

LTSA survey of Public Attitudes to Road Safety, 2004: summary of results

1 Introduction

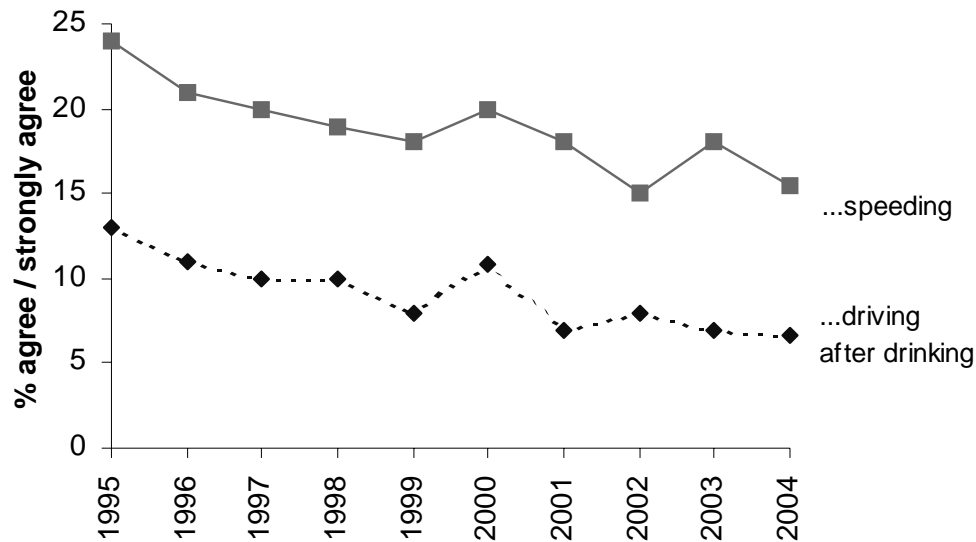
The New Zealand public attitudes survey has been undertaken periodically since 1974, and annually since 1994, to evaluate attitudes to road safety issues, primarily alcohol-impaired driving and speed. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face 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 2004, 1640 people were interviewed, including 1440 who held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

2 Overview

- 2.1 Speed and alcohol are widely acknowledged as major road safety problems. The once commonly-held attitude that speeding and drink-driving are not risky, as long as the driver is careful, has gradually lost currency over the last nine years, as Figure 1 shows.

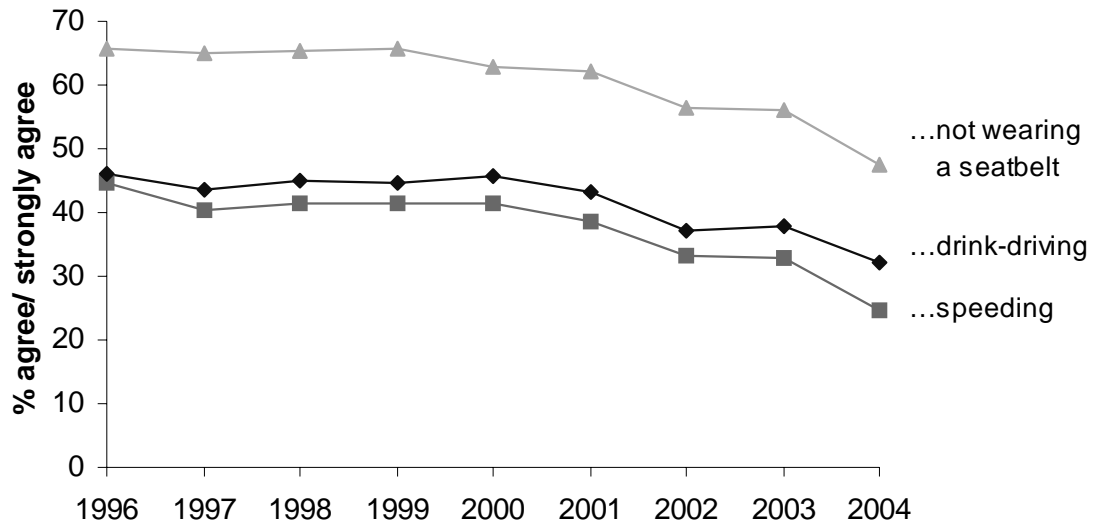
Fig. 1: People who agreed that there isn't much chance of an accident if careful when...



- 2.2 Public support for alcohol, speed and seatbelt enforcement continues to be high. Seventy-six percent of New Zealanders think compulsory breath testing (CBT) helps to lower the road toll; 77% agree that enforcing the speed limit helps to lower the road toll; and 87% said that seatbelt enforcement helped to lower the road toll.

- 2.3 Public awareness of the presence and value of enforcement has increased since the NZ Police State Highway Patrol was introduced in 2000 – 2001. More people now think they are likely to be caught when drink-driving, speeding or not wearing a safety belt. This improvement in awareness over the last three years was apparent across a range of questions about various aspects of enforcement. Figure 2 below shows this improvement as a decrease in the number of people who think the risk of being caught is small.

Fig. 2: People who agreed that the risk of being caught is small when...



