

Public Attitudes and Awareness 2005 : Two Years On

**Results of Year 2 Tracker Survey for
Humberside Safety Camera Partnership**

25846

December 2005

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Statistical Reliability and Presentation of Data

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Questionnaire

1. Objectives and Executive Summary

1.1 Objectives

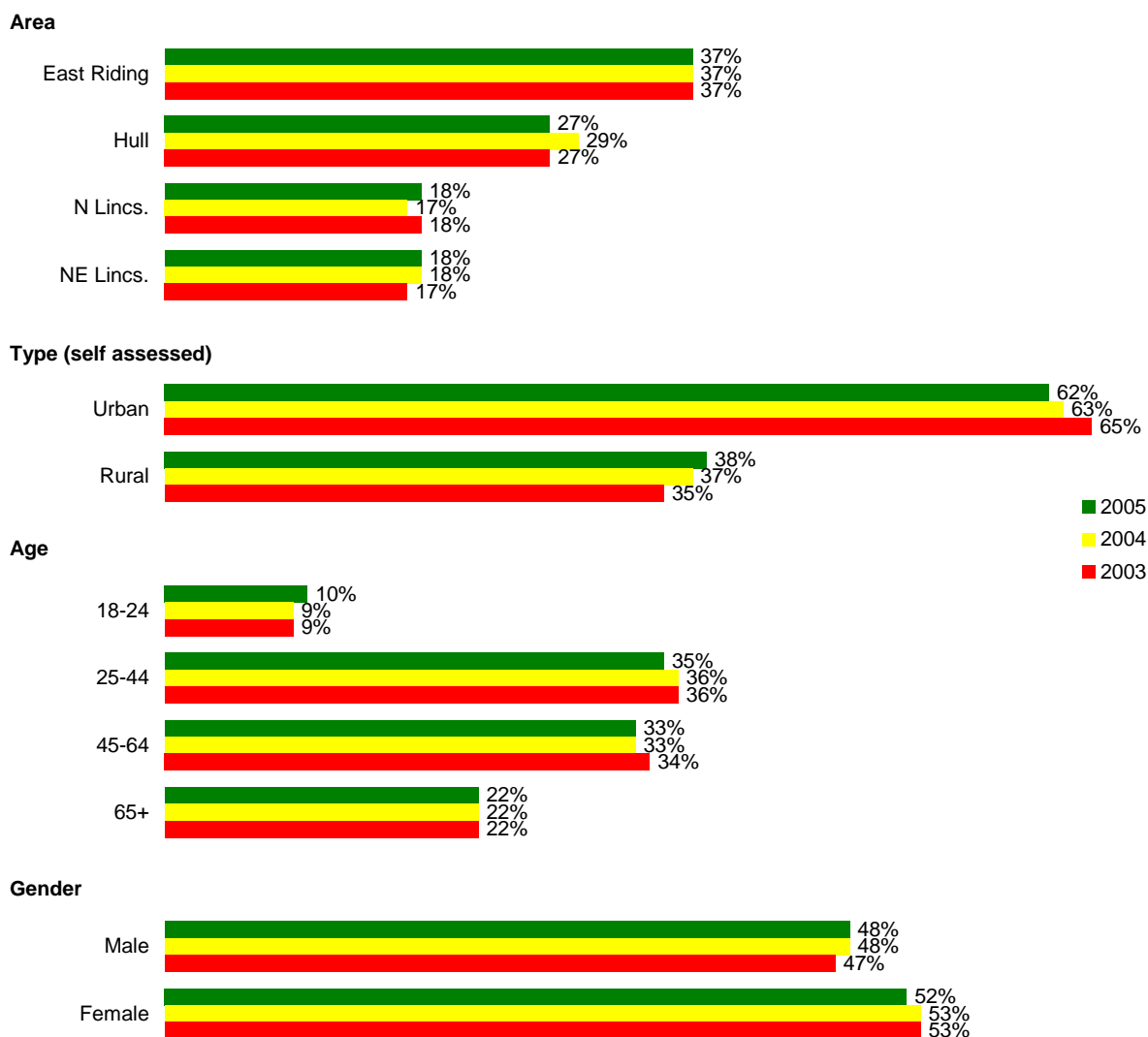
The Humberside Safety Camera Partnership was formally launched in April 2003 with the aim of reducing road casualties through the enforcement of speed regulations and educating people about the effects of driving (too) fast.

As part of its mechanism to monitor performance and effectiveness over the following three years, the Partnership commissioned a benchmark survey to establish local attitudes towards safety cameras and speed related issues. This survey was carried out in September 2003. The survey was repeated in late 2004, and in late 2005. This report considers the 2005 results and compares them with those for the earlier waves.

1.2 Fieldwork

The survey repeated the fieldwork protocol of the 2003 base survey. It was carried out by CATI telephone interviewing over the period 11th November – 27th November, 2005. Sampling was via random digit dialling (RDD) stratified via postcode data to cover the four districts of the Partnership pro rata to the population (based on the 2001 Census). Within households, age and gender quotas were set based on the 2001 Census : eligible respondents had to be aged 18 or over. A target of 1000 interviews was set, and achieved. The quotas were met, hence the data are unweighted, and the samples are comparable.

Figure 1 : Sample composition : 2003 v 2004 v 2005
Base : All – 1000



This report is based on a full set of tabulations lodged under separate cover with the Partnership.

Many of the figures in this report show truncated versions of the full statements presented to respondents : the full versions are in the questionnaire in the Appendix.

1.3 Executive Summary

The Context

- over a half (55%) of local trips are made by driving – the equivalent modal split in 2004 and 2003 was 52% and 55% respectively
- “road safety” increasingly means “speeding”
- 51% of respondents see speeding in their neighbourhood to be a problem (20% a very big problem, 31% a fairly big problem)

- on balance local speeding is seen to be anti-social behaviour (33% think this) rather than a crime (24% think this) : the remaining 40% see it a mix of both
- with respect to other anti-social behaviour, speeding is only eclipsed by driving “while on the phone”, and driving dangerously
- as in previous surveys, the most effective road safety initiatives are seen to be :
 - safety cameras at black spots
 - education
 - improved street lighting

while constraining options such as road narrowing and speed bumps are viewed as least effective.

Safety

- attitudes towards speed cameras in general have remained unchanged between 2004 and 2005, in contrast to the decline in “support” revealed over 2003/2004 :
 - cameras are supported as ways to reduce casualties
 - but they can be seen to be an easy way of making money out of motorists
- 33% of drivers passed their test more than 30 years ago
- 37% of drivers have not read the Highway Code in the last 10 years
- 11% of respondents (11% in 2004) have been caught by a safety camera somewhere in the UK in the last year.

Awareness and Exposure

- definite awareness of the Partnership has risen from 9% in 2003 to 36% in 2005
- 30% of respondents have heard Partnership enforcement location announcements on radio : this was 25% in 2004
- 6% have visited the website : amongst frequent drivers 9% have visited it
- respondents’ estimates as to the number of actual fixed and mobile camera sites there are in their district is greatly (perhaps by a factor of 10) in excess of the actual number.

Attitudes to Speeding and Cameras

- roundly 50% of respondents find exceeding of the speed limit to some degree to be acceptable
- amongst those finding this acceptable, the mean excess speeds are :

5mph in residential areas

10mph elsewhere

- speed awareness courses for first time speeders continue to be a “good thing” : 90% think this way
- increasing penalties in line with the extent to which a limit is exceeded is seen by roundly 70% of respondents to be a good idea, particularly in residential areas (81% approve in this situation)
- 60% claim to have a positive attitude towards cameras; this falls from 65% amongst non drivers to 49% amongst frequent drivers
- the main source of information on cameras is the local media (48% claim this to be the case)
- those who are positive towards cameras are more likely to rely on the local media than those who are not.

1.4 Discussion

It appears that attitudes towards safety cameras have stabilised after becoming more negative between 2003 and 2004 : overall cameras have become accepted and over a half of people see them in a “positive light”. Increasingly “road safety” is coming to mean “speeding”, and speeding in residential areas is viewed as a major local anti-social behaviour. However, attitudes towards speeding are somewhat ambivalent : respondents seek to explain speeding (people are in a hurry) rather than to condemn it outright, though speeding in residential areas is criticised more strongly than speeding elsewhere.

While the local media may be helping to foster a positive attitude towards cameras, actual knowledge of the “rules of the game” is patchy : awareness of the number of camera sites is quite askew (perhaps overestimating by a factor of 10) and the fact that a third of drivers passed their test more than thirty years ago, and a third have not read the Highway Code in the last 10 years means that confidence in knowledge of the current rules may be misplaced.

All this suggests that the Partnership should consider developing further its positive image by using the local media to :

- remind all drivers of salient Traffic Law
- emphasise whenever and whatever activity is being directed at residential areas.

1.5 Publication of Data

As with all our studies, findings from this survey are subject to our Standard Terms and Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of Ipsos MORI North. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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December 2005
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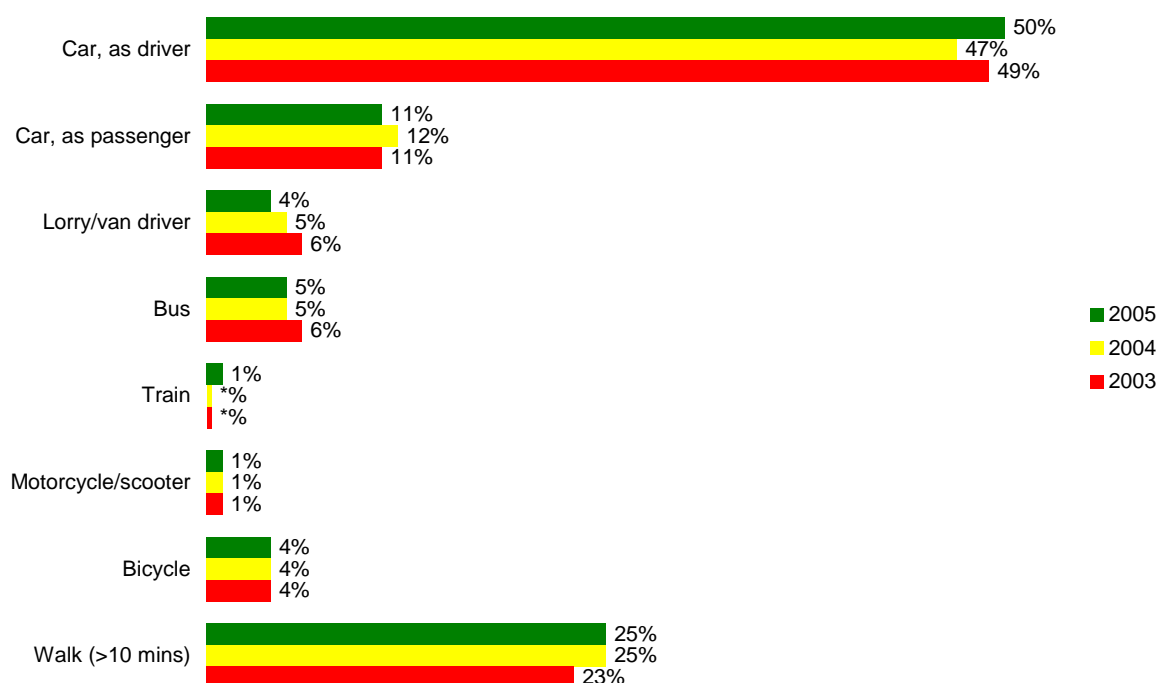
Sandy Ochojna

2. Road Safety in Context : Getting About

2.1 How?

Respondents were asked to think about the number of journeys they make around the Humberside region in an average week : every boarding of a bus or getting into a car was counted as one journey. The answers produce a broad picture of modal use throughout the Partnership area : these responses were also used to identify respondents as drivers or not.

Figure 2 : Modal split



Base : All trips

Over half of all local trips, (including walk trips in excess of 10 minutes) are made as the driver of a car (50%) or a van/lorry (4%). On average, respondents make 12.58 car driver trips per week. These findings mirror the results of previous surveys.

	2005	2004	2003
Average trips/week =	25.01	24.19	25.47
% made as a car/lorry/ van driver =	55%	52%	55%

The overall weekly modal split varies across areas and demographic groups, but modal share has not changed over time.

