

RESEARCH SUMMARY

Title	Red Route awareness
Objective	Awareness of the concept of Red Routes amongst Londoners and when and where exemptions apply
Date	October 2008
Methodology	1,005 telephone interviews with London residents aged 16+

Key findings

- Three quarters of Londoners were aware of the term 'Red Routes'. This is true of nine out of ten who drive in the capital. The vast majority of those aware of the term could describe, at least in outline, what their purpose is.
- Three quarters of London drivers believe that Penalty Charge Notices (PCNs) can be issued on Red Routes during weekday days. Three out of five drivers believe that PCNs can be issued during weekday evenings.
- Among London drivers, around three in five believe that PCNs can be issued on Saturdays, around 11 in 20 believe this in respect of Sundays and around half believe this to apply on public holidays.
- Half of London drivers do not know of any circumstances where it is permissible to park or stop on Red Routes. One in twelve actively asserted their belief that there are no circumstances under which this is acceptable.
- There is a general high level of support among Londoners for traffic enforcement measures in the capital. The 2008 research shows a significant increase from 2007 in the proportion agreeing that one selfish driver can completely block a road or junction (up from 82% to 88%) and that yellow box junctions play an important role in reducing congestion (up from 70% to 74%).
- There is also a significant decrease in the already small proportion of people believing that it is okay to stop in a bus lane or on a Red Route (down from 12% to 7%), though these changes are slightly countered by a significant reduction in the proportion who are pleased to see parking tickets being put on cars that park illegally (down from 80% to 73%).

Job number: 08104b