



**Public attitudes to
road safety**
**Results of the
2015 survey**
August 2015



Ministry of Transport
TE MANATŪ WAKA
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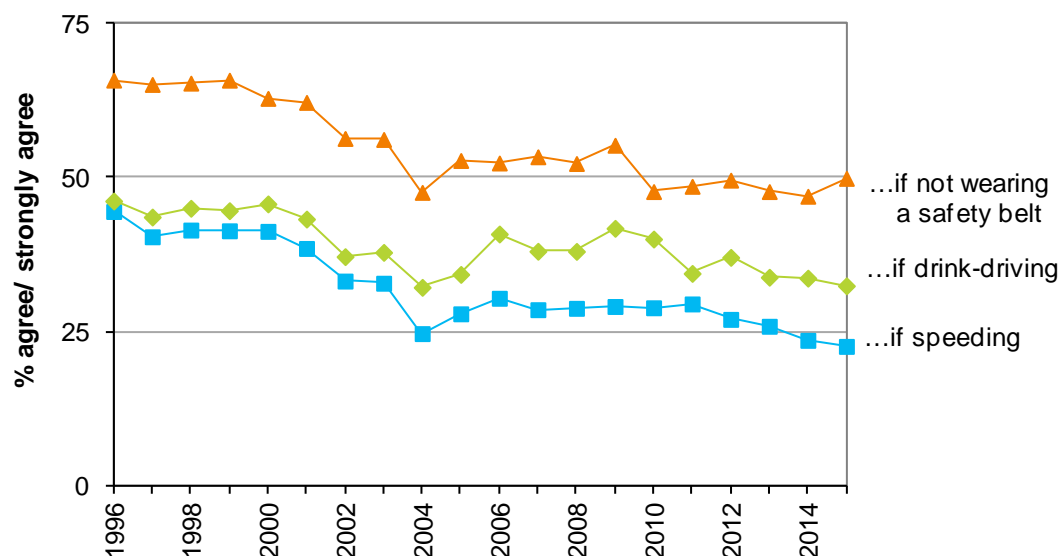
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1 Executive summary

- 1.1 This survey is part of the Ministry's suite of tools used in evidence-based policy development and evaluation of progress in road safety. The survey gathers comparable measurements of public attitudes and self reported behaviours to assess the effects of road safety legislation, enforcement, and publicity programmes. Each year the survey includes core items but, over the years, other items have been added or removed to reflect current policy issues and interests.
- 1.2 **General attitudes to road safety and enforcement.** There has been little change in the perception of safety of road travel and road standards over most of the time the survey has been running. Around 80 percent say our roads are fairly or very safe. Public support for road safety advertising and police enforcement remains high, with most people wanting the same or more than the current levels. Similarly, most people want the severity of penalties to be the same or increased.
- 1.3 **Perceived safety issues.** "Inexperience/lacking skills" is mentioned as the top main thing that can make travelling unsafe. Speed, alcohol/drugs, road conditions and other drivers complete the top five items. Each of these has consistently been near the top of the list of items mentioned as making travelling unsafe.
- 1.4 **Alcohol-impaired driving.** Most people recognise that drink-driving is risky with only 7 percent saying there is not much chance of an accident when driving after drinking if you are careful. Most of the drink-driving indicators have either slowly improved or remained fairly static over the last decade. Legislation to lower the adult alcohol limit from 80 to 50mg was passed in July 2014, taking effect 1 December 2014. People were asked what effect the law change had had on their drinking. Over a third (35 percent) said they now drink less before driving.
- 1.5 **Drink-driving enforcement.** About three-quarters (73 percent) of New Zealanders agree that compulsory breath testing enforcement helps lower the road toll. This has dropped from a recent high of 78 percent in 2012. Most of the key attitudes show small improvements across time, leading to definite improvements long-term. For example, in 1996, 46 percent of respondents thought the risk of being caught drink-driving was small. After dipping to as low as 32 percent in 2004 this rose again to over 40 percent before slowly improving to 32 percent in 2015 (see Figure 1).

Figure 1: The risk of being caught is small (decreasing trend reflects improvement in safety attitudes)



- 1.6 **Speed and speed enforcement.** The majority of New Zealanders recognise the risks of speeding, with only 14 percent saying there is not much chance of an accident when speeding if you are careful.
- Most think the current open road and urban speed limits are appropriate and 87 percent stated that the speed limits on the roads they usually drive on are about right.
- Enforcement of the current speed limits is supported by the majority of New Zealanders, with 72 percent agreeing that enforcing the speed limit helps lower the road toll. This is a reduction from 81 percent in 2014.
- After improvements in attitudes prior to 2004, many of the indicators related to speed and speed enforcement have shown little net change over the last decade.
- 1.7 **Speed cameras.** Sixty-one percent of New Zealanders agree that the use of speed cameras helps lower the road toll. This is a reduction from 67 percent in 2014.
- The perceived chance of receiving a speed camera ticket when travelling at speeds a little over 100 km/h has increased over recent years.
- 1.8 **General enforcement and compliance.** The perceived chance of being stopped by Police if breaking a traffic law other than drink-driving or speeding, has shown small improvements across time, but has been fairly static since 2010. In 1997, 23 percent thought this was likely or fairly likely, rising to 37-41 percent from 2010 to 2015.
- 1.9 **Safety belts and child restraints.** Most recognised the safety benefits of safety belts with only 6 percent stating that the risk of being seriously injured in a crash if you are not wearing a safety belt is low.
- The majority of New Zealanders (86 percent) agreed that enforcing the use of safety belts helps to lower the road toll. Most of the indicators relating to safety belts and child restraints

have shown improvements across time.

From 1 November 2013, all child passengers are required to be in a car seat or booster seat until their seventh birthday. A question about restraint use by children aged 5 to 6, and 7 to 9 was asked each year from 2013. The responses indicate a small increase in the use of child and booster seats by the 5 to 6 age group and an increase in the use of booster seats as opposed to seat belts by the 7 to 9 age group.

- 1.10 **Fatigue and distraction.** Fatigue was a problem mentioned by 26 percent of drivers when travelling on holiday or long trips. This is similar to the previous four years (the current fatigue question was first asked in 2011).
The top three distractions while driving mentioned by respondents were children, people outside the car, and passengers. This has also been consistent over the last four years.
- 1.11 **Roading.** Over the past decade, between 94 percent and 97 percent of respondents have stated that improving road engineering and design is fairly or very important for road safety.

2 Introduction

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

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

Some justification for this focus is provided in crash statistics. In 2014, 23 percent of fatal crashes and 13 percent of injury crashes had alcohol and/or drugs as a contributing factor. 29 percent of fatal crashes and 16 percent of injury crashes had “too fast for conditions” as a contributing factor. 56 people were killed not wearing safety belts or restraints in fatal crashes. Crash investigators considered that 11 people would have survived if they had been wearing safety belts.

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

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

3 Method

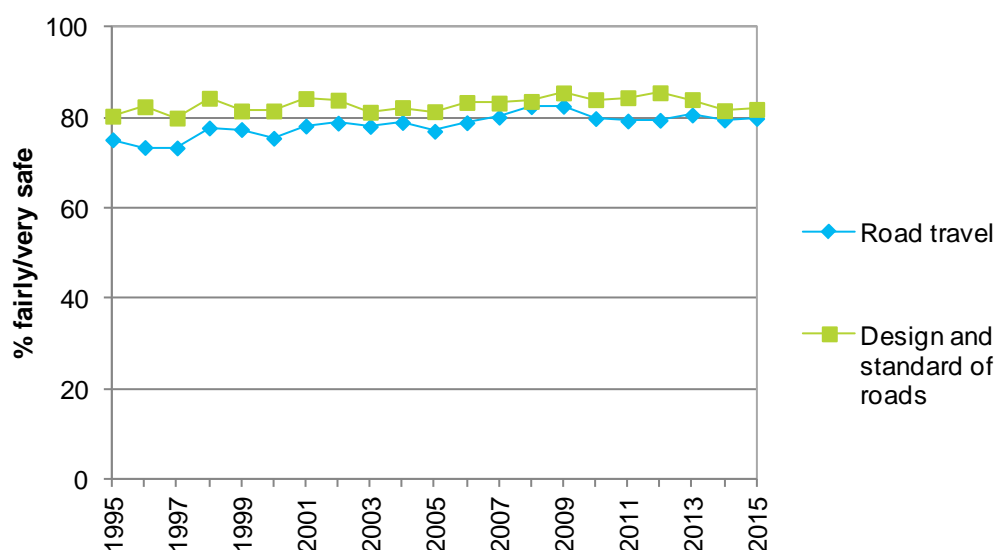
The fieldwork for the survey is carried out by an independent survey company, TNS New Zealand. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in respondents' homes.

The sample is chosen to be representative of the New Zealand adult population and includes men and women aged 15 and over from towns, cities and rural areas throughout New Zealand. In 2015, 1667 people were interviewed, 1512 of whom held driver licences. Further details of the sample and methodology may be found in Appendix A.

4 General attitudes to road safety and enforcement

- 4.1 Overall, the vast majority of New Zealanders were supportive of road safety enforcement, penalties and advertising measures aimed at reducing the road toll. Around 90 percent thought these measures should be increased or maintained at current levels.
- 4.2 **How safe is road travel in New Zealand?** Eleven percent of New Zealanders described road travel in this country as 'very safe'. A further 69 percent described it as 'fairly safe'; 17 percent described it as 'fairly unsafe' and 3 percent as 'very unsafe'¹. Overall, 80 percent described the roads as 'very safe' or 'fairly safe' (see Figure 2).

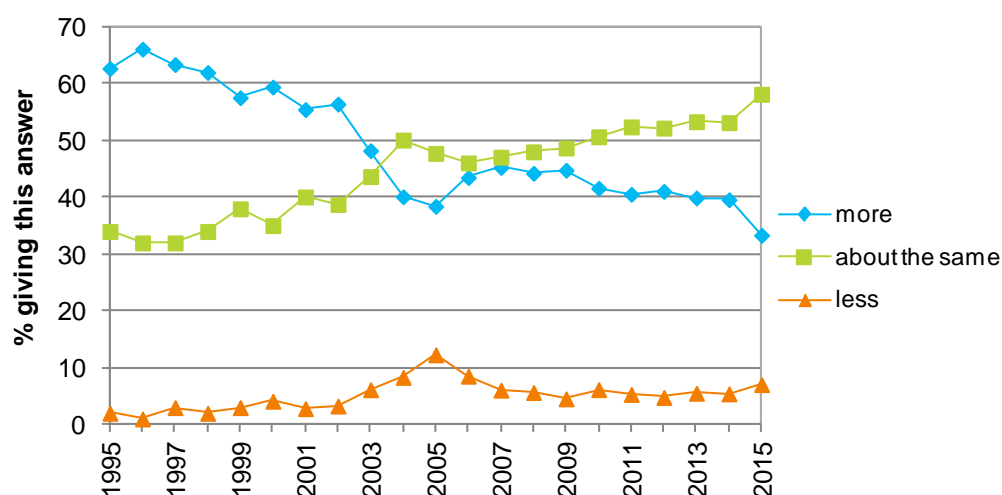
Figure 2: General attitudes



- 4.3 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Thirty-three percent of New Zealanders said that Police effort to catch people breaking road safety laws should be increased further. This is a significant decrease over the results from last year (40 percent). A further 58 percent wanted that effort maintained at current levels. Only 7 percent thought Police effort should be decreased. Since these questions were first asked in 1995, there has been a shift away from thinking there should be more Police enforcement. Most of this change took place before 2005. Since then support for more Police effort has slightly decreased with more people thinking that the level of enforcement is about right (see Figure 3).

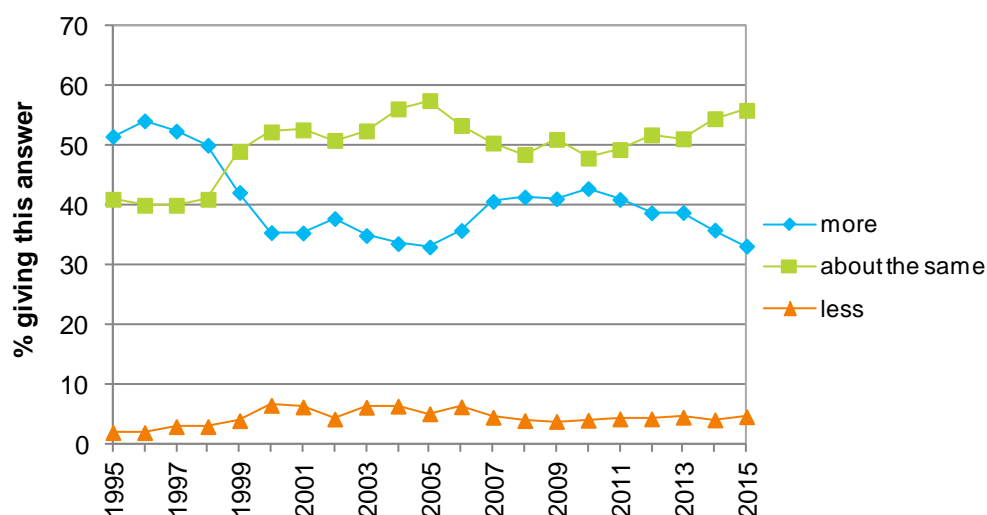
¹ Answers to this and other questions may not add to 100% due to rounding and in some cases because a small number of people answered 'Don't know'.

