

The Road Safety Authority 30 km/h speed limits (pre campaign)

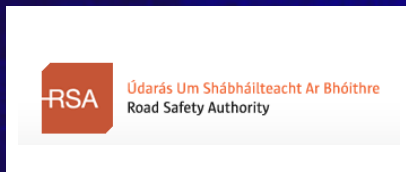
National Survey March 2023

March 2023

J. 224246

Prepared by:
John O Mahony

B&A



RSA 30 km/h speed limits (pre-campaign)



Research Background & Objectives



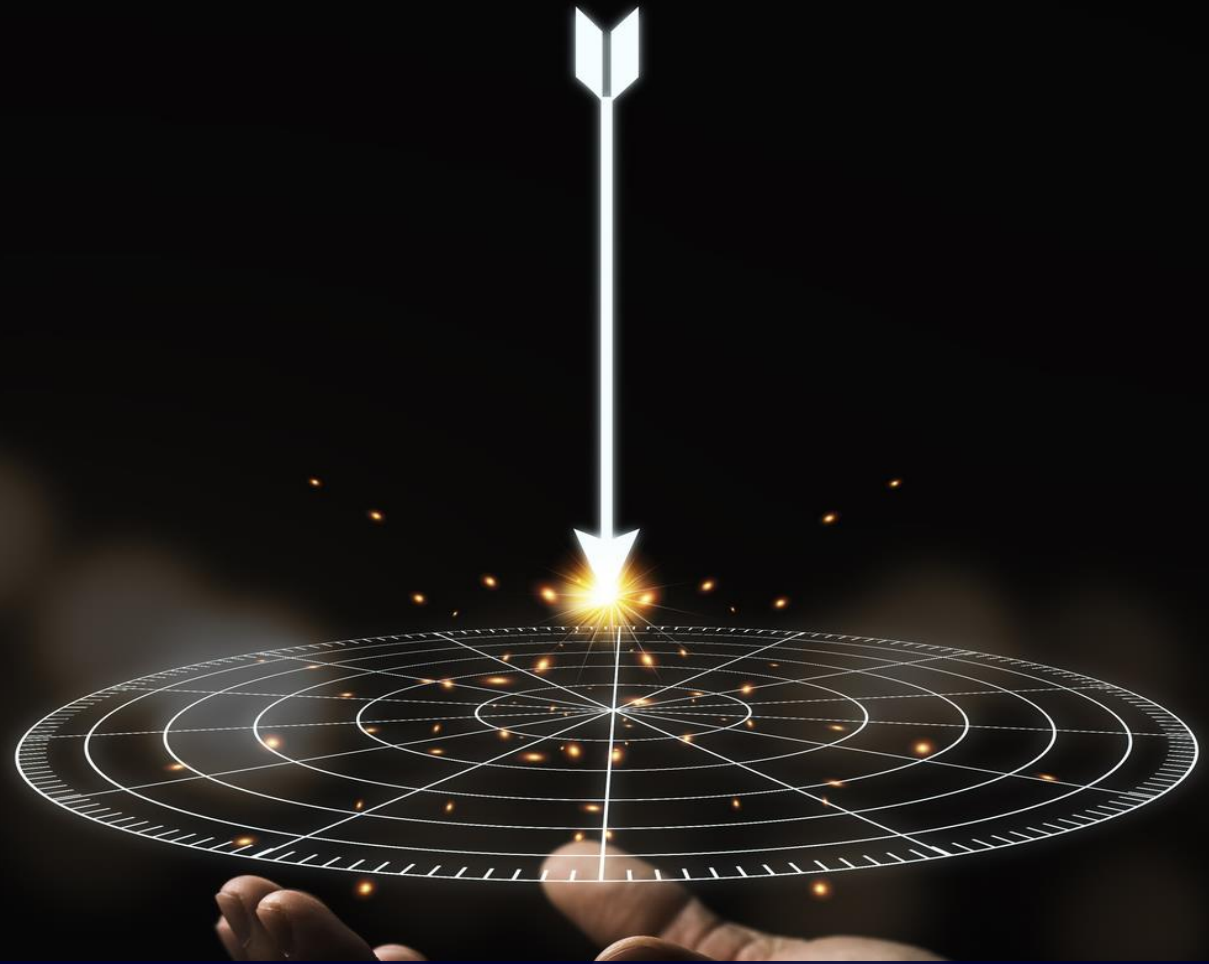
Support for introduction of 30 km/h speed limits



