



# **Public attitudes to road safety**

## Results of the 2011 survey

Prepared by the Financial, Economic and Statistical Analysis Team of the Ministry of Transport.

Fieldwork conducted for the Ministry of Transport by Research International.

# Survey of public attitudes to road safety 2011: 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 then Land Transport Safety Authority. Since 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
- drink driving enforcement
- speed and speed enforcement
- speed cameras
- general enforcement and compliance
- safety belts and child restraints
- roading
- fatigue and distraction.

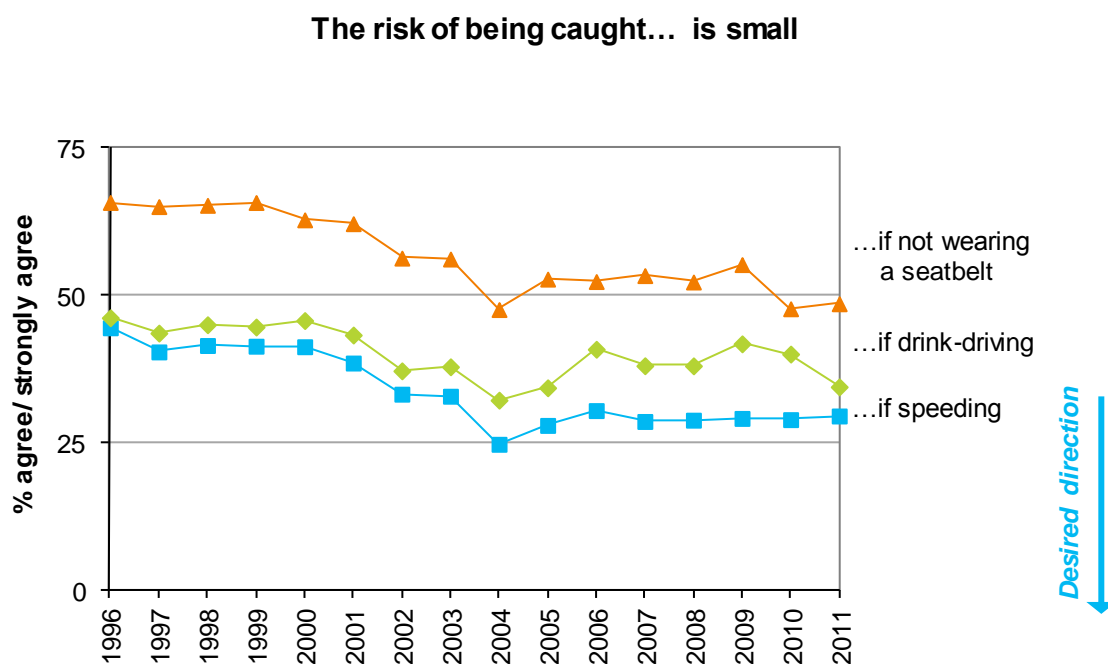
## 2 Method

The fieldwork for the survey is carried out by an independent survey company, Research International. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in respondents' homes.

The sample is chosen to be representative of the New Zealand adult population and includes men and women aged 15 and over from towns, cities and rural areas throughout New Zealand. In 2011, 1671 people were interviewed, 1513 of whom held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

## Overview

- 2.1 Speed and alcohol are widely acknowledged as major road safety problems. The majority of New Zealanders recognise that drink-driving and speeding increase the chance of an accident. One in ten people thought that the risk of an accident when drink-driving was small, and one in five thought that the risk of an accident when speeding was small, as long as you are careful.
- 2.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. 93% of New Zealand adults said they would like police efforts to enforce road safety laws increased (41%) or maintained at the current level (52%).
- 2.3 Three-quarters of New Zealanders said that compulsory breath testing (CBT) (74%) and speed enforcement (78%) help to lower the road toll. Support for seatbelt enforcement was even higher, with 84% agreeing that seatbelt enforcement helps lower the road toll.
- 2.4 **Trends:** Over the last two years, there has been an improvement in public perceptions of the risk of being caught drink-driving or failing to wear a seatbelt (see figure below). There has been little improvement in public perceptions of the risk of being caught speeding since 2006.
- 2.5 Individual measures that have shown significant change are discussed in the relevant sections of this report.



### 3 General attitudes to road safety and enforcement

- 3.1 Overall, the vast majority of New Zealanders were supportive of road safety enforcement, penalties and advertising measures aimed at reducing the road toll.
- 3.2 **How safe is road travel in New Zealand?** Nine percent of New Zealanders described road travel in this country as ‘very safe’. A further 70% described it as ‘fairly safe’; 18% described it as ‘fairly unsafe’ and 3% as ‘very unsafe’<sup>1</sup>. Overall, 79% described the roads as ‘very safe’ or ‘fairly safe’ (no statistically significant change from 80% in 2010).
- 3.3 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty-one percent of New Zealanders said that Police effort to catch people breaking road safety laws should be increased further. A further 52% wanted that effort maintained at current levels. Only five percent thought Police effort should be decreased. These results are similar to those of recent years.
- 3.4 **Penalties.** In 2011, 41% of New Zealanders said that penalties for breaking road safety laws should be increased. 49% thought penalties should remain about the same as they are now, and only four percent were in favour of reducing the severity of penalties. These results are similar to those in recent years.
- 3.5 **Advertising.** 38% 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 5% wanted to see a reduction in publicity and advertising about road safety. These results are similar to those of the last five years.
- 3.6 **Road design and standards.** 16% of New Zealanders described the design and standard of the roads they normally used as ‘very safe’. A further 69% thought that their usual roads were ‘fairly safe’. 15% described the design and standard of the roads they normally used as ‘very unsafe’ or ‘fairly unsafe’. There has been little change in this perception over the last decade.
- 3.7 Gisborne residents were most likely to describe the design and standards of their roads as unsafe. 29% of Gisborne residents described the design and standard of the roads they normally used as ‘very’ or ‘fairly’ unsafe.

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<sup>1</sup> 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 Figure 1 and Figure 2 show some key attitudinal measures related to drink-driving.

Figure 1: Attitudes to alcohol (*increasing trend reflects improvement in safety attitudes*)

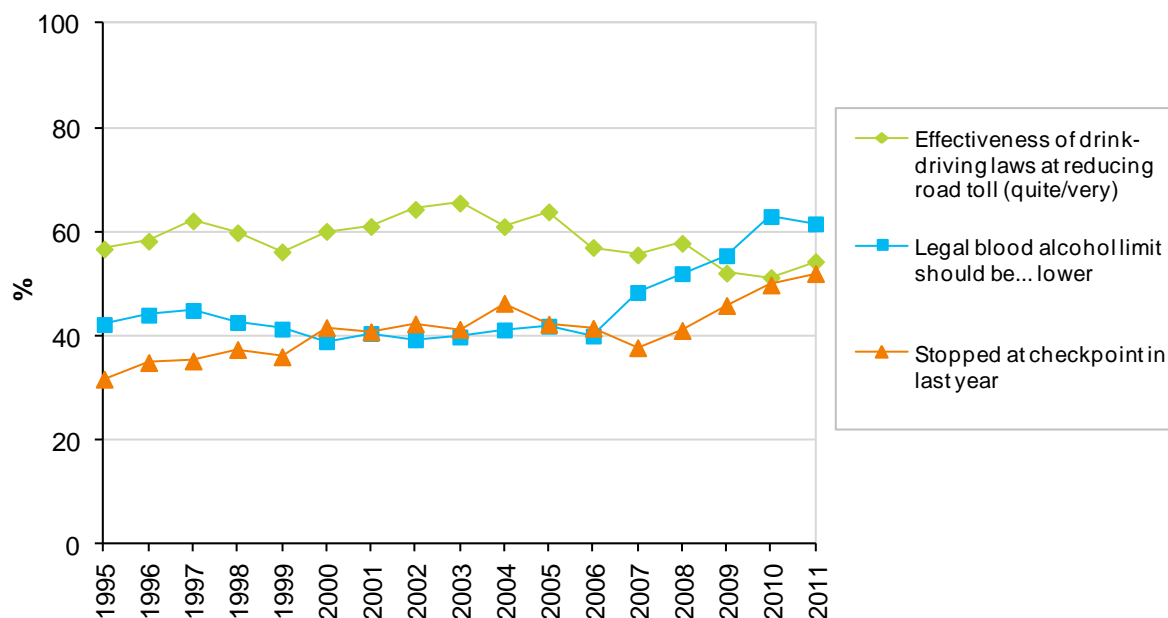
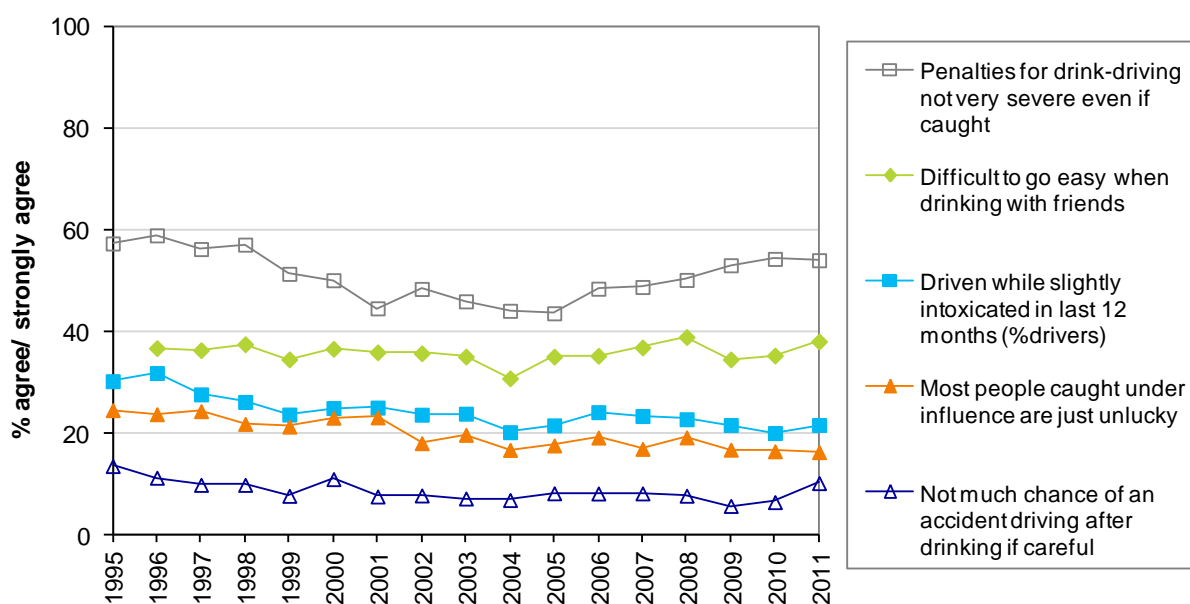


