



**Public attitudes to  
road safety  
Results of the  
2016 survey**  
September 2016



**Ministry of Transport**  
TE MANATŪ WAKA  
New Zealand Government

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## 1 Executive summary

- 1.1 The survey of public attitudes to road safety is part of the Ministry's suite of tools used in evidence-based policy development and evaluation of progress in road safety. The survey gathers comparable measurements of public attitudes and self reported behaviours to assess the effects of road safety legislation, enforcement, and publicity programmes. Each year the survey includes core items but, over the years, other items have been added or removed to reflect current policy issues and interests.

- 1.2 **General attitudes to road safety and enforcement.** There has been little change in the perception of safety of road travel and road standards over most of the time the survey has been running. Around 80 percent of New Zealanders say our roads are fairly or very safe.

Public support for road safety advertising and police enforcement remains high, with most people wanting the same or more than the current levels. Similarly, most people want the severity of penalties to be the same or increased.

- 1.3 **Alcohol-impaired driving.** Most people recognise that drink-driving is risky with only 8 percent saying there is not much chance of an accident when driving after drinking if you are careful. Most of the drink-driving indicators have either slowly improved or remained fairly static over the last decade.

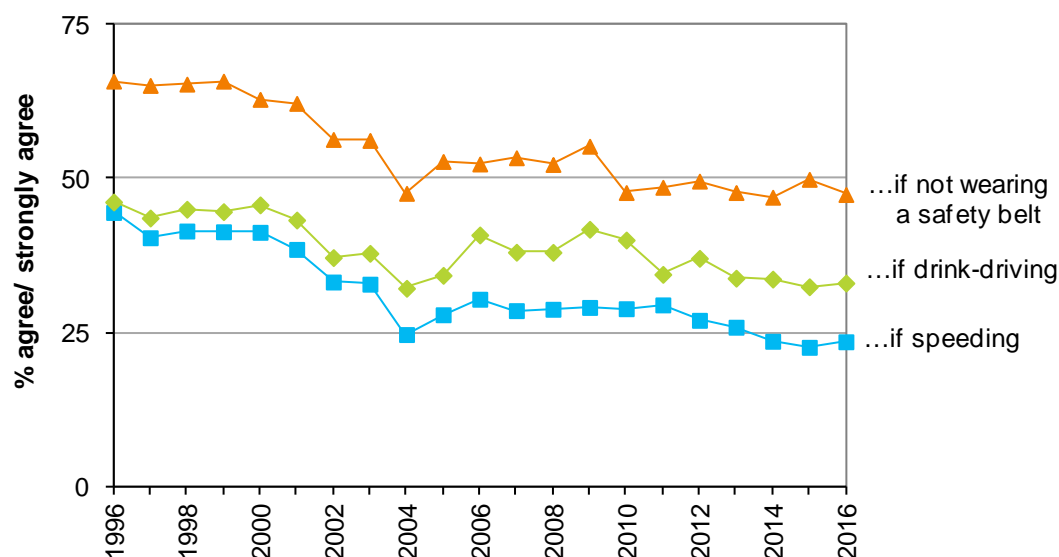
- 1.4 **Drink-driving enforcement.** About three-quarters (72 percent) of New Zealanders agree that compulsory breath testing enforcement helps lower the road toll. This is down from a recent high of 78 percent in 2012.

Most of the key attitudes show small improvements across time, leading to definite improvements long-term. For example, in 1996, 46 percent of respondents thought the risk of being caught drink-driving was small. After dropping to as low as 32 percent in 2004, this rose again to over 40 percent before slowly improving to 33 percent in 2016 (see Figure 1).

This year there was a significant drop in the percentage of people who said they had been stopped at an alcohol check-point; 47 percent, down from 52 in 2015.

Also, there was an increase in the number of people who say they seldom see an alcohol checkpoint unless there is a blitz.

Figure 1: The risk of being caught is small (decreasing trend reflects improvement in safety attitudes)



- 1.5 **Speed and speed enforcement.** The majority of New Zealanders recognise the risks of speeding, with only 16 percent saying there is not much chance of an accident when speeding if you are careful.

Most think the current open road and urban speed limits are appropriate and 80 percent stated that the speed limits on the roads they usually drive on are about right. This was a reduction from 87 percent in 2015. Most of this change related to open road speed limits.

Enforcement of the current speed limits is supported by the majority of New Zealanders, with nearly three-quarters (73 percent) agreeing that enforcing the speed limit helps lower the road toll.

This year there was a big increase in the perception that a driver would receive a ticket if travelling past a police officer at speeds of 110 km/h and above.

- 1.6 **Speed cameras.** Sixty-three percent of New Zealanders agree that the use of speed cameras helps lower the road toll.

The perceived chance of receiving a speed camera ticket when travelling at speeds of 105 km/h or 110 km/h has increased over recent years.

- 1.7 **General enforcement and compliance.** The perceived chance of being stopped by police, if breaking a traffic law other than drink-driving or speeding, improved up until 2010 but has been fairly static since then. In 1997, 23 percent thought it was likely or fairly likely they would be stopped. From 2010 to 2016 this has ranged from 36 to 41 percent.

- 1.8 **Safety belts and child restraints.** Most recognised the safety benefits of safety belts with less than 7 percent stating that the risk of being seriously injured in a crash if you are not wearing a safety belt is low.

The majority of New Zealanders (87 percent) agreed that enforcing the use of safety belts helps to lower the road toll. Most of the indicators relating to safety belts and child restraints have shown improvements across time.

From 1 November 2013, all child passengers are required to be in a car seat or booster seat until their seventh birthday. A question about restraint use by children aged 5 to 6, and 7 to 9 was asked each year from 2013. The responses indicate an increase in the use of booster seats as opposed to safety belts by the 7 to 9 age group.

- 1.9 **Fatigue and distraction.** Fatigue when travelling on holiday or long trips was a problem mentioned by 27 percent of drivers. This is similar to the previous five years (the current fatigue question was first asked in 2011).

This year drivers were asked about their use of cell phones while driving over the previous month. Thirty-eight percent admitted to using a phone for texting and 22 percent for hand held phone calls. Both these activities are illegal.

- 1.10 **Roading.** Over the past decade, between 94 percent and 97 percent of respondents have stated that improving road engineering and design is fairly or very important for road safety. This question was not asked in 2016.

## **2 Introduction**

The survey of public attitudes to road safety has been undertaken periodically since 1974 and annually since 1994. The survey evaluates 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 focuses on alcohol, speed and safety belts. In addition, respondents are asked their views on more general road safety issues.

Some justification for this focus is provided in crash statistics. In 2015, 30 percent of fatal crashes and 12 percent of injury crashes had alcohol and/or drugs as a contributing factor. 32 percent of fatal crashes and 18 percent of injury crashes had “too fast for conditions” as a contributing factor. 91 people were killed not wearing safety belts or restraints in fatal crashes. Crash investigators considered that at least 19 people would have survived if they had been wearing safety belts.

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
- ▶ fatigue and distraction
- ▶ roading.

## **3 Method**

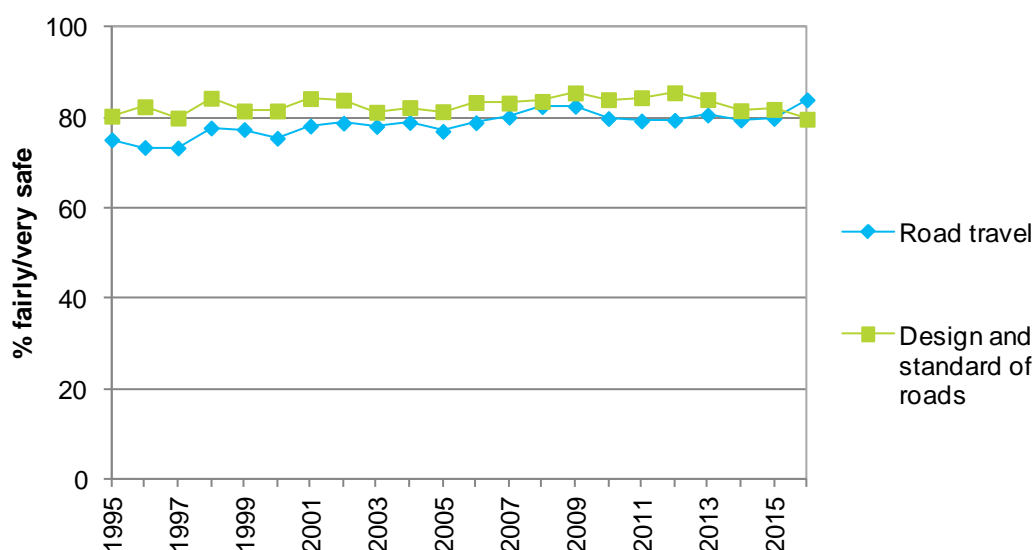
The fieldwork for the survey is carried out by an independent survey company, TNS New Zealand. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in the respondent's home.

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 2016, 1,666 people were interviewed, 1,527 of whom held driver licences. Further details of the sample and methodology may be found in Appendix A.

## 4 General attitudes to road safety and enforcement

- 4.1 Overall, the vast majority of New Zealanders were supportive of road safety enforcement, penalties and advertising measures aimed at reducing the road toll. Around 90 percent thought these measures should be increased or maintained at current levels.
- 4.2 **How safe is road travel in New Zealand?** Twelve percent of New Zealanders described road travel in this country as 'very safe'. A further 72 percent described it as 'fairly safe'; 14 percent described it as 'fairly unsafe' and 2 percent as 'very unsafe'<sup>1</sup>. Overall, 84 percent described road travel as 'very safe' or 'fairly safe' (see Figure 2).

Figure 2: General attitudes

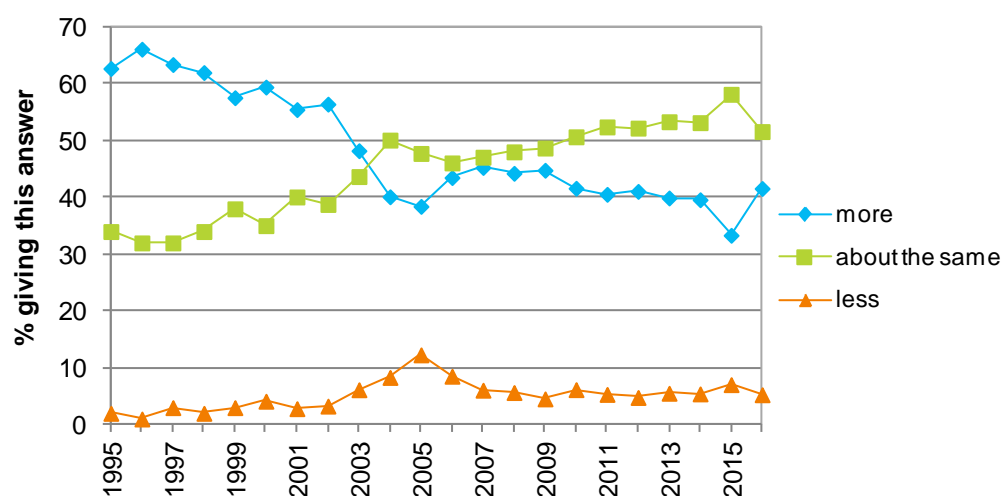


- 4.3 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty-two percent of New Zealanders said that Police effort to catch people breaking road safety laws should be increased further. After a significant decrease last year, this is an increase back to the levels of the previous 5 years. A further 52 percent wanted that effort maintained at current levels. Only 5 percent thought Police effort should be decreased. Since these questions were first asked in 1995, there has been a shift away from thinking there should be more Police enforcement. Most of this change took place before 2005. Since then support for more Police effort has slightly decreased with more people thinking that the level of enforcement is about right (see Figure 3).

<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'.