3 General attitudes to road safety and enforcement

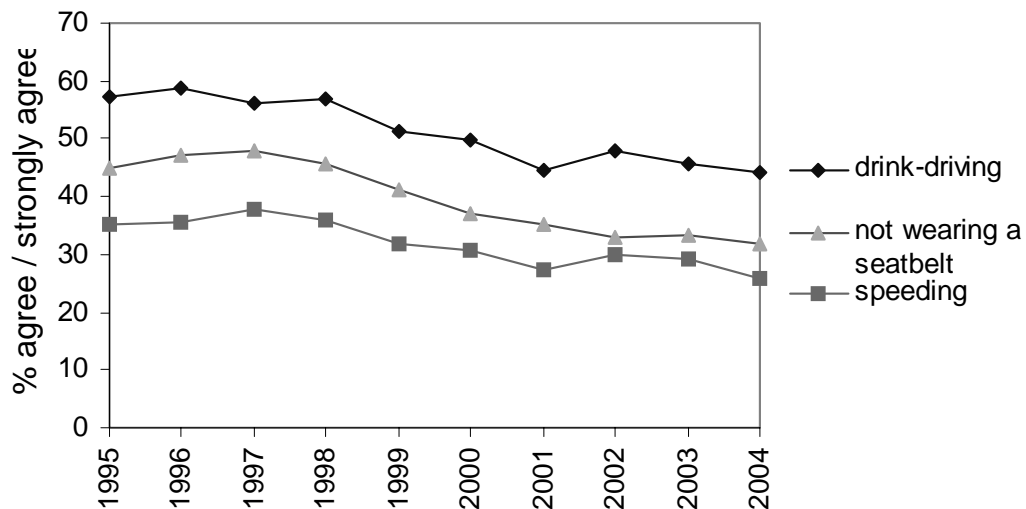
- 3.1 **How safe is road travel in New Zealand?** Only 7% of New Zealanders describe road travel in this country as 'very safe'. A further 72% describe it as 'fairly safe'. 17% describe it as 'fairly unsafe' and 4% as 'very unsafe'.
- 3.2 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty percent think that Police effort to catch people breaking road safety laws should be increased further, and another 50% want that effort maintained at current levels. Only 8% think Police effort should be decreased¹.
- 3.3 As actual enforcement levels have risen over the last decade, public demand for more enforcement effort has decreased. For the first time in 2004, the number of people wanting Police effort to stay the same exceeds the number wanting more enforcement.
- 3.4 **Penalties.** Support for harsher penalties for road safety offences decreased in 1999-2000, when new vehicle impoundment and roadside suspension laws were introduced. Since then it has been fairly steady. In 2004, 56% of New Zealanders said that penalties should be kept the same and 34% wanted increased penalties. Very few people are in favour of reducing the severity of penalties (6%).
- 3.5 **Advertising.** Prior to the introduction of an intensive advertising and enforcement campaign in 1995, 60% of New Zealand adults thought that there should be more publicity and advertising about road safety. In May 2004, 35% thought that such advertising should be increased further, and 57% thought the amount of advertising should remain at current levels. While this still reflects a high level of overall support for the advertising programme, demand for more advertising is at its lowest level since 1999 and is considerably lower than in May 2003, when 44% said they wanted more advertising.
- 3.6 **Road design and standards.** Only 10% of New Zealanders describe the design and standard of the roads they normally used as 'very safe'. A further 72% think that their usual roads are fairly safe. 18% described the roads they normally used as 'very unsafe' or 'fairly unsafe'.
- 3.7 People in Northland and Waikato are most likely to say the road design and standards are unsafe. 38% of Northland residents and 27% of Waikato residents think the design and standard of the roads they normally used is very or fairly unsafe. 11% of Northland residents rate their roads 'very unsafe'.

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

4 Alcohol-impaired driving

- 4.1 **Risk of crash.** Recognition of the risk of drink-driving is being maintained at a high level. Only 7% of New Zealanders agree that 'there is not much chance of an accident when driving after drinking if you are careful' (see Fig.1). Men were less likely than women to acknowledge the risk of drink-driving. Those least likely to recognise the risk of drink-driving were young men aged 15 to 24 and men aged 60+.
- 4.2 **Social influences.** Peer pressure and social drinking are strong influences, though fewer people than in previous years agree that it is difficult to drink less than the group when drinking with friends. In 2004, 34% of men and 27% of women agreed with this statement, a slight decrease from 39% of men and 31% of women in 2003. More than a third said that it was hard to keep track of what they drank on social occasions. Young people and Maori were most likely to admit to the influence of peer pressure.
- 4.3 **Self-reported drink-driving.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey, is continuing to decrease. In 2004, only 20% of drivers (26% of males) said they had driven while slightly intoxicated, down from 24% (31% of males) in 2003 and 30% (41% of males) in 1995.
- 4.4 People who said that they had driven while slightly intoxicated were more likely than others to say they enjoyed driving fast, and to have had a speeding ticket in the previous year.
- 4.5 **Drink-driving enforcement.** New Zealanders recognise that enforcement effort has increased over the last few years. Only 32% now believe that the risk of being caught drink-driving is small, down from 38% in 2003 and 46% five years ago, in May 2000.
- 4.6 **Effectiveness of law.** Sixty-one percent of New Zealanders agree that our drink-driving laws are very or quite effective at reducing the road toll. This has returned to the 2001 level after increasing to 64%–66% in 2002 and 2003. 36% say that our drink-driving laws are not very effective and only two percent think NZ's drink-driving laws have no effect on the road toll.
- 4.7 **Penalties.** The view that 'penalties for drinking and driving are not very severe even if you are caught' has become less prevalent as people become more aware of the penalties incurred for drink-driving (see Fig. 3). In 2004, 44% agreed with this statement, compared to 57% in 1998 before roadside licence suspension and vehicle impoundment were introduced.

