



**Public attitudes to
road safety**
**Results of the 2014
survey**
August 2014



Ministry of Transport
TE MANATU WAKA
New Zealand Government

Disclaimer

All reasonable endeavours are made to ensure the accuracy of the information in this report. However, the information is provided without warranties of any kind including accuracy, completeness, timeliness or fitness for any particular purpose.

The Ministry of Transport excludes liability for any loss, damage or expense, direct or indirect, and however caused, whether through negligence or otherwise, resulting from any person or organisation's use of, or reliance on, the information provided in this report.

Under the terms of the New Zealand Creative Commons Attribution 3.0 (BY) licence, this document, and the information contained within it, can be copied, distributed, adapted and otherwise used provided that –

- ▶ the Ministry of Transport is attributed as the source of the material
- ▶ the material is not misrepresented or distorted through selective use of the material
- ▶ images contained in the material are not copied

The terms of the Ministry's [Copyright and disclaimer](#) apply.

Contents

1	Executive summary	4
2	Introduction	7
3	Method	7
4	General attitudes to road safety and enforcement	8
5	Alcohol-impaired driving	12
6	Drink-driving enforcement	16
7	Speed and speed enforcement	19
8	Speed cameras	25
9	General enforcement and compliance	27
10	Safety belts and child restraints	28
11	Fatigue and distraction	31
12	Roading	33
	Appendix A: Sample details	35
	Appendix B: Tables	37
	Attitudes to road safety and enforcement	39
	Alcohol-impaired driving	40
	Compulsory breath testing	41
	Compulsory breath testing (continued)	42
	Speed	43
	Speed cameras	45
	General enforcement	46
	Safety belts and child restraints	46
	Fatigue and distraction	47
	Regional tables: Selected results by Local Government Region	48
	Demographic tables: Selected results by age and gender	54

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% say they 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](#)

"Road conditions" is mentioned as the top main thing that can make travelling unsafe. Speed and alcohol/drugs have consistently been in the top 5 items mentioned as making travelling unsafe, but speed is increasingly being seen as less of a main problem. Mobile phones are starting to be seen as a main problem.

1.4 [Alcohol-impaired driving.](#)

Most people recognise that drink-driving is risky with only 7% 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, taking effect 1 December 2014. This survey was conducted before this happened. People were asked what effect on their drinking the law change would have. 25% said they would drink less before driving.

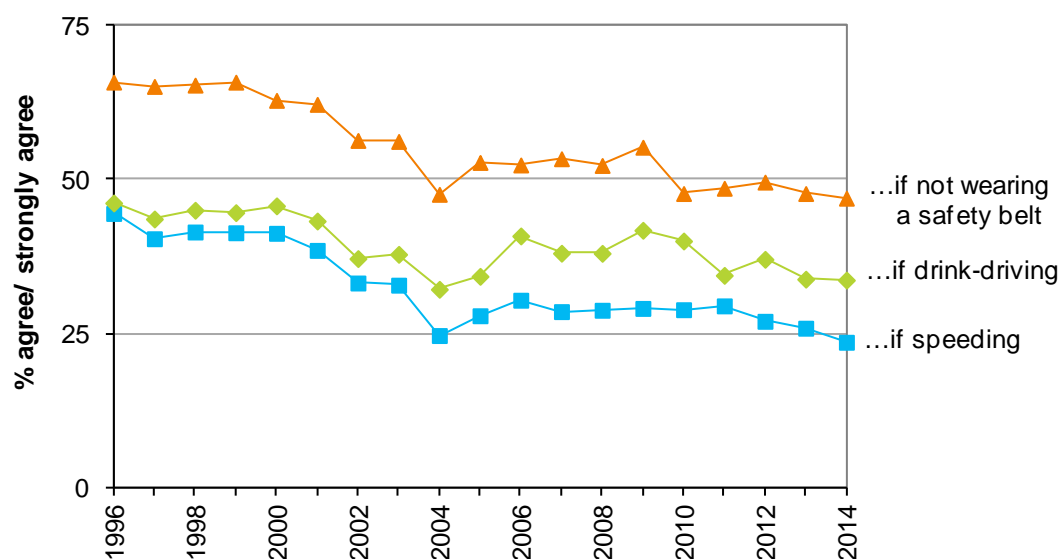
A further new question about driving while affected by drugs, with or without alcohol, was asked. 9% admitted to driving while affected by prescription or pharmacy drugs and 4% by 'other' drugs.

1.5 [Drink-driving enforcement.](#)

Nearly 80% of new Zealanders agree that compulsory breath testing enforcement helps lower the road toll.

Most of the key attitudes show small improvements across time, leading to definite improvements long-term. For example, in 1996, 46% of respondents thought the risk of being caught drink-driving was small. After dipping to as low as 32% in 2004 this rose again to over 40% before slowly improving to 34% in 2014 (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 15% 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% 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 81% agreeing that enforcing the speed limit helps lower the road toll.

After improvements 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.

Just over two-thirds of New Zealanders agree that the use of speed cameras helps lower the road toll.

Attitudes to speed cameras have shown little change over the last decade. However, 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% thought this was likely or fairly likely, rising to 37-41% from 2010 to 2014.

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 (89%) 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 in 2013 and 2014. The responses indicate an increased use of child seats 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 24% of drivers when travelling on holiday or long trips. This is similar to the previous three 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 three years.

1.11 [Roading.](#)

Over the past decade, between 94% and 97% 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 2013, 30% of fatal crashes and 13% of injury crashes had alcohol and/or drugs as a contributing factor. 31% of fatal crashes and 14% of injury crashes had “too fast for conditions” as a contributing factor. 58 people were killed not wearing safety belts or helmets in fatal crashes. Crash investigators considered that 14 of them would have survived if they had been wearing them.

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

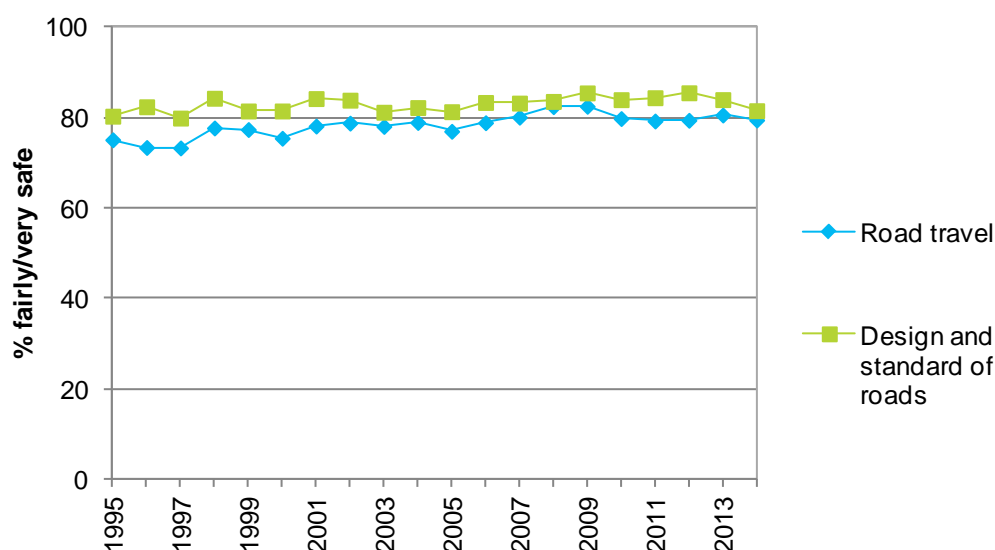
The fieldwork for the survey is carried out by an independent survey company, TNS New Zealand. Surveys are carried out in May and June of each year by trained interviewers who conduct face-to-face interviews in respondents' homes.

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 2014, 1668 people were interviewed, 1498 of whom held drivers' 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. At least 90% thought these measures should be increased or maintained at current levels.
- 4.2 **How safe is road travel in New Zealand?** Twelve percent of New Zealanders described road travel in this country as 'very safe'. A further 68% described it as 'fairly safe'; 18% described it as 'fairly unsafe' and 3% as 'very unsafe'¹. Overall, 79% described the roads as 'very safe' or 'fairly safe' (see Figure 2).

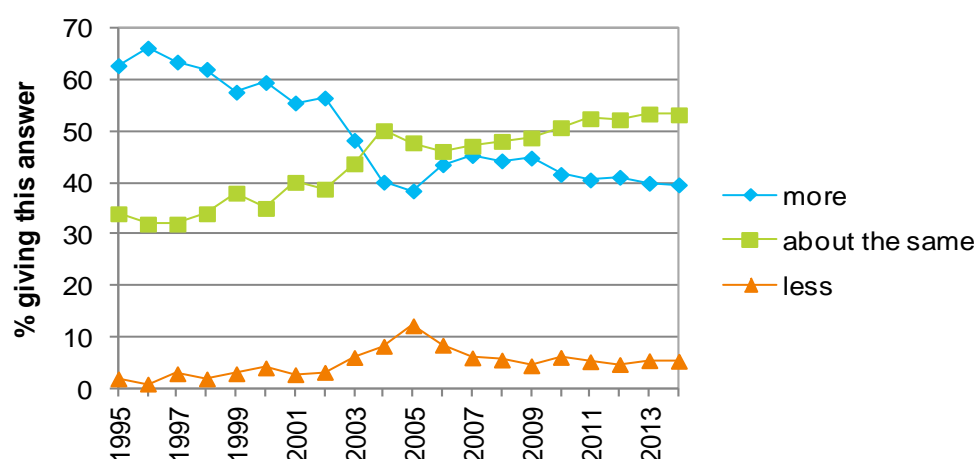
Figure 2: General attitudes



- 4.3 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty percent of New Zealanders said that Police effort to catch people breaking road safety laws should be increased further. A further 53% wanted that effort maintained at current levels. Only 5% 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. Over the last five years support for more Police effort has slightly decreased with more people thinking that the level of enforcement is about right (see Figure 3).

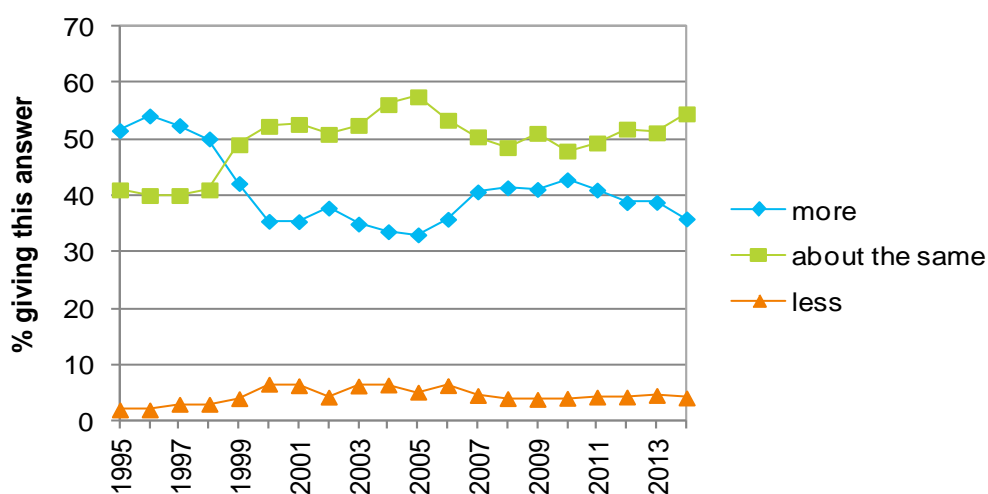
¹ Answers to this and other questions may not add to 100% due to rounding and in some cases because a small number of people answered 'Don't know'.

