

Attitudes Toward Speeding: Insights from Focus Groups and a National Survey of U.S. Drivers

AUG 2026

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Title

Attitudes Toward Speeding: Insights from Focus Groups and a National Survey of U.S. Drivers

(August 2026)

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AAA Foundation for Traffic Safety

Foreword

Speeding remains one of the most persistent and challenging traffic safety problems in the United States. Although most drivers acknowledge that excessive speed increases crash risk and crash severity, speeding continues to be widely practiced and socially accepted in many driving situations.

This study examines how drivers think about speeding, how they justify or rationalize the behavior, and how attitudes toward speeding relate to support for speed management strategies. Using a mixed-methods approach that combined focus groups with a nationally representative survey of licensed drivers, the research explores the complex and sometimes contradictory ways that drivers perceive speeding, risk, enforcement, and personal responsibility. The findings reveal that many drivers view speeding through a lens that extends beyond compliance with posted speed limits, often considering factors such as prevailing traffic speed, roadway conditions, and perceptions of personal driving skills and vehicle capabilities when evaluating whether speeding is acceptable.

The study also identifies distinct segments of drivers with different attitudes toward speeding and speed management interventions, highlighting the importance of tailoring countermeasures to specific audiences. Together, these findings provide new insights into the social and psychological factors that contribute to speeding and suggest opportunities for developing more targeted and effective approaches to speed management.

Findings presented in this report should be a useful resource for researchers, practitioners, policymakers, and others working to reduce speeding-related crashes and improve safety for all road users.

C. Y. David Yang, Ph.D.

*President and Executive Director
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About the Sponsor

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List of Acronyms

AAAFTS	AAA Foundation for Traffic Safety
GPS	Global Positioning System
ISA	Intelligent Speed Assistance
LCA	Latent class analysis
MPH	Miles per hour
NHTSA	National Highway Traffic Safety Administration
NORC	National Opinion Research Center
TPB	Theory of Planned Behavior
TRID	Transport Research International Documentation
VRU	Vulnerable road user

Executive Summary

Introduction

Speeding remains a serious threat to safe mobility. The National Highway Traffic Safety Administration (NHTSA) estimates almost 30% of motor vehicle fatalities were related to speeding in 2023. Findings from the AAA Foundation for Traffic Safety (AAAFTS)'s Traffic Safety Culture Index project reveal a notable disconnect with fatality risks: speeding is perceived as less dangerous than other risky driving behaviors. Speeding is the most commonly reported risky driving behavior and, for a substantial proportion of drivers, the only risky behavior in which they engage. Good evidence shows that speeding-related countermeasures, such as automated enforcement cameras and intelligent speed assistance can reduce speeding-related crashes, but these countermeasures receive comparatively low levels of support from the American public. To better understand these inconsistencies, this project investigated how the American public conceptualizes and defines speeding behavior and examined attitudes toward speeding-related countermeasures. This is the first of two reports presenting the results of this project.

Method

This report employed a three-part approach to examine attitudes towards speeding. Part 1 reviewed the current state of knowledge on these topics. Part 2 involved eight focus group discussions with 58 drivers to qualitatively explore how people understand and define speeding and dissect attitudes towards speeding-related countermeasures. Part 3 designed a bespoke questionnaire to measure different attitudinal dimensions which was administered to a nationally representative sample of over 16,000 drivers. Quantitative analysis examined the prevalence of attitudes towards speeding and speeding-related countermeasures. A latent class approach explored how attitudinal dimensions interact to shape overall perceptions of speeding. State-level estimates of attitudes towards speeding are also presented. An upcoming report will present results from Part 4 of this project, which leveraged learnings from Parts 1–3 of this study to generate hypotheses on speeding and explore these using a driving simulator.

Key Findings from Focus Groups and a National Survey

- Drivers generally viewed **speed limits as appropriate**, but often **did not view strict compliance as necessary**. Most drivers in the national survey would choose speed limits that were only slightly higher than current expectations. However, a sizeable minority favored substantially higher limits, with approximately **one-in-five drivers favoring speed limits at least 10% above expected levels**.
- Qualitative results indicated that in the absence of information about posted speed limits, drivers primarily rely on two main criteria when judging whether another driver is speeding: whether they were **keeping pace** with surrounding traffic and the driver's apparent **ability to operate the vehicle safely** under the prevailing conditions.
- A common social threshold for speeding emerged around **10 miles per hour (MPH) over the posted limit**, which many participants viewed as acceptable and unlikely to result in enforcement. Depending on the roadway context, speeds up to 25 mph above the posted limit were acceptable to drivers in certain circumstances.
- The **flow of traffic** functioned as a **powerful social norm**: Driving slower than surrounding traffic was often viewed as problematic; 49% of drivers agreed with the statement: *It's safer for me to drive with the flow of traffic than obey the speed limit*.
- **Perceptions of enforcement strongly influenced speed choices**. Many drivers based their speeds on perceived police tolerance, viewing speeding as beginning only above an expected enforcement threshold. Speeds above the posted limit were often seen as acceptable if unenforced, with drivers typically expecting enforcement to begin 10–12 mph over the limit, depending on roadway type.
- In drivers' accounts, speeding was closely linked to feelings of **autonomy and personal freedom**. Many drivers described speed choice as a matter of personal discretion, based on careful assessments of the circumstances and their own driving ability. Restrictions on speed were sometimes interpreted as restrictions on personal freedom.
- Drivers recounted motivations for speeding beyond maintaining traffic flow and saving travel time. Drivers **expressed satisfaction** from: controlling their vehicles, demonstrating driving skills, and **feeling competent and capable behind the wheel**. Modern vehicles and roadways were sometimes described as making driving a monotonous task, leading some drivers to use **speed as a way to increase their own engagement** and reduce boredom behind the wheel.

- Drivers discussed **competing pressures** when choosing appropriate travel speeds. On one hand, drivers recognized a duty to comply with traffic laws and be a responsible citizen. On the other, they described social norms, personal preferences, and psychological rewards that encouraged driving above the posted speed limit. Rather than rejecting traffic laws outright, many drivers navigated speed choice as a **continual negotiation between what they considered moral, socially acceptable, and personally satisfying**.
- Drivers used forms of **moral disengagement to justify speeding** including: minimizing the potential consequences, arguing that speeding is actually *safer* than adhering to the speed limit, shifting responsibility to traffic conditions or other drivers, and distinguishing between *safe* and *dangerous* speeding.
- Less than half of drivers supported using infrastructure-based countermeasures, but they were broadly seen as effective in reducing speeds. Automated enforcement was more popular, with nearly three-in-four drivers supporting their use in areas with a high potential for speed-related crashes. **Increased police presence received the highest support**; 88% of drivers supported using this strategy in areas with a high potential for speed-related crashes
- Overall public acceptance of having an **intelligent speed assistance (ISA) technology** feature in a driver's own vehicle (as an alert, an overridable speed limiter, and a non-overridable speed limiter) ranged from nearly a quarter to more than half, depending on the configuration, with **support waning in relation to level of the feature's invasiveness**. Acceptance of this technology in the vehicles of other drivers was higher for certain groups (e.g., younger drivers, older drivers, professional drivers, and proven offenders).
- In focus group discussions, supporters of ISA technology valued what they considered a **tool to help them adhere to speed limits**. Resistance reflected not only concerns about the technologies themselves—including **misunderstandings, misconceptions, and mistrust**—but also what they symbolized: **a perceived erosion of driver freedom, discretion, and control**.
- Drivers' perceptions of speeding reflect the interplay of multiple attitudinal dimensions. Using survey-derived measures of speeding-related attitudes and support for countermeasures, latent class analysis identified five driver mindsets as shown in the table below.

Driver Mindset	Summary	Description
Strict Compliance Advocates (21%)	<i>Driving safely is part of being a good person.</i>	These drivers view speed limits as legitimate safety standards, and compliance is driven by their beliefs about responsible and safe driving.
Safety-Focused Realists (14%)	<i>The risks of speeding aren't worth the rewards.</i>	These drivers recognize that some speeding may be possible under certain conditions but choose not to speed because they perceive the safety and societal consequences as outweighing any benefits.
Principled Pragmatists (26%)	<i>Rules matter, but context matters too.</i>	These drivers generally follow speed limits but believe that experienced drivers should retain discretion to adjust their speed when traffic conditions warrant it.
Tolerant but Non-Compliant (23%)	<i>Everyone speeds, and it's usually not a big deal.</i>	These drivers view speeding as a routine and largely acceptable part of driving, with convenience, habit, and situational factors often outweighing concerns about risk or enforcement.
Autonomy-First (16%)	<i>The driver—not the system—should decide how fast to drive.</i>	These drivers view speed choice as a matter of personal judgment and strongly resist efforts by authorities or technology to constrain their driving behavior.

- The distinct driver mindsets identified in this study suggest that a one-size-fits-all approach to speed management is unlikely to be optimal, highlighting the need for interventions tailored to the attitudes, motivations, and behavioral tendencies of different driver populations.

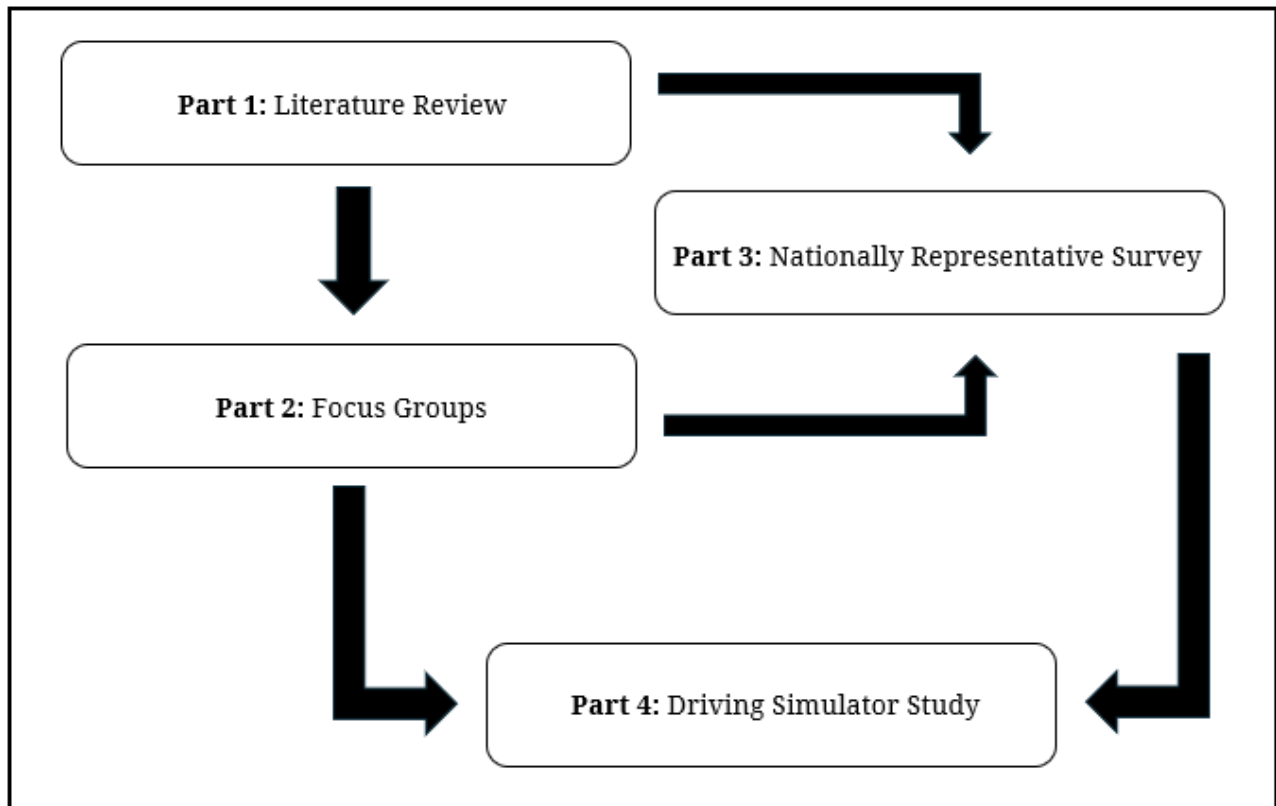
Introduction

Speeding remains a serious threat to safe mobility. The National Highway Traffic Safety Administration (NHTSA) estimates almost 30% of motor vehicle–related fatalities were related to speeding in 2023 (National Center for Statistics and Analysis, 2025). However, findings from the AAAFTS’s Traffic Safety Culture Index (AAA Foundation for Traffic Safety, 2024). Zhang and Steinbach (2026) suggest that the American public perceives speeding as less dangerous than other risky driving behaviors. In addition, speeding was the most commonly reported risky driving behavior, and for a substantial portion of respondents, it was the only risky behavior in which they engaged. Good evidence shows that speeding-related countermeasures, such as automated enforcement cameras (Hu & McCartt, 2016; Abdelhalim et al., 2021; Tilahun, 2022; Shaheen et al., 2007) and intelligent speed assistance can reduce speeding-related crashes (Machiani et al., 2025; Epstein et al., 2026; Reagen et al., 2013), but these countermeasures receive comparatively low levels of support from the American public (Reagen & Cicchino, 2025; Zhang & Steinbach, 2026; Machiani et al., 2025).

Although it is clear American drivers perceive speeding differently from other risky driving behaviors, the reasons for this difference remain unclear. One possible explanation may lie in how “speeding” is defined by the public. In transportation research, speeding is typically defined as traveling a certain number of miles per hour—or percentage—over the posted speed limit. However, it is unknown how American drivers conceptualize what behaviors constitute speeding. For example, how fast must a driver travel before their behavior is perceived as speeding, and does this threshold vary according to situational and individual factors such as road type, weather conditions, traffic density, or schedule-related time pressures?

This study takes a four-part approach to explore how the American public understands and defines speeding behavior and examines attitudes towards speeding-related countermeasures. In Part 1, this study reviews the current state of knowledge on attitudes towards speeding and speeding-related countermeasures through a literature review. Part 2 uses a focus group approach to qualitatively explore how people understand and define speeding, how perceptions of speeding relate to speed limits in different circumstances and dissect attitudes towards speeding-related countermeasures. In Part 3, this study develops a fit-for-purpose questionnaire to measure attitudes towards speeding and speeding-related countermeasures. This questionnaire is then fielded with a nationally representative sample of American drivers to quantitatively examine the prevalence of attitudes towards speeding and speeding-related countermeasures. State-level differences in attitudes are also explored. An upcoming report will take learnings from Parts 1, 2, and 3 of this study to generate hypotheses on speeding and explore these using a driving simulator.

Figure 1. Study Sequence



This report describes Parts 1, 2, and 3 comprehensively in the sections below, followed by a general discussion that synthesizes key outcomes.

Part 1: Literature Review

Method

Separate literature searches were conducted in Transport Research International Documentation (TRID) and PubMed to identify studies examining speeding attitudes, compliance, behaviors, social norms, and related determinants. Searches used the keywords “speed*” AND (“attitude*” OR “compliance” OR “behavior” OR “social norm*” OR “determinants”), with filters limiting results to English-language publications from the past 10 years. The initial search returned 6,786 results in TRID and 6,125 results in PubMed.

Results were screened through title and abstract review to exclude studies not related to driving contexts. Title culls reduced results to 260 and 138 for TRID and PubMed, respectively. Following abstract screening and removal of duplicates across databases, 102 papers were identified as relevant for full text review. Approximately 36

of the included studies used driving simulation methods, while the remaining studies included observational, survey-based, and experimental approaches examining factors associated with speeding attitudes and behaviors.

Using a narrative synthesis approach, findings from these studies were reviewed, compared, and synthesized to identify common themes, areas of disagreement, and gaps in knowledge, which are reported in the following sections.

Characterizing Speeding Behavior

Much of the speeding literature has focused on characterizing and predicting speeding behavior, particularly through the development of driver typologies, identification of speeding events, and examination of demographic variables. One common approach involves categorizing drivers based on patterns of speeding behavior. Using latent class analysis, NHTSA (Schroeder et al., 2013) identified three broad groups: non-speeders (39%), sometimes speeders (44%), and speeders (17%). Other studies have proposed similar classifications, such as infrequent speeders, traffic and idling speeders, frequent speeders, and situational speeders (Liu et al., 2024). More nuanced typologies incorporate psychological or motivational dimensions. For example, Peterson et al. (2021) identified four groups of drivers: externally motivated, non-reactors, perceived invulnerable, and perceived vulnerable drivers. Richard et al. (2017) categorized drivers based on trip-level speeding patterns into incidental, situational, casual, and habitual speeders. More recent work has simplified these distinctions into broader behavioral categories such as rare, sometimes, and frequent speeders (Reagan & Cicchino, 2025).

In addition to speeding behavior typology development, previous studies have used different methods to define and measure speeding events, often using threshold-based definitions (Peterson & Gaugler, 2021; Payyandan et al., 2024) or event-based metrics derived from naturalistic driving or telematics data (Ab Wahid et al., 2024). Research has also explored demographic correlations of speeding, with age, gender, income, and education consistently identified as predictors of self-reported and observed speeding behavior (Mizenko et al., 2015; Varet et al., 2023; Perez et al., 2021).

Motivations for Speeding

Previous studies by Peterson and various colleagues (Peterson et al., 2021; Peterson & Gaugler, 2021; Peterson, 2020) have focused on understanding driver typologies or ideologies related to speeding, highlighting the interaction between driver beliefs, experience, and context. Latent class analyses identified distinct driver groups, such as externally motivated, non-reactive, and perceived invulnerable drivers, demonstrating that speeding behavior interacts with broader attitudes and risk-related tendencies rather than occurring in isolation (Peterson et al., 2021). Qualitative narratives suggest that speeding tends to increase with early driving experience as

confidence and perceived skill grow, and some drivers come to view personal safety as dependent on their own ability to manage speed (Peterson & Gaugler, 2021). However, this pattern often reverses over time, with many drivers reporting reduced speeding as they age, driven by increased maturity, greater sense of responsibility, and concern for passengers and other road users (Peterson & Gaugler, 2021). Motivations for speeding were mostly situational, including time pressure, emergencies, or keeping pace with surrounding traffic, while decisions not to speed are more likely in contexts perceived as high-risk or socially unacceptable, such as school zones or adverse weather conditions. Adding to this, more studies found time urgency and perceived time savings emerged as common motivations, with drivers frequently describing speeding as a practical response to schedule pressures or the desire to reduce travel time. Research has also shown that drivers often overestimate the time benefits gained from higher speeds, which may reinforce these motivations despite the associated risks (Fitzpatrick et al., 2017; Rendon-Velez & Horváth, 2012; Ellison & Greaves, 2015). A total of 35% of U.S. drivers indicated time pressure as the major reason for high-speed driving (Schroeder et al. 2013).

Dimensions of Speeding Attitudes

Despite extensive literature on speeding behavior, with the exception of the useful work from Peterson and colleagues described above, comparatively little research has focused the attitudes that underlie speeding behavior. Much of the work that does address attitudes has been conducted outside the United States including work in the following countries:

- United Kingdom (Yao et al., 2020; Williams et al., 2022; Tapp et al., 2015; McCartan et al., 2018)
- The European Union (Laiou et al., 2021)
- France (Varet et al., 2023)
- Australia (Molloy et al., 2023; Stephens et al., 2017; Huang et al., 2023)
- Finland (O'Hern et al., 2023)
- Canada (Gargoum et al., 2016)
- Romania (Rusu et al., 2017)
- New Zealand (Turner et al., 2014)
- China (Tan et al., 2022)
- Malaysia (Isah et al., 2014)
- Oman (Javid & Al-Hashimi, 2020; Javid et al., 2019)

Within the United States, NHTSA has conducted periodic national surveys examining attitudes and behaviors related to speeding, with data collection rounds in

1997, 2002, 2011, and 2022–2023 (Boyle et al., 1998; Royal, 2004; Schroeder et al., 2013; Cosby et al., 2024). Attitudinal measures have examined how drivers' beliefs, perceptions, and social expectations shape speeding behavior and support for speed-management strategies. These measures commonly focus on perceived social norms around speeding, the credibility of posted speed limits, perceptions of crash risk, and public attitudes toward speeding-related countermeasures.

Social Norms Around Speeding

Research consistently shows that speeding is widely perceived as socially normative behavior among drivers. Surveys conducted by NHTSA indicate that drivers generally view extreme speeding as unacceptable, with many respondents reporting that exceeding the speed limit by more than 20 MPH as inappropriate. However, smaller deviations from the speed limit are often considered normal and acceptable in everyday driving contexts. Previous work by Peterson and Gaugler (2021) found that many drivers perceive traveling up to approximately 10 MPH above the posted limit as both typical and safe. These perceptions are reinforced by expectations that other drivers frequently exceed speed limits.

Speed Limit Credibility

Perceptions of speed limit credibility play an important role in shaping driver behavior. Research from NHTSA suggests that drivers often differentiate between the posted speed limit and what they perceive to be a safe driving speed. Across road types and driver groups, respondents frequently identified safe speeds that exceeded the posted limit, implying that some speed limits are viewed as inconsistent with roadway conditions or traffic flow (Cosby et al., 2024). As a result, drivers may feel justified in exceeding limits they perceive as lacking credibility, reducing voluntary compliance and reinforcing social norms that tolerate speeding.

Perceptions of Risk

Drivers' perceptions of the risks associated with speeding are often inconsistent with empirical crash risk evidence. Research indicates that many drivers underestimate the dangers associated with modest increases in speed (Svenson, 2009) and instead view speeding as a context-dependent behavior (Yao et al., 2020). Rather than perceiving speeding as inherently unsafe, drivers often evaluate its acceptability based on situational factors such as traffic density, weather conditions, or road design. This contrasts with other risky driving behaviors, such as impaired driving, which tend to be viewed as categorically unsafe (Zhang & Steinbach, 2026). Additionally, many drivers believe they are safer than the average driver and are more likely to blame crashes on the actions of others (Stewart, 2005). As a result, speeding may be perceived as

manageable or relatively low risk when drivers believe they possess sufficient skill or when environmental conditions appear favorable.

Attitudes Toward Speed Management Countermeasures

Public attitudes toward speed management interventions vary depending on the type of countermeasure employed, with generally stronger support for infrastructure solutions and more mixed results regarding enforcement and technological controls.

Infrastructure Countermeasures. Roadway engineering approaches to speed management receive mixed public support. Warning signs are broadly favored, with 75% of drivers supporting their use, whereas roadway design interventions such as speed humps, roundabouts, and other traffic-calming measures receive more modest support (Cosby et al., 2024).

Enforcement Measures. Attitudes toward enforcement are also complex. While enforcement is widely recognized as an important and effective tool for reducing speeding, public support varies by enforcement method. A NHTSA survey (Cosby et al., 2024) indicates that only about one-third of respondents believe that speed limits should always be enforced by police. However, there is greater support for automated enforcement, with approximately 63% of respondents indicating that increased use of speed cameras is a good idea. Acceptance of automated enforcement is also context dependent; speed cameras are generally viewed as most appropriate in school zones, locations with a history of crashes, construction zones, or areas where traditional enforcement may be unsafe or impractical for law enforcement officers. Despite this support, skepticism remains about the motives behind automated enforcement. Many drivers believe speed cameras are primarily used to generate revenue rather than improve safety, a perception that is particularly common among individuals who report speeding more frequently (Cosby et al., 2024).

In-Vehicle Technologies. Increasing attention has also been directed toward technological approaches to speed management, particularly Intelligent Speed Assistance (ISA) systems. These are in-vehicle systems that can provide drivers with real-time information about the speed limit, or in more active configurations, ensure that a vehicle maintains that speed limit (NHTSA, n.d.) Research by Reagan & Cicchino (2025) indicates moderate public acceptance of ISA technologies, with approximately 60% of respondents expressing support for advisory systems that provide speed warnings. Levels of acceptance decline for more intervening systems, such as pedal or speed limiters that actively restrict vehicle speed (~50%). Public attitudes toward ISA are influenced by factors such as the activation threshold (e.g., how far above the speed limit the system intervenes), the ability to override the system, and the perceived prevalence of the technology among other drivers. Notably, acceptance tends to increase when drivers believe the technology is widely deployed across the vehicle fleet (60%–80%).

Attitudes toward mandatory speed control technologies also vary depending on which driver groups would be required to use them. Research from NHTSA (Cosby et al., 2024) suggests that the public is more supportive of mandatory speed-limiting technologies for certain populations, such as young drivers (18 and under; 65%), commercial truck drivers (44%), and individuals with repeated speeding violations (71%). In contrast, there is substantially less support for requiring such technologies across the entire driving population (13%), with women more likely to support them than men.

Additional ISA-related features, such as warning alerts, insurance monitoring systems, or parental controls, also show varying levels of acceptance, with parental control features receiving particularly high levels of support among respondents (72%). Survey responses show mixed attitudes toward vehicle speed-management technologies, though many respondents believe they would affect driving behavior. For an ISA alert (buzzer or flashing light), 36% felt it was a good idea and 48% said it would slow them down; support was lowest among speeders (23%). Insurance speed recording received slightly higher support, with 43% saying it was a good idea and 58% believing it would slow them down. A system similar to adaptive cruise control was viewed somewhat more favorably, with 47% saying it was a good idea and 50% believing it would be effective. A stricter ISA limiter that does not allow speeds more than 10 MPH over the limit divided respondents, with 37% unlikely and 36% likely to use it. Acceptance increased when the system included an override, with 45% very or somewhat likely to use it (Cosby et al., 2024).

Although the literature reviewed above provides valuable insight into key dimensions of attitudes towards speeding and speeding-related countermeasures, it often fails to explain why drivers choose to speed in the first place. Typologies and demographic correlations help identify patterns of behavior, but they do not fully capture the cognitive and psychological processes that shape drivers' decisions about speed in specific contexts. In particular, the observation that many drivers report both mixed attitudes toward speeding and frequent engagement in the behavior suggests a disconnect between beliefs and actions. Understanding this discrepancy requires looking further into theoretical frameworks that explain how attitudes, social influences, and cognitive justifications influence drivers' behavior. The following section therefore reviews key theoretical perspectives that have been used to examine attitudes toward speeding and their relationship to speeding behavior.

Theoretical Perspectives on Attitudes Towards Speeding

Among studies examining attitudes toward speeding, the Theory of Planned Behavior (TPB) is the most commonly applied theoretical framework (Payyandan et al., 2024; Jovanović, et al., 2017; Richard et al., 2016). The TPB assumes that speeding behavior results from conscious intentions shaped by attitudes, subjective norms (e.g.,

perceived social pressures), and perceived behavioral control (e.g., how easy or difficult it is to perform a given behavior). Some research supports the TPB framework as a useful for studying speeding behavior. For instance, mixed method work from Peterson (2020) found that speeding is a deliberate decision on the part of drivers, rather than an accidental behavior, with drivers weighing perceived risks against benefits such as time savings or convenience. However, others have argued that TPB alone is an insufficient framework to explain speeding behavior because speeding is habitual, situational, and influenced by contextual factors beyond intentional decision-making (Rachad et al., 2024).

An alternative perspective is moral disengagement (Bandura, 2002), where individuals may rationalize inappropriate or unethical behavior to avoid feelings of guilt or to preserve their self-image. Moral disengagement may help explain the apparent discrepancy between drivers' attitudes and behaviors. Although speeding is widely recognized as risky and undesirable, it is also commonly practiced, creating potential cognitive dissonance between drivers' beliefs and actions (Swann et al., 2017; Holman & Popusoi, 2018). In the context of speeding, drivers may justify their own behavior while criticizing similar actions by others, reflecting an inconsistency in how they judge their own actions compared to those of other drivers. For example, although a substantial proportion of drivers report that speeding is unacceptable in national surveys (Zhang & Steinbach, 2025), a much larger proportion also report engaging in speeding themselves (50% on freeways, 40% on residential roads), at rates higher than many other risky driving behaviors.

The framework outlined by Bandura (1991) identifies eight mechanisms of moral disengagement: moral justification, euphemistic labeling, advantageous comparison, displacement of responsibility, diffusion of responsibility, distortion of consequences, attribution of blame, and dehumanization. These mechanisms may provide a useful lens for understanding how drivers reconcile negative attitudes toward speeding with their own speeding behavior.

To summarize, while the existing literature provides some understanding of speeding behavior, several important gaps remain. Much of the research has focused on observable patterns of speeding, demographic predictors, and theoretical frameworks. These approaches have been valuable in identifying broad trends and explanatory mechanisms, but they often rely on data that may not fully capture how drivers interpret and justify their behavior in real-world contexts.

Throughout the literature on speeding, definitions of speeding behavior tend to be threshold based or derived from sensor-based driving data. While there is some work looking at subjective definitions of what speeds are "dangerous" or "normal," virtually no studies look at subjective definitions of what constitutes "speeding."

Finally, while prior research has examined individual components of drivers' attitudes toward speeding—including risk perception, speed limit credibility, and perceptions of safety—much of this work has been conducted internationally, and with a few notable exceptions, existing U.S.-based studies tend to examine these factors independently rather than as interconnected dimensions of broader speeding attitudes. Consequently, less is known about how these elements interact to shape overall attitudes toward speeding.

Evidence identified through this literature review, along with the gaps noted in the existing literature, helped shape and refine the research questions examined in Parts 2 and 3 of this study.

- How do American Drivers understand and define speeding behavior?
- What is the prevalence of different attitudes towards speeding including elements such as perceptions of risk, speed limit credibility, and social norms?
- What is the prevalence of different attitudes towards speed-related countermeasures including infrastructure, enforcement, and vehicle technology?
- How do factors such as subjective definitions of speeding, risk perception, speed limit credibility, social norms, and attitudes towards speeding-related countermeasures interact to shape drivers' overall attitudes toward speeding?

Part 2: Focus Groups

Method

Qualitative data was derived from eight in-depth focus groups. Recruitment of participants was handled by Focus Forward, a market research organization. To select participants for the focus groups, Focus Forward administered a screener questionnaire to their internal panel asking questions about key demographic information and experience with speeding behaviors (Appendix A). Based on the answers to this screener questionnaire, participants were divided into eight focus groups as follows:

- Drivers who reported high levels of engagement in speeding behaviors (2 groups)
- Drivers from urban areas (1 group)
- Drivers from rural areas (1 group)
- Male drivers (1 group)
- Female drivers (1 group)
- Drivers aged 19–24 (1 group)
- Drivers with high levels of opposition to speeding-related countermeasures (1 group)

Within these groupings, a purposive mix of participants was selected to ensure good representation according to key population groups (Table 1). Participants were excluded from consideration if they did not drive at least once per week, did not have access to high-speed or broadband internet connection, did not agree to keep their camera on for the duration of the focus group, or were under the age of 19. A total of 58 participants from 30 U.S. states were interviewed online via Zoom. All focus groups were conducted by AAAFTS staff between February and March 2025 and lasted approximately 90 minutes each.

Participants signed an Informed Consent Form before the focus group and received a \$125.00 gift card for their participation after the conclusion of the focus group. Focus groups were recorded and transcribed. Participants were assured that all data would be kept confidential and identifying information would not be disclosed in reports or publications derived from this study. This research qualified for an Institutional Review Board exemption following a review by Advarra (No. Pro00084406).

