

Survey of public attitudes to road safety, 2005: summary of results

1 Introduction & methodology

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 will be conducted by the Ministry of Transport. The fieldwork for the survey is carried out by an independent survey company.

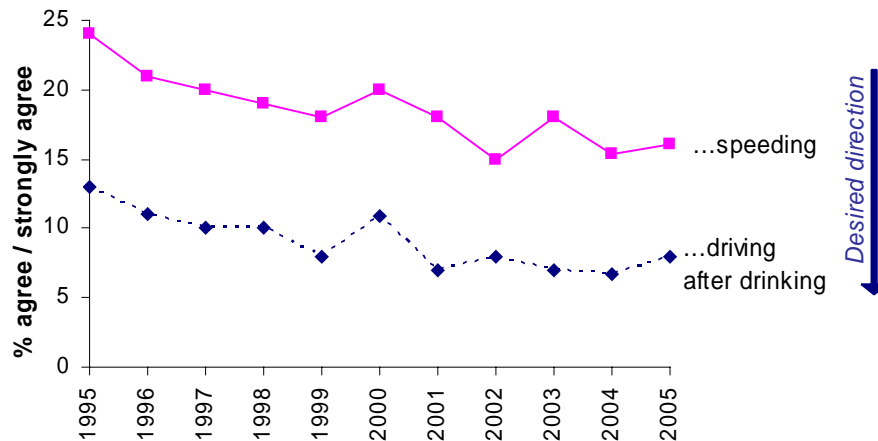
Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in respondents' homes.

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 2005, 1640 people were interviewed, including 1466 who held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

2 Overview

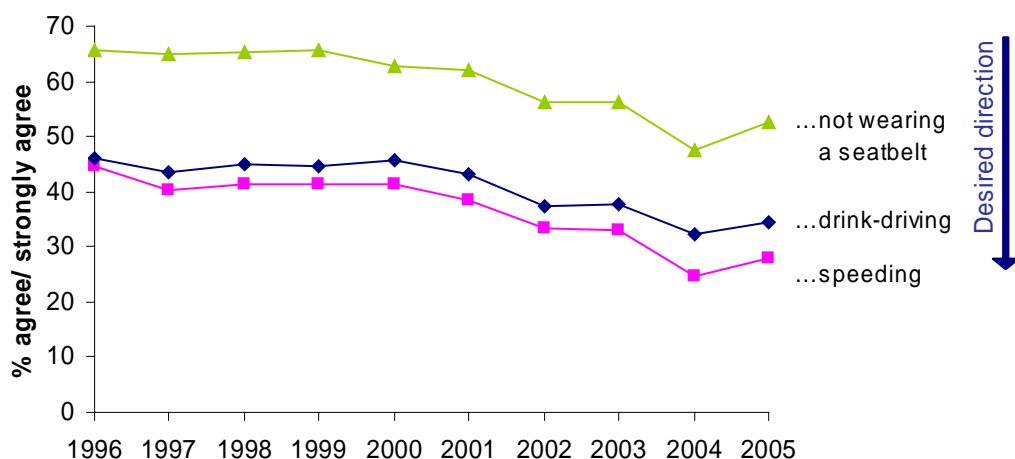
- 2.1 Speed and alcohol are widely acknowledged as major road safety problems. The once commonly-held attitude that speeding and drink-driving are not risky, as long as the driver is careful, has gradually lost currency over the last decade, as Figure 1 shows.

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



- 2.2 Public support for alcohol, speed and seatbelt enforcement continues to be high. Seventy-seven percent of New Zealanders said that compulsory breath testing (CBT) helps to lower the road toll; 76% agreed that enforcing the speed limit helps to lower the road toll; and 88% said that seatbelt enforcement helps to lower the road toll.
- 2.3 In general, while the 2005 results are still better than those of two years ago, this year's results do not show the big improvements seen in recent years.
- 2.4 Over the last year there has been a small but statistically significant increase in the proportion of New Zealanders who said the risk of being caught speeding, or without a seatbelt, was small. (See Figure 2). However this is still better than in 2003.

