



**Ashbrook**  
RESEARCH & CONSULTANCY

**FINAL REPORT  
PUBLIC SURVEY 2010  
September 2010**

**PREPARED FOR: The Scottish Safety Camera Programme**

## 1.0 **INTRODUCTION**

This report details findings to emerge from a survey undertaken on behalf of the Scottish Safety Camera Programme by Ashbrook Research & Consultancy Ltd.

The objectives of the research were to derive information in respect of the following:

- Awareness of national speed limits
- Perceptions of speeding drivers
- Awareness of local Safety Camera Partnerships and the Scottish Safety Camera Programme
- Safety cameras
- Speeding
- Red light cameras
- Changing driver behaviour
- Advertising about safety cameras

A copy of the questionnaire administered is attached as *Appendix I*.

Between the 6<sup>th</sup> and 18<sup>th</sup> August 2010, a total of 800 face to face interviews were undertaken amongst individuals currently holding a driving licence. In particular, 100 interviews were undertaken amongst such individuals resident within each of the following local Safety Camera Partnership areas:

- Central
- Dumfries & Galloway
- Fife
- Lothian & Borders
- NESCOMP
- Northern

- Strathclyde
- Tayside

During the analysis process, the data was weighted (on the basis of the population of each of these areas) in order to restore representativeness to the survey outcomes. Accordingly, this report provides a statistically robust and representative profile of opinion at a national level.

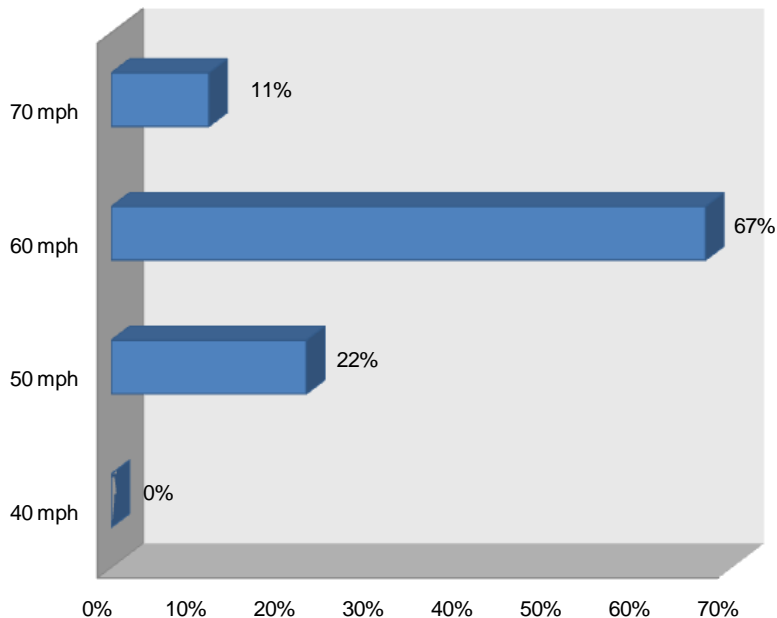
*Appendix II* provides a profile of respondents in terms of:

- Respondent gender
- Respondent age
- Type of vehicle in which highest annual mileage is driven
- Length of time holding full driving licence
- Driving as part of their job

## 2.0 AWARENESS OF NATIONAL SPEED LIMITS

“What is the national speed limit on a single carriageway?”

**Figure 1: National Speed Limit - Single Carriageway**



**Base: Highest Mileage Driven in Car/Motorcycle**

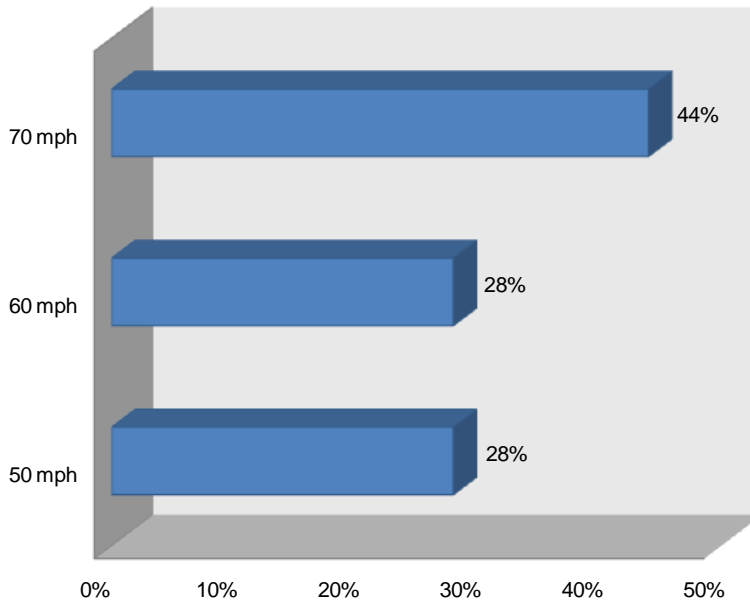
Figure 1 indicates that two thirds of respondents whose highest annual mileage was driving a *car or motorcycle* (67%), correctly stated that the national speed limit for this vehicle on a single carriageway was 60 miles per hour. However, 1 in 5 respondents here (22%) believed that the national speed limit for a car or motorcycle on a single carriageway was 50 miles per hour, whilst 1 in 10 (11%) believed that it was 70 miles per hour.

It should be noted that the responses in Figure 1 only refer to those whose highest annual mileage was driving a *car or motorcycle*. This is due to the fact that for only a small number of those interviewed, was their highest annual mileage driving a *van* (23 respondents) or *lorry/bus* (29 respondents) with these sub samples being insufficient to allow any meaningful statistical data to be presented (Figure 27 in *Appendix II* provides a breakdown of the sample on the basis of the highest annual

mileage driven by vehicle type). This also applies to the responses provided in Figures 2 and 3.

*“What is the national speed limit for this vehicle on a dual carriageway?”*

**Figure 2: National Speed Limit - Dual Carriageway**



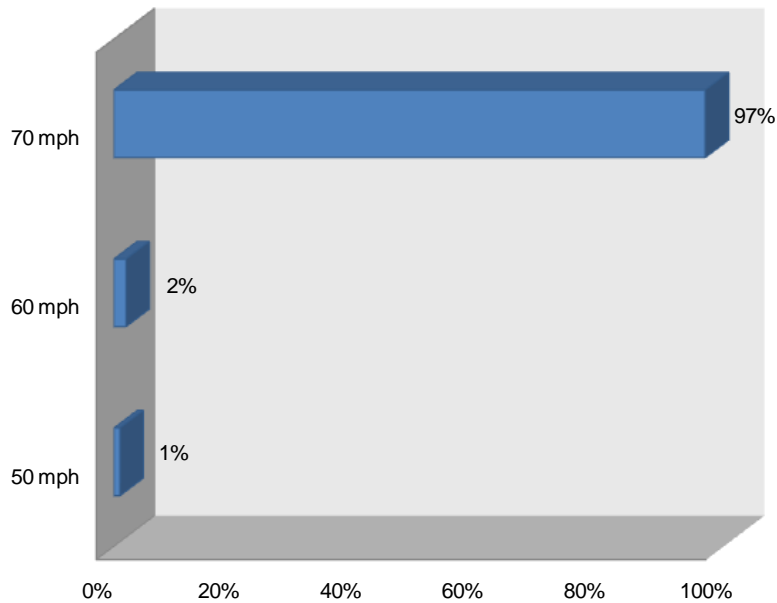
**Base: Highest Mileage Driven in Car/Motorcycle**

Figure 2 indicates that less than half of those whose highest annual mileage was driving a *car or motorcycle* (44%), correctly stated that the national speed limit for this vehicle on a dual carriageway was 70 miles per hour. Thereafter, all remaining respondents here were equally split in terms of their belief that the national speed limit for a car or motorcycle on a dual carriageway was:

- 50 miles per hour (28%)
- 60 miles per hour (28%)

“What is the national speed limit for this vehicle on a motorway?”

**Figure 3: National Speed Limit - Motorway**



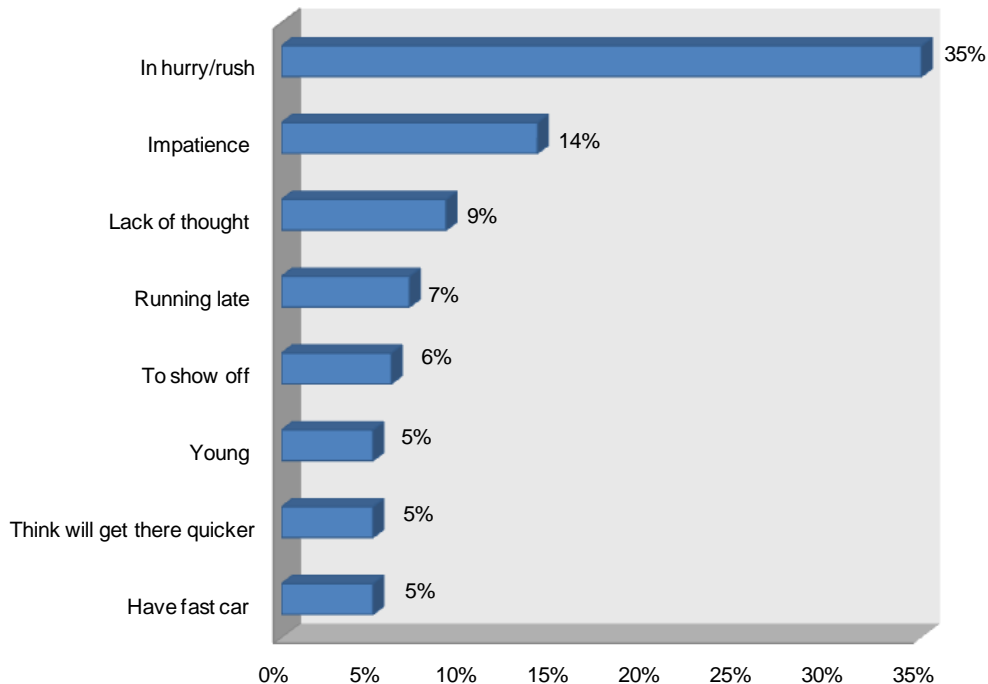
**Base: Highest Mileage Driven in Car/Motorcycle**

Figure 3 indicates that virtually all of those whose highest annual mileage as driving a *car or motorcycle* (97%), correctly stated their belief that the national speed limit for this vehicle on a motorway was 70 miles per hour.

