

**London Safety
Camera
Partnership
attitudes &
opinions**

08109

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1. Executive summary

Overall, more than six in ten Londoners feel that speeding motorists and motorcyclists are a serious problem in the Capital.

Perhaps not surprisingly, therefore, we see some high levels of agreement with positive statements about the use of safety cameras in London:

- More than eight in ten agree that, *'Drivers are more likely to obey speed limits or traffic lights if they know a camera is "watching them"'* and that *'Cameras at traffic lights make drivers think twice before jumping a red light'*
- Around six in ten also agree that, *'Speed cameras ensure drivers drive more cautiously'*, that *'Speed cameras save lives'* and that, *'Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury'*
- Around half of Londoners agree that, *'Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury'*
- Four in ten agree that, *'Speed cameras help keep traffic flowing at a steady pace'*

At the same time, however, there are some signs of cynicism about the use of safety cameras:

- More than half agree that, *'Speed cameras are installed to make money'*
- Around three in ten agree that, *'Cameras at traffic lights are unnecessary'* and that, *'Drivers ignore speed cameras'*
- Around a quarter agree that, *'Speed cameras are unnecessary'*

When asked about their understanding of how safety cameras are placed around the Capital, Londoners are less assured:

- Almost six in ten Londoners agree that, *'Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users'*
- Around four in ten agree that, *'Safety cameras are only installed where there is a history of people having been killed or seriously injured'* and that, *'Safety cameras are randomly placed on London's roads'*
- However, a high proportion of Londoners is unable to commit to giving a response to these statements
 - Around a third give a *'neither agree nor disagree'* or a *'don't know'* response to the statements that, *'Safety cameras are only installed where there is a history of people having been killed or seriously injured'* and that, *'Safety cameras are randomly placed on London's roads'*
 - A quarter are unsure or don't know whether, *'Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users'*

This suggests that there is scope to further educate Londoners about the placement of safety cameras in the Capital and, thus, increase their support for the use of such cameras.

In general, women, those aged 55 years or above, Inner London residents and people in BAME ethnic groups are more in agreement with the use and effectiveness of safety cameras than are other groups. Drivers are generally less positive than Londoners overall in their attitudes towards safety cameras. There are similar differences between male and female drivers as between male and female Londoners overall.

2. Introduction

2.1 Background

The London Safety Camera Partnership exists to do three things:

- Reduce death and serious injury caused by speeding and red light running in London.
- Raise awareness about the dangers and consequences of speeding and red light running.
- Meet the Government and the Mayor's 2010 targets for casualty reduction.

To achieve these aims the Partnership operates a combination of fixed speed, mobile speed and red light camera sites across London with the objective of making it a safer place for everyone.

The Partnership consists of the following organisations:

Transport for London
Metropolitan Police Service
City of London Police
Her Majesty's Courts Service
London Councils

2.2 Research objectives

Research among Londoners was required to assess views on the use of safety cameras in the capital with a view to assessing the extent to which:

