

**Red Route
awareness**

08104b

October 2008



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Research conducted by Synovate

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1. Executive Summary

Three quarters of the people we spoke to (72%) told us that they are aware of the term 'Red Routes'. This is true of 89% of people who drive in London.

The vast majority of those who are aware of the term understand, at least in outline, what their purpose is.

In respect of when they apply:

- 68% of Londoners (77% of London drivers) believe that Penalty Charge Notices can be issued on Red Routes during weekday days.
- 50% of Londoners (58% of London drivers) believe that Penalty Charge Notices can be issued on Red Routes during weekday evenings.
- 53% of Londoners (62% of London drivers) believe that Penalty Charge Notices can be issued on Red Routes on Saturdays.
- 44% of Londoners (55% of London drivers) believe that Penalty Charge Notices can be issued on Red Routes on Sundays.
- 44% of Londoners (52% of London drivers) believe that Penalty Charge Notices can be issued on Red Routes on public holidays including Bank Holidays.

In all cases, the proportion actively believing that Penalty Charge Notices can be issued is always markedly higher than the proportion believing that they cannot.

- 60% of Londoners (48% of London drivers) do not know of any circumstances where it is okay to park or stop on Red Routes. A further 6% (8% of drivers) actively assert that there are no circumstances under which this is acceptable.

There is a generally high level of support for traffic enforcement measures in the capital. The 2008 research shows a significant increase from 2007 in the proportion agreeing that one selfish driver can completely block a road of junction (up from 82% to 88%) and that yellow box junctions play an important role in reducing congestion (up from 70% to 74%).

There is also a significant decrease in the already small proportion of people believing that it is okay to stop in a bus lane or on a Red Route (down from 12% to 7%), though these changes are slightly countered by a significant reduction in the proportion who are pleased to see parking tickets being put on cars that park illegally (down from 80% to 73%).

NB: The report refers to responses from people who told us that they have received a Penalty Charge Notice for a driving or parking offence in London. These are not necessarily people who have received a Penalty Charge Notice for a Red Route offence.

2. Background & Objectives

Our Regular Research Slot, effectively TfL Omnibus Survey, involves around 1,000 telephone interviews with a sample of the London population.

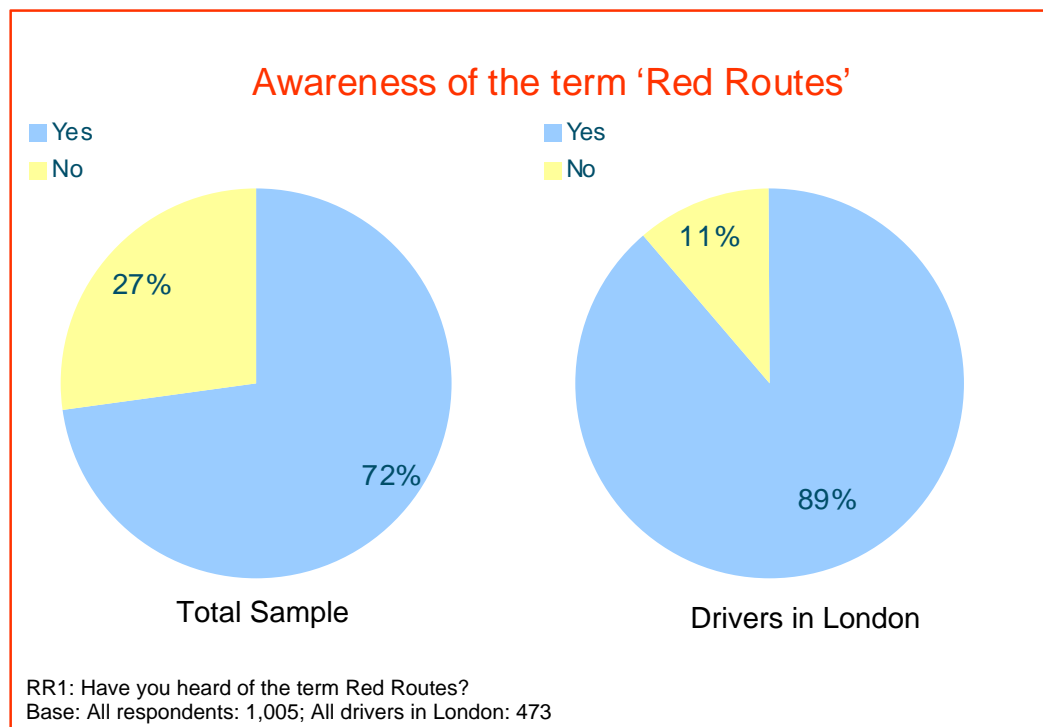
1,005 interviews were conducted on the October 2008 RRS, which was conducted from October 6th-26th inclusive. Data was, as always, weighted by age and gender to reflect the London population as a whole.

Included in the October 2008 Regular Research Slot were a series of questions to assess the level of familiarity with the term 'Red Routes' the level of understanding of what the term describes and the extent to which people believe that a range of possible exemptions apply.

The October RRS also sought reactions to a series of traffic enforcement related statements, these statements having also been put to Londoners on the October Regular Research Slot in each of the previous four years.

