



Ministry of **Transport**
TE MANATŪ WAKA

Public attitudes to road safety

Results of the 2013 survey

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

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Survey of public attitudes to road safety 2013: summary of results

1 Introduction

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

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

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

- general attitudes to road safety and enforcement
- alcohol-impaired driving
- drink driving enforcement
- speed and speed enforcement
- speed cameras
- general enforcement and compliance
- safety belts and child restraints
- roading
- fatigue and distraction.

2 Method

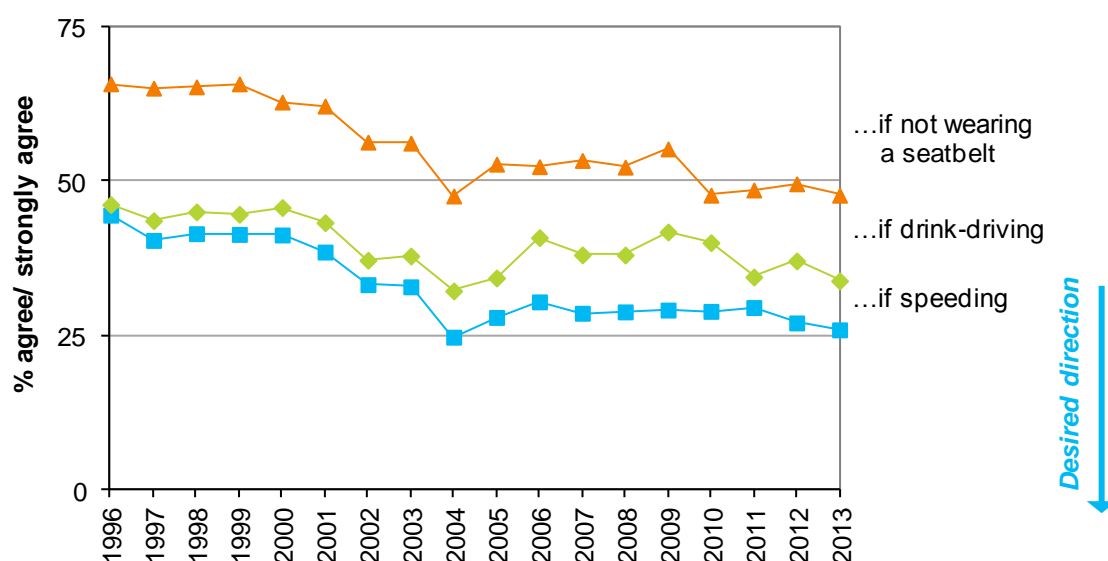
The fieldwork for the survey is carried out by an independent survey company, TNS New Zealand. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in respondents' homes.

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 2013, 1670 people were interviewed, 1526 of whom held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

3 Overview

- 3.1 Speed and alcohol are widely acknowledged as major road safety problems. The majority of New Zealanders recognise that drink-driving and speeding increase the chance of an accident. One in ten people thought that the risk of an accident when drink-driving was small, and one in six thought that the risk of an accident when speeding was small, as long as you are careful.
- 3.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. 93% of New Zealand adults said they would like police efforts to enforce road safety laws increased (40%) or maintained at the current level (53%).
- 3.3 Three-quarters of New Zealanders said that compulsory breath testing (CBT) (77%) and speed enforcement (76%) help to lower the road toll. Support for seatbelt enforcement was even higher, with 89% agreeing that seatbelt enforcement helps lower the road toll.
- 3.4 **Trends:** Over the last year, there has been no significant change in public perceptions of the risk of being caught drink-driving, speeding or failing to wear a seatbelt (see Figure 1 below).

Figure 1: The risk of being caught... is small



- 3.5 Individual measures that have shown significant change are discussed in the relevant sections of this report.
- 3.6 **New Questions:** In 2013, new questions were asked about:
- **alcohol interlocks** (see 6.15 for details). When asked how fair or unfair it would be for alcohol offenders to be required to pay for and use an alcohol interlock in order to drive, 89% said it was fair.
 - **roadside speed indicator devices** (see 7.25). When asked about the effectiveness of roadside speed indicator devices at slowing the respondents down, 86% said they were very or quite effective.

- **cell phone use** (see 11.9). When asked about the likelihood of getting caught using a hand-held cell phone or texting while driving, 27% said it was fairly or very likely, while 47% said it was fairly or very unlikely.
- **restraint use by children** aged 5 to 6 and 7 to 9 years (see 10.6 – 10.8 for details). For children aged 5 to 6 years, 81% were restrained in a child restraint or booster seat compared to 27% for children aged 7-9 years.

4 General attitudes to road safety and enforcement

- 4.1 Overall, the vast majority of New Zealanders were supportive of road safety enforcement, penalties and advertising measures aimed at reducing the road toll.
- 4.2 **How safe is road travel in New Zealand?** Ten percent of New Zealanders described road travel in this country as ‘very safe’. A further 70% described it as ‘fairly safe’; 17% described it as ‘fairly unsafe’ and 3% as ‘very unsafe’¹. Overall, 81% described the roads as ‘very safe’ or ‘fairly safe’, slightly up from 79% in 2012.
- 4.3 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty percent of New Zealanders said that Police effort to catch people breaking road safety laws should be increased further. A further 53% wanted that effort maintained at current levels. Only six percent thought Police effort should be decreased. These results are similar to those of recent years.
- 4.4 **Penalties.** In 2013, 39% of New Zealanders said that penalties for breaking road safety laws should be increased. 51% thought penalties should remain about the same as they are now, and only five percent were in favour of reducing the severity of penalties. These results are similar to those in recent years.
- 4.5 **Advertising.** 47% of New Zealand adults thought that there should be more publicity and advertising about road safety. This is a significant increase over the results from last year (40%). 49% thought the amount of publicity and advertising should remain about the same as at present. Only 3% wanted to see a reduction in publicity and advertising about road safety.
- 4.6 **Road design and standards.** 13% 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’. 16% described the design and standard of the roads they normally used as ‘very unsafe’ or ‘fairly unsafe’. There has been little change in this perception over recent years.
- 4.7 Northland, Bay of Plenty, Gisborne, and West Coast residents were most likely to describe the design and standards of their roads as unsafe. 25% of Northland residents, 26% of Bay of Plenty residents, 32% of Gisborne residents, and 26% of West Coast residents described the design and standard of the roads they normally used as ‘very’ or ‘fairly’ unsafe

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

5 Alcohol-impaired driving

5.1 Figure 2 and Figure 3 show some key attitudinal measures related to drink-driving.

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

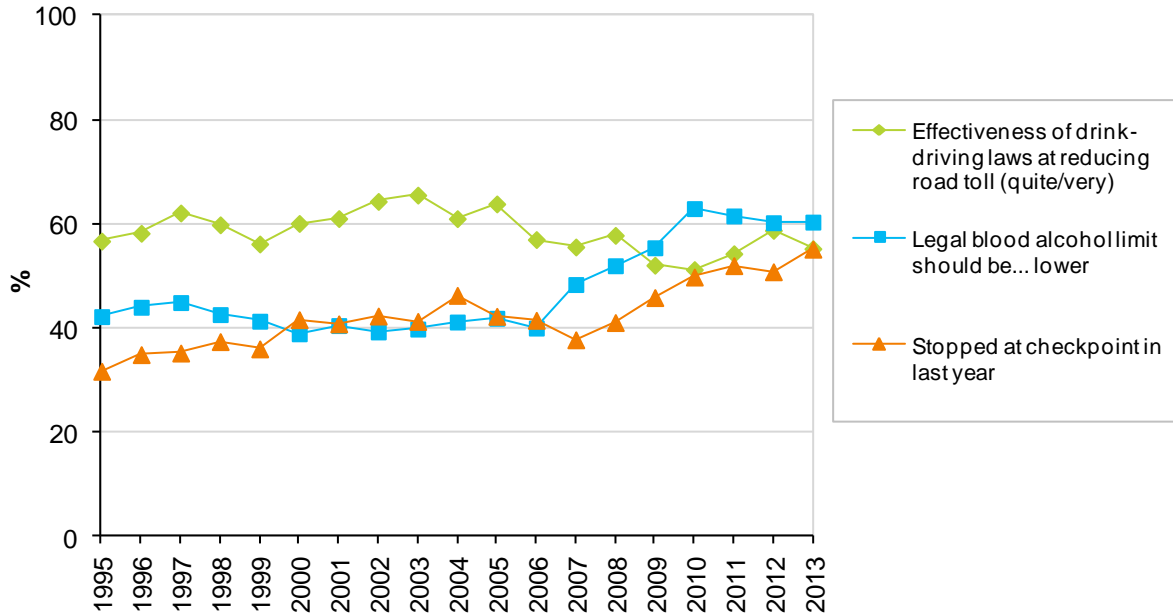
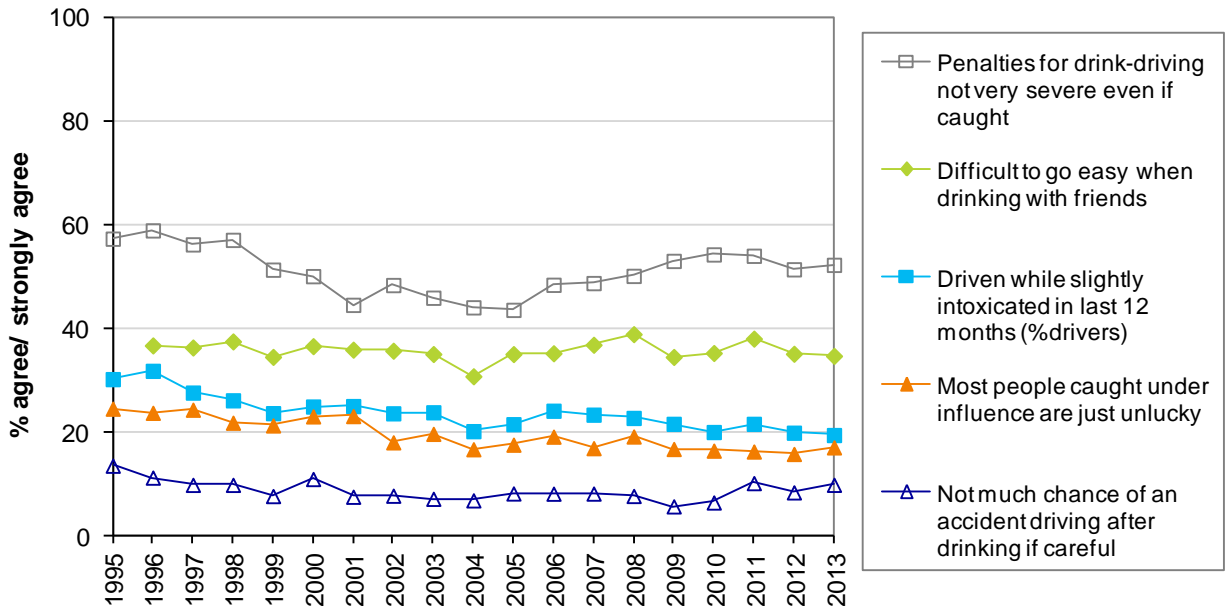


Figure 3: Attitudes to alcohol (*decreasing* trend reflects improvement in safety attitudes)



5.2 **Risk of crash.** Most people recognise that drink-driving is risky. However, 10% of New Zealanders said that ‘there is not much chance of an accident when driving after drinking if you are careful’ (see Figure 3 above). This is a return to the high of 10% in 2011.

