

RESEARCH SUMMARY

Title	London Safety Camera Partnership attitudes & opinions
Objective	Awareness and importance attached to customers' perceptions of traffic safety cameras amongst Londoners
Date	April 2009
Methodology	1,000 telephone interviews with London residents aged 16+

Key findings

- Overall, more than six in ten Londoners feel that speeding motorists and motorcyclists are a serious problem in the Capital.
- More than eight in ten agree that, 'Drivers are more likely to obey speed limits or traffic lights if they know a camera is watching them' and that 'Cameras at traffic lights make drivers think twice before jumping a red light'.
- Around six in ten also agree that, 'Speed cameras ensure drivers drive more cautiously', that 'Speed cameras save lives' and that, 'Generally, cameras at traffic lights in London are sensibly placed where necessary to reduce accident and injury'.
- At the same time, however, there are some signs of cynicism about the use of safety cameras with more than half agreeing that, 'Speed cameras are installed to make money' and around three in ten agreeing that, 'Cameras at traffic lights are unnecessary' and that, 'Drivers ignore speed cameras'.
- When asked about their understanding of how safety cameras are placed around the capital, Londoners are less assured. Almost six in ten agree that, 'Safety cameras are located in areas where they are most needed to avoid traffic accidents and injury to pedestrians or other road users' and around four in ten agree that, 'Safety cameras are only installed where there is a history of people having been killed or seriously injured' and that, 'Safety cameras are randomly placed on London's roads'.
- Drivers are generally less positive than Londoners overall in their attitudes towards safety cameras. There are similar differences between male and female drivers as between male and female Londoners overall.

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