

LTSA survey of Public Attitudes to Road Safety, 2003: summary of results

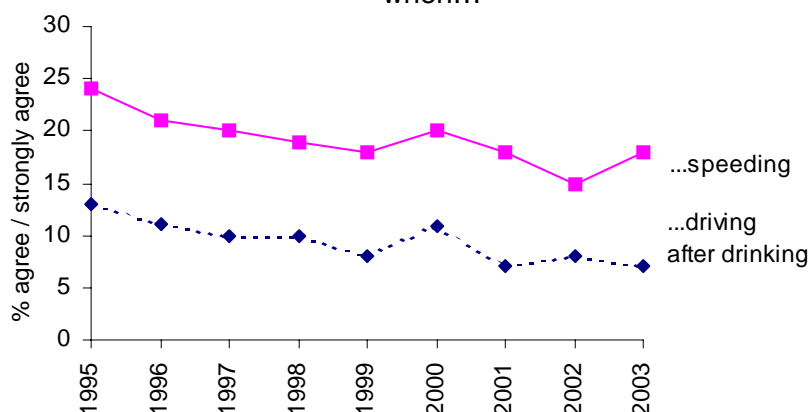
Introduction

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 2003 1,640 people were interviewed, including 1,450 who held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

Overview

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 the following graph shows.

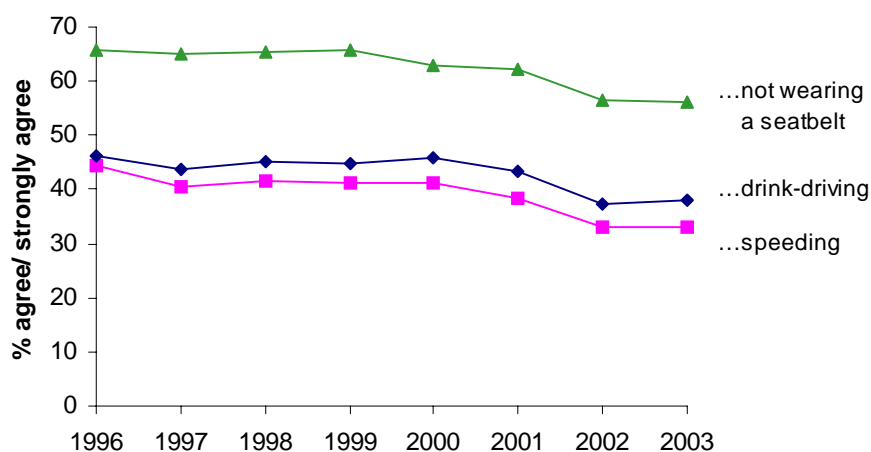
Fig. 1: People who agreed that there isn't much chance of an accident if careful when...



Public support for alcohol, speed and seatbelt enforcement continues to be high. Eighty-two percent of New Zealanders agreed that compulsory breath testing (CBT) helped to lower the road toll; 79% agreed that enforcing the speed limit helped to lower the road toll; and 86% said that seatbelt enforcement helped to lower the road toll.

The NZ Police State Highway Patrol became fully operational over the whole country in December 2001. Public awareness of the presence and value of enforcement increased in 2002, after remaining steady for a number of years. This increase has been maintained in 2003. 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 two years was apparent across a range of questions about various aspects of enforcement.

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



General attitudes to road safety and enforcement

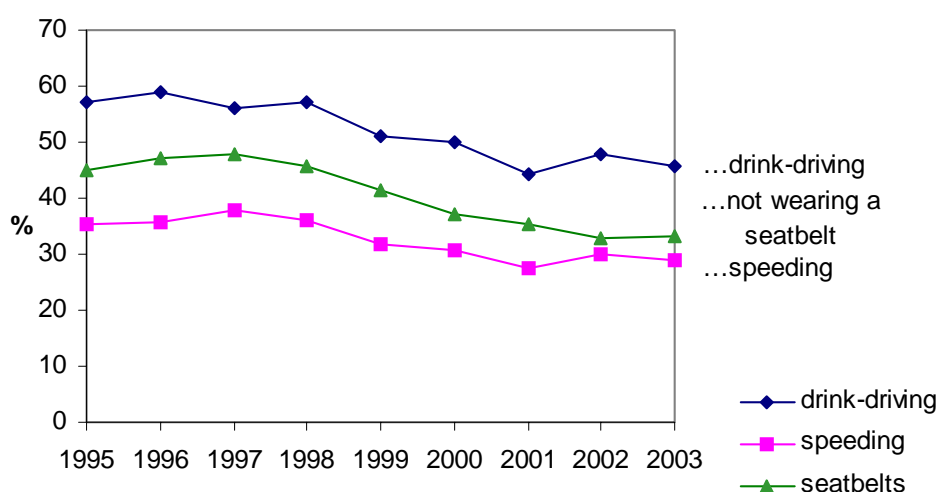
1. Only 8% of New Zealanders described road travel in this country as 'very safe'. A further 70% described it as 'fairly safe'.
2. Public support for Police enforcement was high. Nearly half (48%) thought that the Police effort to catch people breaking road safety laws should be increased further, and another 44% wanted that effort maintained at current levels.
3. Support for harsher penalties for road safety offences has decreased in recent years, since new vehicle impoundment and roadside suspension laws were introduced. In 2003, 52% of New Zealanders said that penalties should be kept the same and 35% wanted increased penalties. Very few people were in favour of reducing the severity of penalties (6%).
4. Prior to the introduction of an intensive advertising and enforcement campaign in 1995, 60% of New Zealand adults thought that the amount of road safety advertising should be increased. In May 2003, 44% thought that such advertising should be increased further, and 50% thought the amount of advertising should remain at current levels.
5. Only 11% of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 71% thought that their usual roads were fairly safe. Nearly one-fifth (19%) described the roads they normally used as 'very' or 'fairly' unsafe. This figure ranged between 11% and 22% for residents of all regions except Northland, where 46% of residents said that the roads they normally used were unsafe.

