













KANTAR PUBLIC

Public Attitudes to Road Safety 2021

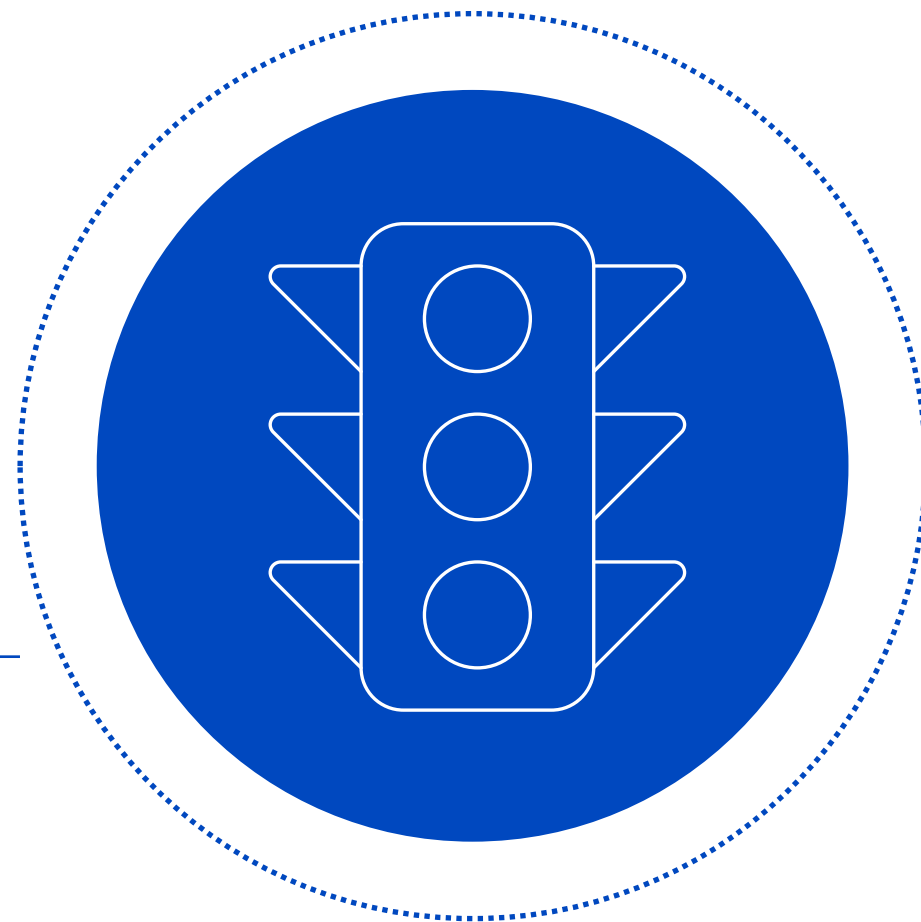
Report
Provided: October 2021



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1 Background



Waka Kotahi NZ Transport Agency has a key role in delivering the road safety strategy for New Zealand. As such it requires a comprehensive survey programme focused on providing insights into public attitudes and behaviours on road safety issues.

Waka Kotahi NZ Transport Agency has a key role in delivering the road safety strategy for New Zealand, known as the 'Road to Zero'. This strategy is led by 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 deaths 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.

Waka Kotahi requires a comprehensive survey programme focused on road safety which provides deeper insights into public attitudes to road safety issues and behaviours. The survey enables measurement and monitoring of the appropriate Road to Zero indicators.











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

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

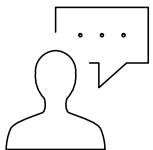
The Ministry of Transport conducted an annual survey of public attitudes to road safety until 2016. In 2020, Kantar Public were commissioned to provide a new Waka Kotahi survey. MoT's Public Attitudes to Road Safety Survey was used as the foundation for the new survey programme while making appropriate changes to match its current requirements.

This report includes the 2021 results for the Waka Kotahi survey and trend information from 2020 and, as relevant, from MoT's Public Attitudes to Road Safety Survey.

The objective of the research is to gather public attitudes and self reported behaviour on a range of road safety topics, and to measure specific Road to Zero indicators.

Road Safety topics	Road To Zero (RTZ) Indicators
 General attitudes to road safety and enforcement	% of the general public who agree that they are likely to get caught for undertaking risky behaviours
 Speed and speed enforcement	% of the general public who understand the risk associated with driving speed % of the general public who agree that they are likely to get caught when driving over the posted speed limit % of the general public who agree that safety cameras are an important intervention to reduce the number of road deaths
 Alcohol-impaired driving and enforcement	% of drivers impaired by alcohol
 Drug-impaired driving and enforcement	% of drivers impaired by drugs
 Seat belts	% of car occupants using a seatbelt or child restraint
 Fatigue	-
 Driver distraction	% of drivers using hand-held mobile phones while driving
 Car safety	% of drivers who know the star safety rating of their car % of drivers who think it is important for their car to have a high safety rating
 Personal safety, walking and cycling	Perceived safety of walking (by rural, urban, urban centres, and around schools) Perceived safety of cycling (by rural, urban, urban centres, and around schools)
 Attitudes towards Road to Zero	% of the general public who understand and support the Vision Zero approach % of the general public who 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 interviews of 35 minutes duration.

Due to COVID-19 restrictions, the new Waka Kotahi survey was conducted using computer assisted telephone interviewing (CATI) in 2020.

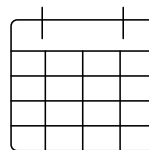
The 2020 survey was divided into two streams; Stream A and Stream B, with 1,665 interviews per stream (3,330 in total).

In 2021, a single combined survey of 1,665 interviews was conducted using CATI. The survey is based on the questions within the Stream A and Stream B surveys from 2020. To help manage duration, a rotation has been set up within the questionnaire for some questions to be asked in alternate years.

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



In 2020, a draft questionnaire was provided by Waka Kotahi which was converted by Kantar Public into a format suitable for CATI. Cognitive testing of the re-formatted survey was undertaken by Kantar Public to check for question wording and clarity. A final questionnaire was developed based on recommendations from the testing.



Fieldwork timing (2021):

- Piloting phase: 29th June 2021 to 27th July 2021
- Main fieldwork: 28th July 2021 to 19th September 2021

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 100 interviews per region.

Broad target quotas were placed for gender and age.

In 2020, the average interview duration was 20 minutes for Stream A and 22 minute for Stream B. The response rate for each stream was around 25%.

In 2021, the average interview duration was 25 to 30 minutes and the response rate was 15%.



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

		2021	
		Un-weighted	Weighted
Gender	Male	49%	49%
	Female	51%	51%
	Another gender	<0.5%	<0.5%
Age	16 to 19 years	6%	7%
	20 to 29 years	16%	18%
	30 to 39 years	16%	16%
	40 to 49 years	18%	16%
	50 to 59 years	15%	16%
	60 plus years	28%	26%
Ethnicity	NZ European / European	79%	70%
	Māori	12%	14%
	Pacific peoples	3%	7%
	Asian	10%	15%
	Other	1%	1%
	Prefer not to answer	1%	1%
Base		1,670	

		2021	
		Un-weighted	Weighted
Occupation	White collar	44%	46%
	Blue collar	25%	24%
	Domestic / household	4%	4%
	Retired	15%	13%
	Unemployed	3%	4%
	Student	8%	9%
	Other	<0.5%	1%
Personal income (\$000s)	Prefer not to answer	<0.5%	<0.5%
	Under \$20	16%	16%
	\$20 - \$40	18%	16%
	\$40 - \$60	18%	18%
	\$60 - \$80	17%	18%
	\$80 - \$100	11%	11%
	Over \$100	14%	15%
Base		1,670	

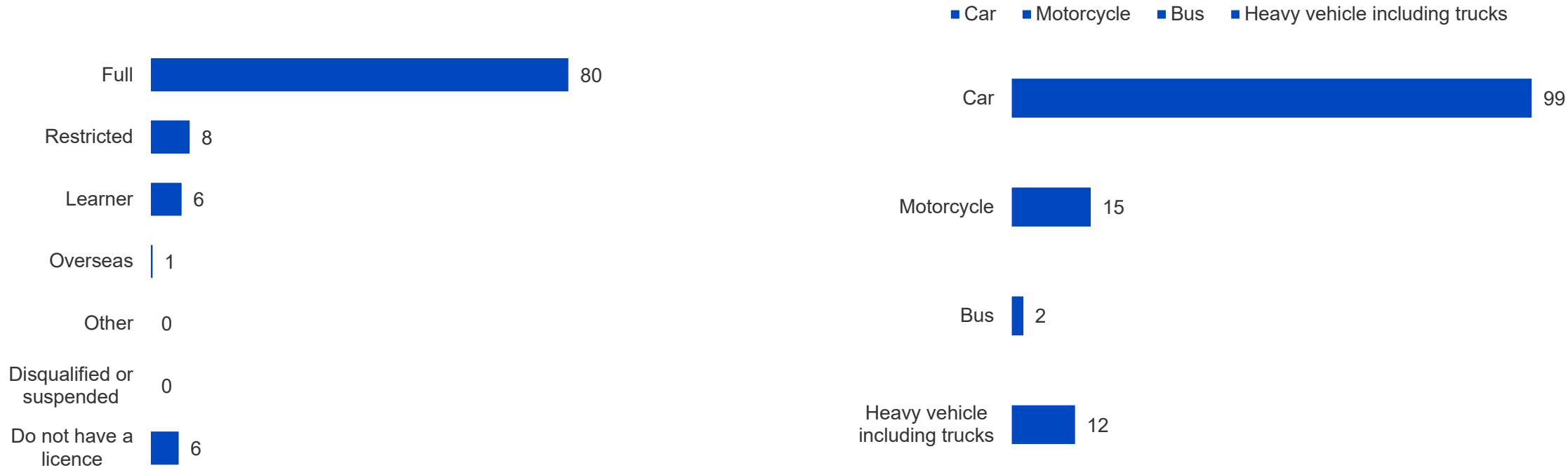
Respondent profile – 2 of 2

		2021				2021	
		Unweighted	Weighted			Unweighted	Weighted
Region	Northland	6%	4%	Area reside	A central city area	10%	12%
	Auckland	19%	33%		A suburban area	41%	48%
	Waikato	6%	10%		A town	19%	17%
	Bay of Plenty	6%	6%		Rural area (within 5 km of a town)	12%	10%
	Gisborne	6%	1%		Rural area (> 5 km from a town)	18%	14%
	Hawke’s Bay	6%	3%		Not certain	<0.5%	<0.5%
	Taranaki	6%	2%	Base			
	Manawatu-Whanganui	6%	5%				
	Wellington	7%	11%				
	Marlborough	1%	1%				
	Nelson	2%	1%				
	Tasman	2%	1%				
	West Coast	6%	1%				
	Canterbury	8%	13%				
	Otago	6%	5%				
	Southland	6%	2%				
Base		1,670					

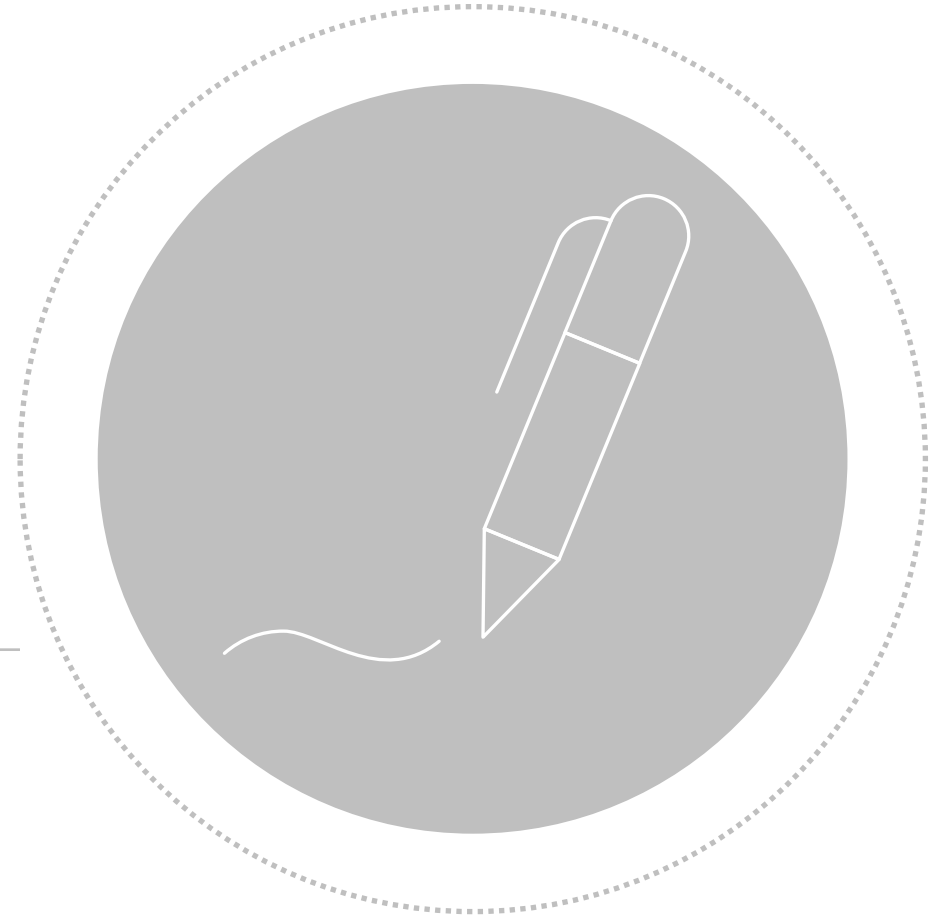
94% of respondents had a driver's licence, including a mix of motorcycle, bus and heavy vehicle licences.

Licence type
(% among Total NZ, 2021)

Type of vehicle that licence is for
(% those with a driver's licence, 2021)



2 Detailed summary



Key insights



The majority of New Zealanders continue to believe roads are generally safe to drive on. Public sentiment remains in favour of not changing the penalties for breaking road safety laws. Views are divided between retaining the status quo for the amount of publicity and advertising about road safety, and increasing it.



New Zealanders think existing speed limits, both on the open road and in urban areas, are about right. Three in four, however, support lower speed limits (< 40km/h) around schools in urban areas. Many New Zealanders think that help reduce road deaths, but views are mixed over the risk of safety cameras being caught speeding, and the severity of speeding penalties. Although the majority expect to be ticketed at 115km/h if driving past a police officer, only one in two think this is likely at 110km/h.



Fewer New Zealanders report having been stopped at an alcohol checkpoint than prior to 2020. The perceived risk of being caught drinking and driving continues to decline, being highest in a large city. Despite this, claims of driving after drinking remain at relatively low levels, and only 3% would be comfortable having more than two standard drinks an hour before driving.



Five percent of New Zealanders claim to have driven while affected by either prescription drugs or other drugs in the past 12 months, while 3% claim to have driven within a hour of using cannabis. More New Zealanders think it is unlikely to be tested for drugs at a Police checkpoint than think it is likely.



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



One in four 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 claim to be at least fairly likely to pull over and nap if drowsy while driving, around a third are unlikely to.



Claimed use of hands-free phone calling continues to slowly increase. There has also been a claimed increase in hand-held phone calling, and texting while driving, although remaining lower than 2016 levels. Few drivers overall claim to check or reply to social media, but this is more common among under 30s.



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



More New Zealanders believe that cycling in urban areas is safe than unsafe. Safety perceptions are slightly higher for roads around local schools than for urban streets or town centres. Rural roads are more commonly viewed as unsafe, with only one third considering them at least fairly safe for cyclists.



Awareness of Road to Zero is low and, although many New Zealanders think that zero deaths are acceptable, fewer than one in five think it is possible to achieve this by 2050. The majority support a range of potential safety initiatives including roadside drug testing, higher fines for mobile phone usage, and increased installation of wire rope median barriers on rural roads.

Summary – 1 of 5



The majority of New Zealanders continue to believe roads are generally safe to drive on. Public sentiment remains in favour of not changing the penalties for breaking road safety laws. Views are divided between retaining the status quo for the amount of publicity and advertising, and increasing it.

General attitudes to road safety and enforcement

- Four in five New Zealanders consider New Zealand roads to be at least fairly safe to travel on, a similar level to previous years. Slightly fewer than one in five, however, consider them to be very safe.
- 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, road surface / quality, road maintenance, and the weather.
- Few New Zealanders think the penalties for breaking road safety laws should be decreased. Although three in ten think that the penalties should be increased, public sentiment overall continues to remain in favour of keeping penalties the same (62% support).
- More New Zealanders think that the amount of publicity and advertising about road safety should be increased than in 2020. Views are currently evenly divided between thinking the amount should be increased (49%) as remain at the same level (48%).
- Perceptions that it is likely for a person who breaks a traffic law, other than drink driving or speeding, to be stopped by the Police have declined further. Currently more New Zealanders think it is unlikely for a person to be stopped (44%) than think it is likely (27%).



New Zealanders think existing speed limits, both on the open road and in urban areas, are about right. Three in four, however, support lower speed limits (< 40km/h) around schools in urban areas.

Attitudes towards speeding and enforcement (1 of 2)

- Views towards driving 'fast' along the open road continue to fluctuate, and just over one in three surveyed New Zealanders enjoy driving fast.
- The speeds that define speeding on the open roads and motorways with a speed limit of 100km/h remain similar to 2020. One in two consider 105km/h or lower to be speeding. Just over one in three (35%) consider between 106km/h to 110km/h to define speeding, while 14% do not consider it speeding until over 110km/h.
- 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. However, although lower than in 2020, almost one in four New Zealanders (23%) believe there is not much chance of a crash if you are careful when you speed.
- Similar to previous years, the majority of New Zealanders continue to think the 100km/h speed limit on the open road is at the right level. Just under one in five (17%) think the speed limit should be raised and 7% think it should be lowered.
- The majority also think that the 50km/h speed limit in towns and cities should be left as it is. There is some support (12%) for the speed limit to be lowered, while a minority (6%) think it should be raised.
- Most agree that the speed limit around schools in urban areas should be less than 50km/h. Those suggesting 20km/h or 30km/h has increased from 68% in 2020 to 74% in 2021.

Summary – 2 of 5



Many New Zealanders think that safety cameras help reduce road deaths, but views are mixed over the risk of being caught speeding, and the severity of speeding penalties. Although the majority expect to be ticketed at 115km/h if driving past a police officer, only one in two think this is likely at 110km/h.

Attitudes towards speeding and enforcement (2 of 2)

- Twice as many New Zealanders think that using safety cameras helps to reduce road deaths (60%) than disagree (28%). Disagreement is higher among those with a motorcycle licence (36%), or a heavy vehicle licence (42%).
- Views remain divided over whether the risk of being caught speeding is small, with almost as many believing the risk is small (40%) as believing it is large (45%).
- If you are caught, more New Zealanders think the speeding penalties are not very severe (44%) than think they are severe (32%).
- The perceived chance of getting a speeding ticket if driving over the speed limit past a police officer without a safety camera on the open road is lower than in 2020, but remains higher than in 2016 or earlier.
 - Only 15% think there is a high chance of a speeding ticket from a police officer at 105km/h, increasing to one in two at 110km/h. The majority think there's a high chance of getting a speeding ticket at 115km/h or higher.
- Consistent with 2020, one in three New Zealanders claim to often or almost always see safety cameras on the roads they normally use.
- Seventeen percent of drivers admit to having personally received a speeding ticket within the last 12 months, being equally from safety cameras (9%) and police officers (9%).



Fewer New Zealanders report having been stopped at an alcohol checkpoint than prior to 2020. The perceived risk of being caught drinking and driving continues to decline. However, despite this, claims of driving after drinking remain at relatively low levels, and only 3% would be comfortable having more than two standard drinks an hour before driving.

Alcohol-impaired driving and enforcement

- Very few drivers (3%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Just over one in two (56%) are comfortable having one or two drinks. One in four (25%) don't drink any alcohol if they are driving, and 15% don't drink alcohol at all.
- Twelve percent of drivers claim to have driven at least once while slightly intoxicated in the past 12 months. This is the same level as 2020, and remains lower than in 2016 (at 18%).
- 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, similar to 2020 but lower than previous years.
- Currently more New Zealanders think that the risk of being caught drinking and driving is small (51%) than think it is large (37%).
- Views are mixed over whether there is a good chance of being stopped at an alcohol checkpoint if driving late at night, with slightly more disagreeing (47%) than agreeing (41%).
- The perceived likelihood for someone to be stopped and breath tested if driving after drinking remains higher for in a large city (53%) than on a major highway (28%) or on a rural road (12%). Likelihood levels are, however, lower than in 2020 for all.
- Just over one in two (56%) think that the penalties for drinking and driving are not very severe even if you are caught, which is higher than in 2020 (47%).
- Views are currently mixed over the effectiveness of our drink-driving laws in reducing road deaths. Around half (52%) think they are at least quite effective, while 45% do not consider them to be effective. Few (8%), however, think they are 'very' effective.

Summary – 3 of 5



Five percent of New Zealanders claim to have driven while affected by either prescription drugs or other drugs in the past 12 months, while 3% claim to having driven within a hour of using cannabis. More New Zealanders think it is unlikely to be tested for drugs at a Police checkpoint than think it is likely.

Drug-impaired driving and enforcement

- Very few (5%) claim to have driven while affected by prescription / pharmacy drugs or other drugs in the past 12 months. The most common is having driven while affected by prescription or pharmacy drugs at 4%, with only 1% claiming to have driven while affected by other drugs.
- Reflective of 2020, 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. (Caution: low base size)
- The perceived likelihood of being tested for drugs at a Police checkpoint is lower than in 2020. Currently more New Zealanders think this is unlikely (45%) than think it is likely (32%).



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

Seatbelts

- Few New Zealanders (11%) 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.
- Almost all (97%) think that enforcing the use of seat belts helps to reduce road deaths, with 70% 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.
- 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 12% 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 4% 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. Just under one in ten (8%) however were not restrained at all when last driven.

Summary – 4 of 5



One in four 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 claim to be at least fairly likely to pull over and nap if drowsy while driving, around a third are unlikely to.

Fatigue

- Consistent with previous years, just over 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 four drivers have had trouble staying awake on a long trip on at least one occasion in the last 12 months.
- Consistent to 2020, 35% of drivers claim to be very likely to pull over and have a short nap when drowsy and driving, and a further 20% are fairly likely to. Around one in three (35%) think they would be unlikely to pull over and nap.



Claimed use of hands-free phone calling continues to slowly increase. However, there has also been a claimed increase in hand-held phone calling, and texting while driving, although remaining lower than 2016 levels. Few drivers overall claim to check or reply to social media, but this is more common among under 30s.

Driver distraction

- Almost three in five drivers (57%) claim to have made hands-free phone calls while driving in the past month compared to one in two in 2020. Claimed use of hand-held phone calling is also slightly higher than in 2020 at one in five.
 - Hands-free phone calling is more common among 25 to 49 year olds, and white collar workers.
 - Hand-held phone calling has a slightly younger age skew, being more common among 20 to 39 year olds, and blue collar workers.
- There has been an increase in claimed texting while driving to 30%, although this is lower than in 2016 (at 38%). Texting while driving is more common among the under 50s, peaking at one in two among 25 to 29 year olds.
- Very few drivers overall (11%) claim to check or reply to social media while driving. This is higher among the under 30's at one in four.
- Similar to 2020, fewer than one in five drivers (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. Almost three in five consider this to be unlikely.

Summary – 5 of 5



Most drivers believe that car safety features can help make a difference in both avoiding a crash and preventing injuries. One in two know the star safety rating of their car, but 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 to both avoid a crash and prevent injuries in a crash. More than one in two believe that safety features make a large difference.
- One in two drivers know the star safety rating of the car they usually drive. Typically those who know the rating of their car report they drive a 4 or 5 star car.
- Consistent with 2020, three in four drivers think that it is least quite important that their car has a high star safety rating, and it is very important to two in five.



More New Zealanders believe that cycling in urban areas is safe than unsafe. Safety perceptions are slightly higher for roads around local schools than for urban streets or town centres. Rural roads are more commonly viewed as unsafe, with only one third considering them at least fairly safe for cyclists.

Safety of cycling

- Safety perceptions for cycling have decreased since 2020.
- Roads around local schools continue to be viewed as slightly safer for cycling (at 68%) than urban streets or town centres (63% and 61% respectively). All are more commonly viewed as 'fairly' rather than 'very' safe.
- Only one in three consider it to be at least fairly safe to cycle on rural or open roads outside of town, and few consider it to be very safe.



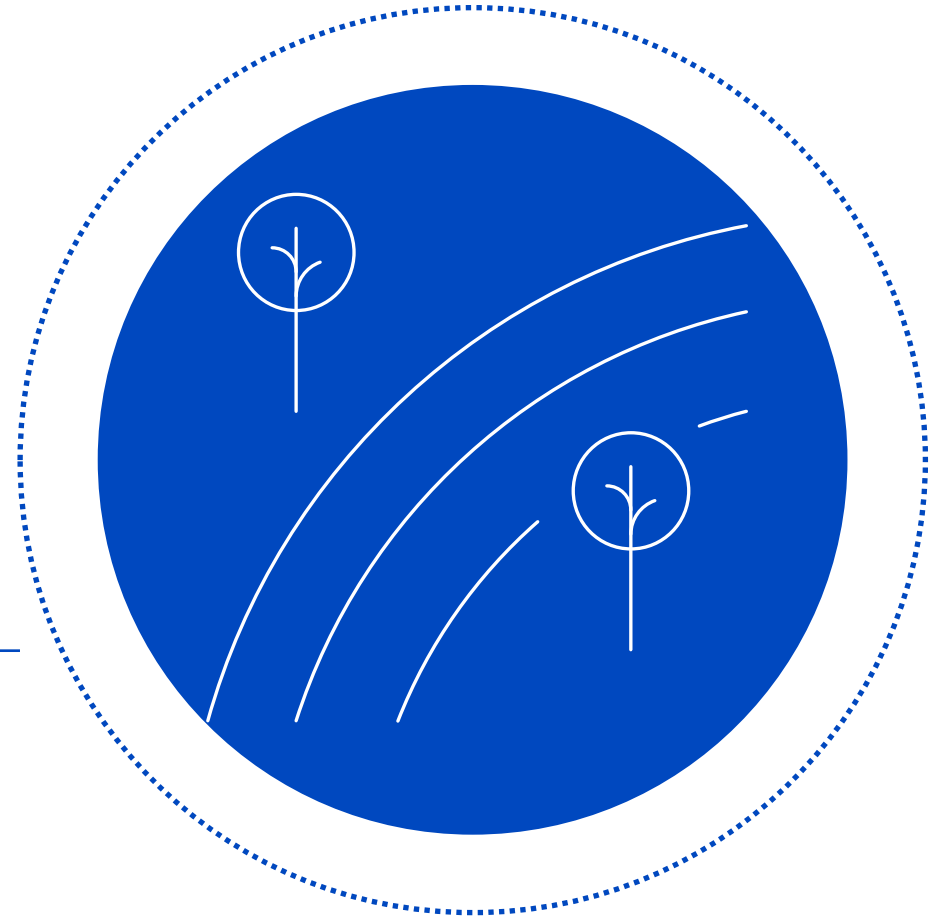
Awareness of Road to Zero is low, although many New Zealanders think that no deaths on our roads are acceptable, fewer than one in five think it is possible to achieve this by 2050. The majority support a range of potential safety initiatives including roadside drug testing, higher fines for mobile phone usage, and increased installation of wire rope median barriers on rural roads.

Road to Zero

- When asked the number of deaths they would consider to be acceptable from road crashes next year, almost half New Zealanders (47%) say that any deaths from road crashes are unacceptable. The remainder are either unsure or typically state lower than the 350 currently killed each year. (Note: To provide context, respondents were informed that around 350 people are killed each year on New Zealand roads.)
- Public awareness of Road to Zero is low at 15%.
- When asked whether they think it is possible for New Zealand to have no road deaths by 2050, fewer than one in five New Zealanders (16%) currently think it is likely and almost three in five (58%) think it is unlikely.
- The majority of New Zealanders support the potential Road to Zero safety initiatives presented within the survey.
 - Highest support is for compulsory roadside testing of drivers for drug use which could take up to 10 minutes, and for much higher fines for using a mobile phone while driving. Both initiatives are supported by 78%, 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 70% and opposed by 17%. Opposition is higher among those with a motorcycle or heavy vehicle licence however at one in three.
 - 30km/h speed limits in urban centres, which means collisions with pedestrian and cyclists are usually survivable, is supported by 64% and opposed by 19%.
 - The requirement for additional safety features in new cars, which could make them more expensive, is supported by 58% and opposed by 17%.

