Public support for the generalisation of the 30 km/h speed limit in urban zones.

An international perspective

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Starting points

- Growing acceptance of reducing speed limits in cities to 30 km/h (and lower)
- Still considerable opposition.
- Important to understand the arguments for effectively communicating about the importance of such a measure.

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Approach and information sources (mainly 2019)

Interviews (40)

- France, UK, Austria, Sweden, Greece
- 5 x 8 people
- Policy makers and experts

Online survey (>5500 people)

- Ten countries
- Ten contentious measures
- Focus on support for measures, unfairness and personal effects

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The experts have spoken…

Verbatim quotes of arguments used

- *If you share the space with 30 km/h, you can be sure that even in an accident, no one will be killed.*
- *It does not make sense through all day on every day of the week. It should be where it makes sense*
- *It passes a clear message to the drivers that they have to slow down in cities because there are a lot of VRUs.*
- *It will have little impact in city centres since the average speed in city centres is less than 30 km/h.*
- *It would highly increase the liveability of the cities and towns.*
- *It's not really needed.*
- *Just changing the speed limit doesn't change the speed.*
- *The scientific basis for 40 km/h is stronger.*
- *The urban space belongs to soft modes of travel and not to motorised modes of travel.*
- *This is sort of in the in the fashion of everyone should have it equally bad.*
- *Why should the state take on a measure that the mayors themselves are taking on?*