Fig. 3: Penalties for ... are not very severe even if you are caught



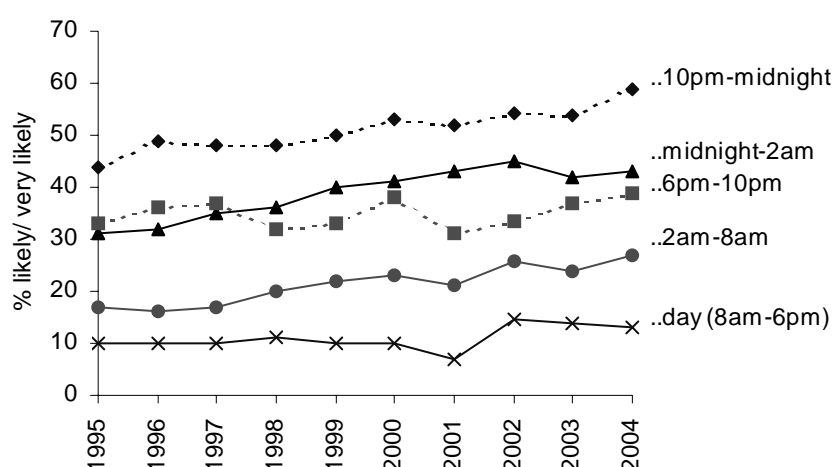
- 4.8 **Blood alcohol limit.** Forty-one percent of New Zealanders favour a lower legal blood-alcohol limit for driving. 31% think the limit should be lowered from 80mg/100ml to 50mg/100ml, and a further 8% want it lowered to zero. There is very little support for raising the legal limit. Public opinion on this issue has remained essentially unchanged over the last eight years.

5 Compulsory breath testing (CBT)

- 5.1 **CBT lowers road toll.** Just over three quarters (76%) of New Zealanders agreed that compulsory breath testing (CBT) helps to lower the road toll. This is slightly lower than in 2002 and 2003, (82% and 83% respectively), and is a return to the levels of support in 1996 – 2001. Only 14% disagreed with this statement. (The remaining 10% said they were neutral or didn't know).
- 5.2 **Checkpoints.** People are more aware of seeing checkpoints than they used to be. The number of people who said that they seldom saw checkpoints except during blitzes has decreased from around 66% in the years 1997 to 2001, to 58% in 2003 and 59% in 2004.
- 5.3 Forty-six percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months. 14% of all drivers had been stopped at a checkpoint 3 or more times in the last year.
- 5.4 **Chance of being stopped late at night.** More New Zealanders now believe there is a good chance of being stopped at a checkpoint if driving late at night. 56% agreed that there was a good chance of being stopped, compared to 48% when this question was first asked in 1997 and 53% in 2003. About half this number, 26%, disagreed with the statement; the remaining 20% were neutral or said they didn't know.

- 5.5 **Chance of being stopped, by driving situation.** The number of people who expect to be stopped and tested if they drink-drive in a large city increased from 54% in 2003 to 63% in 2004 (see Fig. 4). This is higher than the perceived risk of being caught in a small town (31%), on a major highway (41%), or on a rural road (15%). These haven't changed substantially since 2003.
- 5.6 **Chance of being stopped, by time of day.** Fifty-nine percent of New Zealanders would expect to be caught if they were drink-driving between 10pm and midnight. This is an increase on last year (54%) and is higher than in any previous survey. 43% would expect to be caught if drink-driving between midnight and 2am (much the same as in 2001-2003).

Fig. 4: Chance of being stopped and tested if drink-driving during...



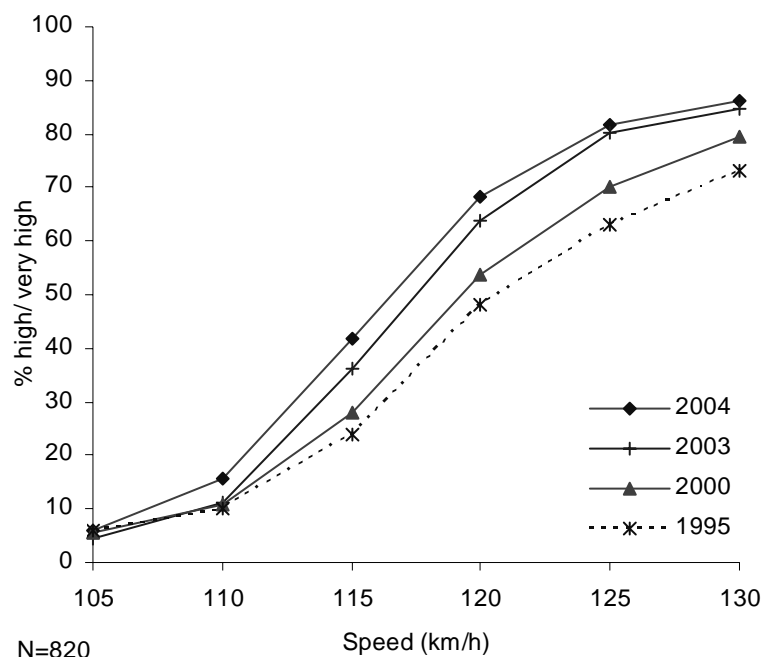
- 5.7 **Avoiding checkpoints.** About a third of New Zealanders (35%) think that they could tell where checkpoints would be, and a quarter (25%) use the back streets to drive home when they might be over the limit. This has remained essentially unchanged since 1998.
- 5.8 In Gisborne and Northland, more than half the residents think they can tell where checkpoints would be (55% and 58% respectively). Using the back streets when over the limit was most commonly reported in Manawatu/Wanganui (36% of residents), Gisborne (34%) and Auckland (32%).
- 5.9 Fewer people now think they can dodge checkpoints if they see them early. Only 22% said they could avoid checkpoints if they saw them early enough, down from 29% in 2003 and 34% in 2001. Gisborne and Manawatu / Wanganui residents were the most likely to say they could avoid checkpoints, at 42% and 41% respectively.
- 5.10 **Compulsory screening.** Only one in eight (13%) New Zealanders now believes that some people stopped at checkpoints were not tested even when they were over the limit. The number of people who hold this view has decreased from 23% in 1995, to 19% in 2003 and 13% in 2004.

