



Ministry of **Transport**
TE MANATŪ WAKA

Public attitudes to road safety

Results of the 2010 survey

Prepared by the Research and Statistics team of the Ministry of Transport.

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

Public attitudes to road safety survey, Ministry of Transport 2010

Survey of public attitudes to road safety, 2010: summary of results

1 Introduction

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

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

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

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

2 Method

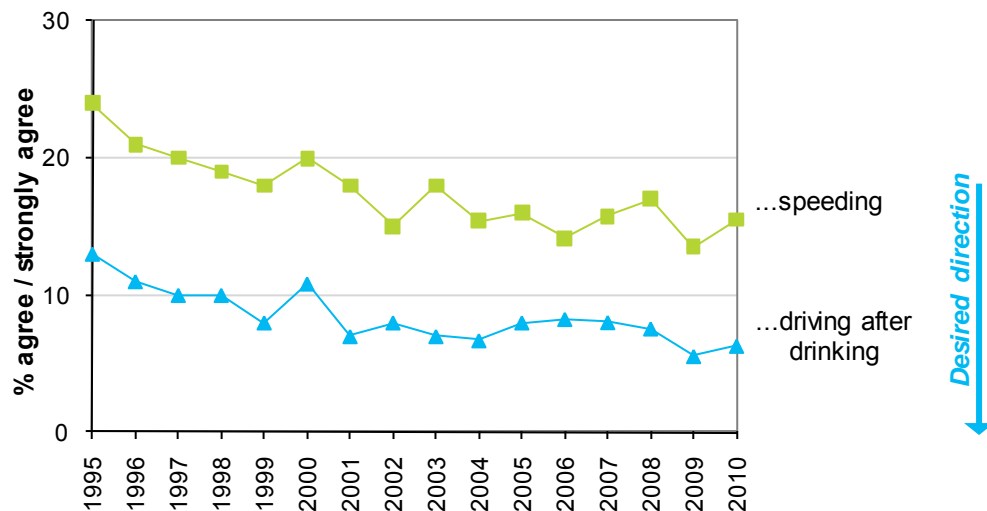
The fieldwork for the survey was carried out by an independent survey company, National Research Bureau. Surveys were carried out in May and June of each year by trained interviewers who conducted face-to-face interviews in respondents' homes.

The sample was chosen to be representative of the New Zealand adult population and included men and women aged 15 and over from towns, cities and rural areas throughout New Zealand. In 2010, 1650 people were interviewed, 1489 of whom held a driver licence. Further details of the sample and methodology may be found in Appendix A.

Overview

- 2.1 **Speed and alcohol** were widely acknowledged as major road safety problems. Only six percent of New Zealanders didn't think that drink-driving was risky, maintaining the improvement made in recent years (Figure 1). One in six (16 percent) thought that speeding wasn't risky "as long as you are careful".

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

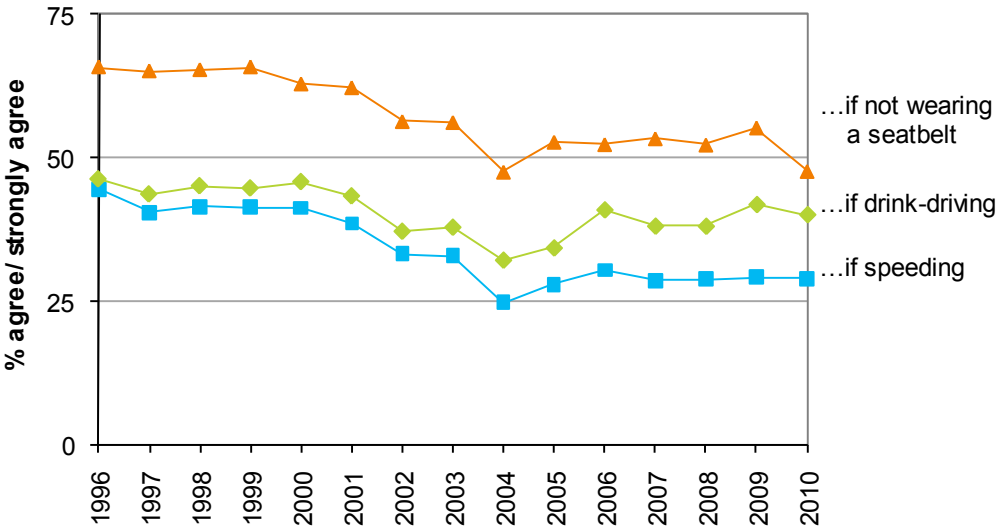


- 2.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. Ninety-three percent of New Zealand adults said they would like Police efforts to enforce road safety laws increased (42 percent) or maintained at the current level (51 percent). More than three-quarters of New Zealanders say that compulsory breath testing (CBT) and speed enforcement help to lower the road toll. Support for seatbelt enforcement is even higher, with 88 percent agreeing that seatbelt enforcement helps lower the road toll.
- 2.3 **Trends:** Most indicators are at similar levels to last year. Over the last four years there has been little or no improvement in public perceptions of the risk of being caught speeding, drink-driving or failing to wear a seatbelt (see Figure 2). Individual measures that have shown significant change are discussed in the appropriate section of this report.

Figur

The risk of being caught... is small

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3 General attitudes to road safety and enforcement

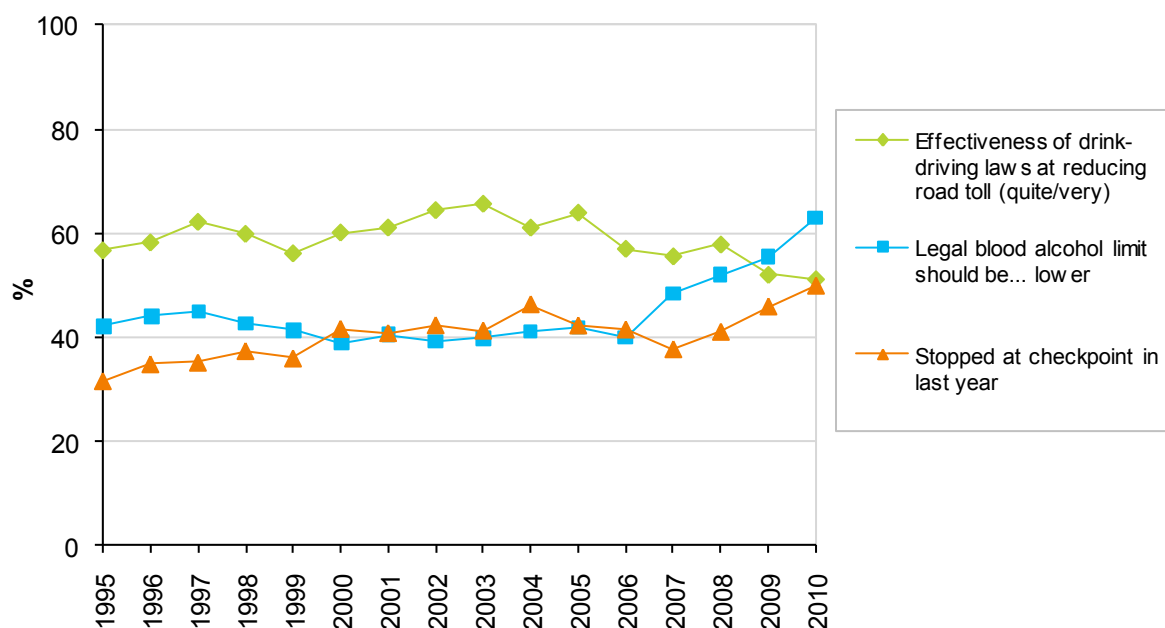
- 3.1 Overall, the vast majority of New Zealanders are supportive of road safety enforcement, current penalties and advertising measures aimed at reducing the road toll.
- 3.2 **How safe is road travel in New Zealand?** Seven percent of New Zealanders described road travel in this country as “very safe”. A further 73 percent described it as “fairly safe”; 18 percent described it as “fairly unsafe” and 3 percent as “very unsafe”¹. Overall, 80 percent described the roads as “very safe” or “fairly safe” in 2010, a slight decrease from 83 percent in 2009.
- 3.3 **Road safety enforcement.** Overall, public support for police enforcement remains high. Forty-two percent of New Zealanders said that police effort to catch people breaking road safety laws should be increased further. A further 51 percent wanted that effort maintained at current levels. Only six percent thought police effort should be decreased. These results are very similar to those of recent years.
- 3.4 **Penalties.** In 2010, 43 percent of New Zealanders said that penalties for breaking road safety laws should be increased. 48 percent thought penalties should remain about the same as they are now, and only 4 percent were in favour of reducing the severity of penalties. These results are similar to those in recent years.
- 3.5 **Advertising.** When asked, 36 percent of New Zealand adults thought that there should be more publicity and advertising about road safety, and 58 percent thought the amount of publicity and advertising should remain about the same as at present. Only five percent wanted to see a reduction in publicity and advertising about road safety. These results are similar to those of the last 5 years.
- 3.6 **Road design and standards.** Only 13 percent of New Zealanders described the design and standard of the roads they normally used as “very safe”. A further 71 percent thought that their usual roads were “fairly safe”. 16 percent described the design and standard of the roads they normally used as “very unsafe” or “fairly unsafe”. There has been little change in this perception over the last decade.
- 3.7 Northland residents were most likely to describe the design and standards of their roads as unsafe; 46 percent of Northland residents described the design and standard of the roads they normally used as “very” or “fairly” unsafe.
- 3.8 **Fatigue.** Each year from 2007, respondents have been asked how strongly they agreed or disagreed with the statement “Driving when you are tired increases the chance you might have an accident”. Almost everyone (98 percent) agreed with the statement. Fifty-eight percent “strongly agreed” and 40 percent “agreed”. Only one percent disagreed with the statement or were neutral on the issue.