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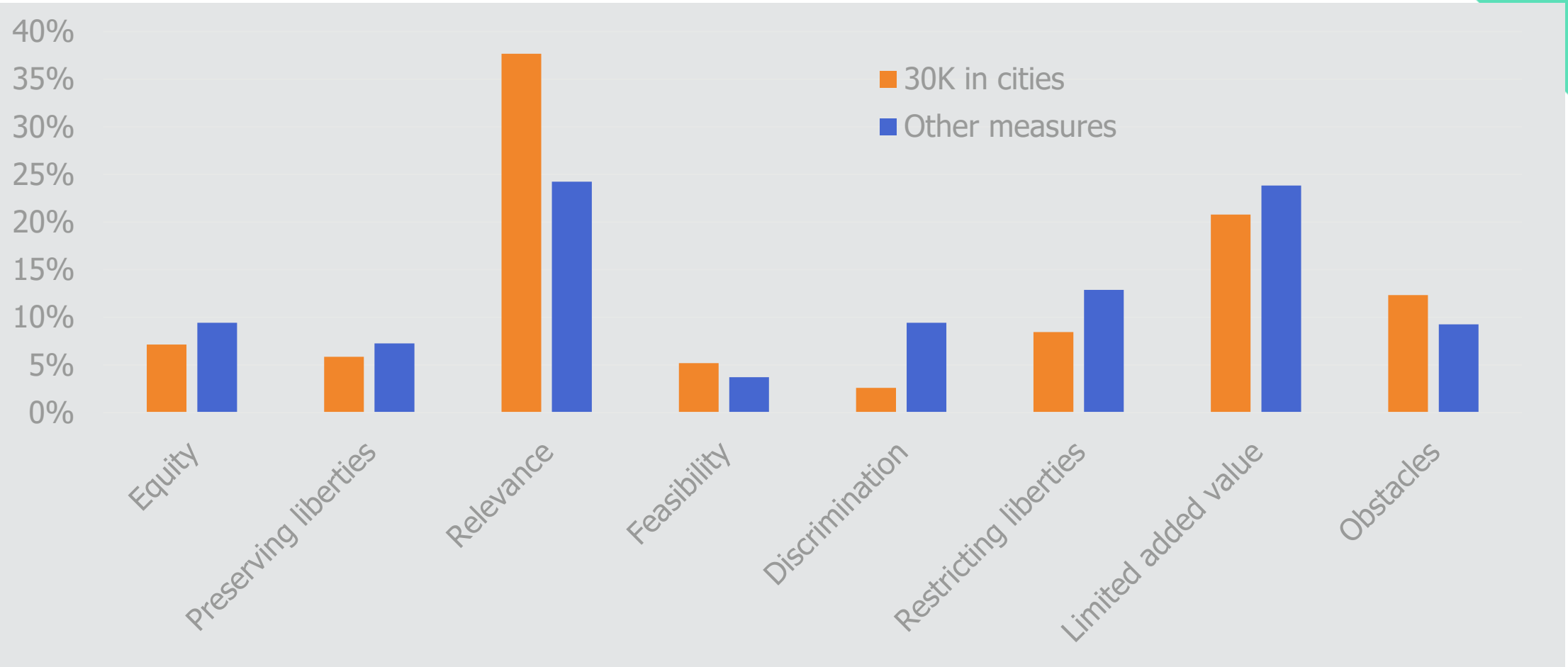
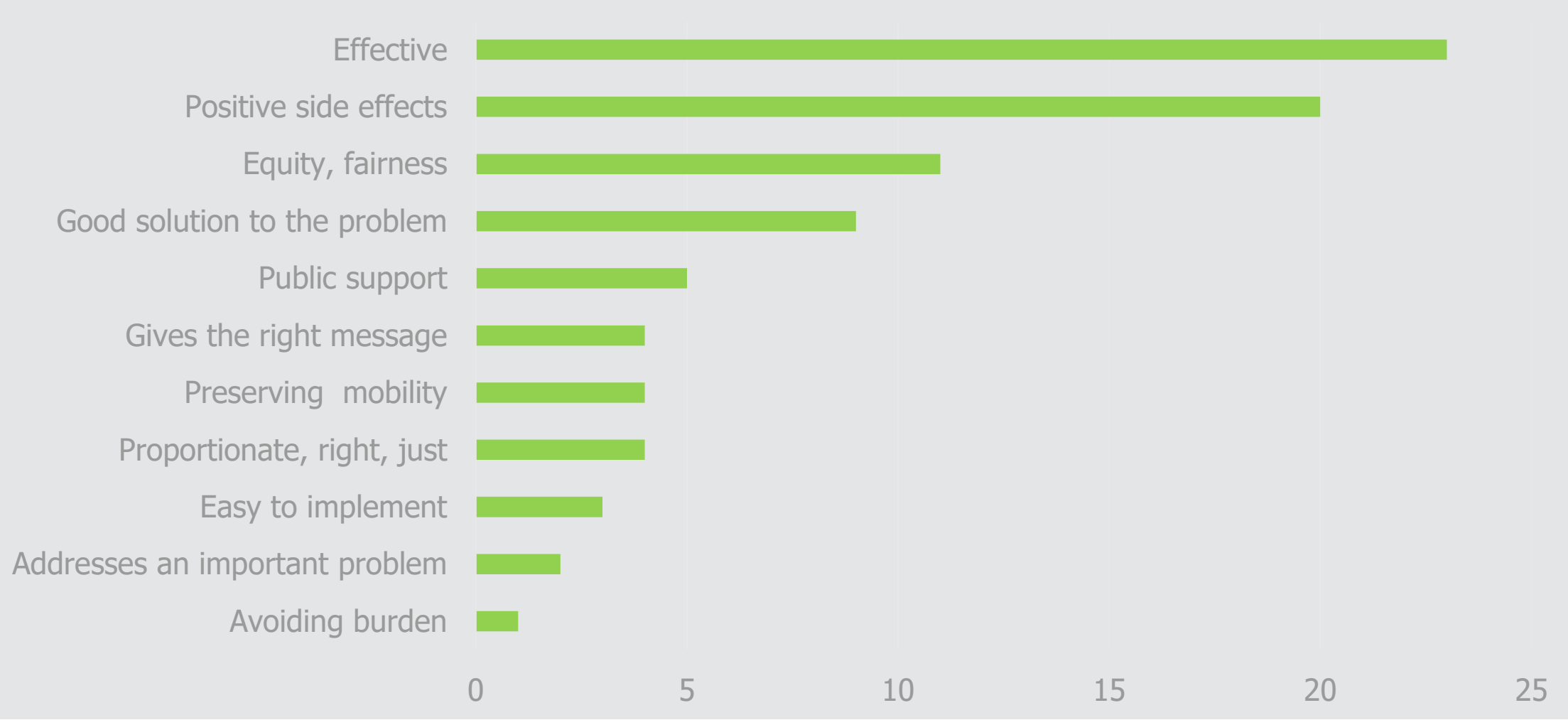
