Public Attitude Survey

2014 Results Report

The Northern Ireland Road Safety Partnership

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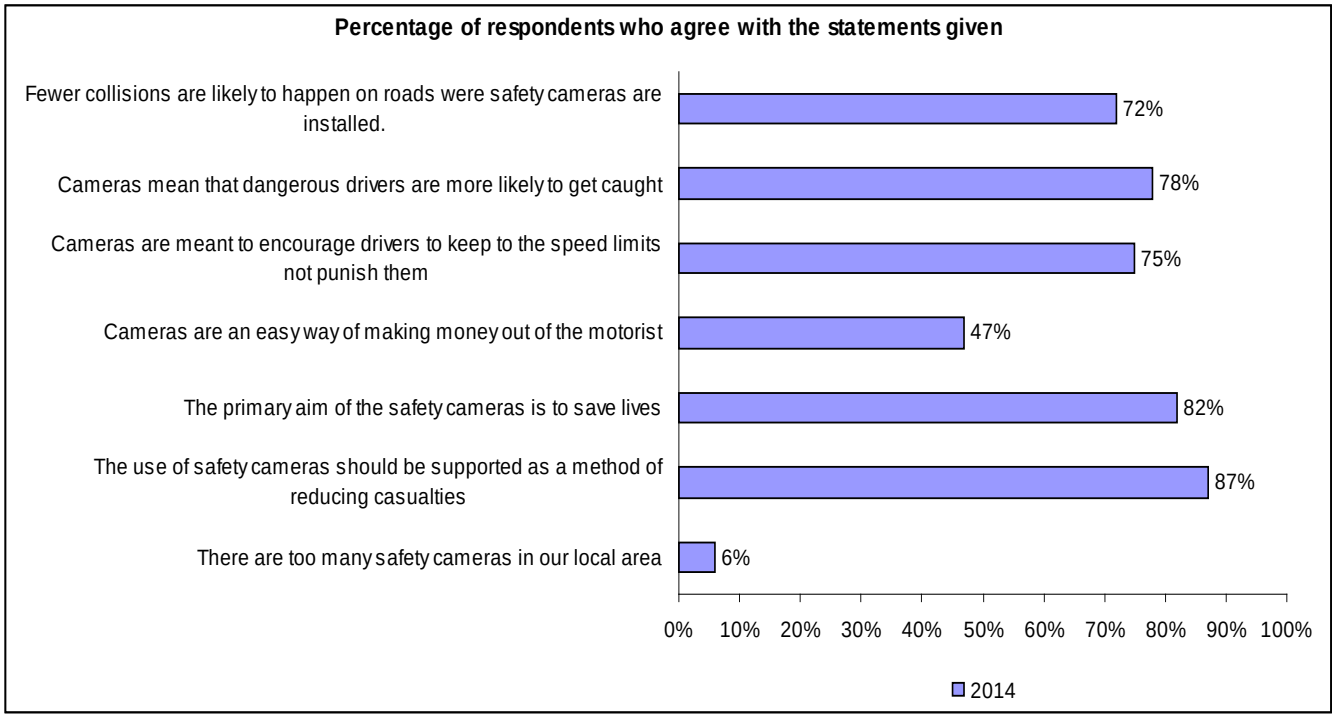
Executive Summary

As part of the 2014 Northern Ireland Omnibus Survey, data were collected regarding public attitudes of the use of safety cameras in Northern Ireland. 1,020 respondents were asked whether they agree or disagree with the following statements:



The results indicate that people in Northern Ireland continue to be generally supportive of the scheme and it seems that there is a good understanding of the purpose of safety cameras. Over four fifths of respondents agree that:

- the primary aim of the safety cameras is to save lives, and
- their use should be supported as a method of reducing casualties.

Approximately three quarters of respondents agree that:

- fewer collisions are likely to happen where safety cameras are installed
- dangerous drivers are more likely to get caught
- the safety cameras are there to encourage drivers to keep to speed limits than disagree with those statements.

One of the more negative findings of the survey was that almost half of respondents believe safety cameras are an easy way of making money out of the motorist. However at the same time only 6% felt that there were too many safety cameras in their local area. Compared with previous similar surveys conducted in 2007, 2009 and 2012, the public perception of the safety camera scheme has remained relatively unchanged over the years, regardless of the fact that the speed threshold has been reduced and the number of persons detected has increased significantly in recent years. The one main change in public perception of the cameras compared to previous years is that there has been a substantial increase in the proportion of respondents who agree with the statement ‘Cameras mean that dangerous drivers are more likely to get caught’. In previous years between 68-70% of respondents agreed with this whereas in 2014 78% agreed with it.

