

Community Perceptions Benchmark

Office of the Road Safety Camera
Commissioner

EY Sweeney contacts: Peter Hennessey
Hannah Stewart
Lloyd Simmons

Client contacts: John Voyage
Melanie McShane

Project no. 26485

Date: 14 July 2017

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MELBOURNE
8 Exhibition St
Melbourne VIC 3000 Australia
GPO Box 67 Melbourne VIC 3001
T 61 3 9288 8651

14 July 2017

Office of the Road Safety Camera Commissioner
Attention: John Voyage, Road Safety Camera Commissioner
Level 27, 121 Exhibition Street, Melbourne, VIC, 3930

Office of the Road Safety Camera Commissioner - Community Perceptions Benchmarking Research

Dear John,

Enclosed is the report on community awareness and perceptions of the Office of the Road Safety Camera Commissioner and the road safety camera system.

This report has been prepared in accordance with the terms and conditions of the proposal accepted on/or dated 11th January 2017. We acknowledge and appreciate the assistance provided by the Office of the Road Safety Camera Commissioner in the performance of our work with regards to this project.

Please contact Peter Hennessy on (03) 9288 8106 or Hannah Stewart on 0419 343 732 if you have any questions regarding this report.

We look forward to discussing this report with you in due course.

Yours sincerely

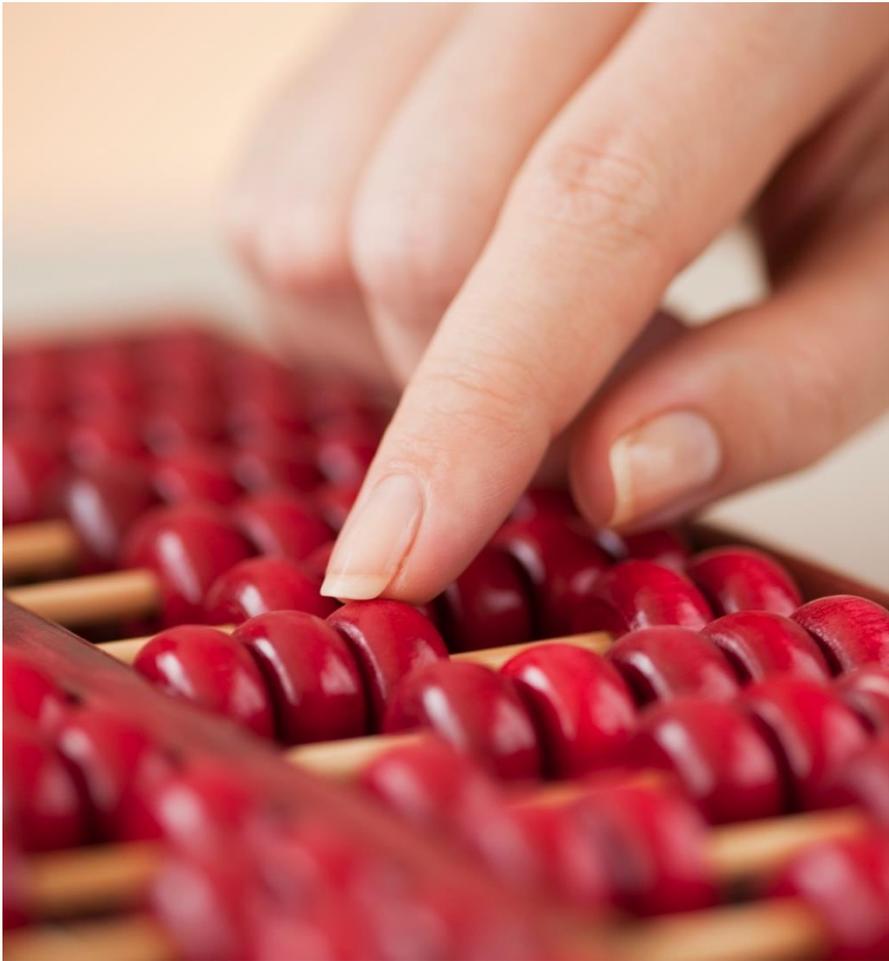


Lewis Jones
Managing Director - Melbourne
EY Sweeney



Peter Hennessy
Manager
EY Sweeney

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EY Sweeney is accredited under the International Standard, ISO 20252.
All aspects of this study were completed in accordance with the requirements of that scheme.
Also please note that EY Sweeney's liability is limited by a scheme approved under professional standards legislation. A copy of the scheme can be obtained from us upon request".



Report disclaimer

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Background

The road safety camera program has been operating in Victoria since 1983 and is a major component of Victoria's current road safety strategy and action plan, Towards Zero 2016-2020, which aims to reduce Victoria's road toll to fewer than 200 deaths by 2020 and reduce serious injury by 15%.

Road safety cameras have been effective in reducing road deaths and injuries in Victoria, with evaluations by Monash University Accident Research Centre showing that casualty crashes are reduced by 21-32% by mobile safety cameras. Overseas experience also shows reductions in casualty crashes following installation of point-to-point road safety cameras.

Road safety cameras are an enforcement approach intended to improve driver behaviour. However, behaviour change can only be achieved when road users have confidence in the accuracy of the cameras and the validity of infringements.



The Office of the Road Safety Camera Commissioner (RSCC) was established in February 2012 and has the role of independently monitoring the road safety camera system in Victoria, ensuring all fixed and mobile road safety cameras are operating accurately and reliably.

The Commissioner also reviews complaints, and investigates issues related to the integrity of Victoria's camera systems, and is able to provide information to the public following a direct request. However, it is not the role of the Commissioner to intervene in individual cases.

In this past financial year 359 people wrote to the office with questions and complaints about various issues regarding Victoria's fixed and mobile road safety cameras. In addition 630 people telephoned the office with more general enquiries and there were 9,442 visits to the Commissioners website.

In order to understand how the office of the RSCC is perceived in the community, and measure the impact the office has, RSCC have engaged EY Sweeney to undertake a benchmark community survey.

Objectives



Primary objective

Establish a benchmark of community awareness and perceptions of the Office of the Road Safety Camera Commissioner and the road safety camera system.

Research objectives

1

Awareness

Determine the level of awareness of the Office of the RSCC and understanding of its function

2

Views on the road safety camera system

Identify current attitudes towards the road safety camera system...

- ▶ Strengths and weaknesses
- ▶ Perceived impact on road safety
- ▶ Perceived accuracy and integrity of the system

3

Moving forward

Identify any improvements that could be made to enhance the community's views on the road safety camera system and the Office of the RSCC

Research Methodology

The study involved the conduct of 1,204 15-minute online interviews conducted between 25 January and 14 February, 2017.

To be eligible for participation, all respondents were...

- ▶ Aged over 18 years
- ▶ Residing within Victoria

The final achieved sample structure is shown opposite.

Sample for the survey was drawn from the online panel provider QOR. Sample was selected randomly, with quotas employed on the completed interviews to ensure adequate coverage of age, gender, location and vehicle types driven.

Data is weighted to the 2011 ABS Census for gender, age and location to ensure that it is representative of the Victorian population.

Statistical significance testing:

Statistical significance testing has been carried out throughout this report to determine how likely the observed differences between subgroup scores are to have occurred by chance, or if they are of statistical relevance.

Significant differences between subgroups are shown at the 95% Confidence Interval. A significantly higher subgroup finding is indicated by an upward facing green arrow ▲ and a significantly lower result is indicated by a downward facing red arrow ▼.

Comparison to 2013 Department of Justice survey:

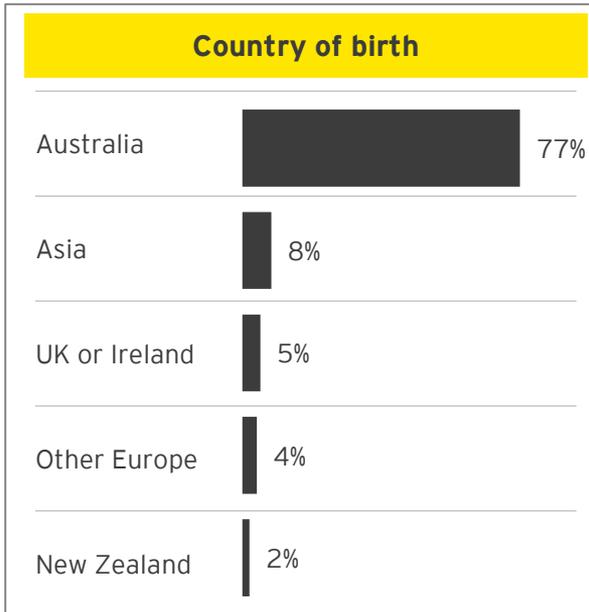
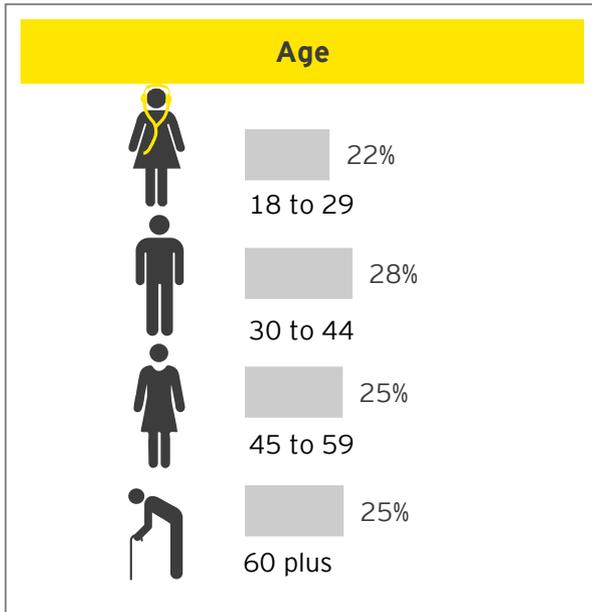
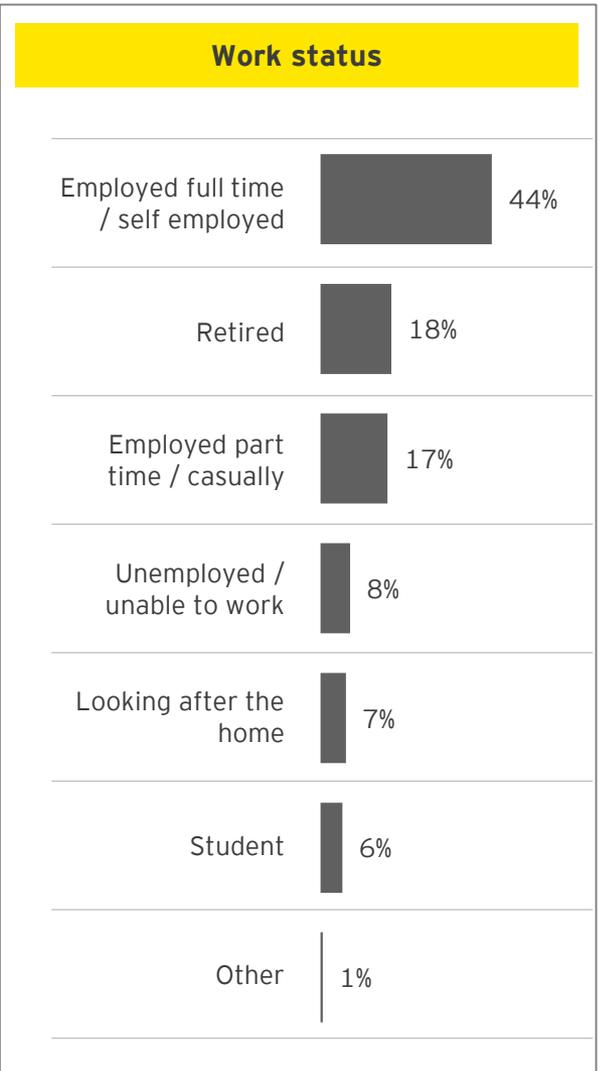
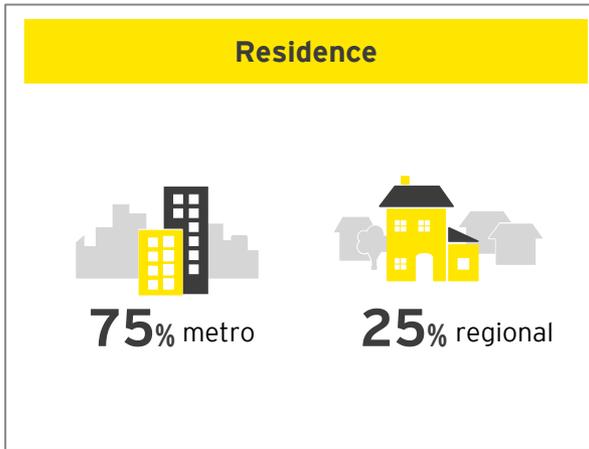
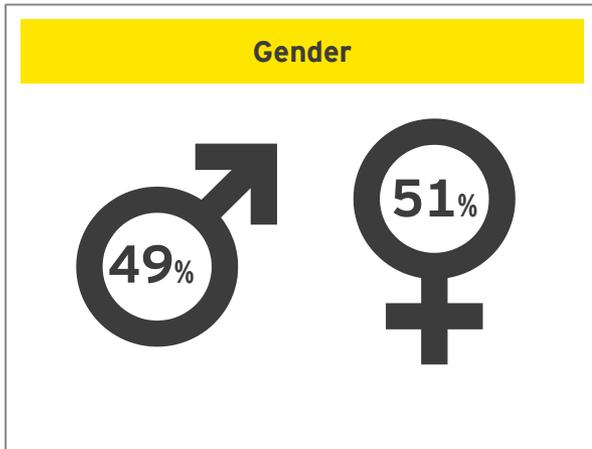
In 2013, EY Sweeney conducted online surveys on behalf of the Department of Justice to benchmark and track community sentiment towards speed cameras following a speed camera media campaign earlier that year. In certain instances, questions from the DoJ survey have been replicated in this study to compare results.

Respondent sample structure

		No. of interviews (unweighted) #	Weighted %	¹ Max margins of error +/-
Total		1,204	100	2.8
Gender	Male	602	49	4.0
	Female	599	51	4.0
	Other	3	<1	-
Age	18-29	262	22	6.1
	30-44	337	28	5.3
	45-59	320	25	5.5
	60+	285	25	5.8
Area	Melbourne	902	75	3.2
	Regional Victoria	302	25	5.6
Vehicles driven ever	Car	1,133	94	2.9
	Heavy vehicle, truck or bus	195	16	7.0
	Motorcycle or scooter	360	30	5.2

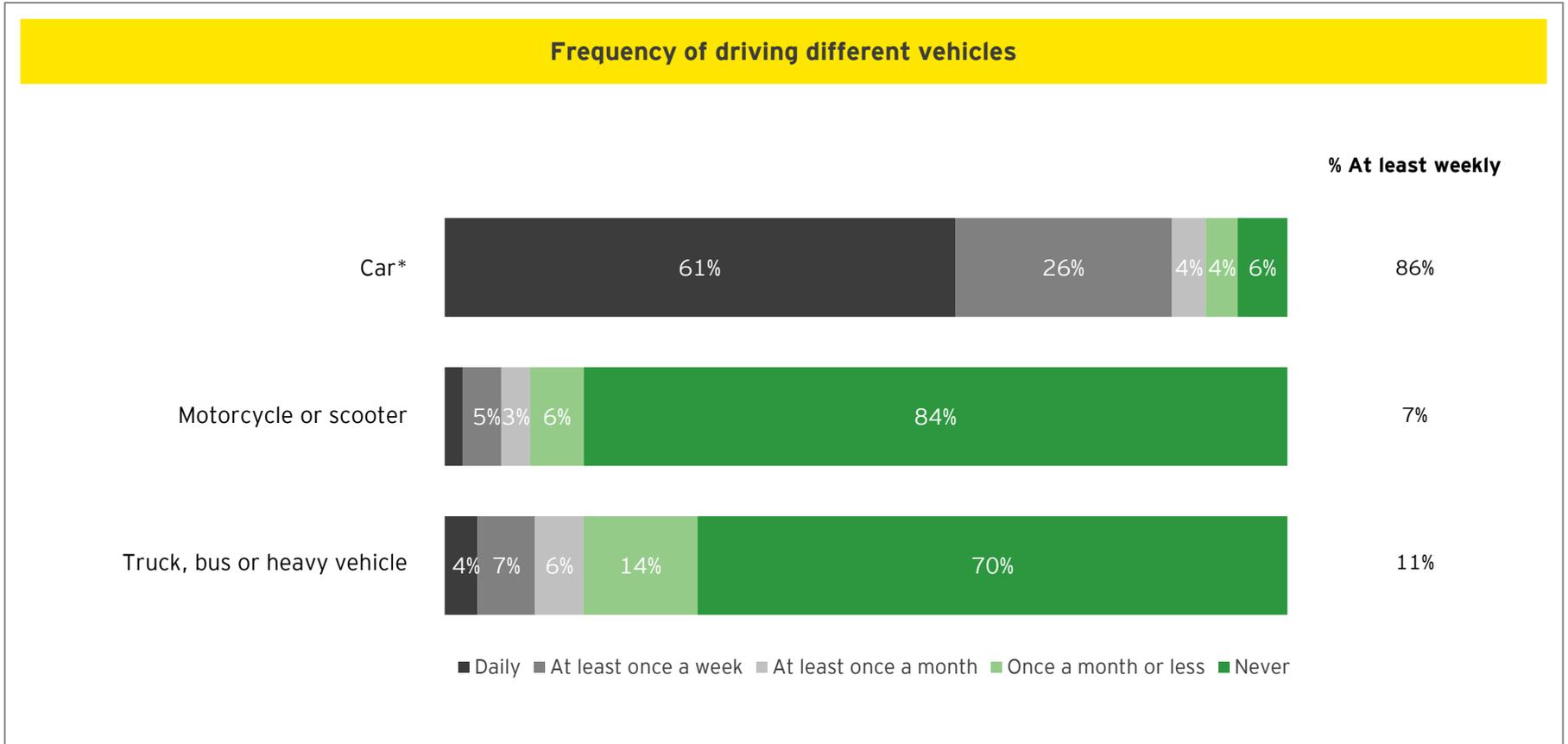
¹Maximum margins of error shown are based on a research finding of 50% at the 95% Confidence Interval

Respondent demographics



Frequency of driving different vehicles

- ▶ Nearly all Victorians aged 18 years or more drive a car at least some of the time (94%), with six in ten doing so daily (61%)
- ▶ Truck / bus and / or heavy vehicle driving prevalence is about double motorcycle / scooter riding prevalence



Base: Total sample (n=1,204)
 Note: *includes Ute/Panel Van/4WD-SUV
 S5. How often do you drive or ride each of the following types of vehicles?



Key findings

Key Findings (1/2)

There is a disparity between what constitutes speeding and dangerous driving... particularly in the 100km/h zone where speeds of 105-119 are substantially more likely to be acknowledged as speeding than dangerous driving. Furthermore, just 5% of those having received a speeding fine believe that they were driving dangerously at the time.

There is a strong link between traffic infringements and collisions... with Victorians having received a traffic infringement being three times as likely to have had a collision in the past when compared to those who haven't had an infringement. Around one in two of those having received a traffic infringement have been involved in a reportable collision at some point in time.

Two in three drivers consider themselves to be better than average drivers.

Victorians who have received a speeding fine are more inclined to believe that their driving ability is above average.

Over one in three Victorians admit to intentionally speeding at least some of the time... with one in five doing so in 40km/h zones. The incidence of intentional speeding increases in higher speed limit zones and amongst those who ride a motorcycle or scooter.

Rewarding low infringement drivers with licence and registration discounts is an attractive proposition... however it is not necessarily an effective safety measure. This initiative was ranked amongst the highest in terms of support and is perceived the lowest in terms of effectiveness.

There is strong support for better signposting of speed limits... with this initiative also considered to be one of the most effective ways to improve road safety.

Young Victorians are the most likely candidates for occupational driving... with one in five of those aged 18-29 currently driving for a living. Of concern, younger drivers are also more inclined to exhibit dangerous driving behaviours like exceeding the speed limit when tailgated or speeding through an intersection to avoid a red light. The younger cohort also tend to be less aware of speed limits than their older counterparts, and less inclined to believe themselves to be better than average drivers.

The media negatively impacts community perceptions of the road safety camera system... with more than one in three (36%) having seen stories related to road safety cameras. The most commonly recalled themes from the media releases pertain to the unfairness of the system. The predominant source of media coverage is TV news / Current Affairs programs.

A third of Victorians perceive speed cameras to be highly accurate... However, there is a considerable proportion (60%) who feel the system is only moderately or somewhat accurate and some even believe it is not accurate at all (6%). Red light cameras, on the other hand, are generally perceived as being more accurate and the system is seen to be fairer.

Amongst those who received a speeding fine, only one in three believe that they were actually speeding at the time. The most common justifications for disagreeing with the speed fine are inaccurate speedometer readings and the perception that all other cars were travelling at a similar speed at the time. Half of those who received a fine state they have altered their driving behaviour, typically becoming more careful and slowing down more often.

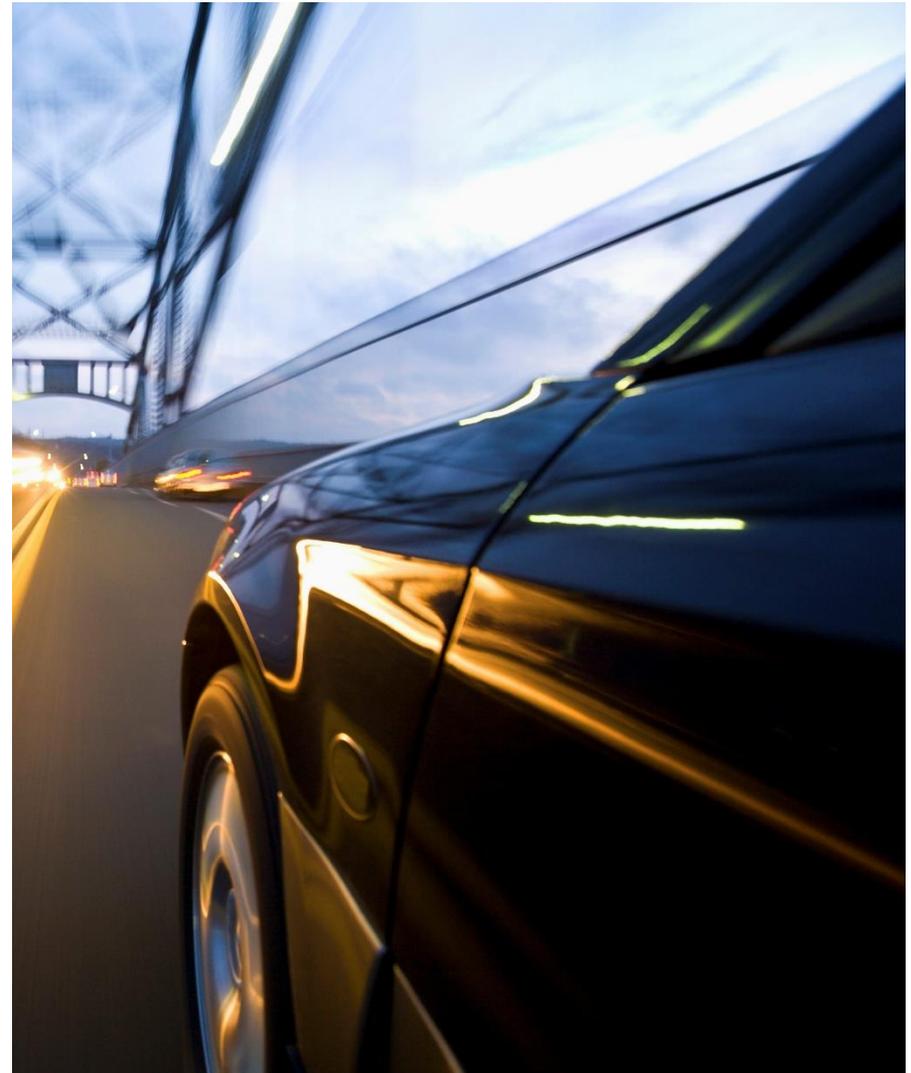
Key Findings (2/2)

45% of those who received red light camera fines believe they did not travel through a red light at the time of the fine... And of these motorists, who feel the fine was invalid, half state that the lights were amber at the time that they entered the intersection. However, 47% of those fined say they have changed their behaviour since receiving a fine - they are often now stopping at traffic lights that turn amber and slowing down when approaching intersections.

There are a wide variety of different perceptions of who is responsible for overseeing the management of road safety cameras in Victoria... When prompted with a list of options, one in five Victorians identify the office of the Road Safety Camera Commissioner. The most commonly cited organisation is VicRoads - being selected by a quarter of respondents. The Victoria Police and Civic Compliance Victoria are also selected by considerable numbers of Victorians (13% and 11%, respectively).

Amongst those who are aware of the Office of the Road Safety Camera Commissioner, the main perceived functions of the office are overseeing the integrity of the road safety camera system, following up on complaints about speed/red light cameras and improving the accuracy of cameras.

Less than 5% of Victorians have had an interaction with the Office of the Road Safety Camera Commissioner. Amongst those who have, two in three (68%) are either extremely satisfied or very satisfied with the response they received. Encouragingly, more than one in three (35%) Victorians aged 25 or over are more confident in the integrity of the management of road safety cameras, compared to five years ago. Only around one in eight (12%) are less confident. However, those who could recall stories in the media about road safety camera are significantly more likely to not be confident (18%).

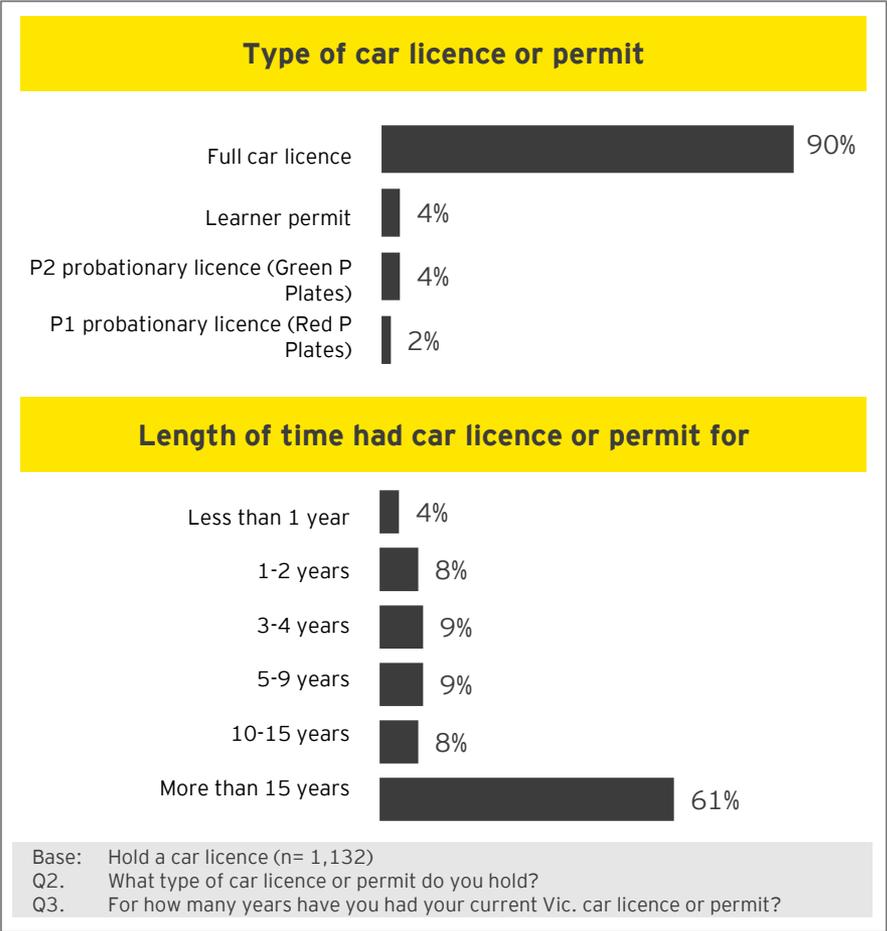
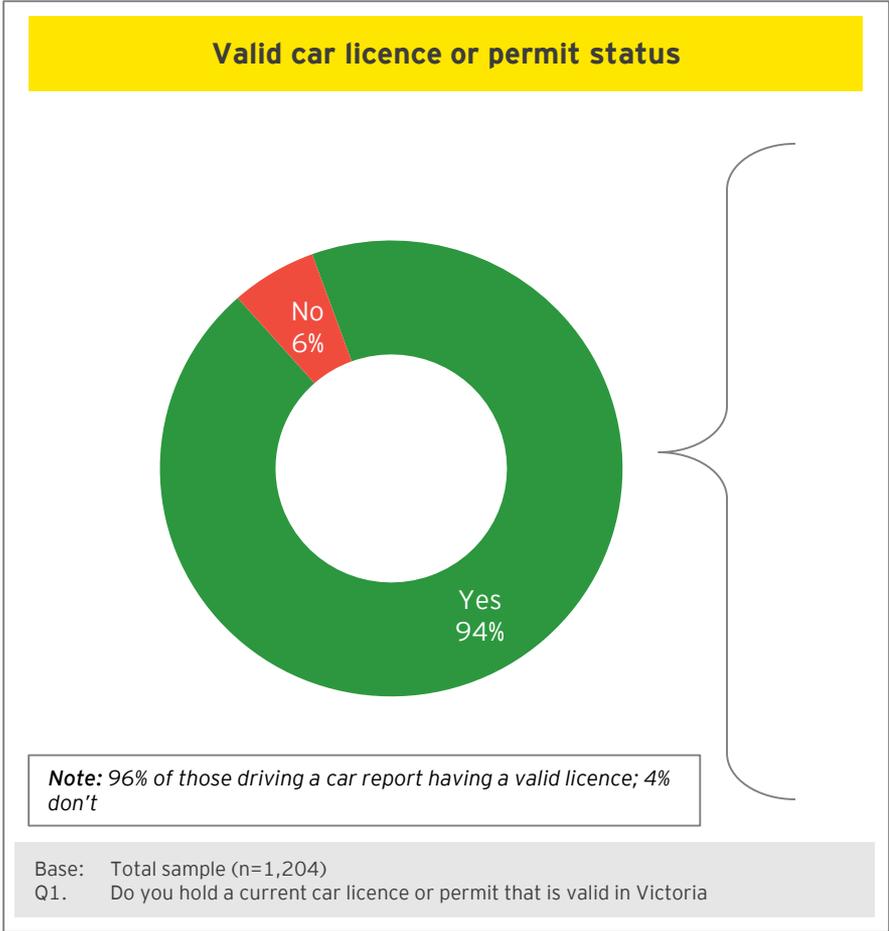




Driving behaviour

Car licence or permit status

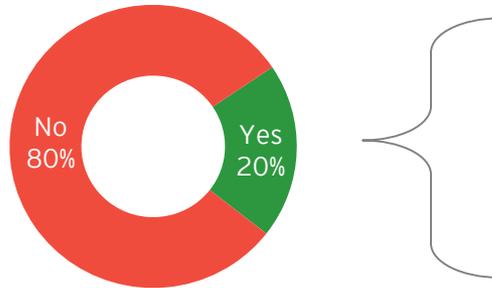
- ▶ The vast majority of Victorians have a valid car licence or permit (94%)
- ▶ 4% of those who drive a car at least some of the time indicate that they do not have a licence to do so



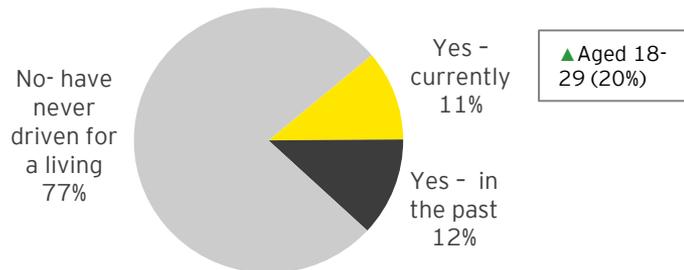
Status of other vehicle licences and permits

- ▶ Over one in five Victorians have driven for a living at some point in time (23%), with one in nine currently doing so (11%). Occupational driving is more prevalent amongst those aged 18 to 29, with one in five currently driving for a living
- ▶ Vehicle licences other than car licences are held by one in five, with unrestricted Motorcycle or scooter licences being the most common

Other vehicle licence or permit status

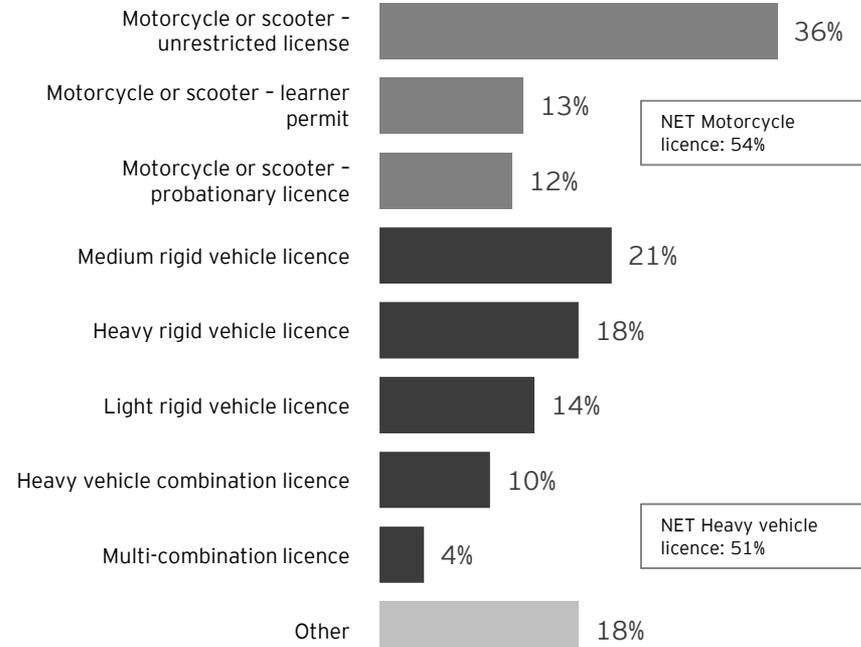


Occupational driving



Base: Total sample (n= 1,204)
 Q4. Do you hold a licence or permit for a vehicle other than a car?
 Q7. Do you currently, or have you ever, driven for a living?