30 km/h speed limits: National Attitudes



Key Learnings

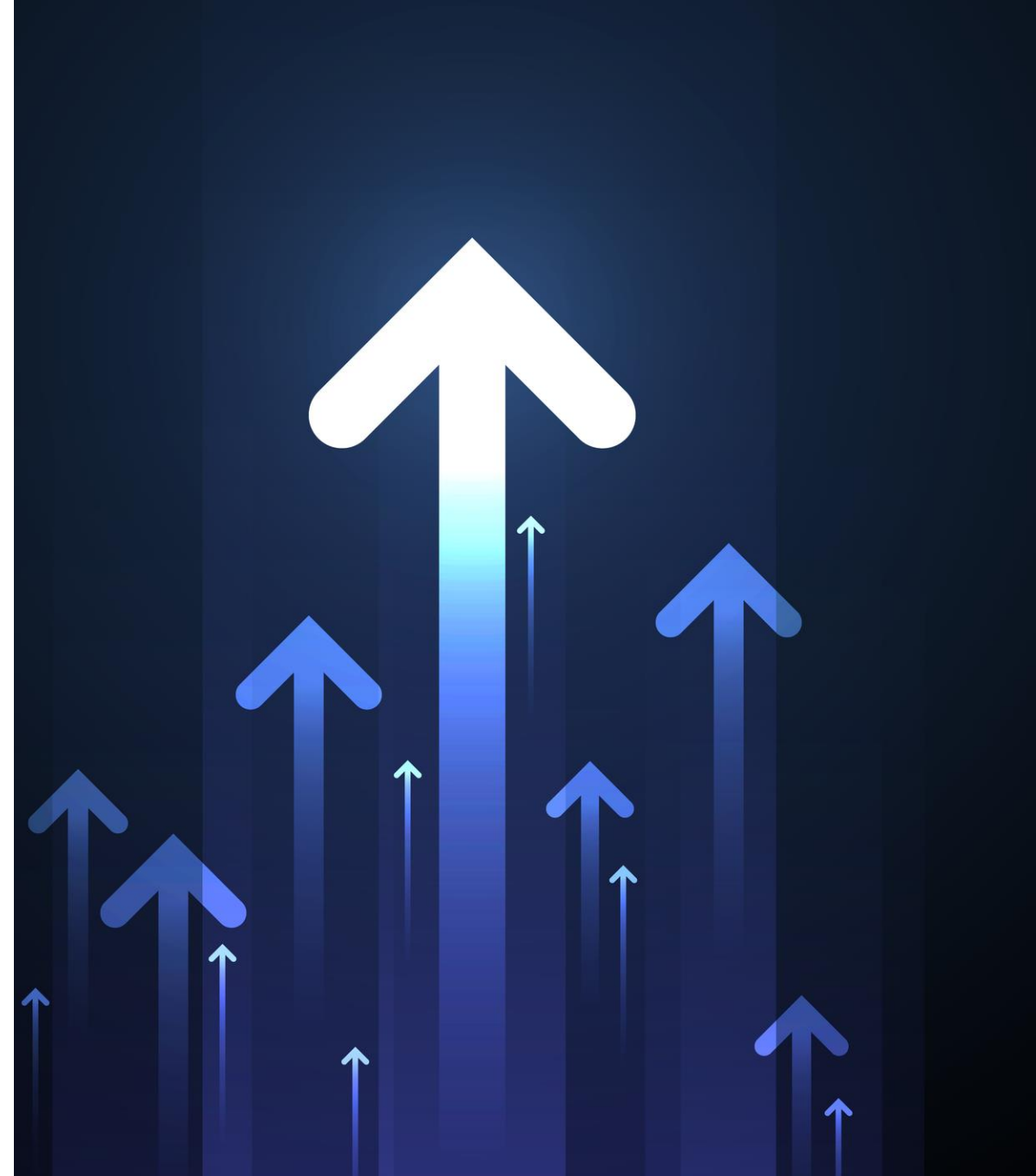


Research Background & Objectives

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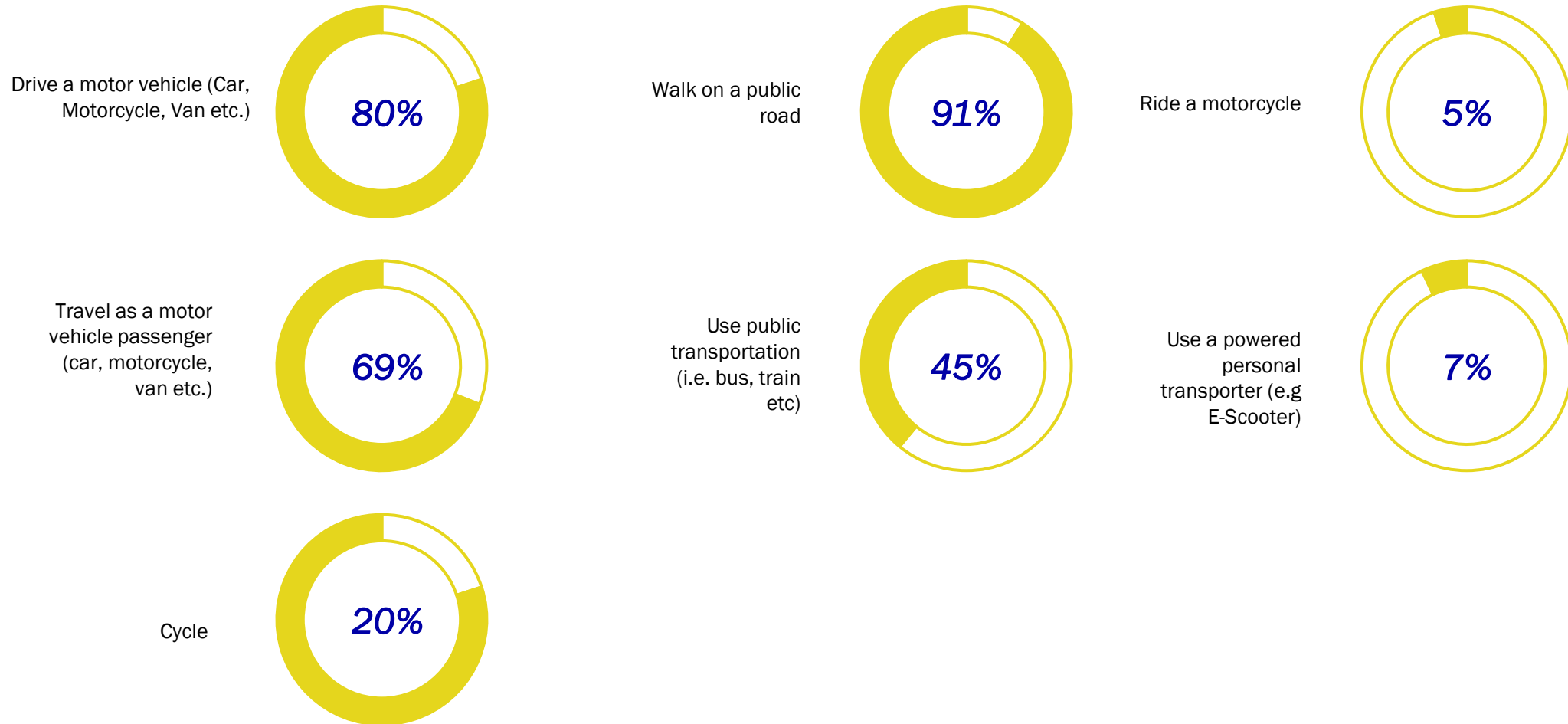
Research Background & Objectives