Table 1. Focus Group Participant Demographics (N= 58)

		n (%)
Gender	Male	31 (53%)
	Female	27 (47%)
Age	19–24	10 (17%)
	25–34	15 (26%)
	35–44	9 (16%)
	45–54	11 (19%)
	55–64	8 (14%)
	65+	5 (9%)
Ethnicity	White	28 (48%)
	Black	8 (14%)
	American Indian	–
	Alaska Native/Native Hawaiian/Pacific Islander	–
	Asian	10 (17%)
	Other non-Hispanic	2 (3%)
	Hispanic	10(17%)
Education	Less than high school graduate	–
	High school graduate	2 (3%)
	Some college	16 (28%)
	Graduated college	26 (45%)
	Graduate school or more	11 (19%)
	Technical school/other	3 (5%)
Employment Status	Employed full-time	25 (43%)
	Employed part-time	14 (24%)
	Retired	9 (16%)
	Homemaker/Do not work	6 (10%)
	Student	3 (5%)
	Temporarily unemployed	1 (2%)
	Disabled/Handicapped and not working	–
Location	Urban	24 (41%)
	Suburban	15 (26%)
	Rural	19 (33%)

Participants were asked to discuss various experiences related to speeding including cultural references, thoughts on video vignettes, perceptions of speed limit setting, opinions on infrastructure and enforcement-related countermeasures, and potential implementation of ISA technologies.

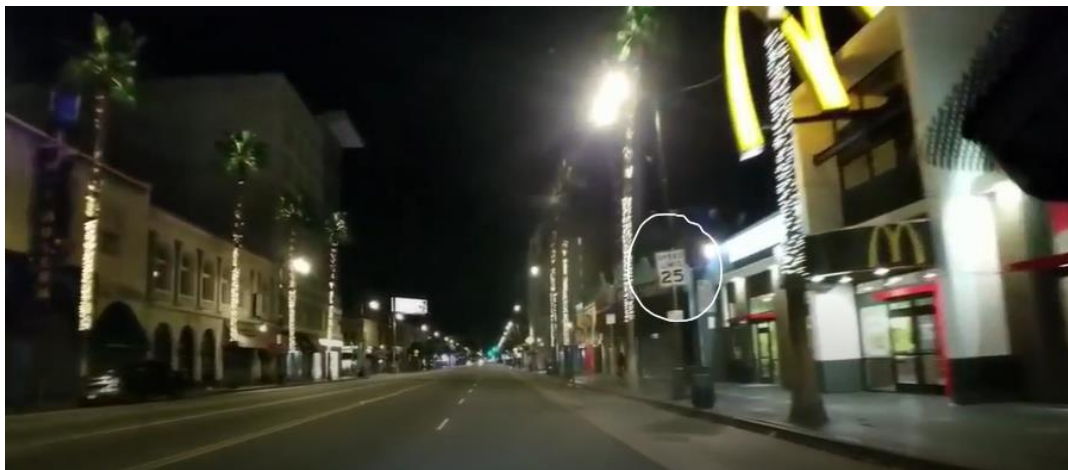
These discussions were aided by visual elements, like images of various countermeasures and video vignettes, displayed on the screen during portions of the

focus group. Images and videos were sourced online, and videos were cropped in duration. However, not every image and video vignette were presented to each focus group for the sake of time; facilitators rotated images and videos depending on the group. A comprehensive list of all questions, images, and videos used in the focus groups can be found in Appendix B.

Video Vignettes

While viewing video vignettes, focus group participants were asked to reflect on whether a vehicle was speeding. All videos used in the focus groups were originally recorded from inside of the vehicle from a point-of-view perspective, to ensure that participants observe various environmental factors as if they were the ones driving themselves. The selected videos ranged in environmental factors, like urbanicity, road type, time of day, and weather, to capture a broad range of driving environments and perspectives from participants. Most of the videos purposefully did not show a vehicle's dashboard or speedometer, though speed limit signage outside the vehicle was frequently present and observable. See Figure 2.

Figure 2. Focus Group Video Vignette Example



Note: Video Source: [Dash Cam Tours](#). [Early Morning driving around Los Angeles. Car Stereo On](#)

The video vignettes were used to highlight the different criteria drivers use to determine whether a vehicle is “speeding” and to solicit often-unspoken attitudes and thoughts about speeding. Before each video was played, focus group facilitators primed the participants with the following statement:

“While you are watching the video, we’d like you to think about whether the driver in the video is speeding, and what sort of factors you consider when making that determination. We aren’t going to give you a definition of what we think speeding is because we are most interested in what it means to you.”

After an initial discussion of the video, respondents were given auxiliary information (such as the speed limit, presence of traffic, time of day, driver circumstances, etc.) and probed about whether that information changed the way they perceived the driver's speeding status.

Limitations

This qualitative study has several limitations that should be noted. While focus groups recruited drivers from a range of different backgrounds, no participants were of American Indian or Alaska Native/Native Hawaiian/Pacific Islander ethnicity, had less than a high school degree, or were disabled/handicapped and not working. To the extent that drivers in these population groups have different attitudes towards speeding, their views may not have been captured in the qualitative part of this study. Further, moderators from the focus groups were identified as AAAFTS staff. While participants were instructed that conversations would be confidential and could not influence insurance premiums, it is possible that this association may have influenced respondents' answers. Additionally, participants may have experienced video vignettes differently due to variations in device type (e.g., phones, laptops, and desktops) and internet connection speeds.

Analysis

Data were analyzed qualitatively using thematic analysis informed by principles of the constant comparative method (Strauss, 1987). Themes were identified inductively, and findings from the initial analysis informed ongoing data collection. The results section begins by examining how drivers define speeding and perceive the credibility of speed limits. It then explores social norms and drivers' motivations and justifications for speeding (including moral disengagement), and concludes by presenting views on infrastructure-, enforcement-, and vehicle technology-related countermeasures. To preserve confidentiality, pseudonyms for participants' names are used when discussing the results of the focus groups below.

Results

How is "Speeding" Determined?

Analysis of video vignette discussions produced a rich understanding of how participants determined whether a vehicle was speeding and what factors led them to their decisions, which are summarized in Figure 3. Generally, participants were reluctant to identify any drivers in the videos as "speeding" in the absence of information about the speed limit. Participants frequently mentioned how the speed of other vehicles, driver behavior, observed interior vehicle factors, and road and environmental conditions influenced their attitudes towards, and perceptions of,

speeding. These videos oftentimes led to conversations about personal experiences and anecdotes that influenced their determination as to whether a vehicle was speeding.

Figure 3. Factors Influencing Respondents' Determination of "Speeding" Behavior



Note: Image source: AI-generated illustration created using ChatGPT (OpenAI, 2026)

Each of these key factors (Speed of Other Vehicles, Driving Behaviors, Road and Environmental Conditions, and Vulnerable Road Users) are described in a series of tables below; a brief description of the factor is followed by quotes from focus group participants.

Table 2. Speed of Other Vehicles Factor

	Speed of Other Vehicles	
	By far, the most common element mentioned in making determinizations of speeding was the speed of other vehicles. This was expressed in two major ways: Discussion of the flow of traffic and how other vehicles can be used as “markers.”	
Flow of Traffic	There was overwhelming agreement that a vehicle was not speeding or it was permissible to speed if it matched the surrounding traffic. It was frequently remarked that driving with the flow of traffic was considered a safe behavior.	<i>Aaron (30, urban): “He might be going faster than the speed limit, but he’s matching the speed of traffic, which for the most part, I think in this instance, is a little safer than going too slow.”</i> <i>Devon (47, rural): “He wasn’t going too, too, too fast. He’s going with the traffic.”</i> <i>Virginia (78, urban): “I was always taught to stay with everybody else, stay in the speed of everybody else so you’re not a danger to others.”</i>
External Markers	Other vehicles and inanimate objects in the environment were mentioned as visual cues to judge relative speed.	<i>Mac (37, rural): “I noticed a red car going the other way. And just, again, the timing and the speed that car was going, you could tell this guy’s going much faster.”</i> <i>Jose (44, urban): “I’m checking out the lines and the speed of the lines... the way he’s going past the building, he’s going a normal speed.”</i>

Table 3. Driving Behaviors Factors

Driving Behaviors		
Observations about the maintenance of distance between vehicles and lane position were the most frequently mentioned driver behavior elements that were considered in determinations of speeding.		
Following Distance	Tailgating at high speeds was deemed dangerous. Experiences with driver's education were also referenced to determine appropriate distance in relation to speed.	<i>Doug (56, urban): "There's been times where the speed is really high, and it's heavy traffic and the whole channel's fast. It's dangerous because if there's one brake check, that's where the problem happens."</i> <i>Denise (37, urban): "When you take driver's ed, they teach you to count. I think it's about five seconds, per se, before you hit a point [of reference]... It doesn't appear that this person is speeding."</i> <i>Brenda (51, urban): "I was kind of looking at how they teach you in driver's ed, you know, you count 'one-one thousand, two-one thousand' to leave enough space... I don't think he was doing that."</i>
Lane Keeping	A unanimous indicator of speeding was swerving or a lack of lane keeping.	<i>Abigail (49, suburban): "I think that he's speeding because... he's not staying in his lane. He's going back and forth between those two lanes."</i> <i>Celeste (71, urban): "Your sense of perception when you're speeding is different. If you're going faster, it takes longer for it to register whether you're over [the lane] or not."</i>

Table 4. Road and Environmental Conditions Factors

	Road and Environmental Conditions	
	Focus group participants remarked on how road and weather conditions played into their determination of whether drivers in the videos were speeding.	
Road Curvature, Grade, and Visibility	Physical features of the road, like curvature, grade, and visibility, were used to assess perceptions of safety.	<i>Terry (56, urban): “It’s a two-lane highway... so you got to be cognizant of your speed too. And plus, it looks like it appears to be like they’re going downhill, so you got to be mindful of your speed too—picking up speed... are you able to handle the corners too fast or you [will you] lose control of the vehicle itself?”</i> <i>Malik (24, urban): “And I’d say if you look ahead of the road, there’s some parts of the road where it curves away and you can’t really see that far ahead. So going 10 MPH above the speed limit could still be more dangerous on the road like this because you couldn’t see that far.”</i>
Weather Conditions	Participants overwhelmingly agreed that slower speeds should be applied in inclement weather, often reflecting on personal observations and driving habits in similar conditions.	<i>Aaron (30, urban): “In bad weather... I mean you definitely want to take into account that there’s less visibility. So it’s just harder to stop the car... it’s harder to know when to brake.”</i> <i>Savannah (55, rural): “I always slow down when it’s rainy, just—I may speed at other times, but when it comes to rain and weather that I can’t see very well in, I always slow down.”</i>

Table 5. Vulnerable Road Users (VRUs) Factors

	Vulnerable Road Users (VRUs)	
	Participants were keenly aware of the presence of pedestrians, cyclists, and other road users when evaluating whether a driver was speeding.	
Presence of VRUs	Concern for the safety of vulnerable road users was expressed across focus groups, calling particular attention to the presence of crosswalks.	<i>Christi (53, rural): “It looks like a high pedestrian area and whenever I see people that have kids or dogs or pets, I’m always trying to be more hyper aware they could just kind of run out in front of you. So I always tend to drive slower in those areas just in case.”</i>
Presence of VRU Infrastructure		<i>Carlos (27, suburban): “I think if you’re speeding, and you’re not slowing down near crosswalks, I think that’s worse than just speeding on an open road... There could be someone not paying attention and trying to cross, and that could be a really dangerous situation.”</i>

In summary, participants relied primarily on two main criteria when judging whether a driver was speeding: the speed of surrounding traffic and the driver’s apparent ability to operate the vehicle *safely* under the prevailing conditions. Drivers who traveled at speeds comparable to those of nearby vehicles, maintained appropriate spacing, and appeared to maneuver safely were rarely identified as “speeding,” even when participants suspected they may have been exceeding the legal speed limit. Having established how participants defined speeding, the next section explores how drivers perceived the credibility of posted speed limits and the extent to which these limits were viewed as appropriate.

Speed Limit Credibility

Drivers generally agreed that speed limits were appropriately set and serve an important safety function.

David (52, suburban): “Well, I live in the suburbs, but like literally two miles away from me are farm areas, like rural areas. Then maybe a mile and a half from there, or actually even the other direction is a highway, a very busy highway. And it’s, everything seems kind of like they should be. You know, the

highway is like 50 something [MPH], the rural areas are maybe 45 [MPH], suburbs are like 35 or 25 [MPH]. It's just what it should be, I think."

Drivers talked about frictions in areas where residential speed limits had recently been lowered, but on the whole understood reasons for changes, and supported lowering speed limits in areas with growing numbers of pedestrians, or school and construction zones. A minority of drivers advocated for higher speed limits, particularly on highways, but the general consensus was that speed limits were reasonable.

Drivers often described the speed limit as a "safe" speed—one that reduced the likelihood of both crashes and speeding tickets. Beyond personal safety, some participants also viewed the speed limit as credible because it protected other road users.

*Randall (42, suburban): "For me, I think it's the speed limit, it should stay the same because we have a lot of school zones, it's a lot nicer. **So just to be on the safe side**, whatever the speed limit that we have in my neighborhood is the right one because all the businesses that we have around here."*

Although this perspective was not universal, some drivers framed road safety as a collective responsibility.

Mary (56, suburban): "You're driving for other people and other people's children and other people's parents, and you just need to be more focused and cognizant of the traffic."

From this perspective, adherence to the speed limit represented both safe, lawful driving and a commitment to the collective well-being of other road users. Participants' views on the credibility of speed limits were closely linked to their perceptions of how other drivers behave. The following section examines the social norms that shape expectations and experiences of speeding.

Social Norms around Speeding

All focus groups discussions highlighted a difference between what drivers interpreted as the technical definition of speeding and what was considered to be socially acceptable speeding. The distinction between the two is clear: technical speeding is traveling above the posted speed limit, even by one mile per hour, and socially acceptable speeding is determined by situational, environmental, and social conditions. Technical speeding is clear-cut, but acceptable speeding requires a more nuanced understanding.

Technical Speeding. There was a consensus among focus group participants that a driver was "technically speeding" if they exceeded the posted speed limit of the road they were driving on.

Luke (21, suburban): "I was going to say, technically, if he was going 26 miles per hour [in a 25 MPH speed zone], that he would be speeding."

Focus group participants indicated that "technical speeding" meant breaking the law. One focus group participant pondered about a hypothetical situation where he was pulled over by an officer for driving with the flow of traffic above the posted speed limit. He asked of other focus group participants:

Taylor (62, rural): "But will [just saying you were going with the flow of traffic] work [as an excuse] when the cop pulls you over and says you were speeding?"

Two participants responded back, "No."

Taylor's question highlighted a tension between technical or legal speeding, and social norms around speeding. Drivers experience competing pressures between adherence to posted speed limits and conformity with the prevailing speed of traffic, usually perceived as faster than the posted speed limit. This example explicitly describes this conflict:

Michelle (26, suburban): "Like where I'm from you obey the speed limit. But then I feel like you also have that rule of we got to keep up with everybody that's driving on the highway... But then you're getting beeped [at] and everything. So like somebody had said, 'Legally you're a little but over, but morally you're driving the pace of everybody else on the highway.'"

Acceptable Speeding. As Michelle (26, suburban) indicated, drivers overwhelmingly felt that speeds higher than the speed limit were moral, acceptable, and normal. There was broad consensus that adhering to the speed limit was unusual and annoying.

Carlos (27, suburban): "Yeah, like treating, I'm sorry, like treating the speed limit like a minimum. So that is like an annoyance if someone is going near the speed limit."

Participants described going five miles above the speed limit as if it were a given, understood, unchallengeable, or unpunishable driving ritual.

Mateo (33, urban): "Going like 5 miles an hour over, which—let's be frank, we all agree that like 25 miles an hour means 30 [MPH] is the actual speed limit."

Katie (45, suburban): "I don't think that five miles over the speed limit is considered speeding. Five [MPH], that's like nothing."

The most frequently identified upper boundary of acceptable speeding was 10 MPH above the posted speed limit. Participants commonly perceived this level of speeding as falling within an unofficial margin of tolerance, making enforcement unlikely. Several participants reinforced this view by noting that they had observed law enforcement vehicles traveling at similar speeds, which they interpreted as tacit acceptance of the behavior.

Kenneth (71, rural): "You normally drive 10 miles over the limit because most of the time you aren't gonna get a ticket for it... it's just normal to go 10 [MPH] over. That's—it's almost like a common law."

Ron (48, rural): "I think a fair amount of police officers are [speeding]. And I think they, they give you a little leeway, so they'll give you a 7, 8, 9 [MPH] over [the speed limit] pretty consistently. So I try to stay in that safe zone there if I can."

Participants reflected that even speeds higher than 10 MPH over the posted speed limit could be acceptable in special circumstances such as the following:

- Avoiding road danger, for instance when passing a large or otherwise unsafe vehicle
- In emergencies, when a driver needed to get somewhere quickly such as a medical event, or even an urgent need for the bathroom
- When there were not any other vehicles on the road
- *"When there's nobody watching."*—Beth (63, rural)

Drivers reflected that acceptable speeds varied by road type, road condition, weather, and time of day but routinely cited speeds up to 25 MPH over the posted speed limit as potentially acceptable. Beyond social expectations, participants described a range of motivations for speeding, and discussion of these topics also highlighted how drivers justify or rationalize these behaviors. The following section examines motivations, while the subsequent section examines justifications through a moral disengagement lens.

Motivations for Speeding

Throughout focus group discussions, drivers explicitly and implicitly described several motivations for speeding, in addition to the acceptable special circumstances listed above. A common explicit motivation focused on the fast pace of modern life.

*Terry (56, urban): "I think with society now, everybody's in a rush, we all got a rush to get somewhere. **I'm behind it too**, so I drive ... fast too but everybody's in a rush. ... So regardless of how I feel we're going to push fast."*

Many drivers explicitly identified reducing travel time amid the demands of busy daily lives as a primary motivation for speeding. However, participants' accounts also suggested that time savings were not the sole motivation. For example, a retired participant described continuing to speed despite having intentionally stepped away from the fast-paced lifestyle associated with work and other obligations.

*Mary (56, suburban): "Now, I'm not saying I don't speed. That is not what I'm saying because I do [speed], ..., I **don't need to speed** because I'm really, I'm almost like one of the other ladies, I'm not in a hurry to get to where I need to go. I don't work anymore. So, I can take my time. Why am I speeding? Whatever is there, if I'm late, either I can reschedule my appointment or just call ahead and say I'm late."*

Mary's acknowledgment that she continues to speed, despite recognizing that she no longer needs to save time, points to motivations that extend beyond practical considerations. Her account invites a deeper examination of the broader meanings attached to driving and the role that speeding plays within those meanings.

Driving was frequently associated with personal freedom and autonomy, with speeding often framed as an extension of that freedom. One participant described this need for freedom as human nature:

Terry (56, urban): "So we kind of drive a little excessive, faster than what we should, but do so. But that's just the nature of human beings..."

This was particularly evident in discussions of mandatory ISA (see section on In-Vehicle ISA Technologies below), where participants expressed concern that such systems would diminish their ability to control how they drive.

*Mac (37, rural): "I think for me, I personally don't like that because...this is actually—your allowance to physically control your vehicle... You're giving up the **freedom** right then and there....It's like they control your ability to **have your own personal view**."*

As Mac's account illustrates, driving freedom was understood not simply as the ability to travel where and when one wished, but also as the ability to exercise independent judgment over vehicle operation. The ability to physically control one's vehicle was viewed as a central component of this freedom, and participants often expressed pride and satisfaction in their ability to manage and operate their vehicles skillfully. Driving was therefore more than a means of transportation; it also provided an opportunity to demonstrate competence and mastery. Within this context, speeding could be understood as both an expression of autonomy and a demonstration of skill, allowing drivers to affirm their competence while testing the limits of their own skills and in some cases, the vehicles themselves.

Drew (24, urban): "I find myself speeding when I get like a newer, a new car or just trying to test it out. Use cars, see how a hundred [MPH] feels, or near there 180 [MPH], just go to flat road and see if it runs, you know?"

Although participants frequently described speeding as an expression of freedom, control, and driving skill, these accounts also implicitly pointed to another source of motivation. Modern vehicles and roadways have made every day driving increasingly comfortable and predictable, particularly during routine trips. Under these conditions, some drivers described seeking stimulation and engagement through the driving task itself. Speed, along with the informal social dynamics of the roadway, appeared to provide a means of transforming an otherwise mundane transportation activity into a more engaging experience.

For instance, a participant describes how he experiences driving as a boring activity, but the competitive nature of speeding makes it more bearable:

Aaron (30, urban): "I think for me, it's like kind of how driving, especially in the U.S., it is kind of a very oppositional activity, isn't it? Like we're all sort of in competition with our fellow drivers to get where we're trying to go. And it's also very boring. ... this is such a universal experience to be like you're in competition with your fellow drivers. Or even if you're not, you have to make up a competition with your fellow drivers just to make driving a little more spicy and exciting. Because otherwise, we spend so much of our time doing it and yes, it's such a boring activity otherwise... I think we all have that dark temptation within us sometimes when we're driving to just push the limit."

Another participant describes a game he made up while driving

Andrew (48, suburban): "So when I was 18 and a freshman in college and I would drive home on the weekends, I'd play this little game to kind of keep myself awake, to where I'd give myself points for passing people. Oh yes, and if they pass me again, then I'd just lost 2 points."

Viewed in this way, speeding can be understood as a behavior that satisfies multiple needs simultaneously—facilitating autonomy, reinforcing competence, and increasing engagement during an otherwise routine activity.

Importantly, these motivations often existed alongside an acknowledgment that speed limits should generally be obeyed and that speeding can increase safety risks. Participants' accounts therefore reflected an ongoing tension between competing moral and social expectations. On one hand, drivers recognized a duty to comply with traffic laws and be a responsible citizen. On the other, they described social norms, personal preferences, and psychological rewards that encouraged speeds above the posted limit. Rather than viewing speeding as a straightforward violation of traffic laws, many

participants appeared to engage in an ongoing negotiation between competing pressures, balancing what they perceived as morally appropriate, socially acceptable, and personally rewarding. This tension aligns with concepts from moral disengagement theory (Bandura, 2002), which explains how individuals rationalize behaviors that conflict with their broader moral standards. These findings highlight the importance of capturing such rationalization and justification processes in the survey questionnaire administered in Part 3 of this study.

Moral Disengagement

This section revisits drivers' discussions of speeding using a moral disengagement lens (Bandura, 2002), paying particular attention to the language drivers use when employing different mechanisms in order to help craft survey items.

1. Moral justification: Speeding is justifiable because it serves a higher social or moral purpose.

Participants justified engaging in speeding behavior, particularly on highways, by explaining that going with the flow of traffic was safer than travelling the speed limit.

Melissa (39, rural): "With everyone else going so fast, I feel like, like I said, I'm more open-minded to going faster because I feel it's dangerous if I'm hindering traffic behind me that's trying to get past me. I'm just trying to fade and blend in with everybody else."

2. Euphemistic labeling: Using euphemistic language to verbally sanitize speeding and make it more respectable.

In focus group discussions, participants used words and phrases like "normal," "norm," and "fairly common" to help justify their speeding behavior by downplaying its potentially dangerous impact.

*Terry (56, urban): "I'm in the metropolitan area of Los Angeles, so nobody cares about the speed limit unless you get pulled over. So it's all—everybody's driving fast in the residential areas and on the streets, on the highways, on the freeways. **So it's just the norm now.**"*

3. Advantageous comparison: Comparing speeding to other more harmful behaviors.

Participants often assessed speeding relative to behaviors they viewed as more serious traffic safety violations. In some cases, speeding was contrasted with distracted or impaired driving and presented as comparatively benign. More frequently, participants distinguished their own speeding from that of other drivers, framing their

behavior as reasonable and controlled while portraying others' speeding as reckless or unsafe.

*Taylor (62, rural): "I always let them go in front and I let them stay far enough ahead that if they get caught, hey, I'm gonna slow down real quick. **When I do speed, I don't speed excessively that I worry about dying if I wreck.**"*

Savannah (55, rural): "So ten miles an hour over [the speed limit] seems acceptable to me because I'm out here just on open roads. But I would definitely feel different in an urban areas because there's more distractions, and there's just more stuff that can happen."

4. Displacement of responsibility: The downplaying of personal responsibility of speeding by attributing the responsibility to authority figures or external sources.

Many participants argued that if speeding was considered problematic, it was the role of law enforcement—not individual drivers—to address it. In these accounts, responsibility for regulating speed was transferred from the driver to external authorities, with compliance often viewed as dependent on the presence or absence of enforcement.

Lydia (31, urban): "I actually don't think they are speeding. ... I saw them like pass some police and I feel like if they were speeding they probably would've got stopped. So for me they're not speeding."

Maya (28, suburban): "Yeah, it looks like they're doing about 55 [MPH] and that definitely is Los Angeles and the police don't really care out there about that."

5. Diffusion of responsibility: Diffuses responsibility for speeding to others on the road or to the collective public.

In participants' accounts, this mechanism most commonly emerged in discussions of driving with the flow of traffic. Rather than viewing speeding as an individual decision, participants frequently described it as a collective behavior in which responsibility was shared among all drivers traveling at similar speeds. By framing speeding as something "everyone was doing," participants diminished their personal responsibility for exceeding the speed limit.

Ron (48, rural): "If we all speed, they can't catch us."

Taylor (62, rural): "I hate to say it, but I'm probably one of the oldest here. I still speed. I'm not going to lie about it. I speed, and I know what it's like to speed with strangers in a group."

6. Distortion of consequences: Ignoring or minimizing the consequences of speeding to see them as less harmful.

Participants frequently minimized the risks associated with speeding, particularly in situations where road conditions were perceived to be favorable. Speeding on open roads with little traffic, good visibility, or few nearby road users was often described as posing minimal danger. In these accounts, the absence of immediately visible risks reduced perceptions of potential harm and contributed to the view that modest speeding was unlikely to result in negative consequences.

*Austin (21, suburban): “No, yeah, it was just similar what other people were saying. It was like, as long as it’s not endangering other people, like if it’s an empty road, it’s probably **not that big of a deal.**”*

7. Attribution of blame: Shifting causal focus to victims of speeding by considering them responsible for their own condition.

Participants often shifted responsibility for traffic conflicts and safety risks away from speeding drivers and toward those perceived as driving too slowly. This included drivers traveling at the posted speed limit, as well as drivers exceeding the limit but not keeping pace with the prevailing speed of traffic. Such accounts were especially common in discussions of left-lane driving, where slower drivers were portrayed as disrupting traffic flow and creating hazardous situations.

Abigail (49, suburban): “I have a friend that typically does drive slow in the left lane, and I yell at him all the time. And I’m like, you need to get over, because people are speeding up and then having to go around you, and you need to move to the right. Slower drivers, move to the right. And he said, oh, but I like for there to be space, a lot of space in front of me when I’m driving, whereas if he was driving in the right lane, there would be more slow drivers and there would be less space in between him and the car in front of him.”

8. Dehumanization: Victims are stripped of individual human qualities or viewed as less deserving of empathy, making harmful behavior easier to justify.

This mechanism was rarely observed in participants’ accounts. Nevertheless, some drivers occasionally referred to other road users using derogatory or dismissive language, particularly when discussing drivers that they perceived as slow, incompetent, or disruptive. Although these examples did not constitute overt dehumanization, they may represent a subtle form of social distancing that reduces concern for the perspectives and experiences of other road users.

*Hannah (19, rural): “It seems like they’re just **kind of being uppity**, I guess, if they’re **really a stickler** about the speed limit.”*

In summary, participants' accounts demonstrated how drivers draw upon a range of moral disengagement mechanisms to negotiate the competing legal, moral, social, and psychological pressures associated with speeding. The themes and language identified in these discussions were used to develop a speeding-specific moral disengagement scale for inclusion in the survey questionnaire, enabling the prevalence of these beliefs and justifications to be examined quantitatively. Further details are provided in a subsequent section on Questionnaire Development. Understanding how participants justify speeding provides important context for considering potential strategies to reduce the behavior. The next section examines participants' views on infrastructure-, enforcement-, and vehicle technology-related countermeasures.

Attitudes Towards Speeding Countermeasures

All eight focus groups were asked about various speeding countermeasures intended to reduce a driver's speed. In total, drivers discussed four infrastructure-related countermeasures (speed feedback signs, roundabouts, speed humps, lane narrowing), two enforcement-related countermeasures (automated cameras, increased police presence), and three vehicle technologies related to ISA (in-vehicle alerts, speed limiter that can be overridden, and speed limit that cannot be overridden). Participants were provided with a definition of each countermeasure, and an image of each countermeasure was displayed on screen while discussions among participants were taking place (see Appendix B). Only one focus group was asked to discuss all nine countermeasures.

Infrastructure-Related Countermeasures. Infrastructure-related countermeasure discussions were spirited, with a relatively even mix of support and opposition for each. Participants spoke more favorably of infrastructure measures without technological components (e.g. speed humps) compared to those involving technology (e.g. speed feedback signs), where participants highlight concerns about reliability.

Speed Humps. Speed humps, which were also referred to as "speed bumps" or "speed tables," were discussed in a neutral tone. Participants understood their purpose in reducing speed, and any opposition towards them centered around where they were placed within the driving environment, not the countermeasure itself. For example, the purpose was understood for areas like school zones, but not in areas like parking lots or installations in quick succession with one another.

Lane Narrowing. There was more opposition than support for lane narrowing as a strategy to reduce speed, but this is hypothesized to be a byproduct of participants largely not being familiar with this countermeasure, either by concept or observing it within the driving environment themselves. Several expressed some consternation or

fear about how it might impact their ability to safely navigate their vehicle, the safety of other road users, and even that it could encourage dangerous reactions like road rage.

Roundabouts. Roundabouts were divisive. For those who supported roundabouts, this countermeasure was seen as helpful and safe; for those who opposed, it was seen as a nuisance at best. Participants frequently expressed feeling confused about how roundabouts work and operate. This confusion led to opposition to the countermeasure and concerns about safety. To potentially combat this confusion and increase confidence in this countermeasure, some participants reflected on the need for uniform design and education of roundabouts.

Speed Feedback Signs. The high volume of speed feedback signs that focus group participants mentioned regularly interacting with resulted in an overall apathetic tone and dulled discussions about this interactive countermeasure with a couple participants expressing their opposition.

Taylor (62, rural): “See, I don’t like them. I want them gone... I don’t want to be in check. I want to go where I’m going.”

Others supported this countermeasure because of the extra layer of awareness it provides to drivers about their current speed, with some reflecting on how the public nature of this countermeasure influences their reactions to it.

Katie (45, suburban): “They do catch my attention for sure. And it’s like, it’s on the record. Everybody’s seen your speed.”

Despite varying personal attitudes towards this countermeasure, focus group participants questioned the reliability of the speeds displayed on the sign itself, oftentimes cross-referencing their speed with another speed management tool for confirmation.

Melanie (61, urban): “I just wonder if they’re accurate. I always check my speed against what they [the feedback sign] said.”

Enforcement Countermeasures. Focus group participants found enforcement countermeasures to be useful, but only in certain circumstances.

