

# Vicious and Virtuous Circles

A survey of attitudes and claimed behaviours  
towards 20mph limits in GB

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# Project aims

- This survey was commissioned by Bristol City Council, in partnership with the Bristol Social Marketing Centre, with the aim of understanding attitudes and behaviours with respect to 20mph speed limits in Great Britain.
- We wanted to ascertain levels of support and opposition, the reasons for these, and the likely reaction to 20mph limits once they are in place.
- One issue of particular concern was that many drivers may not comply with the limits once they are in place.
- How should this be addressed?





*Effective Base*

Sample			no 20mph here
GB	Bristol	Newcastle, Portsmouth & Oxford	Urban non 20mph control group
2947	458	430	284

# Levels of support & opposition

Sample			no 20mph here
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How strongly do you support or oppose a 20mph speed limit in residential areas?

*Effective base*

	2947	458	430	284
Support	65%	65%	71%	64%
Oppose	31%	33%	27%	30%

How strongly do you support or oppose a 20mph speed limit in busy ( eg shopping) streets?

Support	72%	75%	75%	70%
Oppose	25%	24%	24%	25%

# How will people drive in 20mph limits?

Will they obey the limit?

# On one hand....

I will be careful to observe new 20mph limits wherever they are.

Sample			no 20mph here
GB	Bristol	Newcastle, Portsmouth & Oxford	Urban non 20mph control group

