

KANTAR PUBLIC

Public Attitudes to Road Safety 2022

Report

Provided: December 2022



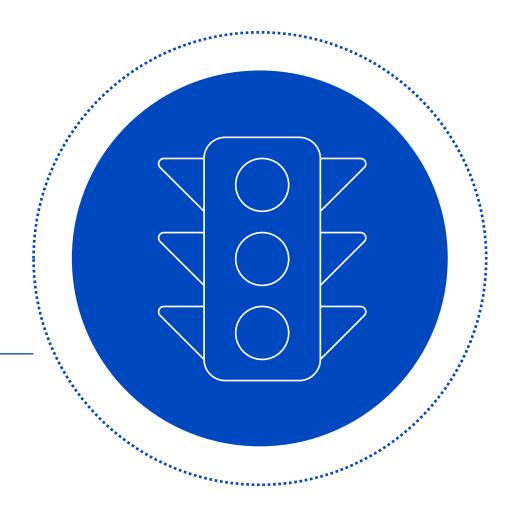


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1 Background



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 2022 results for the Waka Kotahi survey and trend information from 2021 and 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
9//9	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
P.	Alcohol-impaired driving and enforcement	% of drivers impaired by alcohol
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	Seat belts	% of car occupants using a seatbelt or child restraint
ZZZ	Fatigue	-
<u>U</u>	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)
ROAD TO ZERO	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.

2020: 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).

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

2022: The 2022 survey was again divided into two streams and conducted using CATI; Stream A and Stream B, with 1,665 interviews per stream (3,330 in total).

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



Fieldwork timing (2022):

- Piloting phase: 30th June 2022 to 13th July 2022
- Main fieldwork: 14th July 2022 to 16th September 2022

A mix of landline (28%) and mobile calling (72%) 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%.

In 2022, the average interview duration was 20 minutes for Stream A and 19 minutes for Stream B. The response rate was 17%.



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

		Strea	Stream A		am B
		Un- weighted	Weighted	Un- weighted	Weighted
Gender	Male	50%	48%	50%	48%
	Female	48%	51%	48%	51%
	Gender diverse	1%	1%	1%	1%
Age	16 to 24 years	12%	15%	12%	15%
	25 to 34 years	18%	18%	19%	20%
	35 to 44 years	16%	16%	16%	16%
	45 to 54 years	17%	17%	16%	16%
	55 to 65 years	17%	17%	17%	16%
	65 plus years	20%	17%	19%	18%
Ethnicity	NZ European	75%	69%	74%	69%
	Maori	14%	14%	14%	14%
	Pacific People	4%	7%	5%	7%
	Asian / Indian	10%	15%	10%	15%
	Other	1%	1%	1%	2%
	Refused	1%	1%	1%	1%
Base		1,676		1,689	

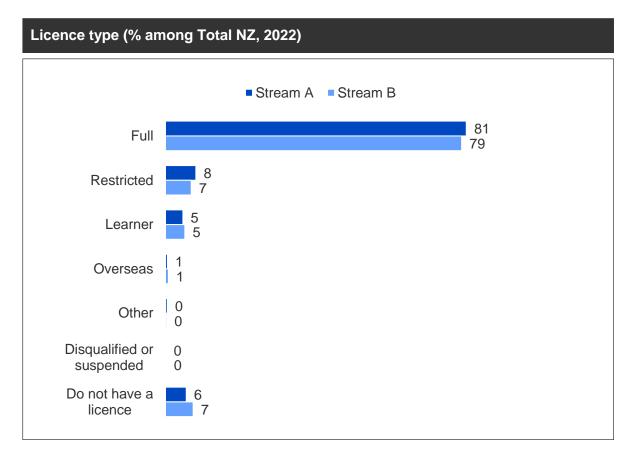
		Strea	am A	Stre	am B
		Un- weighted	Weighted	Un- weighted	Weighted
Occupation	White collar	45%	47%	47%	48%
	Blue collar	25%	24%	22%	20%
	Domestic / household	5%	4%	4%	3%
	Retired	16%	13%	17%	15%
	Unemployed	3%	3%	4%	4%
	Student	6%	8%	6%	8%
	Other	<0.5%	<0.5%	<0.5%	<0.5%
	Refused	<0.5%	<0.5%	1%	1%
Personal	Under \$20	14%	14%	13%	14%
income (\$000's)	\$20 - \$40	16%	13%	16%	15%
(. ,	\$40 - \$60	17%	17%	17%	17%
	\$60 - \$80	19%	20%	19%	18%
	\$80 - \$100	10%	10%	10%	10%
	Over \$100	15%	16%	15%	16%
	Refused	9%	8%	11%	10%
Base		1,676		1,689	

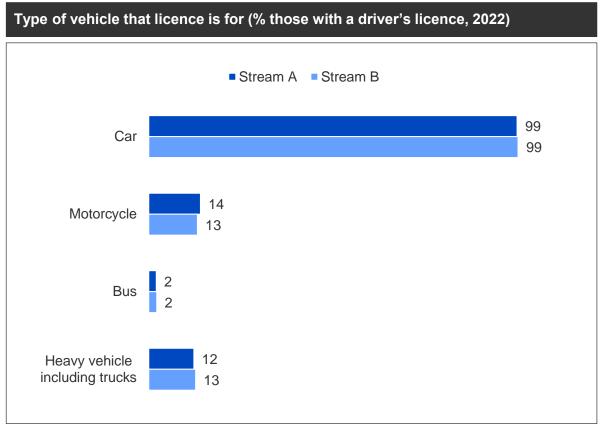
Respondent profile – 2 of 2

		Stre	am A	Strea	am B
		Un- weighted	Weighted	Un- weighted	Weighted
Region	Northland	6%	4%	6%	4%
	Auckland	19%	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	1%	1%	2%	1%
	Nelson	3%	1%	2%	1%
	Tasman	2%	1%	2%	1%
	West Coast	6%	1%	6%	1%
	Canterbury	8%	13%	8%	13%
	Otago	6%	5%	6%	5%
	Southland	6%	2%	6%	2%
Base		1,676		1,689	

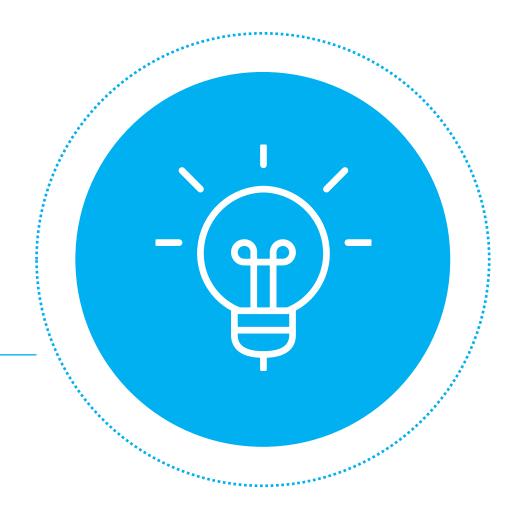
		Stream A		Stream B	
		Un- weighted	Weighted	Un- weighted	Weighted
Area reside	A central city area	13%	14%	13%	15%
	A suburban area	40%	46%	40%	46%
	A town	17%	15%	17%	14%
	Rural area (within 5 km of a town)	12%	11%	11%	10%
	Rural area (> 5 km from a town)	17%	13%	17%	13%
	Not certain	<0.5%	1%	1%	1%
Base		1,676		1,689	

94% of respondents had a driver's licence in Stream A and 93% in Stream B, including a mix of motorcycle, bus and heavy vehicle licences.





2 Key insights and implications



Road safety and Road to Zero

Road safety:

Any initiatives that are clearly seen to improve road safety, particularly in terms of infrastructure and the behaviour of road users, are likely to be supported by most New Zealanders.



More New Zealanders think New Zealand roads are unsafe than in 2021 (increasing from 19% to 26%).

However, the majority continue to consider New Zealand roads safe to travel on. But - this is typically 'fairly' safe rather than 'very safe'.

The most common safety concerns are:



the roading system, including road surface quality, road design and roadworks.



the behaviour of other drivers, including speeding, drink / drug driving and bad behaviour in general.



Road to Zero:

The principle of Road to Zero aligns with the views of many New Zealanders.

Just under half New Zealanders think that zero deaths are acceptable from road crashes, being a similar level to previous years.

The new 'Road to Zero' communications campaign launched in early 2022 is an important step to start increasing New Zealanders support for the Vision Zero approach.

Focus area 1: Infrastructure and Speed

Action:

Introduce a new approach to tackling unsafe speeds
(1 of 2)

Speeding:



Severity of injury is likely to be a greater deterrent against speeding than the risk of crashing.

Most New Zealanders understand that higher speeds are associated with greater severity of injury if involved in a crash.

Although most also understand that higher speeds are associated with greater chance of having a crash, views are not as strong and one in ten disagree.

There is also a perception among one in three that you are unlikely to crash if you are careful when you speed.



Half New Zealanders enjoy driving fast on the open road.

Among this group, the risk associated with speed is likely to be weighed against the enjoyment of driving fast.

Messages around the risks involved with speeding remain important to help shift the attitudes of some New Zealanders.

Speed limits:

Reduced speeds with no clear rationale are likely to be viewed as unnecessary.



Roads: Similar to previous years, there continues to be little perceived need to change the speed limit on the open road, and within towns and cities. As such, reductions in speed limits are likely to be viewed as unnecessary by many New Zealanders unless clear rationale is provided for doing so.



Schools: Most New Zealanders support speed limits around schools in urban areas being 40km/h or lower, and two in three support speed limits of 30 km/h or lower.

The Safe Limits campaign launched in November 2021 outlining the reasons for reviewing speed limits on New Zealand roads remains important to raise awareness and increase understanding around why this initiative is required.

With 'high risk' roads being targeted for speed management, outlining the safety risks associated with a particular road, or area, could help to overcome potential opposition to speed reductions among some New Zealanders.

Ensuring that speed limits are reduced to the appropriate levels outside all, rather than only some, schools will be readily accepted by the majority. Reducing speed limits around schools in urban areas to 30km/h to increase safety would also be accepted by most.

Focus area 1: Infrastructure and Speed

Action:

Introduce a new approach to tackling unsafe speeds
(2 of 2)

Speeding tickets:

The perception that the risk of being caught speeding is small is at the highest level to date



One in two currently think the risk is small and disagreement has reduced to 30%.

Claimed ticketing for speeding in the past 12 months however remains stable at 17%.

Current enforcement remains more likely to be deterring high levels of speeding, and less effective at discouraging moderate levels.

The perceived chance of getting a speeding ticket if driving past a police officer or a speeding camera remains higher than in 2016 or earlier for all speed limits.

But for many there is still limited risk of being ticketed at 105km/h, with the risk increasing between 105km/h and 110km/h.

This may be reinforcing the views of many New Zealanders, that there is a buffer zone above 100km/h before they consider it to be speeding. This buffer zone remains 105km/h or higher for almost one in two.

Speed cameras:

Speed cameras are likely to be more effective at deterring moderate speeding than police officers



At 105 km/h or 110km/h, the perceived risk of being ticketed is higher if driving past a speed camera than a police officer.

For speeds of 115km/h or higher, most think it is likely to be ticketed - but more think the chance is 'very high' if driving past a speed camera than past a police officer.

The prevalence of seeing speed cameras will be undermining their effectiveness to work as a deterrent against speeding.



Views remain mixed towards seeing speed cameras on the roads normally used, which will be affecting the ability of speed cameras to work as a deterrent against speeding.

In addition, perceptions that speed cameras help to reduce road deaths continues to decline. Only one in two currently think speed cameras reduce road deaths, down from 60% in 2021.

Mobile safety camera deployment hours have been steady over recent years. Achieving the higher target that has been set, alongside other initiatives such as the mobile camera replacement programme, should help to increase their visibility and help to encourage lower speeds.

To deter lower levels of speeding (< 110km/h), the likelihood of being ticketed by either a speed camera or a police officer at these speeds will need to be increased.

Focus area 2: Vehicle safety

Action:

Increase understanding of vehicle safety

Star safety ratings:

The importance of car safety features is understood by most but there is room to strengthen the importance placed on star safety ratings.



Most drivers understand that car safety features can help to both avoid a crash and prevent injuries in a crash, and many believe safety features can make a large difference.

It is important to most that their car has a high star safety rating, but it remains 'very important' to just under half, providing opportunity to improve the importance of star safety ratings among New Zealanders.

Awareness of the star safety rating of the car they drive remains similar to 2021, and moderate at one in two.

Advertising and media engagement by Waka Kotahi remains important to help raise awareness of star safety ratings and to strengthen the importance placed on them.

Focus area 4: Road User Choices

Behaviours:

Although typically the minority, rather than the majority, New Zealanders continue to engage in risky behaviour while driving highlighting the importance of this focus area.



Claimed driving over the past 12 months while slightly intoxicated has decreased slightly to 10%. But as few drivers (4%) claim to be comfortable having more than one or two standard drinks in an hour prior to driving, intentions around drinking before driving do not always transfer into actions.

Mobile use for phone calling, text messaging and, to a lesser extent, checking or replying to social media continues to be commonly undertaken while driving, particularly among the under 35s.





Most New Zealanders understand the link between seatbelt use and risk of serious injury. The majority of drivers ensure children are being correctly restrained but a minority of children continue to not be restrained at all, highlighting that this remains an important safety issue to still address.



Consistent with 2020 and 2021, a minority of 4% admit to having driven within an hour of using cannabis in the last 12 months, being slightly higher among males under 25.



One in ten claim to have driven in the past 12 months when they felt affected by either prescription / pharmacy drugs or other drugs. Most common is prescription drugs when not combined with alcohol.

Following an increase in 2021, driving while fatigued on a long trip has returned to 22%.



Just over one in ten have had trouble staying awake while driving to or from work, or as part of their work - being 17% among those with a heavy duty licence.

New Zealanders remain resistant to pulling over and having a nap if drowsy, with just under two in five drivers 'very likely' to do so.

Communication campaigns, and other forms of education, have an important role in trying to deter unsafe behaviour among those still engaging in it, and to act as a reinforcement and reminder among others.

As typically the minority engaging in unsafe behaviour, rather than the majority, targeting the correct message to the appropriate demographic group will be critical to help promote behaviour change.

Plans to strengthen the current regulatory settings that apply to work-related driving, and working in close collaboration with the commercial transport sector, remain important to help reduce the risk of driving fatigue while working.

Focus area 4: Road User Choices

Action: Prioritise road policing

Perceived risk of being caught:

Moderate levels of risk associated with being caught will be undermining policing as a deterrent to risk road safety behaviour. In particular, the perceived risk of being caught driving after drinking remains lowered.



Fewer drivers (30%) have been stopped at an alcohol checkpoint in the last 12 months than in recent years (34% in 2021).

The perceived risk of being caught drinking and driving also remains low compared to 2020 and earlier. One in two think the risk is small compared to 43% in 2020.

Following a decrease in 2021, the perceived likelihood of being stopped at an alcohol checkpoint if driving late at night remains moderate at 42%.



The perceived likelihood of being stopped and breath tested in a large city or on a major highway are also lower than in 2020. Perceptions suggest that being breath tested remains more likely to be a deterrent against driving while intoxicated in a large city than on a major highway or rural road.



After decreasing in 2021, the perceived likelihood of being tested for drugs at a Police checkpoint has returned to 2020 levels. But views remain mixed with almost as many thinking it is unlikely (35%) as likely (40%) to be tested.