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



3 General attitudes to road safety and enforcement

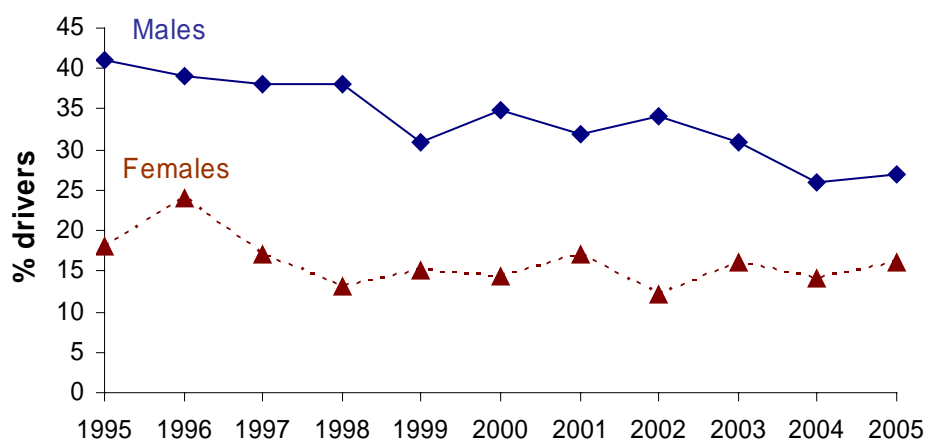
- 3.1 **How safe is road travel in New Zealand?** Ten percent of New Zealanders described road travel in this country as 'very safe'. A further 72% described it as 'fairly safe'. 16% described it as 'fairly unsafe' and 3% as 'very unsafe'. This perception of safety has remained relatively stable over the last decade.
- 3.2 **Road safety enforcement.** Overall, public support for Police enforcement remains high, though public demand for more enforcement effort has decreased as actual enforcement levels have risen over the last decade. In mid 2005, 38% said that Police effort to catch people breaking road safety laws should be increased further, and another 48% wanted that effort maintained at current levels. Twelve 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 2005, 57% of New Zealanders said that penalties should be kept the same and 33% wanted increased penalties. Very few people (5%) 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 2005, 38% thought that such advertising should be increased further, and 54% thought the amount of advertising should remain at current levels.
- 3.5 **Road design and standards.** Only 10% 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 are fairly safe. 18% described the roads they normally used as 'very unsafe' or 'fairly unsafe'.
- 3.6 Northland residents were most likely to say the design and standards of their roads was unsafe - 35% of Northland residents said the design and standard of the roads they normally used was 'very' or 'fairly' unsafe. Auckland and Gisborne residents also displayed low levels of satisfaction with their roads, with one quarter rating the roads 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 **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. Those least likely to recognise the risk of drink-driving were young men aged 15 to 24, women in their early twenties, and men aged 60+. Thirteen percent of people in these groups (one in seven) said that there wasn’t much chance of an accident when driving after drinking.
- 4.2 **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. Young people, Maori and people living in provincial cities and towns were most likely to agree with these statements.
- 4.3 **Self-reported drink-driving.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey, has fallen over the last decade. In 2005, 21% of drivers (27% of males) said they had driven while slightly intoxicated, compared with 30% (41% of males) in 1995.
- 4.4 People who said that they had driven while slightly intoxicated were more likely than others to say they enjoyed driving fast, and to have had a speeding ticket in the previous year.
- 4.5 More than 40% of those who admitted having driven while slightly intoxicated in the previous year, said it was hard to drink less than the group when drinking with friends. Half said that on social occasions it was hard to keep track of what they were drinking.

Figure 3: People who drove while slightly intoxicated in past year (self-reported)



- 4.6 **Drink-driving enforcement.** New Zealanders recognise that enforcement effort has increased over the last few years. One third (34%) said that the risk of being caught drink-driving is small, down from 43% five years ago, in mid

2001. Figure 2 (in the Overview section above) compares this trend to perceptions of being caught speeding or without a seatbelt.

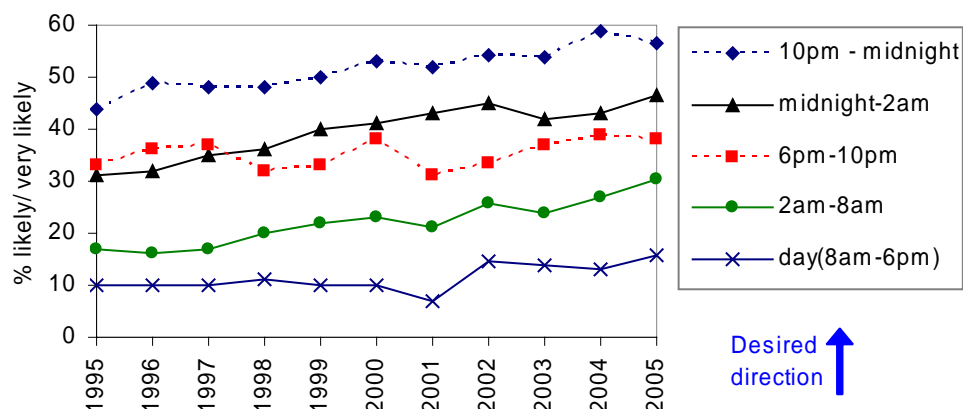
- 4.7 **Effectiveness of law.** Sixty-four percent of New Zealanders agreed that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. 32% said that the drink-driving laws were not very effective, and only 3% thought that NZ's drink-driving laws had no effect on the road toll.
- 4.8 **Penalties.** The view that 'penalties for drinking and driving are not very severe even if you are caught' has become less prevalent as people become more aware of the penalties incurred for drink-driving. In 2005, 43% agreed with this statement, compared to 57% in 1998 before roadside licence suspension and vehicle impoundment were introduced.
- 4.9 **Blood alcohol limit.** Forty-two percent of New Zealanders favour a lower legal blood-alcohol limit for driving. One third (33%) said the limit should be lowered from 80mg/100ml to 50mg/100ml, and a further 9% wanted it lowered to zero. Fewer than 5% were in favour of raising the legal limit.

5 Compulsory breath testing (CBT)

- 5.1 **CBT lowers road toll.** Just over three quarters (77%) of New Zealanders agreed that compulsory breath testing (CBT) helps to lower the road toll. Only 14% disagreed with this statement. The remaining 9% said they were neutral or didn't know.
- 5.2 **Checkpoints.** There was a small increase in the number of people who said that they seldom saw checkpoints except during blitzes, from 58-59% in the last two years to 63% in 2005.
- 5.3 Forty-two percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months, a slight decrease from 46% in 2004. Nine percent of all drivers reported that they had been stopped at a checkpoint 3 or more times in the last year, down from 14% in 2004.
- 5.4 **Chance of being stopped late at night.** The majority of New Zealanders thought there was a good chance of being stopped at a checkpoint if driving late at night. 55% agreed that there was a good chance of being stopped, compared to 48% when this question was first asked in 1997. 28% disagreed with the statement; the remaining 18% were neutral or said they didn't know.
- 5.5 **Chance of being stopped, by driving situation.** The number of people who would expect to be stopped and tested if they were drink-driving in a large city returned from a high of 63% in 2004 to 54%, same as in 2003. This is higher than the perceived risk of being caught in a small town (30%), on a major highway (36%), or on a rural road (13%).
- 5.6 **Chance of being stopped, by time of day.** People are becoming more aware of compulsory breath testing (see Figure 4). Fifty-six percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. This is part of a long-term increase in the