5.3 People in Auckland, Waikato and Canterbury were least likely to recognise the risk of drink-driving. 14% of Aucklanders, 11% of Waikato residents and 11% of Canterbury

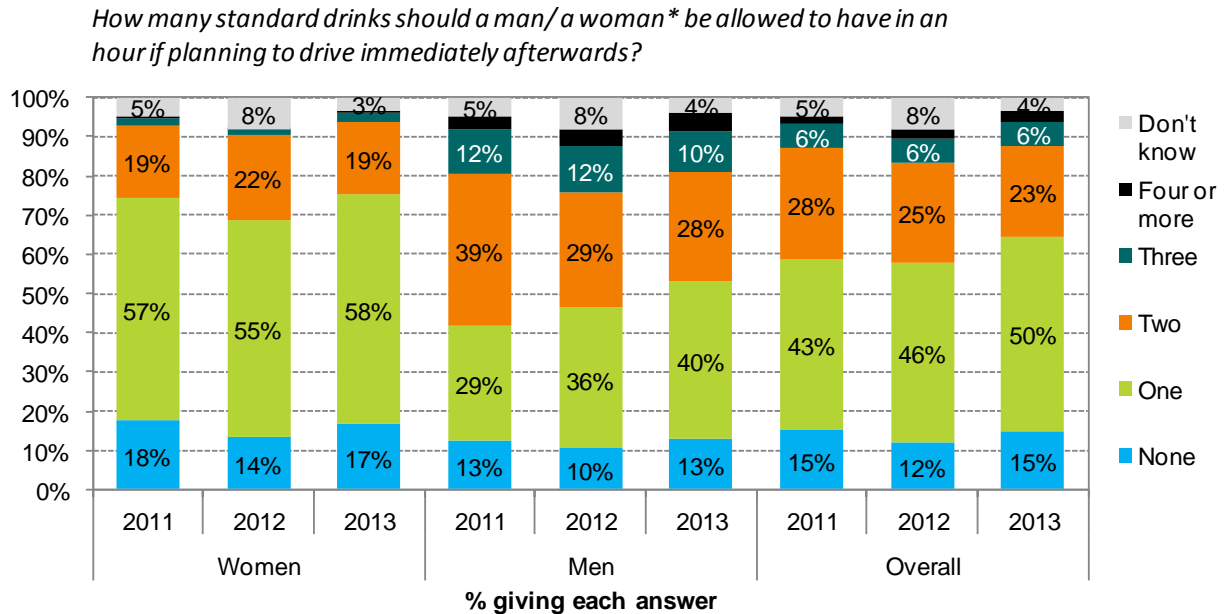
residents said that there was not much chance of an accident when driving after drinking if you are careful.

- 5.4 **Blood alcohol limit.** Sixty percent of New Zealanders favoured a lower legal blood-alcohol limit for driving. This increased significantly from 40% in 2006 to 63% in 2010. There have been no statistically significant changes since 2010 (see Figure 2).
- 5.5 In 2013, 43% of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 18% wanted it lowered to zero. 31% thought the limit should be left as it is. Only 2% were in favour of raising the legal limit. (The remaining 5% said they had no opinion on the subject).
- 5.6 People who admitted having driven while slightly intoxicated were less likely to favour lowering the limit, but even among this group, 44% were in favour of a lower alcohol limit.
- 5.7 **How many drinks should be allowed before driving?** To further explore perceptions about the blood alcohol limit a new question was introduced in 2009. Respondents were asked how many standard drinks someone of the same gender as them should be allowed to have in an hour if they were planning to drive immediately afterwards.
- 5.8 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.
- 5.9 Figure 4 shows the results for the last three years. In 2013, 94% of women thought a woman should be allowed two or fewer drinks in the hour before driving, and 75% thought at most one drink should be allowed. 91% of men thought a man should be allowed three or fewer drinks, and 81% 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.
- 5.10 Overall, the large majority, 88%, thought drivers should be limited to two or fewer drinks during the hour. A further 6% wanted the ceiling set at 3 drinks.
- 5.11 Nearly two-thirds (65%) said that drivers should be limited to one drink (or no drinks at all) in an hour. 4% said they didn't know. Only 3% thought drivers should be permitted more than 3 drinks in an hour before driving.
- 5.12 Even among people who admitted to having driven while slightly intoxicated, 80% thought the limit should be set at 2 or fewer drinks, and 92% thought the limit should be set at 3 or fewer drinks. This is higher than the proportion of people who said they thought the blood

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

alcohol limit should be reduced (paragraph 4.4), which suggests that many people are unaware of the amount of alcohol that can be consumed within the legal limit³.

Figure 4: Drinking before driving.



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

5.13 Social influences. Peer pressure and social drinking remain strong influences. More than a third (34%) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (35%) said it was difficult to ‘go easy’ when drinking with friends (Figure 3). These results have shown little change over the last ten years.

5.14 Peer pressure was felt most strongly among the young. Forty-four percent of young people aged 15 to 24 said it was difficult to go easy and drink less than the group and 47% said it was difficult to keep track of what they were drinking on social occasions.

5.15 Self-reported driving while ‘slightly intoxicated’. The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey has remained fairly static for a number of years (see Figure 3). In 2013, 19% of drivers (25% of male drivers) said they had driven while slightly intoxicated during the last year. (‘Slightly intoxicated’ was as self-reported by the driver).

5.16 Effectiveness of law. Fifty-five percent of New Zealanders said that our drink-driving laws were ‘very’ or ‘quite’ effective at reducing the road toll. This is a decrease from last year’s figure of 59% (Figure 2).

5.17 Thirty-nine percent said that the drink-driving laws were not very effective. Only 3% thought that New Zealand’s drink-driving laws had no effect on the road toll. (3% said they didn’t know).

³ Safer Journeys, page 32

- 5.18 **Penalties.** More than half of all those surveyed (52%) agreed with the statement ‘penalties for drinking and driving are not very severe even if you are caught’. This may reflect either an informed view that penalties are not severe or a lack of awareness of the severity of current drink-driving penalties.
- 5.19 People aged 30 and over were most likely to think penalties were not very severe (55%) compared to less than half (41%) of those aged 15-24

6 Drink-driving enforcement

6.1 Figure 5 and Figure 6 show key attitudes towards drink-driving enforcement measures, including compulsory breath testing (CBT). A number of key measures have shown a small decline in safety perceptions.