6 Speed

- 6.1 **Risk of crash.** Recognition of the risk of speeding has gradually increased over the last ten years. 15% of New Zealanders still think there is not much chance of an accident when speeding if you were careful. This is an improvement on last year's 18%, and a return to the 2002 level.
- 6.2 The attitude that speeding isn't risky as long as you are careful is most common among men (22%) and in the 20 to 24 year age group (23%). People who said that there was not much chance of an accident when speeding, as long the driver was careful, were more likely than others to have received a speeding ticket in the previous year (26% vs. 18%).
- 6.3 **Like driving fast.** More than one-third (36%) of drivers say they enjoy driving fast on the open road. Overall, 42% of males and 31% of females say they like driving fast on the open road. Half of all males aged 15 to 34 like driving fast.
- 6.4 **Effectiveness of enforcement.** Support for speed enforcement remains high: 77% of New Zealanders agree that enforcing the speed limit helps to lower the road toll. 13% disagree and 9% said they were neutral on this issue.
- 6.5 **Risk of being caught.** Awareness of speed enforcement has increased markedly in the last four years. Only 25% of New Zealanders now think the risk of being caught speeding is small, compared to 33% in 2002 and 2003, and around 40% in earlier years. People aged 60 and over are most likely to think that the risk of being caught was small.
- 6.6 **Speed limits.** The great majority of New Zealanders (84%) think that speed limits on the roads they normally use are about right. 4% think they are too high and 10% think they are too low.
- 6.7 Most New Zealanders are in favour of retaining the open road speed limit at 100km/h. 80% want the speed limit kept at 100km/h or lower.
- 6.8 It's a similar story in urban areas – 85% of New Zealanders want the urban 50km/h speed limit retained or lowered. Since these questions were first asked in 1995, there has been in a gradual decline in support for raising speed limits.
- 6.9 **Automatic licence loss.** Most New Zealanders find extremely high speeds unacceptable. 90% describe automatic loss of licence for drivers caught speeding at 150 km/h on the open road as fair or very fair, up from 87% in 2003. Three quarters think loss of licence for speeds of 140km/h is fair and half think loss of licence is fair at 130km/h.
- 6.10 Speeding in an urban area was regarded equally unfavourably. 92% support loss of licence for speeding at 90km/h in a 50km/h zone. Three quarters (76%) now support loss of licence for doing 80km/h in a 50km/h zone, an increase from 72% in 2003 and 68% in 2002.

- 6.11 Just under two-thirds (63%) of New Zealanders think automatic loss of licence for three speeding tickets in a year is fair or very fair. 19% said it was unfair or very unfair, and 16% were neutral on this issue.
- 6.12 Support for automatic loss of licence for three speeding tickets in a year has decreased slightly in the last year, from 67% in 2003 to 63% in 2004. This may reflect the perception that speeding tickets are more often issued at speeds of 110 – 115 km/h (see sections 6.15 and 7.3 below).
- 6.13 **Penalties.** Twenty-six percent agree with the statement ‘penalties for speeding are not very severe even if you are caught’. Over the last eight years this has gradually become a less prevalent view. In general, penalties for speeding are more often thought to be severe than those for drink-driving or failing to wear a safety belt, though the gap is closing as the public becomes more aware of safety belt enforcement (see Fig. 3).
- 6.14 **Self-reported speeding infringements.** Nearly one fifth (19%) of all drivers reported receiving at least one speeding ticket in the previous year. This is a slight increase on 16% in 2001-2003. Fourteen percent of women and 24% of men reported receiving a speeding ticket in the year preceding the survey.
- 6.15 **Chance of receiving a ticket.** The number of people who expect to get a ticket if passing a Police officer (without a speed camera) at speeds over 110 km/h has continued to increase (see Fig 5). 42% said they would expect to get a ticket if they passed a Police officer (without a speed camera) at 115 km/h, compared with 36% in 2003 and 28% before the advent of the State Highway Patrol in 2000. 68% would have expected a ticket at 120 km/h, compared with only 54% in 2000.
- 6.16 However, expected ticketing rates are still lower for Police officers than for speed cameras – 13% of New Zealanders still do not think they would be likely to receive a ticket if they drove past a Police officer at 130 km/h.

Fig. 5: Perceived chance of receiving a speeding ticket if passing a Police officer without a camera, at selected speeds (percentage saying 'high' or 'very high')



- 6.17 In 2004, several new questions about speed enforcement were added to the survey.
- 6.18 **Definition of speeding.** Respondents were asked 'On the open road, what speed do you consider to be speeding?' 55% named speeds of 115 or lower, as speeding. This may reflect widespread knowledge of the 10km/h enforcement tolerance applied by Police in practice.
- 6.19 The other new questions relate to the use of unmarked vehicles, other than speed camera vehicles, to detect offending on the roads.
- 6.20 **Unmarked vehicles for traffic enforcement.** 84% of New Zealanders are aware of the use of unmarked vehicles for this purpose.
- 6.21 Most New Zealanders think unmarked cars are good for road safety. 70% said the use of unmarked cars to detect traffic offending was 'Very effective' or 'Quite effective' in helping to reduce the road toll. 21% thought the use of unmarked cars was not very effective, 4% said they have no effect and 5% said they didn't know.
- 6.22 Most New Zealanders are happy with the use of unmarked cars. 78% think using unmarked cars to catch traffic offenders is fair or very fair; 9% think it is unfair or very unfair, and the remaining 12% were neutral.

