

Attitudes Toward Speeding: State-Level Estimates

Steinbach, R., McDonough, J., Hungund, A., Kasha, A., & Bai, X. (2026). *Attitudes Towards Speeding: Insights from Focus Groups and a National Survey of U.S. Drivers* (Technical Report). Washington, D.C.: AAA Foundation for Traffic Safety.

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State-Level Estimates

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Alaska

Sample size = 124 (23 random sample, 101 opt-in)

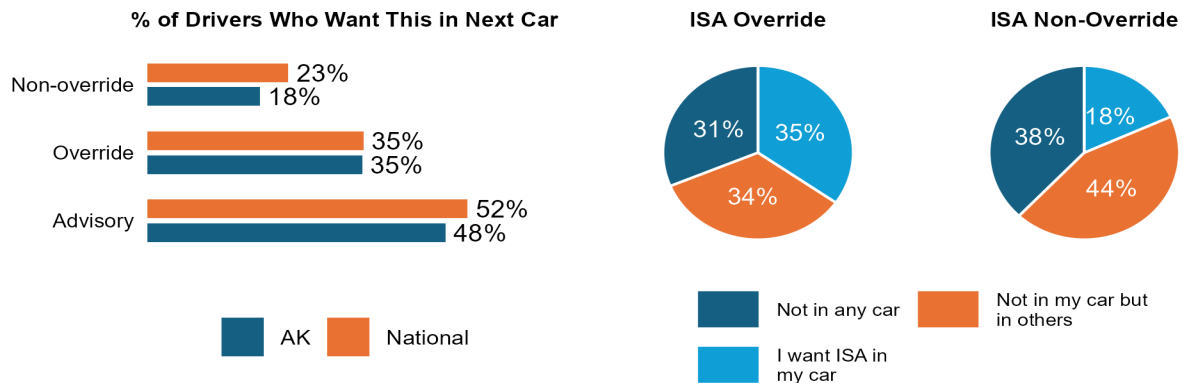
Design effect = 1.40; Margin of error = +/-10.42 percentage points

Proportion of Drivers Who Support Countermeasures

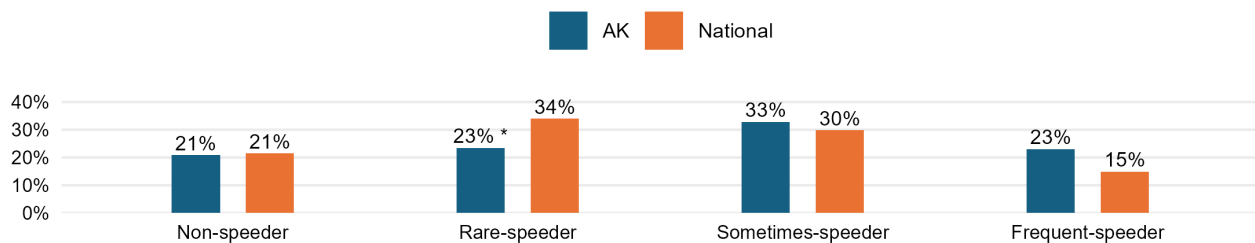
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	AK	National	AK	National	AK	National
Increased police presence/ticketing	78%	79%	84%	87%	81%	88%
Automated speed cameras	51%	59%	69%	71%	64%	73%
Electronic warning signs	49%	41%	51%	43%	53%	44%
Speed humps	28%*	37%	33%	43%	36%	43%
Rumble strips	36%	35%	42%	40%	43%	40%
Traffic circles	37%	35%	41%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

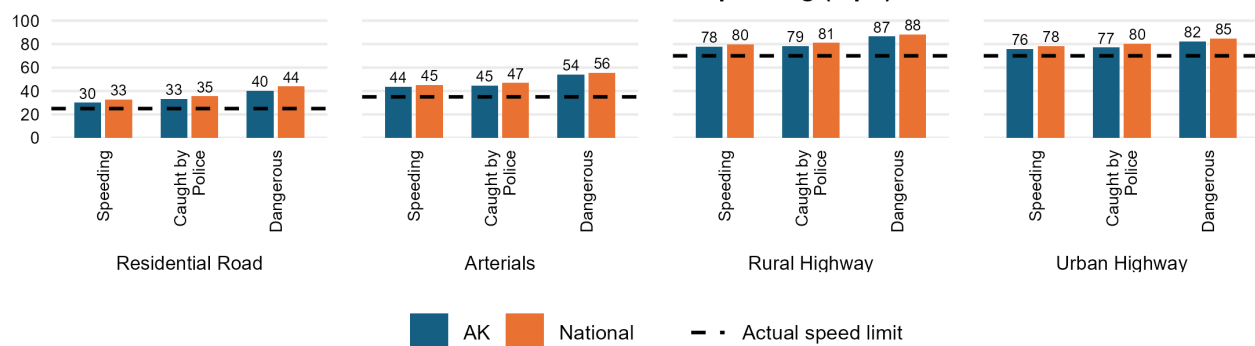
Support for ISA



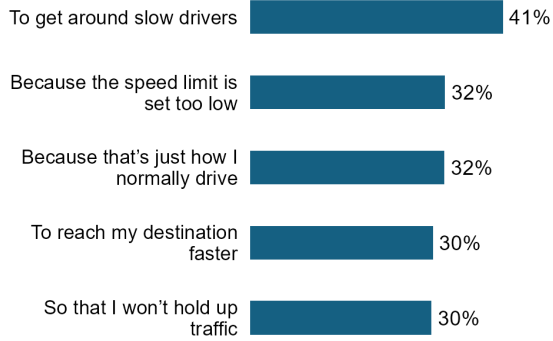
% of Drivers by Engagement in Speeding Behavior



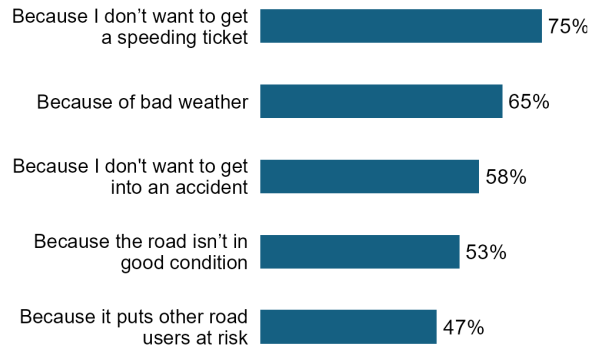
Personal Definitions of Speeding (mph)



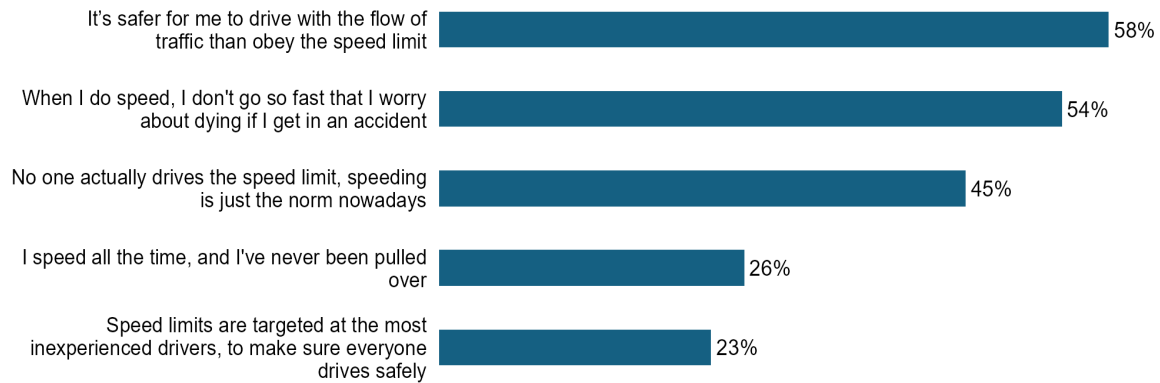
Top 5 Motivators to Speed



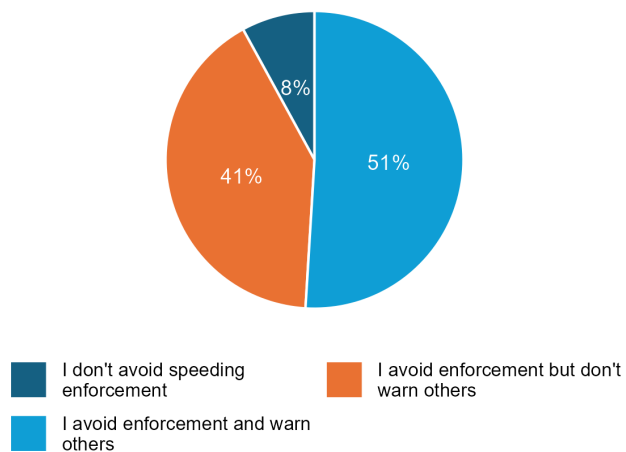
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Alabama

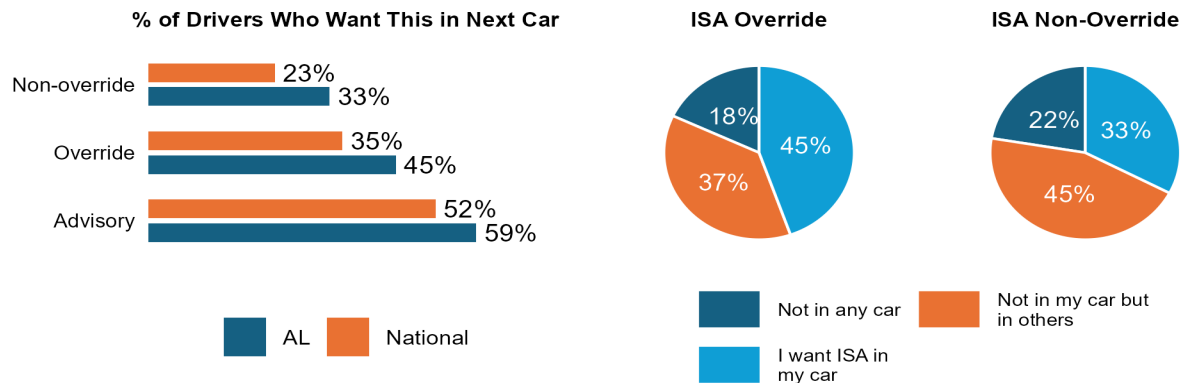
Sample size = 369 (218 random sample, 151 opt-in)
Design effect = 1.20; Margin of error = +/-5.58 percentage points

Proportion of Drivers Who Support Countermeasures

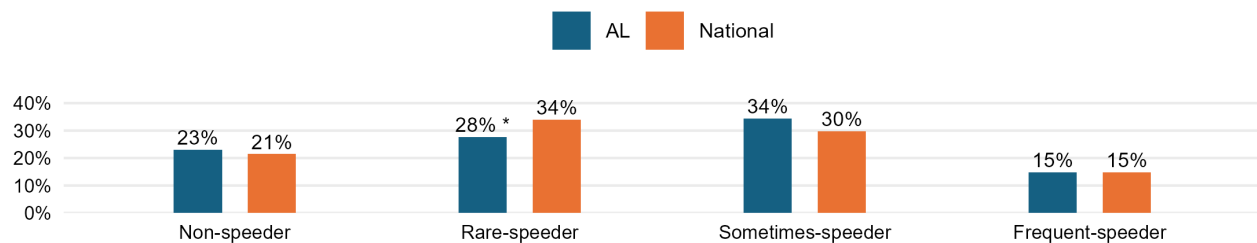
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	AL	National	AL	National	AL	National
Increased police presence/ticketing	82%	79%	91%*	87%	91%	88%
Automated speed cameras	71%*	59%	79%*	71%	82%*	73%
Electronic warning signs	43%	41%	45%	43%	46%	44%
Speed humps	41%	37%	45%	43%	46%	43%
Rumble strips	40%	35%	42%	40%	43%	40%
Traffic circles	38%	35%	39%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

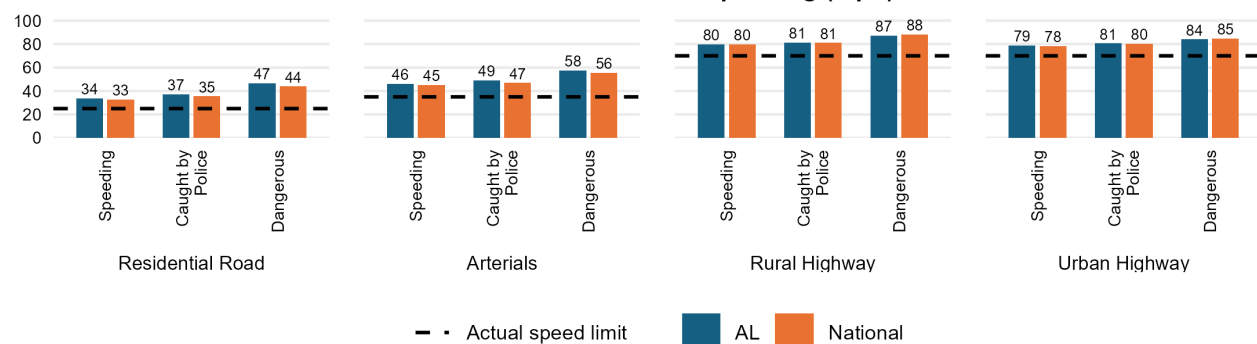
Support for ISA



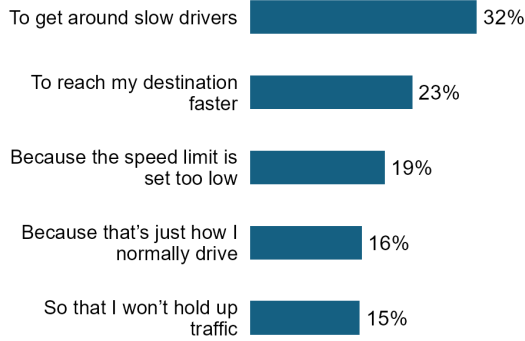
% of Drivers by Engagement in Speeding Behavior



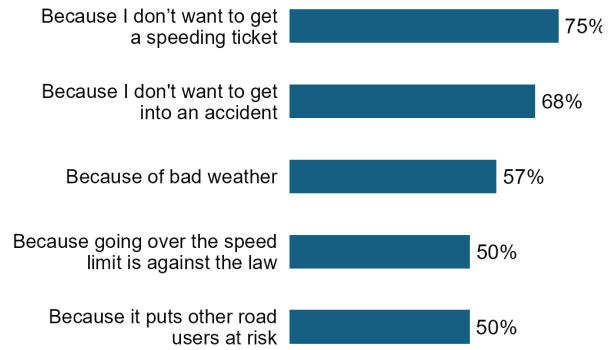
Personal Definitions of Speeding (mph)



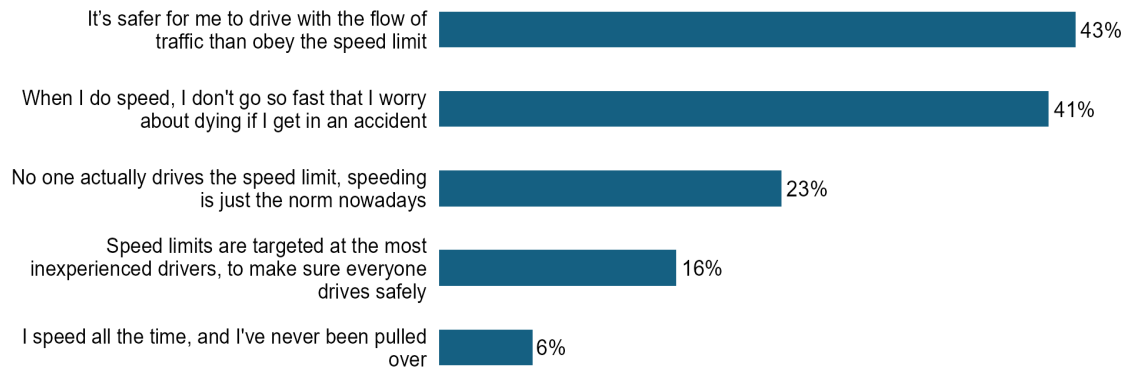
Top 5 Motivators to Speed



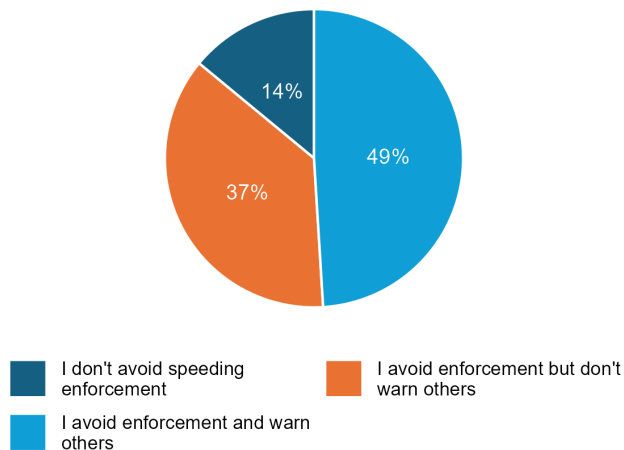
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Arkansas

Sample size = 258 (101 random sample, 157 opt-in)

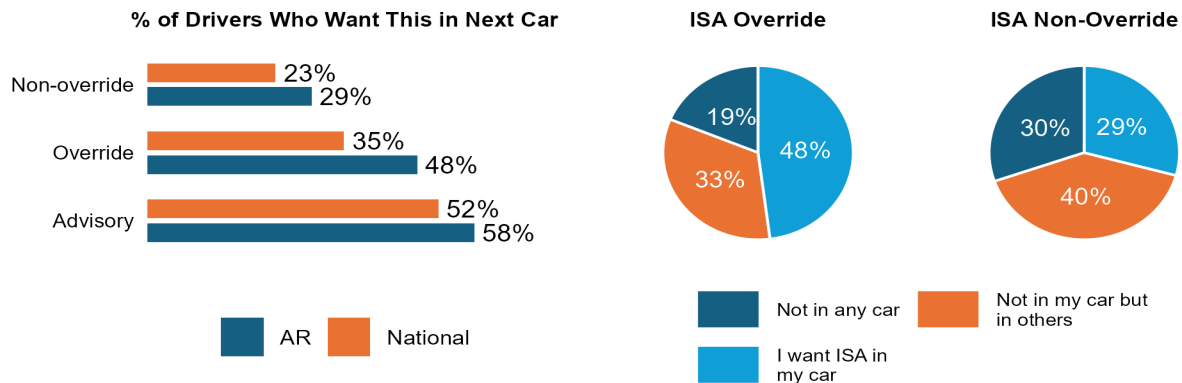
Design effect = 1.19; Margin of error = +/-6.64 percentage points

Proportion of Drivers Who Support Countermeasures

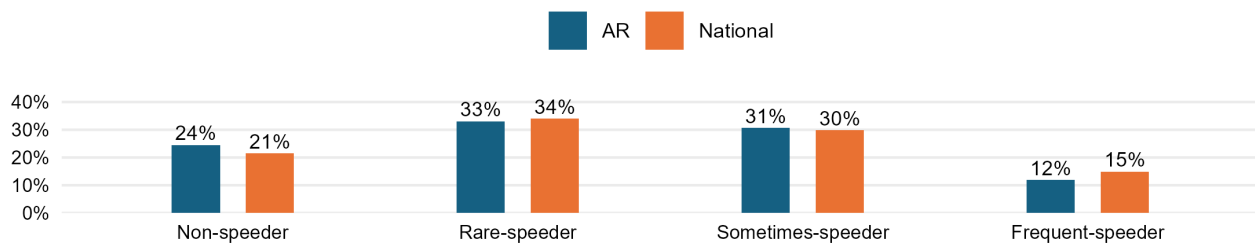
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	AR	National	AR	National	AR	National
Increased police presence/ticketing	80%	79%	85%	87%	86%	88%
Automated speed cameras	65%	59%	76%	71%	75%	73%
Electronic warning signs	48%*	41%	52%*	43%	54%*	44%
Speed humps	32%	37%	39%	43%	39%	43%
Rumble strips	40%	35%	45%	40%	46%	40%
Traffic circles	32%	35%	35%	39%	35%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

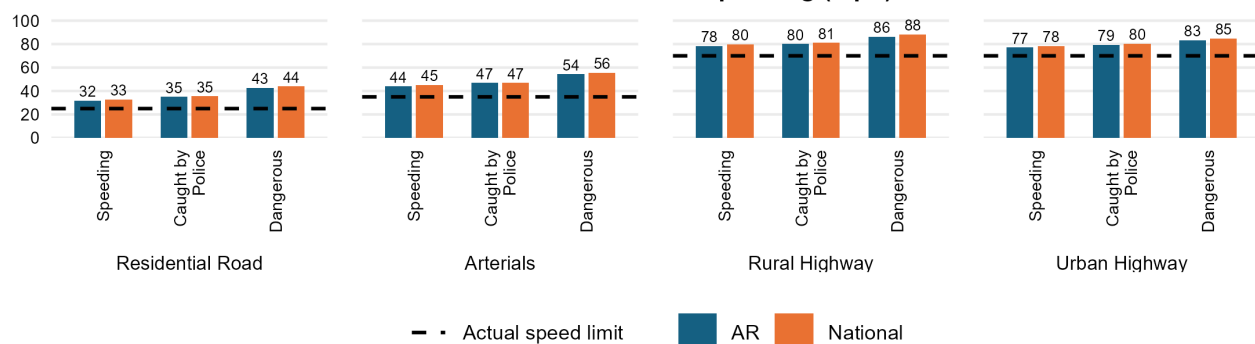
Support for ISA



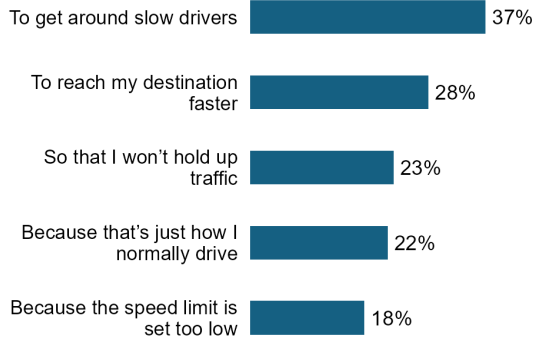
% of Drivers by Engagement in Speeding Behavior



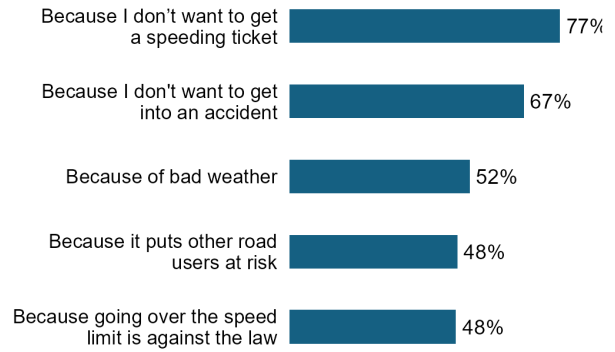
Personal Definitions of Speeding (mph)



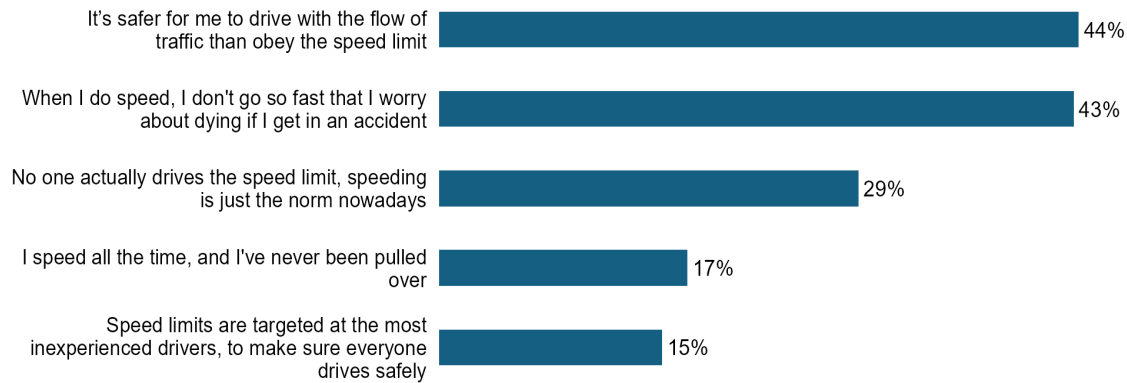
Top 5 Motivators to Speed



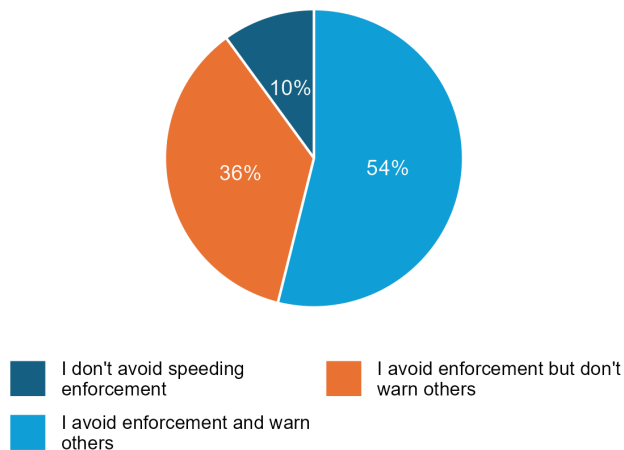
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Arizona

Sample size = 280 (280 random sample, 0 opt-in)

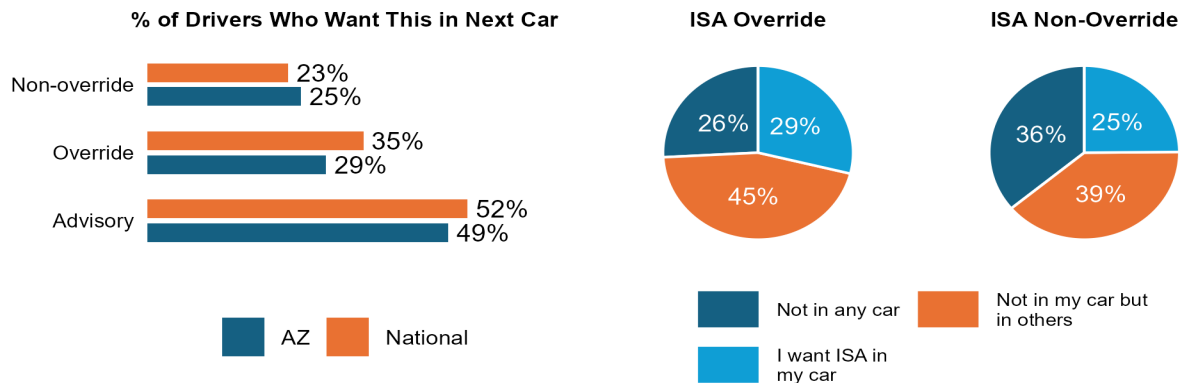
Design effect = 1.51; Margin of error = +/-7.19 percentage points

Proportion of Drivers Who Support Countermeasures

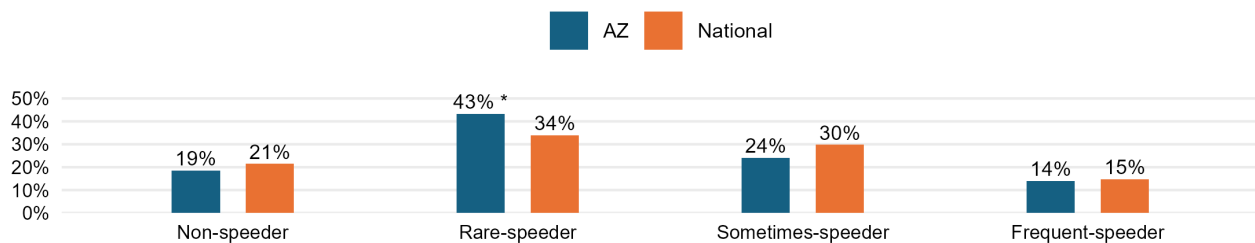
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	AZ	National	AZ	National	AZ	National
Increased police presence/ticketing	72%	79%	82%	87%	83%	88%
Automated speed cameras	51%*	59%	66%	71%	69%	73%
Electronic warning signs	31%*	41%	35%*	43%	34%*	44%
Speed humps	39%	37%	42%	43%	42%	43%
Rumble strips	29%	35%	34%	40%	34%*	40%
Traffic circles	28%*	35%	35%	39%	35%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

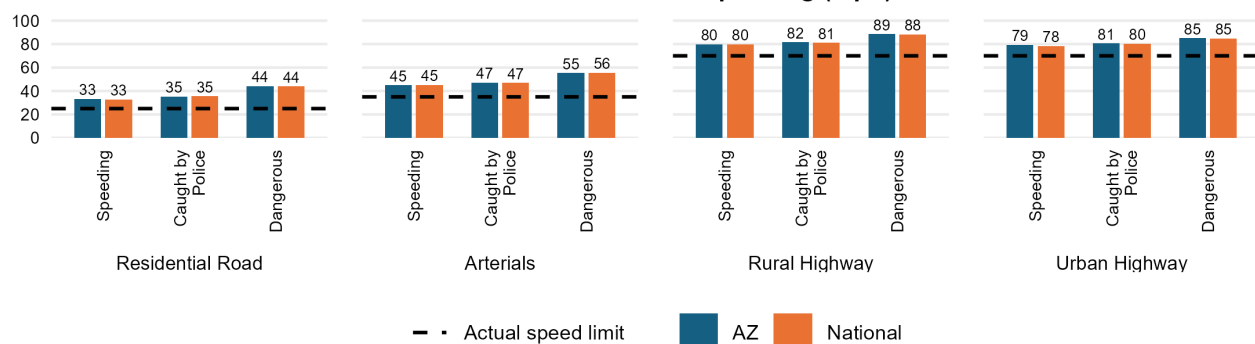
Support for ISA



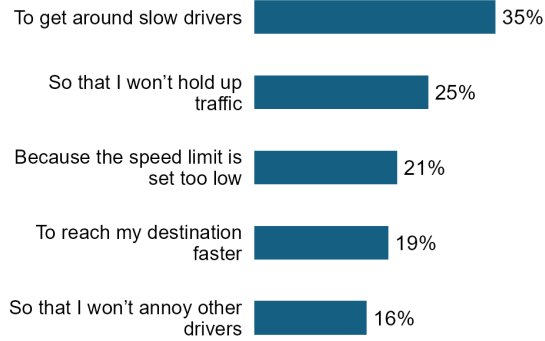
% of Drivers by Engagement in Speeding Behavior



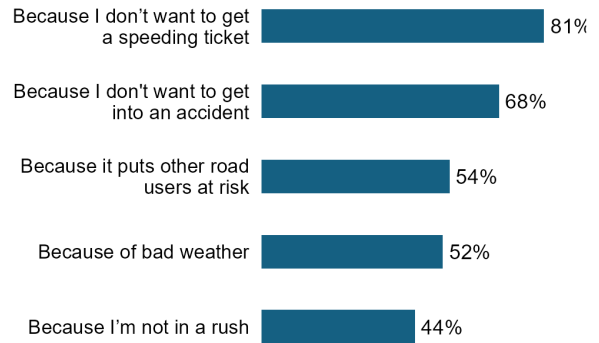
Personal Definitions of Speeding (mph)



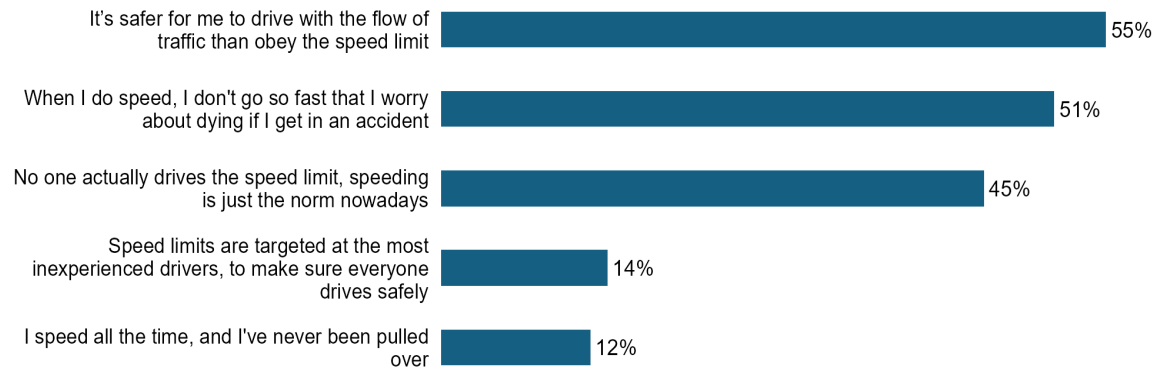
Top 5 Motivators to Speed



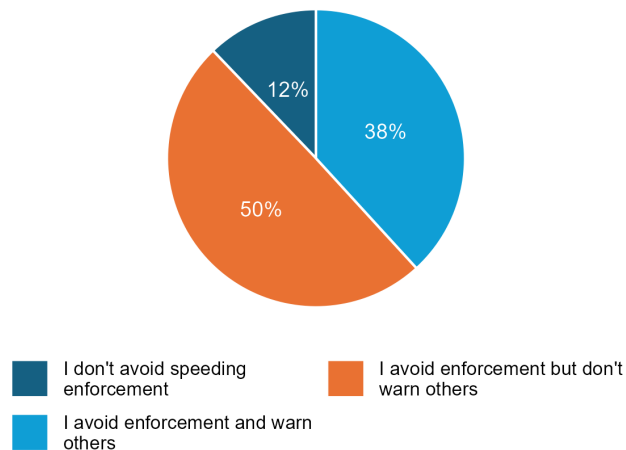
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



California

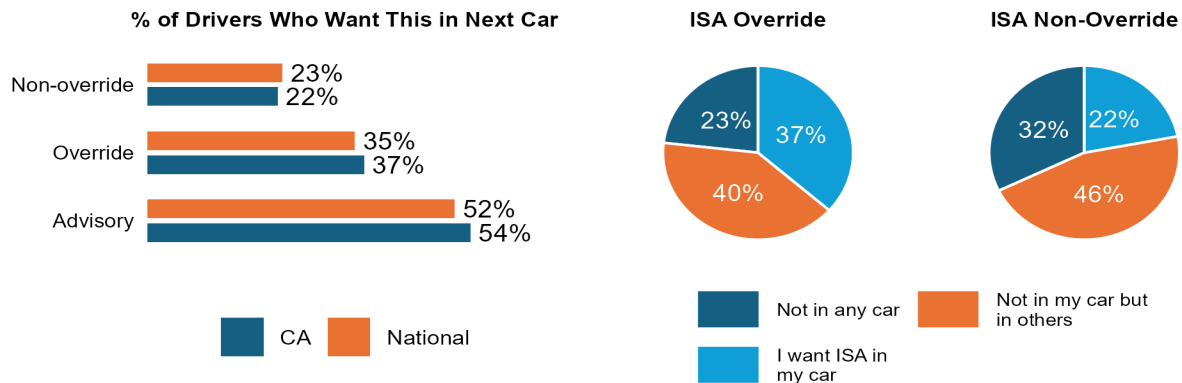
Sample size = 1,056 (1,056 random sample, 0 opt-in)
Design effect = 1.66; Margin of error = +/-3.89 percentage points

Proportion of Drivers Who Support Countermeasures

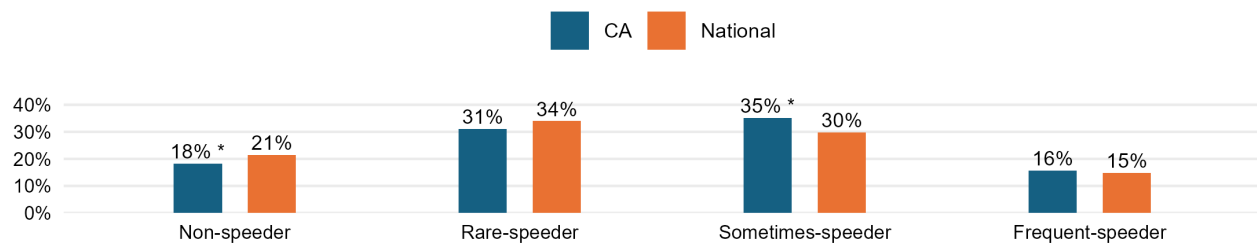
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	CA	National	CA	National	CA	National
Increased police presence/ticketing	77%	79%	85%	87%	85%	88%
Automated speed cameras	61%	59%	73%	71%	74%	73%
Electronic warning signs	41%	41%	42%	43%	43%	44%
Speed humps	40%	37%	45%	43%	46%	43%
Rumble strips	35%	35%	39%	40%	40%	40%
Traffic circles	34%	35%	37%	39%	37%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

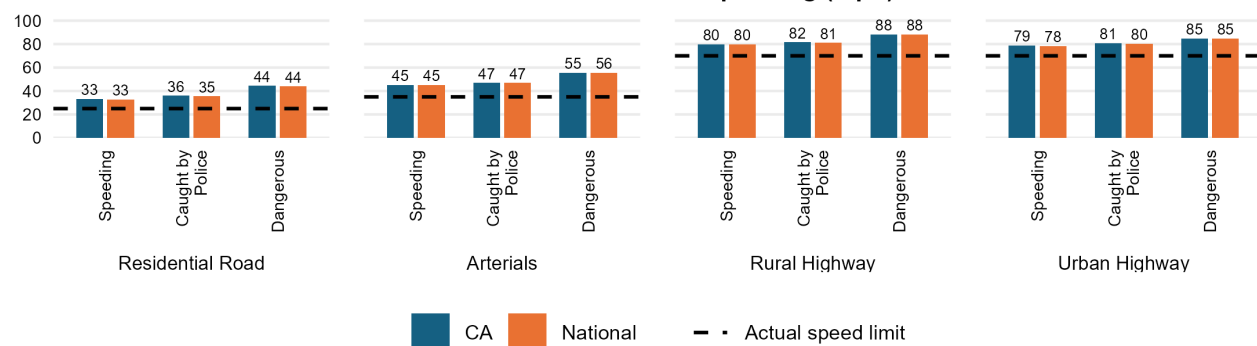
Support for ISA



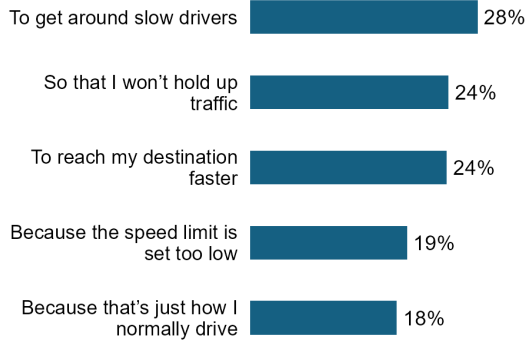
% of Drivers by Engagement in Speeding Behavior



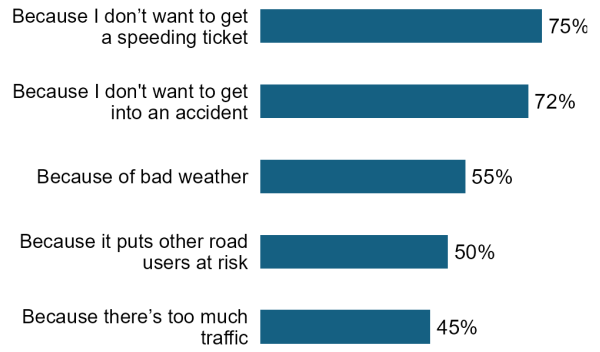
Personal Definitions of Speeding (mph)



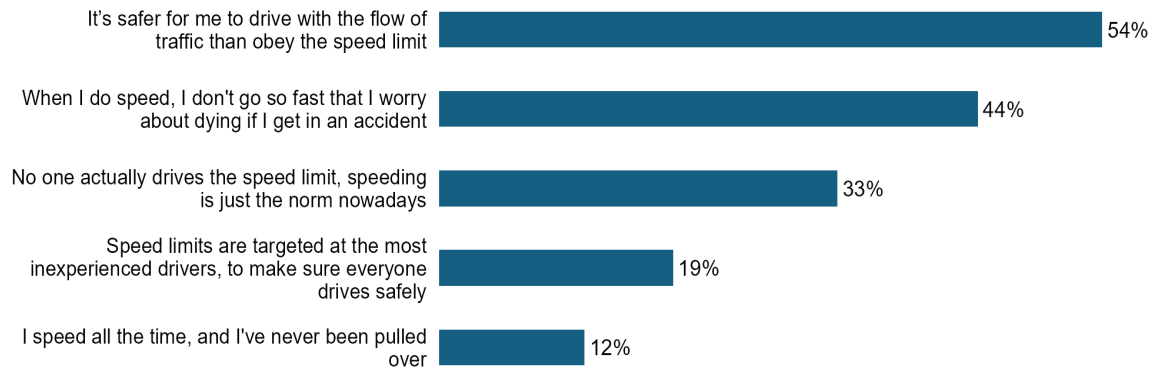
Top 5 Motivators to Speed



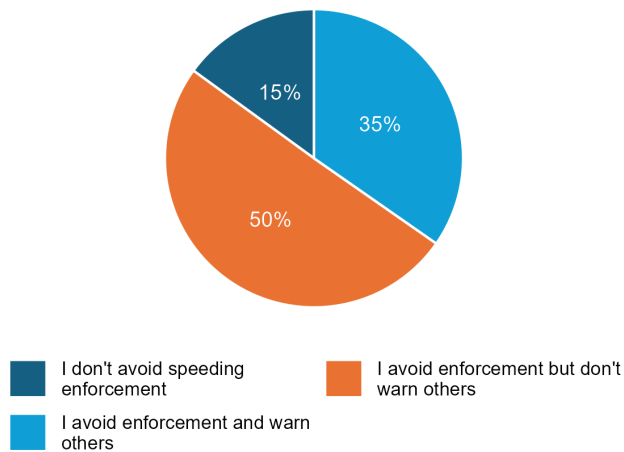
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Colorado

Sample size = 295 (295 random sample, 0 opt-in)

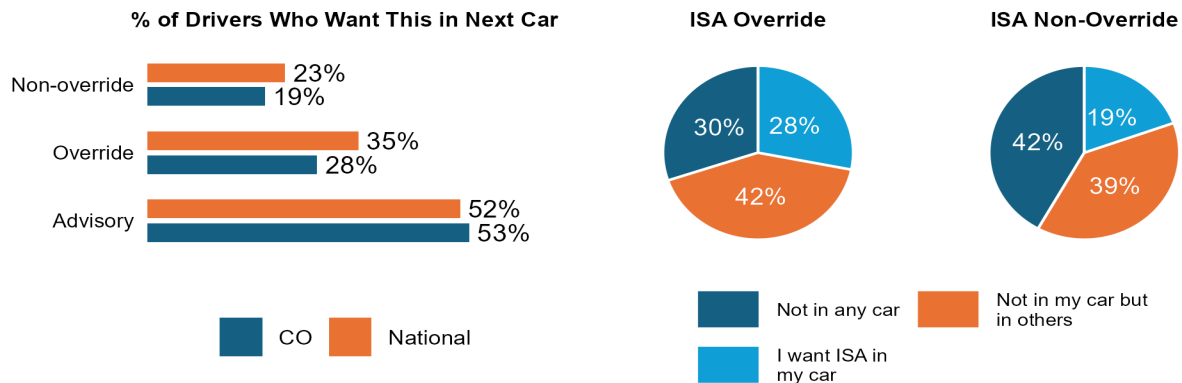
Design effect = 1.51; Margin of error = +/-7.01 percentage points

Proportion of Drivers Who Support Countermeasures

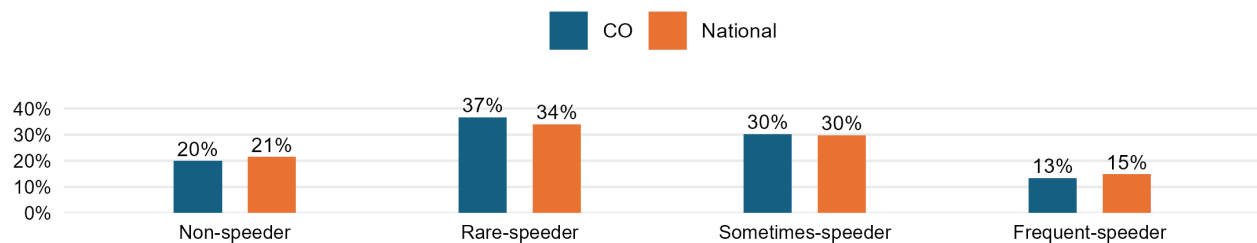
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	CO	National	CO	National	CO	National
Increased police presence/ticketing	76%	79%	84%	87%	84%	88%
Automated speed cameras	53%	59%	69%	71%	74%	73%
Electronic warning signs	43%	41%	45%	43%	45%	44%
Speed humps	38%	37%	46%	43%	45%	43%
Rumble strips	33%	35%	38%	40%	38%	40%
Traffic circles	37%	35%	41%	39%	39%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

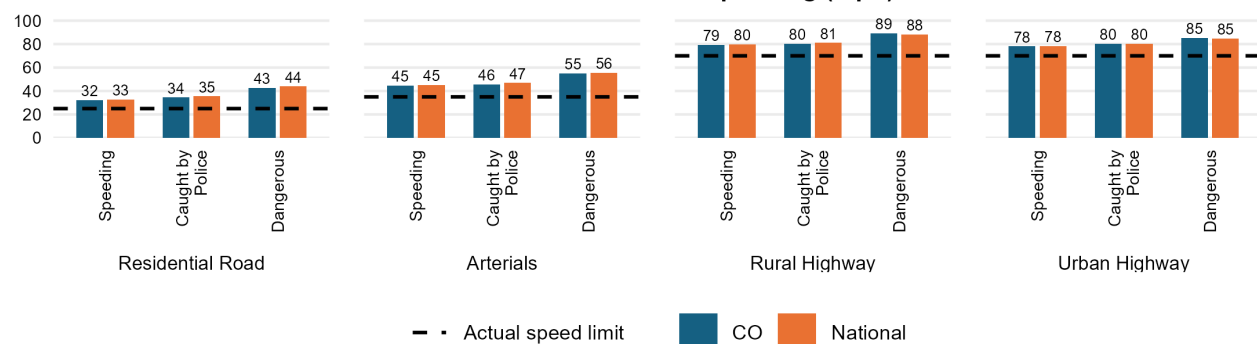
Support for ISA



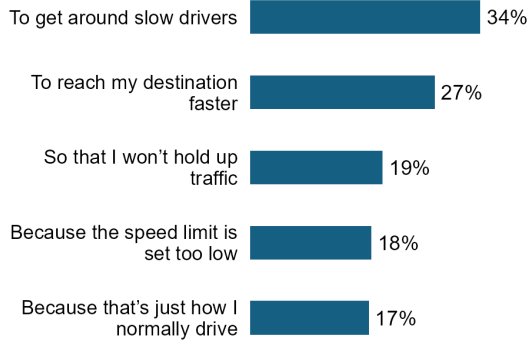
% of Drivers by Engagement in Speeding Behavior



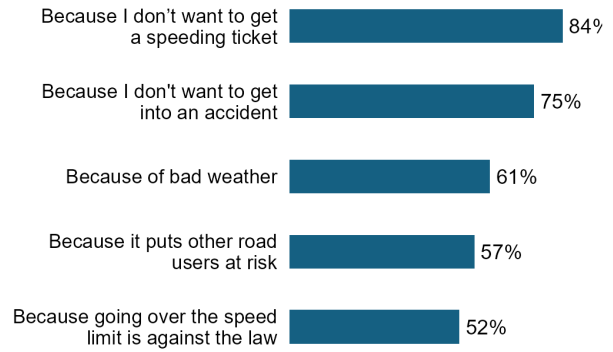
Personal Definitions of Speeding (mph)



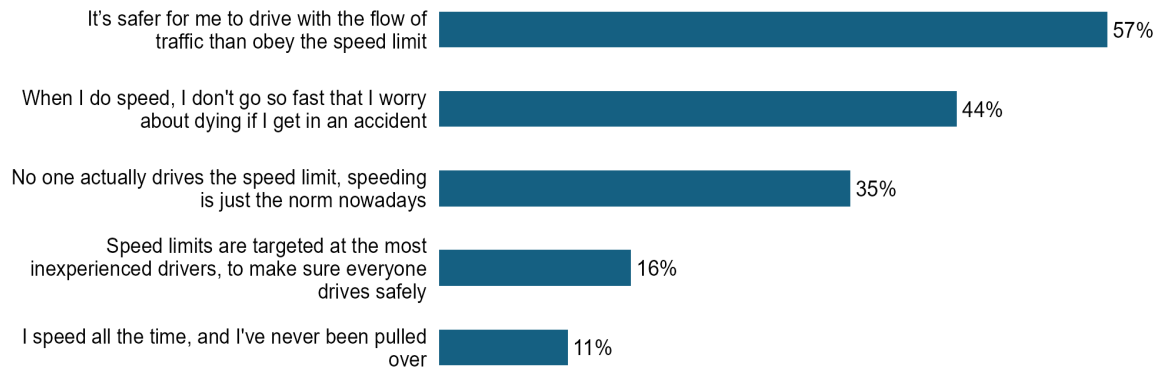
Top 5 Motivators to Speed



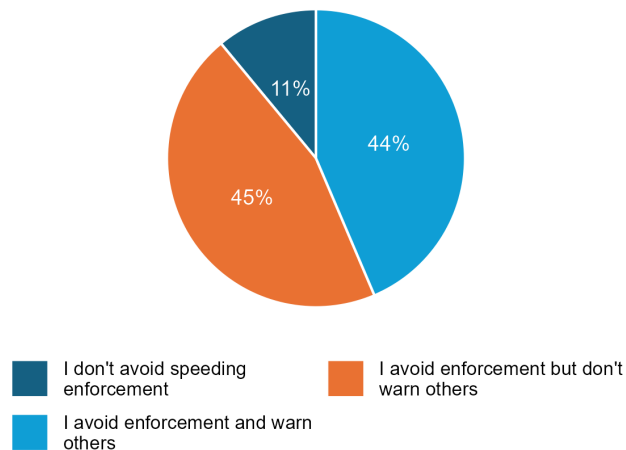
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Connecticut

Sample size = 351 (156 random sample, 195 opt-in)

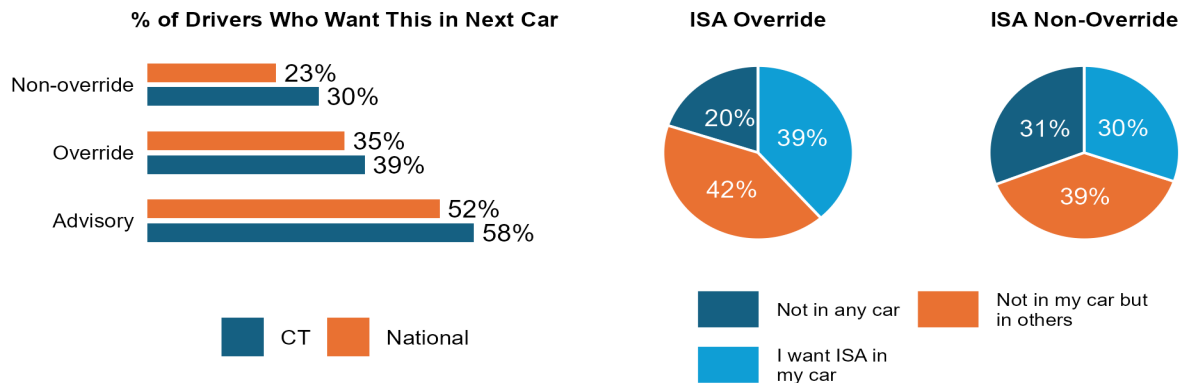
Design effect = 1.42; Margin of error = +/-6.22 percentage points

