



Ministry of **Transport**
TE MANATŪ WAKA

Public attitudes to road safety

Results of the 2009 survey

Prepared by the Transport Monitoring team of the Ministry of Transport.

Fieldwork conducted for the Ministry of Transport by National Research Bureau Ltd.

Public attitudes to road safety survey, Ministry of Transport 2009

Survey of public attitudes to road safety, 2009: summary of results

1 Introduction

The New Zealand survey of Public Attitudes to Road Safety has been undertaken periodically since 1974 and annually since 1994 to evaluate attitudes to road safety issues, primarily alcohol-impaired driving and speed. From 1994 to 2004 the survey was conducted for the Land Transport Safety Authority. From 2005 it has been conducted for the Ministry of Transport.

The survey is focussed on alcohol, speed and safety belts. In addition, respondents are asked their views on more general road safety issues.

This report presents the results of the survey under the following headings:

- general attitudes to road safety and enforcement
- alcohol-impaired driving
- compulsory breath testing (CBT)
- speed and speed enforcement
- speed cameras
- general enforcement and compliance
- safety belts and child restraints.

2 Method

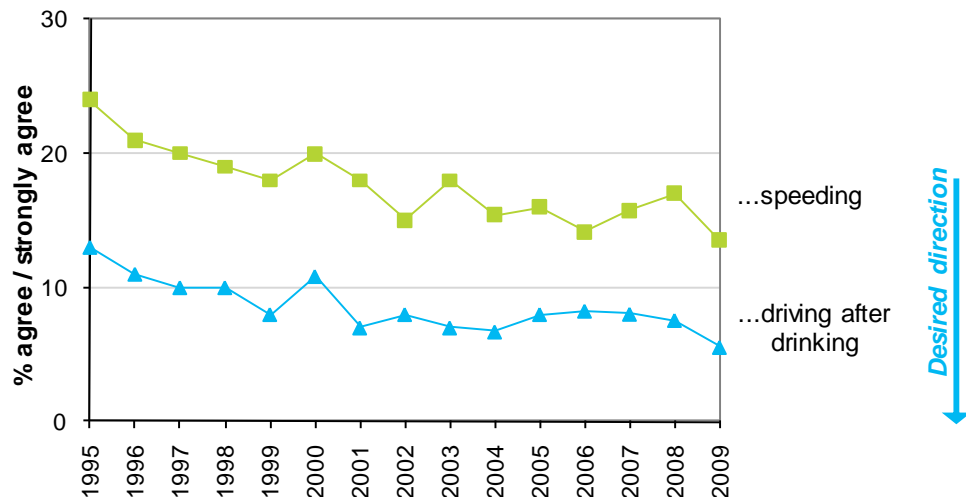
The fieldwork for the survey was carried out by an independent survey company, National Research Bureau. Surveys were carried out in May and June of each year by trained interviewers who conducted face-to-face interviews in respondents' homes.

The sample was chosen to be representative of the New Zealand adult population and included men and women aged 15 and over from towns, cities and rural areas throughout New Zealand. In 2009, 1650 people were interviewed, 1505 of whom held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

Overview

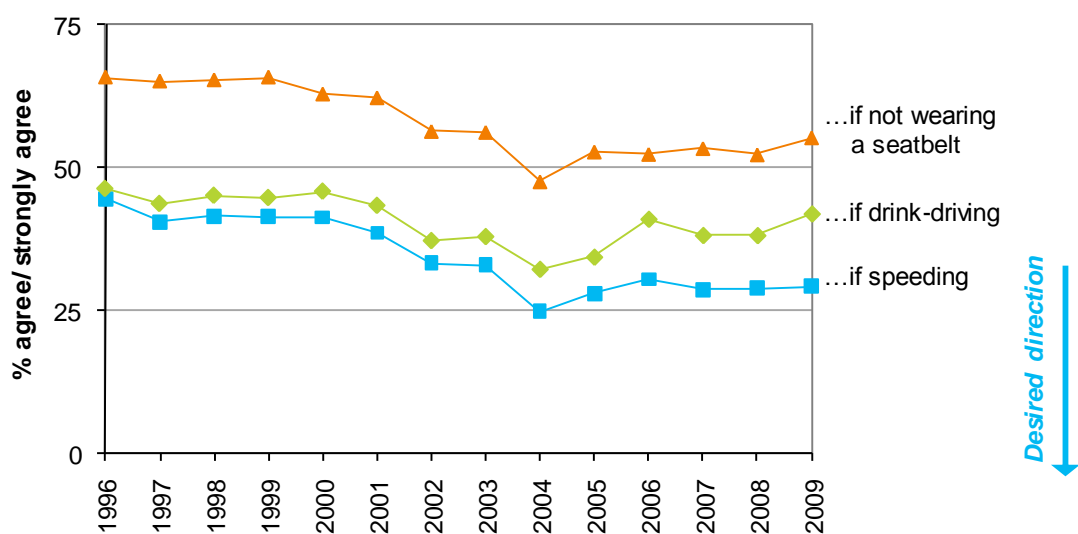
- 2.1 **Speed and alcohol** were widely acknowledged as major road safety problems. Only six percent of New Zealanders didn't think that drink-driving was risky, a small improvement on previous years (Figure 1). One in seven (14%) thought that speeding wasn't risky 'as long as you are careful'. Both these attitudes have shown a small improvement in 2009 after a long period of little progress.

Figure 1: People who agreed that there isn't much chance of an accident if careful when... (decreasing is good)



- 2.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. 45% would like to see an increase in Police efforts to enforce road safety laws and a further 49% want it maintained at the current level. Almost three-quarters of New Zealanders say that compulsory breath testing (CBT) and speed enforcement help to lower the road toll. Support for seatbelt enforcement is even higher, with 87% agreeing that seatbelt enforcement helps lower the road toll.
- 2.3 **Trends:** Most indicators are at similar levels to last year. Over the last four years there has been no improvement in public perceptions of the risk of being caught speeding, drink-driving or failing to wear a seatbelt (see Figure 2). Several other indicators that moved in the wrong direction between 2004 and 2006 have shown improvement in the last three years. Sustained effort will be necessary if the gains of the 2000-2004 years are to be maintained.

Figure 2: People who agreed that the risk of being caught is small ... (decreasing is good)



3 General attitudes to road safety and enforcement

- 3.1 **How safe is road travel in New Zealand?** Nine percent of New Zealanders described road travel in this country as 'very safe'. A further 73% described it as 'fairly safe'; 16% described it as 'fairly unsafe' and 2% as 'very unsafe'¹. The number of people who described the roads as very or fairly safe has increased gradually over the last decade, from 75% in 2000 to 83% in 2009.
- 3.2 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty-five percent of New Zealanders think that Police effort to catch people breaking road safety laws should be increased further. A further 49% wanted that effort maintained at current levels. Only five percent thought Police effort should be decreased. These results are very similar to those of recent years.
- 3.3 **Penalties.** In 2009, as in 2008, 41% of New Zealanders said that penalties for breaking road safety laws should be increased. 51% thought penalties should remain about the same as they are now, and only four percent were in favour of reducing the severity of penalties.
- 3.4 **Advertising.** 36% of New Zealand adults thought that there should be more publicity and advertising about road safety, and 56% thought the amount of publicity and advertising should remain about the same as at present. Only 7% (a small increase from 4% in 2007 and 2008) wanted to see a reduction in publicity and advertising about road safety. These results are similar to those of the last five years.
- 3.5 **Road design and standards.** Only 13% of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 72% thought that their usual roads were fairly safe. 14% described the roads they normally used as 'very unsafe' or 'fairly unsafe'. There has been little change in this perception over the last decade.
- 3.6 Northland residents were most likely to describe the design and standards of their roads as unsafe. 27% of Northland residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe.
- 3.7 **Fatigue.** Each year from 2007, respondents have been asked how strongly they agreed or disagreed with the statement 'Driving when you are tired increases the chance you might have an accident'. Almost everyone (99%) agreed with the statement. 59% 'strongly agreed' and 39% 'agreed'. Only 1% disagreed with the statement or were neutral on the issue.

¹ Answers to this and other questions may not add to 100% due to rounding and in some cases because a small number of people answered 'Don't know'.

4 Alcohol-impaired driving

- 4.1 The last decade has seen some improvements in attitudes to alcohol. Further gains have been made in the last year.
- 4.2 The survey results indicate increasing dissatisfaction with the effectiveness of drink-driving laws and penalties, and a rapidly increasing demand for a lower legal blood alcohol limit (see Figure 3 and 4).