Twice as many people currently think the risk of being caught not wearing a seatbelt is small (55%) than disagree (28%).



The lowest risk remains associated with mobile use and few (15%) think it is likely to be caught for a person who is using a hand-held cell phone or texting while driving to be caught by Police.

Lower perceptions around breath testing reflect the reduced breath tests in 2020/21 The reduction in activity was partly due to the COVID-19 response with temporary stops of alcohol checkpoint and police resources diverted to other areas.

With low perceived risk of being caught, this means that the safety risk associated with some behaviours will currently be more of a deterrent for some New Zealanders than risk of being caught. This places more pressure on communication campaigns to continually remind motorists of the safety risk associated with different behaviours.

The undertaking of Police to focus efforts on key risky behaviours is important to increase the perceived risk of being caught and to help ensure a two-pronged deterrent in the form of both the safety risk associated with the behaviour and the risk of being caught.

Focus area 4: Road User Choices

Action:

Review road safety penalties

Penalties:

For many New Zealanders, the penalties associated with different risky behaviour is unlikely to be an effective deterrent.



Twice as many think the penalties for driving after drinking are not very severe (51%) than think they are (24%).



Views remain mixed but more think the penalties for speeding are not very severe (41%) than think they are (31%).

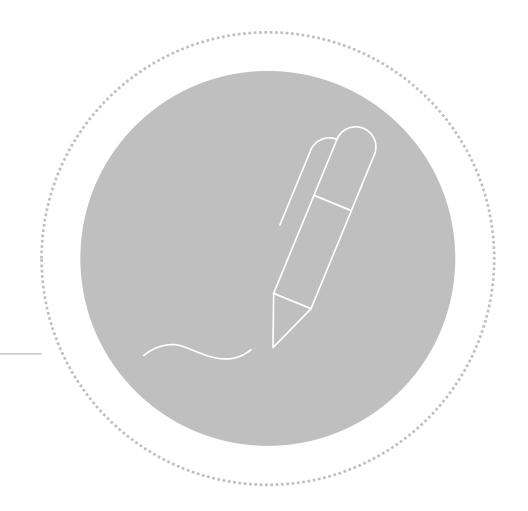


Although many are unsure, more than twice as many think the penalties if caught not wearing a seat belt are not severe (45%) than think they are (19%).

What is not known from this survey is whether there is a lack of awareness among some New Zealanders about the penalties that can be incurred (such as the level of fines, demerit points, alcohol interlock sentence, zero alcohol sentence) which could be undermining perceptions of severity.

The current Te Manatū Waka lead review of the road safety penalties regime is important to ensure that road safety penalties are not too low to deter undesirable behaviour and are able to be used effectively to encourage positive behaviour

3 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 Police maintaining the same level of effort into catching people, not changing the penalties for breaking road safety laws, and not changing the amount of publicity and advertising.



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

Perceptions are declining towards whether safety cameras help reduce road deaths, and views remain mixed over the risk of being caught speeding, and the severity of speeding penalties. The perceived chance of getting a speed ticket on the open road is higher for a speed camera than for a police officer only.



Fewer New Zealanders report having been stopped at an alcohol checkpoint than in 2021, and one in two think there is only a small risk of being caught drinking and driving. Claims of driving after drinking however remain at relatively low levels, and only 4% would be comfortable having more than two standard drinks an hour before driving.



One in ten 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. Views are mixed currently towards the likelihood of being tested for drugs at a Police checkpoint.



Most New Zealanders think it is important to wear a seat belt to avoid serious injury, and that enforcement helps to reduce road deaths. However, around half think that the risk of being caught not wearing a seat belt is small, and that the penalties are not very severe if you are caught.



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 one in two claim to be at least fairly likely to pull over and nap if drowsy while driving, two in four are unlikely to.



Claimed use of hands-free phone calling, hand-held phone calling, texting while driving, and checking or replying to social media is similar to 2021 levels. Only 15% of New Zealanders think someone using a hand-held cell phone while driving is likely to be caught by Police.



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.



Almost half New Zealanders think that no deaths on our roads are acceptable.

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 Police maintaining the same level of effort into catching people, not changing the penalties for breaking road safety laws, and not changing the amount of publicity and advertising.

General attitudes to road safety and enforcement

- Seven in ten New Zealanders (71%) consider New Zealand roads to be at least fairly safe to travel on which is lower than in previous years (79% in 2021). Slightly fewer than one in five consider them to be very safe however, and those considering them unsafe has increased from 19% to 2021 to 26% in 2022.
- The most commonly mentioned aspects that New Zealanders think can make travelling on New Zealand roads unsafe are the behaviour of other drivers, road surface / quality, road design, road maintenance, speeding, and the weather.
- One in two New Zealanders are satisfied with the effort Police put into catching people breaking road safety laws. Few (5%) think it should be decreased while 36% think it should be increased.
- Few New Zealanders (3%) think the penalties for breaking road safety laws should be decreased. Although one in three think that the penalties should be increased, public sentiment overall continues to remain in favour of keeping penalties the same (55% support).
- More New Zealanders currently think that publicity and advertising about road safety should remain at the same level (50%) than be increased (36%). This differs from 2021 where views were evenly divided but is similar to 2020 sentiment. Those thinking that that amount should be decreased is higher than in previous years at 11%.
- Currently more New Zealanders think it is unlikely (43%) 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 (30%).



New Zealanders think existing speed limits, both on the open road and in urban areas, are about right. Two in three, 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 one in two 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 2021. Just over one in two (54%) consider 105km/h or lower to be speeding. Three in ten (31%) consider between 106km/h to 110km/h to define speeding, while 13% do not consider it speeding until over 110km/h.
- In contrast, almost three in four New Zealanders agree that any speed over the speed limit is speeding. However, only 17% strongly agree with this sentiment and one in five disagree.
- The majority of New Zealanders understand that the higher the speed you are travelling, the greater the chance of having a crash (79%), and the more serious the injuries you would receive (96%). Strong agreement has decreased since 2021 but remains higher for the seriousness of injuries (55%) than for the chance of having a crash (35%).
- One in three New Zealanders however believe there is not much chance of a crash if you are careful when you speed. This is higher than in 2021 (23%) but similar to 2020 levels.
- Seven in ten continue to think the 100km/h speed limit on the open road is at the right level.
 One in five think the speed limit should be raised and 8% think it should be lowered.
- Four in five 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 (10%), and to be raised (6%).
- Most (92%) agree that the speed limit around schools in urban areas should be less than 50km/h. Those suggesting 20km/h or 30km/h has decreased from 74% in 2021 to 66% in 2022, which is a similar level to 2020.

Summary – 2 of 5



Perceptions are declining towards whether safety cameras help reduce road deaths, and views remain mixed over the risk of being caught speeding, and the severity of speeding penalties. The perceived chance of getting a speed ticket on the open road is higher for a speed camera than for a police officer only.

Attitudes towards speeding and enforcement (2 of 2)

- Three in four New Zealanders understand that enforcing the speed limit helps to reduce road deaths. Only a minority disagree at 15%.
- Perceptions that using safety cameras helps to reduce road deaths continues to decrease from 65% in 2020 to 60% in 2021 and to 51% in 2022. Disagreement is slowly building and one in three currently think that speed cameras do not help to reduce road deaths.
- Views remain mixed over whether the risk of being caught speeding is small, although more currently agree that the risk is small (48%) than disagree (30%).
- If you are caught, views are also divided on the severity of speeding penalties but more think they are not very severe (41%) than think they are severe (31%).
- The perceived chance of getting a speeding ticket if driving over the speed limit on the open road, either past a speed camera or past a police officer without a speed camera, remains higher than in 2016 or earlier.
 - However, the perceived chance of getting a speeding ticket is greater for a speed camera than for a police officer without a speed camera. The majority (83%) think there is a high chance from a speed camera at 110km/h compared to 60% from a police officer.
- Consistent with previous years, one in three New Zealanders claim to often or almost always see speed cameras on the roads they normally use. Only one in five (18%) think safety cameras are not being operated fairly.
- Seventeen percent of drivers admit to having personally received a speeding ticket within the last 12 months, being a mix from speed cameras (11%) and police officers (8%).
- One in two New Zealanders think that slow drivers should be prosecuted more often while three in ten think they should not.



Slightly fewer New Zealanders report having been stopped at an alcohol checkpoint than in 2021, and one in two think there is only a small risk of being caught drinking and driving. Claims of driving after drinking however remain at relatively low levels, and only 4% would be comfortable having more than two standard drinks an hour before driving.

Alcohol-impaired driving and enforcement

- A minority of New Zealanders (8%) think careful driving after drinking will avoid accidents.
- Few drivers (4%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Almost three in five (56%) are comfortable having one or two drinks. However, three in ten admit it is difficult to keep track of what you are drinking in social occasions, and being more common among the under 25s.
- One in ten drivers claim to have driven at least once while slightly intoxicated in the past 12 months. This is more common among men aged 25 to 64.
- Almost one in five (18%) would use back streets to drive home after drinking if unsure whether they are over the limit or not.
- Thirty percent of drivers claim to have been stopped at an alcohol checkpoint in the past 12 months, which is slightly lower than in 2021 (34%).
- Consistent with 2021, more New Zealanders agree that the risk of being caught drinking and driving is small (48%) than disagree (36%). Views are mixed over whether there is a good chance of being stopped at an alcohol checkpoint if driving late at night, with as many disagreeing (41%) as agreeing (42%). 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 (15%).
- One in two (51%) think that the penalties for drinking and driving are not very severe even if you are caught.
- The majority (80%) believe that compulsory breath testing helps reduce road deaths.
 However, views are mixed towards the effectiveness of our drink-driving laws in reducing road deaths. While half (50%) think they are at least quite effective, 45% think they are not.

Summary – 3 of 5



One in ten 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. Views are mixed currently towards the likelihood of being tested for drugs at a Police checkpoint.

Drug-impaired driving and enforcement

- Ten percent of New Zealanders claim to have driven while affected by either prescription drugs or other dugs in the past 12 months, which is a similar level to 2020.
 - Most commonly, New Zealanders claim to have driven while affected by prescription or pharmacy drugs, not in combination with alcohol, at 8%.
- Consistent with 2020 and 2021, 3% admit to having driven within an hour of using cannabis in the last 12 months. This is more common among men aged under 25 at 7%.
- Indicatively, among those who had driven after using cannabis, it had at least some effect on the driving of three in five. (Caution: low base size)
- The perceived likelihood of being tested for drugs at a Police checkpoint has increased compared to 2021 and is similar to 2020 levels. However, views are mixed with almost as many thinking it is unlikely to be tested (35%) as thinking it is likely (40%).



Most New Zealanders think it is important to wear a seat belt to avoid serious injury, and that enforcement helps to reduce road deaths. However, around half think that the risk of being caught not wearing a seat belt is small, and that the penalties are not very severe if you are caught.

Seatbelts

- Few New Zealanders (13%) think that the risk of being seriously injured in a crash is low if not wearing a seat belt.
- Almost all (92%) think that enforcing the use of seat belts helps to reduce road deaths.
 Three in five (58%) are in strong agreement which is lower than in 2021 (70%) but a similar level to 2020.
- Fifty-five percent of New Zealanders think the risk of being caught not wearing a seat belt is small, which is a similar level to previous years.
- Almost half (45%) think that the penalties for not wearing a seat belt are not very severe
 even if you are caught. However, only one in five disagree, while others are unsure or
 neutral.
- 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 7% 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 and 20% were restrained by a seatbelt.
 - Among those driving a child aged 7 to 9 years, 40% were said to be in a seat belt and 52% restrained by a booster seat or a child seat. However, just under one in ten (7%) were not restrained when last driven.

Summary – 4 of 5



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 one in two claim to be at least fairly likely to pull over and nap if drowsy while driving, two in four 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 (12%), or as part of their work (11%) in the last 12 months.
 - Heavy vehicle drivers have more commonly had trouble staying awake at least once while driving as part of their work at 17%.
- Just over one in five drivers (22%) have had trouble staying awake on a long trip on at least one occasion in the last 12 months. This is slightly lower than in 2021 (27%) but a similar level to 2020 (21%).
- Consistent with previous years, around one in two drivers (53%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving. Two in four (37%) think they would be unlikely to pull over and nap.
 - Men aged 55 and over more commonly think they are likely to pull over and have a short nap if drowsy and driving.



Claimed use of hands-free phone calling, hand-held phone calling, texting while driving, and checking or replying to social media is similar to 2021 levels. Only 15% of New Zealanders think someone using a hand-held cell phone while driving is likely to be caught by Police.

Driver distraction

- Just over one in two drivers (54%) claim to have made hands-free phone calls while driving in the past month, and one in five (21%) to have made hand-held phone calls.
 - Hands-free phone calling is more common among 25 to 54 year olds, and white collar workers.
 - Hand-held phone calling has a slightly younger age skew and is more common among 16 to 34 year olds.
- Consistent with 2021, three in ten (29%) drivers claimed to have texted while driving.
 Texting while driving is more common among women aged under 44, and among men aged 25 to 34 years.
- Overall, few drivers (12%) claim to check or reply to social media while driving. This is more common among the under 25s at one in four.
- Only fifteen percent of New Zealanders think it is likely for a person who is using a handheld cell phone or texting while driving to be caught by Police while three in five consider this to be unlikely. Those considering it to be very unlikely has increased from 23% in 2021 to 29% in 2022.

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 (86%) and prevent injuries in a crash (92%). More than one in two believe that safety features make a large difference.
- Just over one in two drivers (53%) 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 previous years, three in four drivers (74%) think that it is least quite important that their car has a high star safety rating. Those thinking it is very important has increased from 42% in 2021 to 48% in 2022.

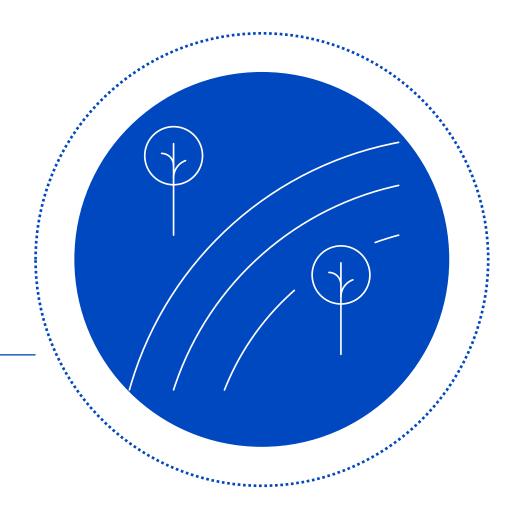


Almost half New Zealanders think that no deaths on our roads are acceptable.

