

Speed cameras  
– the views of  
high mileage drivers

Speed Camera  
White Paper Report  
July 2015



# High mileage drivers, compared to other mileage types, are more sceptical about the positive influence speed cameras may have had on UK road casualties.

Reading this, you might be reminded of a time when you were driving along and suddenly noticed the double-flash of a speed camera behind your vehicle. Had you just been caught speeding or was it as a result of the way the vehicle in front or behind you was driving? And if you run a fleet of vehicles at work, you may be familiar with the number of speeding convictions that arrive for your company drivers and the impact this has on fleet costs, insurance premiums and even the revoking of an employee's licence. Amongst UK drivers, the subject of speed cameras is a relatively controversial one and one that can provoke a strong or even emotional response. Perhaps this is a result of several factors; being previously identified by one, the impression they can give of being part of "big brother", perceived simply as a means to raise funds at driver's expense, of limited benefit towards improving road safety.

The number of speed cameras of all types now numbers in excess of six thousand in the UK and therefore they are part of every motorist's life to a varying degree. But what do drivers really think of them and in particular, what do drivers who spend a lot of time behind the wheel (i.e. high mileage drivers) think of them?

In October 2014, the Institute of Advanced Motorists (IAM) commissioned a survey to investigate the opinions and attitudes of drivers towards the deployment and effectiveness of speed cameras. For this exercise, we wanted to understand what high mileage drivers thought – by implication, high-mileage could very likely be a result of driving for work and therefore these opinions will be of relevance and importance to the business driver, fleet manager and to any company who has people who drive.

In total, 1,001 drivers across low, medium and high mileage use were asked the 8 eight questions of the survey and the results are here for you to analyse.



**1 in 4 high-mileage drivers**

are sceptical about the positive influence of speed cameras



**1 in 5 medium-mileage drivers**

are sceptical about the positive influence of speed cameras



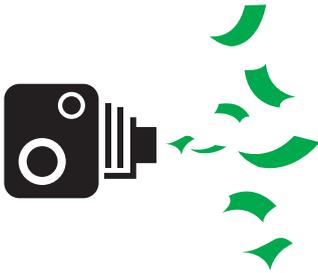
**1 in 6 low-mileage drivers**

are sceptical about the positive influence of speed cameras

**Some of the headline results include:**



- 28% of high mileage drivers have a negative view of speed cameras – 10% more than other drivers.
- 60% of high mileage drivers believe there is another reason for installing speed cameras (other than at accident “black-spots”)
- High mileage drivers are more likely to live with someone who has been convicted of a speeding offence or have been convicted of one themselves
- 20% of high mileage drivers are against speed awareness courses – the highest of any mileage group



- Just over half of high mileage drivers believe speed cameras are a money-making tool – the most of any mileage group
- High mileage drivers are the most split on whether the money generated from speed awareness courses should be used to operate speed cameras
- Just over a quarter of high mileage drivers believe speed cameras have had little or no effect – the highest of any group
- Only 36% of high mileage drivers believe casualty figures would rise (if speed cameras were removed) – the lowest of any mileage group

The results show that relatively, high mileage drivers have a negative opinion of speed cameras and are sceptical as to why they are deployed, with the majority believing they are simply a money-making tool. This group of drivers also has the most negative opinion of speed awareness courses and a significant proportion of whom (27%) question any positive effect as a result of installing speed cameras.

# “Speed Camera” Survey

IAM Drive & Survive surveyed 1,001 drivers and each driver was categorised into one of three mileage types; low, medium and high. The 8 questions asked drivers for their opinion on differing aspects of speed camera use and effectiveness. The responses show a greater level of negativity shown towards speed cameras by high mileage drivers than other types; could this be a result of greater exposure to them (through more miles driven)?



