



How the attitudes towards speeding have changed among drivers in Estonia

Data sources:

2

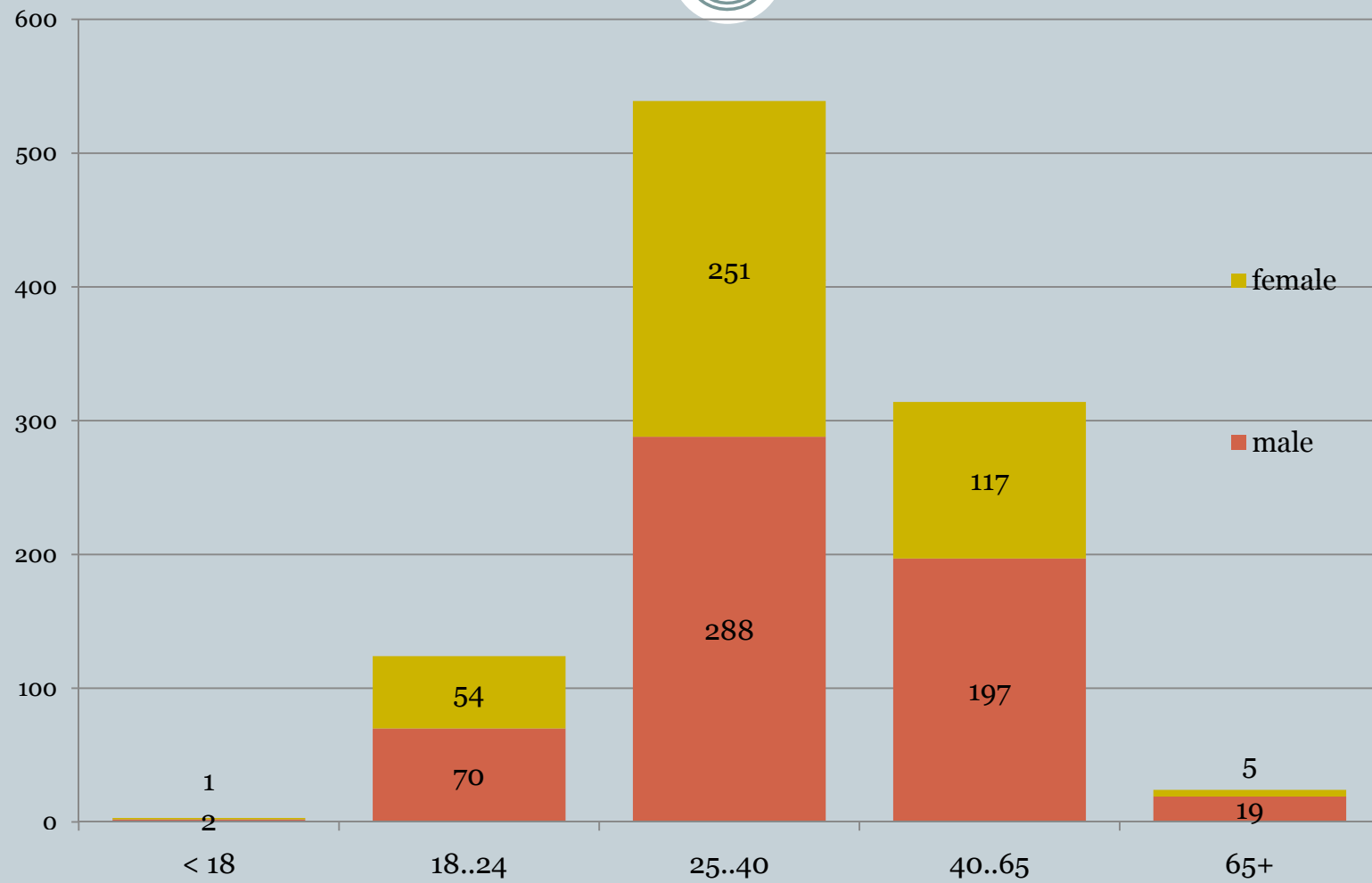
- 2001- SARTRE 3 survey (*Social attitudes towards road safety in Europe*) 2000-2002
- 2009- Survey initiated by the Estonian Road Administration

Sample :

- 1000 active drivers: selected on two criteria
 - To have a driving licence ...
 - To have been driven at least 1000 km during the last 12 months
- ✦ The sample is based on the drivers' population (age groups, gender, geographical coverage).