Alcohol-impaired driving

6. Recognition of the risk of drink-driving is being maintained at a high level. In 2003, few New Zealanders (7%) thought 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 males aged 15 to 24 and males aged 60+ (17% and 13%, respectively, thought that there was not much chance of an accident when drinking and driving).
7. Peer pressure and social drinking are strong influences – 39% of men and 31% of women agreed that it was difficult to drink less than the group when drinking with friends. More than a third said that it was hard to keep track of what they drank on social occasions.
8. Young people aged 15 to 24 are particularly susceptible to peer pressure in relation to drinking: 53% of males and 42% of females in this age group said that it was difficult to drink less than the group; 60% of males and 49% of females aged 15 to 24 said that it was hard to keep track of what they drank on social occasions.

9. The percentage of people who admitted to having driven while slightly intoxicated during the 12 months before the survey, has fallen over the last seven years, from 30% of all drivers (and 41% of males) in 1995, to 24% (31% of males) in 2003. Driving while slightly intoxicated was more common among Maori (36%) than among non-Maori (22%).
10. 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.
11. Two-thirds (66%) of New Zealanders thought that the drink-driving laws were very or quite effective at reducing the road toll.
12. Nearly half (48%) agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This view has become less prevalent as people become more aware of the penalties incurred for drink-driving (see Fig. 3).

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



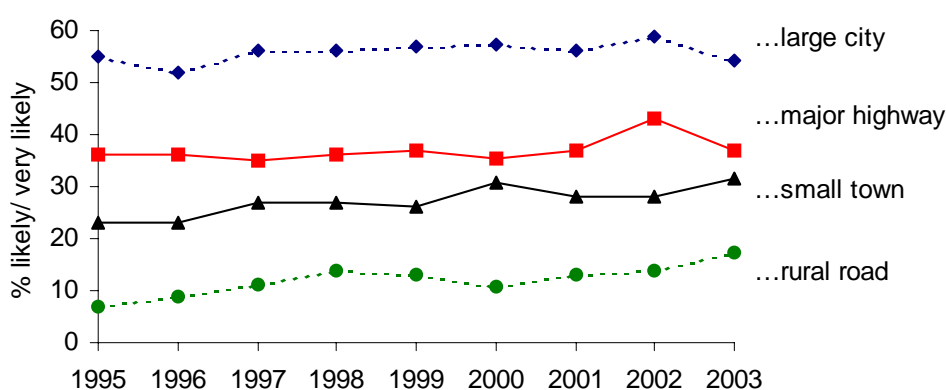
13. Forty percent of New Zealanders favoured a lower legal blood-alcohol limit for driving; 27% thought the limit should be lowered from 80mg/100ml to 50mg/100ml; and a further 12% thought it should be lowered to zero. There was very little support for raising the legal limit. Public opinion on this issue has remained essentially unchanged over the last eight years.

Compulsory breath testing

14. Confidence that compulsory breath testing (CBT) helps to lower the road toll remained high: over 80% of New Zealand adults agreed with this statement.
15. People are more aware of seeing checkpoints. The number of people who said that they seldom saw checkpoints except during blitzes decreased from 66% in the years 1999 to 2001, to 58% in 2003. People aged 15 to 24, and Otago residents, were the most aware of seeing checkpoints.

16. More than a third of New Zealanders thought that they could tell where checkpoints would be, and 29% said that they could avoid checkpoints if they saw them early. In Gisborne and Northland, half the residents thought they could tell where checkpoints would be; 47% of Gisborne residents and 25% of Northland residents said they could avoid checkpoints if they saw them early.
17. Nineteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit. This view was particularly prevalent among young people aged 15 to 24.
18. Forty percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months. Of these, 92% remembered being asked to speak into a passive alcohol sensor (respondents were shown a picture of the sensor).
19. The number of people who would expect to be stopped and tested if drink-driving on a rural road increased from 14% in 2002 to 17% in 2003 (see Fig. 4). This was low compared with the perceived risk of being caught in a large city (54%), on a major highway (37%), or in a small town (31%).

