What the Public Want
CCTV Opinion Survey Results
Research Overview

- Research into beliefs and attitudes towards CCTV
- Commissioned in January 2013
- Interviewed 2000 nationally representative adults 18+
- Conducted by ICM independent research specialist through an online omnibus
# Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Description</th>
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<tbody>
<tr>
<td>Methodology</td>
<td>Online Omnibus</td>
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<tr>
<td>Respondent Classification</td>
<td>ICM interviewed a nationally representative sample of 2000 GB adults aged 18+</td>
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<td>Weighting</td>
<td>In order to achieve a nationally representative sample, data is weighted to the data found in the National Readership Survey conducted with 34,000 adults. The Omnibus sets quotas on gender, age and region and then weights on gender, age, region, taken foreign holiday in last three years, cars in household, social grade, working status and household tenure to ensure a nationally representative sample.</td>
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<td>Fieldwork Dates</td>
<td>4th – 6th January 2013</td>
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<td>Notes</td>
<td>In the report where * is used this indicates a significant difference</td>
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Executive Summary

- At least half of people do support CCTV as an public security measure with 52% feeling that CCTV is an key tool for helping to capture crime and in general keep public places safe (47%).
- Nearly six in ten (57%) of people feel that CCTV is not an invasion of privacy in a public place. Although there is more support found among the 65+ (64%) as they are significantly less likely to feel that their privacy has been invaded by CCTV than any other age group.
- The presence of CCTV does alter behaviour in public evident by people saying they prefer to park their vehicles (62%) in CCTV areas or take CCTV routes when walking alone (59%). This is not just a tool for businesses but for personal safety.
- The further potential of CCTV is expected to lie with its footage clarity as just over a half (54%) of people support investing in better quality cameras for clearer images. And to primarily use CCTV for the more vulnerable groups in society (49%). Only 5% of the public believe that CCTV is effective enough at present.
- The majority (81%) of the public say they do not receive enough information on the use of CCTV in their local areas. These people also went on to say they would like to know more about CCTV general usage and reasons behind CCTV (65%) in a particular area and how successful CCTV has been in conviction of crimes (54%).
- There is a further lack of knowledge regarding data protection, more specifically the storage time of CCTV footage as four in ten of the public say they do not know how long footage is stored for. A quarter (25%) of people have the opinion that CCTV footage should be stored for a matter months.
- More than half (54%) of people currently think the local council is responsible of CCTV cameras in public places, however just under half (46%) think that the Police are the proper authorities for looking after CCTV footage in the respect of public security.
- Three quarters of people (77%) think that public transport operators have a public duty to use CCTV for safety and security purposes than Banks or Hospitality.
General Views on CCTV

Over half of people (52%) think CCTV should be used for gathering evidence of committed crimes. Similarly 48% supports CCTV usage in order to secure criminal convictions (48%) and keep public places safe (47%). Moreover, over a third (34%) has the opinion that CCTV image quality needs to be improved. Nearly two tenths (19%) think there are not enough cameras in the area vs. only 4% who think there are too many.

Q1: Which of the following statements, if any, reflects your general views on CCTV in public spaces e.g. town centres, car parks, areas around public transport?
N=2000 (all people)
Six in ten (57%) disagree that CCTV is an invasion of privacy. Men (17% net) are significantly more likely than women (11% net) to agree that CCTV in public spaces is an invasion of privacy. Among the age groups, those aged 65+ (64%) are significantly less likely to feel that their privacy is invaded by CCTV in public spaces than the other age groups: 25-34 (54%), 35-44 (55%), 45-54 (54%).

Q2: Do you believe that CCTV in public spaces is an invasion of privacy? N=2000 (all people)
Feelings of Safety with CCTV

Overall two thirds of people agree that CCTV usage helps to prevent criminal behaviour (66% net). In general people feel safer when the area is monitored by CCTV cameras - people tend to park (62% net) in public spaces monitored by CCTV and while walking alone they similarly prefer to do so in areas monitored by CCTV (59% net). Interestingly though, seeing CCTV cameras does not necessarily indicate a problem area as indicated by over a third (35%).

Q3: To what extent do you agree or disagree with the following statements?
N=2000 (all people)
Effective usage of CCTV

Just over a half (54%) of people support investing in better quality cameras to get clearer footage with a further 49% thinking that CCTV should be used in areas populated by vulnerable groups such as children, the elderly etc. Over two in five (43%) of people find that working more closely with local communities would help identify real needs. Only one in twenty (5%) believe CCTV systems to be already effective enough.

Q4: How do you think CCTV systems could be used more effectively, if needed? N=2000 (all people)

- Investing in better quality cameras to get clearer footage: 54%
- Using it more in areas populated by vulnerable groups e.g. children, elderly: 49%
- Working more with communities to hear where they think it is needed: 43%
- By local authorities working more closely with the police: 39%
- Making it more mobile - moving cameras to problem areas as and when needed: 37%
- Promoting its use more widely - it isn't a deterrent if people don't know it's there: 36%
- Don't know: 11%
- I think it is already effective enough: 5%
- Other ways: 2%
The majority (81%) feel they do not receive enough information on the use of CCTV in their local areas. Comparing genders, significantly more women (83%) say they do not know enough about CCTV in their local area vs. 78% men. Two thirds (65%) of people who say they do not receive enough information, would like to know more about general usage and reasons behind CCTV in that particular area. Over half would like to be informed on how the usage of CCTV has helped to prosecute and convict criminals (54%), the kind of crimes captured (53%) and the frequency of usage to secure arrests (52%) in local area.
Storage of CCTV Footage

Just over a tenth (13%) have the opinion that CCTV footage is currently stored for a time period of months. A quarter (25%) of people believe that it should be stored for months only. However, more than two in five (41%) don't know how long the footages are currently stored for whereas just under one in five (19%) can't say when asked how long the footage should be ideally stored for.

Q7 How long do you think CCTV footage from public space cameras is typically stored, if at all, before being destroyed? N=2000 (all people)
Q8 How long do you think CCTV footage from public space cameras should be stored for, if at all? N=2000 (all people)
Responsibility of CCTV

Just over a half (54%) think that the local council is currently responsible for CCTV cameras in public places. However only a third (32%) think that the council should be responsible for this. Nearly half (46%) tend to think that the Police should take responsibility (46%) with only 22% believe they actually do. However, about two tenths (17%) don’t know who is currently responsible and 14% don’t have idea who should take the responsibility of CCTV in public places. There is an additional comparison between men and women, significantly more men think that local council is responsible (60%) or should take responsibility (35%) for CCTVs vs. women (47% and 28%).

Q9 Who do you think is responsible for CCTV in public places? N=2000 (all people)
Q10 Who do you think should be responsible for CCTV in public places? N=2000 (all people)
Public Duty to Use CCTV

Over three quarters (77%) think that public transport operators have a public duty to use CCTV for safety and security purposes. Following behind, people rate that banks should also follow suit (73%) and hospitality establishments (67%). However, significantly more women have opinion as public transport (80%) and hospitality sector (70%) are in public duty to use CCTV cameras vs. men (75% and 65%)

Q11 Which of the following, if any, do you think have a public duty to use CCTV as a safety and security measure? N=2000 (all people)