Figure 3: How much effort should the Police put into catching people...



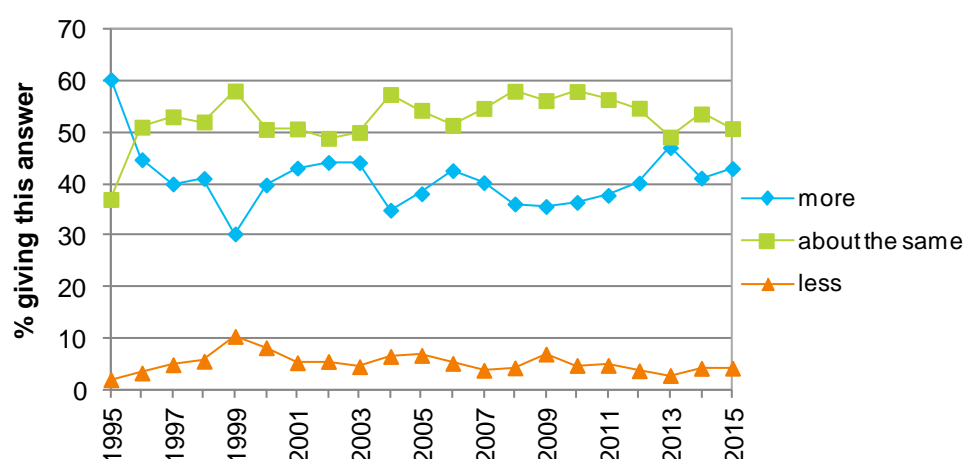
- 4.4 **Penalties.** In 2015, 33 percent of New Zealanders said that penalties for breaking road safety laws should be increased. Fifty-six percent thought penalties should remain about the same as they are now, and only 5 percent were in favour of reducing the severity of penalties. Over the last five years, support for more severe penalties has been slowly decreasing with more people thinking penalties are about right (Figure 4).

Figure 4: Should penalties for breaking road safety laws be...



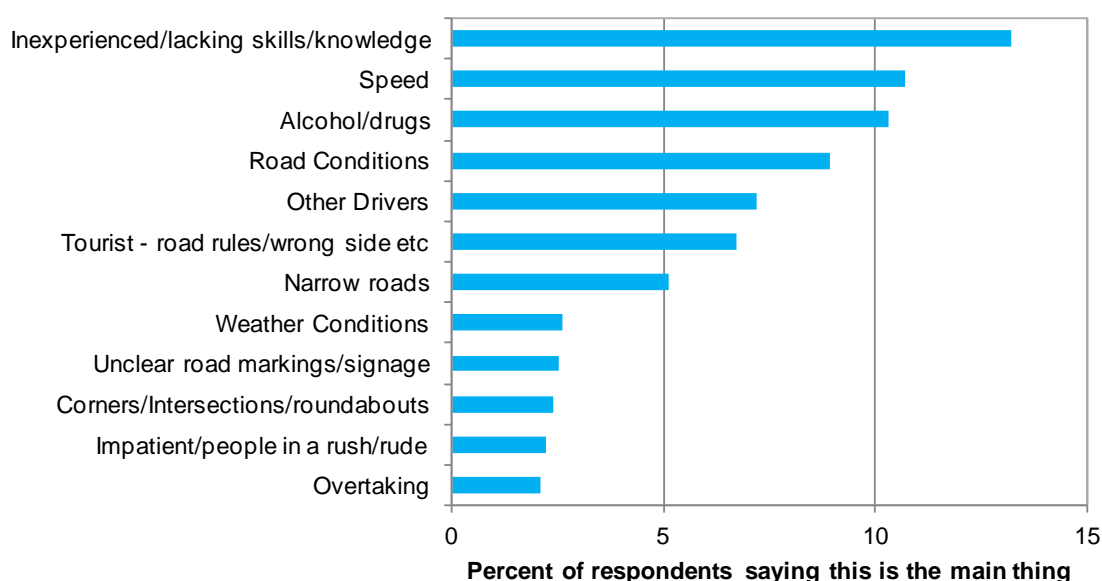
- 4.5 **Advertising.** Forty-three percent of New Zealand adults thought that there should be more publicity and advertising about road safety. Fifty-one percent thought the amount of publicity and advertising should remain about the same as at present. Only 4 percent wanted to see a reduction in publicity and advertising about road safety (Figure 5).

Figure 5: Should the amount of publicity and advertising about road safety be...



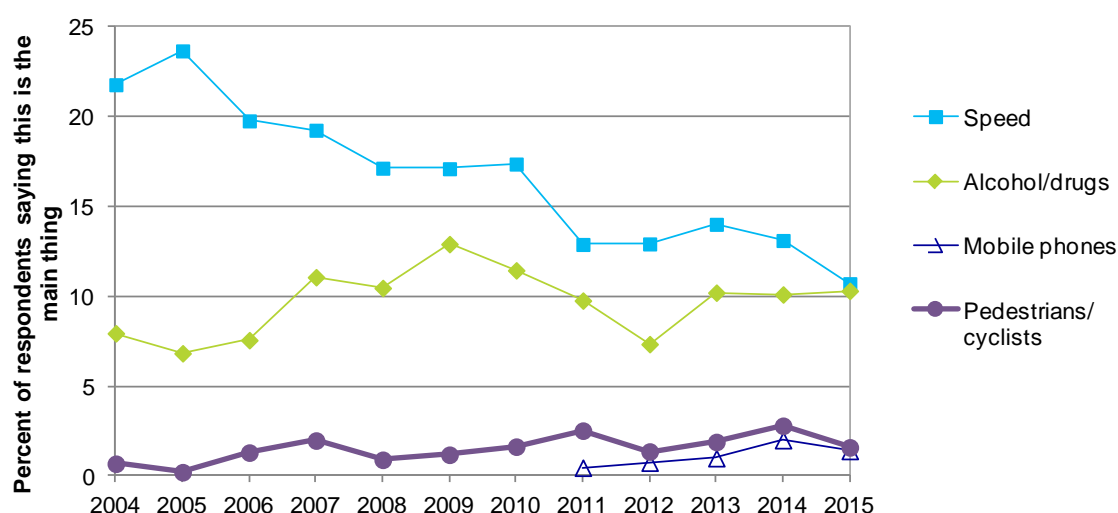
- 4.6 **Road design and standards.** Seventeen percent of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 65 percent thought that their usual roads were 'fairly safe'. Eighteen percent described the design and standard of the roads they normally used as 'very unsafe' or 'fairly unsafe'. There has been little change in this perception over recent years (Figure 2).
- 4.7 Northland, Gisborne, and Canterbury residents were most likely to describe the design and standards of their roads as unsafe. Thirty-four percent of Northland residents, 34 percent of Gisborne residents and 28 percent of Canterbury residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe.
- 4.8 **Road safety hazards.** Respondents were asked what things can make travelling on New Zealand roads unsafe, and then asked to pick the main thing. Figure 6 shows all the items mentioned by more than 2 percent of respondents.

Figure 6 : What is the MAIN thing that can make travelling on New Zealand roads unsafe? – top items for 2015



4.9 While it can be difficult to consistently categorise an open-ended question like this over time, certain items can be identified consistently (see Figure 7). Speed and alcohol/drugs were both consistently in the top five items mentioned over the past decade. The rise of mobile phones as a perceived main road travel hazard can be seen from 2011 on. Note that many items that could not be consistently categorised over time are not included in this graph.

Figure 7 : What is the MAIN thing that can make travelling on New Zealand roads unsafe? - time series of selected items



5 Alcohol-impaired driving

5.1 Figure 8 and Figure 9 show some key drink-driving measures.

Figure 8: Attitudes to alcohol (*increasing trend reflects improvement in safety attitudes*)

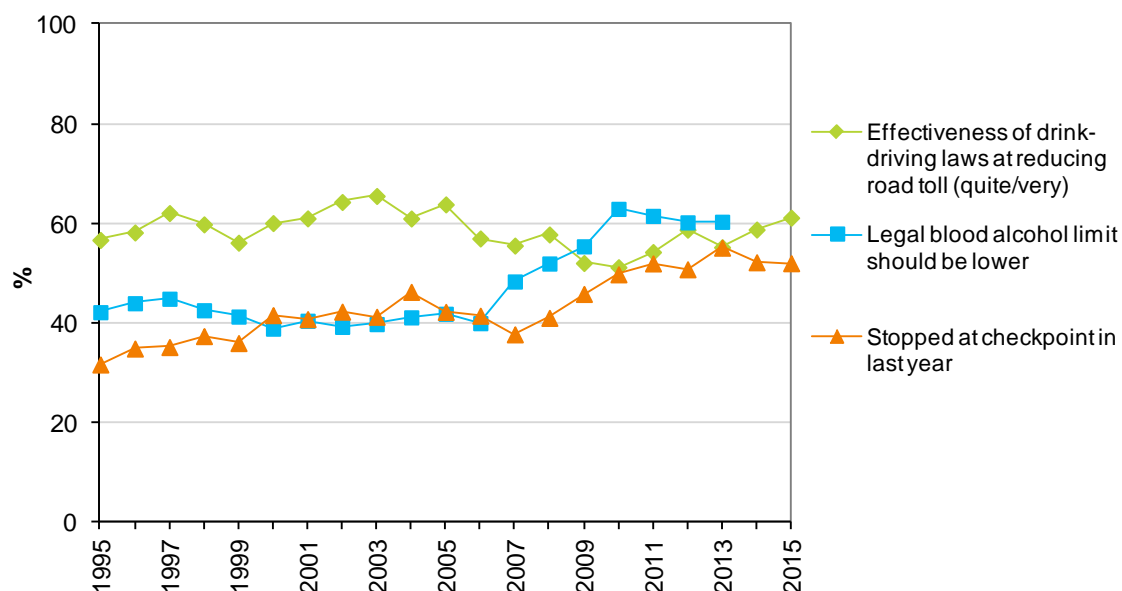
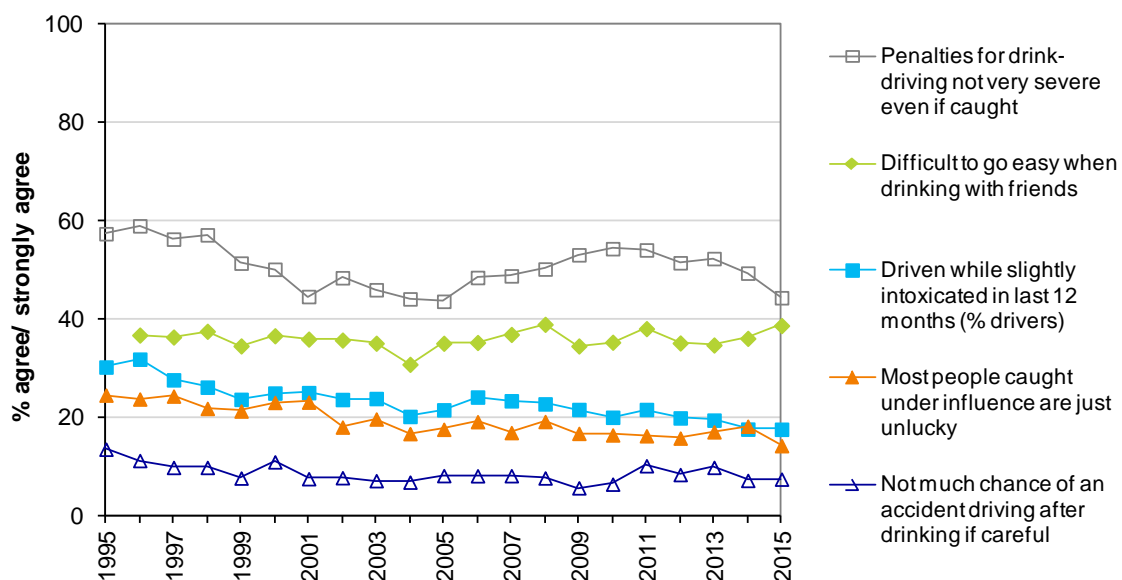


Figure 9: Attitudes to alcohol (*decreasing trend reflects improvement in safety attitudes*)



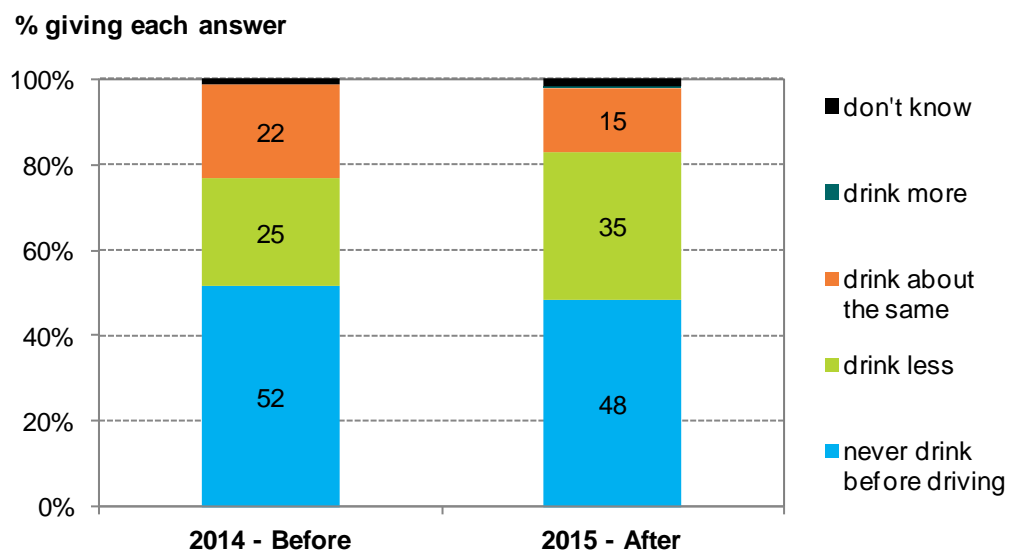
5.2 **Risk of crash.** Most people recognise that drink-driving is risky. However, 7 percent of New Zealanders said that 'there is not much chance of an accident when driving after drinking if you are careful' (see Figure 9 above).