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



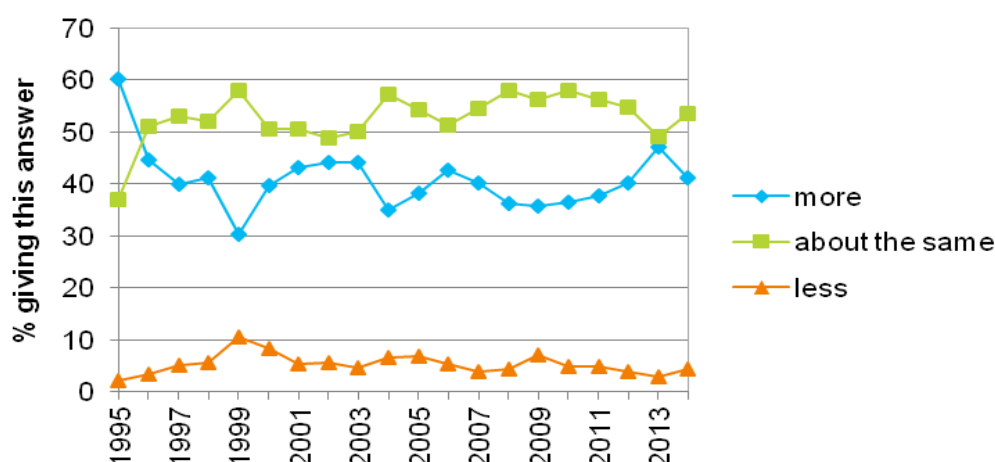
- 4.4 **Penalties.** In 2014, 36% of New Zealanders said that penalties for breaking road safety laws should be increased. Fifty-four percent thought penalties should remain about the same as they are now, and only 4% were in favour of reducing the severity of penalties. Over the last five years support 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-one percent of New Zealand adults thought that there should be more publicity and advertising about road safety. This is a significant decrease over the results from last year (47%), returning to the level of previous years. Fifty-four percent thought the amount of publicity and advertising should remain about the same as at present. Only 4% 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...

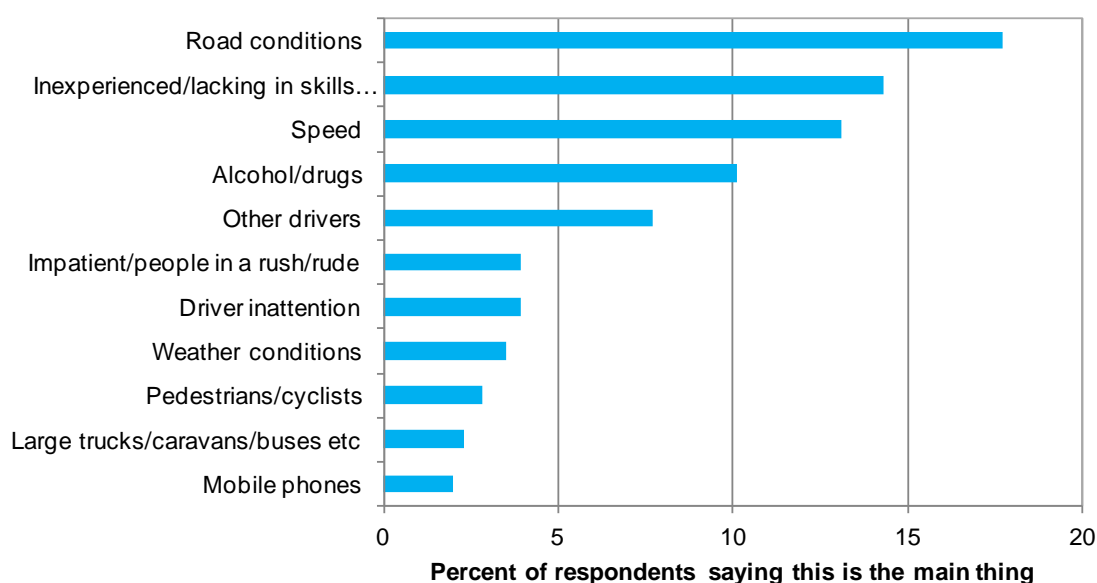


4.6 **Road design and standards.** Seventeen percent of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 65% thought that their usual roads were 'fairly safe'. Eighteen percent described the design and standard of the roads they normally used as 'very unsafe' or 'fairly unsafe'. There has been little change in this perception over recent years (Figure 2).

4.7 Northland, Gisborne, Taranaki, and Canterbury residents were most likely to describe the design and standards of their roads as unsafe. Twenty-eight percent of Northland residents, 26% of Gisborne residents, 27% of Taranaki residents, and 28% of Canterbury residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe.

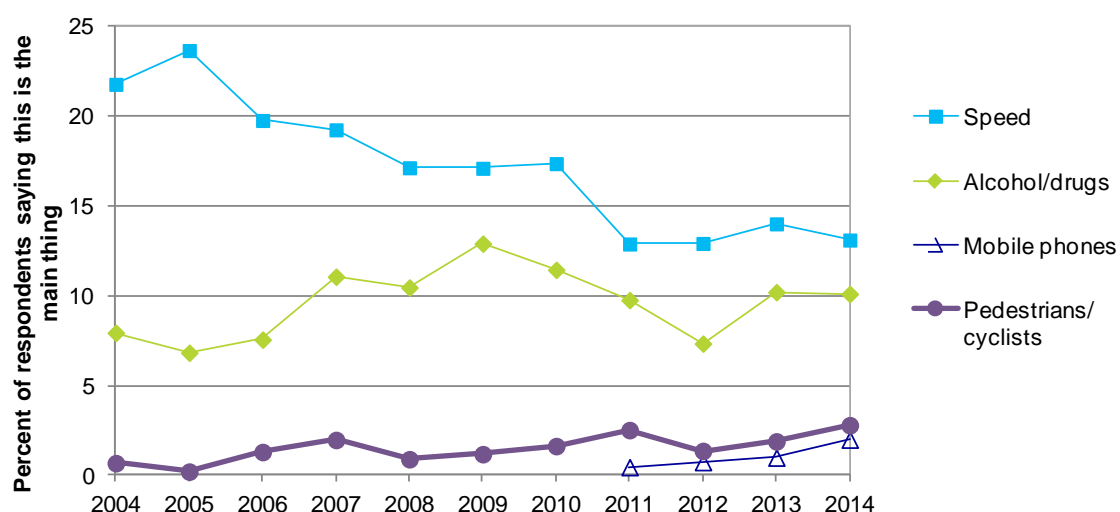
4.8 **Road safety hazards.** Respondents were asked what things can make travelling on New Zealand roads unsafe, then asked to pick the main thing. Figure 6 shows all the items mentioned by 2% or more of respondents.

Figure 6 : What is the MAIN thing that can make travelling on New Zealand roads unsafe? – top items for 2014



4.9 While it can be difficult to consistently categorise an open-ended question like this over time, certain items are able to 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 which 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*)

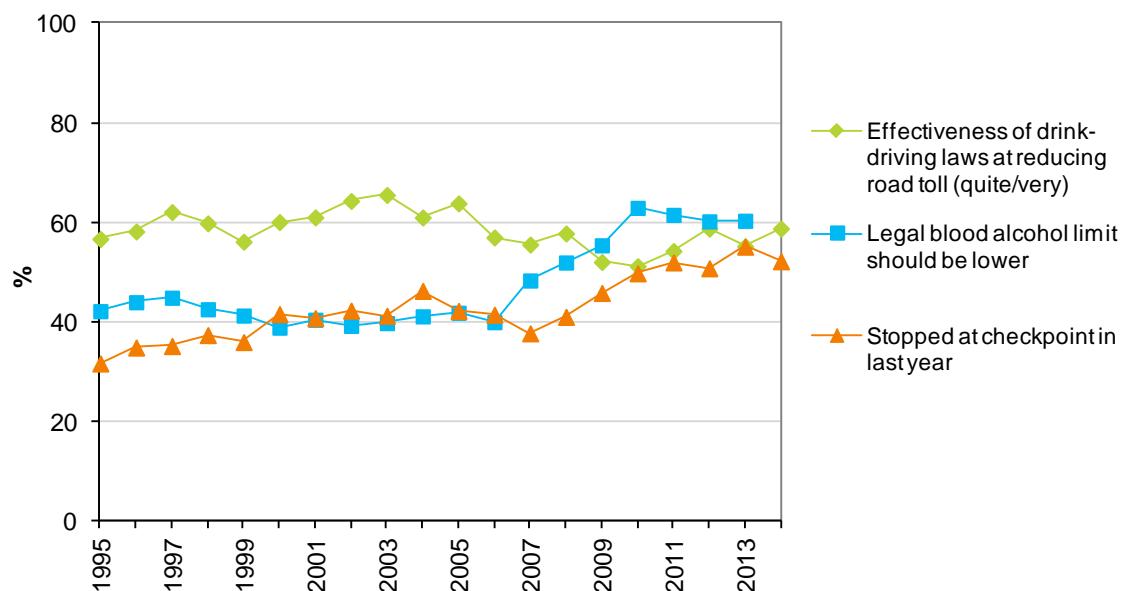
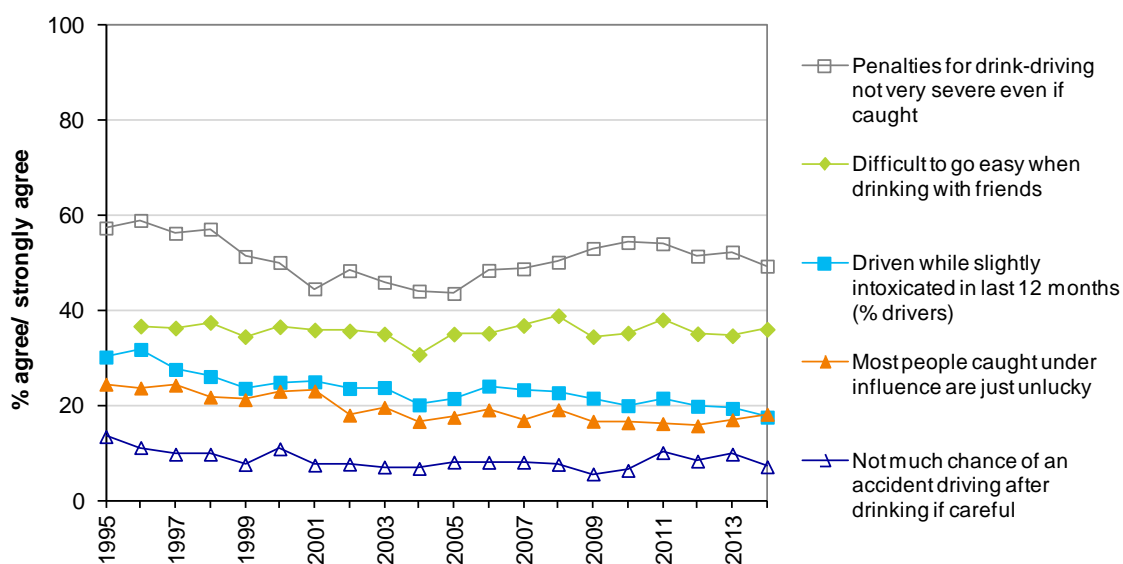


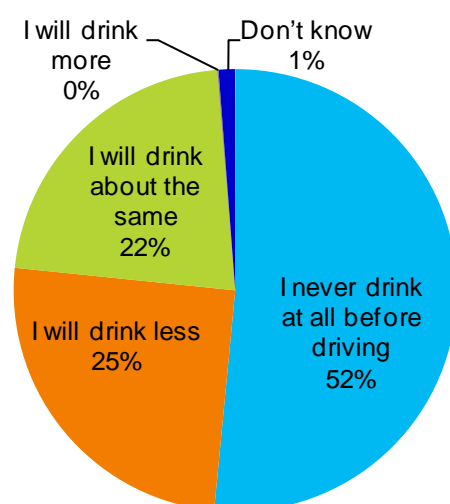
Figure 9: Attitudes to alcohol (*decreasing trend reflects improvement in safety attitudes*)



5.2 **Risk of crash.** Most people recognise that drink-driving is risky. However, 7% 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). This is a significant drop from last year's figure of 10%.