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

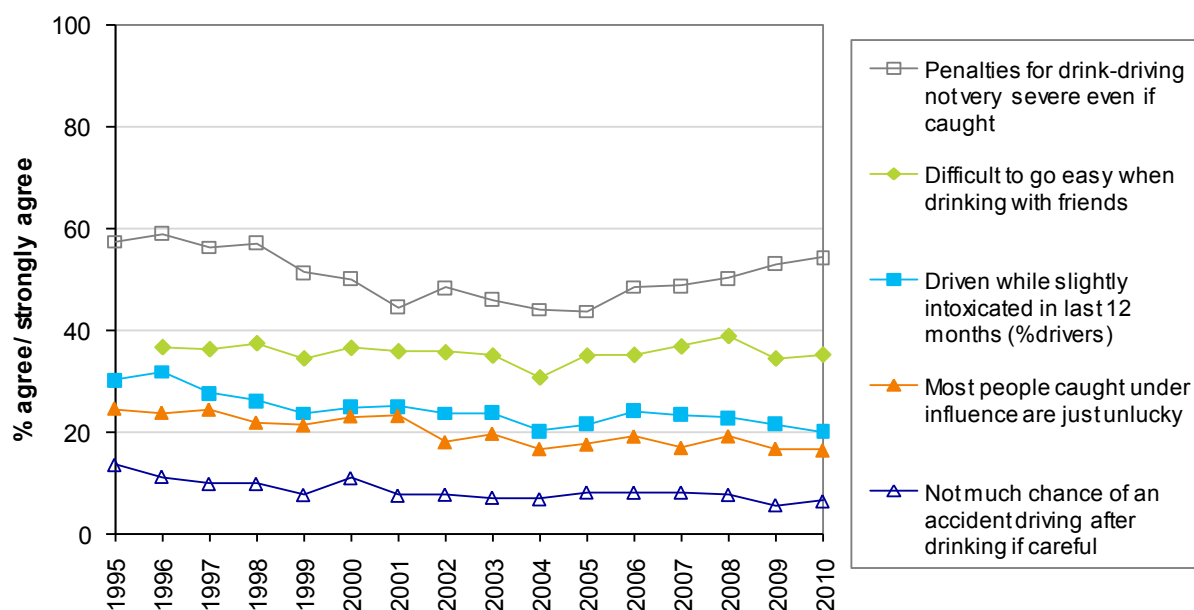
4 Alcohol-impaired driving

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

Attitudes to alcohol (increasing is good)



Attitudes to alcohol (decreasing is good)



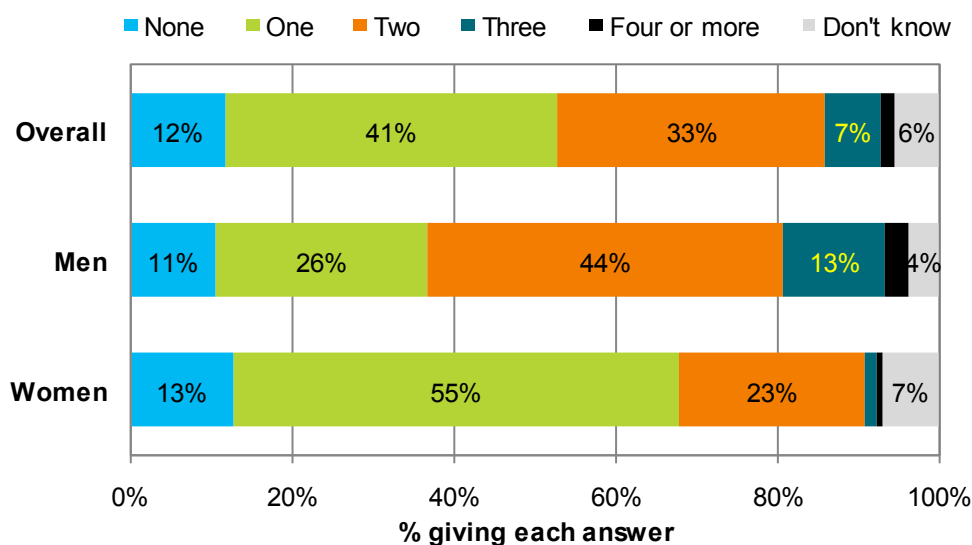
- 4.3 **Risk of crash.** Recognition of the risk of drink-driving is being maintained at a high level. Only 6 percent of New Zealanders said that “there is not much chance of an accident when driving after drinking if you are careful” (see Figure 4 above).
- 4.4 **Blood alcohol limit.** Nearly two thirds (63 percent) of New Zealanders favoured a lower legal blood-alcohol limit for driving. This has increased significantly over the last five years, from 40 percent in 2006, and is the highest support recorded since the question was first asked in 1994 (See Figure 3). Men and women were equally in favour of a lower limit.
- 4.5 Forty-seven percent of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 16 percent wanted it lowered to zero. Thirty-one percent thought the limit should be left as it is. Only three percent were in favour of raising the legal limit. (The remaining three percent said they had no opinion on the subject).
- 4.6 Young people aged 15 to 24 were least likely to favour lowering the limit, although even among this group almost half (49 percent) wanted the limit lowered. Even among people who admitted having driven while slightly intoxicated, 48 percent were in favour of a lower alcohol limit.
- 4.7 **How many drinks should be allowed before driving?** To explore perceptions about the blood alcohol limit in a more readily accessible way, a new question was introduced in 2009. Respondents were asked how many standard drinks someone of the same gender as them should be allowed to have in an hour if they were planning to drive immediately afterwards.
- 4.8 The concept of a ‘standard drink’ was explained as one can of beer or one small glass of wine and supported by a photograph showing a 330ml can of beer, a small glass of wine and a 30ml serve of spirits.
- 4.9 Figure 5 shows the results. Ninety-one percent of women thought a woman should be allowed two or fewer drinks in the hour before driving, and 68 percent thought at most one drink should be allowed. Ninety-three percent of men thought a man should be allowed three or fewer drinks, and 81 percent thought a man should be allowed two or fewer drinks. For most people these levels of drinking (one drink in an hour for a woman, two for a man) will result in a blood alcohol level slightly less than 50 mg/100ml. Reaching the current limit of 80mg/100ml requires about 3.5 drinks in the first hour for a man, and 2.5 drinks for a woman².
- 4.10 Overall, the large majority, 86 percent, thought drivers should be limited to two or fewer drinks during the hour. A further seven percent wanted the ceiling set at three drinks.

² Pennsylvania Liquor Control Board's Bureau of Alcohol Education, based on formula developed by National Highway Traffic Administration 1994. (Note that one US standard drink is approximately 1.4 NZ standard drinks). www.lcb.state.pa.us/portal/server.pt/community/alcohol_the_law/17511/alcohol_impairment_chart/611972 accessed 28/7/10.

- 4.11 More than half (53 percent) said that drivers should be limited to one drink (or no drinks at all) in an hour. Six percent said they didn't know. Only two percent thought drivers should be permitted more than three drinks in an hour before driving.
- 4.12 These results were similar for all age groups. Even among people who admitted to having driven while slightly intoxicated, more than three quarters (79 percent) thought the limit should be set at two or fewer drinks, and 92 percent thought the limit should be set at three or fewer drinks.

Drinking before driving

How many standard drinks should a man/ a woman be allowed to have in an hour if planning to drive immediately afterwards?*



