National Survey of Speeding and Other Unsafe Driving Actions

VOLUME III: Countermeasures

National Survey of Speeding and Other Unsafe Driving Actions

LUME

Countermeasures

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16. Abstract

The National Highway Traffic Safety Administration (NHTSA) commissioned the research firm of Schulman, Ronca, & Bucuvalas, Inc. (SRBI) to conduct the Nationwide Survey Regarding Speeding and Other Unsafe Driving Actions. Between February 20 and April 11, 1997 SRBI conducted a total of 6,000 telephone interviews among a national population sample. The percentages provided in the report are weighted to accurately reflect the national population of drivers age 16 or older.

Volume I: *Methodology Report* describes the methods used to develop the questionnaires and conduct the interviews. It also contains copies of the questionnaires. Volume II: *Driver Attitudes and Behaviors* reports respondents' attitudes toward speeding and speed limits; attitudes about unsafe and aggressive driving; experience riding with unsafe and aggressive drivers; frequency and patterns of specific unsafe driving actions; attitudes about and personal experience with enforcement; and crash experience. This report, Volume III: *Countermeasures* reports on drivers' attitudes regarding the acceptability and effectiveness of proposed countermeasures, including photo-enforcement, that may discourage speeding and unsafe driving.

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EXECUTIVE SUMMARY

BACKGROUND

Speeding has been cited as a contributing factor in nearly one-third of all fatal motor vehicle crashes. In 1996, the cost of crashes involving speeding was estimated to be $28.8 billion. However, only limited information is available on driver attitudes and behavior regarding speeding and other forms of unsafe driving behavior, including those typically identified as aggressive driving, e.g., tailgating, weaving, running red lights, and making angry, insulting, or obscene gestures to other drivers. To help provide information in this important area, the National Highway Traffic Safety Administration (NHTSA) commissioned a national survey of the driving public to determine:

- the wide range of driver attitudes about speeding and other forms of aggressive/unsafe driving behavior;
- commonly occurring situations in which unsafe driving occurs;
- driver characteristics associated with those who commit these types of infractions; and
- the types of countermeasures the public believes are acceptable and effective for countering such behaviors.

Research of this nature supports NHTSA-sponsored efforts to more precisely specify targets (e.g., drivers, situations), and develop new or refine existing countermeasures that, ultimately, may reduce the occurrence of fatalities and injuries resulting from unsafe driving practices. (See Volume III: *Countermeasures*, for more detailed information about possible solutions.)

The survey was conducted by telephone by the national survey research organization, Schulman, Ronca and Bucuvalas, Inc. (SRBI). A national household sample was constructed using random digit dialing. Each household was screened to determine the number of adult (16 years of age or older) drivers in the household and one eligible driver was selected in each household to be interviewed for the survey. The interviews were conducted by professional interviewers, using computer-assisted telephone interviewing (CATI) to reduce interview length and minimize recording errors. A Spanish-language translation and bilingual interviewers were used to minimize language barriers to participation. The interviews, conducted between February 20 and April 11, 1997, averaged 30 minutes in length. A total of 6,000 interviews were completed with a participation rate of 73.5%. (For a detailed discussion of the methodology employed in this study, refer to Volume I: *Methodology Report*.)

Since this was the first national survey of speeding and unsafe driving practices, the number of issues to be covered was extensive. In order to accommodate the number of questions required without unduly burdening the public, two versions of the questionnaire were developed. One questionnaire focused primarily on speeding issues and the other focused primarily on other forms of unsafe driving. Each version is an independent national sample, constructed in an identical fashion. In addition, each version of the questionnaire used half-samples for some questions to extend the number of questions that could be covered in a 30 minute interview. This random assignment of questions to half of the sample within the two national cross-sectional samples effectively created four national samples. Hence, for some questions we have national estimates based on sample sizes of approximately 1,500 or 3,000, while estimates for core questions about speeding and unsafe driving, as well as driver and driving characteristics shared by both versions are based on sample sizes of 6,000.

FINDINGS

The survey examined public perceptions of the effectiveness of nine possible countermeasures that might reduce the occurrence of speeding and other forms of unsafe driving. A tenth countermeasure — photo-enforcement — was examined separately.

The countermeasure judged most effective in reducing unsafe driving, having more police assigned to traffic, was rated as very or somewhat effective by 87% of drivers. Other countermeasures similarly rated for reducing unsafe driving behaviors were more frequent ticketing (80%), double or triple fines (80%), increased public awareness (80%) and revoking licenses more often (79%). On the other hand, road design changes (71%) and encouraging citizens to report drivers (64%) were seen as less effective by drivers. Nonetheless, a majority of drivers felt that every one of these countermeasures would be at least somewhat effective in reducing unsafe driving.

In general, the rankings of these countermeasures in reducing speeding were similar to those reported for unsafe driving. More police assigned to traffic (85%), more frequent ticketing (82%), double or triple fines (81%), and revoking licenses more often (81%) were judged very or somewhat effective by drivers. On the other hand, increased insurance costs (80%) and road design changes (78%) were judged more effective for reducing speeding than for reducing unsafe driving.

A majority of drivers said that they would approve implementing each of these countermeasures in their communities to reduce speeding or unsafe driving. Most drivers would strongly or somewhat approve of increasing public awareness of risks (89%), encouraging riders to say something to drivers (84%), more frequent ticketing (83%), having more police assigned to traffic (82%) and revoking licenses more often (81%) to reduce unsafe driving. At least seven out of 10 would approve double and triple fines (77%), encouraging citizens to report (71%) and increasing insurance costs (71%) for unsafe driving. Six out of 10 (64%) would approve road design changes to reduce unsafe

driving in their communities. In most of these cases, similar but somewhat lower proportions would approve these countermeasures to reduce speeding in their communities. The exceptions are about the same proportions for those who approve road design changes (64%-63%), and a somewhat higher approval rate of increased insurance costs for speeding (75%) compared to unsafe driving (71%).

One specific countermeasure for speeding and unsafe driving that the survey examined in detail was photo-enforcement. Only about two-thirds of drivers (65%) reported that they had ever heard of this kind of traffic enforcement. Nonetheless, after this approach was described, about eight in 10 drivers thought it would have a lot (53%) or some (27%) effect on deterring drivers from running stop signs and red lights. Three out of four drivers felt it would have a lot (42%) or some (33%) effect on reducing speeding. More than six in ten drivers thought it would have a lot (29%) or some (36%) effect on reducing crashes, whereas, somewhat fewer felt it would have a lot (32%) or some (28%) effect on getting dangerous drivers off the road.

Given the perceived effectiveness of photo-enforcement, it is not surprising that seven out of 10 drivers believe that it would be a good idea to use photo-enforcement for those drivers running red lights (79%), not stopping at stop signs (74%) and speeding (71%). When asked about using photo-enforcement in specific locations, most drivers supported the implementation of photo-enforcement in hazardous locations (70% thought it very or somewhat acceptable), where crashes frequently occur (77%) and in school zones (89%).

CHAPTER I.

BACKGROUND AND OBJECTIVES

BACKGROUND

Speeding has been implicated as a contributing factor in about one-third of all fatal motor-vehicle crashes. In addition, increased attention has been given to other unsafe driving actions — running red lights, tailgating, cutting other drivers off, etc. — that may lead to crashes. However, very little information is available on when, where, and under what conditions drivers engage in speeding and other unsafe driving actions and behaviors; nor is there adequate information on the types of drivers who engage in these behaviors.