Automated Cameras. Automated cameras, used as a speed reduction strategy, were controversial. Support for automated cameras was expressed by participants like Gabby (28, urban) who stated that she “*supports this in like a school or park zone where there’s a lot of kids present.*”

Matt (56, urban) thought automated cameras are successful at reducing speed “*for the people who live in that community because... they know the camera’s there...they slow down well in advance of the camera.*” He also states the cameras are “*a huge*

moneymaker... it is a cash cow and a cash grab for tourists and people who don't know the area. They get nabbed at a much higher rate than the people who live there because they've [the people who live there] have changed their behavior." This negative sentiment about money was echoed by other participants:

Terry (56, urban): "It's like Big Brother watching you or generating money for the community... At the end of the day, they're saying this is the law here. They're in the business of generating money for the city... trying to squeeze extra money out of us... It's all about profit, generating money for the city."

Although participants did not always explicitly frame their concerns in terms of trust, opposition to automated speed enforcement often appeared to stem from a broader mistrust of the technology. This mistrust was particularly evident in discussions involving tickets that drivers believed had been issued unfairly or in error. Participants also expressed frustration with the perceived lack of opportunities to challenge or appeal citations generated through automated systems. Together, these concerns appeared to reinforce skepticism toward automated enforcement and its ability to accurately and fairly assess driving behavior.

Blake (23, rural): "I do not support these, but for the main reason that I don't like that they're automated, the fact they immediately send a ticket. If they were to take a picture and then it goes to a human to review or take a video and it goes to human for review, then I think it would make sense."

At the same time, not all participants viewed automation negatively. Some expressed a preference for automated enforcement because it removed the discretion and potential bias associated with human enforcement. For these drivers, automated systems were perceived as offering a more objective and consistent approach to speed enforcement. As Beth (63, rural) states: *"But I would almost trust that stuff before I would trust a human doing it with a gun. One of those speed guns."*

Increased Police Enforcement. Drivers expressed a wide range of thoughts, perceptions, and feelings about police enforcement of speeding. Some participants had positive attitudes towards the police as an institution, sometimes asking for more enforcement of particular areas.

Ron (48, rural): "Where I live, I think people are pretty grateful for the cops to be patrolling because there's just so many fatal accidents every year... They like the police patrolling for speeding and reckless driving..."

Participants spoke about enforcement strategies used to apprehend speeders. The overall tone of participants when speaking about law enforcement was that this type speeding countermeasure—the face-to-face police interaction—was effective in apprehending speeders; however, there were also instances of participant annoyance

and displeasure when this speed reduction strategy was overused. One participant relays his experience with an infamous speed trap in the area where he lives:

Austin (21, suburban): “There’s certain spots that are just notorious for speed traps and... we have like a city Instagram page that everyone follows and there’s like a notorious, they call him the [furniture store] cop cause he just parks in the parking lot of a [furniture store] right off the exit of a highway. And just, I bet he’s just raking in money for the city from that spot because every time I go down that road without fail, he has his lights on with a car in front of him.”

He continues:

“I think they have it structured, maybe the wrong way, as far as a lot of them will be stationed in just notorious speed traps. Whereas I think... they’ve done studies and they know where the hot zones are for accidents. And they really don’t change the police presence that much in those areas. It’d be more helpful to people in general if instead of focusing on speed traps, obviously they’re going to be able to write more tickets that way. But putting more in those places where there’s a blind spot and there’s constant accidents, places like that would probably be more useful.”

Austin’s account echoed the sentiment of many participants: support for the concept of police enforcement, but a desire for more transparent implementation.

Location appeared to be a contributing factor to perceptions regarding the level of law enforcement presence and patrol activity, and, in some cases, the perceived likelihood of being apprehended for speeding offences. These perceptions appeared to differ between rural and urban locations.

In-Vehicle Intelligent Speed Assistance (ISA) Technologies. As discussed earlier, many participants viewed decisions about speed as matters of personal judgment rather than strict compliance with external rules. Speeding was often framed as an expression of individual choice, confidence, and driving competence. Accordingly, resistance to in-vehicle technologies extended beyond concerns about the technologies themselves, including misunderstandings, misconceptions, and mistrust. These technologies were also perceived as threatening a valued sense of autonomy by limiting drivers’ ability to make their own decisions and exercise their judgment behind the wheel.

Advisory ISA. Advisory ISA was described to participants by focus group moderators as “an alert that warns the driver if they are going above the speed limit. This device uses your Global Positioning System (GPS) location to recognize the speed limit on the road you are driving and issues a warning on the dashboard if the driver’s

speed is higher than the posted speed limit.” Some participants supported this feature, others opposed it, but many expressed contradictory opinions about this countermeasure.

Those who supported Advisory ISA typically liked that this feature acted as an additional “check” for drivers who may be unaware of the posted speed limit or the speed they are traveling. The technology helps aid conscious decision making about what speed to drive.

Sabrina (28, urban): “I like it because I know in some areas I don’t know what the speed limit is... I think it’s a nice feature to have because then I know, like, in whatever area that I’m in, I would know like what’s that speed limit because I feel like sometimes, I can miss it.”

*Celeste (71, urban): “**I think it’s a great idea** because it’s a real-time notice, and it looks like it would get your attention and at least make you aware of, oh, this is what I’m doing and it’s faster than the speed limit... Just makes you more aware of what you’re doing, and you can make the **conscious decision** of ignoring it and speeding or going the speed limit...”*

However, not all drivers felt the same way. One participant describes an opposite opinion.

*Melanie (61, urban): “**I think it’s a terrible idea**. I wouldn’t want that in my car... There’s so much technology in our lives already that I think you should be capable of driving the speed limit or making the **conscious decision** to not drive the speed limit without a warning from your car.”*

Those who expressed contradictory opinions about Advisory ISA reluctantly mentioned their support for the feature, and then quickly acknowledged what they would dislike about having this in their vehicles. Many participants mentioned how the alerts would be distracting or “annoying,” often specifying a dislike for potential auditory “beeping.”

Owen (22, rural): “Yes, I like knowing what the speed limit is... But the warning and alerts can be super annoying.”

Participants were unwavering in their demands for this technology to be optional. The most explicit explanation for this demand was that participants did not want to be told what to do by their vehicle—an inanimate object.

Savannah (55, rural): “I’m one of those people who don’t like cars doing things for me... There’s just something about a car telling me what to do that I find really—I mean, if there was a way to switch it off. Great... put it in [install it].”

Concerns about surveillance were also present among participants discussing this speeding countermeasure, whether or not their concerns were directly applicable to the technology itself or could be validated.

Christi (53, rural): “Who is monitoring it? Is it just there for the driver, is there somebody who is monitoring it? Call me a conspiracy theorist, but I’d be like, ‘No, I don’t need anybody knowing where I’m going...”

Ron (48, rural): “I don’t like it based on the implication that AI will start tracking it with insurance apps and everything. And if it was just in its pure form, I wouldn’t mind it. But the implication that it will start being tracked by government and insurance companies, I don’t like it for that reason.”

Interestingly, participants frequently mentioned using app-based technologies to help them simultaneously navigate their routes and monitor their speeds. GPS-based applications, like Waze, Google Maps, and Life360, were referenced when discussing in-vehicle alerts countermeasures. While most generally opposed Advisory ISA as presented by moderators, focus group participants were more accepting of app-based speed warning technologies, resulting in a mismatch of support between Advisory ISA alerts and app-based notifications about speed, which are largely regarded as technology that serves the same purpose.

ISA Speed Limiters. Two types of ISA speed limiters were presented to focus group participants for discussion. The first was an ISA speed limiter that would physically slow the vehicle down to the posted speed limit or prevent the vehicle from exceeding the posted speed limit, and **the driver did not have the ability to disable this feature**. This speeding prevention strategy is also commonly known as a speed governor.

Unsurprisingly, focus group participants expressed a strong distaste for the idea that this technology could be integrated into their personal vehicles, with some expressing hatred and dread. For example, Sabrina (28, urban) stated: *“I’d cry. I would never drive again. Put me on the bus.”* This expressed animosity largely stemmed from a lack of control a driver has over the vehicle.

Katie (45, suburban): “I feel like there’s a lot of, like, almost like you’re taking the control away from the driver in a way that I don’t like. You know what I mean? ... And to know that I don’t have control anymore, it irritates me, it frustrates me. I want to be one with the car. I want to feel the car. I want to feel how the other cars on the road are driving and just get a sense of what I’m supposed to be driving... I’m just trying to drive my car, man. Leave me alone. It’s too, I don’t know what the word is, but it feels too invasive or something. I don’t want that type of control taken away from me.”

However, participants generally acquiesced that this technology would be acceptable to implement in vehicles that were driven professionally.

Terry (56, urban): “I see the purpose of it if you’re working for a manufacturer, industrial, one of those cargo companies, people are held liable a little bit more... I see it in that world. But not in the personal world.”

The second ISA speed limiter discussed **could be overridden** by drivers and was defined as something “that physically slows down the vehicle to the posted speed limit. This device uses your GPS location to recognize the speed limit on the road you are driving on and physically slows down the vehicle to the posted speed limit. However, a driver can override this feature if they choose.”

Some participants viewed this speeding countermeasure as a “good technology,” and supported this feature because they viewed it as a tool.

Celeste (71, urban): “It might not be a bad thing, especially since you said you can override it. And it just might be another tool to help getting people to just at least be aware of what speed they’re doing... Just another tool.”

However, the vast majority of focus group participants who commented on this type of speed limiter did not like it. Participants typically discussed this feature as something that could be turned on and off through vehicle settings, not overridden in the moment by tapping on the gas pedal to increase their speed instantaneously. This broad misunderstanding of the technology led to discussions about participants wanting to immediately disable it.

Lydia (31, urban): “I understand you can turn it on and off, but I wouldn’t ever have it on. So why have it in the first place...? So for me, this is a no.”

Like the other ISA countermeasures, this override feature was seen as eliminating participants’ control of their vehicles, stripping them of their personal driving styles, and diminishing their competence and ability to operate their vehicle safely in relation to speed.

Hannah (19, rural): “It just kind of scares me honestly, to like let go of control. I’d rather have to put in a little more mental energy... Just because it, to me, feels just as scary to have to trust in a car... Like physically being in a car and letting that technology choose when you brake and stuff always just feels too much for me... It’s not worth messing with.”

Jose (44, urban): “... I wouldn’t feel right with this in my car. I mean, it’s like, I worked hard to get my license, and this thing is going to control me.”

In a lot of instances, these concerns about control are related to worry and fear about personal safety while this speeding deterrent is in use. And although the relationship between control and safety were rarely explicitly linked by focus group participants, it is evident participants believe they judge and navigate their driving environment better than technology, leading to better safety outcomes.

Michelle (26, suburban): "Because even though, like, there might be a specific speed limit for the area, the car really doesn't know why you might be speeding up. You can be speeding up to avoid an oncoming collision or anything."

Melissa (39, rural): "I had this in a rental car and I didn't know about it. And it did not just slow me down, it slammed on the brakes and halted me because it thought I was going too fast... It freaked me out. It tried to kill me... I'm like this one's possessed."

When prompted, focus group participants reflected on whether ISA technologies would be most appropriate or best suited for specific subsets of the driving population. Speed limiters that could not be adjusted or overridden were generally considered more appropriate for commercial drivers than for the general driving public. This distinction suggests that participants viewed restrictions on speeding differently depending on the driving context. When operating a commercial vehicle, drivers were seen as acting in a professional capacity, rather than a personal capacity, and therefore expected to comply with employer-imposed rules and performance standards. Speed limiters that could not be overridden in privately owned vehicles were often viewed as an inappropriate intrusion on drivers' freedom to make their own decisions behind the wheel.

Therefore, conversations about driver subsets that could benefit from technology largely focused on Advisory ISA or Overridable ISA Speed Limiters. Participants discussed the hypothetical, mandatory implementation of these technologies in vehicles for younger and older drivers, impaired drivers, and repeat offenders.

Participants thought younger drivers could potentially benefit from these technologies because of their inexperience while older drivers could benefit because it would alert them to speed up, pointing to the stereotype that older drivers are slow drivers. Participants also largely discussed the benefits of these speed reduction technologies for repeat offenders, either for those who continuously speed or participate in reckless driving behaviors.

Andrew (48, suburban): "I think if you're going to select a certain group, it would be pretty obvious, habitual speeders or people who are convicted of reckless driving."

One participant reflected on her personal experience:

Savannah (55, rural): “I think if somebody had like, as a reformed speeder with over 20 speeding tickets and you know, I’ve gone to defensive driving twice [and] I think the third time they just said we’re going to take your license away from you... I don’t drive like that anymore. But I think if you had a certain number of speeding tickets or if you had a, if you show a history, I mean, I could have really benefitted from this in my twenties, maybe even thirties.”

Notably, Savannah also highlighted a concern, echoed by other drivers, that too much reliance on this type of technology may prevent crucial learning of important driving skills, particularly for newer drivers.

Savannah (55, rural): “And so, yeah, I think if something like this were to be on a, it would just, it would give somebody a false sense of security when you really, if you’re driving, you should really know how to drive.”

In summary, participants’ attitudes toward speeding countermeasures varied substantially by countermeasure type. Infrastructure-based approaches, such as roadway design changes, generally elicited less resistance because their effects were limited to specific locations rather than being continuously present. However, participants sometimes questioned their effectiveness or expressed concerns about unintended impacts on traffic flow and mobility. Attitudes toward enforcement-based countermeasures were more mixed. While many participants acknowledged that enforcement can effectively reduce speeding and improve safety in targeted locations, they also expressed frustration when enforcement was perceived as excessive or overly punitive. Automated enforcement, in particular, raised concerns about fairness, accuracy, and drivers’ ability to contest violations.

ISA technologies elicited the strongest opposition, especially when they were perceived as limiting drivers’ control over vehicle operation. Participants frequently emphasized the importance of maintaining autonomy and exercising personal judgment while driving. Consequently, technologies that monitored, warned, or informed drivers were viewed more favorably than those that actively intervened in driving behavior or restricted vehicle speed. Resistance reflected not only concerns about the technologies themselves—including misunderstandings, misconceptions, and mistrust—but also what they symbolized: a perceived erosion of driver freedom, discretion, and control.

Part 3: National Survey

Questionnaire Development

To measure attitudes towards speeding and speeding-related countermeasures, this study developed a fit-for-purpose questionnaire drawing on results of the literature review, focus groups, and published questionnaires on attitudes towards speeding.

Those questionnaires included but were not limited to the following:

- Moral Disengagement Scale (Swann et al., 2017)
- NHTSA National Survey of Speeding Attitudes (NSSA) (Cosby et al., 2024)
- Questionnaires from the following sources: Hassan et al. (2017) Atieh et al. (2023); Atombo et al. (2016); Dinh & Kubota (2013); Erika et al. (2021); Gabany et al. (1997); Hatfield and Job (2006); Huang et al. (2023); Kaye et al. (2024); Laiou et al. (2015); O'Hern et al. (2023); Reagan & Cicchino (2025); Richard et al. (2017); Schechtman et al. (2016); Department of Transport and Main Roads (2022); Yao et al. (2020); El Hafidy & Rachad (2023).

Because of strong evidence that attitudes towards speeding differ by road type (Cosby et al., 2024; O'Hern et al., 2023, Yao et al., 2020), the questionnaire asked a series of questions regarding four different road types. Respondents were shown the images in Table 6, without speed limit signage, and asked about their experiences of speed limits, engagement in speeding behavior, preferred speed limits setting on each road type.

Specifically, respondents were asked the following questions:

- In your experience, what is a typical speed limit on a road like this?
- How often do you drive faster than the speed limit on a road like this?
- How often do you travel 10–15* MPH or more over the speed limit on a road like this?
- If you were in charge of setting the speed, what speed limit would you choose for a road like this?

**Depending on road type.*

Table 6. Road Types Without Speed Limit Signage

Residential Roads ^a	Arterial Roads ^b
	
Urban Highways ^c	Rural Highways ^d
	

^a Google Maps via screenshot.

^b “Advocates urge action on deadly, dark stretches of Richmond Highway in Fairfax County,” by L. Golden, 2026, [WJLA](#).

^c [Georgia I85sb Jimmy Carter Blvd HOV exit .5 mile](#) by M. Rivera (2020), Wikimedia Commons (CC BY-SA 4.0).

^d [Straight rural road](#). Photo by Charles Edelstein via Pexels. Used under the Pexels License.

Next, respondents were shown the same images *with* speed limit signage and were asked a series of questions to understand their personal definition of what constitutes speeding.

- Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you, personally, to think that driver was “speeding?”
- Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving dangerously?
- Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go to get pulled over by the police?

Following questions on road type, respondents were asked to reflect on their motivations for speeding, their motivations to stop themselves from driving over the

speed limit, and how their likelihood of speeding changes in particular situations. Respondents were also asked about any action they take to avoid speeding enforcement, and whether they warn other drivers speed enforcement they have noticed.

Perceptions of risk were assessed using a scenario-based approach. Respondents were given specific scenarios related to speeding on highways, speeding on residential roads, distracted driving, alcohol-impaired driving, drowsy driving, and aggressive driving. For example: *“You’re stopped at a red light on a busy main road. You glance over at the car next to you and notice the driver is holding and typing a message on their phone. When the light turns green, they start driving with their phone still in their hand.”*

Respondents were then asked the following series of questions:

- How often do you think you see a driver behave like this?
- How concerned are you about this driver’s behavior?
- On a 30-minute journey, what do you think the chance is that this driver will get into an accident?
- On a 30-minute journey, how likely is this driver to be pulled over by the police?

A scenario-based approach has several advantages. It provides a common, standardized context for each driving behavior, ensuring respondents evaluate the same situation. It also accounts for differences in how individuals use rating scales, providing a clearer picture of how the perceived risk of speeding compares with other risky driving behaviors.

Drawing on previous constructions of moral disengagement scales related to driving behavior (Swann et al., 2017), and analyses of focus group data, the survey included a bespoke moral disengagement of speeding scale illustrated in Table 7. The order of moral disengagement items was altered to ensure that items representing similar dimensions were not next to each other. Survey respondents were shown the following directions for the moral disengagement questions: *“Here are a number of statements about driving. For each statement, select the response (from “Strongly disagree” to “Strongly agree”) that most accurately captures your thoughts or feelings.”*

Table 7. Moral Disengagement of Speeding Dimensions

Moral Disengagement of Speeding Dimensions	Survey Item(s)
Moral justification: Speeding is justifiable because it serves a higher social or moral purpose.	It's safer for me to drive with the flow of traffic than obey the speed limit. Regularly checking the speedometer to make sure I'm not going too fast pulls my attention away from driving safely.
Euphemistic labeling: Using euphemistic language to verbally sanitize speeding and make it more respectable.	Going a little bit over the speed limit isn't really "speeding." No one actually drives the speed limit, speeding is just the norm nowadays.
Advantageous comparison: Comparing speeding to other more harmful behaviors.	When I do speed, I don't speed so excessively that I worry about dying if I get in an accident.
Displacement of responsibility: The downplaying of personal responsibility of speeding by attributing the responsibility to authority figures or external sources.	I go over the speed limit all the time, and I've never been pulled over. I go over the speed limit all the time and never feel unsafe.
Diffusion of responsibility: Diffuses responsibility for speeding to others on the road or to the collective public.	A lot of roads don't have a reasonable speed limit, so it makes more sense to use your best judgement instead. It's okay to go over the speed limit because the roads were designed with the expectation that people will drive faster than that.
Distortion of consequences: Ignoring or minimizing the consequences of speeding to see them as less harmful.	Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you have been driving for a while, you can drive a little bit over the speed limit. I don't think that driving faster than the speed limit has much to do with whether I get into an accident or not.
Attribution of blame: Shifting causal focus to victims of speeding by considering them responsible for their own condition.	If people want to drive the speed limit, they shouldn't be in the left lane.
Dehumanization: Victims are stripped of individual human qualities or viewed as less deserving of empathy, making harmful behavior easier to justify.	It's ok to speed by "goody-goody" drivers who are driving the speed limit.

To capture drivers' views towards countermeasures, the questionnaire included a brief description of six countermeasures: Increased police presence issuing more speeding tickets, automated speed cameras, speed-feedback signs, speed humps, rumble strips, and roundabouts. Countermeasures were presented in a random order to participants. The following series of questions were asked:

- Would this affect your choice of speed?

- Do you think this would affect other drivers' choice of speed?
- How strongly would you support using this strategy in your neighborhood?
- How strongly would you support using this strategy in an area where there have been speeding-related accidents before?
- How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Views on ISA technologies including as an alert, an overridable speed limiter, and a non-overridable speed limiter were solicited using the following questions:

- Would this affect your choice of speed?
- Do you think this would affect other drivers' choice of speed?
- Would you want your next car to have this feature?

Respondents were also asked if they would want an overridable speed limiter and a non-overridable speed limiter in the next car of particular driver groups.

After the initial development of this survey, a small number of cognitive interviews were deployed. Cognitive interviewing is a method for evaluating survey questions to determine whether the intended meaning of the question is adequately conveyed to respondents, and more generally whether questions function as designed. Through in-depth interviews, respondents are first asked to answer survey questions and are then asked to describe how and why they answered the way they did to ensure that the questionnaire items were interpreted appropriately. The draft survey was amended based on the feedback received from these interviews.

The newly developed questionnaire was further reviewed by the National Opinion Research Center (NORC), the social research agency engaged to administer the survey for clarity and consistency. Finally, the survey was translated into Spanish and reviewed for comprehension and readability. The English version of the questionnaire is available in Appendix C.

Method

The sample for this study was designed to be representative of the U.S. population of drivers 16 and over at the state level. The sample for this study came from two different sample frames. The majority of respondents (n=11,560) came from NORC's AmeriSpeak panel, a probability-based panel designed to be nationally representative of U.S. households. Randomly selected U.S. households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by U.S. mail, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from

the sample include people with P.O. Box only addresses, some addresses not listed in the United States Postal Service (USPS) Delivery Sequence File, and some newly constructed dwellings. The sample design for this study targeted U.S. drivers aged 16 and older. To recruit drivers aged 16 and over, a sample of AmeriSpeak panelists were invited to participate in the survey and screened to determine if they had driven in the past 30 days. Respondents who had not driven in the past 30 days or refused to answer that question were asked to not continue with the survey. Invitations to participate were sent to 48,269 AmeriSpeak panelists aged 16 and older, with 11,560 qualified respondents completing the questionnaire. In order to facilitate state-level comparisons, AmeriSpeak respondents were supplemented with 5,038 respondents aged 18 and over from Dynata, a non-probability-based panel.

The survey was administered online in English and Spanish to both AmeriSpeak and Dynata participants between December 8, 2025, and January 12, 2026. After collection, data underwent a rigorous cleaning and quality assurance process. Respondents who completed the survey suspiciously fast, failed attention checks, and those with high item refusal rates and other data-quality issues were removed. Dynata participants were also screened through the program Relevant ID (<https://www.imperium.com/relevantid/>), which flags and blocks suspicious non-probability respondents based on duplicate IP addresses, geo-location, and other suspicious factors. In total, 11,560 AmeriSpeak respondents and 5,038 Dynata respondents completed the questionnaire and passed the quality assurance process. Numbers of respondents by state are available in a separate, supporting [document](#).

Weighting

Data from this study were weighted according to NORC's TrueNorth approach to combining data from probability-based (AmeriSpeak) and non-probability-based (Dynata) samples. Briefly, all 11,560 AmeriSpeak respondents were initially weighted to reflect the probability of recruitment to the AmeriSpeak panel, the probability of selection to receive the Attitudes towards Speeding survey and non-response at both stages. Further, they were weighted to align the characteristics of respondents to population benchmarks of drivers 16 years or older, which NORC derived using data from the screener survey (which asked participants if they had driven in the past 30 days).

The TrueNorth approach creates a pseudo-probabilistic sample by combining the AmeriSpeak respondents and the Dynata respondents. There were three major steps in the process. First, NORC fit a weighted tree model to the combined AmeriSpeak and Dynata sample. Respondents were classified into types based on their survey responses, using the weights described above for the AmeriSpeak sample and a weight of 1 for the Dynata sample. Next, based on the fitted tree model, NORC estimated the probabilities of inclusion in the combined AmeriSpeak and Dynata sample. The initial weights were

computed as the inverse of the estimated probabilities. Finally, NORC uses post-stratification adjustments including calibration to benchmarks (by State, Race/Ethnicity, Age, Education and Sex) and trimming to create the final weights.

Limitations

This survey aims to estimate the prevalence of specific attitudes and behaviors among all drivers in the United States. However, the results of this survey may differ from true population values due to sampling error and possible sources of selection bias. There are two measures commonly used to assess statistical precision in surveys: Design effects and margin of error. Design effects measure how much a survey's design reduces statistical efficiency compared with a simple random sample. Complex sampling designs and unequal respondent selection can increase variability, meaning the survey behaves like a smaller effective sample than the raw number of respondents suggests. This survey has an overall study design effect of 2.0, which indicates that the survey design doubles the variance of estimates relative to a simple random sample, reducing the effective statistical precision by about half.

Margins of error measure sampling uncertainty, or the extent to which estimates from the sample of drivers in the survey might be expected to differ from the results that would be obtained if the same data were collected from all drivers in the U.S. Although there is no statistically agreed upon approach for calculating margins of error when using non-probability samples, NORC estimated the margin of error for this study to reflect the sampling variation of the probability sample as well as the TrueNorth model-assisted calibration procedures that generate the combined sampling weights.

In this particular survey, a 95% confidence level is set for the margin of error. This means that the range of estimates is expected to include the actual population values 95 times out of 100 when estimated from a sample of the same size and with the same survey design. The estimated margin of error for this survey is $\pm 1.08\%$. Appendix D lists the estimated state-level design effects and margins of error.

The margin of error reflects only the statistical variability associated with using the survey sample to draw inferences about the entire population. It does not reflect errors due to bias. For instance, potential sources of bias in surveys include systematic non-coverage of certain segments of the population (e.g., people who cannot read in English or Spanish), non-response (i.e., eligible respondents who either cannot be contacted or refuse to participate), differences in respondents' understanding of survey questions or response options, or deliberate misreporting of information (e.g., underreporting of behaviors that may be perceived as undesirable). Table 8 shows the demographic characteristics of the survey participants.

Table 8. Survey Participant Demographics (N = 16,598)

		n	Unweighted %	Weighted %
Age	16–29	1,554	9	19
	30–44	3,864	23	27
	45–59	3,952	24	22
	60+	7,228	44	32
Sex	Male	7,335	44	49
	Female	9,263	56	51
Education	High school or less	3,226	19	26
	Some college/ Associates' degree	5,637	34	36
	Bachelor's degree	4,468	27	22
	Post-grad study/professional degree	3,267	20	16
Metro Area*	Outside a metro area	3,000	18	14
	In a metro area	13,571	82	86

*Missing for 27 participants.

Analysis

Descriptive analyses focused on estimating population prevalence of different attitudes towards speeding including the following:

- Definitions of “speeding”
- Speed limit credibility
- Perceptions of risk
- Speeding behavior
- Motivations for speeding, and motivations to refrain from speeding
- Moral disengagement
- Support for different types of countermeasures

All analyses were weighted to yield national population estimates. Selected results by state are available in a separate document (use this [link](#) to access state-level information).

Personal Definitions of Speeding

Respondents' definitions of speeding were examined using questions **after** respondents were shown speed limits on each road using questions on how fast a driver

would need to travel to be considered: speeding, driving dangerously, and pulled over by the police.

Speed Limit Credibility

Speed limit credibility was assessed using questions asked by road type **before** respondents were given speed limit information. Analyses compared expectations of speed limits on each road type to respondent's preferred speed limit (i.e. the limit they would set if they were in charge of speed limit setting).

Perceptions of Risk

Analyses on perception of risk compared perceived frequency of behavior, level of concern, perceived crash risk, and perceived likelihood of apprehension across six presented scenarios. To analyze data on drivers relative risk perceptions of speeding activities compared to other activities, analyses followed guidance outlined by Wilson et al. (2018) and calculated risk scores.

$$\text{Risk Score} = \text{Frequency of Behavior} \times [\text{Level of Concern} + \text{Mean (Perceived Crash Risk, Perceived Likelihood of Police Apprehension)}]$$

Risk scores for highway speeding and residential speeding were then compared to the respondent's average across all scenarios, to determine whether respondents saw speeding behavior as comparatively dangerous, similar risk, or comparatively safe.

Speeding Behavior

Respondents were categorized according to how often they reported exceeding the speed limit on residential roads, arterials, and urban and rural highways. Speeding was defined as 10 MPH over the expected speed limit on residential roads and arterials, and 15 MPH over the expected speed limit on rural and urban highways. Drawing from categorizations used in Cosby and colleagues (2024) and Reagan & Cicchino (2025), respondents were categorized as non-speeders, rare speeders, sometimes speeders, and frequent speeders. Respondents were classified into four mutually exclusive speeding categories based on their self-reported speeding behavior across all road types. Participants were classified as frequent speeders if they reported frequently speeding on at least one road type. Among the remaining respondents, those who reported sometimes speeding on at least one road type were classified as sometimes speeders. Of those who did not report frequently or sometimes engaging in speeding, respondents who acknowledged speeding only rarely on one or more road types were classified as rare speeders. Finally, respondents who reported never speeding on any road type were classified as non-speeders. The likelihood of speeding in different situations, motivations to speed, and motivations not to speed were explored.

Moral Disengagement Scale

Analyses focus on the distribution of level of agreement with each moral disengagement item.

Support for Countermeasures

Analyses for infrastructure- and enforcement-related countermeasures focused on comparisons of the proportion of drivers who indicate that the countermeasure would affect choice of speed and the proportion who support countermeasures in particular areas. Analyses for vehicle technology report the proportion of drivers who perceived the technology would affect speed choice, and want this feature in their car, and in the car of particular population groups.

Driver Segment Analysis

Latent class analysis (LCA) is an approach that uses patterns of responses to observed variables in the data to investigate whether there are hidden constructs that are not directly measurable in a questionnaire. This technical report examined whether there were any patterns of association in the responses to the observed attitudinal questions (Sinha et al., 2021) that could group the sample into classes characterizing attitudes towards speeding. After classes are determined, the analysis then calculates the probability that an individual respondent will belong to each class. Finally, each individual is assigned to their most-probable class.

Inputs into the LCA were informed by the literature review and analysis of focus group data, and fell into seven dimensions: perceptions of risk, speed limit credibility, support for infrastructure and enforcement related countermeasures, support for ISA technologies, subjective definitions of “speeding,” enforcement avoidance, and moral disengagement. See Appendix E for a list of variables included in the LCA, with a brief explanation of how they were derived from the survey questionnaire.