5.3 People in Bay of Plenty, Northland, Waikato and Manawatu were least likely to recognise the risk of drink-driving. Fourteen percent of Bay of Plenty residents, 11 percent of

Northland and Waikato residents and 10 percent of Manawatu residents said that there was not much chance of an accident when driving after drinking if you are careful.

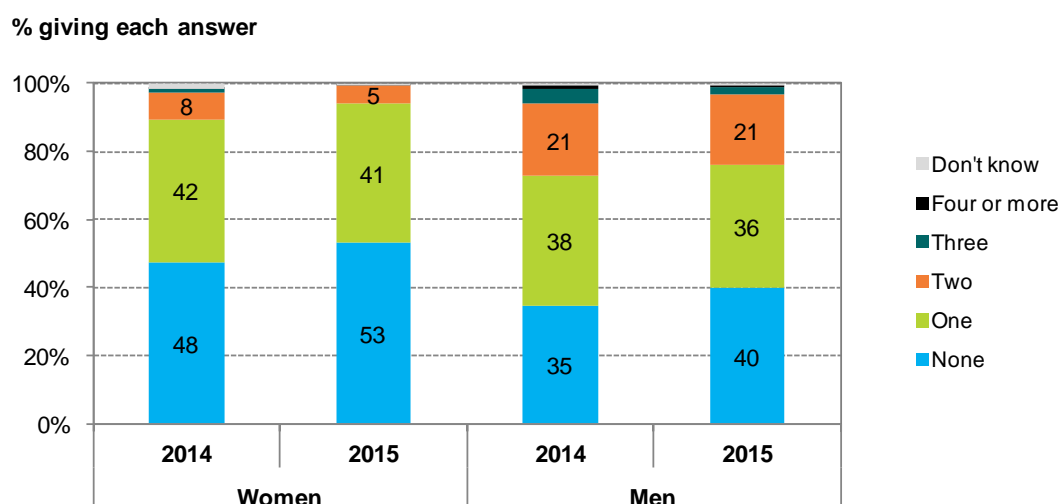
- 5.4 **Blood alcohol limit.** In 2013, 60 percent of New Zealanders favoured a lower legal blood-alcohol limit for driving. This increased significantly from 40 percent in 2006 to 63 percent in 2010. There have been no statistically significant changes since 2010 (see Figure 8).
- 5.5 In 2013, 43 percent of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 18 percent wanted it lowered to zero. Nearly a third (31 percent) thought the limit should be left as it is. Only 2 percent were in favour of raising the legal limit. (The remaining 5 percent said they had no opinion on the subject). This question has not been asked since 2014 when the blood alcohol limit for drivers aged 20 years and over was lowered from 80 to 50mg/100ml of blood.
- 5.6 **Behaviour and attitudes.** A new question was introduced in 2014, asking how much people would be drinking after the alcohol limit was lowered from 80 to 50mg/100ml. Fifty-two percent said they never drink before driving, 25 percent said they will drink less, 22 percent said they will drink about the same, 0 percent said they will drink more, and 1 percent didn't know.
- 5.7 In 2015, the question was rephrased to ask about how the new limit, which came into effect in December 2014, had affected drivers' drinking before driving. Over a third (35 percent) said they now drink less before driving.

Figure 10: How will/has the lower legal limit affect/ed your behaviour?



- 5.8 A further new question was introduced in 2014, asking respondents how many standard drinks they would be comfortable drinking in an hour if they were planning to drive immediately afterwards, assuming the alcohol limit is lowered from 80 to 50 mg/100ml.
- 5.9 The concept of a 'standard drink' was explained as one can of beer or one small glass of wine and supported by a photograph showing a 330ml can of beer, a small glass of wine and a 30ml serve of spirits.
- 5.10 In 2015 the question was rephrased to reflect the fact that the limit had been lowered to 50mg/100ml. Figure 11 shows the results. From 2014 to 2015 the percentage of women who said they would be comfortable having only one or no drinks during the hour rose from 90 to 94 percent. For men the comparable increase was from 73 to 76 percent. Overall (men and women together) the increase is statistically significant.

Figure 11: Drinking before driving



- 5.11 In 2015, 94 percent of women said they would be comfortable having one or no drinks during the hour, compared with 76 percent of men. A further 5 percent of women but 21 percent of men said two drinks. For most people these levels of drinking (one drink in an hour for a woman, two for a man) will result in a blood alcohol level slightly less than 50 mg/100ml.²

² Pennsylvania Liquor Control Board's Bureau of Alcohol Education, based on a formula developed by the National Highway Traffic Administration 1994. (Note that 1 US standard drink is approximately 1.4 NZ standard drinks).

www.lcb.state.pa.us/portal/server.pt/community/alcohol_the_law/17511/alcohol_impairment_chart/61197
 2 accessed 28/7/10.

- 5.12 Among people who admitted to having driven while slightly intoxicated, 69 percent thought they would be comfortable with one or no drinks, and a further 26 percent with two drinks. Four percent said three or more drinks. For other people 89 percent said they would be comfortable with one or no drinks, 10 percent said two drinks and 1 percent said three or more drinks.
- 5.13 **Social influences.** Peer pressure and social drinking remain strong influences. Nearly a third (32 percent) said that it was hard to keep track of what they drank on social occasions, and 39 percent said it was difficult to 'go easy' when drinking with friends (Figure 9). These results have shown little change over the last ten years.
- 5.14 Peer pressure was felt most strongly among the young. Fifty seven percent of people aged 15 to 19 and 44 percent of those aged 20 to 24 said it was difficult to go easy and drink less than the group.
- 5.15 **Self-reported driving while 'slightly intoxicated'.** The percentage of drivers who said they had driven while slightly intoxicated during the 12 months before the survey was unchanged from last year (see Figure 9). In 2015, 17 percent of drivers, 22 percent of male drivers and 30 percent of 20-24 year old drivers said they had driven while slightly intoxicated during the last year. ('Slightly intoxicated' was as self-reported by the driver).
- 5.16 **Effectiveness of law.** Sixty-one percent of New Zealanders said that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. This is the highest this has been in the last 10 years (Figure 8).
- 5.17 Thirty-four percent said that the drink-driving laws were not very effective. Only 2 percent thought that New Zealand's drink-driving laws had no effect on the road toll. (Three percent said they didn't know).
- 5.18 **Penalties.** Forty-four percent agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This is a significant drop from last year (49 percent) and is the lowest in the last decade. The response to this question may reflect either an informed view that penalties are not severe or a lack of awareness of the severity of current drink-driving penalties.
- 5.19 People aged 25 and over were more likely to think penalties are not very severe (46 percent) than those aged 15-24 (36 percent).

- 5.20 **Drink and drugged driving.** A new question about driving while affected by drugs, with or without alcohol, was introduced in 2014. In 2015, seven percent said they had driven while affected by prescription or pharmacy drugs, including 1 percent combined with alcohol. Two percent said they had driven while affected by other drugs (whether legal or not), including 1 percent combined with alcohol.

Driven while affected by...	And alcohol	No alcohol	Total
prescription or pharmacy drugs	1%	6%	7%
other drugs	1%	1%	2%

Note: the numbers in this table are rounded to the nearest percent. Categories are not mutually exclusive so may not add to totals.

- 5.21 Over twice as many males (2.5 percent) said they had driven while affected by 'other drugs' with or without alcohol, compared with females (1 percent).

6 Drink-driving enforcement

6.1 Figure 12 and Figure 13 show key attitudes towards drink-driving enforcement measures, including compulsory breath testing. A number of key measures have shown a small improvement in safety perceptions.

Figure 12: Attitudes to drink-driving enforcement (*increasing trend reflects improvement in safety attitudes*)

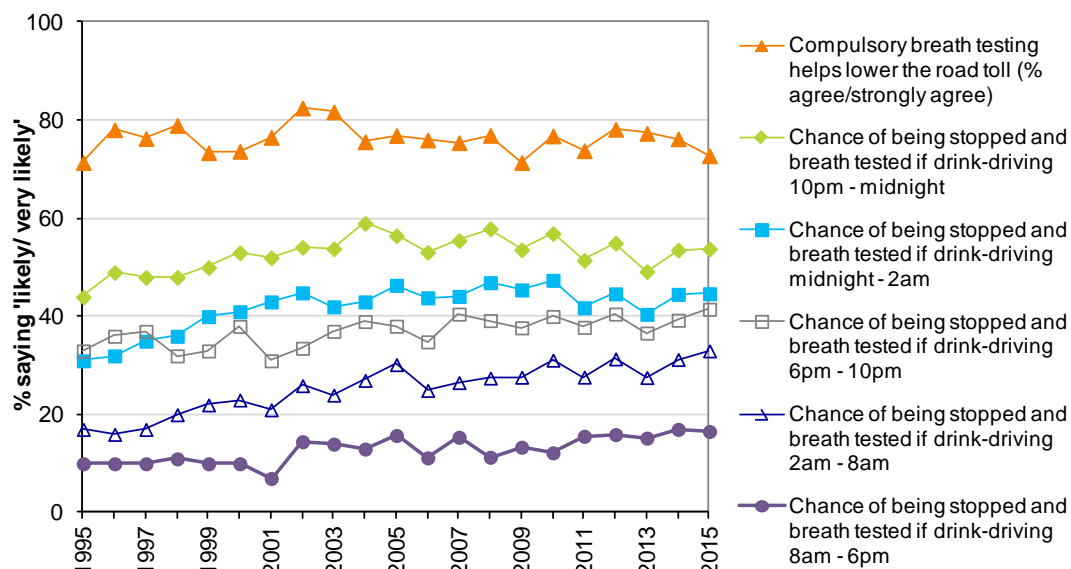
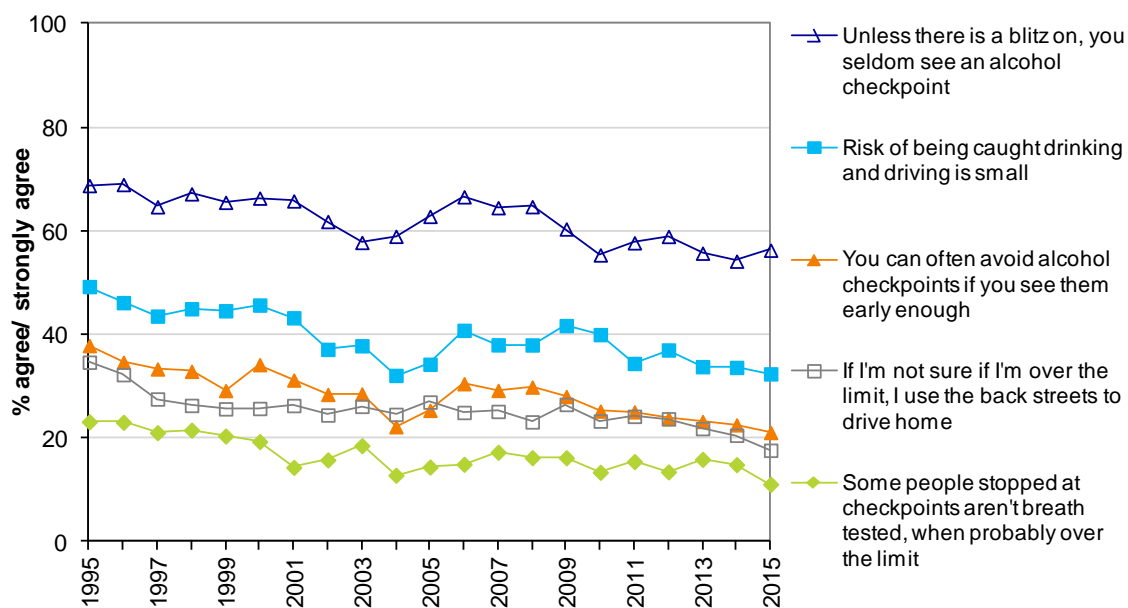


Figure 13: Attitudes to drink-driving enforcement (*decreasing trend reflects improvement in safety attitudes*)



- 6.2 **CBT lowers road toll.** Nearly three quarters (73 percent) of New Zealanders agreed with the statement that 'compulsory breath testing helps to lower the road toll'. (This is a reduction from the 2014 level when 76 percent agreed). Twelve percent disagreed with this statement. The remaining 15 percent said they were neutral or didn't know. This measure has shown little net change over the last decade (see Figure 12).
- 6.3 **Drink-driving enforcement.** Just under one third (32 percent) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 13).
- 6.4 **Checkpoints.** Over the last 6 years, fewer people than in the previous 5 years have said that they 'seldom saw checkpoints except during blitzes' (see Figure 13). In 2015, 56 percent said they seldom saw checkpoints. People living in Southland (66 percent), Hawke's Bay (64 percent) and Canterbury (62 percent) were more likely than residents of other regions to say that they seldom saw a checkpoint.
- 6.5 Fifty-two percent of drivers reported having been stopped at an alcohol checkpoint at least once during the preceding 12 months. Of people who admitted to driving while slightly intoxicated, 57 percent had been stopped at a checkpoint at least once in the last year.
- 6.6 Sixteen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. Male drivers (20 percent) are more likely than female drivers (12 percent) to have been stopped three or more times in the last year.
- 6.7 **Avoiding checkpoints.** Thirty-nine percent of New Zealanders said that they could tell where checkpoints would be. Fifty-seven percent of Northland residents and 51 percent of Bay of Plenty and Gisborne residents thought they knew where checkpoints would be.
- 6.8 About one in five New Zealanders (21 percent) said they could often avoid checkpoints if they saw them early enough (Figure 13), and 18 percent said they used the back streets to drive home when they might be over the limit. People living in Manawatu (32 percent) and Southland (31 percent) were more likely than others to say that checkpoints could be avoided if you saw them early enough. Those in Hawke's Bay (43 percent), Gisborne (22 percent) and Taranaki (22 percent) were more likely to say that they used the back streets to drive home when they might be over the limit.
- 6.9 **Compulsory screening.** Eleven percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 13). This is a reduction on 15 percent in 2014. Fourteen percent of those aged between 15 and 29 thought that some people weren't tested, compared to 10 percent of those aged 30 and over.
- 6.10 **Chance of being stopped late at night.** About half (49 percent) of New Zealanders thought there was a good chance of being stopped at a checkpoint if driving late at night.

