



Ministry of **Transport**  
TE MANATŪ WAKA

# **Public attitudes to road safety**

Results of the 2008 survey

Prepared by the Strategy and Sustainability Group of the Ministry of Transport.

Fieldwork conducted for the Ministry of Transport by National Research Bureau Ltd.

*Public attitudes to road safety survey, Ministry of Transport 2008*



# Survey of public attitudes to road safety, 2008: summary of results

## 1 Introduction

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

The survey is focussed on alcohol, speed and safety belts. In addition, respondents are asked their views on more general road safety issues. A question on fatigue was added for the first time in 2007.

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

- general attitudes to road safety and enforcement
- alcohol-impaired driving
- compulsory breath testing (CBT)
- speed and speed enforcement
- speed cameras
- general enforcement and compliance
- safety belts and child restraints
- roading.

## 2 Method

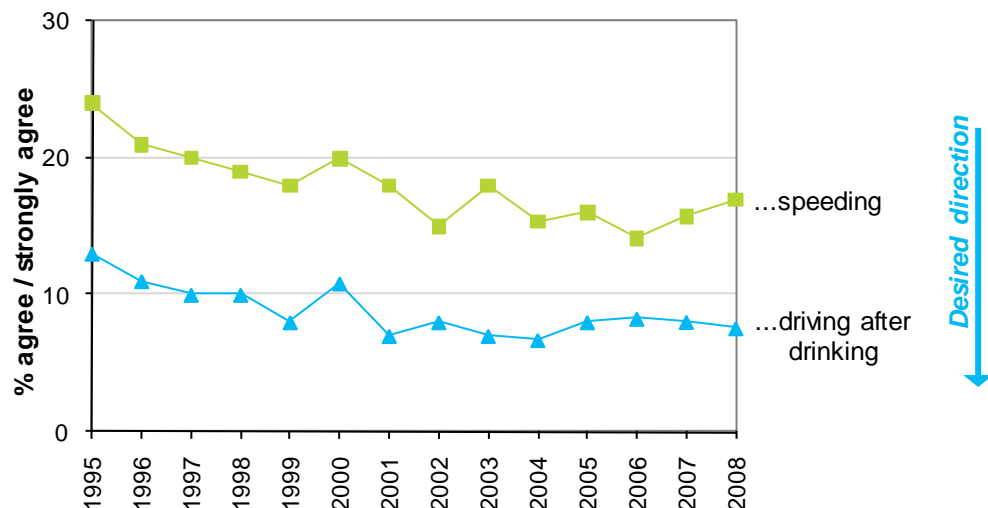
The fieldwork for the survey was carried out by an independent survey company, National Research Bureau. Surveys were carried out in May and June of each year by trained interviewers who conducted face-to-face interviews in respondents' homes.

The sample was chosen to be representative of the New Zealand adult population and included men and women aged 15 and over from towns, cities and rural areas throughout New Zealand. In 2008, 1650 people were interviewed, 1467 of whom held drivers' licences. Further details of the sample and methodology may be found in Appendix A.

## Overview

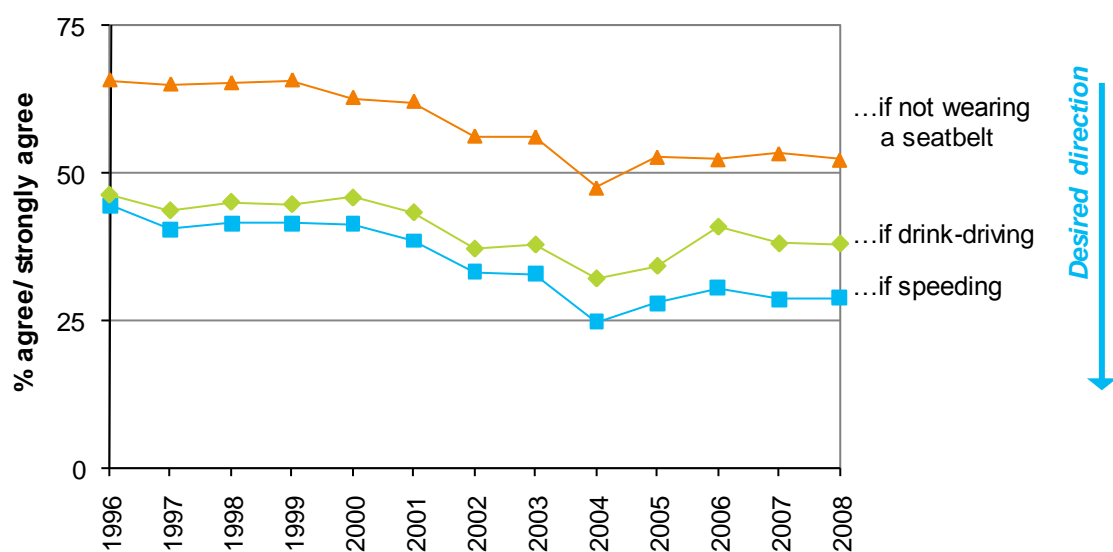
- 2.1 **Speed and alcohol** were widely acknowledged as major road safety problems. Only eight percent of New Zealanders didn't acknowledge that drink-driving is risky, with little change over the last six years (Figure 1). One in six (17%) thought that speeding wasn't risky as long as you were careful. Both these attitudes have shown little progress over the last six years, following a period of rapid improvement during the late 1990s.

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



- 2.2 **Enforcement:** Public support for alcohol, speed and seatbelt enforcement continues to be high. 44% would like to see an increase in Police efforts to enforce road safety laws and a further 48% want it maintained at the current level. Three-quarters (77%) of New Zealanders say that compulsory breath testing (CBT) and speed enforcement help to lower the road toll. Support for seatbelt enforcement is even higher, with 87% agreeing that seatbelt enforcement helps lower the road toll.
- 2.3 **Trends:** Most indicators are at similar levels to last year. Over the last four years there has been a decrease in the perceived risk of being caught speeding or drink-driving, though there are some signs this trend is now being reversed (see Figure 2). Several other indicators moved in the wrong direction between 2004 and 2006; many of these have shown improvement in 2007 and 2008 but sustained effort will be necessary if the gains of the 2000-2004 years are to be maintained.

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



### 3 General attitudes to road safety and enforcement

- 3.1 **How safe is road travel in New Zealand?** Ten percent of New Zealanders described road travel in this country as 'very safe'. A further 73% described it as 'fairly safe'; 15% described it as 'fairly unsafe' and 3% as 'very unsafe'<sup>1</sup>. This perception of safety has remained relatively stable over the last decade.
- 3.2 **Road safety enforcement.** Overall, public support for Police enforcement remains high. Forty-four percent of New Zealanders think that Police effort to catch people breaking road safety laws should be increased further. A further 48% wanted that effort maintained at current levels. Only six percent thought Police effort should be decreased. These results are very similar to those of 2006 and 2007.
- 3.3 **Penalties.** In 2008, as in 2007, 41% of New Zealanders said that penalties for breaking road safety laws should be increased, compared to 36% in 2006, and 33% in 2005. 48% thought penalties should remain about the same as they are now, and only four percent were in favour of reducing the severity of penalties.
- 3.4 **Advertising.** 36% of New Zealand adults thought that there should be more publicity and advertising about road safety, and 58% 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. These results are similar to those of the last five years.
- 3.5 **Road design and standards.** Only 12% of New Zealanders described the design and standard of the roads they normally used as 'very safe'. A further 71% thought that their usual roads were fairly safe. 16% described the roads they normally used as 'very unsafe' or 'fairly unsafe'. There has been little change in this perception over the last decade.
- 3.6 Northland residents were most likely to describe the design and standards of their roads as unsafe. 35% of Northland residents described the design and standard of the roads they normally used as 'very' or 'fairly' unsafe.
- 3.7 **Fatigue.** For the first time in 2007, 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". Almost everyone (97%) agreed with the statement. 56% said they strongly agreed and 41% said they agreed. Only 1% disagreed with the statement (the remainder were neutral).

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

## 4 Alcohol-impaired driving

4.1 The last decade has seen some improvements in attitudes to alcohol, but there are signs that these improvements may not be maintained without sustained effort (see Figure 3 and 4).

Figure 3: Attitudes to alcohol (increasing is good)

