

**NATIONAL SURVEY OF SPEEDING
AND OTHER UNSAFE DRIVING ACTIONS**

VOLUME III: COUNTERMEASURES

Conducted for the
National Highway Traffic Safety Administration
U.S. Department of Transportation

Conducted by:

Schulman, Ronca, & Bucuvalas, Inc.
145 E. 32nd Street, 5th Floor
New York, New York 10016

September 15, 1998

TABLE OF CONTENTS

EXECUTIVE SUMMARY vii

I. BACKGROUND AND OBJECTIVES

Background 3
Objectives 4
Sample Design 4

II. EFFECTIVENESS AND SUPPORT FOR COUNTERMEASURES

Perceived Effectiveness of Various Countermeasures 9
Public Service Announcements 12
Summary 15

III. ATTITUDES ABOUT PHOTO ENFORCEMENT DEVICES

Photo Enforcement Devices 19
Summary 28

FIGURES AND TABLES

I. BACKGROUND AND OBJECTIVES

Tables

Table 1-1. Unweighted Size of Sample Components 5

II. EFFECTIVENESS AND SUPPORT FOR COUNTERMEASURES

Figures

Figure 2-1. Effectiveness of Countermeasures in Reducing Speeding and Unsafe Driving 9
Figure 2-2. Approve of Implementing Countermeasures to Reduce Speeding and Unsafe Driving 11
Figure 2-3. Seen or Heard Public Service Announcement in Past Year 12
Figure 2-4. Public Service Announcement Recall About Speeding 13
Figure 2-5. Effect of Public Service Announcement on Driving 14

III. ATTITUDES ABOUT PHOTO ENFORCEMENT DEVICES

Figures

Figure 3-1. Heard of Automated Photo Enforcement Devices 19
Figure 3-2. Perceived Effect of Photo Enforcement on Specific Driving Violations 20
Figure 3-3. Good/Bad Idea to Use Photo Enforcement For Running Red Lights, Not Stopping at Stop Signs and Speeding 21
Figure 3-4. Good Idea to Use Photo Enforcement by Gender 22
Figure 3-5. Acceptability of Photo Enforcement at Specifically Mentioned Locations 26

Tables

Table 3-1. Reasons Why Using Photo Enforcement is Good Idea for Three Mentioned Violations by Opinion of Photo Enforcement 23
Table 3-2. Reasons Why Using Photo Enforcement is Bad Idea for Three Mentioned Violations by Opinion of Photo Enforcement 24
Table 3-3. Reasons Why Using Photo Enforcement is Both a Good Idea and Bad Idea for Three Mentioned Violations by Opinion of Photo Enforcement 25
Table 3-4. Other Locations Where Photo Enforcement Might be Used 27