

# KANTAR











## Public Attitudes to Road Safety

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Report  
Provided: October 2020

 **WAKA KOTAHI**  
NZ TRANSPORT  
AGENCY

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# Key insights



The majority of New Zealanders continue to believe roads are safe to drive on, and the standard and design is safe. Most think the status quo should be retained in terms of publicity, penalties and enforcement around road safety, with very little support for reducing any of these.



New Zealanders think existing speed limits, both on the open road and in urban areas, are about right but there is increasing support for lower speed limits (< 40km/h) around schools in urban areas. Support for speed enforcement and the way it is currently conducted is high. People believe the tolerance towards speeds around 110km/h on the open road is reducing, with the majority now expecting to get ticketed at that speed.



Fewer drivers claim to have driven intoxicated in the past 12 months than in previous years and only 3% claim that they would be comfortable having more than two drinks an hour before driving. One in three claim to have been stopped at an alcohol checkpoint in the past 12 months and perceptions are that they are most likely to be stopped in a city.



Very few (3%) admit to having driven within an hour of using cannabis. Views are polarised towards the likelihood of a driver being tested for drugs at a police checkpoint, with as many thinking it is as much likely as unlikely, and the majority would support compulsory roadside testing of drivers for drug use.



Most New Zealanders think that it is important to wear a seat belt to avoid serious injury and support the enforcement of seat belt use. Among respondents who regularly drive with children aged up to 9 years, the majority claim that they are correctly restrained.



One in five drivers have experienced fatigue when driving long distances over the last year and one in ten while driving to, from or as part of work. While almost three in five are likely to pull over and have a nap if drowsy while driving, around a third are unlikely to.



Although only one in five think it is likely to be caught by Police while using a hand held cell phone or texting while driving, there has been an increase in claimed use of hands free phone calling since 2016 and fewer claim to text while driving.



Most drivers believe that car safety features are important and can help make a difference in both avoiding a crash and preventing injuries. Only two in five know the star rating of their car, however it is important to three in four that their car has a high star safety rating.



New Zealanders generally feel safe using the transport system although the perceived safety of using a ride share lags behind a taxi and only one in five would feel safe hitchhiking. Urban areas are viewed as generally safe for pedestrians and cyclists while rural roads are more commonly viewed as unsafe.



There is low awareness of Vision Zero currently and although many New Zealanders think that zero deaths from road crashes is acceptable, only one in four think it is possible to achieve this by 2050. The majority support a range of potential safety initiatives with highest support for roadside drug testing and higher fines for mobile phone usage.

# 1 Background

# Waka Kotahi NZ Transport Agency has a key role in delivering the new road safety strategy for New Zealand and requires a comprehensive survey programme focused on road safety which will provide insights into public attitudes to road safety issues and behaviours.

Waka Kotahi NZ Transport Agency has a key role in delivering the new road safety strategy for New Zealand, known as the 'Road to Zero'. This strategy is led by the Ministry of Transport and has a Vision Zero approach with the goal that no-one in New Zealand is killed or seriously injured in road crashes.

As a step towards achieving this goal, a target of a 40% reduction in death and serious injuries by 2030 has been set. To help achieve this target, actions will need to be undertaken within the following five key areas:

- Infrastructure improvements and speed management
- Vehicle safety
- Work-related road travel
- Road user choices
- System management.

An outcomes framework has been developed to help drive action and to hold relevant agencies accountable for the delivery of the road safety strategy. The Road to Zero framework sets out intervention indicators, safety performance indicators, and outcome indicators against each of the five key areas.

NZTA requires a comprehensive survey programme focused on road safety which will provide deeper insights into public attitudes to road safety issues and behaviours. The survey will enable measurement and monitoring of the appropriate Road to Zero indicators.

Additionally, this research will also contribute towards reporting measures for the Government Policy Statement (GPS) on land transport called 'Public attitudes towards road safety' which includes public feedback on:

- Speeding
- Driving while tired
- Driving while distracted (including mobile phone use)
- Drink driving
- Drug driving
- Likelihood of being stopped by Police

(Source: [https://www.transport.govt.nz/assets/Import/Uploads/Our-Work/Documents/Final-GPS-2018-measures\\_10-Sept-2019.pdf](https://www.transport.govt.nz/assets/Import/Uploads/Our-Work/Documents/Final-GPS-2018-measures_10-Sept-2019.pdf))

The Ministry of Transport conducted an annual survey of public attitudes to road safety until 2016. NZTA wishes to use MoT's Public Attitudes to Road Safety Survey as the foundation for its new survey programme while making appropriate changes to match its current requirements.

This report includes the 2020 results for the new NZTA survey and includes trend information, as relevant, from MoT's Public Attitudes to Road Safety Survey.

# The main objective of the research programme is to gain public attitudes and self reported behaviours on a range of road safety topics and to measure specific Road to Zero indicators.

The main objectives of the survey are to gain public attitudes to road safety issues and behaviours for the following:

- General attitudes towards road safety and enforcement
- Attitudes towards speeding and enforcement
- Attitudes towards alcohol-impaired driving and enforcement
- Attitudes towards drug-impaired driving and enforcement
- Attitudes towards seatbelt wearing and enforcement
- Driving while tired
- Driving while distracted
- Attitudes towards car safety
- Attitudes towards Vision Zero
- Perceived safety while using the transport system

Specific Road to Zero indicators include:

- Perceived safety of walking and cycling (by rural, urban, urban centres, and around schools)
- % of New Zealanders understand the risk associated with driving speed
- % of New Zealanders agree that it is likely they will get caught when driving over the posted speed limit
- % of New Zealanders agree that safety cameras are an important intervention to reduce the number of road deaths
- % of New Zealanders understand vehicle safety information
- % of New Zealanders agree that it is important to have a vehicle that has a high safety rating
- % of New Zealanders agree that they are likely to get caught if undertaking risky behaviours
- % of New Zealanders understand and support the Vision Zero approach
- % of New Zealanders show acceptance of road safety interventions



# Methodology overview



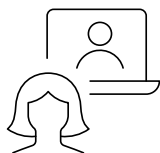
Respondent definition: New Zealanders aged 16 years and over  
The previous MoT Public Attitudes to Road Safety Survey was conducted using face-to-face interviewing of 35 minutes duration.

Due to COVID restrictions, the new NZTA survey was conducted using computer assisted telephone interviewing (CATI).

The survey was divided into two streams; Stream A and Stream B.

N = 1,665 interviews per stream (N = 3,330 in total)

Note that a higher number of interviews were achieved to in order to meet quotas.

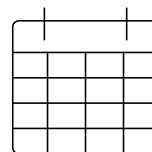


A draft questionnaire was provided by NZTA which was converted by Kantar into a format suitable for CATI.

Cognitive testing of the re-formatted survey was undertaken by Kantar to check for question wording and clarity. In addition it was checked that conducting fieldwork during restrictions related to COVID-19 should not impact respondent answers.

Six online interviews were conducted for each stream on the 16th and 17th April 2020 among a broad range of New Zealanders.

A report was provided outlining issues relating to questions or codes and recommendations and final draft surveys were developed implementing the recommendations as agreed with NZTA.



The fieldwork was undertaken by specialised CATI providers; Stream A was undertaken by Symphony Research and Stream B by Infield International.

Fieldwork timing: 6<sup>th</sup> May 2020 to 14<sup>th</sup> July 2020

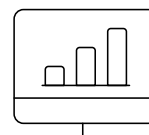
A mix of landline and mobile calling (up to 50%) was used with all phone numbers randomly generated.

Strict quotas were placed at interviewing for region with a minimum of N = 100 interview per region.

Broad target quotas were placed for gender and age.

Average interview duration:

- Stream A: 20 minutes
- Stream B: 22 minutes



Survey data is weighted by gender, age, region and ethnicity to the New Zealand population.

Statistical testing is undertaken at the 95% Confidence Level.

## Respondent profile – 1 of 2

		Stream A		Stream B	
		Un-weighted	Weighted	Un-weighted	Weighted
Gender	Male	48%	49%	48%	49%
	Female	52%	51%	52%	51%
	Gender diverse	0%	0%	0%	0%
Age	16 to 19 years	7%	6%	6%	6%
	20 to 29 years	13%	18%	13%	18%
	30 to 39 years	13%	16%	13%	16%
	40 to 49 years	17%	16%	17%	16%
	50 to 59 years	17%	16%	18%	16%
	60 plus years	33%	26%	33%	26%
Ethnicity	NZ European	80%	70%	79%	69%
	Maori	11%	14%	13%	14%
	Pacific People	4%	7%	3%	7%
	Asian / Indian	9%	15%	8%	15%
	Other	1%	1%	1%	2%
	Refused	1%	1%	1%	1%
Base		1,695		1,699	

		Stream A		Stream B	
		Un-weighted	Weighted	Un-weighted	Weighted
Occupation	White collar	39%	44%	39%	40%
	Blue collar	26%	24%	24%	24%
	Domestic / household	4%	4%	4%	4%
	Retired	19%	14%	18%	14%
	Unemployed	3%	4%	4%	5%
	Student	9%	9%	9%	12%
	Other	<0.5%	<0.5%	1%	1%
	Refused	<0.5%	<0.5%	1%	1%
Personal income (\$000's)	Under \$20	18%	18%	19%	22%
	\$20 - \$40	20%	16%	19%	16%
	\$40 - \$60	18%	19%	21%	22%
	\$60 - \$80	14%	14%	15%	15%
	\$80 - \$100	9%	9%	8%	7%
	Over \$100	11%	13%	11%	12%
	Refused	11%	12%	6%	6%
Base		1,695		1,699	



## Respondent profile – 2 of 2

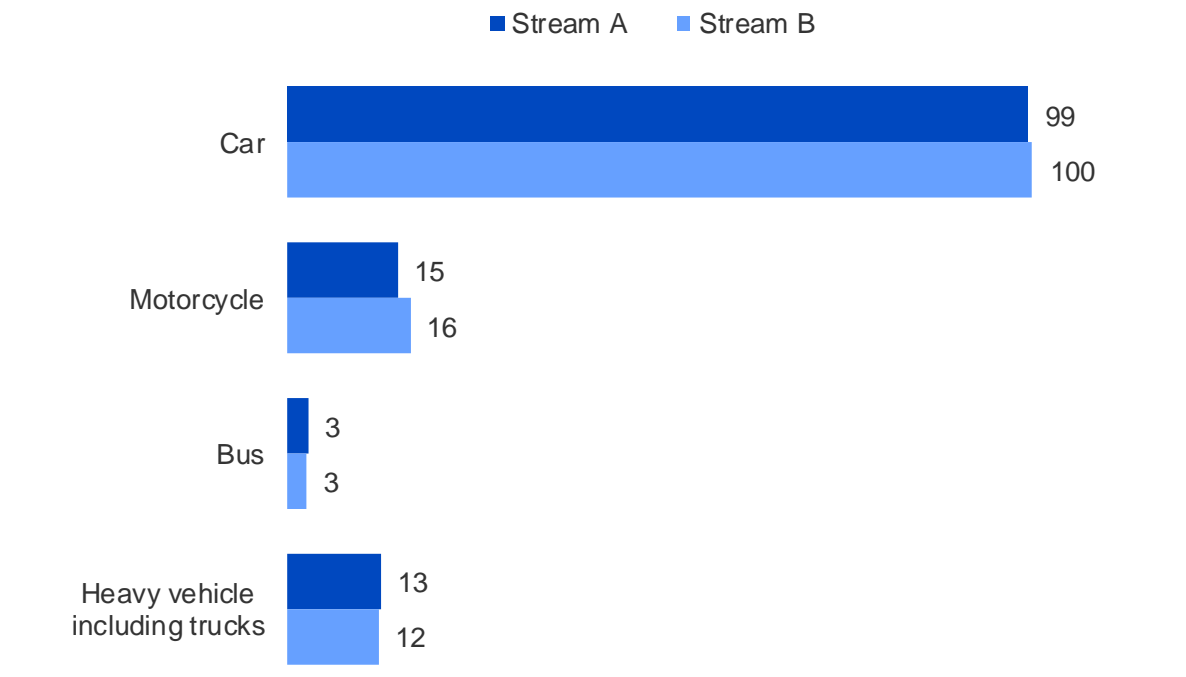
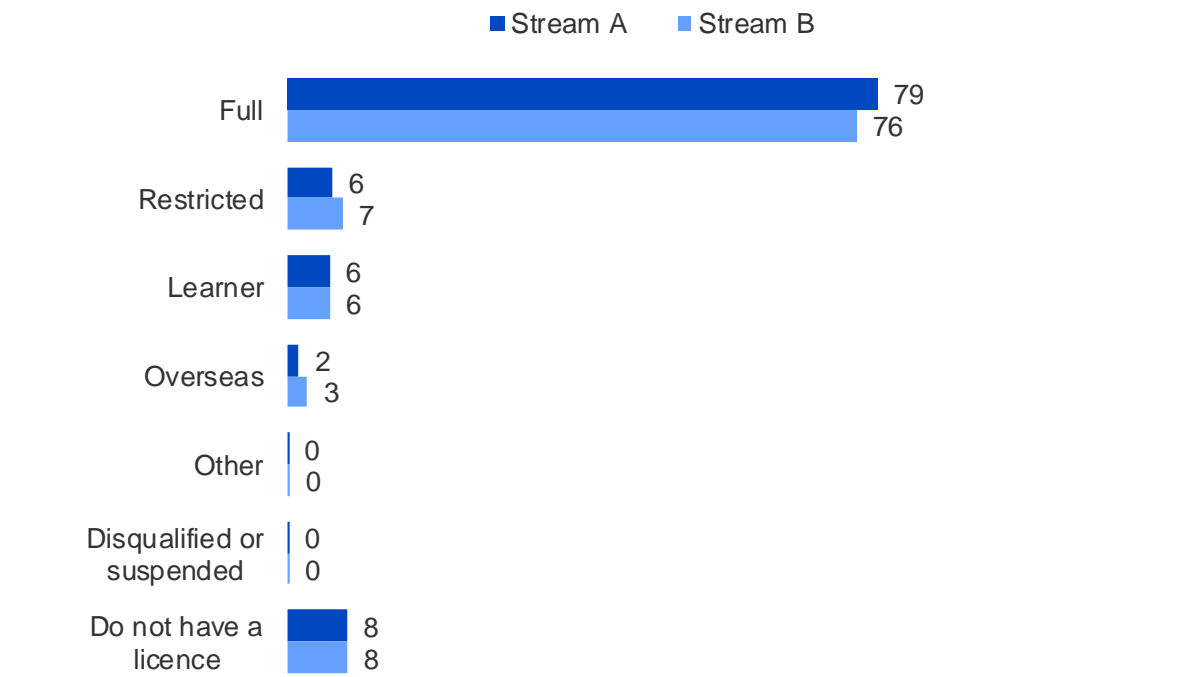
		Stream A		Stream B	
		Un-weighted	Weighted	Un-weighted	Weighted
Region	Northland	6%	4%	6%	4%
	Auckland	20%	33%	20%	33%
	Waikato	6%	10%	6%	10%
	Bay of Plenty	6%	6%	6%	6%
	Gisborne	6%	1%	6%	1%
	Hawke's Bay	6%	3%	6%	3%
	Taranaki	6%	2%	6%	2%
	Manawatu-Wanganui	6%	5%	6%	5%
	Wellington	7%	11%	7%	11%
	Marlborough	2%	1%	2%	1%
	Nelson	2%	1%	3%	1%
	Tasman	2%	1%	1%	1%
	West Coast	6%	1%	6%	1%
	Canterbury	8%	13%	8%	13%
	Otago	6%	5%	6%	5%
	Southland	6%	2%	6%	2%
Base		1,695		1,699	

		Stream A		Stream B	
		Un-weighted	Weighted	Un-weighted	Weighted
Area reside	A central city area	9%	11%	11%	13%
	A suburban area	48%	53%	43%	49%
	A town	19%	14%	21%	16%
	Rural area (within 5 km of a town)	11%	10%	10%	8%
	Rural area (> 5 km from a town)	13%	10%	15%	13%
	Not certain	1%	1%	0%	1%
Base		1,695		1,699	

# 92% of respondents had a driver's licence within both stream A and stream B, including a mix of motorcycle, bus and heavy vehicle licences.

Licence type  
(% among Total NZ)

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



# 2 Summary

# Summary – 1 of 6



The majority of New Zealanders continue to believe roads are safe to drive on, and the standard and design is safe. Most think the status quo should be retained in terms of publicity, penalties and enforcement around road safety, with very little support for reducing any of these.

## General attitudes to road safety and enforcement

- The majority of New Zealanders consider New Zealand roads to be fairly or very safe to travel on, consistent with previous years at 81%.
- A similar proportion (84%) also consider the standard and design of the roads they normally use to be fairly or very safe.
  - Safety perceptions are lower among those with a motorcycle or heavy vehicle licence with 25% considering the standard and design to be unsafe.
- The most commonly mentioned aspects that New Zealanders think can make travelling on New Zealand roads unsafe are the behaviour of other drivers, speeding, road design and road surface / quality.
- Almost three in five are happy with the level of policing around road safety and although 32% think that Police should put more effort into catching people, this is lower than in previous years.
- Public sentiment towards penalties for breaking road safety laws continues to grow in favour of keeping penalties the same (60% support), while those wanting an increase in penalties has decreased to 28%.
- The level of road safety publicity and advertising is considered to be at the right level by just over half of New Zealanders, although 38% think it should be increased.
- There is very little support for reducing road safety efforts.



New Zealanders think existing speed limits, both on the open road and in urban areas, are about right but there is increasing support for lower speed limits (< 40km/h) around schools in urban areas.

## Attitudes towards speeding and enforcement (1 of 2)

- Just under one in two New Zealanders enjoy driving fast on the open road,
- The speeds that define speeding on the open road have decreased since 2016.
  - One in two people now consider speeds of 105km/h or lower to be speeding on the open road compared to 39% in 2016.
  - Furthermore, the proportion who say they only consider it speeding if going more than 115km/h has reduced this year to 7% compared to 18% in 2016.
- While the majority understands that higher speeds increase the risk of having a crash and serious injury, three in ten believe that if care is taken while speeding, there is not much chance of an accident.
- The majority think the 50km/h speed limit in urban areas is at the right level but, in contrast to previous years, more now think the speed limit should be lowered (12%) than raised (5%).
- There is also increased support for lower speed limits around schools in urban areas with two in three suggesting 30km/h or lower compared to 52% in 2016.
- The majority continue to think the 100km/h speed limit on the open road is at the right level and, similar to previous years, there is higher support for it to be raised (19%) than lowered (7%).

## Summary – 2 of 6



**Support for speed enforcement and the way it is currently conducted is high. People believe the tolerance towards speeds around 110km/h on the open road is reducing, with the majority now expecting to get ticketed at that speed.**

### Attitudes towards speeding and enforcement (2 of 2)

- The majority of New Zealanders think that enforcing the speed limit (74% agreement) and using speed cameras (65% agreement) helps lower the road toll.
- Two in three (64%) think that speed cameras are being operated fairly.
- Two in three also think it is fair for a driver to automatically lose their licence if they get three speeding tickets in 12 months which is a comparable level to previous years.
- One in two think slow drivers should be prosecuted more often, being similar to past years.
- Views are mixed towards whether the risk of being caught speeding is small, with as many believing the risk is small (44%) as disagreeing (40%).
- Although mixed, slightly more New Zealanders currently think that speeding penalties are not very severe even if you are caught (at 40%) than think they are (at 34%).
- The perceived chance of getting a speeding ticket continues to trend upwards if driving over the speed limit past a Police Officer without a speed camera on the open road, although often remains lower than from a speed camera.
  - 25% think there is a high chance of a speeding ticket from a Police Officer at 105km/h compared to 42% from a speed camera while at 110km/h, 62% think there is a high chance from a Police Officer compared to 82% from a speed camera.
  - The majority think there's a high chance of getting a ticket from 115km/h or higher.
- One in three claim to often or almost always see speed cameras on the roads they normally use which, although tending to fluctuate, is in line with previous years.
- 16% of drivers admit to having personally received a speeding ticket within the last 12 months, more commonly from speed cameras (at 12%) than from a Police Officer (at 6%).



**Fewer drivers claim to have driven intoxicated in the past 12 months than in previous years and only 3% claim that they would be comfortable having more than two drinks an hour before driving. One in three claim to have been stopped at an alcohol checkpoint in the past 12 months and perceptions are that they are most likely to be stopped in a city.**

### Alcohol-impaired driving and enforcement

- A minority of New Zealanders (9%) think careful driving after drinking will avoid accidents.
- Around a third of New think it is difficult to keep track of what you're drinking in social occasions and to drink less than the group.
- Very few drivers (3%) claim to be comfortable having more than one or two drinks in an hour if they were driving immediately afterwards and only 12% claim to have driven at least once while slightly intoxicated in the past 12 months compared to 18% in 2016.
- Nearly a quarter of New Zealanders would however use back streets to drive home after drinking if unsure whether they are over the limit or not.
- One in three drivers claim to have been stopped at an alcohol checkpoint in the past 12 months and currently as many think that the risk of being caught drinking and driving is small (43%) as disagree (42%).
- One in two however think it is at least fairly likely for a person who was driving after drinking to be stopped and breath tested in the early evening and 63% if late at night.
- Perceptions remain that it would be most likely to be stopped and breath tested if driving after drinking in the city with 68% thinking either fairly or very likely, compared to 38% thinking likely in a small town or on a major highway, and 18% on a rural road.
- The majority (90%) believe that compulsory breath testing helps lower the road toll however almost one in two think that the penalties for drinking and driving are not very severe even if you are caught, which is consistent with past years.
- Although 64% think that our drink-driving laws are effective in reducing the road toll, few think they are 'very effective' with most thinking they are 'quite effective'.

## Summary – 3 of 6



**Very few (3%) admit to having driven within an hour of using cannabis. Views are polarised towards the likelihood of a driver being tested for drugs at a police checkpoint, with as many thinking likely as unlikely, and the majority would support compulsorily roadside testing of drivers for drug use.**

### Drug-impaired driving and enforcement

- Similar to previous years, very few claim to have driven while affected by drugs in the past 12 months.
  - The most common is driving while affected by prescription or pharmacy drugs, not in combination with alcohol, at 7% within the past 12 months.
- 3% admit to having driven within an hour of using cannabis in the last 12 months.
- Indicatively, among those who had driven after using cannabis, it affected their driving 'a little' for two in five and 'quite noticeably' for one in five. (Caution: low base size).
- Views are divided on the likelihood of a driver being tested for drugs at a police checkpoint with as many thinking it is likely (37%) as think it unlikely (39%).



**Most New Zealanders think that it is important to wear a seat belt to avoid serious injury, and support the enforcement of seat belt use. Among respondents who regularly drive with children aged up to 9 years, the majority claim that they are correctly restrained.**

### Seatbelts

- Few New Zealanders think that the risk of being seriously injured in a crash is low if not wearing a seat belt with the majority understanding that the risk would be high.
- The majority (90%) think that enforcing the use of seat belts helps lower the road toll with half in strong agreement.
- One in two however think the risk of being caught not wearing a seat belt is small, which is consistent with previous years.
- Two in five currently think that the penalties for not wearing a seat belt are not very severe even if you are caught.
- Among respondents who regularly drive with children aged up to 9 years, the majority claim that the youngest child was correctly restrained when last driven.
  - Among those driving a child aged under 5 years, the majority claimed the child was in a baby or child seat when last driven with 9% in a booster seat or harness.
  - Among those driving a child aged 5 to 6 years, the majority were said to be in either a child seat or booster seat when last driven with 5% restrained by a seatbelt.
  - Among those driving a child aged 7 to 9 years, one in two were said to be in a seat belt and 44% restrained by a booster seat or a child seat, however 5% were not restrained at all when last driven.



## Summary – 4 of 6



One in five drivers have experienced fatigue when driving long distances over the last year and one in ten while driving to, from or as part of work. While almost three in five are likely to pull over and nap if drowsy while driving, around a third are unlikely to.

### Fatigue

- Consistent with previous years, approximately one in ten drivers have had trouble staying awake on at least one occasion while driving either to or from work, or as part of their work in the last 12 months.
- One in five drivers have had trouble staying awake on a long trip on at least one occasion in the last 12 months.
- Just under three in five drivers claim to be at least fairly likely to pull over and have a short nap if drowsy and driving, while one in three are unlikely to.



Although only one in five think they are likely to be caught by Police while using a hand held cell phone or texting while driving, there has been an increase in claimed use of hands free phone calling since 2016 and fewer claim to text while driving.

### Driver distraction

- One in two drivers now claim to make hands free phone calling compared to 39% in 2016 and there has been a decrease in claimed use of hand held phone calling to 16%.
  - Hands free phone calling is more common among 25 to 49 years, white collar workers and those with higher personal income.
  - Hand held phone calling has a slightly younger age skew, being more common among 20 to 39 year olds, blue collar workers and those with medium personal income.
- There has been a significant decrease in claimed texting while driving from 38% in 2016 to 23%, with texting while driving most common among the under 30s.
- Very few drivers (7%) claim to check or reply to social media while driving, being most common among 20 to 24 year olds (at 18%).
- Using a mobile phone for navigation or maps has increased to 44% (although note that this will include hands free navigation) and is more commonly used by those aged 20 to 39 years.
- Just over one in three admit to selecting or changing music or podcasts while driving, being more common among the under 30s.
- Just under one in five think it's likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police with three in five considering this to be unlikely.

## Summary – 5 of 6



**Most drivers believe that car safety features are important and can help make a difference in both avoiding a crash and preventing injuries. Only two in five know the star rating of their car, however it is important to three in four that their car has a high rating.**

### Car safety

- The majority of drivers understand that car safety features can help make a difference in both avoiding a crash and preventing injuries in a crash.
- The most common safety features that drivers mention about the car they drive are air bags, seat belts and brakes, including ABS brakes specifically. A wide range of other safety features are mentioned but by 5% of drivers or lower for each.
- Although only two in five know the star rating of the car they drive, it is important to three in four drivers that their car has a high star safety rating.



**New Zealanders generally feel safe using the transport system although the perceived safety of using a ride share lags behind a taxi and only one in five would feel safe hitchhiking. Urban areas are viewed as generally safe for pedestrians and cyclists while rural roads are more commonly viewed as unsafe.**

### Personal safety, walking and cycling

- (Note that safety while travelling is not in relation to COVID-19).
- The majority of New Zealanders (90% or higher) would feel at least fairly safe around other travellers if using a bus, train or taxi.
- There has been a strong increase in feeling safe if using a ride share service such as Uber (72% feeling safe) although this continues to lag behind the feeling of safety if using a taxi.
- Three in four would feel safe car-pooling.
- Although an increase on 2016, only one in five would feel safe hitch hiking.
- The majority think that urban streets, town centres, and roads around local schools are safe for pedestrians.
- Views are however mixed for rural or open roads with as many thinking they are unsafe for pedestrians (at 50%) as thinking they are safe (at 47%).
- Roads around local schools (at 77%) are viewed to be slightly safer for cyclists than either urban streets (at 69%) or town centres (at 65%).
- Only two in five think rural roads are safe for cycling with three in five considering them to be unsafe.

## Summary – 6 of 6



There is low awareness of Vision Zero currently and although many New Zealanders think that zero deaths from road crashes is acceptable, only one in four think it is possible to achieve this by 2050. The majority support a range of potential safety initiatives with highest support for roadside drug testing and higher fines for mobile phone usage.

### Vision Zero

- To provide context, respondents were informed that around 350 people are killed each year on New Zealand roads.
- When asked the number of deaths they would consider to be acceptable from road crashes next year, more than two in five (44%) New Zealanders think that zero deaths from road crashes is acceptable.
  - The remainder are either unsure or typically state lower than the 350 currently killed each year.
- There is low awareness of the Vision Zero approach to road safety currently at 11%.
- When asked whether they think it is possible for New Zealand to have no road deaths by 2050, twice as many New Zealanders think it is unlikely (at 50%) as think it is likely (at 24%).
- The majority of New Zealanders support the potential Vision Zero safety initiatives presented within the survey.
  - Highest support is for compulsory roadside testing of drivers for drug use and for much higher fines for using a mobile phone while driving, with both initiatives supported by 80% and with one in ten in opposition.
  - Increased installation of wire rope median barriers on rural roads to help prevent vehicles crossing the centre-line is supported by 69% and opposed by 16%.
  - The requirement for additional safety features in new cars and 30km/h speed limits in urban centres are both supported by three in five.

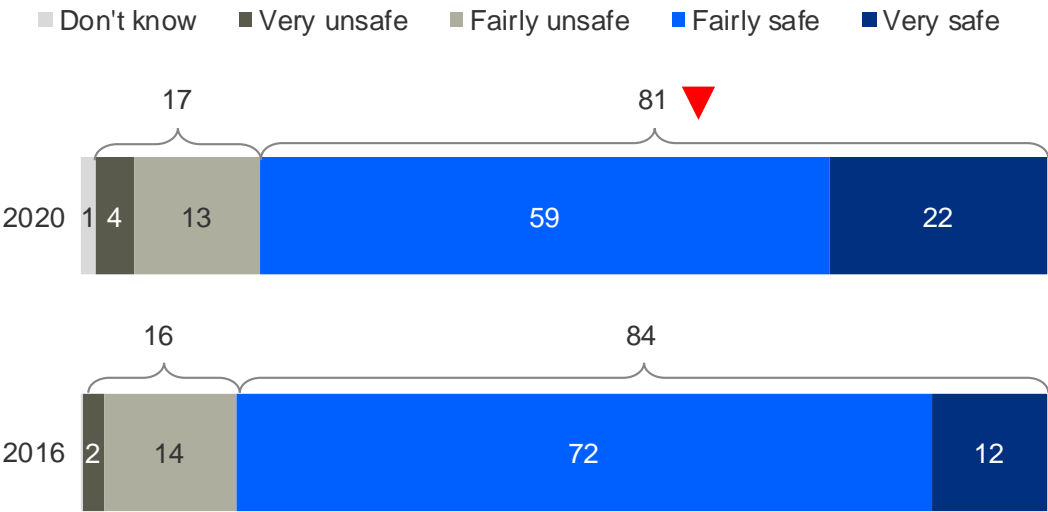
3

General attitudes to road  
safety and enforcement

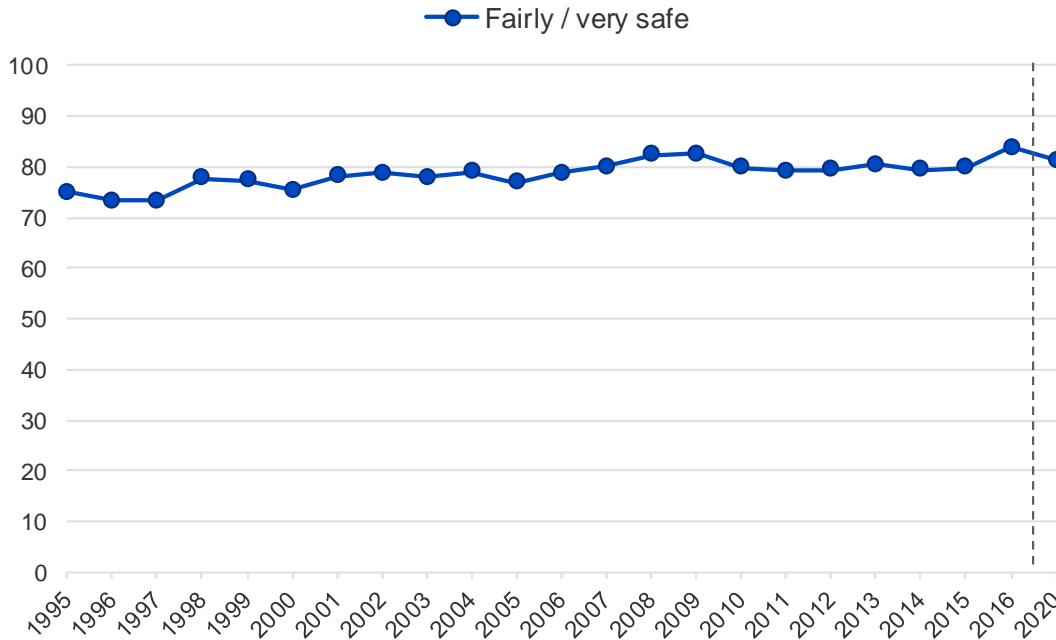
# The majority of New Zealanders consider New Zealand roads to be generally safe to travel on, with 22% considering them to be ‘very safe’



Safety of New Zealand roads to travel on  
(% among Total NZ)



Safety of road travel – over time

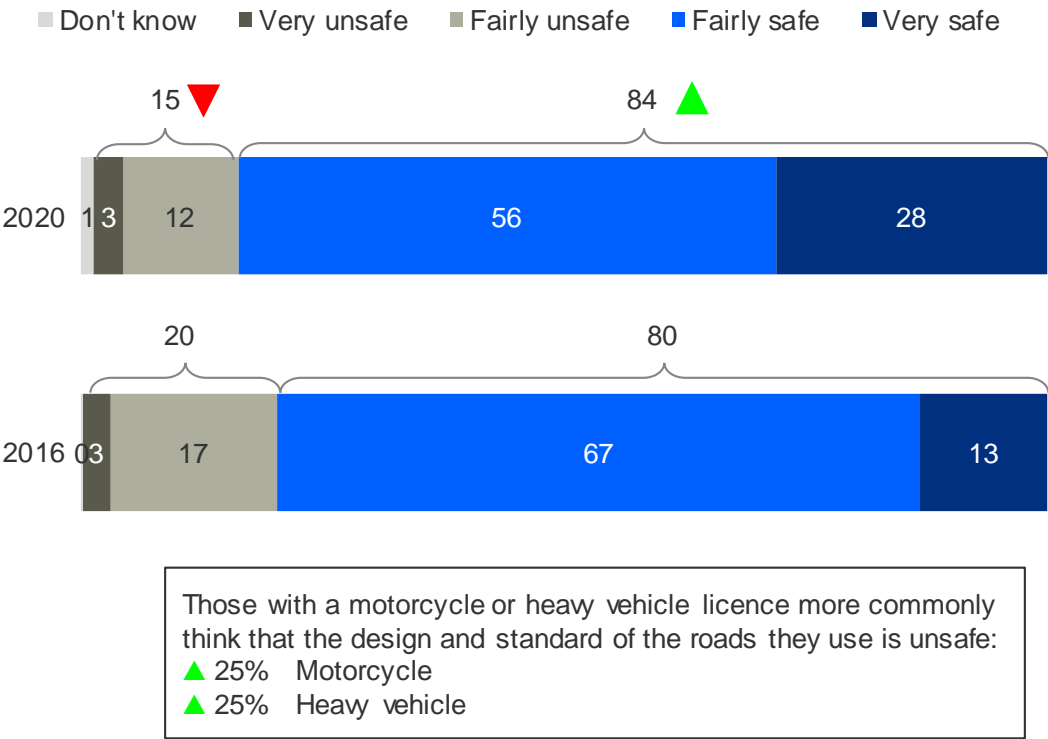


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

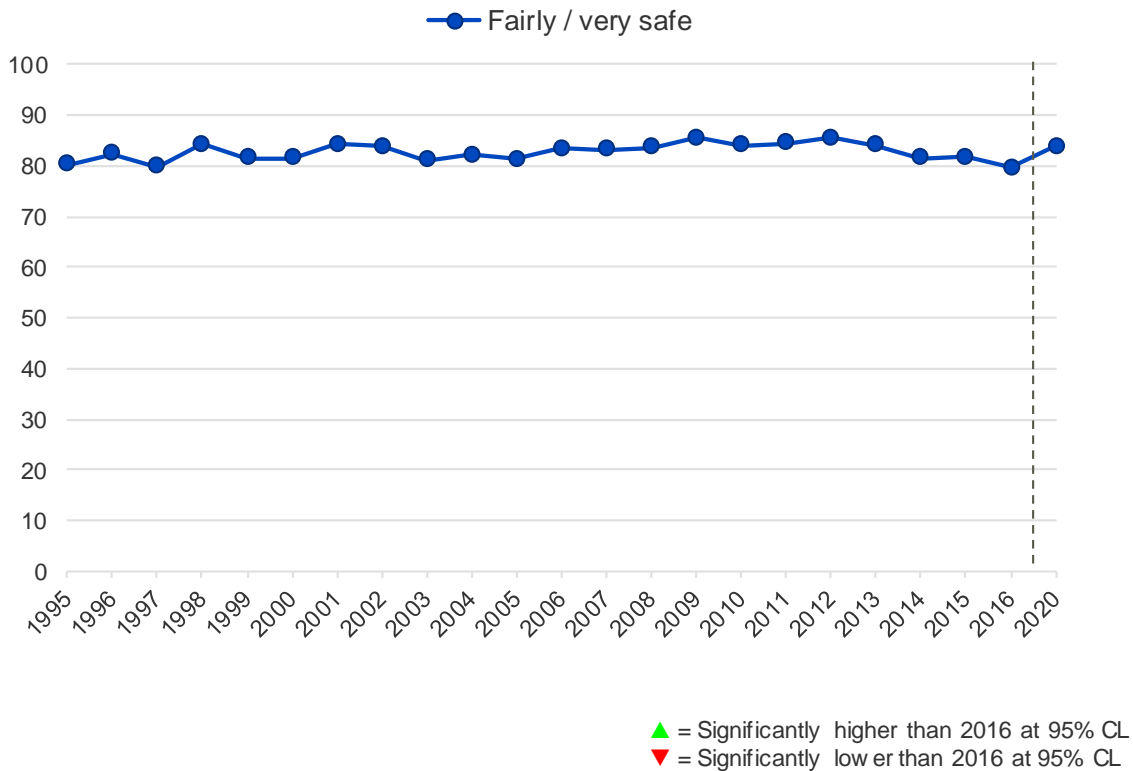
# The majority think the design and standard of the roads they normally use are safe to travel on, with safety perceptions lower among those with a motorcycle or heavy vehicle licence



Safety of the design and standard of roads you normally use  
(% among Total NZ)



Safety of the design and standard of roads – over time

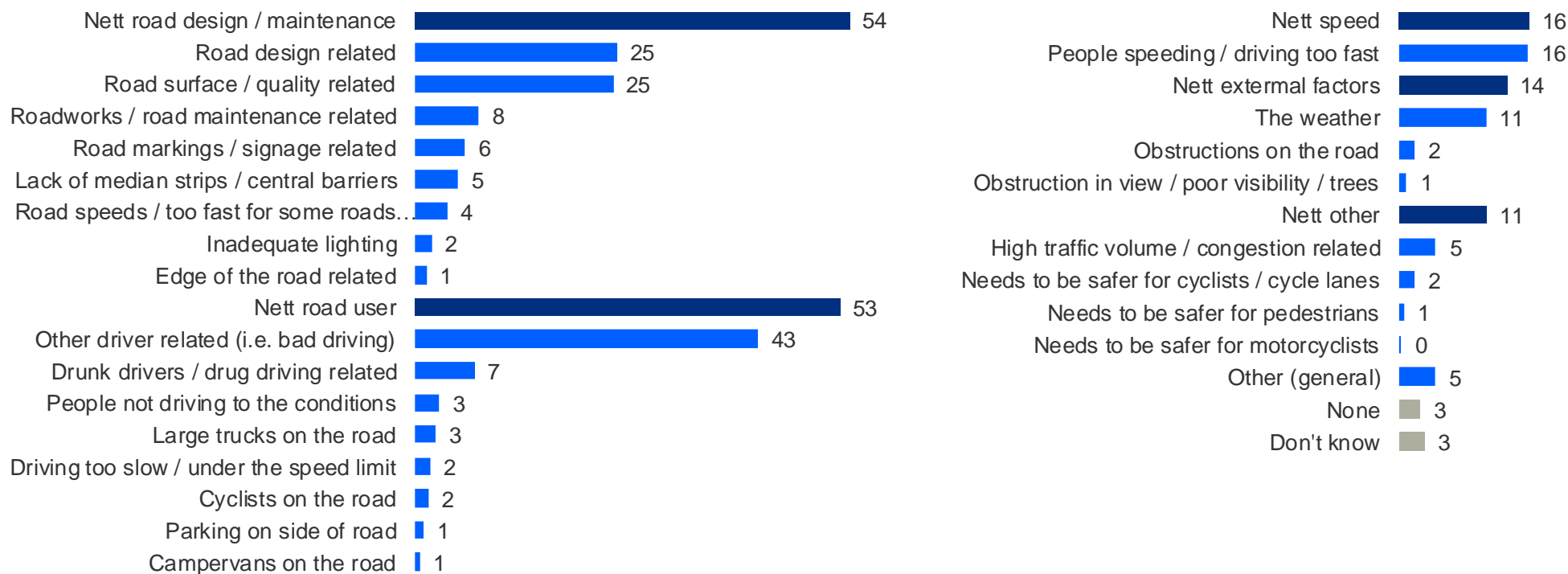




# The behaviour of other drivers and the roading system, particularly road design and road surface / quality, are the main aspects that New Zealanders think can make travelling on New Zealand roads unsafe