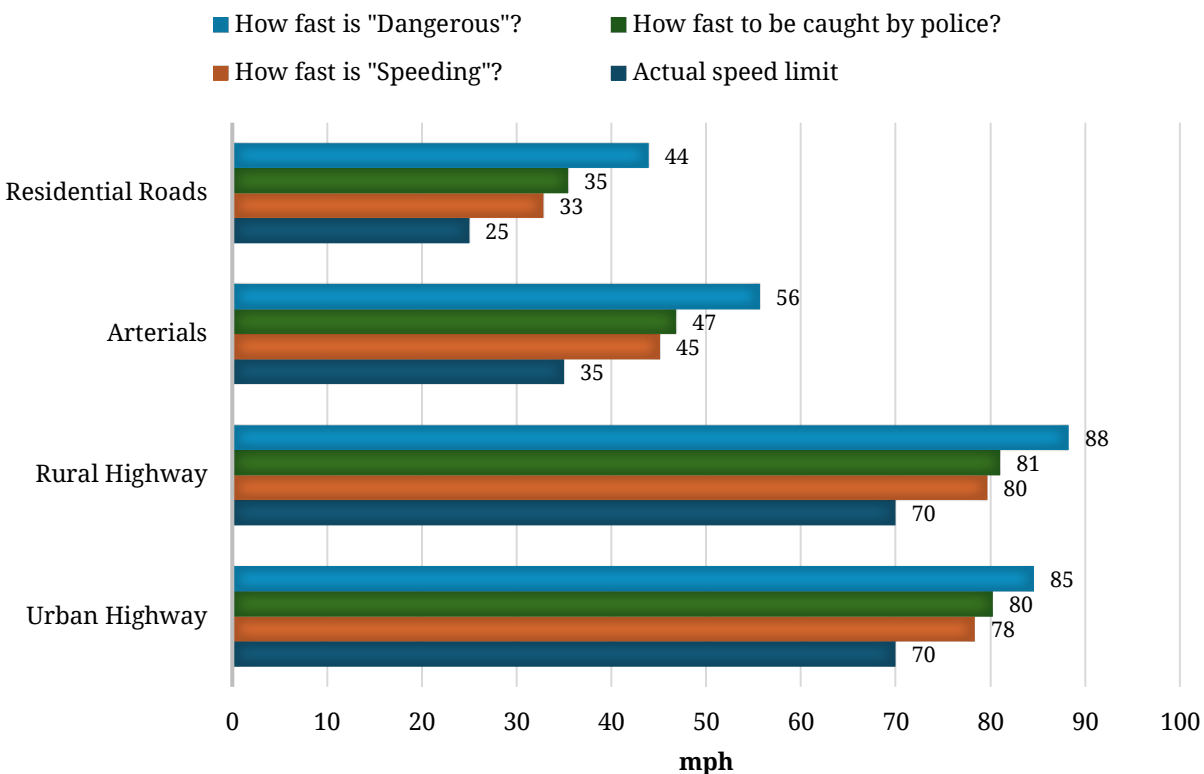
Once profiles were identified, they were further characterized based on the composition of their age, sex, education, region, state, and whether they lived in metropolitan areas (i.e., an urban area inhabited by 50,000 or more persons). They were also further characterized by responses to individual survey items relating to speeding behavior, situations, motivations, and chronic time pressure (Denovan & Dagnall, 2019). An adjustment, the Bolck, Croon, and Hagenaars (BCH) correction, was applied to account for any potential misclassification bias due to using probabilities to assign individuals to their most-likely group (Bolck et al., 2004).

Results

Definitions of “Speeding”

Respondents were given information on actual speed limits of roads examined in the questionnaire (Table 6) and asked a series of questions on how fast a driver would need to travel to be considered “speeding,” “dangerous,” and to be caught by the police for speeding. Results are displayed in Figure 4.

Figure 4. Mean Characterizations of Speeds by Road Type

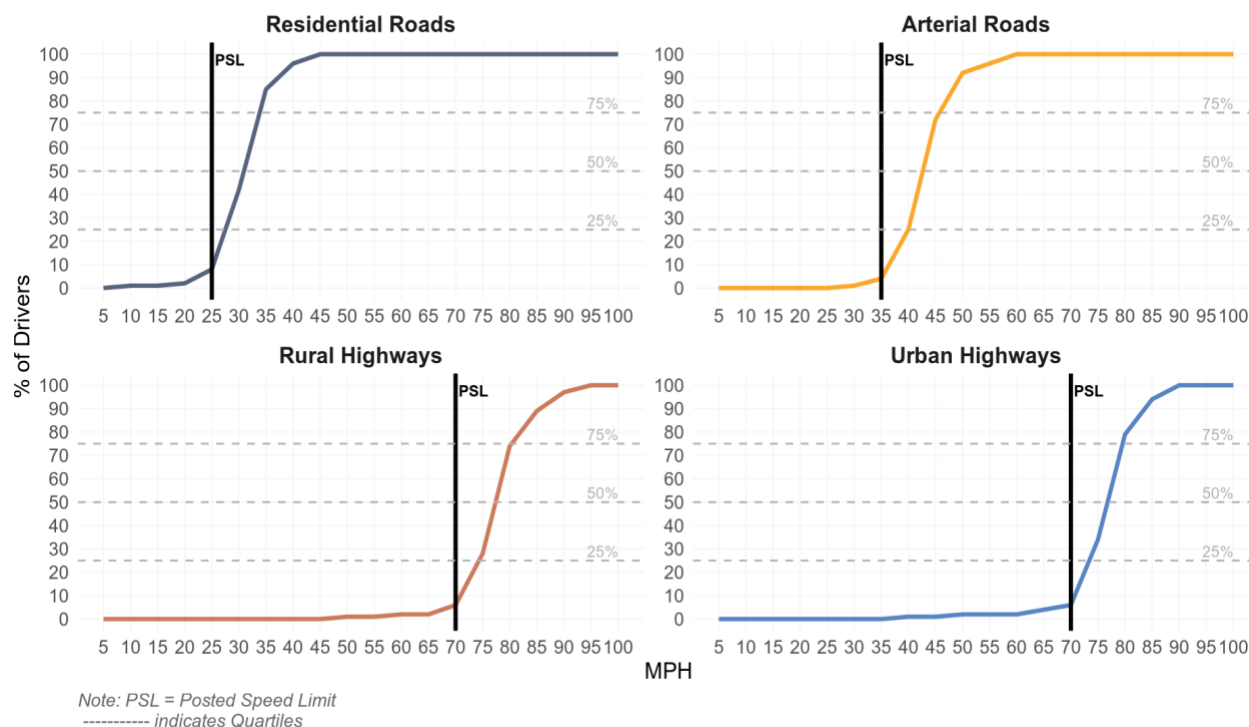


Assuming a speed limit of 25 MPH on the pictured residential road, respondents reported that drivers would need to travel a mean of 33 MPH to be considered “speeding.” Respondents perceived that drivers would be considered to be driving “dangerously” at a mean of 44 MPH, while they perceived a driver would need to travel at least 35 MPH on the 25 MPH road to be caught by the police. Perceptions of what speeds constitute “speeding” were comparatively higher on arterial roads (mean of 45 MPH compared to a posted speed limit of 35 MPH), rural highways (mean of 80 MPH compared to a posted speed limit of 70 MPH) and urban highways (mean of 78 MPH compared to a posted speed limit of 70 MPH). Respondents indicated that mean definitions of “dangerous” driving were somewhat higher than definitions of “speeding” across all road types. Notably, on all road types, respondents indicated lower mean

speeds of expectations of police apprehension compared to definitions of “dangerous driving.”

While presenting the means provides a useful summary of definitions of “speeding” among American drivers, relying solely on means obscures the distribution of speeds that respondents consider speeding. Figure 5 shows the cumulative proportion of respondents who consider a vehicle driving a particular speed to be “speeding” compared to the posted speed limit on different road types.

Figure 5. Cumulative Proportion of Respondents (%) who Consider a Vehicle Travelling a Particular Speed to be “Speeding” on All Road Types Compared to the Posted Speed Limit



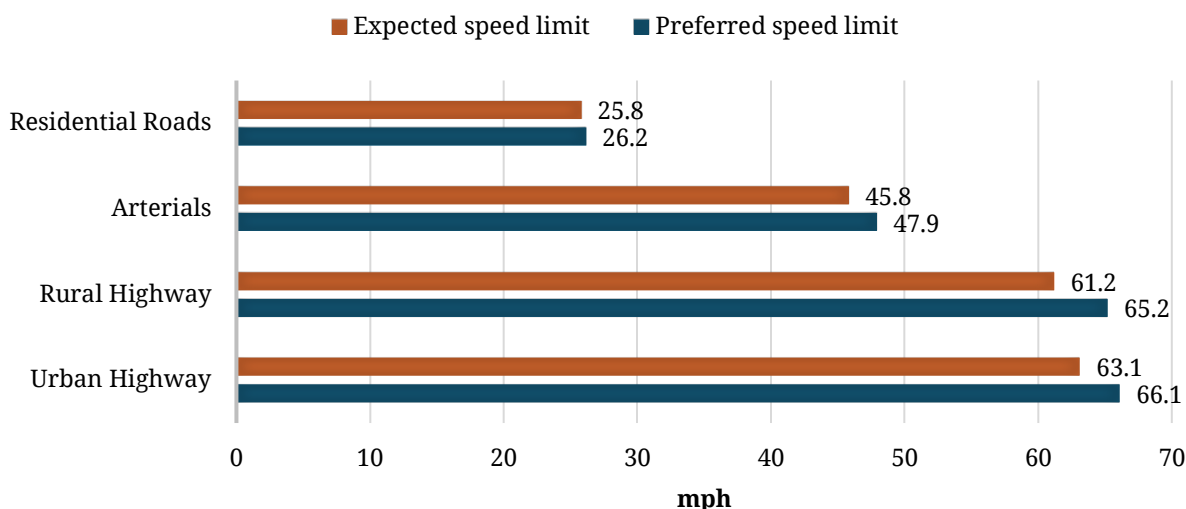
Across all road types, the perception that a vehicle is speeding increases as speeds rise above the posted speed limit, although the speed at which this perception changes varies by context. On residential roads with a posted speed limit of 25 MPH, 40% of respondents consider a vehicle travelling at 30 MPH to be speeding. At 35 MPH, which is often used by road safety professionals as a reference threshold, this increases to 85%, and at 45 MPH, nearly all drivers classify this behavior as speeding. On arterial roads with a posted speed limit of 35 MPH, fewer drivers perceive slight increases as speeding. Only about one-quarter consider 40 MPH to be speeding, but this proportion climbs to 72% at 45 MPH. By 60 MPH, virtually all drivers agree the vehicle is speeding. On rural highways with a posted speed limit of 70 MPH, perceptions again shift with higher speeds. About 34% of drivers consider 75 MPH to be speeding, increasing to 94% at 85 MPH (commonly used threshold reference) and nearly all drivers agree that 90 MPH is

speeding. A similar pattern appears on urban highways with a 70 MPH speed limit. Roughly 34% of drivers view 75 MPH as speeding, rising to 94% at 80 MPH, and by 90 MPH, virtually all drivers consider the vehicle to be speeding.

Speed Limit Credibility

Before they were informed of the actual speed limit of the roads in Table 6, respondents were asked to estimate the speed limit on each type of road based on their experience. Subsequently, respondents were asked what they would choose to set as the speed limit if they were in charge. Figure 6 displays mean expected and preferred speed limits across all respondents results by road type.

Figure 6. Mean Expected and Preferred Speed Limits by Road Type



Respondents consistently preferred higher speed limits than the limits they expected across all road types, with the difference in means largest on rural highways (4 MPH). More than 1 in 5 respondents would have chosen to set speed limits at least 10% higher than the limit they expected on residential roads (24%), arterials (33%), rural highways (28%) and urban highways (21%). Both the mean expected and preferred speed limits were lower than the actual speed limits on urban and rural highways (shown in subsequent questions). However, this finding may be attributable to the images used rather than a true preference for lower highway speeds.

Perceptions of Risk

Table 9 illustrates drivers' views on the perceived frequency of behavior, level of concern, perceived crash risk, and perceived likelihood of apprehensions across six surveyed risky driving behavior scenarios.

Table 9. Proportion of Drivers (%) by Responses to Risk Perception Scenarios

	Scenario					
	Highway Speeding	Impaired Driving	Distracted Driving	Drowsy Driving	Aggressive Driving	Residential Speeding
How often do you see a driver behave like this?						
Always	25	4	18	3	13	9
Often	49	15	44	7	40	36
Sometimes	22	35	29	25	37	41
Rarely	3	32	7	47	8	12
Never	1	13	2	19	2	3
How concerned are you about this driver's behavior?						
Extremely concerned	15	36	28	40	14	21
Very concerned	25	30	34	35	26	34
Moderately concerned	37	23	27	16	35	30
A little concerned	17	8	8	6	17	11
Not concerned	7	3	3	2	7	4
What do you think the chance is that this driver will get into an accident?						
High chance	15	37	26	44	13	13
Moderate chance	49	46	53	42	50	47
Low chance	34	16	19	12	34	37
No chance	3	2	2	2	3	3
How likely is this driver to be pulled over by the police?						
Very likely	13	20	12	14	9	12
Somewhat likely	42	41	31	33	32	32
Somewhat unlikely	33	30	37	36	39	36
Very unlikely	11	9	19	17	20	20

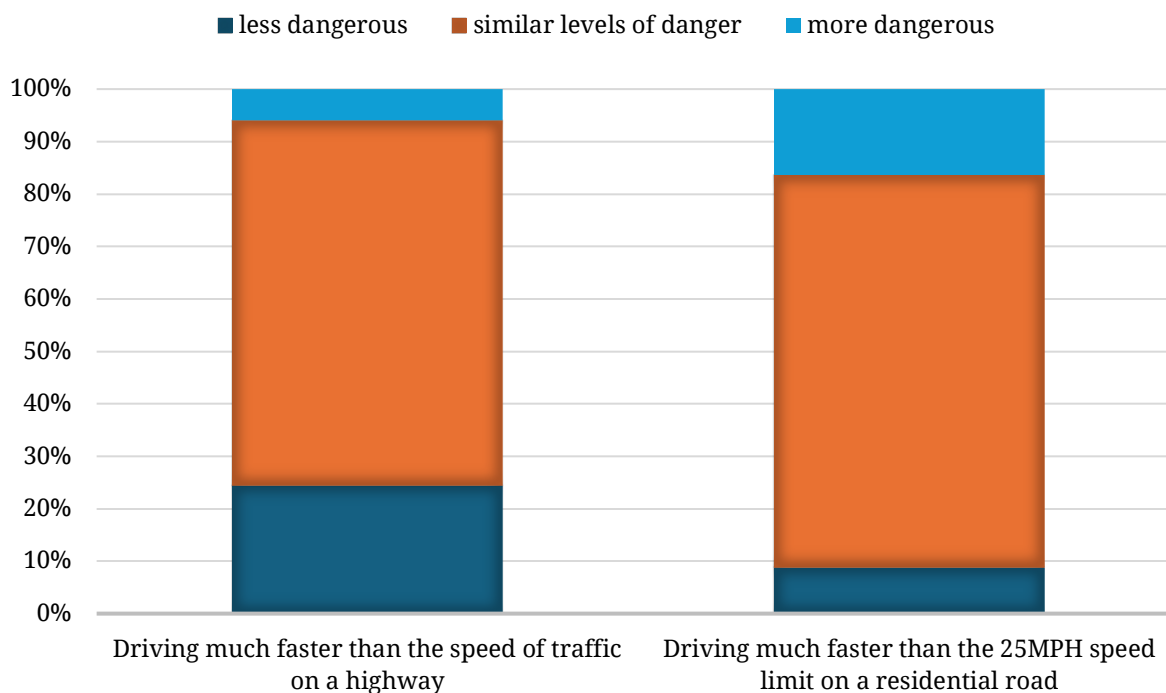
Note: Column totals may differ slightly from 100% due to rounding.

Highway speeding was the most often perceived scenario, with 74% of drivers often or always seeing vehicles driving much faster than the flow of traffic on highways. Drivers noticed residential speeding less frequently, with 45% of drivers perceiving this scenario often or always. Almost a quarter of drivers had low levels of concern for highway speeding, reporting a little or no concern for the behavior, on par with aggressive driving. Drivers reported more concern for residential speeding behavior, with over half of drivers indicating this was very or extremely concerning, though levels of concern for residential speeding were lower than levels of concern for impaired, distracted, or drowsy driving. Compared to other risky behaviors such as impaired or drowsy driving, relatively few drivers perceived that a driver engaged in those behaviors would have a high chance of getting into a crash. More than half of drivers thought a driver travelling much faster than the speed of traffic on freeways would be likely to be

pulled over by the police, the highest proportion of any scenario apart from impaired driving. More than half of drivers thought a driver speeding on residential roads was unlikely to be pulled over by the police, like the distracted driving, drowsy driving, and aggressive driving scenarios.

To facilitate comparisons of the perceived risks for the speeding scenarios compared to other risky driving scenarios, analyses calculated and compared risk scores. Results indicate that American drivers overall perceive speeding risks in a similar way to other risky behaviors, with some suggestion that speeding on residential roads is perceived as riskier than speeding on highways. Almost a quarter of drivers felt driving much faster than the speed of traffic on highways was less dangerous than other risky behaviors, while the corresponding percentage for speeding on residential roads was only 9%. Sixteen percent of drivers perceived speeding on residential roads as more dangerous than other risky behaviors, while only 6% of drivers felt speeding on highways was comparatively more dangerous than other risk behaviors. See Figure 7.

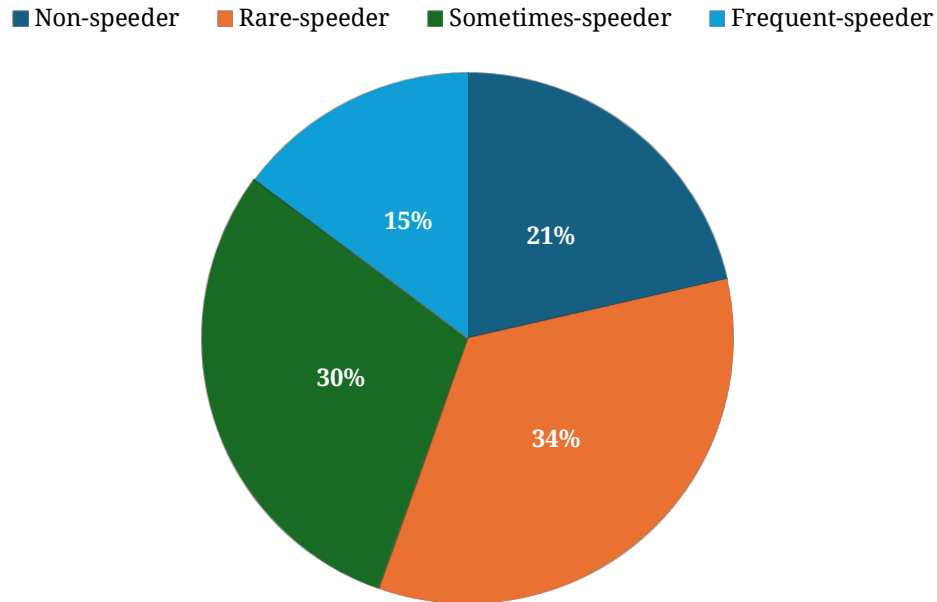
Figure 7. Proportion of Drivers (%) by Relative Risk Perceptions for Speeding Behavior Scenarios Compared to Other Risky Driving Scenarios



Speeding Behavior

Respondents were categorized by their self-reported speeding behavior on residential roads, arterials, and urban and rural highways, illustrated in Figure 8.

Figure 8. Proportion of Drivers (%) by Self-Reported Speeding Behavior

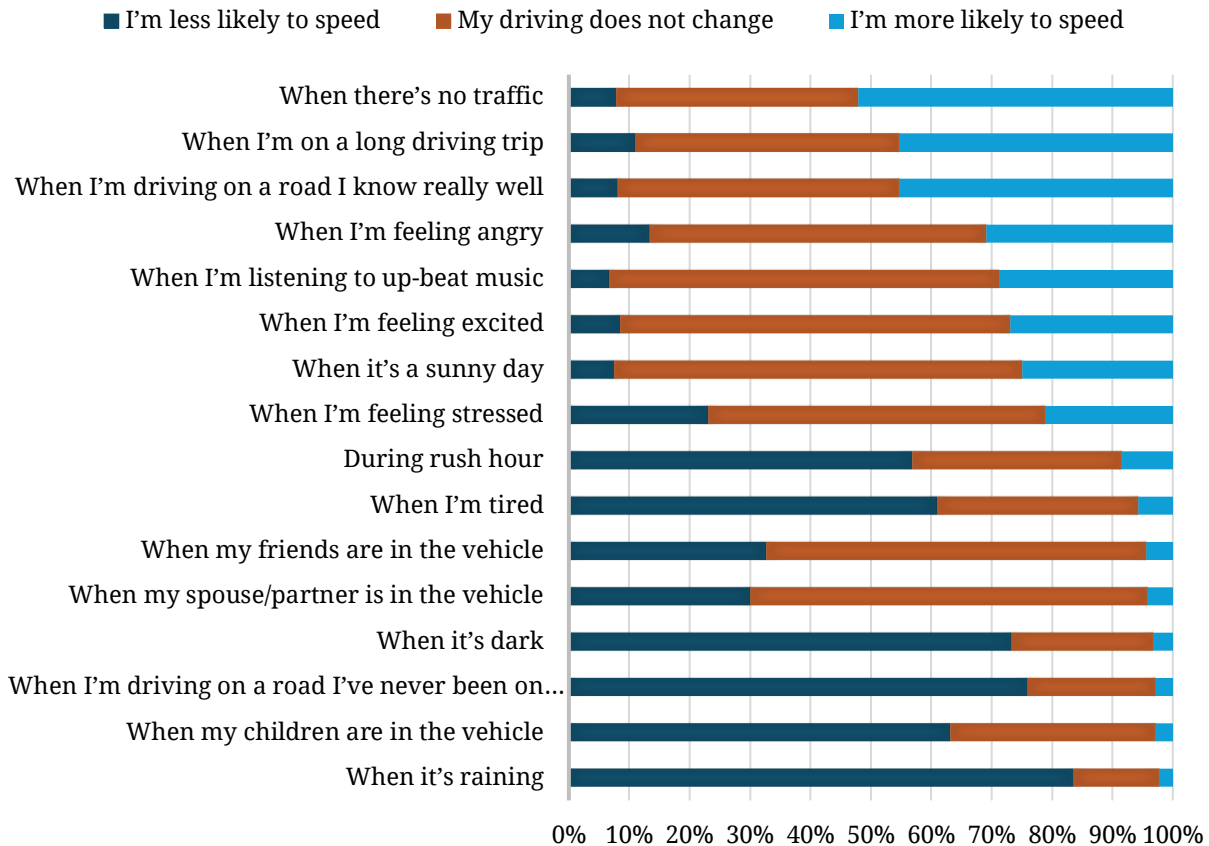


Only 1 in 5 respondents did not report speeding on any of the road types examined. Just over a third of respondents reported rarely speeding, 3 in 10 respondents reported speeding sometimes, and 15% of respondents reported frequent speeding.

Situational Speeding

Drivers were asked to reflect on how their likelihood of speeding changed in different situations. Results are presented in Figure 9.

Figure 9. Drivers' Self-Reported Likelihood of Speeding by Situation (%)

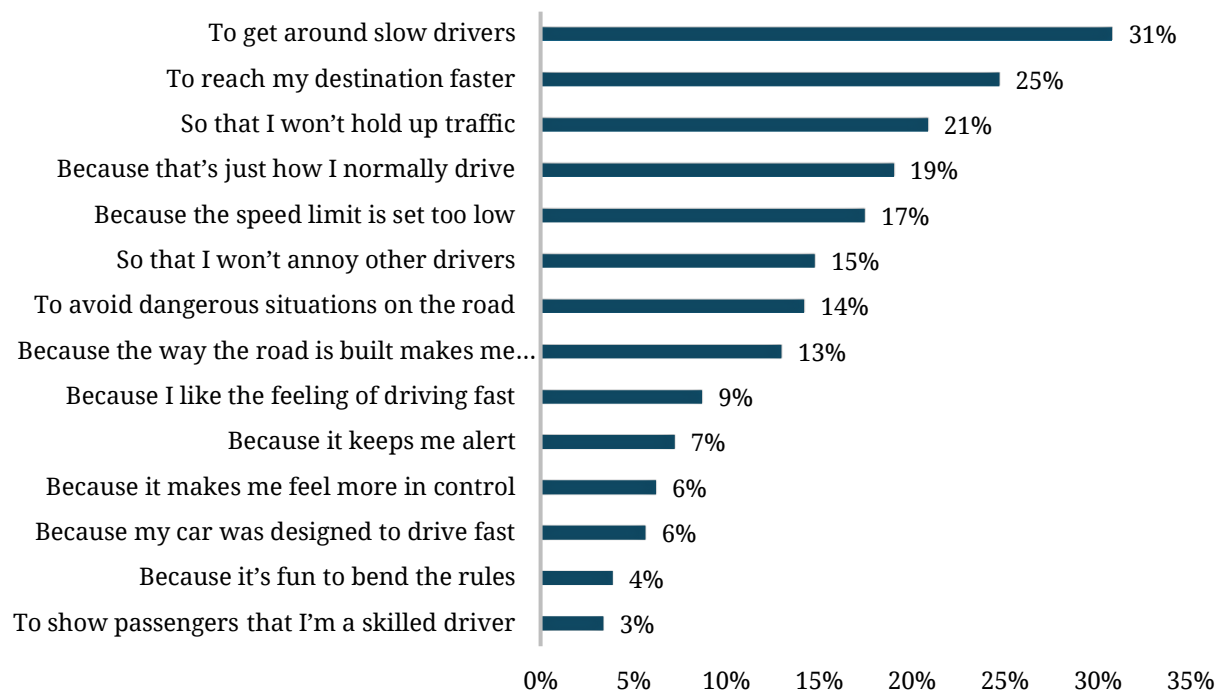


The largest proportion of drivers indicated that they were more likely to speed when there was no traffic (52%), on a long driving trip (45%), and when driving on roads they knew very well (45%). Drivers reported they were less likely to speed when it is raining (84%), when driving on unfamiliar roads (76%), and when it is dark (73%). Interestingly, drivers reported mixed behavior when faced with stress; 23% of drivers indicated they were less likely to speed, and a similar proportion (21%) indicated they were more likely to speed.

Motivations for Speeding

Drivers were asked to reflect on their motivations for speeding. Figure 10 displays the proportion of drivers who reflected that the following motivations were often or always true for them.

Figure 10. Proportion of Drivers (%) Who Report Motivations for Speeding Were Often or Always True for Them



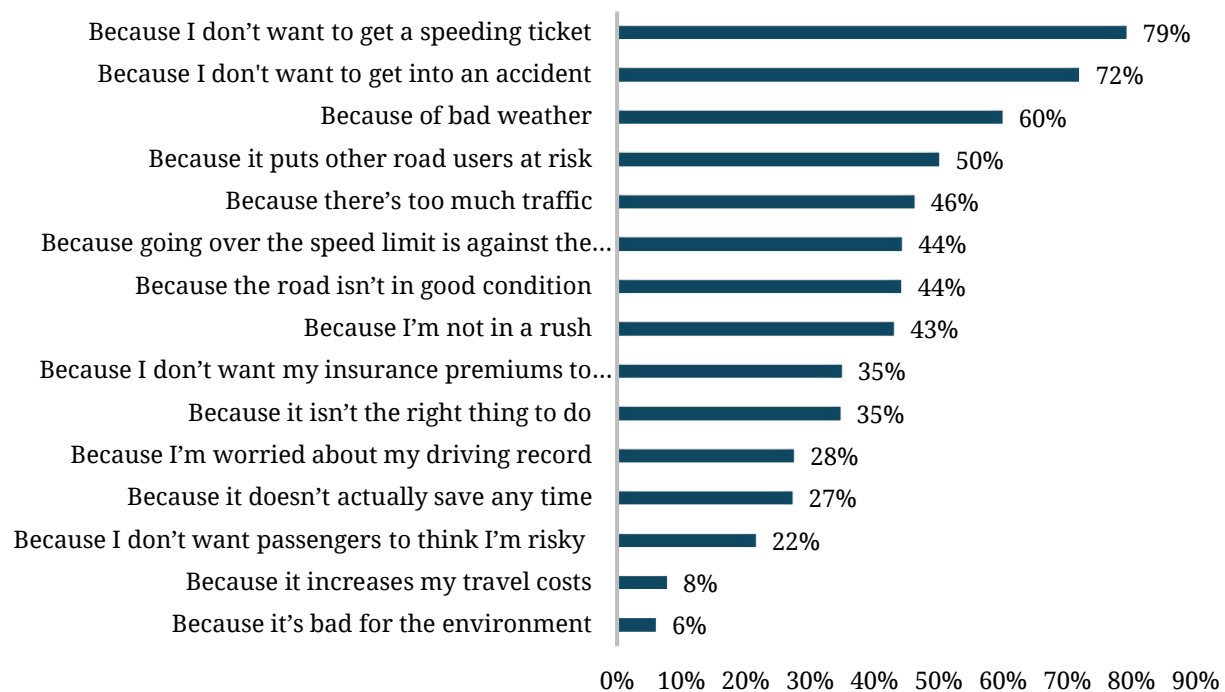
The most popular motivations included getting around slow drivers (31%) and getting to destinations faster (25%). Interestingly, a relatively high proportion of drivers reported motivations linked to fellow drivers including not holding up traffic (21%) and to avoid annoying other drivers (15%). Motivations related to design also featured, with 13% of drivers indicating that they always or often engaged in speeding because of the way the road was built, and 6% of drivers reported speeding motivated by car design.

Motivations to Refrain from Driving Over the Speed Limit

Drivers were asked how often they stop themselves from driving at speeds above the speed limit when they would like to drive faster: 13% of drivers always stop themselves from driving above the speed limit, 34% often stop themselves, 39% sometimes stop themselves, 10% rarely stop themselves, and 4% never stop themselves.

Drivers reflected on their motivations to refrain from driving above the speed limit (Figure 11). Drivers overwhelmingly report that fear of speeding tickets (79%) and accidents (72%) motivate them to refrain from driving above the speed limit. Other common motivations included situational factors such as bad weather (60%) or too much traffic (46%). Cost-related motivations also featured, particularly in terms of insurance premiums (35%), though fewer drivers were motivated by overall travel costs (8%).

Figure 11. Proportion of Drivers (%) Who Report Motivations to Refrain From Driving Over the Speed Limit



Moral Disengagement

Table 10 displays the proportion of drivers by level of agreement with the moral disengagement items, with darker green shades indicating higher percentages and lighter green/yellow shades indicating lower percentages. Overall means (from 1=Strongly Disagree to 5=Strongly Agree) are also displayed.

The majority of drivers (59%) agreed with the statement *“If people want to drive the speed limit, they shouldn’t be in the left lane,”* from the attribution of blame dimension. Other items with high levels of agreement included: *“It’s safer for me to drive with the flow of traffic than obey the speed limit”* (49%; Moral justification), *“Going a little bit over the speed limit isn’t really ‘speeding’”* (49%; Euphemistic labeling), and *“When I do speed, I don’t go so fast that I worry about dying if I get in an accident”* (44%; Advantageous comparison).

The items with the lowest levels of agreement, with more than half of respondents disagreeing or strongly disagreeing with the statement, were: *“It’s okay to go over the speed limit because speed limits were set with the expectation that people will drive faster than them”* (56%; Diffusion of responsibility), *“Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you’ve been driving for a while, you can drive a little bit over the speed limit”* (52%; Distortion of consequences),

“Regularly checking the speedometer to make sure I’m not going too fast pulls my attention away from driving safely” (52%; Moral justification), and *“I speed all the time, and I’ve never been pulled over”* (51%; Displacement of responsibility).

Using the answers to all the moral disengagement items, respondents were classified into three groups according to their average score across all items: 10% of respondents had low levels of moral disengagement (average score less than 2, mostly disagree with statements), 47% of drivers had moderate levels of moral disengagement (average score between 2 and 3), while 43% of drivers had high levels of moral disengagement (average score greater than 3, mostly agree with statements).

