

# The 20mph limit paradox: drivers who support but don't comply.. and other mysteries of driving.

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**better**together











# Summary of key attitudes and behaviours that differentiate each group

Support and may comply:

*'put people ahead of traffic'*

49%

Support but may not comply:

*'other drivers are idiots'*

17%

Oppose but may comply:

*'stick to the rules'*

11%

Oppose and may not comply:

*'roads are for cars'*

23%

# What going on..?

## Mysteries of driver psychology



- ***These are any of the big factors in driver psychology...***
- ***Beliefs...***
- ***automatic responses...***
- ***default norms...***

I am a good driver

I am in control

The risks are low

I am law abiding

20 speed limit

I want to fit in

Sorry, what did you say?

This is my back yard

# So....

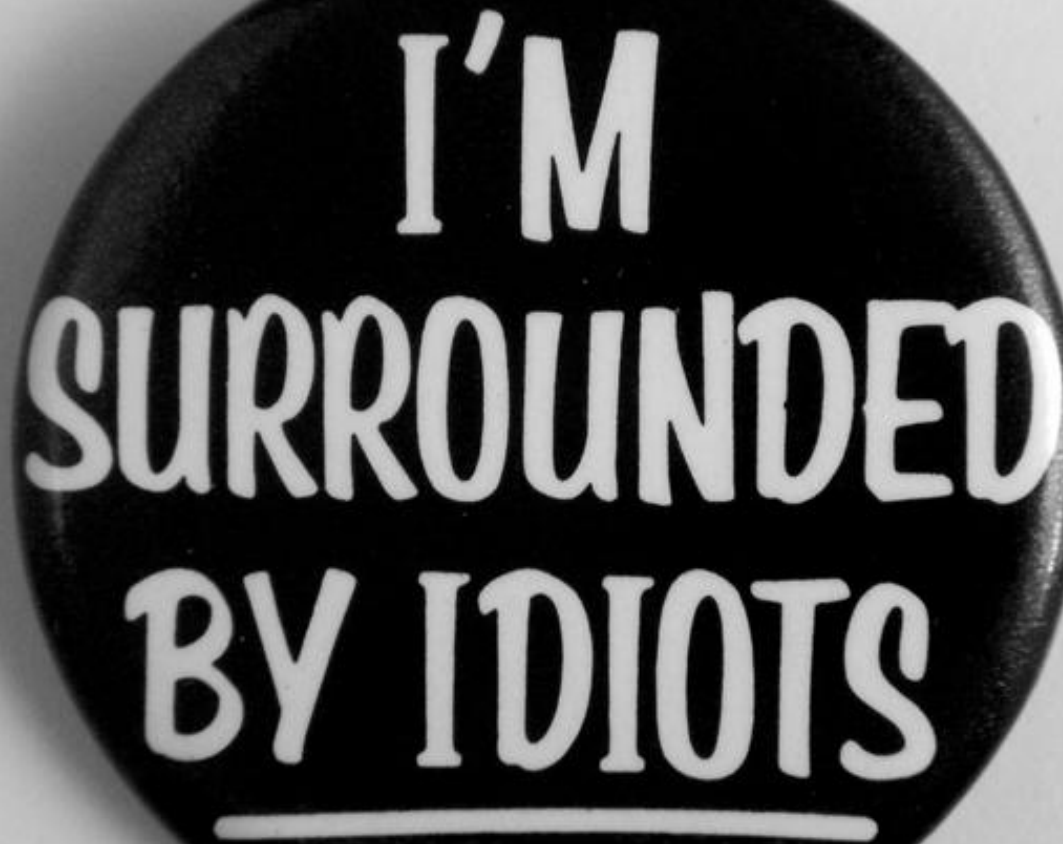
I am a good driver	These messages are for others
I am in control	I drive everyday and nothing bad happens
The risks are low	This won't happen to me
I am law abiding	These speed cameras are there to make money
20 speed limit	..= 28
I want to fit in	Everyone else on that road is going quickly
Sorry, what did you say?	Oh – were you talking to me.. About driving?
This is my back yard	So I'll drive carefully here.. But back to normal everywhere else