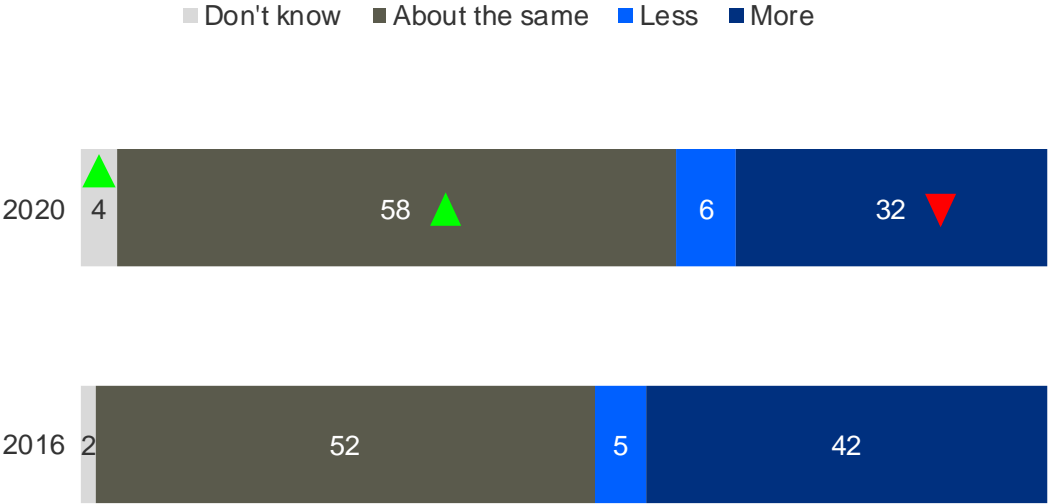
Things that can make travelling on New Zealand roads unsafe – unprompted, coded into general themes  
(% among total New Zealand)



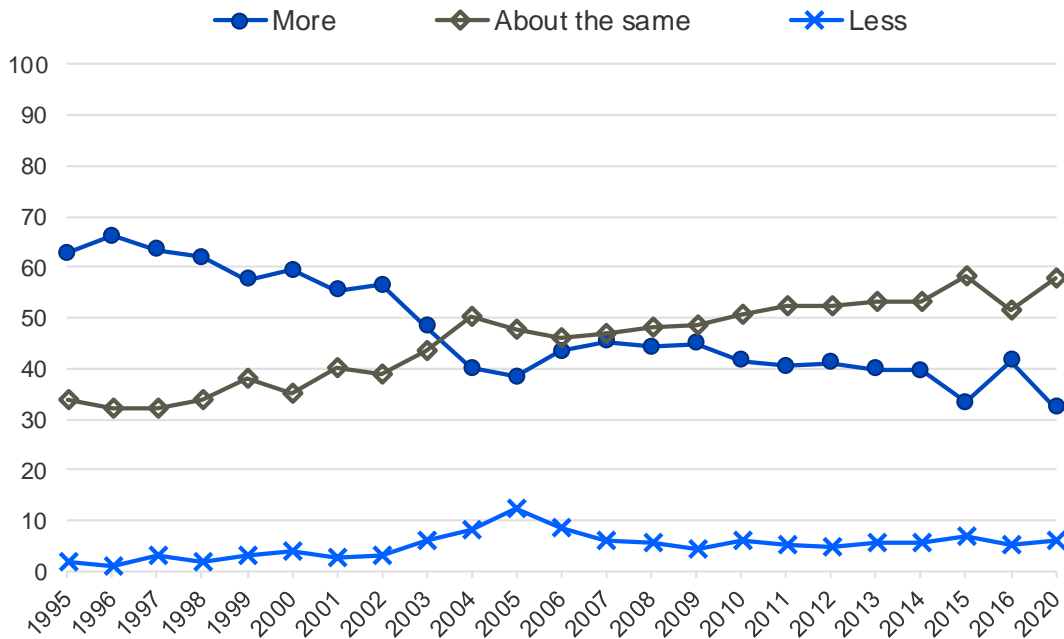
# Almost three in five are happy with the level of policing around road safety and although one in three think that Police should put more effort into catching people, this is lower than in previous years



Should the effort Police put into catching people breaking road safety laws...  
(% among Total NZ)



Effort of Police should be... – over time

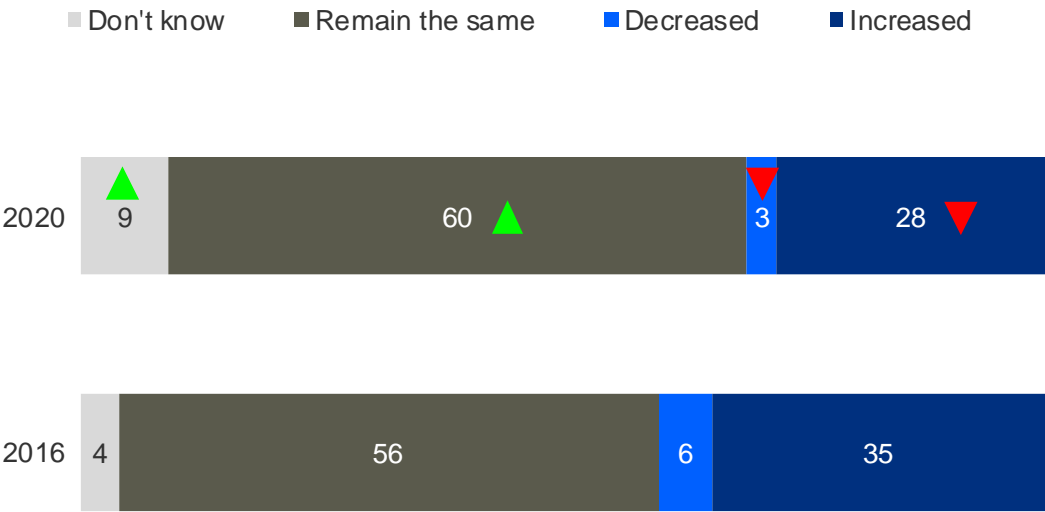


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

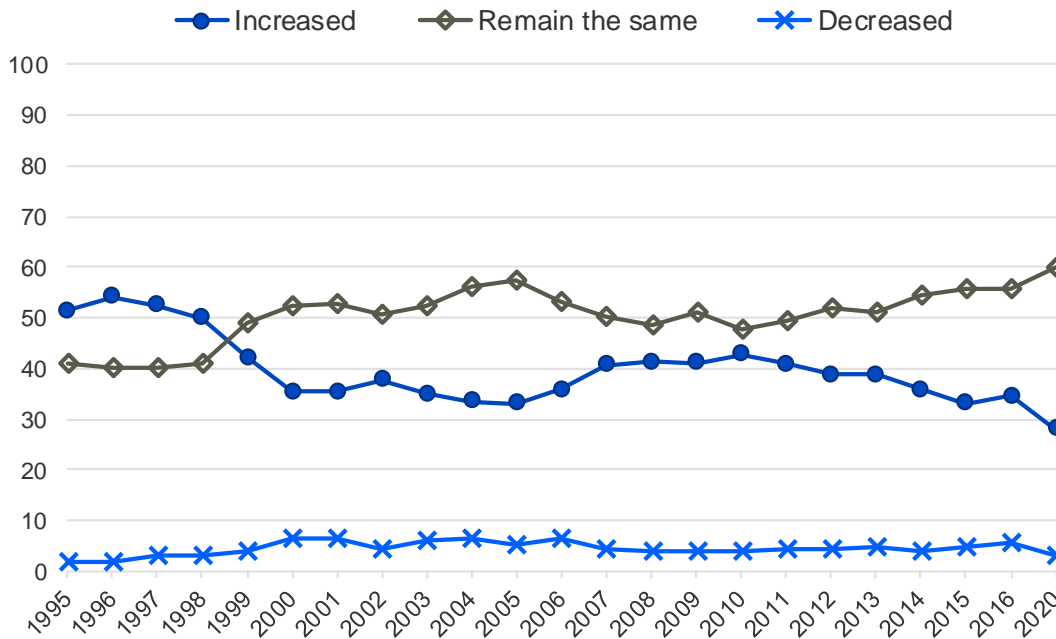
# New Zealanders continue to increasingly think that the penalties for breaking road safety laws should remain the same, while those thinking that the penalties should increase continues to trend downward



Should penalties for breaking road safety laws be...  
(% among Total NZ)



Penalties for breaking road safety laws should be... – over time

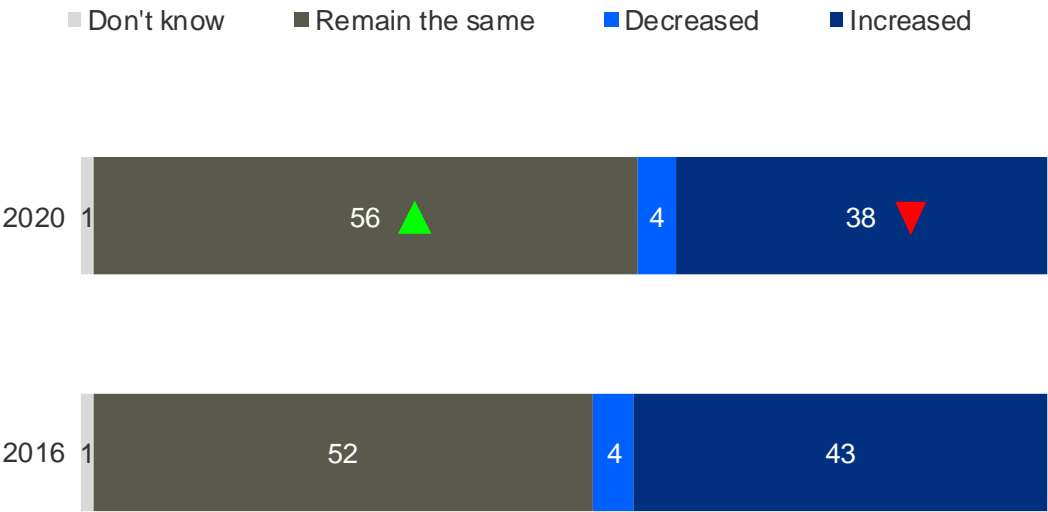


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

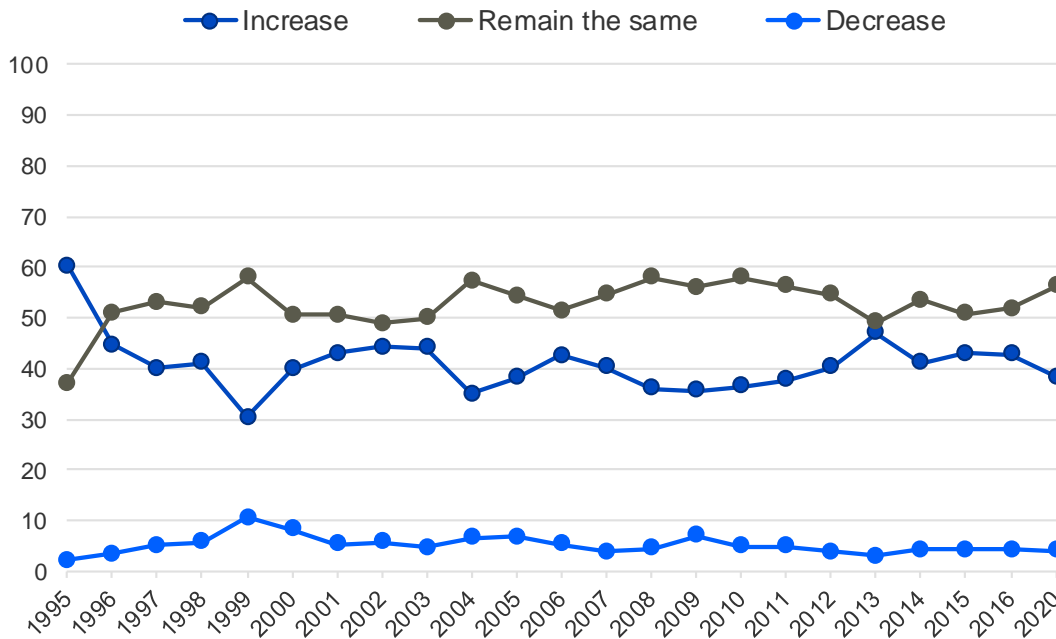
# Just under two in five New Zealanders think that the amount of publicity and advertising about road safety should be increased while the remainder typically think it should remain the same



Should the amount of publicity and advertising about road safety be ...  
(% among Total NZ)



Amount of publicity and advertising about road safety should... – over time

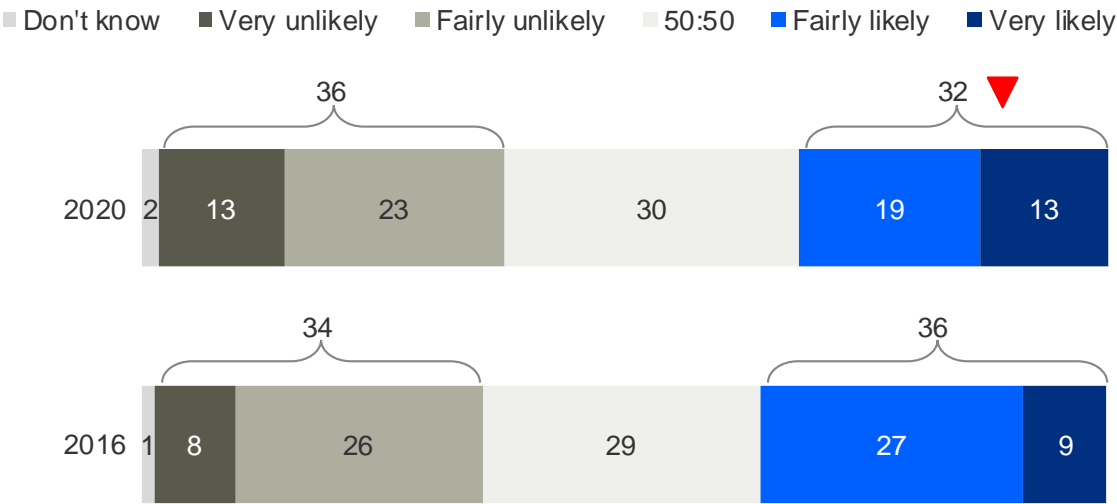


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

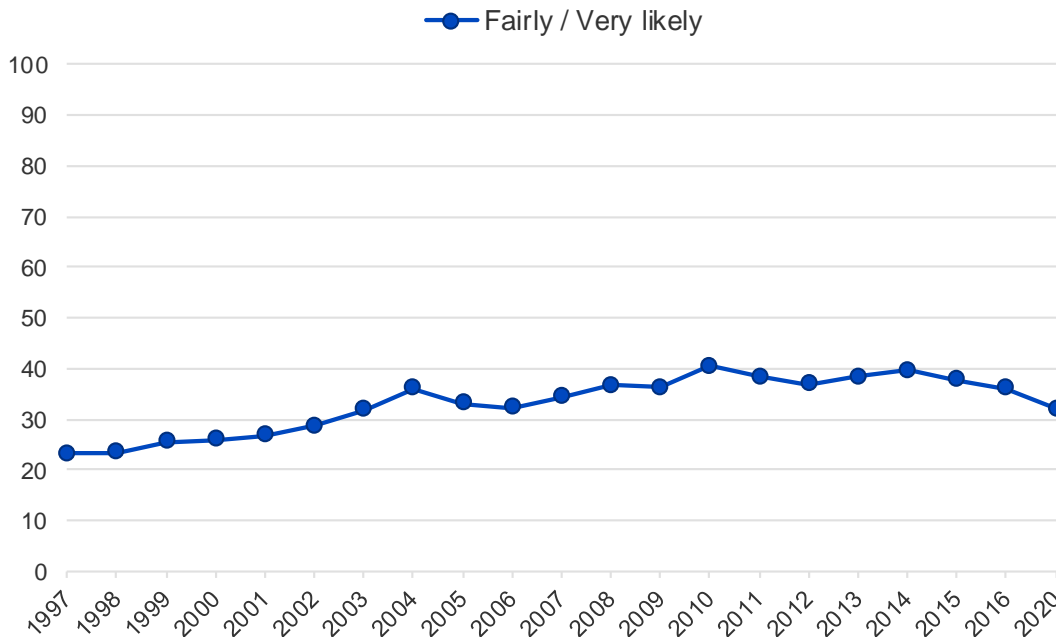
# New Zealanders are divided on whether it is likely for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police



Likelihood for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police (% among Total NZ)



Likely to be stopped by the Police – over time



4

## Speed and speed enforcement

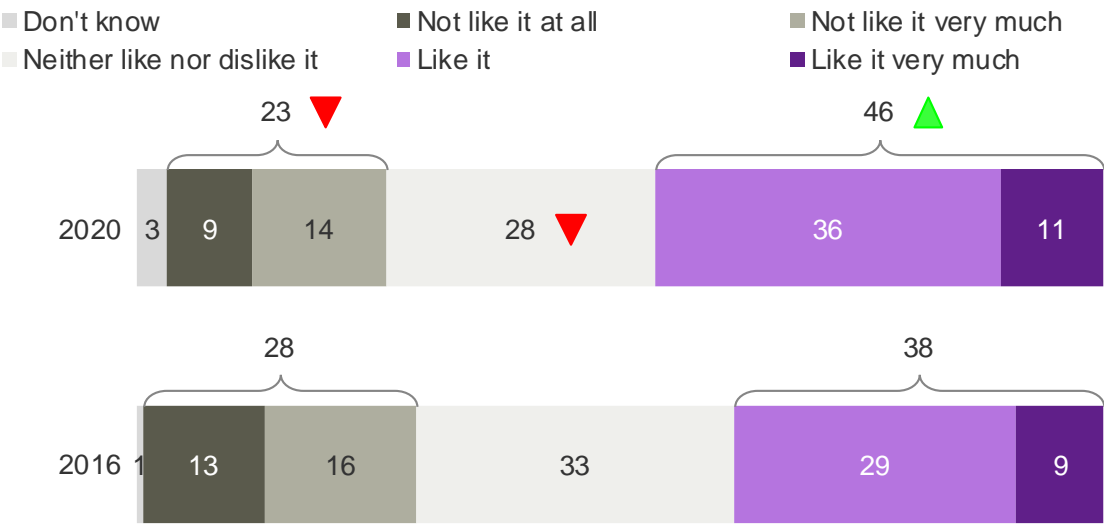


# Just under one in two New Zealanders enjoy driving fast along the open road

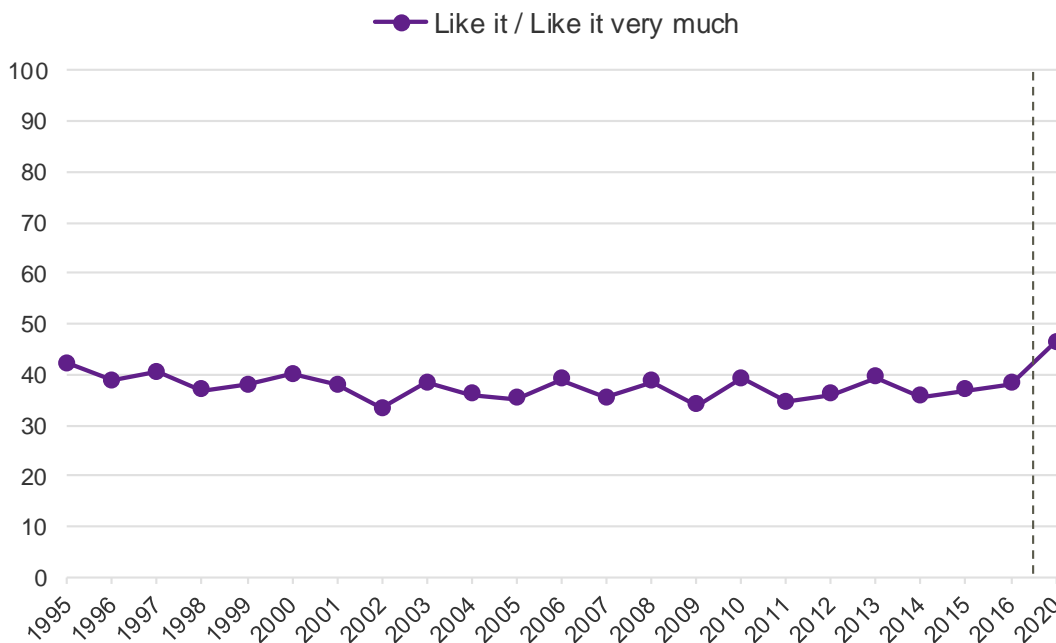
(Note: wording change in 2020 to no longer refer to speeding as a driving issue within the question)



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



Enjoy driving fast along the open road – over time



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

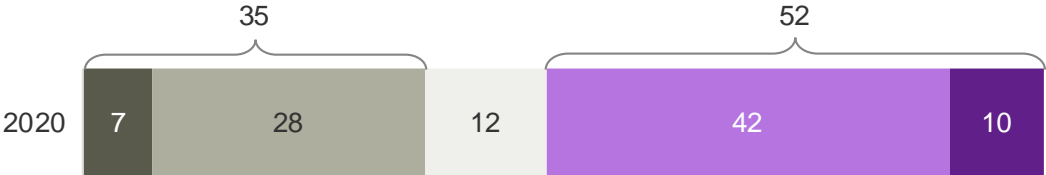
Source (Stream A): Q23 Open roads are all roads that are outside of towns and cities including state highways and all motorways including those within the city. If you are driving along the open road, do you enjoy driving fast? Do you like it very much, like it, neither like nor dislike, not like it very much or not like it at all? Wording prior to 2020: Q23 We have talked about drink and drugged driving. Now I would like to ask you some questions about another driving issue - speeding. Firstly, if you are driving along the open road, do you enjoy driving fast? Base: Those with a driver's licence n = 1,584 | 2016 n = 1,527

# One in two New Zealanders define any speed over the speed limit as speeding while around a third disagree

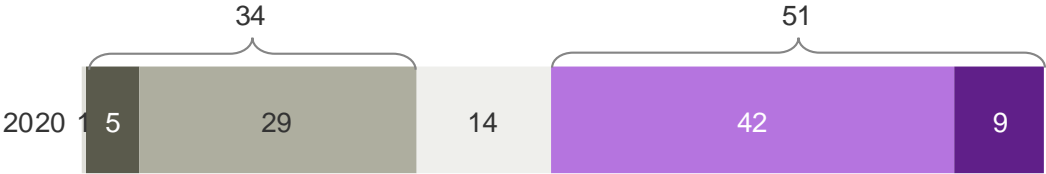


Attitudes towards speeding and enforcement  
(% among Total NZ)

Don't know Strongly disagree Disagree Neutral Agree Strongly agree



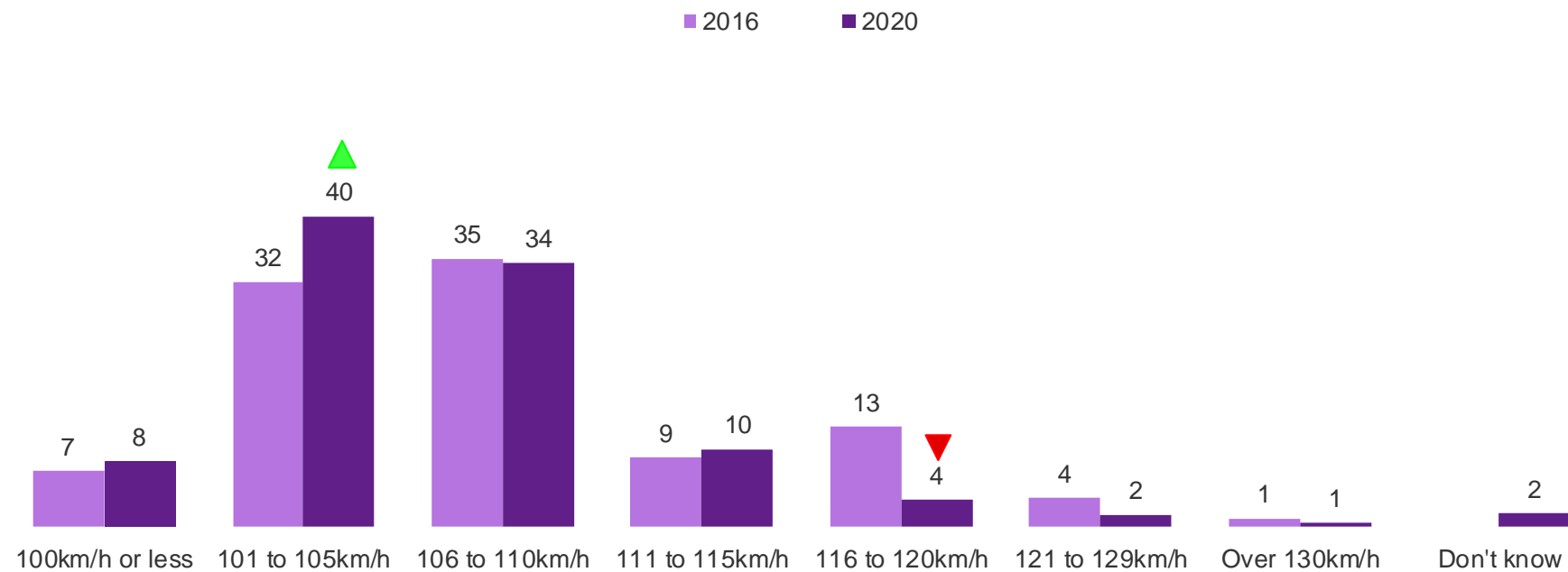
Any speed over the speed limit is speeding



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# The speeds that define speeding on the open road have decreased since 2016 with 48% considering 105km/h or lower to be speeding compared to 39% in 2016

The speed at which New Zealanders consider it to be speeding on the open roads and motorways with a speed limit of 100km/h (% among Total NZ)



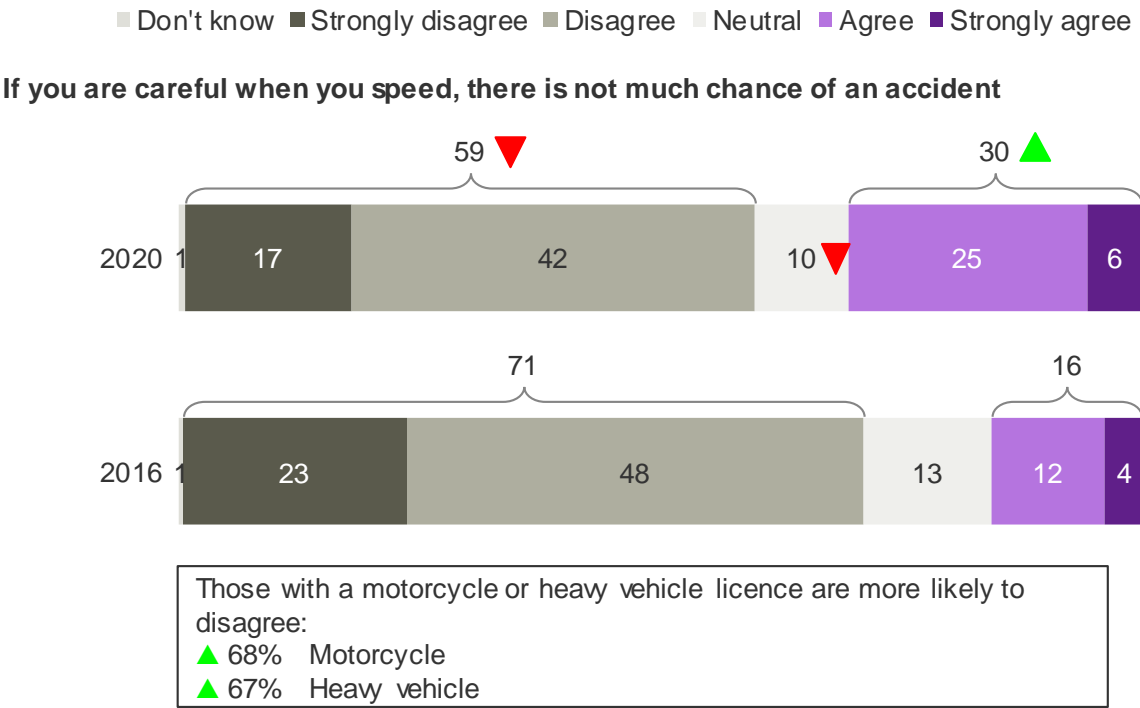
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Three in ten New Zealanders believe there is not much chance of an accident if you are careful when you speed, although few strongly agree with this sentiment

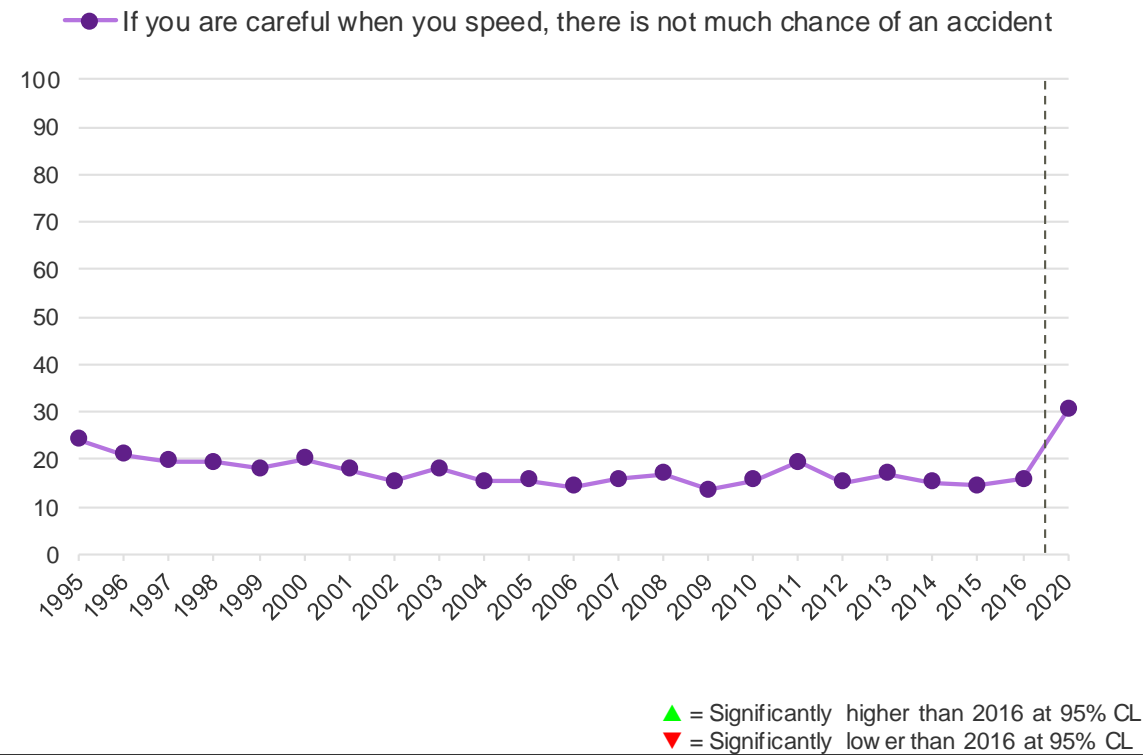
(Note: change in question and statement wording in 2020)



Attitudes towards speeding and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)



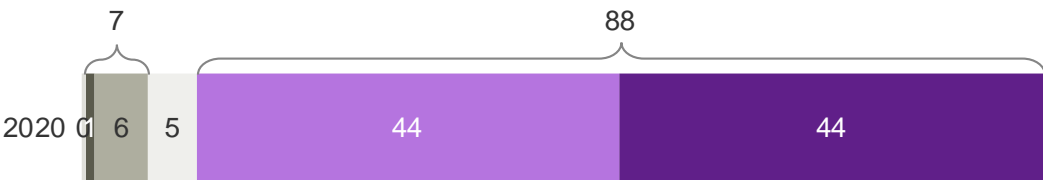
# The majority of New Zealanders understand that the higher the speed you are travelling, the greater the chance of having a crash and the more serious the injuries you would receive



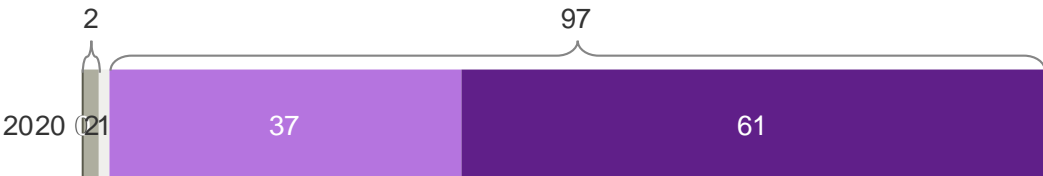
Attitudes towards speeding and enforcement  
(% among Total NZ)

Don't know Strongly disagree Disagree Neutral Agree Strongly agree

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



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

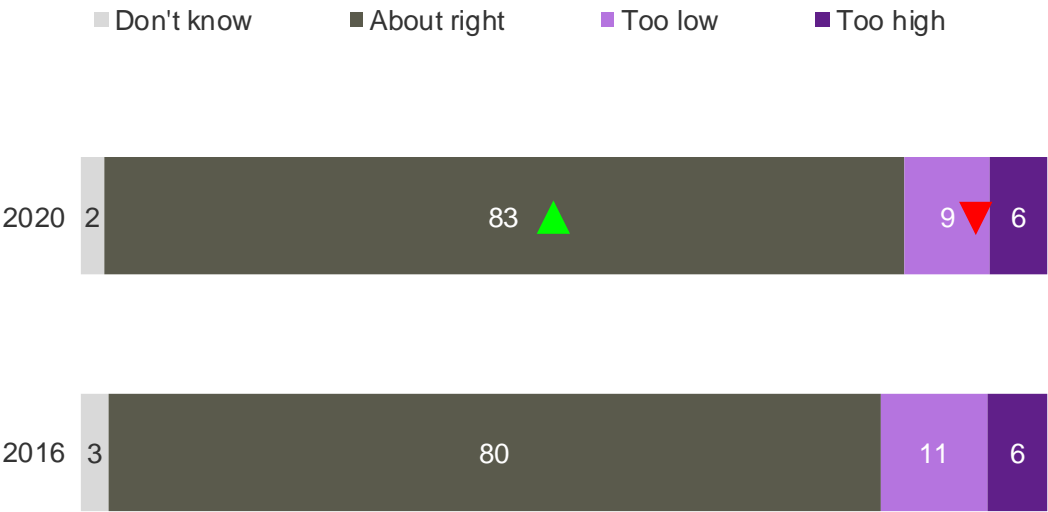


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

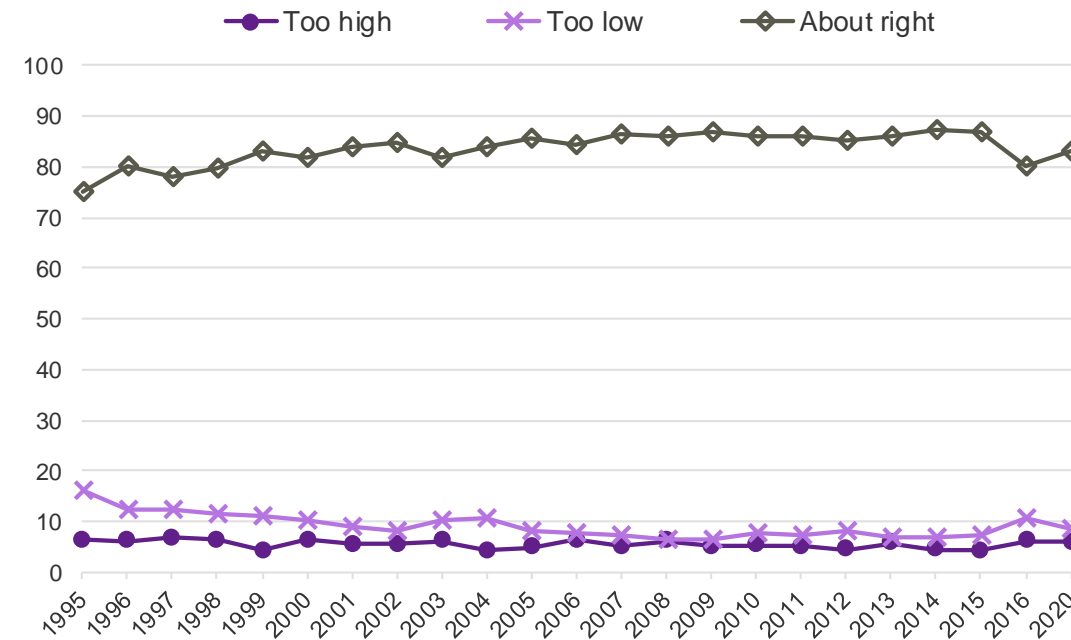
# The majority think that the speed limits on the roads they normally use are about right for the road and traffic conditions while a minority think the speeds are either too low or too high



Speed limits on roads normally use for the road and traffic conditions  
(% among Total NZ)



Speed limits on roads normally use – over time



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

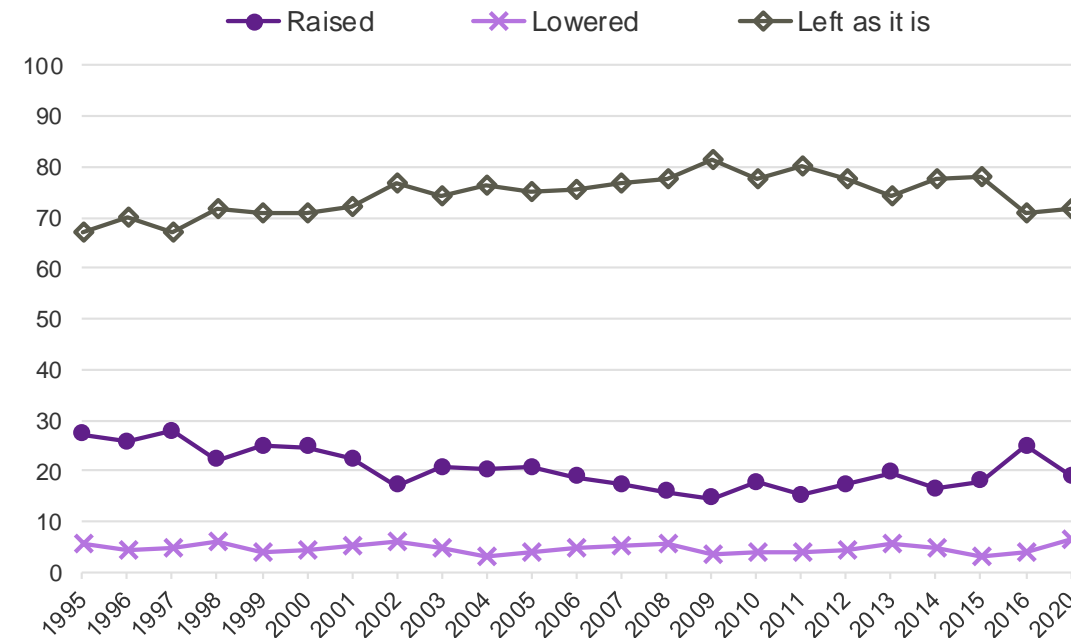
# The majority of New Zealanders think that the 100km/h speed limit on the open road should be left as it is while 19% think it should be raised and 7% think it should be lowered



The 100km/h speed limit on the open road should be...  
(% among Total NZ)



100km/h speed limit should be... – over time

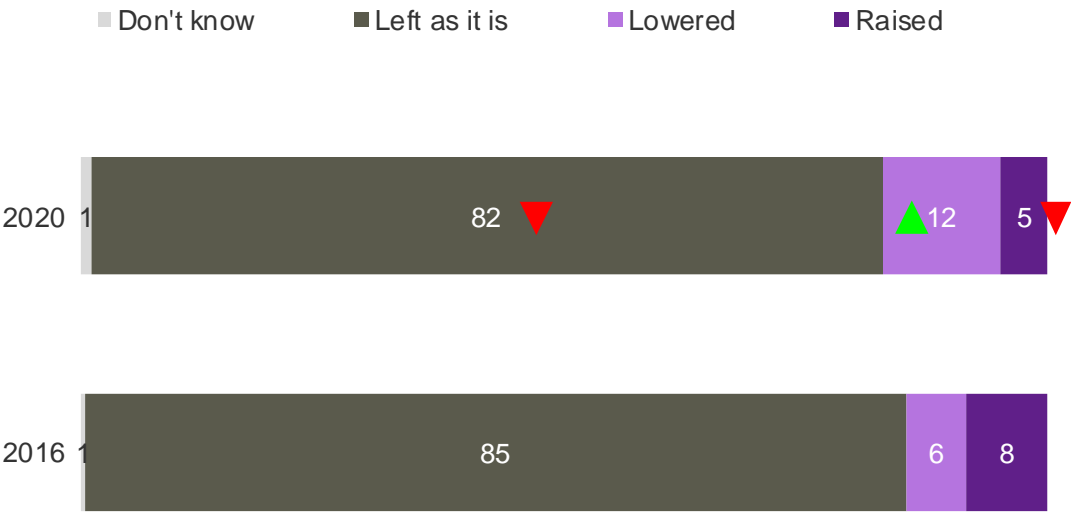


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# The majority think that the 50km/h speed limit in towns and cities should be left as it is however 12% think that the speed limit should be lowered which is significantly higher than in previous years