## The survey asked:

1. It is now common for the authorities to use speed cameras at the side of the road to identify vehicles involved in speeding offences. How acceptable do you think this is? (Acceptable/Unacceptable)
2. Do you agree or disagree with the following statement: Speed cameras are only sited at places where accidents are happening? (Agree/Disagree)
3. Do you agree or disagree with the following statement: Raising money from fines is not the motive for speed cameras (Agree/Disagree)
4. Have you or someone in your household been convicted of a speeding offence within the last 3 years through a speed camera? (Yes/No)
5. In future, more drivers with a clean license caught speeding will be offered a speed awareness course costing around £100 rather than three penalty points and a £100 fine. Do you think this is a (good idea/bad idea)?
6. Part of that 100 cost will be used to fund the operation of speed cameras to replace government funding. Do you think this is a (good idea/bad idea)?
7. Deaths on UK roads have fallen from around 3,600 in the mid-nineties, when speed camera use became widespread, to 1,713 last year, a fall of more than a half. To what extent do you believe speed cameras have helped in this decline? (Positive/Negative)
8. What do you think would happen (to injuries and deaths on roads) if all the speed cameras in your area were switched off to save money (would go up/would stay the same/would continue to fall)?

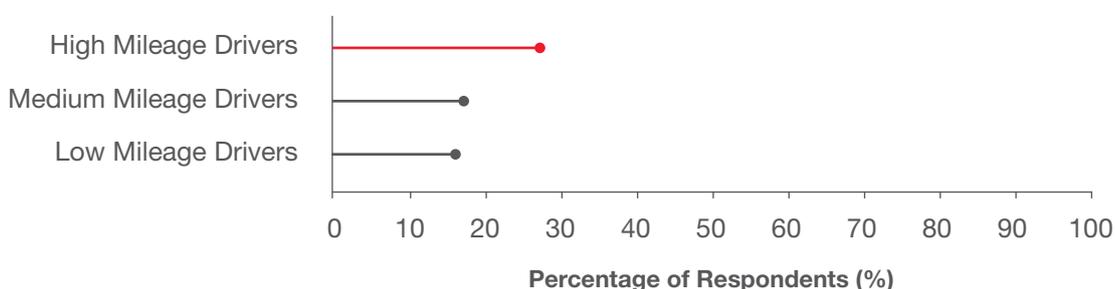
# 1. It is now common for the authorities to use speed cameras at the side of the road to identify vehicles involved in speeding offences. How acceptable do you think this is? (Acceptable/Unacceptable)

There are now over six thousand speed cameras of varying types across the UK and they and the signage indicating their presence, are a common site to the motorist. Types of camera now include; Gatso (rear-facing), Truvelo (forward-facing), SPECS and VECTOR (average speed), Mobile, Traffic light-combined and Radar.

With this question, we wanted to see if an acceptance of speed cameras existed, which statistically it does (72% of high mileage drivers in favour) and within that, if any mileage user groups were more or less in favour of them. Does increased exposure (through increased miles driven) to speed cameras make you more or less in favour of them?

<b>Acceptable</b> (Very/Quite):	Low (80%)	Medium (79%)	High (72%)
<b>Unacceptable</b> (Not at all/Not very):	Low (17%)	Medium (18%)	High (28%)

## Proportion of drivers who believe the use of speed cameras at the side of the road is unacceptable



### In summary:

- All drivers are more in favour of speed cameras than not, however high mileage drivers are less likely to be in favour
- Over a quarter of high mileage drivers have a negative view of speed cameras – 10% more than the other groups

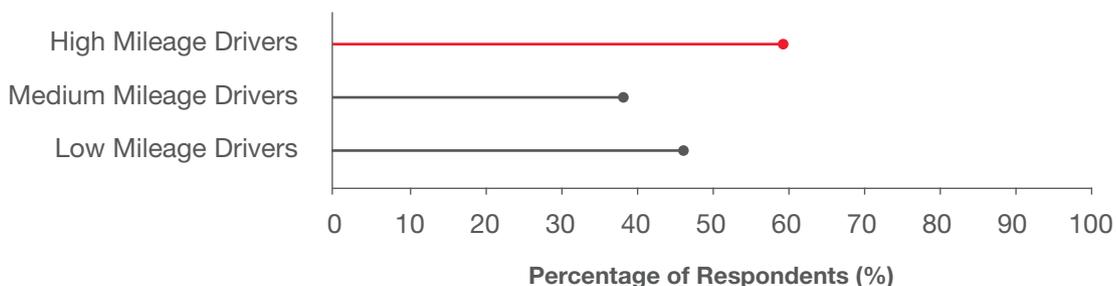
## 2. Do you agree or disagree with the following statement: Speed cameras are only sited at places where accidents are happening (Agree/Disagree)