## Me.....

## So.....

## Underlying psychology....

I am a good driver	These messages are for others	<b><i>Self enhancement bias</i></b>
I am in control	I drive everyday and nothing bad happens	<b><i>Illusion of control</i></b>
The risks are low	This won't happen to me	<b><i>Judgement of risk</i></b>
I am law abiding	These speed cameras are there to make money	<b><i>Attitudes to the law</i></b>
20 speed limit	..= 28	<b><i>Personalisation of speed limits</i></b>
I want to fit in	Everyone else on that road is going quickly	<b><i>Copycat driving</i></b>
Sorry, what did you say?	Oh – were you talking to me.. About driving?	<b><i>Automaticity</i></b>
This is my back yard	So I'll drive carefully here.. But back to normal everywhere else	<b><i>JIMBY effect</i></b>



I'M  
SURROUNDED  
BY IDIOTS

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Specialist

# MOTORING OFFENCE

advice



ON YOUR SIDE



Innocent  
until  
**PROVED**  
guilty!

SPEED  
LIMIT  
25

YOUR SPEED  
29





**OH LOOK**



**WE HAVE A COPY CAT HERE**

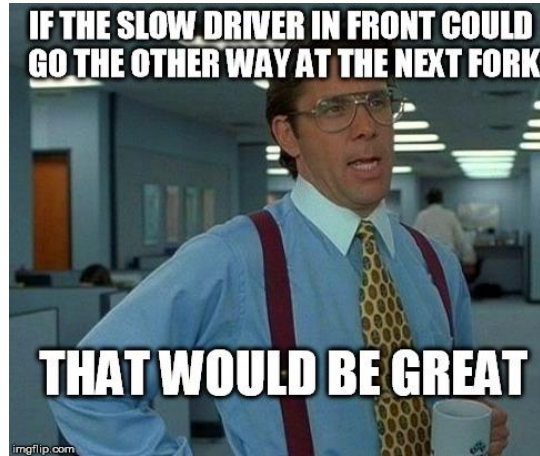
[quickmeme.com](http://quickmeme.com)