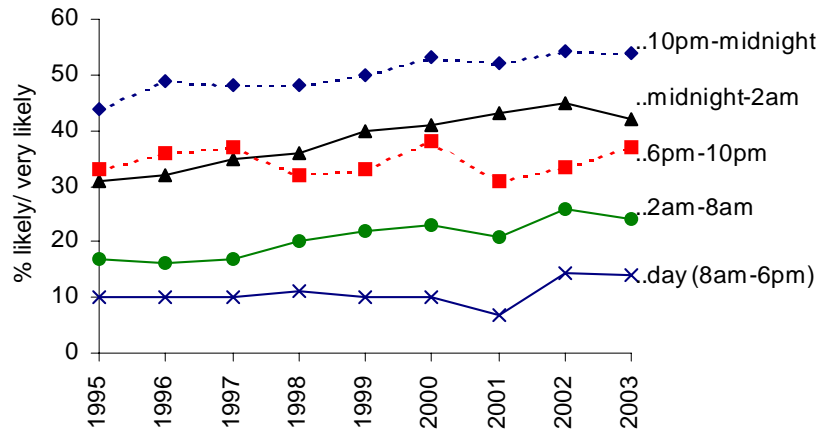
Fig. 4: Chance of being stopped and tested if drink-driving in/on a...



20. In the 2001/ 2002 year significant gains were made in the awareness of the presence of drink-driving enforcement between 2am and 6pm. These were maintained in the 2003 survey (see Fig. 5). There were no significant changes between 2002 and 2003 in the percentages of people who expected to be stopped and tested if drink-driving at various times of day. The public expectation of the presence of drink-driving enforcement during the main drink-driving times (10pm to 2am) has shown a gradual increase over the last nine years.
21. In 2003, 54% of New Zealanders (72% of Northland residents) said it was likely or very likely that they would be stopped and tested if they were drink-driving between 10pm and midnight. For midnight to 2am this fell to 42% (60% in Hawke's Bay), and for 6pm to 10pm it was 37%. Fewer people expected to be stopped if drink-driving during the early morning (24% in the 2am to 8am period) or during the day (14% between 8am and 6pm). Taranaki

and Waikato residents were more likely to think they would be caught during the day, while only 7% of Otago and Southland residents thought there was a high chance of being stopped between 8am and 6pm.

Fig. 5: Chance of being stopped and tested if drink-driving during...