Road to Zero

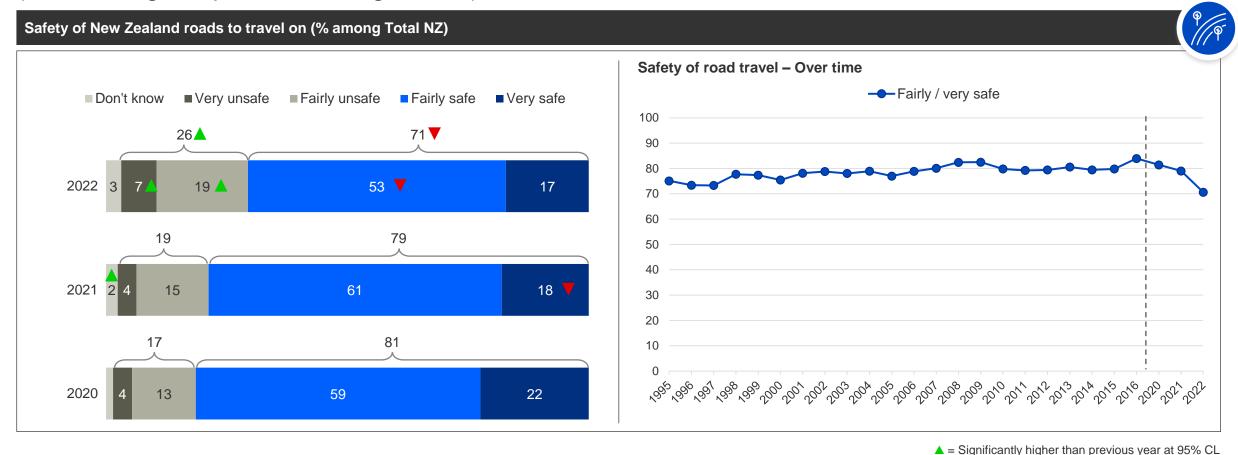
- When asked the number of deaths they would consider to be acceptable from road crashes next year, almost half New Zealanders (46%) say that any deaths from road crashes are unacceptable. This is consistent with 2020 and 2021 results.
- The remainder are either unsure or typically state lower than the 350 currently killed each year.
- (Note: To provide context, respondents were informed that around 350 people are killed each year on New Zealand roads.)

4 General attitudes to road safety and enforcement



Seven in ten New Zealanders (71%) consider New Zealand roads to be at least fairly safe to travel on which is lower than in previous years (79% in 2021). Those considering them unsafe has increased to one in four.

(Note: Change in question wording in 2020)





Source: Q2 Now thinking about road safety - In your opinion, would you say New Zealand roads are generally safe or unsafe to travel on? [PROBE] Is that very or fairly? Wording prior to 2020: Q2 In your opinion, how safe or unsafe are New Zealand roads to travel on? Using the scale on this CARD, would you say travelling on New Zealand roads is ?

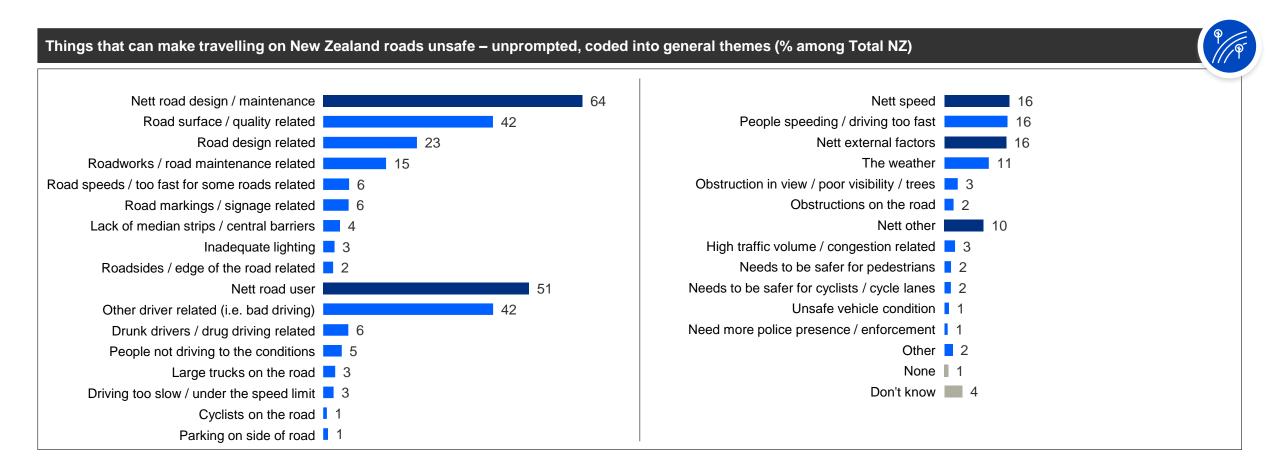
▼ = Significantly lower than previous year at 95% CL

Auckland and Canterbury residents, Pacific peoples, Asian peoples and those with a restricted or learner licence more commonly consider New Zealand roads to be safe to travel on.

Groups	Groups which more commonly agree 'fairly safe / very safe'		
		New Zealand roads to travel on (71%)	
	Region	Auckland (75%) Canterbury (76%)	
	Urban / Rural	Central city area (75%) Suburban area (74%)	
E	Gender by Age	Men - 16 to 24 (77%) Women - 25 to 34 (80%)	
	Ethnicity	Pacific peoples (86%) Asian peoples (84%)	
	Occupation	Blue collar (74%) Student (79%)	
\$	Personal Income	-	
	Driver's Licence	Restricted / Learner (78%)	
	Licence Class	-	



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

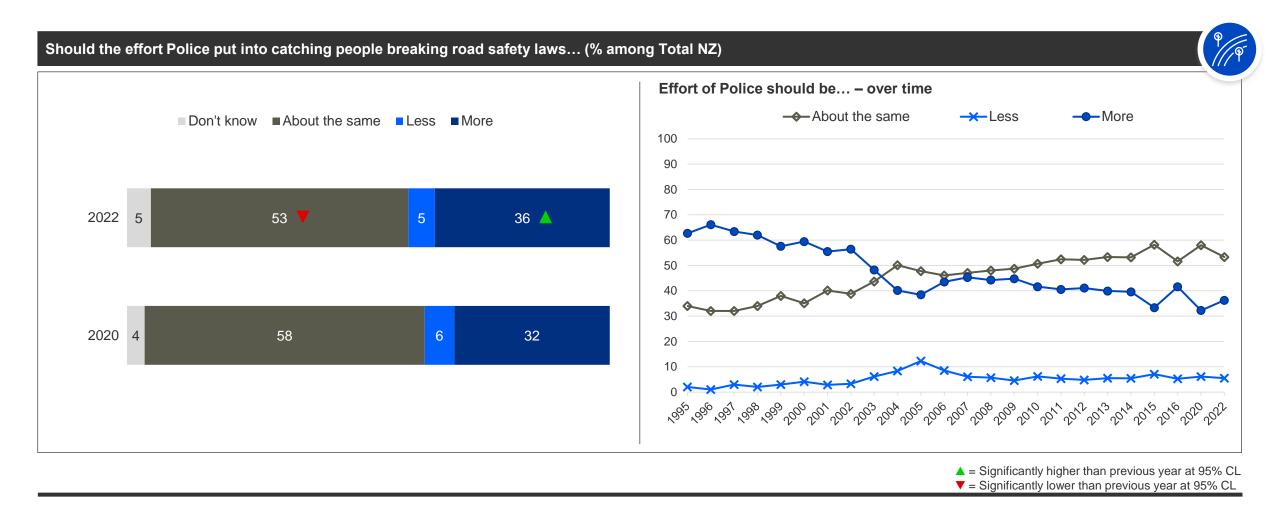




Women more commonly think that the roading system and people speeding can make travelling on New Zealand roads unsafe. The behaviour of other road users is more commonly a concern for both women and men aged 65 plus.

-	monly think things that can make travellin			
	Nett road design / maintenance (64%)	Nett road user (51%)	Nett speed (16%)	Nett external factors (15%)
Region	Northland (78%) Bay of Plenty (73%) Taranaki (87%) Wellington (69%)	Otago (61%)	Manawatu-Wanganui (22%)	Marlborough / Nelson / Tasman (28%) Canterbury (20%)
Urban / Rural	Rural area (more than 5 km from a town) (70%)	A suburban area (54%)	-	-
Gender by Age	Women - 35 to 44 (73%) Women - 45 to 54 (73%) Women - 55 to 64 (73%)	Men - 65 plus (61%) Women - 65 plus (63%)	Women - 25 to 34 (21%) Women - 45 to 54 (20%) Women - 65 plus (23%)	Women - 25 to 34 (21%) Women - 35 to 44 (20%)
Ethnicity	NZ European / European (68%) NZ Māori (69%)	NZ European / European (54%)	-	NZ European / European (16%)
Occupation	White collar (70%)	Retired (63%)	Retired (21%)	-
Personal Income	Over \$60,000 (69%)	-	-	-
Driver's Licence	Full (69%)	Full (52%)	-	-
Licence Class	Car / taxi (65%) Motorcycle (71%) Heavy vehicle (73%)	-	-	-

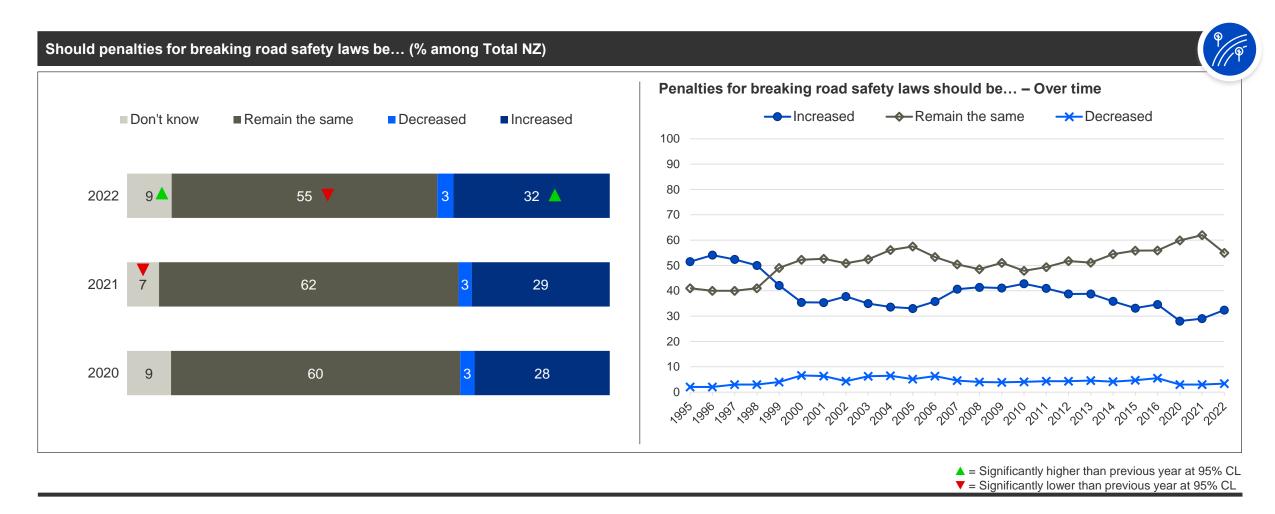
One in two New Zealanders are satisfied with the effort Police put into catching people breaking road safety laws. Few think it should be decreased, while 36% think it should be increased.



Although there are few differences between groups, men aged 55 plus and women aged 65 plus more commonly think that the Police should put more effort into catching people breaking road safety laws.

Groups which more commonly think that the effort Police put into catching people breaking road safety laws should be				
	About the same (53%)	Less (5%)	More (36%)	
Region	Wellington (62%)	-	-	
Urban / Rural	-	-	-	
Gender by Age	Men - 16 to 24 (66%) Men - 25 to 34 (61%) Women - 16 to 24 (63%) Women - 25 to 34 (66%)	Men - 16 to 24 (13%)	Men - 55 to 64 (45%) Men - 65 plus (46%) Women - 65 plus (52%)	
Ethnicity	Pacific peoples (64%)	-	-	
Occupation	Student (62%)	-	Retired (51%)	
S Personal Income	-	-	-	
Driver's Licence	-	-	-	
Licence Class	-	-	-	

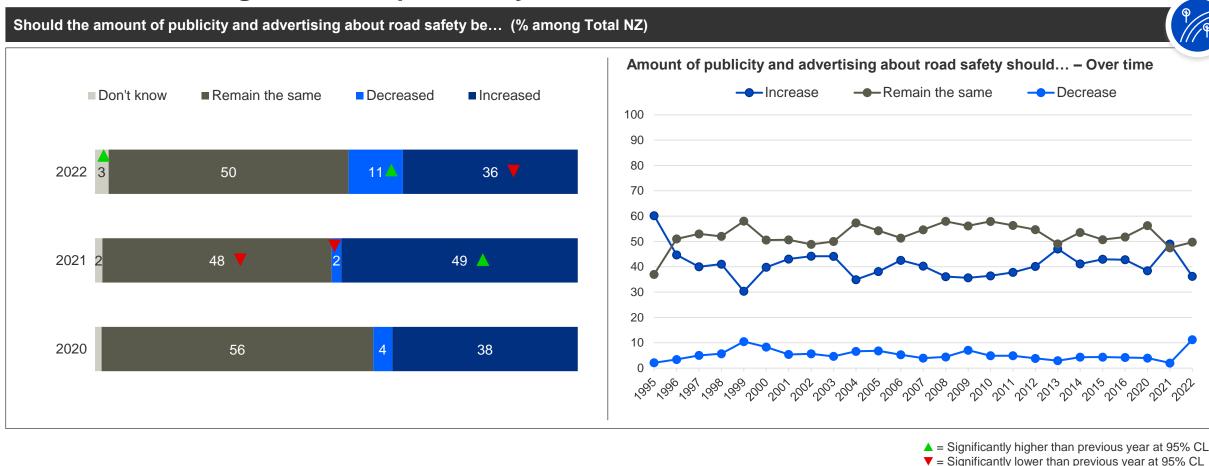
Few New Zealanders think the penalties for breaking road safety laws should be decreased. Although one in three think that the penalties should be increased, public sentiment overall continues to remain in favour of keeping penalties the same (55% support).



Those aged 65 plus more commonly think the penalties for breaking road safety laws should be increased.

Groups which more comn	Groups which more commonly think the penalties for breaking road safety laws should				
	About the same (55%)	Less (3%)	More (32%)		
Region	-	-	-		
Urban / Rural	A central city area (62%)	-	-		
Gender by Age	Men - 16 to 24 (70%) Men - 35 to 44 (67%) Women - 16 to 24 (65%) Women - 25 to 34 (64%)	Men - 16 to 24 (7%) Men - 25 to 34 (8%)	Men - 65 plus (41%) Women - 65 plus (58%)		
Ethnicity	-	Pacific peoples (7%) Asian peoples (6%)	-		
Occupation	Student (71%)	Blue collar (6%)	Retired (48%)		
S Personal Income	-	-	-		
Driver's Licence	Restricted / Learner (68%)	-	Do not have a licence (44%)		
Licence Class	Car / Taxi (56%)	-	-		

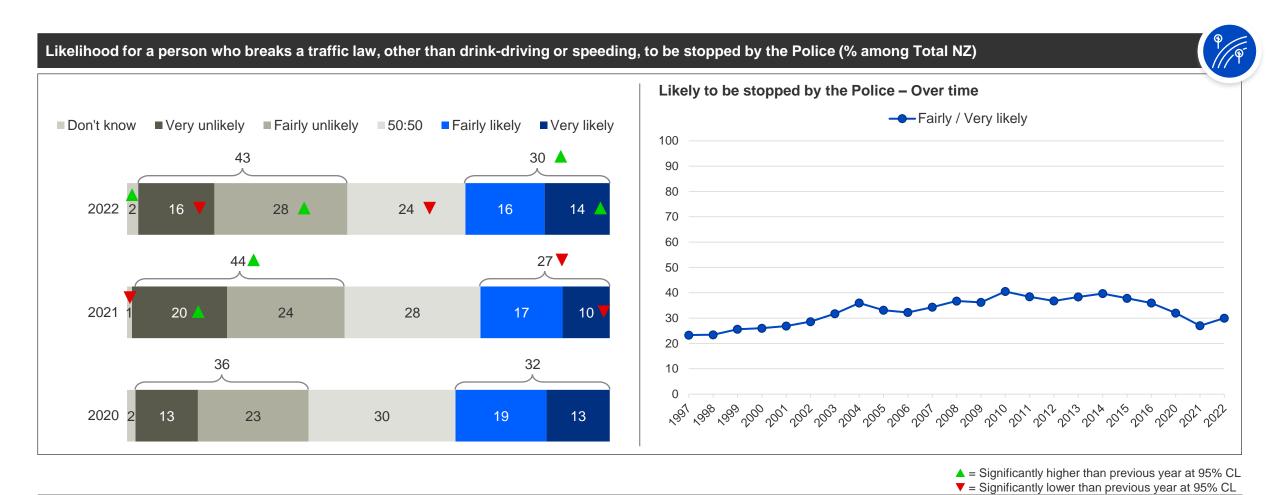
More New Zealanders currently think that publicity and advertising about road safety should remain at the same level (50%) than be increased (36%). This differs from 2021 where views were evenly divided but is similar to 2020 sentiment. Those thinking that that amount should be decreased is higher than in previous years at 11%.



