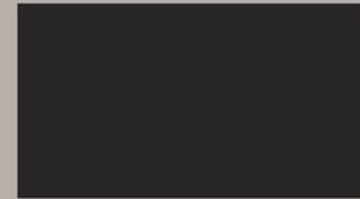











Public Attitudes to Road Safety

Q2 Apr-Jun 2024 report

Provided: August 2024



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01

Background

Background and Methodology overview

Background

Up to 2016: The previous MoT Public Attitudes to Road Safety Survey was conducted using face-to-face interviews of 35 minutes duration.

2020 to 2022: In 2020, due to COVID-19 restrictions, the new Waka Kotahi survey was conducted using computer assisted telephone interviewing (CATI). The survey continued to be conducted via CATI in 2021 and 2022. Each survey was conducted annually, with either one or two streams, and with a sample of n = 1,665 per stream.

In 2022, a parallel survey to the CATI fieldwork was also conducted using online interviewing. The results were used to understand the potential implications of transitioning the Attitudes to Road Safety Survey from CATI to online surveying.

2024: In 2024, the Attitudes to Road Safety Survey has been transitioned to a continuous, online survey with an annual sample of n = 6,660.

The new approach provides the following benefits:

- A larger annual sample provides more robust comparisons for trends year on year than can be achieved via CATI.
- Quarterly fieldwork allows for more timely reporting including responses to advertising campaigns and policy changes.
- Continuous fieldwork allows for seasonal changes to be reflected in the data.

This is the first quarterly report for the new online survey. Results from the 2022 online survey have been included, where applicable, to provide trend comparisons to 2022.

Methodology

Respondent definition and sample size:

Respondent definition: New Zealanders aged 16 years and over

n = 6,660 surveys annually using the consumer online panels My2Cents and ConsumerLink

Ongoing fieldwork with quarterly quotas (n = 1,665 per quarter)

Better Together sample boost – June / July 2024: Wellington n = 200, Canterbury n = 160, Nelson / Marlborough / Tasman n = 40

Strict quotas are placed at interviewing for region with a minimum of 100 interviews per region.

Broad target quotas are placed for gender and age. Auckland – gender by age and ethnicity, Rest of NZ – gender by age and ethnicity.

Fieldwork:

Q2 2024 fieldwork was conducted between 13th May and 30th June 2024.

Q1 2024 fieldwork was conducted between 24th January and 12th February 2024.

Average interview duration: 20 minutes

Data weighting and analysis:

Survey data is weighted by region, gender by age – Auckland and Rest of NZ, ethnicity (European / Māori / Pacific peoples / Asian peoples) – Auckland and Rest of NZ

Statistical testing between time periods and groups is undertaken at the 95% confidence level.

Respondent profile (weighted)

%	Jan-Mar 2024	Apr-Jun 2024
Gender		
Male	49	49
Female	51	51
Another gender	<0.5	<0.5
Age		
16 to 19 years	6	6
20 to 24 years	10	9
25 to 34 years	18	18
35 to 44 years	16	16
45 to 54 years	17	17
55 to 64 years	15	15
65 plus years	19	19
Ethnicity		
NZ European / European	71	71
Māori	14	14
Pacific peoples	7	7
Asian peoples	15	15
New Zealander / Kiwi	1	1
Other	1	1
Refused	2	2

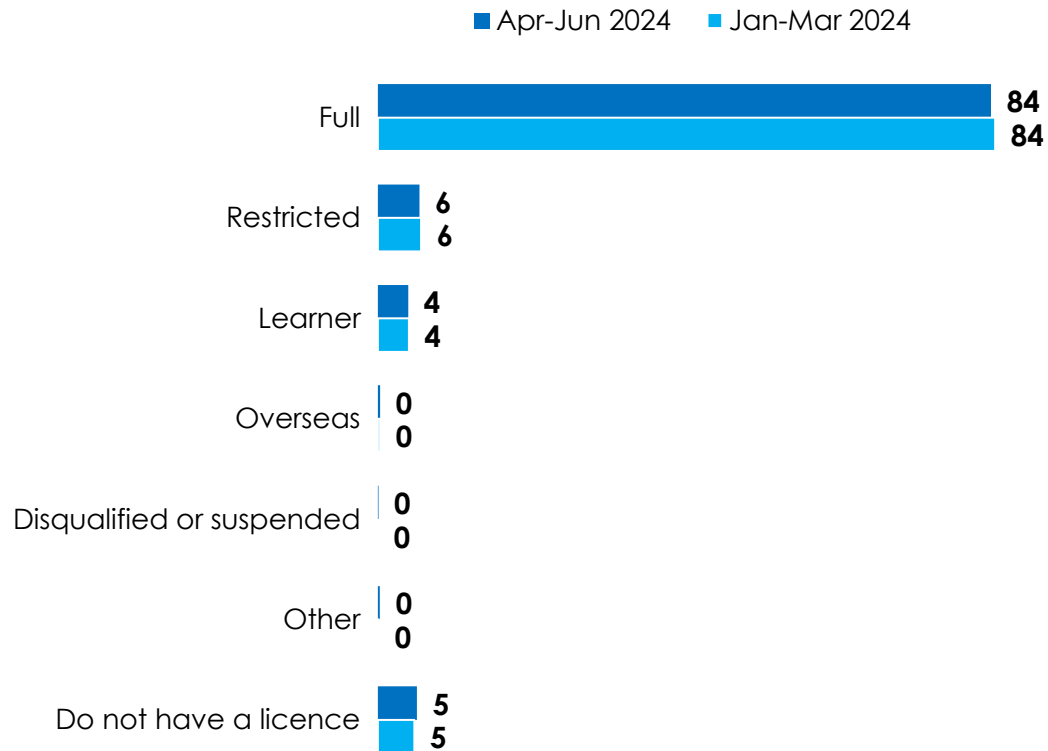
%	Jan-Mar 2024	Apr-Jun 2024
Region		
Northland	4	4
Auckland	33	33
Waikato	10	10
Bay of Plenty	6	6
Gisborne	1	1
Hawke's Bay	3	3
Taranaki	2	2
Manawatu-Wanganui	5	5
Wellington	11	11
Marlborough	1	1
Nelson	1	1
Tasman	1	1
West Coast	1	1
Canterbury	13	13
Otago	5	5
Southland	2	2
Where live		
A central city area	16	12
A suburban area	56	58
A town	14	16
Rural area (within 5 km of a town)	7	6
Rural area (> 5 km from a town)	6	7
Not certain	1	1

%	Jan-Mar 2024	Apr-Jun 2024
People in household aged 16+		
One	21	21
Two	46	47
Three	15	14
Four or more	12	13
I do not want to answer	5	5
Children under 5 in household		
Yes	15	13
No	84	86
I do not want to answer	1	1
Annual personal income before tax		
Under \$20,000	9	10
\$20,001 - \$40,000	14	17
\$40,001 - \$60,000	14	14
\$60,001 - \$80,000	16	15
\$80,001 - \$100,000	16	12
Over \$100,000	16	17
I do not want to answer	13	14

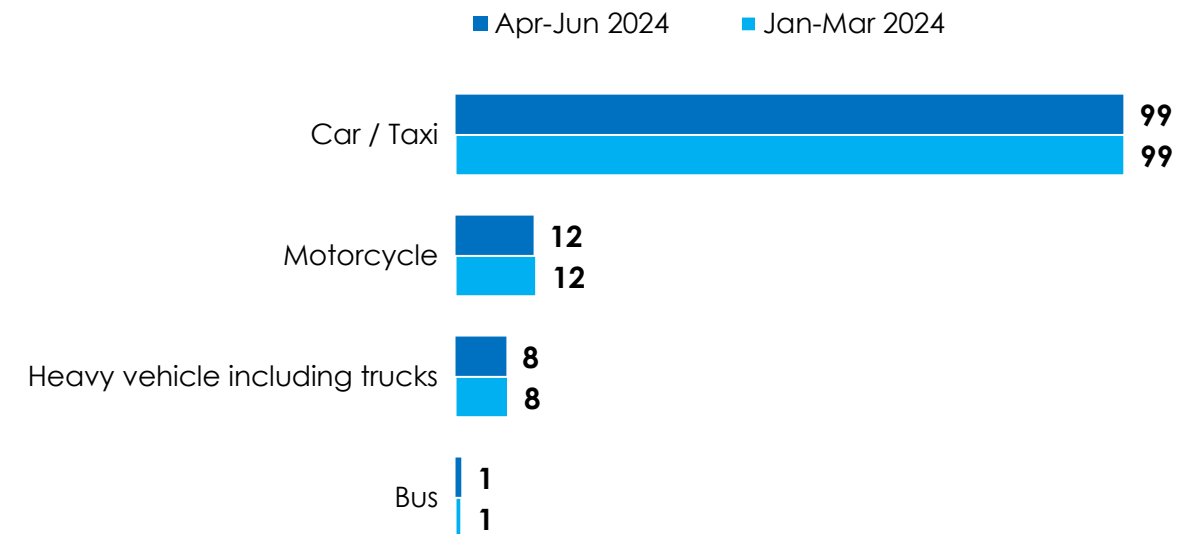
Ninety-five percent of respondents had a licence, typically being a full licence. This was most commonly for a car / taxi but there was a mix of motorcycle, heavy vehicle and bus licences.

Respondent profile

Licence type (% among Total NZ)



Type of vehicle the licence is for (% among those with a driver's licence)

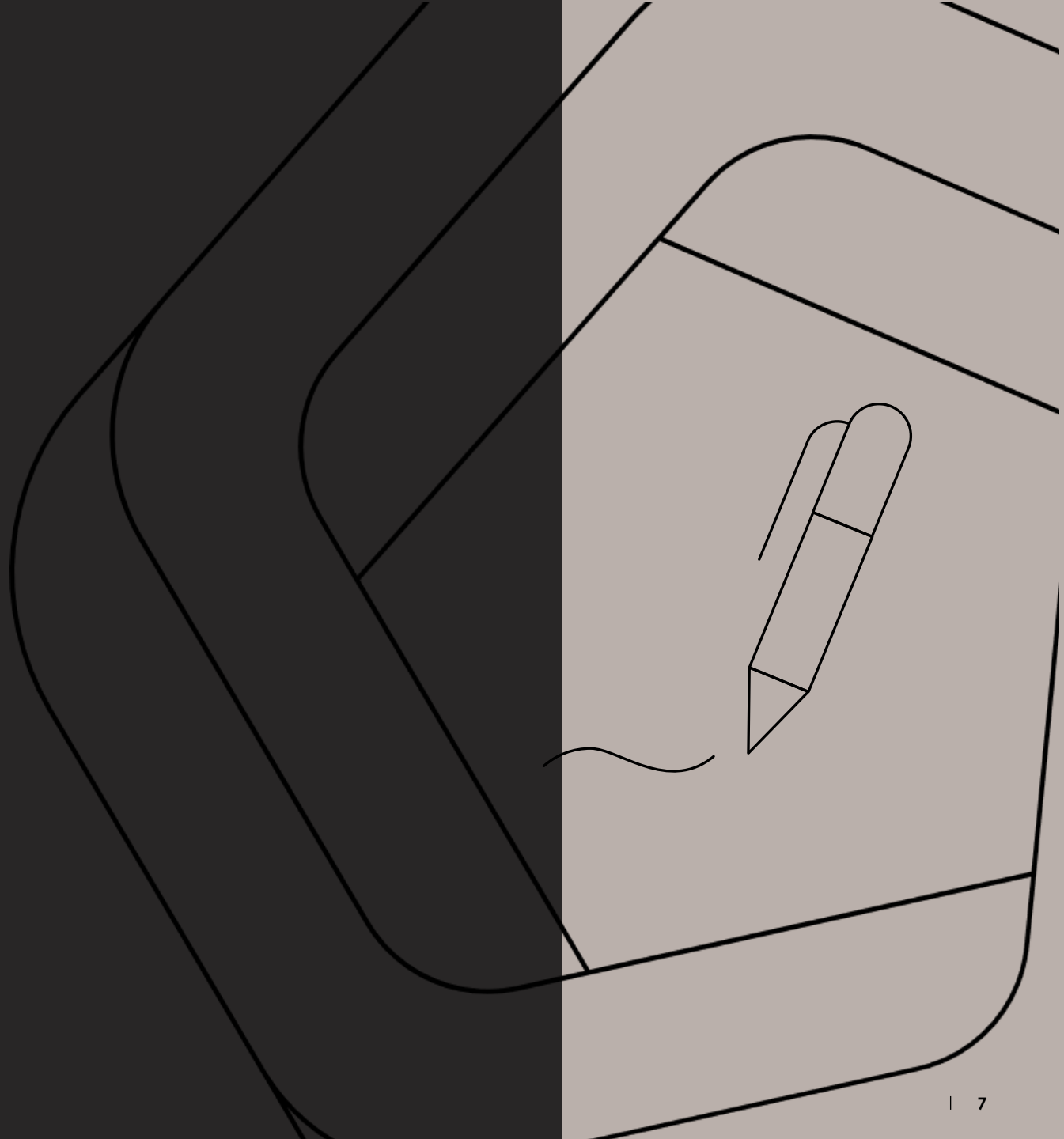


Source: Q1b What type of vehicle or vehicles is your licence for?

Q1c Is it a New Zealand full, restricted or learner licence, or some other type such as overseas or limited?

02

Detailed summary



Key insights



General attitudes to enforcement: Seven in ten New Zealanders (69%) support greater police presence and half (53%) think more effort should be put into catching people breaking road safety laws. Slightly more people think penalties should be increased (48%) than stay the same (41%). Views are divided between whether the amount of publicity and advertising should stay the same (43%) or be increased (46%).



Speeding: Most New Zealanders (91%) support lower speed limits (40km/h or lower) around schools in urban areas. Three in five (62%) support lowering speed limits in high risk areas, and half (52%) support 30km/h speed limits in urban centres.

One in two think safety cameras help to reduce road deaths and 54% currently support more safety cameras. Views are mixed however towards the likelihood of getting a ticket if speeding, and the severity of speeding penalties. The perceived chance of getting a speed ticket on the open road is higher for a safety camera than for a Police Officer only.



Alcohol impaired driving: Two in five drivers report having been stopped at an alcohol checkpoint in the past 12 months. Views are mixed towards the likelihood of being caught drinking and driving, and three in five think that the penalties are not very severe if you are caught. Although three in four think that compulsory breath testing helps reduce road deaths, views are mixed towards the effectiveness of our drink-driving laws in doing this.



Drug impaired driving: Among those with a driver's licence, eight percent this quarter claim to have driven while affected by either prescription drugs or other drugs in the past 12 months. Four percent of New Zealanders claim to having driven within an hour of using cannabis. Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught but more still think it's unlikely (46%) than likely (31%) overall.



Seatbelts: Nine in ten New Zealanders think that seatbelt enforcement helps to reduce road deaths. However, almost as many think it is unlikely (37%) as likely (42%) for people not wearing a seatbelt to get a ticket, and almost half think that the penalties are not very severe if you are caught.



Fatigue: One in four drivers have experienced fatigue when driving long distances over the last 12 months, 15% while driving to or from work and 10% as part of work. Two in five drivers (42%) claim to be at least fairly likely to pull over and nap if drowsy while driving, however one in three are unlikely to.



Driver distraction: Three in five drivers claimed to have used hands-free phone calling in the past month, 22% to have made hand-held phone calls and 37% to have texted while driving. Fifteen percent claim to have checked or replied to social media, down from 19% last quarter. Only one in three (36%) think people who use hand-held mobile phones or text while driving are likely to get a ticket and only 16% of New Zealanders think someone is likely to be caught by Police.



Vehicle safety: Around four in five drivers believe that car safety features can help make a difference in both avoiding a crash and preventing injuries. Three in five know the star safety rating of their car, but it is important to seven in ten that their car has a high rating.



Safety of travelling: Nine in ten New Zealanders think it's at least fairly safe for drivers and passenger in urban areas, four in five think it's safe to walk and around two in three think it's safe to cycle. However, only 38% think it's safe to walk on rural roads and 35% to cycle. There has been a slight decline this quarter in the perceived safety of riding a motorcycle to 37% and a scooter to 33%. After being given a definition of the Safe System approach, four in five New Zealanders support the approach and only 5% oppose it.

Summary – 1 of 5



General attitudes to enforcement

Effort put into catching people: Just over half New Zealanders (53%) think more effort should be put into catching people breaking road safety laws, being slightly lower than last quarter (at 57%). Few think it should be decreased (5%) and two in five (37%) think it should remain about the same.

Police presence: Seven in ten New Zealanders (69%) support greater police presence to catch people breaking road safety laws. There is only a low level of opposition at 8% this quarter.

Penalties: Views remain mixed towards whether the penalties for breaking road safety laws should be increased (48%) or remain the same (41%). Few (5%) think penalties should be decreased.

Publicity and advertising: Public sentiment remains divided towards whether the amount of publicity and advertising about road safety should be increased (46%) or remain the same as it is now (43%). Few (7%) think the amount should be decreased.

Likelihood of being stopped: Although more New Zealanders think it is unlikely (43%) than likely (17%) for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by police this is lower than last quarter (49%).

Likelihood of being ticketed for not stopping at red traffic lights: Perceptions that people who do not stop at red traffic lights are likely to get a ticket have strengthened this quarter. Half (50%) currently think this is likely and one in three (34%) think it is unlikely.

Support for wire rope median barriers: Two in three New Zealanders (66%) support more wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line. There is a low level of opposition at 13% this quarter.



Speed and speed enforcement (1 of 2)

Driving fast: Views towards driving fast on the open road are mixed, with one in three surveyed New Zealanders enjoying driving fast and 27% disliking it. Males aged under 16 to 44, and females aged 16 to 19 years, more commonly enjoy driving fast along the open road.

Driving over the speed limit: Three in five continue to think it's acceptable to drive at 5km/h over the speed limit and only one in five (19%) do not consider this to be acceptable this quarter. This reduces to one in four (27%) considering it acceptable to drive at 10km/h over the speed limit, being higher among males aged 20 to 44, and 55% disagreeing. Almost three in five people (56%) feel at least somewhat unsafe as a passenger when the driver exceeds 10km/h over the speed limit.

Impact of speed on chance of a crash and injuries: Almost four in five New Zealanders (78%) understand that the higher the speed you are travelling, the greater the chance of having a crash. Only a minority disagree at 10%. Almost all New Zealanders (94%) understand that the higher the speed you are travelling, the more serious the injuries you would receive in a crash.

Speed limit around schools: Most New Zealanders (91%) think that the speed limit around schools in urban areas should be 40km/h or lower. This quarter, one in four (25%) think it should be 40km/h, almost half (47%) think it should be 30km/h and 19% think it should be 20km/h.

Support for lowering speed limits: Seven in ten New Zealanders support lowering speed limits around schools in order to improve road safety and three in five (62%) support lowering speed limits in high risk areas. There is only a low level of opposition for each (8% and 16% respectively). Although support is more moderate, twice as many people (52%) support 30 km/h speed limits in urban centres as oppose (24%) this road safety initiative.

Summary – 2 of 5



Speed and speed enforcement (2 of 2)

Attitudes towards speed limits and safety cameras: Around two in three (69%) agree that enforcing speed limits helps to reduce road deaths. Similarly, two in three (68%) agree that safety cameras are effective for reducing the number of people driving over the speed limit. While half (49%) think safety cameras help to reduce road deaths, one in four (24%) do not believe that they help with road death reduction. This quarter, 45% think the way safety cameras are being operated is fair while one in five (19%) disagree. Although slightly lower than last quarter, 54% support more safety cameras to discourage drivers from exceeding the speed limit.

Chance of a speeding ticket if drive past a safety camera on the open road:

One in three think there is a high chance of getting a speeding ticket if you drive past a safety camera on the open road at 105km/h. This increases to three in four (73%) at 110km/h and nine in ten at 115km/h or 120km/h. Those considering the chance to be 'very high' builds with increasing speed.

Chance of a speeding ticket if drive past a Police Officer on the open road:

Only one in four think there is a high chance of getting a speeding ticket if you drive past a Police Officer without a safety camera on the open road at 105km/h. Three in five think the chance is high at 110km/h, four in five at 115km/h and nine in ten at 120km/h. Those considering the chance to be 'very high' builds with increasing speed.

Attitudes towards enforcement: Views are mixed towards the likelihood of people driving over the speed limit getting a ticket in general. Half think this is likely while 28% think it is unlikely, down slightly from last quarter (32%). If you are caught for speeding, 43% think that the penalties are not very severe.

% received a speeding ticket: This quarter, 14% of drivers admit to having personally received a speeding ticket within the last 12 months, being a mix of safety cameras (9%) and from a police officers (6%).



Alcohol-impaired driving and enforcement

Standard drinks comfortable to have before driving: Among those with a driver's licence, few (5%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Around two in five are comfortable having one standard drink and one in five are comfortable having two standard drinks.

% driving while intoxicated: This quarter, 9% of New Zealanders with a driver's licence claim to have driven at least once during the past 12 months while slightly intoxicated.

% stopped at an alcohol checkpoint: Among those with a driver's licence, two in five say they have been stopped at an alcohol checkpoint while driving in the last 12 months.

Likelihood of being stopped and breath tested by type of area: Views are divided towards the likelihood of someone who was driving after drinking to be stopped and breath tested in a large city, with as many thinking it is unlikely (32%) as likely (33%). Only 16% think it is likely on a major highway and 10% on a rural road.

Attitudes towards enforcement: Views are mixed towards the likelihood of someone getting caught if they drink and drive in general. This quarter, 42% agree it is likely while 42% disagree. If you are caught for drinking and driving, three in five think that the penalties are not very severe.

Effectiveness of drink-driving laws: Three in four New Zealanders (76%) agree that compulsory breath testing helps reduce road deaths. However, views are mixed towards the effectiveness of our drink-driving laws in reducing road deaths. As many people think they have little or no effect (45%) as think they are at least quite effective (45%). Few (5%) think that our drink-driving laws are 'very effective'.

Summary – 3 of 5



Drug-impaired driving and enforcement

% driving while affected by pharmacy or other drugs: Among those with a driver's licence, fewer than one in ten (8% this quarter) claim to have driven while affected by prescription, pharmacy or other drugs in the last 12 months. This is most commonly prescription or pharmacy drugs, not in combination with alcohol, at 5%. Males aged 20 to 34 more commonly claim to have driven while affected by some form of drugs.

% driving after cannabis use: Four percent of New Zealanders admit to having driven within an hour after using cannabis in the last 12 months. Of these, two in five claim that the cannabis had at least some effect on their driving.

Likelihood of being caught or tested: Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught. However, more New Zealanders still disagree (46%) than agree (31%) overall. Only one in five (21%) think it is likely that a driver will be tested for drugs at a Police checkpoint, being a slight increase on last quarter, while almost half (46%) think this is unlikely.

Support for compulsory roadside testing for drug use: Three in five New Zealanders support compulsory roadside testing of drivers for drug use and only 15% oppose this safety initiative.



Seat belts

Attitudes towards enforcement: Nine in ten New Zealanders (89%) think that enforcing the use of seat belts helps reduce road deaths, and half are in strong agreement. Views are divided towards the likelihood of people getting a ticket if not wearing a seat belt. As many think this is unlikely (37%) as think it is likely (42%), with those aged 65 plus more commonly thinking it is likely. Almost one in two (46%) think that the penalties for not wearing a seat belt are not very severe even if you are caught.

Restraint use for children: Among respondents who regularly drive with children aged up to 9 years, the majority claim that their youngest child was restrained when last driven. However, three percent of 5 to 6 year olds and five percent of 7 to 9 year olds had no form of restraint when last driven.



Fatigue

Trouble staying awake: Fifteen percent of drivers have had trouble staying awake on at least one occasion in the last 12 months while driving to or from work, and ten percent while driving as part of their work. One in four have had trouble staying awake on a long trip on at least one occasion in the last twelve months. Most commonly, this has only occurred once or twice although 7% experience this occasionally or often.

Likelihood of pulling over to have a short nap when drowsy and driving: Two in five drivers (42%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving, being more common among those aged 55 plus. One in three (35%) think they would be unlikely to pull over and nap.

Summary – 4 of 5



Driver distraction

Mobile use while driving: Three in five drivers (61%) claim to have made hands-free phone calls while driving in the past month and 22% to have made hand-held phone calls. Just under two in five drivers (37%) claim to have texted while driving in the past month. This quarter, fifteen percent of drivers claim to have checked or replied to social media messages while driving in the past month, being a decrease from 19% last quarter.

Attitudes towards mobile use: The majority of New Zealanders (84%) think that it's never acceptable to use a hand-held mobile phone or text while driving.

Attitudes towards enforcement: Views are mixed towards whether people who use hand-held mobile phones or text while driving are likely to get a ticket. Just over one in three (36%) think this is likely, however, 44% disagree, down slightly from 47% last quarter. Only sixteen percent think it is likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police, up slightly from 13% last quarter. One in two consider this to be unlikely.



Vehicle safety

Attitudes towards car safety features: Around four in five drivers understand that car safety features can help to avoid a crash (78%) and prevent injuries in a crash (83%). Views are however divided between whether this makes a large or a slight difference. Fewer think safety features make a 'large difference' in preventing injuries this quarter, decreasing from 46% last quarter to 39%.

Knowledge of car star safety rating: Three in five drivers (57%) know the star safety rating of the car they drive. Typically, those who know the rating of their car report they drive a 4 or 5 star car.

Importance of high star safety rating: Seven in ten drivers (72%) think that it is at least quite important that their car has a high star safety rating. Those that think it is very important is stable at one in three. Only a minority of 6% think it is not important.

Support for additional safety features or higher star safety ratings: Three in five New Zealanders (60%) support additional safety features or higher star safety ratings in cars. Only one in ten oppose this safety initiative.

Summary – 5 of 5



Safety of travelling

Safety of walking: Four in five New Zealanders think it is at least fairly safe to walk on urban streets in their local area (81%), in the town centre (83%) or around local schools (80%). Most however think it is 'fairly' rather than 'very' safe. Just under two in five (38%) think it's safe to walk on rural or open roads outside of town, with almost three in five (55%) thinking this is unsafe.

Safety of cycling: Around two in three New Zealanders think it is at least fairly safe to cycle on urban streets in their local area (64%), in the town centre (65%) and on roads around local schools (69%). However, few (7% to 12%) think it is 'very safe' to cycle in these areas. Only one in three (35%) think it's safe to cycle on rural or open roads outside of town in their local area, with three in five thinking this is unsafe.

Safety for drivers and passengers: Just under nine in ten New Zealanders perceive urban streets, the town centre and roads around local schools to be at least fairly safe for drivers and passengers and three in four think rural or open roads outside of town are at least fairly safe. Typically, these areas are considered to be 'fairly' rather than 'very' safe.

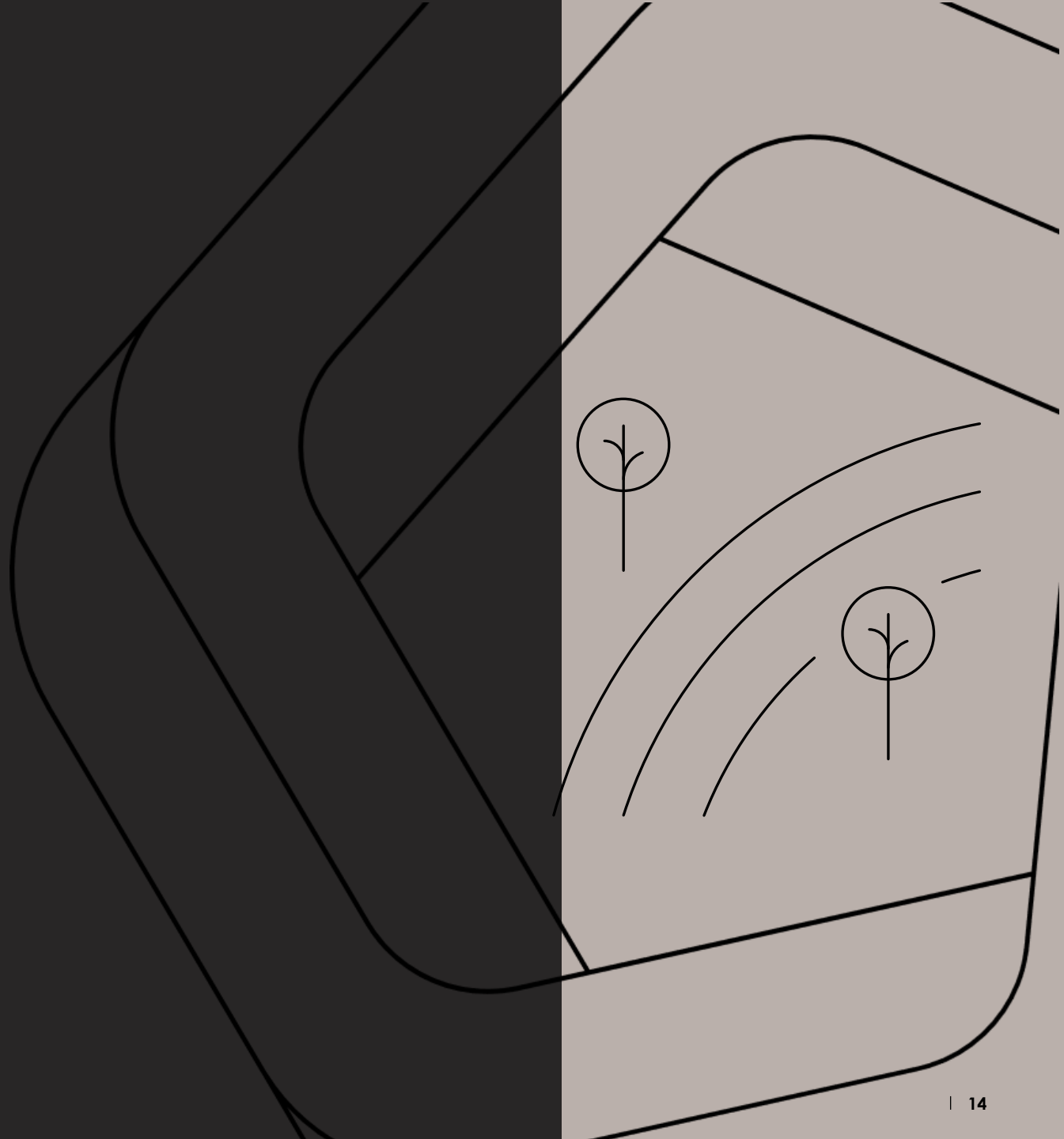
Safety or riding a motorcycle or scooter: There has been a slight decline this quarter in the perceived safety of riding a motorcycle or scooter. Just under two in five New Zealanders (37%) think it is at least fairly safe to ride a motorcycle and 33% to ride a scooter. Among those with a motorcycle licence, one in two think it's safe to ride a motorcycle.

Safe System approach: After being given a definition of the Safe System approach, four in five New Zealanders support the approach and only 5% oppose it.

Road safety: Two in three New Zealanders are at least slightly concerned about road safety in New Zealand and only one in five are unconcerned. When asked what would make our roads safer for road users, 35% mention an aspect related to road design or maintenance, 24% an aspect related to road users and 20% an aspect related to policing and enforcement. Four in five New Zealanders support the statement that any deaths or serious injuries while travelling on New Zealand roads is unacceptable. Only a minority of 8% oppose this statement.

03

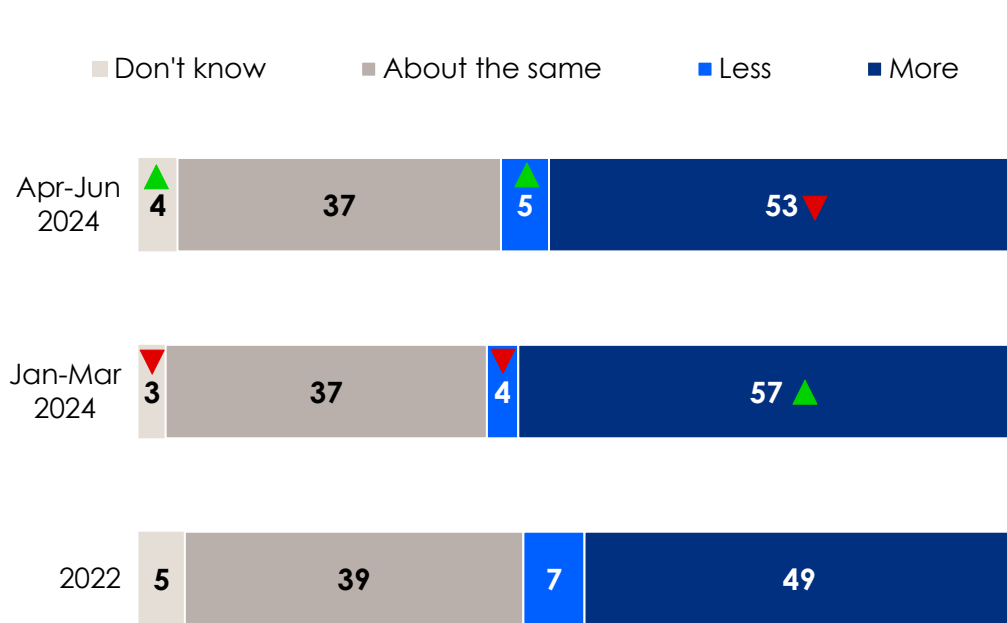
General attitudes to enforcement



Just over half New Zealanders think more effort should be put into catching people breaking road safety laws. Northland and Otago residents, those aged 65 plus, and females aged 16 to 19 or 55 to 64 more commonly think there should be more effort. Only 5% think the effort should be less.

Attitudes towards enforcement (% among Total NZ)

Should the effort put into catching people breaking road safety laws be ...



Groups which more commonly think the effort should be... (Jan-Jun 2024)

	Less (5%)	More (55%)
Region	-	Northland (67%) Otago (62%)
Urban / Rural	Rural area (more than 5 km from a town) (8%)	A central city area (59%)
Gender by Age	Male – 20 to 24 (12%) Male - 25 to 34 (8%) Male – 35 to 44 (7%) Male – 55 to 64 (8%)	Male – 65 plus (68%) Female – 16 to 19 (66%) Female – 45 to 54 (65%) Female – 55 to 64 (64%) Female – 65 plus (64%)
Ethnicity	Asian peoples (6%)	Pacific peoples (61%)
Occupation	White collar (5%)	Retired (64%)
Personal income	Over \$100,000 (6%)	-
Driver's Licence	Restricted (8%)	-
Licence Class	-	-

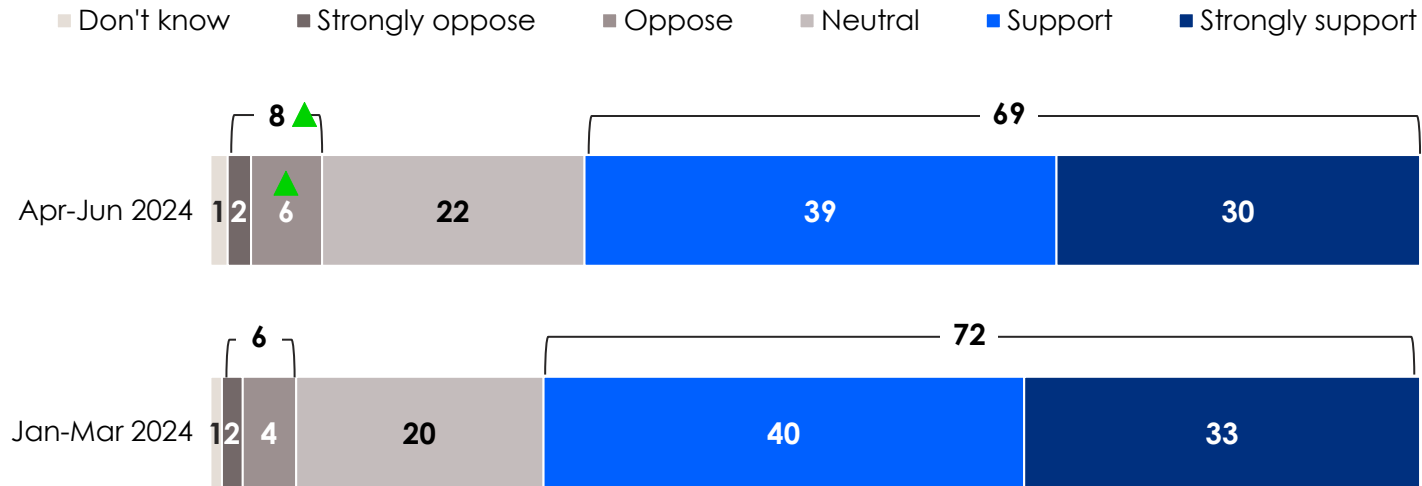
Source: Q7a Should the effort put into catching people breaking road safety laws be more, less or about the same as it is now?

Base: Total New Zealand Apr-Jun 2024 n = 1,999 | Jan-Mar 2024 n = 1,806 | 2022 n = 1,672

Seven in ten New Zealanders support greater police presence to catch people breaking road safety laws. Northland and Hawke’s Bay residents, males aged 65 plus and females aged 45 plus more commonly support greater police presence. There is only a low level of opposition at 8% this quarter.

Support for road safety initiatives (% among Total NZ)

Greater police presence to catch people breaking road safety laws



Groups which more commonly support (Jan-Jun 2024)

Support / Strongly support (71%)

Region	Northland (79%) Hawke's Bay (82%)
Urban / Rural	-
Gender by Age	Male – 65 plus (81%) Female – 45 to 54 (82%) Female – 55 to 64 (82%) Female – 65 plus (87%)
Ethnicity	NZ European / European (72%) Pacific peoples (80%)
Occupation	Retired (84%)
Personal income	Up to \$40,000 (74%)
Driver's Licence	Full (72%)
Licence Class	-

Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?

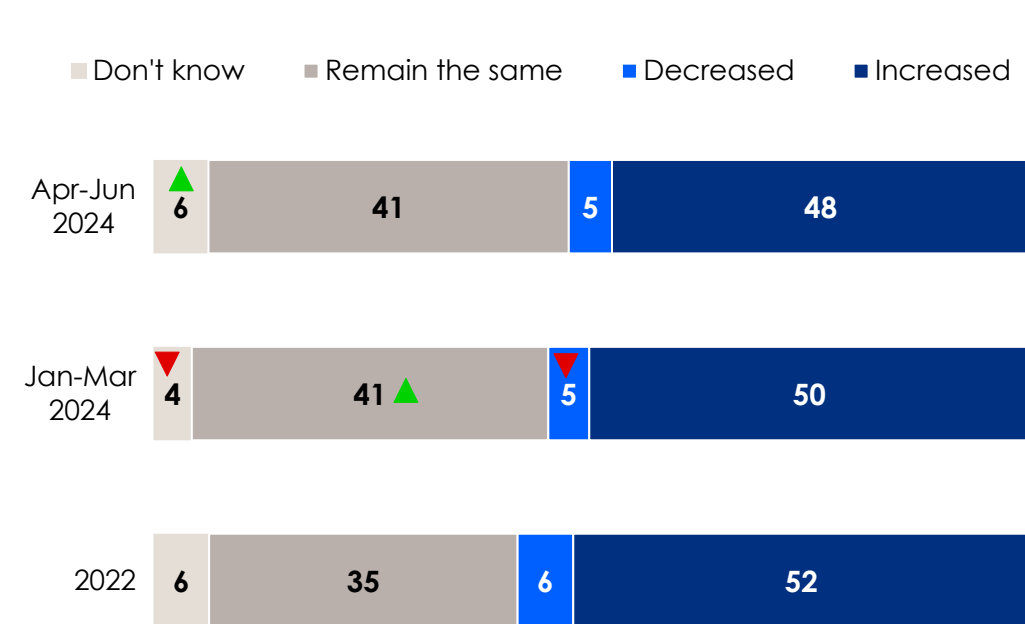
Base: Total New Zealand Apr-Jun 2024 n = 1,999 | Jan-Mar 2024 n = 1,806

▲ = Significantly higher than previous period at 95% CL
▼ = Significantly lower than previous period at 95% CL

One in two New Zealanders (48%) think the penalties for breaking road safety laws should be increased. Northland and Hawke’s Bay residents, males aged 65 plus, and females aged 55 plus more commonly think penalties should be increased. Only 5% think penalties should be decreased.

Attitudes towards enforcement (% among Total NZ)

Should penalties for breaking road safety laws be...



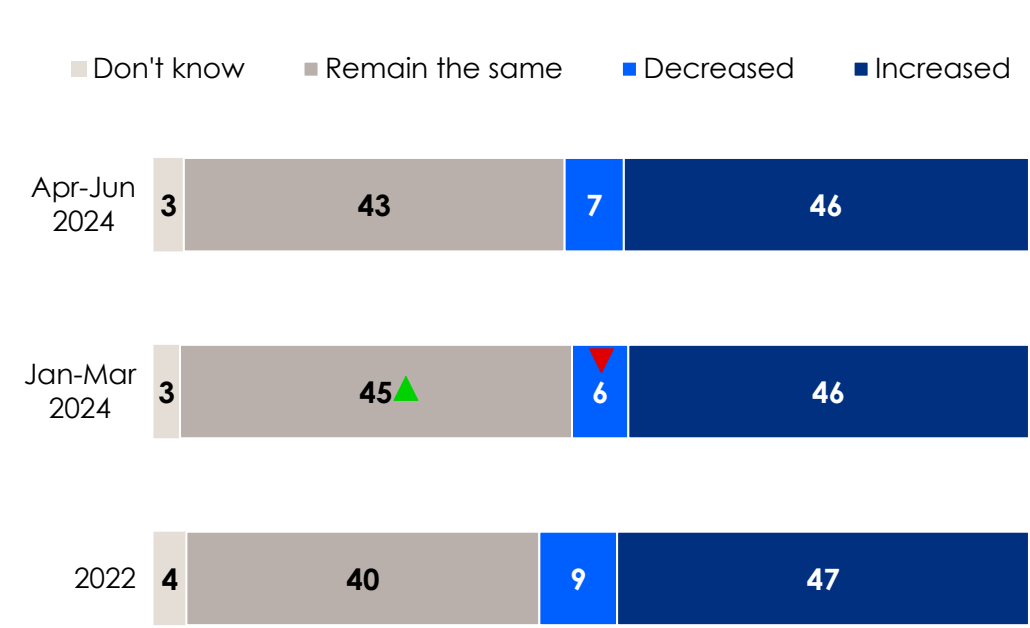
Groups which more commonly think penalties should be... (Jan-Jun 2024)

	Decreased (5%)	Increased (49%)
Region	Auckland (7%)	Northland (60%) Hawke's Bay (58%)
Urban / Rural	Rural area (more than 5 km from a town) (8%)	A suburban area (51%)
Gender by Age	Male – 20 to 24 (15%)	Male – 65 plus (63%) Female – 55 to 64 (58%) Female – 65 plus (61%)
Ethnicity	Māori (7%) Asian peoples (7%)	-
Occupation	Blue collar (7%) Not in employment (7%)	Retired (62%)
Personal income	\$40,001 to \$60,000 (7%)	-
Driver's Licence	Restricted (12%)	Do not have a licence (58%)
Licence Class	-	-

Public sentiment is divided towards whether the amount of publicity and advertising about road safety should be increased (46%) or remain the same as it is now (43%). Few (6%) think the amount should be decreased.