Proportion of Drivers Who Support Countermeasures

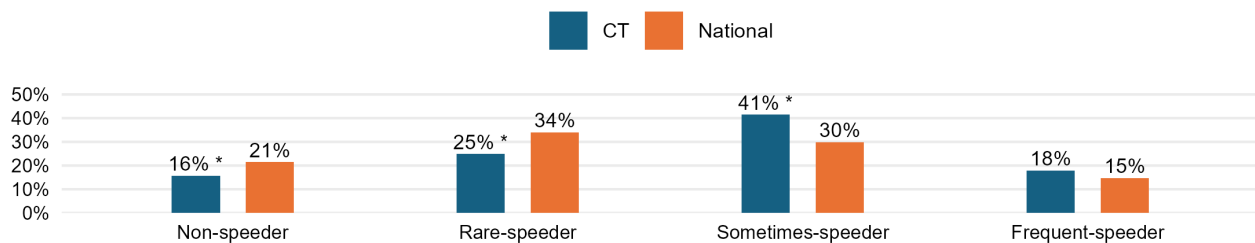
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	CT	National	CT	National	CT	National
Increased police presence/ticketing	85%*	79%	90%	87%	91%*	88%
Automated speed cameras	70%*	59%	80%*	71%	82%*	73%
Electronic warning signs	42%	41%	44%	43%	44%	44%
Speed humps	34%	37%	39%	43%	40%	43%
Rumble strips	37%	35%	43%	40%	44%	40%
Traffic circles	30%	35%	35%	39%	36%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

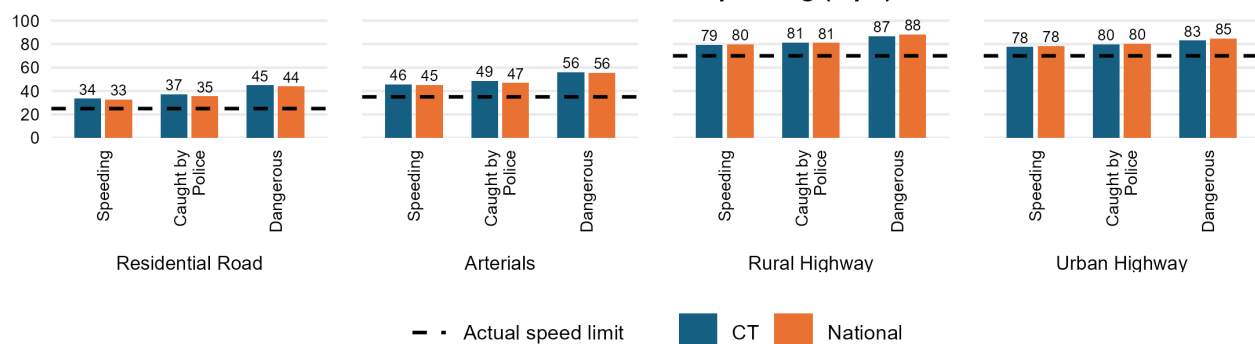
Support for ISA



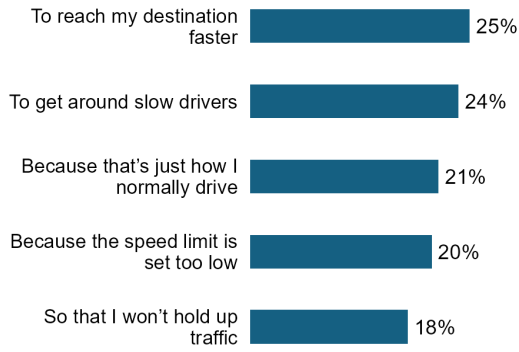
% of Drivers by Engagement in Speeding Behavior



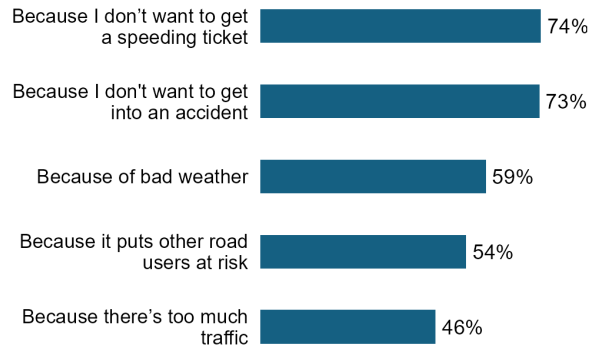
Personal Definitions of Speeding (mph)



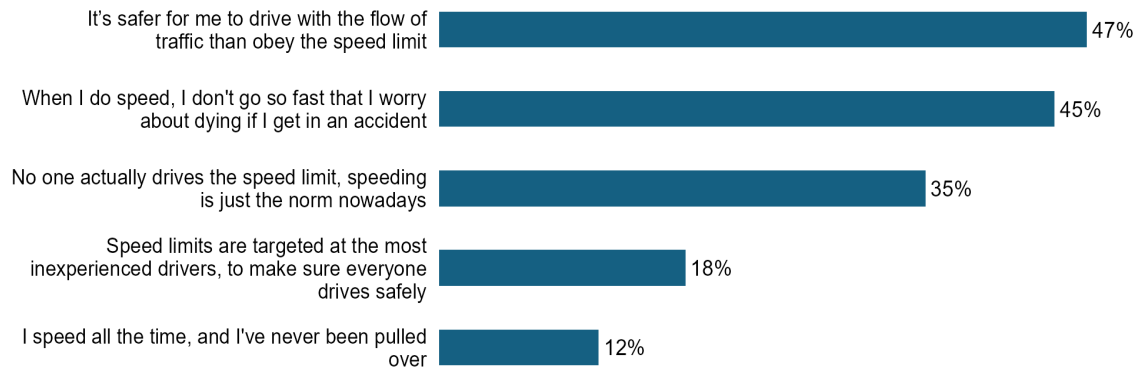
Top 5 Motivators to Speed



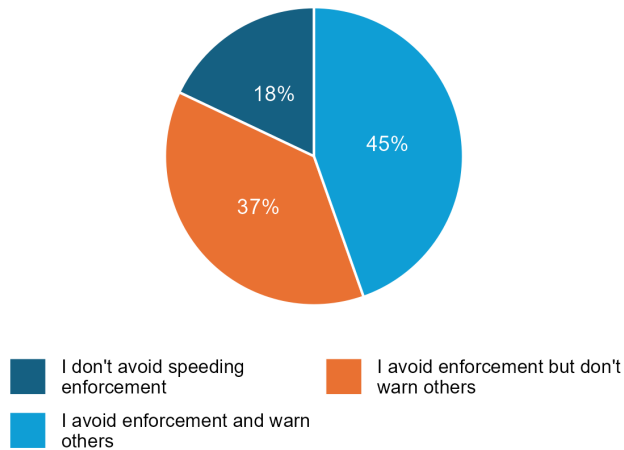
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Delaware

Sample size = 264 (113 random sample, 151 opt-in)

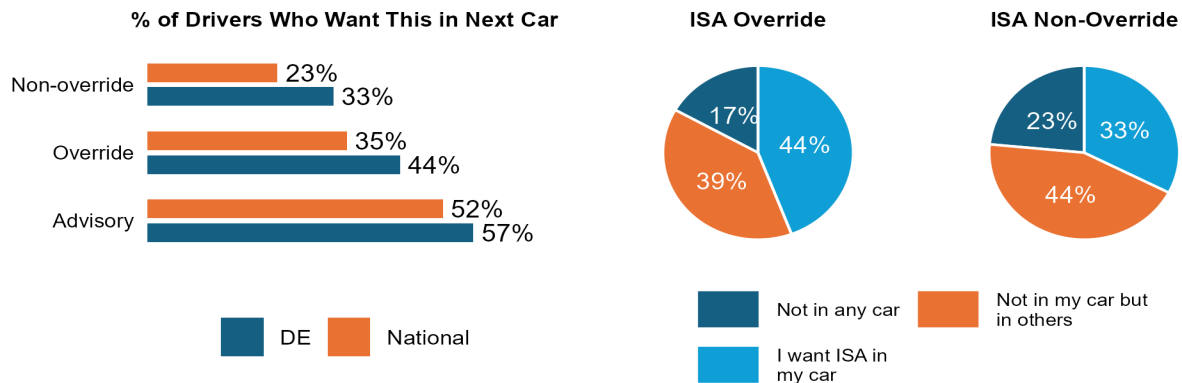
Design effect = 1.29; Margin of error = +/-6.85 percentage points

Proportion of Drivers Who Support Countermeasures

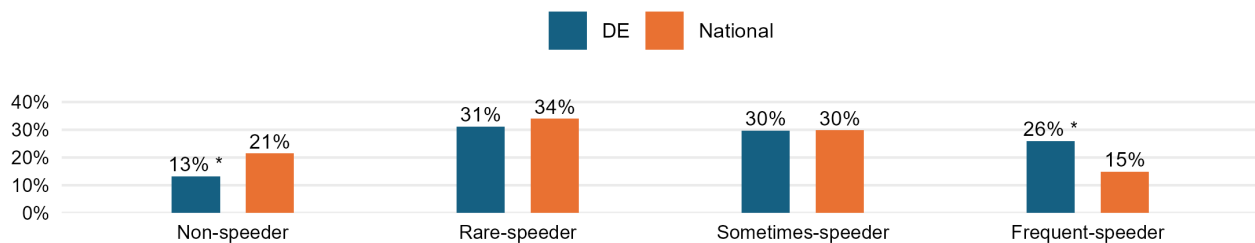
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	DE	National	DE	National	DE	National
Increased police presence/ticketing	81%	79%	85%	87%	87%	88%
Automated speed cameras	71%*	59%	85%*	71%	84%*	73%
Electronic warning signs	45%	41%	45%	43%	45%	44%
Speed humps	39%	37%	40%	43%	41%	43%
Rumble strips	45%*	35%	49%*	40%	49%*	40%
Traffic circles	40%	35%	44%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

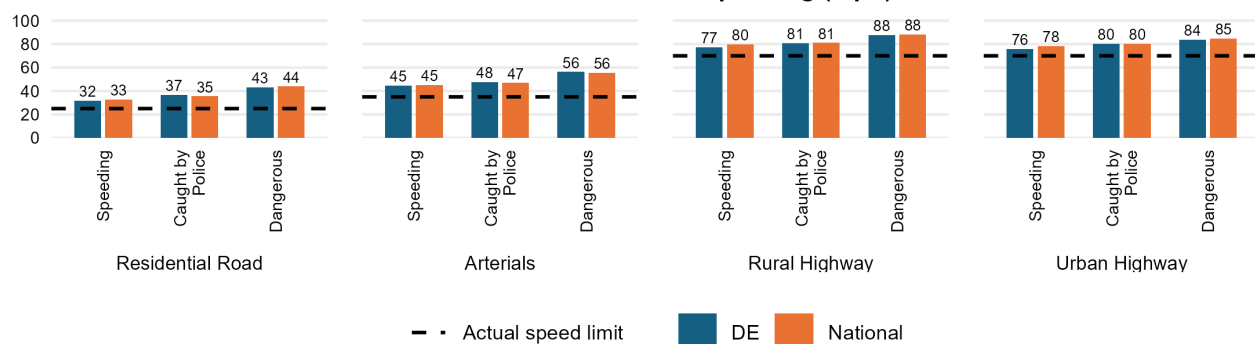
Support for ISA



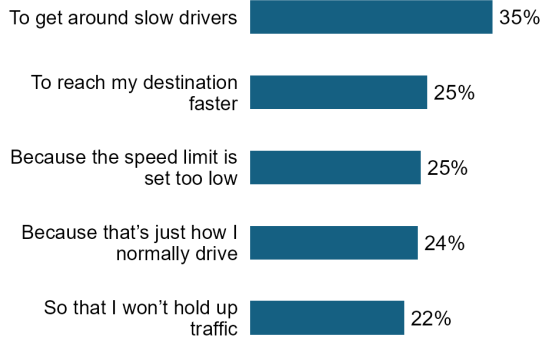
% of Drivers by Engagement in Speeding Behavior



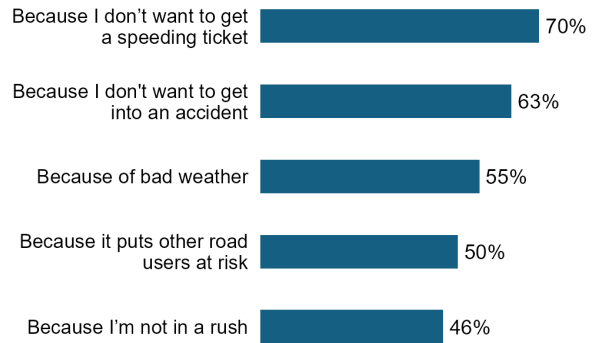
Personal Definitions of Speeding (mph)



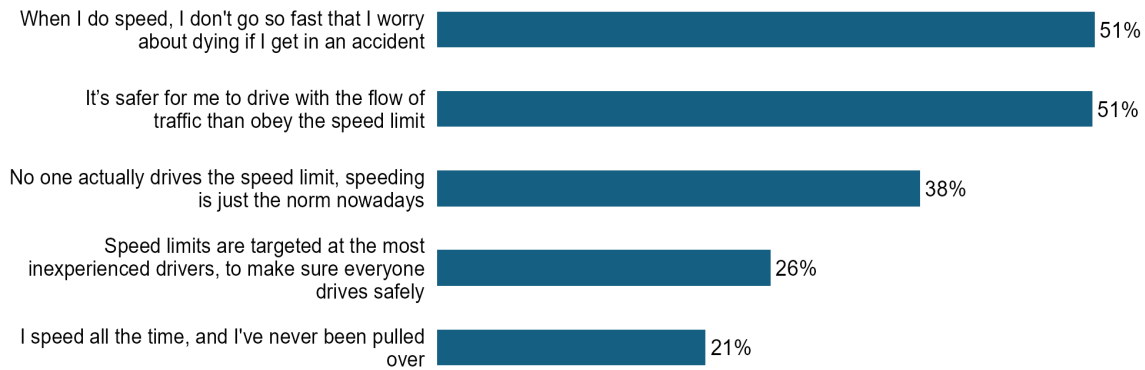
Top 5 Motivators to Speed



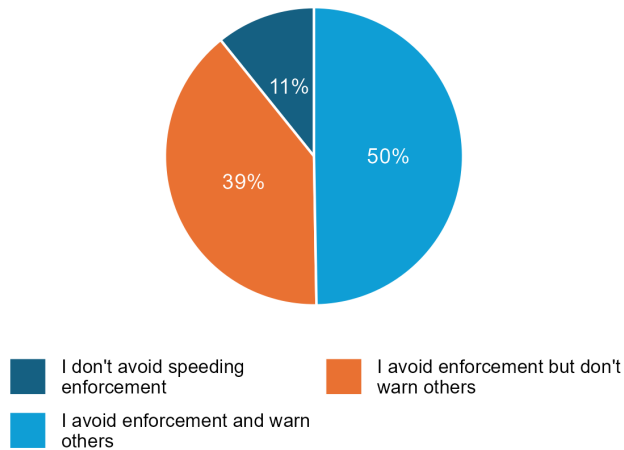
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Florida

Sample size = 646 (646 random sample, 0 opt-in)

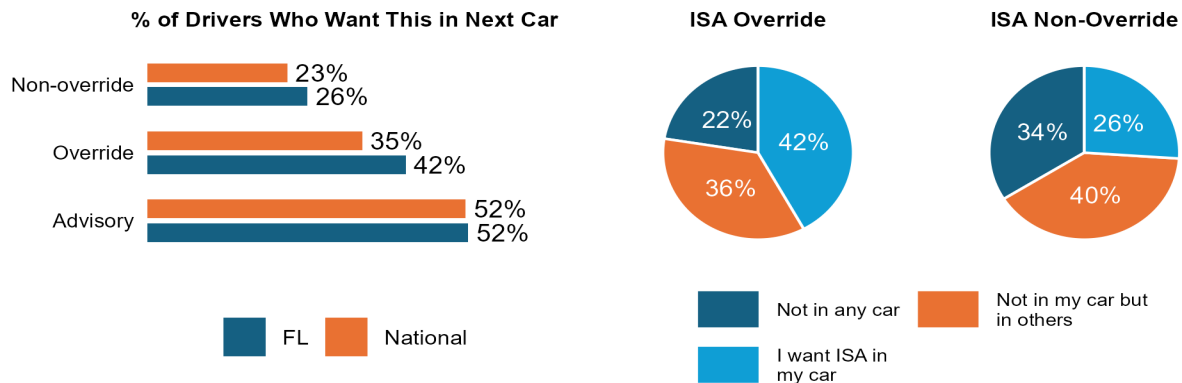
Design effect = 1.50; Margin of error = +/-4.73 percentage points

Proportion of Drivers Who Support Countermeasures

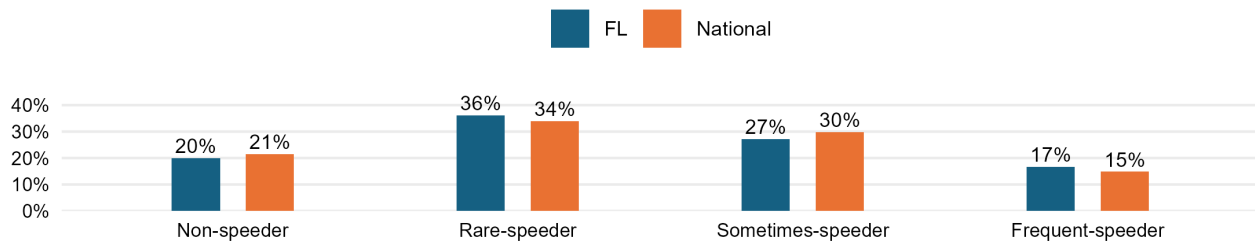
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	FL	National	FL	National	FL	National
Increased police presence/ticketing	83%*	79%	90%	87%	89%	88%
Automated speed cameras	63%	59%	75%	71%	77%	73%
Electronic warning signs	42%	41%	44%	43%	44%	44%
Speed humps	42%*	37%	44%	43%	46%	43%
Rumble strips	38%	35%	41%	40%	42%	40%
Traffic circles	35%	35%	39%	39%	39%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

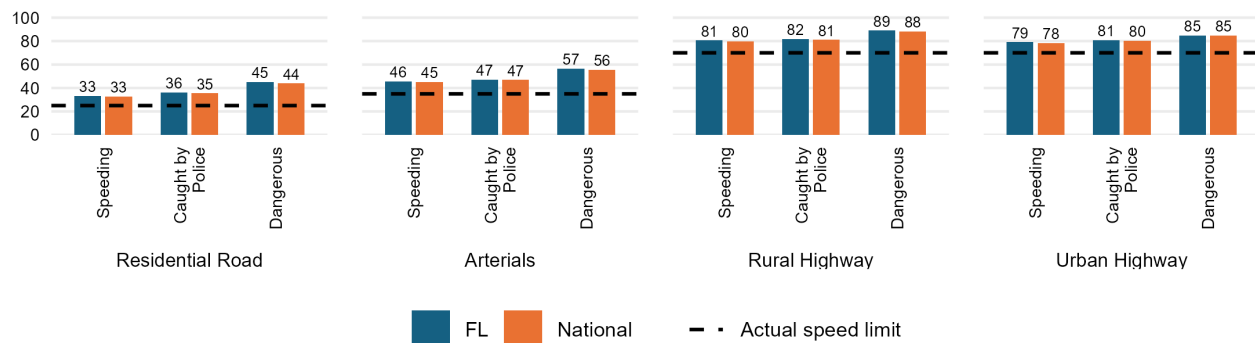
Support for ISA



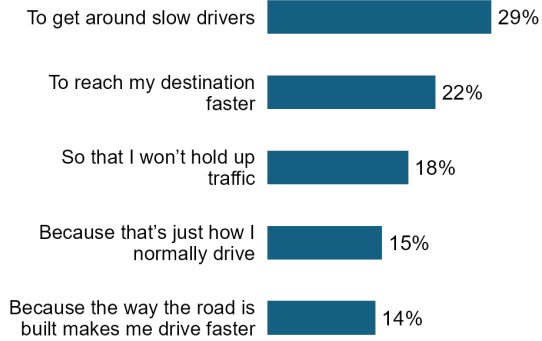
% of Drivers by Engagement in Speeding Behavior



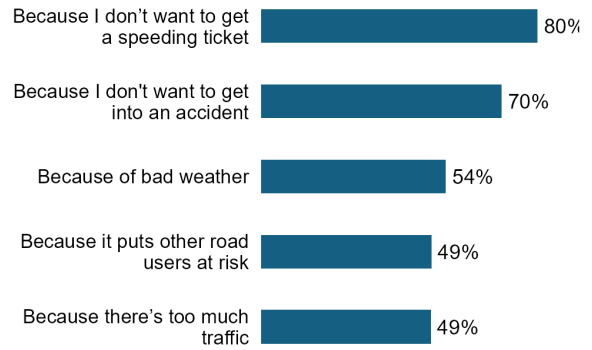
Personal Definitions of Speeding (mph)



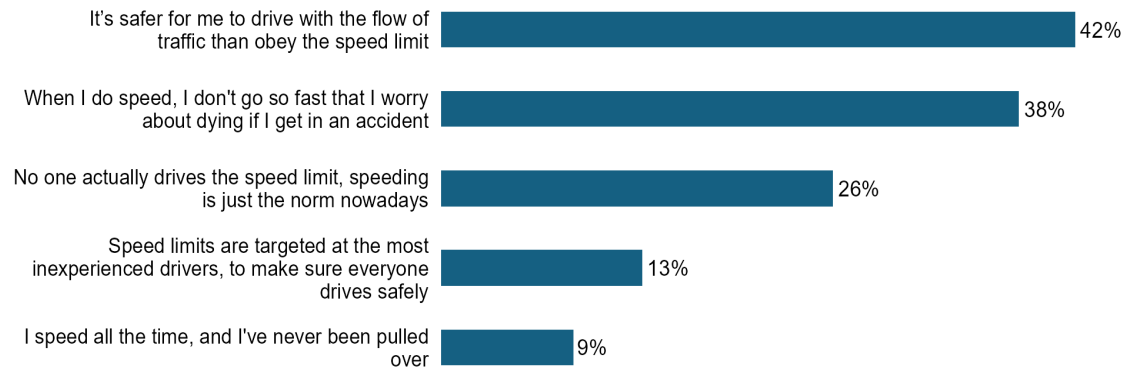
Top 5 Motivators to Speed



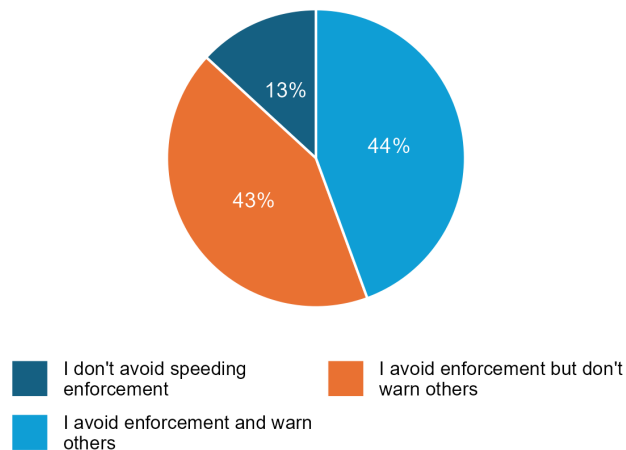
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Georgia

Sample size = 277 (277 random sample, 0 opt-in)

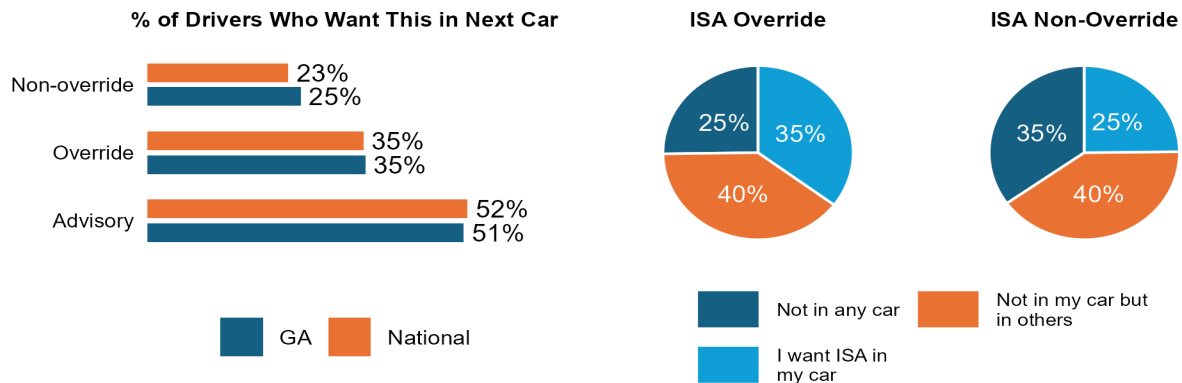
Design effect = 1.41; Margin of error = +/-7.00 percentage points

Proportion of Drivers Who Support Countermeasures

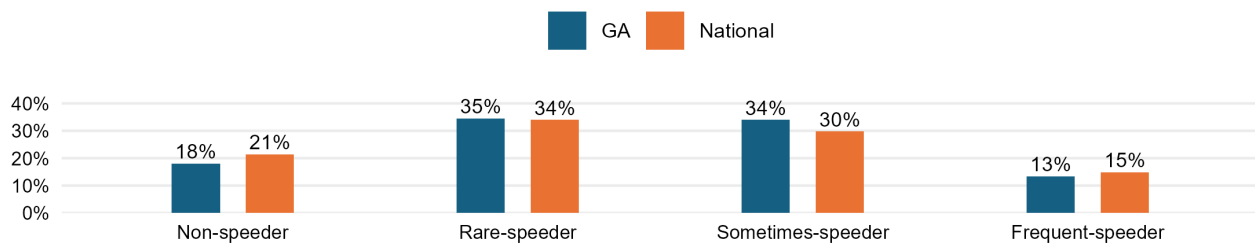
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	GA	National	GA	National	GA	National
Increased police presence/ticketing	77%	79%	87%	87%	88%	88%
Automated speed cameras	61%	59%	73%	71%	75%	73%
Electronic warning signs	40%	41%	40%	43%	43%	44%
Speed humps	39%	37%	43%	43%	44%	43%
Rumble strips	36%	35%	43%	40%	43%	40%
Traffic circles	40%	35%	42%	39%	43%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

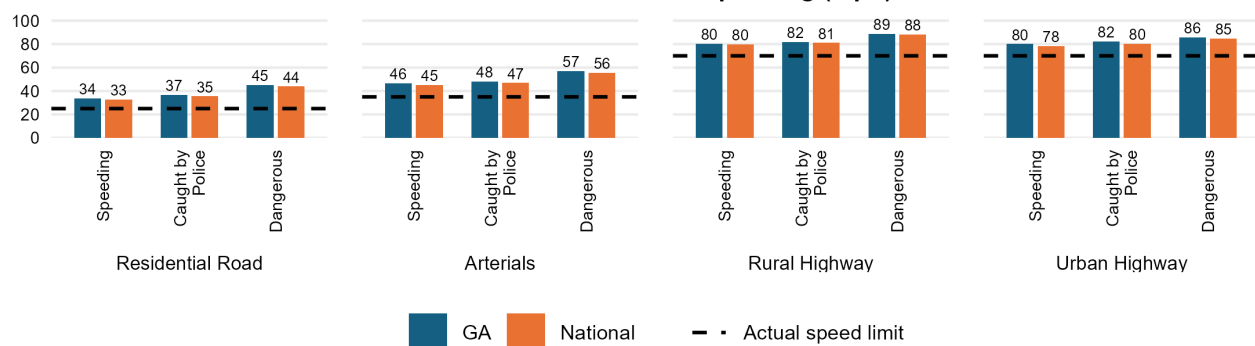
Support for ISA



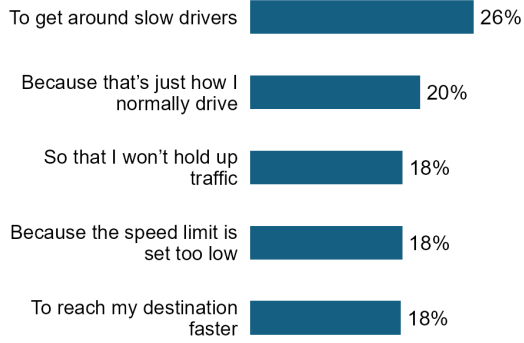
% of Drivers by Engagement in Speeding Behavior



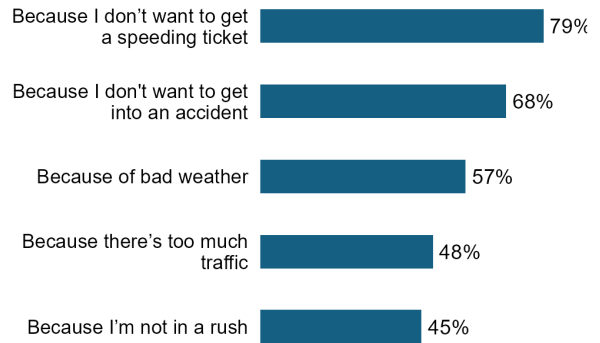
Personal Definitions of Speeding (mph)



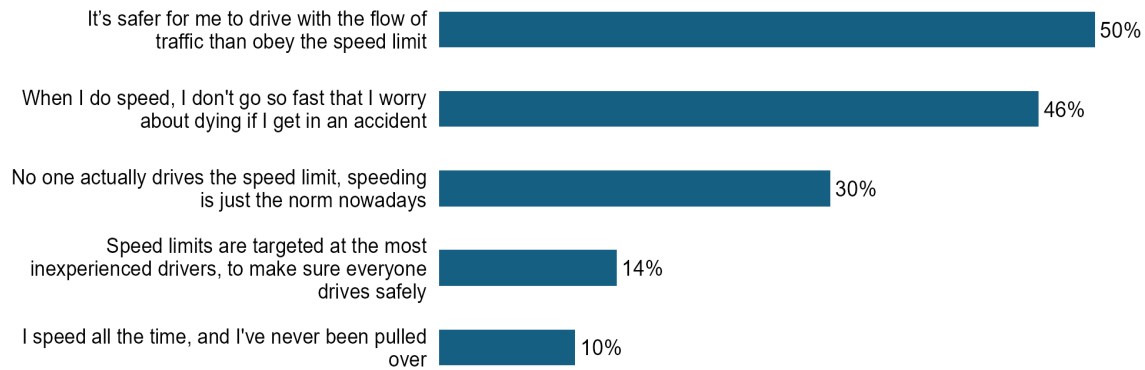
Top 5 Motivators to Speed



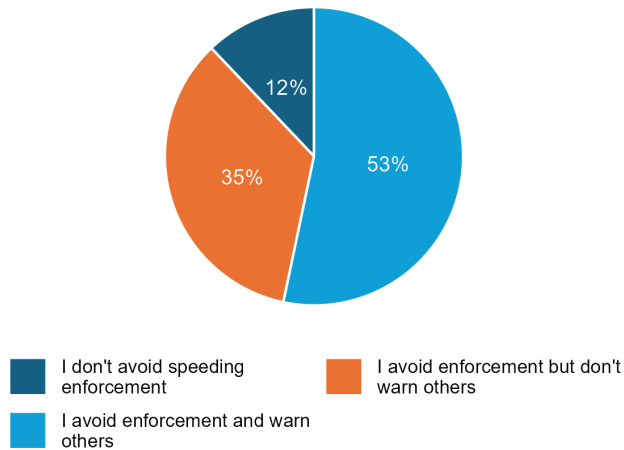
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Hawaii

Sample size = 240 (60 random sample, 180 opt-in)

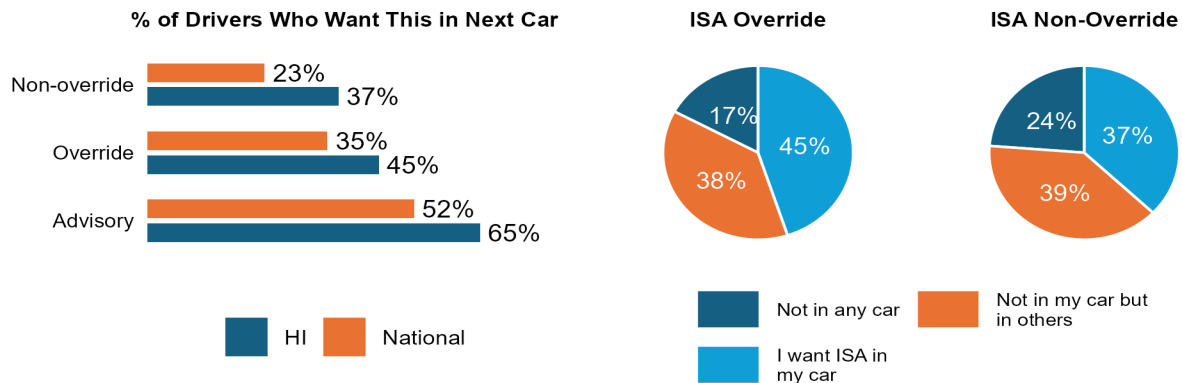
Design effect = 1.30; Margin of error = +/-7.23 percentage points

Proportion of Drivers Who Support Countermeasures

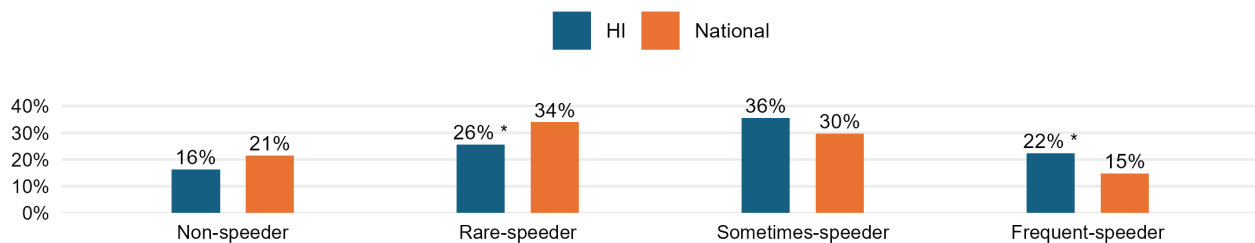
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	HI	National	HI	National	HI	National
Increased police presence/ticketing	81%	79%	92%*	87%	89%	88%
Automated speed cameras	70%*	59%	81%*	71%	81%*	73%
Electronic warning signs	38%	41%	39%	43%	39%	44%
Speed humps	48%*	37%	51%*	43%	51%*	43%
Rumble strips	35%	35%	38%	40%	38%	40%
Traffic circles	32%	35%	40%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

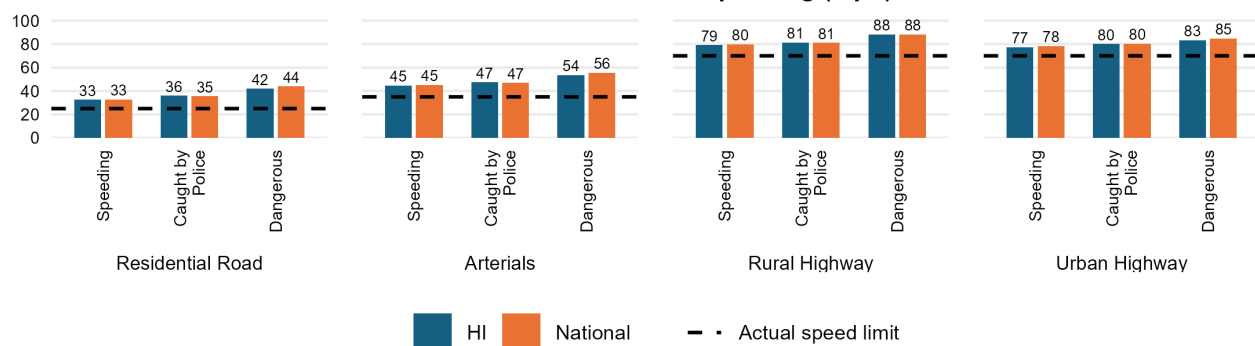
Support for ISA



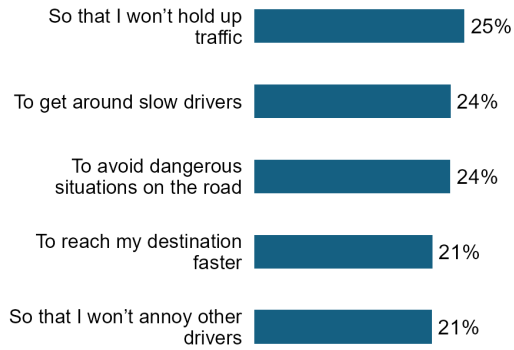
% of Drivers by Engagement in Speeding Behavior



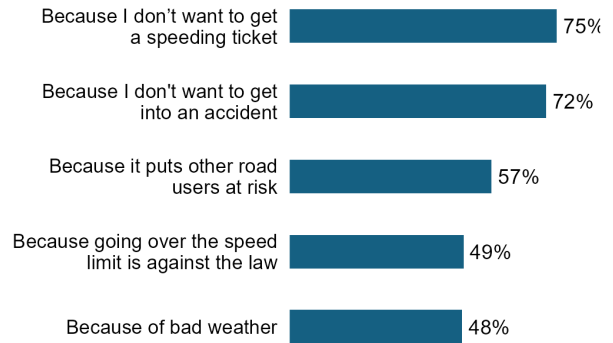
Personal Definitions of Speeding (mph)



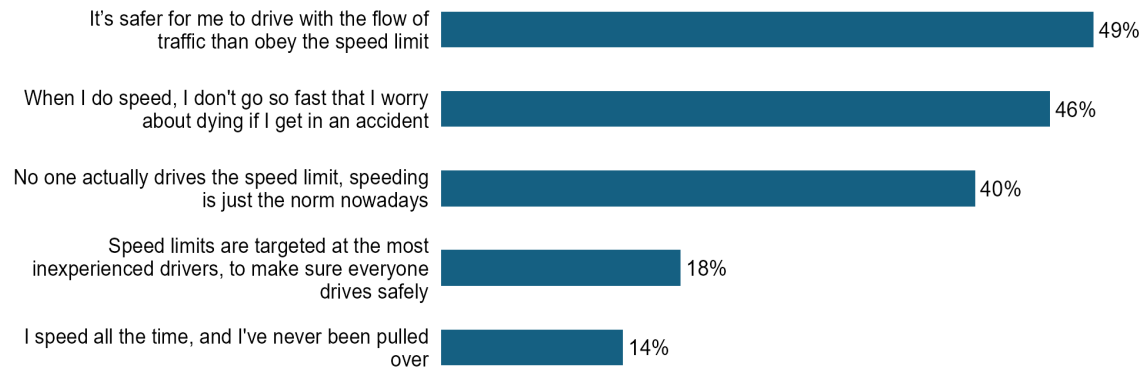
Top 5 Motivators to Speed



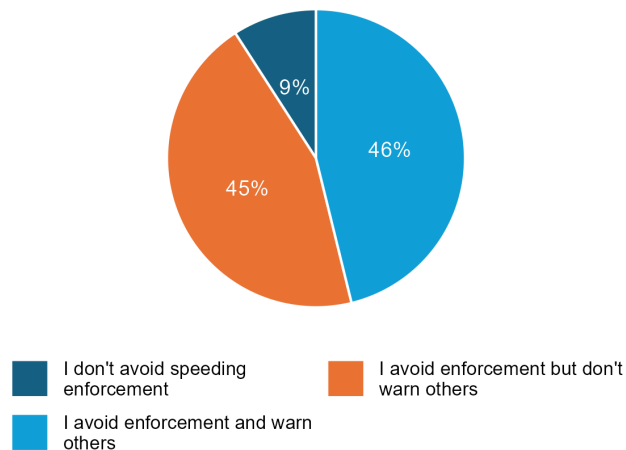
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Iowa

Sample size = 270 (85 random sample, 185 opt-in)

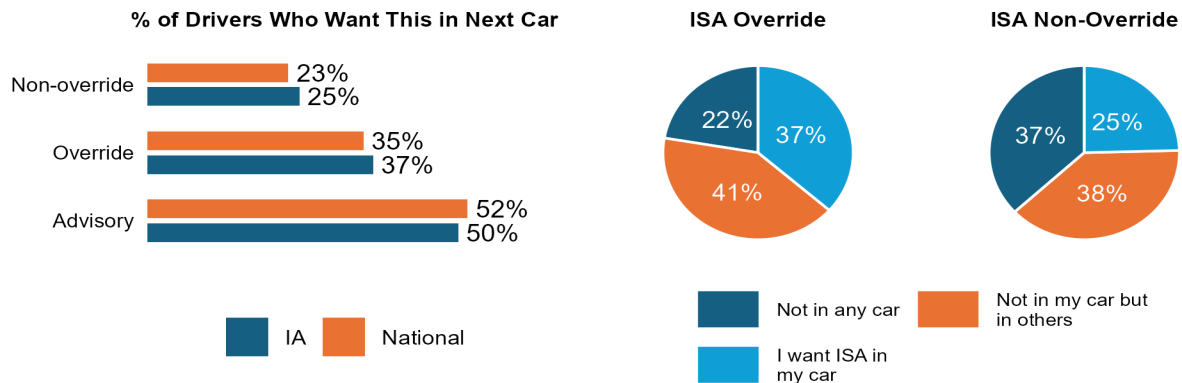
Design effect = 1.19; Margin of error = +/-6.51 percentage points

Proportion of Drivers Who Support Countermeasures

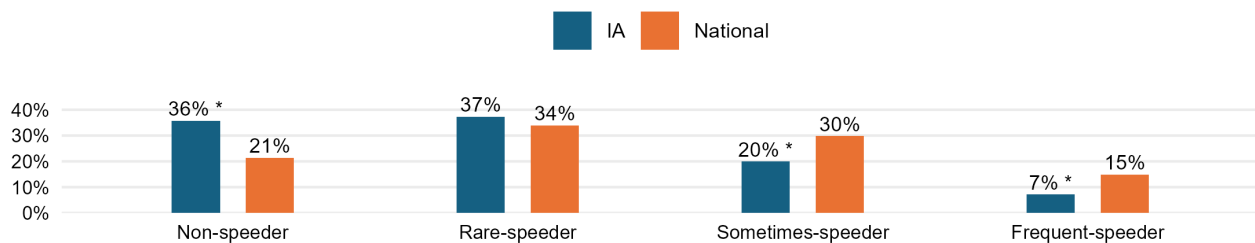
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	IA	National	IA	National	IA	National
Increased police presence/ticketing	84%*	79%	91%*	87%	91%	88%
Automated speed cameras	59%	59%	72%	71%	76%	73%
Electronic warning signs	42%	41%	46%	43%	46%	44%
Speed humps	40%	37%	45%	43%	46%	43%
Rumble strips	33%	35%	39%	40%	41%	40%
Traffic circles	31%	35%	33%	39%	35%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

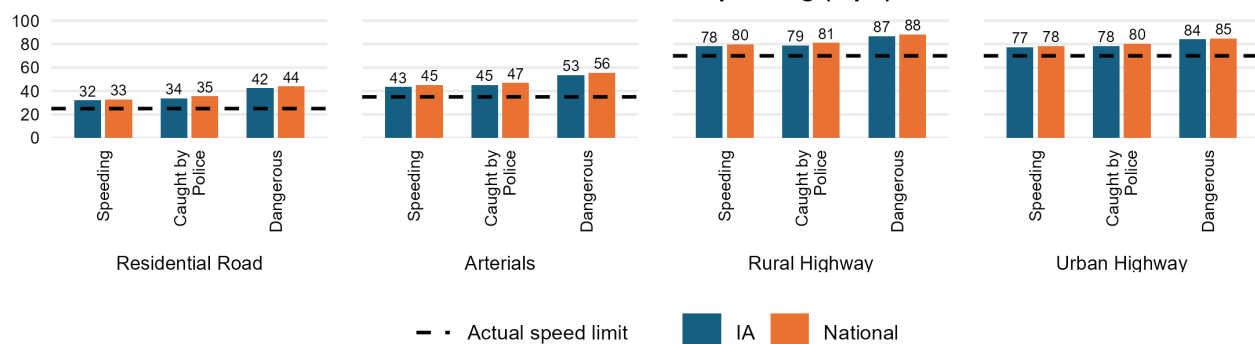
Support for ISA



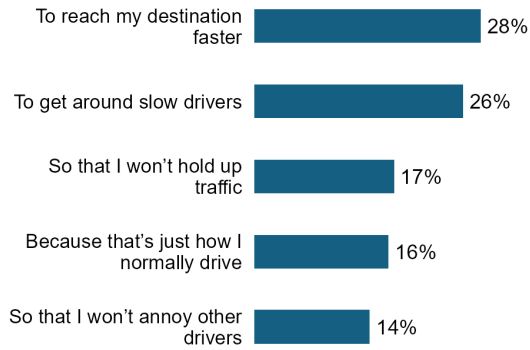
% of Drivers by Engagement in Speeding Behavior



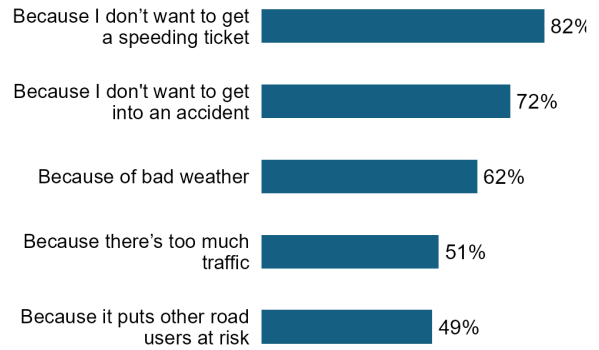
Personal Definitions of Speeding (mph)



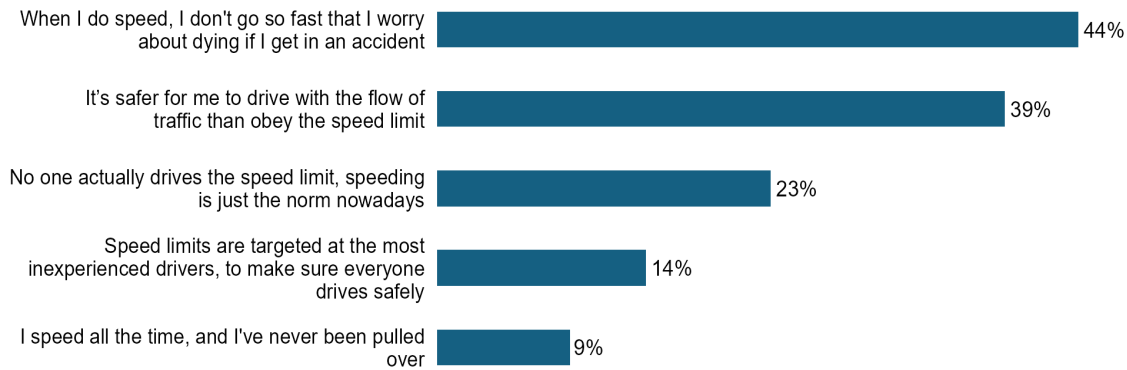
Top 5 Motivators to Speed



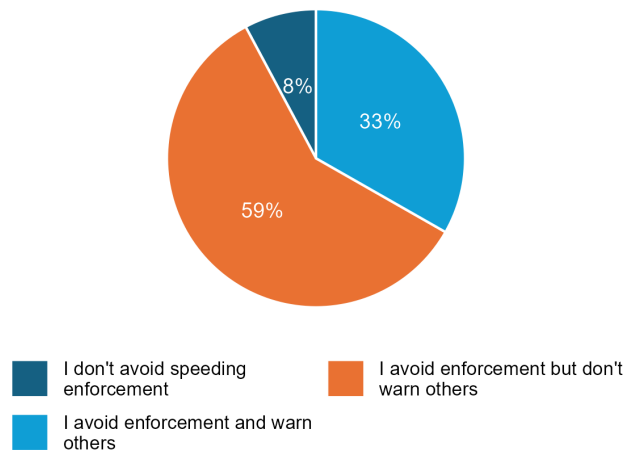
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Idaho

Sample size = 264 (111 random sample, 153 opt-in)

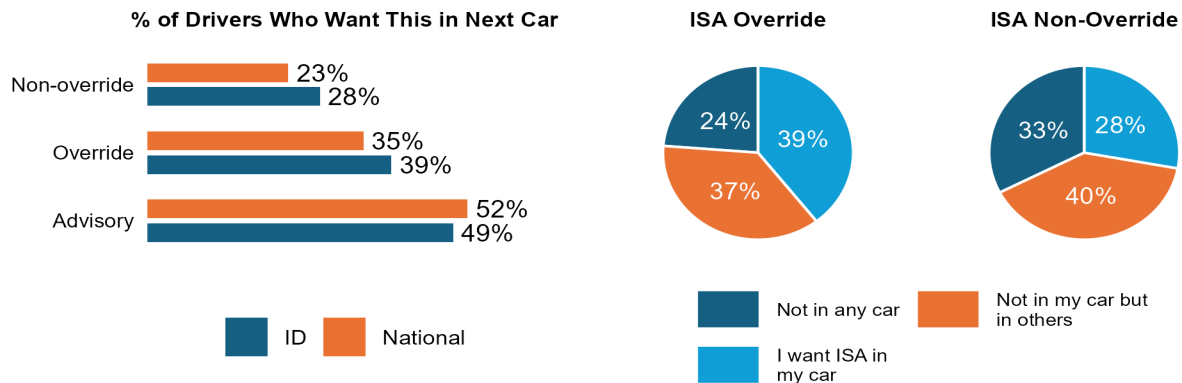
Design effect = 1.34; Margin of error = +/-6.97 percentage points

Proportion of Drivers Who Support Countermeasures

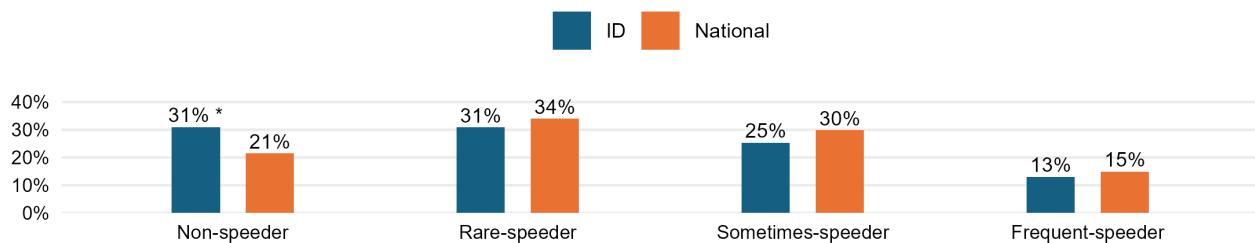
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	ID	National	ID	National	ID	National
Increased police presence/ticketing	83%	79%	88%	87%	92%*	88%
Automated speed cameras	68%*	59%	80%*	71%	83%*	73%
Electronic warning signs	47%	41%	51%*	43%	51%*	44%
Speed humps	36%	37%	38%	43%	40%	43%
Rumble strips	35%	35%	38%	40%	42%	40%
Traffic circles	33%	35%	40%	39%	38%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