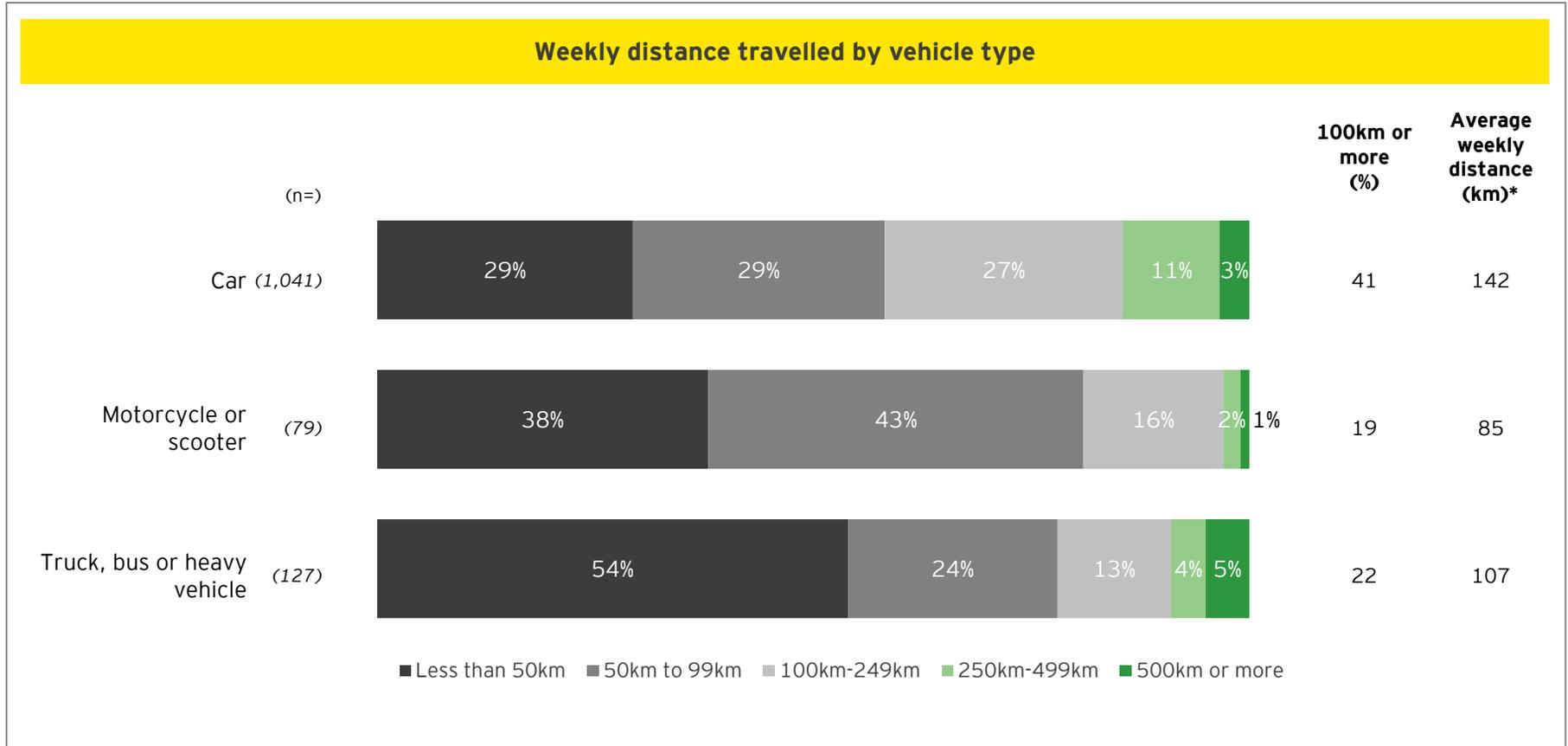
Type of other vehicle licence or permit



Base: Hold a licence or permit for vehicle other than a car (n= 237)
 Q5. What other type of vehicle licence do you have?

Weekly distance travelled by vehicle type

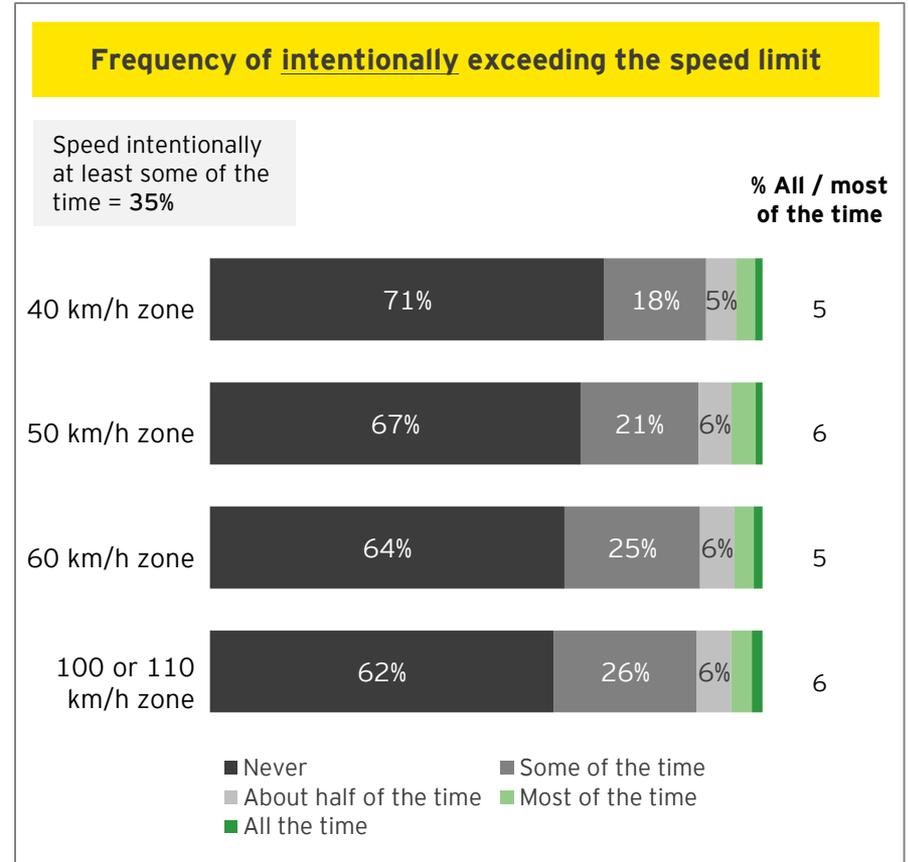
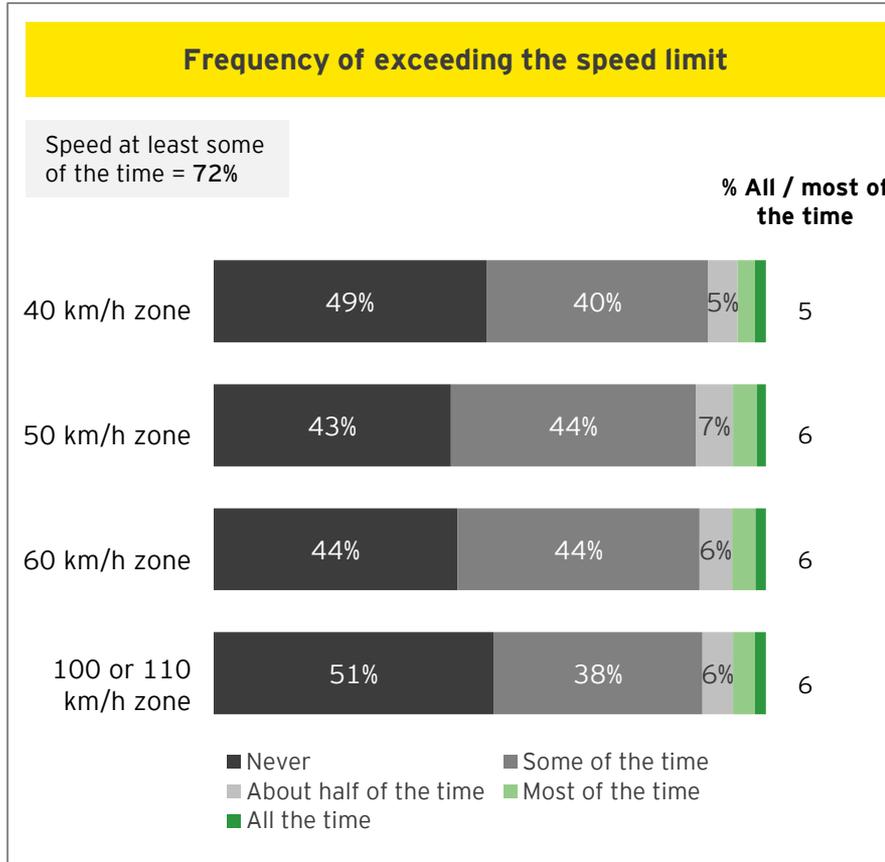
- ▶ Four in ten people who drive a car weekly or more often drive at least 100k a week (41%)
- ▶ Heavy vehicles are the most likely to be driven both long (500km or more) and short distances (less than 50km) when compared to other vehicle types, indicating a wide degree of variation in their use



Base: Drive or ride a vehicle at least weekly (car* n= 1,041; motorcycle or scooter n= 79; truck, bus or heavy vehicle n= 127)
 Note: *includes Ute/Panel Van/4WD-SUV
 Q6. In an average week, approximately how many kilometres do you usually drive or ride the following vehicle types?

Frequency of exceeding the speed limit

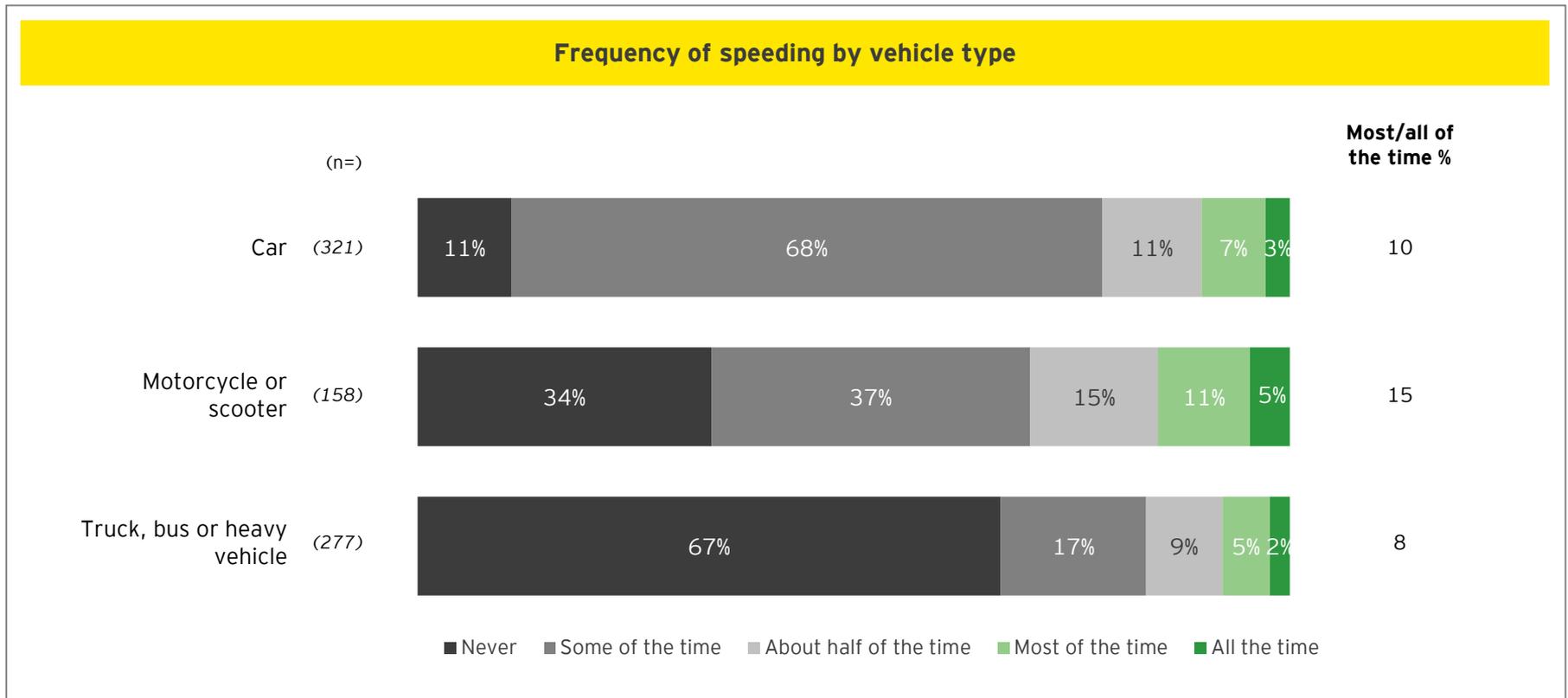
- ▶ Around seven in ten Victorian road users speed at least some of the time (72%) and over one in three admit to speeding intentionally at least some of the time (35%)
- ▶ The likelihood of intentional speeding increases with higher speed limits, although one in five still indicate that they intentionally speed in a 40km/h zone at least some of the time



Base: Drive or ride a vehicle (n=1,152) / Speed at least some of the time (n=829)
 Q8a. When driving a vehicle or riding a motorbike, how often would you exceed the speed limit, even if only by a few kilometres per hour in the following speed zones?
 Q8b. When driving a vehicle or riding a motorbike, how often would you intentionally exceed the speed limit, even if only by a few kilometres per hour in the following speed zones?

Frequency of speeding by vehicle type

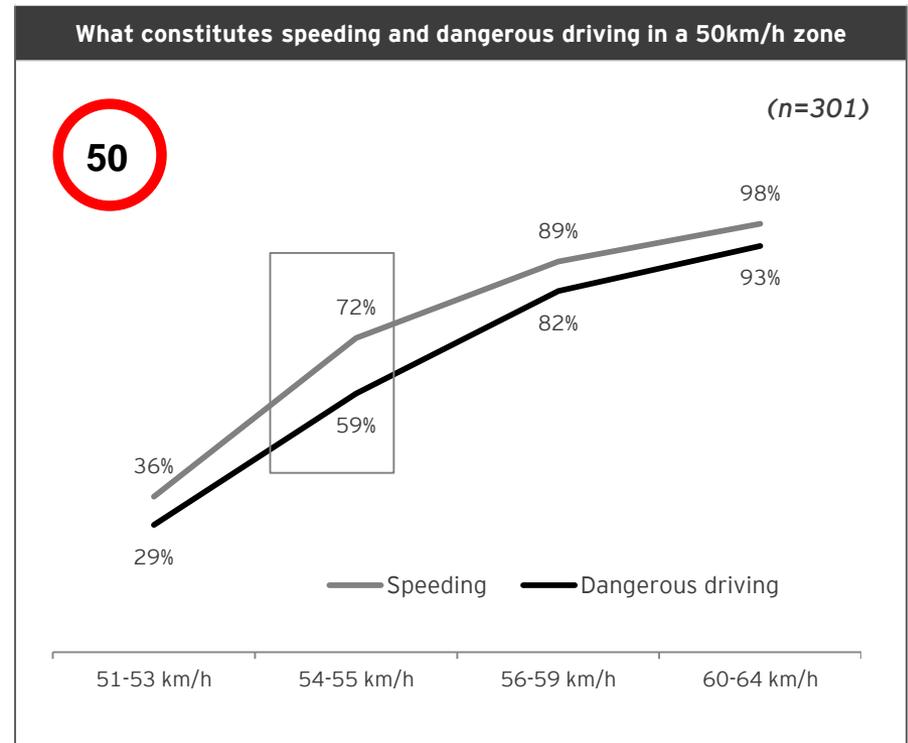
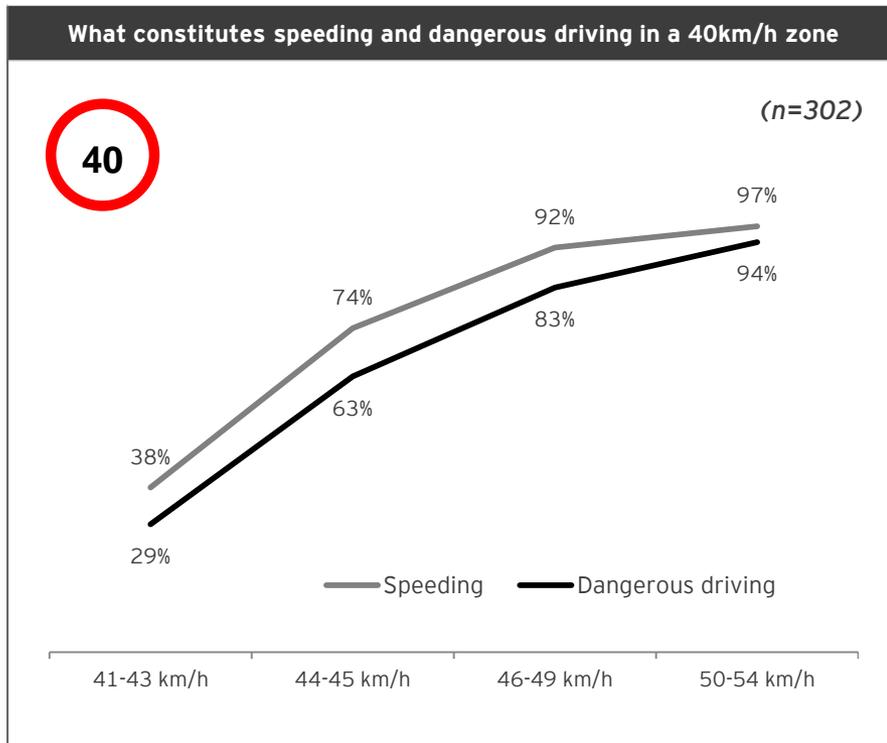
- ▶ Amongst motorists who drive multiple vehicles and admit to speeding at least some of the time, there is a great deal of variation in the frequency of speeding by vehicle type
- ▶ Motorists appear to exercise the most caution when driving heavy vehicles, with two in three heavy vehicle drivers maintaining that they never exceed the speed limit (67%)
- ▶ Speeding 'some of the time' is most common in the car, whilst frequent speeding is more likely to take place on a motorbike



Base: Drive / ride multiple vehicles and speed at least some of the time
 Q8C. How often would you exceed the speed limit in the following vehicle types?

Summary of what constitutes speeding - 40 & 50km/h zones

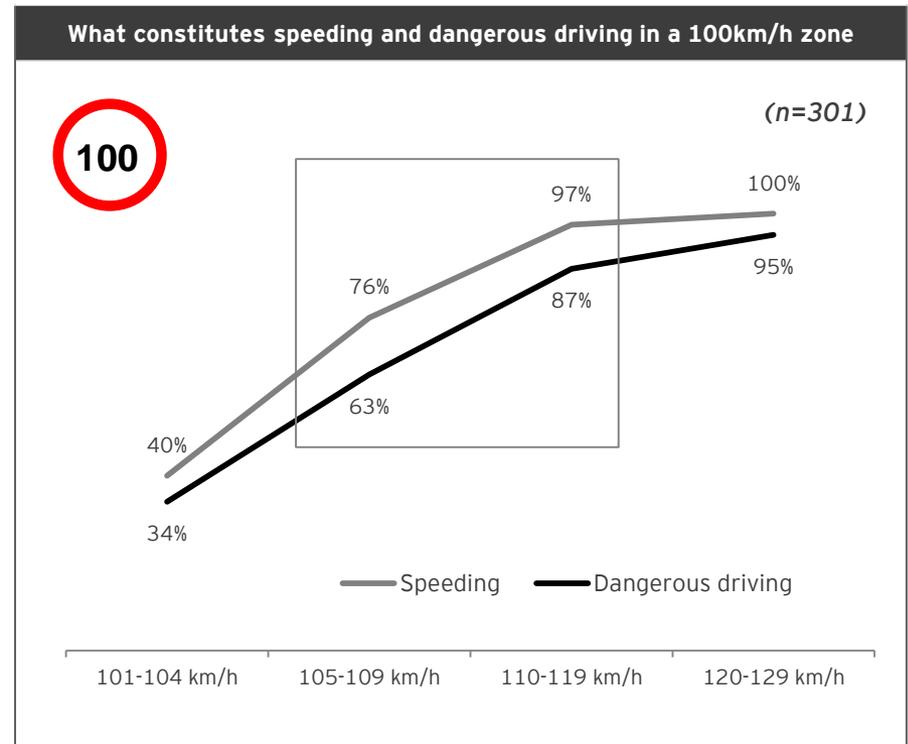
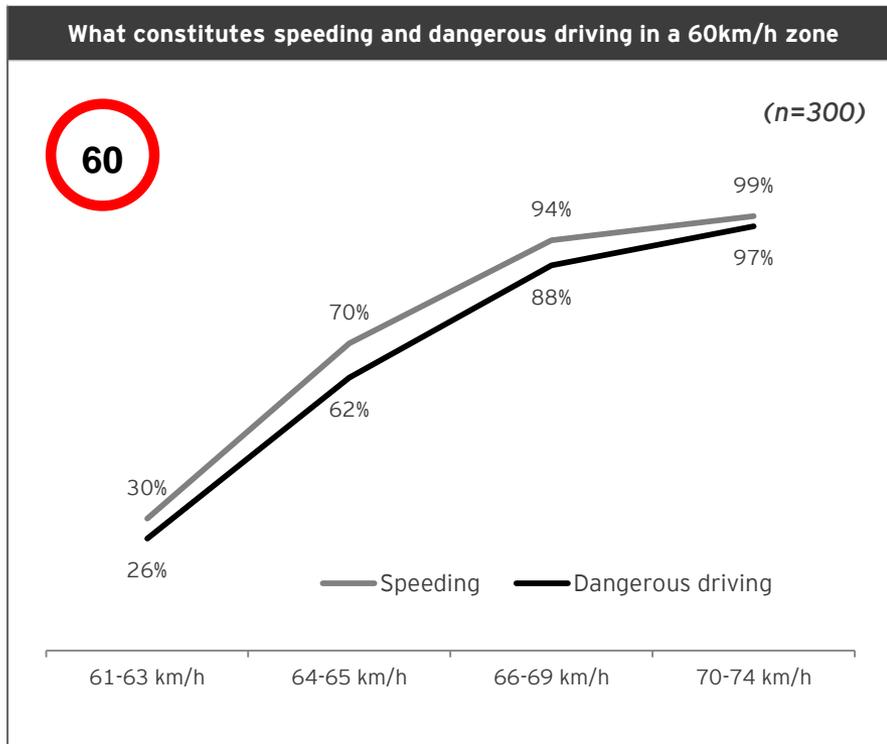
- ▶ Over six in ten Victorians do not consider that going 1-3km/h over the speed limit constitutes speeding in a 40km/h or 50km/h zone, and seven in ten don't consider this to be dangerous
- ▶ Travelling 4-5km/h over the speed limit is more likely to be considered as speeding in a 40km/h zone compared to a 50km/h zone (63% vs. 59%)
- ▶ The biggest gap in perceptions of speeding and dangerous driving behaviour exists for travelling 54-55km/h in a 50 zone, a speed which is far more likely to be considered speeding than it is actually putting other road users and pedestrians at risk
- ▶ Nearly all Victorians consider travelling 10-14km over the speed limit in these zones to be both speeding and dangerous to others



Base: Total sample - variable base by speed limit (randomised) base sizes shown above
 Q9a.Q10a. In a [speed] kilometre per hour zone, at which speed do you consider a vehicle to be speeding?
 Q9b.Q10b. In a [speed] kilometre per hour zone, what speed do you consider puts you or other road users including pedestrians at risk?