Figure 3: Attitudes to alcohol (increasing is good)

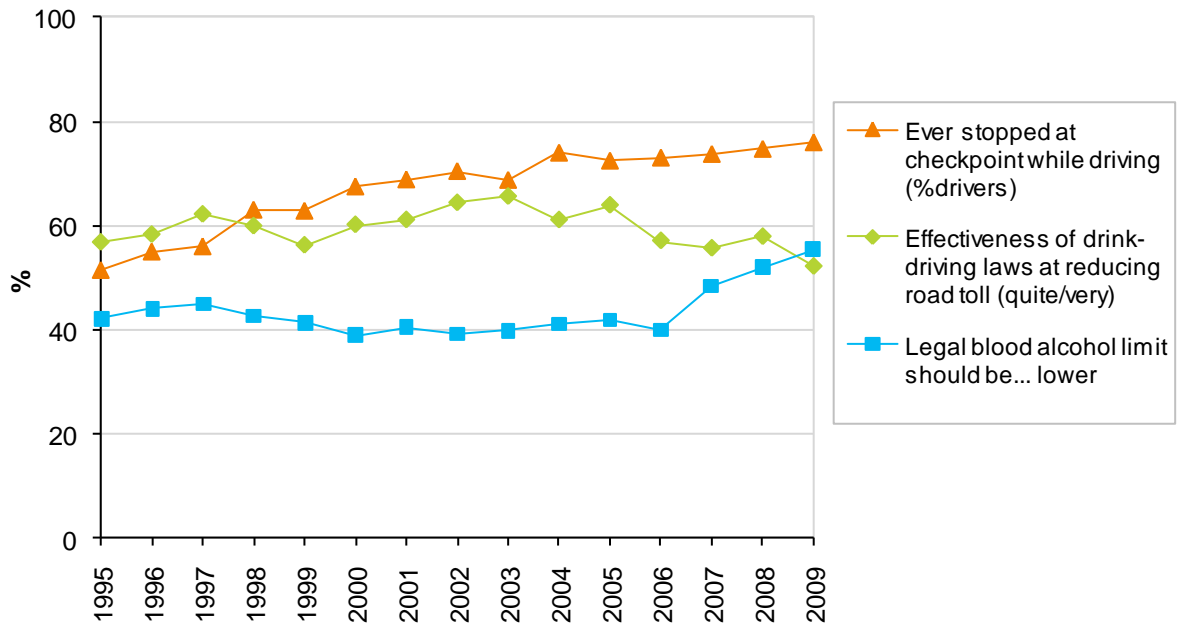
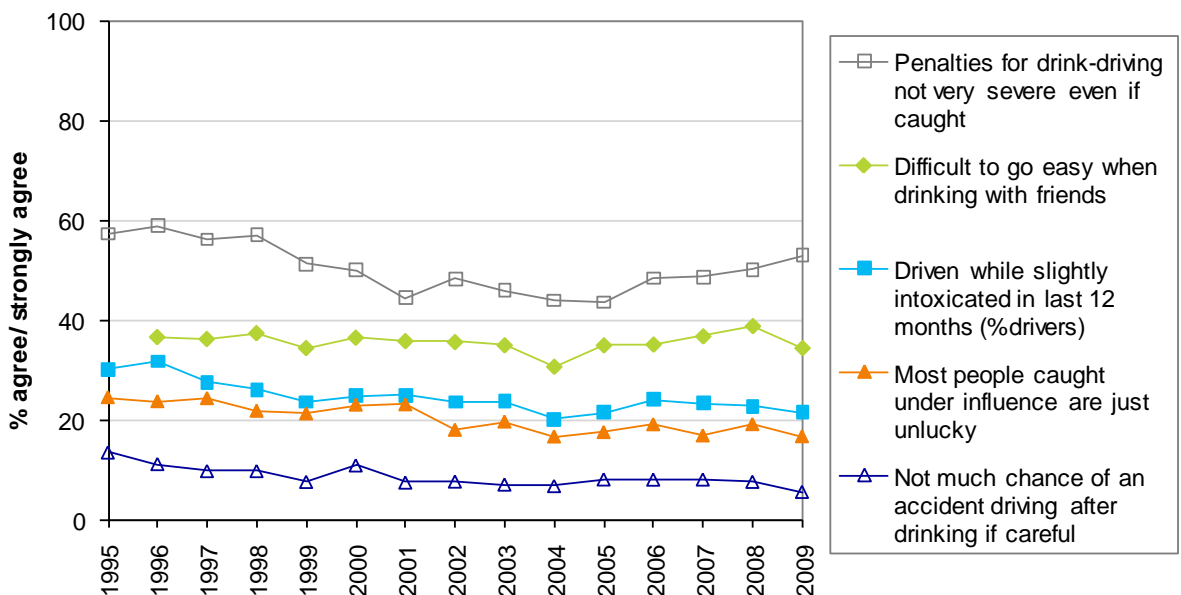


Figure 4: Attitudes to alcohol (decreasing is good)

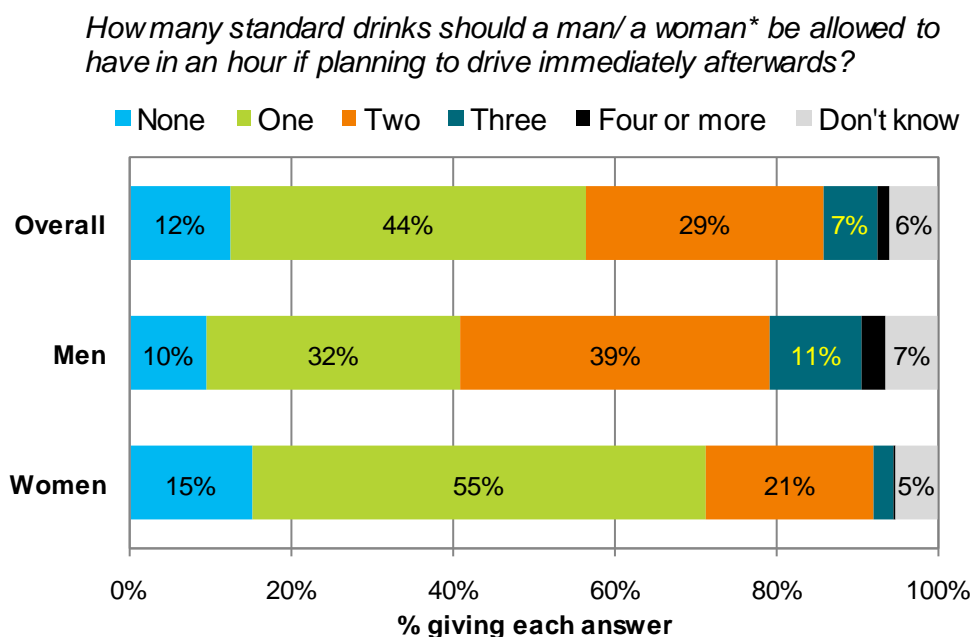


- 4.3 **Risk of crash.** Recognition of the risk of drink-driving is being maintained at a high level. Only 6% of New Zealanders agreed that ‘there is not much chance of an accident when driving after drinking if you are careful’(see Figure 1 in the Overview section above). This is an improvement from 8% of people agreeing with this statement in recent years.
- 4.4 **Social influences.** Peer pressure and social drinking remain strong influences. More than a third (35%) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (34%) said it was difficult to ‘go easy’ when drinking with friends. These results have shown little change over the last ten years.
- 4.5 More men than women reported the influence of peer pressure. Forty percent of men said it was difficult to go easy and drink less than the group. Young people aged 15 to 24 were most likely to say it was difficult to keep track of what they were drinking on social occasions, with 46% agreeing with this statement. People over 60 were also more likely to report peer pressure and difficulty keeping track of what they drank, than people in the 25-59 age group.
- 4.6 **Self-reported drink-driving.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey fell between 1995 and 1999, but has remained fairly static since. In 2009, 21% of drivers (29% of male drivers) said they had driven while slightly intoxicated. These results are similar to those from recent years, but are a substantial decrease from 30% (41% of males) in 1995. (Of course, the public perception of what ‘slightly intoxicated’ means may have changed over this period; this survey does not attempt to assess this).
- 4.7 One third (33%) of drivers who had had a speeding ticket in the past year also admitted to having driven while slightly intoxicated (compared to only a fifth (20%) of drivers who hadn’t received a speeding ticket).
- 4.8 **Drink-driving enforcement.** Two fifths (42%) of New Zealanders said that the risk of being caught drink-driving was small. Half the people aged 60 and over thought the chance of being caught drink driving was small. West Coasters were least likely to share this view – only one in seven thought the chance of being caught was low.
- 4.9 Gains were made in this area over the decade 1995 – 2004, shown by a decrease from 49% agreement with this statement in 1995 to 32% in 2004, as New Zealanders became increasingly aware of the effectiveness of drink-driving enforcement. However the improvement has been partially reversed in the period since 2005. This is a disturbing trend in a key indicator of attitudes to alcohol enforcement.
- 4.10 Figure 2 (in the Overview section above) compares this trend to the perceptions of being caught speeding or without a seatbelt.
- 4.11 **Effectiveness of law.** Fifty-two percent of New Zealanders agreed that our drink-driving laws were ‘very’ or ‘quite’ effective at reducing the road toll. This has decreased over the last year, from 58% in 2008, and is considerably lower than in the earlier years of this decade, when the number varied between 60% and 64%.
- 4.12 43% percent said that the drink-driving laws were not very effective. Only 3% thought that New Zealand’s drink-driving laws had no effect on the road toll.

- 4.13 **Penalties.** More than half of all those surveyed agreed with the statement ‘penalties for drinking and driving are not very severe even if you are caught’. This suggests either lack of awareness of the severity of current penalties, or public sympathy for tougher penalties to discourage drink-driving. This has increased steadily from 43% in 2005 to 53% in 2009.
- 4.14 People who admitted drinking and driving were more likely to think penalties were severe, than those who did not drink and drive. Of people who admitted driving while slightly intoxicated, 42% thought penalties for drink-driving weren’t very severe, while 55% of those who did not report driving while intoxicated thought penalties weren’t very severe.
- 4.15 **Blood alcohol limit.** More than half (55%) of New Zealanders favoured a lower legal blood-alcohol limit for driving. This has increased significantly over the last four years, from 40% in 2006, and is the highest support recorded since the question was first asked in 1994.
- 4.16 Forty-one percent of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 15% wanted it lowered to zero. 37% wanted the limit left as it is. Only 4% were in favour of raising the legal limit. (The remaining 4% said they had no opinion on the subject).