Figure 2: Attitudes to alcohol (*decreasing trend reflects improvement in safety attitudes*)



4.2 **Risk of crash.** Most people recognise that drink-driving is risky. However, 10% of New Zealanders said that ‘there is not much chance of an accident when driving after drinking if you are careful’ (see Figure 2 above). This is an increase from 6% in 2010 and 2009, and is the highest result since 2000. It remains to be seen if this is the beginning of a

decline in road safety attitudes to drink-driving or whether the indicator returns to a lower level, as it did after the previous high point in 2000.

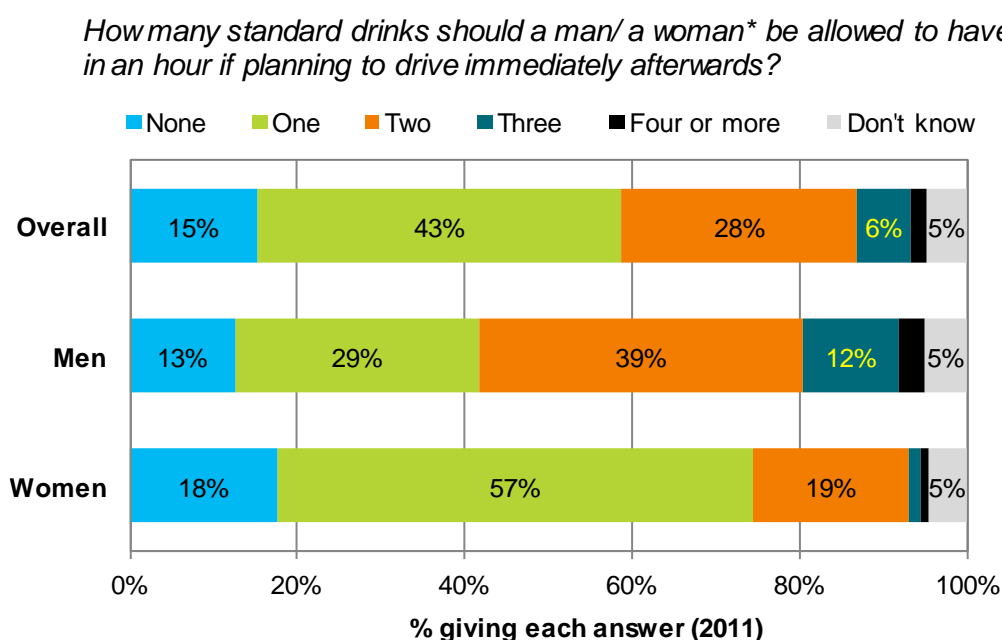
- 4.3 People in Northland, Gisborne and Canterbury were least likely to recognise the risk of drink-driving. 18% of Northlanders, 16% of Gisborne residents and 15% of Canterbury residents said that there was not much chance of an accident when driving after drinking if you are careful.
- 4.4 **Blood alcohol limit.** Sixty-two percent of New Zealanders favoured a lower legal blood-alcohol limit for driving. This increased significantly from 40% in 2006 to 63% in 2010. There was no statistically significant change between 2010 and 2011 (see Figure 1).
- 4.5 In 2011, 45% of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 17% wanted it lowered to zero. 31% thought the limit should be left as it is. Only 3% were in favour of raising the legal limit. (The remaining 4% said they had no opinion on the subject).
- 4.6 People who admitted having driven while slightly intoxicated were less likely to favour lowering the limit, but even among this group, 46% were in favour of a lower alcohol limit.
- 4.7 **How many drinks should be allowed before driving?** To further explore perceptions about the blood alcohol limit 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.
- 4.8 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.
- 4.9 Figure 3 shows the results. In 2011, 93% of women thought a woman should be allowed two or fewer drinks in the hour before driving, and 74% thought at most one drink should be allowed. 92% of men thought a man should be allowed three or fewer drinks, and 80% thought a man should be allowed two or fewer drinks. For most people these levels of drinking (one drink in an hour for a woman, two for a man) will result in a blood alcohol level slightly less than 50 mg/100ml. Reaching the current limit of 80mg/100ml requires about 3.5 drinks in the first hour for a man, and 2.5 drinks for a woman<sup>2</sup>.
- 4.10 Overall, the large majority, 87%, thought drivers should be limited to two or fewer drinks during the hour. A further 6% wanted the ceiling set at 3 drinks.
- 4.11 Between 2010 and 2011 there was a decrease in the proportion of both men and women who thought two or more drinks would be acceptable (from 25% to 21% of women and from 60% to 53% of men).

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<sup>2</sup> Pennsylvania Liquor Control Board's Bureau of Alcohol Education, based on formula developed by National Highway Traffic Administration 1994. (Note that 1 US standard drink is approximately 1.4 NZ standard drinks). [www.lcb.state.pa.us/portal/server.pt/community/alcohol\\_the\\_law/17511/alcohol\\_impairment\\_chart/611972](http://www.lcb.state.pa.us/portal/server.pt/community/alcohol_the_law/17511/alcohol_impairment_chart/611972) accessed 28/7/10.

- 4.12 More than half (59%) said that drivers should be limited to one drink (or no drinks at all) in an hour. 5% said they didn't know. Only 2% thought drivers should be permitted more than 3 drinks in an hour before driving.
- 4.13 Even among people who admitted to having driven while slightly intoxicated, 82% thought the limit should be set at 2 or fewer drinks, and 93% thought the limit should be set at 3 or fewer drinks. This is higher than the proportion of people who said they thought the blood alcohol limit should be reduced (paragraph 4.4), which suggests that many people are unaware of the amount of alcohol that can be consumed within the legal limit<sup>3</sup>.

Figure 3: Drinking before driving.



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

- 4.14 **Social influences.** Peer pressure and social drinking remain strong influences. More than a third (36%) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (38%) said it was difficult to 'go easy' when drinking with friends (Figure 2). These results have shown little change over the last ten years.
- 4.15 Peer pressure was felt most strongly among the young. Fifty percent of young people aged 15 to 24 said it was difficult to go easy and drink less than the group and 45% said it was difficult to keep track of what they were drinking on social occasions.
- 4.16 **Self-reported driving while 'slightly intoxicated'.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey has remained fairly static for a number of years (see Figure 2). In 2011, 21% of drivers (26% of male drivers) said they had driven while slightly intoxicated during the last year. ('Slightly intoxicated' was as self-reported by the driver).

<sup>3</sup> Safer Journeys, page 32

- 4.17 **Effectiveness of law.** Fifty-four percent of New Zealanders said that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. This is similar to last year, but has decreased since the mid 2000s, when it varied between 60% and 66% (Figure 1).
- 4.18 Forty 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. (2% said they didn't know).
- 4.19 **Penalties.** More than half of all those surveyed (54%) agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This may reflect either an informed view that penalties are not severe or a lack of awareness of the severity of current drink-driving penalties.
- 4.20 People aged 40 and over were most likely to think penalties were not very severe (58%) compared to less than half (45%) of those aged 15-24.

## 5 Drink-driving enforcement

5.1 Figure 4 and Figure 5 show key attitudes towards drink-driving enforcement measures, including compulsory breath testing (CBT). A number of key measures have remained static over the last year or have shown a small decline in safety perceptions. Future surveys will show whether this is the start of a continuing trend or a one-off annual change.