Summary of what constitutes speeding - 60 & 100km/h zones

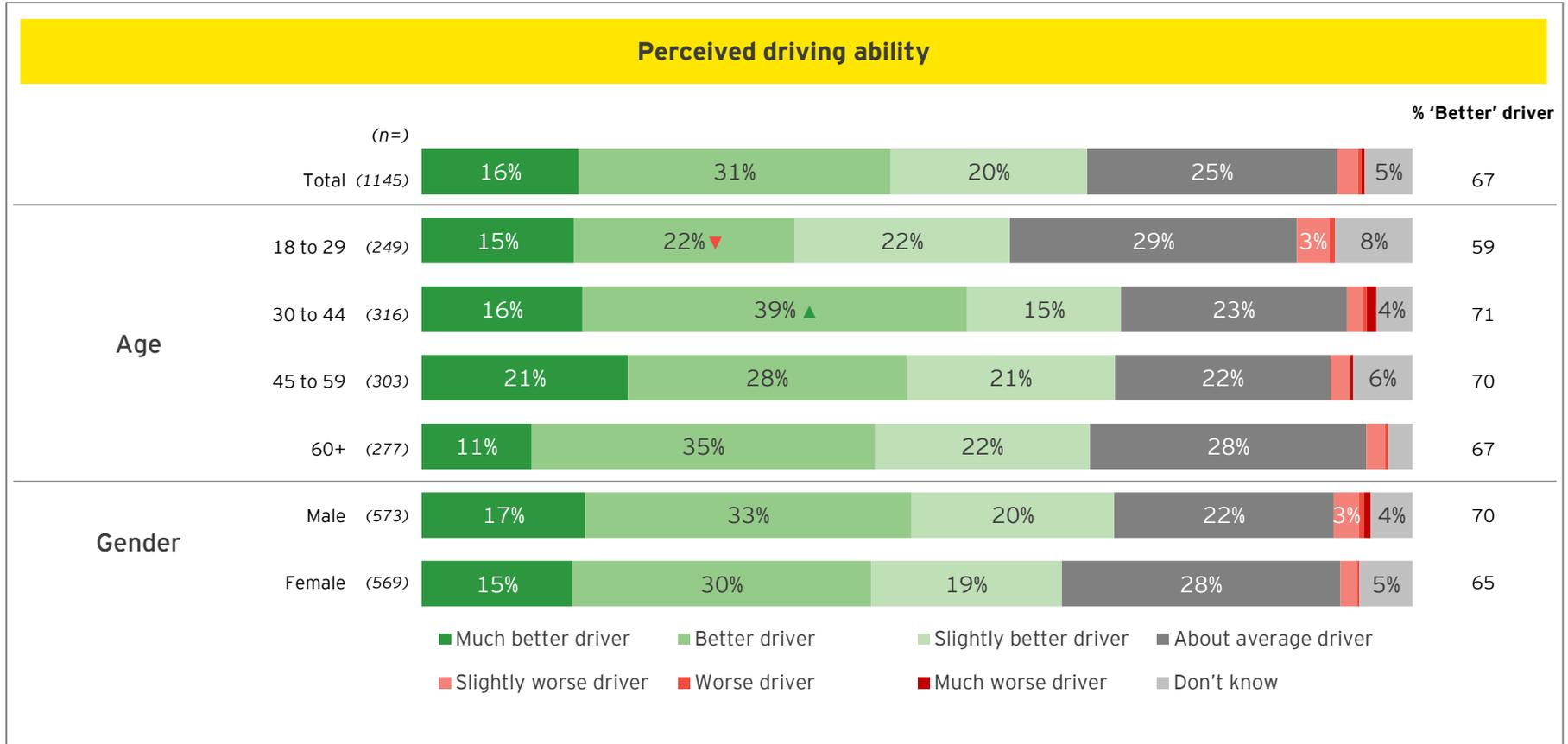
- ▶ Victorians are least likely to consider travelling 1-3km/h over the speed limit in a 60km/h zone to be speeding or dangerous driving when compared to other speed zones
- ▶ There is a sharp increase in perceptions of speeding and dangerous driving at the 64km/h mark in a 60km/h zone
- ▶ In a 100km/h zone, Victorians are far more likely to consider that travelling 105-119km/h is speeding than they are to believe it dangerous
- ▶ Of concern, whilst all concur that it is speeding, one in twenty Victorians consider that travelling 120-129km/h in a 100km/hr zone is not putting other road users or pedestrians at risk



Base: Total sample - variable base by speed limit (randomised) base sizes shown above
 Q11a.Q12a. In a [speed] kilometre per hour zone, at which speed do you consider a vehicle to be speeding?
 Q11b.Q12b. In a [speed] kilometre per hour zone, what speed do you consider puts you or other road users including pedestrians at risk?

Perceived driving ability

- ▶ Two in three Victorians consider themselves to be better than average drivers
- ▶ Driving confidence peaks at age 45-59, with one in five considering themselves to be a 'much better' than average drivers
- ▶ Males have greater faith in their own driving ability than females

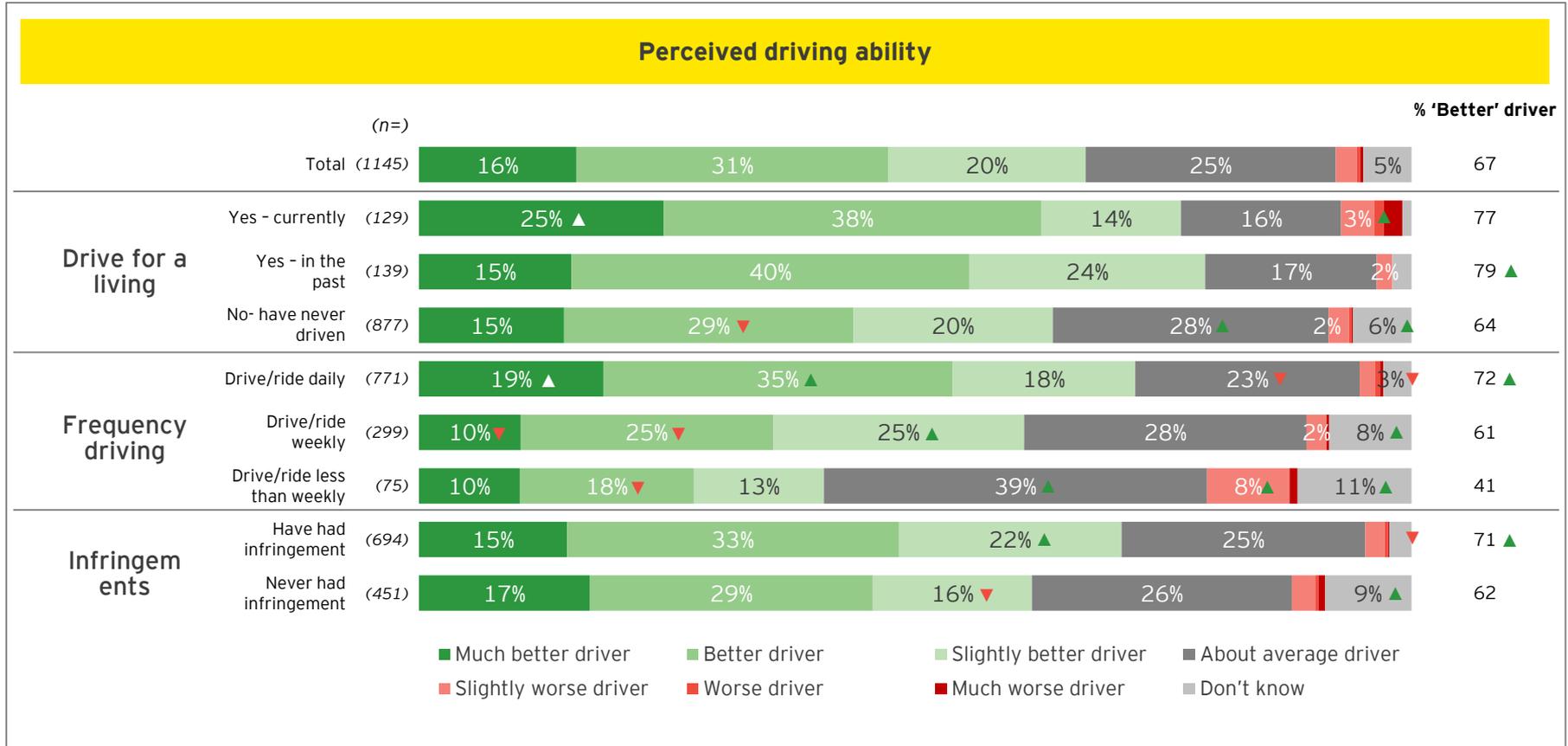


Base: Drive a car or heavy vehicle (n=1,145). Sample sizes vary by subgroup.
 Q14a. Thinking about how you compare to the average driver on Victorian roads, would you say that you are a...?

▲ ▼ Significant difference within subgroups

Perceived driving ability

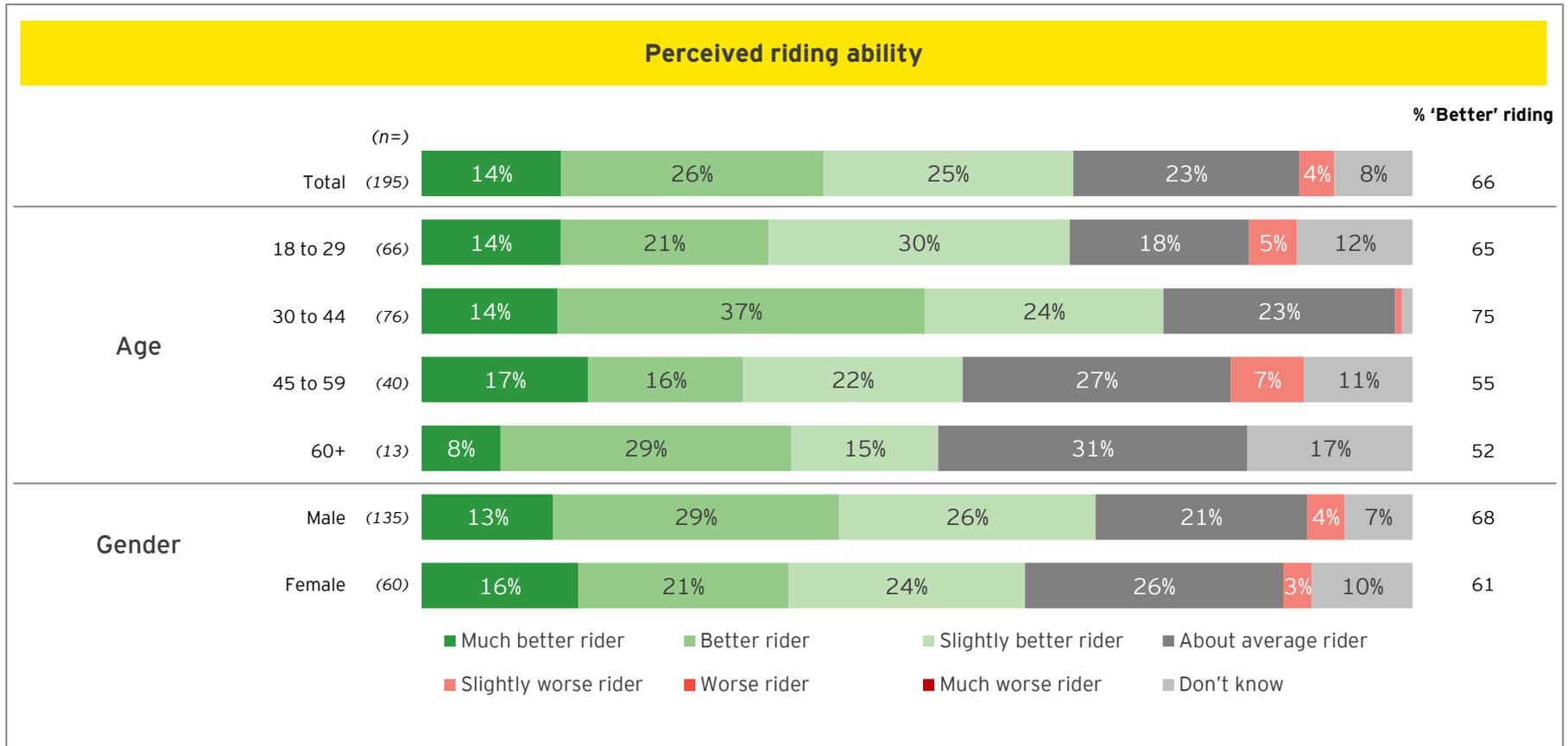
- ▶ Understandably, those driving more frequently are more confident in their driving ability
- ▶ Interestingly, Victorian drivers who have received an infringement are more likely to consider themselves better drivers than others on the road



Base: Drive a car or heavy vehicle (n=1,145). Sample sizes vary by subgroup. ▲ ▼ Significant difference within subgroups
 Q14a. Thinking about how you compare to the average driver on Victorian roads, would you say that you are a...?

Perceived riding ability

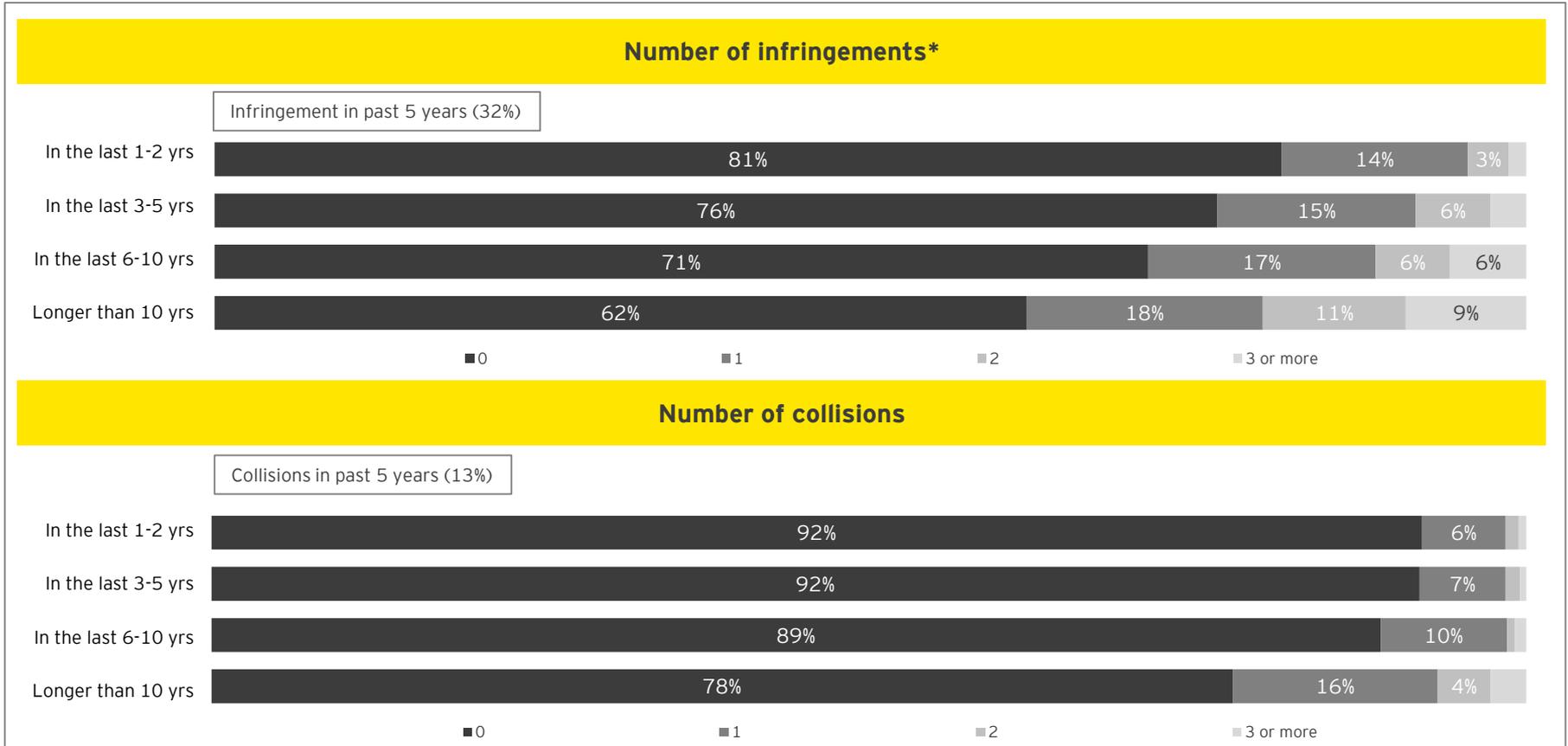
- ▶ Similar to driving ability, two in three Victorian motorbike/scooter riders consider themselves to be better than average riders
- ▶ Riding confidence peaks at an earlier age than it does for driving, with around half of those aged 30-44 considering themselves better or much better riders



Base: Ride a motorcycle or scooter (n=195). Sample sizes vary by subgroup. ▲ ▼ Significant difference within subgroups
 Q14b. Thinking about how you compare to the average rider on Victorian roads, would you say that you are a...?

Traffic infringements and collisions history

- ▶ Close to one in five Victorian motorists have received a traffic infringement other than a parking fine in the past two years (19%)
- ▶ In the past five years, since the Office of the RSCC was established, around one in three Victorian motorists have had a fine (32%)
- ▶ During the same time period, around one in eight (13%) Victorian motorists have had a collision that required them to report the incident to the Police

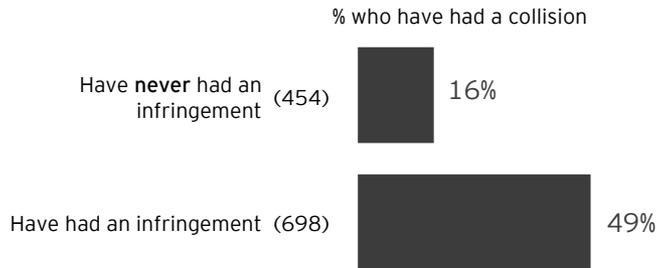


Base: Drive/ride a vehicle (n=1,152) Note: *Excludes parking fines
 Q15a. Approximately how many traffic infringements excluding parking fines have you received during the following time periods?
 Q15b. Approximately how many accidents or collisions have you been involved in during the following time periods, which have required you to report that accident/collision to the Police?

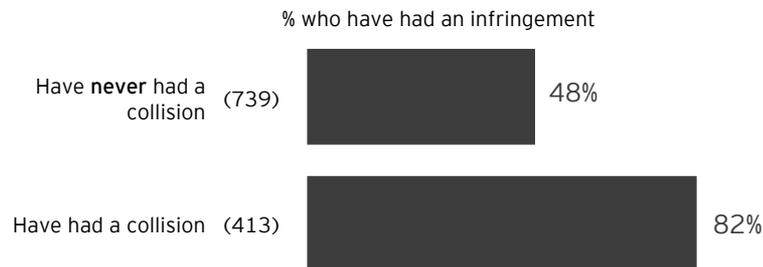
Relationship between traffic infringements and collisions

- ▶ There is a clear correlation between traffic infringements and collisions
- ▶ Victorians who have had a traffic infringement (outside of parking fines) are three times more likely to have had a collision when compared to those who haven't (49% vs. 16%)
- ▶ Close to one in two of those who have had an infringement have also had a collision at some point in time (49%) and a similar proportion of those who have had a collision before have also had an infringement (48%)

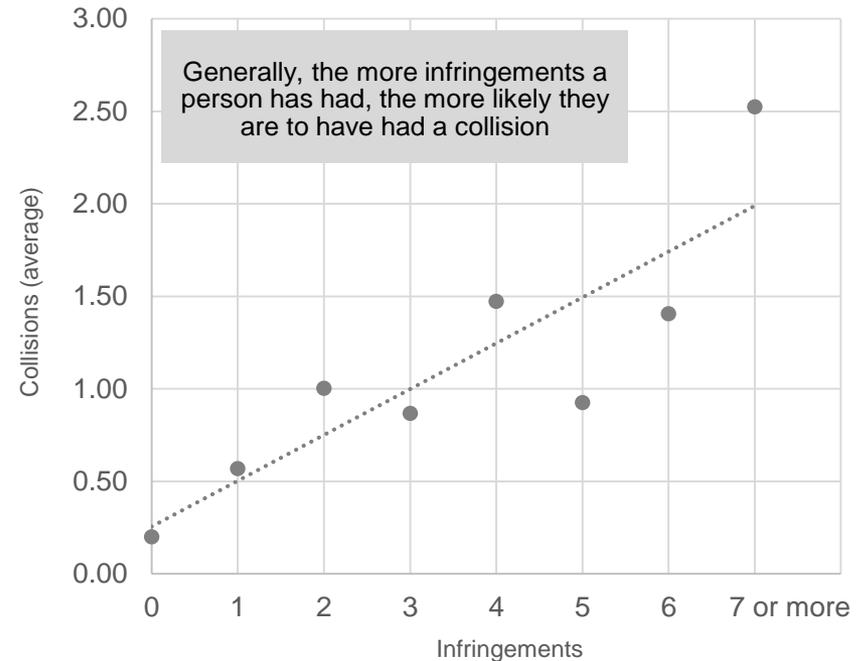
Incidence of collisions by infringement history



Incidence of infringements by collisions history



Relationship between infringements and collisions



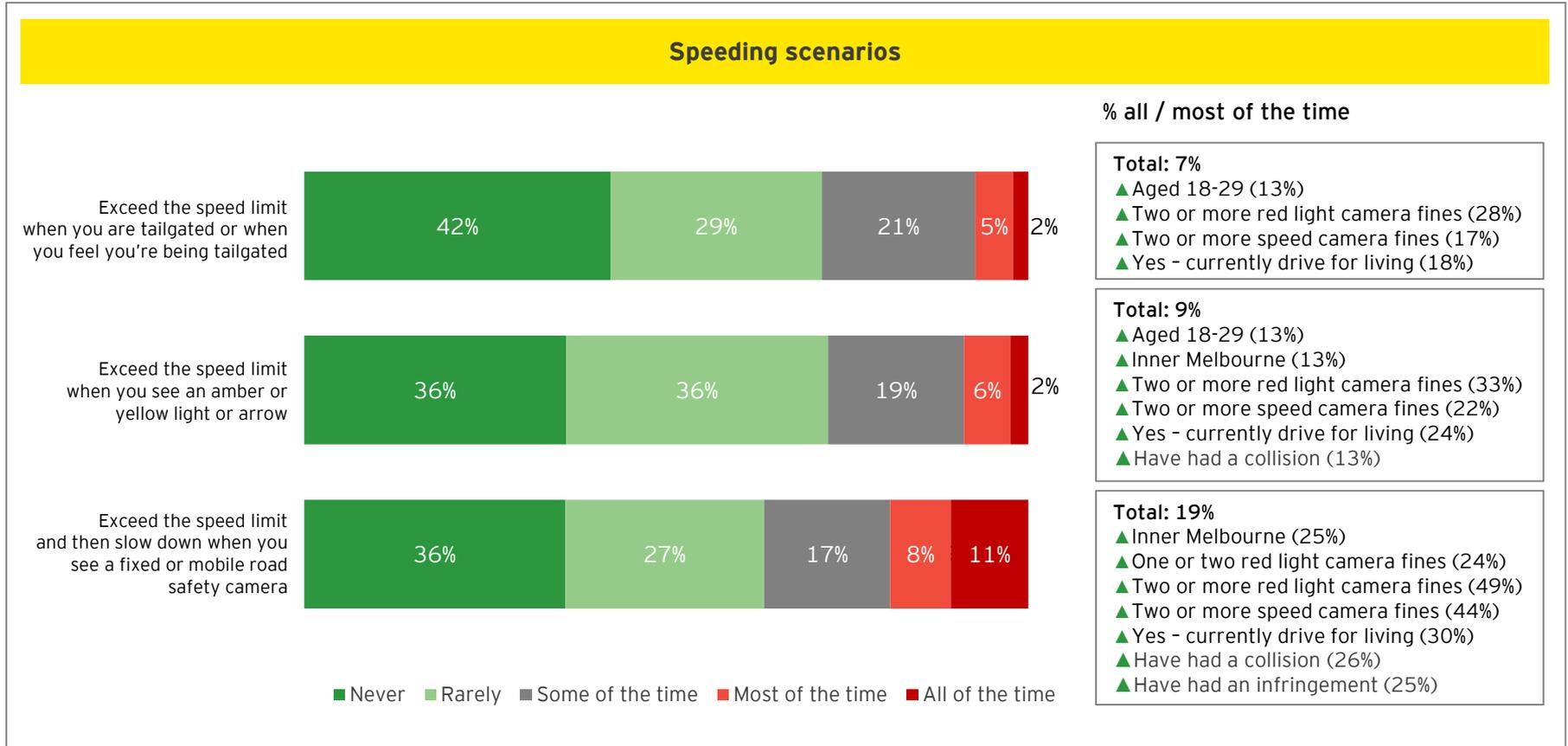
Base: Drive/ride a vehicle (n=1,152) Note: *Excludes parking fines

Q15a. Approximately how many traffic infringements excluding parking fines have you received during the following time periods?

Q15b. Approximately how many accidents or collisions have you been involved in during the following time periods, which have required you to report that accident/collision to the Police?

Frequency of different speeding offenses

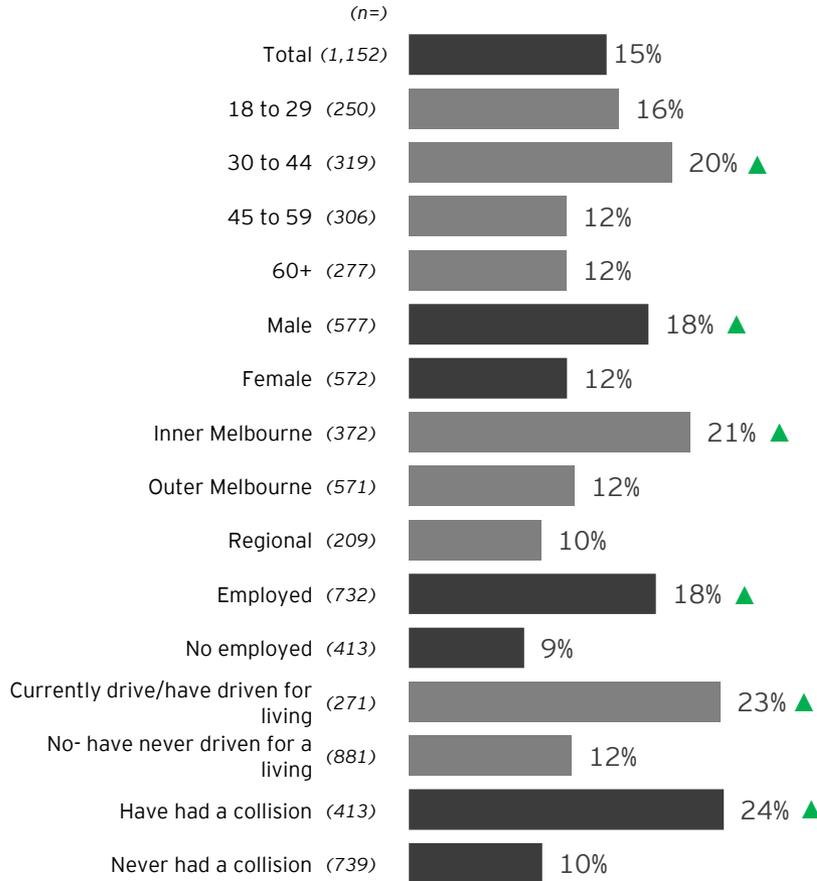
- ▶ Close to one in ten Victorian motorists admit to usually exceeding the speed limit to make it through an amber light (9%), and around one in five admit to slowing down from an illegal speed when they approach road safety cameras (19%)
- ▶ Those with traffic infringements are more likely to exhibit poor driving behaviour, as are those driving for a living and residing in Inner Melbourne



Base: Drive a vehicle (n=1145)
 Q16a. While driving, how often would you usually exceed the speed limit...

Profile of drivers with multiple infringements in past five years

- Dangerous drivers (those having multiple infringements* in the past five years) are more likely to be males, aged 30 to 44, live in inner Melbourne, drive for a living, be employed and/or have had a collision.



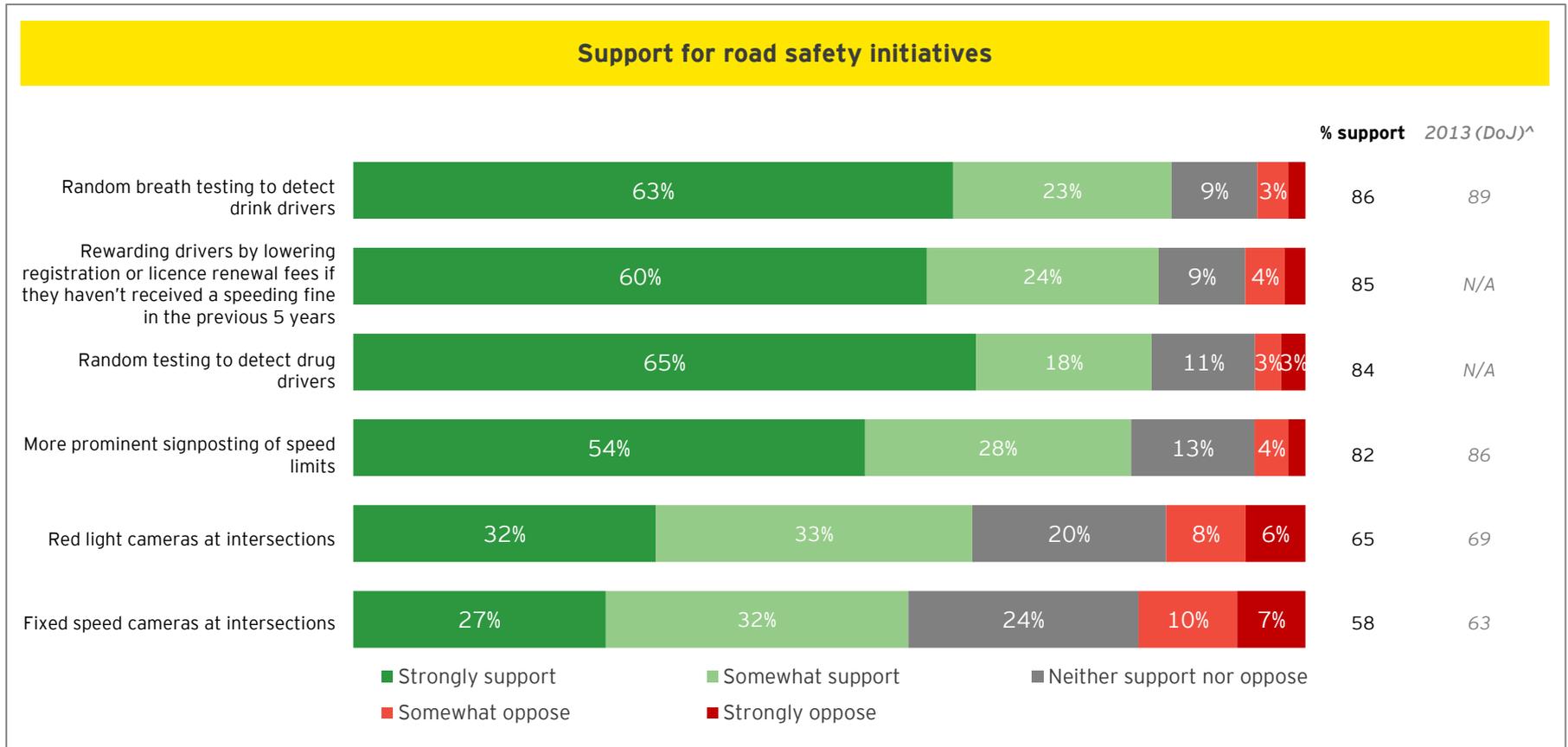
Base: Drive/ride a vehicle (n=1,152) Note: *Excludes parking fines
 Q15a. Approximately how many traffic infringements excluding parking fines have you received during the following time periods?