Twenty-eight percent said they disagreed that there was a good chance of being stopped. The remaining 23 percent said they were neutral or didn't know.

- 6.11 **Chance of being stopped, by driving situation.** Sixty percent of New Zealanders would expect to be stopped and tested if they were drink-driving in a large city. A further 24 percent rated the chance as 50-50.
- 6.12 Thirty-nine percent thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. Thirty-seven percent thought they would be stopped if they were drink-driving in a small town. Seventeen percent of New Zealanders said they would expect to be stopped if they were drink-driving on a rural road
- 6.13 **Chance of being stopped, by time of day.** Drivers perceive they are most likely to be stopped and breath-tested during the evening and early morning. Fifty-four percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight. Forty-five percent would expect to be caught if they were drink-driving between midnight and 2am (see Figure 12). Forty-two percent said they would expect to be stopped if they drank and drove between 6pm and 10pm.
- 6.14 Fewer people thought they would be caught if drinking and driving between 2am and 8am (33 percent), or during the day (17 percent).
- 6.15 A new question was asked in 2013 about measures to stop people from repeatedly drink driving. An alcohol interlock is a device that prevents the vehicle being started if the driver blows a breath alcohol sample above the legal alcohol limit. These can be fitted to the vehicles of people caught repeatedly drink-driving, and of people who are caught driving at two or more times the legal limit. In the scenario presented in the question, they would still be disqualified from driving for three months. After that they would need an interlock in order to drive. The user would have to pay for his or her own interlock. The question asked how fair or unfair it would be for one of these drivers to be required to pay for and use an alcohol interlock in order to drive. Eighty-nine percent said it was fair, 5 percent said it was unfair. This question was not asked in 2014 or 2015.

7 Speed and speed enforcement

7.1 As the results in this chapter shows, the majority of New Zealanders recognise the risks of speeding and support enforcement of the speed limit. Figure 14 and Figure 15 show trends in key speed-related measures.

Figure 14: Attitudes to speed enforcement (*increasing trend reflects improvement in safety attitudes*)

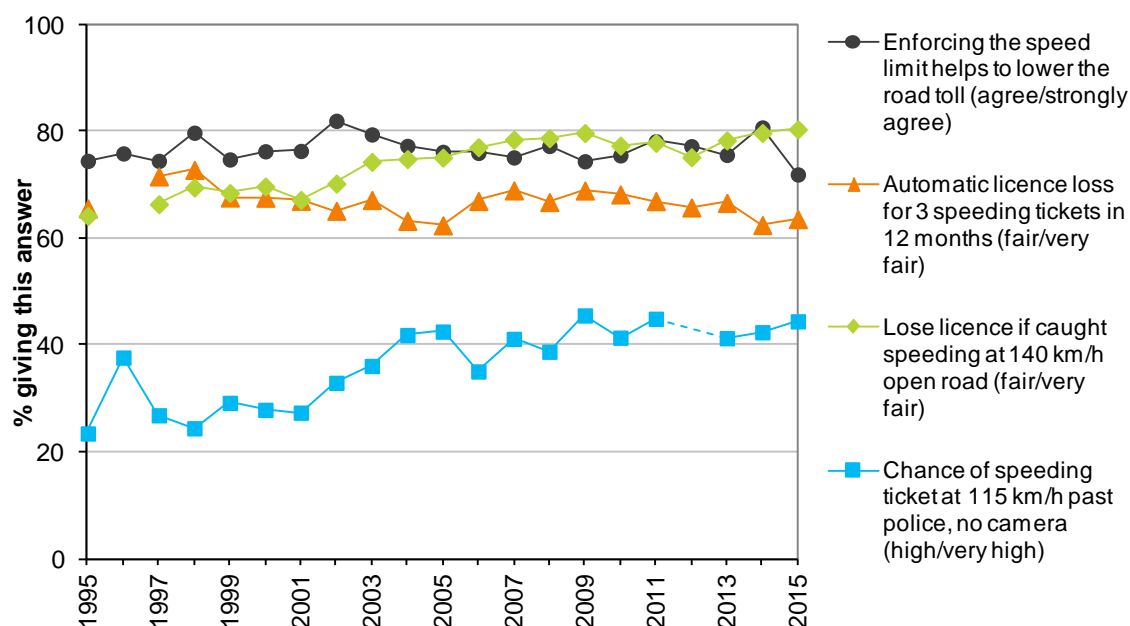
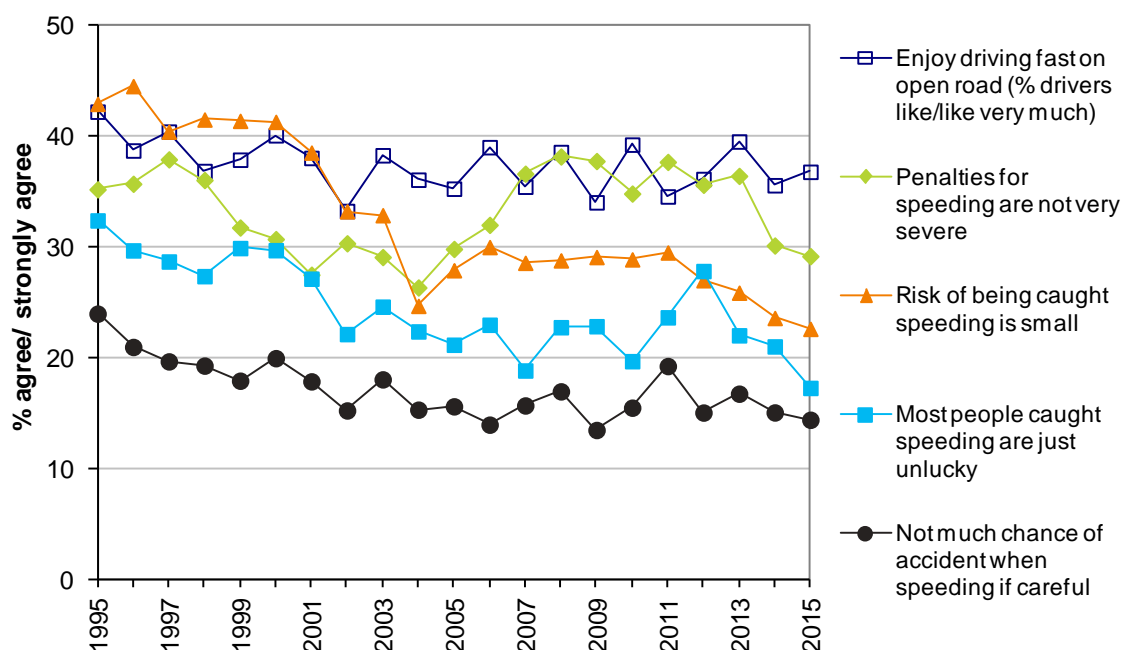


Figure 15: Attitudes to speed and speed enforcement (*decreasing trend reflects improvement in safety attitudes*)

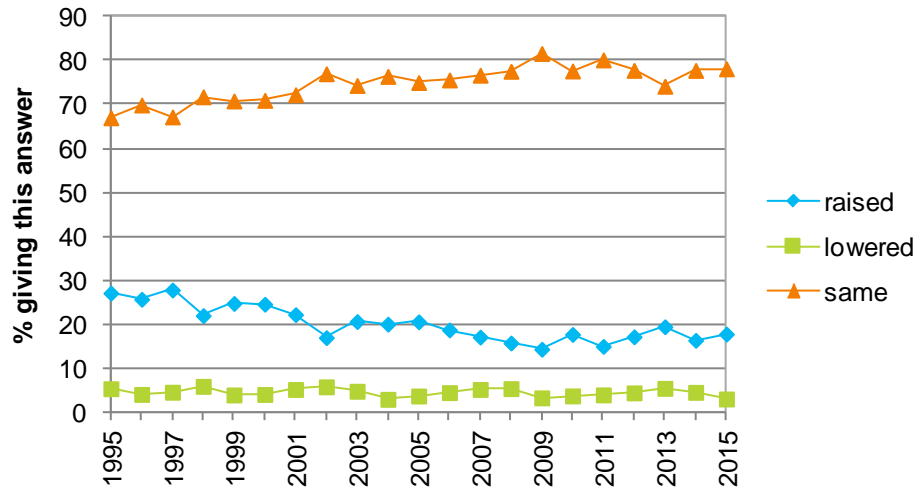
(Note that the scale differs from the previous graph)



- 7.2 **Risk of crash.** Fourteen percent of New Zealanders agreed with the statement 'there is not much chance of an accident when speeding if you are careful'. Ideally no one would agree with this statement, as it indicates a lack of understanding of the role of speed in road safety. This measure has been fluctuating in the 14 to 19 percent range in recent years (see Figure 15).
- 7.3 Males were more likely to think speeding wasn't dangerous as long as they were careful (18 percent) than females (11 percent). Failing to acknowledge the risk was also more common among Waikato (20 percent), Auckland (18 percent) and Bay of Plenty (17 percent) residents.
- 7.4 **Driving fast.** Thirty-seven percent of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the mid to late thirties for the last decade (see Figure 15).
- 7.5 Overall, 41 percent of males and 33 percent of females said they liked driving fast on the open road. Young drivers were more likely to say they liked driving fast than older ones: 52 percent of drivers aged 15 to 24 said they liked it, compared to 37 percent of those aged 25 to 59, and 28 percent of those aged 60 and over.
- 7.6 Just under three-fifths (58 percent) of male drivers aged 15-24 said that they liked driving fast. People who admitted driving while intoxicated are also more likely than others to say they like driving fast (52 percent compared to 34 percent of other drivers).
- 7.7 **Effectiveness of enforcement.** Support for speed enforcement remains relatively high. Nearly three-quarters (72 percent) of New Zealanders agreed with the statement 'enforcing the speed limit helps to lower the road toll'; 15 percent disagreed and 12 percent said they were neutral on this issue. This is a significant decrease over last year (81 percent agreement) and is the lowest it has been in the last decade (see Figure 14).
- 7.8 **Risk of being caught.** Just under a quarter (23 percent) of New Zealanders agreed with the statement 'the risk of being caught speeding is small' (Figure 15). This has dropped from about 30 percent 5 years ago. Young people (15-24) were less likely than others to think the risk of being caught speeding was small (11 percent).
- 7.9 **Speed limits.** As in recent years, the great majority of New Zealanders (87 percent) said that speed limits on the roads they normally use are about right. Only 4 percent said they were too high and 7 percent that they were too low.
- 7.10 **Open road speed limit.** When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept as it is, 78 percent said they wanted it kept as it is, 3 percent thought it should be lowered and 18 percent thought it should be raised (Figure 16). Since these questions were first asked in 1995, there has been a decrease in support

for raising the open road speed limit, from 28 percent in 1995 to 18 percent in 2015. Support for raising the speed limit has not changed much over the last decade.