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

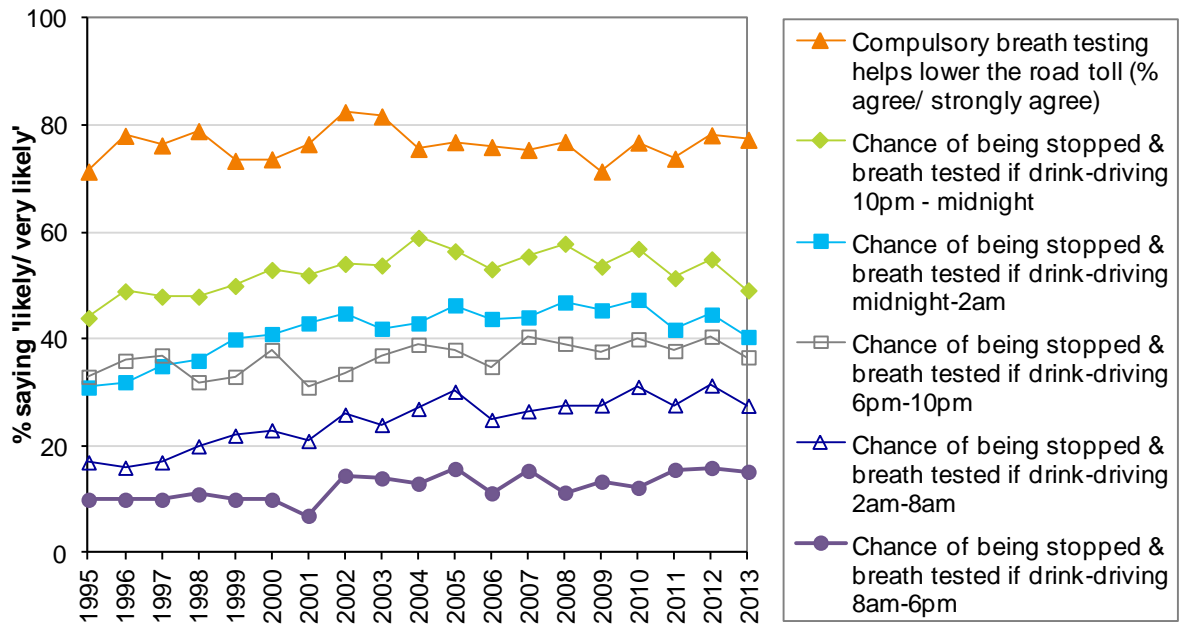
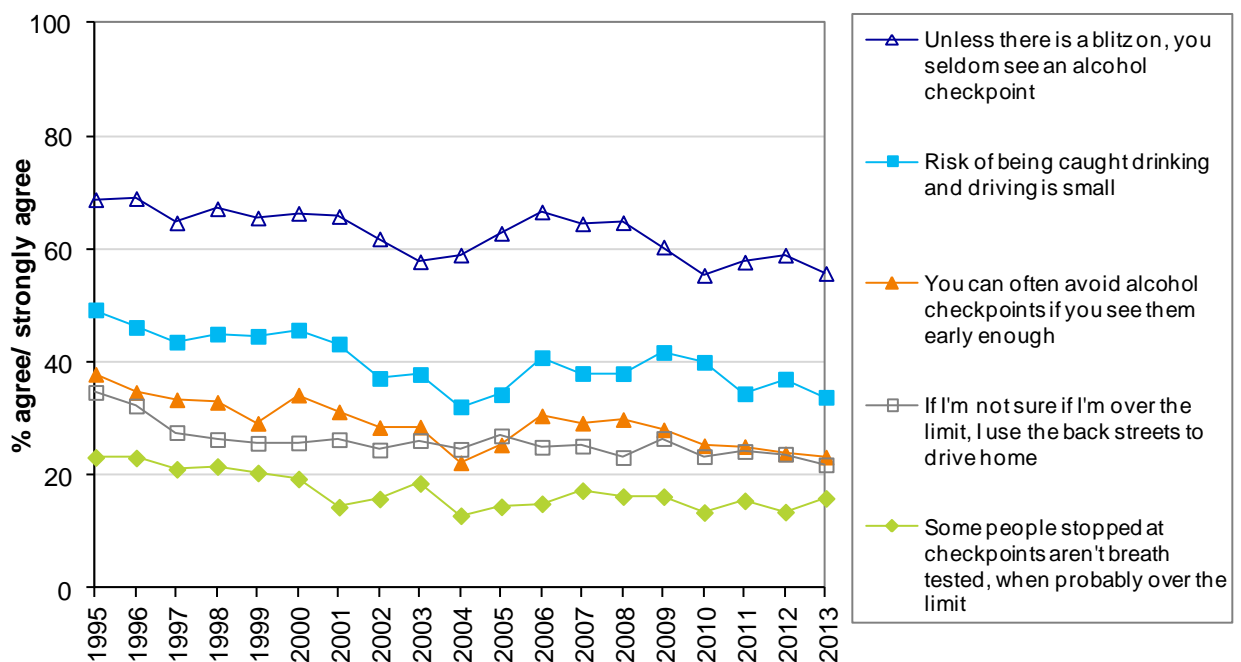


Figure 6: Attitudes to drink-driving enforcement (*decreasing* trend reflects improvement in safety attitudes)



- 6.2 **CBT lowers road toll.** Over three quarters (77%) of New Zealanders agreed with the statement that ‘compulsory breath testing (CBT) helps to lower the road toll’. 10% disagreed with this statement. The remaining 13% said they were neutral or didn’t know. This is about the same as the 2012 level (78% agreed). This measure has shown little net change over the last decade (see Figure 5).
- 6.3 **Drink-driving enforcement.** Just over one third (34%) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 6). 42% of the people aged 60 and over thought the chance of being caught drink driving was small.
- 6.4 **Checkpoints.** Over the last four years, fewer people than in the previous 5 years have said that they ‘seldom saw checkpoints except during blitzes’ (see Figure 6). In 2013, 56% said they seldom saw checkpoints. People living in Otago were more likely than other region residents to say that they seldom saw a checkpoint (69%).
- 6.5 Fifty-five percent of drivers reported having been stopped at an alcohol checkpoint at least once during the preceding 12 months. Of people who admitted to driving while slightly intoxicated, 65% had been stopped at a checkpoint at least once in the last year.
- 6.6 Sixteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. 37% of young males aged 15-24 had been stopped at least three times in the last year.
- 6.7 **Avoiding checkpoints.** Two fifths of New Zealanders (39%) said that they could tell where checkpoints would be. 59% of Bay of Plenty and Gisborne residents, and 53% of Northland residents thought they knew where checkpoints would be.
- 6.8 Just under a quarter of New Zealanders (23%) said they could often avoid checkpoints if they saw them early enough (Figure 6), and just under a quarter (22%) said they used the back streets to drive home when they might be over the limit. People living in Gisborne were more likely than others to say that checkpoints could be avoided if you saw them early enough (44%) and that they used the back streets to drive home when they might be over the limit (40%).
- 6.9 **Compulsory screening.** Sixteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 6). 27% of those aged between 15 and 29 thought that some people weren’t tested, compared to 12% of those aged 30 and over.
- 6.10 **Chance of being stopped late at night.** More than half (53%) of New Zealanders thought there was a good chance of being stopped at a checkpoint if driving late at night. 26% said they disagreed that there was a good chance of being stopped. The remaining 21% said they were neutral or didn’t know.
- 6.11 **Chance of being stopped, by driving situation.** Nearly two-thirds of New Zealanders (63%) would expect to be stopped and tested if they were drink-driving in a large city, a significant increase from 53% in 2012. A further 22% rated the chance as 50-50.
- 6.12 Forty-two percent thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. This is also a significant increase over the 37% in 2012. 33% thought they would be stopped if they were drink-driving in a small town. Sixteen

percent of New Zealanders said they would expect to be stopped if they were drink-driving on a rural road

- 6.13 Chance of being stopped, by time of day.** Drivers perceive they are most likely to be stopped and breath-tested during the evening and early morning. 49% of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. 40% would expect to be caught if they were drink-driving between midnight and 2am (see Figure 5). 37% said they would expect to be stopped if they drank and drove between 6pm and 10pm. The 10pm to midnight decrease from 55% in 2012 to 49% in 2013 is statistically significant.
- 6.14 Fewer people thought they would be caught if drinking and driving between 2am and 8am (28%), or during the day (15%).
- 6.15 A new question was asked in 2013 about measures to stop people from repeatedly drink driving. An alcohol interlock is a device that prevents the vehicle being started if the driver blows a breath alcohol sample above the legal alcohol limit. These will be fitted to the vehicles of people caught repeatedly drink-driving, and of people who are caught driving at two or more times the legal limit. They will still be disqualified from driving for three months. After that they will need an interlock in order to drive. The user will have to pay for his or her own interlock. The question asked how fair or unfair it would be for one of these drivers to be required to pay for and use an alcohol interlock in order to drive. 89% said it was fair, 5% said it was unfair

7 Speed and speed enforcement

7.1 As the results in this chapter shows, the majority of New Zealanders recognise the risks of speeding and support enforcement of the speed limit. Figure 7 and Figure 8 show trends in key speed-related measures.

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

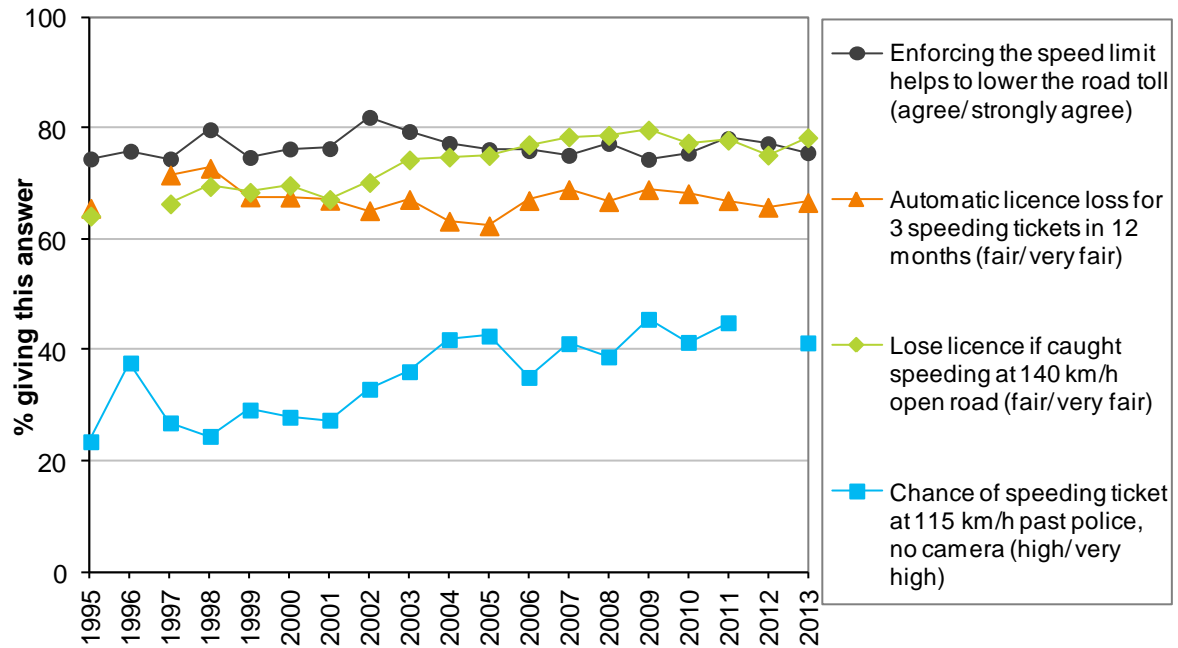
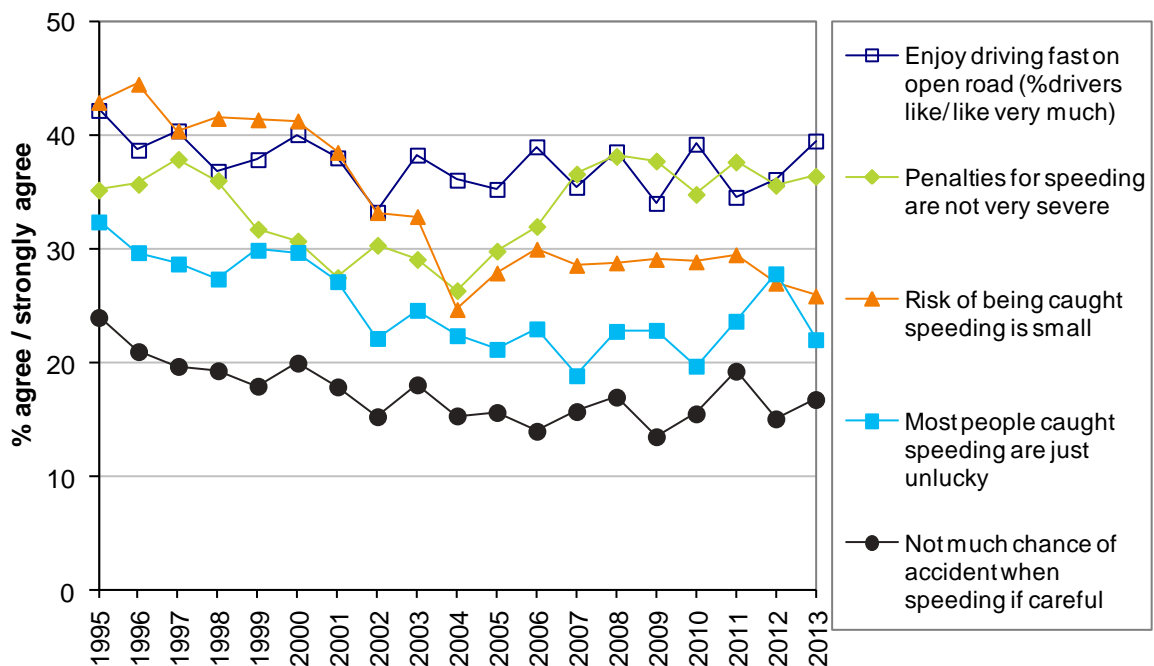