- 5.3 People in Auckland, Wellington and Canterbury were least likely to recognise the risk of drink-driving. Nine percent of Auckland, Wellington and Canterbury residents said that there was not much chance of an accident when driving after drinking if you are careful. In 2013, 47% of alcohol related casualties in New Zealand occurred in Auckland, Wellington, and Canterbury.
- 5.4 **Blood alcohol limit.** In 2013, 60% of New Zealanders favoured a lower legal blood-alcohol limit for driving. This increased significantly from 40% in 2006 to 63% in 2010. There have been no statistically significant changes since 2010 (see Figure 8).
- 5.5 In 2013, 43% of New Zealanders thought the limit should be lowered from 80mg/100ml to 50mg/100ml. A further 18% wanted it lowered to zero. Nearly a third (31%) thought the limit should be left as it is. Only 2% were in favour of raising the legal limit. (The remaining 5% said they had no opinion on the subject). This question was not asked in 2014.
- 5.6 **Behaviour and attitudes.** A new question was introduced in 2014, asking how much people will be drinking after the law change dropping the alcohol limit from 80 to 50 milligrams per 100 millilitres of blood. Fifty-two percent said they never drink before driving, 25% said they will drink less, 22% said they will drink about the same, 0% said they will drink more, and 1% didn't know.

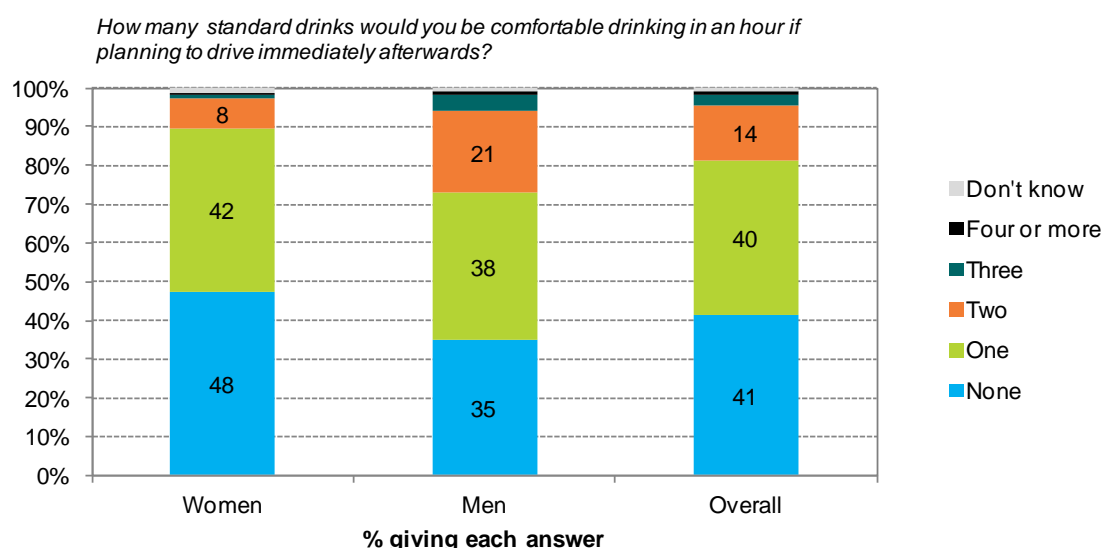
Figure 10: How will the lower legal limit affect your behaviour?



- 5.7 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 80mg to 50mg.
- 5.8 The concept of a 'standard drink' was explained as one can of beer or one small glass of wine and supported by a photograph showing a 330ml can of beer, a small glass of wine and a 30ml serve of spirits.

- 5.9 Overall, the large majority, 81%, said they would be comfortable having one or no drinks during the hour. A further 14% said two drinks. Only 3% said three or more drinks.
- 5.10 Figure 11 shows the results. Ninety percent of women said they would be comfortable having one or no drinks during the hour, compared with 73% of men. A further 8% of women but 21% 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.
- 5.11 Among people who admitted to having driven while slightly intoxicated, 61% thought they would be comfortable with one or no drinks, and a further 28% with two drinks. Ten percent said three or more drinks.

Figure 11: Drinking before driving.



- 5.12 **Social influences.** Peer pressure and social drinking remain strong influences. More than a third (34%) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (36%) said it was difficult to 'go easy' when drinking with friends (Figure 9). These results have shown little change over the last ten years.

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

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

- 5.13 Peer pressure was felt most strongly among the young. Forty-six percent of young people aged 15 to 24 said it was difficult to go easy and drink less than the group and 40% said it was difficult to keep track of what they were drinking on social occasions.
- 5.14 **Self-reported driving while 'slightly intoxicated'.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey has remained fairly static for a number of years (see Figure 9). In 2014, 17% of drivers (22% of male drivers) said they had driven while slightly intoxicated during the last year. ('Slightly intoxicated' was as self-reported by the driver).
- 5.15 **Effectiveness of law.** Fifty-nine percent of New Zealanders said that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. This is a significant increase from last year's figure of 55% (Figure 8), returning to the 2012 figure (also 59%).
- 5.16 Thirty-six percent said that the drink-driving laws were not very effective. Only 4% thought that New Zealand's drink-driving laws had no effect on the road toll. (Two percent said they didn't know).
- 5.17 **Penalties.** Almost half of all those surveyed (49%) agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This may reflect either an informed view that penalties are not severe or a lack of awareness of the severity of current drink-driving penalties.
- 5.18 People aged 30 and over were most likely to think penalties were not very severe (51%) compared to 40% of those aged 15-24.
- 5.19 **Drink and drugged driving.** A new question about driving while affected by drugs with or without alcohol was introduced in 2014. Nine percent said they had driven while affected by prescription or pharmacy drugs, including 2% combined with alcohol. Four percent said they had driven while affected by other drugs (whether legal or not), including 2% combined with alcohol.

Driven while affected by...	And alcohol	No alcohol	Total
prescription or pharmacy drugs	2%	8%	9%
other drugs	2%	2%	4%

Note: the numbers in this table are rounded to the nearest percent. The unrounded numbers add correctly.

- 5.20 Six percent of males said they had driven while affected by 'other drugs' with or without alcohol, compared with 2% of females.

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*)

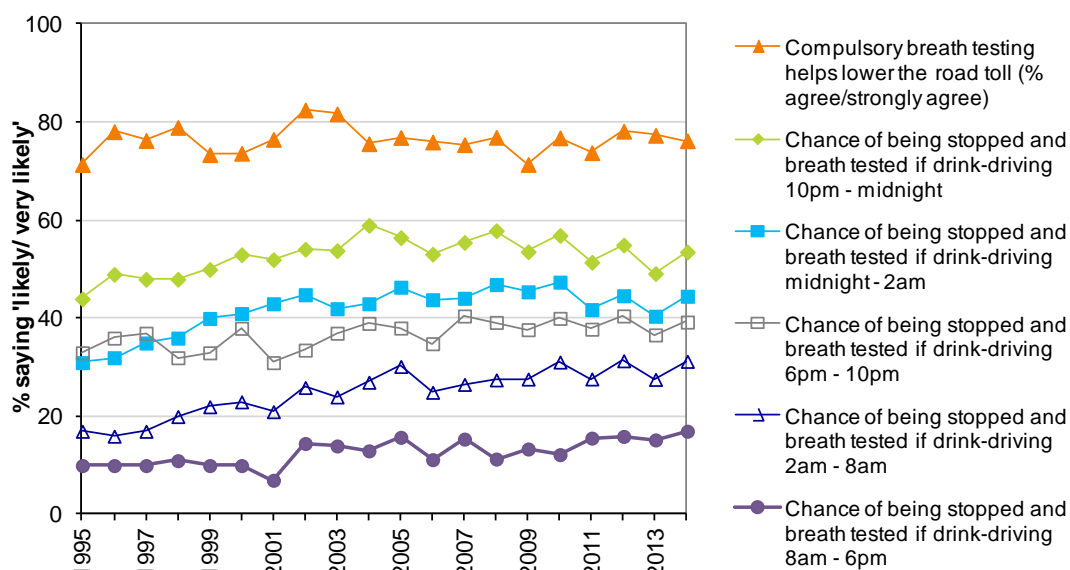
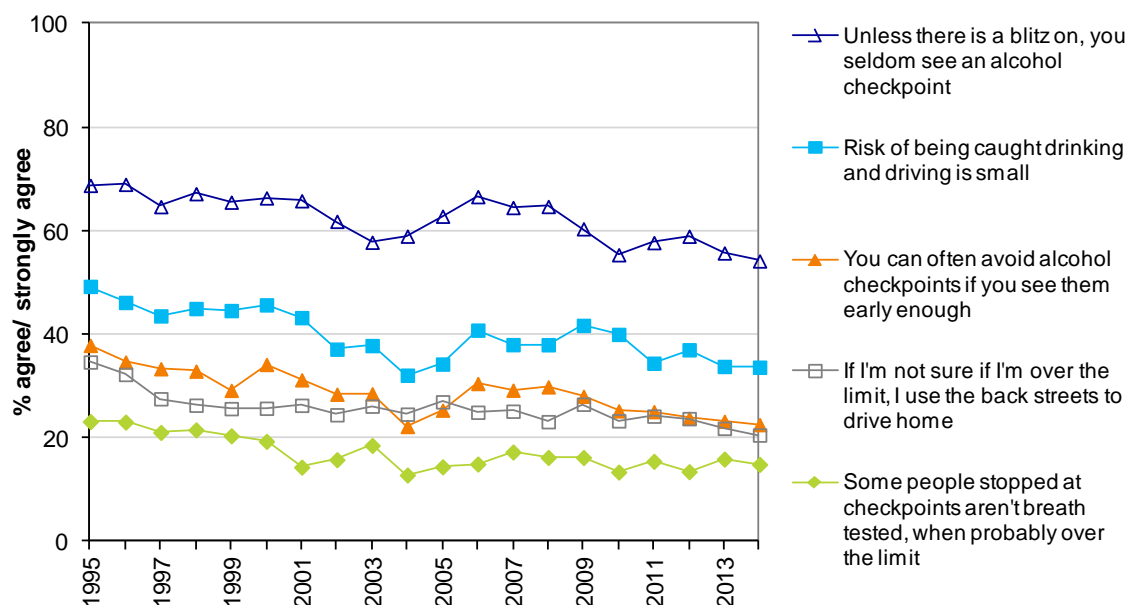


Figure 13: Attitudes to drink-driving enforcement (*decreasing trend reflects improvement in safety attitudes*)



- 6.2 **CBT lowers road toll.** Over three quarters (76%) of New Zealanders agreed with the statement that 'compulsory breath testing helps to lower the road toll'. (This is about the same as the 2013 level when 77% agreed). Ten percent disagreed with this statement. The remaining 14% 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 over one third (34%) of New Zealanders said that the risk of being caught drink-driving was small (see Figure 13).
- 6.4 **Checkpoints.** Over the last 5 years, fewer people than in the previous 5 years have said that they 'seldom saw checkpoints except during blitzes' (see Figure 13). In 2014, 54% said they seldom saw checkpoints. People living on the West Coast were more likely than other region residents to say that they seldom saw a checkpoint (66%).
- 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, 60% had been stopped at a checkpoint at least once in the last year.
- 6.6 Seventeen percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year. Nearly a third (32%) of young males aged 15-24 had been stopped at least three times in the last year.
- 6.7 **Avoiding checkpoints.** Thirty-seven percent of New Zealanders said that they could tell where checkpoints would be. Fifty-five percent of Northland residents, 59% of Gisborne residents, and 52% of West Coast residents thought they knew where checkpoints would be.
- 6.8 Just under a quarter of New Zealanders (23%) said they could often avoid checkpoints if they saw them early enough (Figure 13), and one in five (21%) said they used the back streets to drive home when they might be over the limit. People living in Gisborne were more likely than others to say that checkpoints could be avoided if you saw them early enough (41%) and that they used the back streets to drive home when they might be over the limit (30%).
- 6.9 **Compulsory screening.** Fifteen percent of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit (Figure 13). Twenty-one percent of those aged between 15 and 29 thought that some people weren't tested, compared to 13% of those aged 30 and over.
- 6.10 **Chance of being stopped late at night.** Half (50%) 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 22% said they were neutral or didn't know.