## Slow drivers

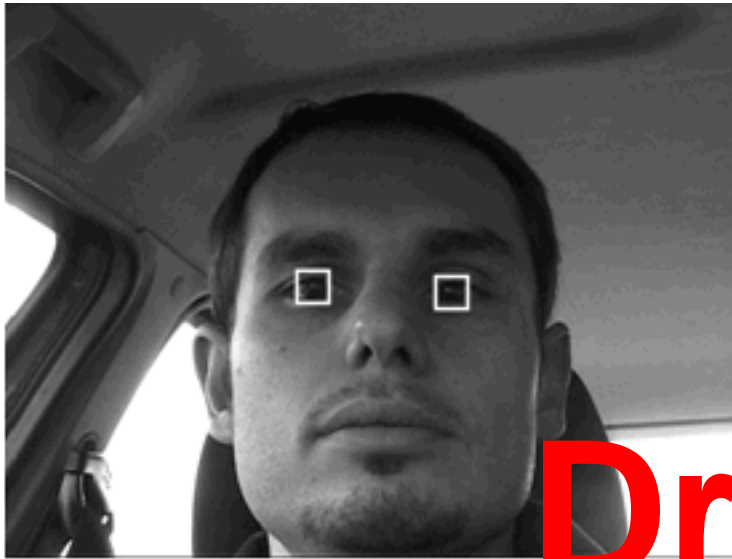


## Normal drivers



## Road hogs





**Driving**

**automaticity**

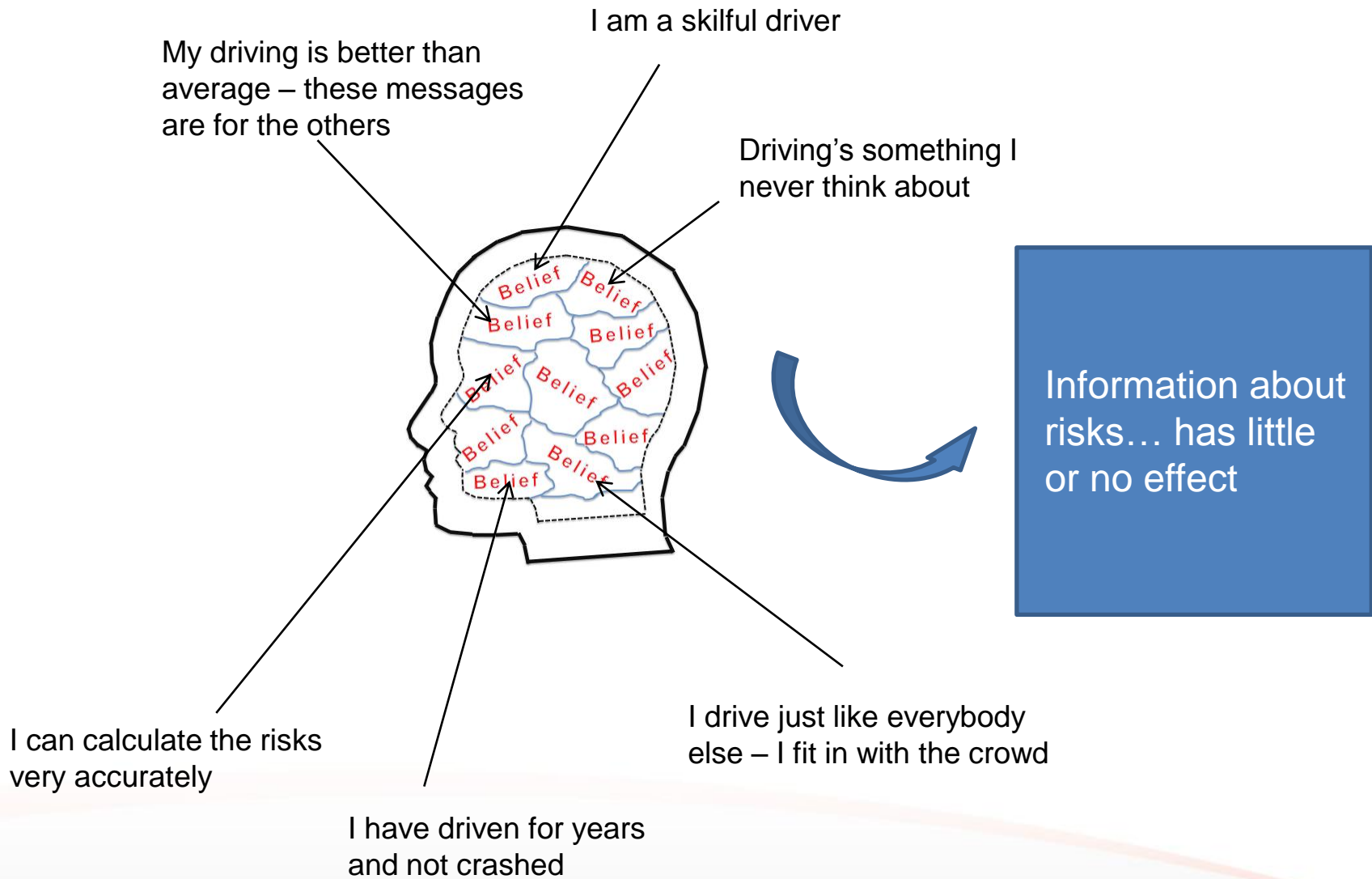




# YIMBY



## Yes In My Backyard



***So...to make further progress, do we need to think outside the box of the current design of road safety campaigns?***

# 3 Es and an M

## **enforcement**

firm but empathetic policing; but a visible presence is needed!

## **engineering**

streets to live in as well as drive through, in-car technology can also help

## **marketing**

Design skillful driving so that it is attractive, normal and easy to do.

## **education**

or to be more accurate, training!

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# Appreciate your time

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