



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

Northern Ireland Safety Camera Scheme Public Attitude Survey Report No. 2 November 2009

The Northern Ireland Safety Camera Scheme was launched in July 2003 with the aim of reducing the number of casualties on Northern Ireland's roads through targeted speed enforcement at sites with a history of collisions and a speeding problem. This report is an assessment of the public perception of the Northern Ireland Safety Camera Scheme, as surveyed in September 2009.

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TABLE OF CONTENTS

Page

- | | |
|-----------|--|
| 3. | Executive summary |
| 5. | Technical Notes |
| 7. | Survey Results |
| 8. | General awareness of Northern Ireland Safety Camera Scheme |
| 9. | Agreement with Statement 1: <i>'Fewer Collisions are likely to happen on roads where safety cameras are installed'</i> |
| 10. | Agreement with Statement 2: <i>'Cameras mean that dangerous drivers are now more likely to get caught'</i> |
| 11. | Agreement with Statement 3: <i>'Cameras are meant to encourage drivers to keep to the speed limits, not punish them'</i> |
| 12. | Agreement with Statement 4: <i>'Cameras are an easy way of making money out of the motorist'</i> |
| 13. | Agreement with Statement 5: <i>'The primary aim of safety cameras is to save lives'</i> |
| 14. | Agreement with Statement 6: <i>'The use of safety cameras should be supported as a method of reducing casualties'</i> |
| 15. | Agreement with Statement 7: <i>'There are too many safety cameras in our local area'</i> |
| Appendix: | Ranked comparisons with other forces in GB |

NORTHERN IRELAND SAFETY CAMERA SCHEME

Executive Summary

The Northern Ireland Safety Camera Scheme (NISCS) was launched on the 1st July 2003. The scheme aims to change drivers' attitudes towards speed and reduce the number of casualties on Northern Ireland's roads through targeted speed enforcement at sites where there is a history of collisions and a speeding problem.

At the time of this survey, the scheme consisted of 4 fixed camera sites, 1 SPECS (average speed over distance system) and 62 mobile sites and routes which are permanently signed and enforced by mobile camera vans. There are also 6 Red Light Running cameras which detect motorists who breach a red light signal at a junction.

Under the rules on project monitoring, the Northern Ireland Safety Camera scheme is required to monitor and evaluate general public acceptance of the scheme. To achieve this, it was decided to include eight statements about safety cameras in the Northern Ireland Omnibus Survey*. These questions were developed by Department for Transport and used to evaluate the public perception of use of safety camera in a number of regions in GB. The survey was conducted in September 2009 and 1,201 interviews were achieved based on a random sample of households across Northern Ireland

* For more information on the Northern Ireland Omnibus Survey, please see page 8.

1) Awareness of the Safety Camera Scheme:

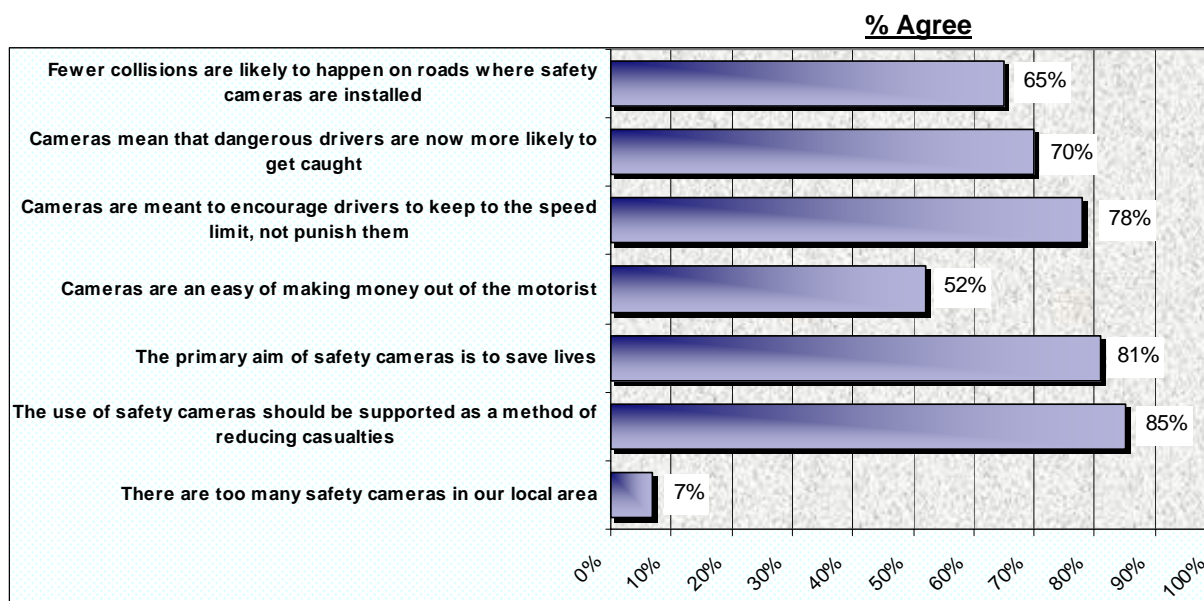
Just over half of those surveyed (51%) had heard of the Safety Camera Scheme. Awareness was higher among drivers (54%) than non-drivers (44%) and among males (58%) compared with females (46%). Awareness of the scheme also increased with age with more than half (54%) of those aged 65+ having heard of the scheme compared with 47% of those under 65. There was also a higher level of awareness of the scheme in the greater Belfast area (58%) than in the rest of Northern Ireland (46%).

2) Levels of agreement / disagreement with 7 statements about various aspects of safety cameras and road safety:

Respondents were asked to indicate their level of agreement with 7 statements about safety cameras. Of the 7 statements, 5 were positive about the scheme while the remaining 2 were negative. Generally there were high levels of agreement with the positive statements, with between 65% to 85% of respondents agreeing with each (Chart 1 overleaf).

