

Public attitudes to road safety

Results of the 2006 survey

Prepared by the Research & Statistics section 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 2006

Survey of public attitudes to road safety, 2006: 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
- roading.

2 Method

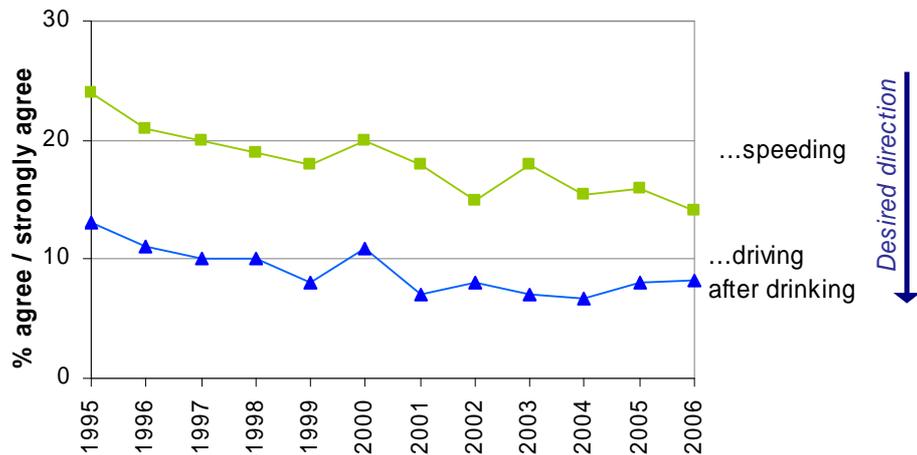
The fieldwork for the survey was carried out by an independent survey company, National Research Bureau. Surveys were carried out in May and June of each year by trained interviewers who conducted face-to-face interviews in respondents' homes.

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 2006, 1640 people were interviewed, including 1470 who held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

Overview

2.1 **Speed and alcohol** are widely acknowledged as major road safety problems. Only eight percent of New Zealanders don't acknowledge that drink-driving is risky, with little change over the last six years. One in seven (14%) agreed that speeding wasn't risky as long as you were careful. As Figure 1 shows, this continues a gradual improvement in awareness of the risk of speeding.

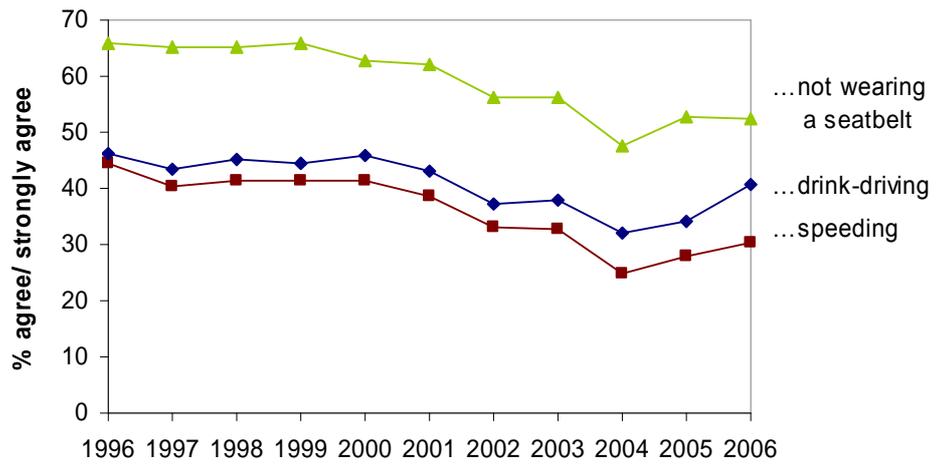
Figure 1: People who agreed that there isn't much chance of an accident if careful when... (decreasing is good)



2.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. 44% said that Police efforts to enforce road safety laws should be increased and 46% wanted it maintained as the current level. Though support for compulsory breath testing (CBT) (76%), speed enforcement (76%) and seatbelt enforcement (86%) remained high, there was a small drop in the expectation of being caught if speeding.

2.3 **Trends:** Over the last two years there has been a decrease in the perceived risk of being caught speeding or drink-driving (see Figure 2). Several other indicators have also moved in the wrong direction. If this trend continues, the gains of the 2000-2004 years are in danger of being lost.

Figure 2: People who agreed that the risk of being caught is small when... (decreasing is good)



3 General attitudes to road safety and enforcement

- 3.1 **How safe is road travel in New Zealand?** Six percent of New Zealanders described road travel in this country as 'very safe'. A further 73% described it as 'fairly safe'; 18% described it as 'fairly unsafe' and 3% as 'very unsafe'. This perception of safety has remained relatively stable over the last decade.
- 3.2 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Public demand for more enforcement effort has increased slightly after a small drop in 2004 and 2005. In mid-2006, 44% said that Police effort to catch people breaking road safety laws should be increased further (compared to 38% at the same time in 2005), and another 46% wanted that effort maintained at current levels. Only nine percent thought Police effort should be decreased¹.
- 3.3 **Penalties.** Support for harsher penalties for road safety offences decreased in 1999-2000, when new vehicle impoundment and roadside suspension laws were introduced. Since then it has been fairly steady. In 2006, 53% of New Zealanders said that penalties should be kept the same and 36% wanted increased penalties. Only six percent were in favour of reducing the severity of penalties.
- 3.4 **Advertising.** Prior to the introduction of an intensive advertising and enforcement campaign in 1995, 60% of New Zealand adults thought that there should be more publicity and advertising about road safety. In mid-2006, 43% thought that such advertising should be increased further. This is a return to the 2001-2003 level after a drop to 35-38% in 2004 and 2005. Fifty-one percent thought the amount of advertising should remain at current levels. Only 5% wanted to see a reduction in publicity and advertising about road safety.
- 3.5 **Road design and standards.** Only 11% of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 72% thought that their usual roads were fairly safe. 17% described the roads they normally used as 'very unsafe' or 'fairly unsafe'. There has been little change in this perception over the last decade.
- 3.6 Northland residents were most likely to describe the design and standards of their roads as unsafe – 39% of Northland residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe. Gisborne residents also reported low levels of satisfaction with their roads, with 31% rating the roads they 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'.

4 Alcohol-impaired driving

4.1 The last decade has seen improvements in attitudes to alcohol, but there are signs that these improvements may not be maintained without sustained effort. More people than in recent years thought that “penalties for drink-driving aren’t very severe”, and fewer people thought that New Zealand’s drink-driving laws were effective at reducing the road toll.

Figure 3: Attitudes to alcohol (increasing is good)