To help fill in this information gap, the National Highway Traffic Safety Administration (NHTSA) of the Department of Transportation (DOT) contracted with Schulman, Ronca, & Bucuvalas, Inc., a national survey research firm, to conduct a survey of the driving public's attitudes and experience related to speeding and other unsafe driving actions. Research of this nature supports NHTSA-sponsored efforts to more precisely specify targets (e.g., drivers, situations), and develop new or refine existing countermeasures that, ultimately, may reduce the occurrence of fatalities and injuries resulting from unsafe driving practices.

The unsafe driving behaviors examined in the survey, including tailgating, weaving, making obscene gestures to other drivers, are sometimes used as examples of "aggressive driving." There is increased public concern about the role of aggressive driving and "road rage" in crashes and traffic fatalities. Unfortunately, there is no general agreement among traffic safety experts as to what constitutes aggressive driving. Consequently, the survey focuses only on specific unsafe driving acts rather than on aggressive driving.

That the American public is very concerned about the consequences of speeding and other unsafe driving actions, can be seen from the results of NHTSA's 1997 Customer Satisfaction Survey where 87% of the driving age public said it was important that something be done to reduce speeding on highways and fully 97% said it was important to do something about speeding on residential streets.[1] In the earlier 1995 Customer Satisfaction Survey, 90% said it was important for the federal government to conduct public education campaigns to increase compliance with stop signs and signals.[2] The 1997 Customer survey also showed that the public believes the problem of unsafe driving is becoming worse — 60% of the driving-age public said they believe drivers were driving less safely now than 10 years ago, compared with only 8% who thought drivers are driving more safely now.

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1. U.S. Department of Transportation, National Highway Traffic Safety Administration, 1997 Customer Satisfaction Survey, April 1998.

2. U.S. Department of Transportation, National Highway Traffic Safety Administration, 1995 Customer Satisfaction Survey, May 1996.

OBJECTIVES

The specific objectives of this survey were to determine:

1) The characteristics of drivers who engage in speeding and other driving actions considered as unsafe, including their demographic characteristics (such as age and gender), their driving characteristics (e.g., frequency, types of unsafe driving actions they commonly engage in), their attitudes about unsafe driving actions (which are most/least dangerous, and their attitudes about driving laws and the enforcement of them;

2) The situations (road type, time of day, etc.) and driver attitudes and motivations that accompany speeding and other unsafe driving actions;

3) The public's attitudes regarding speed limits, (e.g., are the limits too high or too low on specific road types) and the enforcement of these limits (what enforcement methods should be used, how much over the limit should be tolerated, etc.);

4) Activities that the public would support to reduce the occurrence of these unsafe driving actions, including use of photo-enforcement (such as photo radar), fines and other penalties, and public information and education.

The first three objectives are the focus of Volume II: *Driver Attitudes and Behavior*. This volume, Volume III: *Countermeasures*, focuses on the fourth objective.

SAMPLE DESIGN

The survey was conducted by telephone by the national survey research organization of Schulman, Ronca & Bucuvalas, Inc. (SRBI). A national telephone household sample was constructed using random digit dialing. Each household was screened to determine the number of adult drivers (age 16 or older) in the household. One eligible driver was systematically selected in each eligible household by the interviewers. The survey was conducted using computer-assisted telephone interviewing (CATI) to reduce interview length and minimize recording errors. A Spanish-language translation and bilingual interviewers were used to minimize language barriers to participation.

Since this was the first national survey of speeding and unsafe driving practices the number of issues to be covered was extensive. In order to accommodate the number of questions required without unduly burdening the public, two versions of the questionnaire were initially developed. One questionnaire (Version 1) focused primarily on speeding issues. The other questionnaire (Version 2) focused primarily on other forms of unsafe driving. Each version was fielded as an independent national sample, constructed in an identical fashion. Hence, for some questions we have national estimates based on sample

sizes of 3,000, while estimates for core questions about speeding and unsafe driving behavior, as well as driver and driving characteristics shared by both versions, are based on sample sizes of 6,000.

Each of the two questionnaire versions used split-half samples for some questions to extend the number of questions that could be covered in a 30 minute interview (see Table 1-1, below). This random assignment of questions to half of the sample within the two national cross-sectional samples effectively created four national samples. Hence, the total sample size of 6,000 drivers in the survey is comprised of four independent samples of approximately 1,500 respondents, each. Individual questions may be asked of 1,500 drivers (one national sample), 3,000 drivers (two national samples) or all 6,000 drivers.

TABLE 1-1

Unweighted Size of Sample Components

	Split-Half		Total
	A	B	
Version 1 - Speeding	1,489	1,511	3,000
Version 2 - Unsafe Driving	1,467	1,533	3,000
Total	2,956	3,044	6,000

The survey was conducted between February 20 and April 11, 1997. The telephone interviews averaged 30 minutes in length. A total of 6,000 interviews were completed with a participation rate of 73.5 percent.

The completed interviews were weighted to correct for selection bias as a result of the number of telephone lines and eligible respondents in the household. The complete weighting procedure and other aspects of the survey methodology are described in greater detail in Volume I: *Methodology Report*. Copies of the survey questionnaires also appear in Volume I.

All sample surveys are subject to sampling variability or sampling error. The sampling error is the range within which sample estimates are expected to vary from true population values. At the 95 percent confidence level, the maximum expected sampling error for a simple random sample declines with size from $\pm$ 2.5 percentage points for a sample of 1,500 (i.e., 47.5%-52.5% for a sample estimate of 50%), to $\pm$ 1.8 percentage points for a sample of 3,000, to $\pm$ 1.3 percentage points for a sample of 6,000. The formula for calculating sampling variances and a table of expected sampling errors by sample size is included in Volume I: *Methodology Report*.

Some percentages in the report are based on the total sample of survey participants (6,000), while others are based on one or two of the independent samples which comprise the total sample. Each table is labeled to show the appropriate, unweighted base. Due to rounding, the percentages in some tables may add to slightly more or less than 100%. We have labeled questions that permit multiple responses because they will add to more than 100%.