3

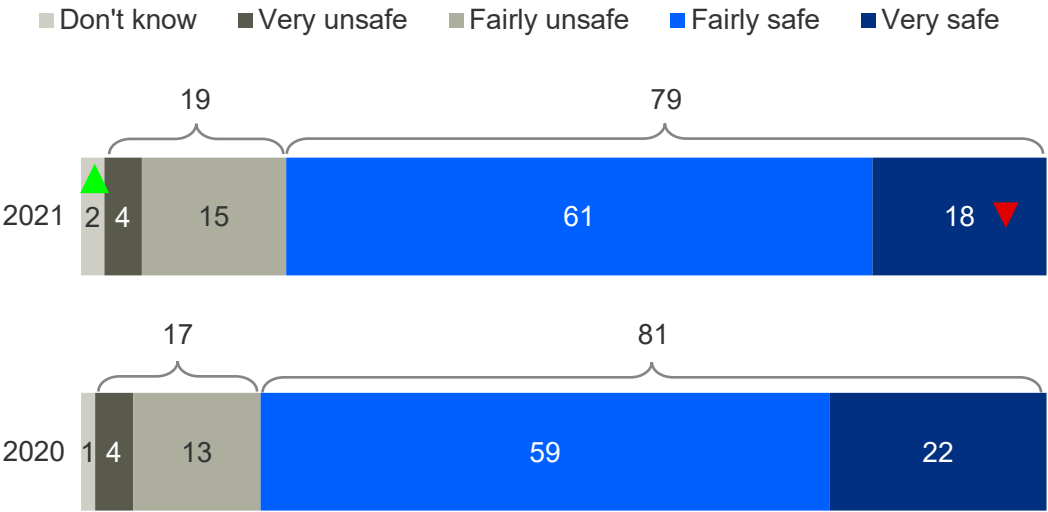
General attitudes to road safety and enforcement



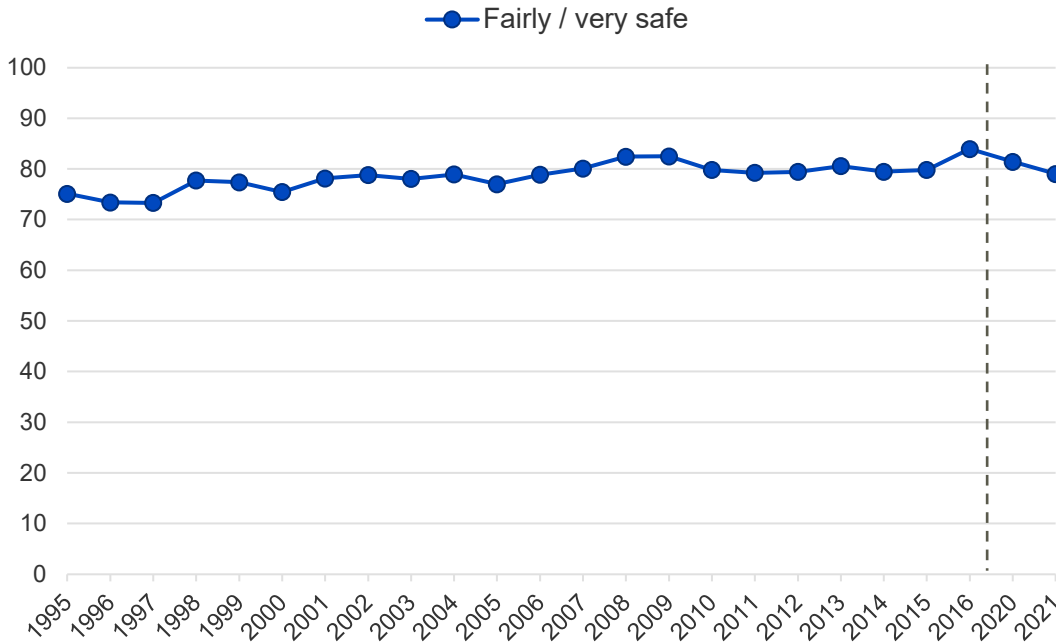
Four in five New Zealanders consider New Zealand roads to be at least fairly safe to travel on, a similar level to previous years. However, fewer than one in five consider them to be very safe. (Note: Change in question wording in 2020)



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



Safety of road travel – Over time

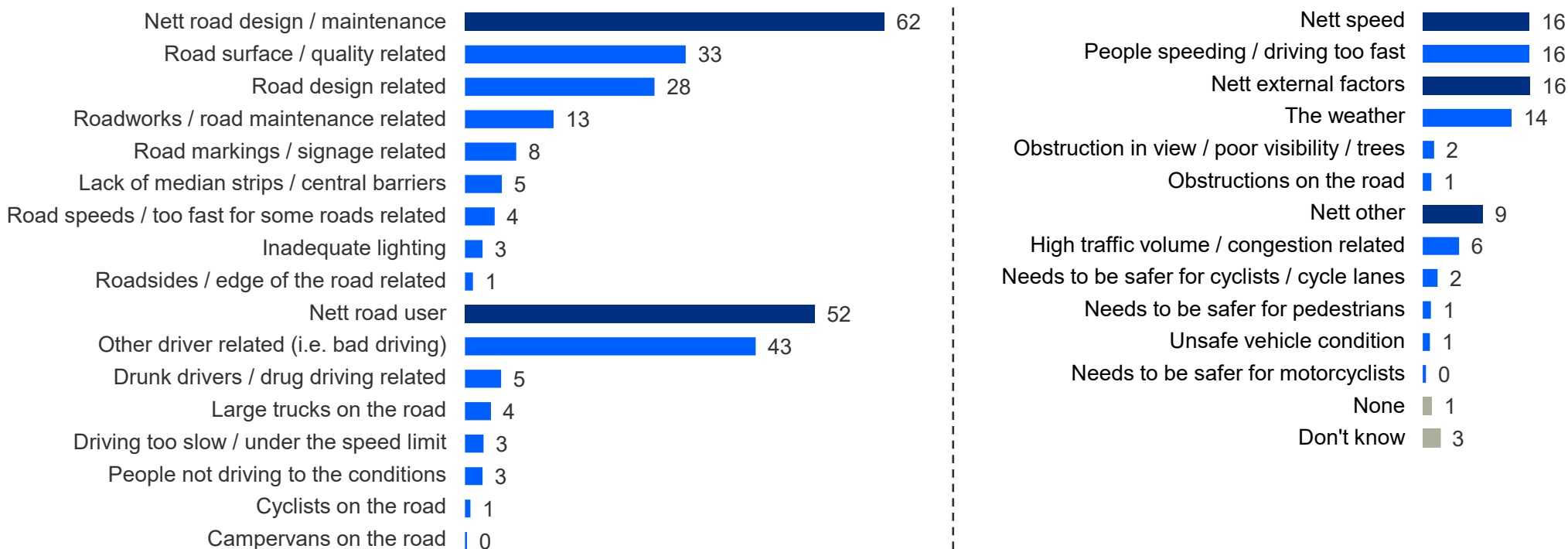


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

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



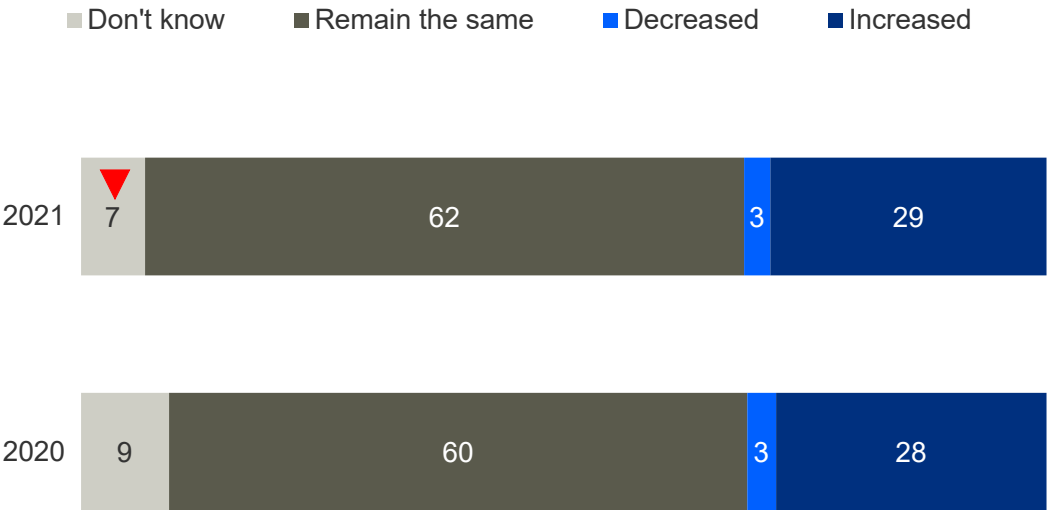
Things that can make travelling on New Zealand roads unsafe – unprompted, coded into general themes
(% among Total NZ)



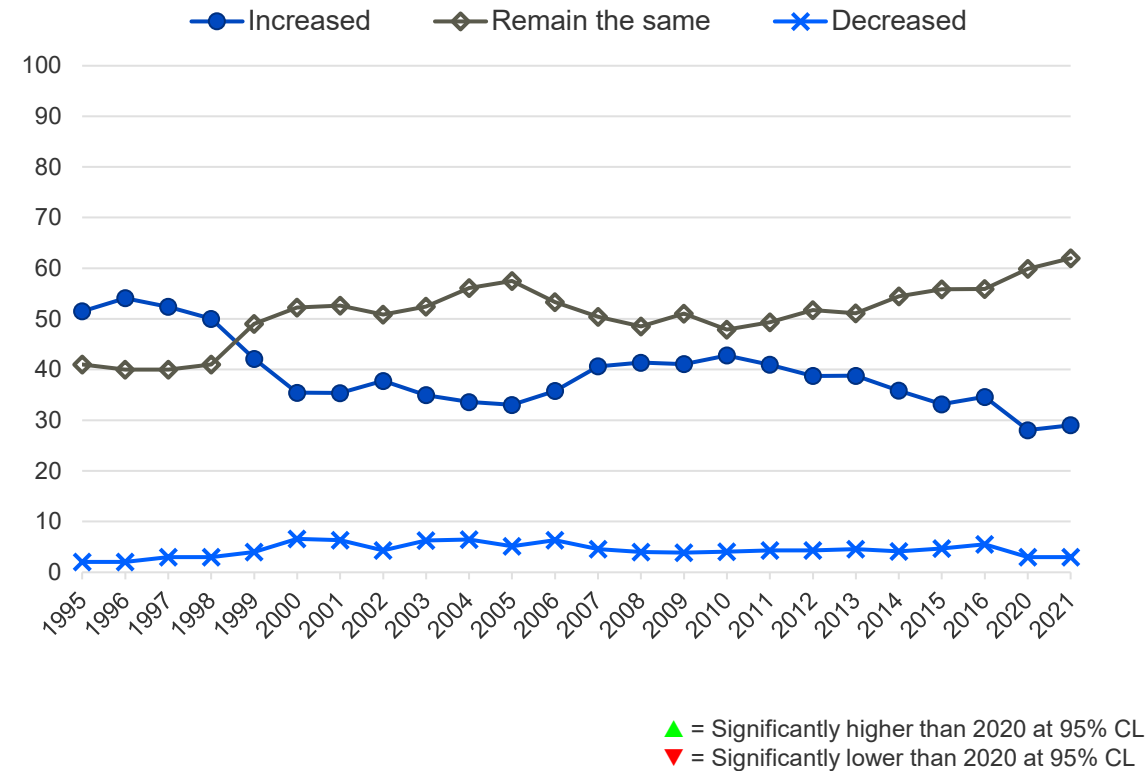
Although three in ten New Zealanders think that the penalties for breaking road safety laws should be increased, public sentiment overall remains in favour of keeping penalties the same (62% support).



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



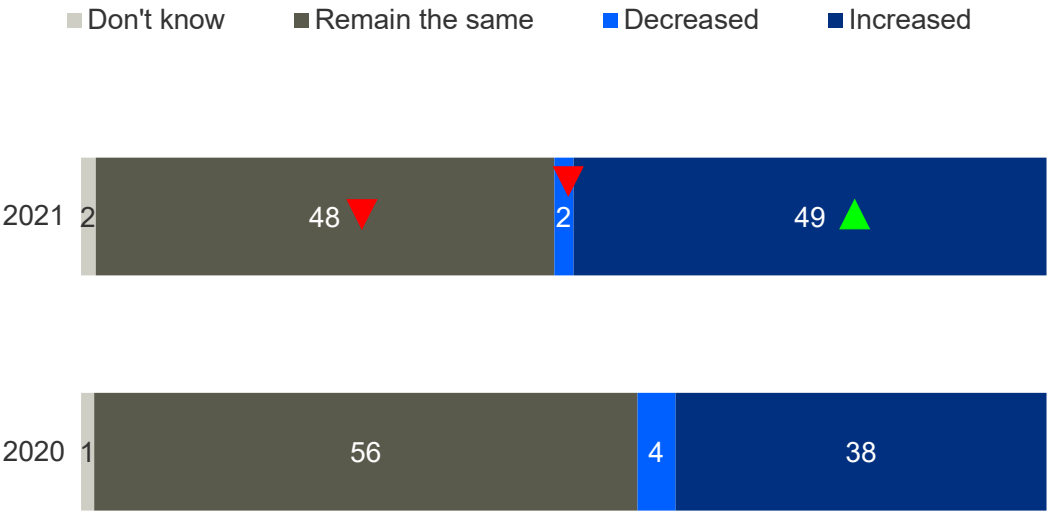
Penalties for breaking road safety laws should be... – Over time



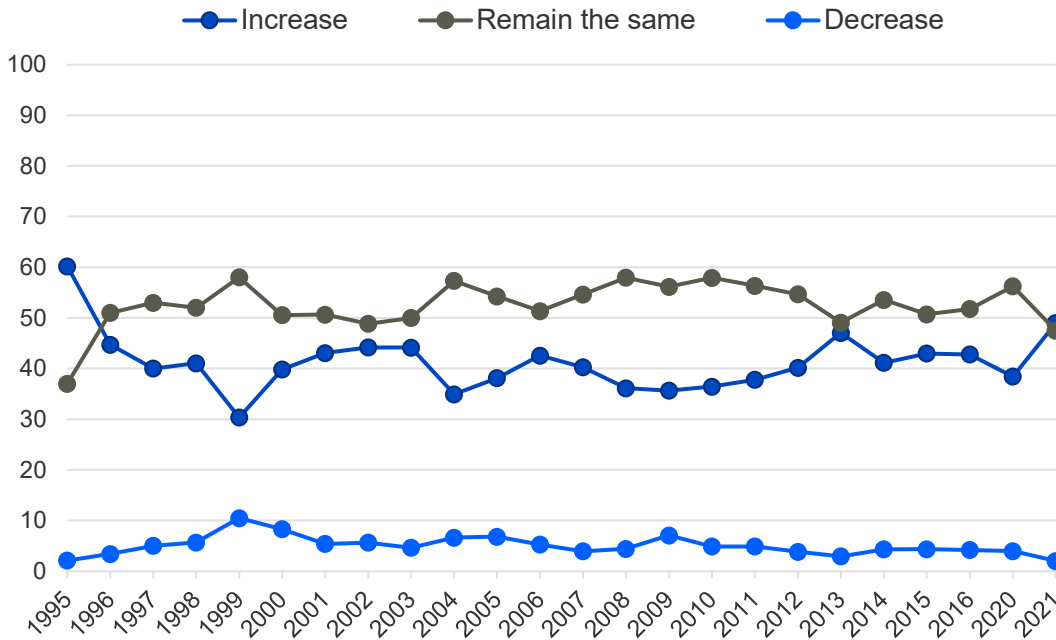
More New Zealanders think that the amount of publicity and advertising about road safety should be increased than in 2020. Views are currently evenly divided between thinking the amount should be increased (49%) as remain at the same level (48%).



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

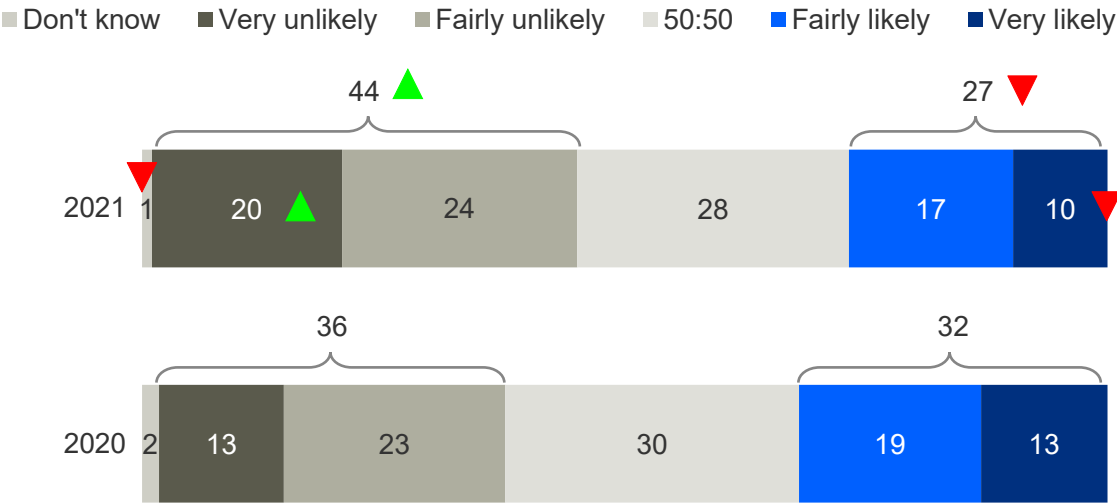


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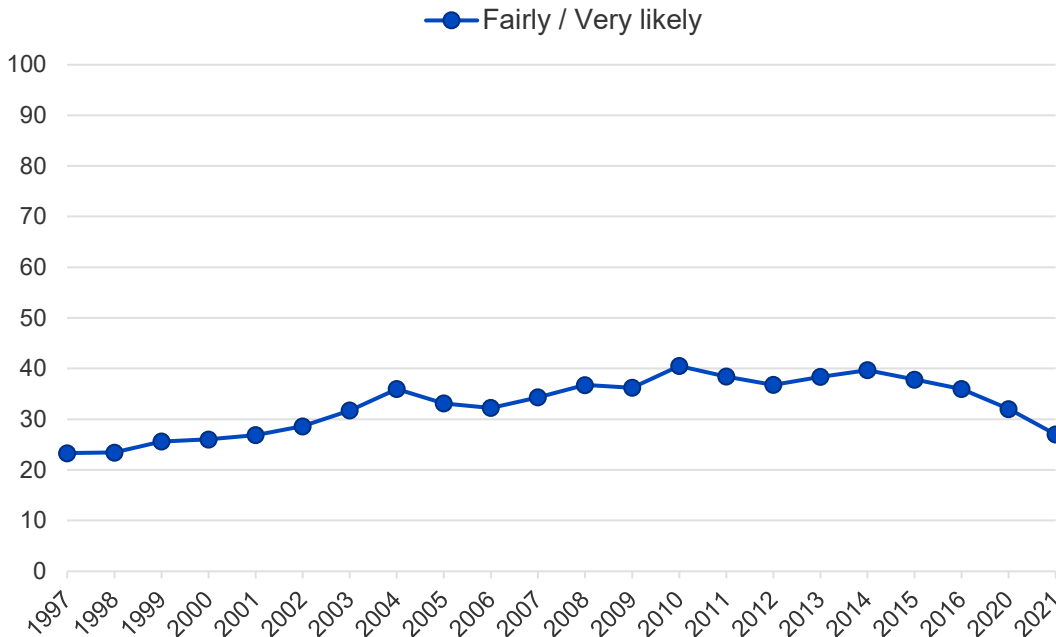
Currently more New Zealanders think it is unlikely (44%) for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police than think it is likely (27%).



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



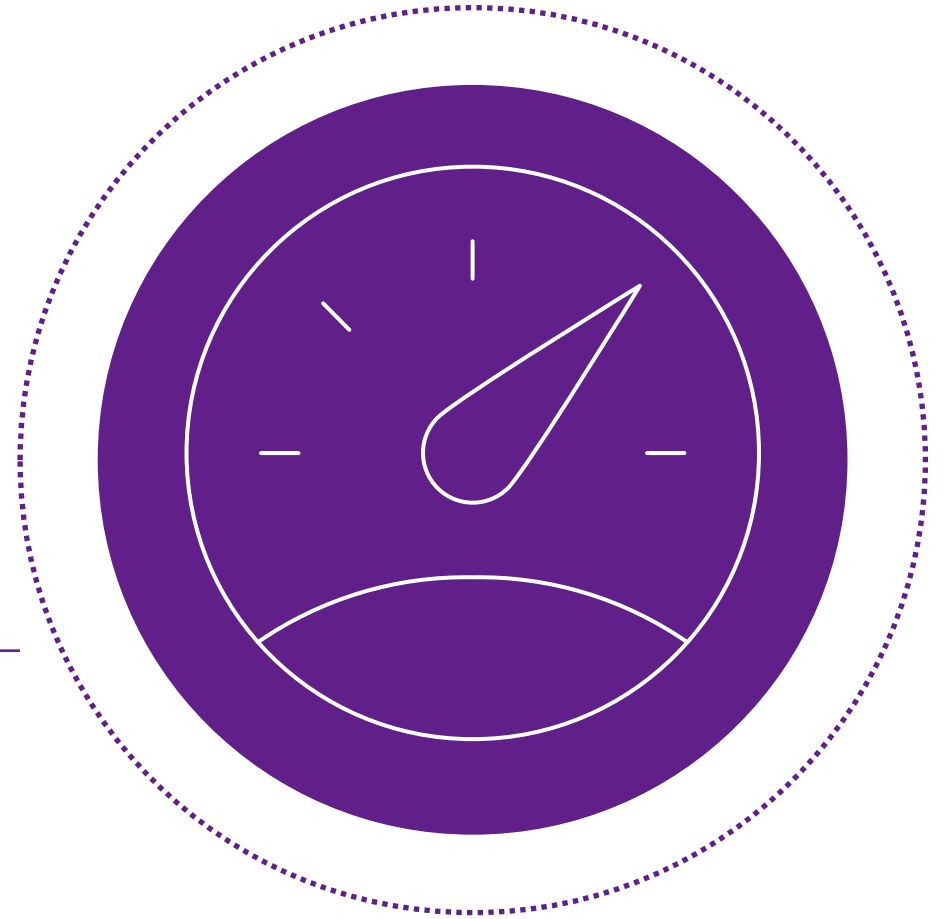
Likely to be stopped by the Police – Over time



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

4

Speed and speed enforcement

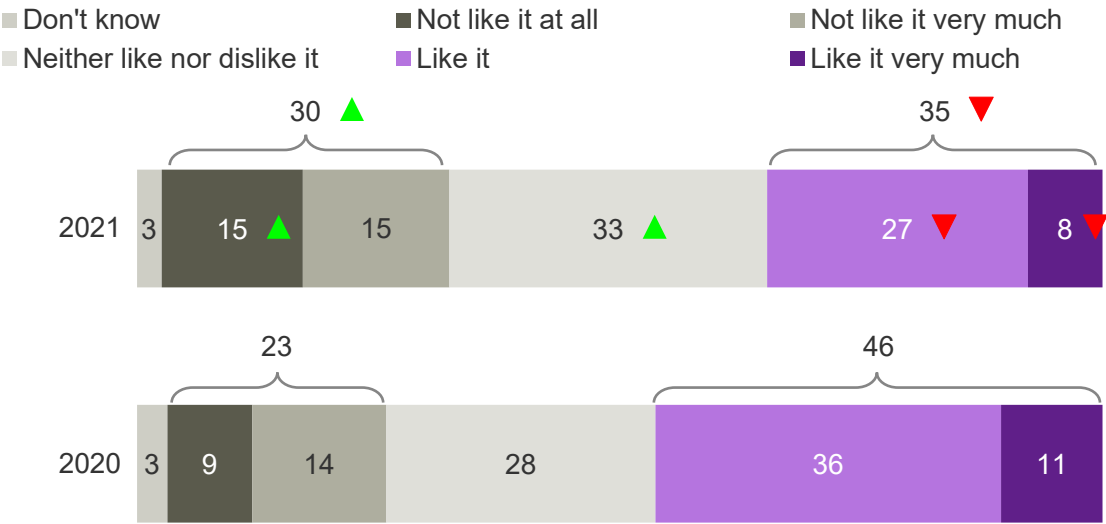


Views towards driving fast along the open road continue to fluctuate, and just over one in three surveyed New Zealanders enjoy driving fast.

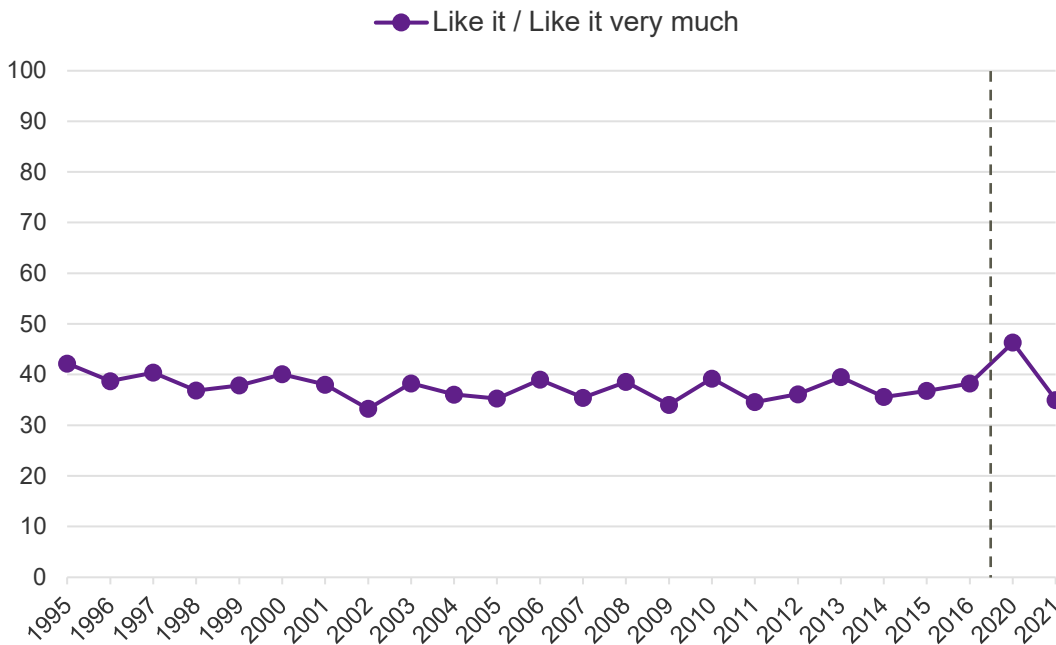
(Note: Change in question wording in 2020 to refer to speed rather than speeding)



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 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

The speeds that define speeding on the open road remain similar to 2020. One in two consider 105km/h or lower to be speeding, while 14% do not consider it speeding until over 110km/h.



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)



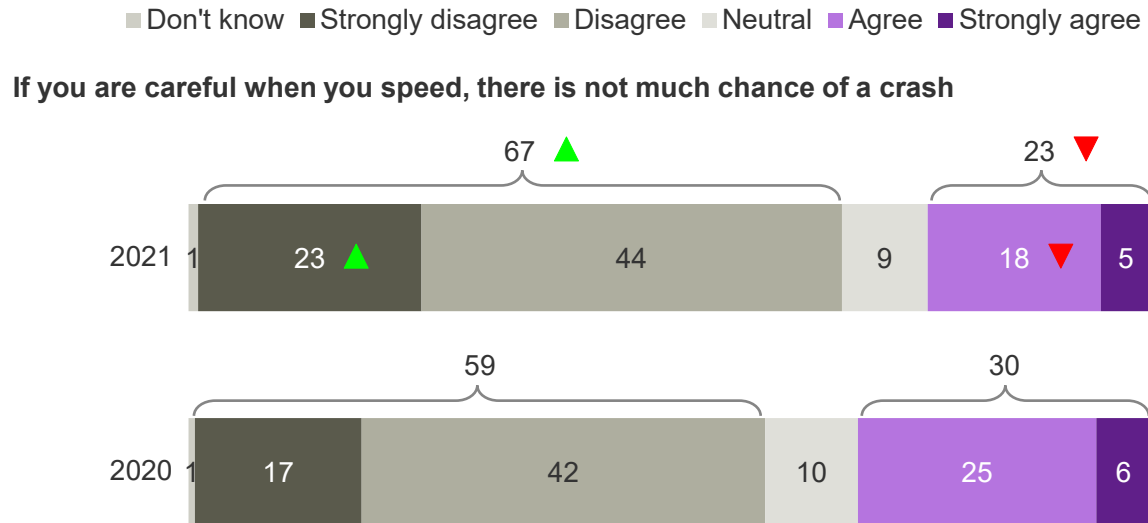
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Almost one in four New Zealanders (23%) believe there is not much chance of a crash if you are careful when you speed.

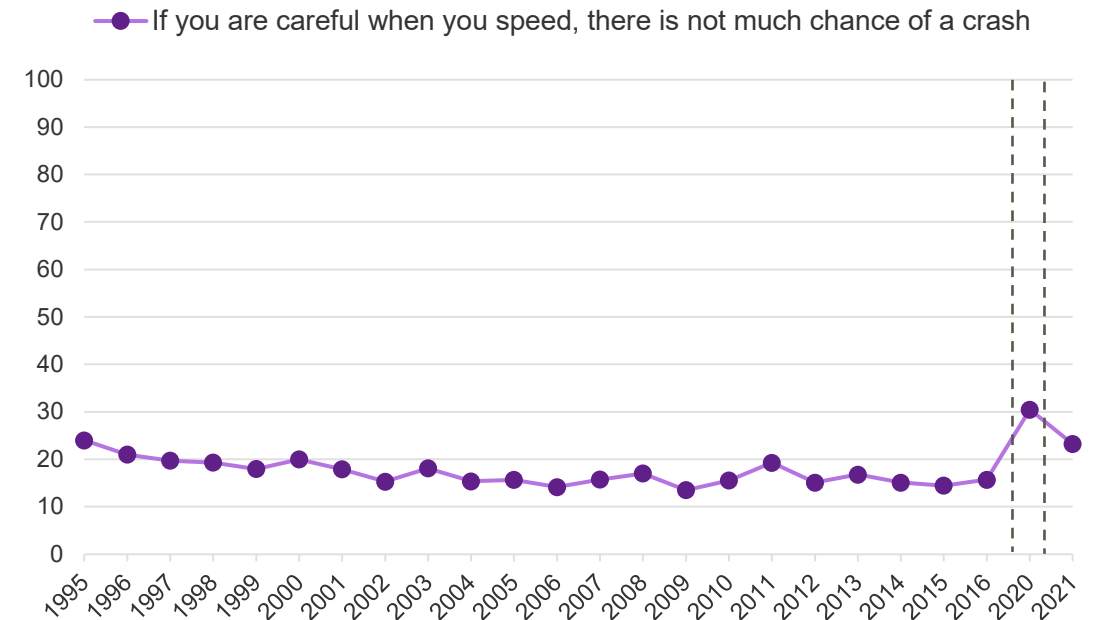
(Note: Change of question and statement wording in 2020, and change of statement wording in 2021)



Attitudes towards speeding and enforcement (% among Total NZ)



Agreement over time (% strongly agree / agree)

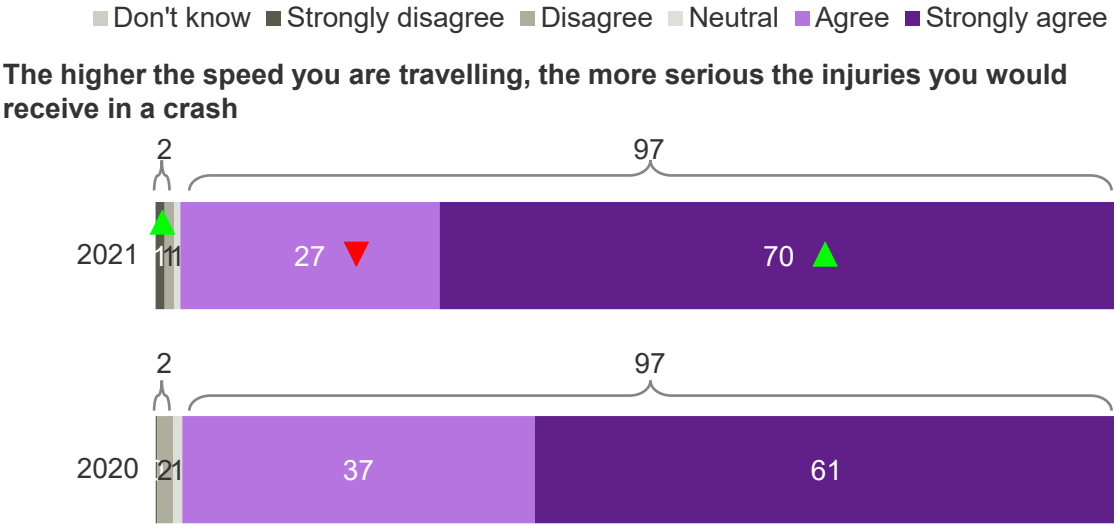
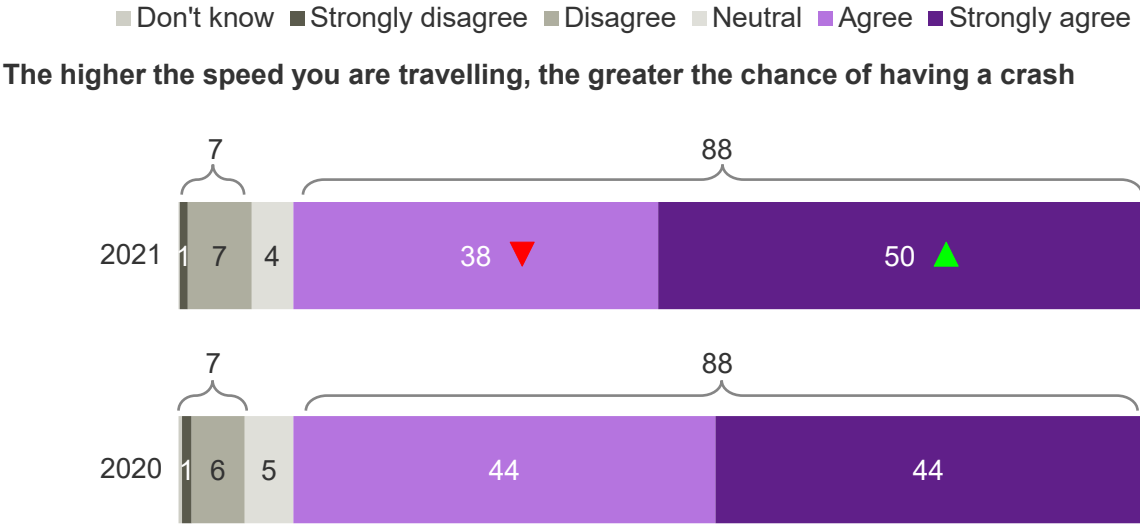


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

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)



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

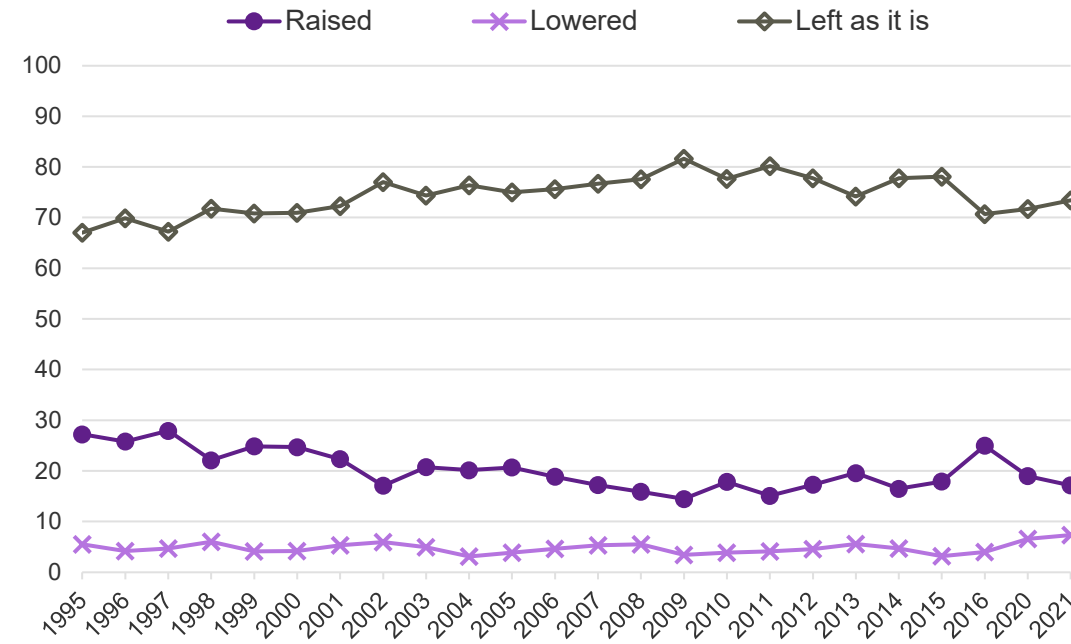
Similar to previous years, the majority of New Zealanders think that the 100km/h speed limit on the open road should be left as it is. Just under one in five (17%) think it should be raised and 7% think it should be lowered.