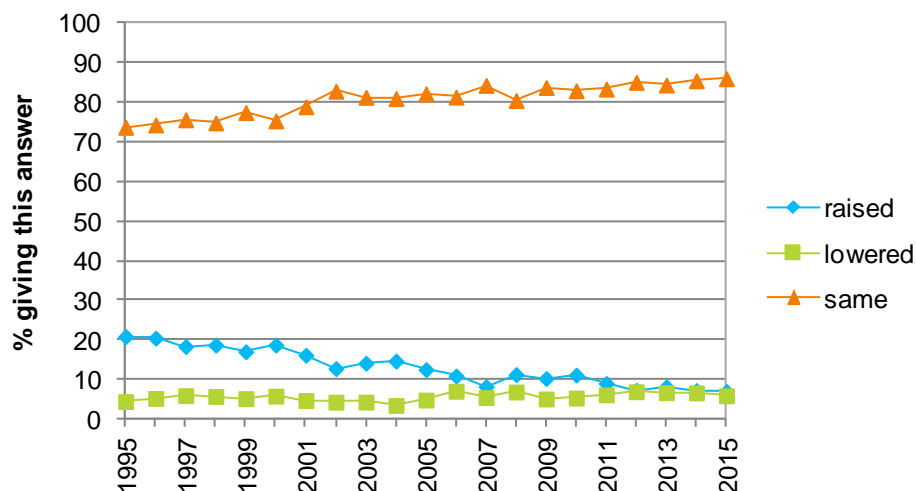
Figure 16: Should the 100 km/h open road limit be...



7.11 People who had received speeding tickets were most likely to say the speed limit should be raised. Thirty percent of people who had received a speeding ticket thought the 100km/h limit should be raised.

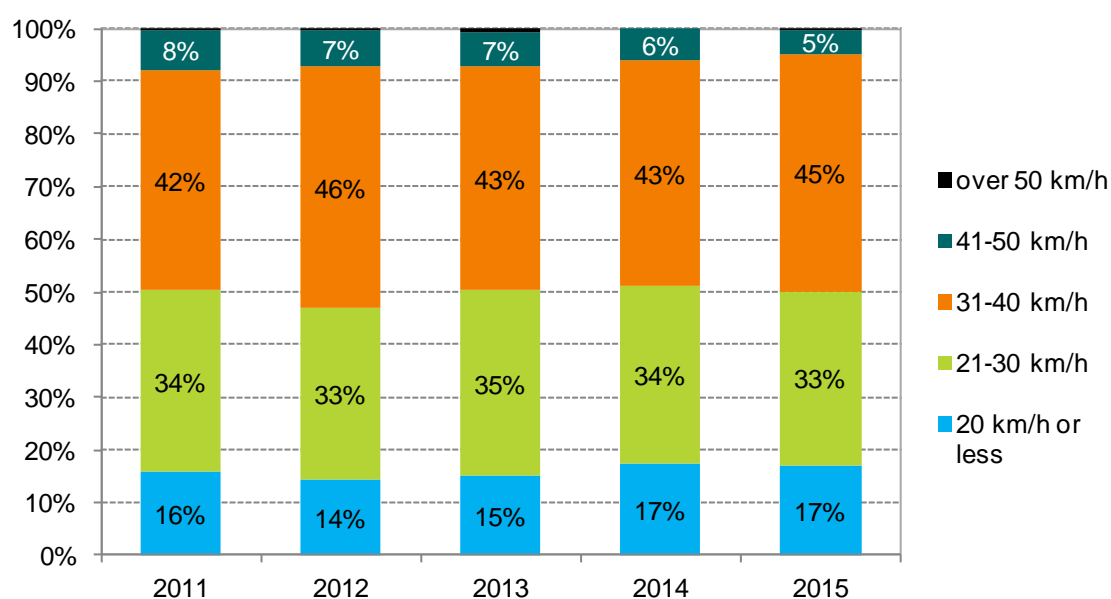
7.12 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. Eighty-six percent of New Zealanders said that the urban 50km/h speed limit should be retained and a further 6 percent that it should be lowered. Since these questions were first asked in 1995, there has been a gradual decline in support for raising the urban speed limit, from 21% in 1995 to 7% in 2015 (Figure 17).

Figure 17: Should the 50 km/h urban speed limit be...



7.13 **Speed limits around schools.** A new question was introduced in 2011, asking respondents what they thought the speed limit around schools in urban areas should be. (Options were not given; the actual answer was recorded). Figure 18 shows the results. In 2015, half (50 percent) thought the speed limit around urban schools should be 30 km/h or less. Seventeen percent said 20 km/h or less, 33 percent said between 21 and 30 km/h, 45 percent gave answers between 31 and 40 km/h and 5 percent said 40-50 km/h. Less than 1% said the limit around schools should be more than 50 km/h.

Figure 18: Speed limits around schools should be...



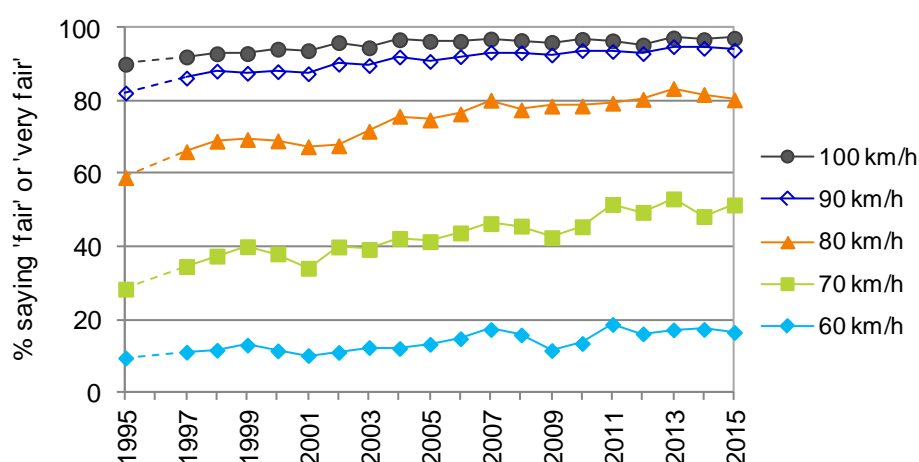
7.14 **Definition of speeding.** Participants were asked 'On the open road, what speed do you consider to be speeding?' Twenty-nine percent named speeds of 105 km/h or less and 59 percent named speeds of 110 km/h or less as 'speeding'. A further 13 percent named speeds of 111-115 km/h. This may reflect the perceived 10 km/h enforcement tolerance.

7.15 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. The threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit³, or 140 km/h on the open road. In 2015, automatic loss of licence at 140 km/h was described as 'fair' or 'very fair' by 80 percent of New Zealanders (Figure 14). This has gradually increased from 68% in 1999 to 78% in 2007 and has been fairly stable since. Only 7 percent said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).

7.16 Just over half (56 percent) said automatic licence loss would be fair at 130 km/h on the open road. This is similar to earlier years.

- 7.17 The question asked how fair or unfair it would be for a driver to 'automatically lose their licence'. The actual penalty is licence suspension for 28 days. It is possible that the 'loss of licence' referred to in the question sounds harsher than a 28-day suspension, so the responses may in fact underestimate public support for this penalty.
- 7.18 Speeding in urban areas was also regarded as highly unacceptable. In 2015, 94 percent supported loss of licence for speeding at 90 km/h in a 50km/h zone. Eighty percent supported automatic loss of licence at 80 km/h, and 51 percent were in favour of automatic licence loss at 70 km/h in a 50 km/h zone (Figure 19).

Figure 19: Automatic loss of license if caught speeding in a 50km/h zone would be fair at...



- 7.19 **Repeat offending.** Sixty-four percent said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence (see Figure 14). About one in five (20 percent) said automatic licence loss for three tickets in a year would be unfair or very unfair, and 17 percent were neutral on this issue or said they didn't know.
- 7.20 **Self-reported speeding infringements.** Twenty-three percent of male drivers and 14 percent of female drivers reported receiving at least one speeding ticket in the previous year. Not surprisingly, drivers who said they liked driving fast were more likely to have had a speeding ticket (25 percent) than those who disliked driving fast (11 percent). Twenty-six percent of people who said they had driven while intoxicated had received a speeding ticket, compared to 16 percent of people who didn't report any drink-driving.
- 7.21 **Chance of receiving a ticket.** New Zealanders expect to be caught if they speed past a speed camera (see section 8, *Speed cameras*), but are less convinced that they'll be stopped if they're passing a Police officer without a camera.

³ Since 16 January 2006; previously 50 km/h over the speed limit.

7.22 Although just under two thirds (64 percent) of New Zealanders believe they would be likely to receive a ticket if they drove past a Police officer in light traffic at 120 km/h, fewer than half (44 percent) would expect a ticket at 115 km/h (Figure 20). In contrast, most (89 percent) said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 21), which is a significant increase over the 80% from 2 years ago.

Figure 20: Perceived chance of receiving a ticket if passing a Police officer (without a camera) at various speeds

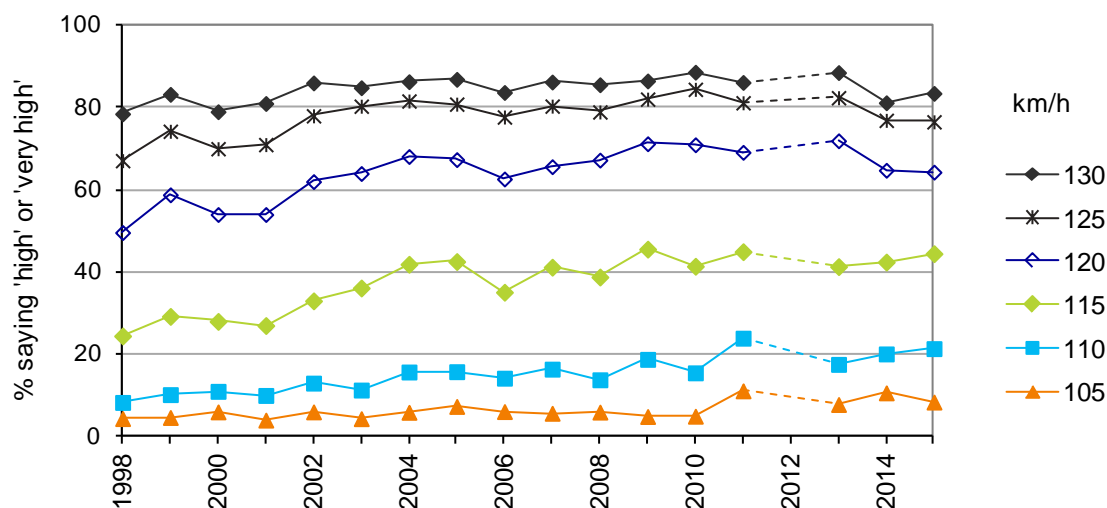
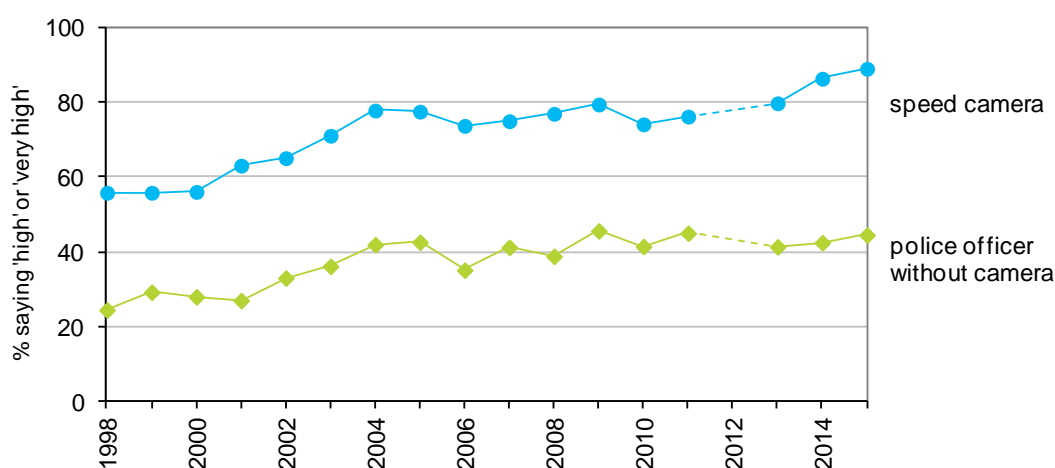


Figure 21: Perceived chance of receiving a ticket if driving at 115 km/h past a...

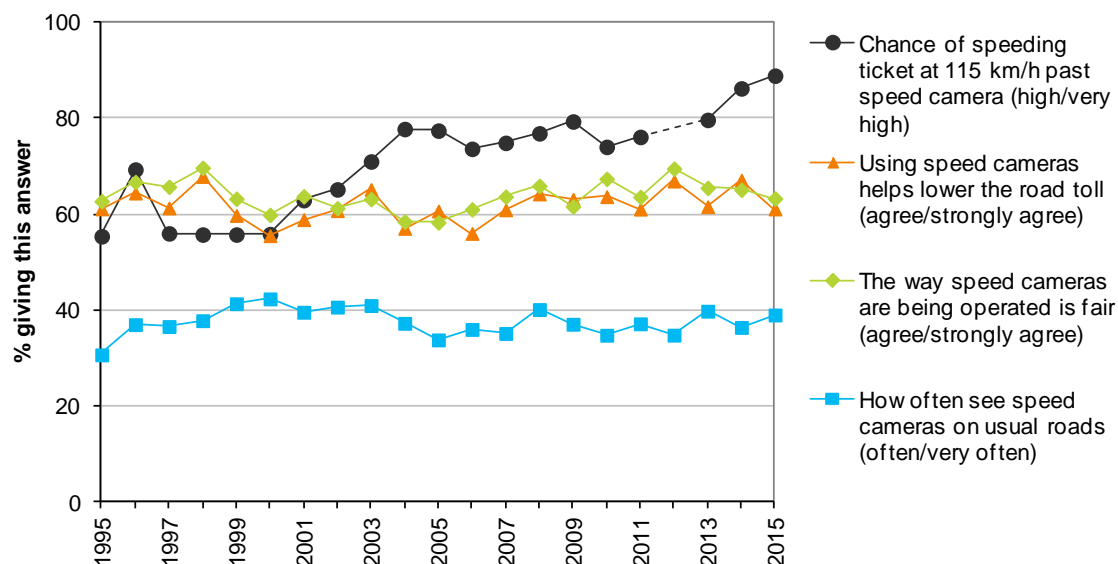


7.23 Around one in five (21 percent) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h.

7.24 In 2013, a new question was asked about the effectiveness of roadside speed indicator devices at slowing the respondents down. Eighty-six percent said they were very or quite effective. Only 2% said they have no effect. This question was not asked in 2014 or 2015.