7 Speed cameras

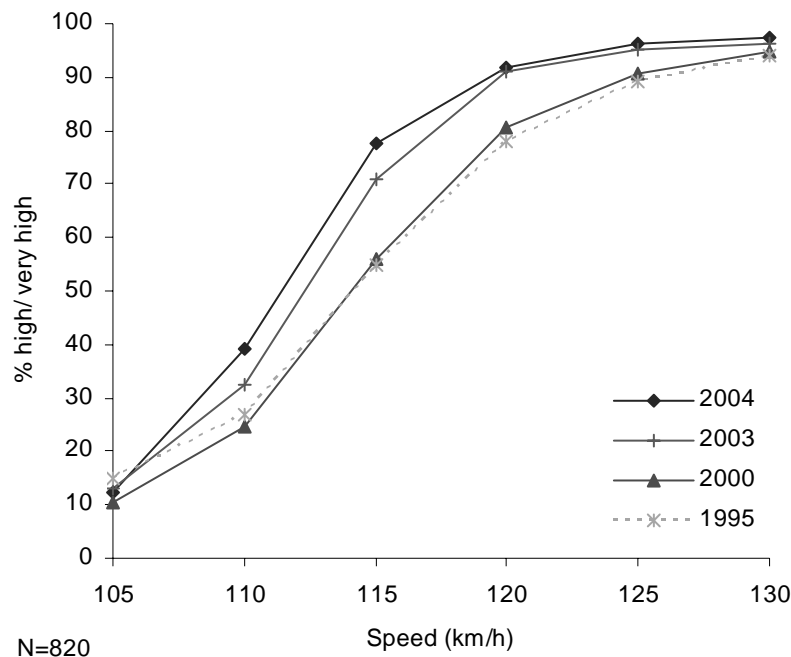
- 7.1 **Effectiveness of speed cameras.** A majority of New Zealand adults (57%) thinks speed cameras help to lower the road toll. 33% disagree that speed cameras help to lower the road toll and 11% are neutral on this issue. This

support for speed cameras has returned to 2000 – 2001 levels after an increase in 2002 and 2003.

7.2 Cameras operated fairly. Fifty-nine percent agree that speed cameras are operated fairly. 29% disagree with this statement and 12% were neutral on this issue or had no opinion. 65% of women and 52% of men believe that speed cameras are operated fairly. Aucklanders (70%) and people living in Gisborne (69%) were most likely to think speed cameras were operated fairly.

7.3 Chance of receiving a ticket. New Zealanders are more aware of speed camera enforcement. 77% think it likely or very likely that they would receive a ticket if they pass a speed camera at 115 km/h, compared with 71% in May 2003, and 56% in 2000. 92% would expect to receive a ticket if they passed speed camera at 120km/h. 39% thought they would get a ticket if they passed a camera at 110 km/h.

Figure 6. Perceived chance of receiving a speeding ticket if passing a speed camera, at selected speeds (percentage saying 'high' or 'very high')



7.4 Awareness of cameras. 37% of New Zealanders say they often see speed cameras on their usual roads. This varied from over 40% of Auckland and Wellington residents, to fewer than 20% of people living in Southland and Nelson/ Marlborough.

7.5 Hidden cameras. A new question about hidden speed cameras was added in 2004. This replaces the earlier question, which asked respondents to say to what extent they thought speed cameras should be hidden, ranging from 'Always in full view' to 'Always hidden'.

7.6 In 2004, respondents were asked 'Do you support or oppose the use of hidden speed cameras to catch speeding drivers?' Twice as many people

supported the use of hidden cameras, as opposed them. 56% of New Zealanders support or strongly support the use of hidden cameras; 28% are opposed, or strongly opposed, to their use. The remaining 16% said they neither supported nor opposed the use of hidden cameras.

8 General enforcement and compliance

- 8.1 **General traffic enforcement.** 36% of New Zealanders think a driver who breaks a traffic law, other than drink-driving or speeding, is likely to be stopped by the Police. This has increased from 32% last year, and 23% when this question was first asked in 1997.
- 8.2 **Vehicle impoundment.** Most New Zealanders support vehicle impoundment for disqualified or repeated unlicensed driving. 92% said this was fair or very fair, an increase from 89% in 2003 and 84% when the question was first asked in 1998.
- 8.3 **Licence carriage.** 96% of drivers say they 'Always' or 'Mostly' carry their licences while driving a private vehicle. Most drivers (81%) were already doing this in 1998, before licence carriage became mandatory.

9 Safety belts and child restraints

- 9.1 **Effectiveness of safety belts.** Almost all New Zealanders (96%) agree that safety belts are effective in reducing the road toll.
- 9.2 **Enforcement of adult safety belt use.** Forty percent of New Zealanders now think it 'Likely' or 'Very likely' that they would be caught, if they drove without wearing a safety belt. This is a significant increase from 33% in 2003, and around 28% in the years 1997 – 2001.
- 9.3 Similarly, more people now expect to be caught if travelling as a front-seat passenger without a safety belt, from 31% in 2003 to 37% in 2004. Only 16% think it likely or very likely that they would be stopped if they travelled unbelted in the rear seat. This has increased slowly, from 12-13% in the years 1996-2001.
- 9.4 **Child restraint enforcement.** Child restraint use is thought to be more rigorously enforced than adult safety belt use: 46% said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 27% said this would be the case if the child was in the back seat.
- 9.5 **Effectiveness of safety belt enforcement.** 87% of New Zealanders agree that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant over the last nine years.
- 9.6 **Penalties.** Almost one-third of New Zealanders still think the penalties for not wearing a safety belt are not very severe. The perception that the

penalties are not very severe has become less widespread in recent years, declining from 48% in 1997 to 32% in 2004.

