City of Edinburgh Council

Evaluation of the implementation of 20mph speed limits in South Edinburgh Research Report

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City of Edinburgh Council

20mph Survey Research Report 2012

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EXECUTIVE SUMMARY

Introduction and Background

This report summarises the key findings to emerge from the City of Edinburgh Council's survey of public attitudes to the proposed 20mph speed limit in south central Edinburgh. The survey has been carried out in order to understand residents' attitudes and behaviours in relation to walking, cycling and children's safety in the area in addition to their perception of, and support for, the introduction of the proposed 20mph speed limit. This survey has been carried out before implementation of the 20mph speed limit to present a baseline of these attitudes against which any change can be monitored.

Methodology

A total of 1,018 face to face interviews were carried out with a sample of South Edinburgh residents, providing data accurate to ±2.9% (based upon a 50% estimate at the 95% confidence level) for the area overall, based upon a population of 10,375 residential households in the area. Interviews were spread across the streets 'in scope' for the survey in a way which ensured coverage of the whole area and coverage of the households on a pro rata basis per proposed speed limit. Just over three quarters of interviews, 78% (794), were carried out with residents that lived in the proposed 20mph streets and 22% (224) with residents in the proposed 30mph streets.

The aim of the survey was to achieve interviews with a sample of adults who represented the demographic profile of those living in the area. There were no detailed demographic statistics available to allow accurate profiling of those living in the area, however, attempts were made in order to try and ensure that the achieved sample was as representative as possible. Interviews were completed with an adult member of the household. This was the adult that answered the door.

The survey was undertaken using a paper based questionnaire and then the results entered by a team of data processors into a data entry and analysis package.

All interviewing was undertaken by Research Resource's highly trained and experienced field force, in accordance with our ISO20252 accredited policies and procedures and in accordance with the Market Research Society Code of Conduct.

Main Transport Methods

- Overall travelling on foot and by bus were the most popular travel methods within the area. Almost four in ten respondents (38%) stated they travelled by foot most often and 32% stated they travelled by public transport most often. One in five respondents (20%) stated they drive a car or van most often.
- There were significant differences noted depending upon where respondents live with those living in the South[1] area significantly less likely to travel on foot (22%) than respondents who live in the North (46%).
- Those who said they mainly travelled by public transport or by driving a car or van said that the transport method they used second most often was travelling by foot (77% and 58% respectively). Respondents who mainly travelled by foot were most likely to have said the transport method they used second most often was public transport (72%).
- Students were most likely to travel on foot and cited that cost and health benefits were the main reasons that they travelled in this way. They were also significantly less likely to have access to a car.
- Journey time and reliability were cited as reasons for driving by those who drove most frequently. These were most frequently cited by families, who were also more likely to have a car. Comfort was also cited as a reason for driving.
- A small proportion of respondents cycled as their main method of transport (6%). The most common reason given for this was that it was 'less stressful'.
- Over the last year there appears to have been an increase in active travel. One in five respondents who cycled stated they had increased the amount they cycle in the area. This was closely followed by 'on foot' where 17% of respondents who travelled this way stated they have increased the amount of travel they do in this way in the last year.

Children's Travel and Play

- One in ten respondents (10%) interviewed stated they had at least one child under the age of 16 living in their household. Analysis by proposed street speed limit revealed that more households within the proposed 20mph streets had children in the household (12%) than in proposed 30mph streets (4%). This may be expected due to the greater traffic volumes in the proposed 30mph streets. Due to the small number of households interviewed who had children, analysis of questions regarding children's safety are interesting, although not statistically significant.
- As may be expected, travel to school methods for children varied by age. Just over one third (34%) of school age children overall travelled on foot with adult supervision compared to 29% who travelled on foot without adult supervision. Travelling on foot without adult supervision was most likely to be done by secondary school children (58%), decreasing to 26% for older primary school children and then again to 7% for lower primary school children.

[1] Please see Figure 5, Page 22 for map of North and South areas.

- Lower primary school children (33%) were much more likely to travel to school by car than secondary school children (8%).
- Travelling to school by bus was most prevalent in the South of the area with 21% of school children travelling this way compared to just 1% in the North of the area.
- (37% of children aged under 16 (60 children) were allowed to make local trips that involved them crossing a road without adult supervision. There was a direct correlation between the age of the child and the response to this question. Perhaps unsurprisingly, no pre-school children were allowed to make local trips that involved crossing a road without adult supervision. This was compared to 95% of secondary school children.
- Three in ten children (30%) were allowed to play unsupervised outside their home, on the pavement or in the street. This was directly correlated to the age of the child, where older children were more likely to be allowed to play unsupervised.
- More than half of respondents who had children in the household stated that, from a range of factors listed, they were most worried about danger from traffic in the street (54%).The next most prevalent worries from those listed were 'stranger danger' (34%) and 'pollution from traffic' (27%).

Attitudes towards road safety

- All respondents were asked to state the extent to which they agreed or disagreed with various factors which may have an influence on people's feeling of safety when walking in the local area. From those factors which were asked about, traffic speed was the biggest concern for respondents overall with 32% agreeing that this was a factor that influences people's feeling of safety when walking in the local area. This was followed by traffic volumes (23%) being the second greatest level of concern from the factors asked about.
- Respondents living in proposed 20mph streets were significantly more likely to agree that they worry about traffic speeds (34%) than those living in the proposed 30mph streets (27%).
- Respondents living in the South had a higher level of agreement with these statements. Significant differences between the areas noted were:
    - 32% of South respondents agreed they worry about traffic volumes compared to 19% of respondents in the North;
    - 41% of South respondents agreed they worry about traffic speeds compared to 27% of respondents in the North;
    - 25% of South respondents agreed they worry about cars parked in the street compared to 8% of respondents living in the North.
- All respondents, regardless of whether they cycled or not, were asked about factors they perceived as influencing people's feeling of safety when cycling on the streets in the local area. As was the case in relation to factors which influence people's feeling of safety when walking, traffic speeds were perceived to be the biggest concern from the factors asked about. One quarter of respondents (25%) agreed that people worry about this. This was followed by traffic volumes (21%), again as was the case in relation to walking.

- Regular cyclists were significantly more likely to state that they perceived traffic volumes, traffic speeds and parked cars in the streets as being factors that influence people's feeling of safety when cycling than those who rarely cycled or did not own a bicycle. However, it should be noted that many non-cyclists stated either 'neither agree nor disagree' or 'don't know' to these statements.

Attitudes towards traffic speeds

- Over 7 in 10 respondents (71%) felt that the traffic speed on their street was 'just about right', 27% said the speed was 'much' or 'a bit' too fast and less than 1% said traffic speeds were 'too slow'. Fewer respondents felt that traffic speeds on busier roads in the area outside rush hour were just about right (50%) with 46% feeling they were much or a bit too fast.
- Respondents living on proposed 30mph streets were significantly more likely to consider traffic speeds on their street to be 'too fast' (36%) compared to those living on proposed 20mph streets (25%). This is an interesting finding as respondents living on proposed 20mph streets were previously more likely to state that they *worried* about traffic speeds than those living on proposed 30mph streets. It would appear that this worry does not directly relate to the perception that traffic speeds are too fast.
- The majority of respondents considered traffic speeds for walking (81%) and cycling (65%) very or fairly safe. Respondents were more likely to consider traffic speeds unsafe for cycling (26%) than for walking (17%). This is an interesting finding given the responses given to earlier questions on the extent to which respondents perceived that traffic speeds influence people's feeling of safety when walking and cycling. In response to these questions, respondents were more likely to indicate that they believed traffic speeds were an influence on people's feeling of safety when walking (32%) compared to cycling (25%).
- Regular cyclists were significantly more likely to consider traffic speeds for cyclists to be very or fairly unsafe (47%) than respondents who did not cycle at all or cycle infrequently (23%). This supports the earlier finding that regular cyclists were significantly more likely to believe that traffic speeds influence people's feeling of safety when cycling than those who cycle less frequently.
- In terms of traffic speeds for older primary school children, two thirds of respondents (67%) said traffic speeds were very or fairly safe for walking and just under half (48%) said they were very or fairly safe for cycling. This is fairly consistent with the attitudes identified in relation to perception of attitudes towards walking and cycling generally in the area where respondents perceived traffic speeds as being more unsafe for cycling than walking. The extent to which they believe this to be the case, however, was greater for older primary school aged children than for adults.

Attitudes towards proposed 20mph speed limit

- A large majority of respondents (68%) were in support of the proposed 20mph speed limit compared to just 6% who opposed this proposal.
- Analysis indicated that whilst the overall support for the proposal was strong, there were some differences between groups. Significant differences in support were:
    - Households with children were more likely to support this proposal with 83% of households with children in support compared to 67% of households without.
    - In relation to proposed speed limit, respondents living in the proposed 30mph streets were significantly more likely to state that they 'don't know' if they support the proposal (13% compared to 8% in the proposed 20mph streets).
    - Other interesting, although not statistically significant, findings by proposed street speed limit were that respondents living in the proposed 20mph streets were slightly more likely to be in support of this proposal (70%) than those living in 30mph streets (64%). Additionally, the proportion opposing the proposal did not vary significantly by speed limit.
- Respondents were asked, unprompted, about the possible benefits of the proposed 20mph speed limit. The main benefits suggested by respondents were regarding safety for children, better conditions for walking, cycling and less accidents. These benefits suggested were consistent with the earlier research findings that traffic speeds were a concern in relation to walking and cycling and that danger from traffic was a significant influence in parents allowing children to play independently in the street or to walk independently in their area. 18% of respondents felt they were not able to identify any specific potential benefits of the proposal.
- The perceived benefits of increased safety for children to walk and play were the most common for all respondents. They were significantly more likely to be cited by those living in households with children:
    - 70% of households with children perceived a benefit as being that it would be safer for children to play in the street (compared to 42% of those without);
    - 60% of households with children perceived a benefit as being that it would be safer for children to walk about the area (compared to 37% of those without).
- In terms of the disadvantages, 8 in 10 respondents said they could not think of any disadvantages of the proposed 20mph speed limit. Where residents did have concerns these were mainly regarding more congestion and more aggressive driving.

Conclusions

There was strong support for the introduction of the 20mph speed limit in the proposed streets across south central Edinburgh. This was the case across all resident groups, although most notably prevalent amongst those who had children and, interestingly, those that lived in the proposed 20mph streets.

One of the key objectives of the introduction of the 20mph speed limit is to ensure that residents feel safe when walking and cycling within the area and therefore to encourage a modal shift. In this respect it is worth noting that 38% of respondents stated that they travelled by foot most often and 32% stated they travelled by public transport most often. One in five respondents (20%) stated that they drove a car or van most often.

There was agreement from parents that danger from traffic is a concern in relation to their attitude to allowing children to travel independently and play in the street. This is reflected in the finding that the top two perceived benefits of the introduction of the 20mph speed limit were that it will be safer for children to walk about the area and safer for children to play in the street. The level of concern relating to traffic speeds was, across the board, significantly higher for households with children than those without. Regardless of whether the household has children, though, improved safety of children in the area was perceived as being one of the main benefits of the implementation of the 20mph speed limit.

Traffic speeds were cited as the greatest concern, from a number of factors listed, in relation to people's feeling of safety when walking and cycling in the local area. It should be noted, however, that this was a concern for a significant minority as opposed to the majority of respondents. In relation to concern about traffic speeds for cycling, cyclists were more likely to agree that they worried about traffic speeds when cycling in the local area than those who did not.

Whilst traffic speeds were highlighted as an issue which may impact on people's feeling of safety when walking and cycling in the local area, the majority believed that traffic speeds in their street were about right. Just over one quarter felt that traffic speeds on their street were too fast. Additionally, it is interesting to note that when considering the speed of traffic in their street and their perception of how safe they are for walking and cycling, the majority felt that speeds were safe. When looking at the difference between walking and cycling, respondents were more likely to consider traffic speeds safe for walking than for cycling, as was evidenced in the earlier results where.

The main anticipated benefits of the introduction of the proposed speed limit were consistent with the highlighted concerns relating to the impact of traffic speeds in the area. In addition to improved safety for children highlighted earlier, other main perceived benefits related to improved conditions for walking and cycling in the area and increased walking and cycling in the area.

1. INTRODUCTION, BACKGROUND AND OBJECTIVES

1.1. Introduction

This report presents and discusses the findings to emerge from the City of Edinburgh Council's survey of public attitudes to the proposed 20mph speed limit in south central Edinburgh.

1.2. Background

The City of Edinburgh Council has a long standing policy of introducing 20mph speed limits in residential areas. Around 50% of the city's residential streets now have a 20mph speed limit. In 20mph streets, road humps and other traffic calming features ensure speeds stay low. These measures are very effective, but expensive to install.

In the streets where the new 20mph speed limit is proposed in south central area of Edinburgh there have been over 40 road casualties in the last 3 years however they are scattered across the area and the implementation of a 20mph speed limit across the area with traffic calming would be expensive. However, based upon successful implementation of 20mph speed limits in Portsmouth without traffic calming features the Council is proposing to adopt a similar approach. The main measure will be signage to indicate that the speed limit is 20mph in that street. A map of the proposal is shown over the page.

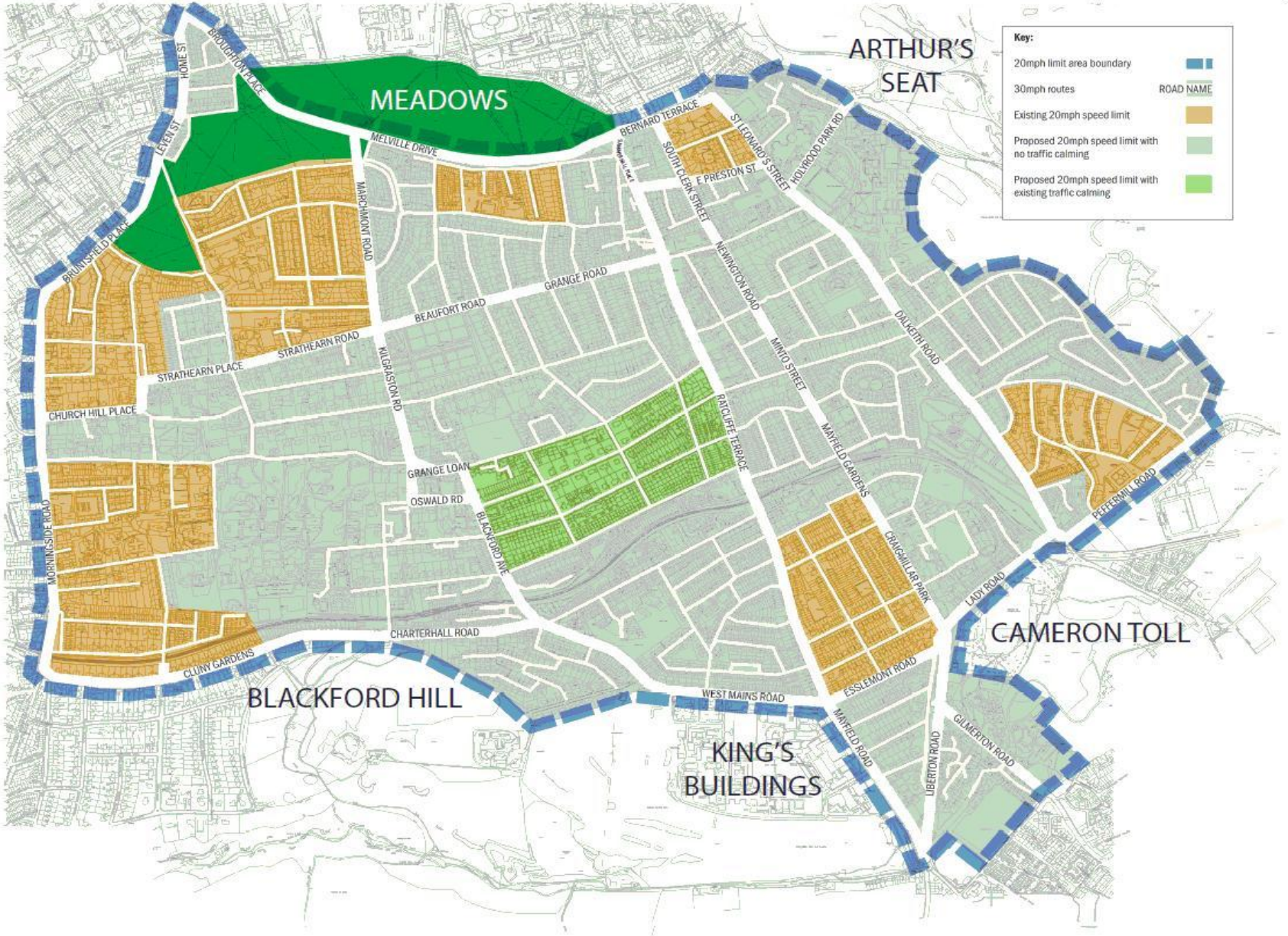
The proposal is to retain a 30mph speed limit on busier streets (shown on the map, Figure 1 overleaf, in white). It should be noted that whilst the overall area for the proposal is highlighted in the map, not all streets will be affected as some streets already have a 20mph speed limit imposed or already have traffic calming in place (shaded orange).