The benefits are understood

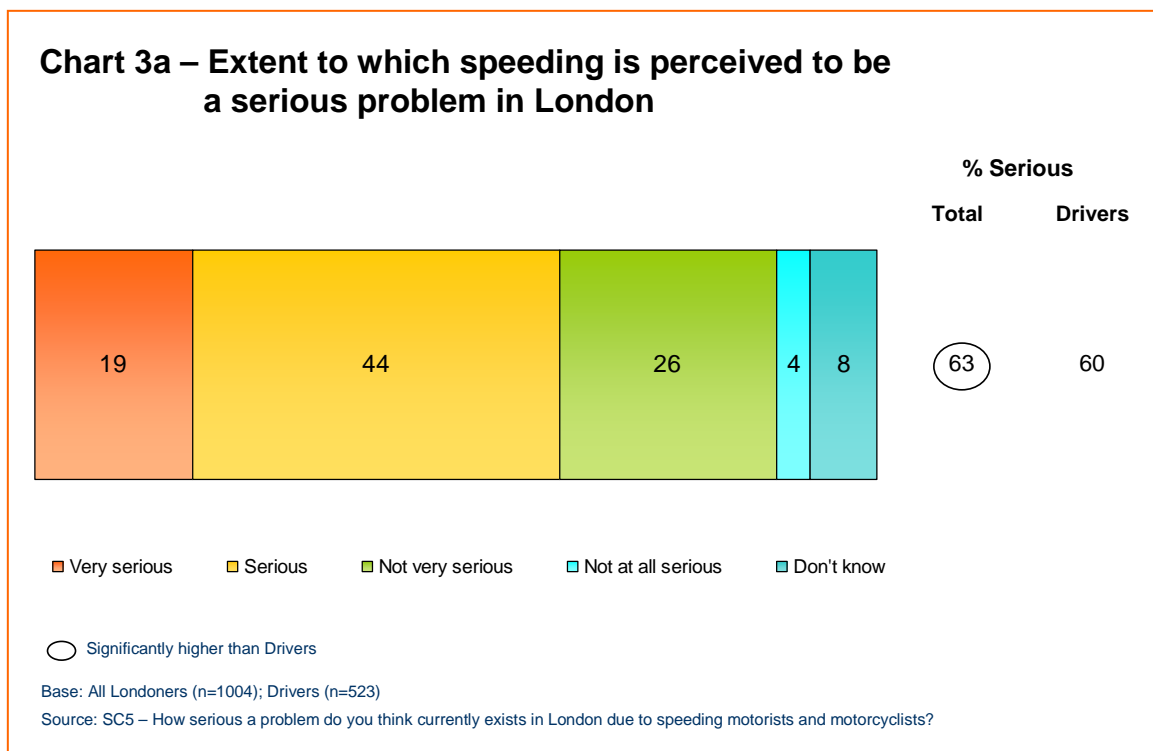
Further promotion of the benefits is necessary

2.3 Methodology

- The Attitudes to the London Safety Camera Partnership questions were put as part of one of the TfL/Synovate Regular Research Slots in March 2009
- 1,004 telephone interviews were conducted among a representative sample of Londoners by fully trained Synovate interviewers
- Interviews were conducted with the member of the household with the 'next birthday'
- Fieldwork dates: March 9th-31st 2009
- Data were subsequently weighted to the London profile (based on ONS data)

3. Perceived Seriousness of Speeding in London

Chart 3a below shows the degree to which Londoners think that speeding is a serious problem in the Capital.



Overall, more than six in ten Londoners (63%) feel that speeding motorists and motorcyclists are a serious problem. Around a fifth of Londoners (19%) feels that the problem is *very serious*.

Interestingly, however, three in ten take the view that this is not a serious problem.

Significant differences between sub-groups

Perhaps not surprisingly, those who drive in London (“Drivers”) are less likely to think that speeding is a serious problem than are Londoners as a whole (60% vs. 63%).

Females are more likely than males to rate speeding in London as a *serious* problem (71% vs. 54%). Similarly, female drivers are more likely than male drivers to do so (74% vs. 49%).

Asian ethnic groups are more likely than White and Mixed Race groups to rate speeding in London as a *serious* problem (73% vs. 62% and 50% respectively).

Part-time workers and those not working are more likely than full-time workers to rate speeding in London as a *serious* problem (70% and 67% respectively vs. 58%).