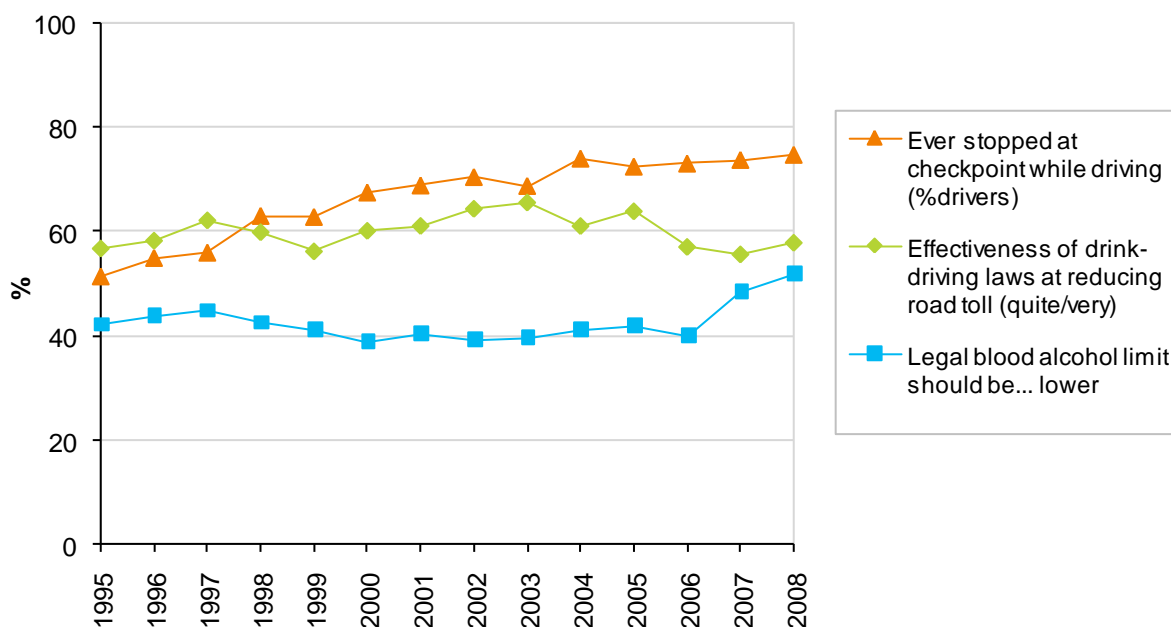
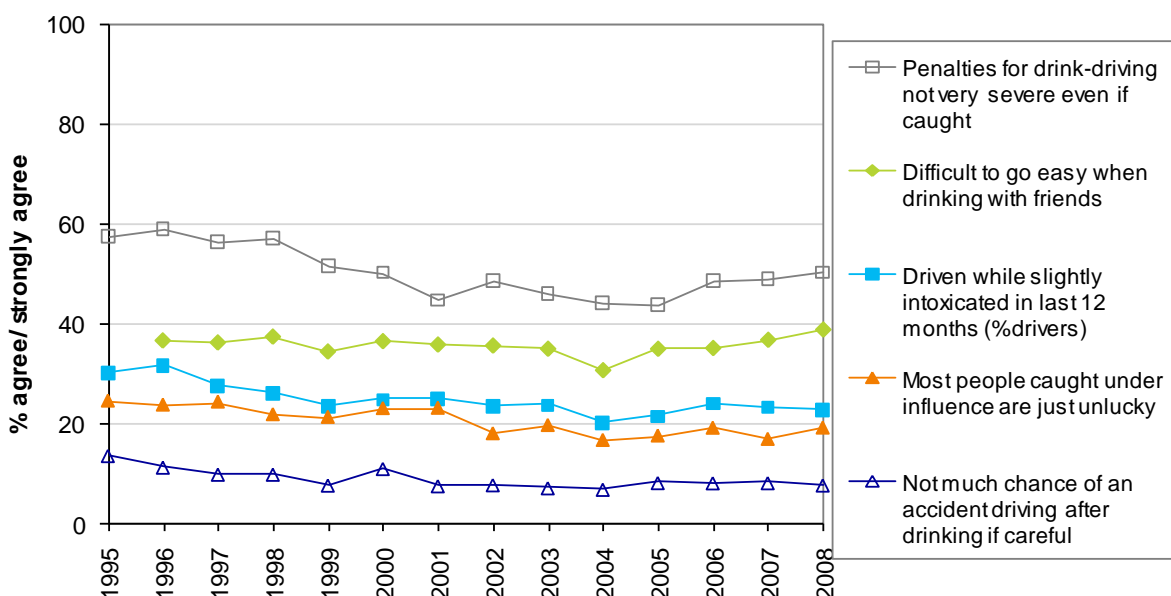


Figure 4: Attitudes to alcohol (decreasing is good)



4.2 **Risk of crash.** Recognition of the risk of drink-driving is being maintained at a high level. Only 8% of New Zealanders agree that 'there is not much chance of an accident when driving after drinking if you are careful'(see Fig.1 in the Overview section above). This has not changed significantly since 2001.

- 4.3 People living in Northland and Auckland were least likely to acknowledge the risks of drink driving. 12% of Northlanders and 10% of Aucklanders residents said that 'there is not much chance of an accident when driving after drinking, if you are careful'.
- 4.4 **Social influences.** Peer pressure and social drinking are strong influences. More than a third (35%) said that it was hard to keep track of what they drank on social occasions, and a similar proportion (39%) said it was difficult to 'go easy' when drinking with friends. These measures have changed very little over the last ten years.
- 4.5 Young people under 25 were most likely to agree with these statements. More than half (54%) of the young men aged 15 to 24 said that it was difficult to 'go easy' when drinking with friends.
- 4.6 **Self-reported drink-driving.** The percentage of people who said they had driven while slightly intoxicated during the 12 months before the survey fell between 1995 and 1999, but has remained static since. In 2008, 23% of drivers (31% of males) said they had driven while slightly intoxicated. These results are almost identical to those measured in 2007, but are a substantial decrease from 30% (41% of males) in 1995. (Of course, the public perception of what 'slightly intoxicated' means may have changed over this period; this survey does not attempt to assess this).
- 4.7 People who said that they had driven while slightly intoxicated were more likely than others to say they enjoyed driving fast, and to have had a speeding ticket in the previous year.
- 4.8 **Drink-driving enforcement.** Well over one third (38%) of New Zealanders said that the risk of being caught drink-driving was small. This result was similar for all age groups and for both men and women. Gains were made in this area over the decade 1995 – 2004, shown by a decrease from 49% agreement with this statement in 1995 to 32% in 2004, as New Zealanders became increasingly aware of the effectiveness of drink-driving enforcement. However the improvement has not been sustained in the last three years. Figure 2 (in the Overview section above) compares this trend to the perceptions of being caught speeding or without a seatbelt.
- 4.9 **Effectiveness of law.** Fifty-eight percent of New Zealanders agreed that our drink-driving laws were 'very' or 'quite' effective at reducing the road toll. This is a very similar level to last year, but remains less than in the earlier years of this decade, when the number varied between 60% and 64%. 37% percent said that the drink-driving laws were not very effective. Only 2% thought that New Zealand's drink-driving laws had no effect on the road toll.
- 4.10 **Penalties.** Half of all those surveyed agreed with the statement 'penalties for drinking and driving are not very severe even if you are caught'. This suggests either lack of awareness of the severity of current penalties, or public sympathy for harsher penalties to discourage drink-driving. Forty percent of people who admitted driving while slightly intoxicated agreed with this statement, and 53% of those who did not report driving while intoxicated agreed.



- 4.11 **Blood alcohol limit.** In May 2008, 52 percent of New Zealanders favoured a lower legal blood-alcohol limit for driving. This is a significant increase from 40% in 2006, and is the highest support recorded since the question was first asked in 1994.
- 4.12 41% percent thought the limit should be lowered from 80mg/100ml to 50mg/100ml. This has increased from 35% in 2007 and 29% in 2006. A further 11% wanted it lowered to zero. 38% wanted the limit left as it is. Only 4% were in favour of raising the legal limit, and the remaining 5% said they had no opinion on the subject.
- 4.13 Support for lowering the limit was lowest among people aged 15-24. Only 42% of this group wanted a lower limit, compared with 54% of adults over 25.

## 5 Compulsory breath testing (CBT)

5.1 There has been an improvement in attitudes towards breath-testing over the last two years, after some shifts in the wrong direction during 2005 and 2006. In most cases however there is still some way to go to regain the lost ground (see Figure 5 and Figure 6).

Figure 5: Attitudes to checkpoints (increasing is good)