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 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

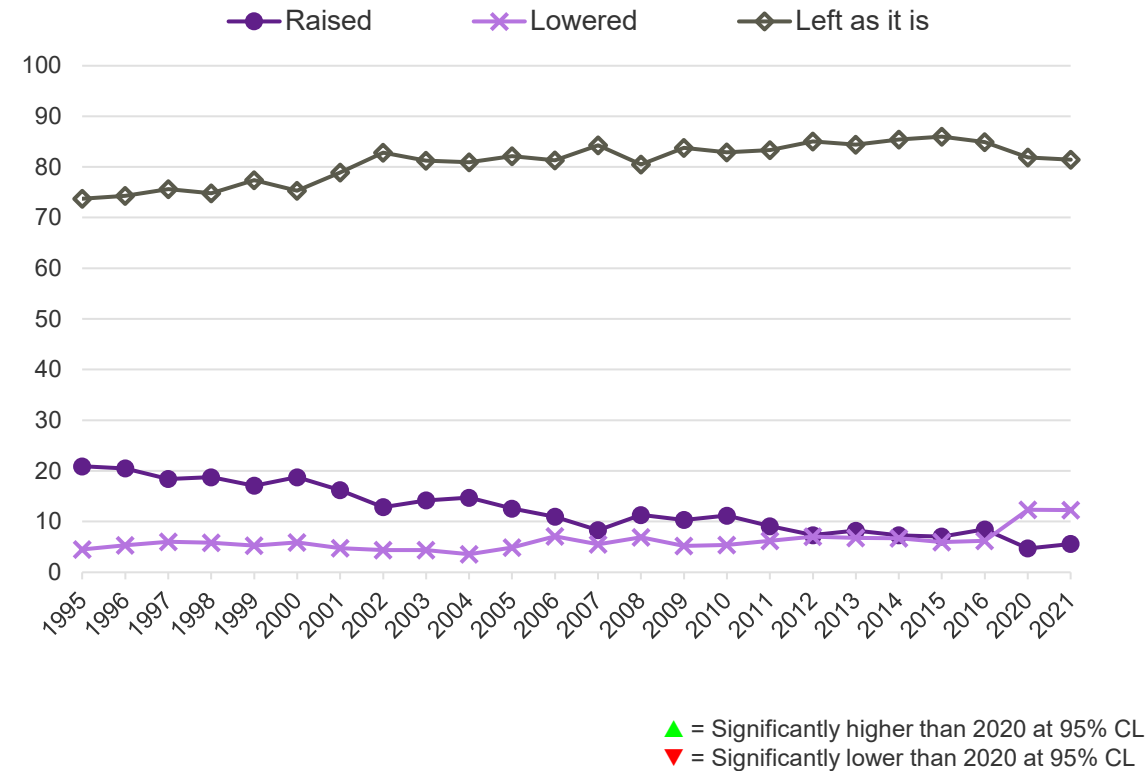
The majority think that the 50km/h speed limit in towns and cities should be left as it is. There is some support for the speed limit to be lowered (12%), while a minority (6%) think it should be raised.



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



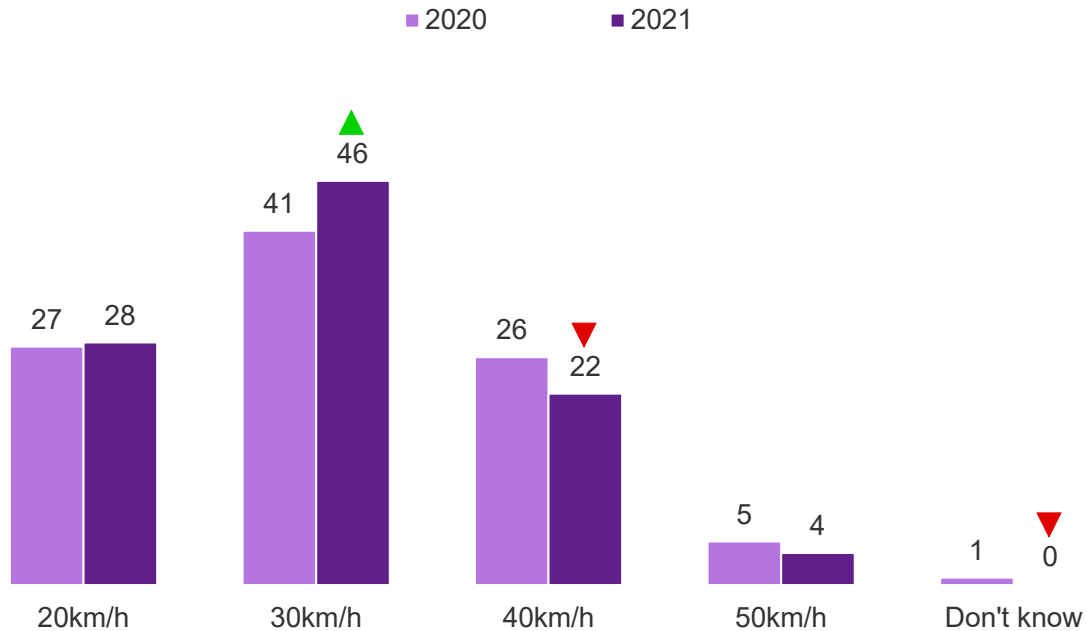
50km/h speed limit should be... – Over time



Most agree that the speed limit around schools in urban areas should be less than 50km/h. Those saying 20km/h or 30km/h has increased from 68% in 2020 to 74% in 2021.



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



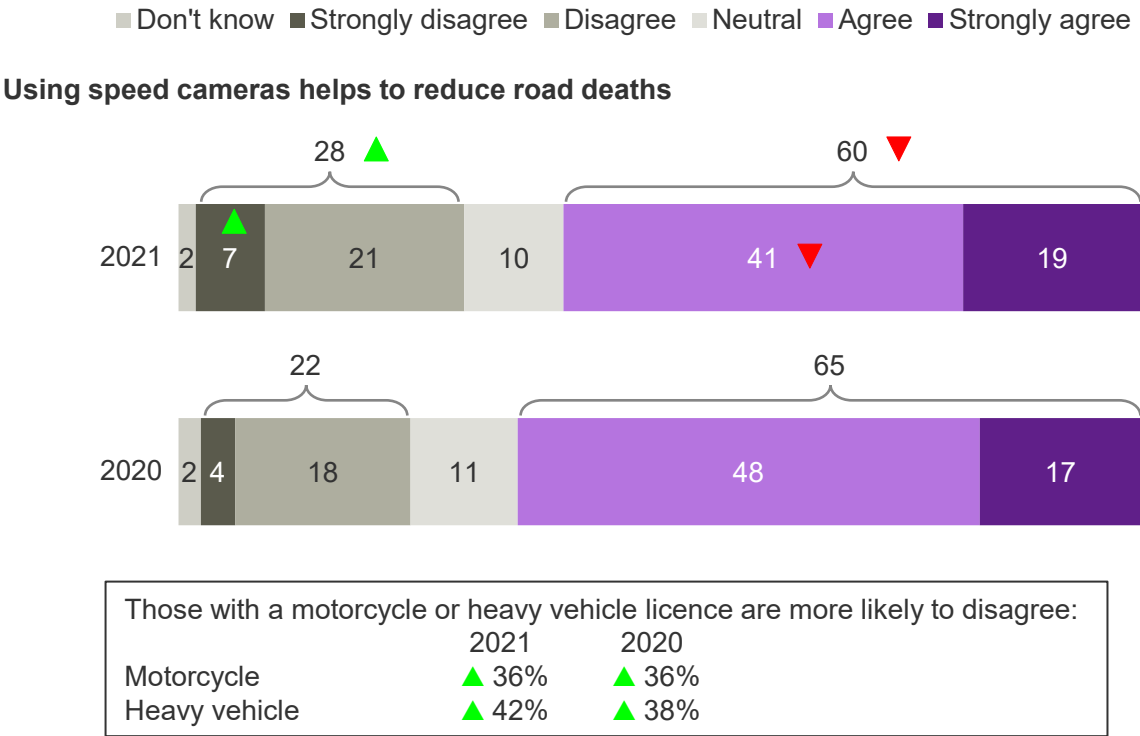
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Twice as many New Zealanders agree that using safety cameras helps reduce road deaths than disagree. Disagreement is higher among those with a motorcycle or heavy vehicle licence.

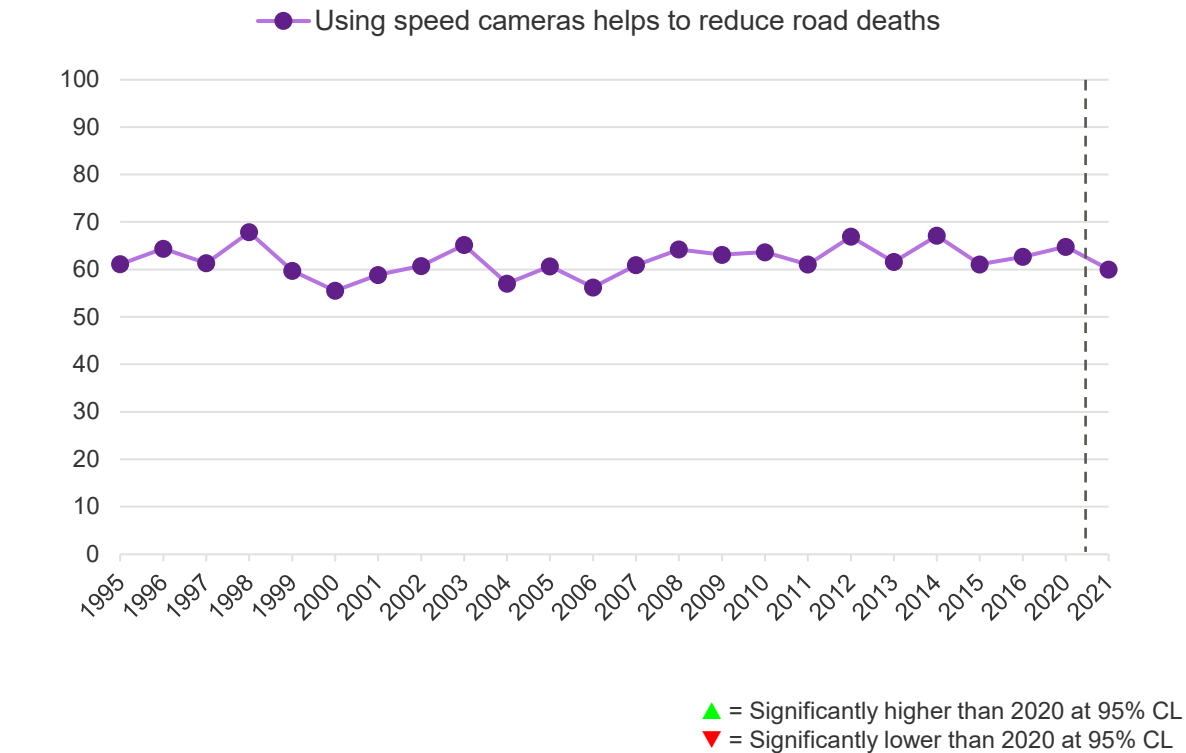
(Note: change in statement wording in 2021)



Attitudes towards speeding and enforcement
(% among Total NZ)



Agreement over time (% strongly agree / agree)

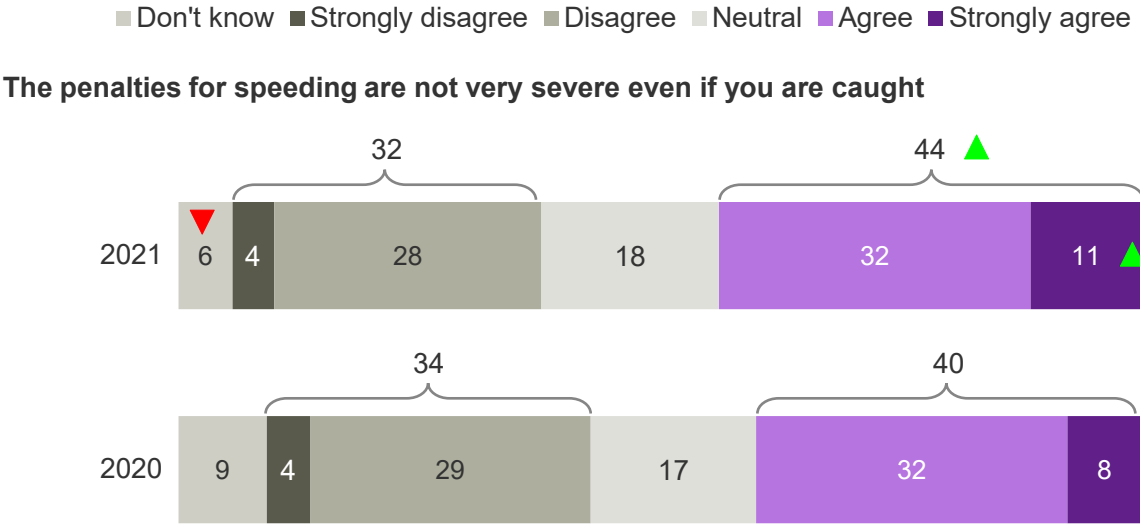


Although views are mixed, more New Zealanders think that speeding penalties are not very severe (44%) than think penalties are very severe (32%).

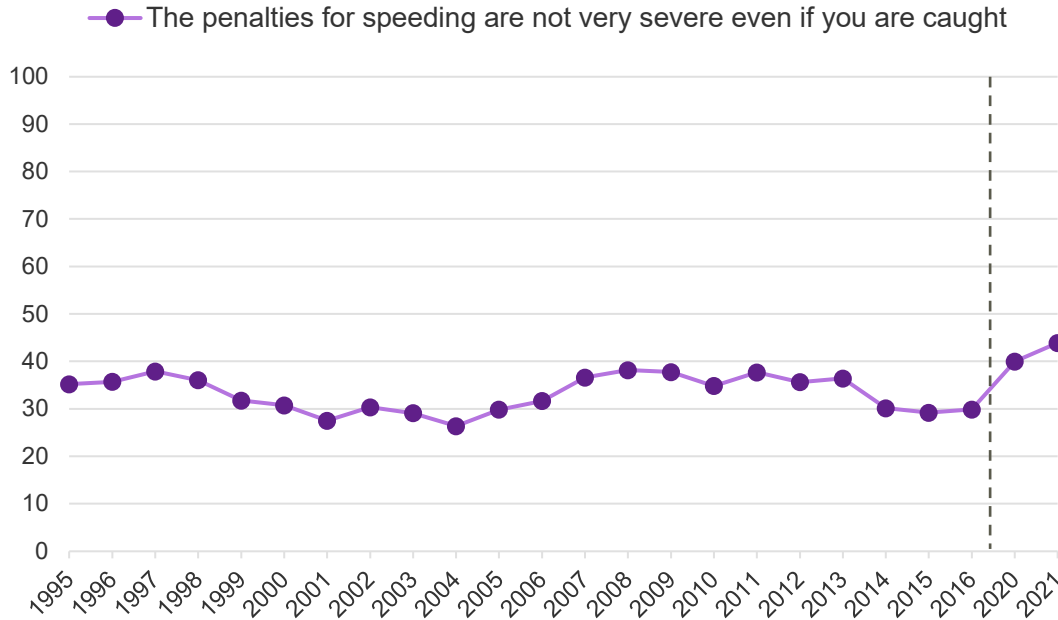
(Note: change in question wording in 2020)



Attitudes towards speeding and enforcement
(% among Total NZ)



Agreement over time (% strongly agree / agree)



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

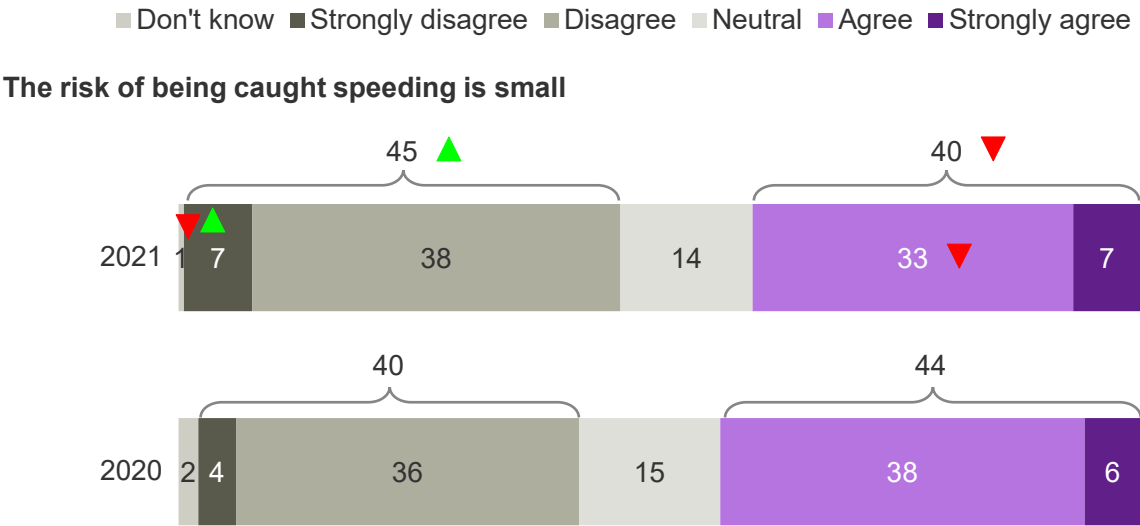
Source: Q24 Do you strongly agree, agree, are neutral, disagree or strongly disagree with each of the following statements?
Statement wording prior to 2020: Q24 Various reasons have been suggested for people speeding. Using the scale on this CARD, tell me how strongly you agree or disagree with each of these suggestions. – The penalties for speeding are not very severe even if you are caught
Base: Total New Zealand 2021 n=1,670 | 2020 n =1,695

Views remain divided over whether the risk of being caught speeding is small.

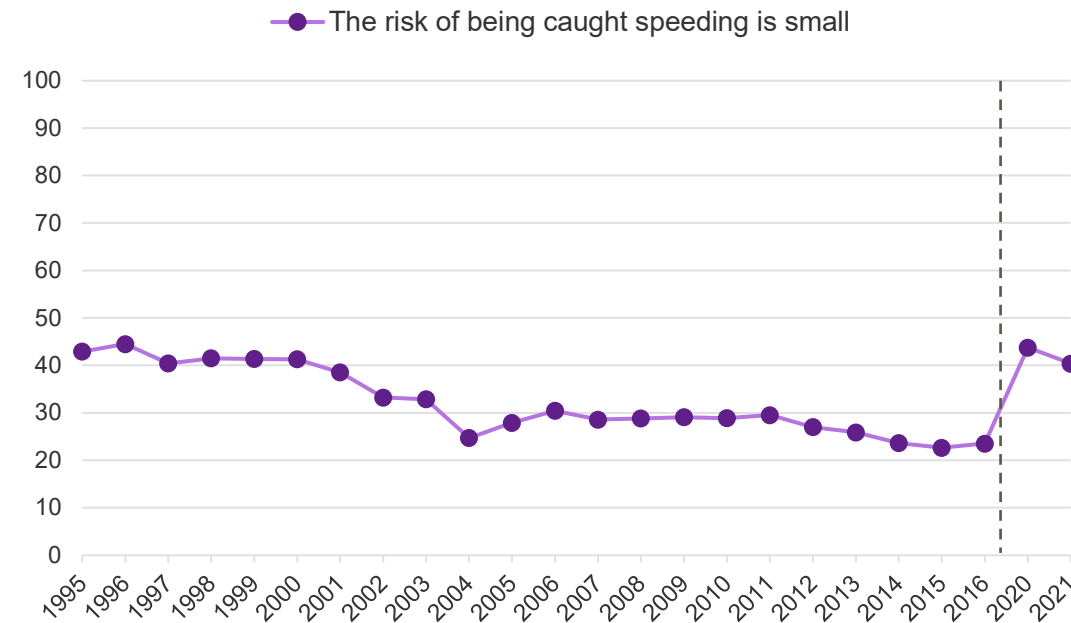
(Note: change in question wording in 2020)



Attitudes towards speeding and enforcement
(% among Total NZ)



Agreement over time (% strongly agree / agree)

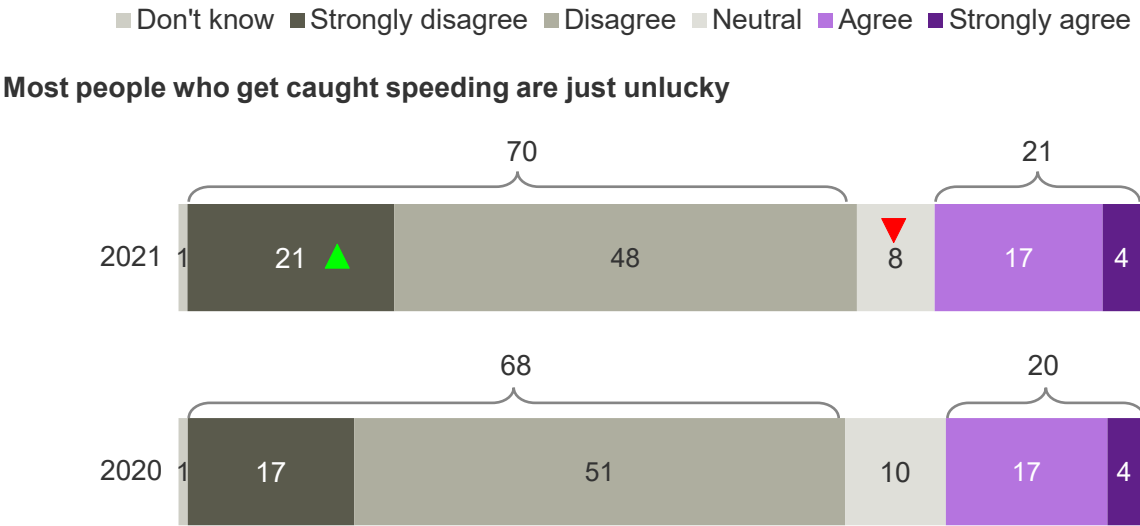


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

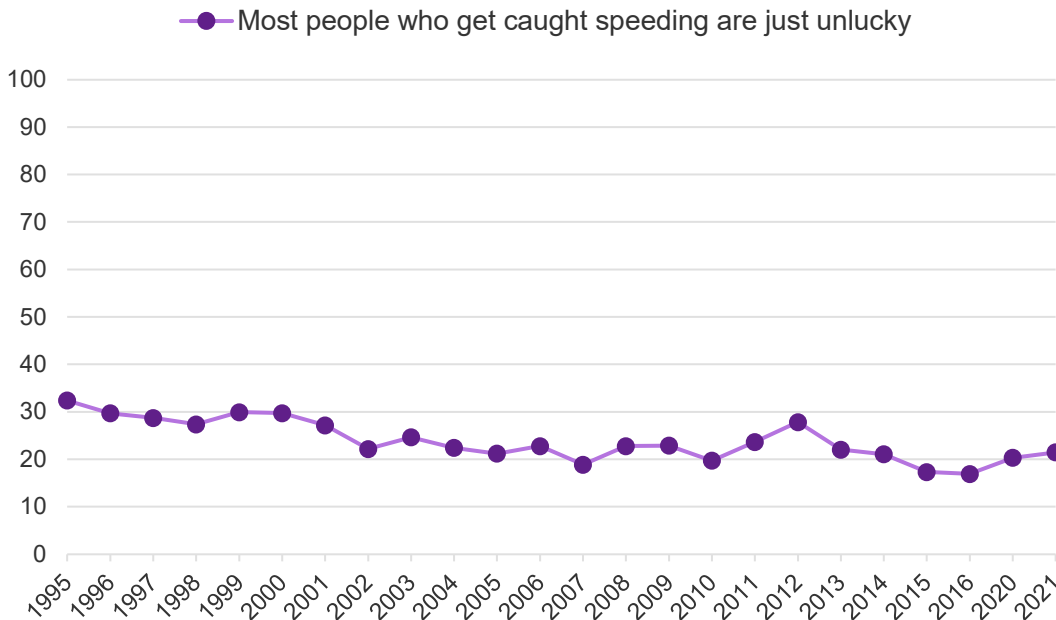
Consistent with 2020, one in five think that people who get caught speeding are just unlucky, while the majority disagree.



Attitudes towards speeding and enforcement
(% among Total NZ)



Agreement over time (% strongly agree / agree)

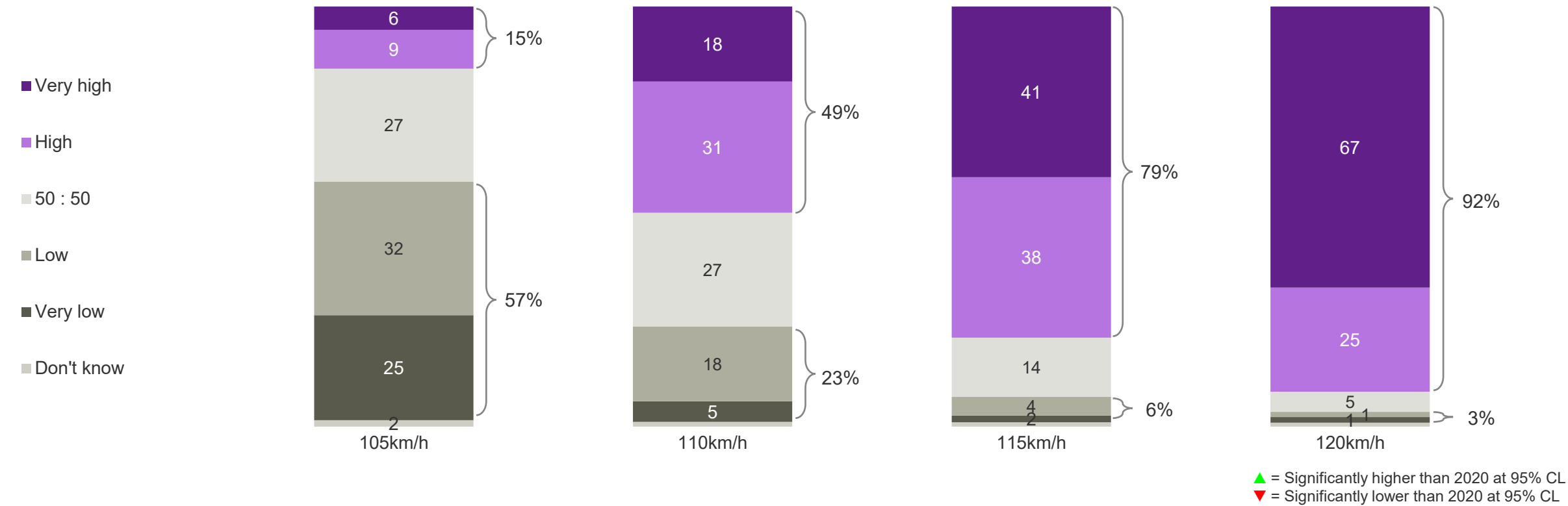


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Only 15% currently think there is a high chance of getting a speeding ticket if you drive past a police officer without a safety camera on the open road at 105km/h. One in two think there is a high chance if driving at 110km/h, and the majority if driving at 115km/h or higher.



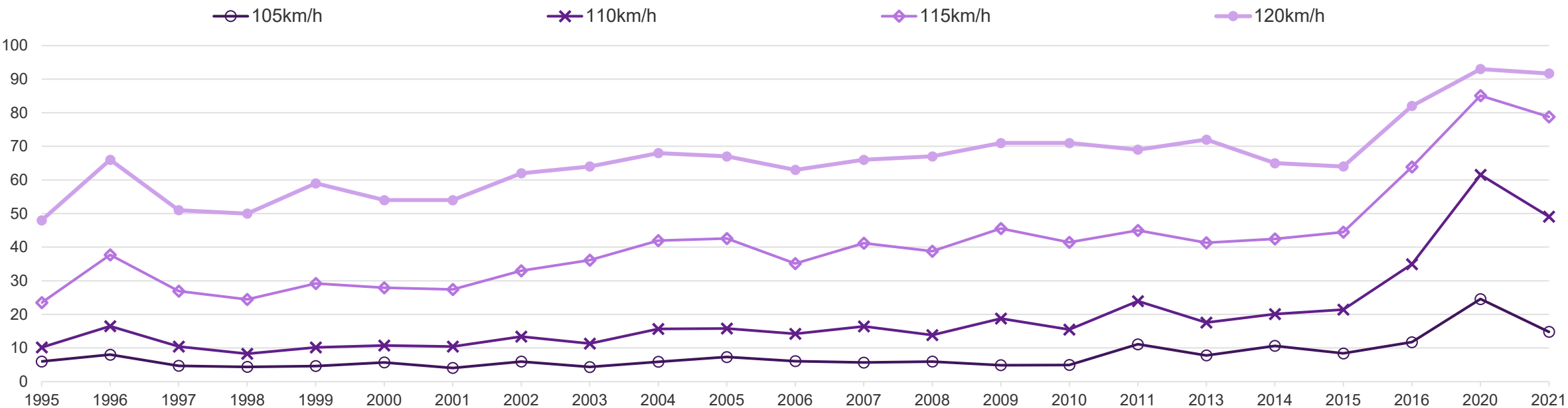
Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a Police Officer without a speed camera at... (% among Total NZ, 2021)



Although lower than in 2020, the perceived chance of getting a speeding ticket if you drive past a police officer without a safety camera on the open road remains heightened compared to 2016 or earlier.