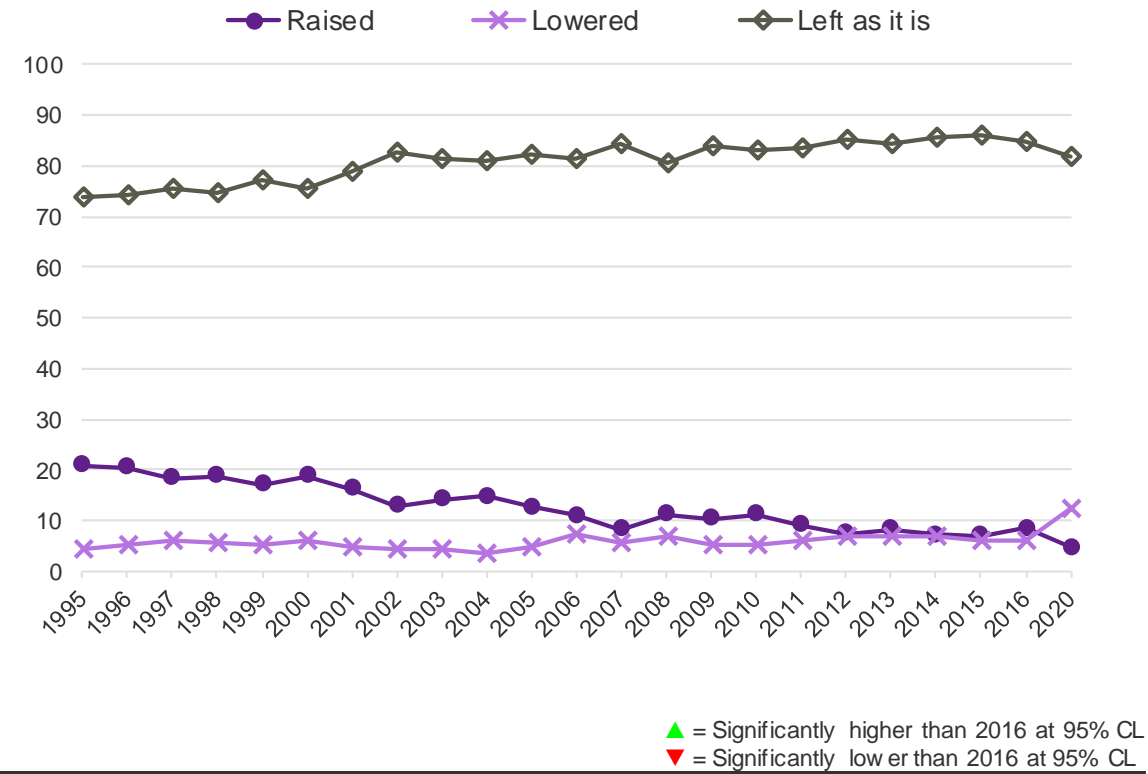


The 50km/h speed limit in towns and cities should be...  
(% among Total NZ)



Note: Speed limit reductions were introduced in Auckland on the 30<sup>th</sup> June towards the end of the fieldwork for the survey which was conducted from 6<sup>th</sup> May to 14<sup>th</sup> July 2020. Wellington speed limit reductions were introduced on the 19<sup>th</sup> July and after fieldwork was completed

50km/h speed limit should be... – over time

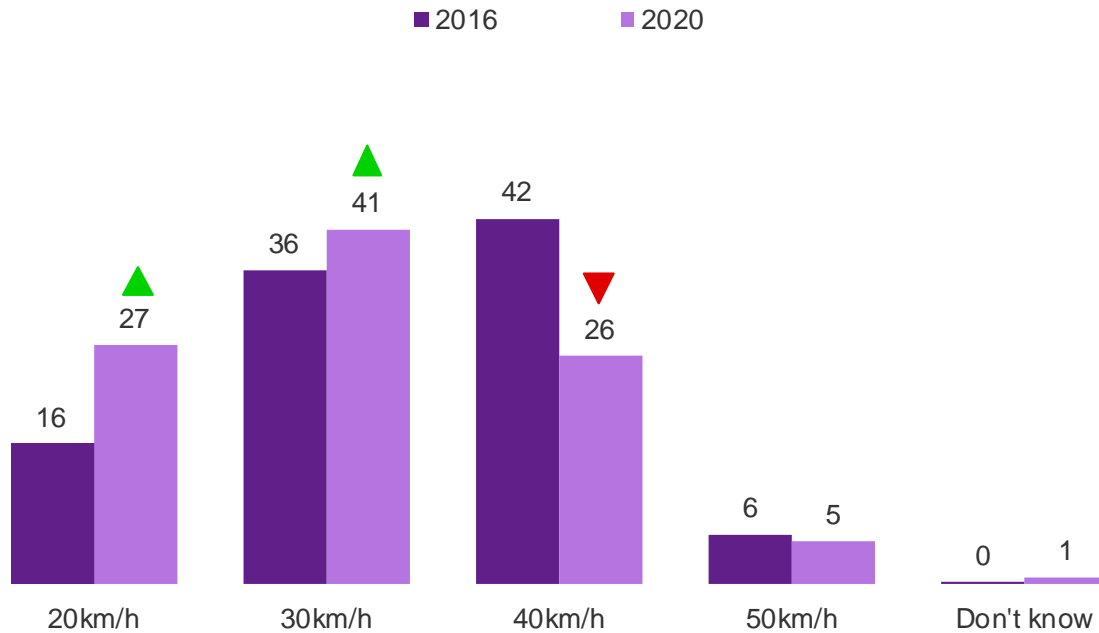




# Most agree that the speed limit around schools in urban areas should be less than 50km/h however those saying 20km/h or 30km/h has increased to 68% compared to 52% in 2016



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

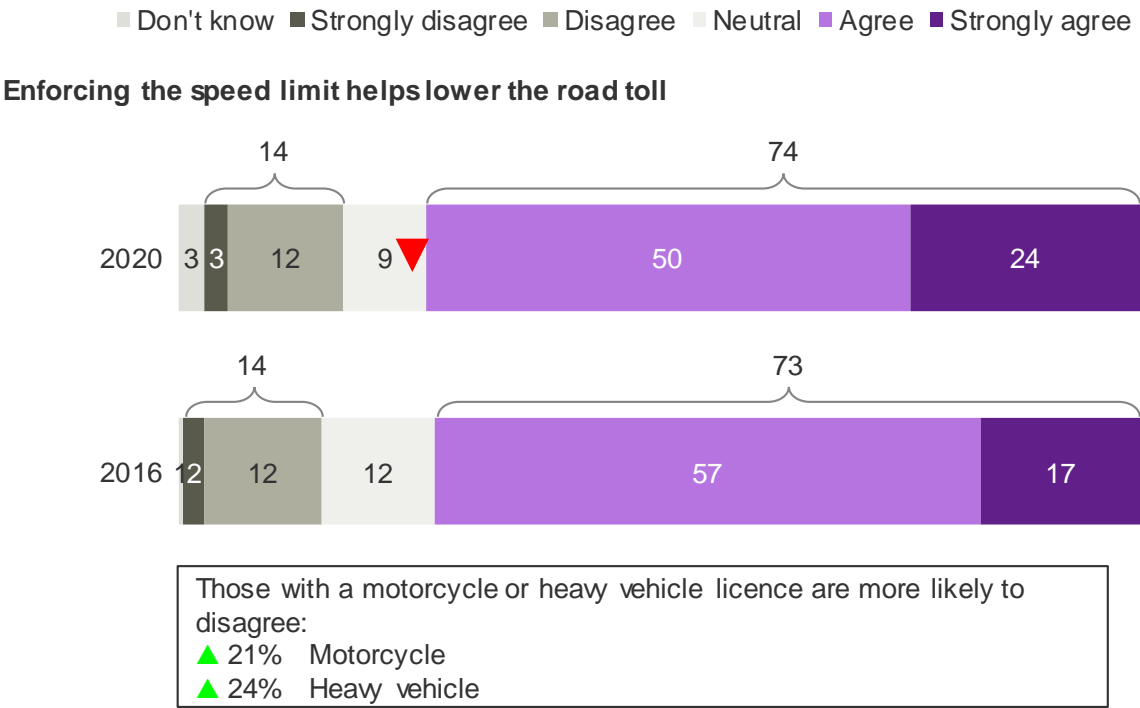


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

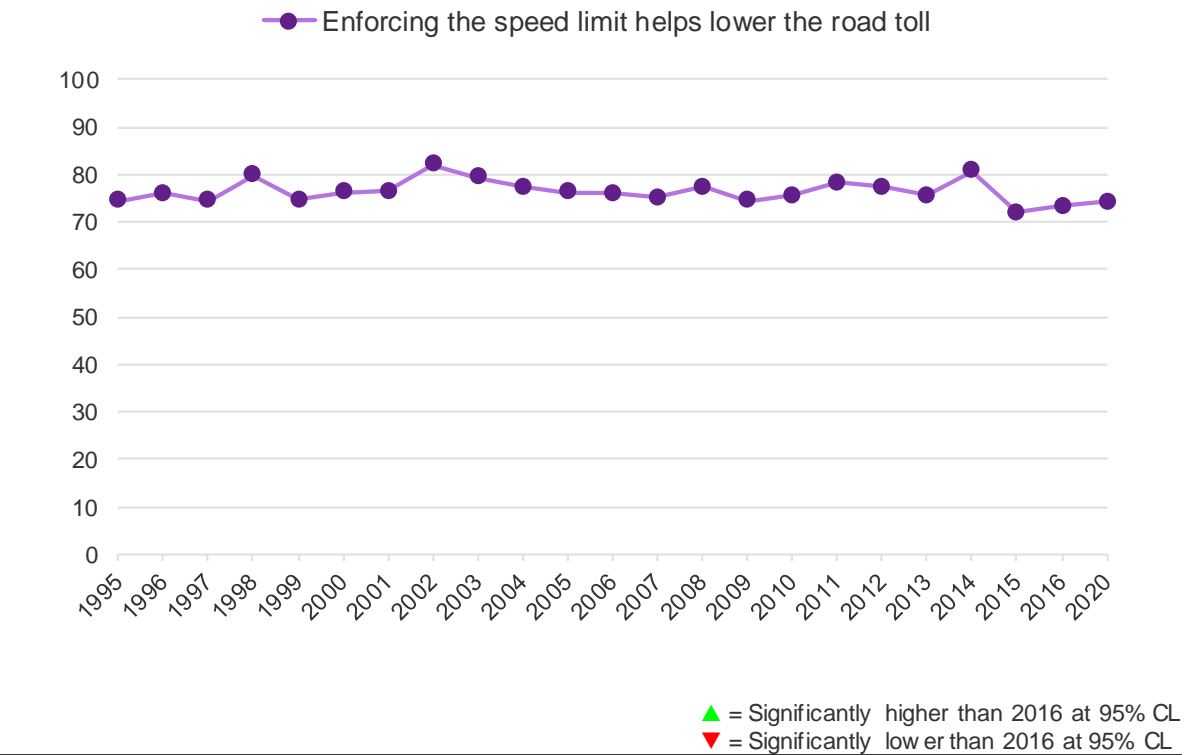
# Three in four New Zealanders understand that enforcing the speed limit helps lower the road toll



Attitudes towards speeding and enforcement  
(% among Total NZ)



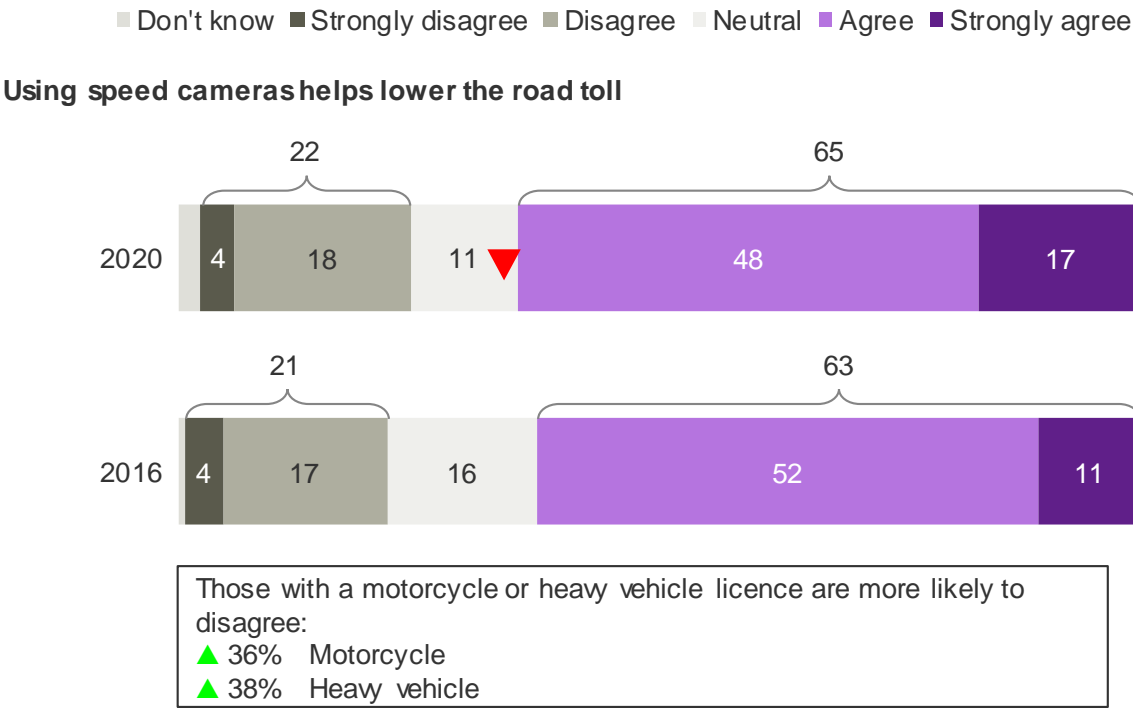
Agreement over time (%strongly agree/ agree)



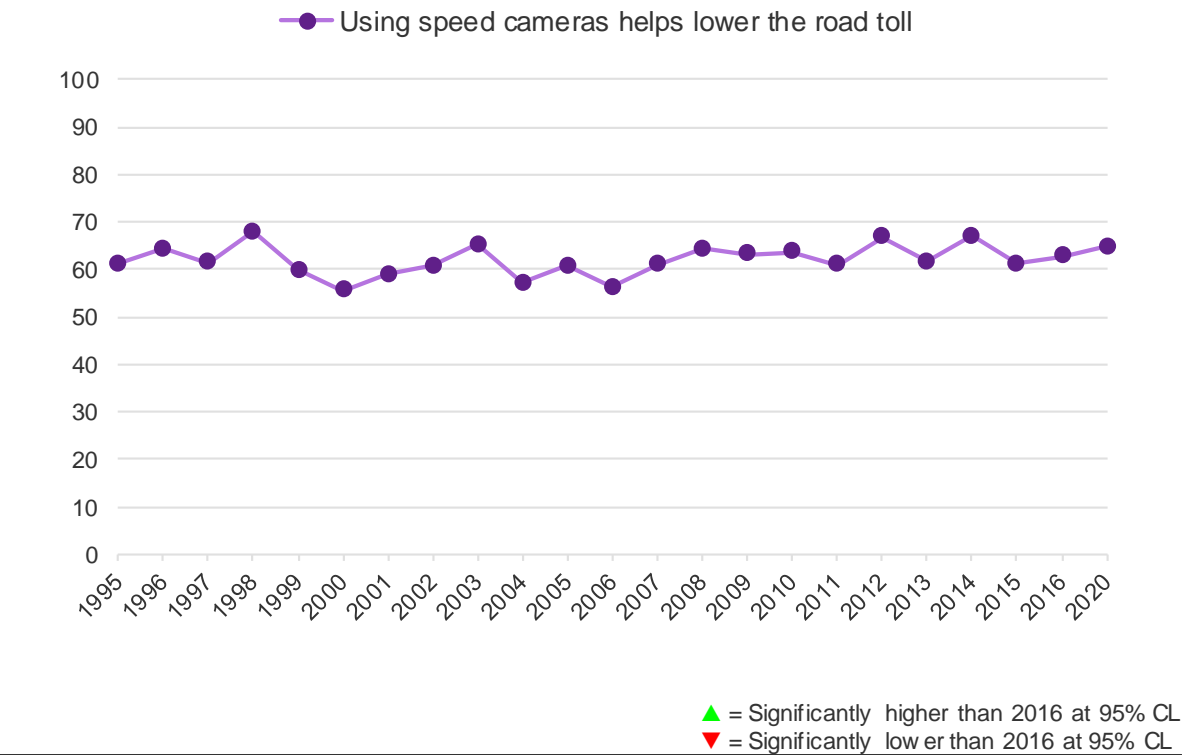
# Two in three think that using speed cameras specifically helps lower the road toll while 22% disagree, being higher among those with a motorcycle or heavy vehicle licence



Attitudes towards speeding and enforcement  
(% among Total NZ)



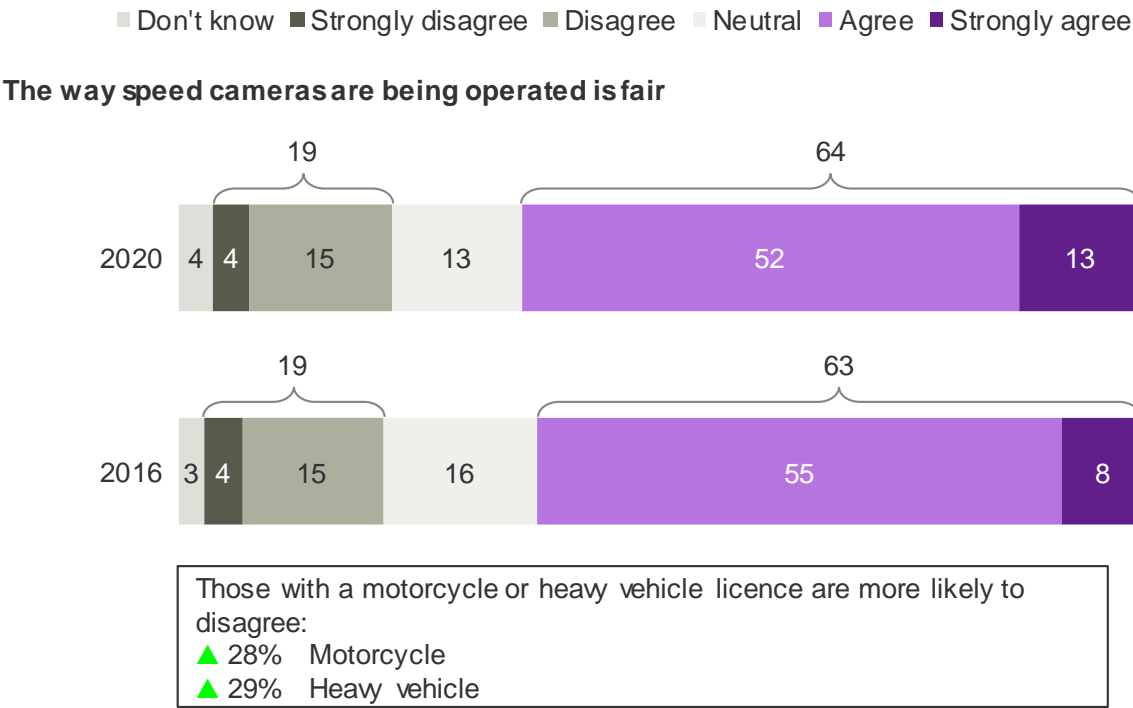
Agreement over time (%strongly agree / agree)



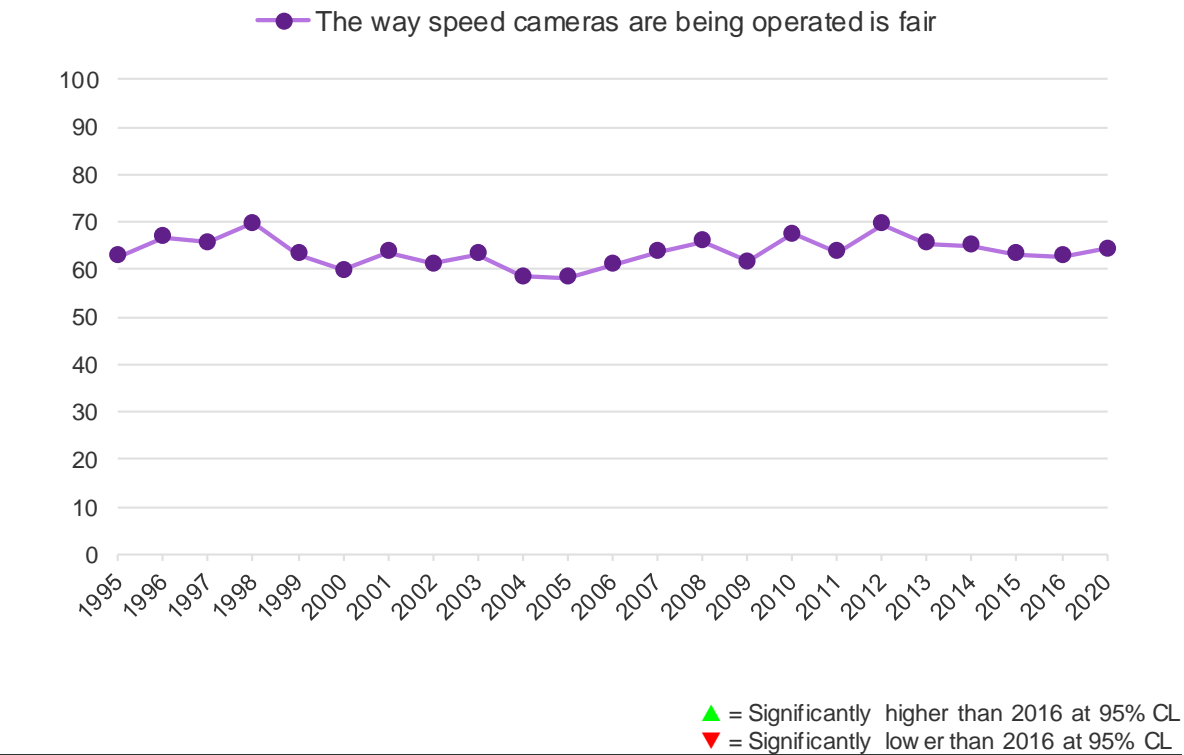
# Two in three New Zealanders think that speed cameras are being operated fairly, although few strongly agree, and one in five think they are not being operated fairly



Attitudes towards speeding and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

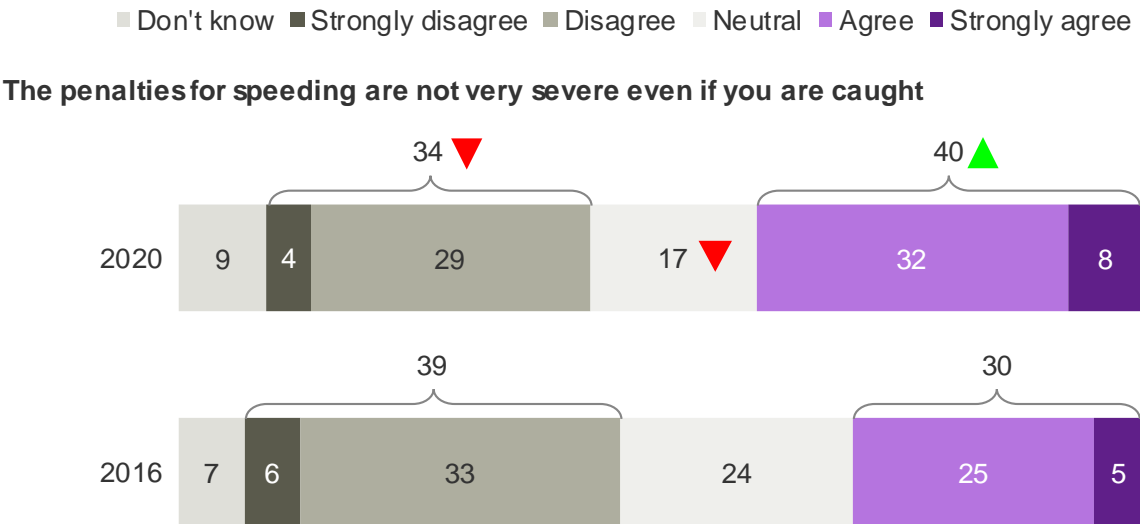


# More New Zealanders currently think that the penalties for speeding are not very severe even if you are caught than think the penalties are severe

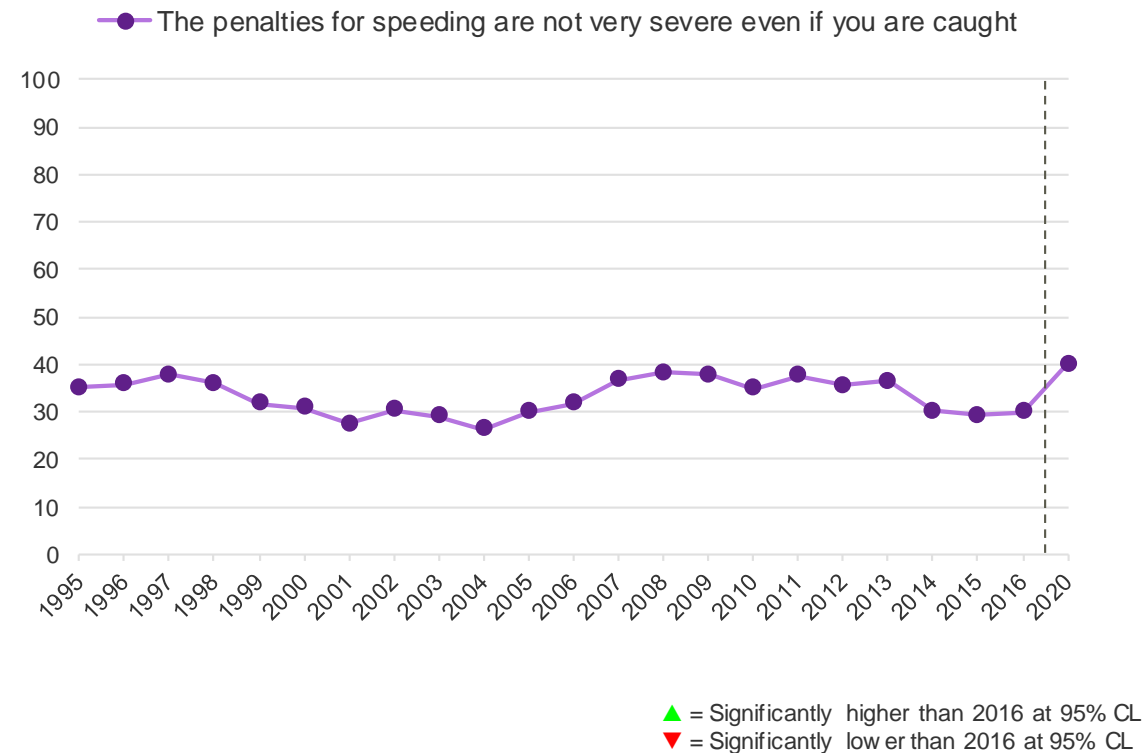
(Note: change in question wording in 2020)



Attitudes towards speeding and enforcement  
(% among Total NZ)



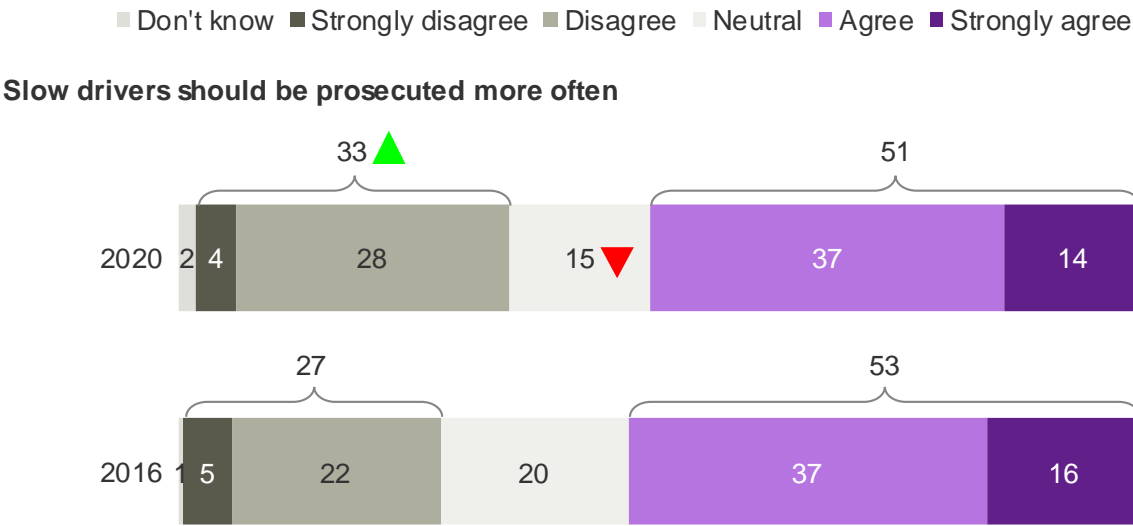
Agreement over time (%strongly agree / agree)



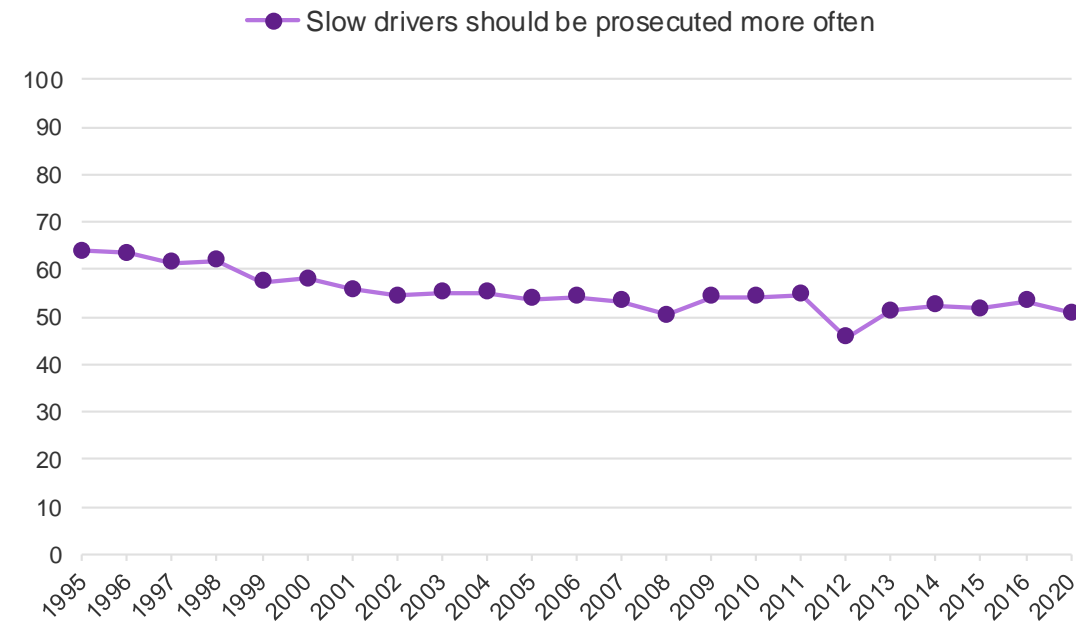
# One in two New Zealanders think that slow drivers should be prosecuted more often which is consistent with previous years while one in three think they shouldn't



Attitudes towards speeding and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)



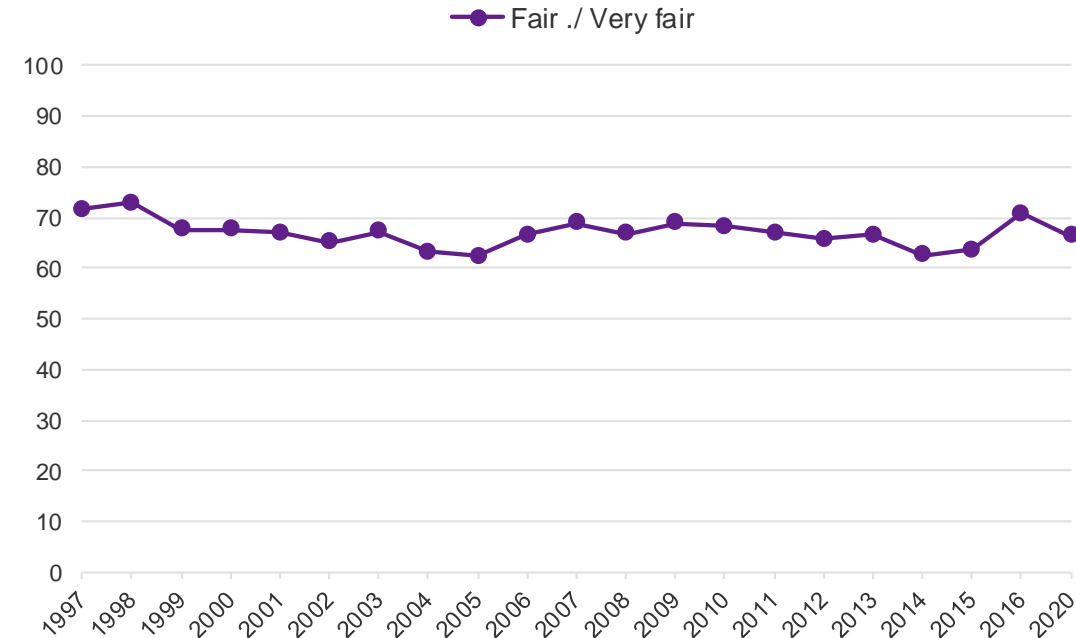
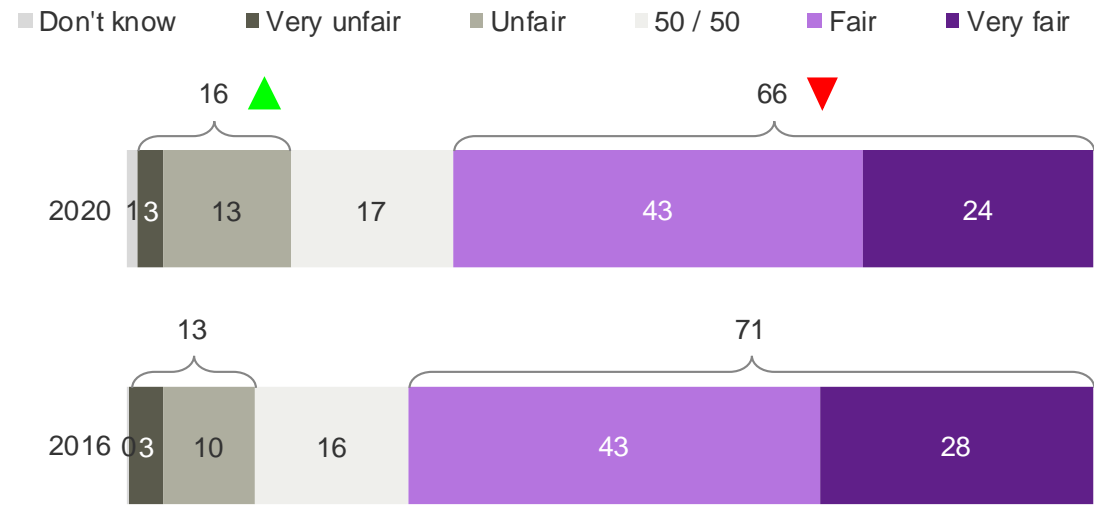
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Two in three think it is fair for a driver to automatically lose their licence if they get three speeding tickets over 12 months, a comparable level to previous years



Fairness for a driver to automatically lose their licence for if they get three speeding tickets over 12 months (% among Total NZ)

Fairness of automatic licence loss - Over time



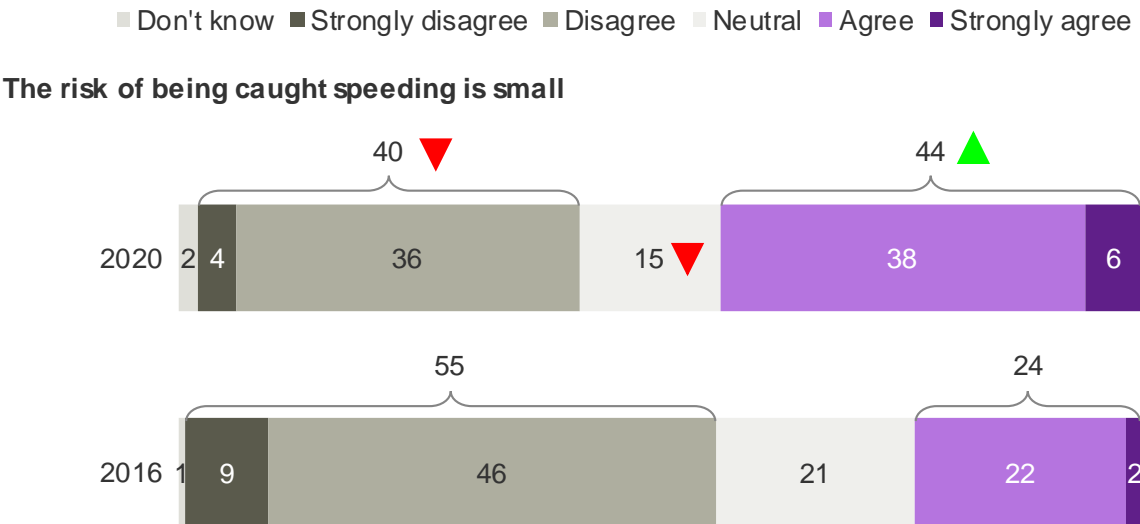
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Views are mixed towards whether the risk of being caught speeding is small

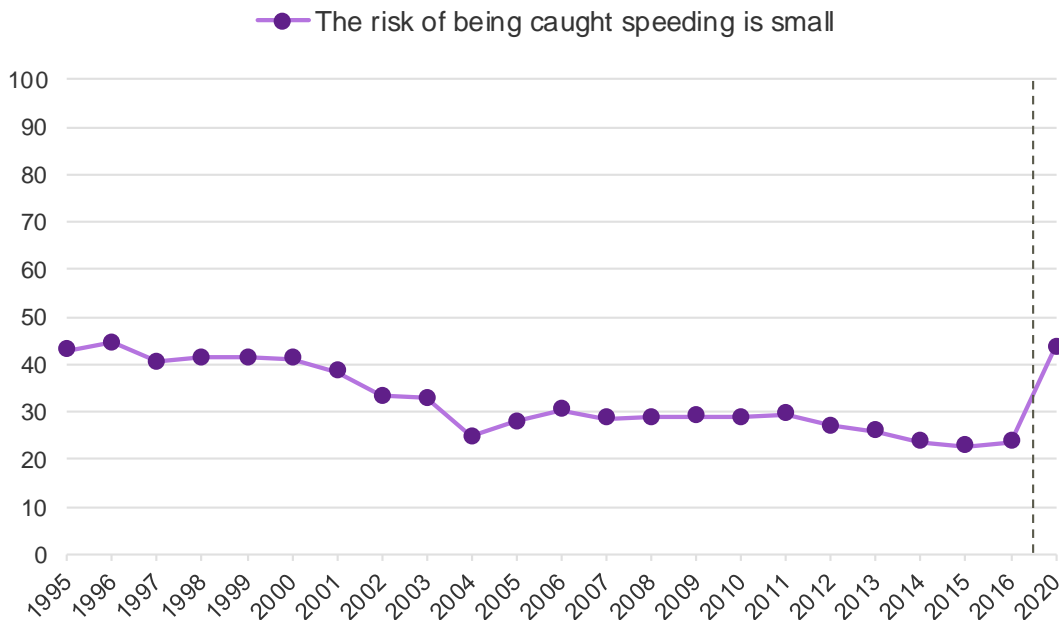
(Note: change in question wording in 2020)



Attitudes towards speeding and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)