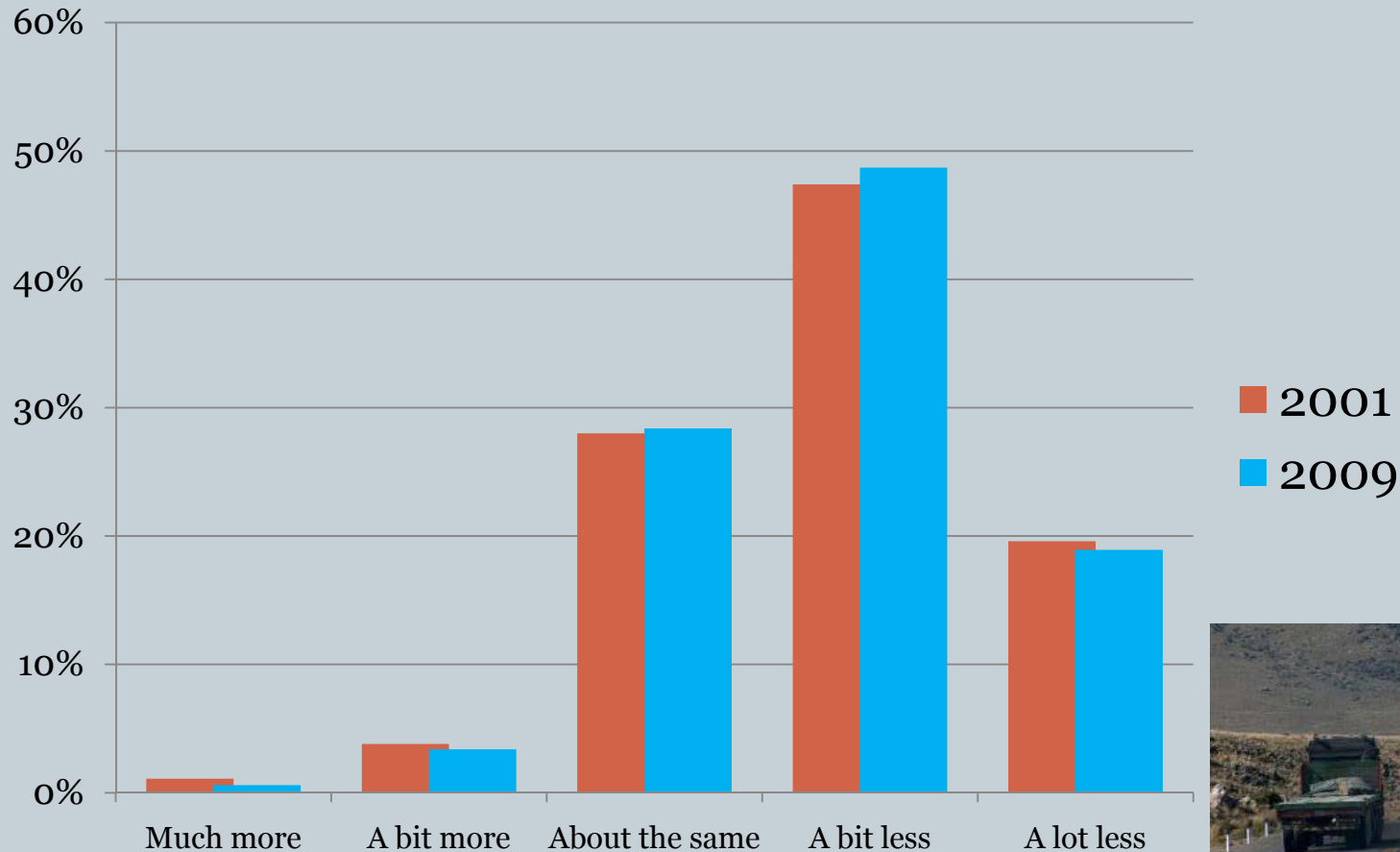
Social profile

3



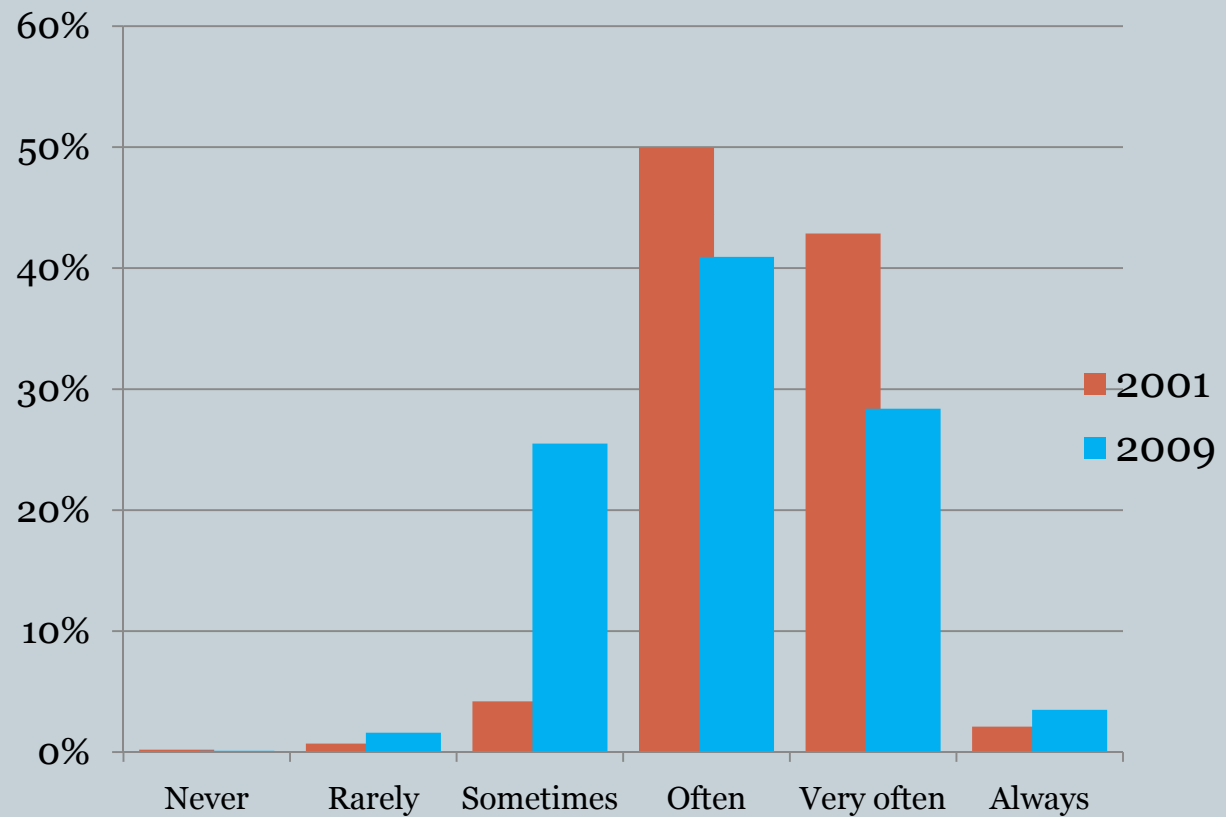
Compared to other drivers, do you think your driving is *more or less* dangerous