Figure 8: Attitudes to speed and speed enforcement (*decreasing* trend reflects improvement in safety attitudes)

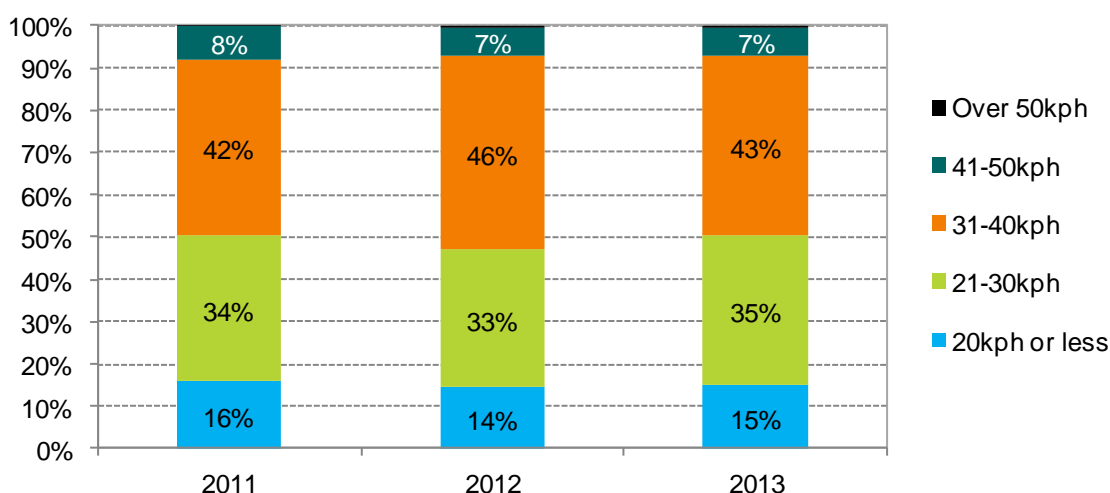
(Note that the scale differs from the previous graph)



- 7.2 **Risk of crash.** Seventeen percent of New Zealanders agreed with the statement ‘there is not much chance of an accident when speeding if you are careful’. Ideally no-one would agree with this statement, as it indicates a lack of understanding of the role of speed in road safety. This measure has been fluctuating in the 15% to 19% range in recent years (see Figure 8).
- 7.3 Young males aged 15 to 24 were most likely to think speeding wasn’t dangerous as long as they were careful (25%). Failing to acknowledge the risk was also more common among West Coast (23%), Auckland (22%) and Gisborne (21%) residents.
- 7.4 **Driving fast.** Two-fifths (40%) of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the mid to late thirties for the last decade (see Figure 8).
- 7.5 Overall, 45% of males and 34% of females said they liked driving fast on the open road. Young drivers were more likely to say they liked driving fast than older ones: 53% of drivers aged 15 to 24 said they liked it, compared to 46% of those aged 25 to 39, 36% of those in their forties and fifties, and 30% of those aged 60 and over.
- 7.6 Just over three-quarters (76%) of male drivers aged 15-24 said that they liked driving fast. People who admitted driving while intoxicated were also more likely than others to say they liked driving fast (48% compared to 37% of other drivers).
- 7.7 **Effectiveness of enforcement.** Support for speed enforcement remains high. Three quarters (76%) of New Zealanders agreed with the statement ‘enforcing the speed limit helps to lower the road toll’; 14% disagreed and 10% said they were neutral on this issue. This has changed little since 1995 (Figure 7). Young drivers aged 15-24 were less likely to agree that enforcing speed limits helps lower the road toll (62%) than older drivers (79%).
- 7.8 **Risk of being caught.** About a quarter (26%) of New Zealanders agreed with the statement ‘the risk of being caught speeding is small’ (Figure 8). People aged 60 and over were most likely to think that the risk of being caught speeding is small (33% agreed with the statement). Males (30%) were more likely than females (22%) to think the risk of being caught speeding was small.
- 7.9 **Speed limits.** As in recent years, the great majority of New Zealanders (86%) said that speed limits on the roads they normally use are about right. 6% said they were too high and 7% that they were too low.
- 7.10 **Open road speed limit.** When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept as it is, 74% said they wanted it kept as it is, 6% thought it should be lowered and 20% thought it should be raised.
- 7.11 People who had received speeding tickets were most likely to say the speed limit should be raised. A third (34%) of people who’d received a speeding ticket thought the 100km/h limit should be raised.
- 7.12 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. 84% of New Zealanders said that the urban 50km/h speed limit should be retained and a further 7% that it should be lowered. Since these questions were first asked in 1995, there has been a gradual decline in support for raising the urban speed limit, from 21% in 1995 to 8% in 2013.

7.13 Speed limits around schools. A new question was introduced in 2011, asking respondents what they thought the speed limit around schools in urban areas should be. (Options were not given; the actual answer was recorded). Figure 9 shows the results. In 2013, half (50%) thought the speed limit around urban schools should be 30 km/h or less. 15% said 20 km/h or less, 35% said between 21 and 30 km/h, 42% gave answers between 31 and 40 km/h and 7% said 40-50 km/h. Less than 1 percent said the limit around schools should be more than 50 km/h.

Figure 9: Speed limits around schools should be...



7.14 Definition of speeding. Participants were asked ‘On the open road, what speed do you consider to be speeding?’. 25% named speeds of 105 km/h or less and 59% named speeds of 110 km/h or less as ‘speeding’. A further 10% named speeds of 111 - 115 km/h. This may reflect the perceived 10 km/h enforcement tolerance.

7.15 Automatic licence suspension for speeding. As in earlier years, most New Zealanders found extremely high speeds unacceptable. The threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit⁴, or 140 km/h on the open road. In 2013, automatic loss of licence at 140 km/h was described as ‘fair’ or ‘very fair’ by 78% of New Zealanders. This has gradually increased from 68% in 1999 to 78% in 2007 and has been fairly stable since. Only 8% said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn’t know).

7.16 Just over half (54%) said automatic licence loss would be fair at 130 km/h on the open road. This is similar to earlier years.

7.17 The question asked how fair or unfair it would be for a driver to ‘automatically lose their licence’. The actual penalty is licence suspension for 28 days. It is possible that the ‘loss 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.

7.18 Speeding in urban areas was also regarded as highly unacceptable. In 2013, 95% supported loss of licence for speeding at 90 km/h in a 50km/h zone. This has gradually increased from

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

88% in 1999. 83% supported automatic loss of licence at 80 km/h, and 53% were in favour of automatic licence loss at 70 km/h in a 50 km/h zone.

7.19 Repeat offending. Sixty-seven percent said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence. This is similar to the levels of the last few years (see Figure 7). 18% said automatic licence loss for three tickets in a year would be unfair or very unfair, and 15% were neutral on this issue or said they didn't know.

7.20 Self-reported speeding infringements. Seventeen percent of male drivers and twelve percent of female drivers reported receiving at least one speeding ticket in the previous year. Not surprisingly, drivers who said they liked driving fast were more likely to have had a speeding ticket (20%) than those who disliked driving fast (8%). 17% of people who said they had driven while intoxicated had received a speeding ticket, compared to 14% of people who didn't report any drink-driving.

7.21 Chance of receiving a ticket. New Zealanders expect to be caught if they speed past a speed camera (see section 8, 'Speed cameras'), but are less convinced that they'll be stopped if they're passing a Police officer without a camera.

7.22 Although more than two thirds (72%) of New Zealanders believe they would be likely to receive a ticket if they drove past a Police officer in light traffic at 120 km/h, fewer than half (41%) would expect a ticket at 115 km/h (Figure 10). In contrast, over three-quarters (80%) said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 11).