Men aged 35 plus more commonly think that the amount of publicity and advertising should be decreased. NZ Māori, Pacific peoples and Asian peoples more commonly think that the amount should be increased.

Groups which more commonly think the amount of publicity and advertising about road safety should				
	Remain the same (50%)	Be decreased (11%)	Be increased (36%)	
Region	-	-	Auckland (41%)	
Urban / Rural	Rural area (more than 5 km from a town) (57%)	-	A central city area (42%)	
Gender by Age	Women - 35 to 44 (58%)	Men - 35 to 44 (19%) Men - 45 to 54 (20%) Men - 55 to 64 (25%) Men - 65 plus (20%)	Women - 16 to 24 (61%)	
Ethnicity	NZ European / European (54%)	NZ European / European (14%)	NZ Māori (51%) Pacific peoples (50%) Asian peoples (48%)	
Occupation	-	-	Student (54%)	
S Personal Income	-	Over \$60,000 (15%)	-	
Driver's Licence	Full (52%)	Full (13%)	Do not have a licence (48%) Restricted / Learner (56%)	
Licence Class	Car / Taxi (50%)	Motorcycle (21%) Heavy vehicle (25%)	-	

Similar to 2021, more New Zealanders think it is unlikely (43%) 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 (30%).





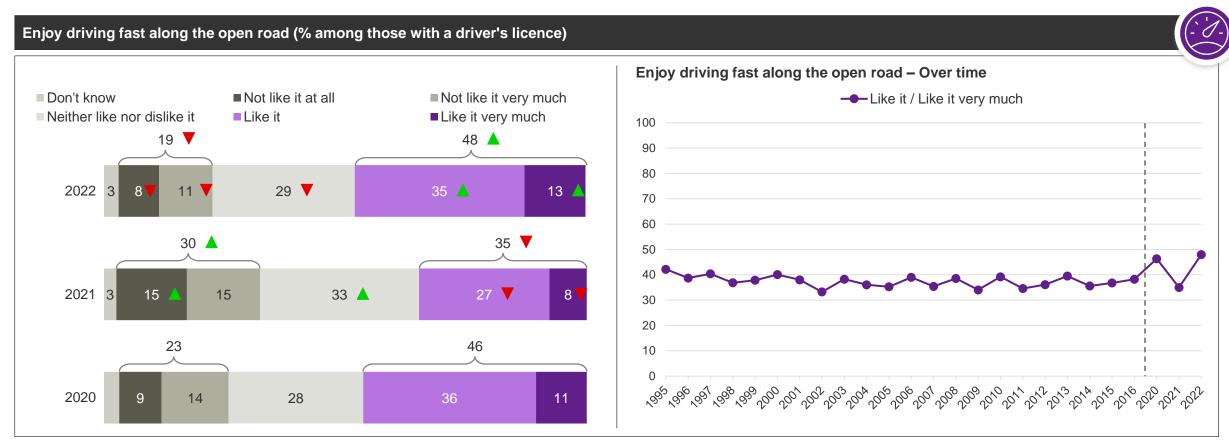
Base: Total New Zealand 2022 n=3,365 | 2021 n=1,648 | 2020 n = 3,394

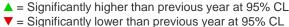
5 Speed and speed enforcement



Views towards driving fast along the open road continue to fluctuate, with one in two surveyed New Zealanders enjoying driving fast.

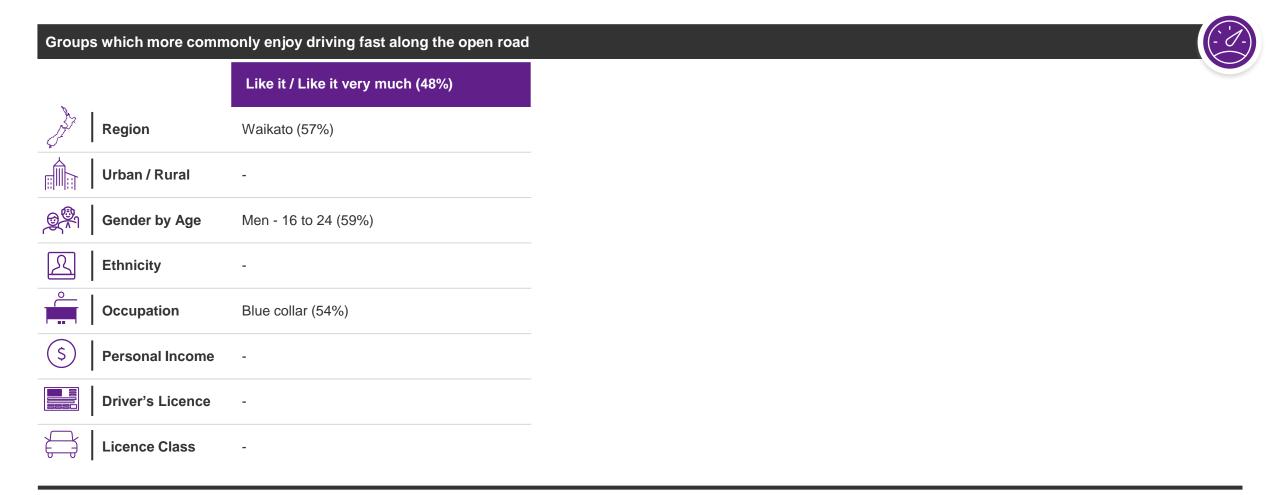
(Note: Change in question wording in 2020 to refer to speed rather than speeding)





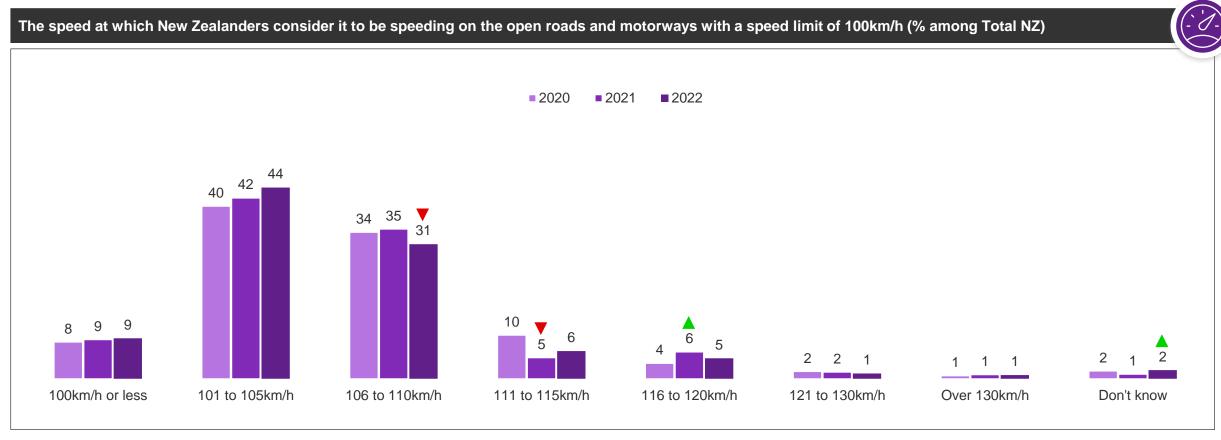


Although there are few differences between groups, men aged 16 to 24 more commonly enjoy driving fast along the open road.



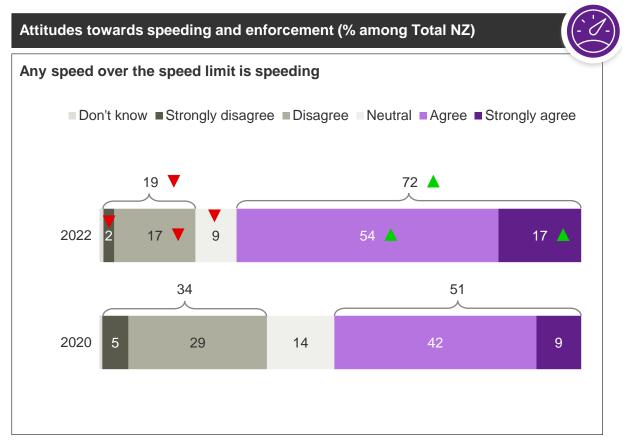


The speeds that define speeding on the open road remain similar to 2021. Just over one in two (54%) consider 105km/h or lower to be speeding, while 13% do not consider it speeding until over 110km/h.



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

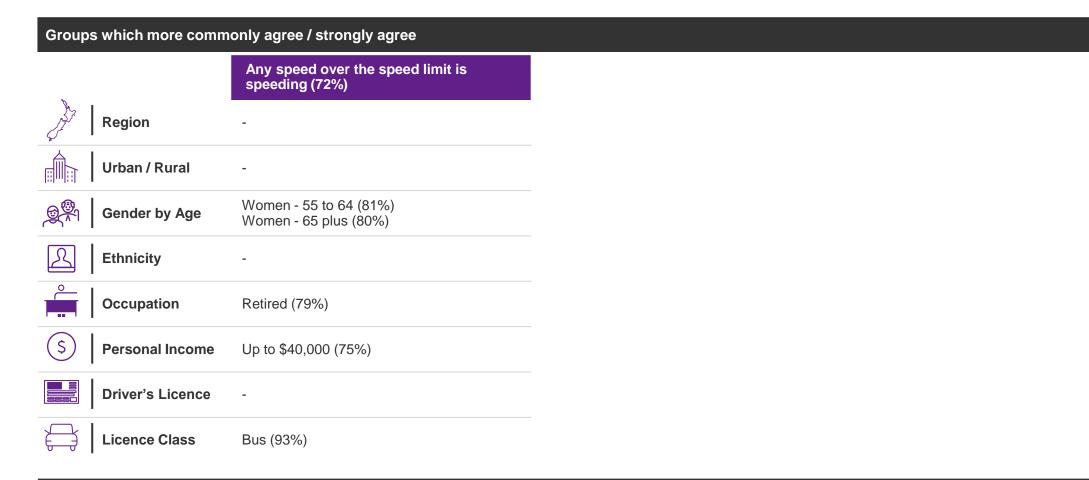
Almost three in four New Zealanders agree that any speed over the speed limit is speeding which is higher than in 2020. However, only 17% strongly agree with this sentiment and one in five disagree.



▲ = Significantly higher than previous year at 95% CL

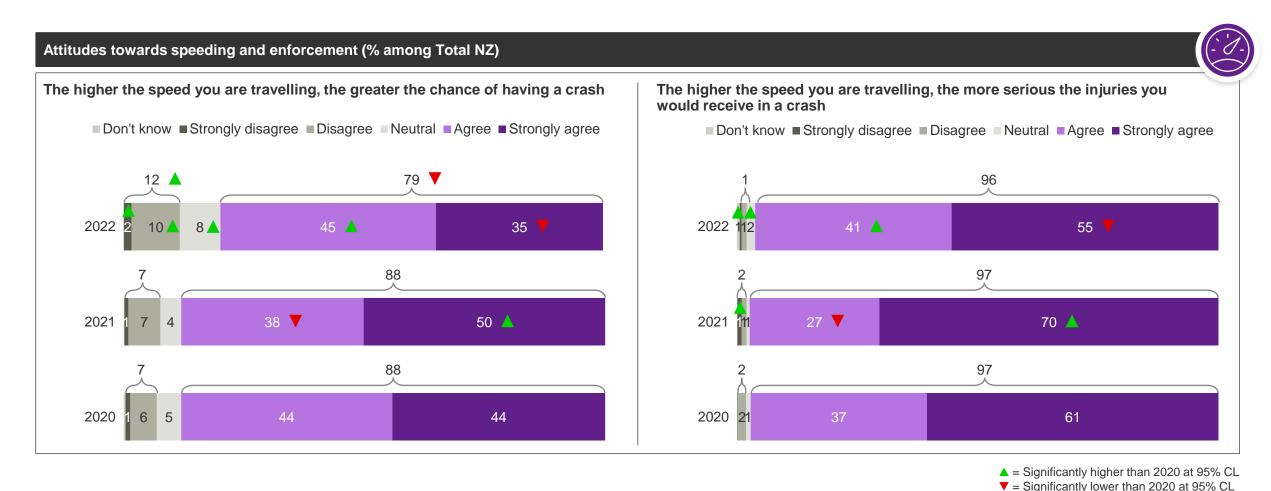
▼ = Significantly lower than previous year at 95% CL

Women aged 55 plus more commonly agree that any speed over the speed limit is speeding.



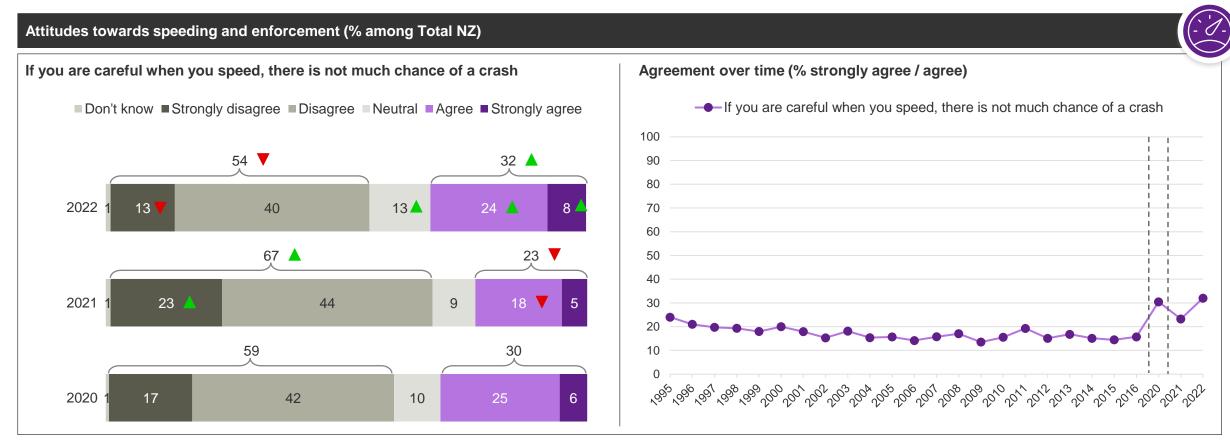


The majority of New Zealanders understand that the higher the speed you are travelling, the greater the chance of having a crash and the more serious the injuries you would receive. However, there has been a decrease in strong agreement this year.