- 6.11 **Chance of being stopped, by driving situation.** Nearly three-fifths of New Zealanders (59%) would expect to be stopped and tested if they were drink-driving in a large city. A further 25% rated the chance as 50-50.
- 6.12 Forty percent thought there was a high chance of being stopped and tested if they were drink-driving on a major highway. About a third (34%) thought they would be stopped if they were drink-driving in a small town. Nineteen 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). Thirty-nine 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 (31%), or during the day (17%).
- 6.15 A new question was asked in 2013 about measures to stop people from repeatedly drink driving. An alcohol interlock is a device that prevents the vehicle being started if the driver blows a breath alcohol sample above the legal alcohol limit. These will be fitted to the vehicles of people caught repeatedly drink-driving, and of people who are caught driving at two or more times the legal limit. They will still be disqualified from driving for three months. After that they will need an interlock in order to drive. The user will have to pay for his or her own interlock. The question asked how fair or unfair it would be for one of these drivers to be required to pay for and use an alcohol interlock in order to drive. Eighty-nine percent said it was fair, 5% said it was unfair. This question was not asked in 2014.

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*)

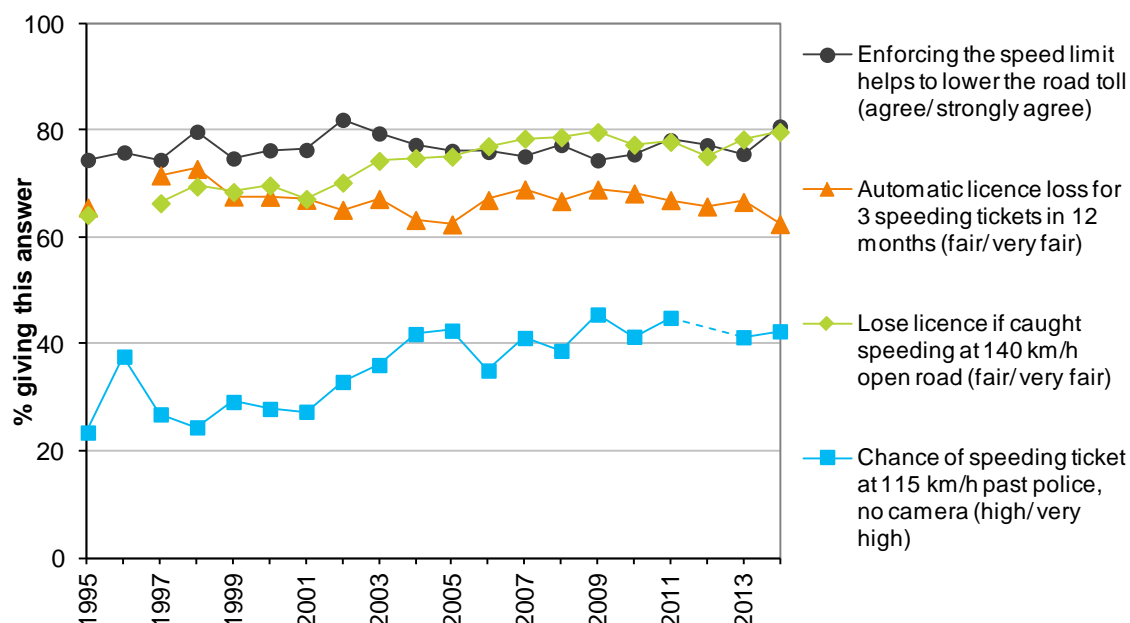
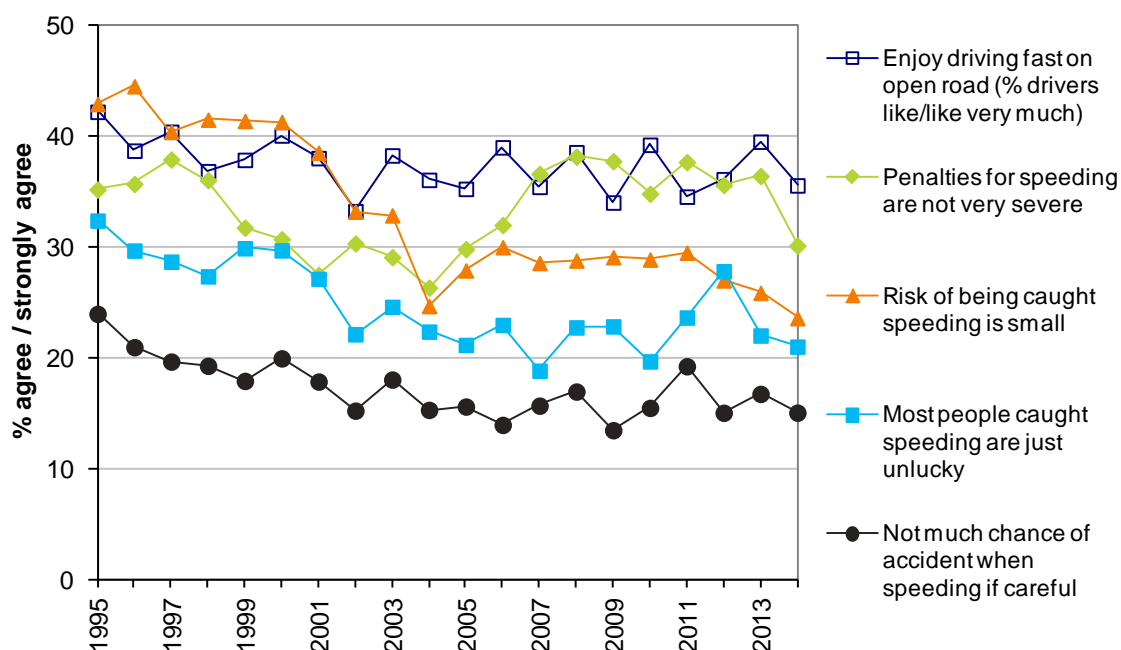


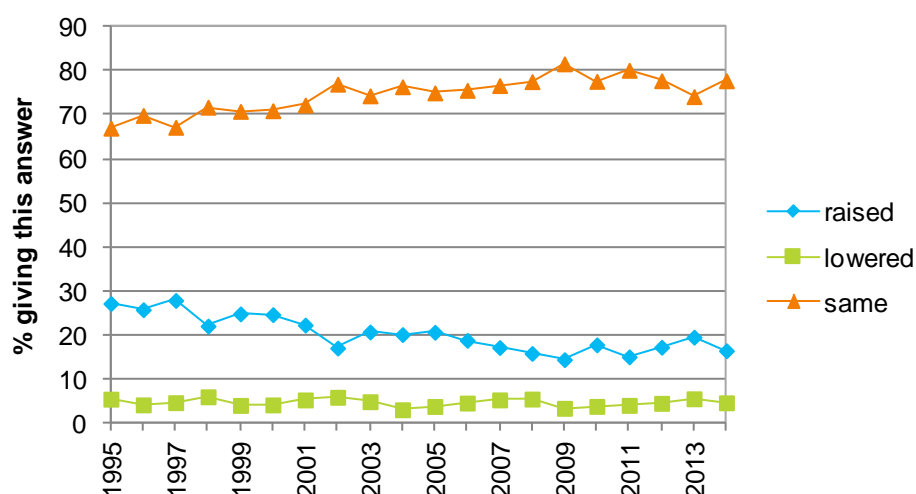
Figure 15: Attitudes to speed and speed enforcement (*decreasing trend reflects improvement in safety attitudes*)

(Note that the scale differs from the previous graph)



- 7.2 **Risk of crash.** Fifteen percent of New Zealanders agreed with the statement 'there is not much chance of an accident when speeding if you are careful'. Ideally no-one would agree with this statement, as it indicates a lack of understanding of the role of speed in road safety. This measure has been fluctuating in the 15% to 19% range in recent years (see Figure 15).
- 7.3 Males were more likely to think speeding wasn't dangerous as long as they were careful (19%) than females (11%). Failing to acknowledge the risk was also more common among Gisborne (21%) and Taranaki (22%) residents.
- 7.4 **Driving fast.** Thirty-six 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, 42% of males and 29% 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: 47% of drivers aged 15 to 24 said they liked it, compared to 41% of those aged 25 to 39, 30% of those in their forties and fifties, and 30% of those aged 60 and over.
- 7.6 Just under three-fifths (58%) 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 (49% compared to 33% of other drivers).
- 7.7 **Effectiveness of enforcement.** Support for speed enforcement remains high. Four-fifths (81%) of New Zealanders agreed with the statement 'enforcing the speed limit helps to lower the road toll'; 10% disagreed and 9% said they were neutral on this issue. This is a significant increase over last year (76%) (see Figure 14).
- 7.8 **Risk of being caught.** Just under a quarter (24%) of New Zealanders agreed with the statement 'the risk of being caught speeding is small' (Figure 15). Males (29%) were more likely than females (19%) to think the risk of being caught speeding was small.
- 7.9 **Speed limits.** As in recent years, the great majority of New Zealanders (87%) said that speed limits on the roads they normally use are about right. Only 5% said they were too high and 7% that they were too low.
- 7.10 **Open road speed limit.** When people were asked directly whether the 100 km/h speed limit should be raised, lowered or kept as it is, 78% said they wanted it kept as it is, 5% thought it should be lowered and 16% 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% in 1995 to 16% in 2014. Support for raising the speed limit has not changed much over the last decade.

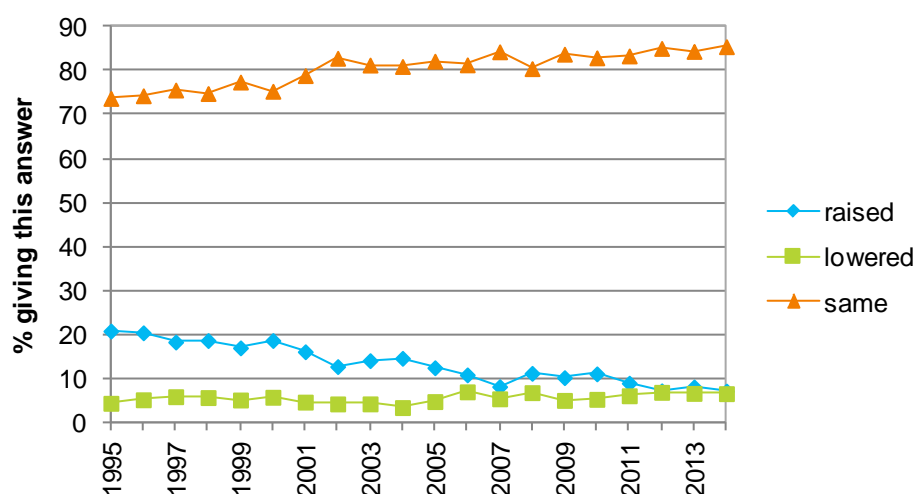
Figure 16: Should the 100 km/h open road limit be...