Figure 10: Perceived chance of receiving a ticket if passing a Police officer (without a camera) at various speeds

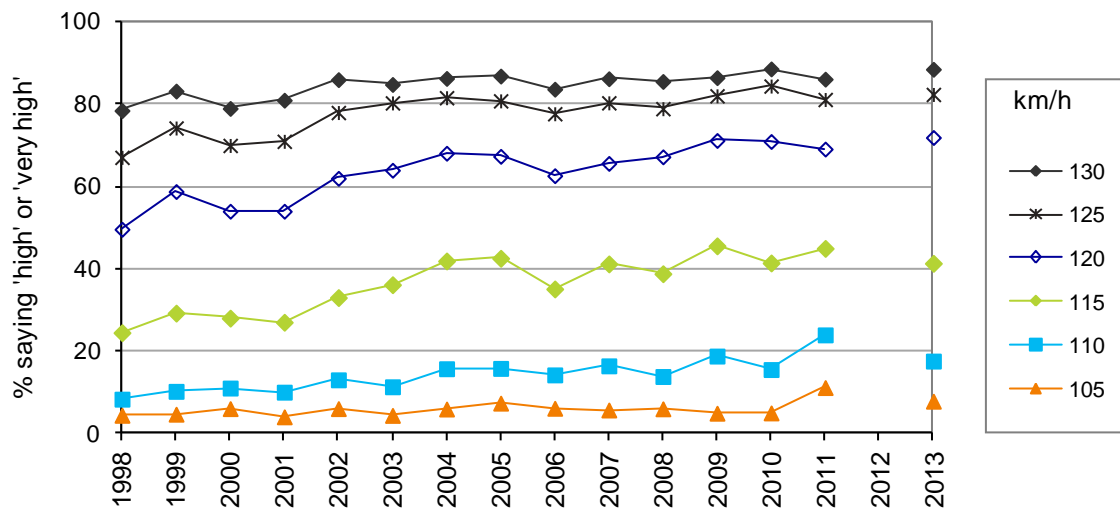


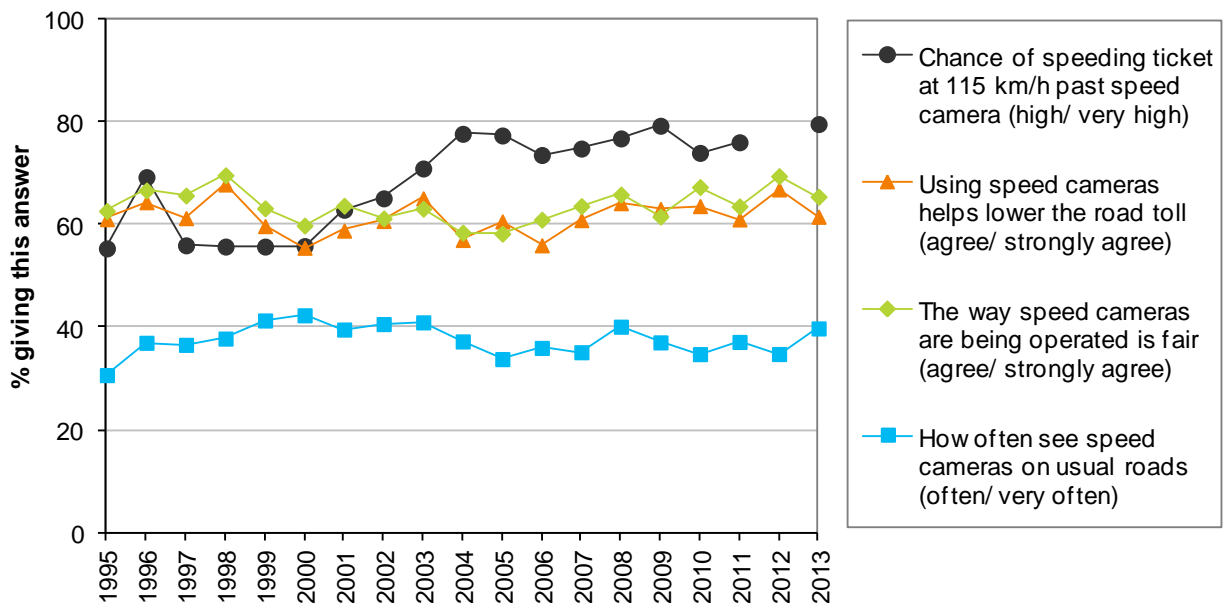
Figure 11: Perceived chance of receiving a ticket if driving at 115 km/h past a...



- 7.23 Around a quarter (22%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h.
- 7.24 More New Zealanders than in earlier years now think they are likely to receive a ticket if passing a Police officer at speeds of 110 km/h or 115 km/h (Figure 10). In 2013, nearly a fifth (18%) said there was a high or very high chance of receiving a ticket if they drove past a Police officer at 110 km/h, up from 11% a decade ago.
- 7.25 In 2013, a new question was asked about the effectiveness of roadside speed indicator devices at slowing the respondents down. 86% said they were very or quite effective. Only 2% said they have no effect

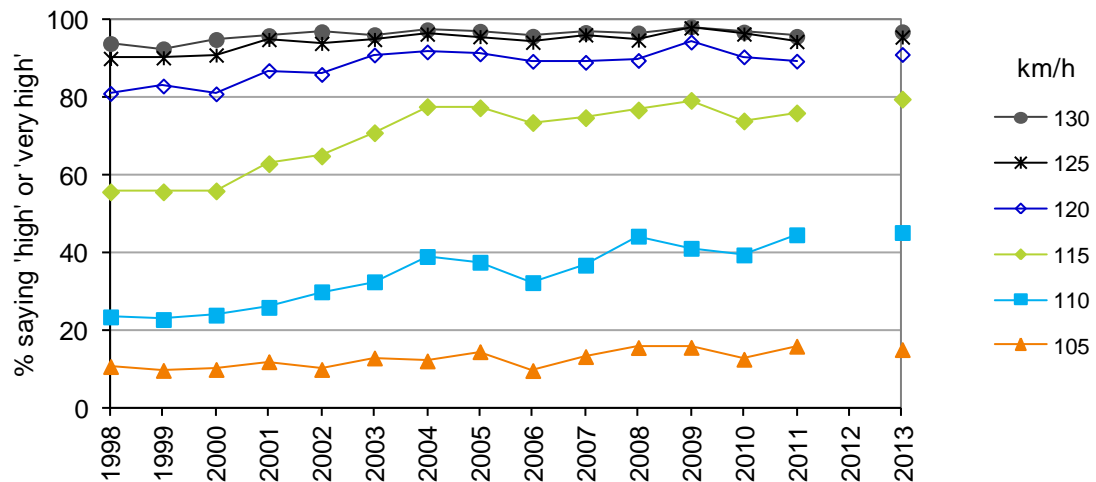
8 Speed cameras

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



- 8.1 **Effectiveness of speed cameras.** Nearly two-thirds of New Zealand adults (62%) agreed or strongly agreed with the statement ‘Using speed cameras helps lower the road toll’. 23% said speed cameras don’t help to lower the road toll and 16% were neutral on this issue. This has shown little net change over the last decade. (Figure 12).
- 8.2 **Cameras operated fairly.** Nearly two thirds of New Zealanders (65%) thought that the way speed cameras are being operated is fair.
- 8.3 **Awareness of cameras.** Two fifths (40%) of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 12). This has been fairly static over the last decade. Those least likely to say they often saw speed cameras were people living in Southland (12%).
- 8.4 **Chance of receiving a ticket.** Most New Zealanders (80%) said they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h (see Figure 13).

Figure 13: Perceived chance of receiving a ticket if passing speed camera at various speeds

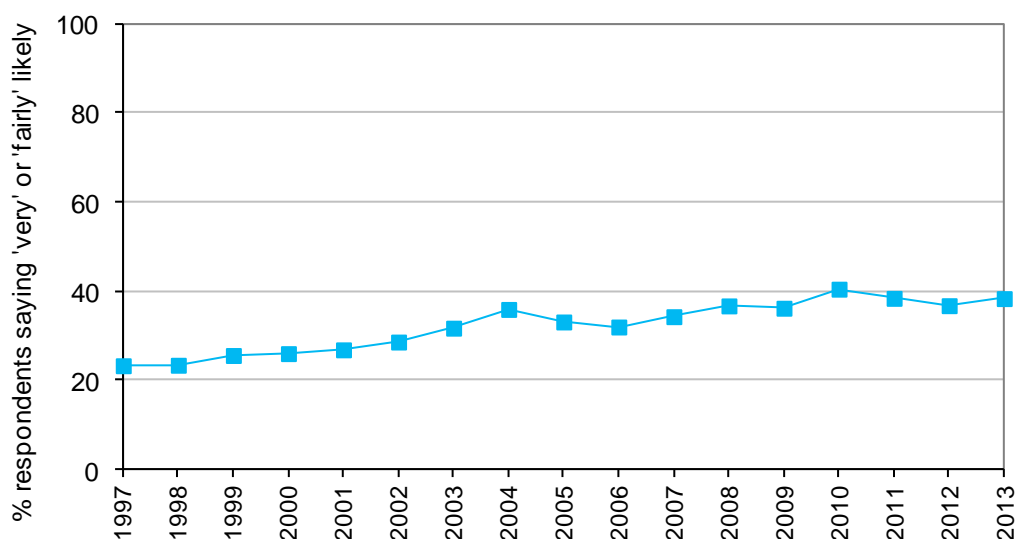


- 8.5 Ninety-one percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher, compared to only 72% who thought they'd receive a ticket if they drove past a police officer without a camera at 120 km/h.
- 8.6 Forty-five percent would expect to receive a ticket if they passed a speed camera at 110 km/h. This was the same as in 2011.

9 General enforcement and compliance

9.1 General traffic enforcement. Thirty-eight percent of New Zealanders thought that a driver who broke a traffic law (other than drink-driving or speeding) was likely to be stopped by the Police. This has increased fairly steadily up until 2010 but has been fairly steady since then (Figure 14).

Figure 14: Perceived chance of being stopped by Police if breaking a traffic law other than drink-driving or speeding.



9.2 Unmarked police vehicles for traffic enforcement. Several questions about the use of unmarked vehicles (other than speed camera vehicles), to detect offending on the roads, were asked for the first time in 2004. Some questions were altered in 2007.