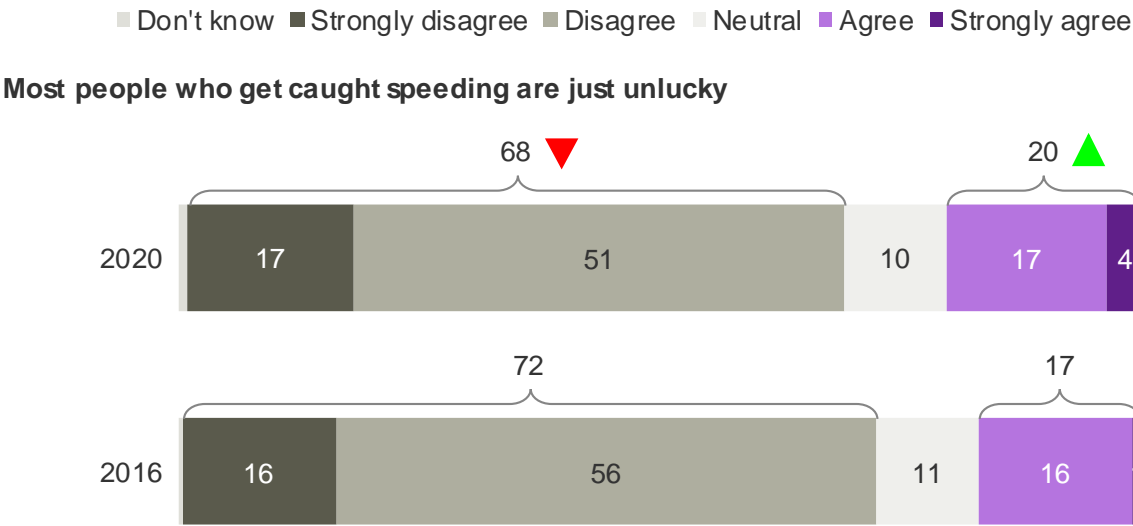
▲ = Significantly higher than 2016 at 95% CL  
 ▼ = Significantly lower than 2016 at 95% CL



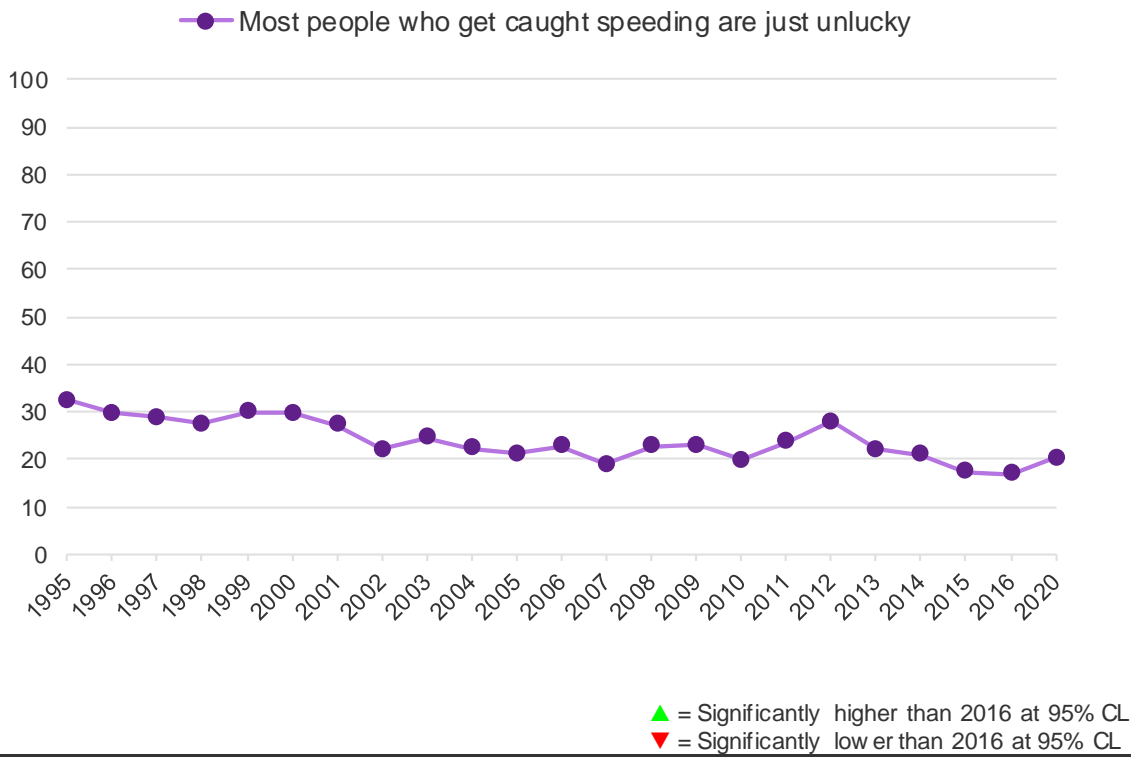
# One in five think that people who get caught speeding are just unlucky, a similar level to previous years, while two in three disagree



Attitudes towards speeding and enforcement  
(% among Total NZ)



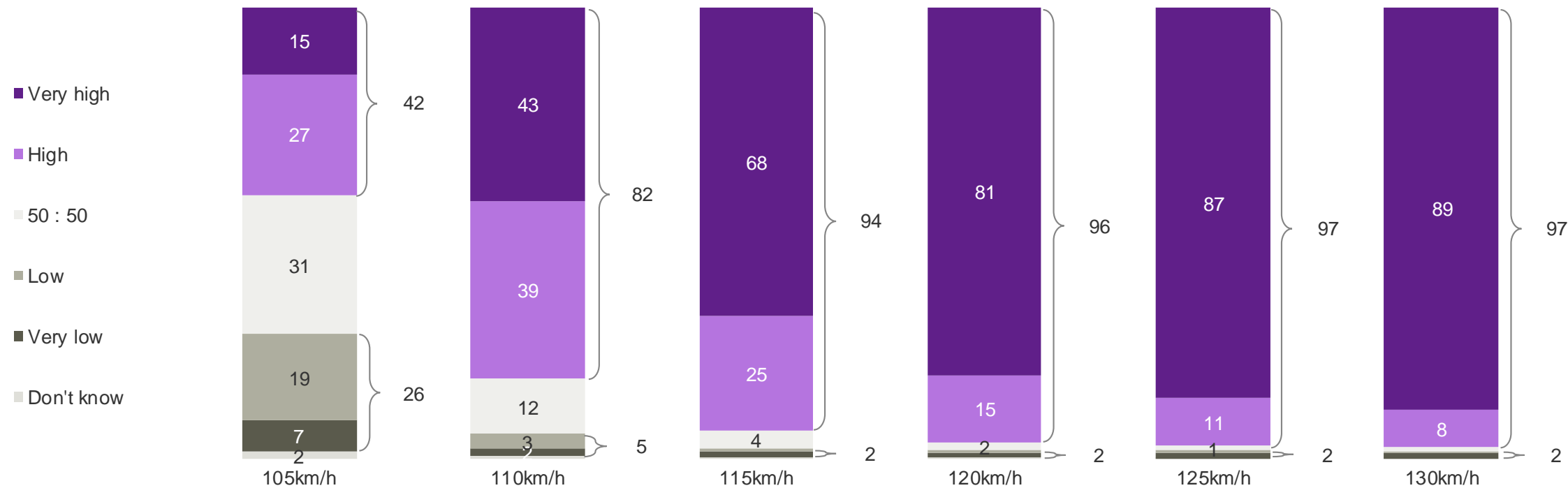
Agreement over time (%strongly agree / agree)



# Two in five think there is a high or very high chance of getting a speeding ticket if you drive past a speed camera at 105km/h on the open road, increasing to four in five at 110km/h



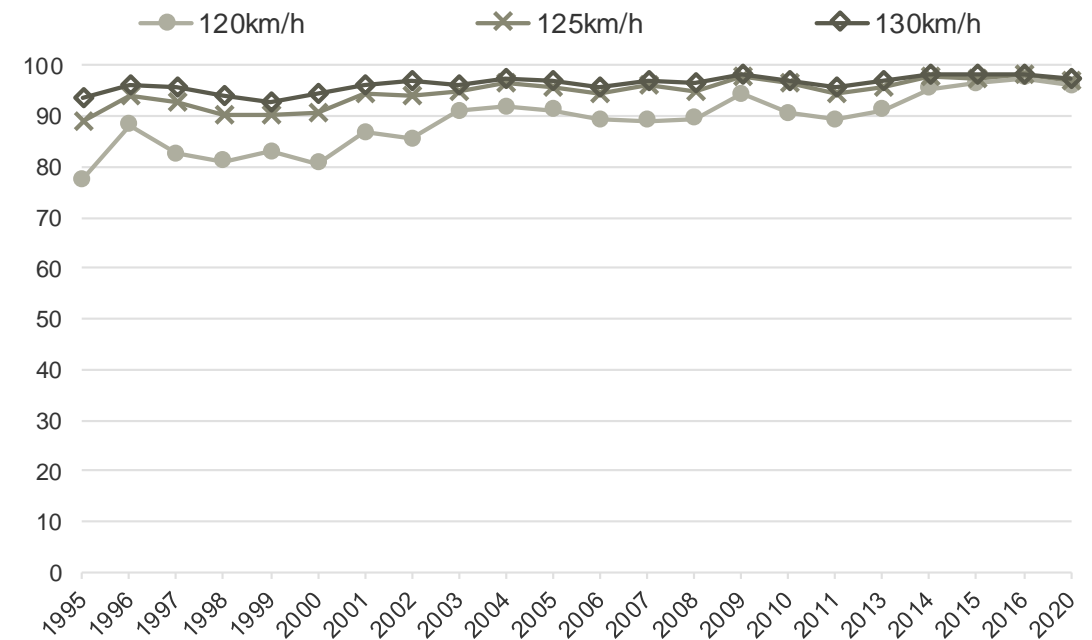
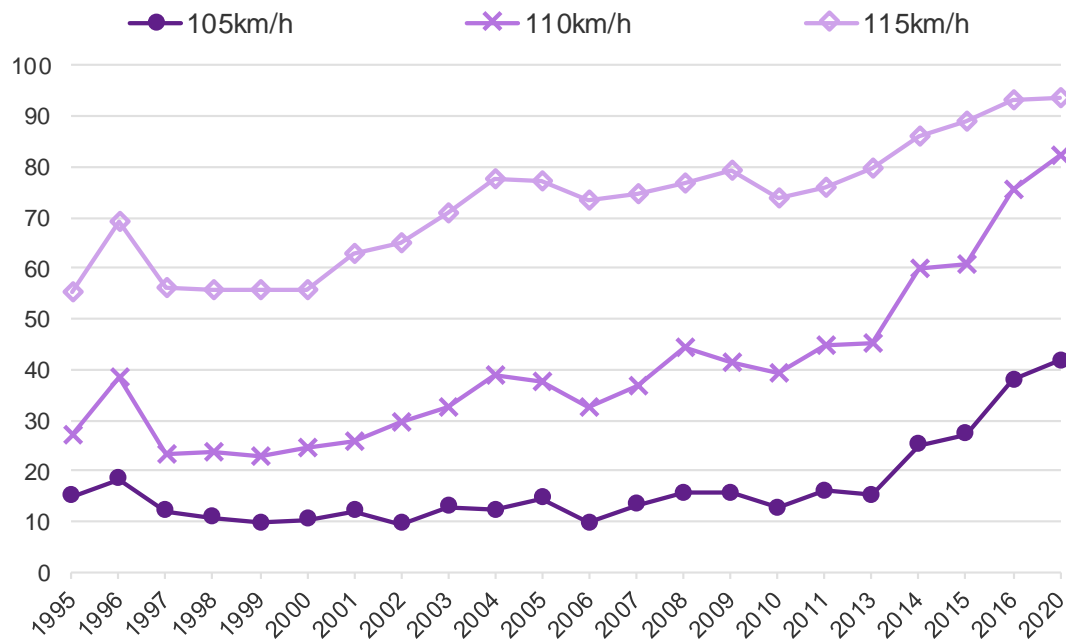
Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a speed camera at... (% among Total NZ, 2020)



# Perceptions that there is a high chance of getting a speeding ticket if you drive past a speed camera on the open road continue to trend upward at 110km/h and, to a lesser extent, 105km/h



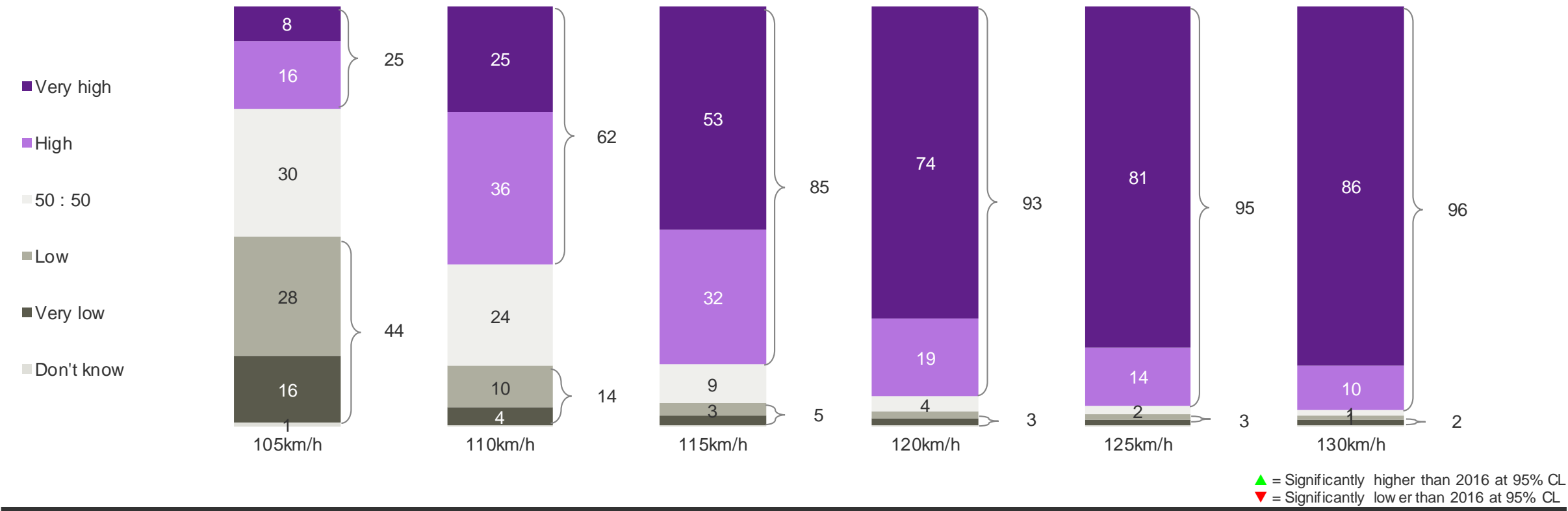
‘High / very high’ chance of getting a speeding ticket on the open road in light conditions if drive past a speed camera at...  
(% among Total NZ)



# One in four think there is a high or very high chance of getting a speeding ticket if you drive past a Police Officer without a speed camera on the open road at 105km/h, increasing to 62% at 110km/h



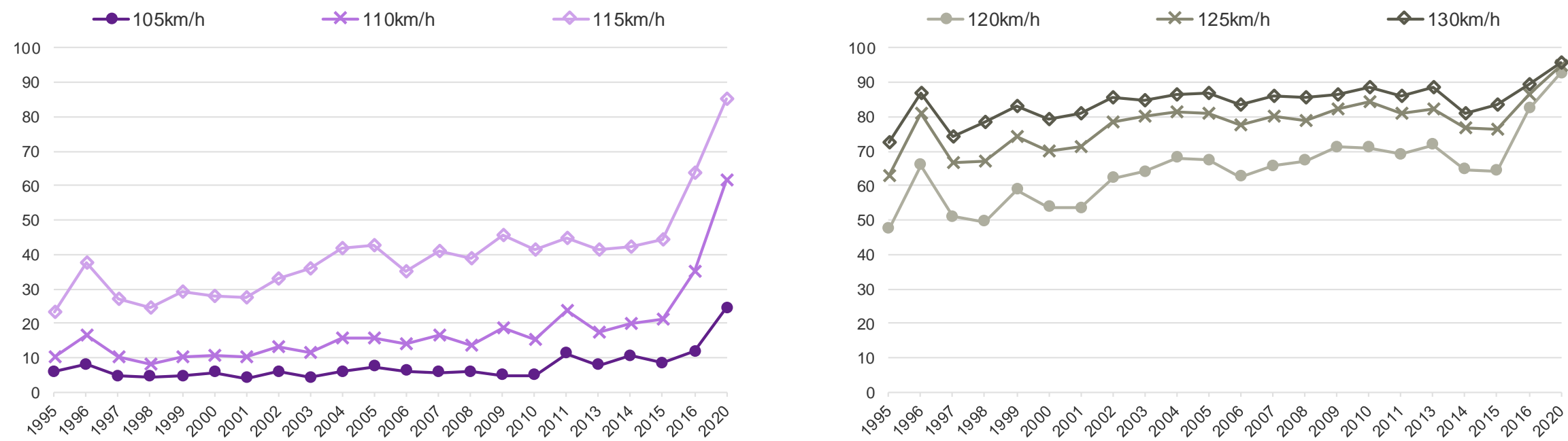
Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a Police Officer without a speed camera at... (%among Total NZ, 2020)



# There has been an increase in perceived likelihood to get a speeding ticket if you drive past a Police Officer without a speed camera at all speeds, with the increase highest for travelling at 110km/h and 115km/h



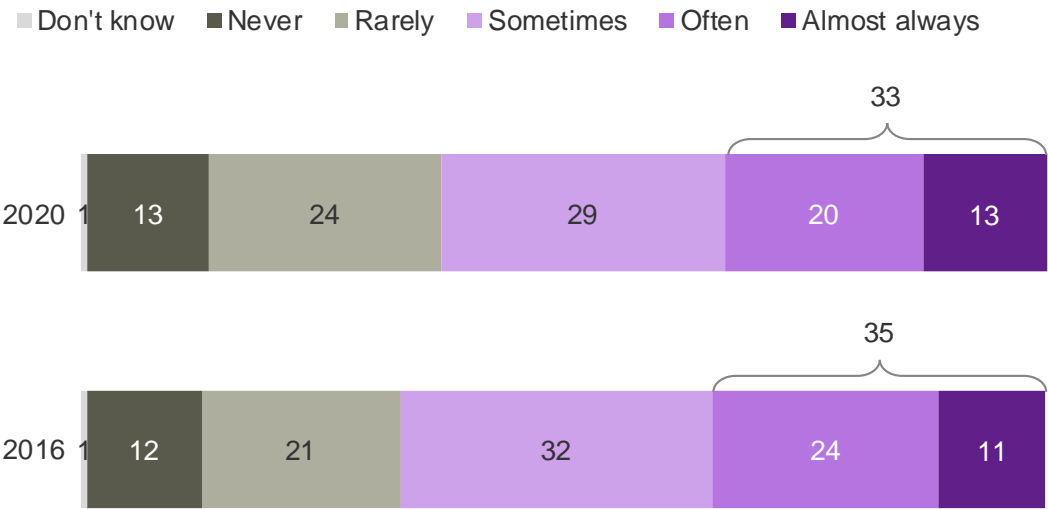
High / very high' chance of getting a speeding ticket on the open road in light conditions if drive past a Police Officer without a speed camera at... (% among Total NZ)



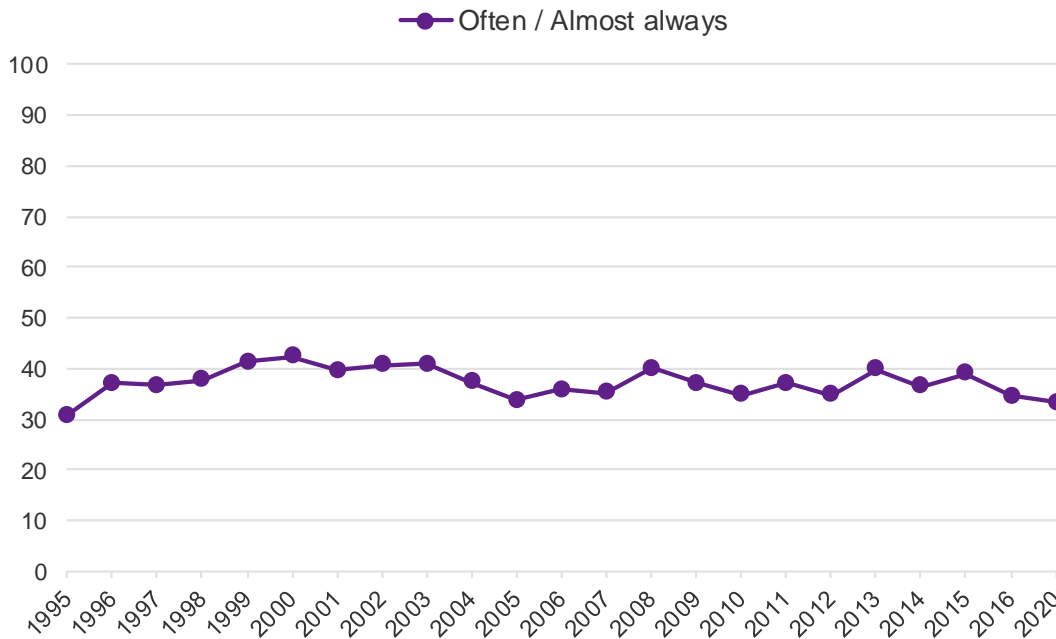
# Although fluctuating, in line with previous years, one in three claim to often or almost always see speed cameras on the roads they normally use



How often see speed cameras on roads normally use  
(% among Total NZ)



See speed cameras on roads normally use... – over time

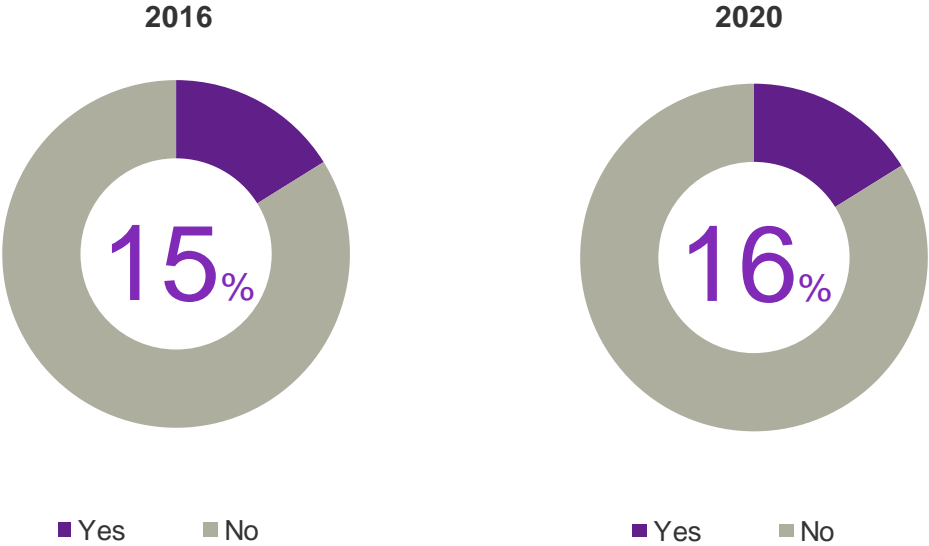


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# 16% of drivers admit to having personally received a speeding ticket within the last 12 months, more commonly from speed cameras (at 12%) than from a police officer (at 6%)

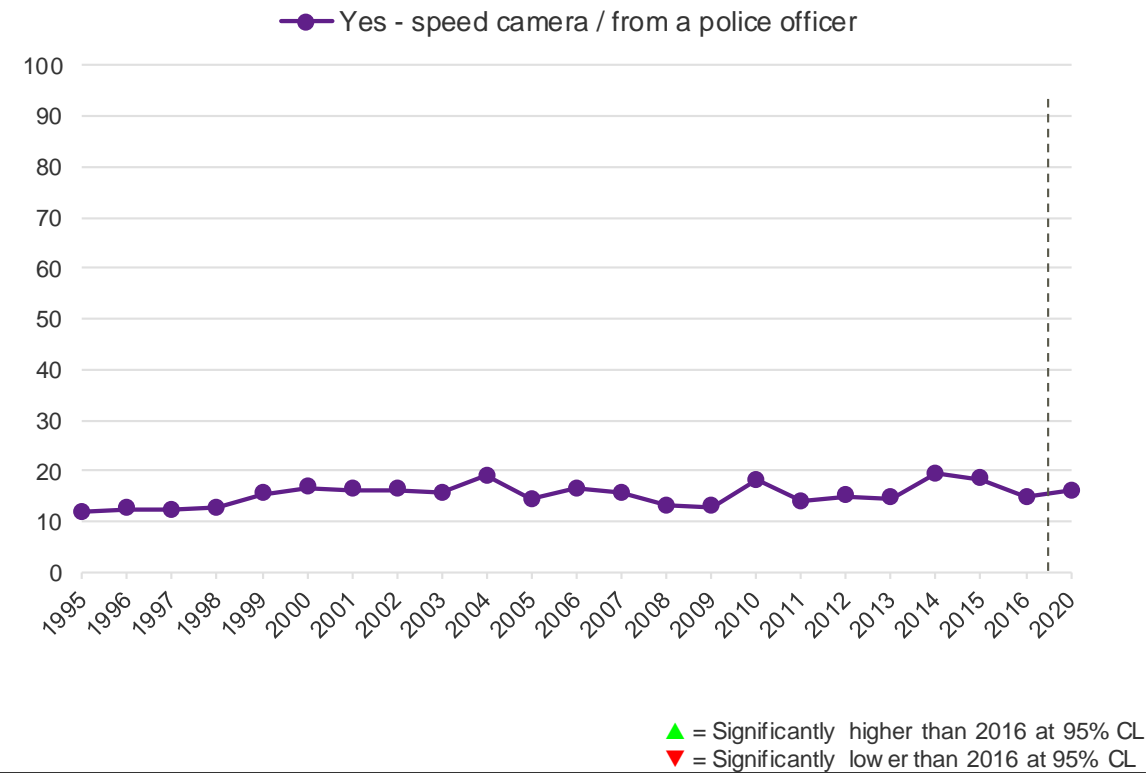


Personally had a speeding ticket in the last 12 months  
(% among those with a driver's licence)



2020:  
12% Yes – Speed camera ticket(s)  
6% Yes – Speeding ticket(s) from a police officer

Speeding ticket in the last 12 months... - Over time



5

# Alcohol-impaired driving and enforcement

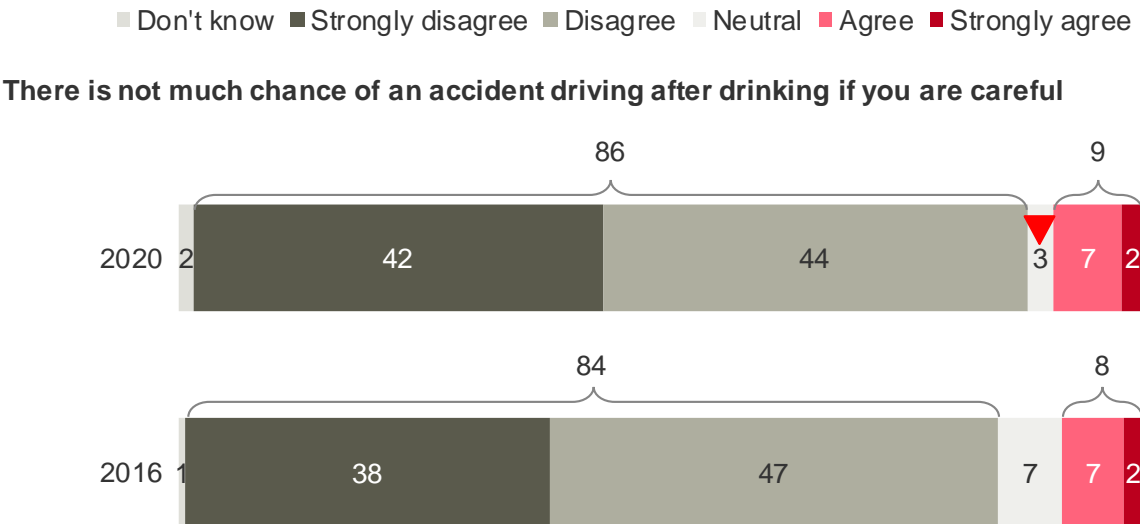


# Only 9% of New Zealanders believe there is not much chance of an accident driving after drinking if you are careful

(Note: change in question wording in 2020)



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

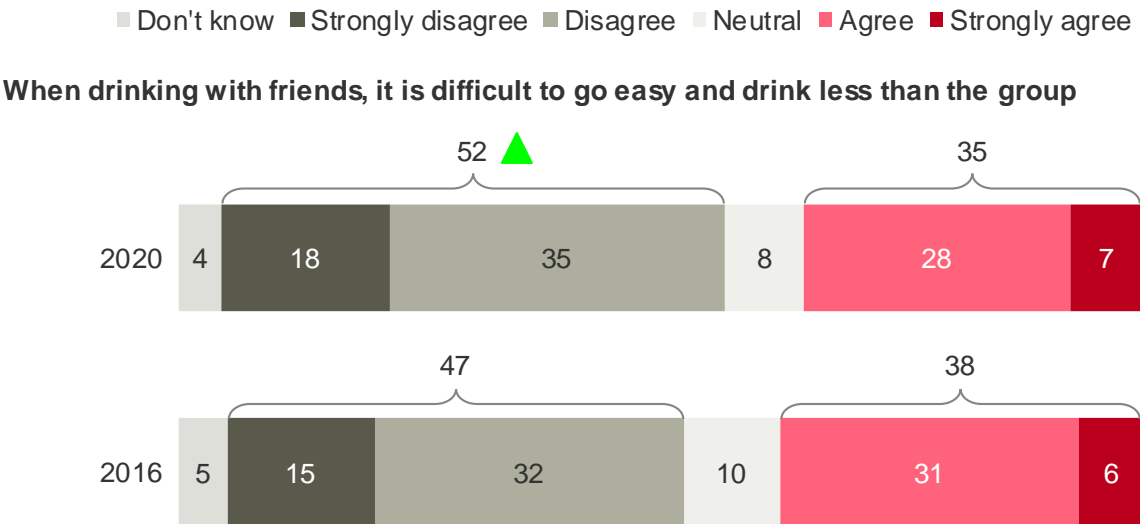


# Similar to previous years, around one in three think it is difficult to go easy and drink less than the group when drinking with friends

(Note: change in question wording in 2020)



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

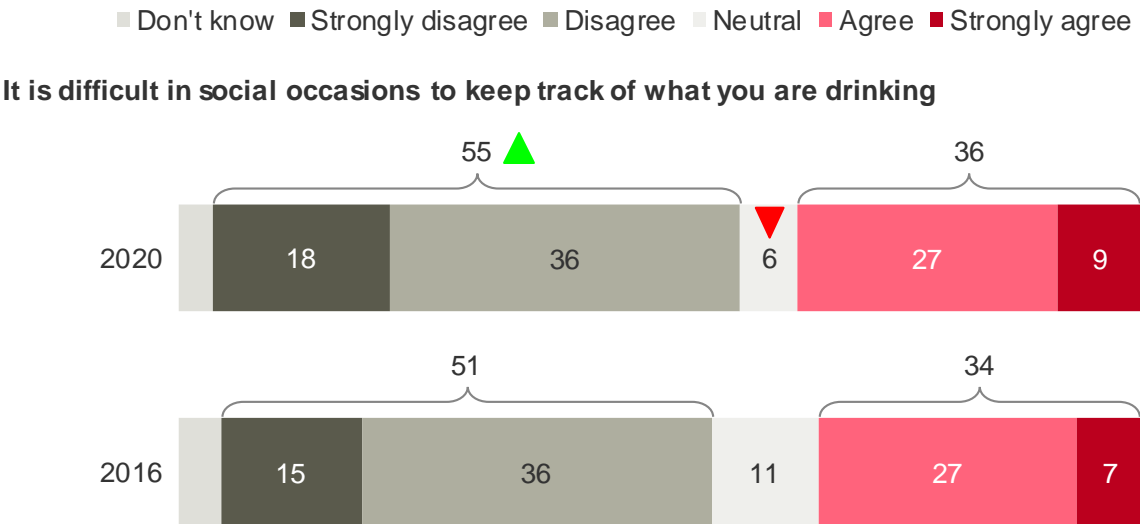


# Around one in three think it is difficult to keep track of what you are drinking in social occasions

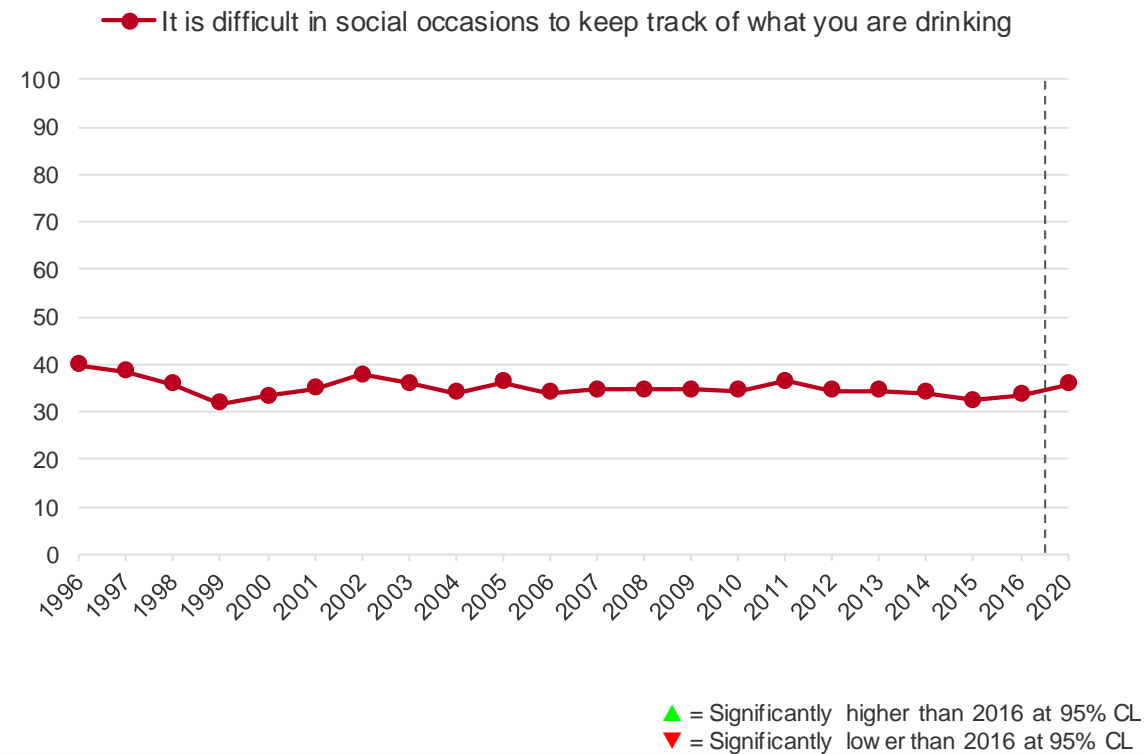
(Note: change in question wording in 2020)



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



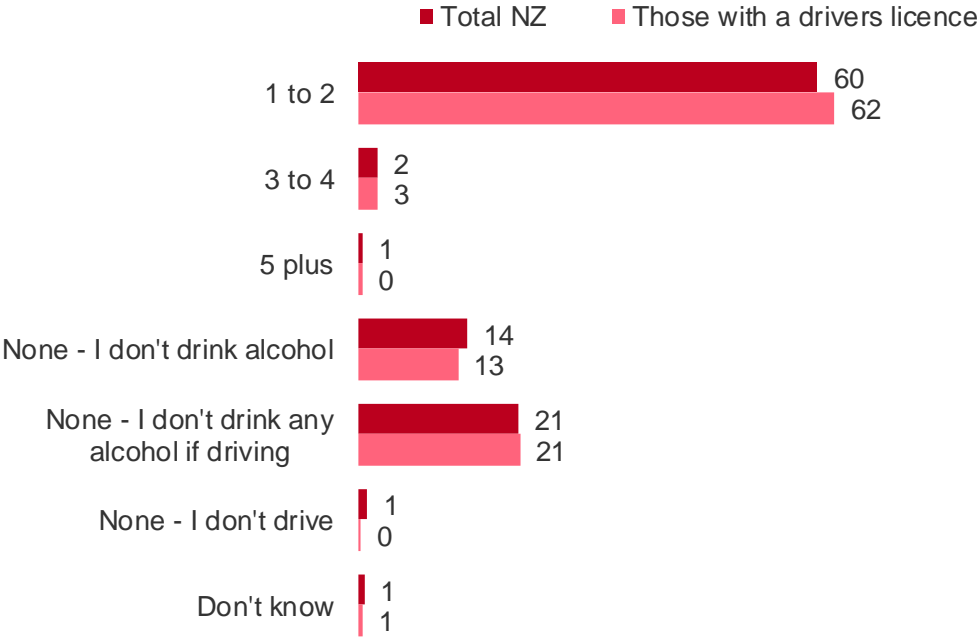
Agreement over time (%strongly agree / agree)



# Among those with a driver's licence, few (3%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards



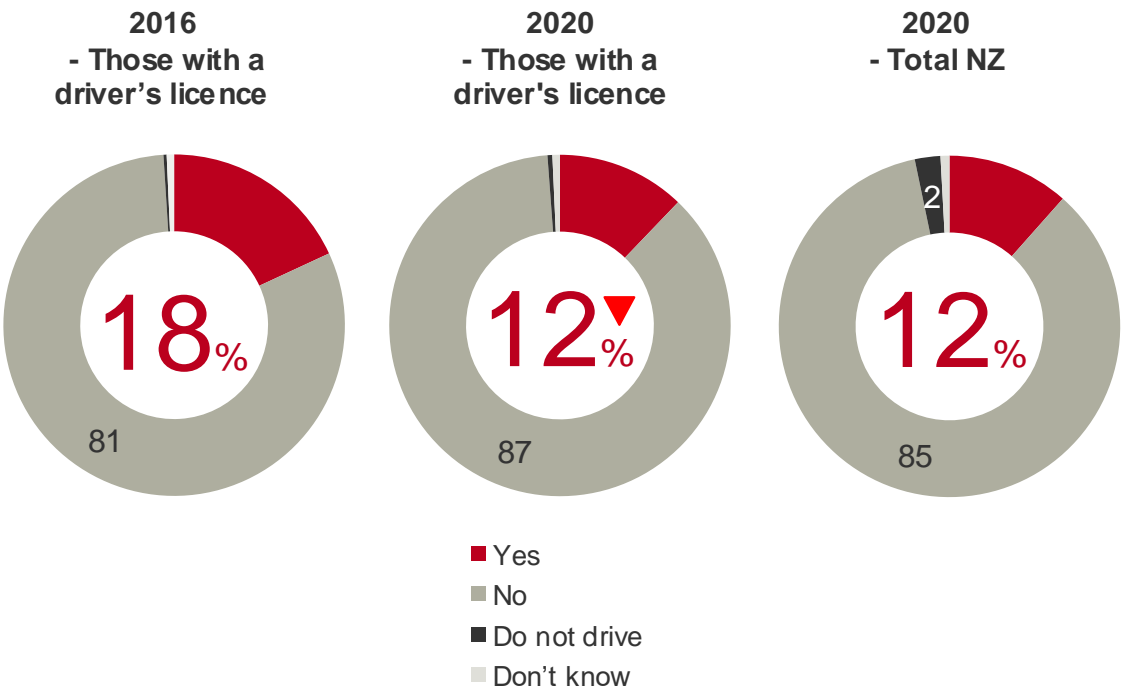
Number of standard drinks would be comfortable drinking in an hour if planning to drive immediately afterwards  
(% among Total NZ)



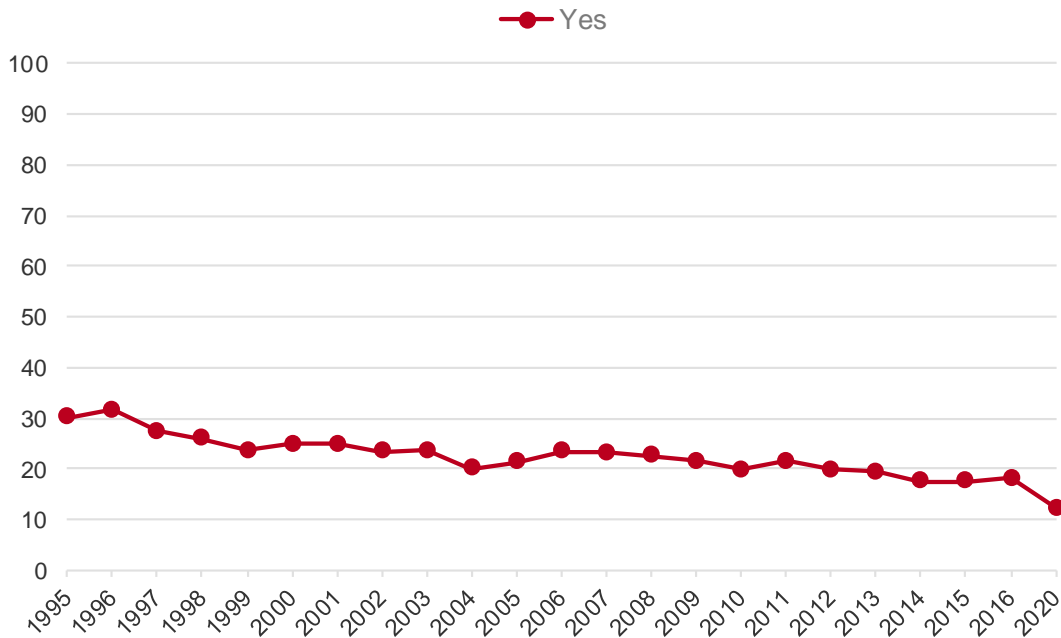
# Among those with a driver's licence, fewer (at 12%) claim to have driven at least once during the past 12 months while slightly intoxicated than in previous years