7.11 People who had received speeding tickets were most likely to say the speed limit should be raised. Nearly a quarter (23%) of people who'd received a speeding ticket thought the 100km/h limit should be raised.

7.12 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. Eighty-five percent of New Zealanders said that the urban 50km/h speed limit should be retained and a further 7% that it should be lowered. Since these questions were first asked in 1995, there has been a gradual decline in support for raising the urban speed limit, from 21% in 1995 to 7% in 2014 (Figure 17).

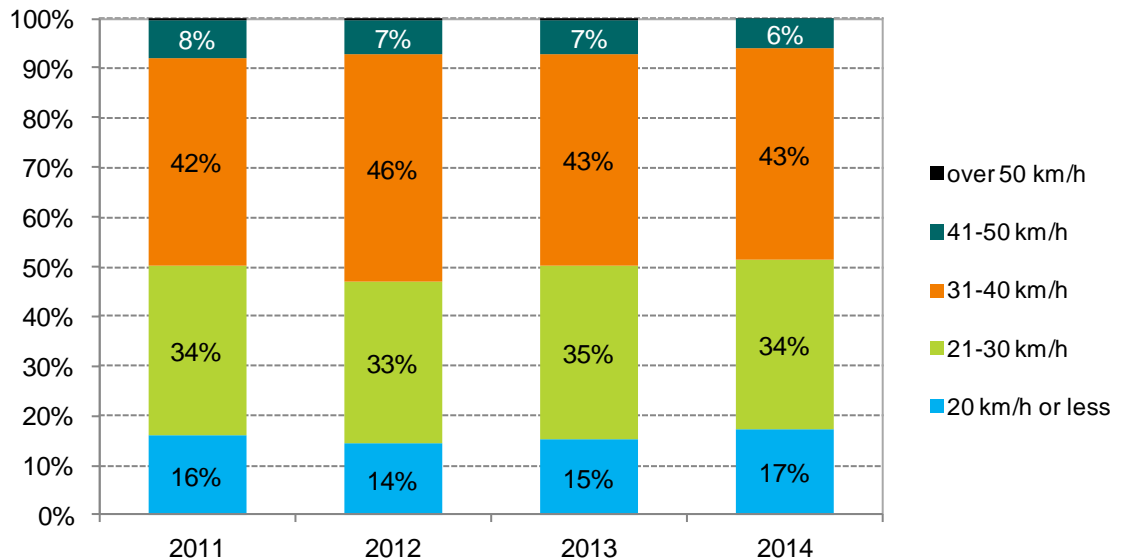
Figure 17: Should the 50 km/h urban speed limit be...



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 2014, half (51%) thought the speed limit around urban schools should be 30 km/h or less.

Seventeen percent said 20 km/h or less, 34% said between 21 and 30 km/h, 43% gave answers between 31 and 40 km/h and 6% 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?'. About a quarter (26%) named speeds of 105 km/h or less and 59% named speeds of 110 km/h or less as 'speeding'. A further 14% named speeds of 111 - 115 km/h. This may reflect the perceived 10 km/h enforcement tolerance.

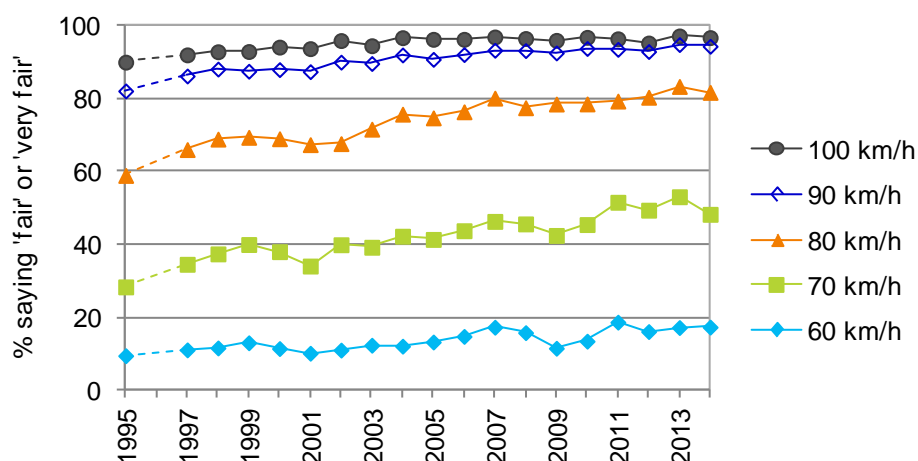
7.15 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. The threshold for automatic licence suspension is 40 km/h over the posted permanent speed limit³, or 140 km/h on the open road. In 2014, automatic loss of licence at 140 km/h was described as 'fair' or 'very fair' by 80% of New Zealanders (Figure 14). This has gradually increased from 68% in 1999 to 78% in 2007 and has been fairly stable since. Only 9% said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).

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

7.17 The question asked how fair or unfair it would be for a driver to 'automatically lose their licence'. The actual penalty is licence suspension for 28 days. It is possible that the 'loss of licence' referred to in the question sounds harsher than a 28-day suspension, so the responses may in fact underestimate public support for this penalty.

7.18 Speeding in urban areas was also regarded as highly unacceptable. In 2014, 94% supported loss of licence for speeding at 90 km/h in a 50km/h zone. Eighty-two percent supported automatic loss of licence at 80 km/h, and 48% 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-three percent said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence. This is a drop over the 66-69% levels of the last few years (see Figure 14). About one in five (21%) said automatic licence loss for three tickets in a year would be unfair or very unfair, and 17% were neutral on this issue or said they didn't know.

7.20 **Self-reported speeding infringements.** Twenty-three percent of male drivers and 16% 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 (30%) than those who disliked driving fast (10%). Twenty-nine percent of people who said they had driven while intoxicated had received a speeding ticket, compared to 18% of people who didn't report any drink-driving.

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

7.22 Although just under two thirds (65%) 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 (42%) would expect a ticket at 115 km/h (Figure 20). In contrast, most (86%) said they

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

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% last year.

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

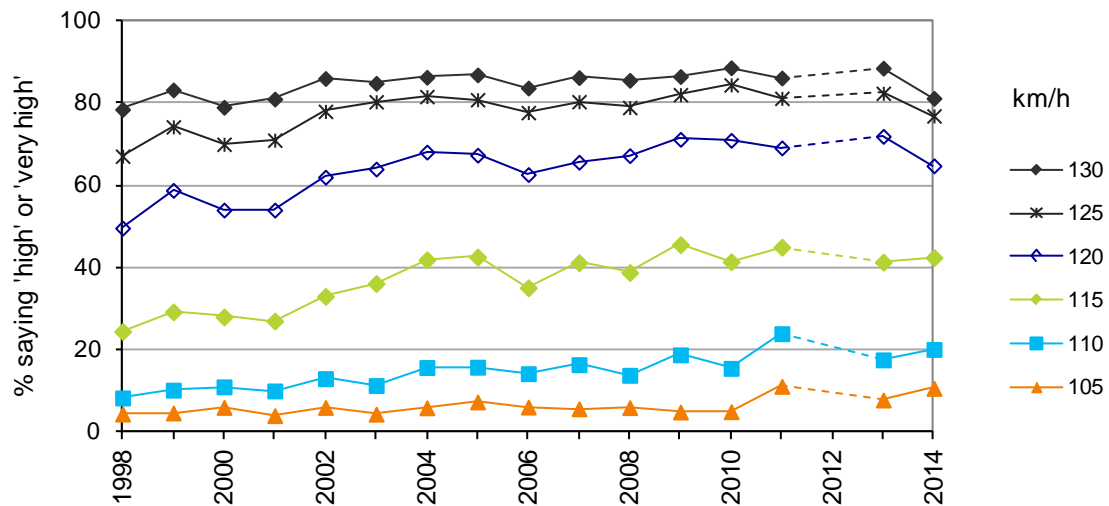
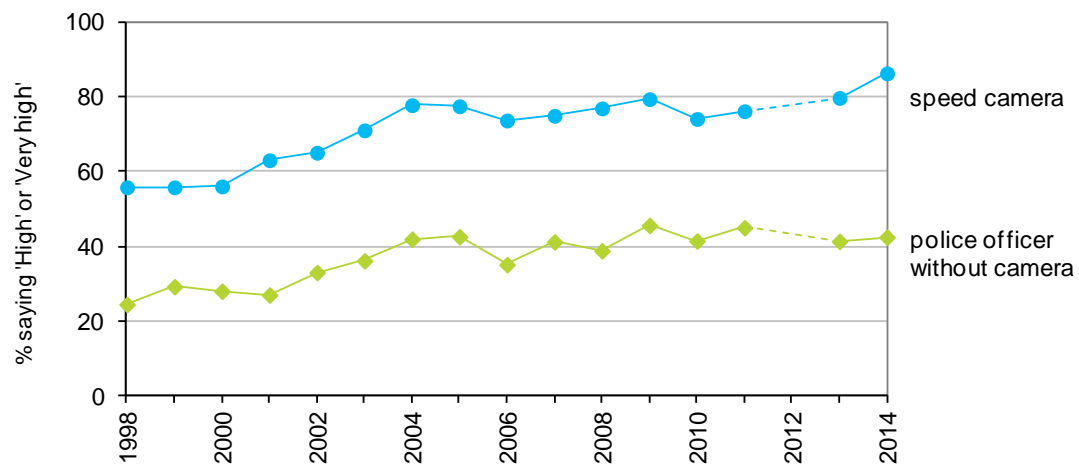


Figure 21: Perceived chance of receiving a ticket if driving at 115 km/h past a...



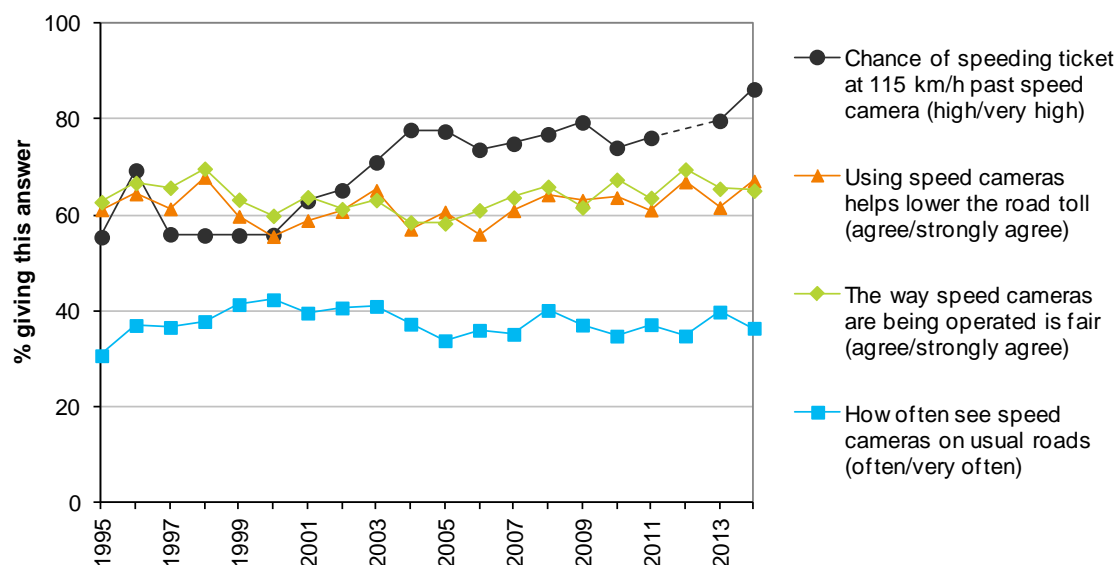
7.23 Around a quarter (23%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h.