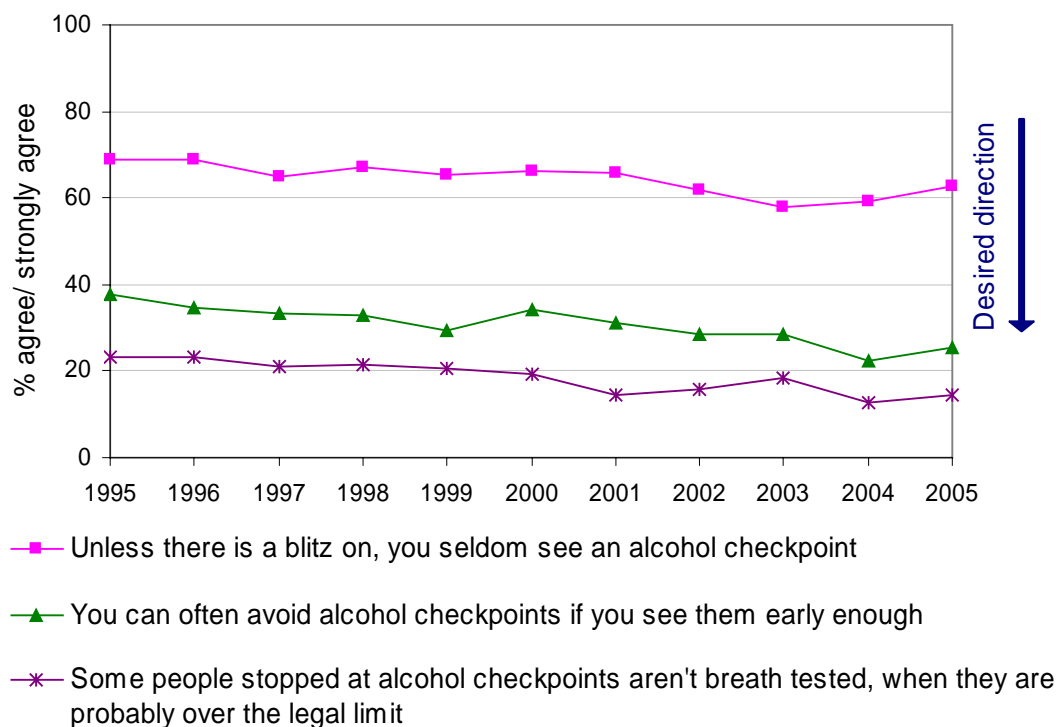
awareness of alcohol enforcement. Nearly half (46%) would expect to be caught if drink-driving between midnight and 2am. Over the last two years the percentage who would expect to be stopped between 2am and 8am has increased from 24% in 2003 to 30% in 2005.

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



- 5.7 **Avoiding checkpoints.** About a third of New Zealanders (34%) said that they could tell where checkpoints would be, and about a quarter (27%) claimed to use the back streets to drive home when they might be over the limit. This has remained essentially unchanged since 1998.
- 5.8 In Northland, more than half the residents (59%) thought they could tell where checkpoints would be, and in Gisborne and on the West Coast, just under half (48%) said they could tell, compared to the national average of 34%. Using the back streets when over the limit was most commonly reported in Gisborne (37% of residents), but was common throughout the North Island except for Northland (19%).
- 5.9 Twenty five percent said they could often avoid checkpoints if they saw them early enough, a return towards the 2003 level after a low of 22% in 2004. Forty percent of 20-24 year olds, and 38% of Maori, thought they could avoid checkpoints.

Figure 5: Perceptions of alcohol checkpoints

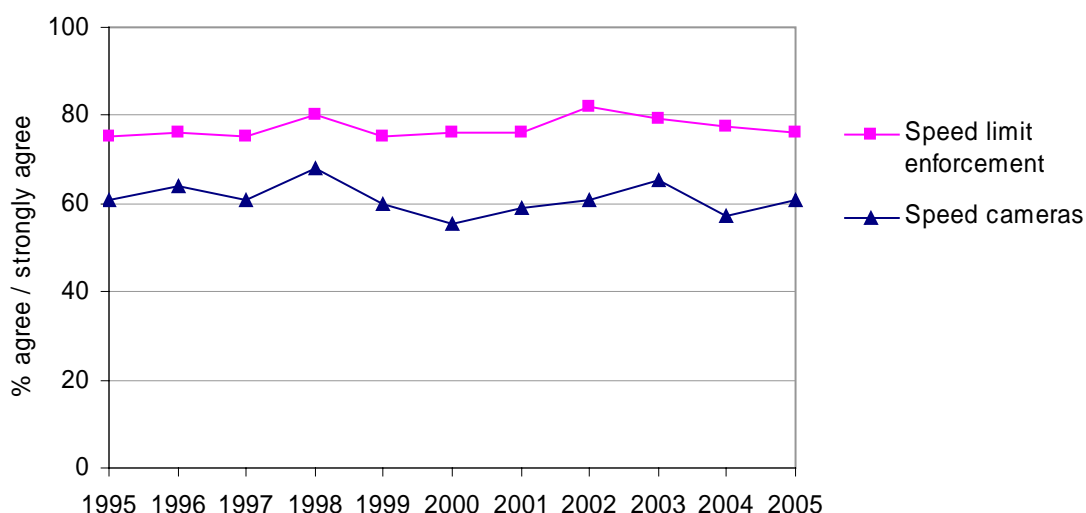


5.10 Compulsory screening. Only one in seven (14%) New Zealanders said that some people stopped at checkpoints were not tested even when they were over the limit. The number of people who hold this view has decreased from 23% in 1995. More than one in five (22%) of young people aged 15 to 24 agreed with this view.