Figure 3 : Weekly modal split
Base : All trips recorded – 25028 (2005)/24194 (2004)



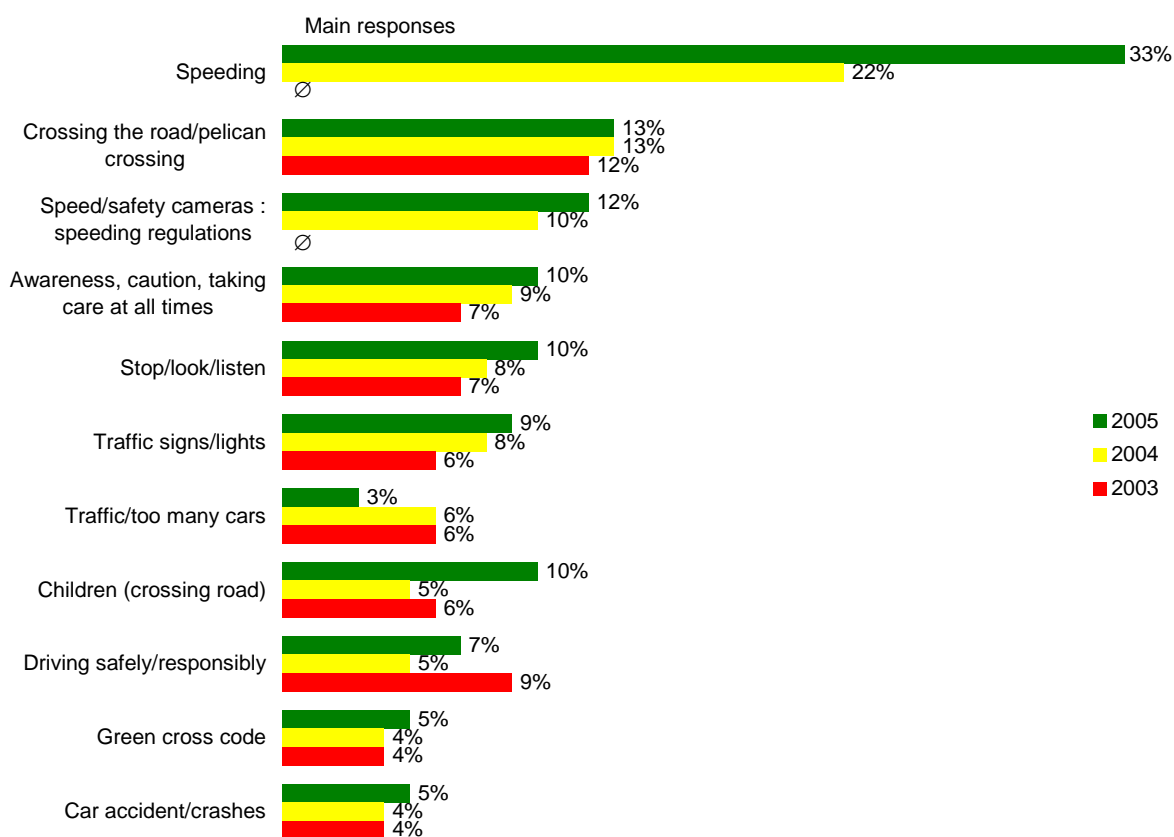
The modal split to car driving is highest amongst :

- residents in N. Lincs., (and lowest in Hull)
- people aged 25-64.

2.2 What does it mean?

When asked what first springs to mind on hearing the term “road safety”, the unprompted main response relates to speeding : this is as in earlier years, but its relative importance has increased, from 22% mentioning it in 2004 to 33% in 2005.

Figure 4 : Top of mind : what road safety mean (spontaneous)
Base : All – 1000



∅ combined in 2003 = 28%

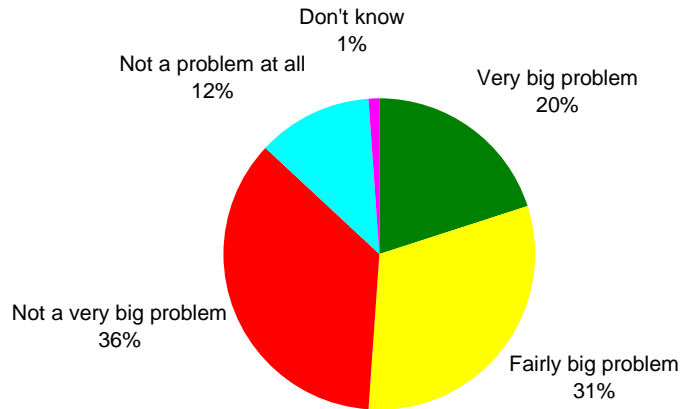
Results by area are presented in the Appendices.

2.3 Speeding in Context

2.3.1 A Local Problem

To a half of respondents (51%) speeding in their neighbourhood is a problem.

Figure 5 : Local speeding a problem?
Base : All – 1000

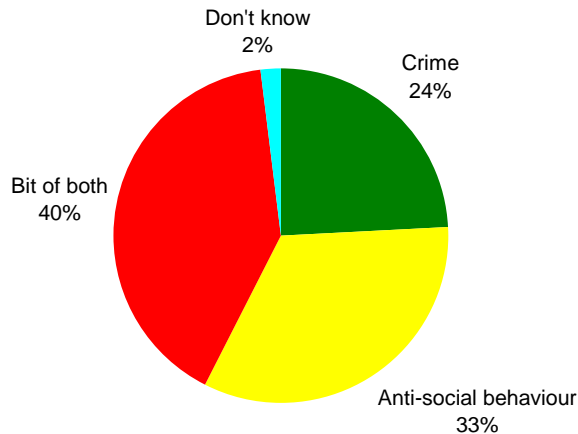


Respondents in North Lincolnshire are particularly concerned : 28% see speeding as a very big problem compared to 20% overall.

2.3.2 Crime or anti-social behaviour

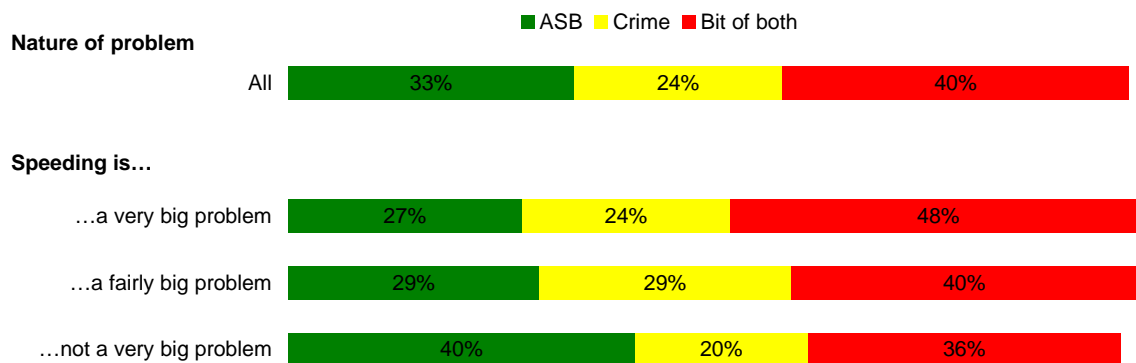
Amongst those experiencing local speeding as a problem, a third (33%) consider it to be anti-social behaviour as opposed to a quarter (24%) who view it as a crime. The remainder - 40% - see it as a bit of both.

Figure 6 : Speeding : Crime or ASB?
Base : All experiencing local speeding problems : 875



Those placing less emphasis on the issue of local speeding are more likely to view it as anti-social behaviour.

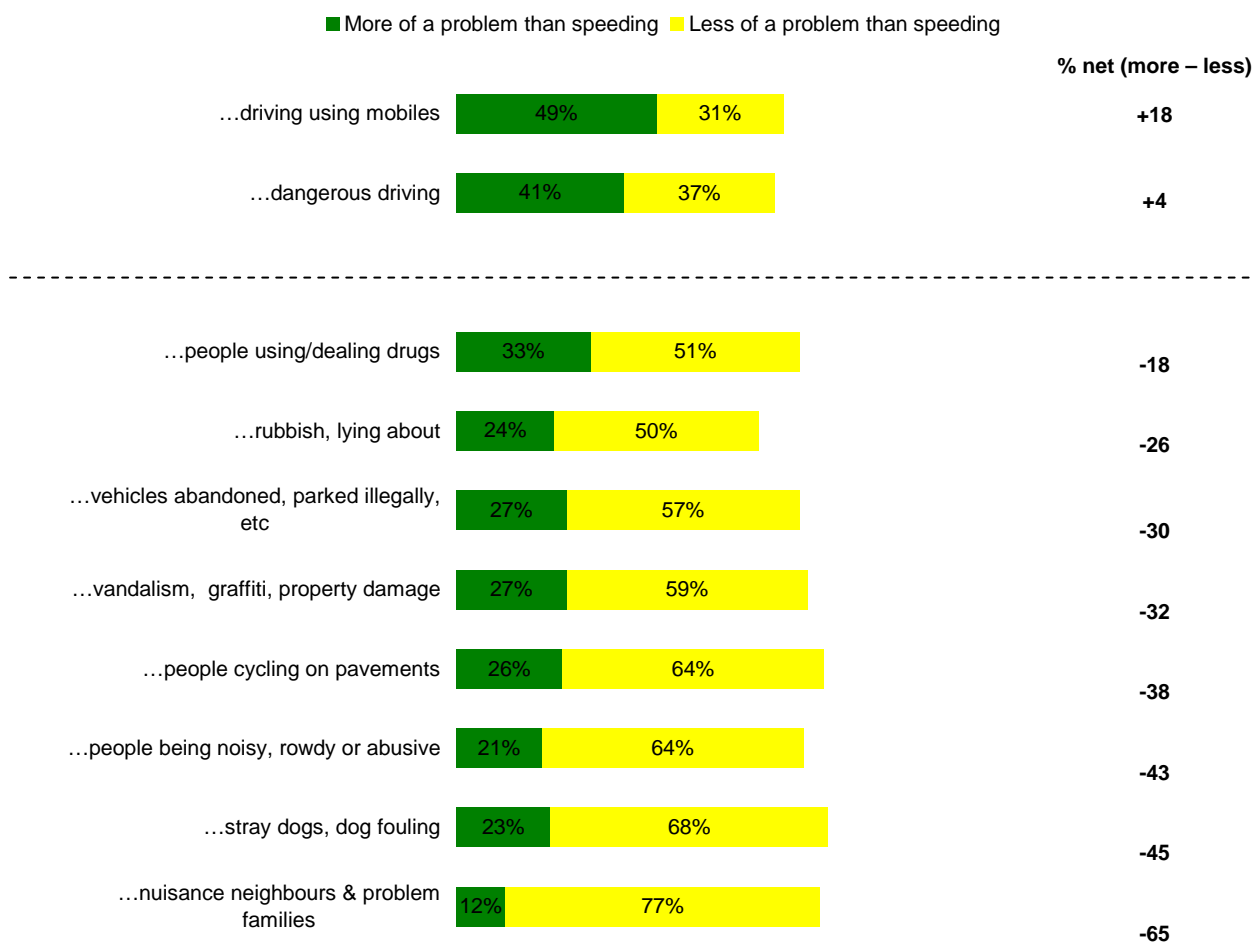
Figure 7 : Crime or ASB?
Base : All experiencing local speeding problems – 875



Furthermore, when asked to rate such local speeding as being more or less of a problem than various other anti-social behaviours, in general speeding emerges as a relatively important concern, being eclipsed only by :

- people driving while using their mobile phones : 49% see this a greater problem than speeding
- people driving dangerously : 41% give this a higher concern.

