



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

# Northern Ireland Safety Camera Scheme Public Attitude Survey

**30<sup>th</sup> April 2008**

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 October 2007.

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# NORTHERN IRELAND SAFETY CAMERA SCHEME

## Executive Summary

The Northern Ireland Safety Camera Scheme (NISCS) was launched on the 1<sup>st</sup> 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 64 mobile sites and routes which are permanently signed and enforced by mobile camera vans.

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 October 2007 and 1,331 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:

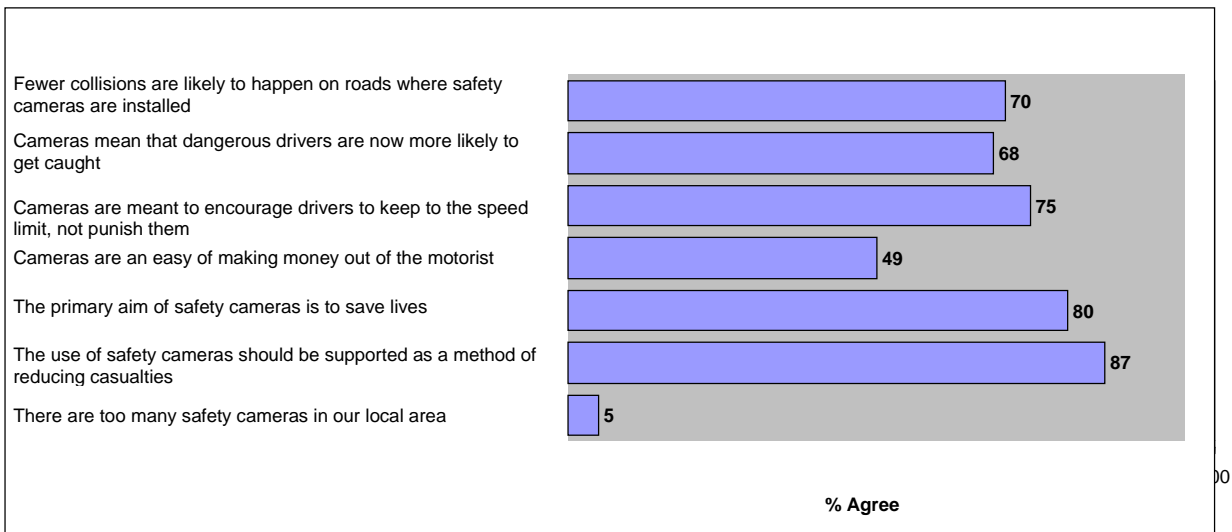
Just under half of those surveyed (49%) had heard of the Safety Camera Scheme. Awareness was higher among drivers (52%) than non-drivers (38%) and among males (52%) compared with females (46%). Awareness of the scheme also increased with age with more than half (52%) of those aged 65+ having heard of the scheme compared with 38% of those aged 16 – 25. There was also a higher level of awareness of the scheme in the greater Belfast area (53%) than in the rest of Northern Ireland (45%).

### 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 68% to 87% of respondents agreeing with each (Chart 1 overleaf).

Almost half of respondents, 49%, agreed with one of the negative statements: **“Cameras are an easy way of making money out of the motorist”** and very few (5%) agreed with the other negative statement: **“There are too many safety cameras in our local area”**.

Across all seven statements, significantly more females took a 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. Community background was also a factor in attitudes towards four of the statements, with Roman Catholics being generally more supportive of the scheme than Protestants.



### 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, the 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 4<sup>th</sup> highest level of agreement out of 34 SCS surveys with 87%). A similar level of support was also associated with the view that ***'The primary aim of Safety Cameras is to save lives'*** (5<sup>th</sup> 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 5<sup>th</sup> highest level of agreement out of 34 SCS area surveys with 68%).

Conversely, the view that ***'There are too many safety cameras in our local area'*** received a low level of support in Northern Ireland, at 5%, the joint lowest of all the safety camera schemes surveyed.

