

MINO-1102 – Public Attitudes Survey

17 June 2024

The advice on the Public Attitudes Survey has been sought internally so we can better respond to questions at the Minister's officials meeting on Monday 17 June 2024.

NZ Transport Agency Waka Kotahi (NZTA) response:

When did this Survey first start (noting the gap around the early 2020s)? and is it ongoing?

- 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. The Ministry of Transport conducted the survey from 2005 until 2016, which is the foundation of the new survey programme under NZTA.
- Most of the survey questions have been in use since 2016. There have been some changes to wording over time, for example changing from 'speed cameras' to 'safety cameras' in this year's questions.
- From 2020 to 2022, during the COVID-19 pandemic, the new NZTA survey was carried out using telephone interviewing, which included some additional questions related to ticketing and enforcement. The questions from 2020 to 2022 changed year on year as the surveys moved from two 20-minute survey streams in 2020 to one 25–30-minute survey in 2021, and back to two 20-minute survey streams in 2022. The 2024 survey is based largely on the telephone surveys between 2020 to 2022, with some deletions and additions based on a duration aim of up to 20 minutes.
- In 2024 the annual survey moved to a quarterly schedule to allow for more timely reporting including responses to advertising campaigns and policy changes. Results from the 2022 survey have been included, where applicable, to provide trend comparisons to 2022.

Additional context to the questions on 30km/h speed limits

- A total of 52 percent support 30km/h speed limits in urban centres, a speed limit which ensures vehicle collisions with pedestrians and cyclists are usually survivable. Our key messages acknowledge as your speed increases, you have less time to react. A small change in speed can make a big difference to the outcome of a crash. When speeds are safe for the road, simple mistakes are less likely to end in a serious or fatal crash. The risk of death and serious injury approximately doubles between 30km/h and 40km/h and doubles again from 40km/h to 50km/h.

The Survey results document needs the latest branding

- We have updated the branding of the survey. See updated document here: <https://infohub.nzta.govt.nz/otcs/cs.dll/link/63123174> (also attached).

Noted by Minister