4



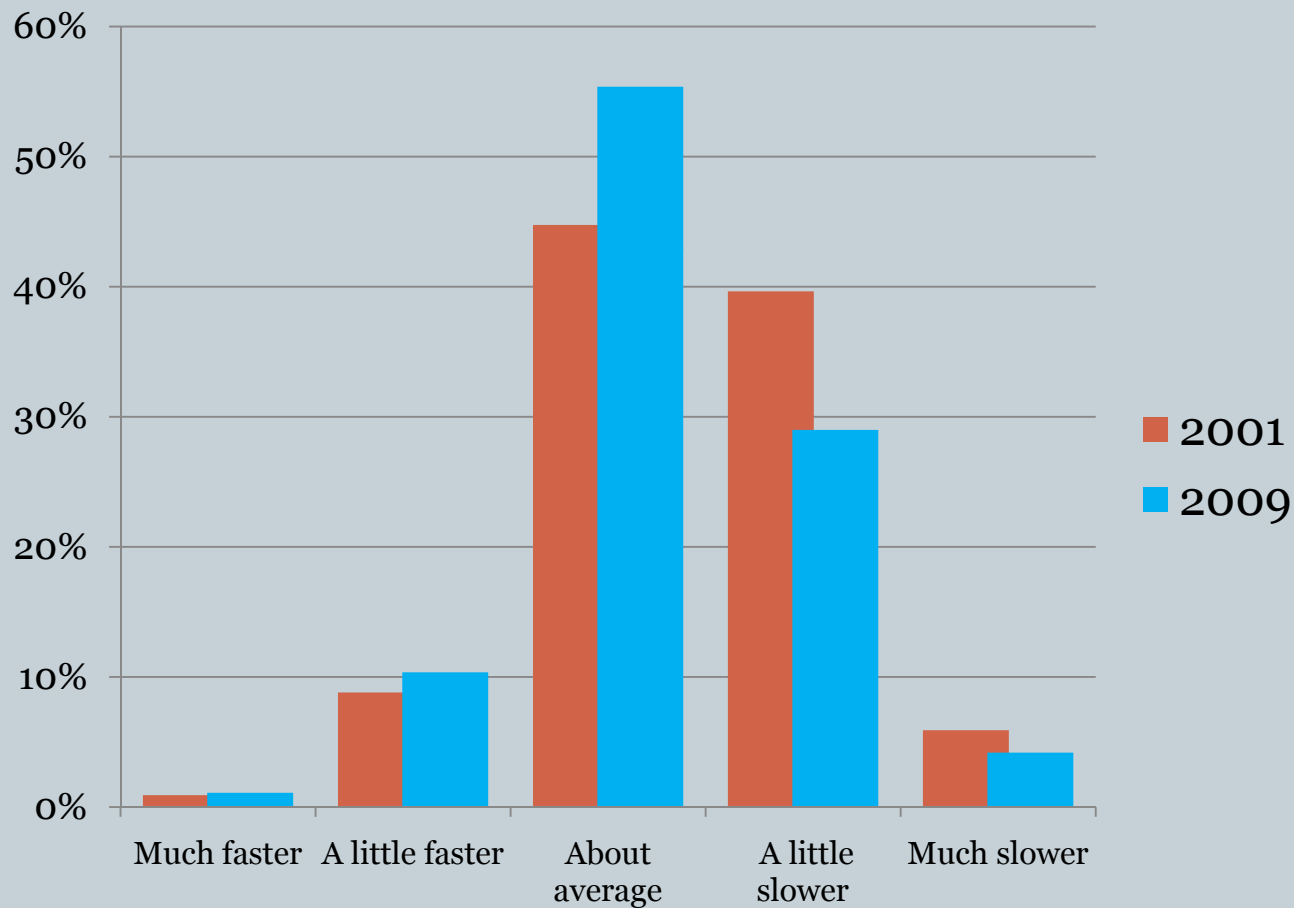
How often do you think other drivers break speed limits?

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Compared with other drivers, do you generally drive faster or slower ?