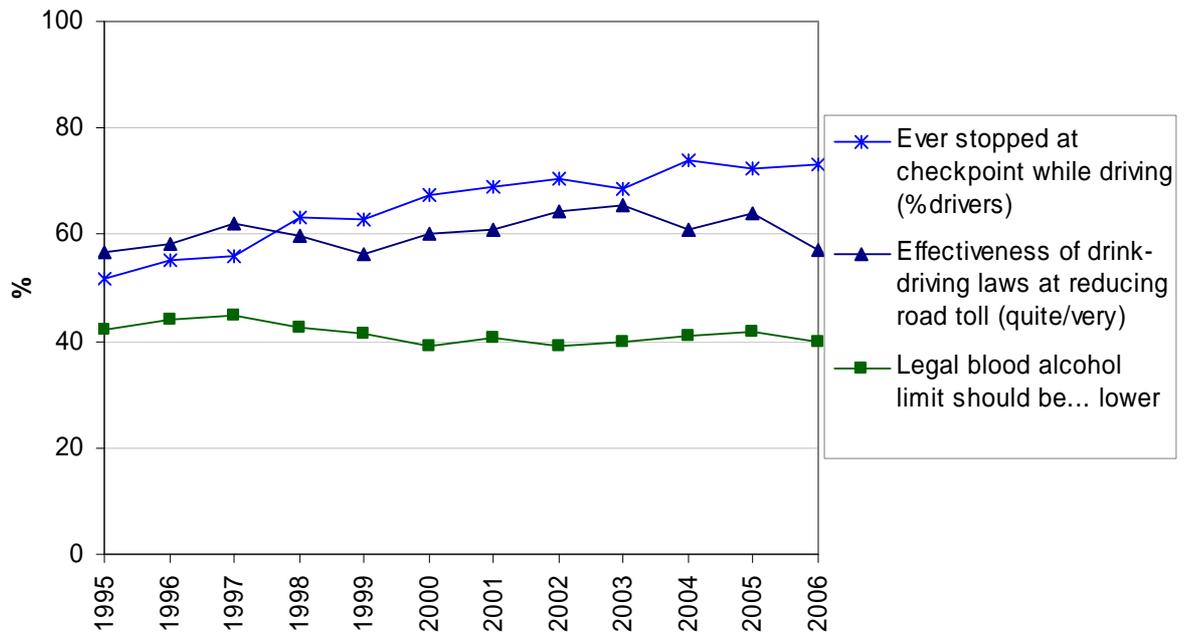
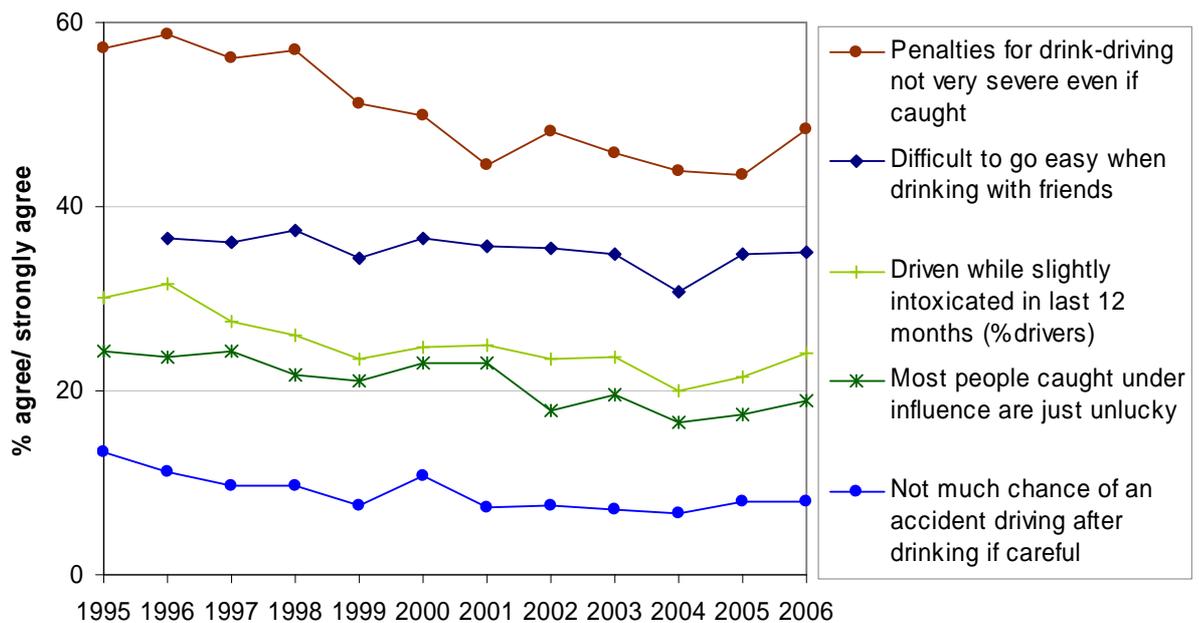


Figure 4: Attitudes to alcohol (decreasing is good)



- 4.2 **Risk of crash.** Recognition of the risk of drink-driving is being maintained at a high level. Only 8% of New Zealanders agreed that ‘there is not much chance of an accident when driving after drinking if you are careful’ (see Fig.1 in the Overview section above). Men were less likely than women to acknowledge the risk of drink-driving. One in seven young men aged 15 to 24 (15%) said that there wasn’t much chance of an accident when driving after drinking.
- 4.3 **Social influences.** Peer pressure and social drinking are strong influences. More than a third said that it was hard to keep track of what they drank on social occasions, and the same proportion said it was difficult to ‘go easy’ when drinking with friends. These measures have changed very little over the last ten years.
- 4.4 Young people, especially young men and those under 20, were most likely to agree with these statements. Half of the young men aged 15 to 24 said that it was difficult to ‘go easy’ when drinking with friends.
- 4.5 **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. In 2006, 24% of drivers (31% of males) said they had driven while slightly intoxicated, compared with 30% (41% of males) in 1995. (It is possible that the public perception of what ‘slightly intoxicated’ means may have changed over this period; this survey does not attempt to assess this).
- 4.6 People who said that they had driven while slightly intoxicated were more likely than others to say they enjoyed driving fast, and to have had a speeding ticket in the previous year.
- 4.7 **Drink-driving enforcement.** Significantly more people than in recent years said that the risk of being caught drink-driving was small. Agreement with this statement decreased from 49% in 1995 to 32% in 2004, as New Zealanders became increasingly aware of the effectiveness of drink-driving enforcement. In mid-2006, 41% said that the risk of being caught drink-driving was small, a significant increase from 34% in 2005, and the worst result since 2001. Figure 2 (in the Overview section above) compares this trend to the perceptions of being caught speeding or without a seatbelt.
- 4.8 **Effectiveness of law.** Fifty-seven percent of New Zealanders agreed that our drink-driving laws were ‘very’ or ‘quite’ effective at reducing the road toll, a decrease from 64% in 2005. Thirty-eight percent said that the drink-driving laws were not very effective, and only 2% thought that New Zealand’s drink-driving laws had no effect on the road toll.
- 4.9 **Penalties.** The view that ‘penalties for drinking and driving are not very severe even if you are caught’ has become less prevalent over the last decade, as people have become more aware of the penalties incurred for drink-driving. In 2006, 48% agreed with this statement, compared to 57% in 1998 before roadside licence suspension and vehicle impoundment were introduced.
- 4.10 Agreement with this view dropped steadily between 1995 and 2001 but, since then, no significant ground has been gained.

4.11 **Blood alcohol limit.** Forty percent of New Zealanders favour a lower legal blood-alcohol limit for driving. Twenty-nine percent said the limit should be lowered from 80mg/100ml to 50mg/100ml, and a further 11% wanted it lowered to zero. Only 6% were in favour of raising the legal limit. The remaining 48% wanted the limit left as it is.

5 Compulsory breath testing (CBT)

5.1 Figures 5 and 6 suggest that the New Zealand public has perceived a decrease in the frequency and efficacy of checkpoints over the last two years, and the last year in particular.

Figure 5: Attitudes to checkpoints (increasing is good)