Figure 8 : Local speeding : more or less of a problem than ...?
Base : All experiencing local speeding problems – 875



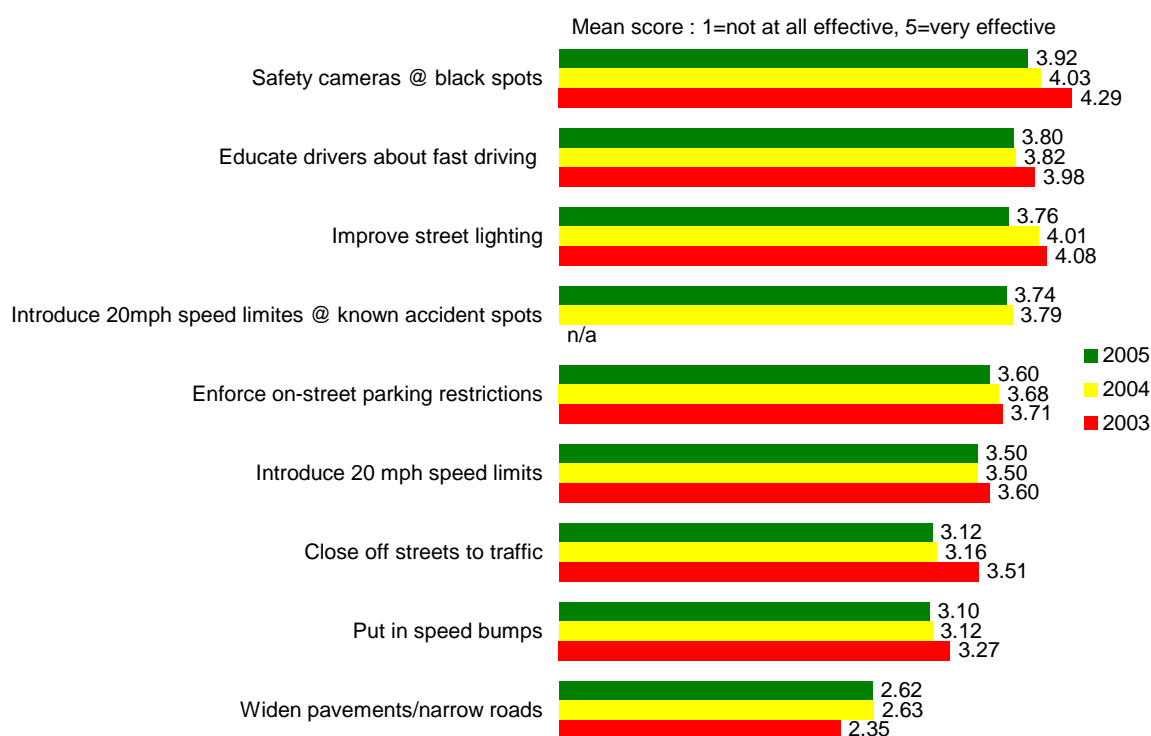
The issue of driving while using a mobile is seen to be relatively more of a problem to people aged over 45 than below that age. Amongst the over 45s, 54% see mobile using drivers as a greater problem than local speeding, while amongst those under 45, 44% feel this way.

Respondents in NE. Lincs. are significantly more likely to say that dangerous driving is a greater problem than speeding (48% v 41% overall), whilst those in Hull are significantly less likely (35%) to think this.

2.4 How Best to Improve Road Safety

Respondents were asked to rate the effectiveness of eight possible road safety initiatives. Figure 9 sets out their responses presented as mean scores on the range of 1=not at all effective and 5=very effective.

Figure 9 : Effectiveness of road safety initiatives
Base : All – 1000



*=significant difference @ 95% confidence level 2005 v 2004

The most effective initiative continues to be that of installing safety speed cameras at known accident black spots. Results by area are in the Appendix.

What again emerges (as in 2003 and 2004) from the figure is that initiatives seen to be most effective are **not** those which **constrain** the driver (roads which are narrowed or closed, speed which is curtailed by bumps or limits) but rather those which are seen to **support** the driver, i.e. safety cameras to reduce accidents, better lighting and improved awareness of the dangers of driving too fast.

2.5 Summary

- over a half (55%) of local trips are made by driving – the equivalent modal split in 2004 and 2003 was 52% and 55% respectively
- “road safety” increasingly means “speeding”
- 51% of respondents see speeding in their neighbourhood to be a problem (20% a very big problem, 31% a fairly big problem)
- on balance local speeding is seen to be anti-social behaviour (33% think this) rather than a crime (24% think this) : the remaining 40% see it a mix of both
- with respect to other anti-social behaviour, speeding is only eclipsed by driving “while on the phone”, and driving dangerously
- as in previous surveys, the most effective road safety initiatives are seen to be :
 - safety cameras at black spots
 - education
 - improved street lighting

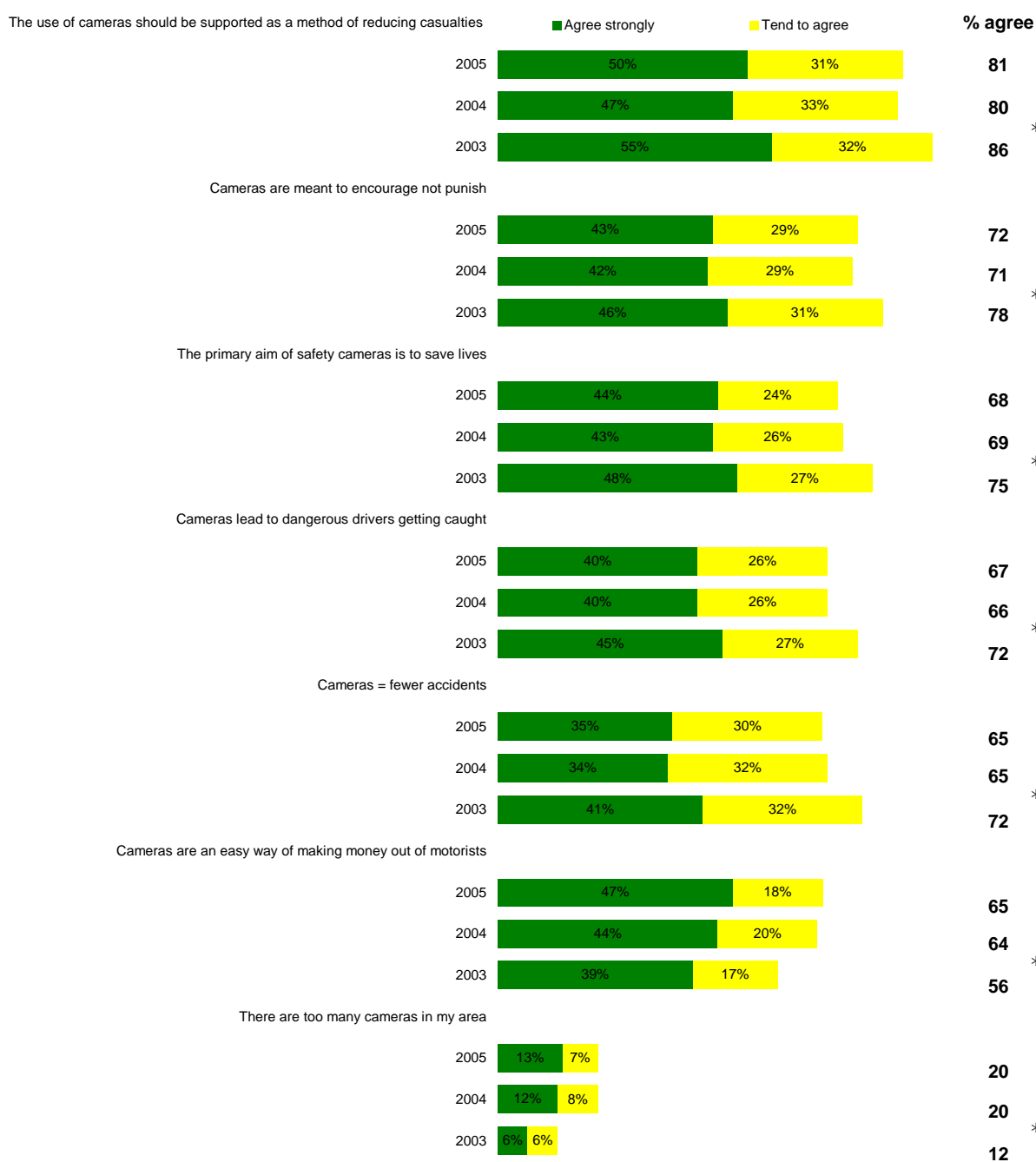
while constraining options such as road narrowing and speed bumps are viewed as least effective.

3. Safety Speed Cameras

3.1 General Attitudes Towards Safety Speed Cameras

All respondents were presented with a battery of seven attitude statements relating specifically to cameras and they were asked to register their level of agreement or disagreement with each one.

Figure 10 : Attitudes towards safety speed cameras
Base : All – 1000



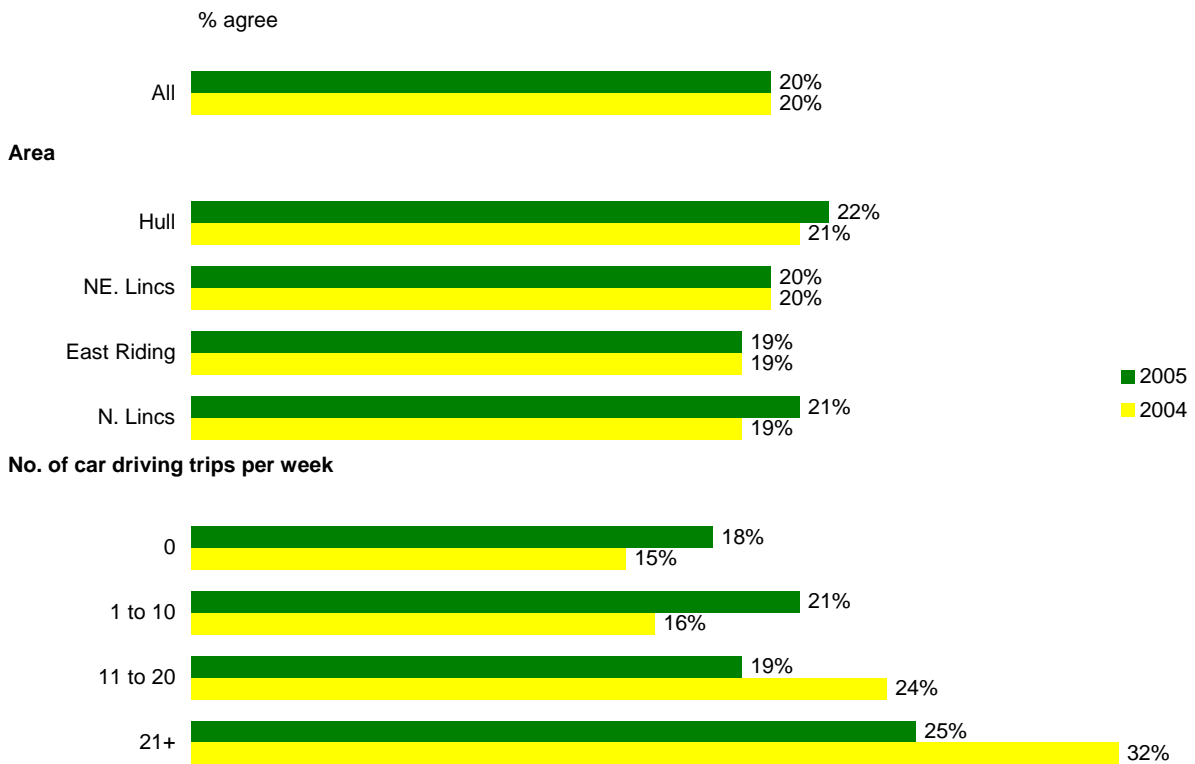
*=significant difference @ 95% confidence level

Views have not changed at all over the year : in essence, that is :

- while cameras are supported as agents to reduce casualties
- they can be seen as an easy way of making money out of motorists.

But while views have not changed over these 12 months, it should be noted that this differs from 2004 when views over the preceding 12 months had become less positive and less supportive : that is, the “negative” trend in attitudes has been stemmed.