Just over half of respondents, 52%, agreed with one of the negative statements: ***“Cameras are an easy way of making money out of the motorist”*** and very few (7%) agreed with the other negative statement: ***“There are too many safety cameras in our local area”***.

Across six of the seven statements, significantly more females reported a more positive attitude towards the use of safety cameras than males. Age was also a significant factor in peoples' perception of the safety camera scheme, with respondents in the older age groups generally being more supportive of the Safety Camera Scheme than those in the younger age groups.



3) Comparisons with Safety Camera Scheme Surveys in England & Wales

There appears to be more public support for the Safety Camera Scheme within Northern Ireland when compared with other safety camera scheme areas in England & Wales.

When compared with the survey findings of the 34 Safety Camera Schemes in England & Wales (2002 – 2005), the latest findings of the Northern Ireland survey showed that there was a high proportion who agreed that '**The use of Safety Camera Schemes should be supported as a method of reducing casualties**' (joint 9th highest level of agreement out of 34 SCS surveys with 85%). A similar level of support was also associated with the view that '**The primary aim of Safety Cameras is to save lives**' (5th highest level of agreement out of 34 SCS surveys with 80%). The view that '**Cameras mean that dangerous drivers are more likely to get caught**' also received higher support in Northern Ireland compared with elsewhere (joint 5th highest level of agreement out of 34 SCS area surveys with 70%).

Conversely, the view that '**There are too many safety cameras in our local area**' received a low level of support in Northern Ireland, at 7%, the 3rd lowest of all the safety camera schemes surveyed.

4) Comparisons with the previous survey findings in Northern Ireland (2007).

Attitudes towards the Northern Ireland Safety Camera Scheme are similar in 2009 to those expressed in 2007. The only statement where there was a significant difference in opinion since 2007 is in agreement with the statement '**Fewer collisions are likely to happen on roads where safety cameras are installed**'. At 65%, this was significantly lower in 2009 than in 2007 when it was 70%. The comparative results are listed below.

	% Agreement		Significance
	2009	2007	
Have you heard of the Northern Ireland Safety Camera Scheme	51	49	NS
Fewer collisions are likely to happen on roads where safety cameras are installed	65	70	*
Cameras meant that dangerous drivers are now more likely to get caught	70	68	NS
Cameras are meant to encourage drivers to keep the speed limit, not punish them	78	75	NS
Cameras are an easy way of making money out of the motorist	52	49	NS
The primary aim of safety cameras is to save lives	81	80	NS
The use of safety cameras should be supported as a method of reducing casualties	85	87	NS
There are too many safety cameras in our local area	7	5	NS

NS - No significant difference at the $p < 0.05$ level

* - Significant difference at the $p < 0.05$ level

Conclusions

Public attitudes towards the Northern Ireland Safety Camera Scheme are broadly positive and on the whole have not changed significantly since the 2007 survey. The only exception to this was the level of agreement with the statement '**Fewer collisions are likely to happen on roads where safety cameras are installed**'. At 65%, this was significantly lower in 2009 than in 2007 when it was 70%.

Within the Northern Ireland public, support for the scheme was highest among females and older respondents (aged 45+). Likewise support for the scheme is relatively widespread compared to that in similar scheme areas in England and Wales.

Technical Notes

NORTHERN IRELAND OMNIBUS SURVEY

The omnibus survey is conducted every 2 to 3 months by the Central Survey Unit of the Northern Ireland Statistics and Research Agency (NISRA). The omnibus survey contains questions on a wide range of issues and is an effective way of obtaining information on the behaviours and views of a representative sample of people in Northern Ireland.

The sample for this survey was based on a systematic random sample of addresses selected from the Land and Property Services Agency list of all domestic properties in Northern Ireland. Addresses were spread proportionately across Northern Ireland. The interviewers had no influence on who was chosen to participate in the survey, and from an eligible sample of 1,924 households, there was a 62% response rate. Face-

to-face interviews were conducted at 1,201 addresses with one person aged 16 or over randomly selected for interview at each address.

STATISTICAL SIGNIFICANCE AND SAMPLING ERROR.

As this survey is based on a sample of the Northern Ireland population, the results obtained are subject to sampling error. Therefore, there may appear to be a difference in the levels of agreement across demographic groups, but these variations may not be statistically significant. In order to assist with the interpretation of the report findings, chi-squared tests were conducted and only those differences that are statistically significant at the 5% ($p < 0.05$) level of probability (two-tailed) are reported. This means that for any observed result that is found to be statistically significant, one can be 95% confident that this has not happened by chance. Such statistically significant results are clearly noted in the blue text boxes. In the analysis, any refusals to answer the question were omitted. 'Don't know' responses were included.

Sampling Error associated with the Northern Ireland Safety Camera Scheme Public Attitude Survey

Please see below a table of the confidence limits and Sampling Error (SE) associated with each of the survey questions. This means that if we repeated the survey 100 times, the results would fall between these confidence intervals 95% of the time.

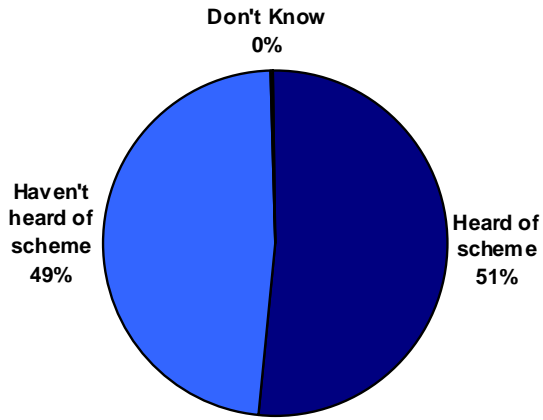
	% Agreement	95% Confidence Limits	Standard Error
Have you heard of the Northern Ireland Safety Camera Scheme	51	49.56 – 52.44	+/- 1.44
Fewer collisions are likely to happen of roads where safety cameras are installed	65	63.63 – 66.37	+/- 1.37
Cameras meant that dangerous drivers are now more likely to get caught	70	68.68 – 71.32	+/- 1.32
Cameras are meant to encourage drivers to keep the speed limit, not punish them	78	76.8 – 79.2	+/- 1.20
Cameras are an easy way of making money out of the motorist	52	50.56 - 53.44	+/- 1.44
The primary aim of safety cameras is to save lives	81	79.87 – 82.13	+/- 1.13
The use of safety cameras should be supported as a method of reducing casualties	85	83.96 - 86.04	+/- 1.04
There are too many safety cameras in our local area	7	6.28 – 7.72	+/- 0.72