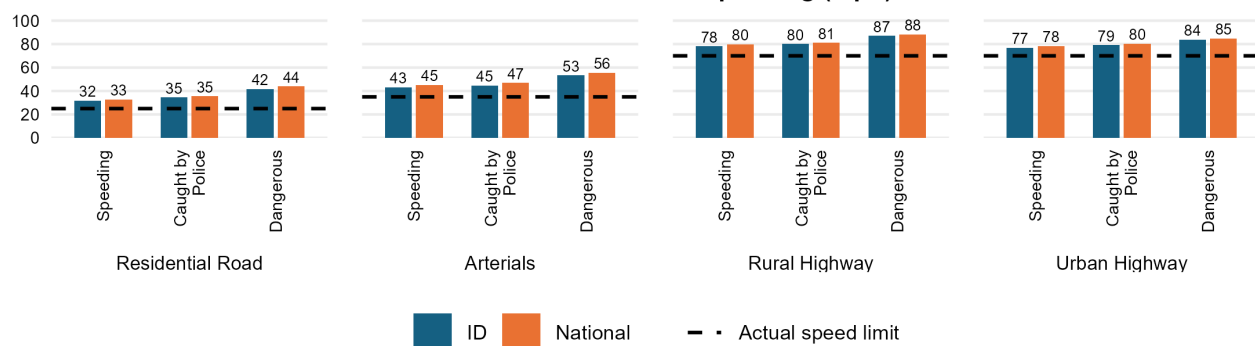
Support for ISA



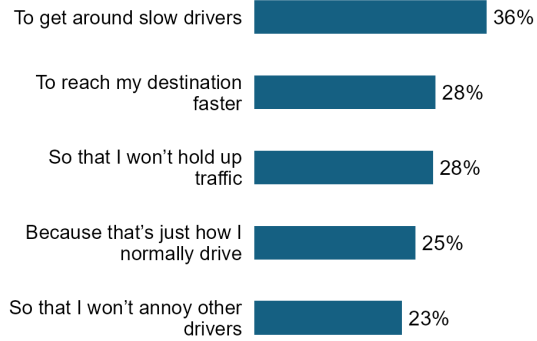
% of Drivers by Engagement in Speeding Behavior



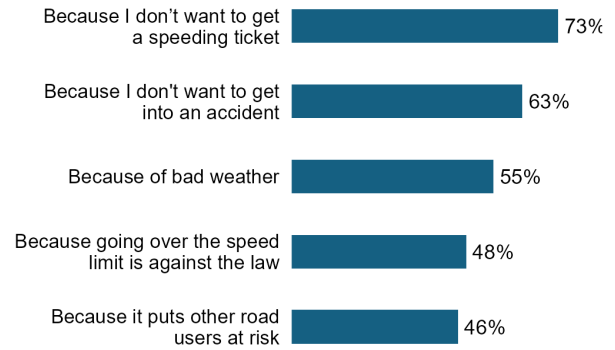
Personal Definitions of Speeding (mph)



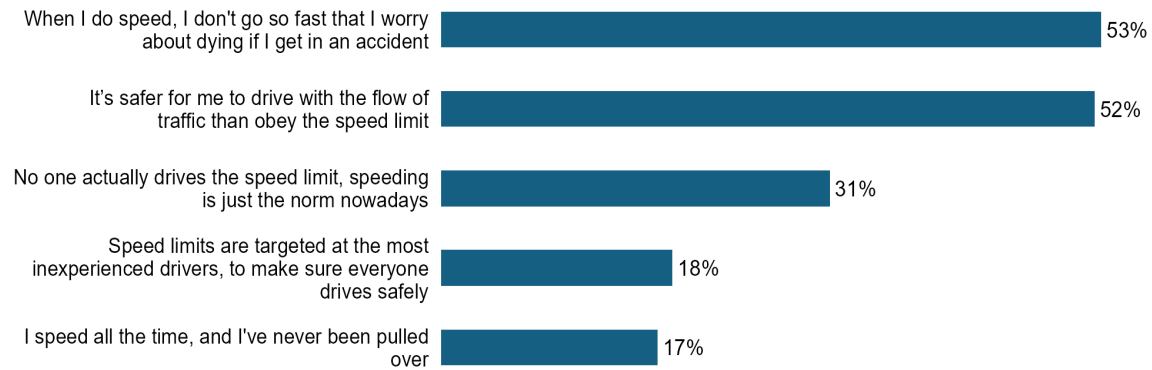
Top 5 Motivators to Speed



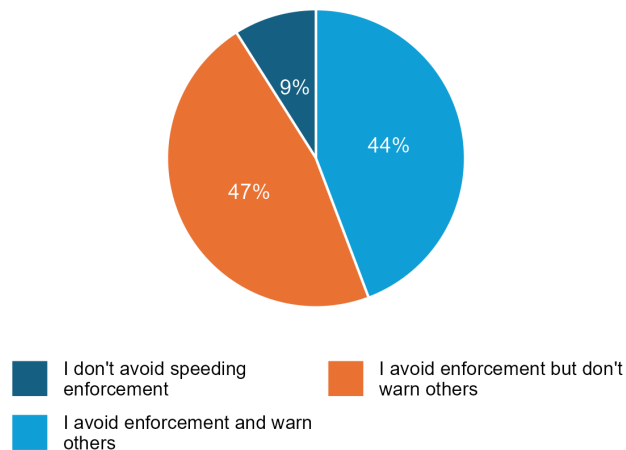
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Illinois

Sample size = 520 (520 random sample, 0 opt-in)

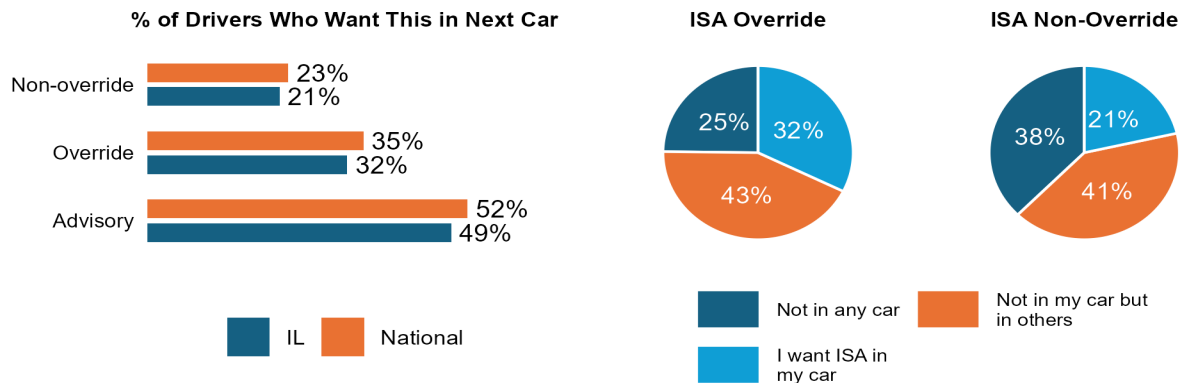
Design effect = 1.48; Margin of error = +/-5.23 percentage points

Proportion of Drivers Who Support Countermeasures

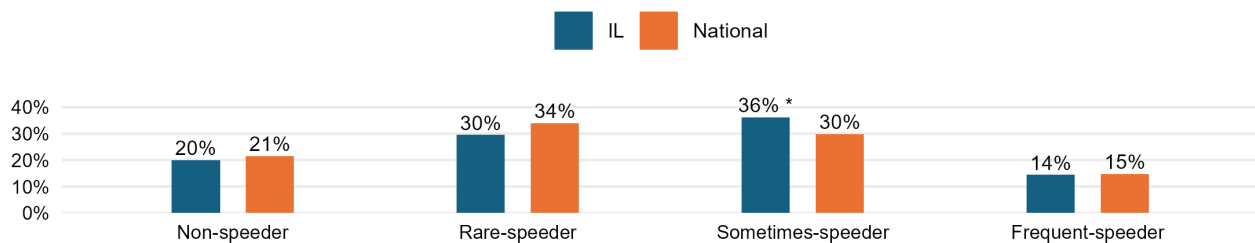
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	IL	National	IL	National	IL	National
Increased police presence/ticketing	74%*	79%	87%	87%	85%	88%
Automated speed cameras	54%	59%	70%	71%	72%	73%
Electronic warning signs	44%	41%	46%	43%	47%	44%
Speed humps	37%	37%	44%	43%	42%	43%
Rumble strips	30%	35%	39%	40%	37%	40%
Traffic circles	30%	35%	34%	39%	35%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

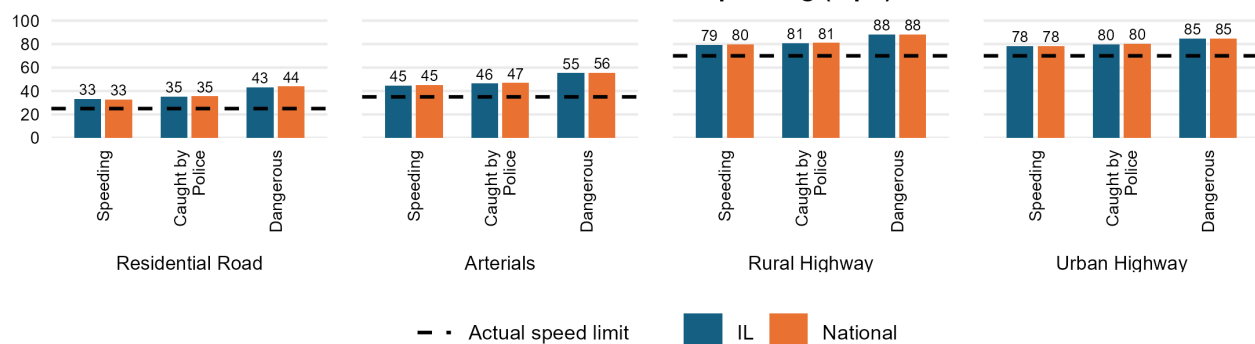
Support for ISA



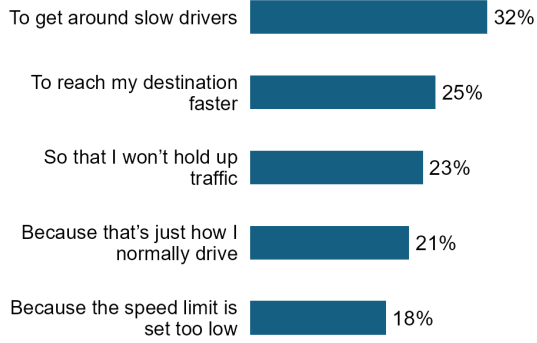
% of Drivers by Engagement in Speeding Behavior



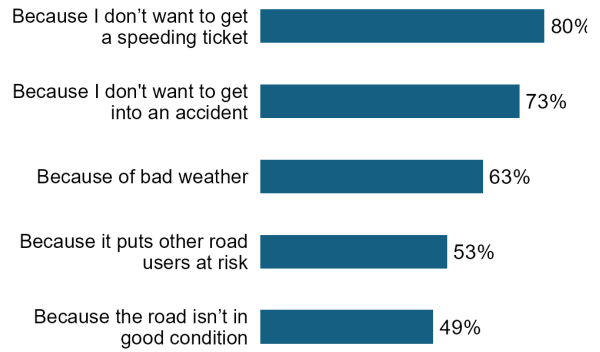
Personal Definitions of Speeding (mph)



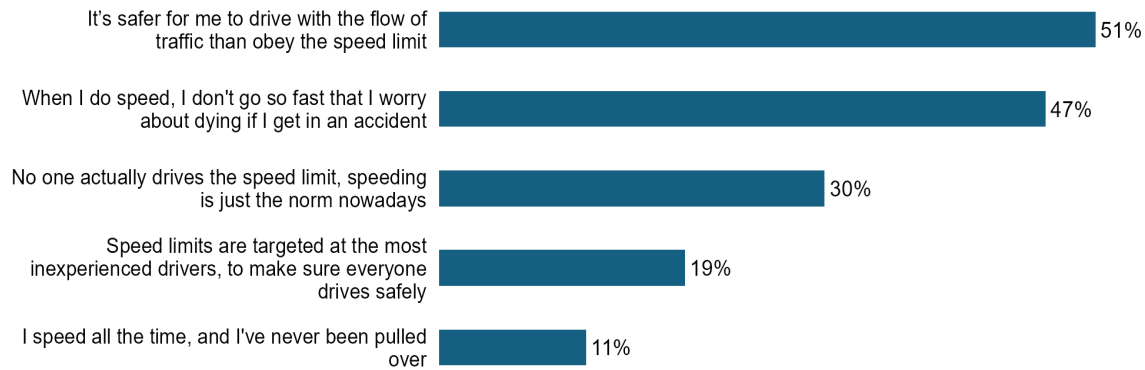
Top 5 Motivators to Speed



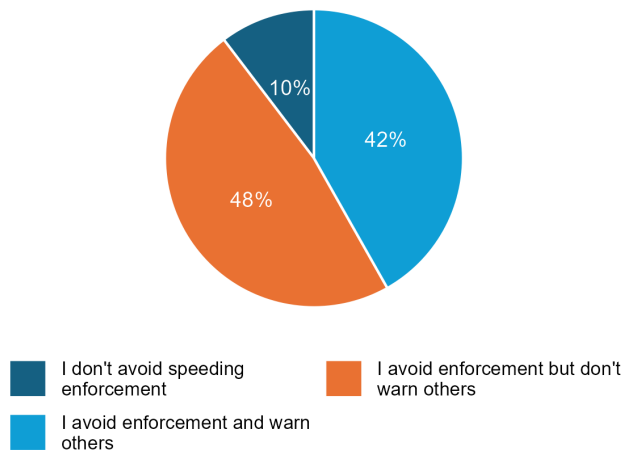
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Indiana

Sample size = 358 (358 random sample, 0 opt-in)

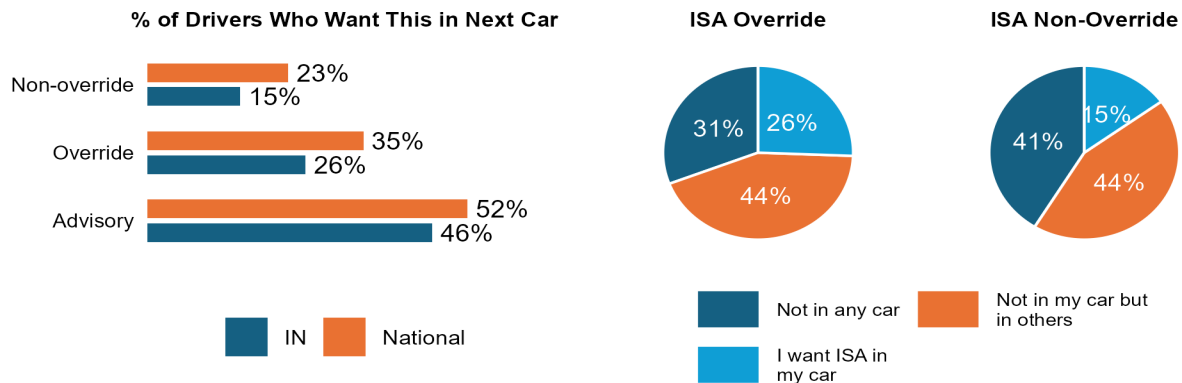
Design effect = 1.41; Margin of error = +/-6.14 percentage points

Proportion of Drivers Who Support Countermeasures

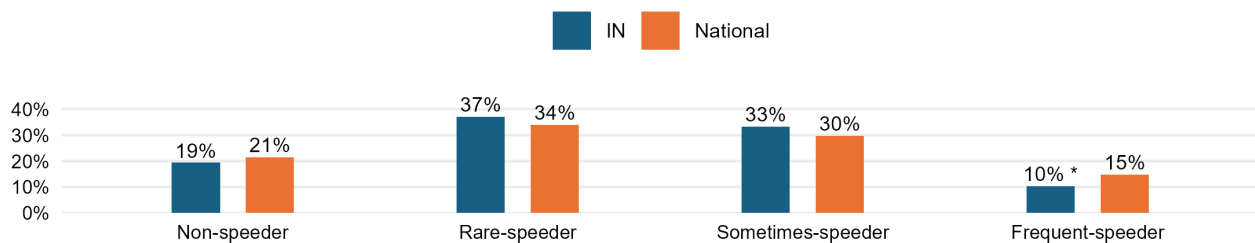
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	IN	National	IN	National	IN	National
Increased police presence/ticketing	79%	79%	89%	87%	86%	88%
Automated speed cameras	56%	59%	69%	71%	67%*	73%
Electronic warning signs	42%	41%	44%	43%	43%	44%
Speed humps	32%*	37%	36%*	43%	35%*	43%
Rumble strips	32%	35%	39%	40%	42%	40%
Traffic circles	35%	35%	38%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

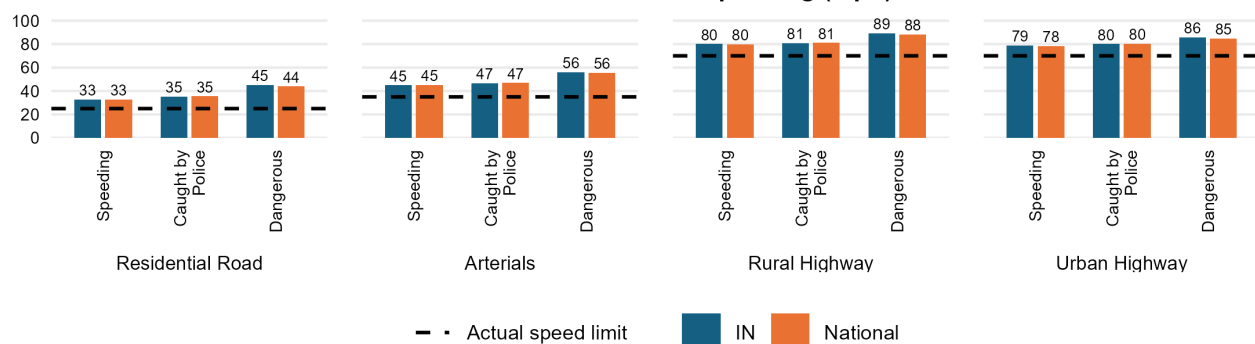
Support for ISA



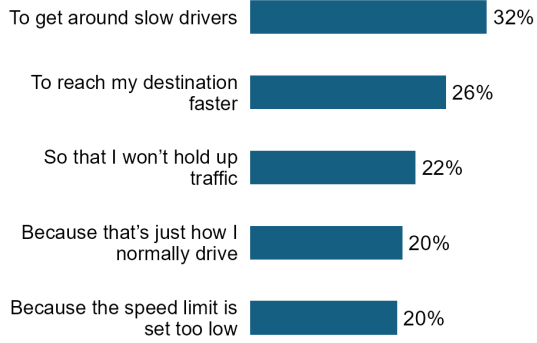
% of Drivers by Engagement in Speeding Behavior



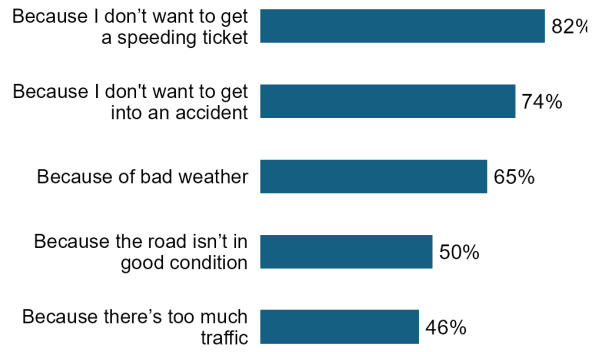
Personal Definitions of Speeding (mph)



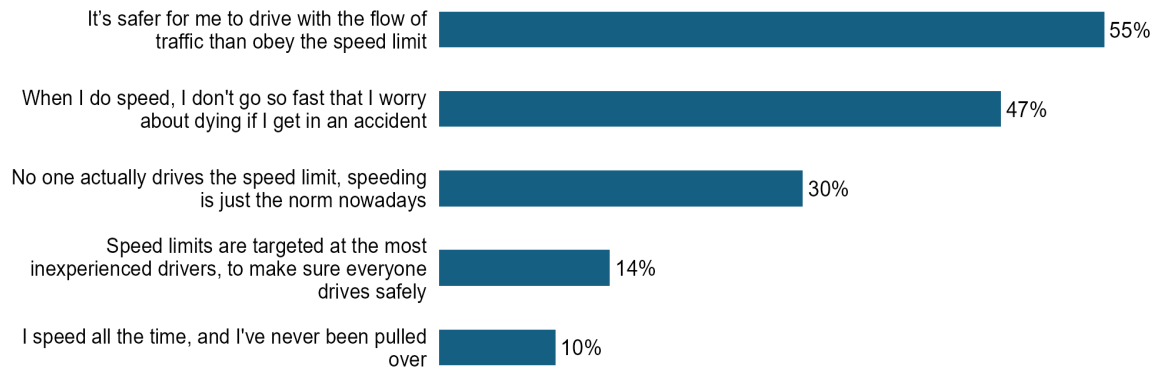
Top 5 Motivators to Speed



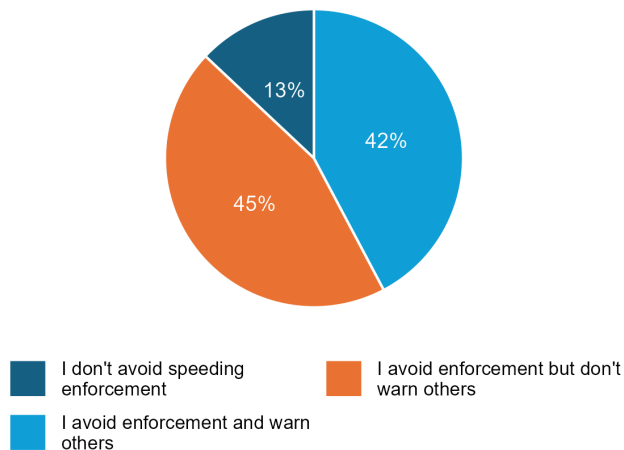
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Kansas

Sample size = 330 (156 random sample, 174 opt-in)

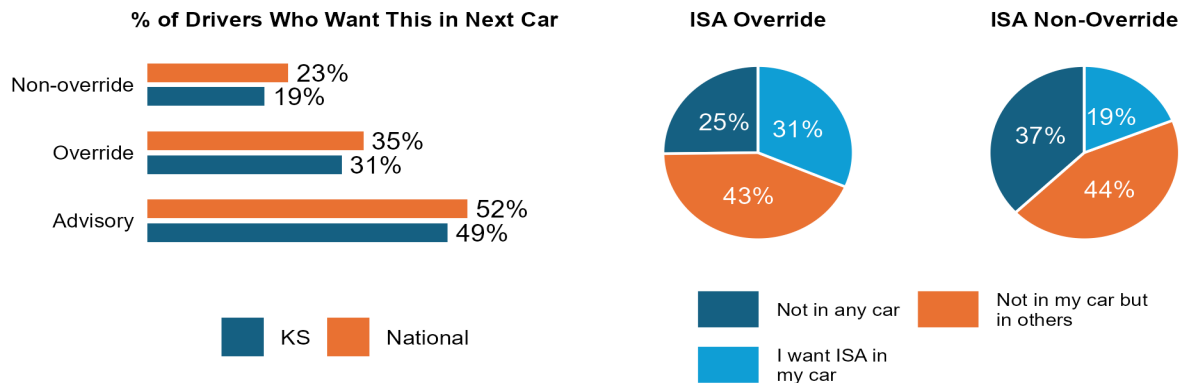
Design effect = 1.25; Margin of error = +/-6.03 percentage points

Proportion of Drivers Who Support Countermeasures

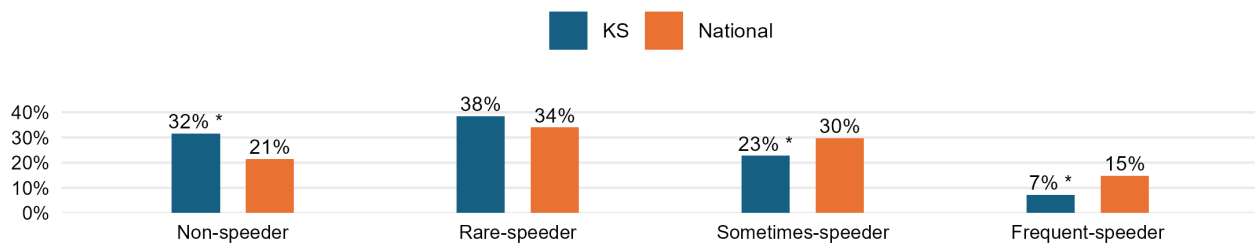
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	KS	National	KS	National	KS	National
Increased police presence/ticketing	82%	79%	90%	87%	90%	88%
Automated speed cameras	59%	59%	71%	71%	73%	73%
Electronic warning signs	37%	41%	38%	43%	37%*	44%
Speed humps	36%	37%	40%	43%	41%	43%
Rumble strips	31%	35%	37%	40%	38%	40%
Traffic circles	34%	35%	40%	39%	42%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

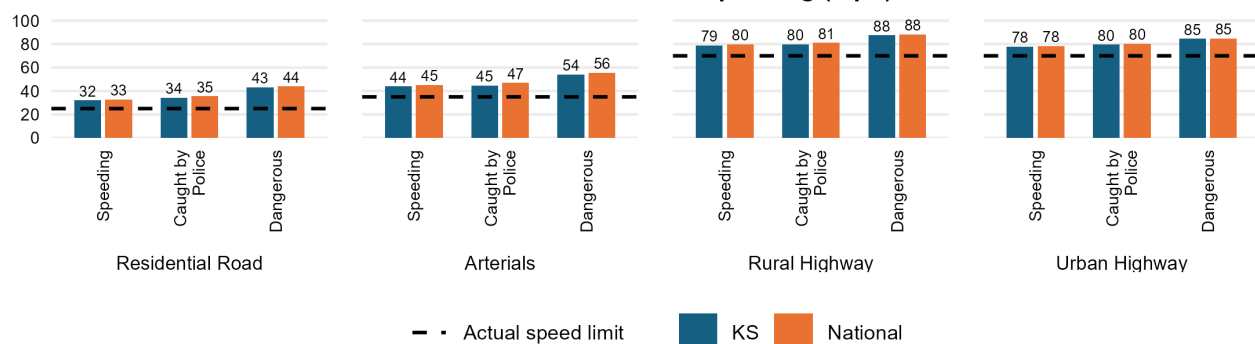
Support for ISA



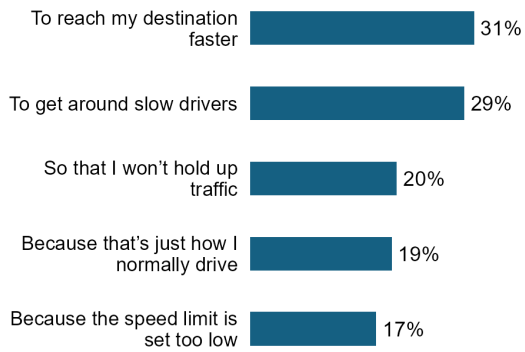
% of Drivers by Engagement in Speeding Behavior



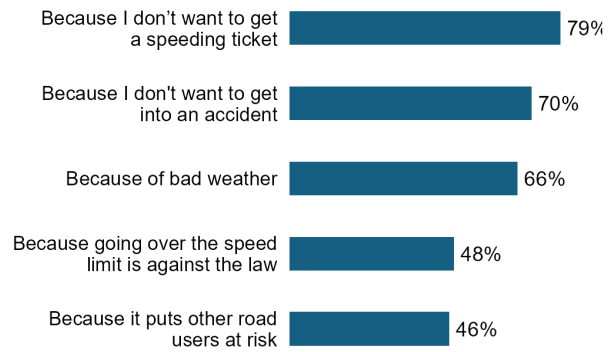
Personal Definitions of Speeding (mph)



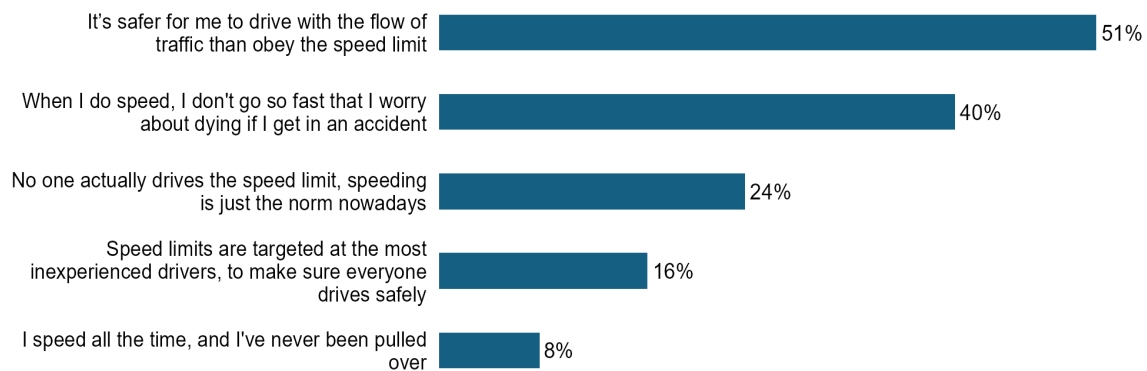
Top 5 Motivators to Speed



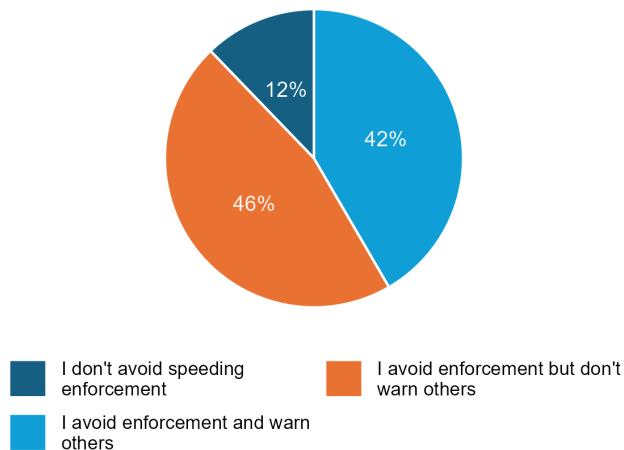
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Kentucky

Sample size = 263 (108 random sample, 155 opt-in)

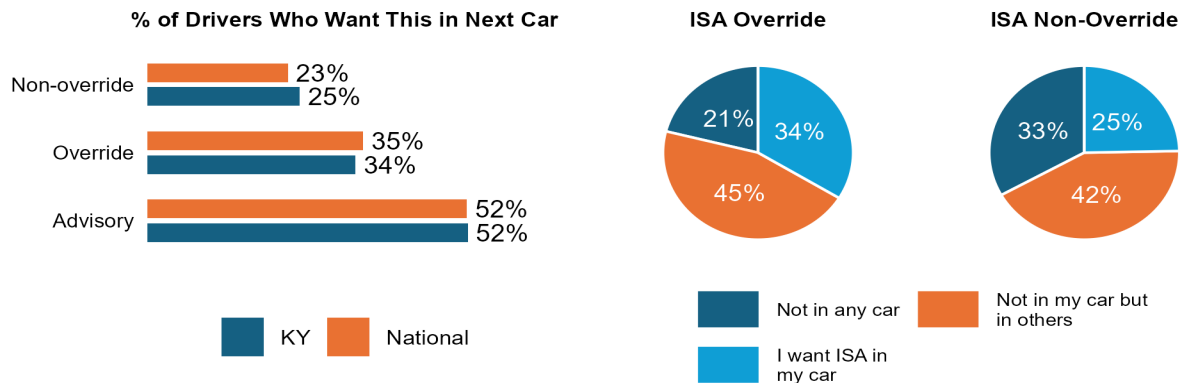
Design effect = 1.25; Margin of error = +/-6.76 percentage points

Proportion of Drivers Who Support Countermeasures

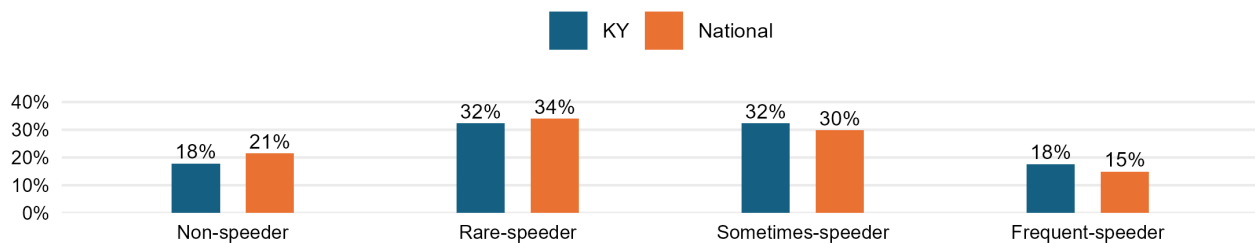
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	KY	National	KY	National	KY	National
Increased police presence/ticketing	77%	79%	86%	87%	86%	88%
Automated speed cameras	59%	59%	73%	71%	76%	73%
Electronic warning signs	39%	41%	42%	43%	41%	44%
Speed humps	35%	37%	41%	43%	42%	43%
Rumble strips	34%	35%	40%	40%	41%	40%
Traffic circles	33%	35%	36%	39%	37%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

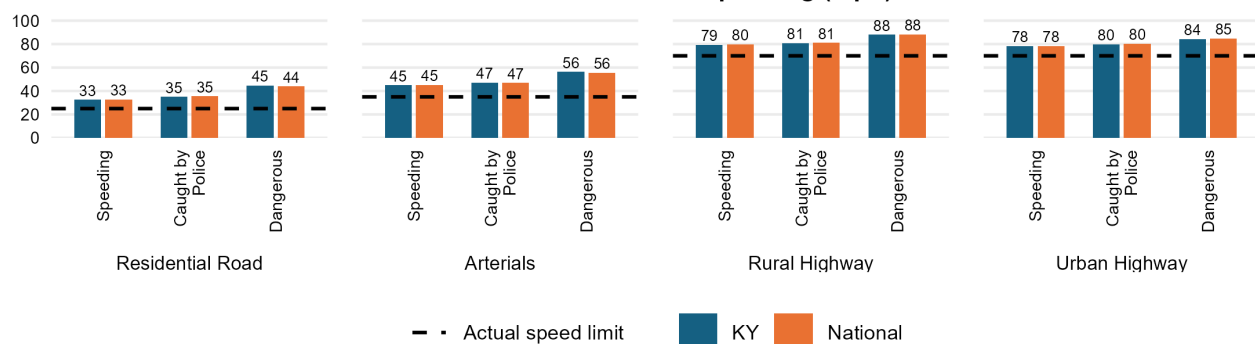
Support for ISA



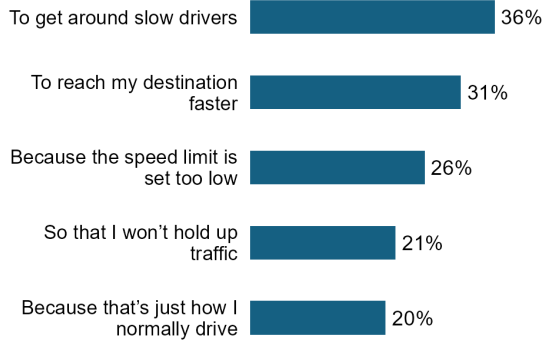
% of Drivers by Engagement in Speeding Behavior



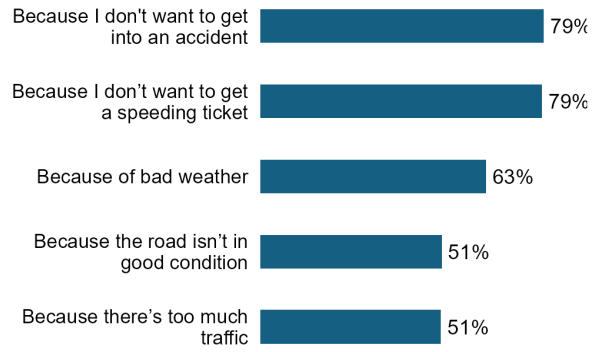
Personal Definitions of Speeding (mph)



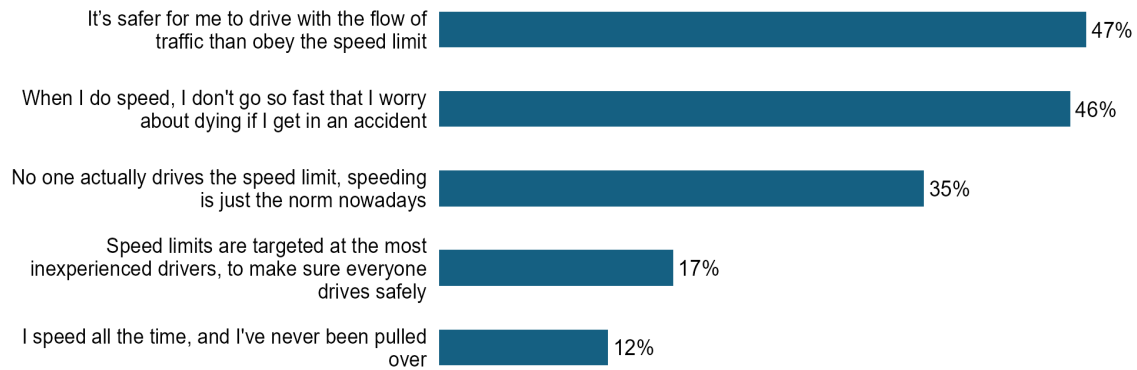
Top 5 Motivators to Speed



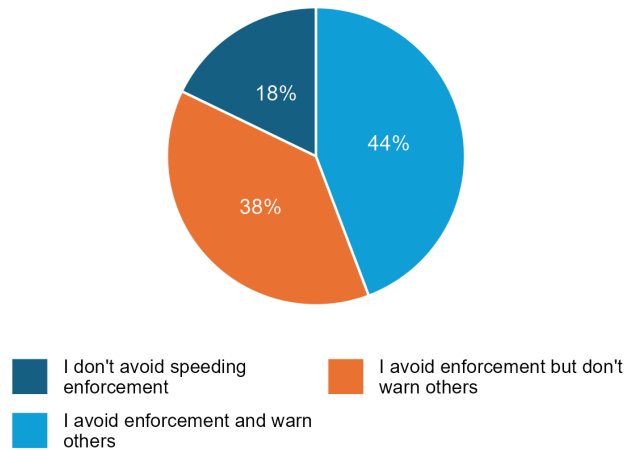
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Louisiana

Sample size = 385 (201 random sample, 184 opt-in)

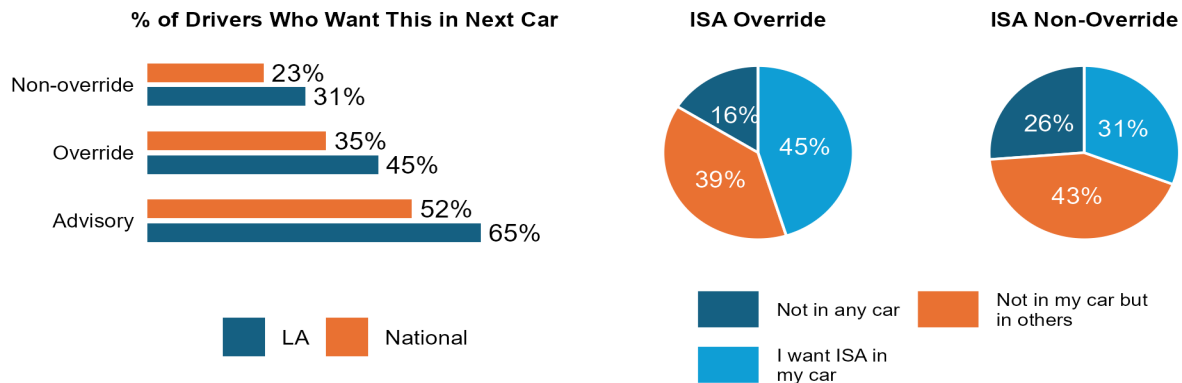
Design effect = 1.26; Margin of error = +/-5.60 percentage points

Proportion of Drivers Who Support Countermeasures

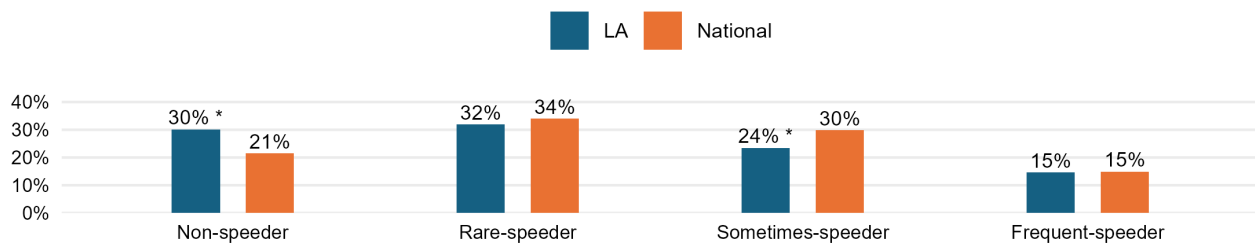
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	LA	National	LA	National	LA	National
Increased police presence/ticketing	77%	79%	84%	87%	84%	88%
Automated speed cameras	61%	59%	71%	71%	72%	73%
Electronic warning signs	45%	41%	45%	43%	48%	44%
Speed humps	40%	37%	43%	43%	44%	43%
Rumble strips	35%	35%	38%	40%	38%	40%
Traffic circles	34%	35%	40%	39%	39%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

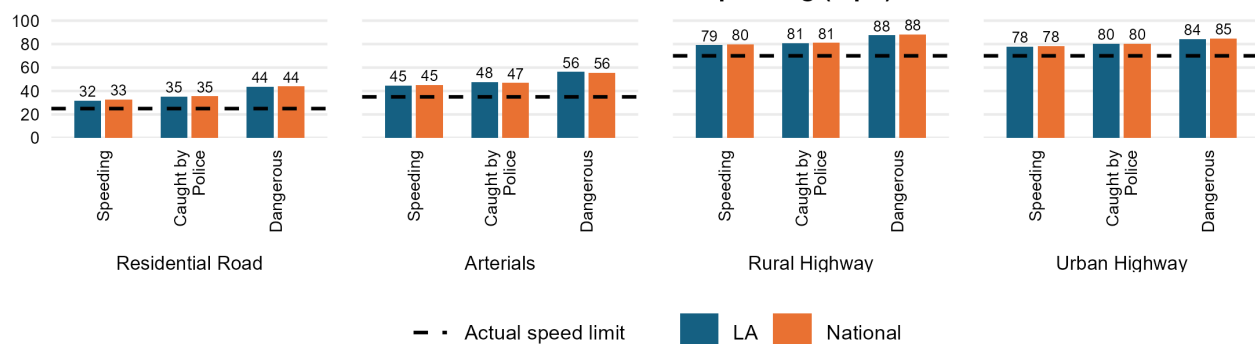
Support for ISA



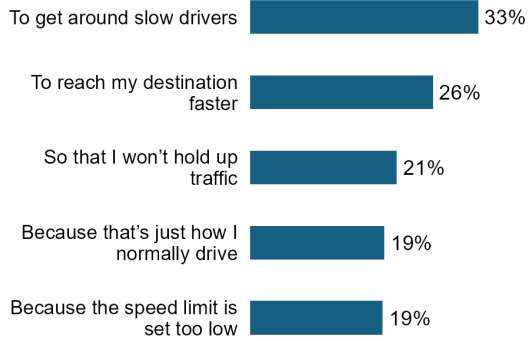
% of Drivers by Engagement in Speeding Behavior



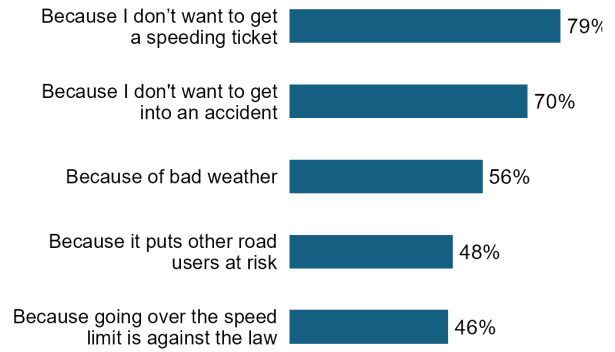
Personal Definitions of Speeding (mph)



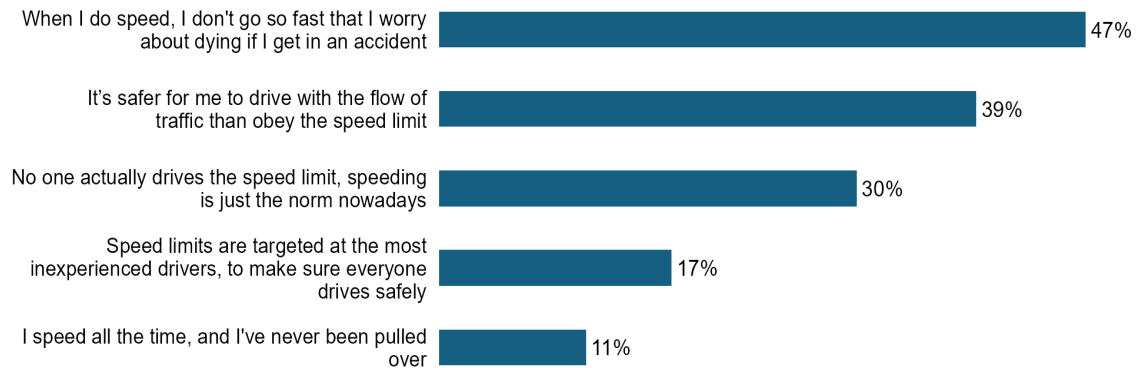
Top 5 Motivators to Speed



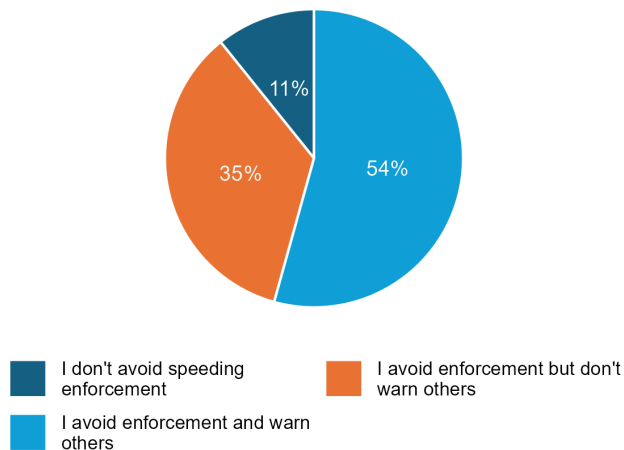
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Massachusetts

Sample size = 515 (284 random sample, 231 opt-in)

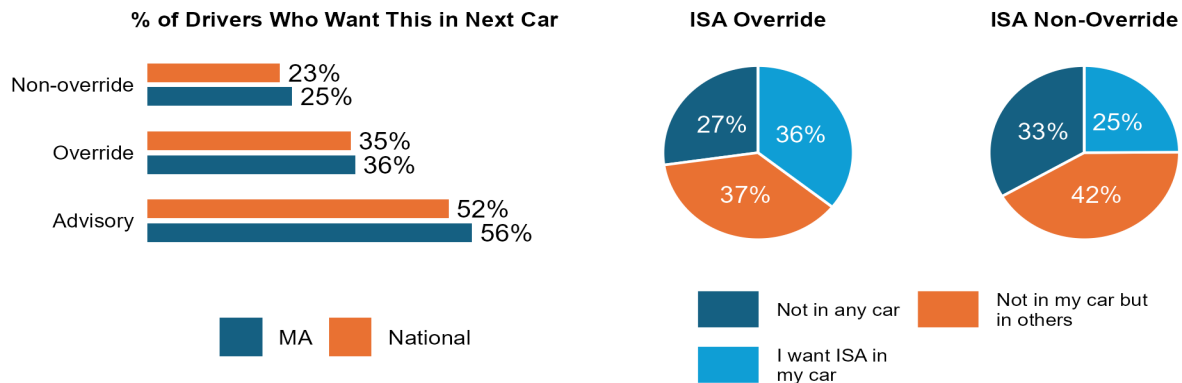
Design effect = 1.48; Margin of error = +/-5.26 percentage points

Proportion of Drivers Who Support Countermeasures

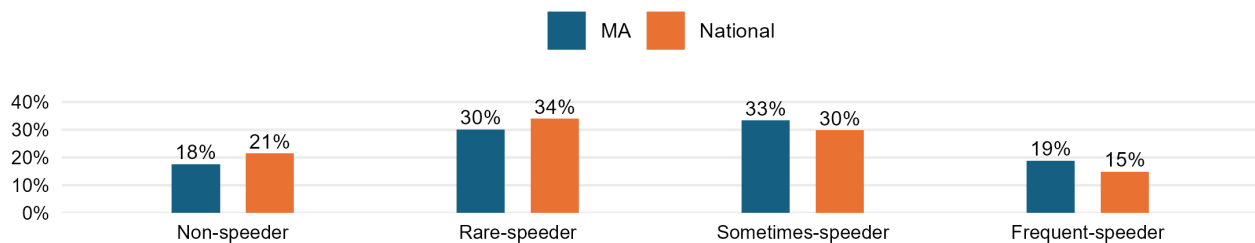
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MA	National	MA	National	MA	National
Increased police presence/ticketing	78%	79%	87%	87%	87%	88%
Automated speed cameras	61%	59%	72%	71%	72%	73%
Electronic warning signs	50%*	41%	51%*	43%	52%*	44%
Speed humps	34%	37%	38%	43%	39%	43%
Rumble strips	32%	35%	37%	40%	38%	40%
Traffic circles	38%	35%	42%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

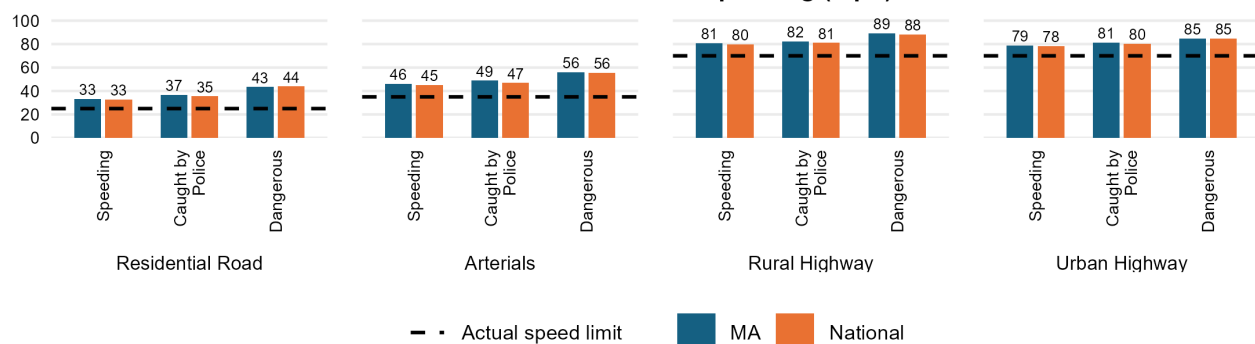
Support for ISA



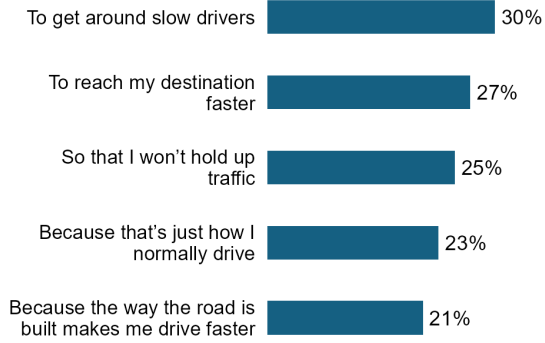
% of Drivers by Engagement in Speeding Behavior



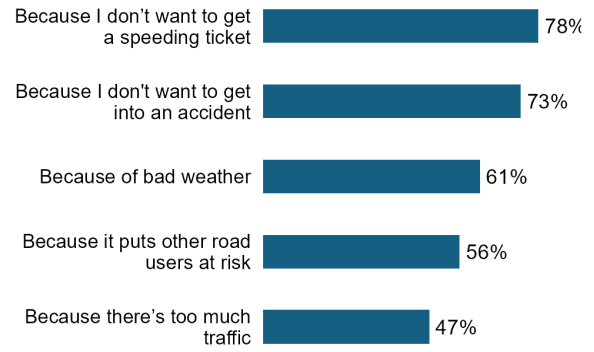
Personal Definitions of Speeding (mph)