Introduction

A Public Attitude Survey was carried out in May 2014 for the Northern Ireland Road Safety Partnership by the Northern Ireland Statistics and Research Agency (NISRA) using the Northern Ireland Omnibus Survey.

The Northern Ireland Road Safety Partnership (NIRSP) was established 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. In line with best practice in England and Wales, the NIRSP is required to monitor and evaluate general public acceptance of the scheme. To achieve this, questions were included in the NISRA Omnibus Survey.

The sample for the survey consisted of a systematic random sample of addresses selected from the Land and Property Services Agency list of private addresses. A total of 2,200 addresses were selected for interview with 1,020 responses received.

Statistical significance

As this survey is based on a sample, 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, significance tests were conducted and only those differences that are statistically significant ($p<0.05$) are reported. Therefore any increases or decreases highlighted in this report reflect a statistically significant difference in the survey results.

Technical details of the survey and the demographical profile of respondents' are provided in the appendix.

Key Findings

- Public support for the scheme remains high with over three-fifths (72%) of respondents agreeing that 'fewer collisions are likely to happen on roads where safety cameras are installed'. This is a significant increase on the 68% who agreed with this in 2012

- 78% of respondents agreed that 'cameras mean that dangerous drivers are now more likely to get caught'. This is a significant increase on the 70% who agreed with this in 2012

- Over four-fifths (82%) of respondents agreed that 'the primary aim of the safety cameras is to save lives'. This is a significant increase when compared with the results of the 2012 survey (when 78% agreed with this statement)

- 6% of respondents agreed that 'there are too many safety cameras in our local area', this is a significant decrease from 9% who agreed in 2012. 77% of respondents to this statement disagreed that there were too many safety cameras in the local area

- Significantly more respondents from rural areas (52%) believe cameras are an easy way of making money out of motorists when compared with respondents from urban areas (43%)

- Significantly more females than males agree that cameras are meant to encourage drivers to keep to the speed limits, not punish them

- When asked to choose the most effective method for saving lives from a given list, 47% chose 'speed vans that move around locations', 25% 'fixed speed cameras' and 24% chose 'average speed camera systems'

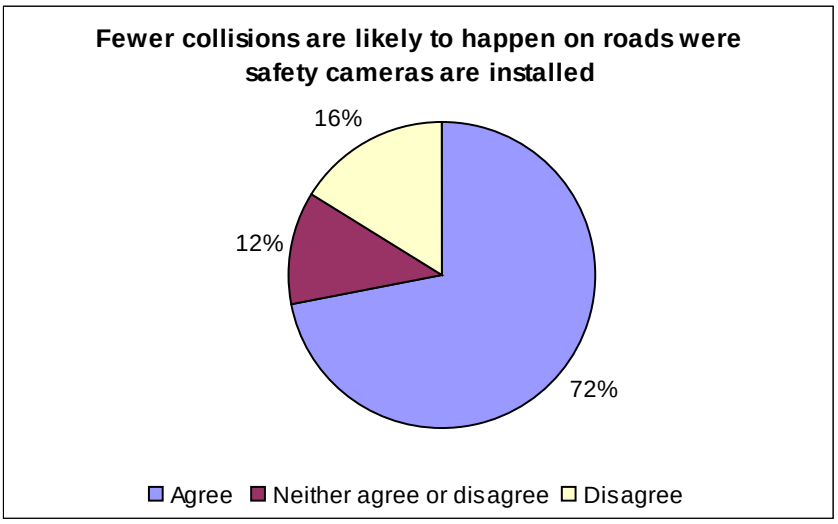
- Respondents were asked what area any additional funds from the scheme should be spent on. Three options were given and then an opportunity for 'other' was given to the respondent. Over one-quarter (27%) said 'additional cameras and equipment', 45% said 'road safety training' and 65% said 'training young people in general safety issues, including road safety'

- When prompted for their own ideas on how additional funds from the scheme should be spent, the most commonly mentioned responses were 'road improvements', 'additional cycle lanes' and 'creating footpaths in country areas'

