

YouGov survey shows Britons want 20mph and demonstrates benefit of increasing police support

A 20's Plenty for Us Press Release Jan 2014 www.20splentyforus.org.uk/Press_Releases/YGSurvey.pdf

Academics at UWE Bristol's Social Marketing Centre have analysed a YouGov survey and concluded that, whilst most Britons want and intend to abide by 20mph limits for residential and busy streets, they see the need for enforcement.



Professor Alan Tapp and Professor Clive Nancarrow studied replies to the recent YouGov survey of Great Britain. The survey found majority support for 20mph speed limits in residential streets (65%) and busy shopping areas and busy streets (72%). *Road safety* and *children's safety* were the public's collective priorities, followed by *making our streets more pleasant to live in*, *encouraging more walking and cycling*, *reducing noise* and *improving the quality of life*. See the report press release [here](#)

This YouGov survey is in line with the British Social Attitudes survey which found 72% support 20mph limits for residential roads and only 11% against.¹

With one-fifth of people in the UK already living in places already committed to wide area 20mph limits, these findings are encouraging for local authorities bringing in slower urban road speed limits.

However, on obeying new limits the report provides evidence in support of our view that whilst most people intend to abide by the limits their behaviour may become influenced by law breakers if police are not providing any routine enforcement. Professor Alan Tapp found :-

- 73% of adults in GB agreed that 'breaking speed limits is not acceptable in most circumstances'
- 64% of drivers agreed that they 'will be careful to observe new 20 mph limits wherever they are'
- 31% of drivers agreed 'If a 20mph speed limit is introduced, I may not stick to it'.
- 28% of drivers agreed 'I use my own judgement, not speed limits, to decide on my speed on the road'.
- 7% of drivers agree 'I think people should be free to drive at whatever speed they want to'
- 37% of drivers agreed 'they tend to drive at the speed of others on the road'
- 71% of drivers agreed 'people will ignore 20mph limits because they don't see themselves getting caught by the police'

Rod King MBE of 20's Plenty for Us commented :-

"This report demonstrates that the vast majority of people both support 20mph limits and intend to comply with them. Recent ACPO guidance changes enable far greater police support and we are seeing many police forces responding positively to local 20mph implementations. This report shows the clear public support for 20mph limits and the pivotal role that police can play in the delivering the quieter, safer and more liveable streets that the public are demanding."

Prof Alan Tapp will present research findings and answer questions at The '[Time for 20](#)' National 20mph conference on 18th February 2014 in Camden. It will also include new enforcement technology and processes for community-led enforcement. This event recognises that the UK is transitioning to a national limit of 20mph for roads in built up areas. Almost 13m people live in authorities with this policy. 20's Plenty for Us is calling on the DfT to allow signing exceptions to 20mph. Updating signage rules would halve implementation costs. **Local Authority representatives, Transport Officers, Public Health professionals, Police, Social Marketers and others can book into Time for 20 via <http://tinyurl.com/BookTime420>**

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/209890/bsa-2012.pdf pg 21
20's Plenty For Us campaigns for a 20mph default speed limit in residential streets without physical calming.
Web www.20splentyforus.org.uk Twitter @20splentyforus