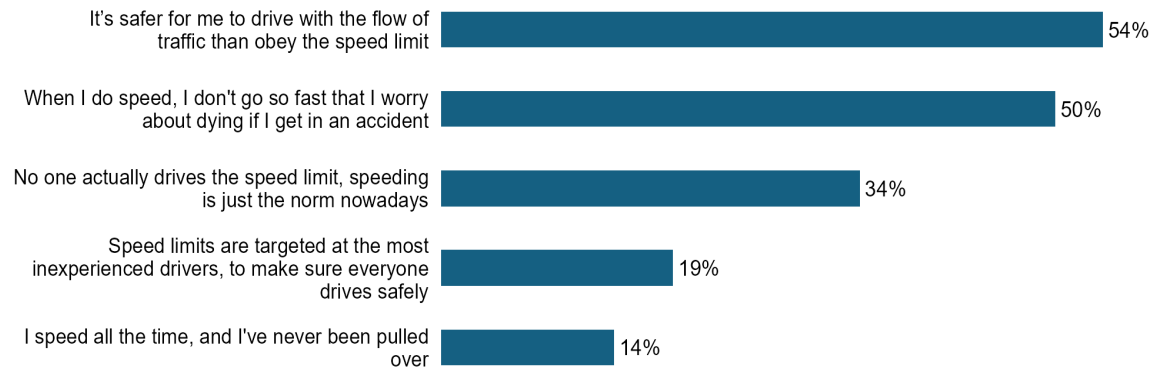
Top 5 Motivators to Speed



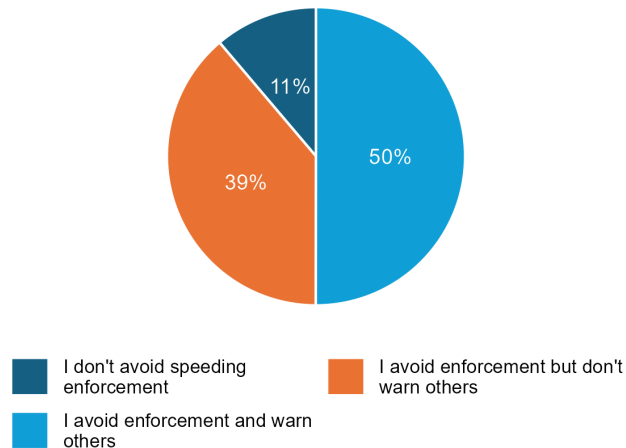
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Maryland

Sample size = 308 (122 random sample, 186 opt-in)

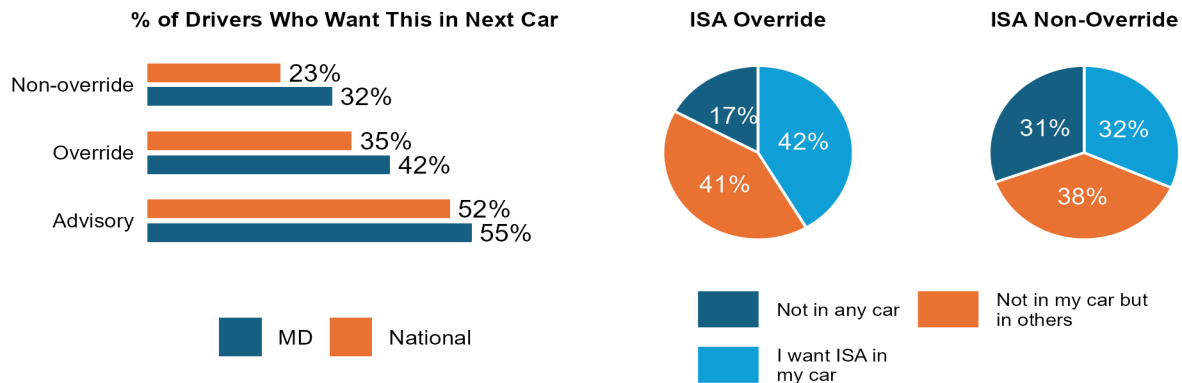
Design effect = 1.27; Margin of error = +/-6.29 percentage points

Proportion of Drivers Who Support Countermeasures

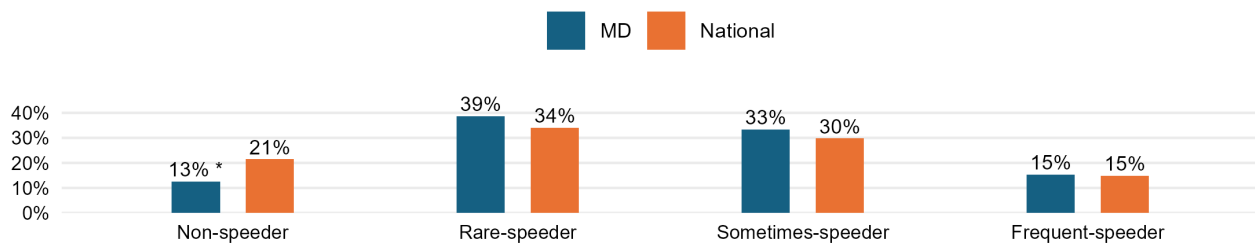
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MD	National	MD	National	MD	National
Increased police presence/ticketing	79%	79%	90%	87%	91%	88%
Automated speed cameras	74%*	59%	84%*	71%	85%*	73%
Electronic warning signs	39%	41%	41%	43%	42%	44%
Speed humps	40%	37%	44%	43%	47%	43%
Rumble strips	40%	35%	44%	40%	44%	40%
Traffic circles	42%*	35%	44%	39%	46%*	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

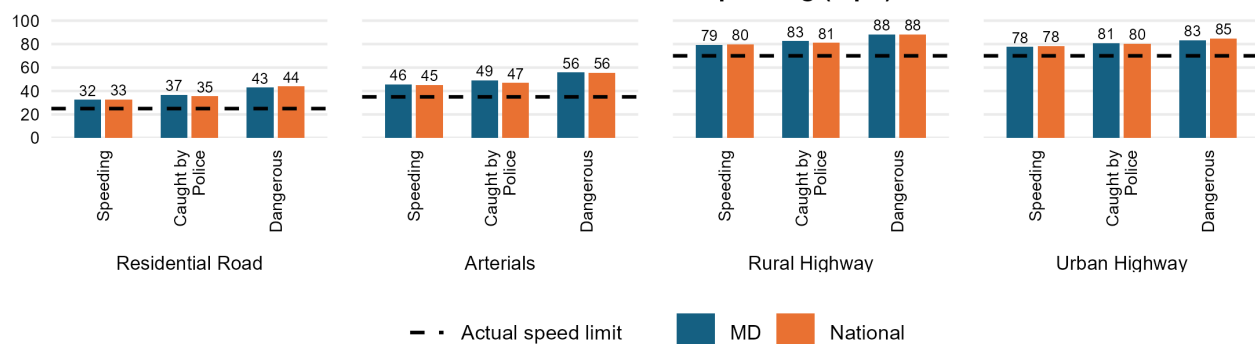
Support for ISA



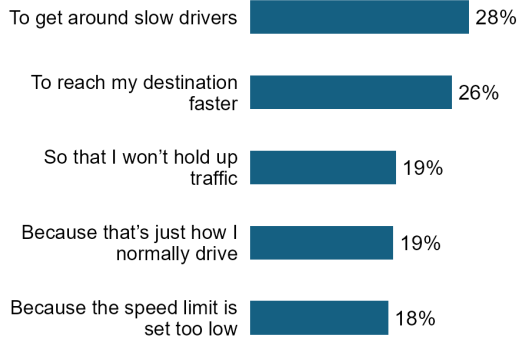
% of Drivers by Engagement in Speeding Behavior



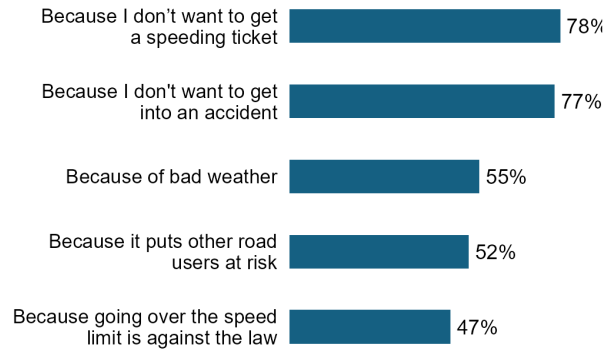
Personal Definitions of Speeding (mph)



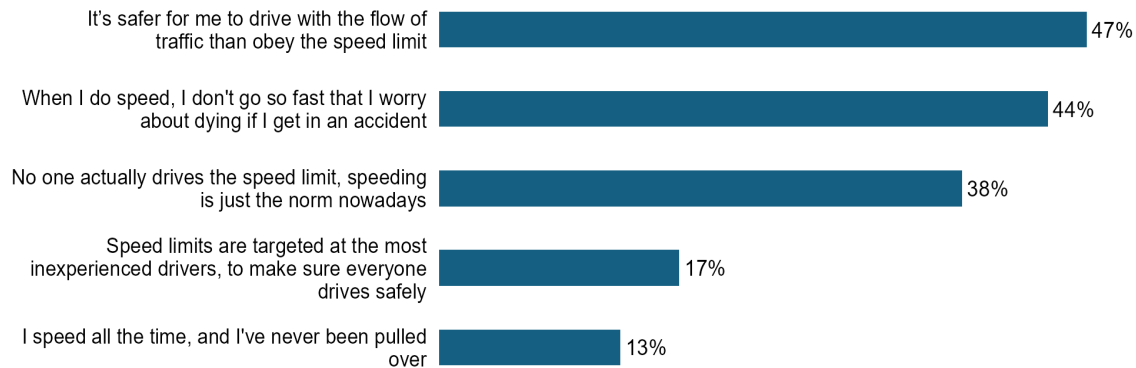
Top 5 Motivators to Speed



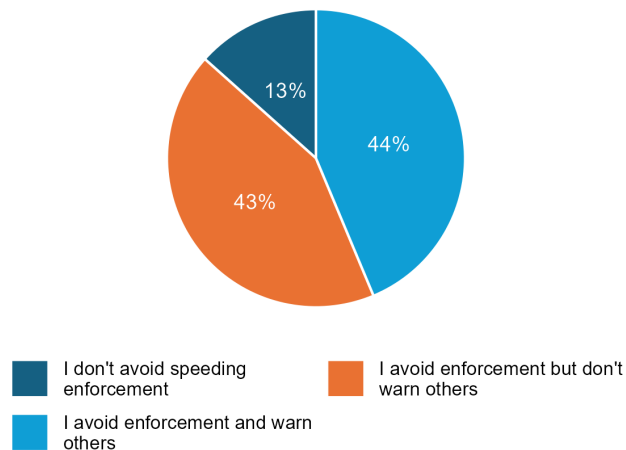
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Maine

Sample size = 230 (90 random sample, 140 opt-in)

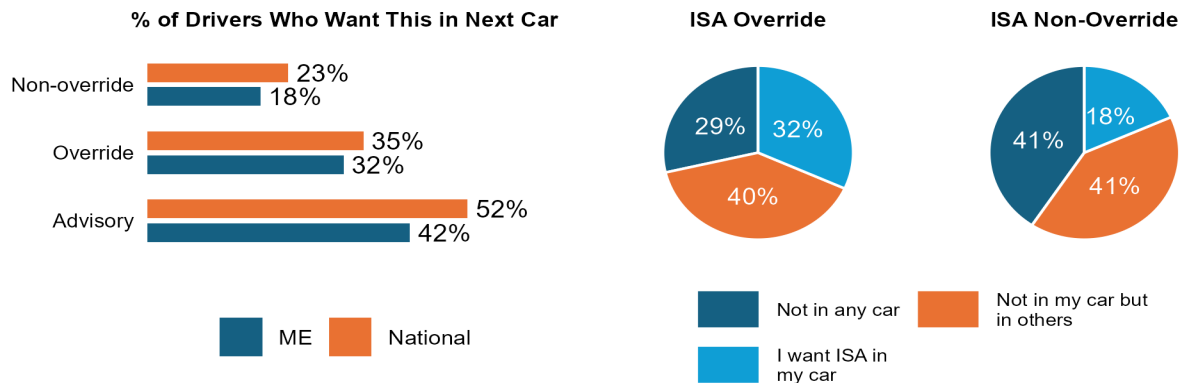
Design effect = 1.37; Margin of error = +/-7.56 percentage points

Proportion of Drivers Who Support Countermeasures

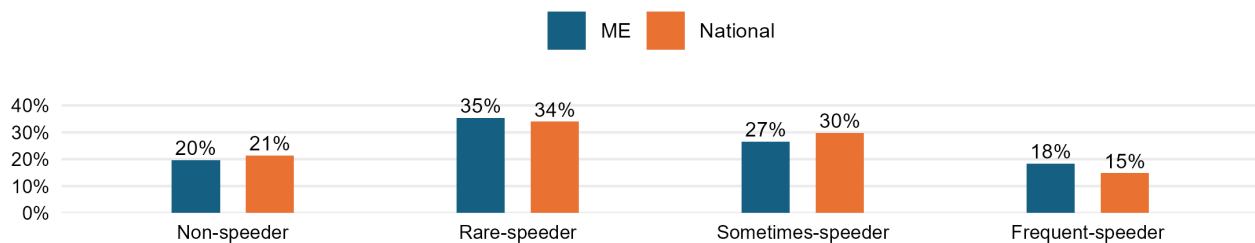
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	ME	National	ME	National	ME	National
Increased police presence/ticketing	84%	79%	91%	87%	91%	88%
Automated speed cameras	56%	59%	65%	71%	71%	73%
Electronic warning signs	37%	41%	42%	43%	43%	44%
Speed humps	41%	37%	44%	43%	46%	43%
Rumble strips	25%*	35%	30%*	40%	30%*	40%
Traffic circles	37%	35%	42%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

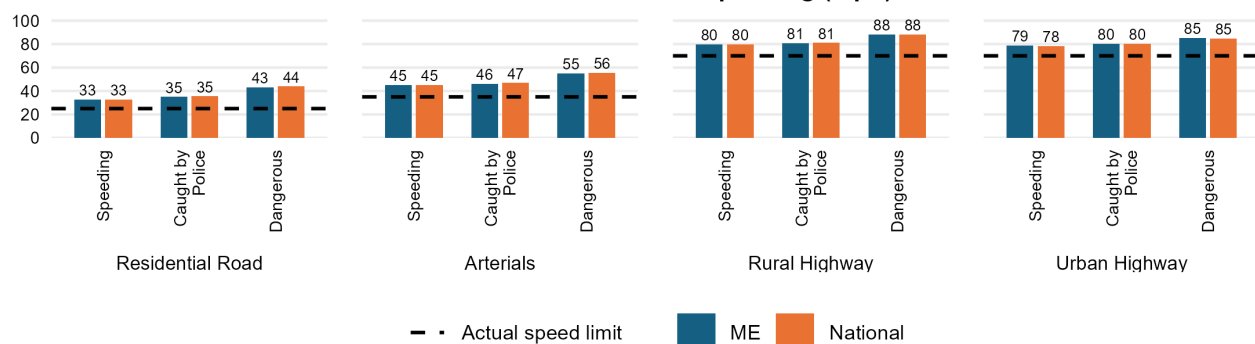
Support for ISA



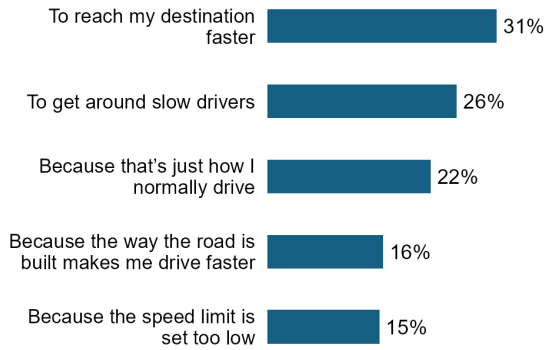
% of Drivers by Engagement in Speeding Behavior



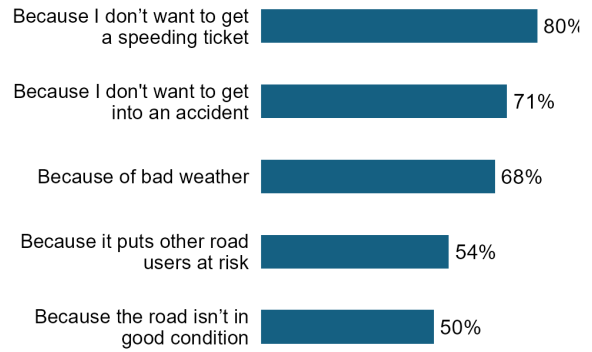
Personal Definitions of Speeding (mph)



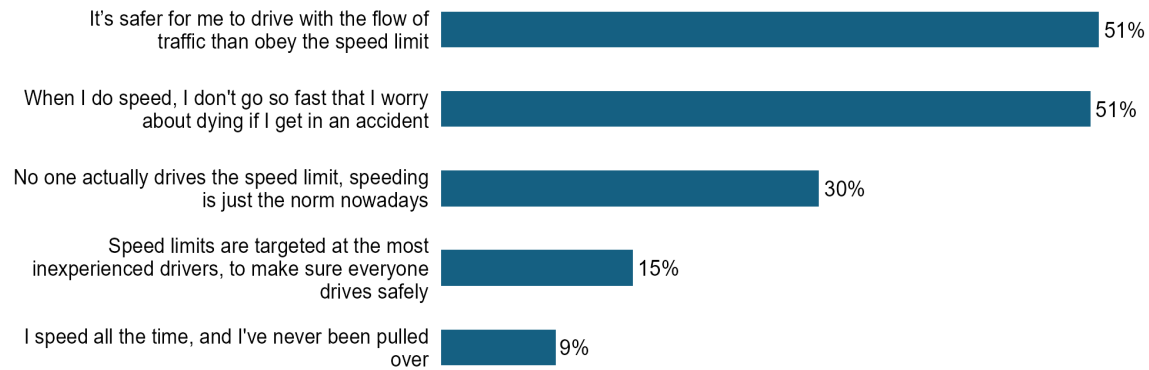
Top 5 Motivators to Speed



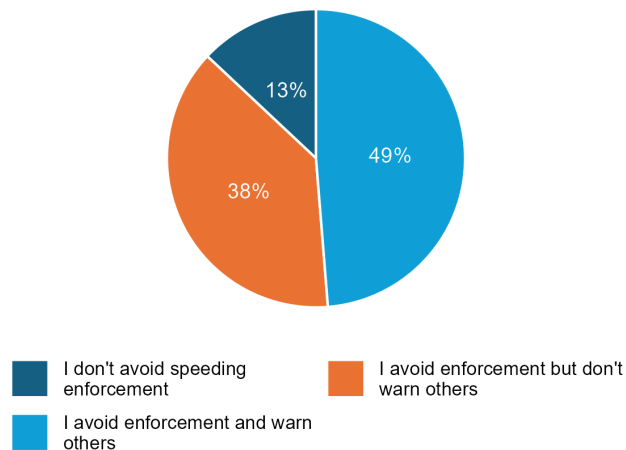
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Michigan

Sample size = 390 (390 random sample, 0 opt-in)

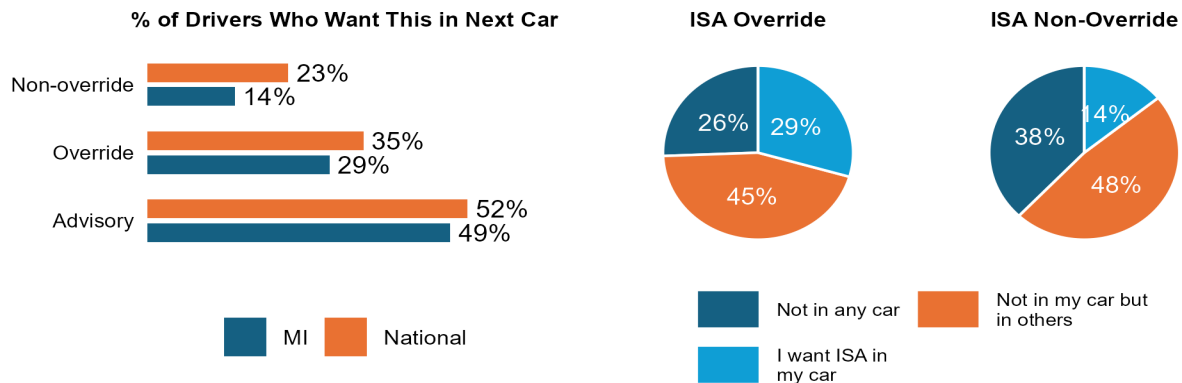
Design effect = 1.28; Margin of error = +/-5.62 percentage points

Proportion of Drivers Who Support Countermeasures

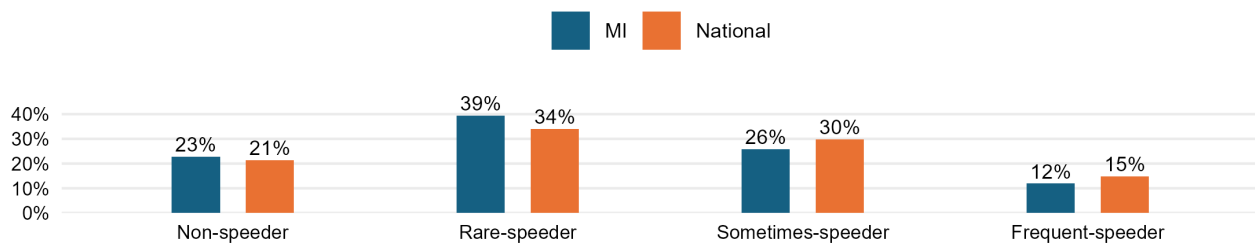
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MI	National	MI	National	MI	National
Increased police presence/ticketing	85%*	79%	90%	87%	91%*	88%
Automated speed cameras	57%	59%	72%	71%	72%	73%
Electronic warning signs	40%	41%	42%	43%	44%	44%
Speed humps	31%*	37%	41%	43%	38%	43%
Rumble strips	34%	35%	39%	40%	38%	40%
Traffic circles	35%	35%	40%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

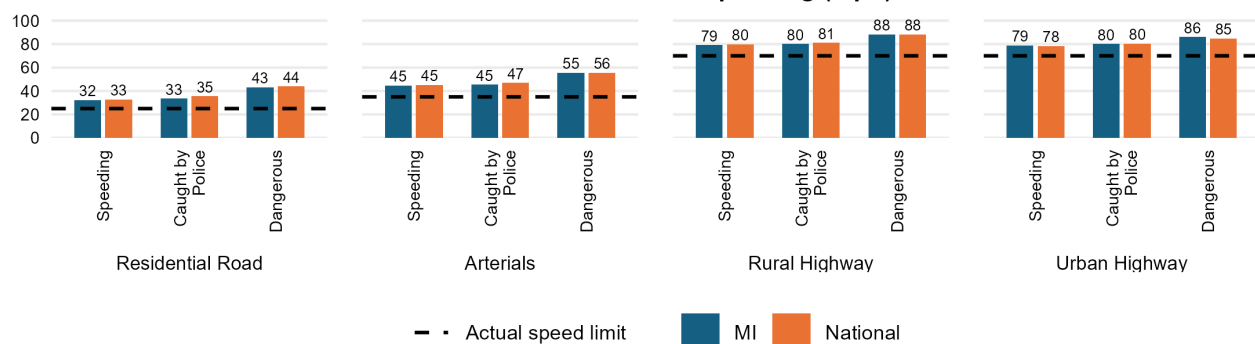
Support for ISA



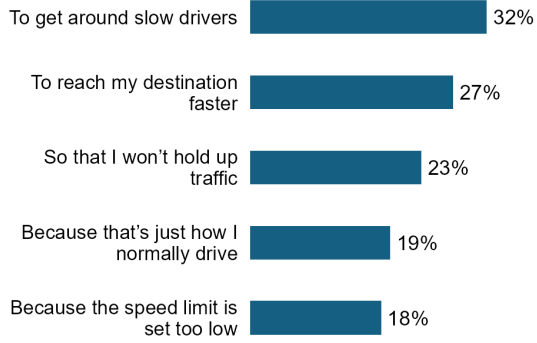
% of Drivers by Engagement in Speeding Behavior



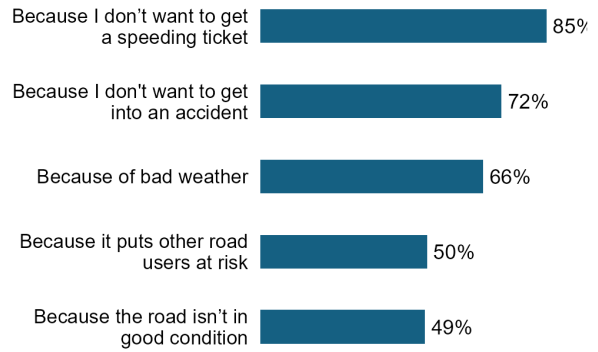
Personal Definitions of Speeding (mph)



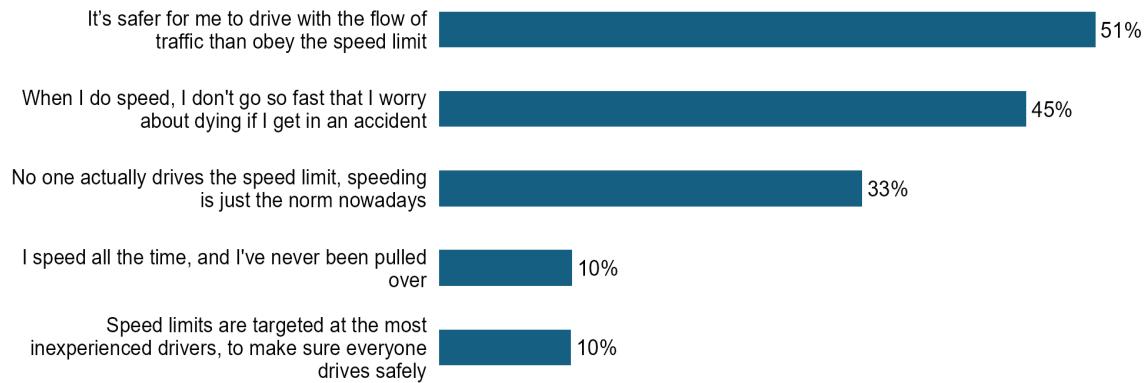
Top 5 Motivators to Speed



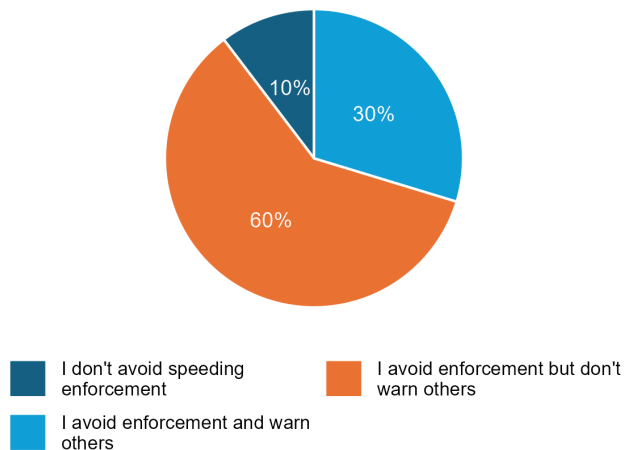
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Minnesota

Sample size = 268 (268 random sample, 0 opt-in)

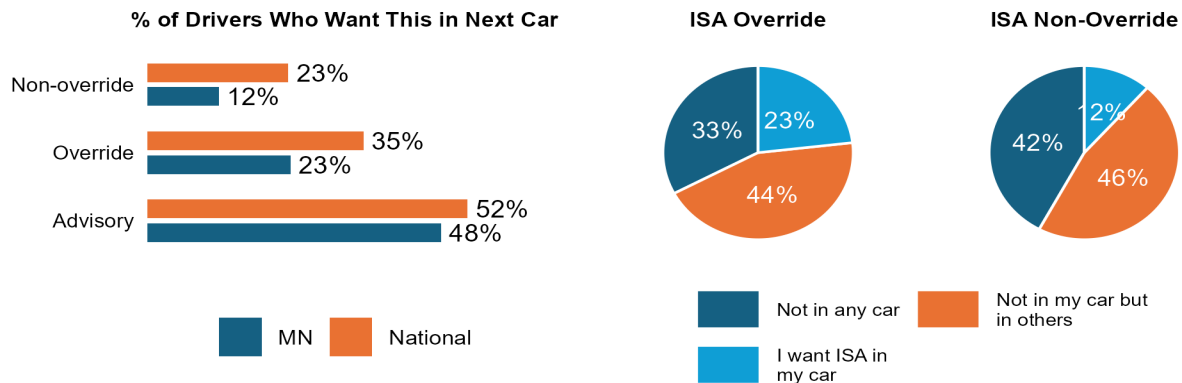
Design effect = 1.45; Margin of error = +/-7.22 percentage points

Proportion of Drivers Who Support Countermeasures

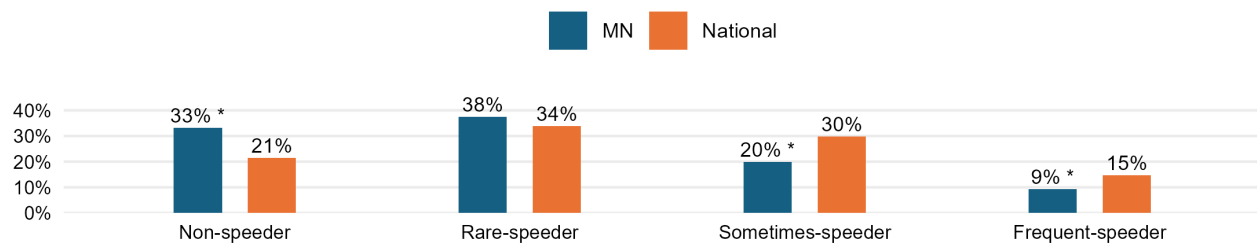
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MN	National	MN	National	MN	National
Increased police presence/ticketing	77%	79%	87%	87%	88%	88%
Automated speed cameras	57%	59%	70%	71%	75%	73%
Electronic warning signs	44%	41%	45%	43%	46%	44%
Speed humps	33%	37%	43%	43%	43%	43%
Rumble strips	29%	35%	37%	40%	38%	40%
Traffic circles	43%*	35%	48%*	39%	49%*	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

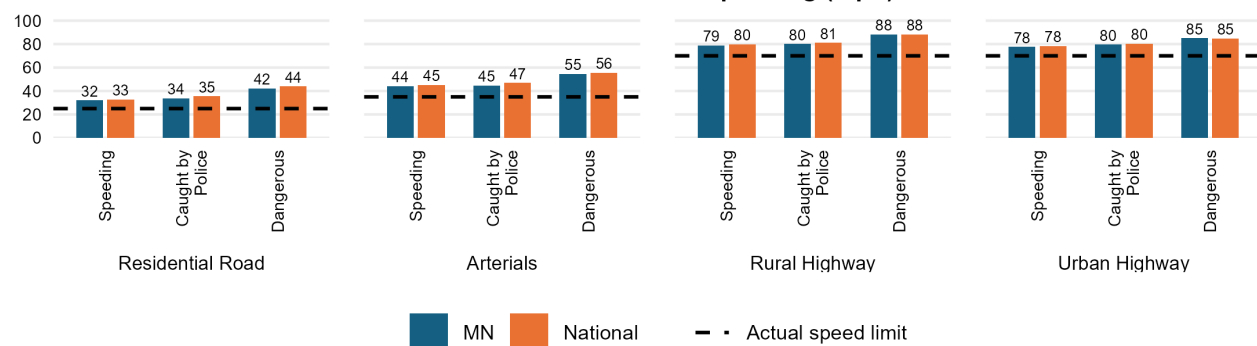
Support for ISA



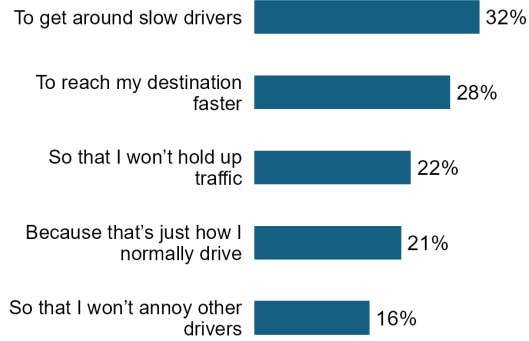
% of Drivers by Engagement in Speeding Behavior



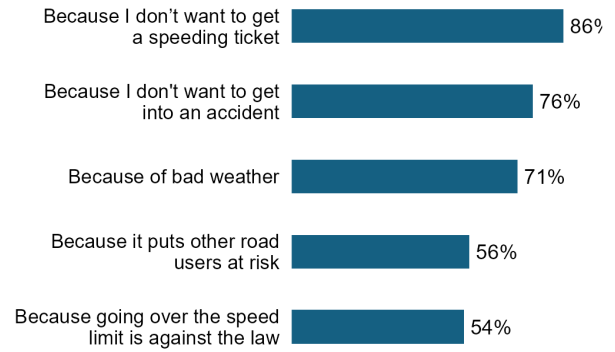
Personal Definitions of Speeding (mph)



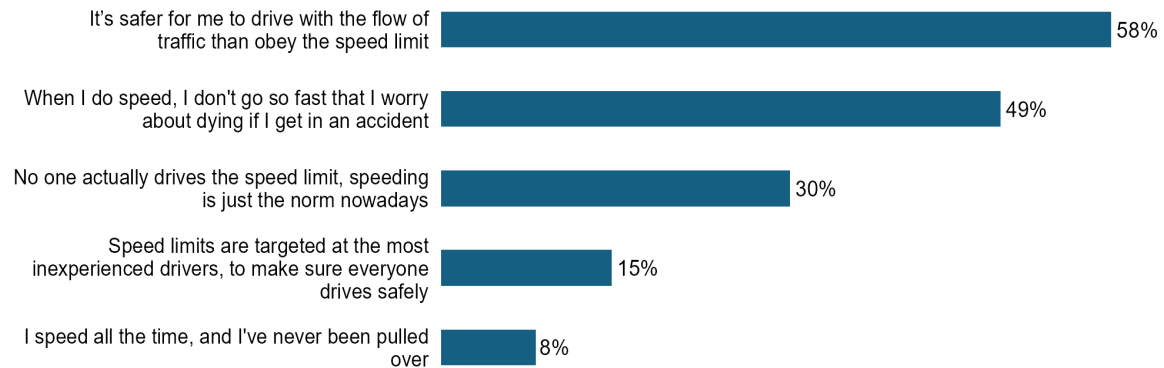
Top 5 Motivators to Speed



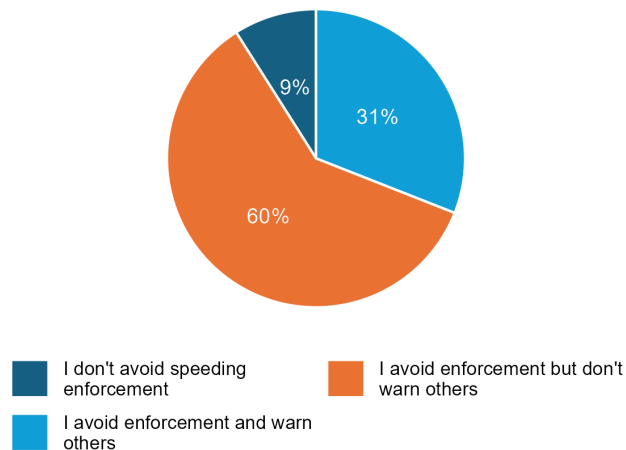
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Missouri

Sample size = 307 (307 random sample, 0 opt-in)

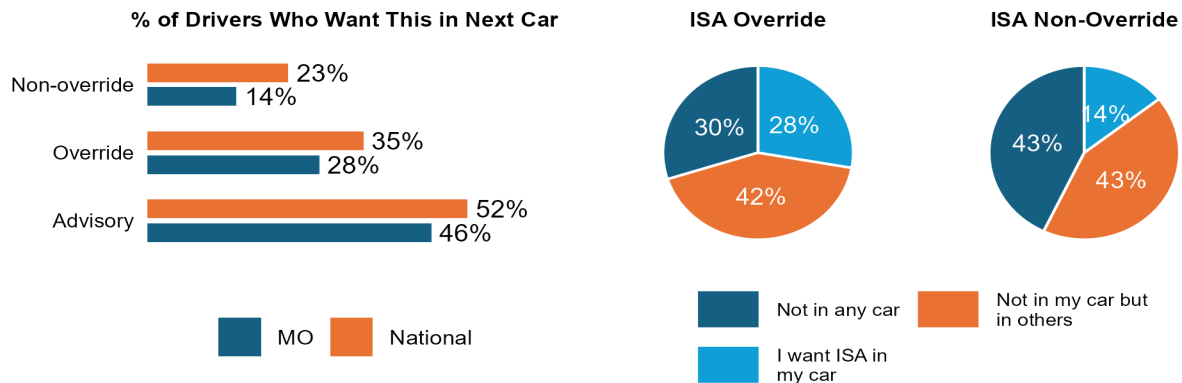
Design effect = 1.37; Margin of error = +/-6.55 percentage points

Proportion of Drivers Who Support Countermeasures

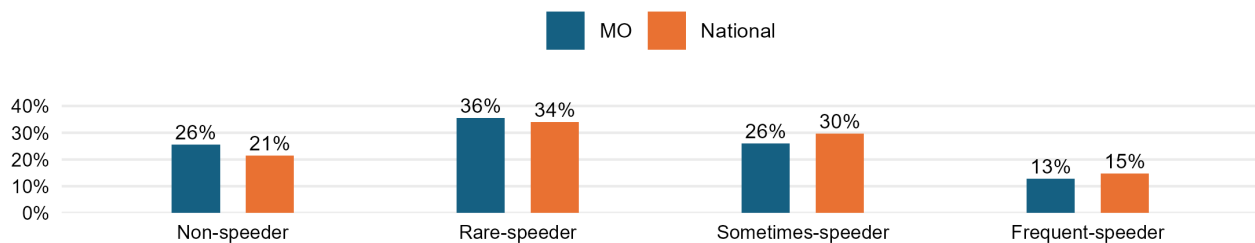
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MO	National	MO	National	MO	National
Increased police presence/ticketing	80%	79%	91%*	87%	91%	88%
Automated speed cameras	47%*	59%	63%*	71%	65%*	73%
Electronic warning signs	41%	41%	44%	43%	44%	44%
Speed humps	36%	37%	38%	43%	38%	43%
Rumble strips	25%*	35%	33%*	40%	35%	40%
Traffic circles	34%	35%	43%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

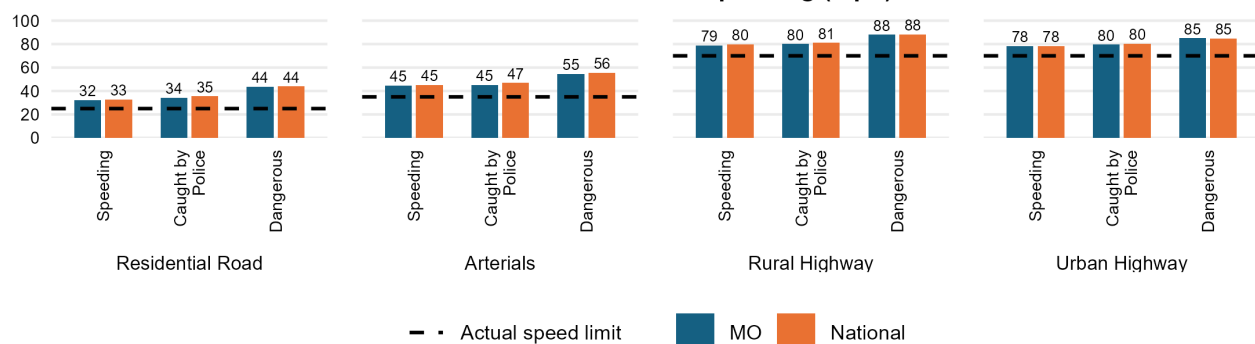
Support for ISA



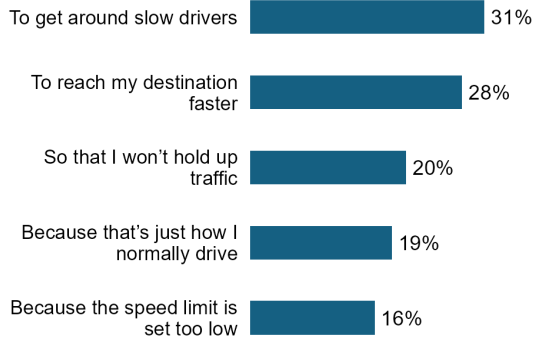
% of Drivers by Engagement in Speeding Behavior



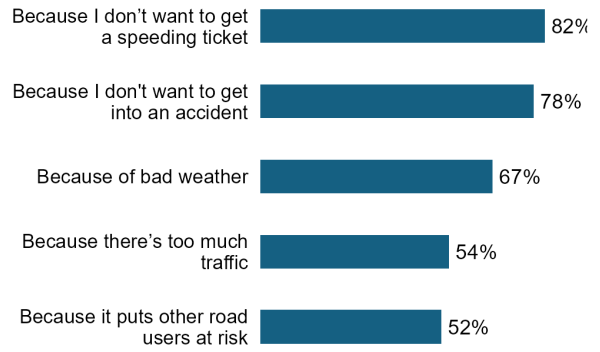
Personal Definitions of Speeding (mph)



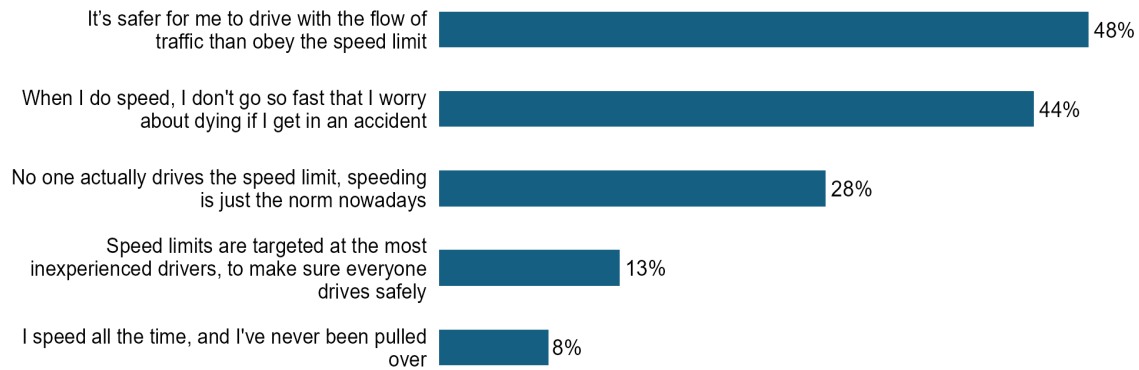
Top 5 Motivators to Speed



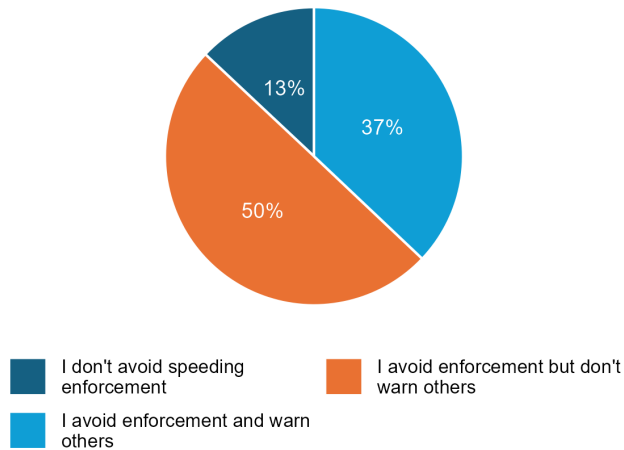
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Mississippi

Sample size = 266 (88 random sample, 178 opt-in)

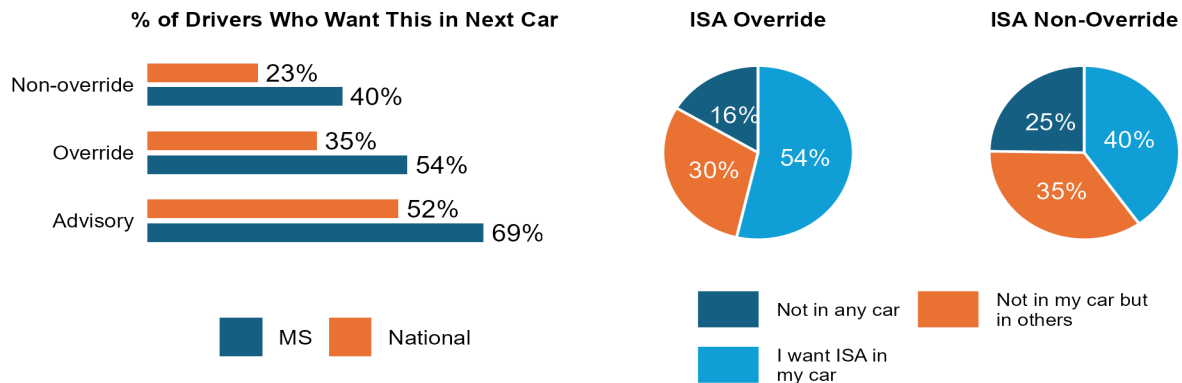
Design effect = 1.19; Margin of error = +/-6.54 percentage points

Proportion of Drivers Who Support Countermeasures

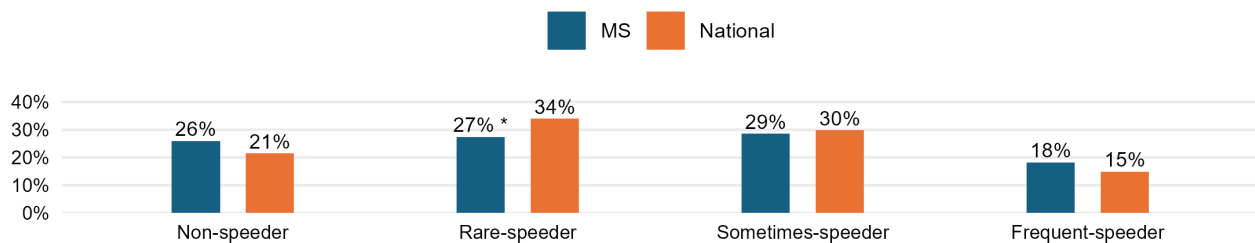
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MS	National	MS	National	MS	National
Increased police presence/ticketing	78%	79%	83%	87%	84%	88%
Automated speed cameras	67%*	59%	71%	71%	72%	73%
Electronic warning signs	40%	41%	43%	43%	43%	44%
Speed humps	37%	37%	41%	43%	43%	43%
Rumble strips	39%	35%	44%	40%	44%	40%
Traffic circles	36%	35%	39%	39%	38%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

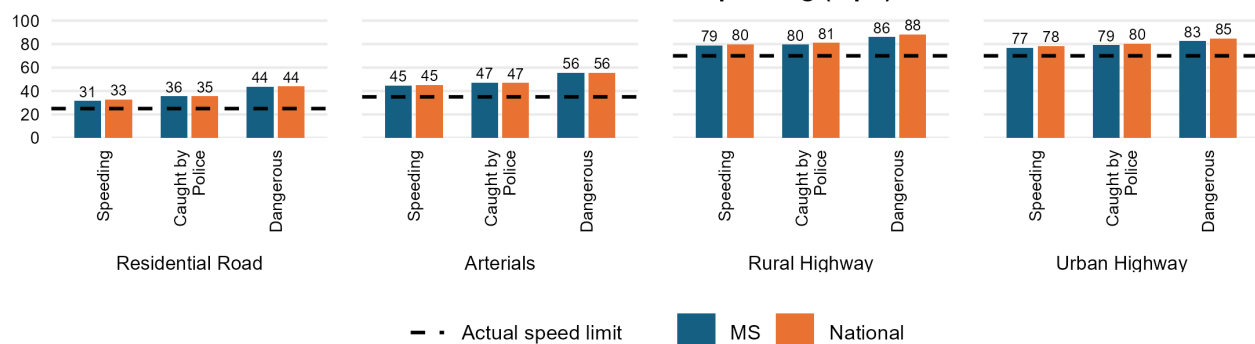
Support for ISA



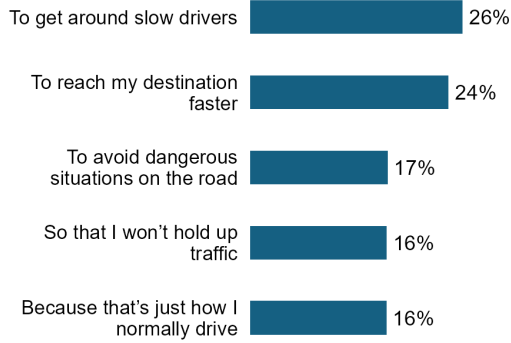
% of Drivers by Engagement in Speeding Behavior



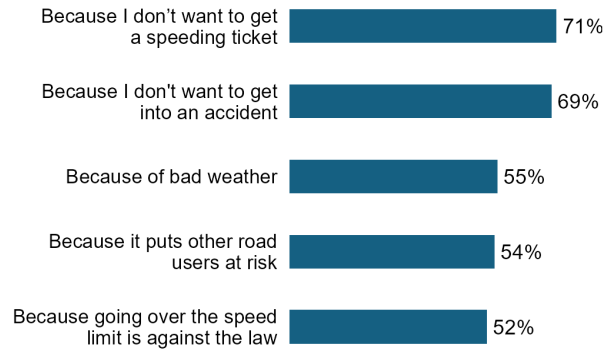
Personal Definitions of Speeding (mph)



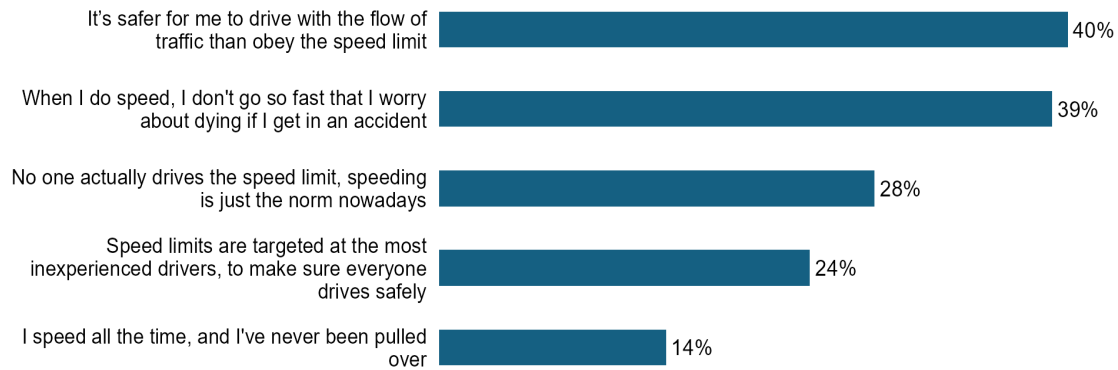
Top 5 Motivators to Speed



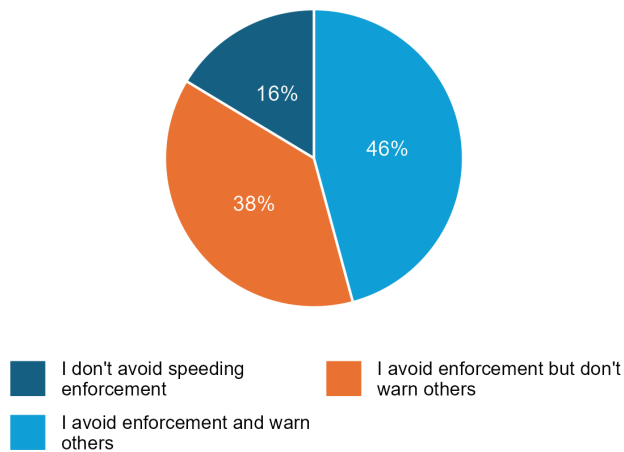
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Montana