Driven at least once during the last 12 months while slightly intoxicated  
(% total New Zealand)



Driven slightly intoxicated in the last 12 months... – over time  
(% among those with a driver's licence)

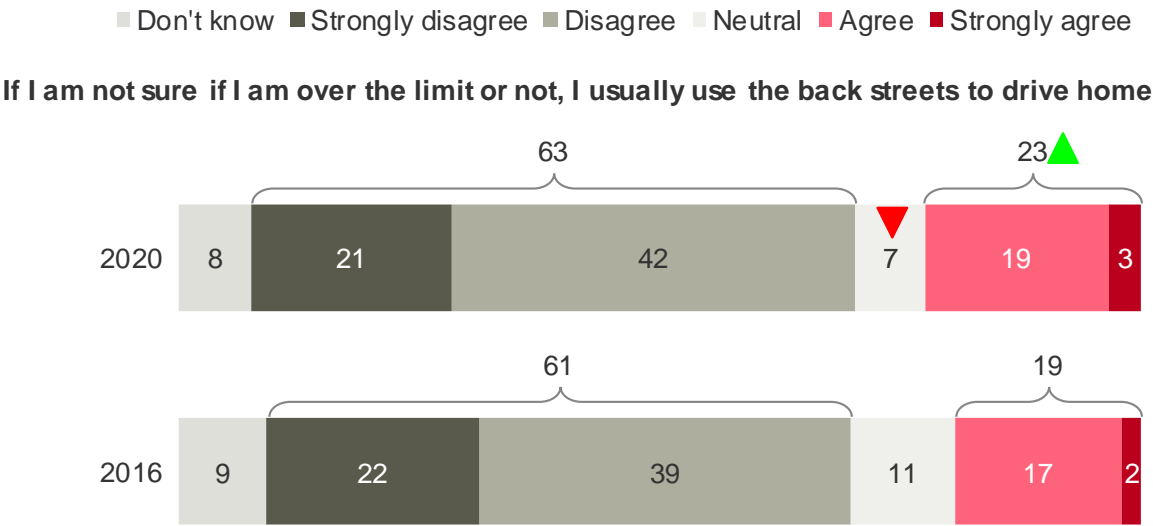


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

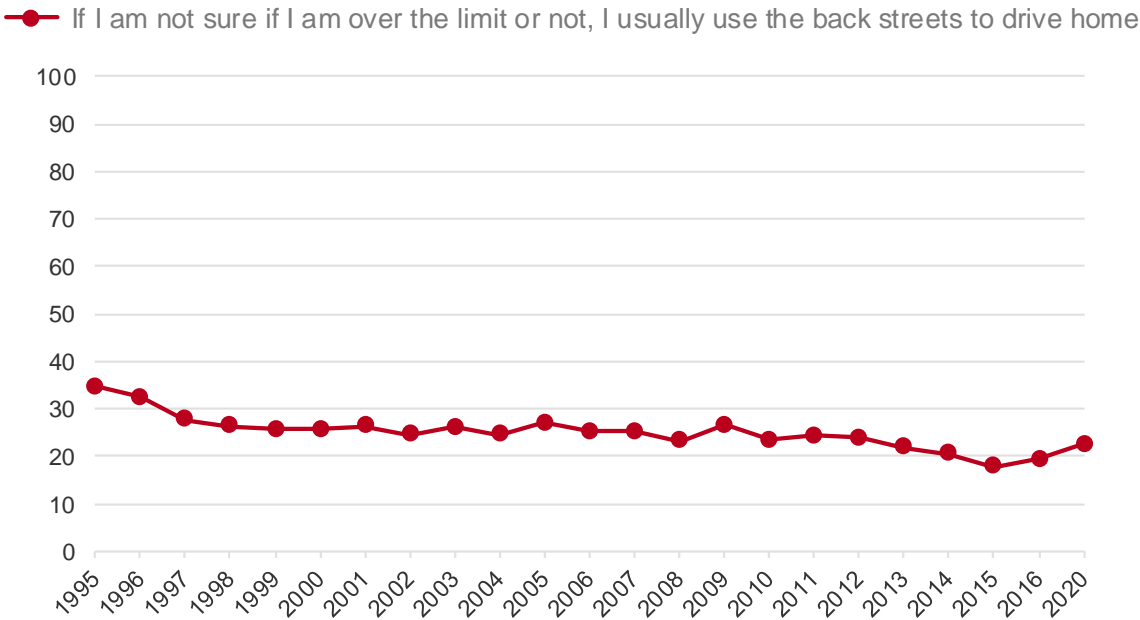
# Similar to previous years, around one in four New Zealanders use the back streets to drive home if they are unsure if they are over the limit or not



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

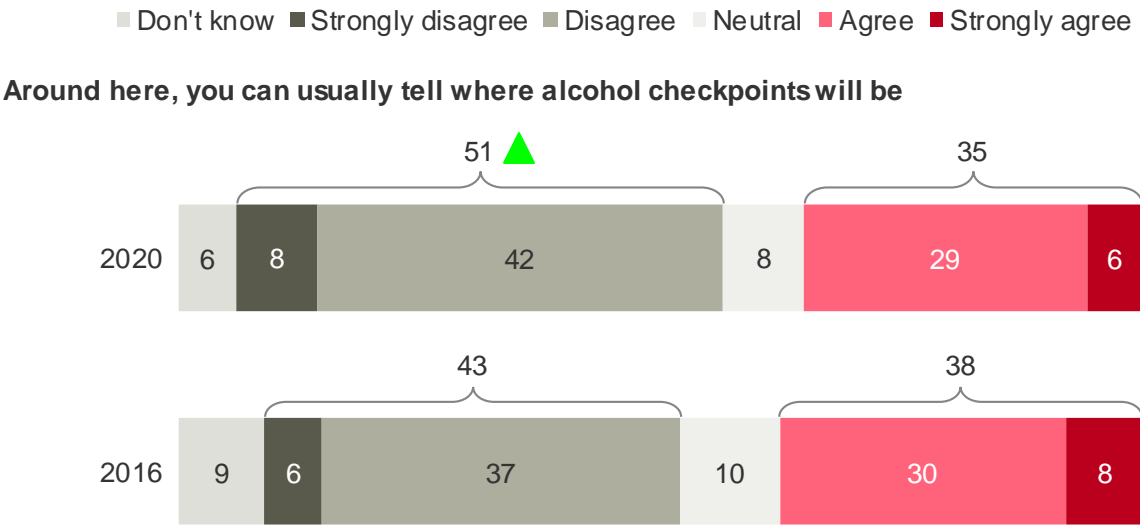


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Just over one in three claim that they can usually tell where alcohol checkpoints will be around their local area



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)



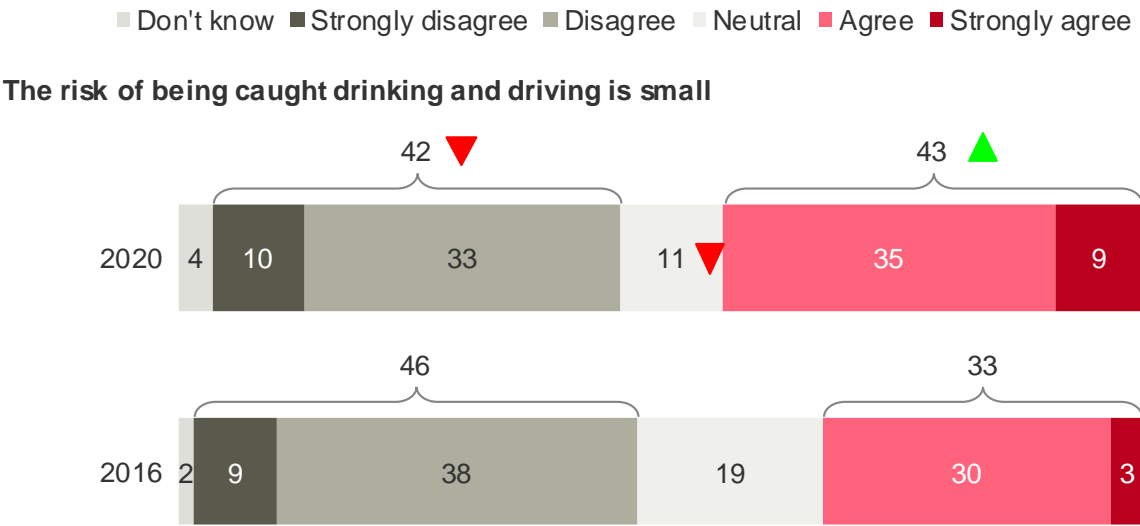
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Currently as many think that the risk of being caught drinking and driving is small as disagree

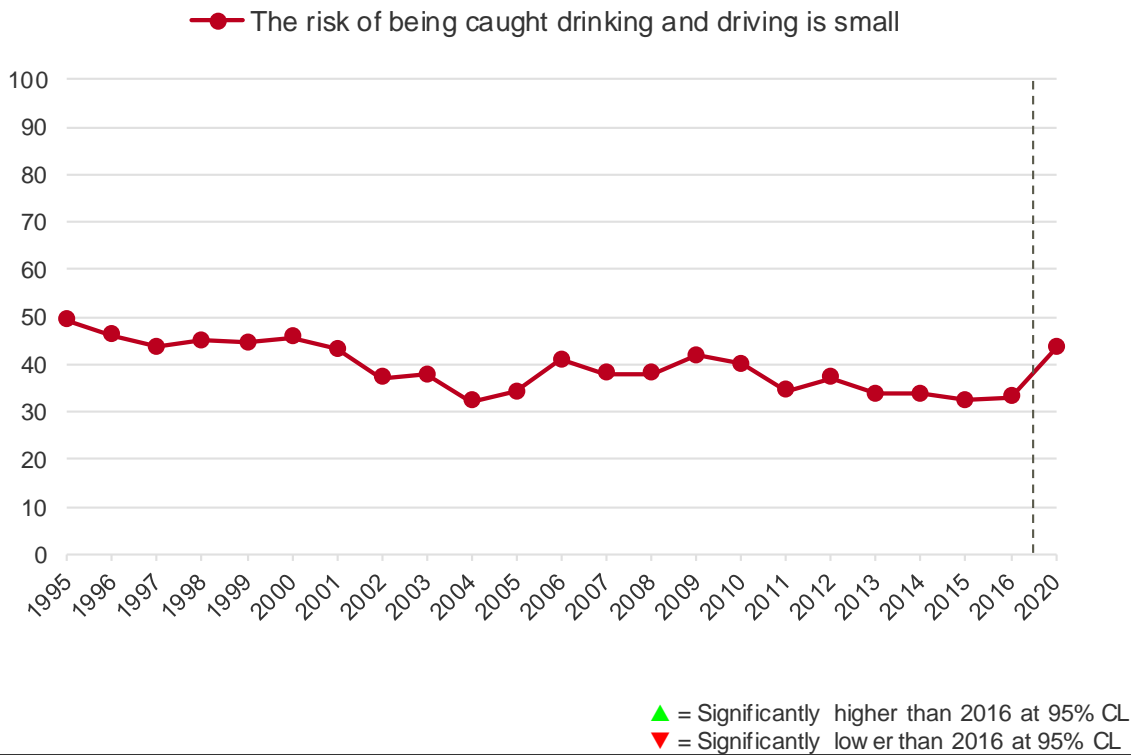
(Note: change in question wording in 2020)



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

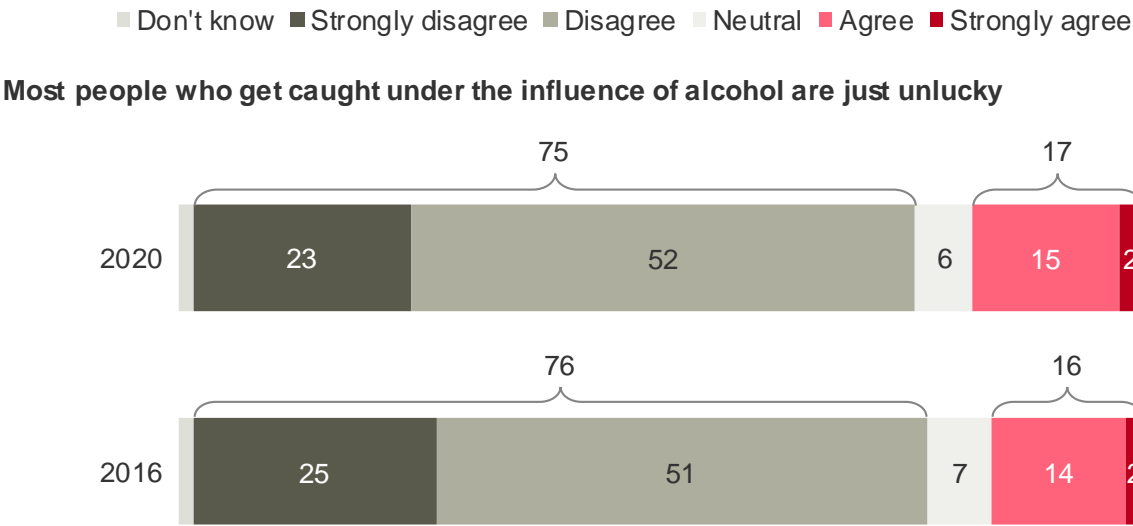




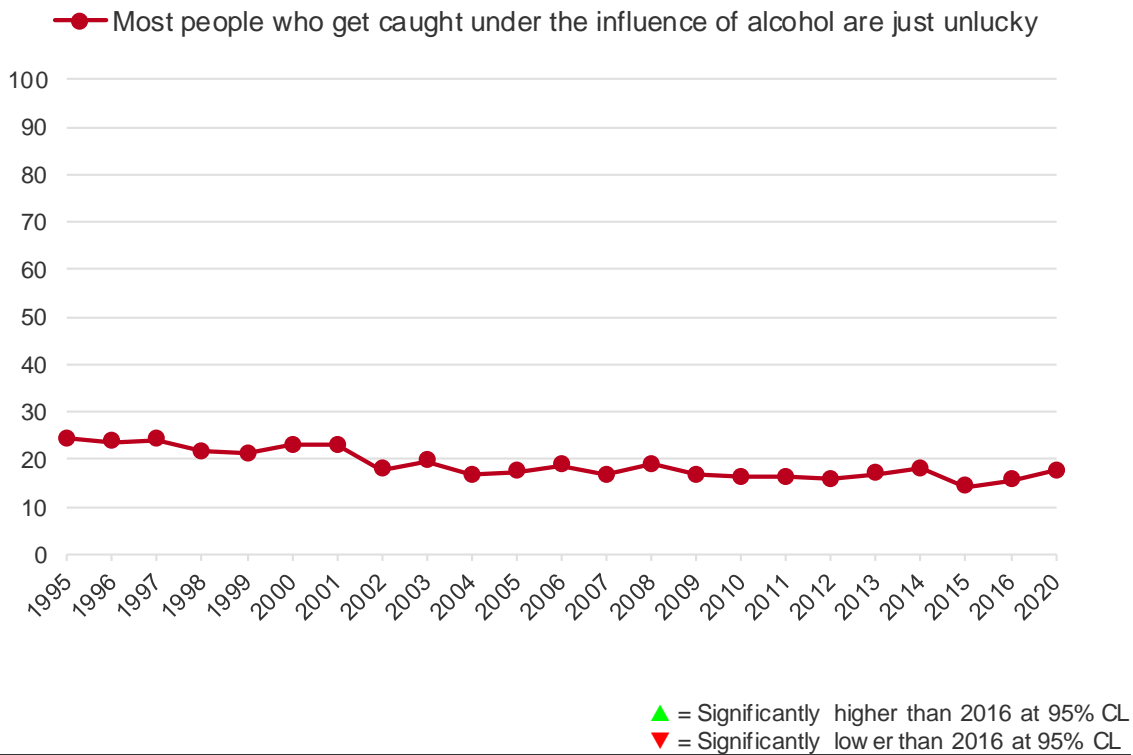
# Just under one in five think that people who get caught under the influence of alcohol are unlucky with the majority of New Zealanders disagreeing



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



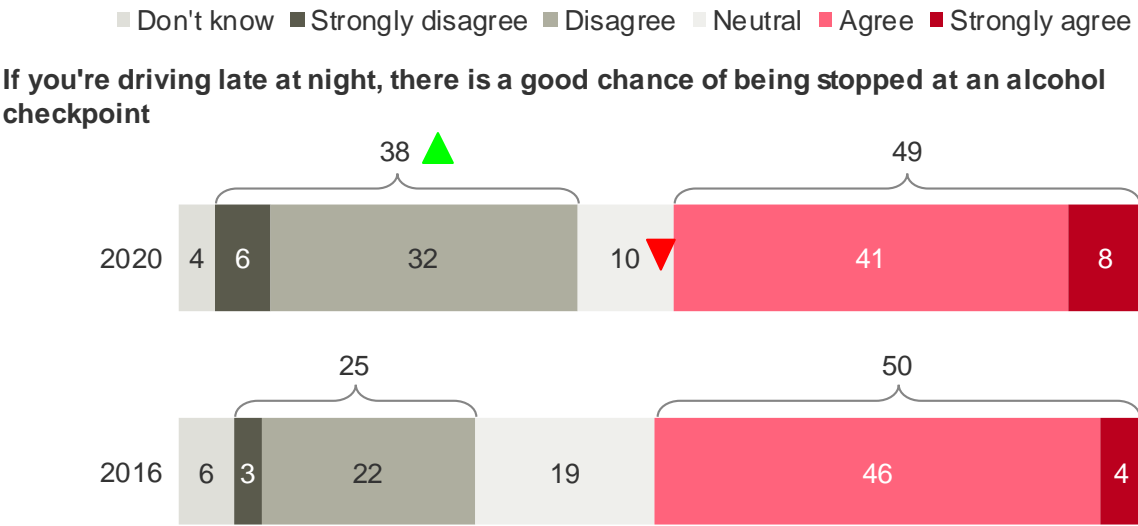
Agreement over time (%strongly agree / agree)



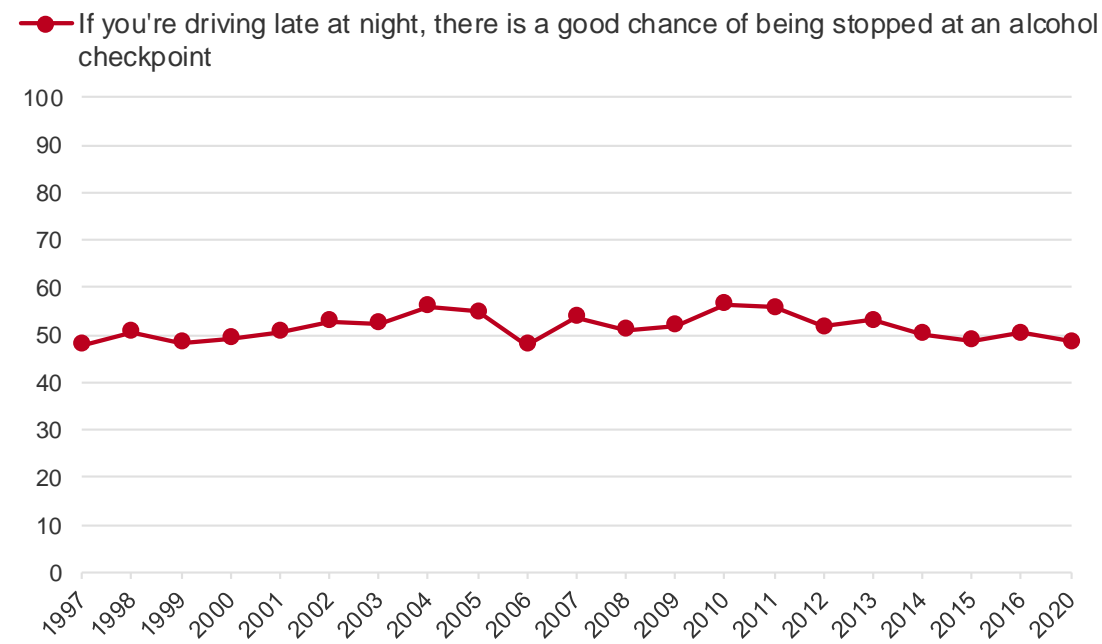
# One in two continue to think that there is a good chance of being stopped at an alcohol checkpoint if driving late at night



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

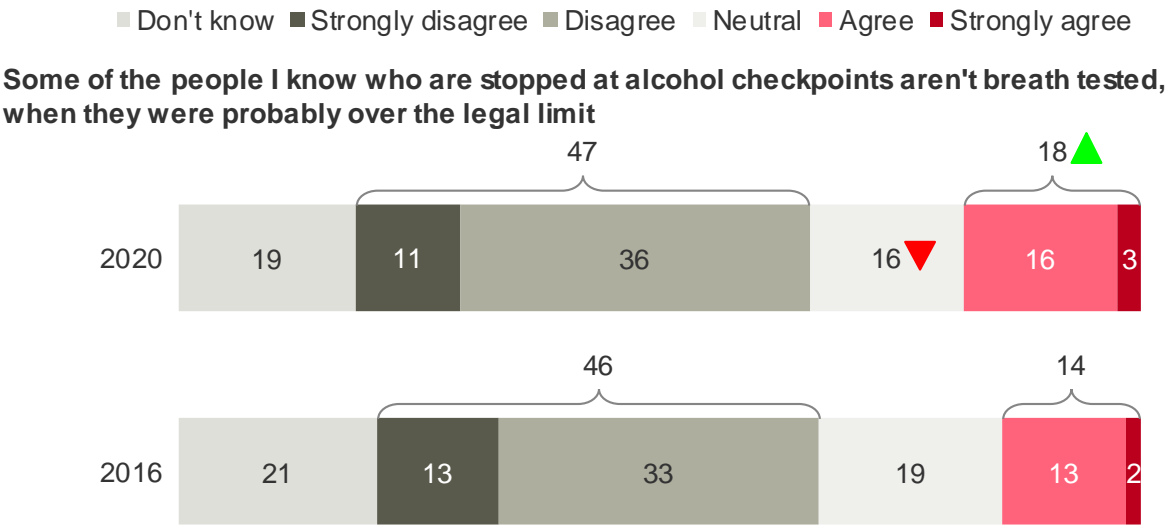


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

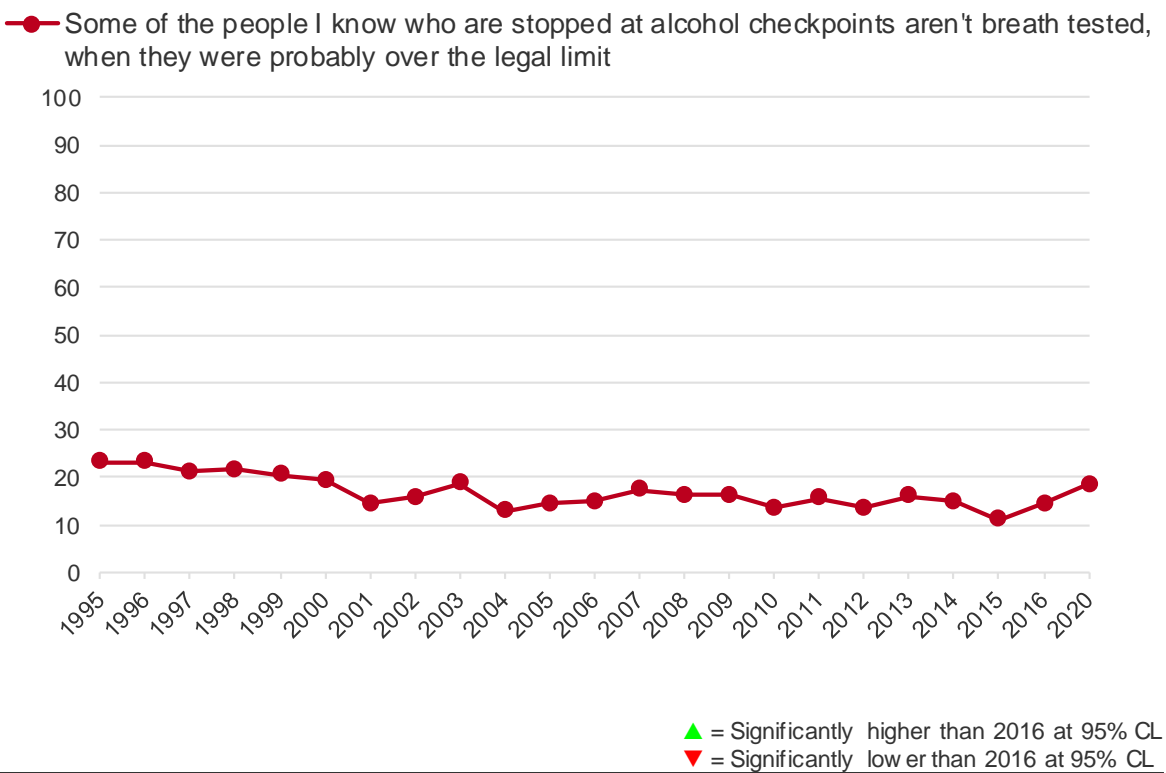
# 18% think that some of the people they know have been stopped at alcohol checkpoints but not breath tested when they were probably over the legal limit



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)



# One in two think it is at least fairly likely for a person who is driving after drinking to be stopped and breath tested in the early to late evening

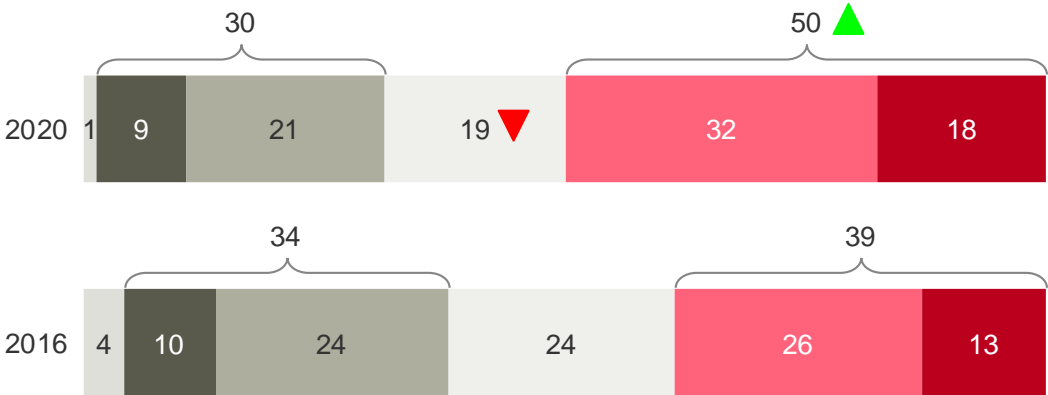
(Note: change in question wording in 2020, previously referring to area you live in)



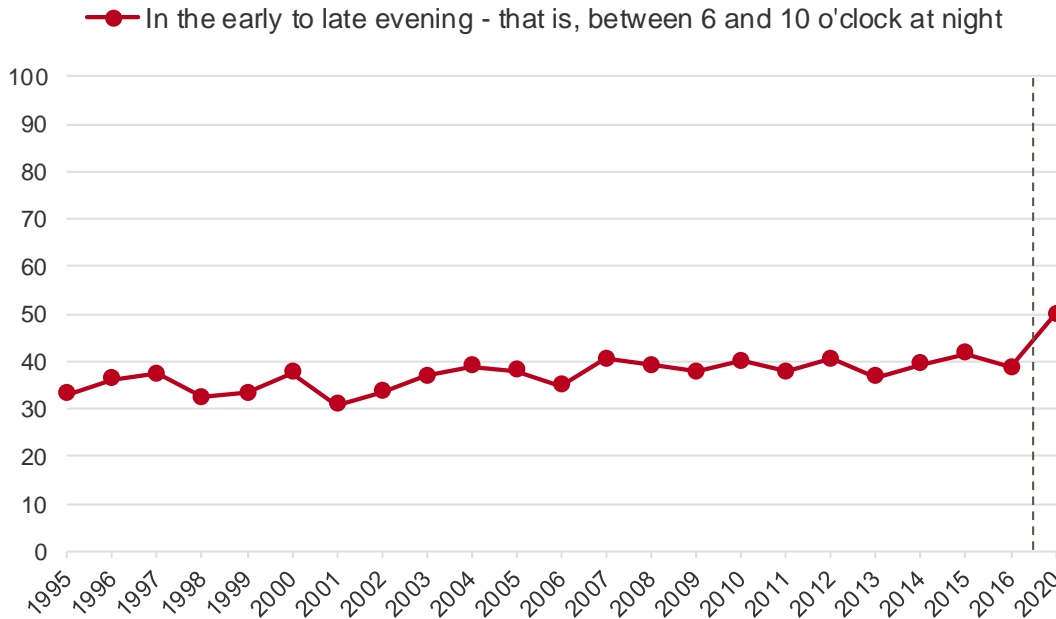
Likelihood of a person who was driving after drinking to be stopped and breath tested at the following times of day  
(% among Total NZ)

Don't know   Very unlikely   Fairly unlikely   50:50   Fairly likely   Very likely

In the early to late evening - that is, between 6 and 10 o'clock at night



Likely to be stopped and breath tested (%fairly likely / very likely)



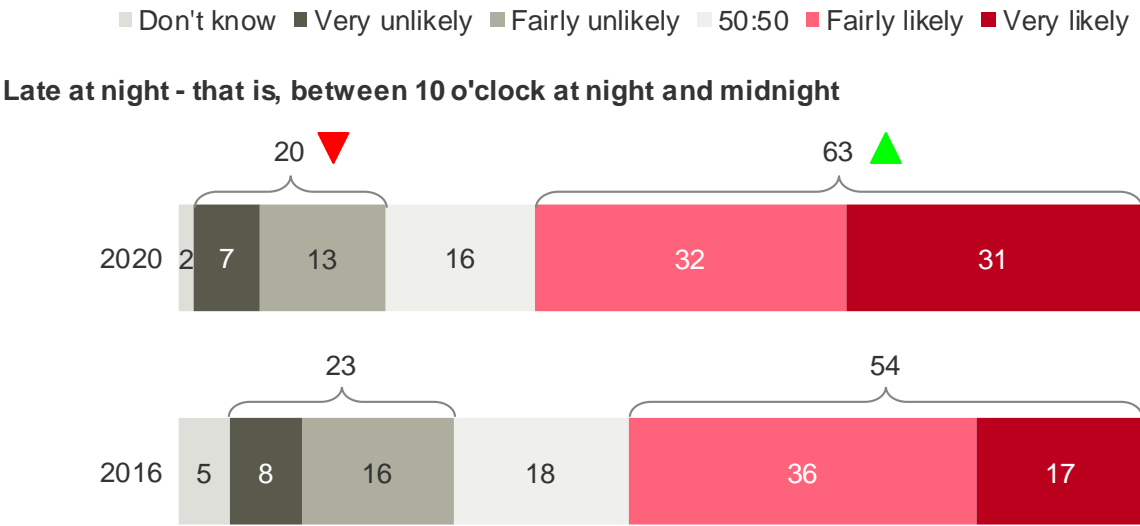
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Almost two in three New Zealanders think it is at least fairly likely for a person who is driving after drinking to be stopped and breath tested late at night

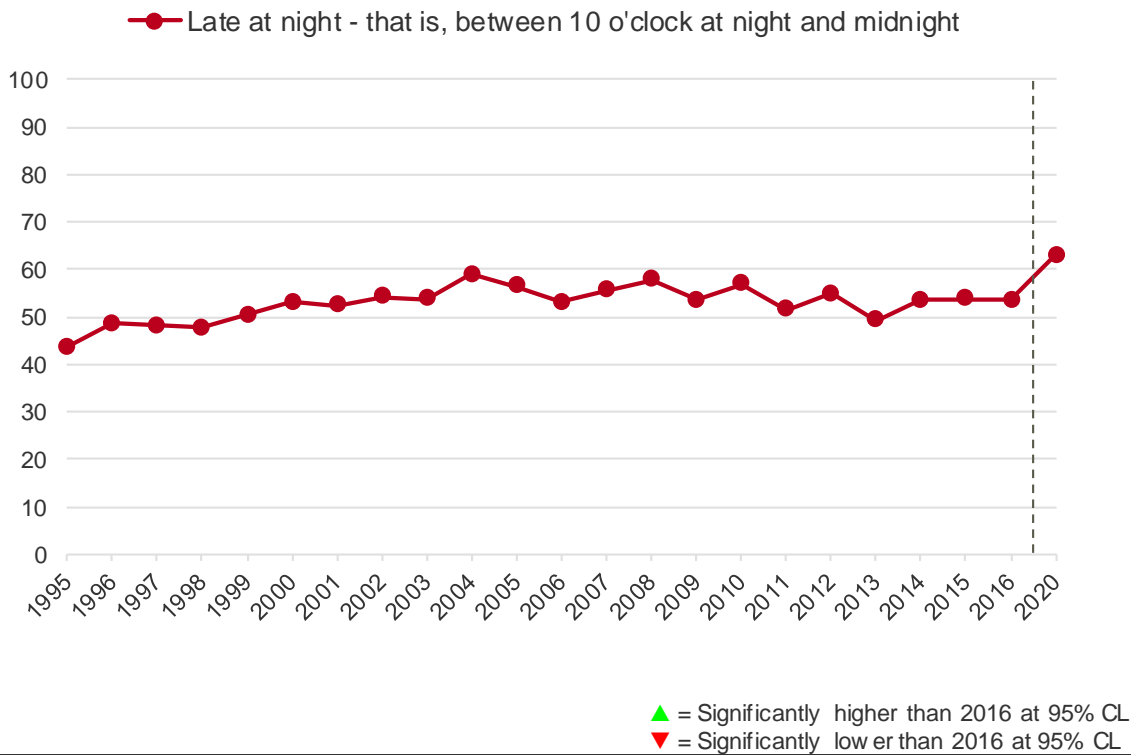
(Note: change in question wording in 2020, previously referring to area you live in)



Likelihood of a person who was driving after drinking to be stopped and breath tested at the following times of day  
(% among Total NZ)



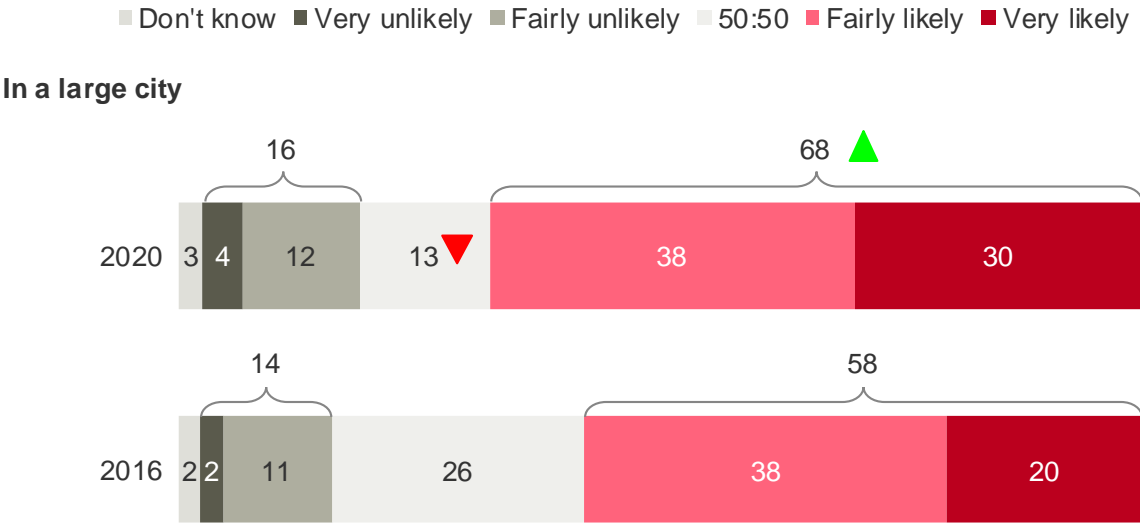
Likely to be stopped and breath tested (%fairly likely / very likely)



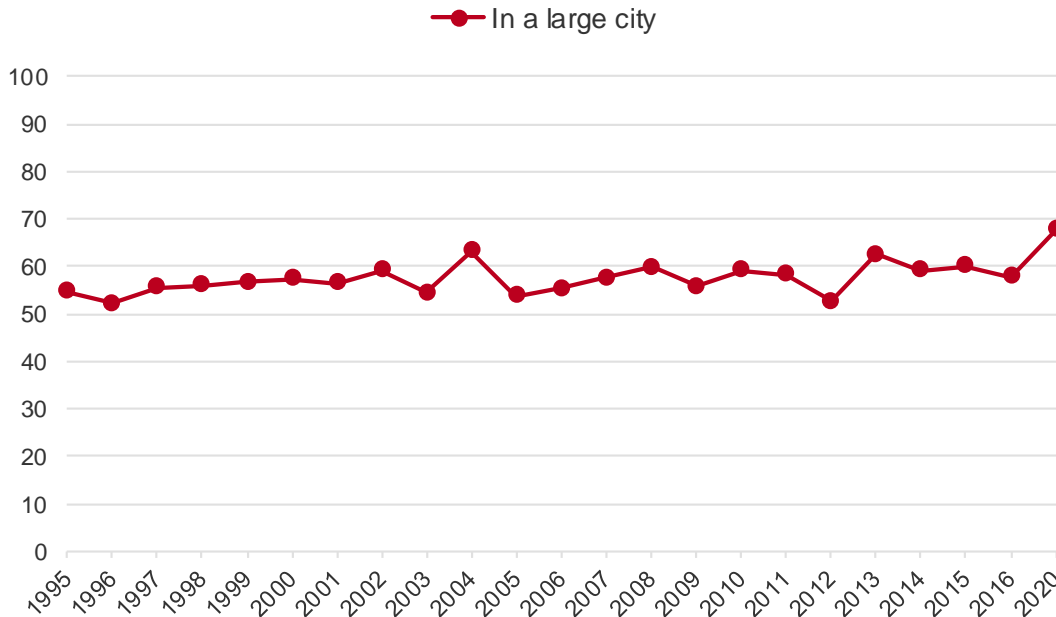
# Two in three think it is at least fairly likely for a person who was driving after drinking to be stopped and breath tested in a large city, an increase on previous years



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



Likely to be stopped and breath tested (%fairly likely / very likely)