7.24 More New Zealanders than in earlier years now think they are likely to receive a ticket if passing a Police officer at speeds of 110 km/h or 115 km/h (Figure 20).

7.25 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.

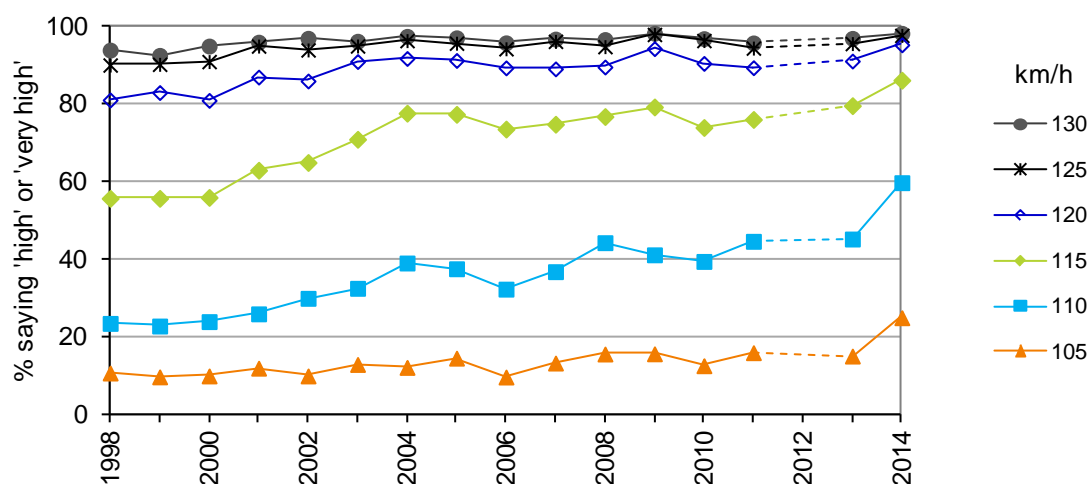
8 Speed cameras

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



- 8.1 **Effectiveness of speed cameras.** Two-thirds of New Zealand adults (67%) agreed or strongly agreed with the statement 'Using speed cameras helps lower the road toll'. Eighteen percent said speed cameras don't help to lower the road toll and 15% were neutral on this issue. This has shown little net change over the last decade. (Figure 22).
- 8.2 **Cameras operated fairly.** Nearly two thirds of New Zealanders (65%) thought that the way speed cameras are being operated is fair.
- 8.3 **Awareness of cameras.** Over a third (36%) 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 (12%).
- 8.4 **Chance of receiving a ticket.** Most New Zealanders (86%) 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).

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

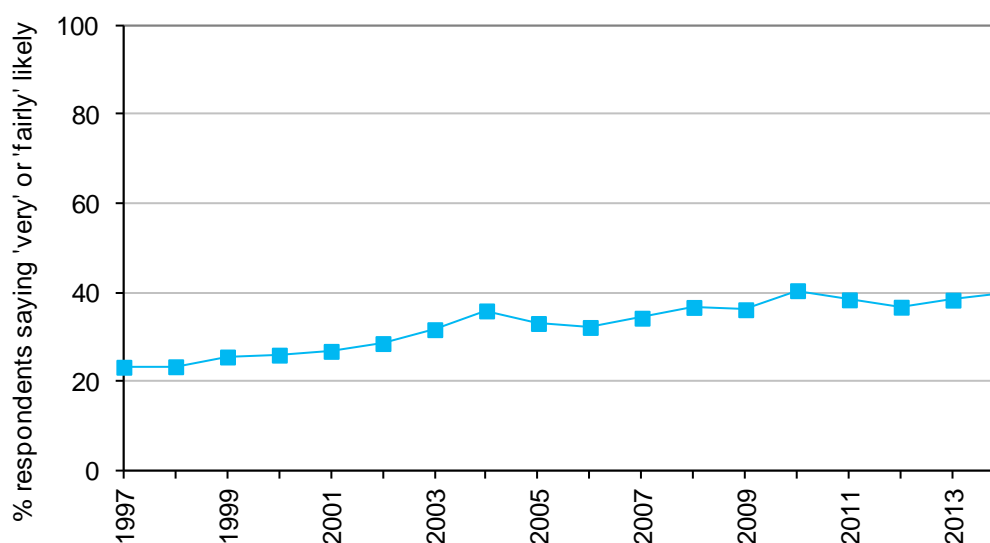


- 8.5 Ninety-five percent thought they would be likely or very likely to receive a ticket if they drove past a camera at speeds of 120 km/h or higher, compared to only 65% who thought they would receive a ticket if they drove past a police officer without a camera at 120 km/h.
- 8.6 Sixty percent would expect to receive a ticket if they passed a speed camera at 110 km/h. This is a significant increase over 45% in 2013.

9 General enforcement and compliance

- 9.1 **General traffic enforcement.** Forty 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 2014, 94% of New Zealanders were aware that Police use a fleet of unmarked vehicles to detect traffic offending. Awareness was high across all age groups and throughout New Zealand.
- 9.4 Most people thought that unmarked cars were an effective and fair road safety measure. Seventy 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 (22%) or had no effect (3%). (The remaining 5% 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 (86%) of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 6% said it would be 'unfair' or 'very unfair'. The remaining 8% said they were neutral on this issue.

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*)

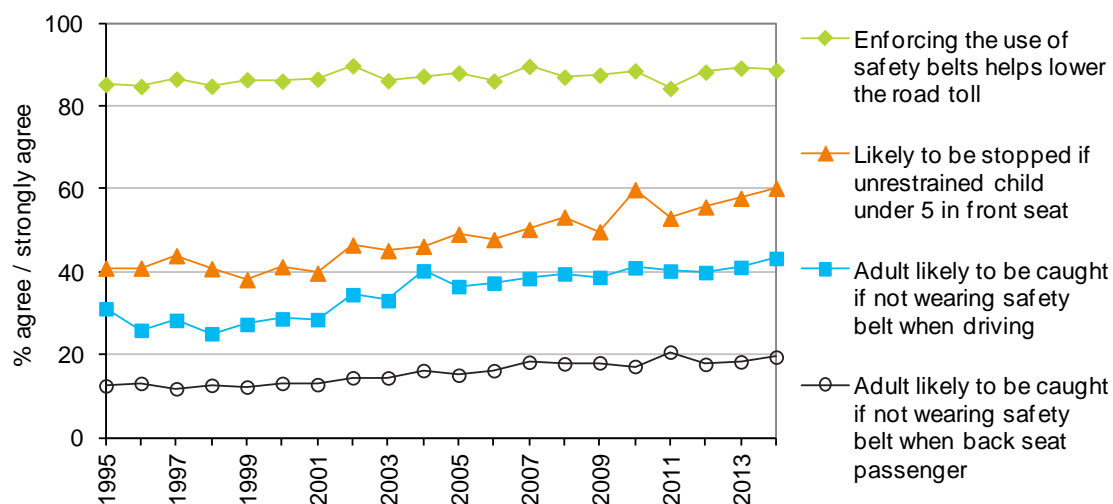
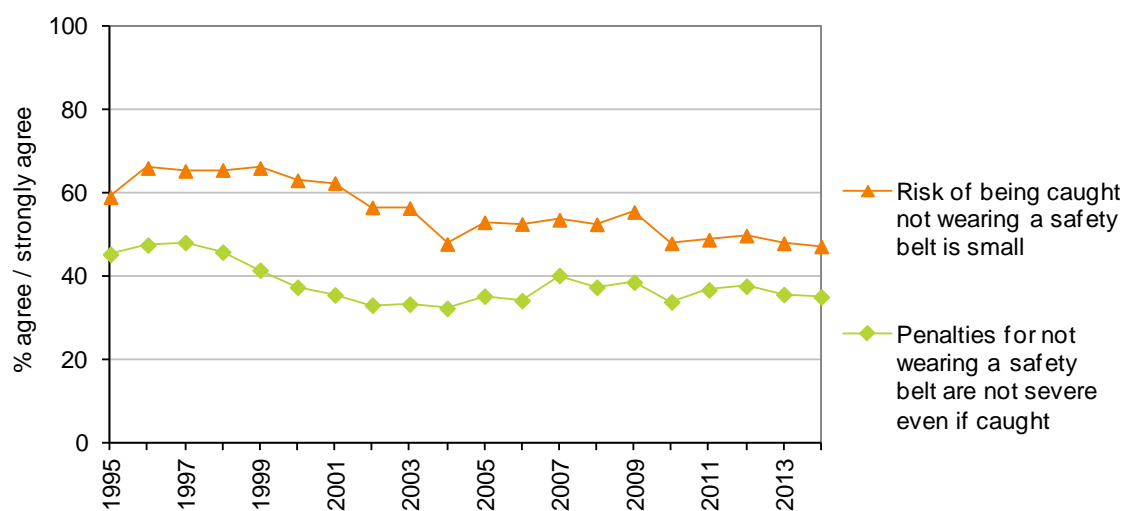


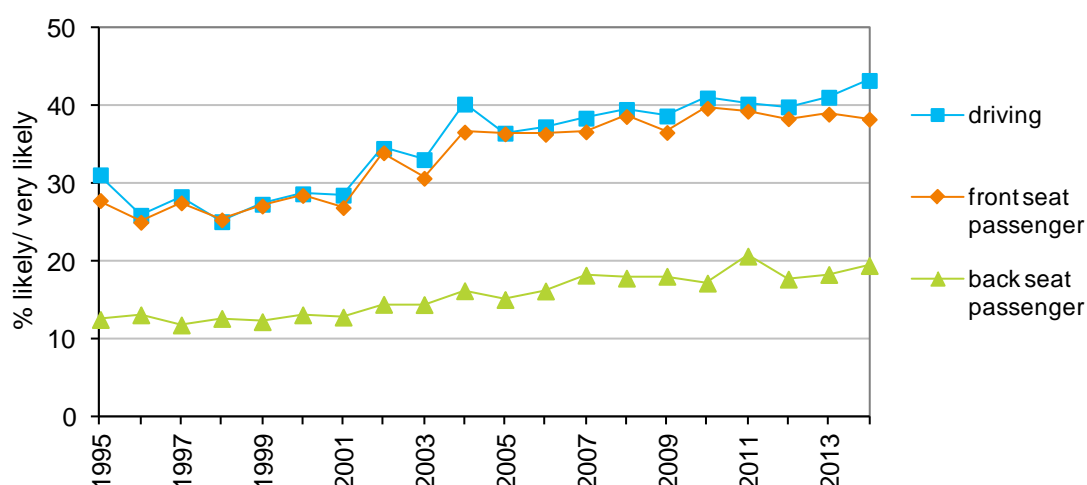
Figure 26: Attitudes to safety belts (*decreasing trend reflects improvement in safety attitudes*)



10.2 **Effectiveness of safety belt enforcement.** The majority of New Zealanders (89%) agreed that enforcing the use of safety belts helps to lower the road toll. Teenagers and young adults were somewhat less likely to support safety belt enforcement, with only 82% of people aged 15-24 saying that safety belt enforcement helps to lower the road toll.