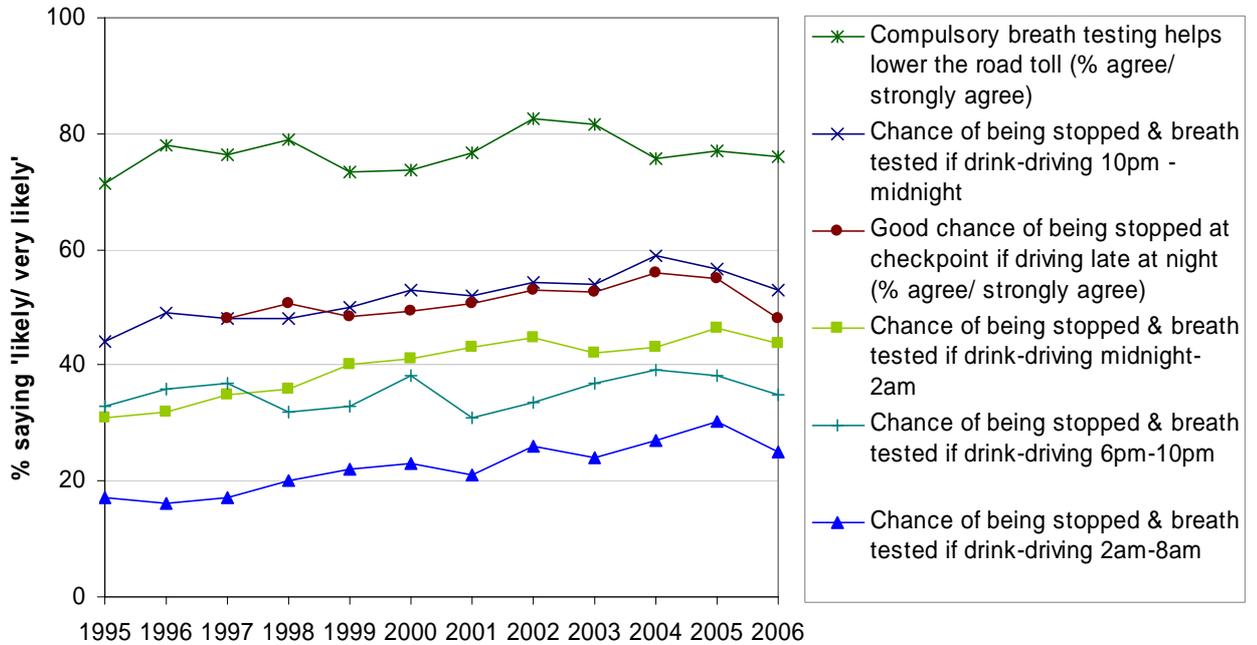
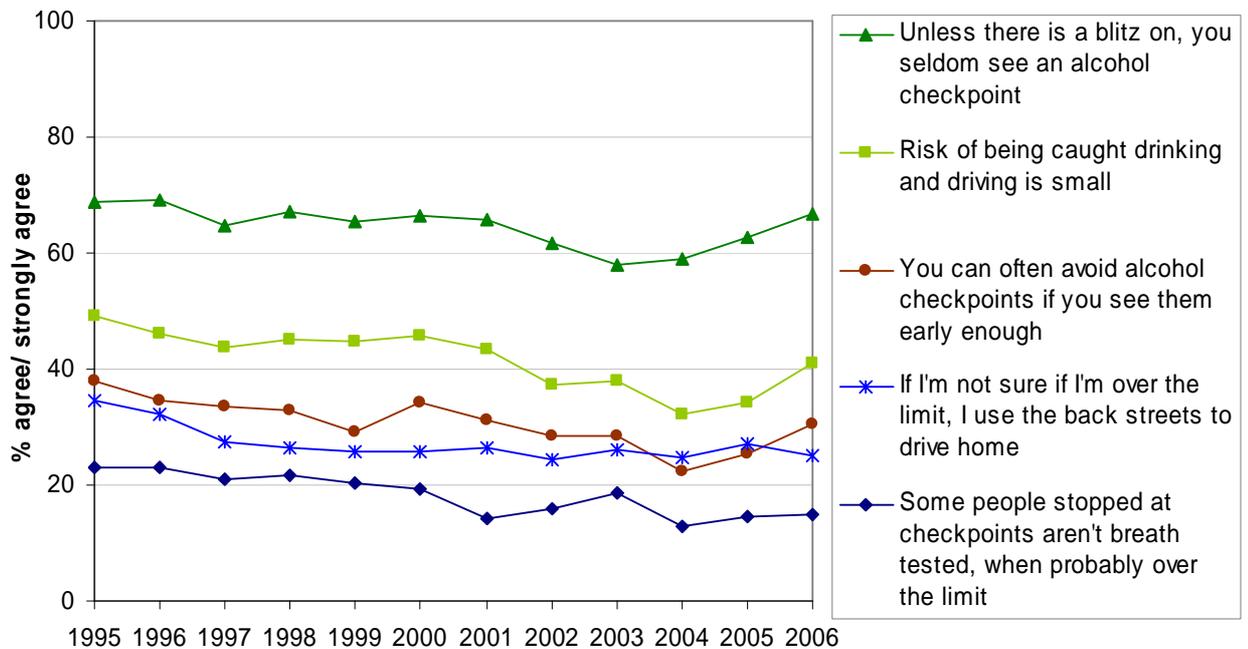
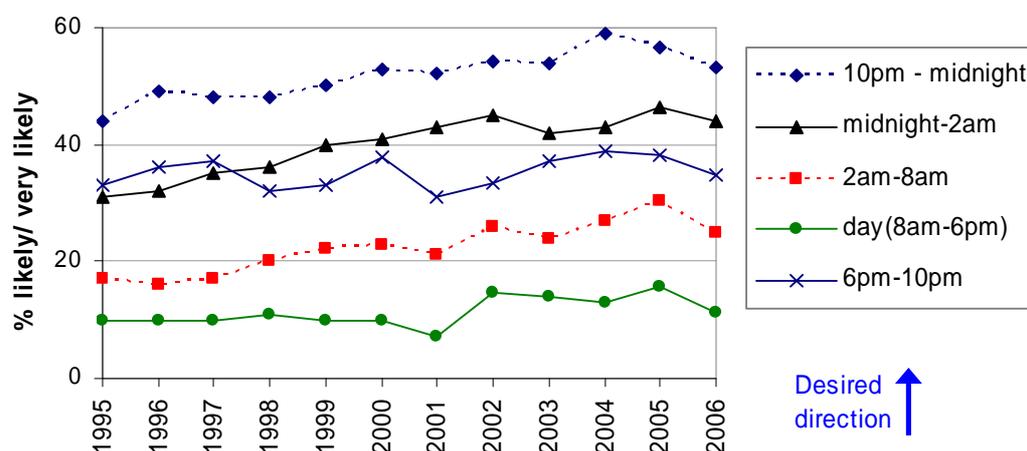


Figure 6: Attitudes to checkpoints 2 (decreasing is good)



- 5.2 **CBT lowers road toll.** Just over three quarters (76%) of New Zealanders agreed that ‘compulsory breath testing (CBT) helps to lower the road toll’. Only 14% disagreed with this statement. The remaining 11% said they were neutral or didn’t know.
- 5.3 **Checkpoints.** The number of people who said that they ‘seldom saw checkpoints except during blitzes’, has continued to increase, from 58% in 2003 to 67% in mid 2006.
- 5.4 Forty-one percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months. Thirteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year.
- 5.5 **Chance of being stopped late at night.** Forty-eight percent of New Zealanders surveyed thought there was a good chance of being stopped at a checkpoint if driving late at night. This is a significant decrease from 55% in 2005 and 56% in 2004, and is the lowest level since 1999. 33% disagreed with the statement (compared to 28% in 2005); the remaining 14% said they were neutral or didn’t know.
- 5.6 **Chance of being stopped, by driving situation.** Results were very similar to those for the last two years. Just over half (55%) said they would expect to be stopped and tested if they were drink-driving in a large city. This is higher than the perceived risk of being caught in a small town (31%), on a major highway (41%), or on a rural road (16%).
- 5.7 **Chance of being stopped, by time of day.** Although awareness of compulsory breath testing has increased over the last ten years, there are signs that this improvement has now stalled or may be reversing (see Figure 7).

Figure 7: Chance of being stopped and tested if drink-driving during...



- 5.8 Fifty-three percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. Less than half (44%) would expect to be caught if they were drink-driving between midnight and 2am, and around one-third (35%) if drink-driving between 6pm and 10pm.
- 5.9 **Avoiding checkpoints.** About a third of New Zealanders (36%) said that they could tell where checkpoints would be, and about a quarter (25%) claimed to use the back

streets to drive home when they might be over the limit. This has remained essentially unchanged since 1998.

- 5.10 On the West Coast, 60% of residents thought they could tell where checkpoints would be, as did about half those in Gisborne and Northland, compared to the national average of 36%.
- 5.11 Thirty-one percent said they could often avoid checkpoints if they saw them early enough, a return to the 2001 level after a low of 22% in 2004 and 25% in 2005. Half of those aged 15-19 years thought they would be able to avoid a checkpoint.
- 5.12 **Compulsory screening.** Only one in seven New Zealanders said that some people stopped at checkpoints were not tested even when they were over the limit. The number of people who held this view decreased from 23% in 1995 to 14% in 2001, and has remained fairly steady since then.
- 5.13 More than one third (35%) of young men aged 15 to 24 thought that some people stopped at checkpoints weren't tested, even if they were over the limit.

6 Speed and speed enforcement

6.1 Most people still support speed enforcement. There has been either an improvement or no change in the proportions who recognise the risk of speeding, who agree that 'enforcing the speed limit helps to lower the road toll', and who support the introduction of harsher penalties for multiple speeding tickets. However, in the last two years there has been a decrease in the perceived risk of being caught speeding, which is returning towards 2003 levels.