3. Main Findings

3.1 Awareness of the term 'Red Routes'



Three in four of the people we spoke to told us that they are aware of the term 'Red Routes'. The proportion answering 'yes' is very much in line with, though slightly below, the 76% who gave this answer to the same question on the MORI omnibus in July 2007.

Among those who drive in the capital, awareness of the term is predictably, and significantly, higher at 89%.

Those telling us that they are familiar with the term 'Red Routes' comprise:

- 77% of men (92% among London drivers)
- 68% of women (84% among London drivers)
- 48% of those aged 16-24 (74% among London drivers)
- 53% of those aged 25-44 (84% among London drivers)
- 84% of those aged 45-64 (94% among London drivers)
- 87% of those aged 65+ (95% among London drivers)
- 76% of ABC1's (89% among London drivers)
- 72% of C2DE's (91% among London drivers)
- 78% of White people (92% among London drivers)
- 60% of BAME people (80% among London drivers)
- 79% of those who use a car/van to get around London
- 57% of those who do not use a car/van to get around London
- 89% of those who drive in London
- 58% of those who do not drive in London
- 66% of those who live in Inner London (85% among London drivers)
- 77% of those who live in Outer London (90% among London drivers)
- 88% of those who have ever received a Penalty Charge Notice whilst driving in London (90% among London drivers)
- 64% of those who have never received a Penalty Charge Notice whilst driving in London (86% among London drivers)

3.2 Understanding of Red Routes

What, if anything, do you understand by the term Red Routes?

(This was an open question, i.e. no pre-prepared options were put to interviewees. This question was only put to people who had previously told us that they were aware of the term 'Red Routes'.)

91% of people who told us that they had heard of the term 'Red Routes' felt able to give us a definition, when asked, of what they are. The vast majority gave answers which suggest an accurate, understanding at least in outline, of what Red Routes are. This very much mirrors the finding of the 2007 MORI Omnibus.

	Total	Gender	
		Male	Female
N=	728	380	348
Roads where you are not allowed to stop	46	47	45
Roads where you are not allowed to park	39	42	37
Bus lanes/routes	10	10	11
Roads with double red lines	6	6	5
Restricted areas	6	6	5
Designated vehicles only (e.g. buses, taxis, bikes etc.)	5	5	4
Parking or shopping bays for loading/unloading goods	4	5	3
Others	9	8	10
Don't know	9	7	11

Drivers, predictably, tended to give more detailed answers than non-drivers. The vast majority of non-drivers who had previously told us that they were familiar with Red Routes, however, were able to accurately describe, at least in outline, what the term means.

	Drivers	Non-drivers
N=	419	309
Roads where you are not allowed to stop	51	39
Roads where you are not allowed to park	44	32
Bus lanes/routes	8	13
Roads with double red lines	8	2
Restricted areas	7	3
Designated vehicles only (e.g. buses, taxis, bikes etc.)	5	5
Parking or shopping bays for loading/unloading goods	5	3
Others	10	7
Don't know	5	14

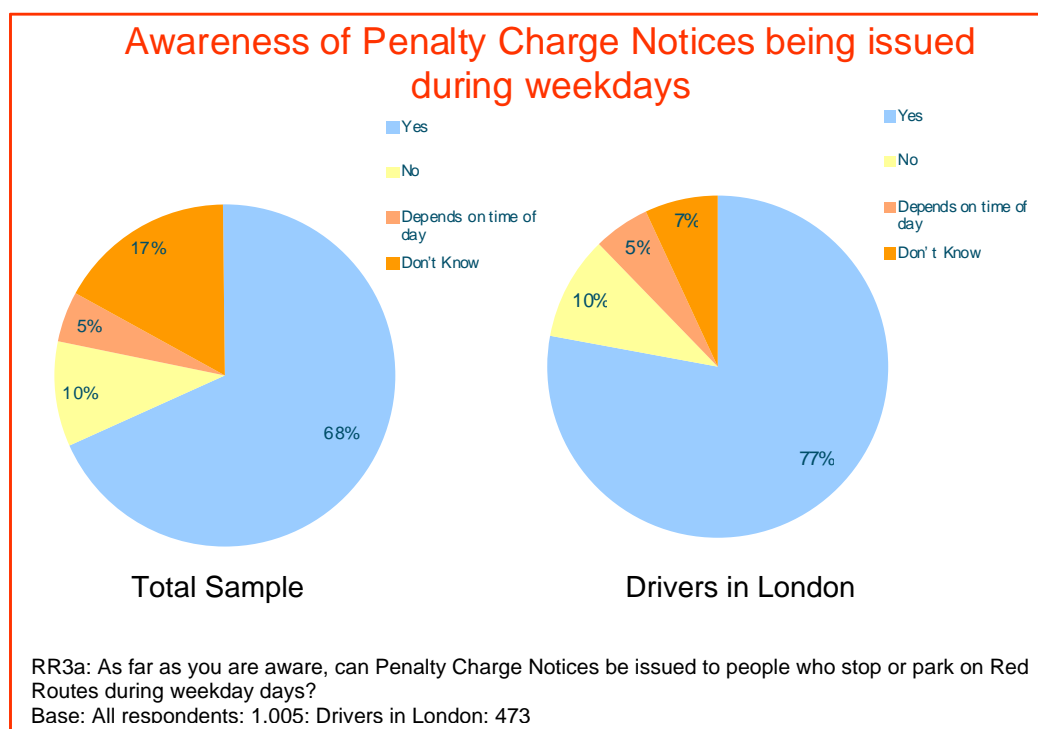
	Total	Age			
		16-24	25-44	45-64	65+
N=	728	74	303	216	136
Roads where you are not allowed to stop	46	28	46	53	44
Roads where you are not allowed to park	39	27	40	45	36
Bus lanes/routes	10	6	8	8	19
Roads with double red lines	6	2	7	5	5
Restricted areas	6	2	8	5	4
Designated vehicles only (e.g. buses, taxis, bikes etc.)	5	4	5	6	3
Parking or shopping bays for loading/unloading goods	4	2	5	3	3
Others	9	2	10	9	8
Don't know	9	38	6	4	7