Figure 11 : Too many safety cameras in my local area
Base : All – 1000

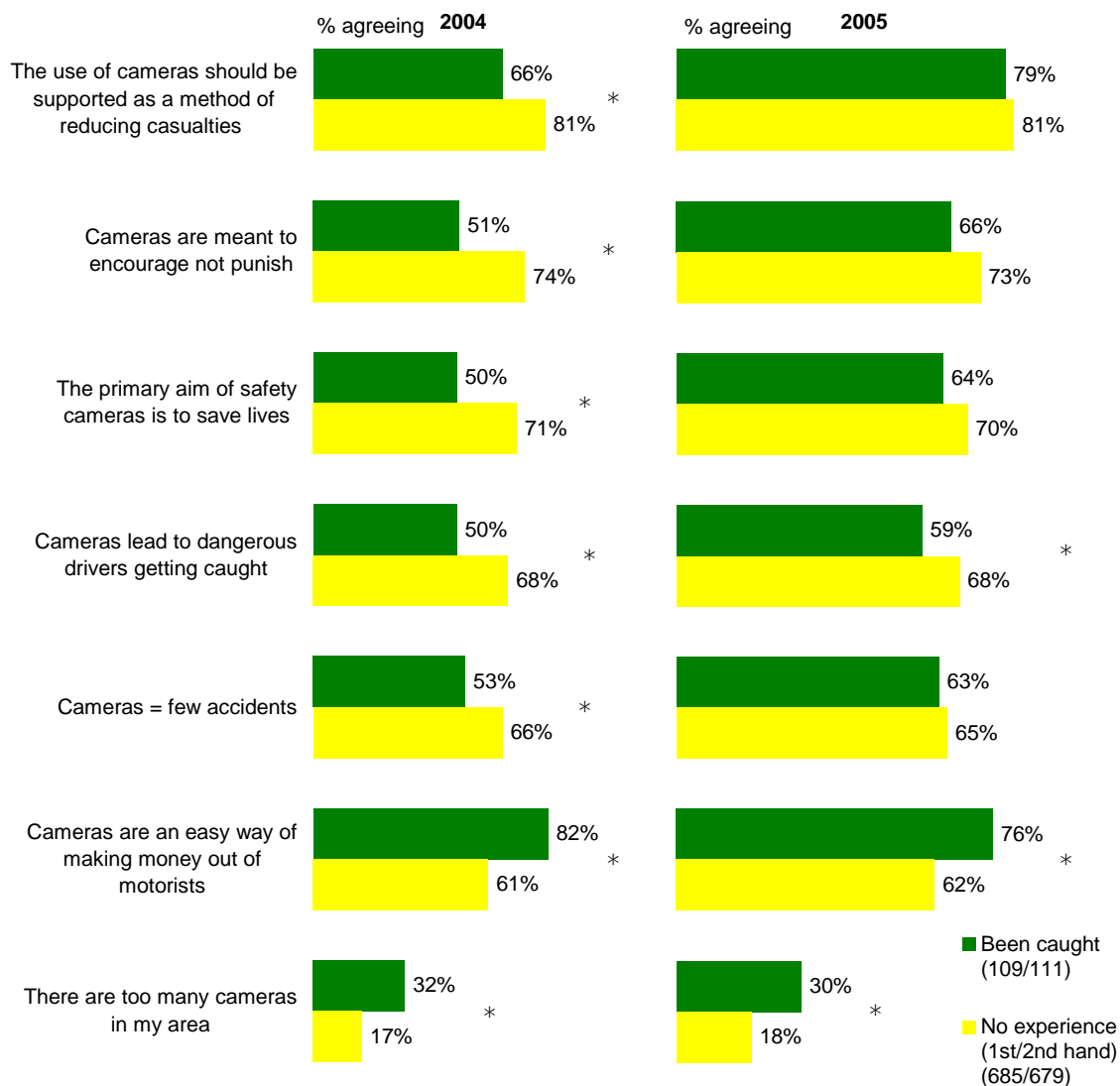


The people most likely to think there are too many cameras are the frequent drivers.

There are no significant differences by area.

In 2004, perhaps the most direct and simple explanation for the drop in support for cameras lay in the fact that those who had been caught by cameras were significantly less enamoured of their potential than those who have either not been caught or have any friends who have been caught.

Figure 12 : Attitudes towards safety speed cameras
Base : All – 1000



*=significant difference @ 95% confidence level

In 2005, these differences in opinion, and levels of support are significantly less marked. The responses of those with no experience of convictions have remained virtually unchanged while the views of those with experience have all moved closer to those with no experience.

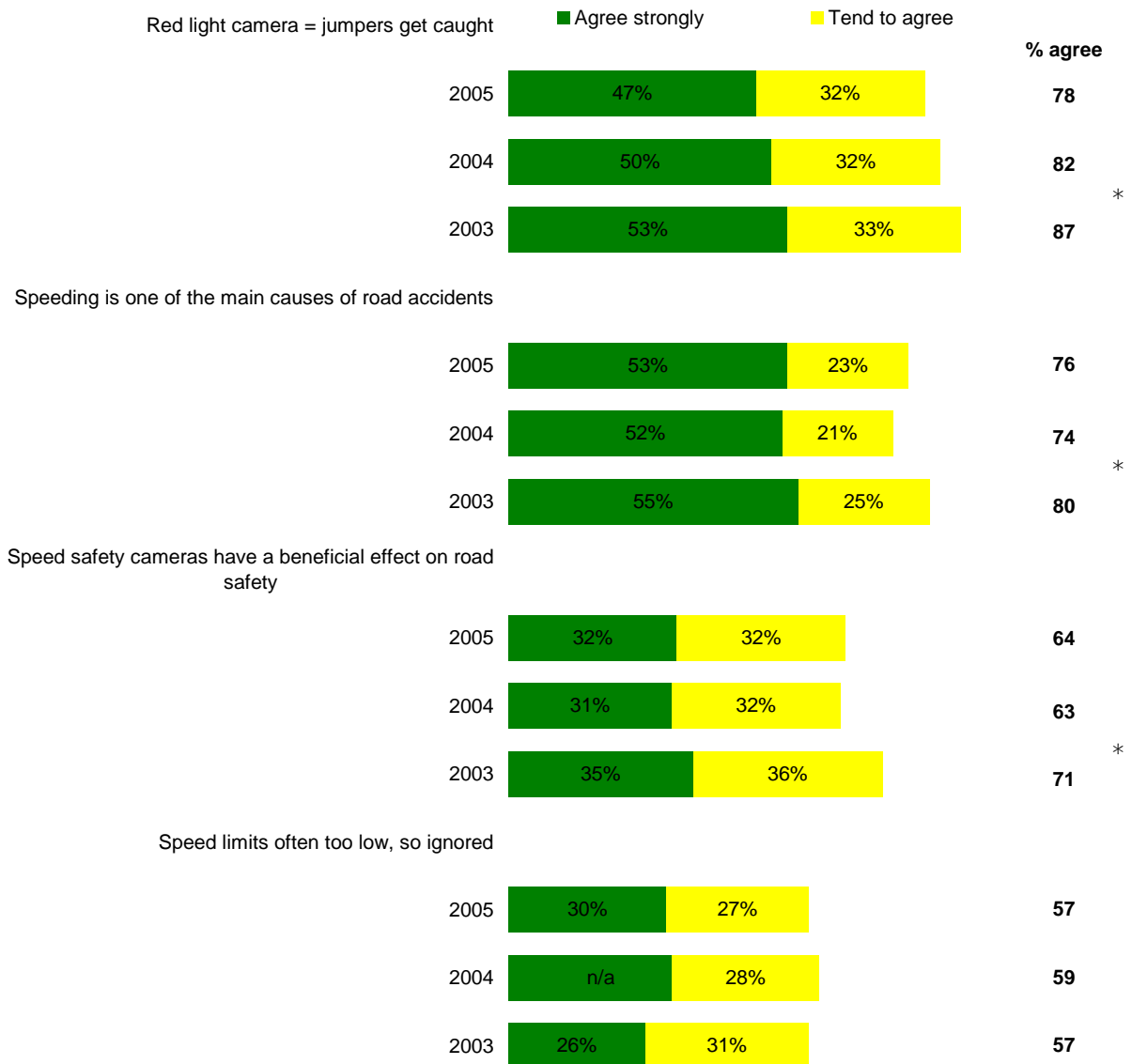
3.2 Drivers and Cameras

This section deals with the attitudes and behaviour of the 755 respondents (689 in 2004, and 721 in 2003) who, in the last week, made local journeys as the driver of a car, lorry or motorcycle.

3.2.1 Attitudes

There is general agreement that red light cameras catch jumpers and that speeding is a main cause of road accidents.

Figure 13 : The attitude of drivers : general
Base : All drivers – 755 (2005) : 689 (2004) : 721 (2003)



*=significant difference @ 95% confidence level

Attitudes have stabilised compared to the drops revealed between 2003 and 2004.

With respect to their own driving, drivers continue to claim to be paying more attention to driving speeds than they did to two years ago.

Figure 14 : The attitudes of driver : personal driving
Base : All drivers – 755 (2005) : 689 (2004) : 721 (2003)

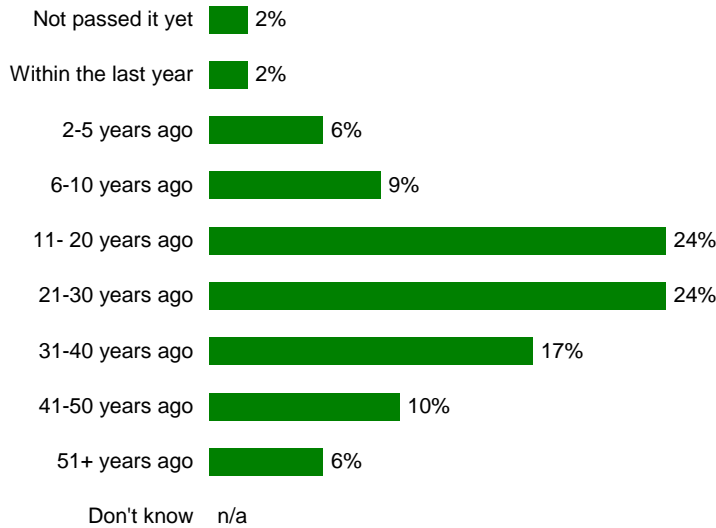


*=significant difference @ 95% confidence level

3.2.2 Currency of Rules of the Road

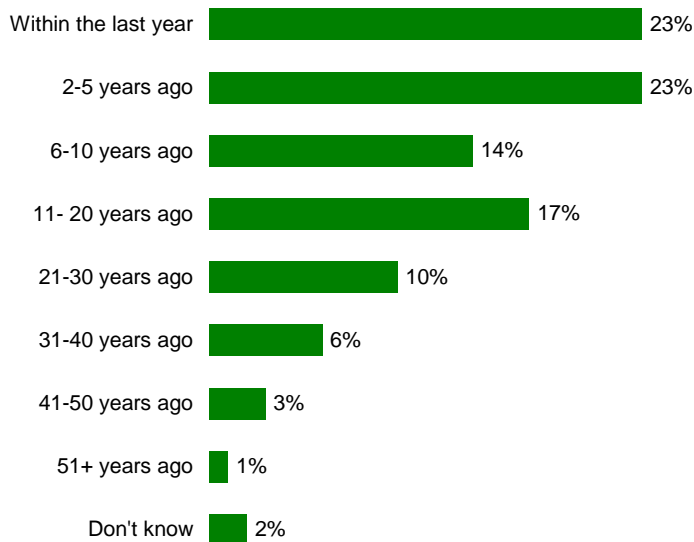
A third of vehicle drivers (33%) passed their driving test more than 30 years ago : a half (48%) so did between 10 and 30 years ago.

Figure 15 : When passed test
Base : All drivers – 755



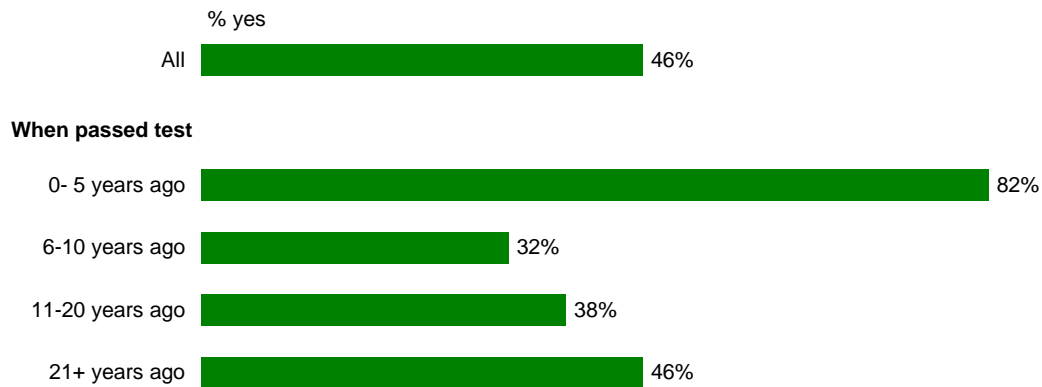
Less than a half of drivers - 46% - have read the Highway Code in the last 5 years. Indeed, a fifth of drivers (20%) have not read the Code in the last 20 years (20%).

Figure 16 : When last read Highway Code
Base : All passed test – 739



Those reading the Code in the last 5 years are more likely to be the relatively new drivers.

Figure 17 : Read the Highway Code in the last 5 years
Base : All passed their test – 739

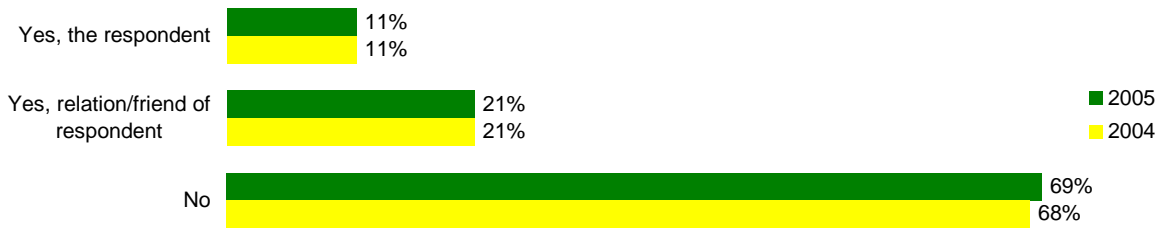


Again, 75% of 18-24 year olds have read it in the last 5 years as opposed to 46% of drivers aged 45 and over.