- The focus of this research for the RSA was on national attitudes towards 30 Km/h speed limits and the potential benefits of their introduction.
- The full programme of interviews was conducted online, and all aspects of the online survey design were managed by Behaviour & Attitudes internally with the sample drawn from our own consumer panel 'Acumen'.
- B&A's Online Omnibus is strictly quota controlled to reflect the national population and delivers a sample of 1,000 adults aged 16 years plus.
- The results are also cross checked and weighted against our National Barometer Survey.
- The sample selected for the survey is extracted abiding by strict contact rules with individuals randomly selected within the survey target groupings. The quality controls applied to each survey include a series of integrity checks, including time for completion and screening data response patterns.
- The research was conducted during February & March 2023.



Sample Profile: Weekly Road Usage

Base: All Adults N - 984



80% of adults can be considered as motorists 20% as cyclists and 43% indicate weekly usage of public transport.

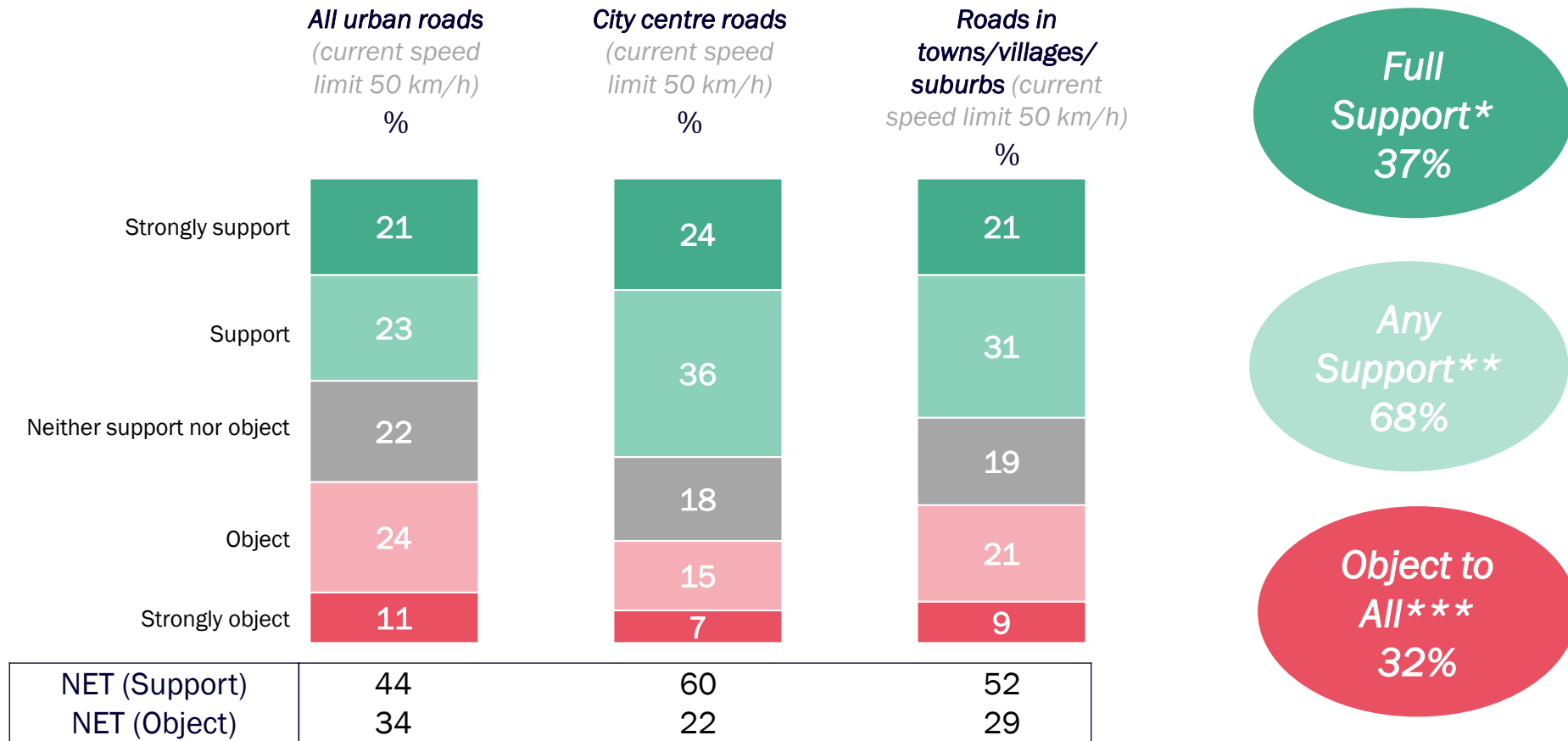


**Support for introduction of
30 km/h speed limits**

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Support for introduction of 30 km/h speed limits X road type

Base: All Adults N - 984



Support for the introduction of 30 km/h speed limits is encouraging at a benchmark level; in total, 68% of Irish adults support the introduction of the speed limit on at least one of the listed road types. Support does vary significantly by road type –peaking for the introduction on city centre roads.

*Support introduction on all of urban roads, city centre roads and roads in towns and villages