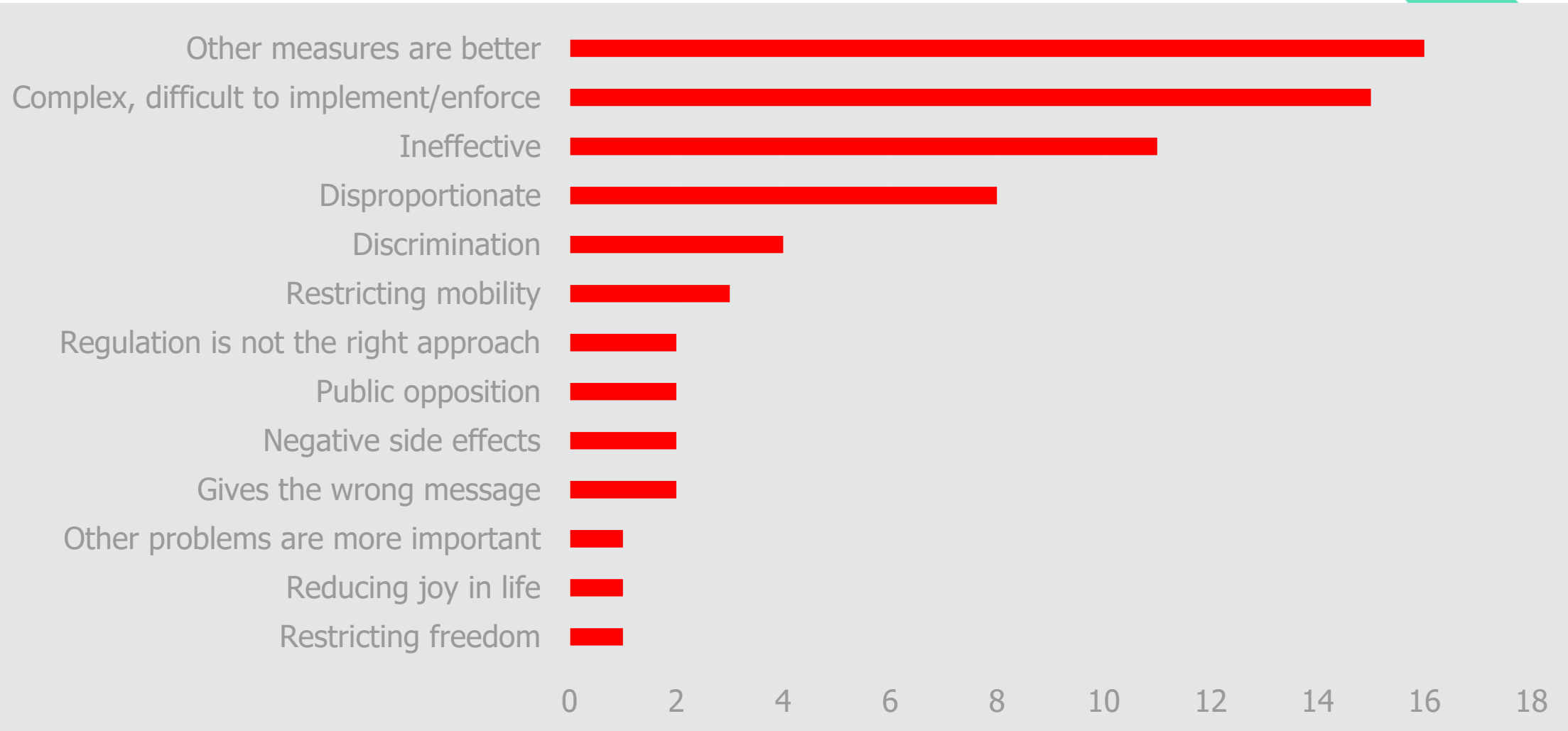
Types of arguments used by experts in favour or against the measures



