



20's Plenty for Wales

FOR HEALTHY AND LIVEABLE STREETS

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20mph limits in Great Britain: what do the public think?

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Key findings from 5 years work

- There is clear, consistent majority support for 20mph limits amongst GB adults
- But the supporting public don't know this and think they are in a minority
- He who shouts loudest...

Key findings from 5 years work

- DfT data on 20 limits shows 88% non-compliance in free-flow conditions
- These surveys reveal why:
 - Widespread cynicism that the police won't enforce.
 -which means 'other drivers wont comply'..
 -so 'why should I bother'?

Key Findings

- The big danger to those with a 20mph vision is non-compliance.
- ***This is easily solved!***
- Talk to Mark Hodson of WM Police 😊

Project aims

- We analysed 3 survey waves (2017, 2015, and 2013) commissioned by Bristol City Council with the aim of **understanding attitudes and behaviours** with respect to 20mph speed limits in Bristol and Great Britain.
- We wanted to **ascertain levels of support and opposition**, the reasons for these, and **the likely residential and drivers reactions to 20mph limits** once they are in place.

Fieldwork and sample

- 2017 Fieldwork was contracted to YouGov, a large UK provider of social and market research.
- **The total sample size for the GB data was 3,076 adults. The effective sample size, i.e. the sample size that is permissible for statistical tests after weighting procedures, was 2763 adults.**
- Fieldwork was undertaken between 22/05/2017 - 14/06/2017.
- The survey was carried out online.

Sample details

GB 2017	GB 2015	GB 2013
A	B	C

Unweighted base
Effective base

3076	4251	4075
2763	3845	3829

Findings

Later we look specifically at
drivers.

First – attitudes of all respondents

q6aa. How strongly do you support or oppose a 20mph speed limit in residential areas?

Here is the question *as expressed in the survey*

Here are the three surveys in 2017, 2015 and 2013

	GB 2017	GB 2015	GB 2013
	A	B	C

Note that these letters refer to corresponding columns and mean that a figure is statistically significantly different to an equivalent figure from that column

Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

Strongly support	35% B	33%	36% B
Support	28%	30%	29%
Oppose	17%	18%	18%
Strongly oppose	11%	12%	13%

Here are the results.
Clear majority support for 20mph limits.

q6ba. How strongly do you support or oppose a 20mph speed limit on busy streets e.g. busy shopping streets.

	GB 2017	GB 2015	GB 2013
	A	B	C

Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

Strongly support	40% B	36%	40% B
Support	32%	34% AC	32%
Oppose	15%	15%	15%
Strongly oppose	7%	8%	9% AB

Net 72% support in 2017.

q6aa. How strongly do you support or oppose a 20mph speed limit in residential areas?

Support for 20 goes up sharply if you live on a 20 street.

Is there 20 mph in your area?		
My street/road has 20mph limits on all or some of it	My street/road does not have any 20 mph limits	I am not sure/don't know

Unweighted Base	617	1647	304
Effective Base	552	1536	261
	H	I	J
Strongly support [2]	46%	32%	32%
	IJ		
2 [1]	27%	30%	26%
3 [-1]	13%	21%	8%
	J	HJ	
Strongly oppose [-2]	10%	12%	6%
	J	J	
Don't Know	3%	6%	28%
		H	HI

This is partly because the **'Don't Know's'** convert to being **supporters**

q20_6. Most people in the country support 20mph limits

	GB 2017	GB 2015	GB 2013
	A	B	C
Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

Net: Agree	13%	12%	
Net: Disagree	39%	38%	

Clear evidence of **pluralistic ignorance**
 i.e. respondents **believe** there is little support for 20 limits from others, even though **in fact** there is clear majority support.

q20_7. 20mph limits have been introduced on too many streets

	GB 2017	GB 2015	GB 2013
	A	B	C
Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

Net: Agree	22%	19%	-
	B		
Net: Disagree	41%	41%	-

GB majority **disagree** with this opinion.

q7. Here are some reasons people might support 20mph speed limits. Which of these do you agree with? Please tick all that you agree with. 20mph limits will ...

	GB 2017	GB 2015	GB 2013
	A	B	C

Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

mean fewer serious accidents on the roads	72% C	73% C	68%
mean children can play more safely	56%	59% A	57%
make our streets more pleasant to live in	41%	41%	40%
reduce noise	30%	31%	31%
encourage more walking and cycling	33% BC	30% C	27%
reduce pollution	23% C	22%	21%
improve the quality of life	26% BC	20% C	15%
improve traffic flow	20% BC	18% C	15%
encourage a healthier way of life	16% C	15%	14%
reduce congestion	15% BC	12% C	9%

Slightly greater appreciation across GB since 2013 of “more sophisticated” reasons to support 20mph limits

q8. Here are some reasons people might oppose 20mph speed limits. Which do you agree with? Please tick all that you agree with. 20 mph speed limits will...