	Total	Ethnicity	
		White	BAME
N=	728	540	150
Roads where you are not allowed to stop	46	48	41
Roads where you are not allowed to park	39	39	39
Bus lanes/routes	10	12	5
Roads with double red lines	6	7	2
Restricted areas	6	5	8
Designated vehicles only (e.g. buses, taxis, bikes etc.)	5	4	4
Parking or shopping bays for loading/unloading goods	4	3	4
Others	9	9	9
Don't know	9	7	16

	Total	Social Class	
		ABC1	C2DE
N=	728	464	216
Roads where you are not allowed to stop	46	48	41
Roads where you are not allowed to park	39	39	39
Bus lanes/routes	10	9	13
Roads with double red lines	6	5	6
Restricted areas	6	6	4
Designated vehicles only (e.g. buses, taxis, bikes etc.)	5	5	4
Parking or shopping bays for loading/unloading goods	4	4	5
Others	9	10	7
Don't know	9	6	14

3.3 Awareness of Penalty Charge Notices

Awareness of Penalty Charge Notices being issued on Red Routes during weekday days



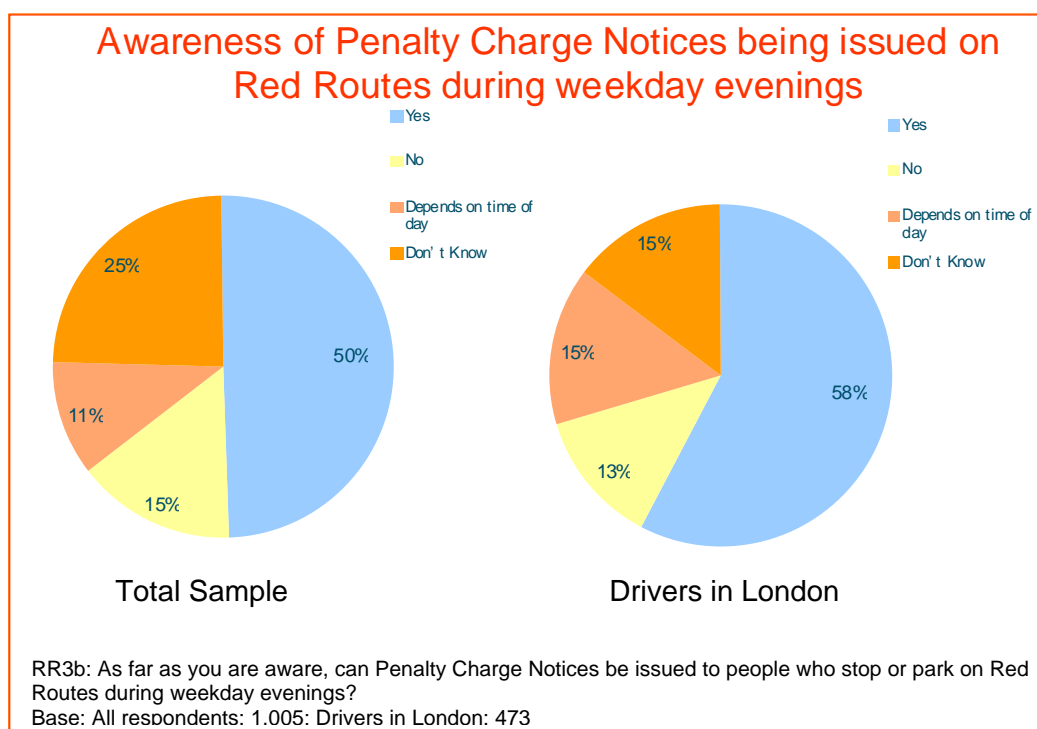
Two thirds of interviewees actively asserted their belief that Penalty Charge Notices can be issued on Red Routes during weekday days. One in ten actively believes that this is not the case.

Among those who drive in London, the proportion actively believing that PCN's can be issued on Red Routes during weekday days increases to three quarters.