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

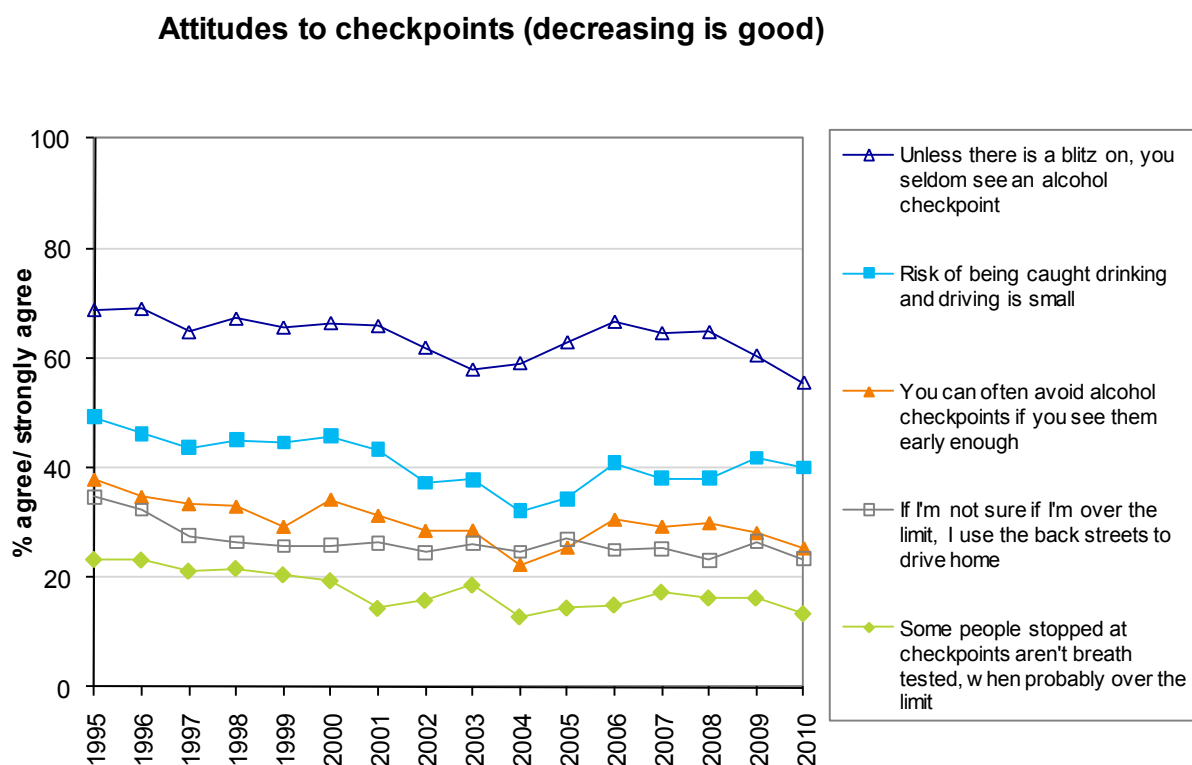
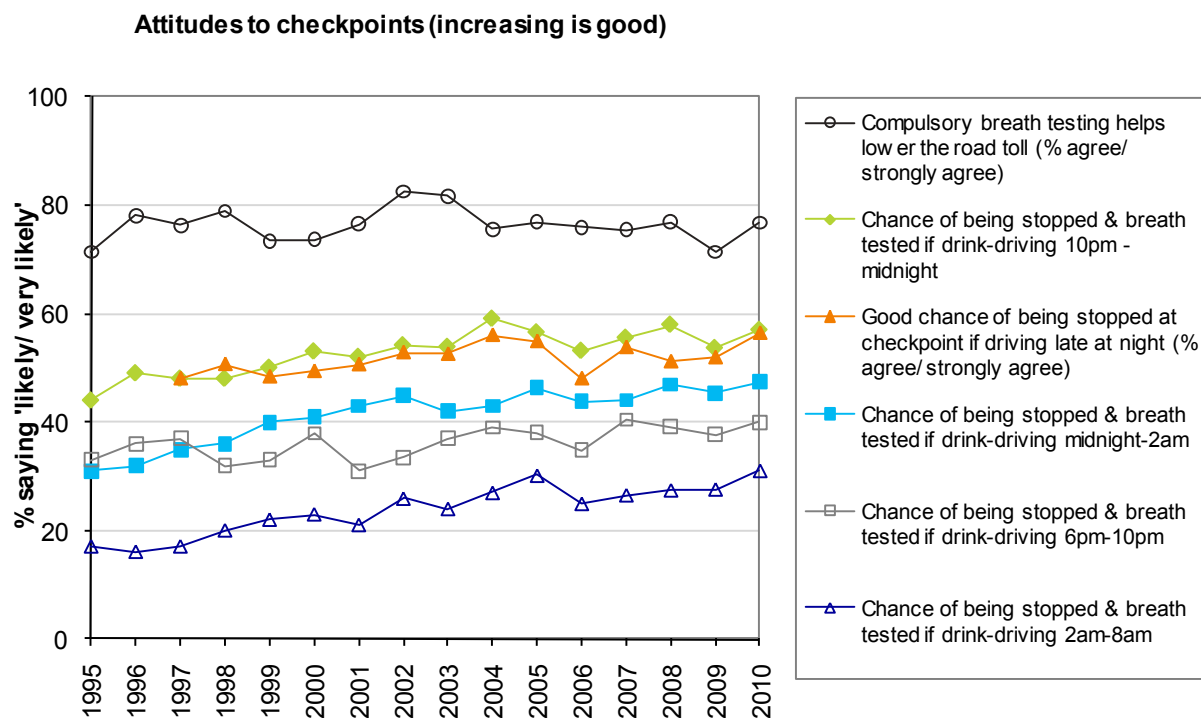
- 4.13 **Social influences.** Peer pressure and social drinking remain strong influences. More than a third (35 percent) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (35 percent) said it was difficult to “go easy” when drinking with friends. These results have shown little change over the last ten years (see Figure 4).
- 4.14 Peer pressure was felt most strongly among the young. Forty-seven percent of young people aged 15 to 24 said it was difficult to keep track of what they were drinking on social occasions and 41 percent said it was difficult to go easy and drink less than the group.
- 4.15 **Self-reported drink-driving.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey fell between 1995 and 1999, but has remained fairly static since (see Figure 4). In 2010, 20 percent of drivers (27 percent of male drivers) said they had driven while slightly intoxicated during the last year. These results are similar to those from recent years, but are a substantial decrease from 30 percent (41 percent of males) in 1995. (Of course, the public perception of what „slightly intoxicated’ means may have changed over this period; this survey does not attempt to assess this).

- 4.16 More than a third (36 percent) of males aged 15 to 24, said that they had driven while slightly intoxicated in the last year.
- 4.17 **Effectiveness of law.** Fifty-one percent of New Zealanders agreed that our drink-driving laws were “very” or “quite” effective at reducing the road toll. This is similar to last year, but has decreased since the early 2000s, when the number varied between 60 percent and 64 percent (see Figure 3).
- 4.18 Forty-four percent said that the drink-driving laws were not very effective. Only three percent thought that New Zealand’s drink-driving laws had no effect on the road toll. (One percent said they didn’t know).
- 4.19 People aged 60 and over were most likely to say that our drink driving laws were not effective. More than half (58 percent) of this group said that our drink driving laws have little or no effect on the road toll.
- 4.20 **Penalties.** More than half of all those surveyed (54 percent) agreed with the statement “penalties for drinking and driving are not very severe even if you are caught”. This suggests either lack of awareness of the severity of current penalties, or public sympathy for tougher penalties to discourage drink-driving. This has increased steadily from 43 percent in 2005 to 54 percent in 2010.
- 4.21 Older people were most likely to think penalties are not very severe. Two thirds (65 percent) of people aged 60 and over said that penalties for drinking and driving were not very severe, compared to less than half (43 percent) of those aged 15 to 24.
- 4.22 People who admitted drinking and driving were more likely to think penalties were severe, than those who did not drink and drive. Of people who admitted driving while slightly intoxicated, 46 percent thought penalties for drink-driving weren’t very severe, while 58 percent of those who did not report driving while intoxicated thought penalties weren’t very severe.

5 Drink-driving enforcement

5.1 Attitudes towards drink-driving enforcement measures, including compulsory breath testing (CBT), have improved slightly over the last year (see Figure 6 and Figure 7).

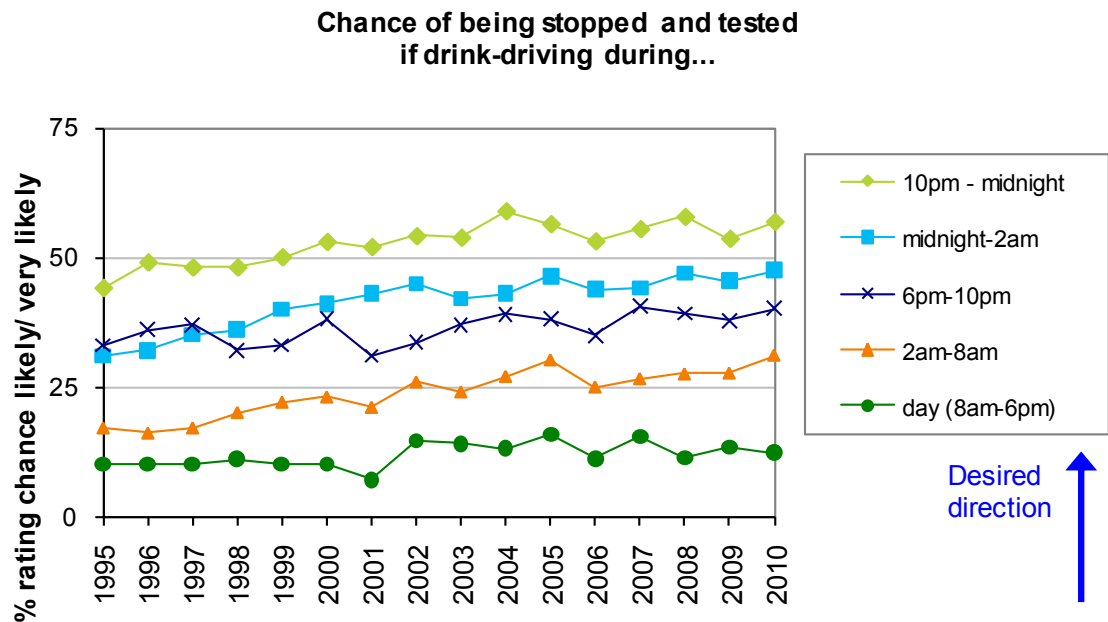
Figure 6: Attitudes to drink-driving enforcement (increasing trend reflects improvement in)



- 5.2 **CBT lowers road toll.** More than three quarters (77 percent) of New Zealanders agreed that “compulsory breath testing (CBT) helps to lower the road toll”. Thirteen percent disagreed with this statement. The remaining 10 percent said they were neutral or didn’t know. This has remained fairly consistent over the last decade (see Figure 6).
- 5.3 **Drink-driving enforcement.** Two fifths (40 percent) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 7). Half the people aged 60 and over thought the chance of being caught drink driving was small.
- 5.4 Gains were made in this area over the decade 1995 to 2004, shown by a decrease from 49 percent agreement with this statement in 1995 to 32 percent in 2004, as New Zealanders became increasingly aware of the effectiveness of drink-driving enforcement. However the improvement has been partially reversed in the period since 2005. This is a disturbing trend in a key indicator of attitudes to alcohol enforcement.
- 5.5 Figure 2 (in the Overview section above) compares this trend to the perceptions of being caught speeding or without a seatbelt.
- 5.6 **Checkpoints.** Fewer people now say that they “seldom saw checkpoints except during blitzes”. In 2010, 55 percent said they seldom saw checkpoints. Although still a majority view, this continues a steady improvement in awareness of checkpoints over the last three years (see Figure 7).
- 5.7 People over 60 were most likely to say they seldom saw checkpoints; 65 percent of people aged sixty and over said they seldom saw checkpoints, compared to 47 percent of 15 to 24 year olds.
- 5.8 Sixty-two percent of drivers reported having been stopped at an alcohol checkpoint at least once during the preceding 12 months. Seventy-eight percent of young males aged 15 to 24 had been stopped at a checkpoint in the last year. Of people who admitted to driving while slightly intoxicated, 64 percent had been stopped at a checkpoint at least once in the last year.
- 5.9 Eighteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. Twenty-six percent of young males had been stopped at least three times in the last year.
- 5.10 People living in Manawatu / Whanganui were more likely than others to say that they seldom saw a checkpoint (69 percent) and that checkpoints could be avoided if you saw them early enough (33 percent). Half of the region’s residents (52 percent) said that the risk of being caught drinking and driving was small, compared to the national average of 40 percent.
- 5.11 **Avoiding checkpoints.** Well over a third of New Zealanders (38 percent) said that they could tell where checkpoints would be. This has remained essentially unchanged for the last decade (Figure 7). Just under a quarter (23 percent) said they use the back streets to drive home when they might be over the limit.