- 4.17 **How many drinks should be allowed before driving?** To explore perceptions about the blood alcohol limit in a more readily accessible way, a new question was introduced in 2009. Respondents were asked how many standard drinks someone of the same gender as them should be allowed to have in an hour if they were planning to drive immediately afterwards.
- 4.18 The concept of a ‘standard drink’ was explained as one can of beer or one small glass of wine and supported by a photograph showing a 330ml can of beer, a small glass of wine and a 30ml serve of spirits.
- 4.19 Figure 5 shows the results. The large majority, 85%, thought drivers should be limited to two or fewer drinks during the hour. A further 7% wanted the ceiling set at 3 drinks.
- 4.20 More than half (56%) said that drivers should be limited to one drink (or no drinks at all) an hour. 5% said they didn’t know. Only 3% thought drivers should be permitted more than 3 drinks in an hour before driving.
- 4.21 These results were similar for all age groups. Even among people who admitted to having driven while slightly intoxicated, three quarters thought the limit should be set at 2 or fewer drinks, and 90% thought the limit should be set at 3 or fewer drinks.

Figure 5: Drinking before driving.



**Men were asked about men and women were asked about women.*

4.22

5 Compulsory breath testing (CBT)

5.1 Overall, attitudes towards breath-testing are now fairly static or slightly worse than in 2008, after some improvement in 2007. (see Figure 6 and Figure 7). Continued or increased input will be required to maintain public perceptions that there is a good chance of being caught if drink-driving.

Figure 6: Attitudes to checkpoints (increasing is good)

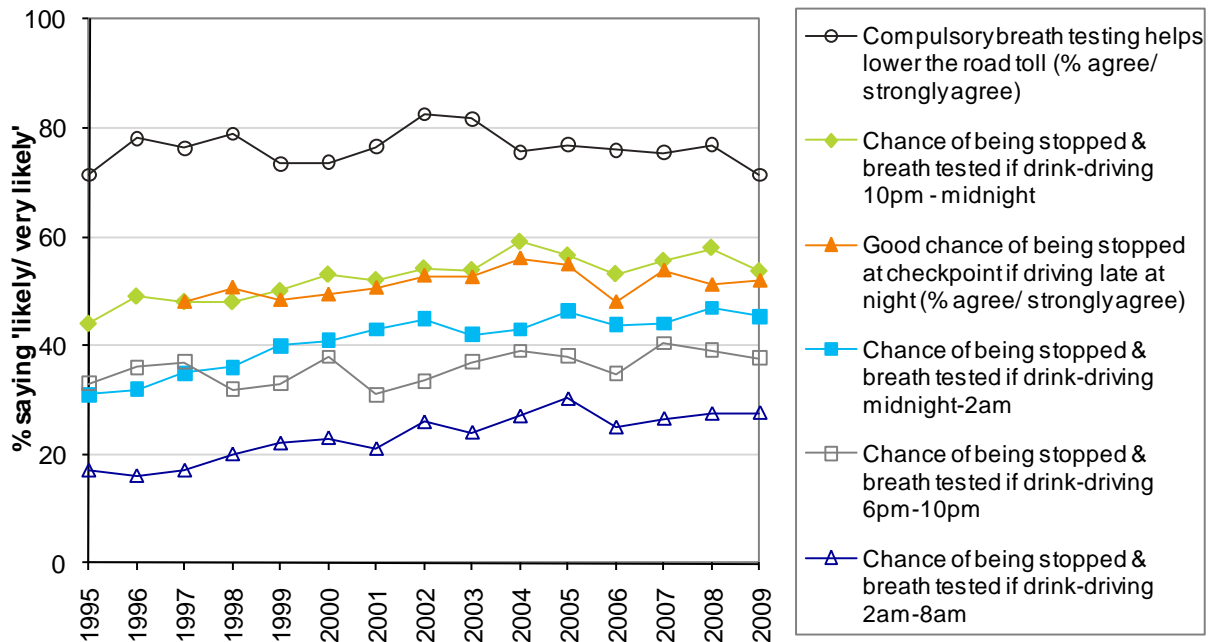
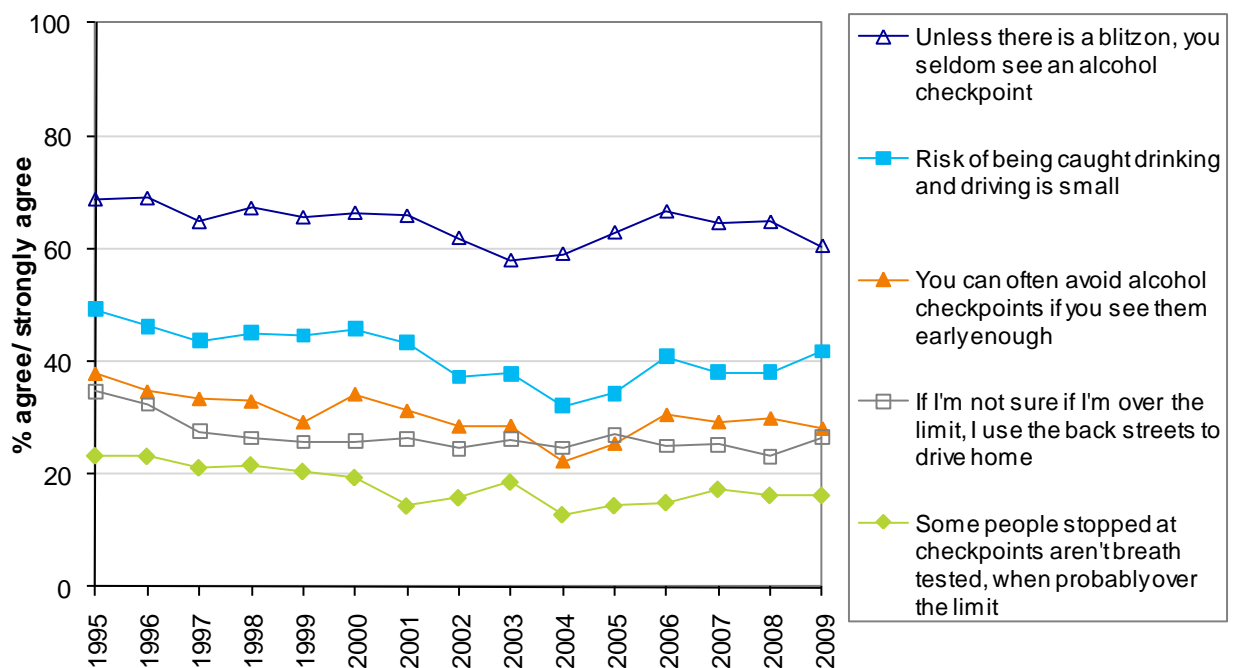


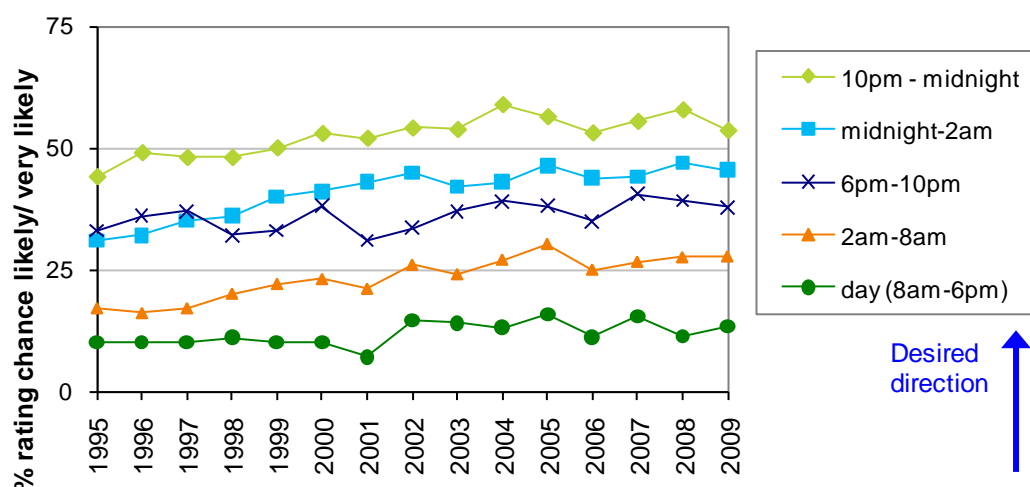
Figure 7: Attitudes to checkpoints (decreasing is good)