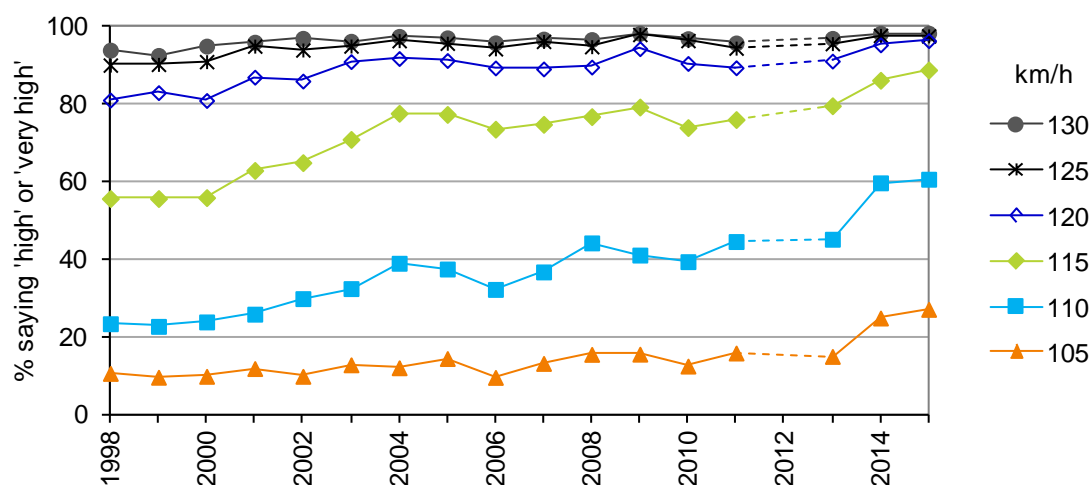
8 Speed cameras

Figure 22: Attitudes to speed cameras (*increasing trend reflects improvement in safety attitudes*)



- 8.1 **Effectiveness of speed cameras.** Sixty-one percent of New Zealand adults agreed or strongly agreed with the statement 'Using speed cameras helps lower the road toll'. Twenty-three percent said speed cameras don't help to lower the road toll and 16 percent were neutral on this issue. While the level of agreement is lower in 2015 than it was in 2014 there has been no net change over the five years. (Figure 22).
- 8.2 **Cameras operated fairly.** Nearly two thirds of New Zealanders (63 percent) thought that the way speed cameras are being operated is fair.
- 8.3 **Awareness of cameras.** Thirty-nine percent of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 22). This has been fairly static over the last decade. Those least likely to say they often saw speed cameras were people living in Southland (16 percent).
- 8.4 **Chance of receiving a ticket.** Most New Zealanders (89 percent) said they would expect to get a ticket if they passed a speed camera on the open road at 115 km/h (see Figure 23). This is a significant increase over the 80% from 2 years ago.

Figure 23: Perceived chance of receiving a ticket if passing speed camera at various speeds

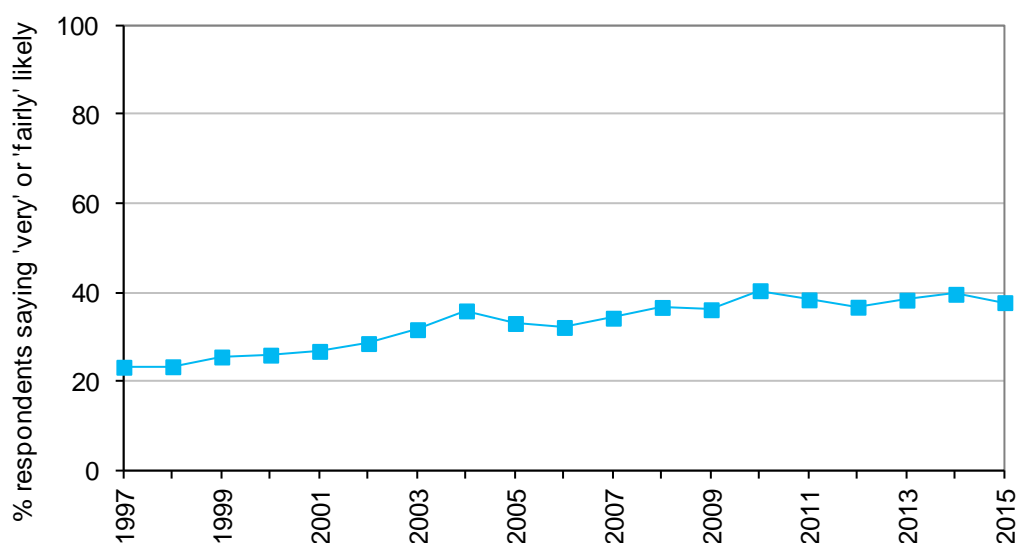


- 8.5 Ninety-six percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher, compared to only 64 percent who thought they would receive a ticket if they drove past a police officer without a camera at 120 km/h.
- 8.6 The percentage of people who think they would receive a ticket if they passed a camera at 110 km/h or 105 km/h is significantly higher than it was two years ago. At 110 km/h, 61 percent would expect to receive a ticket compared to 45 percent in 2013. At 105 km/h over a quarter (27 percent) would expect to receive a ticket compared to 15 percent in 2013.

9 General enforcement and compliance

- 9.1 **General traffic enforcement.** Thirty-eight percent of New Zealanders thought that a driver who broke a traffic law (other than drink-driving or speeding) was likely to be stopped by the Police. This has increased fairly steadily up until 2010 but has been fairly steady since then (Figure 24).

Figure 24: Perceived chance of being stopped by Police if breaking a traffic law other than drink-driving or speeding.



- 9.2 **Unmarked police vehicles for traffic enforcement.** Several questions about the use of unmarked vehicles (other than speed camera vehicles), to detect offending on the roads, were asked for the first time in 2004. Some questions were altered in 2007.
- 9.3 In 2015, 94 percent of New Zealanders were aware that Police use a fleet of unmarked vehicles to detect traffic offending. Awareness was high throughout New Zealand.
- 9.4 Most people thought that unmarked cars were an effective and fair road safety measure. Sixty-eight percent of those who were aware of unmarked cars said the use of unmarked cars to detect traffic offending was 'very effective' or 'quite effective' in helping to reduce the road toll. About a quarter thought the use of unmarked cars was not very effective (24 percent) or had no effect (3 percent). (The remaining 5 percent said they didn't know).
- 9.5 When asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car. The majority (85 percent) of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 6 percent said it would be 'unfair' or 'very unfair'. Males (81 percent) are less likely than females (88 percent) to say it is fair to use unmarked police cars.

10 Safety belts and child restraints

10.1 Figure 25 and Figure 26 show key perceptions relating to safety belts and safety belt enforcement.

Figure 25: Attitudes to safety belts (*increasing trend reflects improvement in safety attitudes*)

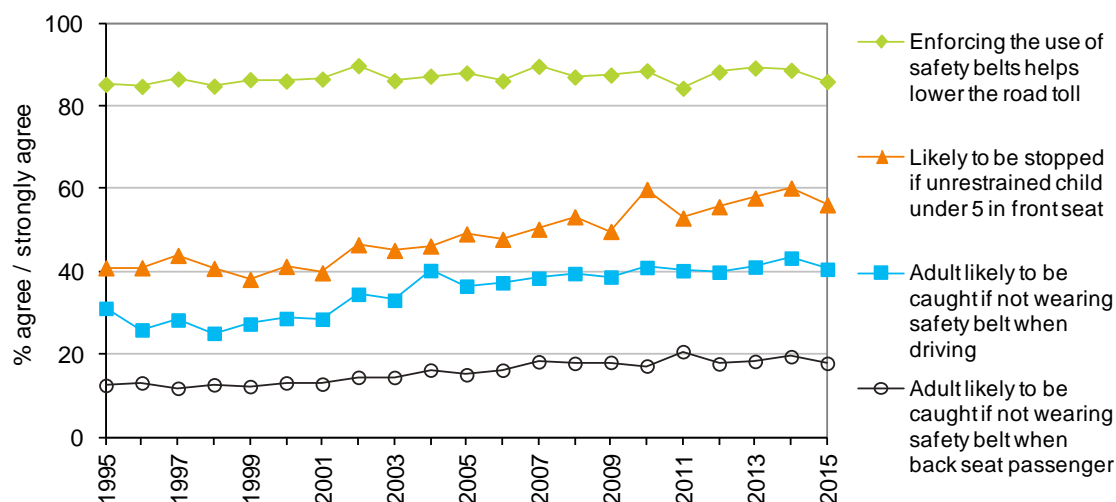
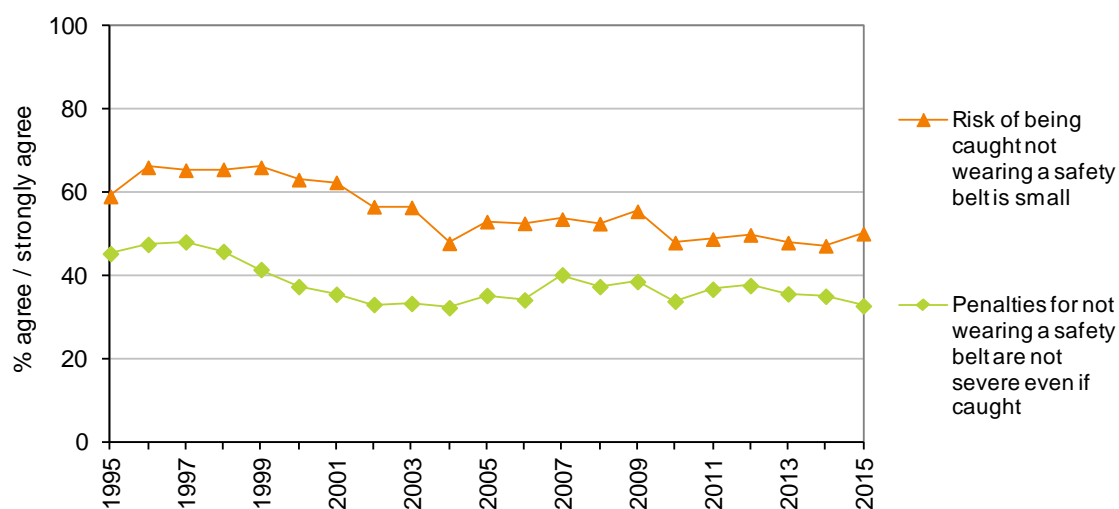


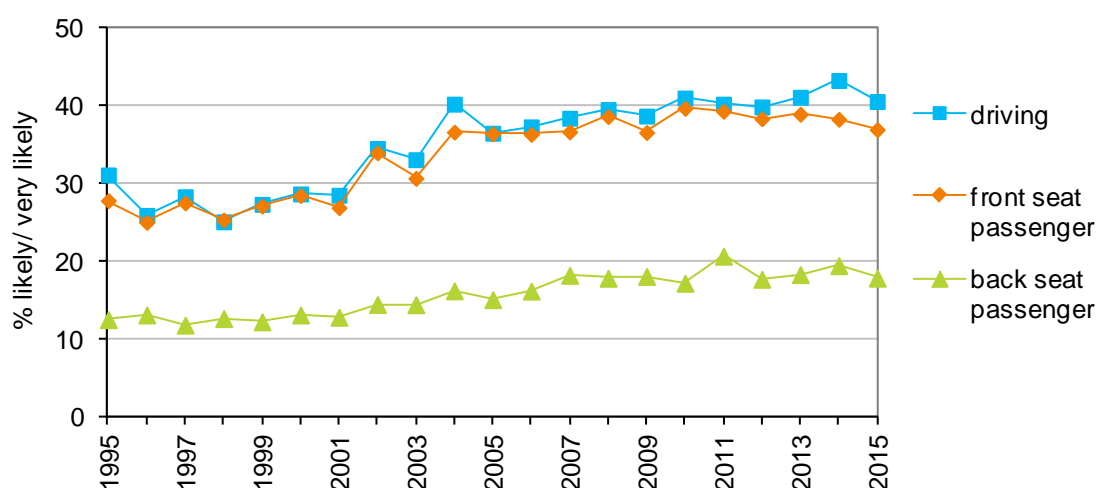
Figure 26: Attitudes to safety belts (*decreasing trend reflects improvement in safety attitudes*)



10.2 **Effectiveness of safety belt enforcement.** The majority of New Zealanders (86 percent) agreed that enforcing the use of safety belts helps to lower the road toll. Teenagers and young adults were less likely to support safety belt enforcement, with only two-thirds (65 percent) of people aged 15-24 saying that safety belt enforcement helps to lower the road toll.