*Unweighted Base*

2297	362	364	216
2219	333	313	206

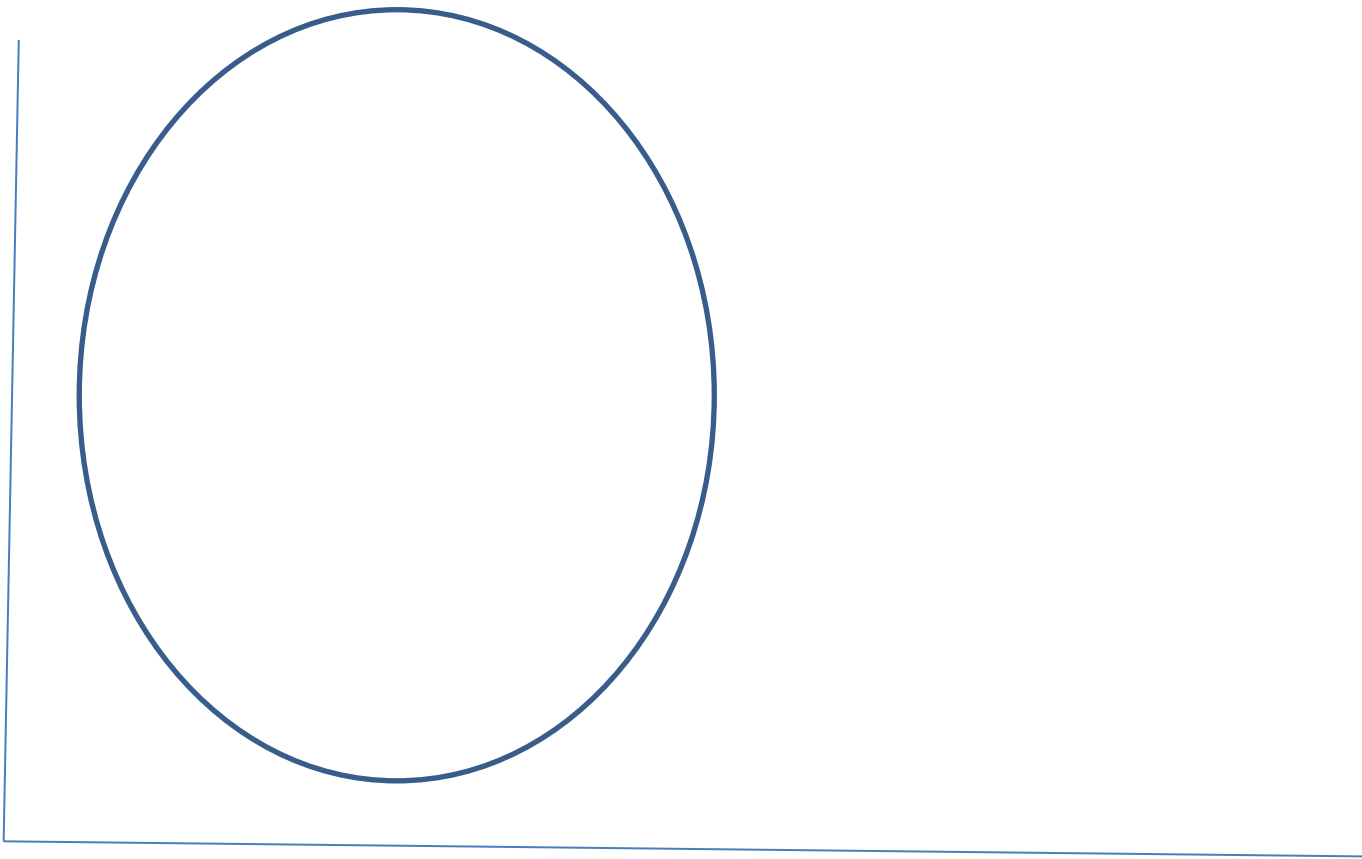
*Effective Base*

Net: Agree

64%	63%	66%	65%
14%	19%	12%	11%

Net: Disagree





Compliance

Non-compliance

# But on the other.....

20mph limits are a good idea in theory but are unlikely to make a worthwhile difference.

	Sample			no 20mph here
	GB	Bristol	Newcastle, Portsmouth & Oxford	Urban non 20mph control group
<i>Effective Base</i>	2947	458	430	284
Net: Agree	46%	43%	39%	48%
Net: Disagree	28%	35%	34%	29%

# Here's why some people believe this...

1. Other people...

Effective Base

Sample			no 20mph here
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Widely held irritation that other drivers 'drive too quickly'.

Most people drive too quickly.

Net: Agree

59%	62%	60%	59%
14%	16%	15%	15%

Net: Disagree

I wish everyone would slow down a bit on the roads.

Net: Agree

56%	58%	57%	57%
16%	18%	19%	13%

Net: Disagree

Widely held desire that everyone would 'slow down a bit'

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Effective Base

### In general, people obey 30mph limits

Net: Agree

Net: Disagree

40%	44%	48%	37%
41%	36%	33%	41%

41% of GB think people in general do not obey 30 limits

### Breaking speed limits is not acceptable in most circumstances.

Net: Agree

Net: Disagree

73%	77%	76%	72%
10%	10%	11%	12%

Irritation with 'other drivers compounded by even wider moral judgment that it is wrong to break speed limits in most circumstances

Sample			no 20mph here
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Effective Base

If 20mph limits were introduced most drivers would not stick to them.

Net: Agree

71%	70%	67%	71%
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Net: Disagree

12%	16%	15%	13%
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And, this cynicism leads to a belief that 'most drivers' would not stick to 20mph limits

People will ignore 20mph limits because **they don't see themselves getting caught by the police.**

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<i>Effective Base</i>	2947	458	430	284
Net: Agree	71%	75%	71%	74%
Net: Disagree	10%	10%	11%	9%

Mistrust of other drivers due at least in part to a lack of belief in effective police enforcement

# Here's why...

## 2. themselves...



Some people prefer their own judgement..