- 5.2 **CBT lowers road toll.** Just under three quarters (71%) of New Zealanders agreed that ‘compulsory breath testing (CBT) helps to lower the road toll’. This has fallen from 77% in 2008 and 75% in 2007. One in six (16%) disagreed with this statement. The remaining 13% said they were neutral or didn’t know.
- 5.3 **Checkpoints.** Fewer people now say that they ‘seldom saw checkpoints except during blitzes’. 60% expressed this view in 2009. This is an improvement from 65% and a return to the 2003 and 2004 level.
- 5.4 Forty-six percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months. In Northland and the Waikato, two thirds of drivers reported having been stopped in the last year.
- 5.5 Fifteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. Of people who admitted to driving while slightly intoxicated, 20% had been stopped at a checkpoint at least three times in the last year.
- 5.6 **Chance of being stopped late at night.** Fifty-two percent of New Zealanders surveyed thought there was a good chance of being stopped at a checkpoint if driving late at night. This has remained around fifty percent for the last decade. 33% said they disagreed that there was a good chance of being stopped. (The remaining 15% said they were neutral or didn’t know).
- 5.7 People who said they’d driven while slightly intoxicated were no less likely to think they’d be stopped late at night than anyone else. 56% of people who had driven after drinking agreed they were likely to be stopped at a checkpoint, compared to 50% of other people.
- 5.8 People living on the West Coast were least likely to think they would be stopped at a checkpoint if driving late at night. Only a third (31%) of Coasters said there was a good chance of being stopped.
- 5.9 Comparing age groups, people in their early twenties were least likely to think they would be stopped at a checkpoint if driving late at night. Only 33% of people aged 20 to 24 thought there was a good chance of being stopped.
- 5.10 **Chance of being stopped, by driving situation.** More than half of New Zealanders (56%) would expect to be stopped and tested if they were drink-driving in a large city. A further 24% rated the chance as 50-50.
- 5.11 Just over a third (38%) thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. 40% of people said it was ‘very’ or ‘fairly’ unlikely that a drink-driver would be stopped on a major highway.
- 5.12 One third (33%) thought they would be stopped if they were drink-driving in a small town, and just one in seven (15%) would expect to be stopped if they were drink-driving on a rural road. 68% (67% of rural dwellers) thought it very or fairly unlikely that they would be stopped on a rural road.

- 5.13 **Chance of being stopped, by time of day.** Overall, awareness of compulsory breath testing increased between 1995 and 2005, but has been relatively static since then (see Figure 8).

Figure 8: Chance of being stopped and tested if drink-driving during...



- 5.14 Fifty-four percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. Just under half (45%) would expect to be caught if they were drink-driving between midnight and 2am. 38% said they would expect to be caught if drink-driving between 6pm and 10pm. Just over a quarter (28%) thought they would be caught if drinking and driving between 2am and 8am, and only 13% said that there would be a good chance of being caught if they were drink-driving in the daytime (8am – 6pm).
- 5.15 **Avoiding checkpoints.** Well over a third of New Zealanders (41%) said that they could tell where checkpoints would be. This has increased over the past year after remaining essentially unchanged for the last decade. A quarter (27%) say they use the back streets to drive home when they might be over the limit.
- 5.16 More than half of Northland (58%), Gisborne (56%) and West Coast (54%) residents thought they could tell where checkpoints would be, compared to the national average of 41%.
- 5.17 More than a quarter (28%) thought they could often avoid checkpoints if they saw them early enough. A third (35%) of people aged 20 to 24 thought they could avoid checkpoints.
- 5.18 **Compulsory screening.** 16% of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit. Drivers tended to have a more cautious attitude toward checkpoints than non-drivers. 14% of drivers, but 29% of non-drivers, thought some people weren't tested at checkpoints. (As many non-drivers are young people, this could reflect a tendency for young or inexperienced people to think that breath tests are easily avoided).

6 Speed and speed enforcement

6.1 The majority of New Zealanders recognise the risks of speeding and support enforcement of the speed limit. Effort is required to ensure that the positive changes in attitude over the last decade are maintained.

Figure 9: Attitudes to speed enforcement (increasing is good)

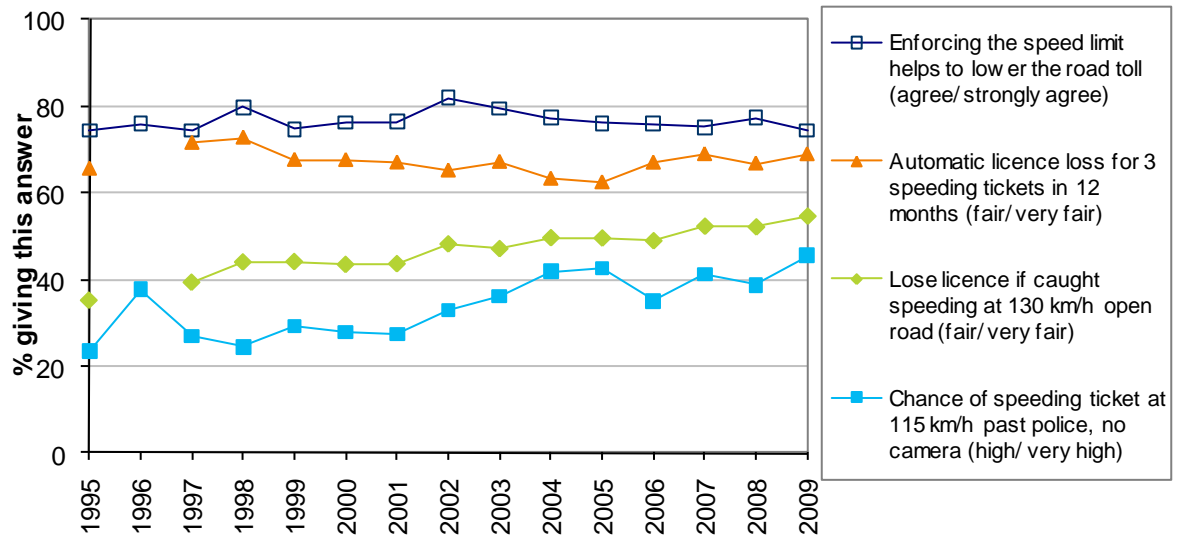
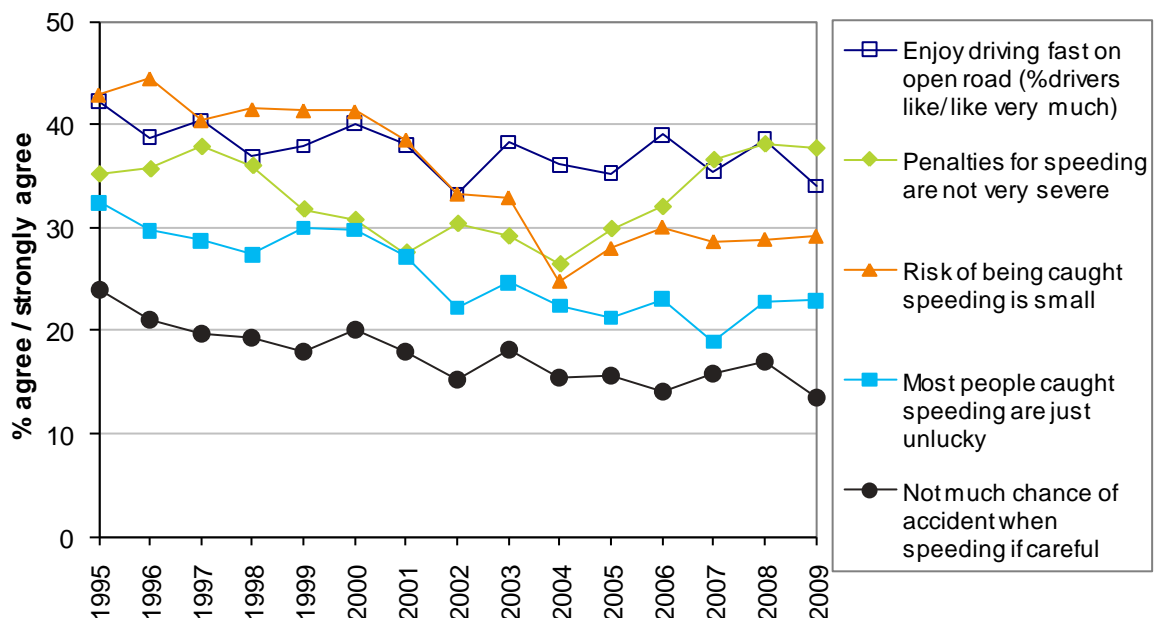


Figure 10: Attitudes to speed and speed enforcement (decreasing is good)

(Note that the scale differs from the previous graph)



- 6.2 **Risk of crash.** There has been a significant improvement since last year in the number of people recognising that speeding is a crash risk. Only one in seven New Zealanders (14%) agreed with the statement ‘there is not much chance of an accident when speeding if you are careful’, a reduction from 17% in 2008 (Figure 10).
- 6.3 Failing to acknowledge the risk was more common among men (19%) and among people who had driven while slightly intoxicated (20%).
- 6.4 **Like driving fast.** A third (34%) of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the late thirties for the last decade, but is slowly decreasing. Overall, 39% of males and 29% of females said they liked driving fast on the open road. Nearly two thirds (62%) of male drivers aged 15-24 said that they liked driving fast.
- 6.5 **Effectiveness of enforcement.** Support for speed enforcement remains high. Three quarters (74%) of New Zealanders agreed with the statement ‘enforcing the speed limit helps to lower the road toll’; 15% disagreed and 10% said they were neutral on this issue. This has changed little since 1995 (Figure 9).
- 6.6 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but has been generally static in recent years. 29% of New Zealanders agreed with the statement ‘the risk of being caught speeding is small’, the same percentage as in 2007 and 2008 (Figure 10). People aged 60-plus were most likely to think that the risk of being caught speeding is small – 41% of this age group agreed with this statement.
- 6.7 **Speed limits.** As in recent years, the great majority of New Zealanders (87%) said that speed limits on the roads they normally use are about right. 5% said they were too high and 7% that they were too low. There has been a gradual decrease in the number saying speed limits were too low, and a corresponding increase in the number saying speed limits were ‘about right’.
- 6.8 **Open road speed limit.** When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept as it is, 82% said they wanted it kept as it is and a further 3% thought it should be lowered. The minority saying that the 100 km/h limit should be raised has decreased from 25% in 1995 to 14% in 2009.
- 6.9 Not surprisingly, people who had received speeding tickets were most likely to say the speed limit should be raised, although even in this group only just over a quarter (26%) thought the 100km/h limit should be raised.
- 6.10 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. 84% of New Zealanders said that the urban 50km/h speed limit should be retained and a further 5% that it should be lowered. Since these questions were first asked in 1995, there has been in a gradual decline in support for raising the urban speed limit, from 21% in 1995 to 10% in 2009.
- 6.11 **Definition of speeding.** Participants were asked ‘On the open road, what speed do you consider to be speeding?’. 43% named speeds of 110 km/h or less as ‘speeding’. A further 19% named speeds of 111 - 115 km/h. The mean speed named was 113.4 km/h. This may reflect widespread knowledge of the 10 km/h enforcement tolerance applied

by Police in practice. Young men aged 15 to 24, and those who admitted to driving while intoxicated, were more likely than other groups to name high speeds.