Specification of arguments in favour

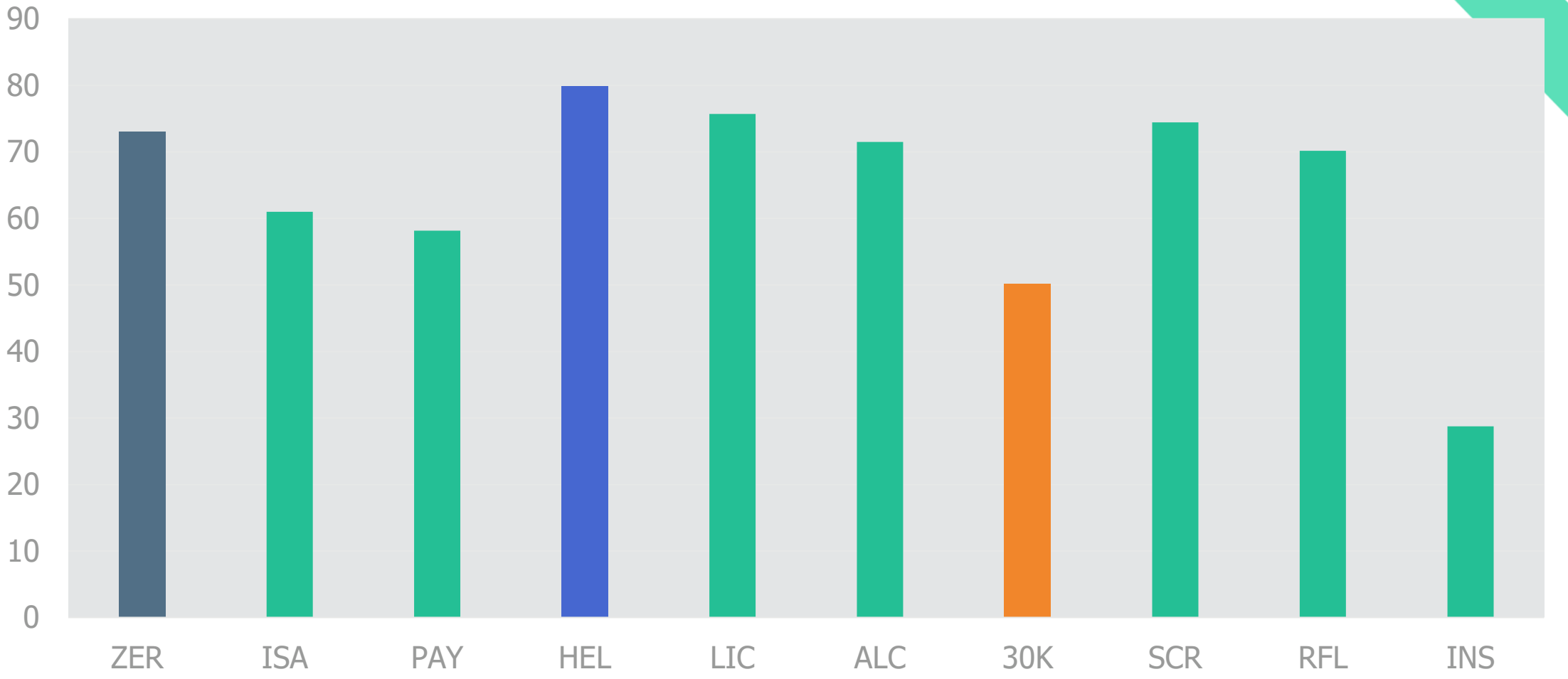


Specifications of arguments against