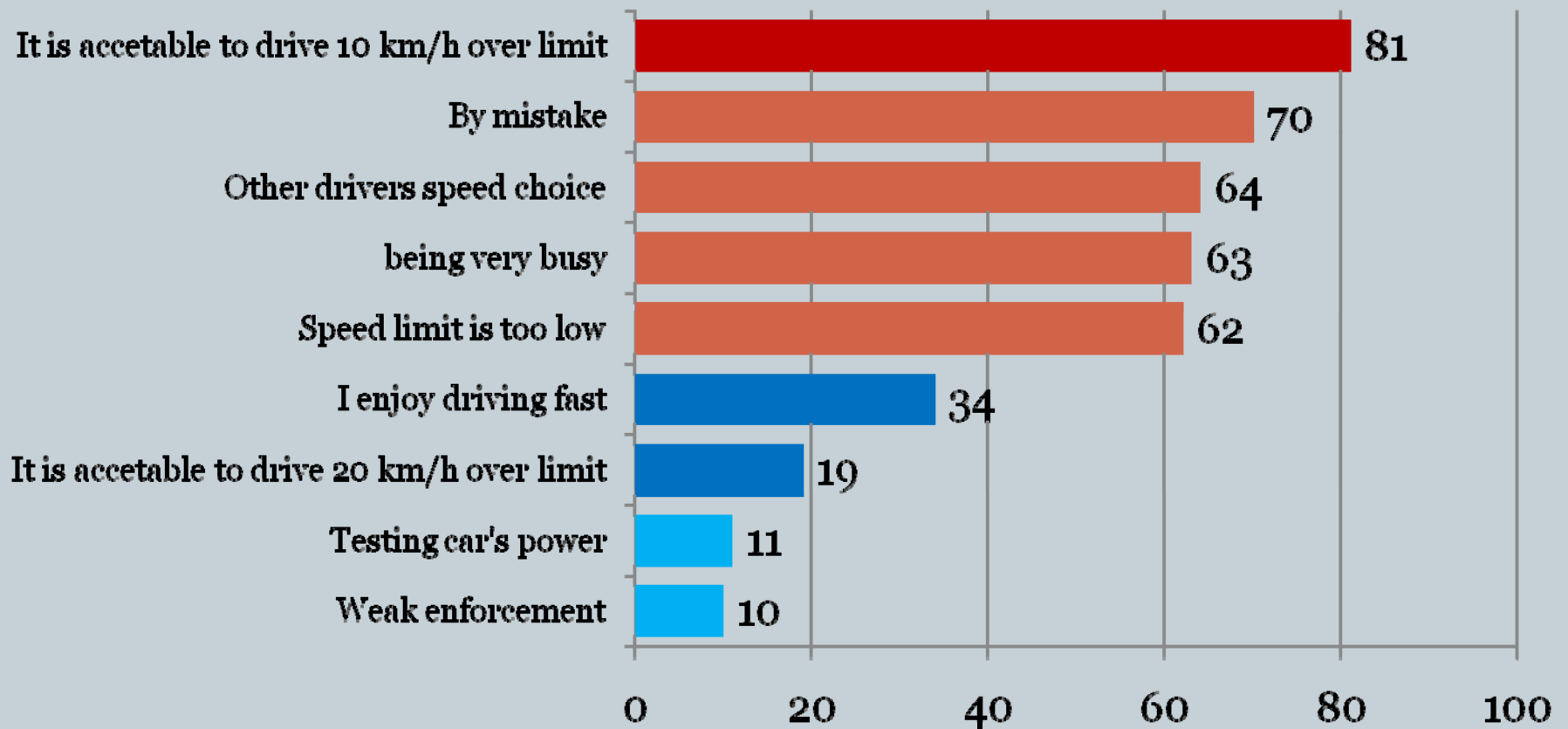
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Main reasons for speeding

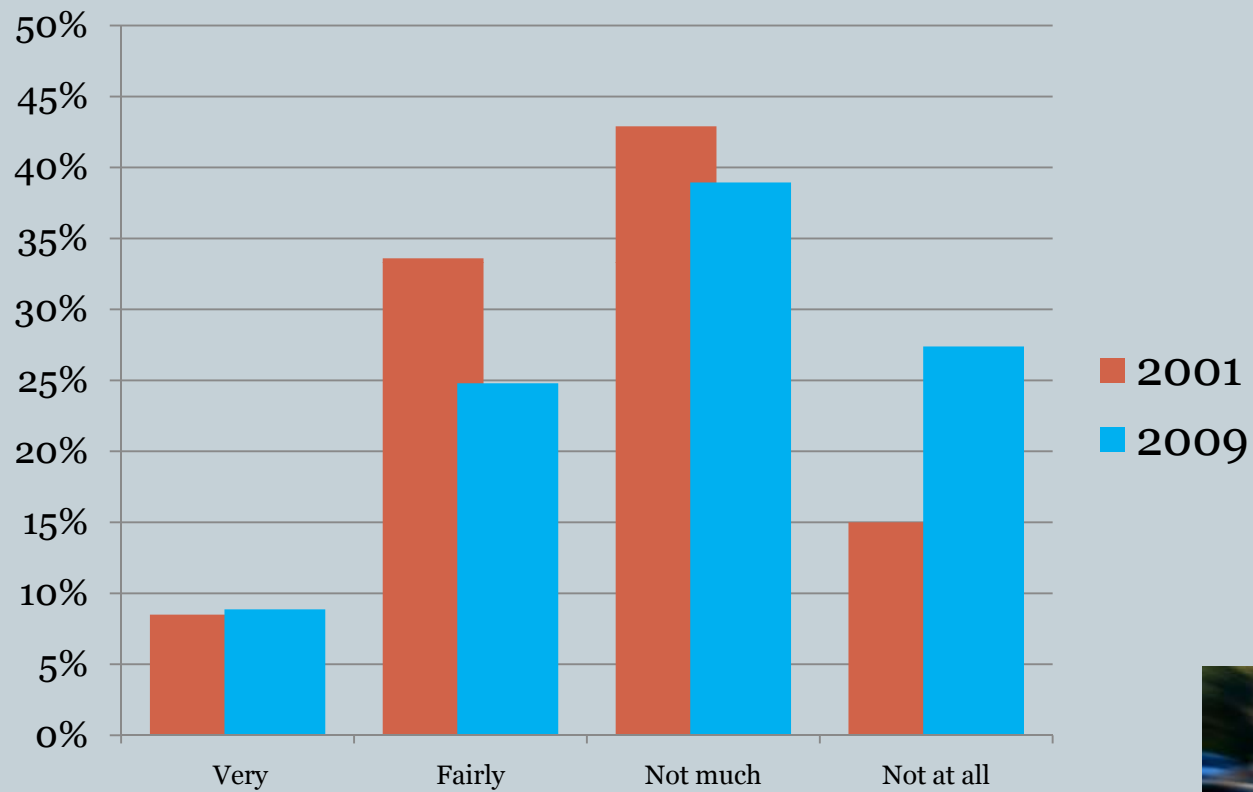
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% of answers 'I agree' or 'I mostly agree'