Section One – Responses to statements

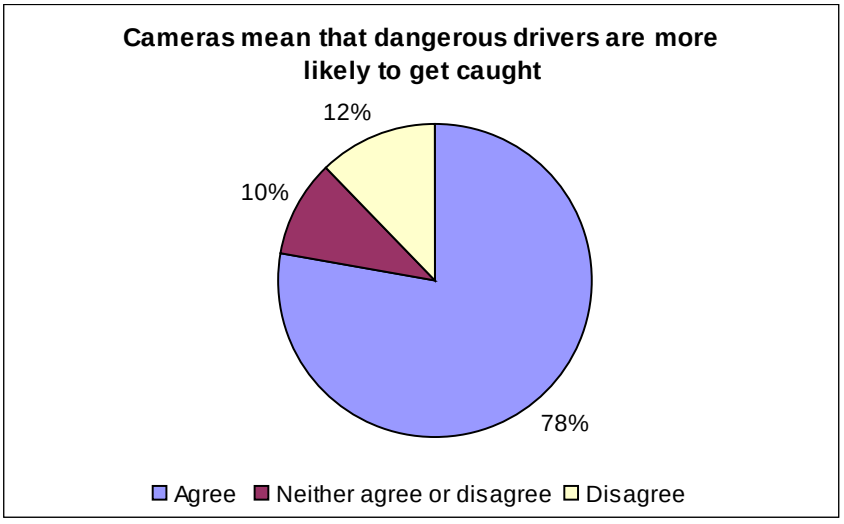
Respondents were asked whether they agree or disagree with the following statements:

'Fewer collisions are likely to happen on roads where safety cameras are installed'



- Almost three-quarters of respondents (72%) agreed or agreed strongly with this statement
- Those in the 65+ age group were more likely to agree with this statement while those in the 16 – 24 age group were least likely to agree[1]
- There was little variation in responses by gender and from those in urban or rural areas

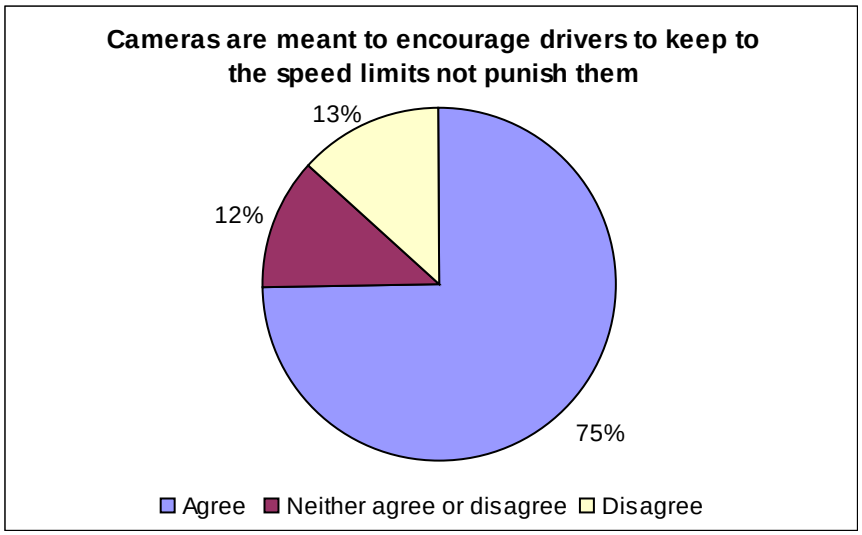
'Cameras mean that dangerous drivers are now more likely to get caught'



[1] Significant difference at the p<0.05 level

- Over three-quarters (78%) of respondents agreed with this statement
- Of those who responded aged 16-24, eight in ten (80%) agreed with this statement
- More than eight in ten (81%) of females who responded agreed with this statement compared with 74% of males.[1]