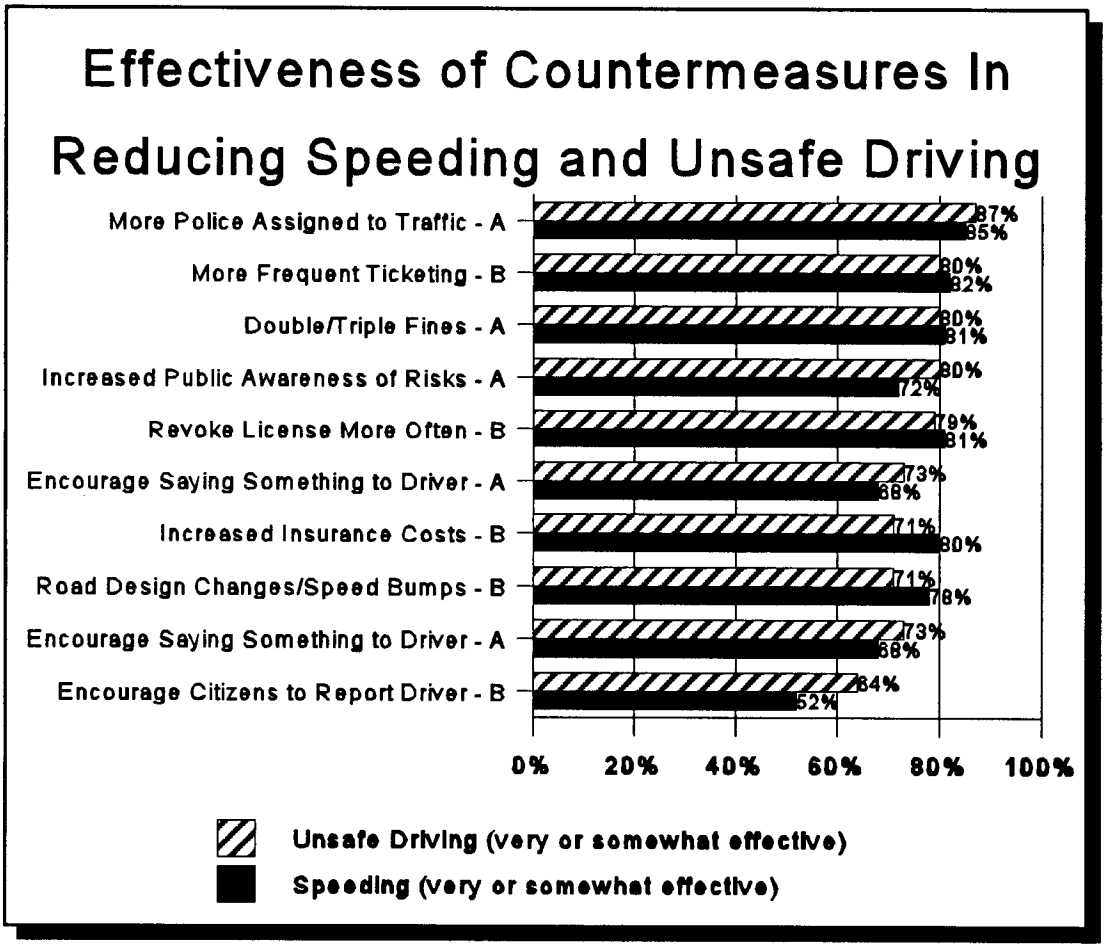
CHAPTER II.

EFFECTIVENESS AND SUPPORT FOR COUNTERMEASURES

PERCEIVED EFFECTIVENESS OF VARIOUS COUNTERMEASURES

Drivers were asked to rate the effectiveness of nine different countermeasures for reducing unsafe driving and speeding. The countermeasure that was viewed to be the most effective in reducing unsafe driving behaviors, assigning more police officers to traffic duty (87%), was also seen as the most effective for reducing speeding (85%). About eight in 10 drivers also said that more frequent ticketing (80% and 82%, respectively), doubling or tripling fines (80% and 81%), and taking away driver's licenses more often (79% and 81%) would be effective in reducing unsafe driving and speeding.

FIGURE 2-1



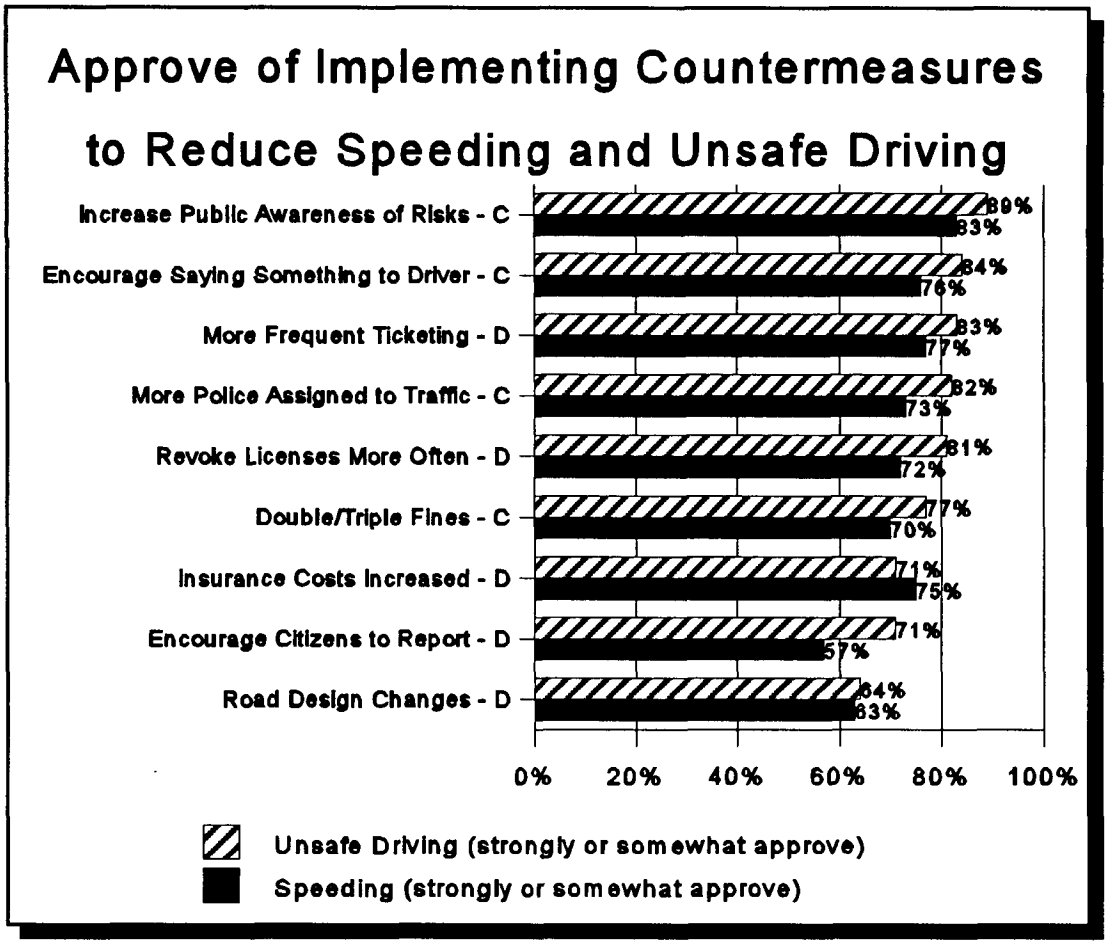
Qx: How effective do you think the following steps would be in reducing speeding?
Qx: How effective do you think the following steps would be in reducing unsafe driving?
Base: Total population of drivers.
Unweighted N: A=1,489; B=1,511

Eight in 10 drivers also said that increased insurance costs (80%) and road design changes, like speed bumps (78%), would be effective in reducing speeding. However, fewer drivers said these countermeasures would be effective in reducing unsafe driving behaviors (71% said increased insurance and 71% said road design changes). Increased public awareness of risks was viewed as more effective to reduce unsafe driving (80%) than to reduce speeding (72%).

Almost three-quarters of drivers (73%) said that encouraging passengers to say something to the driver would be effective in reducing unsafe driving, while 68% said it would be effective in reducing speeding. Encouraging citizens to report the driver to police was said to be effective by 64% to reduce unsafe driving, but only 52% said it would be effective to reduce speeding.

The majority of drivers would approve of implementing countermeasures in their community to reduce speeding and unsafe driving (see Figure 2-2, next page). Increasing public awareness of risks was approved by 89% to reduce unsafe driving and 83% to reduce speeding. Encouraging passengers to get drivers to stop was approved by 84% to reduce unsafe driving and 76% to reduce speeding. More frequent ticketing was approved by 83% to reduce unsafe driving and 77% to reduce speeding. Increasing the number of police assigned to traffic duty was approved by 82% to reduce unsafe driving and 73% to reduce speeding.