Once the proposals have been implemented, if traffic speeds do not reduce as much as hoped other measures to enforce compliance may include the use of vehicle activated signs or the deployment of traffic wardens.

The impact of this pilot will be monitored in order to evaluate the success of the scheme. This will include monitoring speeds, traffic volumes and road casualties. Additional benefits may be that people feel safer in their street and choose to walk or cycle more. In order to monitor these attitudinal and behavioural benefits of the scheme, there was a requirement to carry out a survey with residents in the area in order to understand 'before' what their behaviour was and how they felt about their streets and the implementation of the proposed 20mph speed limit. It should be noted that streets that were 'in scope' for the survey were those that it was proposed to introduce a 20mph speed limit or those on main 30mph streets. Streets that already had a 20mph speed limit or traffic calming in place (shaded orange) were excluded from the survey.

This report details the findings of this attitudinal survey of residents surveyed.

FIGURE 1: STUDY AREA



1.3. Objectives

The aim of this research was to assess:

- public attitudes to the proposed 20mph speed limit in south central Edinburgh
- aspects of residents' behaviour that might be expected to be influenced by a 20mph limit
- aspects of residents' attitudes that might be expected to be influenced by a 20mph limit

The survey was a 'before' survey which highlights baseline attitudes and behaviours before the implementation of the 20mph speed limit. It is proposed to repeat this survey after one year of operation to assess the impact of the 20mph speed limit in relation to these aspects.

1.4. Sample design

A total of 1,018 face to face interviews were carried out with a sample of South Edinburgh, providing data accurate to ±2.9% (based upon a 50% estimate at the 95% confidence level) for the area overall, based upon a population of 10,375 residential households in the area. Interviews were spread across the streets 'in scope' for the survey in a way which ensured coverage of the whole area and coverage of the households on a pro rata basis per proposed speed limit. Just over three quarters of interviews, 78% (794), were carried out with residents that lived in the proposed 20mph streets and 22% (224) with residents in the proposed 30mph streets.

The aim of the survey was to achieve interviews with a sample of adults who represented the demographic profile of those living in the area. There were no detailed demographic statistics available to allow accurate profiling of those living in the area, however, attempts were made in order to try and ensure that the achieved sample was as representative as possible. In line with best practice in research a random sampling approach was taken. A sample of three times the desired number of interviews was drawn, with every third address selected across in scope streets.

Interviewers were instructed to visit each address on their list up to 4 times, on different days of the week, at different times of the day, including evenings and weekends before classifying that address as a non-response. By instructing interviewers to visit addresses on different days of the week and at different times of the day the opportunity of achieving interviews from the greatest range of households and demographics was maximised.

Where contact was made with a household the adult who answered the door was invited to participate in the interview. Interviewers did not note any explicit refusals to participate in the survey, rather a small number of 'soft' refusals were noted where potential respondents indicated that they were 'too busy' or 'just going out'. In these instances, interviewers simply called back at the address at a later date or time. Interviewers continued to call at sampled addresses until their quota of interviews in either 20mph or 30mph streets had been achieved.

1.5. Interviewing and quality control

All interviewing was undertaken by Research Resource's highly trained and experienced field force, all of whom are highly experienced in undertaking customer and resident surveys for Local Authorities. Interviewing took place between the 5th to the 16th December and the 9th to the 20th January. Interviews took place on a face to face basis with residents at their door. Responses were recorded on a paper based questionnaire. A copy of the final questionnaire used is available in Appendix 1. Interviews took on average between 10 and 15 minutes to complete.

All interviews were completed in accordance with our ISO20252 accredited policies and procedures and in accordance with the Market Research Society Code of Conduct.

Upon completion of interviews, completed questionnaires were manually edited and checked for quality and consistency of interviews. As a further validation, 10% of each interviewers quota of interviews were checked through 'back checking' which involved re contacting the respondent by telephone and verifying key details about the interview and ensuring that interviewers were polite, pleasant and showed identification.

1.6. Survey Analysis and Reporting

A SNAP database was designed to conduct the data processing and analysis. SNAP Data Entry software was used to enter the data which ensures accuracy of response and reduces data entry operator error. Once the data wasentered, appropriate range and logic checks were applied and open-ended questions were coded.

This report details the findings of the survey for the area as a whole overall and includes, where appropriate and/or statistically significant, analysis of results by proposed street speed, geographical area and demographic characteristic(s).

In reading this report, it should be noted that the findings are based upon a sample of residents, rather than the whole population of the proposed 20mph streets being interviewed, therefore, all results are subject to sampling tolerances and not all differences will be statistically significant.

When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Responses greater than 0% but less than 0.5% are shown as 0% and responses between 0.5% and less than 1% are rounded to 1%. Columns may not add to 100% because of rounding or where multiple responses to a question are possible. The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' past some questions if they werenot applicable.

2. RESPONDENT CHARACTERISTICS

2.1. Sample Profile

As stated in 1.4, the aim of the survey was to achieve interviews with a sample of adults who represented the demographic profile of those living in the area. There were no detailed demographic statistics available to allow accurate profiling of those living in the area, however, attempts were made in order to try and ensure that the achieved sample was as representative as possible. Summarised below are the key demographic characteristics of respondents for the overall sample.

- Age:
  - Respondents were from a wide range of age bands. It was notable that a significant proportion of respondents were aged under 30 (37%), indicative of the high student and young professional population who live in the area (See Figure 2).
- Gender:
  - Just under half of respondents (49%) were male and 51% female.
- Household composition:
  - Three in ten (30%) households comprised single adults, 38% of households were two adult household with no children, 21% were three adult households, 1% 1 parent families and 8% 2 parent families. (See Figure 3)
- Children in the household:
  - One in ten respondents had children under the age of 16 living in their household.
- Working status:
  - Almost four in ten (38%) respondents were either working full or part time, 21% retired and 29% were in further or higher education. (See Figure 4)
- Health problem/ disability
  - Just over 9 in 10 respondents (91%) said they had no long term health conditions, 5% had a physical disability and 2% had some form of long term illness, disease or condition.
- Car ownership and use:
  - Just under 4 in 10 respondents (37%) said they had at least one car available for their household. Of these respondents, a large majority (69%) used their car at least three times a week (classified as frequent drivers).
- Bicycle ownership and use:
  - Around one quarter of respondents (26%) said they had at least one bicycle available for use by adults in their household. Six in ten respondents who had at least one bicycle said they cycled at least once a month (classified as regular cyclists).

FIGURE 2: AGE PROFILE OF RESPONDENTS

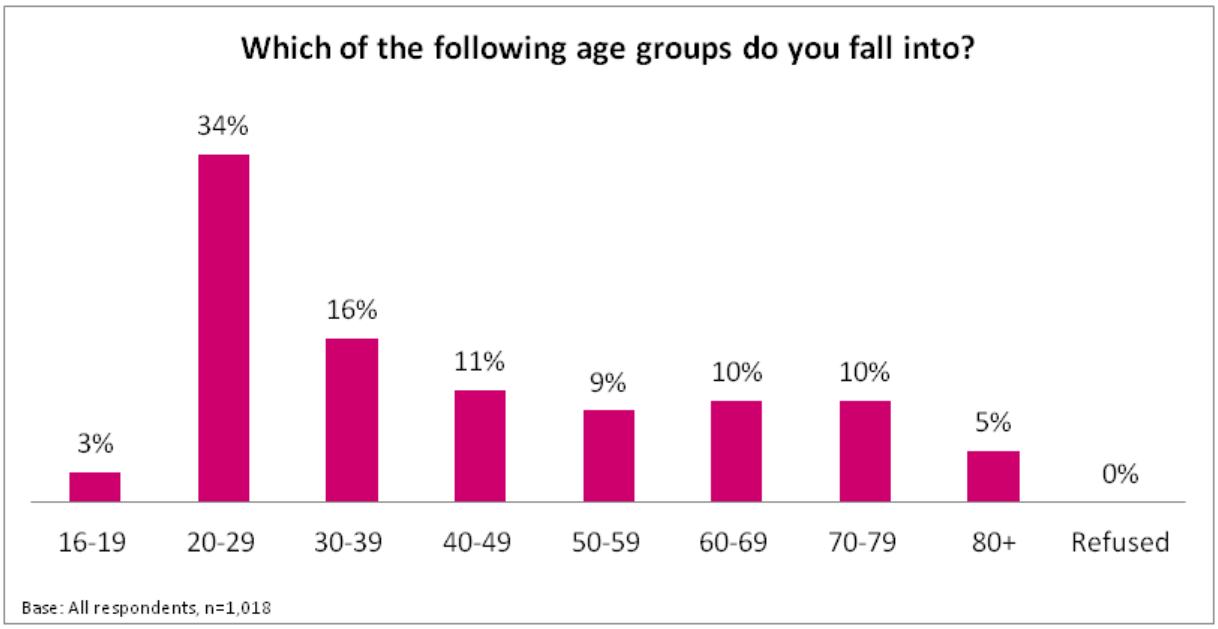


FIGURE 3:HOUSEHOLD COMPOSITION

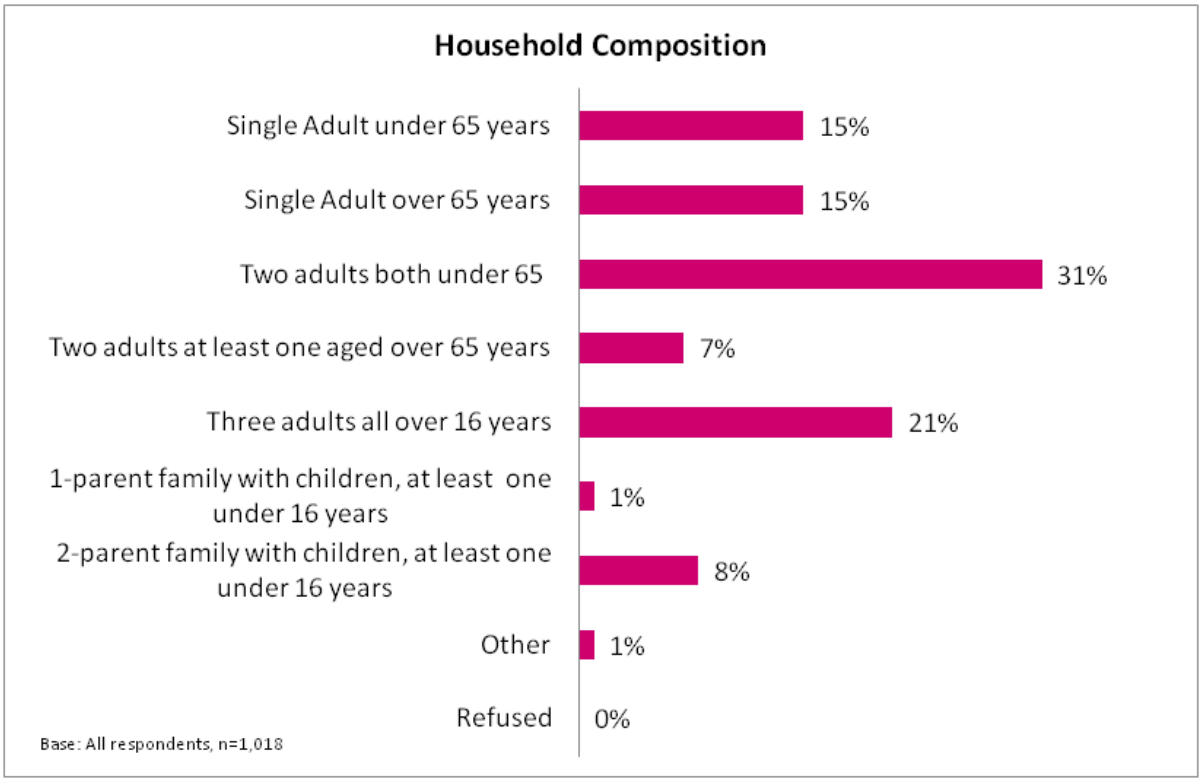
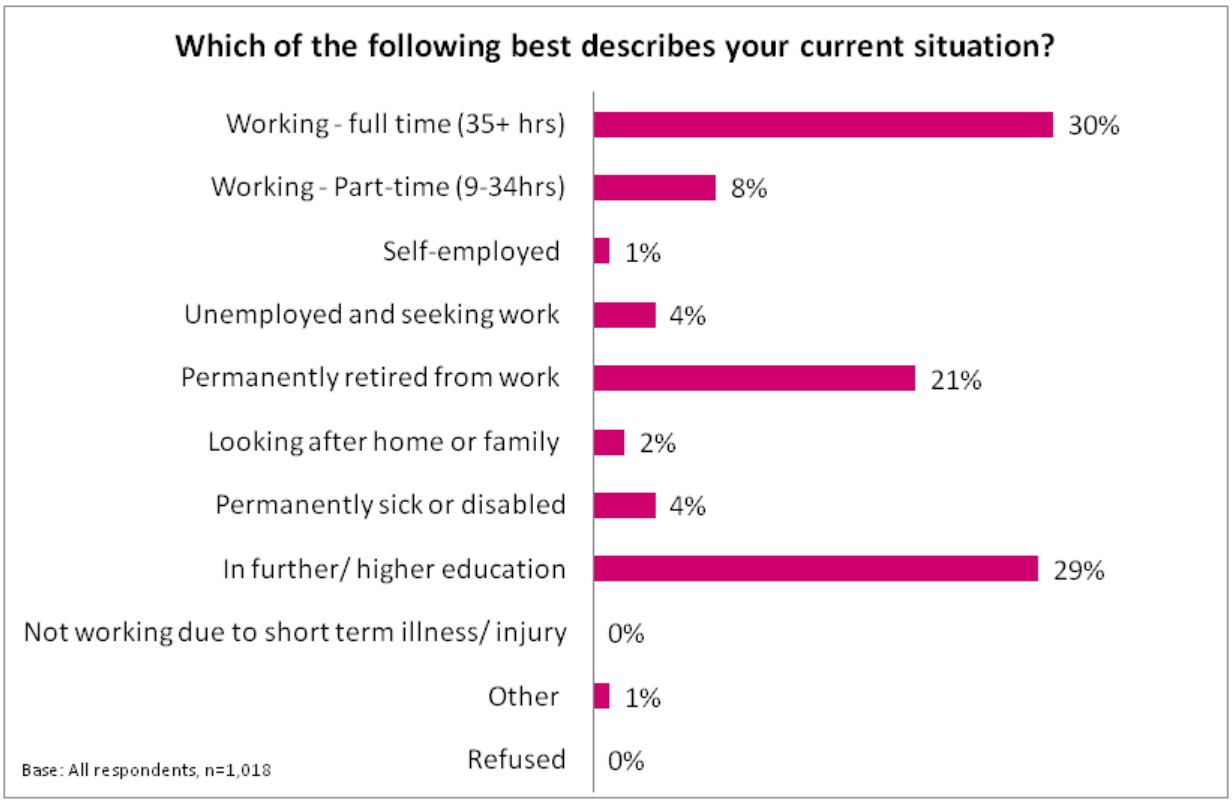