Sample size = 167 (54 random sample, 113 opt-in)

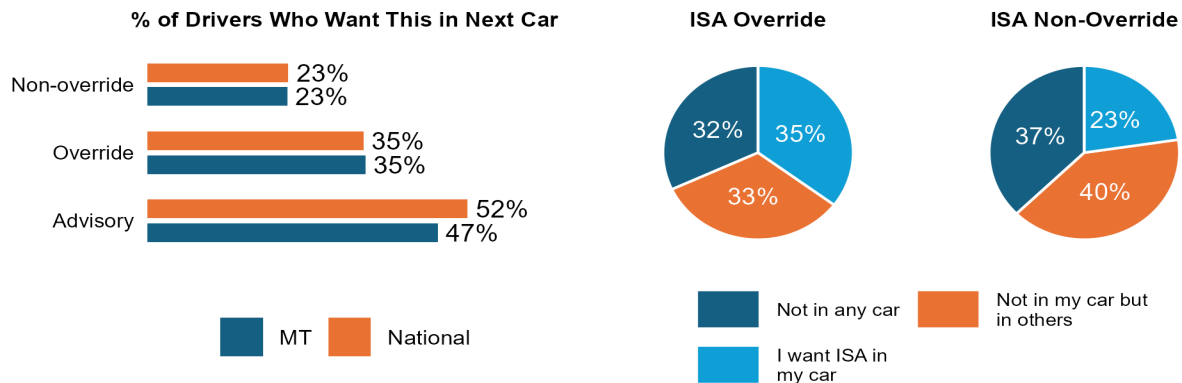
Design effect = 1.34; Margin of error = +/-8.79 percentage points

Proportion of Drivers Who Support Countermeasures

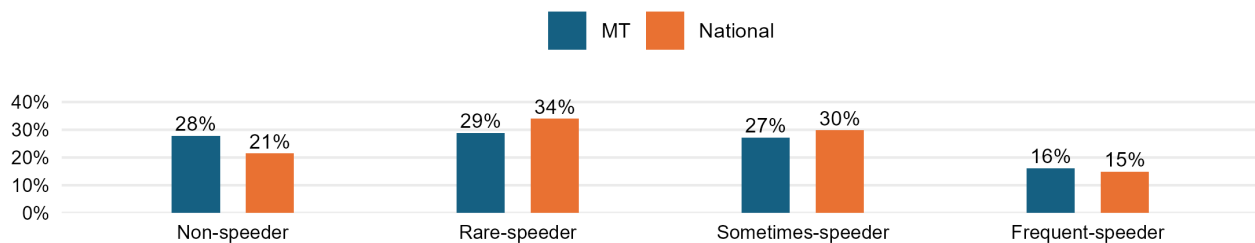
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	MT	National	MT	National	MT	National
Increased police presence/ticketing	76%	79%	84%	87%	85%	88%
Automated speed cameras	63%	59%	65%	71%	72%	73%
Electronic warning signs	39%	41%	42%	43%	39%	44%
Speed humps	30%	37%	33%*	43%	33%*	43%
Rumble strips	42%	35%	44%	40%	43%	40%
Traffic circles	31%	35%	40%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

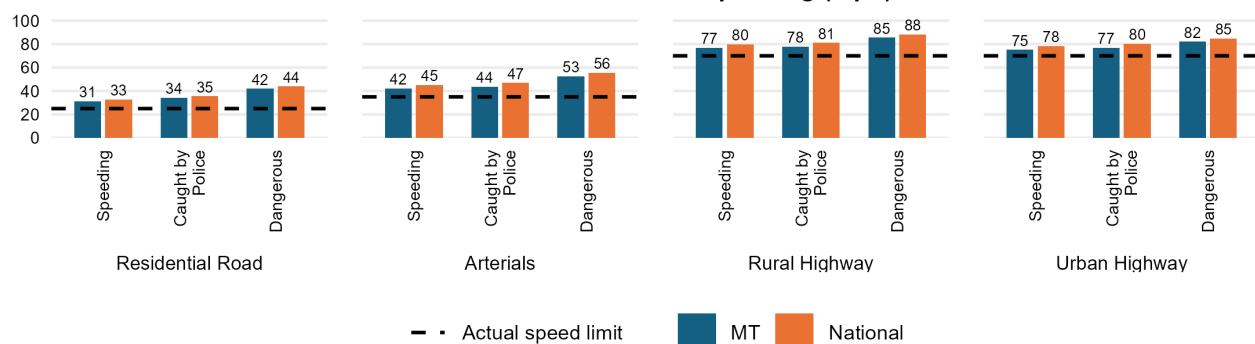
Support for ISA



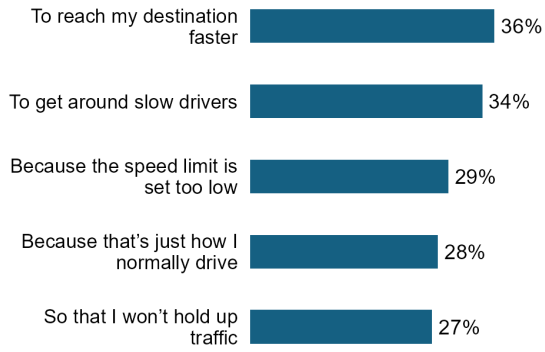
% of Drivers by Engagement in Speeding Behavior



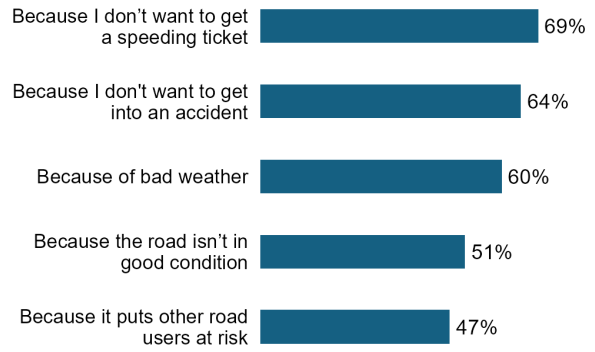
Personal Definitions of Speeding (mph)



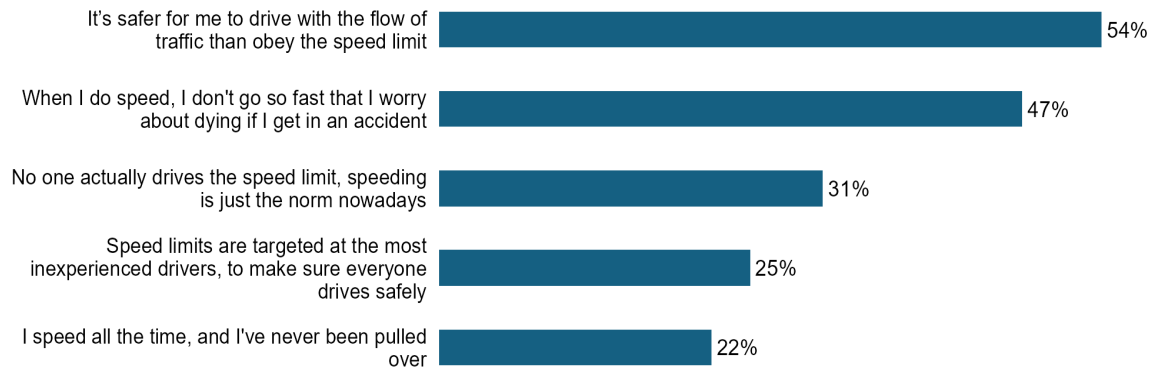
Top 5 Motivators to Speed



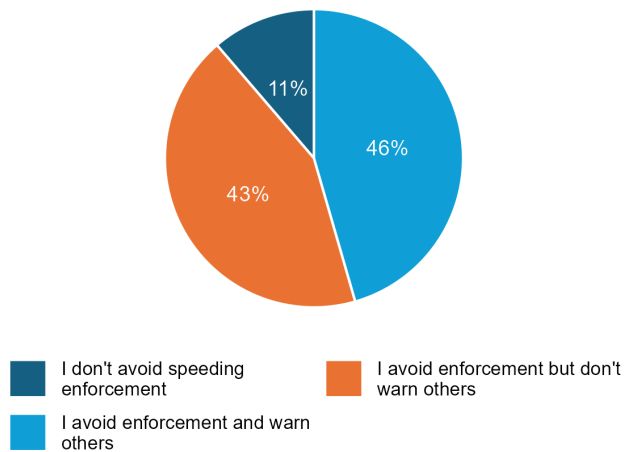
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



North Carolina

Sample size = 343 (343 random sample, 0 opt-in)

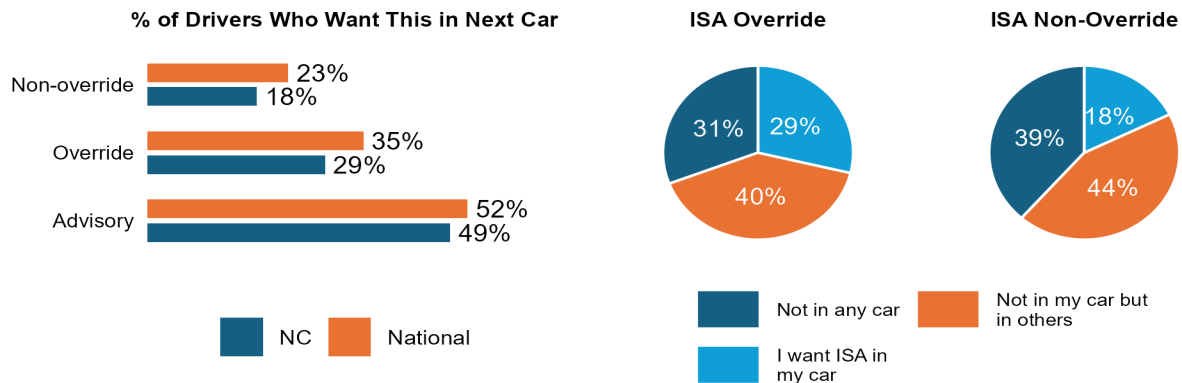
Design effect = 1.30; Margin of error = +/-6.04 percentage points

Proportion of Drivers Who Support Countermeasures

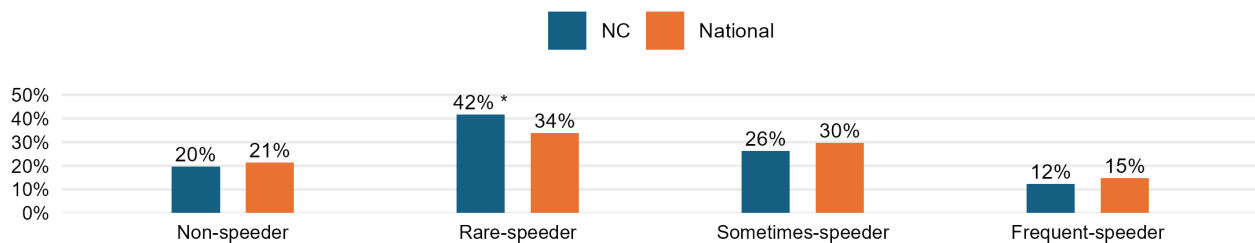
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NC	National	NC	National	NC	National
Increased police presence/ticketing	80%	79%	90%	87%	90%	88%
Automated speed cameras	59%	59%	72%	71%	75%	73%
Electronic warning signs	40%	41%	41%	43%	42%	44%
Speed humps	44%*	37%	48%	43%	45%	43%
Rumble strips	33%	35%	40%	40%	38%	40%
Traffic circles	38%	35%	43%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

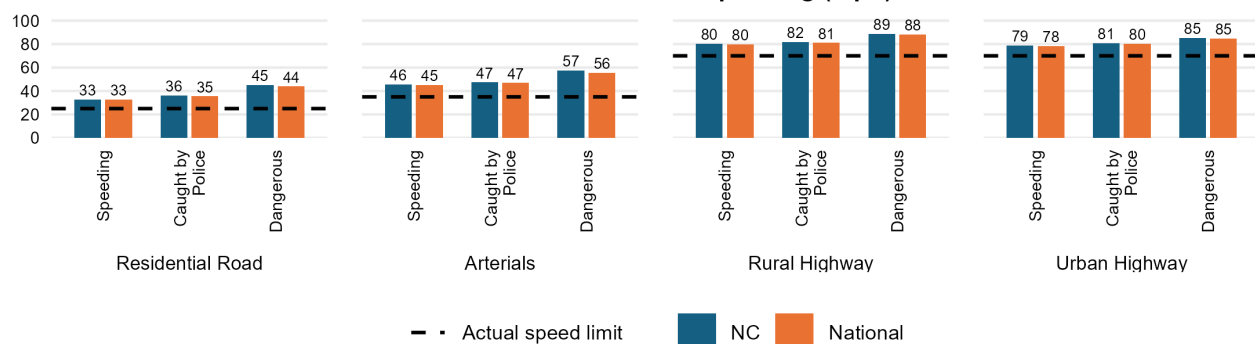
Support for ISA



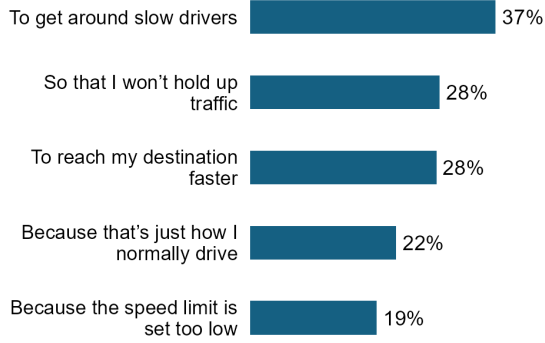
% of Drivers by Engagement in Speeding Behavior



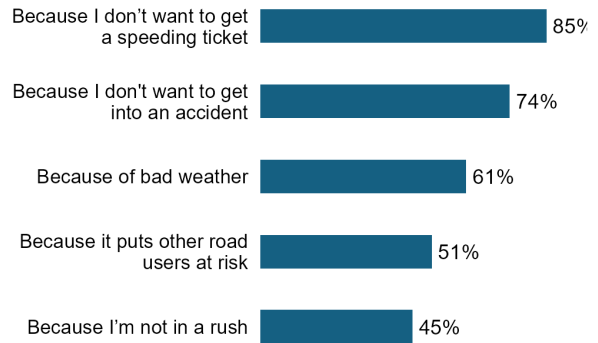
Personal Definitions of Speeding (mph)



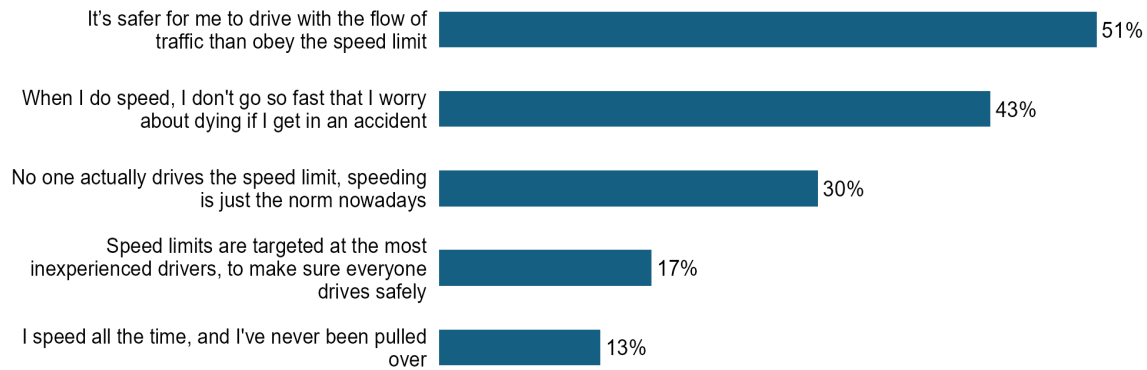
Top 5 Motivators to Speed



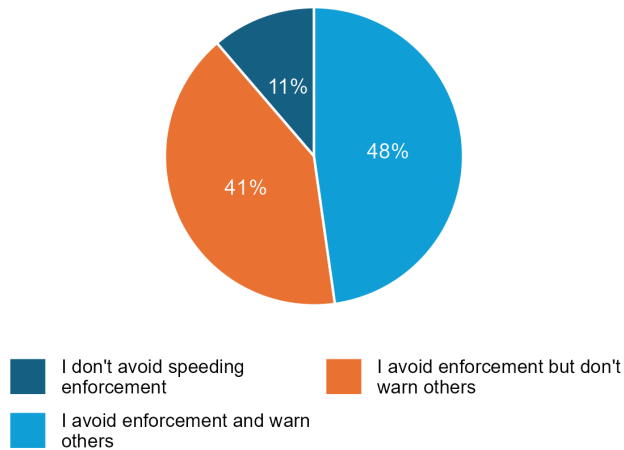
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



North Dakota

Sample size = 136 (31 random sample, 105 opt-in)

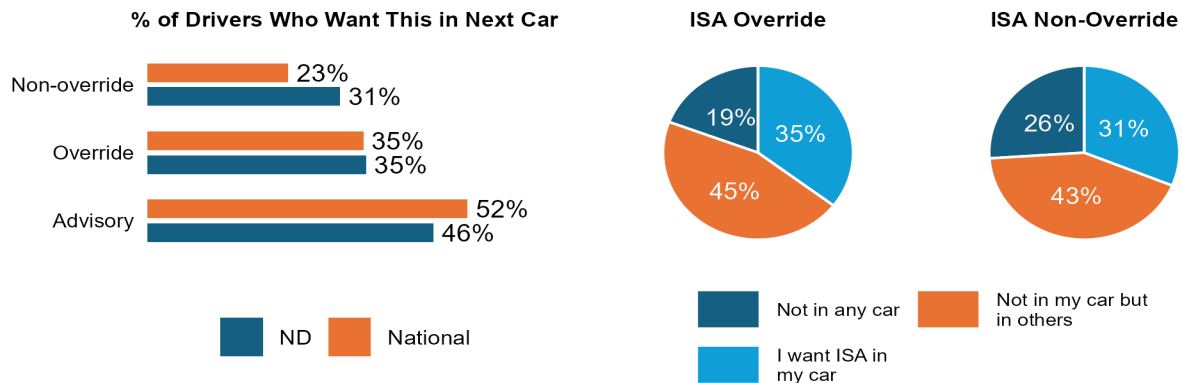
Design effect = 1.17; Margin of error = +/-9.10 percentage points

Proportion of Drivers Who Support Countermeasures

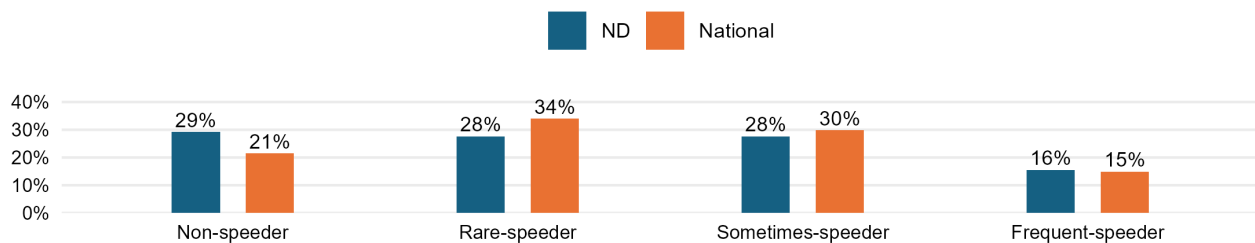
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	ND	National	ND	National	ND	National
Increased police presence/ticketing	86%*	79%	88%	87%	93%	88%
Automated speed cameras	69%*	59%	79%	71%	85%*	73%
Electronic warning signs	41%	41%	40%	43%	43%	44%
Speed humps	36%	37%	40%	43%	38%	43%
Rumble strips	38%	35%	41%	40%	43%	40%
Traffic circles	33%	35%	42%	39%	43%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

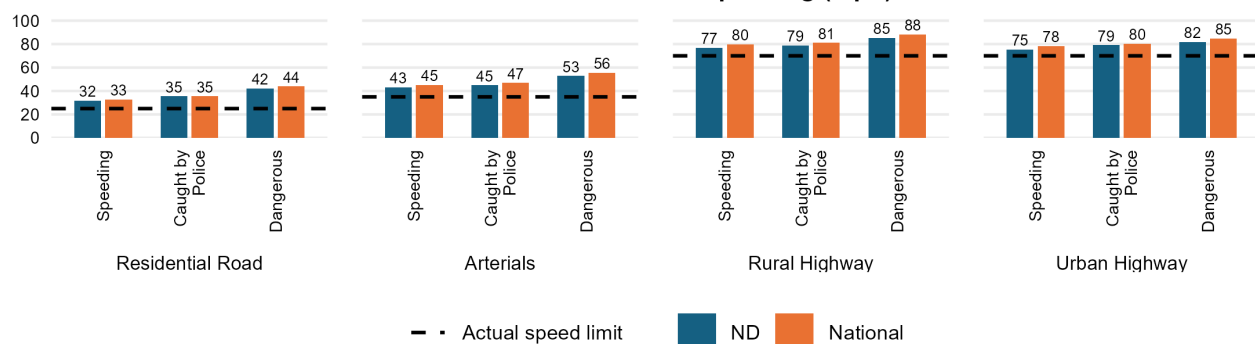
Support for ISA



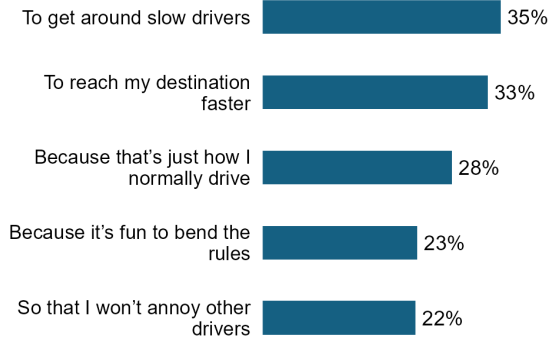
% of Drivers by Engagement in Speeding Behavior



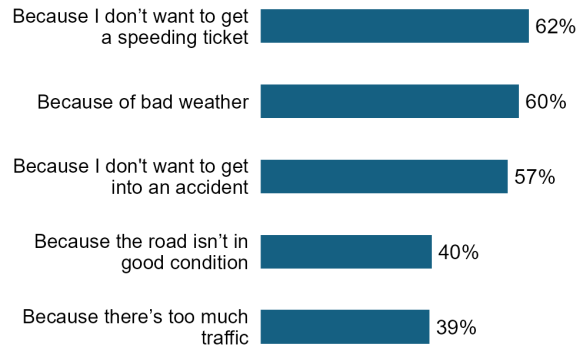
Personal Definitions of Speeding (mph)



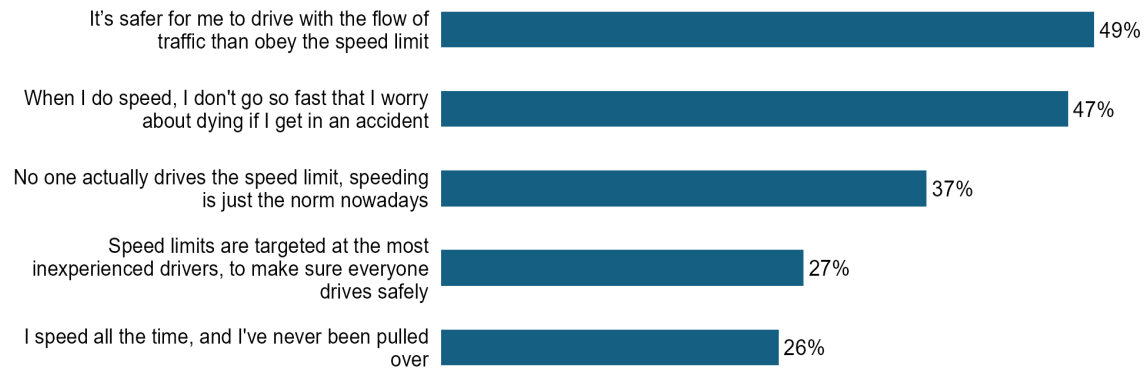
Top 5 Motivators to Speed



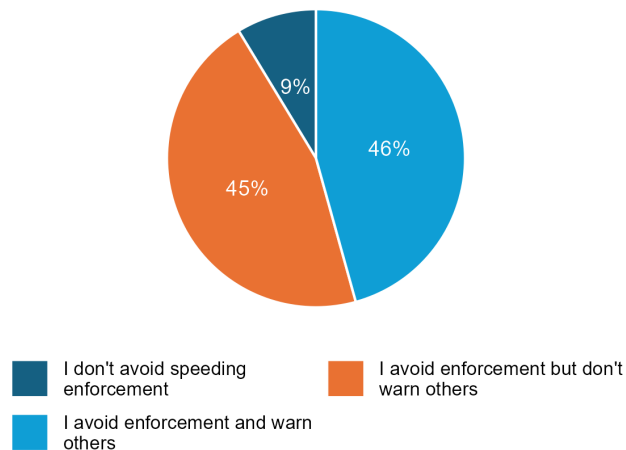
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Nebraska

Sample size = 253 (142 random sample, 111 opt-in)

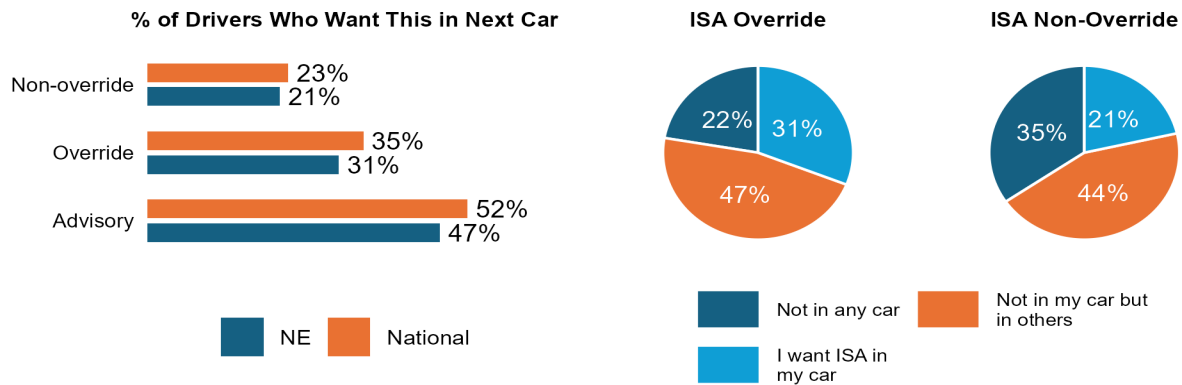
Design effect = 1.20; Margin of error = +/-6.76 percentage points

Proportion of Drivers Who Support Countermeasures

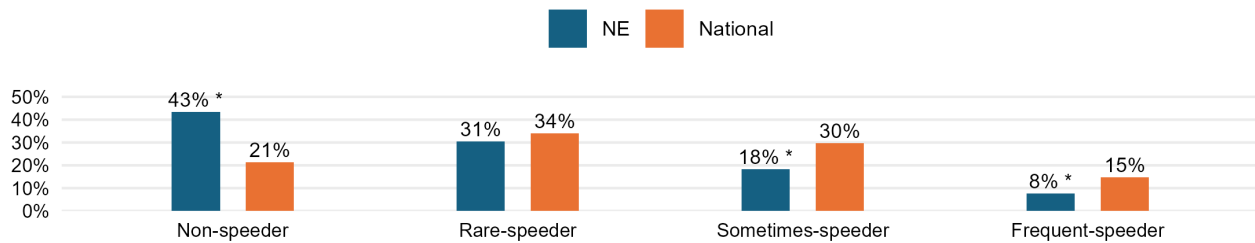
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NE	National	NE	National	NE	National
Increased police presence/ticketing	83%	79%	93%*	87%	90%	88%
Automated speed cameras	63%	59%	77%	71%	76%	73%
Electronic warning signs	40%	41%	42%	43%	41%	44%
Speed humps	37%	37%	41%	43%	42%	43%
Rumble strips	38%	35%	43%	40%	43%	40%
Traffic circles	38%	35%	41%	39%	43%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

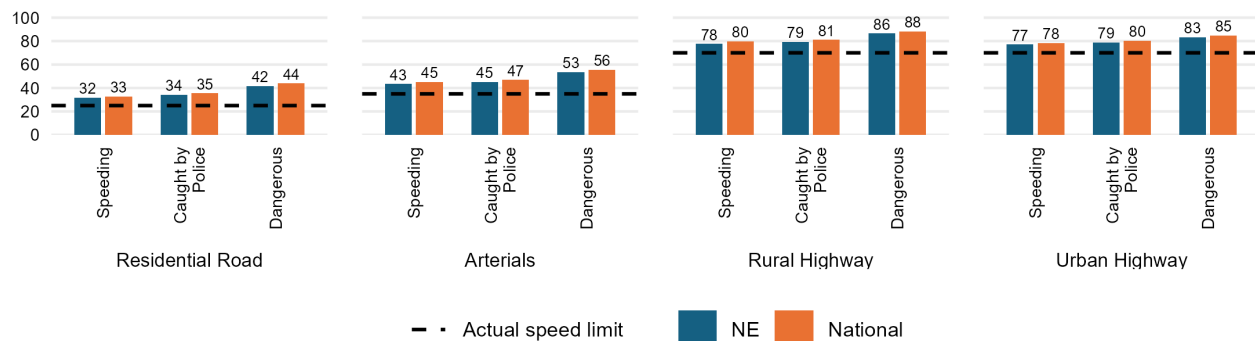
Support for ISA



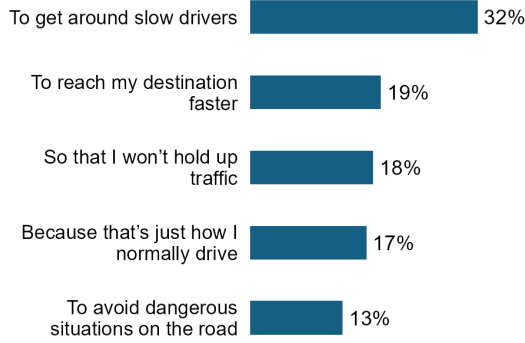
% of Drivers by Engagement in Speeding Behavior



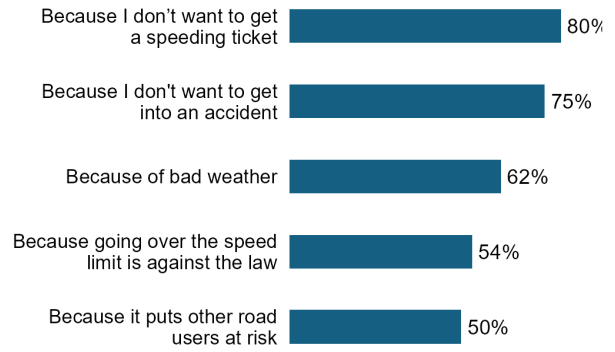
Personal Definitions of Speeding (mph)



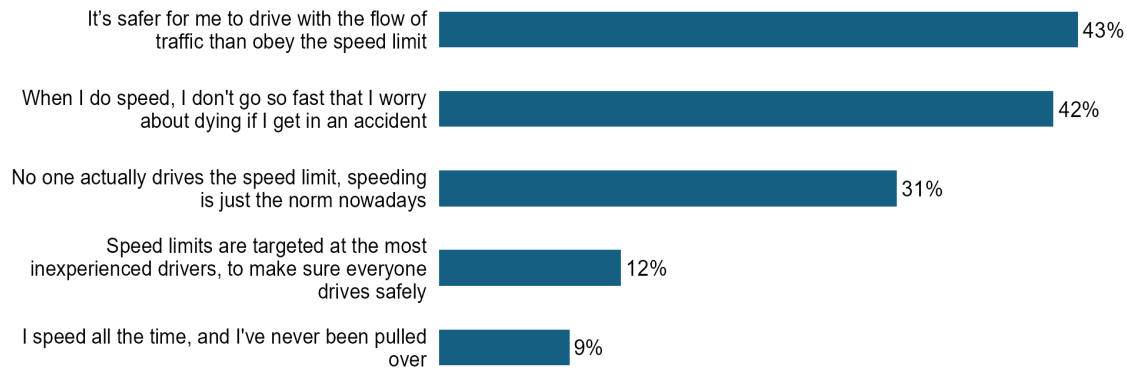
Top 5 Motivators to Speed



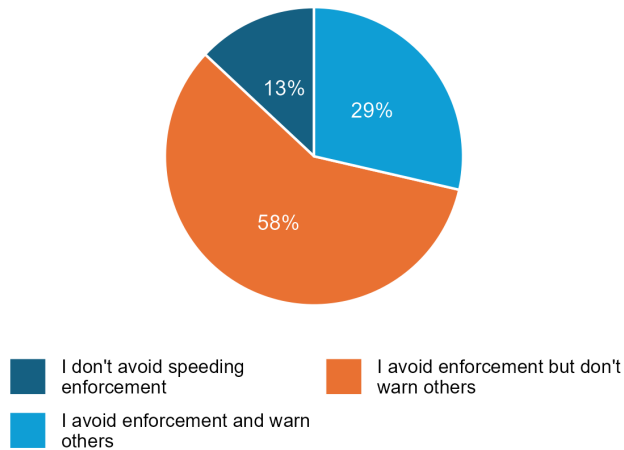
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



New Hampshire

Sample size = 289 (76 random sample, 213 opt-in)

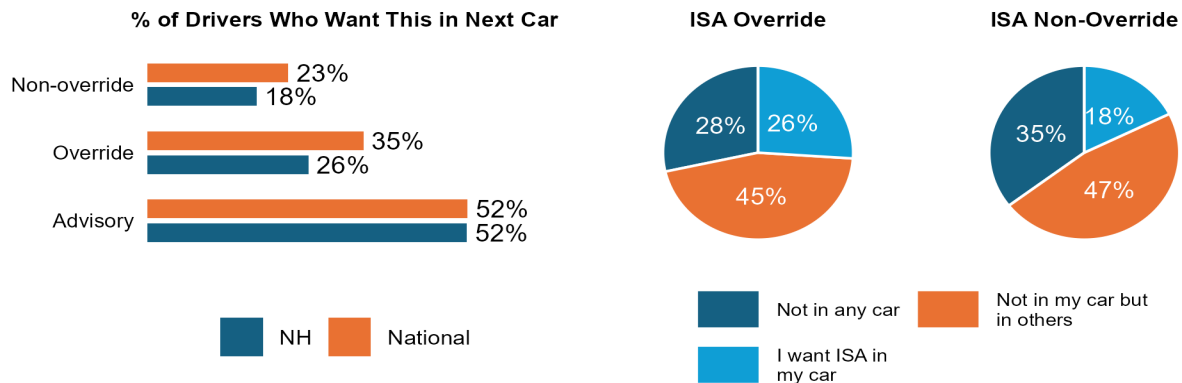
Design effect = 1.26; Margin of error = +/-6.46 percentage points

Proportion of Drivers Who Support Countermeasures

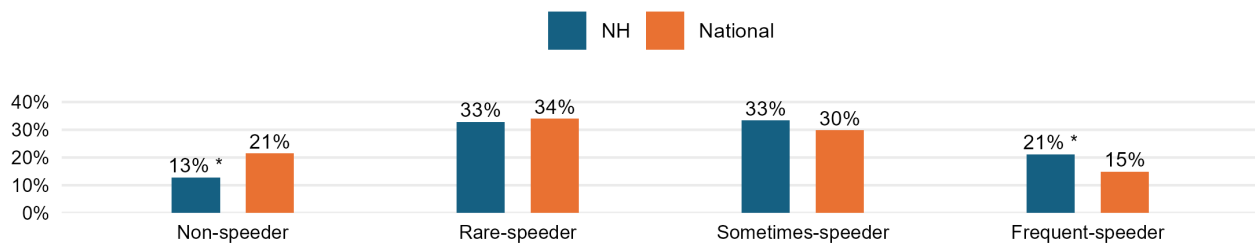
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NH	National	NH	National	NH	National
Increased police presence/ticketing	79%	79%	83%	87%	85%	88%
Automated speed cameras	59%	59%	73%	71%	73%	73%
Electronic warning signs	40%	41%	42%	43%	44%	44%
Speed humps	31%*	37%	39%	43%	39%	43%
Rumble strips	33%	35%	39%	40%	39%	40%
Traffic circles	38%	35%	42%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

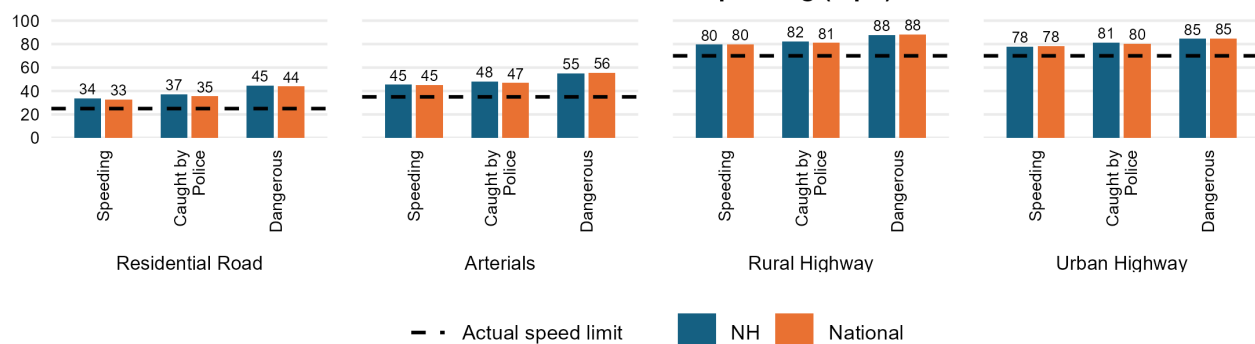
Support for ISA



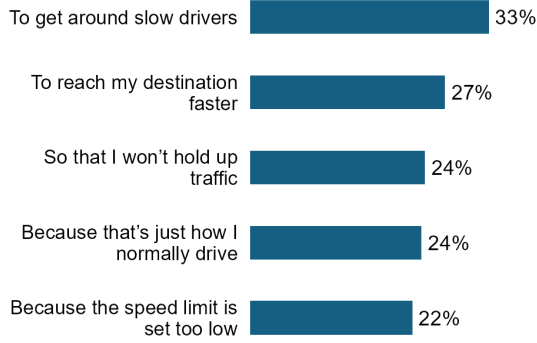
% of Drivers by Engagement in Speeding Behavior



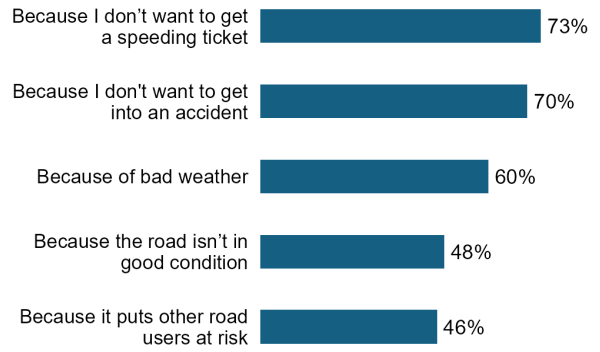
Personal Definitions of Speeding (mph)



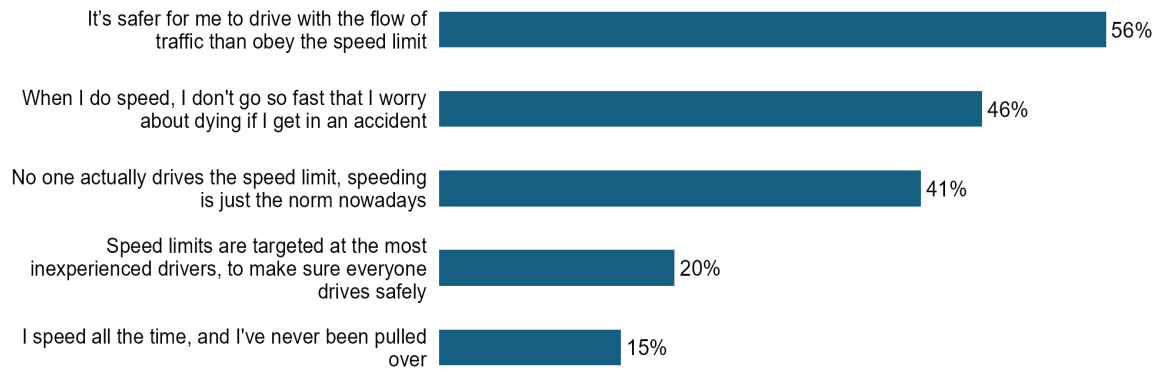
Top 5 Motivators to Speed



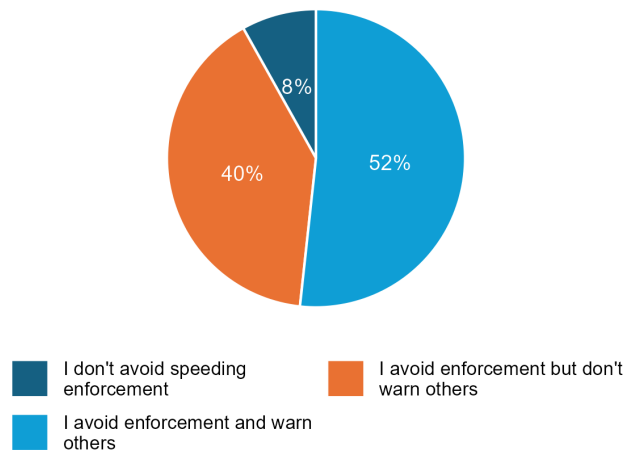
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



New Jersey

Sample size = 259 (259 random sample, 0 opt-in)

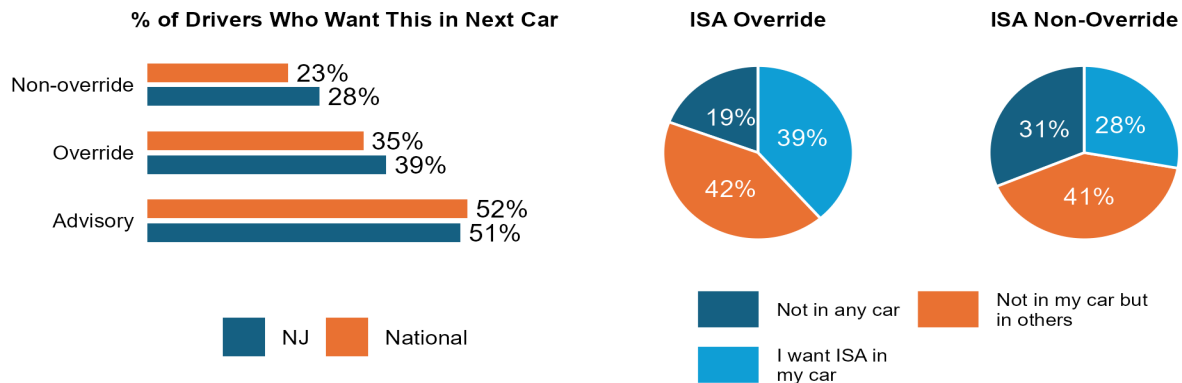
Design effect = 1.49; Margin of error = +/-7.43 percentage points

Proportion of Drivers Who Support Countermeasures

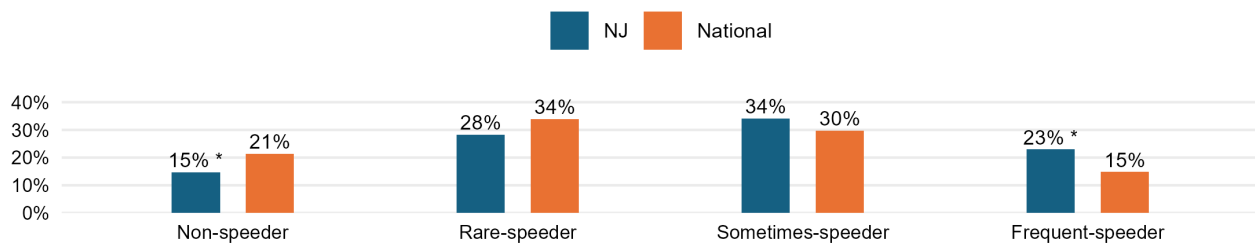
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NJ	National	NJ	National	NJ	National
Increased police presence/ticketing	81%	79%	88%	87%	90%	88%
Automated speed cameras	54%	59%	65%	71%	67%	73%
Electronic warning signs	45%	41%	46%	43%	46%	44%
Speed humps	36%	37%	39%	43%	41%	43%
Rumble strips	37%	35%	39%	40%	42%	40%
Traffic circles	33%	35%	40%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

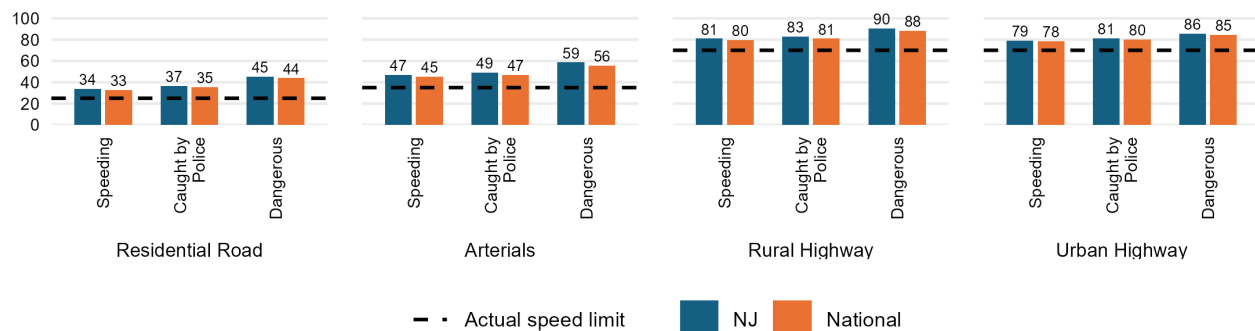
Support for ISA



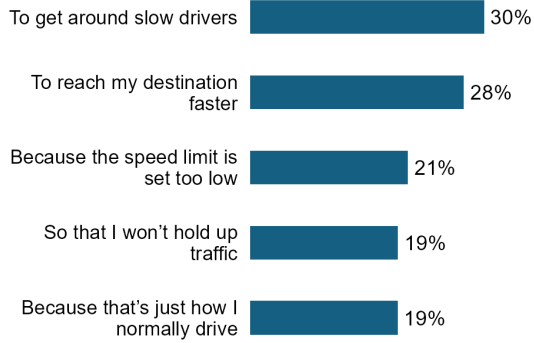
% of Drivers by Engagement in Speeding Behavior



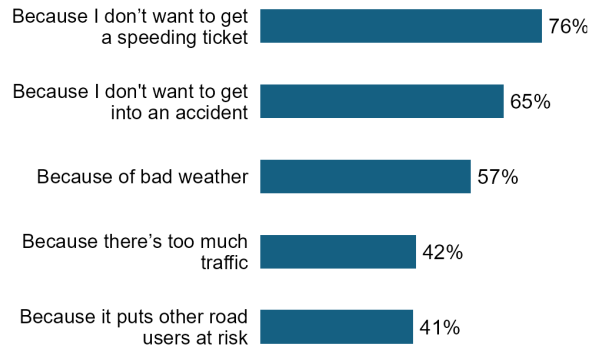
Personal Definitions of Speeding (mph)



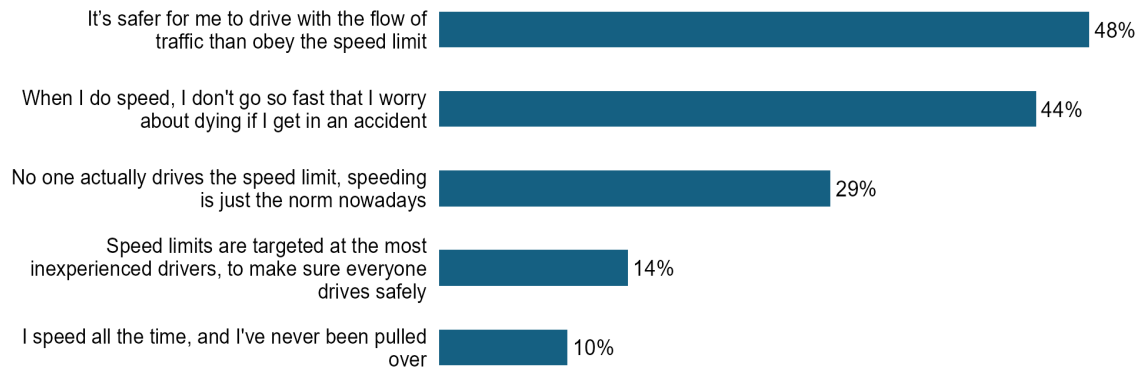
Top 5 Motivators to Speed



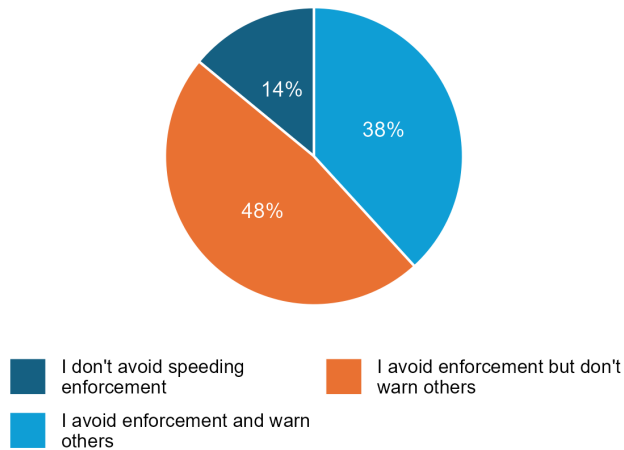
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



New Mexico

Sample size = 276 (94 random sample, 182 opt-in)

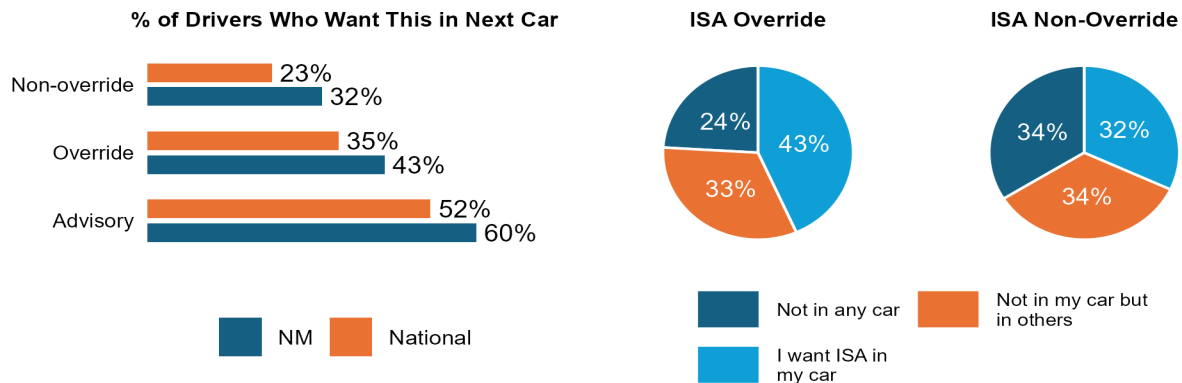
Design effect = 1.39; Margin of error = +/-6.95 percentage points