Those believing PCN's can be issued on Red Routes during weekday days comprise:

- 72% of men (80% among London drivers)
- 65% of women (75% among London drivers)
- 60% of those aged 16-24 (81% among London drivers)
- 70% of those aged 25-44 (74% among London drivers)
- 75% of those aged 45-64 (83% among London drivers)
- 61% of those aged 65+ (74% among London drivers)
- 69% of ABC1's (77% among London drivers)
- 71% of C2DE's (81% among London drivers)
- 70% of White people (79% among London drivers)
- 63% of BAME people (72% among London drivers)
- 72% of those who use a car/van to get around London
- 58% of those who do not use a car/van to get around London
- 77% of those who drive in London
- 60% of those who do not drive in London
- 68% of those who live in Inner London (78% among London drivers)
- 68% of those who live in Outer London (77% among London drivers)
- 77% of those who'd heard the term 'Red Route' (81% among London drivers)
- 45% of those who previously had not heard of the term 'Red Route' (55% among London drivers)
- 80% of those who have ever received a Penalty Charge Notice whilst driving in London (81% among London drivers)
- 61% of those who have never received a Penalty Charge Notice whilst driving in London (71% among London drivers)

Awareness of Penalty Charge Notices being issued on Red Routes during weekday evenings



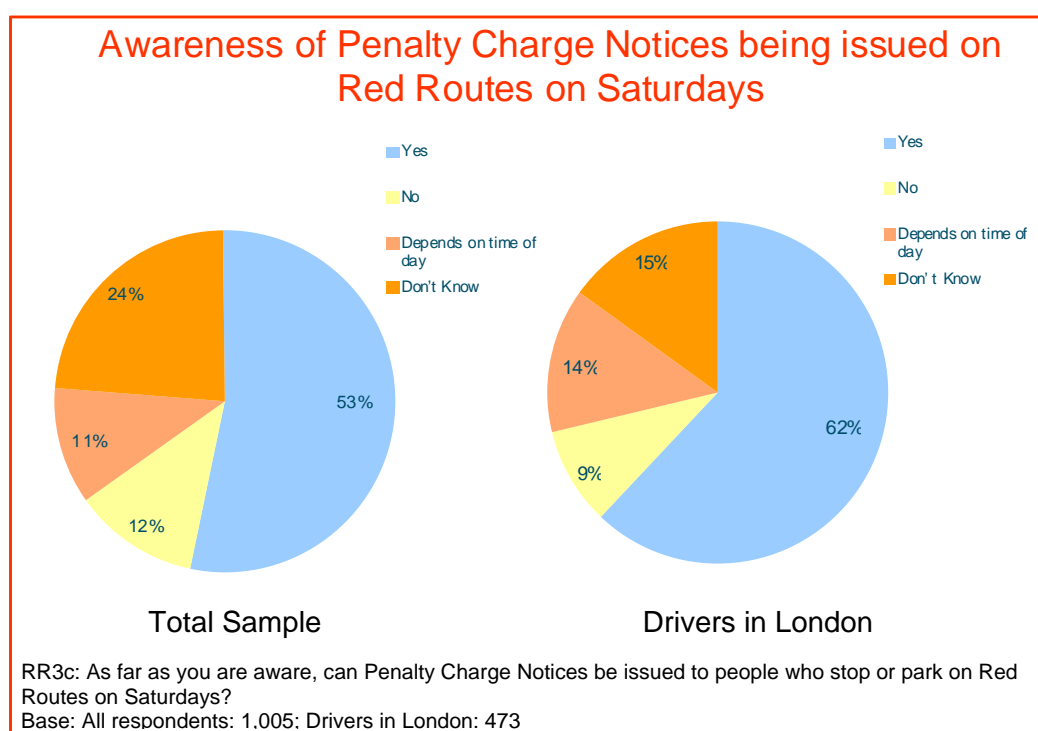
Half of those asked believe that Penalty Charge Notices can be issued to people who stop or park on Red Routes during *weekday evenings*. Half as many believe that this is either not correct or that it is dependent on time. One in four is not clear on what rules apply in these circumstances.

Among London drivers, the proportion believing that PCN's can be issued during weekday evenings increases to 58%.

Those believing Red Route PCN's can be issued during weekday evenings comprise:

- 52% of men (59% among London drivers)
- 48% of women (57% among London drivers)
- 52% of those aged 16-24 (71% among London drivers)
- 53% of those aged 25-44 (60% among London drivers)
- 50% of those aged 45-64 (54% among London drivers)
- 37% of those aged 65+ (51% among London drivers)
- 53% of ABC1's (58% among London drivers)
- 48% of C2DE's (58% among London drivers)
- 50% of White people (58% among London drivers)
- 52% of BAME people (61% among London drivers)
- 54% of those who use a car/van to get around London
- 40% of those who do not use a car/van to get around London
- 58% of those who drive in London
- 42% of those who do not drive in London
- 49% of those who live in Inner London (53% among London drivers)
- 50% of those who live in Outer London (60% among London drivers)
- 56% of those who'd heard the term 'Red Route' (60% among London drivers)
- 32% of those who previously had not heard of the term 'Red Route' (42% among London drivers)
- 59% of those who have ever received a Penalty Charge Notice whilst driving in London (60% among London drivers)
- 45% of those who have never received a Penalty Charge Notice whilst driving in London (55% among London drivers)