Attitudes to road safety initiatives

Support for road safety initiatives (more supported)

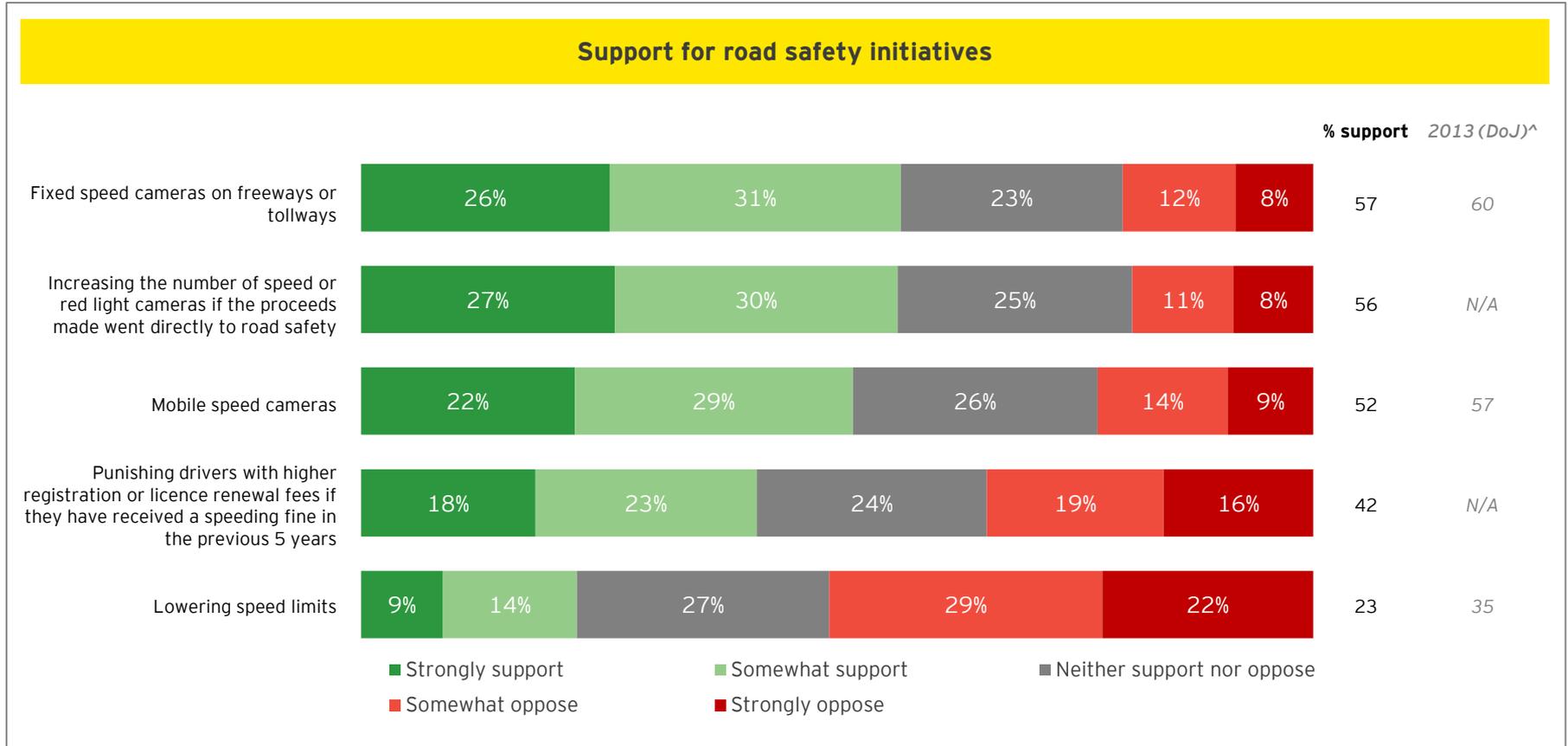
- ▶ Aside from random breath and drug testing, the road safety initiatives attracting the highest levels of support are incentivising safe drivers with lower licence and registration fees and making speed limits more visible to motorists
- ▶ Red light cameras at intersections are the next most supported initiative, although support is somewhat lower than the top tier initiatives



Base: Total sample (n=1204)
 Note: ^ Sample excluded non-motorists and those aged 70 or over
 Q18. To what extent do you support or oppose each of these road safety initiatives?

Support for road safety initiatives (less supported)

- ▶ Speed cameras in intersections (previous page), on freeways and increasing road safety cameras to raise money for road safety are supported by at least one in two Victorians
- ▶ The least supported initiative is lowering speed limits.
- ▶ The hierarchy of supported initiatives is the same as that observed in a study conducted for DoJ in 2013



Base: Total sample (n=1204)
 Note: ^ Sample excluded non-motorists and those aged 70 or over
 Q18. To what extent do you support or oppose each of these road safety initiatives?

Subgroups more supportive of road safety initiatives

Female



- ▲ Random breath testing to detect drink drivers (89%)
- ▲ Rewarding drivers by lowering registration or licence renewal fees... (89%)
- ▲ Random testing to detect drug drivers (87%)
- ▲ More prominent signposting of speed limits (85%)

Older: 45 - 59 and 60+



- ▲ Random breath testing to detect drink drivers (92% / 95%)
- ▲ Rewarding drivers by lowering registration or licence renewal fees... (89% / 91%)
- ▲ Random breath testing to detect drug drivers (91% / 95%)
- ▲ More prominent signposting of speed limits (87% / 91%)

Never received a fine



- ▲ Random breath testing to detect drink drivers (88%)
- ▲ Random testing to detect drug drivers (86%)
- ▲ More prominent signposting of speed limits (83%)
- ▲ Red light cameras at intersections (69%)
- ▲ Red light cameras at intersections (61%)

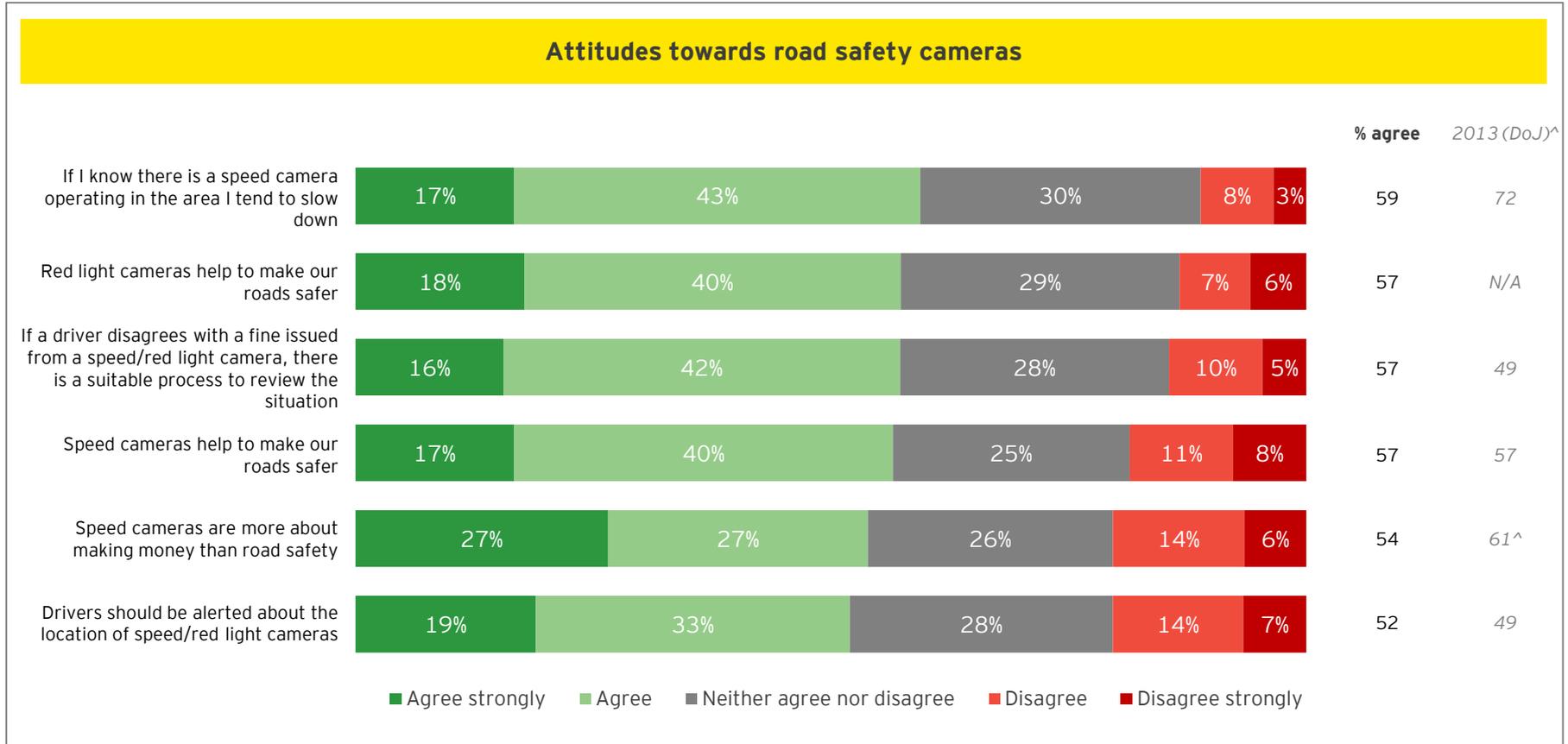
Never driven for a living



- ▲ Random breath testing to detect drink drivers (89%)
- ▲ Rewarding drivers by lowering registration or licence renewal fees... (88%)
- ▲ Random testing to detect drug drivers (88%)
- ▲ More prominent signposting of speed limits (85%)
- ▲ Red light cameras at intersections (68%)
- ▲ Red light cameras at intersections (61%)

Attitudes towards road safety (more common)

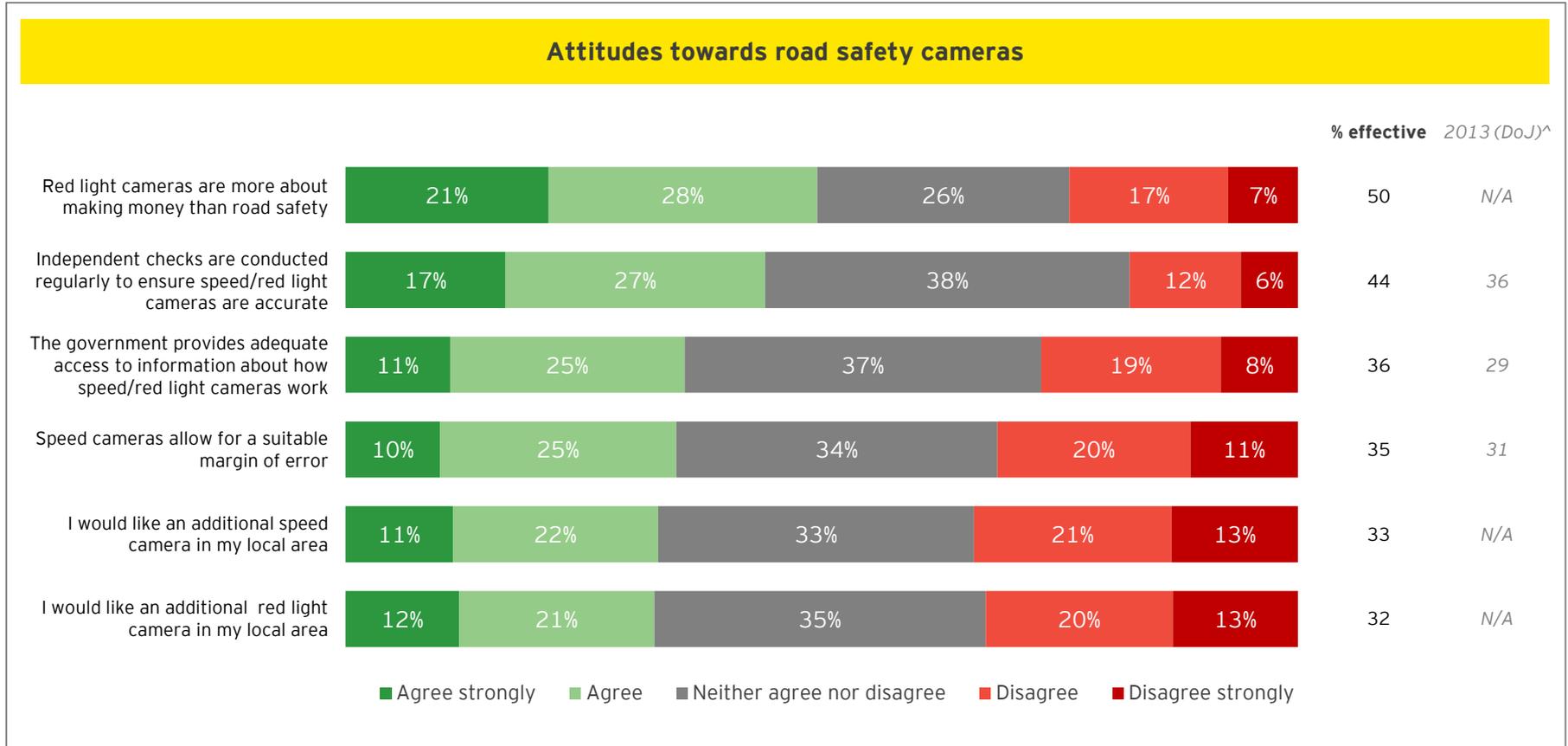
- ▶ There have been a number of key shifts observed in attitudes to Road Safety since the 2013 DoJ study...
 - Motorists are now less likely to slow down if they see a speed camera (although six in ten still do so)
 - There is more agreeance that there is a suitable process available to review disputed road safety fines
 - The perception of 'revenue raising' has reduced, although this may be attributed to a wording change



Base: Total sample (n=1204)
 Note: [^]Code wording changes in 2017
 Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Attitudes towards road safety (less common)

- ▶ Victorians are relatively unlikely to indicate that they would want more speed and red light cameras in their local area, although one in three still suggest this is desirable
- ▶ Over four in ten Victorians believe that independent checks are conducted regularly to ensure the accuracy of road safety cameras (44%), while over one in three feel there is adequate access to information about how the road safety cameras operate (36%)

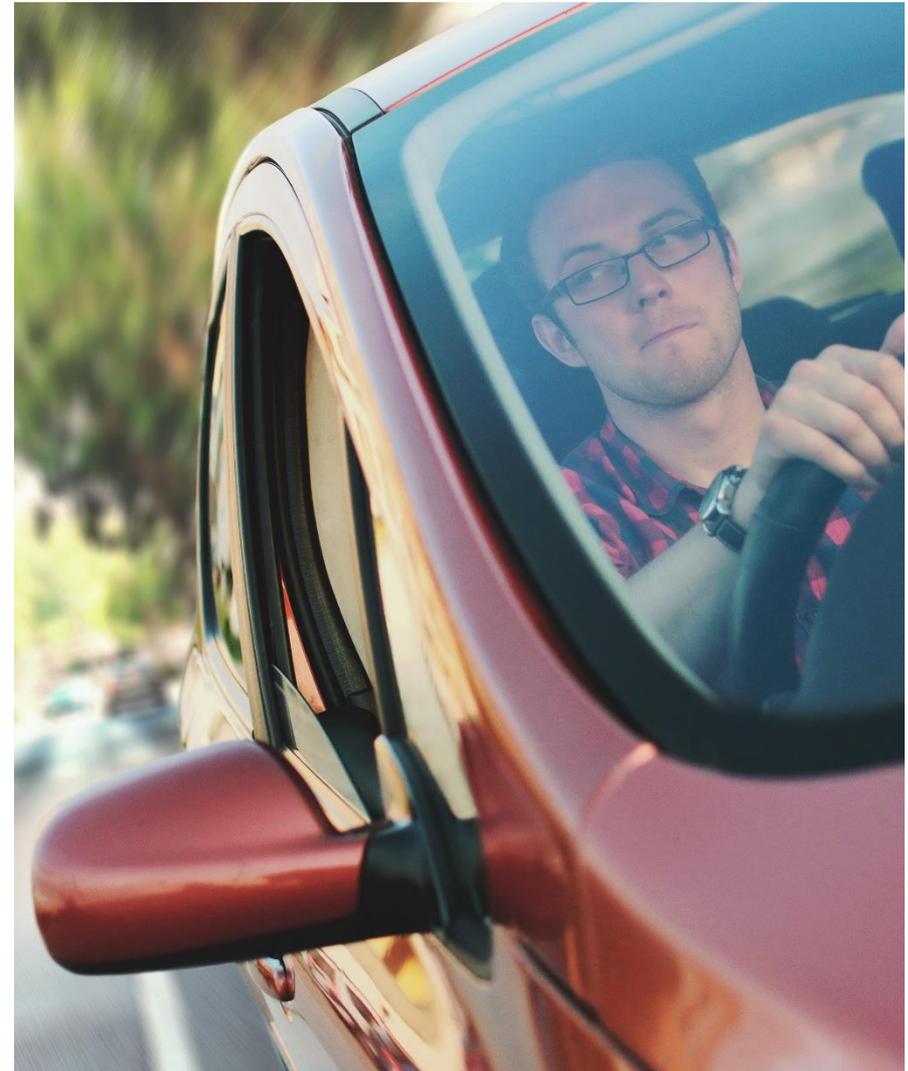


Base: Total sample (n=1204)
 Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Occupational drivers more likely to agree

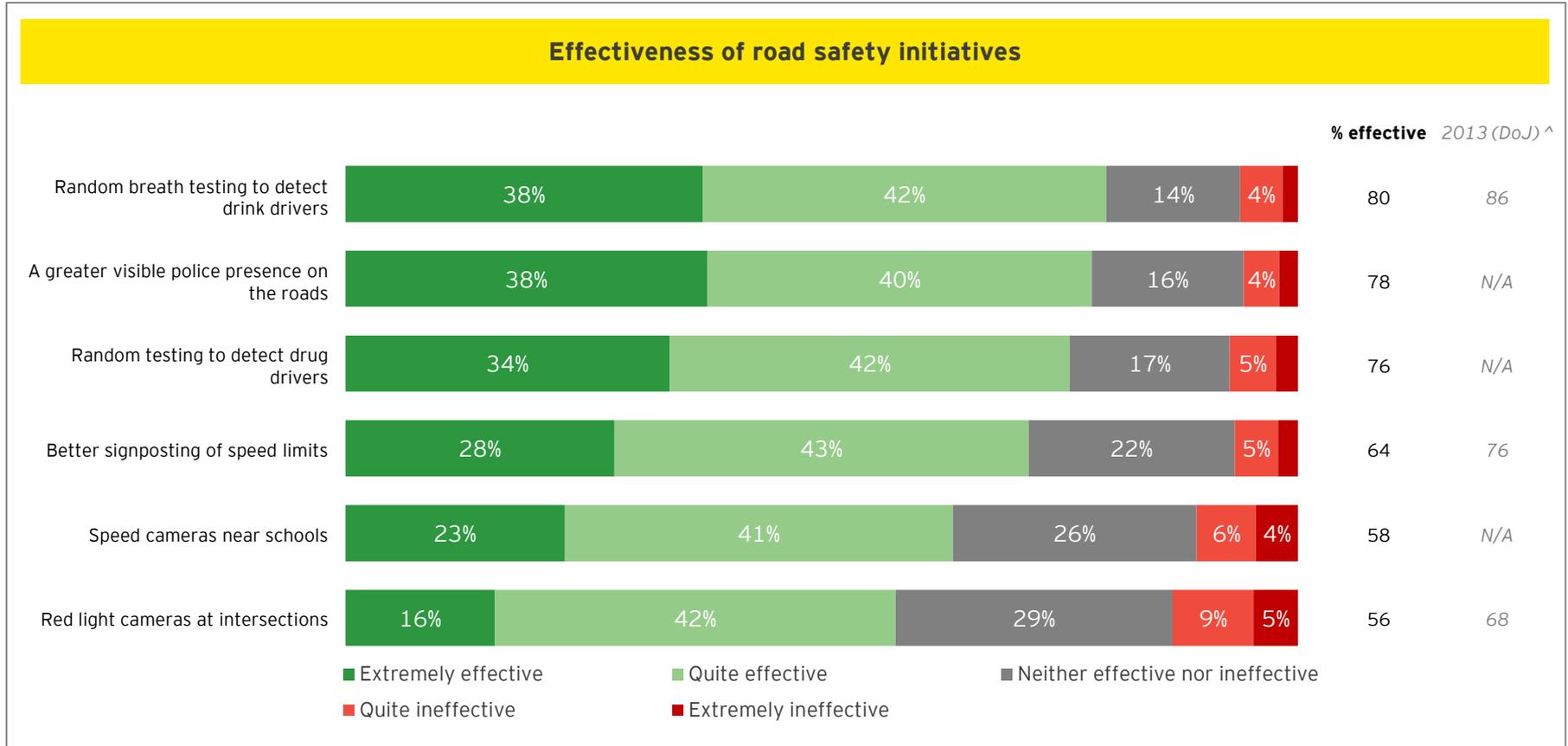
Currently drive for a living

- ▲ Drivers should be alerted about the location of speed / red light cameras (67%)
- ▲ Independent checks are conducted regularly to ensure speed/red light cameras are accurate (66%)
- ▲ The government provides adequate access to information about how speed/red light cameras work (56%)
- ▲ Speed cameras allow for a suitable margin of error (54%)
- ▲ I would like an additional speed camera in my local area (54%)
- ▲ I would like an additional red light camera in my local area (54%)



Road safety initiatives (considered more effective)

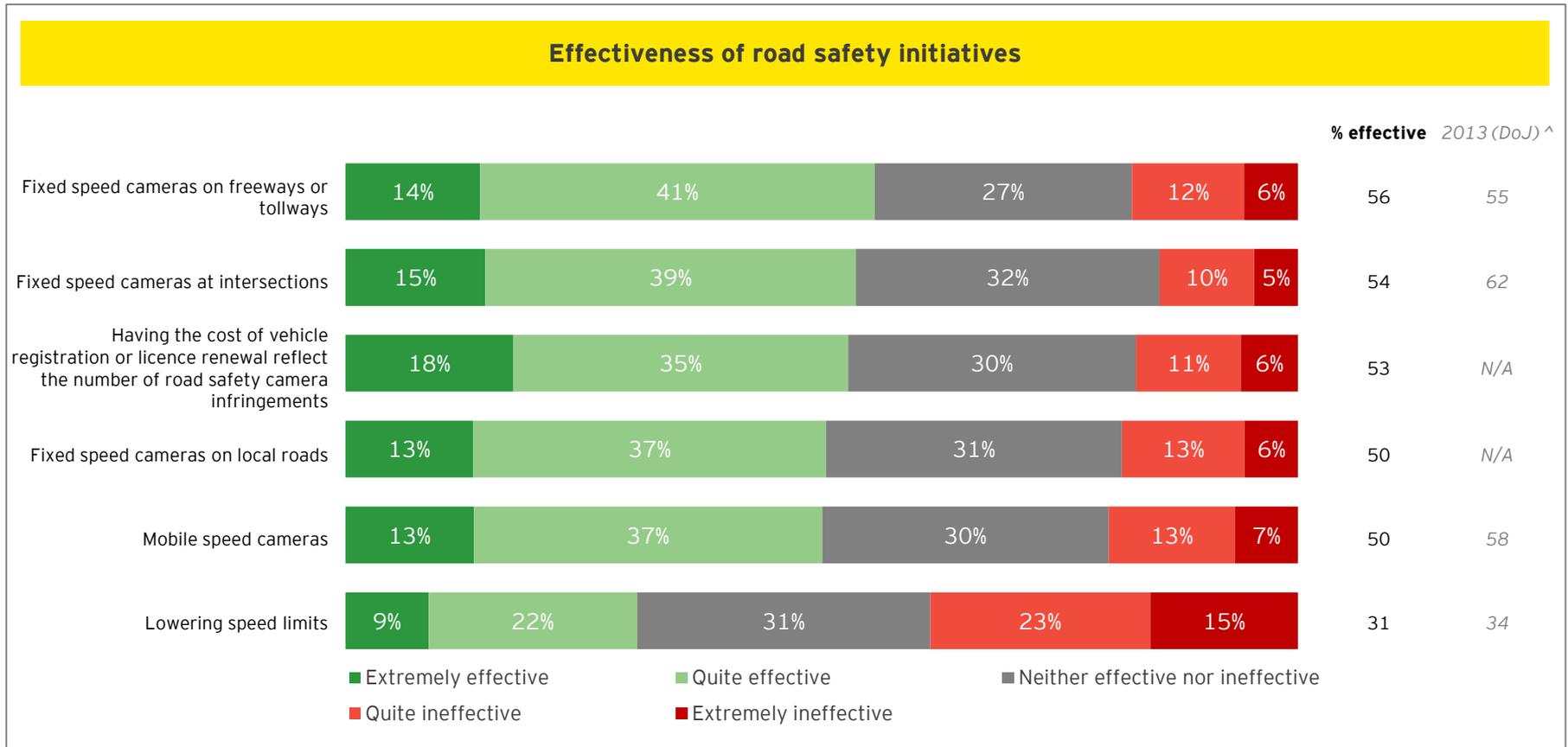
- ▶ Random breath and/or drug testing and a greater police presence are considered the most effective initiatives for improving road safety
- ▶ Improvement in the signposting of speed limits, having speed cameras near schools, road safety cameras at intersections and on freeways (shown overleaf) are viewed as the next most effective initiatives



Base: Total sample (n=1204)
 Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

Road safety initiatives (considered less effective)

- ▶ Interestingly, whilst 85% of Victorians are in support of rewarding drivers who obey the road rules with lower registration and licence fees, only 53% consider this to be an effective initiative
- ▶ Lowering speed limits attracts the lowest effectiveness rating



Base: Total sample (n=1204)
 Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

Subgroup differences in perceptions of effectiveness

Aged 60+



- ▲ Random breath testing to detect drink drivers (90%)
- ▲ Rewarding drivers by lowering registration or licence renewal fees... (90%)
- ▲ Random testing to detect drug drivers (85%)
- ▲ Speed cameras near schools (73%)

Received two or more fines



- ▼ A greater visible police presence on the roads (65%)
- ▼ Speed cameras near schools (41%)
- ▼ Fixed speed cameras on freeways or tollways (36%)
- ▼ Having the cost of vehicle registration or licence renewal reflect the number of road safety camera infringements (33%)
- ▼ Mobile speed cameras (34%)

Aged 18 - 29

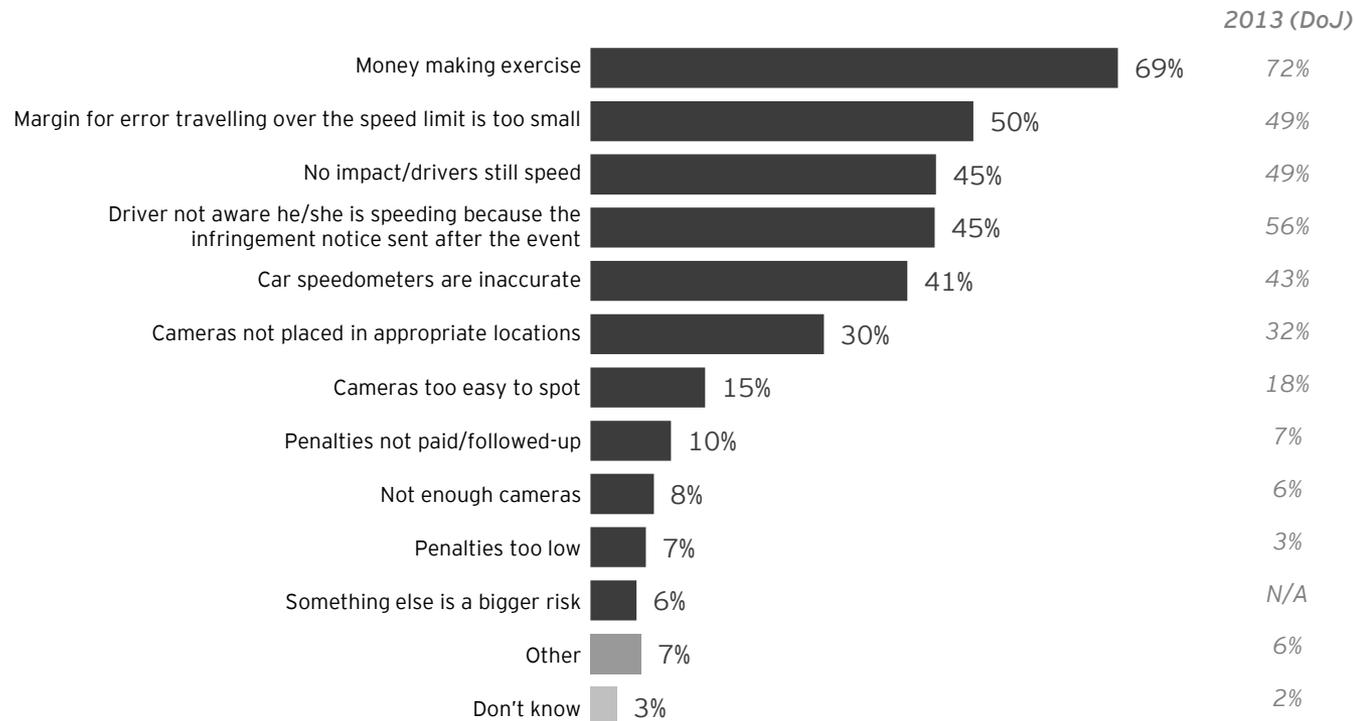


- ▼ Random breath testing to detect drink drivers (72%)
- ▼ A greater visible police presence on the roads (70%)
- ▼ Random testing to detect drug drivers (67%)
- ▼ Red light cameras at intersections (50%)

Perceived sources of ineffectiveness in speed cameras

- ▶ Seven in ten (69%) Victorians, aged 18+ who perceive speed cameras to be ineffective believe that they are a money making exercise. This is consistent with the results of the 2013 DoJ survey
- ▶ One in two (50%) believe the margin for error in determining what constitutes speeding is too small
- ▶ Less than one in two (45%) of those who think speed cameras are ineffective suggest that speed cameras do not act as a sufficient deterrent to speeding

Reasons for perceived ineffectiveness - speed cameras

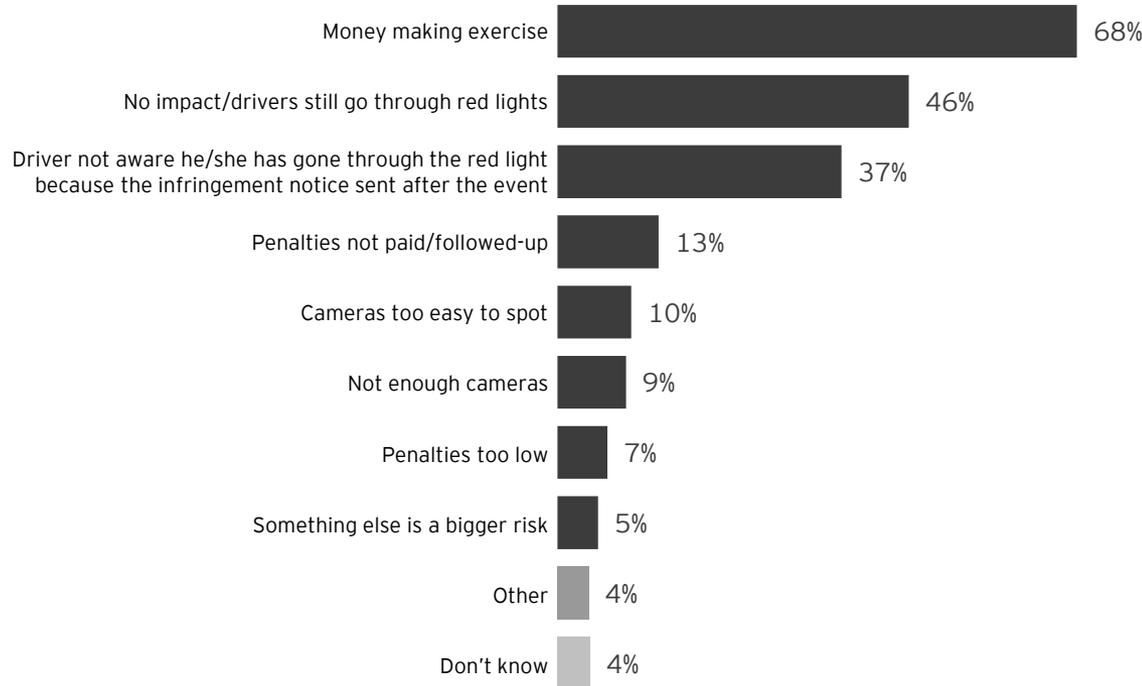


Base: Those who did not think speed cameras are effective (n=340)
 Q21. Why do you think that speed cameras are not very effective?