Proportion of Drivers Who Support Countermeasures

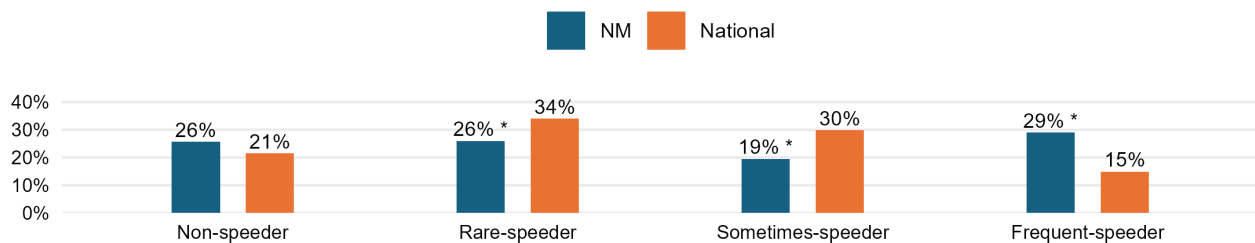
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NM	National	NM	National	NM	National
Increased police presence/ticketing	86%*	79%	91%	87%	91%	88%
Automated speed cameras	71%*	59%	81%*	71%	78%	73%
Electronic warning signs	42%	41%	42%	43%	44%	44%
Speed humps	40%	37%	44%	43%	46%	43%
Rumble strips	42%*	35%	45%	40%	45%	40%
Traffic circles	37%	35%	41%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

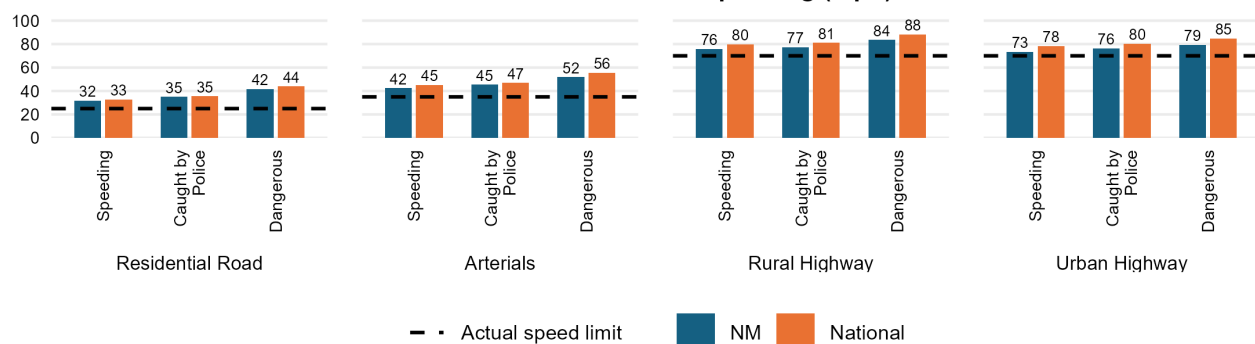
Support for ISA



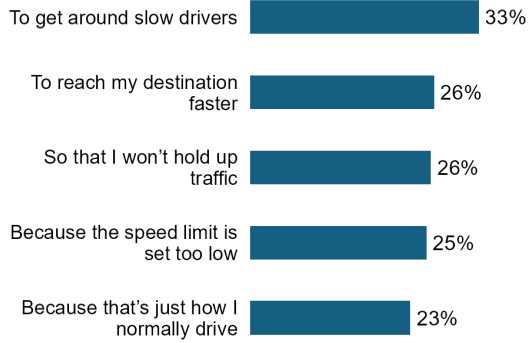
% of Drivers by Engagement in Speeding Behavior



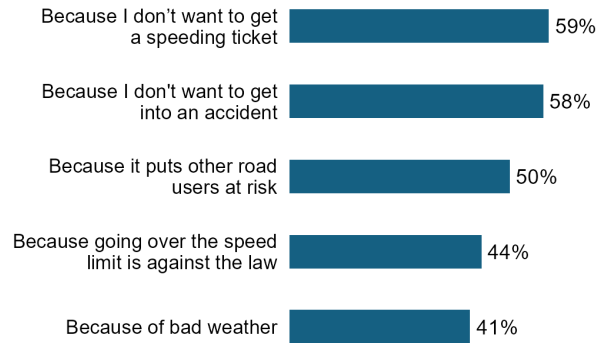
Personal Definitions of Speeding (mph)



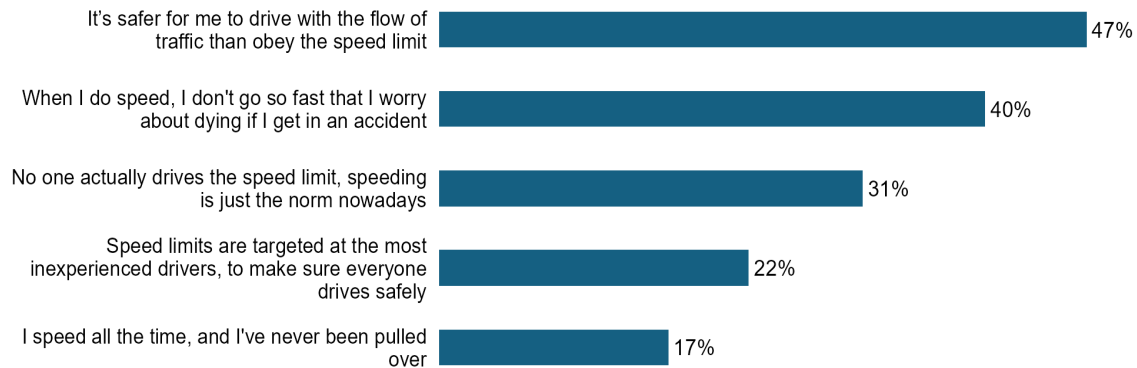
Top 5 Motivators to Speed



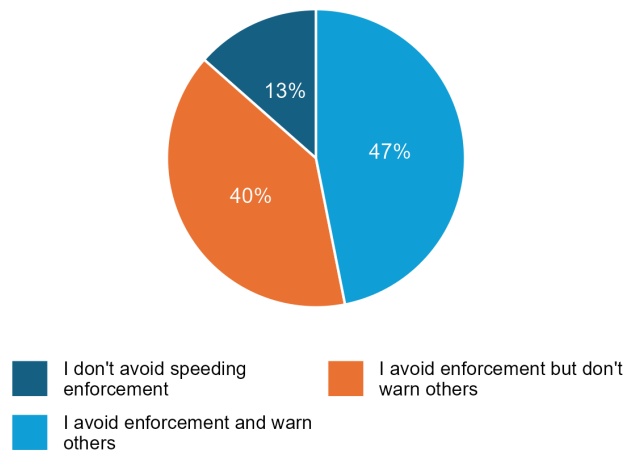
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Nevada

Sample size = 426 (133 random sample, 293 opt-in)

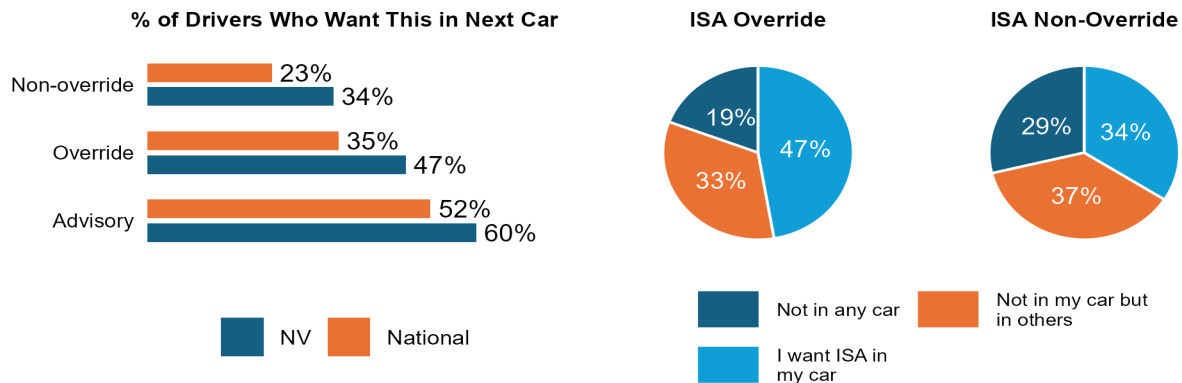
Design effect = 1.34; Margin of error = +/-5.49 percentage points

Proportion of Drivers Who Support Countermeasures

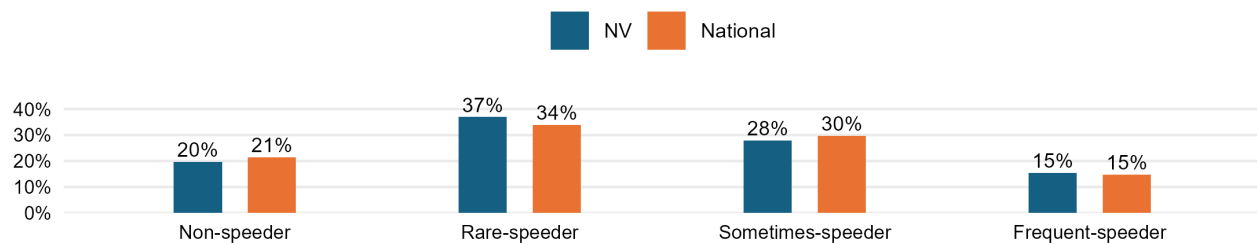
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NV	National	NV	National	NV	National
Increased police presence/ticketing	84%*	79%	90%	87%	90%	88%
Automated speed cameras	66%*	59%	75%	71%	78%	73%
Electronic warning signs	44%	41%	45%	43%	46%	44%
Speed humps	43%	37%	46%	43%	47%	43%
Rumble strips	39%	35%	41%	40%	43%	40%
Traffic circles	32%	35%	37%	39%	38%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

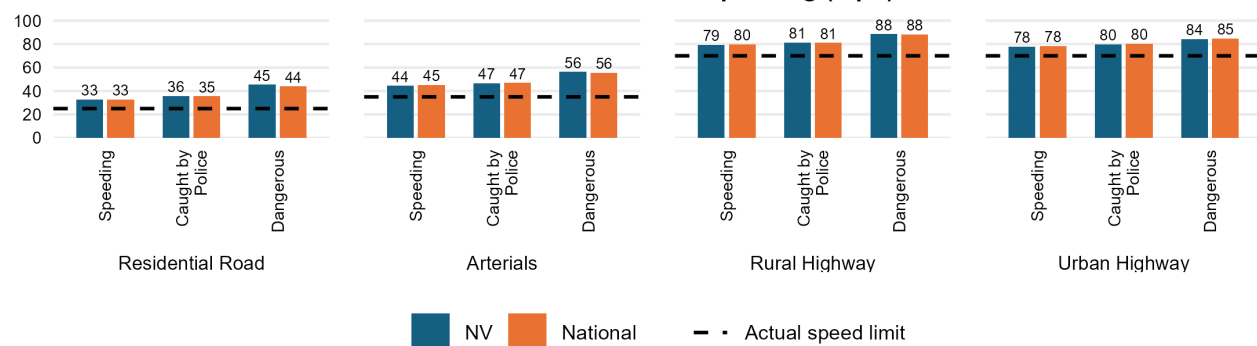
Support for ISA



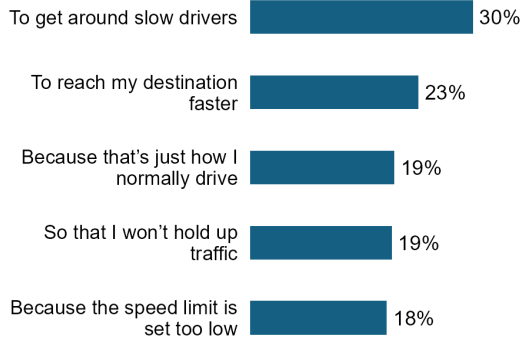
% of Drivers by Engagement in Speeding Behavior



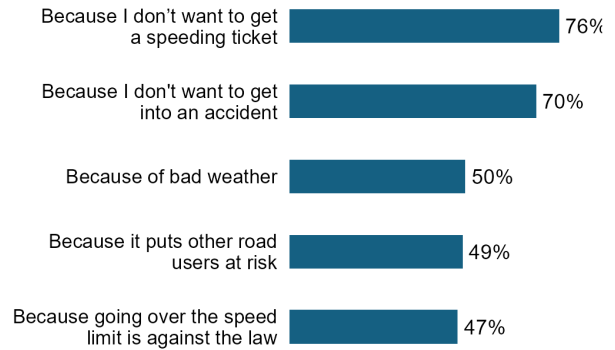
Personal Definitions of Speeding (mph)



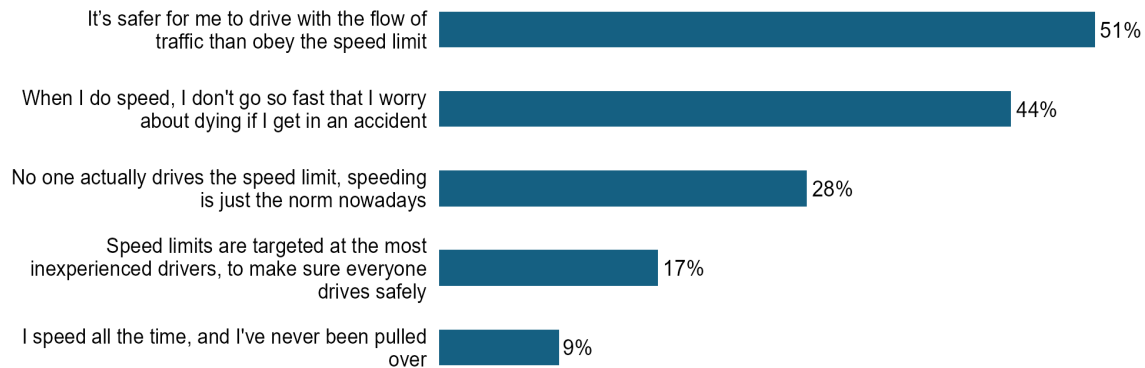
Top 5 Motivators to Speed



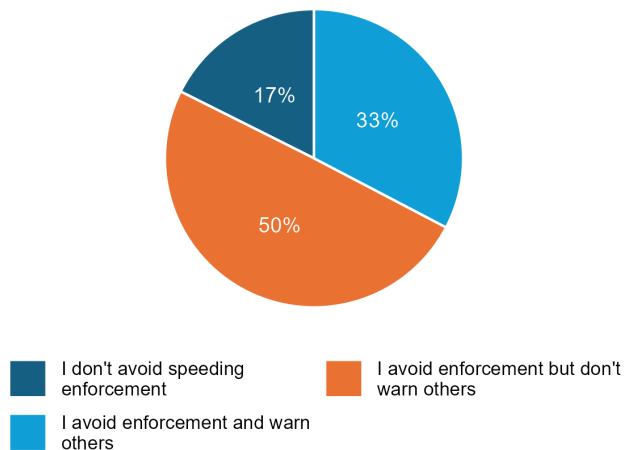
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



New York

Sample size = 396 (396 random sample, 0 opt-in)

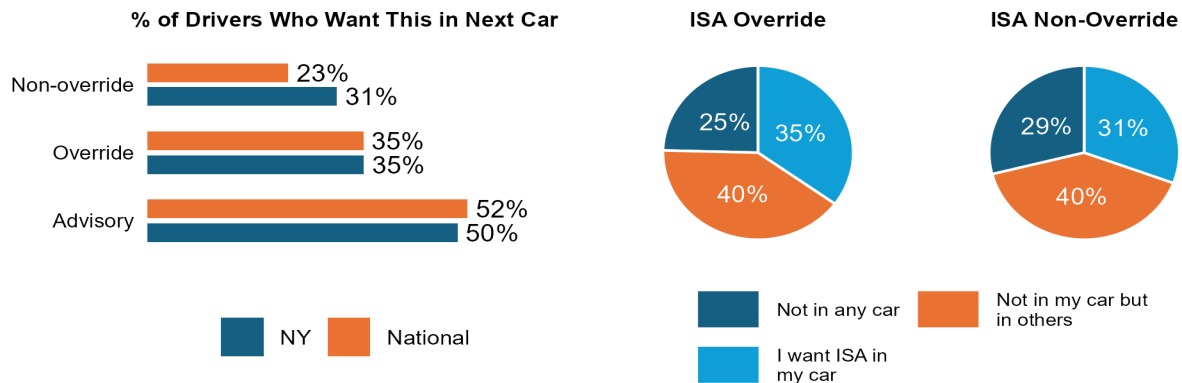
Design effect = 1.60; Margin of error = +/-6.22 percentage points

Proportion of Drivers Who Support Countermeasures

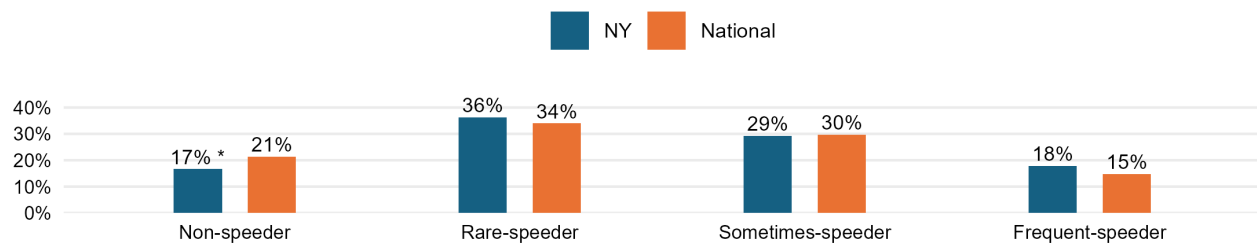
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	NY	National	NY	National	NY	National
Increased police presence/ticketing	77%	79%	85%	87%	84%	88%
Automated speed cameras	61%	59%	73%	71%	76%	73%
Electronic warning signs	46%	41%	47%	43%	49%	44%
Speed humps	36%	37%	42%	43%	43%	43%
Rumble strips	38%	35%	43%	40%	42%	40%
Traffic circles	30%	35%	38%	39%	36%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

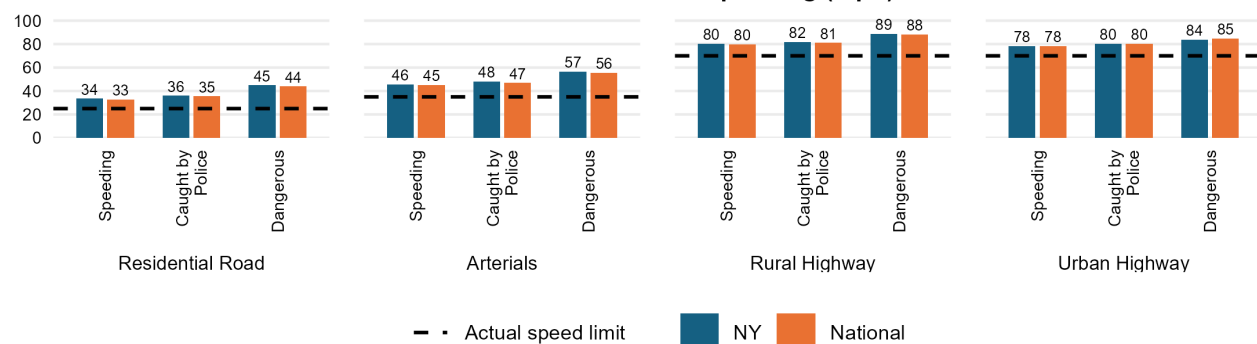
Support for ISA



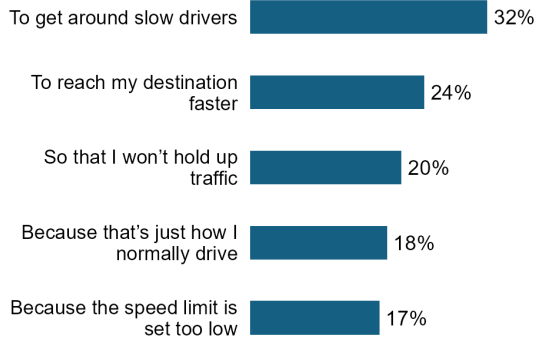
% of Drivers by Engagement in Speeding Behavior



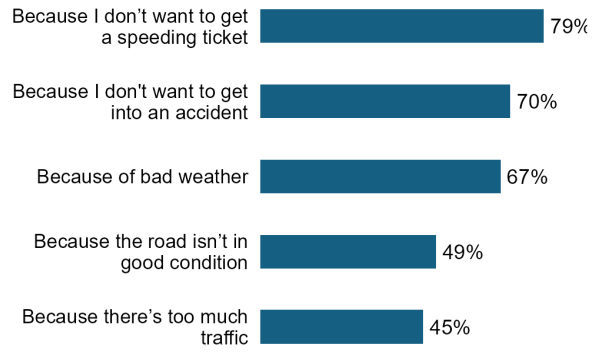
Personal Definitions of Speeding (mph)



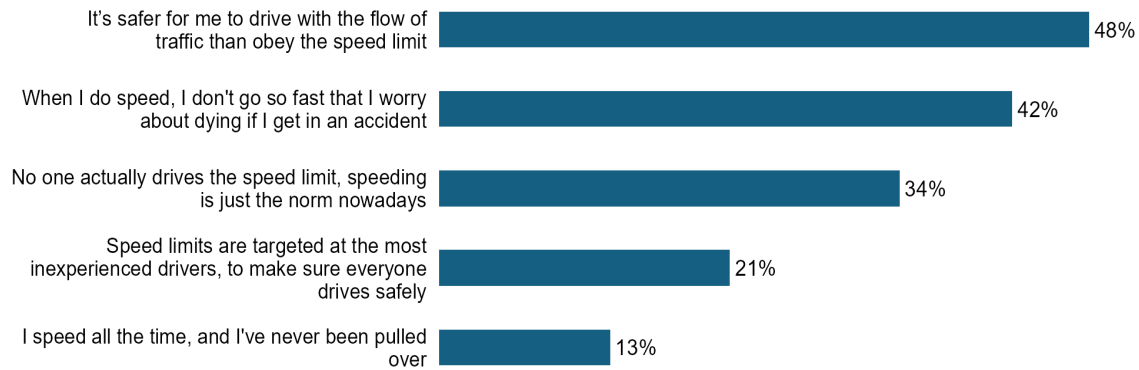
Top 5 Motivators to Speed



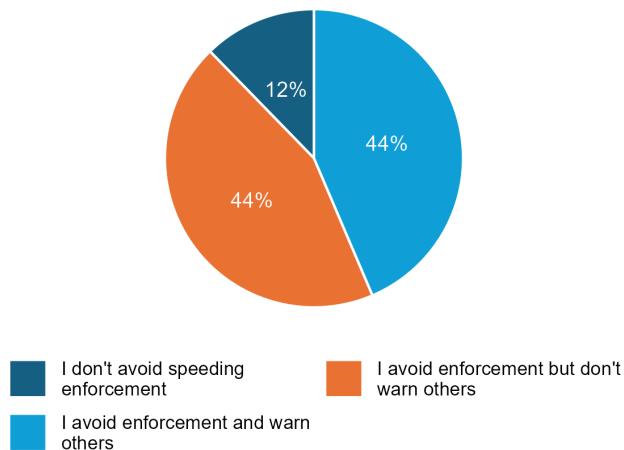
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Ohio

Sample size = 452 (452 random sample, 0 opt-in)

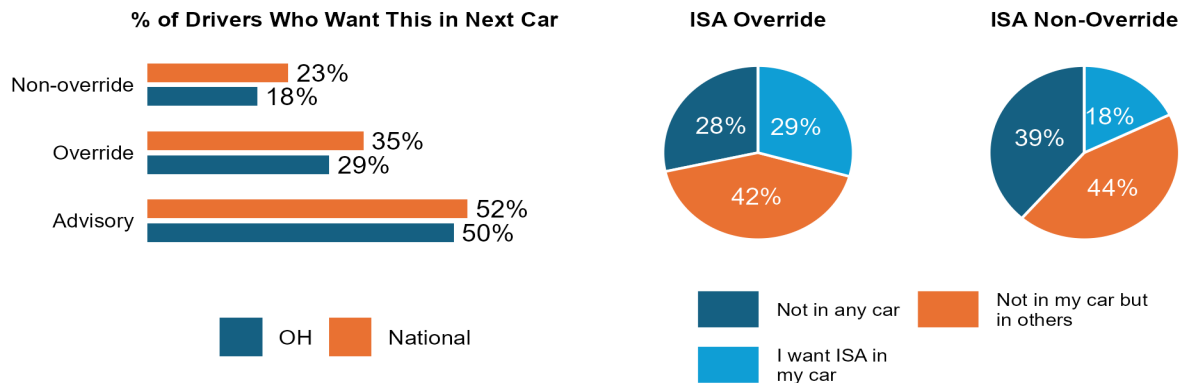
Design effect = 1.31; Margin of error = +/-5.28 percentage points

Proportion of Drivers Who Support Countermeasures

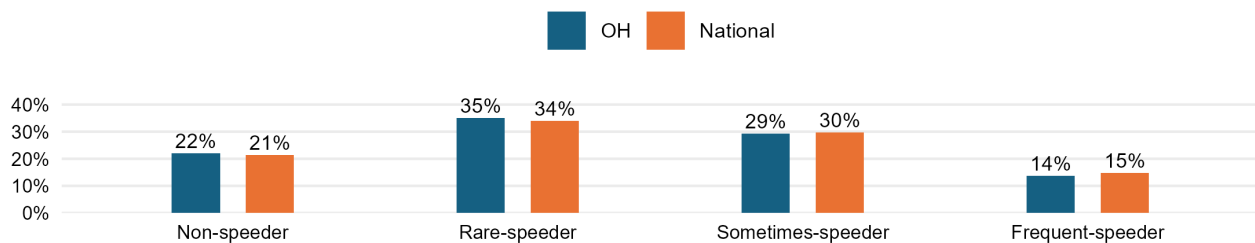
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	OH	National	OH	National	OH	National
Increased police presence/ticketing	76%	79%	86%	87%	88%	88%
Automated speed cameras	47%*	59%	62%*	71%	64%*	73%
Electronic warning signs	43%	41%	45%	43%	45%	44%
Speed humps	35%	37%	43%	43%	43%	43%
Rumble strips	33%	35%	38%	40%	40%	40%
Traffic circles	35%	35%	38%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

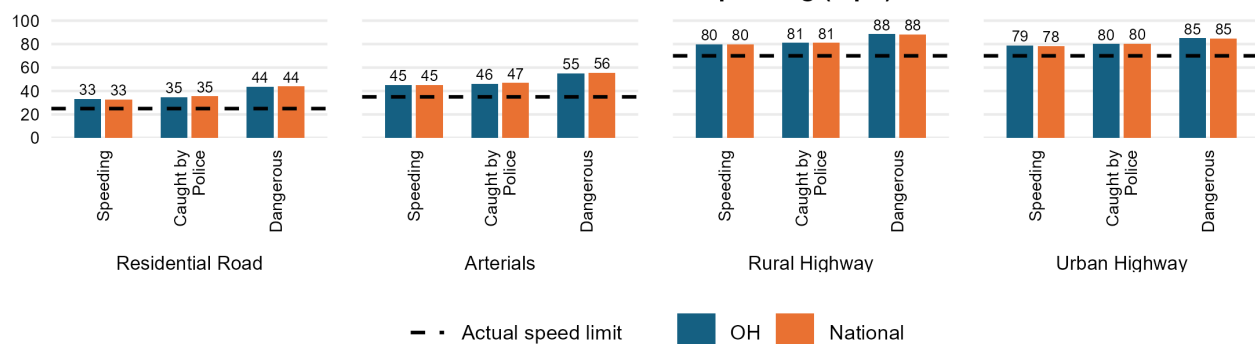
Support for ISA



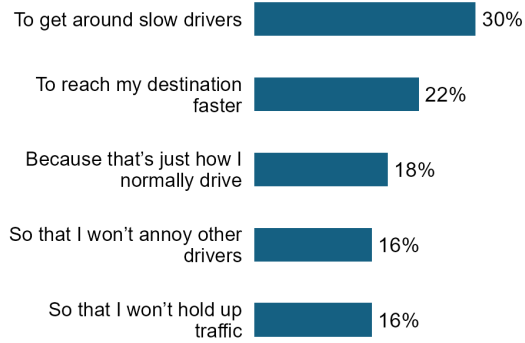
% of Drivers by Engagement in Speeding Behavior



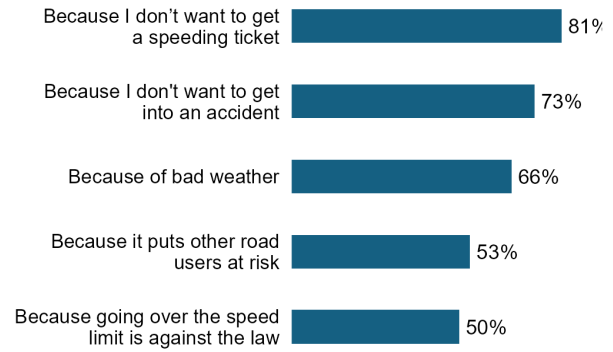
Personal Definitions of Speeding (mph)



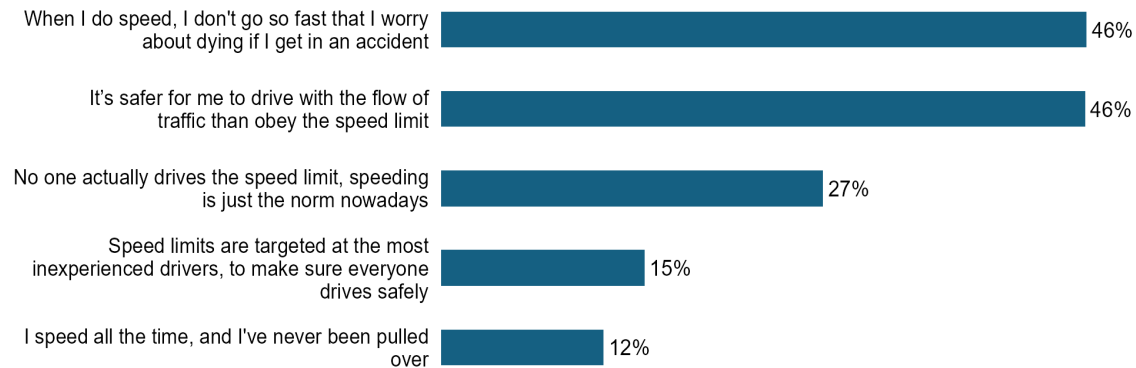
Top 5 Motivators to Speed



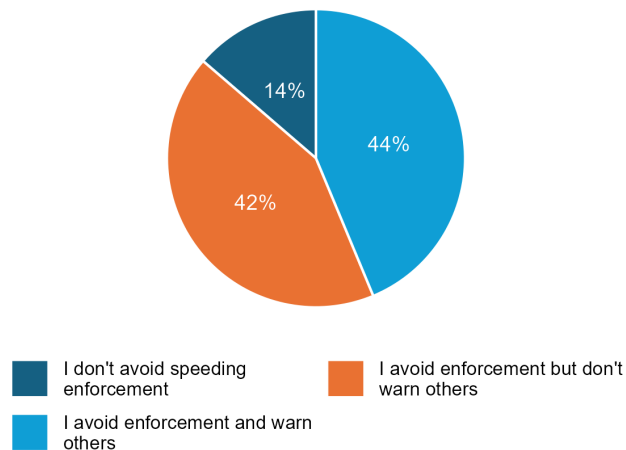
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Oklahoma

Sample size = 335 (161 random sample, 174 opt-in)

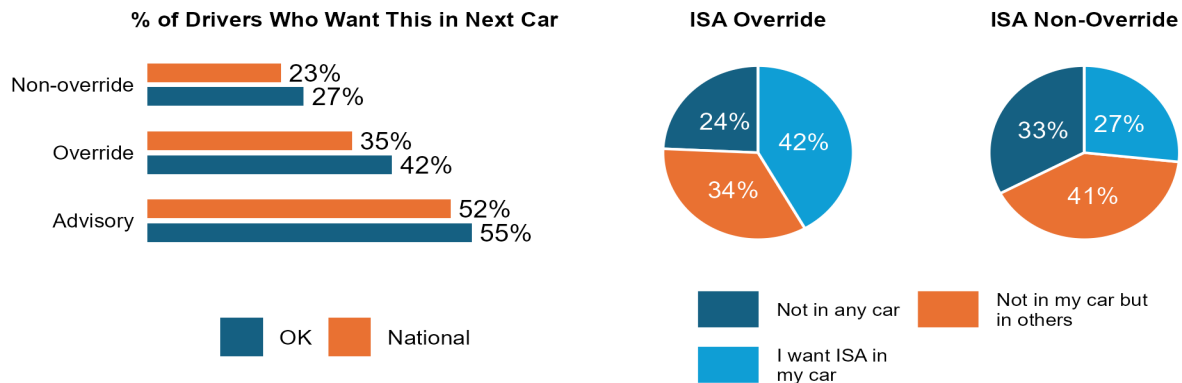
Design effect = 1.23; Margin of error = +/-5.94 percentage points

Proportion of Drivers Who Support Countermeasures

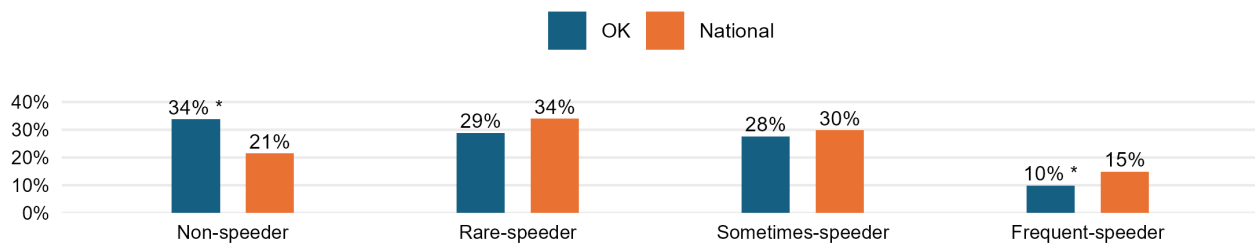
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	OK	National	OK	National	OK	National
Increased police presence/ticketing	80%	79%	86%	87%	87%	88%
Automated speed cameras	67%*	59%	73%	71%	75%	73%
Electronic warning signs	44%	41%	44%	43%	46%	44%
Speed humps	36%	37%	42%	43%	44%	43%
Rumble strips	38%	35%	43%	40%	42%	40%
Traffic circles	35%	35%	38%	39%	38%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

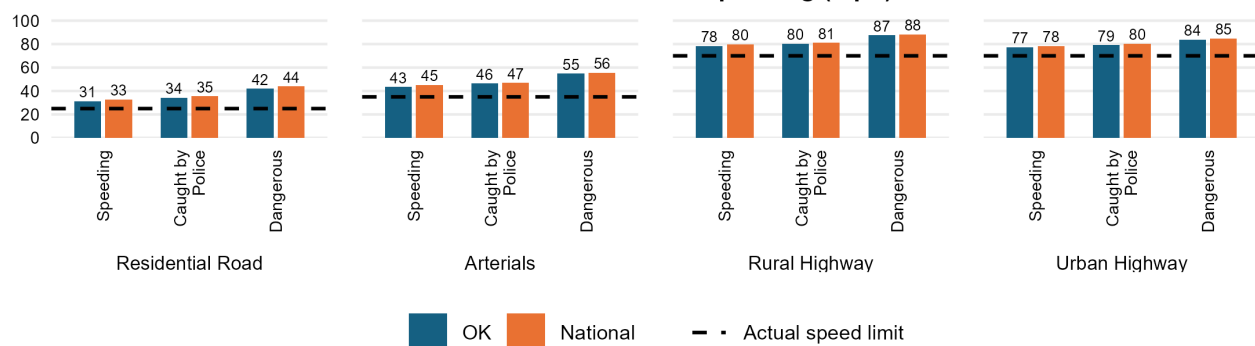
Support for ISA



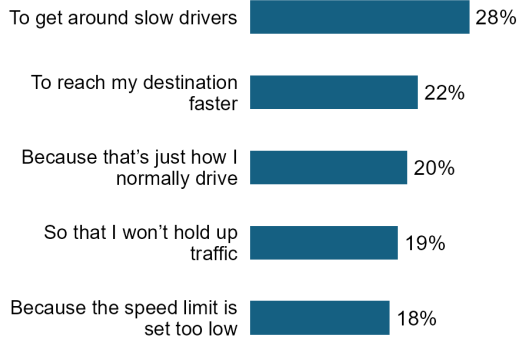
% of Drivers by Engagement in Speeding Behavior



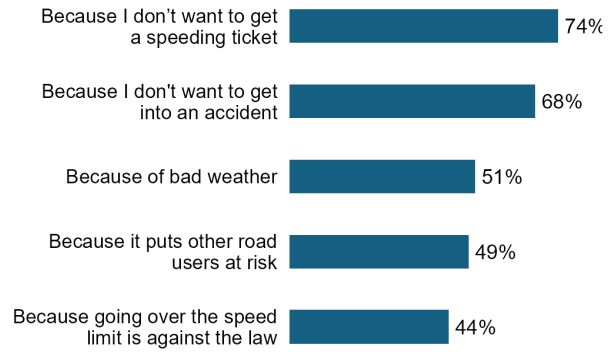
Personal Definitions of Speeding (mph)



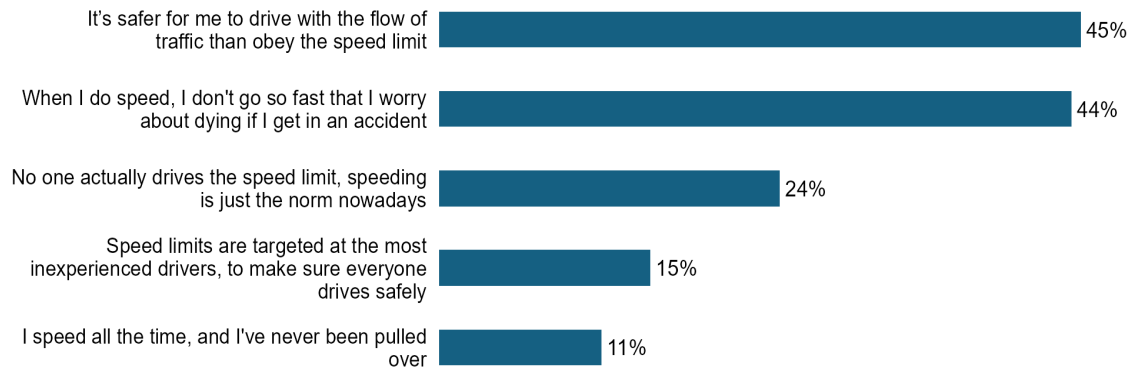
Top 5 Motivators to Speed



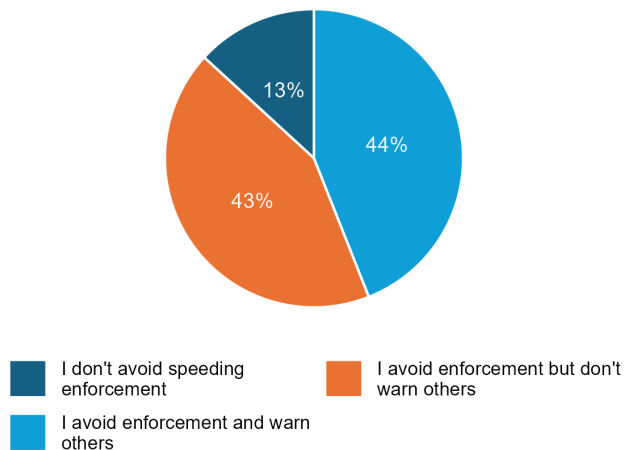
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Oregon

Sample size = 376 (110 random sample, 266 opt-in)

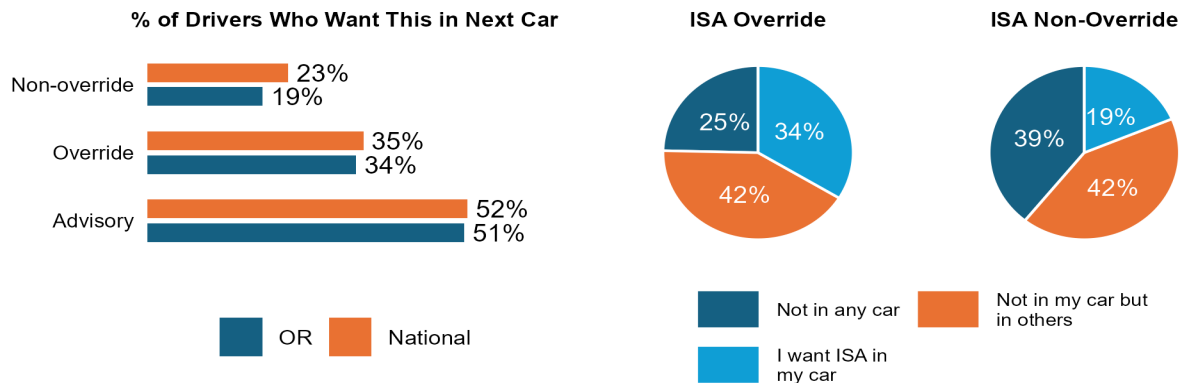
Design effect = 1.30; Margin of error = +/-5.76 percentage points

Proportion of Drivers Who Support Countermeasures

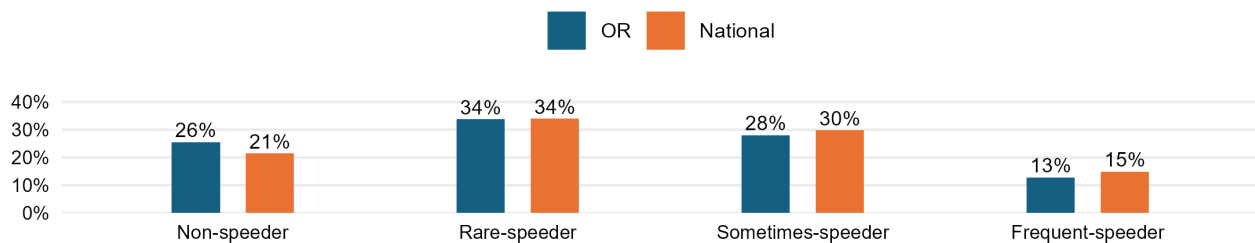
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	OR	National	OR	National	OR	National
Increased police presence/ticketing	75%	79%	84%	87%	83%	88%
Automated speed cameras	61%	59%	73%	71%	76%	73%
Electronic warning signs	44%	41%	45%	43%	45%	44%
Speed humps	40%	37%	48%	43%	47%	43%
Rumble strips	34%	35%	38%	40%	39%	40%
Traffic circles	34%	35%	39%	39%	39%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

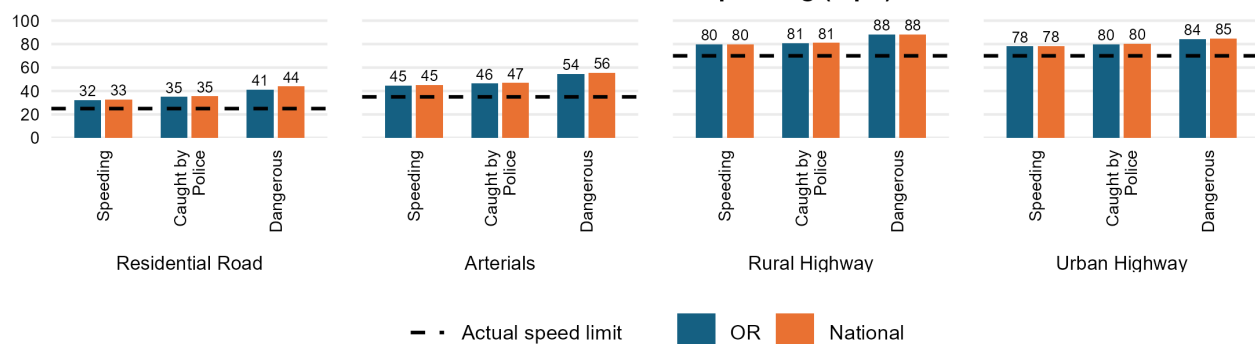
Support for ISA



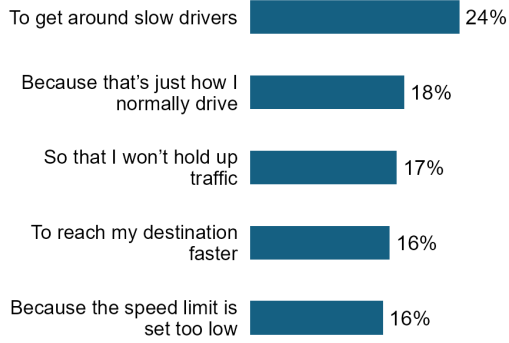
% of Drivers by Engagement in Speeding Behavior



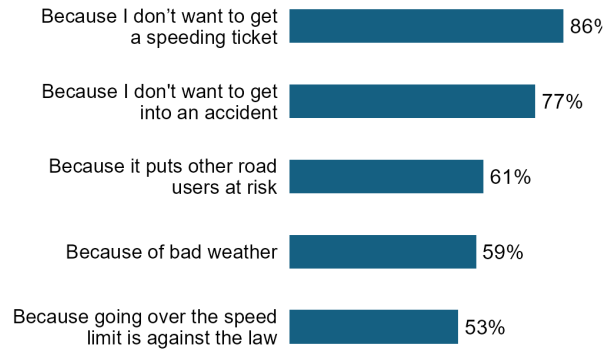
Personal Definitions of Speeding (mph)



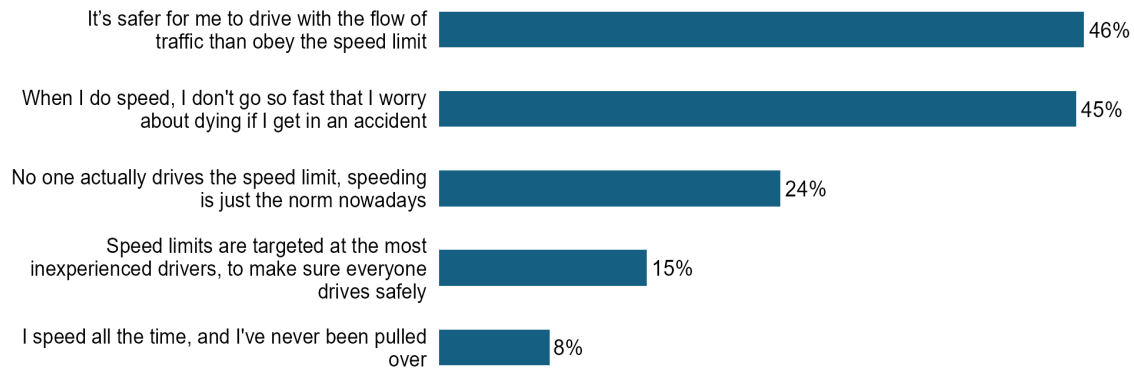
Top 5 Motivators to Speed



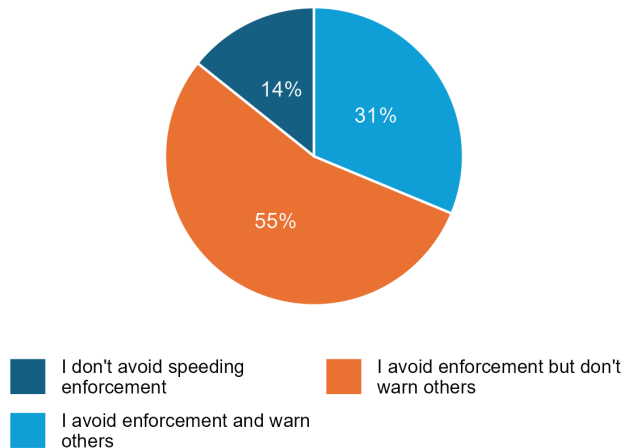
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Pennsylvania

Sample size = 356 (356 random sample, 0 opt-in)

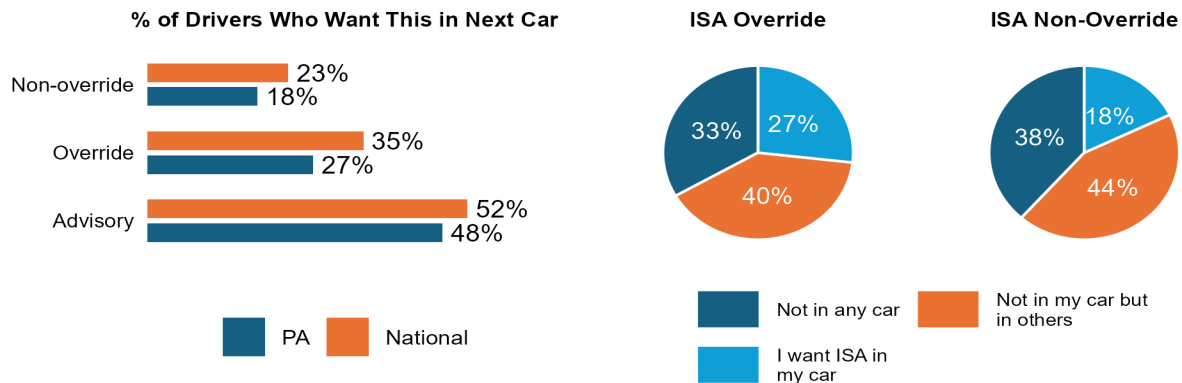
Design effect = 1.39; Margin of error = +/-6.12 percentage points

Proportion of Drivers Who Support Countermeasures

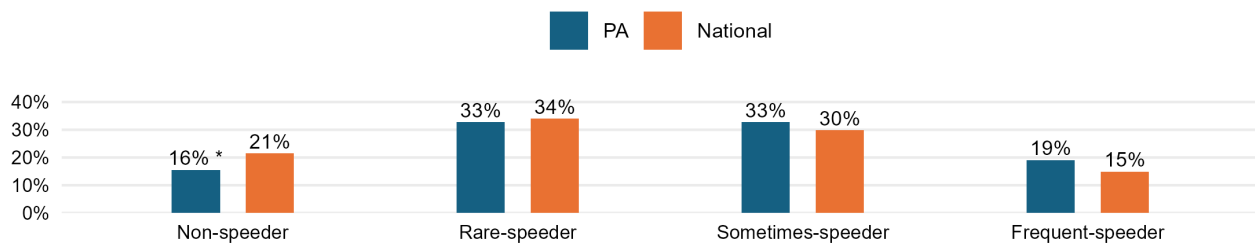
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	PA	National	PA	National	PA	National
Increased police presence/ticketing	76%	79%	86%	87%	86%	88%
Automated speed cameras	58%	59%	72%	71%	75%	73%
Electronic warning signs	34%*	41%	38%	43%	39%	44%
Speed humps	35%	37%	43%	43%	42%	43%
Rumble strips	37%	35%	42%	40%	42%	40%
Traffic circles	33%	35%	39%	39%	39%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

