At 35mph, your stopping distance increases by a further 26%, to 29m.⁵
- 20mph limits are evidenced to reduce casualties among pedestrians and cyclists⁶ and recommended by the World Health Organisation as a key way to protect people on foot.⁷

Q4: Do you think traffic in your neighbourhood is too fast for the safety of children or adults on foot or bicycle?

Despite the majority admitting speeding themselves in built-up areas, two-thirds (64%) also think traffic is too fast for the safety of people on foot and bike in their local area.

Among all drivers:

- 24% think traffic is too fast on most/all local roads
- 40% think traffic is too fast on some local roads
- 37% said no

LOST LIVES

Daniel Evans, age 14, from Sunderland, died after being knocked down on his way home from school. He was hit by a car as he ran into the road between two parked vehicles. He was taken to an intensive care unit, where he died six days later.

Karon Hylton, Daniel's mother, says: "We don't know how fast the car was travelling when it hit Daniel, but it hit him hard enough to cause serious head injury and kill him. Daniel was fun, clever and full of energy, and his death has left a gaping hole in our family. He had his whole life ahead, and didn't deserve to die for running out that day. No one can bring Daniel back, but we can hopefully stop other families suffering as we have. I urge all drivers to take Brake's advice and slow down around homes, shops and schools, and watch out for children. Children sometimes make mistakes: it's up to you as the responsible adult behind the wheel to make sure that if a child does run out, you're going slowly and carefully enough to avoid doing them serious harm."



Q4: Do you think more needs to be done to make walking and cycling safer around schools, homes and town/village centres in your area?

The majority of drivers (65%) think more needs to be done to improve safety for walking and cycling in their community.

- 38% said yes, we need some/more cycle paths
- 29% said yes, we need some/more 20mph limits
- 25% said yes, we need some/more pavements
- 25% said yes, we need some/more crossings
- 21% said yes, we need safer junctions for cyclists
- 22% said no, we already have the above measures
- 13% said no, I don't think more needs to be done

ADVICE FOR DRIVERS: SPEED ON BUILT UP ROADS

Everyone has the right to walk and cycle for their health and enjoyment, and for cheap and sustainable travel, without being or feeling endangered. That's why Brake is urging drivers to help make roads safer for kids and adults on foot and bike by committing to slow down to 20mph around homes, schools and shops, even where the limit is 30mph. By taking this simple step, you will be helping to make streets and communities safer, greener more pleasant places for everyone, and ensuring you have time to react and stop in an emergency, such as if a child runs out suddenly.



End notes

1. Reported Road Casualties 2011, Department for Transport, 2012
2. Reported Road Casualties 2011, Department for Transport, 2012
3. Reported Road Casualties 2011, Department for Transport, 2012
4. The Speeding Driver: Who, How and Why? SG Stradling et al, Scottish Executive Social Research Findings No. 170/2003, 2003
5. www.stoppingdistances.org.uk, RoSPA
6. For example, 20mph speed reduction initiative, Scottish Executive Central Research Unit, 2001; 20mph Speed Limit Pilots Evaluation Report, Warrington Borough Council, 2010
7. Pedestrian safety: a road safety manual for decision-makers and practitioners, World Health Organisation, 2012, http://apps.who.int/iris/bitstream/10665/79753/1/9789241505352_eng.pdf WHO Pedestrian Safety