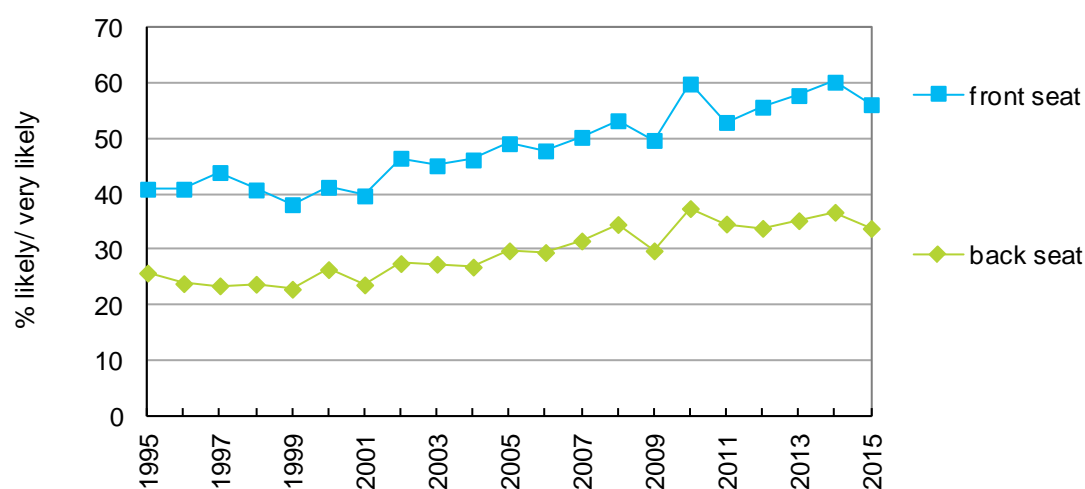
- 10.3 **Enforcement of adult safety belt use.** Forty-one percent of New Zealanders thought it 'likely' or 'very likely' that they would be caught if they drove without wearing a safety belt (see Figure 25).
- 10.4 If travelling as a front-seat passenger without a safety belt, 37 percent would expect to be stopped by Police. For rear seat passengers, 18 percent said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat.

Figure 27: Chance that an adult will be caught if not wearing a safety belt while...



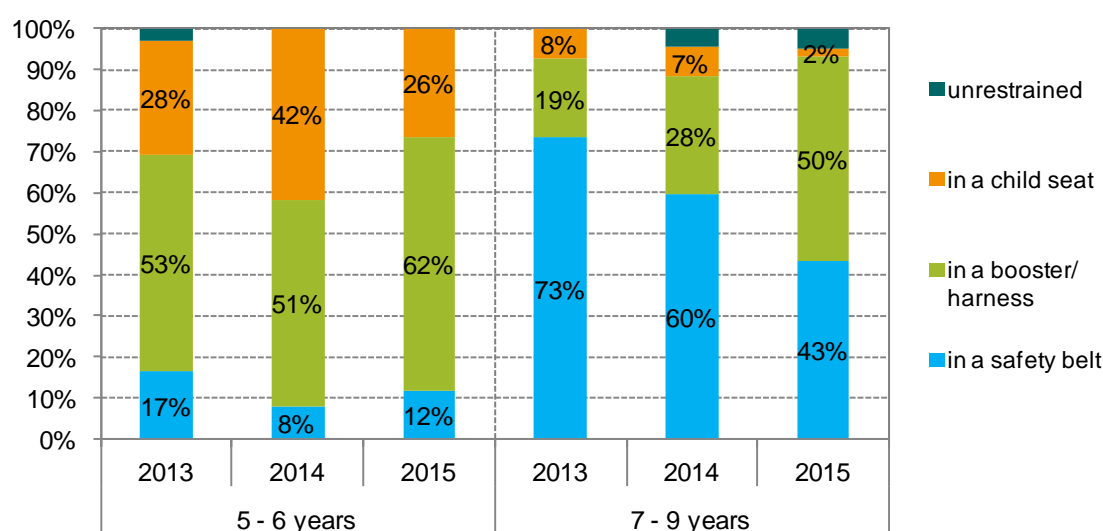
- 10.5 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. Fifty-six percent said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 34 percent said this would be the case if the child were in the back seat (Figure 28).

Figure 28: Chance of being stopped if travelling with an unrestrained child in the...



- 10.6 **Child restraint use by under 5s.** People with children were asked how their children were restrained on the last occasion that they rode with them in the car. Ninety-five percent of people with a child under five said that their child was in a child restraint (including infant and booster seats). Four percent said the child was in a safety belt and the remaining 1 percent said their child was unrestrained.
- 10.7 **Restraint use by children aged 5 to 9.** Parents (or other household members) whose youngest child was aged between 5 and 9, were asked ‘Last time you drove with this child in the car, was the child in a child seat, booster seat, safety belt or none of these?’ For 5 to 6 year olds; 12 percent were in a safety belt, 62 percent in a booster seat or child harness and 26 percent in a child seat. For 7 to 9 year olds; 43 percent were in a safety belt, 50 percent in a booster seat or child harness, 2 percent in a child seat and 5 percent unrestrained (see Figure 29).
- 10.8 From late 2013, a rule change required children up to 7 years old to be restrained in an appropriate child restraint. Since then the percentage of 7-9 year olds restrained in booster and child seats has increased from just over a quarter (27 percent) to over a half (52 percent).

Figure 29 Last time you drove with this child in the car, was the child...

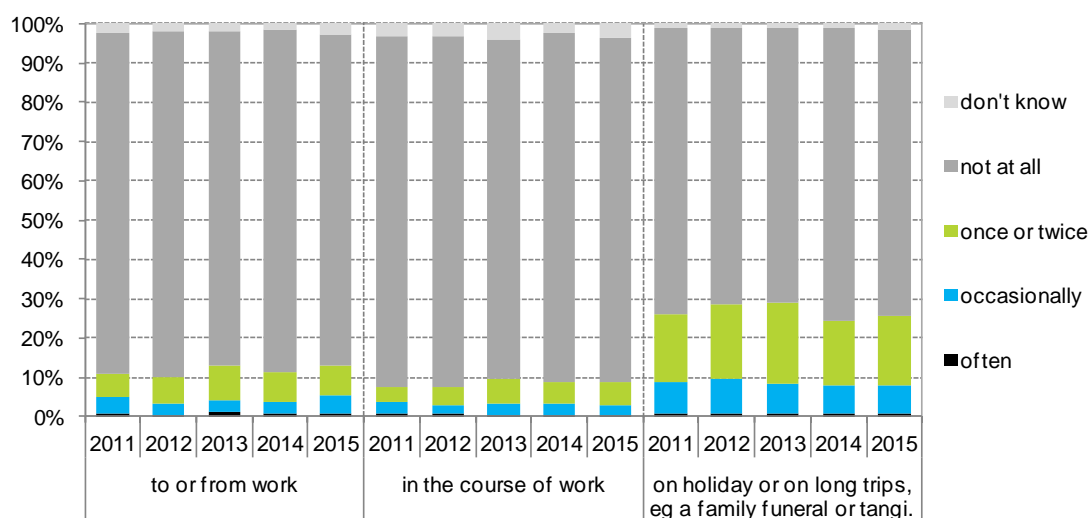


- 10.9 **Penalties.** A third of New Zealanders (33 percent) said that the penalties for not wearing a safety belt were not very severe even if you were caught (Figure 26).
- 10.10 **Injury risk.** Eighty-nine percent of people disagreed that the risk of being seriously injured in a crash if you are not wearing a safety belt is low. Only 6 percent agreed.

11 Fatigue and distraction

- 11.1 **Fatigue.** Each year from 2007 to 2010, respondents were asked how strongly they agreed or disagreed with the statement 'Driving when you are tired increases the chance you might have an accident'. In 2010, almost everyone (98%) agreed with the statement. Fifty-eight percent 'strongly agreed' and 40% 'agreed'. Only 1% disagreed with the statement or were neutral on the issue.
- 11.2 In 2011, this question was replaced with a more detailed question about experience of driving when tired. 'In the last 12 months, have you had trouble staying awake while driving... ...to or from work/ ...in the course of work/ ...on holiday or long trips, for example a family funeral or tangi'. Funerals and tangi were given as examples as these may require unplanned long trips to a deadline.
- 11.3 In 2015, 26 percent indicated they had trouble staying awake while driving on holiday or long trips ('often', 'occasionally' or 'once or twice'). The corresponding figures for to or from work and in the course of work were 13 percent and 9 percent respectively. Figure 30 shows the details.

Figure 30: In the last 12 months, have you had trouble staying awake while driving...



- 11.4 Male drivers (30 percent) are more likely than female drivers (22 percent) to say they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.
- 11.5 Young drivers (21 percent for 15-24 year olds) and older drivers (18 percent of drivers over 60 years old) are less likely than other drivers (29 percent) to say they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.

- 11.6 **Distraction.** An open ended question ‘What things do you find distracting when you are driving?’ was introduced in 2011. The table shows the top 10 distractions for 2015 compared with the previous four years.

Table: Percentage of respondents that identified distractions

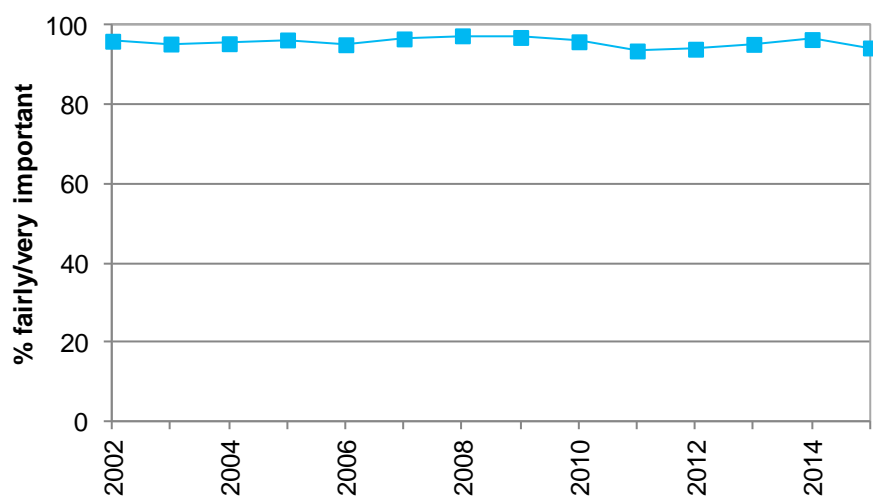
Distraction	Percentage of respondents				
	2011	2012	2013	2014	2015
Children (specifically)	29	28	29	30	30
People outside car	23	27	29	29	28
Passengers (adult or in general)	18	22	21	22	25
Radio/stereo/iPod	19	19	16	19	21
Other road users	24	18	16	19	19
Cell phone/RT (hand held or not specified)	13	14	14	14	15
Hands-free cell phone	9	7	10	12	15
Billboards	17	14	15	13	14
Texting/reading texts	12	10	8	10	11
Eating/drinking	1	1	1	1	8

- 11.7 In 2015, the top three distractions identified were children (30 percent), people outside the car (28 percent), and passengers in general (25 percent).
- 11.8 The in-car distractions most commonly mentioned are children (30 percent), passengers in general (28 percent), radios/stereos/iPods (21 percent), cell phones (15 percent) and hands free cell phones (15 percent).
- 11.9 Cell phones (including ringing cell phones and other passengers using cell phones) were mentioned by 15% of drivers, 11% mentioned texting or reading text messages and 15% mentioned hands-free cell phones.
- 11.10 In 2013, a new question was asked about the likelihood of getting caught using a hand-held cell phone or texting while driving. In 2015, 27 percent said it was fairly or very likely, while 49 percent said it was fairly or very unlikely. .

12 Roothing

12.1 Importance of roading improvements. Respondents were asked how important improving road engineering and design is for road safety. Over two thirds (67 percent) said that improving road engineering and design would be 'very important' for road safety, and a further 28 percent said it would be 'fairly important'. Overall, 94 percent rated roading improvements as 'very' or 'fairly' important for road safety. This measure has stayed between 94 and 97 percent over the past decade (Figure 31).

Figure 31: Importance of road engineering and design



Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2015 survey, 1667 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by TNS New Zealand.

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

A response rate of 46 percent was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

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

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

Sample sizes and weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	432	353
2	901	843
3	199	259
4	109	161
5	20	36
6 or more	6	14
Total	1667	1667

Gender

Gender	Sample size	Weighted
Female	908	867
Male	759	800
Total	1667	1667

Age group

Age group	Sample size	Weighted
15-19	71	150
20-24	75	150
25-29	100	133
30-39	231	300
40-49	296	317
50-59	275	250
60+	615	367
Unknown	4	
Total	1667	1667

Region

Region	Sample size	Weighted
Northland	100	61
Auckland	321	526
Waikato	100	155
Bay of Plenty	100	104
Gisborne	100	19
Hawke's Bay	100	59
Taranaki	100	42
Manawatu/Wanganui	101	90
Wellington	113	186
Nelson/Marlborough/Tasman	100	58
West Coast	100	15
Canterbury	132	224
Otago	100	89
Southland	100	39
Total	1667	1667

Note: Rounded weights are shown. True weights used add to 1667.