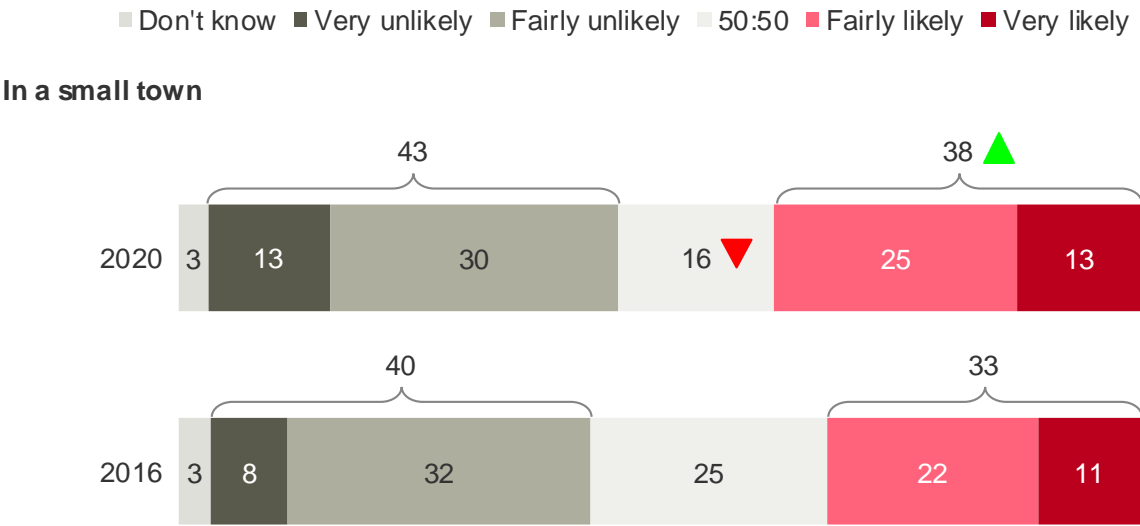


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

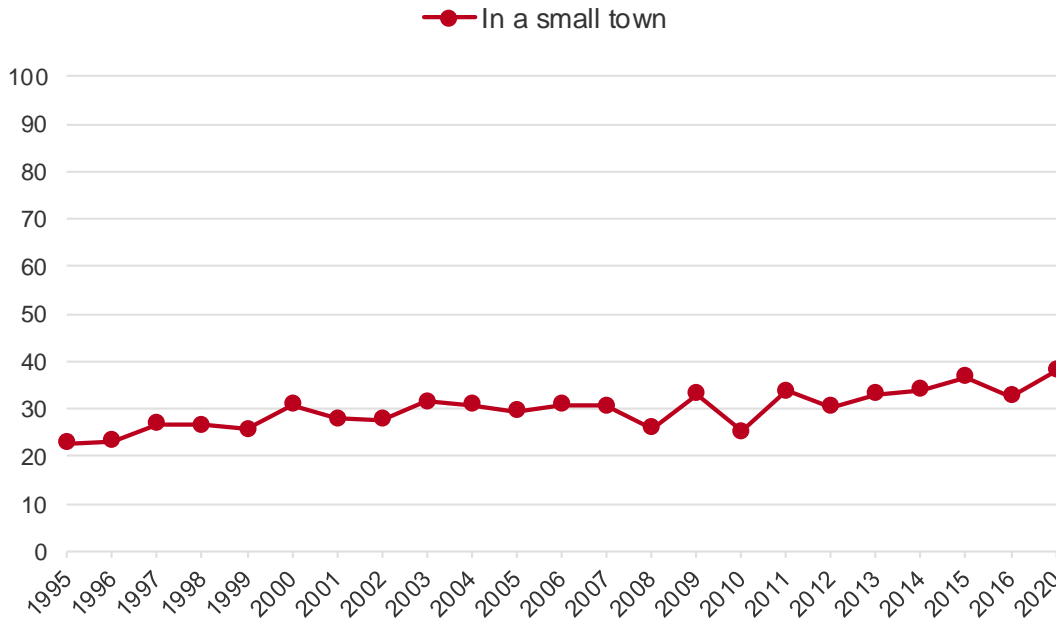
# Views remain divided whether it is likely for a person who is driving and drinking to be stopped and breath tested in a small town with slightly more thinking it is unlikely (at 43%) than likely (at 38%)



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



Likely to be stopped and breath tested (%fairly likely / very likely)

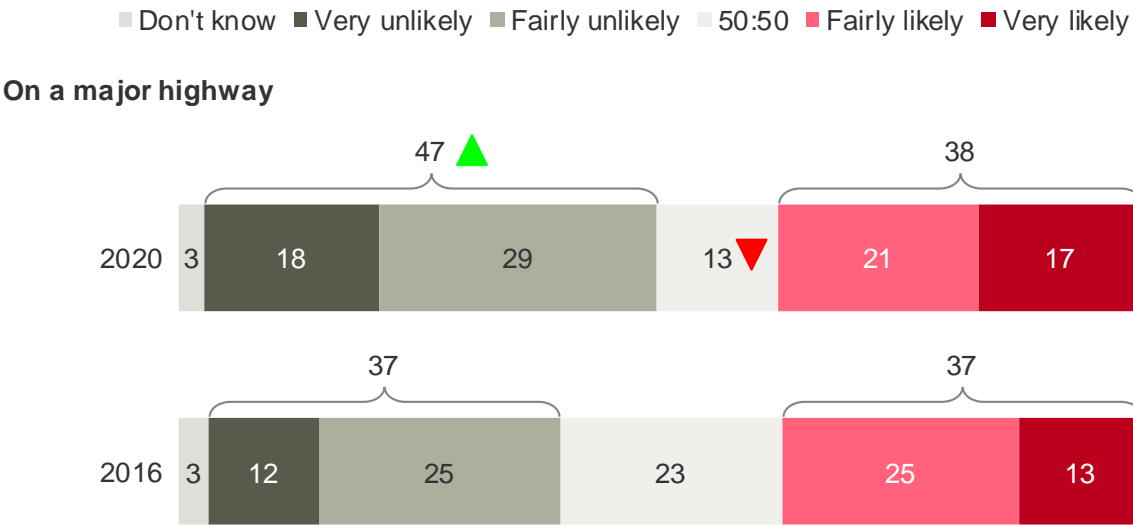


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

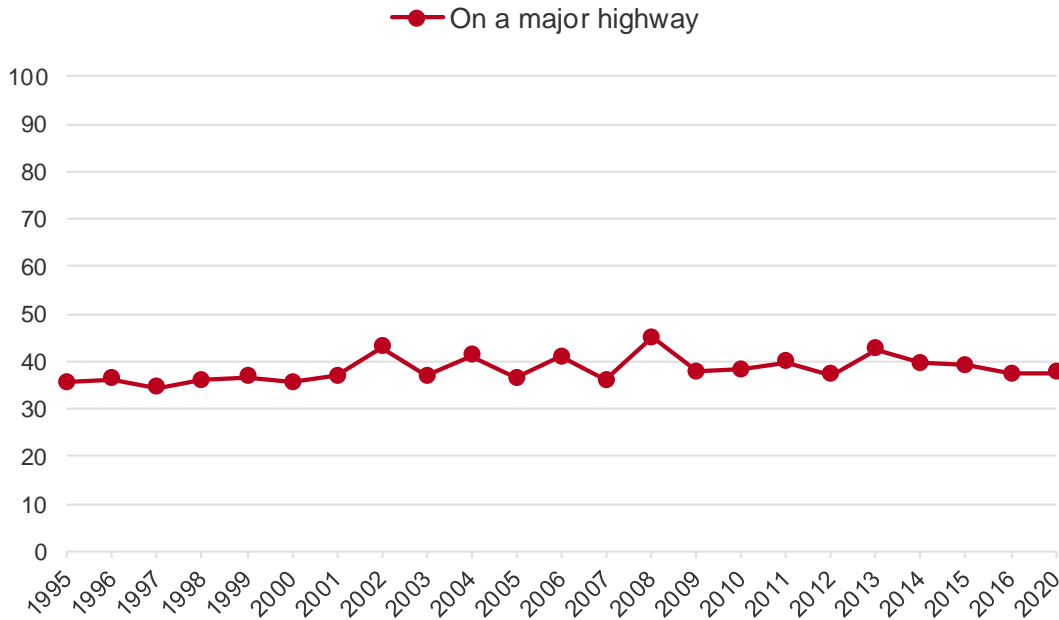
# More New Zealanders currently think it is unlikely (at 47%) than likely (at 38%) for a person who is driving after drinking to be stopped and breath tested on a major highway



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



Likely to be stopped and breath tested (%fairly likely / very likely)



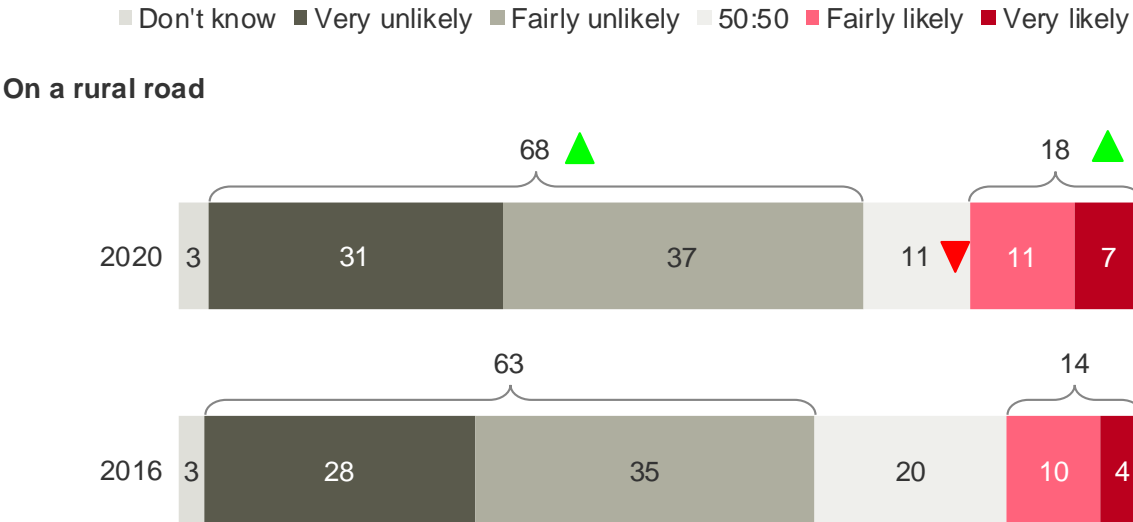
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL



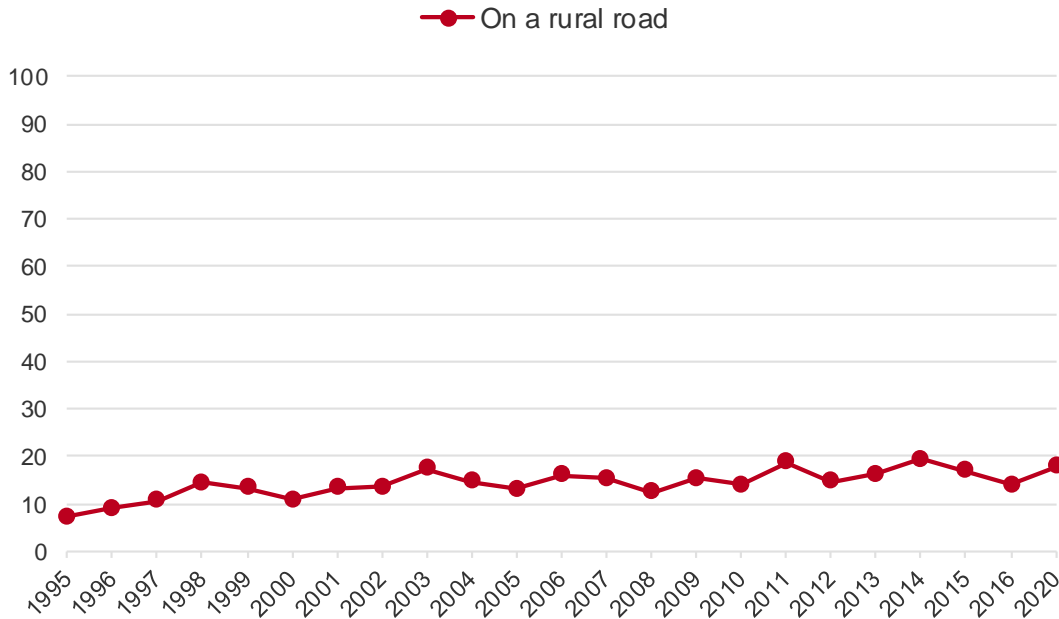
# Similar to previous years, only one in five think it is likely for person who is driving after drinking to be stopped and breath tested on a rural road with 68% considering it to be unlikely



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



Likely to be stopped and breath tested (%fairly likely / very likely)

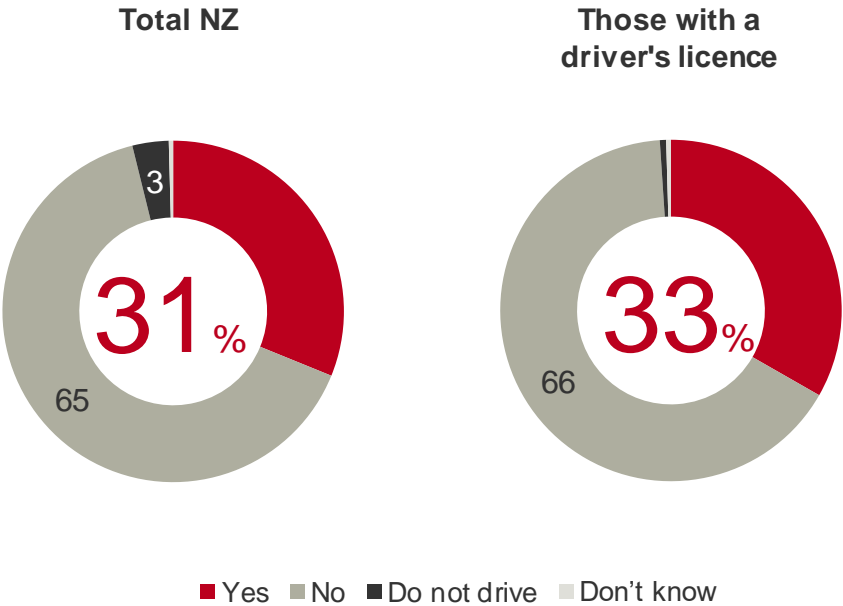


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# One in three New Zealanders with a driving licence say they have been stopped at an alcohol checkpoint while driving in the last 12 months



Been stopped at an alcohol checkpoint while driving in the last 12 months  
(% total New Zealand, 2020)



Been stopped at an alcohol checkpoint while driving in the last 12 months - Over time  
(% among those with a driver's licence)

Note: Alcohol checkpoints were temporarily stopped from late March 2020 in relation to COVID-19

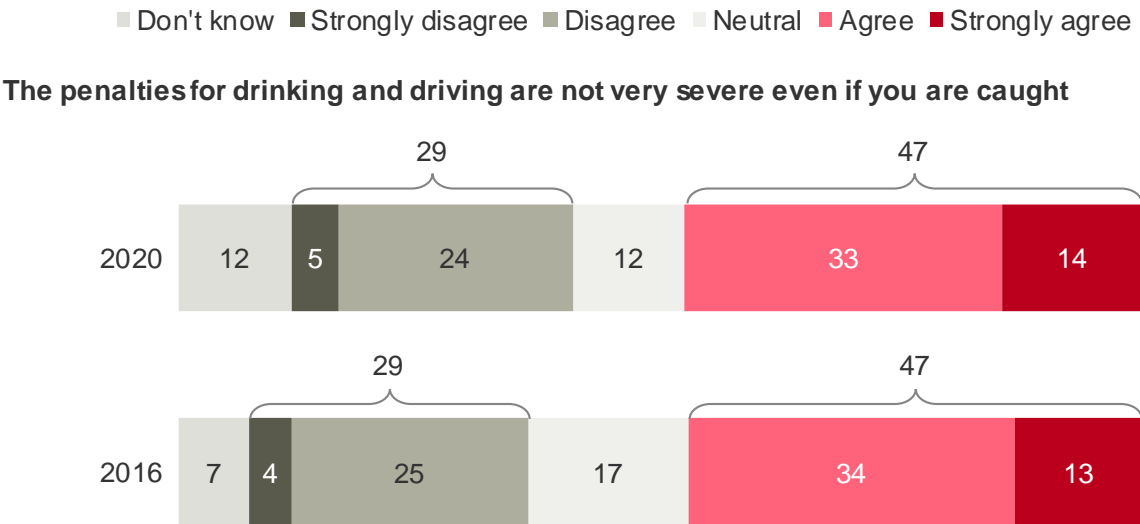


# Similar to previous years, one in two New Zealanders think that the penalties for drinking and driving are not very severe even if you are caught

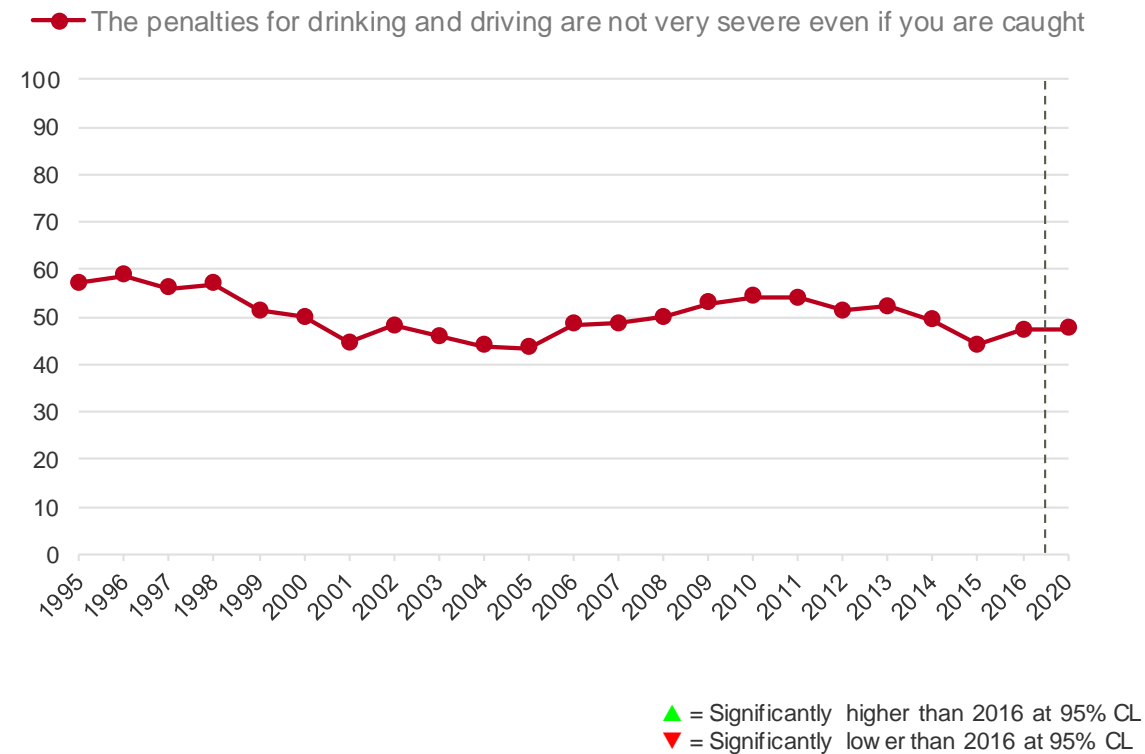
(Note: change in question wording in 2020)



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



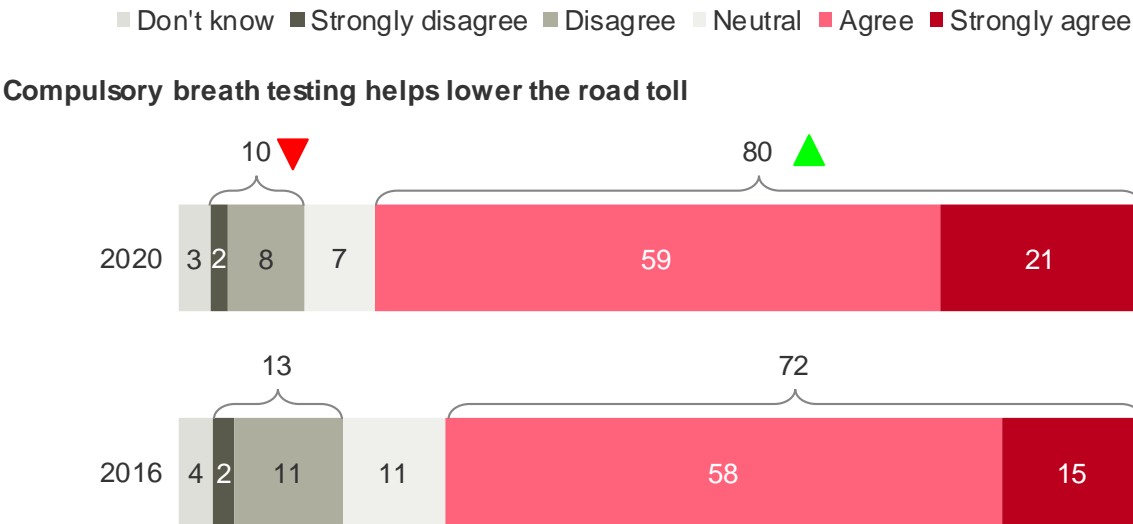
Agreement over time (%strongly agree / agree)



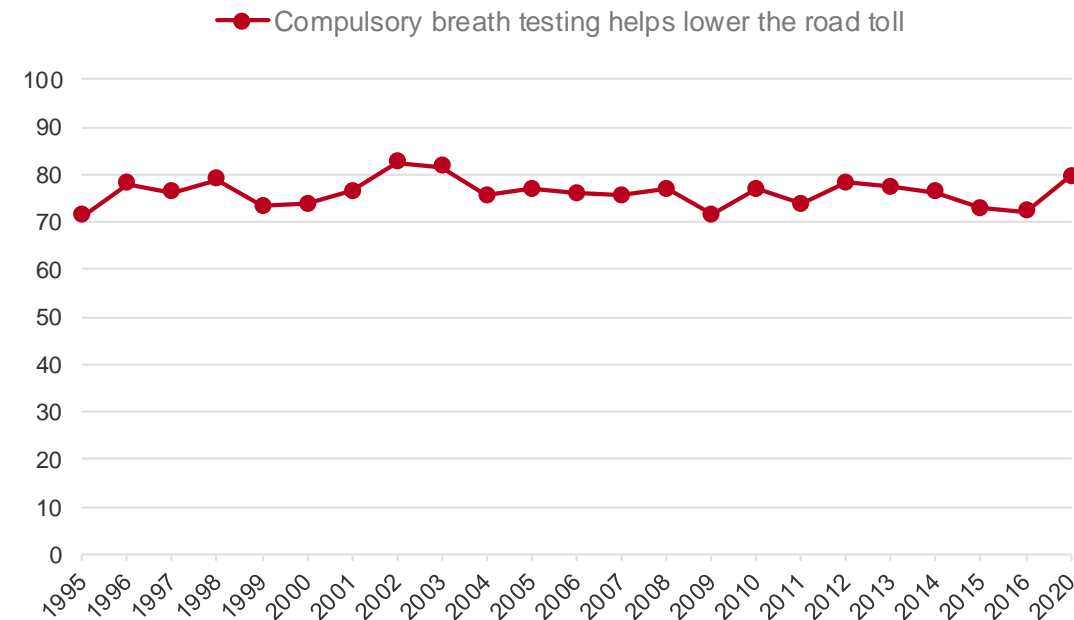
# The majority believe that compulsory breath testing helps lower the road toll



Attitudes towards alcohol-impaired driving and enforcement  
(% among Total NZ)



Agreement over time (%strongly agree / agree)

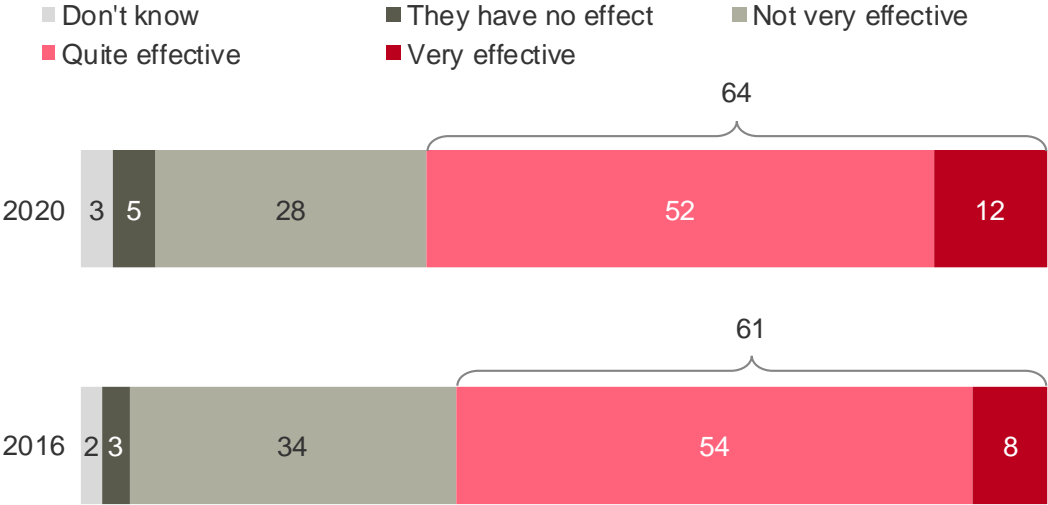


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

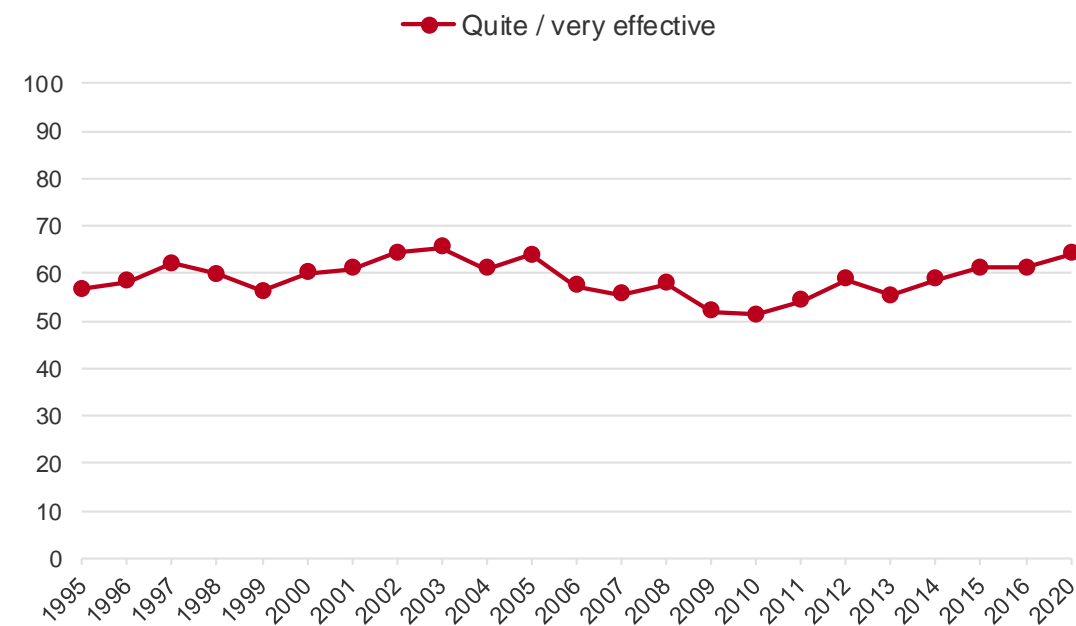
# Although 64% think that our drink-driving laws are effective in reducing the road toll, few think they are ‘very effective’ with most thinking they are ‘quite effective’



Effectiveness of our drink-driving laws in reducing the road toll  
(% among Total NZ)



Effectiveness of our drink-driving laws - Over time – over time



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

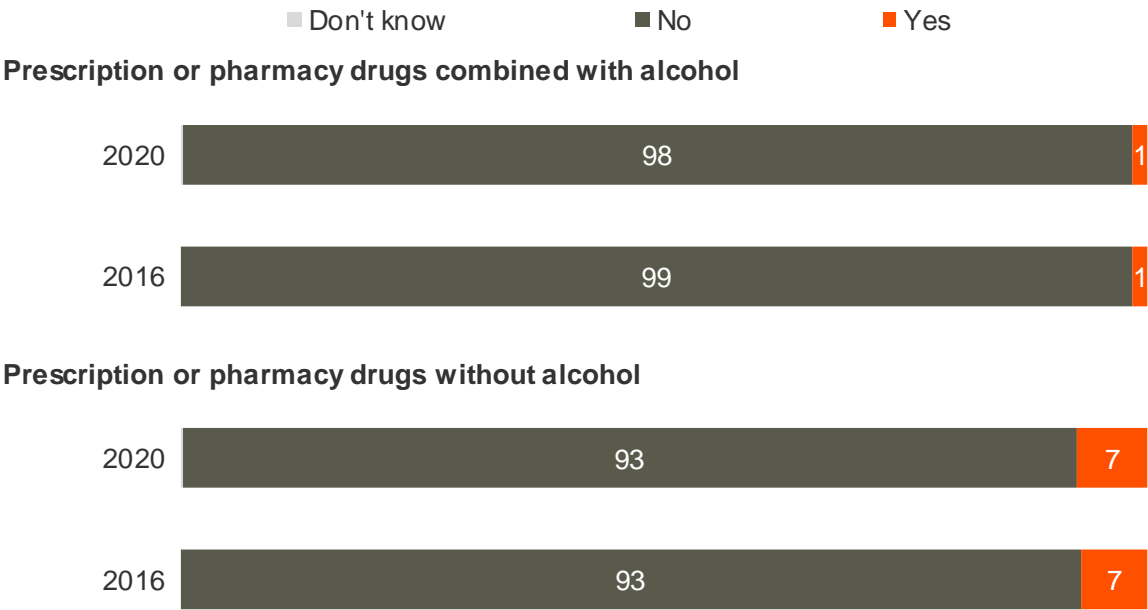
6

# Drug-impaired driving and enforcement

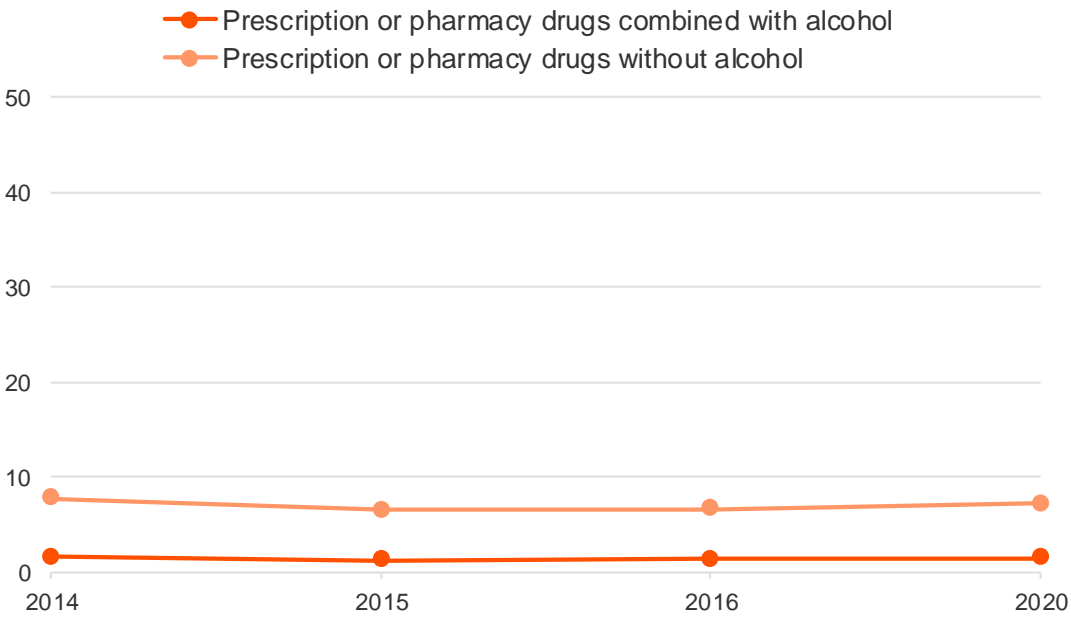
# Consistent with previous years, very few claim to have driven while affected by prescription or pharmacy drugs, being more common without alcohol (at 7%)



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



Driven in past 12 months affected by... – over time

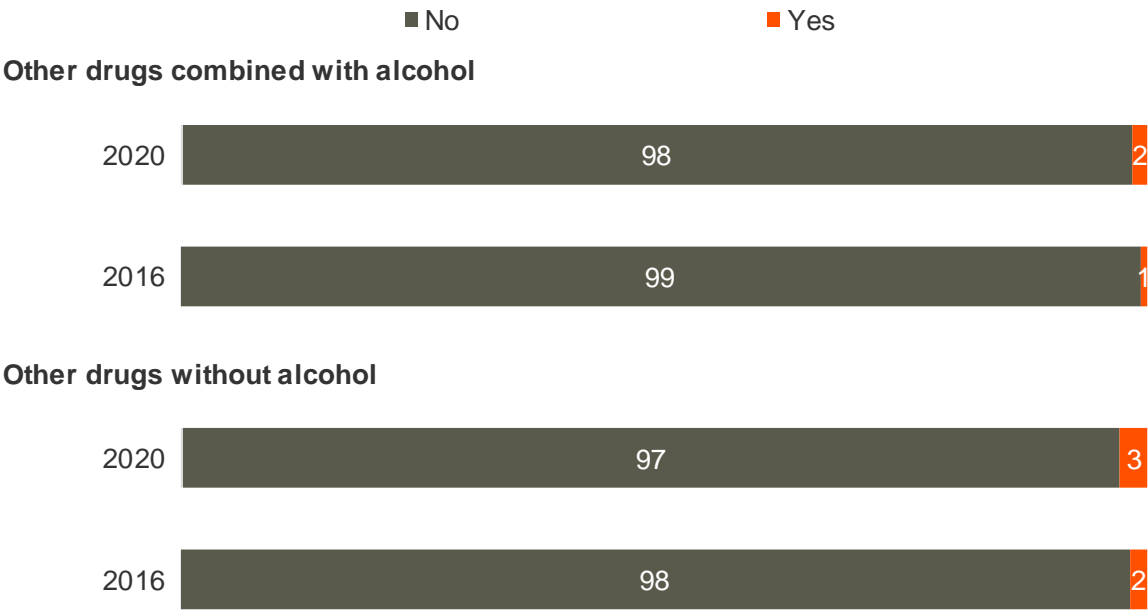


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Similarly only a small minority claim to have driven in the past month while affected by other drugs



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



Driven in past 12 months affected by... – over time



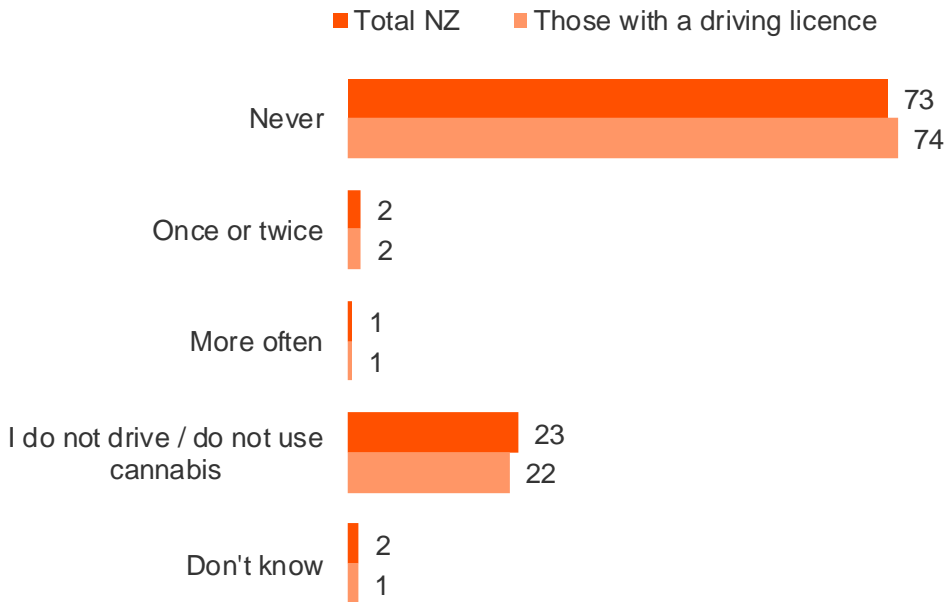
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL



# 3% admit to having driven within an hour after using cannabis and of these, indicatively the cannabis had at least some effect on their driving for three in five, typically being a little rather than quite noticeable

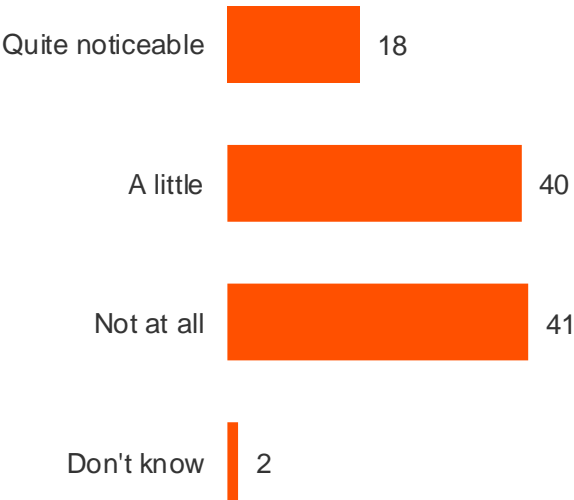


How often driven within an hour after using cannabis in the last 12 months  
(% among Total NZ)



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

Caution: Low base size

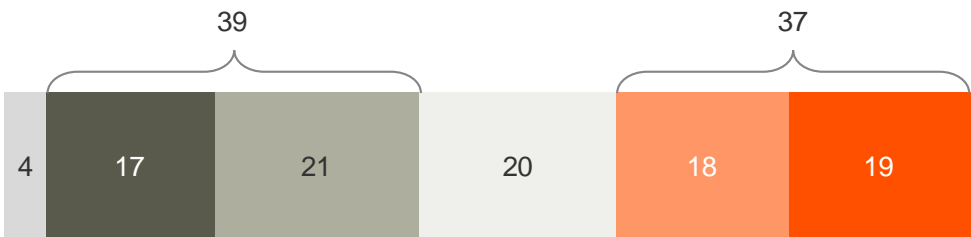


# Views are polarised towards the likelihood of a driver being tested for drugs at a Police checkpoint with as many thinking it is unlikely (at 39%) as likely (37%)



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

■ Don't know ■ Very unlikely ■ Fairly unlikely ■ 50:50 ■ Fairly likely ■ Very likely



Those with a motorcycle or heavy vehicle licence more commonly think it is unlikely

- ▲ 53% Motorcycle
- ▲ 51% Heavy vehicle

7

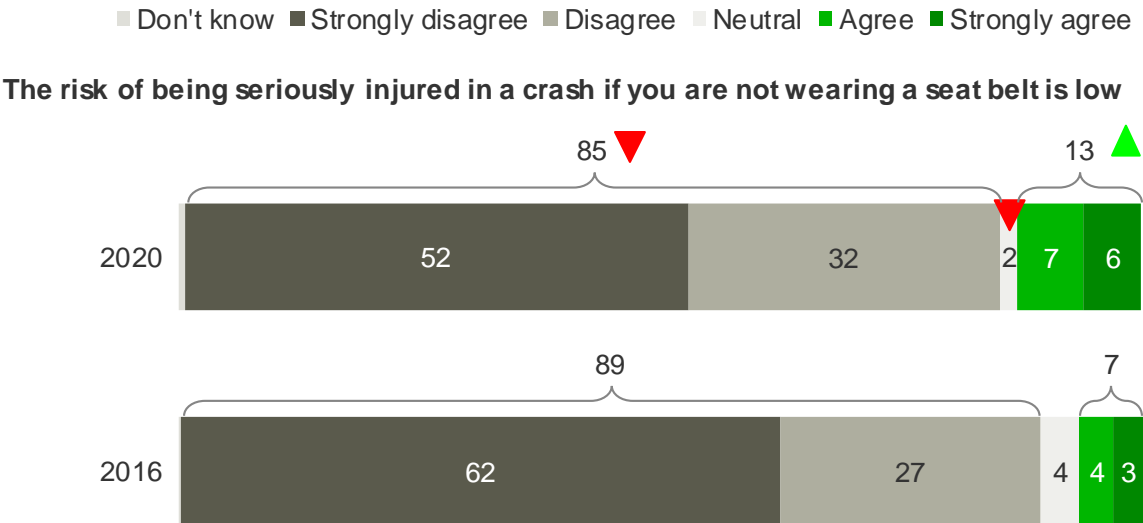
Seat belts

# Few New Zealanders think that the risk of being seriously injured in a crash is low if not wearing a seat belt with the majority understanding that the risk would be high

(Note: change in question wording in 2020)



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



Agreement over time (%strongly agree/ agree)