- 5.12 Rural and small town residents were most likely to think they could tell where checkpoints would be (48 percent thought they could tell, compared to 33 percent of major city dwellers and 41 percent of provincial city residents). Sixty percent of Northland residents and 57 percent of those in the Waikato thought they knew where checkpoints would be.
- 5.13 A quarter (25 percent) said they could often avoid checkpoints if they saw them early enough. A third (36 percent) of Gisborne region residents thought they could avoid checkpoints.
- 5.14 **Compulsory screening.** Thirteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 7). A quarter (25 percent) of those aged between 20 and 29 thought that some people weren't tested.
- 5.15 **Chance of being stopped late at night.** Fifty-six percent of New Zealanders surveyed thought there was a good chance of being stopped at a checkpoint if driving late at night (see Figure 6). Twenty-eight percent said they disagreed that there was a good chance of being stopped. The remaining 16 percent said they were neutral or didn't know. Similar responses were received from men and women, and across all age groups.
- 5.16 People who said they'd driven while slightly intoxicated were no less likely to think they'd be stopped late at night than anyone else. Fifty-eight percent of people who had driven after drinking agreed they were likely to be stopped at a checkpoint, compared with 54 percent of other people.
- 5.17 People living on the West Coast were least likely to think they would be stopped at a checkpoint if driving late at night. Only just over a third (36 percent) of Coasters said there was a good chance of being stopped. Well under half of the people living in Northland, Southland and Manawatu/ Whanganui thought they were likely to be stopped (43 percent, 40 percent and 41 percent respectively).
- 5.18 **Chance of being stopped, by driving situation.** More than half of New Zealanders (59 percent) would expect to be stopped and tested if they were drink-driving in a large city. A further 23 percent rated the chance as "fifty-fifty".
- 5.19 Just over a third (38 percent) thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. 39 percent of people said it was "very" or "fairly" unlikely that a drink-driver would be stopped on a major highway.
- 5.20 Only a quarter (25 percent) thought they would be stopped if they were drink-driving in a small town, and just one in seven (14 percent) would expect to be stopped if they were drink-driving on a rural road. Sixty-nine percent of all drivers and 67 percent of rural dwellers thought it very or fairly unlikely that they would be stopped if drink-driving on a rural road.
- 5.21 **Chance of being stopped, by time of day.** Over the last decade there has been a gradual increase in awareness of compulsory breath testing during the evening and overnight. In particular there has been an increasing awareness in recent years of the chance of being caught after midnight (see Figure 8).

Figur



- 5.22 Fifty-seven percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. Forty percent said they would expect to be stopped if they drank and drove between 6pm and 10pm.
- 5.23 Just under half (47 percent) would expect to be caught if they were drink-driving between midnight and 2am, and just under a third (31 percent) thought they would be caught if drinking and driving between 2am and 8am. New Zealanders are continuing to become more aware of enforcement during these after-midnight hours.
- 5.24 Only 12 percent said that there would be a good chance of being caught if they were drink-driving in the daytime (between 8am and 6pm). This has changed little in the last 9 years.

Speed and speed enforcement

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

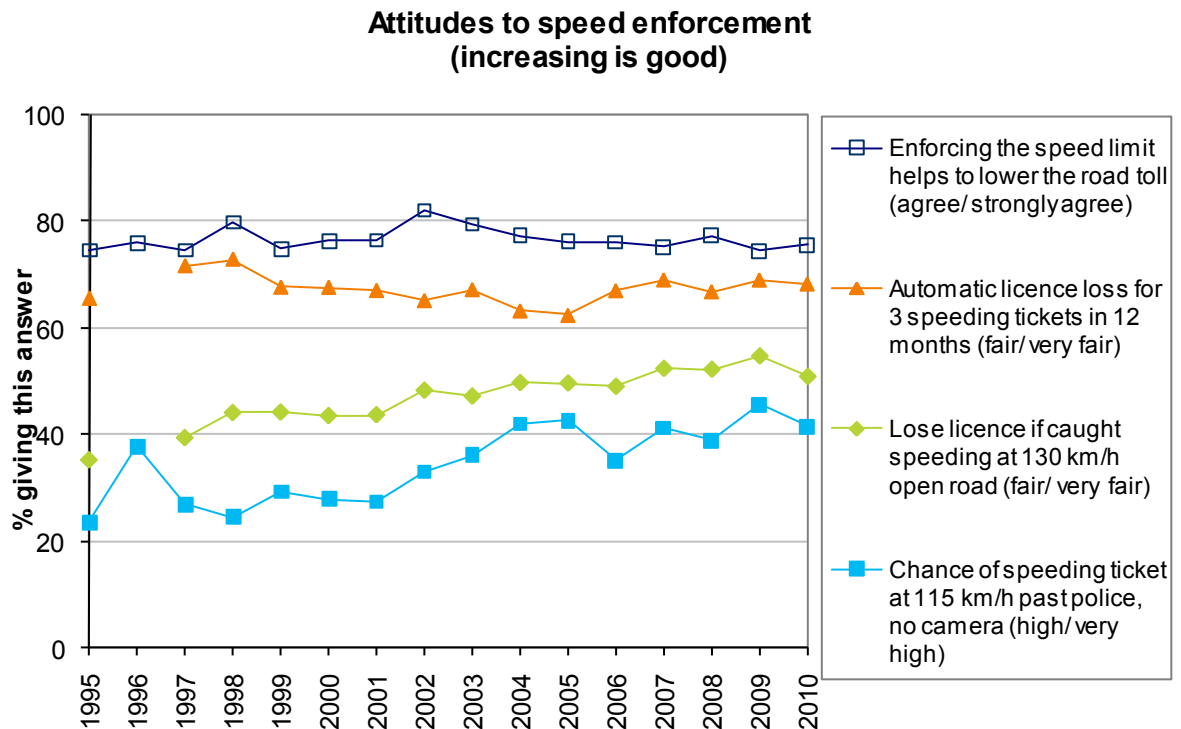
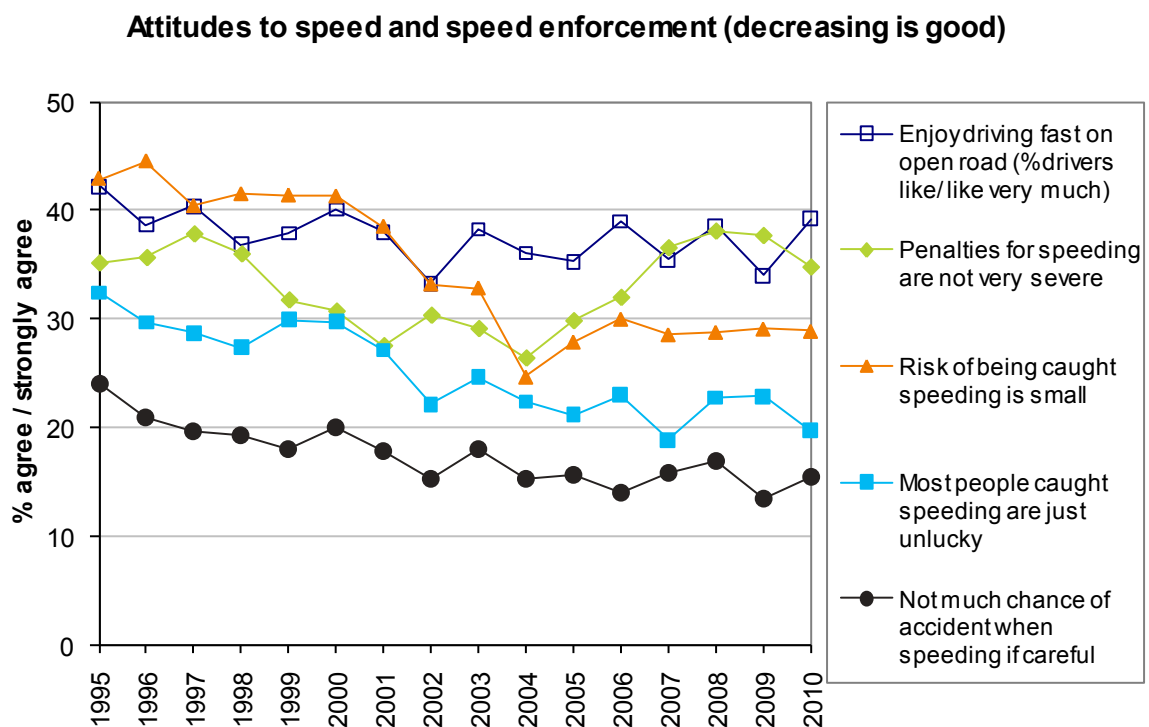


Figure 10: Attitudes to speed and speed enforcement (*decreasing* trend reflects improvement in safety attitudes)



- 5.26 **Risk of crash.** One in six New Zealanders (16 percent) agreed with the statement “there is not much chance of an accident when speeding if you are careful”. This measure improved between 1995 and 2002, but since then has fluctuated in the 15 to 18 percent range (Figure 10).
- 5.27 Young males aged 15 to 24 were most likely to think speeding wasn’t dangerous as long as they were careful (25 percent). Failing to acknowledge the risk was also more common among Northland and Auckland residents (21 percent and 23 percent respectively) and among people who had driven while slightly intoxicated (24 percent).
- 5.28 **Driving fast.** Well over a third (39 percent) of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the late thirties for the last decade (Figure 10).
- 5.29 Overall, 42 percent of males and 36 percent of females said they liked driving fast on the open road. Young drivers were much more likely to say they liked driving fast than older ones; 55 percent of drivers aged 15 to 24 said they liked it, compared to 44 percent of those aged 25 to 39, 37 percent of those in their forties and fifties, and 30 percent of those aged 60 and over.
- 5.30 More than half (53 percent) of male drivers aged 15 to 24 said that they liked driving fast. People who admitted driving while intoxicated were also more likely than others to say they liked driving fast (52 percent compared to 30 percent of other drivers).
- 5.31 **Effectiveness of enforcement.** Support for speed enforcement remains high. Three quarters (76 percent) of New Zealanders agreed with the statement “enforcing the speed limit helps to lower the road toll”; 15 percent disagreed and 10 percent said they were neutral on this issue. This has changed little since 1995 (Figure 9). This measure was similar across both genders and all age groups.
- 5.32 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but has been static in recent years. Twenty-nine percent of New Zealanders agreed with the statement “the risk of being caught speeding is small”, the same percentage as in 2007, 2008 and 2009 (Figure 10). People under 20 and those aged 60-plus were most likely to say that “the risk of being caught speeding is small” (33 percent and 35 percent respectively agreed with the statement).
- 5.33 **Speed limits.** As in recent years, the great majority of New Zealanders (86 percent) said that speed limits on the roads they normally use are about right. Five percent said they were too high and eight percent that they were too low.
- 5.34 **Open road speed limit.** When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept as it is, 78 percent said they wanted it kept as it is and 4 percent thought it should be lowered. The minority saying that the “100 km/h limit should be raised” decreased from 25 percent in 1995 to 14 percent in 2009, but has increased again slightly to 18 percent in 2010.
- 5.35 Not surprisingly, people who had received speeding tickets were most likely to say the speed limit should be raised. Just under a third (31 percent) of people who’d received a speeding ticket thought the 100km/h limit should be raised.