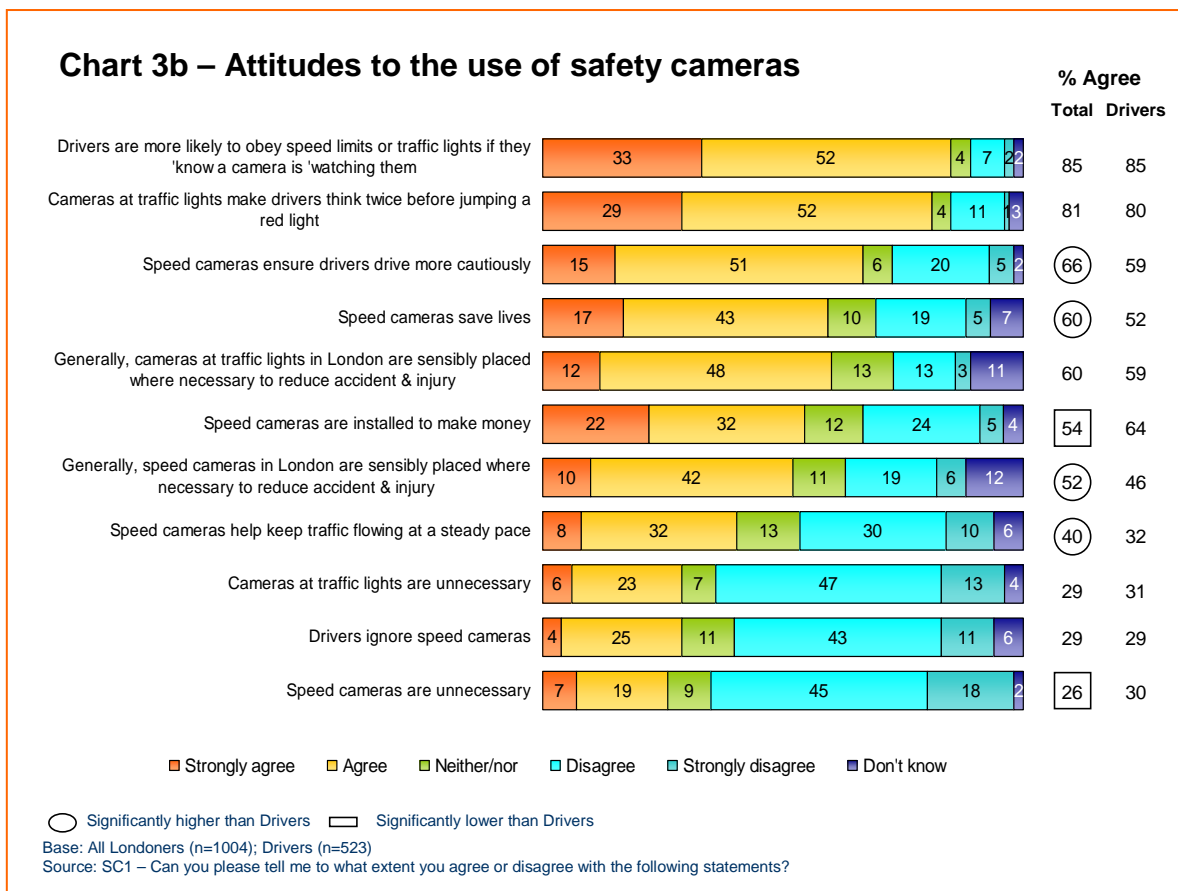
Outer East and Outer West London residents are more likely than Outer North residents to say that the problem of speeding is *not serious* (35% and 34% respectively vs. 21%).

4. Attitudes to Safety Cameras

4.1 Attitudes to the use of safety cameras

Given the context that more than six in ten Londoners feel that speeding in the Capital is a serious problem, Londoners were asked to indicate their level of agreement with a number of attitude statements about safety cameras.

The survey presented respondents with two sets of statements. Responses to the first set – about the *use* of safety cameras - are shown in Chart 3b below.



The highest level of agreement is with the statement that, *'Drivers are more likely to obey speed limits or traffic lights if they know a camera is 'watching them'*". More than four out of five Londoners (85%) agree with this statement, with a third (33%) saying that they *strongly agree*.

More than four out of five Londoners (81%) also agree that, *'Cameras at traffic lights make drivers think twice before jumping a red light'*.

At least three out of five agree that, *'Speed cameras ensure drivers drive more cautiously'* (66%), *'Speed cameras save lives'* (60%) and that, *'Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury'* (60%).

Around half of Londoners (52%) agree that, *'Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury'*.

Two-fifths of Londoners (40%) agree that, *'Speed cameras help keep traffic flowing at a steady pace'*.