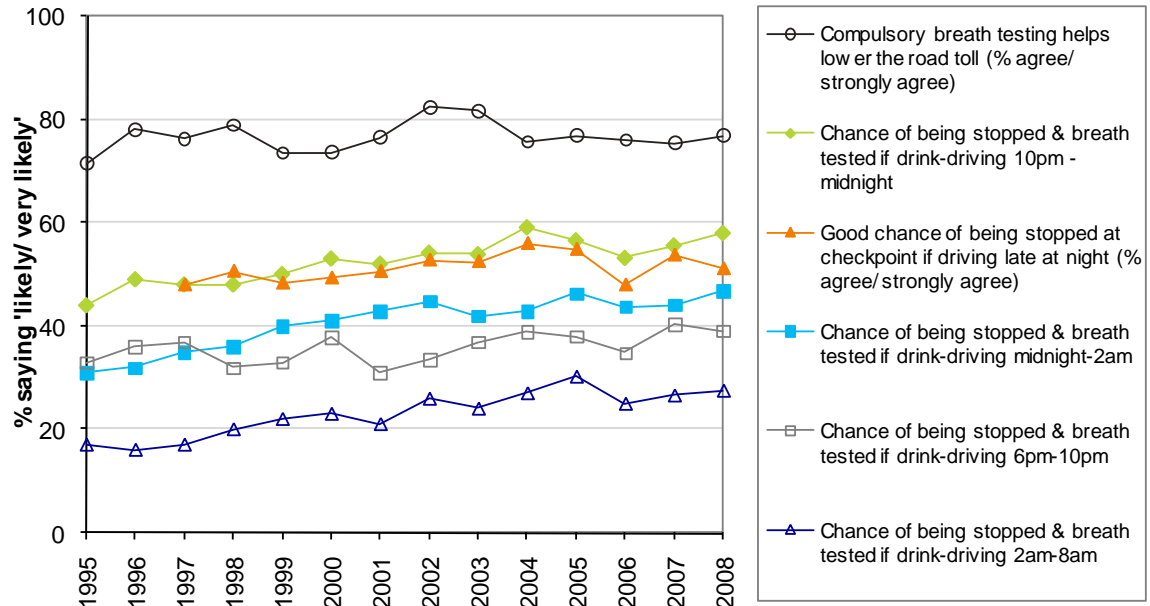
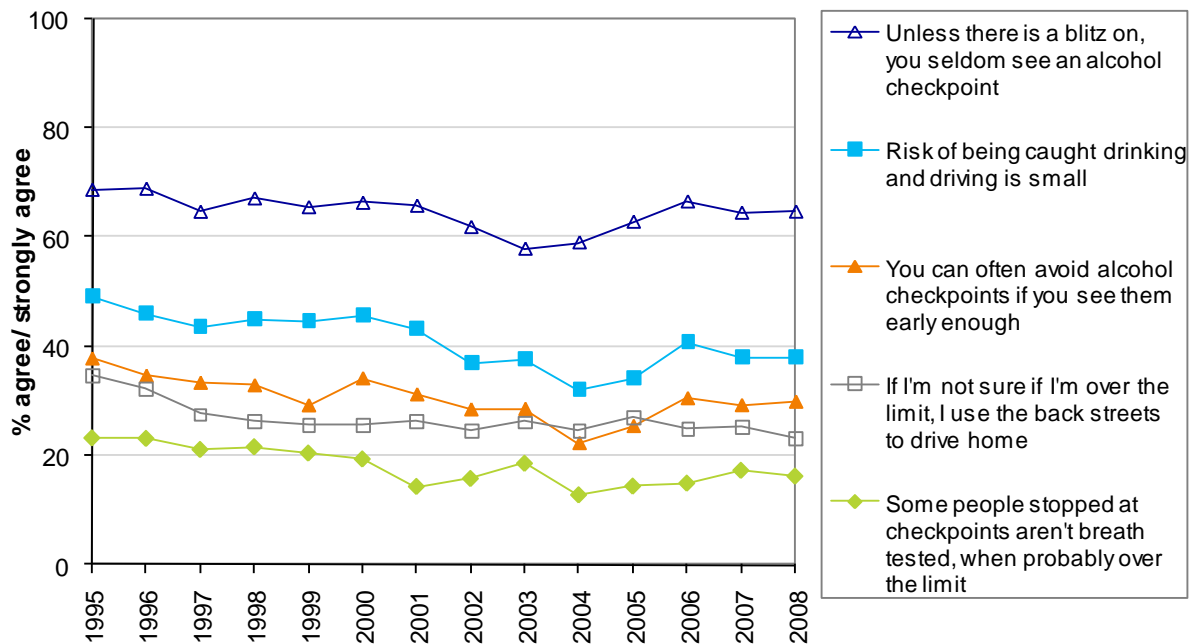
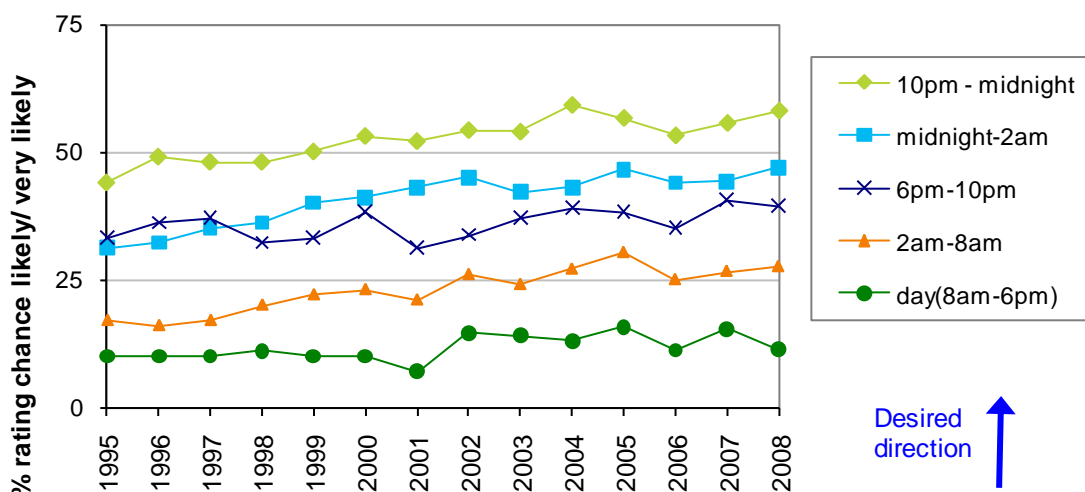


Figure 6: Attitudes to checkpoints (decreasing is good)



- 5.2 **CBT lowers road toll.** Three quarters (77%) of New Zealanders agreed that 'compulsory breath testing (CBT) helps to lower the road toll'. This is similar to the last few years. Only 12% disagreed with this statement. The remaining 11% said they were neutral or didn't know.
- 5.3 **Checkpoints.** The number of people who said that they 'seldom saw checkpoints except during blitzes' is similar to the last three years, at 65% after a decrease in 2003 and 2004.
- 5.4 Forty-one percent of drivers reported having been stopped at an alcohol checkpoint during the preceding 12 months. In Northland and Gisborne, nearly two thirds of driver reported having been stopped in the last year.
- 5.5 Eleven percent of all drivers reported that they had been stopped at a checkpoint three or more times in the last year.
- 5.6 **Chance of being stopped late at night.** Fifty-one percent of New Zealanders surveyed thought there was a good chance of being stopped at a checkpoint if driving late at night. This has remained around fifty percent for the last decade. 30% disagreed with the statement (compared to 33% in 2006); the remaining 18% said they were neutral or didn't know.
- 5.7 People aged 15-19 were least likely to think they would be stopped at a checkpoint if driving late at night. Only 41% of this group thought there was a good chance of being stopped.
- 5.8 **Chance of being stopped, by driving situation.** Well over half (60%) said they would expect to be stopped and tested if they were drink-driving in a large city. A further 21% rated the chance as 50-50.
- 5.9 Nearly half (45%) thought there was a high chance of being stopped if drink-driving on a major highway. Only 26% (down from 31% in 2006 and 2007) thought they would be stopped in a small town, and only 11% would expect to be stopped if drink-driving on a rural road.
- 5.10 **Chance of being stopped, by time of day.** Overall, awareness of compulsory breath testing increased between 1995 and 2005, but has been relatively static since then. Good progress has been made over the last two years to reverse the recent decline (see Figure 7).

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



- 5.11 Fifty-eight percent of New Zealanders said they would expect to be stopped and breath-tested if they were drink-driving between 10pm and midnight, but fewer than half (47%) would expect to be caught if they were drink-driving between midnight and 2am. 39% said they would expect to be caught if drink-driving between 6pm and 10pm. Just over a quarter (27%) thought they would be caught if drinking and driving, between 2am and 8am, and only 11% said they would expect to be caught if they were drink-driving in the daytime (8am – 6pm).
- 5.12 **Avoiding checkpoints.** More than a third of New Zealanders (37%) said that they could tell where checkpoints would be. This has remained essentially unchanged for the last decade. The number who say they use the back streets to drive home when they might be over the limit has decreased gradually from 27% in 2005 to 23% in 2008.
- 5.13 Sixty percent of Gisborne and Northland region residents thought they could tell where checkpoints would be, compared to the national average of 37%.
- 5.14 Thirty percent said they could often avoid checkpoints if they saw them early enough. This improved between 2002 and 2004 to a low of 22%, but increased in 2005 and has not changed significantly in the last three years.
- 5.15 15-19 year olds were most likely to think they could avoid checkpoints (44%). This dropped to 36% among the 20-24 age group and 30% among the 25-29 group.
- 5.16 **Compulsory screening.** 16% of New Zealanders thought that some people stopped at checkpoints were not tested even when they were over the limit. 27% of males aged 15-24 agreed with this statement.
- 5.17 Drivers tended to have a more cautious attitude toward checkpoints than non-drivers. 14% of drivers, but 29% of non-drivers thought some people weren't tested at checkpoints.

## 6 Speed and speed enforcement

6.1 The majority of New Zealanders recognise the risks of speeding and support enforcement of the speed limit. Effort is required to ensure that the positive changes in attitude are maintained.

Figure 8: Attitudes to speed enforcement (increasing is good)