WEIGHTING

Selecting only one individual for interview at each sampled address means that the probability of selection for the survey is inversely related to the size of the household. Results are therefore weighted to remove this bias.

Survey Results

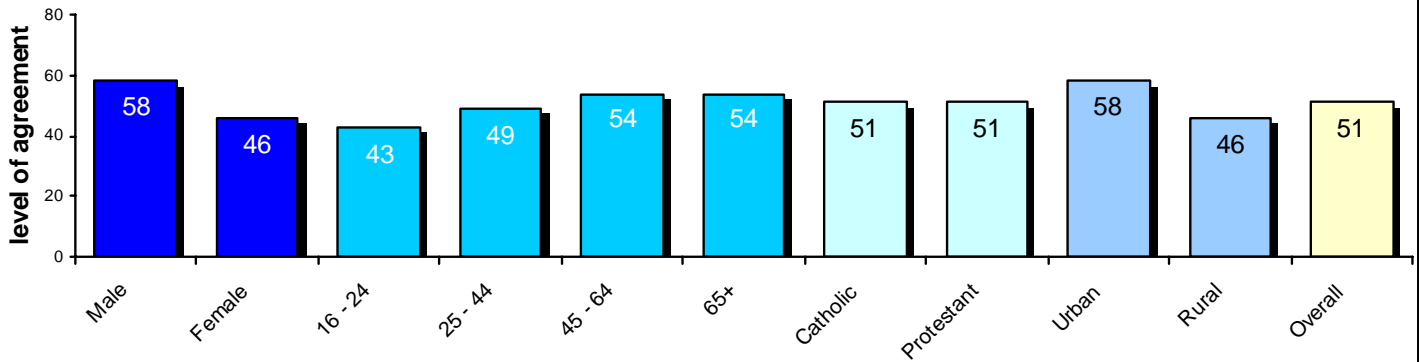
GENERAL AWARENESS OF THE NORTHERN IRELAND SAFETY CAMERA SCHEME



Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

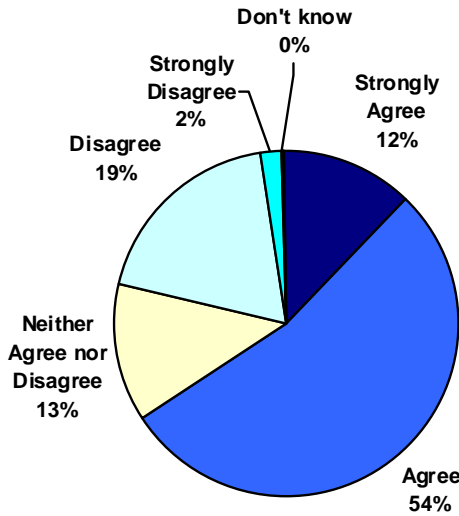
- Overall, 51% of respondents had heard of the Northern Ireland Safety Camera Scheme.
- A higher proportion of males (58%) than females (46%) had heard of the scheme.
- A higher proportion of respondents from the over 45 age group had heard of the scheme than from the under 45's.
- A higher proportion from the Greater Belfast area had heard of the scheme (58%) than from the rest of Northern Ireland (46%).

% who have heard of the Northern Ireland Safety Camera Scheme



		% Heard of scheme	% Hadn't heard of scheme
Gender	Male	58	42
	Female	46	54
Age	16 – 24	43	57
	25 – 44	49	51
	45 – 64	54	46
	65 +	54	45
Community Background	Catholic	51	49
	Protestant	51	48
PSNI Region	Urban	58	42
	Rural	46	54
Overall		51	49

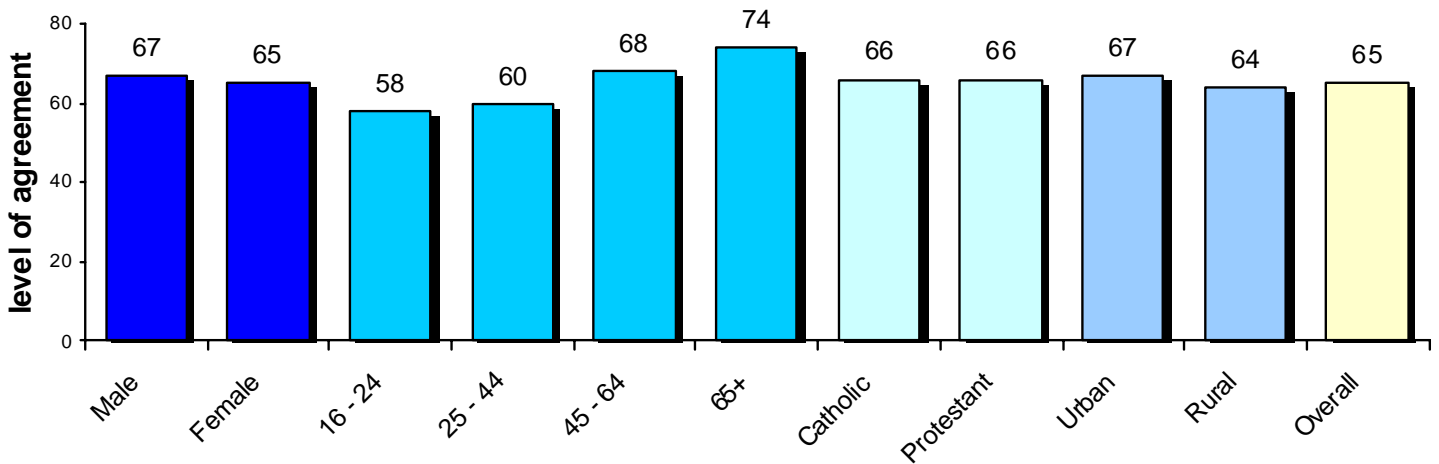
Statement 1: “Fewer collisions are likely to happen on roads where safety cameras are installed”