Awareness of Penalty Charge Notices being issued on Red Routes on Saturdays



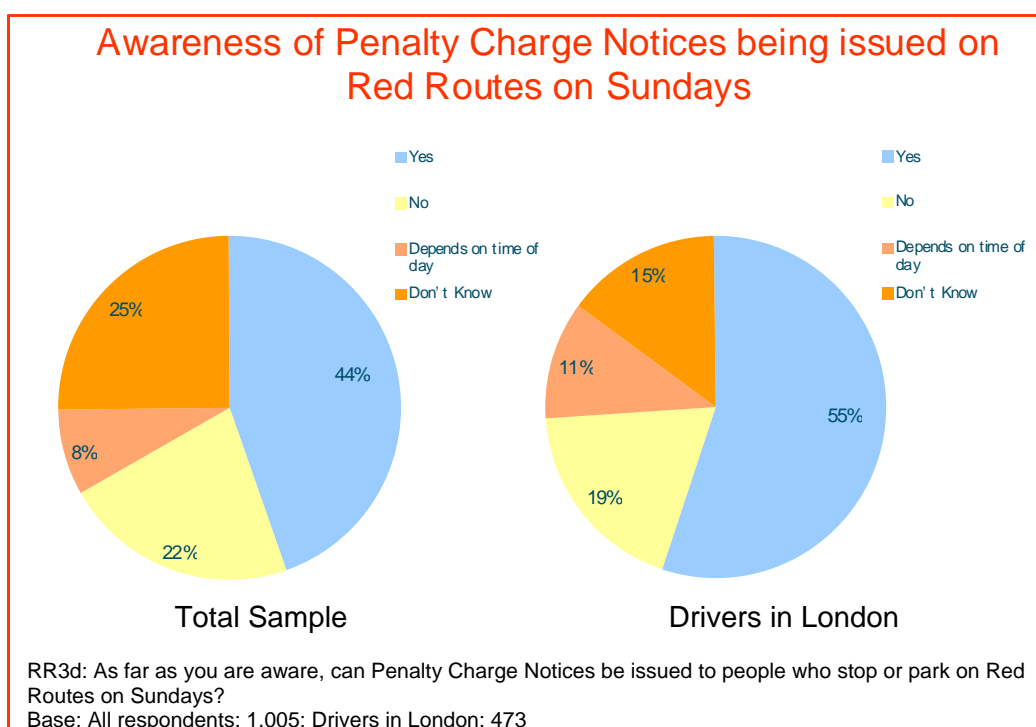
Proportions here answering in respect of awareness of whether or not Penalty Charge Notices can be issued on Red Routes on Saturdays are very similar to those answering in respect of whether they can be issued during weekday evenings, with around half believing that Penalty Charge Notices can be issued, a quarter either actively believing that they cannot or believing that it is time dependent and a quarter not knowing the answer.

Among London drivers, six in ten believe that PCN's can be issued on Red Routes on Saturdays.

Those believing that PCN' can be issued on Red Routes on Saturdays comprise:

- 56% of men (63% among London drivers)
- 50% of women (61% among London drivers)
- 51% of those aged 16-24 (66% among London drivers)
- 55% of those aged 25-44 (62% among London drivers)
- 55% of those aged 45-64 (61% among London drivers)
- 44% of those aged 65+ (59% among London drivers)
- 55% of ABC1's (59% among London drivers)
- 53% of C2DE's (69% among London drivers)
- 55% of White people (64% among London drivers)
- 52% of BAME people (60% among London drivers)
- 56% of those who use a car/van to get around London
- 45% of those who do not use a car/van to get around London
- 62% of those who drive in London
- 45% of those who do not drive in London
- 54% of those who live in Inner London (62% among London drivers)
- 53% of those who live in Outer London (62% among London drivers)
- 60% of those who'd heard the term 'Red Route' (65% among London drivers)
- 34% of those who'd not heard of 'Red Routes' (40% among London drivers)
- 65% of those who have ever received a Penalty Charge Notice whilst driving in London (65% among London drivers)
- 47% of those who have never received a Penalty Charge Notice whilst driving in London (47% among London drivers)

Awareness of Penalty Charge Notices being issued on Red Routes on Sundays



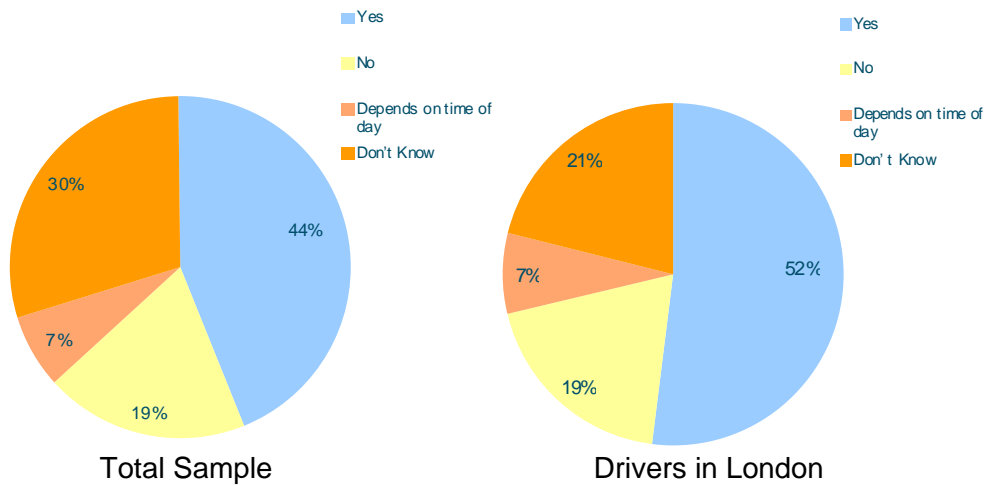
Close to a quarter of the people we spoke to actively believe that Penalty Charge Notices cannot be issued on Red Routes on Sundays. Twice as many, however, believe that they can.