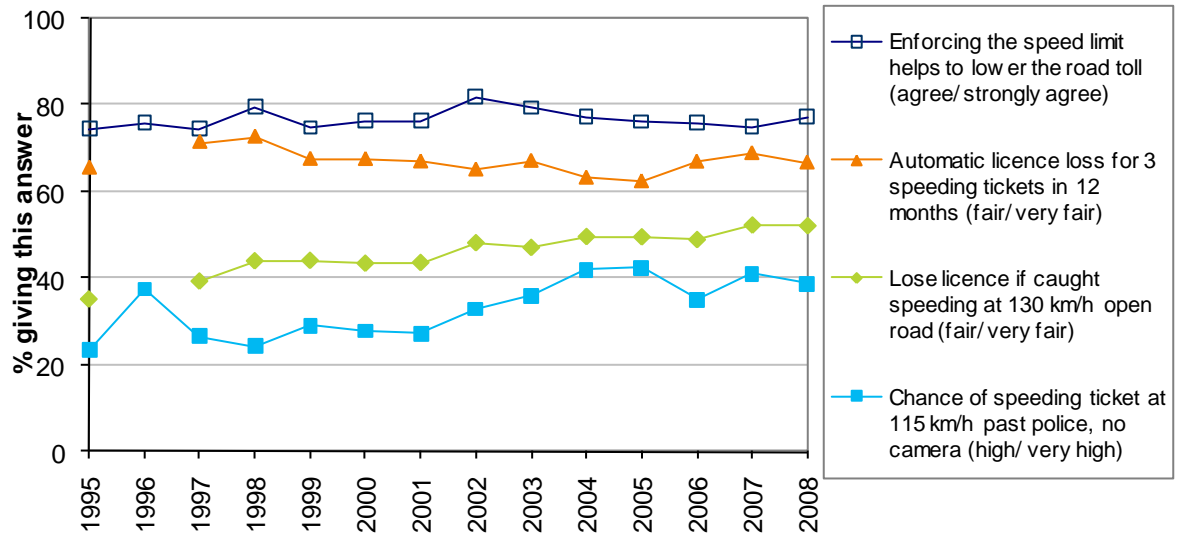
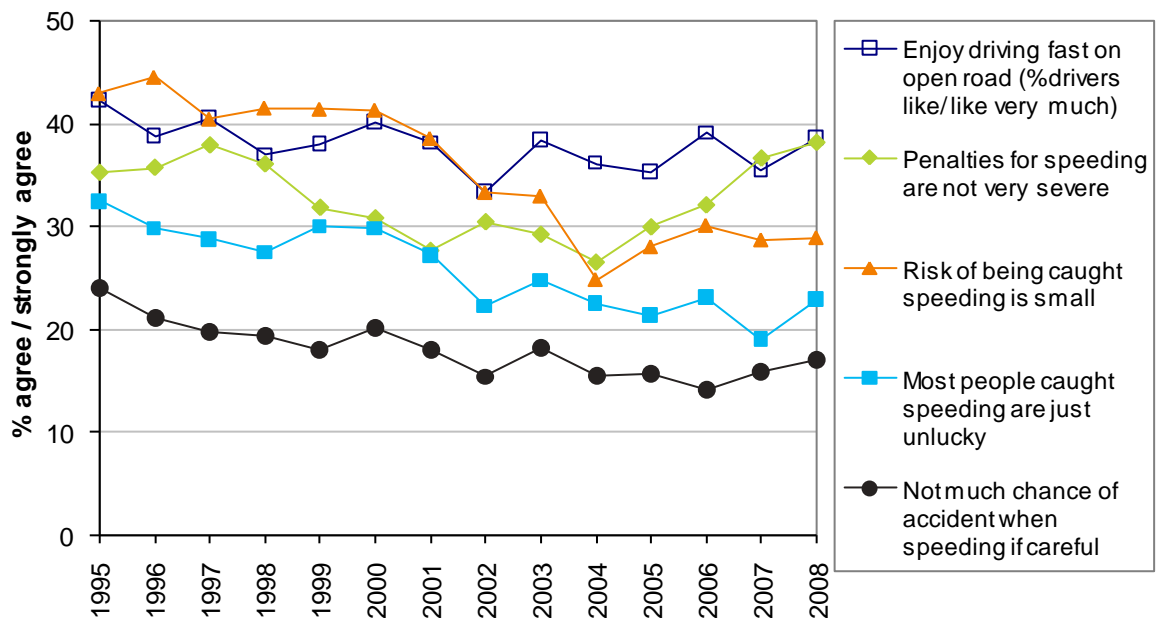


Figure 9: Attitudes to speed and speed enforcement (decreasing is good)



- 6.2 **Risk of crash.** Recognition of the risk of speeding increased between 1995 and 2002, but little progress has been made in the last four years. 17% of New Zealanders agreed with the statement 'there is not much chance of an accident when speeding if you are careful'.
- 6.3 Failing to acknowledge the risk was more common among people who had had a speeding ticket (26% agreed with the statement), and among people aged 20-24 and over (30%).
- 6.4 **Like driving fast.** More than one-third (39%) of drivers said that they enjoyed driving fast on the open road. This has fluctuated in the late thirties for the last decade. Overall, 43% of males and 34% of females said they liked driving fast on the open road. Nearly two thirds (62%) of male drivers aged 15-24 said that they liked driving fast.
- 6.5 **Effectiveness of enforcement.** Support for speed enforcement remains high. 77% of New Zealanders agreed with the statement 'enforcing the speed limit helps to lower the road toll'; 14% disagreed and 10% said they were neutral on this issue. This has changed little since 1995.
- 6.6 **Risk of being caught.** Awareness of speed enforcement increased markedly between 2000 and 2004, but has been generally static in recent years (see Figure 2 in the Overview section). 29% of New Zealanders agreed with the statement 'the risk of being caught speeding is small', the same percentage as in 2007.
- 6.7 **Speed limits.** As in recent years, the great majority of New Zealanders (86%) said that speed limits on the roads they normally use are about right. 6% said they were too high and 6% that they were too low. There has been a gradual decrease in the number saying speed limits were too low, and a corresponding increase in the number saying speed limits were 'about right'.
- 6.8 **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 and a further 6% thought it should be lowered. The minority saying that the 100 km/h limit should be raised has decreased from 25% in 1995 to 16% in 2008.
- 6.9 Not surprisingly, people who had received speeding tickets were most likely to say the speed limit should be raised, although even in this group only 31% thought the 100km/h limit should be raised.
- 6.10 **Urban speed limit.** Support for retaining the current 50 km/h speed limit was similarly strong. 80% 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 11% in 2008.
- 6.11 **Definition of speeding.** Participants were asked 'On the open road, what speed do you consider to be speeding?'. 48% named speeds of 110 km/h or less as 'speeding'. A further 13% named speeds of 111 - 115 km/h. The mean speed named was 113.5 km/h. This may reflect widespread knowledge of the

10 km/h enforcement tolerance applied by Police in practice. Young people aged 15 to 19, and those who admitted to driving while intoxicated, were more likely than other groups to name high speeds.

- 6.12 **Automatic licence suspension for speeding.** As in earlier years, most New Zealanders found extremely high speeds unacceptable. From 16 January 2006, the threshold for automatic licence suspension became 40 km/h over the posted permanent speed limit, or 140 km/h on the open road. In 2008, automatic loss of licence at 140 km/h was described as 'fair' or 'very fair' by 79% of New Zealanders. This has gradually increased over the last decade from 68% in 1999. Only 9% said automatic loss of licence at 140 km/h would be unfair (the remainder were neutral or said they didn't know).
- 6.13 Just over half (52%) said automatic licence loss would be fair at 130 km/h on the open road.
- 6.14 The question asked how fair or unfair it would be for a driver to 'automatically lose their licence'. The actual penalty is licence suspension for 28 days. It is possible that the 'loss of licence' referred to in the question sounds harsher than a 28-day suspension, so the responses may in fact underestimate public support for this penalty.
- 6.15 Speeding in urban areas was also regarded as highly unacceptable. As in 2007, 93% supported loss of licence for speeding at 90 km/h in a 50km/h zone. This has gradually increased from 88% in 1999. Almost four fifths (78%) supported automatic loss of licence at 80 km/h, and close to half (46%) were in favour of automatic licence loss at 70 km/h in a 50 km/h zone.
- 6.16 **Repeat offending.** Sixty-seven percent of New Zealanders said that it would be fair or very fair for three speeding tickets in a year to result in automatic loss of licence. This is similar to the 2007 and 2006 levels (see Figure 8). 16% said automatic licence loss for three tickets in a year would be unfair or very unfair, and 16% were neutral on this issue or said they didn't know.
- 6.17 **Self-reported speeding infringements.** One in eight (13%) drivers reported receiving at least one speeding ticket in the previous year. This is slightly lower than 16% in 2007 and 2006. Fifteen percent of male drivers and 11% of female drivers reported receiving a speeding ticket in the year preceding the survey. Not surprisingly, people who said they liked driving fast were more likely to have had a speeding ticket (18%) than those who disliked driving fast (7%).
- 6.18 People living in Manawatu/ Wanganui, Gisborne, Hawkes Bay and Canterbury were most likely to report having received a speeding ticket in the previous year (around twenty percent of drivers).
- 6.19 **Chance of receiving a ticket.** New Zealanders now expect to be caught if they speed past a speed camera (see section 7, '*Speed cameras*'), but are less convinced that they'll be stopped if they're passing a Police officer without a camera.
- 6.20 Although two thirds of New Zealanders now believe they would be likely to receive a ticket if they drove past a Police officer in light traffic at 120 km/h, well

under half (39%) would expect a ticket at 115 km/h. (see Figure 10). This is interesting given widespread awareness that the Police commonly apply a 10 km/h speed tolerance on the open road. In contrast, 77% said they would be likely to get a ticket if they drove past a speed camera at 115 km/h (see Figure 11).

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

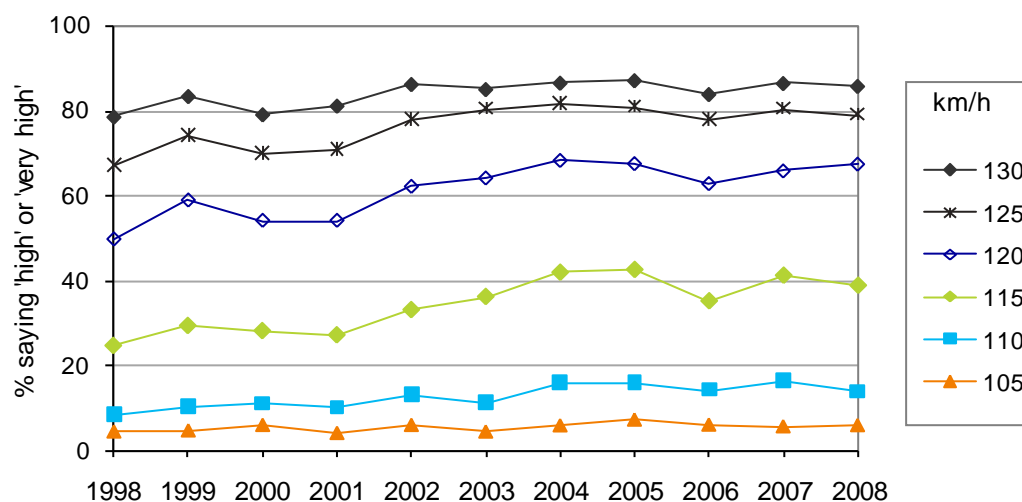
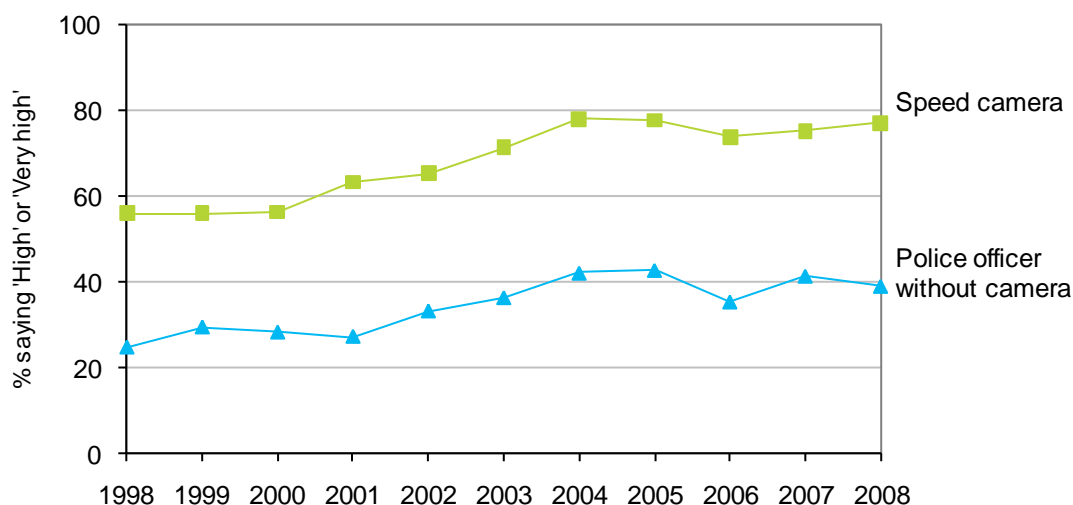