However, there are signs of some cynicism about speed cameras: more than half (54%) agree that, *'Speed cameras are installed to make money'*, around three in ten (29%) agree that, *'Cameras at traffic lights are unnecessary'* and around a quarter (26%) agree that, *'Speed cameras are unnecessary'*.

In addition, around three in ten (29%) believe that, *'Drivers ignore speed cameras'*.

Significant differences between sub-groups

The table below shows a summary of differences in view between drivers and Londoners as a whole, between men and women and between Inner and Outer Londoners. These are reported in more detail on the following pages.

	Londoners	Drivers	Males	Females	Inner London	Outer London
Significant difference 95%	A	B	C	D	E	F
Base: n=	1004	523	492	512	392	612
	%	%	%	%	%	%
Drivers are more likely to obey speed limits or traffic lights if they know a camera is "watching them"						
% Agree	85	85	84	86	88	83
% Disagree	9	9	10	8	6	10 E
Cameras at traffic lights make drivers think twice before jumping a red light						
% Agree	81	80	83	79	82	80
% Disagree	12	13	11	13	12	13
Speed cameras ensure drivers drive more cautiously						
% Agree	66 B	59	64	69	68	65
% Disagree	25	33 A	30	21	25	26
Speed cameras save lives						
% Agree	60 B	52	55	64 C	63 F	57
% Disagree	24	29 A	29 D	19	21	25
Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury						
% Agree	60	59	57	62	59	60
% Disagree	16	19 A	20 D	12	17	15
Speed cameras are installed to make money						
% Agree	54	64 A	63 D	47	49	58 E
% Disagree	29 B	23	25	33 C	37 F	24
Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury						
% Agree	52 B	46	48	55	54	51
% Disagree	25	35 A	33 D	19	20	29 E
Speed cameras help keep traffic flowing at a steady pace						
% Agree	40 B	32	34	47 C	43	39
% Disagree	40	50	47 D	34	37	42
Cameras at traffic lights are unnecessary						
% Agree	29	31	30	29	31	28
% Disagree	60	59	62	58	59	61
Drivers ignore speed cameras						
% Agree	29	29	28	30	34 F	25
% Disagree	54	59 A	57	51	49	57 E
Speed cameras are unnecessary						
% Agree	27	30 A	32 D	22	25	28
% Disagree	62	58	59	65	65	60

Differences between Londoners overall and Drivers

Drivers are less likely than Londoners overall to agree that:

- *'Speed cameras ensure drivers drive more cautiously'* (59% vs. 66%)
- *'Speed cameras save lives'* (52% vs. 60%)
- *'Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury'* (46% vs. 52%)
- *'Speed cameras help keep traffic flowing at a steady pace'* (32% vs. 40%)

Drivers are more likely than Londoners overall to agree that:

- *'Speed cameras are installed to make money'* (64% vs. 54%)
- *'Speed cameras are unnecessary'* (30% vs. 26%)

Female drivers are more likely than male drivers to agree that:

- *'Speed cameras save lives'* (57% vs. 48%)
- *'Speed cameras help keep traffic flowing at a steady pace'* (38% vs. 27%)
- *'Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury'* (52% vs. 41%)
- *'Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury'* (64% vs. 54%)

Male drivers are more likely than female drivers to agree that, *'Speed cameras are installed to make money'* (70% vs. 56%) and that *'Speed cameras are unnecessary'* (34% vs. 24%).

Male drivers are more likely than female drivers to disagree that, *'Speed cameras ensure drivers drive more cautiously'* (37% vs. 28%).

25-34 year old Drivers are more likely than 35-54 year old Drivers to agree that, *'Generally speed cameras in London are sensibly placed where necessary to reduce accident and injury'* (54% vs. 36%). 45-54 year old Drivers are more likely to disagree with this statement than are Drivers aged 55+ (48% vs. 27%).

Drivers aged 25-44 and drivers aged 55+ are more likely than drivers aged 45-54 to agree that, '*Speed cameras save lives*' (54% and 61% respectively vs. 37%). On the other hand, 35-54 year old drivers and drivers aged 65+ are more likely than those aged 55-64 to disagree with this statement (34% and 29% respectively vs. 13%).