### Conclusions

While overall awareness levels of the scheme in Northern Ireland may seem lower than might be desirable, this is probably to be expected given that the scheme has only been relatively recently introduced within Northern Ireland and also the number of fixed cameras and mobile sites/routes would be significantly fewer than in other Scheme areas.

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

## **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 1,987 households, there was a 67% response rate. Face-to-face interviews were conducted at 1,331 addresses with one person aged 16 or over randomly selected for interview at each address.

### **STATISTICAL DIFFERENCES**

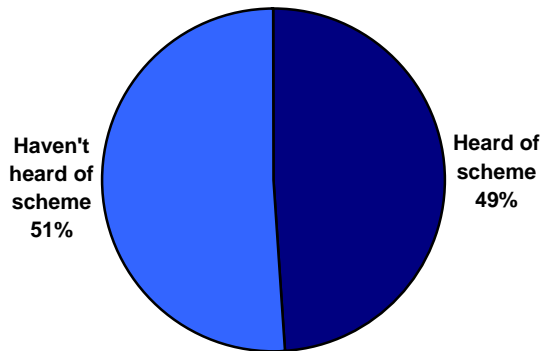
As this survey is based on a sample of the Northern Ireland population, the results obtained are subject to sampling error. Therefore, there may appear to be a difference in the levels of agreement across demographic groups, but these variations may not be statistically significant. In order to assist with the interpretation of the report findings, only those differences that are statistically significant are reported throughout this report. In the analysis, any refusals to answer the question were omitted. 'Don't know' responses were included.

### **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**

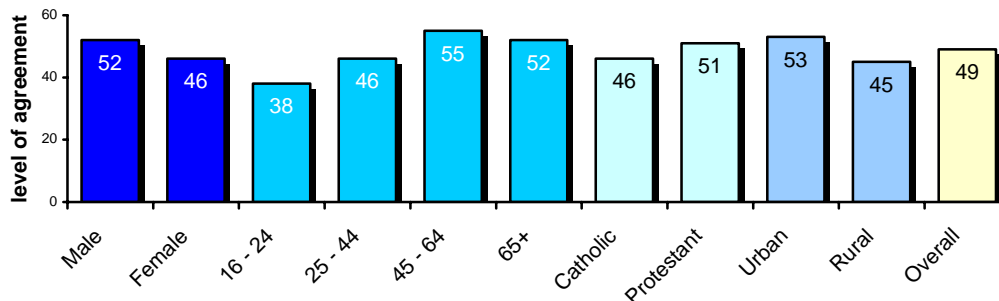
## GENERAL AWARENESS OF THE NORTHERN IRELAND SAFETY CAMERA SCHEME



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

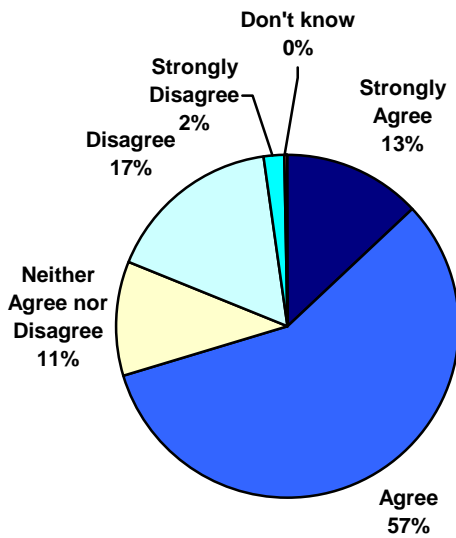
- Overall, 49% of respondents had heard of the Northern Ireland Safety Camera Scheme.
- A higher proportion of males (52%) than females (46%) had heard of the scheme.
- A higher proportion of respondents from the over 45 age group had heard of the scheme than from the under 45's.
- A higher proportion from the Greater Belfast area had heard of the scheme (53%) than from the rest of Northern Ireland (45%).