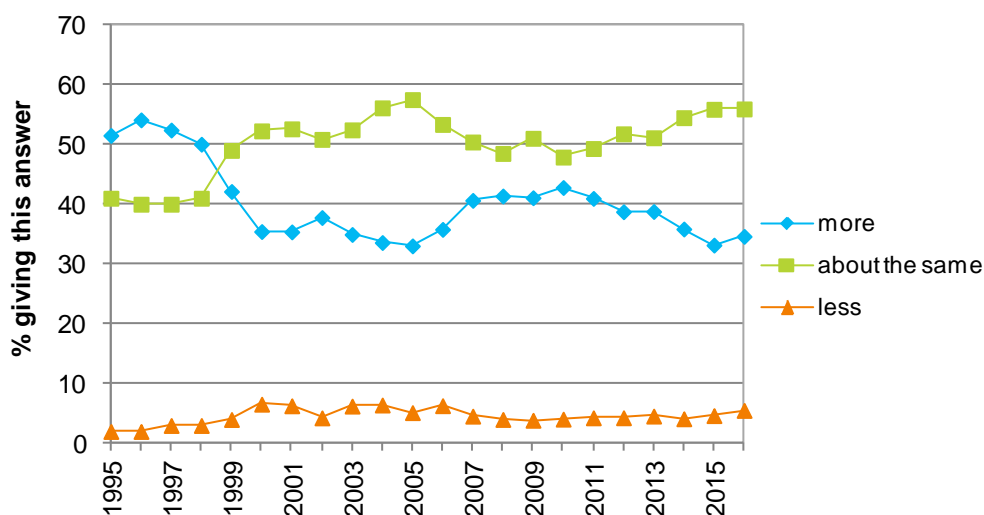


Figure 3: How much effort should the Police put into catching people...



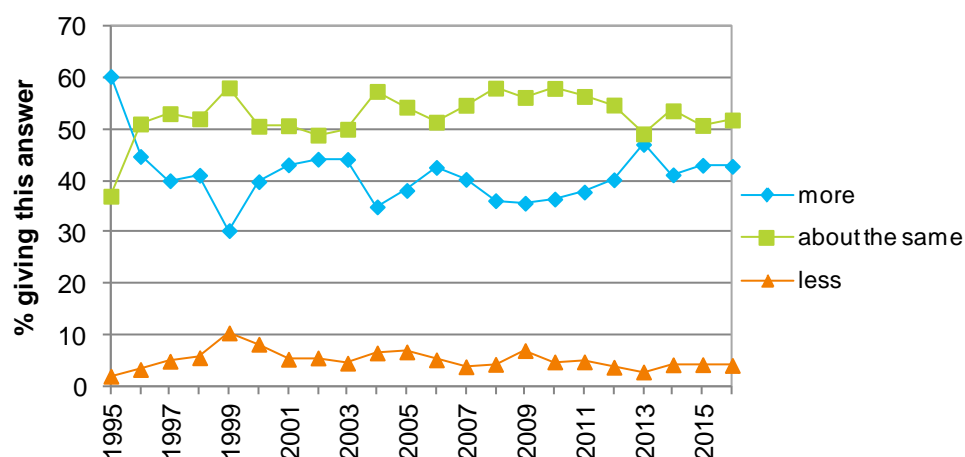
4.4 **Penalties.** In 2016, 35 percent of New Zealanders said that penalties for breaking road safety laws should be increased. Fifty-six percent thought penalties should remain about the same as they are now, and only 6 percent were in favour of reducing the severity of penalties. Over the last five years, support for more severe penalties has decreased with more people thinking penalties are about right (Figure 4).

Figure 4: Should penalties for breaking road safety laws be...



4.5 **Advertising.** Forty-three percent of New Zealand adults thought that there should be more publicity and advertising about road safety. Fifty-two percent thought the amount of publicity and advertising should remain about the same as at present. Only 4 percent wanted to see a reduction in publicity and advertising about road safety (Figure 5).

Figure 5: Should the amount of publicity and advertising about road safety be...



- 4.6 **Road design and standards.** Thirteen percent of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 67 percent thought that their usual roads were 'fairly safe'. Twenty percent 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 recent years (Figure 2).
- 4.7 Northland, Gisborne, Bay of Plenty and Canterbury residents were most likely to describe the design and standards of their roads as unsafe. Thirty-seven percent of Northland residents, 33 percent of Gisborne residents and 30 percent of Bay of Plenty and Canterbury residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe.

## 5 Alcohol-impaired driving

5.1 Figure 6 and Figure 7 show some key drink-driving measures.

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

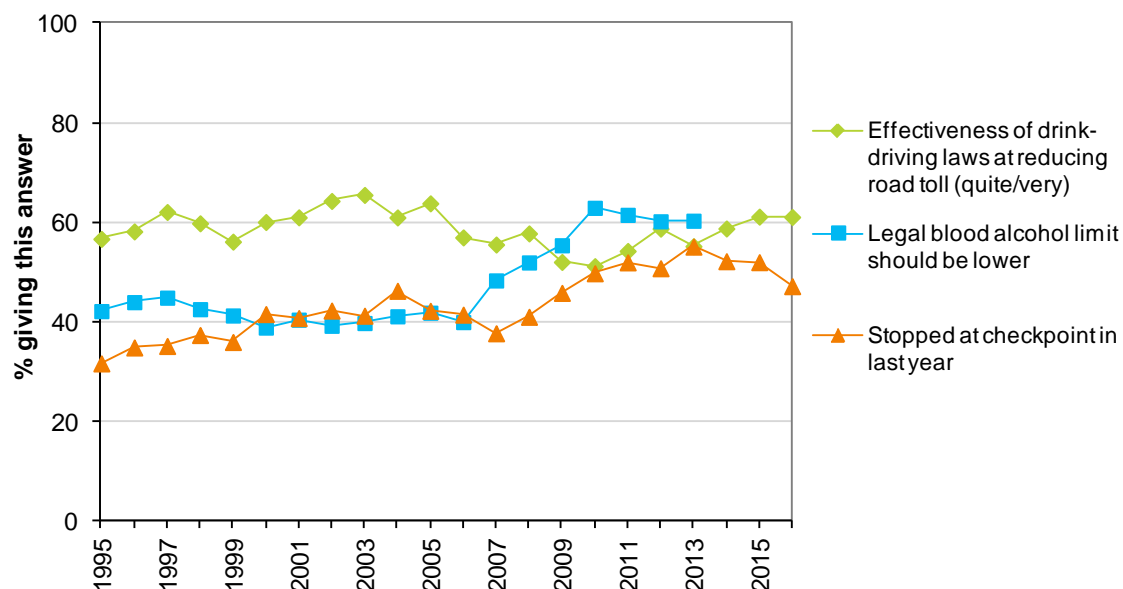
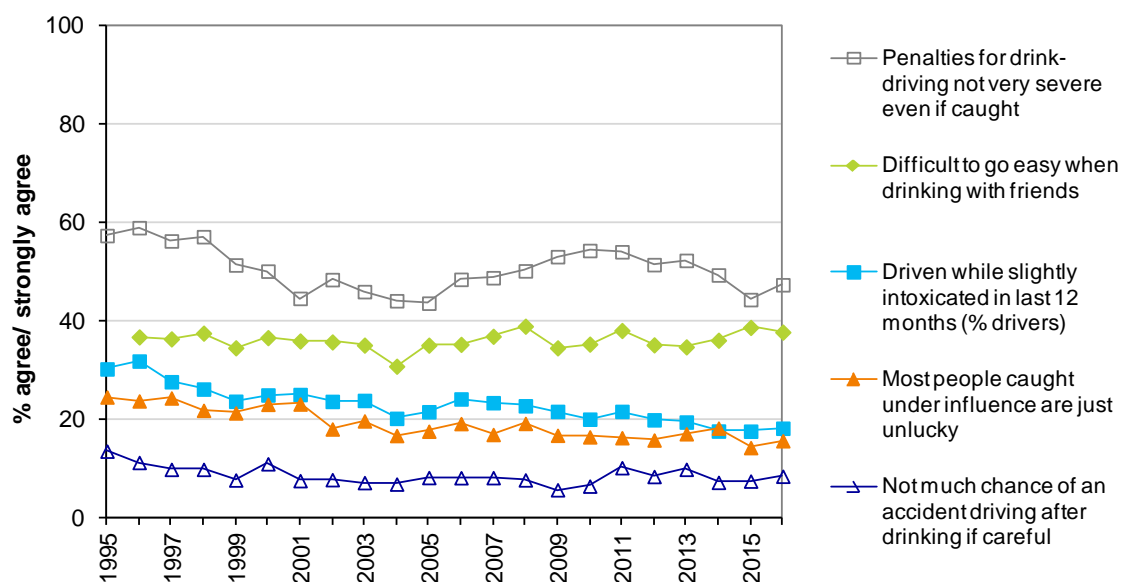


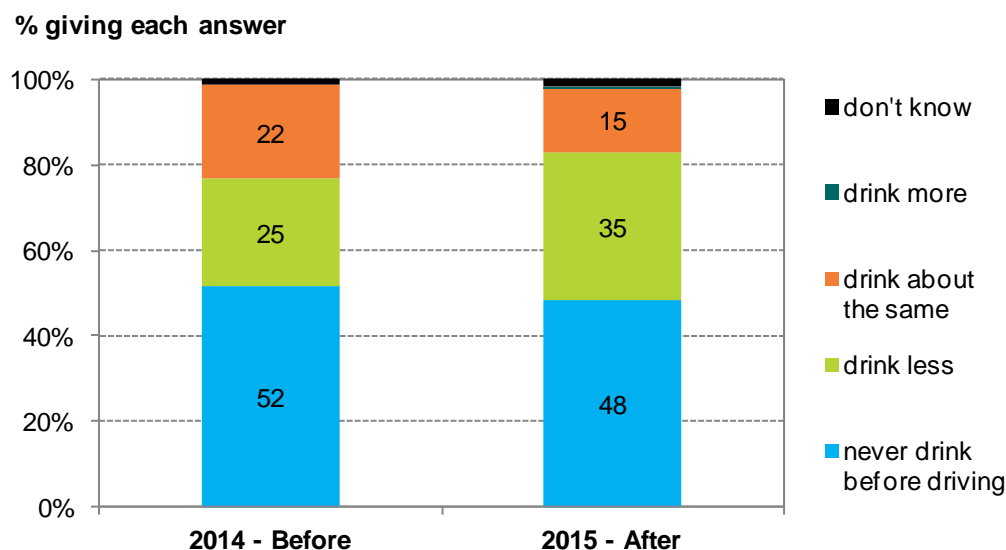
Figure 7: Attitudes to alcohol (*decreasing trend reflects improvement in safety attitudes*)



5.2 **Risk of crash.** Most people recognise that drink-driving is risky. However, 8 percent of New Zealanders said that 'there is not much chance of an accident when driving after drinking if you are careful' (see Figure 7 above).

- 5.3 People in Manawatu/Wanganui, Northland, Auckland, Gisborne and Waikato were least likely to recognise the risk of drink-driving. Fifteen percent of Manawatu/Wanganui residents, 12 percent of Northland residents, 10 percent of Auckland and Gisborne residents and 9 percent of Waikato residents said that there was not much chance of an accident when driving after drinking if you are careful.
- 5.4 **Blood alcohol limit.** In 2013, 60 percent of New Zealanders favoured a lower legal blood-alcohol limit for driving. This increased significantly from 40 percent in 2006 to 63 percent in 2010. There were no statistically significant changes from 2010 to 2013 (see Figure 6). This question has not been asked from 2014 when the blood alcohol limit for drivers aged 20 years and over was lowered from 80 to 50mg/100ml of blood.
- 5.5 **Behaviour and attitudes.** A new question was introduced in 2014, asking how much people would be drinking after the alcohol limit was lowered from 80 to 50mg/100ml. Fifty-two percent said they never drink before driving, 25 percent said they would drink less, 22 percent said they would drink about the same, 0 percent said they would drink more, and 1 percent didn't know.
- 5.6 In 2015 the question was rephrased to ask about how the new limit, which came into effect in December 2014, had affected drivers' drinking before driving. Over a third (35 percent) said they now drink less before driving.

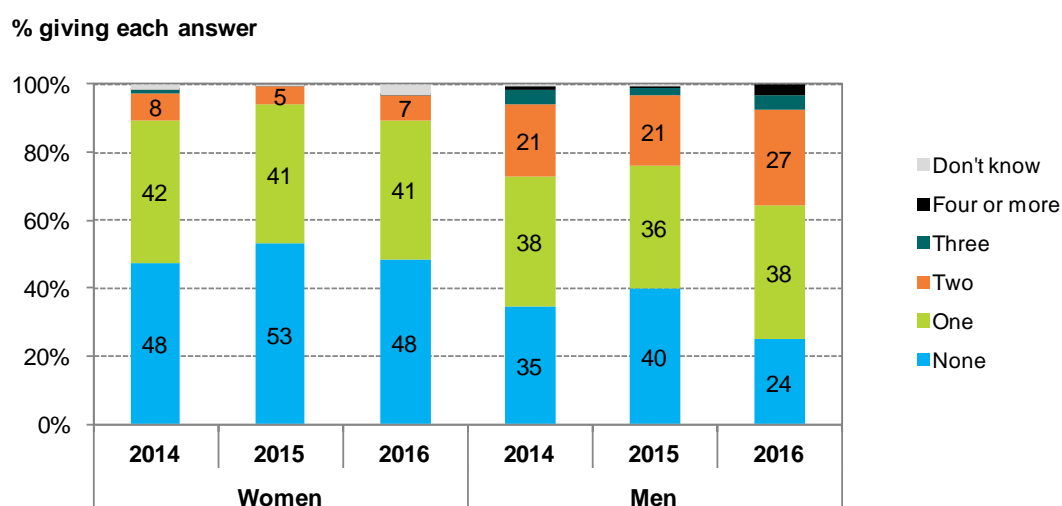
Figure 8: How will/has the lower legal limit affect/ed your behaviour?