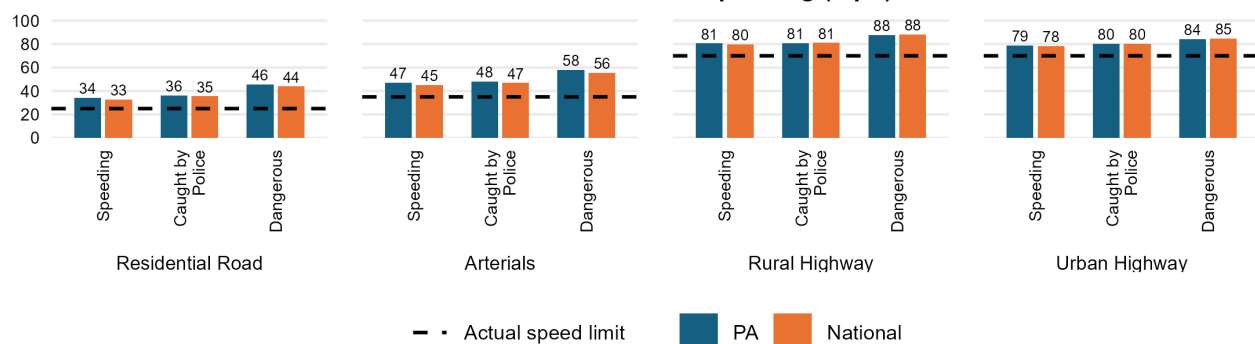
Support for ISA



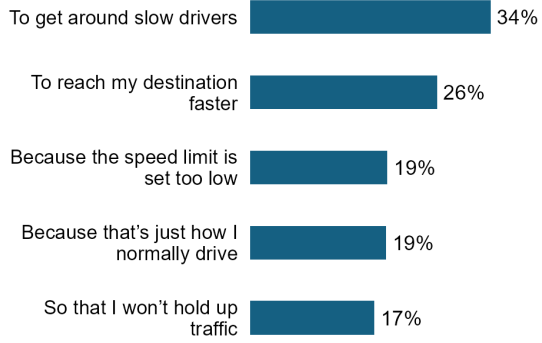
% of Drivers by Engagement in Speeding Behavior



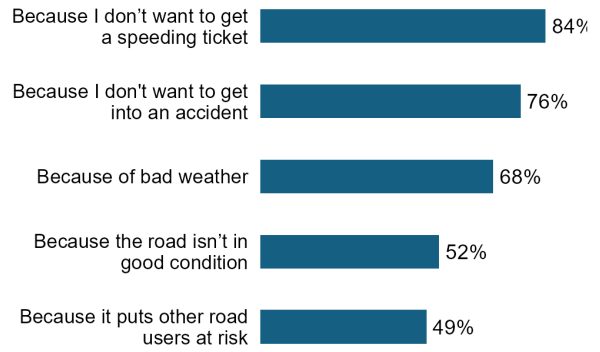
Personal Definitions of Speeding (mph)



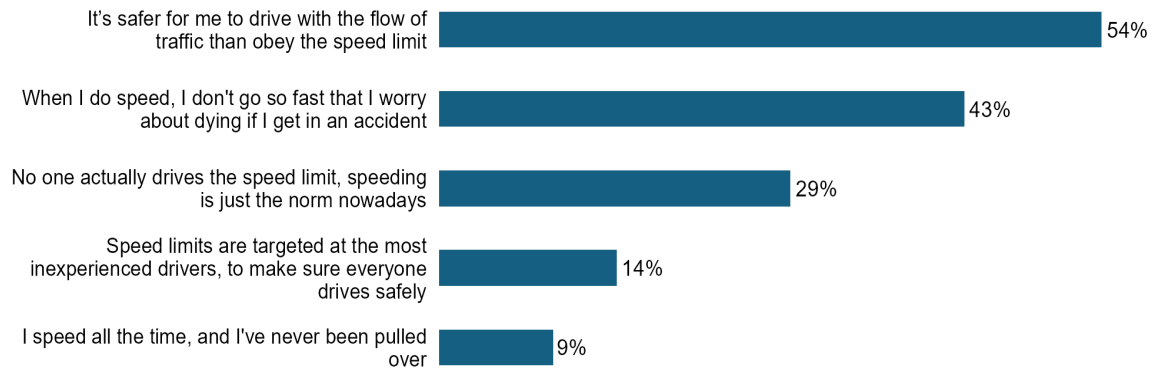
Top 5 Motivators to Speed



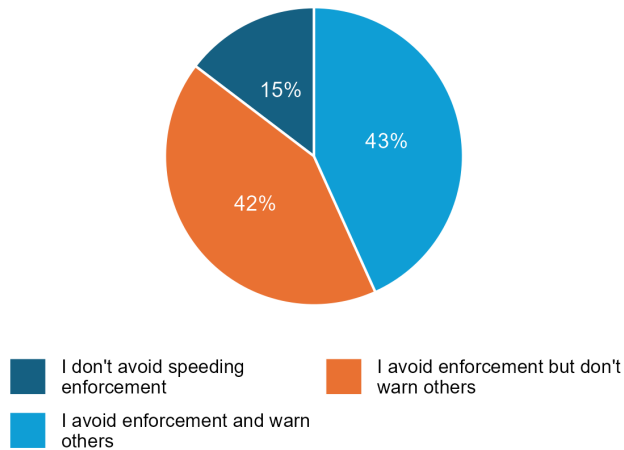
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Rhode Island

Sample size = 254 (37 random sample, 217 opt-in)

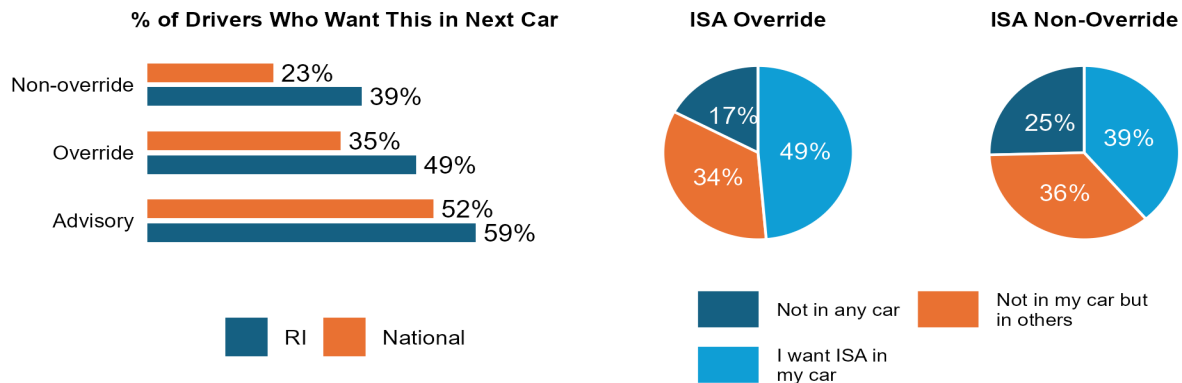
Design effect = 1.26; Margin of error = +/-6.90 percentage points

Proportion of Drivers Who Support Countermeasures

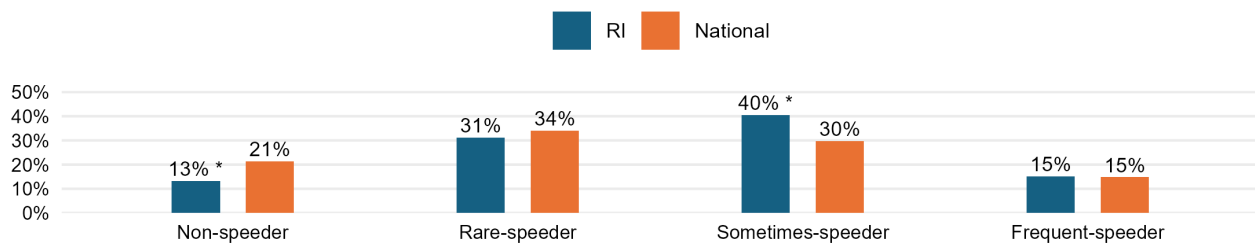
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	RI	National	RI	National	RI	National
Increased police presence/ticketing	81%	79%	85%	87%	85%	88%
Automated speed cameras	70%*	59%	81%*	71%	81%*	73%
Electronic warning signs	35%	41%	37%	43%	36%*	44%
Speed humps	44%	37%	49%	43%	49%	43%
Rumble strips	35%	35%	39%	40%	39%	40%
Traffic circles	35%	35%	39%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

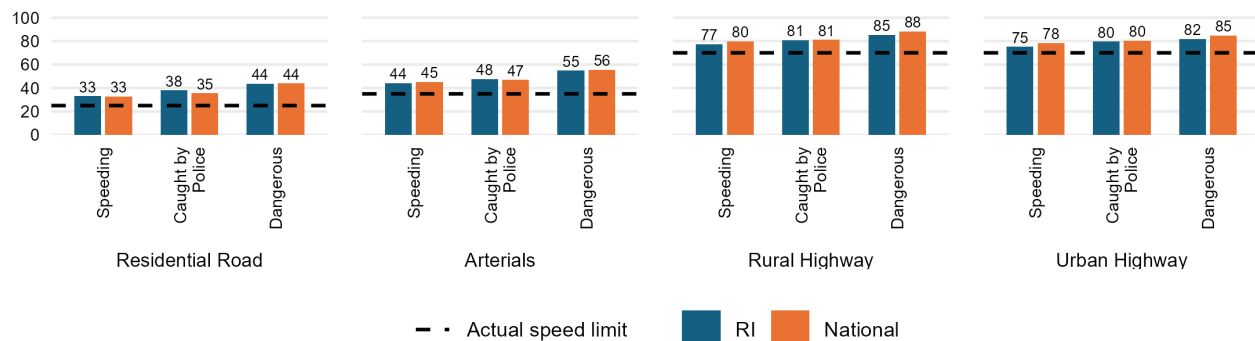
Support for ISA



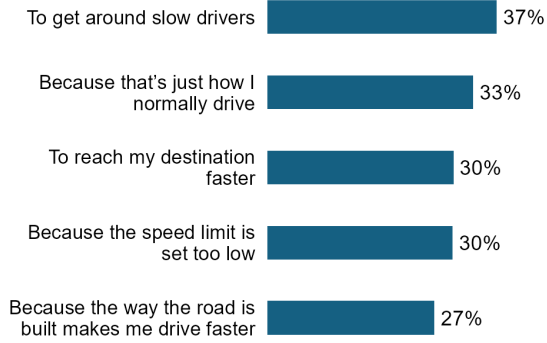
% of Drivers by Engagement in Speeding Behavior



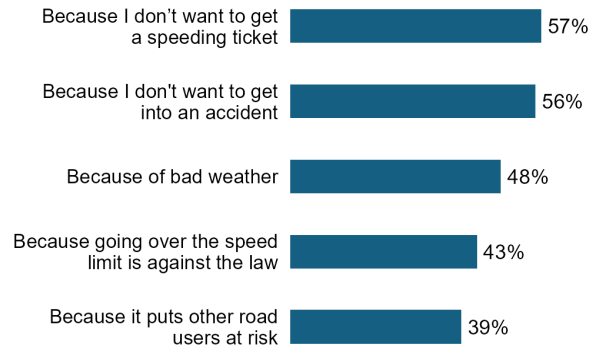
Personal Definitions of Speeding (mph)



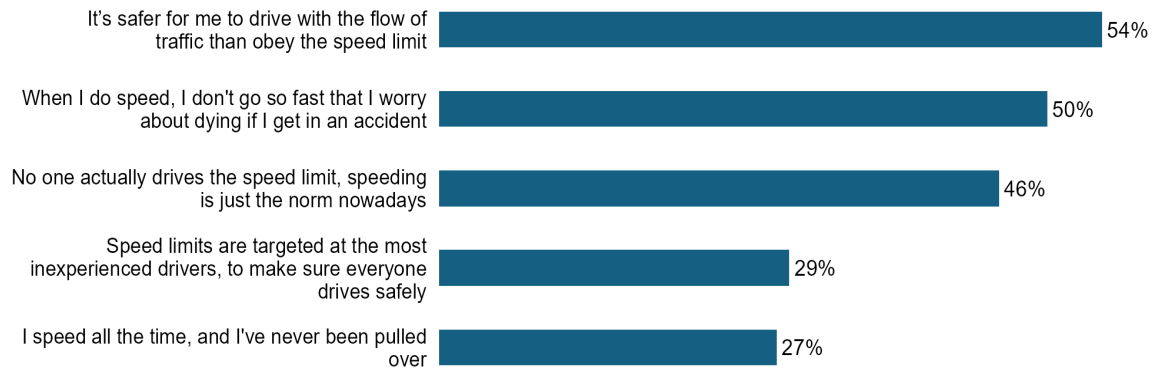
Top 5 Motivators to Speed



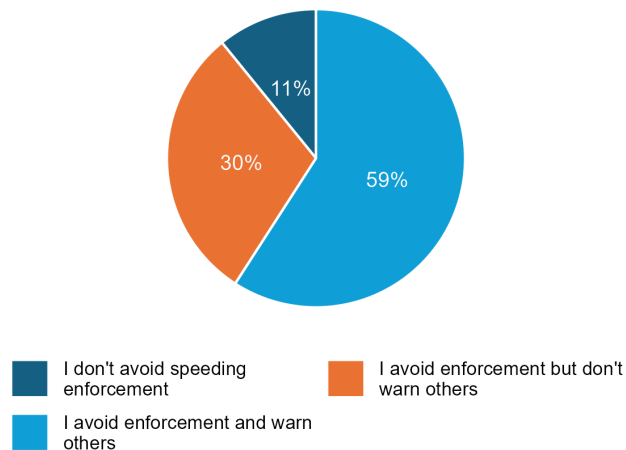
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



South Carolina

Sample size = 442 (257 random sample, 185 opt-in)

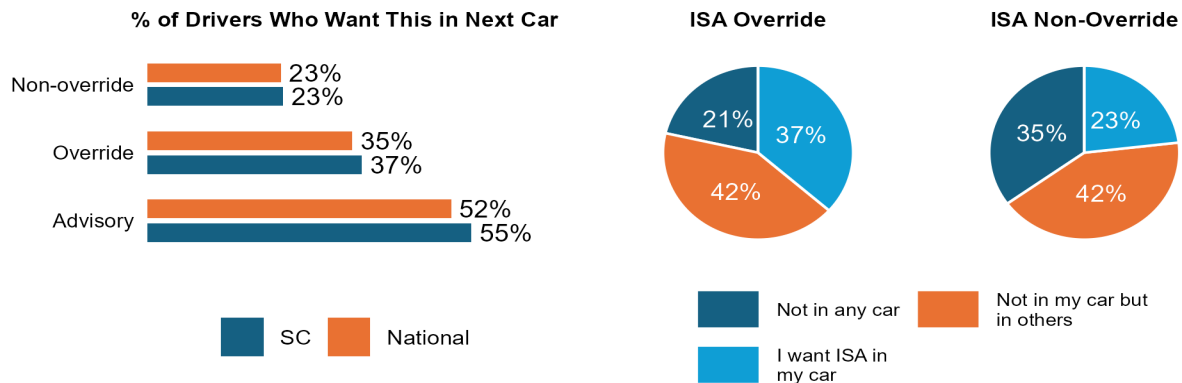
Design effect = 1.27; Margin of error = +/-5.25 percentage points

Proportion of Drivers Who Support Countermeasures

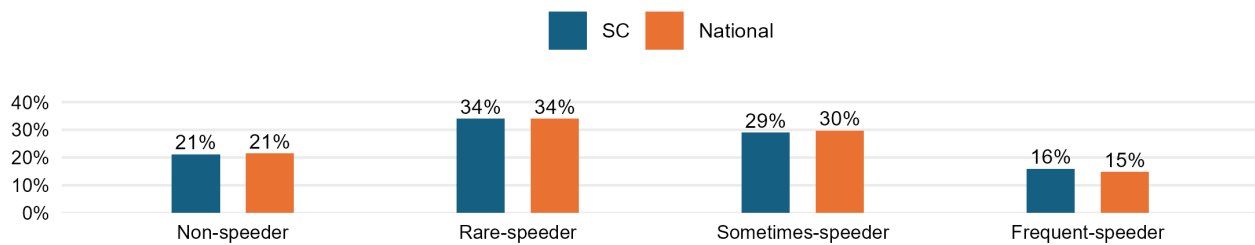
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	SC	National	SC	National	SC	National
Increased police presence/ticketing	80%	79%	89%	87%	89%	88%
Automated speed cameras	65%*	59%	77%*	71%	77%	73%
Electronic warning signs	41%	41%	42%	43%	43%	44%
Speed humps	42%	37%	44%	43%	46%	43%
Rumble strips	35%	35%	41%	40%	42%	40%
Traffic circles	40%*	35%	43%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

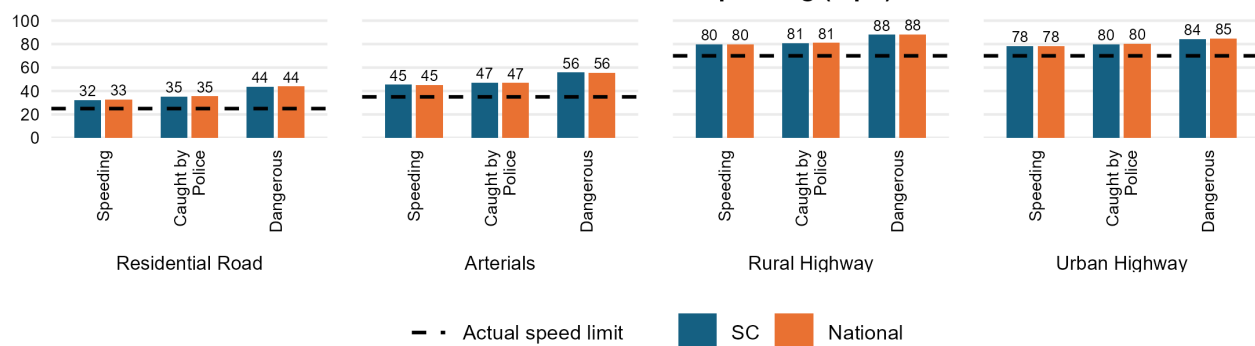
Support for ISA



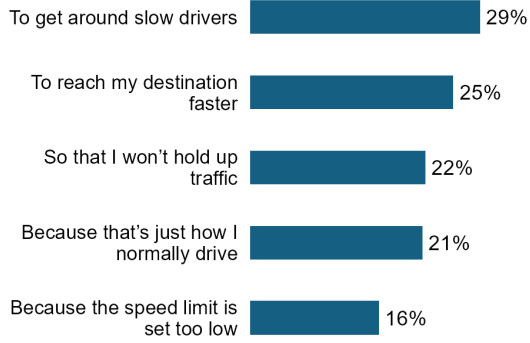
% of Drivers by Engagement in Speeding Behavior



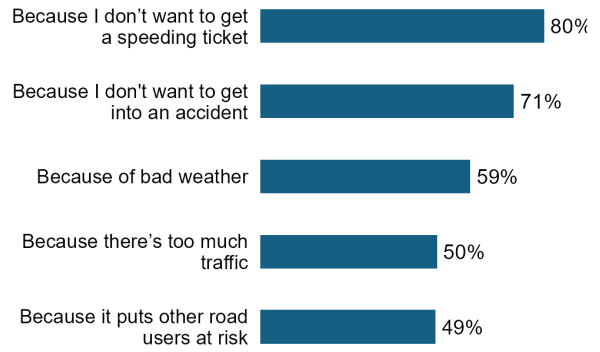
Personal Definitions of Speeding (mph)



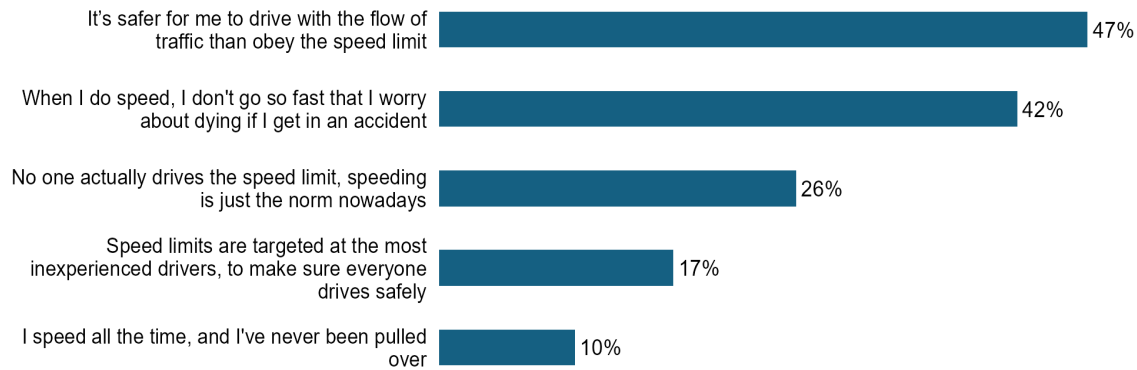
Top 5 Motivators to Speed



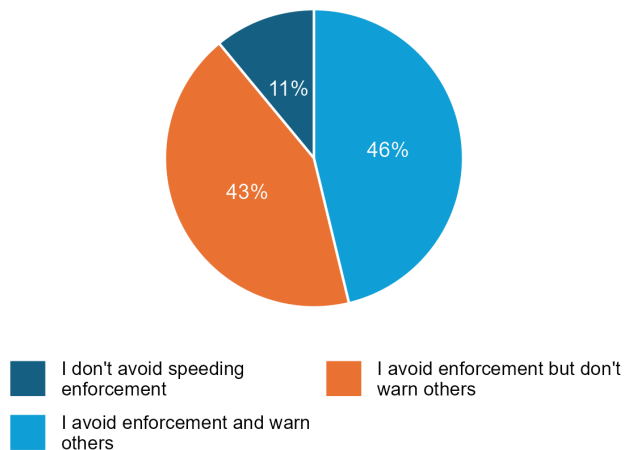
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



South Dakota

Sample size = 191 (90 random sample, 101 opt-in)

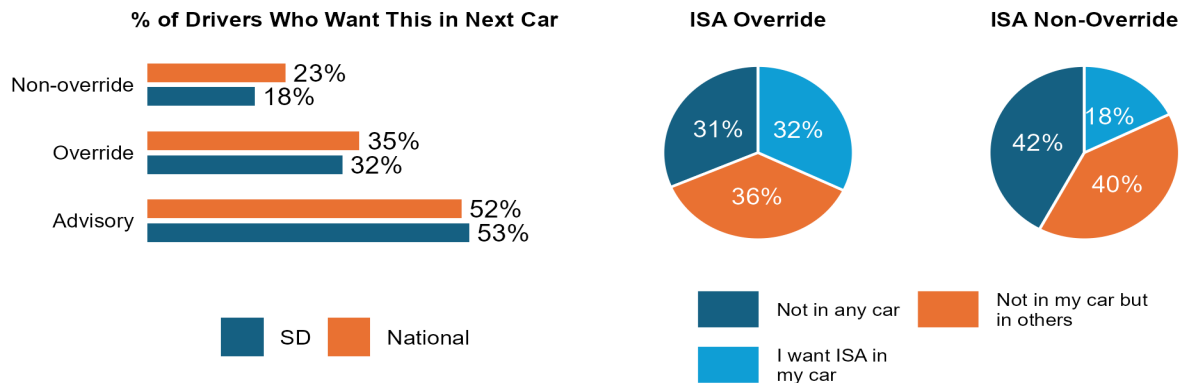
Design effect = 1.25; Margin of error = +/-7.94 percentage points

Proportion of Drivers Who Support Countermeasures

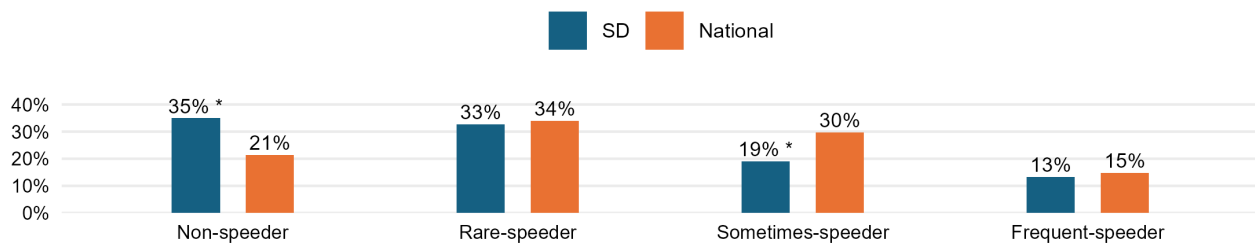
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	SD	National	SD	National	SD	National
Increased police presence/ticketing	85%*	79%	90%	87%	95%*	88%
Automated speed cameras	60%	59%	75%	71%	76%	73%
Electronic warning signs	42%	41%	45%	43%	45%	44%
Speed humps	35%	37%	43%	43%	45%	43%
Rumble strips	38%	35%	41%	40%	42%	40%
Traffic circles	33%	35%	39%	39%	41%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

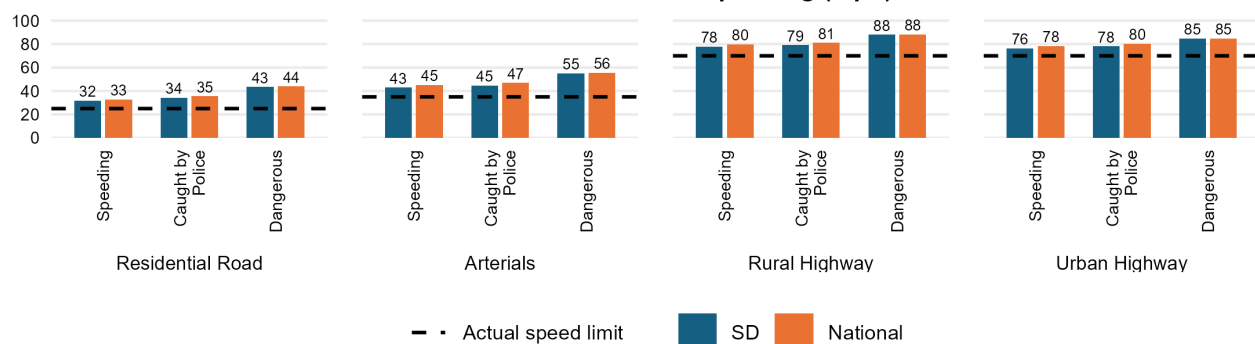
Support for ISA



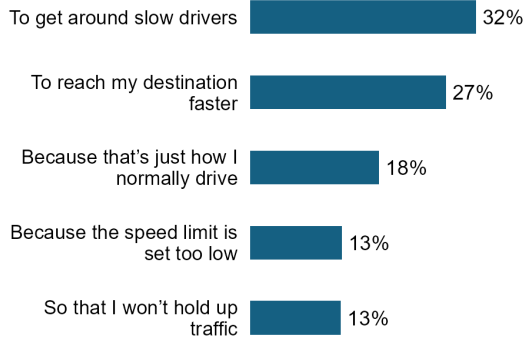
% of Drivers by Engagement in Speeding Behavior



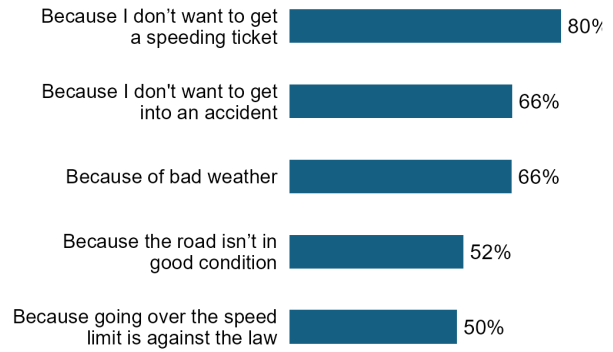
Personal Definitions of Speeding (mph)



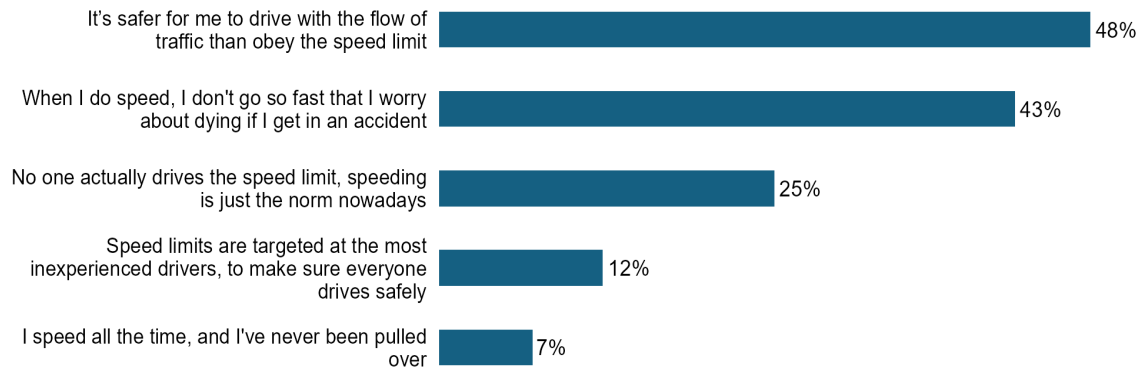
Top 5 Motivators to Speed



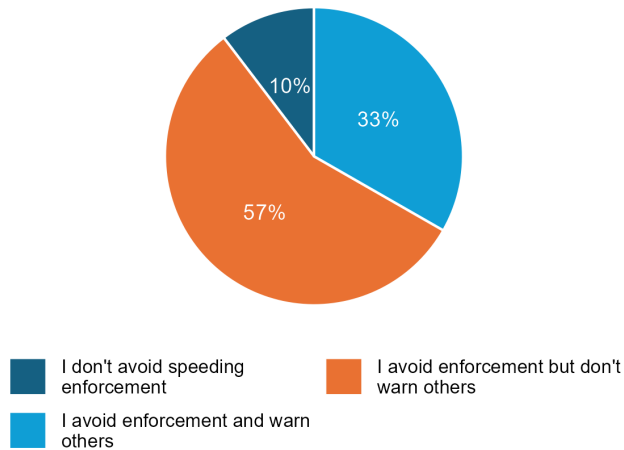
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Tennessee

Sample size = 263 (263 random sample, 0 opt-in)

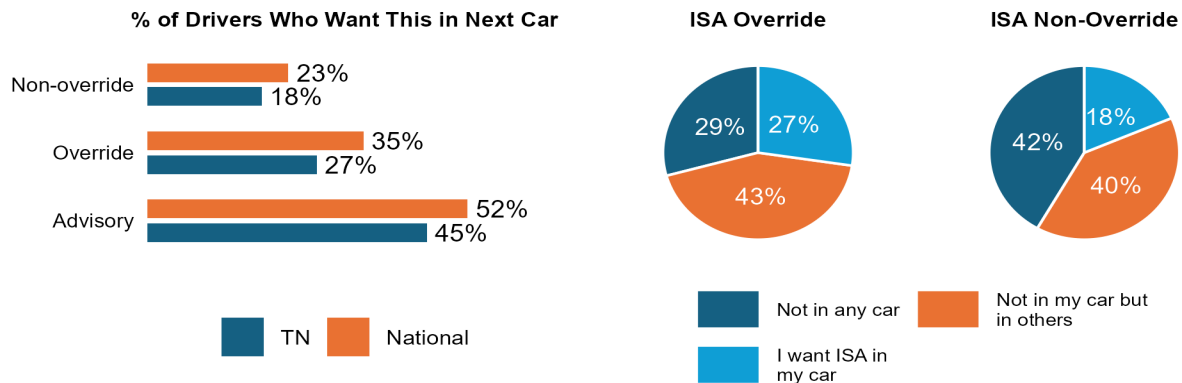
Design effect = 1.25; Margin of error = +/-6.76 percentage points

Proportion of Drivers Who Support Countermeasures

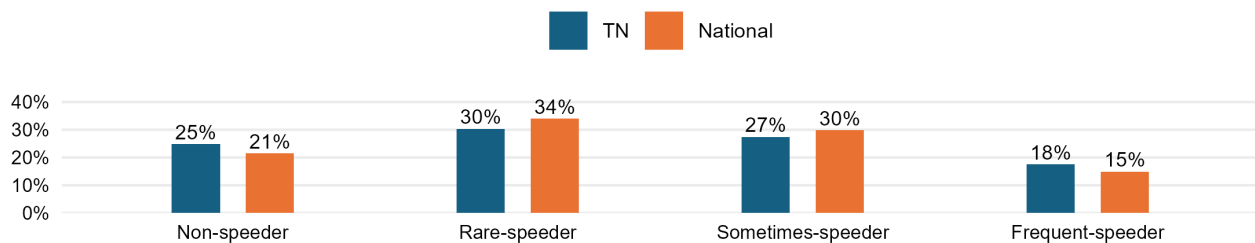
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	TN	National	TN	National	TN	National
Increased police presence/ticketing	73%	79%	83%	87%	86%	88%
Automated speed cameras	52%*	59%	62%*	71%	65%*	73%
Electronic warning signs	40%	41%	43%	43%	43%	44%
Speed humps	30%*	37%	36%*	43%	38%	43%
Rumble strips	29%	35%	31%*	40%	32%*	40%
Traffic circles	40%	35%	44%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

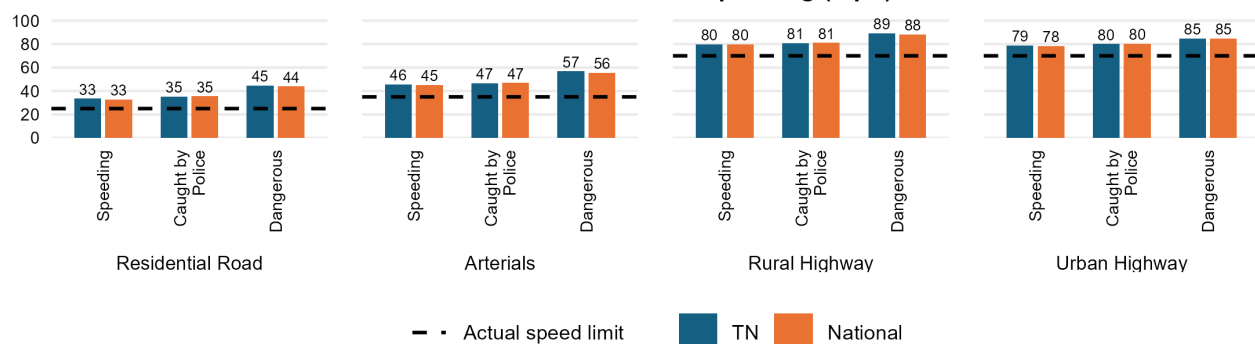
Support for ISA



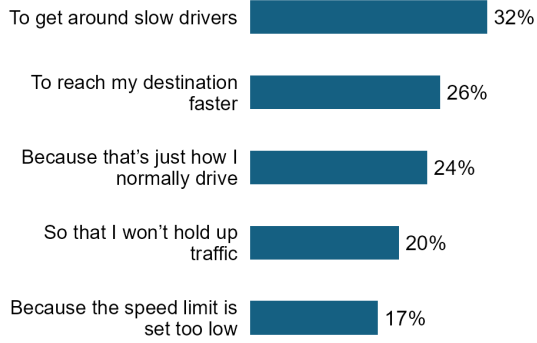
% of Drivers by Engagement in Speeding Behavior



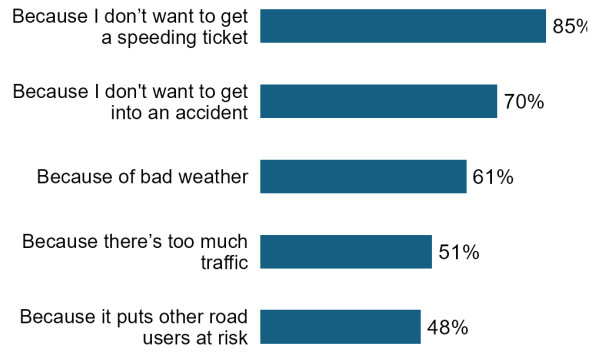
Personal Definitions of Speeding (mph)



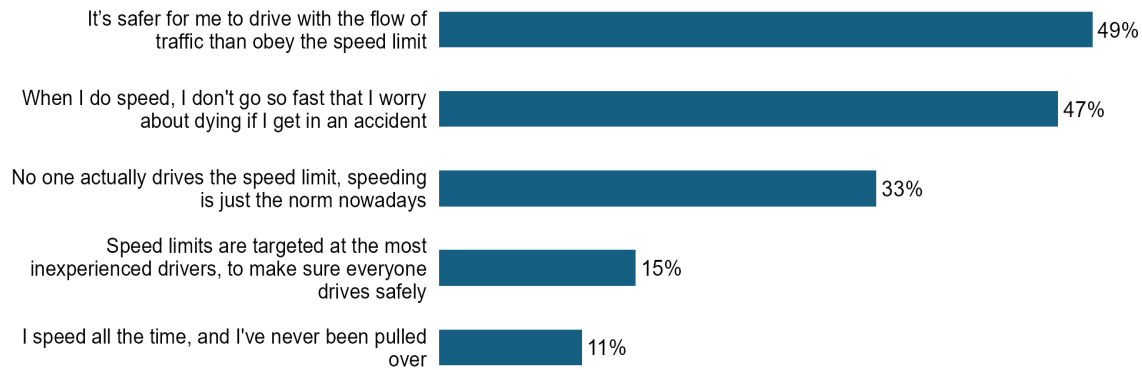
Top 5 Motivators to Speed



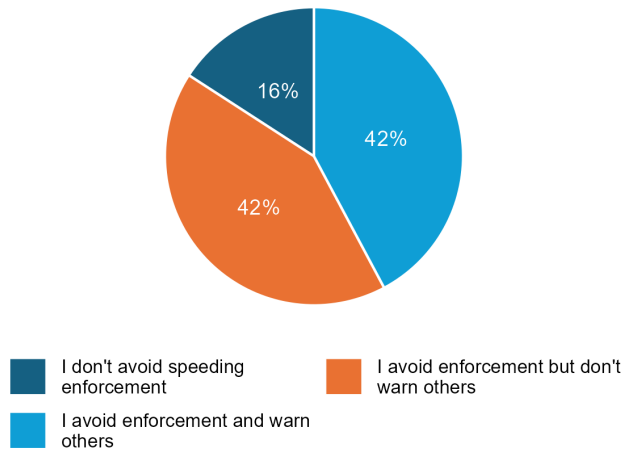
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Texas

Sample size = 624 (624 random sample, 0 opt-in)

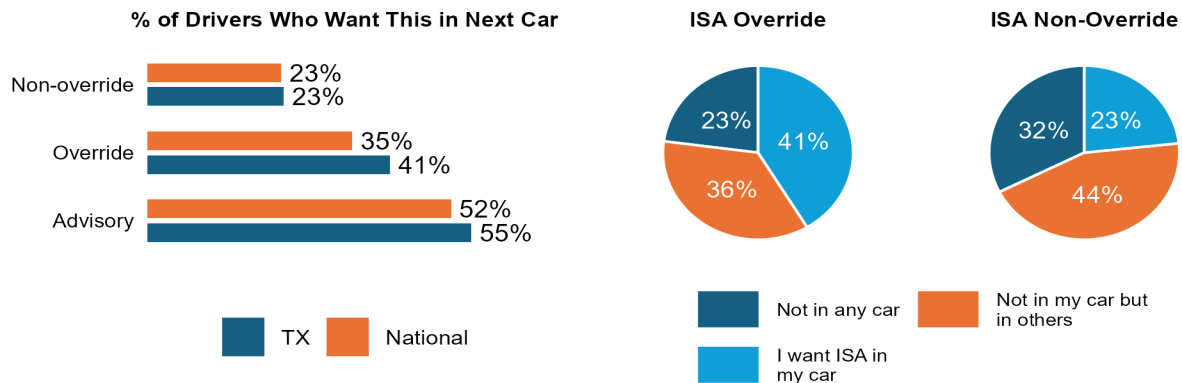
Design effect = 1.35; Margin of error = +/-4.56 percentage points

Proportion of Drivers Who Support Countermeasures

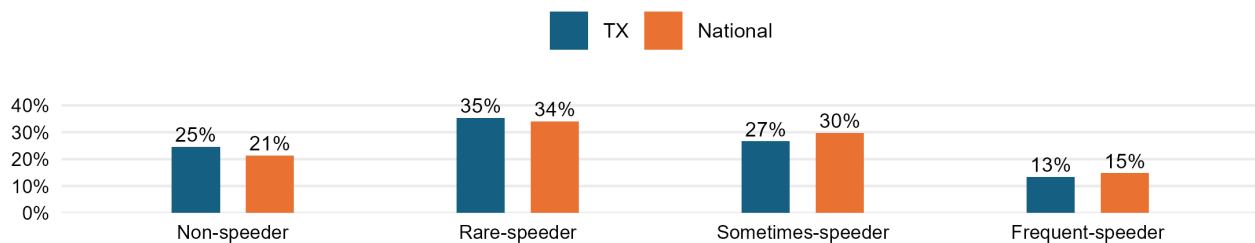
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	TX	National	TX	National	TX	National
Increased police presence/ticketing	82%	79%	90%*	87%	88%	88%
Automated speed cameras	56%	59%	66%*	71%	69%*	73%
Electronic warning signs	42%	41%	44%	43%	45%	44%
Speed humps	37%	37%	40%	43%	41%	43%
Rumble strips	38%	35%	42%	40%	43%	40%
Traffic circles	32%	35%	35%*	39%	37%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

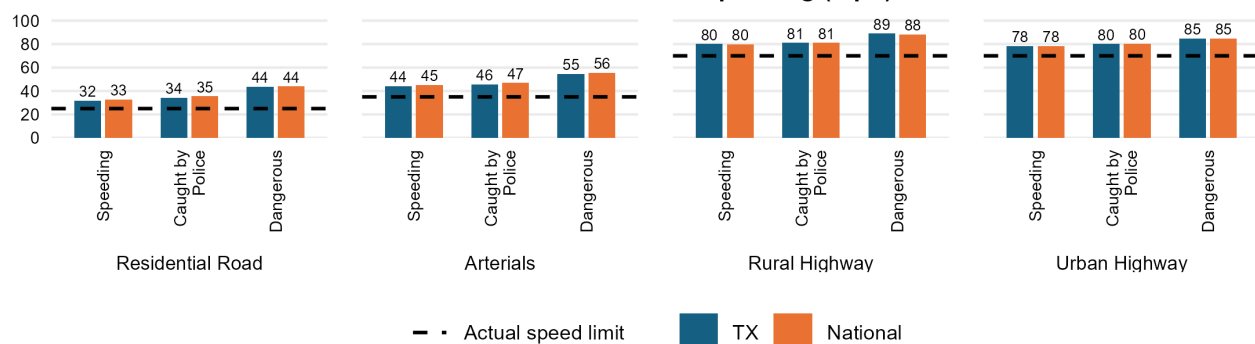
Support for ISA



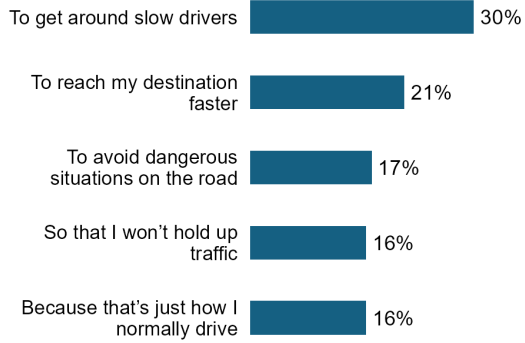
% of Drivers by Engagement in Speeding Behavior



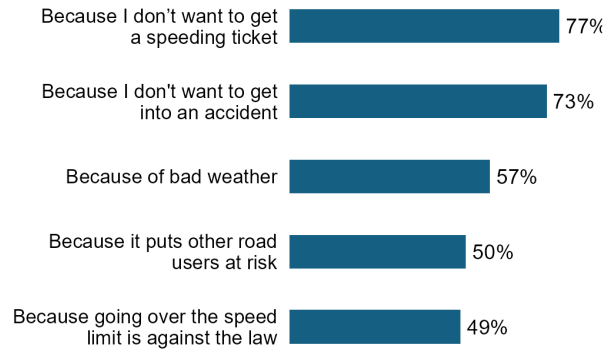
Personal Definitions of Speeding (mph)



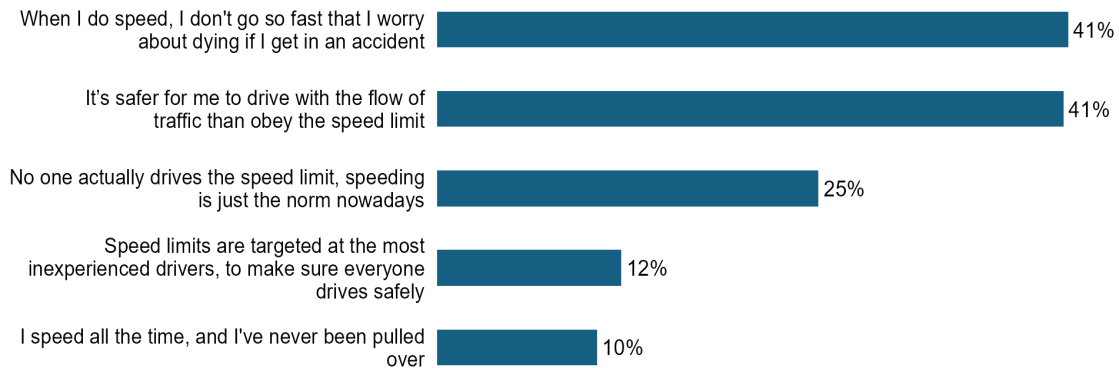
Top 5 Motivators to Speed



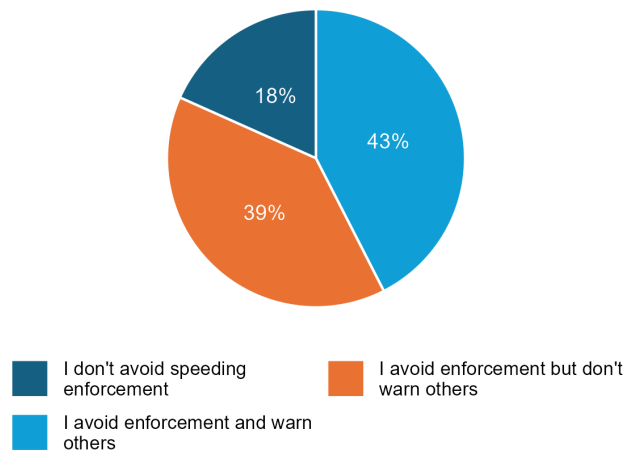
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Utah

Sample size = 260 (82 random sample, 178 opt-in)

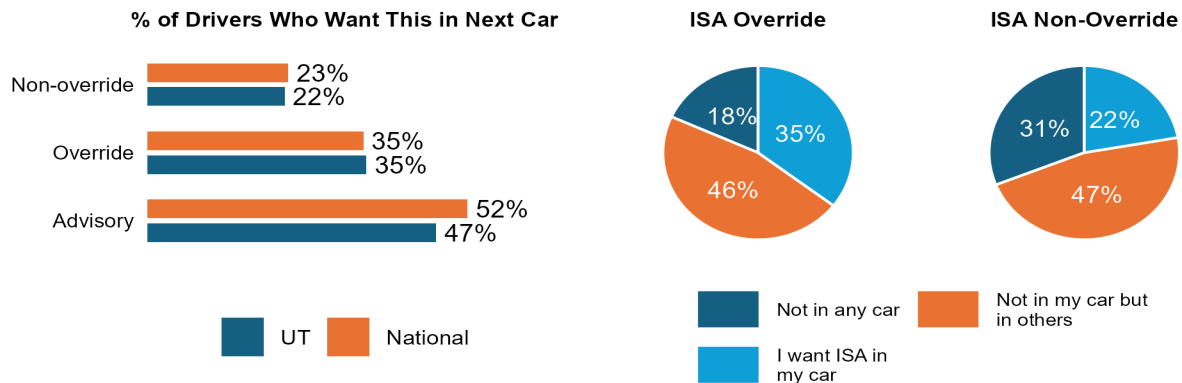
Design effect = 1.37; Margin of error = +/-7.13 percentage points

Proportion of Drivers Who Support Countermeasures

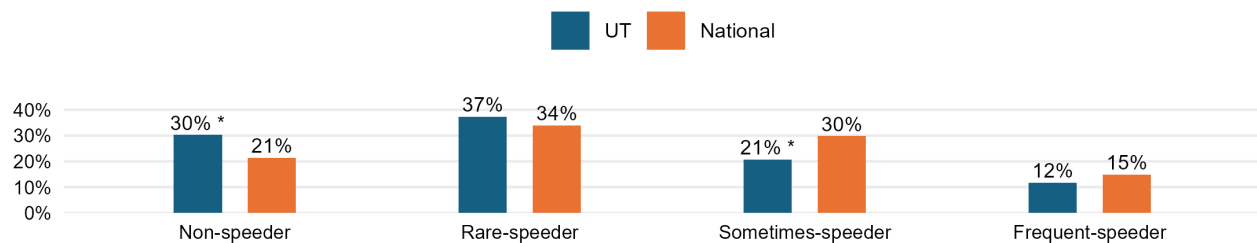
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	UT	National	UT	National	UT	National
Increased police presence/ticketing	83%	79%	88%	87%	91%	88%
Automated speed cameras	62%	59%	73%	71%	76%	73%
Electronic warning signs	45%	41%	46%	43%	47%	44%
Speed humps	42%	37%	46%	43%	46%	43%
Rumble strips	29%	35%	34%	40%	35%	40%
Traffic circles	39%	35%	39%	39%	44%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

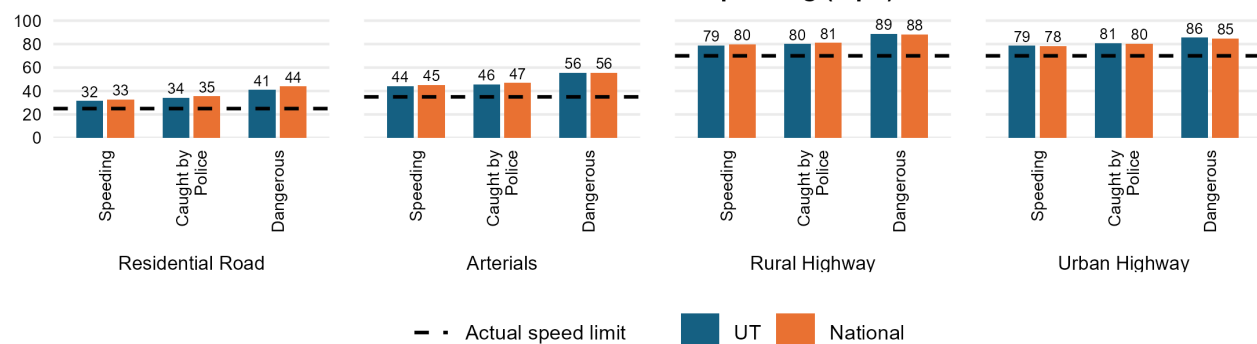
Support for ISA



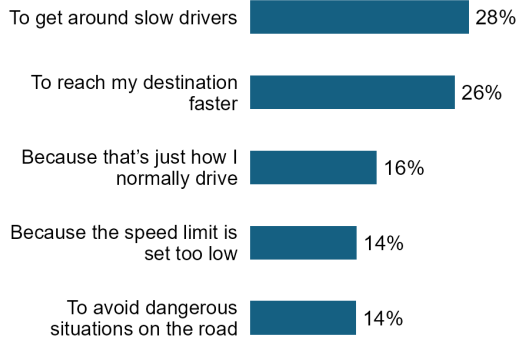
% of Drivers by Engagement in Speeding Behavior



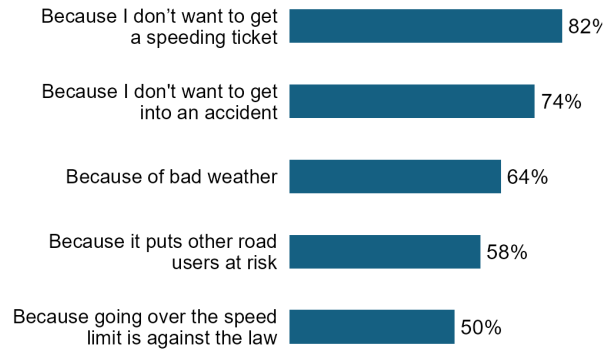
Personal Definitions of Speeding (mph)