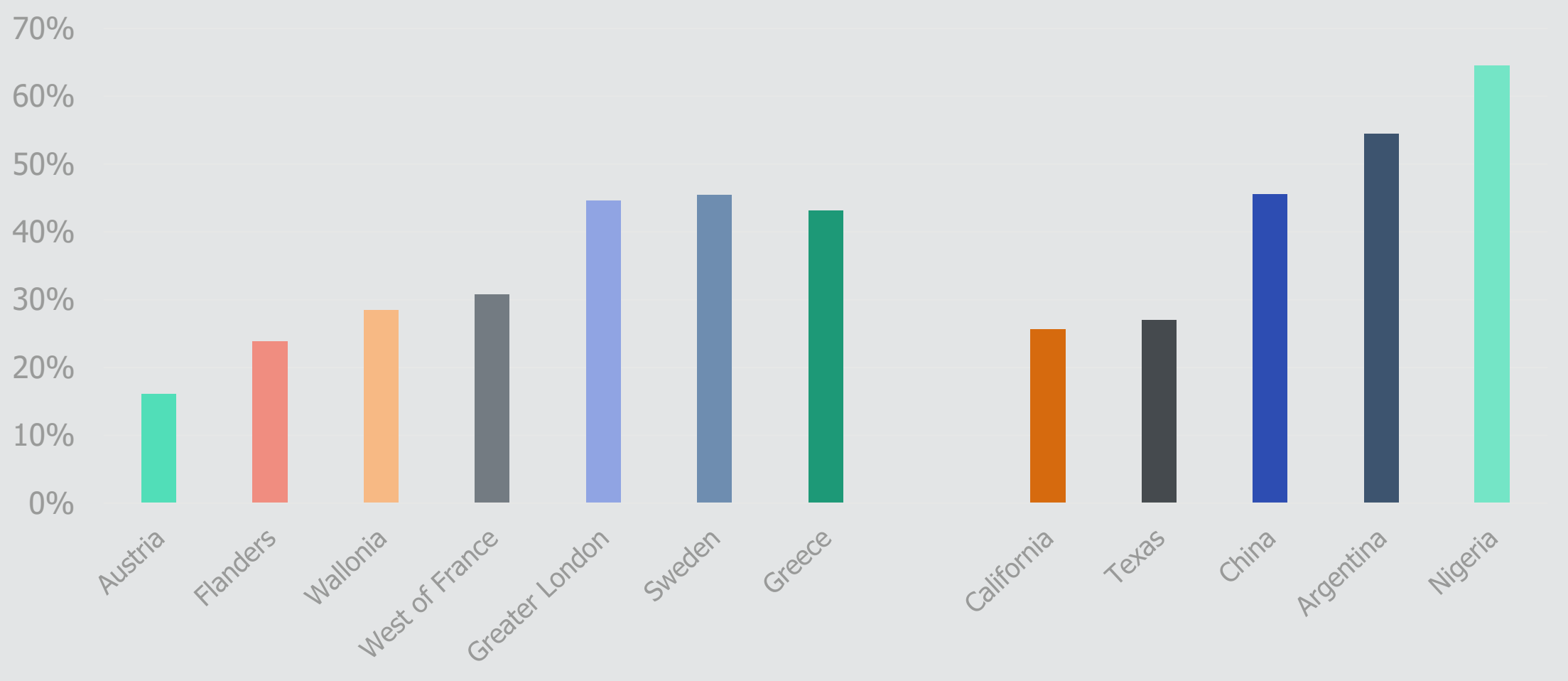


The people have spoken…

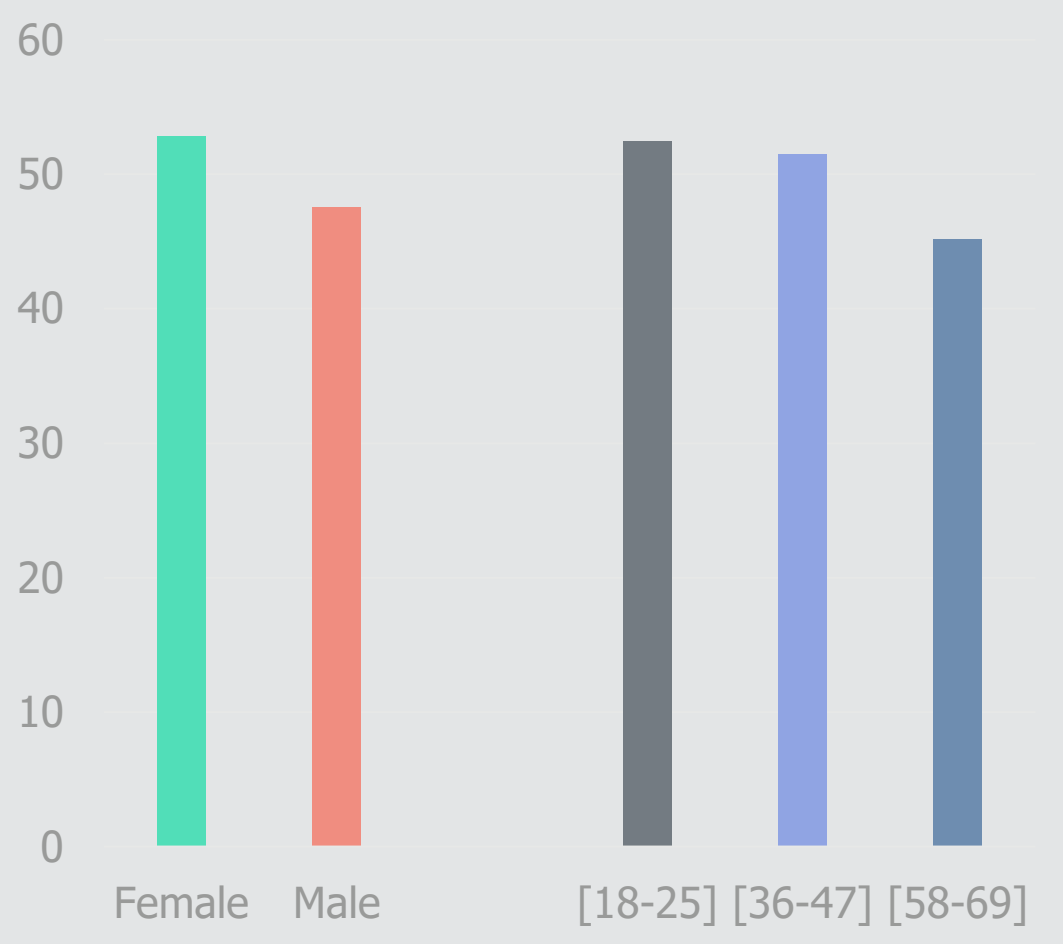
Level of support is lower than for others