FIGURE 2-2



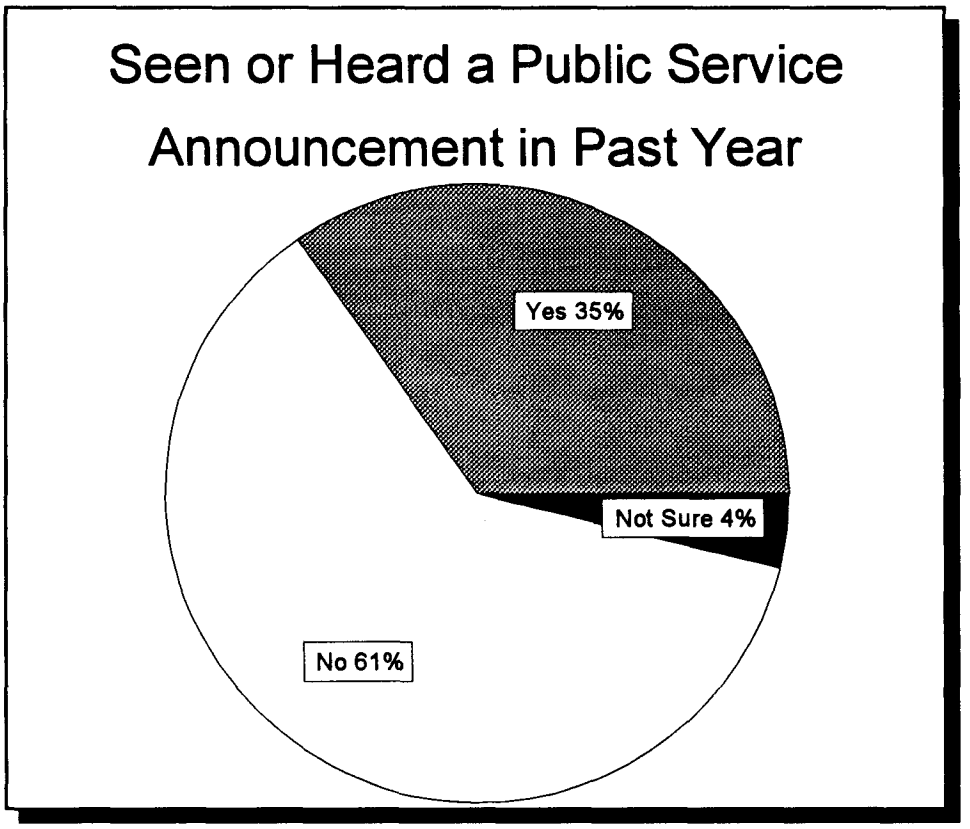
Qx: How would you feel about implementing the following methods in your community to reduce speeding?
Qx: How acceptable would the following methods for reducing unsafe driving be to you?
Base: Total population of drivers.
Unweighted N: C=1,467; D=1,533

The majority of drivers also approved of taking away driver's licenses more often in their community in order to reduce unsafe driving (81%) and speeding (72%). Increasing the fines by double or triple was approved by 77% to reduce unsafe driving and 70% to reduce speeding. Increasing insurance costs was approved by 71% to reduce unsafe driving and 75% to reduce speeding. Encouraging citizens to report the driver to police was approved by 71% of drivers to reduce unsafe driving and 57% to reduce speeding. Road design changes were approved by 64% of drivers to reduce unsafe driving and 63% to reduce speeding.

PUBLIC SERVICE ANNOUNCEMENTS

In the past year, only about one-third of drivers (35%) had seen or heard any public service announcements about speeding. Three drivers in five (61%) said they had not seen or heard a PSA in the past year and only 4% were not sure if they had seen or heard one.

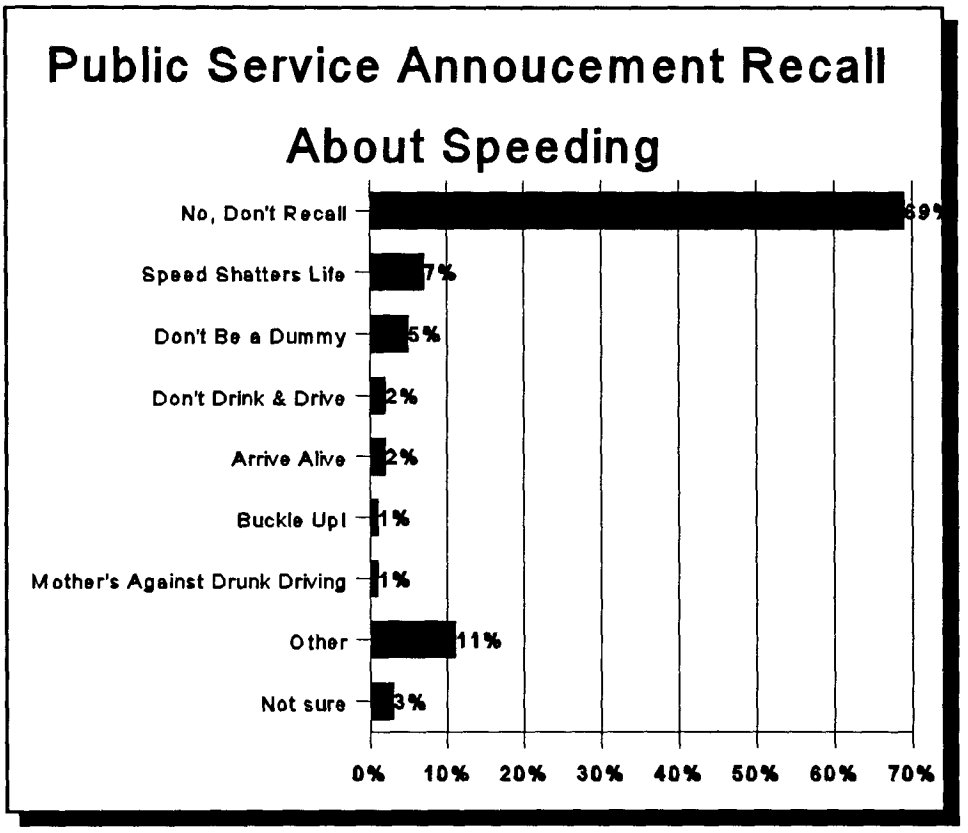
FIGURE 2-3



Qx: During the past year, have you seen or heard any public service announcements about speeding?
Base: Total population of drivers
Unweighted N=3,000

Although 35% of drivers had seen or heard a public service announcement about speeding in the past year, 69% of those drivers could not recall the slogan or anything else about the announcement. "Speed Shatters Life" was recalled by 7% who had seen or heard a PSA in the past year. "Don't Be a Dummy" was recalled by 5%. "Don't Drink and Drive" (2%), "Arrive Alive" (2%), "Buckle Up" (1%) and Mothers Against Drunk Driving (1%) were also recalled by drivers who had seen a PSA in the past year. Eleven percent recalled some other slogans or topics about the PSA.