Much has already been discussed about the locations chosen for speed cameras. That is, are they located at sites of relatively high numbers of serious accidents or perhaps more cynically as some would have it, at locations where there is a greater chance of catching the motorist exceeding the speed limit.

This question gave the driver a simple choice – do they agree they are located primarily at accident sites or not. The results were fairly conclusive, especially for high mileage drivers where the results were more polarised in favour of disagreeing with the hypothesis (60%).

<b>Agree:</b>	Low (34%)	Medium (35%)	High (21%)
<b>Disagree:</b>	Low (47%)	Medium (39%)	High (60%)

### Proportion of drivers who disagree with the statement: Speed cameras are only sited at places where accidents are happening



#### In summary:

- High mileage drivers are less likely to believe speed cameras are situated in particular locations (relating to accident frequency)
- Well over half of high mileage drivers believe there is another reason for installing speed cameras

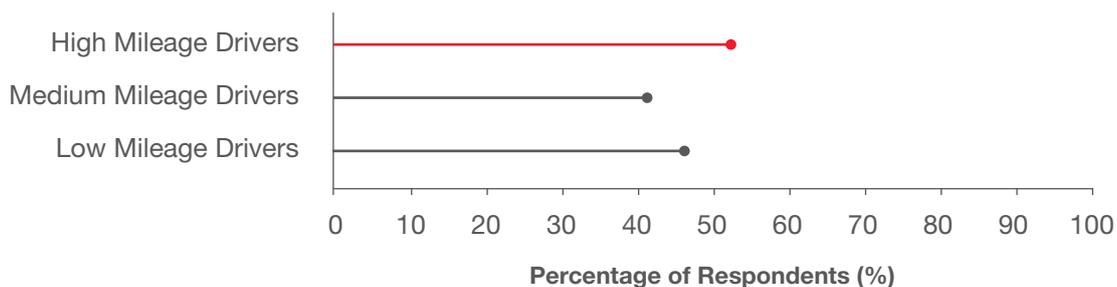
### 3. Do you agree or disagree with the following statement: Raising money from fines is not the motive for speed cameras (Agree/Disagree)

A commonly mentioned criticism of speed cameras is they are primarily a revenue-generating mechanism for police forces and local government and therefore the objective is not to reduce speed and therefore the number of serious accidents on the roads.

The results of this question indicate that scepticism exists and significantly more motorists favour the idea that the primary motive for speed cameras is revenue generation. For high mileage drivers, this opinion is polarised further, with more than half (53%) of those asked disagreeing with the hypothesis and less than a quarter agreeing with it.

<b>Agree:</b>	Low (29%)	Medium (31%)	High (24%)
<b>Disagree:</b>	Low (47%)	Medium (42%)	High (53%)

#### Proportion of drivers who disagree with the statement: Raising money from fines is not the motive for speed cameras



#### In summary:

- Just over half of high mileage drivers believe speed cameras are a money-making tool – the most of any mileage group
- 24% of high mileage drivers agree – less than a quarter believe the motive for speed cameras is safety related