### 3.0 PERCEPTIONS OF SPEEDING DRIVERS

“Why do you think drivers speed?”

**Figure 4: Why Do Drivers Speed (Unprompted)**



**Base: All Respondents**

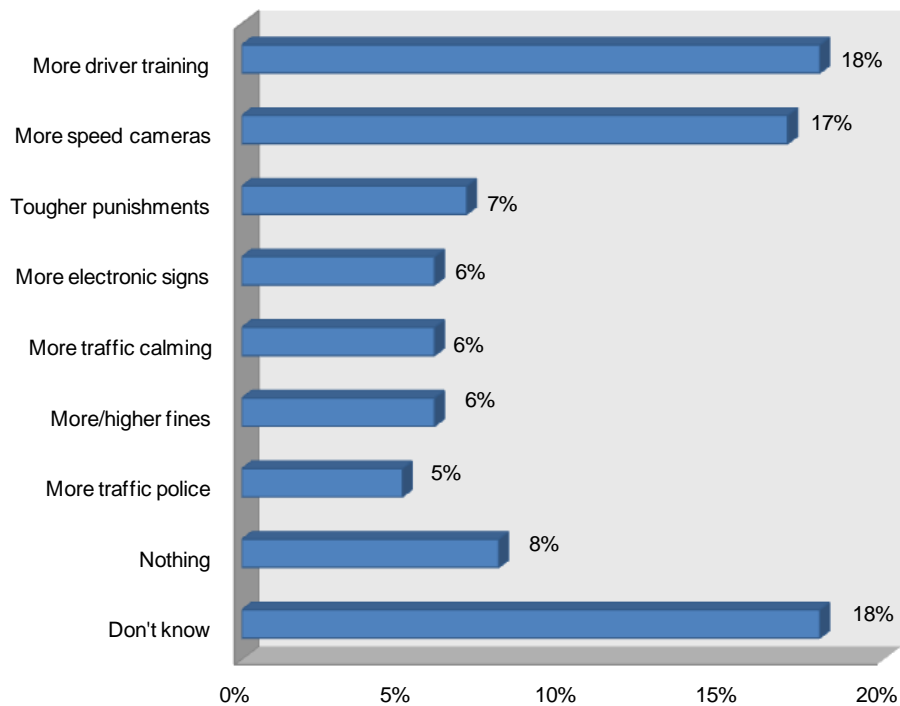
When respondents were asked – on an unprompted basis – why they thought drivers speed, Figure 4 indicates that the *principal response* provided was that of drivers being ‘in a hurry’ or ‘in a rush’ (35%).

Thereafter, *secondary* note was made of a number of other perceived reasons for drivers speeding, including:

- Impatience (14%)
- Lack of thought for other road users (9%)
- Drivers running late e.g. for an appointment (7%)
- To *show off* (to other drivers) (6%)

“What do you believe would prevent drivers speeding?”

**Figure 5: What Would Prevent Drivers Speeding (Unprompted)**



**Base: All Respondents**

When respondents were then asked – again, on an unprompted basis – what they believed would prevent drivers speeding, the *primary responses* provided were:

- More driver training (18%)
- More speed cameras (17%)

Thereafter, *secondary* unprompted mention was made here of other factors such as:

- More driver training (10%)
- Tougher punishments for drivers who speed (7%)
- More electronic signs (6%)
- More traffic calming measures (6%)
- More or higher fines (6%)

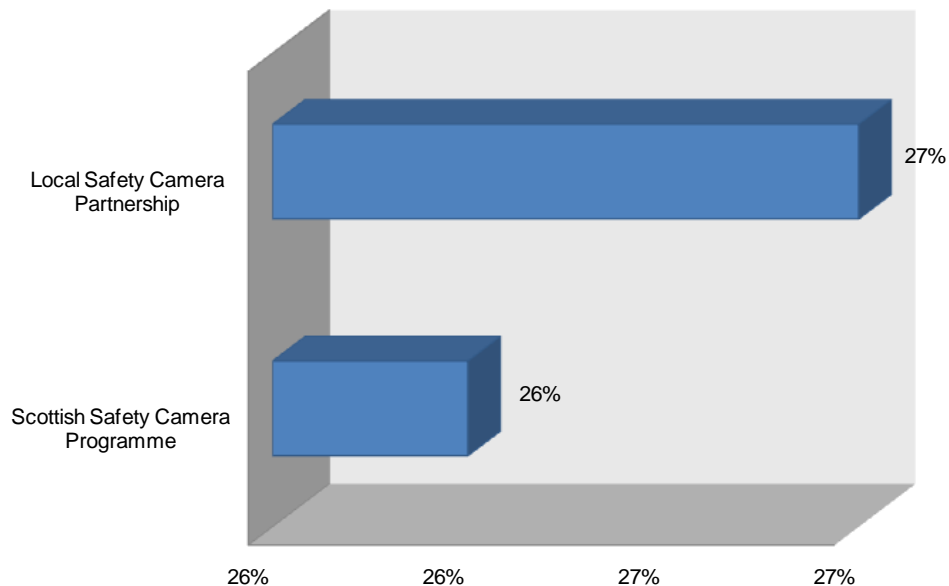
- More traffic police (5%)

However, it is of interest to note that 1 in 12 respondents (8%) stated their belief that 'nothing' would prevent drivers speeding, whilst approaching 1 in 5 (18%) felt unable to provide a response here i.e. stated that they 'didn't know' what would prevent drivers speeding.

#### 4.0 **AWARENESS PROFILE: LOCAL SAFETY CAMERA PARTNERSHIPS & THE SCOTTISH SAFETY CAMERA PROGRAMME**

*“Have you heard of ....?”*

**Figure 6: Awareness Profile**



**Base: All Respondents**

From Figure 6 it can be seen that around a quarter of respondents were aware of both:

- Their local Safety Camera Partnership (27%)
- The Scottish Safety Camera Programme (26%)

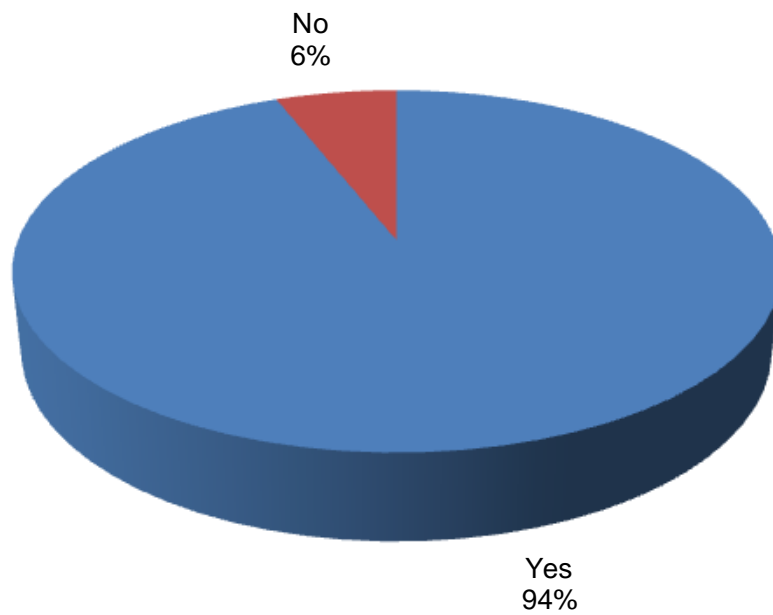
In considering these outcomes, it should be noted that in each area, respondents were provided with the name of their local Safety Camera Partnership.

## 5.0 SAFETY CAMERA PROFILE

Respondents were shown the traffic sign for a Safety Camera (see *Appendix III*) and then asked the following question.

*“Can you recall seeing this sign?”*

**Figure 7: Recall Seeing This Sign?**

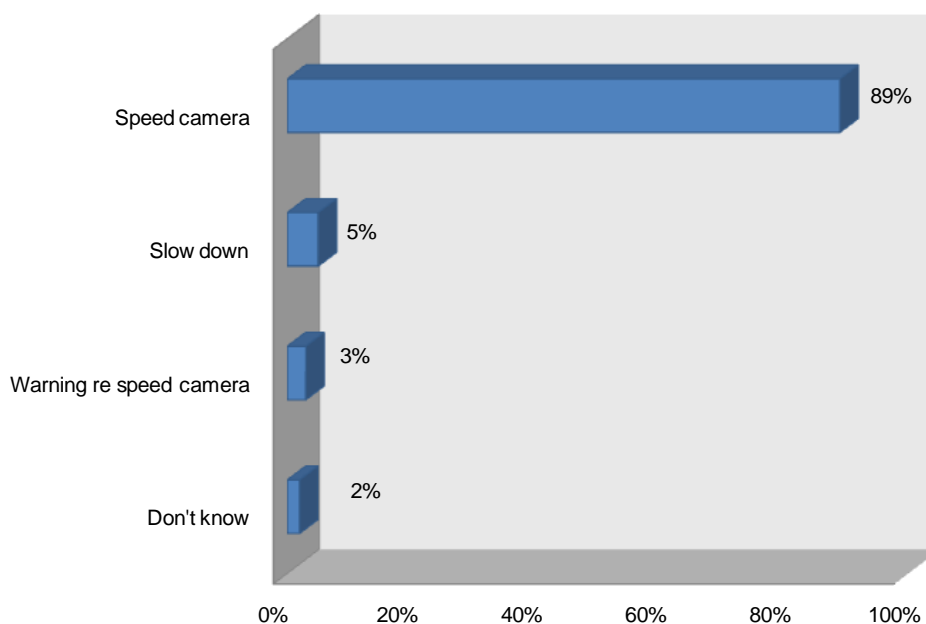


**Base: All Respondents**

From Figure 7 it can be seen that almost all respondents (94%) stated that they recalled seeing the Safety Camera sign.