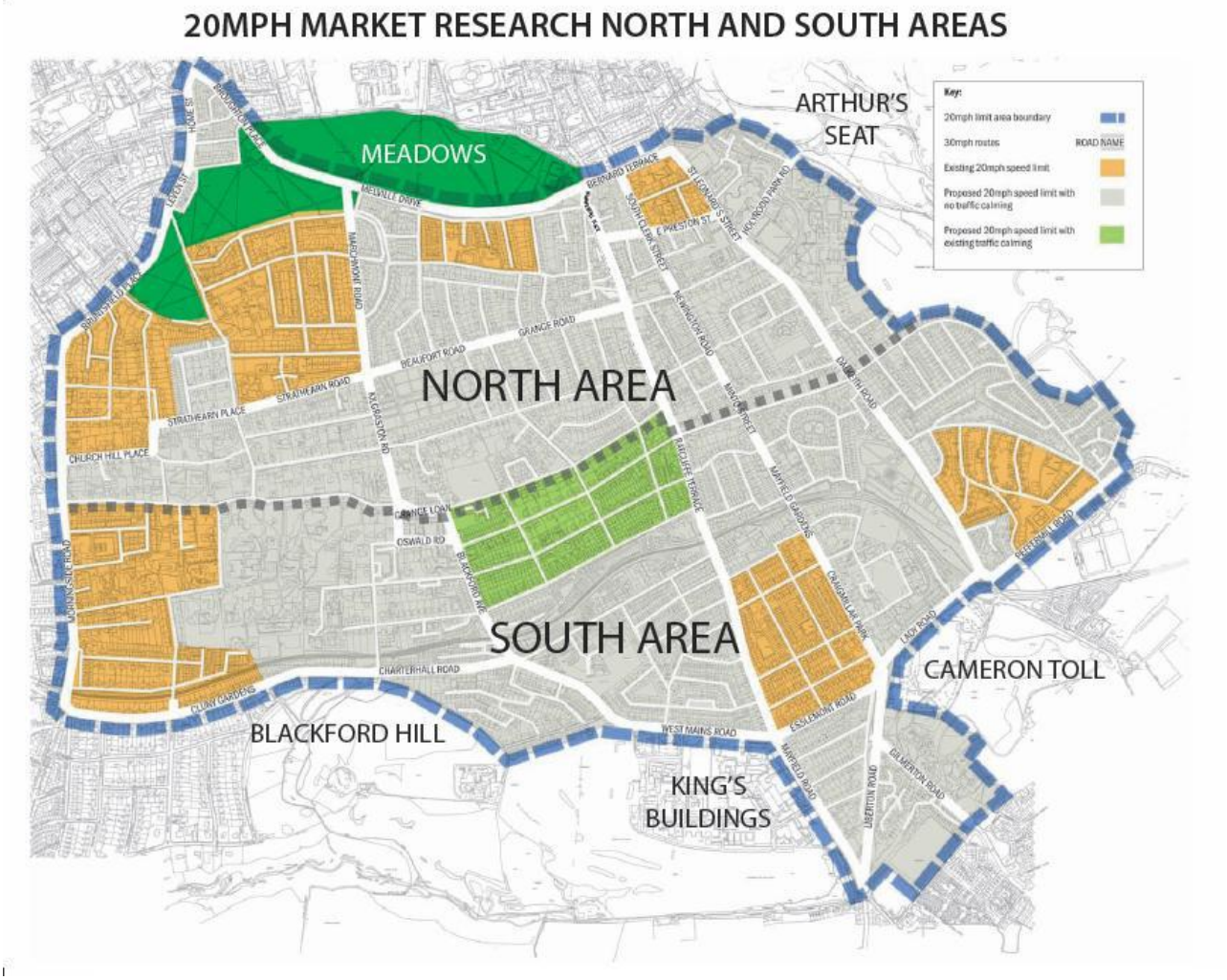
FIGURE 4: EMPLOYMENT PROFILE OF RESPONDENTS



2.2. Geographic Profile

Analysis has been undertaken throughout the report on the basis of geography (North/ South). The map below shows how the South Edinburgh area was divided in to these regions.

FIGURE 5: MAP OF NORTH AND SOUTH AREAS



Analysis of survey findings highlighted significant differences in attitude between residents who lived in the North compared to those who lived in the South in a number of instances. It is important to understand the demographic differences between residents in each of these areas to help contextualise these results. Significant variances between the two areas are as follows:

- Age:
  - An older population lived in the South area with over 53% of respondents being aged 50 or over compared to just 27% in the North area.
- Household composition:
  - In line with the age profile, households from the South area were more than twice as likely to be adult only households aged over 65 (36%) than households from the North area (16%).

- Working Status:
  - In relation to the student population (in further/ higher education), there was a significant difference in where they lived. Just 15% of South area respondents were in further or higher education compared to 35% of those in the North area. One third of respondents (33%) in the South area were permanently retired from work compared to 15% in the North area. This is in line with the older age profile in the South area.
  - Respondents who were interviewed from the South area were more likely to be at home during the day (i.e. were unemployed, retired, looking after the home, not working due to ill health or disability) than respondents who lived in the North area (49% and 23% respectively).
- Health problem/ disability:
  - In line with the age profile, a greater proportion of respondents who lived in the South area said they had some form of health problem or disability (15%) than those who lived in the North area (6%).
- Car ownership and use:
  - Car ownership was greater in the South area, with 45% of households having a car available for use compared to 32% of those in the North area.
  - In terms of frequency of car use, those living in the South area were more likely to use their car more frequently with 32% of all respondents interviewed from the South area stating they used their car at least three times a week compared to 22% for respondents living in the North area.
- Bicycle ownership and use:
  - Respondents who lived in the South area were less likely to own a bicycle (19%) than those in the North area (29%).Similarly South respondents were less likely to cycle regularly (10% stated they cycle at least once a month) compared to 18% in the North. This is again linked to the age profile of respondents.

2.3. Speed Limit Profile

Analysis has been undertaken throughout the report on the basis of the proposed street speed limit (20mph and 30mph). Significant variances between the proposed street speed limits were as follows:

- Age:
  - An older population resides in the proposed 20mph streets with 36% of respondents being aged 50 or over compared to just 29% in the proposed 30mph streets.
- Household composition:
  - Those who lived in the proposed 20mph streets were more likely to be 1 or 2 parent households (11%) than those in the proposed 30mph streets (6%).
- Children in the household:
  - Significantly more respondents who lived in the proposed 20mph streets stated there were children under the age of 16 in the household (12%) than those in the proposed 30mph streets (4%)

- Car ownership and use:
  - Car ownership was greater within the proposed 20mph streets, with 40% of households who had a car available for use compared to 25% of those who lived in the proposed 30mph streets.
  - In terms of frequency of car use, those who lived in the proposed 20mph streets were more likely to use their car more frequently with 27% of all respondents interviewed from the proposed 20mph streets stating they use their car at least three times a week compared to 17% for respondents in the proposed 30mph streets.
- Bicycle ownership and use:
  - Bicycle ownership and use did not vary significantly by proposed street speed limit.

2.4. Car Use/ Ownership

Analysis has been undertaken throughout the report on the basis of car ownership and car use. The three groups used for this analysis are:

1) Frequent users (25% of the overall sample, 255 respondents): those who said they had at least one car available for use by the household which they used frequently (at least 3 times a week);
2) Less frequent users (11% of the overall sample, 117 respondents): those who said they had at least one car available for use by the household which they used less than 3 times a week (may include never for respondent);
3) Non car owner (63% of the overall sample, 646 respondents): those who said their household did not have access to a car.

Frequent drivers were most likely to have the following characteristics, many of which may relate to the fact that frequent car users tended to be families:

- Respondents aged 50-69 (45%).
- Households with children under the age of 16 (45%).
- Respondents at home looking after the family (40%)
- Respondents in the South area (38%)

Those who did not have access to a car were most likely to have the following characteristics, many of which allude to the fact that non car owners are more likely to be students:

- Aged 16-29 (82%).
- Had no children in the household (67%)
- In further or higher education (81%)
- Three or more adult households (81%). It should also be noted that 80% of 3 or more adult households comprised students.

2.5. Cyclists/ Bicycle Ownership

Analysis has been undertaken throughout the report on the basis of bicycle ownership and bicycle use. The three groups used for this analysis are:

1) Regular cyclists (15% of the overall sample, 156 respondents): those who said they had at least one bicycle available for use by adults in the household which they used frequently (at least once a month);
2) Infrequent cyclists (11% of the overall sample, 107 respondents): those who said they had at least one bicycle available for use by adults in the household which they used less than once a month;
3) Non bicycle owner (74% of the overall sample, 755 respondents): households who did not have a bicycle available for use.

Individuals or households with following characteristics were particularly likely to be regular cyclists:

- Aged 16-29 (26%)
- Male (18%)
- 3 or more adult households (26%) or families with children under 16 (24%)
- In further education (27%)
- Did not have a disability or health problem (17%).

Older households or people in poor health were most likely to be non-cyclists:

- Aged 70+ (99%)
- Adult only households aged over 65 (98%)
- Retired (96%), sick or disabled (98%)
- Have a health problem or disability (95%).

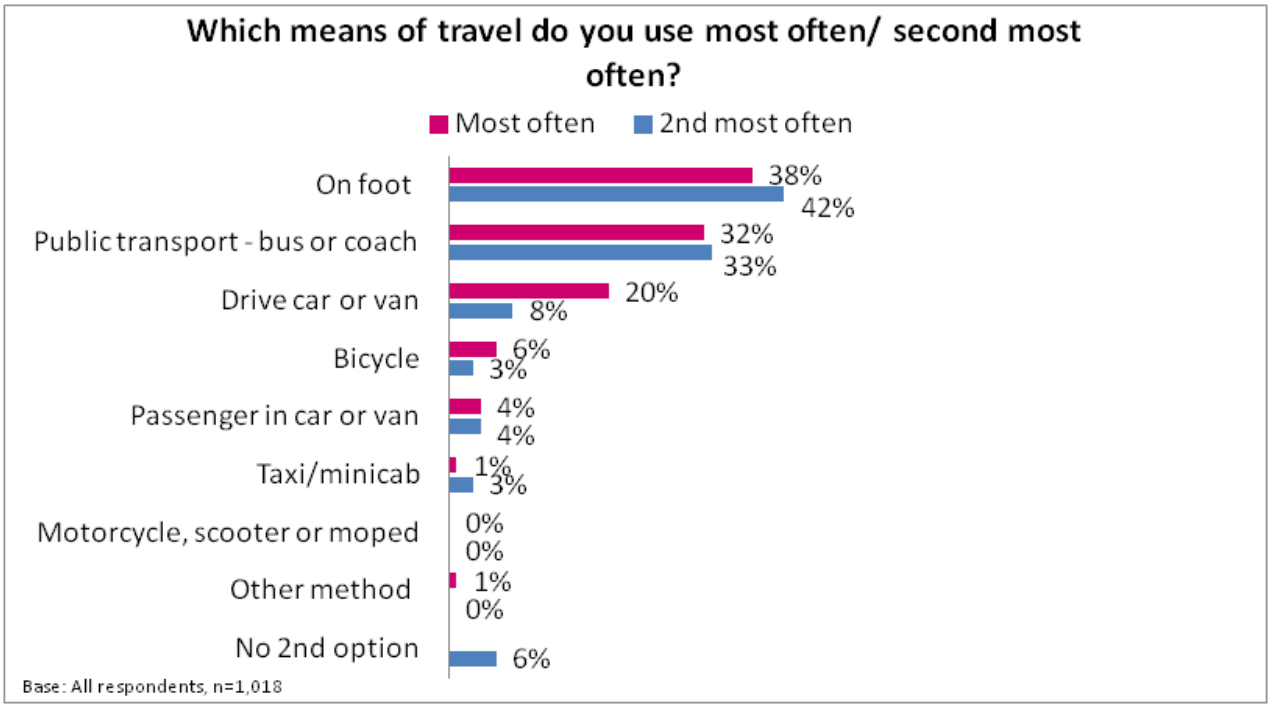
3. TRAVEL OPTIONS

3.1. Travel Methods Used Most Often

The survey opened by asking respondents about the travel methods they used most often and second most often within the area. Overall travelling on foot and by bus were the most popular travel methods. Almost one in four respondents (38%) stated they travelled by foot most often and 32% stated they travelled by public transport, i.e. by bus or coach most often. In terms of the second most often used transport method, 42% stated they travelled by foot and 33% by public transport.

Those who said they mainly travel by public transport or by driving a car or van said that the transport method they used second most often was travelling by foot (77% and 58% respectively). Respondents who mainly travel by foot were most likely to have said the transport method they used second most often is travelling by public transport (72%).

FIGURE 6: TRAVEL METHODS USED MOST OFTEN



Demographic analysis indicates that there were some significant differences in terms of the transport method used most often:

- Those with children under 16 in the household were more likely to travel by car or van than those without (37% compared to 18% respectively).This was in line with the findings that car ownership was highest amongst households with children.
- Retired respondents were most likely to travel by public transport (50% compared to 32% overall). In general, the proportion of respondents who used public transport increased with age.