Table 10. Proportion of Drivers (%) by Level of Agreement with Moral Disengagement Items, and Mean Level of Agreement

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Agree/ Strongly Agree	Mean
Moral justification	It's safer for me to drive with the flow of traffic than obey the speed limit	7	13	31	38	11	49	3.3
	Regularly checking the speedometer to make sure I'm not going too fast pulls my attention away from driving safely	14	38	28	16	4	20	2.6
Euphemistic labeling	Going a little bit over the speed limit isn't really "speeding"	6	17	28	38	12	49	3.3
	No one actually drives the speed limit, speeding is just the norm nowadays	11	25	33	26	5	30	2.9
Advantageous comparison	When I do speed, I don't go so fast that I worry about dying if I get in an accident	12	13	31	32	12	44	3.2
Displacement of responsibility	I go over the speed limit all the time and never feel unsafe	19	29	31	17	5	21	2.6
	I speed all the time, and I've never been pulled over	26	35	27	9	2	11	2.3
Diffusion of responsibility	A lot of roads don't have a reasonable speed limit, so it makes more sense to use your best judgement instead	13	31	32	19	4	23	2.7
	It's okay to go over the speed limit because speed limits were set with the expectation that people will drive faster than them	18	38	33	9	2	11	2.4
Distortion of consequences	Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you've been driving for a while, you can drive a little bit over the speed limit	18	34	31	13	3	16	2.5
	I don't think that driving faster than the speed limit has much to do with whether I get into an accident or not	16	33	32	16	3	19	2.6
Attribution of blame	If people want to drive the speed limit, they shouldn't be in the left lane	6	12	23	35	24	59	3.6
De-humanization	It's okay to speed by "goody-goody" drivers who are driving the speed limit	16	35	34	12	3	14	2.5

Note: Cells are shaded to illustrate relative prevalence, with darker shading indicating higher prevalence.

Countermeasures

Support For Infrastructure- And Enforcement-Related Countermeasures. Respondents were asked a series of questions about countermeasures that have been commonly used to reduce speeding behavior, with results presented in Table 11.

Table 11. Support for Infrastructure- and Enforcement-Related Countermeasures

Countermeasure	% of drivers who indicated this strategy would affect choice of speed		% of drivers who support using this strategy		
	Their own speed	Other driver's choice of speed	In own neighborhood	In an area with a history of speed-related crashes	In an area with a high potential for speed-related crashes
Increased police presence	85	86	79	87	88
Automated speed cameras	80	73	59	71	73
Electronic warning signs	74	63	41	43	44
Speed humps	91	86	37	43	43
Rumble strips	62	54	35	40	40
Roundabouts	82	78	35	39	40

Across all countermeasures assessed, the largest proportion of drivers perceived speed humps as effectively controlling their own speed (91%) as well as the speed of other drivers (86%). However, speed humps received relatively low levels of support, with a minority of drivers supporting their use in their own neighborhood (37%) or in areas with a history (43%) or the potential (43%) for speed-related crashes. Drivers were most supportive of increased police presence in areas with a history (87%) or potential (88%) of speed-related crashes, followed by automated speed cameras (71% and 73%, respectively).

For the two countermeasures that generated revenue, increased police presence and automated speed cameras, respondents were further asked about their perceptions of the main reason governments introduce these measures. For increased police presence, 62% of drivers thought the main reason these were introduced was to make roads safer, while 33% thought the main reason was to bring in revenue (5% indicated another reason). Driver's perceptions of automated safety cameras skewed more towards generating revenue: 48% of drivers thought the main reason cameras were

introduced was to improve road safety, while 46% thought they were primarily introduced to raise revenue (5% indicated another reason).

Support for and Avoidance of Enforcement. Respondents were asked a series of questions about whether and how they avoid speeding enforcement with results presented in Figure 12 and Figure 13.

The vast majority of drivers indicated that they take actions to actively avoid speeding enforcement, with only 13% of drivers indicating they took no action. In addition to avoiding enforcement, 42% of drivers indicated that they alerted other drivers of the presence of speeding enforcement (Figure 12). Common warnings included flashing headlights at other drivers (28%) and reporting police presence on apps (21%).

Figure 12. Avoidance of Speeding Enforcement

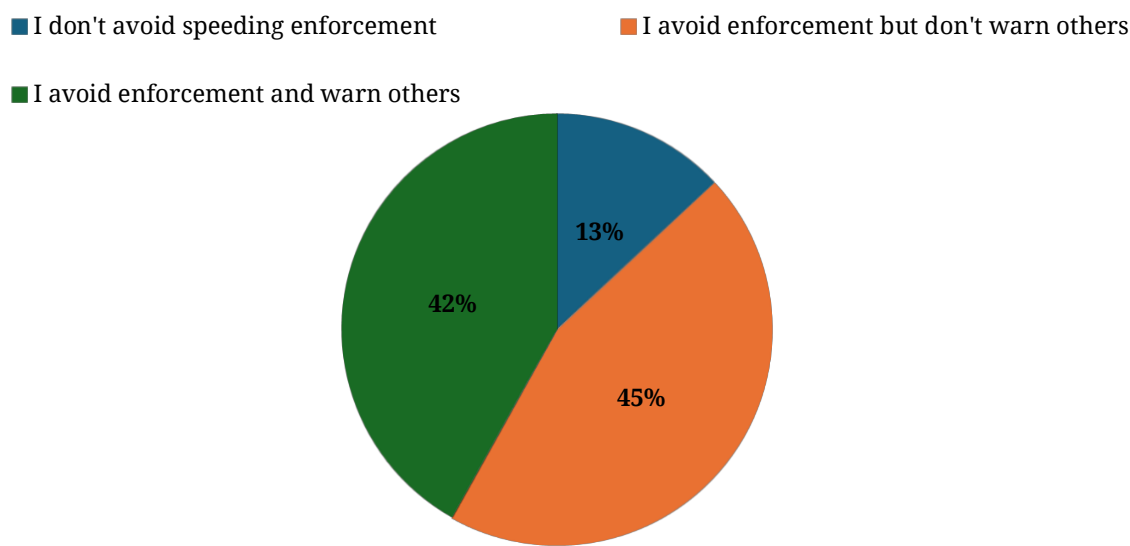
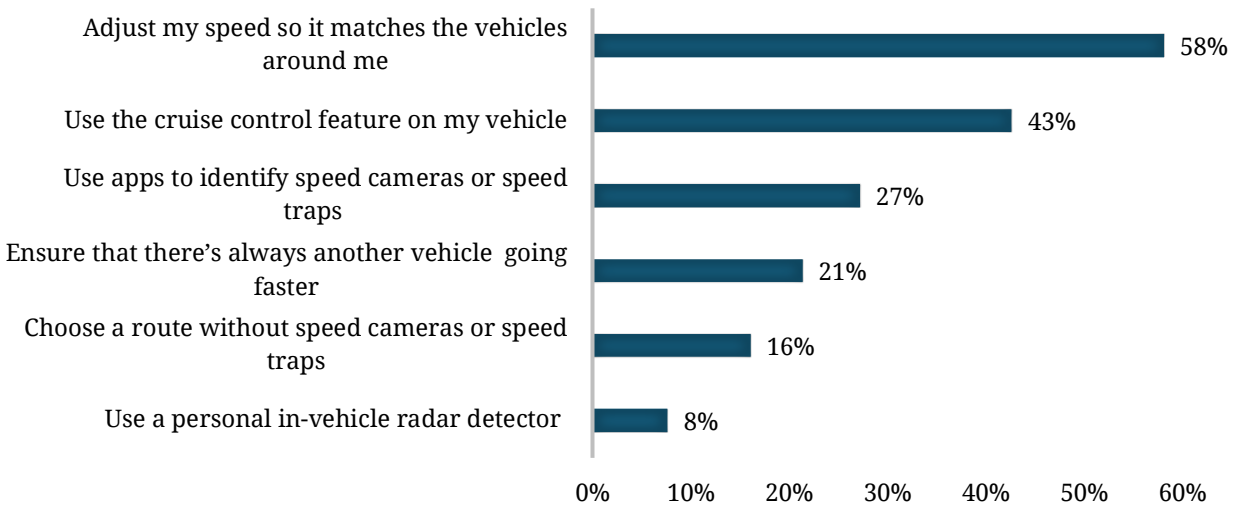


Figure 13 breaks down common ways drivers avoid speeding enforcement. Commonly reported actions included adjusting speed to match the speed of traffic (58% of drivers) and using cruise control (43% of drivers). Notably, more than a quarter of drivers used apps to identify speed cameras/traps, and 16% of drivers reported choosing a route that sidesteps such countermeasures.

Figure 13. Proportion of Drivers (%) Who Use Strategy to Avoid Enforcement



Support For ISA. Respondents were asked a series of questions about their perceptions of three types of ISA: Advisory, Overridable Speed Limiter, and Non-overridable Speed Limiter, with descriptions included in Table 12 below.

Table 12. Proportion of Drivers (%) by Attitudes Towards ISA

ISA*	Description	Would this feature affect speed choice?		Would want in next vehicle
		Of respondent	Of other drivers	
Advisory	In-vehicle alert issues a warning on the dashboard if the vehicle speed is higher than the posted speed limit; this feature can easily be turned off.	58	48	51
Overridable Speed Limiter	Speed limiter that physically slows down the vehicle to the posted speed limit; a driver can override this feature by tapping a pedal, if they choose.	62	58	35
Non-Overridable Speed Limiter	Speed limiter (may also be known as a speed governor) that physically slows down the vehicle to the posted speed limit; a driver cannot override this feature.	61	60	23

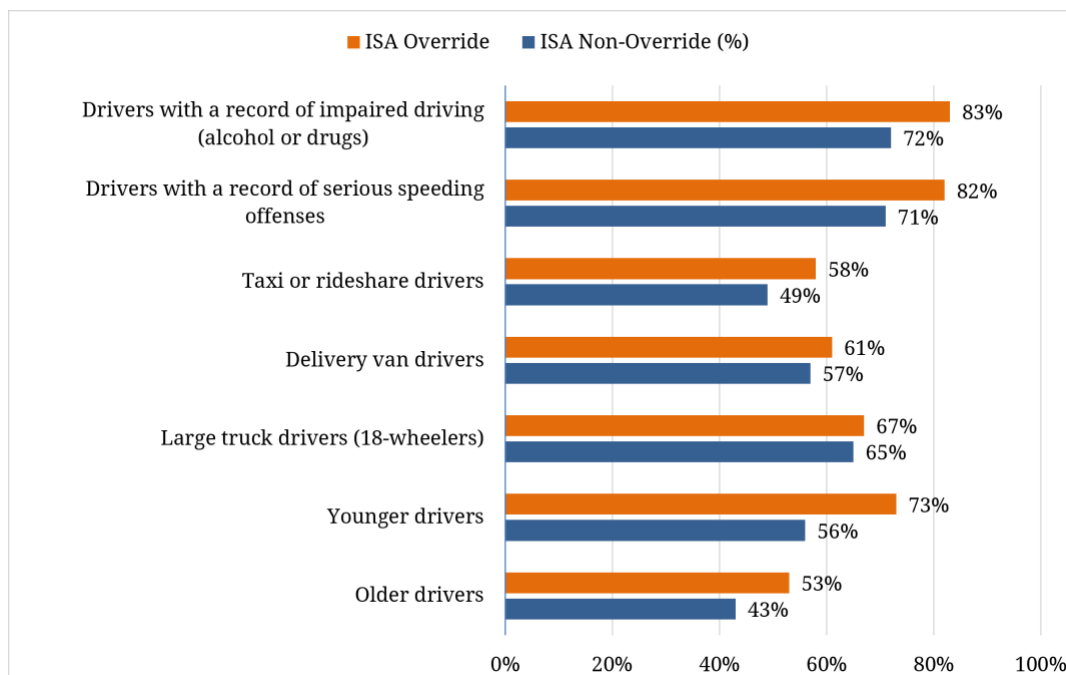
*These devices use your GPS location to recognize the speed limit on the road you are driving.

A majority of respondents perceived that advisory ISA would influence their own choice of speed (58%), though were more pessimistic that ISA would influence the speeds of other drivers (48%). A similar proportion of respondents perceived that non-overridable ISA would influence their choice of speed (61%) and other driver's choice of speed (60%). A majority of respondents indicated they would like their next car to

include an advisory ISA feature (51%), however fewer respondents wanted Overridable ISA (34%) or Non-Overridable ISA (22%) in their next vehicle.

While relatively few respondents wanted Overridable or Non-overridable ISA in their own future vehicles, respondents indicated the utility of these features for certain groups of drivers (Figure 14).

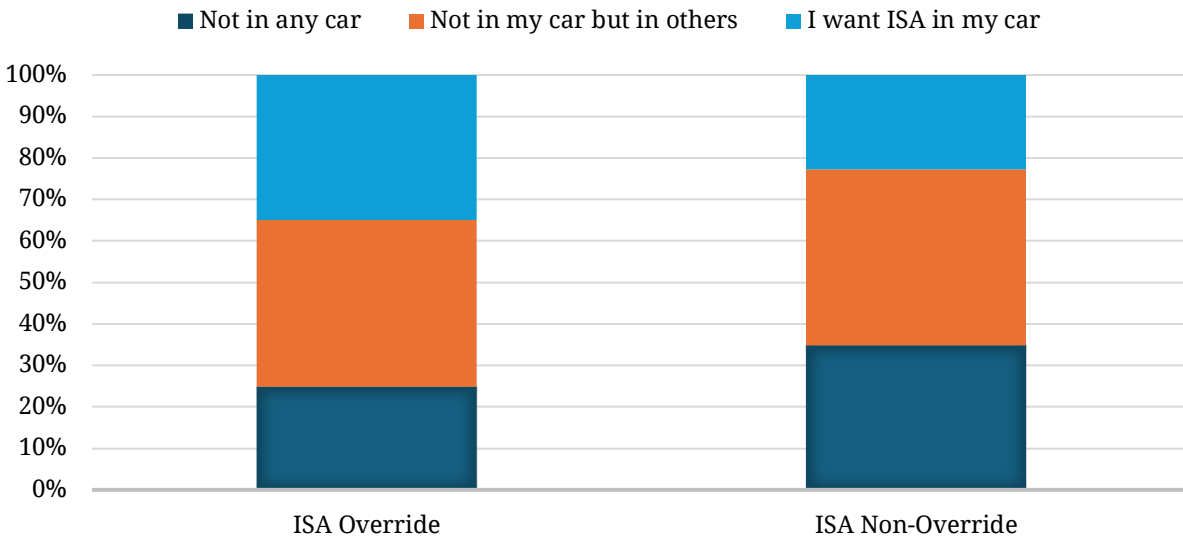
Figure 14. Proportion of Respondents (%) Who Want ISA in the Next Car of Different Driver Groups



Notably, a majority of drivers wanted Overridable ISA in the vehicles of all the driver groups listed. A smaller, but still substantial proportion of drivers desired Non-Overridable ISA in the vehicles of all driver types. Drivers were most enthusiastic about both features in the vehicles of those with a record of risky driving (either impaired driving or serious speeding offenses).

Figure 15 summarizes drivers' attitudes towards Overridable ISA and Non-Overridable ISA. Respondents were coded to *Not in my car but in others* if they reported that they did not want the feature in their next vehicle, but responded that they did want the feature in the vehicles of at least half of the driver groups listed.

Figure 15. Proportion of Drivers (%) by Attitudes towards ISA



One quarter of drivers do not want Overridable ISA in their car or in the car of other drivers, 40% of drivers do not want Overridable ISA in their car but do want other drivers to have this feature, while 35% of drivers want this feature in their next car. Non-Overridable ISA was less popular; fewer drivers wanted this feature in their next car (23%) and more drivers indicated they did not want this feature in any vehicle (35%).

Speeding Attitudinal Groups

Based on several model fit indices (see Appendix D Table D2), five unique attitudinal profiles were identified in the data. Each respondent was then assigned to their most-likely group. Associations between attitudinal groups and demographic factors, crash/ticket history, time pressure, speeding behavior, speeding/non-speeding motivations, and moral disengagement items were explored. Based on patterns of responses to speeding attitudinal indicators (Table 13), these groups are interpreted as representing the following:

- **Strict Compliance Advocates (21%).** *Driving safely is part of being a good person.*
 - This group had a relatively high proportion of respondents who felt that speed limits should be lowered, had high levels of support for speeding-related countermeasures, particularly ISA, did not avoid speeding enforcement themselves, had low levels of moral disengagement with speeding, and low speeding thresholds.
- **Safety-Focused Realists (14%).** *The risks of speeding aren't worth the rewards.*
 - This group was relatively similar to the **Strict Compliance Advocates** across some dimensions; a relatively high proportion of respondents in this group felt

that speed limits should be lowered, had high levels of support for speeding-related countermeasures including ISA, and did not avoid speeding enforcement themselves. Unlike the **Strict Compliance Advocates** this group has slightly higher levels of moral disengagement (low-moderate) and had high speeding thresholds.

- **Principled Pragmatists (26%).** *Rules matter, but context matters too.*
 - This group had a relatively high proportion of respondents who felt that speed limits were set at the right level. Like the **Strict Compliance Advocates** and **Safety-Focused Realists**, a high proportion of respondents in this group supported infrastructure- and enforcement-related countermeasures, but unlike the other groups, they supported ISA in the vehicles of other drivers (but not in their own vehicle). A relatively high proportion respondents in this group perceived highway speeding as less dangerous than other risky behaviors, had moderate levels of moral disengagement, avoided speeding enforcement themselves, and had moderate or high speeding thresholds.
- **Tolerant but Non-Compliant (23%).** *Everyone speeds, and it's usually not a big deal.*
 - This group had a relatively high proportion of respondents who believed speed limits should be raised, had low levels of support for traditional countermeasures, and supported ISA in the vehicles of other drivers (but not their own). A relatively high proportion of respondents in this group also reported taking actions to avoid speeding enforcement themselves and warning other drivers of speeding enforcement. A relatively high proportion of respondents in this group had high levels of moral disengagement and high speeding thresholds.
- **Autonomy-First (16%).** *The driver—not the system—should decide how fast to drive.*
 - Similar to **Tolerant but Non-Compliant** drivers, a relatively high proportion of respondents in this group believed speed limits should be raised, had high levels of moral disengagement, and high speeding thresholds. Similar to the **Tolerant but Non-Compliant** drivers, a high proportion of respondents in this group had low levels of support for infrastructure or enforcement-related countermeasures, but unlike the **Tolerant but Non-Compliant** drivers, this group strongly rejected ISA in any vehicle.

To help better understand the mindsets underlying each group of drivers, respondents were further characterized by responses to individual survey items relating to selected demographics, speeding behavior and situations, motivations to speed and not to speed, elements of risk perception, and responses to the moral disengagement items. Highlights of these findings are included in the group summaries below. Full results can be found in Appendix Table D3 through Table D7.

21%

STRICT COMPLIANCE ADVOCATES

DISTINGUISHING FACTORS:

Demographics and History

- Less than high school education
- Never been in a crash
- In urban areas

Moral Disengagement

- Low scores, strongly disagree with most items

Risk Perception

- Don't see highway speeding often, but find it extremely concerning
- Assume a high chance of crashes for both highway and residential speeding

Speeding Behavior

- Do not speed and are not influenced by situational factors to speed

ABOUT:

This group felt that speed limits on urban and rural highways were about what they should be (72% and 68% respectively), while closer to half felt that speed limits on residential roads and arterials were appropriate.

These drivers overwhelmingly had a low tolerance for what threshold constituted speeding on rural and urban highways. **Strict Compliance Advocates** had mostly high (55%) and moderate (22%) support for infrastructure- and enforcement-related countermeasures, though 81% indicated that they avoid enforcement; of that 81%, fewer than half also warn other drivers.

Roughly half of this group said they would want an ISA feature that could be overridden in their own vehicle, while 27% said they would only want it in the vehicles of other drivers.

About 2/3rds of this group had low to moderate moral disengagement scores.

KEY ATTITUDES:

- **Speed Limits**

Should be lower

- **Defining Speeding**

Low speed thresholds

- **MD Score**

Low

- **Enforcement**

Avoid themselves

Don't warn others

- **Infrastructure/
Enforcement
Countermeasures**

High support

- **Intelligent
Speed Assist (ISA)**

High support

INTERPRETATION:

- It is likely that speed choice for these drivers is most heavily dictated by their comfort level and opinions of what it means to drive safely, rather than by laws, concern about enforcement, or social pressures.
- This group likely has a somewhat absolutist view of safety and see compliance with speed limits as an important component of safe and responsible driving. They view speeding as both unsafe and difficult to justify.
- They likely perceive that drivers should be able to recognize and adhere to safe driving speeds without needing to be told to do so but see speeding as a legitimate target for intervention rather than solely a matter of personal choice.

14%

SAFETY-FOCUSED REALISTS

DISTINGUISHING FACTORS:

Demographics and History

- Female
- Less than high school education
- Never been in a crash
- In urban areas

Moral Disengagement

- Strong disagreement with the following items:
 - “I speed all the time, and I’ve never been pulled over”
 - “I don’t think that driving faster than the speed limit has much to do with whether I get into an accident or not”
 - “It’s okay to go over the speed limit because speed limits were set with the expectation that people will driver faster than them”

Perceived Risk

- Extremely concerned about both highway and residential speeding
- Believe there is a high chance of getting pulled over or into a crash because of either type of speeding

Speeding Behavior

- Do not speed and are not influenced by situational factors to speed
- Motivated not to speed because:
 - It’s the right thing to do
 - They don’t want to get into a crash
 - They don’t want to put others at risk

ABOUT:

This group had the highest support for infrastructure- and enforcement-related countermeasures and ISA features of any of the other groups by a wide margin. In this group, 94% reported wanting an overridable ISA system in their own vehicle and 75% wanted an ISA feature that could not be overridden. The next

KEY ATTITUDES:

- **Speed Limits**

Should be lower

- **Defining Speeding**

High speed thresholds

- **MD Score**

Low to Moderate

- **Enforcement**

Don’t avoid

Don’t warn others

- **Infrastructure/ Enforcement Countermeasures**

High support

- **Intelligent Speed Assist (ISA)**

Very High support

closest group were **Strict Compliance Advocates**, where 51% and 40% wanted those features in their car, respectively. Despite being the group with the highest responses of not avoiding speeding enforcement (21%), 79% still do avoid enforcement and 41% warn other drivers.

Like **Strict Compliance Advocates**, these drivers felt rural (75%) and urban (83%) highway speed limits were about accurate, though slightly more **Safety-Focused Realists** indicated speeds should be lowered on residential roads. A slightly higher proportion of **Strict Compliance Advocates** reported arterial speeds should be lower than the Safety-Focused Realists. This group had far higher speed thresholds for all road types than the **Strict Compliance Advocates** group.

About 3/4 of this group had low to moderate moral disengagement levels.

INTERPRETATION:

- These drivers appear to make speed choices based on an individual assessment of risk rather than a strict belief that any speed above the speed limit is inherently unsafe.
- Although they may recognize that drivers can safely exceed the posted speed limit under some circumstances, they believe that doing so increases both crash risk and the likelihood of enforcement, making compliance the preferable choice.
- Their motivations suggest a strong sense of shared responsibility for road safety, with compliance driven by a desire to protect themselves and others rather than simply avoid punishment. For these drivers, not speeding appears to be both a responsible and socially desirable behavior.
- High support for enforcement, infrastructure countermeasures, and ISA indicates that they view speeding as a legitimate safety problem and believe systemic interventions can help reduce harm.
- Compared with **Strict Compliance Advocates**, they appear less absolutist about what constitutes speeding and more accepting of some flexibility in speed choice, while still concluding that compliance the safest and most responsible option.

26%

PRINCIPLED PRAGMATISTS

DISTINGUISHING FACTORS:

KEY ATTITUDES:

- **Speed Limits**

Are about right

- **Defining Speeding**

Moderate to High speed thresholds

- **MD Score**

Moderate

- **Enforcement**

Avoid themselves
Don't warn others

- **Infrastructure/ Enforcement Countermeasures**

High support

- **Intelligent Speed Assist (ISA)**

Support for other drivers
Not for themselves

Demographics and History

- Older drivers (60+)
- Female
- Higher education (post-grad)
- In rural areas

Moral Disengagement

- Agreed with the following items:
 - *"It's safer for me to drive with the flow of traffic than to obey the speed limit"*
 - *"No one actually drives the speed limit, it's just the norm nowadays"*
- Disagreed with the following items:
 - *"Regularly checking the speedometer to make sure I'm not going too fast pulls my attention away from driving safely"*
 - *"It's okay to go over the speed limit because speed limits were set with the expectation that people will drive faster than them"*
 - *"Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you've been driving for a while, you can drive a little bit over the speed limit"*

Perceived Risk

- See highway and residential speeding often, but not always
- Moderately concerned about highway speeding, very concerned about residential speeding
- Think neither form of speeding is likely to result in a ticket

Speeding Behavior

- Rare speeders—less likely to speed during rush hour, in the dark, in the rain, on unfamiliar roads, or when tired
- Motivated to speed to get around other drivers

- Not motivated to speed by reasons like “it’s fun to bend the rules”, to keep alert, or because their car was designed to go fast
- The consequences of speeding (getting caught, penalized, or into a crash) are key motivations to not speed
- “Not being in a rush” is another reason they may not be motivated to speed

ABOUT:

Though the majority of all groups saw the relative risk of speeding on residential roads and highways about as risky as the comparative behaviors, this group had the highest proportion of drivers who felt highway speeding was less dangerous (30%).

The proportion who felt residential speeding was less dangerous was more on par with the other groups (9%).

This group had fairly high support for infrastructure- and enforcement-related countermeasures (63%), higher support than **Strict Compliance Advocates** (59%), but far less support for having either form of ISA in their own vehicle. However, this group had the highest portion of those who wanted ISA in other drivers' vehicles, at roughly 70% for both configuration types. This group also had the lowest proportion of drivers who report warning other drivers about enforcement (26% do, 65% do not). This group showed some indication that speeds on residential roads could be a bit lower (17%), but roughly 2/3rds or more felt the speeds on the other types were about right.

These drivers had the highest thresholds for residential speeds (98% medium/high) of any other group, by a slight margin, but fewer had high tolerance thresholds for arterials (79%), and far fewer for rural highways (5%) and urban highways (2%).

Most had moderate moral disengagement scores (63%) while 28% had high scores.

INTERPRETATION:

- These drivers generally accept the legitimacy of speed limits and road safety rules, but are willing to make situational exceptions when they believe doing so promotes safety or improves traffic flow.
- Their speed choices appear to be guided by practical considerations rather than sensation seeking, convenience, or enjoyment of rule breaking.

- Unlike more compliance-oriented groups, they view safe speed choice as context-dependent and place considerable weight on surrounding traffic conditions when evaluating appropriate driving behavior.
- Although they support enforcement and other speed-management countermeasures, their comparatively low support for ISA in their own vehicles suggests a preference for driver discretion over automated control.
- Their strong support for ISA in other vehicles may reflect confidence in their own judgement while expressing less confidence in the speed choices made by other drivers.
- Rather than viewing speeding as inherently acceptable, they appear to distinguish between speeding that serves a practical purpose (e.g., moving with traffic) and speeding that is reckless, unnecessary, or self-serving.

23%

TOLERANT BUT NON-COMPLIANT

DISTINGUISHING FACTORS:

Demographics and History

- Younger drivers (16—44)
- Feel high levels of time pressure
- Have been in a recent crash
- Have recently received a speed camera ticket

Moral Disengagement

- More Strongly Agreed than **Autonomy-First Drivers** with these statements:
 - “Regularly checking the speedometer to make sure I’m not going too fast pulls my attention away from driving safely”
 - “Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you’ve been driving for a while, you can drive a little over the speed limit”

Perceived Risk

- Moderate to low concern about both highway and residential speeding
- Think there is little to no chance either form of speeding will result in a crash

Speeding Behavior

- Sometimes to frequent speeders
- More likely to speed on familiar roads, on sunny days, and when there is no traffic
 - Also more likely to speed when feeling stressed or angry, when listening to upbeat music, and when on long driving trips
- Motivated to speed to get around other drivers, to get to their destination faster, because of habit, or road design
- Don’t avoid speeding for any moral or legal reasons, or to avoid the risk of getting a ticket or getting into a crash

KEY ATTITUDES:

- **Speed Limits**

Should be higher

- **Defining Speeding**

Moderate to High speed thresholds

- **MD Score**

Moderate to High

- **Enforcement**

Avoid themselves
Warn others

- **Infrastructure/ Enforcement Countermeasures**

Low support

- **Intelligent Speed Assist (ISA)**

Support for others
Not for themselves

ABOUT:

This group had less support for infrastructure- and enforcement-related countermeasures than **Strict Compliance Advocates**, **Safety-Focused Realists**, and **Principled Pragmatists**, but was still fairly supportive of them (44% high and 31% moderate support). Compared to all the other groups, they gave the greatest indication that they would warn other drivers of enforcement (59%), and the least they only avoid enforcement themselves (34%).

This group was more likely to want ISA in their own vehicle (28% override and 14% non-override) than the **Principled Pragmatists**, but like that group, they wanted these features in other drivers' vehicles at a much higher degree than the **Strict Compliance Advocates**, **Safety-Focused Realists**, or **Autonomy-First Drivers**.

Drivers in this group were more likely to support raising the speed limits of arterials (58%) and rural highways (51%) compared to urban highways (44%) or residential roads (40%). The overwhelming majority of this group had high speed tolerances for residential roads and arterials (96%), with more moderate tolerances on rural and urban highways.

This group had majority high moral disengagement scores (68%) and very few low scores (2%).

INTERPRETATION:

- Drivers in this group likely feel the systems in place are okay as guidelines, but more often believe their situational judgement of appropriate speeds is superior.
- Speeding appears to be highly normalized within this group, with many drivers perceiving it as a routine and acceptable aspect of everyday driving rather than a behavior requiring justification.
- This group stood out in two concerning ways; their speed choice was more likely to be influenced by emotional or reactive reasons, and despite evidence of recent consequences (tickets and crashes), they had poorly calibrated opinions about the risks of speeding.
- Their support for speed-management countermeasures in other drivers' vehicles, combined with more moderate

support for restrictions on their own driving, suggests a tendency to view speeding as more problematic when practiced by other than when practiced by themselves.

16%

AUTONOMY-FIRST DRIVERS

DISTINGUISHING FACTORS:

Demographics and History

- Male
- In rural areas

Moral Disengagement

- Strong agreement with most of the moral disengagement items

Perceived Risk

- No concern for highway or residential speeding
- Think there is little to no chance either form of speeding will cause a crash and that it's unlikely either would result in a ticket

Speeding Behavior

- Sometimes to frequent speeders
- More likely to speed on familiar roads, on sunny days, when there is no traffic, when on long trips, or when listening to upbeat music
- Motivated to speed to get around slow drivers, because of habit, because they believe the speed limit is too low, and because of road design
- Don't avoid speeding for any moral or legal reasons, or to avoid the risk of getting a ticket, raised insurance premiums, or getting into a crash

ABOUT:

This group had the largest proportion of drivers indicating that speeding on highways was comparatively less dangerous than other risky driving behaviors (26%), however, they had broadly similar perceptions to other groups about residential speeding. These drivers had the lowest levels of support for infrastructure- and enforcement-related countermeasures (24% high and 45% low) and also report that they avoid enforcement themselves (45%) and warn others (43%).