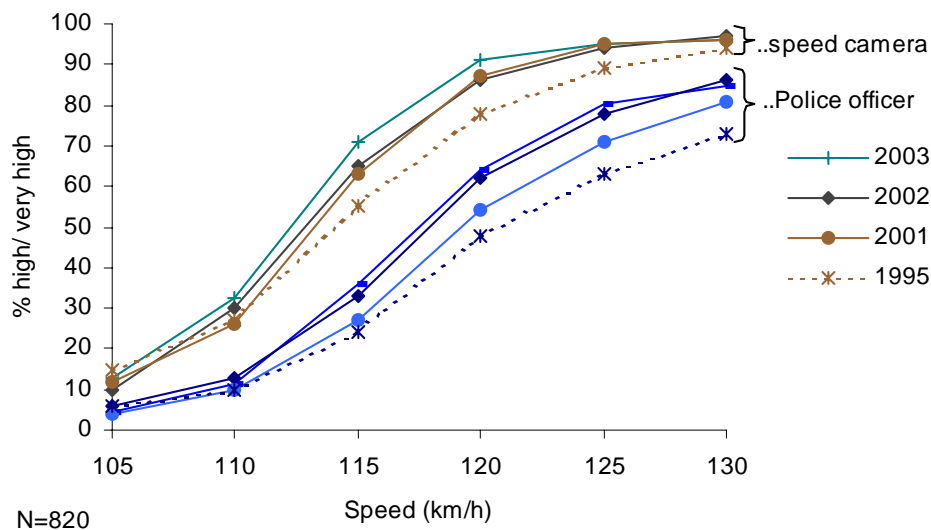
Speed

22. The attitude that speeding is not risky if the driver is careful has gradually lost popularity over the last nine years, but this year saw some back-tracking on this improvement (see Fig. 1): 18% of New Zealanders still thought there was not much chance of an accident when speeding if you were careful. This view was most common among men (23%) and in the 15 to 19 year age group (23%). People who said that there was not much chance of an accident when speeding, as long as the driver was careful, were more likely than others to have received a speeding ticket in the previous year (24% vs 14%).
23. More than one-third (38%) of drivers said that they enjoyed driving fast on the open road. This marked a return to previous levels after a significant decrease in 2002. Overall, 40% of males and 36% of females said that they enjoyed driving fast on the open road.
24. Support for speed enforcement remained high: 79% of New Zealanders agreed that speed enforcement helped to lower the road toll.
25. Awareness of speed enforcement increased in 2002 and this was maintained in 2003. In 2002 and 2003, 33% of adults agreed with the statement 'the risk of being caught speeding is small', compared with around 40% in earlier years. Residents of Manawatu and Wanganui, and people aged 60 and over, were most likely to think that the risk of being caught was small.
26. The majority of New Zealanders (82%) thought that speed limits for the roads they normally used were about right. Support for retaining speed limits at current levels was high (74% for open roads and 81% for 50 km/h zones); 21% thought that the open-road speed limit should be raised, and 14% supported raising the 50 km/h speed limit. Since these questions were first

asked in 1995, there has been in a gradual decline in support for raising speed limits.

27. Most people find extremely high speeds unacceptable: 87% described automatic loss of licence for drivers caught speeding at 150 km/h on the open road as fair or very fair. Speeding in an urban area was regarded equally unfavourably – 90% supported loss of licence for speeding at 90 km/h in a 50 km/h zone.
28. Attitudes are also becoming tougher towards people speeding at less extreme speeds. Nearly half (47%) said that loss of licence was fair for travelling at 130 km/h on the open road, and 72% said it was a fair consequence of speeding at 80 km/h in a 50 km/h zone.
29. Twenty-nine percent agreed with the statement ‘penalties for speeding are not very severe even if you are caught’. Over the last seven 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).
30. Two-thirds (67%) of New Zealanders said that automatic loss of licence for three speeding tickets in a year was fair or very fair.
31. Many people would like to see additional 60 km/h and 80 km/h speed limits for some roads. Demand for this dropped from 64% in 1995 to 53% in 2001 and 2002, as these speed limits have been introduced in some areas over the last five years. In 2003 the demand increased slightly to 57%.
32. One-sixth (16%) of all drivers reported receiving at least one speeding ticket in the previous year. One-in-eight women (12%) and one-in-five men (19%) reported receiving a speeding ticket in the year preceding the survey.
33. The number of people who expected to get a ticket if passing a Police officer (with no speed camera) at speeds over 115 km/h increased in 2002. This increase was sustained in this year’s survey (see Fig. 6). 36% said they would expect to get a ticket if they passed a Police officer (without a speed camera) at 115 km/h, compared with 33% in 2002 and 27% in 2001; 64% would have expected a ticket at 120 km/h and 80% at 125 km/h. These results are similar to last year’s and a significant improvement from 2001, when only 54% and 71% respectively expected to be ticketed if they passed a police officer at these speeds.
34. However, expected ticketing rates are still lower for Police officers than for speed cameras – 15% of New Zealanders still did not think they were likely to receive a ticket if passing a Police officer at 130 km/h.

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



Speed cameras

35. Most New Zealanders (65%) agreed that the use of speed cameras helped to lower the road toll. This was an increase from 61% in 2002 and 59% in 2001. A similar number agreed that speed cameras were operated fairly.
36. The majority of New Zealanders (53%) supported a mixture of hidden and visible speed cameras: 29% thought that speed cameras should always be in full view, and 17% thought they should always be hidden.
37. New Zealanders are more aware of speed camera enforcement, especially in the 115 km/h to 120 km/h speed range: 91% thought it likely or very likely that they would receive a ticket if they passed a speed camera at 120 km/h, compared with 86% in May 2002 and 81% in 2000. At 115 km/h, 71% would expect to receive a ticket from a speed camera, an increase from 65% in 2002 and 56% in 2000. Only 33% thought they would get a ticket if they passed a camera at 110 km/h (see Fig. 5 above).
38. 41% of New Zealanders said they often saw speed cameras on their usual roads. This varied from over 50% of Hawke's Bay and Bay of Plenty residents, to less than 20% in Southland and Taranaki.

General enforcement and compliance

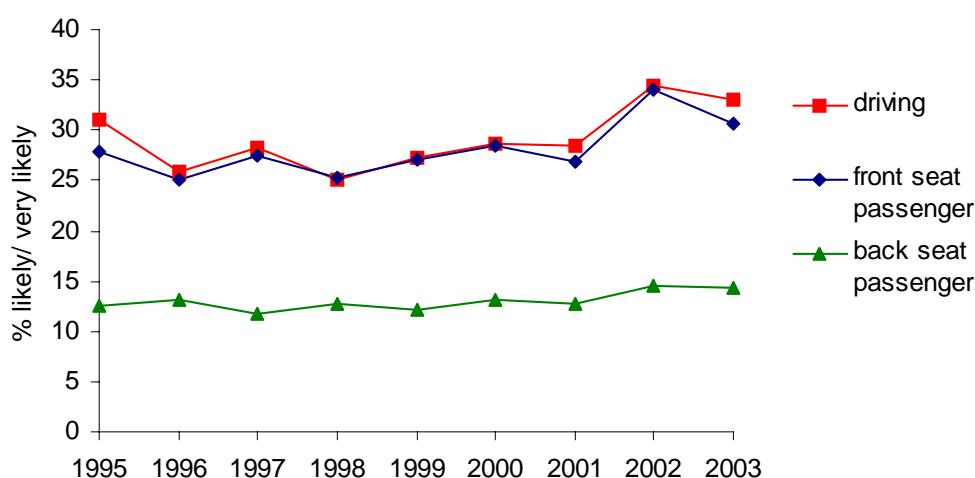
39. 32% of New Zealanders thought Police were likely to stop drivers for traffic offences other than drink-driving or speeding. This has steadily increased from a level of 23% when this question was first asked in 1997.
40. Most New Zealanders support vehicle impoundment for disqualified or repeated unlicensed driving: 89% said this was fair or very fair.