- 5.7 In 2016 there was no equivalent question about the effect of the change in the blood alcohol limit on drivers' drinking behaviour.

- 5.8 A further new question was introduced in 2014, asking respondents how many standard drinks they would be comfortable drinking in an hour if they were planning to drive immediately afterwards, if the alcohol limit was lowered from 80 to 50 mg/100ml.
- 5.9 The concept of a 'standard drink' was explained as one can of beer, a small glass of wine or a 30ml serve of spirits and supported by a photograph showing a 330ml can of beer, a small glass of wine and a 30ml serve of spirits.
- 5.10 From 2015 the question was rephrased to reflect the fact that the limit had been lowered to 50mg/100ml. Figure 9 shows the results. From 2014 to 2015, there was an increase in the percentage of people who said they would be comfortable driving if they had limited themselves to one or no drinks during the previous hour. In 2016 this percentage dropped again, back to the 2014 level for women and to below the 2014 level for men.

Figure 9: Drinking before driving



- 5.11 In 2016, 89 percent of women said they would be comfortable driving after having one or no drinks during the hour, compared with 62 percent of men. A further 7 percent of women and 27 percent of men said two 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 <sup>2</sup>.

<sup>2</sup> Pennsylvania Liquor Control Board's Bureau of Alcohol Education, based on a formula developed by the 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/61197](http://www.lcb.state.pa.us/portal/server.pt/community/alcohol_the_law/17511/alcohol_impairment_chart/61197)  
 2 accessed 28/7/10.



- 5.12 Among people who admitted to having driven while slightly intoxicated, 49 percent thought they would be comfortable to drive having had one or no drinks, and a further 37 percent with two drinks. Thirteen percent said three or more drinks. For other people 83 percent said they would be comfortable with one or no drinks, 12 percent said two drinks and 2 percent said three or more drinks.
- 5.13 **Social influences.** Peer pressure and social drinking remain strong influences. Among people who admitted to having driven while slightly intoxicated, 49 percent thought they would be comfortable to drive having had one or no drinks, and a further 37 percent with two drinks. Thirteen percent said three or more drinks. For other people 83 percent said they would be comfortable with one or no drinks, 12 percent said two drinks and 2 percent said three or more drinks.
- 5.14 Peer pressure was felt most strongly among the young. Forty-six percent of people aged 15 to 19 and 48 percent of those aged 20 to 24 said it was difficult to go easy and drink less than the group.
- 5.15 **Self-reported driving while 'slightly intoxicated'.** The percentage of drivers who said they had driven while slightly intoxicated during the 12 months before the survey was unchanged from last year (see Figure 7). In 2016, 18 percent of drivers, 25 percent of male drivers and 23 percent of 20-24 year old drivers said they had driven while slightly intoxicated during the last year. ('Slightly intoxicated' was as self-reported by the driver).
- 5.16 **Effectiveness of law.** Sixty-one percent of New Zealanders said that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. This is the same as in 2015 and remains higher than in any of the previous 10 years (Figure 6).
- 5.17 Thirty-four percent said that the drink-driving laws were not very effective. An additional 3 percent thought that New Zealand's drink-driving laws had no effect on the road toll. (Two percent said they didn't know).
- 5.18 **Penalties.** Forty-seven percent agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This is a small increase from last year (44 percent) but remains lower than any year in the previous decade. The response to this question may reflect either an informed view that penalties are not severe or a lack of awareness of the severity of current drink-driving penalties.
- 5.19 People aged 30 and over were more likely to think penalties are not very severe (51 percent) than those aged 15-29 (37 percent).

- 5.20 **Drink and drugged driving.** A new question about driving while affected by drugs, with or without alcohol, was introduced in 2014. In 2016, seven percent said they had driven while affected by prescription or pharmacy drugs, including 1 percent combined with alcohol. Two percent said they had driven while affected by other drugs (whether legal or not), including just under 1 percent combined with alcohol.

Driven while affected by...	And alcohol	No alcohol	Total
prescription or pharmacy drugs	1%	7%	7%
other drugs	1%	2%	2%

Note: the numbers in this table are rounded to the nearest percent. Categories are not mutually exclusive so may not add to totals.

- 5.21 Over twice as many males (2.7 percent) said they had driven while affected by 'other drugs' with or without alcohol, compared with females (1.2 percent).

## 6 Drink-driving enforcement

6.1 Figure 10 and Figure 11 show key attitudes towards drink-driving enforcement measures, including compulsory breath testing. Several measures show a small worsening in safety perceptions.

Figure 10: Attitudes to drink-driving enforcement (*increasing trend reflects improvement in safety attitudes*)

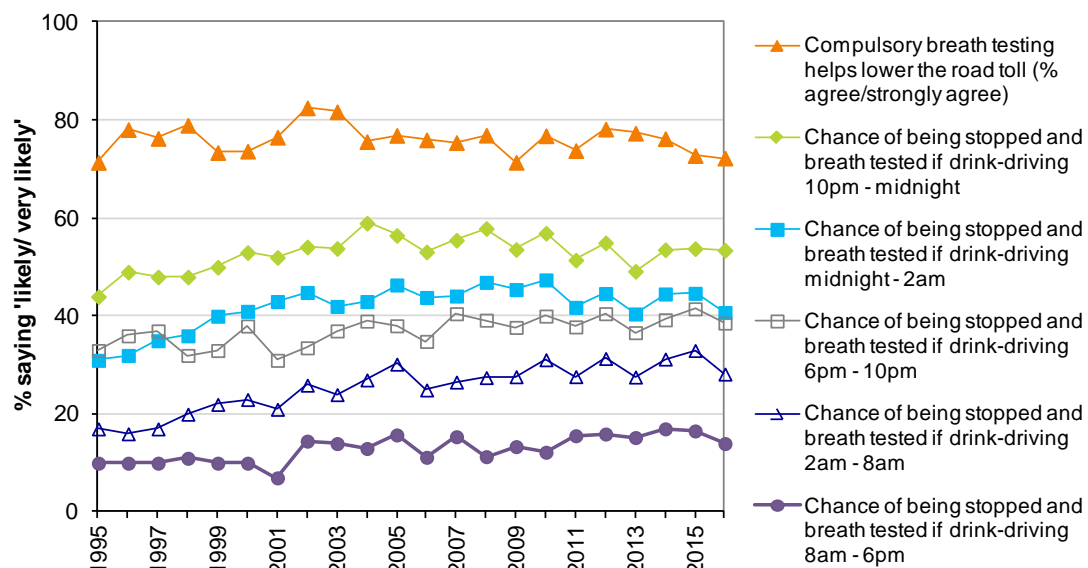
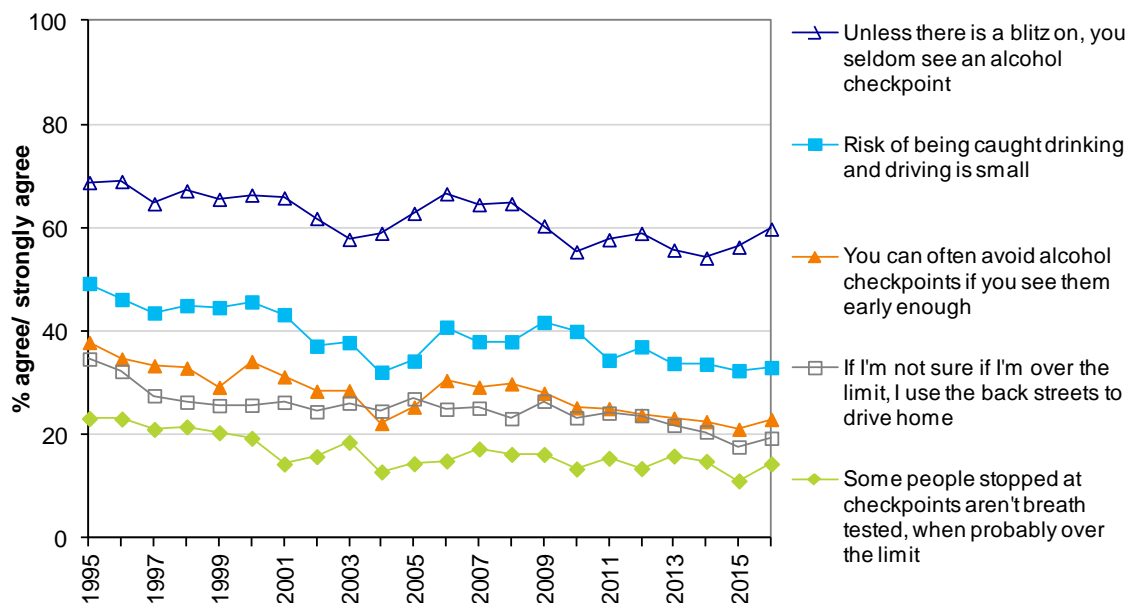


Figure 11: Attitudes to drink-driving enforcement (*decreasing trend reflects improvement in safety attitudes*)



- 6.2 **Compulsory Breath Testing (CBT) lowers road toll.** Nearly three quarters (72 percent) of New Zealanders agreed with the statement that 'compulsory breath testing helps to lower the road toll', down from 78 percent in 2012. Thirteen percent disagreed with this statement. The remaining 14 percent said they were neutral or didn't know (see Figure 10).
- 6.3 **Drink-driving enforcement.** One third (33 percent) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 11).
- 6.4 **Checkpoints.** The number of people who said that they 'seldom saw checkpoints except during blitzes' increased to the highest level since 2009 (see Figure 11). In 2016, 60 percent said they seldom saw checkpoints. People living in Manawatu/Wanganui (78 percent), Otago (76 percent) and Southland (72 percent) were more likely than residents of other regions to say that they seldom saw a checkpoint.
- 6.5 Forty-seven percent of drivers reported having been stopped at an alcohol checkpoint at least once during the preceding 12 months. This is down from 52 percent in 2015 and is the lowest since 2009.
- 6.6 Thirteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. Male drivers (18 percent) are more likely than female drivers (9 percent) to have been stopped three or more times in the last.
- 6.7 **Avoiding checkpoints.** Thirty-eight percent of New Zealanders said that they could tell where checkpoints would be. Sixty-two percent of Gisborne residents and about 50 percent of Bay of Plenty and Northland residents thought they knew where checkpoints would be.
- 6.8 Twenty-three percent of New Zealanders said they could often avoid checkpoints if they saw them early enough (Figure 11), and 19 percent said they used the back streets to drive home when they might be over the limit. People living in Manawatu/Wanganui (40 percent) and Gisborne (36 percent) were more likely than others to say that checkpoints could be avoided if you saw them early enough. Those in Manawatu (32 percent) and Waikato (24 percent) were more likely to say that they used the back streets to drive home when they might be over the limit.
- 6.9 **Compulsory screening.** Fourteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 11). This is back up to the level in 2014 after a drop to 11 percent in 2015. Twenty percent of those aged between 20 and 39 thought that some people weren't tested, compared to 10 percent of those aged 40 and over. Males (16 percent) were more likely than females (13 percent) to think that some people are not tested.