‘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)

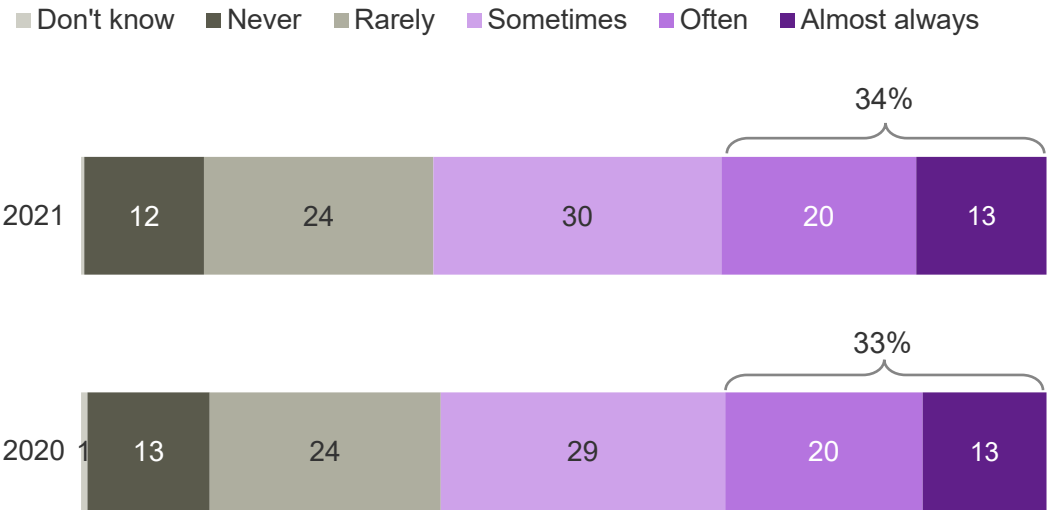


Similar to 2020, one in three claim to often or almost always see safety cameras on the roads they normally use.

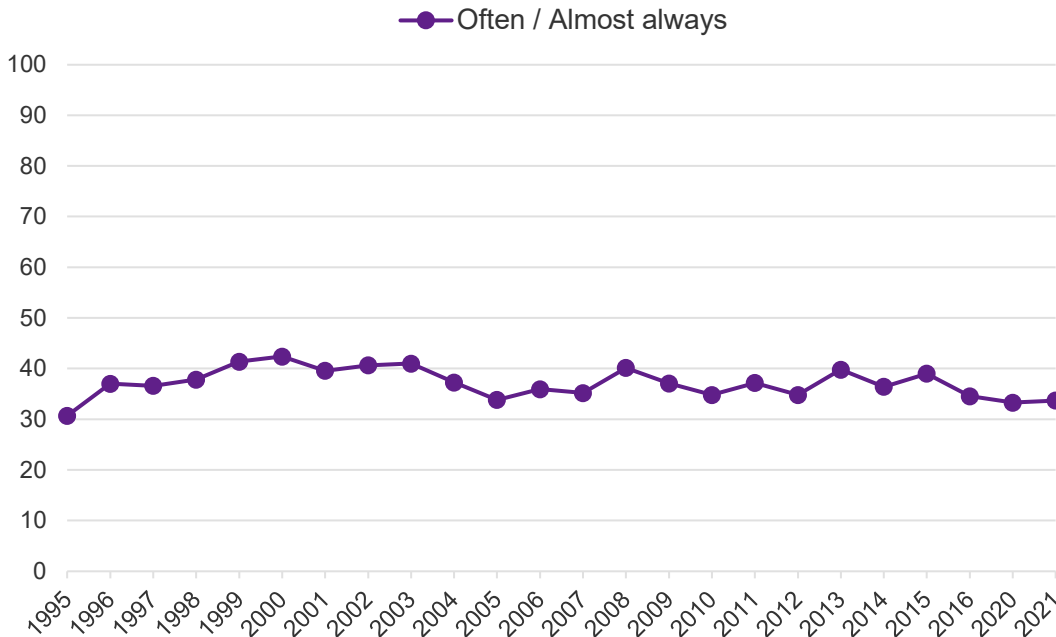
(Note: wording change from ‘occasionally’ to ‘sometimes’ in 2020)



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



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



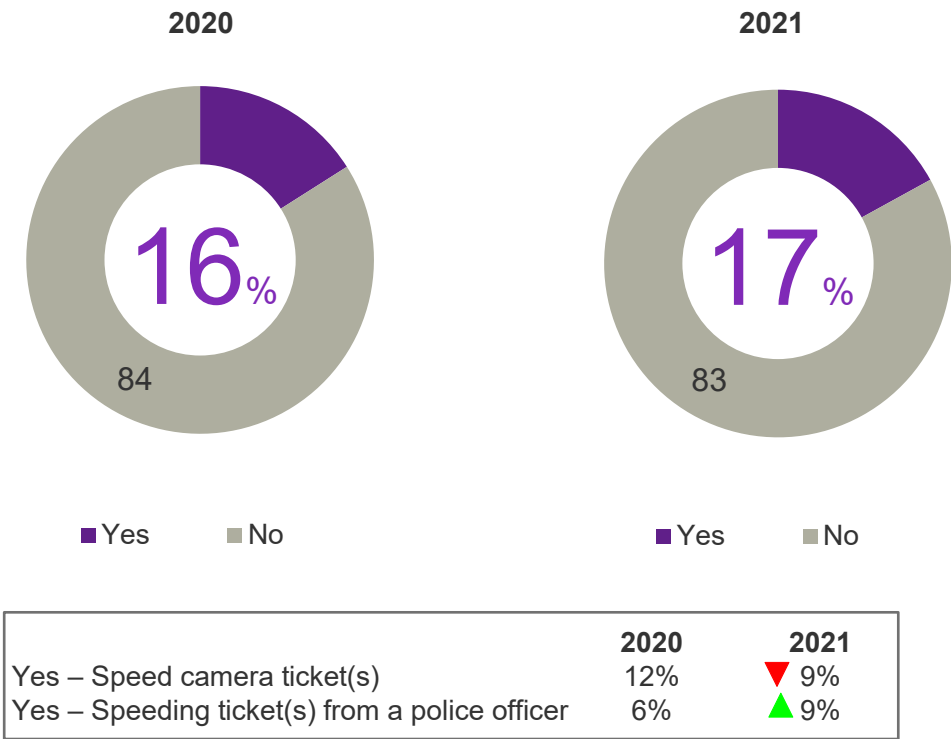
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

17% of drivers admit to having personally received a speeding ticket within the last 12 months, being equally from safety cameras (9%) and police officers (9%).

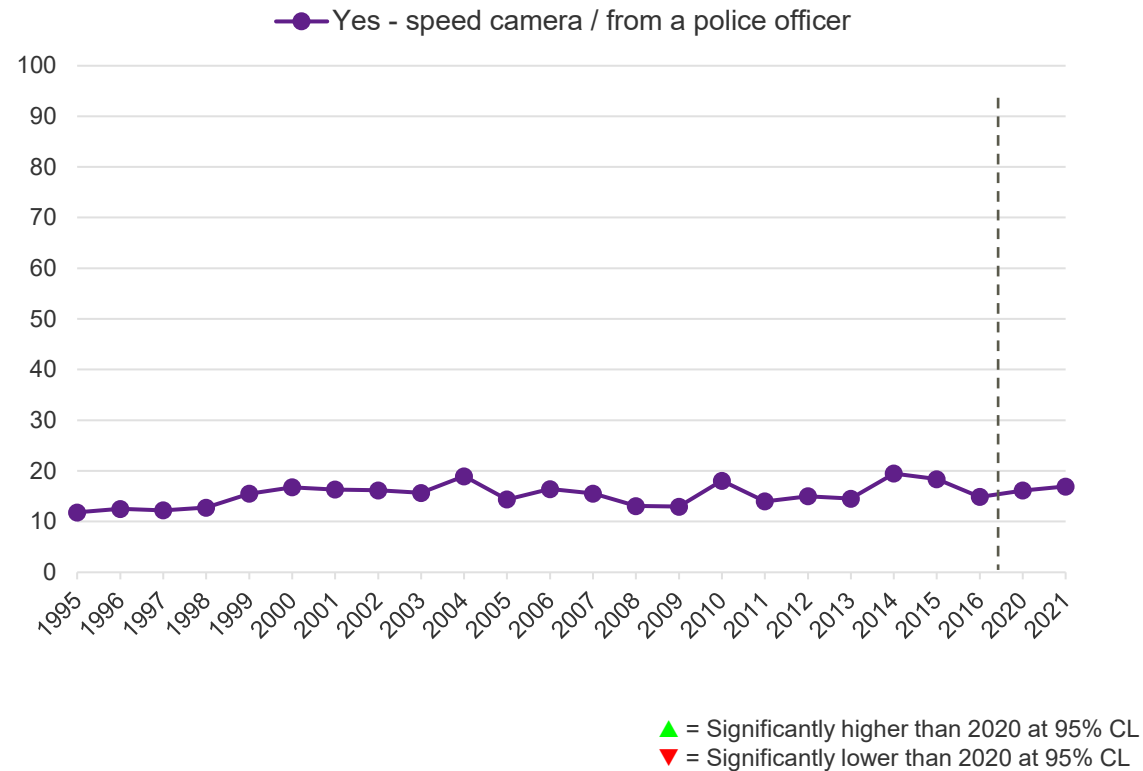
(Note: change in question wording in 2020)



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



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



5

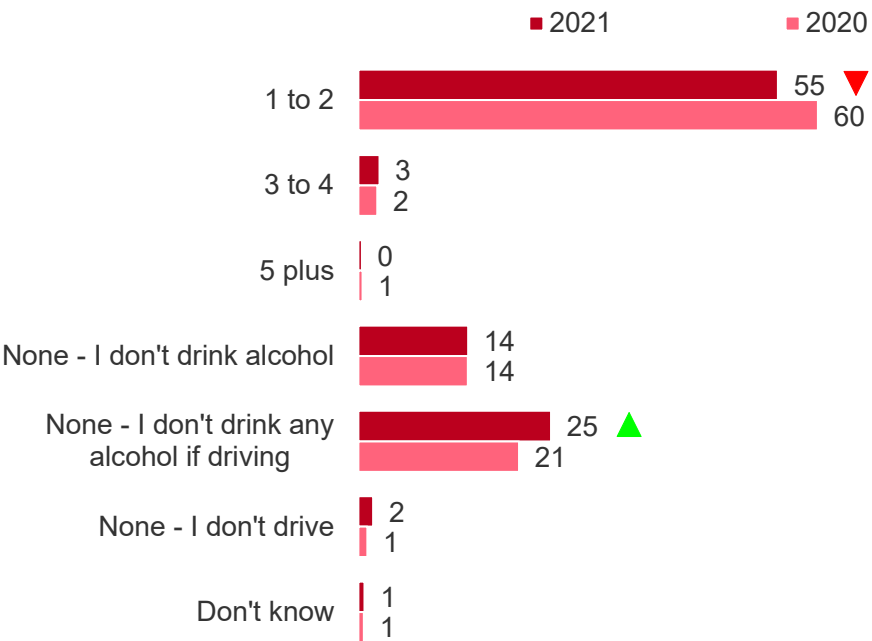
Alcohol-impaired driving and enforcement



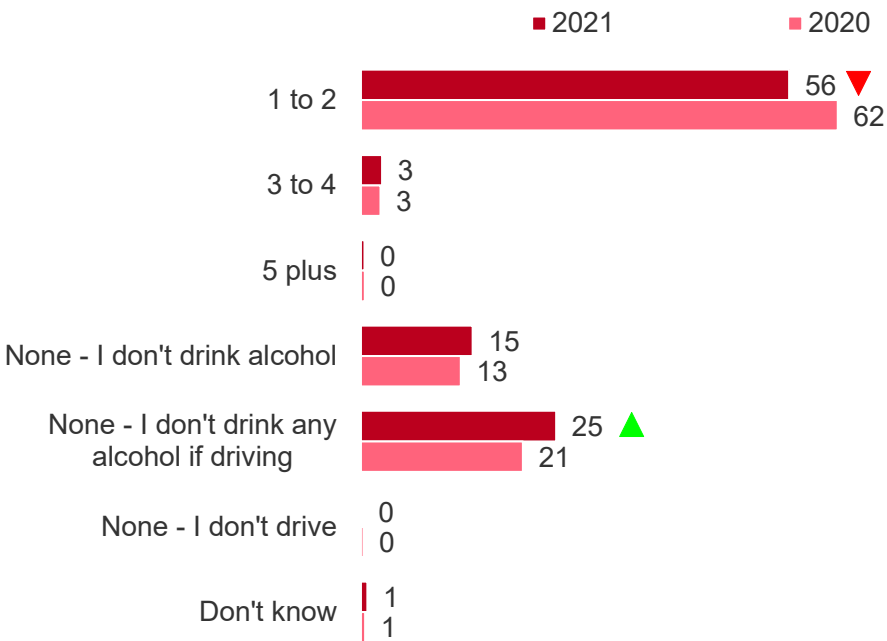
Among those with a driver's licence, few (3%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards.



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



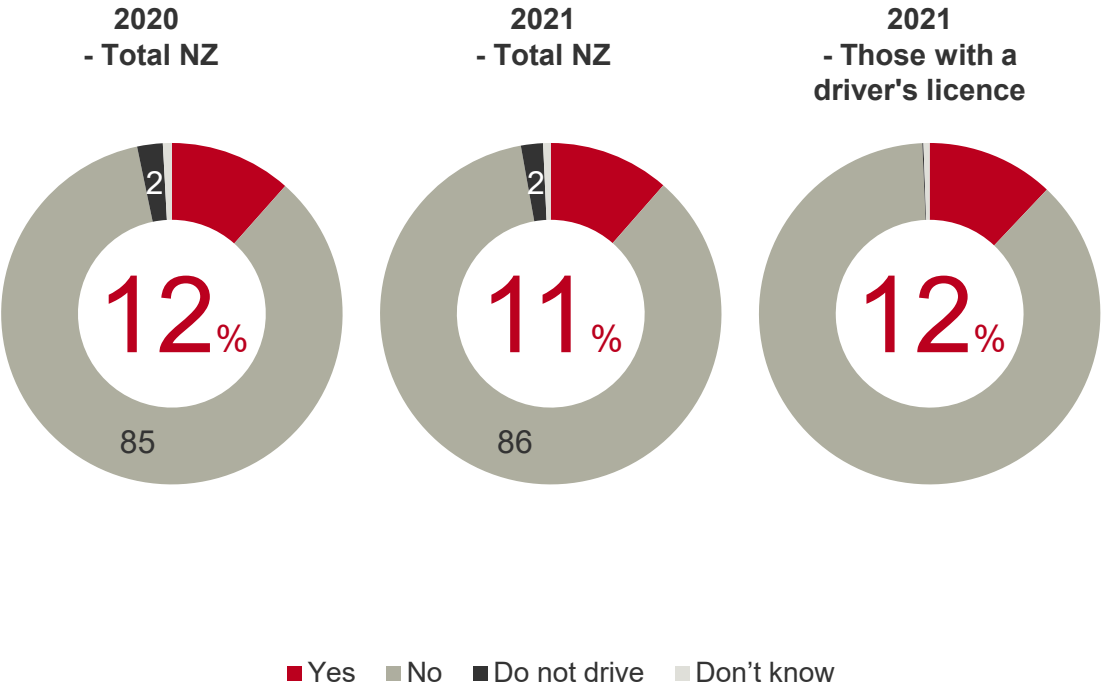
Among those with a driver's licence



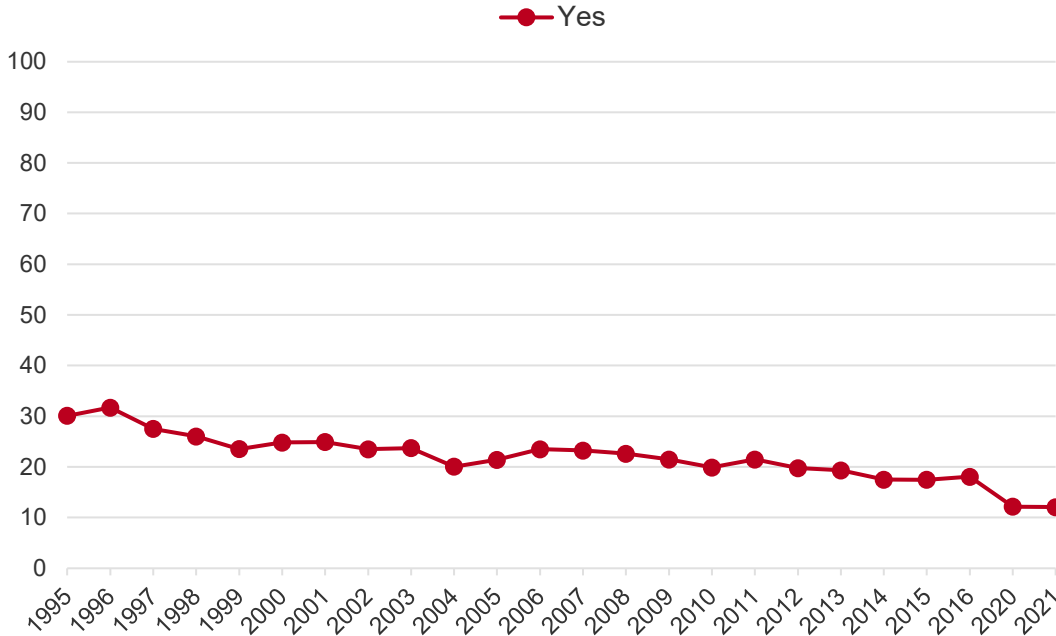
Among those with a driver's licence, 12% claim to have driven at least once during the past 12 months while slightly intoxicated, the same level as 2020.



Driven at least once during the last 12 months while slightly intoxicated



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

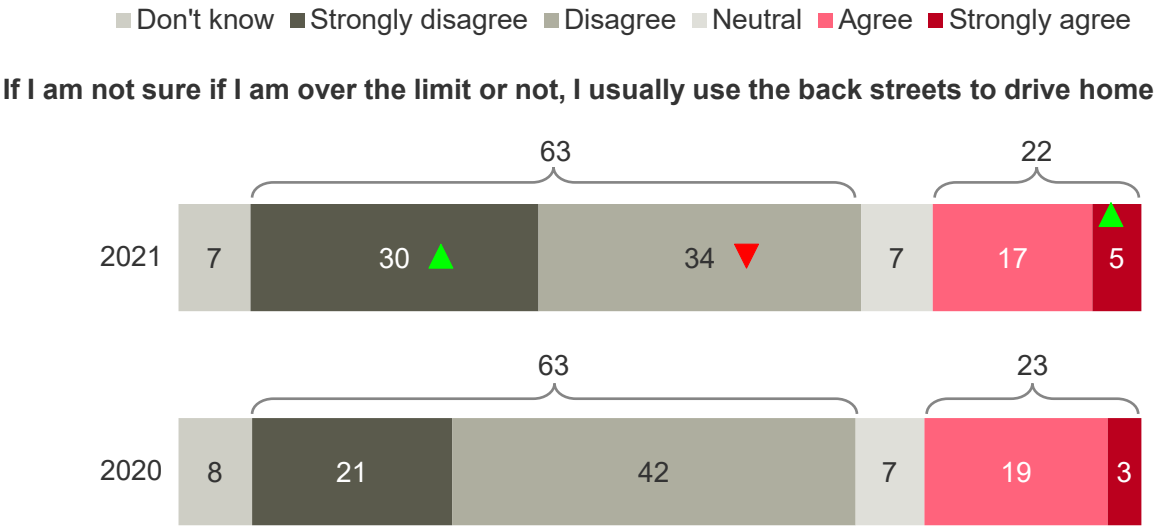


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

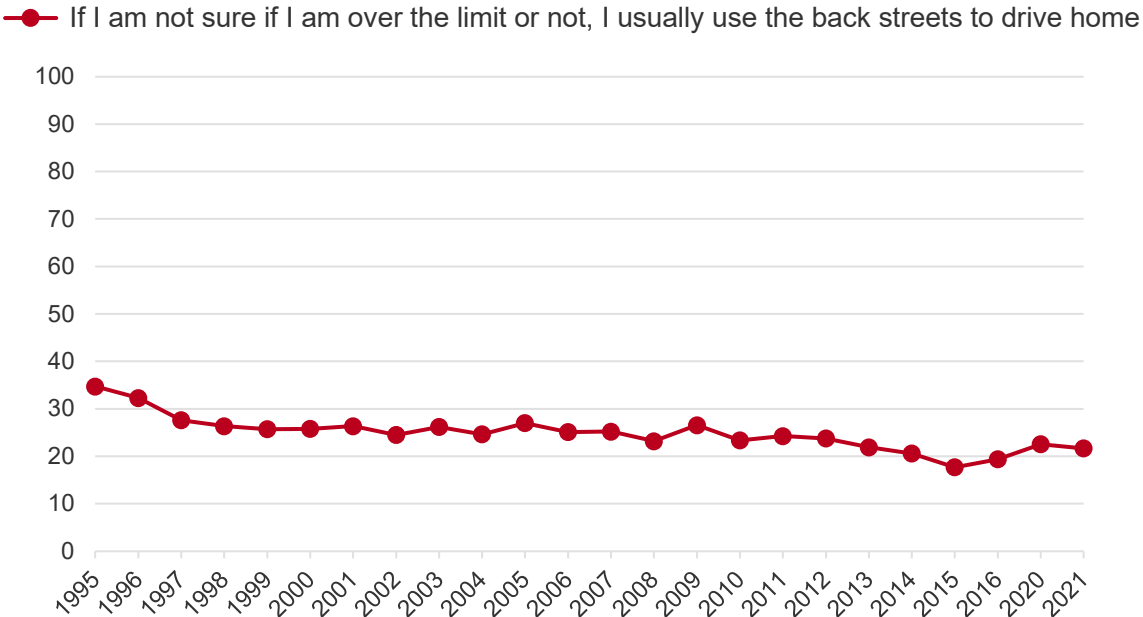
Similar to 2020, just under one in four New Zealanders use the back streets to drive home if they are unsure if they are over the limit or not.



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



Agreement over time (% strongly agree / agree)



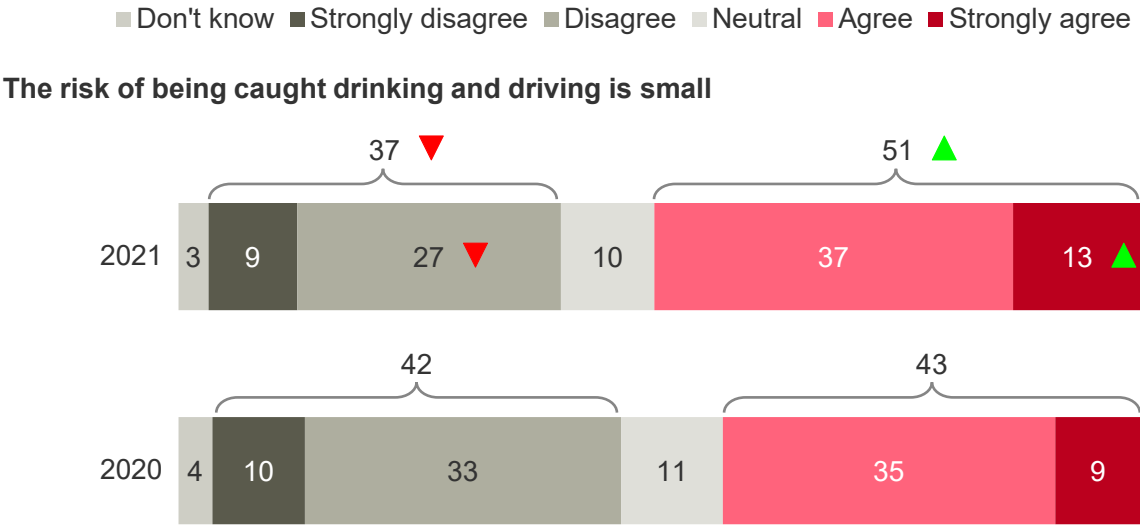
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

More New Zealanders agree than disagree that the risk of being caught drinking and driving is small.

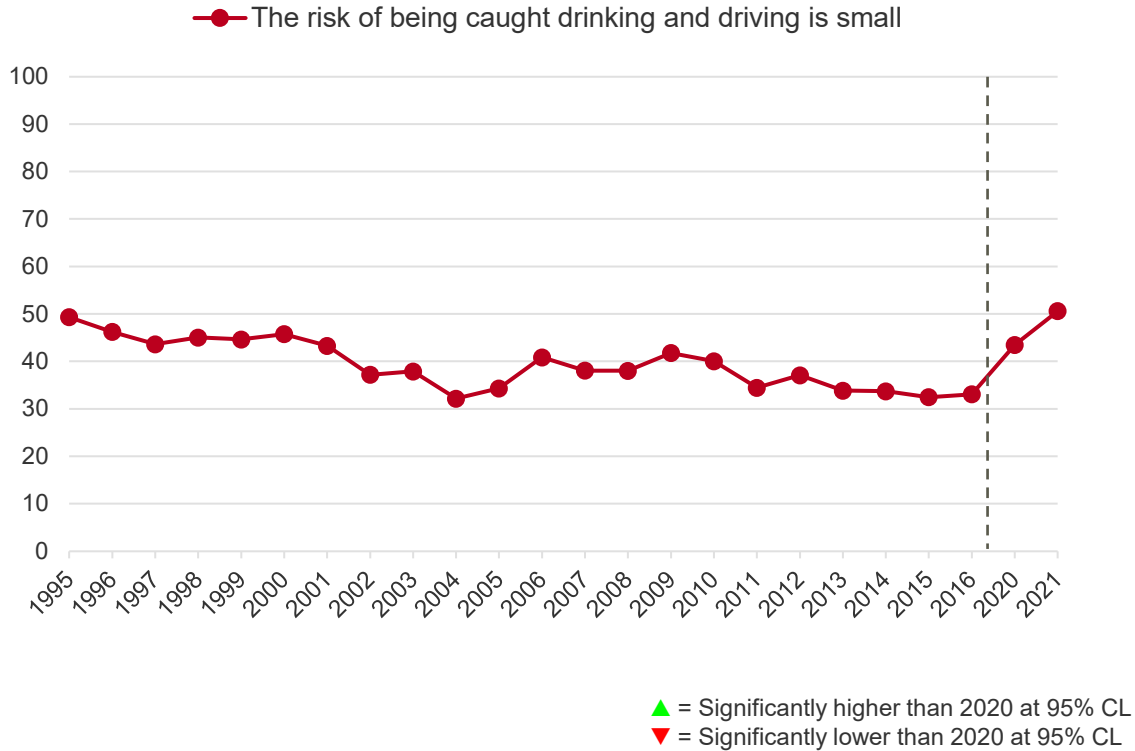
(Note: change in question wording in 2020)



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



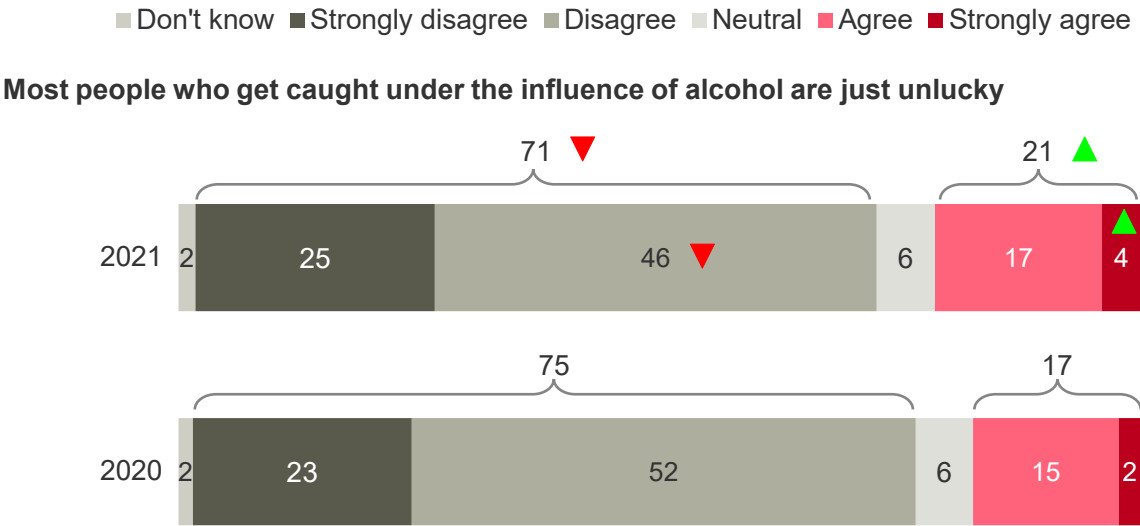
Agreement over time (% strongly agree / agree)



One in five think that people who get caught under the influence of alcohol are just unlucky, while the majority of New Zealanders disagree.



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



Agreement over time (% strongly agree / agree)

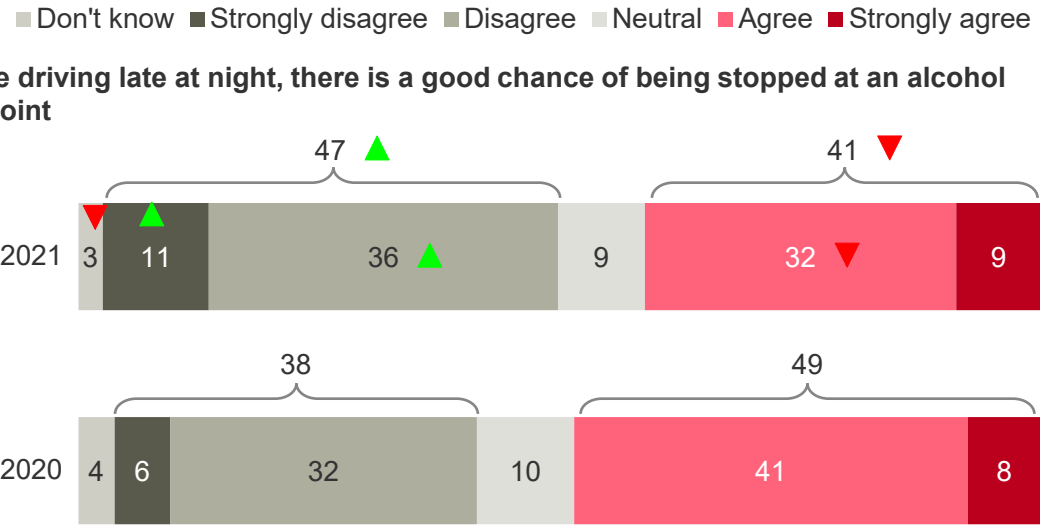


Two in five think that there is a good chance of being stopped at an alcohol checkpoint if driving late at night, a decrease from 2020.



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

If you're driving late at night, there is a good chance of being stopped at an alcohol checkpoint



Agreement over time (% strongly agree / agree)

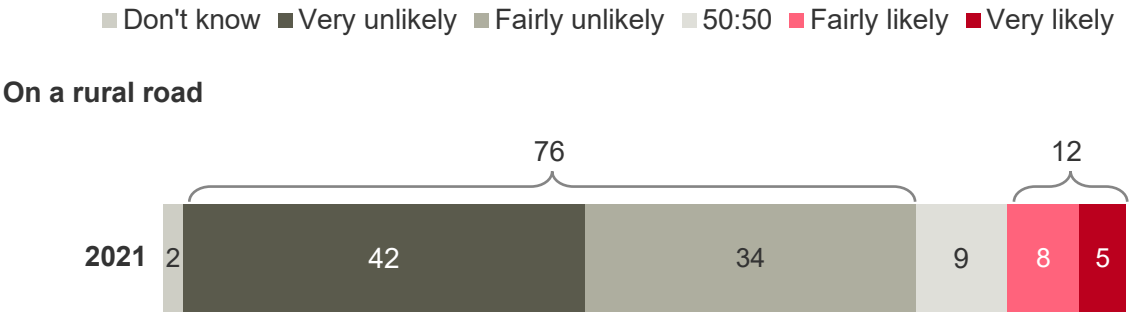
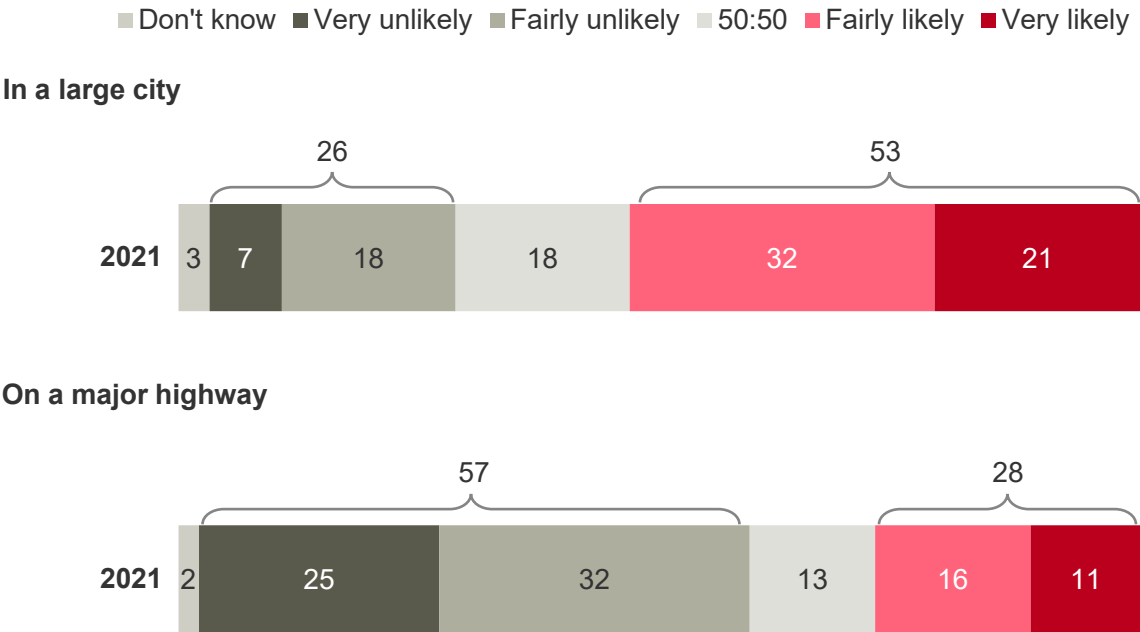


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

The perceived likelihood for someone to be stopped and breath tested if driving after drinking is higher for in a large city (53%) than on a major highway (28%) or on a rural road (12%).