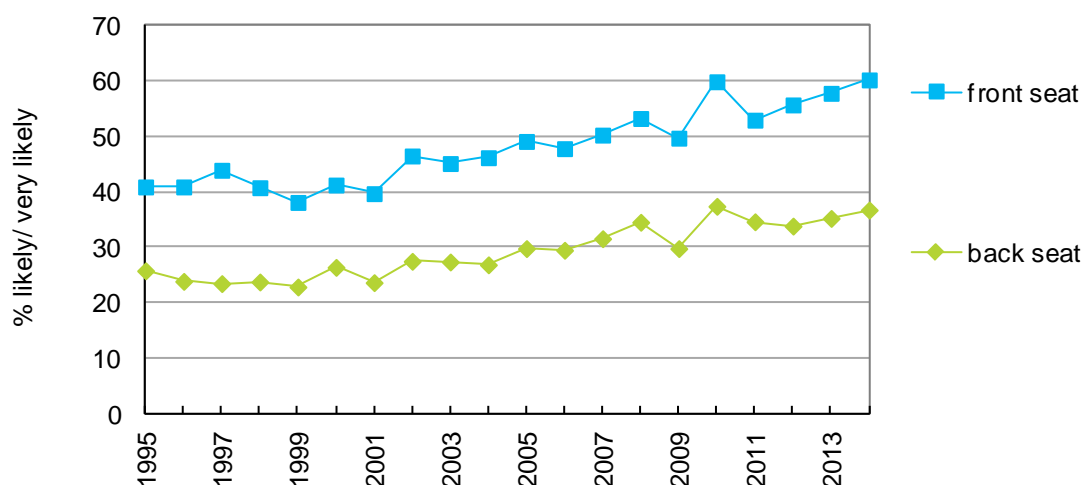
- 10.3 **Enforcement of adult safety belt use.** Forty-three percent of New Zealanders thought it 'likely' or 'very likely' that they would be caught if they drove without wearing a safety belt. This has remained stable for the last decade (see Figure 25).
- 10.4 If travelling as a front-seat passenger without a safety belt, 38% would expect to be stopped by Police. For rear seat passengers, 19% 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. Sixty percent said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 37% said this would be the case if the child was in the back seat (Figure 28).

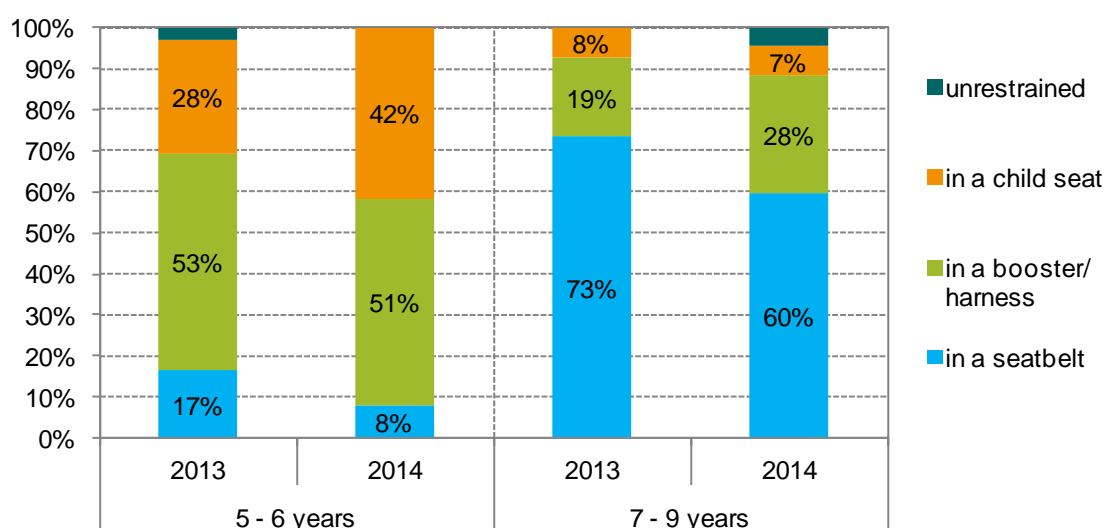
Figure 28: Chance of being stopped if travelling with an unrestrained child in the...



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-eight percent of people with a child under five said that their child was in a child restraint (including infant and booster seats). Just 1% said the child was in a safety belt and the remaining 1% said their child was unrestrained.

10.7 **Restraint use by children aged 5 to 9.** Parents (or other household members) whose youngest child was aged between 5 and 9, were asked ‘Last time you drove with this child in the car, was the child in a child seat, booster seat, safety belt or none of these?’. For 5 to 6 year olds; 8% were in a safety belt, 51% in a booster seat or child harness, 42% in a child seat and 0% unrestrained. For 7 to 9 year olds; 60% were in a safety belt, 28% in a booster seat or child harness, 7% in a child seat and 5% unrestrained (see Figure 29).

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



10.8 **Penalties.** Just over a third of New Zealanders (35%) said that the penalties for not wearing a safety belt were not very severe even if you were caught (Figure 26).

10.9 **Injury risk.** Six percent of people agreed that the risk of being seriously injured in a crash if you are not wearing a safety belt is low. Ninety percent disagreed.

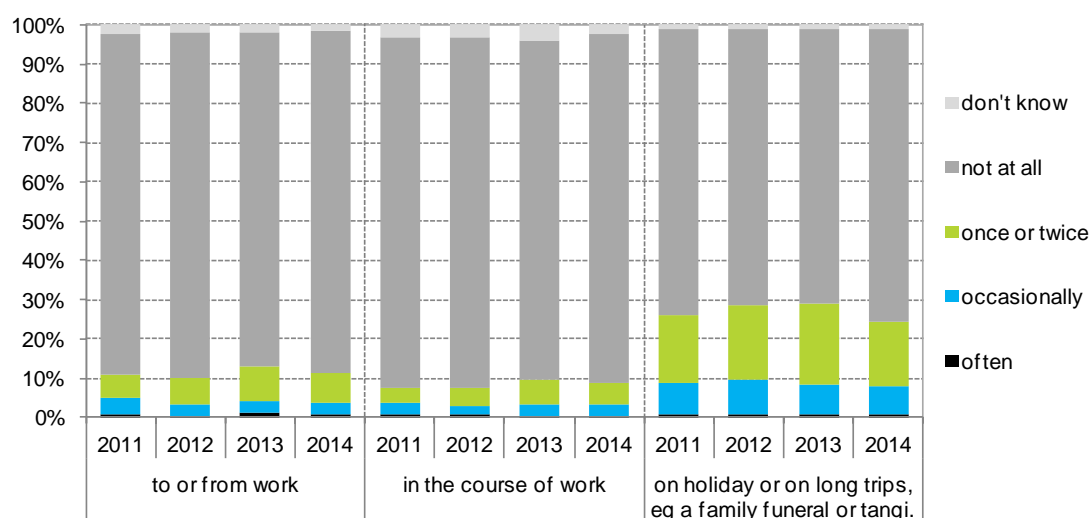
11 Fatigue and distraction

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 2014, 24% 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 11% and 9% respectively. Figure 30 shows the details.

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



11.4 Thirty-seven percent of Taranaki drivers and 36% of Northland drivers said they had had trouble staying awake on a long trip at least once or twice in the previous 12 months.

11.5 **Distraction.** An open ended question 'What things do you find distracting when you are driving?' was introduced in 2011. The table shows the top 10 distractions for 2014 compared with the previous three years.

Table: Percentage of respondents that identified distractions

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

11.6 In 2014, the top three distractions identified were children (30%), people outside the car (29%), and passengers in general (22%).

11.7 The in-car distractions most commonly mentioned are children (30%), passengers in general (22%), radios/stereos/iPods (19%) and cell phones (14%).

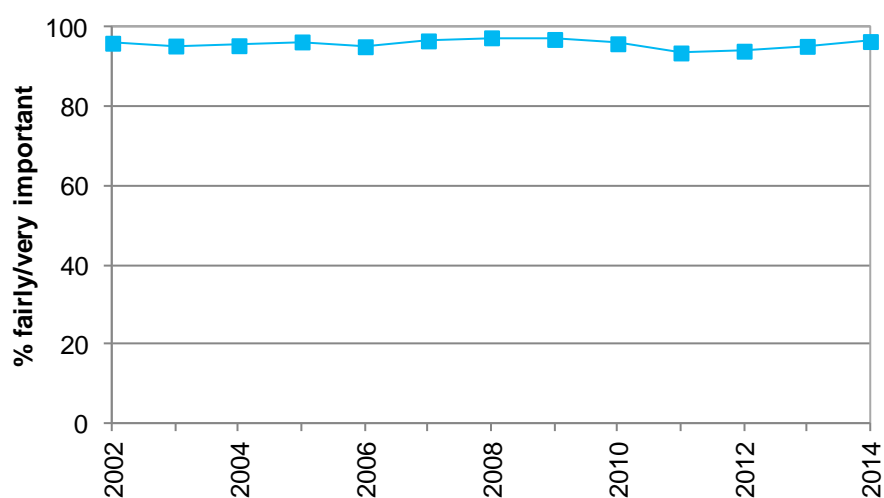
11.8 Cell phones (including ringing cell phones and other passengers using cell phones) were mentioned by 14% of drivers, 10% mentioned texting or reading text messages and 12% mentioned hands-free cell phones.

11.9 In 2013, a new question was asked about the likelihood of getting caught using a hand-held cell phone or texting while driving. Twenty-seven percent said it was fairly or very likely, while 47% said it was fairly or very unlikely. The corresponding figures for 2014 are 26% and 47%.

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 (68%) said that improving road engineering and design would be 'very important' for road safety, and a further 29% said it would be 'fairly important'. Overall, 96% rated roading improvements as 'very' or 'fairly' important for road safety. This measure has stayed between 94% and 97% 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 2014 survey, 1668 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% 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	462	339
2	856	837
3	203	264
4	91	147
5	42	62
6 or more	14	20
Total	1668	1668

Gender

Gender	Sample size	Weighted
Female	933	866
Male	735	802
Total	1668	1668

Age group

Age group	Sample size	Weighted
15-19	83	150
20-24	77	150
25-29	116	133
30-39	242	300
40-49	247	317
50-59	281	250
60+	620	367
Unknown	2	
Total	1668	1668

Region

Region	Sample size	Weighted
Northland	100	61
Auckland	321	527
Waikato	100	156
Bay of Plenty	102	104
Gisborne	100	19
Hawke's Bay	100	60
Taranaki	100	42
Manawatu/Wanganui	101	90
Wellington	112	184
Nelson/Marlborough/Tasman	100	57
West Coast	100	15
Canterbury	132	224
Otago	100	89
Southland	100	39
Total	1668	1668

Note: Rounded weights are shown. True weights used add to 1668.