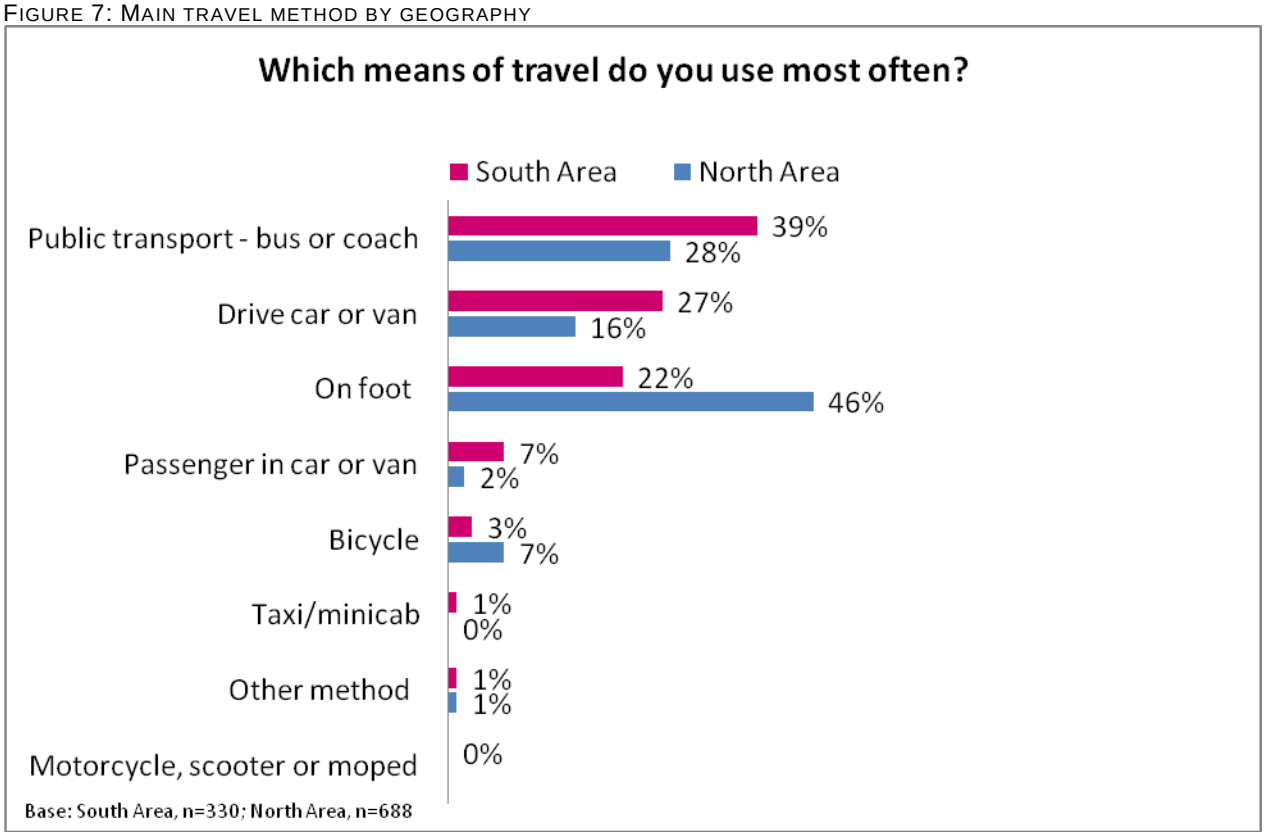
- Those who were permanently sick or disabled were more likely to travel by car either as a passenger or driver (51% compared to 24% overall)
- Students were most likely to travel on foot (66% compared to 38% overall). In general, the proportion of respondents who travelled on foot decreased with age.

Analysis by proposed speed limit reveals that travelling by foot was the most popular travel method for all respondents regardless of the proposed speed limit of the street they lived in. However, a higher proportion of respondents travelled on foot in the proposed 30mph streets (44%) than those in the proposed 20mph streets (36%).

Significant differences in relation to mode of transport used most often between the North and South areas were:

- Residents who lived in the South area were significantly less likely to travel on foot (22%) than respondents who lived in the North (46%).
- Those in the South were more likely to travel by public transport (39% compared to 28% of those in the North) or drive a car or van (27% in the South compared to 16% of North).

FIGURE 7: MAIN TRAVEL METHOD BY GEOGRAPHY

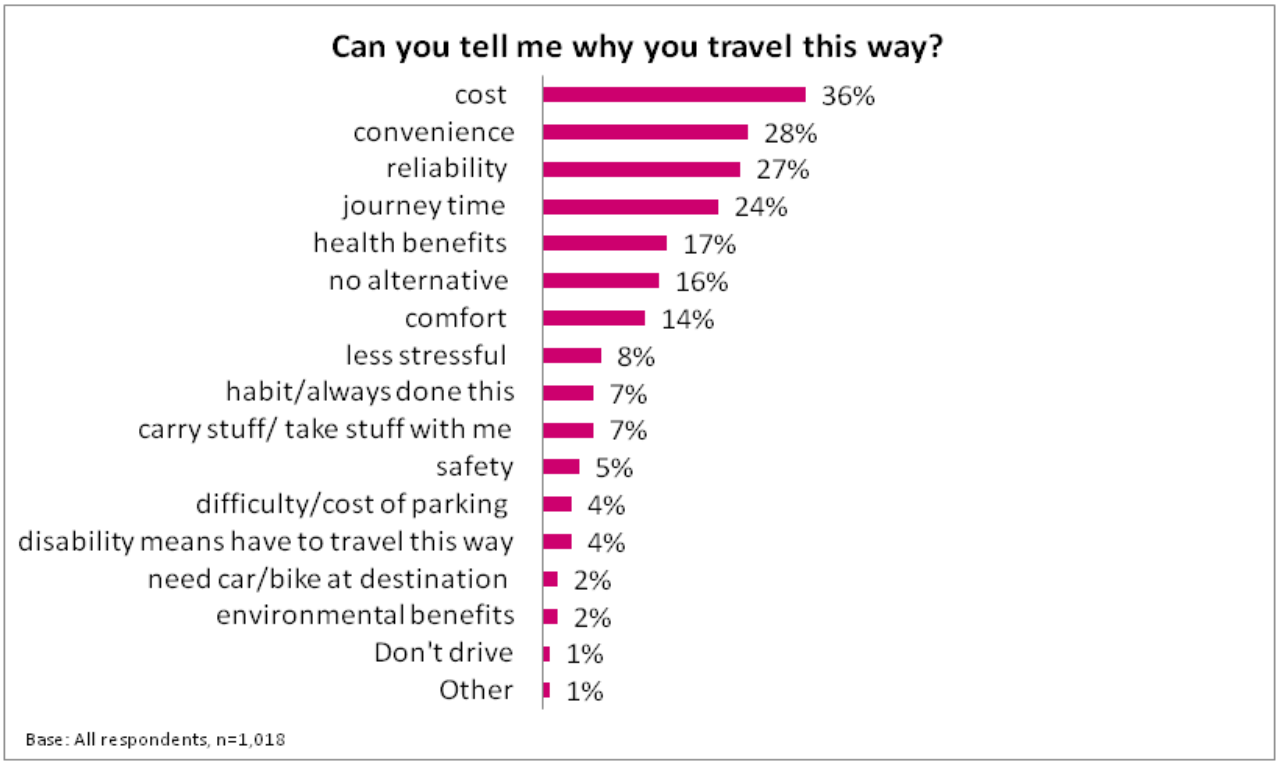


3.2. Reasons for Travelling this Way

Following on from this, respondents were asked to think about the local journeys they made most often and why they travelled this way. The main reasons cited by respondents overall were:

- Cost (36%)
- Convenience (28%)
- Reliability (27%)
- Journey time (24%)

FIGURE 8: REASON FOR MAIN METHOD OF TRAVEL



Travel reasons varied considerably by the travel method used most often. Significant differences include[2]:

- *Journey time* was most important for those who drove a car or van (50%);
- *Reliability* was more important for those who drove(44%) or travel by public transport (37%) than those who used other methods;
- Those who drove were more likely to have stated they travelled this way because of *comfort* (45%);
- *Cost of travel* was more important for those who cycled (63%) or travelled on foot (60%) than those who drove (6%) or used public transport (27%);
- Those who travelled by bicycle (71%) or on foot (28%) were more likely to have cited *health benefits* than those who used other methods;
- Cyclists were more likely to have stated this travel method was *less stressful* (21%);

[2] Please see Appendix 2 for tabulation of mode vs. reason.

- Those who travelled by taxi (83%) or were a passenger in a car or van (57%) were most likely to have cited *disability reasons*.

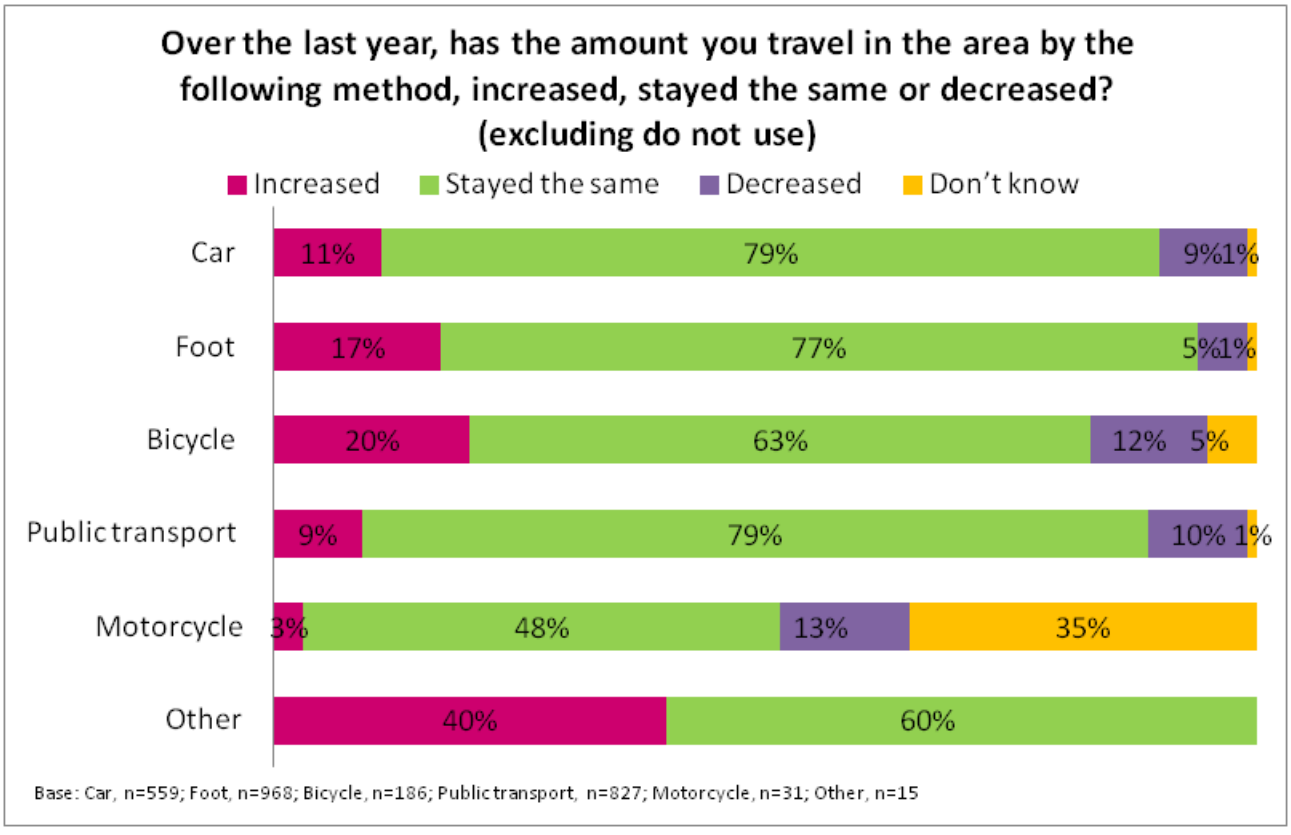
These reasons also show some interesting differences by demographic and geography:

- *Cost* and the perceived *health benefits* were most important for students (who were more likely to travel on foot). This were also a significant finding geographically with North respondents being more likely to have given these reasons than South respondents, which is due to the demographic profile of the North area which consisted of a higher proportion of student households.
- Families were more likely to be influenced by *journey times*, *reliability* and *convenience.*
- Older respondents and those with health or disability problems were more likely to have said that they have *to travel this way due to disability reasons* or because there was*no alternative.*

3.3. Change in Travel Methods

Residents were asked about any changes to their travel behaviour in the last year. The chart below shows the responses provided to this question for respondents, excluding the proportion who answered 'don't use'. Those who travelled by bicycle were most likely to have changed the amount in which they used this method, although it should be noted that a small proportion of respondents stated that they travelled by bicycle. One in five respondents (20%) stated they had increased the amount they cycle over the last year and 12% stated that they have decreased the amount they cycle.

FIGURE 9: CHANGE IN TRAVEL METHODS



Responses for this question (excluding those who don't use each travel method) have been analysed by proposed street speed limit. This revealed the following significant findings:

- Respondents who lived in the proposed 30mph streets were more likely to have increased their use of the car (17%) than those in the proposed 20mph streets (9%). Respondents who lived in the proposed 20mph streets were more likely to have reduced their car use (10% compared to 4% for proposed 30mph streets).
- More respondents living in the proposed 20mph streets said they had increased the amount they travelled by foot (19%) than respondents in the proposed 30mph streets (8%).

Analysis by demographic indicated that there were some groups who were more likely to have changed the frequency they travelled by different methods. Significant differences were:

- Females were more likely to have increased the amount they travelled by car (15%) than males (5%);
- Males were significantly more likely to have increased the amount that they cycled in the local area (26%) than females (12%).
- In general the proportion of respondents who said they had increased the amount that they travelled by active transport methods i.e. by foot or cycle decreased with age.
- Significantly more respondents aged 70 and over stated they had increased the amount they travelled by car (25%) than all other age groups.
- Respondents living in households with children were slightly more likely to have increased the amount that they travelled by foot (23%) than respondents who had no children in the household (16%).

4. TRAVEL FOR CHILDREN

4.1. Households with Children Under 16

One in ten respondents (10%) interviewed stated they had at least one child under the age of 16 in their household. Analysis by proposed speed limit street revealed that more households within the proposed 20mphstreets had children in the household (12%) than in proposed 30mph streets (4%). This may be expected due to the greater traffic volumes in the proposed 30mph streets.

Half of households with children under 16 said they had one child within this age group and 41% had two children.

Whilst analysis by a range of factors was carried out for households with children, care should be taken when reading these results as, due to the smaller numbers of households with children, the results of these analyses are not statistically significant. They have been reported, however, as they are interesting findings and provide an indication of parental attitudes to children's' safety. Both numbers and percentages have been reported in this analysis in order that the reader is not misled by percentages relating to small numbers.

4.2. Travel Methods for School Children

In terms of travel methods for school children, almost two thirds of children (62%) travelled to school on foot with 34% who travelled with adult supervision (39) and 29% without adult supervision (34).

Analysis by the age of child revealed that the main mode of transport for lower and older primary school children was travelling on foot with adult supervision (22 and 14 children respectively). Secondary school children were more likely to walk to school without adult supervision (22 children).

FIGURE 10: TRAVEL TO SCHOOL METHOD BY AGE OF CHILD

School travel methods by age group				
	Lower Primary	Older primary	Secondary	All school age children
Base	**43**	**35**	**38**	**116**
Bus	5%	11%	16%	10%
Car	33%	20%	8%	21%
Cycle with adult supervision	2%	0%	3%	2%
Cycle without adult supervision	0%	3%	3%	2%
On foot with adult supervision	51%	40%	8%	34%
On foot without adult supervision	7%	26%	58%	29%
Other	2%	0%	5%	3%

No analysis has been carried out on the basis of proposed 20mph versus proposed 30mph streets due to the very small numbers involved. However in relation to the overall geography of the area, children who lived in the South were more likely to travel by bus (21%, 11) than children in the North (1%, 1). On the other hand, children who lived in the North area were more likely to travel on foot with adult supervision (44%, 30) than those who lived in the South area (21%, 11).

FIGURE 11: TRAVEL TO SCHOOL METHOD BY GEOGRAPHY

School travel methods for school aged children analysed by geography			
Row Labels	**South Area**	**North Area**	**Overall**
Base	**52**	**68**	**120**
Bus	21%	1%	10%
Car	25%	19%	22%
Cycle with adult supervision	2%	1%	2%
Cycle without adult supervision	0%	3%	2%
On foot with adult supervision	21%	44%	34%
On foot without adult supervision	29%	28%	28%
Other	2%	3%	3%

4.3. Children's Independent Travel

37% of all children aged under 16 (60 children) were allowed to make local trips that involved them crossing a road without adult supervision. There was a direct correlation between the age of child and the response to this question. Perhaps unsurprisingly, no pre-school children were allowed to make local trips that involved crossing a road without adult supervision. This compares to 95% of secondary school children (36).