Drivers aged 35-54 are more likely than Drivers aged 65+ to disagree that, '*Drivers ignore speed cameras*' (65% vs. 47%).

Drivers aged 55-64 are more likely than Drivers aged 45-54 to agree that, '*Speed cameras help keep traffic flowing at a steady pace*' (42% vs. 26%).

Differences between genders

Men are more likely than women to agree that, '*Speed cameras are unnecessary*' (32% vs. 22%).

Men are also more likely than women to agree that, '*Speed cameras are installed to make money*' (63% vs. 47%). In particular, men are more likely to *strongly agree* with this statement (28% vs. 17% of women).

Men are more likely than women to disagree that, '*Speed cameras ensure drivers drive more cautiously*' (30% vs. 21%) and that, '*Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury*' (20% vs. 12%).

Women are more likely than men to agree that, '*Speed cameras save lives*' (64% vs. 55%), that, '*Speed cameras help keep traffic flowing at a steady pace*' (47% vs. 34%) and that '*Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury*' (55% vs. 48%).

Differences between areas of London

Inner London residents are more likely than Outer London residents to disagree with the statement, '*Speed cameras are unnecessary*' (65% vs. 60%).

Inner Londoners are more likely than Outer Londoners to agree that, '*Speed cameras save lives*' (63% vs. 57%). In particular, residents of Inner South areas are more likely to agree with this statement than are residents of Outer East and Outer South areas (70% vs. 56% and 53% respectively).

'*Speed cameras are installed to make money*' is a statement that attracts a large difference in opinion from Inner versus Outer London residents. Outer London residents are more likely than Inner London residents to agree with the statement (58% vs. 49%). In particular, Outer South and Outer West residents are more likely to agree than are residents of Inner North and Inner South London (59% and 61% vs. 50% and 48% respectively).

In addition, Inner London residents are more likely than Outer London residents to disagree that, '*Speed cameras are installed to make money*' (37% vs. 24%). In particular, residents of all Inner London areas disagree with this statement more than do residents of Outer East, Outer South and Outer West London (37% vs. 23%, 21% and 25% respectively). Central London residents are also more likely to disagree with this statement than are residents of Outer North London (44% vs. 28%).

Outer North London residents are more likely than Outer South and Outer West London residents to agree that, '*Speed cameras help keep traffic flowing at a steady pace*' (47% vs. 35%). Outer South London residents are more likely to disagree with this statement than are residents of Central and Inner South London (48% vs. 32% and 34% respectively).

Inner London residents are more likely than Outer London residents to agree that, '*Drivers ignore speed cameras*' (34% vs. 25%). Outer Londoners are more likely than Inner Londoners to disagree (57% vs. 49%). In particular, agreement is higher across Inner London than in Outer West areas (34% vs. 21%). It is also higher in Outer North