- Overall, 65% of respondents agreed with this statement.
- The level of agreement was higher among respondents over 45 years of age than those under 45.
- In 2007, 70% of respondents agreed with this statement.

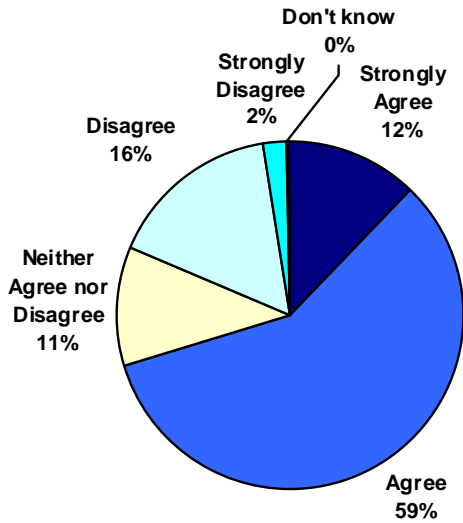
Nb Because of rounding error. % agreement may not be

% of respondents who agree with statement 1



		% Agree	% Disagree	% Neither
Gender	Male	67	23	11
	Female	65	20	15
Age	16 - 24	58	26	16
	25 - 44	60	27	13
	45 - 64	68	21	11
	65 +	74	8	17
Community Background	Catholic	66	23	11
	Protestant	66	19	15
PSNI Region	Urban	67	21	12
	Rural	64	21	14
Overall		65	21	13

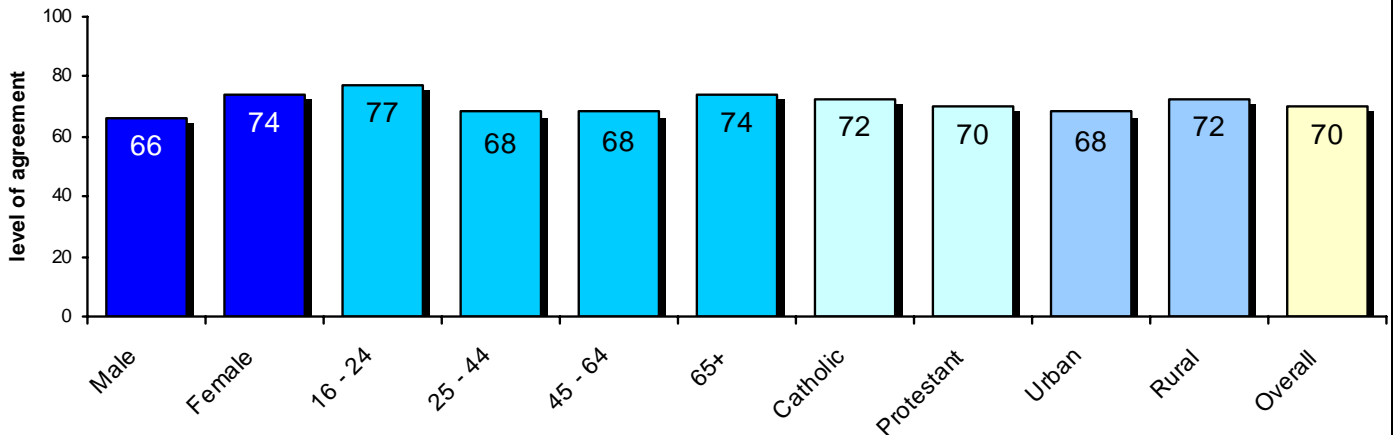
Statement 2: “Cameras mean that dangerous drivers are now more likely to get caught”



- Overall, 70% of respondents agreed with this statement.
- A higher proportion of females (74%) than males (66%) agreed with this statement.
- The level of agreement was higher among respondents in the under 25 age-group (77%) than in the 25 to 44 age-group (68%) and the 45 – 64 age-group (68%).

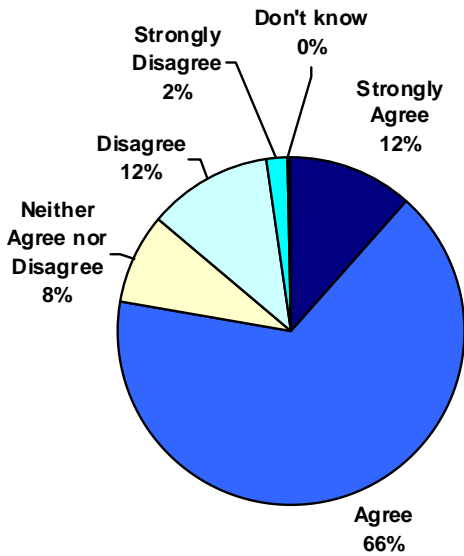
Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

% who agree with statement 2



		% Agree	% Disagree	% Neither
Gender	Male	66	23	11
	Female	74	15	11
Age	16 - 24	77	14	9
	25 – 44	68	21	11
	45 – 64	68	22	10
	65 +	74	11	15
Community Background	Catholic	72	17	11
	Protestant	70	18	11
PSNI Region	Urban	68	20	12
	Rural	72	17	11
Overall		70	18	11