- 6.10 **Chance of being stopped late at night.** Fifty percent of New Zealanders thought there was a good chance of being stopped at a checkpoint if driving late at night. Twenty-five percent said they disagreed that there was a good chance of being stopped. The remaining 24 percent said they were neutral or didn't know.
- 6.11 **Chance of being stopped, by driving situation.** Fifty-eight percent of New Zealanders would expect to be stopped and tested if they were drink-driving in a large city. A further 26 percent rated the chance as 50-50.
- 6.12 Thirty-seven percent thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. Thirty-three percent thought they would be stopped if they were drink-driving in a small town. Fourteen percent of New Zealanders said they would expect to be stopped if they were drink-driving on a rural road.
- 6.13 **Chance of being stopped, by time of day.** Drivers perceive they are most likely to be stopped and breath-tested through the evening and early morning. Fifty-three percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. Forty-one percent would expect to be caught if they were drink-driving between midnight and 2am (see Figure 10). Thirty-nine percent said they would expect to be stopped if they drank and drove between 6pm and 10pm.
- 6.14 Fewer people thought they would be caught if drinking and driving between 2am and 8am (28 percent), or during the day (14 percent).
- .



## 7 Speed and speed enforcement

7.1 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 12 and Figure 13 show trends in key speed-related measures.

Figure 12: Attitudes to speed enforcement (*increasing trend reflects improvement in safety attitudes*)

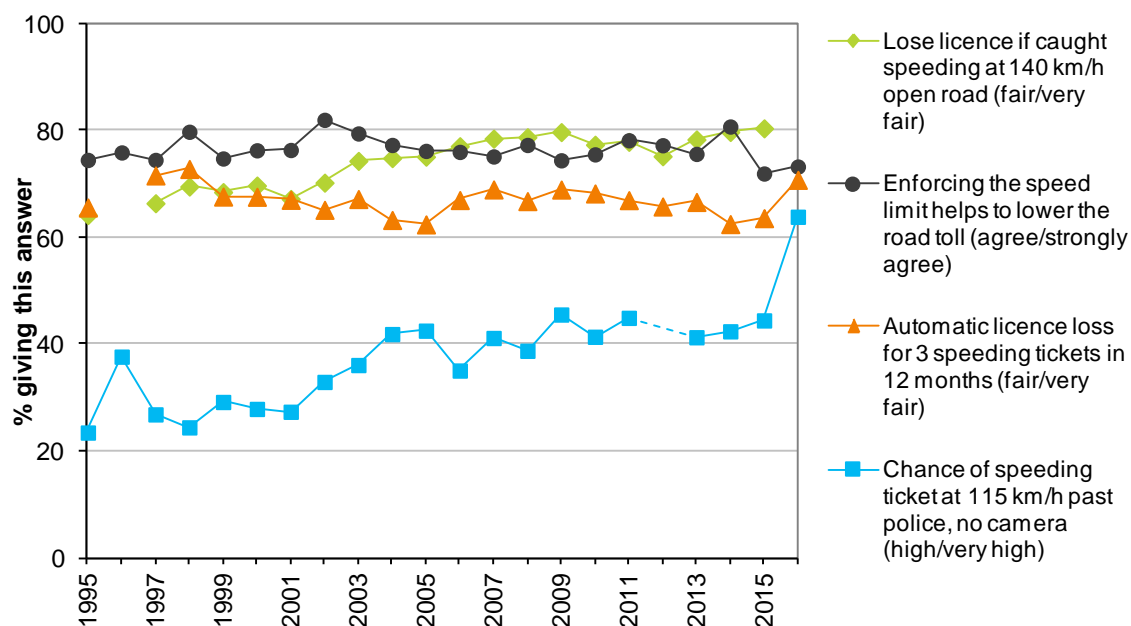
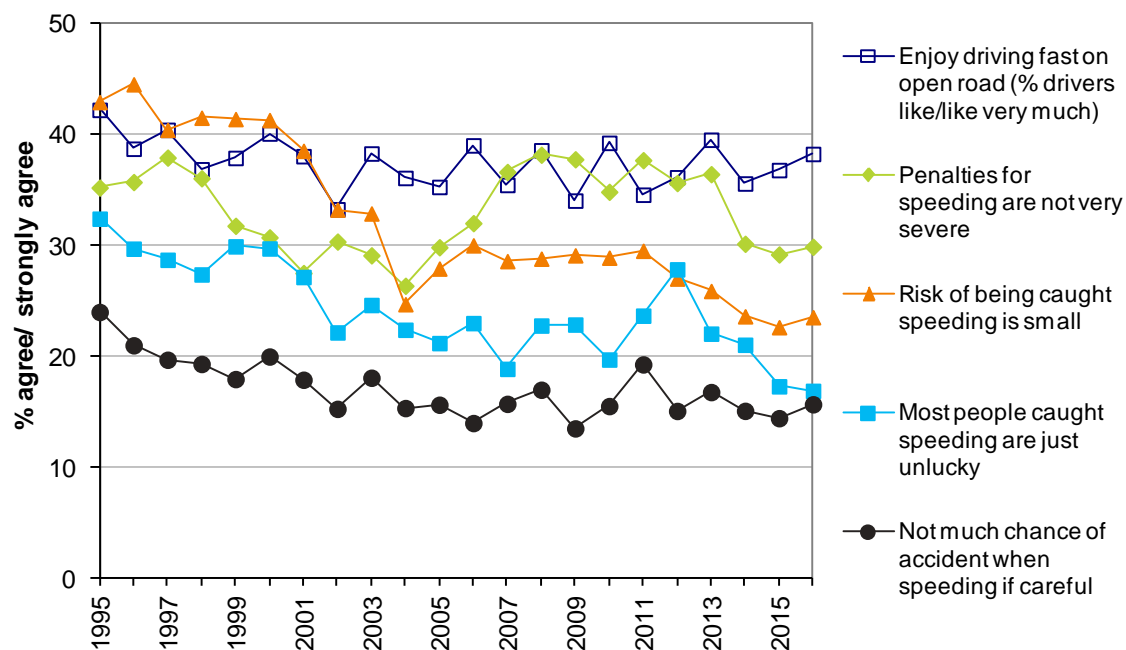


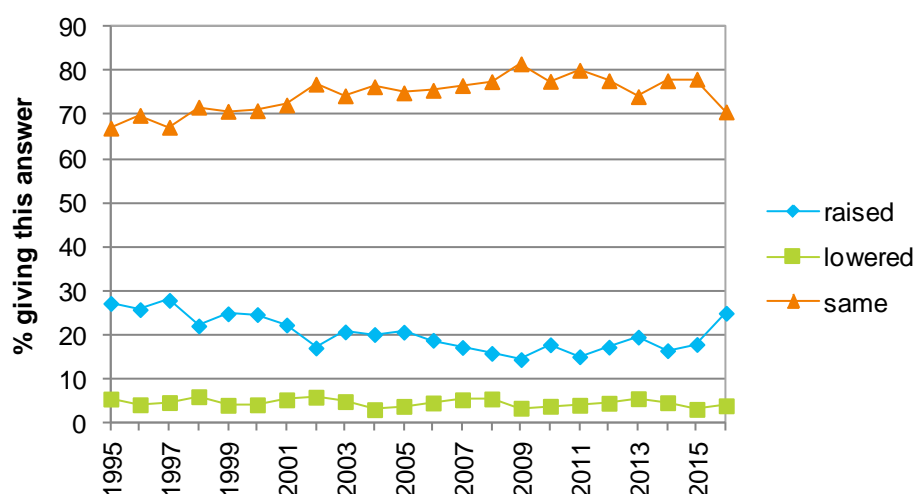
Figure 13: Attitudes to speed and speed enforcement (*decreasing trend reflects improvement in safety attitudes*)

(Note that the scale differs from the previous graph)



- 7.2 **Risk of crash.** Sixteen percent of New Zealanders agreed with the statement 'there is not much chance of an accident when speeding if you are careful'. This indicates that most people understand the role of speed in road safety. This measure has been fluctuating in the 14 to 19 percent range in recent years (see Figure 13).
- 7.3 Males were more likely to think speeding wasn't dangerous as long as they were careful (22 percent) than females (10 percent). Failing to acknowledge the risk was also more common among Auckland (19 percent) and Wellington (18 percent) residents.
- 7.4 **Driving fast.** Thirty-eight percent 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 13).
- 7.5 Overall, 42 percent of males and 34 percent 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 percent of drivers aged 15 to 24 said they liked it, compared to 39 percent of those aged 25 to 59, and 29 percent of those aged 60 and over.
- 7.6 Fifty-six percent of male drivers aged 15-24 said that they liked driving fast. Drivers who think the risk of being caught speeding is low are also more likely than others to say they like driving fast (43 percent compared to 37 percent of other drivers). Similarly, people who admitted driving while intoxicated are more likely than others to say they like driving fast (44 percent compared to 37 percent of other drivers).
- 7.7 **Effectiveness of enforcement.** Support for speed enforcement remains relatively high. Nearly three-quarters (73 percent) of New Zealanders agreed with the statement 'enforcing the speed limit helps to lower the road toll'; 14 percent disagreed and 12 percent said they were neutral on this issue.
- 7.8 **Risk of being caught.** Just under a quarter (24 percent) of New Zealanders agreed with the statement 'the risk of being caught speeding is small' (Figure 13). This has dropped from about 30 percent 5 years ago. Males (26 percent) are more likely than females (21 percent) to think the risk of being caught speeding is small.
- 7.9 **Speed limits.** As in recent years, the great majority of New Zealanders (80 percent) said that speed limits on the roads they normally use are about right. This is a significant decrease from last year (87 percent). Only 6 percent said they were too high and 11 percent that they were too low.
- 7.10 **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, 71 percent said they wanted it kept as it is, 4 percent thought it should be lowered and 25 percent thought it should be raised (Figure 14). This is a significant change from last year when 78 percent said they wanted it kept as it is and 18 percent thought it should be raised.

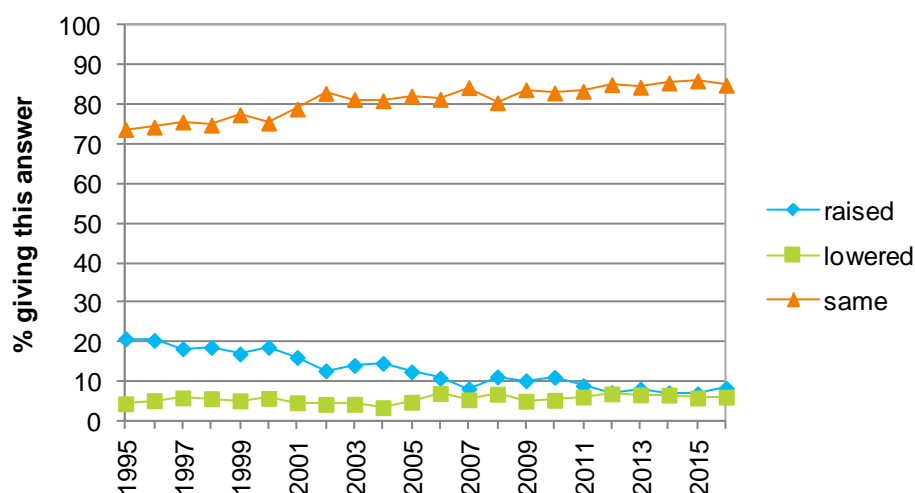
Figure 14: Should the 100 km/h open road limit be...



7.11 People who had received speeding tickets were more likely than others to say the speed limit should be raised. Thirty-one percent of people who had received a speeding ticket thought the 100km/h limit should be raised.

7.12 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. Eighty-five percent of New Zealanders said that the urban 50km/h speed limit should be retained and a further 6 percent 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 percent in 1995 to 8 percent in 2016 (Figure 15).

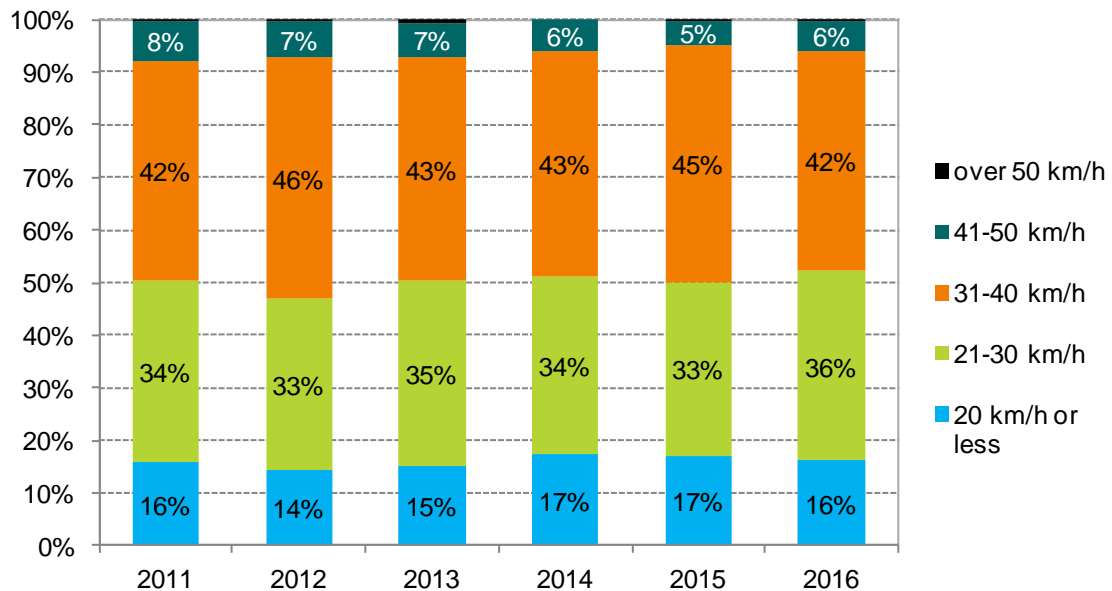
Figure 15: Should the 50 km/h urban speed limit be...