- 6.12 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. From 16 January 2006, the threshold for automatic licence suspension became 40 km/h over the posted permanent speed limit, or 140 km/h on the open road. In 2009, automatic loss of licence at 140 km/h was described as 'fair' or 'very fair' by 80% of New Zealanders. This has gradually increased over the last decade from 68% in 1999. Only 8% said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).
- 6.13 Just over half (55%) said automatic licence loss would be fair at 130 km/h on the open road. Again, this has increased gradually, from 44% in 1999.
- 6.14 The question asked how fair or unfair it would be for a driver to 'automatically lose their licence'. The actual penalty is licence suspension for 28 days. It is possible that the 'loss of licence' referred to in the question sounds harsher than a 28-day suspension, so the responses may in fact underestimate public support for this penalty.
- 6.15 Speeding in urban areas was also regarded as highly unacceptable. As in 2007 and 2008, 93% supported loss of licence for speeding at 90 km/h in a 50km/h zone. This has gradually increased from 88% in 1999. Almost four fifths (79%) supported automatic loss of licence at 80 km/h, and 43% were in favour of automatic licence loss at 70 km/h in a 50 km/h zone.
- 6.16 **Repeat offending.** Sixty-nine percent of New Zealanders said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence. This is similar to the levels of the last few years (see Figure 9). 16% said automatic licence loss for three tickets in a year would be unfair or very unfair, and 16% were neutral on this issue or said they didn't know.
- 6.17 **Self-reported speeding infringements.** One in eight drivers (13%) reported receiving at least one speeding ticket in the previous year. Fifteen percent of male drivers and 11% of female drivers reported receiving a speeding ticket in the year preceding the survey. Not surprisingly, people who said they liked driving fast were more likely to have had a speeding ticket (14%) than those who disliked driving fast (10%).
- 6.18 **Chance of receiving a ticket.** New Zealanders now expect to be caught if they speed past a speed camera (see section 7, '*Speed cameras*'), but are less convinced that they'll be stopped if they're passing a Police officer without a camera.
- 6.19 Although more than two thirds (71%) of New Zealanders now believe they would be likely to receive a ticket if they drove past a Police officer in light traffic at 120 km/h, less than half (46%) would expect a ticket at 115 km/h. (see Figure 11). This is interesting given widespread awareness that the Police commonly apply a 10 km/h speed tolerance on the open road. In contrast, 79% said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 12).

Figure 11: Perceived chance of receiving a ticket if passing a Police officer (without a camera) at various speeds

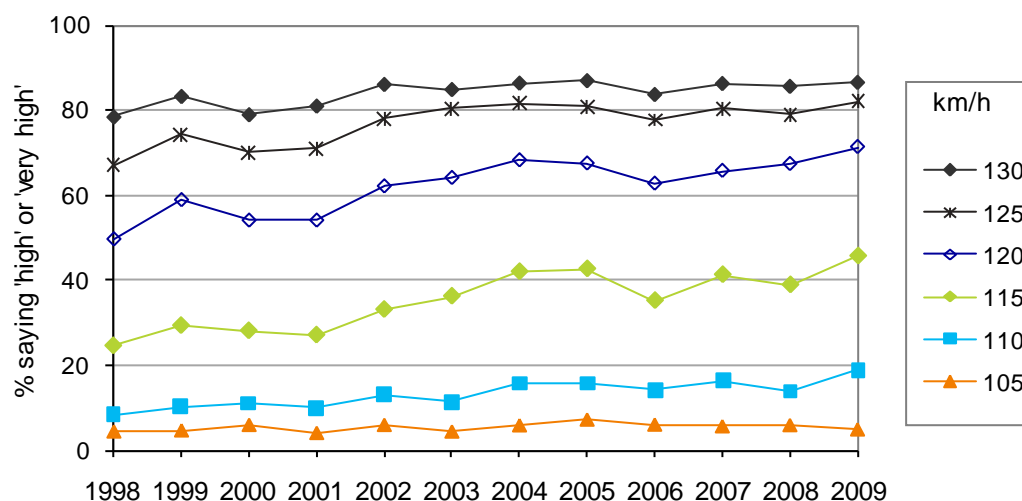
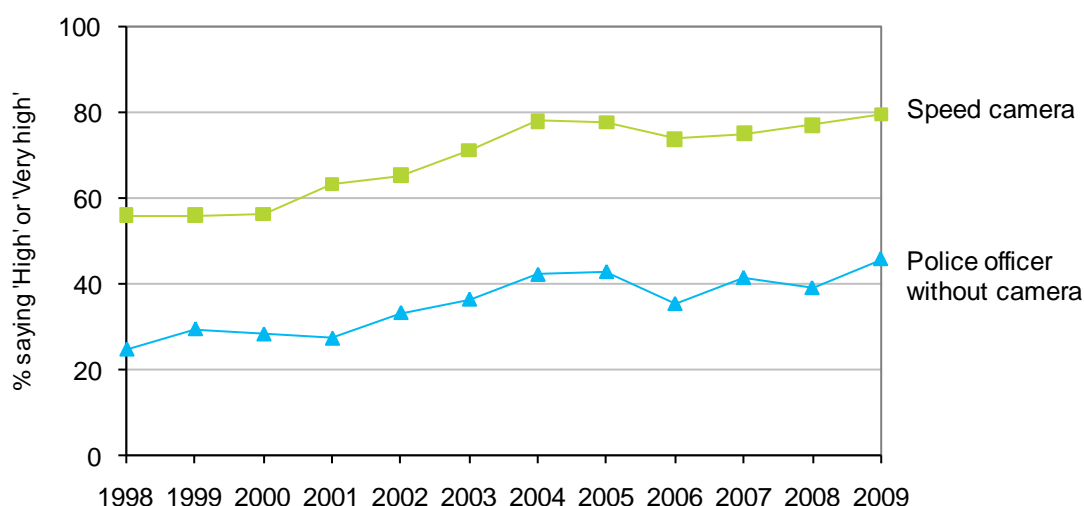


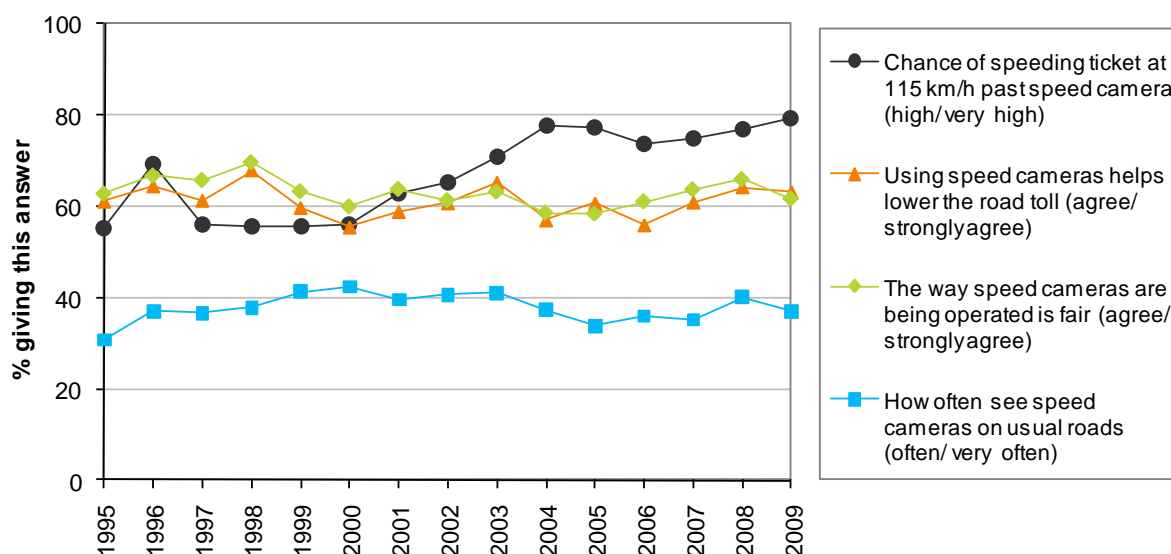
Figure 12: Perceived chance of receiving a ticket if driving at 115 km/h past a...