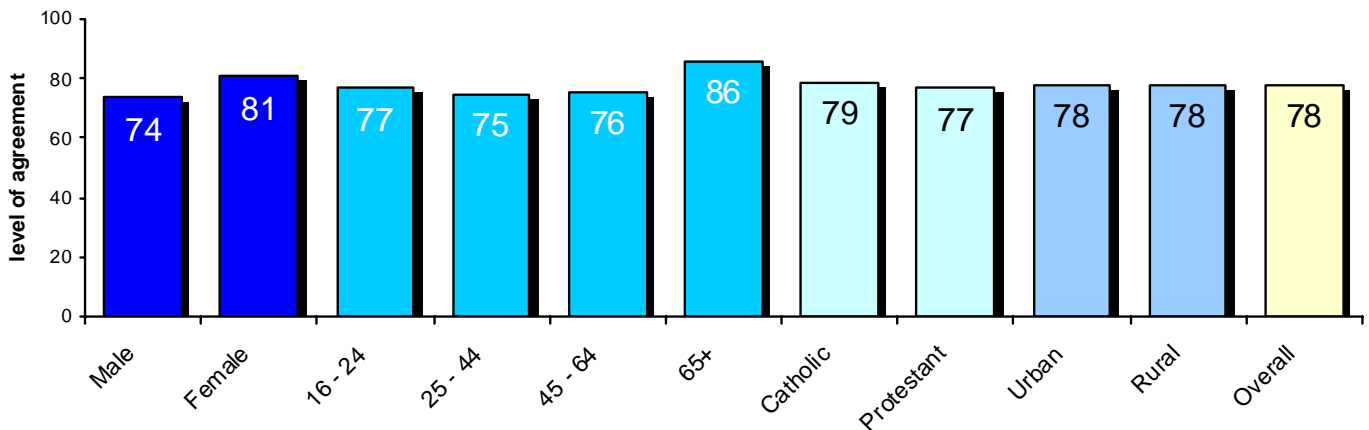
Statement 3: “Cameras are meant to encourage drivers to keep to the speed limits, not punish them”



- Overall, 78% of respondents agreed with this statement.
- A larger proportion of females (81%) than males (74%) agreed with this statement.
- The level of agreement was higher among respondents over 65 years of age (86%) than in any other age-group.

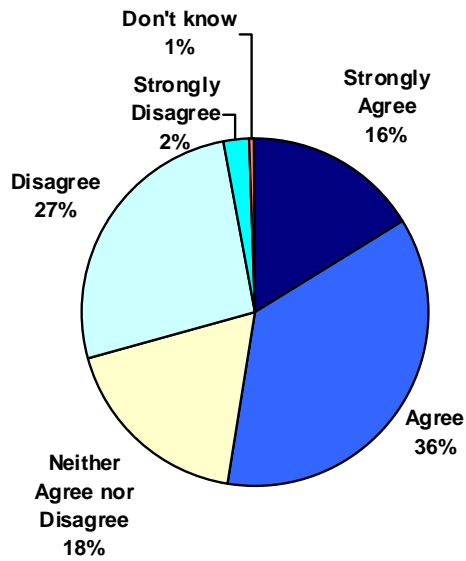
Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

% who agree with statement 3



		% Agree	% Disagree	% Neither
Gender	Male	74	17	9
	Female	81	11	8
Age	16 - 24	77	15	8
	25 - 44	75	16	9
	45 - 64	76	16	8
	65 +	86	5	9
Community Background	Catholic	79	13	7
	Protestant	77	13	10
PSNI Region	Urban	78	15	8
	Rural	78	13	9
Overall		78	14	9

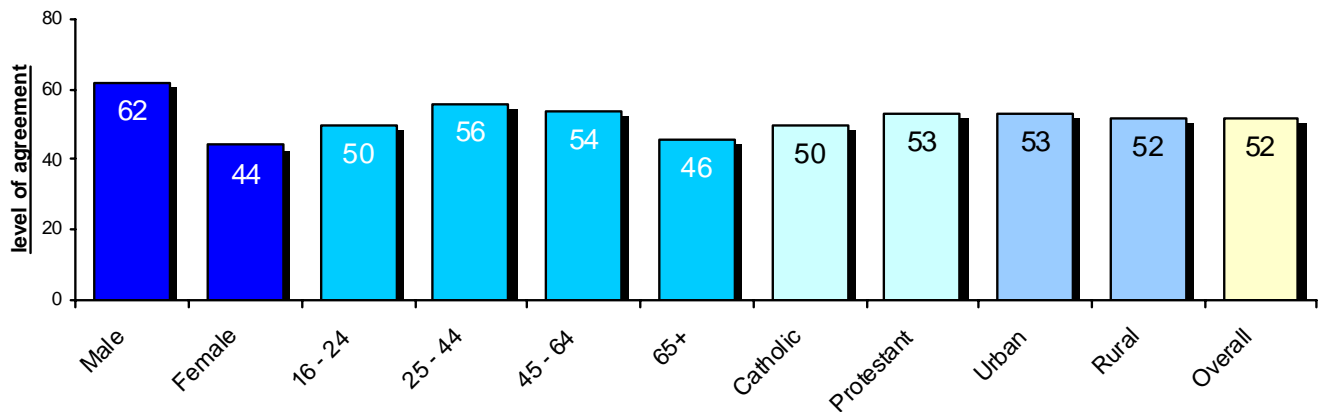
Statement 4: “Cameras are an easy way of making money out of the motorist”



- Overall, 52% of respondents agreed with this statement.
- A higher proportion of males (62%) than females (44%) agreed with this statement.
- The level of agreement was lower in the 65+ age group (46%) than in the in the 25 – 44 age-group (56%) and in the 45 – 64’s (54%).

