



# Research In Progress

## National Survey of Speeding Attitudes and Behaviors: 2011

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Traffic crashes are complex; often, they have multiple contributing factors, in which speeding is one of the primary factors leading to a crash. Over thirty percent of all fatal crashes are estimated to be speeding-related crashes, defined as racing, exceeding the speed limit, or driving too fast for conditions. Speeding-related crashes resulted in 13,040 lives lost in 2007 and an estimated cost of \$40.4 billion in 2000. In order to plan and evaluate programs intended to reduce speeding-related crashes, NHTSA periodically conducts telephone surveys to update its knowledge and understanding of the public's attitudes and behaviors with respect to speeding issues.

NHTSA has conducted two previous administrations of the National Survey of Speeding Attitudes and Behavior – once in 1997 and again in 2002. In the 2011 survey, NHTSA intends to examine the extent to which drivers speed, who the speeders are, when and why drivers speed, and what countermeasures are most acceptable and effective in reducing speeding. Furthermore, NHTSA plans to assess whether or not self-reported behaviors, attitudes, and perceptions regarding speeding and associated countermeasure strategies have changed over time. The survey will be administered to a nationally representative sample of at least 6,000 drivers, age 16 and older, residing in the United States. A dual frame sampling method will be used -- traditional landline sample and cell phone only sample.

**Start Date:** September 2008  
**End Date:** June 2012  
**Contractor:** Abt SRBI  
**Contract Number:** DTNH22-08-F-00129  
**Total Contract Cost:** \$691,822

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