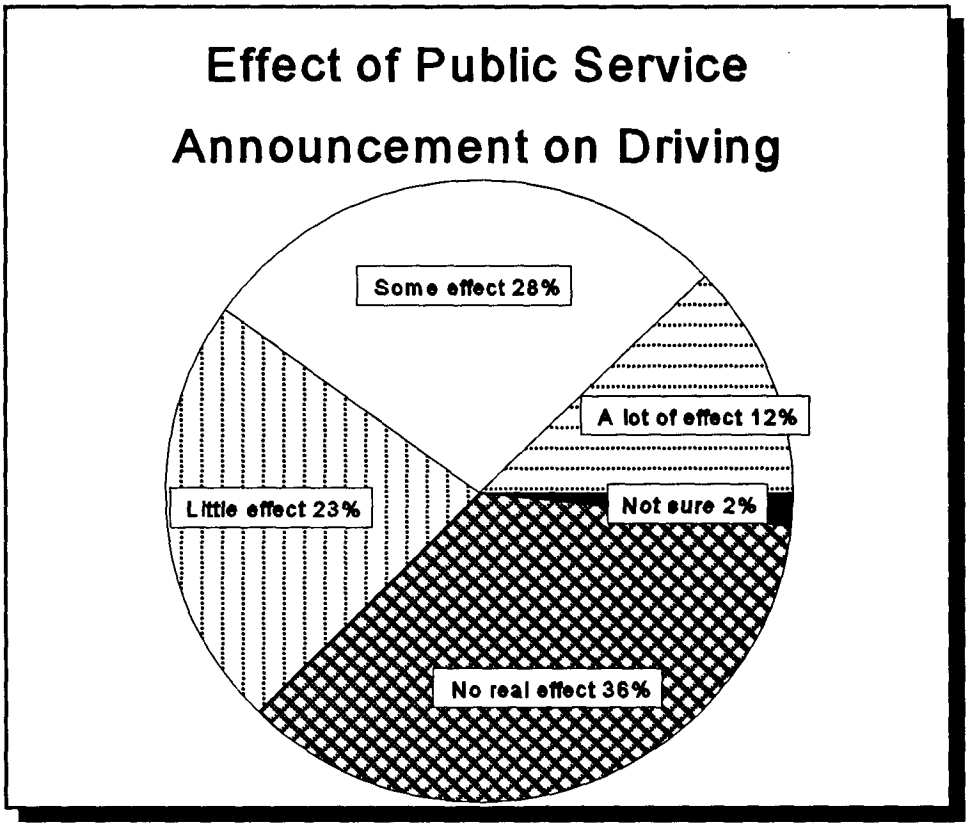
FIGURE 2-4



Qx: Do you recall the slogan or anything else about the announcement?
Base: Have seen or heard speeding PSA in past year.
Unweighted N=1,036

Regardless of whether or not they had seen or heard a PSA in the past year, everyone was asked about their effect. Almost two-thirds of drivers (63%) say that **when they see or hear** something about speeding on the radio, television or in the newspapers it causes at least some effect on their driving. Indeed, 12% said it causes a lot of effect, 28% said some effect and 23% said a little effect. More than one-third (36%) said that seeing or hearing something about speeding causes no real effect in their driving.

FIGURE 2-5



Qx: When you hear/see something about speeding on radio, television or in the newspapers, how much of an effect does it have on your driving?
Base: Total population of drivers.
Unweighted N=3,000

SUMMARY

Drivers were asked to rate the effectiveness and acceptability of nine countermeasures for reducing unsafe driving and speeding. All of the proposed countermeasures were thought to be effective by a majority of drivers but those thought most effective were **assigning more traffic enforcement**, **more frequent ticketing**, **doubling or tripling fines**, and **revoking licenses more often**. Of the four thought to be most effective, only those relating to increased enforcement efforts were among those most acceptable to drivers. **Increasing public awareness of the risks** and **encouraging passengers to say something to drivers** were other countermeasures reported among those most acceptable. Interestingly, about two-thirds of respondents thought that **saying something to drivers** would be effective in reducing speeding and other unsafe driving behavior. This finding is consistent with the data reported in Volume II; *Driver Attitudes and Behavior* (Table 7-7, page 112), suggesting that speeding and other unsafe driving behavior **is reduced** when passengers say something to drivers.

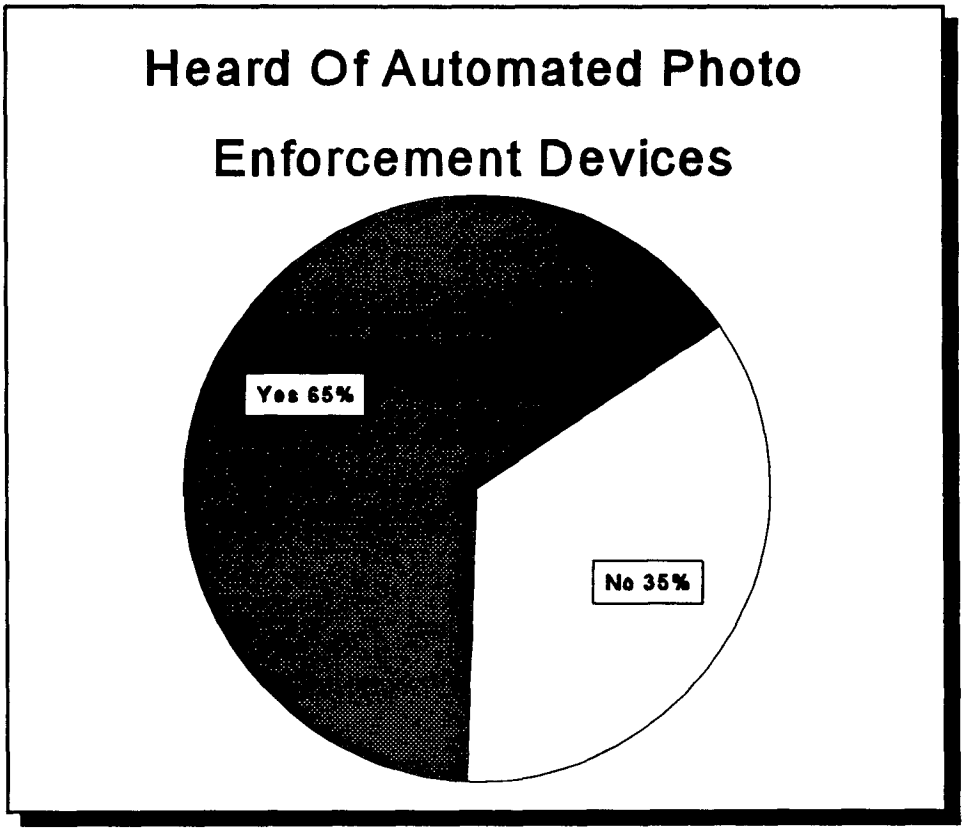
CHAPTER III.

ATTITUDES ABOUT PHOTO ENFORCEMENT DEVICES

PHOTO ENFORCEMENT DEVICES

Nearly two-thirds (65%) of drivers said they had heard of automated photo enforcement devices which photograph and record information about traffic violators. Males (74%) were more likely than females (57%) to have heard about these devices.

FIGURE 3-1



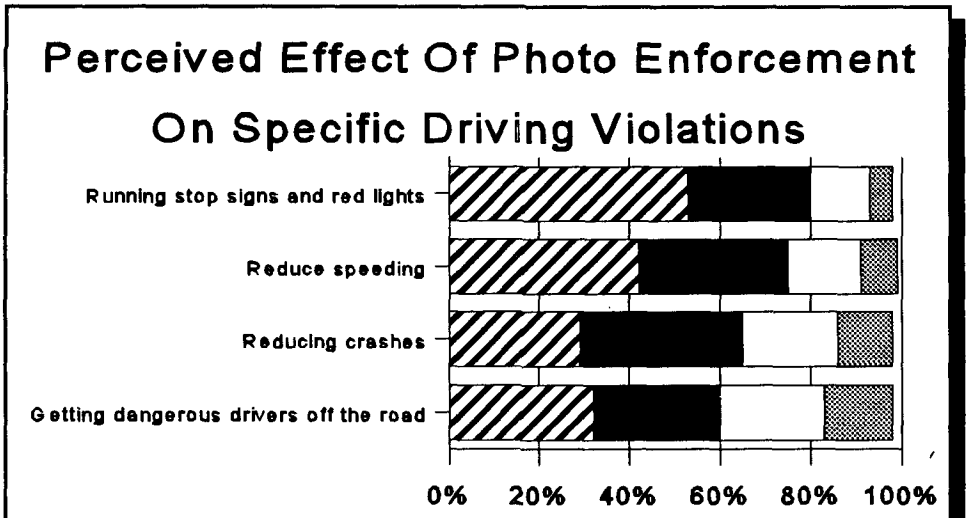
Qx: *Some areas have introduced automated enforcement devices which use cameras to identify vehicles that speed or run red lights. A traffic ticket is mailed to the owner of the vehicle along with information about the location, time, date and type of infraction. If the driver or owner pays the fine, no further action is taken. If the ticket is contested, a photo of the offender's vehicle and license plates is presented in court. Have you ever heard of this kind of traffic enforcement that doesn't require police officers to stop and ticket traffic violators?*

Base: Total population of drivers.