Perceived sources of ineffectiveness in red light cameras

- ▶ Around two in three (68%) Victorians who believe red light cameras are ineffective perceive them to be a money making exercise. And close to one in two (46%) believe that red light cameras have no impact on preventing motorists driving through red lights
- ▶ It is also commonly perceived that the delay in notification of the infringement renders them an ineffective road safety initiative

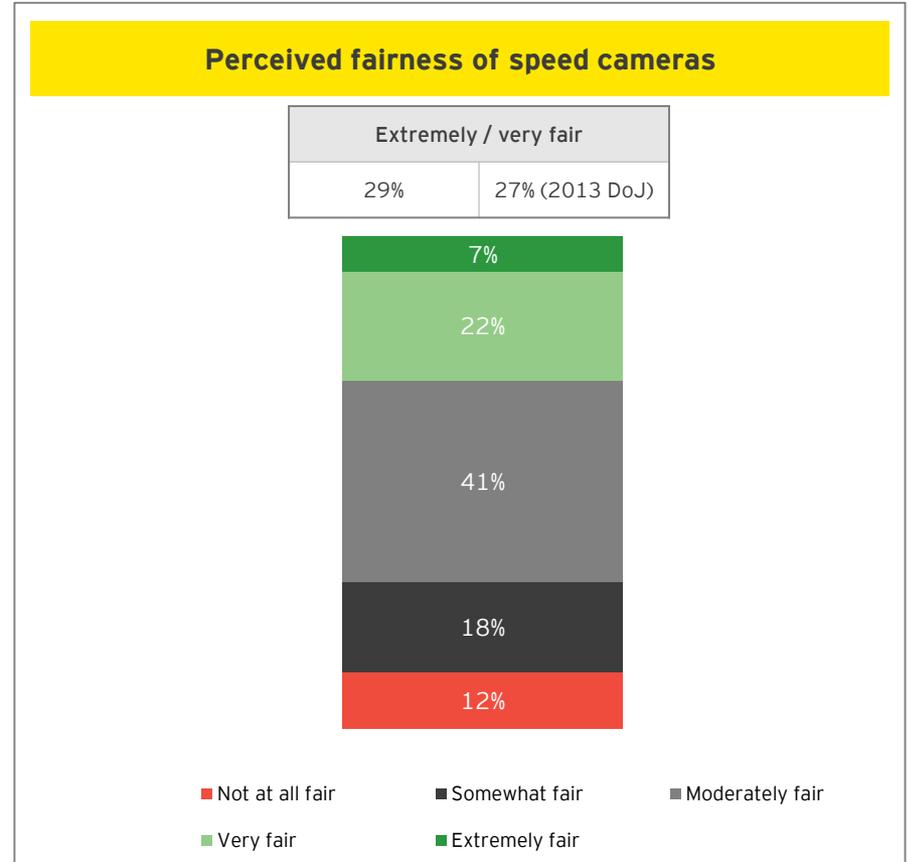
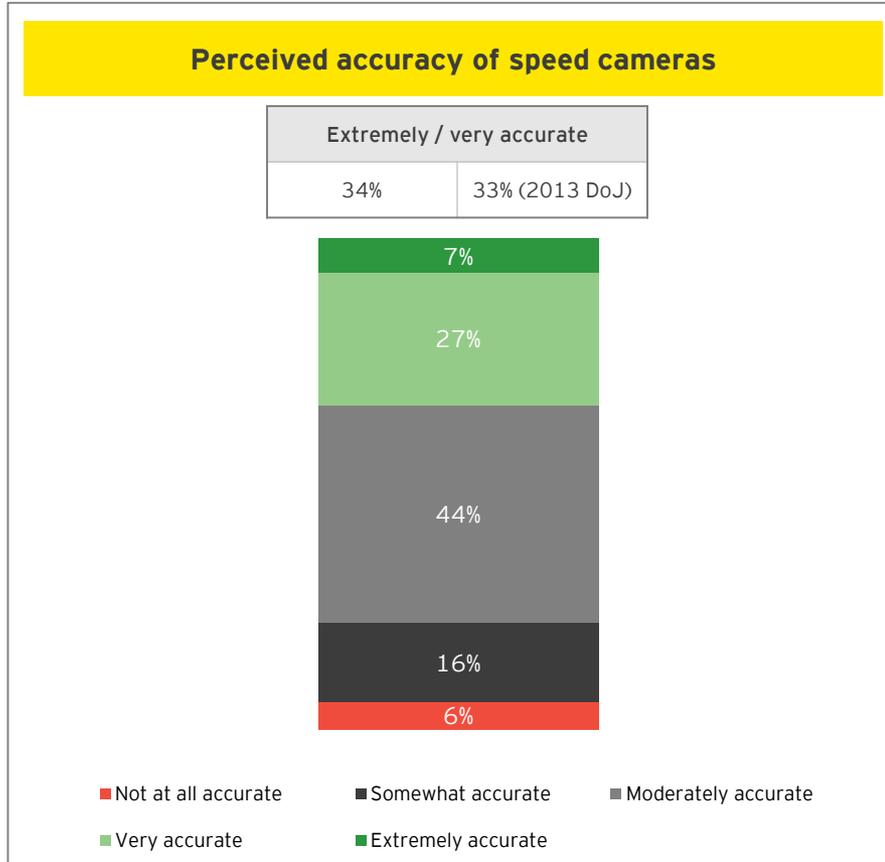
Reasons for perceived ineffectiveness - red light cameras



Base: Those who did not think red light cameras are effective (n=166)
Q22. Why do you think that red light cameras are not very effective?

Accuracy and fairness of speed cameras

- ▶ One in three (34%) of Victorians believe speed cameras are either very accurate or extremely accurate. Those who currently drive for a living are significantly more likely to indicate cameras are at least very accurate (55%)
- ▶ A slightly lower proportion (29%) of Victorians believe the speed camera system is very fair or extremely fair. Those who live in Inner Melbourne and those who currently drive for a living are significantly more likely to hold this view (35% and 52% respectively)

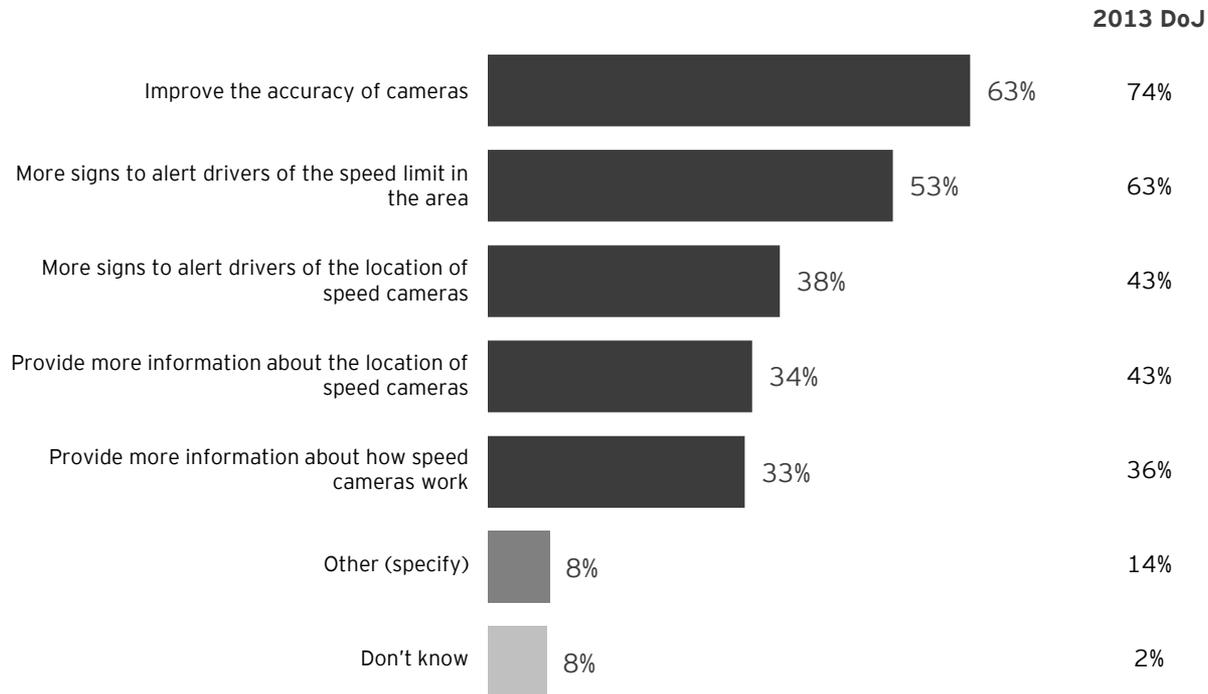


Base: Total sample (n=1204)
 Q23. Based on your knowledge of speed cameras that operate in Victoria, how accurate would you say these cameras are at detecting vehicles travelling above the legal speed limit? /
 Q24. Again based on your knowledge of speed cameras that operate in Victoria, how fair would you say the speed camera system is?

Initiatives to improve fairness of speed cameras

- ▶ Over six in ten (63%) Victorians who believe the speed camera system is less than moderately fair suggest that improving the accuracy of cameras would make the speed camera system fairer
- ▶ The majority (53%) believe that 'fairness' would be achieved by more signs alerting drivers to the speed limit

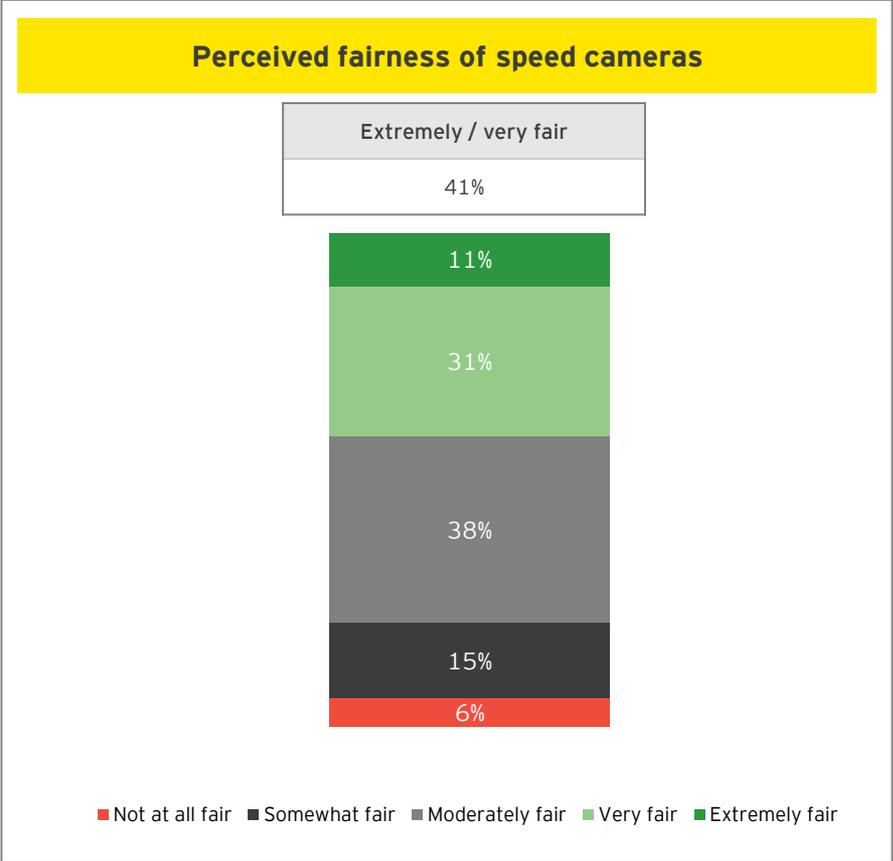
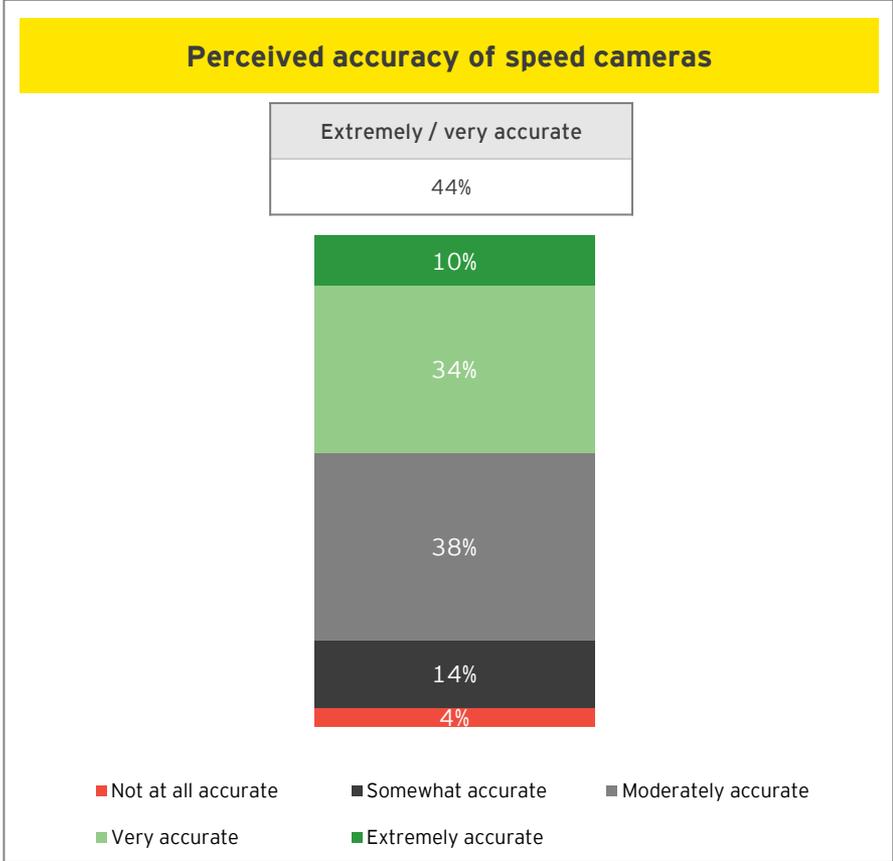
Initiatives to improve the fairness of speed cameras



Base: Those who believe the speed camera system is less than moderately fair (n=858)
 Q25. In your opinion, what could be done to improve the fairness of the speed camera system in Victoria?

Accuracy and fairness of red light cameras

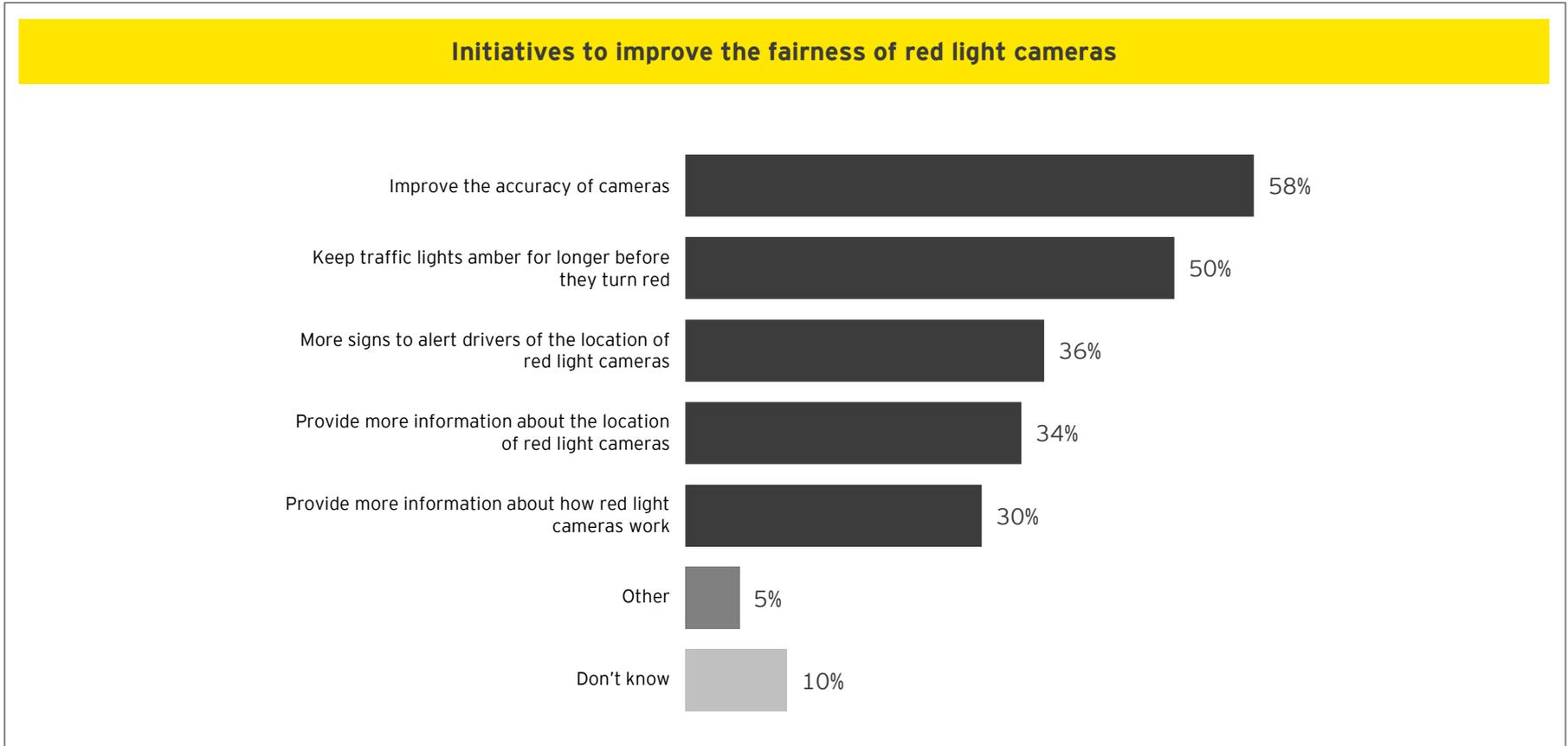
- ▶ More than four in ten (44%) Victorians perceive that red light cameras are very accurate or extremely accurate. This increases significantly amongst those who drive for a living (60%)
- ▶ A similar proportion (41%) believe red light cameras to be very fair or extremely fair.



Base: Total sample (n=1204)
 Q26. Based on your knowledge of red light cameras that operate in Victoria, how accurate would you say these cameras are at detecting vehicles travelling through a red light? / Q27.
 Again based on your knowledge of red light cameras that operate in Victoria, how fair would you say the red light camera system is?

Initiatives to improve fairness of red light cameras

- ▶ More than six in ten (63%) Victorians who believe the red light camera system is less than moderately fair state that improving the accuracy of cameras would make the red light camera system more fair.
- ▶ One in two (50%) believe this would be achieved by keeping traffic lights amber for longer, before they turn red.



Base: Those who believe the red light camera system is less than moderately fair (n=719)
Q28c. In your opinion, what could be done to improve the fairness of the red light camera system in Victoria

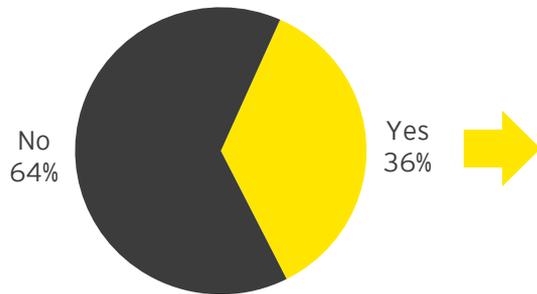


Exposure to safety camera media

Media exposure

- ▶ More than one in three (36%) Victorians have been exposed to stories in the media relating to speed and/or red light cameras
- ▶ Amongst those who could recall being exposed to stories, close to two in three (65%) cited TV News or current affairs programmes as the source of this media coverage, while one in four (25%) cited the Herald Sun.

Exposed to safety camera media coverage

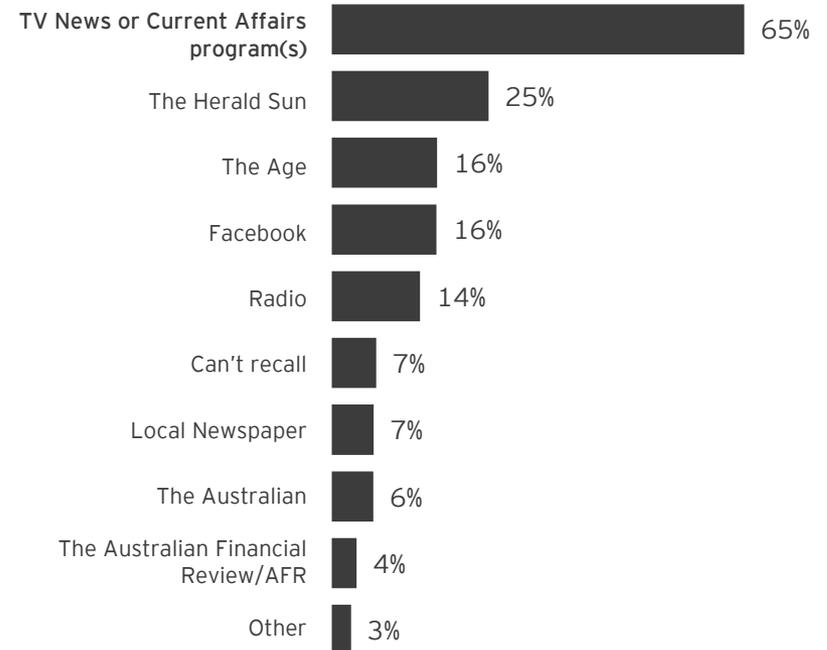


Subgroups more likely to have seen/heard advertising:

- ▲ Aged 60+ (52%)
- ▲ Have driven/do drive for a living (48%)
- ▲ Recently travelled on Peninsula Link (48%)
- ▲ Recently travelled through Springvale/Dandenong Rd intersection (46%)
- ▲ Have had a collision (44%)
- ▲ Have had an infringement (41%)
- ▲ Not working (40%)
- ▲ Males (40%)
- ▲ Drive/ride on a daily basis (39%)

Base: Total sample (n= 1,204)
 Q29. Have you seen or heard any stories in the media related to speed and/or red light cameras?

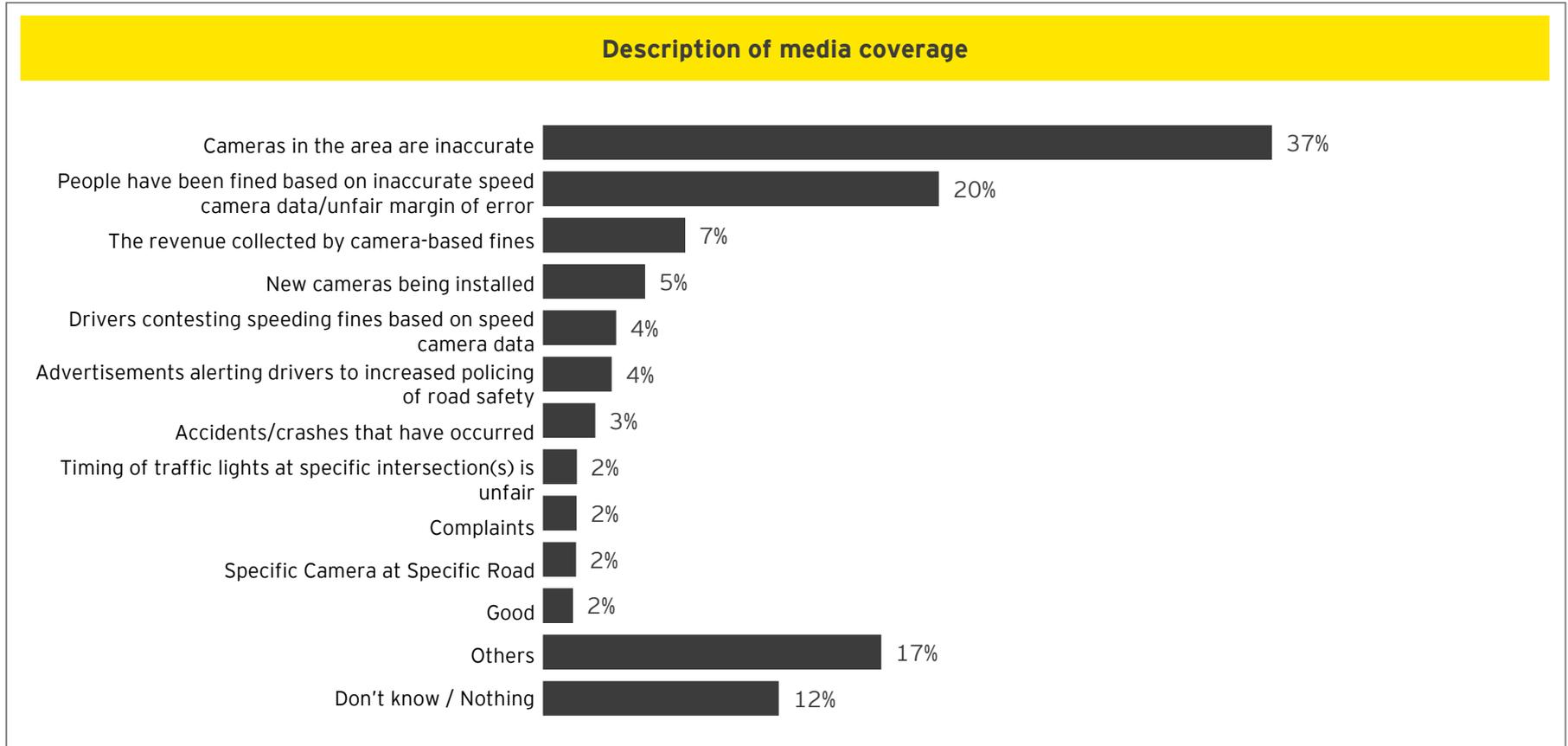
Source of media coverage



Base: Those who have seen stories in the media (n=433)
 Q30c. Where did you see or hear stories about speed and/or red light cameras in the media

Description of media coverage

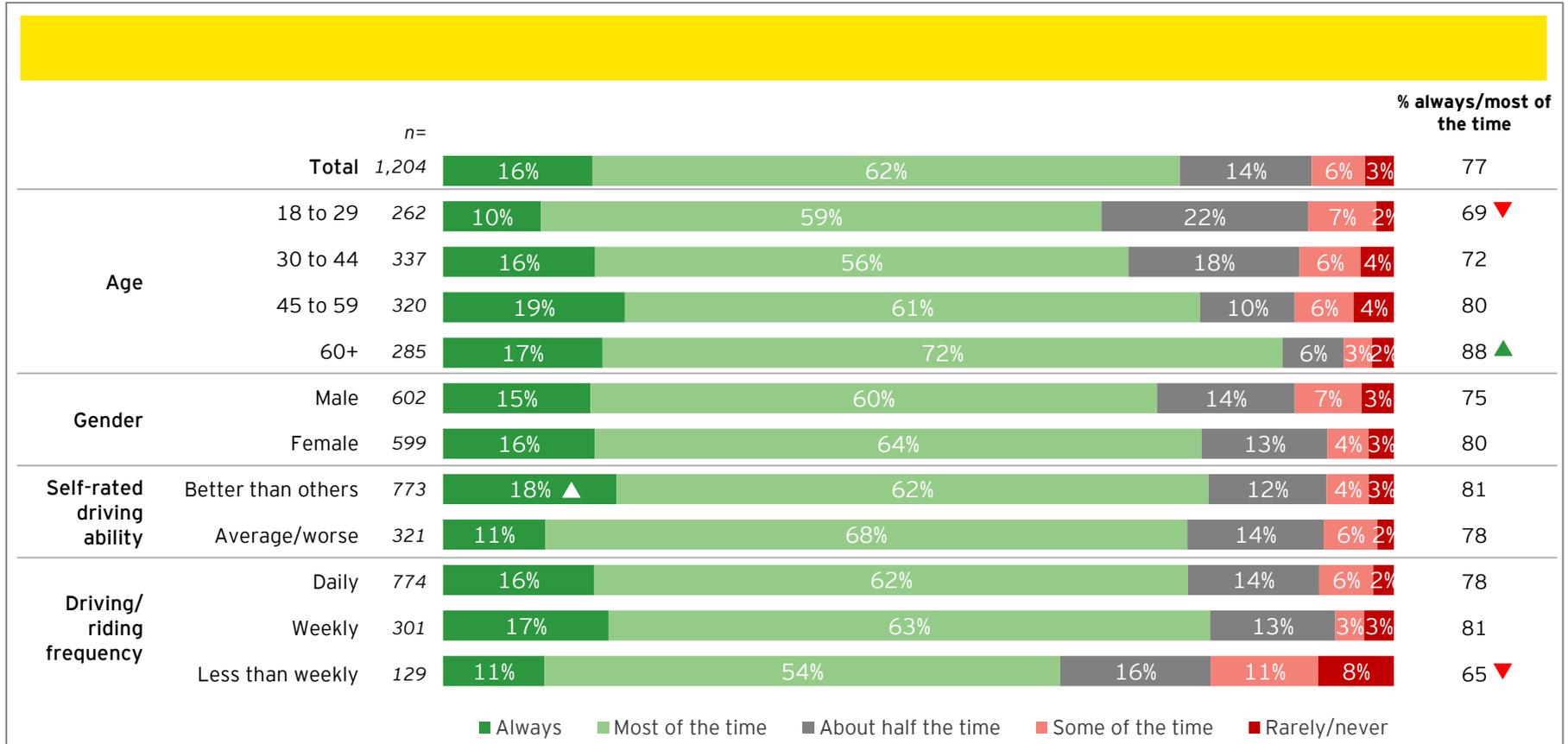
- ▶ The most recalled media stories are those pertaining to the alleged unfairness of the safety camera system: 37% of stories were deemed to be about cameras being inaccurate and a further 20% relate to motorists being fined as a result of faulty data or an unfair margin of error



Base: Have seen/heard something in the media (n=433) Note: All others mentioned by <2%
 Q31. Can you describe what you saw or heard in the media about speed and/or red light cameras?