9.3 In 2013, 93% 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.

9.4 Most people thought that unmarked cars were an effective and fair road safety measure. Almost three quarters (71%) 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. 21% thought the use of unmarked cars was not very effective and only 4% said they had no effect. (The remaining 4% said they didn't know).

9.5 When asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car, 86% of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 5% said it would be 'unfair' or 'very unfair'. The remaining 9% said they were neutral on this issue.

9.6 Demerits and fines. In 2012, new questions were asked about the effectiveness of demerits and fines in preventing reoffending. These questions were not asked in 2013. In 2012, if they were caught for a traffic offence, 81% said that a fine would be 'very effective' or 'quite effective' in stopping them reoffending.

9.7 If they were caught for a traffic offence, 81% said that demerit points would be 'very effective' or 'quite effective' in stopping them reoffending.

10 Safety belts and child restraints

10.1 Figures 15 and 16 show key perceptions relating to safety belts and safety belt enforcement.

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

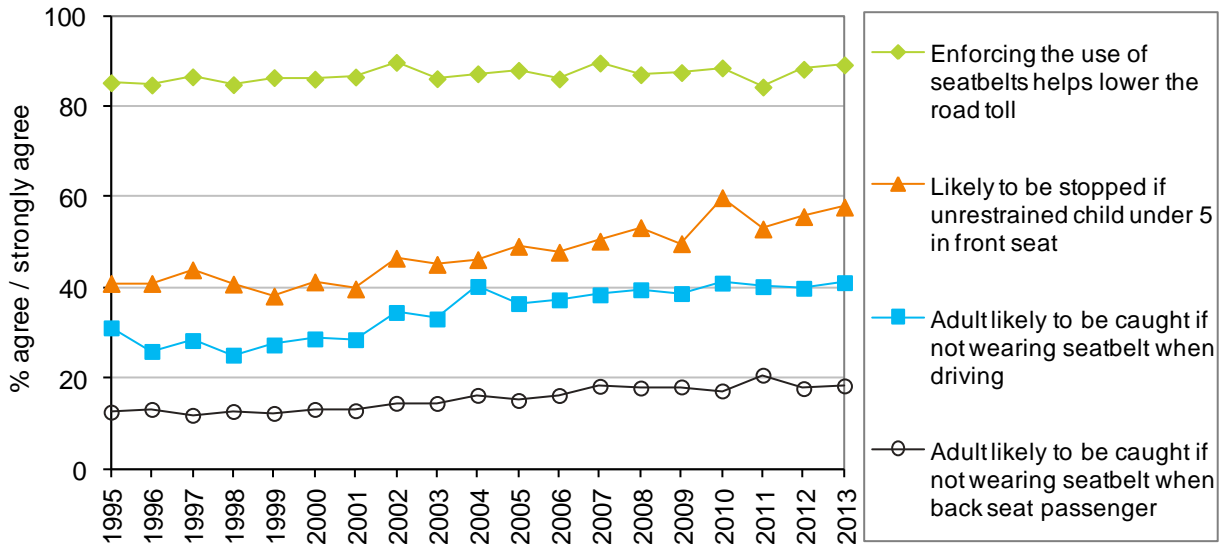
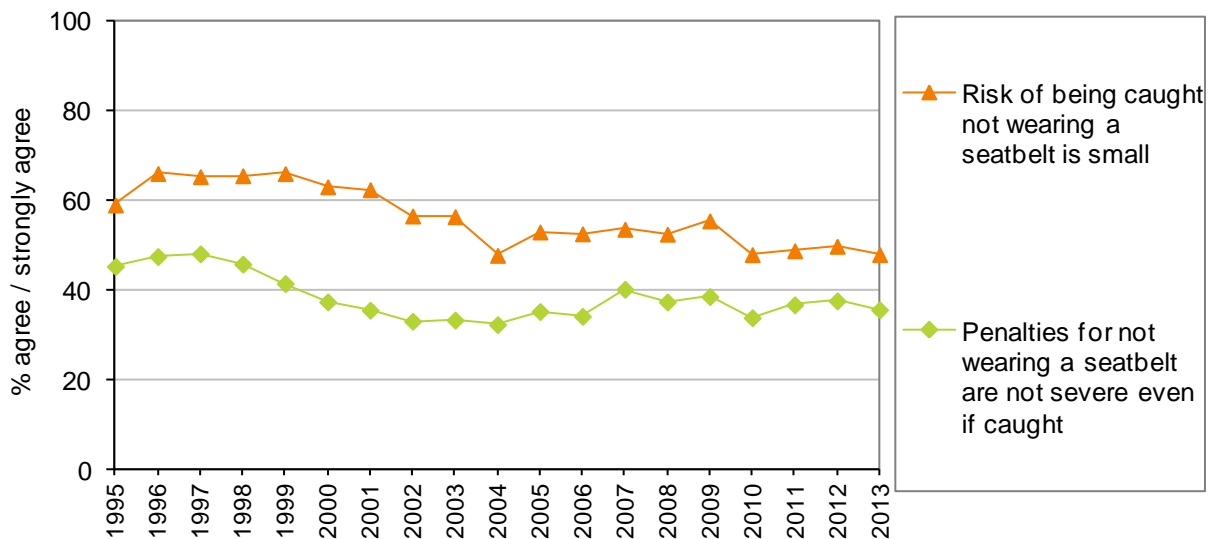


Figure 16: Attitudes to safety belts (*decreasing* trend reflects improvement in safety attitudes)

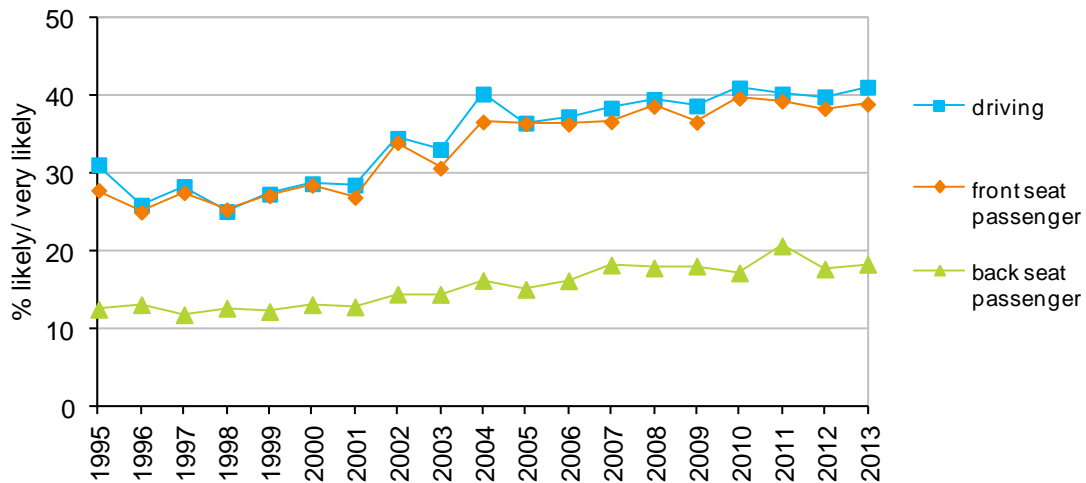


10.2 **Effectiveness of safety belt enforcement.** 89% of New Zealanders agreed that enforcing the use of safety belts helps to lower the road toll. Teenagers were somewhat less likely to support safety belt enforcement, with only 65% of people aged 15-19 saying that safety belt enforcement helps to lower the road toll.

10.3 **Enforcement of adult safety belt use.** 41% 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 for the last 5 years (see Figure 15).

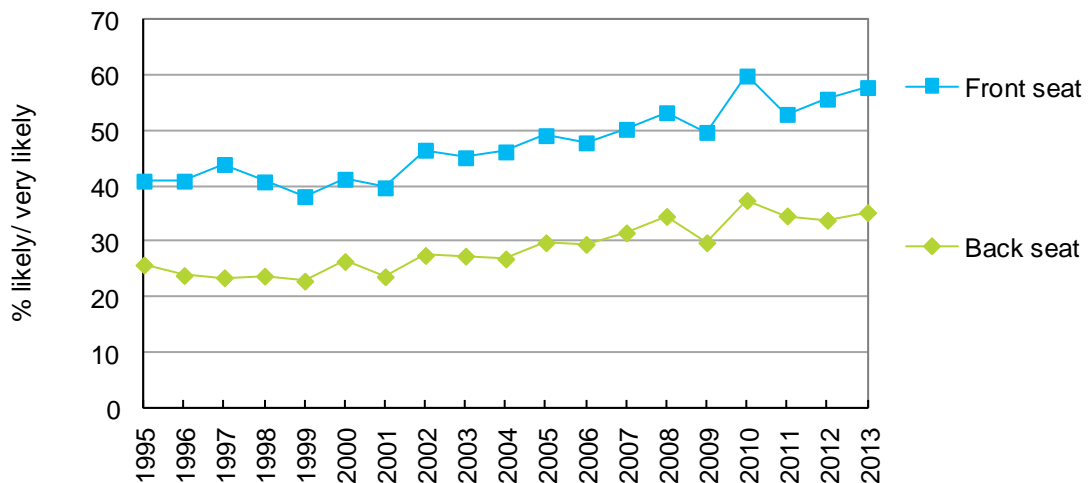
10.4 If travelling as a front-seat passenger without a safety belt, 39% would expect to be stopped by Police. For rear seat passengers, 18% said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat. This is the same as in 2012.

Figure 17: Chance that an adult will be caught if not wearing a seatbelt while...



10.5 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Fifty-eight percent said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 35% said this would be the case if the child was in the back seat (Figure 18).

Figure 18: Chance of being stopped if travelling with an unrestrained child in the...