“What does it mean?”

**Figure 8: Meaning of Sign (Unprompted)**



**Base: 'Yes' in Figure 7**

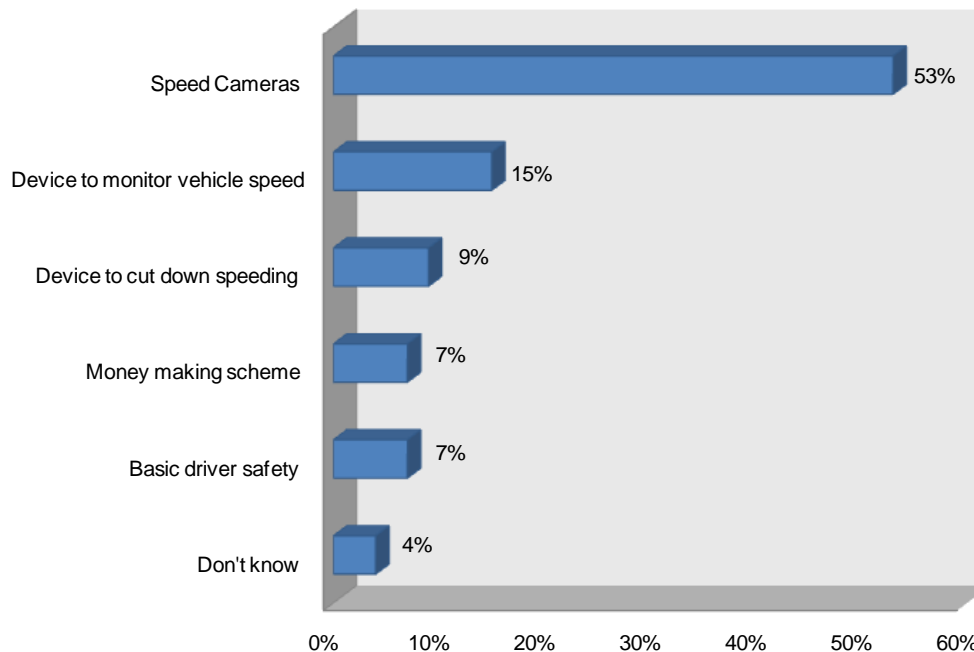
From Figure 8 it can be seen that 9 out of 10 respondents (92%) – who recalled seeing the Safety Camera sign – stated their belief that the sign shown to them related to ‘speed cameras’ – either *speed cameras per se* (89%) or a *warning regarding a speed camera* (3%).

Thereafter, the only other perceived meaning to emerge with any significance was that around 1 in 20 respondents (5%) believed that this sign meant ‘slow down’.

It should also be noted that very few respondents (only 2%) stated that they ‘didn’t know’ what this sign meant.

“What do you understand by the term ‘Safety Cameras’?”

**Figure 9: What Is Understood By Term 'Safety Cameras' (Unprompted)**



**Base: All Respondents**

From Figure 9 it can be seen that when respondents were asked – again, on an unprompted basis – what they understood by the term *Safety Cameras*, the *primary response* provided was that of ‘speed cameras’ (53%). Thereafter, *secondary* unprompted references were made here to ‘Safety Cameras’ meaning:

- Devices to monitor vehicles speeding (15%)
- Devices to cut down speeding (9%)
- A means by which Local Authorities and/or the police could ‘make money’ (7%)
- A term relating to basic driver safety (7%)

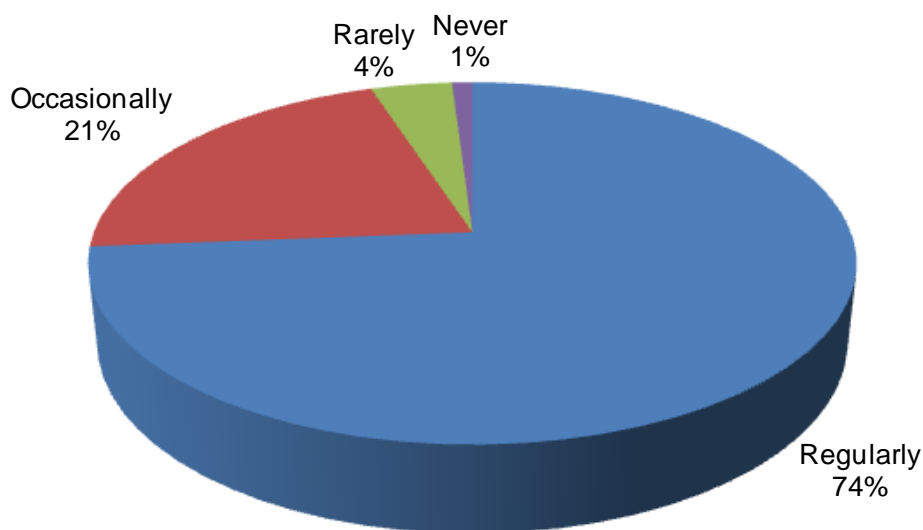
It is also interesting to note that very few respondents (only 4%) stated that they ‘didn’t know’ what was meant by the term ‘Safety Cameras’.

All respondents were read out the following statement - “*Safety Cameras include speed cameras and red light cameras. Speed*

*Cameras include the fixed cameras you see at the side of the road and mobile camera vans. I would like to ask you a number of questions about both speed cameras and red light cameras.”*

*“How often do you see either of these two types of cameras when you drive?”*

**Figure 10: How Often Safety Cameras Seen**



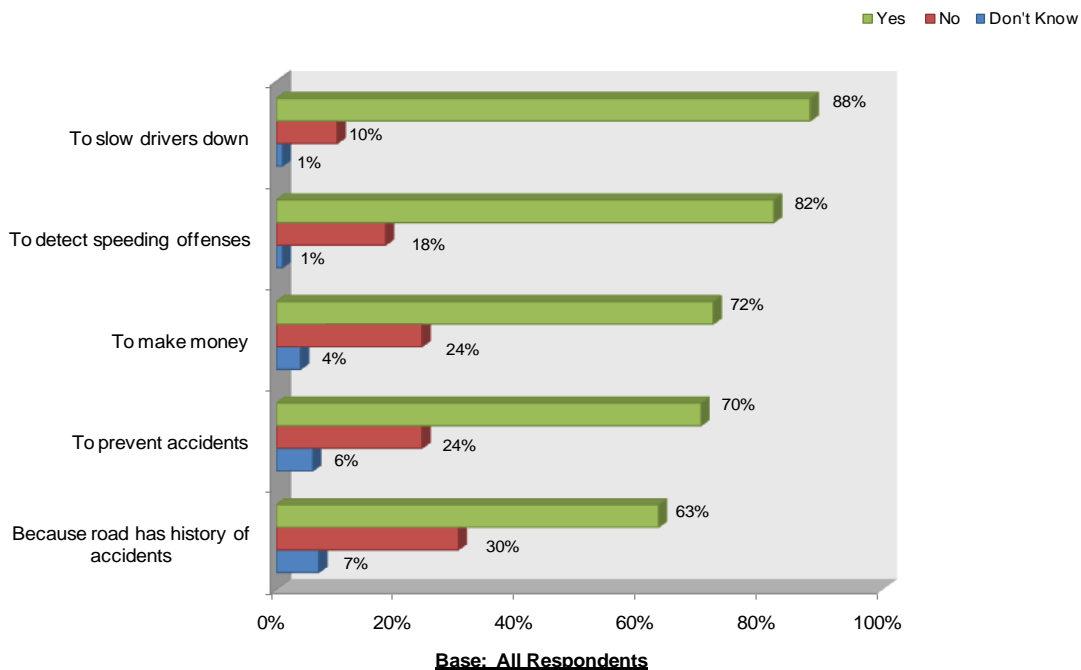
**Base: All Respondents**

From Figure 10 it can be seen that three quarters of respondents (74%) stated that they *regularly* see either of the two types of Safety Cameras, with a further 1 in 5 (21%) stating that they *occasionally* see such cameras.

Accordingly, only 1 in 20 respondents (5%) stated that they either *rarely* (4%) or *never* (1%) see either of the two types of Safety Cameras.

“Do you think that Speed Cameras are located where there are...?”

**Figure 11: Reasons For Location Of Speed Cameras**



From Figure 11 it can be seen that a significant majority of respondents stated their prompted belief that Speed Cameras are located where they are:

- To slow drivers down (88%)
- To detect speeding offences (82%)
- To make money (72%)
- To prevent accidents (70%)
- Because a road has a history of accidents (63%)

Thereafter, a notable core of respondents stated their prompted belief that Speed Cameras are *not* located where they are:

- Because a road has a history of accidents (30%)
- To prevent accidents (24%)
- To make money (24%)
- To detect speeding offences (18%)

Finally, although Figure 11 indicates that relatively few respondents provided a 'don't know' response here, this outcome was most notable in respect of perceptions that Speed Cameras are located where they are:

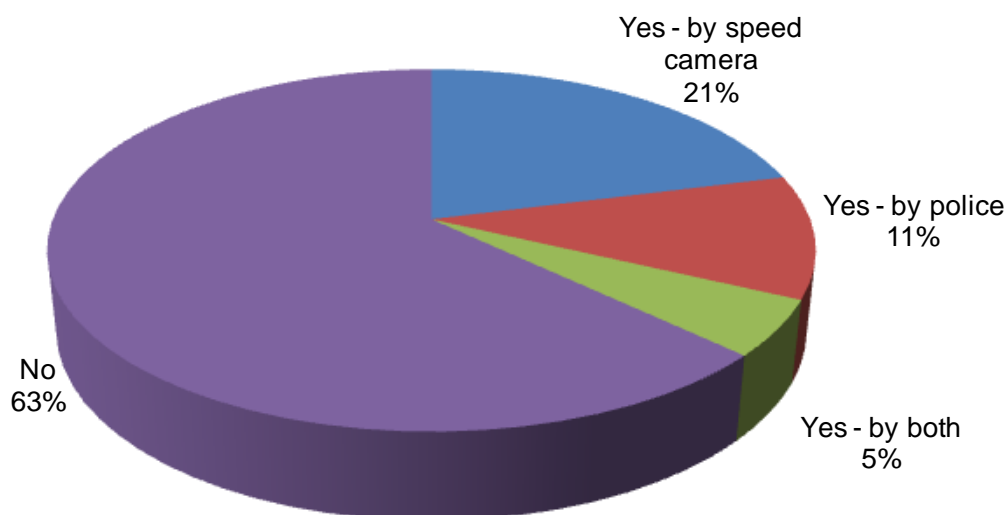
- Because a road has a history of accidents (7%)
- To prevent accidents (6%)

It should be stressed that, when answering this question, respondents could choose any of the options provided to them. Accordingly, the profile of results indicate that respondents believe that speed cameras are located where they are for a *number* of reasons which could be both positive and negative in nature i.e. 'to slow drivers down' and 'to make money'.