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Unweighted Base

Effective Base

Just under one-third of drivers have decided they don't need speed limits

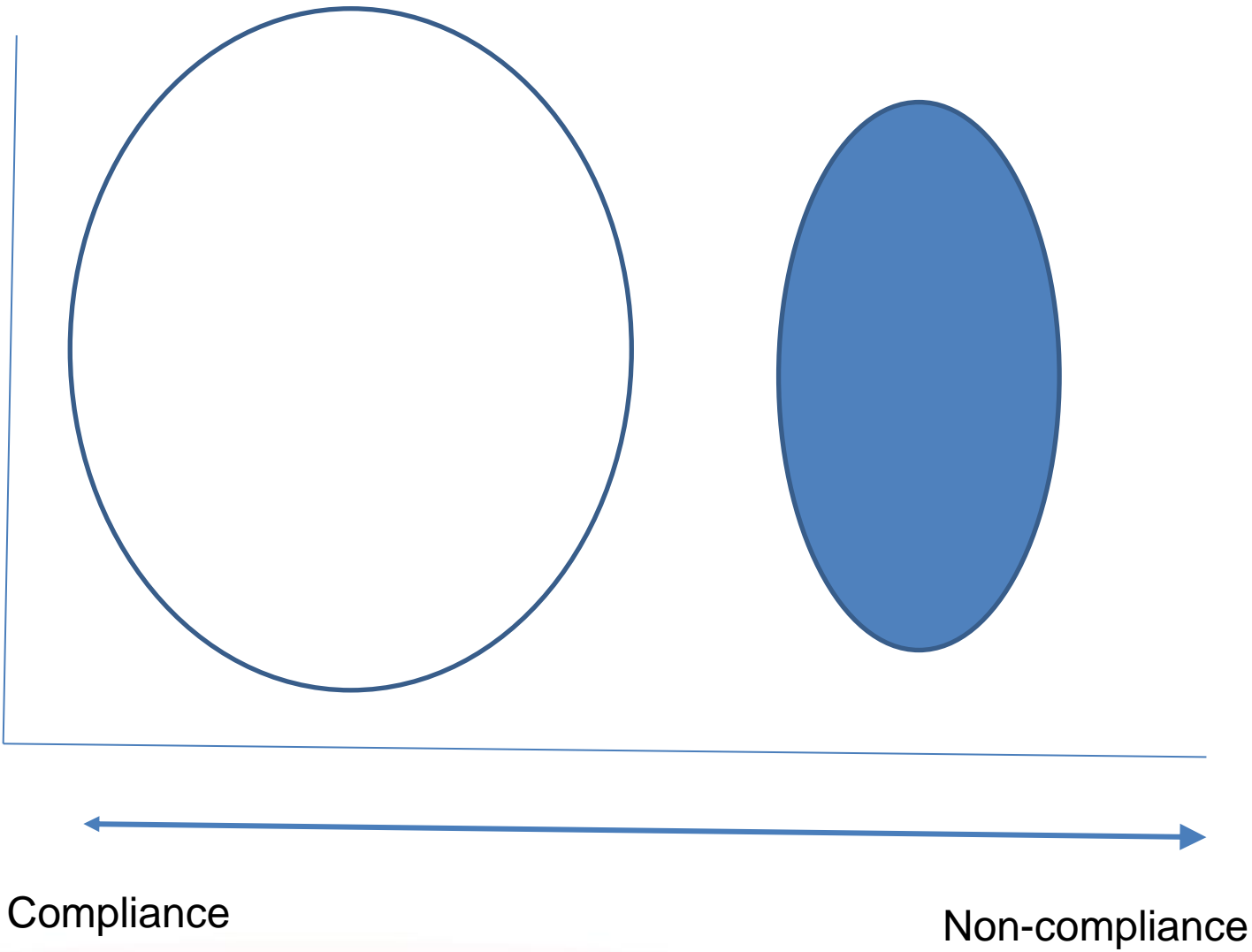
If a 20mph speed limit is introduced, I may not stick to it.

Net: Agree	31%	34%	34%	37%
Net: Disagree	46%	47%	47%	43%

Just under one-third of drivers have decided they don't need speed limits

I use my own judgement, not speed limits, to decide on my speed on the road.

Net: Agree	28%	28%	32%	28%
Net: Disagree	49%	52%	51%	49%



# Ability and confidence...

And some people think they will  
find sticking to 20mph difficult

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Unweighted Base

Effective Base

## Most people who break 20mph speed limits don't mean to, they simply didn't notice the limit was 20mph.

Net: Agree	37%	36%	41%	36%
Net: Disagree	32%	35%	31%	31%

There may be a group '**in the middle**' who don't engage properly with their driving