3.3 Offending

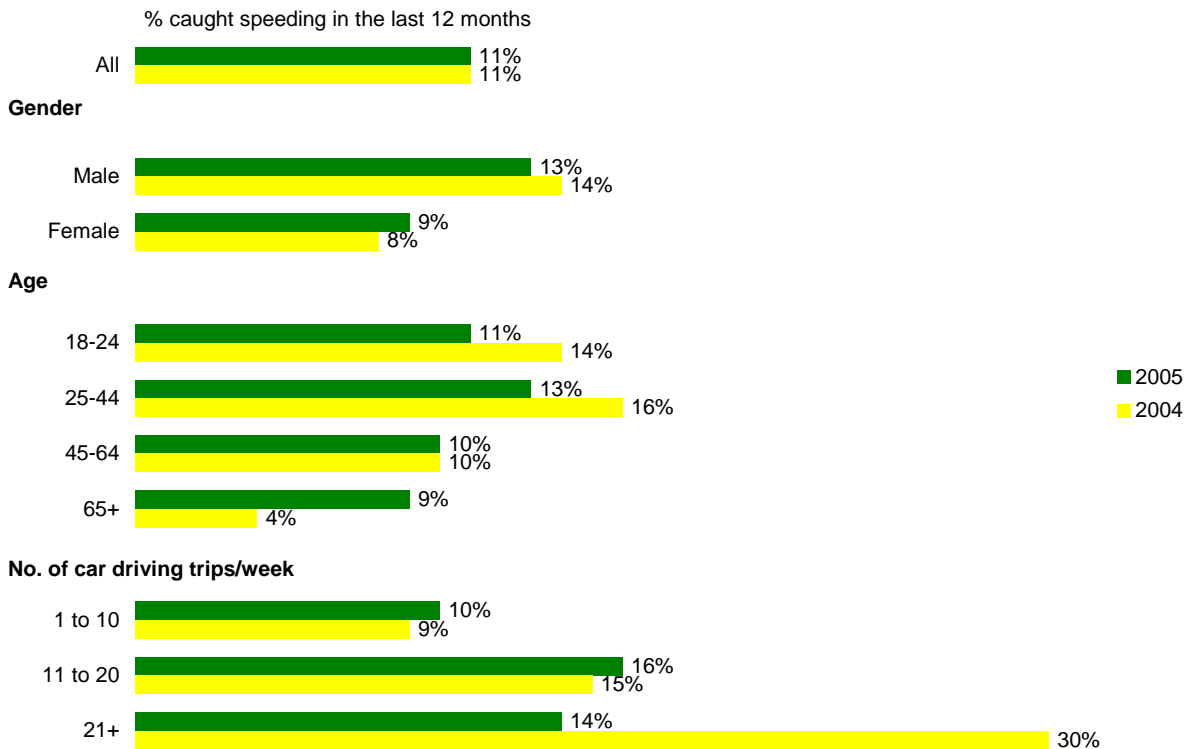
In the last 12 months 11% of all respondents claim to have been caught by a safety camera somewhere in the UK. Furthermore, 21% know someone who has been caught. This translates into a third of respondents having some direct or indirect experience of a speed camera offence. This is as it was in 2004.

Figure 18 : Caught on speed cameras in last year in UK
Base : All – 1000



The “speeder” may be more likely to be male, aged under 44 but is less likely to be a frequent driver than was the case a year ago.

Figure 19 : The “caught” driver
Base : All – 1000



3.4 Summary

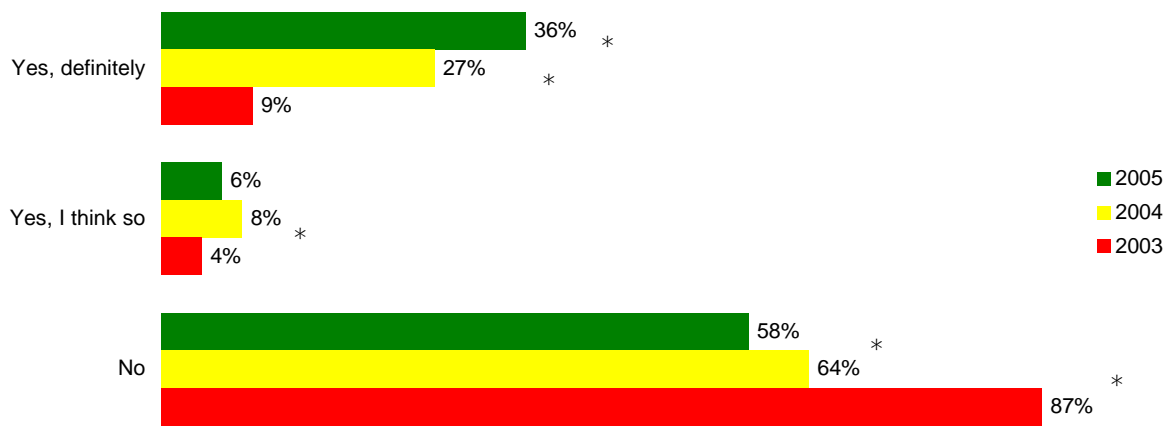
- attitudes towards speed cameras in general have remained unchanged between 2004 and 2005, in contrast to the decline in “support” revealed over 2003/2004 :
 - cameras are supported as ways to reduce casualties
 - but they can be seen to be an easy way of making money out of motorists
- 33% of drivers passed their test more than 30 years ago
- 37% of drivers have not read the Highway Code in the last 10 years
- 11% of respondents (11% in 2004) have been caught by a safety camera somewhere in the UK in the last year.

4. The Humberside Safety Camera Partnership

4.1 Awareness

When asked outright if they had heard of the Partnership, 36% state they have : this is a statistically significant increase on the 27% who were aware in 2004.

Figure 20 : Heard of Humberside Safety Camera Partnership

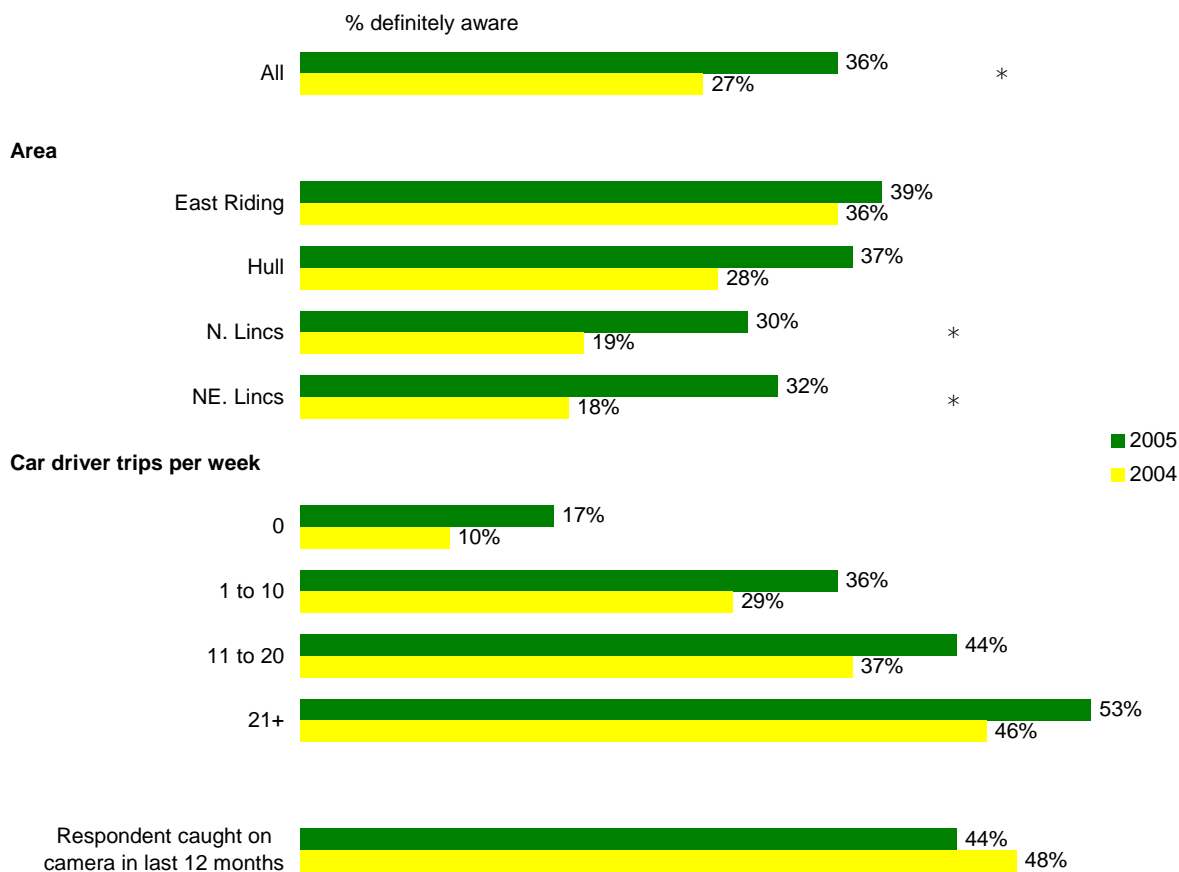


Base : All –1000

*=significant difference @ 95% confidence level

Awareness remains highest in East Riding and Hull, but it has increased markedly in N and NE Lincolnshire.

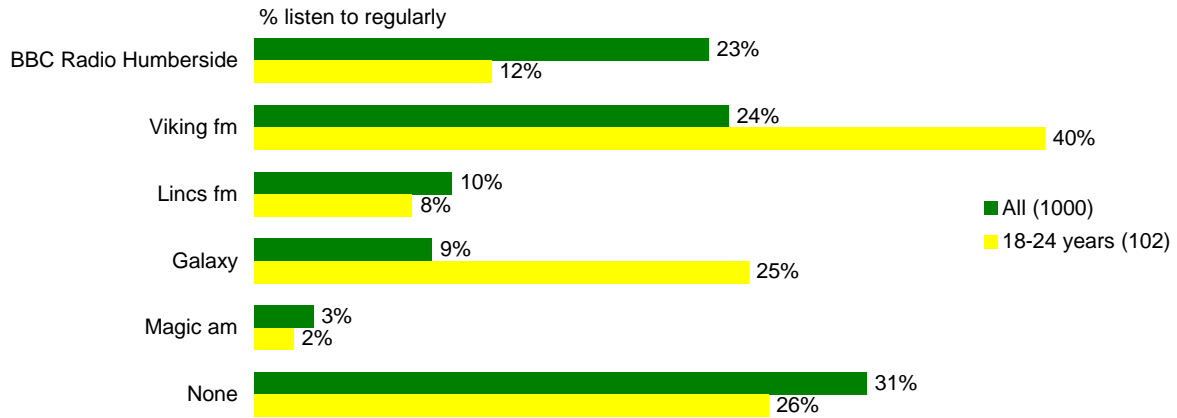
Figure 21 : Definitely aware of Partnership
Base : All – 1000



4.2 Local Media Exposure

To help the Partnership develop the most effective media strategy, respondents named the local and radio station(s) they listened to regularly.