7.13 **Speed limits around schools.** A 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 16 shows the results. In 2016, half (52

percent) thought the speed limit around urban schools should be 30 km/h or less. Forty-two percent gave answers between 31 and 40 km/h and 6 percent said 41-50 km/h. Less than 1 percent said the limit around schools should be more than 50 km/h.

Figure 16: Speed limits around schools should be...



7.14 **Definition of speeding.** Participants were asked 'On the open road, what speed do you consider to be speeding?' Thirty-nine percent named speeds of 105 km/h or less and 34 percent named speeds of 106-110 km/h as 'speeding'. A further 9 percent named speeds of 111-115 km/h.

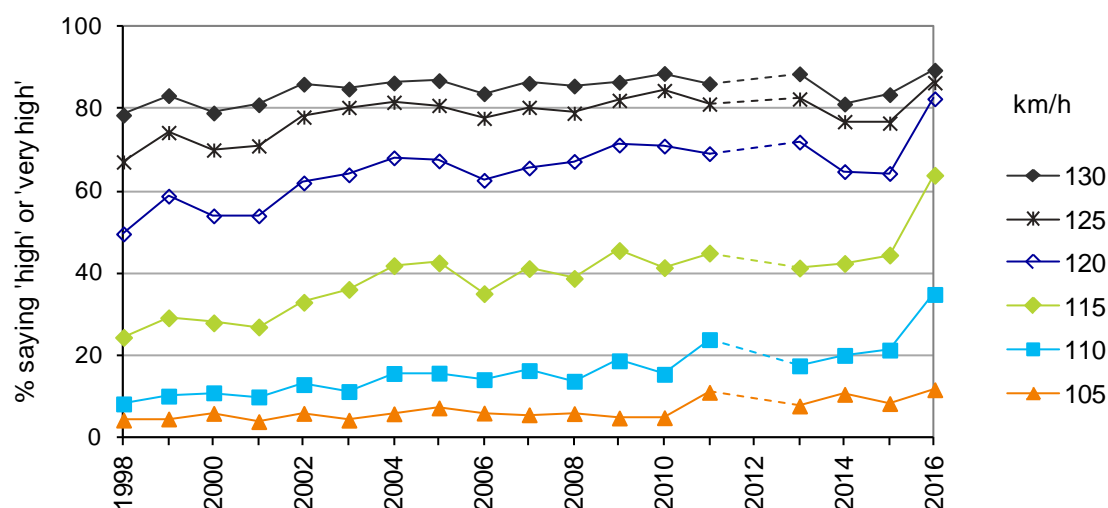
7.15 **Automatic licence suspension for very high speeds.** In 2015 most New Zealanders said licence suspension for high speeds is fair. This question was not asked in 2016. The threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit<sup>3</sup>, or 140 km/h on the open road. In 2015, automatic loss of licence at 140 km/h was described as 'fair' or 'very fair' by 80 percent of New Zealanders (Figure 12). This has gradually increased from 68 percent in 1999 to 78 percent in 2007 and has been fairly stable since. Only 7 percent said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).

7.16 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.

<sup>3</sup> Since 16 January 2006. Previously 50 km/h over the speed limit.

- 7.17 Speeding in urban areas was also regarded as highly unacceptable. In 2015, 94 percent supported loss of licence for speeding at 90 km/h in a 50km/h zone. Eighty percent supported automatic loss of licence at 80 km/h, and 51 percent were in favour of automatic licence loss at 70 km/h in a 50 km/h zone. Again, this question was not asked in 2016.
- 7.18 **Repeat offending.** Seventy-one percent said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence (see Figure 12). Thirteen percent said automatic licence loss for three tickets in a year would be unfair or very unfair, and 16 percent were neutral on this issue or said they didn't know.
- 7.19 **Self-reported speeding infringements.** Seventeen percent of male drivers and 13 percent of female drivers reported receiving at least one speeding ticket in the previous year. Not surprisingly, drivers who said they liked driving fast were more likely to have had a speeding ticket (17 percent) than those who disliked driving fast (12 percent). Seventeen percent of people who said they had driven while intoxicated had received a speeding ticket, compared to 14 percent of people who didn't report any drink-driving.
- 7.20 **Chance of receiving a ticket.** New Zealanders expect to be caught if they speed past a speed camera (see section 8, *Speed cameras*), but are less convinced that they'll be stopped if they're passing a Police officer without a camera. In 2016, there was a significant increase in the perception that speeding past a police officer will result in a ticket.

Figure 17: Perceived chance of receiving a ticket if passing a Police officer (without a camera) at various speeds

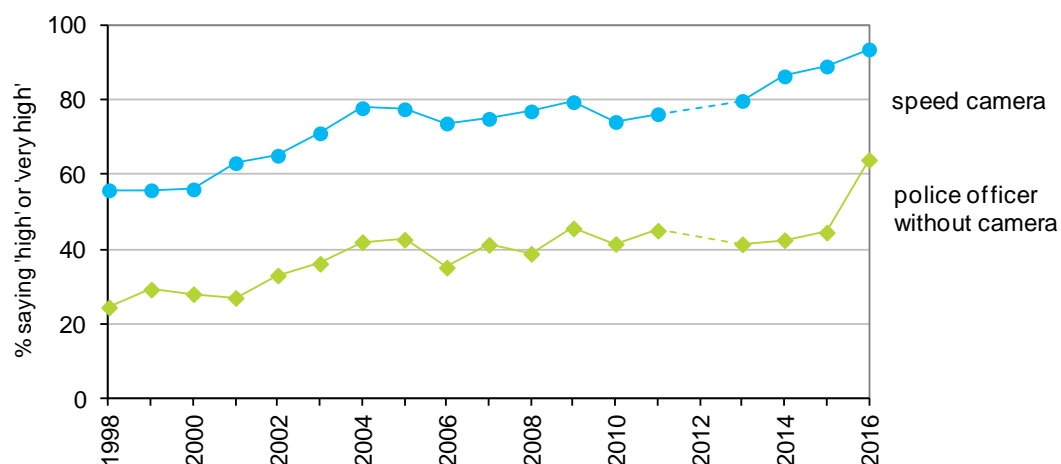


Note: No data is available for 2012



7.21 Over 80 percent of New Zealanders believe they would be likely to receive a ticket if they drove past a Police officer in light traffic at 120 km/h. Nearly two-thirds (64 percent) would expect a ticket at 115 km/h, up from only 44 percent in 2015 (Figure 17). In contrast, most (93 percent) said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 18), which is a significant increase over the 80 percent from 3 years ago.

Figure 18: Perceived chance of receiving a ticket if driving at 115 km/h past a...



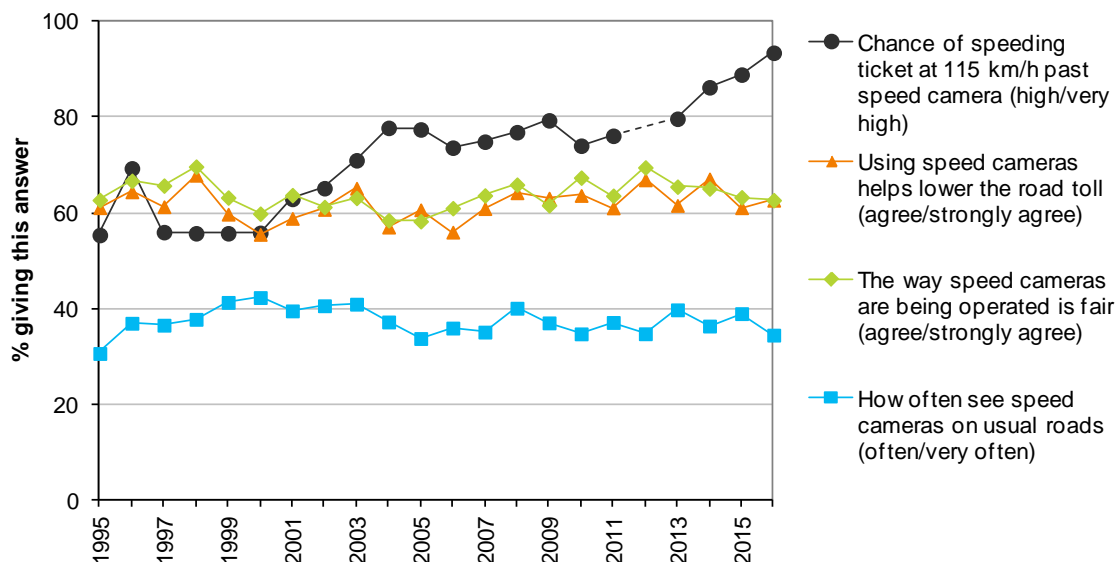
Note: No data is available for 2012

7.22 Only 11 percent said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h, down from 21 percent in 2015.

7.23 In 2013, a question was asked about the effectiveness of roadside speed indicator devices at slowing the respondents down. Eighty-six percent said they were very or quite effective. Only 2 percent said they have no effect. This question has not been asked again.

## 8 Speed cameras

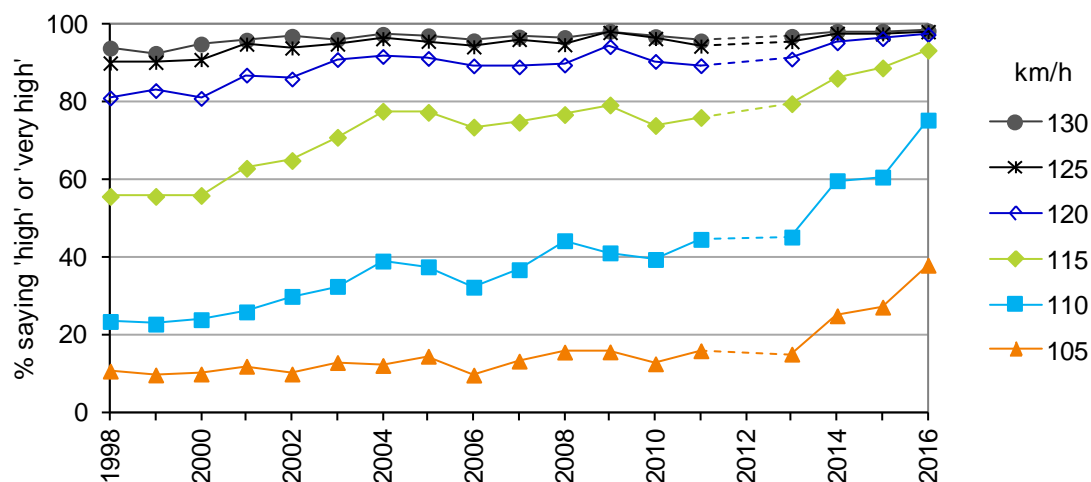
Figure 19: Attitudes to speed cameras (*increasing trend reflects improvement in safety attitudes*)



Note: No data is available for 2012 for 'Chance of speeding ticket..' question.

- 8.1 **Effectiveness of speed cameras.** Sixty-three percent of New Zealand adults agreed or strongly agreed with the statement 'Using speed cameras helps lower the road toll'. Twenty-one percent said speed cameras don't help to lower the road toll and 16 percent were neutral on this issue. There has been no net change over the last decade (Figure 19).
- 8.2 **Cameras operated fairly.** Nearly two thirds of New Zealanders (63 percent) thought that the way speed cameras are being operated is fair.
- 8.3 **Awareness of cameras.** Thirty-five percent of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 19). This has been fairly static over the last decade. The percentage of people that say they often see speed cameras on their usual roads ranges from 50 percent for Wellington to only 17 percent for Southland.
- 8.4 **Chance of receiving a ticket.** Most New Zealanders (93 percent) said they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h (see Figure 20). This is a significant increase over the 80 percent from 3 years ago.