KEY ATTITUDES:

- **Speed Limits**

Should be higher

- **Defining Speeding**

High speed thresholds

- **MD Score**

High

- **Enforcement**

Avoid themselves
Warn others

- **Infrastructure/
Enforcement
Countermeasures**

Low support

- **Intelligent
Speed Assist (ISA)**

Very low support

Drivers in this group overwhelmingly rejected the idea of either ISA configuration (95% for override and 98% for non-override) for any drivers.

The majority of drivers in this group felt current speed limits were about right on all road types. They felt most strongly about raising the speed limit on arterials (40% of drivers in this group) and lowering the speed limit on residential roads (11% of drivers in this group).

Drivers in this group had high speeding thresholds, particularly on residential roads and arterials, though they had a slightly lower tolerance overall than the **Tolerant but Non-Compliant** group.

Like the **Tolerant but Non-Compliant** group, this group had majority high moral disengagement scores (63%) and few low scores (3%).

INTERPRETATION:

- These drivers appear to place a high value on personal autonomy and believe that drivers, rather than external authorities or technologies are best positioned to determine appropriate travel speeds.
- Their speed choices are guided primarily by personal judgement, roadway conditions, and driving goals, rather than by legal requirements, safety concerns, or fear of enforcement.
- High moral disengagement and very low perceived risk suggest that they frequently discount or rationalize the potential consequences of speeding, and are not compelled to comply with speed limits for safety considerations.
- Their strong opposition to both enforcement measures and ISA technologies indicates resistance to external constraints on driver discretion, regardless of whether those are applied through policy, enforcement, or automation.
- Unlike **Tolerant but Non-Compliant** drivers, whose speeding appears partly driven by habit and convenience, **Autonomy-First Drivers** appear to hold a more fundamental belief that speed choice should remain under the driver's control.

Discussion of Attitudinal Groups. Moral disengagement and attitudes towards ISA technologies emerged as key discriminators of attitude groupings in the LCA modeling. The facets of moral disengagement that non-speeders, rare speeders, and sometimes to frequent speeders agreed and disagreed on were indicative of their willingness to speed and provided insight into why.

The two groups that do not speed, **Strict Compliance Advocates** and **Safety-Focused Realists**, showed distinction based on strong disagreement with items that minimize responsibility or the consequences of speeding (i.e., displacement of responsibility, diffusion of responsibility, and distortion of consequences). Their responses to risk perception questions align with these moral disengagement facets, as both find highway speeding extremely concerning and think there is a high chance of a crash occurring from either form (Appendix Table D6). **Safety-Focused Realists** additionally find residential speeding extremely concerning and believe that both types of speeding are likely to result in a ticket. Neither of these groups are speeders (Appendix Table D4), nor are they motivated to speed because they view it as a credible risk to safety (Appendix Table D5), but there is some distinction in what shapes that choice.

Strict Compliance Advocates internally deem driving above a certain speed as objectively dangerous (Appendix Table D6 and Table D7). External dictates or pressures have less of an impact than their own comfort level and standards for what constitutes safe driving. Alternatively, **Safety-Focused Realists** are wary of both the safety and enforcement consequences of driving too fast, even if they might otherwise feel comfortable with driving at a speed above those limits. They comply with the rules of the road because they put their faith in those systems to reliably keep all road users safe.

Principled Pragmatists was the only group that differentiated itself from the others with agree and disagree responses to moral disengagement items, rather than strong agreement or disagreement, indicating less extreme views on either end of the spectrum (Appendix Table D7). Like **Strict Compliance Advocates** and **Safety-Focused Realists**, this group disagreed with statements related to consequences and responsibility, though not as strongly. This suggests that they admit to themselves that there are inherent safety risks associated with speeding. However, because this group does engage in the behavior that they acknowledge is undesirable (Appendix Table D4), there is a need to rationalize it, which is indicated by their agreement with moral disengagement items that justify or sanitize (i.e., moral justification and euphemistic labeling). Because of those competing contradictions, drivers in this group are likely those who experience the greatest degree of cognitive dissonance from speeding. Further potential dissonance is evidenced by their distinguishing attitudes related to residential speeding (Appendix Table D6). Despite saying they are “very concerned” about residential speeding when asked directly about risk, their responses to items about speed thresholds and speed limit credibility on these roads also indicate that they had the greatest tolerance for high speed on them of any group.

Tolerant but Non-Compliant and **Autonomy First** drivers speed with more regularity (sometimes too often) (Appendix Table D4); their agreement with distortion of consequence facets and rationale-oriented items like moral justification and euphemistic language suggest that they don't view speeding as a credible threat to safety (Appendix Table D7). Neither group believed residential or highway speeding would result in a crash (Appendix Table D6). **Autonomy First** drivers further indicated they had no concern about either form of speeding, and also did not think either would result in a ticket (Appendix Table D6). It is likely that these drivers are more inclined to speed than **Strict Compliance Advocates** and **Safety-Focused Realists**, and experience less dissonance than the **Principled Pragmatists** group because they do not view speeding as something harmful.

The interpretation of the importance of ISA attitudes in differentiating groups is somewhat less straightforward. Four of the groups had plausible alignment in their feelings towards this technology and their broader attitudinal profiles. **Safety-Focused Realists** overwhelmingly had the highest support for having both configurations in their own vehicle (Table 13). Given the interpretation of this group as those who confer a high degree of legitimacy to the systems that determine and uphold traffic safety, it is consistent that they also accept, or even desire, ISA for themselves. While the **Strict Compliance Advocates** group's embrace of ISA was less enthusiastic than **Safety-Focused Realists**, they also largely accepted the idea of the technology in their own vehicles. As a group that already primarily adheres to speed limits, the prospect of a speed limiter may not be off-putting. However, based on the interpretation that these drivers' speed choices are more rooted in autonomous choice than any external pressure, they are also more likely to view ISA technology as unnecessary or superfluous. Unsurprisingly, the **Autonomy First** drivers unequivocally rebuked both forms of ISA for any driver.

Principled Pragmatists had little desire to have ISA in their own vehicle, but very much wanted other drivers to have them. This group likely values their perceived personal acumen and skill that has been earned through experience, but are skeptical, if not pessimistic, about the capabilities and safety of the majority of other drivers. Additionally, this group felt that speeding was not something that would result in a ticket, which may indicate low faith in existing enforcement to meaningfully manage or combat other drivers' speeding. Their perception of themselves as safe drivers likely means they feel this technology is not necessary for them, but may see the potential for more consistent safety through individually regulating systems like ISA.

The **Tolerant but Non-Compliant** group's attitudes towards ISA are somewhat more puzzling. Like the **Principled Pragmatists**, they primarily only wanted these systems in other drivers' vehicles, likely indicating they believe themselves to be more skilled drivers than most. Though, unlike **Principled Pragmatists**, this group was much less supportive of traditional enforcement, and were those that indicated they warn

others about enforcement the most. Despite this, out of the three groups that speed, they also had the highest degree of having both configurations of ISA in their own vehicle. While the desire for this technology for themselves was fairly low (28% for overridable and 14% for non-overridable), even this degree of acceptance seems incongruent for a group that has been interpreted to believe they are skilled drivers and would value overall and situational driving autonomy.

It is possible that this group underestimated the degree of speed control this type of in-vehicle system could impose and assumed a more lenient range of allowable speeds before intervention was triggered. Though, work from Reagan and Cicchino (2025) on ISA acceptance found a similarly unintuitive association and offered another potential hypothesis to help explain this relationship. While those classified as frequent speeders were less likely to initially accept ISA, those classified as sometimes speeders were more likely than frequent speeders to disable the technology if it were already in a vehicle. Additionally, when the range of ISA threshold was specified at 1 to 2 MPH over the speed limit, frequent speeders were significantly more likely to accept the technology than rare speeders. The authors posit that this may be related to group differences in acknowledging their speeding. Frequent speeders are aware that they speed, and that this kind of violation could warrant punishment. Given they knowingly assume this potential for punishment regularly, it is possible they concede that this technology could be a useful tool in helping them mitigate this risk.

Table 13. The Proportion of Drivers (%) in Each Speeding Mindset Group by Attitudinal Indicator

	Strict Compliance Advocates (21%)	Safety- Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non- Compliant (23%)	Autonomy- First (16%)	All Drivers
Perceptions of Danger: Speeding on Highway						
Behavior is comparatively less dangerous than other behaviors	21	21	30	22	26	24
Behavior is similarly risky	70	72	67	72	69	70
Behavior is comparatively more dangerous than other behaviors	9	7	4	6	5	6
Perceptions of Danger: Speeding on Residential Roads						
Behavior is comparatively less dangerous than other behaviors	10	10	9	7	9	9
Behavior is similarly risky	75	74	75	75	74	75
Behavior is comparatively more dangerous than other behaviors	15	16	16	18	17	16
Support for Traditional Countermeasures						
Low countermeasure support	19	3	9	25	45	19
Moderate countermeasure support	22	15	28	31	31	26
High countermeasure support	59	82	63	44	24	54

	Strict Compliance Advocates (21%)	Safety- Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non- Compliant (23%)	Autonomy- First (16%)	All Drivers
Countermeasure Avoidance						
I do not avoid speeding enforcement	19	21	10	8	12	13
I avoid enforcement but do not warn others	38	38	65	34	45	45
I avoid enforcement and warn others	43	41	26	59	43	42
Support for ISA—Can be overridden						
I do not want this feature in any vehicle	22	1	12	8	95	25
I do not want this feature in my vehicle but I do want it in other drivers' vehicles	27	5	70	65	4	40
I want this feature in my car	51	94	17	28	1	35
Support for ISA—Cannot be overridden						
I do not want this feature in any vehicle	31	6	25	24	98	35
I do not want this feature in my vehicle but I do want it in other drivers' vehicles	30	19	73	63	1	42
I want this feature in my car	40	75	2	14	1	23
Speed Limit Credibility: Residential Roads						
Speed limits should be lowered	26	29	17	13	11	19
Speed limit is about right	55	58	68	47	61	58
Speed limit should be raised	19	13	15	40	29	24
Speed Limit Credibility: Arterials						
Speed limits should be lowered	17	15	7	2	3	8
Speed limit is about right	59	66	74	40	57	59
Speed limit should be raised	24	20	20	58	40	33

	Strict Compliance Advocates (21%)	Safety- Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non- Compliant (23%)	Autonomy- First (16%)	All Drivers
Speed Limit Credibility: Rural Highways						
Speed limits should be lowered	12	9	2	2	1	5
Speed limit is about right	68	75	84	48	62	67
Speed limit should be raised	21	16	14	51	37	28
Speed Limit Credibility: Urban Highways						
Speed limits should be lowered	12	9	2	1	1	5
Speed limit is about right	72	83	91	54	71	74
Speed limit should be raised	16	9	7	44	28	21
Definition of Speeding: Residential Roads						
Low threshold	40	11	3	4	4	12
Medium/High threshold	60	89	98	96	96	88
Definition of Speeding: Arterials						
Low threshold	33	1	0	1	1	7
Medium threshold	49	11	20	4	10	19
High threshold	18	88	79	96	90	73
Definition of Speeding: Rural Highways						
Low threshold	92	12	26	4	10	30
Medium threshold	7	64	69	39	53	46
High threshold	1	25	5	57	37	24

	Strict Compliance Advocates (21%)	Safety- Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non- Compliant (23%)	Autonomy- First (16%)	All Drivers
Definition of Speeding: Urban Highways						
Low threshold	96	19	36	6	17	36
Medium threshold	4	61	62	47	55	45
High threshold	1	20	2	47	28	19
Moral Disengagement						
Low levels of disengagement	21	18	9	2	3	10
Moderate levels of disengagement	45	59	63	30	34	46
High levels of disengagement	34	23	28	68	63	44

Discussion

This study provided additional context on attitudes toward speeding, confirmed some findings from prior research, and generated new insights into this longstanding road safety issue. This section triangulates findings from the literature review, qualitative focus group analysis, and quantitative analyses; examines points of convergence and divergence across these evidence sources; evaluates the strengths and limitations of the approach; and offers recommendations for policy and future research.

How Do Drivers Define Speeding?

When directly asked to compare speeds to the speed limit, there was a general consensus among focus group participants, that driving 5 to 10 MPH over the speed limit was acceptable, expected, and not really considered “speeding.” This finding is congruent with responses from the survey, where speeding was considered between 8 and 10 MPH over the posted speed limit, depending on the road type, similar to thresholds identified in Peterson and Gaugler (2021).

In focus group discussions, participants were hesitant to label other drivers as “speeding” without knowing the posted speed limit, which may partly reflect a reluctance to characterize others as driving dangerously. In the absence of contextual external cues—such as the presence and speed of surrounding traffic, cyclists, or pedestrians—participants instead judged whether a driver was “speeding” based on whether the driver appeared able to maneuver the vehicle safely.

Extrapolated to drivers’ own speed choices, this finding suggests that drivers may not perceive themselves as “speeding” if they believe they can safely operate their vehicle at that speed. Crucially, both vehicle and road design may impact drivers’ perceptions of their ability to maneuver safely at higher speeds. Compared with older vehicles, modern vehicles provide smoother rides, faster acceleration, greater stability, and lower levels of noise and vibration, making higher speeds feel less demanding (Battaglia, n.d). Similarly, road environments characterized by wide lanes, forgiving roadsides, long sight distances, and gentle curves may provide drivers with greater confidence in their ability to navigate the roadway safely (Ben-Bassat & Shinar, 2011). Together, these vehicle and roadway characteristics may reinforce perceptions that higher speeds remain manageable, even when they exceed the posted speed limit.

The Normalization of Speeding

Focus group participants distinguished between “technical” speeding—any travel above the posted speed limit—and “acceptable” speeding, which reflected social expectations about reasonable driving behavior. While participants acknowledged that

exceeding the speed limit by even one MPH technically constituted speeding, they generally believed enforcement was unlikely until a driver exceeded the limit by about 10 MPH. This perception was consistent with survey findings showing that drivers nationally expected enforcement to begin at speeds 10 to 12 MPH above the posted limit, depending on roadway type.

Conversely, many participants acknowledged that, in practice, most drivers—including themselves—regularly exceed the posted speed limit. Some described the speed limit as operating more like a minimum than a maximum speed. Depending on the roadway context, participants considered speeds up to 25 MPH above the posted limit acceptable in some circumstances, broadly aligning with Cosby and colleagues (2024) finding that speeding 20 MPH or more above the limit is generally considered unacceptable.

In driver's accounts, perceptions of “speeding” appeared to depend less on strict compliance with the posted limit and more on enforcement expectations and the degree to which a driver's speed aligned with surrounding traffic. In the absence of these cues, such as on open or empty roads, definitions of acceptable speed became considerably more flexible. Some participants even suggested that not increasing speed under such conditions was socially atypical.

The finding that drivers rely on perceived enforcement thresholds to calibrate their speed suggests that enforcement plays an important role in shaping social norms around speeding. For many participants, speeding was not necessarily defined by exceeding the posted speed limit, but by exceeding the speed at which enforcement was expected to occur. This distinction effectively shifts the boundary between acceptable and unacceptable behavior from a legal standard to a socially negotiated one. When drivers believe that enforcement is unlikely until a vehicle exceeds the posted speed limit by a certain number of miles per hour, that threshold can become the *de facto* speed limit.

Because enforcement is neither universal nor entirely consistent, these informal thresholds are inherently flexible. Drivers described learning acceptable speeds from their observations of other motorists, prior interactions with law enforcement, and perceptions of officer discretion. As a result, the practical meaning of a speed limit may vary across locations, roadway types, and driving situations. This ambiguity creates space for drivers to interpret speed limits as guidelines rather than strict limits and reinforces social norms that tolerate modest speeding.

Credible Limits, Flexible Compliance

Interestingly, although focus group participants did not expect speed limits to be strictly followed, they generally viewed them as appropriate benchmarks for safe and responsible driving. Participants described speed limits as helping to reduce crash risk,

protect other road users, and lower the likelihood of receiving a speeding ticket. Consistent with these views, survey respondents preferred speed limits that only modestly exceeded expected posted limits across all road types. However, a sizeable minority favored higher limits, with approximately one in five drivers supporting speed limits at least 10% above expected levels. The largest discrepancy was observed on rural highways, where respondents preferred limits approximately 4 MPH higher than the speed limit they expected.

These findings align with Mouter et al. (2018), who highlight the distinction between the perspectives people adopt as drivers and citizens. They argue that drivers tend to view traffic risks as relatively small and manageable through their own skill and judgment, whereas citizens emphasize the government's responsibility to ensure the safety of all road users. Evidence of both perspectives emerged in the present study. Participants generally endorsed the collective safety rationale underlying speed limits, viewing them as appropriate standards for safe driving. At the same time, many did not expect strict compliance and expressed support for speeds modestly above posted limits, particularly on rural highways. This suggests that while drivers recognize the societal value of speed limits, they also believe they can safely exercise discretion in specific circumstances. In other words, drivers appear to endorse speed limits as a public safety tool while simultaneously viewing modest deviations from them as acceptable based on their own assessment of risk and control.

Recognized as Risky, Yet Common

Findings from the national survey indicate that drivers viewed speeding as a risk comparable to other major unsafe driving behaviors, including impaired driving, distracted driving, aggressive driving, and drowsy driving. This suggests that, contrary to the perception that speeding is socially normalized and widely accepted, many drivers recognize its potential for harm. However, perceptions of risk varied by roadway context. Drivers expressed greater concern about speeding on residential streets than on highways, likely reflecting the increased presence of vulnerable road users, such as pedestrians and cyclists, and the lower margin for error in residential environments. At the same time, highway speeding was perceived as the risky driving behavior most likely to result in enforcement, with more than half of drivers believing they would be caught.

Similar to studies by Aarts and van Schagen (2006) and the Organisation for Economic Co-Operation and Development and European Conference of Ministers of Transport (2006), these findings may help to challenge the assumption that speeding persists primarily because drivers underestimate its risks. This study suggests that drivers appear to recognize the dangers of speeding at levels comparable to other major risky driving behaviors, perhaps indicating that interventions focused solely on increasing awareness of speeding-related risks may have limited effectiveness (Fylan et al, 2026). Indeed, many drivers perceive themselves as possessing above-average driving

skills (Stewart, 2005). Consequently, while they may acknowledge that speeding increases risk for the general public, they may believe that their own driving competence mitigates their susceptibility to those risks.

Understanding the Need for Speed

In the national survey, 21% of drivers were classified as non-speeders, 34% as rare speeders, 30% as occasional speeders, and 15% as frequent speeders. Although these categories differ from those used in previous research (NHTSA 2024, Reagan and Cicchino 2025), the estimates are relatively similar in magnitude.

In focus group discussions, drivers described both explicit and implicit motivations for speeding. Explicitly, participants cited the fast pace of daily life and the need to keep up with surrounding traffic as key reasons for exceeding posted speed limits. Similarly, survey respondents most commonly reported speeding to get around slower drivers (31%) and reach their destinations faster (25%). Despite the prominence of the “flow of traffic” narrative in focus groups, relatively few survey respondents reported speeding to avoid holding up traffic (21%) or to avoid annoying other drivers (15%).

Qualitative analysis also identified several implicit motivations for speeding, including the pursuit of autonomy, the reinforcement of competence, and increased engagement during an otherwise boring activity. As might be expected, these motivations were less apparent in the survey results. Few respondents reported speeding to feel in control (6%) or to demonstrate their driving skills (3%), suggesting that these motivations may be implicit rather than consciously recognized reasons for speeding.

Echoing findings from the focus group discussions, drivers in the national survey reported they were more likely to speed in ideal conditions: when there was no traffic (52%) and when driving on roads they knew very well (45%). Interestingly, a substantial portion of drivers also specified they were more likely to speed on a long driving trip (45%). While this may partly reflect a desire to save time, long-distance driving may also create conditions that encourage speeding, including open-road conditions, fewer external constraints, boredom, and greater reliance on subjective judgments about safe travel speeds.

The quantitative and qualitative data also shed light on motivations for refraining from speeding. In the national survey, 86% of respondents reported consciously stopping themselves from speeding at least some of the time, most commonly due to concerns about speeding tickets (79%), crashes (72%), bad weather (60%), or heavy traffic (46%). Focus group discussions revealed additional, less explicit motivations: drivers often expressed a responsibility to others to travel at “safe” speeds and viewed the posted speed limit as a benchmark for safe driving. Drivers in the survey indicated they were

least likely to speed when it is raining (84%), when driving on unfamiliar roads (76%), and when it is dark (73%).

Importantly, these findings provide only a single snapshot of motivations to speed and to refrain from speeding. Research by Peterson and Gaugler (2021) suggests that these motivations can evolve across the life course, describing two broad trajectories: *speeding up* and *slowing down*. In the *speeding up* trajectory, speeding increases with driving experience, confidence, and comfort, and personal safety is viewed as a function of skill and familiarity with the driving environment. In the *slowing down* trajectory, speeding declines as drivers gain maturity and take on greater responsibilities, placing a higher priority on safety and feeling less urgency to reach their destinations.

What Solutions Do Drivers Support?

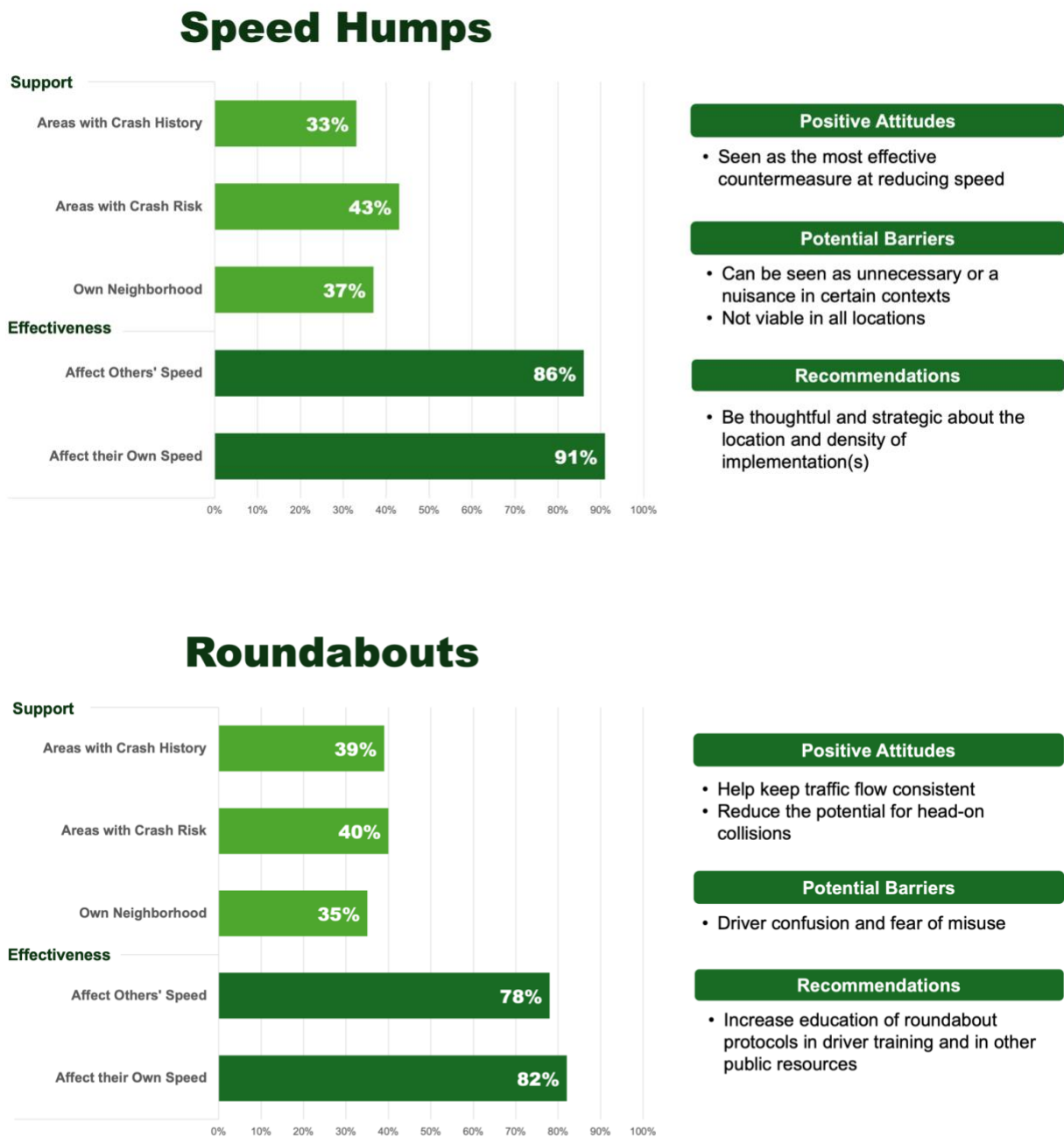
Based on national survey responses, infrastructure-based countermeasures were generally not popular, but were seen as effective. Both forms of enforcement were also viewed as effective. While automated enforcement received slightly higher levels of support than infrastructure-based approaches, increased police presence had the highest amount of support of any of the surveyed countermeasures.

Overall public acceptance of having an ISA feature in their own vehicle ranged from nearly a quarter to more than half, depending on the configuration, with support waning in relation to level of the feature's invasiveness (as an alert, an overridable speed limiter, and a non-overridable speed limiter). Acceptance for this technology in the vehicles of other drivers was higher for certain groups (e.g., younger drivers, older drivers, professional drivers, and proven offenders). However, public opinion on the effectiveness of ISA features was quite low.

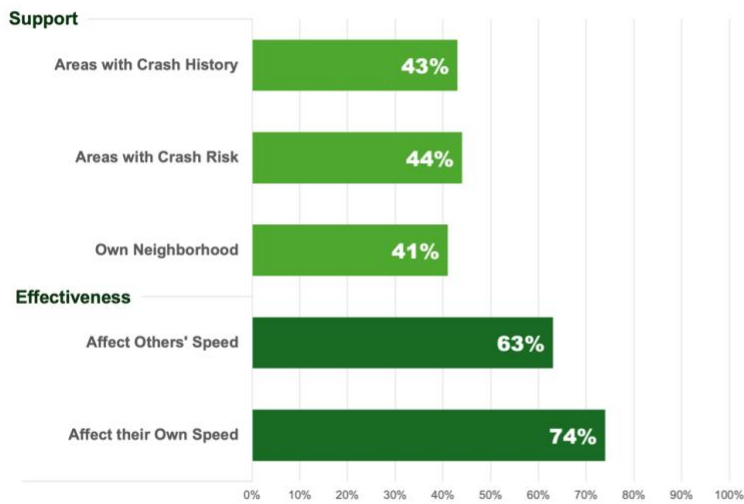
Despite the speed limiting technologies inherently slowing speeds by design, only ~60% of people felt either would affect their own speed or the speed of other drivers. Moreover, with the exception of rumble strips, all ISA configurations were viewed as the least effective countermeasure for speeding. This underestimation of potency suggests a gap in public understanding that could have important ramifications for acceptance. This disconnect was somewhat reflected in focus group discussions of ISA alerts, where a similar feature integrated into an existing platform (such as Google Maps or Waze), was viewed more positively than the described standalone technology. While clarification or integration with more familiar systems may not positively extend to more active ISA configurations in the same way, the survey results do indicate ISA technology is generally not well understood.

Public perceptions of the effectiveness of and support for individual infrastructure-based, enforcement-oriented, and ISA countermeasures are briefly synthesized in Figure 16.