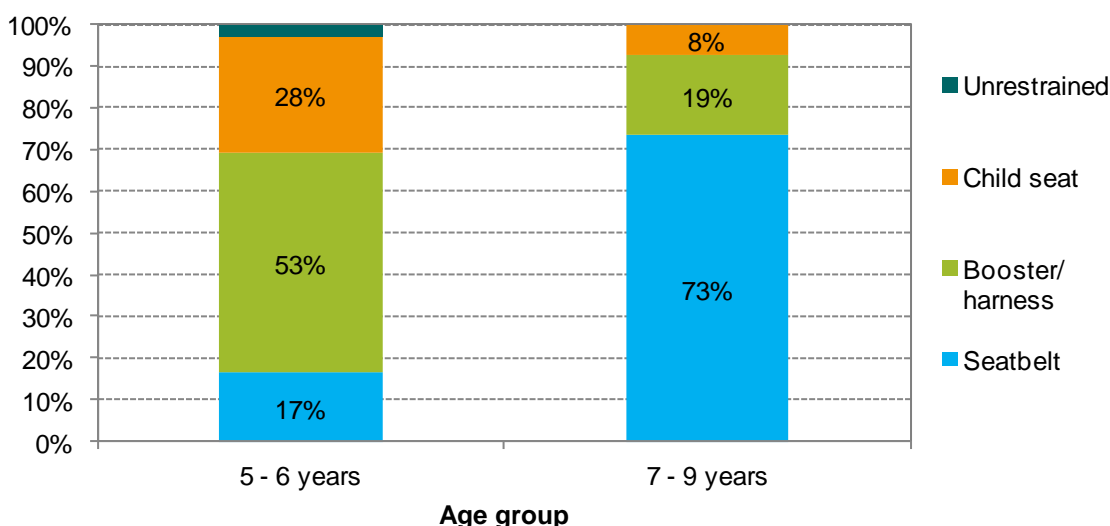


10.6 Child restraint use by under 5s. People with children were asked how their children were restrained on the last occasion that they rode with them in the car. Ninety-four percent of people with a child under five said that their child was in a child restraint (including infant and booster seats). 5% said the child was in a seatbelt and the remaining 1% said their child was unrestrained.

10.7 Restraint use by children aged 5 to 9. Parents (or other household members) whose youngest child was aged between 5 and 9, were asked ‘Last time you drove with this child in the car, was the child in a child seat, booster seat, seatbelt or none of these?’. Just over half (52%) said the child was in a seatbelt. 32% reported that their child was in a booster seat or child harness, and 15% said their child was in a child seat. Only 1% said that the child was unrestrained.

10.8 In 2013, the 5 to 9 age group was split into 5 to 6 and 7 to 9 years. For 5 to 6 years the results were; 17% in a seatbelt, 53% in a booster seat or child harness, 28% in a child seat and 3% unrestrained. For 7 to 9 years the results were; 73% in a seatbelt, 19% in a booster seat or child harness, 8% in a child seat and 0% unrestrained (see Figure 19).

Figure 19 Last time you drove with this child in the car, was the child in a...



10.9 Penalties. Just over a third of New Zealanders (35%) said that the penalties for not wearing a safety belt were not very severe even if you were caught (Figure 16).

10.10 Injury risk. In 2012, a new question was asked. 5% said that the risk of being seriously injured in a crash if you are not wearing a seatbelt is low. The figure for 2013 is 7%. 91% disagreed in 2012, compared with 89% in 2013.

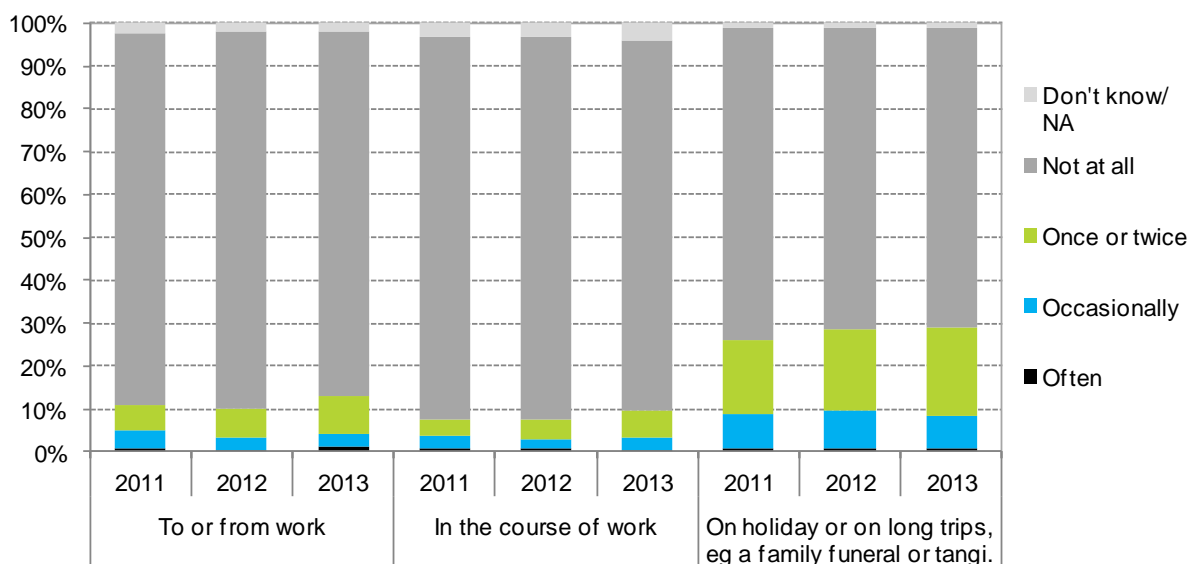
11 Fatigue and distraction

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

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

11.3 In 2013, 29% indicated they had trouble staying awake while driving on holiday or long trips (‘often’, ‘occasionally’ or ‘once or twice’). The corresponding figures for to/from work and in the course of work were 13% and 9% respectively. Figure 20 shows the details.

Figure 20: In the last 12 months, have you had trouble staying awake while driving...



11.4 Thirty-seven percent of Otago drivers and 37% of those in the Bay of Plenty region said they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.

11.5 **Distraction.** An open ended question ‘What things do you find distracting when you are driving?’ was introduced in 2011. The table shows the top 10 distractions for 2013 compared with the previous two years.

Table: Percentage of respondents that identified distractions

Distraction	Percentage of respondents		
	2011	2012	2013
People outside car	23	27	29
Children (specifically)	29	28	29
Passengers (adult or in general)	18	22	21
Radio/ Stereo/ IPod	19	19	16
Other Road users	24	18	16
Billboards	17	14	15
Cell-phone/ RT (hand held or not specified)	13	14	14
Hands-free cell-phone	9	7	10
Texting/ reading texts	12	10	8

11.6 In 2013, the top three distractions identified were people outside the car (29%), children (29%), and passengers in general (21%).

11.7 The in-car distractions most commonly mentioned are children (29%), passengers in general (21%), radios/ stereos/ mp3 players (16%) and cell phones (14%).

11.8 Cell phones (including ringing cell phones and other passengers using cell phones) were mentioned by 14% of drivers, 8% mentioned texting or reading text messages and 10% mentioned hands free cell phones.

11.9 In 2013, a new question was asked about the likelihood of getting caught using a hand-held cell phone or texting while driving. 27% said it was fairly or very likely, while 47% said it was fairly or very unlikely.

12 Roding

12.1 Importance of roading improvements. Respondents were asked how important improving road engineering and design is for road safety. 67% said that improving road engineering and design would be 'very important' for road safety, and a further 28% said it would be 'fairly important'. Overall, 95% rated roading improvements as 'very' or 'fairly' important for road safety.

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2013 survey, 1670 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by TNS New Zealand.

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

A response rate of 47% was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

Trained TNS New Zealand staff conducted the interviews. Each interviewer's work was checked and audited by TNS New Zealand supervisors.

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

Sample sizes and weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	451	348
2	901	880
3	183	231
4	92	134
5	26	48
6 or more	17	29
Total	1670	1670

Gender

Gender	Sample size	Weighted
Female	924	868
Male	746	802
Total	1670	1670

Age group

Age group	Sample size	Weighted
15-19	72	150
20-24	83	150
25-29	117	134
30-39	221	301
40-49	278	317
50-59	278	250
60+	620	367
Unknown	1	
Total	1670	1670

Region

Region	Sample size	Weighted
Northland	100	61
Auckland	322	528
Waikato	100	156
Bay of Plenty	100	104
Gisborne	100	19
Hawke's Bay	100	59
Taranaki	100	42
Manawatu/Wanganui	100	90
Wellington	116	186
Nelson/Marlborough/ Tasman	100	58
West Coast	100	15
Canterbury	132	224
Otago	100	89
Southland	100	39
Total	1670	1670

Note: Rounded weights are shown. True weights used add to 1670.

Appendix B: Tables

Summary tabulations of responses to major questions

Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	77	79	80	82	83	80	79	79	81
How safe is the design and standard of roads you use?	Very/fairly safe	81	83	83	84	85	84	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	97	97	97	96	94	94	95
Police effort into catching people breaking road safety laws should be... ⁵	increased	38	44	45	44	45	42	41	41	40
	about the same	48	46	47	48	49	51	52	52	53
	decreased	12	9	6	6	5	6	5	5	6
Penalties for breaking road safety laws should be... ⁵	increased	33	36	41	41	41	43	41	39	39
	about the same	57	53	50	48	51	48	49	52	51
	decreased	5	6	5	4	4	4	4	4	5
Publicity and advertising about road safety should be... ⁵	increased	38	43	40	36	36	36	38	40	47
	about the same	54	51	55	58	56	58	56	55	49
	decreased	7	5	4	4	7	5	5	4	3

⁵ 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								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	8	8	8	6	6	10	8	10
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	35	35	37	39	34	35	38	35	35
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	36	34	35	35	35	35	36	34	34
The risk of being caught drinking and driving is small	Agree/strongly agree	34	41	38	38	42	40	34	37	34
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	43	48	49	50	53	54	54	51	52
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	17	19	17	19	17	16	16	16	17
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	64	57	56	58	52	51	54	59	55
Legal blood alcohol limit should be...	Lower	42	40	48	52	55	63	62	60	60
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	24	23	23	21	20	21	20	19