Unweighted N=3,044

Respondents were asked what effect, if any, photo enforcement devices would have on specific traffic outcomes. Four out of five (80%) believed the devices would have at least some effect on reducing the number of stop signs and red lights that drivers run. Three-fourths (76%) of drivers also thought the devices would have at least some effect on reducing speeding. Two drivers in three believed the devices would have some effect on reducing crashes (65%), and three drivers in five felt it would have at least some effect in getting dangerous drivers off the road (60%).

FIGURE 3-2



	Dang. Drivers	Crashes	Speeding	St. Signs & Red Lts
A lot	32%	29%	42%	53%
Some	28%	36%	33%	27%
Only a little	23%	21%	16%	13%
None at all	15%	12%	8%	5%

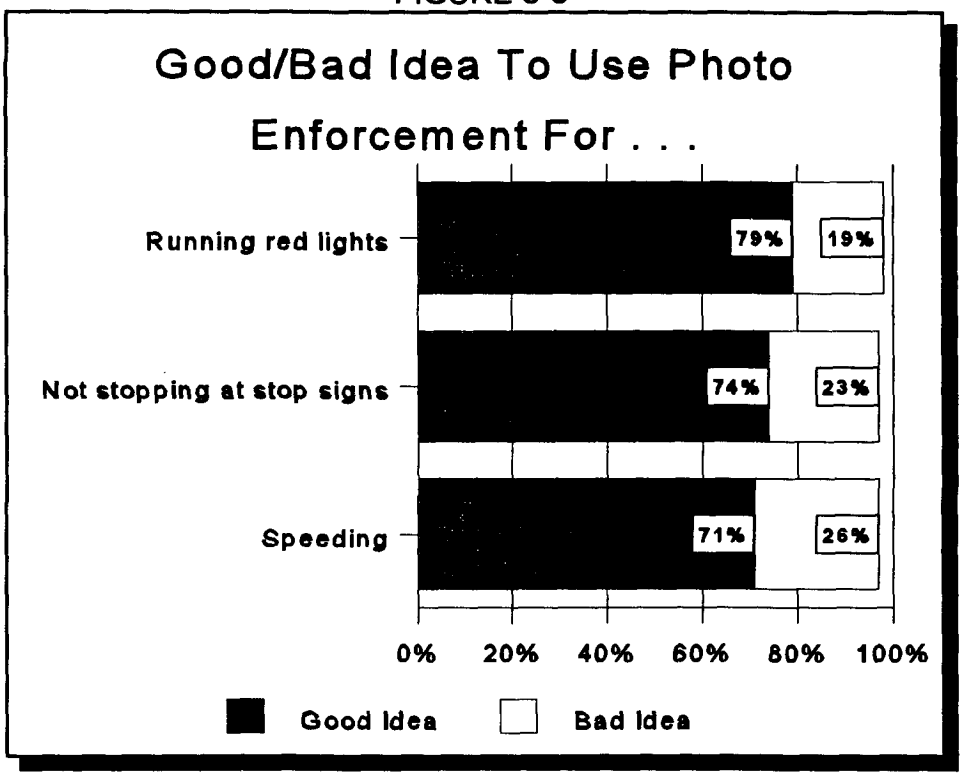
Qx: If photo enforcement of driving was introduced in your community, how much effect do you think it would have on [READ ITEM] --- a lot, some, only a little, or none at all.

Base: Total driving population

Unweighted N=3,044

Nearly eight in 10 (79%) thought using a photo enforcement system on drivers who run red lights would be a good idea. Only slightly fewer (74%) thought using the system against those who don't stop at stop signs would be a good idea. Seventy-one percent thought it would be a good idea to use a photo enforcement system against speeders.

FIGURE 3-3

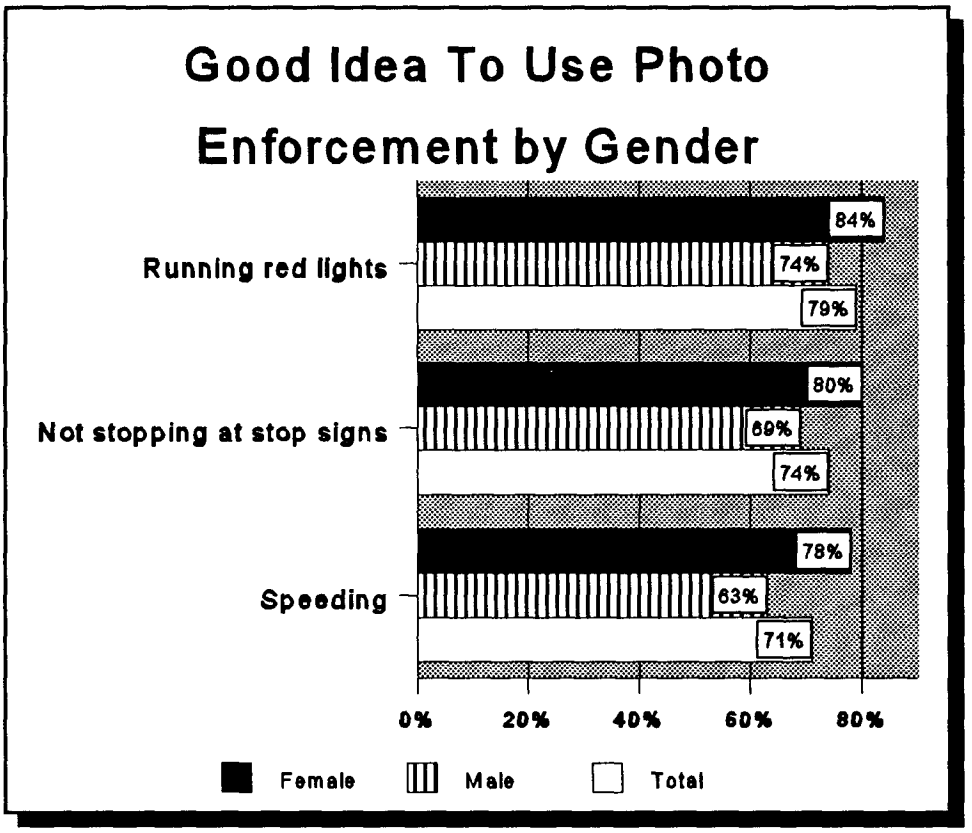


Qx: Do you think that it would be a good idea or a bad idea to use a photo enforcement system like this to identify vehicles which were ... running red lights, speeding, not stopping at stop signs?
Base: National population of drivers
Unweighted N=3,044

Note: Remainder = "Don't Know"

Females were somewhat more likely than males to endorse the use of photo enforcement devices for the three specific situations mentioned. More females than males thought it would be a good idea to use photo enforcement for: running red lights (84% versus 74%); not stopping at stop signs (80% versus 69%); and for speeding (78% versus 63%).