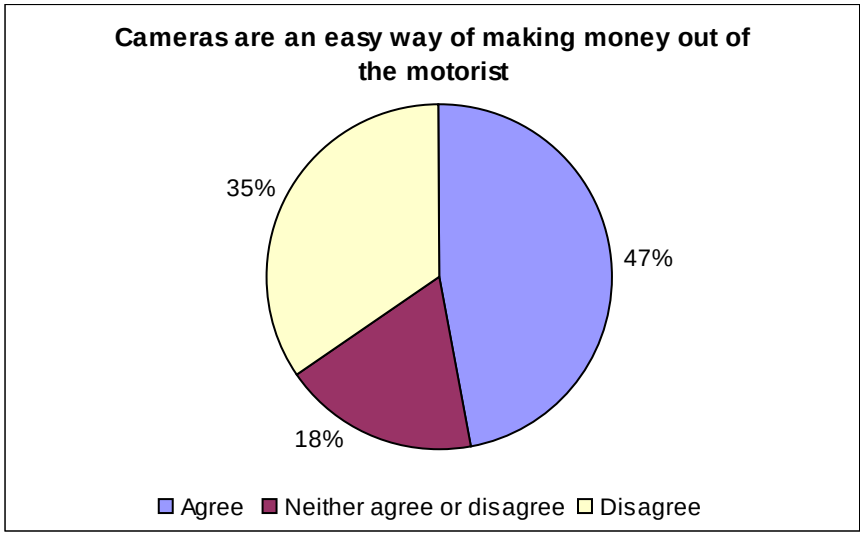
'Cameras are meant to encourage drivers to keep to the speed limits not to punish them'



- Three-quarters of respondents agreed with this statement
- 79% of the females who responded to this statement agreed compared with 70% of males[1]
- Older people, in the age group 65+, were more likely to agree with this statement those in the younger age groups[1]

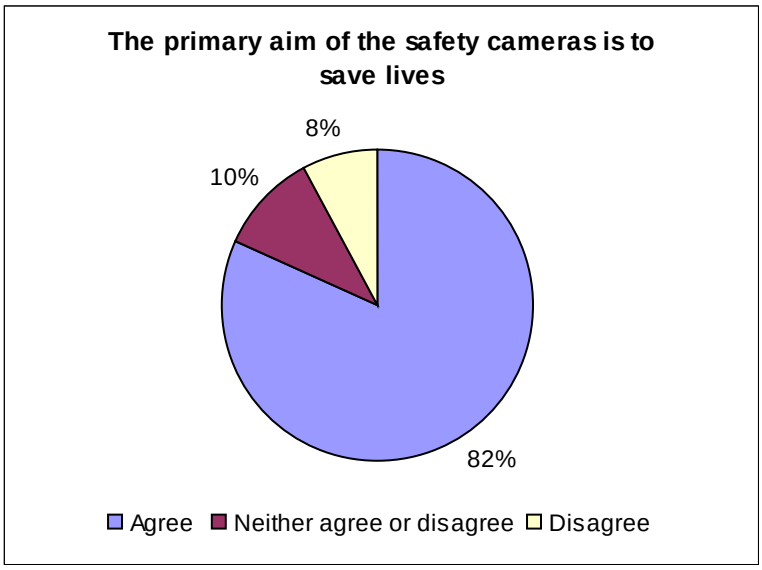
[1] Significant difference at the $p<0.05$ level

'Cameras are an easy way of making money out of the motorist'



- Less than half (47%) of people who responded to this question agreed with the statement and over one-third (35%) disagreed
- Males were more likely to agree with this statement with 56% of males who responded agreeing compared with 38% of females[1]
- Surprisingly respondents aged 16-24 are less likely to agree with this statement than all other age groups[1]
- More respondents from rural areas agree with this statement than those from urban areas[1]

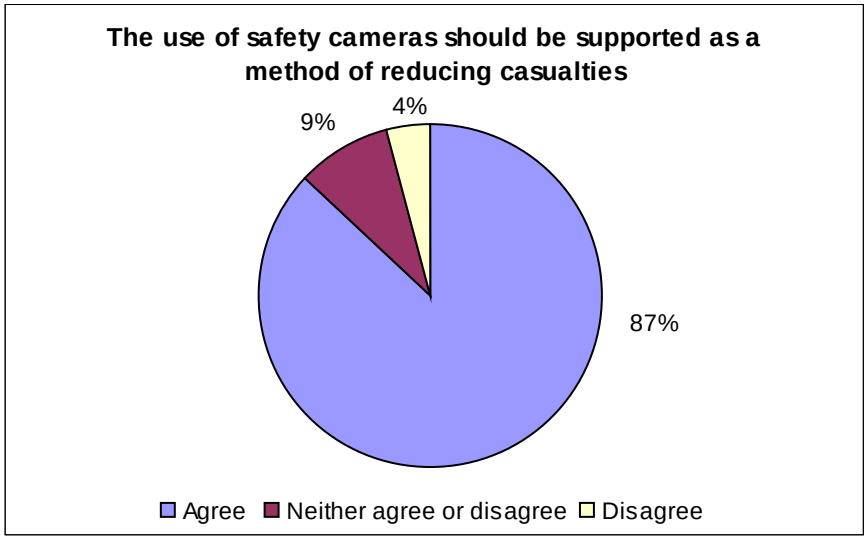
'The primary aim of the safety cameras is to save lives'