Figure 22 : Local media exposure
Base : All – 1000 (2005)
Main responses



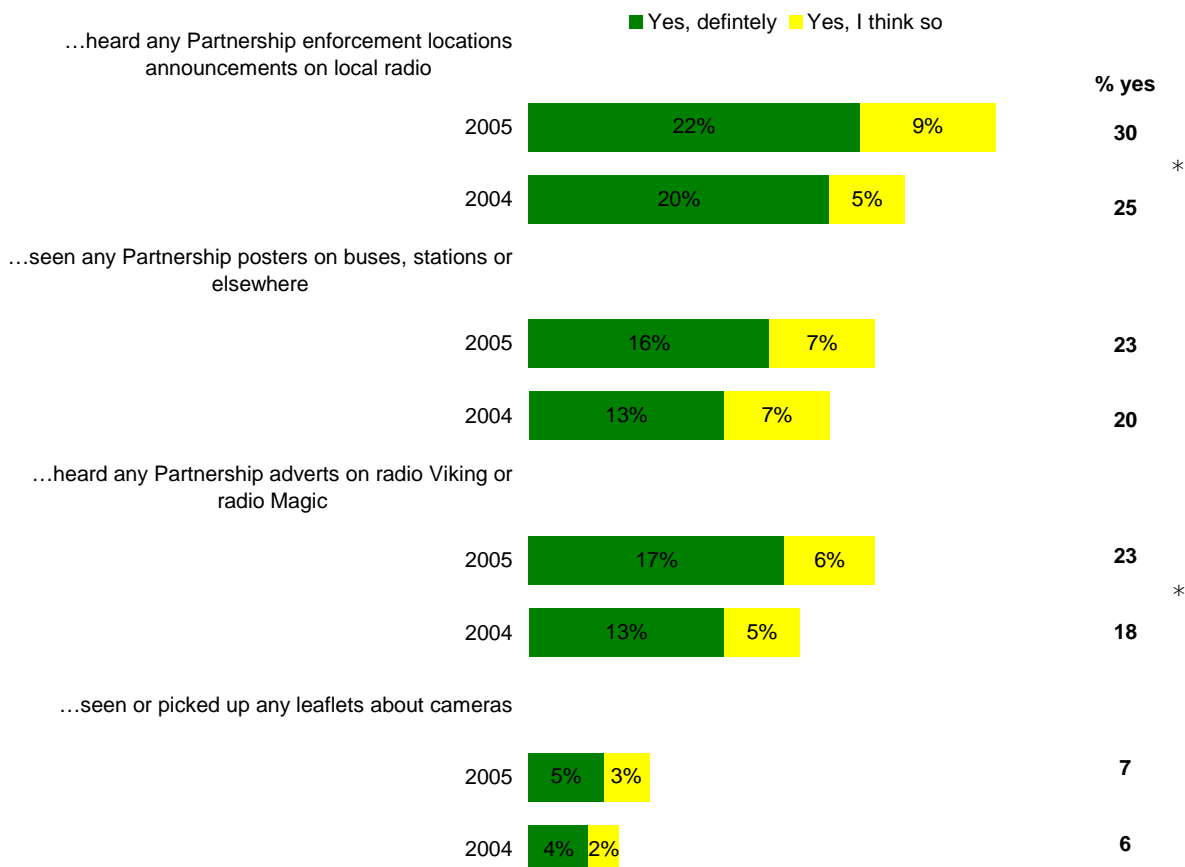
In local radio station terms, the dominant stations are BBC Radio Humberside and Viking fm while Lincs fm claims a 23% reach in Lincolnshire. For under 25 year olds, the popular station is Viking fm (40% are regular listeners), while for those over 65, their preference lies with Radio Humberside (40% are regular listeners). These figures show no change in the 2004 results.

4.3 Exposure to Partnership Messages

Almost a third (30%) of respondents claim to have heard some Partnership radio announcements of forthcoming enforcement locations.

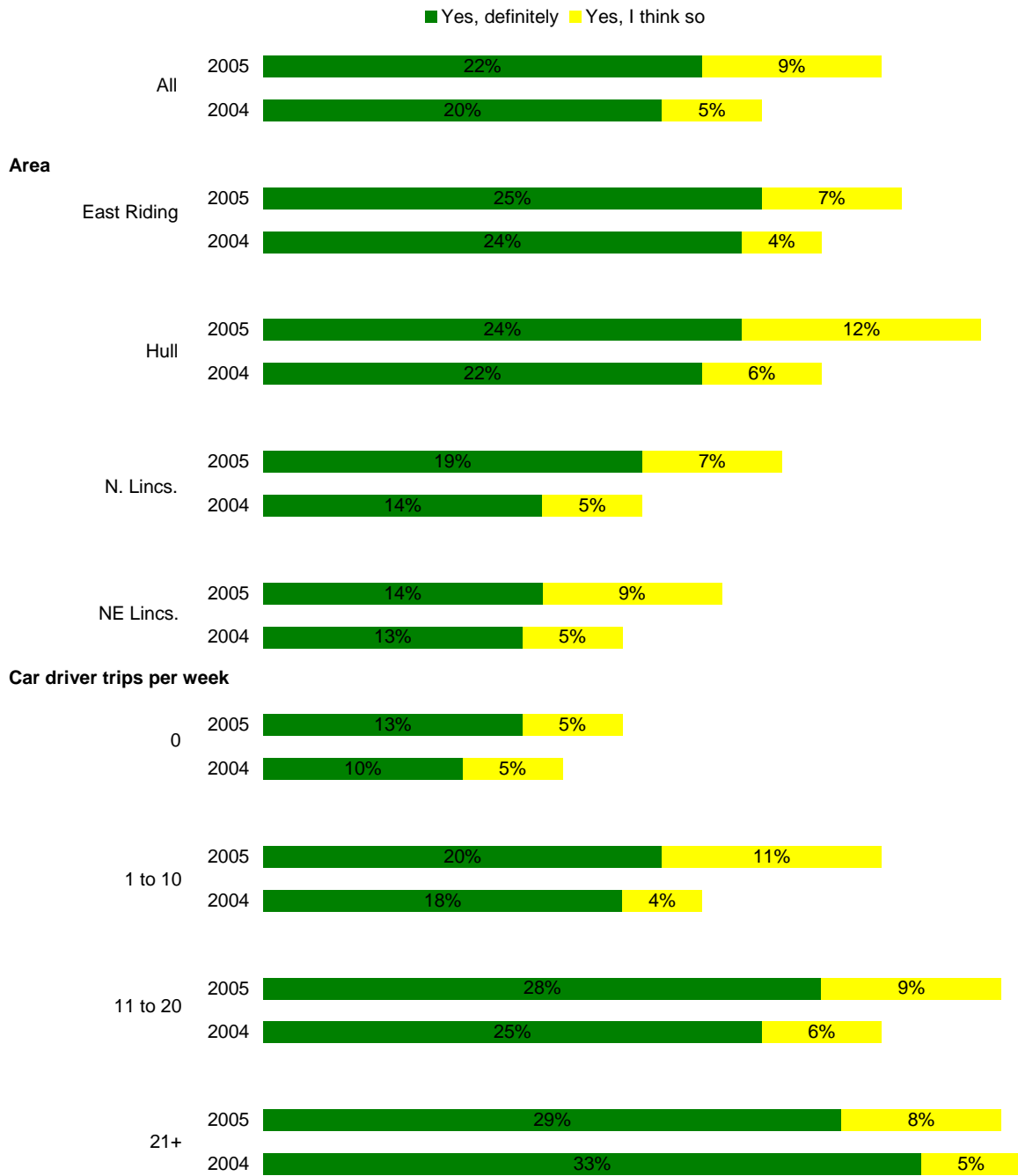
Figure 23 : In the last 12 months have you...

Base : All – 1000



As in 2004 those living in Hull (36%) and East Riding (31%) are more likely to have heard location announcements on the radio than residents of N. Lincolnshire (26%) and NE. Lincolnshire (23%).

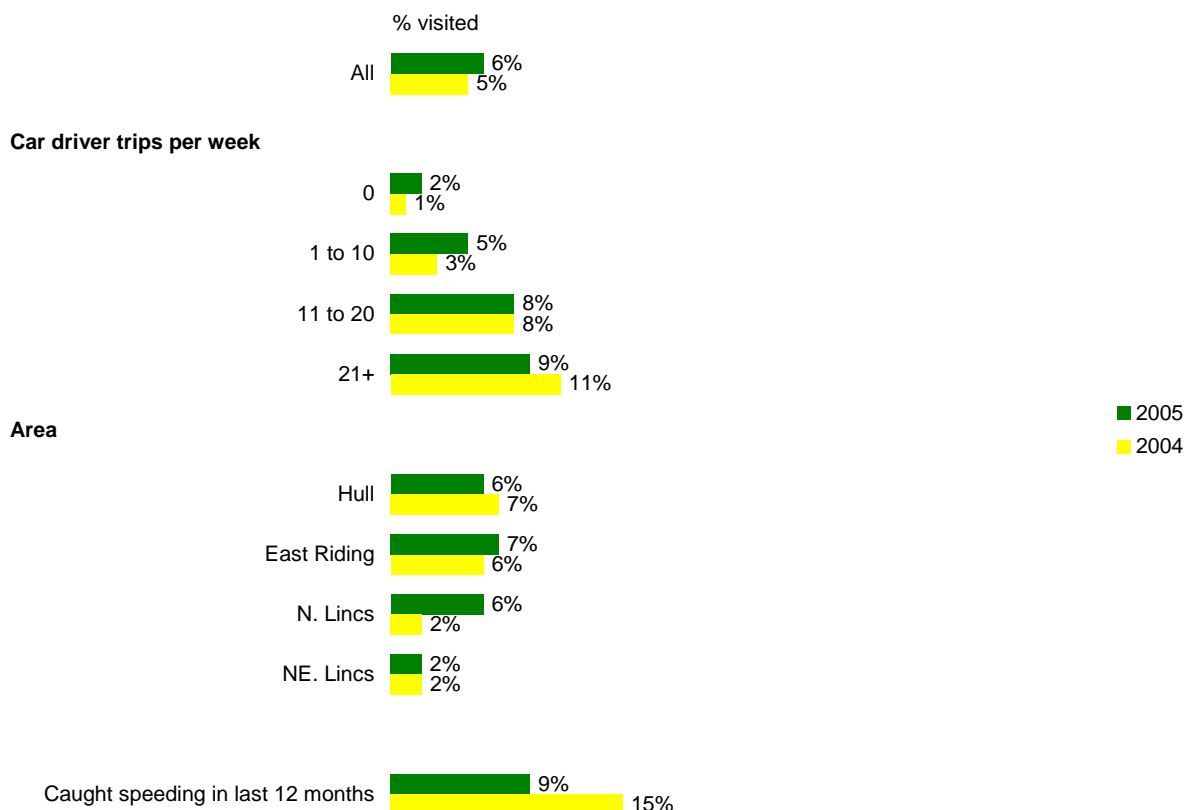
Figure 24 : Heard any of the location announcements on radio
Base : All - 1000



4.4 The Website

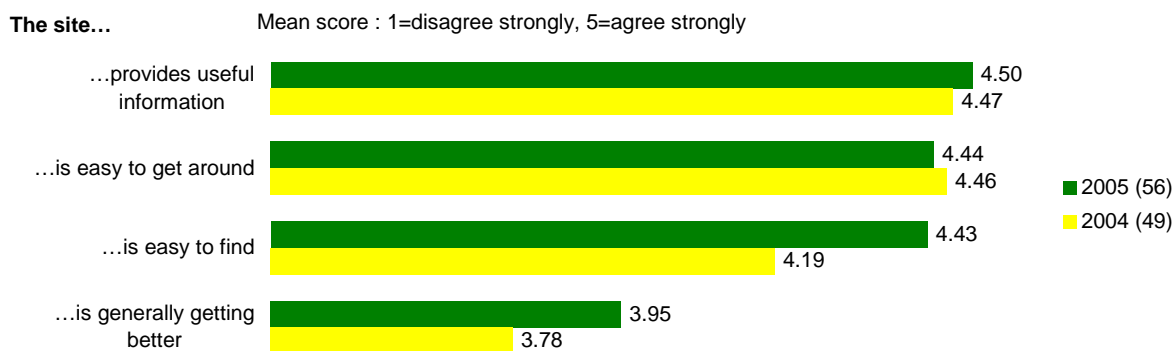
In 2003, 1% of respondents had visited the Partnership’s website : in 2004 it was 5%, and in 2005 it is 6%. Indeed, amongst car drivers making over 20 trips a week, 9% have visited the site.

Figure 25 : Humberside safety cameras website
Base : All – 1000



The 56 respondents who have visited the site rated its performance. The results are presented as a mean score where 1=disagree strongly and 5=agree strongly.

Figure 26 : Rating of the website
Base : All visiting



This clearly shows no change over the results recorded in 2004.

Clearly, the site provides useful and easily navigated information. Amongst the 44 respondents who could answer whether they felt the site has improved, 66% thought it has and 30% were indifferent (neither better nor worse).

4.5 The Number of Camera Sites

“How many speed safety camera sites do you think there are across (your) _____ district?”

Across the area the Partnership has fixed and mobile camera sites. When asked to guess how many sites there are in their “home” local authority districts, a great degree of ignorance and confusion was uncovered : a fifth (22%) thought there were none while another fifth (20%) thought there were at least 50.

Consequently, the results must be treated with extreme caution, but they do suggest that perceptions are way out of line with reality.

	Survey	Actual		
	Mean Estimate	Mobile	Fixed	TOTAL
Hull	119	20	3	23
East Riding	232	27	0	27
N. Lincs.	353	21	0	21
NE. Lincs.	205	13	0	13
TOTAL	909			84

It could be that mobile cameras are considered capable of being set up anywhere in the District. Furthermore, it is worthy of note that amongst the 13% of respondents who feel strongly that there are too many cameras (see section 3.1), their average guestimate is 366 cameras in their home district, which is higher than the mean of 136 offered by the 30% who disagreed strongly with the statement.