 **Support introduction on at least one of
 *** Object to introduction on all roads

Support for introduction of 30 km/h speed limits X road type

Base: All Adults N - 984

	Total	Gender		Age			Class		Region		Area		Road user weekly			Motorists	
		Male	Female	<35	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Urban	Rural	Cycle	Walk	Use public transport	Yes	No
	984	482	502	241	411	332	497	487	280	704	665	319	193	890	431	873	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
All urban roads (current speed limit 50 km/h)	44	37	50	40	42	49	40	47	38	46	42	47	49	45	48	42	54
City centre roads (current speed limit 50 km/h)	60	55	65	56	60	64	59	61	55	62	57	65	65	61	62	58	72
Roads in towns/villages/suburbs (current speed limit 50 km/h)	52	43	60	44	54	57	49	55	50	53	51	54	58	53	56	50	63
Full Support*	37	30	44	32	36	43	34	40	33	38	36	39	41	38	41	35	51
Any Support**	68	60	75	63	68	73	67	69	63	70	66	72	75	69	72	66	78
Object to All***	32	40	25	37	32	27	33	31	37	30	34	28	25	31	28	34	22

Support for the introduction of the speed limit on at least one of the listed road types peaks among women, cyclists and non-motorists at 75% or more.

*Support introduction on all of urban roads, city centre roads and roads in towns and villages

**Support introduction on at least one of

*** Object to introduction on all roads



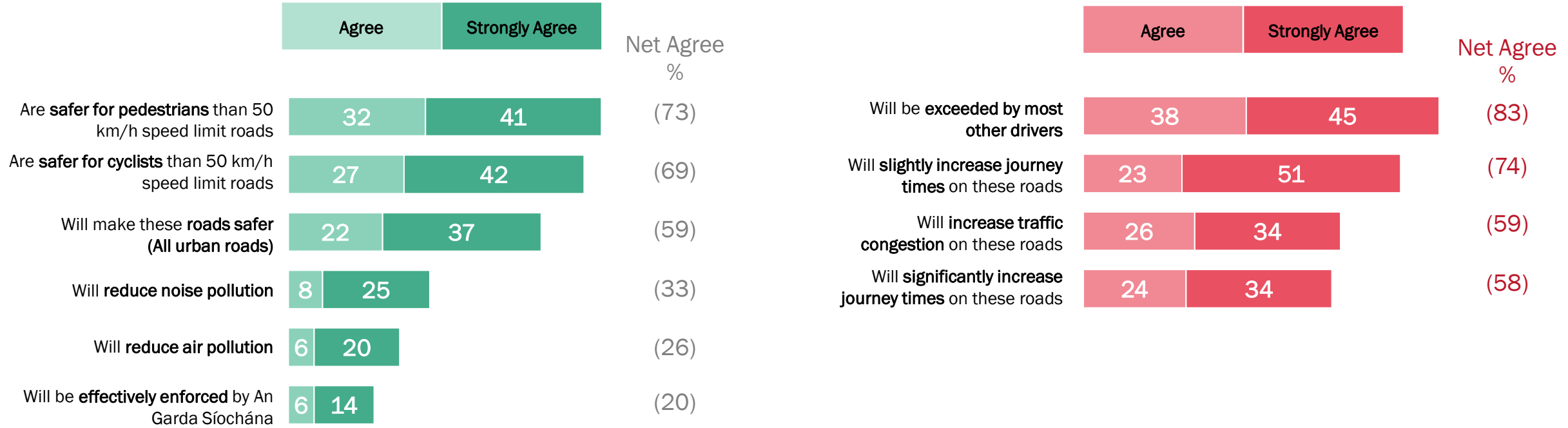


**30 km/h speed limits:
National Attitudes**

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30 km/h speed limits: National Attitudes

Base: All Adults N - 984



While there is broad agreement that 30 km/h speed limits will be safer for pedestrians and cyclists, there are strong doubts over adherence/ enforcement: the public is most likely to agree that the limits will be exceeded by most drivers, with little confidence the limits will/ can be effectively enforced by Gardai.