Attitudes towards enforcement (% among Total NZ)

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



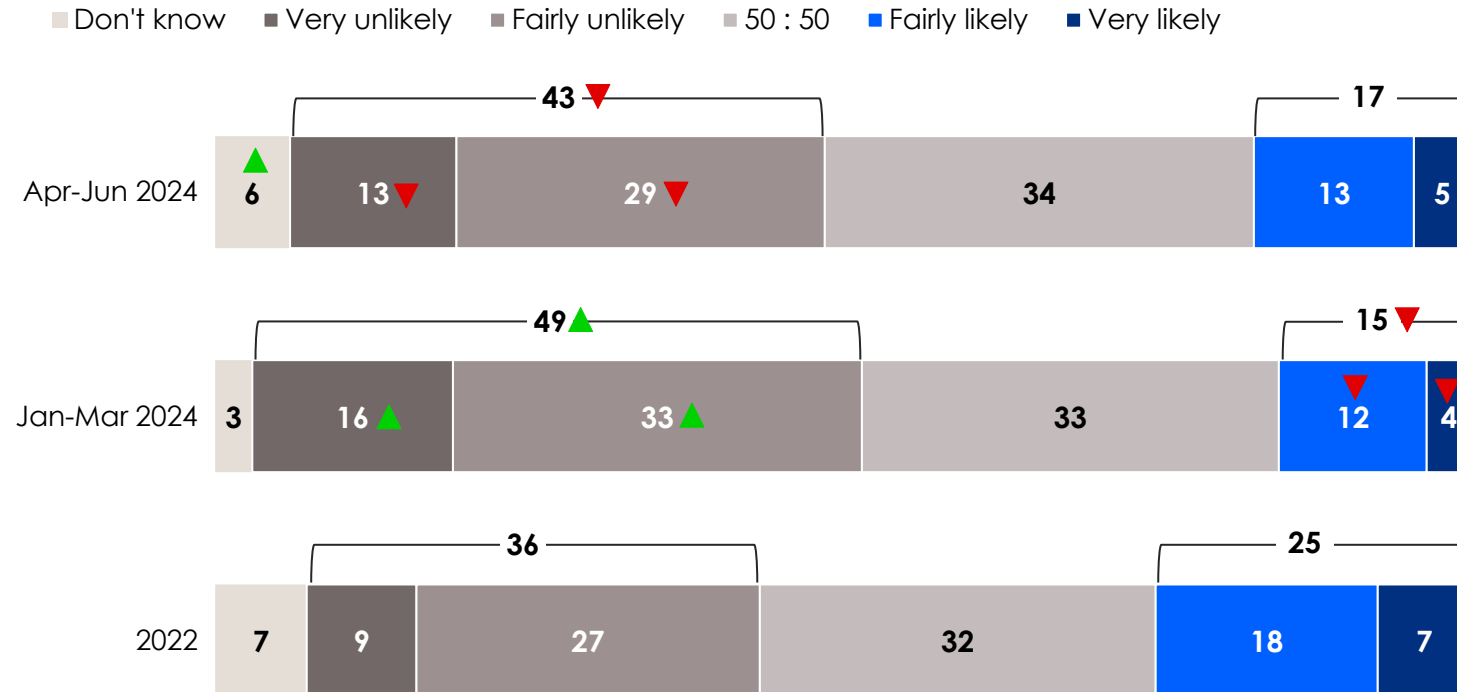
Groups which more commonly think the amount of publicity and advertising should be... (Jan-Jun 2024)

	Decreased (7%)	Increased (46%)
Region	Waikato (9%)	Manawatū-Whanganui (53%)
Urban / Rural	Rural area (within 5 km of a town) (12%) Rural area (more than 5 km from a town) (10%)	A central city area (51%)
Gender by Age	Male – 20 to 24 (10%) Male – 35 to 44 (10%) Male – 45 to 54 (11%) Male – 55 to 64 (13%)	Female – 16 to 19 (69%) Female – 20 to 24 (60%)
Ethnicity	-	Māori (53%) Pacific peoples (61%) Asian peoples (55%)
Occupation	-	Not in employment (52%) Student (58%)
Personal income	Over \$100,000 (10%)	Up to \$40,000 (53%)
Driver's Licence	-	Do not have a licence (57%) Learner (59%)
Licence Class	Motorcycle (12%) Heavy vehicle (11%)	-

Although 43% of New Zealanders agree it is unlikely for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by police this is lower than last quarter. Only 17% think it is likely, being more common among males aged 16 to 24, Pacific peoples and Asian peoples.

Attitudes towards enforcement (% among Total NZ)

Likelihood of a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police



Groups which more commonly think it is likely (Jan-Jun 2024)

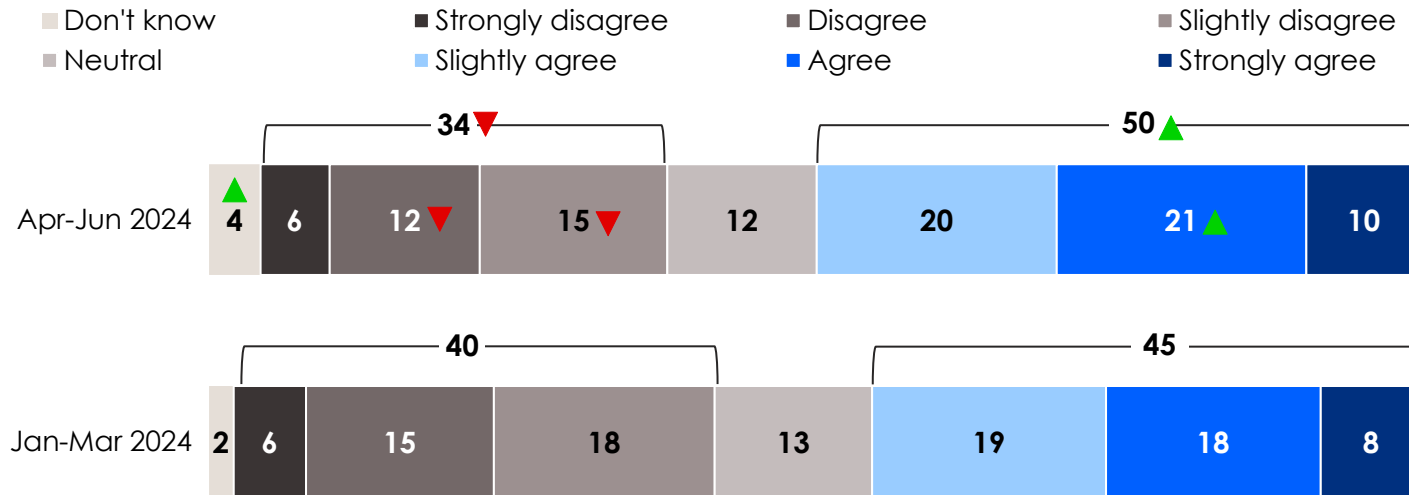
Fairly likely / Very likely (16%)

Region	Auckland (19%)
Urban / Rural	A central city area (20%)
Gender by Age	Male – 16 to 19 (26%) Male – 20 to 24 (22%)
Ethnicity	Pacific peoples (26%) Asian peoples (23%)
Occupation	-
Personal income	\$40,001 to \$60,000 (20%) \$60,001 to \$80,000 (20%)
Driver's Licence	Do not have a licence (24%)
Licence Class	-

Perceptions that people who do not stop at red traffic lights are likely to get a ticket have strengthened this quarter. Half currently think this is likely and one in three think it is unlikely.

Attitudes towards speeding and enforcement (% among Total NZ)

People who do not stop at red traffic lights are likely to get a ticket



Groups which more commonly agree (Jan-Jun 2024)

Slightly agree / Agree / Strongly agree (48%)

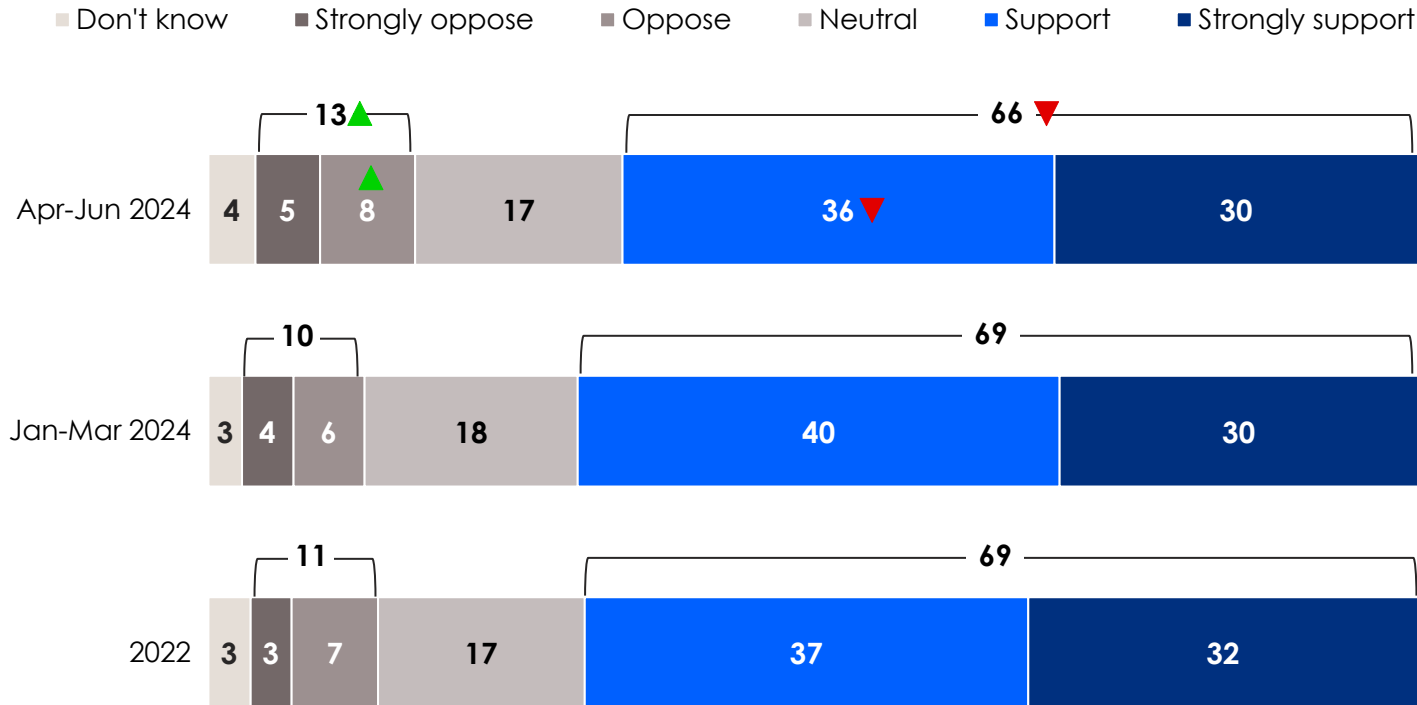
Region	-
Urban / Rural	-
Gender by Age	Male – 20 to 24 (56%) Female – 16 to 19 (67%) Female – 20 to 24 (66%) Female – 65 plus (54%)
Ethnicity	Asian peoples (59%)
Occupation	-
Personal income	Up to \$40,000 (54%) \$50,001 to \$60,000 (53%)
Driver's Licence	Do not have a licence (57%) Learner (57%) Restricted (56%)
Licence Class	-

Source: Q89 Do you agree or disagree with the following statements?
Base: Total New Zealand Apr-Jun 2024 n = 1,999 | Jan-Mar 2024 n = 1,806

Two in three New Zealanders support more wire rope median barriers on rural roads. Auckland, Wellington and Canterbury residents, and those living in a central city or suburban area more commonly support this road safety initiative. There is a low level of opposition at 13% this quarter.

Support for road safety initiatives (% among Total NZ)

More wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line



Groups which more commonly support (Jan-Jun 2024)

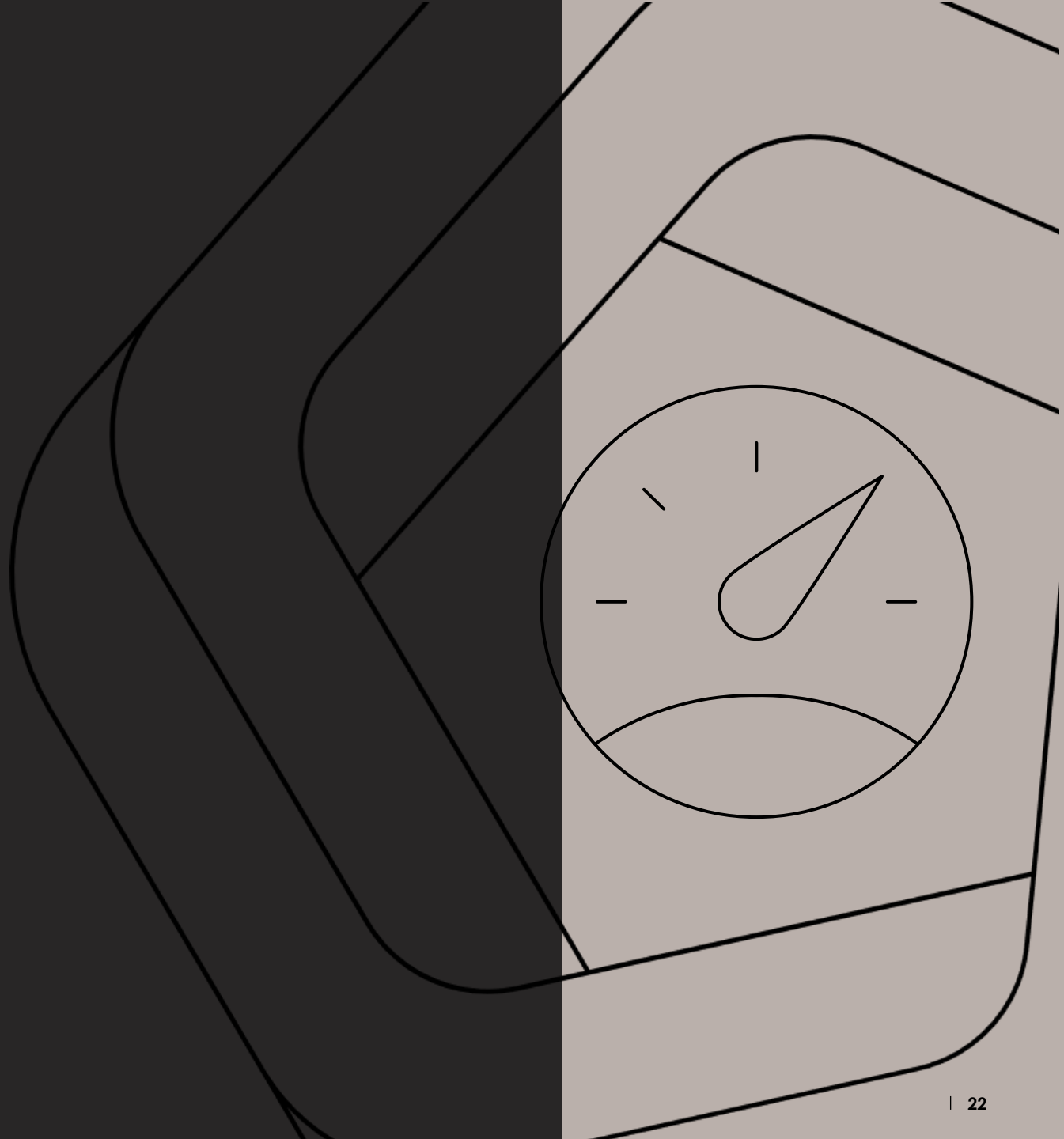
Group	Support / Strongly support (68%)
Region	Auckland (72%) Wellington (72%) Canterbury (72%)
Urban / Rural	A central city area (72%) A suburban area (71%)
Gender by Age	Female – 25 to 34 (72%)
Ethnicity	Pacific peoples (75%)
Occupation	White collar (70%)
Personal income	-
Driver's Licence	Restricted (75%)
Licence Class	-

Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?
 Base: Total New Zealand Apr-Jun 2024 n = 1,999 | Jan-Mar 2024 n = 1,806 | 2022 n = 1,672

▲ = Significantly higher than previous period at 95% CL
 ▼ = Significantly lower than previous period at 95% CL

04

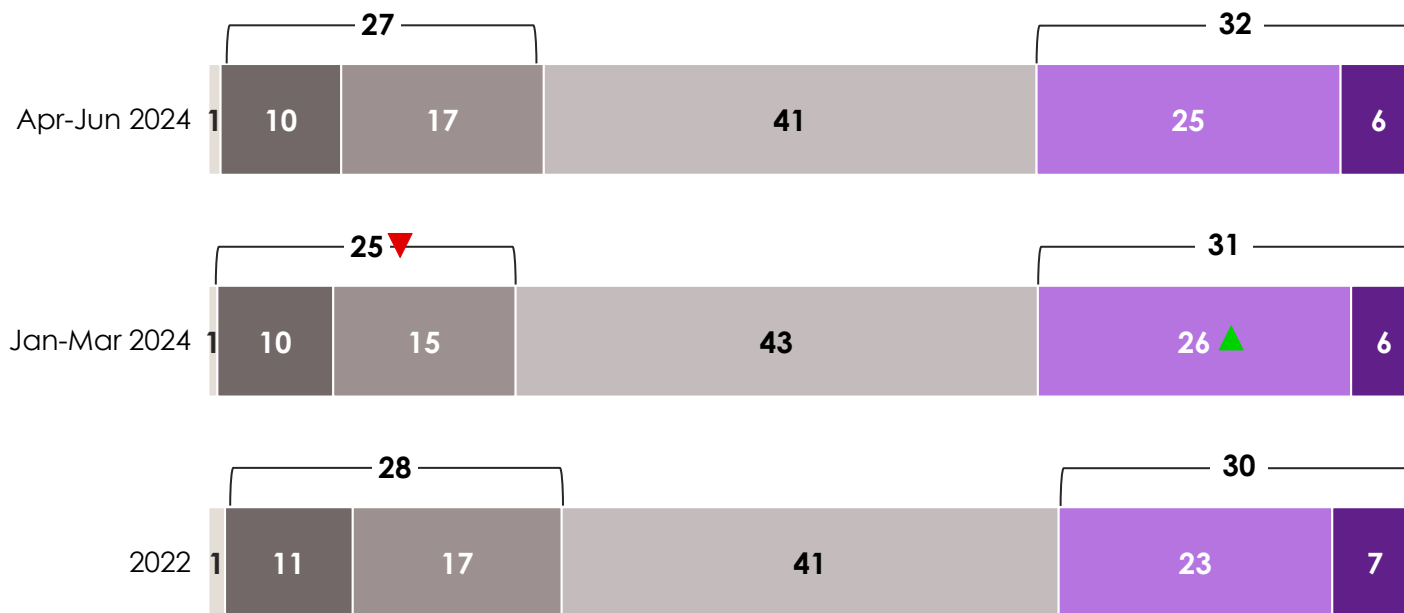
Speed and speed enforcement



Views towards driving fast on the open road remain mixed this quarter, with one in three surveyed New Zealanders enjoying driving fast and 27% disliking it. Males aged under 16 to 44, and females aged 16 to 19 years, more commonly enjoy driving fast along the open road.

Enjoy driving fast along the open road (% among those with a driver's licence)

■ Don't know ■ Not like it at all ■ Not like it very much ■ Neither like nor dislike ■ Like it ■ Like it very much



Groups which more commonly enjoy driving fast along the open road (Jan-Jun 2024)

Like it / Like it very much (31%)

Region	Auckland (35%)
Urban / Rural	A central city area (37%)
Gender by Age	Male – 16 to 19 (53%) Male – 20 to 24 (57%) Male 25 to 34 (49%) Male – 35 to 44 (42%) Female – 16 to 19 (47%)
Ethnicity	-
Occupation	White collar (35%) Blue collar (35%)
Personal income	\$60,001 - \$80,000 (38%) \$80,001 - \$100,000 (36%) Over \$100,000 (36%)
Driver's Licence	-
Licence Class	-
'Through my eyes' ad recall	-

Source: Q23 Open roads are all roads that are outside of towns and cities including state highways and all motorways including those within the city. If you are driving along the open road, do you enjoy driving fast? Do you like it very much, like it, neither like nor dislike, not like it very much or not like it at all?

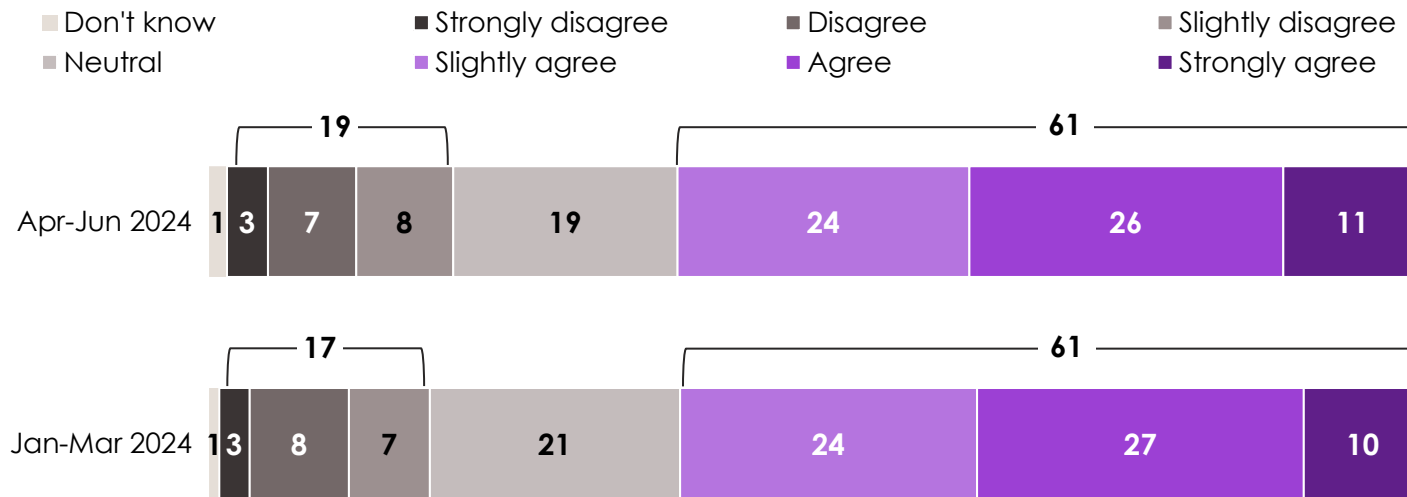
Base: Those with a driver's licence Apr-Jun 2024 n = 1,905 | Jan-Mar 2024 n = 1,725 | 2022 n = 1,590

▲ = Significantly higher than previous period at 95% CL
▼ = Significantly lower than previous period at 95% CL

Three in five New Zealanders think it's acceptable to drive at 5 km/h over the speed limit and only 17% consider this to be unacceptable. Auckland residents, Asian people, those with higher personal income, and some of the 16 to 45 age groups more commonly agree this is acceptable.

Attitudes towards speeding and enforcement (% among Total NZ)

It is acceptable to drive at 5 km/h over the speed limit



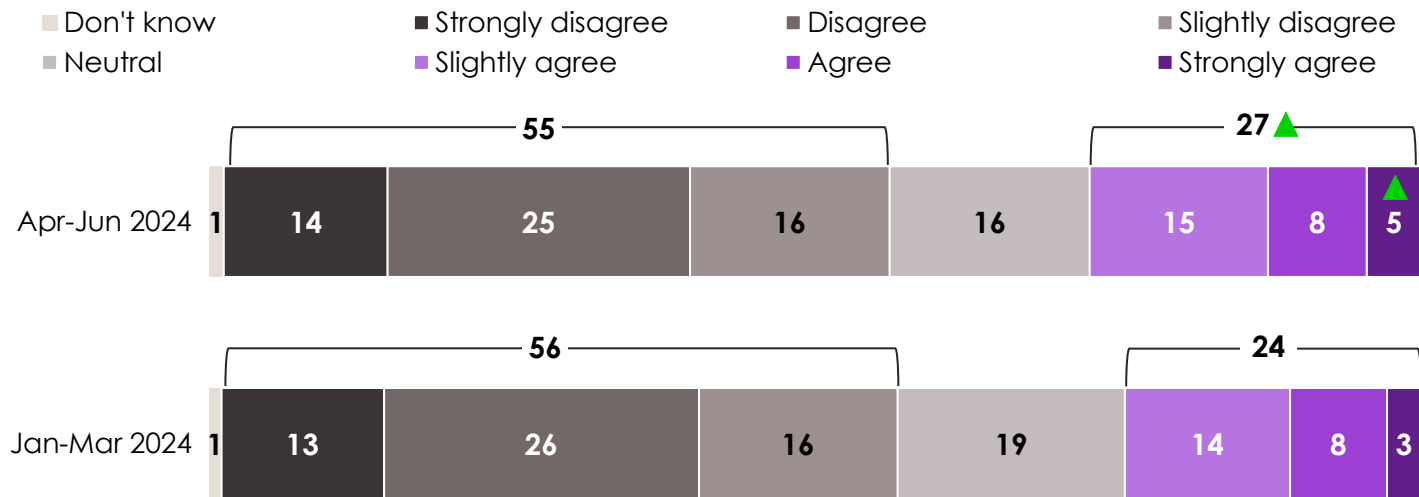
Groups which more commonly agree (Jan-Jun 2024)

Group	Percentage
Slightly agree / Agree / Strongly agree (61%)	
Region	Auckland (66%)
Urban / Rural	-
Gender by Age	Male – 16 to 24 (68%) Male – 35 to 44 (70%) Female – 25 to 34 (71%) Female – 35 to 44 (69%)
Ethnicity	Asian peoples (68%)
Occupation	White collar (66%) Blue collar (67%)
Personal income	\$80,001 - \$100,000 (67%) Over \$100,000 (72%)
Driver's Licence	Full (64%)
Licence Class	Car (63%) Heavy vehicle (68%)
'Through my eyes' ad recall	Recall ad (63%)

Only 27% think it is acceptable to drive at 10km/h over the speed limit, although being slightly higher than last quarter, and 55% disagree. Auckland residents, males aged 20 to 44 and Asian people and those with higher personal income more commonly agree this is acceptable.

Attitudes towards speeding and enforcement (% among Total NZ)

It is acceptable to drive at 10 km/h over the speed limit



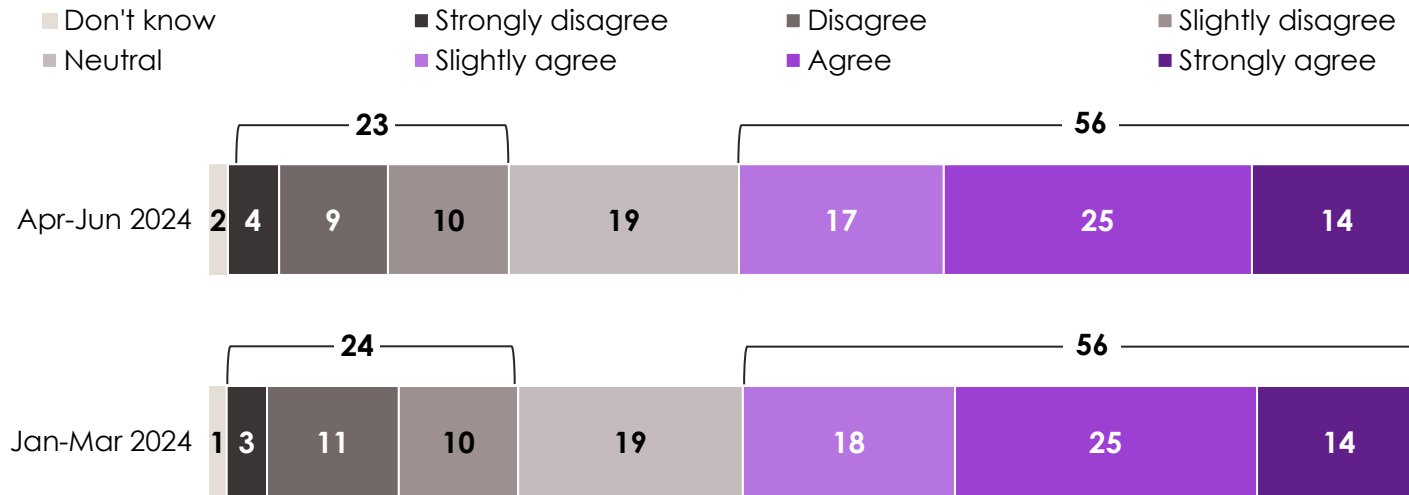
Groups which more commonly agree (Jan-Jun 2024)

	Slightly agree / Agree / Strongly agree (26%)
Region	Auckland (33%)
Urban / Rural	-
Gender by Age	Male – 20 to 24 (41%) Male – 25 to 34 (35%) Male – 35 to 44 (38%)
Ethnicity	Asian peoples (36%)
Occupation	White collar (29%) Blue collar (30%)
Personal income	\$80,001 - \$100,000 (31%) Over \$100,000 (32%)
Driver's Licence	Full (27%)
Licence Class	Car (26%) Bus (45%) Heavy vehicle (35%)
'Through my eyes' ad recall	-

Almost three in five (56%) feel at least somewhat unsafe as a passenger when the driver exceeds 10km/h over the speed limit. This is more common among females aged 45 plus, Pacific peoples and those either without a driver licence or with a learner licence.

Attitudes towards speeding and enforcement (% among Total NZ)

I feel unsafe as a passenger when the driver exceeds 10 km/h over the speed limit



Groups which more commonly agree (Jan-Jun 2024)

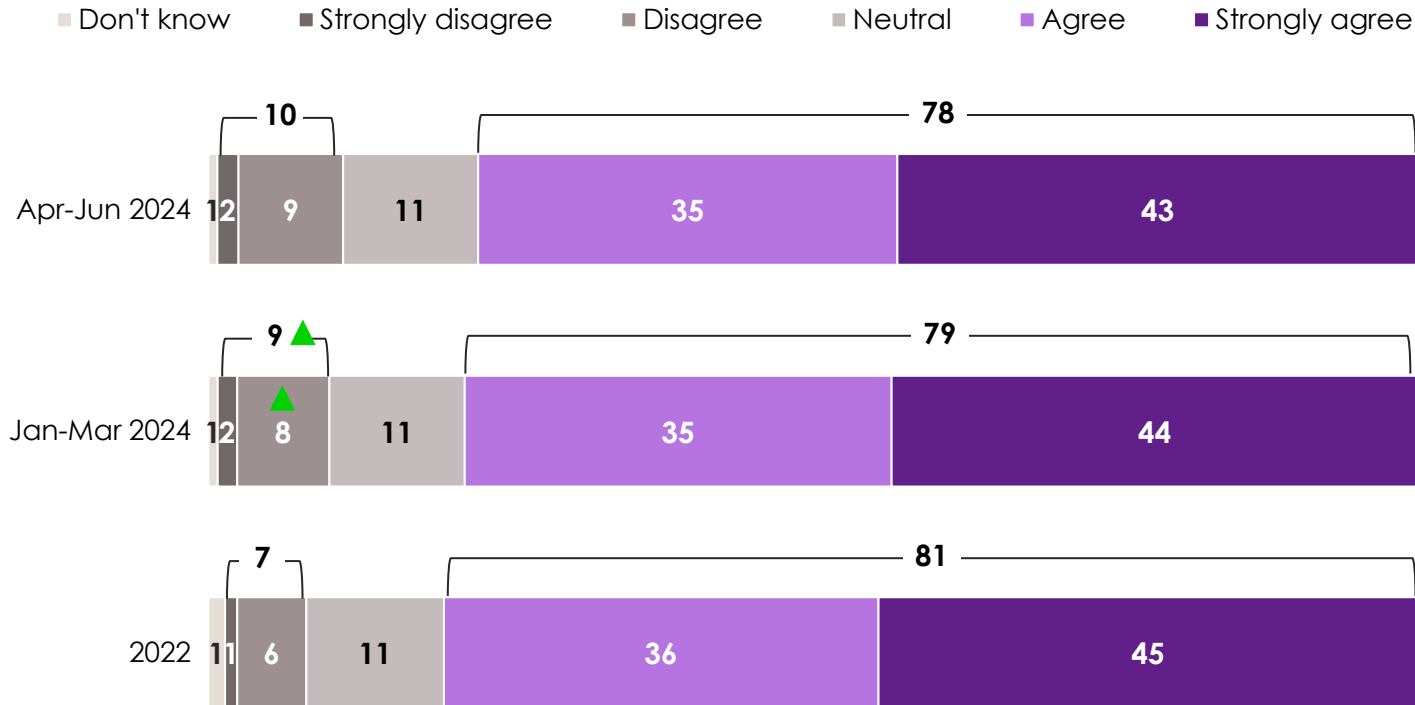
Group	Percentage
Region	-
Urban / Rural	-
Gender by Age	Female – 45 to 54 (63%) Female – 55 to 64 (70%) Female – 65 plus (75%)
Ethnicity	Pacific peoples (66%)
Occupation	Not in employment (63%) Retired (70%)
Personal income	Up to \$40,000 (64%)
Driver's Licence	Do not have a licence (71%) Learner (64%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (58%)

Slightly agree / Agree / Strongly agree (56%)

Almost four in five New Zealanders (78%) understand that the higher the speed you are travelling, the greater the chance of having a crash. Only a minority disagree at 10%. Females aged 16 to 19, 25 to 34 or 65 plus, Pacific peoples and those without a licence more commonly agree with this.

Attitudes towards speeding and enforcement (% among Total NZ)

The higher the speed you are travelling, the greater the chance of having a crash



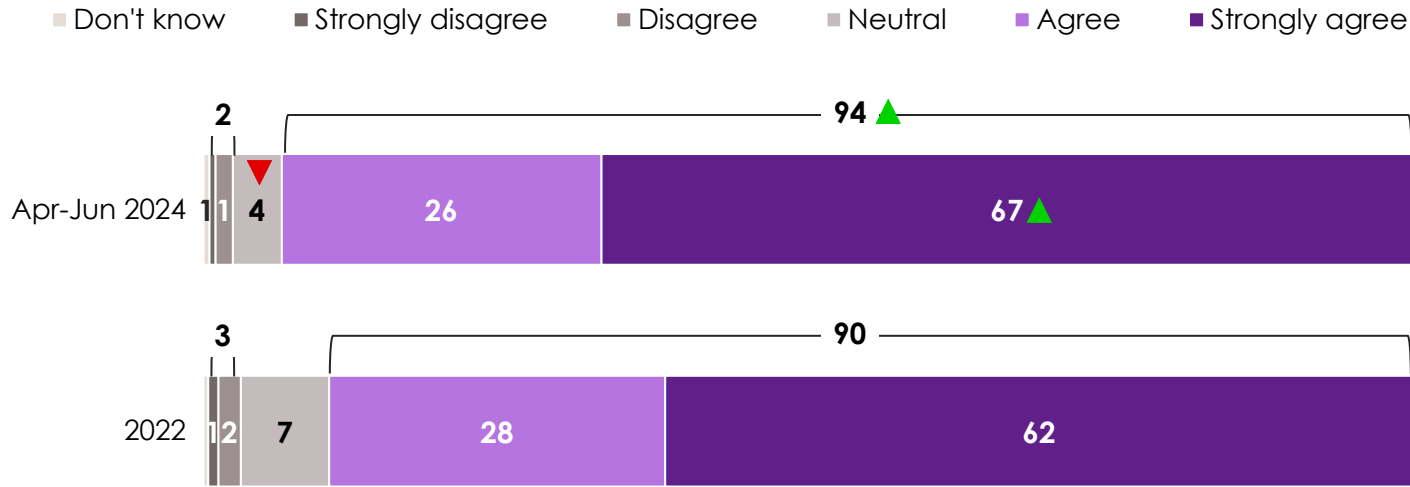
Groups which more commonly agree (Jan-Jun 2024)

	Agree / Strongly agree (78%)
Region	-
Urban / Rural	A central city area (82%) A suburban area (79%)
Gender by Age	Female – 16 to 19 (86%) Female – 25 to 34 (87%) Female – 65 plus (87%)
Ethnicity	Pacific peoples (88%)
Occupation	Not in employment (83%) Retired (82%) Student (86%)
Personal income	Up to \$40,000 (83%)
Driver's Licence	Do not have a licence (88%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (79%)

Almost all New Zealanders (94%) understand that the higher the speed you are travelling, the more serious the injuries you would receive in a crash. Only a minority of 2% disagree.

Attitudes towards speeding and enforcement (% among Total NZ)

The higher the speed you are travelling, the more serious the injuries you would receive in a crash

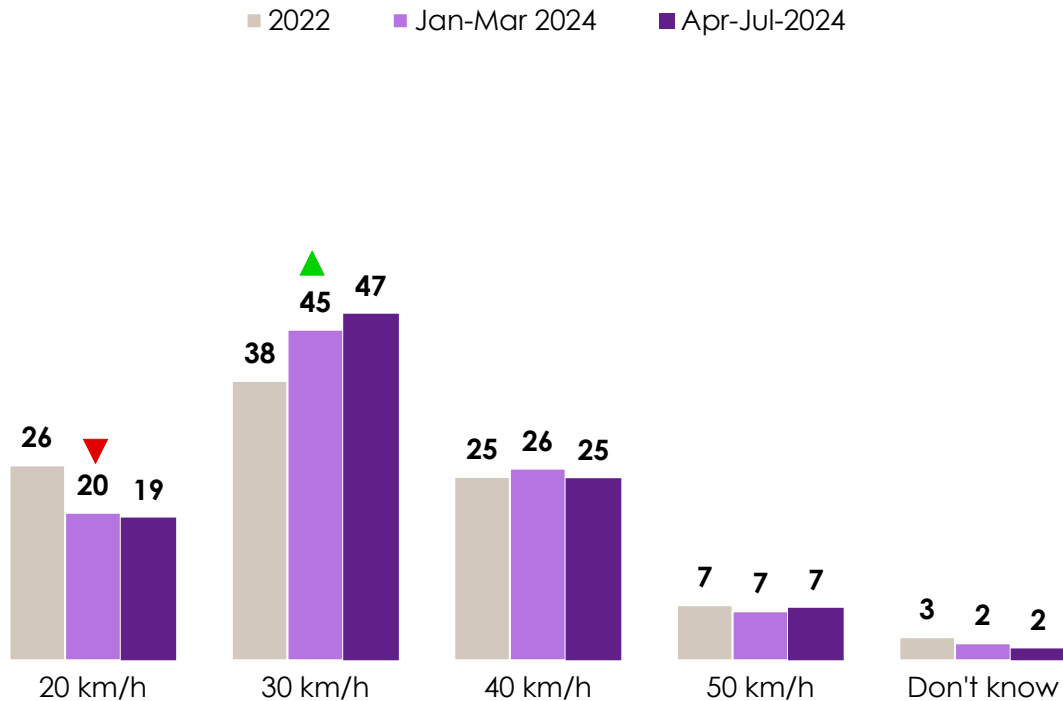


Groups which more commonly agree (Jan-Jun 2024)

Agree / Strongly agree (94%)	
Region	Wellington (97%)
Urban / Rural	-
Gender by Age	Female – 16 to 24 (98%) Female – 35 to 44 (99%) Female – 65 plus (97%)
Ethnicity	-
Occupation	-
Personal income	Up to \$40,000 (95%)
Driver's Licence	-
Licence Class	-
'Through my eyes' ad recall	Recall ad (95%)

Most New Zealanders (91%) think that the speed limit around schools in urban areas should be 40km/h or lower. Almost half (47%) thinking the speed limit should be 30km/h and one in five (19%) think it should be 20km/h.

The speed limit around schools in urban areas should be... (% among Total NZ)

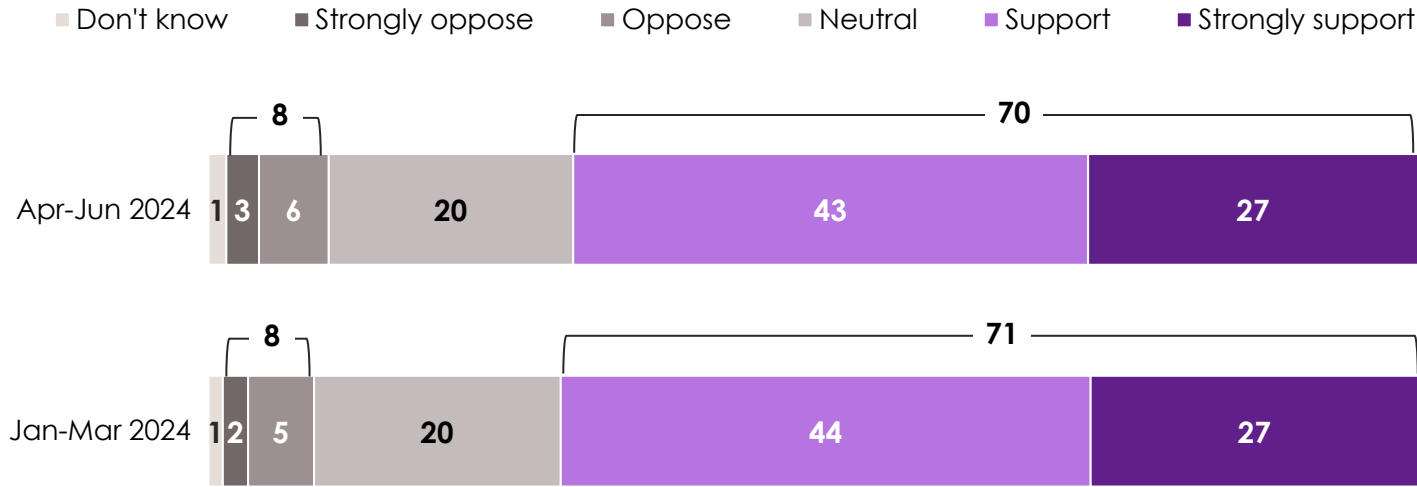


▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Seven in ten support lowering speed limits around schools in order to improve road safety, being more common among Hawke’s Bay and Wellington residents, Māori, Pacific peoples, and females aged 45 plus. Fewer than one in ten (8%) oppose this initiative.