- 6.20 Around a quarter (22%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h. More than a third of young males (38% of males aged 15 to 24) thought that the chance of receiving a ticket at 115km/h was low.
- 6.21 New Zealanders' expectation of receiving a ticket if speeding past a Police Officer at speeds between 110 km/h and 125 km/h has increased over the last year, as part of a gradual improvement over the last decade. Only one person in twenty would expect to receive a ticket at 105 km/h.

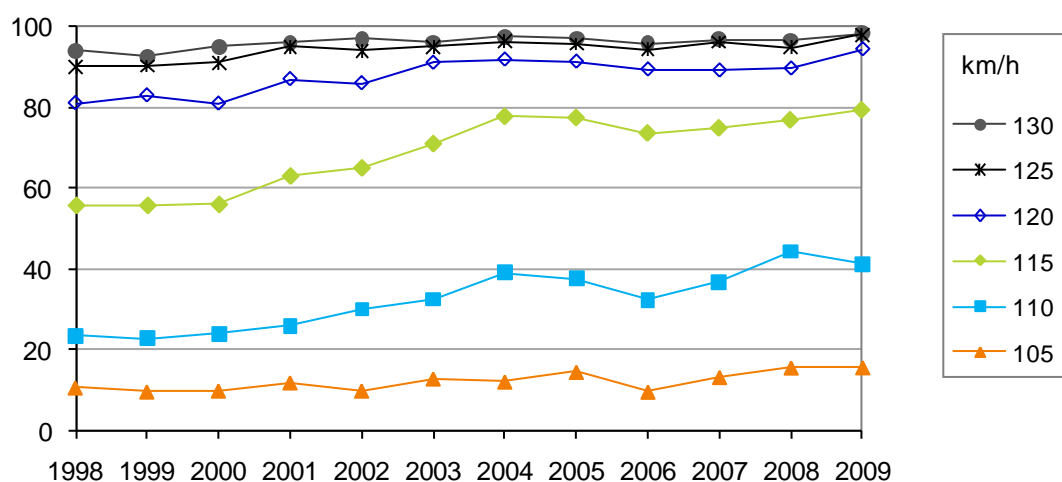
7 Speed cameras

Figure 13: Attitudes to speed cameras (increasing is good)



- 7.1 **Effectiveness of speed cameras.** The majority of New Zealand adults (63%) agreed or strongly agreed with the statement ‘Using speed cameras helps lower the road toll’. 26% said speed cameras don’t help to lower the road toll and 11% were neutral on this issue. This hasn’t changed much over the last decade (Figure 13).
- 7.2 **Cameras operated fairly.** Just under two thirds of New Zealanders (62%) thought that the way speed cameras are being operated is fair.
- 7.3 **Chance of receiving a ticket.** Awareness of speed camera enforcement has been maintained at a high level.

Figure 14: Perceived chance of receiving a ticket if passing speed camera at various speeds



- 7.4 Four out of five New Zealanders now say they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h. This proportion increased sharply

between 2000 and 2004, from 56% to 78%, and is now increasing more slowly after a drop in 2006 (see Figure 14).

- 7.5 More than 90% thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher.
- 7.6 Forty-one percent would expect to receive a ticket if they passed a speed camera at 110 km/h. (For a comparison with the perceived chance of receiving a ticket when passing a Police officer without a camera, see sections 6.18 -6.21).
- 7.7 **Awareness of cameras.** More than a third (37%) of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 13). This has been fairly static over the last decade.
- 7.8 North Islanders were more likely than South Islanders to say they often saw speed cameras (41% and 25% respectively). Taranaki, at 21%, was the only North Island region where fewer than 38% said they often saw speed cameras on their usual roads. In the South Island, the percentage ranged from 13% of West Coast residents who often saw speed cameras up to 27% of Canterbury residents. Gisborne and Hawkes Bay residents were the most likely to report seeing speed cameras often (48% and 53% respectively).
- 7.9 **Hidden cameras.** Participants were asked 'Do you support or oppose the use of hidden speed cameras to catch speeding drivers?'. As in earlier years, the majority of New Zealanders supported the use of hidden cameras. 61% of New Zealanders said they supported or strongly supported the use of hidden cameras, while 22% were opposed or strongly opposed to their use.

8 General enforcement and compliance

- 8.1 **General traffic enforcement.** Thirty-six percent of New Zealanders thought that a driver who broke a traffic law (other than drink-driving or speeding) was likely to be stopped by the Police.
- 8.2 **Vehicle impoundment.** A large majority of New Zealanders (93%) supported vehicle impoundment for disqualified or repeated unlicensed driving. The increase from 91% in 2008 has continued a gradual upward trend from 84% when first asked in 1998.
- 8.3 **Unmarked police vehicles for traffic enforcement.** Several questions about the use of unmarked vehicles (other than speed camera vehicles), to detect offending on the roads, were asked for the first time in 2004. Some questions were altered in 2007.
- 8.4 In 2008, 96% of New Zealanders were aware that Police use a fleet of unmarked vehicles to detect traffic offending. Awareness was high across all age groups and throughout NZ.
- 8.5 Those who were aware of the unmarked cars were asked to list all of the ways they'd become aware of them. Most people had seen someone else being ticketed (42%) and/or had seen an officer in an unmarked car (37%). 24% had heard about the cars from someone else, 7% mentioned that they'd heard about the cars through the media, and 6% had personally received a ticket from an officer in an unmarked car. 8% said they recognised the model, licence plates, aerial or other features of the cars.
- 8.6 Most people thought that unmarked cars were an effective and fair road safety measure. Three quarters (75%) of those who were aware of unmarked cars said the use of unmarked cars to detect traffic offending was 'very effective' or 'quite effective' in helping to reduce the road toll. 20% thought the use of unmarked cars was not very effective and only 2% said they had no effect. (The remaining 3% said they didn't know).
- 8.7 When asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car, 88% of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair' (the same as in 2008). Only 4% said it would be 'unfair' or 'very unfair'. The remaining 8% said they were neutral on this issue.

9 Safety belts and child restraints

9.1 Perceptions relating to safety belts were very similar to those for previous years.

Figure 15: Attitudes to safety belts (increasing is good)

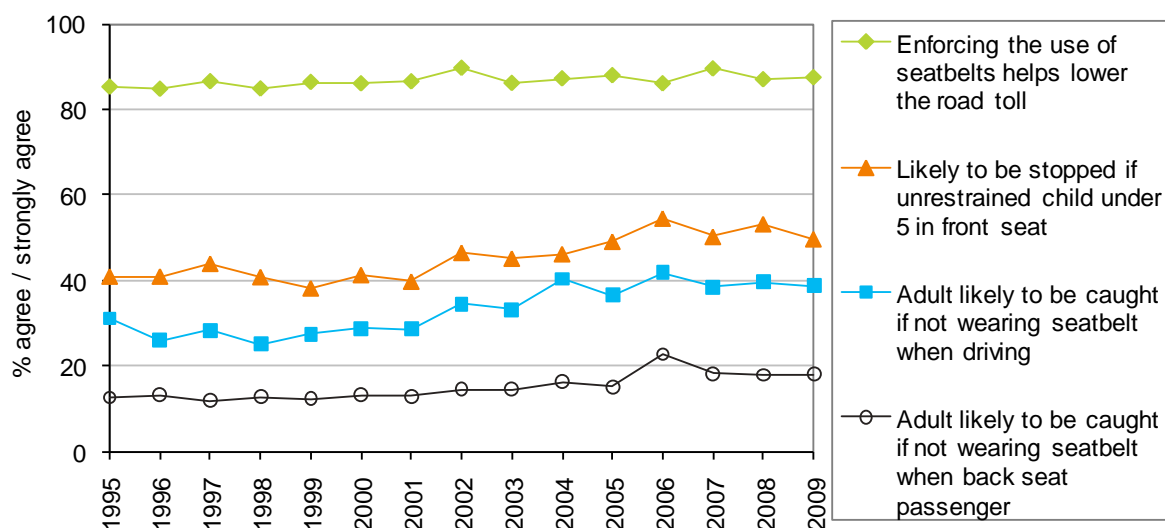
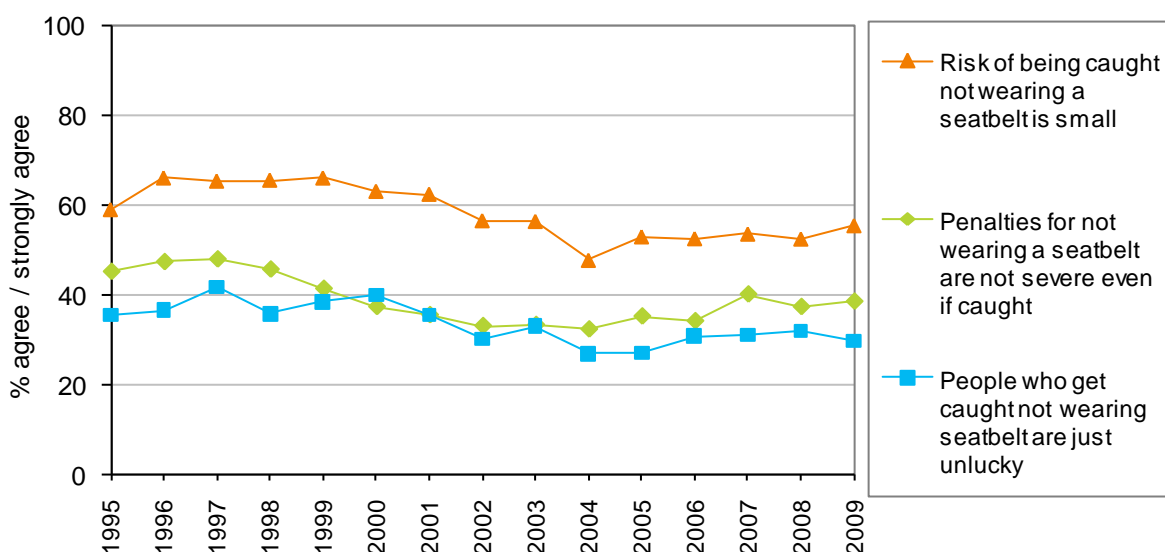


Figure 16: Attitudes to safety belts (decreasing is good)



9.2 **Effectiveness of safety belts.** As in previous years, almost all New Zealanders (97%) agreed that safety belts are effective in reducing the road toll.