6 Speed

- 6.1 **Risk of crash.** Recognition of the risk of speeding has gradually increased over the last ten years. Only 16% of New Zealanders agreed with the statement ‘there is not much chance of an accident when speeding if you are careful’, compared to 24% before the campaign began in 1995 (See Figure 1 in the Overview section).
- 6.2 The attitude that speeding isn’t risky as long as you are careful is most common among men aged 50 plus (25%) and in the 20 to 24 year age group (21%). 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 the driver was careful.
- 6.3 **Like driving fast.** More than one-third (35%) of drivers said that they enjoy driving fast on the open road. Overall, 45% of males and 26% of females said they like driving fast on the open road. Three quarters of male drivers aged 15-24 said that they liked driving fast.
- 6.4 **Effectiveness of enforcement.** Support for speed enforcement remains high. In mid 2005, 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.

Figure 6: Perceptions that speed enforcement helps to lower the road toll

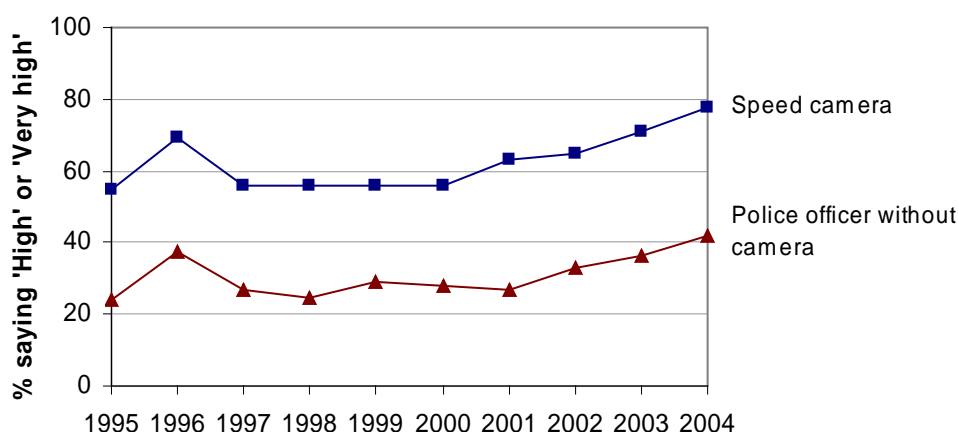


- 6.5 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but there has been a slight reversal of the trend in 2005 (see Figure 2 in the Overview section). In mid 2005, 28% of New Zealanders agreed with the statement ‘the risk of being caught speeding is small’. This is a slight increase from 25% in 2004, but is still an improvement on 33% in 2002 and 2003, and around 40% in earlier years. People aged 60 and over, and Northland residents were most likely to say that the risk of being caught was small.

- 6.6 **Speed limits.** The great majority of New Zealanders (85%) think that speed limits on the roads they normally use are about right. 5% think they are too high and 8% think they are too low.
- 6.7 When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept the same, 75% said they wanted it kept the same and a further 4% thought it should be lowered.
- 6.8 It's a similar story in urban areas – 87% 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 a gradual decline in support for raising speed limits.
- 6.9 **Definition of speeding.** Respondents were asked 'On the open road, what speed do you consider to be speeding?' 53% named speeds of 115 or lower, as speeding. The mean speed named was just under 115 km/h. This may reflect widespread knowledge of the 10km/h enforcement tolerance applied by Police in practice. People aged under 30, men, people who said they liked driving fast and people who admitted to driving while intoxicated, were more likely than other groups to name high speeds.
- 6.10 **Automatic licence suspension.** Most New Zealanders found extremely high speeds unacceptable. Currently, any driver caught travelling at more than 50km/h above the posted speed limit will have his or her licence immediately suspended. This has wide public acceptability - 90% of New Zealanders described automatic "loss of licence" (period unspecified) for drivers caught speeding at 150 km/h on the open road (the current threshold) as fair or very fair. This is the same percentage as in 2004 and has gradually increased from 82% in 1995.
- 6.11 From 16 January 2006, the threshold for automatic licence suspension will be 40km/h over the posted permanent speed limit, or 140km/h on the open road. Automatic loss of licence at 140km/h is already described as fair or very fair by 75% of New Zealanders. Only 11 percent described this as unfair (the remainder were neutral or said they didn't know).
- 6.12 This 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 an urban area was regarded equally unfavourably. 96% supported loss of licence for speeding at 100km/h in a 50km/h zone, the current threshold for automatic licence suspension. 91% supported loss of licence for speeding at 90km/h in a 50km/h zone (the new threshold), and three quarters (75%) supported automatic loss of licence at 80km/h.
- 6.14 **Repeat offending:** Sixty-two 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. 21% said it would be unfair or very unfair, and 17% were neutral on this issue or said they didn't know.

- 6.15 **Self-reported speeding infringements.** One in seven (14%) drivers reported receiving at least one speeding ticket in the previous year. This is a slight decrease from 19% of drivers in 2004. Eighteen percent of men and 11% 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 (22%) to have had a speeding ticket than those who disliked driving fast (6%) or who were neutral (14%).
- 6.16 People living in Gisborne, Nelson, Wellington and Southland were most likely to report having received a speeding ticket (around 20% of drivers in all these regions). At the other end of the scale, only 2% of Bay of Plenty drivers and 6% of Waikato drivers had received a ticket.
- 6.17 **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) has stabilised after a number of years of steady increase. Fewer than half (43%) 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 (see Figure 7). Though still fairly low compared to speed cameras, this has increased from 36% in 2003 and 28% in 2000, before the advent of the State Highway Patrol.
- 6.18 Two thirds (67%) 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, compared with only 54% in 2000.
- 6.19 However, expected ticketing rates are still lower for Police officers than for speed cameras (see section 7.3). One in seven New Zealanders said that the change of receiving a ticket if they drove past a Police officer at 120 km/h, was low or very low. Young people aged 15-19, and people living in the South Island (except Southlanders), were most likely to say that the chance of receiving a ticket from a Police Officer was low.