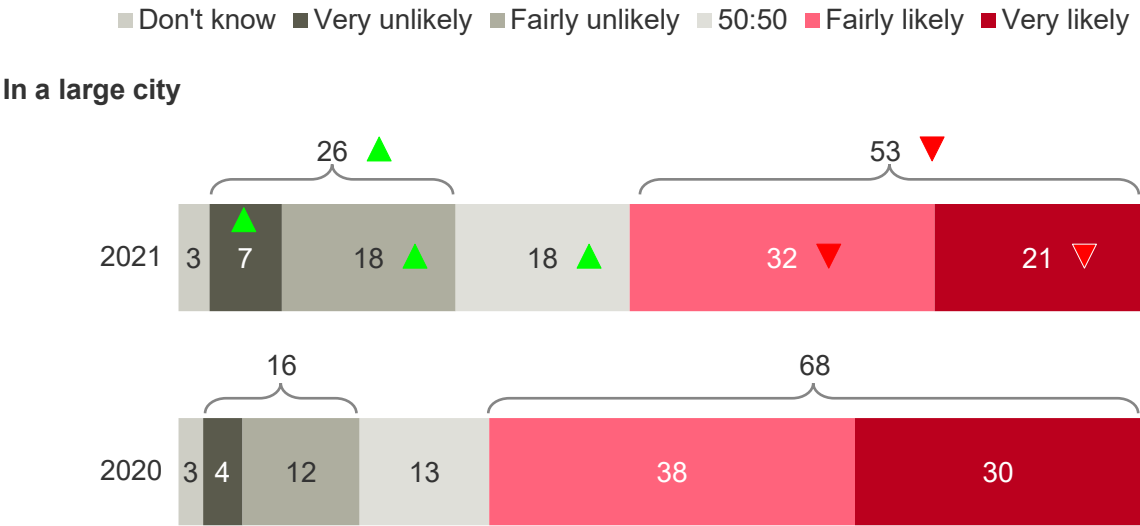
Likelihood of a person who was driving after drinking to be stopped and breath tested in the following places
(% among Total NZ, 2021)



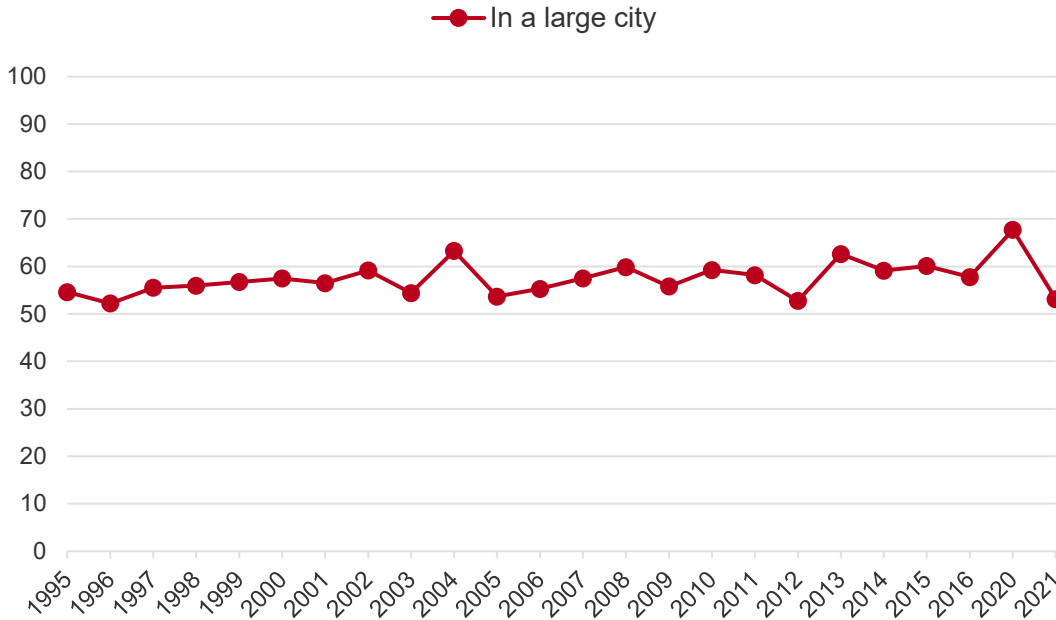
One in two currently think it is at least fairly likely for a person who was driving after drinking to be stopped and breath tested in a large city. This is lower than in recent years.



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)

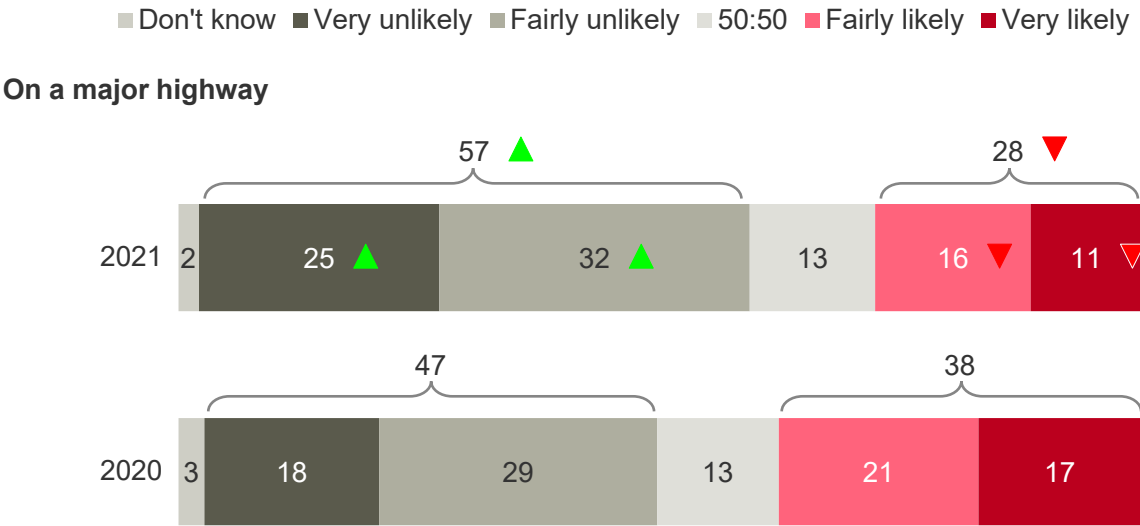


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

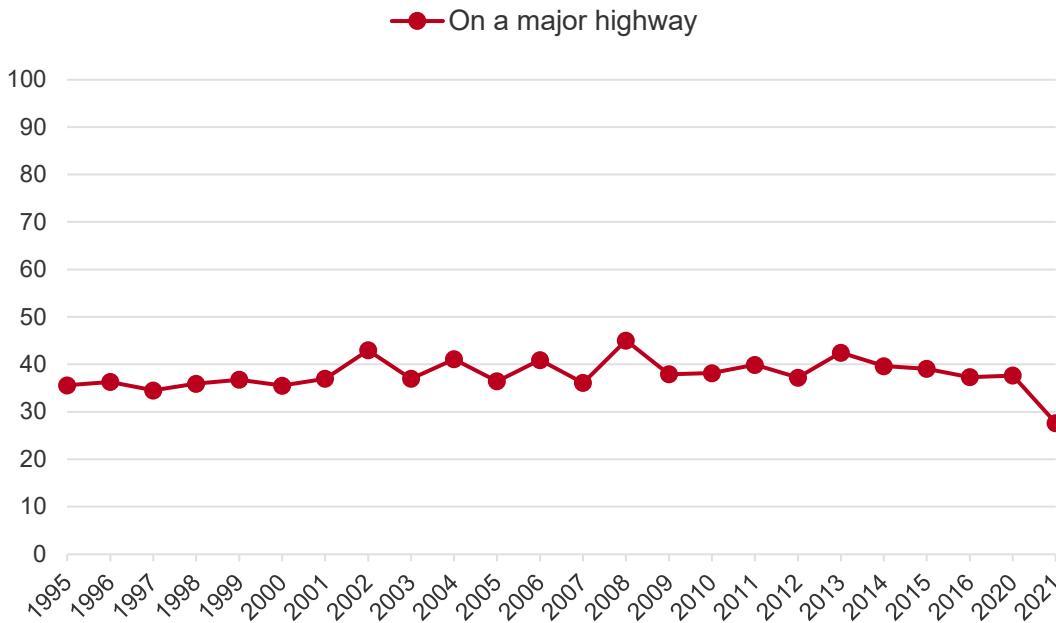
Just under three in ten New Zealanders think it is likely that someone who drives on a major highway after drinking will be stopped and breath tested. This is a decrease on previous years.



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)

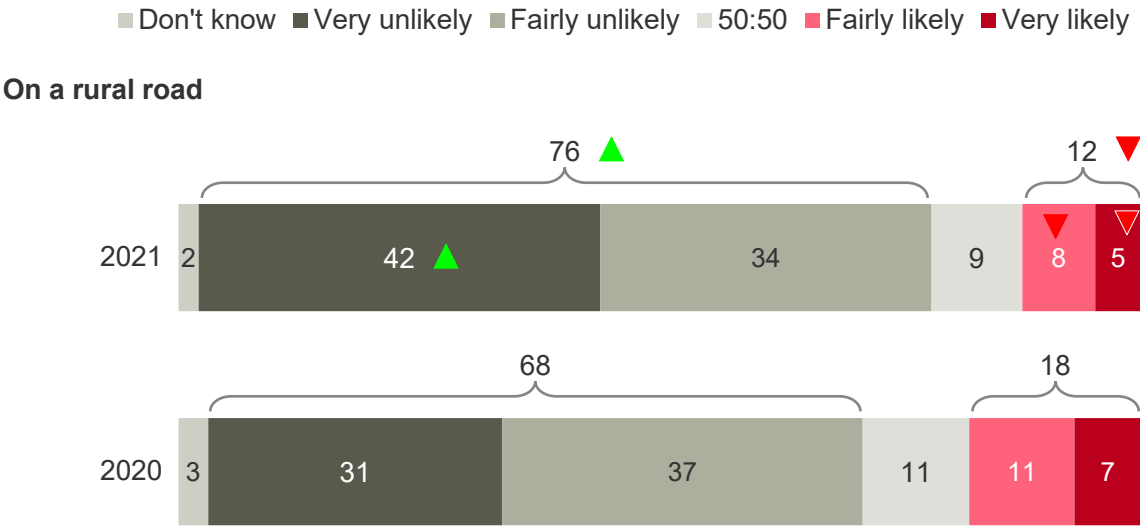


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

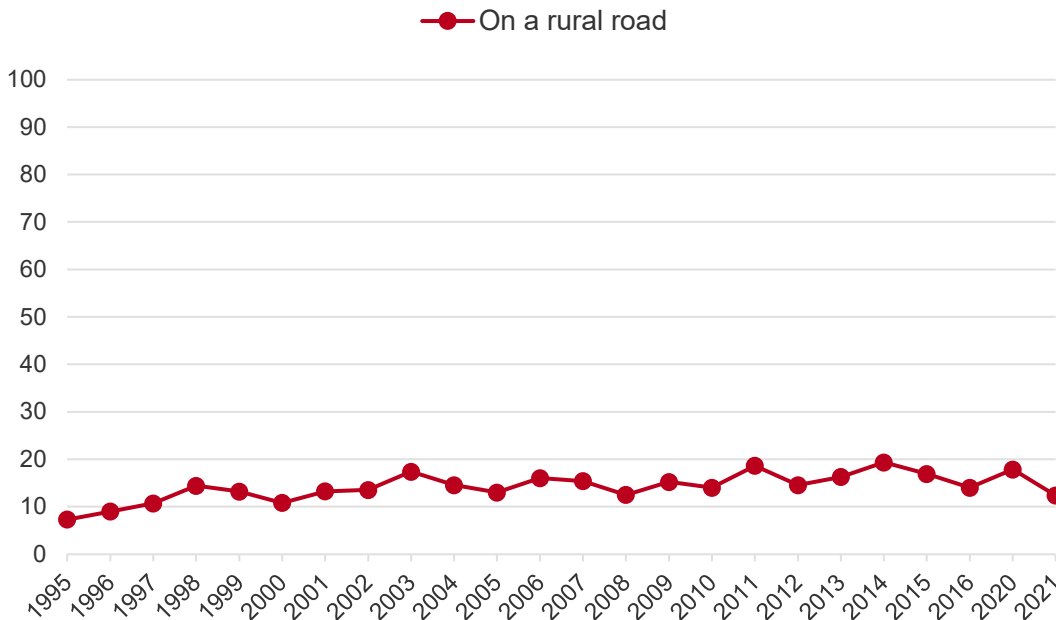
Just over one in ten think it is likely for person who is driving after drinking to be stopped and breath tested on a rural road, with the majority considering it to be unlikely.



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)



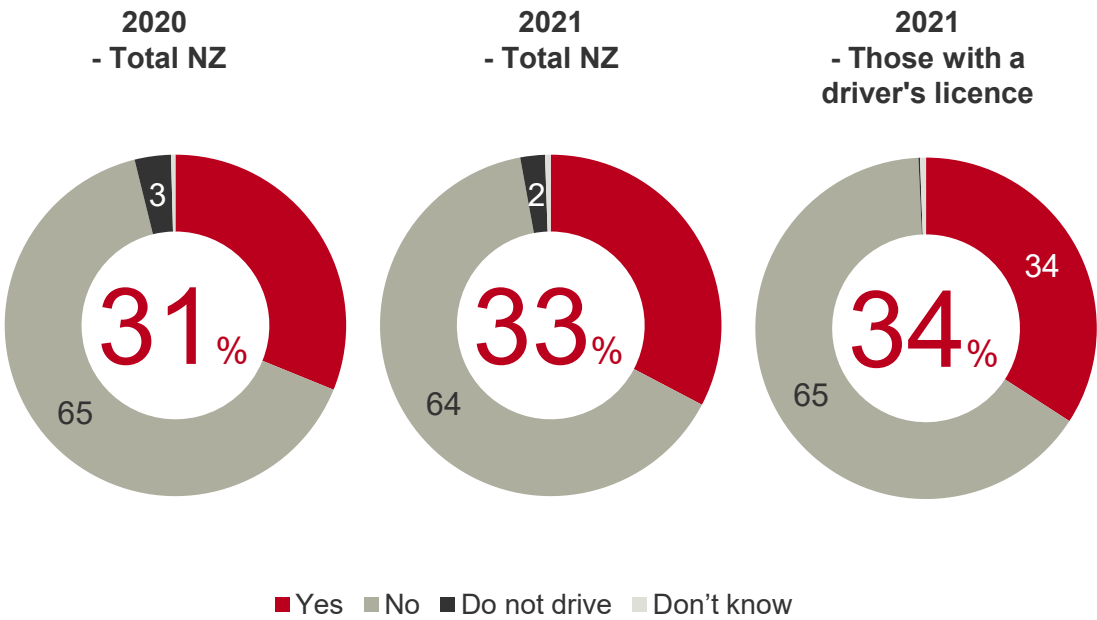
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

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, a similar level to 2020.

(Note: change in question wording in 2020)



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 - Over time (% among those with a driver's licence)

Note: Alcohol checkpoints have been temporarily stopped throughout 2020 and 2021 in relation to COVID-19



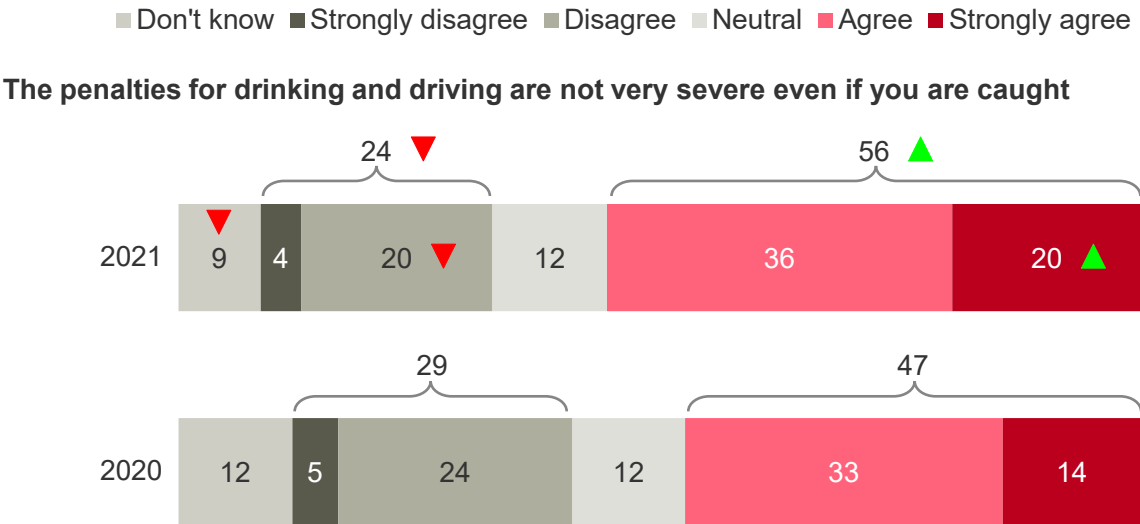
Source: Q17 In the last 12 months have you been stopped at an alcohol checkpoint while you have been driving? [IF REQUIRED] This is when the Police stop drivers at random to see if they have been drinking.
Wording prior to 2020: Q17 I'd now like to talk to you about alcohol checkpoints. This is when the Police stop drivers at random to see if they have been drinking.
Firstly, have you ever been stopped at an alcohol checkpoint while you have been driving? Q18 Since May last year, how many times have you been stopped at an alcohol checkpoint while you have been driving?
Base: Total New Zealand 2021 n=1,670 | 2020 n = 1,699; Those with a driver's licence 2021 n - 1,579

Just over one in two New Zealanders think that the penalties for drinking and driving are not very severe.

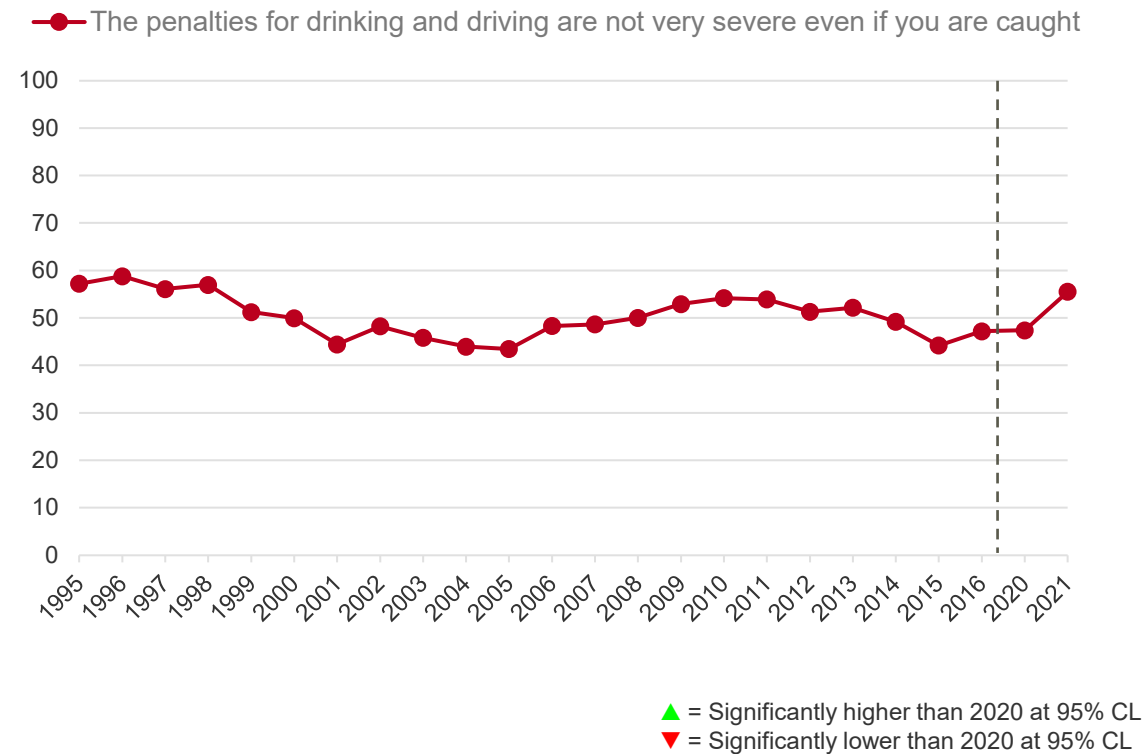
(Note: change in question wording in 2020)



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



Agreement over time (% strongly agree / agree)

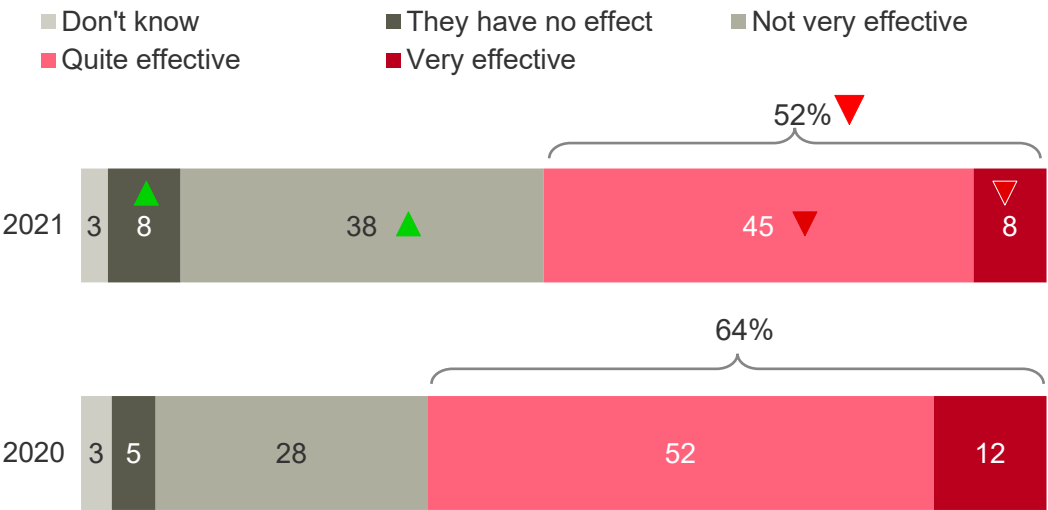


Views are mixed over the effectiveness of our drink-driving laws in reducing road deaths. One in two think they are at least quite effective, however, few think they are very effective.

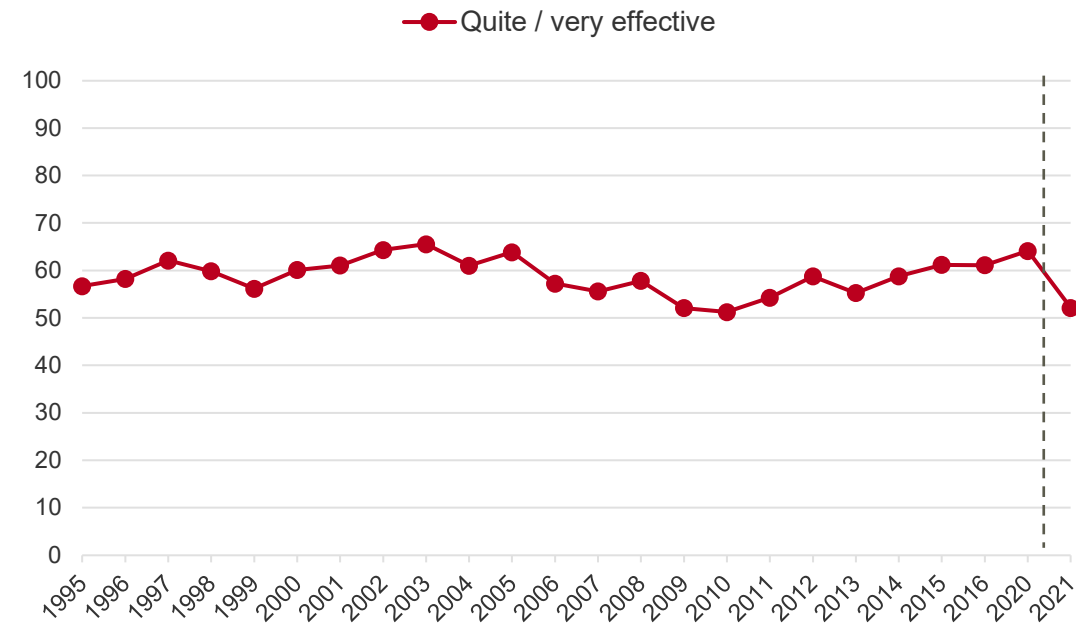
(Note: change in question wording in 2021)



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



Effectiveness of our drink-driving laws - Over time



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Source: Q11 Now, thinking about the drink-driving laws. How effective do you think our drink-driving laws are in reducing road deaths? Do you consider them to be very effective, quite effective, not very effective or having no effect?
 Question wording prior to 2021: Q11 Now, thinking about the drink-driving laws. How effective do you think our drink-driving laws are in reducing the road toll? Do you consider them to be very effective, quite effective, not very effective or having no effect?
 Total New Zealand 2021 n = 1,670 | 2020 n = 1,699

6

Drug-impaired driving and enforcement

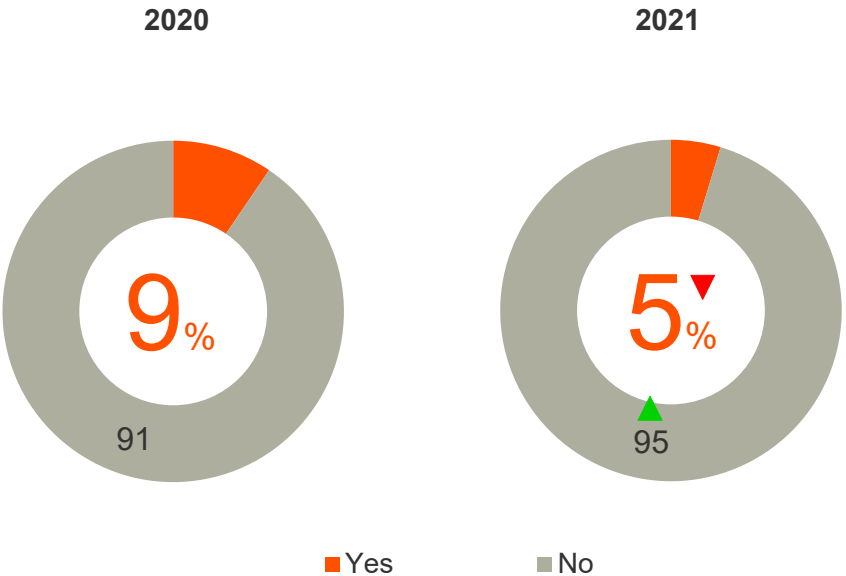


Only five percent of New Zealanders claim to have driven in the past 12 months when they felt affected by either prescription / pharmacy drugs or other drugs.

(Note: Change in question structure in 2021)



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



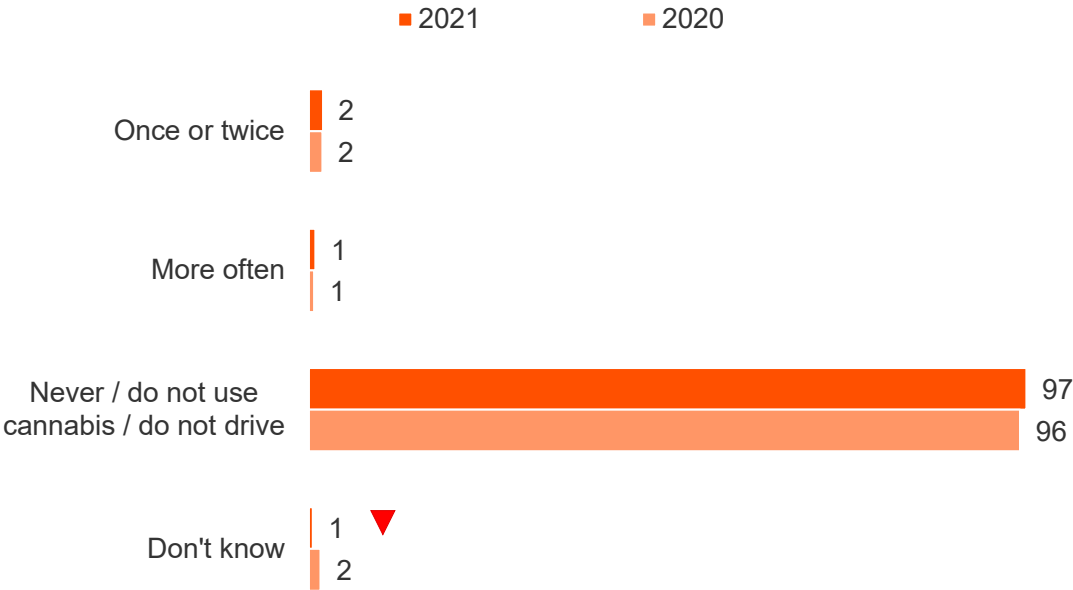
	2020	2021
Prescription or pharmacy drugs	8%	▼4%
Other drugs	3%	▼1%
Any of these combined with alcohol	2%	▼1%

▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Three percent admit to having driven within an hour after using cannabis. Of these, indicatively, the cannabis had at least some effect on their driving for two in five, typically being ‘a little’ rather than ‘quite noticeable’.