Figure 4: Attitudes to drink-driving enforcement (*increasing* trend reflects improvement in safety attitudes)

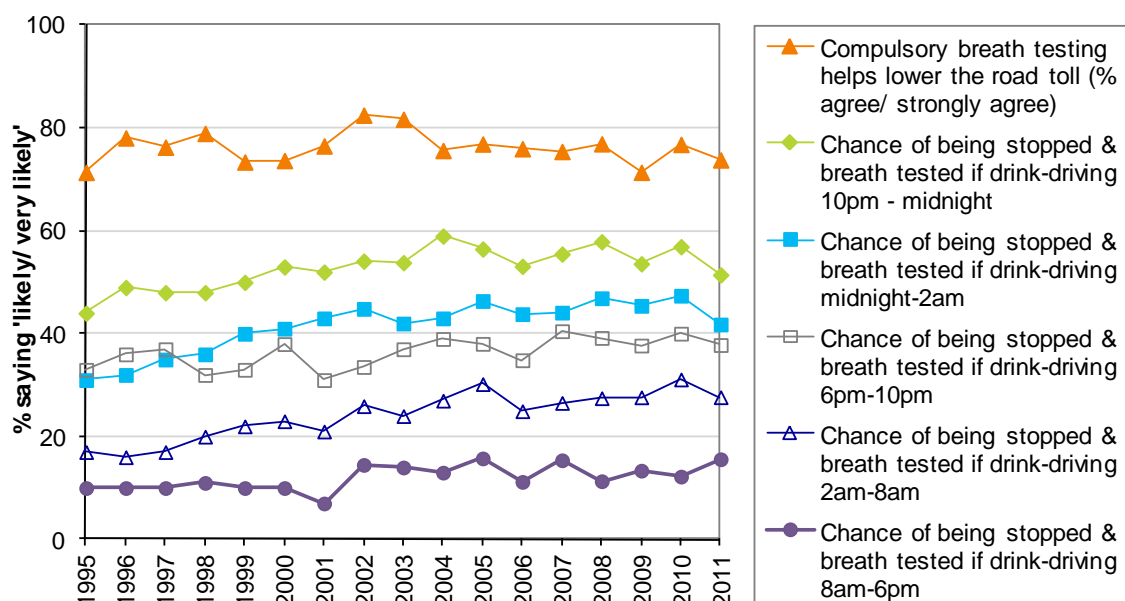
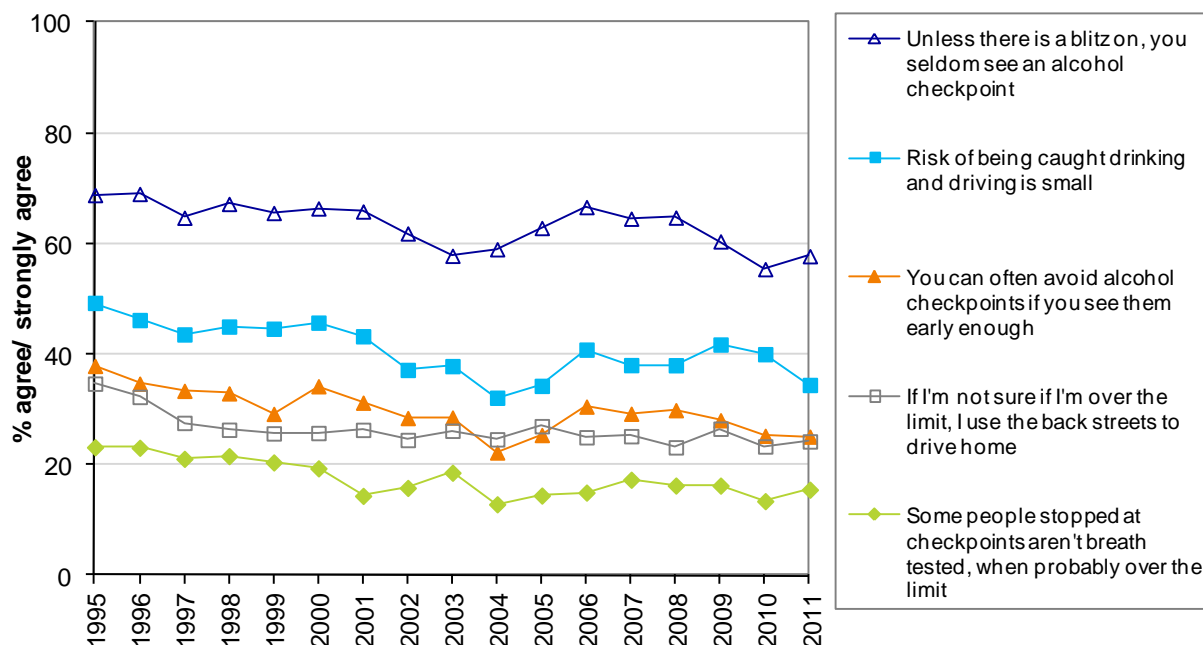


Figure 5: Attitudes to drink-driving enforcement (*decreasing* trend reflects improvement in safety attitudes)



- 5.2 **CBT lowers road toll.** About three quarters (74%) of New Zealanders agreed with the statement that ‘compulsory breath testing (CBT) helps to lower the road toll’. 13% disagreed with this statement. The remaining 13% said they were neutral or didn’t know. This is a return to the 2009 level after a small increase in 2010. This measure has shown little net change over the last decade (see Figure 4).
- 5.3 **Drink-driving enforcement.** One third (34%) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 5). 42% of the people aged 60 and over thought the chance of being caught drink driving was small. This measure has shown improvement over the last year and is the lowest it has been since 2005.
- 5.4 **Checkpoints.** Over the last two years, fewer people than in previous years have said that they ‘seldom saw checkpoints except during blitzes’ (see Figure 5). In 2011, 58% said they seldom saw checkpoints.
- 5.5 Fifty-two percent of drivers reported having been stopped at an alcohol checkpoint at least once during the preceding 12 months. Of people who admitted to driving while slightly intoxicated, 61% had been stopped at a checkpoint at least once in the last year.
- 5.6 Fourteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. 20% of young males had been stopped at least three times in the last year.
- 5.7 People living in Otago were more likely than other region residents to say that they seldom saw a checkpoint (74%). People living in Gisborne were more likely than others to say that checkpoints could be avoided if you saw them early enough (36%).
- 5.8 **Avoiding checkpoints.** Two fifths of New Zealanders (42%) said that they could tell where checkpoints would be. 73% of Northland residents thought they knew where checkpoints would be.
- 5.9 A quarter of New Zealanders (25%) said they could often avoid checkpoints if they saw them early enough (Figure 5), and just under a quarter (24%) said they used the back streets to drive home when they might be over the limit. One third (34%) of Hawkes Bay residents said they used the back streets to drive home when they might be over the limit.
- 5.10 **Compulsory screening.** Sixteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 5). 30% of those aged between 15 and 24 thought that some people weren’t tested, compared to 12% of those aged 25 and over.
- 5.11 **Chance of being stopped late at night.** More than half (56%) of New Zealanders thought there was a good chance of being stopped at a checkpoint if driving late at night (see Figure 4). 26% said they disagreed that there was a good chance of being stopped. (The remaining 18% said they were neutral or didn’t know). 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 fifth (19%) of Coasters said there was a good chance of being stopped.
- 5.12 **Chance of being stopped, by driving situation.** More than half of New Zealanders (58%) 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.

- 5.13 Forty percent thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. 34% thought they would be stopped if they were drink-driving in a small town. One in five (19%) New Zealanders said they would expect to be stopped if they were drink-driving on a rural road. This is a significant increase from 14% in 2010.
- 5.14 **Chance of being stopped, by time of day.** Drivers perceive they are most likely to be stopped and breath-tested during the evening and early morning. 51% of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. 42% would expect to be caught if they were drink-driving between midnight and 2am. These have both dropped since 2010, from 57% and 47% respectively (see Figure 4). 38% said they would expect to be stopped if they drank and drove between 6pm and 10pm.
- 5.15 Fewer people thought they would be caught if drinking and driving between 2am and 8am (28%), or during the day, though both have increased over the last decade. Only 16% said that there would be a good chance of being caught if they were drink-driving in the daytime (8am – 6pm).

## 6 Speed and speed enforcement

6.1 As the results in this chapter shows, the majority of New Zealanders recognise the risks of speeding and support enforcement of the speed limit. Figure 6 and Figure 7 show trends in key speed-related measures.

Figure 6: Attitudes to speed enforcement (*increasing* trend reflects improvement in safety attitudes)