I enjoy driving fast!

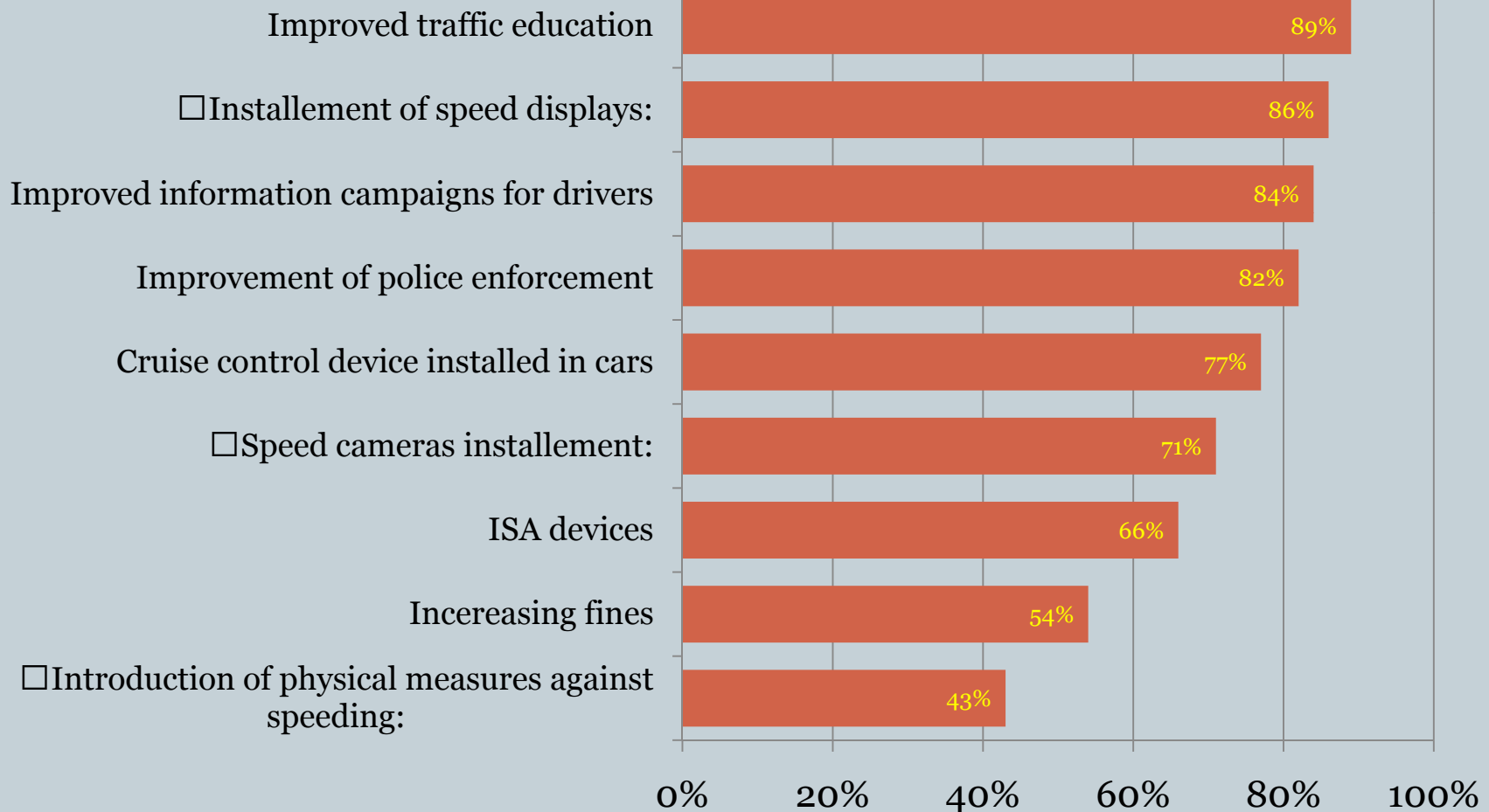
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Acceptance of measures against speeding