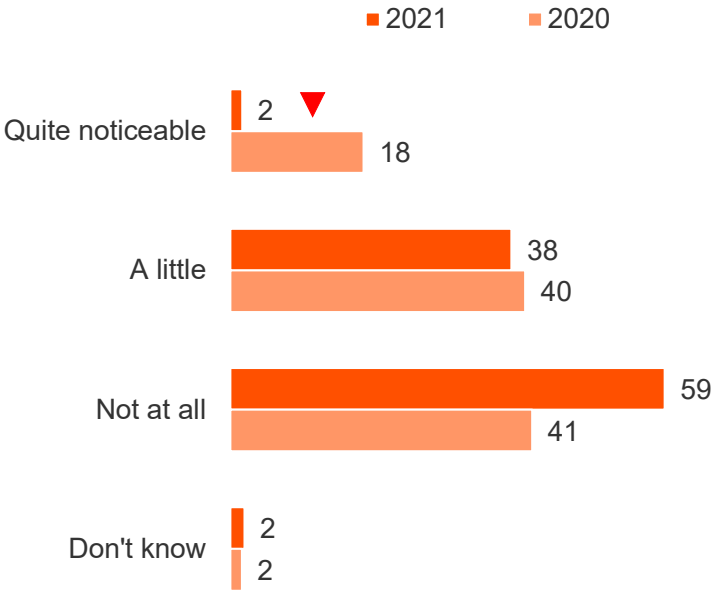


How often driven within an hour after using cannabis in the last 12 months
(% among Total NZ)



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

Caution: Low base size

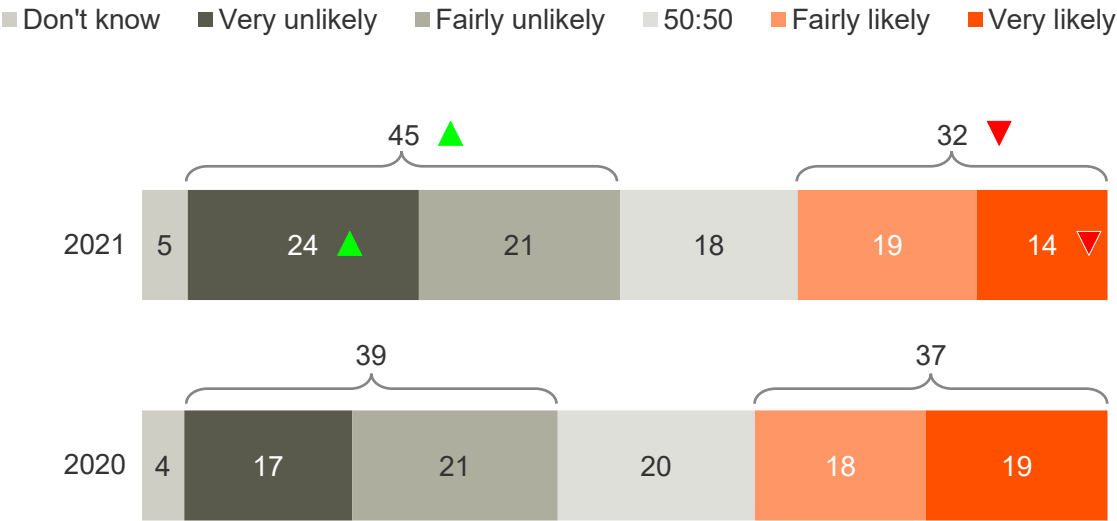


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

More New Zealanders currently think it is unlikely (45%) than likely (32%) for a driver to be tested for drugs at a Police checkpoint.



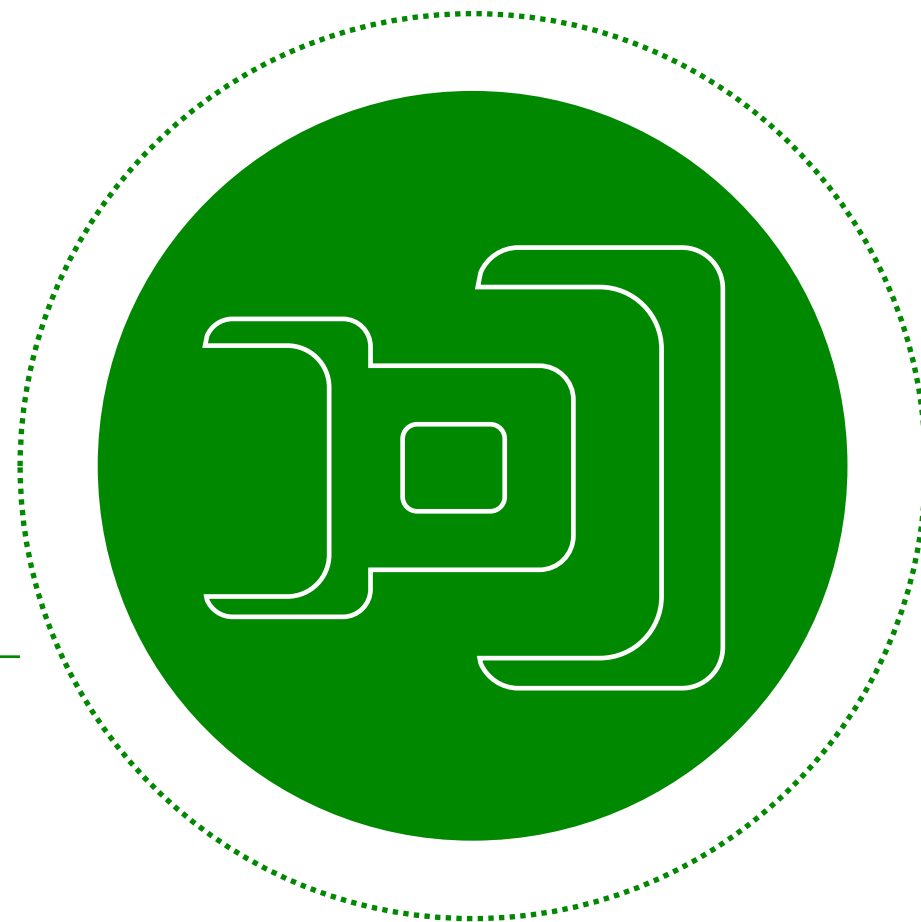
Likelihood of a driver being tested for drugs at a Police checkpoint
(% among Total NZ)



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

7

Seat belts

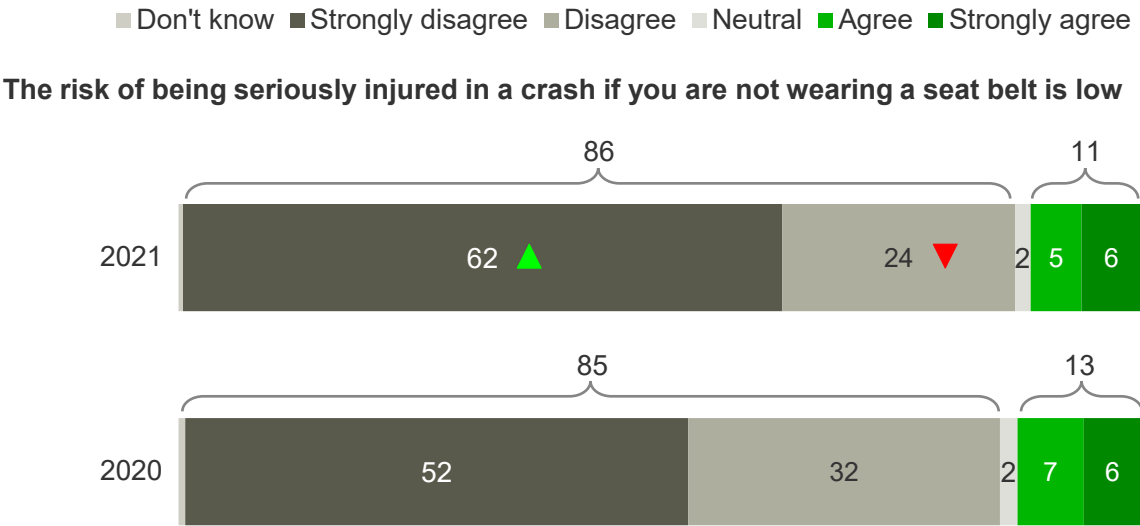


Few New Zealanders (11%) think the risk of being seriously injured if not wearing a seat belt is low.

(Note: change in question wording in 2020)



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



Agreement over time (% strongly agree / agree)



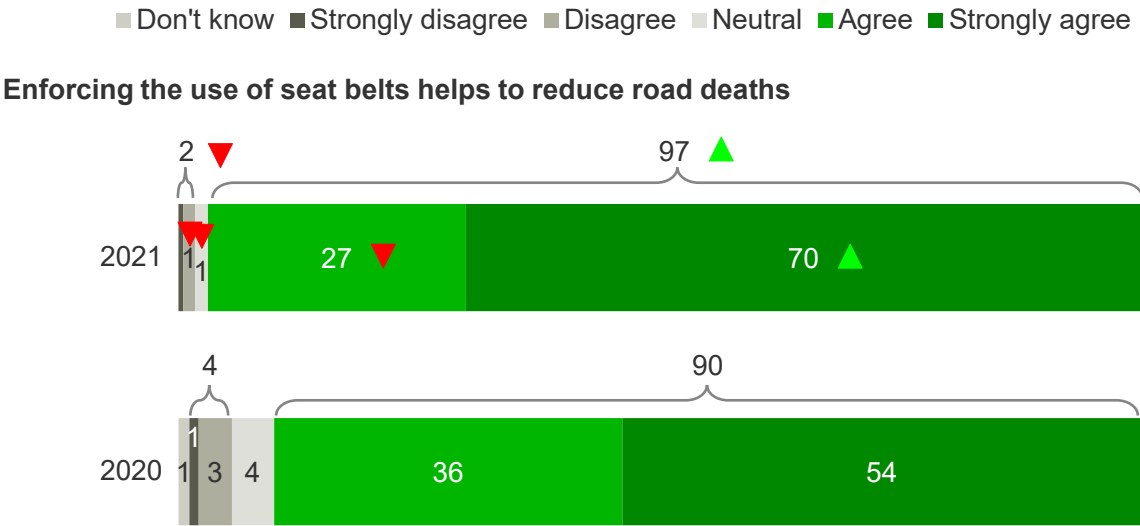
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Almost all think that enforcing the use of seat belts helps to reduce road deaths, with 70% in strong agreement.

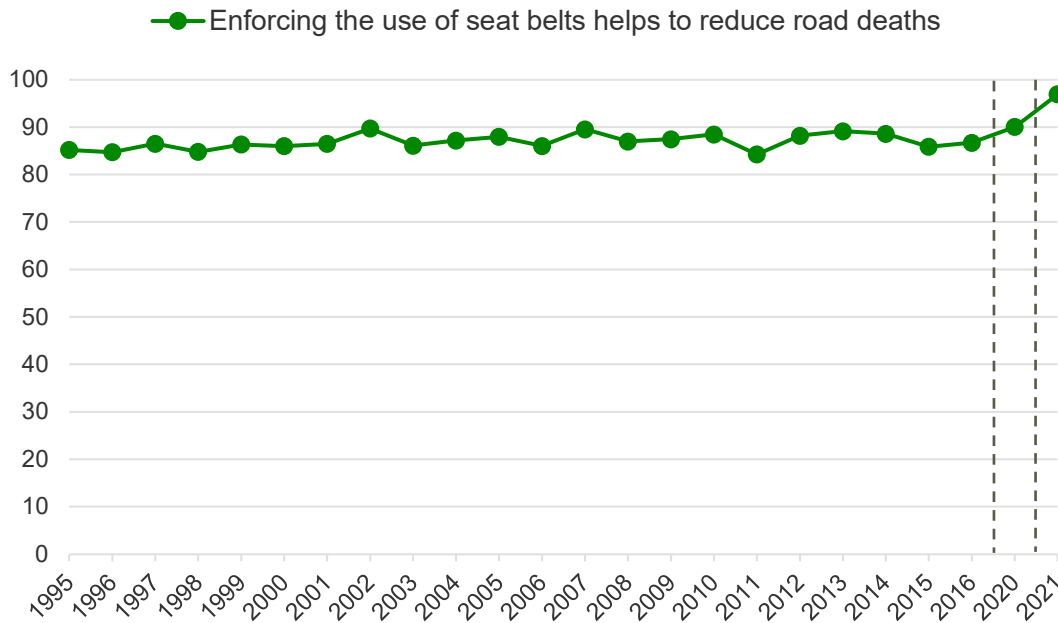
(Note: change in question wording in 2020 and statement wording in 2021)



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



Agreement over time (% strongly agree / agree)



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

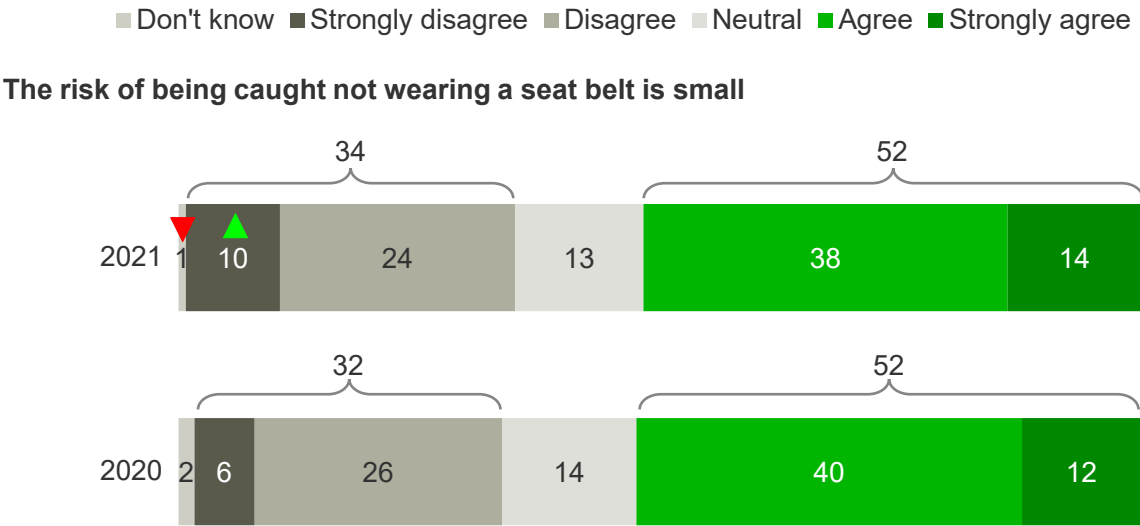
Source:: Q40 Do you strongly agree, agree, are neutral, disagree or strongly disagree towards each of the following statements?
Question wording prior to 2020:Q40 Various reasons have been suggested for people not wearing seatbelts in cars. Using the scale on this CARD, could you tell me how strongly you agree or disagree with each of these suggestions?
Statement wording prior to 2021: Enforcing the use of seat belts helps lower the road toll
Base: Total New Zealand 2021 n = 1,670 | 2020 n = 1,699

One in two think that the risk of being caught not wearing a seat belt is small, which is consistent with previous years.

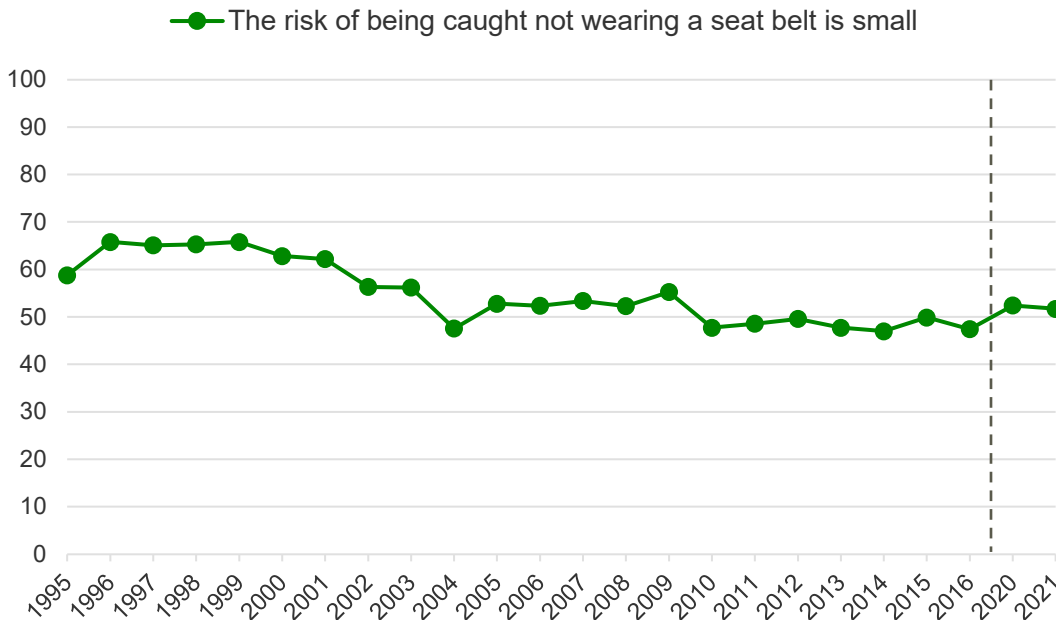
(Note: change in question wording in 2020)



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



Agreement over time (% strongly agree / agree)

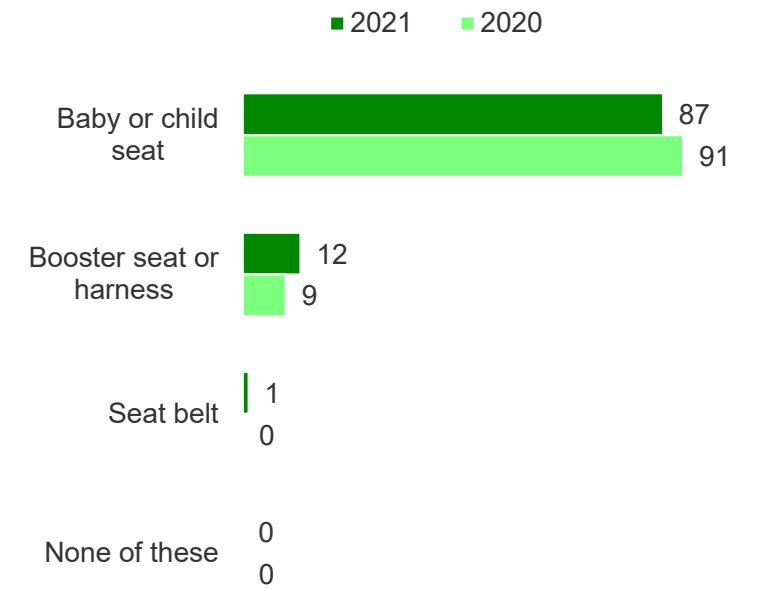


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

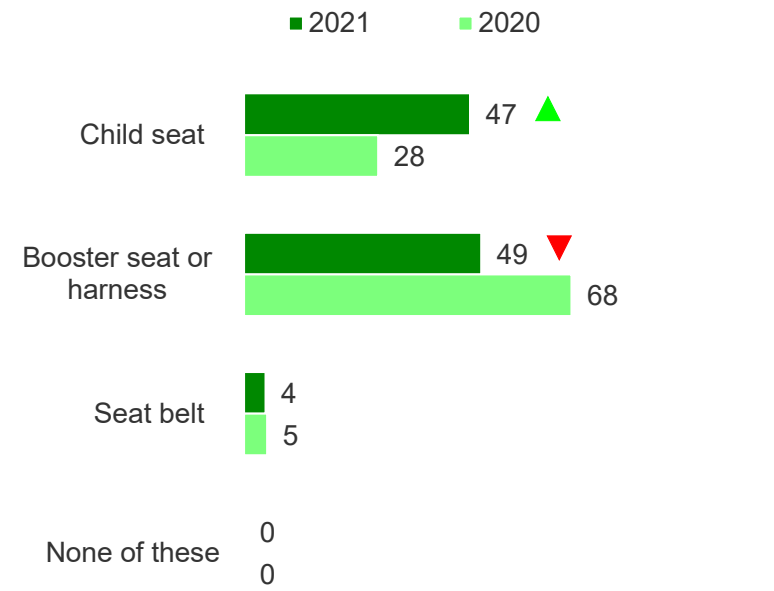
Among respondents who regularly drive with children aged up to 9 years, the majority claim that their youngest child was correctly restrained when last driven. Just under 10% of 7 to 9 year olds, however, had no form of restraint.



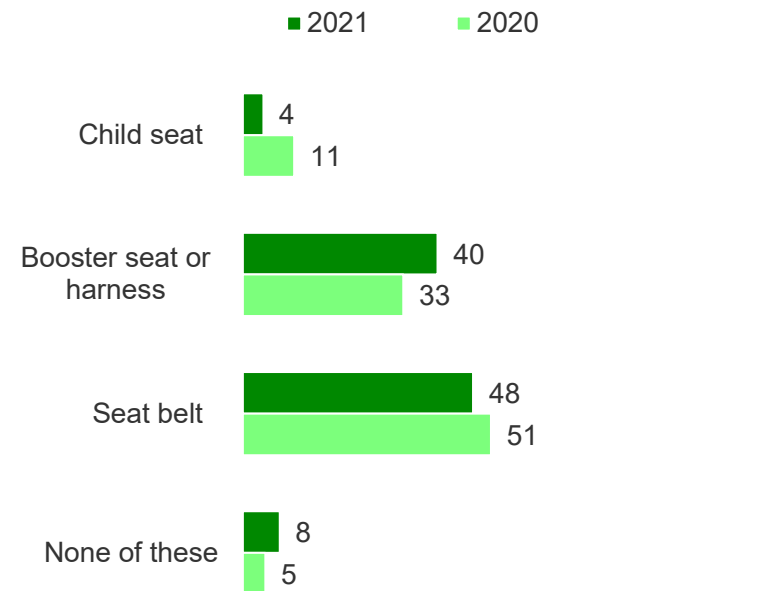
Child restraint use when last drove with child aged 0 to 4 years (% , those with a child aged 0 to 4 years)



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

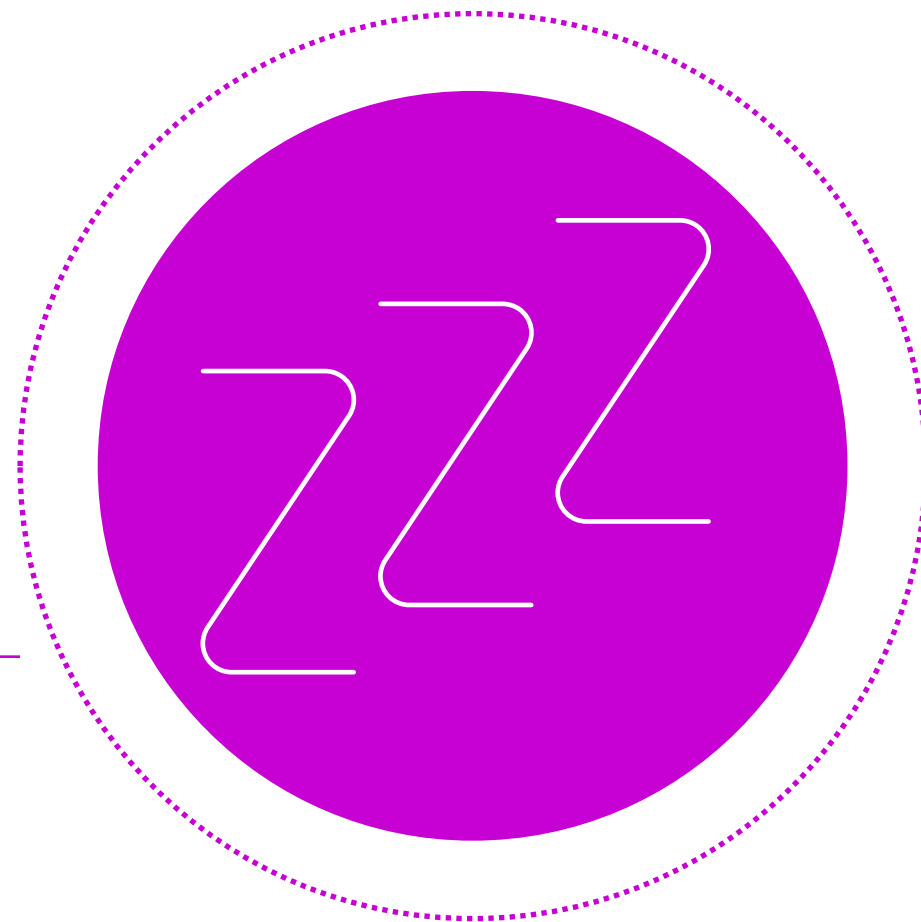


Child restraint use when last drove with child aged 7 to 9 years (% , those with a child aged 7 to 9 years)



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

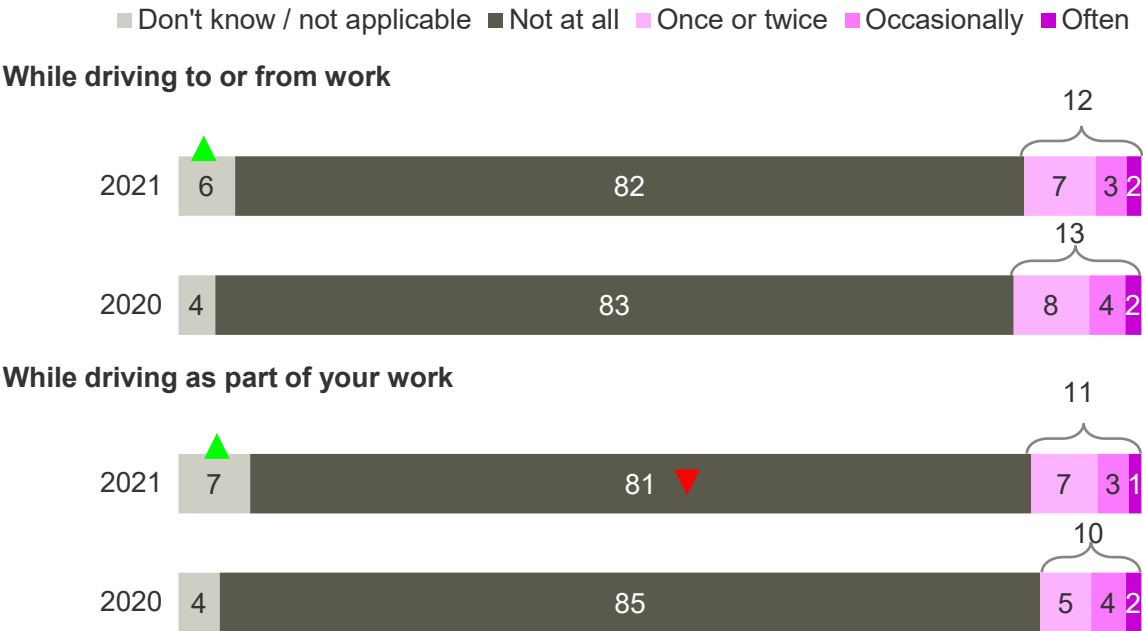
8 Fatigue



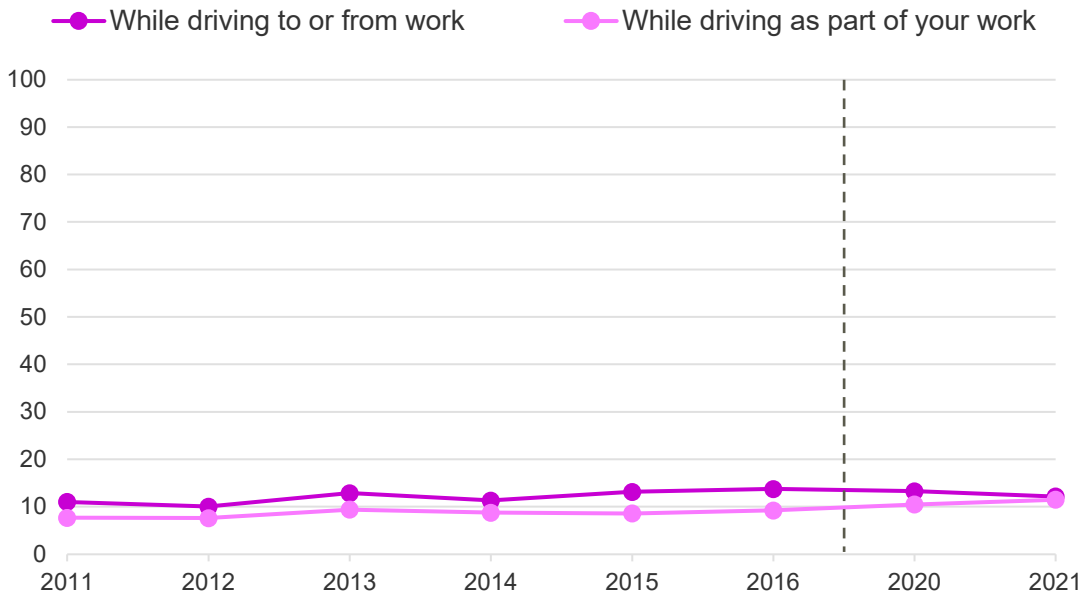
Consistent with previous years, just over one in ten drivers have had trouble staying awake on at least one occasion in the last 12 months while driving either to or from work, or as part of their work. (Note: change in question wording in 2020)



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 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Just over one in four drivers have had trouble staying awake on a long trip on at least one occasion in the last 12 months. This is higher than in 2020, and similar to 2016 levels.

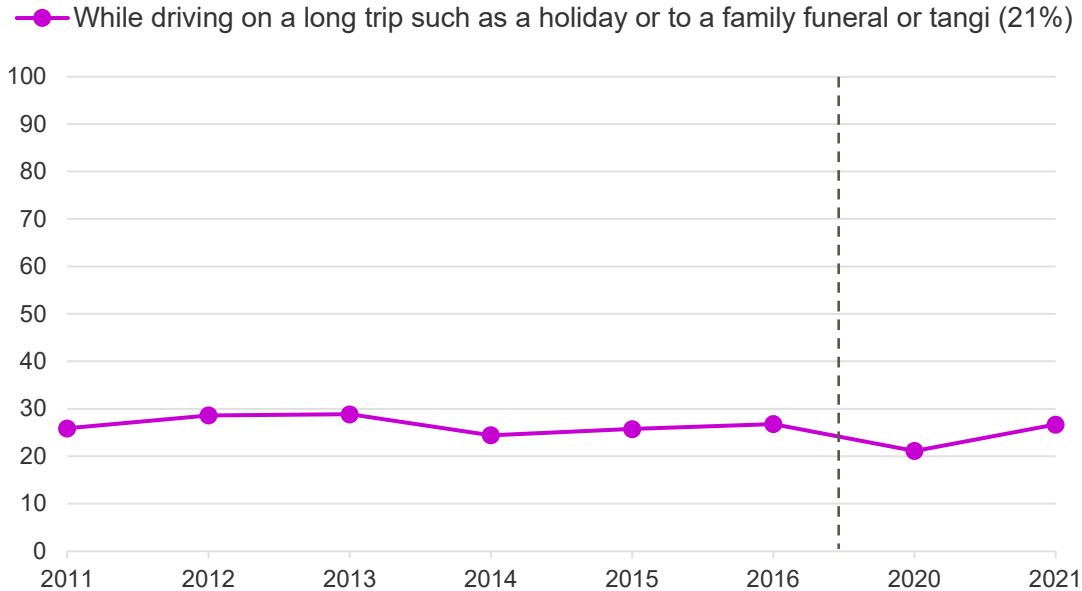
(Note: change in question wording in 2020)



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)



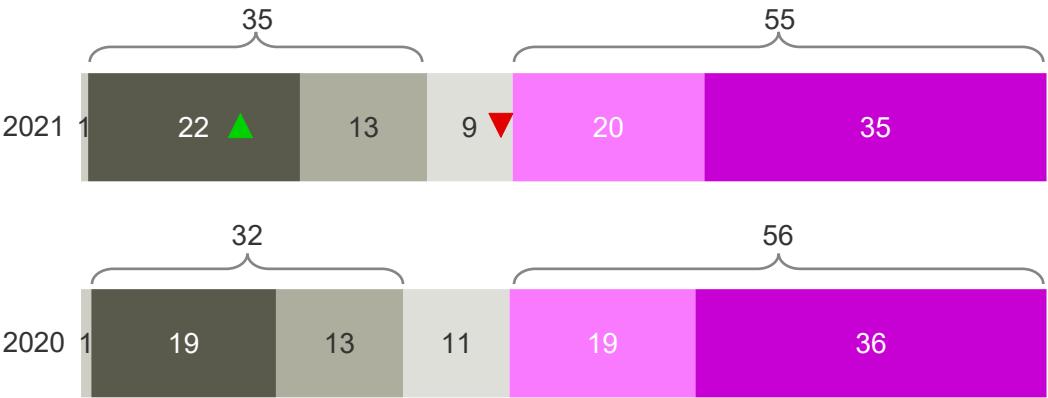
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Consistent to 2020, 35% of drivers claim to be very likely to pull over and have a short nap when drowsy and driving, and a further 20% are fairly likely to. Around one in three (35%) think they would be unlikely to pull over and nap.