30 km/h speed limits: National Attitudes

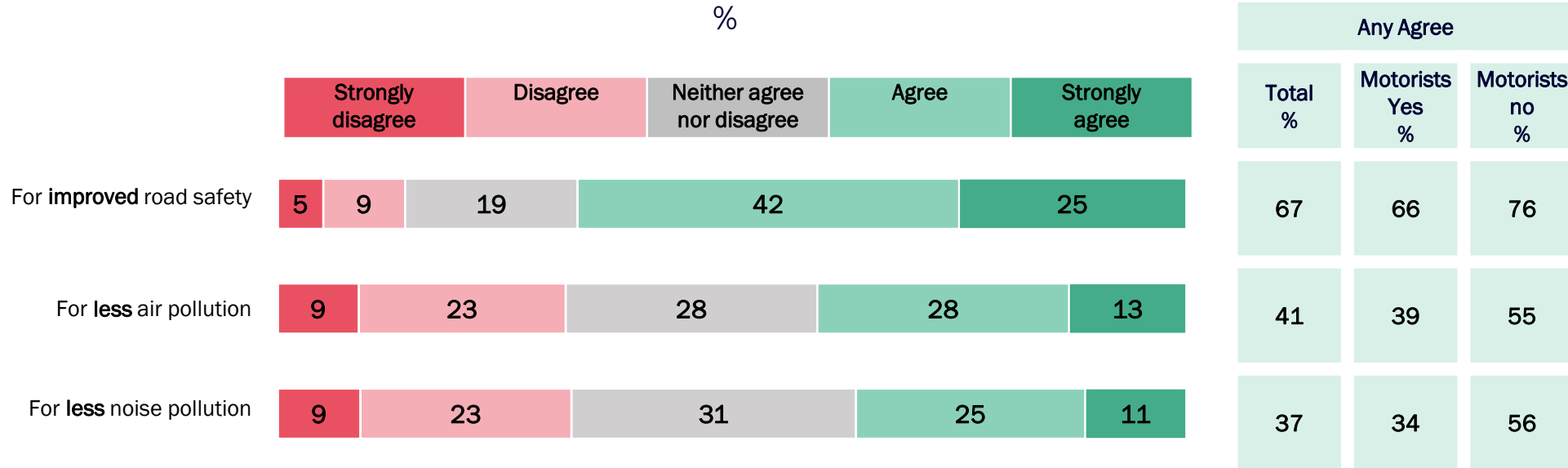
Base: All Adults N - 984

Any Agree	Total	Gender			Class			Region		Area		Road users weekly+			Motorists		
		Male	Female	<35	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Urban	Rural	Ever Cycle	Ever Walk	Ever Public Transport	Yes	No
	984	482	502	241	411	332	497	487	280	704	665	319	193	890	431	873	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Are safer for pedestrians than 50 km/h speed limit roads	73	68	79	69	74	77	72	75	72	74	74	72	72	74	73	72	80
Are safer for cyclists than 50 km/h speed limit roads	69	65	73	67	69	71	70	68	69	69	70	66	74	70	70	67	79
Will make these roads safer (All urban roads)	59	53	66	55	59	65	57	62	54	62	58	62	66	60	62	58	72
Will reduce noise pollution	33	34	32	30	34	33	35	31	33	33	32	34	45	33	36	31	44
Will reduce air pollution	26	27	24	28	24	26	28	23	26	25	27	24	38	26	30	25	30
Will be effectively enforced by An Garda Síochána	20	19	21	21	21	17	19	21	20	20	18	22	31	20	22	19	25
Will be exceeded by most other drivers	83	82	83	79	84	85	85	81	82	83	82	84	84	83	81	85	66
Will slightly increase journey times on these roads	74	74	73	70	73	78	75	73	72	75	74	73	72	75	71	74	74
Will increase traffic congestion on these roads	59	60	59	65	58	56	62	57	61	59	60	58	62	59	60	61	49
Will significantly increase journey times on these roads	58	57	60	63	56	56	59	58	63	56	59	56	64	58	59	59	50

National attitudes are largely consistent across the demographic groups. The connection between the new speed limits and benefits to noise and air pollution is currently weak.

30 km/h speed limits: Slightly longer journey times are worth it...