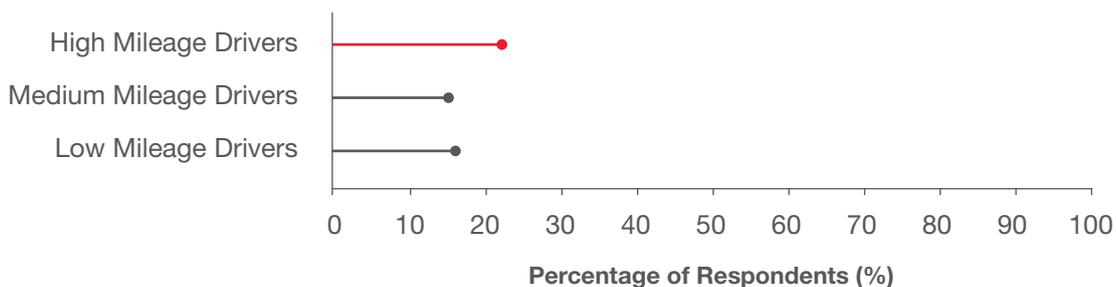
## 4. Have you or someone in your household been convicted of a speeding offence within the last 3 years through a speed camera? (Yes/No)

Question 4 is an important question in terms of shedding light on additional contributory information to support the views of high mileage drivers towards speed cameras. We are asking if they have, or someone close to them has, been convicted of a speeding offence relatively recently. Was there a direct relationship between miles driven and likelihood of a speeding offence?

The short answer to that question is; Yes. High mileage drivers (23%) in our survey were more likely to have had a recent speeding conviction than than low- and medium-mileage drivers.

<b>Yes:</b>	Low (17%)	Medium (16%)	High (23%)
<b>No:</b>	Low (81%)	Medium (81%)	High (77%)

### Proportion of drivers who have, or someone in their household has, been convicted of a speeding offence within the last 3 years through a speed camera



#### In summary:

- High mileage drivers are more likely to live with someone who has been convicted of a speeding offence or have been convicted of one themselves (in the last 3 years)
- The majority of all drivers have not and do not live with someone who has been convicted of a speeding offence within the last 3 years

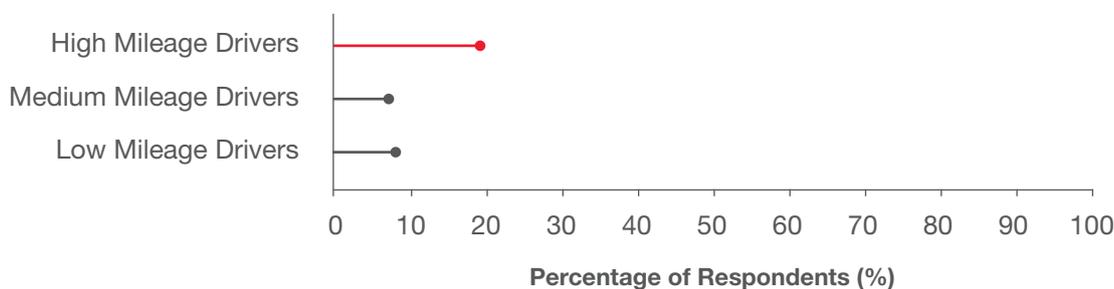
## 5. In future, more drivers with a clean licence caught speeding will be offered a speed awareness course costing around £100 rather than three penalty points and a £100 fine. Do you think this is good idea or a bad idea?

With an increase in the number of speed cameras in use there has also been an increase in the number of drivers being offered an alternative to “points plus fine” in the shape of a speed awareness course. The intention here is for drivers to be educated so in future they are less likely to speed in the first place.

Two main points came out of the results. Speed awareness courses are certainly preferable to adding penalty points to a driver’s licence, but high mileage drivers are slightly less in favour of them. Although an assumption, perhaps high mileage drivers are against any sort of punitive measure for speeding?

<b>A good idea:</b>	Low (84%)	Medium (81%)	High (75%)
<b>A bad idea:</b>	Low (9%)	Medium (8%)	High (20%)

 **Proportion of drivers who believe that in future, more drivers with a clean licence caught speeding will be offered a speed awareness course costing around £100 rather than three penalty points and a £100 fine, is a bad idea.**



### In summary:

- All groups are in favour of speed awareness courses, however a fifth of high mileage drivers are against – clearly the highest of any mileage group