Speed limit awareness

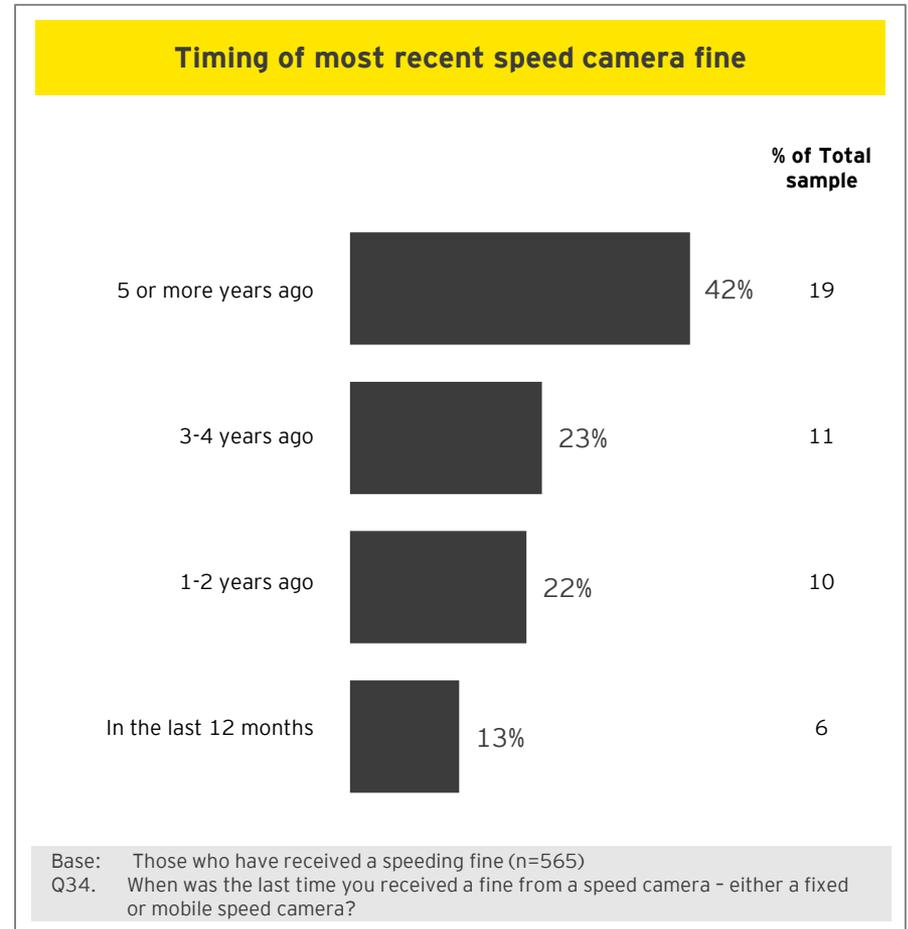
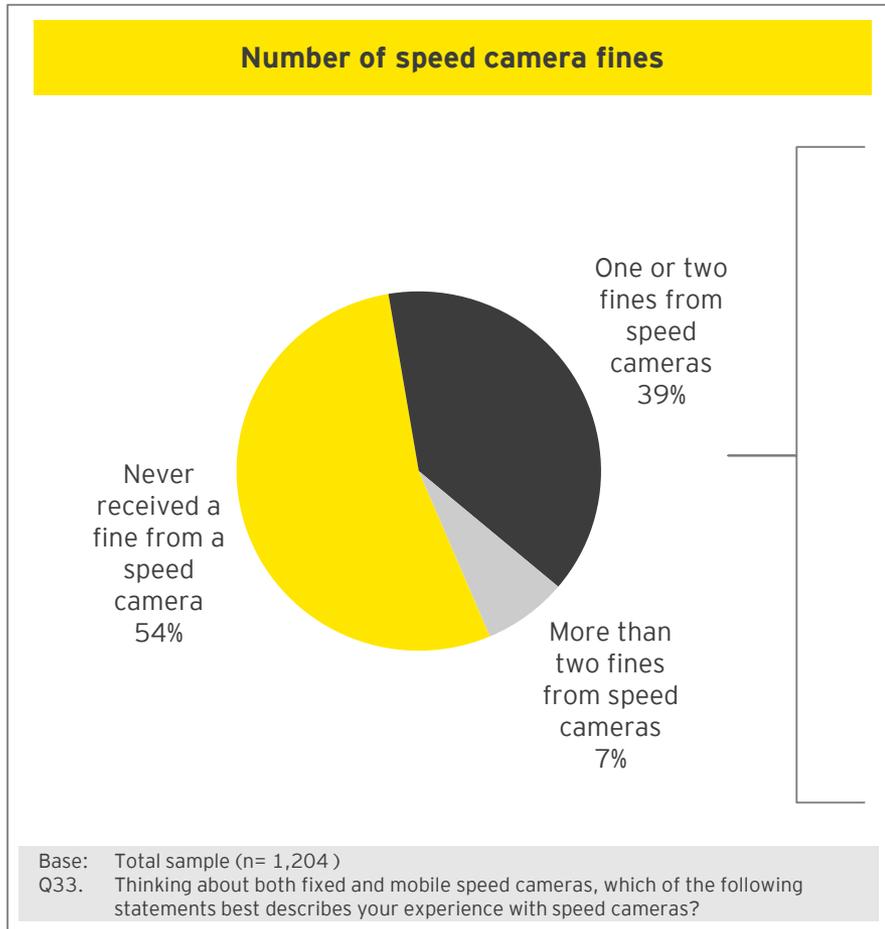
- Over three in four respondents (77%) claim to be always/most times aware of the speed limit on that section of the road they are riding/driving on. However, young Victorians (aged 18 to 29) are less likely than others to be aware of this aspect



Base: Total sample (n=1204)
 Q32. How often do you know the speed limits operating on the roads you travel on?

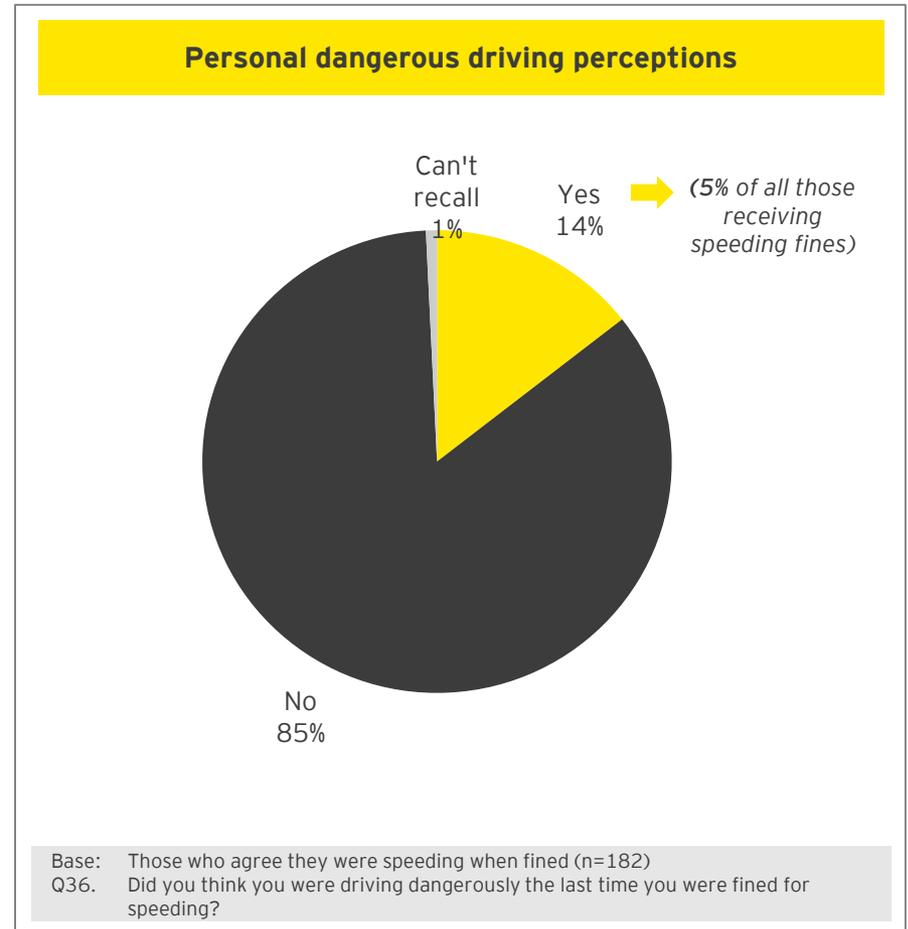
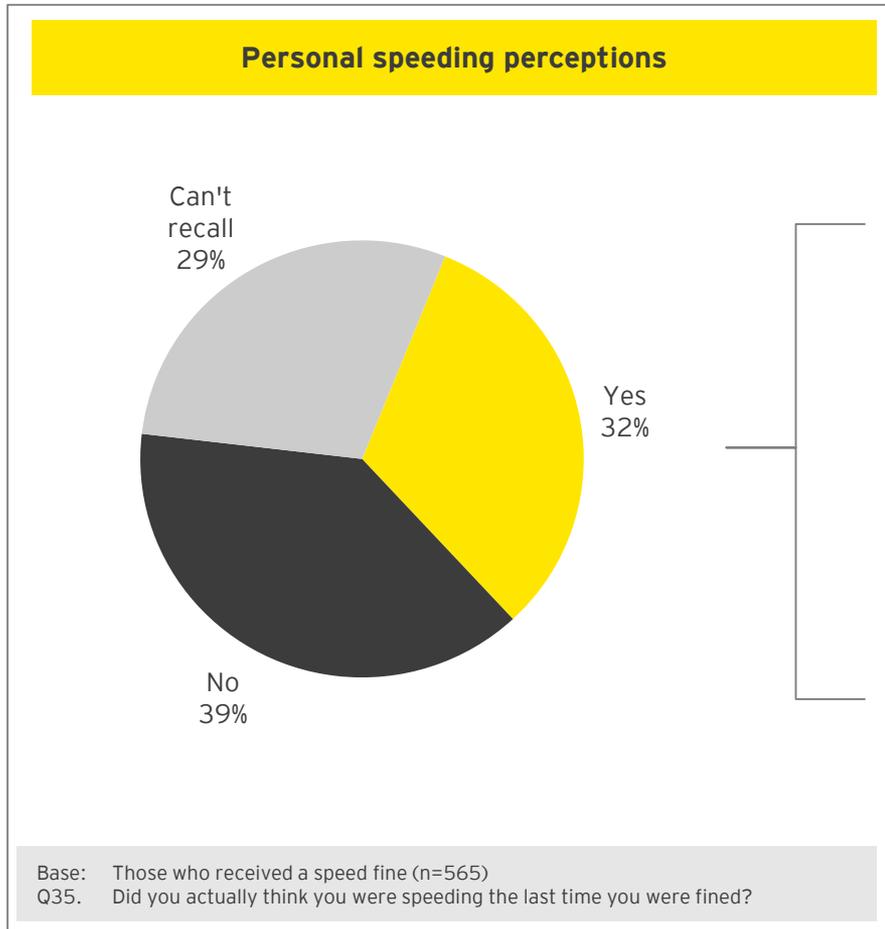
Experience with speed camera fines

- ▶ The majority of Victorians have received a speed camera fine at some point in time (54%), most commonly five or more years ago
- ▶ Around one in twenty (6%) report receiving a fine in the past 12 months



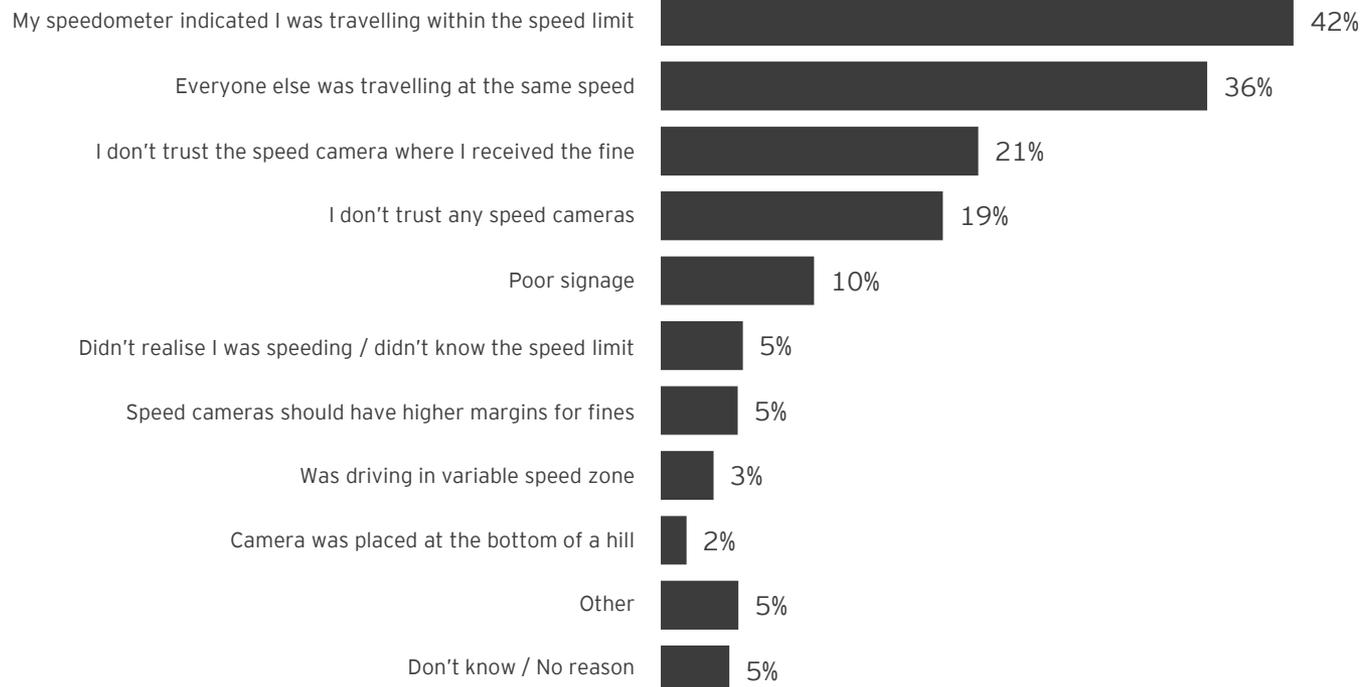
Perceptions on personal speeding and dangerous driving behaviour

- ▶ Of those who have received a speeding fine, one in three believe they were speeding at the time (32%) and just 5% indicate that their driving behaviour was dangerous



Reason for not believing speeding reading

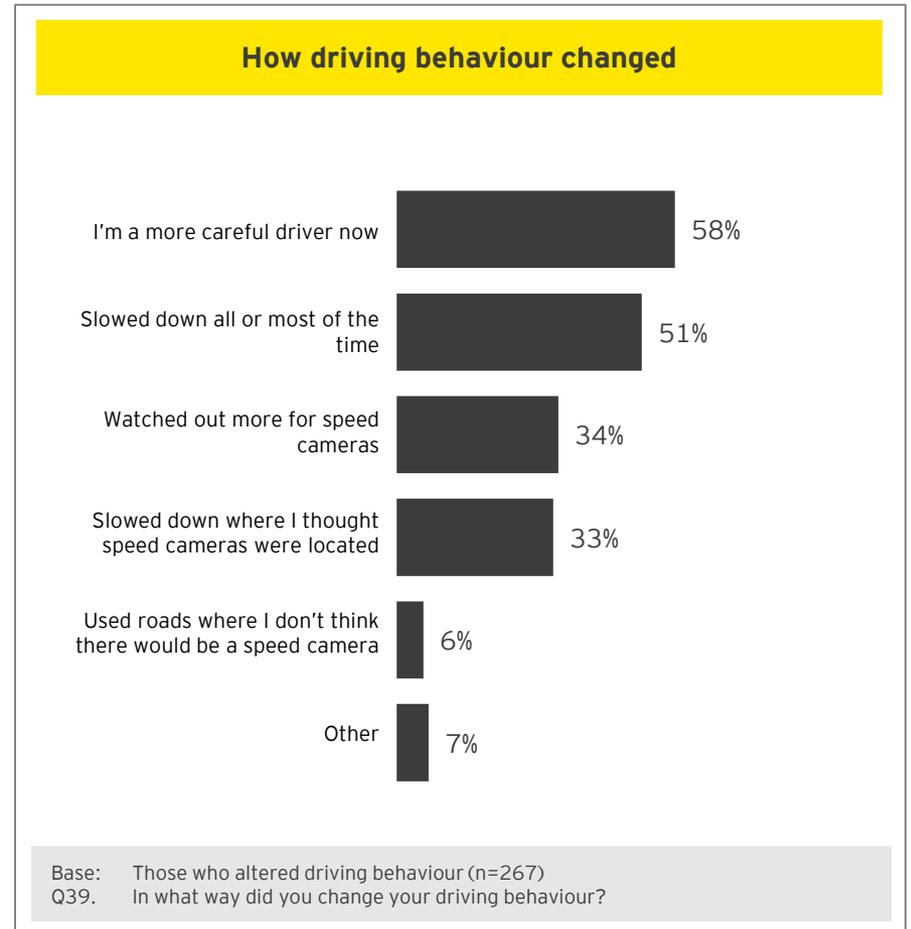
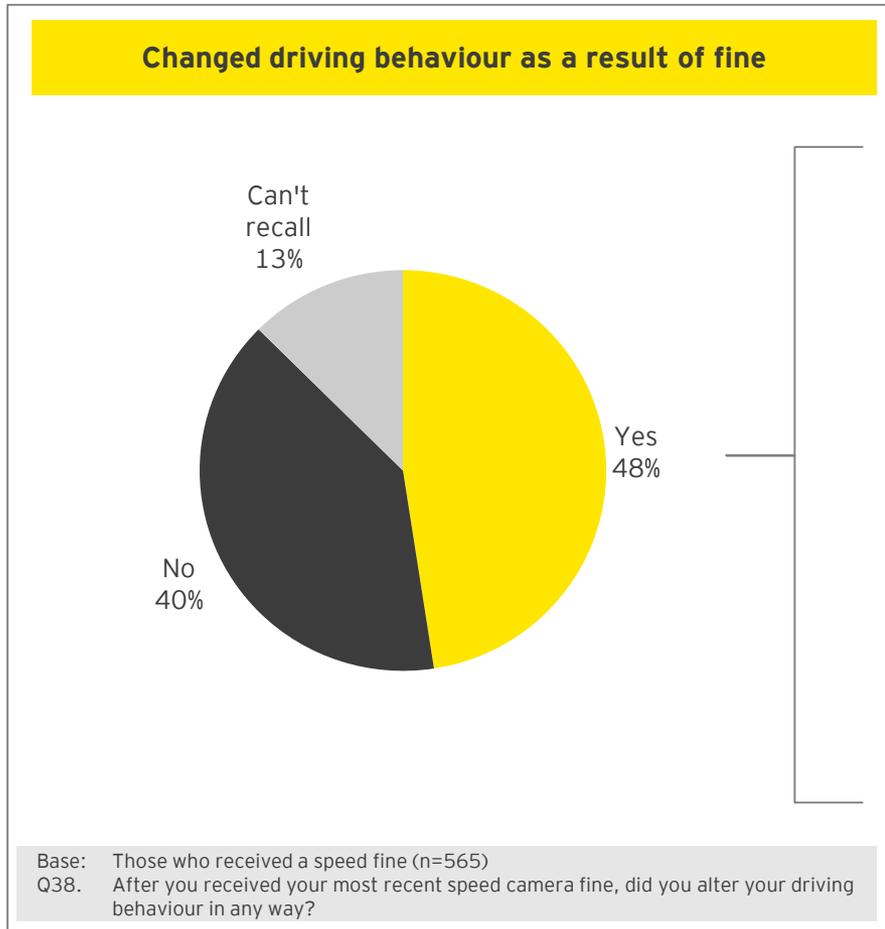
- ▶ Amongst those who disagree with the speeding infringement issued to them, the most common explanations provided are conflicting speedometer readings and consistency with the speed other motorists where travelling
- ▶ A lack of trust in speed cameras is the next most popular sentiment and poor signage is cited by one in ten of those affected



Base: Those who did not agree they were speeding when fined (n=217) Note: All others mentioned by <2%
Q37. You indicated that you didn't think you were speeding the last time you received a fine. For what reason(s) do you say that?

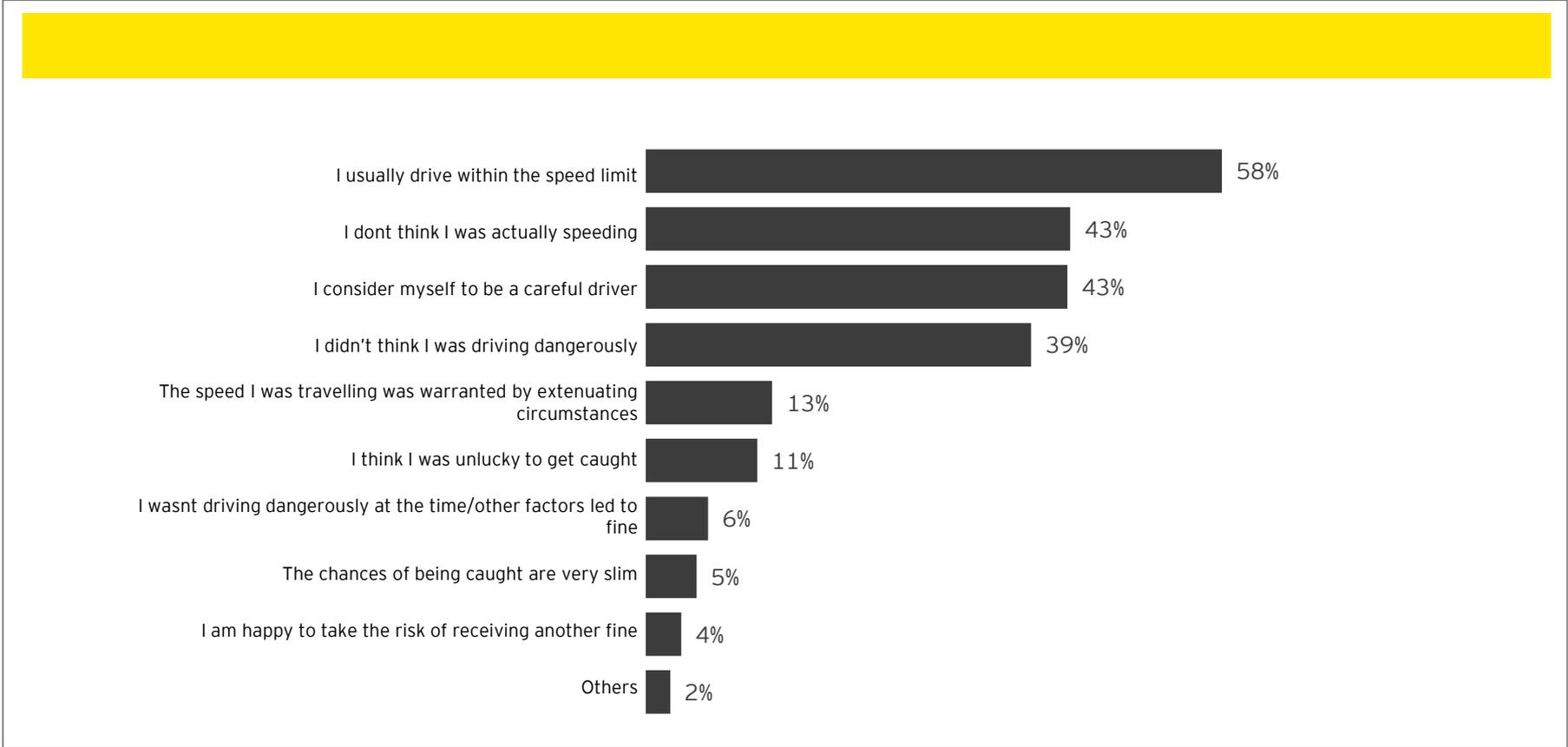
Driving behaviour changes as a result of fines

- ▶ Nearly one in two (48%) respondents who have received a speeding fine indicate that they have subsequently changed their driving behaviour
- ▶ The most common behavioural changes are becoming a more careful driver (58%) and slowing down all or most of the time (51%)



Reason for not altering driving behaviour after speeding fine

- ▶ Amongst those who have not altered their behaviour, around six in ten (58%) have not done so because they believe that they usually drive within the speed limit
- ▶ The next most commonly held perceptions are that their fine was either a behavioural aberration or unjustified

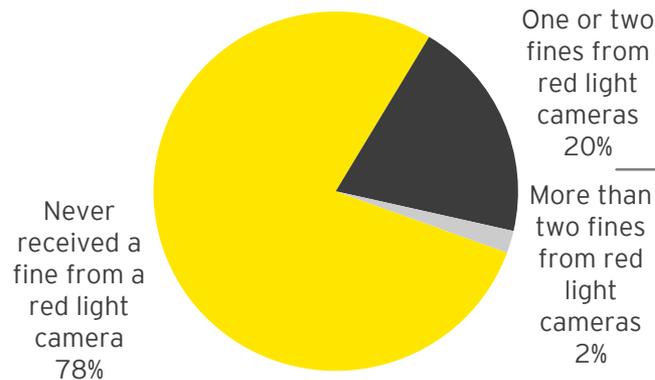


Base: Those who did not alter driving behaviour (n=230)
 Q40. Why didn't you change your driving behaviour?

Experience with red light camera fines

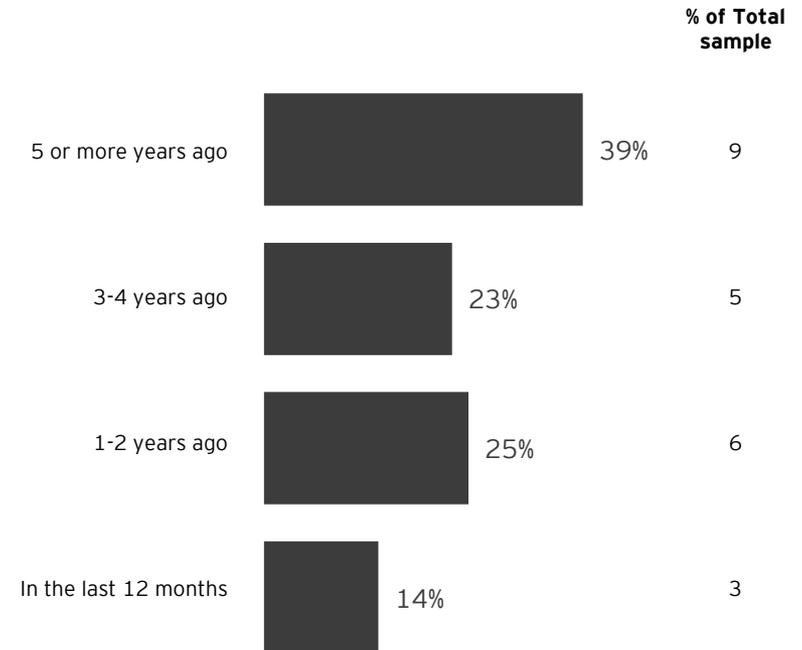
- ▶ Almost eight in ten (78%) Victorians have never received a fine from a red light camera and very few (2%) have received more than two fines.
- ▶ Males are significantly more likely to have received at least one or two fines, compared to females (24% to 17%). Victorians who drive/have driven for a living are more likely to have received either one or two fines (29%) or more than two fines (6%). The same is true for those who have a collision history (24% and 4%, respectively)

Number of red light camera fines



Base: Total sample (n=1204)
 Q41. Now thinking about red light cameras, which of the following statements best describes your experience with red light cameras?