- 5.36 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. Eighty-three percent of New Zealanders said that the urban 50km/h speed limit should be retained and a further 5 percent that it should be lowered. Since these questions were first asked in 1995, there has been in a gradual decline in support for raising the urban speed limit, from 21 percent in 1995 to 11 percent in 2010.
- 5.37 **Definition of speeding.** Participants were asked “On the open road, what speed do you consider to be speeding?”. Fifty-two percent named speeds of 110 km/h or less as “speeding”. A further 11 percent named speeds of 111 - 115 km/h. The mean speed named was 113.5 km/h. This may reflect widespread knowledge of the 10 km/h enforcement tolerance applied by police in practice. Young men aged 15 to 24, and those who admitted to driving while intoxicated, were more likely than other groups to name high speeds.
- 5.38 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. From 16 January 2006, the threshold for automatic licence suspension became 40 km/h over the posted permanent speed limit, or 140 km/h on the open road. In 2009, automatic loss of licence at 140 km/h was described as “fair” or “very fair” by 77 percent of New Zealanders. This has gradually increased over the last decade from 68 percent in 1999. Only 9 percent said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn’t know).
- 5.39 Just over half (51 percent) said automatic licence loss would be fair at 130 km/h on the open road.
- 5.40 The question asked how fair or unfair it would be for a driver to “automatically lose their licence”. The actual penalty is licence suspension for 28 days. It is possible that the “loss of licence” referred to in the question sounds harsher than a 28-day suspension, so the responses may in fact underestimate public support for this penalty.
- 5.41 Speeding in urban areas was also regarded as highly unacceptable. In 2010, 94 percent supported loss of licence for speeding at 90 km/h in a 50km/h zone. This has gradually increased from 88 percent in 1999. Almost four fifths (79 percent) supported automatic loss of licence at 80 km/h, and 46 percent were in favour of automatic licence loss at 70 km/h in a 50 km/h zone.
- 5.42 **Repeat offending.** Sixty-eight percent of New Zealanders said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence. This is similar to the levels of the last few years (see Figure 9). Fifteen percent said automatic licence loss for three tickets in a year would be unfair or very unfair, and 16 percent were neutral on this issue or said they didn’t know.
- 5.43 **Self-reported speeding infringements.** Eighteen percent of drivers reported receiving at least one speeding ticket in the previous year. Nineteen percent of male drivers and 17 percent of female drivers reported receiving a speeding ticket in the year preceding the survey. Not surprisingly, drivers who said they liked driving fast were more likely to have had a speeding ticket (24 percent) than those who disliked driving fast (13 percent). Twenty-six percent of people who had driven while intoxicated had received a speeding ticket, compared to 16 percent of people who didn’t report any drink-driving.

5.44 Thirty percent of drivers aged between 30 and 39 had received a speeding ticket.

5.45 **Chance of receiving a ticket.** New Zealanders now expect to be caught if they speed past a speed camera (see section 6, *Speed cameras*), but are less convinced that they'll be stopped if they're passing a police officer without a camera.

5.46 Although more than two thirds (71 percent) of New Zealanders now believe they would be likely to receive a ticket if they drove past a police officer in light traffic at 120 km/h, less than half (41 percent) would expect a ticket at 115 km/h (Figure 11). This is interesting given widespread awareness that the police commonly apply a 10 km/h speed tolerance on the open road. In contrast, 74 percent said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 12).

Figure 11 **Chance of ticket if passing a Police officer (without a camera) at various speeds**

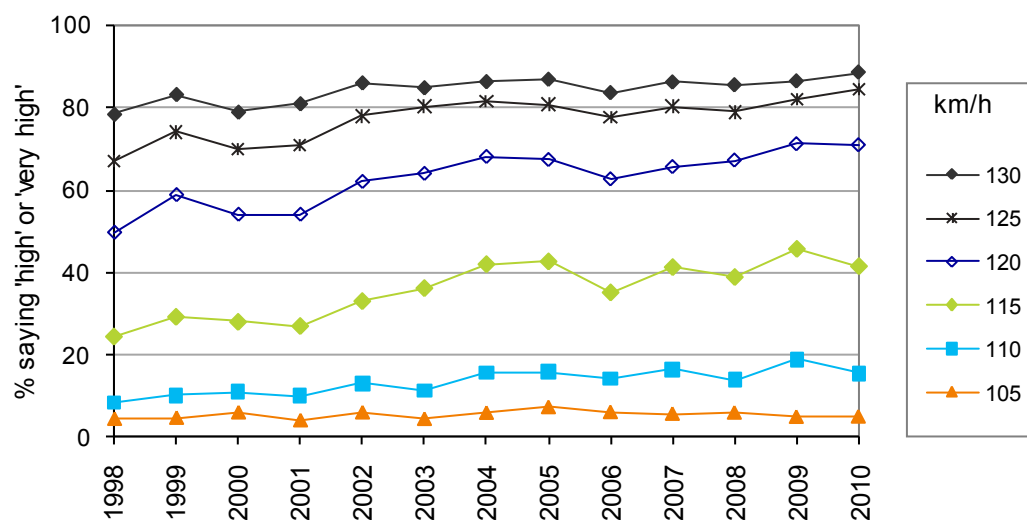
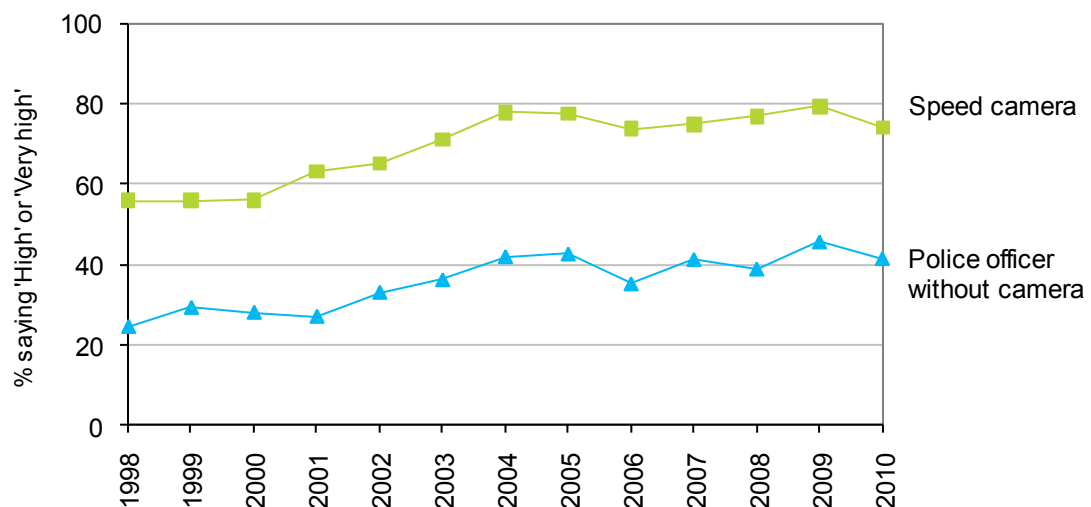


Figure 12 **Chance of ticket at 115 km/h if passing a...**

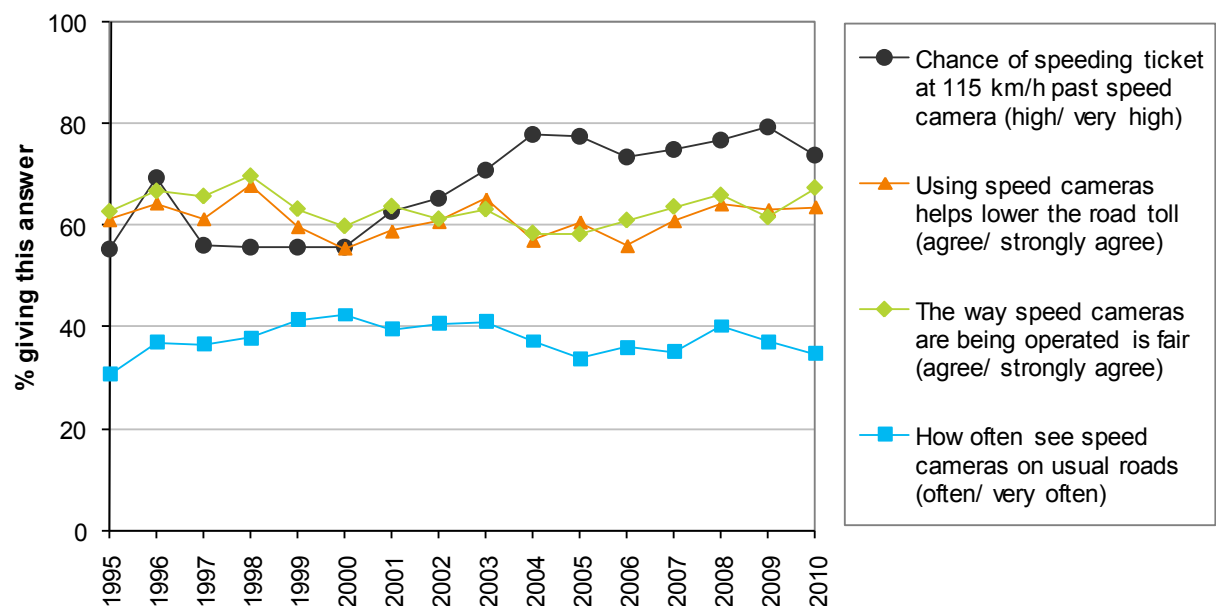


5.47 Around a quarter (23 percent) said there was a low or very low chance of receiving a ticket if they drove past a police officer at 115 km/h.