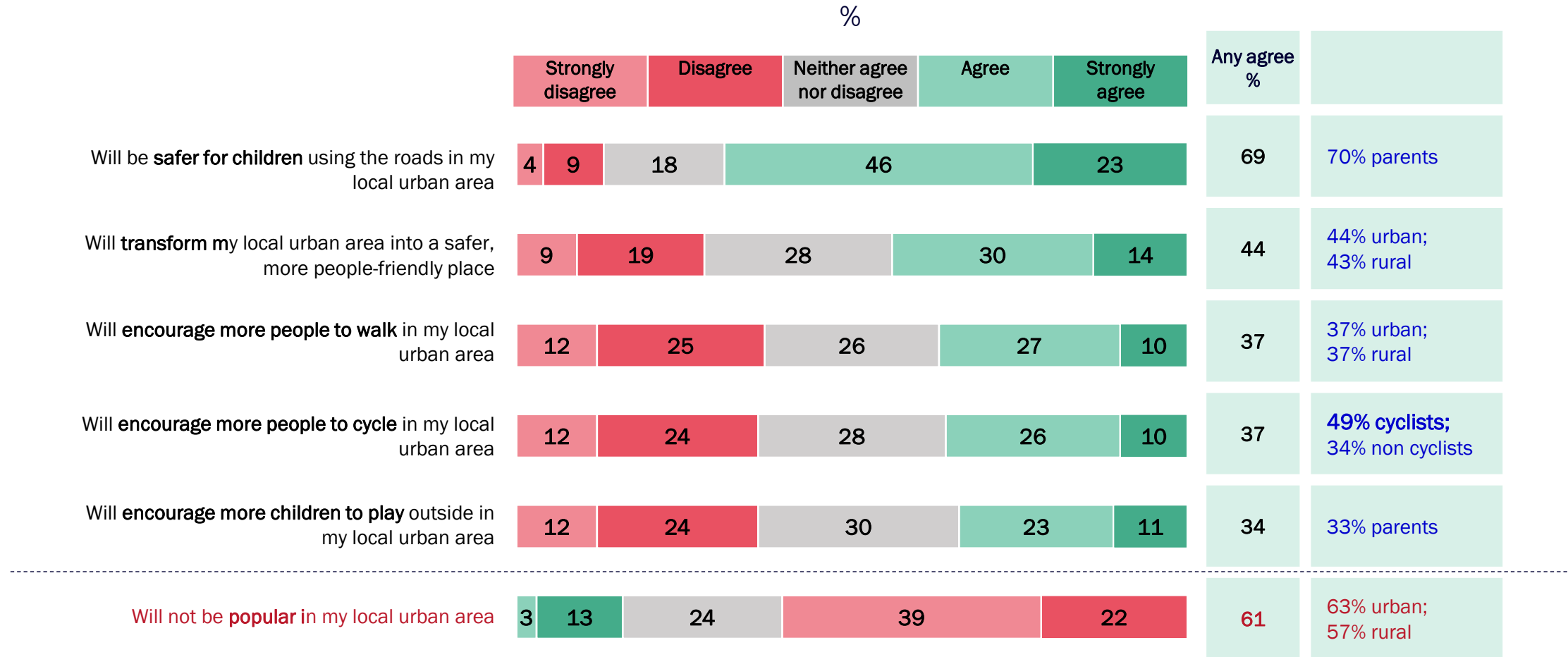
Base: All Adults N - 984



In terms of trade-offs, when focusing on the expected impact on journey times, 67% of adults agree slightly longer journey times would be 'worth it' for improved road safety.

Urban areas 30 km/h speed limits: Local Impact

Base: All Adults N - 984



Benchmark attitudes on the local benefits of the new speed limits broadly exhibit scepticism; however 69% of adults agree the new limits will be safer for children using local urban roads.

30 km/h speed limits: National Attitudes X Objection to Introduction

Base: All Adults N - 984

'Objectors' to km/h limits will be challenging to convert: they are significantly more negative on near all the national attitudes and local impact criteria.

National Attitudes	Total	Support for Introduction of 30 km/h x Road Type	
		Object to intro on at least One Road Type*	Object to intro on all road types**
Base	984	403	313
	%	%	%
Are safer for pedestrians than 50km/h speed limit roads	73	58	47
Are safer for cyclists than 50km/h speed limit roads	69	53	44
Will make these roads safer	59	35	23
Will reduce noise pollution	33	19	14
Will reduce air pollution	26	15	8
Will be effectively enforced by An Garda Síochána	20	9	8
Will be exceeded by most other drivers	83	90	81
Will slightly increase journey times on these roads	74	80	72
Will increase traffic congestion on these roads	59	78	72
Will significantly increase journey times on these roads	58	74	67
Local impact	Total	Support for Introduction of Limit x Road Type	
		Object to intro at least One Road Type*	Object to intro on all road types**
Base	984	403	313
	%	%	%
Will be safer for children using the roads in my local urban area	69	54	44
Will not be popular in my local urban area	61	78	71
Will transform my local urban area into a safer, more people-friendly place	44	21	14
Will encourage more people to walk in my local urban area	37	18	14
Will encourage more people to cycle in my local urban area	37	19	16
Will encourage more children to play outside in my local urban area	34	18	14

Q.3 To what extent do you support or object to the introduction of 30 km/h speed limits on the following types of roads

Q.4 To what extent do you agree or disagree with the following statements in relation to the introduction of 30 km/h speed limits on urban roads with a 50 km/h speed limit. **This includes roads in towns, cities, villages and suburban areas.**