Appendix B: Tables

**Summary tabulations of responses
to major questions**

Attitudes to road safety and enforcement

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
How safe or unsafe are New Zealand roads to travel on?	Very/fairly safe	79	80	82	83	80	79	79	81	79	80
How safe is the design and standard of roads you use?	Very/fairly safe	83	83	84	85	84	84	85	84	82	82
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	95	97	97	97	96	94	94	95	96	94
Police effort into catching people breaking road safety laws should be... ⁴	increased	44	45	44	45	42	41	41	40	40	33
	about the same	46	47	48	49	51	52	52	53	53	58
	decreased	9	6	6	5	6	5	5	6	5	7
Penalties for breaking road safety laws should be... ⁴	increased	36	41	41	41	43	41	39	39	36	33
	about the same	53	50	48	51	48	49	52	51	54	56
	decreased	6	5	4	4	4	4	4	5	4	5
Publicity and advertising about road safety should be... ⁴	increased	43	40	36	36	36	38	40	47	41	43
	about the same	51	55	58	56	58	56	55	49	54	51
	decreased	5	4	4	7	5	5	4	3	4	4

⁴ 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									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	8	8	6	6	10	8	10	7	7
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	35	37	39	34	35	38	35	35	36	39
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	34	35	35	35	35	36	34	34	34	32
The risk of being caught drinking and driving is small	Agree/strongly agree	41	38	38	42	40	34	37	34	34	32
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	48	49	50	53	54	54	51	52	49	44
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	19	17	19	17	16	16	16	17	18	14
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	57	56	58	52	51	54	59	55	59	61
Legal blood alcohol limit should be...	Lower	40	48	52	55	63	62	60	60	-	-
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	24	23	23	21	20	21	20	19	17	17

Compulsory breath testing

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	75	77	71	77	74	78	77	76	73
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	15	17	16	16	13	16	14	16	15	11
Can tell where checkpoints will be	Agree/strongly agree	36	36	37	41	38	42	40	39	37	39
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	67	65	65	60	55	58	59	56	54	56
Can avoid checkpoints if you see them early	Agree/strongly agree	31	29	30	28	25	25	24	23	23	21
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	25	25	23	27	23	24	24	22	21	18
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	48	54	51	52	56	56	52	53	50	49
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	84	83	85	85	88	86	90	90	89	89
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	93	93	92	94	97	94	95	95	95	94
Chance of being breath-tested if drink-driving between...											
...6pm and 10pm ⁵	Very/fairly likely	35	41	39	38	40	38	41	37	39	42
...10pm and midnight ⁵	Very/fairly likely	53	56	58	54	57	51	55	49	54	54
...midnight and 2am ⁵	Very/fairly likely	44	44	47	45	47	42	45	40	45	45
...2am and 8am ⁵	Very/fairly likely	25	27	27	28	31	28	31	28	31	33
...8am and 6pm ⁵	Very/fairly likely	11	15	11	13	12	16	16	15	17	17

⁵ Question asked of approximately half the sample (N=837)

Compulsory breath testing (continued)

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Chance of being breath-tested if drink-driving...											
...in a small town ⁶	Very/fairly likely	31	31	26	33	25	34	30	33	34	37
...in a large city ⁶	Very/fairly likely	55	58	60	56	59	58	53	63	59	60
...on a major highway ⁶	Very/fairly likely	41	36	45	38	38	40	37	42	40	39
...on a rural road ⁶	Very/fairly likely	16	15	13	15	14	19	15	16	19	17
Ever stopped at checkpoint while driving (% of all drivers)	Yes	73	74	75	76	80	81	81	84	81	83
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	41	38	41	46	50	52	51	55	52	52

⁶ Question asked of approximately half the sample (N=830)

Speed

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Enjoy driving fast on open road (% drivers)	Like/like very much	39	35	39	34	39	35	36	40	36	37
There isn't much chance of accident when speeding if careful	Agree/strongly agree	14	16	17	14	16	19	15	17	15	14
The risk of being caught speeding is small	Agree/strongly agree	30	29	29	29	29	30	27	26	24	23
Penalties for speeding are not very severe	Agree/strongly agree	32	37	38	38	35	38	36	36	30	29
Most people who get caught speeding are just unlucky	Agree/strongly agree	23	19	23	23	20	24	28	22	21	17
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	76	75	77	74	76	78	77	76	81	72
Speed limits on the roads I normally use are...	About right	84	87	86	87	86	86	85	86	87	87
	Too low	8	7	6	7	8	7	8	7	7	7
	Too high	6	5	6	5	5	5	5	6	5	4
Should 100 km/h limit be raised, lowered or left as it is?	Same	76	77	78	82	78	80	78	74	78	78
Should 50 km/h limit be raised, lowered or left as it is?	Same	81	84	80	84	83	83	85	84	85	86
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	77	78	79	80	77	78	75	78	80	80
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	92	93	93	93	94	94	93	95	94	94
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	67	69	67	69	68	67	66	67	63	64

Speed cameras

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Using speed cameras helps to lower the road toll	Agree/strongly agree	56	61	64	63	64	61	67	62	67	61
The way speed cameras are being operated is fair	Agree/strongly agree	61	64	66	62	67	64	69	65	65	63
How often do you see speed cameras on usual roads?	Often/almost always	36	35	40	37	35	37	35	40	36	39
Chance of speeding ticket if passing speed camera at 110 km/h ⁸	High/very high	32	37	44	41	40	45	- ⁷	45	60	61
Chance of speeding ticket if passing speed camera at 120 km/h ⁸	High/very high	89	89	90	94	91	89	- ⁷	91	95	96
Chance of speeding ticket if passing speed camera at 130 km/h ⁸	High/very high	96	97	97	98	97	96	- ⁷	97	98	98
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁸	High/very high	14	16	14	19	16	24	- ⁷	18	20	21
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁸	High/very high	63	66	67	71	71	69	- ⁷	72	65	64
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁸	High/very high	84	86	86	86	89	86	- ⁷	89	81	83
Any speeding tickets in last 12 months (% of drivers)	Yes	16	16	13	13	18	14	15	15	19	18

⁷ Data not available 2012.

⁸ Question asked of approximately half the sample (N=837).

General enforcement

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	32	34	37	36	41	38	37	38	40	38

Safety belts and child restraints

Question	Response	Percentage giving response									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	86	90	87	87	88	84	88	89	89	86
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	52	53	52	55	48	49	50	48	47	50
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	34	40	37	38	34	37	37	35	35	33
Chance of adult being caught if not wearing safety belt when...											
...driving	Fairly/very likely	37	38	40	39	41	40	40	41	43	41
...front seat passenger	Fairly/very likely	36	37	39	37	40	39	38	39	38	37
...back seat passenger	Fairly/very likely	16	18	18	18	17	21	18	18	19	18
Chance of being caught if child under five not in child restraint...											
...child in the front seat	Fairly/very likely	48	50	53	50	60	53	56	58	60	56
...child in the back seat	Fairly/very likely	30	32	35	30	37	35	34	35	37	34

Fatigue and distraction

Question	Response	Percentage giving response							
		2008	2009	2010	2011	2012	2013	2014	2015
Driving when you are tired increases the chance you might have an accident <i>(asked 2007-2010)</i>	Agree/strongly agree	96	99	98	NA	NA	NA	NA	NA
In the last 12 months, have you had trouble staying awake while driving... <i>(asked from 2011 on)</i>									
... to or from work	Often/occasionally				5	3	4	4	5
... in the course of work	Often/occasionally				4	3	3	3	3
...on holiday or on long trips, for example a family funeral or tangi.	Often/occasionally				9	10	8	8	8
In the last 12 months, have you had trouble staying awake while driving... <i>(asked from 2011 on)</i>									
... to or from work	Often/occasionally/ Once or twice				11	10	13	11	13
... in the course of work	Often/occasionally/ Once or twice				8	8	9	9	9
...on holiday or on long trips, for example a family funeral or tangi.	Often/occasionally/ Once or twice				26	29	29	24	26

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gis-borne	Hawke's Bay	Tara-naki
<i>Sample size</i>		1667	100	321	100	100	100	100	100
<i>Drivers in sample</i>		1512	98	286	91	89	88	94	88
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	33	42	34	31	29	29	40	31
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	11	7	11	14	9	6	9
The risk of being caught drinking and driving is small	Agree/strongly agree	32	31	39	33	27	30	30	30
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	24	19	10	20	22	32	11
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	73	71	74	74	70	74	81	66
Can tell where checkpoints will be	Agree/strongly agree	39	57	37	43	51	51	36	43
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	49	59	43	52	58	48	57	42
Speed									
Enjoy driving fast on open road (% of drivers)	Like/like very much	37	47	37	34	28	41	31	39
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	17	18	20	17	12	13	11
The risk of being caught speeding is small	Agree/strongly agree	23	19	23	24	23	25	29	26
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	72	72	74	66	66	78	73	57

...continued

Regional tables: Selected results by Local Government Region

a) Northland to Taranaki (continued)

Question	Response	All NZ	North-land	Auck-land	Wai-kato	Bay of Plenty	Gis-borne	Hawke's Bay	Tara-naki
<i>Sample size</i>		1667	100	321	100	100	100	100	100
<i>Drivers in sample</i>		1512	98	286	91	89	88	94	88
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	60	62	61	51	58	68	54
How often do you see speed cameras on your usual roads	Often/almost always	39	47	44	32	47	49	51	24
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	34	36	31	48	36	31	32
Safety belts and child restraints									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	50	44	60	53	48	36	53	46
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	40	35	42	50	53	46	35
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	10	12	22	21	24	17	11
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	34	26	27	25	36	33	41	30
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	82	66	88	85	77	66	81	82
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	94	100	94	91	96	95	98	93

Regional tables: Selected results by Local Government Region

b) Manawatu/Wanganui to Southland

Question	Response	All NZ	Manawatu/ Wanganui	Wellington	Nelson/ Marlborough	West Coast	Canterbury	Otago	Southland
<i>Sample size</i>		1667	101	113	100	100	132	100	100
<i>Drivers in sample</i>		1512	89	99	95	94	119	91	91
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	33	32	35	29	30	30	36	37
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	10	3	8	8	4	6	6
The risk of being caught drinking and driving is small	Agree/strongly agree	32	20	30	27	19	34	23	27
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	19	14	19	10	14	20	8
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	73	67	75	79	75	68	80	64
Can tell where checkpoints will be	Agree/strongly agree	39	33	48	35	44	28	37	36
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	49	51	52	53	49	49	41	58
Speed									
Enjoy driving fast on open road (% drivers)	Like/like very much	37	36	42	42	22	36	39	33
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	11	9	16	8	9	9	14
The risk of being caught speeding is small	Agree/strongly agree	23	25	21	12	23	25	20	20
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	72	71	71	80	77	73	84	57

...continued

Regional tables: Selected results by Local Government Region

b) Manawatu/Wanganui to Southland (continued)

Question	Response	All NZ	Manawatu/ Wanganui	Wellington	Nelson/ Marlborough	West Coast	Canterbury	Otago	Southland
<i>Sample size</i>		1667	101	113	100	100	132	100	100
<i>Drivers in sample</i>		1512	89	99	95	94	119	91	91
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	67	68	63	63	57	57	52
How often do you see speed cameras on your usual roads?	Often/almost always	39	33	56	24	31	25	30	16
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	47	34	49	33	39	41	53
Safety belts and child restraints									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	50	44	44	39	31	46	42	34
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	52	36	52	49	39	47	46
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	35	19	11	22	22	21	25
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	34	54	36	37	38	39	39	53
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	82	85	84	80	81	72	81	81
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	94	94	96	94	97	94	91	97

Demographic tables: Selected results by age and gender

Question	Response	Total	Gender		Age group			
		All NZ	Female	Male	15–24	25–39	40–59	60+
<i>Sample size</i>		1667	908	759	146	331	571	615
<i>Drivers in sample</i>		1512	799	713	100	303	542	563
Attitudes to road safety and enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	33	39	28	31	27	38	36
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	7	8	6	7	8	9
The risk of being caught drinking and driving is small	Agree/strongly agree	32	30	35	29	37	28	37
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	12	23	26	16	21	10
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	73	73	72	70	74	73	73
Can tell where checkpoints will be	Agree/strongly agree	39	41	37	50	44	33	33
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	49	47	51	53	46	46	53
Speed								
Enjoy driving fast on open road (% of drivers)	Like/like very much	37	33	40	52	32	40	27
Not much chance of an accident when speeding if careful	Agree/strongly agree	14	11	18	14	16	13	16
The risk of being caught speeding is small	Agree/strongly agree	23	23	22	11	24	23	30
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	72	75	69	58	78	75	73

...continued

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

Question	Response	Total	Gender		Age group			
		All NZ	Female	Male	15–24	25–39	40–59	60+
<i>Sample size</i>		1667	908	759	146	331	571	615
<i>Drivers in sample</i>		1512	799	713	100	303	542	563
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	64	57	54	63	60	66
How often do you see speed cameras on your usual roads?	Often/almost always	39	36	43	37	40	43	33
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	38	39	37	45	37	35	37
Safety belts and child restraints								
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	50	47	53	60	55	44	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	41	43	38	36	37	42	46
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	20	16	14	15	18	24
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	34	39	28	30	29	35	41
Roading								
How safe is the design and standard of roads you use?	Very/fairly safe	82	82	82	88	83	79	81
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	94	95	93	92	95	95	94