[1] Significant difference at the p<0.05 level

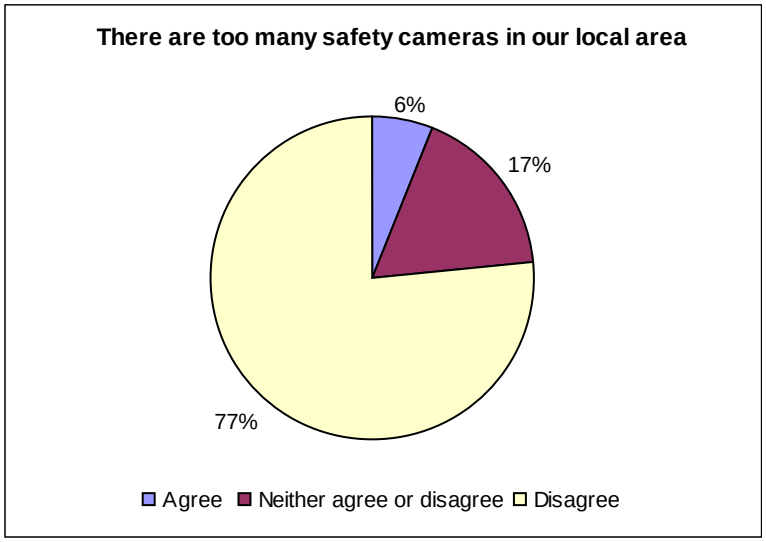
- Over four-fifths (82%) of respondents to the survey agreed with this statement
- 87% of respondents aged 65+ agree with this statement, this is higher than all other age groups[1]
- Support for this statement was similar between genders and those who lived in urban and rural areas

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



- 87% of respondents agreed with this statement with only 4% of respondents disagreeing
- There was no significant difference with responses by gender, age or area

‘There are too many safety cameras in our local area’



- 77% of respondents to this statement disagreed that there were too many safety cameras in the local area

- There was no significant difference with responses by gender, age or area

Section Two – Most effective method of speed enforcement responses

This question asked the respondents to choose the method of speed enforcement they believed to be the most effective in saving lives.

Method of enforcement	%
Speed camera vans that move around locations	47
Average speed camera systems that monitor vehicle speed over distance	24
Fixed speed cameras	25
None are effective	4

- Speed vans that move around locations were seen as more effective by respondents than average speed cameras or fixed cameras

- 4% of respondents believed that none of the current methods of enforcement are effective

		Speed camera vans that move around locations	Average speed camera systems	Fixed speed cameras	None are effective
		%	%	%	%
Gender	Male	46	24	26	3
	Female	48	23	24	4
Age	16 - 24	45	21	30	4
	25 - 34	50	22	27	1
	35 - 49	45	24	26	5
	50 - 64	48	26	22	3
	65+	47	23	25	5
Area	Urban	46	25	26	3
	Rural	49	22	25	5
Overall		**47**	**24**	**26**	**4**

- Half of the 25 – 34 year old respondents believe that speed cameras that move around locations are an effective method of enforcement

- 30% of 16-24 year olds believe that fixed speed cameras are an effective method of enforcement

Section Three – Spending of additional funds responses

This question gave the respondents the opportunity to tell us how they think any additional funds raised via the scheme should be spent.

Three options were presented and an opportunity to specify 'other' was also given. Respondents could give more than one answer so totals will not add to 100%.

Option	%
Additional cameras and equipment	27
Road safety training	45
Training young people in general safety issues, including road safety	65
Other	7

The following lists other areas that respondents suggested for how the additional funds could be spent:

Bus lanes
Create more cycle lanes/develop other means of transport
Creating footpaths in country areas
Creating more cycle lanes
Dedicated cycle lanes
Elderly -retraining
Erect signs to advise motorists of existence of cameras as in England
Health service
Improving infrastructure
Improving roads
In the road infrastructure
Into government coffers
Lighting cycle lanes
Make more space at road junctions
More advertising
More cycle paths for children
More police on roads
More should be spent on our roads fixing pot holes especially on M1
Providing more info for older drivers re new regulations
Put some of money back into health service
Putting into charity
Resurfacing roads
Road maintenance
Road repairs
Stiffer driving test
To give this to families of road victims
To other departmental areas of pressure eg health
Training all people in safety issues
Visual displays on accident sites