GB 2017	GB 2015	GB 2013
A	B	C

Unweighted base
Effective base

3076	4251	4075
2763	3845	3829

be ignored by many drivers so of limited benefit	54%	55%	55%
not be policed and enforced effectively	49%	51%	50%
be pointless as many people will ignore them	46%	48%	47%
make journey times longer	39%	43%	38%
increase congestion	33%	AC 36%	35%
increase pollution	22%	19%	19%
make the quality of life worse for local residents	9%	11%	11%
be too expensive	8%	9%	A 10%
increase accidents	6%	7%	A 7%

q9_5. I hope the police will enforce 20mph limits

GB 2017	GB 2015	GB 2013
A	B	C

Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

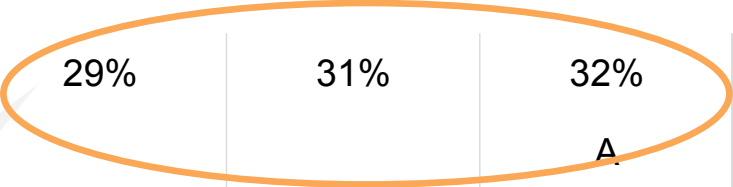
Net: Agree	57%	55%	58%
	B		B
Net: Disagree	19%	19%	20%

A large majority of GB adults want police enforcement

Attitudes and claimed behaviours of drivers

q10_1. 'If a 20mph speed limit is introduced, I may not stick to it.'

	2017	2015	2013
	A	B	C
Unweighted base	2184	3047	3023
Effective base	2019	2774	2863
Net: Agree	29%	31%	32%
Net: Disagree	48%	47%	46%



Claimed non-compliance of GB drivers. High but may be dropping slightly.

q9_6. If 20mph limits were introduced most drivers would not stick to them

GB 2017	GB 2015	GB 2013
A	B	C

Unweighted base	3076	4251	4075
Effective base	2763	3845	3829

Net: Agree	68%	70%	71%
Net: Disagree	14%	13%	13%

The negativity about the non-compliance of others continues

q10_5. If I think a road with a 20mph limit is clear I will be more likely to drive more quickly than 20 mph

	GB 2017	GB 2015	GB 2013
	A	B	C
Unweighted base	2184	3047	3023
Effective base	2019	2774	2863

Net: Agree	37%	37%	39%
Net: Disagree	42%	40%	40%
	C		

Levels that say they are more likely to exceed 20 if the road is clear.

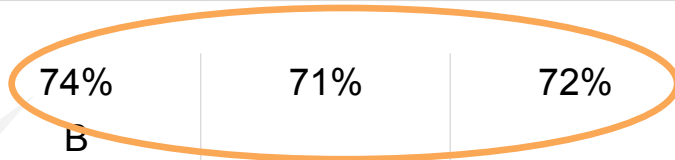
q10_6. It is just too difficult to stay at 20mph

	2017	2015	2013
	A	B	C
Unweighted base	2184	3047	3023
Effective base	2019	2774	2863
Net: Agree	47%	49%	48%
Net: Disagree	34%	33%	32%

This response also explains why many exceed 20mph limits

q16_5. People will ignore 20mph limits because they don't see themselves getting caught by the police.

	2017	2015	2013
	A	B	C
Unweighted base	2184	3047	3023
Effective base	2019	2774	2863
Net: Agree	74%	71%	72%
Net: Disagree	9%	9%	10%



Worth reminding ourselves of the widespread cynicism about public non-compliance.. “the police won’t enforce; and other drivers won’t obey”.. Therefore the danger of copycatting is very high.

q20_11. Slowly but surely 20mph limits are changing my driving habits

GB 2017	GB 2015	GB 2013
A	B	C

Unweighted base	2184	3048	-
Effective base	2019	2773	-

Net: Agree	17%	12%	-
	B		
Net: Disagree	45%	49%	-
		A	

But note the slightly improved driver attitude here.

Key conclusions 1

- Hostile anti-20mph media are misreading the public mood – in fact most people support 20mph limits.
- But ***supporters don't know they are the majority***
- Danger ***of a spiral of silence*** where supporters stay quiet out of fear of stepping out of line..
- Even though ***most other people agree with them!***
- Campaigners need to hammer home the message that there is clear, consistent, majority support for 20mph limits
- and that this level of support ***rises*** with lived experience of 20mph limits.

Key conclusions 2

- Most drivers ***don't comply*** with 20mph limits
- Many reasons for this.
- Most say they want to comply but cant/find it difficult/pressure from others/what's the point/etc
- ***But: easily solved?***
- Enforcement (and marketing to create a culture change)
- Enforcement ***is cheaper than commonly thought*** – ask the West Midlands Police experts.
- ***Culturally*** - there are signs of ***public health values and beliefs stirring in middle Britain*** - across food, alcohol, smoking, pollution...

Maybe 20mph limits are the next big public health revolution in Great Britain.

Appreciate your time

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