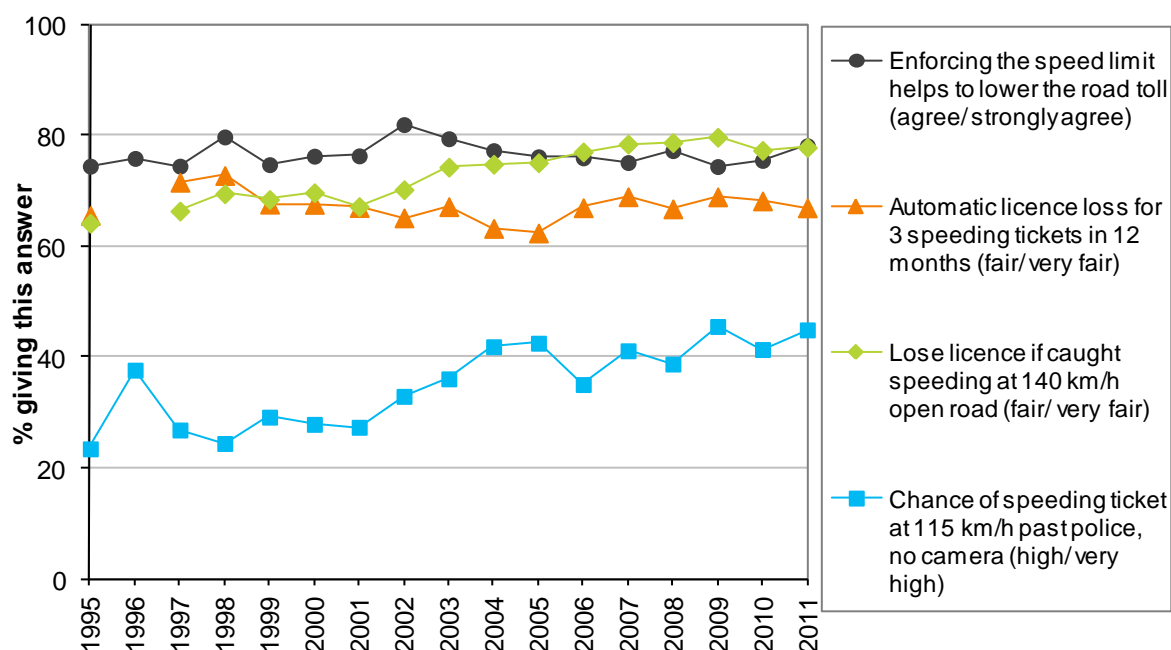
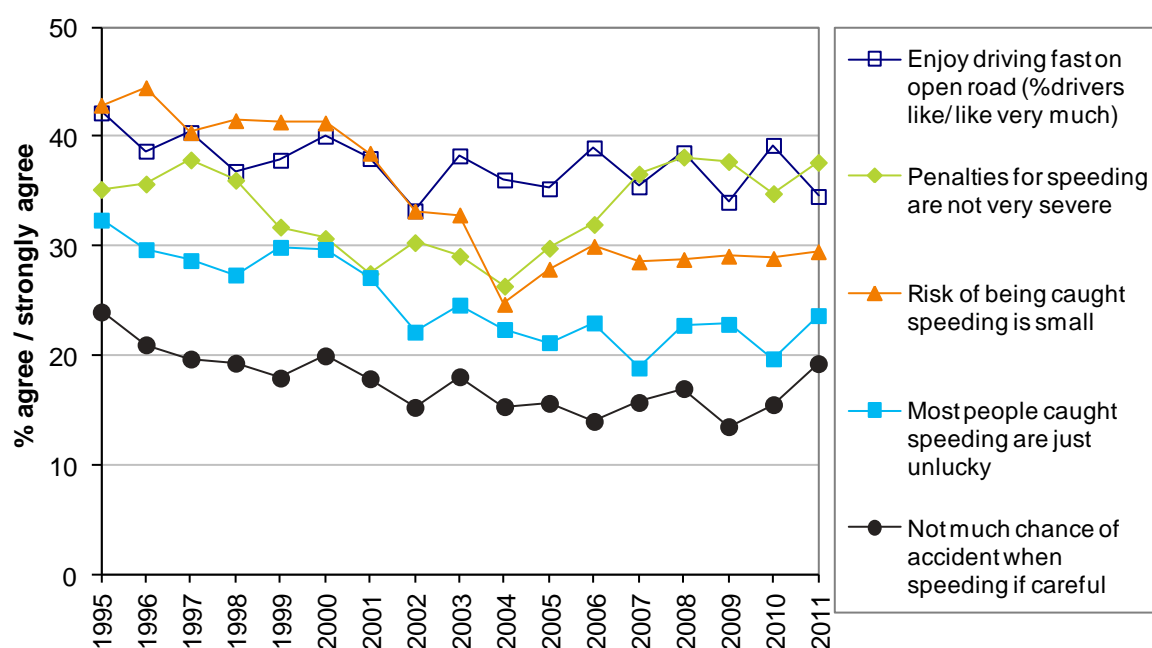


Figure 7: Attitudes to speed and speed enforcement (*decreasing* trend reflects improvement in safety attitudes)

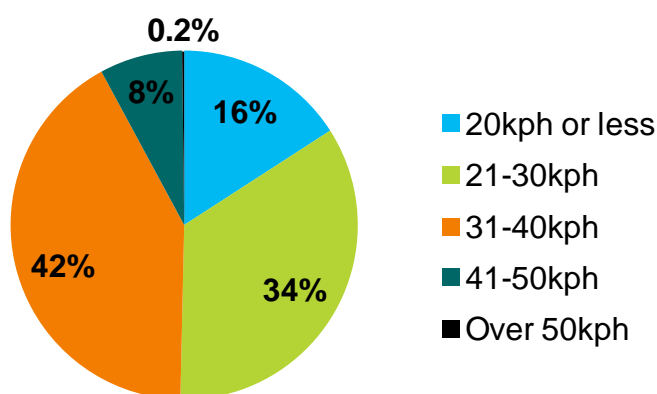
(Note that the scale differs from the previous graph)



- 6.2 **Risk of crash.** Nearly one in five New Zealanders (19%) agreed with the statement ‘there is not much chance of an accident when speeding if you are careful’. Ideally no-one would agree with this statement, as it indicates a lack of understanding of the role of speed in road safety. This measure has increased from 16% in 2010 and has returned to the 2000 level after fluctuating in the 15% to 18% range between 2002 and 2010 (see Figure 7).
- 6.3 Young males aged 15 to 24 were most likely to think speeding wasn’t dangerous as long as they were careful (28%). Failing to acknowledge the risk was also more common among Auckland residents (23%), among people who thought the risk of being caught speeding was small (28%) and among people who had received a speeding ticket in the previous 12 months (28%).
- 6.4 **Driving fast.** More than a third (35%) of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the mid to late thirties for the last decade (see Figure 7).
- 6.5 Overall, 40% of males and 30% of females said they liked driving fast on the open road. Young drivers were more likely to say they liked driving fast than older ones: 49% of drivers aged 15 to 24 said they liked it, compared to 36% of those aged 25 to 39, 32% of those in their forties and fifties, and 26% of those aged 60 and over.
- 6.6 More than half (54%) of male drivers aged 15-24 said that they liked driving fast. People who admitted driving while intoxicated were also more likely than others to say they liked driving fast (45% compared to 32% of other drivers).
- 6.7 **Effectiveness of enforcement.** Support for speed enforcement remains high. Three quarters (78%) of New Zealanders agreed with the statement ‘enforcing the speed limit helps to lower the road toll’; 12% disagreed and 9% said they were neutral on this issue. This has changed little since 1995 (Figure 6). This measure was similar across both genders and all age groups.
- 6.8 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but has been static in recent years. 30% of New Zealanders agreed with the statement ‘the risk of being caught speeding is small’, effectively the same percentage as in the previous five years (Figure 7). People aged 60 and over were most likely to think that the risk of being caught speeding is small (37% agreed with the statement).
- 6.9 **Speed limits.** As in recent years, the great majority of New Zealanders (86%) 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.
- 6.10 **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, 80% said they wanted it kept as it is and 4% thought it should be lowered. The minority saying that the “100 km/h limit should be raised” has decreased over the last fifteen years, from 25 percent in 1995 to 15 percent in 2011.
- 6.11 People who had received speeding tickets were most likely to say the speed limit should be raised. More than a quarter (28%) of people who’d received a speeding ticket thought the 100km/h limit should be raised.

- 6.12 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. 83% of New Zealanders said that the urban 50km/h speed limit should be retained and a further 6% that it should be lowered. Since these questions were first asked in 1995, there has been a gradual decline in support for raising the urban speed limit, from 21% in 1995 to 9% in 2011.
- 6.13 **Speed limits around schools.** A new question was introduced in 2011, asking respondents what they thought the speed limit around schools in urban areas should be. (Options were not given; the actual answer was recorded). Figure 8 shows the results. Half thought the speed limit around urban schools should be 30 km/h or less. 16% said 20 km/h or less, 34% said between 21 and 30 km/h, 42% gave answers between 31 and 40 km/h and 8% said 40-50 km/h. Less than half a percent said the limit around schools should be more than 50 km/h.

Figure 8: Speed limits around schools should be...



- 6.14 **Definition of speeding.** Participants were asked ‘On the open road, what speed do you consider to be speeding?’. 29% named speeds of 105 km/h or less and 59% named speeds of 110 km/h or less as ‘speeding’. A further 10% named speeds of 111 - 115 km/h. This may reflect the perceived 10 km/h enforcement tolerance.
- 6.15 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. The threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit<sup>4</sup>, or 140 km/h on the open road. In 2011, automatic loss of licence at 140 km/h was described as ‘fair’ or ‘very fair’ by 78% of New Zealanders. This has gradually increased from 68% in 1999 to 78% in 2007 and has been stable since. Only 9% said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn’t know).
- 6.16 More than half (57%) said automatic licence loss would be fair at 130 km/h on the open road.
- 6.17 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

<sup>4</sup> Since 16 January 2006; previously 50 km/h over the speed limit.

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.

- 6.18 Speeding in urban areas was also regarded as highly unacceptable. In 2011, as in 2010, 94% 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 52% were in favour of automatic licence loss at 70 km/h in a 50 km/h zone.
- 6.19 **Repeat offending.** Sixty-seven percent 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 6). 18% said automatic licence loss for three tickets in a year would be unfair or very unfair, and 15% were neutral on this issue or said they didn't know.
- 6.20 **Self-reported speeding infringements.** Fourteen percent of drivers reported receiving at least one speeding ticket in the previous year. Seventeen percent of male drivers and 11% of female drivers reported receiving a speeding ticket in the year preceding the survey. Not surprisingly, drivers who said they liked driving fast were more likely to have had a speeding ticket (18%) than those who disliked driving fast (10%). 19% of people who said they had driven while intoxicated had received a speeding ticket, compared to 13% of people who didn't report any drink-driving.
- 6.21 **Chance of receiving a ticket.** New Zealanders 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.
- 6.22 Although more than two thirds (69%) 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, fewer than half (45%) would expect a ticket at 115 km/h (Figure 9). In contrast, three-quarters (76%) said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 11).