- 5.48 New Zealanders' expectation of receiving a ticket if speeding past a police officer at speeds between 110 km/h and 125 km/h has not changed significantly in the last year, though it has increased over the last decade.

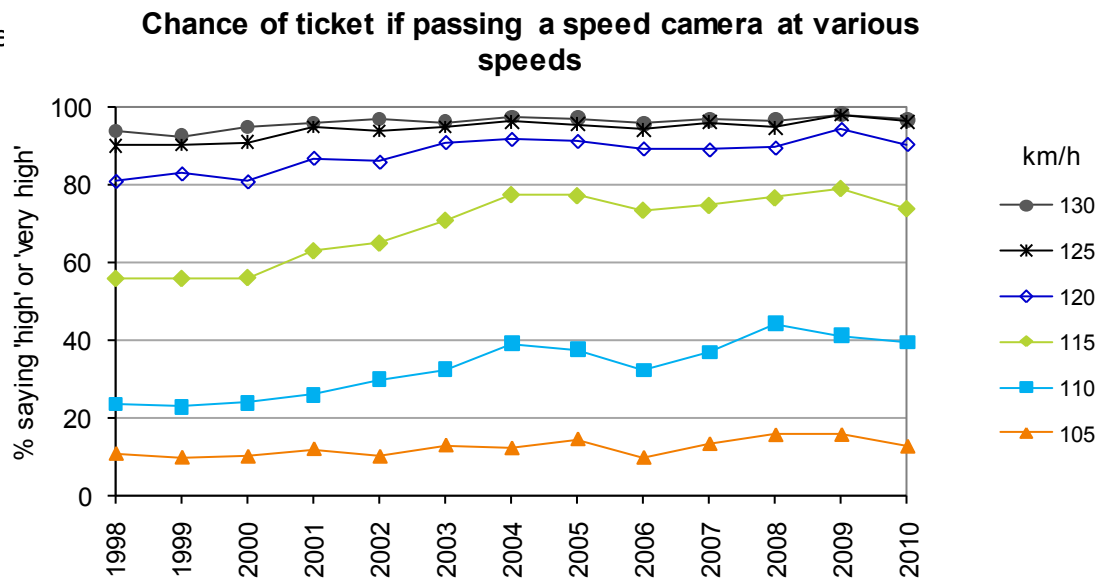
6 Speed cameras

Attitudes to speed cameras (increasing is good)



- 6.1 **Effectiveness of speed cameras.** The majority of New Zealand adults (64 percent) agreed or strongly agreed with the statement “Using speed cameras helps lower the road toll”. Twenty-two percent said speed cameras don’t help to lower the road toll and 14 percent were neutral on this issue. This hasn’t changed much over the last decade (Figure 13).
- 6.2 **Cameras operated fairly.** Two thirds of New Zealanders (67 percent) thought that the way speed cameras are being operated is fair.
- 6.3 **Chance of receiving a ticket.** Three out of four New Zealanders (74 percent) said they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h. This has decreased from 79 percent in 2009 (see Figure 14).

Figure

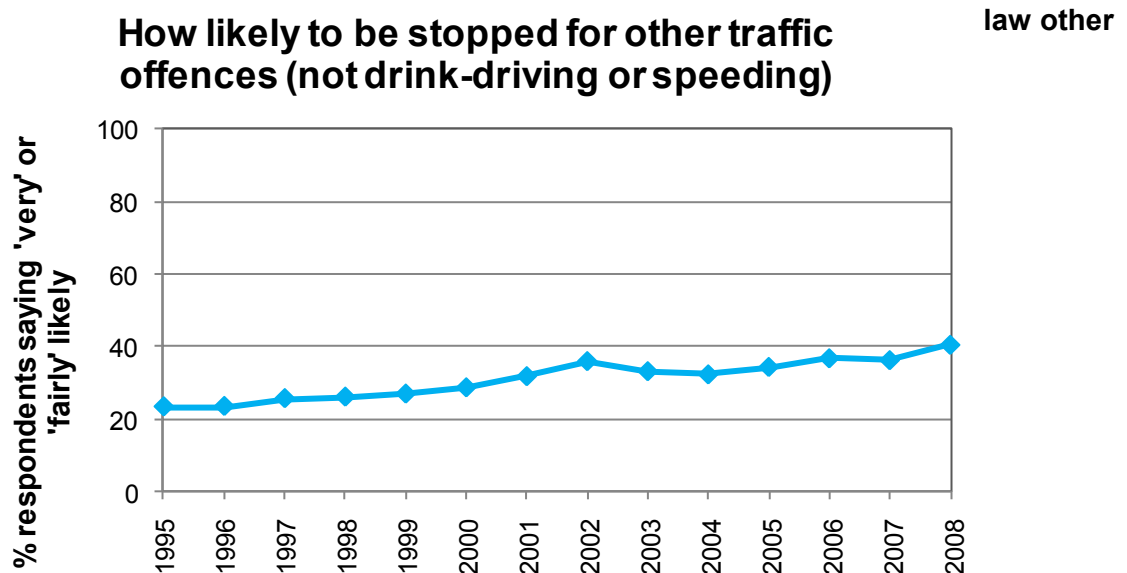


- 6.4 More than 90 percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher (compared to only 71 percent who thought they'd receive a ticket if they drove past a police officer at 120 km/h).
- 6.5 Forty percent would expect to receive a ticket if they passed a speed camera at 110 km/h.
- 6.6 **Awareness of cameras.** More than a third (35 percent) of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 13). This has been fairly static over the last decade. Those least likely to say they often saw speed cameras were people living in Southland (14 percent), Nelson/ Marlborough/ Tasman (20 percent), and Taranaki (21 percent).
- 6.7 **Hidden cameras.** Participants were asked "Do you support or oppose the use of hidden speed cameras to catch speeding drivers?". As in earlier years, the majority of New Zealanders supported the use of hidden cameras. Sixty-four percent of New Zealanders said they supported or strongly supported the use of hidden cameras, while 19 percent were opposed or strongly opposed to their use.

7 General enforcement and compliance

- 7.1 **General traffic enforcement.** Forty-one percent of New Zealanders thought that a driver who broke a traffic law (other than drink-driving or speeding) was likely to be stopped by the Police. This is the highest proportion since the question was first asked in 1997 (Figure 1).

Fig
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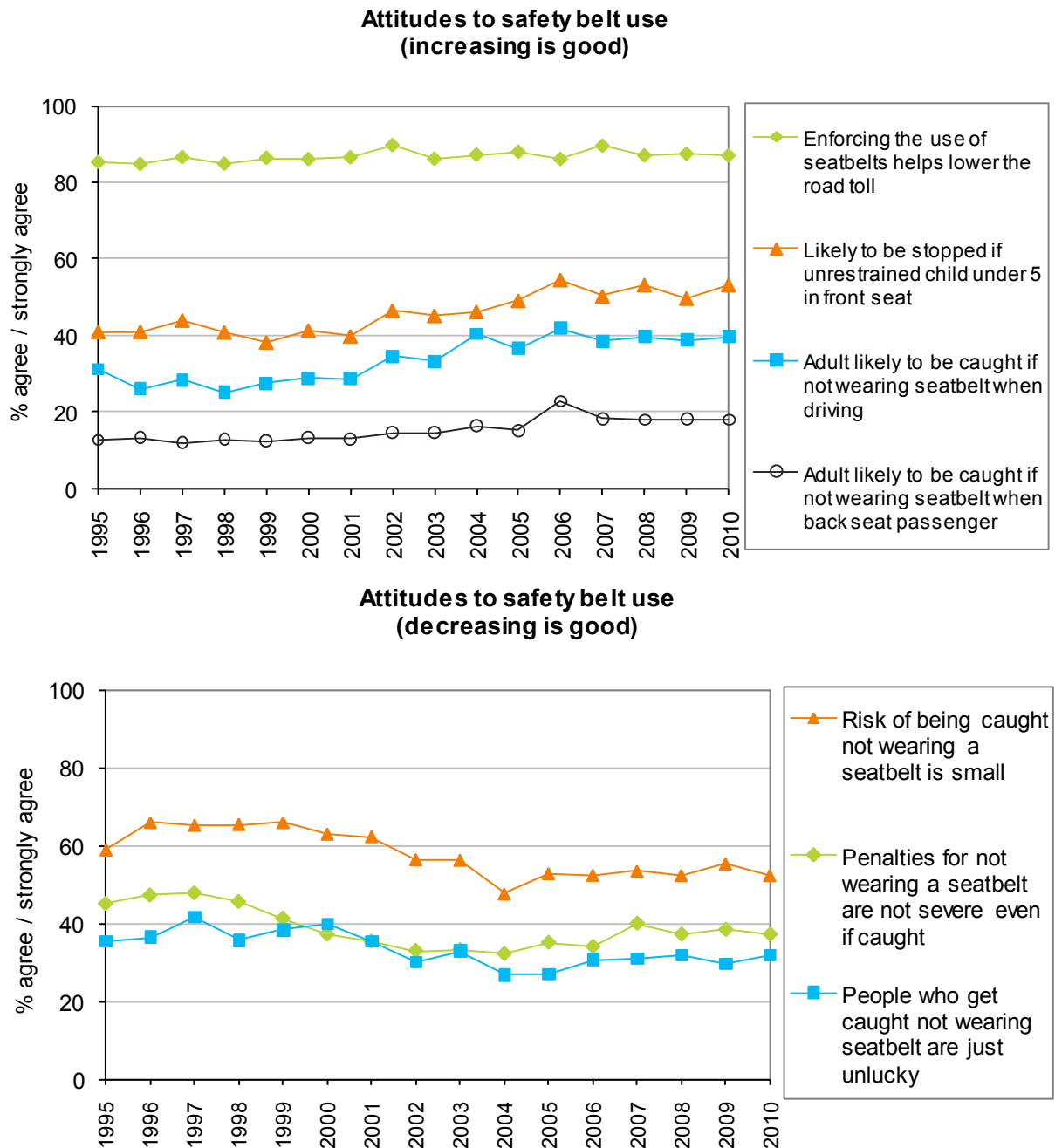
- 7.2 **Vehicle impoundment.** A large majority of New Zealanders (92 percent) supported vehicle impoundment for disqualified or repeated unlicensed driving. Support for impoundment has gradually increased from 84 percent when first asked in 1998.
- 7.3 **Unmarked police vehicles for traffic enforcement.** Several questions about the use of unmarked vehicles (other than speed camera vehicles), to detect offending on the roads, were asked for the first time in 2004. Some questions were altered in 2007.
- 7.4 In 2010, 94 percent of New Zealanders were aware that police use a fleet of unmarked vehicles to detect traffic offending. Awareness was high across all age groups and throughout NZ.
- 7.5 Those who were aware of the unmarked cars were asked to list all of the ways they'd become aware of them. Most people had seen an officer in an unmarked car (36 percent) and/or had seen someone else being ticketed (33 percent). A quarter (25 percent) had heard about the cars from someone else, nine percent mentioned that they'd heard about the cars through the media, and six percent had personally received a ticket from an officer in an unmarked car. Nine percent said they recognised the model, licence plates, aerial or other features of the cars.
- 7.6 Most people thought that unmarked cars were an effective and fair road safety measure. More than two thirds (70 percent) of those who were aware of unmarked cars said the use of unmarked cars to detect traffic offending was "very effective" or "quite effective" in helping to reduce the road toll. Just under a quarter (22 percent) thought the use of