Figure 8: Attitudes to speed and speed enforcement (decreasing is good)

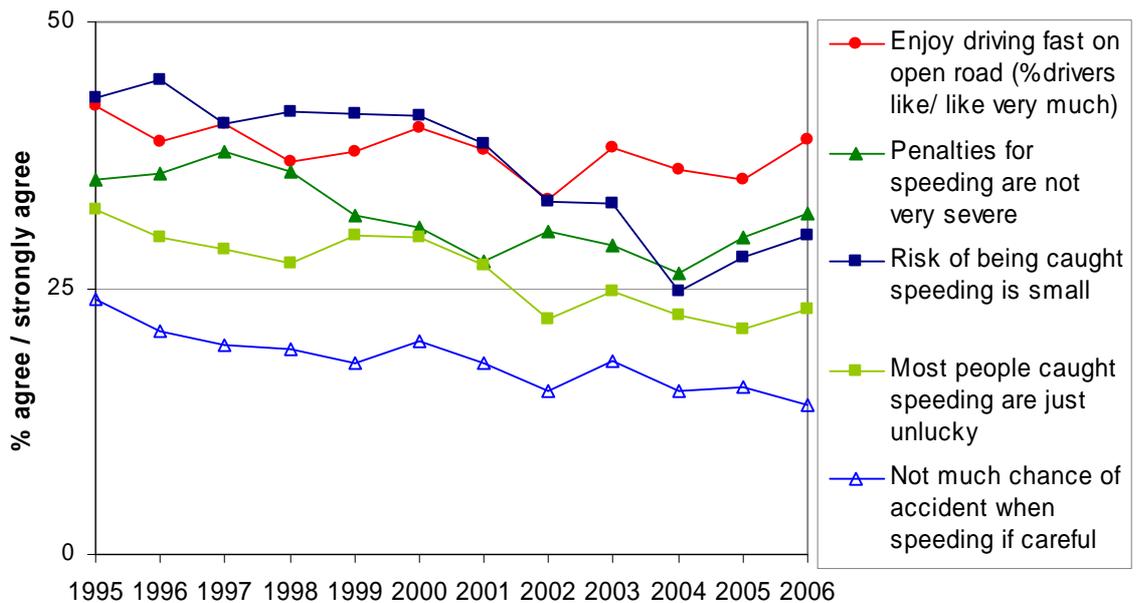
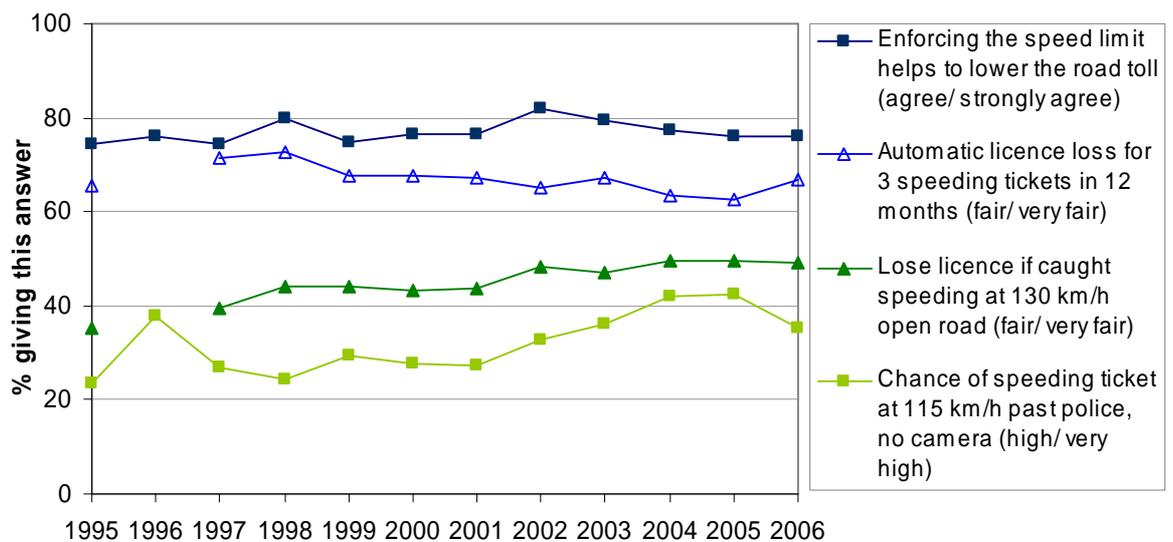


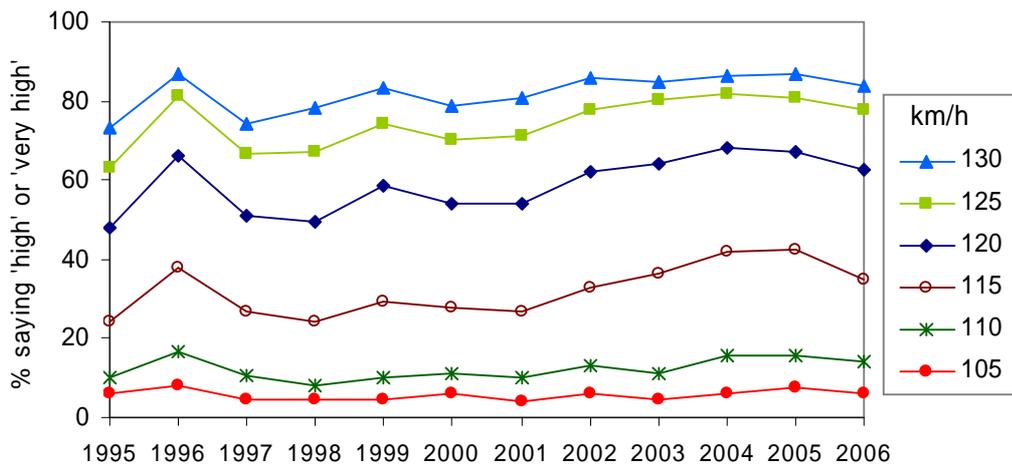
Figure 9: Attitudes to speed enforcement (increasing is good)



- 6.2 **Risk of crash.** Recognition of the risk of speeding has gradually increased over the last ten years. Only 14% of New Zealanders agreed with the statement ‘there is not much chance of an accident when speeding if you are careful’, compared with 24% before the campaign began in 1995(see Figure 1 in the Overview section).
- 6.3 The attitude that ‘speeding isn’t risky as long as you are careful’ is most common among men over 60 (25% agreed) and young men aged 15-24 (24%). People who said that the risk of being caught speeding or drink driving was small were also more likely to say that there wasn’t much chance of an accident when speeding as long as the driver was careful.
- 6.4 **Like driving fast.** More than one-third (39%) of drivers said that they enjoyed driving fast on the open road. This is a small but significant increase from 35% in 2005 and 36% in 2004. Overall, 44% of males and 34% of females said they liked driving fast on the open road. Sixty percent of male drivers aged 15-24 said that they liked driving fast.
- 6.5 **Effectiveness of enforcement.** Support for speed enforcement remains high. In mid-2006, 76% of New Zealanders agreed with the statement ‘enforcing the speed limit helps to lower the road toll’; 13% disagreed and 10% said they were neutral on this issue. This has changed little since 1995.
- 6.6 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but there has been a slight reversal of the trend in 2005 and 2006 (see Figure 2 in the Overview section). In mid-2006, 30% of New Zealanders agreed with the statement ‘the risk of being caught speeding is small’. People aged 60 and over were most likely to say that the risk of being caught was small (42%).
- 6.7 **Speed limits.** The great majority of New Zealanders (84%) thought that speed limits on the roads they normally use are about right. 6% said they were too high and 8% that they were too low. This has remained essentially unchanged over the last five years.
- 6.8 When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept the same, 76% said they wanted it kept the same and a further 5% thought it should be lowered. The minority who think the 100 km/h limit should be raised has declined from 27% in 1995 to 19% in 2006.
- 6.9 In urban areas, the majority were in favour of retaining the current 50 km/h speed limit. 88% of New Zealanders said that the urban 50km/h speed limit should be retained or lowered. Since these questions were first asked in 1995, there has been in a gradual decline in support for raising speed limits.
- 6.10 **Definition of speeding.** Respondents were asked ‘On the open road, what speed do you consider to be speeding?’. 54% named speeds of 115 km/h or lower as ‘speeding’. The mean speed named was just over 115 km/h. This may reflect widespread knowledge of the 10 km/h enforcement tolerance applied by Police in practice. People aged less than 25, men, people who said they liked driving fast, and those who admitted to driving while intoxicated, were more likely than other groups to name high speeds.