Figure 9: Perceived chance of receiving a ticket if passing a Police officer (without a camera) at various speeds

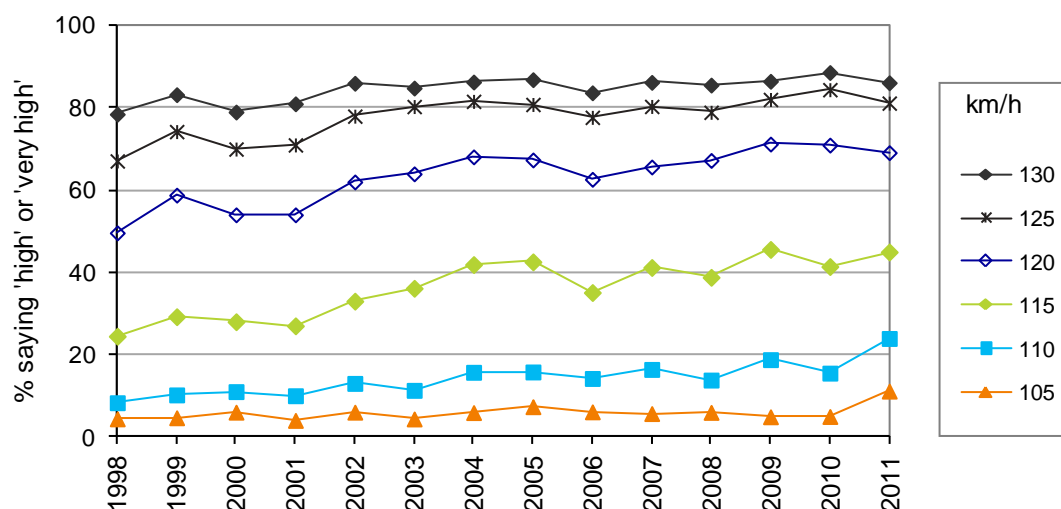
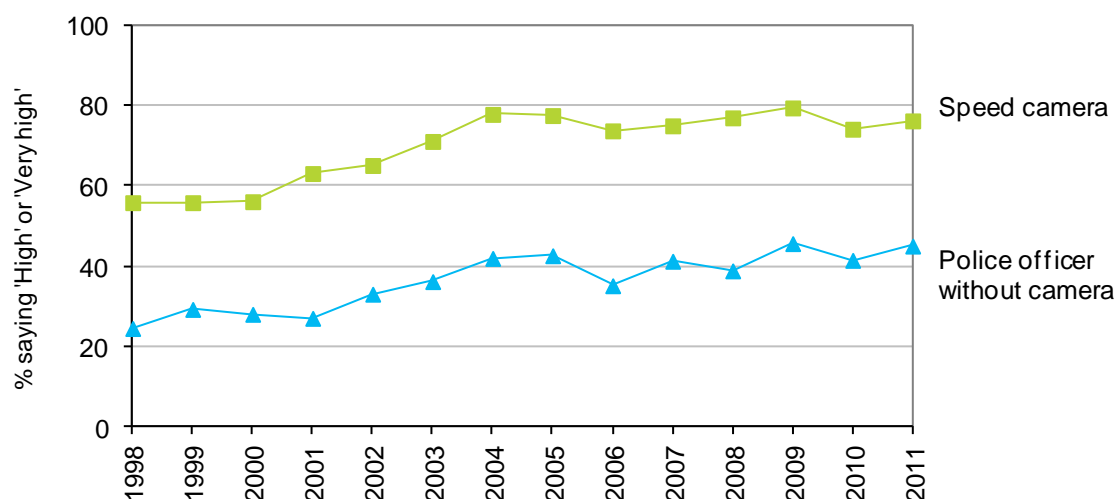


Figure 10: Perceived chance of receiving a ticket if driving at 115 km/h past a...

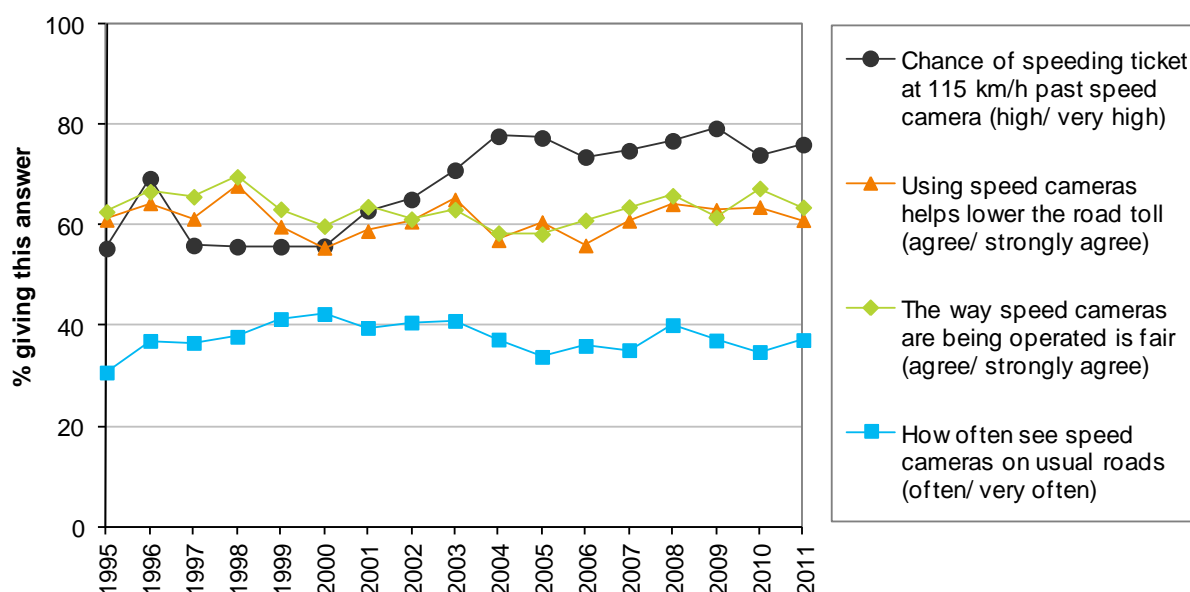


6.23 Around a quarter (23%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h.

6.24 More New Zealanders than in earlier years now think they are likely to receive a ticket if passing a Police officer at speeds of 110 km/h or 115 km/h (Figure 9). In 2011, nearly a quarter (24%) said there was a high or very high chance of receiving a ticket if they drove past a Police officer at 110 km/h, up from 16% in 2010 and 10% a decade ago.

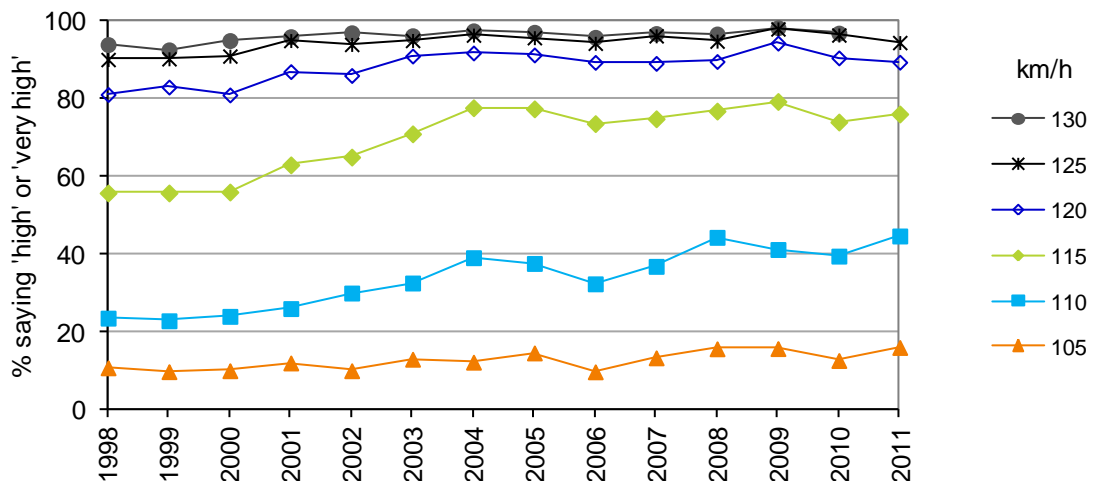
## 7 Speed cameras

Figure 11: Attitudes to speed cameras (*increasing trend reflects improvement in safety attitudes*)



- 7.1 **Effectiveness of speed cameras.** The majority of New Zealand adults (61%) agreed or strongly agreed with the statement ‘Using speed cameras helps lower the road toll’. 24% said speed cameras don’t help to lower the road toll and 14% were neutral on this issue. This has shown little net change over the last decade (Figure 11).
- 7.2 **Cameras operated fairly.** Nearly two thirds of New Zealanders (64%) thought that the way speed cameras are being operated is fair.
- 7.3 **Chance of receiving a ticket.** Three out of four New Zealanders (76%) said they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h (see Figure 12).

Figure 12: Perceived chance of receiving a ticket if passing speed camera at various speeds

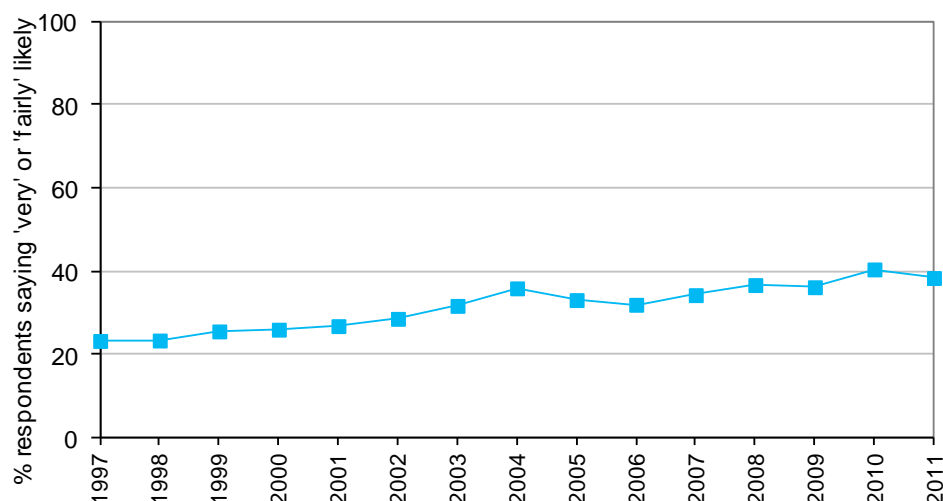


- 7.4 Eighty-nine percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher, compared to only 69% who thought they'd receive a ticket if they drove past a police officer without a camera at 120 km/h.
- 7.5 Forty-five percent would expect to receive a ticket if they passed a speed camera at 110 km/h. This has increased from 40% in 2010.
- 7.6 **Awareness of cameras.** More than a third (37%) of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 11). This has been fairly static over the last decade. Those least likely to say they often saw speed cameras were people living in Southland (7%), West Coast (19%), and Taranaki (12%).