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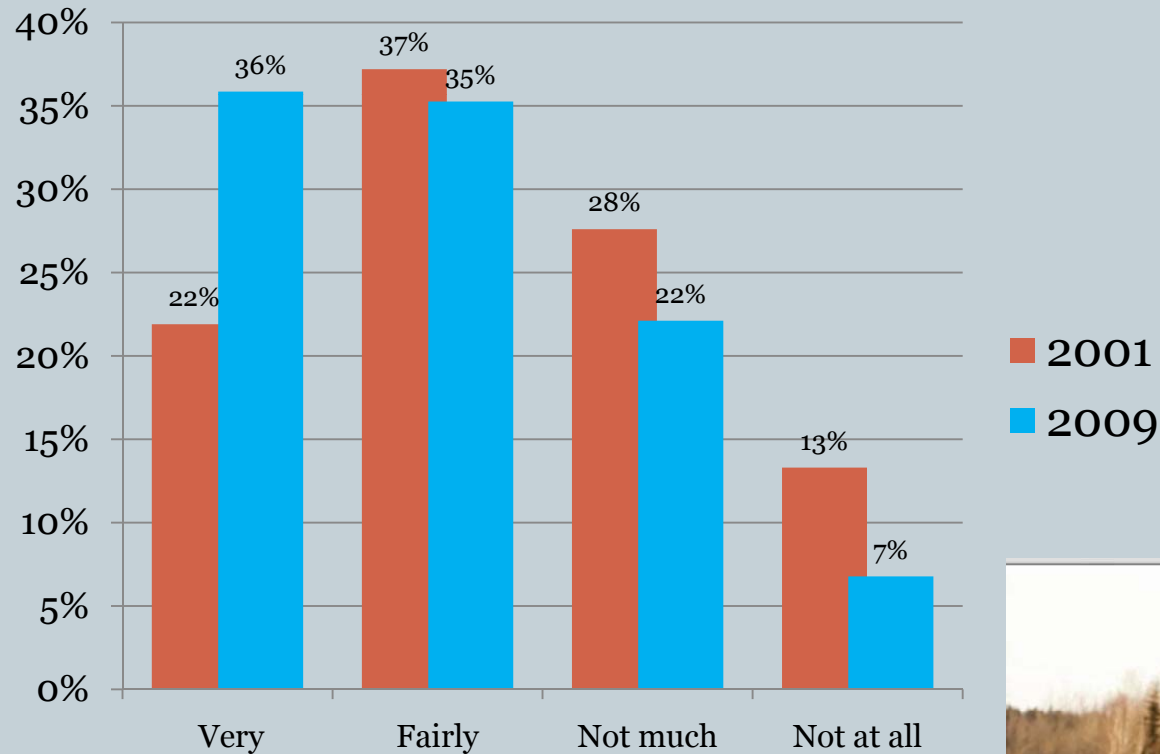
2009



Acceptance of speed cameras

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"How much would you be in favour of the following?"
Surveillance of speed excess by automated cameras



Conclusions

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- Drivers' attitudes concerning speeding have changed towards safer behaviour
- Respondents are more ready to accept soft measures towards speeding management (training, education, information) than hard measures
- ... but still a majority of them will also accept measures like speed cameras, increased police enforcement and even rising fines
- Respondents are not asking for speed limit increase!

Thank you for your attention!

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60 miles an hour?! But that's impossible!
I've only been driving for 15 minutes!