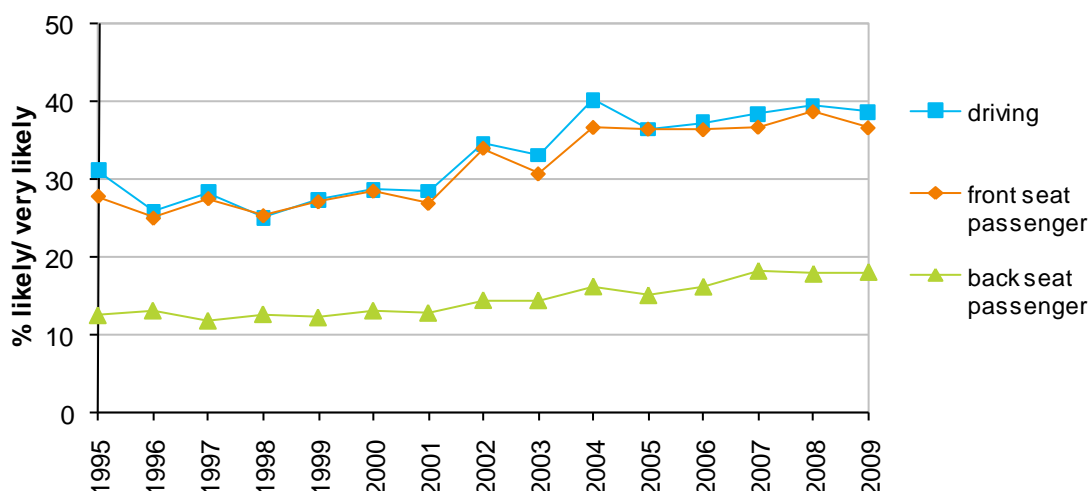
9.3 **Effectiveness of safety belt enforcement.** 87% of New Zealanders agreed that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant at this high level over the last decade. People aged 15 to 24 were somewhat less likely to support safety belt enforcement, with only 75% saying that safety belt enforcement helps to lower the road toll.

9.4 **Enforcement of adult safety belt use.** 39% of New Zealanders thought it 'likely' or 'very likely' that they would be caught if they drove without wearing a safety belt. This

has remained stable at 36-40% since 2004 after a significant improvement from earlier years (see Figure 15).

- 9.5 Less than a quarter (24%) of young people aged 20 to 24 thought it was likely that they would be caught if they drove without a safety belt.
- 9.6 If travelling as a front-seat passenger without a safety belt, 37% would expect to be stopped by Police. For rear seat passengers, only 18% said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat.

Figure 17: Chance that an adult will be caught if not wearing a seatbelt while...



- 9.7 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Half of the respondents said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 30% said this would be the case if the child was in the back seat. These are both slight decreases from 53% and 35% in 2008.
- 9.8 **Penalties.** Well over a third of New Zealanders (38%) said that the penalties for not wearing a safety belt were not very severe even if you were caught.

10 Roding

A set of supplementary questions on road engineering and design was asked for the first time in 2002.

- 10.1 **Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. 72% said that improving road engineering and design would be 'very important' for road safety, and a further 25% said it would be 'fairly important'. The number of people who rated roading improvements as 'very' or 'fairly' important for road safety has remained at a very high level since the question was first asked in 2002.
- 10.2 **Roding priorities.** Between 2002 and 2006, respondents were asked a series of questions designed to prioritise the importance of safety engineering improvements to different types of road, and for pedestrians and cyclists. From 2006 these questions have been asked in even numbered years only. They will next be asked in 2010.

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2009 survey, 1650 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

All people aged 15 years of age or more who are usually resident in permanent private dwellings were eligible for selection as respondents. A minimum of 100 adults was sampled in each of the 14 Local Government Regions (Tasman, Nelson and Marlborough were treated as one region for the purpose of this survey). Sampling was carried out at meshblock and dwelling level in such a way as to ensure an equal probability of selection for every permanent private dwelling in mainland New Zealand. Within each selected dwelling, one occupant was selected for interview according to a random selection scheme. Five interviews were carried out in each meshblock. Where no response could be obtained from a selected dwelling after four calls, another dwelling was substituted.

A response rate of 61% was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

Trained National Research Bureau staff conducted the interviews. Each interviewer's work was checked and audited by NRB supervisors.

Raw data were weighted by age group, region, gender and number of eligible respondents within the sampled dwelling, to adjust for any imbalances between the achieved sample and the population structure.

Sample sizes and weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	411	167
2	879	804
3	228	345
4	87	195
5	30	87
6 or more	15	53
Total	1650	1650

Gender

Gender	Sample size	Weighted
Female	906	856
Male	744	794
Total	1650	1650

Age group

Age group	Sample size	Weighted
15-19	80	146
20-24	81	149
25-29	98	134
30-39	259	289
40-49	309	318
50-59	271	240
60+	552	373
Total	1650	1650

Region

Region	Sample size	Weighted
Northland	100	59
Auckland	300	530
Waikato	100	154
Bay of Plenty	100	103
Gisborne	100	17
Hawke's Bay	100	59
Taranaki	100	43
Manawatu/Wanganui	100	91
Wellington	115	186
Nelson/Marlborough	100	54
West Coast	100	13
Canterbury	135	219
Otago	100	83
Southland	100	37
Total	1650	1650

Note: Rounded weights are shown. True weights used add to 1650.

Appendix B: Tables

Summary tabulations of responses to major questions

Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	78	79	78	79	77	79	80	82	83
How safe is the design and standard of roads you use?	Very/fairly safe	84	84	81	82	81	83	83	84	85
Police effort into catching people breaking road safety laws should be... ²	increased	55	56	48	40	38	44	45	44	45
	about the same	40	39	44	50	48	46	47	48	49
	decreased	3	3	6	8	12	9	6	6	5
Penalties for breaking road safety laws should be... ²	increased	35	38	35	34	33	36	41	41	41
	about the same	53	51	52	56	57	53	50	48	51
	decreased	6	4	6	6	5	6	5	4	4
Publicity and advertising about road safety should be... ²	increased	43	44	44	35	38	43	40	36	36
	about the same	51	49	50	57	54	51	55	58	56
	decreased	5	6	5	7	7	5	4	4	7
Driving when you are tired increases the chance you might have an accident (<i>asked for first time in 2007</i>)	Agree/ strongly agree							98	97	99

² These categories may not add to 100% as a small percentage of respondents answered 'Don't know' or failed to answer the question.

Alcohol-impaired driving

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	8	7	7	8	8	8	8	6
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	36	36	35	31	35	35	37	39	34
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	35	38	36	34	36	34	35	35	35
The risk of being caught drinking and driving is small	Agree/strongly agree	43	37	38	32	34	41	38	38	42
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	44	48	46	44	43	48	49	50	53
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	23	18	20	17	17	19	17	19	17
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	61	64	66	61	64	57	56	58	52
Legal blood alcohol limit should be...	Lower	40	39	40	41	42	40	48	52	55
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	25	24	24	20	21	24	23	23	21

Compulsory breath testing

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	83	82	76	77	76	75	77	71
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	14	16	19	13	14	15	17	16	16
Can tell where checkpoints will be	Agree/strongly agree	33	36	34	35	34	36	36	37	41
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	66	62	58	59	63	67	65	65	60
Can avoid checkpoints if you see them early	Agree/strongly agree	31	28	29	22	25	31	29	30	28
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	26	25	26	25	27	25	25	23	27
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	51	53	53	56	55	48	54	51	52
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	86	85	83	86	85	84	83	85	85
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	95	95	93	93	94	93	93	92	94
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm ³	Very/fairly likely	31	34	37	39	38	35	41	39	38
...10pm and midnight ³	Very/fairly likely	52	54	54	59	56	53	56	58	54
...midnight and 2am ³	Very/fairly likely	43	45	42	43	46	44	44	47	45
...2am and 8am ³	Very/fairly likely	21	26	24	27	30	25	27	27	28
...8am-6pm ³	Very/fairly likely	7	15	14	13	16	11	15	11	13

³ Question asked of half the sample (N=820)

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Chance of being breath-tested if drink-driving...										
...in a small town ⁴	Very/fairly likely	28	28	31	31	30	31	31	26	33
...in a large city ⁴	Very/fairly likely	56	59	54	63	54	55	58	60	56
...on a major highway ⁴	Very/fairly likely	37	43	37	41	36	41	36	45	38
...on a rural road ⁴	Very/fairly likely	13	14	17	15	13	16	15	13	15
Ever stopped at checkpoint while driving (% of all drivers)	Yes	69	70	69	74	72	73	74	75	76
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	41	42	41	46	42	41	38	41	46

⁴ Question asked of half the sample (N=820)

