

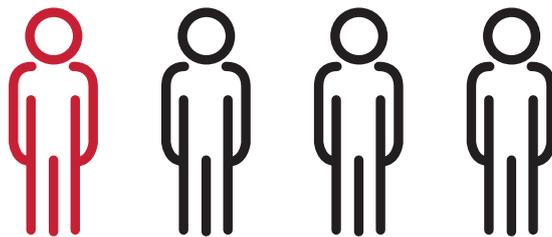
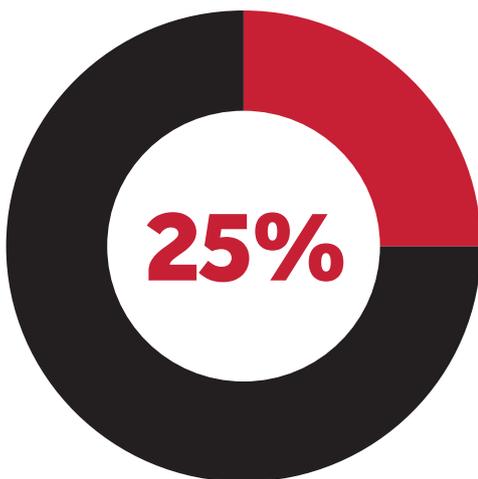
SPEED – OVER IS OVER

We're not taking speeding seriously enough

The risks are well known, but our mindsets haven't shifted. There simply hasn't been the change in attitudes to speeding that we've seen in other dangerous driving behaviours, such as wearing seatbelts or drink driving.

But the reality is simple: speeding is killing us. In every crash, the severity of the injuries is determined by the speed of the vehicle, which is why speeding is the leading behavioural factor in death and serious injury on our roads. Just look at the statistics: right now, 1 in 3 serious casualty crashes on Tasmanian roads involve speed.

AWARENESS OF THE DANGERS OF SPEEDING IS REMAINING STEADY



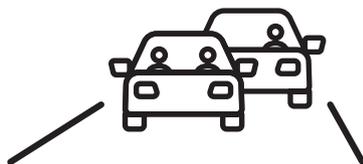
Only 1 in 4 of us believe speeding is the biggest cause of serious casualty crashes in Tasmania.⁺

WHY? BECAUSE WE ALL JUSTIFY OUR BEHAVIOUR



43%

of us justify speeding on familiar roads.⁺



46%

of us justify speeding to keep up with flow of traffic.⁺



40%

of us justify speeding when we're running late.⁺

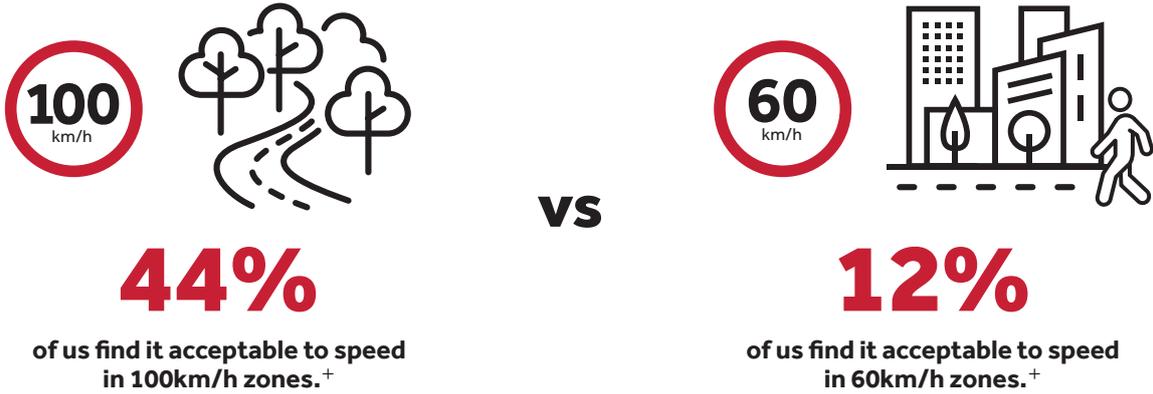


These facts show that we're not fully aware of the dangers of low level speeding. It's a behaviour we tend to normalise – and pass on to our children. But the truth is that speeding even a few kilometres over the limit increases the likelihood of a devastating crash. It's a mindset we all need to change.