11 in 20 London drivers believe that PCN's can be issued on Red Routes on Sundays.

Those believing that PCN's can be issued on Red Routes on Sundays comprise:

- 46% of men (56% among London drivers)
- 43% of women (54% among London drivers)
- 38% of those aged 16-24 (55% among London drivers)
- 38% of those aged 25-44 (57% among London drivers)
- 47% of those aged 45-64 (54% among London drivers)
- 35% of those aged 65+ (49% among London drivers)
- 47% of ABC1's (54% among London drivers)
- 44% of C2DE's (58% among London drivers)
- 45% of White people (54% among London drivers)
- 45% of BAME people (62% among London drivers)
- 49% of those who use a car/van to get around London
- 34% of those who do not use a car/van to get around London
- 55% of those who drive in London
- 35% of those who do not drive in London
- 45% of those who live in Inner London (56% among London drivers)
- 44% of those who live in Outer London (55% among London drivers)
- 50% of those who'd heard the term 'Red Route' (58% among London drivers)
- 30% of those who had not heard of 'Red Routes' (33% among London drivers)
- 58% of those who have ever received a Penalty Charge Notice whilst driving in London (59% among London drivers)
- 37% of those who have never received a Penalty Charge Notice whilst driving in London (48% among London drivers)

Awareness of Penalty Charge Notices being issued on Public Holidays including Bank Holidays



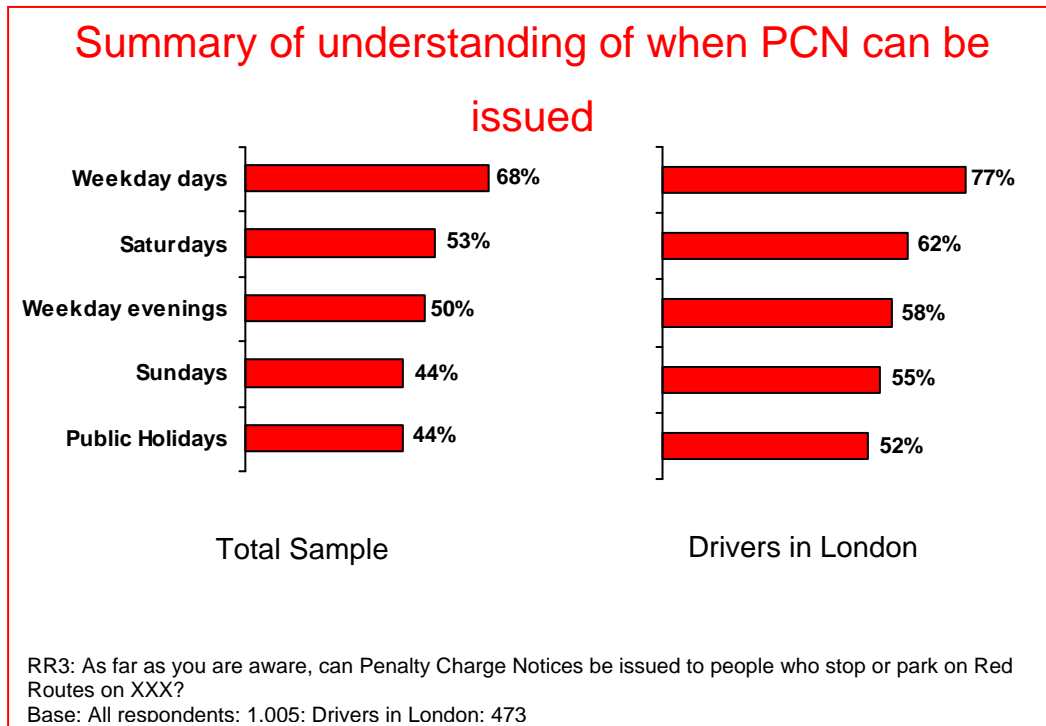
RR3e: As far as you are aware, can Penalty Charge Notices be issued to people who stop or park on Red Routes on Public Holidays including Bank Holidays?
Base: All respondents: 1,005; Drivers in London: 473

Views on whether Penalty Charge Notices can be issued on Red Routes on public holidays including Bank Holidays, both among all the people to whom we spoke and specifically among drivers, closely match those answering in respect of Sundays.

Those believing that PCN's can be issued on Red Routes on public holidays comprise:

- 47% of men (53% among London drivers)
- 41% of women (51% among London drivers)
- 41% of those aged 16-24 (65% among London drivers)
- 45% of those aged 25-44 (50% among London drivers)
- 47% of those aged 45-64 (52% among London drivers)
- 38% of those aged 65+ (53% among London drivers)
- 47% of ABC1's (51% among London drivers)
- 44% of C2DE's (55% among London drivers)
- 46% of White people (53% among London drivers)
- 40% of BAME people (54% among London drivers)
- 47% of those who use a car/van to get around London
- 37% of those who do not use a car/van to get around London
- 52% of those who drive in London
- 36% of those who do not drive in London
- 44% of those who live in Inner London (54% among London drivers)
- 44% of those who live in Outer London (51% among London drivers)
- 48% of those who had heard of 'Red Routes' (55% among London drivers)
- 32% of those who previously had not heard of the term 'Red Route' (38% among London drivers)
- 53% of those who have ever received a Penalty Charge Notice whilst driving in London (53% among London drivers)
- 39% of those who have never received a Penalty Charge Notice whilst driving in London (51% among London drivers)

Summary of understanding of when PCN can be issued



The chart above shows a summary of the proportions among the people to whom we spoke who believe that Penalty Charge Notices can be issued during those time periods and also the proportions specifically among drivers. In all cases, the proportion actively believing that they cannot is always markedly lower than the proportion believing that they can.