## 6.0 SPEEDING PROFILE

*“Have you ever been detected speeding – or in other words caught speeding – either by a Speed Camera or by the police?”*

**Figure 12: Ever Been Detected Speeding?**



**Base: All Respondents**

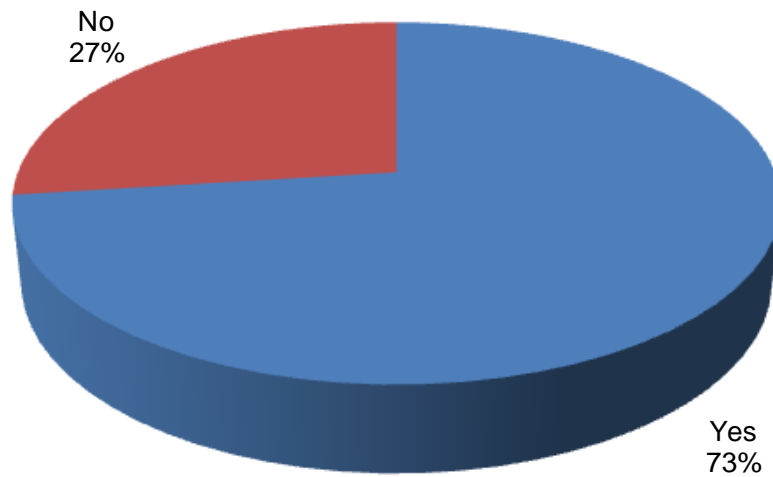
From Figure 12 it can be seen that over a third of those interviewed (37%) stated that they had been caught speeding by either a Speed Camera or the police i.e. in total:

- A quarter (26%) by a Speed Camera
- 1 in 6 (16%) by the police

Respondents who had been detected speeding were then asked two further questions. It should be noted that the sub sample of respondents here is insufficient to allow a meaningful breakdown on the basis of area.

*“Did being detected speeding – or, in other words, caught speeding – change the way you drive now?”*

**Figure 13: Did Being Detected Speeding Change The Way You Drive?**

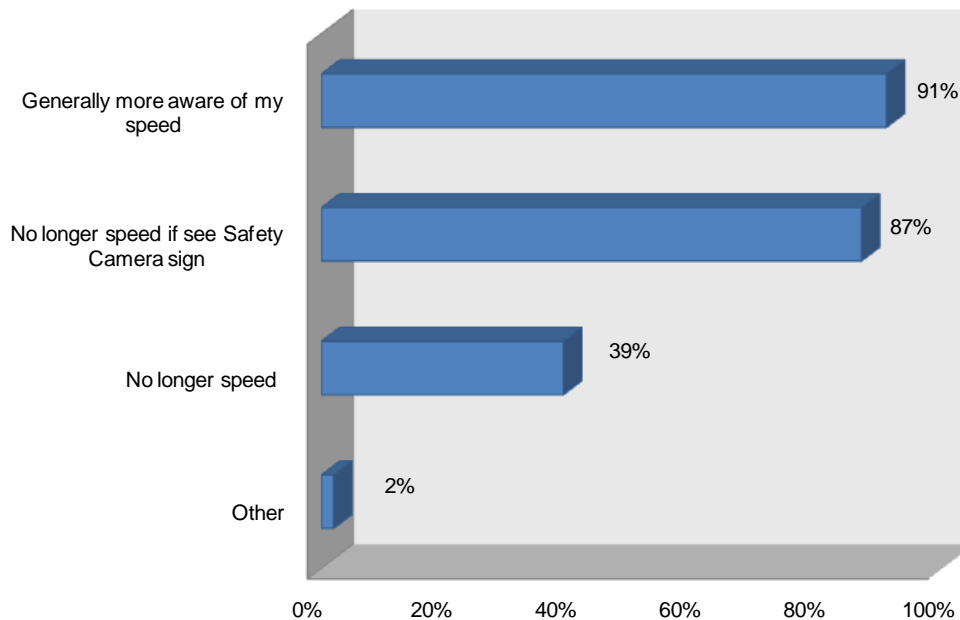


**Base: 'Yes' in Figure 12**

From Figure 13 it can be seen that three quarters of those stating that they had been detected speeding (73%), stated it had changed the way they drive now.

*“Did being detected speeding – or, in other words, caught speeding – change the way you drive in any of the following ways?”*

**Figure 14: Ways In Which Driving Has Changed**



**Base: 'Yes' in Figure 13**

From Figure 14 it can be seen that – amongst those who had been detected speeding and went onto state that it had changed the way they drive now – 9 out of 10 stated (on a prompted basis) that it had changed the way they drive in terms of:

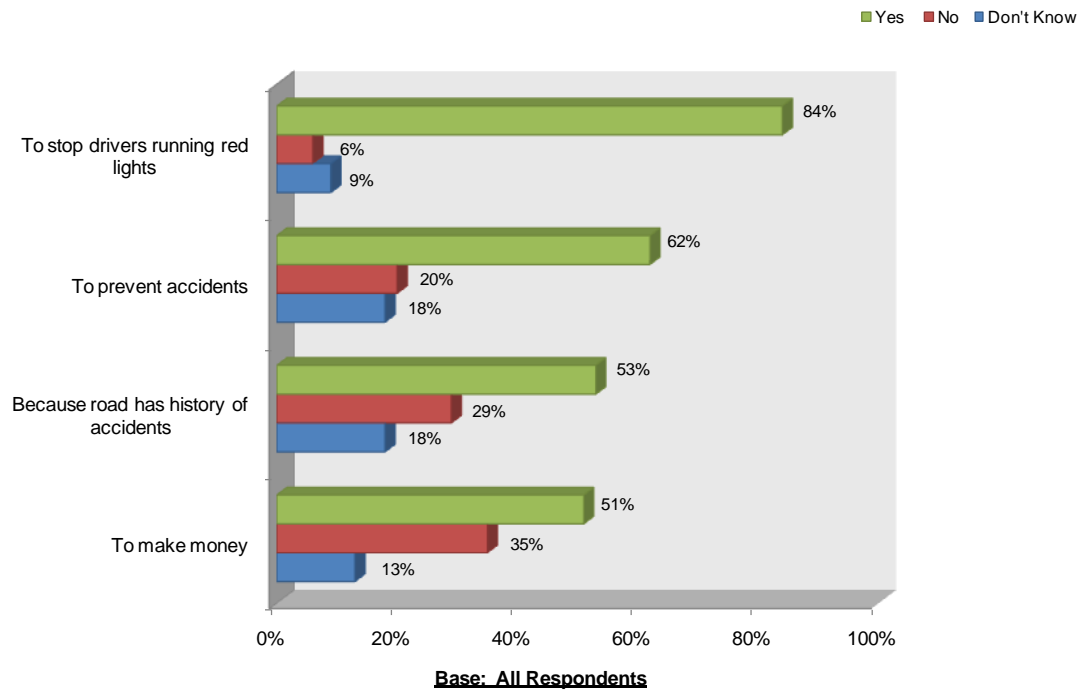
- Being generally more aware of their speed (91%)
- No longer speeding if they see a Safety Camera sign (87%)

In addition, 2 out of 5 respondents here (39%) stated that their driving had changed in terms of 'no longer speeding'.

## 7.0 RED LIGHT CAMERA PROFILE

*“Do you think red light cameras are located where they are...?”*

**Figure 15: Reasons For Location Of Red Light Cameras**



From Figure 15 it can be seen that a notable majority of respondents stated their prompted belief that red light cameras are located where they are:

- To stop drivers running red lights (84%)
- To prevent accidents (62%)

Thereafter, around half of respondents stated their prompted belief that red light cameras are located where they are:

- Because a road has a history of accidents (53%)
- To make money (51%)

It is of interest to note from Figure 15 that a notable core of respondents stated their prompted belief that red light cameras are not located where they are:

- To make money (35%)
- Because a road has a history of accidents (29%)
- To prevent accidents (20%)

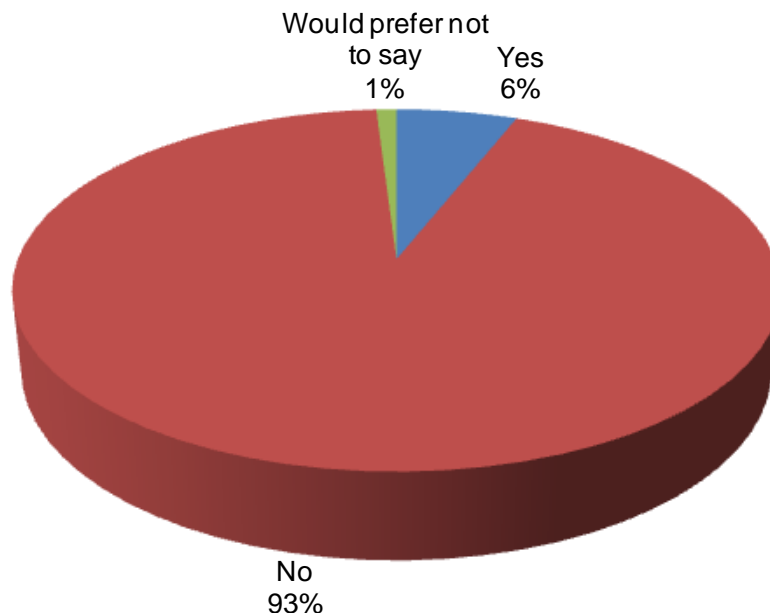
Furthermore, it is of interest to note that a notable core of respondents provided a 'don't know' response to this question in respect of the location of red light cameras:

- To prevent accidents (18%)
- Because a road has a history of accidents (18%)
- To make money (13%)
- To stop drivers running red lights (9%)

Again, it should be stressed that, when answering this question, respondents could choose any of the options provided to them. Accordingly, the profile of results indicate that respondents believe that there are a *number* of reasons for the location of red light cameras which could be both positive and negative in nature i.e. 'to stop drivers running red lights' and 'to make money'.