Figure 7: Perceived chance of receiving a ticket if driving at 115 km/h past a...



7 Speed cameras

- 7.1 **Effectiveness of speed cameras.** The majority of New Zealand adults (61%) agreed or strongly agreed with the statement 'Using speed cameras helps lower the road toll'. 27% disagreed that speed cameras help to lower the road toll and 12% were neutral on this issue.
- 7.2 **Cameras operated fairly.** Fifty-eight percent said that speed cameras were operated fairly. (24% disagreed with this statement and 18% were neutral on this issue or had no opinion).
- 7.3 **Chance of receiving a ticket.** New Zealanders are becoming more aware of speed camera enforcement. In May/ June 2005, 77% said that they would be 'likely' or 'very likely' to receive a ticket if they passed a speed camera at 115 km/h, compared with 71% in mid 2003, and 56% in 2000 (see Figure 7). 91% would have expected to receive a ticket if they passed speed camera at 120km/h.
- 7.4 **Awareness of cameras.** 34% of New Zealanders said that they often see speed cameras on their usual roads. This is the lowest level of awareness since 1995 and has decreased from 37% in 2004 and 40-42% in the years 1999 to 2003.
- 7.5 **Hidden cameras.** A new question about hidden speed cameras was added in 2004. This replaces the earlier question, which asked respondents to say to what extent they thought speed cameras should be hidden, ranging from 'Always in full view' to 'Always hidden'.
- 7.6 In 2004 and 2005, respondents were asked 'Do you support or oppose the use of hidden speed cameras to catch speeding drivers?'. More than twice as many people supported the use of hidden cameras, as opposed them. 59% of New Zealanders said they supported or strongly supported the use of hidden cameras, while 25% were opposed or strongly opposed, to their use. The remaining 16% said they neither supported nor opposed the use of hidden cameras.

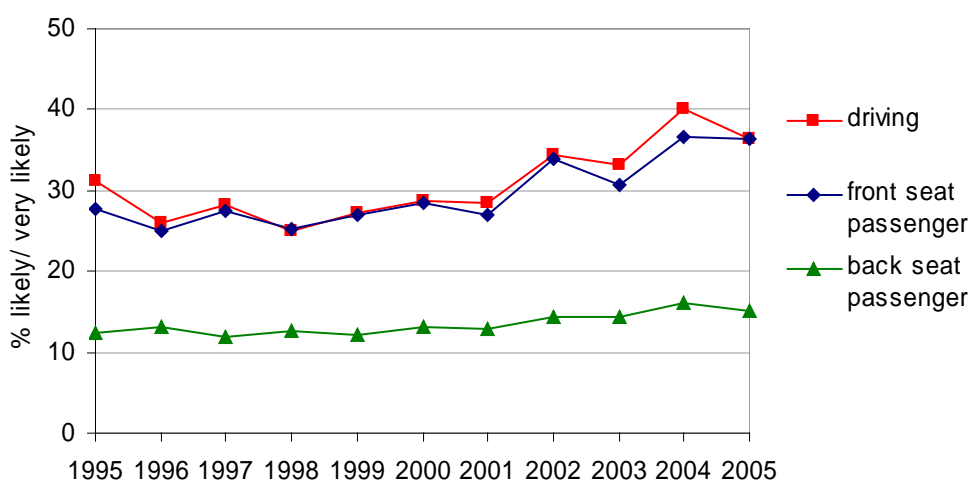
8 General enforcement and compliance

- 8.1 **General traffic enforcement.** 33% of New Zealanders thought that a driver who breaks a traffic law (other than drink-driving or speeding) is likely to be stopped by the Police.
- 8.2 **Vehicle impoundment.** Most New Zealanders support vehicle impoundment for disqualified or repeated unlicensed driving. In both 2004 and 2005 92% said vehicle impoundment for these offences was fair or very fair, an increase from 89% in 2003 and 84% when the question was first asked in 1998.
- 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 2005, 87% of New Zealanders were aware of the use of unmarked vehicles for traffic enforcement. Awareness was high throughout NZ and across all age groups. It was highest among men and rural dwellers.
- 8.5 Those who were aware of the unmarked cars were asked to list the ways they'd heard about them. Most people (84%) had become aware that unmarked cars were being used by seeing an officer in a car, seeing someone else being ticketed and/ or hearing about them from someone else. 12% mentioned that they'd heard about the cars through the media.
- 8.6 Most people thought that unmarked cars were an effective and fair road safety measure. 69% said the use of unmarked cars to detect traffic offending was 'very effective' or 'quite effective' in helping to reduce the road toll. 23% thought the use of unmarked cars was not very effective, 4% said they had no effect and another 4% had no opinion.
- 8.7 When asked how fair or unfair it would be for a driver to have their traffic offending detected by an unmarked police car, 76% said that this would be 'fair' or 'very fair'. Only 8% said it would be 'unfair' or 'very unfair'. The remaining 15% were neutral on this issue.

9 Safety belts and child restraints

- 9.1 **Effectiveness of safety belts.** As in previous years, almost all New Zealanders (95%) agreed that safety belts are effective in reducing the road toll.
- 9.2 **Enforcement of adult safety belt use.** 36% of New Zealanders thought it 'likely' or 'very likely' that they would be caught, if they drove without wearing a safety belt. This is a slight decrease from 40% in 2005 but is still higher than in 2003 (33%) and around 28% in the years 1997 – 2001.
- 9.3 If travelling as a front-seat passenger without a safety belt, 36% would expect to be caught by Police. Only 15% said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat.

Figure 8: Chance that an adult will be caught if not wearing a seatbelt while...