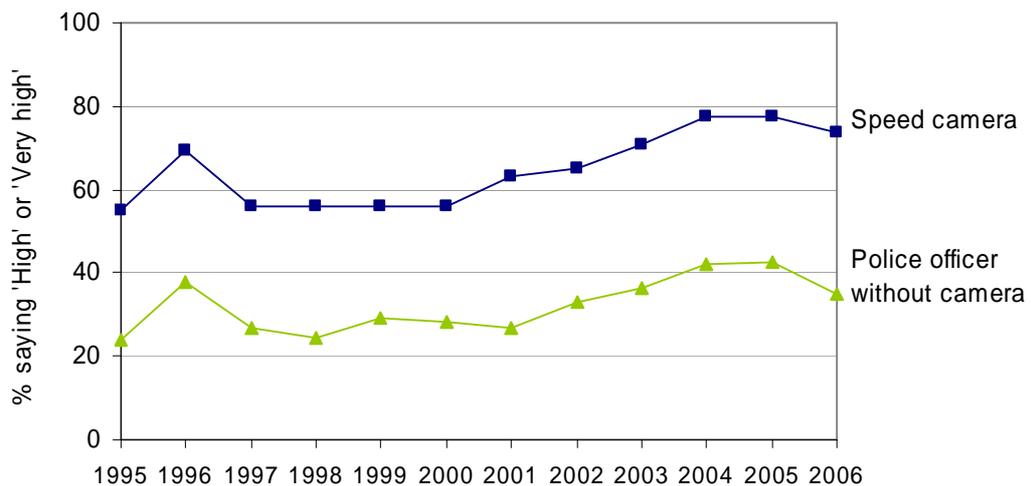
- 6.11 **Automatic licence suspension.** Most New Zealanders found extremely high speeds unacceptable. From 16 January 2006, the threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit, or 140 km/h on the open road. Automatic loss of licence at 140 km/h was described as fair or very fair by 77% of New Zealanders. This has gradually increased over the last decade from 66% in 1995. Only 11 percent said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).
- 6.12 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.
- 6.13 Speeding in urban areas was also regarded as unacceptable: 92% supported loss of licence for speeding at 90 km/h in a 50km/h zone. This has gradually increased from 86% in 1995. Three quarters (76%) supported automatic loss of licence at 80 km/h, and close to half (44%) were in favour of automatic licence loss at 70 km/h in a 50 km/h zone. Again, these have gradually increased since 1995, when the corresponding figures were 66% and 35%, respectively.
- 6.14 **Repeat offending:** Sixty-seven 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 a return to 2001-2003 levels after a softening in opinion in 2004 and 2005. 18% said it would be unfair or very unfair, and 15% were neutral on this issue or said they didn't know.
- 6.15 **Self-reported speeding infringements.** One in six (16%) drivers reported receiving at least one speeding ticket in the previous year. This is similar to recent years. Twenty percent of men and 12% of women reported receiving a speeding ticket in the year preceding the survey. Not surprisingly, people who said they liked driving fast were more likely (21%) to have had a speeding ticket than those who disliked driving fast (10%) or who were neutral (17%).
- 6.16 People living in Gisborne and Hawke's Bay were most likely to report having received a speeding ticket (around a quarter of drivers). At the other end of the scale, only 6% of West Coast drivers in the survey said they had received a ticket.
- 6.17 Forty percent of male drivers aged 20-24 had received a speeding ticket in the previous year.
- 6.18 **Chance of receiving a ticket.** The number of people who would expect to get a ticket if passing a Police officer (without a speed camera), at various speeds, has decreased for the first time in six years (see Figure 10).
- 6.19 Just over a third (35%) thought there would be a high or very high chance of receiving a speeding ticket if they drove past a Police officer at **115 km/h**, compared to 43% in 2005 and 42% in 2004 (see Figure 11).
- 6.20 Sixty-three percent thought there would be a high or very high chance of receiving a speeding ticket if they drove past a Police officer without a camera at **120 km/h**. This is a decrease from 68% in 2004 and 67% in 2005.

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



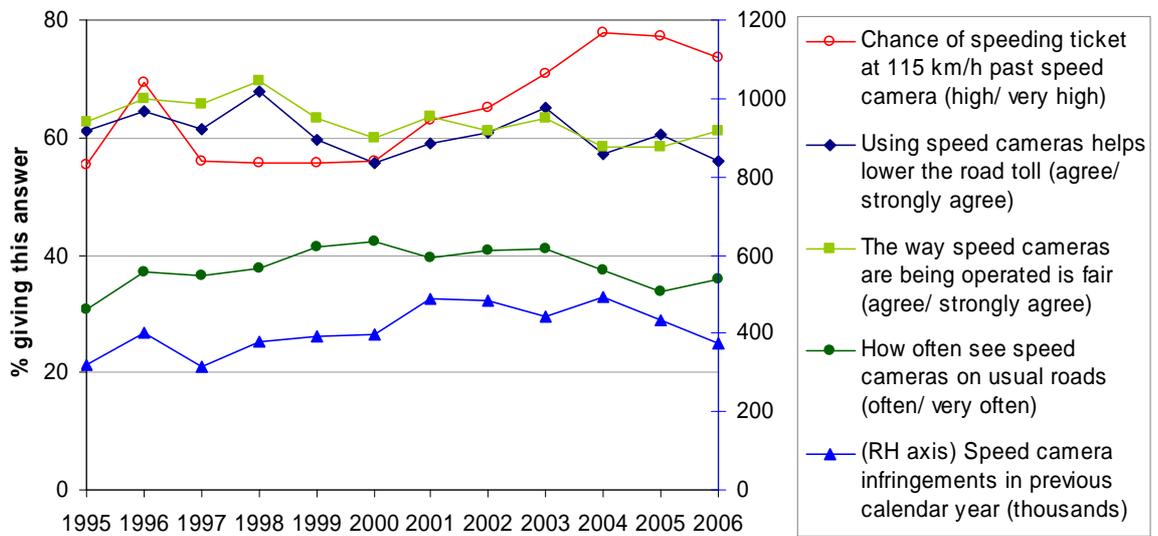
- 6.21 Awareness of enforcement is still higher than before the advent of the State Highway Patrol, but more work will be needed to reverse this year's decrease.
- 6.22 Twice as many people think they would be likely to get a ticket if they drove past a speed camera at 115 km/h, than if they drove past a Police officer at the same speed (see section 7.4).
- 6.23 Nearly one third (30%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h, and one in seven (14%) thought the chance was low at 120 km/h. Young people under 30 were most likely to say that the chance of receiving a ticket from a Police Officer was low.

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



7 Speed cameras

Figure 12: Attitudes to speed cameras (increasing is good)



- 7.1 **Effectiveness of speed cameras.** The majority of New Zealand adults (56%) agreed or strongly agreed with the statement ‘Using speed cameras helps lower the road toll’. This has fluctuated around 60% for the last six years, but this year’s level is at the lower end of this range. 27% disagreed that speed cameras help to lower the road toll and 13% were neutral on this issue.
- 7.2 People aged 15-24 were least likely to agree that using speed cameras helps lower the road toll (45% agreed).
- 7.3 **Cameras operated fairly.** Sixty-one percent said that speed cameras were operated fairly (24% disagreed with this statement and 12% were neutral on this issue or had no opinion). This has been maintained at the same high level since 1999.
- 7.4 **Chance of receiving a ticket.** In recent years New Zealanders have become more aware of speed camera enforcement, though the improvement has stalled this year. The percentage who said that they would be ‘likely’ or ‘very likely’ to receive a ticket if they passed a speed camera at 115 km/h increased from 56% in 2000 to 78% in 2004, but has remained in the mid-70s, at 77% and 74% in 2005 and 2006, respectively (see Figure 11). Only one third (32%) said they would expect to receive a ticket if they passed a speed camera at 110 km/h.
- 7.5 **Awareness of cameras.** Thirty-six percent of New Zealanders said that they often saw speed cameras on their usual roads. This is similar to the previous two years, but significantly lower than in the years 1999 to 2003 when it was around 40-42%.
- 7.6 **Hidden cameras.** A new question about hidden speed cameras was added in 2004. This replaces the earlier question, which asked respondents to say to what extent they thought speed cameras should be hidden, ranging from ‘Always in full view’ to ‘Always hidden’.