Figure 11: Perceived chance of receiving a ticket if driving at 115 km/h past a...



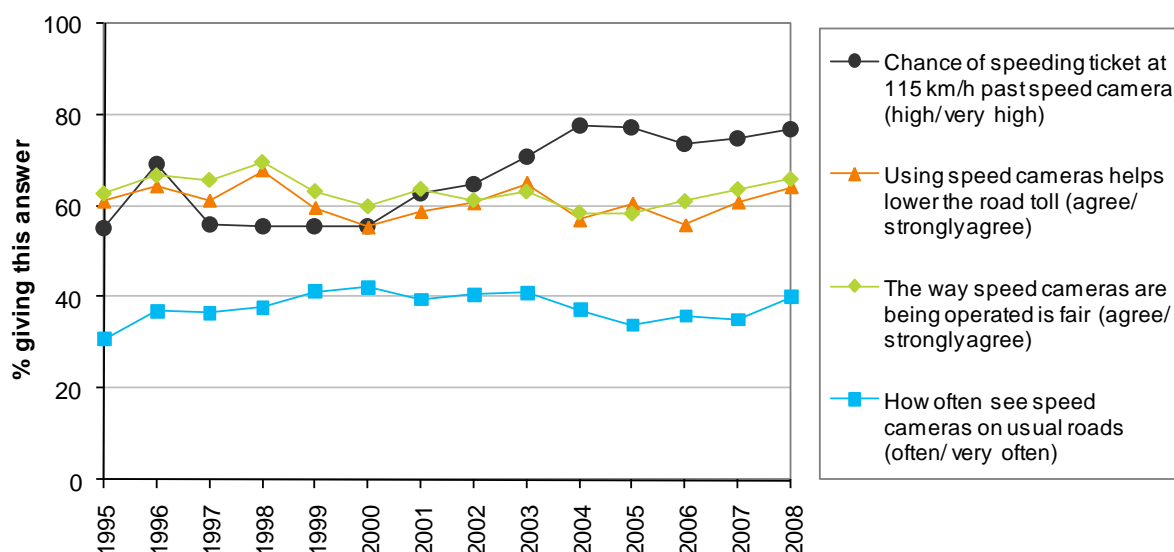
6.21 Around a quarter (23%) said there was a low or very low chance of receiving a ticket if they drove past a Police officer at 115 km/h. This group has reduced in size since 2007, when 31% thought the chance of a ticket was low; in 2008 people were more likely to rate the chance of being caught as “50:50”.

6.22 Two thirds (67% ) thought there would be a high or very high chance of receiving a speeding ticket if they drove past a Police officer without a camera at **120 km/h** (compared with 90% if driving past a speed camera at 120 km/h).



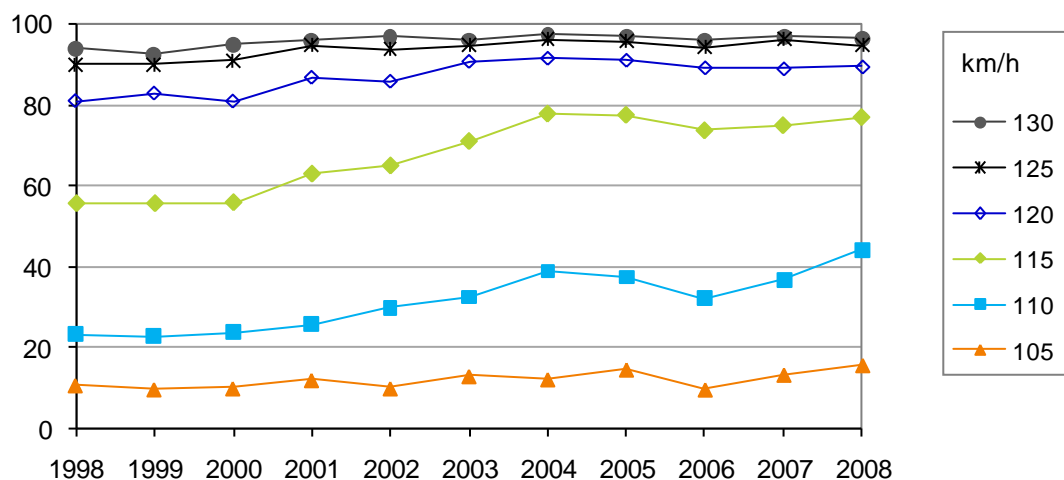
## 7 Speed cameras

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



- 7.1 Effectiveness of speed cameras.** The majority of New Zealand adults (64%) agreed or strongly agreed with the statement 'Using speed cameras helps lower the road toll'. 22% disagreed that speed cameras help to lower the road toll and 14% were neutral on this issue.
- 7.2 Cameras operated fairly.** Two thirds of New Zealanders (66%) thought that the way speed cameras are being operated is fair. This has increased steadily from 58% in 2004 (see Figure 12).
- 7.3 Chance of receiving a ticket.** Awareness of speed camera enforcement has been maintained at a high level, though the improvement has levelled off since 2004.

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



- 7.4 The percentage who said that they would be 'likely' or 'very likely' to receive a ticket if they passed a speed camera at 115 km/h increased from 56% in 2000 to 78% in 2004, but has remained in the mid-70s since. In 2008, 77% of New Zealanders agreed with this statement (see Figure 13). An increasing number would expect to receive a ticket if they passed a speed camera at 110 km/h. 44% said they'd expect a ticket at 110 km/h, compared to 37% in 2007 and 32% in 2006. (For a comparison with the perceived chance of receiving a ticket when passing a Police officer without a camera, see sections 6.19 - 6.22).
- 7.5 **Awareness of cameras.** Forty percent of New Zealanders said that they often saw speed cameras on their usual roads (see Figure 12. This has increased since 2007 (35%) and 2006 (36%).
- 7.6 **Hidden cameras.** Participants were asked 'Do you support or oppose the use of hidden speed cameras to catch speeding drivers?'. As in earlier years, the great majority of New Zealanders supported the use of hidden cameras. 64% of New Zealanders said they supported or strongly supported the use of hidden cameras, while 20% were opposed or strongly opposed to their use. Support for hidden cameras has increased from 56% in 2004 when the question was first asked.

## 8 General enforcement and compliance

- 8.1 **General traffic enforcement.** Thirty-seven 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 over the last two years, from 32% in 2006 and 34% in 2007.
- 8.2 **Vehicle impoundment.** A large majority of New Zealanders (91%) support vehicle impoundment for disqualified or repeated unlicensed driving. This increased from 84% when first asked in 1998, to 89% in 2002, and has remained at a similar level since then.
- 8.3 **Unmarked police vehicles for traffic enforcement.** Several questions about the use of unmarked vehicles (other than speed camera vehicles), to detect offending on the roads, were asked for the first time in 2004. Some questions were altered in 2007.
- 8.4 In 2008, 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 NZ.
- 8.5 Those who were aware of the unmarked cars were asked to list all of the ways they'd become aware of them. Most people had seen an officer in an unmarked car (38%) and/or had seen someone else being ticketed (38%). 29% had heard about the cars from someone else, 9% mentioned that they'd heard about the cars through the media, and 6% had personally received a ticket from an officer in an unmarked car. 6% said they recognised the model, licence plates, aerial or other features of the cars.
- 8.6 Most people thought that unmarked cars were an effective and fair road safety measure. 75% 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. 18% thought the use of unmarked cars was not very effective and only 2% said they had no effect. (The remaining 4% did not express an opinion).
- 8.7 When asked how fair or unfair it would be for a driver to have his or her traffic offending detected by an unmarked police car, 88% of those who were aware of the use of unmarked cars said that this would be 'fair' or 'very fair'. Only 5% said it would be 'unfair' or 'very unfair'. The remaining 7% said they were neutral on this issue.