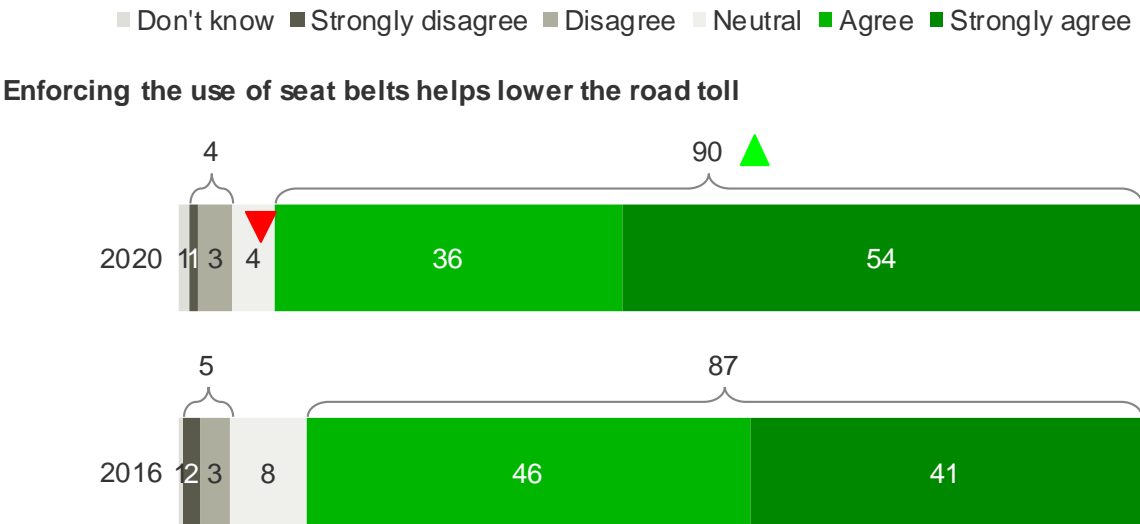


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

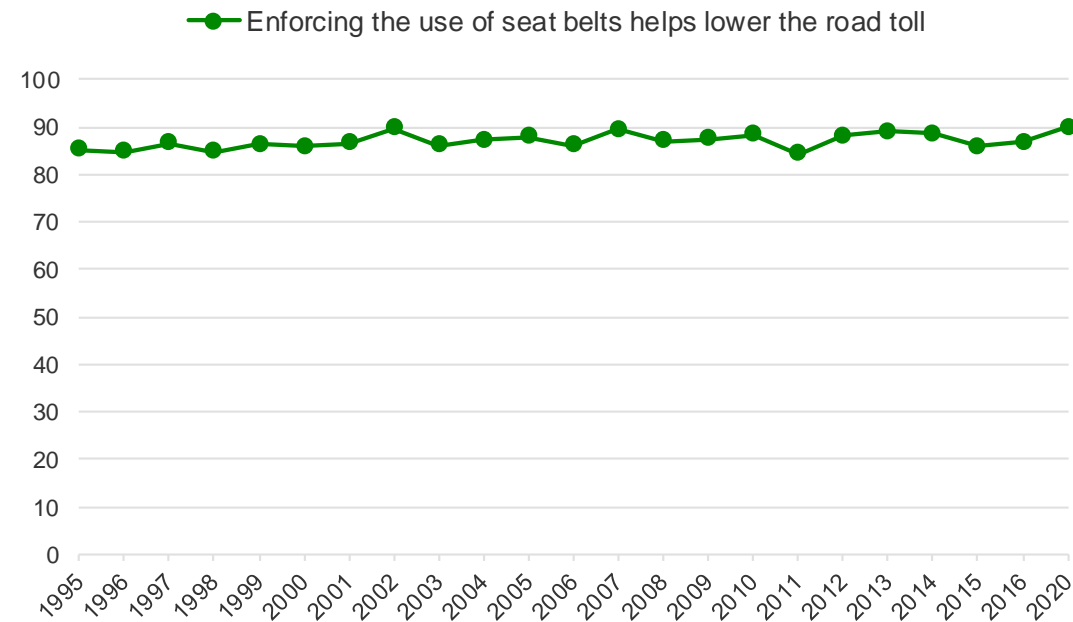
# The majority think that enforcing the use of seat belts helps lower the road toll with one in two in strong agreement



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



Agreement over time (%strongly agree / agree)



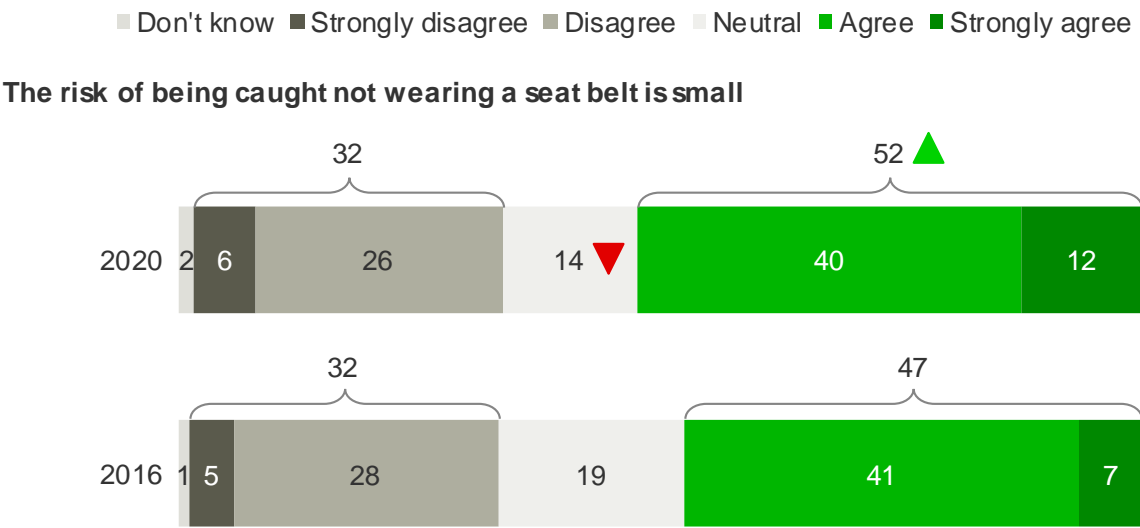
▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# One in two think that the risk of being caught not wearing a seat belt is small which is similar to previous years

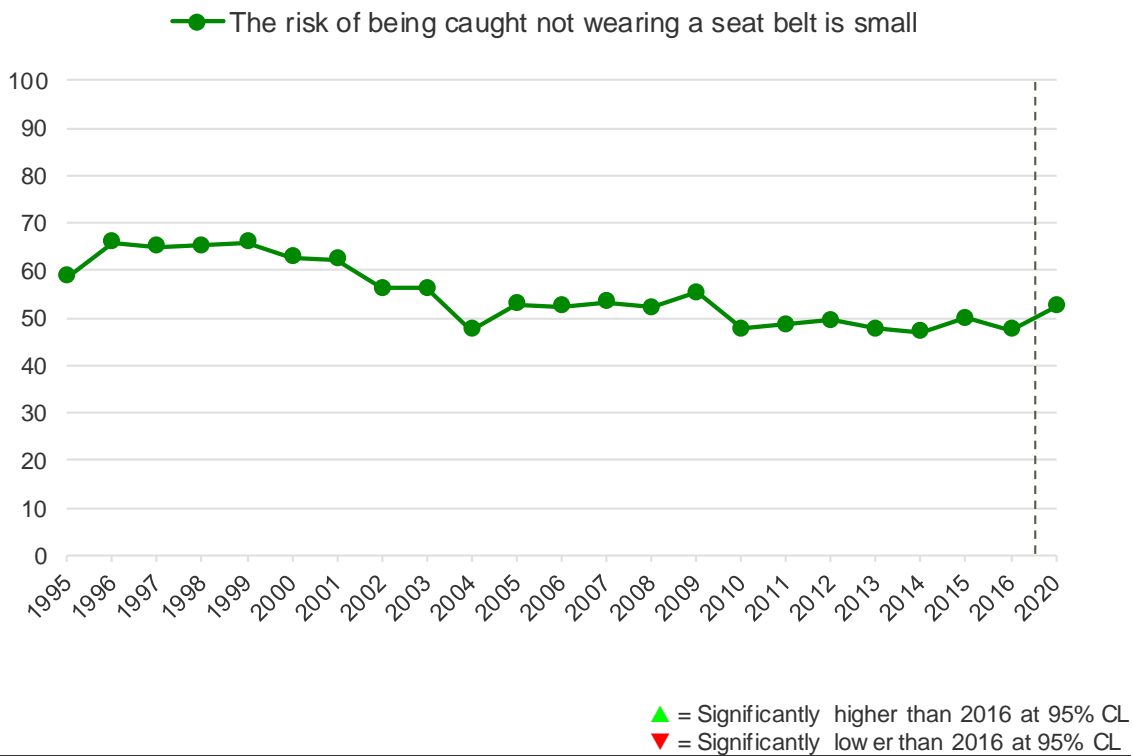
(Note: change in question wording in 2020)



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



Agreement over time (%strongly agree/ agree)

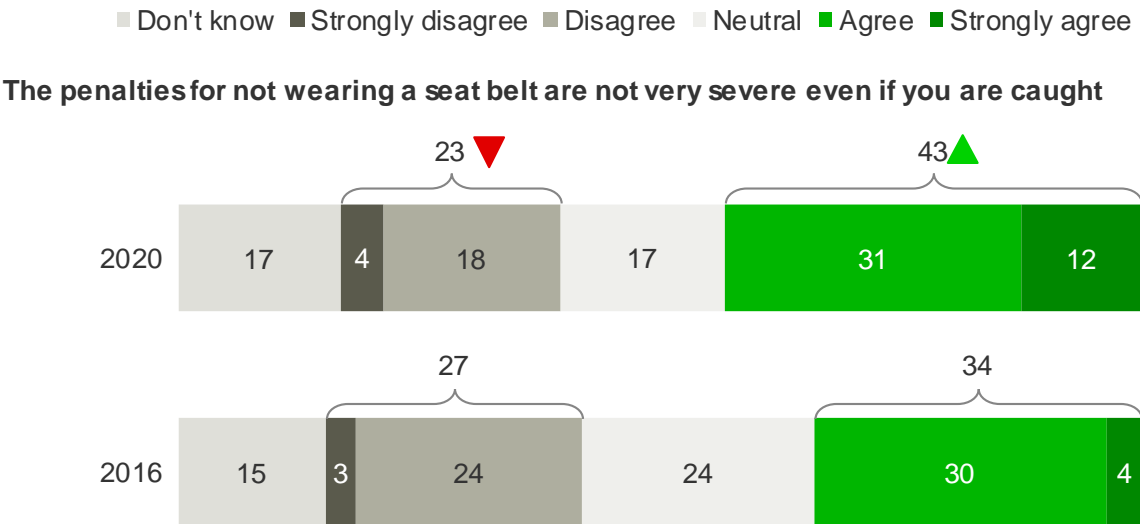


# Two in five currently think that the penalties for not wearing a seat belt are not very severe even if you are caught

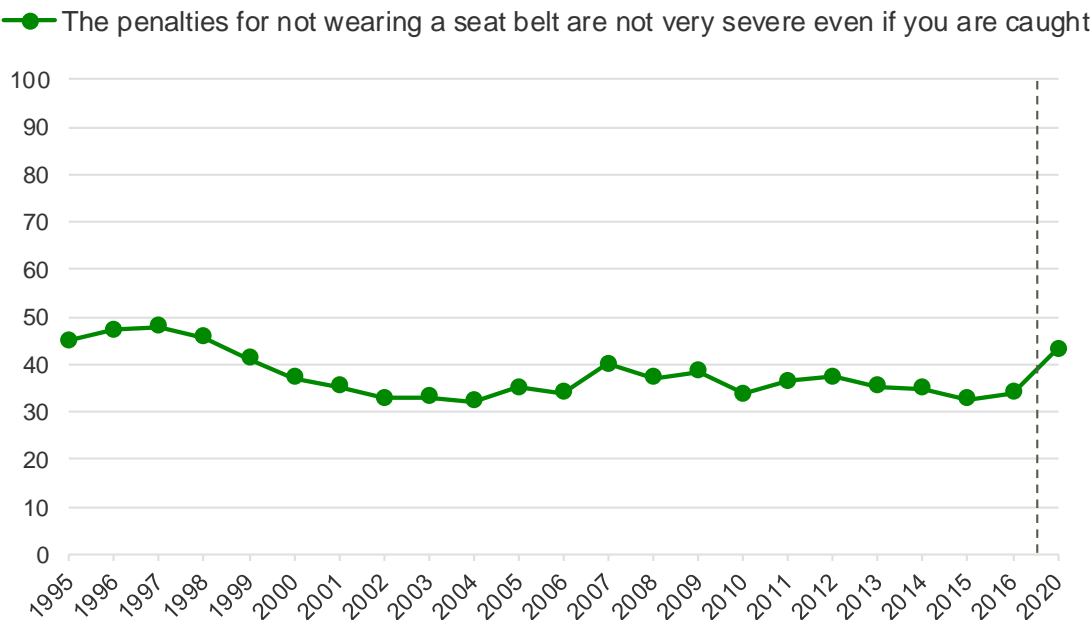
(Note: change in question wording in 2020)



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



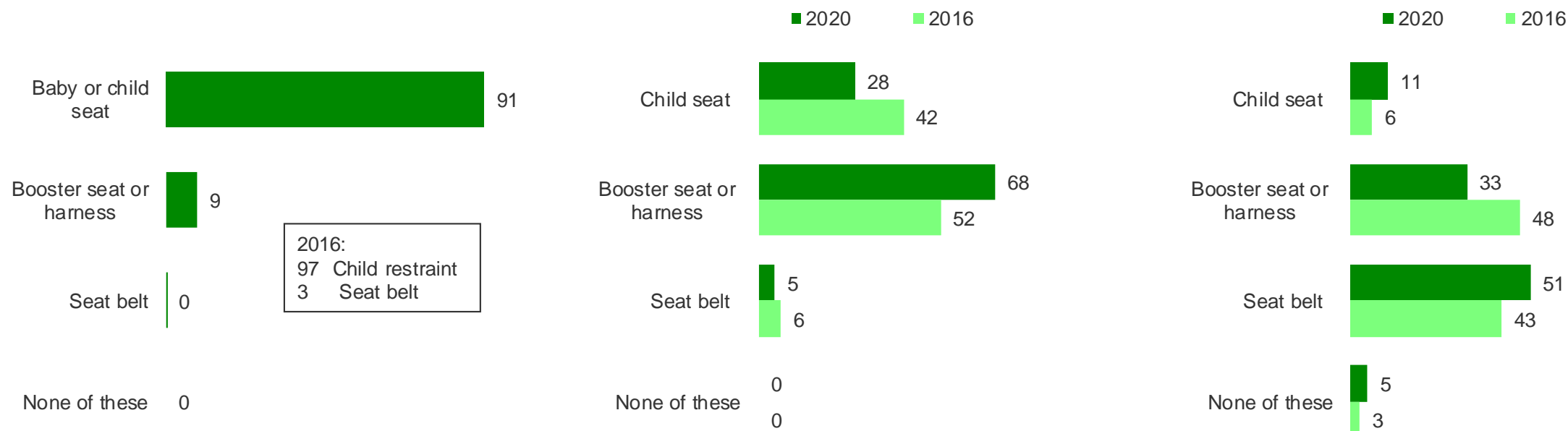
Agreement over time (%strongly agree / agree)



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

(Note: change in question wording in 2020)

**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 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

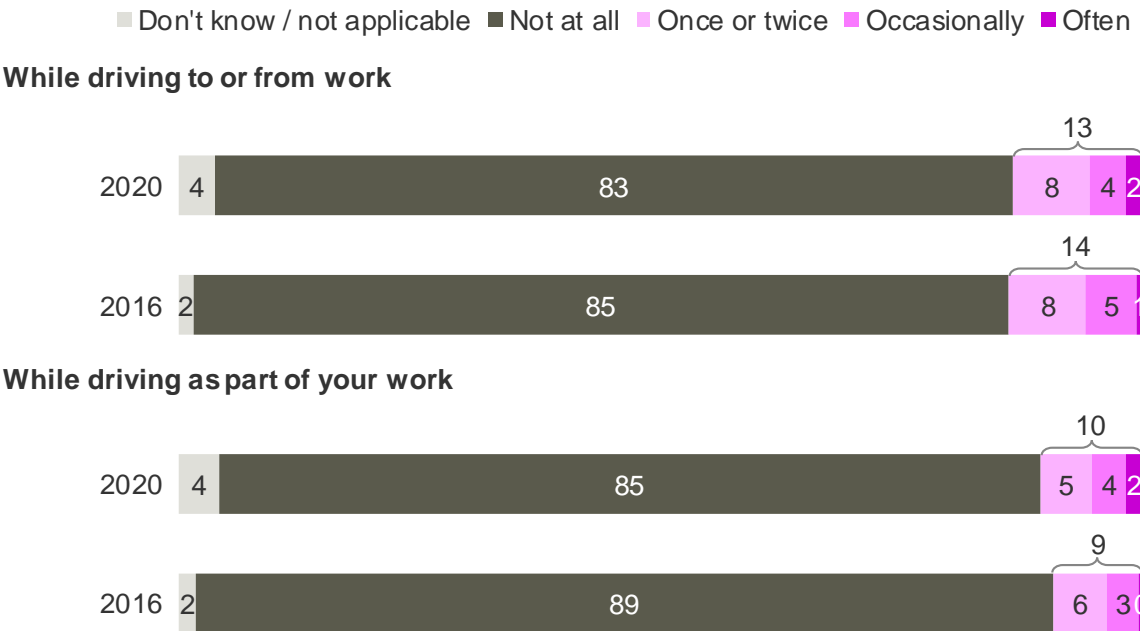


# 8 Fatigue

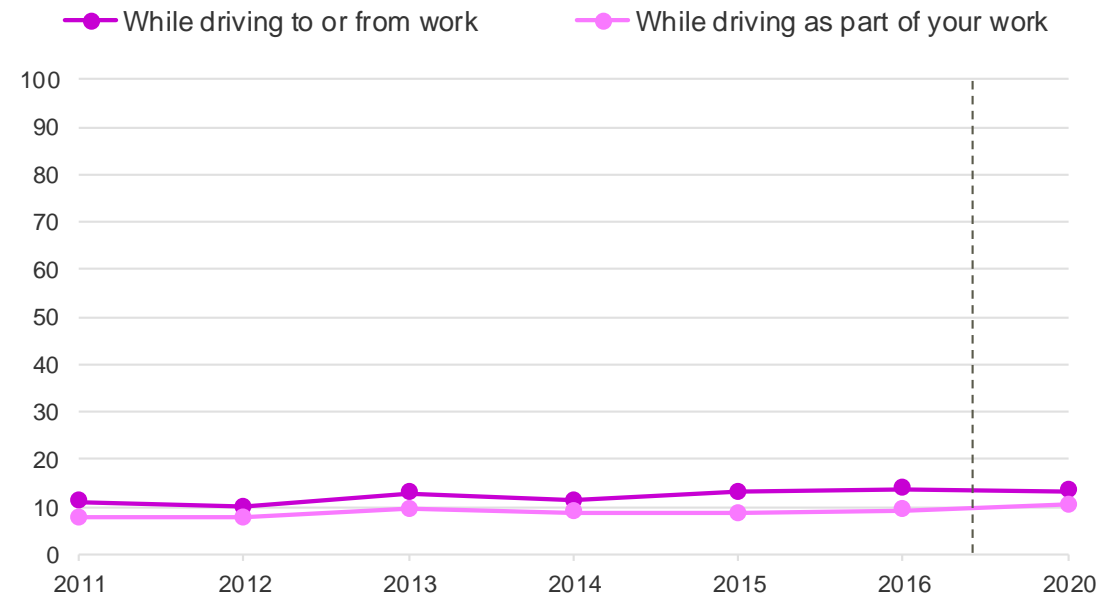
# Consistent with previous years, approximately one in ten drivers have had trouble staying awake on at least one occasion in the last 12 months while driving either to or from work or as part of their work



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



Trouble staying awake in the last 12 months – over time  
(% once or twice / occasionally / often)

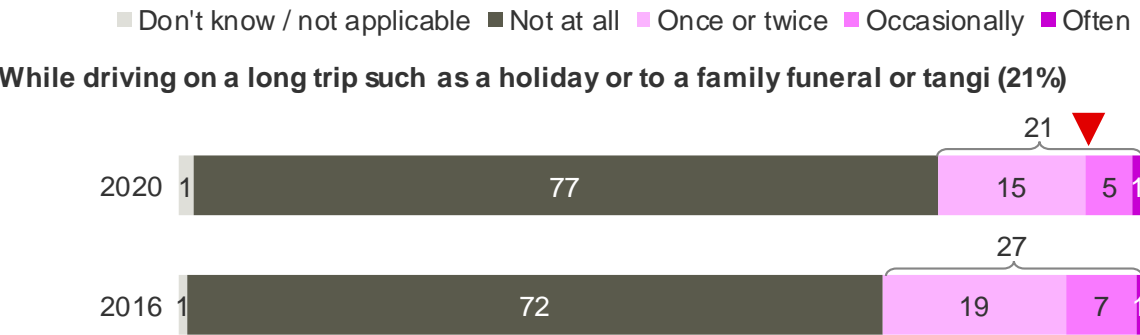


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

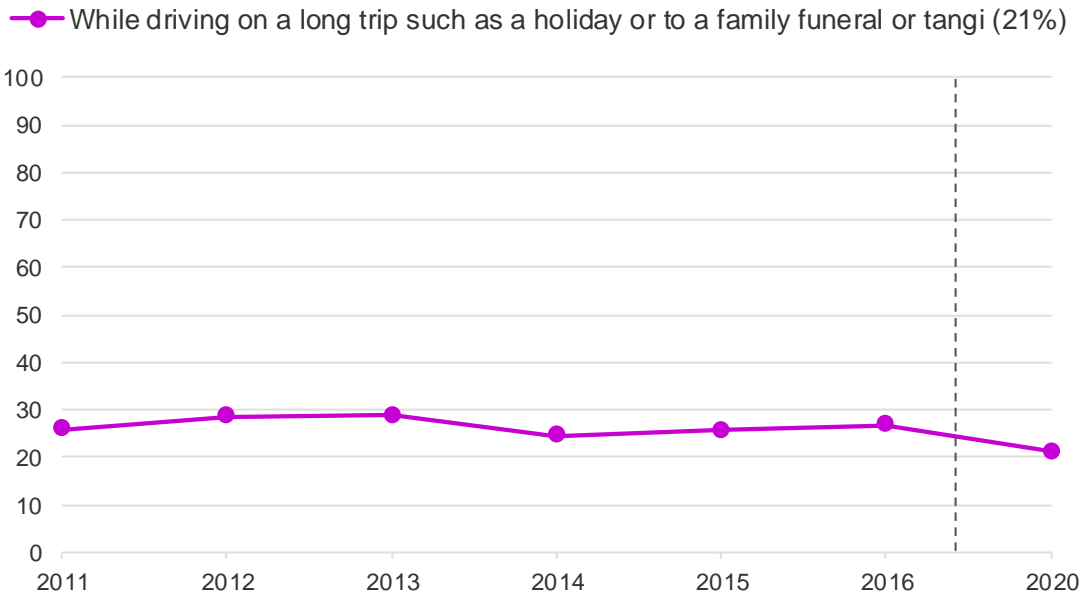
# One in five drivers have had trouble staying awake on a long trip on at least one occasion in the last 12 months



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



Trouble staying awake in the last 12 months – over time  
(% once or twice / occasionally / often)



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Just under three in five drivers claim to be at least fairly likely to pull over and have a short nap when drowsy and driving while one in three are unlikely to



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

■ Don't know ■ Very unlikely ■ Fairly unlikely ■ 50:50 ■ Fairly likely ■ Very likely



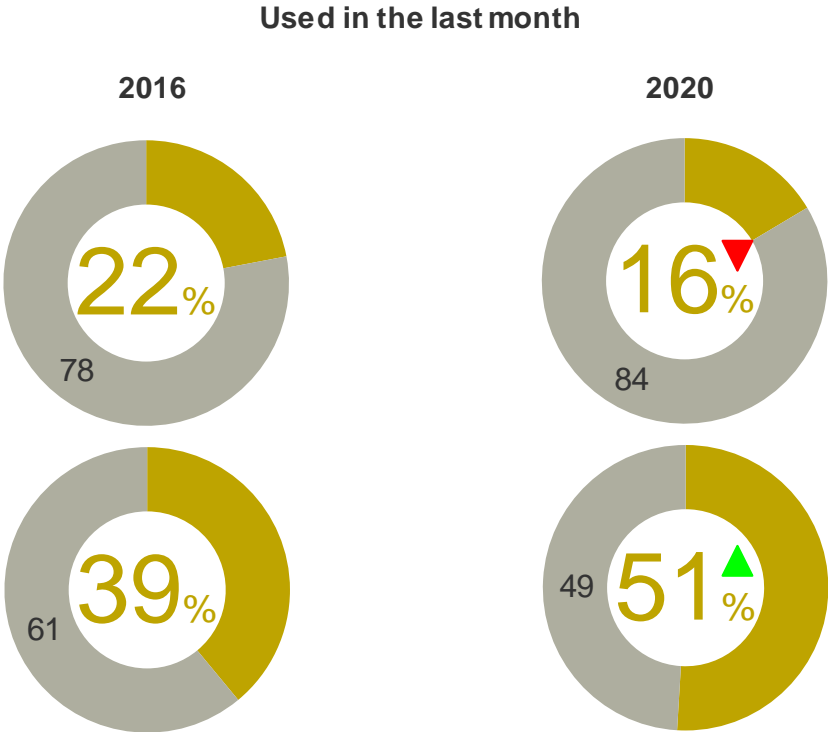
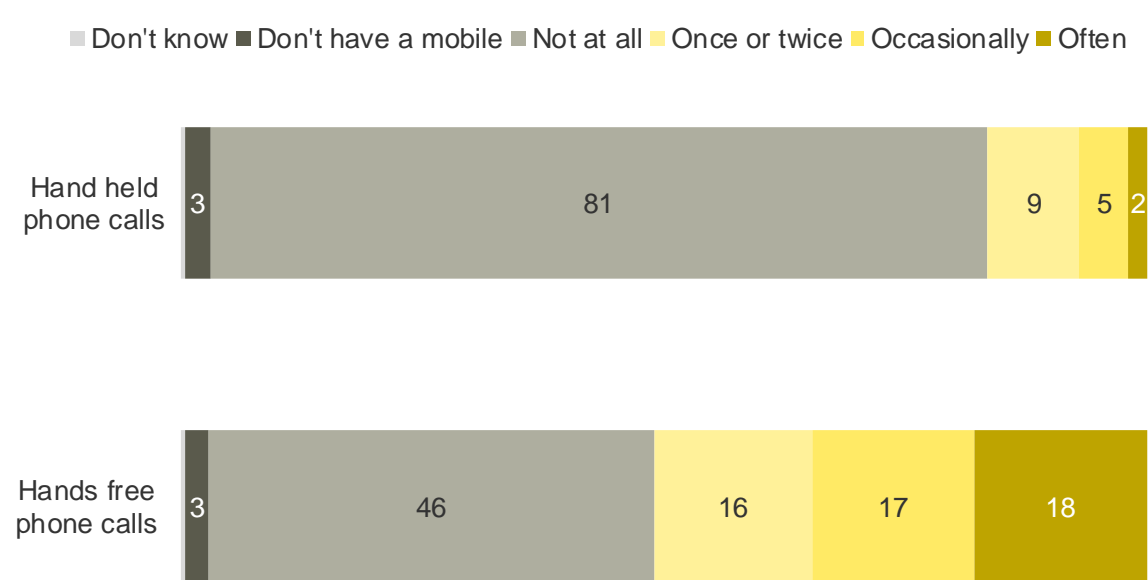
9

## Driver distraction

# There has been an increase in claimed use of hands free phone calling while driving to 51% since 2016, and a decrease in claimed use of hand held phone calling to 16%



How often use a mobile phone while driving in the last month to...  
(% among those with a driver's licence, 2020)








▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Phone calling while driving is more common among those aged 20 to 49 years with hand held calling having a slightly younger age skew than hands free calling



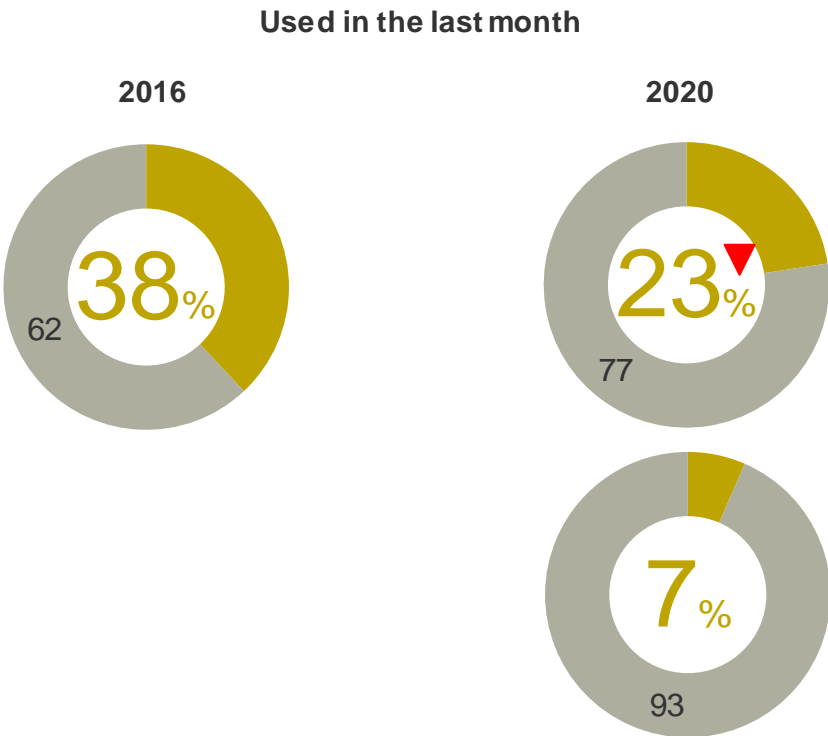
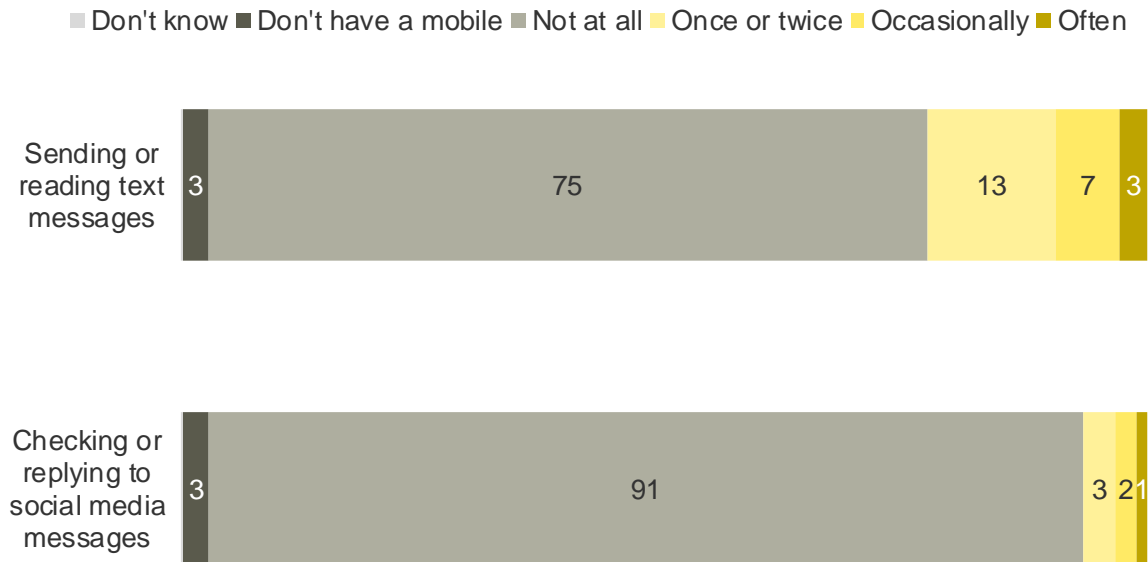
Groups which more commonly have used a mobile phone ‘once or twice / occasionally / often’ while driving in the last month for r...

		Hand held phone calls (16%)	Hands free phone calls (51%)
	Region	-	Auckland (58%)
	Urban / Rural	Central city area (22%)	Rural area ≤5 km from a town (60%)
	Gender	Male (18%)	Male (55%)
	Age	20 to 24 years (27%) 25 to 29 years (23%) 30 to 39 years (25%)	25 to 29 years (61%) 30 to 39 years (61%) 40 to 49 years (62%)
	Ethnicity	Pacific People (28%)	Indian / Asian (57%)
	Occupation	Blue collar (20%)	White collar (60%)
	Personal Income	\$40,001 to \$60,000 (22%)	Over \$60,000 (66%)
	Driver’s Licence	-	Full (52%)
	Licence Class	Motorcycle (22%) Heavy vehicle (22%)	Heavy vehicle (61%)

# There has been a significant decrease in claimed texting while driving to 23% while relatively few (at 7%) claim to have checked or replied to social media messages while driving



How often use a mobile phone while driving in the last month to...  
(% among those with a driver's licence, 2020)












▲ = Significantly higher than 2016 at 95% CL  
 ▼ = Significantly lower than 2016 at 95% CL



# Sending or reading text messages while driving is most common among the under 30s while checking or replying to social media is most common among 20 to 24 year olds



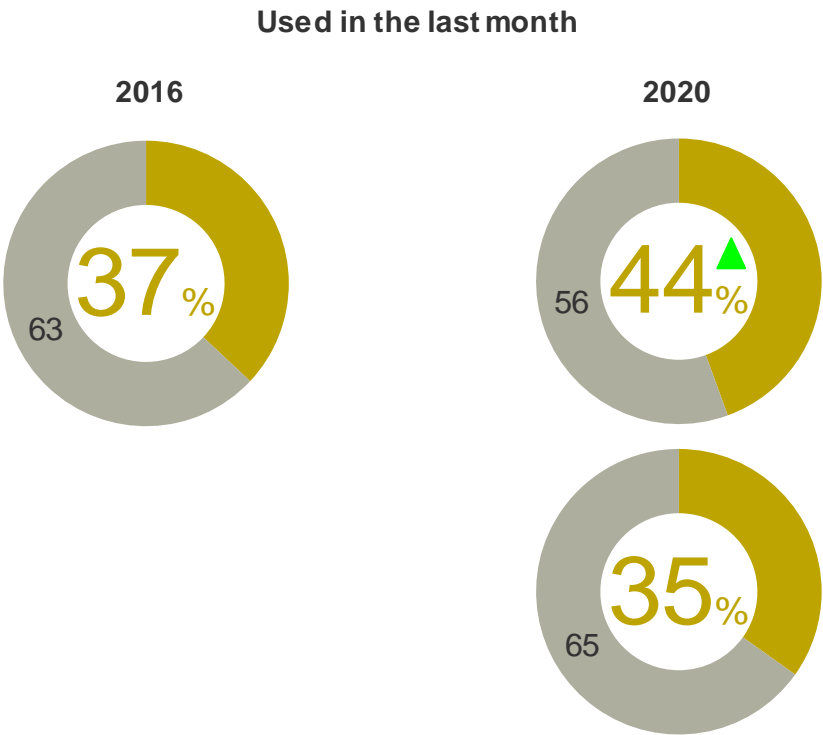
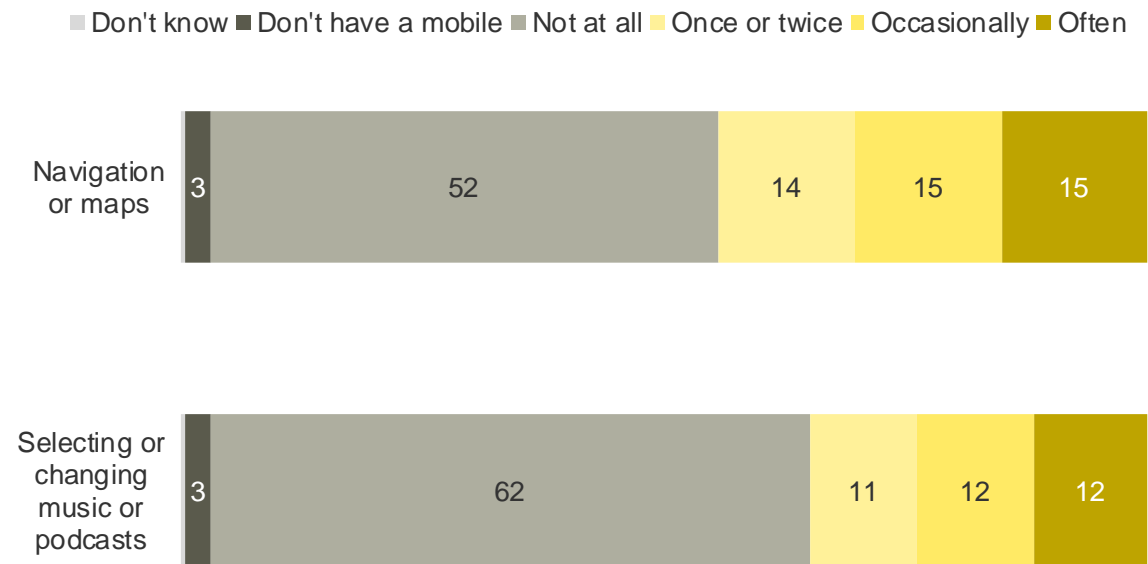
Groups which more commonly have used a mobile phone ‘once or twice / occasionally / often’ while driving in the last month for r...

		Sending or reading text messages (23%)	Checking or replying to Facebook, Instagram or other social media messages (7%)
	Region	Auckland (26%) Otago (34%)	-
	Urban / Rural	Central city area (36%)	Central city area (14%)
	Gender	-	-
	Age	16 to 19 years (35%) 20 to 24 years (34%) 25 to 29 years (38%) 40 to 49 years (28%)	20 to 24 years (18%) 25 to 29 years (12%) 30 to 39 years (9%)
	Ethnicity	Pacific People (32%)	-
	Occupation	White collar (27%) Student (30%)	Student (14%)
	Personal Income	Over \$60,000 (26%)	-
	Driver's Licence	-	-
	Licence Class	-	-

# Using a mobile for navigation or maps has increased to 44%, although this will include hands free navigation, while selecting or changing music or podcasts is also common at 35%



How often use a mobile phone while driving in the last month to...  
(% among those with a driver's licence, 2020)












▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Selecting music or podcasts is more common among the under 30s while using their mobile for navigation or maps is more common among those aged 20 to 39 years



Groups which more commonly have used a mobile phone ‘once or twice / occasionally / often’ while driving in the last month for r...