4.6 Summary

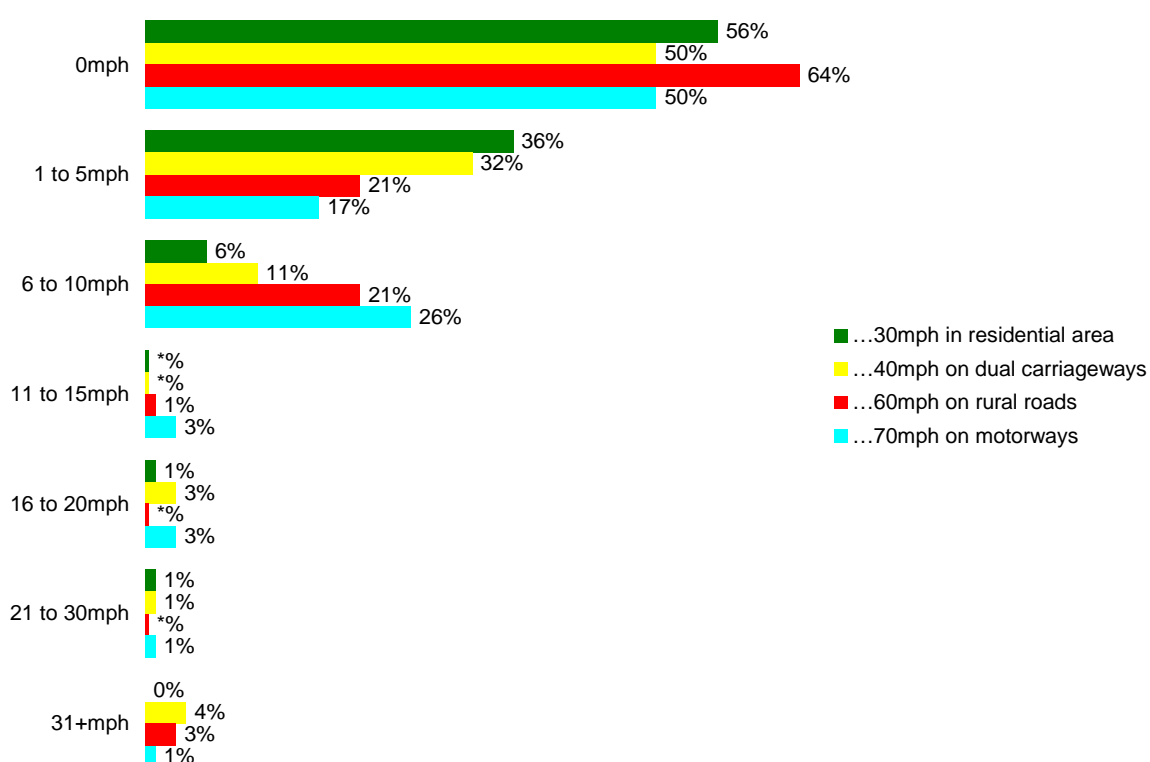
- definite awareness of the Partnership has risen from 9% in 2003 to 36% in 2005
- 30% of respondents have heard Partnership enforcement location announcements on radio : this was 25% in 2004
- 6% have visited the website : amongst frequent drivers 9% have visited it
- respondents’ guestimates as to the number of actual fixed and mobile camera sites there are in their district is greatly (perhaps by a factor of 10) in excess of the actual number.

5. Attitudes to Speeding and Speed Cameras

5.1 Acceptable Excess Speed?

When asked to consider what might be an acceptable degree by which to exceed the speed limit on various types of roads, at least 50% see no case in any situation.

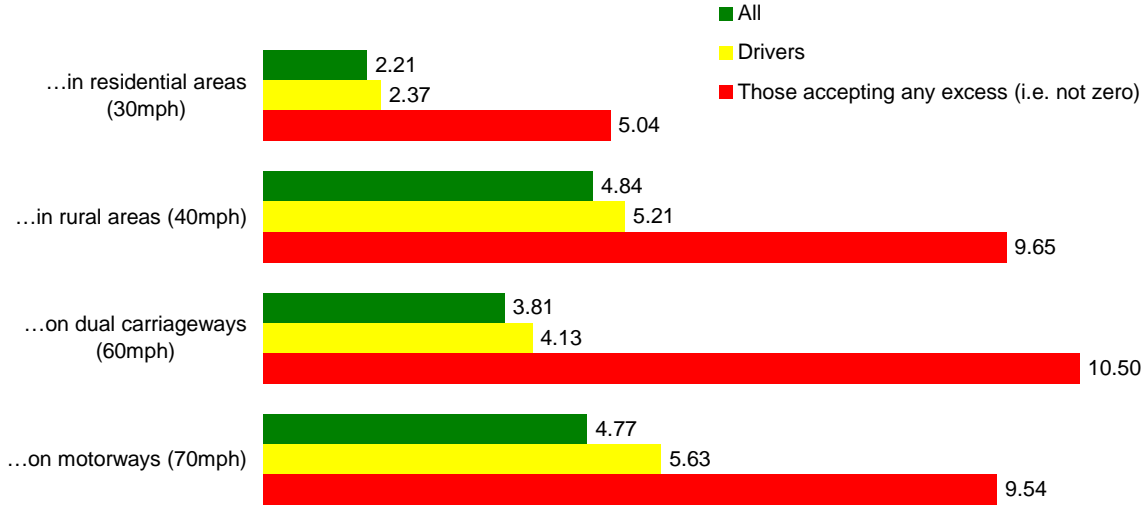
Figure 27 : Acceptable speed in excess of...
Base : All – 1000



*=<0.5%

The average “acceptable” excess speed varies from 2mph in residential areas to 5mph on motorways.

Figure 28 : Mean acceptable excess speed (mph)
Base : All

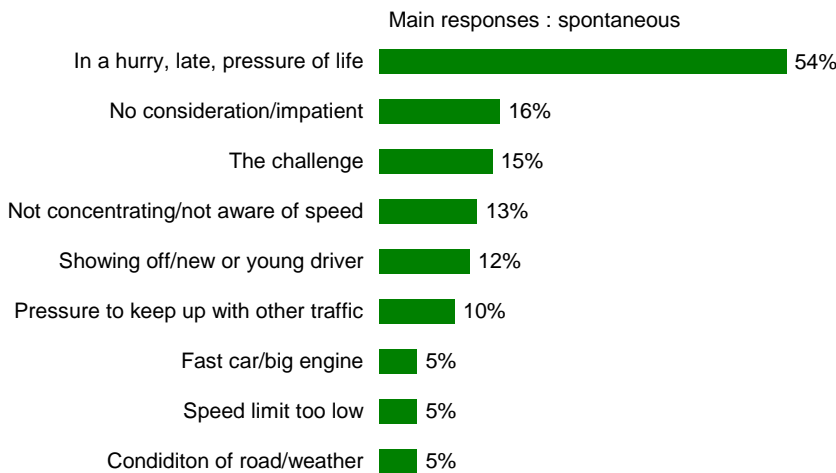


However, amongst the roundly 50% who will accept some speeding, the mean acceptable limit is 35mph in residential areas and 80mph on motorways.

5.2 Why Do Drivers Speed

When asked to consider why drivers speed, the main reason given is that they are under pressure or in a hurry. The most common reasons, set out below hold consistently across all types of respondents.

Figure 29 : Why do drivers speed?
Base : All – 1000



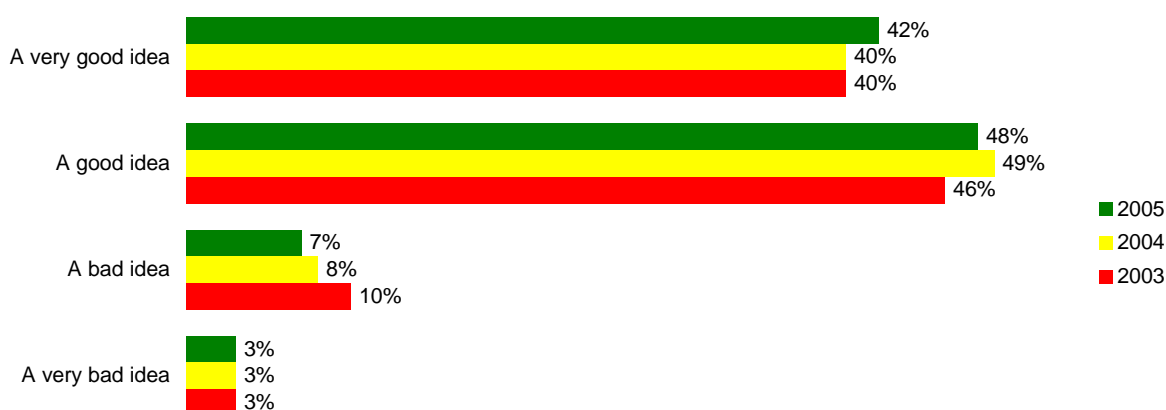
That is, whilst lack of consideration for others, and the “young buck challenge” are given as reasons, people are seen to speed more when they may have to rather than simply because they want to.

5.3 Reaction to Penalty Options

5.3.1 Acceptance of speed awareness courses

Earlier sections have shown how respondents support the use of cameras as a method of reducing casualties. It has also been reported that education is seen as an effective response to speeding. Respondents were asked what they thought about the Partnership being able to substitute the fining and penalising of first time speeders with the offer of a course to learn about the consequences of driving too fast.

Figure 30 : Educate rather than penalise
Base : All – 1000



Nine in ten - 90% - continue to think this is a good idea. Those most likely to see this a very bad idea are :

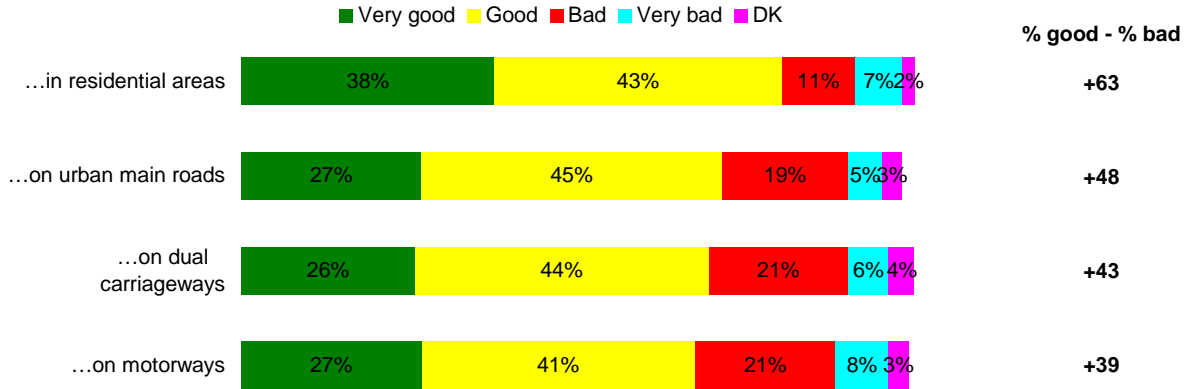
- those aged 18-24 - 6% see it as a very bad idea (3% overall)
- men - 4% (2% of women)
- those who main mode is public transport - 9% see it as a very bad idea.

5.3.2 Greater excess speed = greater penalty

The idea that the penalty for a speeding offence should increase the more the limit has been exceeded is welcomed by roundly 70% of respondents.

Figure 31 : Greater excess = greater penalty : a good idea?