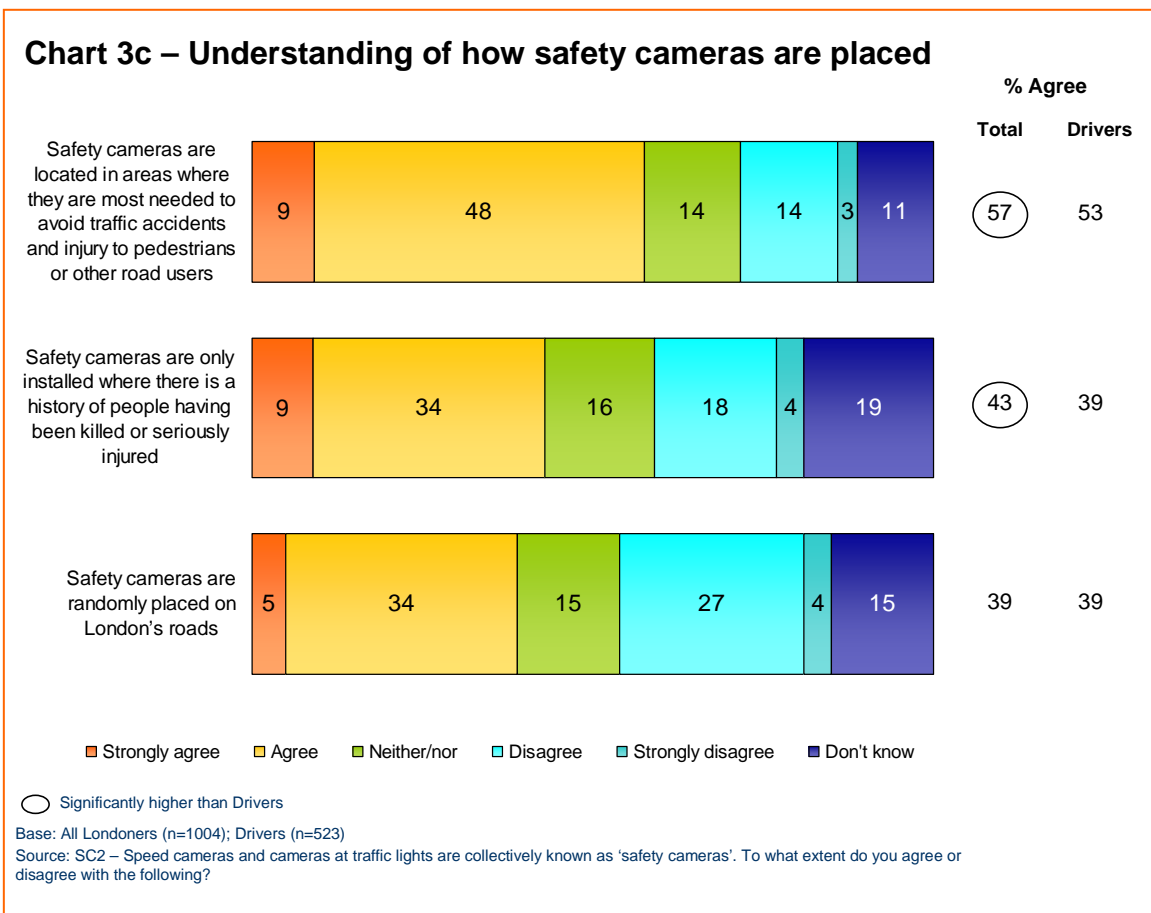
London than in Outer West London (32% vs. 21%) and in Inner North London than in Outer South London (36% vs. 26%).

Outer London residents are more likely than Inner London residents to disagree that, '*Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury*' (29% vs. 20%). In particular, residents of Outer London are more likely to disagree than are residents of Inner North and Inner South London (29% vs. 21% and 16% respectively).

4.2 Attitudes to the placement of safety cameras

After rating their attitudes to the use of safety cameras, Londoners were prompted that, ‘Speed cameras and cameras at traffic lights are collectively known as ‘safety cameras’. They were then asked for their level of agreement with the further three statements shown in Chart 3c below.

These statements seek an understanding of how much Londoners know about *how* safety cameras are *placed* around the Capital.



Almost six in ten Londoners (57%) agree with the statement that, 'Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users'.

Around two-fifths agree that, 'Safety cameras are only installed where there is a history of people having been killed or seriously injured' (43%) and that, 'Safety cameras are randomly placed on London's roads' (39%).

It is worth noting that a high proportion of Londoners is unable to commit to giving a response to these statements. Around a third give a 'neither agree nor disagree' or a 'don't know' response to the statements that, 'Safety cameras are only installed where there is a history of people having been killed or seriously injured' (35%) and that, 'Safety cameras are randomly placed on London's roads' (30%). A quarter (25%) are unsure or don't know whether, 'Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users'.

Significant differences between sub-groups

The table below shows a summary of differences in view between drivers and Londoners as a whole, between men and women and between Inner and Outer Londoners. These are reported in more detail on the following pages.