3.4 Awareness of circumstances where it is okay to park or stop on Red Routes

Are you aware of any circumstances when it is okay to park or stop on Red Routes?

(This was an open question, i.e. no pre-prepared options were put to interviewees. This question was put to all interviewees.)

The tables on the following pages show the circumstances in which people feel that it is okay to park or stop on Red Routes. As can be seen, only among drivers did fewer than half answer 'don't know', though, even among drivers, 56% either don't know or actively believe that there are no circumstances in which this applies.

People were most likely to believe that it is okay to park or stop on a Red Route in an emergency (9%), or in the event of a breakdown (7%). Six in ten people didn't know of any circumstances where it was okay to stop or park on Red Routes, with a further 6% actively asserting that there are no circumstances when this is okay. Women, those from BAME groups, those aged 16-24, non drivers and those not previously aware of the term 'Red Routes' were significantly more likely to tell us that they did not know of any circumstances when it is permissible to park or stop on Red Routes.

	Total	Gender		Ethnicity	
		Male	Female	White	BAME
N=	1005	492	513	691	251
In an emergency	9	11	8	11	5
If you breakdown/vehicle fault	7	9	5	7	5
There are no circumstances	6	7	5	6	6
Depends on the time specified on the road sign	5	7	3	7	5
If loading/unloading for a brief period	4	4	3	3	4
For emergency service vehicles	3	1	4	2	3
In designated areas	3	4	1	4	3
Late evening	2	3	1	2	3
Delivering or picking up goods	2	2	1	2	2
Others	9	10	7	9	7
Don't know	60	50	68	56	69

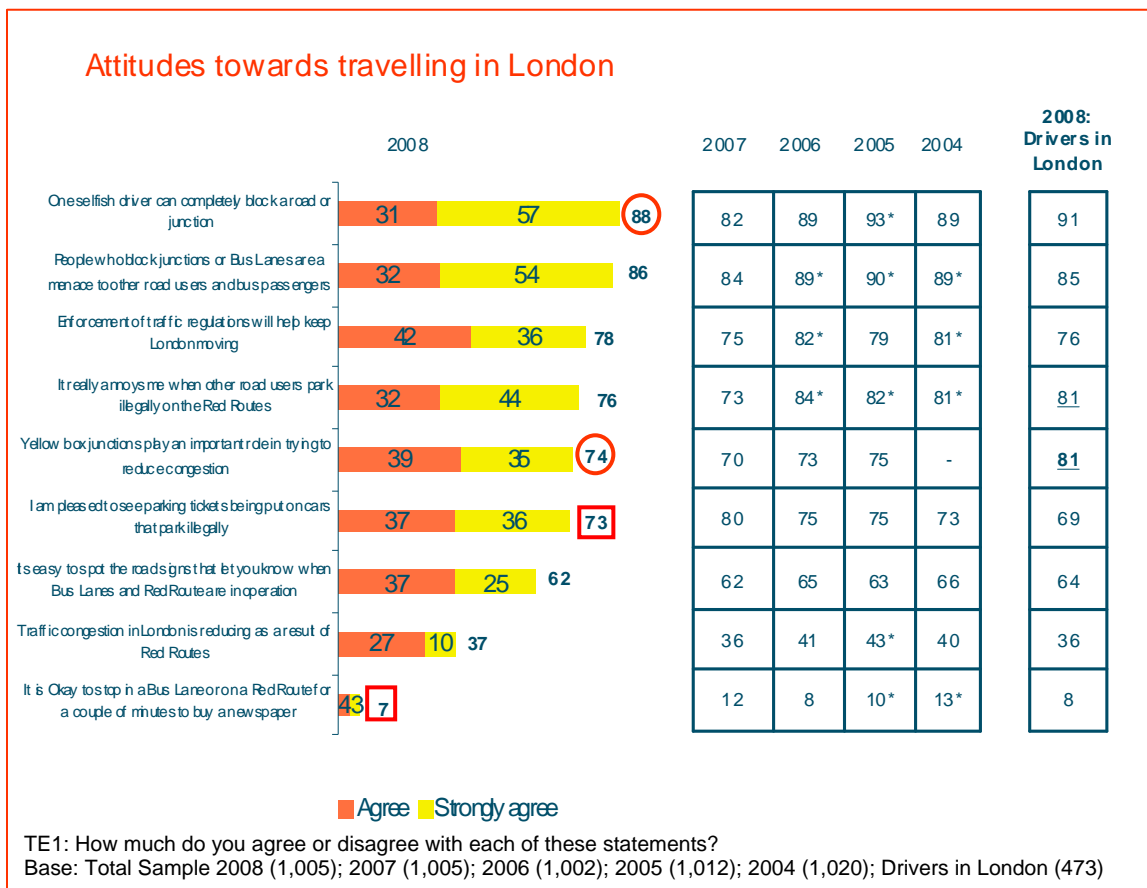
	Total	Age			
		16-24	25-44	45-64	65+
N=	1005	152	445	251	157
In an emergency	9	6	8	12	10
If you breakdown/vehicle fault	7	7	7	7	9
There are no circumstances	6	7	6	6	5
Depends on the time specified on the road sign	5	2	6	7	2
If loading/unloading for a brief period	4	3	5	3	1
For emergency service vehicles	3	2	4	2	1
In designated areas	3	1	2	4	2
Late evening e.g. after 7pm	2	1	3	4	1
Delivering or picking up goods	2	0	2	3	2
Others	9	9	8	12	9
Don't know	60	69	59	53	62