Support for road safety initiatives (% among Total NZ)

Lowering speed limits around schools in order to improve road safety



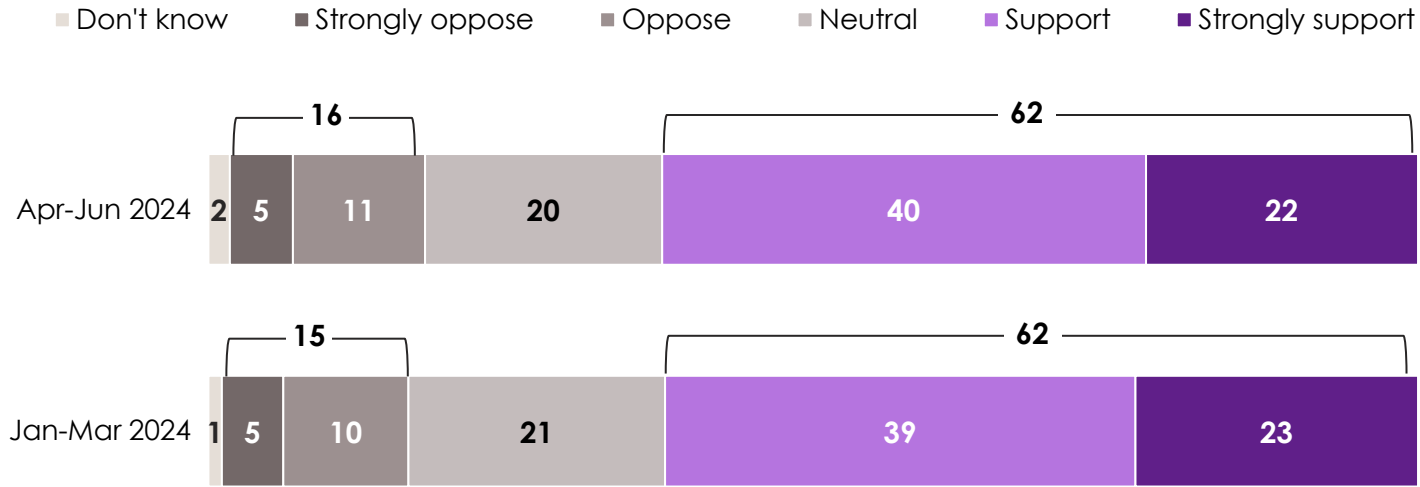
Groups which more commonly support (Jan-Jun 2024)

	Support / Strongly support (70%)
Region	Hawke's Bay (80%) Wellington (75%)
Urban / Rural	Rural area (> 5km of a town) (79%)
Gender by Age	Female – 45 to 54 (76%) Female – 55 to 64 (77%) Female – 65 plus (83%)
Ethnicity	NZ European / European (71%) Māori (75%) Pacific peoples (84%)
Occupation	Retired (79%)
Personal income	Up to \$40,000 (74%) \$40,001 to \$60,000 (75%)
Driver's Licence	Do not have a licence (77%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (72%)

Three in five New Zealanders support lowering speed limits in high risk areas in order to improve road safety. There is a low level of opposition at 16%. Wellington residents, Pacific peoples, males aged 65 plus, and females aged 20 to 24 or 45 plus more commonly support this initiative.

Support for road safety initiatives (% among Total NZ)

Lowering speed limits in high risk areas in order to improve road safety



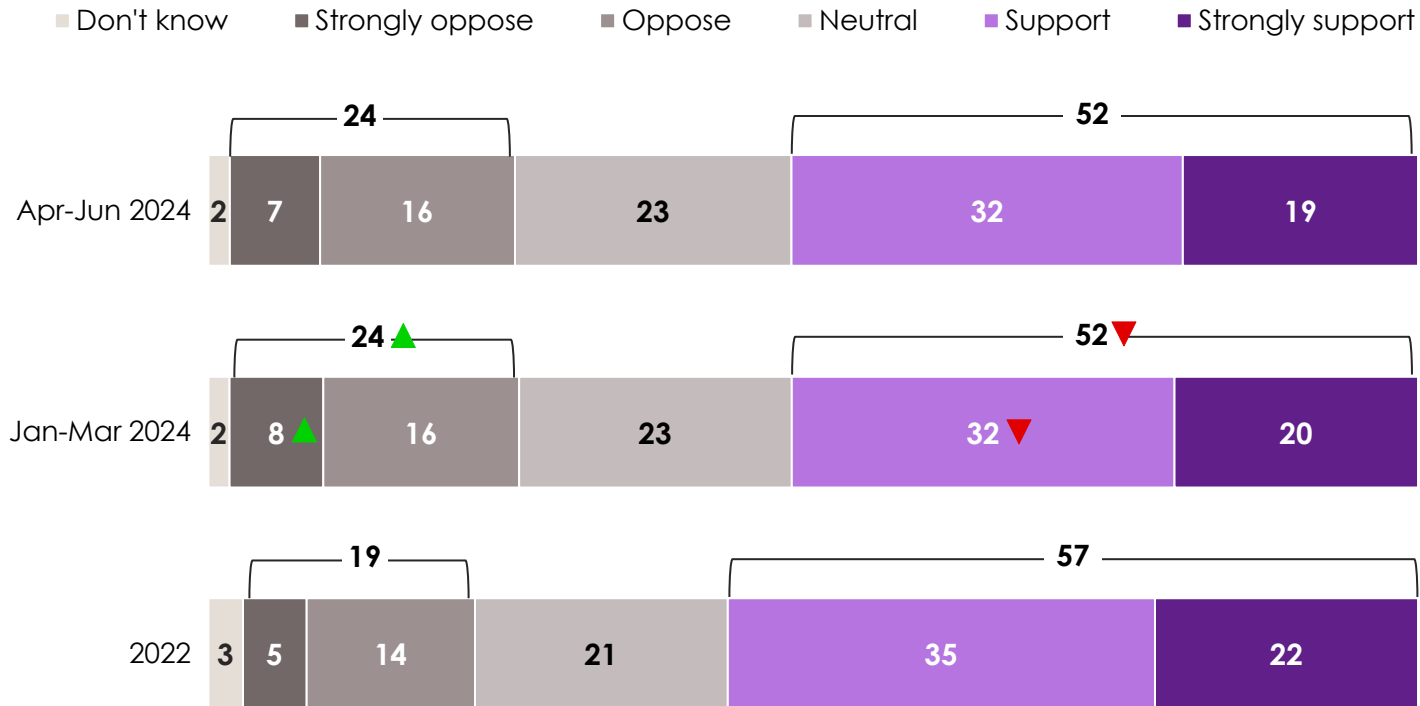
Groups which more commonly support (Jan-Jun 2024)

	Support / Strongly support (62%)
Region	Wellington (68%)
Urban / Rural	A central city area (68%)
Gender by Age	Male – 65 plus (64%) Female – 20 to 24 (70%) Female – 45 to 54 (67%) Female – 55 to 64 (74%) Female – 65 plus (77%)
Ethnicity	Pacific peoples (78%)
Occupation	Not in employment (69%) Retired (75%)
Personal income	Up to \$40,000 (71%)
Driver's Licence	Do not have a licence (81%) Learner (71%) Restricted (70%)
Licence Class	-
'Through my eyes' ad recall	-

Although one in four New Zealanders oppose 30km/h speed limits in urban centres, twice as many support this road safety initiative at one in two. Females aged 16 to 24 or 55 plus, and Pacific peoples more commonly support this initiative.

Support for road safety initiatives (% among Total NZ)

30 km/h speed limits in urban centres, which mean collisions with pedestrians and cyclists are usually survivable



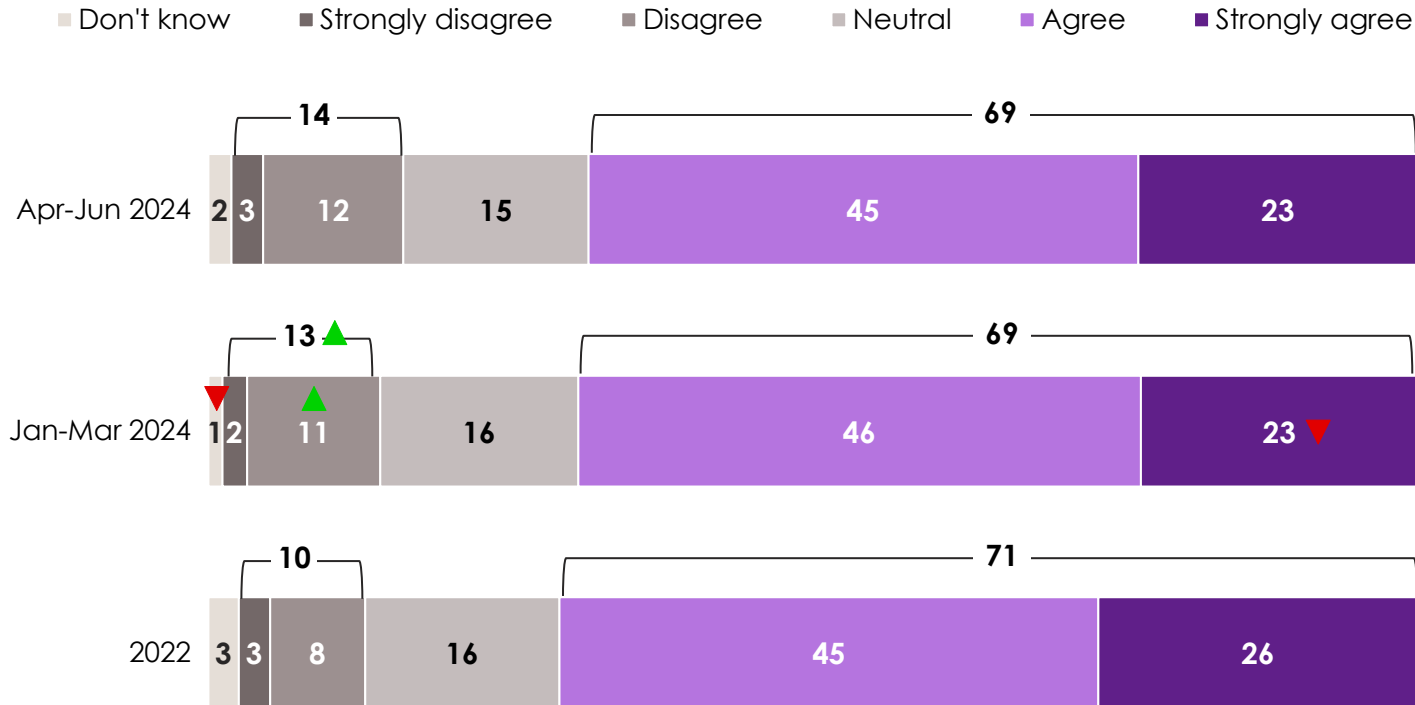
Groups which more commonly support (Jan-Jun 2024)

	Support / Strongly support (52%)
Region	Wellington (62%) Marlborough/Nelson/Tasman (62%)
Urban / Rural	-
Gender by Age	Female – 16 to 19 (62%) Female – 20 to 24 (60%) Female – 55 to 64 (61%) Female – 65 plus (59%)
Ethnicity	Pacific peoples (65%)
Occupation	Not in employment (59%) Retired (56%)
Personal income	Up to \$40,000 (59%)
Driver's Licence	Do not have a licence (72%) Learner (63%) Restricted (61%)
Licence Class	-
'Through my eyes' ad recall	-

Around two in three New Zealanders agree that enforcing the speed limit helps to reduce road deaths and only 14% disagree. Those living in a central city or suburban area, females aged 16 to 34, both males and females aged 65 plus, and Pacific peoples more commonly agree.

Attitudes towards speeding and enforcement (% among Total NZ)

Enforcing the speed limit helps to reduce road deaths



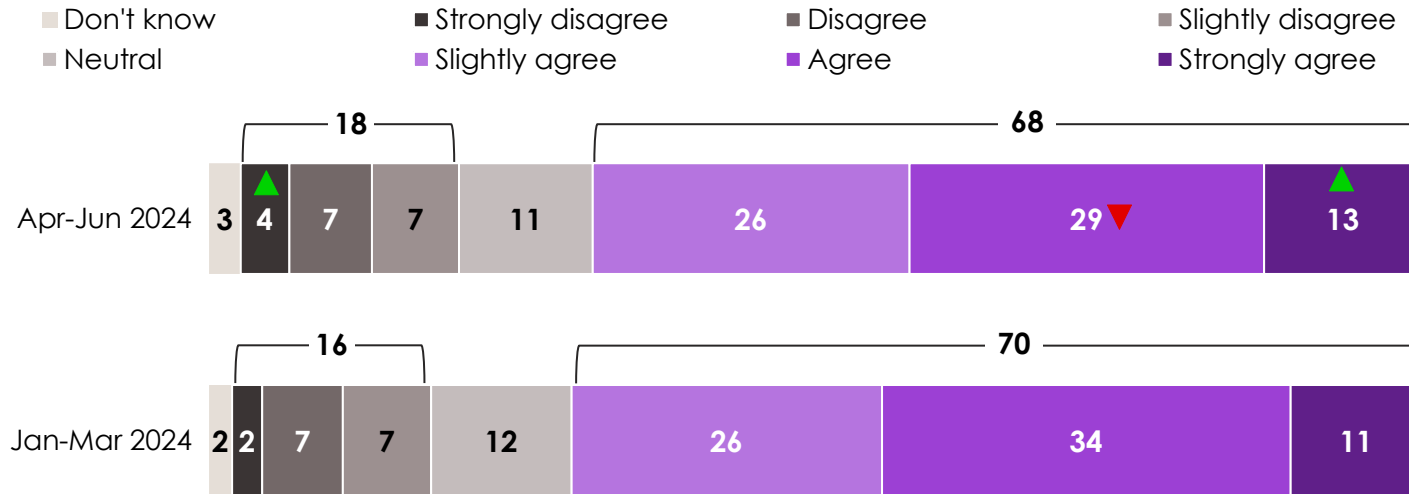
Groups which more commonly agree (Jan-Jun 2024)

	Agree / Strongly agree (69%)
Region	Wellington (73%) Otago (76%)
Urban / Rural	A central city area (76%) A suburban area (72%)
Gender by Age	Male – 65 plus (74%) Female – 16 to 19 (79%) Female – 20 to 24 (82%) Female – 25 to 34 (74%) Female – 65 plus (74%)
Ethnicity	Pacific peoples (78%)
Occupation	Retired (74%)
Personal income	Up to \$40,000 (74%)
Driver's Licence	Do not have a licence (80%) Learner / Restricted (74%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (71%)

Two in three New Zealanders at least somewhat agree that safety cameras are effective for reducing the number of people driving over the speed limit while almost one in five disagree. Those aged 65 plus and Asian peoples more commonly agree with this.

Attitudes towards speeding and enforcement (% among Total NZ)

Safety cameras are effective for reducing the number of people driving over the speed limit



Groups which more commonly agree (Jan-Jun 2024)

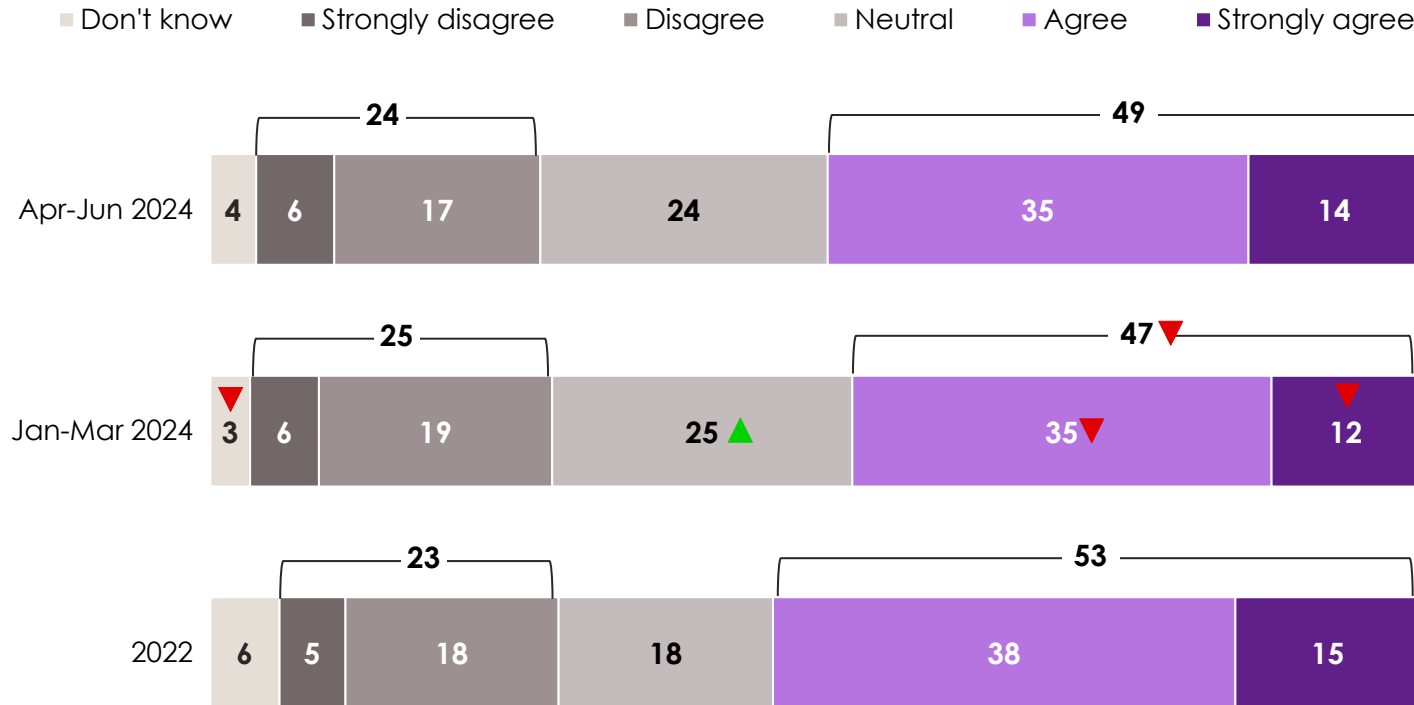
Slightly agree / Agree / Strongly agree (69%)

Region	-
Urban / Rural	-
Gender by Age	Male – 65 plus (78%) Female – 65 plus (79%)
Ethnicity	Asian peoples (75%)
Occupation	Retired (78%)
Personal income	-
Driver's Licence	-
Licence Class	-
'Through my eyes' ad recall	Recall ad (71%)

While half (49%) think safety cameras help to reduce road deaths, one in four (24%) do not believe that they help with road death reduction. Females aged 16 to 19, those aged 65 plus, Pacific peoples and Asian peoples more commonly agree that safety cameras help reduce road deaths.

Attitudes towards speeding and enforcement (% among Total NZ)

Using safety cameras helps to reduce road deaths
(Note: Worded as 'speed cameras' in 2022)



Groups which more commonly agree (Jan-Jun 2024)

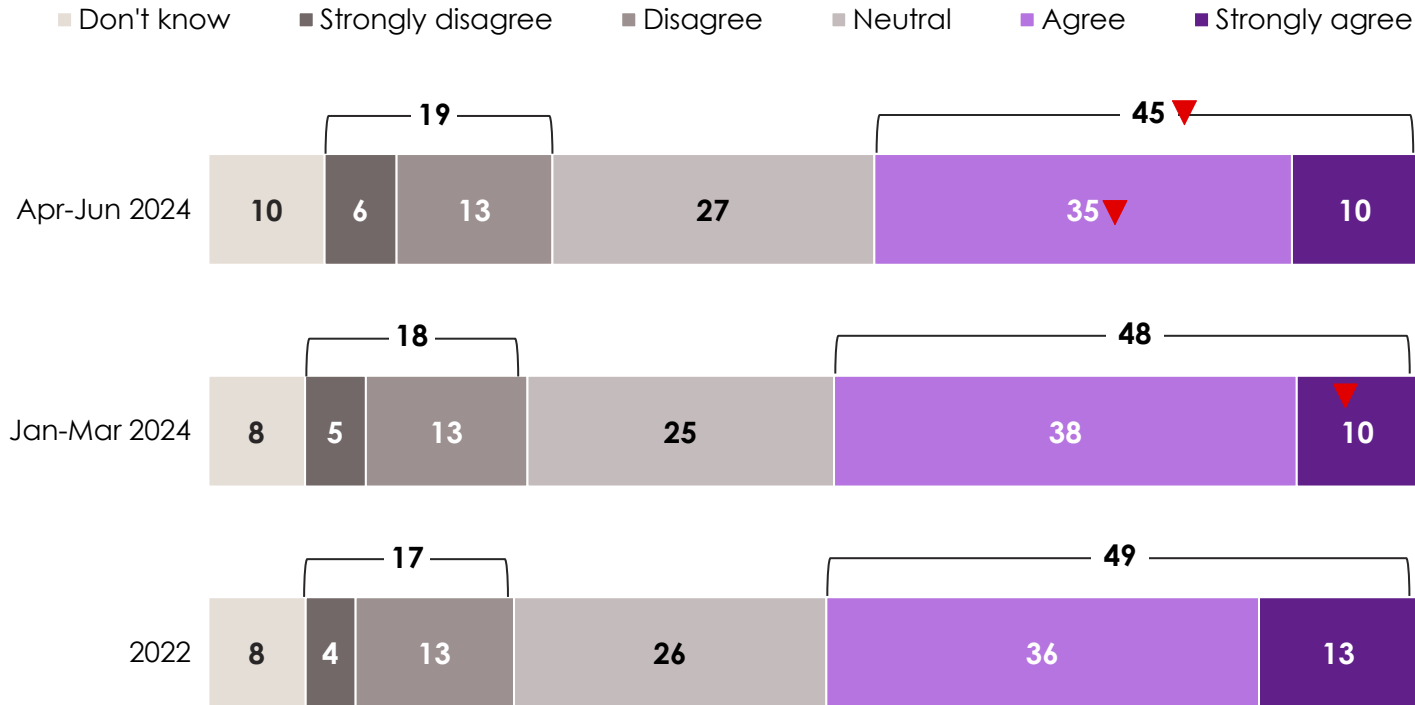
Agree / Strongly agree (48%)

Region	Auckland (52%)
Urban / Rural	A suburban area (50%)
Gender by Age	Male – 65 plus (54%) Female – 16 to 19 (59%) Female – 65 plus (58%)
Ethnicity	Pacific peoples (62%) Asian peoples (59%)
Occupation	White collar (50%) Retired (55%)
Personal income	Up to \$40,000 (51%)
Driver's Licence	Do not have a licence (59%)
Licence Class	-
'Through my eyes' ad recall	-

There has been a small decrease in agreement this quarter that the way safety cameras are being operated is fair. Fewer than half agree (at 45%) and one in five disagree. There is little difference in agreement by group but being more common among females aged either 16 to 19 or 65 plus.

Attitudes towards speeding and enforcement (% among Total NZ)

The way safety cameras are being operated is fair
 (Note: Worded as 'speed cameras' in 2022)



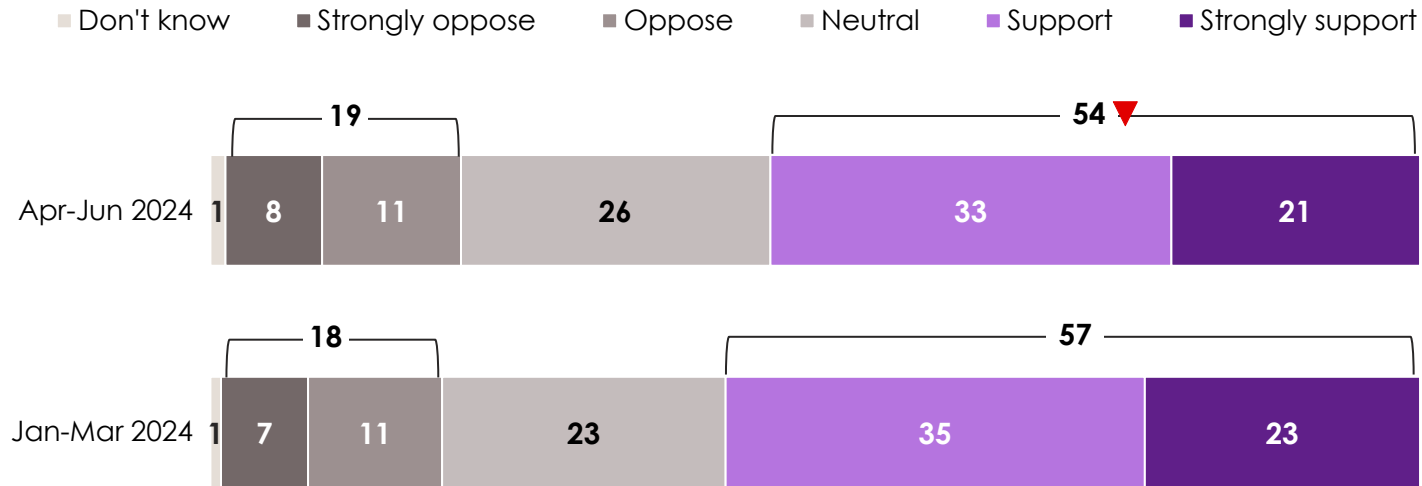
Groups which more commonly agree (Jan-Jun 2024)

Group	Agree / Strongly agree (47%)
Region	-
Urban / Rural	-
Gender by Age	Female – 16 to 19 (58%) Female – 65 plus (56%)
Ethnicity	-
Occupation	Retired (55%)
Personal income	Up to \$40,000 (51%)
Driver's Licence	-
Licence Class	-
'Through my eyes' ad recall	-

Although slightly lower than last quarter, 54% of New Zealanders support more safety cameras to discourage drivers from exceeding speed limits. Northland residents, Pacific peoples, males aged 65 plus, and females aged 16 to 19 or 45 plus, more commonly support this road safety initiative.

Support for road safety initiatives (% among Total NZ)

More safety cameras to discourage drivers from exceeding speed limits

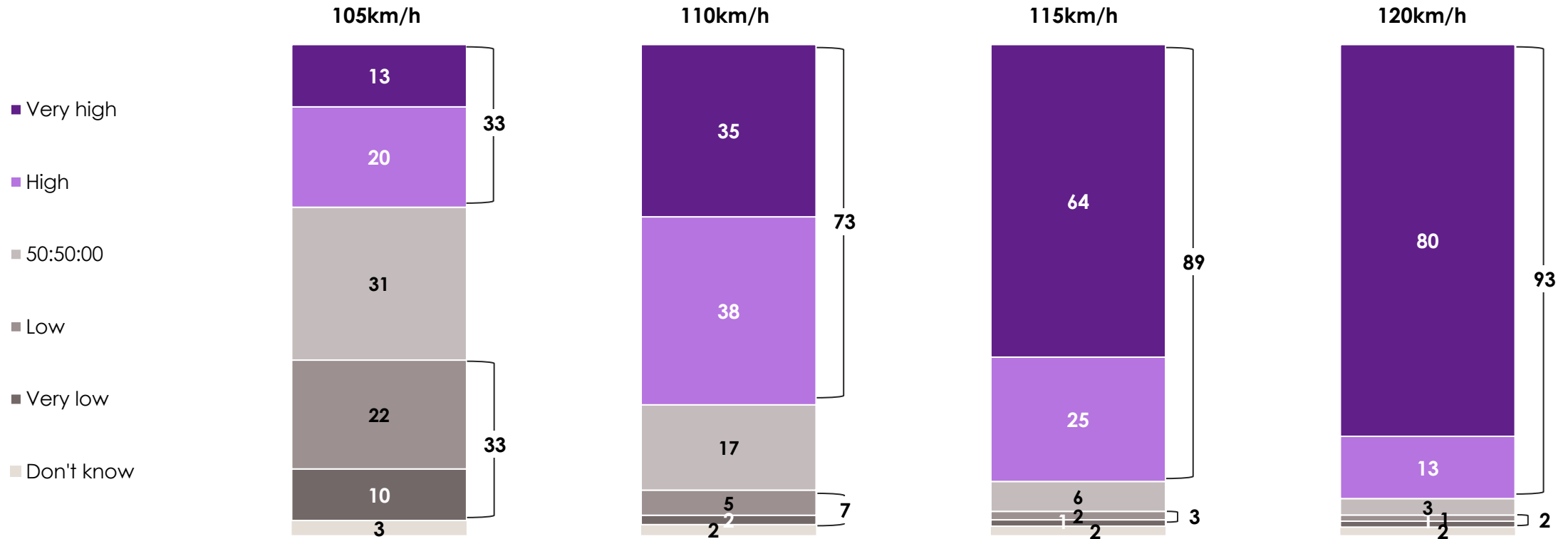


Groups which more commonly support (Jan-Jun 2024)

Group	Support / Strongly support (55%)
Region	Northland (64%)
Urban / Rural	A central city area (61%)
Gender by Age	Male – 65 plus (66%) Female – 16 to 19 (64%) Female – 45 to 54 (62%) Female – 55 to 64 (64%) Female – 65 plus (74%)
Ethnicity	Pacific peoples (74%)
Occupation	Retired (70%)
Personal income	Up to \$40,000 (61%)
Driver's Licence	Do not have a licence (74%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (57%)

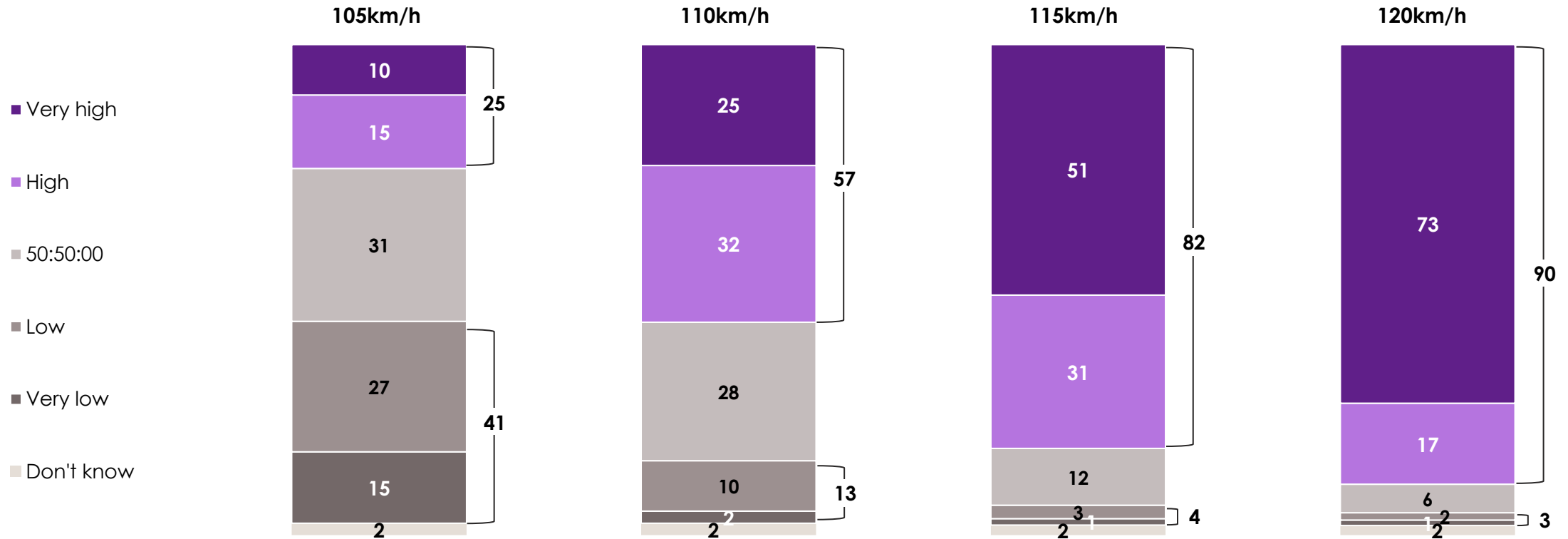
One in three think there is a high chance of getting a speeding ticket if you drive past a safety camera on the open road at 105km/h. Three in four think the chance is high at 110km/h and nine in ten at 115km/h or 120km/h. Those considering the chance to be ‘very high’ builds with increasing speed.

Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a safety camera at... (% among Total NZ, Jan-Jun 24)



One in four think there is a high chance of getting a speeding ticket if you drive past a Police Officer without a safety camera on the open road at 105km/h. Three in five think the chance is high at 110km/h, four in five at 115km/h and nine in ten at 120km/h.

Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a Police Officer without a safety camera at... (% among Total NZ, Jan-Jun 24)



Northland and Auckland residents more commonly think it is likely to get a speeding ticket on the open road if driving past a police officer without a safety camera at 105km/h. Perceived likelihood is generally higher among females aged 55 plus.

Groups which more commonly think the chance of getting a speeding ticket on the open road in light traffic conditions if drive past... (Jan-Jun 2024)

	A safety camera at 105 km/h (33%)	A safety camera at 110 km/h (73%)	A Police Officer without a safety camera at 105 km/h (25%)	A Police Officer without a safety camera at 110 km/h (57%)
Region	-	Marlborough / Nelson / Tasman (82%)	Northland (33%) Auckland (30%)	Southland (69%)
Urban / Rural	A town (38%)	Rural area (<5 km from a town) (85%)	-	Rural area (<5 km from a town) (64%)
Gender by Age	Female – 45 to 54 (38%) Female – 55 to 64 (44%) Female – 65 plus (44%)	Female – 35 to 44 (82%) Female – 45 to 54 (79%) Female – 55 to 64 (79%)	Female – 55 to 64 (32%) Female – 65 plus (39%)	Male – 45 to 54 (62%) Female – 55 to 64 (63%) Female – 65 plus (69%)
Ethnicity	Māori (39%) Pacific peoples (48%)	NZ European / European (75%)	Pacific peoples (42%)	-
Occupation	Retired (42%)	White collar (75%)	Not in employment (31%) Retired (33%)	Retired (63%)
Personal income	Up to \$40,000 (38%)	\$60,001 to 80,000 (78%)	Up to \$40,000 (32%)	Up to \$40,000 (60%)
Driver's Licence	-	Full (75%)	Restricted (33%)	Full (57%)
Licence Class	-	Car / taxi (74%)	-	Bus (77%)
'Through my eyes' ad recall	-	Recall ad (76%)	-	-

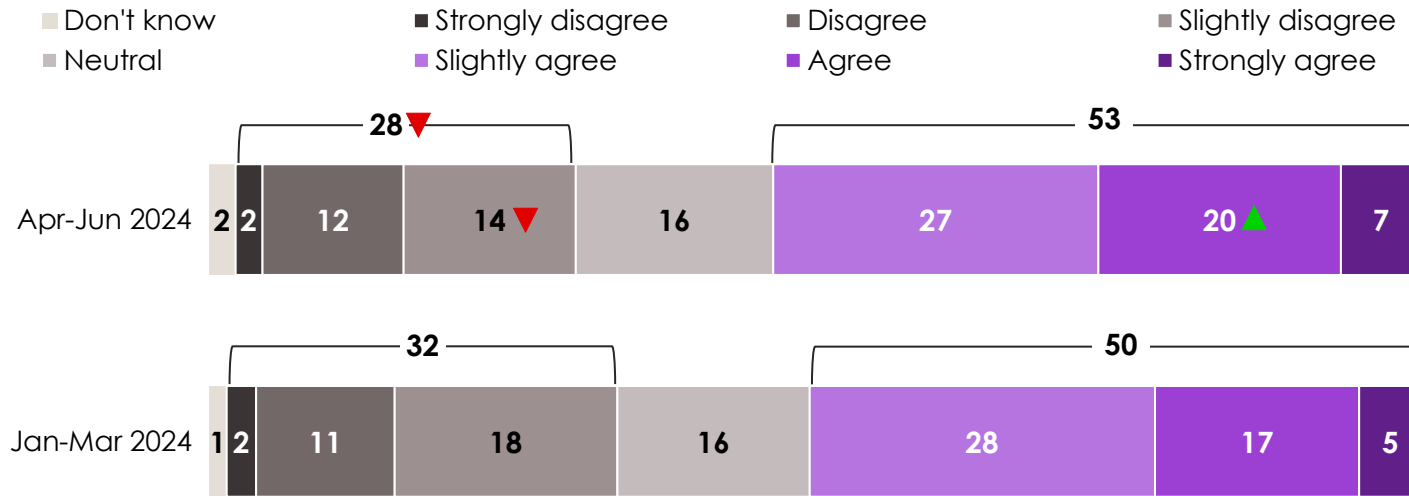
Source: Q33a Please imagine that you are driving on the open road in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a safety camera?

Q33b Still think about driving on the open road in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if a Police Officer was present without a safety camera?

Just over half New Zealanders (53%) agree that people driving over the speed limit are likely to get a ticket, being higher among Pacific peoples and Asian peoples. Disagreement has decreased slightly this quarter to 28%.

Attitudes towards speeding and enforcement (% among Total NZ)

People driving over the speed limit are likely to get a ticket



Groups which more commonly agree (Jan-Jun 2024)

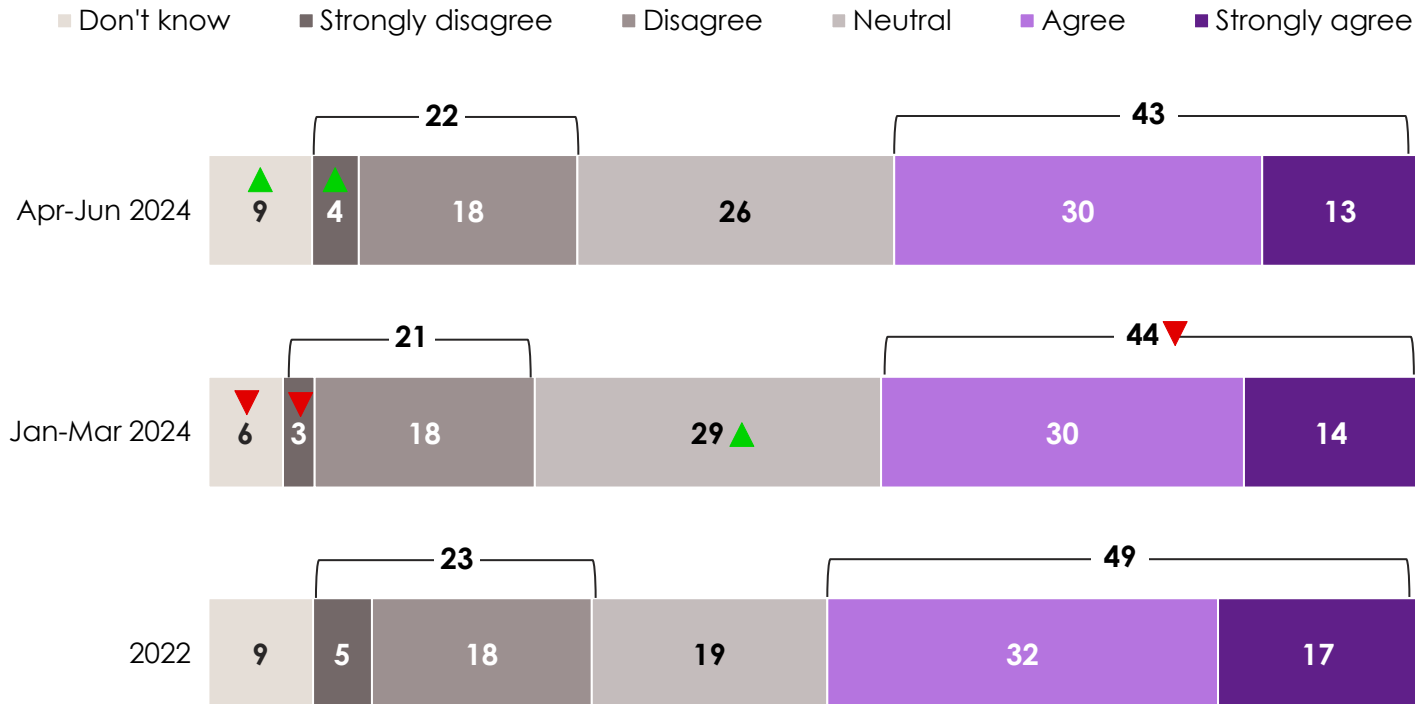
Slightly agree / Agree / Strongly agree (52%)

Region	-
Urban / Rural	-
Gender by Age	Male – 16 to 24 (59%) Female – 16 to 19 (74%) Female – 55 to 64 (58%)
Ethnicity	Pacific peoples (62%) Asian peoples (60%)
Occupation	Not in employment (61%) Student (58%)
Personal income	Up to \$40,000 (57%)
Driver's Licence	Learner (62%)
Licence Class	-
'Through my eyes' ad recall	-

If you are caught for speeding, 43% think that the penalties are not very severe. Males aged 65 plus, females aged 55 plus and Pacific peoples more commonly think that the penalties are not very severe.

Attitudes towards speeding and enforcement (% among Total NZ)

The penalties for speeding are not very severe even if you are caught

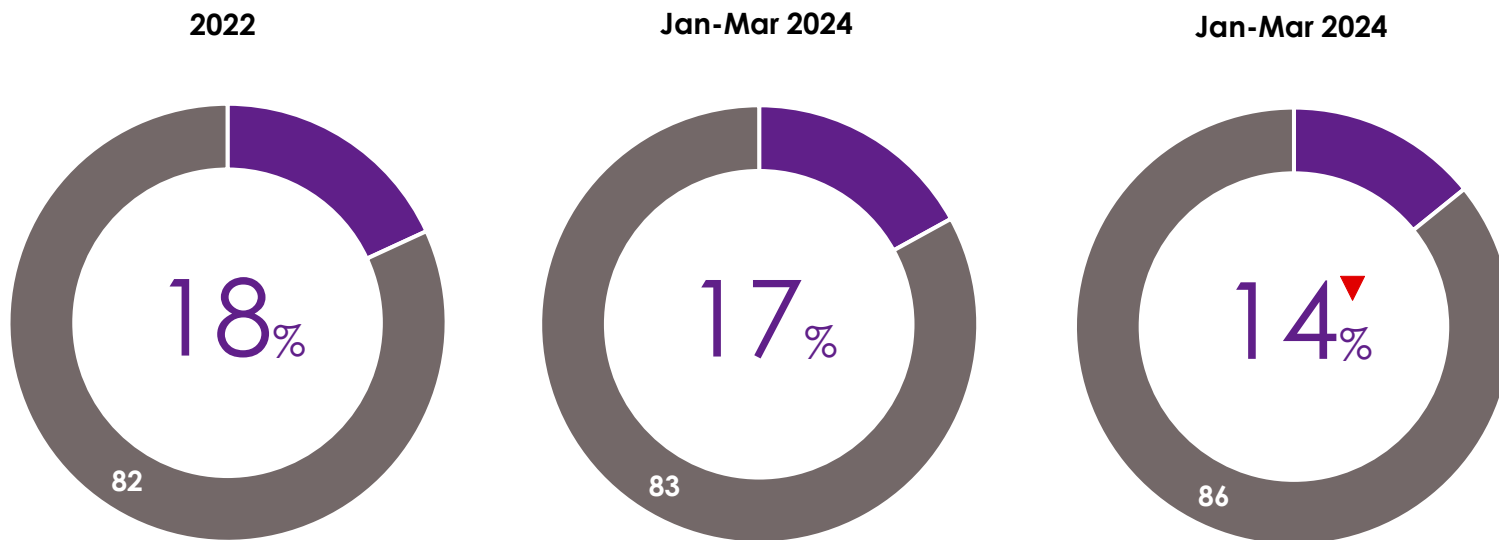


Groups which more commonly agree (Jan-Jun 2024)

Group	Percentage
Region	-
Urban / Rural	-
Gender by Age	Male – 65 plus (50%) Female – 55 to 64 (53%) Female – 65 plus (56%)
Ethnicity	Pacific peoples (54%)
Occupation	Retired (53%)
Personal income	-
Driver's Licence	Do not have a licence (62%)
Licence Class	-
'Through my eyes' ad recall	Recall ad (45%)

This quarter, fourteen percent of drivers admit to having personally received a speeding ticket within the last 12 months. Auckland and Bay of Plenty residents, males aged 35 to 44, Māori and Pacific peoples more commonly have received a speeding ticket.