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

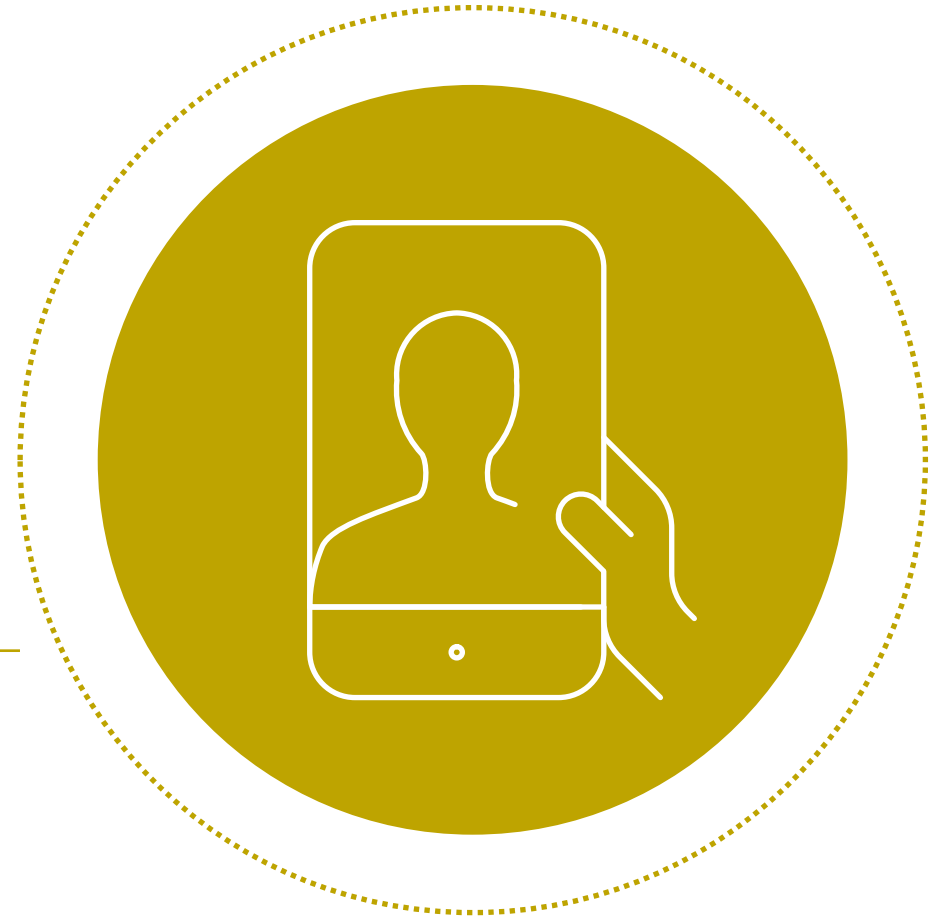
■ Don't know ■ Very unlikely ■ Fairly unlikely ■ 50:50 ■ Fairly likely ■ Very likely



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

9

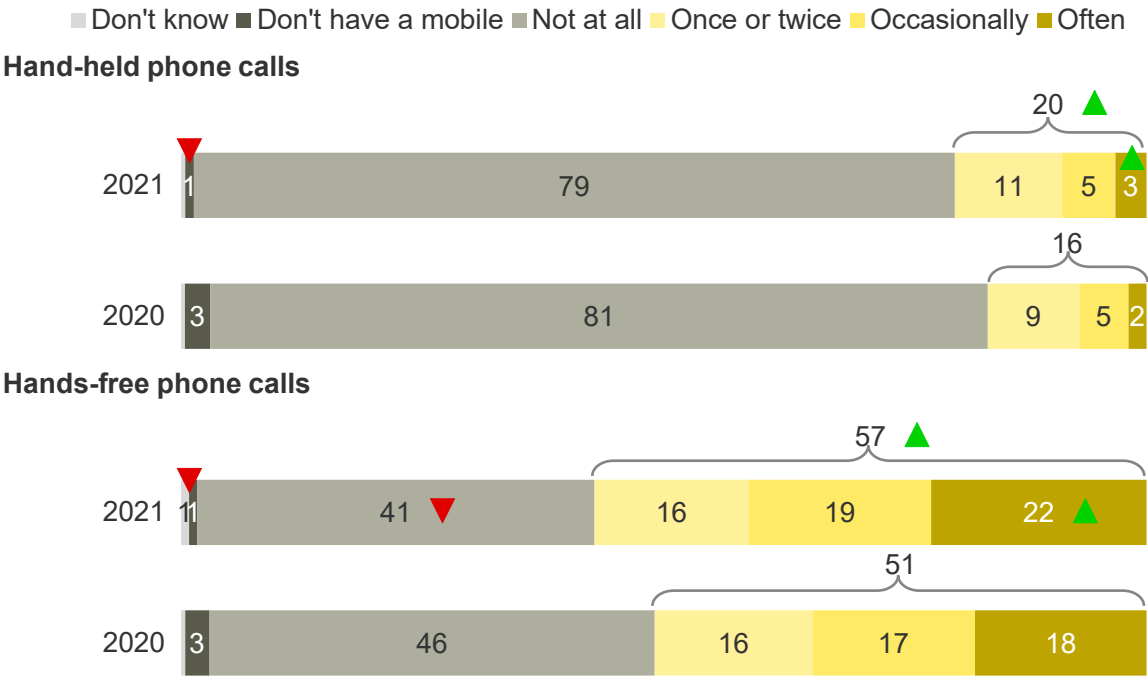
Driver distraction



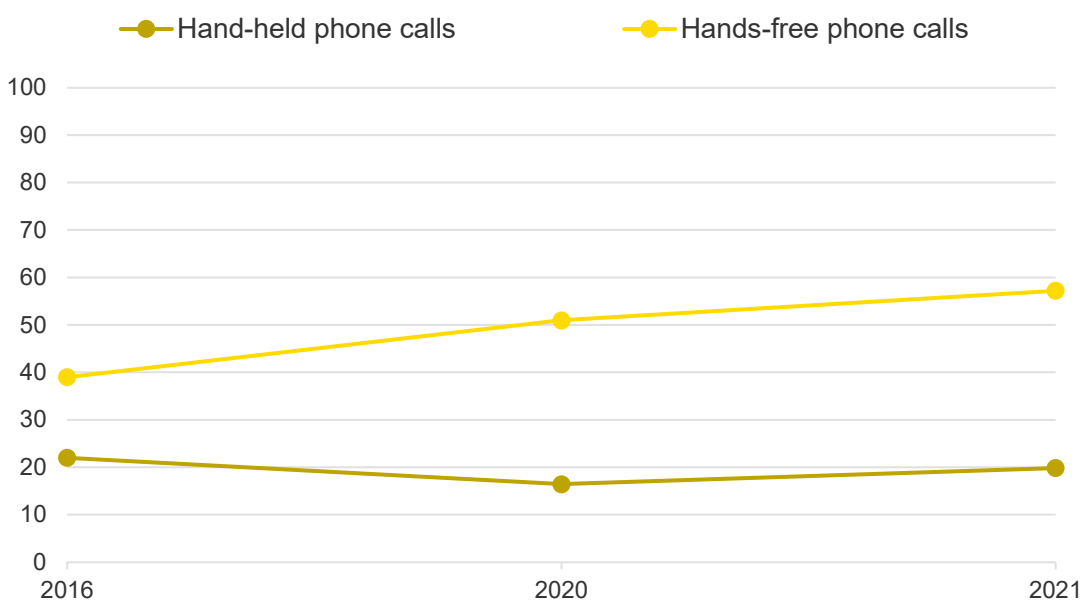
Claimed use of hands-free phone calling while driving has increased to three in five. There has also been a small increase in claimed use of hand-held phone calling to one in five.



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



How often used a mobile phone while driving in the last month – Over time
(% once or twice / occasionally / often)












▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 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.



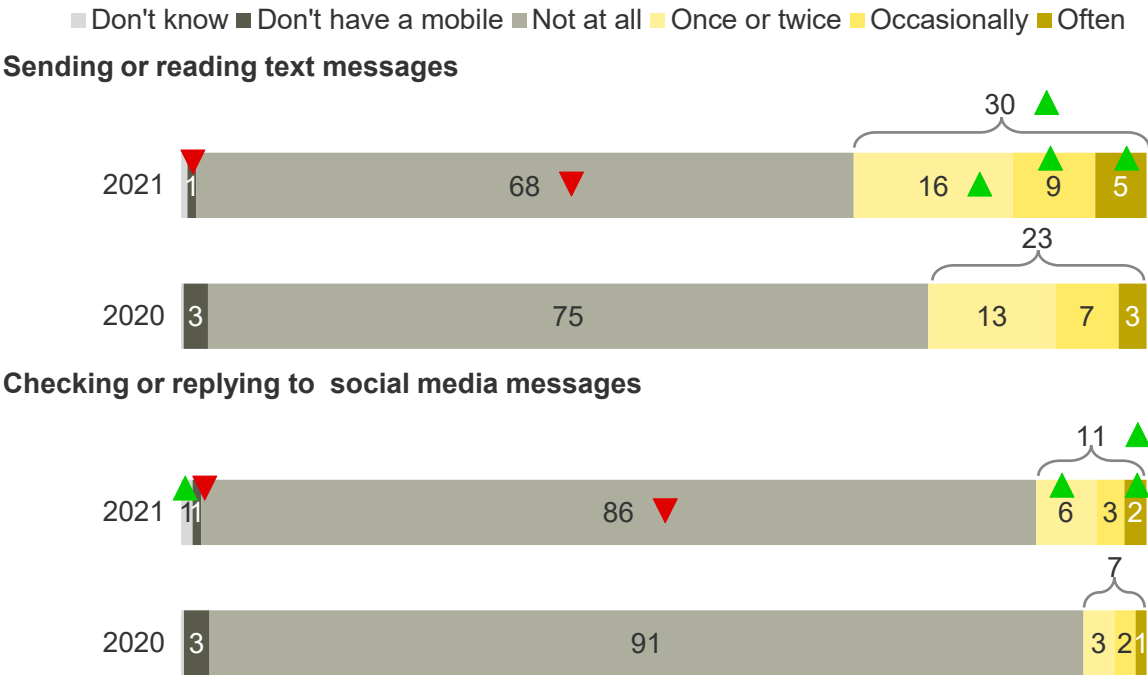
Groups which more commonly have used a mobile phone ‘once or twice / occasionally / often’ while driving in the last month for...

		Hand-held phone calls (Total NZ - 20%)	Hands-free phone calls (Total NZ - 57%)
	Region	Auckland (26%)	Auckland (70%)
	Urban / Rural	Central city area (26%)	Suburban area (61%)
	Gender	Male (26%)	Male (63%)
	Age	20 to 24 years (33%) 25 to 29 years (40%) 30 to 39 years (26%)	25 to 29 years (77%) 30 to 39 years (70%) 40 to 49 years (69%)
	Ethnicity	Māori (27%) Pacific peoples (43%)	-
	Occupation	Blue collar (29%)	White collar (69%)
	Personal Income	Over \$60,000 (25%)	Over \$60,000 (74%)
	Driver's Licence	-	Full (58%)
	Licence Class	Heavy vehicle (28%)	Motorcycle (63%)

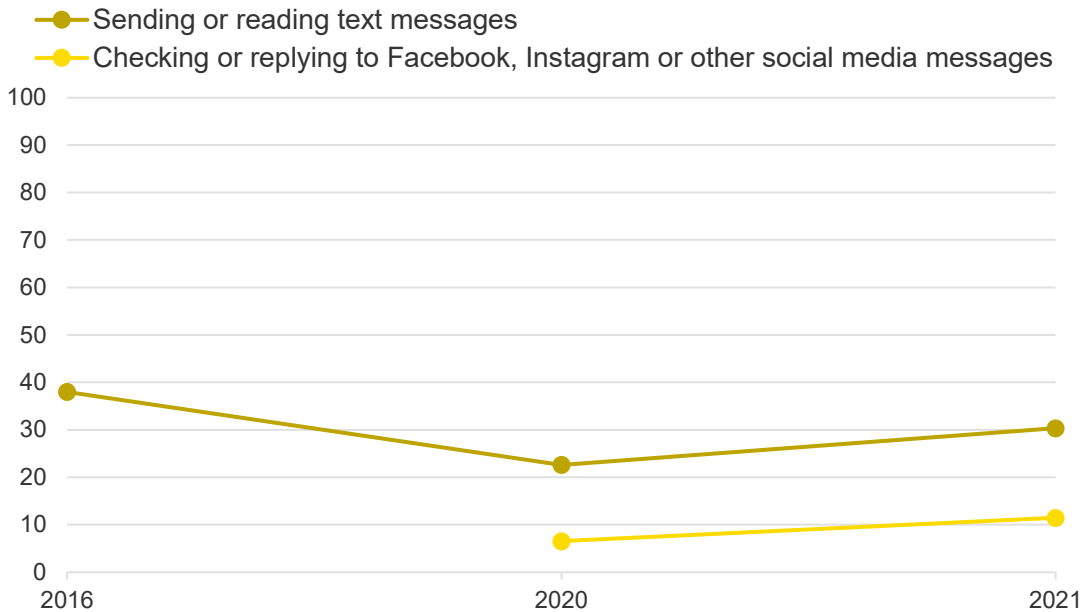
Although there has been an increase in claimed texting while driving to 30%, it is lower than in 2016 (38%). Relatively few (11%) claim to have checked or replied to social media messages while driving.



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



How often used a mobile phone while driving in the last month – Over time
(% once or twice / occasionally / often)










▲ = Significantly higher than 2020 at 95% CL
 ▼ = Significantly lower than 2020 at 95% CL

Sending or reading text messages while driving is highest among the under 30s. Checking or replying to social media peaks among 25 to 29 year olds.



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

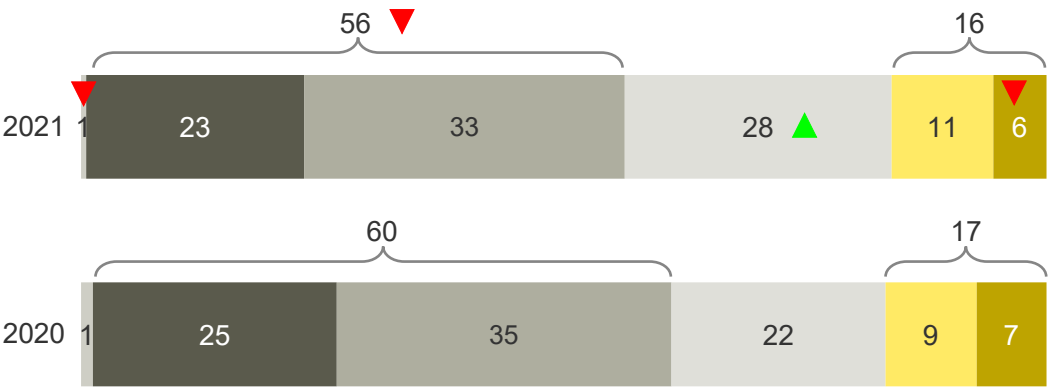
		Sending or reading text messages (Total NZ - 30%)	Checking or replying to Facebook, Instagram or other social media messages (Total NZ - 11%)
	Region	Auckland (37%) Wellington (38%)	Auckland (18%)
	Urban / Rural	Suburban area (35%)	Suburban area (13%)
	Gender	Male (34%)	Male (14%)
	Age	20 to 24 years (41%) 25 to 29 years (52%) 30 to 39 years (45%) 40 to 49 years (37%)	16 to 19 years (24%) 20 to 24 years (25%) 25 to 29 years (27%) 30 to 39 years (18%)
	Ethnicity	-	Māori (17%) Asian (15%)
	Occupation	White collar (36%)	Student (20%)
	Personal Income	Over \$60,000 (37%)	\$40,001 to \$60,000 (15%)
	Driver's Licence	-	Restricted / Learner (20%)
	Licence Class	-	-

Fewer than one in five New Zealanders think it's likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police. Almost three in five consider 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



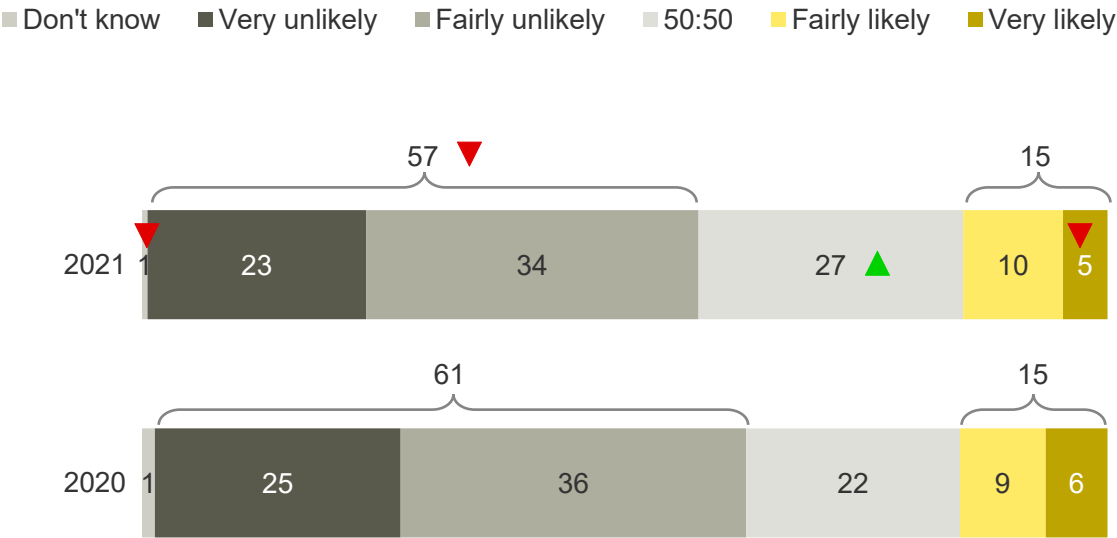
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Among drivers, fewer than 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.

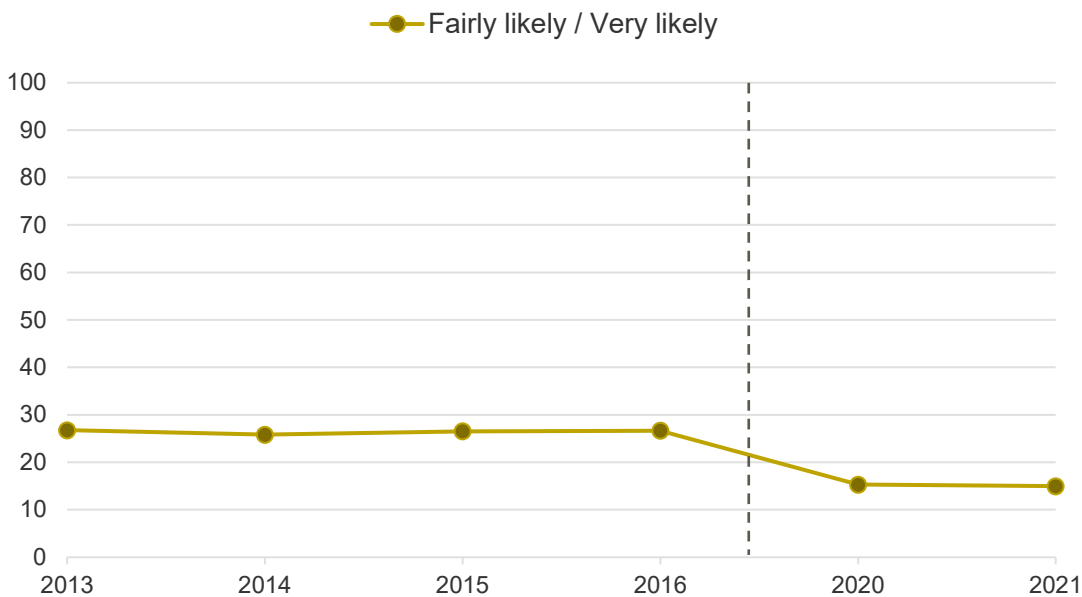
(Note: change in question wording in 2020)



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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

10

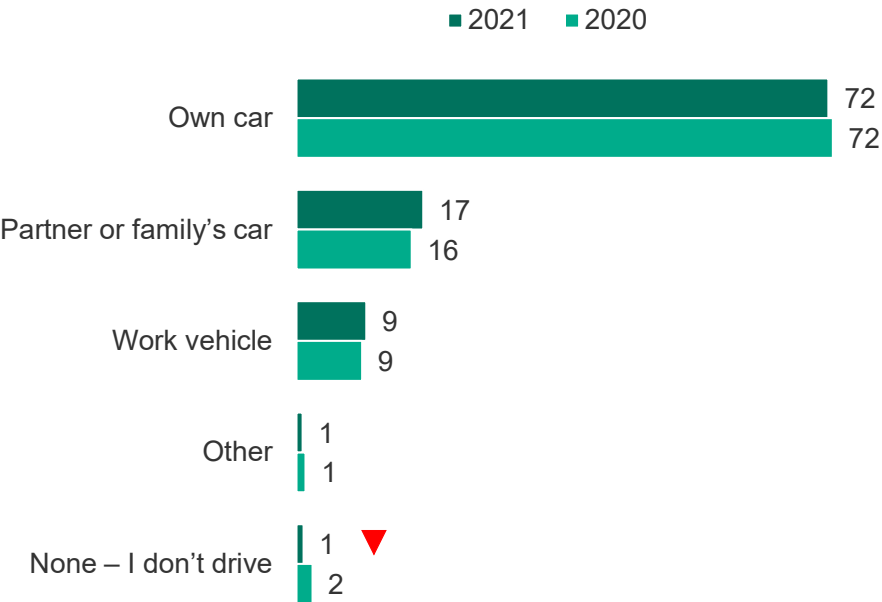
Car safety



Most drivers are usually driving their own vehicle or a family member's car. One in ten drive a work vehicle.



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



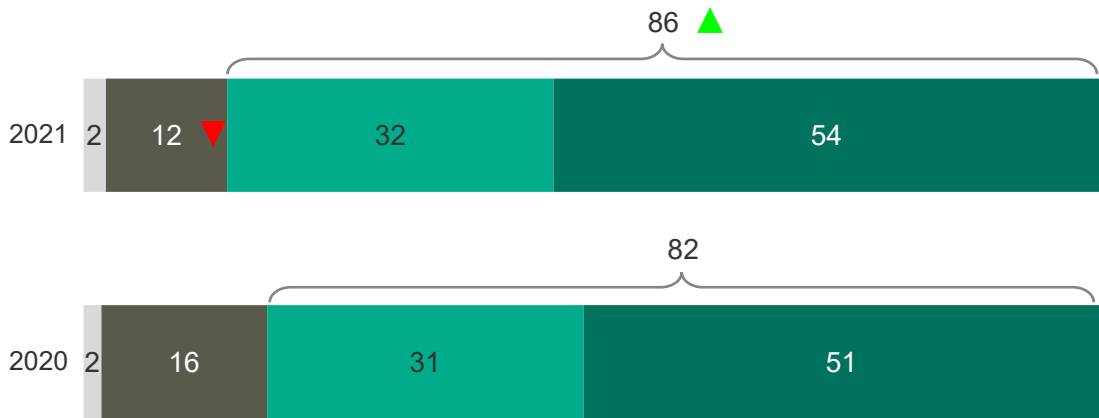
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

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.



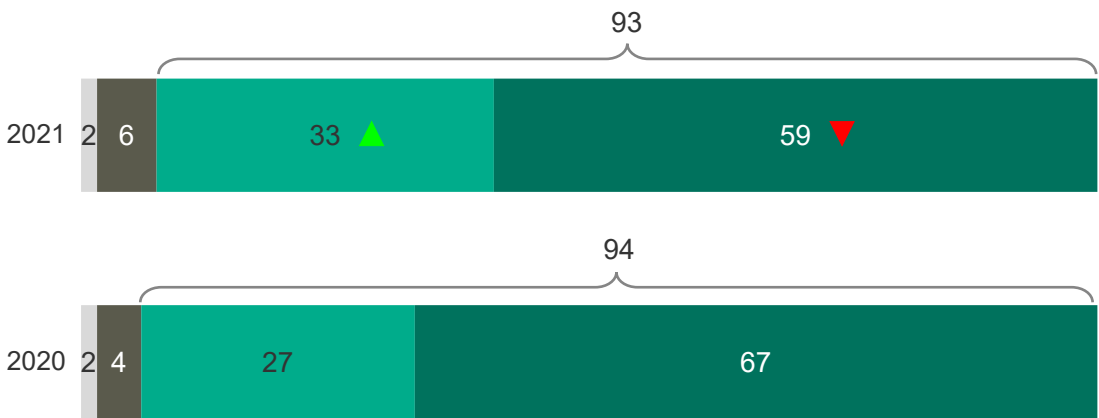
Impact of car safety features in helping you avoid a crash
(% among those with a driver's licence)

■ 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



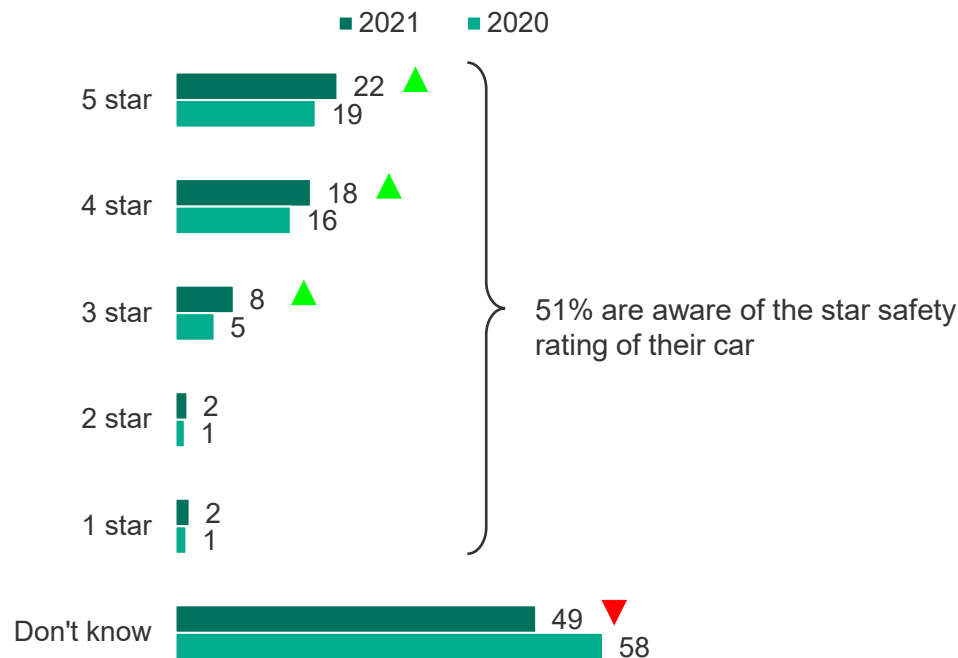
▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

One in two know the star safety rating of the car they drive. Typically those who know the rating of their car report they drive a 4 or 5 star car.

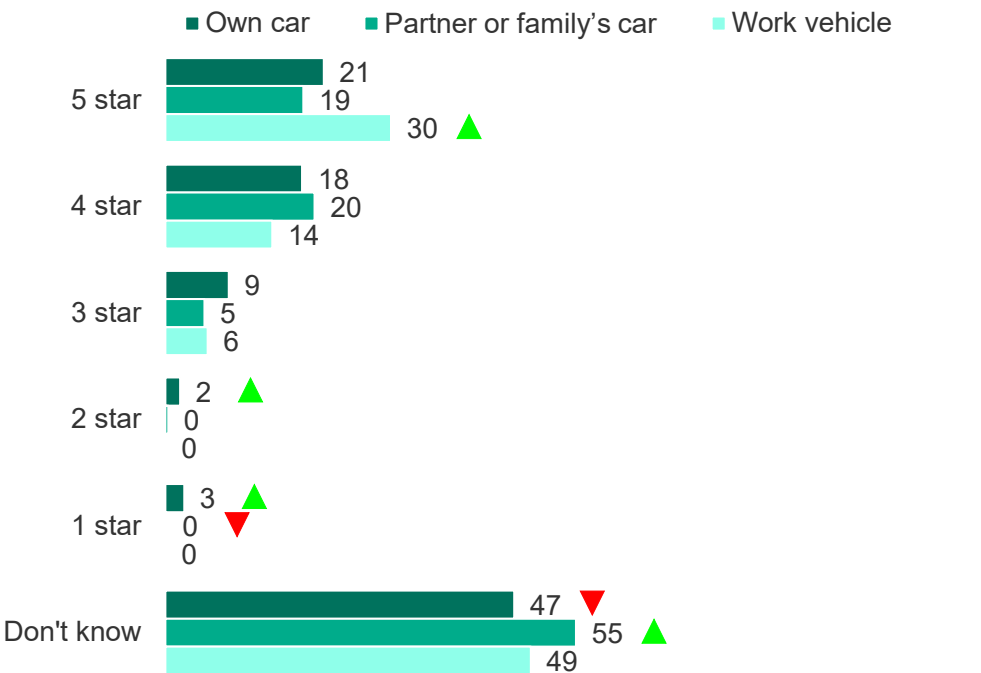
(Note: Change in question wording in 2021)



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



By ownership of car usually driven
(% among those with a driver's licence, 2021)

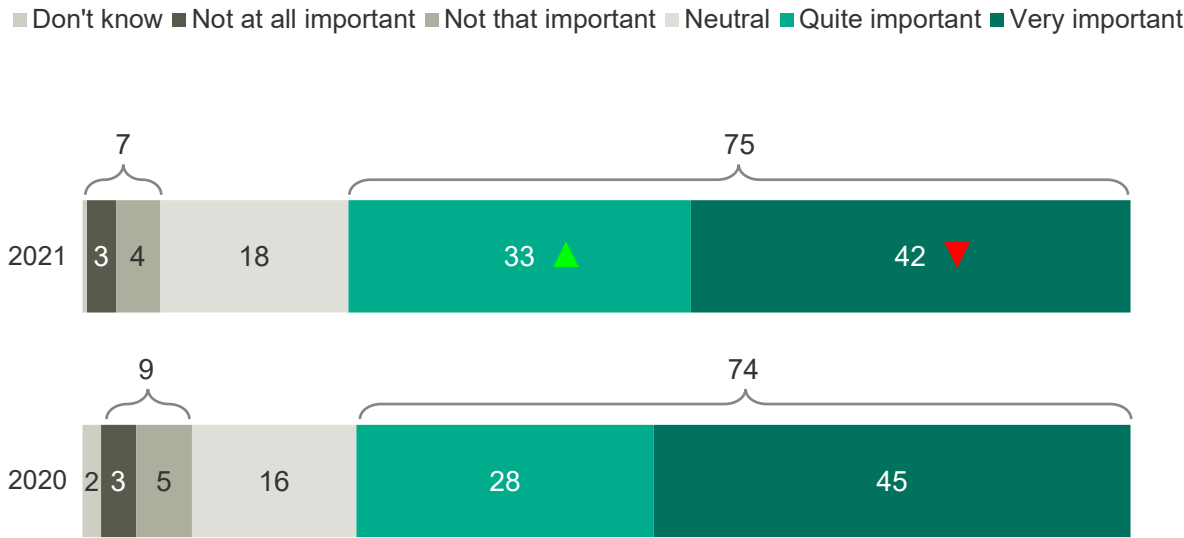


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

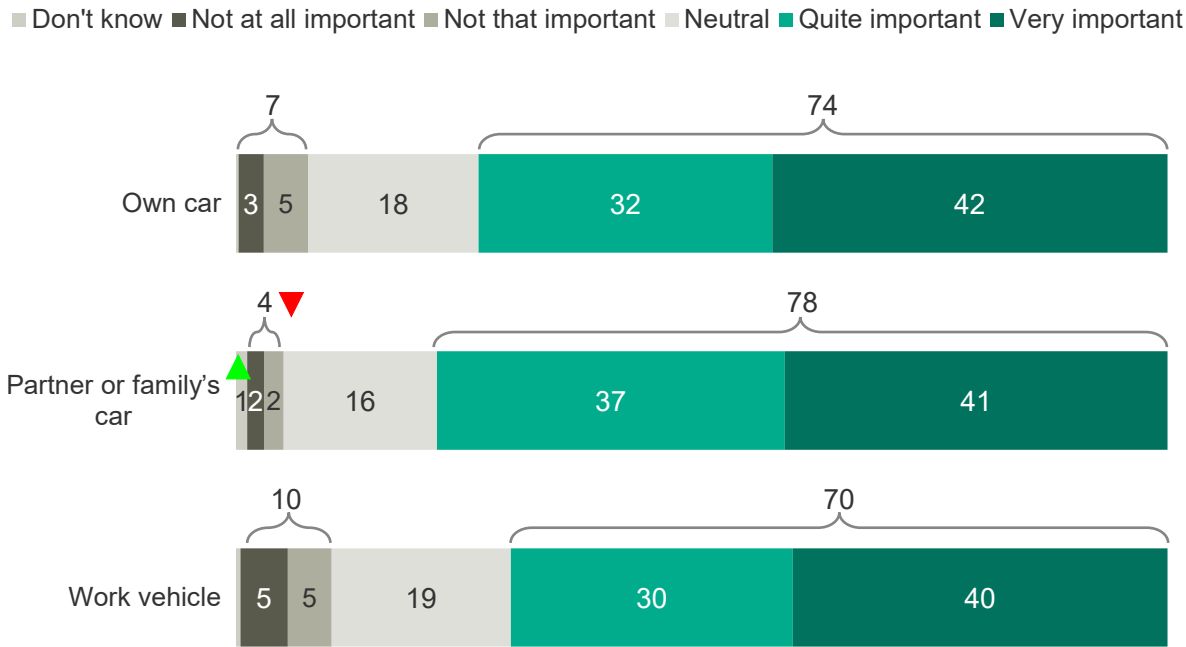
Three in four drivers think that it is least quite important that their car has a high star safety rating, and it is very important to two in five.