*“Have you ever been detected – or, in other words caught – by a red light camera?”*

**Figure 16: Ever Been Detected By Red Light Camera?**



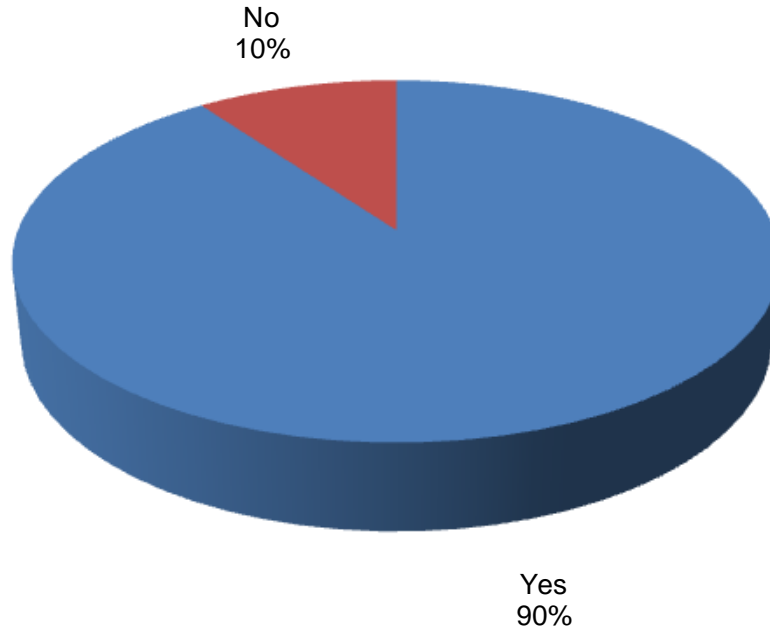
**Base: All Respondents**

From Figure 16 it can be seen that only 1 in 16 respondents (6%) stated that they had been detected by a red light camera, with over 9 out of 10 (93%) stating that they had not been detected by a red light camera.

Respondents who had been detected by a red light camera were asked two further questions. It should be noted that the sub sample of respondents here is insufficient here to allow a meaningful breakdown to be provided for these questions on the basis of area.

*“Did being detected – or, in other words, caught – by a red light camera change the way you drive in any of the following ways?”*

**Figure 17: Did Being Detected By Red Light Camera Change The Way You Drive?**

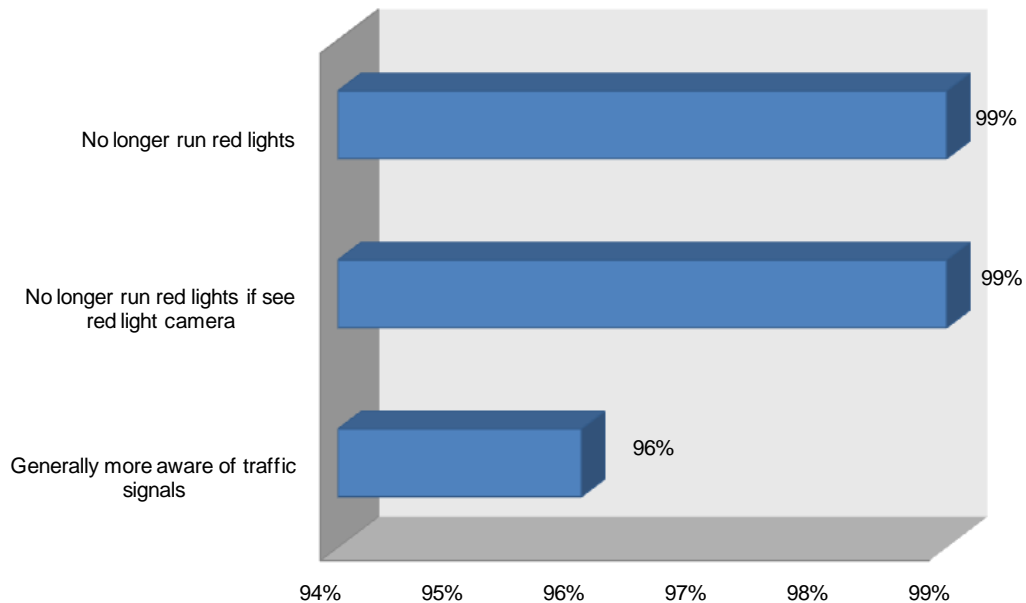


**Base: 'Yes' in Figure 16**

It is of interest to note from Figure 17 that amongst those respondents stating that they had been detected by a red light camera, 9 out of 10 (90%) went on to state that this had changed the way they drive now.

*“Did being detected – or, in other words, caught – by a red light camera change the way you drive in any of the following ways?”*

**Figure 18: Ways In Which Driving Has Changed**



**Base: 'Yes' in Figure 17**

From Figure 18 it can be seen that – amongst those stating that they had been detected by a red light camera and who went on to state that this had changed the way they drive now – almost all (on a prompted basis) stated that this had changed the way they drive in terms of:

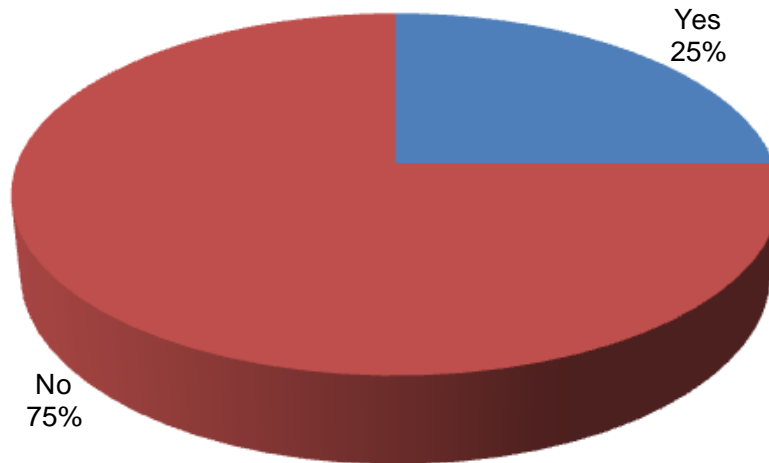
- No longer running red lights (99%)
- No longer running red lights if they see a red light camera (99%)
- Being generally more aware of traffic signals (96%)

It should be stressed that – due to the sub sample of respondents here – the outcomes presented in Figure 18 are largely indicative in nature. However, given the high percentages presented, it would suggest that these outcomes are likely to be relatively accurate.

## 8.0 CHANGING DRIVER BEHAVIOUR

“Do you think there is anything that Scottish Safety Camera Programme could do to change your driving?”

**Figure 19: Anything SSCP Could Do To Change Your Driving?**

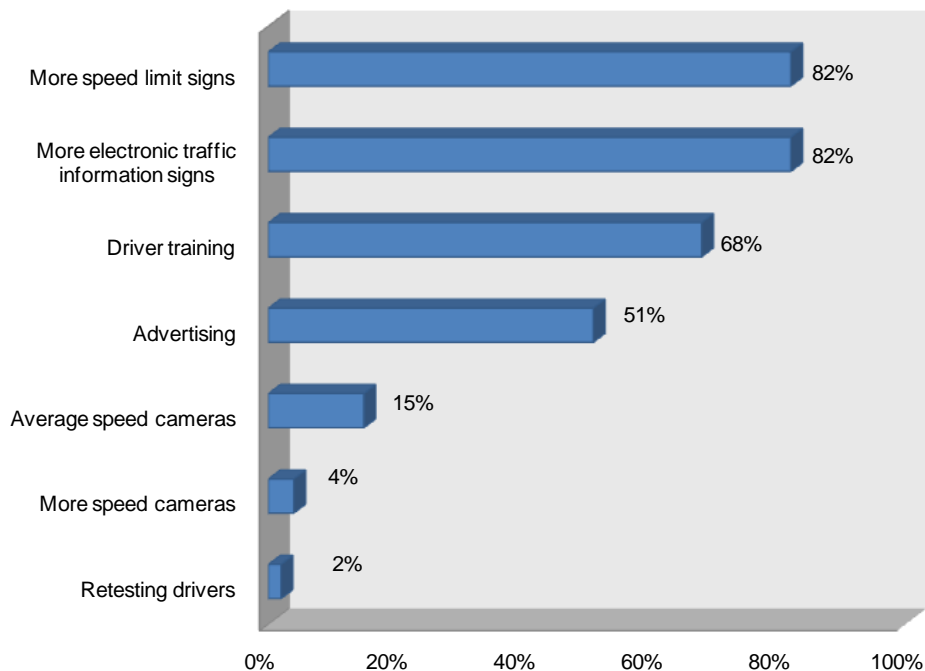


**Base: All Respondents**

Figure 19 indicates that a quarter of respondents (25%) stated their belief that the Scottish Safety Camera Programme could do *something* to change their driving.

“Do you think any of the following would help drivers to comply with speed limits?”