## I tend to unconsciously drive faster than speed limits quite often.

Net: Agree	26%	27%	27%	27%
Net: Disagree	48%	52%	50%	51%

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Effective Base

...And this group 'in the middle' may be influenced by other drivers

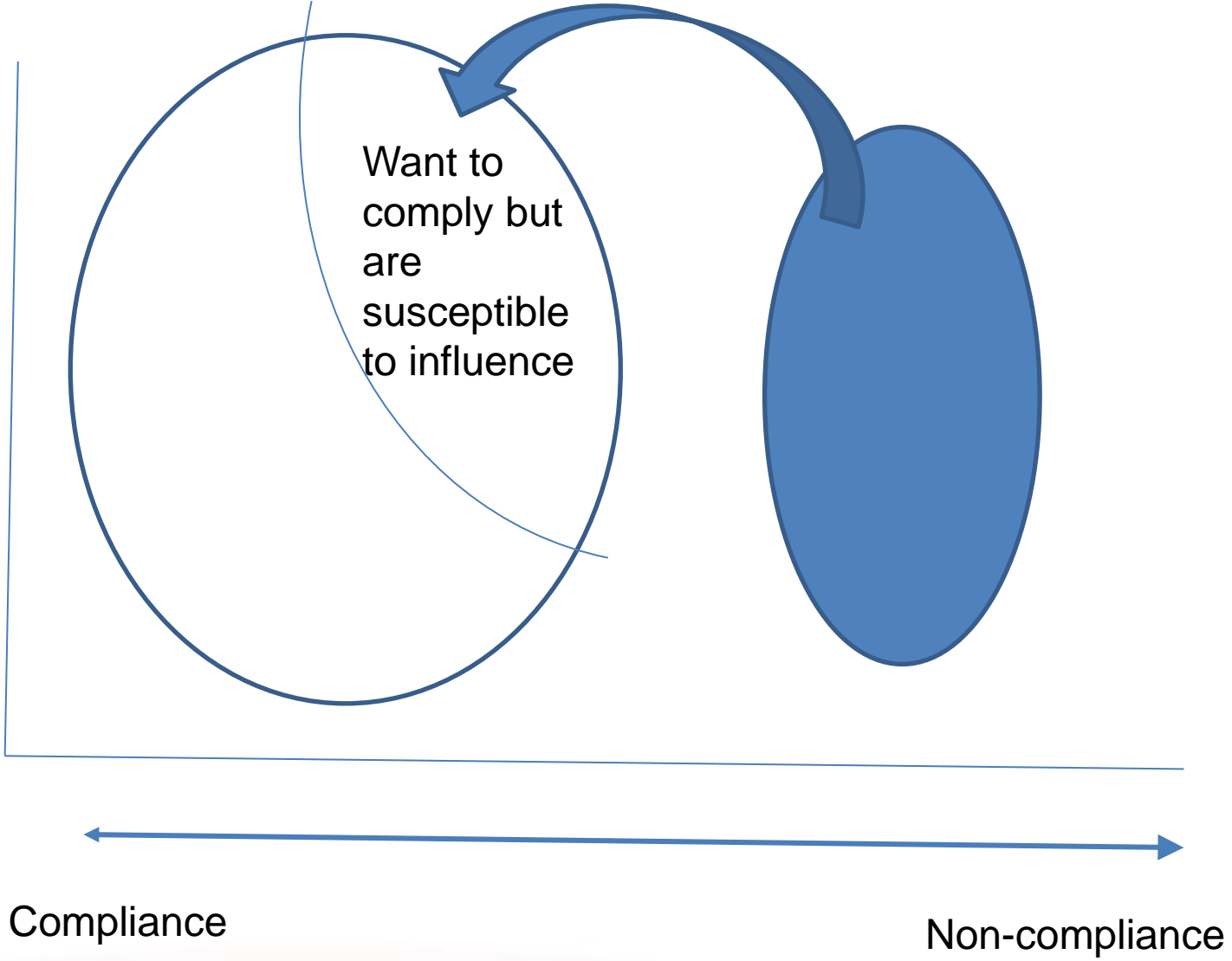
**I tend to drive at the speed of other people on the road.**

Net: Agree	37%	40%	38%	40%
Net: Disagree	35%	34%	34%	36%

**I don't much engage with speed limits, I just go with the flow.**

Net: Agree	15%	19%	15%	13%
Net: Disagree	59%	64%	65%	58%

...And this group 'in the middle' may be influenced by other drivers



# Possibility of a vicious circle ?

- *Most people want to comply with 20mph limits*
- *A minority do not*
- *Some of those that do, may be influenced not to...*





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*Effective Base*

## I hope the police will enforce 20mph limits

Net: Agree

57%	57%	63%	58%
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Net: Disagree

20%	23%	16%	19%
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...early police enforcement seems a good idea... almost 3 times more agreement than disagreement



# Appreciate your time

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