	Londoners	Drivers	Males	Females	Inner London	Outer London
Significant difference 95%	A	B	C	D	E	F
Base: n=	1004	523	492	512	392	612
	%	%	%	%	%	%
Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users						
% Agree	58 B	53	55	61	60	56
% Disagree	18	23 A	22 D	13	14	20 E
Safety cameras are randomly placed on London's roads						
% Agree	39	39	39	40	40	39
% Disagree	31	33	35 D	26	28	33
Safety cameras are only installed where there is a history of people having been killed or seriously injured						
% Agree	42 B	39	40	44	39	44 E
% Disagree	22	23	27 D	17	21	22

Differences between Londoners overall and Drivers

Drivers are significantly less likely than Londoners overall to agree that, '*Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users*' (53% vs. 57%) and that, '*Safety cameras are only installed where there is a history of people having been killed or seriously injured*' (39% vs. 43%).

Differences between genders

Men are more likely than women to disagree with the statement that, '*Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users*' (22% vs. 13%).

Men overall and male drivers are more likely than women overall and female drivers to disagree with the statements that, '*Safety cameras are randomly placed on London's roads*' (35% and 37% respectively vs. 26% and 28% respectively) and that, '*Safety cameras are only installed where there is a history of people having been killed or seriously injured*' (27% and 30% respectively vs. 17% and 15% respectively).

Male drivers are also more likely than female drivers to disagree that, '*Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users*' (28% vs. 16%).

Differences between areas of London

Inner South London residents are more likely than Outer North and Outer South residents to agree that, '*Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users*' (66% vs. 52% and 54% respectively). Outer Londoners are more likely than Inner Londoners to disagree with this statement.

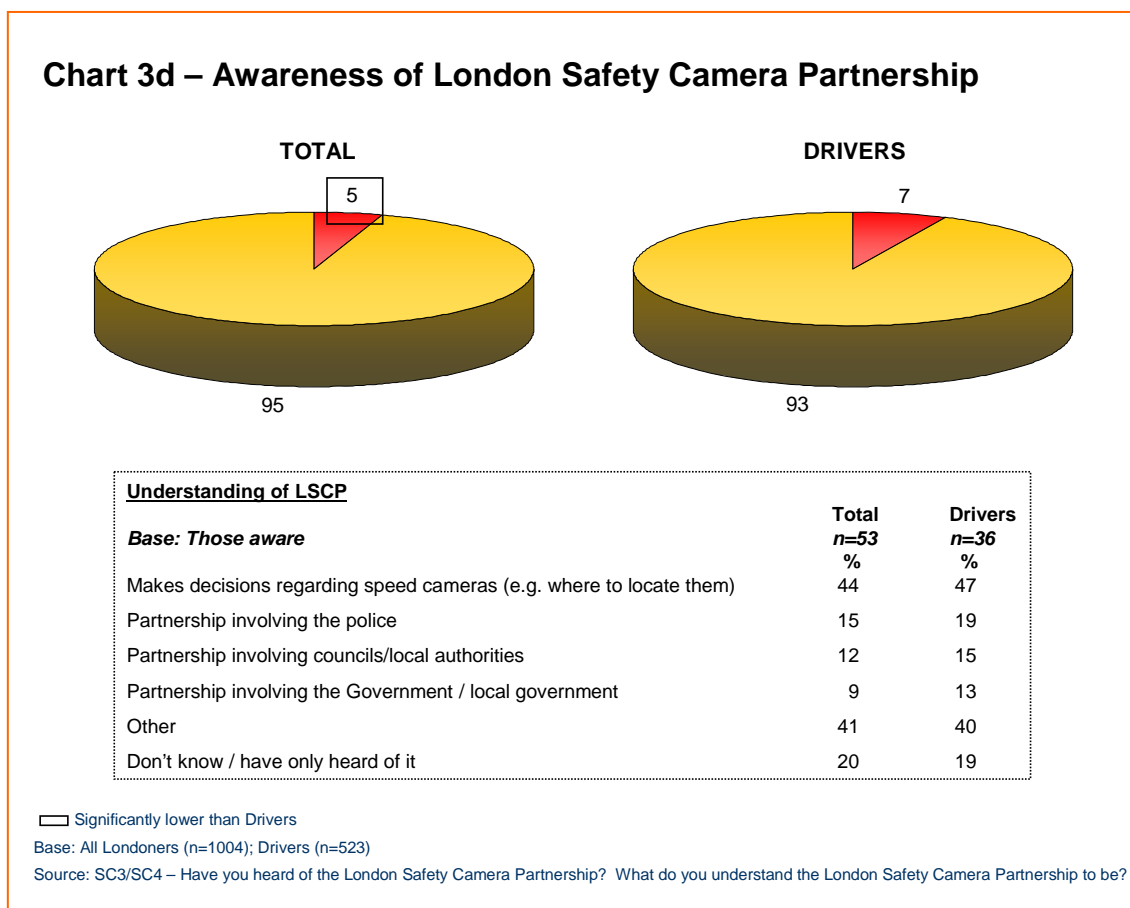
Outer East London residents are more likely than Outer South and Outer West London residents to agree with the statement that, '*Safety cameras are randomly placed on*