41. 95% of drivers said that they always or mostly carried their licences while driving a private vehicle. Most drivers (81%) were already doing this in 1998, before licence carriage became mandatory.

Safety belts and child restraints

42. Almost all New Zealanders (95%) agreed that safety belts were effective in reducing the road toll.
43. Public perceptions of the levels of safety belt and child restraint enforcement improved significantly in 2002, for the first time in several years. This improvement was maintained in 2003.
44. 86% of New Zealanders agreed that enforcing the use of safety belts helped to lower the road toll. This has returned to the previous level after an increase to 90% in 2002.
45. Although the level of restraint enforcement is still thought to be fairly low, this is gradually changing. In 2003, 33% said that they expected to be caught if not wearing a safety belt when driving, similar to last year's figure of 35% and an increase from 28% in 2001 (see Fig. 7). Figures for front seat passengers were similar (31% in 2003, 34% in 2002 and 27% in 2001). Figures for back seat passengers were similar (31% in 2003, 34% in 2002 and 27% in 2001).

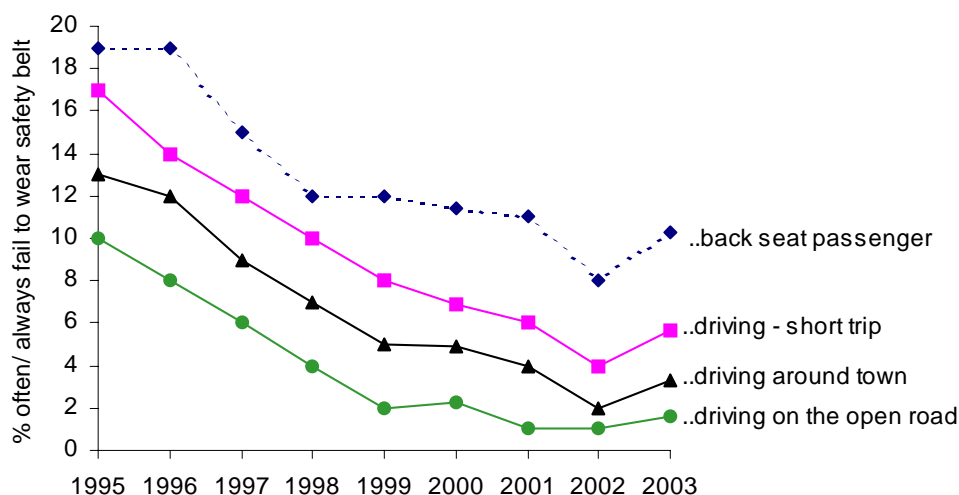
Fig. 7: Perceived risk of an adult being caught if not wearing a safety belt when...



46. Enforcement of safety belt use for rear-seat passengers is still perceived as very low – only one-in-seven people (14%) thought they were likely to be caught if travelling in a rear seat without a safety belt on.
47. Child restraint use is thought to be more rigorously enforced than adult safety belt use: 45% 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.

48. 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 33% in 2003 (see Fig. 3).
49. Reported safety belt use has slipped back slightly to 2001 levels after increasing for several years: 6% said they often or always drove **without** a safety belt on short trips, compared with 4% in 2002, 6% in 2001 and 17% in 1995. The number of drivers who say that they seldom wear a safety belt even when travelling on the open road has fallen in recent years, from 10% in 1995 to only 2% in 2003 (see Fig. 8). Similarly, only 3% reported regularly driving around town without a safety belt on, compared with 13% in 1995.
50. Reported safety belt use by passengers has also increased over recent years: 10% of New Zealanders reported that they often or always travelled without a safety belt on when they were a passenger in the back seat, compared with 8% in 2002, 11% in 2001 and 19% in 1995. For front-seat passenger travel this figure dropped to 3% in 2003 compared with 11% in 1995. These trends are consistent with the increase in safety belt wearing rates measured by LTSA observational surveys over this period¹. (See the LTSA website <http://www.ltsa.govt.nz/research/belts.html>).
51. Males and people under 40 were the most likely to report regularly driving or travelling as a passenger without a safety belt on. People who regularly travelled without a safety belt on were more likely than others to admit to having driven while intoxicated and to have received a speeding ticket in the previous year.