One in three New Zealanders believe there is not much chance of a crash if you are careful when you speed. This is higher than in 2021 but similar to 2020 levels.

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

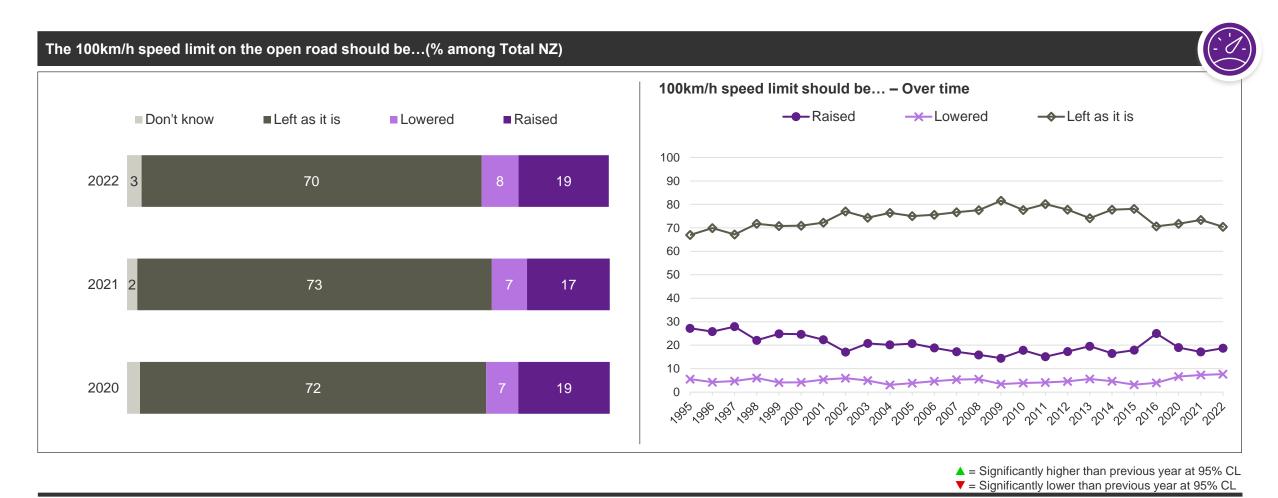


▲ = Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year at 95% CL

Auckland residents, men aged 25 to 34, Pacific peoples and Asian peoples more commonly think that there is not much chance of a crash if you are careful when you speed.

	The higher the speed you are travelling, the greater the chance of having a crash (79%)	The higher the speed you are travelling, the more serious the injuries you would receive in a crash (96%)	If you are careful when you speed, there is not muc chance of a crash (32%)
Region	-	Auckland (98%)	Auckland (42%)
Urban / Rural	-	A suburban area (97%)	A central city area (40%)
Gender by Age	Women - 25 to 34 (86%) Women - 55 to 64 (87%)	Women - 25 to 34 (100%)	Men - 25 to 34 (47%)
Ethnicity	-	-	Pacific peoples (42%) Asian peoples (62%)
Occupation	-	Retired (99%)	-
Personal Income	-	-	-
Driver's Licence	Restricted / Learner (86%)	-	Do not have a licence (50%) Restricted / Learner (40%)
Licence Class	-	-	-

The majority of New Zealanders think that the 100km/h speed limit on the open road should be left as it is. One in five think the speed limit should be raised and 8% think it should be lowered.



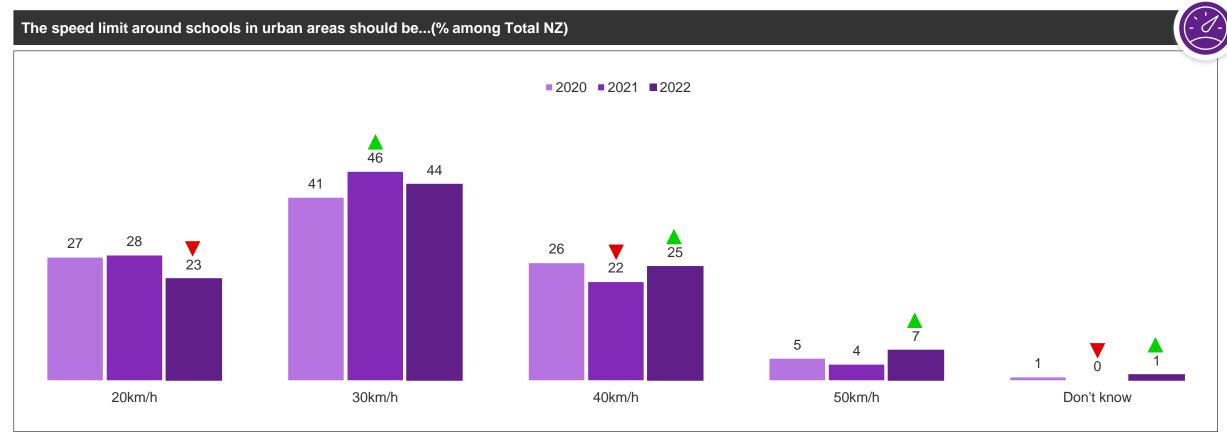
Similar to previous years, the majority think that the 50km/h speed limit in towns and cities should be left as it is. There is some support for the speed limit to be lowered (10%), while a minority (6%) think it should be raised.



New Zealanders without a drivers licence more commonly think speed limits should be lowered. Auckland residents, men across a range of age groups, and Asian peoples more commonly think that speed limits should be raised.

Groups which more of	commonly think that				(-'/-)
	100km/h speed limit on the o	100km/h speed limit on the open road should be		and cities should be	
*	Lowered (8%)	Raised (19%)	Lowered (10%)	Raised (6%)	
Region	Manawatu-Wanganui (14%)	Auckland (23%)	Wellington (15%)	Auckland (11%)	
Urban / Rural	-	A central city area (25%)	-	A suburban area (8%)	
⊕ Gender by Ag	je -	Men - 16 to 24 (32%) Men - 25 to 34 (32%) Men - 35 to 44 (30%) Men - 55 to 64 (26%)	Men - 35 to 44 (19%)	Men - 16 to 24 (10%) Men - 45 to 54 (10%) Women - 25 to 34 (11%)	
Ethnicity	Asian peoples (16%)	Asian peoples (27%)	NZ Māori (17%)	Pacific peoples (14%) Asian peoples (10%)	
Occupation	Not in employment (13%) Retired (11%)	White collar (21%) Blue collar (24%)	Not in employment (21%)	-	
S Personal Inco	ome \$40,001 to \$60,000 (12%)	Over \$60,000 (22%)	Up to \$40,000 (13%)	Over \$60,000 (8%)	
Driver's Licer	Do not have a licence (24%) Restricted / Learner (11%)	Full (20%)	Do not have a licence (26%)	Restricted / Learner (9%)	
Licence Class	S -	-	-	-	

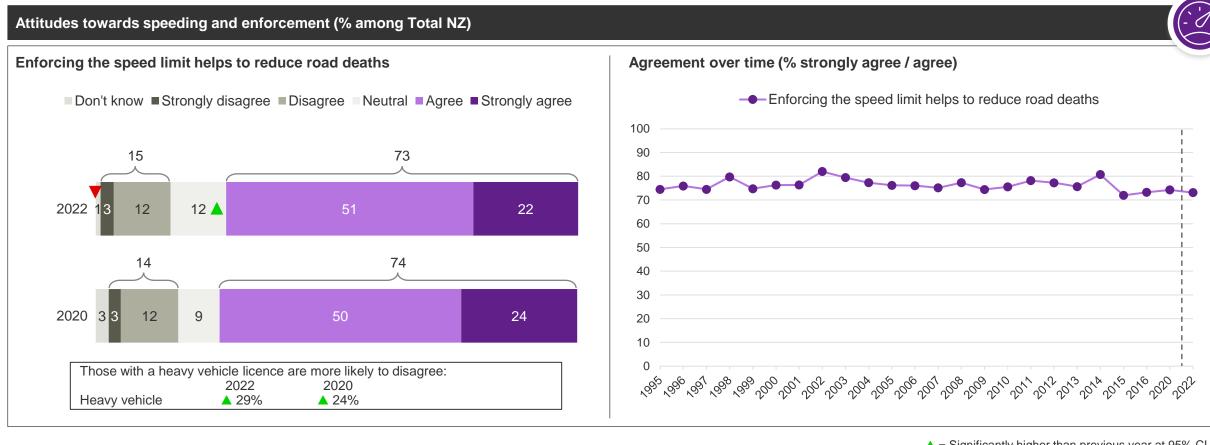
Most agree that the speed limit around schools in urban areas should be less than 50km/h. Those saying 20km/h or 30 km/h has decreased from 74% in 2021 to 66% in 2022, which is a similar level to 2020.

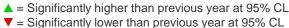


▲ = Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year at 95% CL

Three in four New Zealanders agree that enforcing the speed limit helps to reduce road deaths. A minority disagree at 15%.

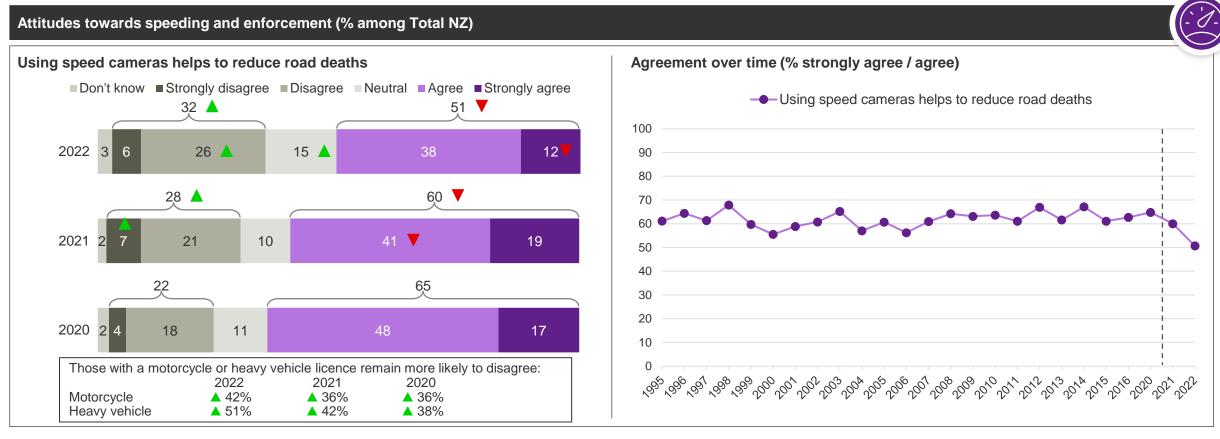
(Note: Change of statement wording in 2022)





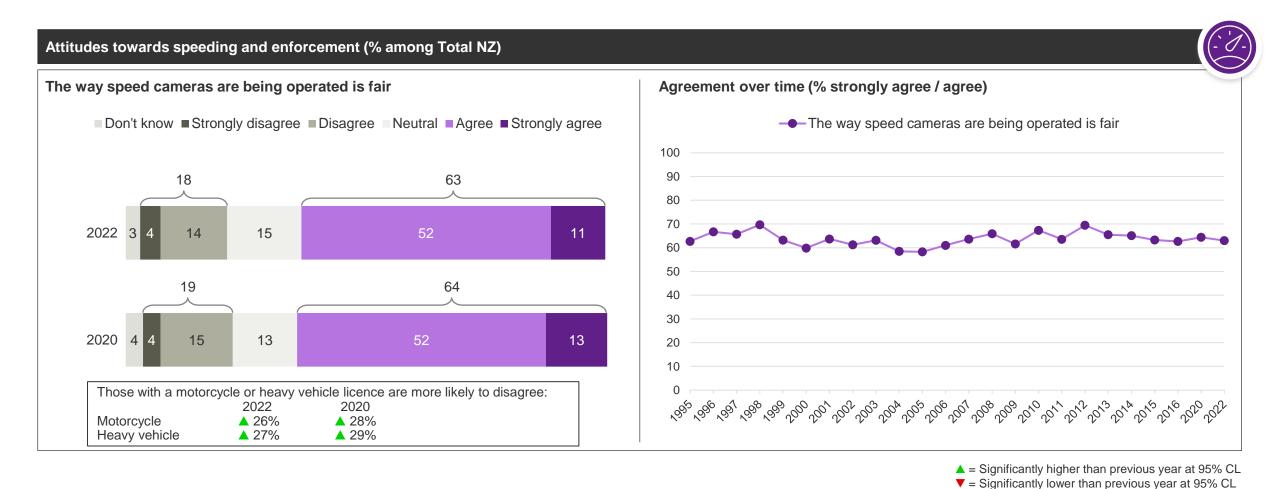
Perceptions that using safety cameras helps to reduce road deaths has decreased to one in two. One in three currently believe that speed cameras do not help with road death reduction.

(Note: change in statement wording in 2021)



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

Just over three in five New Zealanders think that speed cameras are being operated fairly, although few strongly agree. One in five think they are not operated fairly.



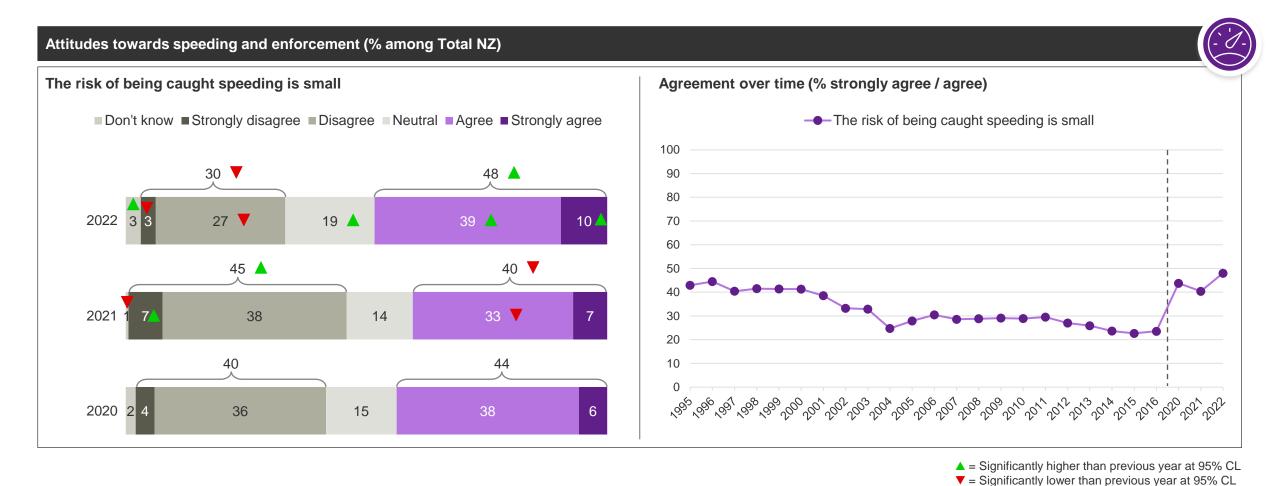


Asian peoples, and those with a restricted or learner licence, more commonly agree that enforcing the speed limit and using speed cameras helps to reduce road deaths.