Figure 20: Perceived chance of receiving a ticket if passing speed camera at various speeds



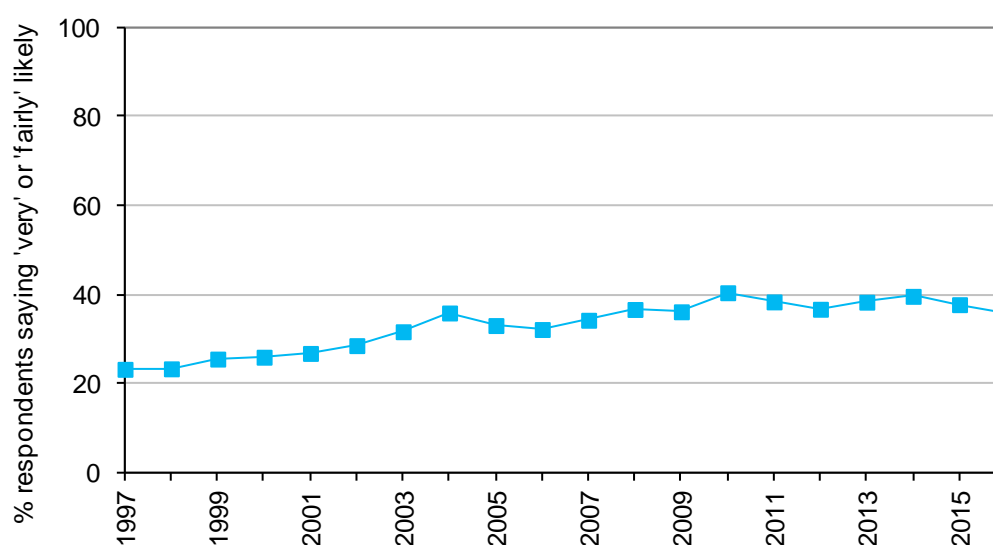
Note: No data is available for 2012

- 8.5 While ninety-three percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 115 km/h or higher, only 64 percent thought they would receive a ticket if they drove past a police officer without a camera at 115 km/h.
- 8.6 The percentage of people who think they would receive a ticket if they passed a camera at 110 km/h or 105 km/h is significantly higher than it was three years ago. At 110 km/h, 75 percent would expect to receive a ticket compared to 45 percent in 2013. At 105 km/h, 38 percent would expect to receive a ticket compared to only 15 percent in 2013.

## 9 General enforcement and compliance

- 9.1 **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. This has increased fairly steadily up until 2010 but has been fairly steady since then (Figure 21).

Figure 21: Perceived chance of being stopped by Police if breaking a traffic law other than drink-driving or speeding.



- 9.2 **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.
- 9.3 In 2016, 93 percent of New Zealanders were aware that Police use a fleet of unmarked vehicles to detect traffic offending. Awareness was high throughout New Zealand.
- 9.4 Most people thought that unmarked cars were an effective and fair road safety measure. Seventy percent 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. About a quarter thought the use of unmarked cars was not very effective (23 percent) or had no effect (3 percent). (The remaining 4 percent said they didn't know).
- 9.5 We asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car. The majority (85 percent) of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 5 percent said it would be 'unfair' or 'very unfair'. Males (81 percent) are less likely than females (89 percent) to say it is fair to use unmarked police cars.

## 10 Safety belts and child restraints

10.1 Figure 22 and Figure 23 show key perceptions relating to safety belts and safety belt enforcement.

Figure 22: Attitudes to safety belts (*increasing trend reflects improvement in safety attitudes*)

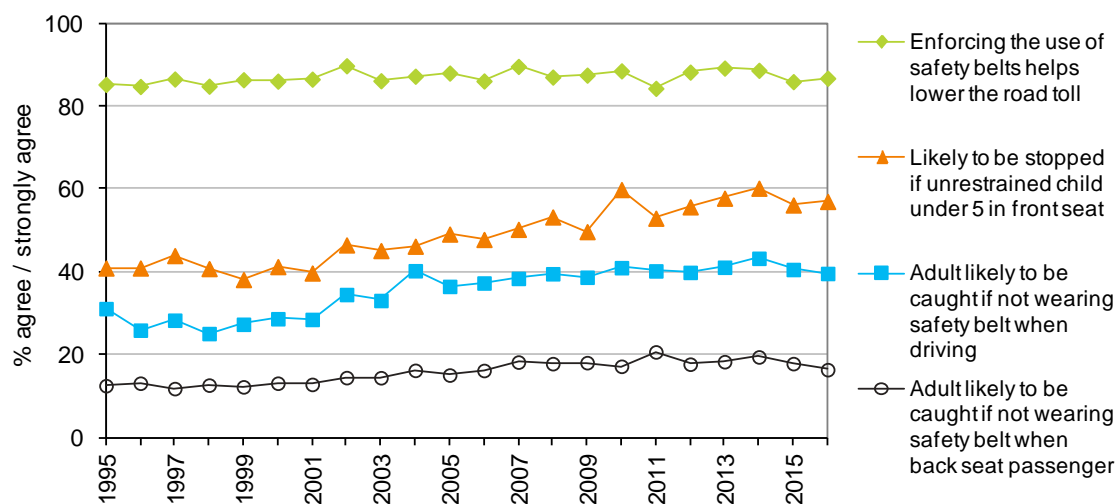
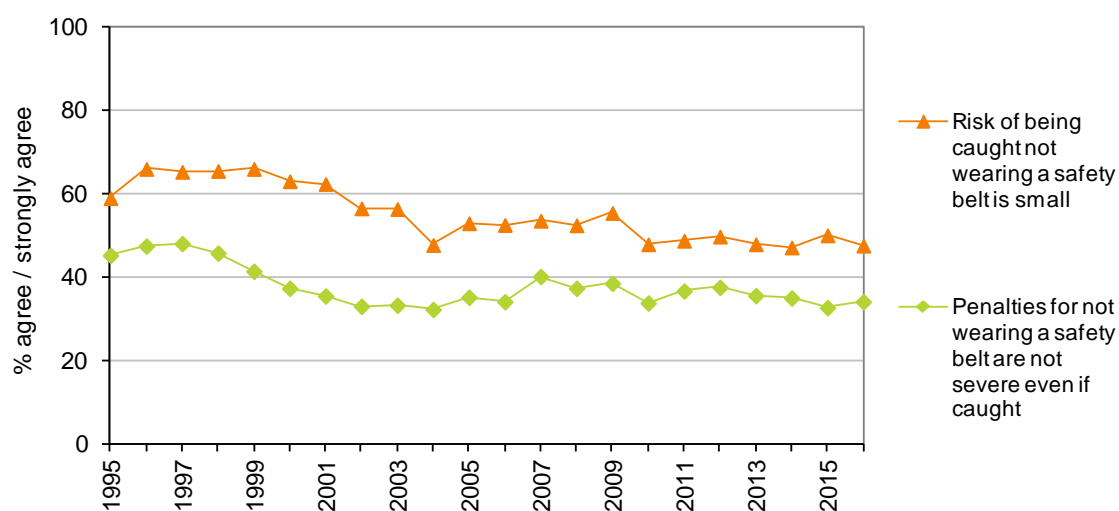


Figure 23: Attitudes to safety belts (*decreasing trend reflects improvement in safety attitudes*)



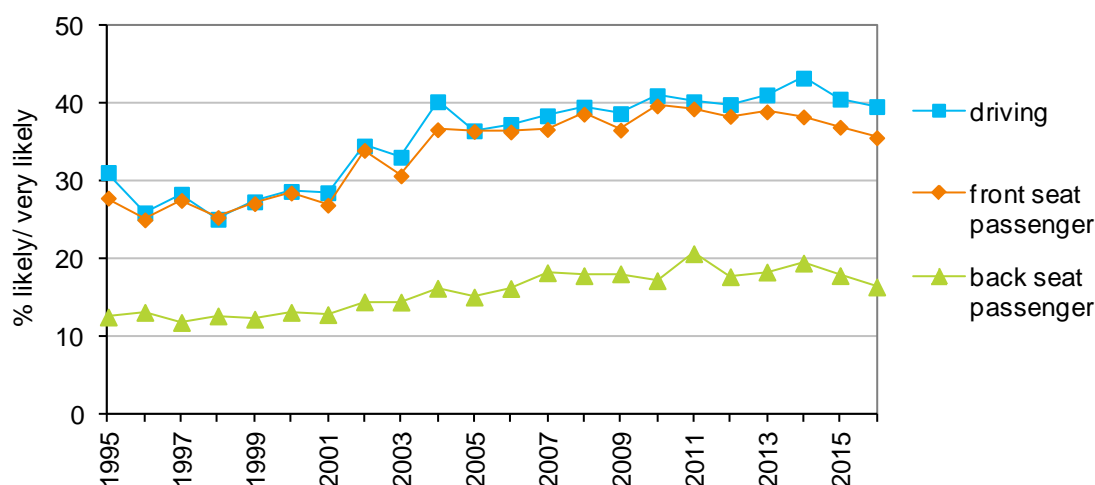
10.2 **Effectiveness of safety belt enforcement.** The majority of New Zealanders (87 percent) agreed that enforcing the use of safety belts helps to lower the road toll.

10.3 **Enforcement of adult safety belt use.** Forty percent of New Zealanders thought it 'likely' or 'very likely' that they would be caught if they drove without wearing a safety belt (see Figure 22).



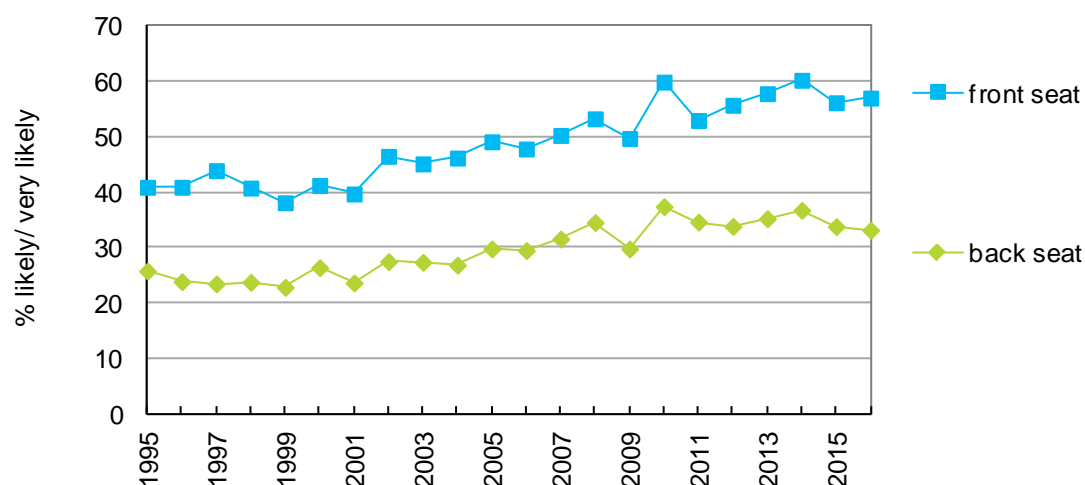
- 10.4 If travelling as a front-seat passenger without a safety belt, 36 percent would expect to be stopped by Police. For rear seat passengers, 16 percent said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat.

Figure 24: Chance that an adult will be caught if not wearing a safety belt while...