10 Roothing

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

- 10.1 **Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. 71% said 'Very important' and a further 25% said 'Fairly important'. These results have changed little in the last two years.
- 10.2 **Roothing priorities.** Respondents were asked a series of questions designed to prioritise the importance of safety engineering improvements to different types of road. As in previous years, open road state highways emerged as the highest priority overall. They were followed by motorways, other open roads and major roads in towns and cities. Residential streets received the lowest priority rating for safety engineering improvements.
- 10.3 **Pedestrians and cyclists.** Respondents were also asked 'how high a priority for road safety is making the roads better for pedestrians and for cyclists?' Similar priority ratings were given to safety improvements aimed at pedestrians and cyclists. Making the roads safer for both pedestrians and cyclists was accorded similar priority to motorway improvements.

11 Conclusion

Good progress is being made in improving road-user behaviour and related attitudes. Increasingly, New Zealanders are accepting that drink-driving and speeding are major contributors to the road toll and carry risks for the individual. Public awareness of enforcement, particularly speed enforcement, has increased markedly in the past year.

This survey is part of the LTSA's suite of tools used to evaluate progress in road safety. Along with other measures, including surveys of road-user behaviour, tracking of responses to advertising, enforcement data, and of course crash outcome data, the public attitudes survey contributes to the evidence-based evaluation of road safety programmes.

Appendix A: Sample details

The New Zealand survey of Public Attitudes to Road Safety is carried out annually. In the 2004 survey, 1640 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

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

A response rate of 62% was obtained. Here, 'non-response' includes refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

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

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

Sample sizes & weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	379	171
2	892	824
3	220	327
4	98	196
5	34	77
6 or more	17	39
Total	1640	1640

Gender

Gender	Sample size	Weighted
Female	934	853
Male	706	787
Total	1640	1640

Age group

Age group	Sample size	Weighted
15-19	95	148
20-24	98	150
25-29	109	145
30-34	131	141
35-49	445	478
50-59	251	229
60+	509	346
Refused to state	2	2
Total	1640	1640

Region

Region	Sample size	Weighted
Northland	100	60
Auckland	290	506
Waikato	100	153
Bay of Plenty	100	103
Gisborne	100	18
Hawke's Bay	100	61
Taranaki	100	45
Manawatu/ Wanganui	100	96
Wellington	115	188
Nelson/ Marlborough	100	54
West Coast	100	13
Canterbury	135	218
Otago	100	85
Southland	100	40
Total	1640	1640

Note: Rounded weights are shown. True weights used add to 1640.

Appendix B: Tables

Summary tabulations of responses to major questions

Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	73	73	78	77	75	78	79	78	79
How safe is the design and standard of roads you use?	Very/fairly safe	82	80	84	81	81	84	84	81	82
Police effort into catching people breaking road safety laws should be.. ¹	increased	66	63	62	58	59	55	56	48	40
	about the same	32	32	34	38	35	40	39	44	50
	decreased	1	3	2	3	4	3	3	6	8
Penalties for breaking road safety laws should be.. ¹	increased	54	52	50	42	35	35	38	35	34
	about the same	40	40	41	49	52	53	51	52	56
	decreased	2	3	3	4	7	6	4	6	6
Publicity and advertising about road safety should be.. ¹	increased	45	40	41	30	40	43	44	44	35
	about the same	51	53	52	58	51	51	49	50	57
	decreased	3	5	6	10	8	5	6	5	7

¹ 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								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Not much chance of an accident when driving after drinking if careful	Agree / strongly agree	11	10	10	8	11	7	8	7	7
Difficult to drink less than the group when drinking with friends	Agree / strongly agree	37	36	37	34	36	36	36	35	31
Difficult in social occasions to keep track of what you are drinking	Agree / strongly agree	40	38	36	32	33	35	38	36	34
The risk of being caught drinking and driving is small	Agree / strongly agree	46	44	45	45	46	43	37	38	32
Penalties for drink-driving not very severe even if caught	Agree / strongly agree	59	56	57	51	50	44	48	46	44
Most people who get caught drink-driving are just unlucky	Agree / strongly agree	24	24	22	21	23	23	18	20	17
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	58	62	60	56	60	61	64	66	61
Legal blood alcohol limit should be..	Lower	44	45	43	41	39	40	39	40	41
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	32	28	26	24	25	25	24	24	20

Compulsory breath testing

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Compulsory breath testing helps lower the road toll	Agree / strongly agree	78	76	79	73	74	77	83	82	76
Some people stopped at checkpoints are not breath tested when over the limit	Agree / strongly agree	23	21	22	20	19	14	16	19	13
Can tell where checkpoints will be	Agree / strongly agree	33	35	36	33	39	33	36	34	35
Unless there is a blitz seldom see checkpoint	Agree / strongly agree	69	65	67	66	66	66	62	58	59
Can avoid checkpoints if you see them early	Agree / strongly agree	35	33	33	29	34	31	28	29	22
I use back streets to drive home when not sure if over the limit	Agree / strongly agree	32	28	26	26	26	26	25	26	25
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree / strongly agree	NA	48	51	48	49	51	53	53	56
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	87	83	87	84	88	86	85	83	86
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	95	90	94	93	93	95	95	93	93
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm ²	Very/fairly likely	36	37	32	33	38	31	34	37	39
...10pm and midnight ²	Very/fairly likely	49	48	48	50	53	52	54	54	59
...midnight and 2am ²	Very/fairly likely	32	35	36	40	41	43	45	42	43
...2am and 8am ²	Very/fairly likely	16	17	20	22	23	21	26	24	27
...8am-6pm ²	Very/fairly likely	10	10	11	10	10	7	15	14	13

² Question asked of half the sample (N=820)

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Chance of being breath-tested if drink-driving...										
...in a small town ²	Very/fairly likely	23	27	27	26	31	28	28	31	31
...in a large city ²	Very/fairly likely	52	56	56	57	57	56	59	54	63
...on a major highway ²	Very/fairly likely	36	35	36	37	36	37	43	37	41
...on a rural road ²	Very/fairly likely	9	11	14	13	11	13	14	17	15
Ever stopped at checkpoint while driving (% of all drivers)	Yes	55	56	63	63	68	69	70	69	74
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	35	35	37	36	42	41	42	41	54

² Question asked of half the sample (N=820).