**Figure 20: Helping Drivers To Comply With Speed Limits**



**Base: 'Yes' in Figure 19**

From Figure 20 it can be seen that – amongst respondents stating their belief that the Scottish Safety Camera Programme could do *something* to change their driving – a significant majority went on to state their prompted belief that three factors would help drivers to comply with speed limits, namely:

- More speed limit signs (82%)
- More electronic traffic information signs (82%)
- Driver training (68%)

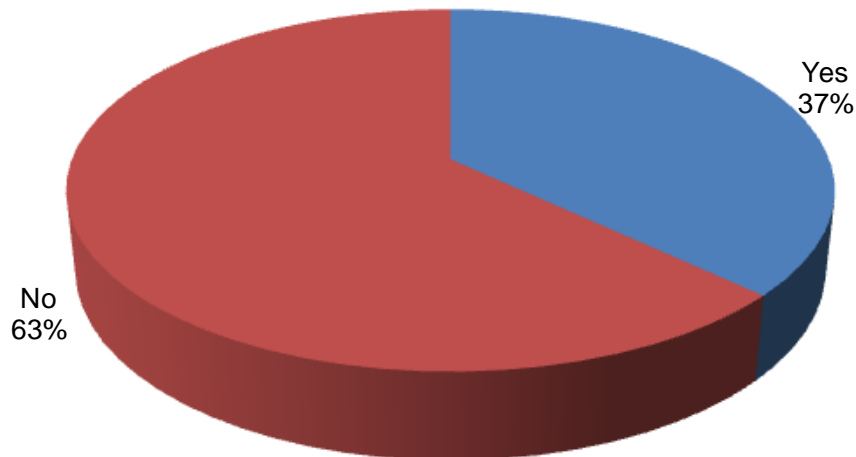
Thereafter, half of respondents here (51%) stated their belief that ‘advertising’ would help drivers to comply with speed limits, whilst around 1 in 6 (15%) made unprompted reference to ‘average speed cameras’.

It should be noted that the sub sample of respondents here is insufficient to allow a meaningful breakdown of responses to be provided on the basis of area.

## 9.0 ADVERTISING PROFILE

*“Can you recall any advertising about Safety Cameras – in other words, speed cameras or red light cameras?”*

**Figure 21: Recall Seeing Advertising About Safety Cameras?**



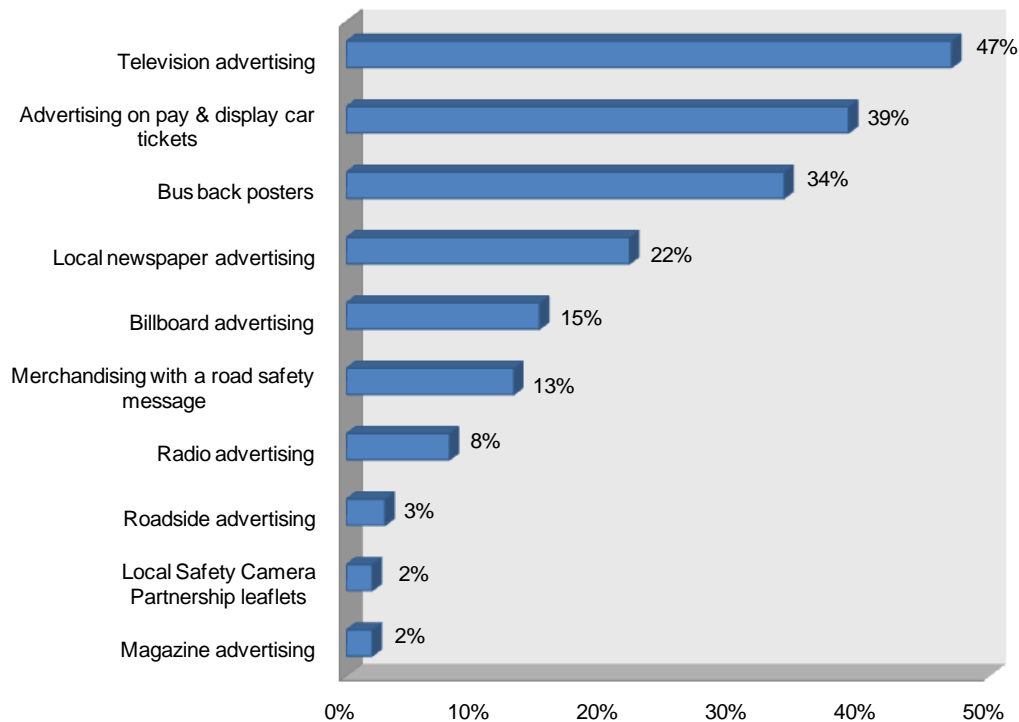
**Base: All Respondents**

From Figure 21 it can be seen that over a third of those interviewed (37%) recalled seeing advertising about Safety Cameras.

Respondents recalling seeing advertising about safety cameras were asked three further questions.

“Do you recall seeing or hearing any of the following relating to this Safety Camera advertising?”

**Figure 22: Location Of Safety Camera Advertising Seen**



**Base: 'Yes' in Figure 21**

When respondents were asked – on a prompted basis – if they recalled seeing or hearing the Safety Camera advertising they had seen or heard through a range of means, Figure 22 indicates that the *primary* elements of recall related to:

- Television advertising (47%)
- Advertising on pay and display car tickets (39%)
- Bus back posters (34%)

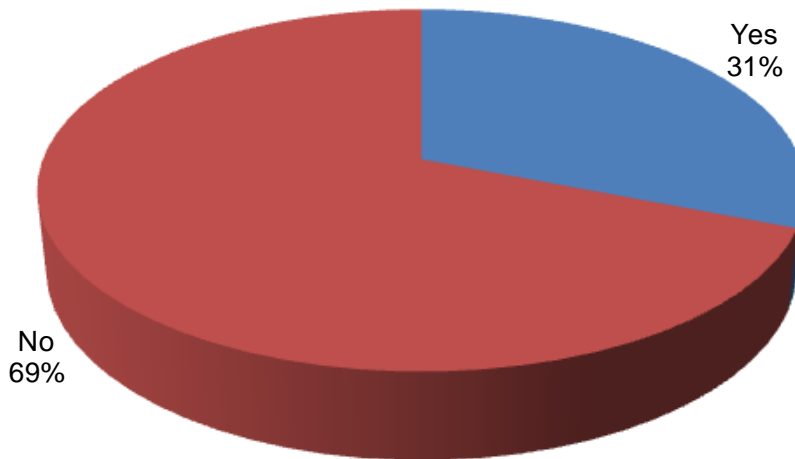
Thereafter, notable *secondary* prompted recall was noted in respect of:

- Local newspaper advertising (22%)
- Billboard advertising (15%)
- Merchandising with a road safety message (13%)

It should also be noted that 1 in 12 respondents here (8%) made prompted reference to 'radio advertising'.

*"Has this advertising affected your driving behaviour?"*

**Figure 23: Has Advertising Affected Your Driving Behaviour?**

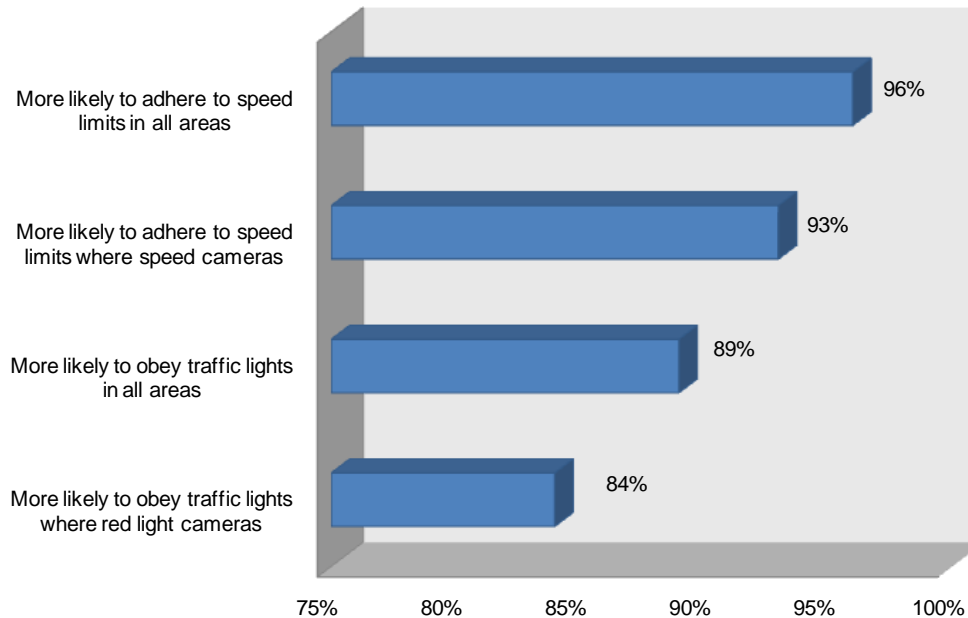


**Base: 'Yes' in Figure 21**

From Figure 23 it can be seen that a third of those recalling advertising about Safety Cameras (31%) went on to state that this advertising had affected their driving behaviour.

*“Has this advertising affected your driving behaviour in the following ways?”*

**Figure 24: Ways In Which Driver Behaviour Affected**



**Base: 'Yes' in Figure 23**

From Figure 24 it can be seen that – amongst those recalling advertising about Safety Cameras and stating that this advertising had affected their driving behaviour – the vast majority stated (on a prompted basis) that it had affected their driving behaviour in a number of ways, namely:

- Being more likely to adhere to speed limits in all areas (96%)
- Being more likely to adhere to speed limits where there are cameras (93%)
- Being more likely to obey traffic lights in all areas (89%)
- Being more likely to obey traffic lights where there are red light cameras (84%)

Again, it should be noted that due to the sub sample of respondents here, the outcomes noted in Figure 24 should be viewed in a largely indicative basis. However, given the high percentages being quoted, it

is likely that these findings are accurate. In addition, the sub sample of respondents here is insufficient to allow any meaningful breakdown to be provided in responses by area.

## 10.0 **CONCLUSIONS**

It is apparent that the research has identified a range of positive and negative outcomes.