**% who have heard of the Northern Ireland Safety Camera Scheme**



		% Heard of scheme	% Hadn't heard of scheme
<b>Gender</b>	Male	52	48
	Female	46	54
<b>Age</b>	16 – 24	38	62
	25 – 44	46	54
	45 - 64	55	45
	65 +	52	48
<b>Community Background</b>	Catholic	46	54
	Protestant	51	49
<b>PSNI Region</b>	Urban	53	47
	Rural	45	55
<b>Overall</b>		<b>49</b>	<b>51</b>

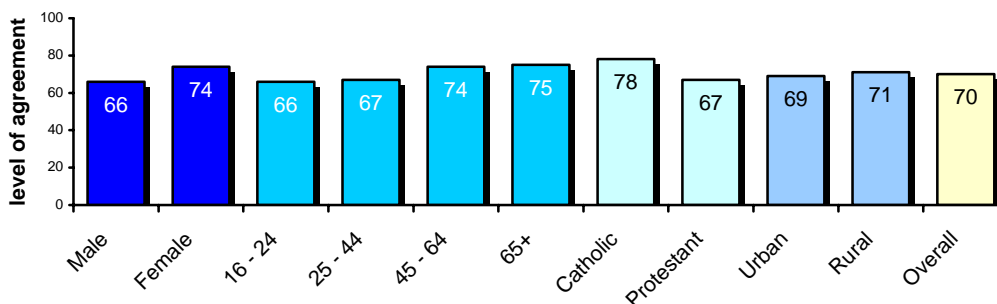
**Statement 1: “Fewer collisions are likely to happen on roads where safety cameras are installed”**



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

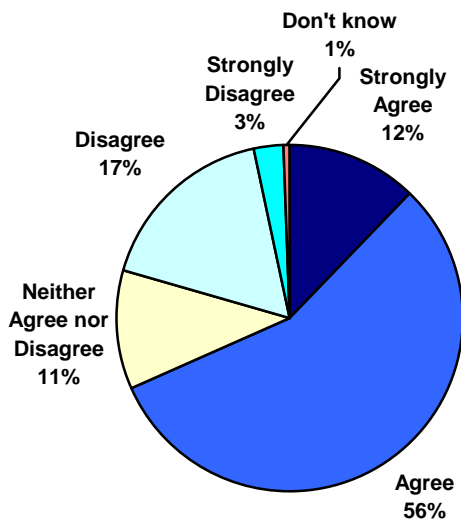
- Overall, 70% of respondents agreed with this statement.
- A higher proportion of females (74%) than males (66%) agreed with this statement.
- The level of agreement was higher among respondents over 45 years of age than those under 45.
- A higher proportion of respondents from a Roman Catholic community background (78%) agreed with this statement than from a Protestant background (67%)

**% who agree with statement 1**



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	66	24	11
	Female	74	15	11
<b>Age</b>	16 - 24	66	24	9
	25 - 44	67	23	10
	45 - 64	74	16	10
	65 +	75	10	14
<b>Community Background</b>	Catholic	78	16	6
	Protestant	67	20	13
<b>PSNI Region</b>	Urban	69	19	11
	Rural	71	18	10
<b>Overall</b>		<b>70</b>	<b>19</b>	<b>11</b>

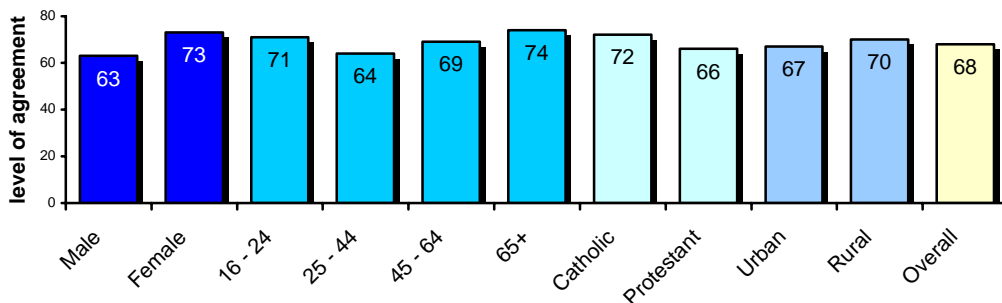
**Statement 2: “Cameras mean that dangerous drivers are now more likely to get caught”**