Groups which more commonly agree / strongly agree				
	Enforcing the speed limit helps to reduce road deaths (73%)	Using speed cameras helps to reduce road deaths (51%)	The way speed cameras are being operated is fair (63%)	
Region	Canterbury (79%)	-	Bay of Plenty (73%) Manawatu-Wanganui (74%) Wellington (78%)	
Urban / Rural	-	-	A town (71%)	
Gender by Age	Women - 25 to 34 (88%)	-	Women - 35 to 44 (71%)	
Ethnicity	Pacific peoples (82%) Asian peoples (78%)	Asian peoples (68%)	-	
Occupation	-	Not in employment (70%)	-	
S Personal Income) -	Up to \$40,000 (57%)	Up to \$40,000 (69%)	
Driver's Licence	Restricted / Learner (83%)	Do not have a licence (72%) Restricted / Learner (62%)	-	
Licence Class	-	-	-	

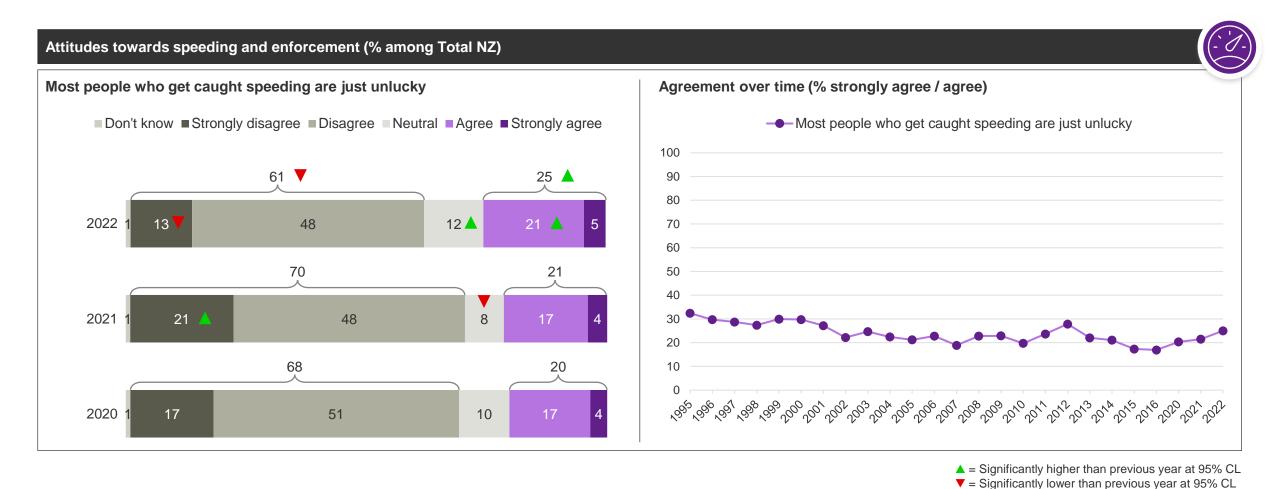
Although views remain divided, more currently agree that the risk of being caught speeding is small (48%) than disagree (30%).

(Note: change in question wording in 2020)





One in four currently agree that people who get caught speeding are just unlucky, while the majority continue to disagree.

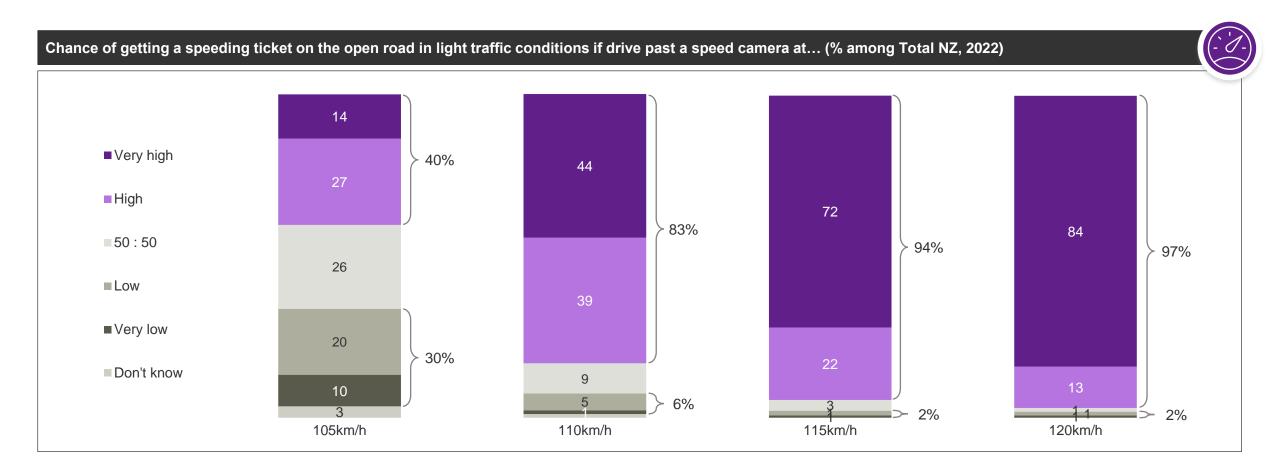




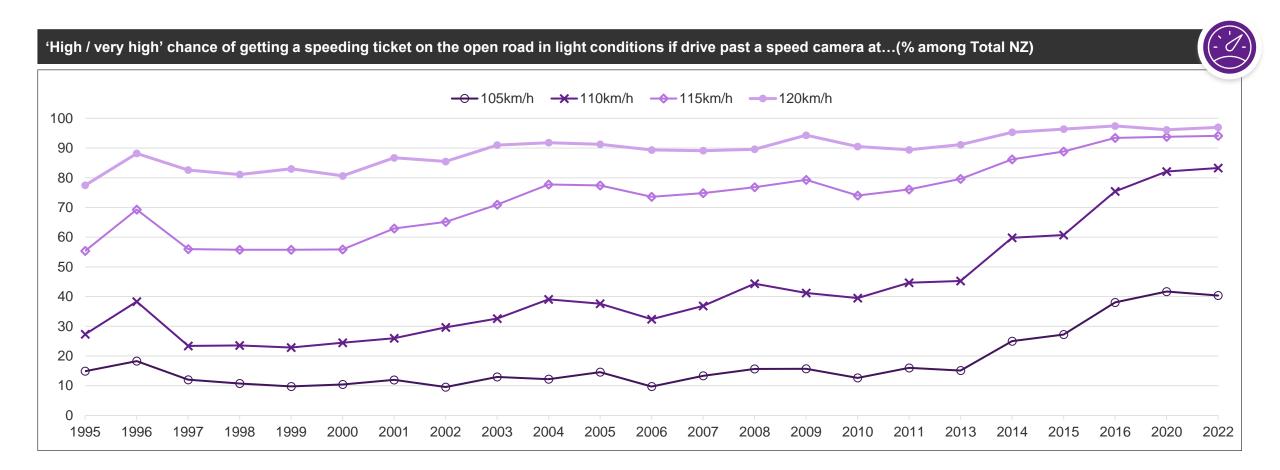
Men aged 55 plus more commonly think that risk of being caught speeding is small. Māori, Pacific peoples, and Asian peoples more commonly think that people who get caught speeding are just unlucky.

Groups which more commonly agree / strongly agree				
	The risk of being caught speeding is small (48%)	Most people who get caught speeding are just unlucky (25%)		
Region	Bay of Plenty (60%)	Auckland (30%)		
Urban / Rural	-	-		
Gender by Age	Men - 55 to 64 (57%) Men - 65 plus (65%)	Men - 55 to 64 (34%)		
Ethnicity	-	NZ Māori (33%) Pacific peoples (38%) Asian peoples (31%)		
Occupation	Retired (59%)	-		
\$ Personal Income	-	-		
Driver's Licence	-	Do not have a licence (37%)		
Licence Class	-	-		

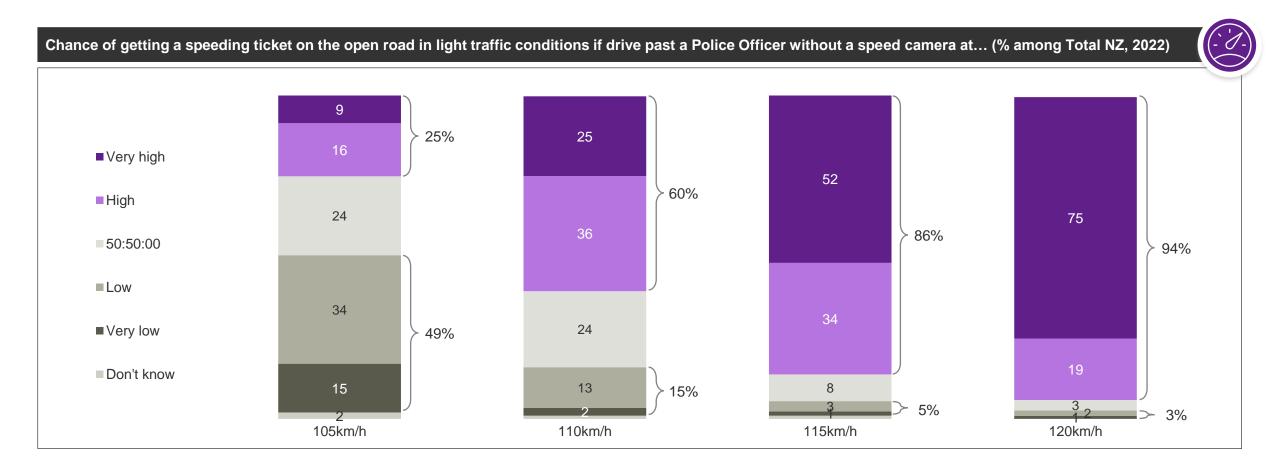
Two in five think there is a high chance of getting a speeding ticket if you drive past a speed camera on the open road at 105km/h. This increases to the majority for speeds of 110km/h or higher, with those considering the chance to be 'very high' growing with increasing speed.



The perceived chance of getting a speeding ticket if you drive past a speed camera on the open road remains heightened compared to 2016 or earlier.



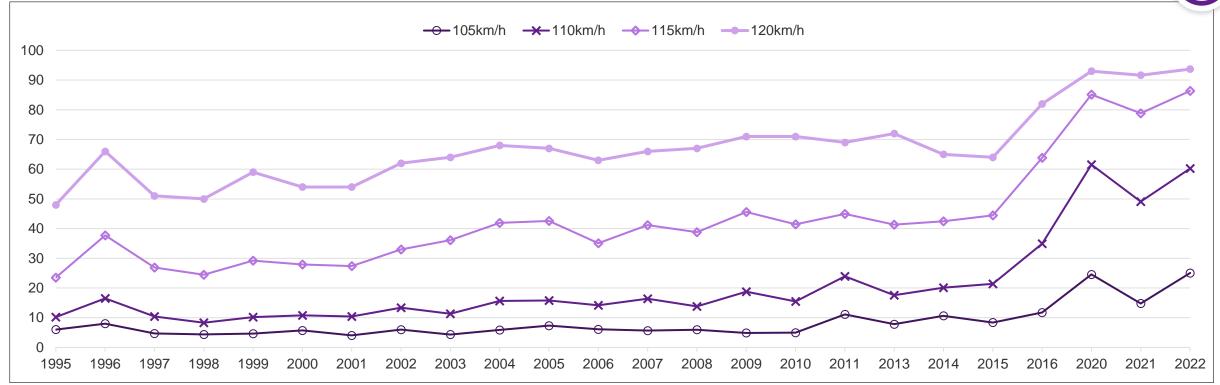
One in four currently think there is a high chance of getting a speeding ticket if you drive past a police officer without a safety camera on the open road at 105km/h. Three in five think there is a high chance if driving at 110km/h, and the majority if driving at 115km/h or higher.



Following a decrease in 2021, the perceived chance of getting a speeding ticket if you drive past a police officer without a safety camera on the open road has returned to 2020 levels. These levels remain higher than in 2016 and earlier for all speed limits.

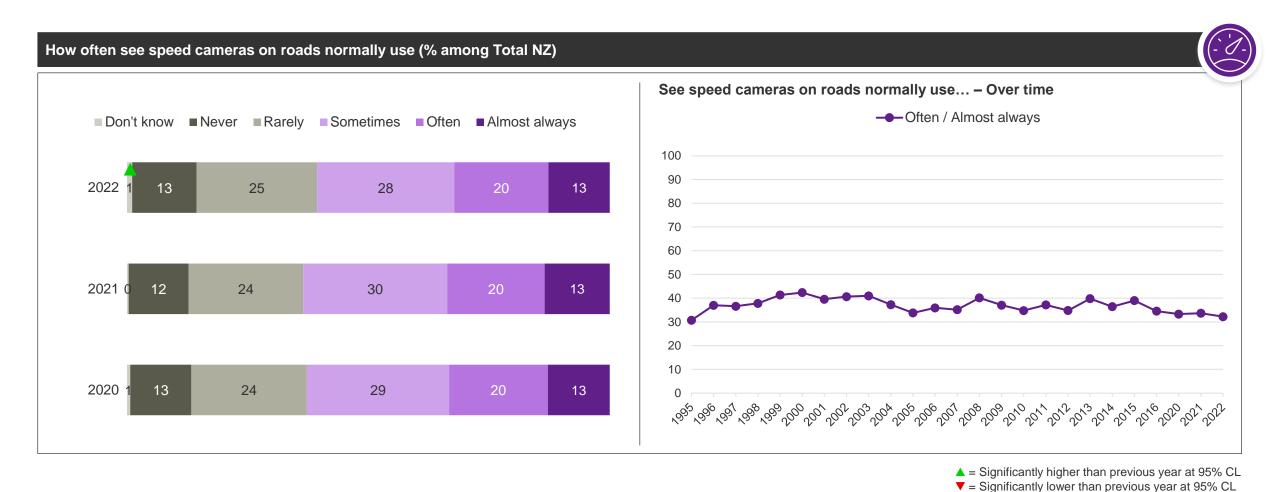
'High / very high' chance of getting a speeding ticket on the open road in light conditions if drive past a Police Officer without a speed camera at... (% among Total NZ)





Consistent with previous years, 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)



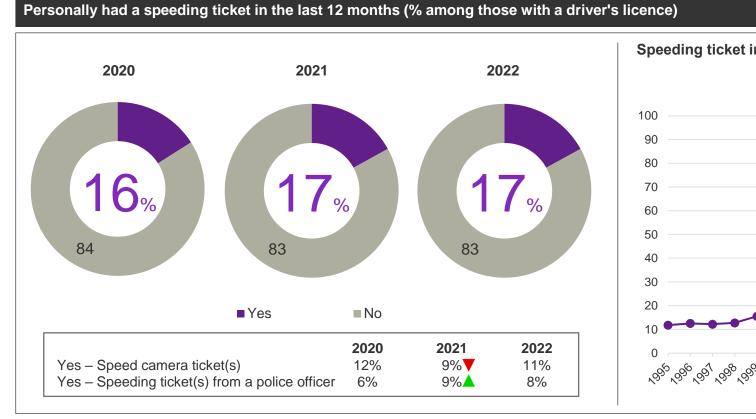


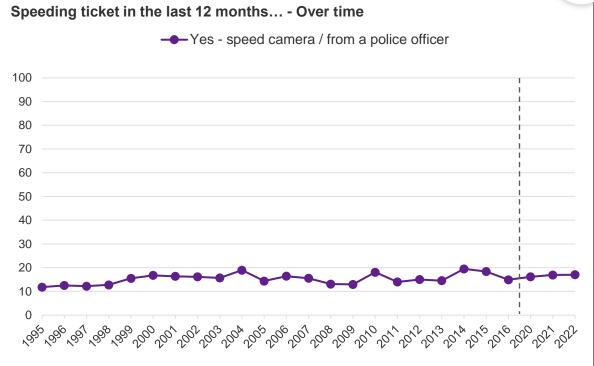
Auckland and Wellington residents, and those living in rural areas within 5km of a town, more commonly claim to see speed cameras on the roads they normally use.