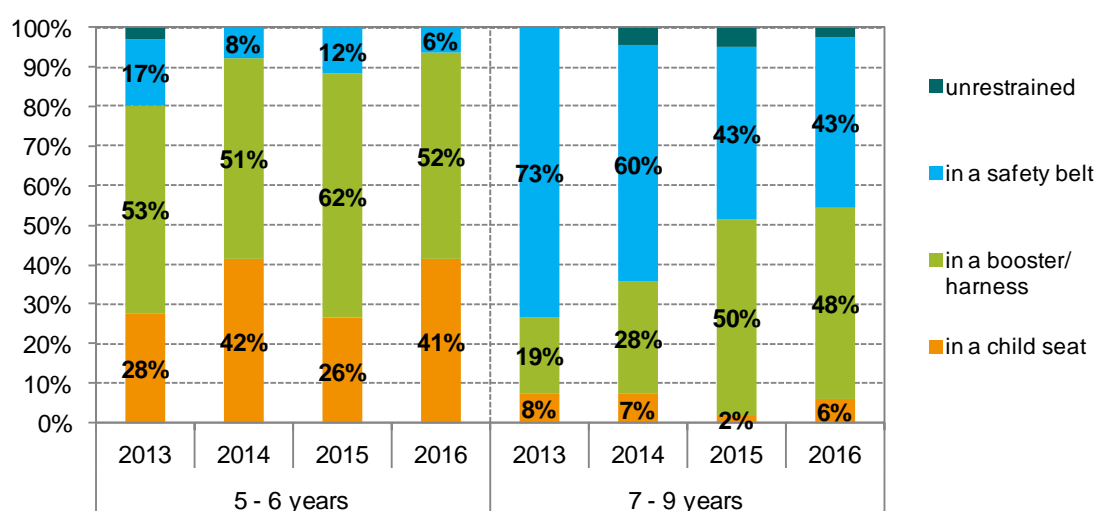
- 10.5 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Fifty-seven percent said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 33 percent said this would be the case if the child were in the back seat (Figure 25).

Figure 25: Chance of being stopped if travelling with an unrestrained child in the...



- 10.6 **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. Ninety-seven percent of people with a child under five said that their child was in a child restraint (including infant and booster seats). Three percent said the child was in a safety belt. No respondents said their child was unrestrained.
- 10.7 **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, safety belt or none of these?’ For 5 to 6 year olds; 6 percent were in a safety belt, 52 percent in a booster seat or child harness and 42 percent in a child seat. For 7 to 9 year olds; 43 percent were in a safety belt, 48 percent in a booster seat or child harness, 6 percent in a child seat and 3 percent unrestrained (see Figure 26).
- 10.8 From late 2013, a rule change required children up to 7 years old to be restrained in an appropriate child restraint. Since then the percentage of 7-9 year olds restrained in booster and child seats has increased from just over a quarter (27 percent) to over a half (54 percent).

Figure 26 Last time you drove with this child in the car, was the child...



- 10.9 **Penalties.** A third of New Zealanders (34 percent) said that the penalties for not wearing a safety belt were not very severe even if you were caught (Figure 23).
- 10.10 **Injury risk.** Eighty-nine percent of people disagreed that the risk of being seriously injured in a crash if you are not wearing a safety belt is low. Less than 7 percent agreed.

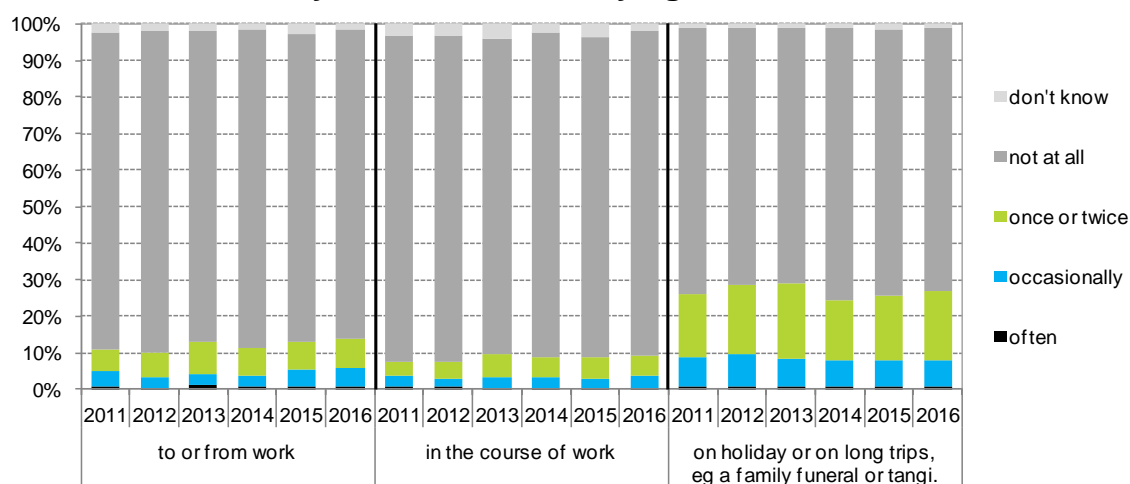
## 11 Fatigue and distraction

11.1 **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 percent) agreed with the statement. Fifty-eight percent 'strongly agreed' and 40 percent 'agreed'. Only 1 percent disagreed with the statement or were neutral on the issue.

11.2 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.

11.3 In 2016, 27 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 or from work and in the course of work were 14 percent and 9 percent respectively. Figure 27 shows the details.

Figure 27: In the last 12 months, have you had trouble staying awake while driving...



11.4 Male drivers (31 percent) are more likely than female drivers (23 percent) to say they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.

11.5 Older drivers (19 percent of drivers over 60 years old) are less likely than other drivers (29 percent) to say they had experienced trouble staying awake on a long trip at least once or twice in the previous 12 months.

- 11.6 **Distraction.** An open ended question ‘What things do you find distracting when you are driving?’ was introduced in 2011. The table shows the top 10 distractions for 2015 compared with the previous four years. This question was not asked in 2016.

Percentage of respondents that identified distractions

Distraction	Percentage of respondents				
	2011	2012	2013	2014	2015
Children (specifically)	29	28	29	30	<b>30</b>
People outside car	23	27	29	29	<b>28</b>
Passengers (adult or in general)	18	22	21	22	<b>25</b>
Radio/stereo/iPod	19	19	16	19	<b>21</b>
Other road users	24	18	16	19	<b>19</b>
Cell phone/RT (hand held or not specified)	13	14	14	14	<b>15</b>
Hands-free cell phone	9	7	10	12	<b>15</b>
Billboards	17	14	15	13	<b>14</b>
Texting/reading texts	12	10	8	10	<b>11</b>
Eating/drinking	1	1	1	1	<b>8</b>

- 11.7 In 2015, the top three distractions identified were children (30 percent), people outside the car (28 percent), and passengers in general (25 percent).
- 11.8 The in-car distractions most commonly mentioned are children (30 percent), passengers in general (28 percent), radios/stereos/iPods (21 percent), cell phones (15 percent) and hands free cell phones (15 percent).
- 11.9 Cell phones (including ringing cell phones and other passengers using cell phones) were mentioned by 15 percent of drivers, 11 percent mentioned texting or reading text messages and 15 percent mentioned hands-free cell phones.
- 11.10 Asked, in 2016, about the likelihood of getting caught using a hand-held cell phone or texting while driving, 27 percent said it was fairly or very likely, while 47 percent said it was fairly or very unlikely.

- 11.11 This year a new question was asked about cell phone use while driving. Drivers were asked if they had used a cell phone while driving in the last month. Cell phone use was divided into texting, hands held calls, hands free calls and navigation. If respondents asked for clarification, they were told that driving includes sitting in a queue with the engine running.

#### Self reported cell phone use by drivers

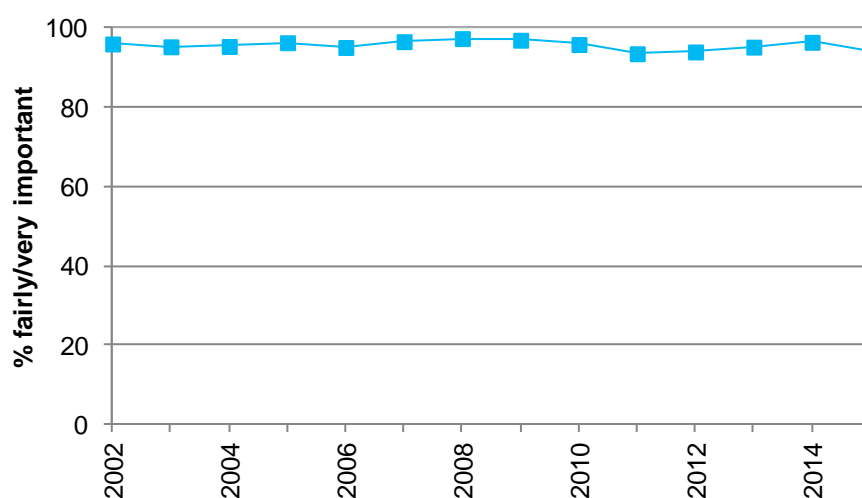
Type of cell phone use	Percent of all drivers	Percent of drivers who thought..	
		Unlikely to be caught if using a cell phone	Likely to be caught if using a cell phone
Sending or reading text messages	38	41	32
Hand held phone calls	22	25	16
Hands free phone calls	39	39	38
Navigation	37	36	34

- 11.12 **Texting**. Thirty-eight percent of drivers said they had used a cell phone for sending or receiving texts while driving. Drivers who thought it was unlikely that they would be caught using a phone were more likely to have used a phone for texting than those who thought it was likely they would get caught if they used a phone; 41 percent compared to 32 percent.
- 11.13 **Hand held phone**. Twenty-two percent of drivers said they had made hand held phone calls while driving. Again, drivers who thought it was unlikely that they would be caught using a phone, were more likely to have made a call than those who thought it was likely they would get caught if they used a phone: 25 percent compared to 16 percent.
- 11.14 **Hands free phone**. Thirty-nine percent of drivers said they had made hands free phone calls while driving. Hands-free phone use while driving is not illegal. There is no significant difference in the hands-free use of phones for drivers who thought it was unlikely that they would be caught and those who thought it was likely they would get caught if they used a phone.
- 11.15 **Navigation**. Thirty-seven percent of drivers said they had used a cell phone for navigation while driving. There is no significant difference in the use of phones for navigation for drivers who thought it was unlikely that they would be caught and those who thought it was likely they would get caught if they used a phone.

## 12 Roothing

**12.1 Importance of roading improvements.** Prior to 2016, respondents have been asked how important improving road engineering and design is for road safety. In 2015, over two thirds (67 percent) said that improving road engineering and design would be 'very important' for road safety, and a further 28 percent said it would be 'fairly important'. Overall, 94 percent rated roading improvements as 'very' or 'fairly' important for road safety. This measure has stayed between 94 and 97 percent over the past decade (Figure 28). This question was not asked in 2016.

Figure 28: Importance of road engineering and design



## Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2016 survey, 1,666 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 TNS New Zealand.

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 44 percent 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 TNS New Zealand staff conducted the interviews. Each interviewer's work was checked and audited by TNS New Zealand 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	414	285
2	867	844
3	212	287
4	105	178
5	26	51
6 or more	12	20
Total	1,666	1,666

## Gender

Gender	Sample size	Weighted
Female	925	865
Male	741	801
Total	1,666	1,666

## Age group

Age group	Sample size	Weighted
15-19	69	150
20-24	78	150
25-29	105	133
30-39	228	300
40-49	260	317
50-59	257	250
60+	667	367
Unknown	2	
Total	1,666	1,666

## Region

Region	Sample size	Weighted
Northland	100	61
Auckland	321	525
Waikato	100	155
Bay of Plenty	100	103
Gisborne	100	19
Hawke's Bay	100	60
Taranaki	100	42
Manawatu/Wanganui	100	90
Wellington	112	186
Nelson/Marlborough/Tasman	100	58
West Coast	100	15
Canterbury	132	224
Otago	101	89
Southland	100	39
Total	1,666	1,666

Note: Rounded weights are shown. True weights used add to 1,666.