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

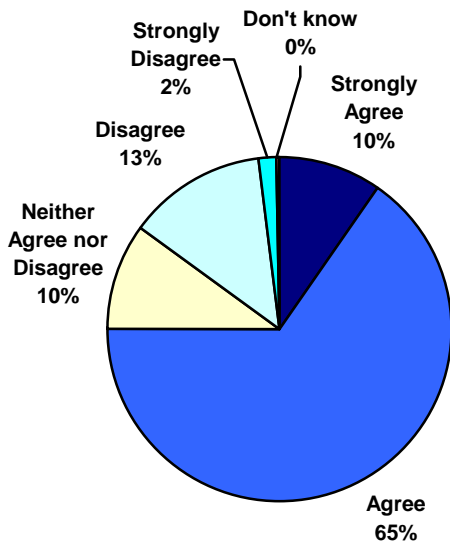
- Overall, 68% of respondents agreed with this statement.
- A higher proportion of females (73%) than males (63%) agreed with this statement.
- The level of agreement was higher among respondents in the over 65 age-group (74%) than in the 25 to 44 age-group (64%).
- A higher proportion of respondents from a Roman Catholic community background (72%) agreed with this statement than from a Protestant background (66%)

**% who agree with statement 2**



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	63	27	10
	Female	73	14	12
<b>Age</b>	16 - 24	71	19	9
	25 – 44	64	24	12
	45 – 64	69	20	11
	65 +	74	13	12
<b>Community Background</b>	Catholic	72	17	11
	Protestant	66	22	11
<b>PSNI Region</b>	Urban	67	21	11
	Rural	70	18	11
<b>Overall</b>		<b>68</b>	<b>20</b>	<b>11</b>

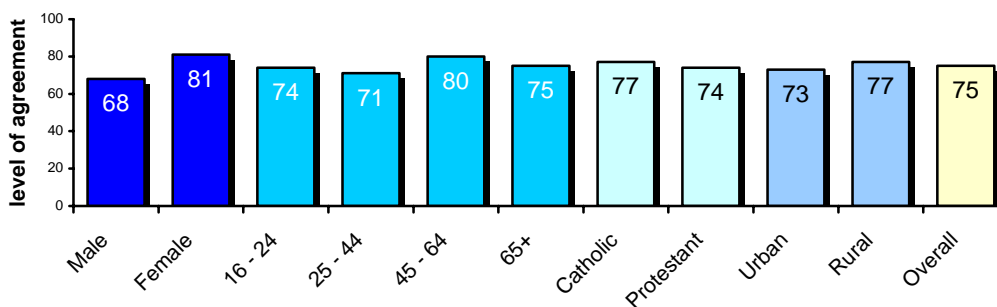
**Statement 3: “Cameras are meant to encourage drivers to keep to the speed limits, not punish them”**



- Overall, 75% of respondents agreed with this statement.
- A larger proportion of females (81%) than males (68%) agreed with this statement.
- The level of agreement was higher among respondents over 45 years of age than in the under 45's.

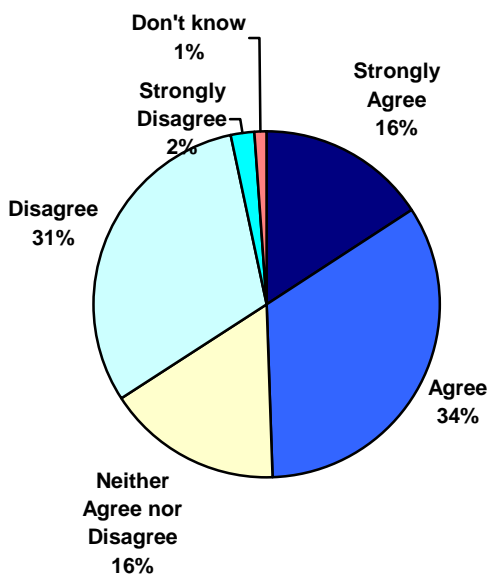
Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