Groups which more commonly see speed cameras on the roads they normally use			
	Often / almost always (32%)		
Region	Auckland (43%) Wellington (50%)		
Urban / Rural	Rural area (within 5km of a town) (39%)		
Gender by Age	Men - 35 to 44 (47%)		
Ethnicity	Asian peoples (39%)		
Occupation	White collar (36%) Blue collar (38%)		
S Personal Income	Over \$60,000 (39%)		
Driver's Licence	-		
Licence Class	Motorcycle (39%) Bus (51%) Heavy vehicle (42%)		



Consistent with previous years, 17% of drivers admit to having personally received a speeding ticket within the last 12 months, being a mix from speed cameras (11%) and police officers (8%). (Note: change in question wording in 2020)





▲ = Significantly higher than previous year at 95% CL

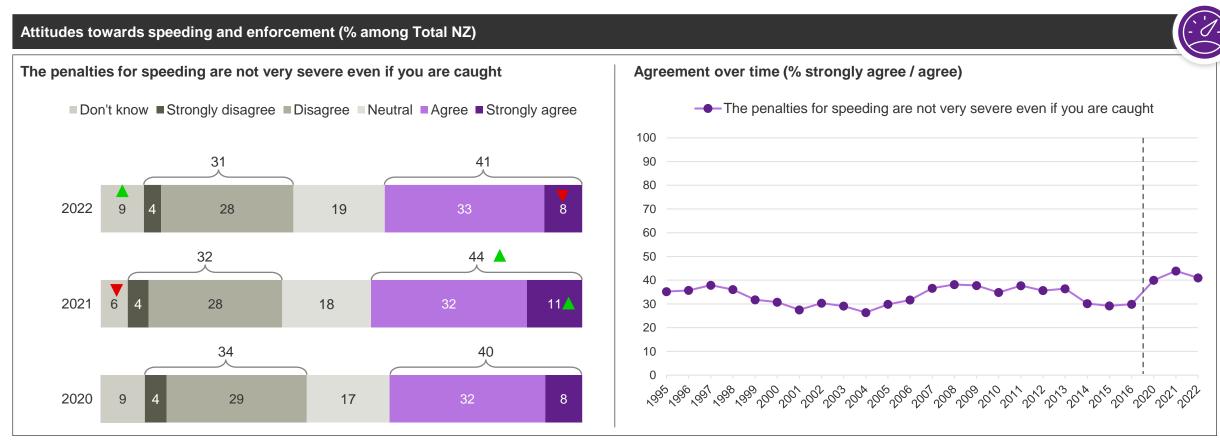
▼ = Significantly lower than previous year at 95% CL

Men aged 16 to 24 years more commonly received a speeding ticket from a speed camera in the past 12 months, while men aged 25 to 44 years more commonly received a speeding ticket from a police officer.

Group	Groups which had more commonly received a speeding ticket in the last 12 months				
		Total speeding ticket (17%)	Speed camera ticket (11%)	Speeding ticket from a police officer (8%)	
	Region	-	Auckland (13%)	-	
	Urban / Rural	A suburban area (20%)	A suburban area (15%)	-	
	Gender by Age	Men - 25 to 34 (25%)	Men - 16 to 24 (19%)	Men - 25 to 34 (13%) Men - 35 to 44 (12%)	
2	Ethnicity	-	-	-	
	Occupation	White collar (19%)	White collar (13%)	Blue collar (11%)	
\$	Personal Income	Over \$60,000 (19%)	-	-	
	Driver's Licence	-	-	-	
	Licence Class	Heavy vehicle (24%)	-	Heavy vehicle (12%)	

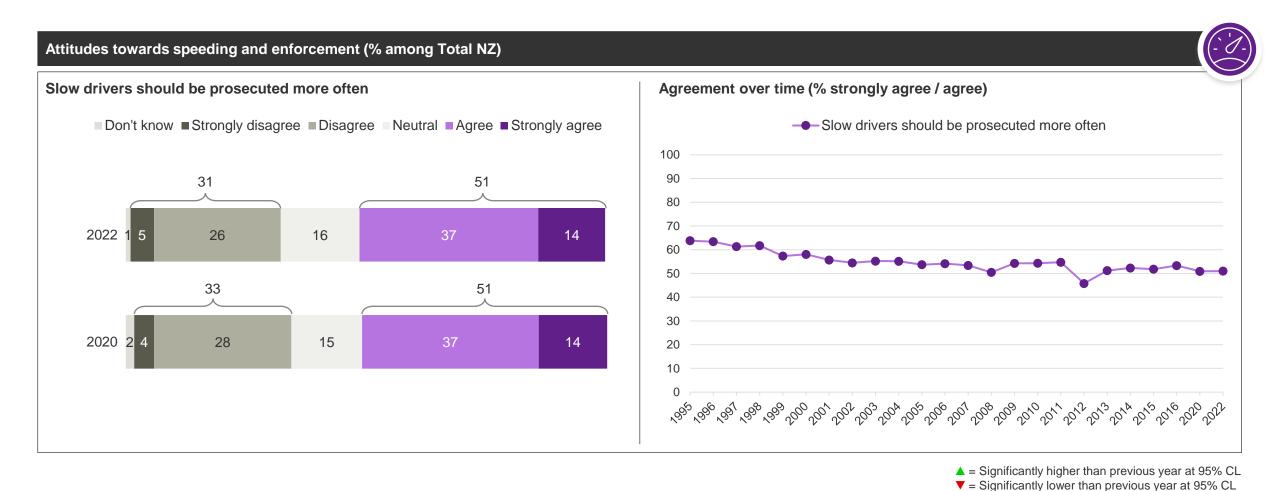
Although views are mixed, more New Zealanders continue to think that speeding penalties are not very severe (41%) than think penalties are very severe (31%).

(Note: change in question wording in 2020)



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

Consistent with previous years, one in two New Zealanders think that slow drivers should be prosecuted more often while three in ten think they should not.





Men aged 35 plus years more commonly think that slow drivers should be prosecuted more often. There is little difference between groups' perception on whether the penalties for speeding are not very severe even if you are caught.

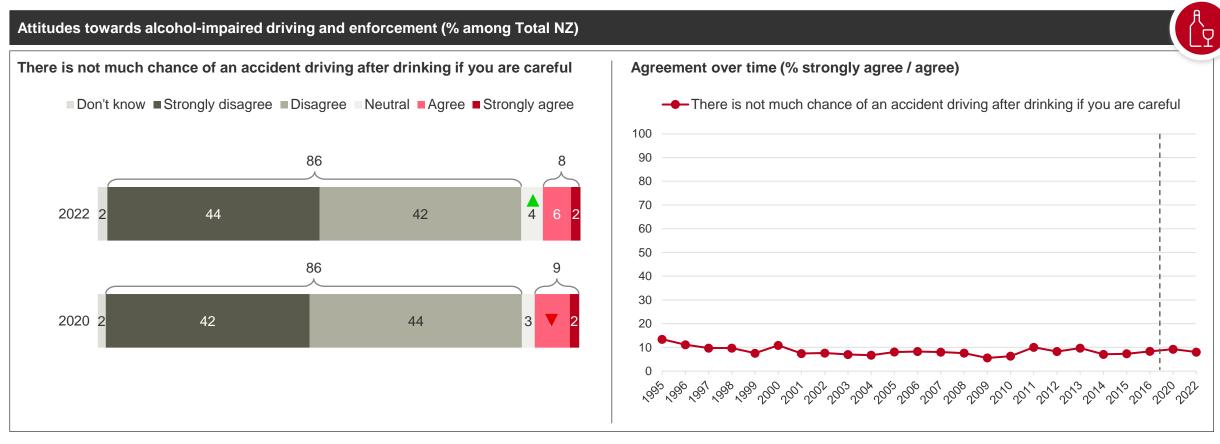
Groups which more commonly agree / strongly agree				
	The penalties for speeding are not very severe even if you are caught (41%)	Slow drivers should be prosecuted more often (51%)		
Region	-	-		
Urban / Rural	A central city area (48%)	-		
Gender by Age	-	Men - 35 to 44 (63%) Men - 45 to 54 (60%) Men - 55 to 64 (69%) Men - 65 plus (61%)		
Ethnicity	NZ Māori (48%)	NZ European / European (53%)		
Occupation	Retired (48%)	Blue collar (59%)		
\$ Personal Income	e -	Over \$60,000 (55%)		
Driver's Licence	-	Full (53%)		
Licence Class	-	Car / Taxi (52%) Bus (74%) Heavy vehicle (70%)		

6 Alcohol-impaired driving and enforcement



A minority of New Zealanders (8%) believe there is not much chance of an accident driving after drinking if you are careful.

(Note: change in question wording in 2020)

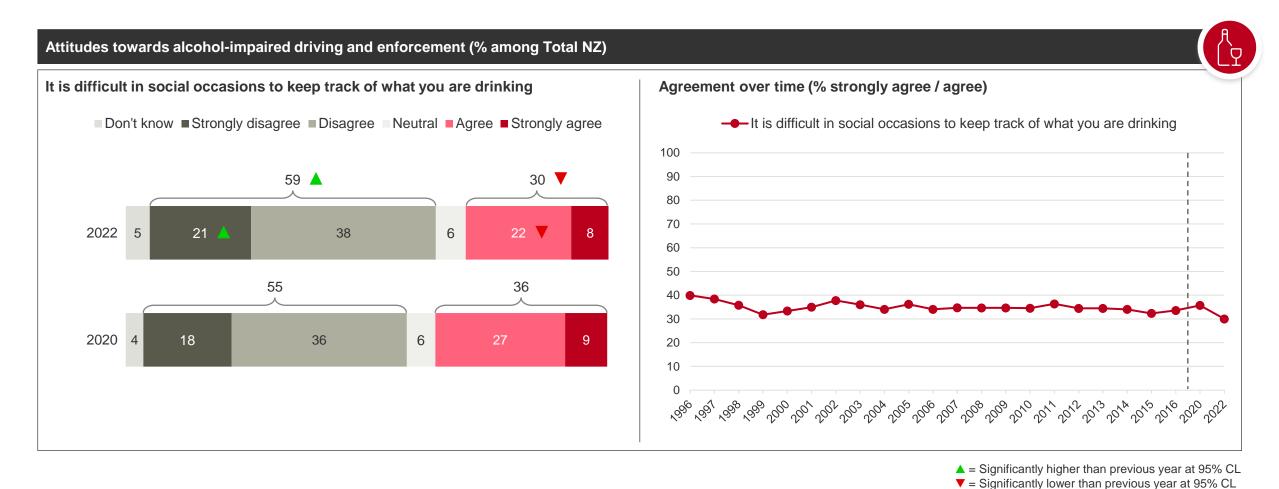


▲ = Significantly higher than previous year at 95% CL

▼ = Significantly lower than previous year at 95% CL

Three in ten admit it is difficult to keep track of what you are drinking in social occasions. This is lower than in 2020 (36%).

(Note: change in question wording in 2020)

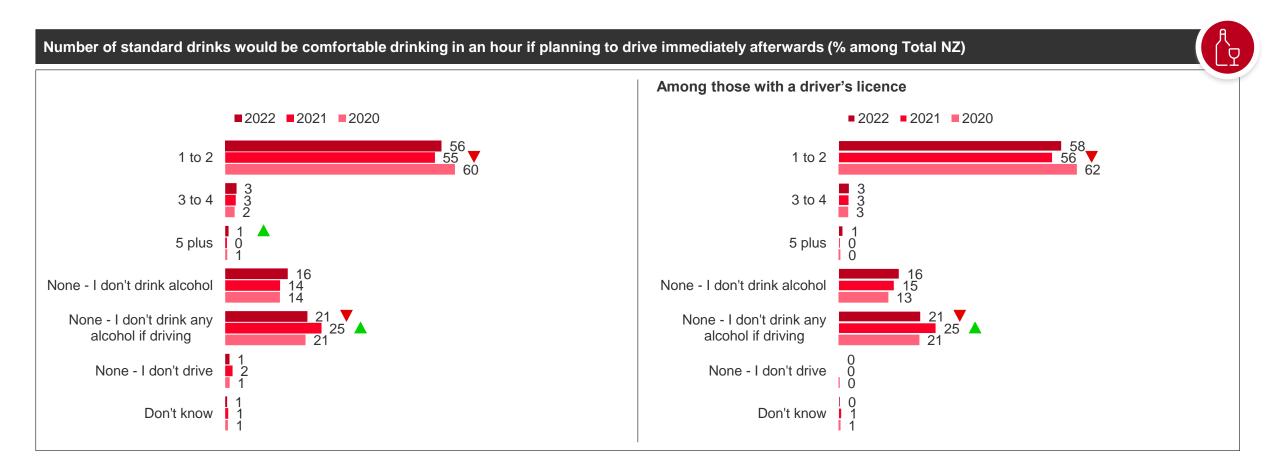




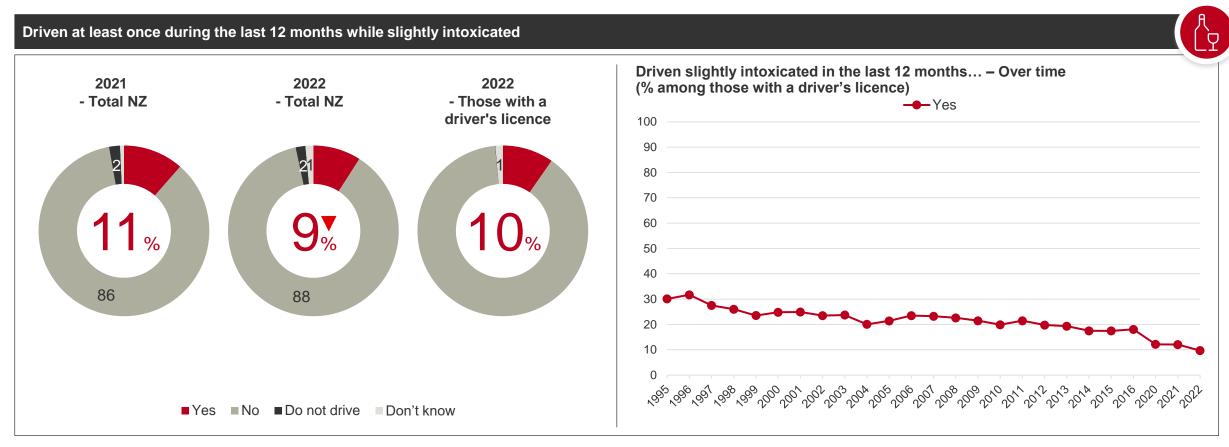
Auckland residents and those aged under 25 more commonly agree that it is difficult to keep track of what you're drinking in social occasions.

Groups which more commonly agree / strongly agree			
	There is not much chance of an accident driving after drinking if you are careful (8%)	It is difficult in social occasions to keep track of what you are drinking (30%)	
Region	-	Auckland (34%)	
Urban / Rural	A central city area (14%)	A central city area (40%)	
Gender by Age	Men - 45 to 54 (13%)	Men - 16 to 24 (51%) Women - 16 to 24 (38%)	
Ethnicity	Asian peoples (15%)	Pacific peoples (47%)	
Occupation	Blue collar (11%)	Retired (37%) Student (45%)	
S Personal Income	-	Up to \$40,000 (39%)	
Driver's Licence	Do not have a licence (13%)	Do not have a licence (53%) Restricted / Learner (42%)	
Licence Class	-	-	

Among those with a driver's licence, few (4%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Almost three in five are comfortable having one or two drinks.