- 7.7 Respondents were asked ‘Do you support or oppose the use of hidden speed cameras to catch speeding drivers?’. As in earlier years, more than twice as many people supported the use of hidden cameras as those who opposed them. 59% of New Zealanders said they supported or strongly supported the use of hidden cameras, while 26% were opposed or strongly opposed to their use.

8 General enforcement and compliance

- 8.1 **General traffic enforcement.** Thirty-two 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 very similar to the results for 2005 and 2004.
- 8.2 **Vehicle impoundment.** Most New Zealanders (89%) support vehicle impoundment for disqualified or repeated unlicensed driving. This is slightly lower than last year (92%), but similar to 2000-2003.
- 8.3 **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.
- 8.4 In mid-2006, 83% of New Zealanders were aware of the use of unmarked vehicles for traffic enforcement. This is a slight decrease from 87% in 2005. Awareness was high across all age groups and throughout NZ, though in Auckland and Wellington this awareness was lower than elsewhere (70%).
- 8.5 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 heard about the cars from someone else (42%) and/or had seen someone being ticketed (35%), or seen an officer in a car (33%). 14% mentioned that they'd heard about the cars through the media, and 5% had personally received a ticket from an officer in an unmarked car.
- 8.6 Most people thought that unmarked cars were an effective and fair road safety measure. 68% said the use of unmarked cars to detect traffic offending was 'very effective' or 'quite effective' in helping to reduce the road toll. 25% thought the use of unmarked cars was not very effective and only 3% said they had no effect. (The remaining 4% did not express an opinion).
- 8.7 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, 79% said that this would be 'fair' or 'very fair'. Only 8% said it would be 'unfair' or 'very unfair' (the remaining 12% were neutral on this issue).

9 Safety belts and child restraints

9.1 Perceptions relating to safety belts were very similar to those for previous years, and have not shown the same deterioration as was evident in the answers to questions about alcohol and speed enforcement. The responses to the enforcement questions have shown significant improvement over recent years.

Figure 13: Attitudes to safety belts (increasing is good)

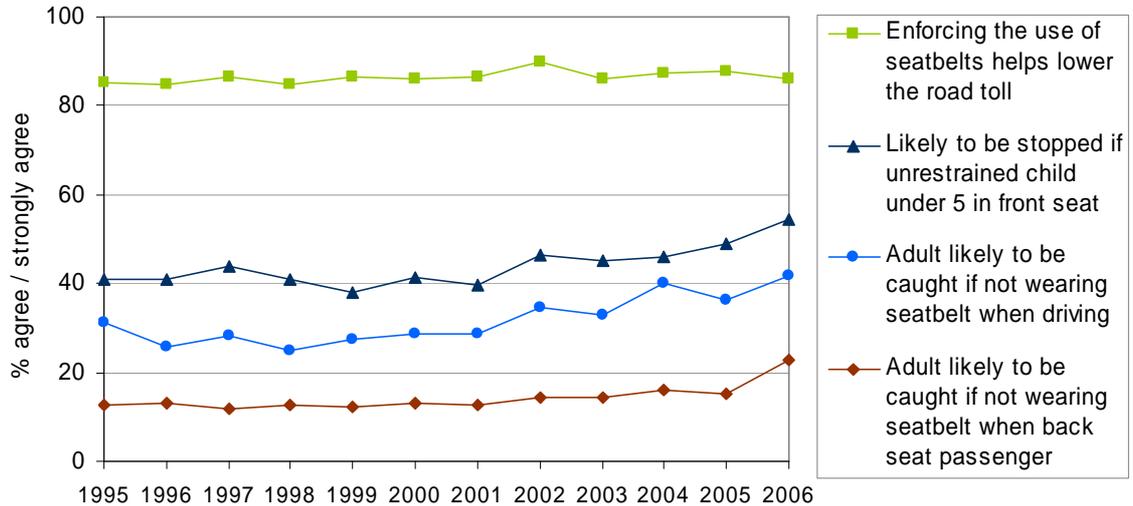
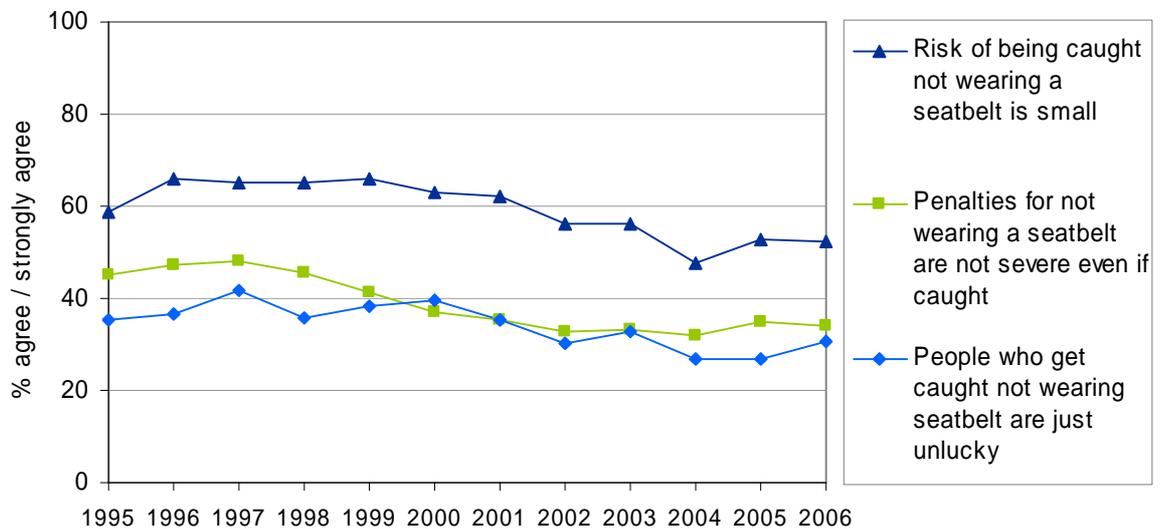


Figure 14: Attitudes to safety belts (decreasing is good)

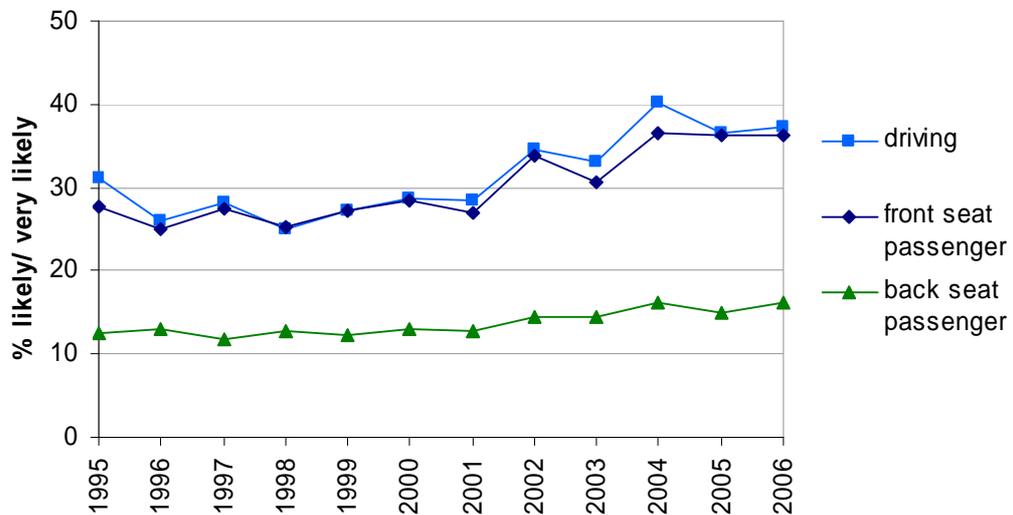


9.2 **Effectiveness of safety belts.** As in previous years, almost all New Zealanders (95%) agreed that safety belts are effective in reducing the road toll.

9.3 **Enforcement of adult safety belt use.** 37% of New Zealanders thought it 'likely' or 'very likely' that they would be caught if they drove without wearing a safety belt. This is much the same as in 2005 (36%), after a high of 40% in 2005.