Section Four – Comparisons with previous Public Attitude Surveys

	% who agree 2014	% who agree 2012	% who agree 2009	% who agree 2007	Significance (2014 compared with 2012
Fewer collisions are likely to happen on roads were safety cameras are installed	**72%**	68%	65%	70%	SIGNIFICANT
Cameras mean that dangerous drivers are now more likely to get caught	**78%**	70%	70%	68%	SIGNIFICANT
Cameras are meant to encourage drivers to keep to the speed limits, not punish them	**75%**	74%	78%	75%	NOT SIGNIFICANT
Cameras are an easy way of making money out of the motorist	**47%**	50%	52%	49%	NOT SIGNIFICANT
The primary aim of safety cameras is to save lives	**82%**	78%	81%	80%	SIGNIFICANT
The use of safety cameras should be supported as a method of reducing casualties	**87%**	86%	85%	86%	NOT SIGNIFICANT
There are too many safety cameras in our local area	**6%**	9%	7%	5%	SIGNIFICANT

- As can be seen from the table above, support for the use of safety cameras has remained relatively high when the results of the 2014 survey are compared with those from the previous surveys

- Almost three-quarters of people agree that fewer collisions are likely to happen on roads were safety cameras are installed, this shows a significant increase when compared with the 2012 result[1]

- Over three-quarters (78%) of people who responded agree that cameras mean that dangerous drivers are more likely to get caught, up from 70% in 2012, 70% in 2009 and up from 68% in 2007[1]

- 82% of respondents agreed that the primary aim of the safety cameras is to save lives. This is up when compared with 2012 results (78%)[1]

- The number of people who believe that there are too many safety cameras 'in our local area' has decreased to 6% in 2014, down from 9% in 2012[1]

[1] Significant difference at the $p<0.05$ level

Appendix 1: Tables of results

***Fewer collisions are likely to happen on roads where safety cameras are installed.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	71.8%	70.8%	72.9%	58.6%	74.2%	72.8%	71.9%	77.1%	72.0%	71.6%
Agree strongly	18.5%	18.0%	19.1%	12.1%	18.9%	16.6%	19.7%	22.9%	19.5%	17.1%
Agree	53.3%	52.8%	53.8%	46.5%	55.3%	56.3%	52.2%	54.2%	52.5%	54.5%
Neither agree nor disagree	12.1%	12.1%	12.2%	17.2%	14.9%	9.1%	12.0%	10.7%	13.4%	10.3%
Total Disagree	15.9%	17.1%	14.7%	24.2%	10.9%	18.0%	16.1%	11.7%	14.5%	18.0%
Disagree	14.7%	15.7%	13.7%	23.0%	10.9%	17.0%	14.1%	10.3%	13.0%	17.1%
Disagree strongly	1.2%	1.5%	1.0%	1.2%	0.0%	1.1%	2.0%	1.4%	1.5%	0.9%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.1%

***Cameras mean that dangerous drivers are now more likely to get caught.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	77.6%	74.4%	80.7%	80.5%	75.3%	75.8%	77.1%	79.9%	78.5%	76.3%
Agree strongly	15.8%	14.0%	17.5%	14.5%	17.1%	15.3%	14.9%	17.3%	17.6%	13.1%
Agree	61.8%	60.4%	63.2%	66.0%	58.2%	60.5%	62.2%	62.6%	60.9%	63.2%
Neither agree nor disagree	10.2%	10.6%	9.8%	9.0%	12.7%	10.0%	10.0%	9.8%	9.7%	11.0%
Total Disagree	12.1%	14.9%	9.4%	10.5%	11.6%	14.2%	12.9%	10.3%	11.7%	12.7%
Disagree	10.8%	12.9%	8.7%	9.4%	10.5%	13.2%	11.4%	8.4%	10.1%	11.7%
Disagree strongly	1.3%	2.0%	0.7%	1.2%	1.1%	1.1%	1.4%	1.9%	1.6%	1.0%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.1%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%