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



By ownership of car usually drive
(% among those with a driver's licence, 2021)



▲ = Significantly higher than 2020 / other groups at 95% CL
▼ = Significantly lower than 2020 / other groups at 95% CL

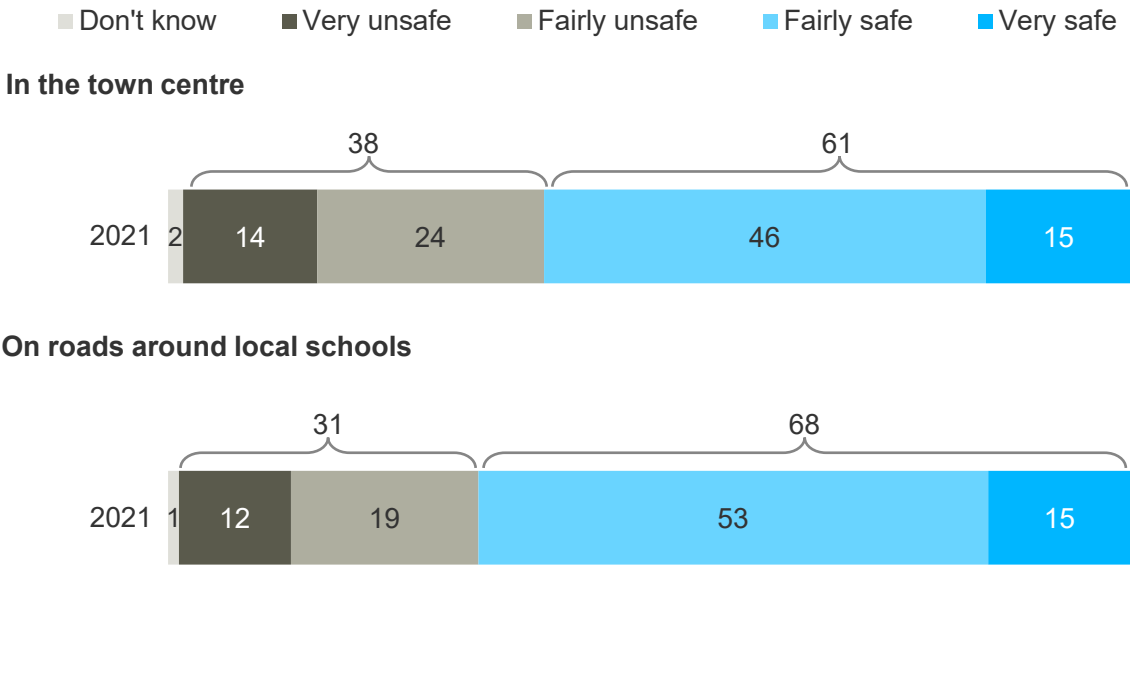
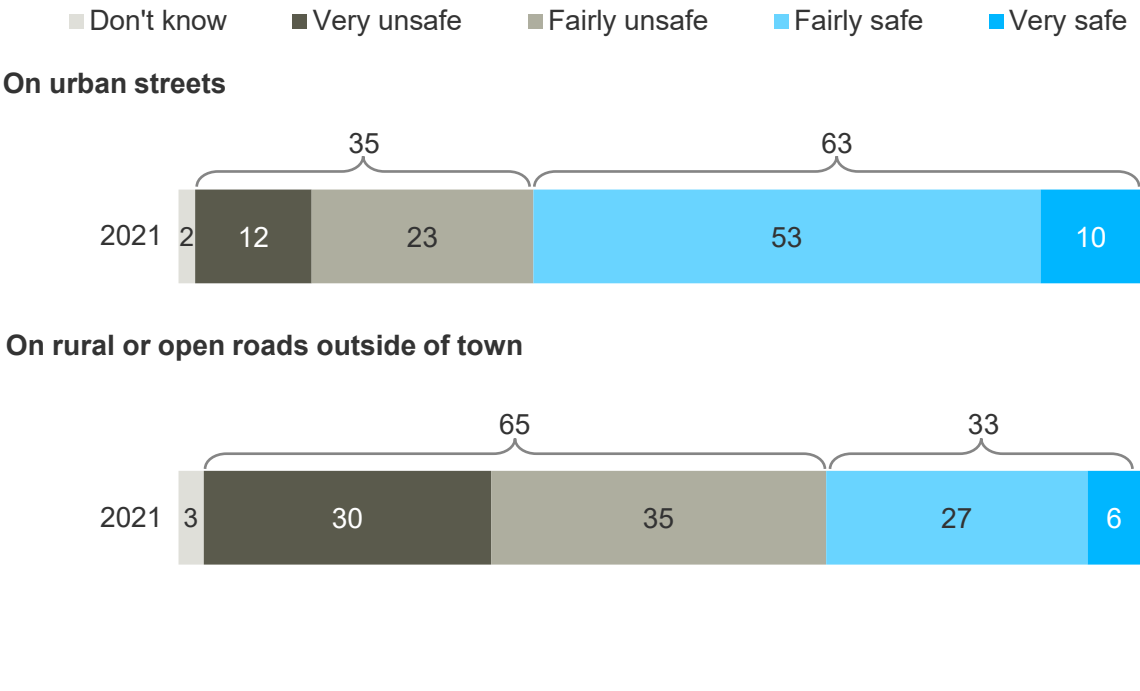
11

Safety of cycling



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

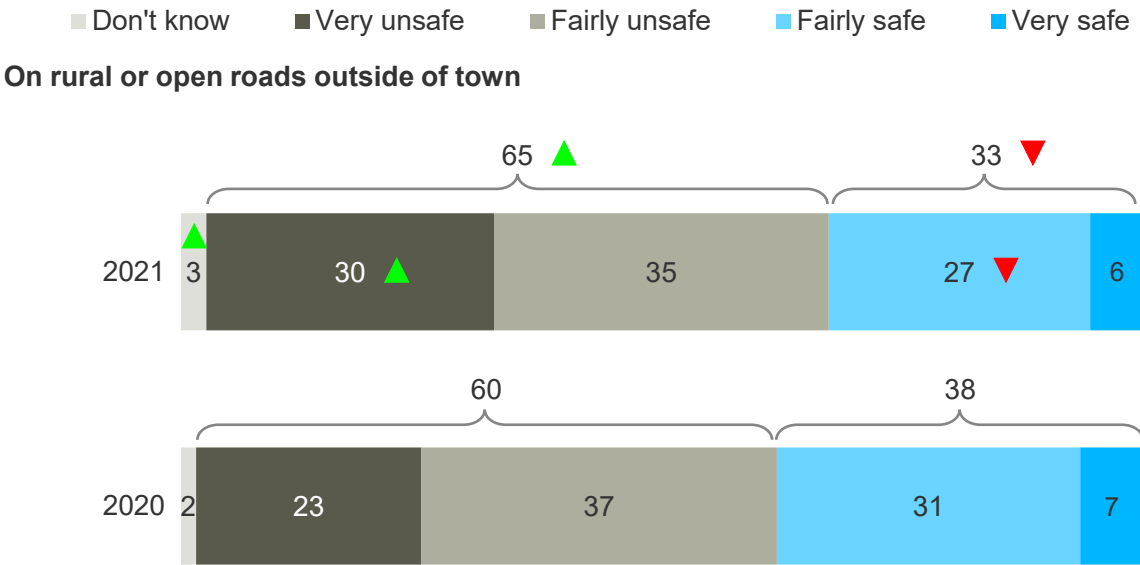
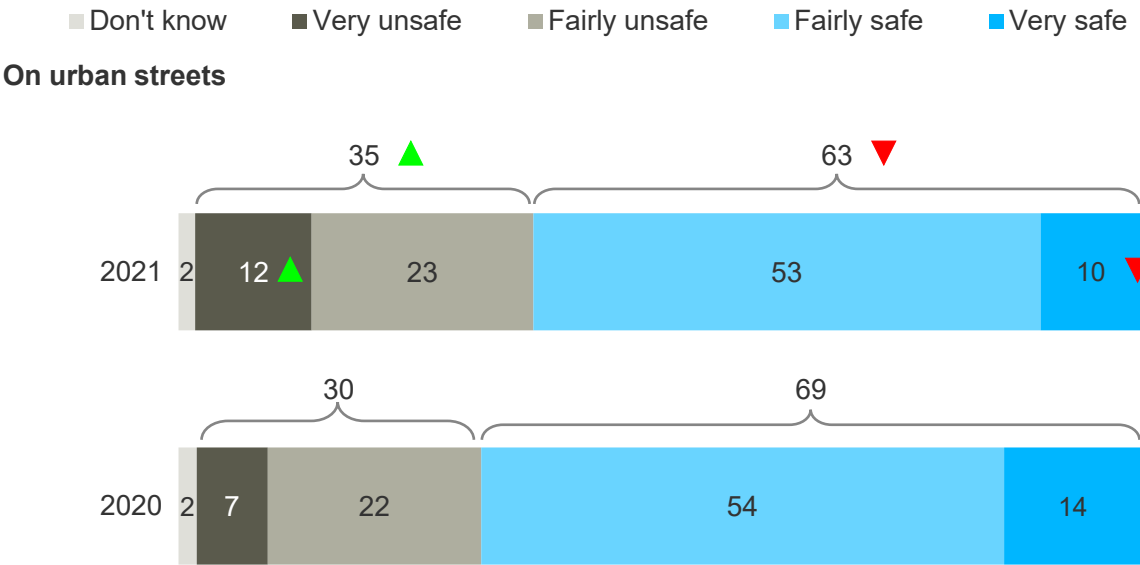
Safety of roads in local area for cyclists when they are cycling...
(% among Total NZ)



Nearly two out of every three people think urban streets are safe for cycling while only one in three think rural roads are safe. Perceptions of safety have declined since 2020.



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

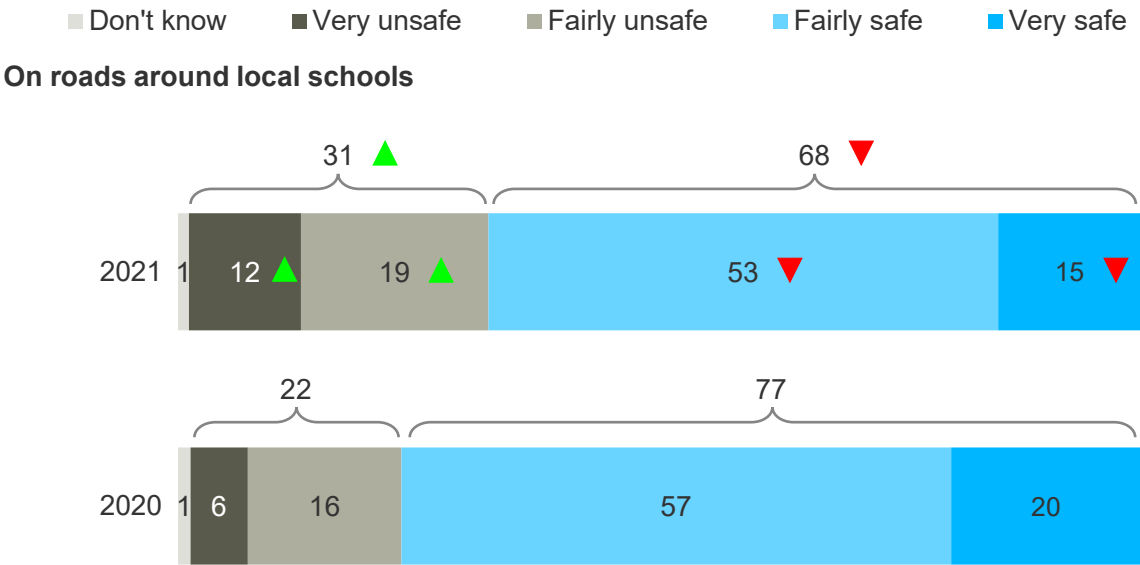
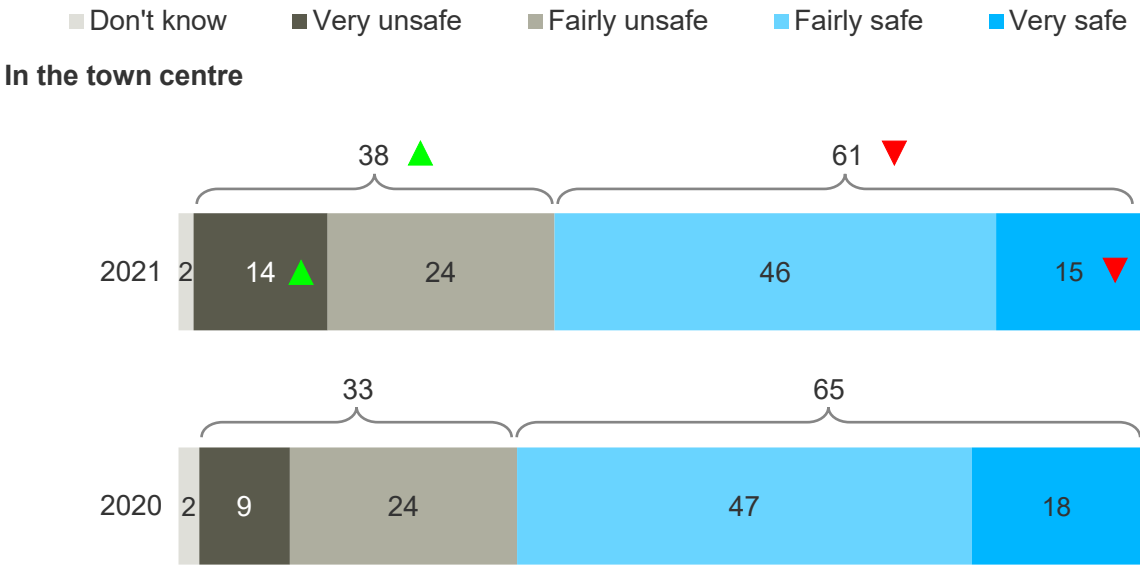


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Roads around local schools are viewed to be slightly safer for cyclists than town centres, however, safety perceptions are lower than in 2020 for both.



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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

12

Attitudes towards Road to Zero



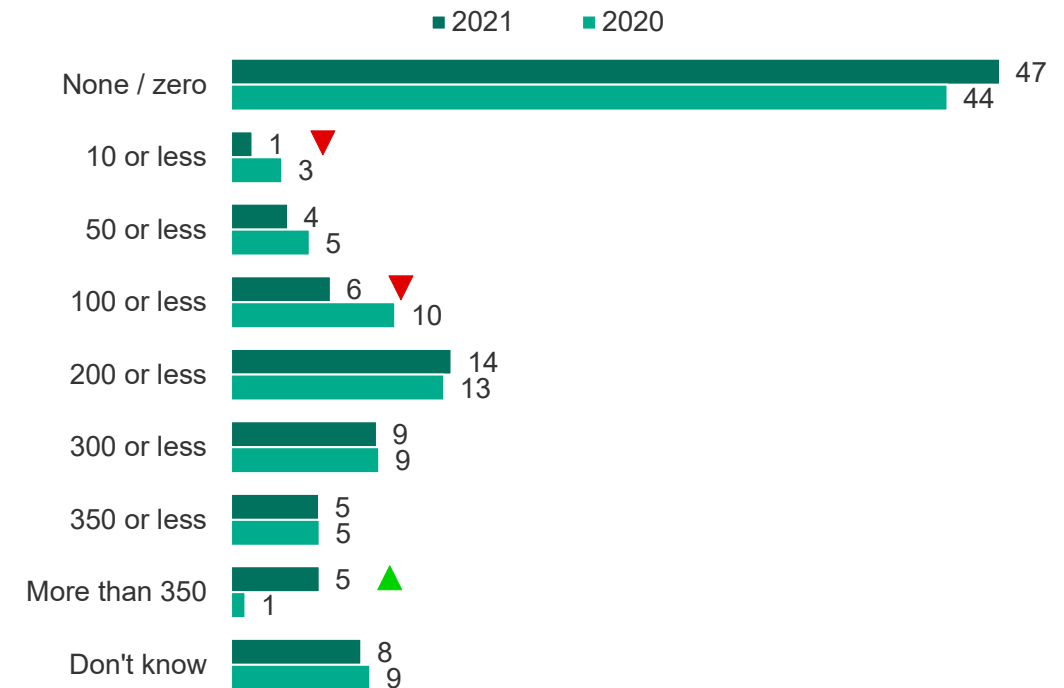
Nearly half of all New Zealanders think that any deaths from road crashes are unacceptable.



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

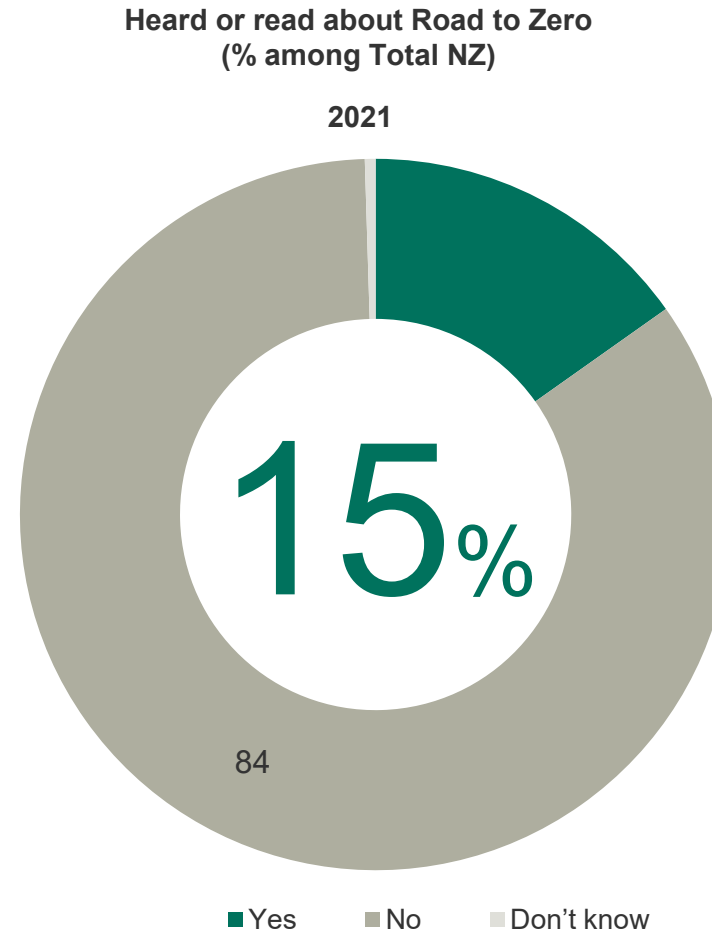
They were then asked what they would consider to be an acceptable number of deaths from road crashes next year.

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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Awareness of Road to Zero is low at 15%

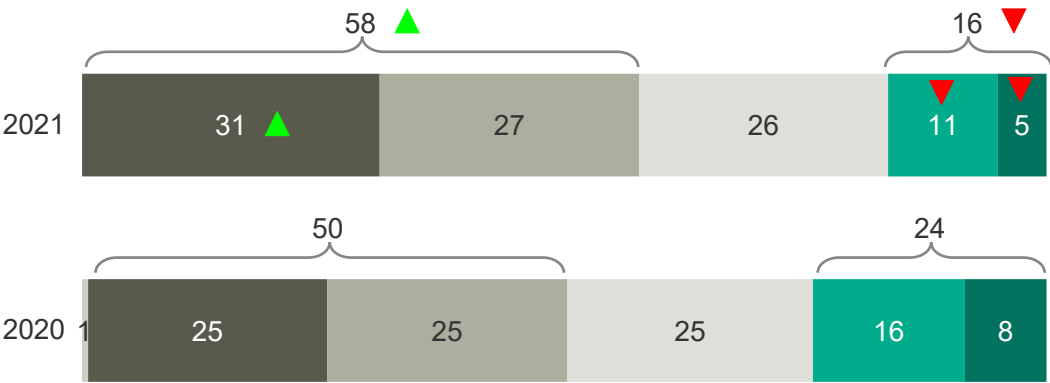


Fewer than one in five New Zealanders (16%) currently think it is likely that no road deaths can be achieved by the year 2050 with three in five considering it to be unlikely.



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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

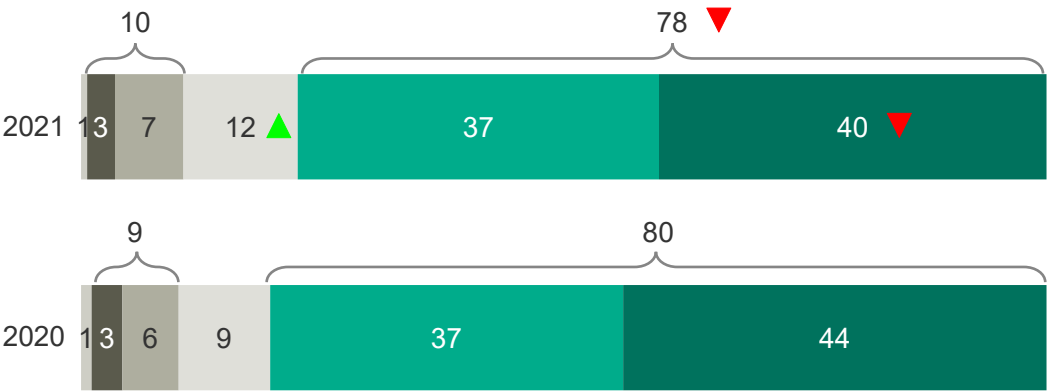
78% of New Zealanders support compulsory roadside testing of drivers for drug use, similar to 2020.



Support for potential Road to 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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

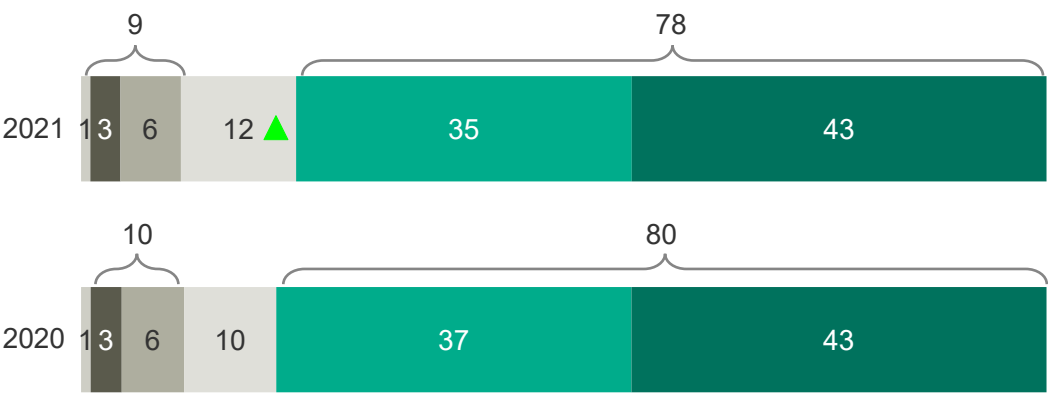
78% of New Zealanders also support much higher fines for using a mobile phone while driving.



Support for potential Road to 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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

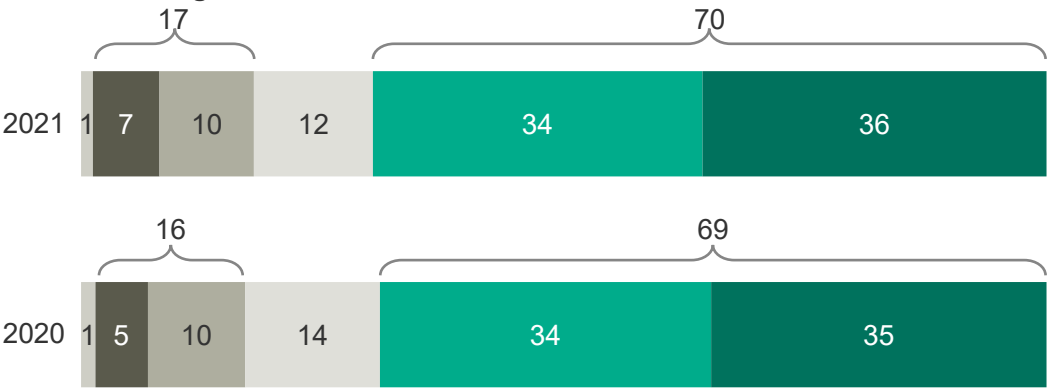
70% of New Zealanders support increased installation of wire rope median barriers on rural roads. This is opposed, however, by around one in three with a motorcycle or heavy vehicle licence.



Support for potential Road to 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 be opposed::

	2021	2020
Motorcycle	▲ 31%	▲ 25%
Heavy vehicle	▲ 33%	▲ 31%

▲ = Significantly higher than 2020 at 95% CL
 ▼ = Significantly lower than 2020 at 95% CL

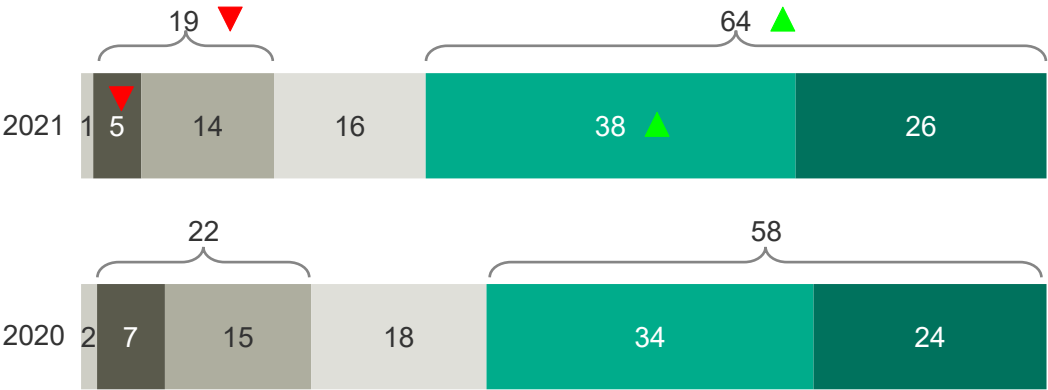
Support for 30km/h speed limits in urban centres has increased to 64% while one in five New Zealanders are opposed.



Support for potential Road to 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

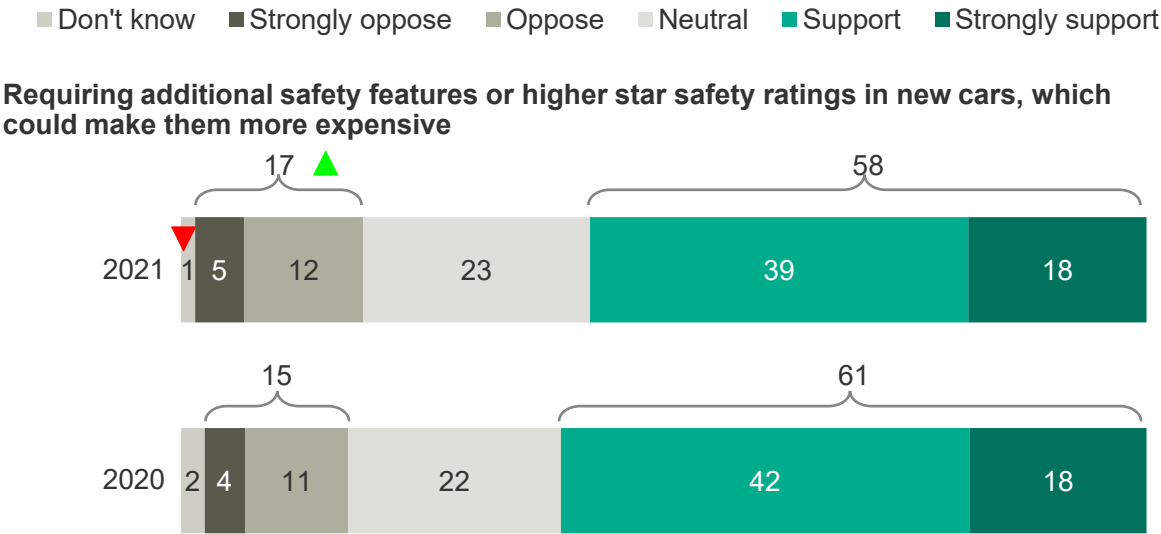


▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

Additional safety features or higher star safety ratings in new cars is supported by 58% of New Zealanders and opposed by just under one in five.



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



▲ = Significantly higher than 2020 at 95% CL
▼ = Significantly lower than 2020 at 95% CL

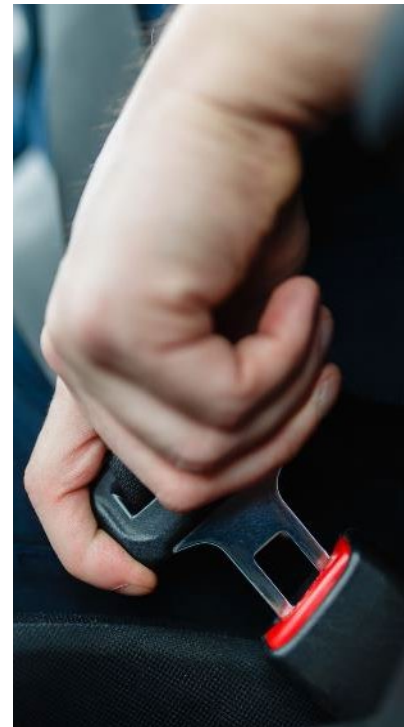
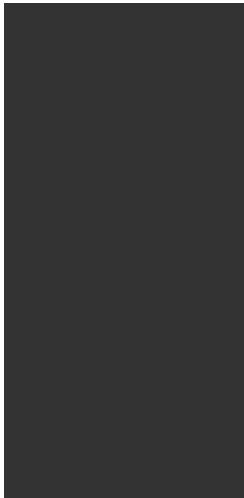


KANTAR PUBLIC

Thank you

**FOR FURTHER INFORMATION
PLEASE CONTACT**

Susan Arthur



 **NZTRANSPORT
AGENCY**
WAKA KOTAHĪ