



## Road Safety Public Opinion Survey

### Submitted to

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## Executive Summary

- 1,198 residents of Lancashire were asked for their opinions on the subject of road safety. The interviews were carried out using a face-to-face methodology. The sampling process ensured that the respondents were a close match with the overall population of Lancashire. Results were benchmarked against the 2001 Lancashire Road Safety survey findings.
- 88% of those surveyed agreed that speed cameras are meant to encourage people to keep to the speed limits. This is a small but significant increase on last years result of 85%.
- Other statements about speed cameras attracted fewer positive responses than last year. The proportion of respondents who feel that fewer accidents are likely to happen when speed cameras are installed dropped by 15% to 62%.
- Seven per cent fewer respondents shared the view that speed cameras mean that dangerous drivers are more likely to be caught in the wave two survey than in wave one (59%).
- Six in ten respondents agreed that speed cameras are an easy way to make money out of motorists compared to 55% last year.
- Rural residents of Lancashire were more positive about the effects of speed cameras than those from urban locations, as were respondents from non- vehicle owning households compared to those from vehicle owning households.
- The vast majority (83%) believed that speeding is one of the main causes of road accidents. This is in line with last year's result of 85%.
- Over half of respondents in this survey feel that you sometimes have to drive faster than the speed limit to keep up with the flow of traffic (55%). This is 14% increase on 2001.
- One – quarter disagreed that driving slightly faster than the speed limit makes you a less safe driver. This is considerably less than the one-third who disagreed with this statement in last year's survey.
- Three out of five agreed that speed limits are often set too low with the result that many drivers ignore them, compared to two out of five in 2001.
- Women felt more strongly than men about the negative implications of speeding in line with the 2001 findings.

- Three-quarters (77%) agreed that they would be happier if seatbelt regulations were more strictly enforced, a drop of 3% on last year's figure, but a sizeable proportion (one in five) felt that people fined for not wearing seatbelts are just unlucky, in line with the 2001 result.
- There was a significant drop in the proportion of respondents who felt that it is acceptable to drive after having one or two drinks, from 19% in 2001 to 16% in 2002.
- A similar drop was noted in the proportion of respondents who agree that it is hard to have a good time if everyone else is drinking but you have to limit yourself because you are driving; 34% agreed with this statement in 2001 compared to 31% in 2002.
- As in 2001 nine out of ten (88%) believed that the police should breathalyse a lot more drivers around pubs at closing time.
- Older respondents were less likely to believe it is acceptable to drive after one or two drinks. Respondents in the youngest age group (16-29) were the most likely to agree that the police should start breathalysing a lot more drivers around pub closing time (90%).
- Where respondents were invited to give spontaneous suggestions on how the number of road accidents could be reduced responses were generally based around drivers taking more care, more police presence and penalties for dangerous and speeding drivers. In this wave there was no one answer that stood out from all the others, like reducing speed limits did in the 2001 survey.
- When respondents could pick from a list of measures to tackle road accidents, the most popular were legislative actions such as tougher penalties, re-training for bad drivers and tougher drink-driving laws. This is in line with the result of the first survey. It is interesting to note, however that nearly all the options on the show card were selected by fewer respondents in 2002 when compared with 2001.
- First reactions to the phrase 'road safety' were similar to those in the 2001 survey; responses centred around taking more care on the roads as well as pedestrian safety.
- Half of those surveyed felt that accidents on Lancashire's roads are increasing (48%), 13% felt that they are decreasing, 4% that they are staying the same and 35% returned a don't know answer. This result varies considerably from last year's when 14% more respondents returned don't know answers, while 15% fewer felt that they were increasing.

- Perceptions of the number of road accidents were formed by news and television for over a quarter of respondents (27%). Also a key factor was the belief that there was more traffic on the roads.
- When presented with a show card of a LPRS advert the vast majority of respondents were unable to remember who the advert was for (86%) and just 8% could remember. Of the 99% of respondents who had seen the advert 45% had seen it on billboards and the next most frequently mentioned location was on posters (19%).
- Despite poor advert recall nearly a fifth of respondents had heard of the LPRS prior to being interviewed.
- Respondents from car owning households were far more likely to have heard of the Partnership (23%) than non- vehicle owning households (8%).
- Those in the aged 60 or over were the least likely age group to have heard of the Partnership