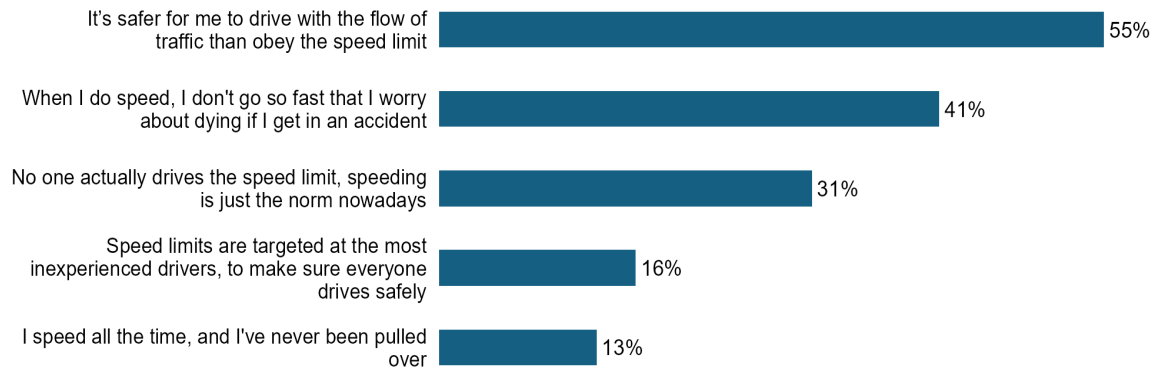
Top 5 Motivators to Speed



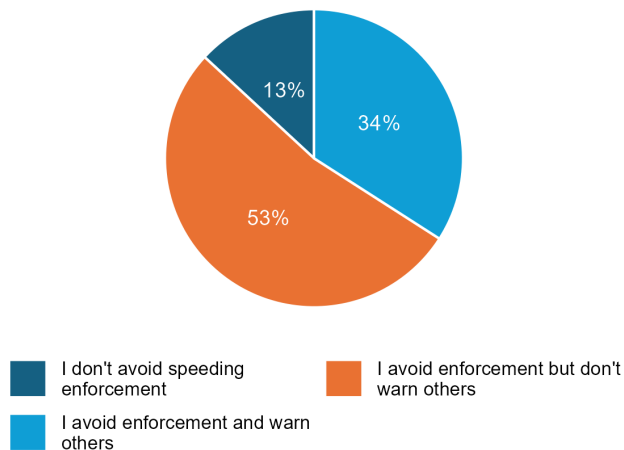
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Virginia

Sample size = 380 (380 random sample, 0 opt-in)

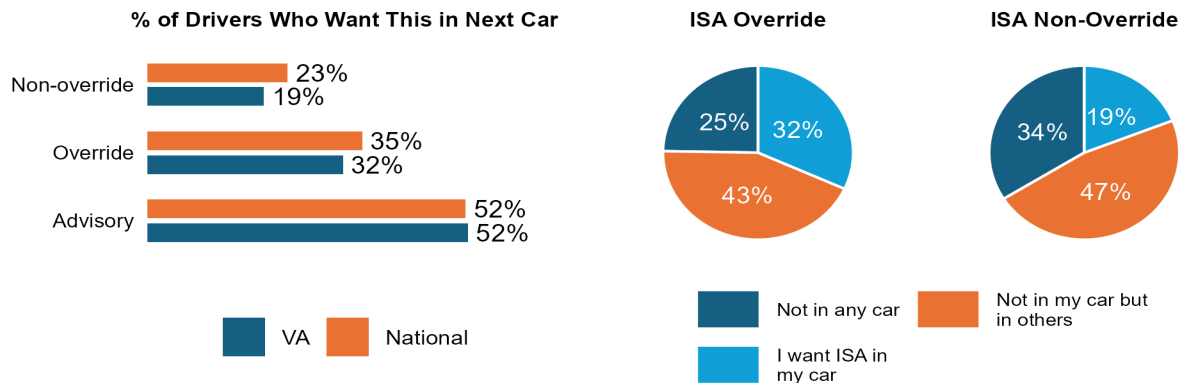
Design effect = 1.32; Margin of error = +/-5.79 percentage points

Proportion of Drivers Who Support Countermeasures

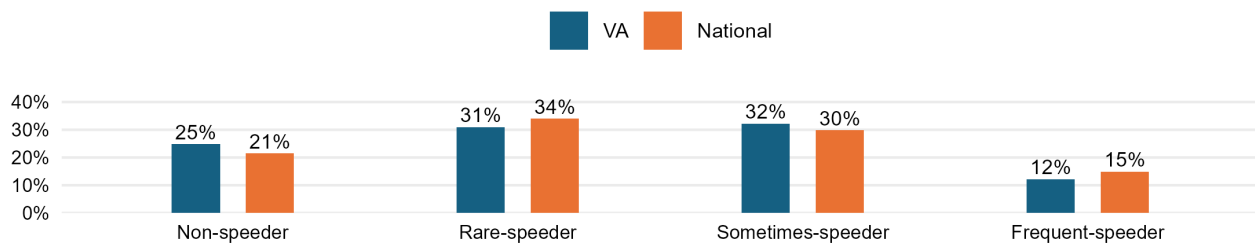
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	VA	National	VA	National	VA	National
Increased police presence/ticketing	77%	79%	86%	87%	89%	88%
Automated speed cameras	59%	59%	76%	71%	77%	73%
Electronic warning signs	38%	41%	41%	43%	40%	44%
Speed humps	37%	37%	46%	43%	47%	43%
Rumble strips	36%	35%	40%	40%	41%	40%
Traffic circles	35%	35%	40%	39%	42%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

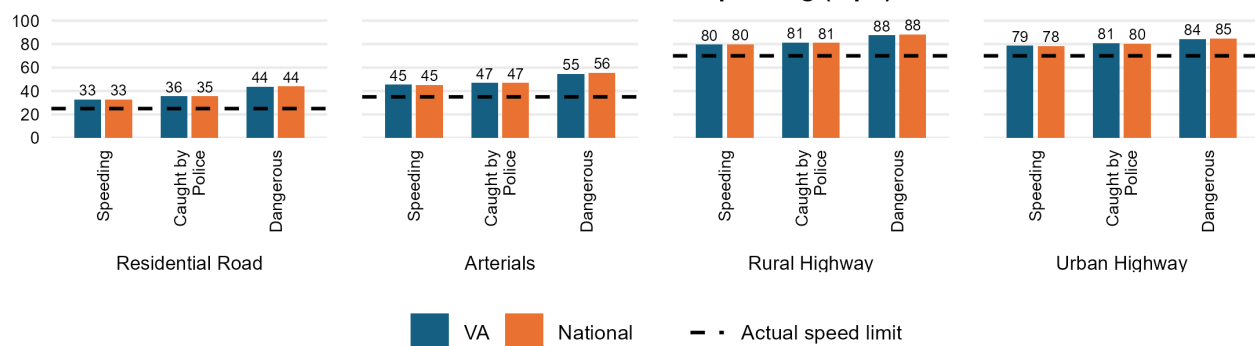
Support for ISA



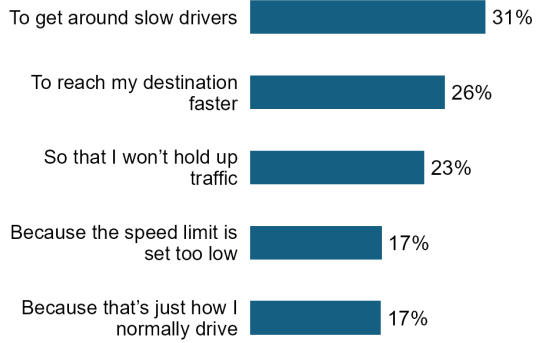
% of Drivers by Engagement in Speeding Behavior



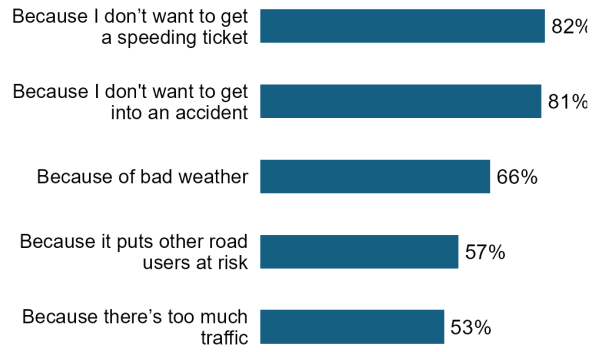
Personal Definitions of Speeding (mph)



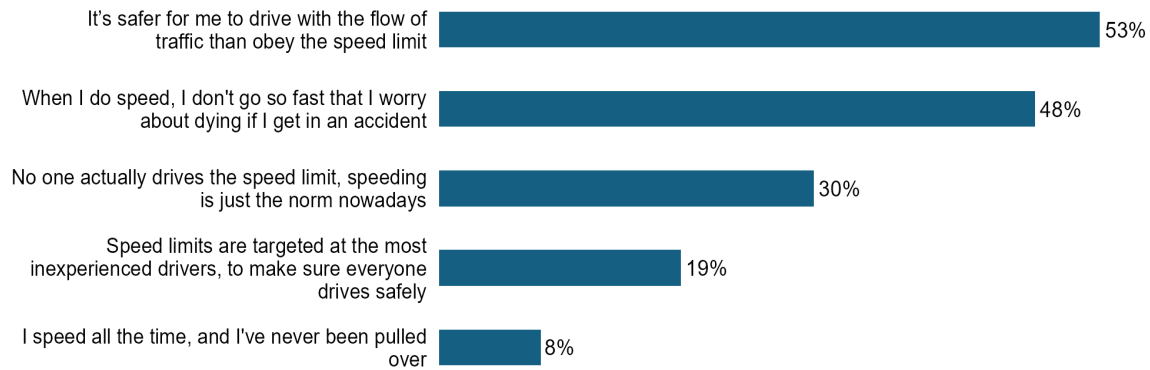
Top 5 Motivators to Speed



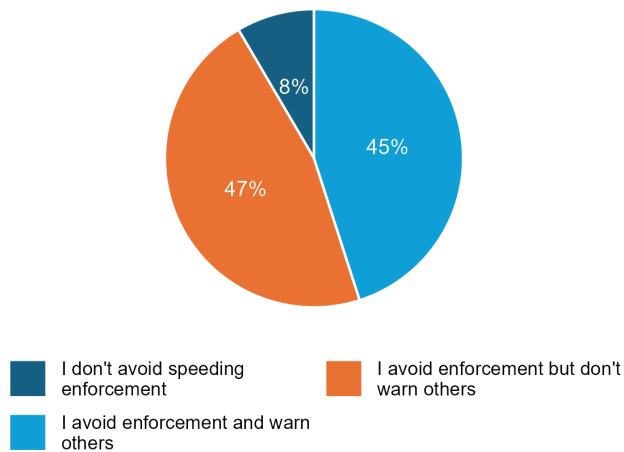
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Vermont

Sample size = 149 (50 random sample, 99 opt-in)

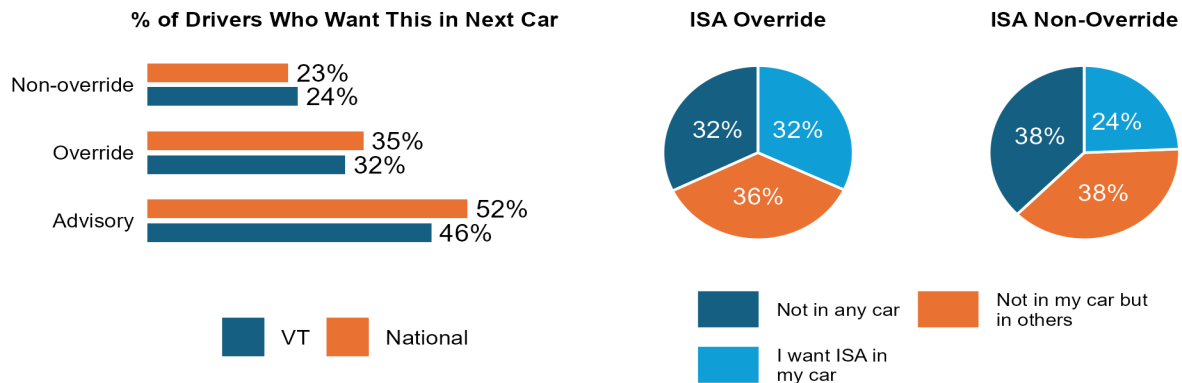
Design effect = 1.42; Margin of error = +/-9.55 percentage points

Proportion of Drivers Who Support Countermeasures

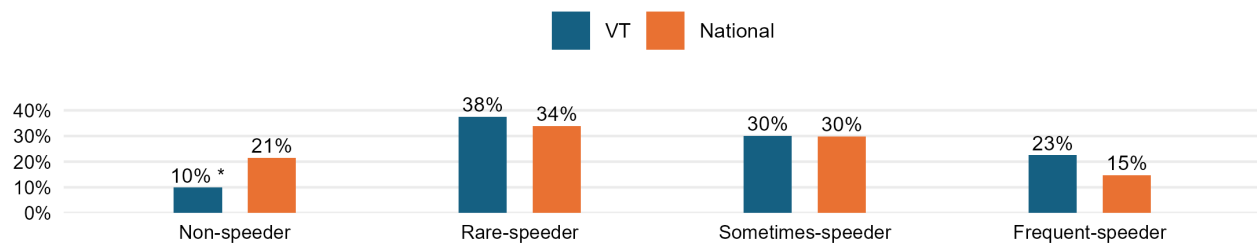
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	VT	National	VT	National	VT	National
Increased police presence/ticketing	84%	79%	88%	87%	94%*	88%
Automated speed cameras	72%*	59%	83%*	71%	81%	73%
Electronic warning signs	42%	41%	45%	43%	42%	44%
Speed humps	34%	37%	38%	43%	37%	43%
Rumble strips	33%	35%	40%	40%	41%	40%
Traffic circles	35%	35%	39%	39%	43%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

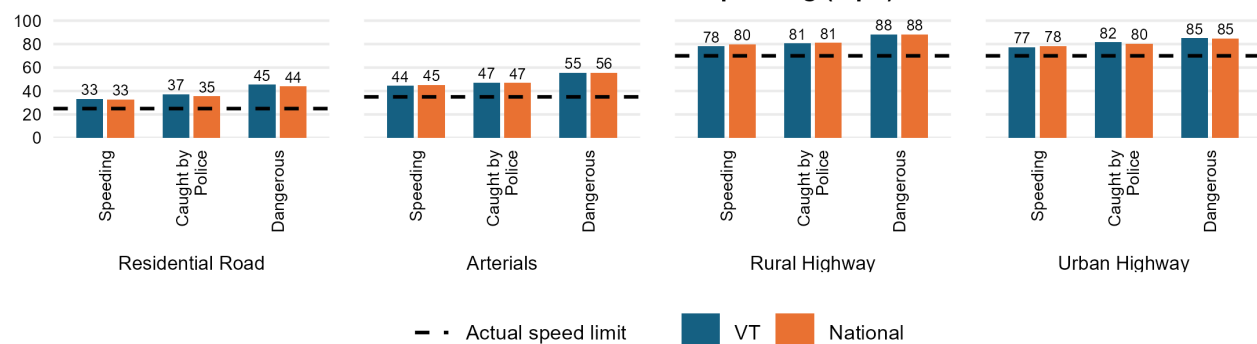
Support for ISA



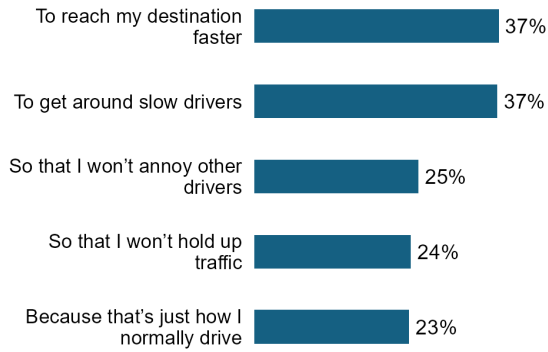
% of Drivers by Engagement in Speeding Behavior



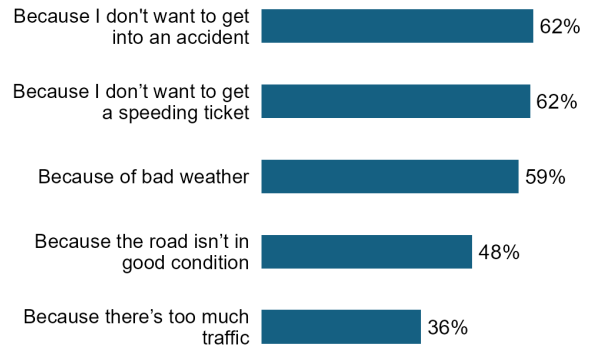
Personal Definitions of Speeding (mph)



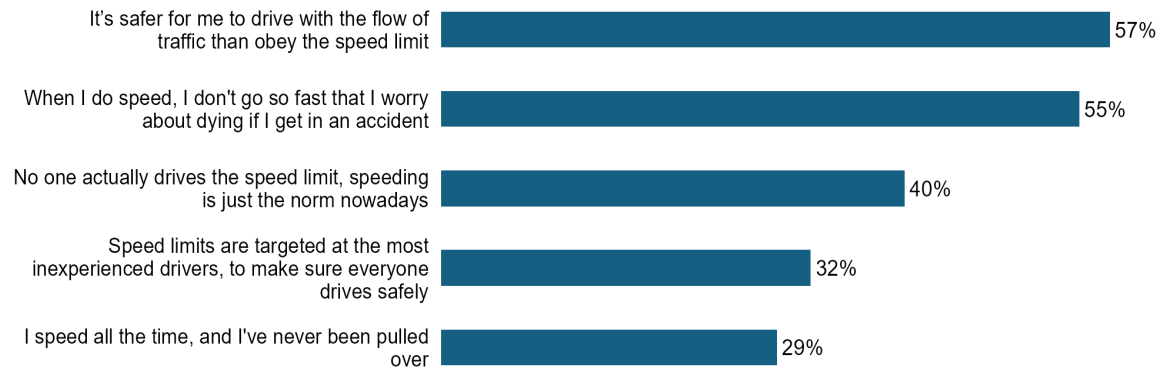
Top 5 Motivators to Speed



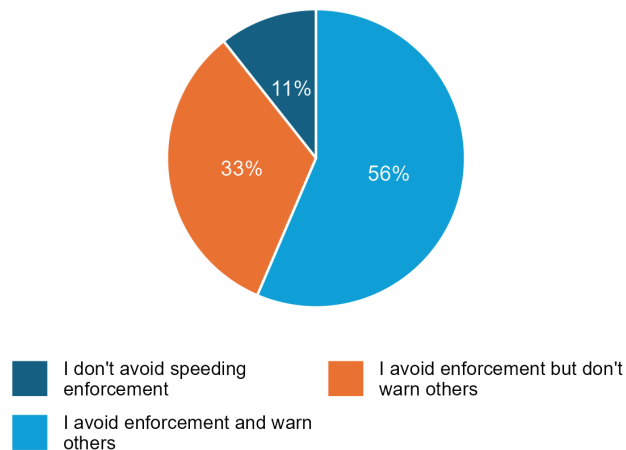
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Washington

Sample size = 401 (401 random sample, 0 opt-in)

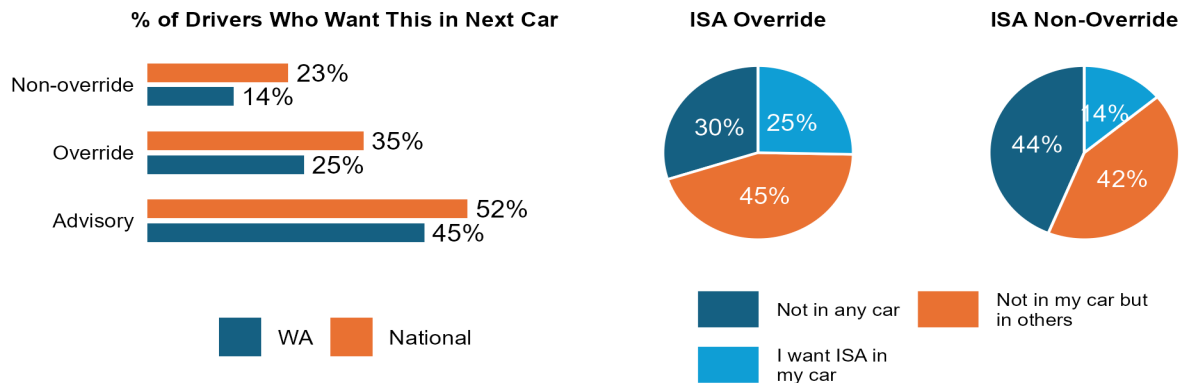
Design effect = 1.53; Margin of error = +/-6.05 percentage points

Proportion of Drivers Who Support Countermeasures

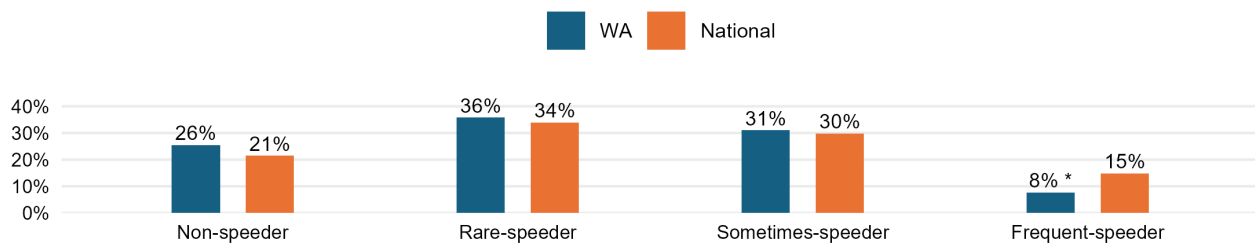
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	WA	National	WA	National	WA	National
Increased police presence/ticketing	72%*	79%	86%	87%	89%	88%
Automated speed cameras	51%*	59%	68%	71%	73%	73%
Electronic warning signs	40%	41%	42%	43%	45%	44%
Speed humps	36%	37%	43%	43%	43%	43%
Rumble strips	29%*	35%	36%	40%	38%	40%
Traffic circles	39%	35%	44%	39%	45%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

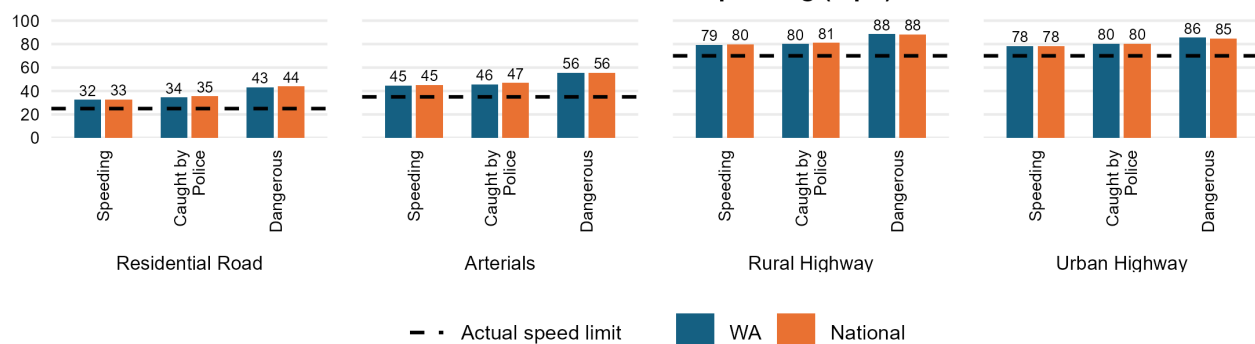
Support for ISA



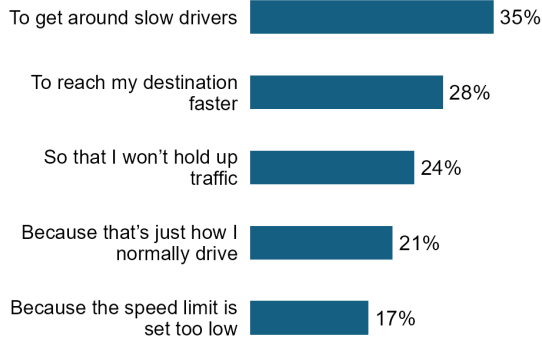
% of Drivers by Engagement in Speeding Behavior



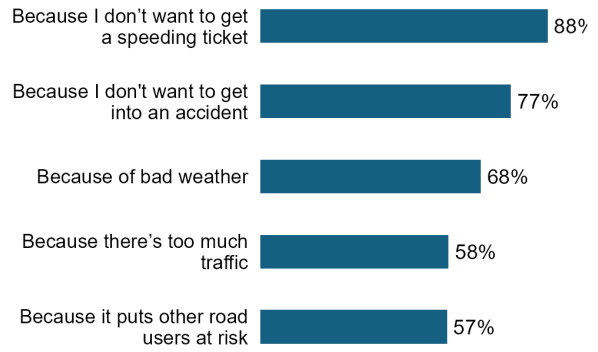
Personal Definitions of Speeding (mph)



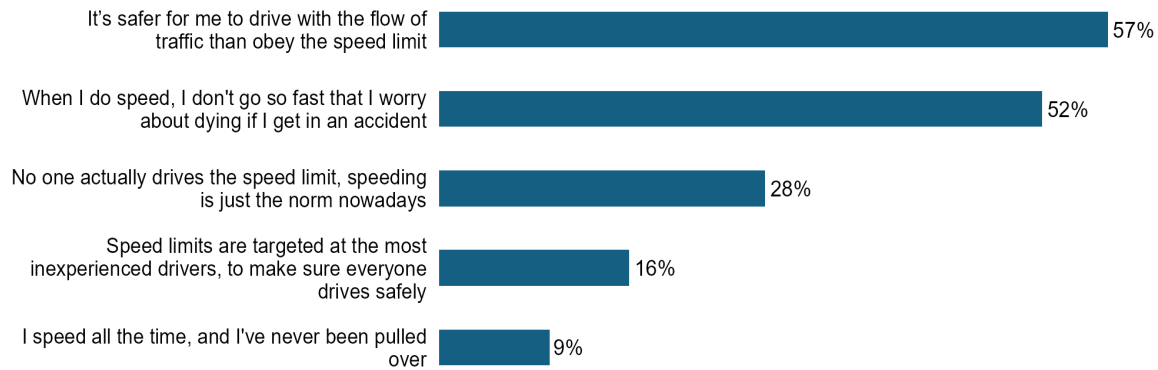
Top 5 Motivators to Speed



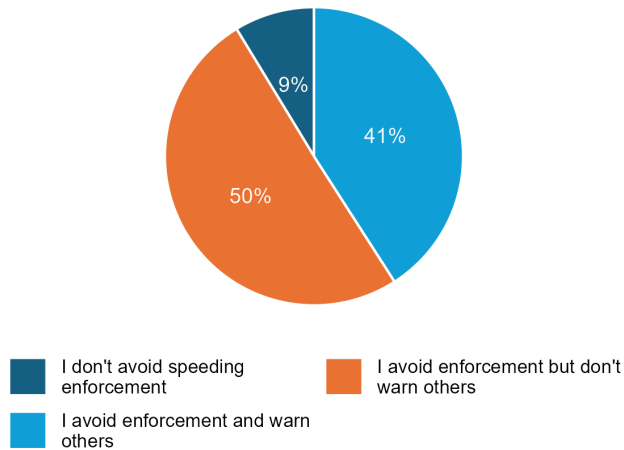
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Wisconsin

Sample size = 342 (342 random sample, 0 opt-in)

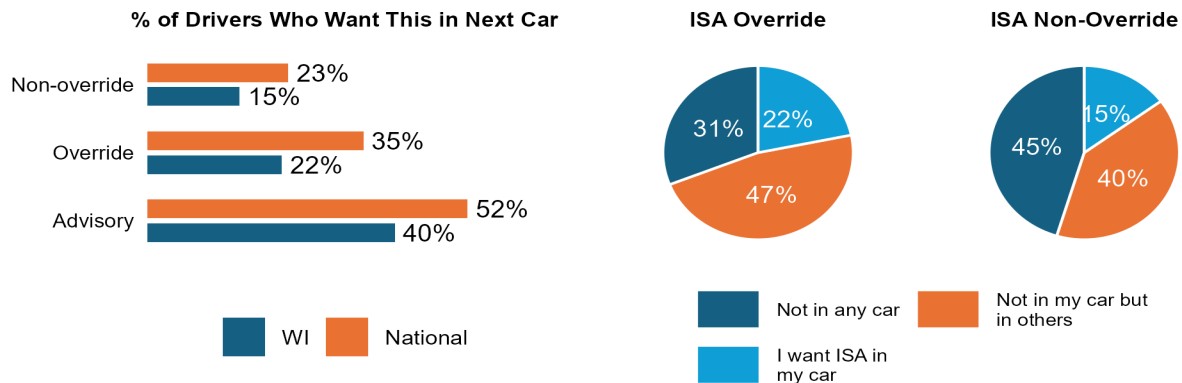
Design effect = 1.39; Margin of error = +/-6.26 percentage points

Proportion of Drivers Who Support Countermeasures

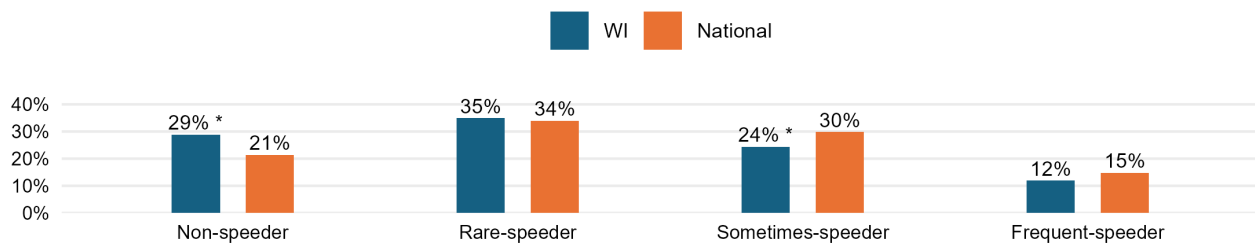
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	WI	National	WI	National	WI	National
Increased police presence/ticketing	73%	79%	86%	87%	87%	88%
Automated speed cameras	57%	59%	70%	71%	74%	73%
Electronic warning signs	37%	41%	38%	43%	38%	44%
Speed humps	33%	37%	40%	43%	42%	43%
Rumble strips	31%	35%	39%	40%	44%	40%
Traffic circles	31%	35%	37%	39%	37%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

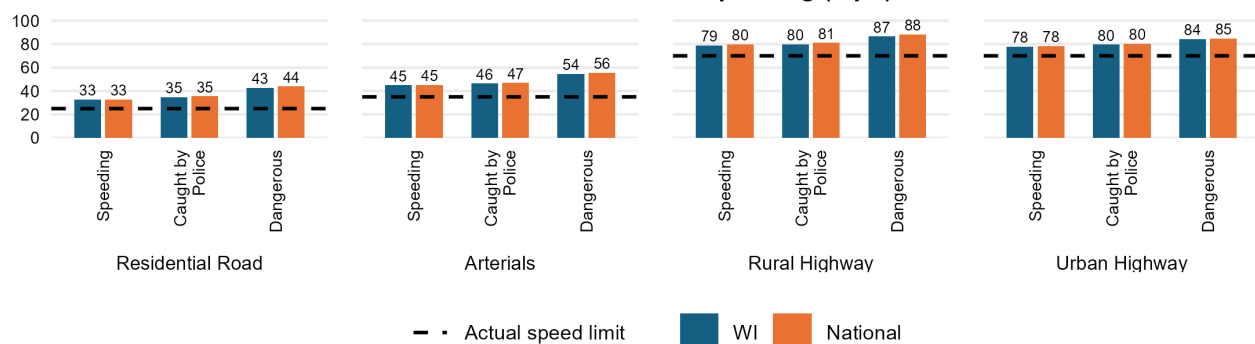
Support for ISA



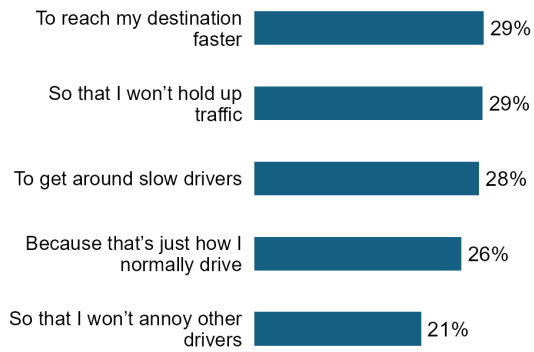
% of Drivers by Engagement in Speeding Behavior



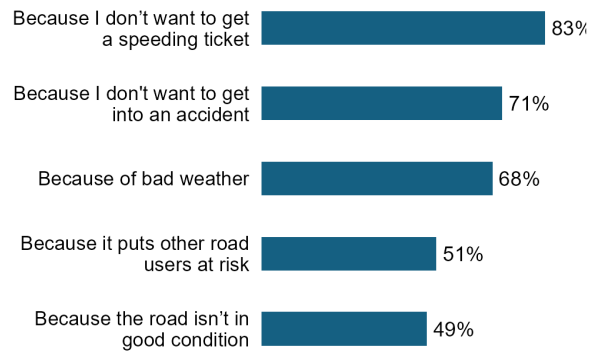
Personal Definitions of Speeding (mph)



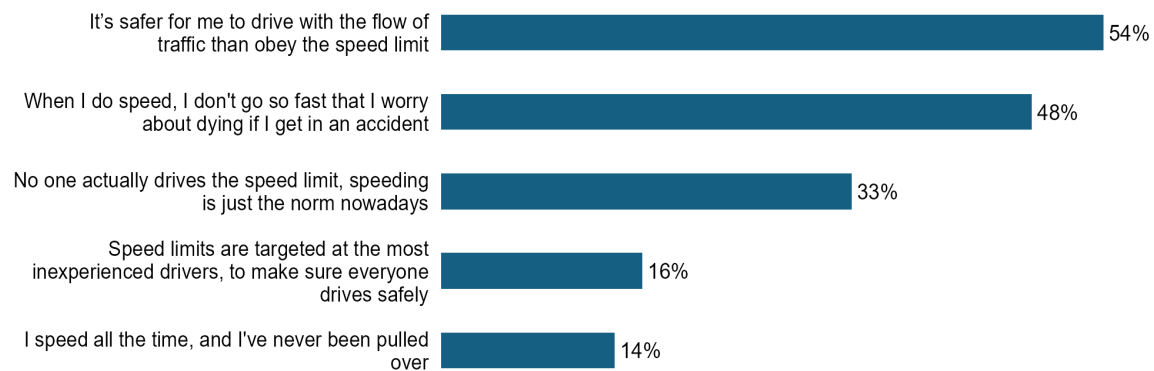
Top 5 Motivators to Speed



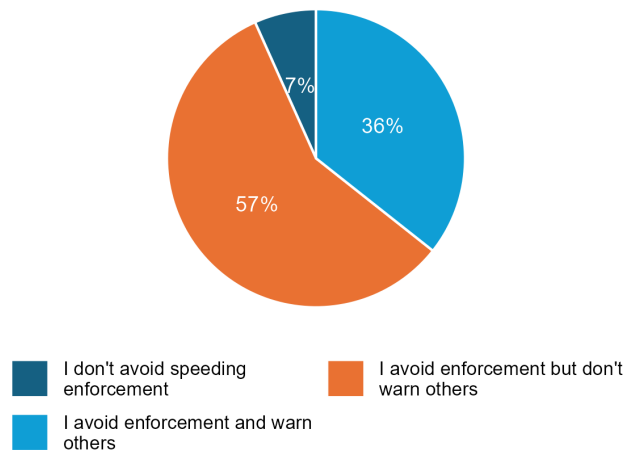
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



West Virginia

Sample size = 290 (94 random sample, 196 opt-in)

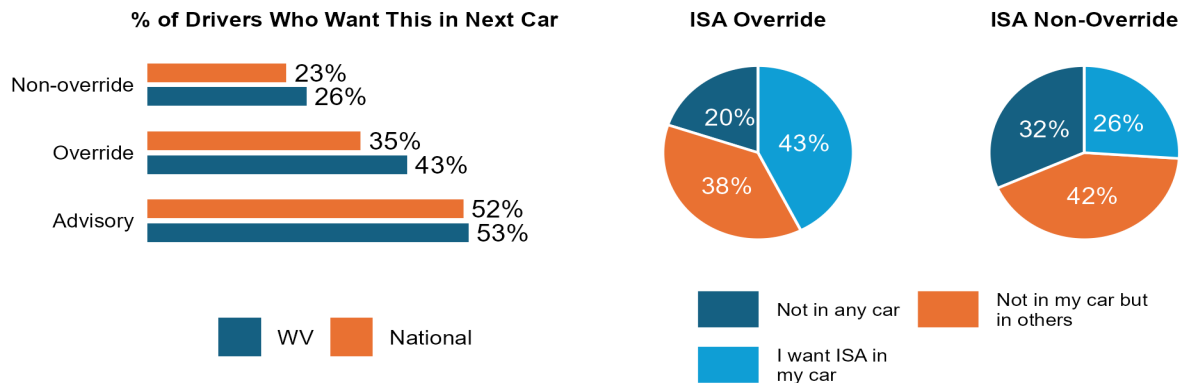
Design effect = 1.18; Margin of error = +/-6.24 percentage points

Proportion of Drivers Who Support Countermeasures

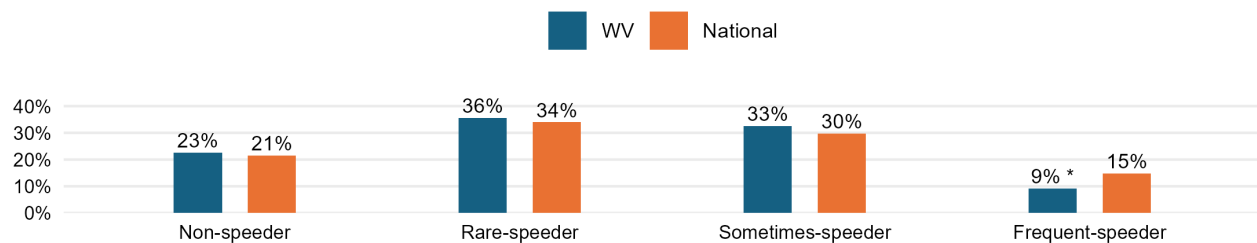
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	WV	National	WV	National	WV	National
Increased police presence/ticketing	78%	79%	89%	87%	88%	88%
Automated speed cameras	68%*	59%	79%*	71%	80%*	73%
Electronic warning signs	37%	41%	41%	43%	42%	44%
Speed humps	36%	37%	43%	43%	45%	43%
Rumble strips	36%	35%	41%	40%	41%	40%
Traffic circles	33%	35%	39%	39%	40%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

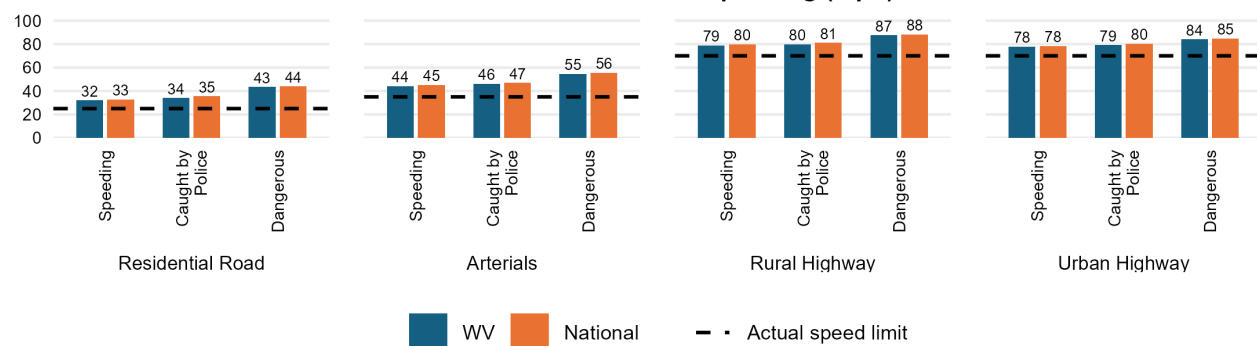
Support for ISA



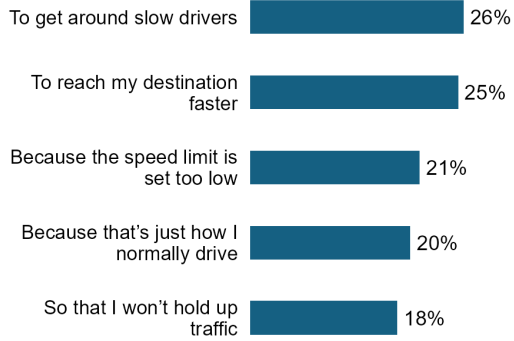
% of Drivers by Engagement in Speeding Behavior



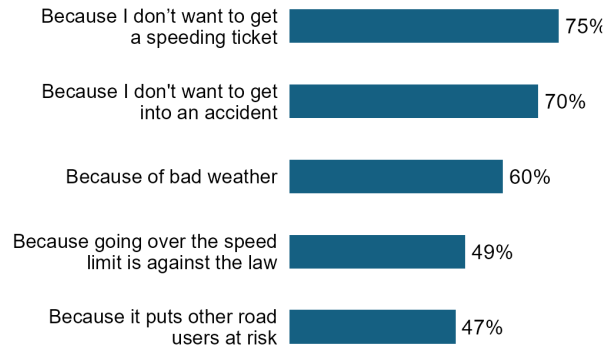
Personal Definitions of Speeding (mph)



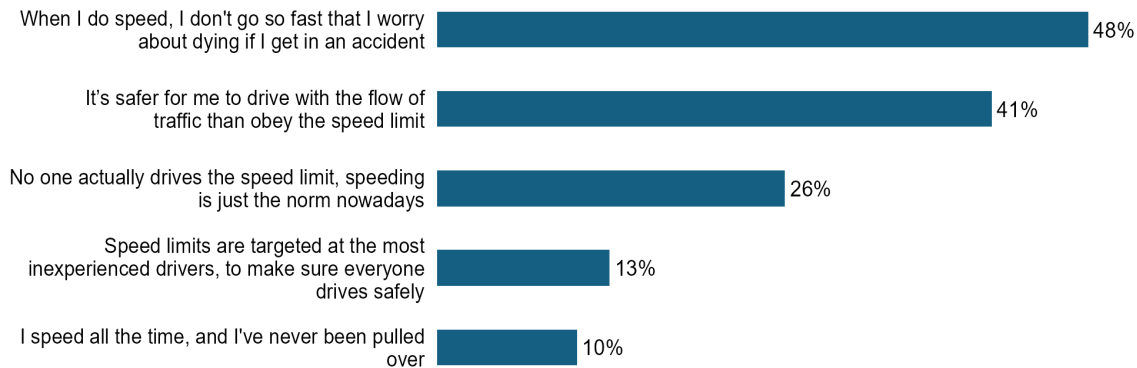
Top 5 Motivators to Speed



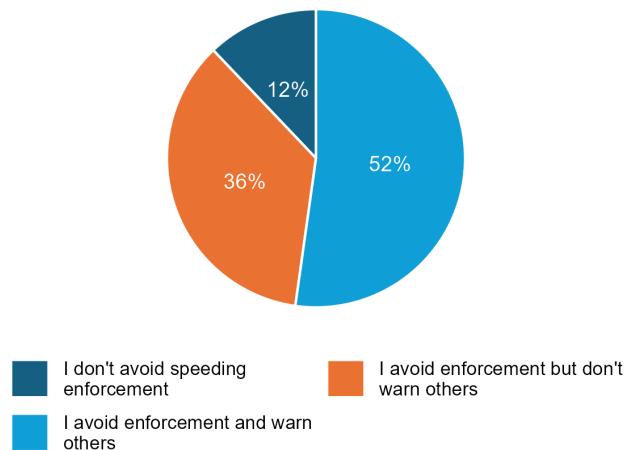
Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance



Wyoming

Sample size = 104 (20 random sample, 84 opt-in)

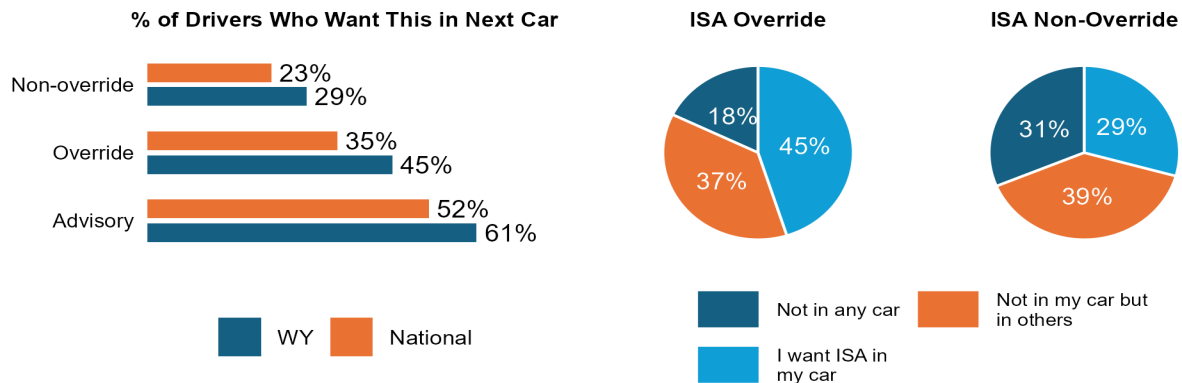
Design effect = 1.23; Margin of error = +/-10.65 percentage points

Proportion of Drivers Who Support Countermeasures

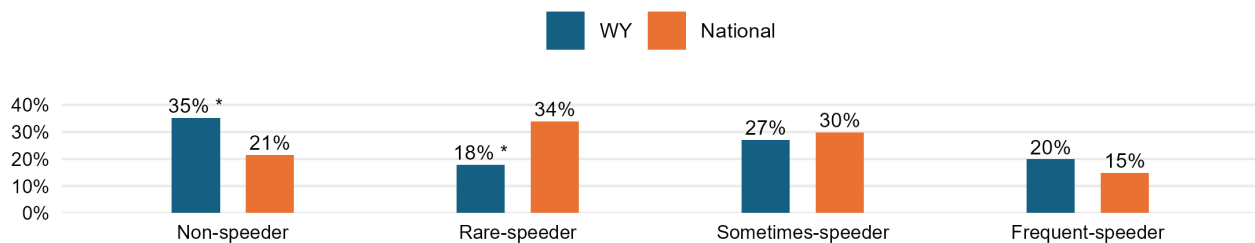
Countermeasure	In Own Neighborhood		In Crash-Prone Areas		In High-Risk Areas	
	WY	National	WY	National	WY	National
Increased police presence/ticketing	85%	79%	89%	87%	90%	88%
Automated speed cameras	64%	59%	78%	71%	79%	73%
Electronic warning signs	51%	41%	50%	43%	48%	44%
Speed humps	50%*	37%	50%	43%	51%	43%
Rumble strips	34%	35%	31%	40%	34%	40%
Traffic circles	31%	35%	32%	39%	35%	40%

Note: * indicates statistically significant difference from the national average (p < 0.05).

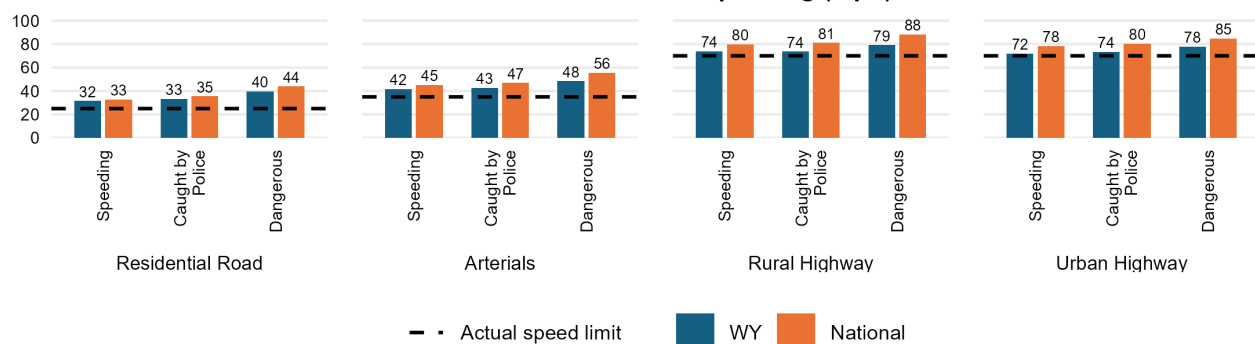
Support for ISA



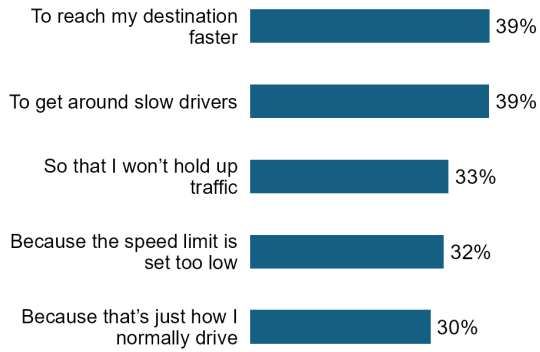
% of Drivers by Engagement in Speeding Behavior



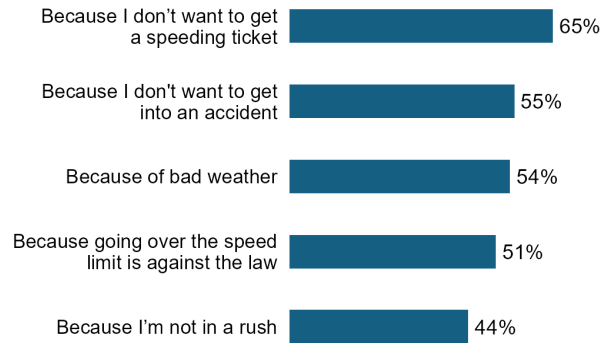
Personal Definitions of Speeding (mph)



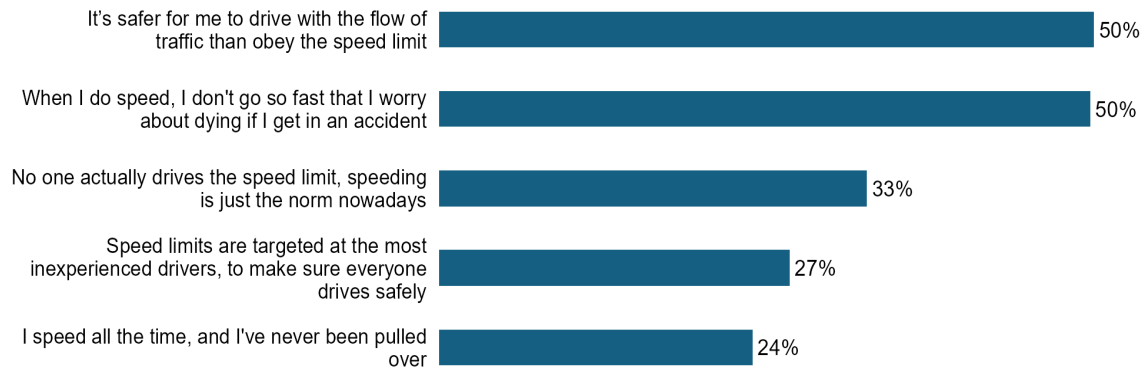
Top 5 Motivators to Speed



Top 5 Motivators Not to Speed



Moral Beliefs About Speeding



% of Drivers by Speed Enforcement Avoidance