Level of support across regions



Level of support by age and gender



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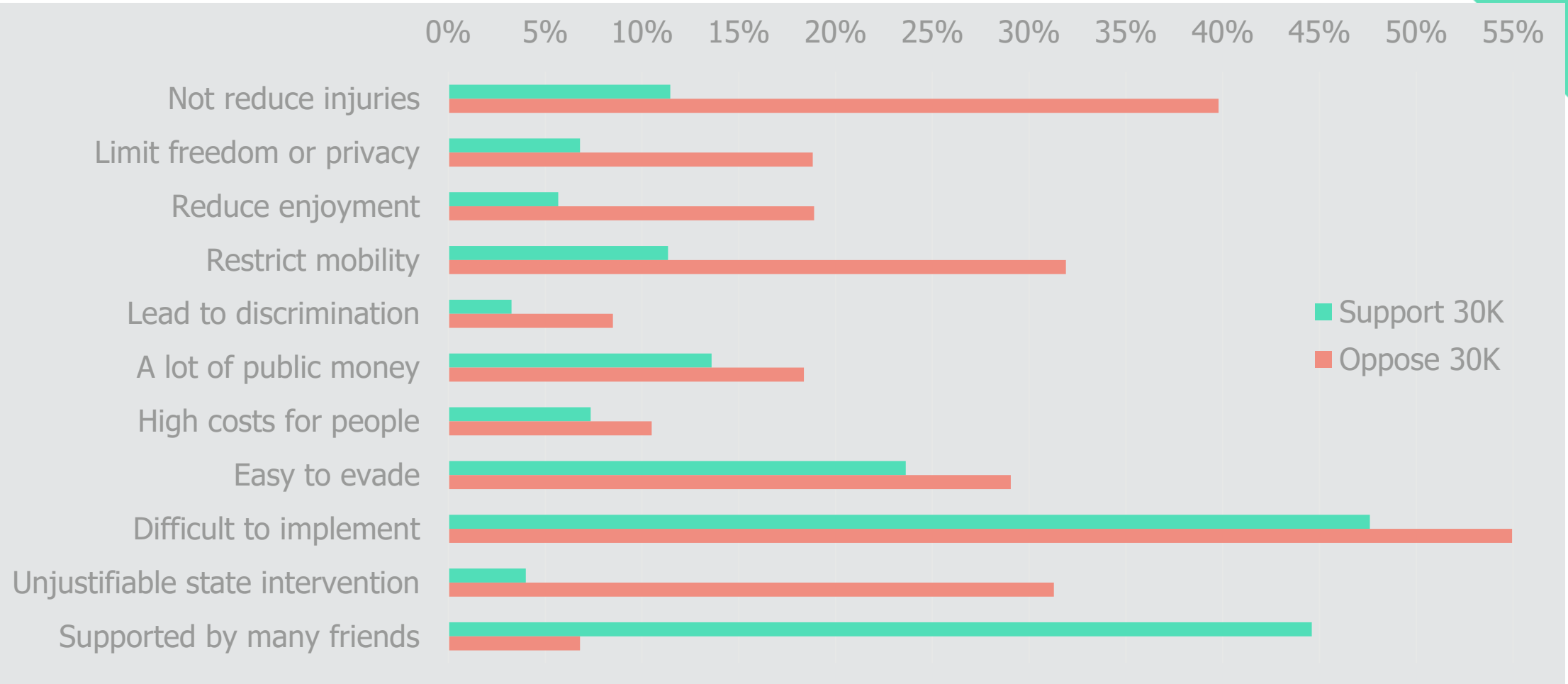
Unfairness perceptions of supporters and opponents