**% who agree with statement 3**



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	68	20	12
	Female	81	10	8
<b>Age</b>	16 - 24	74	16	9
	25 - 44	71	19	10
	45 - 64	80	11	9
	65 +	75	12	12
<b>Community Background</b>	Catholic	77	13	9
	Protestant	74	16	10
<b>PSNI Region</b>	Urban	73	16	11
	Rural	77	14	9
<b>Overall</b>		<b>75</b>	<b>15</b>	<b>10</b>

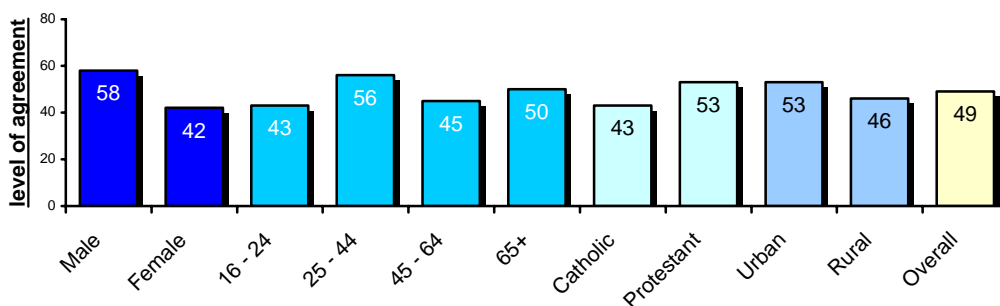
**Statement 4: “Cameras are an easy way of making money out of the motorist”**



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

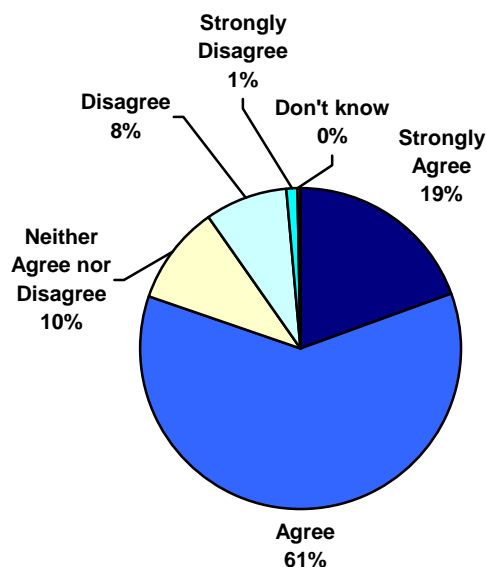
- Overall, 49% of respondents agreed with this statement.
- A higher proportion of males (58%) than females (42%) agreed with this statement.
- The level of agreement was higher in the 25 – 44 (56%) age group than in the 16 – 24's (43%) and in the 45 – 64's (45%).
- More respondents from a Protestant community background (53%) agreed with this statement than from a Roman Catholic background (43%).
- The level of agreement was higher in the Greater Belfast area (PSNI Urban region), 53%, than in the rest of Northern Ireland (PSNI Rural region), 46%.

**% who agree with statement 4**



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	58	29	13
	Female	42	36	20
<b>Age</b>	16 - 24	43	40	17
	25 – 44	56	28	16
	45 – 64	45	34	19
	65 +	50	35	13
<b>Community Background</b>	Catholic	43	38	17
	Protestant	53	30	16
<b>PSNI Region</b>	Urban	53	28	17
	Rural	46	38	16
<b>Overall</b>		<b>49</b>	<b>33</b>	<b>16</b>

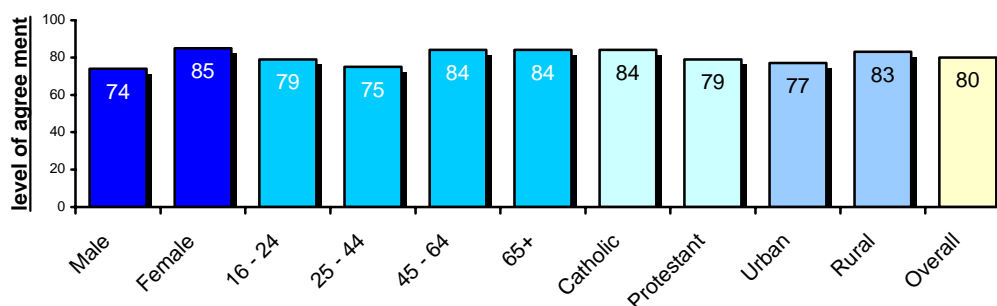
## Statement 5: “The primary aim of safety cameras is to save lives”



