



# Research In Progress

## Motivations for Speeding

**Project Manager:** Randolph Atkins (Email: [Randolph.Atkins@dot.gov](mailto:Randolph.Atkins@dot.gov), Phone: 202-366-5597)

The purpose of this research is to: 1) identify the reasons why drivers speed, 2) model the relative roles of situational, demographic, and personality factors in predicting travel speeds, classify speeders, and 3) identify interventions / countermeasures and strategies for reducing speeding behaviors. The study will look at both urban (Seattle) and rural (Texas) drivers and compare across gender and age group. Driver behavior will be recorded through devices installed in participant vehicles and driver trip logs. Psychological measures for drivers will also be collected. Data analysis will compare age, gender, & urban/rural across psychological factors and driving (speeding) behavior. Results will be used to estimate the relative roles of situational, demographic, and personality factors in speed choices (variance accounted for) in order to determine which of the three promises the highest return when designing focused countermeasures.

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