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

Figure 15: Chance that an adult will be caught if not wearing a seatbelt while...



- 9.5 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Nearly half (48%) said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 30% said this would be the case if the child was in the back seat. These have shown a steady increase over the last decade, from 41% and 26%, respectively in 1995.
- 9.6 **Effectiveness of safety belt enforcement.** 86% of New Zealanders agree that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant over the last decade.
- 9.7 **Penalties.** More than a third of New Zealanders (34%) said that the penalties for not wearing a safety belt were not very severe even if you were caught. People who said that 'the risk of being caught is small' were more likely than others to think that the penalties were not very severe (44%).

10 Rooding

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

- 10.1 **Importance of rooding 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’. These results have remained fairly stable over the last three years.
- 10.2 **Rooding priorities.** Respondents were asked a series of questions designed to prioritise the importance of safety engineering improvements to different types of road. As in previous years, open-road state highways emerged as the highest priority overall. They were followed by motorways, other open roads and major roads in towns and cities. Residential streets received the lowest priority rating for safety engineering improvements.
- 10.3 **Pedestrians and cyclists.** Respondents were also asked ‘how high a priority for road safety is making the roads better for pedestrians and for cyclists?’ Similar priority ratings were given to safety improvements aimed at pedestrians and cyclists. Making the roads safer for both pedestrians and cyclists was accorded a similar priority to motorway improvements.

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2006 survey, 1640 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

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

A response rate of 62% was obtained. 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	177
2	861	762
3	267	406
4	89	192
5	26	70
6 or more	13	34
Total	1640	1640

Gender

Gender	Sample size	Weighted
Female	855	854
Male	785	787
Total	1640	1640

Age group

Age group	Sample size	Weighted
15-19	101	171
20-24	95	156
25-29	108	115
30-34	139	142
35-49	441	452
50-59	265	251
60+	488	350
Unknown	3	3
Total	1640	1640

Region

Region	Sample size	Weighted
Northland	100	59
Auckland	290	507
Waikato	100	153
Bay of Plenty	100	104
Gisborne	100	18
Hawke's Bay	100	61
Taranaki	100	44
Manawatu/Wanganui	100	96
Wellington	115	189
Nelson/Marlborough	100	54
West Coast	100	13
Canterbury	135	218
Otago	100	83
Southland	100	40
Total	1640	1640

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

Appendix B: Tables

Summary tabulations of responses to major questions

Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	78	77	75	78	79	78	79	77	79
How safe is the design and standard of roads you use?	Very/fairly safe	84	81	81	84	84	81	82	81	83
Police effort into catching people breaking road safety laws should be... ²	increased	62	58	59	55	56	48	40	38	44
	about the same	34	38	35	40	39	44	50	48	46
	decreased	2	3	4	3	3	6	8	12	9
Penalties for breaking road safety laws should be... ²	increased	50	42	35	35	38	35	34	33	36
	about the same	41	49	52	53	51	52	56	57	53
	decreased	3	4	7	6	4	6	6	5	6
Publicity and advertising about road safety should be... ²	increased	41	30	40	43	44	44	35	38	43
	about the same	52	58	51	51	49	50	57	54	51
	decreased	6	10	8	5	6	5	7	7	5

² 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								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	10	8	11	7	8	7	7	8	8
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	37	34	36	36	36	35	31	35	35
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	36	32	33	35	38	36	34	36	34
The risk of being caught drinking and driving is small	Agree/strongly agree	45	45	46	43	37	38	32	34	41
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	57	51	50	44	48	46	44	43	48
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	22	21	23	23	18	20	17	17	19
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	60	56	60	61	64	66	61	64	57
Legal blood alcohol limit should be...	Lower	43	41	39	40	39	40	41	42	40
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	26	24	25	25	24	24	20	21	24

Compulsory breath testing

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Compulsory breath testing helps lower the road toll	Agree/strongly agree	79	73	74	77	83	82	76	77	76
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	22	20	19	14	16	19	13	14	15
Can tell where checkpoints will be	Agree/strongly agree	36	33	39	33	36	34	35	34	36
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	67	66	66	66	62	58	59	63	67
Can avoid checkpoints if you see them early	Agree/strongly agree	33	29	34	31	28	29	22	25	31
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	26	26	26	26	25	26	25	27	25
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	51	48	49	51	53	53	56	55	48
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	87	84	88	86	85	83	86	85	84
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	94	93	93	95	95	93	93	94	93
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm ³	Very/fairly likely	32	33	38	31	34	37	39	38	35
...10pm and midnight ³	Very/fairly likely	48	50	53	52	54	54	59	56	53
...midnight and 2am ³	Very/fairly likely	36	40	41	43	45	42	43	46	44
...2am and 8am ³	Very/fairly likely	20	22	23	21	26	24	27	30	25
...8am-6pm ³	Very/fairly likely	11	10	10	7	15	14	13	16	11

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

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Chance of being breath-tested if drink-driving...										
...in a small town ⁴	Very/fairly likely	27	26	31	28	28	31	31	30	31
...in a large city ⁴	Very/fairly likely	56	57	57	56	59	54	63	54	55
...on a major highway ⁴	Very/fairly likely	36	37	36	37	43	37	41	36	41
...on a rural road ⁴	Very/fairly likely	14	13	11	13	14	17	15	13	16
Ever stopped at checkpoint while driving (% of all drivers)	Yes	63	63	68	69	70	69	74	72	73
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	37	36	42	41	42	41	46	42	41

⁴ Question asked of half the sample (N=820)

Speed

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Enjoy driving fast on open road (% drivers)	Like/like very much	37	38	40	38	33	38	36	35	39
There isn't much chance of accident when speeding if careful	Agree/strongly agree	19	18	20	18	15	18	15	16	14
The risk of being caught speeding is small	Agree/strongly agree	41	41	41	39	33	33	25	28	30
Penalties for speeding are not very severe	Agree/strongly agree	36	32	31	28	30	29	26	30	32
Most people who get caught speeding are just unlucky	Agree/strongly agree	27	30	30	27	22	25	22	21	23
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	80	75	76	76	82	79	77	76	76
Speed limits on the roads I normally use are...	About right	80	83	82	84	85	82	84	85	84
	Too low	11	11	10	9	8	10	10	8	8
	Too high	6	4	6	5	5	6	4	5	6
Should 100 km/h limit be raised, lowered or left as it is?	Same	72	71	71	72	77	74	76	75	76
Should 50 km/h limit be raised, lowered or left as it is?	Same	75	77	75	79	83	81	81	82	81
Automatic loss of licence for speeding at 150 km/h on the open road would be...	Fair/very fair	85	85	85	85	87	87	90	90	90
Automatic loss of licence for speeding at 100 km/h in a 50 km zone would be...	Fair/very fair	93	93	94	94	96	95	97	96	96
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	73	68	68	67	65	67	63	62	67

Speed cameras

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Using speed cameras helps to lower the road toll	Agree/strongly agree	68	60	56	59	61	65	57	61	56
The way speed cameras are being operated is fair	Agree/strongly agree	70	63	60	64	61	63	58	58	61
How often do you see speed cameras on usual roads?	Often/almost always	38	41	42	40	41	41	37	34	36
Should speed cameras be hidden or in full view?	Always in view	20	24	30	31	30	29	NA	NA	NA
	Mixture of hidden and visible modes	58	56	52	50	54	52	NA	NA	NA
	Always hidden	22	19	17	18	15	17	NA	NA	NA
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/strongly support	NA	NA	NA	NA	NA	NA	56	59	59
Chance of speeding ticket if passing speed camera at 110 km/h ⁵	High/very high	24	23	24	26	30	33	39	38	32
Chance of speeding ticket if passing speed camera at 120 km/h ⁵	High/very high	81	83	81	87	86	91	92	91	89
Chance of speeding ticket if passing speed camera at 130 km/h ⁵	High/very high	94	93	95	96	97	96	98	97	96
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁵	High/very high	8	10	11	10	13	11	16	16	14
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁵	High/very high	50	59	54	54	62	64	68	67	63
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁵	High/very high	78	83	79	81	86	85	86	87	84
Any speeding tickets in last 12 months (% of drivers)	Yes	13	16	17	16	16	16	19	14	16

⁵ Question asked of half the sample (N=820).