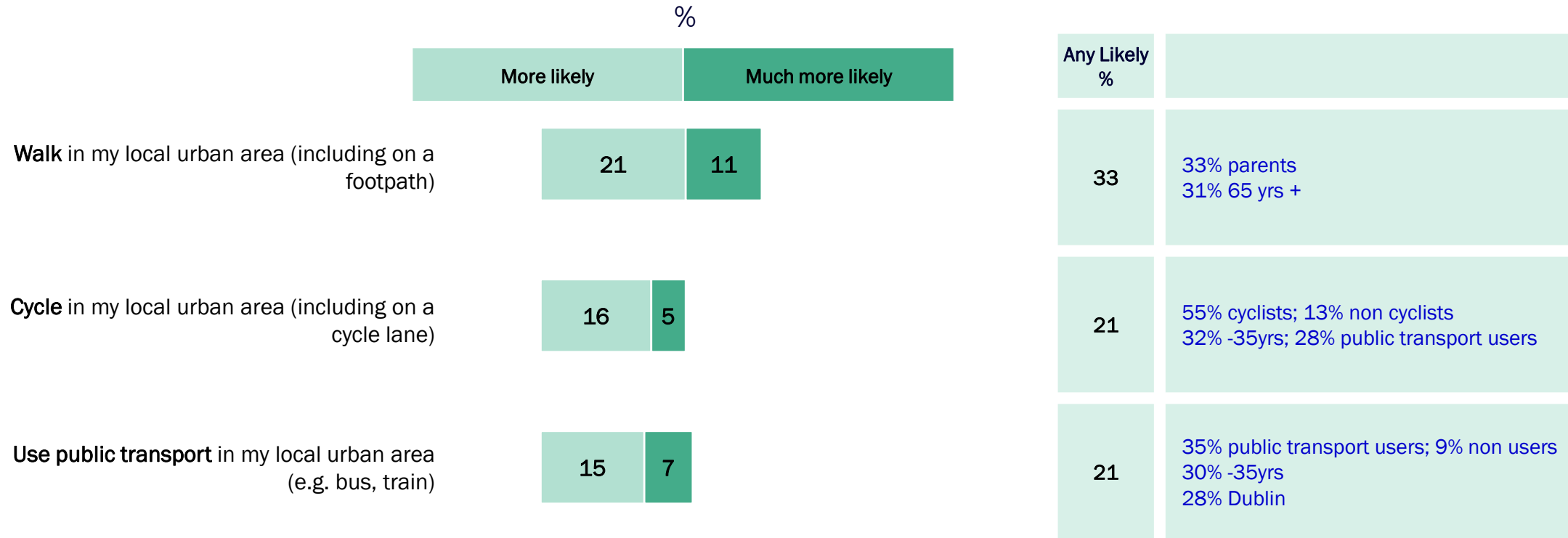
Q.6 Thinking about the urban area (city, town, village or suburb) in which you live, or the urban area that is closest to you, to what extent do you agree or disagree with the following statements in relation to 30 km/h speed limits.

*Object introduction on at least one of

**Object introduction on all of urban roads, city centre roads and roads in towns and villages

Active travel modes & 30 km/h speed limits: Personal Impact

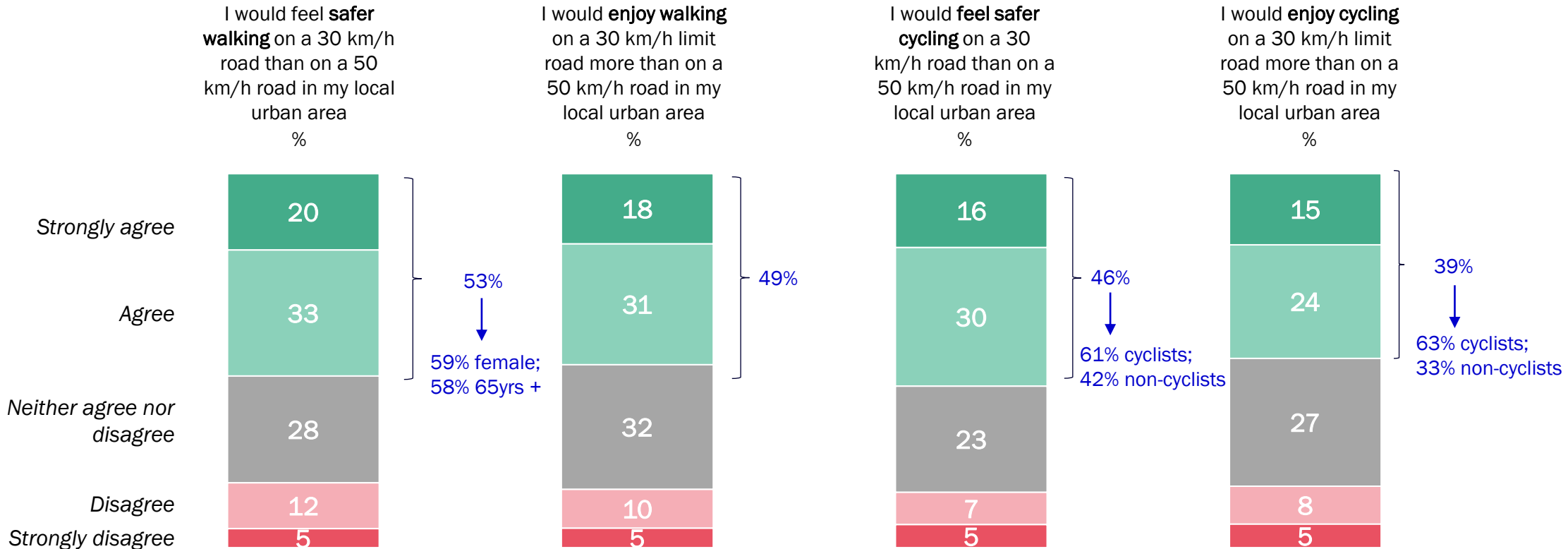
Base: All Adults N - 984



In relation to active travel modes, the new limits will most likely encourage further action amongst current users: 55% of weekly cyclists would be more likely to cycle in their urban areas; and 35% of current public transport users would be more likely to use public transport.