Figure 16. Public Perceptions of The Effectiveness of and Support for Individual Infrastructure-Based, Enforcement-Oriented, and ISA Countermeasures



Speed Feedback Signs



Positive Attitudes

- Can serve as a reminder of the posted speed limit in a given area
- Publicization of speed can be a socially motivated deterrent

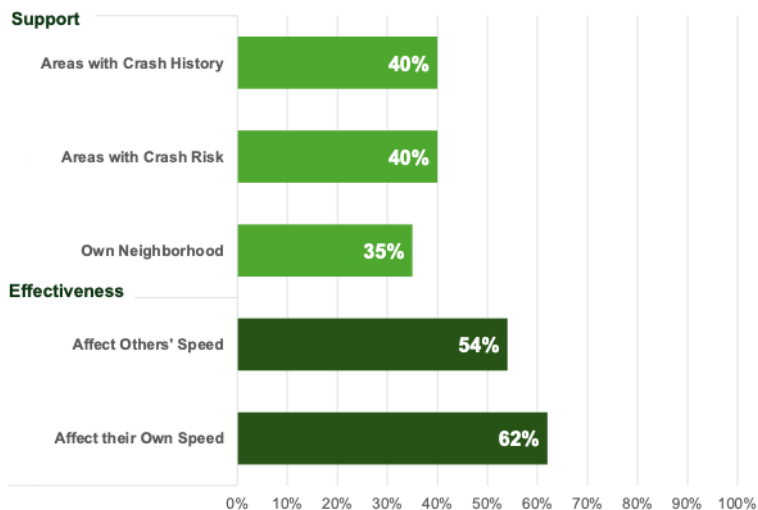
Potential Barriers

- Reduced effectiveness after driver habituation
- Skepticism related to sensor accuracy

Recommendations

- Consider portable configurations so signs can be implemented at differing locations

Rumble Strips



Positive Attitudes

- Gain driver attention
- Can be used in a wider variety of contexts than some other infrastructure-based countermeasures

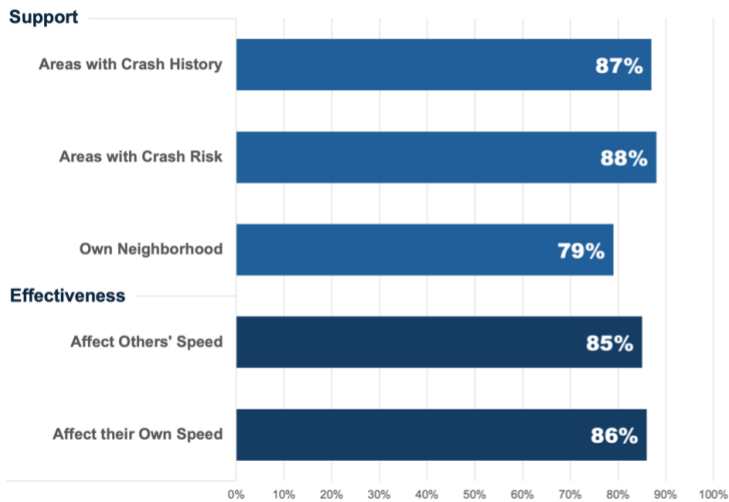
Potential Barriers

- Seen as the least effective countermeasure for reducing speeding

Recommendations

- Emphasize that the purpose of the installation is for deterring speeding

Increased Police Presence



Positive Attitudes

- Speeding countermeasure with the highest public support
- Seen as highly effective

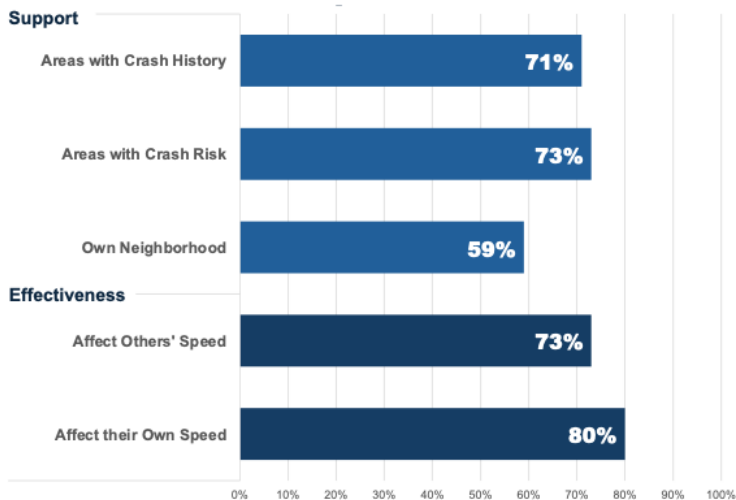
Potential Barriers

- Perceptions related to consistency and distribution of deployment
- Perceptions of legitimacy (e.g., meeting quotas)

Recommendations

- Prioritize efforts in areas with known speeding and areas seen as high risk (e.g., school zones)

Speed Cameras



Positive Attitudes

- Uniformly issue tickets based on pre-set parameters (i.e., no human bias)

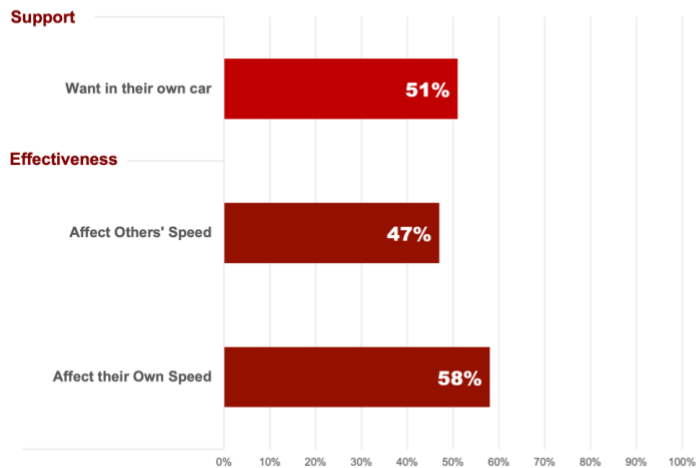
Potential Barriers

- Concerns about system accuracy and lack of recourse
- Roughly half of respondents felt these installations were more about revenue than safety

Recommendations

- Focus on addressing perceptions of illegitimacy and concerns about surveillance in public communication
- Provide transparency about where revenue is allocated and the safety concerns with each implementation site

Advisory ISA



Positive Attitudes

- Provides information about the speed limit where drivers might not otherwise be sure

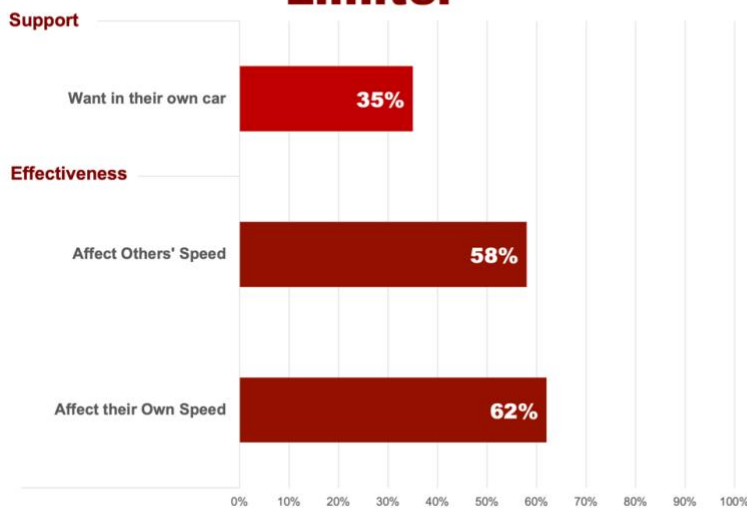
Potential Barriers

- Concerns about distraction or annoyance

Recommendations

- Don't use auditory alerts
- Emphasize data privacy protections
- Speak about Advisory ISA in relation to familiar tech such as GPS platforms (e.g., Waze, Google Maps)

ISA— Overridable Speed Limiter



Positive Attitudes

- More support for certain populations, like younger and older drivers, who may benefit from additional assistance

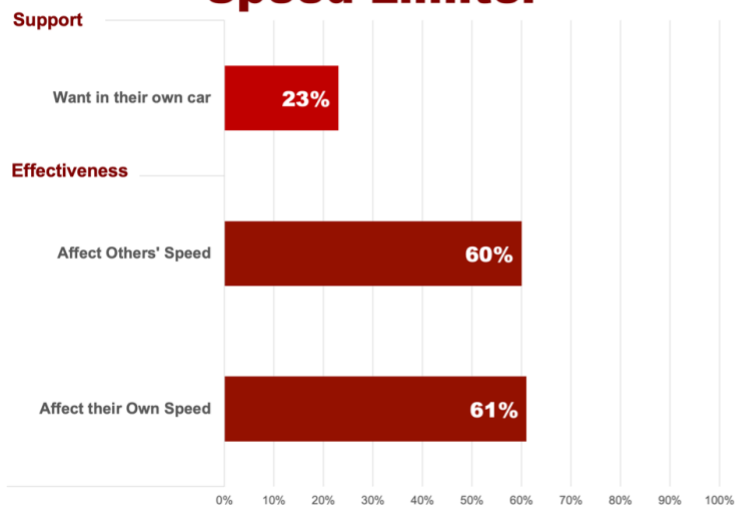
Potential Barriers

- Discomfort related to feelings of loss of agency
- Safety concerns based on the reliability of the tech and its ability to act appropriately in a safety critical scenario

Recommendations

- Frame this feature as a complementary support or safety tool, rather than a driver limitation or replacement for driver control

ISA—Non-Overridable Speed Limiter



Positive Attitudes

- Support is higher for drivers with a record of impaired driving or serious speeding offenses
- Moderate support for professional vehicles like trucks, delivery vehicles, and taxis/rideshares

Potential Barriers

- Same as those posed by overridable ISA (loss of control, accuracy concerns, fear of malfunction), but more acute

Recommendations

- Speak to the safety benefits that can be achieved from the stricter configuration within the specific context of these special driving groups

Distinct Mindsets toward Speeding

Drivers' overall perceptions of speeding reflect the interplay of multiple attitudinal dimensions. Using survey-derived measures of speeding-related attitudes and support for countermeasures, latent class analysis identified five distinct driver segments. While some of the identified driver groups appear fairly similar in terms of behavioral tendencies to speed, these five groups differ according to how they justify, evaluate, and regulate their speed choices.

At one end of the spectrum, **Strict Compliance Advocates** and **Safety-Focused Realists** viewed speeding primarily as a preventable safety issue. Both groups reported little personal speeding, perceived meaningful safety consequences, and strongly supported enforcement, infrastructure countermeasures, and ISA. However, **Strict Compliance Advocates** appeared to have more fully internalized speed limits as appropriate safety standards, viewing nearly all speeding as unacceptable, whereas **Safety Focused Realists** adopted a more pragmatic perspective, acknowledging that modest speeding may occur under some conditions while nevertheless choosing to comply because of perceived safety and enforcement risks.

The remaining driver mindsets placed progressively greater emphasis on driver discretion over strict compliance. **Principled Pragmatists** generally supported speed management and rarely sped but seemed to perceive that safe speed should also reflect roadway and traffic conditions rather than posted limits alone. **Tolerant but Non-Compliant** drivers appeared to have normalized speeding, relying on confidence in their own driving ability while discounting the risks and allowing practical and emotional factors, such as time pressure and frustration, to influence speed choice. Finally, **Autonomy-First** drivers viewed speed selection primarily as a matter of individual judgment, showed little concern about the safety or enforcement consequences of speeding, and expressed strong opposition to both enforcement- and technology-based speed management. Collectively, these findings suggest that driver segments vary not just in terms of how frequently they speed, but in the underlying beliefs about the legitimacy of speed limits, the acceptability of driver discretion, and the role of external interventions in promoting safe speeds. These identified mindsets have important implications for understanding how different drivers view speeding and for identifying opportunities to promote safer speed choices.

Implications for Mitigating Speeding

Infrastructure-based countermeasures, such as traffic calming measures and roadway design changes, appear to be among the few interventions capable of reducing speeding across all driver mindsets. Infrastructure measures may be particularly important in changing the behavior of **Autonomy-First** drivers, who appear to lack concern for safety or enforcement consequences. For these drivers, infrastructure

measures may be effective precisely because they change the driving environment rather than attempting to change attitudes. While drivers generally recognize that these measures are effective at slowing traffic and improving safety, they are often viewed unfavorably because they constrain drivers' ability to choose their own speed. Therefore, implementation may be more acceptable if accompanied by proactive communication explaining why specific locations were selected and what safety problems the treatments are intended to address. Providing this context may help reduce frustration, increase perceptions of fairness and legitimacy, and preserve a sense of autonomy by helping drivers understand the rationale behind the intervention.

Enforcement-based countermeasures, such as automated enforcement and increased police presence, may be particularly effective among **Safety-Focused Realists** and **Tolerant but Non-Compliant** drivers, both of whom demonstrated a strong sensitivity to the prospect of being caught speeding. These findings suggest that interventions that increase the perceived certainty of apprehension (such as highly visible enforcement and publicized enforcement campaigns) rather than the severity of penalties, may resonate particularly well these groups. Focus group findings indicated that many drivers appear to calibrate their speeds based on perceived enforcement thresholds rather than posted speed limits, which may amplify the potential value of consistent enforcement practices. However, enforcement-based approaches need to be implemented carefully. Consistent with prior research (Cosby et al., 2024), results from this study highlighted the importance of perceived fairness and legitimacy in enforcement. Transparent communication about why enforcement is used in specific locations and the safety problems it aims to address may increase public acceptance and reduce perceptions that enforcement is primarily revenue-driven (Ralph et al., 2022).

Vehicle design and in-vehicle technologies play an important role in shaping both the experience and perception of speeding, including drivers' confidence in their ability to safely maneuver at speeds above the posted limit. Although ISA systems have demonstrated effectiveness in reducing speeding, this study's findings suggest that many drivers hold incomplete or inaccurate assumptions about how the technology functions, a pattern that is consistent with research showing that many drivers need more information about how ISA operates, when it responds to speeding, and the extent to which drivers can choose to override the system (Day et al., 2023). Consistent with prior work, this study found ISA to be broadly acceptable across many drivers, including surprisingly high levels of acceptance among **Tolerant but Non-Compliant** drivers. This suggests that, for some types of drivers, even those who ostensibly place a lot of value in their freedom to dictate speed choice, ISA may be viewed as a tolerable form of assistance rather than an unacceptable constraint. However, prior Insurance Institute for Highway Safety research highlights that acceptance is sensitive to system design, particularly the speed threshold at which ISA is activated or intervenes, with more flexible thresholds generally receiving greater support (Reagen & Cicchino, 2025). For **Principled Pragmatists**, acceptance of ISA may also be influenced by perceptions of

social norms; this group may be more supportive if they believe the technology is widely adopted and applied consistently across drivers. At the same time, they may also be the most likely to experience indignation in cases where they perceive punishment as unwarranted in specific contexts, particularly when they believe speeding was necessary for safety or situational demands.

Because acceptance of ISA appears to be influenced by perceptions of what other drivers are doing, successful implementation may depend on creating a gradual pathway toward normalization (Reagan & Cicchino, 2025). Rather than focusing initially on driver groups most resistant to speed management technologies, safety advocates may achieve greater success by targeting early adoption among drivers who already view ISA positively, such as **Safety-Focused Realists**. Professional and fleet deployments may be particularly valuable in this regard. Programs such as New York City's rollout of ISA-equipped municipal vehicles (New York City Department of Citywide Administrative Services, 2025) not only generate direct safety benefits but also increase public familiarity with the technology. Over time, greater visibility and use may help shift social norms around ISA, making the technology appear less novel, less restrictive, and more consistent with standard driving practice. This may be especially important for groups whose acceptance is influenced by perceptions of fairness and widespread participation, such as **Principled Pragmatists**.

Strengths and Limitations

Notably, this study on attitudes towards speeding has several strengths and limitations. Both qualitative and quantitative analyses provided valuable insights independently, but triangulating findings from the two different approaches provided a more nuanced picture of speeding-related attitudes. This approach not only identified the beliefs, motivations, and social norms that shape speeding behavior, but also revealed how these factors interact to produce distinct patterns of attitudes toward speeding and speeding countermeasures. In doing so, the study moves beyond treating drivers as a homogeneous population and provides a more nuanced foundation for developing and targeting speed management strategies. However, there are some threats to the representativeness of this work. In particular the perspectives of drivers from particular minority ethnic groups, drivers with less than a high school degree, and drivers who were disabled/handicapped and not working were not captured in the qualitative work. While steps were taken to minimize sampling error in the survey, the data may be subject to other forms of bias if (a) people who were unable to be contacted or refused to participate in the survey differ from respondents in ways that affect their attitudes towards speeding, and (b) if participants did not properly understand survey questions or misreported information deliberately. Further, while identifying distinct driver mindsets is informative, collecting the data needed to classify drivers is onerous and not easily replicated, potentially limiting its practical value. Finally, this project did not specifically examine attitudes toward different types of educational strategies and

public campaigns. The effectiveness and acceptance of educational initiatives and public campaigns in relation to the different driver mindsets identified in this project is an area needing more work.

Conclusions

Findings from this study point to several promising approaches for reducing speeding and highlight important directions for future research. Infrastructure-based speed management measures appear to be among the few countermeasures capable of reducing speeding across a broad range of driver types, including those who appear to be very resistant to behavior change. Future work should explore best practices for implementing these measures in ways that maintain public support, including the role of proactive communication and early public engagement in improving perceptions of fairness and legitimacy.

Enforcement-based approaches may be particularly effective among drivers who are sensitive to the risk of being caught, suggesting opportunities for more targeted enforcement strategies and messaging. Additional research is also needed to better understand how perceptions of enforcement thresholds, social norms, and moral disengagement influence speed choice, particularly given the widespread tendency for drivers to evaluate speeding relative to surrounding traffic rather than posted speed limits.

The findings also highlight the potential role of vehicle design and technology in shaping speeding behavior. Drivers frequently described speeding as enjoyable and closely tied to feelings of competence, control, and autonomy, suggesting that successful interventions must account for these assorted motivations. An emerging literature has linked vehicle characteristics such as vehicle power (McCartt & Hu, 2017), in-cabin noise (Horswill & Plooy, 2008) and other vehicle technologies (Gershon et al., 2025) to speeding behavior and speed perception. Future research could usefully examine how vehicle characteristics interact with driver motivations and attitudes to influence speed choice and the social acceptability of speeding.

ISA is a particularly promising countermeasure, although results of this study indicate that acceptance varies greatly across driver segments and many drivers demonstrated limited understanding of how the technology works. Future research could usefully examine how system design features, intervention thresholds, communication strategies, and deployment approaches influence acceptance and use among different driver groups. More broadly, the distinct driver segments identified in this study suggest that a one-size-fits-all approach to speed management is unlikely to be optimal, highlighting the need for interventions tailored to the attitudes, motivations, and behavioral tendencies of different driver populations.

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Appendix A: Focus Group Screener Questionnaire and Qualifications

Focus Group Screener Questionnaire

1. What is your gender identity? **(RECRUIT A MIX)**

1. FEMALE
2. MALE
3. TRANSGENDER
4. NON-BINARY
5. REFUSED

2. What is your age, please? **(RECRUIT A MIX)**

1. UNDER 19
2. 19–24
3. 25–34
4. 35–44
5. 45–54
6. 55–64
7. 65+
8. REFUSED

3. Which of the following best describes your racial or ethnic background? **(RECRUIT A MIX)**

1. WHITE, NON-HISPANIC
2. BLACK, NON-HISPANIC
3. AMERICAN INDIAN
4. ASIAN
5. ALASKA NATIVE, NATIVE HAWAIIAN, PACIFIC ISLANDER
6. OTHER, NON-HISPANIC
7. HISPANIC
8. DO NOT KNOW
9. REFUSED

4. What was the last grade of school you completed? **(RECRUIT A MIX)**

1. LESS THAN A HIGH SCHOOL GRADUATE
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE
4. GRADUATED COLLEGE
5. GRADUATE SCHOOL OR MORE
6. TECHNICAL SCHOOL/OTHER
7. REFUSED

5. Which of the following best describes your current employment status? **(RECRUIT A MIX)**

1. EMPLOYED FULL-TIME
2. EMPLOYED PART-TIME
3. RETIRED
4. HOMEMAKER/ DO NOT WORK
5. STUDENT
6. TEMPORARILY UNEMPLOYED
7. DISABLED/HANDICAPPED AND NOT WORKING
8. OTHER: _____
9. REFUSED

6. What state do you live in? **(RECRUIT A MIX)**

7. Would you consider the community you live in to be urban, suburban, or rural?
(RECRUIT A MIX)

1. URBAN
2. SUBURBAN
3. RURAL
4. REFUSED

8. Do you usually drive at least once a week?

1. YES
2. NO
3. REFUSED

9. We are now going to ask you some questions about how you drive. Thinking back to the previous month, how often did you drive more than 15mph over the posted speed limit on a highway or freeway?

1. NEVER
2. RARELY
3. SOMETIMES
4. OFTEN
5. REFUSED

10. Thinking back to the previous month, how often did you drive more than 10mph over the posted speed limit on a residential road?

1. NEVER
2. RARELY
3. SOMETIMES
4. OFTEN
5. REFUSED

11. How strongly do you support or oppose using cameras to automatically ticket drivers who drive more than 10 mph over the speed limit on residential streets?

1. SUPPORT STRONGLY
2. SUPPORT SOMEWHAT
3. OPPOSE SOMEWHAT
4. OPPOSE STRONGLY
5. REFUSED

12. How strongly do you support or oppose requiring drivers convicted of serious speeding offenses to use a device that prevents them from driving faster than the posted speed limit on the roads they travel?

1. SUPPORT STRONGLY
2. SUPPORT SOMEWHAT
3. OPPOSE SOMEWHAT
4. OPPOSE STRONGLY
5. REFUSED

13. Do you have a driver's license?

- 1. YES
- 2. NO
- 2. REFUSED

14. Would you be comfortable sharing your driving experiences in a group setting?

- 1. YES
- 2. NO
- 3. REFUSED

15. Do you currently have a working computer with High Speed/Broadband Internet connection in your home that you can access in the evening?

- 1. YES
- 2. NO
- 3. DON'T KNOW/REFUSED

16. Are you willing to keep your camera on for the entire duration of the focus group?

- 1. YES
- 2. NO
- 3. REFUSED

Focus Group Qualifications

Drivers Who are Self-Identified Speeders (2 Groups) (12–16 Participants)

- Qualifications
 - Answers “OFTEN” to Question 9.
 - Or answers “OFTEN” to Question 10.

Drivers Who Live in a Rural Area (1 Group) (6–8 Participants)

- Qualifications
 - Answers “RURAL” to Question 7.
 - And answers “RARELY,” “SOMETIMES,” or “OFTEN” to Questions 9 and 10.

Drivers Who Live in an Urban Area (1 Group) (6–8 Participants)

- Qualifications
 - Answers “URBAN” to Question 7.
 - And answers “RARELY,” “SOMETIMES,” or “OFTEN” to Questions 9 and 10.

Drivers Who are Young (1 Group) (6–8 Participants)

- Qualifications
 - Answers “19–24” or answers “25–34” on Question 2.
 - And answers “RARELY,” “SOMETIMES,” or “OFTEN” to Questions 9 and 10.

Drivers Who Oppose Countermeasures (1 Group) (6–8 Participants)

- Qualifications
 - Answers “OPPOSE SOMEWHAT” or “OPPOSE STRONGLY” to Question 11.
 - Or answers “OPPOSE SOMEWHAT” or “OPPOSE STRONGLY” to Question 12.

Drivers Who are Female (1 Group) (6–8 Participants)

- Qualifications
 - Answers “FEMALE” to Question 1.
 - And answers “RARELY,” “SOMETIMES,” **or** “OFTEN” to Questions 9 **and** 10.

Drivers Who are Male (1 Group) (6–8 Participants)

- Qualifications
 - Answers “MALE” to Question 1.
 - And answers “RARELY,” “SOMETIMES,” **or** “OFTEN” to Questions 9 **and** 10.

Appendix B: All Focus Group Topic Guide Questions

Questions about Images/Memes

Image 1



- What do you think is the main message of this meme?
- What do you think about the level of police enforcement of the speed limit in your area?

Image 2



- What do you think is the main message of this meme?
- Hypothetically, why do you think someone might want to be on this leader board?

Image 3



- What do you think is the main message of this meme?
- What do you think of drivers who drive the speed limit?
- Can you relate to the urge to apologize for going the speed limit?

Image 4



- What do you think is the main message of this meme?
- If you've had an experience like this, what do you look for in a "companion" vehicle?

Image 5



- What do you think is the main message of this meme?
- What do you think of drivers who drive the speed limit?
- Can you relate to the urge to apologize for going the speed limit?

Image 6



- What do you think is the main message of this meme?
- Can you tell us a story of a time when you've had an experience like this?

Questions about Video Vignettes

Video 1: LA Drive

Title: [Dash Cam Tours 🚗 Early Morning driving around Los Angeles. Car Stereo On](#)

Time: 2:30–3:10

- Is this driver speeding? How can you tell?
- What if I told you this was the first time the driver had ever driven this road. Does this change your answer about whether the driver was speeding? Why or why not?
- This driver averaged 35mph, and the speed limit was 25mph. Does this change your answer about whether the driver was speeding? Why or why not? If not, what might change your answer?

Video 2: Rain

Title: [SLEEP Instantly Driving in Rain for Sleeping “Real Footage” Heavy Rain Noise On Highway Rain sounds](#)

Time: 4:54:10–4:55:10

- Is this driver speeding? How can you tell?
- What sort of factors are important when thinking about whether someone is speeding in bad weather?

Video 3: Lost Control Going Down Hill

Title: [Lost Control Going Down Hill - \(See Video Description\)](#)

Time: 0:00–0:45

- Is this driver speeding? How can you tell?
- At the end of the video the driver approaches a cop car. How does that affect your answer?
- Are there any elements inside the vehicle that factor into your decision?

Video 4: School

Title: [POV: Watch Me Drive Back Home From School...](#)

Time: 2:03–2:43

- Is this driver speeding? How can you tell?
- The speed limit is 50mph but at times the driver travels up to 61mph. How does that factor into your answer?

Video 5: Work Zone

Title: [3-Hour Drive on California Freeway || Dash Cam Tours](#) 

Time: 0:30–1:20

- Is this driver speeding? How can you tell?
- I'm not sure if you noticed but in the video the speed limit changed from 65mph to 55mph because of a work zone, but the driver did not change his speed. Is he speeding? Why or why not?

Video 6: Pedestrian

Title: [4K Seattle Streets - Car Driving Relax Video - Washington State, USA](#)

Time: 1:41:08–1:41:57

- Is this driver speeding? How can you tell?
- At one point in the video we can see a pedestrian crossing the street. Does the presence pedestrians factor into your decision? Why or why not?

General Questions

- How do you feel about the speed limit on local roads around where you live? Is it too high, too low, or about right?
 - Now picture a local road you've driven on where the speed limit was set at a level you think is appropriate. How high above the speed limit would a driver have to go on a local road for you to consider their speed unacceptable?
- How do you feel about the speed limit on highways near where you live? Is it too high, too low, or about right?
 - Now picture a highway you've driven on where the speed limit was set at a level you think is appropriate. How high above the speed limit would a driver have to go on a highway for you to consider their speed unacceptable?

- When is it okay to drive faster than the speed limit?
- When do you find yourself driving faster than the speed limit?
- What stops you from driving faster than you do?

Questions about Countermeasures

Speed Feedback Signs



- How do you feel about speed feedback signs?
- Where are these signs helpful?
- Do you have any concerns about the use of speed feedback signs?

Increased Police Presence



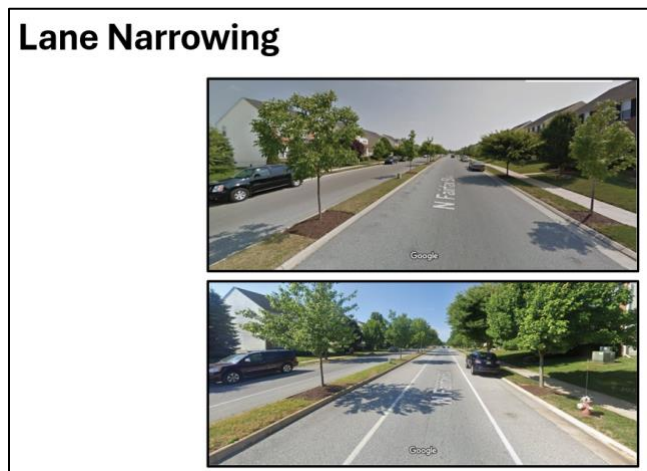
- How do you feel about the level of police enforcement of speed limits in your area?
- Are there roads where you would support increasing the amount of police presence to enforce the speed limit?

Speed Humps



- How do you feel about speed humps?
- What circumstances would you support introducing them?
- What circumstances would you support their removal?

Lane Narrowing



- How do you feel about lane narrowing?
- What circumstances would you support introducing lane narrowing?

Automated Speed Cameras

Automated speed cameras



- How do you feel about speed cameras?
- Are there any roads where you would support introducing them?
- Do you have any concerns about the use of speed cameras?

Roundabouts

Roundabouts



- How do you feel about roundabouts?
- What do you support about them?
- What factors are you taking into consideration when deciding if this is a measure you would support?
- What are your concerns about them?

In-vehicle Speed Alert



- What do you think about this feature?
- Would you support a measure that introduced this feature in all cars? Why or why not?
- Would you support a measure to introduce this feature for certain drivers? Why or why not?

Speed Limiter—Can Override



- What do you think about this feature?
- Would you support a measure that introduced this feature in all cars? Why or why not?
- Would you support a measure to introduce this feature for certain drivers?

Speed Limiter—Cannot Override



- What do you think about this feature?

Appendix C: AAA Foundation for Traffic Safety Attitudes Towards Speeding Questionnaire

[RANDOMIZE ORDER OF Q1A–D TO Q4A–D]

Q1A: ALL RESPONDENTS



In your experience, what is a typical speed limit on a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 100] MPH

Q1B: ALL RESPONDENTS

How often do you drive faster than the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q1C: ALL RESPONDENTS

How often do you travel 10 MPH or more over the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q1D: ALL RESPONDENTS

If you were in charge of setting the speed, what speed limit would you choose for a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q2A: ALL RESPONDENTS



In your experience, what is a typical speed limit on a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 100] MPH

Q2B: ALL RESPONDENTS

How often do you drive faster than the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q2C: ALL RESPONDENTS

How often do you travel 10 MPH or more over the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q2D: ALL RESPONDENTS

If you were in charge of setting the speed, what speed limit would you choose for a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q3A: ALL RESPONDENTS



In your experience, what is a typical speed limit on a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 100] MPH

Q3B: ALL RESPONDENTS

How often do you drive faster than the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q3C: ALL RESPONDENTS

How often do you travel 15 MPH or more over the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q3D: ALL RESPONDENTS

If you were in charge of setting the speed, what speed limit would you choose for a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q4A: ALL RESPONDENTS



In your experience, what is a typical speed limit on a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 100] MPH

Q4B: ALL RESPONDENTS

How often do you drive faster than the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q4C: ALL RESPONDENTS

How often do you travel 15 MPH or more over the speed limit on a road like this?

Response Options:

1. Often
2. Sometimes
3. Rarely
4. Never
5. Don't know

Q4D: ALL RESPONDENTS

If you were in charge of setting the speed, what speed limit would you choose for a road like this? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

[RANDOMIZE ORDER OF Q5A–D TO Q8A–D]

Q5A: ALL RESPONDENTS



Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you, personally, to think that driver was “speeding?” *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q5B: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving irresponsibly? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q5C: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving dangerously? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q5D: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go to get pulled over by the police? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q6A: ALL RESPONDENTS



Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you, personally, to think that driver was “speeding?” *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q6B: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving irresponsibly? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q6C: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving dangerously? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q6D: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go many to get pulled over by the police? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q7A: ALL RESPONDENTS



Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you, personally, to think that driver was “speeding?” *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q7B: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving irresponsibly? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q7C: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving dangerously? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q7D: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go many to get pulled over by the police? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q8A: ALL RESPONDENTS



Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you, personally, to think that driver was “speeding?” *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q8B: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving irresponsibly? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q8C: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go for you to think that driver was driving dangerously? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q8D: ALL RESPONDENTS

Assuming the speed limit on this road was set according to the picture, how fast would a driver need to go many to get pulled over by the police? *Please respond in miles per hour (MPH).*

Response Options:

[NUMBOX, 0 – 200] MPH

Q9: ALL RESPONDENTS

How often are each of the following reasons for driving over the speed limit true for you? [RANDOMIZE ORDER]

- A. To reach my destination faster
- B. To avoid dangerous situations on the road
- C. To get around slow drivers
- D. To show passengers that I'm a skilled driver
- E. So that I won't annoy other drivers
- F. So that I won't hold up traffic
- G. Because I like the feeling of driving fast
- H. Because it's fun to bend the rules
- I. Because the way the road is built makes me drive faster
- J. Because my car was designed to drive fast
- K. Because it keeps me alert
- L. Because it makes me feel more in control
- M. Because that's just how I normally drive
- N. Because the speed limit is set too low

Response Options:

- 1. Always
- 2. Often
- 3. Sometimes
- 4. Rarely
- 5. Never

Q10: ALL RESPONDENTS

How often do you stop yourself from driving over the speed limit when you want to?

Response Options:

- 1. Always
- 2. Often
- 3. Sometimes
- 4. Rarely
- 5. Never

Q11: [SHOW IF Q10 = 1 OR 2 OR 3 OR 4]

Why do you stop yourself from driving over the speed limit? *Please select all that apply.*
[RANDOMIZE ORDER]

- A. Because there's too much traffic
- B. Because the road isn't in good condition
- C. Because of bad weather
- D. Because travelling over the speed limit isn't the right thing to do
- E. Because going over the speed limit is against the law
- F. Because I don't want to get into an accident
- G. Because it increases my travel costs
- H. Because it's bad for the environment
- I. Because it puts other road users at risk
- J. Because I don't want to get a speeding ticket
- K. Because I'm worried about my driving record
- L. Because I'm not in a rush
- M. Because it doesn't actually save any time
- N. Because I don't want passengers to think I'm a risky driver
- O. Because I don't want my insurance premiums to rise
- P. None of the above

Q12: ALL RESPONDENTS

Please tell us how your driving changes in each situation. [RANDOMIZE ORDER]

- A. When my children are in the vehicle
- B. When my friends are in the vehicle
- C. When my spouse/partner is in the vehicle
- D. During rush hour
- E. When I'm driving on a road I know really well
- F. When I'm driving on a road I've never been on before
- G. When it's dark
- H. When it's raining
- I. When it's a sunny day
- J. When I'm feeling excited
- K. When I'm feeling angry
- L. When I'm feeling stressed
- M. When there's no traffic
- N. When I'm listening to up-beat music
- O. When I'm on a long driving trip
- P. When I'm tired

Response Options:

- 1. I'm less likely to speed
- 2. My driving does not change
- 3. I'm more likely to speed
- 4. Not applicable

Next, we are going to describe how other drivers sometimes behave. We want to know what you think of their behavior.