FIGURE 12: CHILDREN MAKING LOCAL TRIPS THAT INVOLVE CROSSING A ROAD WITHOUT ADULT SUPERVISION BY AGE

Independent travel by age group						
	Pre-school	**Lower primary**	**Older primary**	**Secondary**	**Refused**	**Overall**
Base	**44**	**43**	**35**	**38**	**4**	**164**
Yes	0%	9%	51%	95%	50%	37%
No	100%	91%	49%	5%	50%	63%

FIGURE 13: ATTITUDES TOWARDS PLAYING UNSUPERVISED BY AGE

Unsupervised play on pavement/ in street						
	Pre-school	Lower primary	Older primary	Secondary	Refused	Overall
Base	44	43	35	38	4	164
Yes	0%	12%	31%	82%	50%	30%
No	100%	88%	69%	18%	50%	70%

Three in ten children (30%, 49) were allowed to play unsupervised outside their home, on the pavement or in the street. This was directly correlated to the age of the child where older children were more likely to be allowed to play unsupervised.

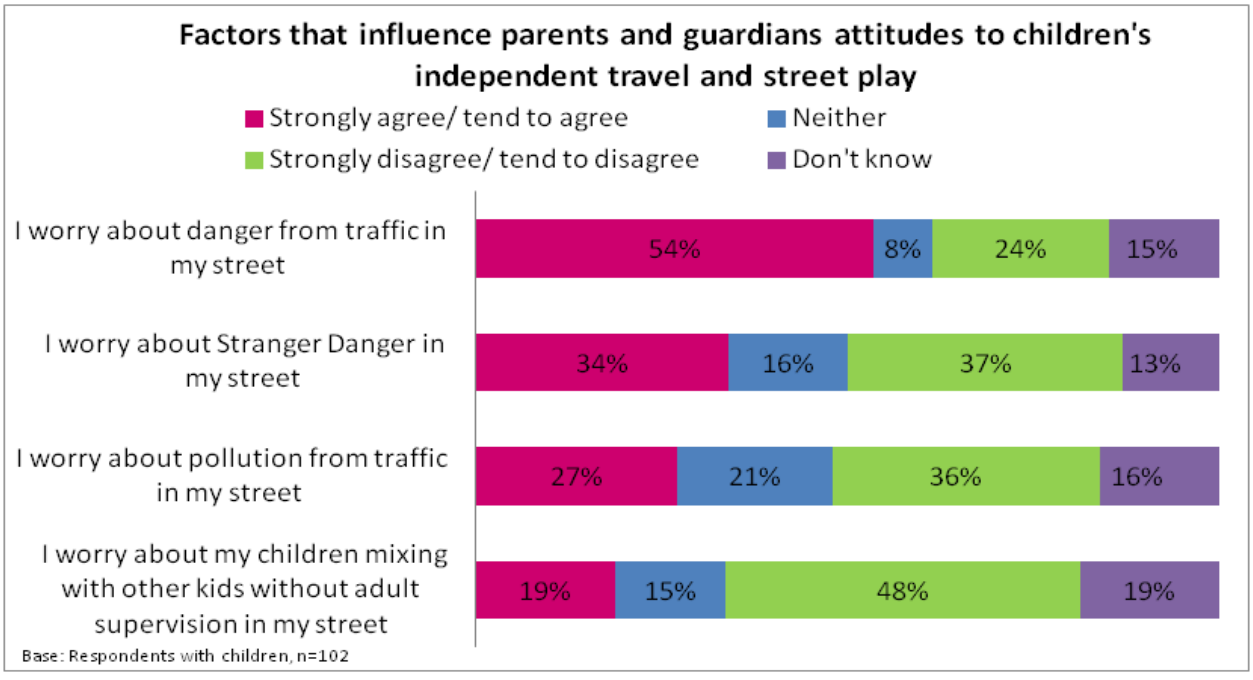
As age increased the proportion of children who were allowed to play unsupervised also increased, from 12% (5) for lower primary school aged children to 31% (11) for older primary school aged children to 82% (31) of secondary aged children.

4.4. Factors that Influence Parents' and Guardians' Attitudes to Children's Independent Travel

Respondents with children were asked to give their opinions on various factors that influence parents' or guardians' attitudes to children's independent travel and street play. Of the things that were asked about, danger from traffic in the street was the biggest concern for parents (54%). A sizeable minority worried about the following factors:

- I worry about stranger danger in my street (34% agree)
- I worry about pollution from traffic in my street (27% agree)
- I worry about my children mixing with other kids without adult supervision in my street (19% agree)

FIGURE 14: PARENTAL ATTITUDES TOWARDS CHILDREN'S INDEPENDENT TRAVEL AND STREET PLAY

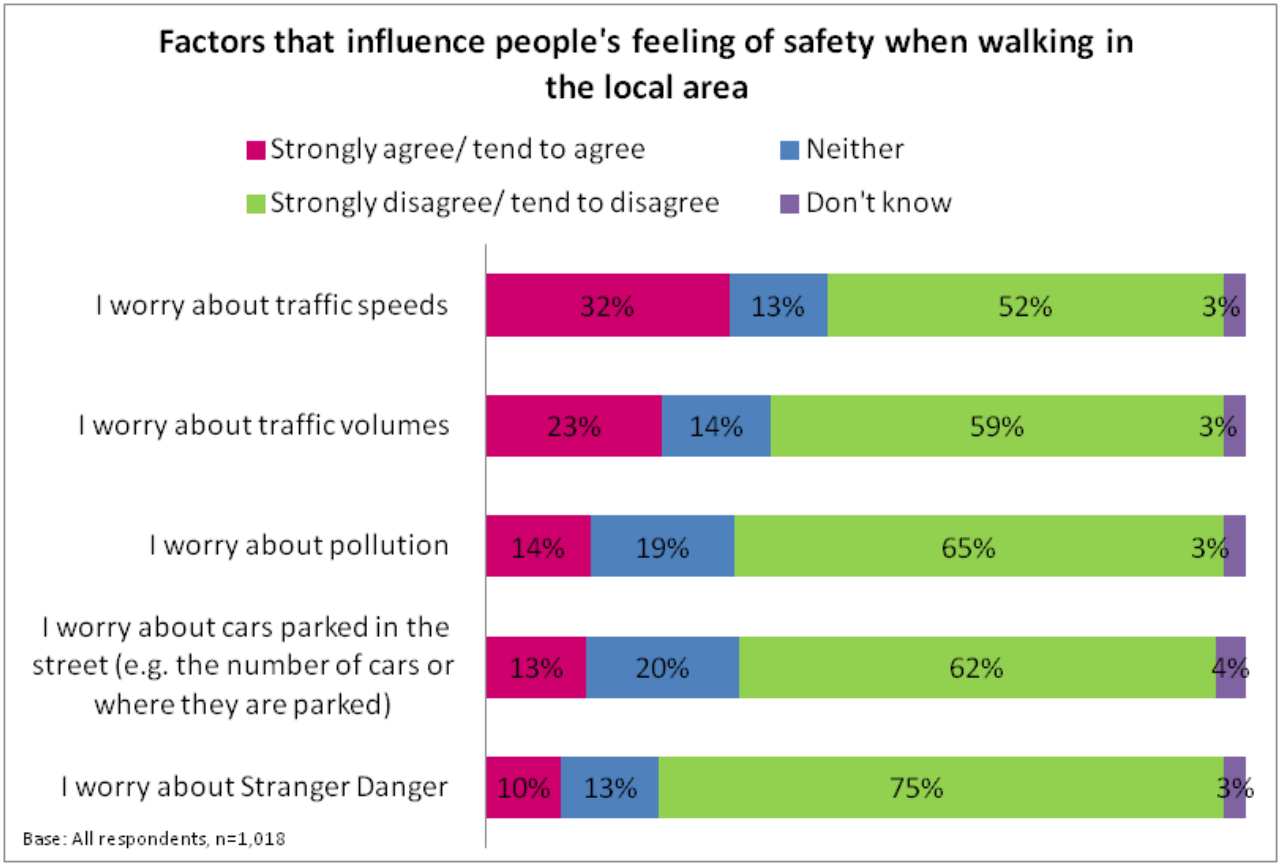


5. ATTITUDES TOWARDS ROAD SAFETY

5.1. Factors that Influence People's Feeling of Safety when Walking

All respondents were asked to state the extent to which they agreed or disagreed with various factors which may influence people's feeling of safety when walking in the local area. From those factors which were asked about, traffic speed was the biggest concern for respondents overall with 32% agreeing that this was a factor that influences people's feeling of safety when walking in the local area. This was followed by traffic volumes (23%) being the second greatest level of concern from the factors asked about.

FIGURE 15: INFLUENCE ON FEELING OF SAFETY WHEN WALKING



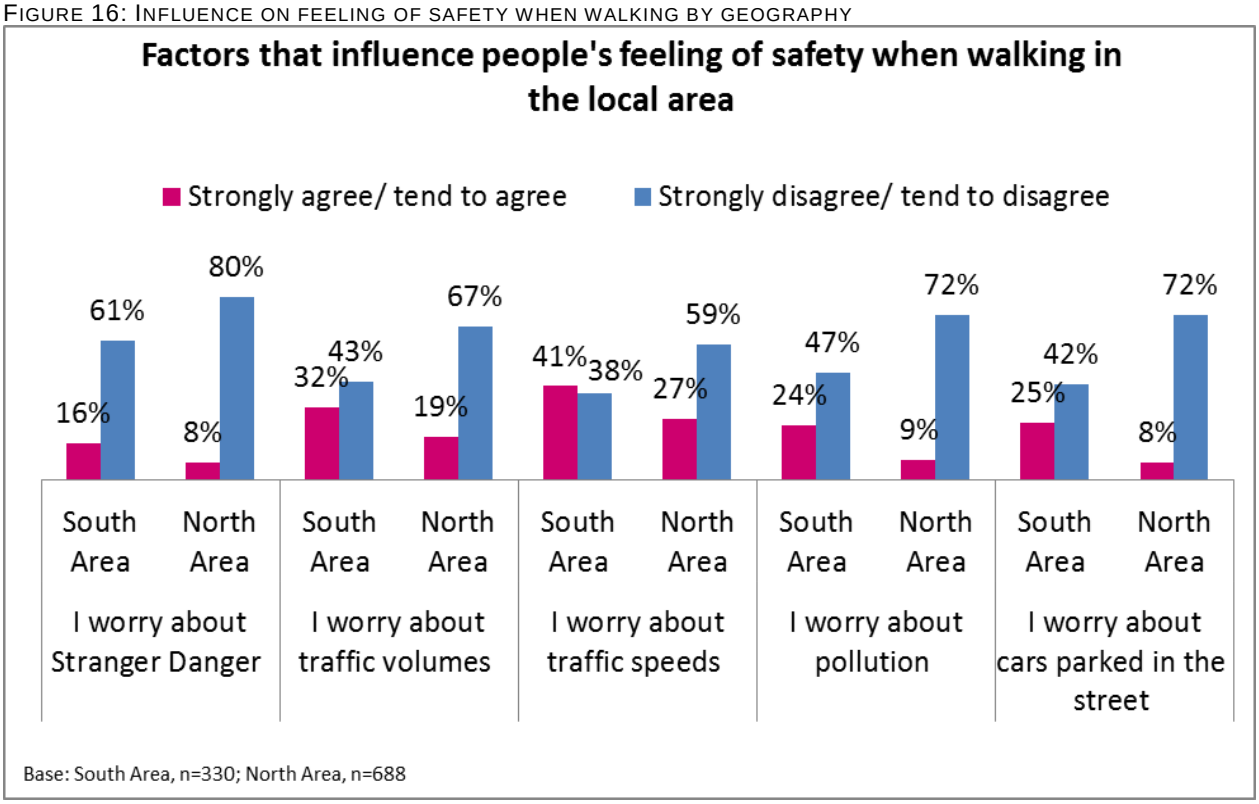
Respondents who lived in proposed 20mph streets were significantly more likely to agree that traffic speeds (34%) was a factor that influences people's feeling of safety than those in the proposed 30mph streets (27%).

Respondents with children (49%) were significantly more likely to agree that traffic speeds were a factor that influences people's feeling of safety than those without (30%).

Respondents who lived in the South had a higher level of agreement to these statements. Significant differences between the areas noted were:

- 32% of South respondents agreed that people worry about traffic volumes compared to 19% of respondents in the North;
- 41% of South respondents agreed that people worry about traffic speeds compared to 27% of respondents in the North;
- 25% of South respondents agreed that people worry about cars parked in the street compared to 8% of respondents living in the North.

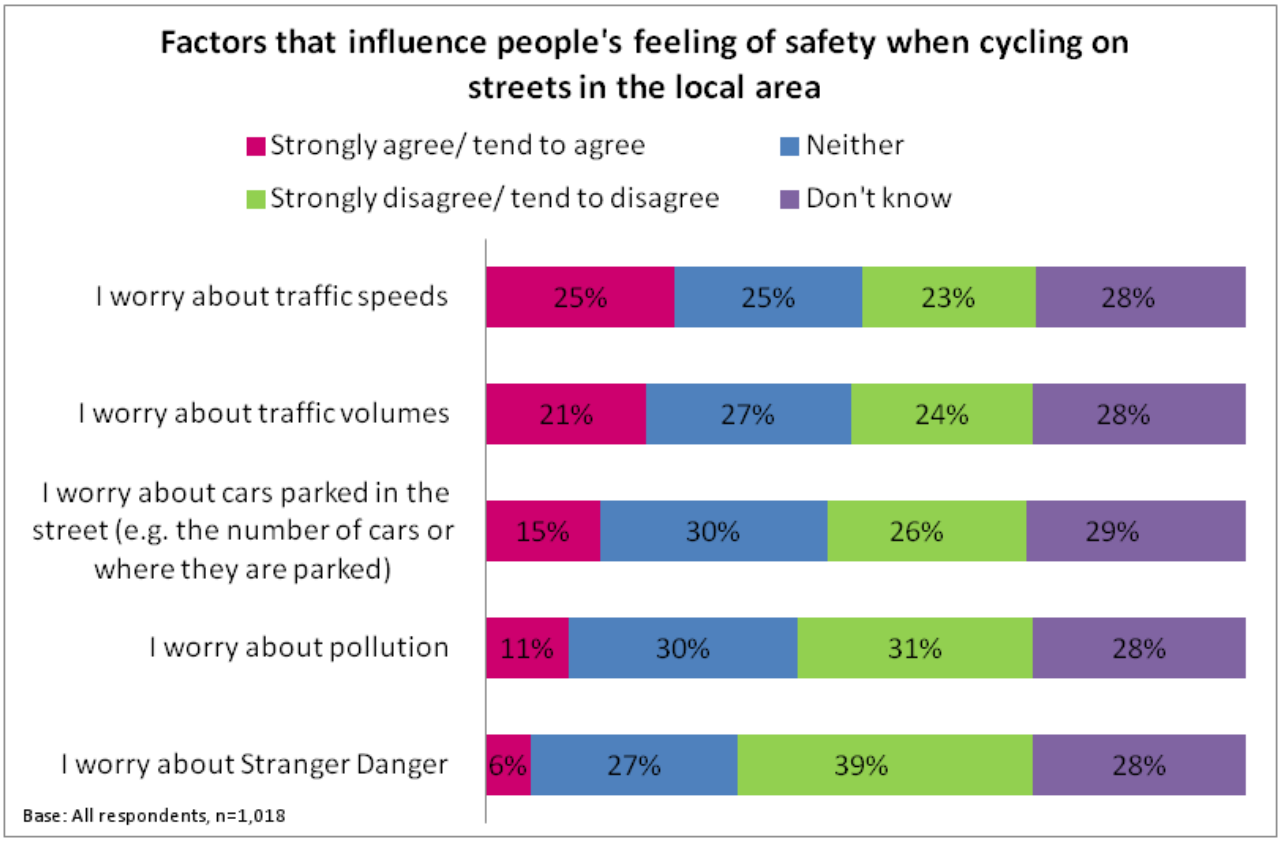
FIGURE 16: INFLUENCE ON FEELING OF SAFETY WHEN WALKING BY GEOGRAPHY



5.2. Factors that Influence People's Feeling of Safety when Cycling

All respondents, regardless of whether they cycled or not, were asked about factors they perceived as influencing people's feeling of safety when cycling on the streets in the local area. As was the case in relation to factors which influence people's feeling of safety when walking, traffic speeds was the biggest concern from the factors asked about. One quarter of respondents (25%) agreed that people worry about this. This was followed by traffic volumes (21%), again as was the case in relation to walking.