Active travel modes & 30 km/h speed limits: Personal safety and enjoyment

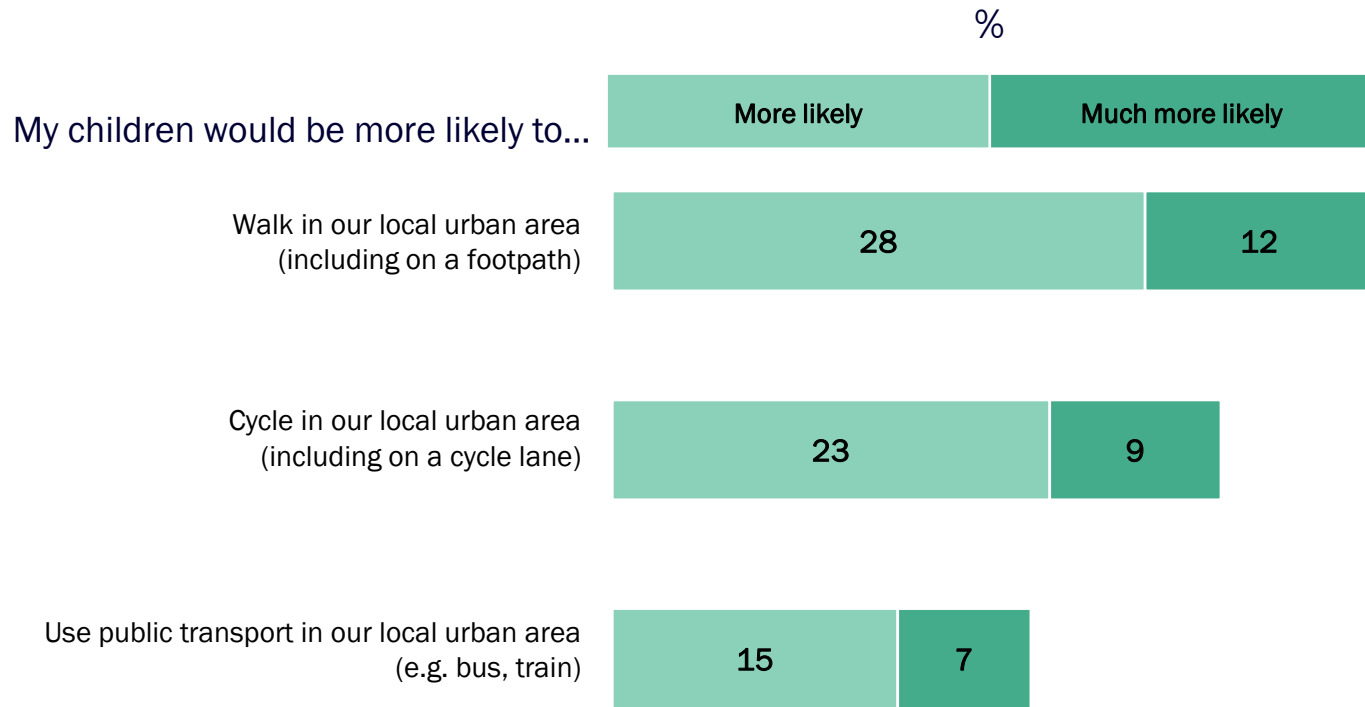
Base: All Adults N - 984



The potential to recruit new users of active travel modes is suggested however in relation to perceptions of personal safety and enjoyment: 42% of non-cyclists would feel safer cycling and 33% would enjoy cycling more on 30 km/h roads.

Children & 30 km/h speed limits: Impact on active travel modes

Base: Parents of children up to 18 years N - 361



Summary Likely	Kids Age			Area	
	Aged 0 to 4	Aged 5 to 12	Aged 13 to 17	Urban	Rural
%	%	%	%	%	%
40	43	41	38	41	38
32	32	35	32	32	33
22	24	20	17	25	18

40% of parents indicate the new limits would make their children more likely to walk in their urban areas, and 1 in 3 indicate their children would be more likely to cycle.





Key Learnings

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RSA 30 km/h speed limits (Pre-campaign)

Key Learnings



Support for the introduction of 30 km/h speed limits is encouraging at a benchmark level; in total, 68% of Irish adults support the introduction of the speed limit on at least one of the listed road types. Support does vary significantly by road type however and ‘Objectors’ will be challenging to convert: they are significantly more negative on near all the national attitudes and local impact criteria.



While there is broad agreement that 30 km/h speed limits will be safer for pedestrians and cyclists, there are strong doubts over adherence/ enforcement: the public is most likely to agree that the limits will be exceeded by most drivers, with little confidence the limits will (can) be effectively enforced by Gardai.



Benchmark attitudes on the local benefits of the new speed limits broadly exhibit scepticism especially in relation to encouraging active travel modes. When prompted on personal action, the new limits will most likely encourage further action among current users, e.g. 55% of weekly cyclists would be more likely to cycle in their urban areas.



69% of adults agree the new limits will be safer for children using local urban roads; and 40% of parents indicate the new limits would make their children more likely to walk in their urban areas, and 1 in 3 indicate their children would be more likely to cycle.

Thank You



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