London's roads' (49% vs. 37% and 33% respectively). Outer West London residents are more likely than others to disagree with this statement (40% vs. 31% overall).

Residents of Inner North, Outer North, Outer East and Outer South areas of London are all more likely than residents of Inner South London to agree that, '*Safety cameras are only installed where there is a history of people having been killed or seriously injured*' (44%, 45%, 49% and 44% respectively vs. 31%). In addition, residents of Outer East London are more likely to agree with this statement than are residents of Inner London overall (49% vs. 39%).

5. Awareness and Understanding of London Safety Camera Partnership

Chart 3d below shows the degree to which Londoners are aware of the London Safety Camera Partnership (LSCP), together with their feedback on what they understand the Partnership to be.



This shows that one in twenty Londoners (5%) and (a significantly higher) one in fourteen Drivers (7%) claim to be aware of the LSCP.

Among the fifty-three Londoners who claim to be aware, more than two-fifths (44%) understand only very generically that the LSCP is a body that, *'Makes decisions regarding speed cameras; for example, where to locate them'*.

One in seven of those who are aware of LSCP (15%) think it is a *'partnership involving the police'*, while one in eight (12%) understands it to be a *'partnership involving councils/local authorities'*. Around one in ten (9%) think the LSCP is a *'partnership involving the Government/local government'*.

A fifth of those aware of LSCP (20%) say they do not know what it is about, they *'have only heard of it'*.

The 41% *'Other'* mentions comprise a wide range of other responses mentioned by fewer than 5% of this group.

6. Appendix

6.1 Questionnaire

I'd like to ask you a few questions about speed cameras in London.

SC1 Firstly, can you please tell me to what extent you agree or disagree with the following statements:

RANDOMISE STATEMENTS

- Speed cameras are unnecessary
- Speed cameras save lives
- Speed cameras are installed to make money
- Speed cameras help keep traffic flowing at a steady pace
- Speed cameras ensure drivers drive more cautiously
- Drivers ignore speed cameras
- Drivers are more likely to obey speed limits or traffic lights if they know a camera is "watching them"
- Cameras at traffic lights are unnecessary
- Cameras at traffic lights make drivers think twice before jumping a red light
- Generally, speed cameras in London are sensibly placed where necessary to reduce accident and injury.
- Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

(Don't know)

SC2 Speed cameras and cameras at traffic lights are collectively known as 'safety cameras'. To what extent do you agree or disagree with the following:

RANDOMISE STATEMENTS

- Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users
- Safety cameras are randomly placed on London's roads
- Safety cameras are only installed where there is a history of people having been killed or seriously injured

SC3 Have you heard of the London Safety Camera Partnership?

Yes

No

(Don't know)

IF 'YES', GO TO SC4. OTHERWISE, GO TO SC5.

SC4 What do you understand the London Safety Camera Partnership to be?

SC5 How serious a problem do you think currently exists in London due to speeding motorists and motorcyclists?

READ OUT.

Very serious

Serious

Not very serious

Not at all serious

(Don't know)