[RANDOMIZE ORDER Q13A–D TO Q18A–D]

Q13A: ALL RESPONDENTS

It's a clear, sunny day and you're driving on the highway in light traffic. You see a driver going much faster than the speed of traffic.

When you're on the highway, how often do you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q13B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q13C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q13D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q14A: ALL RESPONDENTS

You're sitting in a busy restaurant and notice the person at the table next to you consumes 4 alcoholic drinks in 2 hours. You watch them get into their car and drive away. It's late at night and dark outside. You see the driver turn out of the restaurant parking lot and head on their way.

When you're out at night, how often do you think you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q14B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q14C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q14D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q15A: ALL RESPONDENTS

You're stopped at a red light on a busy main road. You glance over at the car next to you and notice the driver is holding and typing a message on their phone. When the light turns green, they start driving with their phone still in their hand.

When you're on a busy main road, how often do you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q15B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q15C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q15D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q16A: ALL RESPONDENTS

On a long, straight highway, you notice the driver in a vehicle near you yawn. A few miles later, you notice that the driver appears to be nodding off and jolts themselves awake.

When you're on the highway, how often do you think you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q16B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q16C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q16D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q17A: ALL RESPONDENTS

You're driving on a busy suburban road during rush hour. You notice that suddenly a car has started following you very closely. You're driving the speed limit, but it's clear the driver behind you wants you to speed up. As soon as they're able, the driver switches lanes and speeds by you.

When you're on suburban roads, how often do you think you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q17B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q17C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q17D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q18A: ALL RESPONDENTS

You're on your daily walk in a quiet residential neighborhood where the speed limit is 25 MPH. A driver goes by you, and they appear to be going much faster than they're supposed to.

When you're on residential roads, how often do you think you see a driver behave like this?

Response Options:

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q18B: ALL RESPONDENTS

How concerned are you about this driver's behavior?

Response Options:

1. Extremely concerned
2. Very concerned
3. Moderately concerned
4. A little concerned
5. Not concerned at all

Q18C: ALL RESPONDENTS

On a 30-minute journey, what do you think the chance is that this driver will get into an accident?

Response Options:

1. High chance of getting into an accident
2. Moderate chance of getting into an accident
3. Low chance of getting into an accident
4. No chance of getting into an accident

Q18D: ALL RESPONDENTS

On a 30-minute journey, how likely is this driver to be pulled over by the police?

Response Options:

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q19: ALL RESPONDENTS

How much of a problem do you think speeding is now compared to recent years?

Response Options:

1. Much bigger problem today
2. Somewhat bigger problem today
3. About the same
4. Somewhat smaller problem today
5. Much smaller problem today
6. I don't think speeding is a problem

We would like to know what you think about some traditional strategies used to try to prevent speeding.

[ALL PARTICIPANTS RECEIVE Q20A-F AND Q21A-F; RANDOMIZE RESPONDENTS TO RECEIVE 2 FURTHER QUESTIONS IN THIS SECTION (Q22A-E, Q23A-E, Q24A-E, Q25A-E)]

Q20A: ALL RESPONDENTS

Increased police presence issuing more speeding tickets



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q20B: ALL RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q20C: ALL RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q20D: ALL RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q20E: ALL RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q20F: ALL RESPONDENTS

What do you think is the main reason governments introduce this strategy?

Response Options:

1. To make roads safer
2. To bring in money
3. Other, please specify [TEXTBOX]

Q21A: ALL RESPONDENTS

Automated speed cameras. These are stationary cameras that automatically send a speeding ticket to the owner of a vehicle that is caught going faster than the speed limit.



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q21B: ALL RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q21C: ALL RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q21D: ALL RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q21E: ALL RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q21F: ALL RESPONDENTS

What do you think is the main reason governments introduce this strategy?

Response Options:

1. To make roads safer
2. To bring in money
3. Other, please specify [TEXTBOX]

Q22A: SELECTED RESPONDENTS

Electronic signs that warn drivers they are speeding and should slow down



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q22B: SELECTED RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q22C: SELECTED RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q22D: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q22E: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q23A: SELECTED RESPONDENTS

Speed humps



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q23B: SELECTED RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q23C: SELECTED RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q23D: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q23E: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q24A: SELECTED RESPONDENTS

Rumble strips



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q24B: SELECTED RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q24C: SELECTED RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q24D: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q24E: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q25A: SELECTED RESPONDENTS

Traffic circle



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q25B: SELECTED RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q25C: SELECTED RESPONDENTS

How strongly would you support using this strategy in your neighborhood?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q25D: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area where there have been speeding-related accidents before?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Q25E: SELECTED RESPONDENTS

How strongly would you support using this strategy in an area with a high potential for speeding-related accidents?

Response Options:

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

Next, we would like to know what you think of some vehicle features used to prevent speeding.

Q26A: ALL RESPONDENTS

In-vehicle alert that warns the driver if they're going above the speed limit. This device uses your GPS location to recognize the speed limit on the road you're driving and issues a warning on the dashboard if the vehicle speed is higher than the posted speed limit. This feature can easily be turned off.



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q26B: ALL RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q26C: ALL RESPONDENTS

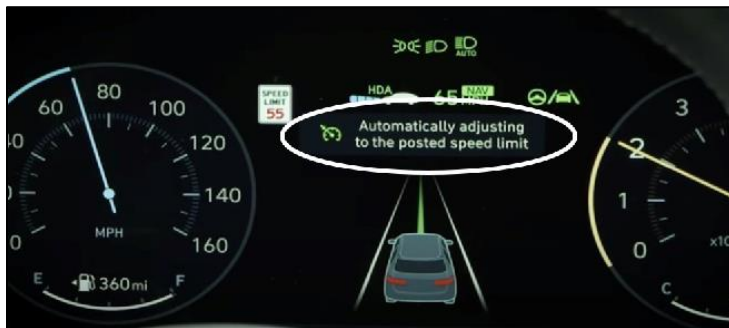
Would you want your next car to have this feature?

Response Options:

1. Yes
2. No

Q27A: ALL RESPONDENTS

Speed limiter that physically slows down the vehicle to the posted speed limit. This device uses your GPS location to recognize the speed limit on the road you're driving and slows down the vehicle to the posted speed limit. A driver can override this feature by tapping a pedal, if they choose.



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q27B: ALL RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q27C: ALL RESPONDENTS

Would you want your next car to have this feature?

Response Options:

1. Yes
2. No

Q27D: ALL RESPONDENTS

Would you want this feature in the next car of drivers in the following groups?

- A. Older drivers
- B. Younger drivers
- C. Large truck drivers (18-wheelers)
- D. Delivery van drivers
- E. Taxi or rideshare drivers
- F. Drivers with a record of serious speeding offenses
- G. Drivers with a record of impaired driving (alcohol or drugs)

Response Options:

1. Yes
2. No

Q28A: ALL RESPONDENTS

Speed limiter that physically slows down the vehicle to the posted speed limit. A driver cannot override this feature. This may also be known as a speed governor.



Would this affect your choice of speed?

Response Options:

1. Yes
2. No

Q28B: ALL RESPONDENTS

Do you think this would affect other drivers' choice of speed?

Response Options:

1. Yes
2. No

Q28C: ALL RESPONDENTS

Would you want your next car to have this feature?

Response Options:

1. Yes
2. No

Q28D: ALL RESPONDENTS

Would you want this feature in the next car of drivers in the following groups?

- A. Older drivers
- B. Younger drivers
- C. Large truck drivers (18-wheelers)
- D. Delivery van drivers
- E. Taxi or rideshare drivers
- F. Drivers with a record of serious speeding offenses
- G. Drivers with a record of impaired driving (alcohol or drugs)

Response Options:

- 1. Yes
- 2. No

Q29: ALL RESPONDENTS

How would you describe the level of speeding enforcement in your area?

Response Options:

- 1. There isn't enough police enforcement
- 2. The level of enforcement is about right
- 3. There's too much police enforcement

Q30: ALL RESPONDENTS

What strategies do you use to avoid getting a speeding ticket? *Please select all that apply.*

- A. Choose a route without speed cameras or speed traps
- B. Use a personal in-vehicle radar detector (Radar guns are used by police to check vehicle speeds. A driver may use an in-vehicle radar detector to see if there are any police nearby that are using radar guns.
- C. Use apps (Waze, Google Maps, Apple maps, etc.) to tell me where speed cameras or speed traps are
- D. Adjust my speed so it matches the vehicles around me
- E. Make sure that there's always another vehicle near me going faster
- F. Use the cruise control feature on my vehicle
- G. Convince the police officer that pulled me over not to give me a ticket
- H. Other, please specify [TEXTBOX]

Q31: ALL RESPONDENTS

What steps do you take to warn other drivers of speeding enforcement or police presence? *Please select all that apply.*

- A. Report police presence on an app (Waze, Google Maps, Apple Maps, etc.)
- B. Flash my headlights at other drivers
- C. Spread the word to those around me
- D. Other, please specify [TEXTBOX]
- E. I don't warn other drivers

Here are a number of statements about driving. For each statement, select the response (from “*Strongly disagree*” to “*Strongly agree*”) that most accurately captures your thoughts or feelings.

Q32: ALL RESPONDENTS

- A. Going a little bit over the speed limit isn't really “speeding”
- B. Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you've been driving for a while, you can drive a little bit over the speed limit
- C. I go over the speed limit all the time and never feel unsafe
- D. It's safer for me to drive with the flow of traffic than obey the speed limit
- E. When I do speed, I don't go so fast that I worry about dying if I get in an accident
- F. A lot of roads don't have a reasonable speed limit, so it makes more sense to use your best judgement instead
- G. It's okay to speed by “goody-goody” drivers who are driving the speed limit
- H. Regularly checking the speedometer to make sure I'm not going too fast pulls my attention away from driving safely
- I. It's okay to go over the speed limit because speed limits were set with the expectation that people will drive faster than them
- J. If people want to drive the speed limit, they shouldn't be in the left lane
- K. I don't think that driving faster than the speed limit has much to do with whether I get into an accident or not
- L. I speed all the time, and I've never been pulled over
- M. No one actually drives the speed limit, speeding is just the norm nowadays

Response Options:

- 1. Strongly disagree
- 2. Disagree
- 3. Neither disagree nor agree
- 4. Agree
- 5. Strongly agree

Here are a number of statements that focus on whether you feel you have enough time in your life to do the things you want to do. For each statement, select the response (from “*Strongly disagree*” to “*Strongly agree*”) that most accurately captures your thoughts or feelings.

Q33: ALL RESPONDENTS

- A. There aren’t enough hours in the day
- B. I have enough time to do the things I want to do
- C. I feel pressure to fit everything in
- D. The days fly by without me ever getting everything done
- E. I’m often in a hurry
- F. I feel in control of how I spend my time
- G. I should have more time to do the things I enjoy
- H. I worry about how well I use my time
- I. I have enough time to properly prepare for things
- J. I think I won’t finish work I set out to do
- K. I feel disappointed with how I spend my time
- L. I always run out of time
- M. I feel rushed to do the things I have to do

Response Options:

- 1. Strongly disagree
- 2. Disagree
- 3. Neither disagree nor agree
- 4. Agree
- 5. Strongly agree

Q34: ALL RESPONDENTS

How many accidents have you been involved in while you were driving? *Count all accidents, even if they were not your fault.*

Response Options:

[NUMBOX, 0–99]

Q35: SHOW IF Q34 = 1–99

Roughly when was the most recent accident you were involved in while driving?

Response Options:

[DROPDOWN; RANGE 2025 – ((2025 – S_AGE) + 16)]

Q36: ALL RESPONDENTS

How many times in the past 2 years have you received a ticket after having been pulled over by the police?

Response Options:

[NUMBOX, 0–99]

Q37A: SHOW IF Q36 = 1

Was it for speeding?

Response Options:

1. Yes
2. No

Q37B: SHOW IF Q36 = 2–99

How many of those tickets were for speeding?

Response Options:

[NUMBOX, 0–99]

Q38: ALL RESPONDENTS

How many times in the past 2 years have you received a ticket in the mail after your car was caught on camera violating a traffic law?

Response Options:

[NUMBOX, 0–99]

Q39A: SHOW IF Q38 = 1

Was it for speeding?

Response Options:

1. Yes
2. No

Q39B: SHOW IF Q38 = 2–99

How many of those tickets were for speeding?

Response Options:

[NUMBOX, 0–99]

Appendix D: Latent Class Inputs and Solutions

Table D1. Inputs into the Latent Class Analysis

Indicator	Construction	Categories	Survey Questions
Perception of the relative risk of speeding on highways Perception of the relative risk of speeding on residential roads	Compare the risk score for speeding behaviors to the average risk score across all measured behaviors	• Behavior is comparatively less dangerous • Behavior is similarly risky • Behavior is comparatively more dangerous	Q13a – Q18d
Speed limit credibility on residential roads Speed limit credibility on arterial roads Speed limit credibility on rural highways Speed limit credibility on urban highways	Sum of the % difference between respondent suggested speed limit and respondent expected speed limit on each road type	• Speed limit should be lowered (too high by at least 10%) • Speed limit is about right • Speed limit should be raised (too low by at least 10%)	Q1a–Q4a; Q1d–Q4d
Support for infrastructure-/enforcement-related countermeasures	What proportion of infrastructure-/enforcement-related countermeasures (speed humps, automated cameras, etc) would respondents support introducing in areas with a history of speed-related crashes	• Low countermeasure support (supports 50% of countermeasures) • Moderate countermeasure support (support 50%–75% of countermeasures) • High countermeasure support (support 76%–100% of countermeasures)	Q20c–Q25e

Indicator	Construction	Categories	Survey Questions
Support for an overridable ISA speed limiter Support for a non-overridable ISA speed limiter	Combines questions asking about whether respondents would like this feature in their next vehicle and whether they would like this feature in the vehicles of different population groups.	- I want this feature in my vehicle - I don't want this feature in my vehicle but I do want it in other drivers' vehicles - I don't want this feature in any vehicle	Q27da–Q27dg; Q28da–Q28dg
Definition of “speeding” on residential roads Definition of “speeding” on arterial roads Definition of “speeding” on rural highways Definition of “speeding” on urban highways	Difference between respondent definition of speeding (q5a) and indicated speed limit (25–70mph) as a percentage of indicated speed limit.	- Low threshold: “Speeding” is within 10% of posted speed limit - Medium threshold: “Speeding” is between 10%–20% posted speed limit - High threshold: “Speeding” is more than 20% of posted speed limit	Q5a–Q8a
Enforcement avoidance	Combines questions asking about strategies respondents use to avoid speeding enforcement and strategies respondents use to warn other drivers of speed enforcement.	- I don't avoid speeding enforcement - I avoid enforcement but don't warn others - I avoid enforcement and warn others	Q31_5; Q30_9;
Moral disengagement	Mean of all moral disengagement items (1= Strongly disagree to 5 = Strongly Agree)	- Low moral disengagement: (mean score less than 2; mostly disagree with statements) - Moderate moral disengagement (mean score between 2 and 3) - High moral disengagement (mean score greater than 3; mostly agree with statements)	Q32a–Q32m

Table D2. Information Criteria Applied to the Selection of Number of Classes

# of Extracted Classes	AIC	BIC	AdjBIC	Entropy
2	412203.6	412658.9	412471.4	0.793
3	405492.2	406179.1	405896.2	0.729
4	401298.3	402216.6	401838.4	0.741
5	398354.5	399504.4	399030.8	0.764
6	396133.5	397514.8	396946.0	0.761
7	394385.1	395998	395333.8	0.766

Latent class analyses were estimated for solutions ranging from two to seven classes. Model fit was evaluated using information criteria (see Table D2), which were compared across solutions and examined graphically. Based on these results, the 4-, 5-, and 7-class solutions were selected for further consideration. Each solution was then assessed for substantive interpretability. Both the 4- and 5-class solutions yielded distinct and meaningful groups, whereas the 7-class solution produced several ambiguous classes that were considered less theoretically meaningful. Although the 4-class solution provided a parsimonious and interpretable representation of the data, it appeared to obscure important distinctions captured by the 5-class solution. Accordingly, the 5-class solution was selected as the final model.

Table D3. Proportion of Drivers (%) in Each Class by Selected Demographic, Perceptions of Time Pressure, and Driving History Information

		Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy- First (16%)
Age	16–29	19	24	9	27	21
	30–44	29	23	15	36	33
	45–59	23	20	23	23	21
	60+	30	33	53	15	26
Sex	Female	51	58	56	49	38
	Male	50	42	44	51	62
Education	Less than HS	33	37	19	24	23
	Some college/associates degree	36	38	36	37	33
	Bachelor's degree	18	15	25	24	26
	Post-graduate/professional degree	13	11	20	15	17
Reported Number of Crashes (ever)	0	41	43	22	32	29
	1	22	22	24	22	23
	2	19	19	27	21	21
	3+	18	16	28	25	27
Recent Crash and Ticket History	Recent crash (last 2 years)	15	19	16	25	21
	Given a ticket by police	13	12	4	14	10
	Given a <i>speeding</i> ticket by police	8	6	2	9	7
	Gotten a ticket from a camera	9	8	6	11	7
	Gotten a <i>speeding</i> ticket from a camera	6	5	2	6	4

		Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy- First (16%)
Region	Northeast	14	18	14	20	18
	Midwest	21	14	25	17	23
	South	39	45	36	39	36
	West	26	23	25	23	23
Metro Area Status	Non-metro area	16	11	17	10	15
	Metro area	84	89	83	90	85
Time Pressure (means)	Chronic time pressure inventory	37.5	36.6	36.4	41.2	38.6
	Harried subscale	14.5	14.0	14.0	15.7	14.6
	Time shortage subscale	23.0	22.6	22.4	25.5	24.0

Table D4. Proportion of Drivers (%) in Each Class by Speeding Behavior and Situational Speeding

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Speeding Behavior					
No Speeding	35	30	28	4	13
Rare Speeding	32	38	46	21	32
Some Speeding	22	24	24	43	36
Frequent Speeding	11	9	2	32	19
Situational speeding: When my children are in the vehicle					
I'm less likely to speed	37	50	50	55	38
My driving does not change	34	27	21	18	28
I'm more likely to speed	5	2	0	2	2
Not applicable	24	21	29	26	32
Situational speeding: When my friends are in the vehicle					
I'm less likely to speed	27	31	32	33	26
My driving does not change	55	54	61	57	63
I'm more likely to speed	6	4	2	5	4
Not applicable	12	11	5	5	7
Situational speeding: When my spouse/partner is in the vehicle					
I'm less likely to speed	23	33	23	28	22
My driving does not change	54	49	59	53	62
I'm more likely to speed	7	3	2	4	3
Not applicable	17	15	17	16	13

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Situational speeding: During rush hour					
I'm less likely to speed	41	45%	61	57	55
My driving does not change	39	39%	27	28	32
I'm more likely to speed	9	6%	6	11	7
Not applicable	11	9%	6	5	6
Situational speeding: When I'm driving on a road I know really well					
I'm less likely to speed	13	15	4	6	4
My driving does not change	50	59	48	32	37
I'm more likely to speed	27	20	46	59	56
Not applicable	10	6	3	3	3
Situational speeding: When I'm driving on a road I've never been on before					
I'm less likely to speed	54	64	86	77	77
My driving does not change	30	27	13	17	19
I'm more likely to speed	7	2	0	3	2
Not applicable	8	7	2	4	3
Situational speeding: When it's dark					
I'm less likely to speed	56	64	87	70	66
My driving does not change	29	26	11	22	28
I'm more likely to speed	6	2	1	5	3
Not applicable	9	8	2	3	3

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Situational speeding: When it's raining					
I'm less likely to speed	63	73	92	85	82
My driving does not change	22	19	7	10	14
I'm more likely to speed	6	2	0	2	2
Not applicable	9	7	1	3	3
Situational speeding: When it's a sunny day					
I'm less likely to speed	13	13	3	4	5
My driving does not change	61	67	70	56	63
I'm more likely to speed	16	11	23	35	28
Not applicable	10	8	3	5	5
Situational speeding: When I'm feeling excited					
I'm less likely to speed	13	14	4	6	4
My driving does not change	57	60	66	53	63
I'm more likely to speed	20	15	24	35	27
Not applicable	10	11	5	6	6
Situational speeding: When I'm feeling angry					
I'm less likely to speed	16	22	10	9	8
My driving does not change	51	50	54	45	56
I'm more likely to speed	21	17	29	39	30
Not applicable	12	11	7	7	7

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Situational speeding: When I'm feeling stressed					
I'm less likely to speed	23	30	22	18	15
My driving does not change	52	49	53	47	58
I'm more likely to speed	15	11	20	28	20
Not applicable	10	9	5	7	7
Situational speeding: When there's no traffic					
I'm less likely to speed	12	13	5	4	5
My driving does not change	49	53	40	23	31
I'm more likely to speed	30	27	53	69	61
Not applicable	9	7	3	3	3
Situational speeding: When I'm listening to up-beat music					
I'm less likely to speed	10	13	3	4	3
My driving does not change	58	59	65	51	62
I'm more likely to speed	19	17	25	38	29
Not applicable	12	12	7	7	7
Situational speeding: When I'm on a long driving trip					
I'm less likely to speed	14	17	7	8	8
My driving does not change	49	50	43	30	37
I'm more likely to speed	26	24	46	58	52
Not applicable	11	10	4	4	4

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Situational speeding: When I'm tired					
I'm less likely to speed	46	54	67	60	57
My driving does not change	38	35	27	29	33
I'm more likely to speed	7	3	3	8	6
Not applicable	10	9	3	4	5

Table D5. Proportion of Drivers (%) in Each Class by Motivations to Speed and Motivations to Refrain from Speeding

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Motivation to speed: To reach my destination faster					
Always	6	3	1	14	11
Often	12	7	15	28	25
Sometimes	30	29	44	41	39
Rarely	23	26	27	12	17
Never	29	35	14	5	8
Motivation to speed: To avoid dangerous situations on the road					
Always	7	6	2	7	3
Often	9	6	7	12	12
Sometimes	31	28	38	43	44
Rarely	26	26	32	26	26
Never	28	34	21	13	15
Motivation to speed: To get around slow drivers					
Always	5	2	2	14	9
Often	13	9	23	37	36
Sometimes	38	41	55	38	43
Rarely	21	23	15	8	8
Never	23	25	5	4	5

		Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Motivation to speed: To show passengers that I'm a skilled driver						
	Always	3	1	0	1	1
	Often	6	2	0	3	1
	Sometimes	11	6	1	6	6
	Rarely	12	13	15	21	16
	Never	68	78	84	69	77
Motivation to speed: So that I won't annoy other drivers						
	Always	4	1	1	4	3
	Often	9	5	10	18	16
	Sometimes	29	22	38	36	40
	Rarely	19	25	27	22	21
	Never	39	46	25	20	20
Motivation to speed: So that I won't hold up traffic						
	Always	4	1	2	6	5
	Often	12	7	15	27	23
	Sometimes	33	31	45	39	43
	Rarely	21	23	23	17	18
	Never	31	39	16	11	11

		Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Motivation to speed: Because I like the feeling of driving fast						
	Always	4	1	0	6	4
	Often	6	3	2	9	9
	Sometimes	16	11	15	28	25
	Rarely	19	20	31	30	27
	Never	55	65	52	27	35
Motivation to speed: Because it's fun to bend the rules						
	Always	4	1	0	2	2
	Often	4	2	0	4	2
	Sometimes	13	8	3	13	12
	Rarely	15	13	22	30	25
	Never	65	77	75	51	59
Motivation to speed: Because the way the road is built makes me drive faster						
	Always	4	1	0	5	2
	Often	7	5	7	17	15
	Sometimes	24	19	34	37	36
	Rarely	22	22	27	19	21
	Never	43	53	32	23	26

		Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Motivation to speed: Because my car was designed to drive fast						
	Always	3	1	0	3	2
	Often	5	2	1	6	5
	Sometimes	15	8	4	16	13
	Rarely	15	18	22	26	22
	Never	62	71	74	49	58
Motivation to speed: Because it keeps me alert						
	Always	5	3	0	5	2
	Often	7	3	1	8	5
	Sometimes	15	12	8	20	17
	Rarely	15	21	26	31	27
	Never	58	62	65	36	51
Motivation to speed: Because it makes me feel more in control						
	Always	4	1	0	3	2
	Often	6	2	1	8	5
	Sometimes	14	11	9	19	17
	Rarely	18	20	27	32	28
	Never	59	67	63	39	49

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Motivation to speed: Because that's just how I normally drive					
Always	6	1	1	10	8
Often	8	4	9	24	22
Sometimes	22	17	25	36	34
Rarely	21	25	32	18	20
Never	43	52	32	12	17
Motivation to speed: Because the speed limit is set too low					
Always	4	0	0	9	7
Often	8	4	6	26	23
Sometimes	27	26	41	43	43
Rarely	24	27	33	15	17
Never	39	43	20	7	11
Motivations not to speed (Proportion of drivers who selected each option)					
Because there's too much traffic	31	32	52	49	53
Because the road isn't in good condition	31	29	50	47	48
Because of bad weather	41	46	68	62	63
Because travelling over the speed limit isn't the right thing to do	40	49	41	19	17
Because going over the speed limit is against the law	47	56	50	30	29
Because going over the speed limit is against the law	56	70	82	68	61
Because it increases my travel costs	11	9	8	5	5
Because it's bad for the environment	10	11	5	3	3
Because it puts other road users at risk	45	58	58	41	36

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Because I don't want to get a speeding ticket	57	69	88	80	79
Because I'm worried about my driving record	25	30	26	27	24
Because I'm not in a rush	33	37	49	41	43
Because it doesn't actually save any time	26	31	33	19	20
Because I don't want passengers to think I'm a risky driver	20	25	21	21	15
Because I don't want my insurance premiums to rise	32	35	38	31	30

Table D6. Proportion of Drivers (%) in Each Class by Elements of Perceptions of Risk

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Frequency of noticing highway speeding					
Always	21	26	22	32	22
Often	42	44	60	46	50
Sometimes	28	25	17	20	23
Rarely/Never	10	5	1	2	5
Frequency of noticing residential speeding					
Always	11	13	6	10	6
Often	33	37	41	36	31
Sometimes	40	40	41	41	43
Rarely/Never	17	11	12	14	20
Level of concern for highway speeding					
Extremely concerned	21	28	11	10	5
Very Concerned	29	36	31	15	14
Moderately Concerned	32	30	42	43	37
Little/No Concern	17	6	16	32	44
Level of concern for residential speeding					
Extremely concerned	26	33	20	19	12
Very Concerned	34	39	42	29	26
Moderately Concerned	26	21	30	35	36
Little/No Concern	14	7	9	17	26
Chance of crash: highway speeding					
High chance	23	29	11	11	4
Moderate chance	47	54	56	47	38
Low/No chance	31	17	34	43	58

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Chance of crash: residential speeding					
High chance	18	26	7	12	6
Moderate chance	48	52	52	44	37
Low/No chance	34	22	41	44	57
Likelihood of police apprehension					
Likely to get a ticket for highway speeding	61	72	50	56	41
Likely to get a ticket for residential speeding	53	65	32	44	30

Table D7. Proportion of Drivers (%) in Each Class by Agreement with Moral Disengagement Items

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Going a little bit over the speed limit isn't really "speeding"					
Strongly Disagree	16	11	2	2	1
Disagree	26	25	19	6	10
Neither Agree or Disagree	32	35	30	19	23
Agree	20	27	44	49	44
Strongly Agree	5	3	5	23	22
Speed limits are targeted at the most inexperienced drivers, to make sure everyone drives safely—once you've been driving for a while, you can drive a little bit over the speed limit					
Strongly Disagree	28	25	20	9	10
Disagree	31	37	46	26	32
Neither Agree or Disagree	27	28	26	36	40
Agree	10	8	8	24	14
Strongly Agree	4	2	0	5	4
I go over the speed limit all the time and never feel unsafe					
Strongly Disagree	31	33	22	6	6
Disagree	26	40	42	17	21
Neither Agree or Disagree	27	23	28	40	35
Agree	11	4	9	28	30
Strongly Agree	5	0	0	9	8

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
It's safer for me to drive with the flow of traffic than obey the speed limit					
Strongly Disagree	15	16	4	3	1
Disagree	18	26	15	5	5
Neither Agree or Disagree	36	37	32	24	25
Agree	24	19	45	48	48
Strongly Agree	7	3	4	20	22
When I do speed, I don't go so fast that I worry about dying if I get in an accident					
Strongly Disagree	21	22	9	4	4
Disagree	15	21	17	6	9
Neither Agree or Disagree	33	30	29	30	35
Agree	21	22	35	41	36
Strongly Agree	10	6	10	19	17
A lot of roads don't have a reasonable speed limit, so it makes more sense to use your best judgement instead					
Strongly Disagree	23	21	15	5	4
Disagree	28	31	47	20	26
Neither Agree or Disagree	30	30	25	38	40
Agree	14	15	12	31	24
Strongly Agree	5	3	0	6	7
It's okay to speed by "goody-goody" drivers who are driving the speed limit					
Strongly Disagree	27	28	17	4	6
Disagree	30	39	51	26	29
Neither Agree or Disagree	29	26	27	45	47
Agree	9	7	6	20	15
Strongly Agree	5	1	0	5	3

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
Regularly checking the speedometer to make sure I'm not going too fast pulls my attention away from driving safely					
Strongly Disagree	18	18	15	8	9
Disagree	29	33	54	33	41
Neither Agree or Disagree	31	28	19	32	31
Agree	15	16	11	22	16
Strongly Agree	8	6	2	5	3
It's okay to go over the speed limit because speed limits were set with the expectation that people will drive faster than them					
Strongly Disagree	29	33	19	7	5
Disagree	31	38	55	31	34
Neither Agree or Disagree	29	24	23	43	44
Agree	8	4	4	16	14
Strongly Agree	4	1	0	3	2
If people want to drive the speed limit, they shouldn't be in the left lane					
Strongly Disagree	11	12	5	3	3
Disagree	16	18	13	6	7
Neither Agree or Disagree	30	30	17	21	21
Agree	29	32	43	34	35
Strongly Agree	14	9	22	36	35
I don't think that driving faster than the speed limit has much to do with whether I get into an accident or not					
Strongly Disagree	26	31	15	7	5
Disagree	27	34	51	26	25
Neither Agree or Disagree	31	28	24	38	39
Agree	12	6	11	23	26
Strongly Agree	4	2	0	5	6

	Strict Compliance Advocates (21%)	Safety-Focused Realists (14%)	Principled Pragmatists (26%)	Tolerant but Non-Compliant (23%)	Autonomy-First (16%)
I speed all the time, and I've never been pulled over					
Strongly Disagree	34	40	30	15	15
Disagree	25	29	48	34	38
Neither Agree or Disagree	26	23	19	34	35
Agree	10	6	3	14	11
Strongly Agree	5	1	0	4	2
No one actually drives the speed limit, speeding is just the norm nowadays					
Strongly Disagree	19	22	11	4	5
Disagree	24	28	33	18	22
Neither Agree or Disagree	32	32	27	38	38
Agree	19	16	27	34	29
Strongly Agree	6	3	2	6	6