FIGURE 3-4



Qx: *Do you think that it would be a good idea or a bad idea to use a photo enforcement system like this to identify vehicles which were ... running red lights, speeding, not stopping at stop signs?*
Base: *National population of drivers*
Unweighted N=3,044

Using the responses to the previous questions, drivers were classified as thinking photo enforcement was a **good idea** (69% of drivers) if they felt photo enforcement was a good idea to identify vehicles which were running red lights, speeding and not stopping at stop signs. Similarly, drivers were classified as thinking photo enforcement was a **bad idea** (15% of drivers) if they felt photo enforcement was a bad idea in all three cases. Drivers were classified as **both a good and bad idea** (16% of drivers) if their responses were mixed, that is, they felt the use of photo enforcement was a good idea in at least one instance but was a bad idea in at least one other instance. They were then asked why they thought it was a good, bad, or both a good and bad idea (see Tables 3-1 thru 3-3).

One in three (34%) mentioned traffic laws. Specifically, they said there would be fewer traffic violations since drivers would obey traffic laws if the thought they were being watched (18%) and that it was an additional tool for enforcement (12%). About one in four (27%) mentioned something to do with law enforcement, specifically that fewer police would be needed for traffic enforcement (19%). An almost similar number (25%) mentioned driver related reasons, primarily that photo enforcement would increase driver awareness (19%). In addition, one in five (20%) felt that photo enforcement was a good idea because the picture would prove that the violation had taken place.

TABLE 3-1

Reasons Why Using Photo Enforcement is a Good Idea for Three Mentioned Violations by Opinion of Photo Enforcement

Qx: Why do you think it is a [good] idea to use a photo enforcement system to identify vehicles committing these violations?
Base: Felt photo was a good idea in all three instances.
Unweighted N=2,078

	Good Idea
Traffic Laws	**34%**
Fewer traffic violations/drivers will obey traffic laws and regulations	18%
Additional tool for enforcement	12%
Deter speeding	7%
Law Enforcement	**27%**
Need fewer police for traffic violations	19%
Frees police for other types of enforcement	9%
Driver Related Reasons	**25%**
Increased driver awareness	19%
Help keep bad drivers off the road	7%
Other	*
All Other Good Idea Mentions	**33%**
Evidence/photo proves violation	20%
Reduces accidents	9%
Reduces error/more reliable	4%
Other	2%

* Less than 0.5 percent.
- None
Totals do not add to 100% since respondents were allowed to give more than one response.

Reasons why photo enforcement is a bad idea are equally diverse (see Table 3-2). Three in ten (29%) mentioned a reason related to law enforcement primarily dealing with a preference for in-person contact and that a machine could not make an assessment of the circumstances (18%) and, to a lesser extent, a feeling that machines should not do the work of a human (12%). About one in eight (13%) were concerned about camera failure and an equal number (12%) gave a driver related reason. In addition, one in four (26%) felt photo enforcement was an invasion of privacy. Only a very small number (2%) of these drivers gave a reason in favor of photo enforcement.

TABLE 3-2

Reasons Why Using Photo Enforcement is a Bad Idea for Three Mentioned Violations by Opinion of Photo Enforcement

Qx: Why do you think it is a [bad] idea to use a photo enforcement system to identify vehicles committing these violations?
Base: Felt photo was a bad idea in all three instances.
Unweighted N=465

	Bad Idea
Law Enforcement	**29%**
Prefer in-person contact/police officer better able to assess situation	18%
Machine should not do police work	12%
Other	*
Camera Failure	**13%**
Camera-machine error/inaccuracy	10%
Camera- machine/failure/malfunction	3%
Other	2%
Driver Related Reasons	**12%**
Photographs tag, not driver	6%
Does not allow driver to explain situation	5%
Other	*
All Other Bad Idea Mentions	**58%**
Invasion of privacy/violation of rights/government interference	26%
Licensee must pay ticket/fine no matter who was driving	14%
Could be ineffective or unenforceable	11%
Other	12%

* Less than 0.5 percent.
- None
Totals do not add to 100% since respondents were allowed to give more than one response.

Drivers who had mixed feelings about photo enforcement gave an equal number (69%) of good or bad reasons (see Table 3-3). On the favorable side, two in five (40%) gave a reason related to traffic laws, with 28% mentioning that there would be fewer traffic violations. An additional 12% gave driver-related reasons. On the unfavorable side 12%

TABLE 3-3

Reasons Why Using Photo Enforcement is Both a Good and Bad Idea for Three Mentioned Violations by Opinion of Photo Enforcement

Qx: Why do you think it is a [both good and bad] idea to use a photo enforcement system to identify vehicles committing these violations?
Base: Felt the use of photo enforcement was a good idea in at least one instance but was a bad idea in at least one other instance.
Unweighted N=471

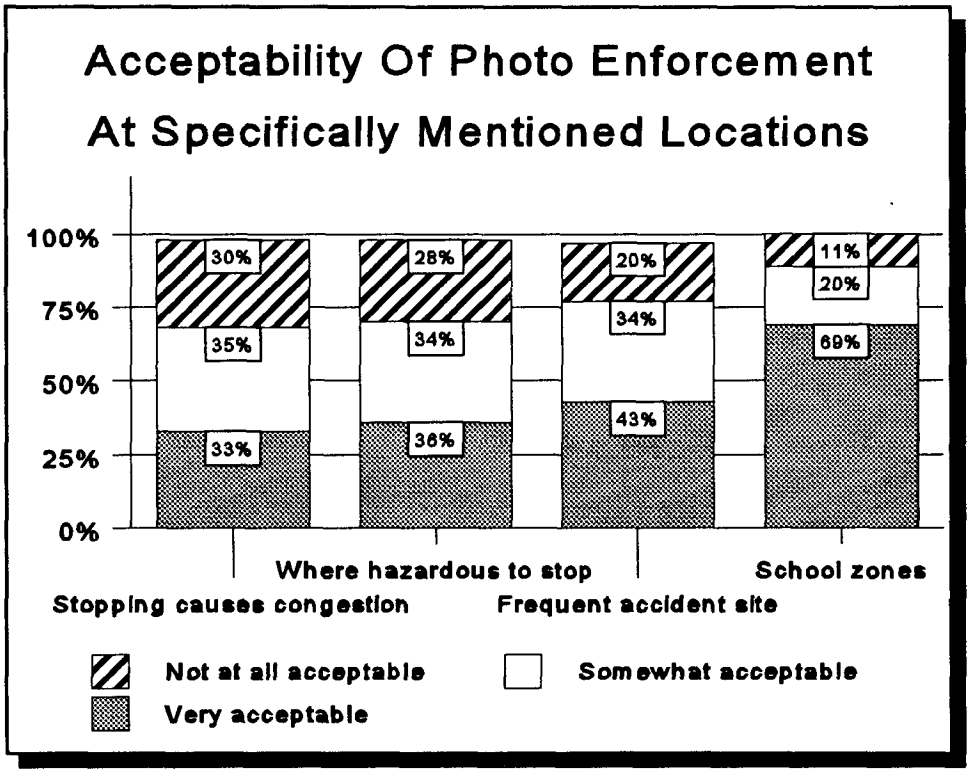
Good Mentions - 69%		Bad Mentions - 69%	
Traffic Laws	**40%**	**Law Enforcement**	**11%**
Fewer traffic violations/drivers will obey traffic laws and regulations	28%	Prefer in-person contact/police better able to assess situation	8%
Additional enforcement tool	5%	Machine should not do police work	3%
Deter speeding	9%	Other	-
Law Enforcement	**5%**	**Camera Failure**	**11%**
Need fewer police for traffic violations	4%	Camera-machine error/inaccuracy	10%
Frees police other types of enforcement	2%	Camera-machine/failure/ malfunction	1%
Driver Related Reasons	**12%**	Other	1%
Increased driver awareness	8%	**Driver Related Reasons**	**12%**
Help keep bad drivers off the road	4%	Photographs tag, not driver	3%
Other	-	Does not allow driver to explain situation	9%
Other Good Idea Mentions	**21%**	Other	-
Evidence/photo proves violation	9%	**Other Bad Idea Mentions**	**42%**
Reduces accidents	8%	Invasion of privacy/violation of rights/government interference	9%
Reduces error/more reliable	2%	Licensee must pay ticket/fine no matter who was driving	6%
Other	2%	Could be ineffective or unenforceable	17%
		Other	15%

