

# Time and fuel effects of different travel speeds

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# Points to ponder

## Facts don't matter, only perceptions

- You can show people the risks, but they choose to speed anyway
- Is this because of how they 'perceive' travel time?
- Or is it the way they value time?
- What if they had more facts?
- Would it change their perceptions?



## 'Fast is good'

- Young male drivers
- More full time employed
- Less likely to be a passenger
- Average city / town / community
- More likely to drive to work and for work

23%

## 'Concerned but disengaged'



- Older (50+)
- Average male and female
- More retired
- More small town / less city

27%

## 'Safe speed advocate'

- Older (50+) females
- Drive less, more likely than other segments to be a passenger or public transport user
- Less likely to be employed full time
- More likely retired or stay at home parent
- Average city and town but more small community

19%

31%

## 'Care free'

- Average age across all bands
- Average male and female split
- More likely from city / less small town



## 'Safe speed advocate'



## 'Care free'



# Research objectives

## This research sought to...

- Explore how people perceive travel time
- Reveal the travel time and fuel costs of travelling at different maximum speeds



# Report #1

## Travel time perceptions...

- Do people overestimate or underestimate travel time savings when driving at different maximum speeds?
- Does their estimation vary by length of trip?
- Do people change their choice of speed when given more information?

# Report #1

## Results...

32% of drivers said they would speed to arrive at their destination sooner

48% said they would not, mainly to save fuel, or reduce the risk of either crashing or being caught speeding



# Report #1

## Results...

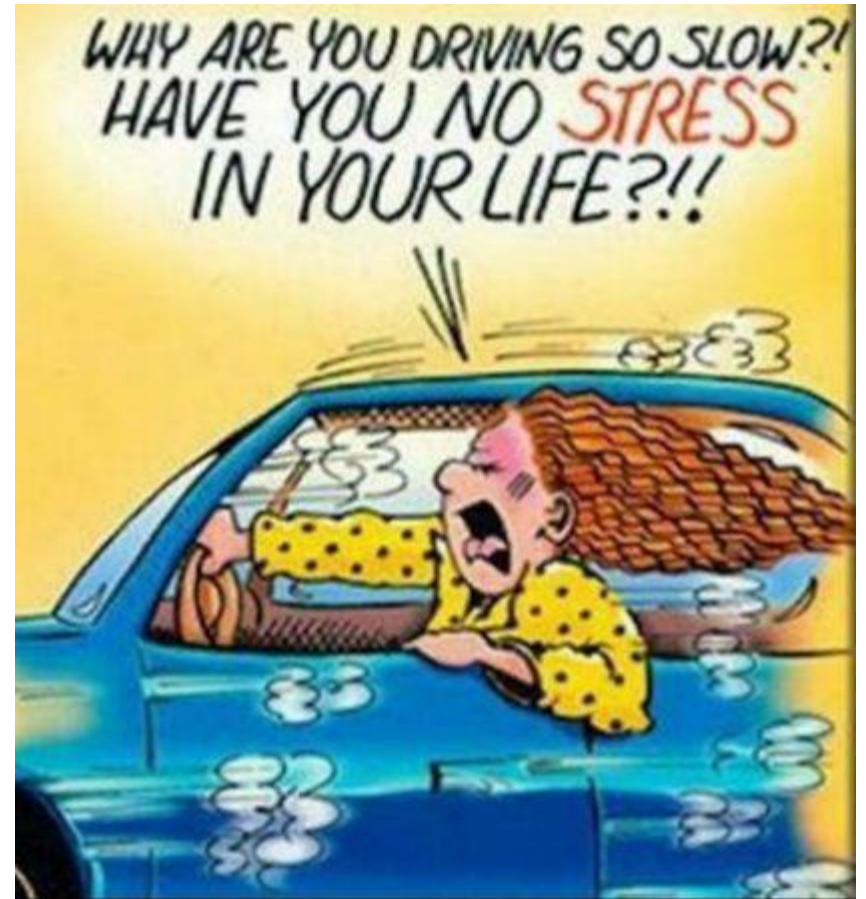
- People overestimate time savings at high speeds and underestimate time savings at lower speeds.
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- Most drivers (71 per cent) know that driving above 100km/h uses more fuel.



# Report #1

## Results...

- Some drivers value safety and fuel efficiency higher
- Others value travel time and reliability
- Giving people more facts did change some attitudes.







# Report #2

## Travel time and fuel effects...

- What is the relationship between travel time and fuel use?
- What is the relationship between maximum travel speed and travel time and fuel use?



# Report #2

## Methodology

Quantify the effect of different maximum speeds on travel time and fuel consumption on typical New Zealand roads.

Drove six different urban and rural routes up to 120 times per route at different maximum speeds, using the same cars and drivers on each route.

# Report #2

## Results

- Average route speed significantly lower than max speed (75% open road, 60% in town).
- A 6km trip in Wellington at a max speed of 40km/h took 1 minute longer than driving at a max of 50km/h, and saved about 3.4% on fuel.
- A 197km trip from Hastings to Levin at a max speed of 80km/h took 18 minutes longer than driving at a max of 100km/h, and saved about 14% of fuel.



# Conclusions?

## Perceptions or facts?

- Can we use facts to alter perceptions?
- Should we change the way we compare travel time savings and road safety?
- Many small travel time savings can greatly increase road risk. Is this Safe System ethical?

Thank you

# Questions?