- 9.4 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. 49% 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.
- 9.5 **Effectiveness of safety belt enforcement.** 88% of New Zealanders agree that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant over the last nine years.
- 9.6 **Penalties.** More than a third of New Zealanders (35%) said that the penalties for not wearing a safety belt were not very severe even if you are caught. People who said that the risk of being caught was small, were more likely than others to think that the penalties were not very severe (44%).

10 Roothing

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

- 10.1 **Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. 69% 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 **Roothing priorities.** Respondents were asked a series of questions designed to prioritise the importance of safety engineering improvements to different types of road. As in previous years, open road state highways emerged as the highest priority overall. They were followed by motorways, other open roads and major roads in towns and cities. Residential streets received the lowest priority rating for safety engineering improvements.
- 10.3 **Pedestrians and cyclists.** Respondents were also asked ‘how high a priority for road safety is making the roads better for pedestrians and for cyclists?’ Similar priority ratings were given to safety improvements aimed at pedestrians and cyclists. Making the roads safer for both pedestrians and cyclists was accorded similar priority to motorway improvements.

11 Conclusion

Over the last decade, good progress has been made in improving road-user behaviour and related attitudes. Increasingly, New Zealanders have accepted that drink-driving and speeding are major contributors to the road toll and carry risks for the individual.

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

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2005 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 63% was obtained. Here, 'non-response' includes refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

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

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

Sample sizes & weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	421	185
2	870	815
3	223	337
4	85	186
5	33	79
6 or more	8	37
Total	1640	1640

Gender

Gender	Sample size	Weighted
Female	886	852
Male	754	788
Total	1640	1640

Age group

Age group	Sample size	Weighted
15-19	89	188
20-24	91	132
25-29	87	105
30-34	141	160
35-49	444	451
50-59	277	279
60+	511	324
Total	1640	1640

Region

Region	Sample size	Weighted
Northland	100	60
Auckland	290	507
Waikato	100	154
Bay of Plenty	100	103
Gisborne	100	18
Hawke's Bay	100	61
Taranaki	100	45
Manawatu/ Wanganui	100	96
Wellington	115	188
Nelson/ Marlborough	100	54
West Coast	100	13
Canterbury	135	218
Otago	100	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								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	73	78	77	75	78	79	78	79	77
How safe is the design and standard of roads you use?	Very/fairly safe	80	84	81	81	84	84	81	82	81
Police effort into catching people breaking road safety laws should be.. ¹	increased	63	62	58	59	55	56	48	40	
	about the same	32	34	38	35	40	39	44	50	38
	decreased	3	2	3	4	3	3	6	8	12
Penalties for breaking road safety laws should be.. ¹	increased	52	50	42	35	35	38	35	34	33
	about the same	40	41	49	52	53	51	52	56	57
	decreased	3	3	4	7	6	4	6	6	5
Publicity and advertising about road safety should be.. ¹	increased	40	41	30	40	43	44	44	35	38
	about the same	53	52	58	51	51	49	50	57	54
	decreased	5	6	10	8	5	6	5	7	7

¹ These categories may not add to 100% as a small percentage of respondents answered 'Don't know' or failed to answer the question.

Alcohol-impaired driving

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Not much chance of an accident when driving after drinking if careful	Agree / strongly agree	10	10	8	11	7	8	7	7	8
Difficult to drink less than the group when drinking with friends	Agree / strongly agree	36	37	34	36	36	36	35	31	35
Difficult in social occasions to keep track of what you are drinking	Agree / strongly agree	38	36	32	33	35	38	36	34	36
The risk of being caught drinking and driving is small	Agree / strongly agree	44	45	45	46	43	37	38	32	34
Penalties for drink-driving not very severe even if caught	Agree / strongly agree	56	57	51	50	44	48	46	44	43
Most people who get caught drink-driving are just unlucky	Agree / strongly agree	24	22	21	23	23	18	20	17	17
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	62	60	56	60	61	64	66	61	64
Legal blood alcohol limit should be..	Lower	45	43	41	39	40	39	40	41	42
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	28	26	24	25	25	24	24	20	21

Compulsory breath testing

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Compulsory breath testing helps lower the road toll	Agree / strongly agree	76	79	73	74	77	83	82	76	77
Some people stopped at checkpoints are not breath tested when over the limit	Agree / strongly agree	21	22	20	19	14	16	19	13	14
Can tell where checkpoints will be	Agree / strongly agree	35	36	33	39	33	36	34	35	34
Unless there is a blitz seldom see checkpoint	Agree / strongly agree	65	67	66	66	66	62	58	59	63
Can avoid checkpoints if you see them early	Agree / strongly agree	33	33	29	34	31	28	29	22	25
I use back streets to drive home when not sure if over the limit	Agree / strongly agree	28	26	26	26	26	25	26	25	27
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree / strongly agree	48	51	48	49	51	53	53	56	55
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	83	87	84	88	86	85	83	86	85
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	90	94	93	93	95	95	93	93	94
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm ²	Very/fairly likely	37	32	33	38	31	34	37	39	38
...10pm and midnight ²	Very/fairly likely	48	48	50	53	52	54	54	59	56
...midnight and 2am ²	Very/fairly likely	35	36	40	41	43	45	42	43	46
...2am and 8am ²	Very/fairly likely	17	20	22	23	21	26	24	27	30
...8am-6pm ²	Very/fairly likely	10	11	10	10	7	15	14	13	16

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

Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Chance of being breath-tested if drink-driving...										
...in a small town ²	Very/fairly likely	27	27	26	31	28	28	31	31	30
...in a large city ²	Very/fairly likely	56	56	57	57	56	59	54	63	54
...on a major highway ²	Very/fairly likely	35	36	37	36	37	43	37	41	36
...on a rural road ²	Very/fairly likely	11	14	13	11	13	14	17	15	13
Ever stopped at checkpoint while driving (% of all drivers)	Yes	56	63	63	68	69	70	69	74	72
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	35	37	36	42	41	42	41	46	42