unmarked cars was not very effective and only 4 percent said they had no effect. (The remaining 4 percent said they didn't know).

- 7.7 When asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car, 85 percent of those who were aware of the use of unmarked cars said that this would be "fair" or "very fair". Only 5 percent said it would be „unfair’ or „very unfair’. The remaining 10 percent said they were neutral on this issue. These results have changed very little over the last three years.

8 Safety belts and child restraints

8.1 Perceptions relating to safety belts were very similar to those observed in previous years.



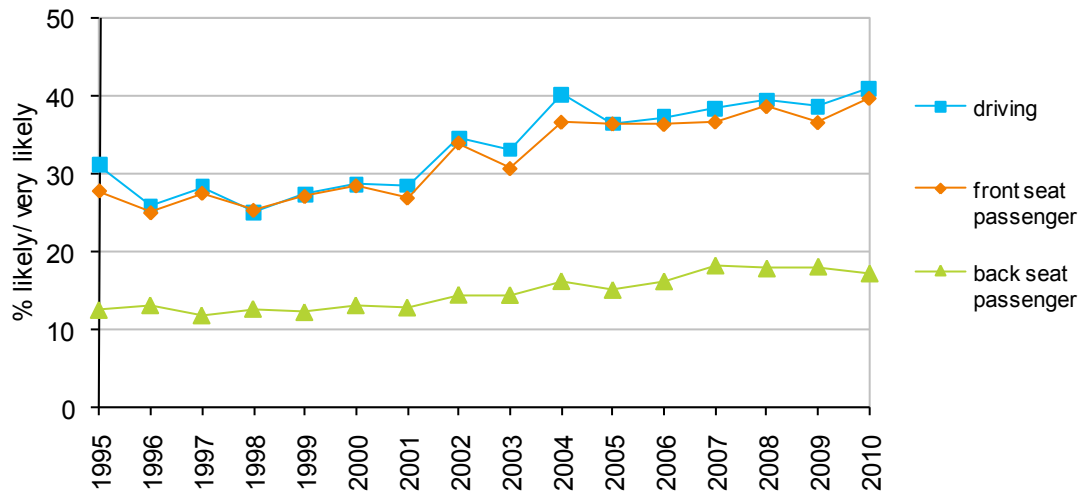
8.2 **Effectiveness of safety belts.** As in previous years, almost all New Zealanders (95 percent) thought that safety belts were effective in reducing the road toll. Two thirds (66 percent) said they were very effective and 30 percent said they were quite effective.

8.3 **Effectiveness of safety belt enforcement.** Eighty-eight percent of New Zealanders agreed that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant at this high level over the last decade. Younger people were somewhat less likely to support safety belt enforcement, with 80 percent saying that safety belt enforcement helps to lower the road toll.

8.4 **Enforcement of adult safety belt use.** Forty-one percent of New Zealanders thought it „likely’ or „very likely’ that they would be caught if they drove without wearing a safety belt. This has remained stable at between 36 and 40 percent since 2004, after a significant improvement from earlier years (see Figure 16).

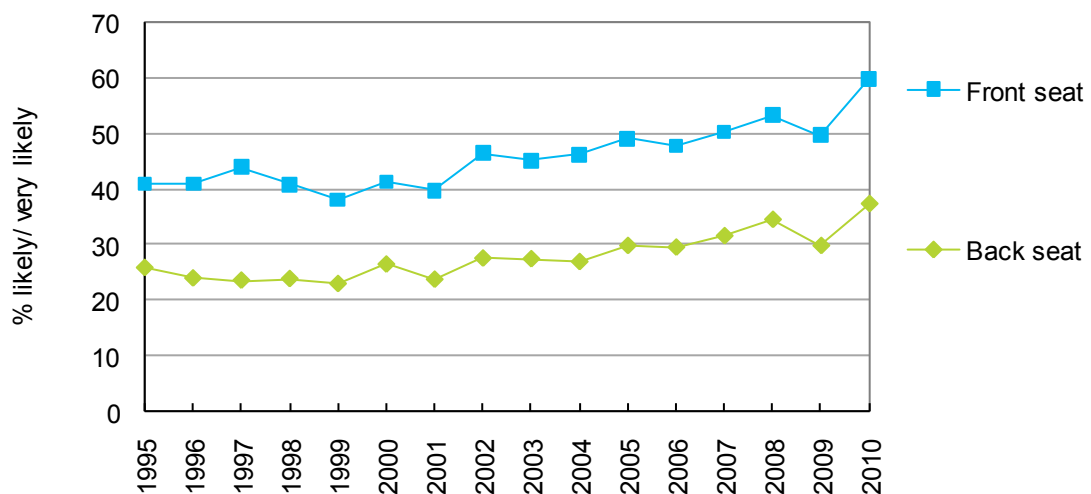
8.5 If travelling as a front-seat passenger without a safety belt, 40 percent would expect to be

Chance that an adult will get caught if not wearing seatbelt when...



8.6 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Sixty percent of the respondents said there was a high chance of being stopped if travelling with an unrestrained child in the front

Chance of being caught when driving with child under 5 not in child restraint...



- 8.7 **Penalties.** A third of New Zealanders (34 percent) said that the penalties for not wearing a safety belt were not very severe even if you were caught.

9 Roothing

- 9.1 **Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. Two thirds (68 percent) said that improving road engineering and design would be “very important” for road safety, and a further 27 percent said it would be “fairly important”. The number of people who rated roading improvements as “very” or “fairly” important for road safety has remained at a very high level since the question was first asked in 2002.

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2010 survey, 1650 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

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

A response rate of 60 percent was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

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

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

Sample sizes and weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	384	162
2	903	830
3	228	335
4	102	225
5	26	71
6 or more	7	27
Total	1650	1650

Gender

Gender	Sample size	Weighted
Female	900	856
Male	750	794
Total	1650	1650

Age group

Age group	Sample size	Weighted
15-19	99	159
20-24	88	147
25-29	88	128
30-39	241	252
40-49	330	332
50-59	281	270
60+	521	361
Unknown	2	1
Total	1650	1650

Region

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

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

Appendix B: Tables

Summary tabulations of responses to major questions

Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	79	78	79	77	79	80	82	83	80
How safe is the design and standard of roads you use?	Very/fairly safe	84	81	82	81	83	83	84	85	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	95	95	96	95	97	97	97	96
Police effort into catching people breaking road safety laws should be... ³	increased	56	48	40	38	44	45	44	45	42
	about the same	39	44	50	48	46	47	48	49	51
	decreased	3	6	8	12	9	6	6	5	6
Penalties for breaking road safety laws should be... ²	increased	38	35	34	33	36	41	41	41	43
	about the same	51	52	56	57	53	50	48	51	48
	decreased	4	6	6	5	6	5	4	4	4
Publicity and advertising about road safety should be... ²	increased	44	44	35	38	43	40	36	36	36
	about the same	49	50	57	54	51	55	58	56	58
	decreased	6	5	7	7	5	4	4	7	5
Driving when you are tired increases the chance you might have an accident (<i>asked for first time in 2007</i>)	Agree/ strongly agree						98	97	99	98

³ These categories may not add to 100 percent as a small percentage of respondents answered 'Don't know' or failed to answer the question.