***Cameras are meant to encourage drivers to keep to the speed limits, not punish them.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	74.7%	70.1%	79.2%	75.8%	70.2%	70.9%	74.5%	81.3%	75.2%	73.9%
Agree strongly	15.0%	14.6%	15.4%	23.0%	13.8%	9.8%	14.1%	17.8%	14.7%	15.4%
Agree	59.7%	55.5%	63.8%	52.7%	56.4%	61.1%	60.4%	63.6%	60.5%	58.5%
Neither agree nor disagree	12.1%	13.0%	11.1%	14.1%	12.0%	13.2%	14.9%	6.5%	11.5%	13.0%
Total Disagree	13.2%	15.1%	8.6%	10.2%	14.9%	14.6%	9.4%	10.5%	11.5%	12.4%
Disagree	11.8%	16.8%	9.6%	10.2%	17.5%	15.9%	10.6%	12.1%	13.2%	13.1%
Disagree strongly	1.3%	1.7%	1.0%	0.0%	2.5%	1.3%	1.2%	1.6%	1.7%	0.8%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.1%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%

***Cameras are an easy way of making money out of the motorist.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	46.6%	55.5%	37.8%	37.1%	53.8%	52.7%	47.2%	40.4%	43.1%	51.7%
Agree strongly	14.4%	17.2%	11.6%	7.8%	16.0%	15.5%	15.1%	15.4%	14.3%	14.6%
Agree	32.2%	38.3%	26.2%	29.3%	37.8%	37.2%	32.1%	25.0%	28.9%	37.1%
Neither agree nor disagree	18.4%	15.7%	21.0%	27.3%	17.1%	15.7%	18.1%	17.1%	20.7%	14.9%
Total Disagree	34.6%	27.0%	36.3%	32.8%	27.3%	28.2%	31.3%	38.1%	31.9%	31.3%
Disagree	31.7%	28.8%	40.4%	35.5%	29.1%	31.2%	34.5%	41.6%	35.8%	33.0%
Disagree strongly	3.0%	1.8%	4.1%	2.7%	1.8%	3.0%	3.2%	3.5%	3.8%	1.7%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.4%	0.0%	0.7%	0.0%	0.0%	0.4%	0.2%	0.9%	0.3%	0.4%

***The primary aim of the safety cameras is to save lives.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	81.6%	80.5%	82.7%	82.4%	82.9%	77.5%	79.9%	86.7%	81.1%	82.3%
Agree strongly	22.0%	20.1%	23.9%	28.9%	22.5%	17.8%	22.7%	21.5%	21.1%	23.4%
Agree	59.5%	60.3%	58.8%	53.5%	60.4%	59.7%	57.2%	65.2%	60.0%	58.9%
Neither agree nor disagree	10.4%	10.0%	10.7%	12.1%	10.2%	11.5%	11.0%	7.5%	10.3%	10.4%
Total Disagree	7.8%	7.1%	6.3%	5.5%	4.7%	9.3%	7.0%	5.4%	6.8%	6.5%
Disagree	6.7%	9.1%	6.6%	5.5%	6.9%	11.0%	8.2%	5.8%	8.2%	7.3%
Disagree strongly	1.1%	2.0%	0.3%	0.0%	2.2%	1.7%	1.2%	0.5%	1.4%	0.8%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.3%	0.0%

***The use of safety cameras should be supported as a method of reducing casualties.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	86.8%	86.5%	87.0%	88.3%	88.0%	84.5%	84.5%	90.2%	86.9%	86.6%
Agree strongly	18.4%	17.2%	19.5%	16.0%	22.2%	17.6%	18.1%	18.5%	18.2%	18.6%
Agree	68.4%	69.3%	67.5%	72.3%	65.8%	66.9%	66.5%	71.7%	68.7%	68.0%
Neither agree nor disagree	8.8%	8.5%	9.2%	9.0%	10.2%	10.2%	8.6%	6.5%	8.9%	8.7%
Total Disagree	4.1%	3.9%	3.6%	2.0%	0.7%	5.1%	5.4%	3.3%	3.1%	4.7%
Disagree	3.7%	4.6%	3.6%	2.0%	1.8%	5.3%	6.0%	3.3%	3.7%	4.7%
Disagree strongly	0.4%	0.7%	0.0%	0.0%	1.1%	0.2%	0.6%	0.0%	0.6%	0.0%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.3%	0.4%	0.2%	0.8%	0.0%	0.0%	0.8%	0.0%	0.5%	0.0%