Personally had a speeding ticket in the last 12 months (% among those with a driver's licence, including disqualified or suspended)



Groups which more commonly have.. (Jan-Jun 2024)

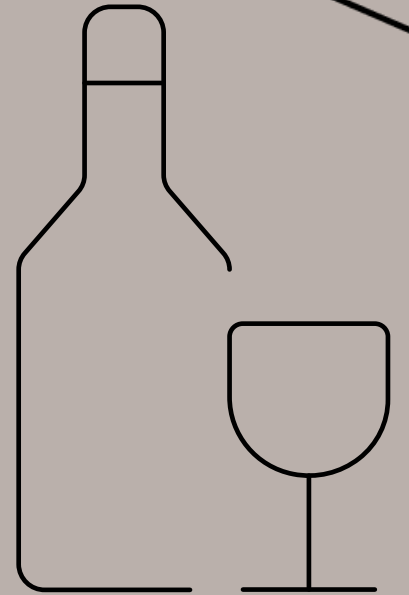
Had a speeding ticket (15%)

Region	Auckland (17%) Bay of Plenty (20%)
Urban / Rural	-
Gender by Age	Male – 35 to 44 (21%)
Ethnicity	Māori (20%) Pacific peoples (20%)
Occupation	Blue collar (18%)
Personal income	\$40,001 to \$60,000 (19%)
Driver's Licence	Full (16%)
Licence Class	Heavy vehicle (23%)
'Through my eyes' ad recall	-

	2022	Jan-Mar 2024	Apr-Jun 2024
Yes – Safety ticket(s)	13%	11%	9%
Yes – Speeding ticket(s) from a police officer	7%	6%	6%

05

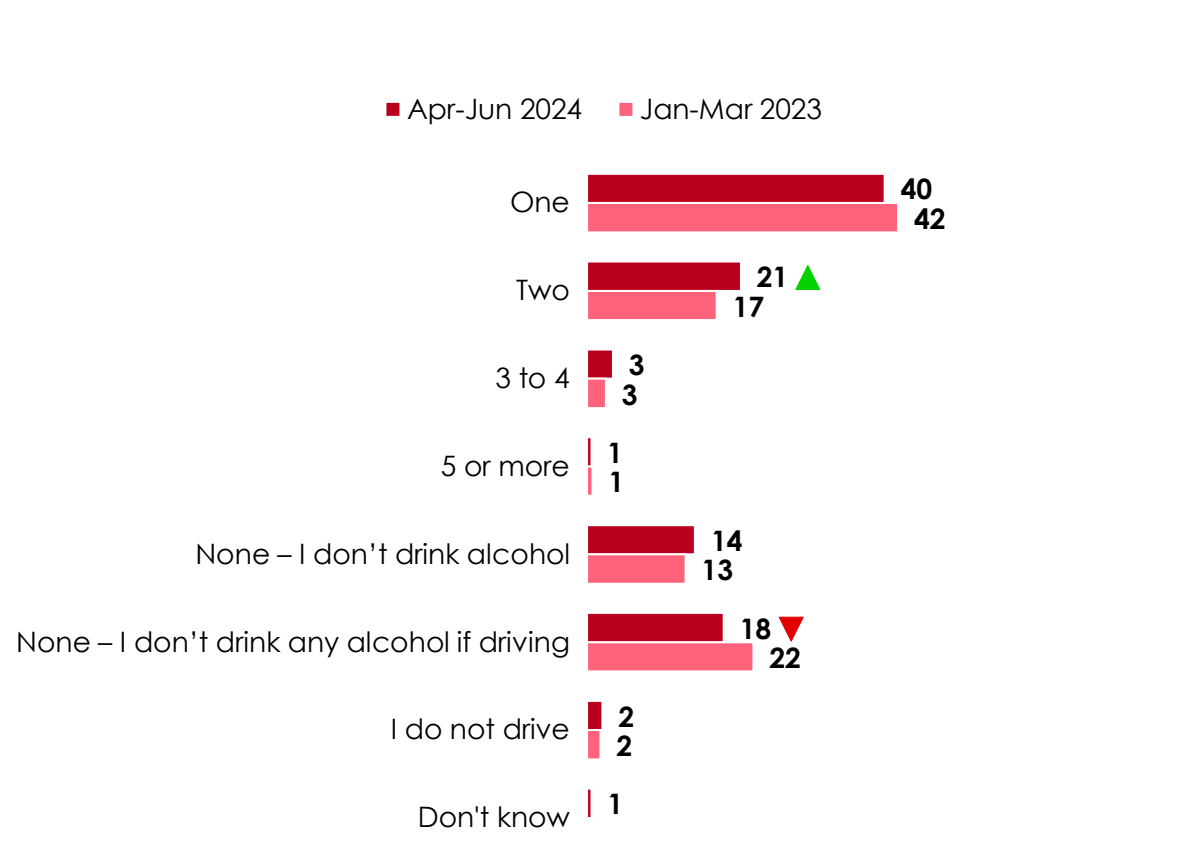
Alcohol-impaired driving and enforcement



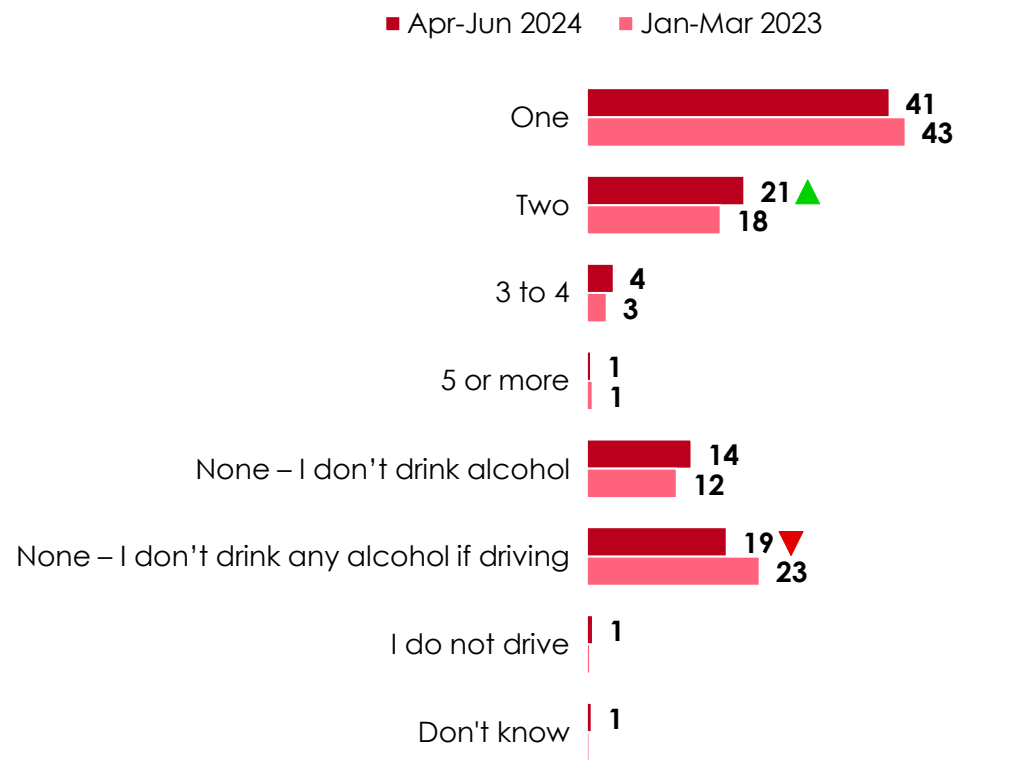


Among those with a driver's licence, few (5%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Two in five are comfortable having one standard drink and one in five are comfortable having two standard drinks.

Number of standard drinks would be comfortable drinking in an hour if planning to drive immediately afterwards (% among Total NZ, Jan-Mar 2024)

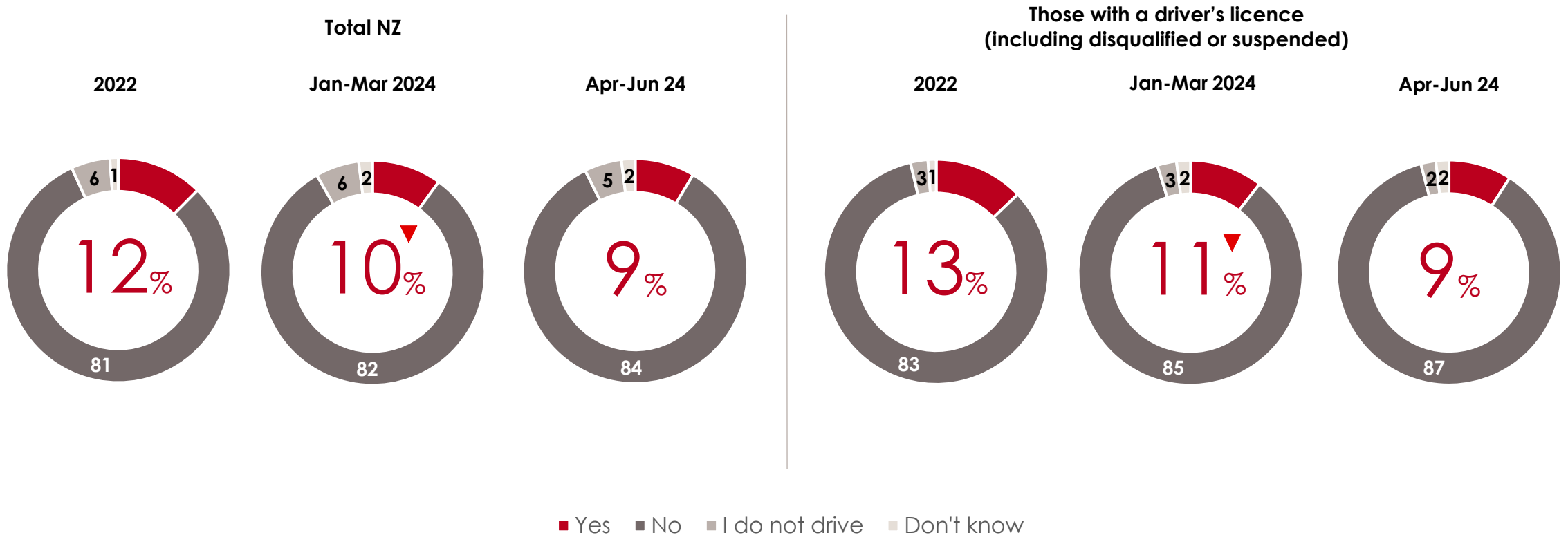


% among those with a driver's licence (including disqualified or suspended)



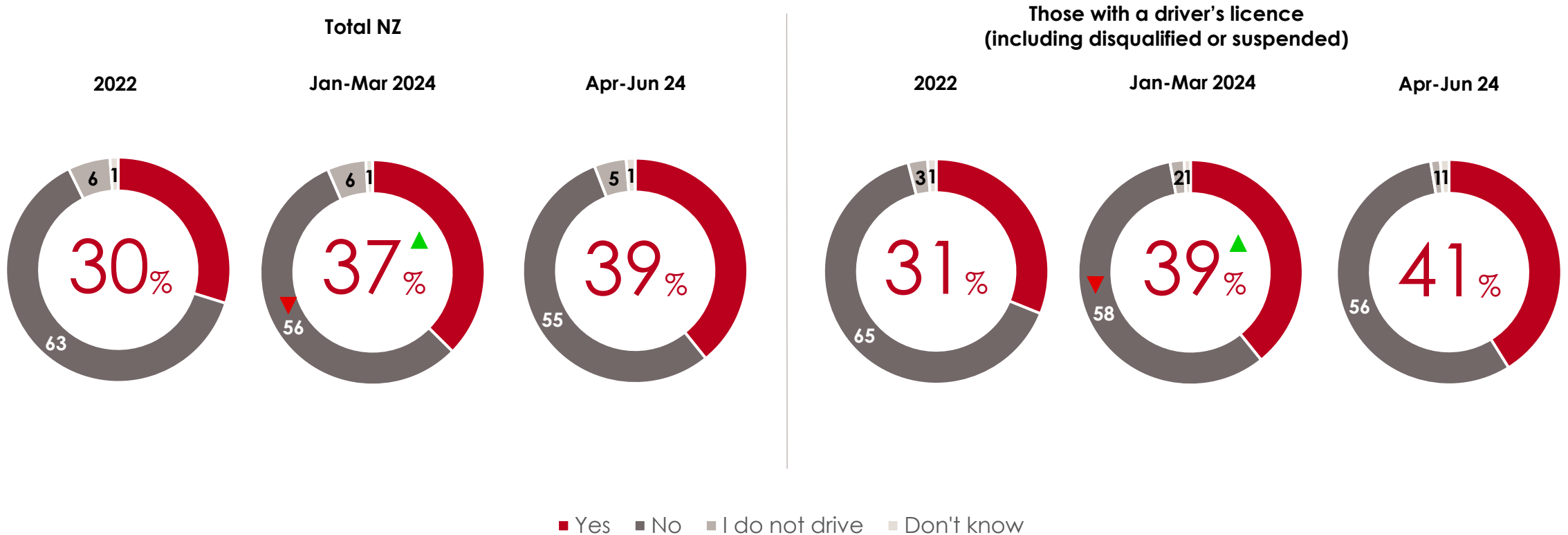
Among those with a driver's licence, this quarter 9% claim to have driven at least once during the past 12 months while slightly intoxicated. Although not statistically significant, this is lower than Jan-Mar 2024 at 11%.

Driven at least once during the last 12 months while slightly intoxicated (% among Total NZ)



Two in five New Zealanders with a driver's licence say they have been stopped at an alcohol checkpoint while driving in the last 12 months, being stable over the first half of 2024.

Been stopped at an alcohol checkpoint while driving in the last 12 months (%)



Source: Q17 In the last 12 months have you been stopped at an alcohol checkpoint while you have been driving? This is when the Police stop drivers at random to see if they have been drinking.

Base: Total New Zealand Apr-Jun 2024 n = 1,999 | Jan-Mar 2024 n = 1,806 | 2022 n = 1,672; Those with a driver's licence Apr-Jun 2024 n = 1,905 | Jan-Mar 2024 n = 1,725 | 2022 n = 1,590

▲ = Significantly higher than previous period at 95% CL
▼ = Significantly lower than previous period at 95% CL



Waikato, Taranaki and Otago residents, and those living in a rural area within 5km of a town more commonly claim to have been stopped at an alcohol checkpoint while driving in the last 12 months.

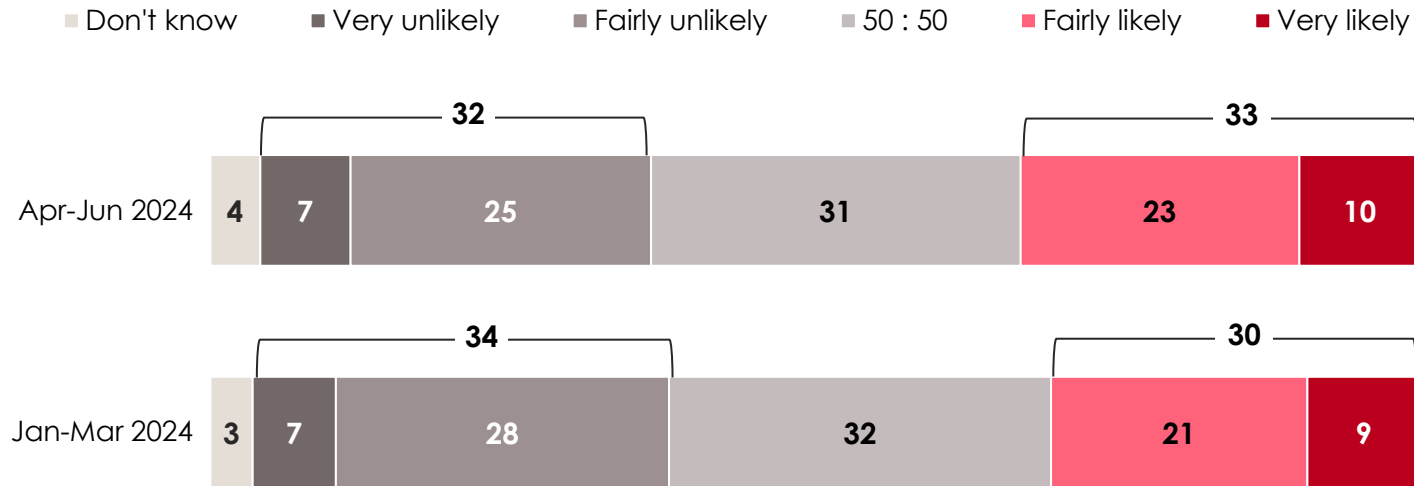
Groups which more commonly have... (among Total NZ, Jan-Jun 2024)

	Driven at least once during the last 12 months while slightly intoxicated (9%)	Been stopped at an alcohol checkpoint while driving in the last 12 months (38%)
Region	Bay of Plenty (13%)	Waikato (57%) Taranaki (57%) Otago (49%)
Urban / Rural	-	Rural area (within 5 km of a town) (47%)
Gender by Age	Male – 16 to 24 (15%) Male – 25 to 34 (15%) Male – 35 to 44 (17%) Male – 55 to 64 (14%)	Male – 20 to 24 (46%) Male – 35 to 44 (45%)
Ethnicity	Māori (13%)	NZ European / European (40%)
Occupation	White collar (11%) Blue collar (14%)	White collar (44%)
Personal income	\$40,001 to \$60,000 (13%) \$60,001 to \$80,000 (12%) Over \$100,000 (13%)	Over \$100,000 (49%)
Driver's Licence	Full (10%)	Full (42%)
Licence Class	Car / taxi (10%) Motorcycle (15%) Heavy duty (17%)	Car / taxi (40%) Bus (61%) Heavy duty (50%)
'Would you rather' ad recall	-	Recall ad (41%)

Views are divided towards the likelihood of someone who was driving after drinking to be stopped and breath tested in a large city, with as many thinking it is unlikely (32%) as likely (33%). Auckland and Waikato residents, Māori, Pacific peoples and Asian peoples more commonly think it is likely.

Likelihood of a person who was driving after drinking to be stopped and breath tested... (% among Total NZ)

In a large city



Groups which more commonly think is likely (Jan-Jun 2024)

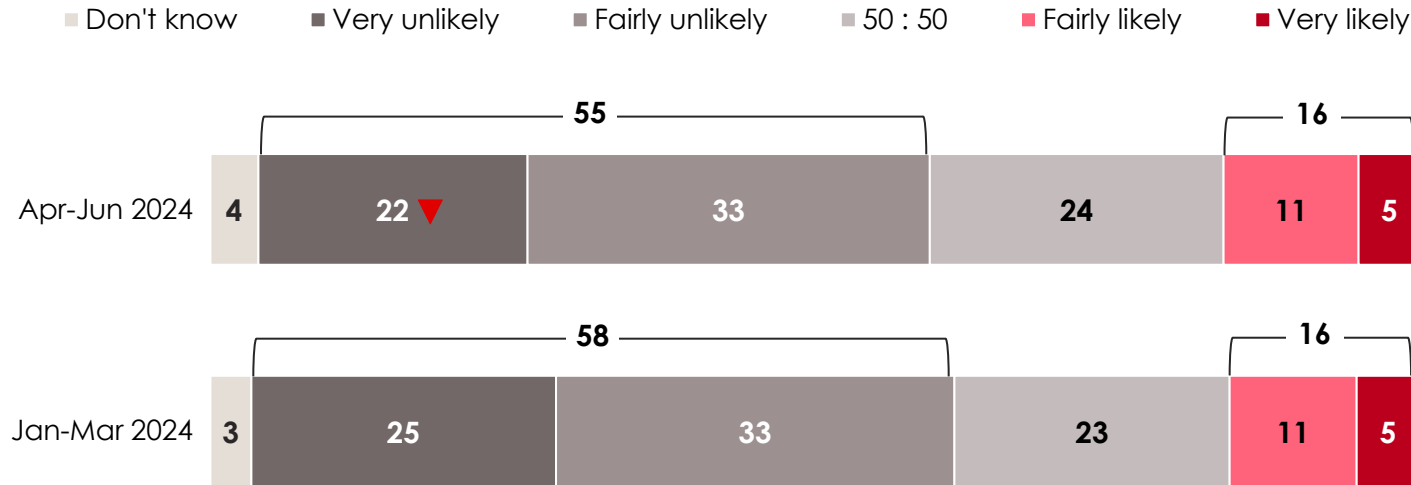
Fairly likely / Very likely (32%)

Region	Auckland (35%) Waikato (40%)
Urban / Rural	A central city area (37%)
Gender by Age	Female – 16 to 24 (43%)
Ethnicity	Māori (36%) Pacific peoples (41%) Asian peoples (40%)
Occupation	Blue collar (36%)
Personal income	\$60,001 to \$80,000 (39%)
Driver's Licence	-
Licence Class	-
'Would you rather' ad recall	-

Fewer than one in five New Zealanders (16%) think it is likely for a person who was driving after drinking to be stopped and breath tested on a major highway. Males aged 16 to 19, females aged 16 to 24 or 65 plus, Pacific peoples and Asian peoples more commonly think this is likely.

Likelihood of a person who was driving after drinking to be stopped and breath tested... (% among Total NZ)

On a major highway



Groups which more commonly think is likely (Jan-Jun 2024)

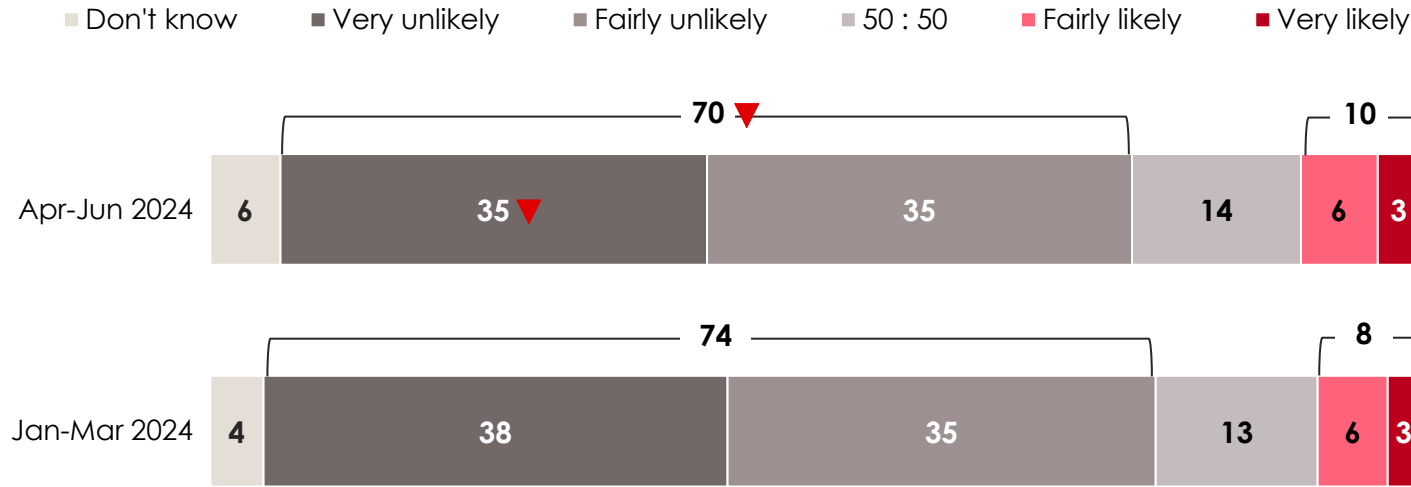
Fairly likely / Very likely (16%)

Region	-
Urban / Rural	-
Gender by Age	Male – 16 to 19 (25%) Female – 16 to 19 (28%) Female – 20 to 24 (23%) Female – 65 plus (21%)
Ethnicity	Pacific peoples (27%) Asian peoples (23%)
Occupation	Retired (19%)
Personal income	Up to \$40,000 (19%) \$50,001 to \$60,000 (19%) \$60,001 to \$80,000 (19%)
Driver's Licence	Restricted (24%)
Licence Class	-
'Would you rather' ad recall	Do not recall (18%)

Only one in ten think it is likely for a person who was driving after drinking to be stopped and breath tested on a rural road. Males aged 20 to 24, females aged 16 to 24, Pacific peoples and Asian peoples more commonly think this is likely.

Likelihood of a person who was driving after drinking to be stopped and breath tested... (% among Total NZ)

On a rural road



Groups which more commonly think is likely (Jan-Jun 2024)

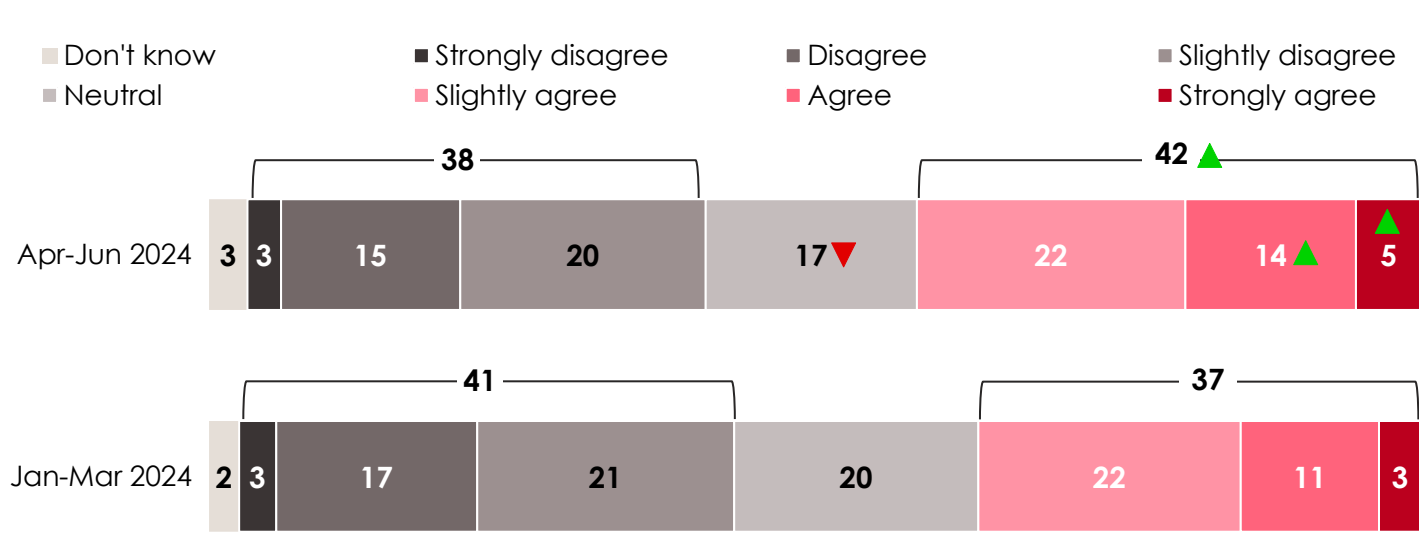
Fairly likely / Very likely (9%)

Region	Auckland (13%)
Urban / Rural	Rural area (within 5km of a town) (14%)
Gender by Age	Male – 20 to 24 (17%) Female – 16 to 19 (20%) Female – 20 to 24 (15%)
Ethnicity	Pacific peoples (20%) Asian peoples (18%)
Occupation	Blue collar (13%)
Personal income	\$50,001 to \$60,000 (16%)
Driver's Licence	Do not have a licence (14%) Learner / Restricted (17%)
Licence Class	-
'Would you rather' ad recall	-

Views remain mixed towards someone getting caught if they drink and drive in general with slightly more agreeing (42%) it is likely than disagreeing (38%) this quarter. Māori, Pacific peoples and Asian peoples more commonly think someone is likely to get caught.

Attitudes towards drink driving and enforcement (% among Total NZ)

If someone drinks and drives, they are likely to get caught



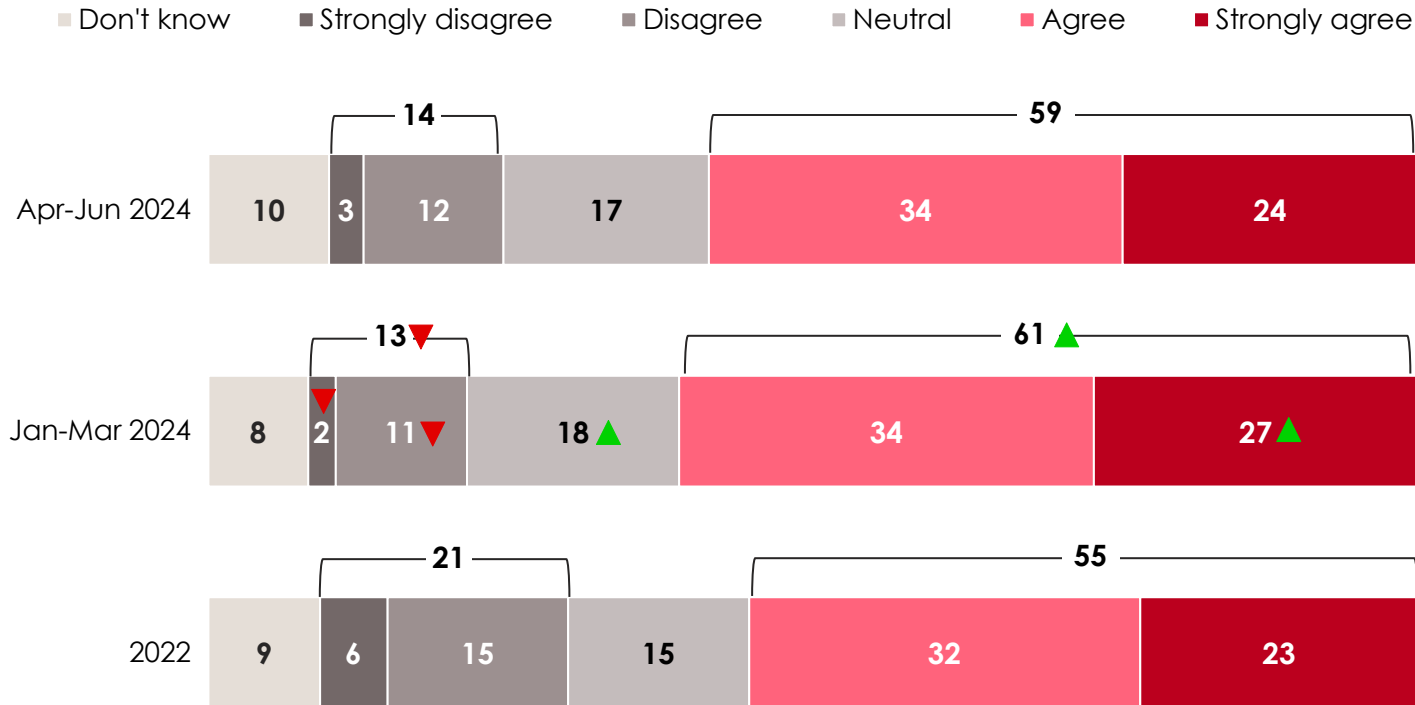
Groups which more commonly agree (Jan-Jun 2024)

Group	Percentage
Slightly agree / Agree / Strongly agree (39%)	
Region	-
Urban / Rural	-
Gender by Age	Male – 20 to 24 (47%) Male – 65 plus (45%) Female – 16 to 19 (49%) Female – 20 to 24 (54%) Female – 65 plus (49%)
Ethnicity	Māori (44%) Pacific peoples (51%) Asian peoples (48%)
Occupation	Not in employment (45%) Retired (46%)
Personal income	Up to \$40,000 (46%)
Driver's Licence	Do not have a licence (50%) Learner / Restricted (45%)
Licence Class	-
'Would you rather' ad recall	-

If you are caught for drinking and driving, three in five New Zealanders think that the penalties are not very severe. Males aged 65 plus, females aged 55 plus and Pacific peoples more commonly think that the penalties are not very severe.

Attitudes towards drink driving and enforcement (% among Total NZ)

The penalties for drinking and driving are not very severe even if you are caught



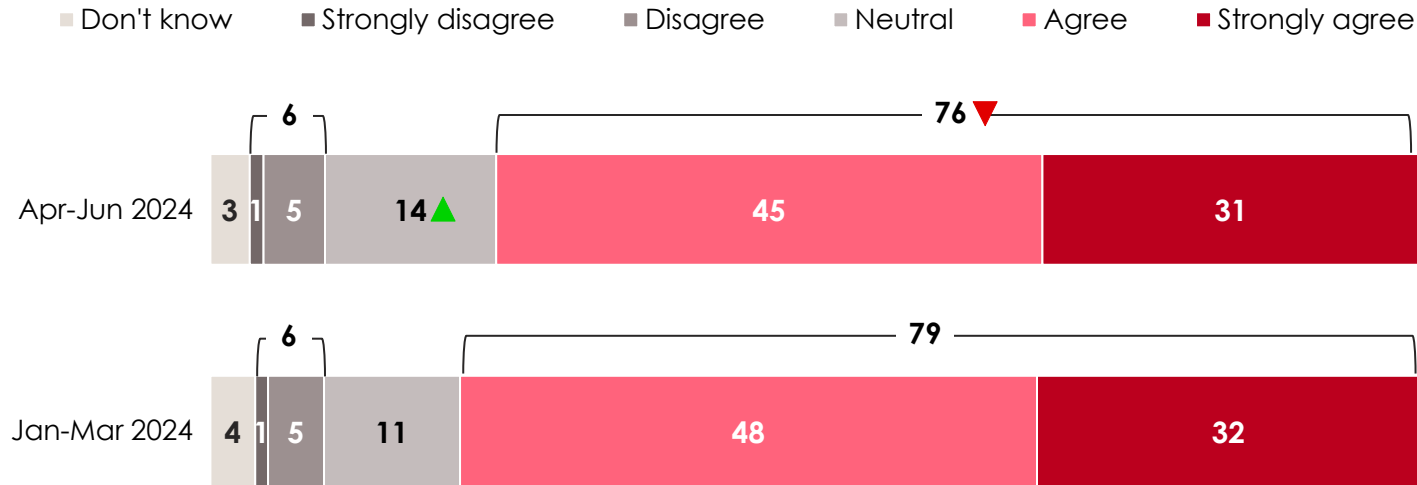
Groups which more commonly agree (Jan-Jun 2024)

Group	Agree / Strongly agree (60%)
Region	Taranaki (72%)
Urban / Rural	A town (64%)
Gender by Age	Male – 65 plus (66%) Female – 54 to 54 (65%) Female – 55 to 64 (65%) Female – 65 plus (73%)
Ethnicity	Pacific peoples (66%)
Occupation	Retired (68%)
Personal income	\$40,001 to \$60,000 (67%)
Driver's Licence	Do not have a licence (67%)
Licence Class	-
'Would you rather' ad recall	-

Three in four New Zealanders agree that compulsory breath testing helps reduce road deaths. Agreement is more common among females aged 16 to 19, 35 to 44 or 65 plus and Pacific peoples.

Attitudes towards drink driving and enforcement (% among Total NZ)

Compulsory breath testing helps reduce road deaths



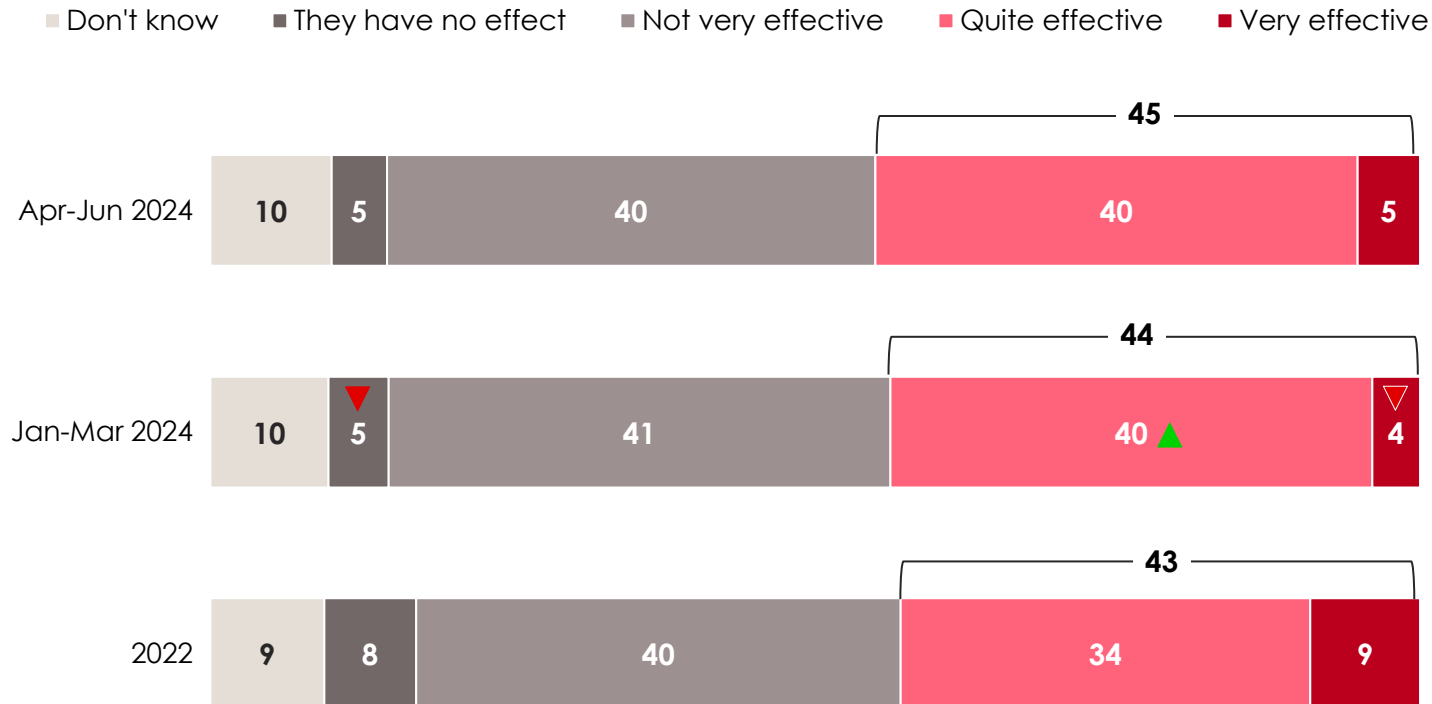
Groups which more commonly agree (Jan-Jun 2024)

Agree / Strongly agree (78%)

Region	Auckland (80%)
Urban / Rural	-
Gender by Age	Female – 16 to 19 (94%) Female – 35 to 44 (82%) Female – 65 plus (83%)
Ethnicity	Pacific peoples (83%)
Occupation	White collar (80%) Retired (82%)
Personal income	-
Driver's Licence	Restricted (87%)
Licence Class	-
'Would you rather' ad recall	Recall ad (78%)

Views are mixed towards the effectiveness of our drink-driving laws in reducing road deaths. As many people think they have little or no effect (45%) as think they are at least quite effective (45%). Those living in a central city area and males aged 25 to 44 more commonly think they are effective.

Effectiveness of drink driving laws in reducing road deaths (% among Total NZ)



Groups which more think is effective (Jan-Jun 2024)

Quite effective / Very effective (44%)

Region	-
Urban / Rural	A central city area (50%)
Gender by Age	Male – 25 to 34 (50%) Male – 35 to 44 (51%)
Ethnicity	NZ European / European (45%)
Occupation	White collar (47%)
Personal income	\$60,001 to \$80,000 (49%) Over \$100,000 (51%)
Driver's Licence	-
Licence Class	-
'Would you rather' ad recall	-

06

Drug-impaired driving and enforcement

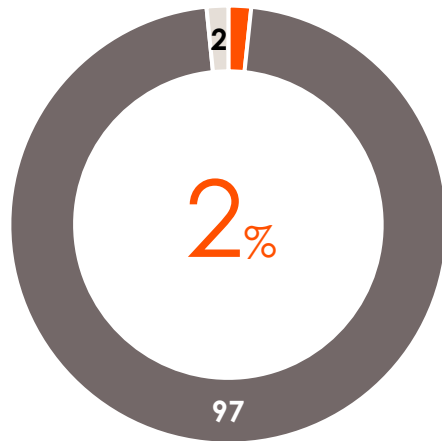




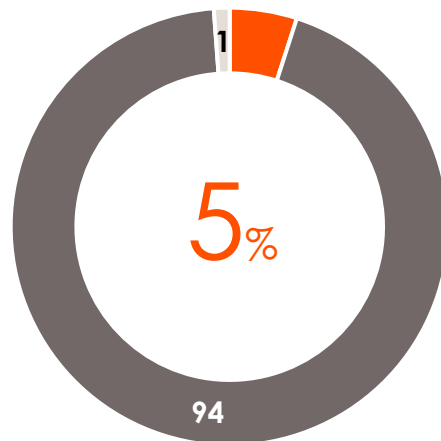
Among those with a driver's licence, few claim to have driven in the last 12 months when affected by prescription drugs or other drugs, either with or without alcohol. This is most commonly prescription or pharmacy drugs, not in combination with alcohol, at 5%.

Driven in the past 12 months when felt affected by... (% among those with a driver's licence, Jan-Jun 2024)

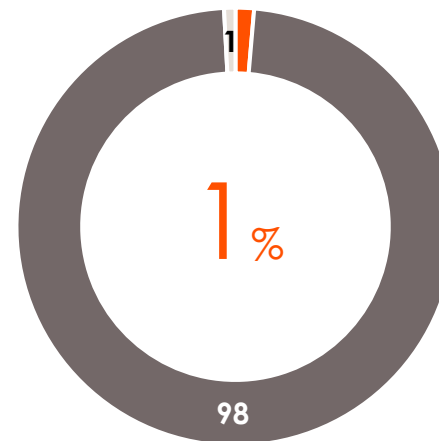
Prescription or pharmacy drugs combined with alcohol



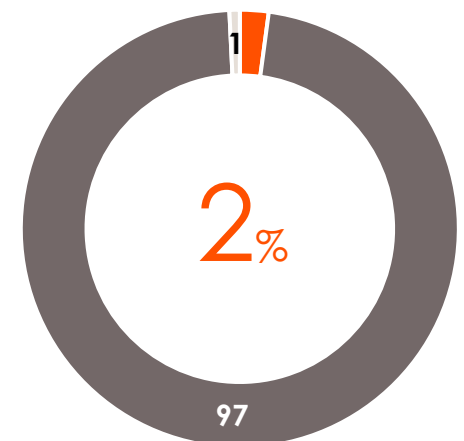
Prescription or pharmacy drugs combined without alcohol



Other drugs combined with alcohol



Other drugs combined without alcohol

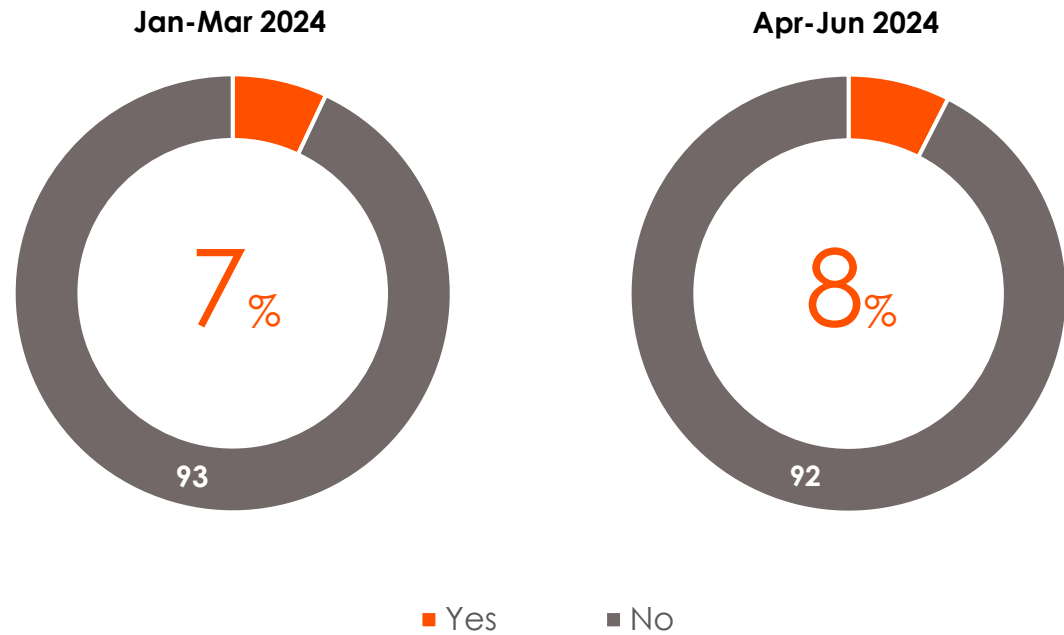


■ Yes ■ No ■ Don't know / Can't remember



Overall, fewer than one in ten drivers (8% this quarter) claim to have driven while affected by prescription, pharmacy or other drugs in the last 12 months. Males aged 20 to 34 more commonly claim to have driven while affected by some form of drugs in the last 12 months.