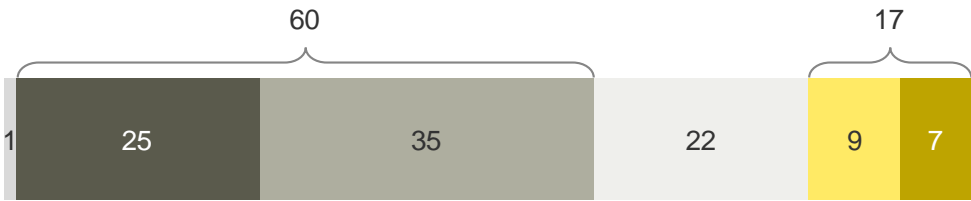
		Navigation or maps (44%)	Selecting or changing music or podcasts (35%)
	Region	Auckland (57%)	Auckland (40%)
	Urban / Rural	Central city area (53%) A suburban area (48%)	Central city area (42%)
	Gender	Male (48%)	-
	Age	20 to 24 years (67%) 25 to 29 years (64%) 30 to 39 years (57%)	16 to 19 years (55%) 20 to 24 years (57%) 25 to 29 years (57%)
	Ethnicity	Pacific People (60%) Indian / Asian (59%)	-
	Occupation	White collar (51%) Student (59%)	Student (51%)
	Personal Income	Over \$60,000 (55%)	-
	Driver's Licence	-	-
	Licence Class	-	-

# Just under one in five think it's likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police with three in five considering this to be unlikely



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

Don't know   Very unlikely   Fairly unlikely   50:50   Fairly likely   Very likely

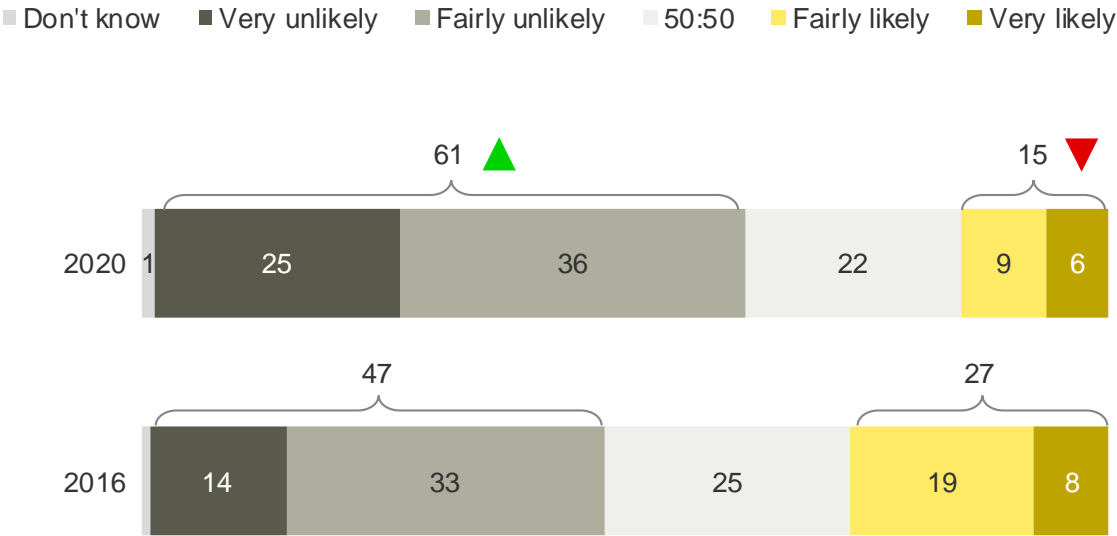


# Among those with a driver's licence, 15% think it's likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police which is lower than in previous years

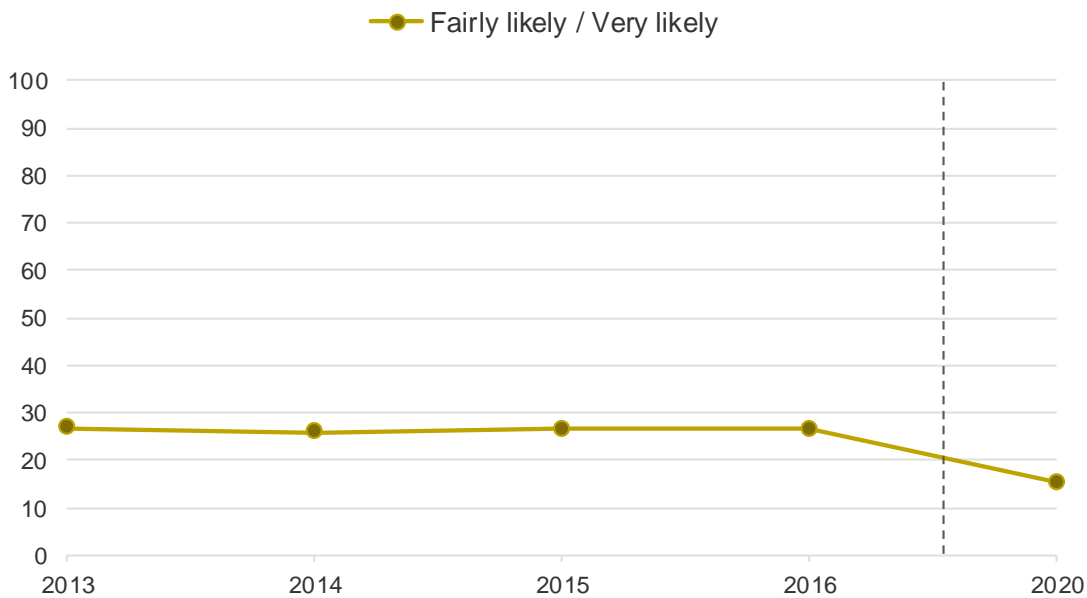
(Note: change in question wording in 2020)



Likelihood of a person who is using a hand-held cell phone or texting while driving to be caught by Police  
(% among those with a driver's licence)



Likely to be caught by the Police if using a hand-held phone or texting while driving



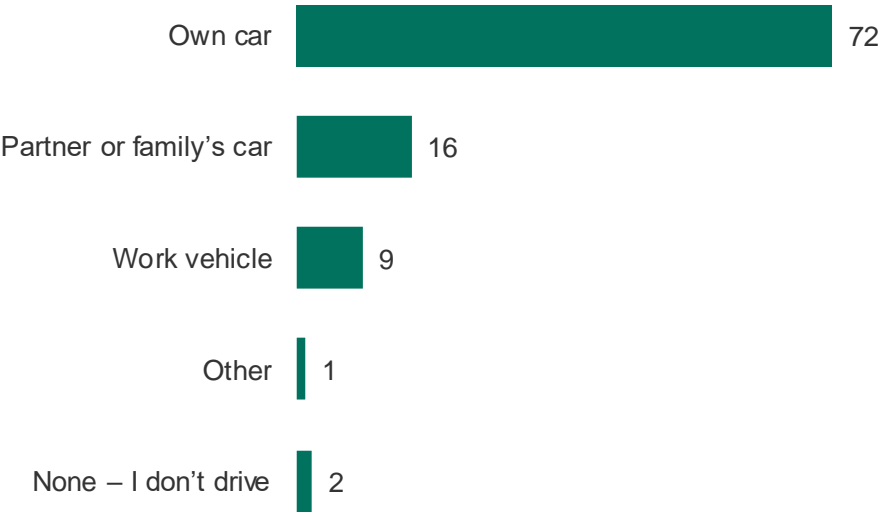
# 10

## Car safety

# Most drivers are usually driving their own vehicle or a family member's car with one in ten driving a work vehicle



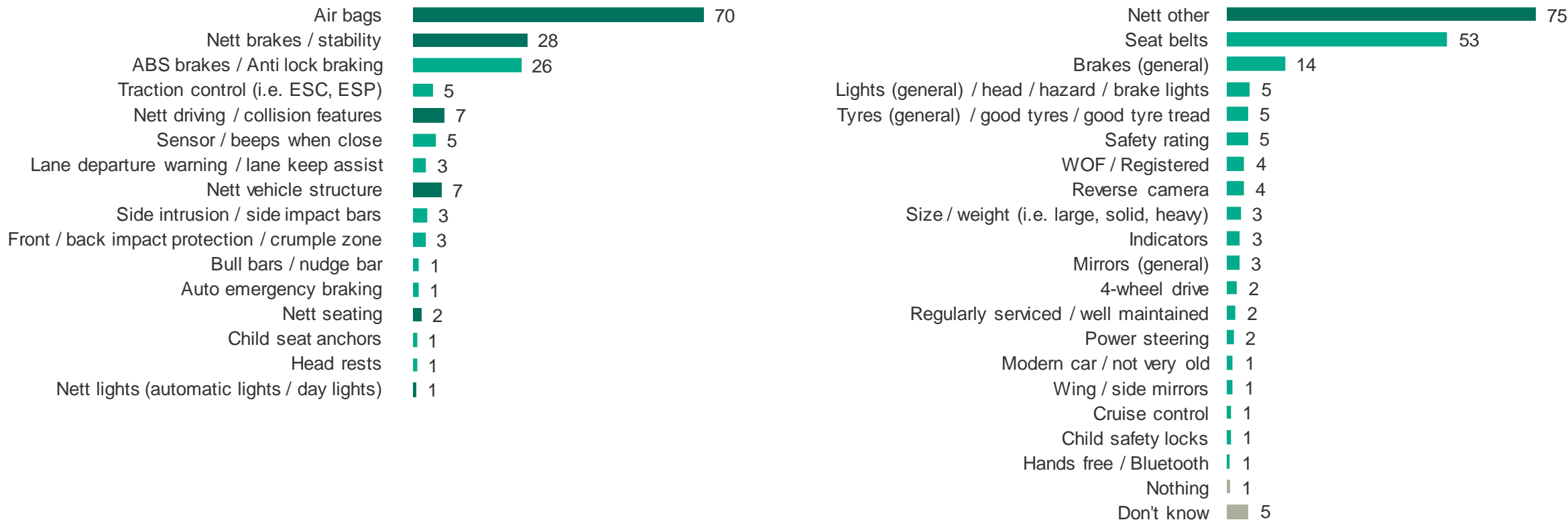
Car usually drive  
(% among those with a driver's licence)



When asked to list the main safety features of the car they drive, a wide range are mentioned, but many by only a minority; the highest mentions are for air bags, seat belts and brakes, including ABS brakes specifically



Main safety features of car you drive / use – total unprompted mentions  
(% among those with a driver’s licence)



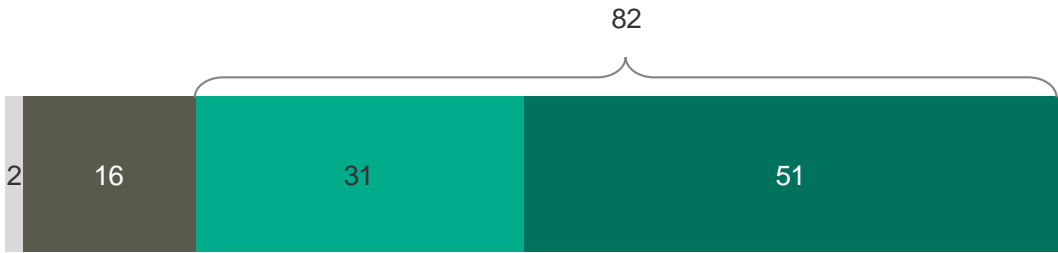


# The majority of drivers understand that car safety features can help to both avoid a crash and prevent injuries in a crash with many believing safety features make a large difference



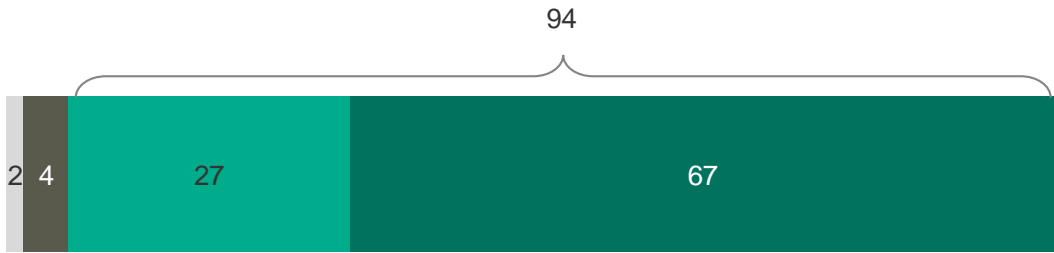
Impact of car safety features in helping you avoid a crash  
(% among those with a driver's licence)

■ Don't know ■ Make no difference ■ Make a slight difference ■ Make a large difference



Impact of car safety features in preventing you from being injured in a crash  
(% among those with a driver's licence)

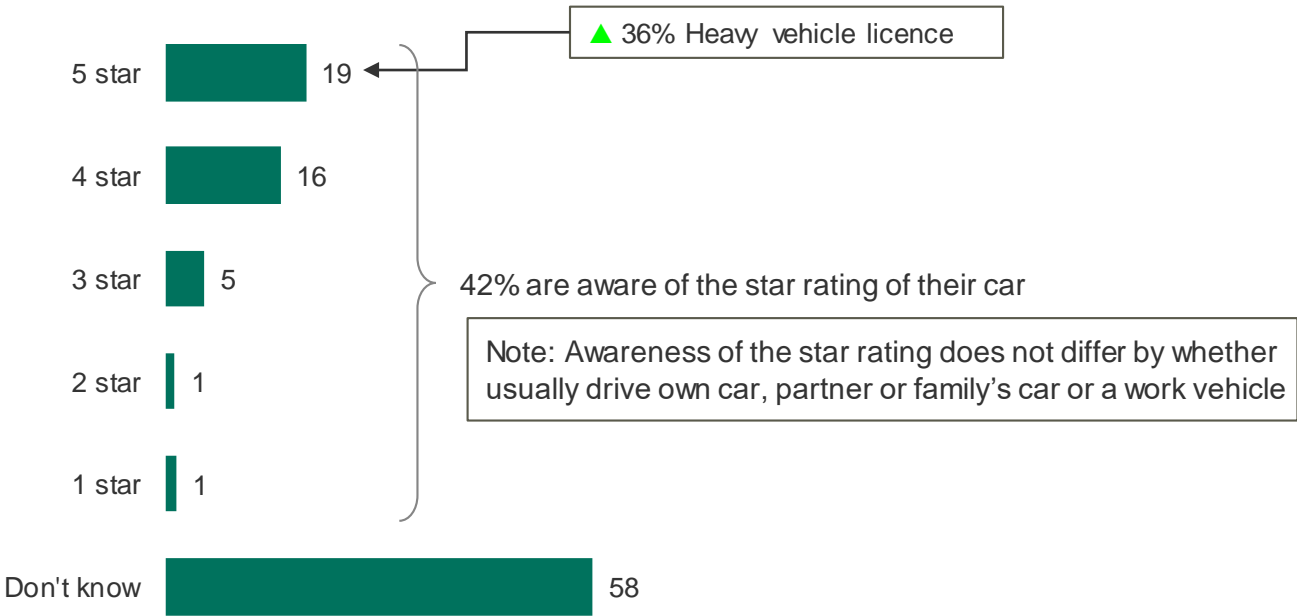
■ Don't know ■ Make no difference ■ Make a slight difference ■ Make a large difference



# Only two in five know the star rating of the car they drive, typically being 5 or 4 star cars



Star rating of car usually drive  
(% among those with a driver's licence)



# It is at least quite important to three in four that their car has a high star safety rating, being more important to those with a personal car than those with a work vehicle

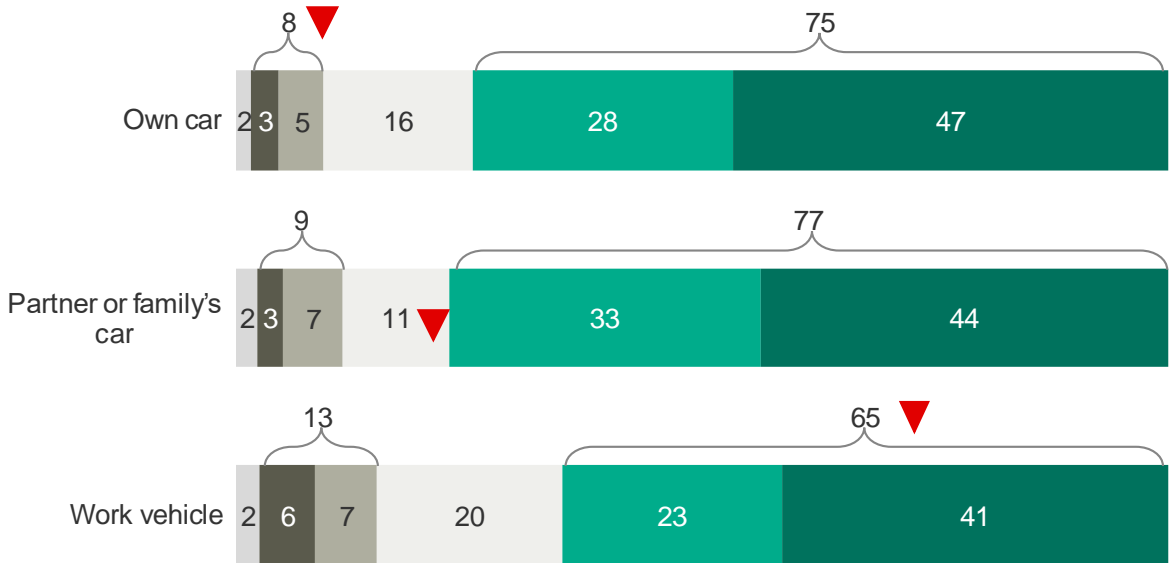
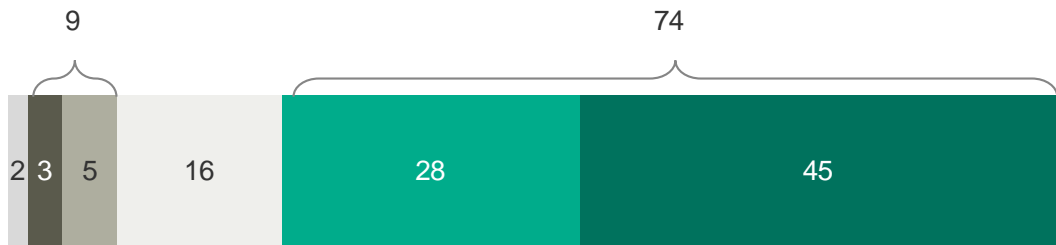


Importance that your car has a high star safety rating  
(% among those with a driver's licence)

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

By ownership of car usually drive

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



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Personal safety, walking  
and cycling

# The majority of New Zealanders would feel at least fairly safe around other travellers if using a bus or train

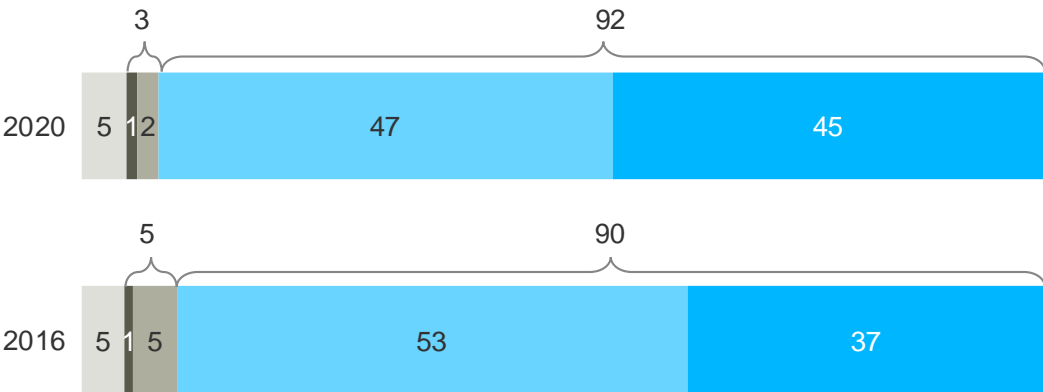


## Feeling of safety around other travellers (% among Total NZ)

Note: This question is not in relation to COVID-19

■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe

### Using a bus

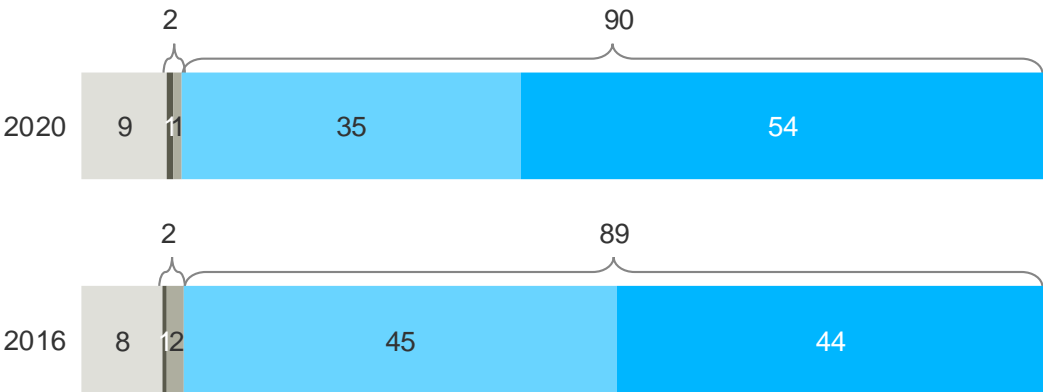


Those without a driver's licence are more likely to feel 'very safe' using a bus:  
▲ 60% Do not have a licence

### Using a train

Note: The question is not limited to commuter trains

■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# There has been a strong increase in feeling safe if using a ride share service such as Uber although this continues to lag behind the feeling of safety if using a taxi

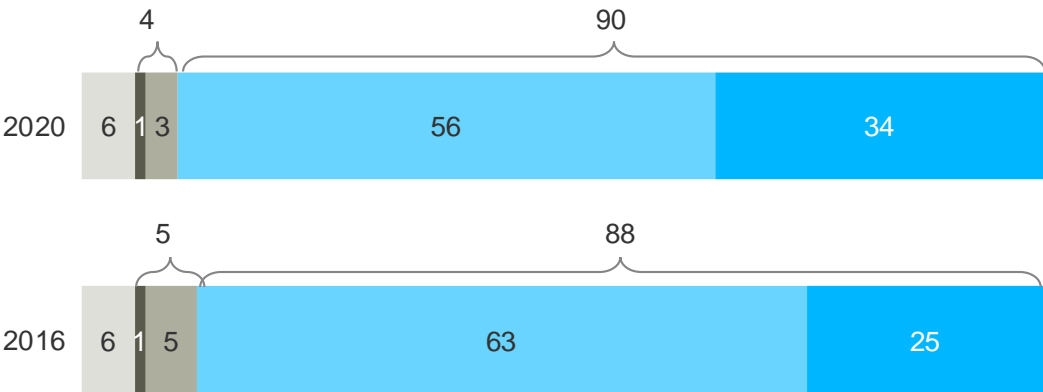


## Feeling of safety around other travellers (% among Total NZ)

Note: This question is not in relation to COVID-19

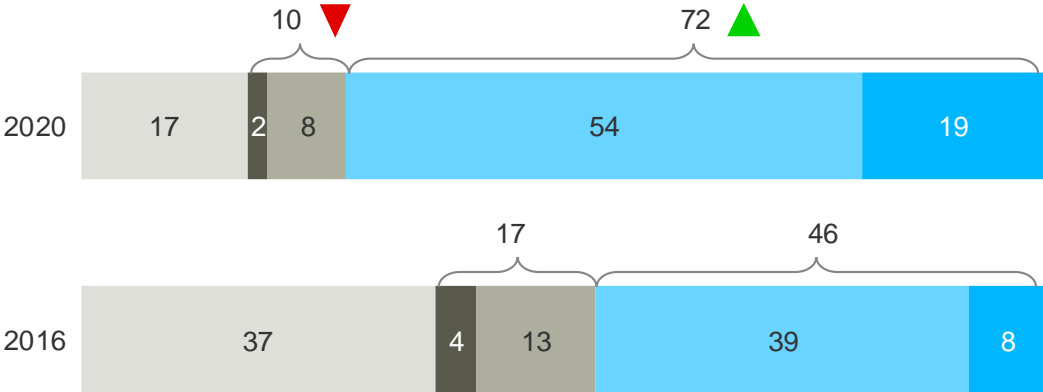
■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe

### Using a taxi



■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe

### Ride sharing such as Uber



▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Although an increase on 2016, only one in five would feel safe hitch hiking while three in four would feel safe car-pooling

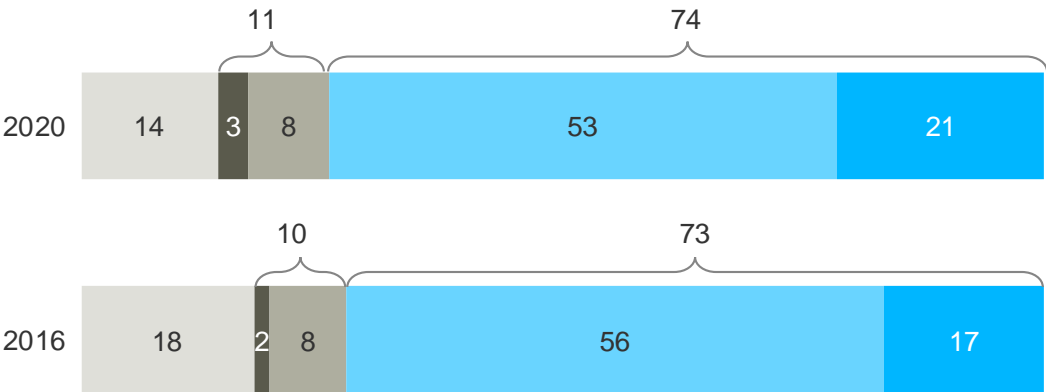


## Feeling of safety around other travellers (% among Total NZ)

Note: This question is not in relation to COVID-19

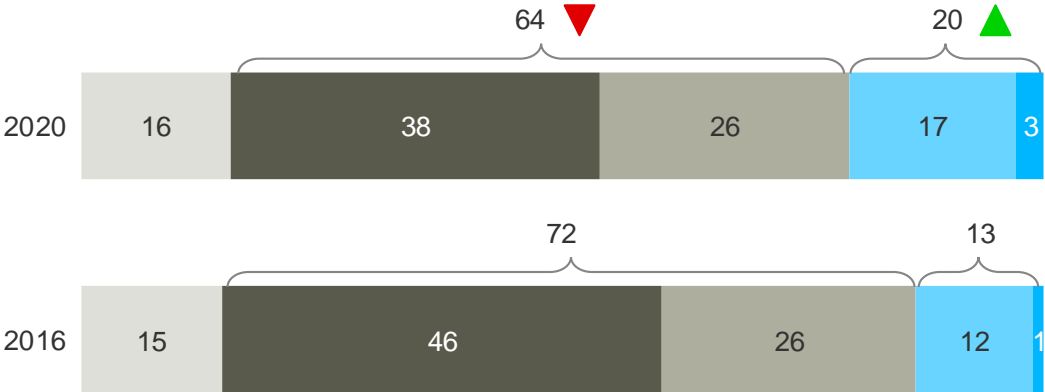
■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe

### Car-pooling



### Hitch hiking

■ Don't know / Not applicable ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe

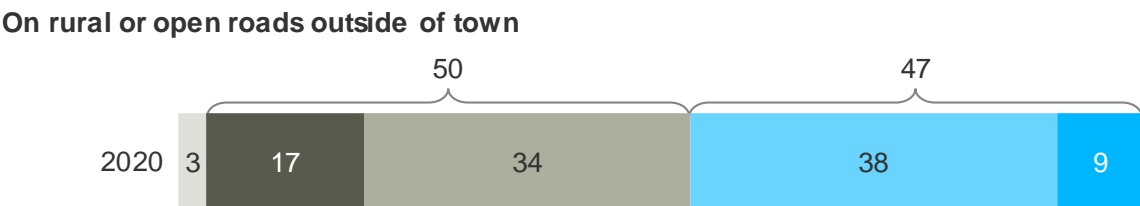
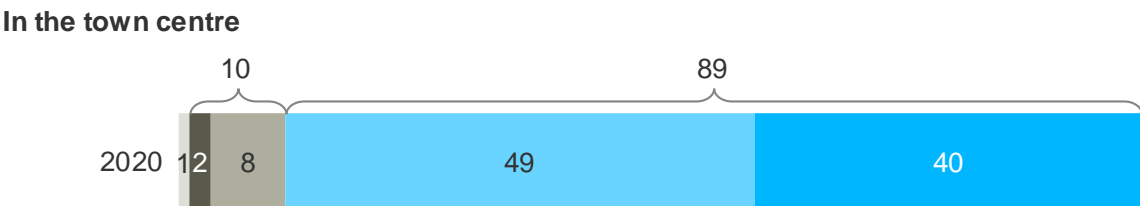
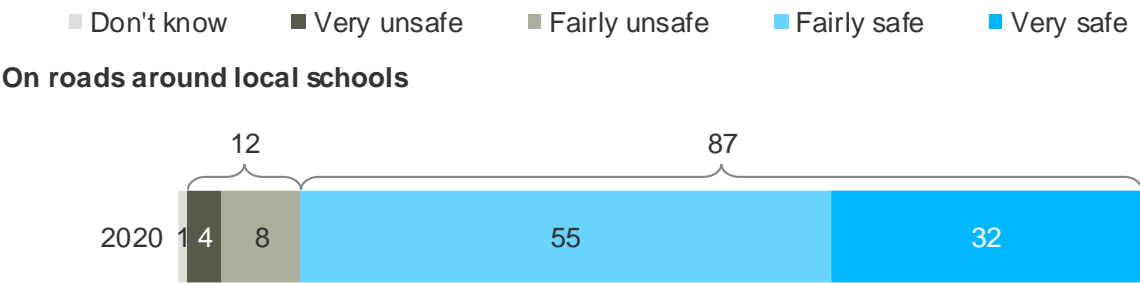
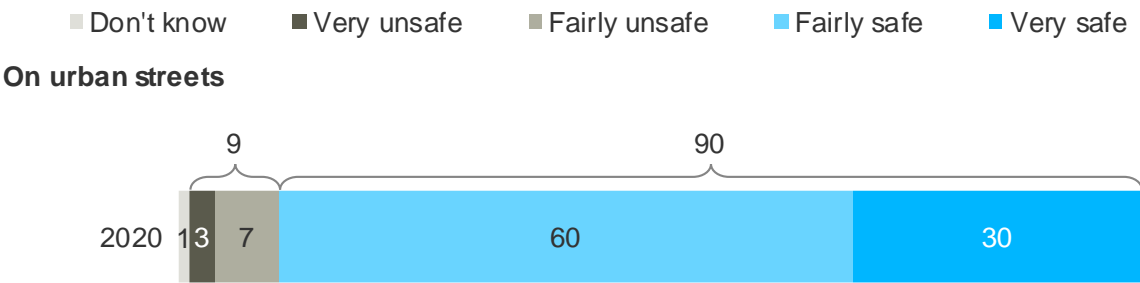


▲ = Significantly higher than 2016 at 95% CL  
▼ = Significantly lower than 2016 at 95% CL

# Views are mixed towards the safety of rural or open roads for pedestrians with as many considering them to be unsafe (at 50%) as safe (at 47%)



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



Those with a motorcycle or heavy vehicle licence are more likely to think rural roads are unsafe for pedestrians:

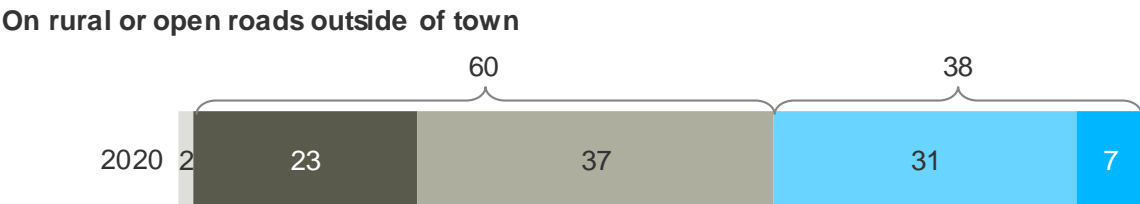
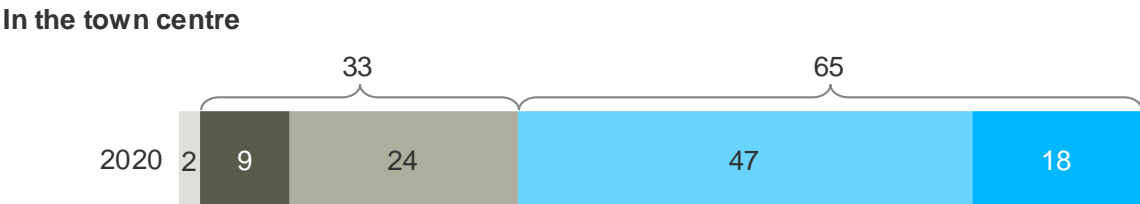
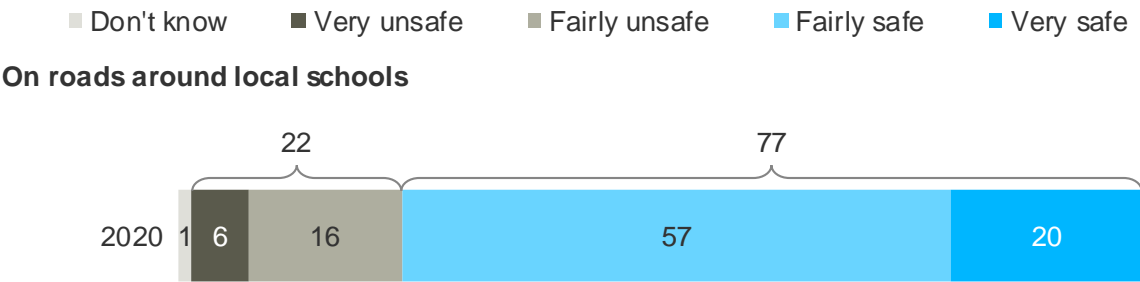
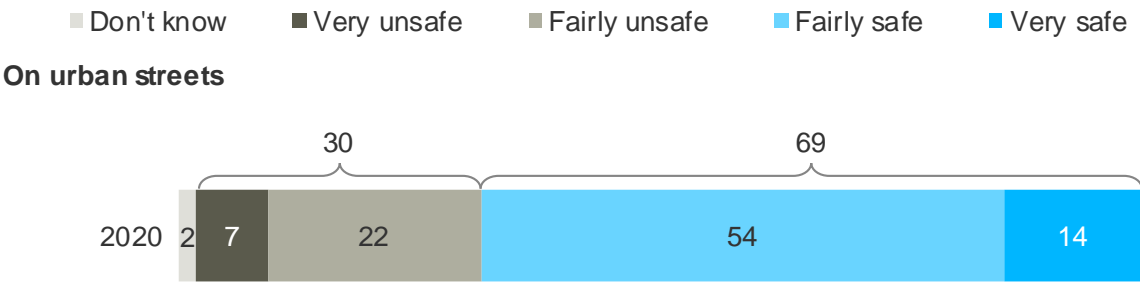
- ▲ 60% Motorcycle
- ▲ 67% Heavy vehicle



# Roads around local schools are viewed to be slightly safer for cyclists than either urban streets or town centres while only two in five think rural roads are safe for cycling



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



Those with a motorcycle or heavy vehicle licence are more likely to think rural roads are unsafe for cyclists:

- ▲ 72% Motorcycle
- ▲ 73% Heavy vehicle

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Attitudes towards Vision  
Zero

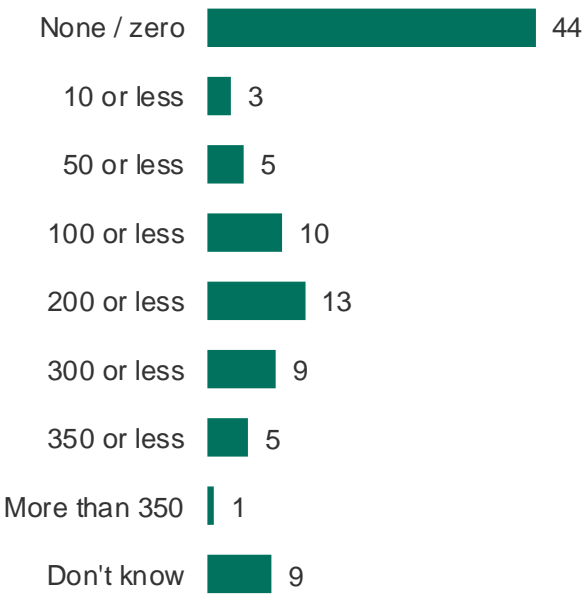
# More than two in five New Zealanders (44%) think that zero deaths from road crashes are acceptable next year



Acceptable number of deaths from road crashes next year  
(% among Total NZ)

Respondents were informed that around 350 people are killed each year on New Zealand roads.

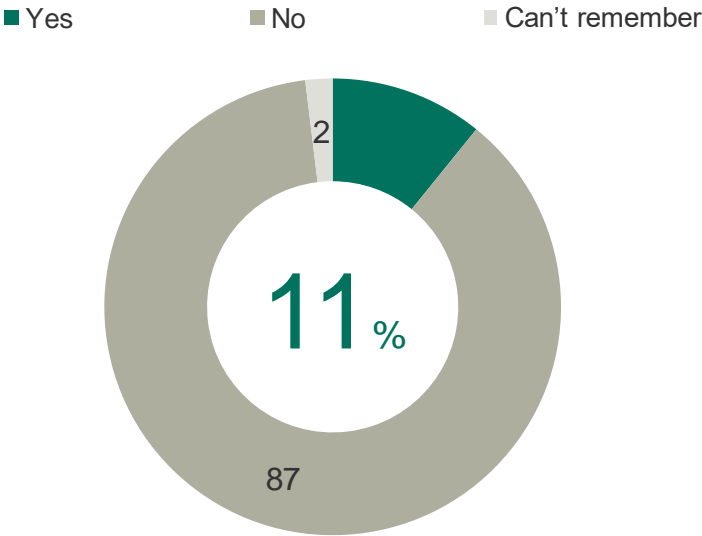
They were then asked what they would consider to be an acceptable number of deaths from road crashes next year.



# There is low awareness of the Vision Zero approach to road safety currently at 11%



Heard or read about the Vision Zero approach to road safety  
(% among Total NZ)



# Twice as many think it is unlikely (50%) as likely (24%) that no road deaths can be achieved by the year 2050



Likelihood of New Zealand having no road deaths by the year 2050  
(% among Total NZ)

■ Don't know ■ Very unlikely ■ Quite unlikely ■ 50:50% ■ Quite likely ■ Very likely



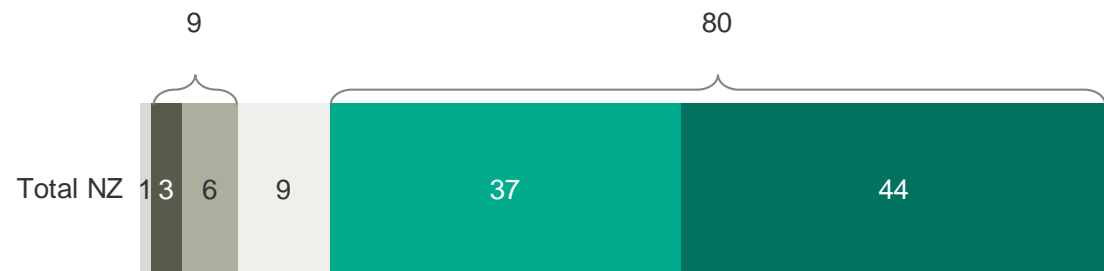
# Four in five New Zealanders support compulsory roadside testing of drivers for drug use and being opposed by one in ten



Support for potential Vision Zero safety initiatives  
(% among Total NZ)

Don't know Strongly oppose Oppose Neutral Support Strongly support

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



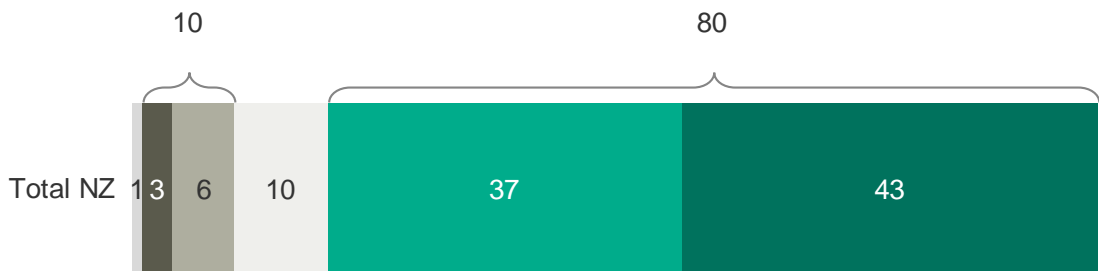
# Much higher fines for using a mobile phone while driving are supported by four in five New Zealanders and opposed by one in ten



Support for potential Vision Zero safety initiatives  
(% among Total NZ)

Don't know Strongly oppose Oppose Neutral Support Strongly support

Much higher fines for using a mobile phone while driving



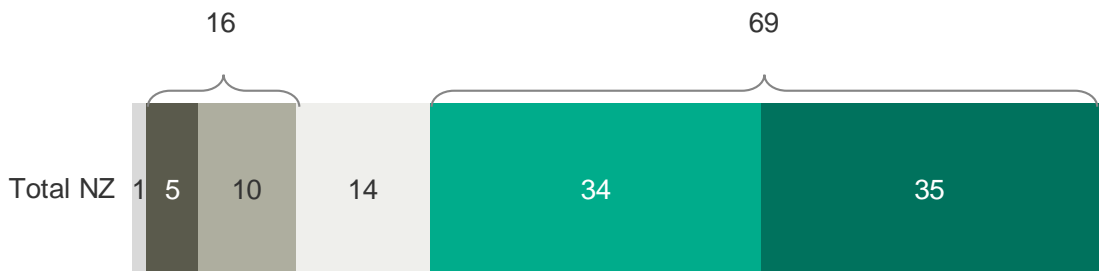
# Increased installation of wire rope median barriers on rural roads is supported by 69% and opposed by 16% with opposition higher among those with a motorcycle or heavy vehicle licence



Support for potential Vision Zero safety initiatives  
(% among Total NZ)

■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support

Increased installation of wire rope median barriers on rural roads, which prevent vehicles from crossing the centre-line



Those with a motorcycle or heavy vehicle licence are more likely to oppose this initiative:

- ▲ 25% Motorcycle
- ▲ 31% Heavy vehicle



# The requirement of additional safety features or higher star safety ratings in new cars is supported by three in five New Zealanders and opposed by 15%



Support for potential Vision Zero safety initiatives  
(% among Total NZ)

■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support

Requiring additional safety features or higher star safety ratings in new cars, which could make them more expensive



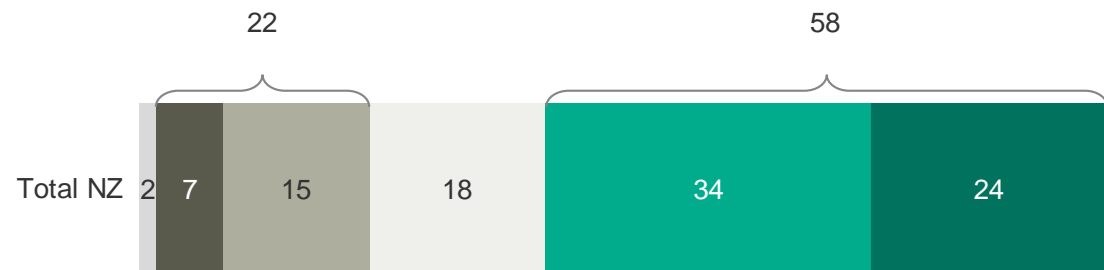
# Three in five New Zealanders support 30km/h speed limits in urban centres while 22% oppose this



## Support for potential Vision Zero safety initiatives (% among Total NZ)

■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support

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



Note: Speed limit reductions were introduced in Auckland on the 30<sup>th</sup> June towards the end of the fieldwork for the survey which was conducted from 6<sup>th</sup> May to 14<sup>th</sup> July 2020. Wellington speed limit reductions were introduced on the 19<sup>th</sup> July and after fieldwork was completed