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

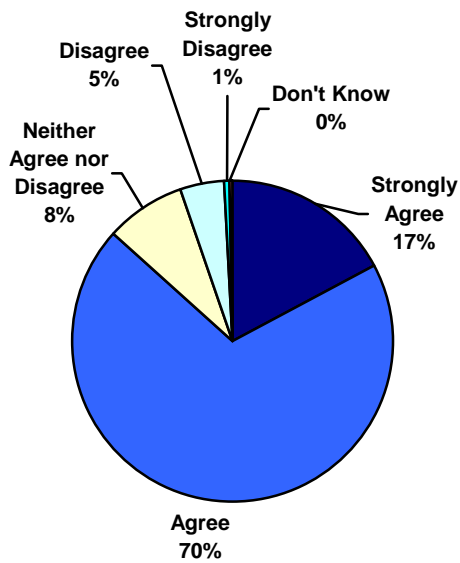
- Overall, 80% of respondents agreed with this statement.
- A higher proportion of females (85%) than males (74%) agreed with this statement.
- The level of agreement was higher among respondents over 45 years of age than those under 45.
- More respondents from a Roman Catholic community background (84%) agreed with this statement than from a Protestant background (79%).
- The level of agreement was lower in the greater Belfast area (77%) than in the rest of Northern Ireland (83%).

**% who agree with statement 5**



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	74	14	12
	Female	85	6	8
<b>Age</b>	16 - 24	79	11	10
	25 - 44	75	13	12
	45 - 64	84	7	8
	65 +	84	4	11
<b>Community Background</b>	Catholic	84	8	7
	Protestant	79	9	12
<b>PSNI Region</b>	Urban	77	11	11
	Rural	83	8	9
<b>Overall</b>		<b>80</b>	<b>9</b>	<b>10</b>

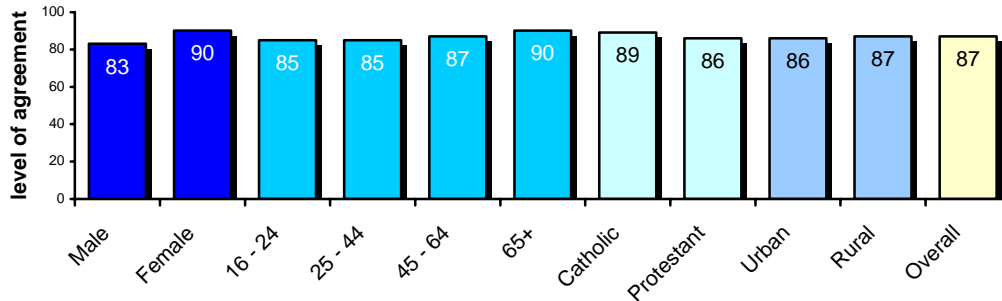
**Statement 6: “The use of safety cameras should be supported as a method of reducing casualties”**



- Overall, 87% of respondents agreed with this statement.
- A higher proportion of females (90%) than males (83%) agreed with this statement.