### 10.1 **Positive Outcomes**

The key positive outcomes of the research are as follows:

- Most respondents whose highest annual mileage was driving a car or riding a motorcycle know the national speed limit on a single carriageway for this vehicle, and *almost all* know the national speed limit for this vehicle on a motorway
- When asked what would prevent drivers speeding, the primary response provided was that of *more speed cameras*
- Respondents primarily associate Safety Cameras with the detection of speeding drivers
- Most respondents regularly see Safety Cameras
- Respondents have a range of positive views as to why Speed Cameras are located where they are i.e. *to slow drivers down, to prevent accidents, to detect speeding offenses and because a road has a history of accidents*
- Similarly, respondents have a range of positive views as to why red light cameras are located where they are i.e. *to stop drivers running red lights, to prevent accidents and because a road has a history of accidents*
- Three quarters of those who had been detected speeding stated that it had changed the way they drive, particularly in terms of *being more aware of their speed and no longer speeding if they see Safety Camera signs*
- 9 out of 10 of those who had been detected by a red light camera stated that it had changed the way they drive in terms of *no longer*

*running red lights (including if they see a red light camera) and generally being more aware of traffic signals*

- Over a third of respondents had seen advertising about Safety Cameras, and for a third of these respondents, this advertising has affected their driving behaviour with respect to adherence to speed limits and obeying traffic lights

## 10.2 **Negative Outcomes**

In contrast to the wide range of positive outcomes to emerge from the research, a number of negative outcomes are also apparent, including:

- 1 in 10 of those whose highest annual mileage was driving a car or riding a motorcycle believe that the national speed limit on a single carriageway for this vehicle is 70mph
- A majority of those whose highest annual mileage was driving a car or riding a motorcycle did not correctly identify the national speed limit for this vehicle on a dual carriageway – although all of those who identified this speed limit incorrectly, believed that the limit was less than 70mph
- Only a quarter of respondents were aware of their Local Safety Camera Partnership and of the Scottish Safety Camera Programme
- Respondents believe that both speed cameras and red light cameras are located where they are *to make money*
- Amongst those who had been caught speeding and stated it had changed the way they drive, only 2 out of 5 stated that this meant that they no longer speed

## 10.3 **Conclusions**

It can be readily concluded from the study that awareness and understanding of Safety Cameras is high and that they are having an effect on driver behaviour.

Similarly, advertising about Safety Cameras is having an impact in terms of affecting driver behaviour.

Accordingly, the Local Safety Camera Partnerships and the Scottish Safety Camera Programme should be encouraged by the outcomes of this research.

Despite this, however, there is scope for improvement, particularly in terms of:

- Further enhancing levels of awareness and understanding of Safety Cameras
- Further developing the positive impacts that Speed Cameras are having on driver behaviour
- Further developing the impact of advertising in relation to Safety Cameras

A further conclusion that can be drawn relates to the perceived key reasons for drivers speeding (i.e. *being in a hurry or rush, impatience and running late*), namely that the core messages targeted at drivers in future should focus on each of these key perceived *reasons* for drivers speeding.

Finally, it is clear that respondents believe that the Scottish Safety Camera Programme should be taking actions to change peoples' driving habits and, in response, the Programme should take cognisance of their suggestions in relation to *the provision of more speed limit signs, more electronic traffic information signs, more driver training and more advertising*.

***APPENDIX I***

**FINAL DRAFT**  
**ASHBROOK RESEARCH & CONSULTANCY LTD**  
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GLASGOW  
G3 7UY

TEL: 0141 333 1213  
FAX: 0141 332 1415

**PROJECT: SCOTTISH SAFETY CAMERA PROGRAMME:**  
**NATIONAL SAFETY CAMERA RESEARCH (J674)**

**COLLECT RESPONDENTS DETAILS:**

Explain that there is a one in ten chance that a supervisor may contact them to confirm the accuracy of the interview.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Tel No: \_\_\_\_\_

**CLOSE INTERVIEW BY READING OUT STATEMENT:**

"Thank you very much for your help. Can I remind you that this was a bona fide market research interview conducted within the Market Research Society code of practice by Ashbrook Research & Consultancy Limited. If you would like to check that we are a bona fide market research agency then you can call Freefone Market Research on 0500 369999.

**RESEARCHER DECLARATION:**

I declare that this interview was carried out accordingly to instructions, within the Market Research Society's Code of Conduct and that the respondent was not previously known to me.

Job No:   6     7     4   Int. Name: \_\_\_\_\_

Int. No: \_\_\_\_\_ Signature: \_\_\_\_\_

Que No: \_\_\_\_\_ Date: \_\_\_\_\_

Edited by: \_\_\_\_\_ Coded by: \_\_\_\_\_

**RESEARCHER - READ OUT:**

"Good Morning/afternoon. I'm \_\_\_\_\_ from Ashbrook Research & Consultancy Ltd. We have been commissioned by the Scottish Safety Camera Programme to carry out research amongst drivers. Before I proceed, can I just check, (**Show Map**) do you live in this area? (**Researcher: if 'NO', do not continue. If 'YES', ask...**) Do you hold a current driving licence? (**Researcher: If 'YES', continue with interview. If 'NO', do not proceed with interview**). I wonder if you could spare a few minutes to answer some questions - your answers will, of course, be treated with the strictest confidentiality. In particular, your personal details will not be passed to any third party, including Scottish Safety Camera Programme".

1. Which of the following types of vehicle do you drive? **(Code all that apply)**

		<u>Route</u>
Car	1	If more than one coded, go to Q2; if only one coded, go to Q3
Motorcycle	1	
Van	1	
Lorry	1	
Bus	1	

2. On which of the following types of vehicle is your highest mileage?

		<u>Route</u>
Car	1	Q3
Motorcycle	2	Q3
Van	3	Q3
Lorry	4	Q3
Bus	5	Q3

3. What are the national speed limits for this vehicle on... **(Researcher: write in below)**

	<u>Miles Per Hour</u>	<u>Don't Know</u>	<u>Route</u>
Single Carriageway	_____	1	
Dual Carriageway	_____	1	
Motorway	_____	1	Q3

4. For how long have you held a full driving licence?

		<u>Route</u>
For less than 2 years	1	Q5
For 2-10 years	2	Q5
For 11-20 years	3	Q5
For 21-30 years	4	Q5
For more than 30 years	5	Q5

5. Do you drive as part of your job – excluding journeys to and from work?

		<u>Route</u>
Yes – frequently	1	Q6
Yes – occasionally	2	Q6
No – seldom or never	3	Q6
Not in employment	4	Q6

6. Why do you think drivers speed? **(Probe fully. Do not prompt)**

Route

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Q7

7. What do you believe would prevent drivers speeding? **(Probe fully. Do not prompt)**

Route

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Q8

8. Have you heard of ...

	<u>Yes</u>	<u>No</u>	<u>Route</u>
The Scottish Safety Camera Programme	1	2	
Your Local Safety Camera Partnership ( <b>Researcher – name Partnership</b> )	1	2	Q9

9. What do you understand by the term 'Safety Cameras? (**Probe fully. Do not prompt**)

Route

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Q10

10. **Researcher: read out** – “Safety Cameras include speed cameras and red light cameras. Speed Cameras include the fixed cameras you see at the side of the road and mobile camera vans. I would like to ask you a number of questions about both speed cameras and red light cameras”. How often do you see either of these two types of cameras when you drive?

		<u>Route</u>
Regularly	1	Q11
Occasionally	2	Q11
Rarely	3	Q11
Never	4	Q11

[SHOWCARD 1]

11. Do you think speed cameras are located where they are... (**Code all that apply**)

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Route</u>
To detect speeding offences	1	2	3	
To slow drivers down	1	2	3	
Because the road has a history of accidents	1	2	3	
To make money	1	2	3	
To prevent accidents	1	2	3	Q12

12. Have you ever been detected speeding – or in other words, caught speeding – either by a speed camera or by the police?

		<u>Route</u>
Yes – by a speed camera	1	Q13
Yes – by the police	2	Q13
Yes – by both	3	Q13
No	4	Q15
Would prefer not to say	5	Q15

13. Did being detected speeding – or in other words, caught speeding – change the way you drive now?

		<u>Route</u>
Yes	1	Q14
No	2	Q15

[SHOWCARD 2]

14. Did being detected speeding – or in other words, caught speeding – change the way you drive in any of the following ways?

	Yes	No	Route
I no longer speed	1	2	
I no longer speed if I see a safety camera sign	1	2	
I am generally more aware of my speed	1	2	
Other (specify) _____	1	2	Q15

[SHOWCARD 3]

15. Do you think red light cameras are located where they are... **(Code all that apply)**

	Yes	No	Don't know	Route
To stop drivers running red lights	1	2	3	
Because the road had a history of accidents	1	2	3	
To make money	1	2	3	
To prevent accidents	1	2	3	Q16

16. Have you ever been detected – or in other words, caught – by a red light camera?

		Route
Yes	1	Q17
No	2	Q19
Would prefer not to say	3	Q19

17. Did being detected – or in other words, caught – by a red light camera change the way you drive now?

		Route
Yes	1	Q18
No	2	Q19

[SHOWCARD 4]

18. Did being detected – or in other words, caught – by a red light camera change the way you drive in any of the following ways?