Driven in the past 12 months when felt affected by prescription / pharmacy drugs or other drugs... (% among those with a driver's licence)



Groups which more commonly have... (Jan-Jun 2024)

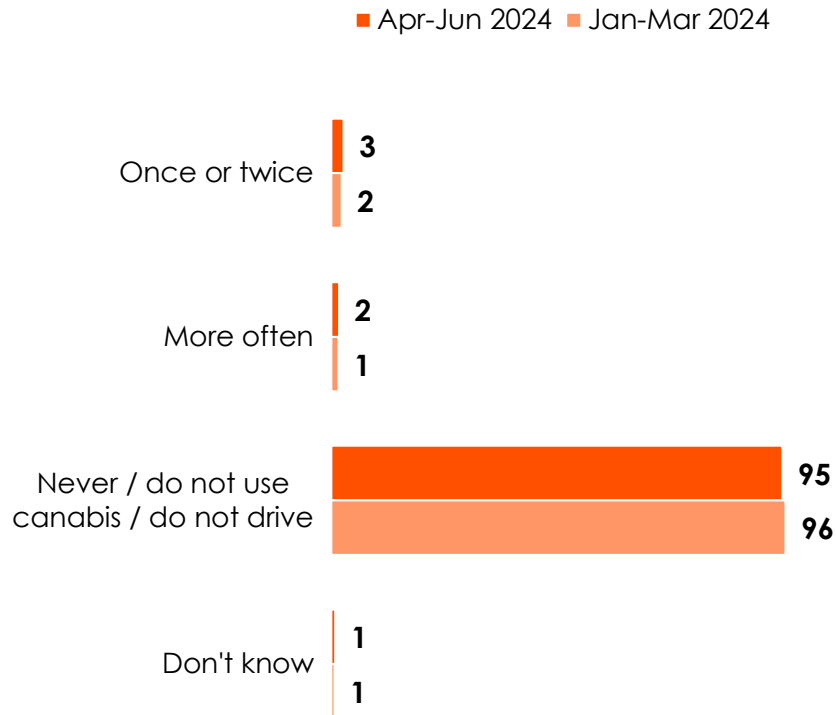
Driven in past 12 months when felt affected by prescription or other drugs (7%)

Region	Bay of Plenty (13%)
Urban / Rural	-
Gender by Age	Male – 20 to 24 (18%) Male – 25 to 34 (12%)
Ethnicity	Asian peoples (10%)
Occupation	-
Personal income	\$40,001 to \$60,000 (11%) \$60,001 to \$80,000 (9%)
Driver's Licence	Restricted (13%)
Licence Class	-



Four percent of New Zealanders admit to having driven within an hour after using cannabis in the last 12 months, being more common among males aged 20 to 24 and females aged 16 to 24. Of these, two in five claim that the cannabis had at least some effect on their driving.

How often driven within an hour after using cannabis in the last 12 months (% among Total NZ, Jan-Mar 2024)

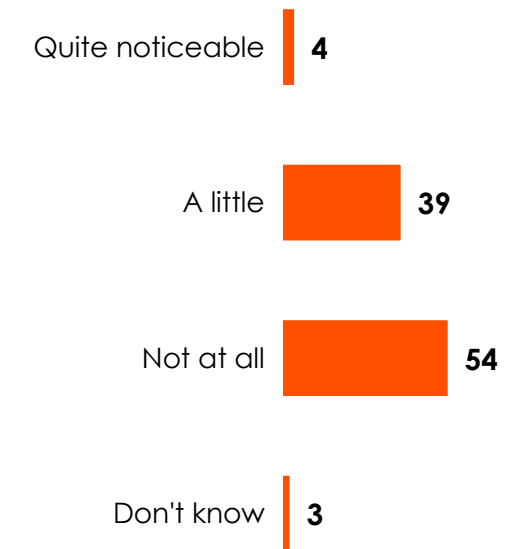


Groups which more commonly have... (Jan-Jun 2024)

Group	Percentage
Region	-
Urban / Rural	Rural area (within 5 km of a town) (7%)
Gender by Age	Male – 20 to 24 (12%) Female – 16 to 24 (7%)
Ethnicity	Māori (6%)
Occupation	Blue collar (6%) Not in employment (9%)
Personal income	\$40,001 to \$60,000 (7%)
Driver's Licence	Learner (7%) Restricted (12%)
Licence Class	-

Driven in within an hour after using cannabis – Once or twice / More often (4%)

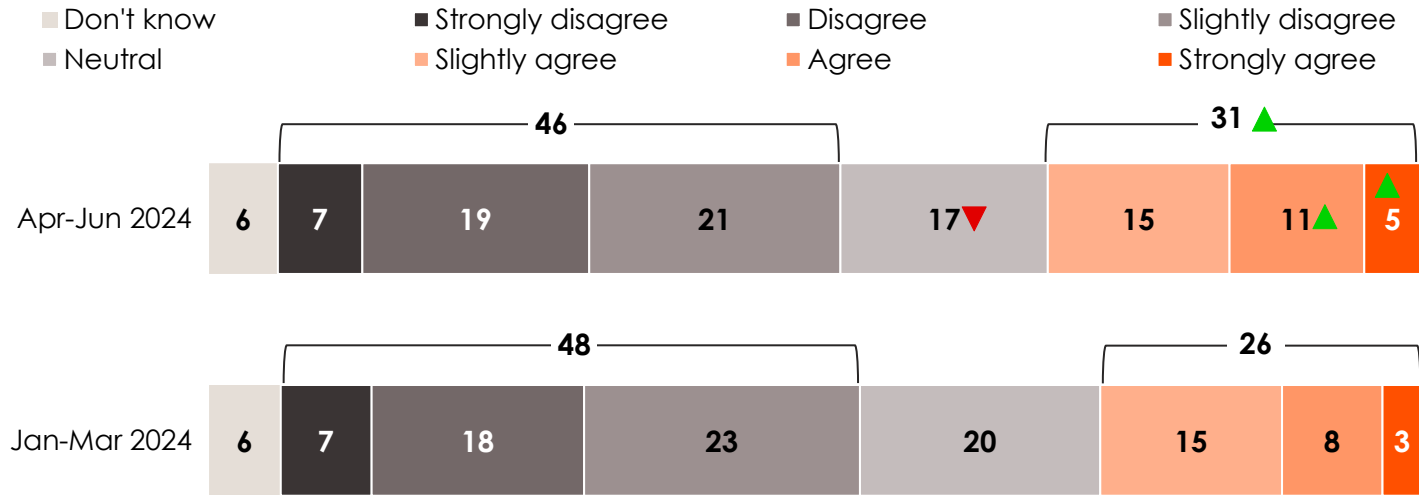
Effect that use of cannabis had on driving (% among those who have driven at least once after using cannabis, Jan-Jun 2024)



Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught. However, more New Zealanders still disagree (46%) than agree (31%) overall. Auckland residents, Pacific peoples and Asian peoples more commonly agree someone is likely to get caught.

Attitudes towards enforcement of drug driving (% among Total NZ)

If someone drives while impaired by drugs, they are likely to get caught



Groups which more commonly agree (Jan-Jun 2024)

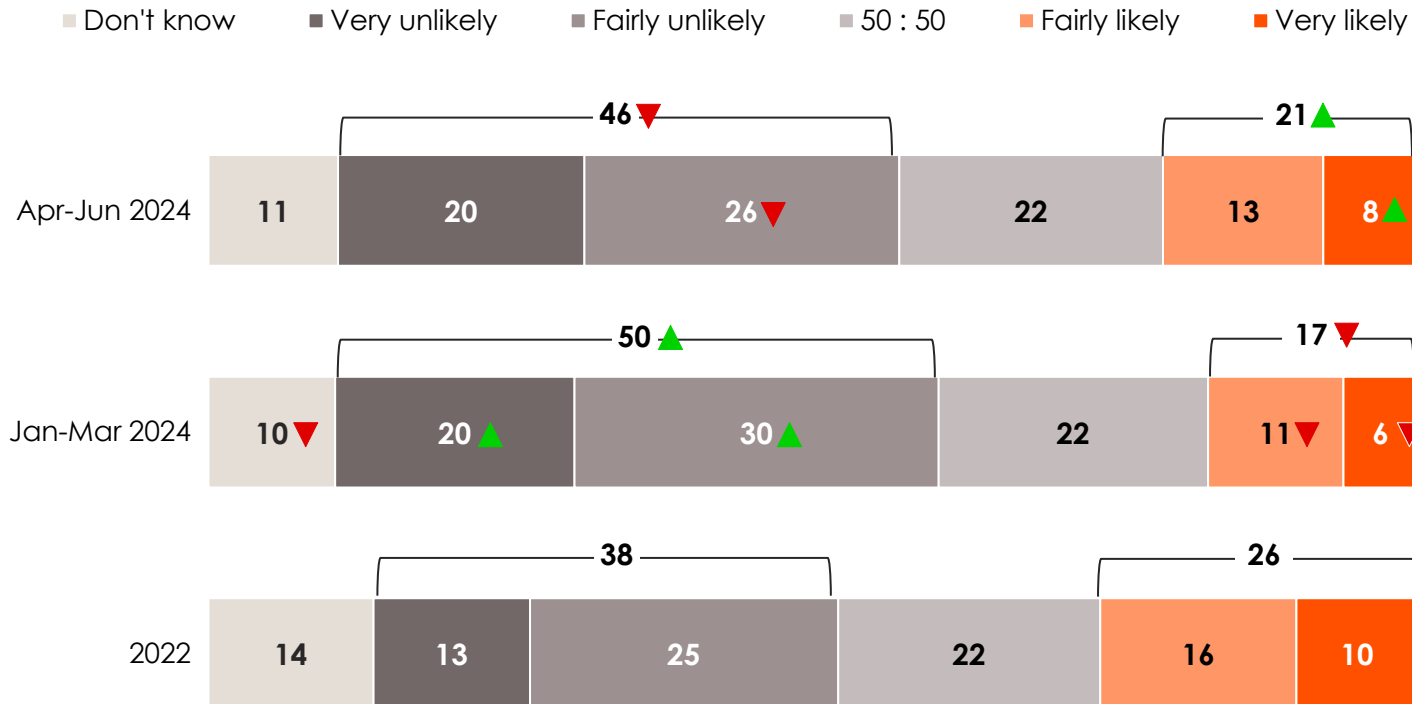
Slightly agree / Agree / Strongly agree (29%)

Region	Auckland (33%)
Urban / Rural	A central city area (33%)
Gender by Age	Male – 16 to 19 (38%) Male – 20 to 24 (35%) Female – 16 to 19 (55%) Female – 65 plus (38%)
Ethnicity	Pacific peoples (34%) Asian peoples (43%)
Occupation	Not in employment (36%) Retired (35%) Student (37%)
Personal income	Up to \$40,000 (37%)
Driver's Licence	Do not have a licence (39%) Learner (35%) Restricted (43%)
Licence Class	-



Only one in five (21%) think it is likely that a driver will be tested for drugs at a Police checkpoint, being a slight increase on last quarter, while almost half (46%) think this is unlikely. Auckland residents and those aged 65 plus more commonly think it is likely to happen.

Likelihood of a driver being tested for drugs at a Police checkpoint (% among Total NZ)



Groups which more commonly think it is likely (Jan-Jun 2024)

Fairly likely / Very likely (19%)

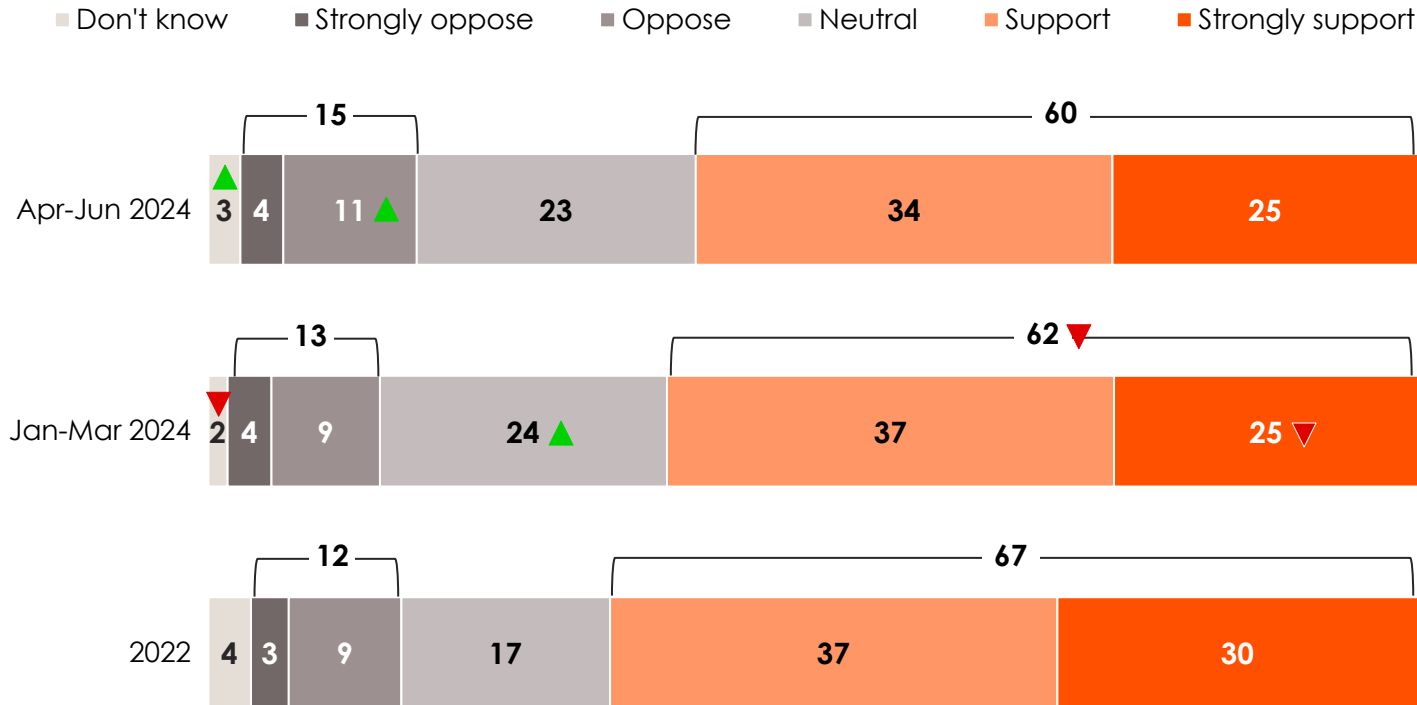
Region	Auckland (22%)
Urban / Rural	Rural area (more than 5 km from a town) (26%)
Gender by Age	Male – 65 plus (30%) Female – 65 plus (34%)
Ethnicity	Māori (23%) Pacific peoples (26%) Asian peoples (26%)
Occupation	Retired (32%)
Personal income	Up to \$40,000 (27%)
Driver's Licence	-
Licence Class	-



Three in five New Zealanders support compulsory roadside testing of drivers for drug use. Males aged 65 plus, and females aged 45 plus, more commonly support this road safety initiative. There is a low level of opposition at 15% this quarter.

Support for road safety initiatives (% among Total NZ)

Compulsory roadside testing of drivers for drug use, which could take up to 10 minutes

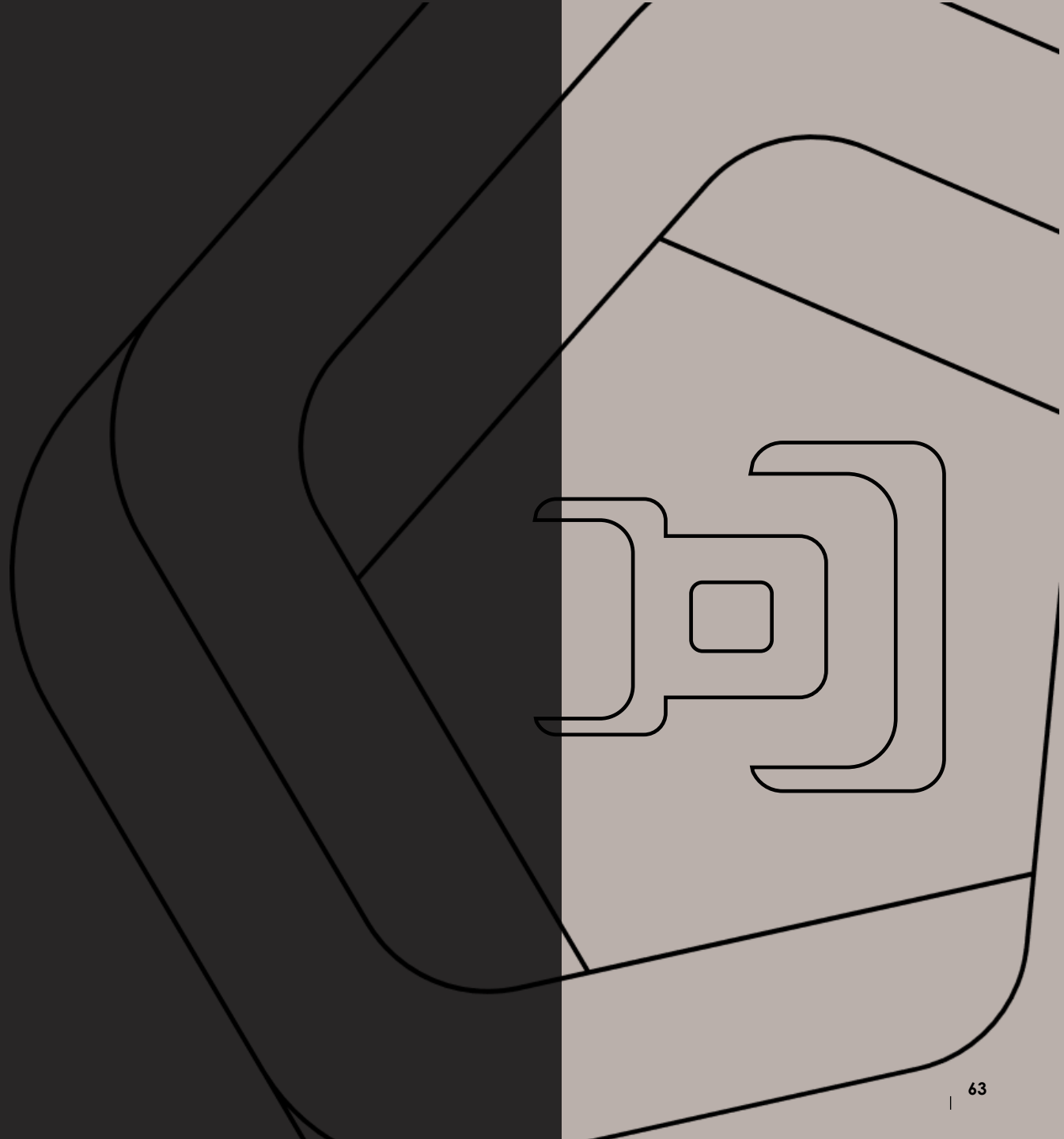


Groups which more commonly support (Jan-Jun 2024)

	Support / Strongly support (61%)
Region	Northland (69%) Hawke's Bay (73%) Marlborough / Nelson / Tasman (71%)
Urban / Rural	-
Gender by Age	Male – 65 plus (75%) Female – 45 to 54 (69%) Female – 55 to 64 (77%) Female – 65 plus (82%)
Ethnicity	-
Occupation	Retired (80%)
Personal income	\$40,001 to \$60,000 (65%)
Driver's Licence	Full (62%)
Licence Class	-

07

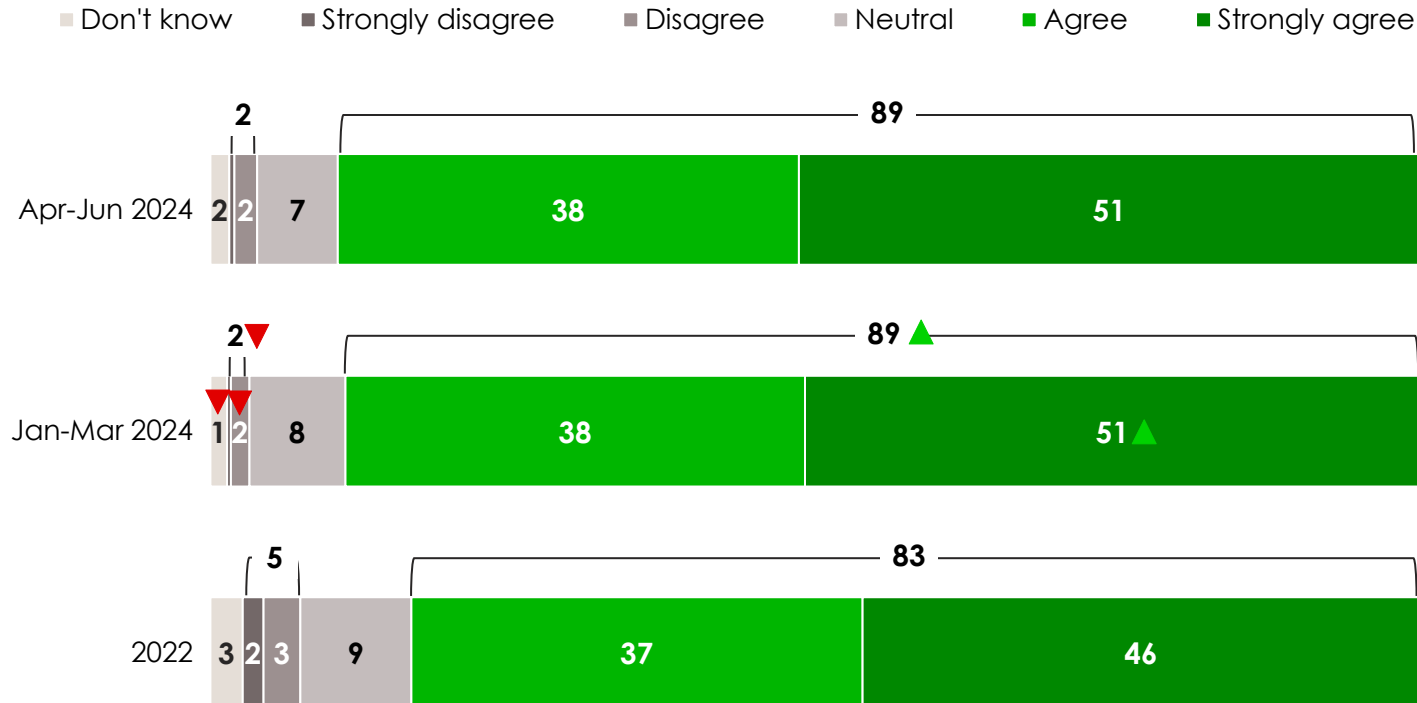
Seat belts



Nine in ten New Zealanders think that enforcing the use of seat belts helps reduce road deaths, and half are in strong agreement. Hawke's Bay and Otago residents, males aged 65 plus and females aged 45 to 54 or 65 plus more commonly think that seat belts help reduce road deaths.

Attitudes towards seat belts and enforcement (% among Total NZ)

Enforcing the use of seat belts helps reduce road deaths



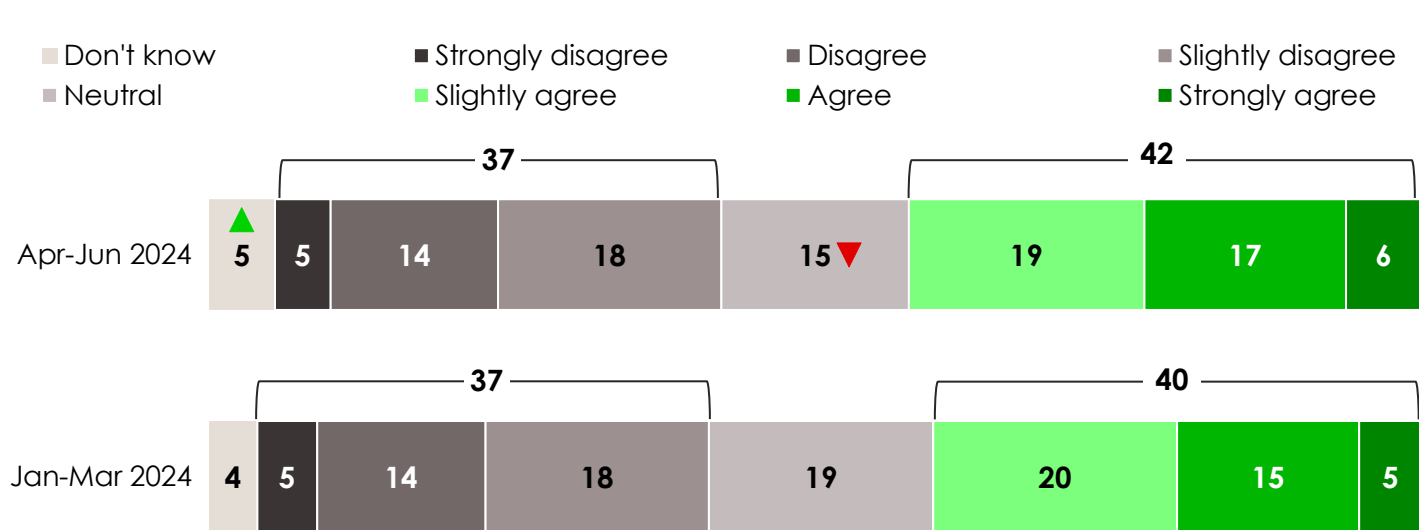
Groups which more commonly agree (Jan-Jun 2024)

	Agree / Strongly agree (89%)
Region	Hawke's Bay (95%) Otago (95%)
Urban / Rural	A suburban area (91%)
Gender by Age	Male – 65 plus (94%) Female – 45 to 54 (93%) Female – 65 plus (96%)
Ethnicity	NZ European / European (91%)
Occupation	White collar (90%) Retired (93%)
Personal income	Over \$100,000 (93%)
Driver's Licence	-
Licence Class	-
'Survivors' ad recall	-

Views are divided towards the likelihood of people getting a ticket if not wearing a seat belt. Almost as many think this is unlikely (37%) as think it is likely (42% this quarter). Canterbury residents, those aged 65 plus, Māori, Pacific peoples and Asian peoples more commonly think it is likely.

Attitudes towards seat belts and enforcement (% among Total NZ)

People who do not wear seat belts are likely to get a ticket



Groups which more commonly agree (Jan-Jun 2024)

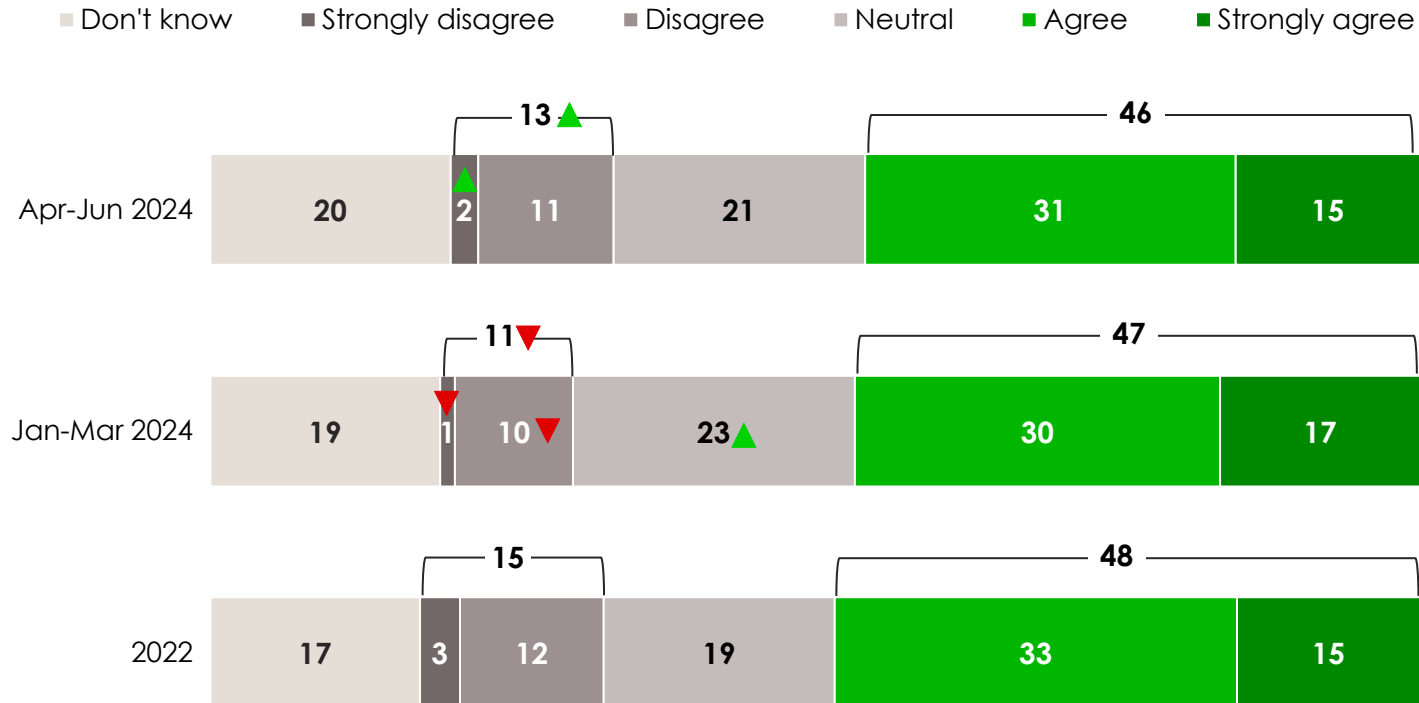
Slightly agree / Agree / Strongly agree (41%)

Region	Canterbury (47%)
Urban / Rural	A town (46%)
Gender by Age	Male – 65 plus (51%) Female – 65 plus (55%)
Ethnicity	Māori (45%) Pacific peoples (49%) Asian peoples (46%)
Occupation	Not in employment (47%) Retired (53%)
Personal income	Up to \$40,000 (49%) \$40,001 to \$60,000 (48%) \$60,001 to \$80,000 (46%)
Driver's Licence	-
Licence Class	-
'Survivors' ad recall	-

Almost one in two (46%) think that the penalties for not wearing a seat belt are not very severe even if you are caught. Hawke's Bay residents and those aged 65 plus more commonly think the penalties are not very severe. Only 13% think the penalties are severe, being higher than last quarter (11%).

Attitudes towards seat belts and enforcement (% among Total NZ)

Penalties for not wearing a seat belt are not very severe even if you are caught



Groups which more commonly agree (Jan-Jun 2024)

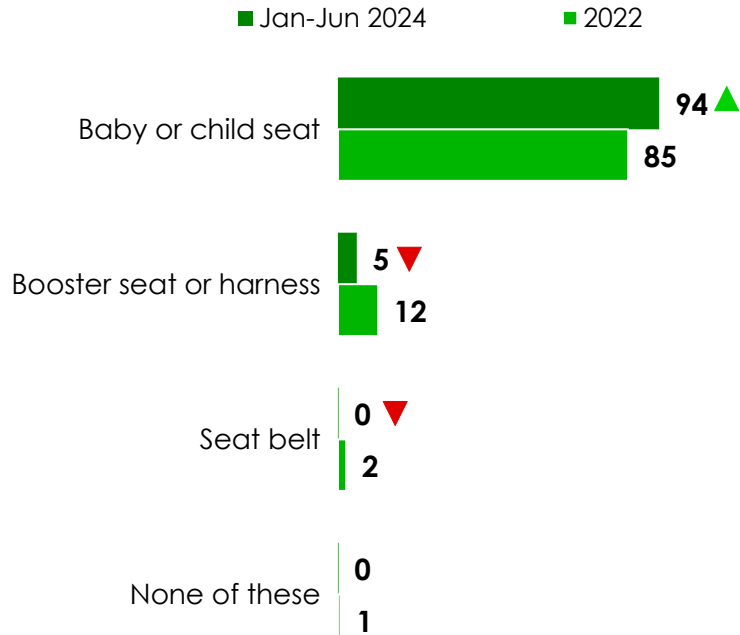
Agree / Strongly agree (46%)

Region	Hawke's Bay (57%)
Urban / Rural	-
Gender by Age	Male – 65 plus (56%) Female – 65 plus (59%)
Ethnicity	NZ European / European (47%)
Occupation	Retired (56%)
Personal income	-
Driver's Licence	-
Licence Class	Motorcycle (53%)
'Survivors' ad recall	Recall ad (48%)

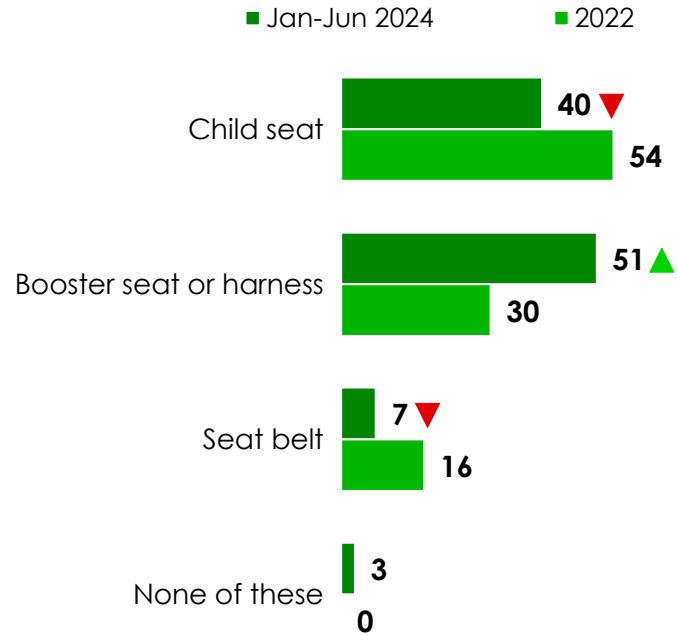
Among respondents who regularly drive with children aged up to 9 years, the majority claim that their youngest child was restrained when last driven. However, three percent of 5 to 6 year olds and five percent of 7 to 9 year olds had no form of restraint when last driven.

Use of child restraints

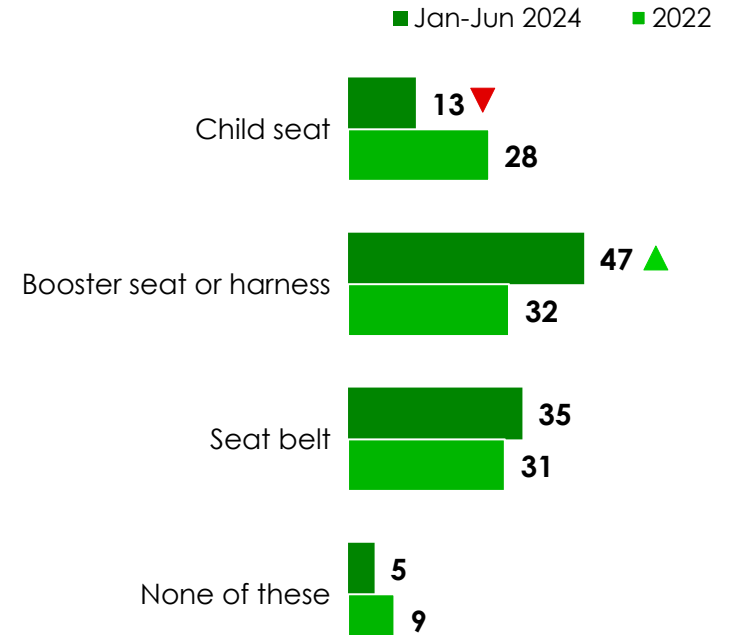
Child restraint use when last drove with child aged 0 to 4 years (% , those with a child aged 0 to 4 years)



Child restraint use when last drove with child aged 5 to 6 years (% , those with a child aged 5 to 6 years)



Child restraint use when last drove with child aged 7 to 9 years (% , those with a child aged 7 to 9 years)



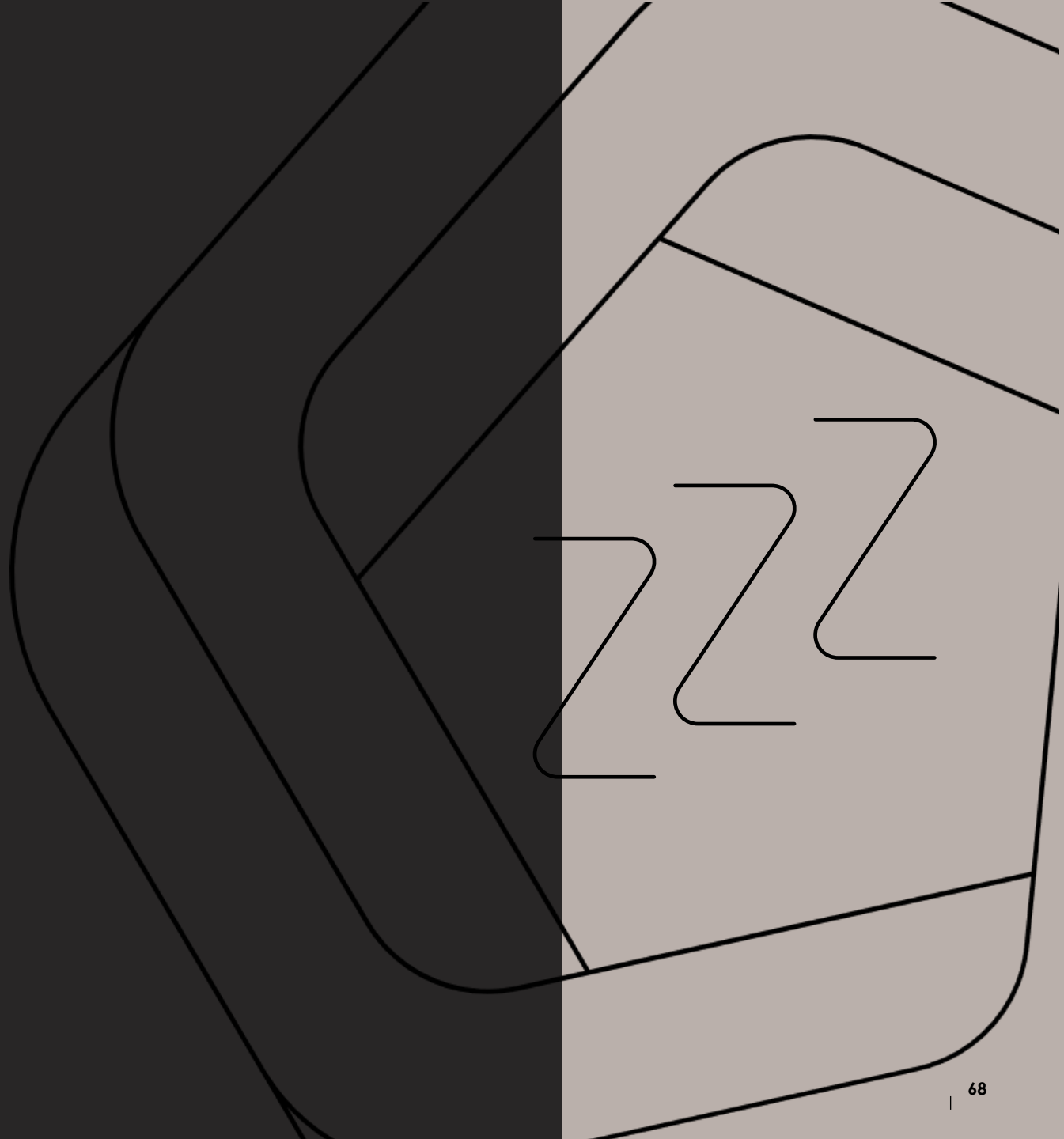
▲ = Significantly higher than previous period at 95% CL
 ▼ = Significantly lower than previous period at 95% CL

Source: Q44c Now we have a question about children travelling in cars. First, do you regularly drive with children aged nine or under in your car? Q44d How old is the youngest child you drive? Q44e [CHILD AGED 0 TO 4 YEARS] Last time you drove with this child in the car, was the child in a baby or child seat, booster seat, seatbelt or none of these? Q44f [CHILD AGED 5 TO 9 YEARS] Last time you drove with this child in the car, was the child in in a child seat, booster seat, seatbelt or none of these?