Alcohol-impaired driving

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	7	7	8	8	8	8	6	6
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	36	35	31	35	35	37	39	34	35
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	38	36	34	36	34	35	35	35	35
The risk of being caught drinking and driving is small	Agree/strongly agree	37	38	32	34	41	38	38	42	40
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	48	46	44	43	48	49	50	53	54
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	18	20	17	17	19	17	19	17	16
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	64	66	61	64	57	56	58	52	51
Legal blood alcohol limit should be...	Lower	39	40	41	42	40	48	52	55	63
Have driven while slightly intoxicated in last 12 months (percentage of drivers)	Yes	24	24	20	21	24	23	23	21	20

Compulsory breath testing

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Compulsory breath testing helps lower the road toll	Agree/strongly agree	83	82	76	77	76	75	77	71	77
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	16	19	13	14	15	17	16	16	13
Can tell where checkpoints will be	Agree/strongly agree	36	34	35	34	36	36	37	41	38
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	62	58	59	63	67	65	65	60	55
Can avoid checkpoints if you see them early	Agree/strongly agree	28	29	22	25	31	29	30	28	25
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	25	26	25	27	25	25	23	27	23
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	53	53	56	55	48	54	51	52	56
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	85	83	86	85	84	83	85	85	88
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	95	93	93	94	93	93	92	94	97
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm ⁴	Very/fairly likely	34	37	39	38	35	41	39	38	40
...10pm and midnight ³	Very/fairly likely	54	54	59	56	53	56	58	54	57
...midnight and 2am ³	Very/fairly likely	45	42	43	46	44	44	47	45	47
...2am and 8am ³	Very/fairly likely	26	24	27	30	25	27	27	28	31
...8am-6pm ³	Very/fairly likely	15	14	13	16	11	15	11	13	12

(continued)

⁴ Question asked of half the sample (N=825)

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Chance of being breath-tested if drink-driving...										
...in a small town ⁵	Very/fairly likely	28	31	31	30	31	31	26	33	25
...in a large city ⁴	Very/fairly likely	59	54	63	54	55	58	60	56	59
...on a major highway ⁴	Very/fairly likely	43	37	41	36	41	36	45	38	38
...on a rural road ⁴	Very/fairly likely	14	17	15	13	16	15	13	15	14
Ever stopped at checkpoint while driving (percentage of drivers)	Yes	70	69	74	72	73	74	75	76	80
Number of times stopped at checkpoint in last 12 months (percentage of all drivers)	One or more	42	41	46	42	41	38	41	46	50

⁵ Question asked of half the sample (N=825)

Speed

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Enjoy driving fast on open road (percentage of drivers)	Like/like very much	33	38	36	35	39	35	39	34	39
There isn't much chance of accident when speeding if careful	Agree/strongly agree	15	18	15	16	14	16	17	14	16
The risk of being caught speeding is small	Agree/strongly agree	33	33	25	28	30	29	29	29	29
Penalties for speeding are not very severe	Agree/strongly agree	30	29	26	30	32	37	38	38	35
Most people who get caught speeding are just unlucky	Agree/strongly agree	22	25	22	21	23	19	23	23	20
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	82	79	77	76	76	75	77	74	76
Speed limits on the roads I normally use are...	About right	85	82	84	85	84	87	86	87	86
	Too low	8	10	10	8	8	7	6	7	8
	Too high	5	6	4	5	6	5	6	5	5
Should 100 km/h limit be raised, lowered or left as it is?	Same	77	74	76	75	76	77	78	82	78
Should 50 km/h limit be raised, lowered or left as it is?	Same	83	81	81	82	81	84	80	84	83
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	70	74	75	75	77	78	79	80	77
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	90	90	92	91	92	93	93	93	94
Automatic loss of licence for three speeding tickets in 12 months would be...	Fair/very fair	65	67	63	62	67	69	67	69	68

Speed cameras

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	65	57	61	56	61	64	63	64
The way speed cameras are being operated is fair	Agree/strongly agree	61	63	58	58	61	64	66	62	67
How often do you see speed cameras on usual roads?	Often/almost always	41	41	37	34	36	35	40	37	35
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/strongly support	NA	NA	56	59	59	63	64	61	64
Chance of speeding ticket if passing speed camera at 110 km/h ⁵	High/very high	30	33	39	38	32	37	44	41	40
Chance of speeding ticket if passing speed camera at 120 km/h ⁵	High/very high	86	91	92	91	89	89	90	94	91
Chance of speeding ticket if passing speed camera at 130 km/h ⁵	High/very high	97	96	98	97	96	97	97	98	97
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁶	High/very high	13	11	16	16	14	16	14	19	16
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁵	High/very high	62	64	68	67	63	66	67	71	71
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁵	High/very high	86	85	86	87	84	86	86	86	89
Any speeding tickets in last 12 months age (percentage of drivers)	Yes	16	16	19	14	16	16	13	13	18

⁶ Question asked of half the sample (N=825).

General enforcement

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	29	32	36	33	32	34	37	36	41
Vehicle impoundment for disqualified or unlicensed driving would be...	Fair/very fair	89	89	92	92	89	90	91	93	92
Carry driver licence when driving private vehicle (percentage of drivers) ⁷	Always/mostly	95	95	96	NA	98	NA	85	NA	86

⁷ From 2005 this question was asked in even numbered years only.

Safety belts and child restraints

Question	Response	Percentage giving response								
		2002	2003	2004	2005	2006	2007	2008	2009	2010
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	90	86	87	88	86	90	87	87	88
Effectiveness of safety belts for reducing the road toll	Quite/very effective	96	95	96	95	95	95	95	97	95
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	56	56	48	53	52	53	52	55	48
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	33	33	32	35	34	40	37	38	34
People who get caught not wearing a safety belt are just unlucky	Agree/strongly agree	30	33	27	27	31	31	32	30	27
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	35	33	40	36	37	38	40	39	41
...front seat passenger	Fairly/very likely	34	31	37	36	36	37	39	37	40
...back seat passenger	Fairly/very likely	14	14	16	15	16	18	18	18	17
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	46	45	46	49	48	50	53	50	60
...child in the back seat	Fairly/very likely	28	27	27	30	30	32	35	30	37

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki

Question	Response	All NZ	North-land	Auckland	Waikato	Bay of Plenty	Gisb'n	Hawke's Bay	Tara-naki
<i>Sample size</i>		1650	100	300	100	100	100	100	100
<i>Drivers in sample</i>		1489	91	262	92	87	92	91	95
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	42	51	45	37	42	39	44	41
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	5	8	7	11	2	2	5
The risk of being caught drinking and driving is small	Agree/strongly agree	40	45	43	41	41	30	39	36
Have driven while slightly intoxicated in last 12 months (percentage of drivers)	Yes	20	22	23	20	22	28	28	17
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	68	80	81	66	73	76	79
Can tell where checkpoints will be	Agree/strongly agree	38	60	34	57	49	48	39	37
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	43	63	59	63	57	57	53
Speed									
Enjoy driving fast on open road (percentage of drivers)	Like/like very much	39	28	42	37	42	37	45	29
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	21	23	6	16	9	14	15
The risk of being caught speeding is small	Agree/strongly agree	29	39	27	29	31	31	37	29
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	78	73	78	76	73	70	77
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	64	65	66	55	58	52	72
How often do you see speed cameras on your usual roads	Often/almost always	35	43	40	38	29	38	42	21

...continued

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

Question	Response	All NZ	North- land	Auckland	Waikato	Bay of Plenty	Gisb'n	Hawke's Bay	Tara- naki
<i>Sample size</i>		1650	100	300	100	100	100	100	100
<i>Drivers in sample</i>		1489	91	262	92	87	92	91	95
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	41	35	44	37	47	52	26	42
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	97	97	93	92	93	94	97
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	54	49	51	50	43	48	39
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	43	43	36	46	48	42	41
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	17	20	20	19	10	14	9	24
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	44	40	40	41	37	28	31
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	84	54	87	85	79	86	88	85
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	96	95	94	95	97	99	94

Regional tables: Selected results by Local Government Region

b) Manawatu/Wanganui to Southland

Question	Response	All NZ	M'watu/ Wanganui	Wgtn	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1489	93	102	91	87	122	90	94
Attitudes to road safety & enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	42	50	36	26	37	40	42	39
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	2	6	3	3	5	6	6
The risk of being caught drinking and driving is small	Agree/strongly agree	40	52	38	44	23	32	34	31
Have driven while slightly intoxicated in last 12 months (percentage of drivers)	Yes	20	13	17	22	20	16	11	25
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	60	77	72	75	81	82	67
Can tell where checkpoints will be	Agree/strongly agree	38	39	34	44	47	23	37	38
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	40	53	48	36	54	56	41
Speed									
Enjoy driving fast on open road (percentage of drivers)	Like/like very much	39	36	32	42	33	46	44	23
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	10	13	11	6	11	16	11
The risk of being caught speeding is small	Agree/strongly agree	29	38	26	35	14	27	23	30
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	69	79	76	77	80	81	67
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	57	61	65	49	74	58	52
How often do you see speed cameras on your usual roads?	Often/almost always	35	29	40	20	23	28	31	14

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

Question	Response	All NZ	M'watu/ Wanganui	Wgtn	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1489	93	102	91	87	122	90	94
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	41	47	33	34	36	42	40	44
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	91	94	97	94	97	98	95
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	56	52	39	24	41	46	31
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	36	33	53	49	40	43	46
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	17	18	16	24	15	14	15	15
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	29	38	36	34	33	38	34
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	84	88	77	84	81	89	85	86
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	96	98	97	95	95	100	96

Demographic tables: Selected results by age and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1650	900	750	187	329	611	521
<i>Drivers in sample</i>		1489	787	702	127	308	587	466
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	42	46	37	36	40	44	45
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	6	5	8	7	5	5	8
The risk of being caught drinking and driving is small	Agree/strongly agree	40	38	43	31	41	37	51
Have driven while slightly intoxicated in last 12 months (percentage of drivers)	Yes	20	12	27	28	21	21	12
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	77	76	82	74	76	76
Can tell where checkpoints will be	Agree/strongly agree	38	35	41	37	46	41	25
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	56	56	57	62	52	55	58
Speed								
Enjoy driving fast on open road (percentage of drivers)	Like/like very much	39	36	42	55	44	37	30
Not much chance of an accident when speeding if careful	Agree/strongly agree	16	10	21	19	12	16	16
The risk of being caught speeding is small	Agree/strongly agree	29	28	29	30	25	27	35
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	77	74	74	74	76	78
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	67	60	61	62	61	72
How often do you see speed cameras on your usual roads?	Often/almost always	35	30	40	24	43	39	29

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

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1650	900	750	187	329	611	521
<i>Drivers in sample</i>		1489	787	702	127	308	587	466
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	41	40	41	44	43	37	41
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	95	95	91	95	97	96
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	48	48	48	50	46	47
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	40	42	33	38	43	47
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	17	18	16	10	15	20	22
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	44	31	38	35	36	43
Roading								
How safe is the design and standard of roads you use?	Very/fairly safe	84	85	83	87	86	80	87
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	96	95	92	97	97	96