Fig. 8: Percentage who often/always fail to wear a safety belt when...



¹ LTSA observational surveys of restraint use, reported in Motor Accidents in New Zealand 2001, LTSA 2002, and on the LTSA website <http://www.ltsa.govt.nz/research/belts.html>.

Roading

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

52. In answer to the question – ‘To achieve higher levels of road safety, how important would it be to improve road engineering and design?’ – 67% said ‘very important’ and a further 28% said ‘fairly important’. These results are unchanged from 2002.
53. Respondents were asked a series of questions designed to prioritise the importance of safety-engineering improvements to different types of road. Open-road state highways emerged as the highest priority overall, followed by motorways, major roads in towns and cities and other open roads. Residential streets received the lowest priority rating for safety-engineering improvements.
54. 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. Overall, making the roads safer for pedestrians and cyclists was a lower priority than improving the open-road state highways and motorways, and at a comparable level with other open roads and higher than urban roads.

Conclusion

Good progress is being made in improving road-user behaviours 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. There is increasing public awareness of alcohol and speed enforcement.

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 2003 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 60% 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	428	198
2	858	781
3	226	337
4	86	191
5	28	77
6 or more	14	56
Total	1640	1640

Gender

Gender	Sample size	Weighted
Female	884	852
Male	756	788
Total	1640	1640

Age group

Age group	Sample size	Weighted
15-19	82	162
20-24	86	135
25-29	113	136
30-34	158	152
35-49	456	472
50-59	258	237
60+	485	344
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	104
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	219
Otago	100	83
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
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	73	73	78	77	75	78	79	78
How safe is the design and standard of roads you use?	Very/fairly safe	82	80	84	81	81	84	84	81
Police effort into catching people breaking road safety laws should be.. ¹	increased	66	63	62	58	59	55	56	48
	about the same	32	32	34	38	35	40	39	44
	decreased	1	3	2	3	4	3	3	6
Penalties for breaking road safety laws should be.. ¹	increased	54	52	50	42	35	35	38	35
	about the same	40	40	41	49	52	53	51	52
	decreased	2	3	3	4	7	6	4	6
Publicity and advertising about road safety should be.. ¹	increased	45	40	41	30	40	43	44	44
	about the same	51	53	52	58	51	51	49	50
	decreased	3	5	6	10	8	5	6	5

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
Not much chance of an accident when driving after drinking if careful	Agree / strongly agree	11	10	10	8	11	7	8	7
Difficult to drink less than the group when drinking with friends	Agree / strongly agree	37	36	37	34	36	36	36	35
Difficult in social occasions to keep track of what you are drinking	Agree / strongly agree	40	38	36	32	33	35	38	36
Drinking low alcohol beer is a good way of staying under the limit	Agree / strongly agree	33	32	34	32	30	28	25	30
The risk of being caught drinking and driving is small	Agree / strongly agree	46	44	45	45	46	43	37	38
Penalties for drink-driving not very severe even if caught	Agree / strongly agree	59	56	57	51	50	44	48	46
Most people who get caught drink-driving are just unlucky	Agree / strongly agree	24	24	22	21	23	23	18	20
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	58	62	60	56	60	61	64	66
Legal blood alcohol limit should be..	Lower	44	45	43	41	39	40	39	40
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	32	28	26	24	25	25	24	24

Compulsory breath testing

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

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
Chance of being breath-tested if drink-driving...									
...in a small town ²	Very/fairly likely	23	27	27	26	31	28	28	31
...in a large city ²	Very/fairly likely	52	56	56	57	57	56	59	54
...on a major highway ²	Very/fairly likely	36	35	36	37	36	37	43	37
...on a rural road ²	Very/fairly likely	9	11	14	13	11	13	14	17
Ever stopped at checkpoint while driving (% of all drivers)	Yes	55	56	63	63	68	69	70	69
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	35	35	37	36	42	41	42	41
Saw signs saying 'Breath testing' (% drivers stopped in last year)	Yes	23	27	29	24	26	22	29	32
Was asked to talk into breath testing device shown in picture (% drivers stopped in last year)	Yes	78	84	89	91	90	92	92	92