	Yes	No	Route
I no longer run red lights	1	2	
I no longer run red lights if I see a red light camera	1	2	
I am generally more aware of traffic signals	1	2	
Other (specify) _____	1	2	Q19

19. Do you think there is anything that the Scottish Safety Camera Programme could do to change your driving?

		Route
Yes	1	Q20
No	2	Q21

[SHOWCARD 5]

20. Do you think any of the following would help drivers to comply with speed limits?

	Yes	No	Route
More speed limit signs	1	2	
More electronic traffic information signs	1	2	
Driver training	1	2	
Advertising	1	2	
Other (specify)	1	2	Q21

21. Can you recall any advertising about safety cameras – in other words speed cameras and red light cameras?

		Route
Yes	1	Q22
No	2	Q25

[SHOWCARD 6]

22. Do you recall seeing or hearing any of the following relating to this safety camera advertising? **(Code all that apply)**

	Yes	No	Route
Bus back posters	1	2	
Advertising on Pay & Display car park tickets	1	2	
Billboard advertising	1	2	
Television advertising	1	2	
Radio advertising	1	2	
Local newspaper advertising	1	2	
Magazine advertising	1	2	
Local Safety Camera Partnership leaflets	1	2	
Merchandising with a road safety message	1	2	
Other (specify)	1	2	Q23

23. Has this advertising affected your driving behaviour?

		Route
Yes	1	Q24
No	2	Q25

[SHOWCARD 7]

24. Has this advertising affected your driving behaviour in the following ways?

	Yes	No	Route
I am more likely to adhere to speed limits in all areas	1	2	
I am more likely to adhere to speed limits where there are cameras	1	2	
I am more likely to obey traffic lights in all areas	1	2	
I am more likely to obey traffic lights where there are red light cameras	1	2	Q27

[SHOWCARD 8]

25. Can you recall seeing this sign?

		Route
Yes	1	Q26
No	2	Q26

26. What does it mean? **(Probe fully. Do not prompt)**

Route

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Don't know 1

Q27

27. Finally, can I just check your age? This will only be used to help us analyse the data that we gather. **(Researcher, if refused code best estimate)**

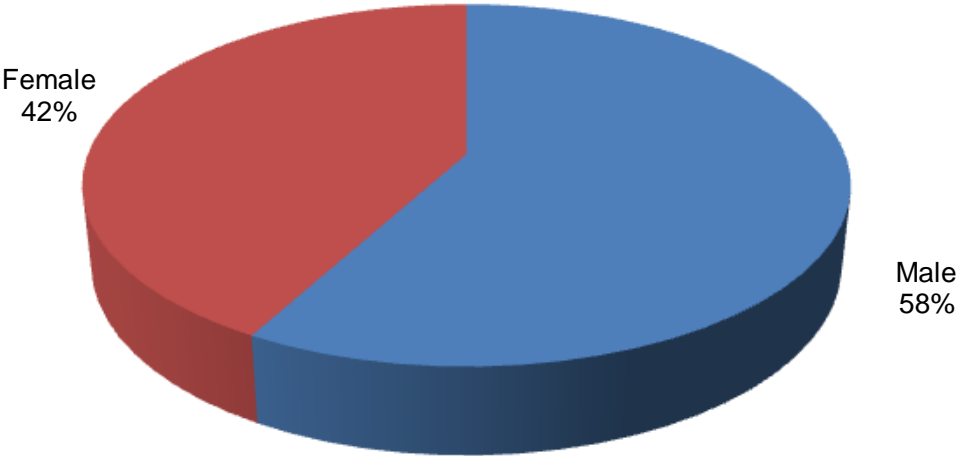
		Route
17-19	1	Close
20-25	2	Close
26-35	3	Close
36-55	4	Close
Over 55	5	Close

**Researcher, code gender and area then close interview**

<u>Gender</u>		<u>Area</u>	
Male	1	Aberdeen	1
Female	2	Dunfermline	2
		Dumfries	3
		Dundee	4
		Edinburgh	5
		Glasgow	6
		Inverness	7
		Stirling	8

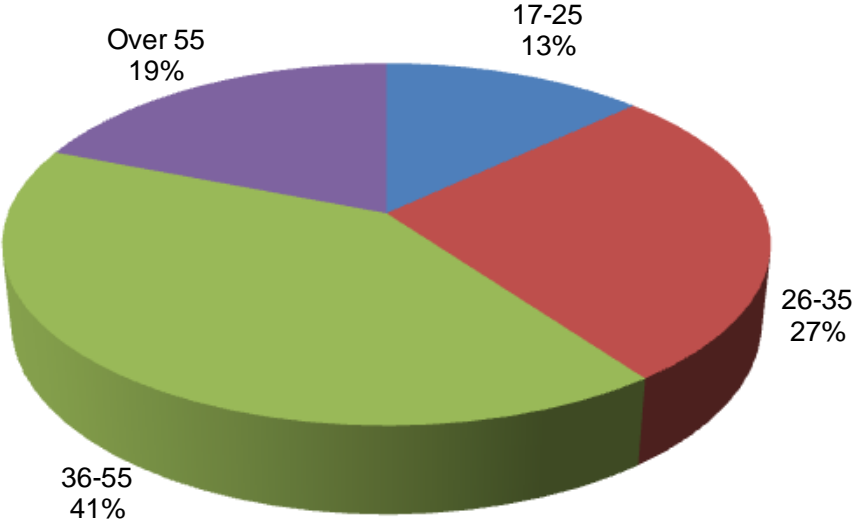
***APPENDIX II***

**Figure 25: Gender Profile**



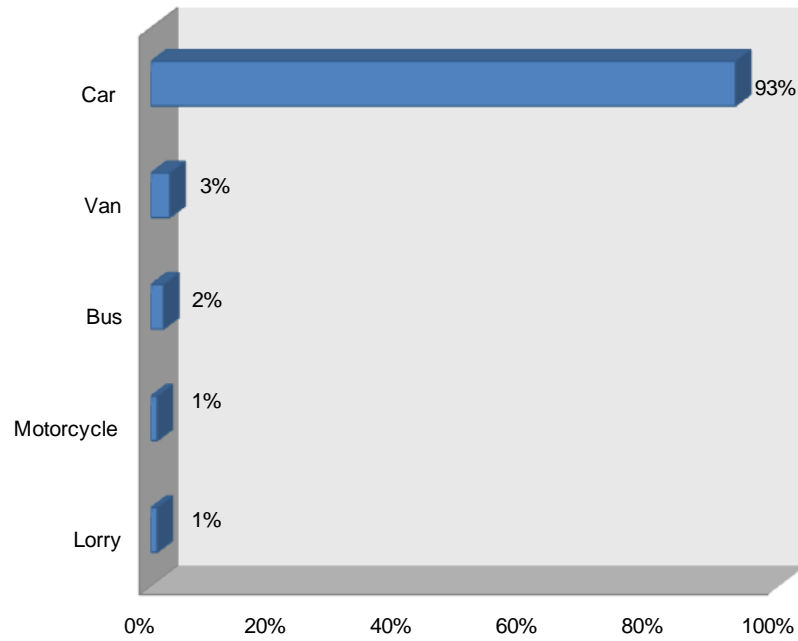
**Base: All Respondents**

**Figure 26: Age Profile**



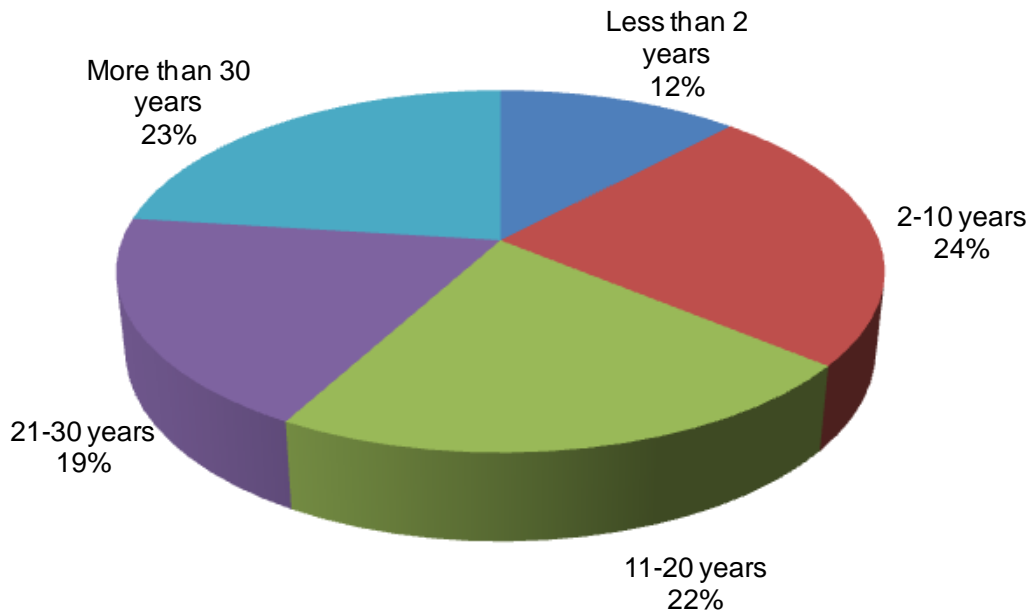
**Base: All Respondents**

**Figure 27: Type of Vehicles Driven/Highest Mileage**



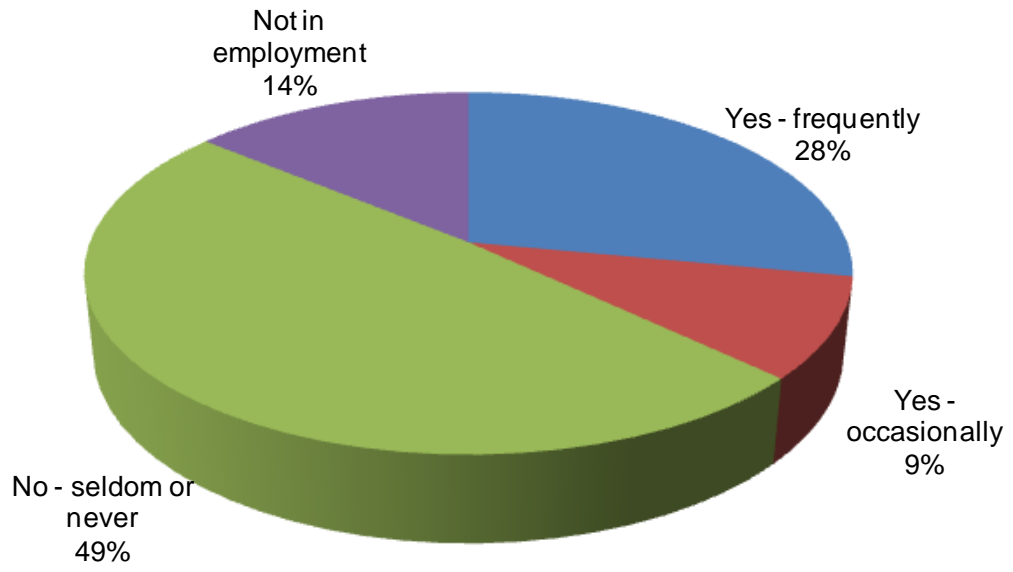
**Base: All Respondents**

**Figure 28: Length of Time Holding Full Driving Licence**



**Base: All Respondents**

**Figure 29: Drive As Part Of Your Job?**



**Base: All Respondents**

***APPENDIX III***