	Total	Social Class	
		ABC1	C2DE
N=	1005	607	298
In an emergency	9	10	10
If you breakdown/vehicle fault	7	8	8
There are no circumstances	6	7	5
Depends on the time specified on the road sign	5	5	4
If loading/unloading for a brief period	4	4	3
For emergency service vehicles	3	3	3
In designated areas	3	3	2
Late evening e.g. after 7pm	2	2	1
Delivering or picking up goods	2	2	2
Others	9	10	8
Don't know	60	57	61

	Total	Car user / non car user		Driver/non driver	
		Car user	Non car user	Driver	Non driver
N=	1005	706	299	473	532
In an emergency	9	9	10	10	9
If you breakdown/vehicle fault	7	7	6	9	5
There are no circumstances	6	6	5	8	4
Depends on the time specified on the road sign	5	6	2	8	2
If loading/unloading for a brief period	4	4	2	4	3
For emergency service vehicles	3	3	3	3	3
In designated areas	3	3	2	4	1
Late evening e.g. after 7pm	2	3	1	4	1
Delivering or picking up goods	2	2	2	2	2
Others	9	9	8	11	6
Don't know	60	56	68	48	70

	Total	Awareness of red routes		Inner / Outer London	
		Aware	Not aware	Inner	Outer
N=	1005	728	263	392	613
In an emergency	9	10	7	8	10
If you breakdown/vehicle fault	7	8	3	7	7
There are no circumstances	6	6	4	4	7
Depends on the time specified on the road sign	5	6	2	6	4
If loading/unloading for a brief period	4	4	3	4	3
For emergency service vehicles	3	3	2	2	3
In designated areas	3	3	1	3	2
Late evening e.g. after 7pm	2	3	0	2	2
Delivering or picking up goods	2	2	1	1	2
Others	9	10	5	9	8
Don't know	60	53	77	62	58

3.5 Attitudes towards travelling in London



 = significantly higher, at 95% to the 2007 figures

 = significantly lower, at 95% to the 2007 figures

• = a significant variation between 2008 and (a) year(s) prior to 2007

 = showing where responses among drivers are significantly higher than among Londoners as a whole

As we have seen consistently over the time of putting these questions (since 2004) there is a generally high level of support for traffic enforcement measures in the capital. The 2008 research shows a significant increase from 2007 in the proportion agreeing that one selfish driver can completely block a road of junction and that yellow box junctions play an important role in reducing congestion.

There is also a significant decrease in the already small proportion of people believing that it is okay to stop in a bus lane or on a Red Route, though these changes are slightly countered by the significant reduction in the proportion who are pleased to see parking tickets being put on cars that park illegally.

Attitudes towards traffic control measures: Drivers

Focusing on those who drive in London, looking at the table overleaf, the 2008 findings show levels of *strong* agreement with the statements about traffic issues to be somewhat up on last year and very much back in line with those from 2006.

Those who are drivers are somewhat more likely than non-drivers to *strongly* agree (39% vs. 31%) that YBJs play an important role in reducing congestion.

London drivers are more likely than non drivers to disagree that it is okay for people to stop on a bus lane or Red Route for a couple of minutes to buy a newspaper (61% vs 54%). They were also more likely to *strongly* agree that one selfish driver can completely block a road or junction.

Attitudes towards traffic control measures: among those who are drivers and non drivers

2008 bold figures differ significantly from 2007. Asterisks highlight significant differences between 2008 and past years.

% agree strongly	Drive in London (2008)	Drive in London (2007)	Drive in London (2006)	Drive in London (2005)
n=	489	535	535	485
It really annoys me when other road users park illegally on Red Routes	47	44	51	48
One selfish driver can completely block a road or junction	61	42*	60	65
People who block junctions or Bus Lanes are a menace to other road users and bus passengers	53	38*	53	56
Yellow Box Junctions play an important role in trying to reduce congestion	39	30*	38	41
I am pleased to see parking tickets being put on cars that park illegally	33	27*	32	32
Enforcement of traffic regulations will help keep London moving	36	24*	30*	30*
It's easy to spot the road signs that let you know when Bus Lanes and Red Routes are in operation	24	15*	20	21
Traffic congestion in London is reducing as a result of Red Routes	10	6*	9	7
It is okay to stop in a Bus Lane or on a Red Route for a couple of minutes to buy a newspaper	3	4	3	3