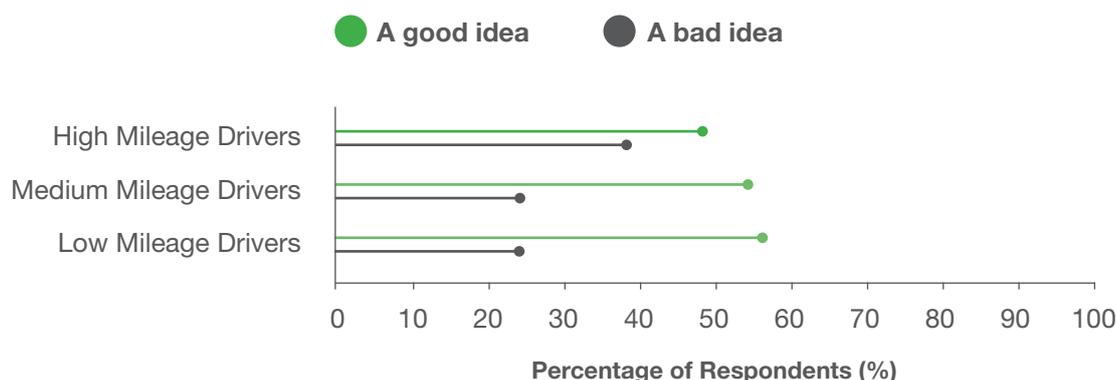
## 6. Part of that £100 cost will be used to fund the operation of speed cameras to replace government funding. Do you think this is a good idea or a bad idea?

With an increase in the number of speed awareness courses being delivered, question 6 looks at the financial sustainability of speed cameras, the subsequent convictions and driver re-training measures.

In general, all motorists asked were in favour of this move, but high mileage drivers less than others. High mileage drivers were also more likely than others to think this a bad idea. Like the answers given to question 5, high mileage drivers are less in favour of schemes dealing with the punishment of drivers caught speeding.

<b>A good idea:</b>	Low (57%)	Medium (55%)	High (49%)
<b>A bad idea:</b>	Low (25%)	Medium (25%)	High (39%)

 **Part of that £100 cost will be used to fund the operation of speed cameras to replace government funding. Do you think this is a good idea or a bad idea?**



### In summary:

- High mileage drivers are the most split on whether the money generated from speed awareness courses should be used to operate speed cameras

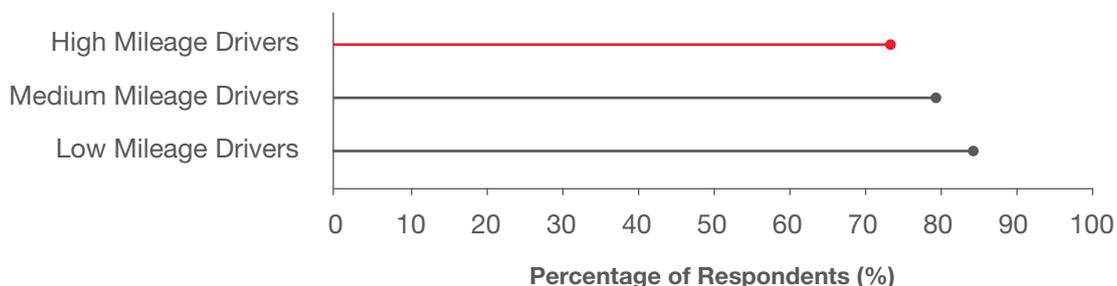
## 7. Deaths on UK roads have fallen from around 3,600 in the mid-nineties, when speed camera use became widespread, to 1,713 last year, a fall of more than a half. To what extent do you believe speed cameras have helped in this decline? (Positive/Negative)

The penultimate question looks at the perceived usefulness of speed cameras in reducing the number of fatalities on UK roads in the last twenty years.

The majority of drivers of all mileage types believe speed cameras have helped the general decline in road fatalities. However, high-mileage drivers are the most sceptical about this, with more than a quarter believing they have had a negative impact on road fatalities. The percentages generated from answers to this question were not dissimilar to those in answer to question 1, which concerned the acceptance (or not) of speed cameras.