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

Speed

Question	Response	Percentage giving response							
		1996	1997	1998	1999	2000	2001	2002	2003
Enjoy driving fast on open road (% drivers)	Like / like very much	39	40	37	38	40	38	33	38
There isn't much chance of accident when speeding if careful	Agree / strongly agree	21	20	19	18	20	18	15	18
The risk of being caught speeding is small	Agree / strongly agree	45	40	41	41	41	39	33	33
Penalties for speeding are not very severe	Agree / strongly agree	36	38	36	32	31	28	30	29
Most people who get caught speeding are just unlucky	Agree / strongly agree	30	29	27	30	30	27	22	25
Enforcing the speed limit helps lower the road toll	Agree / strongly agree	76	75	80	75	76	76	82	79
Speed limits on the roads I normally use are...	About right	80	78	80	83	82	84	85	82
	Too low	12	12	11	11	10	9	8	10
	Too high	6	7	6	4	6	5	5	6
Should 100 km/h limit be raised, lowered or left as it is?	Same	70	67	72	71	71	72	77	74
Should 50 km/h limit be raised, lowered or left as it is?	Same	74	76	75	77	75	79	83	81
Should there be more use of 60 and 80 km/h limits?	Yes	60	58	58	52	56	53	53	57
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
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
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair / very fair	NA	72	73	68	68	67	65	67

Speed cameras

Question	Response	Percentage giving response							
		1996	1997	1998	1999	2000	2001	2002	2003
Using speed cameras helps to lower the road toll	Agree / strongly agree	64	61	68	60	56	59	61	65
The way speed cameras are being operated is fair	Agree / strongly agree	67	66	70	63	60	64	61	63
How often do you see speed cameras on usual roads?	Often / almost always	37	37	38	41	42	40	41	41
Should speed cameras be hidden or in full view?	Always in view	26	26	20	24	30	31	30	29
	Mixture of hidden and visible modes	53	52	58	56	52	50	54	52
	Always hidden	20	21	22	19	17	18	15	17
Chance of speeding ticket if passing speed camera at 110 km/h ³	High / very high	38	23	24	23	24	26	30	33
Chance of speeding ticket if passing speed camera at 120 km/h ³	High / very high	88	83	81	83	81	87	86	91
Chance of speeding ticket if passing speed camera at 130 km/h ³	High / very high	96	96	94	93	95	96	97	96
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
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
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
Any speeding tickets in last 12 months (% of drivers)	Yes	13	12	13	16	17	16	16	16

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

General enforcement

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

Roothing

Roothing questions were first included in the survey in 2002.

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

Safety belts and child restraints

Question	Response	Percentage giving response							
		1996	1997	1998	1999	2000	2001	2002	2003
Enforcing the use of safety belts helps lower the road toll	Agree / strongly agree	85	87	85	86	86	86	90	86
Effectiveness of safety belts for reducing the road toll	Quite/very effective	94	92	94	95	95	95	96	95
Risk of being caught not wearing a safety belt is small	Agree / strongly agree	66	65	65	66	63	62	56	56
Penalties for not wearing a safety belt are not severe even if caught	Agree / strongly agree	47	48	46	41	37	35	33	33
People who get caught not wearing a safety belt are just unlucky	Agree / strongly agree	36	42	36	38	40	35	30	33
Chance of adult being caught if not wearing safety belt when...									
...driving	Fairly/very likely	26	28	25	27	29	28	35	33
...front seat passenger	Fairly/very likely	25	28	25	27	28	27	34	31
...back seat passenger	Fairly/very likely	13	12	13	12	13	13	14	14
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
...child in the back seat	Fairly/very likely	24	24	24	23	26	24	28	27
Driven a car without a safety belt in last 12 months when...									
...on a short trip (% drivers)	Often / always	14	12	10	8	7	6	4	6
...driving around town (% drivers)	Often / always	12	9	7	5	5	4	2	3
...on the open road (% drivers)	Often / always	8	6	4	2	2	1	1	2
Travelled without a safety belt during last year when...									
...front seat passenger	Often / always	9	6	6	3	3	2	3	3
...back seat passenger	Often / always	19	15	12	12	11	11	8	10
...passenger around town	Often / always	13	9	7	5	6	7	4	5
...passenger on open road	Often / always	10	7	5	3	3	3	2	3

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>		1450	92	252	84	89	90	94	85
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	81	54	77	79	89	80	88	84
Police effort into catching people breaking road safety laws should be..	Increased	48	44	57	48	39	46	57	35
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	10	9	9	12	7	8	1
The risk of being caught drinking and driving is small	Agree/ strongly agree	38	30	41	40	35	32	34	31
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	20	21	31	31	19	22	17
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	82	88	85	78	80	77	73	79
Can tell where checkpoints will be	Agree/ strongly agree	34	51	34	46	32	52	29	40
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	53	61	55	57	46	70	50	66
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	38	33	39	46	45	29	36	26
Not much chance of an accident when speeding if careful	Agree/ strongly agree	18	14	23	17	28	8	16	8
The risk of being caught speeding is small	Agree/ strongly agree	33	29	32	38	30	38	37	29
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	79	80	80	83	78	80	76	81
Should there be more use of 60 and 80 km/h limits?	Yes	57	60	58	52	61	43	50	50