Base: Jan-Jun 2024 | 2022 - Those who regularly drive a ... Child aged 0 to 4 years n = 461 | 239; Child aged 5 to 6 years 2024 n = 155 | 81 ; Child aged 7 to 9 years n = 211 | 100

08

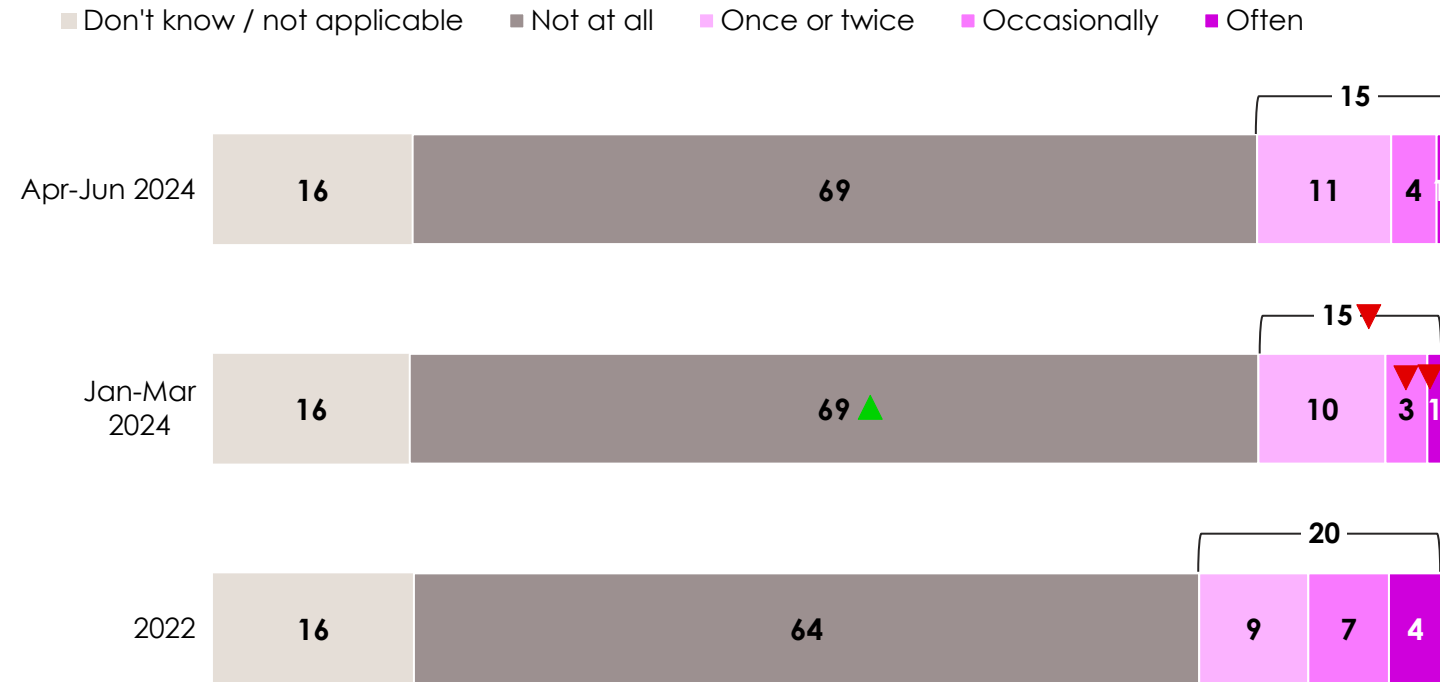
Fatigue



Fifteen percent of drivers have had trouble staying awake on at least one occasion in the last 12 months while driving to or from work. This is more common among Auckland residents, males aged 16 to 24 or 35 to 44, and females aged 16 to 19.

Trouble staying awake in the last 12 months...(% among those with a driver's licence)

While driving to or from work



Groups more commonly have had trouble staying awake while driving to or from work (Jan-Jun 2024)

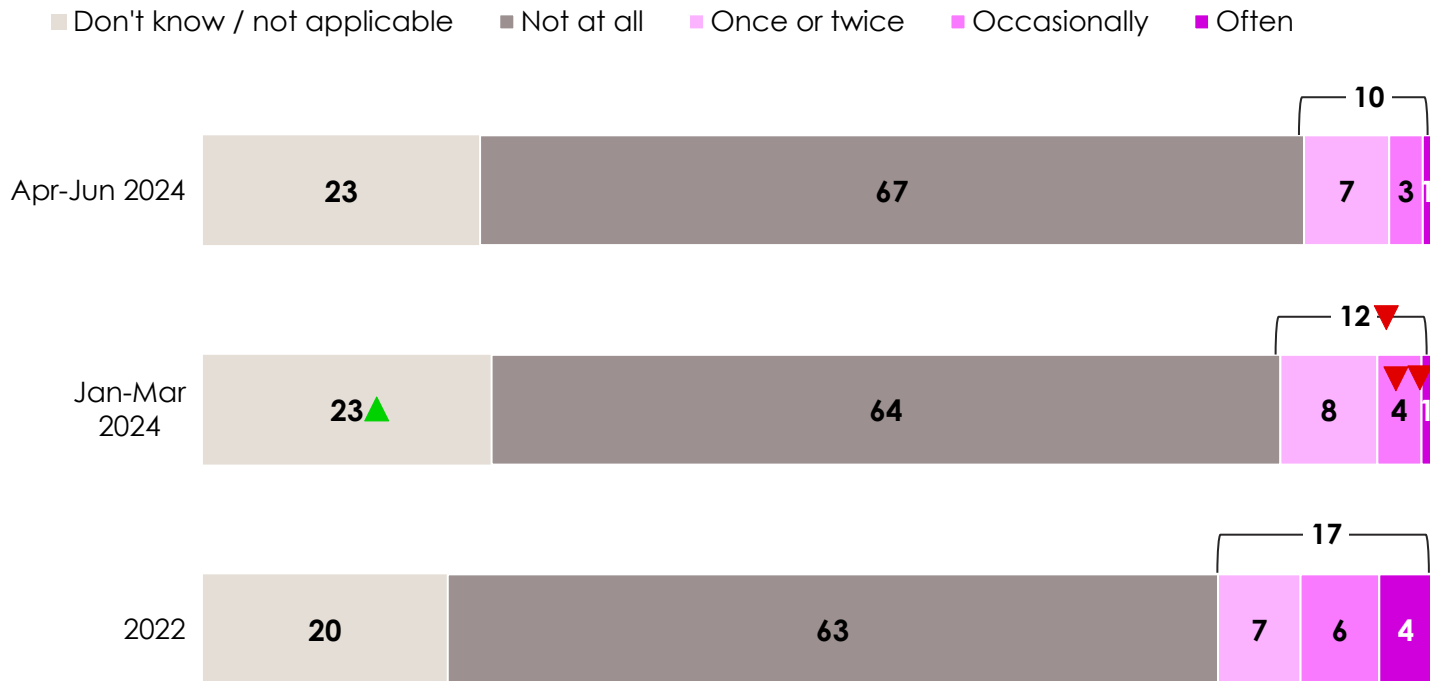
Once or twice / Occasionally / Often (15%)

Region	Auckland (19%)
Urban / Rural	-
Gender by Age	Male – 16 to 19 (27%) Male – 20 to 24 (34%) Male – 35 to 44 (22%) Male – 45 to 54 (21%) Female – 16 to 19 (35%)
Ethnicity	Pacific peoples (26%)
Occupation	White collar (18%) Blue collar (29%) Student (25%)
Personal income	\$61,000 to \$80,000 (18%) \$81,000 to \$100,000 (18%)
Driver's Licence	Learner / Restricted (19%)
Licence Class	-

This quarter, ten percent of drivers claim to have had trouble staying awake on at least one occasion in the last 12 months while driving as part of their work. This is more common among Waikato and Bay of Plenty residents, males aged 16 to 54, and those with a bus or heavy vehicle licence.

Trouble staying awake in the last 12 months...(% among those with a driver's licence)

While driving as part of your work



Groups more commonly have had trouble staying awake while driving as part of work (Jan-Jun 2024)

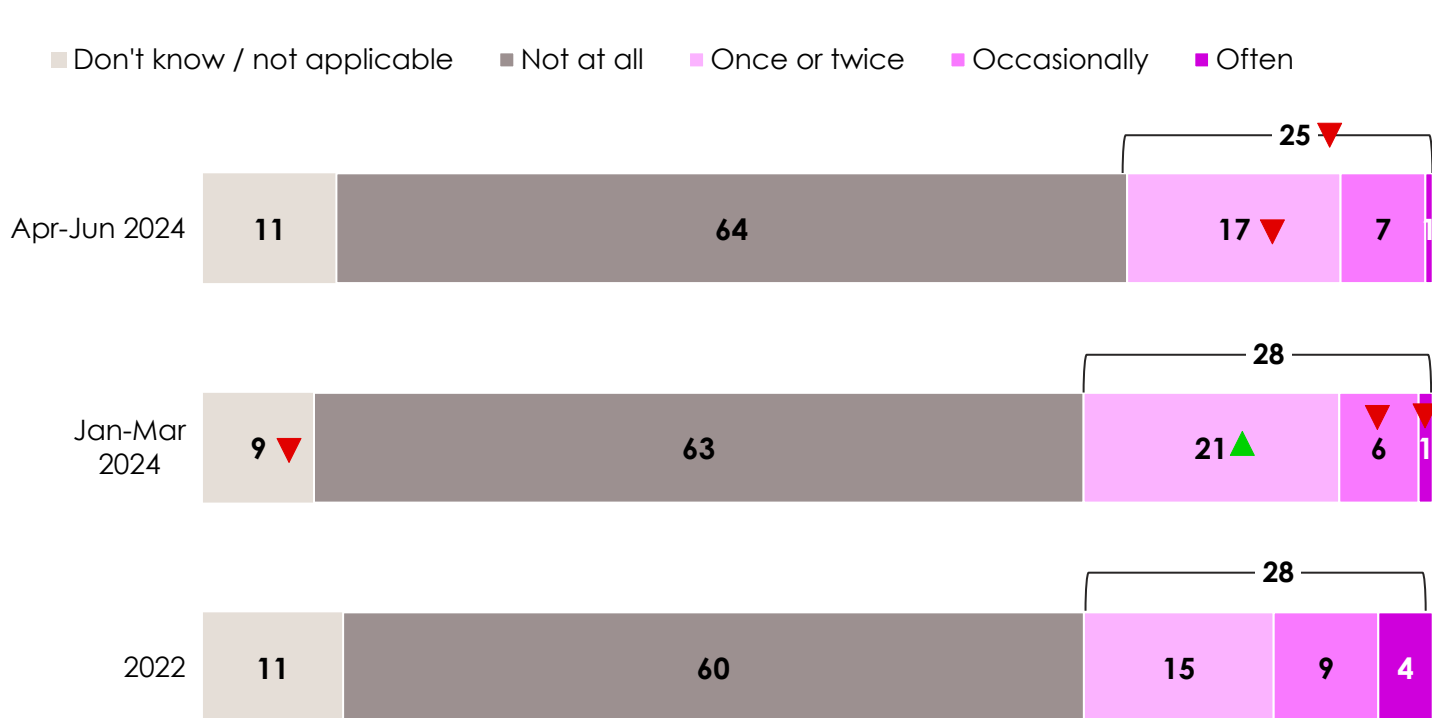
Once or twice / Occasionally / Often (11%)

Region	Waikato (18%) Bay of Plenty (15%)
Urban / Rural	-
Gender by Age	Male – 16 to 19 (21%) Male – 20 to 24 (28%) Male – 25 to 34 (16%) Male – 35 to 44 (17%) Male – 45 to 54 (19%)
Ethnicity	Māori (14%) Pacific peoples (16%) Asian peoples (14%)
Occupation	White collar (14%) Blue collar (19%)
Personal income	\$41,000 to \$60,000 (14%) \$61,000 to \$80,000 (15%) \$81,000 to \$100,000 (16%) Over \$100,000 (15%)
Driver's Licence	-
Licence Class	Bus (25%) Heavy vehicle (23%)

One in four drivers have had trouble staying awake on at least one occasion in the last 12 months while driving on a long trip, being slightly lower than last quarter (28%). This is more common among males aged 20 to 24 or 35 to 54 and those living in rural areas more than 5km from a town.

Trouble staying awake in the last 12 months...(% among those with a driver's licence)

While driving on a long trip such as a holiday or to a family funeral or tangi



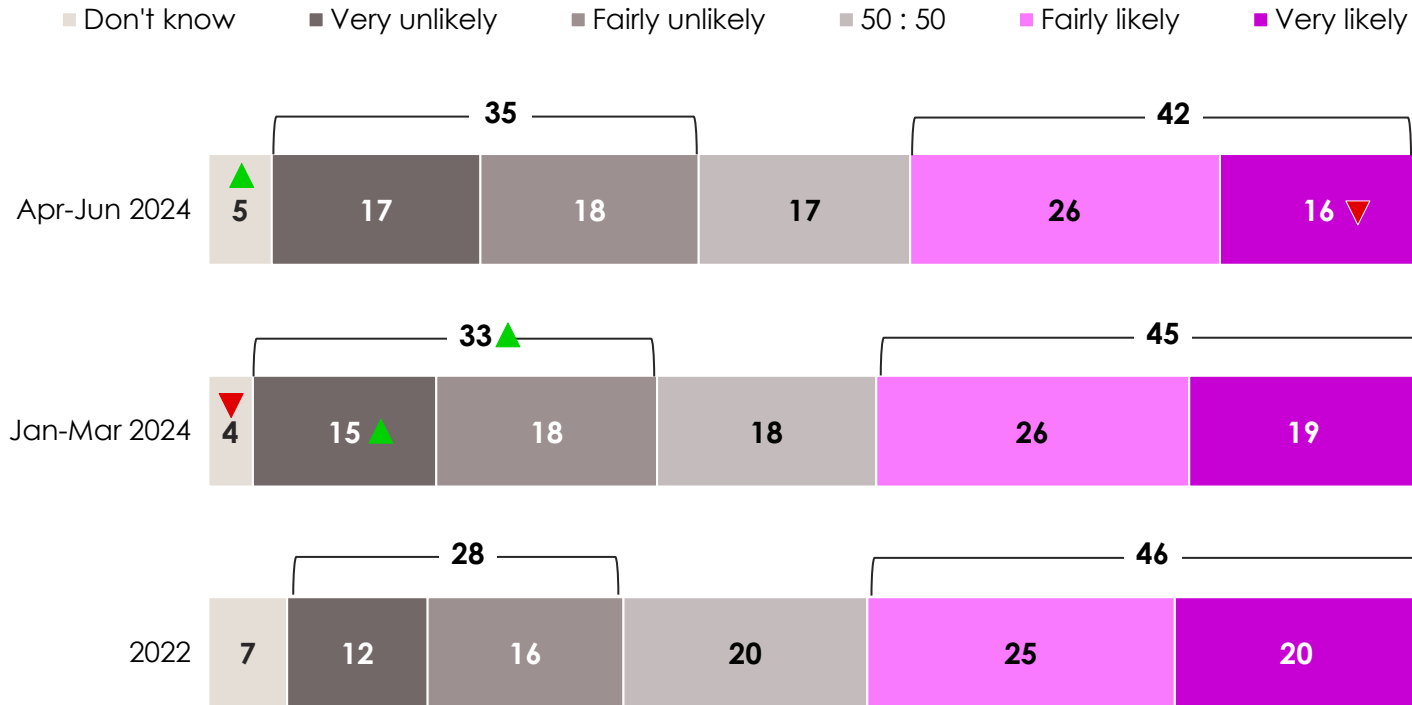
Groups more commonly have had trouble staying awake while driving on a long trip (Jan-Jun 2024)

Once or twice / Occasionally / Often (27%)

Region	-
Urban / Rural	Rural area (>5 km from a town) (32%)
Gender by Age	Male – 20 to 24 (42%) Male – 35 to 44 (35%) Male – 45 to 54 (33%)
Ethnicity	Māori (32%) Asian peoples (31%)
Occupation	White collar (32%)
Personal income	\$81,000 to \$100,000 (30%) Over \$100,000 (34%)
Driver's Licence	-
Licence Class	-

Two in five drivers (42%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving. One in three (35%) think they would be unlikely to pull over and nap. Northland residents and those aged 55 or older more commonly think they would pull over and nap.

Likelihood of pulling over to have a short nap when drowsy and driving (% among those with a driver's licence)

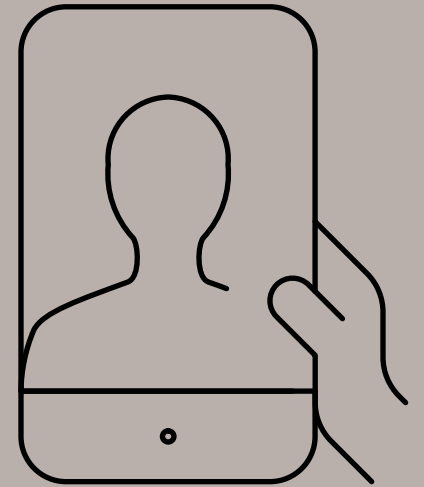


Groups which more commonly think it is likely (Jan-Jun 2024)

Group	Percentage
Fairly likely / Very likely (43%)	
Region	Northland (55%)
Urban / Rural	-
Gender by Age	Male – 55 to 64 (54%) Male – 65 plus (61%) Female – 55 to 64 (58%) Female – 65 plus (53%)
Ethnicity	Māori (49%)
Occupation	Not in employment (52%) Retired (56%)
Personal income	Up to \$40,000 (49%)
Driver's Licence	-
Licence Class	Motorcycle (52%) Bus (63%) Heavy vehicle (53%)

09

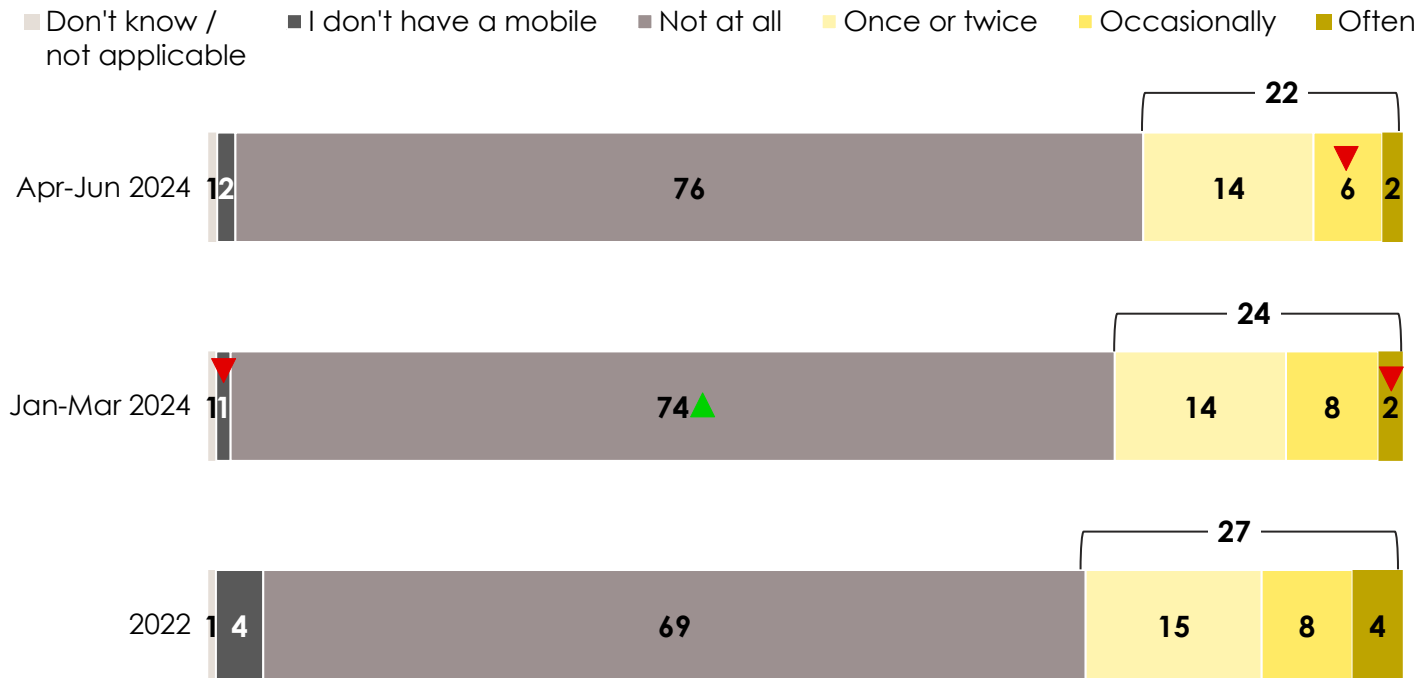
Driver distraction



This quarter, just over one in five drivers (22%) claim to have made hands-held phone calls while driving in the past month. This is more common among males aged 16 to 24 or 35 to 44, females aged 16 to 34 and those with a restricted licence or a heavy vehicle licence.

Frequency of using a mobile while driving (% among those with a driver's licence)

Hand held phone calls



Groups which more commonly make hand held phone calls while driving (Jan-Jun 2024)

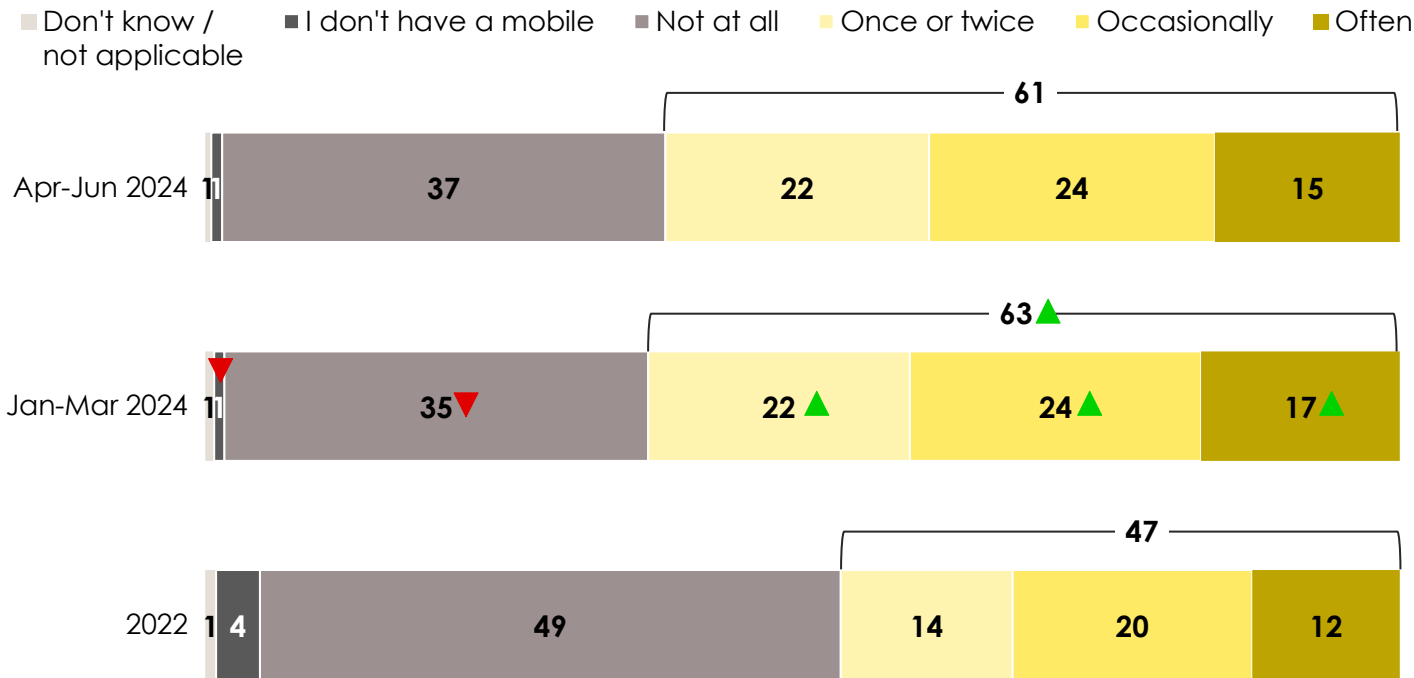
Once or twice / Occasionally / Often (23%)

Region	Auckland (26%)
Urban / Rural	A central city area (27%)
Gender by Age	Male – 16 to 24 (34%) Male – 35 to 44 (32%) Female – 16 to 24 (31%) Female – 25 to 34 (29%)
Ethnicity	Pacific peoples (40%)
Occupation	White collar (26%) Blue collar (27%) Student (32%)
Personal income	\$60,0001 to 80,000 (29%) Over \$100,000 (26%)
Driver's Licence	Restricted (31%)
Licence Class	Heavy vehicle (31%)
'Driver distraction' ad recall	-

Three in five drivers claim to have made hands free phone calls while driving in the past month. This is more common among males aged 25 to 44, females aged 25 to 54 and those with a heavy vehicle licence.

Frequency of using a mobile while driving (% among those with a driver's licence)

Hand free phone calls



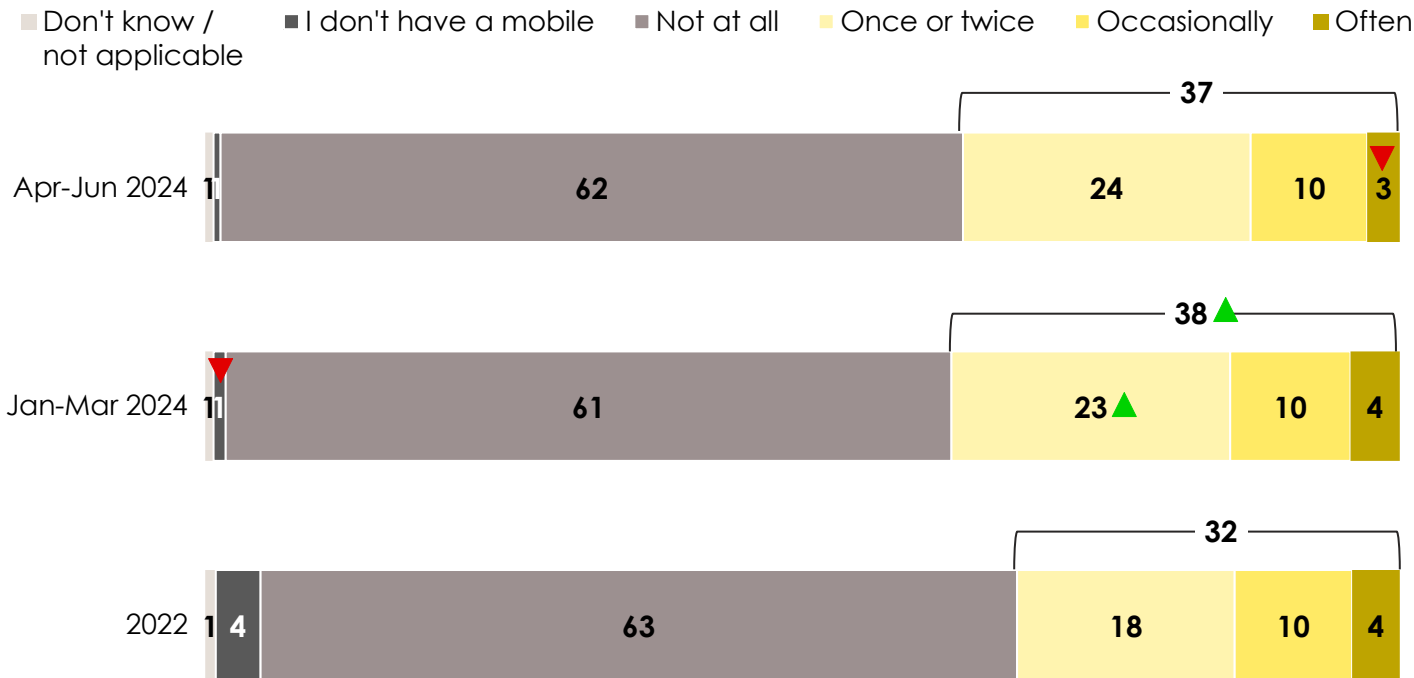
Groups which more commonly make hand free phone calls while driving (Jan-Jun 2024)

	Once or twice / Occasionally / Often (62%)
Region	Auckland (66%)
Urban / Rural	A suburban area (64%)
Gender by Age	Male – 20 to 24 (72%) Male – 25 to 34 (69%) Male – 35 to 44 (74%) Female – 25 to 34 (81%) Female – 35 to 44 (78%) Female – 45 to 54 (68%)
Ethnicity	-
Occupation	White collar (73%) Blue collar (67%)
Personal income	\$60,0001 to 80,000 (74%) \$80,001 to \$100,000 (73%) Over \$100,000 (77%)
Driver's Licence	Full (64%)
Licence Class	Heavy vehicle (70%)
'Driver distraction' ad recall	-

Just under two in five drivers claim to have sent or read text messages while driving in the past month. This is more common among Auckland and Canterbury residents, males aged 16 to 44, females aged 16 to 54 and those with personal income of over \$60,000.

Frequency of using a mobile while driving (% among those with a driver's licence)

Sending or reading text messages



Groups which more commonly send or read text messages while driving (Jan-Jun 2024)

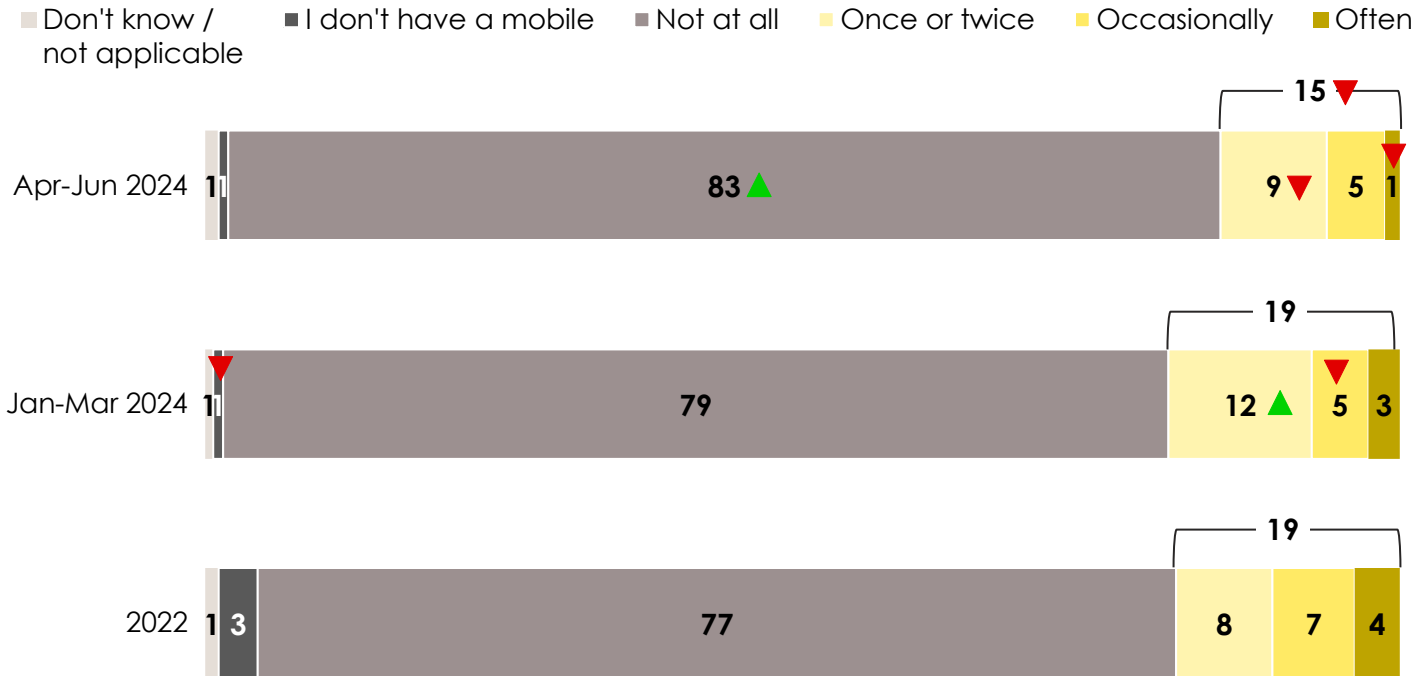
Once or twice / Occasionally / Often (37%)

Region	Auckland (42%) Canterbury (43%)
Urban / Rural	A central city area (42%)
Gender by Age	Male – 16 to 24 (51%) Male – 25 to 34 (47%) Male – 35 to 44 (51%) Female – 16 to 24 (47%) Female – 25 to 34 (63%) Female – 35 to 44 (52%) Female – 45 to 54 (43%)
Ethnicity	Pacific peoples (53%)
Occupation	White collar (47%) Blue collar (43%) Student (43%)
Personal income	\$60,001 to 80,000 (46%) \$80,001 to \$100,000 (48%) Over \$100,000 (48%)
Driver's Licence	-
Licence Class	-
'Driver distraction' ad recall	Recall ad (46%)

This quarter, fifteen percent of drivers claim to have checked or replied to social media on their mobile while driving in the past month, being a decrease from 19% last quarter. This is more common among Auckland and Canterbury residents and those aged 16 to 45.

Frequency of using a mobile while driving (% among those with a driver's licence)

Checking or replying to Facebook, Instagram or other social media messages



Groups which more commonly check or reply to social media while driving (Jan-Jun 2024)

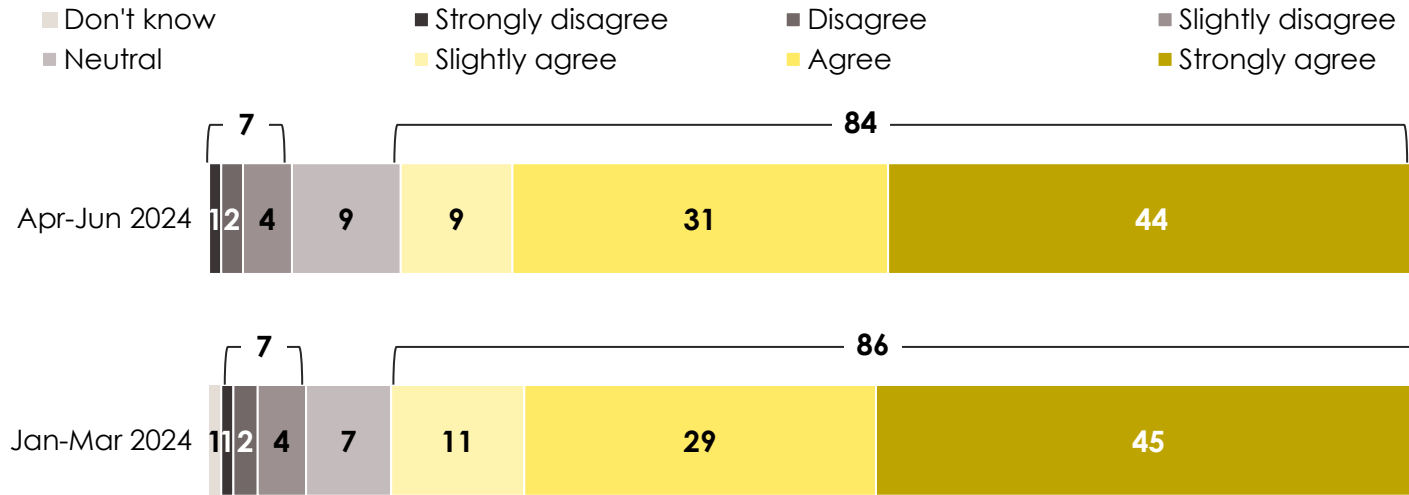
Once or twice / Occasionally / Often (17%)

Region	Auckland (21%) Canterbury (22%)
Urban / Rural	A central city area (27%)
Gender by Age	Male – 16 to 24 (28%) Male – 25 to 34 (31%) Male – 35 to 44 (24%) Female – 16 to 24 (31%) Female – 25 to 34 (30%) Female – 35 to 44 (27%)
Ethnicity	-
Occupation	White collar (23%)
Personal income	\$60,0001 to 80,000 (24%) \$80,001 to \$100,000 (24%) Over \$100,000 (24%)
Driver's Licence	-
Licence Class	-
'Driver distraction' ad recall	-

The majority of New Zealanders (84%) think that it's never acceptable to use a hand-held mobile phone or text while driving. This belief is more common among females aged 45 plus, males aged 55 plus, and among Bay of Plenty residents.

Attitudes towards distractions while driving (% among Total NZ)

It is never acceptable to use a hand-held mobile phone or text while driving



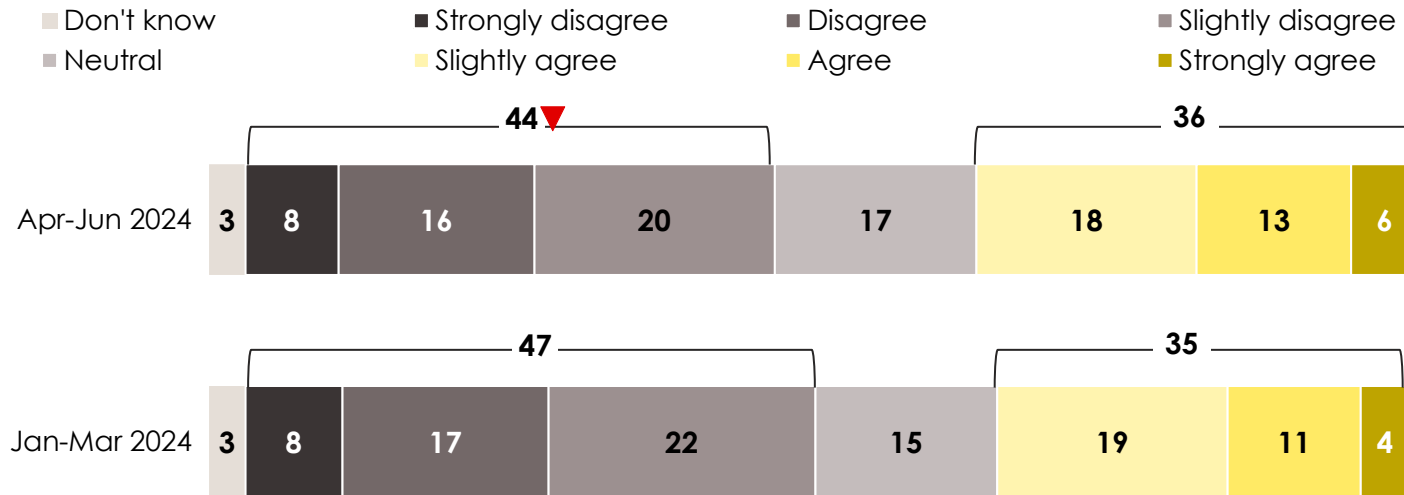
Groups which more commonly agree (Jan-Jun 2024)

	Slightly agree / Agree / Strongly agree (85%)
Region	Bay of Plenty (90%)
Urban / Rural	-
Gender by Age	Male - 55 to 64 (91%) Male - 65 plus (95%) Female - 45 to 54 (90%) Female - 55 to 64 (96%) Female - 65 plus (95%)
Ethnicity	NZ European / European (85%)
Occupation	Retired (95%)
Personal income	Up to \$40,000 (88%)
Driver's Licence	Do not have a licence (91%) Full (85%)
Licence Class	-
'Driver distraction' ad recall	-

Just over one in three (36%) think people who use hand-held mobile phones or text while driving are likely to get a ticket, however, 44% think it is unlikely. Those aged 65 plus, males aged 16 to 24, and females aged 16 to 19 more commonly think people are likely to get a ticket.

Attitudes towards distractions while driving (% among Total NZ)

People who use hand-held mobile phones or text while driving are likely to get a ticket



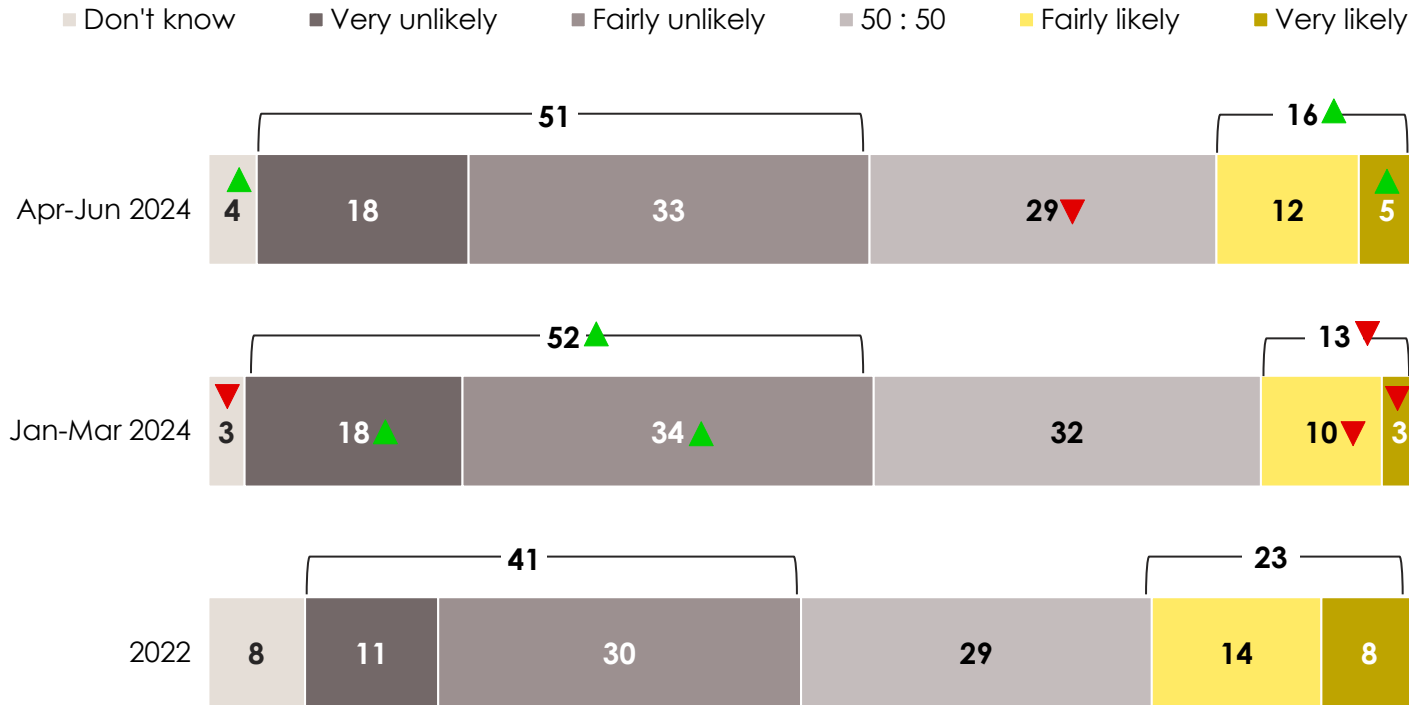
Groups which more commonly agree (Jan-Jun 2024)

Slightly agree / Agree / Strongly agree (36%)

Region	-
Urban / Rural	-
Gender by Age	Male - 16 to 19 (45%) Male - 20 to 24 (43%) Male - 65 plus (42%) Female - 16 to 19 (45%) Female - 65 plus (44%)
Ethnicity	Pacific peoples (43%) Asian peoples (45%)
Occupation	Not in employment (48%) Retired (43%)
Personal income	Up to \$40,000 (44%)
Driver's Licence	Do not have a licence (48%)
Licence Class	-
'Driver distraction' ad recall	Recall ad (45%)

Only sixteen percent currently think it is likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police, while one in two consider this to be unlikely. Males aged 16 to 24 and females aged 16 to 10 more commonly think someone is likely to be caught.