FIGURE 17: FACTORS INFLUENCING FEELING OF SAFETY WHEN CYCLING



There were some significant differences noted by area, specifically:

- 26% of respondents who lived in the proposed 30mph streets perceived that people worry about traffic volumes when cycling in the local area compared to 20% for those in the proposed 20mph streets.
- Respondents who lived in the South were more likely to perceive that people worry about traffic speeds (31%) than those in the North (22%).
- Those who lived in the South were more likely to perceive that people worry about cars parked in the streets (20%) than those in the North (13%).

The table below shows the responses to this question broken down by regular cyclists, those who rarely cycle and those who do not own a bicycle.

Regular cyclists were significantly more likely to be worried about:

- traffic volumes,
- traffic speeds, and
- parked cars in the street.

It should be noted that many non cyclists stated either 'neither agree nor disagree' or 'don't know' to these statements.

FIGURE 18: FACTORS INFLUENCING FEELING OF SAFETY WHEN CYCLING, REGULAR CYCLISTS VS INFREQUENT VS NON-CYCLISTS

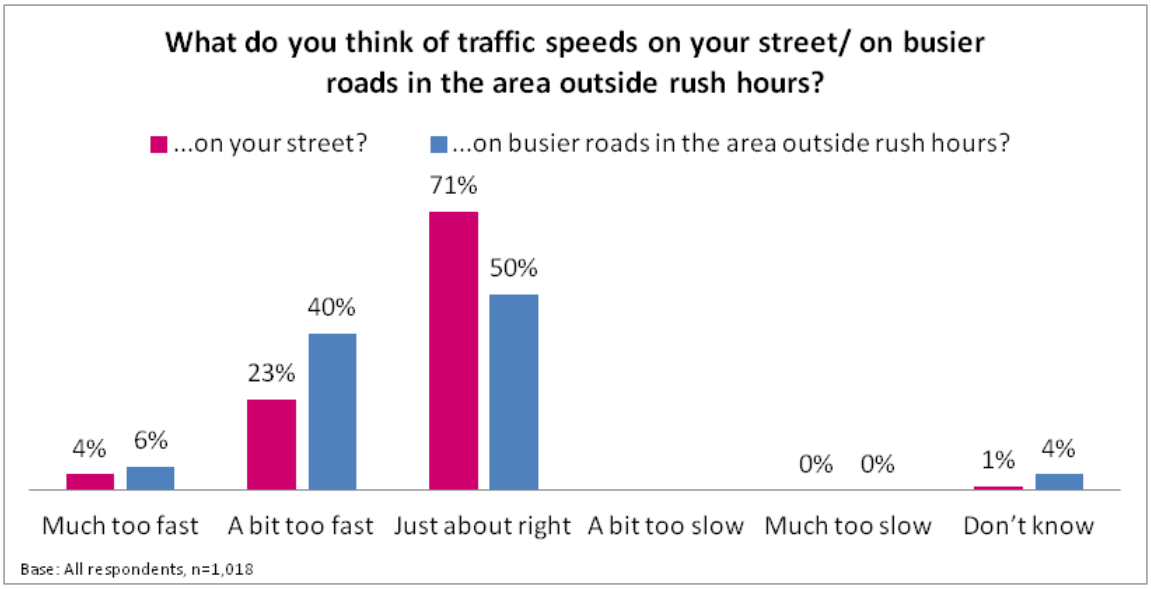
Factors that influence people's feeling of safety when cycling					
		% agree	% disagree	% neither	% don't know
I worry about Stranger Danger	Regular cyclist	7%	72%	18%	3%
	Infrequent cyclist	6%	54%	18%	23%
	Do not own a bicycle	5%	31%	30%	34%
I worry about traffic volumes	Regular cyclist	56%	26%	15%	3%
	Infrequent cyclist	17%	38%	23%	21%
	Do not own a bicycle	14%	21%	30%	34%
I worry about traffic speeds	Regular cyclist	65%	22%	12%	3%
	Infrequent cyclist	22%	40%	18%	21%
	Do not own a bicycle	17%	20%	28%	34%
I worry about pollution	Regular cyclist	28%	47%	22%	3%
	Infrequent cyclist	8%	47%	24%	21%
	Do not own a bicycle	8%	26%	32%	34%
I worry about cars parked in the street	Regular cyclist	44%	29%	21%	6%
	Infrequent cyclist	16%	40%	22%	21%
	Do not own a bicycle	9%	23%	33%	34%

6. ATTITUDES TOWARDS TRAFFIC SPEEDS

6.1. Home Street Traffic Speeds

Over 7 in 10 respondents (71%) felt that the traffic speed on their street was just about right, 27% said the speed was much or a bit too fast and less than 1% said traffic speeds were too slow. Fewer respondents felt that traffic speeds on busier roads in the area outside rush hour were just about right (50%), and 46% felt that they are much or a bit too fast.

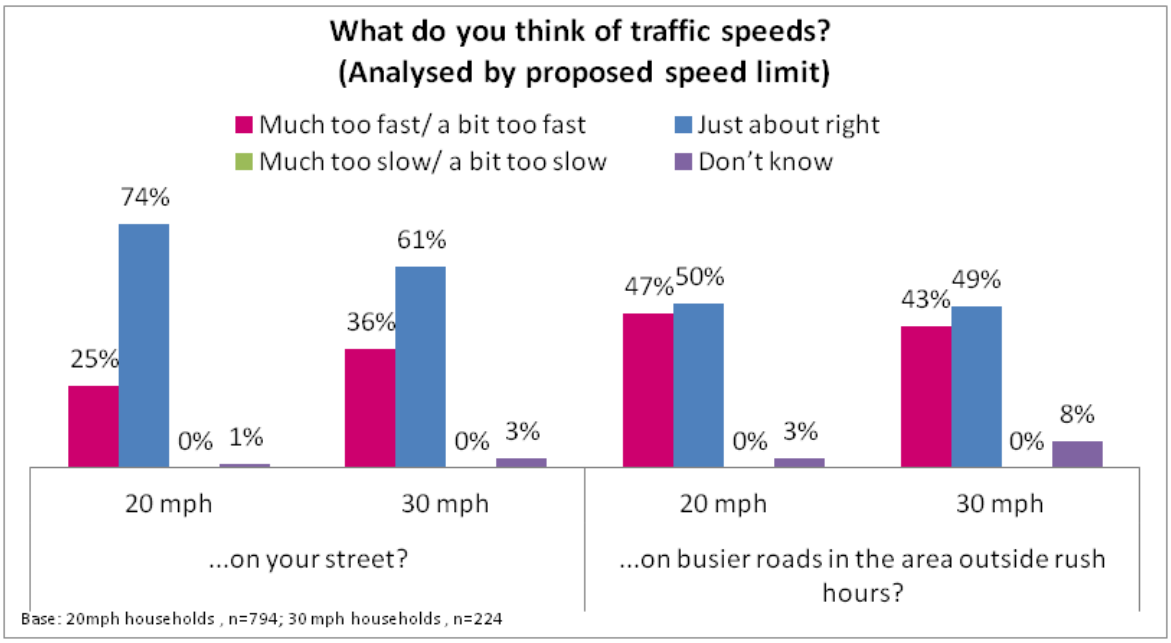
FIGURE 19: PERCEPTIONS OF TRAFFIC SPEEDS



Respondents who lived on proposed 30mph streets were significantly more likely to consider traffic speeds on their street to be too fast (36%) compared to those who lived on proposed 20mph streets (25%). There was little difference of perception of traffic speeds on busier roads outside rush hours based on the proposed speed limit of the street in which the respondent lived.

This is interesting to note as respondents living on proposed 20mph streets were previously more likely to state that they worried about traffic speeds than those who lived on proposed 30mph streets. It would appear that this worry does not directly relate to the perception that traffic speeds were too fast.

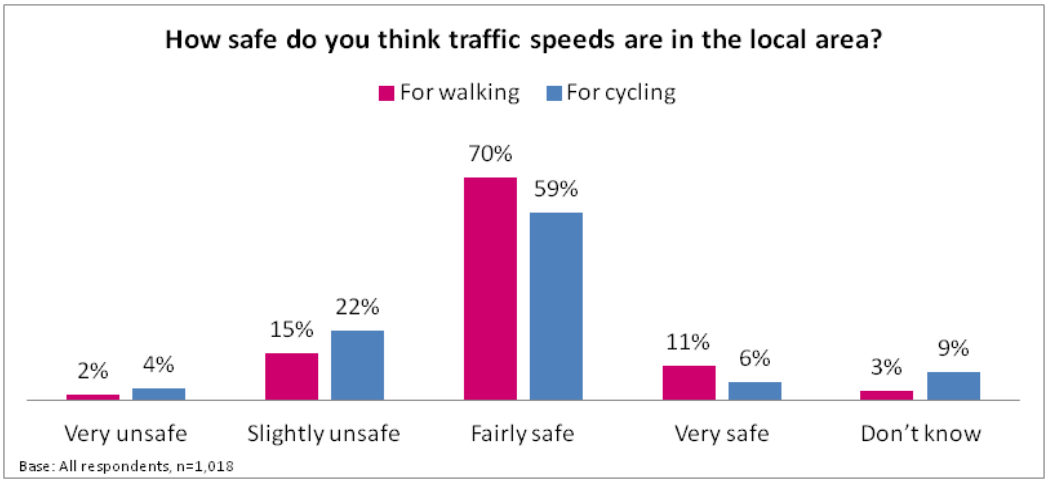
FIGURE 20: PERCEPTION OF TRAFFIC SPEEDS BY SPEED LIMIT AREA



6.2. Local Area Traffic Speeds

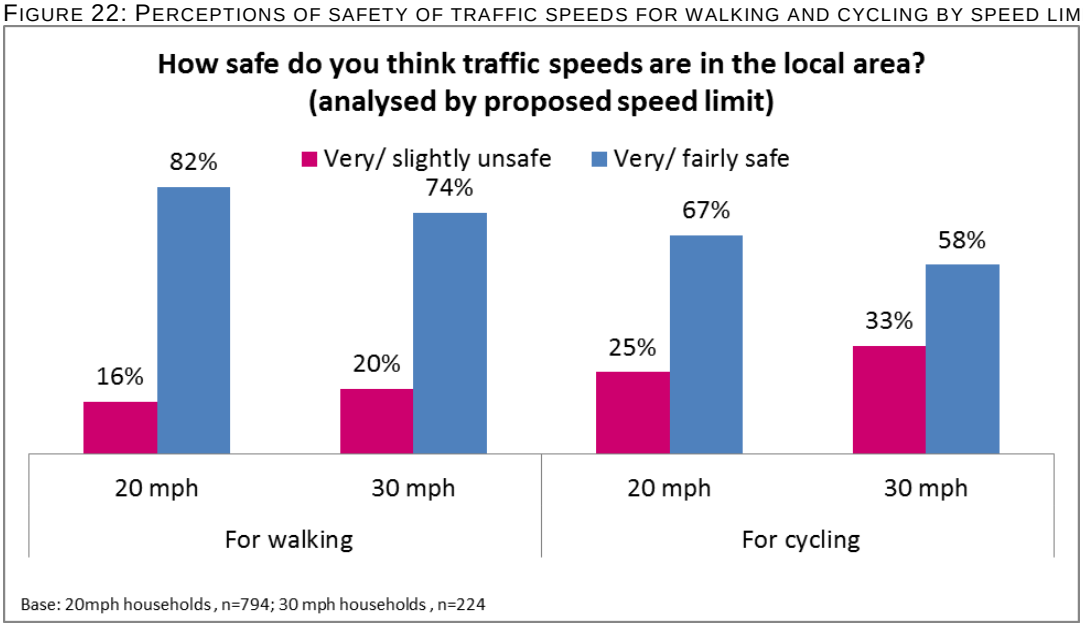
The majority of respondents considered traffic speeds for walking (81%) and cycling (65%) very or fairly safe. Respondents were more likely to consider traffic speeds unsafe for cycling (26%) than for walking (17%). This is an interesting finding given the responses given to earlier questions on the extent to which respondents perceived that traffic speeds influence people's feeling of safety when walking and cycling. In response to these questions, respondents were more likely to indicate that they believed traffic speeds were an influence on people's feeling of safety when walking (32%) compared to cycling (25%).

FIGURE 21: PERCEPTION OF SAFETY OF TRAFFIC SPEEDS FOR WALKING AND CYCLING



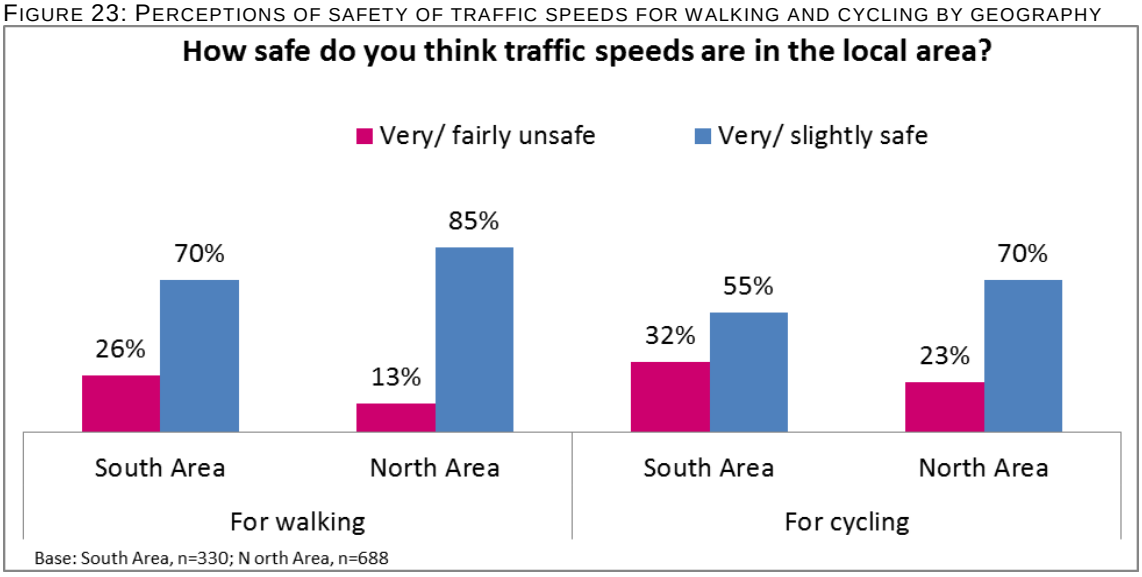
Respondents who lived in proposed 20mph streets were significantly more likely to consider traffic speeds in the local area to be very or fairly safe for both walking and cycling than those who lived in proposed 30mph streets.