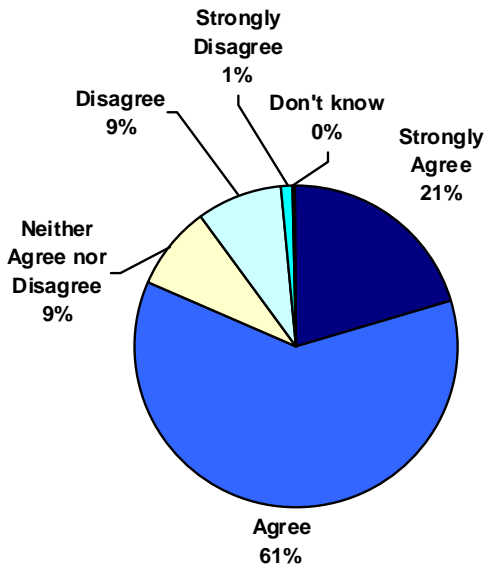
Nb Because of rounding error, % agreement may not be

% who agree with statement 4



		% Agree	% Disagree	% Neither
Gender	Male	62	23	15
	Female	44	34	21
Age	16 - 24	50	28	23
	25 – 44	56	26	18
	45 – 64	54	31	14
	65 +	46	31	22
Community Background	Catholic	50	31	18
	Protestant	53	28	18
PSNI Region	Urban	53	28	19
	Rural	52	29	17
Overall		52	29	18

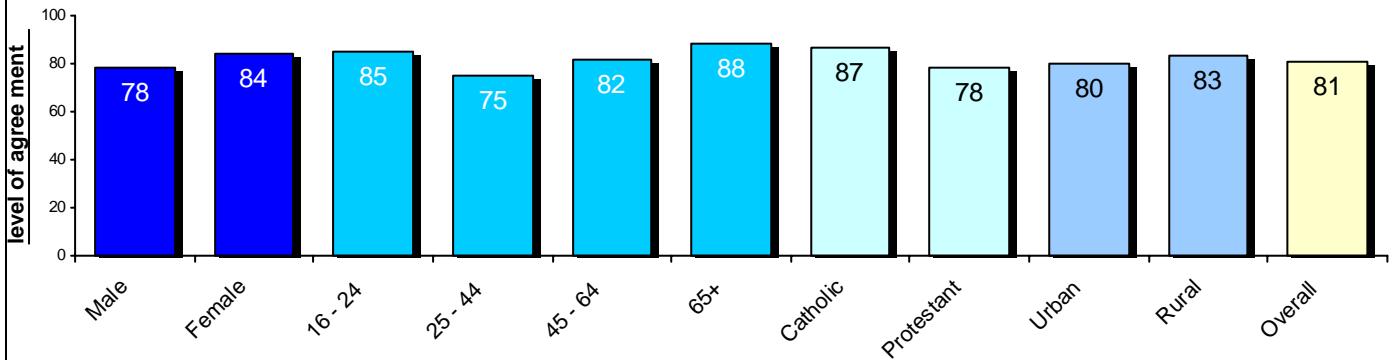
Statement 5: “The primary aim of safety cameras is to save lives”



Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

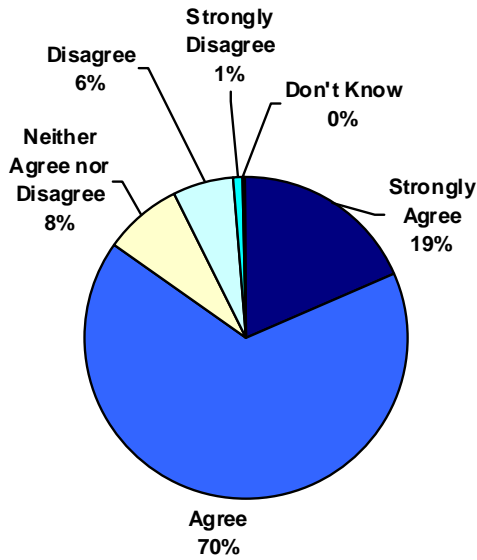
- Overall, 81% of respondents agreed with this statement.
- A higher proportion of females (84%) than males (78%) agreed with this statement.
- The level of agreement was higher among respondents over 65 years of age (88%) than those between 25 and 64 years of age (79%).
- More respondents from a Roman Catholic community background (87%) agreed with this statement than from a Protestant background (78%).

% who agree with statement 5



		% Agree	% Disagree	% Neither
Gender	Male	78	12	10
	Female	84	8	8
Age	16 - 24	85	12	3
	25 - 44	75	12	12
	45 - 64	82	9	8
	65 +	88	5	6
Community Background	Catholic	87	8	5
	Protestant	78	11	11
PSNI Region	Urban	80	10	10
	Rural	83	10	7
Overall		81	10	9

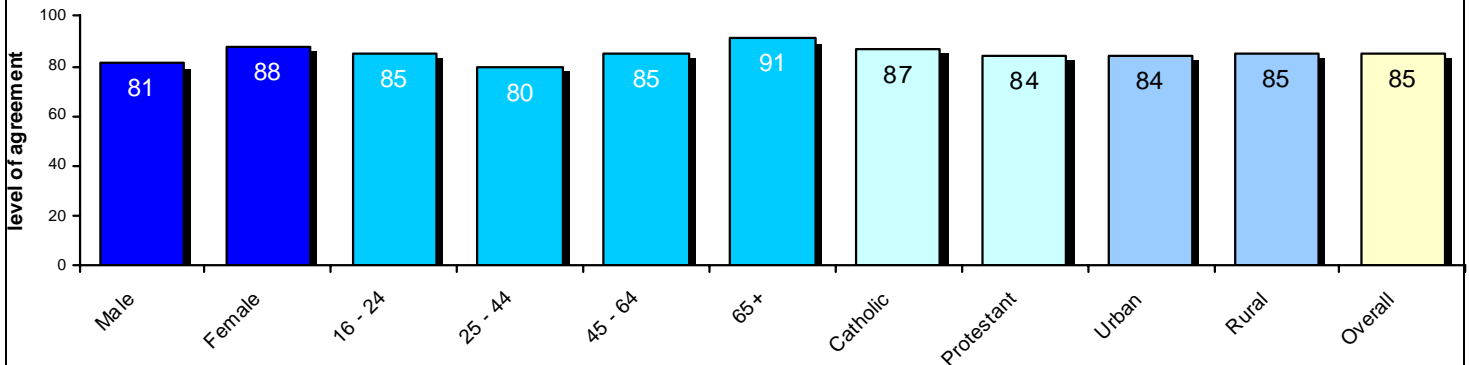
Statement 6: “The use of safety cameras should be supported as a method of reducing casualties”



Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

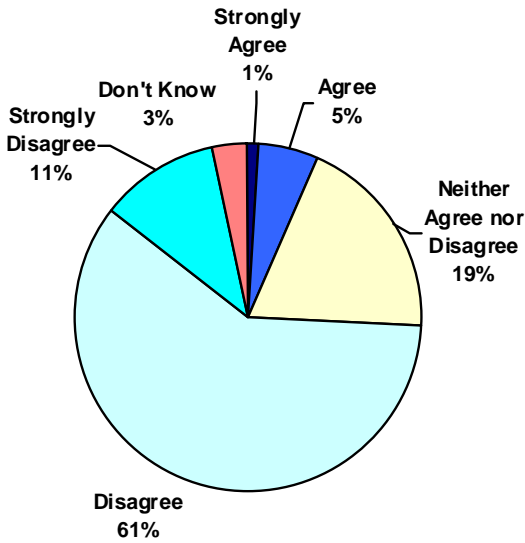
- Overall, 85% of respondents agreed with this statement.
- A higher proportion of females (88%) than males (81%) agreed with this statement.
- The level of agreement was higher among the respondents over 45 years of age (87%) than in those younger than 45 (81%).

% who agree with statement 6



		% Agree	% Disagree	% Neither
Gender	Male	81	9	10
	Female	88	5	7
Age	16 – 24	85	5	11
	25 – 44	80	9	11
	45 – 64	85	8	7
	65 +	91	3	5
Community Background	Catholic	87	6	7
	Protestant	84	7	9
PSNI Region	Urban	84	8	8
	Rural	85	6	9
Overall		85	7	8

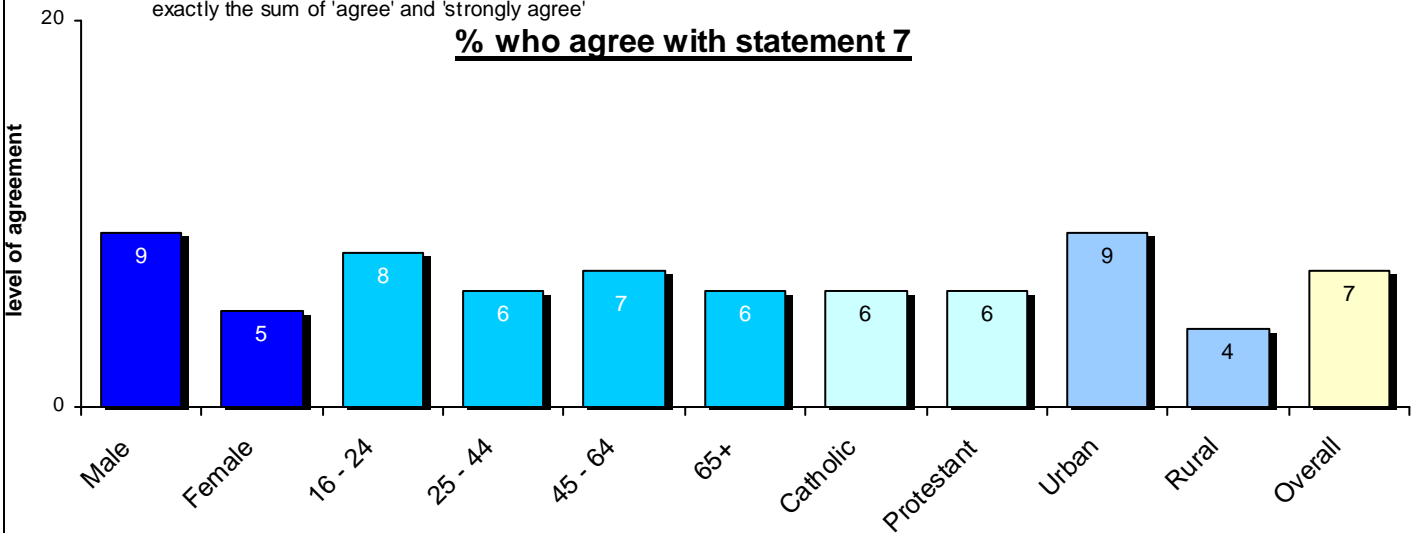
Statement 7: “There are too many safety cameras in our local area”



- Overall, 7% of respondents agreed with this statement.
- Fewer females (5%) than males (9%) agreed with this statement.
- The level of agreement with this statement was higher among respondents from the greater Belfast area (9%) than in the rest of Northern Ireland (4%).

Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

% who agree with statement 7



		% Agree	% Disagree	% Neither
Gender	Male	9	68	21
	Female	5	73	18
Age	16 – 24	8	68	23
	25 – 44	6	68	24
	45 – 64	7	76	13
	65 +	6	67	20
Community Background	Catholic	6	75	16
	Protestant	6	68	23
PSNI Region	Urban	9	67	22
	Rural	4	75	17
Overall		7	71	19

APPENDIX**Comparisons of the 2009 Northern Ireland Public Attitude Survey with other Safety Camera Schemes in England & Wales (2002 – 2005)**

Source:

<http://www.dft.gov.uk/foi/responses/2005/sept/consultancycommsresearch/safetycamerapartnershiplocal2607>**Q1: Fewer accidents are likely to happen on roads where cameras are installed**

Force	% who agree with statement
Devon and Cornwall	86
Wiltshire	82
Northumbria	77
Derbyshire	75
Hampshire	75
Suffolk	74
Cumbria	72
London	71
Staffordshire	69
Cheshire	68
Mid and South Wales	68
Lancashire	67
North Wales	67
Humberside	66
Northern Ireland	65
Bedfordshire	65
Kent and Medway	64
Greater Manchester	63
Sussex	62
Nottinghamshire	61
Northamptonshire	61
West Mercia	61
Essex	61
Dorset	59
Cleveland	59
West Mids	59
Thames Valley	58
Warwickshire	58
Hertfordshire	58
Leicestershire	56
Lincolnshire	54
West Yorkshire	53
Avon and Somerset	51
Cambridgeshire	49
Norfolk	32

Q2: Cameras mean that dangerous drivers are now more likely to get caught

Force	% who agree with statement
Northumbria	80
Wiltshire	78
Devon and Cornwall	75
London	75
Northern Ireland	70
Lancashire	68
Hampshire	66
Cheshire	66
Humberside	66
Staffordshire	63
Cumbria	62
Suffolk	61
Mid and South Wales	61
Sussex	57
Dorset	57
Cleveland	57
Kent and Medway	56
Greater Manchester	56
West Mercia	56
North Wales	55
Essex	54
Nottinghamshire	52
Lincolnshire	51
Northamptonshire	50
West Mids	50
Warwickshire	50
Bedfordshire	49
Derbyshire	48
Thames Valley	46
Leicestershire	46
Avon and Somerset	46
Cambridgeshire	45
Hertfordshire	44
Norfolk	36

Q3: Cameras are meant to encourage drivers to keep to the speed limits, not to punish them

Force	% who agree with statement
Wiltshire	89
Lancashire	88
Devon and Cornwall	87
Derbyshire	86
Northumbria	86
Cheshire	81
Hampshire	81
Lincolnshire	80
London	79
Northern Ireland	78
West Yorkshire	78
Leicestershire	77
Suffolk	76
Kent and Medway	75
Sussex	75
North Wales	73
Dorset	73
Cumbria	73
Nottinghamshire	72
Cambridgeshire	72
Northamptonshire	71
Humberside	71
West Mercia	71
Essex	70
Cleveland	69
Avon and Somerset	67
Thames Valley	66
Mid and South Wales	66
Warwickshire	64
Bedfordshire	63
Hertfordshire	62
Greater Manchester	58
West Mids	58
Norfolk	57
Staffordshire	44

Q4: Cameras are an easy way of making money out of motorists

Force	% who agree with statement
Thames Valley	78
Norfolk	77
North Wales	73
Cheshire	70
Hertfordshire	68
Staffordshire	67
Bedfordshire	67
Avon and Somerset	67
Mid and South Wales	66
Leicestershire	65
Northamptonshire	64
Nottinghamshire	64
Humberside	64
Kent and Medway	64
Warwickshire	63
Lancashire	61
London	60
West Mercia	60
Cleveland	60
Lincolnshire	60
Cambridgeshire	59
Dorset	58
Sussex	58
Northern Ireland	52
Derbyshire	52
Cumbria	51
Greater Manchester	50
Northumbria	46
Wiltshire	45
West Mids	44
Devon and Cornwall	42
Suffolk	42
Hampshire	39
Essex	28
West Yorkshire	15

Q5: The primary aim of safety cameras is to save lives

Force	% who agree with statement
Wiltshire	93
Devon and Cornwall	85
Northumbria	85
Suffolk	82
Northern Ireland	81
Cheshire	76
Derbyshire	76
Staffordshire	76
Hampshire	75
London	75
Dorset	75
Northamptonshire	75
Essex	74
Lincolnshire	74
Cumbria	72
Kent and Medway	70
Mid and South Wales	70
Thames Valley	70
Humberside	69
West Mercia	66
Warwickshire	66
Nottinghamshire	65
Bedfordshire	63
North Wales	62
Sussex	62
Cleveland	60
Leicestershire	59
West Mids	58
Greater Manchester	57
Avon and Somerset	56
Cambridgeshire	55
West Yorkshire	53
Hertfordshire	51
Norfolk	43

Q6: The use of safety cameras should be supported as a method of reducing casualties

Force	% who agree with statement
Wiltshire	98
Devon and Cornwall	95
Northumbria	94
Hampshire	87
Cheshire	87
Derbyshire	87
London	86
North Wales	86
Northern Ireland	85
Suffolk	85
Dorset	85
Northamptonshire	84
Nottinghamshire	83
Staffordshire	82
Cumbria	81
Humberside	80
Essex	80
Kent and Medway	79
West Mercia	78
Bedfordshire	78
Mid and South Wales	77
Greater Manchester	77
Cleveland	76
West Yorkshire	73
Sussex	73
Lincolnshire	73
Thames Valley	73
West Mids	72
Avon and Somerset	72
Hertfordshire	72
Leicestershire	70
Cambridgeshire	67
Warwickshire	64
Norfolk	56

Q7: There are too many safety cameras in our local area

Force	% who agree with statement
Hampshire	5
West Yorkshire	5
Northern Ireland	7
Wiltshire	12
Cumbria	14
Northumbria	17
Dorset	18
Greater Manchester	20
Humberside	20
Suffolk	20
Sussex	20
Kent and Medway	21
Cambridgeshire	22
Cleveland	22
Devon and Cornwall	23
London	23
West Mercia	23
Lincolnshire	24
Nottinghamshire	25
Avon and Somerset	27
Hertfordshire	27
Essex	28
Warwickshire	28
Cheshire	30
Northamptonshire	31
Derbyshire	32
Leicestershire	32
Bedfordshire	33
Mid and South Wales	33
Staffordshire	34
West Mids	34
Thames Valley	38
Norfolk	40
North Wales	46