Timing of most recent red light camera fine

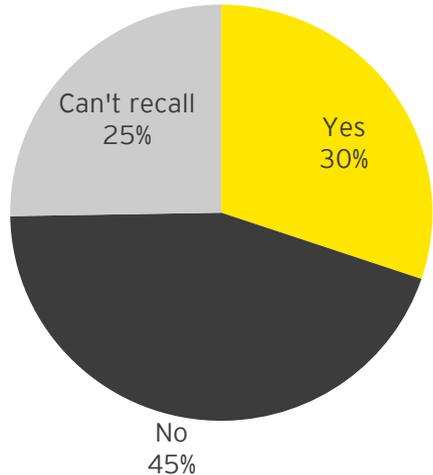


Base: Those who received fine from red light camera (n=278)
 Q42. When was the last time you received a fine from a red light camera?

Experience with red light camera fines

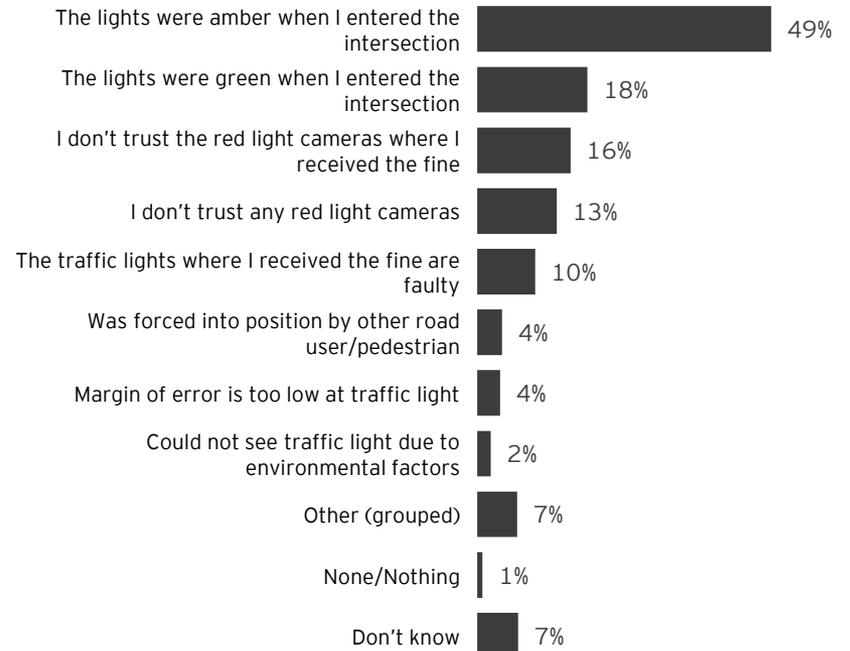
- ▶ Close to one in two (45%) of those who received fines do not believe they were actually travelling through a red light at the time
- ▶ Overwhelmingly, the most common rationale for not believing they were travelling through a red light at the time they were fined is that the lights were amber when they entered the intersection

Personal red light infringement perceptions



Base: Those who received fine from red light camera (n=278)
 Q43. Did you actually think you had travelled through a red light at the time?

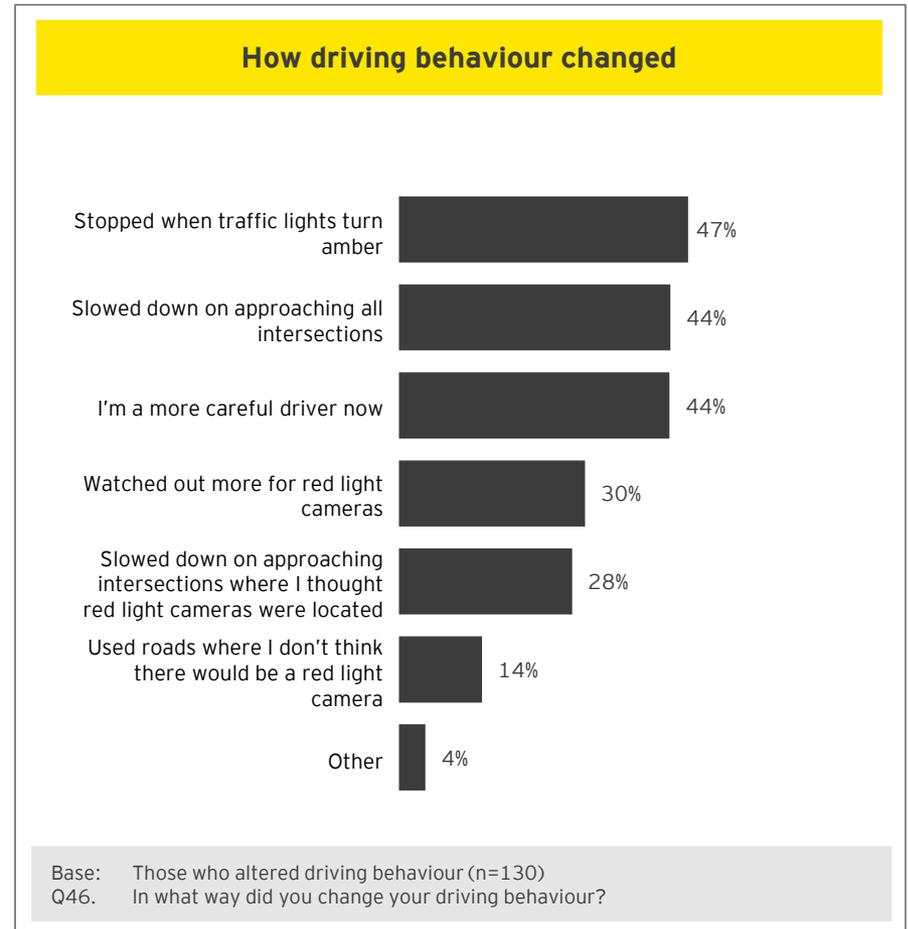
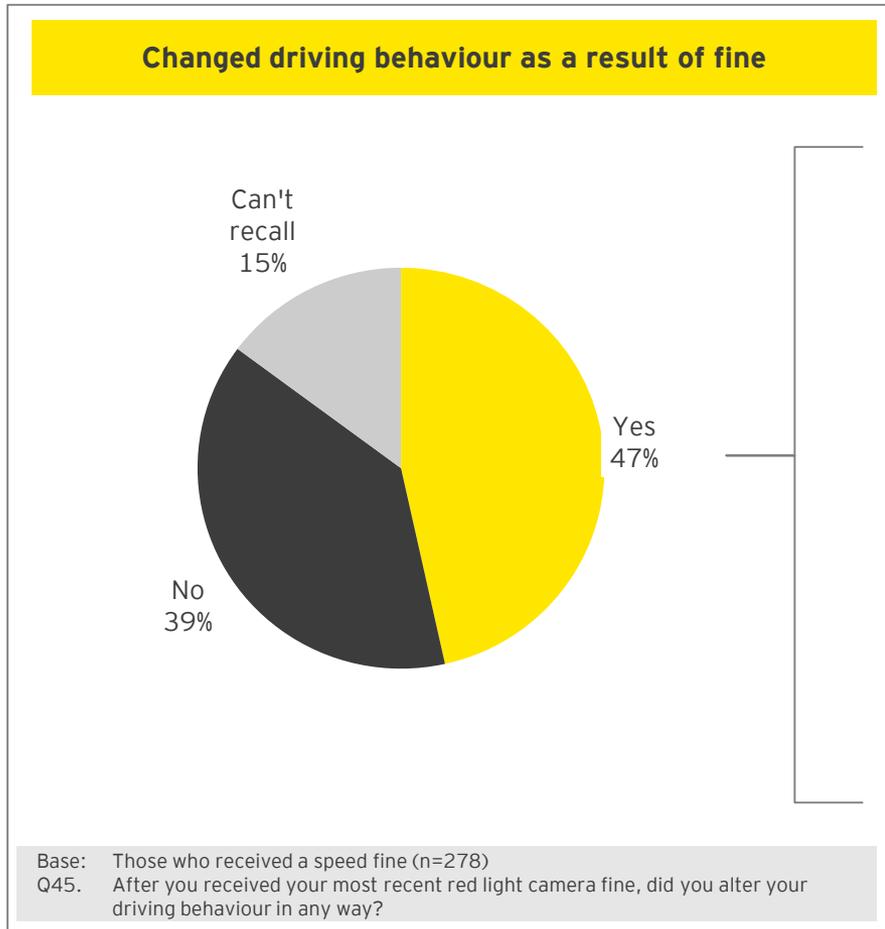
Reasons for thinking fine was not fair



Base: Those who didn't think they travelled through red light when they received fine (n=125)
 Q44. You indicated that you didn't think you had travelled through a red light the last time you received a fine. For what reason(s) do you say that?

Driving behaviour changes as a result of fines

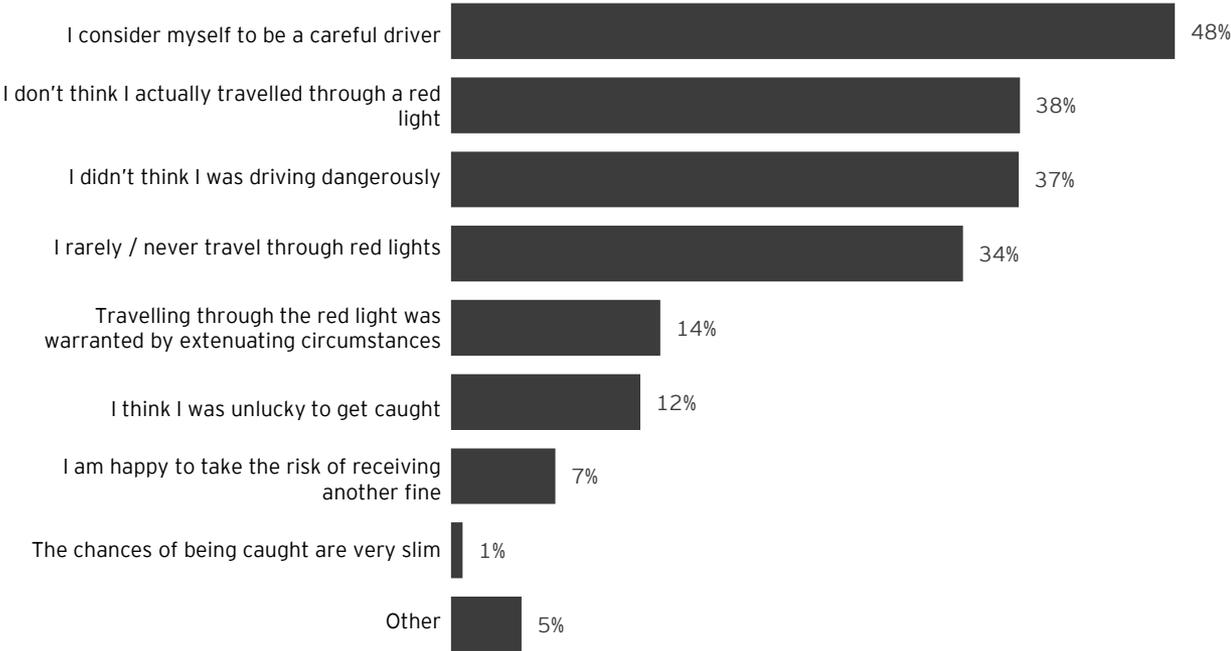
- ▶ Amongst those who received a red light camera fine, close to one in two (47%) have altered their driving behaviour. The most common behavioural changes are drivers stopping when traffic lights turn amber (47%), slowing down when approaching intersections (44%) and generally being more careful (44%)



Reason for not altering driving behaviour after red light camera fine

► Amongst those who did not alter their driving behaviour, around one in two (48%) consider themselves to already be careful drivers

Why driving behaviour did not change



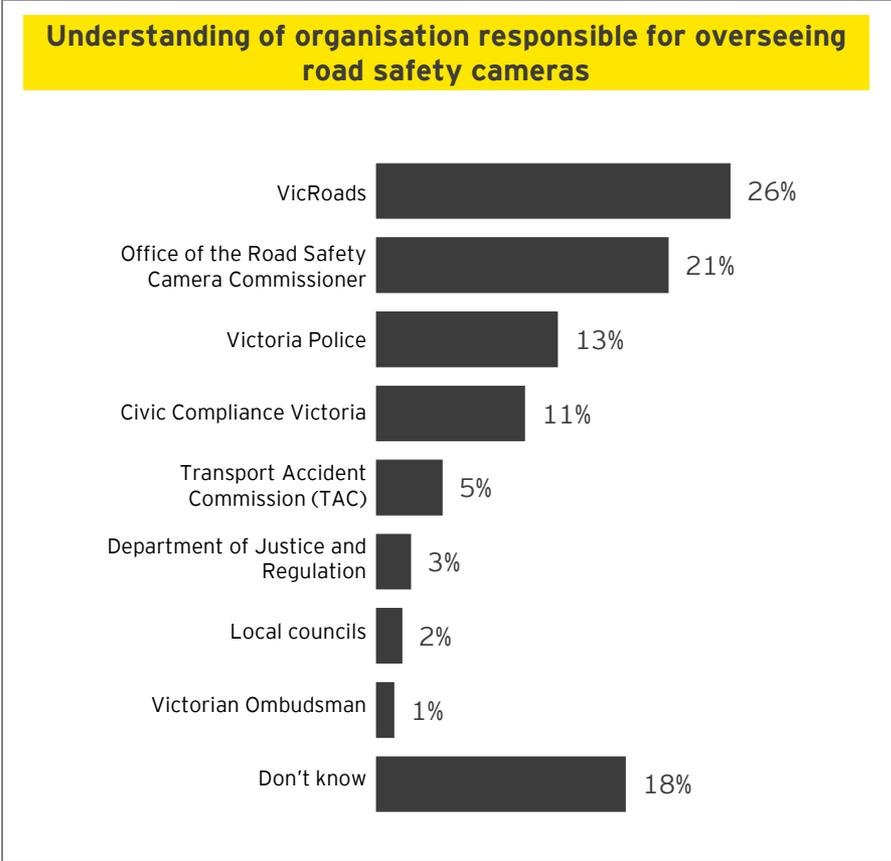
Base: Those who did not change behaviour after receiving fine from red light camera (n=107)
Q47. Why didn't you change your driving behaviour?



Awareness of the RSCC

Confidence in management of road safety cameras

- ▶ Around one in three (35%) Victorians aged 25 or over are at least somewhat more confident in the efficacy of road safety camera management in Victoria, compared to 5 years ago. Those who also drive, or have driven, for a living are significantly more likely to be confident that management has improved (49%).

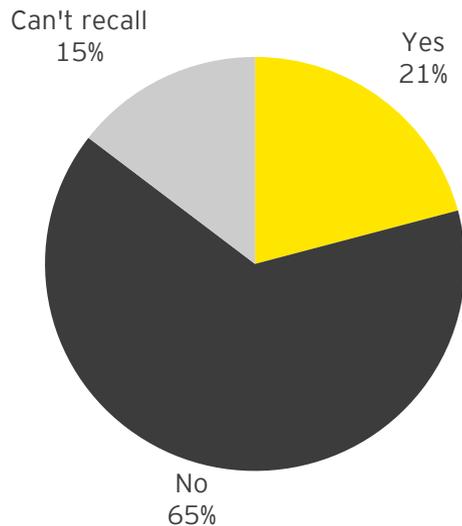


Base: Respondents aged 25 or over (n=1,087) / Total sample (n=1204)
 Q48. Compared to 5 years ago, how confident are you in the management of the road safety cameras in Victoria? / Q51. Which of the following organisations do you think is responsible for overseeing the road safety camera system?

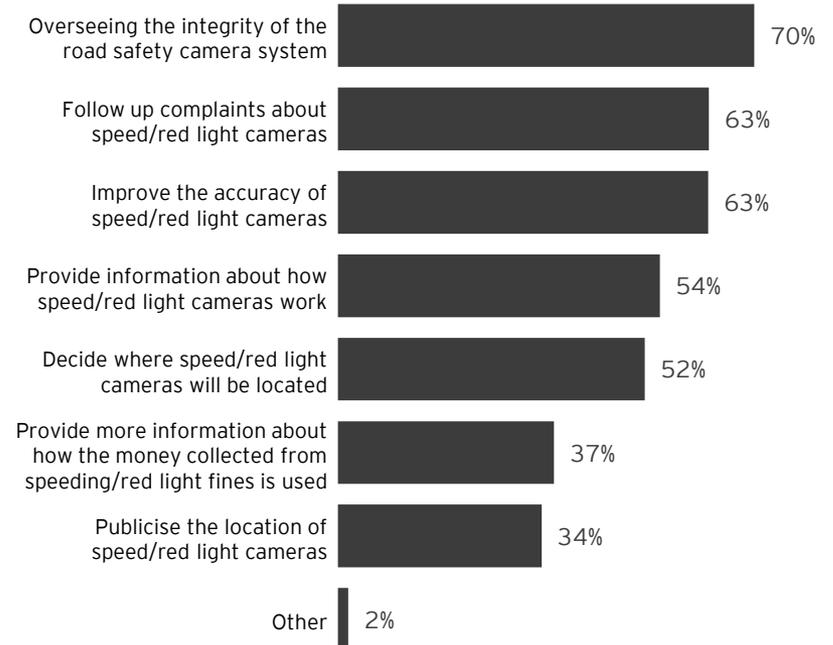
Awareness of the Office of the Road Safety Camera Commissioner

- ▶ One in five (21%) Victorians have heard of the Office of the RSCC, when prompted. Those who drive/have driven for a living are significantly more like to have heard of the RSCC (35%)
- ▶ The primary function of the Office of the RSCC is viewed as overseeing the integrity of the system

Heard of the Office of the Road Safety Camera Commissioner



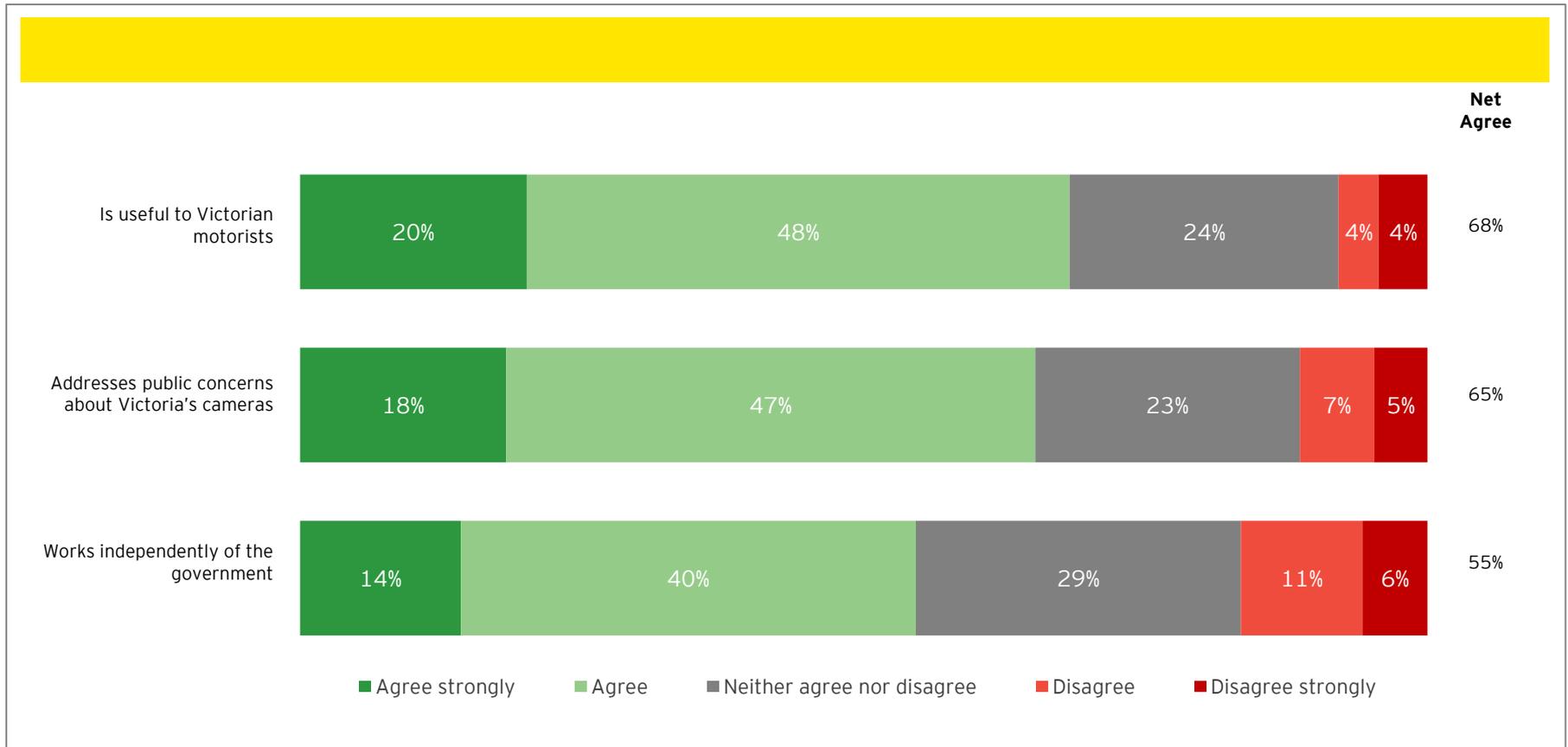
Perceived roles of the Office of the Road Safety Camera Commissioner



Base: Total sample (n=1204) / Respondents aware of the RSCC (n=249)
 Q52. As you may have indicated, the organisation is the Office of the Road Safety Camera Commissioner. Have you heard of this organisation before today? / Q54C. What do you think are the roles of the Office of the Road Safety Camera Commissioner

Perceptions of the Office of the Road Safety Camera Commissioner

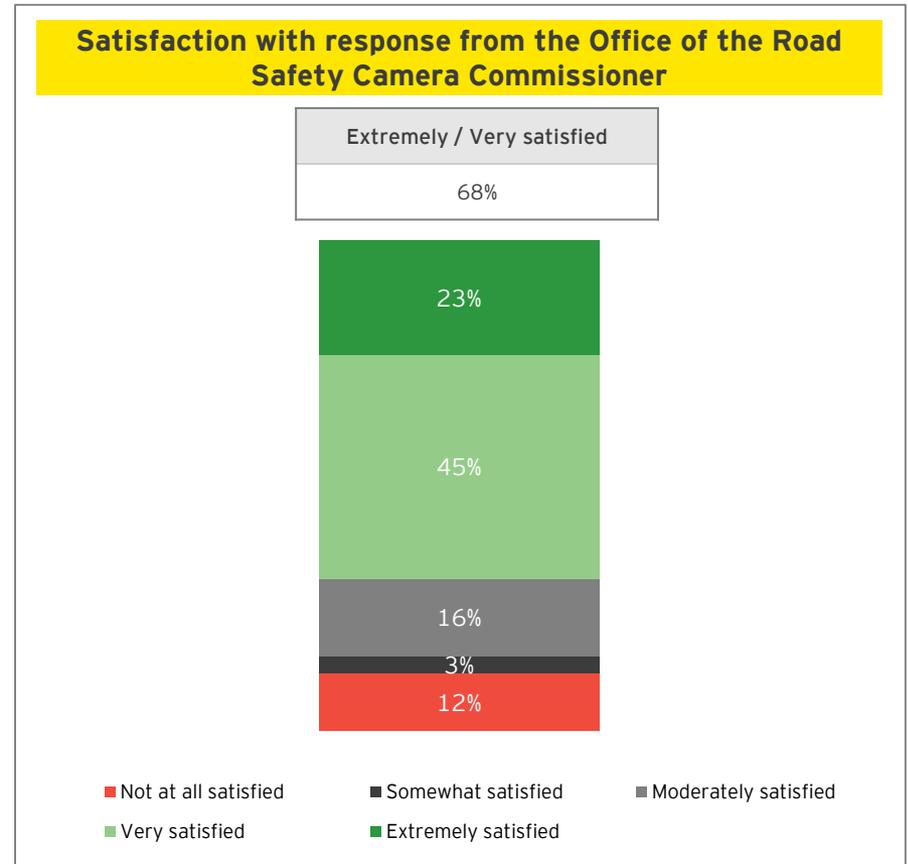
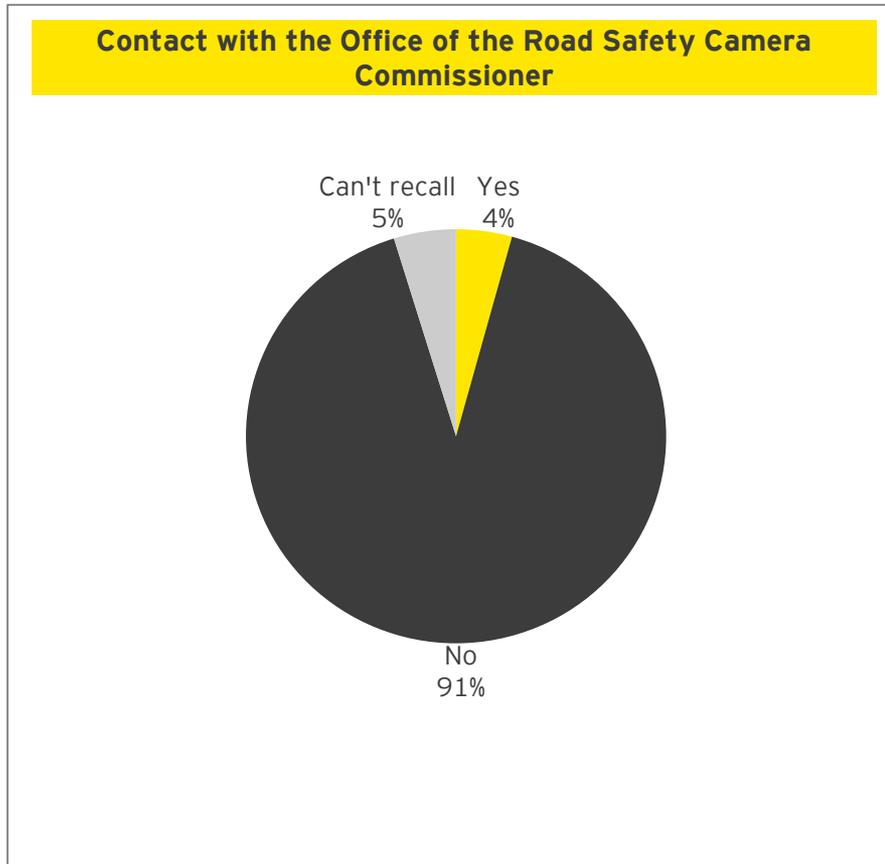
- ▶ Approximately four in ten (42%) Victorians agree that Office of the Road Safety Camera Commissioner is useful to Victorian motorists. An even greater proportion of those who drive/have driven for a living (50%) agree with this statement.
- ▶ Three in ten (29%) agree that the RSCC works independently of the government.



Base: Aware of the Office of the Road Safety Camera Commissioner (n=249)
 Q55. To what extent do you agree or disagree with the following statements about the Office of the Road Safety Camera Commissioner?

Satisfaction with the Office of the Road Safety Camera Commissioner

- ▶ Nine in ten (91%) Victorians have not had any contact with the Office of the Road Safety Camera Commissioner
- ▶ Amongst those who have had contact with the Office of the Road Safety Camera Commissioner, two in three (68%) are satisfied with the response they received



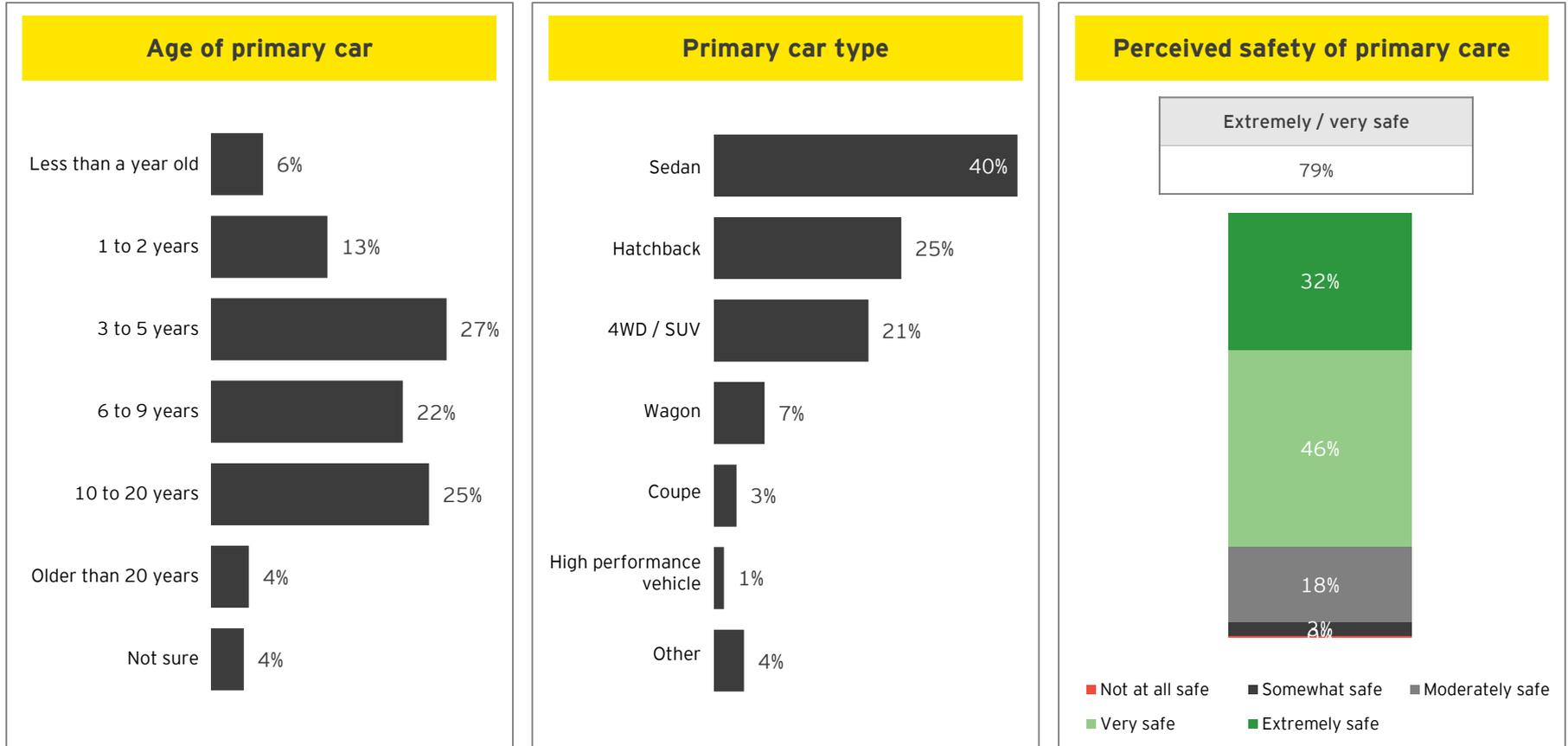
Base: Total sample (n=1204) / Those who contacted RSCC (n=52)
 Q56. Have you ever had any contact with the Office of the Road Safety Camera Commissioner? / Q57. How satisfied were you with the response you received from the Office of the Road Safety Camera Commissioner?