Speed

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Enjoy driving fast on open road (% drivers)	Like / like very much	39	40	37	38	40	38	33	38	36
There isn't much chance of accident when speeding if careful	Agree / strongly agree	21	20	19	18	20	18	15	18	15
The risk of being caught speeding is small	Agree / strongly agree	45	40	41	41	41	39	33	33	25
Penalties for speeding are not very severe	Agree / strongly agree	36	38	36	32	31	28	30	29	26
Most people who get caught speeding are just unlucky	Agree / strongly agree	30	29	27	30	30	27	22	25	22
Enforcing the speed limit helps lower the road toll	Agree / strongly agree	76	75	80	75	76	76	82	79	77
Speed limits on the roads I normally use are...	About right	80	78	80	83	82	84	85	82	84
	Too low	12	12	11	11	10	9	8	10	10
	Too high	6	7	6	4	6	5	5	6	4
Should 100 km/h limit be raised, lowered or left as it is?	Same	70	67	72	71	71	72	77	74	76
Should 50 km/h limit be raised, lowered or left as it is?	Same	74	76	75	77	75	79	83	81	81
Automatic loss of licence for speeding at 150 km/h on the open road would be...	Fair / very fair	NA	82	85	85	85	85	87	87	90
Automatic loss of licence for speeding at 100 km/h in a 50 km zone would be...	Fair / very fair	NA	92	93	93	94	94	96	95	97
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair / very fair	NA	72	73	68	68	67	65	67	63

Speed cameras

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Using speed cameras helps to lower the road toll	Agree / strongly agree	64	61	68	60	56	59	61	65	57
The way speed cameras are being operated is fair	Agree / strongly agree	67	66	70	63	60	64	61	63	58
How often do you see speed cameras on usual roads?	Often / almost always	37	37	38	41	42	40	41	41	37
Should speed cameras be hidden or in full view?	Always in view	26	26	20	24	30	31	30	29	NA
	Mixture of hidden and visible modes	53	52	58	56	52	50	54	52	NA
	Always hidden	20	21	22	19	17	18	15	17	NA
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/ strongly support	NA	NA	NA	NA	NA	NA	NA	NA	56
Chance of speeding ticket if passing speed camera at 110 km/h ³	High / very high	38	23	24	23	24	26	30	33	39
Chance of speeding ticket if passing speed camera at 120 km/h ³	High / very high	88	83	81	83	81	87	86	91	92
Chance of speeding ticket if passing speed camera at 130 km/h ³	High / very high	96	96	94	93	95	96	97	96	98
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ³	High / very high	17	10	8	10	11	10	13	11	16
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ³	High / very high	66	51	50	59	54	54	62	64	68
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ³	High / very high	87	74	78	83	79	81	86	85	86
Any speeding tickets in last 12 months (% of drivers)	Yes	13	12	13	16	17	16	16	16	19

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

General enforcement

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	NA	23	23	26	26	27	29	32	36
Vehicle impoundment for disqualified or unlicensed driving would be..	Fair / very fair	NA	NA	84	85	88	87	89	89	92
Carry driver's licence when driving private vehicle (% drivers)	Always/ mostly	NA	NA	81	88	96	96	95	95	96

Rooding

Rooding questions were first included in the survey in 2002.

Question	Response	Percentage giving response		
		2002	2003	2004
What priority for safety engineering improvements to ...				
... motorways	Top/ high priority	75	72	72
... open road State Highways	Top/ high priority	87	84	86
... other open roads	Top/ high priority	68	63	67
... major roads in towns and cities	Top/ high priority	66	66	69
... residential streets	Top/ high priority	37	35	39
How high a priority for road safety is making the roads better for...				
... pedestrians	Top/ high priority	70	66	71
... cyclists	Top/ high priority	74	70	74

Safety belts and child restraints

Question	Response	Percentage giving response								
		1996	1997	1998	1999	2000	2001	2002	2003	2004
Enforcing the use of safety belts helps lower the road toll	Agree / strongly agree	85	87	85	86	86	86	90	86	87
Effectiveness of safety belts for reducing the road toll	Quite/very effective	94	92	94	95	95	95	96	95	96
Risk of being caught not wearing a safety belt is small	Agree / strongly agree	66	65	65	66	63	62	56	56	48
Penalties for not wearing a safety belt are not severe even if caught	Agree / strongly agree	47	48	46	41	37	35	33	33	32
People who get caught not wearing a safety belt are just unlucky	Agree / strongly agree	36	42	36	38	40	35	30	33	27
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	26	28	25	27	29	28	35	33	40
...front seat passenger	Fairly/very likely	25	28	25	27	28	27	34	31	37
...back seat passenger	Fairly/very likely	13	12	13	12	13	13	14	14	16
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	41	44	41	38	41	40	46	45	46
...child in the back seat	Fairly/very likely	24	24	24	23	26	24	28	27	27