FIGURE 22: PERCEPTIONS OF SAFETY OF TRAFFIC SPEEDS FOR WALKING AND CYCLING BY SPEED LIMIT AREA



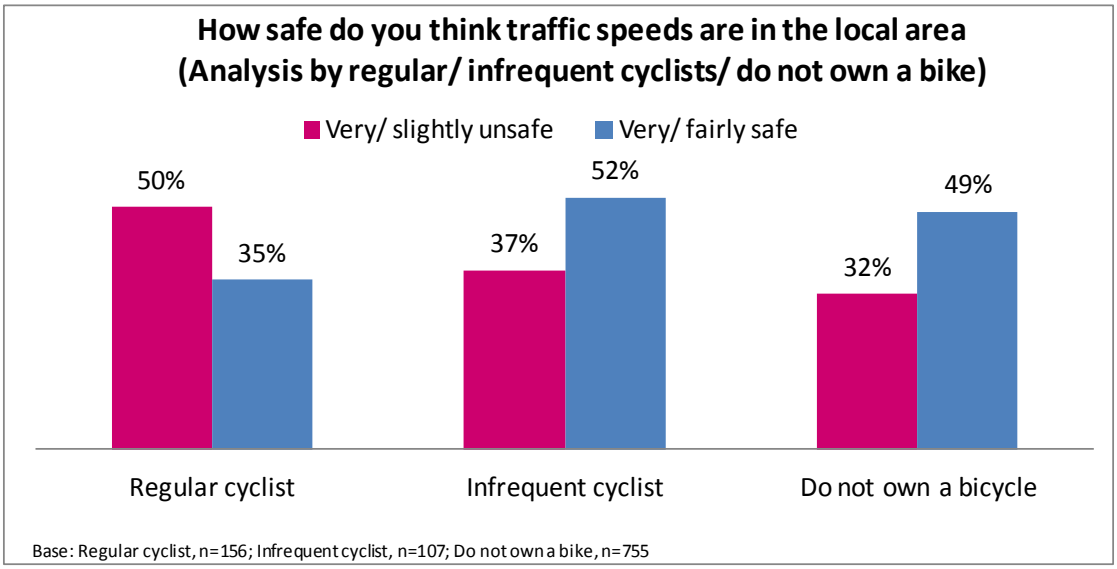
Analysis by geography indicates that those who lived in the North were significantly more likely to consider traffic speeds for walking and cycling to be very or fairly safe than those in the South. This correlates to the previous questions relating to influence of traffic speeds on feelings of safety when walking and cycling where respondents who lived in the South area were more likely to have expressed concern that traffic speeds influence people's feeling of safety for both walking and cycling than those in the North.

FIGURE 23: PERCEPTIONS OF SAFETY OF TRAFFIC SPEEDS FOR WALKING AND CYCLING BY GEOGRAPHY



Regular cyclists were significantly more likely to consider traffic speeds for cyclists to be very or fairly unsafe (47%) than respondents who did not cycle at all or cycle infrequently (23%). Again, this supports the earlier finding that regular cyclists were significantly more likely to believe that traffic speeds influence people's feeling of safety when cycling than those who cycled less frequently.

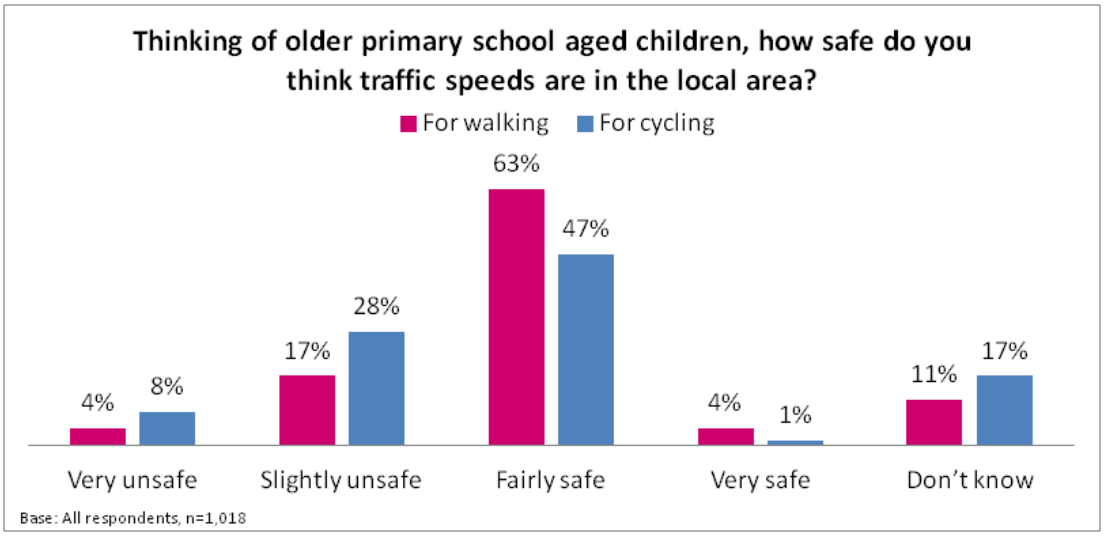
FIGURE 24: PERCEPTION OF SAFETY OF TRAFFIC SPEEDS FOR CYCLING BY REGULAR/ INFREQUENT CYCLISTS AND NON BICYCLE OWNERS



6.3. Traffic Speeds for Older Primary School Children

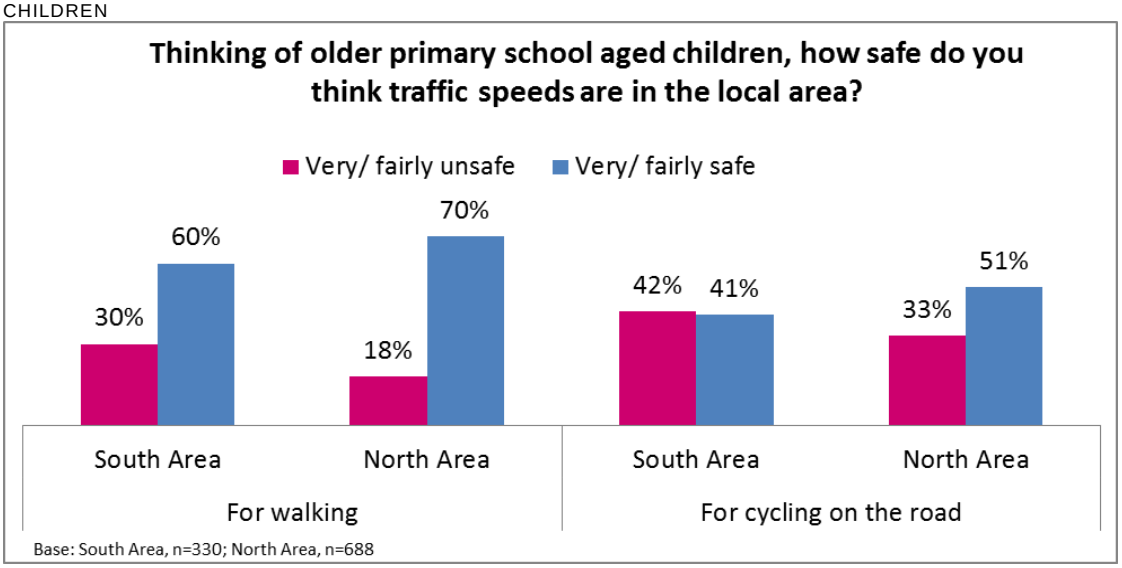
In terms of traffic speeds for older primary school children, two thirds of respondents (67%) said traffic speeds were very or fairly safe for walking and just under half (48%) said they were very or fairly safe for cycling. This was fairly consistent with the attitudes identified in relation to perception of attitudes towards walking and cycling generally in the area where respondents perceived traffic speeds as being more unsafe for cycling than walking. The extent to which they believed this to be the case, however, is greater for older primary school aged children than for adults.

FIGURE 25: PERCEPTION OF TRAFFIC SPEEDS FOR WALKING AND CYCLING FOR OLDER PRIMARY SCHOOL AGED CHILDREN



Respondents who lived in the South area were significantly more likely to consider traffic speeds to be unsafe for walking (30%) and cycling (42%) for older primary school aged children than those in the North.

FIGURE 26: PERCEPTION OF TRAFFIC SPEEDS FOR WALKING AND CYCLING FOR OLDER PRIMARY SCHOOL AGED CHILDREN



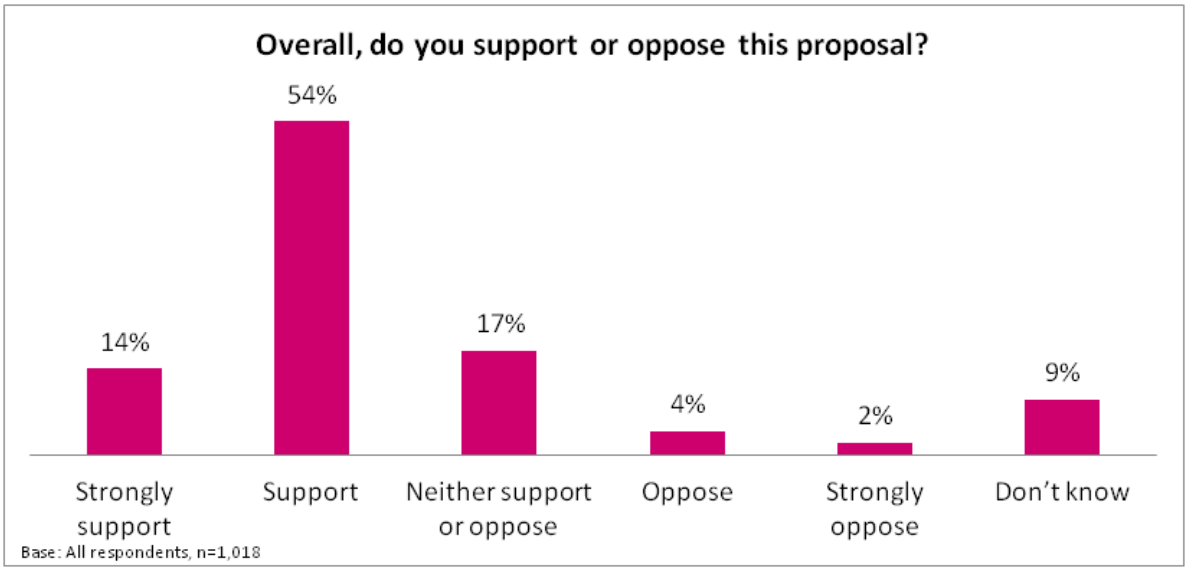
7. ATTITUDES TOWARDS PROPOSED 20MPH SPEED LIMIT

7.1. Opinions on the Proposed 20mph Speed Limit

Respondents were told "*The Council is about to put in place a 20mph speed limit on most residential streets around here. The area is shown on the map. There won't be any extra road humps but there will be signs and road markings at the entrances to roads with the new limit and smaller signs at intervals to remind people of the limit. Most of the busier roads will keep the 30mph limit. The proposal is on this map. Overall, do you support or oppose this?"*

The vast majority of respondents (68%) were in support of the proposed 20mph speed limit compared to just 6% who opposed this proposal.

FIGURE 27: OVERALL DO YOU SUPPORT OR OPPOSE THIS PROPOSAL?



Analysis indicated that whilst the overall support for the proposal is strong, there are some differences between groups. Significant differences in support were:

- Households with children were more likely to support this proposal with 83% of households with children in support compared to 67% of households without.
- In relation to proposed speed limit, respondents who lived in the proposed 30mph streets were significantly more likely to state that they 'don't know' if they support the proposal (13% compared to 8% in the proposed 20mph streets.
- Other interesting, although not statistically significant, findings by proposed street speed limit were that respondents who lived in the proposed 20mph streets were slightly more likely to be in support of this proposal (70%) than those in 30mph streets (64%). Additionally, the proportion opposing the proposal did not vary significantly by speed limit.

7.2. Benefits of the Proposed 20mph Speed Limit

Respondents were asked, unprompted, about the possible benefits of the proposed 20mph speed limit. The main benefits suggested by respondents were regarding safety for children, better conditions for walking, cycling and less accidents. These benefits suggested were consistent with the earlier research findings that traffic speeds were a concern in relation to walking and cycling and that danger from traffic was a significant influence in parents allowing children to play independently in the street or to walk independently in their area 18% of respondents felt they were not able to identify any specific potential benefits of the proposal.

FIGURE 28: PERCEIVED BENEFITS OF THE PROPOSED 20MPH SPEED LIMIT

Q10 What do you think the possible benefits of the 20mph speed limit could be?		
Base: All respondents, n=1018	**No.**	**%**
Safer for children to walk about the area	455	45%
Safer for children to play in the street	402	39%
Better conditions for walking	299	29%
Less accidents	246	24%
Better conditions for cycling	207	20%
Increased amount of cycling in the area	105	10%
Increased amount of walking in the area	94	9%
Less aggressive driving	66	6%
Better area to drive in	65	6%
Less noise	40	4%
Less through traffic	28	3%
Better/ safer for elderly	28	3%
Better air quality	16	2%
Less congestion	12	1%
Better community atmosphere	11	1%
Better for pedestrians/ crossing roads	9	1%
Slows down traffic/ less speeding	5	0%
Area will be safer/ parents less anxious/ people more careful	4	0%
Don't think it will make any difference	3	0%
More opportunity to stop and chat on the street	1	0%
Other benefits	13	1%
Don't know	11	1%
None	186	18%

The perceived possible benefits of increased safety for children to walk and play were the most common perceived benefits for all respondents. They were significantly more likely to be cited by those with children in the household:

- 70% of households with children perceived a benefit as being that it would be safer for children to play in the street (compared to 42% of those without);
- 60% of households with children perceived a benefit as being that it would be safer for children to walk about the area (compared to 37% of those without).

7.3. Disadvantages of the 20mph Speed Limit

In terms of the disadvantages, 8 in 10 respondents said they could not think of any possible disadvantages of the proposed 20mph speed limit. Where residents did have concerns these were mainly regarding more congestion and more aggressive driving.

FIGURE 29: PERCEIVED DISADVANTAGES OF THE 20MPH SPEED LIMIT

Q11 What do you think the possible disadvantages of the 20mph speed limit could be?		
Base: All respondents, n=1018	**No.**	**%**
More congestion	83	8%
More aggressive driving	70	7%
Worse air quality	27	3%
Worse area to drive in	25	2%
Longer journey time	9	1%
Traffic moving too slowly/ 20mph is too slow	9	1%
Don't think it will make a difference/ people will not stick to speed limit	7	1%
Drivers will become impatient/ frustrated	6	1%
Cost/ waste of money	4	0%
More noise	3	0%
There are no speed bumps	2	0%
More difficult to park	2	0%
Other disadvantages	6	1%
Don't know	8	1%
None	815	80%

8. CONCLUSIONS

There was strong support for the introduction of the 20mph speed limit in the proposed streets across south central Edinburgh. This was the case across all resident groups, although most notably prevalent amongst those who had children and, interestingly, those that lived in the proposed 20mph streets.

One of the key objectives of the introduction of the 20mph speed limit is to ensure that residents feel safe when walking and cycling within the area and therefore to encourage a modal shift. In this respect it is worth noting that 38% of respondents stated that they travelled by foot most often and 32% stated they travelled by public transport most often. One in five respondents (20%) stated that they drove a car or van most often.

There was agreement from parents that danger from traffic is a concern in relation to their attitude to allowing children to travel independently and play in the street. This is reflected in the finding that the top two perceived benefits of the introduction of the 20mph speed limit were that it will be safer for children to walk about the area and safer for children to play in the street. The level of concern relating to traffic speeds was, across the board, significantly higher for households with children than those without. Regardless of whether the household has children, though, improved safety of children in the area was perceived as being one of the main benefits of the implementation of the 20mph speed limit.