Compulsory breath testing

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	76	75	77	71	77	74	78	77	
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	14	15	17	16	16	13	16	14	16	
Can tell where checkpoints will be	Agree/strongly agree	34	36	36	37	41	38	42	40	39	
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	63	67	65	65	60	55	58	59	56	
Can avoid checkpoints if you see them early	Agree/strongly agree	25	31	29	30	28	25	25	24	23	
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	27	25	25	23	27	23	24	24	22	
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	55	48	54	51	52	56	56	52	53	
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	85	84	83	85	85	88	86	90	90	
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	94	93	93	92	94	97	94	95	95	
Chance of being breath-tested if drink-driving between...											
...6pm and 10pm ⁶	Very/fairly likely	38	35	41	39	38	40	38	41	37	
...10pm and midnight ⁶	Very/fairly likely	56	53	56	58	54	57	51	55	49	
...midnight and 2am ⁶	Very/fairly likely	46	44	44	47	45	47	42	45	40	
...2am and 8am ⁶	Very/fairly likely	30	25	27	27	28	31	28	31	28	
...8am-6pm ⁶	Very/fairly likely	16	11	15	11	13	12	16	16	15	

⁶ Question asked of half the sample (N=835)

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Chance of being breath-tested if drink-driving...										
...in a small town ⁷	Very/fairly likely	30	31	31	26	33	25	34	30	33
...in a large city ⁷	Very/fairly likely	54	55	58	60	56	59	58	53	63
...on a major highway ⁷	Very/fairly likely	36	41	36	45	38	38	40	37	42
...on a rural road ⁷	Very/fairly likely	13	16	15	13	15	14	19	15	16
Ever stopped at checkpoint while driving (% of all drivers)	Yes	72	73	74	75	76	80	81	81	84
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	42	41	38	41	46	50	52	51	55

⁷ Question asked of half the sample (N=835)

Speed

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Enjoy driving fast on open road (% drivers)	Like/like very much	35	39	35	39	34	39	35	36	40
There isn't much chance of accident when speeding if careful	Agree/strongly agree	16	14	16	17	14	16	19	15	17
The risk of being caught speeding is small	Agree/strongly agree	28	30	29	29	29	29	30	27	26
Penalties for speeding are not very severe	Agree/strongly agree	30	32	37	38	38	35	38	36	36
Most people who get caught speeding are just unlucky	Agree/strongly agree	21	23	19	23	23	20	24	28	22
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	76	76	75	77	74	76	78	77	76
Speed limits on the roads I normally use are...	About right	85	84	87	86	87	86	86	85	86
	Too low	8	8	7	6	7	8	7	8	7
	Too high	5	6	5	6	5	5	5	5	6
Should 100 km/h limit be raised, lowered or left as it is?	Same	75	76	77	78	82	78	80	78	74
Should 50 km/h limit be raised, lowered or left as it is?	Same	82	81	84	80	84	83	83	85	84
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	75	77	78	79	80	77	78	75	78
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	91	92	93	93	93	94	94	93	95
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	62	67	69	67	69	68	67	66	67

Speed cameras

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	56	61	64	63	64	61	67	62
The way speed cameras are being operated is fair	Agree/strongly agree	58	61	64	66	62	67	64	69	65
How often do you see speed cameras on usual roads?	Often/almost always	34	36	35	40	37	35	37	35	40
Chance of speeding ticket if passing speed camera at 110 km/h ⁹	High/very high	38	32	37	44	41	40	45	- ⁸	45
Chance of speeding ticket if passing speed camera at 120 km/h ⁹	High/very high	91	89	89	90	94	91	89	- ⁸	91
Chance of speeding ticket if passing speed camera at 130 km/h ⁹	High/very high	97	96	97	97	98	97	96	- ⁸	97
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁹	High/very high	16	14	16	14	19	16	24	- ⁸	18
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁹	High/very high	67	63	66	67	71	71	69	- ⁸	72
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁹	High/very high	87	84	86	86	86	89	86	- ⁸	89
Any speeding tickets in last 12 months (% of drivers)	Yes	14	16	16	13	13	18	14	15	15

⁸ Data not available 2012.

⁹ Question asked of half the sample (N=835).

General enforcement

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	33	32	34	37	36	41	38	37	38

Safety belts and child restraints

Question	Response	Percentage giving response								
		2005	2006	2007	2008	2009	2010	2011	2012	2013
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	88	86	90	87	87	88	84	88	89
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	53	52	53	52	55	48	49	50	48
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	35	34	40	37	38	34	37	37	35
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	36	37	38	40	39	41	40	40	41
...front seat passenger	Fairly/very likely	36	36	37	39	37	40	39	38	39
...back seat passenger	Fairly/very likely	15	16	18	18	18	17	21	18	18
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	49	48	50	53	50	60	53	56	58
...child in the back seat	Fairly/very likely	30	30	32	35	30	37	35	34	35

Fatigue and distraction

Question	Response	Percentage giving response						
		2007	2008	2009	2010	2011	2012	2013
Driving when you are tired increases the chance you might have an accident (<i>asked 2007-2010</i>)	Agree/ strongly agree	98	97	99	98	NA	NA	NA
In the last 12 months, have you had trouble staying awake while driving... (<i>asked from 2011 on</i>)								
... to or from work	Often/ occasionally					5	3	4
... in the course of work	Often/ occasionally					4	3	3
...on holiday or on long trips, for example a family funeral or tangi.	Often/ occasionally					9	10	8
In the last 12 months, have you had trouble staying awake while driving... (<i>asked from 2011 on</i>)								
... to or from work	Often/ occasionally/ Once or twice					11	10	13
... in the course of work	Often/ occasionally/ Once or twice					8	8	9
...on holiday or on long trips, for example a family funeral or tangi.	Often/ occasionally/ Once or twice					26	29	29

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gisbn	Hawke's Bay	Tara-naki
<i>Sample size</i>		1670	100	322	100	100	100	100	100
<i>Drivers in sample</i>		1526	92	284	90	88	91	96	95
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	40	36	44	33	39	38	38	31
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	8	14	11	7	8	2	4
The risk of being caught drinking and driving is small	Agree/strongly agree	34	25	34	37	32	37	35	31
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	19	21	19	16	20	22	26	21
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	75	79	70	74	66	88	88
Can tell where checkpoints will be	Agree/strongly agree	39	53	36	37	59	59	40	36
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	53	60	55	58	63	53	66	57
Speed									
Enjoy driving fast on open road (%drivers)	Like/like very much	40	33	39	36	43	35	52	39
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	7	22	19	15	21	16	14
The risk of being caught speeding is small	Agree/strongly agree	26	21	28	28	26	27	31	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	85	75	74	75	72	80	83
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	62	69	65	59	58	55	65	65
How often do you see speed cameras on your usual roads	Often/almost always	40	39	48	29	26	45	55	25

...continued

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

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gisbn	Hawke's Bay	Tara-naki
<i>Sample size</i>		1670	100	322	100	100	100	100	100
<i>Drivers in sample</i>		1526	92	284	90	88	91	96	95
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	34	42	33	49	48	36	34
Safety belts and child restraints									
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	39	54	43	51	45	50	42
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	55	35	38	39	49	48	48
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	15	19	16	22	27	24	16
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	38	35	31	34	40	36	36
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	84	75	87	87	74	67	91	79
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	95	97	94	96	97	96	95	97

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>		1670	100	116	100	100	132	100	100
<i>Drivers in sample</i>		1526	94	98	94	95	122	95	92
Attitudes to road safety & enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	40	40	39	36	21	42	43	34
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	11	5	4	11	11	4	10
The risk of being caught drinking and driving is small	Agree/strongly agree	34	35	37	29	34	32	36	34
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	19	28	14	17	33	22	14	14
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	75	79	79	63	79	77	70
Can tell where checkpoints will be	Agree/strongly agree	39	32	40	41	46	29	45	32
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	53	44	46	61	56	47	36	54
Speed									
Enjoy driving fast on open road (% drivers)	Like/like very much	40	34	37	38	46	43	44	40
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	15	10	10	23	16	11	11
The risk of being caught speeding is small	Agree/strongly agree	26	20	25	21	28	21	33	27
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	80	66	77	76	76	84	74
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	62	62	56	60	59	59	60	57
How often do you see speed cameras on your usual roads?	Often/almost always	40	42	57	28	27	28	35	12

...continued

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

Question	Response	All NZ	M'watu/ Wanganui	Wgtn	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1670	100	116	100	100	132	100	100
<i>Drivers in sample</i>		1526	94	98	94	95	122	95	92
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	32	30	49	43	38	34	38
Safety belts and child restraints									
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	49	52	32	35	41	49	31
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	40	37	50	57	50	38	49
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	14	13	15	20	22	17	22
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	35	29	31	44	41	39	35
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	84	91	82	78	74	82	88	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	95	97	99	94	96	94	92	95

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>		1670	924	746	155	338	556	620
<i>Drivers in sample</i>		1526	825	701	107	318	537	563
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	40	42	37	43	36	39	43
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	9	10	15	8	9	8
The risk of being caught drinking and driving is small	Agree/strongly agree	34	33	35	20	38	33	42
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	19	13	25	20	19	24	12
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	76	79	75	77	81	74
Can tell where checkpoints will be	Agree/strongly agree	39	41	36	44	42	38	31
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	53	52	54	53	51	52	57
Speed								
Enjoy driving fast on open road (%drivers)	Like/like very much	40	34	45	53	46	36	30
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	14	20	20	18	14	17
The risk of being caught speeding is small	Agree/strongly agree	26	22	30	20	23	27	33
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	78	73	62	78	79	80
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	62	65	57	54	60	62	70
How often do you see speed cameras on your usual roads?	Often/almost always	40	39	41	39	46	44	28

...continued

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>		1670	924	746	155	338	556	620
<i>Drivers in sample</i>		1526	825	701	107	318	537	563
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	40	37	45	41	33	38
Safety belts and child restraints								
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	48	46	50	50	49	48	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	43	39	36	37	43	46
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	21	16	20	18	18	18
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	39	31	33	34	36	37
Roading								
How safe is the design and standard of roads you use?	Very/fairly safe	84	83	85	85	84	84	83
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	95	96	95	95	96	95	95