## 9 Safety belts and child restraints

### 9.1 Perceptions relating to safety belts were very similar to those for previous years.

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

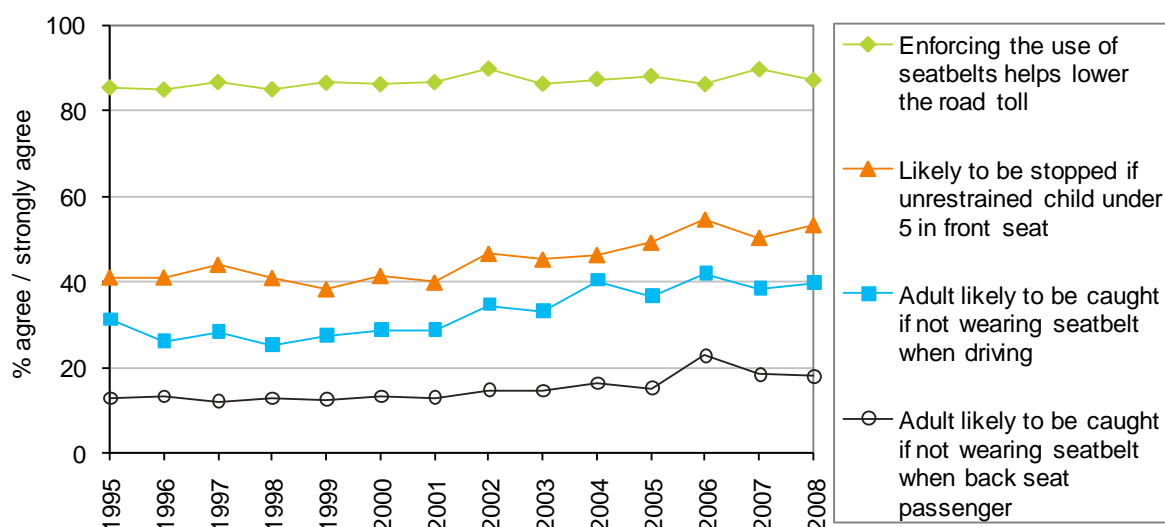
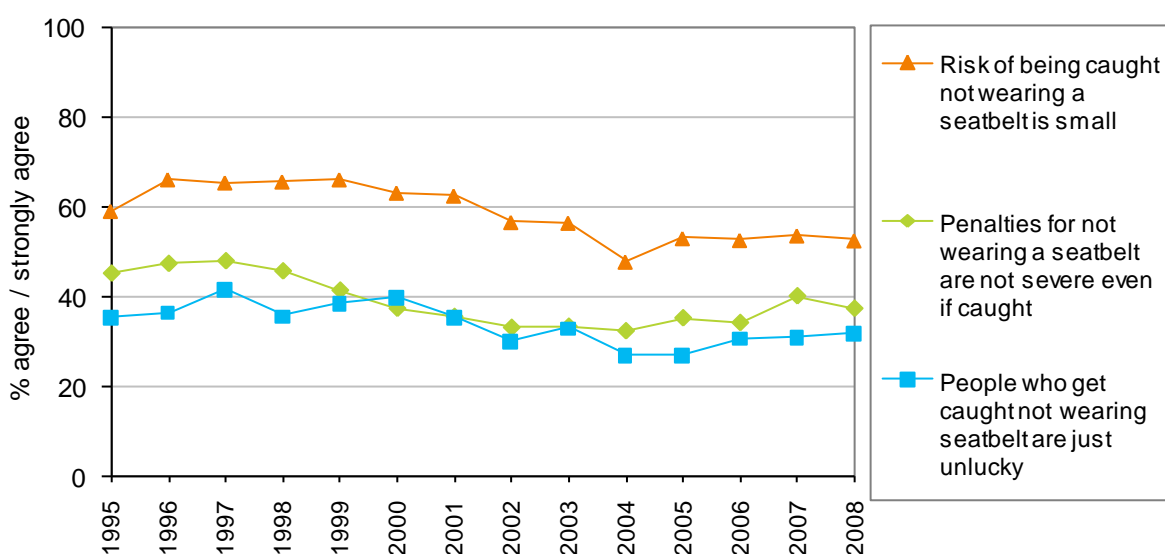


Figure 15: Attitudes to safety belts (decreasing is good)

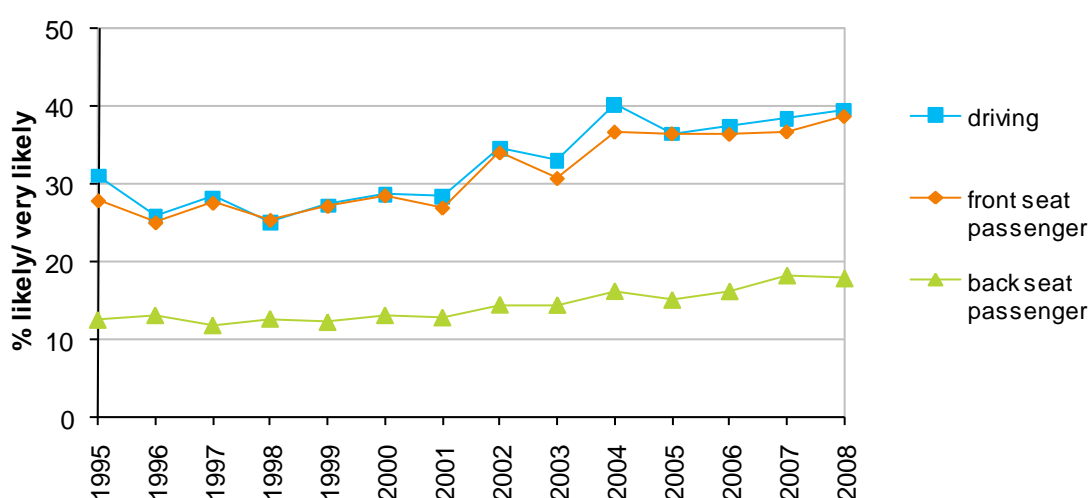


**9.2 Effectiveness of safety belts.** As in previous years, almost all New Zealanders (95%) agreed that safety belts are effective in reducing the road toll. Young people were least likely to recognise the effectiveness of safety belts – 12% of those aged 15-19 said safety belts were not very effective in reducing the road toll.

**9.3 Effectiveness of safety belt enforcement.** 87% of New Zealanders agree that enforcing the use of safety belts helps to lower the road toll. This has remained fairly constant at this high level over the last decade.

- 9.4 **Enforcement of adult safety belt use.** 40% 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 at 36-40% since 2004 after a significant improvement from earlier years (see Figure 14).
- 9.5 Less than a quarter (23%) of young people aged 15-19 thought it was likely that they would be caught if they drove without a safety belt.
- 9.6 If travelling as a front-seat passenger without a safety belt, 39% would expect to be stopped by Police. For rear seat passengers, only 18% said it was likely or very likely that they would be stopped if they travelled unbelted in the rear seat.

Figure 16: Chance that an adult will be caught if not wearing a seatbelt while...



- 9.7 **Child restraint enforcement.** The general perception is that child restraint use is more rigorously enforced than adult safety belt use. 53% said there was a high chance of being stopped if travelling with an unrestrained child in the front seat, but only 35% said this would be the case if the child was in the back seat. These have shown a steady increase over the last decade, from 41% and 24%, respectively in 1998.
- 9.8 **Penalties.** Well over a third of New Zealanders (37%) said that the penalties for not wearing a safety belt were not very severe even if you were caught.

## 10 Roding

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

- 10.1 **Importance of roading improvements.** Respondents were asked how important improving road engineering and design is for road safety. 71% said that improving road engineering and design would be 'very important' for road safety, and a further 25% said it would be 'fairly important'. The number of people who rated roading improvements as 'very' or 'fairly' important for road safety has remained at a high level since the question was first asked in 2002.
- 10.2 **Roding priorities.** Between 2002 and 2006, respondents were asked a series of questions designed to prioritise the importance of safety engineering improvements to different types of road, and for pedestrians and cyclists. From 2006 these questions have been asked in even numbered years only.
- 10.3 As in previous years, open-road state highways emerged as the highest priority overall. When asked to rank each road type on a five-point scale, 39% rated open-road state highways as 'top priority' and 44% as 'high priority'. Motorways received the next highest priority rating (34% as 'top priority' and 39% as 'high priority').
- 10.4 Major roads in towns and cities and "other" (non-State Highway) open roads received a moderately high priority rating, with 68% and 64% rating these as 'top' or 'high' priority. Residential streets received the lowest priority rating for safety engineering improvements (38% 'top' or 'high' priority).
- 10.5 **Pedestrians and cyclists.** Respondents were also asked 'how high a priority for road safety is making the roads better for pedestrians and for cyclists?' Similar priority ratings were given to safety improvements aimed at pedestrians and cyclists, with 76-77% rating these as 'top' or 'high' priority. Making the roads safer for both pedestrians and cyclists was accorded a similar priority to motorway improvements.

## Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2008 survey, 1650 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

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

A response rate of 61% was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

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

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

### Sample sizes and weighting factors

Household size

<b>Number of adults in household</b>	<b>Sample size</b>	<b>Weighted</b>
1	392	175
2	888	802
3	211	288
4	112	249
5	30	79
6 or more	17	57
Total	1650	1650

## Gender

<b>Gender</b>	<b>Sample size</b>	<b>Weighted</b>
Female	908	856
Male	742	794
Total	1650	1650

## Age group

<b>Age group</b>	<b>Sample</b>	<b>Weighted</b>
15-19	104	174
20-24	84	123
25-29	97	112
30-34	265	293
35-49	311	329
50-59	260	231
60+	528	386
Unknown	1	1
Total	1650	1650

## Region

<b>Region</b>	<b>Sample</b>	<b>Weighted</b>
Northland	100	59
Auckland	300	529
Waikato	100	154
Bay of Plenty	100	103
Gisborne	100	17
Hawke's Bay	100	59
Taranaki	100	43
Manawatu/Wanganui	100	91
Wellington	115	187
Nelson/Marlborough	100	54
West Coast	100	13
Canterbury	135	219
Otago	100	83
Southland	100	37
Total	1650	1650

Note: Rounded weights are shown. True weights used add to 1650.