* Less than 0.5 percent.
- None
Totals do not add to 100% since respondents were allowed to give more than one response.

mentioned driver-related issues — mostly that the driver has no one to explain the situation to; 11% mentioned camera failure; 11% mentioned law enforcement reasons, mostly a preference for in-person contact; and one in six (17%) suggested photo enforcement could be ineffective or unenforceable.

About two-thirds of the public finds it at least somewhat acceptable to employ photo enforcement devices at locations where, if stopped, would either cause traffic congestion (68%) or would be hazardous to either the driver or the police officer (70%). The acceptability of photo enforcement increases substantially for locations where crashes have occurred (77%) and in school zones (89%).

FIGURE 3-5



Qx: *Thinking about locations where photo enforcement might be used, would you find it very acceptable, somewhat acceptable, or not at all acceptable to use it . . . where it could be hazardous to the driver or officer to stop; where stopping a vehicle could cause traffic congestion; where an accident has occurred; in school zones.*

Base: *National driving population*

Unweighted N=3,044

When asked, about one in seven drivers (14%) mentioned other situations where photo enforcement might be used. Most (6%) mentioned high population areas such as schools, playgrounds, hospitals, and residential areas. About the same percentage mentioned high traffic areas such as intersections, on-off ramps, and areas that experience a large number of complaints or crashes. One percent said there should be no uses other than those previously mentioned.

TABLE 3-4

Other Locations Where Photo Enforcement Might be Used

Qx: Any other places? (thinking about locations where photo enforcement might be used)
Base: National driving population
Unweighted N=3,044

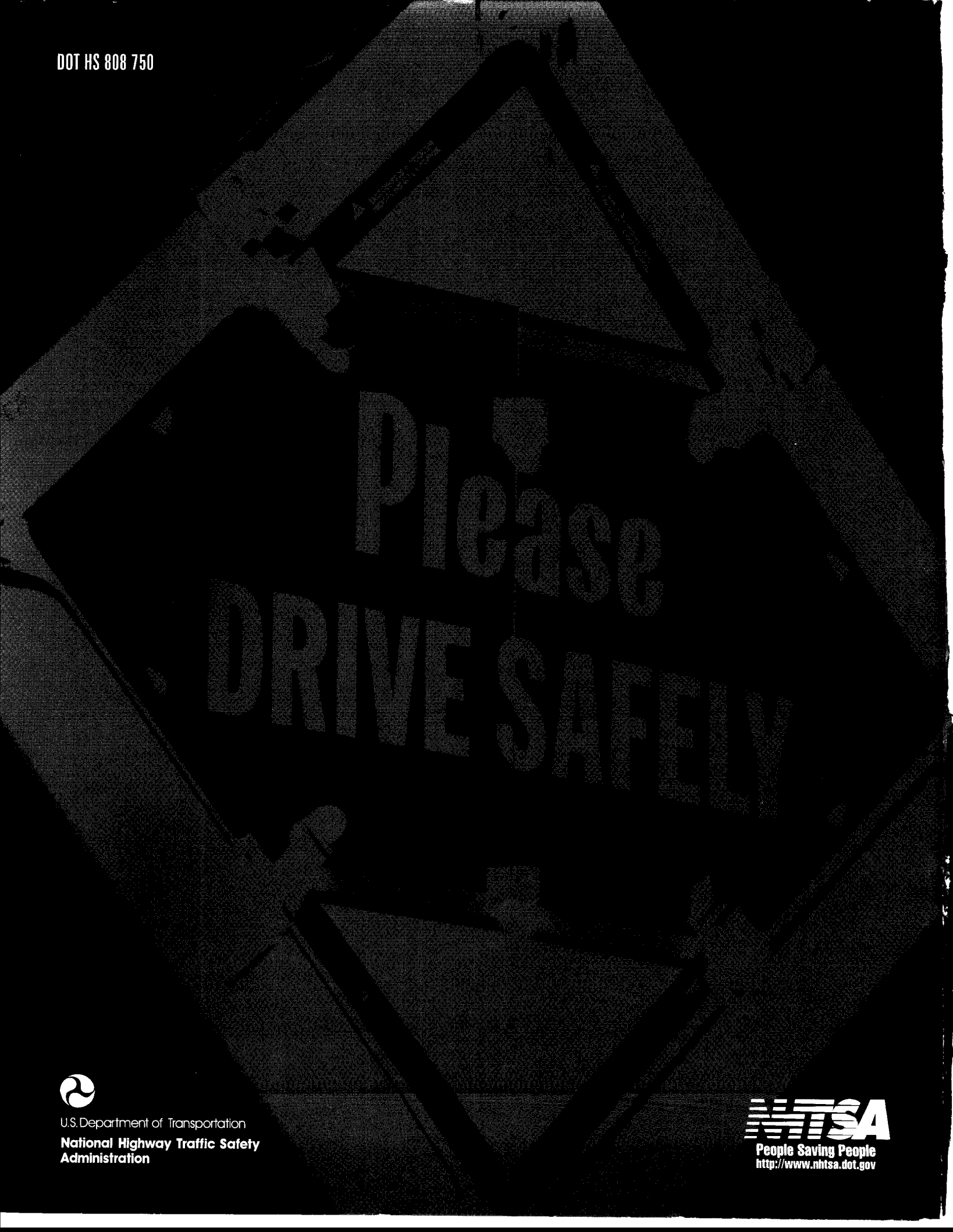
Population Areas	**6%**
• Schools	1%
• Playgrounds, parks, recreational areas	1%
• Residential areas	1%
• Hospitals, clinics	1%
• Parking lots, mall entrances/exits	1%
• Other	1%
High Traffic/Merge Areas	**6%**
• Intersections/cross streets	3%
• Merge areas, on-off ramps, access roads	1%
• Danger zones, places with frequent complaints or accidents	1%
• High congested traffic areas (unspecified)	1%
High Speed Areas	**1%**
• Major highways, interstates, parkways	1%
Miscellaneous	**2%**
None	**1%**
Don't Know/No Answer	**85%**

Note: Percentages don't sum to 100% due to multiple responses

SUMMARY

Over two-thirds of all drivers felt it was a good idea to use photo enforcement devices to reduce speeding, not obeying stop signs and running red lights. Those who thought photo enforcement was a good idea said it would decrease the occurrence of these unsafe actions and that it would provide solid proof of the violation. Conversely, those who thought it was a bad idea in these three situations, cited privacy concerns and a preference for personal interaction. When asked about using photo enforcement in specific locations, over two-thirds felt the devices would curtail added congestion from the "pullover" scene, particularly in places where it is hazardous to stop. An even higher number of drivers supported the implementation of the photo enforcement devices in locations where crashes frequently occurred (four in five) and in school zones (nine in ten).

DOT HS 808 750



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