Traffic speeds were cited as the greatest concern, from a number of factors listed, in relation to people's feeling of safety when walking and cycling in the local area. It should be noted, however, that this was a concern for a significant minority as opposed to the majority of respondents. In relation to concern about traffic speeds for cycling, cyclists were more likely to agree that they worried about traffic speeds when cycling in the local area than those who did not.

Whilst traffic speeds were highlighted as an issue which may impact on people's feeling of safety when walking and cycling in the local area, the majority believed that traffic speeds in their street were about right. Just over one quarter felt that traffic speeds on their street were too fast, whilst less than 1% felt they were too slow. Additionally, it is interesting to note that when considering the speed of traffic in their street and their perception of how safe they are for walking and cycling, the majority felt that speeds were fairly safe (59% to 70%) as opposed to very safe (6% to 11%). When looking at the difference between walking and cycling, respondents were more likely to consider traffic speeds safe for walking than for cycling, as was evidenced in the earlier results where.

The main anticipated benefits of the introduction of the proposed speed limit were consistent with the highlighted concerns relating to the impact of traffic speeds in the area. In addition to improved safety for children highlighted earlier, other main perceived benefits related to improved conditions for walking and cycling in the area and increased walking and cycling in the area.

Appendix 1

Survey Questionnaire

Project number	**P445**
Project name	**Evaluation of the implementation of 20mph speed limits in south Edinburgh; 'before' survey**

Respondent name **Record in capitals**													
Address **Record in capitals**													
Postcode **Record in capitals**													
Telephone Number													

[INTERVIEWER: CLOSE INTERVIEW BY READING OUT STATEMENT]
"Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."

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

Interviewer No:		Name:	
Questionnaire No		Signature:	
On quota:		Date:	
Edited by:		Duration	
Back checked by:			

Introduction:Good morning/afternoon/evening. My name is …… and I work for the market research company Research Resource. I'm doing some research for the City of Edinburgh Council into people's experiences and opinions of travel in the local area. Please can you spare some time to take part?
I'd like to ask some questions about how you travel locally

SCREENING:

Do you normally live here?

☐1 Yes *If **Yes**, continue to Q1*	☐2 No *thank respondent for their time, and terminate interview*

INTERVIEW

Q1. I'd like you to think about local journeys you made largely within the area shown on this map in the past year. Can you tell me which means of travel you used most often and which second most often? [INTERVIEWER: *present map. 'largely within the area' means within or just outside the area, for example to the University campuses, Cameron Toll, or Morningside]*

	Most often	2nd most often
Public transport - bus or coach	☐ 1	☐ 1
Motorcycle, scooter or moped	☐ 2	☐ 2
Drive car or van	☐ 3	☐ 3
Passenger in car or van	☐ 4	☐ 4
Taxi/minicab	☐ 5	☐ 5
Bicycle	☐ 6	☐ 6
On foot	☐ 7	☐ 7
Other method (please specify)	☐ 8	☐ 8

Q2. I would now like you to think about the local journeys that you make most often, that is, by {mode selected as most often at Q1}:Please tell me why you travel this way?[INTERVIEWER: *present map. Do not prompt unless no response. Code as appropriate; as many as apply*]

journey time	☐ 1
reliability	☐ 2
safety	☐ 3
comfort	☐ 4
convenience [INTERVIEWER PROBE: Why is it convenient?]	☐ 5
cost	☐ 6
difficulty/cost of parking	☐ 7
habit/always done this	☐ 8
health benefits	☐ 9
less stressful	☐ 10
need car/bike at destination	☐ 11
environmental benefits	☐ 12
no alternative	☐ 13
carry stuff/ take stuff with me	☐ 14
Disability means have to travel this way	☐ 15
other (please specify)	☐ 16

Q3. Over the last year, has the amount you travel in the area by the following methods increased, stayed the same, or decreased? [INTERVIEWER: *present map and show card. Code one option per means of transport*]

	Don't use this means of transport within the area	Increased	Stayed the same	Decreased	Don't know
Car	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Foot	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Bicycle	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Public transport	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Motorcycle	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Other (please specify)	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Q4 a) Are there any children under 16 living in this household?

☐1 Yes *If **Yes**, continue to Q4b to Q4f*	☐2 No *If **No**, go to Q5*

Q4 b)How old is each child?[INTERVIEWER: *write in the age of each child. Question c is to be asked only of school age children. If no school age children in the household go to d]*

c) I'd like to ask a series of questions about the children and how they travel. Firstly, for school age children, how do they usually travel to school?[INTERVIEWER: *use show card and code <u>all</u> methods for each child, for example, if they travel by bus do they walk or are they driven to the bus stop?*]

d) [ASK FOR ALL CHILDREN] Do you allow them to make any other local trips that involve crossing a road without <u>adult</u> supervision?

e)[ASK FOR ALL CHILDREN] Do you allow them to play unsupervised outside your home, for example, on the pavement or in the street?

		c) How do they usually travel to school? [SCHOOL AGE CHILDREN ONLY]							d) crossing roads without adult supervision [ALL]		e) allowed to play in the street? [ALL]	
	b) How old is each child?	Car	On foot *with* adult supervision	On foot *without* adult supervision	Cycle *with* adult supervision	Cycle *without* adult supervision	Bus	Other	Yes	No	Yes	No
Child 1		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2
Child 2		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2
Child 3		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2
Child 4		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2
Child 5		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2
Child 6		☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐1	☐2	☐1	☐2

f) Here are some statements about factors that influence parents and guardians attitudes to children's independent travel and street play. Can you let me know how much you agree with these statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I worry about Stranger Danger in my street	☐1	☐2	☐3	☐4	☐5	☐6
I worry about my children mixing with other kids without adult supervision in my street	☐1	☐2	☐3	☐4	☐5	☐6
I worry about danger from traffic in my street	☐1	☐2	☐3	☐4	☐5	☐6
I worry about pollution from traffic in my street	☐1	☐2	☐3	☐4	☐5	☐6

Q5A:Here are some statements about factors that influence people's feelings of safety when walking. Thinking of the local area, how much do you agree or disagree with these statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I worry about Stranger Danger	☐1	☐2	☐3	☐4	☐5	☐6
I worry about traffic volumes	☐1	☐2	☐3	☐4	☐5	☐6
I worry about traffic speeds	☐1	☐2	☐3	☐4	☐5	☐6
I worry about pollution	☐1	☐2	☐3	☐4	☐5	☐6
I worry about cars parked in the street (e.g. the number of cars or where they are parked)	☐1	☐2	☐3	☐4	☐5	☐6
I worry about other things (PLEASE SPECIFY)						

Q5B:Now thinking about cycling on streets in the local area. How much do you agree or disagree with the same statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I worry about Stranger Danger	☐1	☐2	☐3	☐4	☐5	☐6
I worry about traffic volumes	☐1	☐2	☐3	☐4	☐5	☐6
I worry about traffic speeds	☐1	☐2	☐3	☐4	☐5	☐6
I worry about pollution	☐1	☐2	☐3	☐4	☐5	☐6
I worry about cars parked in the street (e.g. the number of cars or where they are parked)	☐1	☐2	☐3	☐4	☐5	☐6
I worry about other things (PLEASE SPECIFY)						

ASK ALL
Q6: What do you think of traffic speeds a) on your street and b) busier roads in the area outside rush hours?

	Much too fast	A bit too fast	Just about right	A bit too slow	Much too slow	Don't know
My street	☐1	☐2	☐3	☐4	☐5	☐6
Busier roads in the area (egBlackford Ave, Marchmont Rd, Grange Rd)	☐1	☐2	☐3	☐4	☐5	☐6

Q7: How safe do you think traffic speeds are in the local area?

	Very unsafe	Slightly unsafe	Fairly safe	Very safe	Don't know
For walking	☐1	☐2	☐3	☐4	☐5
For cycling	☐1	☐2	☐3	☐4	☐5

Q8: Thinking of older primary-school aged children, how safe do you think traffic speeds are in the local area?

	Very unsafe	Slightly unsafe	Fairly safe	Very safe	Don't know
For walking	☐1	☐2	☐3	☐4	☐5
For cycling on the road	☐1	☐2	☐3	☐4	☐5

[INTERVIEWER: READ OUT INTRO TO Q9]

"The Council is about to put in place a 20mph speed limit on most residential streets around here. The area is shown on the map. There won't be any extra road humps but there will be signs and road markings at the entrances to roads with the new limit and smaller signs at intervals to remind people of the limit. Most of the busier roads will keep the 30mph limit. The proposal is shown on this map."

Note to interviewer. Work to install the new signs is due to start in early January and the limit is scheduled to come into force in late March.

Q9: Overall, do you support or oppose this?

Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Don't know
☐1	☐2	☐3	☐4	☐5	☐6

Q10: What do you think the possible benefits of the 20mph speed limit could be?
[INTERVIEWER:*Do not prompt.Code as appropriate; as many as apply]*

Safer for children to play in the street	☐ 1
Safer for children to walk about the area	☐ 2
Increased amount of walking in the area	☐ 3
Better conditions for walking	☐ 4
Increased amount of cycling in the area	☐ 5
Better conditions for cycling	☐ 6
Better area to drive in	☐ 7
Less accidents	☐ 8
Less noise	☐ 9
Better community atmosphere	☐ 10
Less congestion	☐ 11
Less aggressive driving	☐ 12
Less through traffic	☐ 13
Better air quality	☐ 14
More opportunity to stop and chat on the street	☐ 15
Other benefits (please specify)	☐ 16
None	☐ 17

Q11: What do you think the possible disadvantages of the 20mph speed limit could be?
[INTERVIEWER:*Do not prompt.Code as appropriate; as many as apply]*

More noise	☐ 1
More congestion	☐ 2
More aggressive driving	☐ 3
Worse air quality	☐ 4
Worse area to drive in	☐ 5
Other disadvantages (please specify)	☐ 6
None	☐ 7

ABOUT YOU AND YOUR HOUSEHOLD

Finally, I'd like to ask some questions about you and your household. These will only be used to analyse the survey results to see if people in certain situations or with certain characteristics feel differently to others. All the information you give will be kept totally confidential and used only for analysis purposes.

Q12: Which of the following age groups do you fall into? *Interviewer ask age group and gender*

	Male	Female
16-19	☐ 1	☐ 1
20-29	☐ 2	☐ 2
30-39	☐ 3	☐ 3
40-49	☐ 4	☐ 4
50-59	☐ 5	☐ 5
60-69	☐ 6	☐ 6
70-79	☐ 7	☐ 7
80+	☐ 8	☐ 8

Q13: Which of the following best describes the composition of your household?
[INTERVIEWER:*Showcard. Code one only]*

Single Adult under 65 years	☐ 1
Single Adult over 65 years	☐ 2
Two adults both under 65	☐ 3
Two adults at least one aged over 65 years	☐ 4
Three adults all over 16 years	☐ 5
1-parent family with children, at least one under 16 years	☐ 6
2-parent family with children, at least one under 16 years	☐ 7
Other	☐ 8

Q14: Which of the following best describes your current situation? [INTERVIEWER:*Showcard. Code one only]*

Working – full time (35+ hrs)	☐ 1
Working – Part-time (9-34hrs)	☐ 2
Self-employed	☐ 3
Unemployed and seeking work	☐ 4
Permanently retired from work	☐ 5
Looking after home or family	☐ 6
Permanently sick or disabled	☐ 7
In further/ higher education	☐ 8
Government work or training scheme	☐ 9
Unable to work due to short term illness or injury	☐ 10
Other	☐ 11
Refused	☐ 12

Q15: Do you have any of the following conditions which are expected to last at least 12 months?[INTERVIEWER: *tick all that apply*]

No condition	☐ 1
Developmental disorder (e.g. Autistic Spectrum Disorder or Asperger's Syndrome)	☐ 2
Learning difficulty (r.g. dyslexia)	☐ 3
Learning disability (e.g. Down's Syndrome)	☐ 4
Blindness or partial sight loss	☐ 5
Deafness or partial hearing loss	☐ 6
Mental health condition	☐ 7
Physical disability	☐ 8
Long term illness, disease or condition	☐ 9
Other condition, write in	☐ 10

Q16: How many cars are normally available for use by your household?

One	Two	Three or more	None
☐ 1	☐ 2	☐ 3	☐ 4
Go to Q17			*Ask Q18*

Q17: How often do you drive a car/ van nowadays for private purposes (including travelling to work but ignoring any driving which is part of your job)?

Every day	☐ 1
At least three times a week	☐ 2
Once or twice a week	☐ 3
At least 2 or 3 times a month	☐ 4
At least once a month	☐ 5
Less than once a month	☐ 6
Never, do not drive	☐ 7

Q18: How many bicycles are normally available for use by adults in your household?

One	Two	Three or more	None
☐ 1	☐ 2	☐ 3	☐ 4
Go to Q19			*Ask Q20*

Q19: How often do you cycle nowadays for private purposes (including travelling to work but ignoring any cycling which is part of your job)?

Every day	☐ 1
At least three times a week	☐ 2
Once or twice a week	☐ 3
At least 2 or 3 times a month	☐ 4
At least once a month	☐ 5
Less than once a month	☐ 6
Never, do not cycle	☐ 7

Q20: Please could you tell me your home postcode? This will only be used to map the geographical representation of respondents taking part in the survey and no other purpose.

_____

Q21: City of Edinburgh Council may wish to carry out follow up research to this survey through focus group discussions. These would involve asking around 8 people (other people who live in this area) to take part in a group discussion that would be held in the local area. Would you be willing to be re contacted at a later date to see if you would be interested in participating in one of these? Please remember, even if you say yes now, you can say no later.

☐ 1 Yes	☐ 2 No

Q22: Finally, do you have any further comments on the proposed 20mph limit in your area?

That's all of our questions, thank you for your time participating in our research.

Appendix 2

Tabulation of mode of transport vs reason

Break % Respondents	Base	Q1a Most often							
		Public transport - bus or coach	Motorcycle, scooter or moped	Drive car or van	Passenger in car or van	Taxi/minicab	Bicycle	On foot	Other method
Total	**1018**	**32%**	**0%**	**20%**	**4%**	**1%**	**6%**	**38%**	**1%**
Q2 I would now like you to think about the local journeys...									
journey time	247	38%	-	40%	1%	-	3%	17%	-
reliability	279	43%	0%	32%	1%	-	5%	18%	-
safety	54	37%	-	37%	-	-	2%	24%	-
comfort	145	29%	-	63%	6%	-	-	3%	-
convenience	282	28%	-	22%	3%	0%	7%	40%	-
cost	364	24%	-	2%	1%	0%	10%	64%	-
difficulty/cost of parking	38	55%	-	8%	-	-	3%	34%	-
habit/always done this	73	27%	-	10%	-	-	3%	59%	1%
health benefits	170	6%	-	5%	2%	-	24%	64%	-
less stressful	80	30%	-	5%	1%	1%	15%	48%	-
need car/bike at destination	22	-	-	91%	-	-	5%	5%	-
environmental benefits	21	24%	-	-	-	-	62%	14%	-
no alternative	163	75%	-	2%	3%	-	2%	17%	1%
carry stuff/ take stuff with me	72	53%	-	36%	3%	-	-	8%	-
Disability means have to travel this way	40	3%	-	23%	53%	13%	-	-	10%
Other	6	17%	-	50%	-	-	-	17%	17%
Don't drive	10	80%	-	-	-	-	-	20%	-