## 8 General enforcement and compliance

- 8.1 **General traffic enforcement.** Thirty-eight 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. This has increased fairly steadily over the past 15 years (Figure 13). There was no statistically significant change between 2010 (40%) and 2011.

Figure 13: Perceived chance of being stopped by Police if breaking a traffic law other than drink-driving or speeding.



- 8.2 **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.
- 8.3 In 2011, 95% 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.
- 8.4 Most people thought that unmarked cars were an effective and fair road safety measure. Almost three quarters (74%) 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 3% said they had no effect. (The remaining 3% said they didn't know).
- 8.5 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, 84% of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 6% said it would be 'unfair' or 'very unfair'. The remaining 9% said they were neutral on this issue.

## 9 Safety belts and child restraints

9.1 Figures 14 and 15 show key perceptions relating to safety belts and safety belt enforcement.

Figure 14: Attitudes to safety belts (*increasing trend reflects improvement in safety attitudes*)

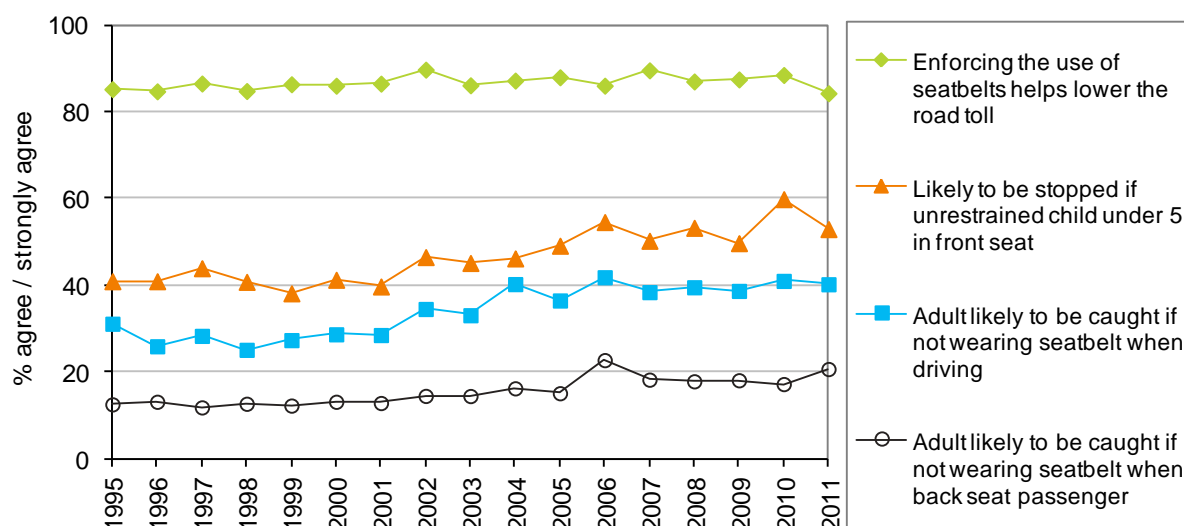
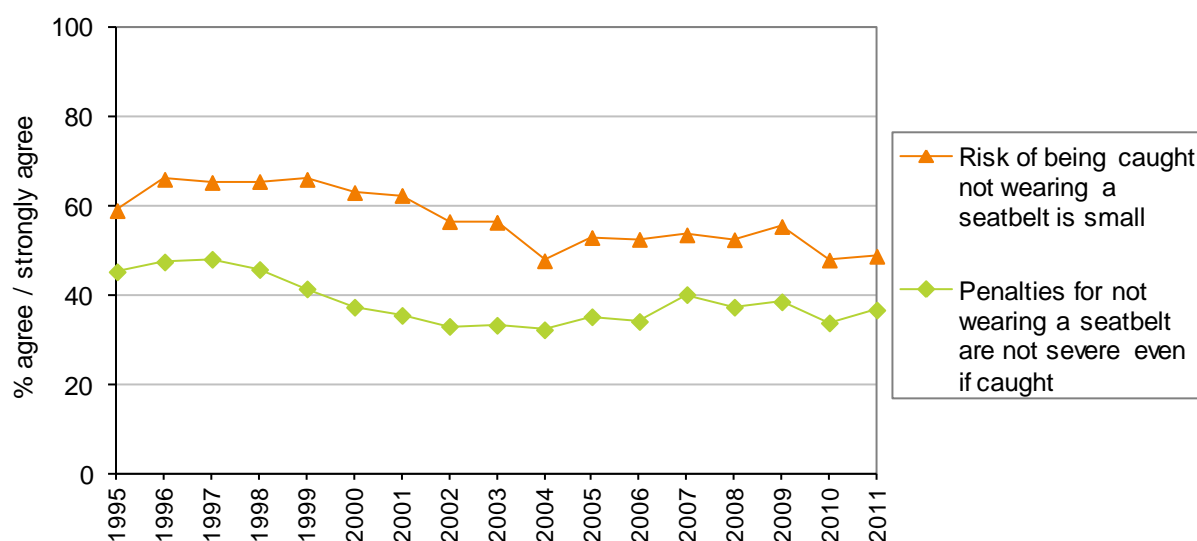


Figure 15: Attitudes to safety belts (*decreasing trend reflects improvement in safety attitudes*)

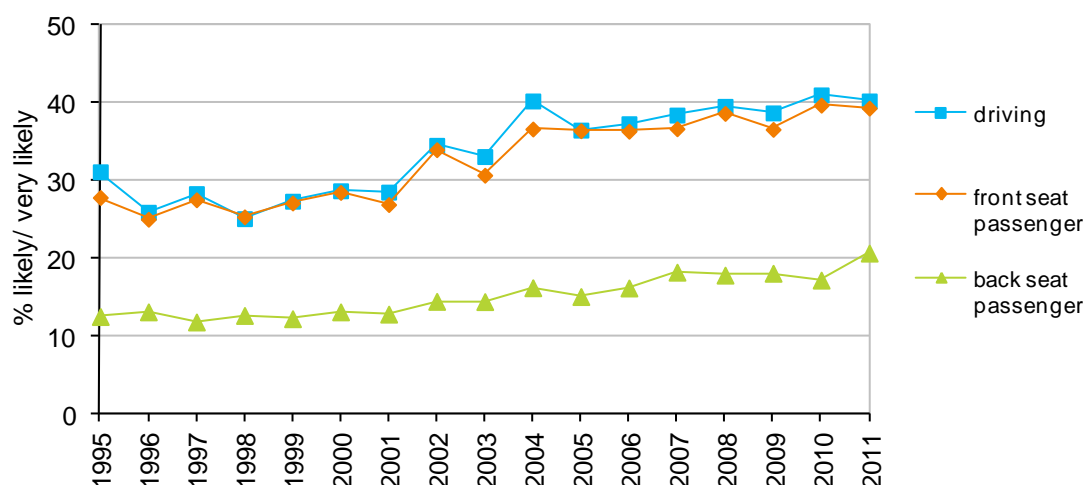


9.2 **Effectiveness of safety belt enforcement.** 84% of New Zealanders agreed that enforcing the use of safety belts helps to lower the road toll. Younger people were somewhat less likely to support safety belt enforcement, with only 69% of people aged 15-24 saying that safety belt enforcement helps to lower the road toll.

9.3 **Enforcement of adult safety belt use.** 40% 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 36-41% since 2004 after a significant improvement from earlier years (see Figure 14).

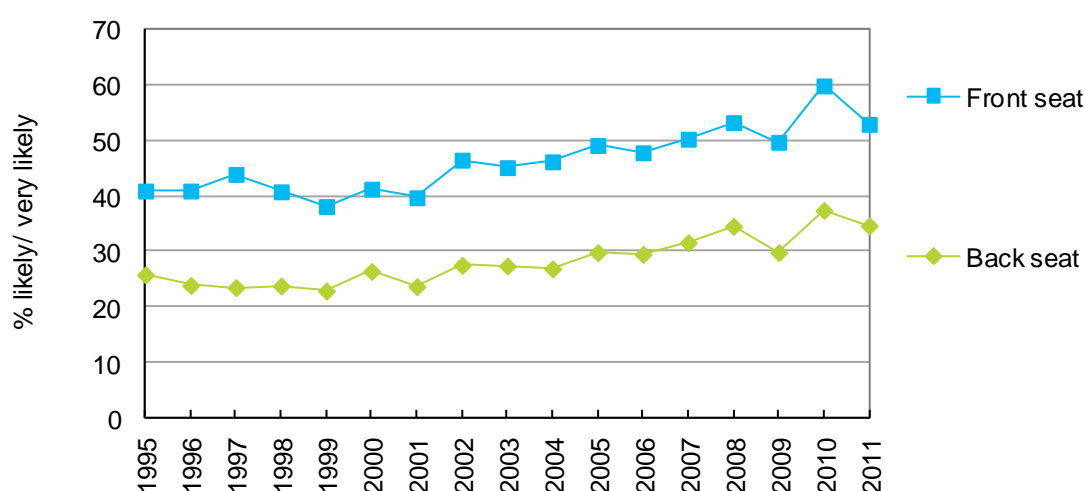
- 9.4 If travelling as a front-seat passenger without a safety belt, 39% would expect to be stopped by Police. For rear seat passengers, 21% said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat. This is a significant increase from 17% in 2010 (Figure 16).