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

Question	Response	All NZ	North- land	Auck- land	Waikato	Bay of Plenty	Gisb'n	Hawkes Bay	Tara- naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1440	88	258	94	91	75	80	93
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	82	62	84	73	79	77	83	86
Police effort into catching people breaking road safety laws should be..	Increased	40	34	47	31	34	39	38	37
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	10	8	5	12	9	6	5
The risk of being caught drinking and driving is small	Agree/ strongly agree	32	27	31	33	39	26	33	27
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	20	20	19	25	30	23	16	14
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	76	81	80	70	75	73	79	68
Can tell where checkpoints will be	Agree/ strongly agree	35	58	34	46	33	55	32	44
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	56	69	64	50	53	61	55	49
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	36	34	41	29	32	33	37	26
Not much chance of an accident when speeding if careful	Agree/ strongly agree	15	18	17	18	16	13	11	10
The risk of being caught speeding is small	Agree/ strongly agree	25	22	26	25	37	24	36	17
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	77	76	79	75	77	74	69	69

...continued

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

Question	Response	All NZ	North- land	Auck- land	Waikato	Bay of Plenty	Gisb'n	Hawkes Bay	Tara- naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1440	88	258	94	91	75	80	93
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	57	56	68	50	60	62	56	51
How often do you see speed cameras on your usual roads	Often/ almost always	37	30	47	38	29	40	38	22
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	36	43	36	29	31	53	36	25
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	96	92	98	99	95	97	96	92
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	48	48	53	44	48	42	59	32
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	40	57	34	37	38	53	41	45
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	16	15	10	17	6	26	24	24
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	37	17	30	19	42	33	35
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	72	65	81	65	63	69	81	76
... open road State Highways	Top/ high priority	86	95	84	83	90	86	95	95
... other open roads	Top/ high priority	67	84	67	65	78	77	76	79
... major roads in towns and cities	Top/ high priority	69	64	73	55	67	68	75	72
... residential streets	Top/ high priority	39	26	41	26	28	46	41	46
How high a priority for road safety is making the roads better for...pedestrians	Top/ high priority	71	68	70	67	69	82	79	69
... cyclists	Top/ high priority	74	60	73	74	70	83	84	78

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

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1640	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1440	90	96	85	87	122	91	90
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	82	91	82	84	88	86	83	85
Police effort into catching people breaking road safety laws should be..	Increased	40	39	42	39	23	42	34	29
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	8	5	7	1	5	4	3
The risk of being caught drinking and driving is small	Agree/ strongly agree	32	37	29	28	19	39	28	29
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	20	25	18	15	16	19	15	20
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	76	66	77	67	59	77	77	68
Can tell where checkpoints will be	Agree/ strongly agree	35	39	28	34	44	28	31	31
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	56	65	48	51	48	51	48	43
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	36	32	40	34	18	32	41	42
Not much chance of an accident when speeding if careful	Agree/ strongly agree	15	17	13	12	9	16	9	12
The risk of being caught speeding is small	Agree/ strongly agree	25	20	20	23	21	23	19	29
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	77	73	85	75	63	78	79	66

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

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1640	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1440	90	96	85	87	122	91	90
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	57	49	50	54	47	50	54	49
How often do you see speed cameras on your usual roads?	Often/ almost always	37	35	49	19	25	28	26	14
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	36	46	45	25	28	37	31	30
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	96	90	95	93	95	98	96	96
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	48	48	40	35	21	51	44	37
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	40	36	46	46	38	44	40	54
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	16	19	35	10	22	19	10	10
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	32	31	27	23	37	31	24
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	72	73	71	70	64	60	70	76
... open road State Highways	Top/ high priority	86	88	85	84	91	79	90	88
... other open roads	Top/ high priority	67	65	54	66	69	62	70	67
... major roads in towns and cities	Top/ high priority	69	76	63	62	74	67	73	78
... residential streets	Top/ high priority	39	39	46	39	51	41	44	35
How high a priority for road safety is making the roads better for...pedestrians	Top/ high priority	71	68	74	63	74	70	78	72
... cyclists	Top/ high priority	74	70	70	70	71	78	82	75

Demographic tables: Selected results by age⁴ and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1640	934	706	193	399	537	509
<i>Drivers in sample</i>		1440	783	657	137	371	511	419
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be..	Increased	40	44	36	35	37	41	47
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	6	8	7	6	6	9
The risk of being caught drinking and driving is small	Agree/ strongly agree	32	31	34	28	29	33	39
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	20	14	26	26	22	23	7
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	76	76	76	77	77	73	77
Can tell where checkpoints will be	Agree/ strongly agree	35	37	33	39	43	35	22
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	56	57	54	55	52	57	60
Speed								
Enjoy driving fast on open road (%drivers)	Like/ like very much	36	31	42	47	40	35	25
Not much chance of an accident when speeding if careful	Agree/ strongly agree	15	10	22	18	12	14	20
The risk of being caught speeding is small	Agree/ strongly agree	25	27	23	14	21	26	36
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	77	81	73	77	79	77	76
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/ strongly agree	57	60	54	57	54	58	59
How often do you see speed cameras on your usual roads?	Often/ almost always	37	34	41	35	43	41	27

⁴ More detailed age breakdowns are available on request.

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>		1640	934	706	193	399	537	509
<i>Drivers in sample</i>		1440	783	657	137	371	511	419
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	36	34	38	41	34	33	40
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	96	97	96	94	96	97	97
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	48	49	46	52	50	44	46
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	40	39	42	28	35	46	48
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	16	17	16	11	14	16	23
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	28	25	22	22	26	39
Roading								
What priority for safety engineering improvements to ...								
... motorways	Top/ high priority	72	74	70	56	71	77	78
... open road State Highways	Top/ high priority	86	86	85	76	87	87	90
... other open roads	Top/ high priority	67	68	65	56	68	70	69
... major roads in towns and cities	Top/ high priority	69	72	65	64	72	66	71
... residential streets	Top/ high priority	39	41	37	37	37	38	46
How high a priority for road safety is making the roads better for...								
... pedestrians	Top/ high priority	71	73	68	70	71	69	73
... cyclists	Top/ high priority	74	75	72	66	74	78	72