***There are too many safety cameras in our local area.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	6.0%	6.8%	5.2%	5.1%	4.7%	3.8%	7.8%	7.5%	6.2%	5.6%
Agree strongly	1.0%	1.4%	0.7%	2.0%	1.1%	0.4%	1.4%	0.7%	1.6%	0.3%
Agree	4.9%	5.4%	4.4%	3.1%	3.6%	3.4%	6.4%	6.8%	4.6%	5.4%
Neither agree nor disagree	16.9%	17.4%	16.4%	24.6%	22.5%	16.1%	15.3%	11.4%	17.2%	16.4%
Total Disagree	75.4%	59.6%	58.4%	56.2%	54.5%	64.1%	58.8%	57.9%	59.1%	58.7%
Disagree	59.0%	73.5%	77.2%	69.1%	69.1%	79.6%	75.9%	77.8%	75.0%	75.9%
Disagree strongly	16.4%	13.9%	18.9%	12.9%	14.5%	15.5%	17.1%	19.9%	15.8%	17.2%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	1.8%	2.3%	1.2%	1.2%	3.6%	0.4%	1.0%	3.3%	1.6%	2.0%

Appendix 2: Technical Notes

1. The sample

The questions for the Northern Ireland Road Safety Partnership Public Attitudes Survey were included in the Northern Ireland Statistics and Research Agency (NISRA) Omnibus Survey in May 2014.

The sample for the May Omnibus Survey consisted of a systematic random sample of addresses selected from the Land and Property Services Agency list of private addresses. This is the most up-to-date listing of private households and is made available to NISRA for research purposes. People living in institutions (though not in private households in such institutions) are excluded. A total of 2,200 addresses were selected for interview.

The Land and Property Services Agency provides a good sampling frame of addresses, but contains no information about the number of people living at an address. Further selection stages were therefore required to convert the listing of addresses to a listing of individuals from which one person (the 'selected respondent') is chosen to complete the questionnaire.

Interviewers are instructed to call at each address issued in their assignments. At the first stage of the survey, they have to identify the number of households resident at the address and, where necessary complete a household selection table.

The interviewers then list all the members of the household who are eligible for inclusion in the sample; that is, all persons currently aged 16 or over living at the address. From this listing of eligible adults, the interviewer's computer randomly selects one adult. This person, the selected respondent, is then asked to complete the interview.

2. The Fieldwork

Addresses were issued to a panel of 172 interviewers in the middle of April 2014. The fieldwork period was 6th May to 7th June 2014.

3. Representativeness of the Sample

In any survey there is a possibility of non-response bias. Non-response bias arises if the characteristics of non-respondents differ from those of the respondents in such a way that they are reflected in the responses given in the survey. Accurate estimates of non-response bias can be obtained by comparing characteristics of the achieved sample with the distribution of the same characteristics in the population at the time of sampling. Such comparisons are usually made to the current Census of Population data.

To assess how accurately the Omnibus Survey sample reflects the population of Northern Ireland the sample has been compared with characteristics of the Northern Ireland population from Mid Year Population Estimates. The Omnibus Sample has also been compared to the achieved sample of the Continuous Household Survey (CHS).

	Mid Year Population Estimates 2010	CHS 2012/13 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	16	14	13	13
25-34	17	16	15	14
35-49	27	27	26	24
50-64	21	23	24	26
65+	18	20	21	22
Gender				
Male	49	48	47	50
Female	51	52	53	50
Base=100%	1,417,370	5,197	1,928	1,020

1.4 Weighting

Selecting only one individual for interview at each of the sampled addresses means that the probability of selection for the survey is inversely related to the size of the household. In other words individuals living in large households have a lower chance of being included in the sample than individuals in smaller households. Results are therefore weighted to remove this bias.

Before analysis, all households which provided a selected respondent are examined and the data are weighted in relation to the number of eligible adults at the address derived from the details of household structure recorded by interviewers on the questionnaire. This weighting process adjusts the results to those that would have been achieved if the sample had been drawn as a random sample of adults rather than of addresses. In this sample 36% of households consisted of one adult, while 46% of households consisted of two adults. 12% of households contained three adults, while 6% of households consisted of four or more adults.

1.5 Sampling Error

No sample is likely to reflect precisely the characteristics of the population it is drawn from because of both sampling and non-sampling errors. An estimate of the amount of error due to the sampling process can be calculated and a confidence interval for the population percentage inferred.

1.6 Statistical Significance

Statistical significance tests have been carried out on the findings between the 2014 and 2012 Northern Ireland Omnibus Surveys. These tests are used to establish the degree of confidence with which we can infer the observed findings as an accurate reflection of the views of the population. In this publication, where differences have emerged as being statistically significant, this has been reported at the 5% ($p<0.05$) level of probability (two-tailed). 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.