Figure 16: Chance that an adult will be caught if not wearing a seatbelt while...



- 9.5 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Fifty-three percent said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 35% said this would be the case if the child was in the back seat (Figure 17). Although the perception of front seat enforcement has dropped from the high result of 2010 (60%), the 2011 results are the same as in 2008 and higher than in any other previous year.

Figure 17: Chance of being stopped if travelling with an unrestrained child in the...



- 9.6 **Child restraint use by under 5s.** People with children were asked how their children were restrained on the last occasion that they rode with them in the car. Nine out of ten people with a child under five said that their child was in a child restraint (including infant and booster seats). 8% said the child was in a seatbelt and the remaining 2% said their child was unrestrained.
- 9.7 People living in metropolitan areas were more likely than those in other cities, towns and rural areas to say their child was in a seatbelt only or unrestrained (16% of metropolitan area residents compared to 2% of people in other places).
- 9.8 **Restraint use by children aged 5 to 9.** Parents (or other household members) whose youngest child was aged between 5 and 9, were asked 'Last time you drove with this child in the car, was the child in a child seat, booster seat, seatbelt or none of these?'. Half (50%) said the child was in a seatbelt. One third (33%) reported that their child was in a booster seat or child harness, and 14% said their child was in a child seat. Only 2% said that the child was unrestrained.
- 9.9 **Penalties.** Just over a third of New Zealanders (37%) said that the penalties for not wearing a safety belt were not very severe even if you were caught (Figure 15).

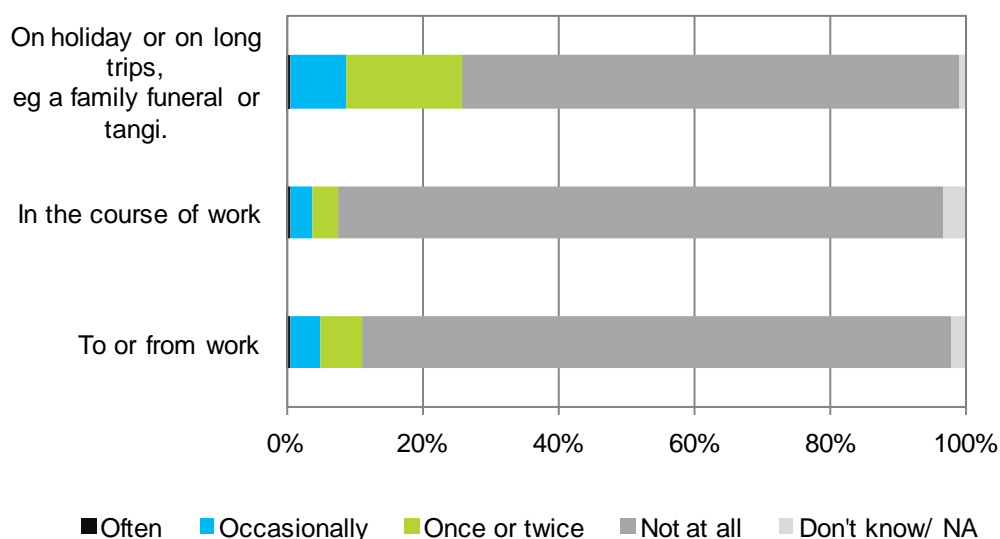
## 10 Fatigue and distraction

10.1 **Fatigue.** Each year from 2007 to 2010, respondents were asked how strongly they agreed or disagreed with the statement ‘Driving when you are tired increases the chance you might have an accident’. In 2010, almost everyone (98%) agreed with the statement. 58% ‘strongly agreed’ and 40% ‘agreed’. Only 1% disagreed with the statement or were neutral on the issue.

10.2 In 2011 this question was replaced with a more detailed question about experience of driving when tired. ‘In the last 12 months, have you had trouble staying awake while driving... ...to or from work/ ...In the course of work/ ...On holiday or long trips, for example a family funeral or tangi’. (Funerals and tangi were given as examples as these may require unplanned long trips to a deadline).

10.3 Twenty-four percent indicated they had trouble staying awake while driving on holiday or long trips (‘often’, ‘occasionally’ or ‘once or twice’). The corresponding figures for to/from work and in the course of work were 11% and 8% respectively. Figure 18 shows the details.

Figure 18: In the last 12 months, have you had trouble staying awake while driving...



10.4 Thirty-nine percent of Otago residents and 35% of those in the Manawatu-Wanganui region said they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.

10.5 **Distraction.** An open ended question ‘What things do you find distracting when you are driving?’ was introduced in 2011. The top three distractions identified were children (mentioned by 29% of drivers), other road users (24%) and people outside the car (24%).

10.6 The in-car distractions most commonly mentioned (other than children) were radios/ stereos/ mp3 players (19%) and passengers in general (18%).

## 11 Roding

**11.1 Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. 66% said that improving road engineering and design would be 'very important' for road safety, and a further 27% said it would be 'fairly important'. Overall, 94% rated roading improvements as 'very' or 'fairly' important for road safety.

## Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2011 survey, 1671 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 Research International.

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 48% 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 Research International staff conducted the interviews. Each interviewer's work was checked and audited by Research International 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	438	336
2	868	808
3	213	291
4	107	170
5	29	38
6 or more	16	28
Total	1671	1671

## Gender

<b>Gender</b>	<b>Sample size</b>	<b>Weighted</b>
Female	934	871
Male	737	800
<b>Total</b>	<b>1671</b>	<b>1671</b>

## Age group

<b>Age group</b>	<b>Sample size</b>	<b>Weighted</b>
15-19	87	150
20-24	98	150
25-29	98	134
30-39	240	301
40-49	290	317
50-59	276	251
60+	580	367
<b>Total</b>	<b>1671</b>	<b>1671</b>

## Region

<b>Region</b>	<b>Sample size</b>	<b>Weighted</b>
Northland	100	61
Auckland	321	525
Waikato	100	156
Bay of Plenty	100	105
Gisborne	100	19
Hawke's Bay	101	60
Taranaki	100	42
Manawatu/Wanganui	100	91
Wellington	115	186
Nelson/Marlborough/ Tasman	102	58
West Coast	100	15
Canterbury	132	224
Otago	100	90
Southland	100	39
<b>Total</b>	<b>1671</b>	<b>1671</b>

Note: Rounded weights are shown. True weights used add to 1671.

## Appendix B: Tables

### Summary tabulations of responses to major questions



## Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	78	79	77	79	80	82	83	80	79
How safe is the design and standard of roads you use?	Very/fairly safe	81	82	81	83	83	84	85	84	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	95	95	96	95	97	97	97	96	94
Police effort into catching people breaking road safety laws should be... <sup>5</sup>	increased	48	40	38	44	45	44	45	42	41
	about the same	44	50	48	46	47	48	49	51	52
	decreased	6	8	12	9	6	6	5	6	5
Penalties for breaking road safety laws should be... <sup>2</sup>	increased	35	34	33	36	41	41	41	43	41
	about the same	52	56	57	53	50	48	51	48	49
	decreased	6	6	5	6	5	4	4	4	4
Publicity and advertising about road safety should be... <sup>2</sup>	increased	44	35	38	43	40	36	36	36	38
	about the same	50	57	54	51	55	58	56	58	56
	decreased	5	7	7	5	4	4	7	5	5

<sup>5</sup> 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								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	7	8	8	8	8	6	6	10
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	35	31	35	35	37	39	34	35	38
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	36	34	36	34	35	35	35	35	36
The risk of being caught drinking and driving is small	Agree/strongly agree	38	32	34	41	38	38	42	40	34
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	46	44	43	48	49	50	53	54	54
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	20	17	17	19	17	19	17	16	16
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	66	61	64	57	56	58	52	51	54
Legal blood alcohol limit should be...	Lower	40	41	42	40	48	52	55	63	62
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	20	21	24	23	23	21	20	21

## Compulsory breath testing

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Compulsory breath testing helps lower the road toll	Agree/strongly agree	82	76	77	76	75	77	71	77	74
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	19	13	14	15	17	16	16	13	16
Can tell where checkpoints will be	Agree/strongly agree	34	35	34	36	36	37	41	38	42
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	58	59	63	67	65	65	60	55	58
Can avoid checkpoints if you see them early	Agree/strongly agree	29	22	25	31	29	30	28	25	25
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	26	25	27	25	25	23	27	23	24
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	53	56	55	48	54	51	52	56	56
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	83	86	85	84	83	85	85	88	86
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	93	93	94	93	93	92	94	97	94
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm <sup>6</sup>	Very/fairly likely	37	39	38	35	41	39	38	40	38
...10pm and midnight <sup>3</sup>	Very/fairly likely	54	59	56	53	56	58	54	57	51
...midnight and 2am <sup>3</sup>	Very/fairly likely	42	43	46	44	44	47	45	47	42
...2am and 8am <sup>3</sup>	Very/fairly likely	24	27	30	25	27	27	28	31	28
...8am-6pm <sup>3</sup>	Very/fairly likely	14	13	16	11	15	11	13	12	16

<sup>6</sup> Question asked of half the sample (N=825)

## Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Chance of being breath-tested if drink-driving...										
...in a small town <sup>7</sup>	Very/fairly likely	31	31	30	31	31	26	33	25	34
...in a large city <sup>4</sup>	Very/fairly likely	54	63	54	55	58	60	56	59	58
...on a major highway <sup>4</sup>	Very/fairly likely	37	41	36	41	36	45	38	38	40
...on a rural road <sup>4</sup>	Very/fairly likely	17	15	13	16	15	13	15	14	19
Ever stopped at checkpoint while driving (% of all drivers)	Yes	69	74	72	73	74	75	76	80	81
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	41	46	42	41	38	41	46	50	52

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<sup>7</sup> Question asked of half the sample (N=825)

## Speed

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Enjoy driving fast on open road (% drivers)	Like/like very much	38	36	35	39	35	39	34	39	35
There isn't much chance of accident when speeding if careful	Agree/strongly agree	18	15	16	14	16	17	14	16	19
The risk of being caught speeding is small	Agree/strongly agree	33	25	28	30	29	29	29	29	30
Penalties for speeding are not very severe	Agree/strongly agree	29	26	30	32	37	38	38	35	38
Most people who get caught speeding are just unlucky	Agree/strongly agree	25	22	21	23	19	23	23	20	24
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	79	77	76	76	75	77	74	76	78
Speed limits on the roads I normally use are...	About right	82	84	85	84	87	86	87	86	86
	Too low	10	10	8	8	7	6	7	8	7
	Too high	6	4	5	6	5	6	5	5	5
Should 100 km/h limit be raised, lowered or left as it is?	Same	74	76	75	76	77	78	82	78	80
Should 50 km/h limit be raised, lowered or left as it is?	Same	81	81	82	81	84	80	84	83	83
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	74	75	75	77	78	79	80	77	78
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	90	92	91	92	93	93	93	94	94
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	67	63	62	67	69	67	69	68	67

## Speed cameras

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Using speed cameras helps to lower the road toll	Agree/strongly agree	65	57	61	56	61	64	63	64	61
The way speed cameras are being operated is fair	Agree/strongly agree	63	58	58	61	64	66	62	67	64
How often do you see speed cameras on usual roads?	Often/almost always	41	37	34	36	35	40	37	35	37
Chance of speeding ticket if passing speed camera at 110 km/h <sup>5</sup>	High/very high	33	39	38	32	37	44	41	40	45
Chance of speeding ticket if passing speed camera at 120 km/h <sup>5</sup>	High/very high	91	92	91	89	89	90	94	91	89
Chance of speeding ticket if passing speed camera at 130 km/h <sup>5</sup>	High/very high	96	98	97	96	97	97	98	97	96
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h <sup>8</sup>	High/very high	11	16	16	14	16	14	19	16	24
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h <sup>5</sup>	High/very high	64	68	67	63	66	67	71	71	69
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h <sup>5</sup>	High/very high	85	86	87	84	86	86	86	89	86
Any speeding tickets in last 12 months (% of drivers)	Yes	16	19	14	16	16	13	13	18	14

<sup>8</sup> Question asked of half the sample (N=825).

## General enforcement

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	32	36	33	32	34	37	36	41	38

## Safety belts and child restraints

Question	Response	Percentage giving response								
		2003	2004	2005	2006	2007	2008	2009	2010	2011
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	86	87	88	86	90	87	87	88	84
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	56	48	53	52	53	52	55	48	49
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	33	32	35	34	40	37	38	34	37
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	33	40	36	37	38	40	39	41	40
...front seat passenger	Fairly/very likely	31	37	36	36	37	39	37	40	39
...back seat passenger	Fairly/very likely	14	16	15	16	18	18	18	17	21
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	45	46	49	48	50	53	50	60	53
...child in the back seat	Fairly/very likely	27	27	30	30	32	35	30	37	35

## Fatigue and distraction

Question	Response	Percentage giving response				
		2007	2008	2009	2010	2011
Driving when you are tired increases the chance you might have an accident ( <i>asked 2007-2010</i> )	Agree/ strongly agree	98	97	99	98	NA
In the last 12 months, have you had trouble staying awake while driving... ( <i>asked from 2011 on</i> )						
... to or from work	Often/ occasionally		---- NA ----			5
... in the course of work	Often/ occasionally		---- NA ----			4
...on holiday or on long trips, for example a family funeral or tangi.	Often/ occasionally		---- NA ----			9
In the last 12 months, have you had trouble staying awake while driving... ( <i>asked from 2011 on</i> )						
... to or from work	Often/ occasionally/ Once or twice		---- NA ----			11
... in the course of work	Often/ occasionally/ Once or twice		---- NA ----			8
...on holiday or on long trips, for example a family funeral or tangi.	Often/ occasionally/ Once or twice		---- NA ----			26

# 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>		1671	100	321	100	100	100	101	100
<i>Drivers in sample</i>		1513	96	284	94	93	85	86	93
<b>Attitudes to road safety and enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	41	30	41	46	46	37	49	35
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	18	11	8	6	16	10	8
The risk of being caught drinking and driving is small	Agree/strongly agree	34	34	31	39	35	41	41	30
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	23	19	21	26	28	28	13
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	74	74	76	69	78	79	77	71
Can tell where checkpoints will be	Agree/strongly agree	42	73	39	54	42	56	42	40
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	54	59	55	59	47	55	50
<b>Speed</b>									
Enjoy driving fast on open road (%drivers)	Like/like very much	35	35	37	26	36	32	41	34
Not much chance of an accident when speeding if careful	Agree/strongly agree	19	16	23	21	14	18	18	15
The risk of being caught speeding is small	Agree/strongly agree	30	28	32	31	24	38	31	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	78	79	78	80	79	79	77	80
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	68	61	56	65	70	63	68
How often do you see speed cameras on your usual roads	Often/almost always	37	39	46	46	26	40	56	12

...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>		1671	100	321	100	100	100	101	100
<i>Drivers in sample</i>		1513	96	284	94	93	85	86	93
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	44	40	30	42	48	43	39
<b>Safety belts and child restraints</b>									
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	49	46	51	42	52	45	54	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	61	37	46	37	37	49	45
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	21	29	22	23	13	23	19	20
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	35	38	30	33	34	41	30
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	84	80	87	83	77	71	85	86
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	94	96	95	94	93	91	93	90

## 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>		1671	100	115	102	100	132	100	100
<i>Drivers in sample</i>		1513	92	100	90	87	128	94	91
<b>Attitudes to road safety &amp; enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	41	43	40	47	30	38	29	40
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	4	11	5	6	15	7	7
The risk of being caught drinking and driving is small	Agree/strongly agree	34	35	35	32	17	41	34	30
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	26	19	26	20	27	11	20
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	74	71	74	76	77	71	77	70
Can tell where checkpoints will be	Agree/strongly agree	42	37	37	43	46	33	48	39
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	52	56	49	19	56	60	45
<b>Speed</b>									
Enjoy driving fast on open road (% drivers)	Like/like very much	35	30	35	32	27	33	46	22
Not much chance of an accident when speeding if careful	Agree/strongly agree	19	17	19	12	9	19	16	13
The risk of being caught speeding is small	Agree/strongly agree	30	23	33	26	25	30	24	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	78	70	86	78	89	78	72	61
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	60	66	56	61	58	65	43
How often do you see speed cameras on your usual roads?	Often/almost always	37	41	34	25	19	29	29	7

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>		1671	100	115	102	100	132	100	100
<i>Drivers in sample</i>		1513	92	100	90	87	128	94	91
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	42	36	37	28	40	33	38
<b>Safety belts and child restraints</b>									
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	49	47	59	31	27	49	46	29
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	47	25	52	42	39	44	50
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	21	25	17	17	22	19	21	22
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	42	24	31	40	38	27	39
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	84	86	87	77	86	82	89	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	94	99	98	97	95	87	88	97

## 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>		1671	934	737	185	338	566	580
<i>Drivers in sample</i>		1513	816	697	139	318	532	522
<b>Attitudes to road safety &amp; enforcement</b>								
Police effort into catching people breaking road safety laws should be...	Increased	41	43	38	39	36	44	41
<b>Alcohol-impaired driving</b>								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	8	13	13	6	10	12
The risk of being caught drinking and driving is small	Agree/strongly agree	34	35	34	29	32	35	42
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	17	26	26	29	18	14
<b>Compulsory breath testing</b>								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	74	73	75	71	75	72	78
Can tell where checkpoints will be	Agree/strongly agree	42	43	40	48	44	42	35
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	52	60	56	55	53	59
<b>Speed</b>								
Enjoy driving fast on open road (%drivers)	Like/like very much	35	30	40	49	36	32	26
Not much chance of an accident when speeding if careful	Agree/strongly agree	19	14	25	22	16	18	23
The risk of being caught speeding is small	Agree/strongly agree	30	28	31	31	24	29	37
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	78	77	79	71	81	80	78
<b>Speed cameras</b>								
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	62	60	55	62	59	68
How often do you see speed cameras on your usual roads?	Often/almost always	37	32	43	28	41	44	29

## 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>		1671	934	737	185	338	566	580
<i>Drivers in sample</i>		1513	816	697	139	318	532	522
<b>General enforcement</b>								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	38	39	39	38	36	42
<b>Safety belts and child restraints</b>								
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	49	48	50	54	47	48	47
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	42	38	30	38	43	46
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	21	23	19	17	18	21	25
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	40	29	27	36	35	39
<b>Roading</b>								
How safe is the design and standard of roads you use?	Very/fairly safe	84	86	83	92	82	81	87
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	94	94	93	89	95	95	92