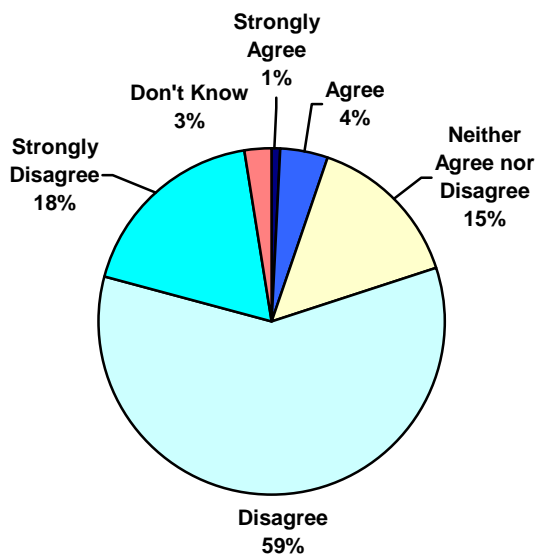
Nb Because of rounding error, % agreement may not be exactly the sum of 'agree' and 'strongly agree'

**% who agree with statement 6**



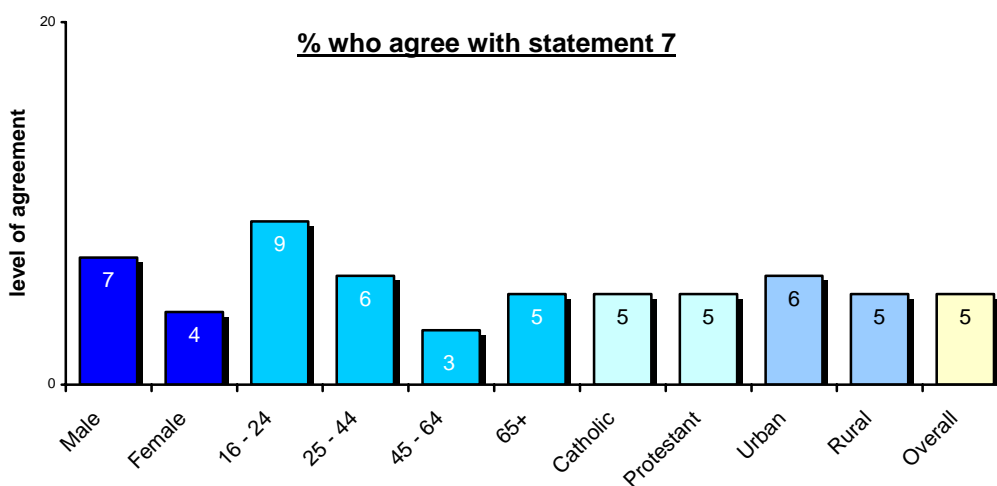
		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	83	7	10
	Female	90	4	6
<b>Age</b>	16 – 24	85	4	12
	25 – 44	85	8	7
	45 – 64	87	5	7
	65 +	90	2	8
<b>Community Background</b>	Catholic	89	5	6
	Protestant	86	5	9
<b>PSNI Region</b>	Urban	86	5	8
	Rural	87	5	8
<b>Overall</b>		<b>87</b>	<b>5</b>	<b>8</b>

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



- Overall, 5% of respondents agreed with this statement.
- Fewer females (4%) than males (7%) agreed with this statement.
- The level of agreement was higher among the under 45 age group than in the over 45's.

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



		% Agree	% Disagree	% Neither
<b>Gender</b>	Male	7	74	17
	Female	4	80	13
<b>Age</b>	16 – 24	9	71	17
	25 – 44	6	78	15
	45 – 64	3	80	14
	65 +	5	76	15
<b>Community Background</b>	Catholic	5	80	12
	Protestant	5	76	17
<b>PSNI Region</b>	Urban	6	76	15
	Rural	5	78	15
<b>Overall</b>		<b>5</b>	<b>77</b>	<b>15</b>

## **APPENDIX**

### **Comparisons 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
Northern Ireland	70
Staffordshire	69
Cheshire	68
Mid and South Wales	68
Lancashire	67
North Wales	67
Humberside	66
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	68
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
West Yorkshire	78
Leicestershire	77
Suffolk	76
Northern Ireland	75
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
Derbyshire	52
Cumbria	51
Greater Manchester	50
Northern Ireland	49
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	80
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
Northern Ireland	87
Hampshire	87
Cheshire	87
Derbyshire	87
London	86
North Wales	86
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
Northern Ireland	5
Hampshire	5
West Yorkshire	5
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