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

Speed

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Enjoy driving fast on open road (% drivers)	Like / like very much	40	37	38	40	38	33	38	36	35
There isn't much chance of accident when speeding if careful	Agree / strongly agree	20	19	18	20	18	15	18	15	16
The risk of being caught speeding is small	Agree / strongly agree	40	41	41	41	39	33	33	25	28
Penalties for speeding are not very severe	Agree / strongly agree	38	36	32	31	28	30	29	26	30
Most people who get caught speeding are just unlucky	Agree / strongly agree	29	27	30	30	27	22	25	22	21
Enforcing the speed limit helps lower the road toll	Agree / strongly agree	75	80	75	76	76	82	79	77	76
Speed limits on the roads I normally use are...	About right	78	80	83	82	84	85	82	84	85
	Too low	12	11	11	10	9	8	10	10	8
	Too high	7	6	4	6	5	5	6	4	5
Should 100 km/h limit be raised, lowered or left as it is?	Same	67	72	71	71	72	77	74	76	75
Should 50 km/h limit be raised, lowered or left as it is?	Same	76	75	77	75	79	83	81	81	82
Automatic loss of licence for speeding at 150 km/h on the open road would be...	Fair / very fair	82	85	85	85	85	87	87	90	90
Automatic loss of licence for speeding at 100 km/h in a 50 km zone would be...	Fair / very fair	92	93	93	94	94	96	95	97	96
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair / very fair	72	73	68	68	67	65	67	63	62

Speed cameras

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Using speed cameras helps to lower the road toll	Agree / strongly agree	61	68	60	56	59	61	65	57	61
The way speed cameras are being operated is fair	Agree / strongly agree	66	70	63	60	64	61	63	58	58
How often do you see speed cameras on usual roads?	Often / almost always	37	38	41	42	40	41	41	37	34
Should speed cameras be hidden or in full view?	Always in view	26	20	24	30	31	30	29	NA	NĀ
	Mixture of hidden and visible modes	52	58	56	52	50	54	52	NA	NĀ
	Always hidden	21	22	19	17	18	15	17	NA	NĀ
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/ strongly support	NA	NA	NA	NA	NA	NA	NA	56	59
Chance of speeding ticket if passing speed camera at 110 km/h ³	High / very high	23	24	23	24	26	30	33	39	38
Chance of speeding ticket if passing speed camera at 120 km/h ³	High / very high	83	81	83	81	87	86	91	92	91
Chance of speeding ticket if passing speed camera at 130 km/h ³	High / very high	96	94	93	95	96	97	96	98	97
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ³	High / very high	10	8	10	11	10	13	11	16	16
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ³	High / very high	51	50	59	54	54	62	64	68	67
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ³	High / very high	74	78	83	79	81	86	85	86	87
Any speeding tickets in last 12 months (% of drivers)	Yes	12	13	16	17	16	16	16	19	14

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

General enforcement

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	23	23	26	26	27	29	32	36	33
Vehicle impoundment for disqualified or unlicensed driving would be..	Fair / very fair	NA	84	85	88	87	89	89	92	92
Carry driver's licence when driving private vehicle (% drivers)	Always/ mostly	NA	81	88	96	96	95	95	96	NA ⁴

Roothing

Roothing questions were first included in the survey in 2002.

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

⁴ Not asked in 2005; will be asked in alternate years from 2006.

Safety belts and child restraints

Question	Response	Percentage giving response								
		1997	1998	1999	2000	2001	2002	2003	2004	2005
Enforcing the use of safety belts helps lower the road toll	Agree / strongly agree	87	85	86	86	86	90	86	87	88
Effectiveness of safety belts for reducing the road toll	Quite/very effective	92	94	95	95	95	96	95	96	95
Risk of being caught not wearing a safety belt is small	Agree / strongly agree	65	65	66	63	62	56	56	48	53
Penalties for not wearing a safety belt are not severe even if caught	Agree / strongly agree	48	46	41	37	35	33	33	32	35
People who get caught not wearing a safety belt are just unlucky	Agree / strongly agree	42	36	38	40	35	30	33	27	27
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	28	25	27	29	28	35	33	40	36
...front seat passenger	Fairly/very likely	28	25	27	28	27	34	31	37	36
...back seat passenger	Fairly/very likely	12	13	12	13	13	14	14	16	15
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	44	41	38	41	40	46	45	46	49
...child in the back seat	Fairly/very likely	24	24	23	26	24	28	27	27	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	Gisb'n	Hawkes Bay	Tara- naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1471	98	256	86	90	87	86	83
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	81	65	76	84	79	74	86	90
Police effort into catching people breaking road safety laws should be..	Increased	38	35	43	31	42	45	48	33
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	8	4	11	3	6	8	10	7
The risk of being caught drinking and driving is small	Agree/ strongly agree	34	41	37	32	37	43	29	30
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	20	24	23	30	21	17	20
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	77	77	80	69	82	65	73	69
Can tell where checkpoints will be	Agree/ strongly agree	34	59	36	43	42	48	39	40
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	55	67	58	60	41	67	69	59
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	35	30	37	25	39	39	29	27
Not much chance of an accident when speeding if careful	Agree/ strongly agree	16	10	19	13	12	16	22	7
The risk of being caught speeding is small	Agree/ strongly agree	28	44	34	19	19	28	23	31
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	76	80	76	74	72	63	76	69