## Appendix B: Tables

### Summary tabulations of responses to major questions



## Attitudes to road safety and enforcement

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
How safe or unsafe are NZ roads to travel on?	Very/fairly safe	75	78	79	78	79	77	79	80	82
How safe is the design and standard of roads you use?	Very/fairly safe	81	84	84	81	82	81	83	83	84
Police effort into catching people breaking road safety laws should be... <sup>2</sup>	increased	59	55	56	48	40	38	44	45	44
	about the same	35	40	39	44	50	48	46	47	48
	decreased	4	3	3	6	8	12	9	6	6
Penalties for breaking road safety laws should be... <sup>2</sup>	increased	35	35	38	35	34	33	36	41	41
	about the same	52	53	51	52	56	57	53	50	48
	decreased	7	6	4	6	6	5	6	5	4
Publicity and advertising about road safety should be... <sup>2</sup>	increased	40	43	44	44	35	38	43	40	36
	about the same	51	51	49	50	57	54	51	55	58
	decreased	8	5	6	5	7	7	5	4	4
Driving when you are tired increases the chance you might have an accident ( <i>asked for first time in 2007</i> )	Agree/ strongly agree								98	97

<sup>2</sup> 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								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	11	7	8	7	7	8	8	8	8
Difficult to drink less than the group when drinking with friends	Agree/strongly agree	36	36	36	35	31	35	35	37	39
Difficult in social occasions to keep track of what you are drinking	Agree/strongly agree	33	35	38	36	34	36	34	35	35
The risk of being caught drinking and driving is small	Agree/strongly agree	46	43	37	38	32	34	41	38	38
Penalties for drink-driving not very severe even if caught	Agree/strongly agree	50	44	48	46	44	43	48	49	50
Most people who get caught drink-driving are just unlucky	Agree/strongly agree	23	23	18	20	17	17	19	17	19
Effectiveness of drink-driving laws at reducing road toll	Very/quite effective	60	61	64	66	61	64	57	56	58
Legal blood alcohol limit should be...	Lower	39	40	39	40	41	42	40	48	52
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	25	25	24	24	20	21	24	23	23

## Compulsory breath testing

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Compulsory breath testing helps lower the road toll	Agree/strongly agree	74	77	83	82	76	77	76	75	77
Some people stopped at checkpoints are not breath tested when over the limit	Agree/strongly agree	19	14	16	19	13	14	15	17	16
Can tell where checkpoints will be	Agree/strongly agree	39	33	36	34	35	34	36	36	37
Unless there is a blitz seldom see checkpoint	Agree/strongly agree	66	66	62	58	59	63	67	65	65
Can avoid checkpoints if you see them early	Agree/strongly agree	34	31	28	29	22	25	31	29	30
I use back streets to drive home when not sure if over the limit	Agree/strongly agree	26	26	25	26	25	27	25	25	23
If driving late at night, there is a good chance of being stopped at an alcohol checkpoint	Agree/strongly agree	49	51	53	53	56	55	48	54	51
Chance of being breath-tested if stopped for speeding at night after drinking	Very/fairly likely	88	86	85	83	86	85	84	83	85
Chance of being breath-tested if involved in accident after drinking	Very/fairly likely	93	95	95	93	93	94	93	93	92
Chance of being breath-tested if drink-driving between...										
...6pm and 10pm <sup>3</sup>	Very/fairly likely	38	31	34	37	39	38	35	41	39
...10pm and midnight <sup>3</sup>	Very/fairly likely	53	52	54	54	59	56	53	56	58
...midnight and 2am <sup>3</sup>	Very/fairly likely	41	43	45	42	43	46	44	44	47
...2am and 8am <sup>3</sup>	Very/fairly likely	23	21	26	24	27	30	25	27	27
...8am-6pm <sup>3</sup>	Very/fairly likely	10	7	15	14	13	16	11	15	11

<sup>3</sup> Question asked of half the sample (N=820)

### Compulsory breath testing (continued)

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Chance of being breath-tested if drink-driving...										
...in a small town <sup>4</sup>	Very/fairly likely	31	28	28	31	31	30	31	31	26
...in a large city <sup>4</sup>	Very/fairly likely	57	56	59	54	63	54	55	58	60
...on a major highway <sup>4</sup>	Very/fairly likely	36	37	43	37	41	36	41	36	45
...on a rural road <sup>4</sup>	Very/fairly likely	11	13	14	17	15	13	16	15	13
Ever stopped at checkpoint while driving (% of all drivers)	Yes	68	69	70	69	74	72	73	74	75
Number of times stopped at checkpoint in last 12 months (% of all drivers)	One or more	42	41	42	41	46	42	41	38	41

<sup>4</sup> Question asked of half the sample (N=820)

## Speed

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Enjoy driving fast on open road (% drivers)	Like/like very much	40	38	33	38	36	35	39	35	39
There isn't much chance of accident when speeding if careful	Agree/strongly agree	20	18	15	18	15	16	14	16	17
The risk of being caught speeding is small	Agree/strongly agree	41	39	33	33	25	28	30	29	29
Penalties for speeding are not very severe	Agree/strongly agree	31	28	30	29	26	30	32	37	38
Most people who get caught speeding are just unlucky	Agree/strongly agree	30	27	22	25	22	21	23	19	23
Enforcing the speed limit helps lower the road toll	Agree/strongly agree	76	76	82	79	77	76	76	75	77
Speed limits on the roads I normally use are...	About right	82	84	85	82	84	85	84	87	86
	Too low	10	9	8	10	10	8	8	7	6
	Too high	6	5	5	6	4	5	6	5	6
Should 100 km/h limit be raised, lowered or left as it is?	Same	71	72	77	74	76	75	76	77	78
Should 50 km/h limit be raised, lowered or left as it is?	Same	75	79	83	81	81	82	81	84	80
Automatic loss of licence for speeding at 140 km/h on the open road would be...	Fair/very fair	70	67	70	74	75	75	77	78	79
Automatic loss of licence for speeding at 90 km/h in a 50 km zone would be...	Fair/very fair	88	87	90	90	92	91	92	93	93
Automatic loss of licence for 3 speeding tickets in 12 months would be...	Fair/very fair	68	67	65	67	63	62	67	69	67

## Speed cameras

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Using speed cameras helps to lower the road toll	Agree/strongly agree	56	59	61	65	57	61	56	61	64
The way speed cameras are being operated is fair	Agree/strongly agree	60	64	61	63	58	58	61	64	66
How often do you see speed cameras on usual roads?	Often/almost always	42	40	41	41	37	34	36	35	40
Do you support or oppose the use of hidden speed cameras to catch speeding drivers?	Support/strongly support	NA	NA	NA	NA	56	59	59	63	64
Chance of speeding ticket if passing speed camera at 110 km/h <sup>5</sup>	High/very high	24	26	30	33	39	38	32	37	44
Chance of speeding ticket if passing speed camera at 120 km/h <sup>5</sup>	High/very high	81	87	86	91	92	91	89	89	90
Chance of speeding ticket if passing speed camera at 130 km/h <sup>5</sup>	High/very high	95	96	97	96	98	97	96	97	97
Chance of speeding ticket if passing Police officer (without speed camera) at 110 km/h <sup>5</sup>	High/very high	11	10	13	11	16	16	14	16	14
Chance of speeding ticket if passing Police officer (without speed camera) at 120 km/h <sup>5</sup>	High/very high	54	54	62	64	68	67	63	66	67
Chance of speeding ticket if passing Police officer (without speed camera) at 130 km/h <sup>5</sup>	High/very high	79	81	86	85	86	87	84	86	86
Any speeding tickets in last 12 months (% of drivers)	Yes	17	16	16	16	19	14	16	16	13

<sup>5</sup> Question asked of half the sample (N=820).





## General enforcement

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	26	27	29	32	36	33	32	34	37
Vehicle impoundment for disqualified or unlicensed driving would be...	Fair/very fair	88	87	89	89	92	92	89	90	91
Carry driver's licence when driving private vehicle (% drivers) <sup>6</sup>	Always/mostly	96	96	95	95	96	NA	98	NA	85

## Roading

Roading questions were first included in the survey in 2002.

Question	Response	Percentage giving response						
		2002	2003	2004	2005	2006	2007	2008
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	95	95	96	95	97	96
What priority for safety engineering improvements to... <sup>7</sup>								
... motorways	Top/high priority	75	72	72	74	71	NA	73
... open road State Highways	Top/high priority	87	84	86	87	86	NA	83
... other open roads	Top/high priority	68	63	67	67	64	NA	64
... major roads in towns and cities	Top/high priority	66	66	69	68	67	NA	68
... residential streets	Top/high priority	37	35	39	39	35	NA	38
How high a priority for road safety is making the roads better for... <sup>7</sup>								
... pedestrians	Top/high priority	70	66	71	72	73	NA	76
... cyclists	Top/high priority	74	70	74	75	76	NA	77

<sup>6</sup> From 2005 this question was asked in even numbered years only.

<sup>7</sup> From 2007, these questions were asked in even numbered years only.