Likelihood of a person who is using a hand-held cell phone or texting while driving, to be caught by the Police (% among Total NZ)



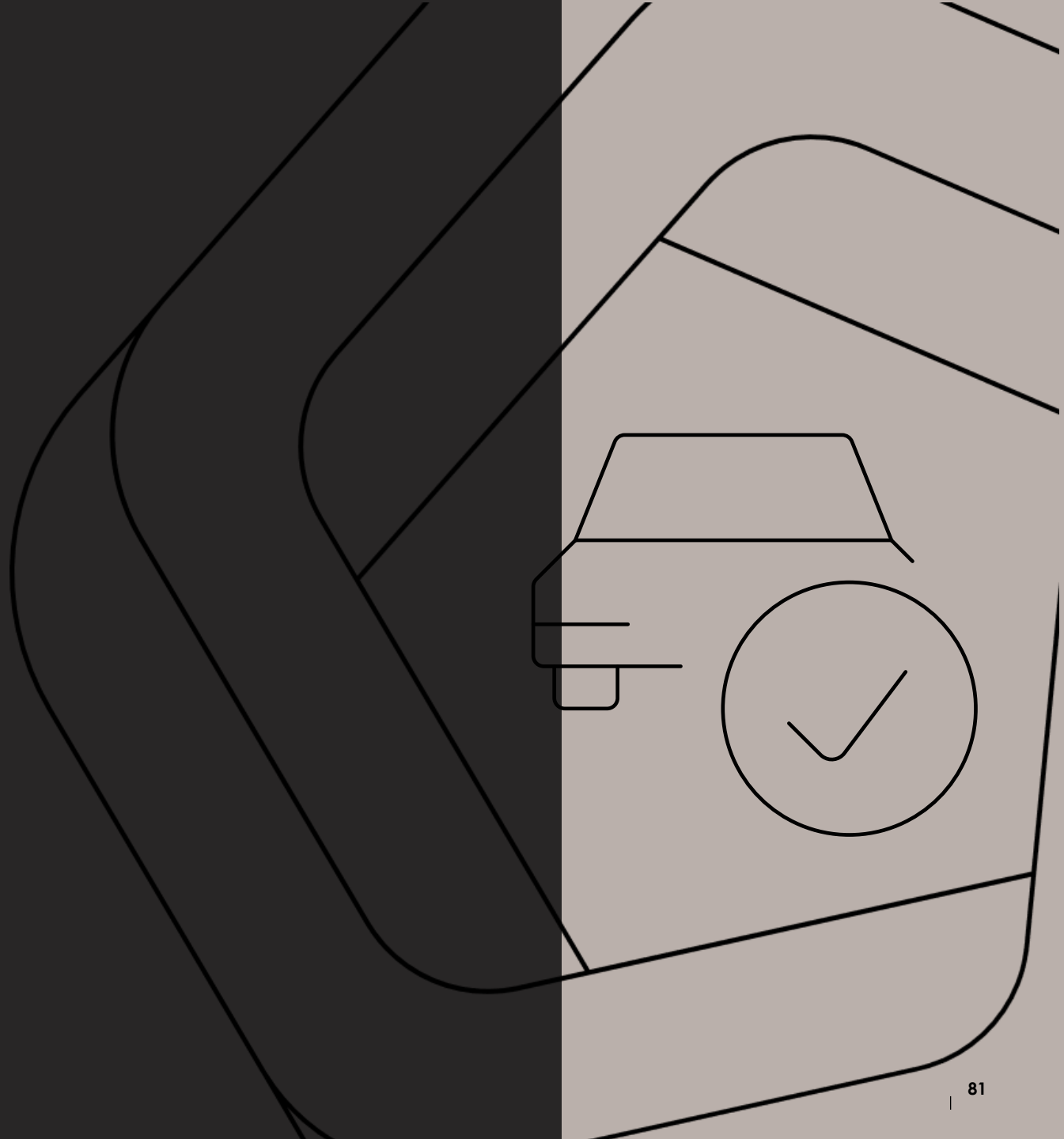
Groups which more commonly think it is likely (Jan-Jun 2024)

Fairly likely / Very likely (15%)

Region	-
Urban / Rural	A central city area (19%)
Gender by Age	Male - 16 to 19 (23%) Male - 20 to 24 (21%) Female - 16 to 19 (24%)
Ethnicity	Asian peoples (19%)
Occupation	Not in employment (19%)
Personal income	Up to \$40,000 (18%) \$60,001 - \$80,000 (19%)
Driver's Licence	Do not have a licence (22%)
Licence Class	-
'Driver distraction' ad recall	Recall ad (25%)

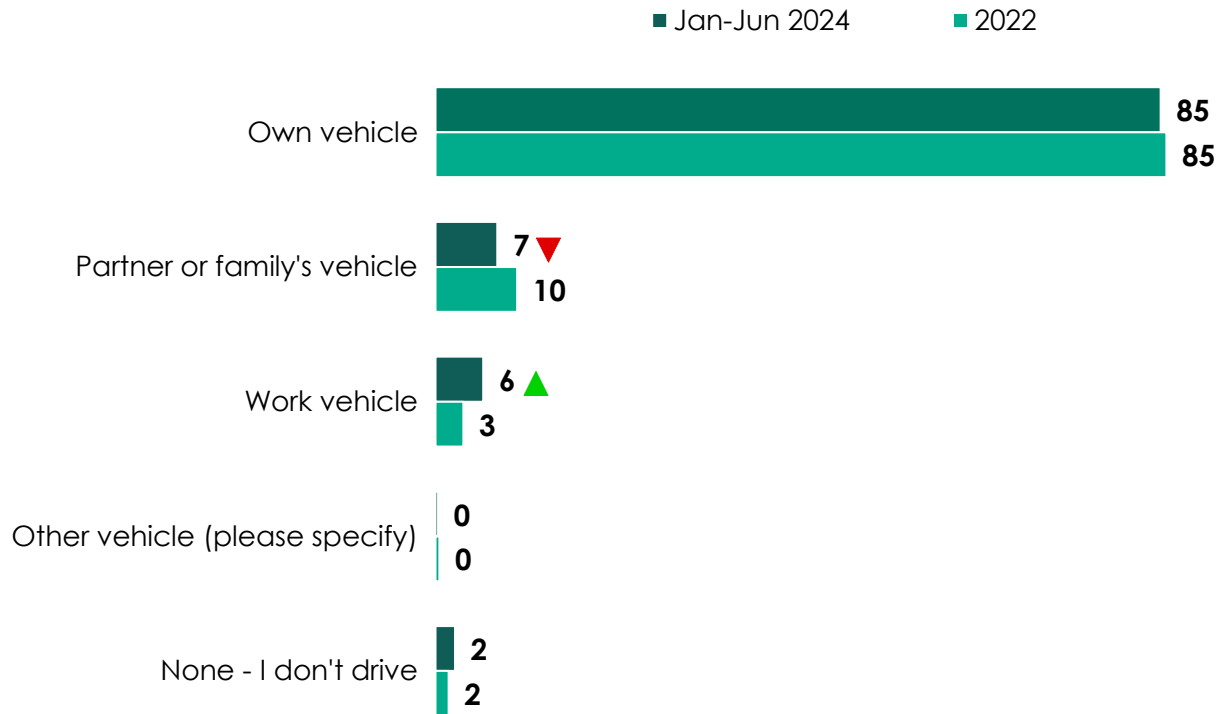
10

Vehicle safety



Most drivers usually drive their own vehicle. Seven percent usually drive a partner or family member's vehicle, and six percent usually drive a work vehicle.

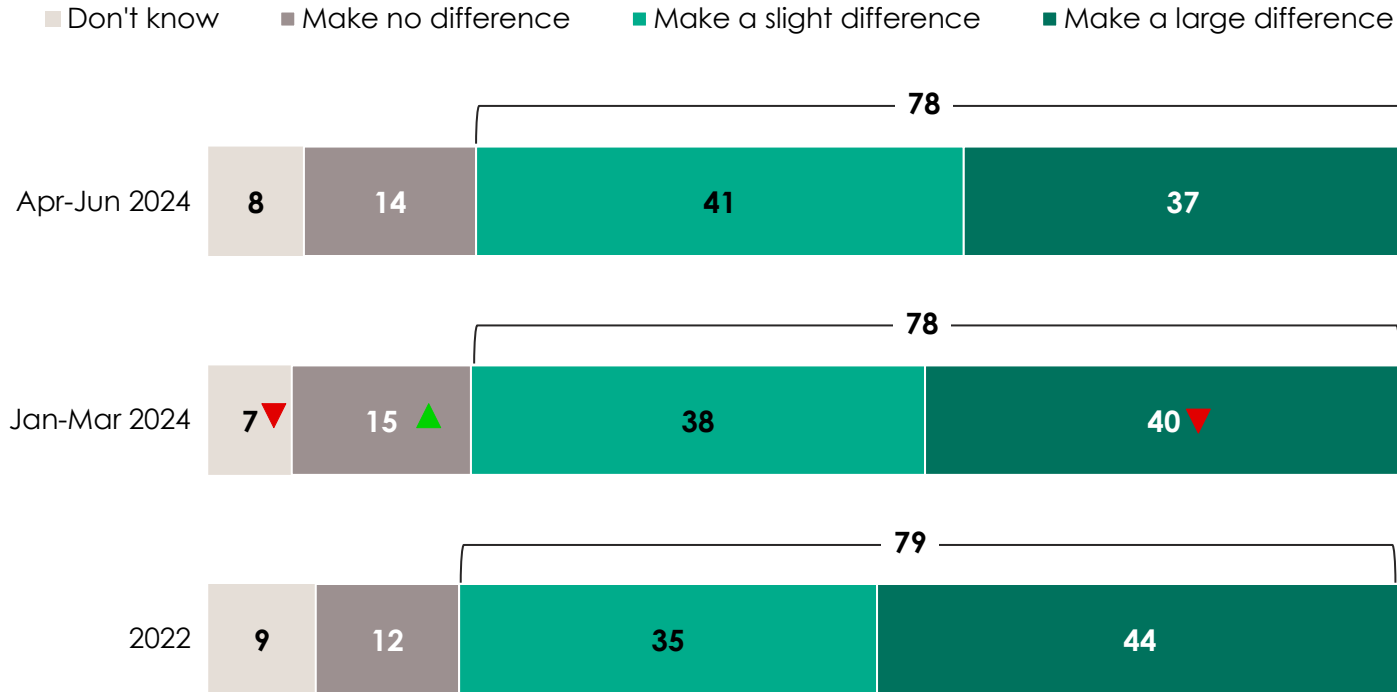
Vehicle usually driven (% among those with a driver's licence)



Just under four in five (78%) understand that vehicle safety features can help to avoid a crash. Waikato residents, those living in a rural area within 5km of a town, males aged 55 plus and Asian peoples more commonly think safety features make a large difference to help avoid a crash.

Impact of vehicle safety features in... (% among those with a driver's licence)

Helping you avoid a crash



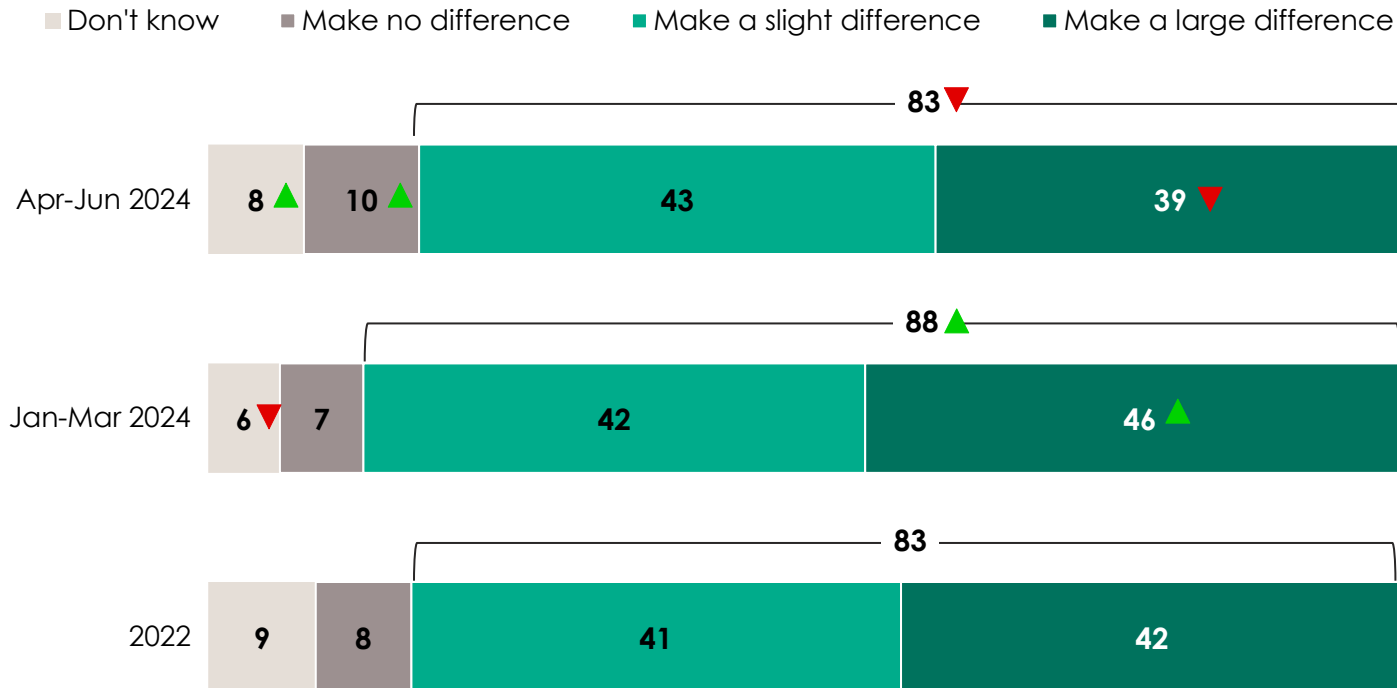
Groups which more commonly think would make a large difference (Jan-Jun 2024)

	Make a large difference (38%)
Region	Waikato (48%)
Urban / Rural	Rural area (within 5 km of a town) (46%)
Gender by Age	Male – 55 to 64 (45%) Male - 65 plus (53%)
Ethnicity	Asian peoples (46%)
Occupation	White collar (40%) Retired (42%)
Personal income	Over \$100,000 (44%)
Driver's Licence	Full (39%)
Licence Class	-
'Your last line of defence' ad recall	-

Four in five drivers (83%) understand that vehicle safety features make a difference in preventing injuries in a crash. Those thinking safety features make a ‘large difference’ has however decreased to 39% this quarter. Males aged 35 plus more commonly think safety features make a large difference.

Impact of vehicle safety features in... (% among those with a driver’s licence)

Preventing you from being injured in a crash

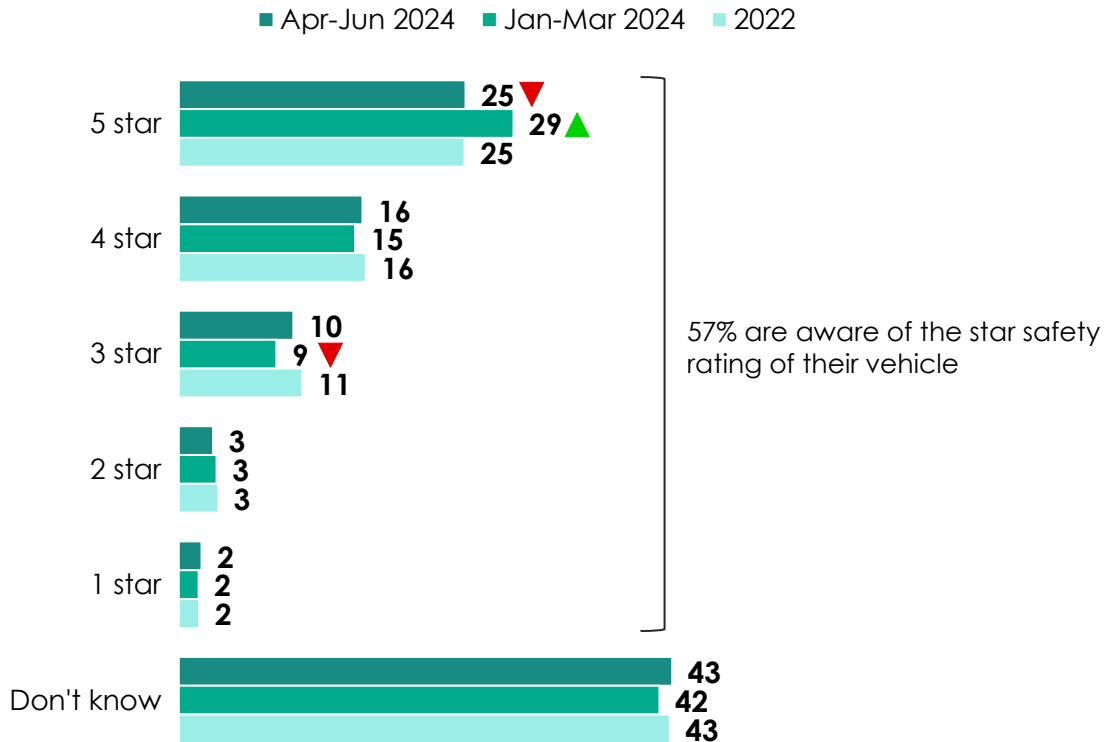


Groups which more commonly think would make a large difference (Jan-Jun 2024)

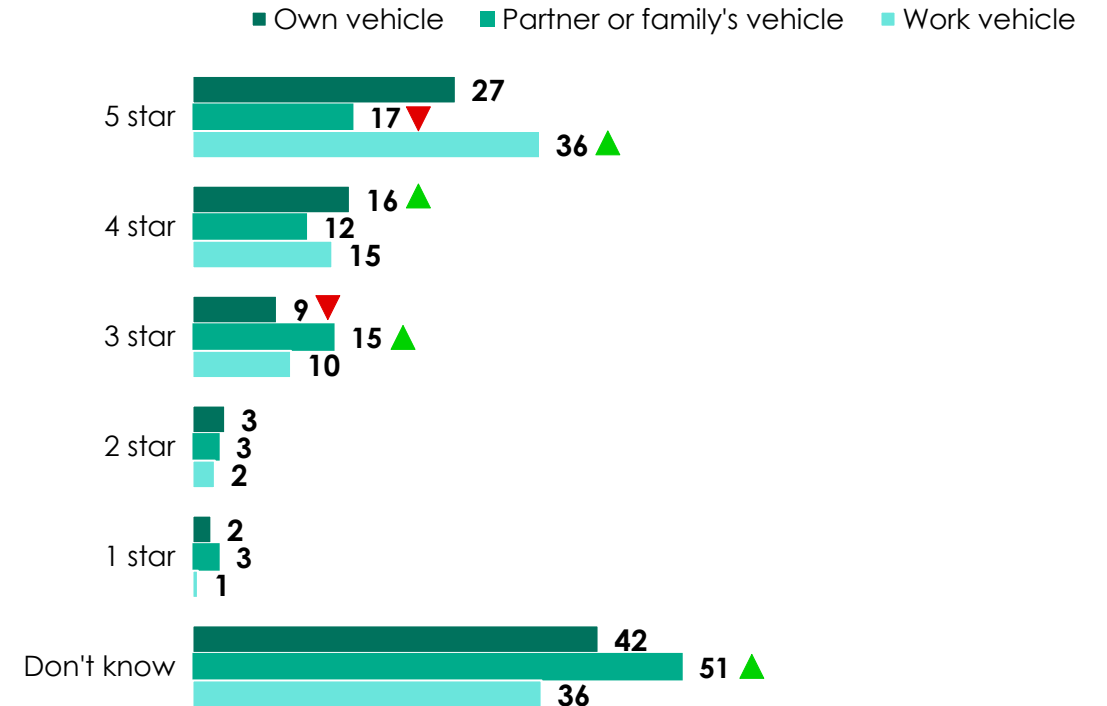
	Make a large difference (42%)
Region	-
Urban / Rural	A central city area (48%)
Gender by Age	Male – 35 to 44 (49%) Male – 45 to 54 (48%) Male - 55 to 64 (52%) Male - 65 plus (57%)
Ethnicity	-
Occupation	White collar (46%)
Personal income	Over \$100,000 (53%)
Driver's Licence	-
Licence Class	Motorcycle (52%) Heavy vehicle (51%)
'Your last line of defence' ad recall	-

Just under three in five drivers (57%) know the star safety rating of the vehicle they drive. Typically, those who know the rating of their vehicle report that it is 4 or 5 star. Those driving a work vehicle more commonly report driving a 5 star vehicle.

Star safety rating of vehicle usually driven (% among those with a driver's licence)



By ownership of vehicle usually driven (% among those with a driver's licence, Jan-Jun 2024)



Source: Q71 A star safety rating indicates how well your vehicle is likely to perform in a crash. Do you know if your vehicle has a 1, 2, 3, 4, or 5 star safety rating?

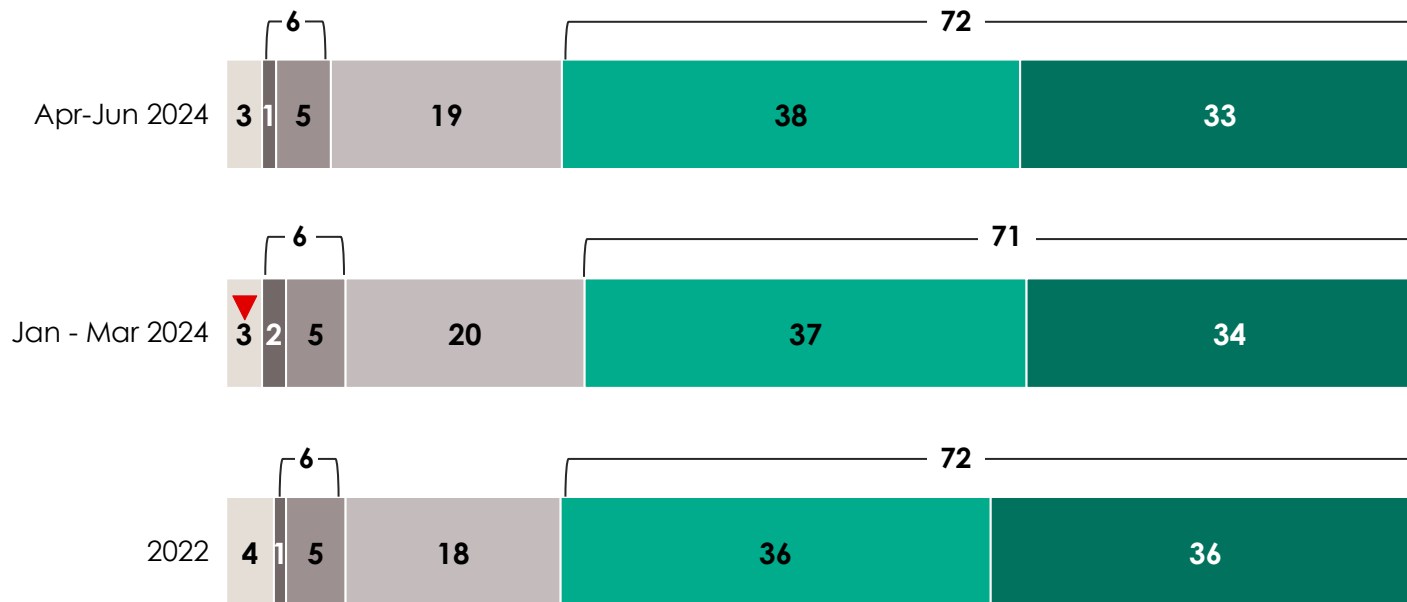
Base: Those with a driver's licence Apr-Jun 2024 n = 1,874 | Jan-Mar 2024 n = 1,689 | 2022 n = 1,561; Jan-Jun 2024 - Own car n = 3,179 | Partner or family's car n = 218 | Work car n = 186

▲ = Significantly higher than previous period / other groups at 95% CL
▼ = Significantly lower than previous period / other groups at 95% CL

Seven in ten drivers (72%) think that it is as at least quite important their car has a high safety rating. Auckland and Waikato residents, those aged 65 plus and Asian peoples more commonly think this is important.

Importance that your vehicle has a high star safety rating (% among those with a driver's licence)

■ Don't know ■ Not at all important ■ Not that important ■ Neutral ■ Quite important ■ Very important



Groups which more commonly think it is important (Jan-Jun 2024)

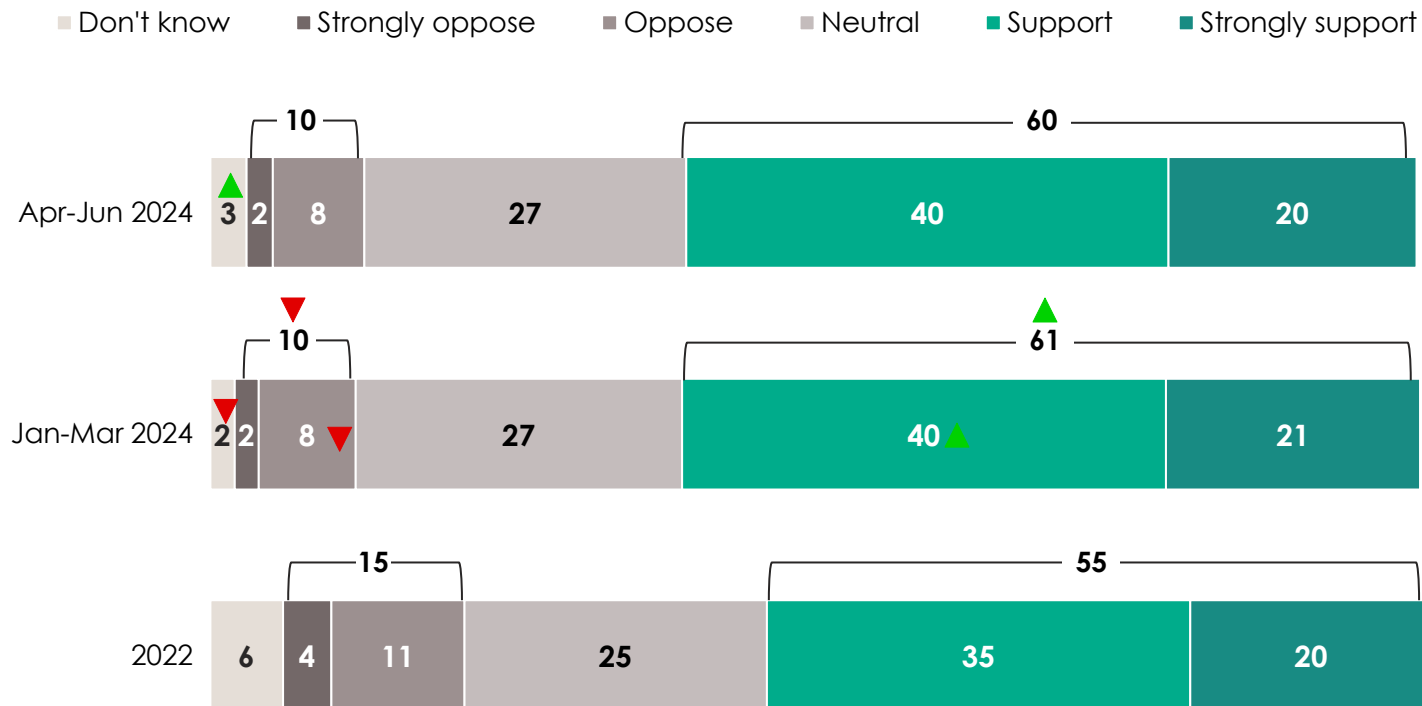
Very important / Quite important (72%)

Region	Auckland (75%) Waikato (78%)
Urban / Rural	-
Gender by Age	Male - 65 plus (81%) Female - 65 plus (80%)
Ethnicity	Asian peoples (76%)
Occupation	White collar (74%) Retired (77%)
Personal income	Over \$100,000 (75%)
Driver's Licence	-
Licence Class	-
'Your last line of defence' ad recall	Recall ad (76%)

Three in five New Zealanders support additional safety features and higher safety ratings of cars. Support is more common among Auckland and Wellington residents, females aged 16 to 19, 25 to 34 or 65 plus, and those with a personal income of \$100,000 plus.

Support for road safety initiatives (% among Total NZ)

Requiring additional safety features or higher star safety ratings in cars

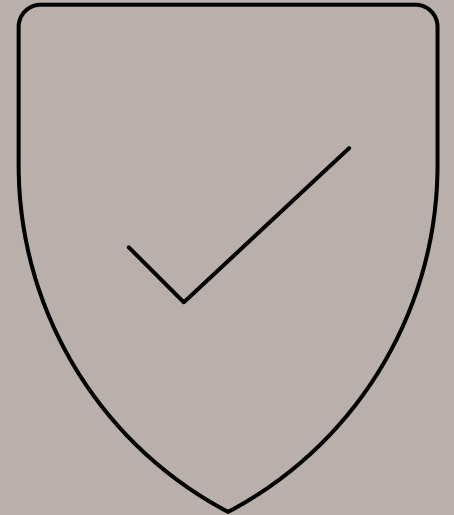


Groups which more commonly support (Jan-Jun 2024)

	Support / Strongly support (61%)
Region	Auckland (64%) Wellington (67%)
Urban / Rural	A central city area (66%)
Gender by Age	Female - 16 to 19 (76%) Female - 25 to 34 (66%) Female - 65 plus (67%)
Ethnicity	-
Occupation	White collar (63%) Retired (65%) Student (67%)
Personal income	Over \$100,000 (65%)
Driver's Licence	Do not have a licence (75%)
Licence Class	-
'Your last line of defence' ad recall	Recall ad (64%)

11

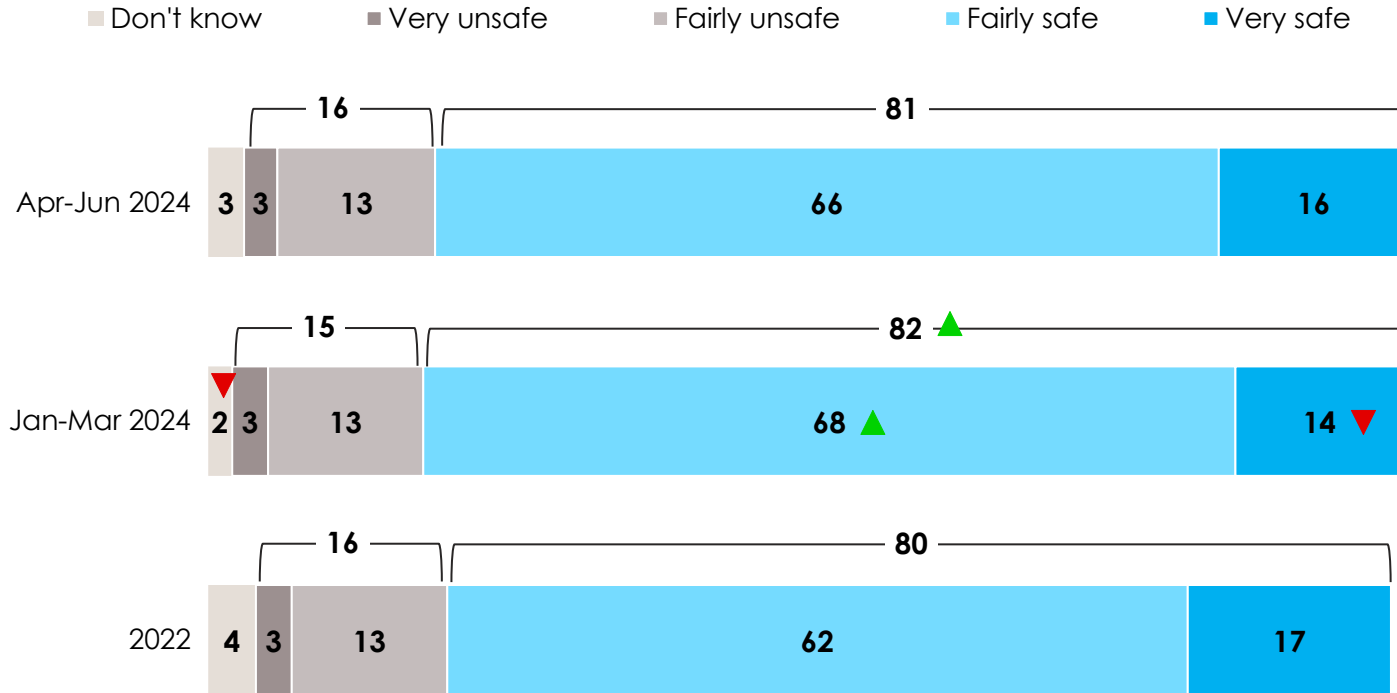
Safety of travelling



Four in five New Zealanders think it is at least fairly safe to walk on urban streets in their local area, although fewer than one in five think it is ‘very safe’. Canterbury residents more commonly consider it safe to walk on urban streets.

Safety of roads in your local area for pedestrians when they are walking (% among Total NZ)

On urban streets



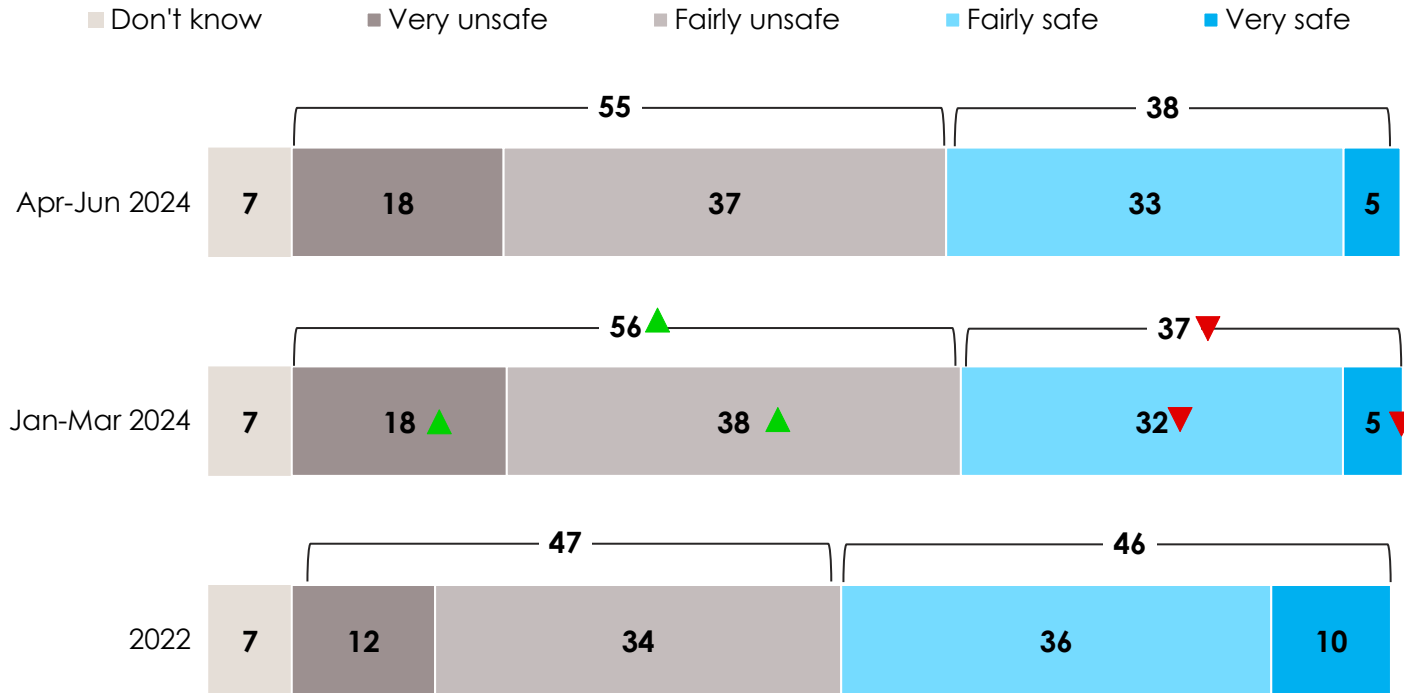
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Fairly safe / Very safe (%)
Region	Canterbury (86%)
Urban / Rural	A suburban area (83%)
Gender by Age	-
Ethnicity	NZ European / European (84%)
Occupation	-
Personal income	\$80,001 - \$100,000 (85%)
Driver's Licence	Full (83%)
Licence Class	Car / taxi (82%)

Just under two in five think it's safe to walk on rural or open roads outside of town, with almost three in five (55%) thinking this is unsafe. Those aged 16 to 25 and Asian peoples more commonly consider it safe to walk on rural or open roads.

Safety of roads in your local area for pedestrians when they are walking (% among Total NZ)

On rural or open roads outside of town



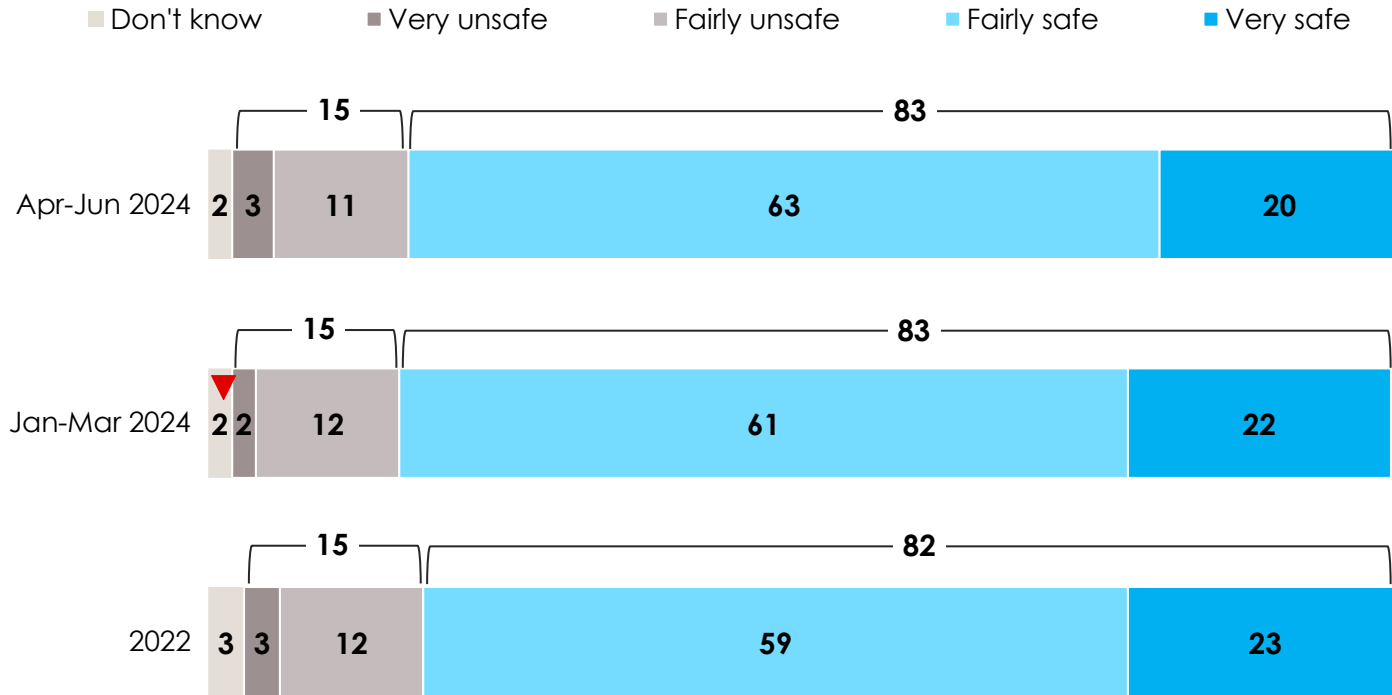
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Percentage
Fairly safe / Very safe (37%)	
Region	-
Urban / Rural	-
Gender by Age	Male 16 to 24 (45%) Female - 16 to 24 (46%)
Ethnicity	Asian peoples (48%)
Occupation	-
Personal income	-
Driver's Licence	Restricted (47%)
Licence Class	Heavy vehicle (46%)

Four in five New Zealanders think it is at least fairly safe to walk in the town centre in their local area, although only one in five think it is ‘very safe’. Waikato residents and males aged 65 plus more commonly consider it safe to walk in the town centre.

Safety of roads in your local area for pedestrians when they are walking (% among Total NZ)

In the town centre



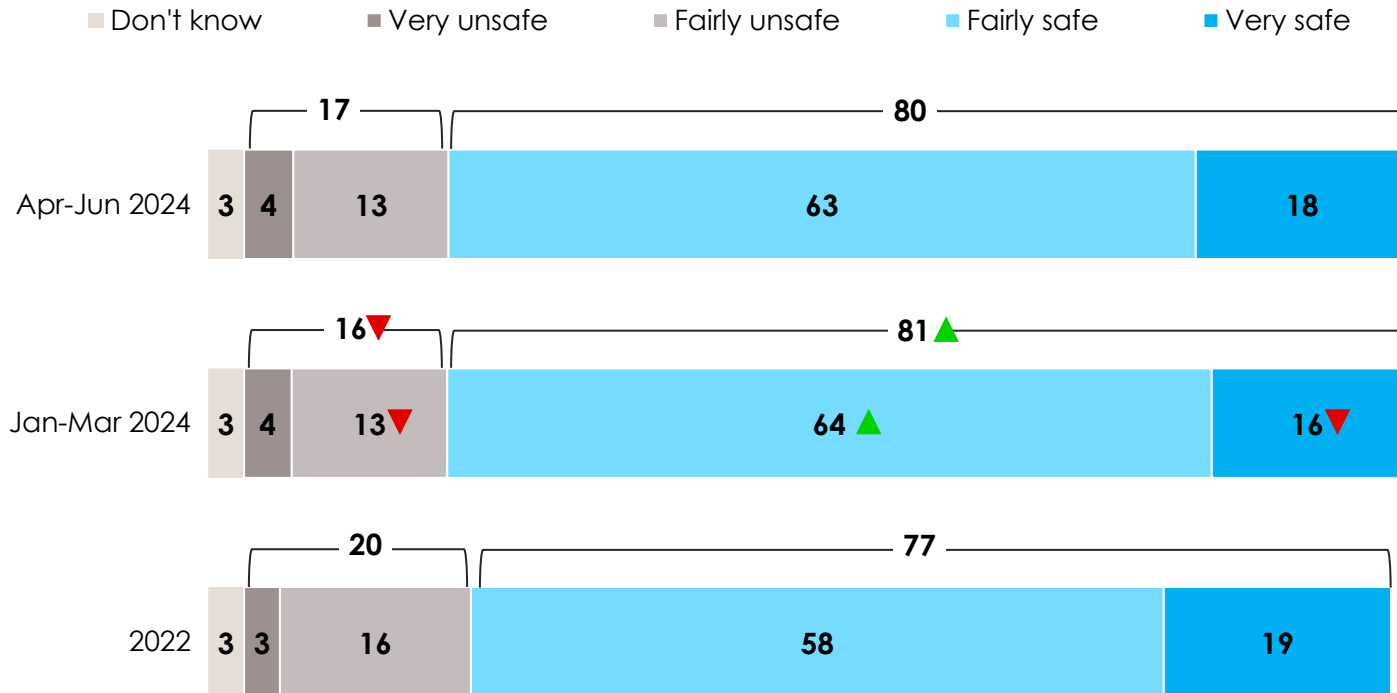
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Percentage
Fairly safe / Very safe	83%
Region	Waikato (87%)
Urban / Rural	-
Gender by Age	Male - 65 plus (90%)
Ethnicity	NZ European / European (84%)
Occupation	Retired (86%)
Personal income	Over \$100,000 (86%)
Driver's Licence	Full (84%)
Licence Class	Car / taxi (84%)

Similarly, four in five New Zealanders think it is at least fairly safe to walk on roads around local schools although only 18% think it is ‘very safe’. There is little difference between groups although Canterbury residents and those living in a town more commonly consider it safe.