...continued

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

Question	Response	All NZ	North- land	Auck- land	Waikato	Bay of Plenty	Gisbn	Hawkes Bay	Tara- naki
<i>Sample size</i>		1640	100	290	100	100	100	100	100
<i>Drivers in sample</i>		1471	98	256	86	90	87	86	83
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	61	60	64	57	66	55	57	56
How often do you see speed cameras on your usual roads	Often/ almost always	34	33	40	35	34	46	39	11
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	33	49	26	38	37	34	28	35
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	96	96	94	98	88	97	91
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	53	43	56	44	53	54	55	52
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	36	46	32	39	33	43	39	35
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	15	21	10	14	10	14	23	23
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	30	38	26	38	24	31	26	28
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	74	64	77	80	78	64	80	70
... open road State Highways	Top/ high priority	87	90	91	92	90	87	89	87
... other open roads	Top/ high priority	67	83	69	74	77	64	72	65
... major roads in towns and cities	Top/ high priority	68	61	64	68	65	66	64	67
... residential streets	Top/ high priority	39	32	37	35	35	36	38	43
How high a priority for road safety is making the roads better for...pedestrians	Top/ high priority	72	83	72	68	76	72	69	67
... cyclists	Top/ high priority	75	80	71	63	83	77	78	74

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>		1471	93	101	97	89	124	89	92
Attitudes to road safety & enforcement									
How safe is the design and standard of roads you use?	Very/ fairly safe	81	78	85	82	82	90	84	90
Police effort into catching people breaking road safety laws should be..	Increased	38	33	45	34	24	33	31	32
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	8	4	11	4	13	11	1	6
The risk of being caught drinking and driving is small	Agree/ strongly agree	34	21	36	24	25	37	28	35
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	21	14	15	19	24	8	26
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	77	70	76	83	68	81	80	66
Can tell where checkpoints will be	Agree/ strongly agree	34	35	29	39	48	14	33	18
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	55	53	61	54	54	40	44	56
Speed									
Enjoy driving fast on open road (%drivers)	Like/ like very much	35	24	41	32	22	41	43	28
Not much chance of an accident when speeding if careful	Agree/ strongly agree	16	13	21	15	7	12	11	10
The risk of being caught speeding is small	Agree/ strongly agree	28	13	32	17	26	27	27	24
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	76	76	73	81	74	81	85	75

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	55	55	67	56	62	61	55
<i>Drivers in sample</i>		1471	31	42	22	17	27	28	6
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/ strongly agree	61	55	55	67	56	62	61	55
How often do you see speed cameras on your usual roads?	Often/ almost always	34	31	42	22	17	27	28	6
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	33	35	44	38	41	27	32	45
Safety belts and child restraints									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	94	95	93	96	97	91	97
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	53	38	54	52	31	62	53	42
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	36	46	38	48	50	30	42	48
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	15	15	22	17	19	16	11	27
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	30	42	34	21	39	26	35	29
Roading									
What priority for safety engineering improvements to ...									
... motorways	Top/ high priority	74	67	76	73	69	69	72	68
... open road State Highways	Top/ high priority	87	86	86	92	91	75	86	90
... other open roads	Top/ high priority	67	63	68	58	75	53	60	63
... major roads in towns and cities	Top/ high priority	68	61	76	58	73	76	73	68
... residential streets	Top/ high priority	39	32	48	30	50	44	42	41
How high a priority for road safety is making the roads better for ...pedestrians	Top/ high priority	72	62	81	58	79	74	71	79
... cyclists	Top/ high priority	75	71	79	81	82	78	81	76

Demographic tables: Selected results by age⁵ and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1640	886	754	180	379	570	511
<i>Drivers in sample</i>		1471	767	704	128	356	547	440
Attitudes to road safety & enforcement								
Police effort into catching people breaking road safety laws should be..	Increased	38	43	33	35	41	37	40
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/ strongly agree	8	6	10	13	4	7	10
The risk of being caught drinking and driving is small	Agree/ strongly agree	34	35	34	28	34	32	46
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	16	27	15	26	26	11
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/ strongly agree	77	75	79	76	79	74	80
Can tell where checkpoints will be	Agree/ strongly agree	34	33	36	38	37	36	24
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/ strongly agree	55	54	56	55	56	53	57
Speed								
Enjoy driving fast on open road (%drivers)	Like/ like very much	35	26	45	57	33	34	23
Not much chance of an accident when speeding if careful	Agree/ strongly agree	16	11	21	15	12	18	17
The risk of being caught speeding is small	Agree/ strongly agree	28	29	27	24	24	27	38
Enforcing the speed limit helps to lower the road toll	Agree/ strongly agree	76	78	75	66	81	76	80
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/ strongly agree	61	63	58	62	58	59	65
How often do you see speed cameras on your usual roads?	Often/ almost always	34	33	35	30	38	39	24

⁵ More detailed age breakdowns are available on request.

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

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1640	886	754	180	379	570	511
<i>Drivers in sample</i>		1471	767	704	128	356	547	440
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/ fairly likely	33	30	37	34	33	32	34
Safety belts and child restraints								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	96	95	96	94	96	95
Risk of being caught not wearing a seatbelt is small	Agree/ strongly agree	53	53	52	54	49	55	53
Chance of adult being caught if not wearing safety belt when driving	Very/ fairly likely	36	37	36	27	37	36	45
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/ fairly likely	15	17	13	8	12	16	24
Chance of being caught if child under five in back seat not in child restraint	Very/ fairly likely	30	33	26	25	26	31	37
Roading								
What priority for safety engineering improvements to ...								
... motorways	Top/ high priority	74	79	69	68	75	79	72
... open road State Highways	Top/ high priority	87	87	87	85	89	90	83
... other open roads	Top/ high priority	67	71	63	56	71	69	68
... major roads in towns and cities	Top/ high priority	68	72	63	67	69	67	67
... residential streets	Top/ high priority	39	41	36	28	42	39	45
How high a priority for road safety is making the roads better for...		72	78	67	67	75	73	72
... pedestrians	Top/ high priority	75	79	70	74	74	77	72
... cyclists	Top/ high priority	33	30	37	34	33	32	34