## Safety belts and child restraints

Question	Response	Percentage giving response								
		2000	2001	2002	2003	2004	2005	2006	2007	2008
Enforcing the use of safety belts helps lower the road toll	Agree/strongly agree	86	86	90	86	87	88	86	90	87
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	95	96	95	96	95	95	95	95
Risk of being caught not wearing a safety belt is small	Agree/strongly agree	63	62	56	56	48	53	52	53	52
Penalties for not wearing a safety belt are not severe even if caught	Agree/strongly agree	37	35	33	33	32	35	34	40	37
People who get caught not wearing a safety belt are just unlucky	Agree/strongly agree	40	35	30	33	27	27	31	31	32
Chance of adult being caught if not wearing safety belt when...										
...driving	Fairly/very likely	29	28	35	33	40	36	37	38	40
...front seat passenger	Fairly/very likely	28	27	34	31	37	36	36	37	39
...back seat passenger	Fairly/very likely	13	13	14	14	16	15	16	18	18
Chance of being caught if child under five not in child restraint...										
...child in the front seat	Fairly/very likely	41	40	46	45	46	49	48	50	53
...child in the back seat	Fairly/very likely	26	24	28	27	27	30	30	32	35

## Regional tables: Selected results by Local Government Region

### a) Northland to Taranaki

Question	Response	All NZ	North-land	Auck-land	Waikat-o	Bay of Plenty	Gisb'n	Hawke's Bay	Tara-naki
Sample size		1650	100	300	100	100	100	100	100
Drivers in sample		1467	83	263	91	94	83	92	92
<b>Attitudes to road safety and enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	44	42	46	42	54	34	44	55
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	12	10	8	8	6	8	9
The risk of being caught drinking and driving is small	Agree/strongly agree	38	32	41	33	38	37	44	31
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	23	19	20	28	21	23	37	27
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	78	81	63	78	74	78	78
Can tell where checkpoints will be	Agree/strongly agree	37	59	36	35	49	60	24	53
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	51	68	53	56	52	49	51	45
<b>Speed</b>									
Enjoy driving fast on open road (%drivers)	Like/like very much	39	26	39	34	27	41	45	33
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	19	21	13	13	18	18	12
The risk of being caught speeding is small	Agree/strongly agree	29	28	30	29	27	22	27	19

Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	77	78	77	74	74	74	76	80
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	68	65	61	53	66	61	68
How often do you see speed cameras on your usual roads	Often/almost always	40	41	48	32	42	31	57	34

...continued

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

Question	Response	All NZ	North-land	Auck-land	Waikato	Bay of Plenty	Gisb'n	Hawke's Bay	Tara-naki
<i>Sample size</i>		1650	100	300	100	100	100	100	100
<i>Drivers in sample</i>		1467	83	263	91	94	83	92	92
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	37	43	37	30	31	44	39	38
<b>Safety belts and child restraints</b>									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	97	95	97	95	100	99	98
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	45	56	49	49	53	50	43
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	50	40	33	36	47	41	40
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	24	22	12	14	14	16	18
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	46	37	33	36	32	35	44
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	84	65	88	81	84	84	90	83
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	100	94	98	98	99	96	95
What priority for safety engineering improvements to ...									
... motorways	Top/high priority	71	66	72	82	75	61	57	76
... open road State Highways	Top/high priority	86	90	81	91	88	86	86	93
... other open roads	Top/high priority	64	83	61	59	72	62	55	74
... major roads in towns and cities	Top/high priority	67	67	68	63	74	58	60	65

... residential streets	Top/high priority	35	48	37	23	32	23	31	36
How high a priority for road safety is making the roads better for...pedestrians	Top/high priority	73	78	73	76	76	68	74	60
... cyclists	Top/high priority	76	81	72	73	79	75	74	66

## Regional tables: Selected results by Local Government Region

### b) Manawatu/Wanganui to Southland

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson / Marl	West Coast	Canter- bury	Otago	South - land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1467	91	102	92	87	120	87	90
<b>Attitudes to road safety &amp; enforcement</b>									
Police effort into catching people breaking road safety laws should be...	Increased	44	41	39	43	31	43	46	39
<b>Alcohol-impaired driving</b>									
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	6	6	3	1	6	2	8
The risk of being caught drinking and driving is small	Agree/strongly agree	38	46	44	29	21	34	34	27
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	23	19	24	16	15	24	26	24
<b>Compulsory breath testing</b>									
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	78	83	74	73	75	72	71
Can tell where checkpoints will be	Agree/strongly agree	37	42	33	40	46	32	33	25
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	51	51	44	46	34	49	47	53
<b>Speed</b>									
Enjoy driving fast on open road (% drivers)	Like/like very much	39	44	55	36	25	39	28	35
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	17	22	15	5	12	14	14
The risk of being caught speeding is small	Agree/strongly agree	29	24	30	31	23	32	27	25



Enforcing the speed limit helps to lower the road toll	Agree/strongly agree	77	75	78	75	64	81	83	73
<b>Speed cameras</b>									
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	62	67	65	49	67	67	63
How often do you see speed cameras on your usual roads?	Often/almost always	40	30	53	25	9	30	28	15

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

Question	Response	All NZ	M'watu/ Wanganui	Welling -ton	Nelson / Marl	West Coast	Canter- bury	Otago	South - land
<i>Sample size</i>		1650	100	115	100	100	135	100	100
<i>Drivers in sample</i>		1467	91	102	92	87	120	87	90
<b>General enforcement</b>									
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	37	48	31	44	44	40	30	41
<b>Safety belts and child restraints</b>									
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	92	98	99	88	93	97	97
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	47	68	46	30	50	43	39
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	45	27	40	32	47	41	51
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	22	15	14	13	14	17	23
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	48	25	36	23	25	38	34
<b>Roading</b>									
How safe is the design and standard of roads you use?	Very/fairly safe	84	76	69	90	86	89	85	97
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	96	92	99	96	98	97	99
What priority for safety engineering improvements to ...									
... motorways	Top/high priority	73	56	68	64	70	79	79	70
... open road State Highways	Top/high priority	83	73	83	88	90	86	90	85
... other open roads	Top/high priority	64	63	59	68	72	61	64	69
... major roads in towns and cities	Top/high priority	68	50	61	70	66	73	77	69
... residential streets	Top/high priority	38	24	33	29	48	44	45	30

How high a priority for road safety is making the roads	Top/high priority	76	70	71	72	82	85	82	79
better for...pedestrians									
... cyclists	Top/high priority	77	76	74	79	84	87	75	81

## Demographic tables: Selected results by age<sup>8</sup> and gender

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
<i>Sample size</i>		1650	908	742	188	362	571	528
<i>Drivers in sample</i>		1467	785	682	121	332	548	465
<b>Attitudes to road safety &amp; enforcement</b>								
Police effort into catching people breaking road safety laws should be...	Increased	44	49	40	35	46	46	48
<b>Alcohol-impaired driving</b>								
Not much chance of an accident when driving after drinking if careful	Agree/strongly agree	8	7	9	5	9	6	10
The risk of being caught drinking and driving is small	Agree/strongly agree	38	36	40	35	37	38	42
Have driven while slightly intoxicated in last 12 months (% drivers)	Yes	23	15	31	27	27	23	15
<b>Compulsory breath testing</b>								
Compulsory breath testing helps lower the road toll	Agree/strongly agree	77	75	79	75	74	80	78
Can tell where checkpoints will be	Agree/strongly agree	37	38	36	42	37	41	27
If driving late at night, there is a good chance of being stopped at checkpoint	Agree/strongly agree	51	50	52	46	43	54	59
<b>Speed</b>								
Enjoy driving fast on open road (%drivers)	Like/like very much	39	34	43	52	43	37	29
Not much chance of an accident when speeding if careful	Agree/strongly agree	17	14	20	24	13	15	18
The risk of being caught speeding is small	Agree/strongly agree	29	28	30	28	28	26	35

<sup>8</sup> More detailed age breakdowns are available on request.

Enforcing the speed limit helps to lower the road toll	agree Agree/strongly agree	77	78	77	69	78	78	83
<b>Speed cameras</b>								
Using speed cameras helps to lower the road toll	Agree/strongly agree	64	68	60	56	62	64	73
How often do you see speed cameras on your usual roads?	Often/almost always	40	37	43	37	45	44	32

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

Question	Response	Total All NZ	Gender		Age group			
			Female	Male	15-24	25-39	40-59	60+
Sample size		1650	908	742	188	362	571	528
Drivers in sample		1467	785	682	121	332	548	465
<b>General enforcement</b>								
Chance of being stopped for traffic offences other than drink-driving or speeding	Very/fairly likely	37	35	39	35	37	37	38
<b>Safety belts and child restraints</b>								
Effectiveness of safety belts for reducing the road toll	Quite/very effective	95	95	96	89	94	98	98
Risk of being caught not wearing a seatbelt is small	Agree/strongly agree	52	50	54	54	53	53	49
Chance of adult being caught if not wearing safety belt when driving	Very/fairly likely	40	37	42	30	41	41	43
Chance of adult being caught if not wearing safety belt when rear seat passenger	Very/fairly likely	18	19	17	17	16	17	22
Chance of being caught if child under five in back seat not in child restraint	Very/fairly likely	35	38	31	33	37	32	37
<b>Roading</b>								
How safe is the design and standard of roads you use?	Very/fairly safe	84	84	83	88	85	80	84
To achieve higher levels of road safety, how important would it be to improve road engineering and design?	Very/ fairly important	96	97	94	93	96	98	94
What priority for safety engineering improvements to ...								
... motorways	Top/high priority	73	76	70	67	70	77	74
... open road State Highways	Top/high priority	83	83	84	68	85	88	87
... other open roads	Top/high priority	64	67	60	58	62	69	64
... major roads in towns and cities	Top/high priority	68	71	65	71	68	69	64
... residential streets	Top/high priority	38	40	36	34	39	39	39
How high a priority for road safety is making the roads better for...								
... pedestrians	Top/high priority	76	80	71	80	73	81	68

... cyclists	Top/high priority	77	80	73	74	74	82	76
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