Appendix B: Tables

**Summary tabulations of responses
to major questions**

Attitudes to road safety and enforcement

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
How safe or unsafe are New Zealand roads to travel on?	Very/fairly safe	77	79	80	82	83	80	79	79	81	79
How safe is the design and standard of roads you use?	Very/fairly safe	81	83	83	84	85	84	84	85	84	82
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	96	95	97	97	97	96	94	94	95	96
Police effort into catching people breaking road safety laws should be... ⁴	increased	38	44	45	44	45	42	41	41	40	40
	about the same	48	46	47	48	49	51	52	52	53	53
	decreased	12	9	6	6	5	6	5	5	6	5
Penalties for breaking road safety laws should be... ⁴	increased	33	36	41	41	41	43	41	39	39	36
	about the same	57	53	50	48	51	48	49	52	51	54
	decreased	5	6	5	4	4	4	4	4	5	4
Publicity and advertising about road safety should be... ⁴	increased	38	43	40	36	36	36	38	40	47	41
	about the same	54	51	55	58	56	58	56	55	49	54
	decreased	7	5	4	4	7	5	5	4	3	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									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	8	8	8	6	6	10	8	10	7
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	35	35	37	39	34	35	38	35	35	36
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	36	34	35	35	35	35	36	34	34	34
The risk of being caught drinking and driving is small	Agree/strongly agree	34	41	38	38	42	40	34	37	34	34
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	43	48	49	50	53	54	54	51	52	49
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	17	19	17	19	17	16	16	16	17	18
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	64	57	56	58	52	51	54	59	55	59
Legal blood alcohol limit should be...	Lower	42	40	48	52	55	63	62	60	60	-
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	21	24	23	23	21	20	21	20	19	17

Compulsory breath testing

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	76	75	77	71	77	74	78	77	76
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	14	15	17	16	16	13	16	14	16	15
Can tell where checkpoints will be	Agree/strongly agree	34	36	36	37	41	38	42	40	39	37
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	63	67	65	65	60	55	58	59	56	54
Can avoid checkpoints if you see them early	Agree/strongly agree	25	31	29	30	28	25	25	24	23	23
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	27	25	25	23	27	23	24	24	22	21
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	55	48	54	51	52	56	56	52	53	50
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	85	84	83	85	85	88	86	90	90	89
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	94	93	93	92	94	97	94	95	95	95
Chance of being breath-tested if drink-driving between...											
...6pm and 10pm ⁵	Very/fairly likely	38	35	41	39	38	40	38	41	37	39
...10pm and midnight ⁵	Very/fairly likely	56	53	56	58	54	57	51	55	49	54
...midnight and 2am ⁵	Very/fairly likely	46	44	44	47	45	47	42	45	40	45
...2am and 8am ⁵	Very/fairly likely	30	25	27	27	28	31	28	31	28	31
...8am and 6pm ⁵	Very/fairly likely	16	11	15	11	13	12	16	16	15	17

⁵ Question asked of half the sample (N=834)

Compulsory breath testing (continued)

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Chance of being breath-tested if drink-driving...											
...in a small town ⁶	Very/fairly likely	30	31	31	26	33	25	34	30	33	34
...in a large city ⁶	Very/fairly likely	54	55	58	60	56	59	58	53	63	59
...on a major highway ⁶	Very/fairly likely	36	41	36	45	38	38	40	37	42	40
...on a rural road ⁶	Very/fairly likely	13	16	15	13	15	14	19	15	16	19
Ever stopped at checkpoint while driving (% of all drivers)	Yes	72	73	74	75	76	80	81	81	84	81
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	42	41	38	41	46	50	52	51	55	52

⁶ Question asked of half the sample (N=834)

Speed

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Enjoy driving fast on open road (% drivers)	Like/like very much	35	39	35	39	34	39	35	36	40	36
There isn't much chance of accident when speeding if careful	Agree/strongly agree	16	14	16	17	14	16	19	15	17	15
The risk of being caught speeding is small	Agree/strongly agree	28	30	29	29	29	29	30	27	26	24
Penalties for speeding are not very severe	Agree/strongly agree	30	32	37	38	38	35	38	36	36	30
Most people who get caught speeding are just unlucky	Agree/strongly agree	21	23	19	23	23	20	24	28	22	21
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	76	76	75	77	74	76	78	77	76	81
Speed limits on the roads I normally use are...	About right	85	84	87	86	87	86	86	85	86	87
	Too low	8	8	7	6	7	8	7	8	7	7
	Too high	5	6	5	6	5	5	5	5	6	5
Should 100 km/h limit be raised, lowered or left as it is?	Same	75	76	77	78	82	78	80	78	74	78
Should 50 km/h limit be raised, lowered or left as it is?	Same	82	81	84	80	84	83	83	85	84	85
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	75	77	78	79	80	77	78	75	78	80
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	91	92	93	93	93	94	94	93	95	94
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	62	67	69	67	69	68	67	66	67	63

Speed cameras

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Using speed cameras helps to lower the road toll	Agree/strongly agree	61	56	61	64	63	64	61	67	62	67
The way speed cameras are being operated is fair	Agree/strongly agree	58	61	64	66	62	67	64	69	65	65
How often do you see speed cameras on usual roads?	Often/almost always	34	36	35	40	37	35	37	35	40	36
Chance of speeding ticket if passing speed camera at 110 km/h ⁸	High/very high	38	32	37	44	41	40	45	- ⁷	45	60
Chance of speeding ticket if passing speed camera at 120 km/h ⁸	High/very high	91	89	89	90	94	91	89	- ⁷	91	95
Chance of speeding ticket if passing speed camera at 130 km/h ⁸	High/very high	97	96	97	97	98	97	96	- ⁷	97	98
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h ⁸	High/very high	16	14	16	14	19	16	24	- ⁷	18	20
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h ⁸	High/very high	67	63	66	67	71	71	69	- ⁷	72	65
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h ⁸	High/very high	87	84	86	86	86	89	86	- ⁷	89	81
Any speeding tickets in last 12 months (% of drivers)	Yes	14	16	16	13	13	18	14	15	15	19

⁷ Data not available 2012.

⁸ Question asked of half the sample (N=834).

General enforcement

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	33	32	34	37	36	41	38	37	38	40

Safety belts and child restraints

Question	Response	Percentage giving response									
		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	88	86	90	87	87	88	84	88	89	89
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	53	52	53	52	55	48	49	50	48	47
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	35	34	40	37	38	34	37	37	35	35
Chance of adult being caught if not wearing safety belt when...											
...driving	Fairly/very likely	36	37	38	40	39	41	40	40	41	43
...front seat passenger	Fairly/very likely	36	36	37	39	37	40	39	38	39	38
...back seat passenger	Fairly/very likely	15	16	18	18	18	17	21	18	18	19
Chance of being caught if child under five not in child restraint...											
...child in the front seat	Fairly/very likely	49	48	50	53	50	60	53	56	58	60
...child in the back seat	Fairly/very likely	30	30	32	35	30	37	35	34	35	37

Fatigue and distraction

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

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>		1668	100	321	100	102	100	100	100
<i>Drivers in sample</i>		1496	90	291	92	93	88	94	86
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	40	39	41	38	38	52	34	36
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	6	9	4	5	5	3	7
The risk of being caught drinking and driving is small	Agree/strongly agree	34	38	36	27	29	41	34	21
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	14	20	23	17	23	26	11
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	79	76	78	84	61	69	74
Can tell where checkpoints will be	Agree/strongly agree	37	55	38	49	45	59	24	47
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	50	64	52	44	64	53	49	48
Speed									
Enjoy driving fast on open road (% of drivers)	Like/like very much	36	36	35	42	33	41	46	44
Not much chance of an accident when speeding if careful	Agree/strongly agree	15	10	19	9	17	21	20	22
The risk of being caught speeding is small	Agree/strongly agree	24	28	26	19	25	29	27	25
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	81	81	86	79	77	78	76	82

...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>		1668	100	321	100	102	100	100	100
<i>Drivers in sample</i>		1498	90	291	92	93	88	94	86
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	67	67	68	65	64	61	63	65
How often do you see speed cameras on your usual roads	Often/almost always	36	30	40	38	48	39	46	20
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	40	46	35	49	42	45	45	45
Safety belts and child restraints									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	47	55	36	41	49	48	43
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	43	58	37	44	60	43	42	49
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	19	20	18	21	29	17	14	21
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	33	29	39	44	29	31	34
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	82	69	85	84	82	73	90	73
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	96	98	97	97	92	90	97	98

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>		1668	101	112	100	100	132	100	100
<i>Drivers in sample</i>		1498	93	101	94	90	117	90	88
Attitudes to road safety and enforcement									
Police effort into catching people breaking road safety laws should be...	Increased	40	46	39	30	36	37	46	37
Alcohol-impaired driving									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	5	9	4	5	9	3	6
The risk of being caught drinking and driving is small	Agree/strongly agree	34	31	43	35	31	34	28	23
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	14	12	16	19	18	7	14
Compulsory breath testing									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	73	80	82	68	73	74	79
Can tell where checkpoints will be	Agree/strongly agree	37	40	40	33	52	15	42	32
If driving late at night, there is a good chance of being stopped at a checkpoint	Agree/strongly agree	50	54	43	53	52	44	46	59
Speed									
Enjoy driving fast on open road (% drivers)	Like/like very much	36	37	35	30	37	32	30	35
Not much chance of an accident when speeding if careful	Agree/strongly agree	15	9	17	9	12	14	7	10
The risk of being caught speeding is small	Agree/strongly agree	24	25	23	20	21	19	27	16
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	81	77	79	82	75	76	81	81

...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>		1668	101	112	100	100	132	100	100
<i>Drivers in sample</i>		1498	93	101	94	90	117	90	88
Speed cameras									
Using speed cameras helps to lower the road toll	Agree/strongly agree	67	72	75	63	57	65	62	68
How often do you see speed cameras on your usual roads?	Often/almost always	36	34	51	17	26	27	26	12
General enforcement									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	40	43	30	43	40	45	38	42
Safety belts and child restraints									
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	44	53	38	28	42	46	33
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	43	54	36	45	59	45	43	52
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	19	26	7	16	25	24	24	23
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	49	33	35	39	47	45	45
Roading									
How safe is the design and standard of roads you use?	Very/fairly safe	82	80	87	80	78	72	77	91
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	96	91	98	96	99	99	96	95

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>		1668	933	735	160	358	528	620
<i>Drivers in sample</i>		1498	819	688	111	341	501	552
Attitudes to road safety and enforcement								
Police effort into catching people breaking road safety laws should be...	Increased	40	44	35	35	40	41	40
Alcohol-impaired driving								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	7	5	9	6	9	6	8
The risk of being caught drinking and driving is small	Agree/strongly agree	34	31	37	37	28	34	37
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	17	13	22	18	21	20	9
Compulsory breath testing								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	76	78	75	73	76	77	77
Can tell where checkpoints will be	Agree/strongly agree	37	39	36	49	43	35	24
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	50	52	47	54	48	48	54
Speed								
Enjoy driving fast on open road (% of drivers)	Like/like very much	36	29	42	47	41	30	30
Not much chance of an accident when speeding if careful	Agree/strongly agree	15	11	19	14	18	15	14
The risk of being caught speeding is small	Agree/strongly agree	24	19	29	23	20	23	29
Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	81	83	78	78	79	84	80

...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>		1668	933	735	160	358	528	620
<i>Drivers in sample</i>		1498	819	688	111	341	501	552
Speed cameras								
Using speed cameras helps to lower the road toll	Agree/strongly agree	67	71	63	68	63	66	73
How often do you see speed cameras on your usual roads?	Often/almost always	36	33	40	36	44	36	28
General enforcement								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	40	38	42	49	35	37	41
Safety belts and child restraints								
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	47	44	51	54	52	41	45
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	43	43	44	37	38	45	52
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	19	20	19	18	14	21	25
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	37	41	32	35	32	36	45
Roading								
How safe is the design and standard of roads you use?	Very/fairly safe	82	84	79	79	83	81	83
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/fairly important	96	97	95	97	97	97	94