## **Appendix B: Tables**

**Summary tabulations of responses  
to major questions**



## Attitudes to road safety and enforcement

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
How safe or unsafe are New Zealand roads to travel on?	Very/fairly safe	80	82	83	80	79	79	81	79	80	84
How safe is the design and standard of roads you use?	Very/fairly safe	83	84	85	84	84	85	84	82	82	80
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	97	97	97	96	94	94	95	96	94	N/A
Police effort into catching people breaking road safety laws should be... <sup>4</sup>	increased	45	44	45	42	41	41	40	40	33	42
	about the same	47	48	49	51	52	52	53	53	58	52
	decreased	6	6	5	6	5	5	6	5	7	5
Penalties for breaking road safety laws should be... <sup>4</sup>	increased	41	41	41	43	41	39	39	36	33	35
	about the same	50	48	51	48	49	52	51	54	56	56
	decreased	5	4	4	4	4	4	5	4	5	6
Publicity and advertising about road safety should be... <sup>4</sup>	increased	40	36	36	36	38	40	47	41	43	43
	about the same	55	58	56	58	56	55	49	54	51	52
	decreased	4	4	7	5	5	4	3	4	4	4

<sup>4</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									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	8	6	6	10	8	10	7	7	8
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	37	39	34	35	38	35	35	36	39	38
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	35	35	35	35	36	34	34	34	32	34
The risk of being caught drinking and driving is small	Agree/strongly agree	38	38	42	40	34	37	34	34	32	33
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	49	50	53	54	54	51	52	49	44	47
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	17	19	17	16	16	16	17	18	14	16
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	56	58	52	51	54	59	55	59	61	61
Legal blood alcohol limit should be...	Lower	48	52	55	63	62	60	60	-	-	-
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	23	23	21	20	21	20	19	17	17	18

## Compulsory breath testing

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Compulsory breath testing helps lower the road toll	Agree/strongly agree	75	77	71	77	74	78	77	76	73	72
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	17	16	16	13	16	14	16	15	11	14
Can tell where checkpoints will be	Agree/strongly agree	36	37	41	38	42	40	39	37	39	38
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	65	65	60	55	58	59	56	54	56	60
Can avoid checkpoints if you see them early	Agree/strongly agree	29	30	28	25	25	24	23	23	21	23
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	25	23	27	23	24	24	22	21	18	19
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	54	51	52	56	56	52	53	50	49	50
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	83	85	85	88	86	90	90	89	89	87
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	93	92	94	97	94	95	95	95	94	92
Chance of being breath-tested if drink-driving between...											
...6pm and 10pm <sup>5</sup>	Very/fairly likely	41	39	38	40	38	41	37	39	42	39
...10pm and midnight <sup>5</sup>	Very/fairly likely	56	58	54	57	51	55	49	54	54	53
...midnight and 2am <sup>5</sup>	Very/fairly likely	44	47	45	47	42	45	40	45	45	41
...2am and 8am <sup>5</sup>	Very/fairly likely	27	27	28	31	28	31	28	31	33	28
...8am and 6pm <sup>5</sup>	Very/fairly likely	15	11	13	12	16	16	15	17	17	14

<sup>5</sup> Question asked of approximately half the sample (N=832)

### Compulsory breath testing (continued)

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Chance of being breath-tested if drink-driving...											
...in a small town <sup>6</sup>	Very/fairly likely	31	26	33	25	34	30	33	34	37	33
...in a large city <sup>6</sup>	Very/fairly likely	58	60	56	59	58	53	63	59	60	58
...on a major highway <sup>6</sup>	Very/fairly likely	36	45	38	38	40	37	42	40	39	37
...on a rural road <sup>6</sup>	Very/fairly likely	15	13	15	14	19	15	16	19	17	14
Ever stopped at checkpoint while driving (% of all drivers)	Yes	74	75	76	80	81	81	84	81	83	77
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	38	41	46	50	52	51	55	52	52	47

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<sup>6</sup> Question asked of approximately half the sample (N=830)

## Speed

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Enjoy driving fast on open road (% drivers)	Like/like very much	35	39	34	39	35	36	40	36	37	38
There isn't much chance of accident when speeding if careful	Agree/strongly agree	16	17	14	16	19	15	17	15	14	16
The risk of being caught speeding is small	Agree/strongly agree	29	29	29	29	30	27	26	24	23	24
Penalties for speeding are not very severe	Agree/strongly agree	37	38	38	35	38	36	36	30	29	30
Most people who get caught speeding are just unlucky	Agree/strongly agree	19	23	23	20	24	28	22	21	17	17
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	75	77	74	76	78	77	76	81	72	73
Speed limits on the roads I normally use are...	About right	87	86	87	86	86	85	86	87	87	80
	Too low	7	6	7	8	7	8	7	7	7	11
	Too high	5	6	5	5	5	5	6	5	4	6
Should 100 km/h limit be raised, lowered or left as it is?	Same	77	78	82	78	80	78	74	78	78	71
Should 50 km/h limit be raised, lowered or left as it is?	Same	84	80	84	83	83	85	84	85	86	85
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	78	79	80	77	78	75	78	80	80	N/A
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	93	93	93	94	94	93	95	94	94	N/A
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	69	67	69	68	67	66	67	63	64	71

## Speed cameras

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	64	63	64	61	67	62	67	61	63
The way speed cameras are being operated is fair	Agree/strongly agree	64	66	62	67	64	69	65	65	63	63
How often do you see speed cameras on usual roads?	Often/almost always	35	40	37	35	37	35	40	36	39	35
Chance of speeding ticket if passing speed camera at 110 km/h <sup>8</sup>	High/very high	37	44	41	40	45	- <sup>7</sup>	45	60	61	75
Chance of speeding ticket if passing speed camera at 120 km/h <sup>8</sup>	High/very high	89	90	94	91	89	- <sup>7</sup>	91	95	96	97
Chance of speeding ticket if passing speed camera at 130 km/h <sup>8</sup>	High/very high	97	97	98	97	96	- <sup>7</sup>	97	98	98	98
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h <sup>8</sup>	High/very high	16	14	19	16	24	- <sup>7</sup>	18	20	21	35
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h <sup>8</sup>	High/very high	66	67	71	71	69	- <sup>7</sup>	72	65	64	82
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h <sup>8</sup>	High/very high	86	86	86	89	86	- <sup>7</sup>	89	81	83	89
Any speeding tickets in last 12 months (% of drivers)	Yes	16	13	13	18	14	15	15	19	18	15

<sup>7</sup> Data not available 2012.

<sup>8</sup> Question asked of approximately half the sample (N=832).



### General enforcement

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	34	37	36	41	38	37	38	40	38	36

### Safety belts and child restraints

Question	Response	Percentage giving response									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	90	87	87	88	84	88	89	89	86	87
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	53	52	55	48	49	50	48	47	50	47
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	40	37	38	34	37	37	35	35	33	34
Chance of adult being caught if not wearing safety belt when...											
...driving	Fairly/very likely	38	40	39	41	40	40	41	43	41	40
...front seat passenger	Fairly/very likely	37	39	37	40	39	38	39	38	37	36
...back seat passenger	Fairly/very likely	18	18	18	17	21	18	18	19	18	16
Chance of being caught if child under five not in child restraint...											
...child in the front seat	Fairly/very likely	50	53	50	60	53	56	58	60	56	57
...child in the back seat	Fairly/very likely	32	35	30	37	35	34	35	37	34	33

## Fatigue and distraction

Question	Response	Percentage giving response								
		2008	2009	2010	2011	2012	2013	2014	2015	2016
Driving when you are tired increases the chance you might have an accident <i>(asked 2007-2010)</i>	Agree/strongly agree	96	99	98	NA	NA	NA	NA	NA	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				5	3	4	4	5	6
... in the course of work	Often/occasionally				4	3	3	3	3	4
...on holiday or on long trips, for example a family funeral or tangi.	Often/occasionally				9	10	8	8	8	8
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				11	10	13	11	13	14
... in the course of work	Often/occasionally/ Once or twice				8	8	9	9	9	9
...on holiday or on long trips, for example a family funeral or tangi.	Often/occasionally/ Once or twice				26	29	29	24	26	27

## Regional tables: Selected results by Local Government Region

### a) Northland to Taranaki

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gis-borne	Hawke's Bay	Tara-naki
<i>Sample size</i>		1666	100	321	100	100	100	100	100
<i>Drivers in sample</i>		1527	92	285	93	85	93	92	99
<b>Attitudes to road safety and enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	42	44	42	36	45	34	39	39
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	12	10	8	6	10	5	6
The risk of being caught drinking and driving is small	Agree/strongly agree	33	33	35	27	37	23	30	35
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	18	18	15	27	18	28	19	17
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	72	74	72	71	69	68	66	80
Can tell where checkpoints will be	Agree/strongly agree	38	50	39	34	50	61	31	46
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	50	54	53	42	70	58	75	45
<b>Speed</b>									
Enjoy driving fast on open road (% of drivers)	Like/like very much	38	27	39	53	36	28	23	35
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	16	19	15	16	10	6	8
The risk of being caught speeding is small	Agree/strongly agree	24	30	20	22	29	17	21	19
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	73	79	73	72	70	77	62	75

...continued

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

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gis-borne	Hawke's Bay	Tara-naki
<i>Sample size</i>		1666	100	321	100	100	100	100	100
<i>Drivers in sample</i>		1527	92	285	93	85	93	92	99
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	71	60	56	69	68	68	72
How often do you see speed cameras on your usual roads	Often/almost always	35	33	43	29	21	29	33	19
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	33	34	37	39	33	23	31
<b>Safety belts and child restraints</b>									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	45	50	48	59	38	37	32
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	42	36	33	39	45	49	45
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	21	17	15	16	24	10	17
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	33	28	31	28	45	38	27	35
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	80	63	83	84	69	67	90	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	-	-	-	-	-	-	-	-

## Regional tables: Selected results by Local Government Region

### b) Manawatu/Wanganui to Southland

Question	Response	All NZ	Manawatu/ Wanganui	Wellington	Nelson/ Marlborough	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1666	100	112	100	100	132	101	100
<i>Drivers in sample</i>		1527	89	102	96	93	123	95	90
<b>Attitudes to road safety and enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	42	40	38	47	29	43	51	43
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	15	6	6	5	7	3	8
The risk of being caught drinking and driving is small	Agree/strongly agree	33	41	32	33	28	31	35	22
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	18	19	20	17	16	17	19	19
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	72	75	74	70	81	73	70	75
Can tell where checkpoints will be	Agree/strongly agree	38	44	42	36	42	19	41	29
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	50	43	43	34	36	52	42	54
<b>Speed</b>									
Enjoy driving fast on open road (% drivers)	Like/like very much	38	34	39	35	39	36	42	43
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	17	18	12	11	14	10	12
The risk of being caught speeding is small	Agree/strongly agree	24	36	27	23	26	23	25	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	73	78	75	73	68	73	80	64

...continued

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

Question	Response	All NZ	Manawatu/ Wanganui	Welling- ton	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1666	100	112	100	100	132	101	100
<i>Drivers in sample</i>		1527	89	102	96	93	123	95	90
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	66	66	62	59	62	65	48
How often do you see speed cameras on your usual roads?	Often/almost always	35	41	50	19	22	27	20	17
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	43	35	43	40	41	32	43
<b>Safety belts and child restraints</b>									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	55	52	39	28	42	46	36
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	41	40	45	37	44	40	55
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	19	14	16	14	17	12	27
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	33	33	27	32	28	40	40	44
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	80	85	81	82	80	70	83	86
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	-	-	-	-	-	-	-	-

## Demographic tables: Selected results by age and gender

Question	Response	Total	Gender		Age group			
		All NZ	Female	Male	15–24	25–39	40–59	60+
<i>Sample size</i>		1666	925	741	147	333	517	667
<i>Drivers in sample</i>		1527	827	700	105	312	504	605
<b>Attitudes to road safety and enforcement</b>								
Police effort into catching people breaking road safety laws should be...	Increased	42	47	35	39	39	42	47
<b>Alcohol-impaired driving</b>								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	7	10	10	7	8	10
The risk of being caught drinking and driving is small	Agree/strongly agree	33	30	36	31	27	35	39
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	18	12	25	18	21	19	12
<b>Compulsory breath testing</b>								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	72	75	69	74	76	71	69
Can tell where checkpoints will be	Agree/strongly agree	38	35	40	43	37	40	30
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	50	47	54	52	48	46	59
<b>Speed</b>								
Enjoy driving fast on open road (% of drivers)	Like/like very much	38	34	42	49	41	37	29
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	10	22	12	17	16	17
The risk of being caught speeding is small	Agree/strongly agree	24	21	26	23	20	22	30
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	73	78	68	69	76	75	71

...continued

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

Question	Response	Total	Gender		Age group			
		All NZ	Female	Male	15–24	25–39	40–59	60+
<i>Sample size</i>		1666	925	741	147	333	517	667
<i>Drivers in sample</i>		1527	827	700	105	312	504	605
<b>Speed cameras</b>								
Using speed cameras helps to lower the road toll	Agree/strongly agree	63	68	57	61	63	62	65
How often do you see speed cameras on your usual roads?	Often/almost always	35	32	37	28	40	39	27
<b>General enforcement</b>								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	36	35	37	39	35	34	37
<b>Safety belts and child restraints</b>								
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	44	51	54	47	46	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	40	39	32	37	39	49
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	18	14	9	14	17	24
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	33	37	29	23	34	33	41
<b>Roading</b>								
How safe is the design and standard of roads you use?	Very/fairly safe	80	79	80	87	86	70	82
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	-	-	-	-	-	-	-