...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>		1450	92	252	84	89	90	94	85
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	65	66	70	65	70	63	69	69
How often do you see speed cameras on your usual roads	Often/ almost always	41	33	46	34	51	40	57	19
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	32	21	34	32	32	38	37	33
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	99	95	95	93	96	94	95
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	56	58	58	51	50	56	47	52
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	33	25	32	34	35	39	38	50
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	14	15	14	12	12	17	19	29
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	26	31	29	32	31	28	31
No seatbelt when passenger travelling around town in last year	Often/ always	5	5	5	9	8	7	2	2
No seatbelt when passenger on open road in last year	Often/ always	3	0	4	7	6	4	2	1
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	72	68	83	72	64	57	83	63
... open road State Highways	Top/ high priority	84	88	82	92	77	90	92	84
... other open roads	Top/ high priority	63	79	61	73	66	67	67	74
... major roads in towns and cities	Top/ high priority	66	61	67	57	68	60	71	66
... residential streets	Top/ high priority	35	26	41	35	26	30	36	42

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>		1450	90	103	91	79	118	93	90
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	81	84	87	85	85	84	84	87
Police effort into catching people breaking road safety laws should be..	Increased	48	45	42	40	35	50	34	42
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	7	4	6	4	4	2	3
The risk of being caught drinking and driving is small	Agree/ strongly agree	38	45	36	36	25	42	27	23
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	16	22	25	28	30	23	26
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	82	82	80	78	80	84	77	79
Can tell where checkpoints will be	Agree/ strongly agree	34	32	36	32	37	23	30	26
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	53	40	50	63	56	49	47	46
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	38	36	50	41	27	22	49	38
Not much chance of an accident when speeding if careful	Agree/ strongly agree	18	16	19	18	14	14	9	8
The risk of being caught speeding is small	Agree/ strongly agree	33	46	26	40	33	38	20	23
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	79	83	69	77	75	87	74	79
Should there be more use of 60 and 80 km/h limits?	Yes	57	60	56	66	44	57	61	35

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>		1450	90	103	91	79	118	93	90
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	65	62	54	66	63	68	48	61
How often do you see speed cameras on your usual roads?	Often/ almost always	41	44	48	24	31	33	47	16
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	32	30	29	37	32	30	27	35
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	98	90	96	96	95	96	93
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	56	56	59	56	35	66	50	36
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	33	33	30	43	47	26	35	49
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	14	15	11	14	27	11	22	22
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	33	15	29	32	19	33	39
No seatbelt when passenger travelling around town in last year	Often/ always	5	2	5	7	3	1	4	6
No seatbelt when passenger on open road in last year	Often/ always	3	2	3	3	1	2	2	1
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	72	60	75	62	56	56	76	68
... open road State Highways	Top/ high priority	84	85	86	87	87	81	86	91
... other open roads	Top/ high priority	63	58	55	60	71	55	74	70
... major roads in towns and cities	Top/ high priority	66	66	74	59	59	67	61	73
... residential streets	Top/ high priority	35	34	33	32	40	34	31	37

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	884	756	168	429	556	485
<i>Drivers in sample</i>		1450	747	703	111	404	525	408
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be..	Increased	48	54	42	41	50	49	51
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	7	5	9	8	4	6	11
The risk of being caught drinking and driving is small	Agree/ strongly agree	38	36	40	33	37	35	49
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	16	31	26	28	25	13
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	82	80	84	76	84	83	82
Can tell where checkpoints will be	Agree/ strongly agree	34	33	35	42	38	32	26
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	53	52	53	62	42	52	58
Speed								
Enjoy driving fast on open road (%drivers)	Like/ like very much	38	36	40	48	42	36	31
Not much chance of an accident when speeding if careful	Agree/ strongly agree	18	13	23	24	13	17	21
The risk of being caught speeding is small	Agree/ strongly agree	33	30	35	30	26	31	46
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	79	81	78	68	85	79	82
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/ strongly agree	65	70	60	56	65	64	76
How often do you see speed cameras on your usual roads?	Often/ almost always	41	39	43	45	46	43	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	884	756	168	429	556	485
<i>Drivers in sample</i>		1450	747	703	111	404	525	408
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	32	30	33	44	28	29	31
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	94	95	89	97	94	96
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	56	55	57	59	57	53	58
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	33	34	32	32	30	32	39
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	14	16	12	12	12	12	23
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	27	31	24	30	24	23	36
No seatbelt when passenger around town in last year	Often/ always	5	2	8	7	7	4	1
No seatbelt when passenger on open road in last year	Often/ always	3	1	6	6	3	4	1
Roading								
What priority for safety engineering improvements to ...								
... motorways	Top/ high priority	72	72	71	66	71	69	82
... open road State Highways	Top/ high priority	84	84	85	71	87	88	86
... other open roads	Top/ high priority	63	65	61	55	65	63	68
... major roads in towns and cities	Top/ high priority	66	71	61	70	66	59	74
... residential streets	Top/ high priority	35	36	34	31	38	32	42