General enforcement

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	23	26	26	27	29	32	36	33	32
Vehicle impoundment for disqualified or unlicensed driving would be...	Fair/very fair	84	85	88	87	89	89	92	92	89
Carry driver's licence when driving private vehicle (% drivers)	Always/mostly	81	88	96	96	95	95	96	NA ⁶	98

Roading

Roading questions were first included in the survey in 2002.

Question	Response	Percentage giving response				
		2002	2003	2004	2005	2006
What priority for safety engineering improvements to ...						
... motorways	Top/high priority	75	72	72	74	71
... open road State Highways	Top/high priority	87	84	86	87	86
... other open roads	Top/high priority	68	63	67	67	64
... major roads in towns and cities	Top/high priority	66	66	69	68	67
... residential streets	Top/high priority	37	35	39	39	35
How high a priority for road safety is making the roads better for...						
... pedestrians	Top/high priority	70	66	71	72	73
... cyclists	Top/high priority	74	70	74	75	76

⁶ Not asked in 2005; will be asked in alternate years from 2006.

Safety belts and child restraints

Question	Response	Percentage giving response								
		1998	1999	2000	2001	2002	2003	2004	2005	2006
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	85	86	86	86	90	86	87	88	86
Effectiveness of safety belts for reducing the road toll	Quite/very effective	94	95	95	95	96	95	96	95	95
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	65	66	63	62	56	56	48	53	52
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	46	41	37	35	33	33	32	35	34
People who get caught not wearing a safety belt are just unlucky	Agree/strongly agree	36	38	40	35	30	33	27	27	31
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	25	27	29	28	35	33	40	36	37
...front seat passenger	Fairly/very likely	25	27	28	27	34	31	37	36	36
...back seat passenger	Fairly/very likely	13	12	13	13	14	14	16	15	16
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	41	38	41	40	46	45	46	49	48
...child in the back seat	Fairly/very likely	24	23	26	24	28	27	27	30	30

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki

Question	Response	All NZ	North-land	Auck-land	Waikato	Bay of Plenty	Gisbn Bay	Hawke's Bay	Tara-naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1470	93	251	91	92	93	95	86
Attitudes to road safety and enforcement									
How safe is the design and standard of roads you use?	Very/fairly safe	83	61	86	80	79	67	87	82
Police effort into catching people breaking road safety laws should be...	Increased	44	42	49	46	39	31	60	40
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	8	7	13	8	10	6	3
The risk of being caught drinking and driving is small	Agree/strongly agree	41	31	43	39	35	26	44	35
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	28	23	23	29	33	22	17
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	86	74	83	73	73	85	80
Can tell where checkpoints will be	Agree/strongly agree	36	51	37	38	33	50	26	41
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	48	64	51	53	59	59	45	57
Speed									
Enjoy driving fast on open road (%drivers)	Like/like very much	39	32	44	38	46	42	22	32
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	16	14	12	17	14	20	10
The risk of being caught speeding is small	Agree/strongly agree	30	34	32	31	30	20	30	29
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	81	74	80	71	78	78	87

...continued

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

Question	Response	All NZ	North-land	Auck-land	Waikato	Bay of Plenty	Gisbn	Hawke's Bay	Tara-naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1470	93	251	91	92	93	95	86
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	56	61	52	67	55	67	57	68
How often do you see speed cameras on your usual roads	Often/almost always	36	35	42	40	40	30	48	20
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	32	47	28	28	40	39	28	42
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	98	97	94	93	95	92	98
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	42	59	58	45	39	52	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	37	46	36	37	40	43	38	39
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	16	16	18	18	18	23	19
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	41	25	26	33	30	33	43
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/high priority	71	66	72	82	75	61	57	76
... open road State Highways	Top/high priority	86	90	81	91	88	86	86	93
... other open roads	Top/high priority	64	83	61	59	72	62	55	74
... major roads in towns and cities	Top/high priority	67	67	68	63	74	58	60	65
... residential streets	Top/high priority	35	48	37	23	32	23	31	36
How high a priority for road safety is making the roads better for...pedestrians	Top/high priority	73	78	73	76	76	68	74	60
... cyclists	Top/high priority	76	81	72	73	79	75	74	66

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

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1640	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1470	87	94	87	91	123	95	92
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/fairly safe	83	75	85	83	82	89	87	87
Police effort into catching people breaking road safety laws should be...	Increased	44	41	34	33	32	43	37	44
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	10	6	6	2	10	8	11
The risk of being caught drinking and driving is small	Agree/strongly agree	41	48	40	41	25	47	31	36
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	27	20	22	25	23	26	22
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	71	78	72	71	77	70	70
Can tell where checkpoints will be	Agree/strongly agree	36	44	31	32	59	32	27	26
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	48	48	32	57	41	40	40	51
Speed									
Enjoy driving fast on open road (% drivers)	Like/like very much	39	23	51	33	28	39	25	31
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	19	19	11	7	10	9	11
The risk of being caught speeding is small	Agree/strongly agree	30	23	28	26	17	37	26	32
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	77	71	74	71	80	79	69

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

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson/ Marlb	West Coast	Canter- bury	Otago	South- land
<i>Sample size</i>		1640	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1470	87	94	87	91	123	95	92
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	56	56	54	54	60	56	61	49
How often do you see speed cameras on your usual roads?	Often/almost always	36	27	46	15	23	24	35	14
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	32	36	32	27	41	33	34	45
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	87	99	96	94	94	91	94
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	52	47	44	37	56	43	43
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	37	40	32	49	47	31	44	51
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	14	15	12	12	13	19	20
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	35	37	14	24	27	33	37
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/high priority	71	70	80	64	74	64	67	69
... open road State Highways	Top/high priority	86	88	93	79	95	82	84	91
... other open roads	Top/high priority	64	51	65	55	75	73	58	65
... major roads in towns and cities	Top/high priority	67	61	60	70	78	72	66	71
... residential streets	Top/high priority	35	27	33	32	48	39	39	30
How high a priority for road safety is making the roads better for ...pedestrians	Top/high priority	73	66	79	69	82	65	82	70
... cyclists	Top/high priority	76	77	78	74	75	83	82	70

Demographic tables: Selected results by age⁷ and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1640	855	785	196	416	537	488
<i>Drivers in sample</i>		1470	746	724	141	394	520	413
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	44	46	41	39	43	44	47
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	7	10	12	7	6	10
The risk of being caught drinking and driving is small	Agree/strongly agree	41	40	41	39	40	40	45
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	16	31	27	26	27	12
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	75	77	74	80	76	73
Can tell where checkpoints will be	Agree/strongly agree	36	35	37	42	37	35	29
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	48	47	49	41	42	53	55
Speed								
Enjoy driving fast on open road (%drivers)	Like/like very much	39	34	44	55	41	35	30
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	12	17	16	10	12	20
The risk of being caught speeding is small	Agree/strongly agree	30	30	30	24	25	32	42
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	76	76	76	74	80	75	75
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	56	59	53	45	57	54	69
How often do you see speed cameras on your usual roads?	Often/almost always	36	35	37	34	39	41	26

⁷ More detailed age breakdowns are available on request.

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

Question	Response	Total All NZ	Gender		Age group			60+
			Female	Male	15-24	25-39	40-59	
<i>Sample size</i>		1640	855	785	196	416	537	488
<i>Drivers in sample</i>		1470	746	724	141	394	520	413
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	32	34	30	28	33	31	36
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	96	94	88	97	97	96
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	52	53	59	50	50	54
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	37	39	36	26	35	43	42
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	16	19	13	9	15	18	23
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	30	32	26	19	30	30	39
Roading								
What priority for safety engineering improvements to ...								
... motorways	Top/high priority	71	76	67	71	68	71	77
... open road State Highways	Top/high priority	86	87	84	80	83	89	87
... other open roads	Top/high priority	64	67	60	53	61	68	69
... major roads in towns and cities	Top/high priority	67	74	59	66	63	67	72
... residential streets	Top/high priority	35	38	31	30	35	33	40
How high a priority for road safety is making the roads better for...		73	77	68	71	75	70	77
... pedestrians	Top/high priority	76	79	72	74	78	74	78
... cyclists	Top/high priority	32	34	30	28	33	31	36