Speed

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Enjoy driving fast on open road (% drivers)	Like/like very much	38	33	38	36	35	39	35	39	34
There isn't much chance of accident when speeding if careful	Agree/strongly agree	18	15	18	15	16	14	16	17	14
The risk of being caught speeding is small	Agree/strongly agree	39	33	33	25	28	30	29	29	29
Penalties for speeding are not very severe	Agree/strongly agree	28	30	29	26	30	32	37	38	38
Most people who get caught speeding are just unlucky	Agree/strongly agree	27	22	25	22	21	23	19	23	23
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	76	82	79	77	76	76	75	77	74
Speed limits on the roads I normally use are...	About right	84	85	82	84	85	84	87	86	87
	Too low	9	8	10	10	8	8	7	6	7
	Too high	5	5	6	4	5	6	5	6	5
Should 100 km/h limit be raised, lowered or left as it is?	Same	72	77	74	76	75	76	77	78	82
Should 50 km/h limit be raised, lowered or left as it is?	Same	79	83	81	81	82	81	84	80	84
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	67	70	74	75	75	77	78	79	80
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	87	90	90	92	91	92	93	93	93
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	67	65	67	63	62	67	69	67	69

Speed cameras

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Using speed cameras helps to lower the road toll	Agree/strongly agree	59	61	65	57	61	56	61	64	63
The way speed cameras are being operated is fair	Agree/strongly agree	64	61	63	58	58	61	64	66	62
How often do you see speed cameras on usual roads?	Often/almost always	40	41	41	37	34	36	35	40	37
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/strongly support	NA	NA	NA	56	59	59	63	64	61
Chance of speeding ticket if passing speed camera at 110 km/h ⁵	High/very high	26	30	33	39	38	32	37	44	41
Chance of speeding ticket if passing speed camera at 120 km/h ⁵	High/very high	87	86	91	92	91	89	89	90	94
Chance of speeding ticket if passing speed camera at 130 km/h ⁵	High/very high	96	97	96	98	97	96	97	97	98
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁵	High/very high	10	13	11	16	16	14	16	14	19
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁵	High/very high	54	62	64	68	67	63	66	67	71
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁵	High/very high	81	86	85	86	87	84	86	86	86
Any speeding tickets in last 12 months (% of drivers)	Yes	16	16	16	19	14	16	16	13	13

⁵ Question asked of half the sample (N=820).

General enforcement

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	27	29	32	36	33	32	34	37	36
Vehicle impoundment for disqualified or unlicensed driving would be...	Fair/very fair	87	89	89	92	92	89	90	91	93
Carry driver's licence when driving private vehicle (% drivers) ⁶	Always/mostly	96	95	95	96	NA	98	NA	85	NA

Roading

Roading questions were first included in the survey in 2002.

Question	Response	Percentage giving response							
		2002	2003	2004	2005	2006	2007	2008	2009
To achieve higher levels of road safety, how important would it be to improve road engineering and design? What priority for safety engineering improvements to... ⁷	Very/ fairly important	96	95	95	96	95	97	97	97
... motorways	Top/high priority	75	72	72	74	71	NA	73	NA
... open road State Highways	Top/high priority	87	84	86	87	86	NA	83	NA
... other open roads	Top/high priority	68	63	67	67	64	NA	64	NA
... major roads in towns and cities	Top/high priority	66	66	69	68	67	NA	68	NA
... residential streets	Top/high priority	37	35	39	39	35	NA	38	NA
How high a priority for road safety is making the roads better for... ⁷									
... pedestrians	Top/high priority	70	66	71	72	73	NA	76	NA
... cyclists	Top/high priority	74	70	74	75	76	NA	77	NA

⁶ From 2005 this question was asked in even numbered years only.

⁷ From 2007, these questions were asked in even numbered years only.

Safety belts and child restraints

Question	Response	Percentage giving response								
		2001	2002	2003	2004	2005	2006	2007	2008	2009
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	86	90	86	87	88	86	90	87	87
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	96	95	96	95	95	95	95	97
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	62	56	56	48	53	52	53	52	55
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	35	33	33	32	35	34	40	37	38
People who get caught not wearing a safety belt are just unlucky	Agree/strongly agree	35	30	33	27	27	31	31	32	30
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	28	35	33	40	36	37	38	40	39
...front seat passenger	Fairly/very likely	27	34	31	37	36	36	37	39	37
...back seat passenger	Fairly/very likely	13	14	14	16	15	16	18	18	18
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	40	46	45	46	49	48	50	53	50
...child in the back seat	Fairly/very likely	24	28	27	27	30	30	32	35	30

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki

Question	Response	All NZ	North-land	Auckland	Waikato	Bay of Plenty	Gisb'n	Hawke's Bay	Tara-naki
<i>Sample size</i>		1650	100	300	100	100	100	100	100
<i>Drivers in sample</i>		1505	91	278	94	86	86	93	93
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	45	40	48	44	50	45	30	37
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	6	6	3	8	8	5	3
The risk of being caught drinking and driving is small	Agree/strongly agree	42	30	41	37	52	30	38	36
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	28	21	25	18	36	28	17
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	71	73	74	69	70	67	71	70
Can tell where checkpoints will be	Agree/strongly agree	41	58	37	44	48	56	39	39
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	52	60	55	66	47	54	56	52
Speed									
Enjoy driving fast on open road (%drivers)	Like/like very much	34	30	34	33	45	39	24	29
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	15	15	17	15	21	11	13
The risk of being caught speeding is small	Agree/strongly agree	29	29	30	22	30	27	22	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	74	79	81	67	71	74	74	68
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	63	70	56	60	64	66	60
How often do you see speed cameras on your usual roads	Often/almost always	37	41	40	41	41	48	53	21

...continued

Regional tables: Selected results by Local Government Region
a) Northland to Taranaki (continued)

Question	Response	All NZ	North- land	Auckland	Waikato	Bay of Plenty	Gisb'n	Hawke's Bay	Tara- naki
<i>Sample size</i>		1650	100	300	100	100	100	100	100
<i>Drivers in sample</i>		1505	91	278	94	86	86	93	93
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	35	40	30	33	45	36	31
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	97	97	97	98	97	95	94	97
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	55	56	57	47	62	47	37	49
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	39	42	39	42	37	36	46	54
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	17	20	20	18	12	19	21
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	34	31	25	30	32	33	32
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	85	73	87	88	87	90	90	80
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	99	97	100	100	99	100	96	96

Regional tables: Selected results by Local Government Region

b) Manawatu/Wanganui to Southland

Question	Response	All NZ	M'watu/ Wanganui	Wgtn	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1505	96	101	96	92	123	92	88
Attitudes to road safety & enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	45	36	51	39	38	46	40	34
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	8	7	6	1	5	5	1
The risk of being caught drinking and driving is small	Agree/strongly agree	42	43	47	38	15	50	35	32
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	28	15	36	10	16	24	27
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	71	52	79	74	69	66	81	71
Can tell where checkpoints will be	Agree/strongly agree	41	31	41	45	54	42	39	35
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	52	53	45	42	31	42	52	53
Speed									
Enjoy driving fast on open road (% drivers)	Like/like very much	34	29	35	35	41	35	35	39
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	11	9	18	2	13	8	12
The risk of being caught speeding is small	Agree/strongly agree	29	24	26	33	14	40	30	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	74	63	73	76	71	69	83	73
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	57	64	54	58	58	66	53
How often do you see speed cameras on your usual roads?	Often/almost always	37	38	47	16	13	27	26	20

Regional tables: Selected results by Local Government Region
b) Manawatu/Wanganui to Southland

Question	Response	All NZ	M'watu/ Wanganui	Wgtn	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1505	96	101	96	92	123	92	88
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	36	36	27	50	31	46	43
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	97	97	94	96	93	99	99	97
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	55	45	56	62	32	67	49	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	39	53	26	45	48	33	34	50
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	27	16	11	24	12	19	11
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	38	28	29	36	26	30	28
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	85	86	87	87	81	78	86	93
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	99	99	93	100	100	99	100	99

Demographic tables: Selected results by age and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1650	908	744	161	357	580	552
<i>Drivers in sample</i>		1505	805	704	127	340	557	485
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	45	49	40	37	45	44	51
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	4	7	6	6	4	6
The risk of being caught drinking and driving is small	Agree/strongly agree	42	39	45	38	42	38	50
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	15	29	26	25	24	11
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	71	70	73	74	72	69	72
Can tell where checkpoints will be	Agree/strongly agree	41	40	41	47	44	42	31
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	52	52	52	44	50	53	59
Speed								
Enjoy driving fast on open road (%drivers)	Like/like very much	34	29	39	47	35	32	27
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	9	19	14	12	14	15
The risk of being caught speeding is small	Agree/strongly agree	29	28	31	20	26	28	41
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	74	77	72	71	74	73	80
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	69	57	69	60	57	71
How often do you see speed cameras on your usual roads?	Often/almost always	37	33	41	33	39	42	31

Demographic tables: Selected results by age and gender (continued)

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1650	908	744	161	357	580	552
<i>Drivers in sample</i>		1505	805	704	127	340	557	485
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	35	38	41	38	35	32
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	97	97	97	95	96	98	98
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	55	54	57	56	57	53	57
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	39	37	41	35	37	39	44
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	20	16	12	17	18	25
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	34	25	21	33	28	36
Roading								
How safe is the design and standard of roads you use?	Very/fairly safe	85	86	85	90	81	84	88
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	99	99	98	98	99	98	99