<b>Positive:</b>	Low (85%)	Medium (80%)	High (74%)
<b>Negative:</b>	Low (16%)	Medium (20%)	High (27%)

### Proportion of drivers who believe that speed cameras have at least in part contributed to the fall in road deaths



#### In summary:

- Around three quarters of high mileage drivers believe speed cameras have at least in part contributed to the fall in road deaths
- Just over a quarter of high mileage drivers believe speed cameras have had little or no affect – the highest of any group

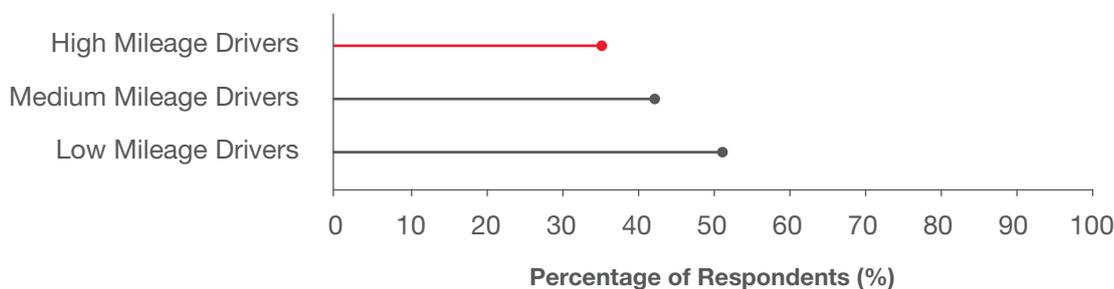
## 8. What do you think would happen (to injuries and deaths on the roads) if all the speed cameras in your area were switched off to save money? (would go up/would stay the same/would continue to fall)

To test the results of question 7 further, which dealt with the usefulness of speed cameras in reducing road fatalities, question 8 imagined a UK road network devoid of working speed cameras. We asked if this scenario would lead to a positive or negative impact on road KSIs (Killed and Seriously Injured), or if the current situation would remain the same.

The results were interesting and the only scenario agreed in equal proportion across mileage users was that KSIs would continue to fall. However, only a very small minority (3%) claimed this to be a possible outcome. All drivers claimed KSIs would increase in similar proportions to those drivers claiming KSIs would stay the same. Although the percentage values were similar, there were polar opposites between the 2 categories and high, medium and low values.

<b>Injuries and deaths on the roads would go up:</b>	Low (52%)	Medium (43%)	High (36%)
<b>Injuries and deaths on the roads would stay the same:</b>	Low (36%)	Medium (40%)	High (54%)
<b>Injuries and deaths on the roads would continue to fall:</b>	Low (3%)	Medium (3%)	High (3%)

### Proportion of drivers who believe that injuries and deaths on roads would go up if all the speed cameras in their area were switched off to save money



#### In summary:

- A third of high mileage drivers believe casualty figures would rise – the lowest of any mileage group
- Just over half of high mileage drivers are neutral
- Although a small percentage, some of each mileage group believe speed cameras have no effect on casualty rates, which would continue to fall if they were removed

# IAM Drive & Survive – Products and Services

Of course, managing a fleet and the risks any driver faces is not cost-free. It's primarily about preventing deaths, injuries and damage happening in the first place and there are significant additional benefits too, such as saving money and having a happier, safer workforce.

## **IAM Drive & Survive's holistic approach to Driver Risk Management allows an employer to:**

- Risk-assess its entire driver workforce using our cost-effective online system
- Easily identify those drivers most at-risk and prioritise any necessary actions, including e-learning and on-road training
- Minimise vehicle damage through fewer incidents on the road
- Reduce vehicle-related costs
- Improve overall driver safety and encourage a culture of road safety at the workplace

In addition, IAM Drive & Survive has one of the most comprehensive ranges of occupational driver training and driver risk management products in the UK and by working with IAM Drive & Survive, companies can ensure their drivers have the appropriate skills required to meet legal obligations and be better, safer drivers.

## **For further details and to find out how IAM Drive & Survive can assist you and your fleet, contact us:**

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