Base : All – 1000

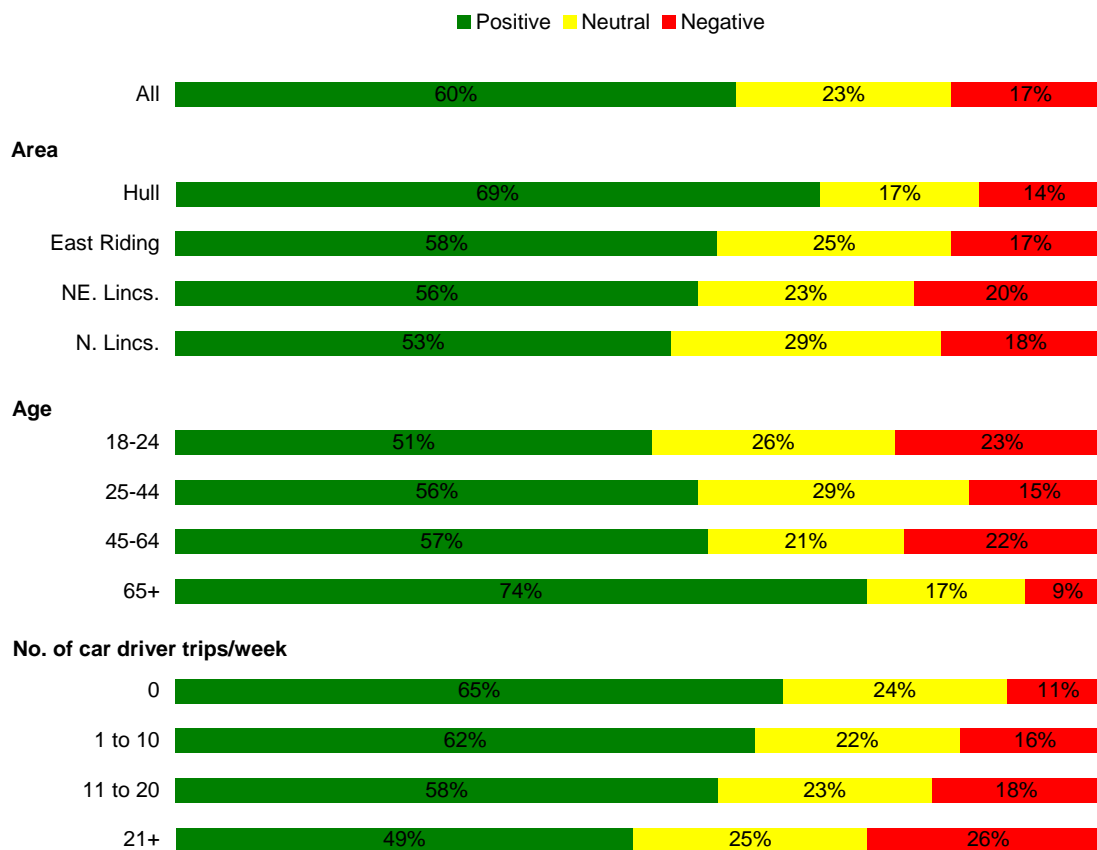


However, there is significantly more support for such a graduated system to be introduced for residential speeding rather than for speeding elsewhere.

5.4 Attitudes to Speed Cameras

Overall 60% of respondents claim they have a positive attitudes towards speed cameras : only 17% are negative.

Figure 32 : Attitude towards speed cameras
Base : All – 1000

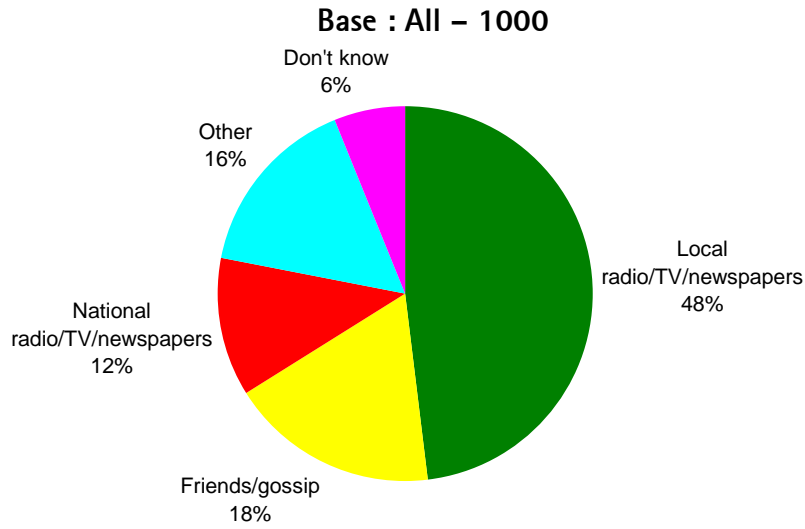


Thos most positive attitudes are had by :

- residents of Hull (69% are positive)
- people over 65 (74%)
- non car drivers (65% v 49% of frequent car drivers).

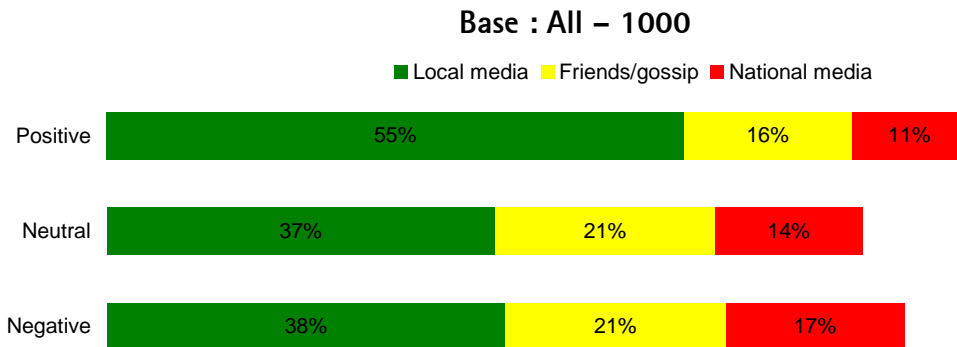
The main source of information on speed cameras is the local media : almost a half (48%) claim this to be their main source.

Figure 33 : Source of information on speed cameras



What is important, though, is that these various media do impact on attitudes towards cameras.

Figure 34 : Source v attitude



Those who are positive towards safety cameras are more likely to use the local media than those who are not.

**=significant difference @ 95% confidence level*

5.5 Summary

- roundly 50% of respondents find exceeding of the speed limit to some degree to be acceptable
- amongst those finding this acceptable, the mean excess speeds are :
 - 5mph in residential areas
 - 10mph elsewhere

- speed awareness courses for first time speeders continue to be a “good thing” : 90% think this way
- increasing penalties in line with the extent to which a limit is exceeded is seen by roundly 70% of respondents to be a good idea, particularly in residential areas (81% approve in this situation)
- 60% claim to have a positive attitude towards cameras; this falls from 65% amongst non drivers to 49% amongst frequent drivers
- the main source of information on cameras is the local media (48% claim this to be the case)
- those who are positive towards cameras are more likely to rely on the local media than those who are not.

Appendices

Statistical Reliability and Presentation of Data

Area Results for Specific Questions

Questionnaire

A. Statistical Reliability and Presentation of Data

A.1 Presentation and Interpretation of Data

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout this volume, an asterisk (*) denotes any value of less than half a per cent, but greater than zero.

A.2 Statistical Reliability

A sample of 1000, rather than the entire population, has been interviewed for this survey. All results are therefore subject to sampling tolerances, which means that not all differences in findings are statistically significant. The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

Approximate sampling tolerances applicable to percentages at or near these levels			
	10% or 90%	30% or 70%	50%
Interviews			
100	6	9	10
300	3	5	6
400	3	4	5
500	3	4	4
1000	2	3	3

Source: MORI North

For example, with a sample of 1000 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table overleaf:

Differences required for significance at or near these percentage levels

	10% or 90%	30% or 70%	50%
Size of the samples compared			
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
500 and 500	4	6	6
1000 and 1000	3	4	4

Source: MORI North

B. Various Results by Area

Table 1 : "Road Safety" : First thing that springs to mind

Base : All

Main responses

		All	Hull	East Riding	North Lincs.	N.E. Lincs.
	Base 2005	1000	272	373	176	179
	Base 2004	1000	285	365	174	176
	Base 2003	1000	273	374	179	174
		%	%	%	%	%
Speeding/speed cameras/speeding regulations	2005	33	33	35	38	24
	2004	22	20	20	30	19
	2003	28	22	30	35	28
Crossing the road/pelican crossing	2005	13	15	12	11	15
	2004	13	15	11	13	13
	2003	12	15	11	7	11
Driving safely/in a responsible manner	2005	7	3	5	9	14
	2004	5	4	5	5	5
	2003	9	8	8	6	13
Stop, look & listen/observe/look before you cross	2005	10	9	9	9	12
	2004	8	10	6	10	9
	2003	7	8	6	6	10
Awareness/caution/taking care at all times	2005	10	9	10	13	8
	2004	9	10	10	3	11
	2003	7	9	7	3	8
Traffic/too many cars	2005	3	3	3	3	3
	2004	6	6	7	5	5
	2003	6	7	6	8	3
Children/children crossing the road	2005	10	9	10	9	9
	2004	5	2	7	6	7
	2003	6	8	7	7	2
Traffic signs/lights	2005	9	11	10	8	6
	2004	8	9	8	8	7
	2003	6	8	5	4	5
Green cross code	2005	5	5	5	5	7
	2004	4	5	3	2	4
	2003	4	6	3	3	3
Car accidents/crashes	2005	5	5	4	7	4
	2004	4	4	4	2	4
	2003	4	3	5	6	2

Table 2 : Effectiveness of road safety initiatives

Base : All

Mean scores : 1=not at all effective, 5=very effective

		All	Hull	East Riding	North Lincs.	N.E. Lincs.
	Base 2005	1000	272	373	176	179
	Base 2004	1000	285	365	174	176
	Base 2003	1000	273	374	179	174
		%	%	%	%	%
Safety cameras @ black spots	2005	3.92	4.06	3.88	3.94	3.78
	2004	4.03	4.24	3.86	4.01	4.05
	2003	4.29	4.41	4.21	4.22	4.36
Improve street lighting	2005	3.76	3.95	3.67	3.61	3.77
	2004	4.01	4.12	3.95	3.91	4.05
	2003	4.08	4.22	4.02	4.03	4.02
Educate drivers about fast driving	2005	3.80	3.88	3.78	3.83	3.68
	2004	3.82	3.84	3.86	3.79	3.77
	2003	3.98	4.12	3.85	3.97	4.03
Enforce parking restrictions	2005	3.60	3.58	3.60	3.61	3.65
	2004	3.68	3.76	3.65	3.73	3.56
	2003	3.71	3.72	3.70	3.73	3.69
Introduce 20 mph limits	2005	3.50	3.51	3.50	3.47	3.52
	2004	3.50	3.69	3.47	3.44	3.30
	2003	3.60	3.58	3.66	3.61	3.48
Close off streets to traffic	2005	3.12	3.20	3.04	3.19	3.13
	2004	3.16	3.22	3.08	3.24	3.16
	2003	3.51	3.68	3.55	3.21	3.47
Put in speed bumps	2005	3.10	3.19	3.06	3.09	3.04
	2004	3.12	3.10	3.04	3.33	3.09
	2003	3.27	3.19	3.33	3.42	3.11
Widen pavements/narrow roads	2005	2.62	2.69	2.69	2.50	2.51
	2004	2.63	2.78	2.50	2.64	2.65
	2003	2.35	2.43	2.35	2.24	2.36

Table 3 : Attitudes towards safety speed cameras

Base : All

		All		Hull		East Riding		North Lincs.		N. E. Lincs.	
		Agree strongly	Tend to agree	Agree strongly	Tend to agree	Agree strongly	Tend to agree	Agree strongly	Tend to agree	Agree strongly	Tend to agree
	Base 2005	1000		272		373		176		179	
	Base 2004	1000		285		365		174		176	
	Base 2003	1000		273		374		179		174	
		%	%	%	%	%	%	%	%	%	%
The use of cameras should be supported as a method of reducing casualties	2005	50	31	55	28	50	30	45	35	47	34
	2004	47	33	53	32	41	33	47	39	47	31
	2003	55	32	62	26	52	33	47	37	55	32
Cameras are meant to encourage not punish	2005	43	29	49	28	41	29	38	30	43	29
	2004	42	29	45	25	36	33	45	29	44	31
	2003	46	31	50	30	45	34	42	31	47	28
The primary aim of safety cameras is to save lives	2005	44	24	54	21	42	24	41	27	39	26
	2004	43	26	46	27	38	26	51	25	44	22
	2003	48	27	54	26	42	31	47	26	53	21
Cameras → bad drivers getting caught	2005	40	26	45	26	40	26	34	29	40	24
	2004	40	26	46	26	35	25	43	29	40	23
	2003	45	27	53	27	40	30	45	22	44	26
Cameras = few accidents	2005	35	30	37	31	36	31	29	31	34	25
	2004	34	32	41	30	28	34	34	32	32	29
	2003	41	32	46	32	39	32	42	31	34	32
Cameras are an easy way of making money out of motorists	2005	47	18	40	18	51	18	46	20	51	14
	2004	44	20	40	20	47	21	45	17	45	19
	2003	39	17	40	15	37	21	37	17	43	13
Too many cameras in my area	2005	13	7	14	8	12	7	14	7	13	7
	2004	12	8	14	8	13	6	11	8	10	11
	2003	6	6	7	6	4	5	7	8	6	6

