

Speeding is identified as a major factor in road crashes in Australia. Speeding increases the risk and severity of a crash, as a driver has less time to notice and react to potential hazards and they are more likely to lose control of their vehicle.



#### DRIVERS WHO ADMIT TO SPEEDING

- Most Australian drivers admit to exceeding the speed limit at least some of the time
  - Men are more likely than women to speed frequently – younger men are the worst offenders
  - Women aged 55 or older admit to exceeding the speed limit less often than any other group of drivers: one in five (21 per cent) say they never exceed the speed limit
  - Across the states, Victorians are slightly less likely to agree they speed most of the time, compared to drivers in other states
  - Drivers who travel a large number of kilometres (20,000+ per year) more readily admit to speeding most of the time, as do those with 10 or fewer years' driving experience (source: 2007 AAMI Crash Index)
- One-third of Australians (33 per cent) sometimes speed to arrive at work or home sooner
  - Drivers who admit to this are more likely to be men, 18-34 years old, have less driving experience and/or drive a large number of kilometres each year (source: 2007 AAMI Crash Index)

#### SPEED LIMITS

- One in 10 Australians (10 per cent) agrees they often ignore restricted speed limits, such as on local and suburban roads, outside schools and around roadworks
  - Drivers who admit to this behaviour are more likely to be younger men, from the Northern Territory, and drivers with up to 10 years of driving experience
  - Drivers who are less likely to ignore restricted speed limits are middle-aged to older women, South Australian drivers with more than 20 years' experience, low annual mileage and those who have never been in a crash (source: 2007 AAMI Crash Index)
- Three-quarters of Australian drivers (76 per cent) agree that they are sometimes 'unsure of what the speed limit is because the zones vary so much'
  - Drivers in Victoria and young men (18–34) are more likely to agree with this statement; older women drivers (more than 55 years), ACT and Northern Territory drivers are less likely to agree (source: 2007 AAMI Crash Index)

**DETERRENTS TO SPEEDING**

- Drivers say the main reason for keeping to the speed limit is the law (32 per cent). This was followed by the 'the deterrent of speeding fines' (30 per cent) and 'safety in general' (20 per cent)
  - Fines have the strongest impact on South Australians and the least effect on Queensland drivers or those who haven't been in a crash (source: 2007 AAMI Crash Index)

**TIPS FOR 'GETTING THERE SAFELY'**

- 1** Always stay within the designated speed limit for the section of road you are travelling on – and keep an eye out for any changes to the speed limit.
- 2** Plan your journey and allow extra travel time especially during peak periods.
- 3** In bad weather, reduce your speed to ensure you can brake safely and respond to unforeseen hazards.
- 4** Ensure there is a safe distance between your car and the vehicle ahead, in case the vehicle in front needs to brake suddenly.
- 5** Always choose a safe speed for the driving conditions – speed limits are the maximum travel speed for any road.