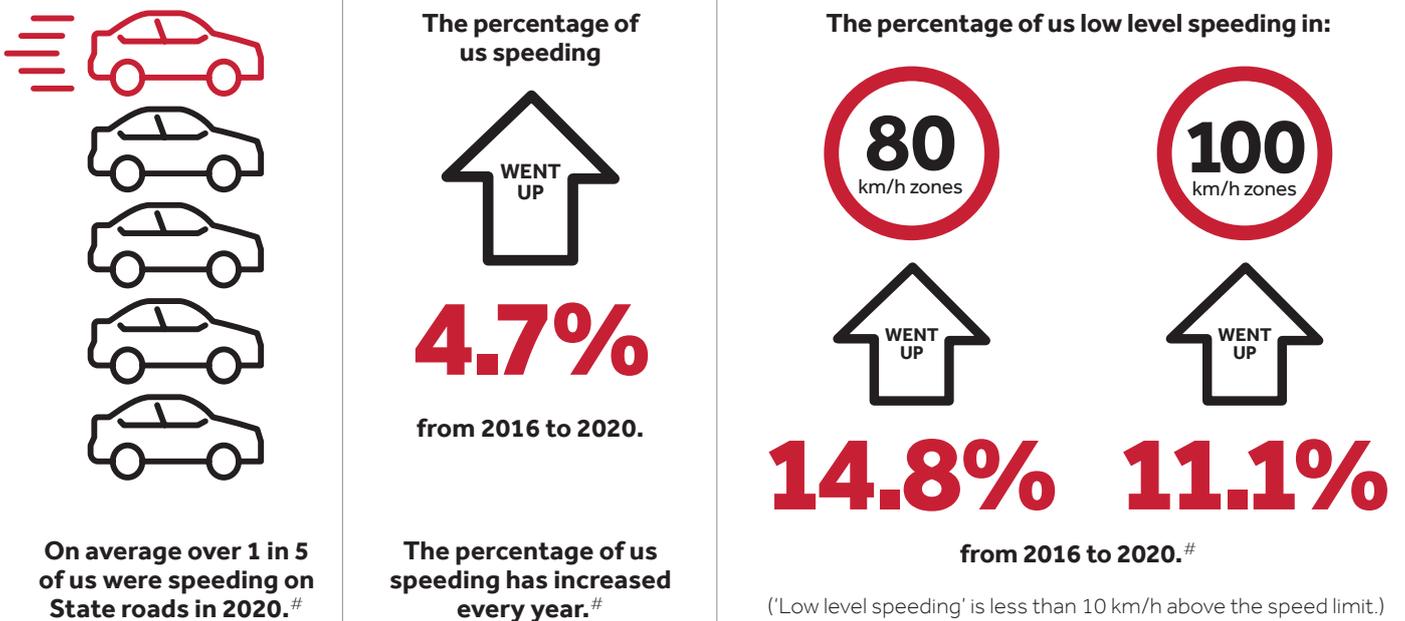
ROAD SAFETY ADVISORY COUNCIL
TOWARDS ZERO  **MAIB**
Service-Support-Safety

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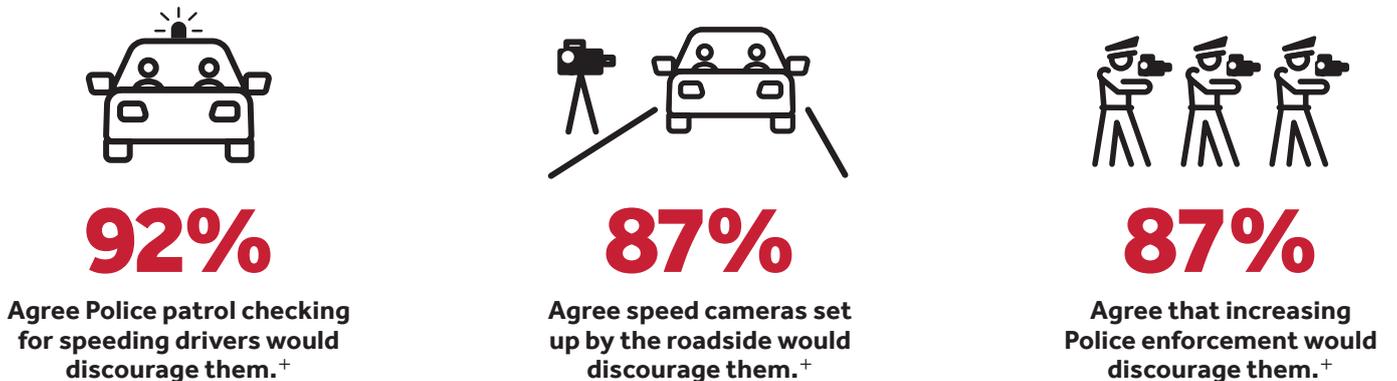
PLUS, MORE OF US FIND SPEEDING ACCEPTABLE IN HIGHER SPEED ZONES



AND MORE OF US ARE SPEEDING



HOWEVER, MOST OF US AGREE THAT ENFORCEMENT DISCOURAGES SPEEDING



References

* Austroads 2019, *Towards Safe System Infrastructure: A Compendium of Current Knowledge*.
 + Road Safety Advisory Council, *Road Safety Attitudinal Tracking Research 2021*.
 # Department of State Growth, Tasmania.