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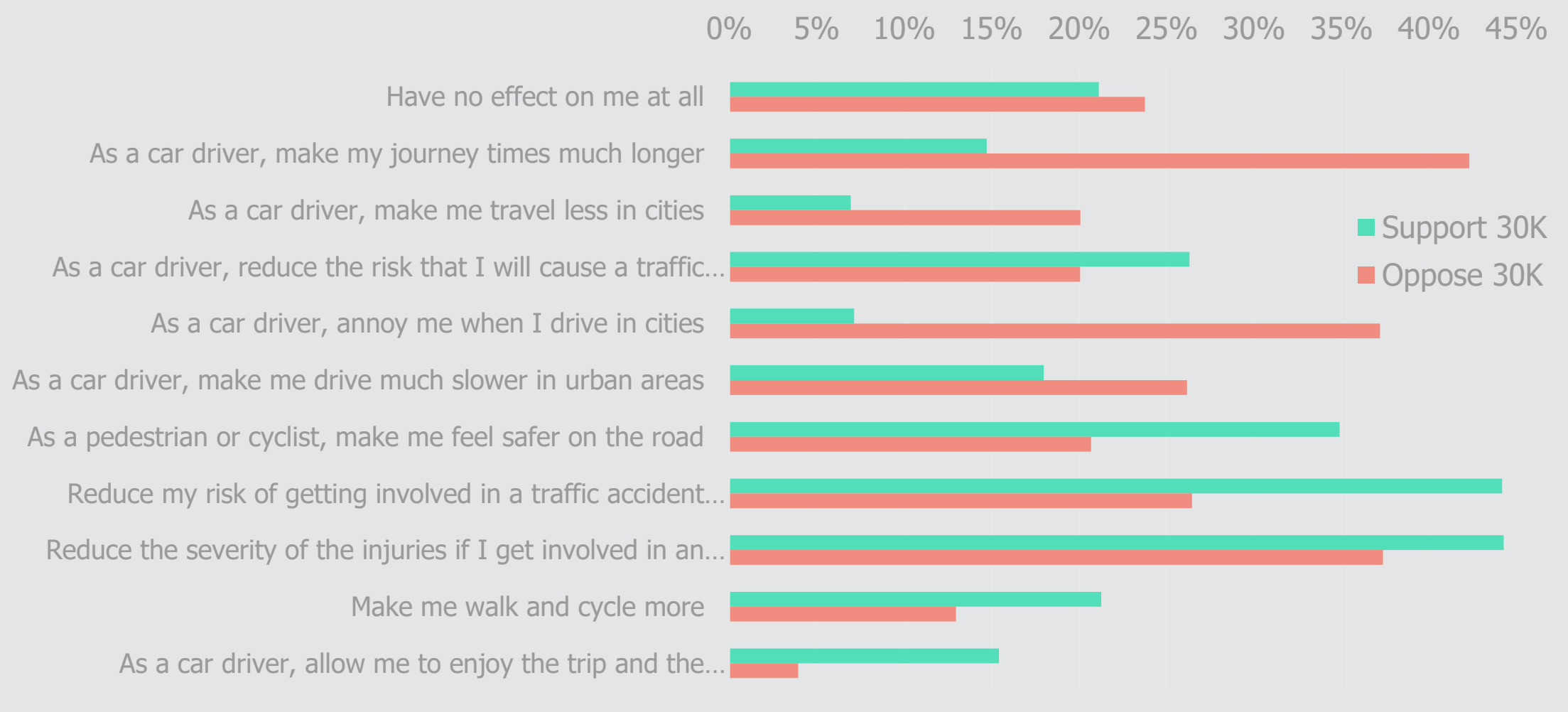
Personal effects for supporters and opponents



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Thank you for your attention!

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