Safety of roads in your local area for pedestrians when they are walking (% among Total NZ)

On roads around local schools



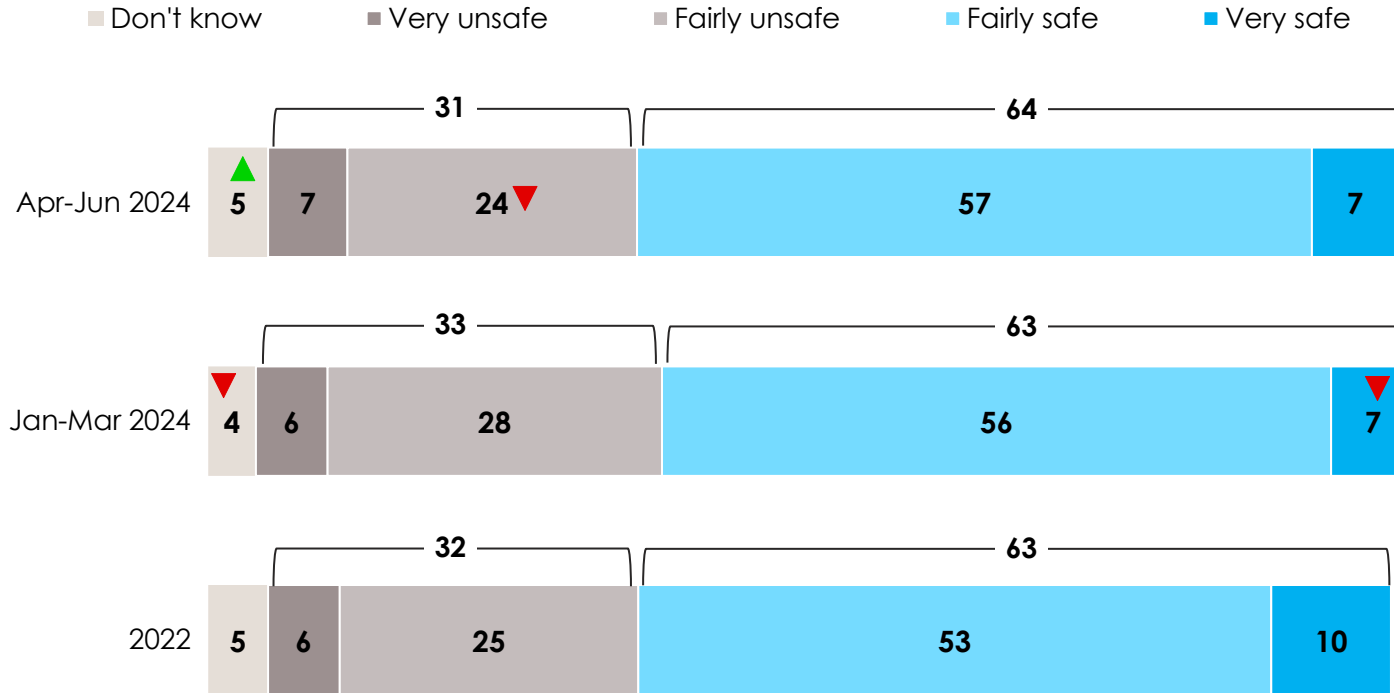
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Percentage
Fairly safe / Very safe (81%)	
Region	Canterbury (84%)
Urban / Rural	A town (84%)
Gender by Age	-
Ethnicity	-
Occupation	-
Personal income	-
Driver's Licence	Full (81%)
Licence Class	Car / taxi (81%)

Almost two thirds of New Zealanders think it is at least fairly safe to cycle on urban streets in their local area. Waikato, Taranaki and Canterbury residents and those living in a town or a rural area within 5km of a town more commonly consider it safe to cycle on urban streets.

Safety of roads in your local area for cyclists when they are cycling (% among Total NZ)

On urban streets



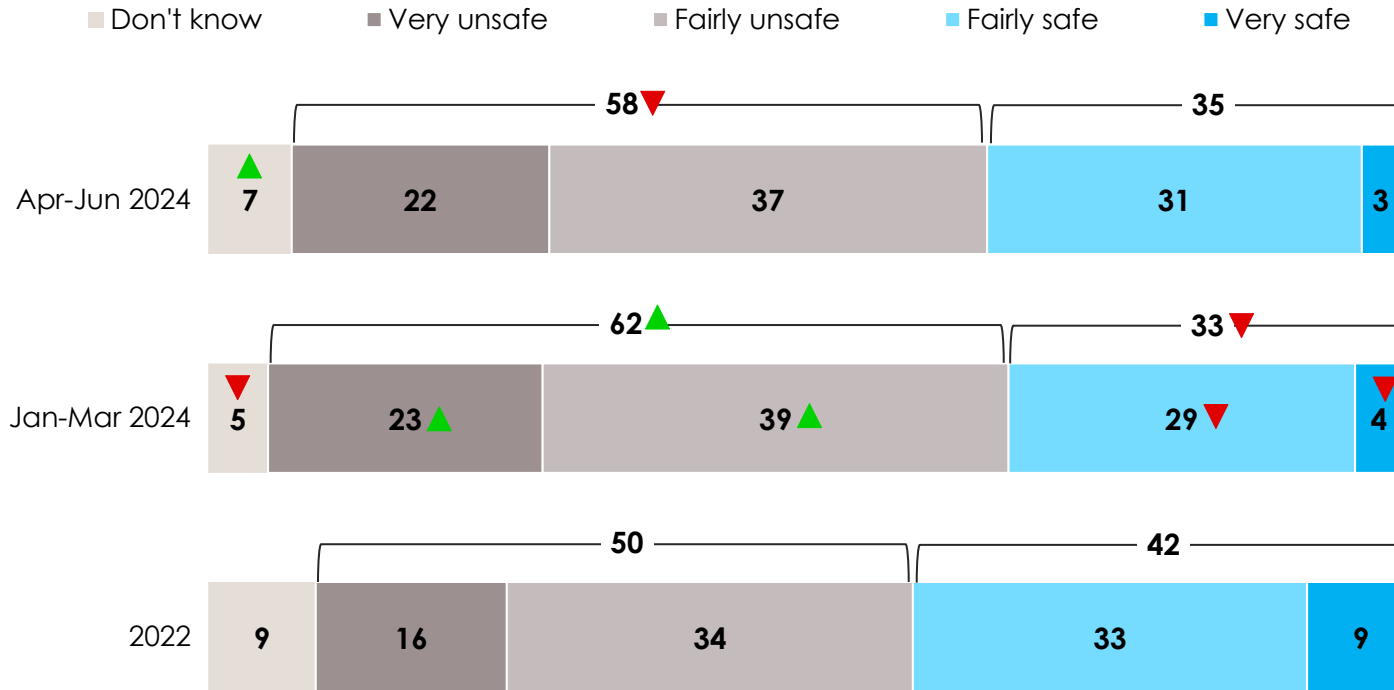
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Percentage
Fairly safe / Very safe (63%)	
Region	Waikato (73%) Taranaki (75%) Canterbury (68%)
Urban / Rural	A town (69%) Rural area (within 5 km of a town) (73%)
Gender by Age	-
Ethnicity	Māori (67%)
Occupation	Blue collar (67%)
Personal income	-
Driver's Licence	-
Licence Class	Car / taxi (64%)

Only one in three think it's safe to cycle on rural or open roads outside of town in their local area, with three in five thinking this is unsafe. Males aged 16 to 45, females aged 16 to 25, Pacific peoples and Asian peoples more commonly consider it safe to cycle on rural or open roads.

Safety of roads in your local area for cyclists when they are cycling (% among Total NZ)

On rural or open roads outside of town



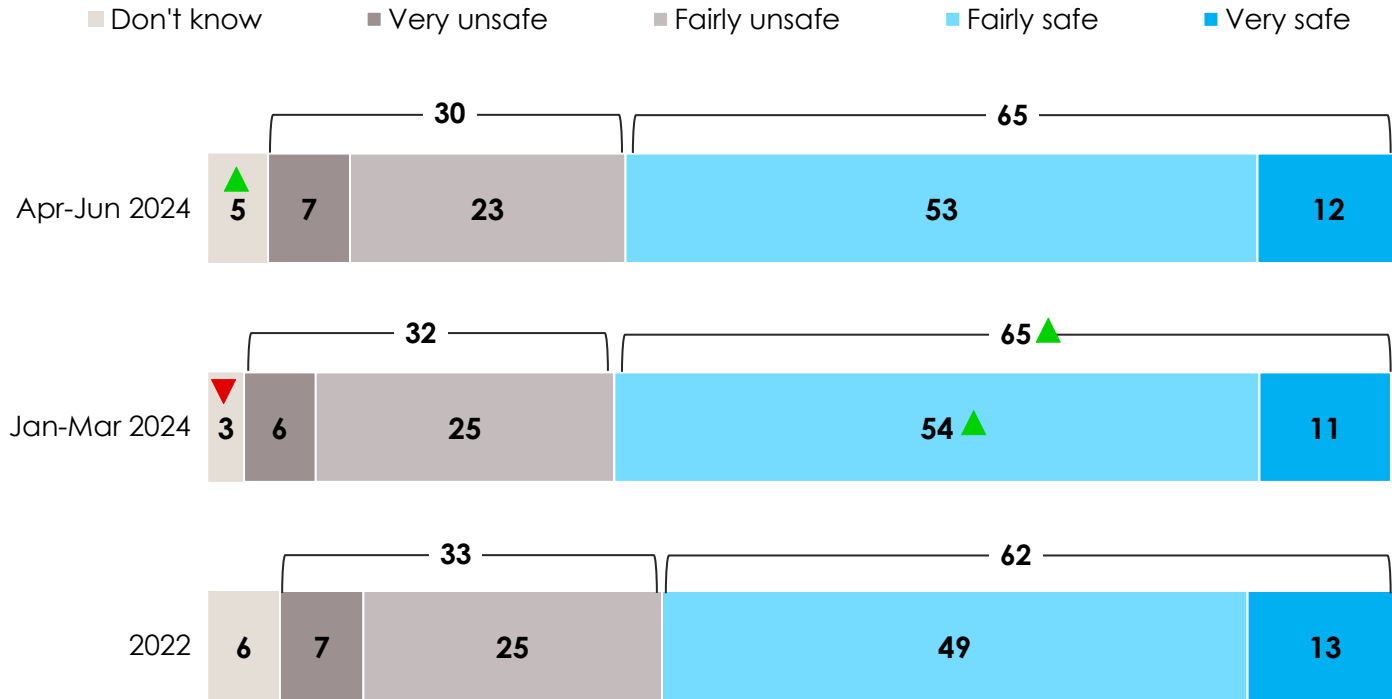
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Percentage
Fairly safe / Very safe	34%
Region	-
Urban / Rural	A suburban area (35%)
Gender by Age	Male - 16 to 19 (54%) Male - 20 to 24 (41%) Male - 25 to 34 (41%) Male - 35 to 44 (40%) Female - 16 to 19 (48%) Female - 20 to 24 (43%)
Ethnicity	Pacific peoples (39%) Asian peoples (46%)
Occupation	-
Personal income	-
Driver's Licence	Restricted (43%)
Licence Class	-

Almost two in three New Zealanders think it is at least fairly safe to cycle in the town centre in their local area. Waikato, Taranaki and Canterbury residents and those living in a town or in a rural area within 5km of a town more commonly consider it safe to cycle in the town centre.

Safety of roads in your local area for cyclists when they are cycling (% among Total NZ)

In the town centre



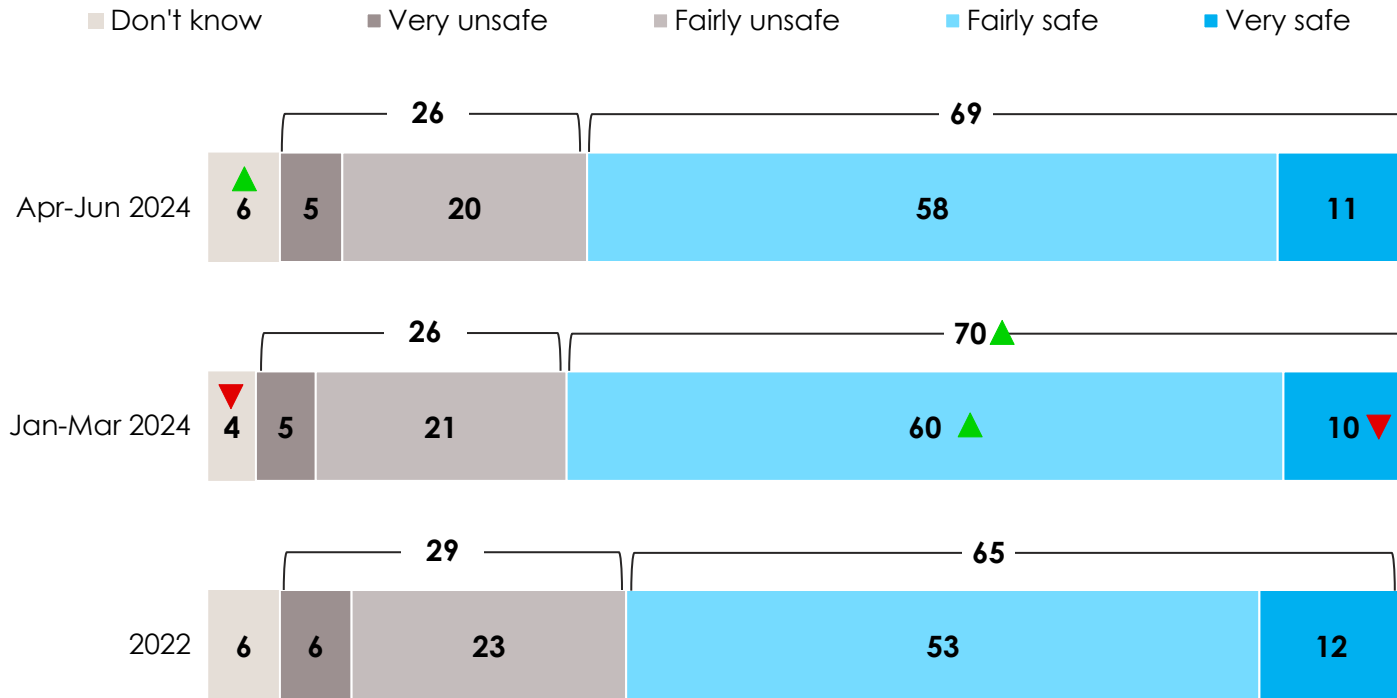
Groups which more commonly think it is safe (Jan-Jun 2024)

Group	Fairly safe / Very safe (%)
Region	Waikato (73%) Taranaki (75%) Canterbury (71%)
Urban / Rural	A town (69%) Rural area (within 5 km of a town) (71%)
Gender by Age	Male - 20 to 24 (75%)
Ethnicity	Asian peoples (69%)
Occupation	Student (71%)
Personal income	\$80,001 - \$100,000 (69%)
Driver's Licence	-
Licence Class	-

Seven in ten think it is at least fairly safe to cycle on roads around local schools, while one in four think it is unsafe. Waikato and Canterbury residents, those living in a town and males aged 16 to 24 or 35 to 44 more commonly consider it safe to cycle on roads around local schools.

Safety of roads in your local area for cyclists when they are cycling (% among Total NZ)

On roads around local schools



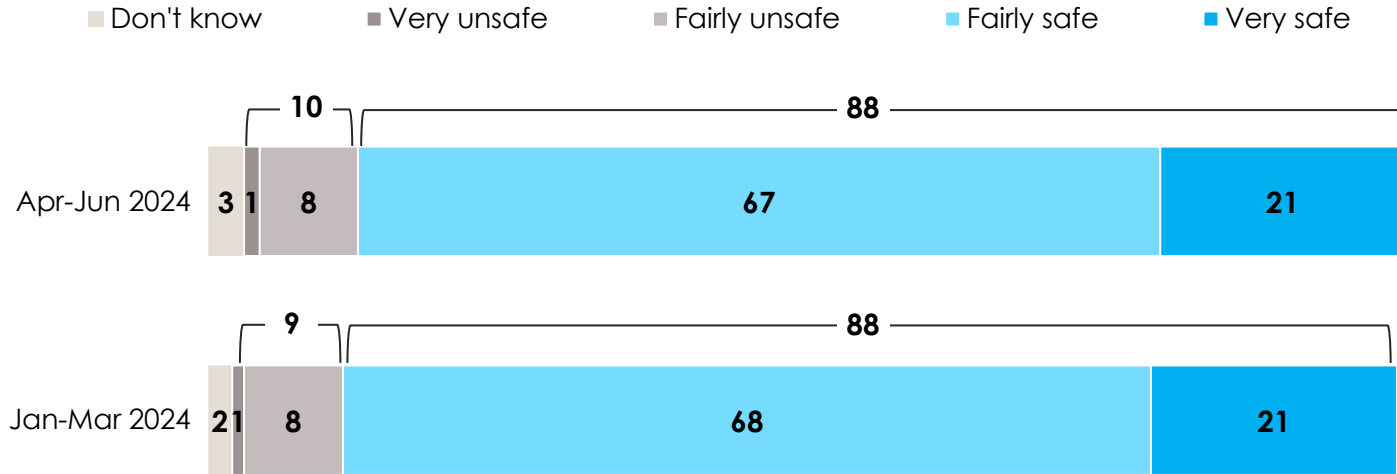
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (69%)
Region	Waikato (75%) Canterbury (76%)
Urban / Rural	A town (74%)
Gender by Age	Male - 16 to 24 (78%) Male - 35 to 44 (76%)
Ethnicity	-
Occupation	White collar (72%)
Personal income	\$60,001 - \$80,000 (73%)
Driver's Licence	-
Licence Class	Car / taxi (70%)

The majority of New Zealanders perceive urban streets to be at least fairly safe for drivers and passengers although only one in five think they are very safe.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

On urban streets



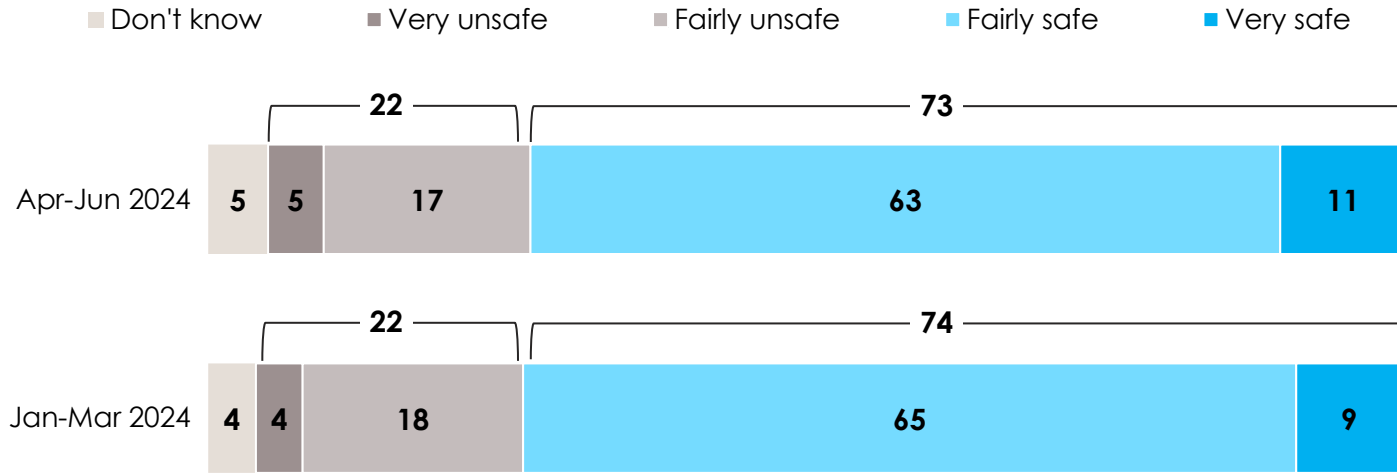
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (88%)
Region	-
Urban / Rural	A suburban area (89%)
Gender by Age	Male - 35 to 44 (93%) Male - 65 plus (92%)
Ethnicity	NZ European / European (90%)
Occupation	White collar (90%)
Personal income	\$80,001 - \$100,000 (92%)
Driver's Licence	Full (89%)
Licence Class	Car / taxi (88%) Motorcycle (91%)

Three in four perceive rural or open roads to be at least fairly safe for drivers and passengers, although only one in ten think they are ‘very safe’. Marlborough / Nelson / Tasman residents and those living in a suburban area more common consider it safe.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

On rural or open roads outside of town



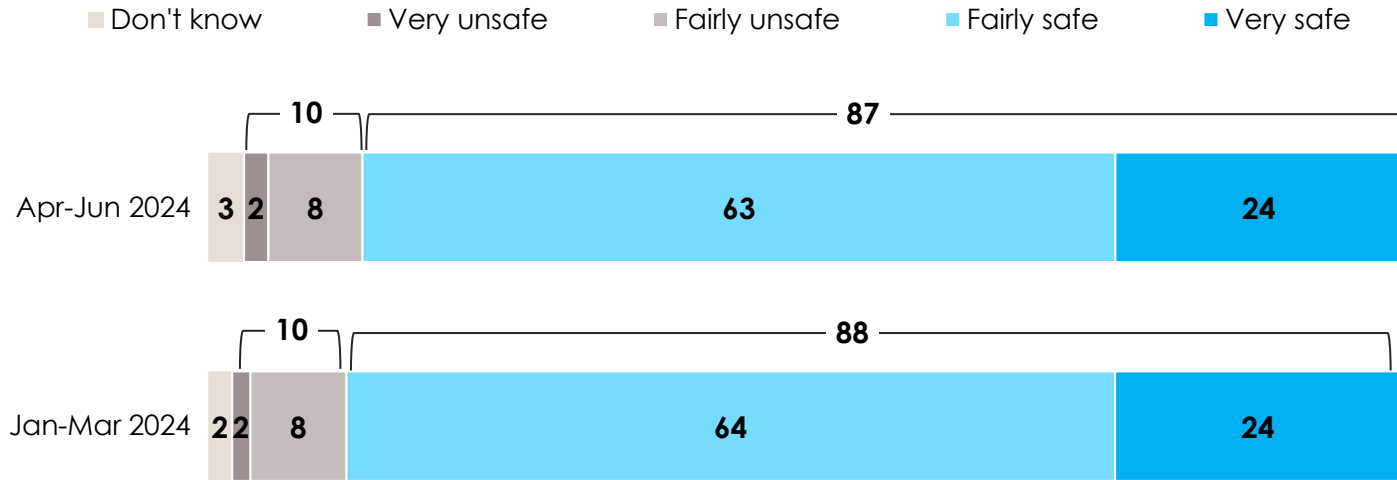
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (73%)
Region	Marlborough / Nelson / Tasman (82%)
Urban / Rural	A suburban area (76%)
Gender by Age	-
Ethnicity	NZ European / European (75%)
Occupation	White collar (75%)
Personal income	\$80,001 - \$100,000 (78%)
Driver's Licence	Full (75%)
Licence Class	Car / taxi (74%) Motorcycle (78%)

Almost nine in ten Zealanders perceive town centres to be at least fairly safe for drivers and passengers, and one in four think they are ‘very safe’. Males aged 35 to 44 or 65 plus more commonly consider it safe.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

In the town centre



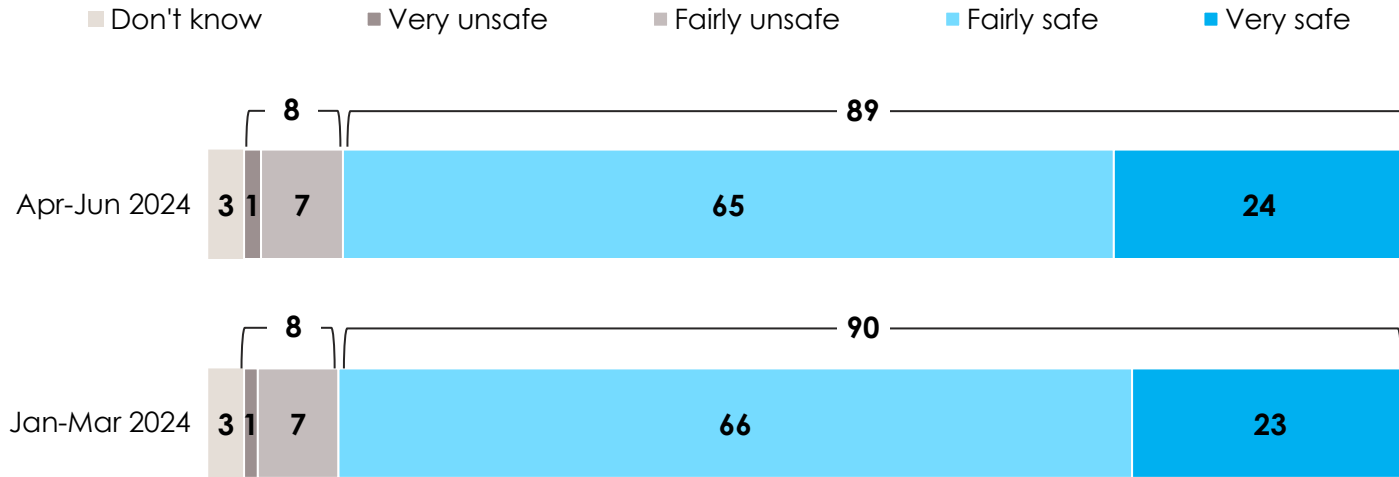
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (88%)
Region	-
Urban / Rural	A suburban area (89%)
Gender by Age	Male - 35 to 44 (92%) Male - 65 plus (93%)
Ethnicity	NZ European / European (89%)
Occupation	White collar (89%)
Personal income	\$80,001 - \$100,000 (91%) Over \$100,000 (91%)
Driver's Licence	Full (89%)
Licence Class	Car / taxi (88%) Motorcycle (92%)

Similarly, nine in ten New Zealanders perceive roads around local schools to be at least fairly safe for drivers and passengers, and one in four consider them ‘very safe’. Males aged 35 to 44 or 65 plus more commonly consider it safe.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

On roads around local schools



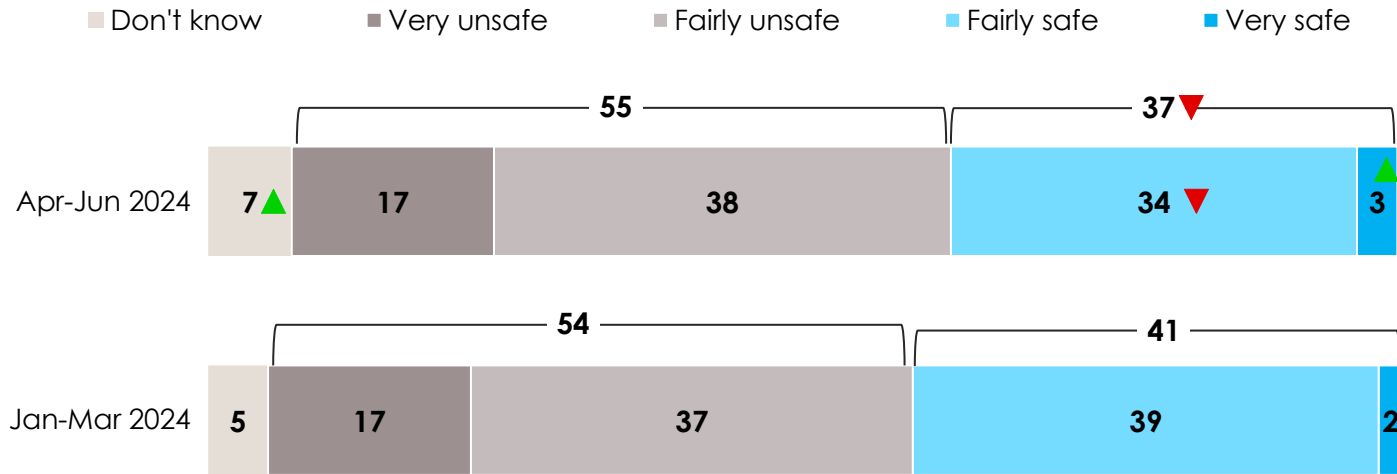
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (89%)
Region	-
Urban / Rural	A suburban area (90%)
Gender by Age	Male - 35 to 44 (93%) Male - 65 plus (93%)
Ethnicity	NZ European / European (91%)
Occupation	White collar (90%)
Personal income	\$80,001 - \$100,000 (93%)
Driver's Licence	Full (90%)
Licence Class	Car / taxi (90%) Motorcycle (93%)

There has been a slight decrease in the perceived safety of riding a motorcycle this quarter and just under two in five New Zealanders (37%) consider it at least fairly safe. Those with a motorcycle licence more commonly consider it safe to ride a motorcycle at one in two.

Safety of other vehicles (% among Total NZ)

Riding a motorcycle



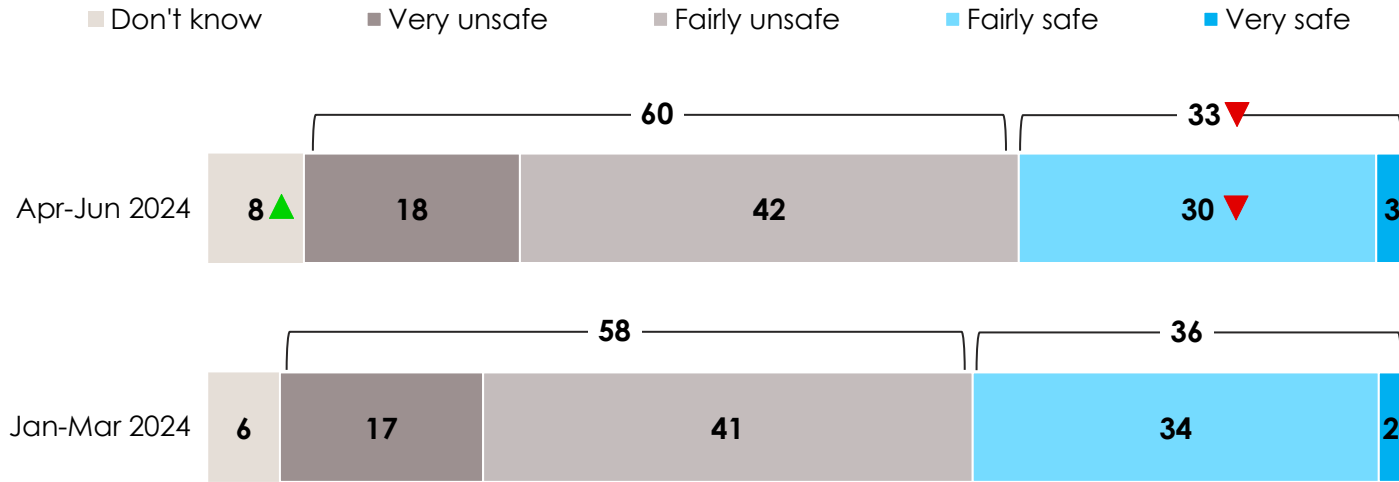
Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (39%)
Region	Bay of Plenty (48%) Canterbury (43%)
Urban / Rural	A town (44%)
Gender by Age	Male 16 to 19 (49%) Male - 35 to 44 (50%)
Ethnicity	Māori (46%) Pacific peoples (49%)
Occupation	Blue collar (48%)
Personal income	\$60,001 - \$80,000 (45%)
Driver's Licence	-
Licence Class	Motorcycle (51%)

Just one third of New Zealanders perceive riding a scooter to be safe, down from 36% last quarter, and three in five think it is unsafe. Males aged 16 to 45, Māori, Pacific peoples and Asian peoples more commonly consider it safe to ride a scooter.

Safety of other vehicles (% among Total NZ)

Riding a scooter



Groups which more commonly think it is safe (Jan-Jun 2024)

	Fairly safe / Very safe (34%)
Region	-
Urban / Rural	A town (39%)
Gender by Age	Male - 16 to 19 (52%) Male - 20 to 24 (47%) Male - 25 to 34 (41%) Male - 35 to 44 (44%)
Ethnicity	Māori (44%) Pacific peoples (46%) Asian peoples (40%)
Occupation	Blue collar (39%) Student (42%)
Personal income	\$80,001 - \$100,000 (38%)
Driver's Licence	Do not have a licence (42%) Learner (42%) Restricted (47%)
Licence Class	-



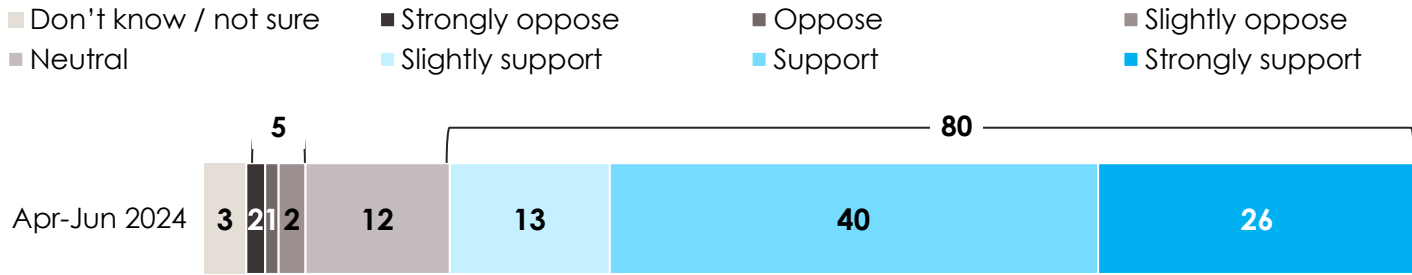
Respondents were provided the following description of the Safe System approach within the survey.

The Safe System approach seeks to create a safe and forgiving transport system that makes the safety of people a priority. It does this through four guiding principles:

- We promote good choices but plan for mistakes.
- We design for human vulnerability.
- We strengthen all parts of the transport system (speed, design, choices, vehicles) for all people, including those who drive, bike, or walk.
- We have a shared responsibility.

After being given a definition of the Safe System approach, four in five New Zealanders support the approach and only 5% oppose it. Males aged 65 plus, and females aged 16 to 24 or 55 plus more commonly support this approach.

Support for the Safe System approach for New Zealand (% among Total NZ)

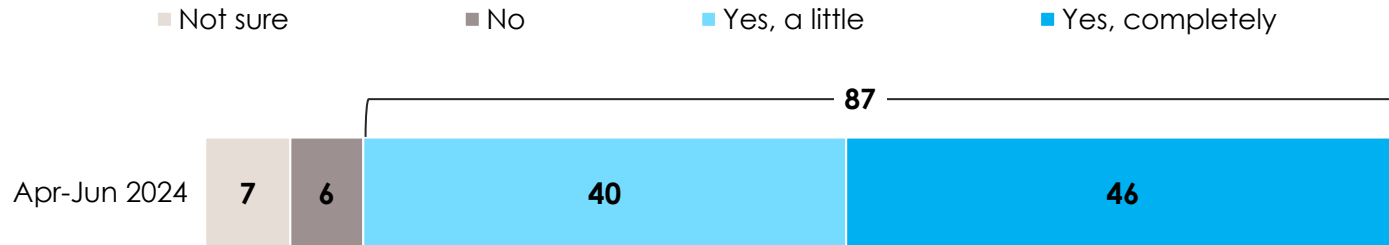


Groups which more commonly support (Apr-Jun 2024)

	Slightly support / support / strongly support (80%)
Region	Otago (89%)
Urban / Rural	A central city area (85%)
Gender by Age	Male - 65 plus (89%) Female - 16 to 24 (88%) Female - 55 to 64 (87%) Female - 65 plus (93%)
Ethnicity	-
Occupation	Retired (90%) Student (92%)
Personal income	Up to \$40,000 (85%)
Driver's Licence	-
Licence Class	-

Reading the description again, almost nine in ten feel that they understand the Safe System approach at least a little, and almost half (46%) think they understand it completely. Males aged 65 plus, and females aged 55 plus more commonly feel that they understand it completely.

Understanding of the Safe System approach (% among Total NZ)

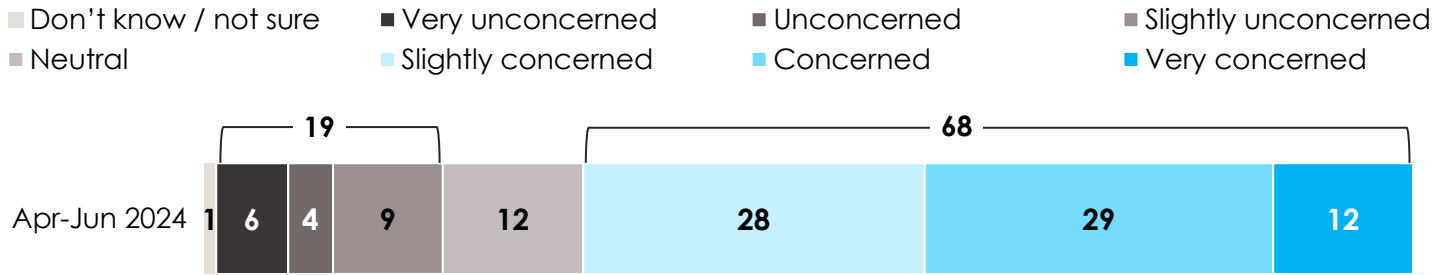


Groups which more commonly completely understand (Apr-Jun 2024)

Group	Percentage
Region	-
Urban / Rural	-
Gender by Age	Male - 65 plus (62%) Female - 55 to 64 (63%) Female - 65 plus (68%)
Ethnicity	NZ European / European (48%)
Occupation	Retired (65%)
Personal income	-
Driver's Licence	Full (47%)
Licence Class	Motorcycle (53%)

Two in three New Zealanders are at least slightly concerned about road safety in New Zealand and only one in five are unconcerned. Concern is more common among those aged 65 years plus and among Manawatū-Whanganui residents.

Level of concern about road safety in New Zealand (% among Total NZ)

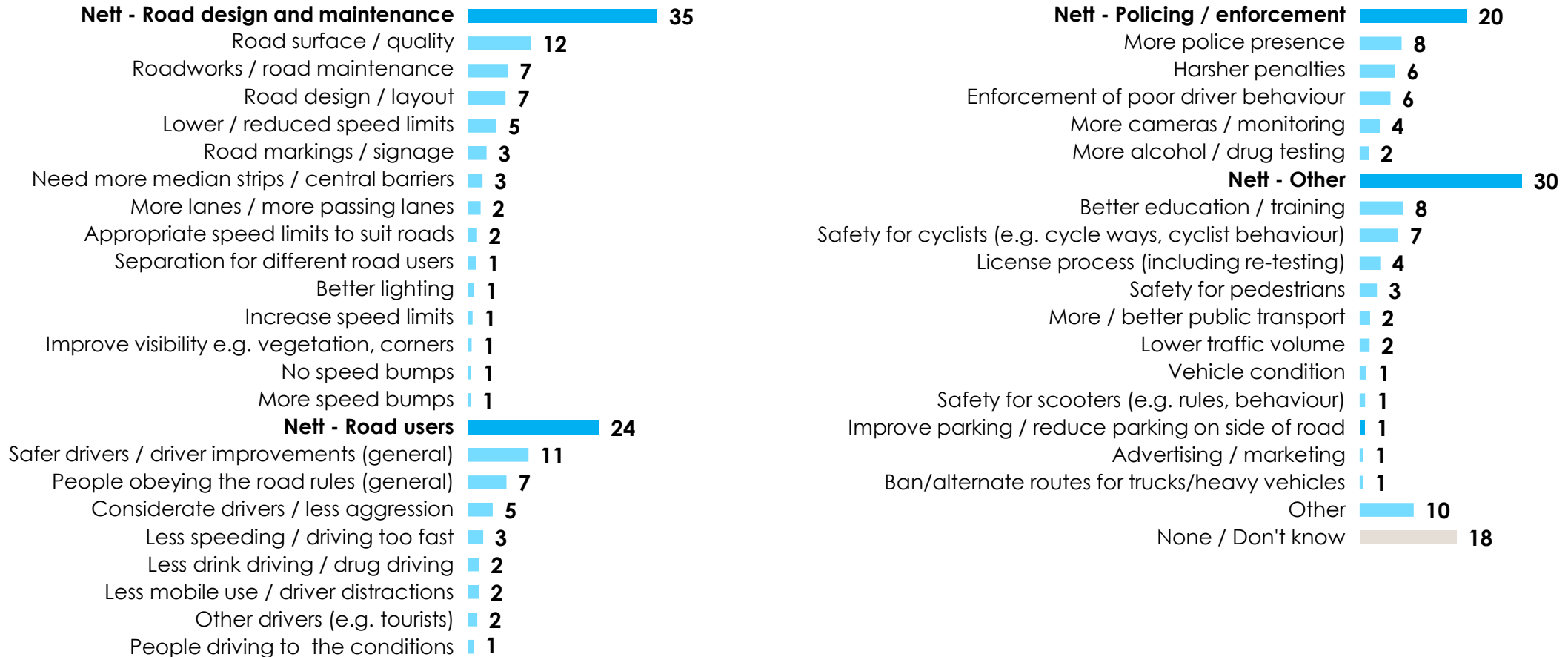


Groups which more commonly are concerned (Apr-Jun 2024)

	Slightly concerned / Concerned / Very concerned (68%)
Region	Manawatū-Whanganui (78%)
Urban / Rural	-
Gender by Age	Male - 65 plus (75%) Female - 65 plus (80%)
Ethnicity	NZ European / European (71%)
Occupation	Retired (79%)
Personal income	-
Driver's Licence	Full (70%)
Licence Class	Car / taxi (69%)

When asked what would make our roads safer for road users, 35% mention an aspect related to road design or maintenance, 24% an aspect related to road users and 20% an aspect related to policing and enforcement.

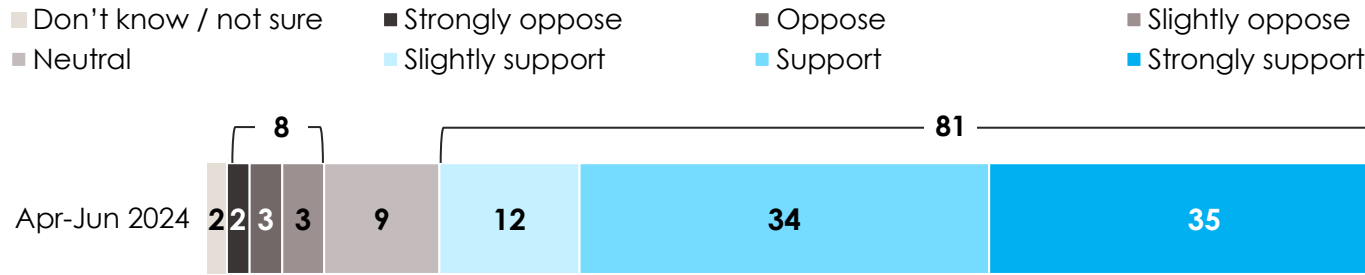
Aspects which would make our roads safer for all road users (% among Total NZ, Jan-Jun 2024)



Four in five New Zealanders support the statement that any deaths or serious injuries while travelling on New Zealand roads is unacceptable. Only a minority of 8% oppose this statement.

Level of support (% among Total NZ)

Any deaths or serious injuries to people while travelling on New Zealand's roads is unacceptable



Groups which more commonly support (Apr-Jun 2024)

Slightly support / support / strongly support (81%)

Region	Auckland (84%)
Urban / Rural	-
Gender by Age	Female - 35 to 44 (90%) Female - 65 plus (94%)
Ethnicity	-
Occupation	Retired (87%)
Personal income	Up to \$40,000 (85%)
Driver's Licence	-
Licence Class	-