Safety perceptions

Safety attributes of cars

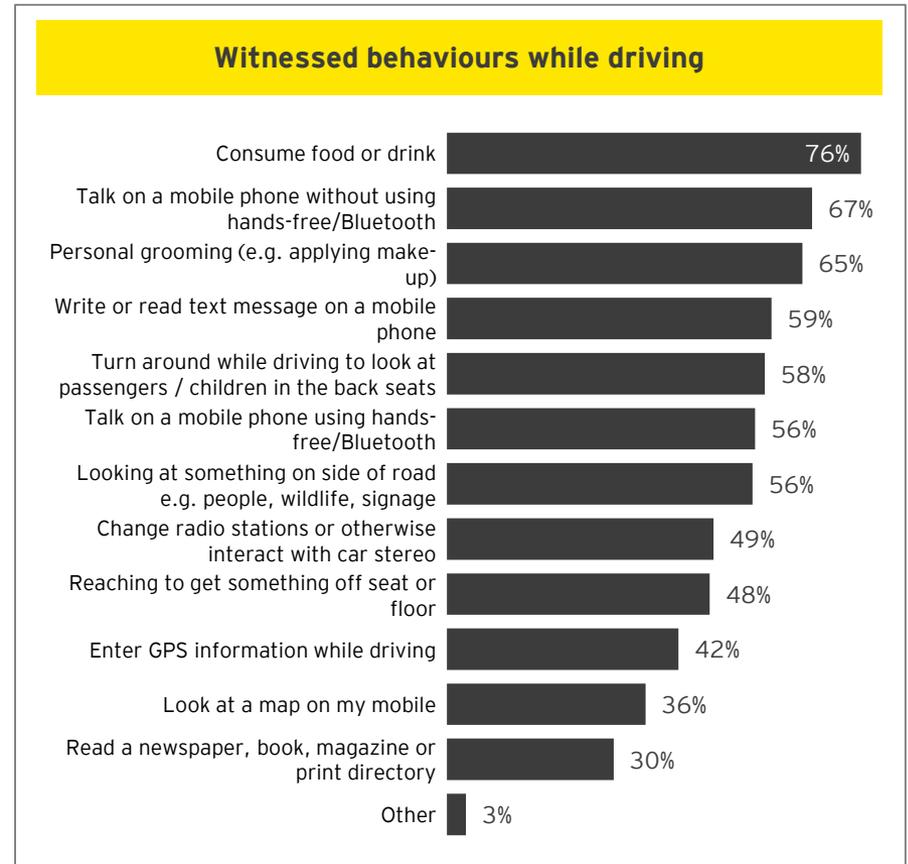
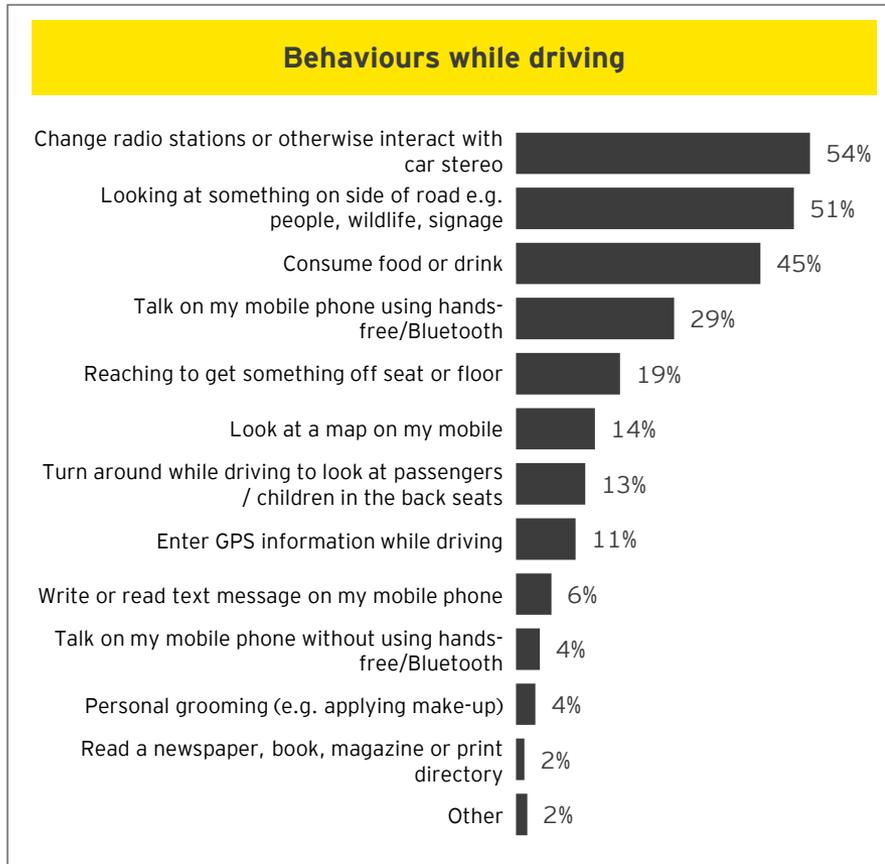
- ▶ Eight in ten (79%) Victorians, who drive a car, consider their primary car to be very safe or extremely safe
- ▶ Those driving a 4WD / SUV are far more inclined to consider their car very or extremely safe (91%) when compared to drivers of other cars (76%)
- ▶ The age of the car is inversely linked to perceptions of safety



Base: Drive a vehicle (n=1145) / Drive a car (n=1133)
 Q59. How old is the car that you primarily drive? / Q60. Which of these best describes the type of car that you primarily drive? / Q61. How safe do you consider your primary car to be?

Driving behaviours

- ▶ Two in three (67%) Victorians have witnessed others talk on their mobile phone without using hands free, but less than one in twenty (4%) admit to doing so themselves



Base: Drive a vehicle (n=1133) / Total sample (n=1204)
 Q62. Which of the following do you ever do while driving? / Q63. Which of the following have you ever seen other drivers/riders do when they are while driving/riding?



Appendix

Support for road safety initiatives - by subgroup

Support for road safety initiatives															
		Age				Gender		Location			Employment		Frequency driving		
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Less than weekly (%)
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
Random breath testing to detect drink drivers	86	80▼	77▼	92▲	95▲	82▼	89▲	81▼	88	90	83▼	90▲	86	89	76▼
Rewarding drivers by lowering registration or licence renewal fees if they haven't received a speeding fine in the previous 5 years	85	76▼	81	89▲	91▲	80▼	89▲	77▼	88▲	89	83	88	85	86	80
Random testing to detect drug drivers	84	72▼	76▼	91▲	95▲	81▼	87▲	77▼	86	89	81▼	89▲	85	86	69▼
More prominent signposting of speed limits	82	73▼	75▼	87▲	91▲	78▼	85▲	76▼	83	88▲	79▼	86▲	83	81	77
Red light cameras at intersections	65	60	59▼	65	76▲	64	66	64	65	67	61▼	71▲	64	71▲	60
Fixed speed cameras at intersections	58	54	53	56	69▲	57	59	56	60	59	54▼	65▲	57	64▲	53

Base: Total sample (n=1204)
Q18. To what extent do you support or oppose each of these road safety initiatives?

▲ ▼ Significant difference within subgroups

Support for road safety initiatives - by subgroup

Support for road safety initiatives										
		Red light fines			Speeding fines			Drive for a living		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Currently drive for a living (%)	Have driven for a living (%)	Never driven for a living (%)
n	1204	926	248	30	640	472	92	136	142	926
Random breath testing to detect drink drivers	86	88▲	80▼	64▼	87	85	79	68▼	83	89▲
Rewarding drivers by lowering registration or licence renewal fees if they haven't received a speeding fine in the previous 5 years	85	86	81	65▼	86	85	75▼	63▼	82	88▲
Random testing to detect drug drivers	84	86▲	79	55▼	85	83	77	64▼	79	88▲
More prominent signposting of speed limits	82	83▲	79	51▼	82	82	81	64▼	78	85▲
Red light cameras at intersections	65	69▲	54▼	46	70	61	45▼	53▼	59	68▲
Fixed speed cameras at intersections	58	61▲	50▼	41	63	55	43▼	50	51	61▲

Base: Total sample (n=1204)
 Q18. To what extent do you support or oppose each of these road safety initiatives?

▲ ▼ Significant difference within subgroups

Support for road safety initiatives - by subgroup

Support for road safety initiatives															
		Age				Gender		Location			Employment		Frequency driving		
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Less than weekly (%)
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
Fixed speed cameras on freeways or tollways	57	53	56	54	64▲	54	59	59	55	56	55	59	56	61	53
Increasing the number of speed or red light cameras if the proceeds made went directly to road safety	56	55	50▼	55	66▲	56	56	51▼	58	60	53▼	61▲	57	59	48
Mobile speed cameras	52	48	50	46	61▲	50	53	52	50	54	49	56	51	56	46
Punishing drivers with higher registration or licence renewal fees if they have received a speeding fine in the previous 5 years	42	41	45	38	42	42	41	43	42	39	40	43	39	46	46
Lowering speed limits	23	26	26	22	17▼	23	22	28▲	22	15▼	23	21	21	24	28

Base: Total sample (n=1204)

Q18. To what extent do you support or oppose each of these road safety initiatives?

▲ ▼ Significant difference within subgroups

Support for road safety initiatives - by subgroup

Support for road safety initiatives										
		Red light fines			Speeding fines			Drive for a living		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Currently drive for a living (%)	Have driven for a living (%)	Never driven for a living (%)
n	1204	926	248	30	640	472	92	136	142	926
Fixed speed cameras on freeways or tollways	57	59▲	48▼	40	63▲	52▼	37▼	56	50	58
Increasing the number of speed or red light cameras if the proceeds made went directly to road safety	56	59▲	50	43	61▲	53	40▼	54	53	57
Mobile speed cameras	52	55▲	39▼	51	57▲	47	33▼	51	47	52
Punishing drivers with higher registration or licence renewal fees if they have received a speeding fine in the previous 5 years	42	43	36	43	48▲	36▼	23▼	43	37	42
Lowering speed limits	23	24	17	35	27▲	16▼	22	38▲	17	21

Base: Total sample (n=1204)
Q18. To what extent do you support or oppose each of these road safety initiatives?

▲ ▼ Significant difference within subgroups

Agree with road safety statements - by subgroup

Attitudes towards road safety cameras															
	TOTAL	Age				Gender		Location			Employment		Frequency driving		
		18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Less than weekly (%)
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
If I know there is a speed camera operating in the area I tend to slow down	59	66	64	59	49▼	60	59	59	62	54	64▲	52▼	62	55	55
Red light cameras help to make our roads safer	57	61	54	53	61	59	56	61	55	56	57	57	57	60	54
If a driver disagrees with a fine issued from a speed/red light camera, there is a suitable process to review the situation	57	51	55	58	64	55	60	52	62▲	55	56	59	58	59	46
Speed cameras help to make our roads safer	57	62	54	49	62	55	58	60	54	57	57	55	54	62	58
Speed cameras are more about making money than road safety	54	50	55	62▲	48	56	52	53	55	52	57	49	56	51	47
Drivers should be alerted about the location of speed/red light cameras	52	52	58	54	44▼	54	50	56	54	41▼	56▲	46▼	54	49	48

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Agree with road safety statements - by subgroup

Attitudes towards road safety cameras							
		Speeding Fines			Drive for a living		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Currently drive for a living (%)	Have driven for a living (%)	Never driven for a living (%)
n	1204	640	472	92	136	142	926
If I know there is a speed camera operating in the area I tend to slow down	59	55▼	63	74	62	55	60
Red light cameras help to make our roads safer	57	61	56	42▼	68	50	57
If a driver disagrees with a fine issued from a speed/red light camera, there is a suitable process to review the situation	57	60	55	47	60	60	56
Speed cameras help to make our roads safer	57	62▲	53	36▼	61	52	56
Speed cameras are more about making money than road safety	54	50	56	67	59	54	53
Drivers should be alerted about the location of speed/red light cameras	52	50	52	66	67▲	47	51

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Agree with road safety statements - by subgroup

Attitudes towards road safety cameras															
	TOTAL	Age				Gender		Location			Employment		Frequency driving		
		18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Drive/ride less than weekly
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
Red light cameras are more about making money than road safety	50	49	52	55	42 ▼	48	51	52	49	46	52	45	52	46	42
Independent checks are conducted regularly to ensure speed/red light cameras are accurate	44	41	45	43	47	48	40	44	44	44	45	43	44	44	44
The government provides adequate access to information about how speed/red light cameras work	36	37	37	36	33	36	35	38	35	34	38	31	37	35	32
Speed cameras allow for a suitable margin of error	35	38	39	34	27 ▼	37	33	40	33	31	38	30	35	32	40
I would like an additional speed camera in my local area	33	31	39	31	29	35	31	34	31	34	34	31	34	33	29
I would like an additional red light camera in my local area	32	34	36	31	28	36	29	37	31	28	35	27 ▼	34	29	31

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Agree with road safety statements - by subgroup

Attitudes towards road safety cameras							
		Speeding Fines			Drive for a living		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Currently drive for a living (%)	Have driven for a living (%)	Never driven for a living (%)
n	1204	640	472	92	136	142	926
Red light cameras are more about making money than road safety	50	47	50	62	56	48	49
Independent checks are conducted regularly to ensure speed/red light cameras are accurate	44	46	41	43	66▲	41	41▼
The government provides adequate access to information about how speed/red light cameras work	36	38	32	37	56▲	30	34
Speed cameras allow for a suitable margin of error	35	35	35	34	54▲	29	33
I would like an additional speed camera in my local area	33	36	30	21	54▲	37	29▼
I would like an additional red light camera in my local area	32	36	30	22	54▲	34	29▼

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q19. To what extent do you agree or disagree with the following statements about road safety cameras in Victoria?

Perceived effectiveness of road safety initiatives - by subgroup

Effectiveness of road safety initiatives															
		Age				Gender		Location			Employment		Frequency driving		
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Less than weekly (%)
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
Random breath testing to detect drink drivers	80	72▼	76	81	90▲	78	81	77	81	82	80	80	81	80	69▼
A greater visible police presence on the roads	78	70▼	70▼	83	90▲	76	81	73▼	81	80	77	82	81	78	64▼
Random testing to detect drug drivers	76	67▼	72	78	85▲	75	77	71	79	78	76	76	77	80	62▼
Better signposting of speed limits	64	70	66	75	76	70	73	68	74	74	71	73	72	73	66
Speed cameras near schools	58	60	59	62	73▲	64	64	65	63	64	62	67	64	66	57
Red light cameras at intersections	56	50▼	58	55	68▲	57	58	56	59	57	56	60	58	62	49

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

Perceived effectiveness of road safety initiatives - by subgroup

Effectiveness of road safety initiatives							
		Red light fines			Speeding fines		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)
n	1204	926	248	30	640	472	92
Random breath testing to detect drink drivers	80	81	77	52 ▼	80	81	74
A greater visible police presence on the roads	78	80	76	48 ▼	78	81	65 ▼
Random testing to detect drug drivers	76	78 ▲	70	56	76	77	68
Better signposting of speed limits	64	73	70	61	73	71	61
Speed cameras near schools	58	66	57	57	67	64	41 ▼
Red light cameras at intersections	56	59	52	55	60	57	44

Base: Total sample (n=1204)

▲ ▼ Significant difference within subgroups

Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

Perceived effectiveness of road safety initiatives - by subgroup

Effectiveness of road safety initiatives															
	TOTAL	Age				Gender		Location			Employment		Frequency driving		
		18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	Inner Metro (%)	Outer Metro (%)	NET: Regional (%)	Employed (%)	Unemployed (%)	Daily (%)	Weekly (%)	Less than weekly (%)
n	1204	262	337	320	285	602	599	393	589	222	754	443	774	301	129
Fixed speed cameras on freeways or tollways	56	54	56	51	61	55	56	56	54	57	55	56	55	60	48
Fixed speed cameras at intersections	54	52	52	51	59	53	54	54	53	55	53	55	54	56	48
Having the cost of vehicle registration or licence renewal reflect the number of road safety camera infringements	53	53	55	51	52	51	55	52	53	52	53	52	53	56	43
Fixed speed cameras on local roads	50	47	52	50	52	50	51	52	50	50	51	50	50	56	43
Mobile speed cameras	50	46	49	45	59▲	48	52	52	47	54	49	51	50	54	43
Lowering speed limits	31	28	37	32	25	29	32	34	30	26	33	27	28	34	36

Base: Total sample (n=1204)

Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

▲ ▼ Significant difference within subgroups

Perceived effectiveness of road safety initiatives - by subgroup

Effectiveness of road safety initiatives							
		Red light fines			Speeding fines		
	TOTAL	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)	Never received a fine (%)	Received one or two fines (%)	More than two fines (%)
n	1204	926	248	30	640	472	92
Fixed speed cameras on freeways or tollways	56	57	50	52	58	56	36▼
Fixed speed cameras at intersections	54	56	45	52	57	52	38
Having the cost of vehicle registration or licence renewal reflect the number of road safety camera infringements	53	54	47	52	56	52	33▼
Fixed speed cameras on local roads	50	52	43	48	53	50	36
Mobile speed cameras	50	51	46	44	53	49	34▼
Lowering speed limits	31	31	28	46	35▲	26	24

Base: Total sample (n=1204)

Q20. To what extent do you think each of these road safety initiatives is effective or ineffective for improving road safety?

▲ ▼ Significant difference within subgroups

Experience with speed camera fines - by subgroup

Experience with speed camera fines - by subgroup																	
		Age				Gender		Car driven		Comparison to average driver		Peninsula Link drivers		Drive/ driven for a living		Collision history	
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	4WD/SUV (%)	Other car (%)	Better (%)	Same / worse (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
n	1,204	262	337	320	285	602	599	240	893	773	321	239	913	278	926	413	739
I have never received a fine from a speed camera	54	66▲	54	46▼	51	49	58▲	49	54	51	51	45	55▲	44	57▲	39	60▲
I have received one or two fines from speed camera	39	29▼	38	44	43	42	36	40	40	41	41	44	39	43	38	51▲	33
I have received more than two fines from speed cameras	7	6	9	10	6	9	6	12▲	6	8	8	11	7	13▲	6	10	6
Total have received fine	46	34▼	46	54▲	49	51▲	42	51	46	49	49	55▲	45	56▲	43	61▲	40

Base: Total sample (n=1204)

Q33. Thinking about both fixed and mobile speed cameras, which of the following statements best describes your experience with speed cameras? ▲ ▼ Significant difference within subgroups

Base: Those who received a speed fine (n=565)

Q34. When was the last time you received a fine from a speed camera - either a fixed or mobile speed camera?

Timing of speed camera fines - by subgroup

Timing of red light camera fines - by subgroup																	
		Age				Gender		Car driven		Comparison to average driver		Peninsula Link drivers		Drive/ driven for a living		Collision history	
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	4WD/SUV (%)	Other car (%)	Better (%)	Same / worse (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
n	1,204	50	88	77	63	166	112	60	207	194	75	69	205	195	59	413	739
I have never received a fine from a red light camera	54	66▲	54	46▼	51	49	58▲	49	54	51	51	45▼	55	44	56▲	39	60▲
In the last 12 months	6	9	7	7	3▼	6	6	9	5	7	5	6	6	7	6	7	6
1-2 years ago	10	12	14▲	6	7	14▲	6	13	10	11	10	12	10	18▲	8	16▲	7
3-4 years ago	11	10	10	14	9	11	11	10	12	11	12	13	11	13	10	12	11
5 or more years ago	19	4▼	16	27▲	29▲	20	19	20	20	19	22	24	19	17	20	27▲	16

Base: Total sample (n=1204)
 Q34. When was the last time you received a fine from a speed camera - either a fixed or mobile speed camera?

▲ ▼ Significant difference within subgroups

Experience with red light camera fines – by subgroup

Experience with red light camera fines – by subgroup																	
		Age				Gender		Car driven		Comparison to average driver		Peninsula Link drivers		Drive/ driven for a living		Collision history	
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	4WD/SUV (%)	Other car (%)	Better (%)	Same / worse (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
n	1,204	262	337	320	285	602	599	240	893	773	321	239	913	278	926	413	739
I have never received a fine from a red light camera	78	82	74	77	79	73	82▲	76	78	76	77	71▼	78	65	81▲	70	81▲
I have received one or two fines from red light cameras	20	14▼	23	21	20	24▲	17	22	20	22	20	25	20	29▲	18	26▲	18
I have received more than two fines from red light cameras	2	4	3	2	1	3	1	3	2	3	2	4	2	6▲	1	4▲	1
Total have received fine	22	18	26	23	21	27▲	18	24	22	24	23	29▲	22	35▲	19	30▲	19

Base: Total sample (n=1204)

Q41. Now thinking about red light cameras, which of the following statements best describes your experience with red light cameras?

▲ ▼ Significant difference within subgroups

Base: Those who received fine from red light camera (n=278)

Q42. When was the last time you received a fine from a red light camera?

Timing of red light camera fines - by subgroup

Timing of red light camera fines - by subgroup																	
		Age				Gender		Car driven		Comparison to average driver		Peninsula Link drivers		Drive/ driven for a living		Collision history	
	TOTAL	18-29 yrs (%)	30-44 yrs (%)	45-59 yrs (%)	60+ yrs (%)	Male (%)	Female (%)	4WD/SUV (%)	Other car (%)	Better (%)	Same / worse (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
n	1,204	50	88	77	63	166	112	60	207	194	75	69	205	195	59	413	739
I have never received a fine from a red light camera	78	82	74	77	79	73▼	82	76	78	76	77	71▼	78	65	81▲	70	81▲
In the last 12 months	3	4	5	3	1	2	4	2	3	2	5	6▲	2	5	2	4	2
1-2 years ago	6	7	8	3	4	7	4	5	6	6	6	8	5	10▲	4	9▲	4
3-4 years ago	5	5	5	6	5	7	4	5	5	6	5	5	5	10▲	4	7	4
5 or more years ago	9	2▼	9	12	10	11▲	6	12	8	10	8	9	9	10	9	11	8

Base: Total sample (n=1204)

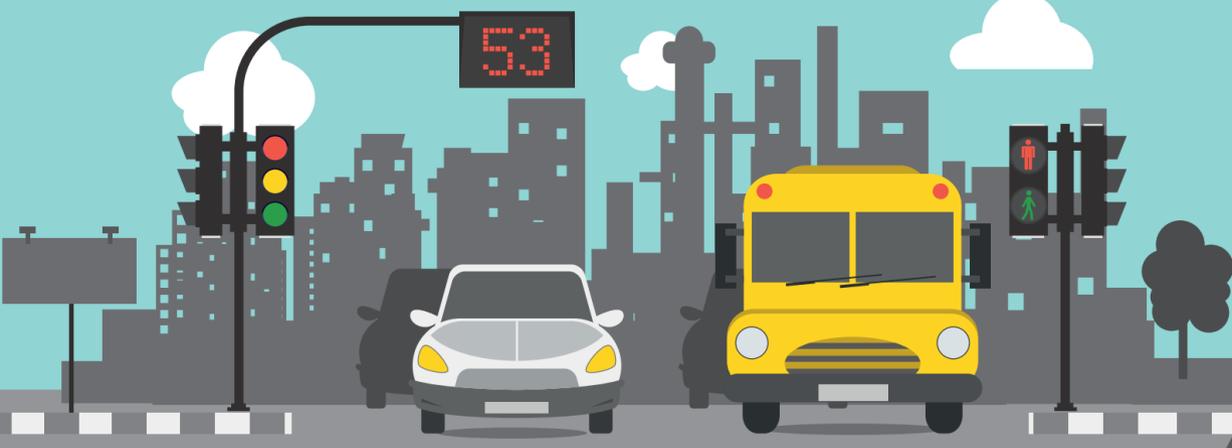
Q41. Now thinking about red light cameras, which of the following statements best describes your experience with red light cameras?

▲ ▼ Significant difference within subgroups

Base: Those who received fine from red light camera (n=278)

Q42. When was the last time you received a fine from a red light camera?

Community perceptions of ROAD SAFETY CAMERAS



Driving behaviour



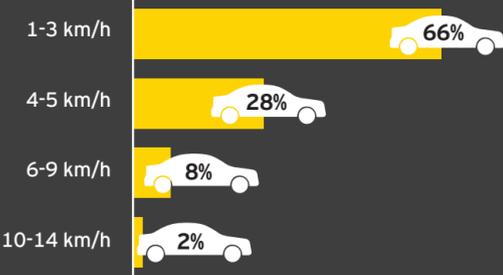
72% of Victorians admit to exceeding the speed limit



35% of Victorians admit to intentionally exceeding the speed limit

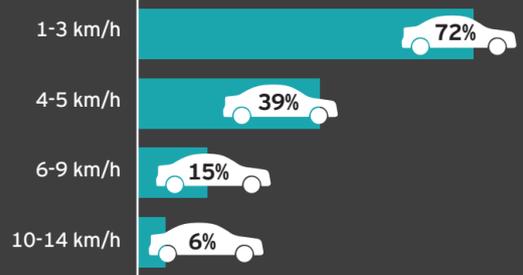
Do not consider to be speeding*

Above the limit



Do not consider to be dangerous driving*

Above the limit



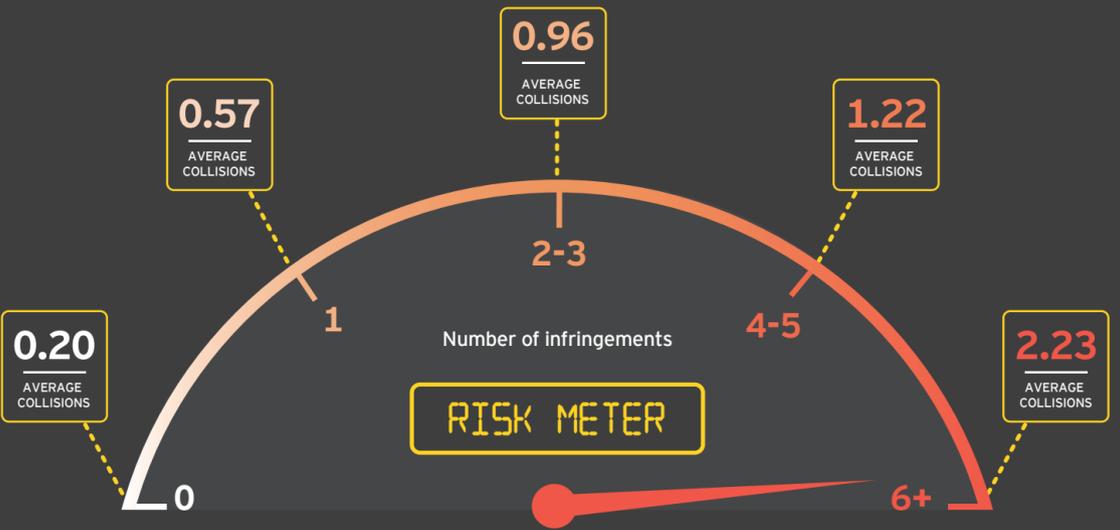
Attitudes towards road safety cameras

Victorians who have had a traffic infringement (outside of parking fines) are **three times more likely** to have had a collision when compared to those who haven't (49% vs. 16%)



49% of those who have had an infringement have also had a collision at some point in time

82% of those who have had a collision before have also had an infringement



Attitudes to road safety initiatives

Support for road safety initiatives

Top 3 supported...



86% support random breath testing to detect drink drivers



85% support rewarding drivers by lowering registration or licence fees if they haven't received speeding fines



84% support random testing to detect drug drivers

Bottom 3 supported...



23% support lowering speed limits



42% support punishing drivers with higher registration or licence fees if they have received speeding fines



52% support mobile speed cameras

Attitudes towards road safety cameras

Top 3 agree...



59% if I know there is a speed camera in the area I tend to slow down



57% red light cameras help make the roads safer



57% if a driver disagrees with a fine issued, there is a suitable process to review the situation

Bottom 3 agree...



32% would like an additional red light camera in their local area



33% would like an additional speed camera in their local area



35% speed cameras allow for a suitable margin of error

Experience with speed / red light camera fines



Top 3 reasons for not believing speeding infringement



42% believe their speedometer indicated they were travelling within the speed limit



36% believe everyone else was travelling the same speed



21% don't trust the speed camera where they received the fine



Top 3 reasons for not believing red light infringement



49% believe the lights were amber when they entered the intersection



18% believe the lights were green when they entered the intersection



16% don't trust the red light camera where they received the fine

*Average of responses when asked what constitutes speeding in a 40km/h zone, 50km/h zone, and 60km/h zone

These findings are based on 1,204 interviews conducted by EY Sweeney between 25 January and 14 February 2017. Sample for the survey was drawn from a leading sample provider and sample was selected randomly.

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EY Sweeney

MELBOURNE

8 Exhibition St
Melbourne VIC 3000 Australia
GPO Box 67 Melbourne VIC 3001
T 61 3 9288 8651

SYDNEY

200 George St
Sydney NSW 2000 Australia
GPO Box 2646 Sydney NSW 2001
T 61 2 9248 5060

PERTH

11 Mounts Bay Rd
Perth WA 6000 Australia
GPO Box M939 Perth WA 6843
T 61 8 9429 2222

CANBERRA

121 Marcus Clarke St
Canberra ACT 2601 Australia
GPO Box 281 Canberra ACT 2601
T 61 2 6267 3888



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