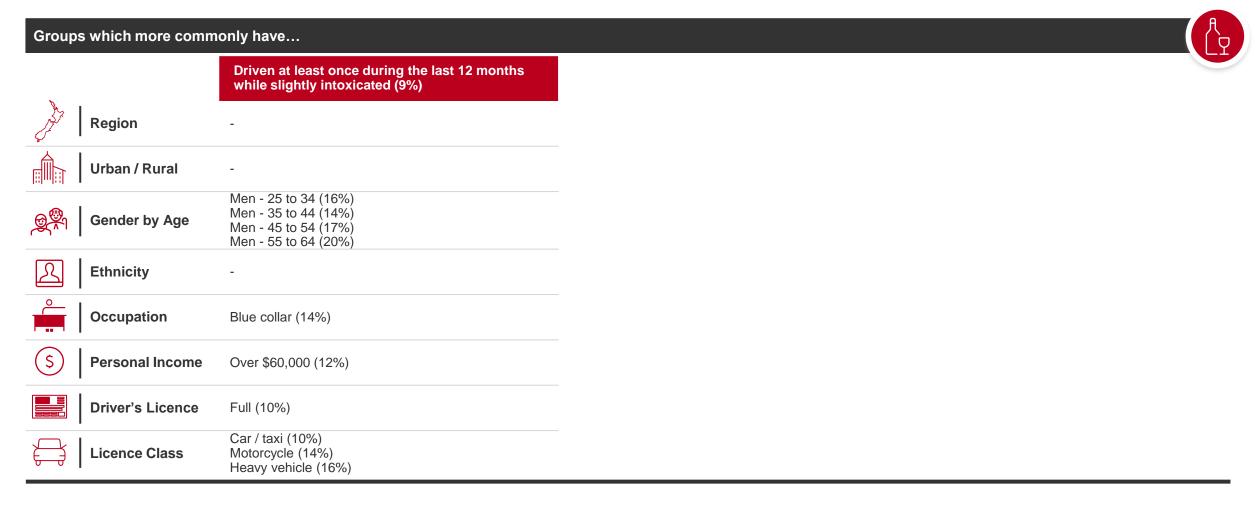
Among those with a driver's licence, one in ten claim to have driven at least once during the past 12 months while slightly intoxicated.



▲ = Significantly higher than previous year at 95% CL

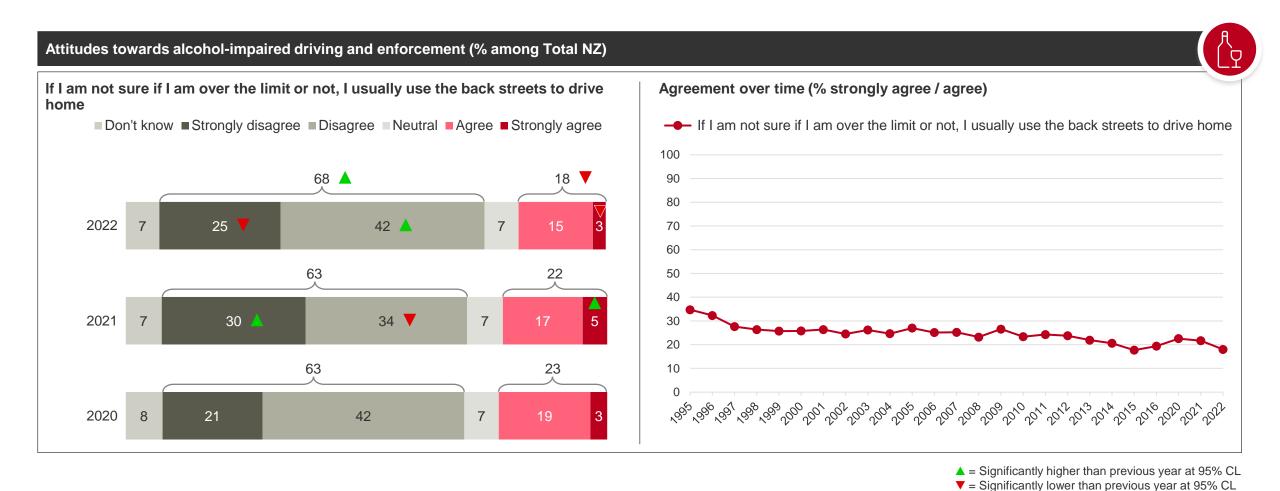
▼ = Significantly lower than previous year at 95% CL

Claimed driving while slightly intoxicated is more common among men age 25 to 64 years.

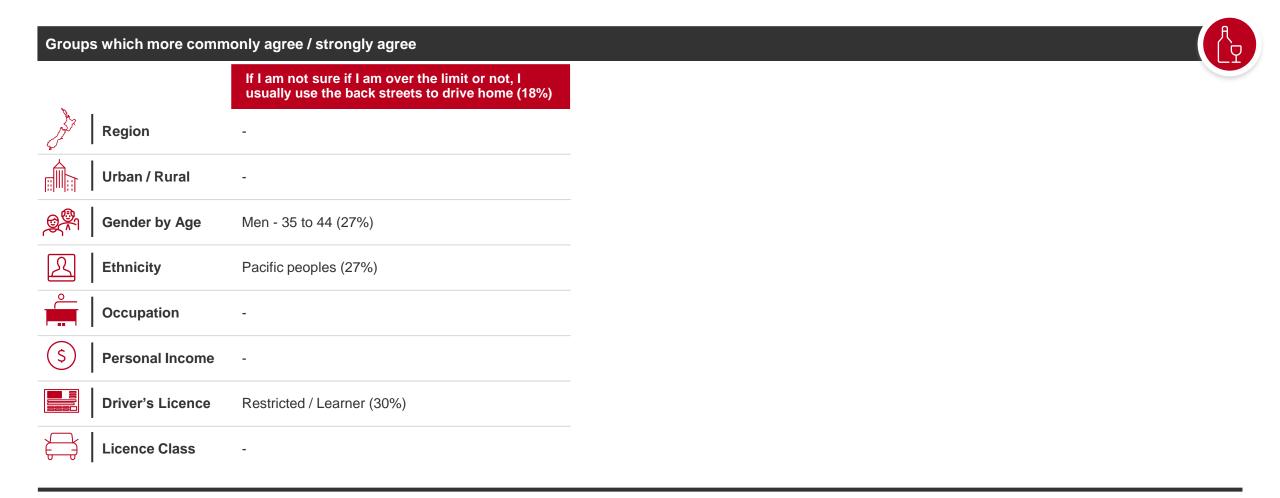




Just under one in five New Zealanders (18%) would use the back streets to drive home if they are unsure if they are over the limit or not, being slightly lower than in 2021 (22%).



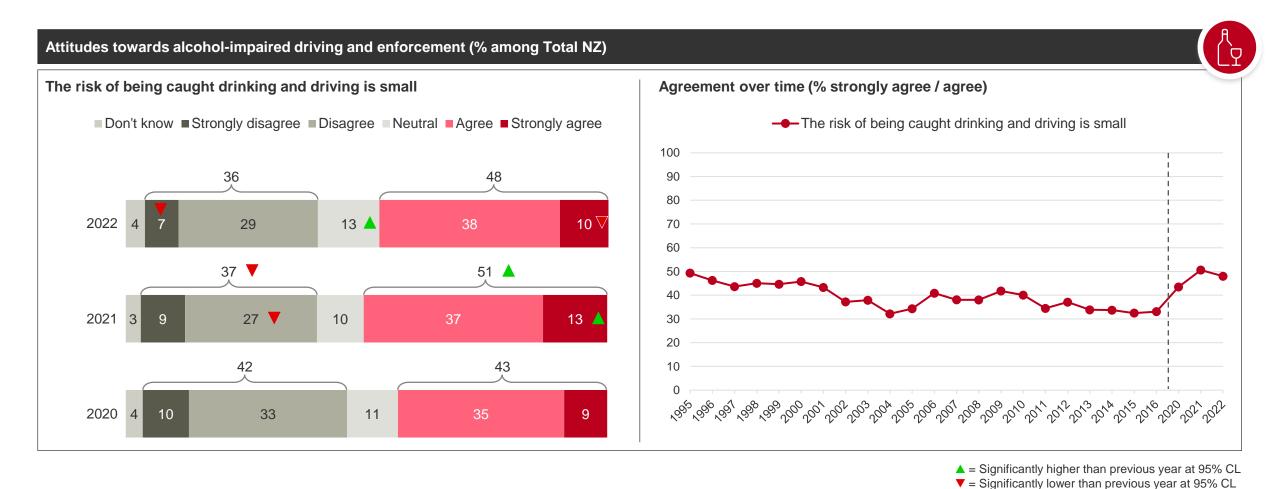
Although few differences between groups, men aged 35 to 44 years, and those with a restricted or learner licence, would more commonly use the back streets to drive home if they are uncertain if over the limit or not.





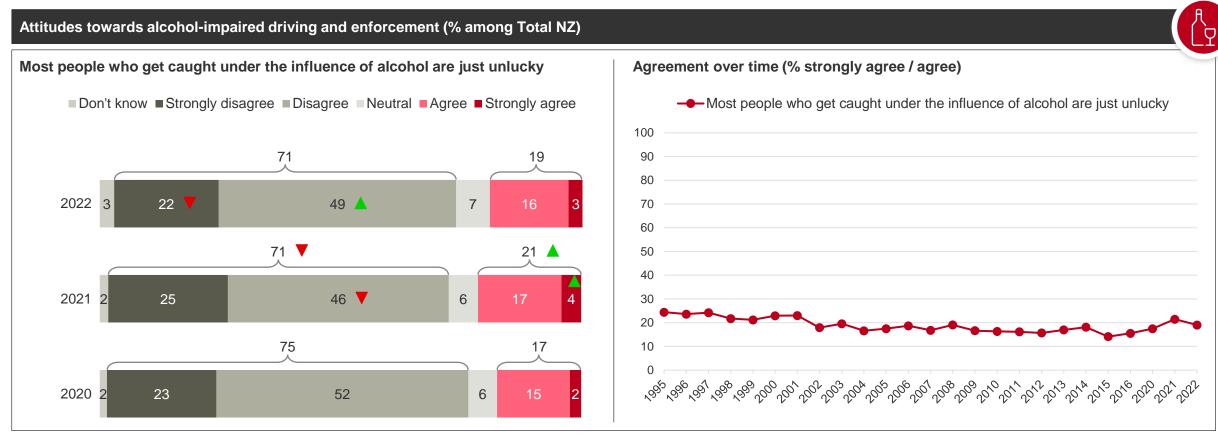
Consistent with 2021, more New Zealanders agree that the risk of being caught drinking and driving is small (48%) than disagree (36%).

(Note: change in question wording in 2020)



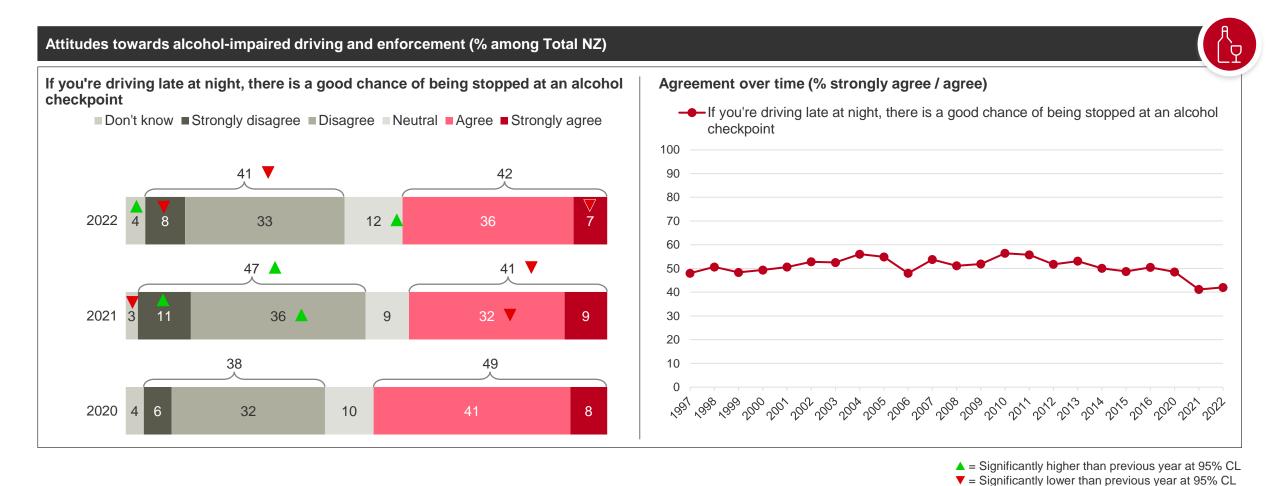
C

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



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

Views remains mixed over whether there is a good chance of being stopped at an alcohol checkpoint if driving late at night, with as many currently disagreeing (41%) as agreeing (42%).

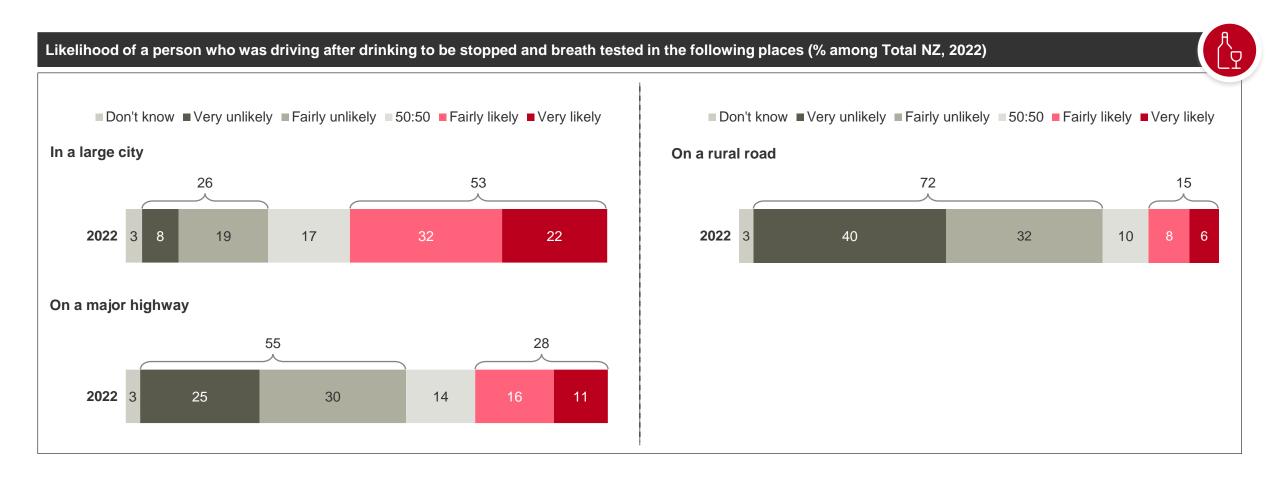




Men aged under 25 years, and those with either no licence or a restricted or learner licence, more commonly think there is a good chance of being stopped at an alcohol checkpoint if driving late at night.

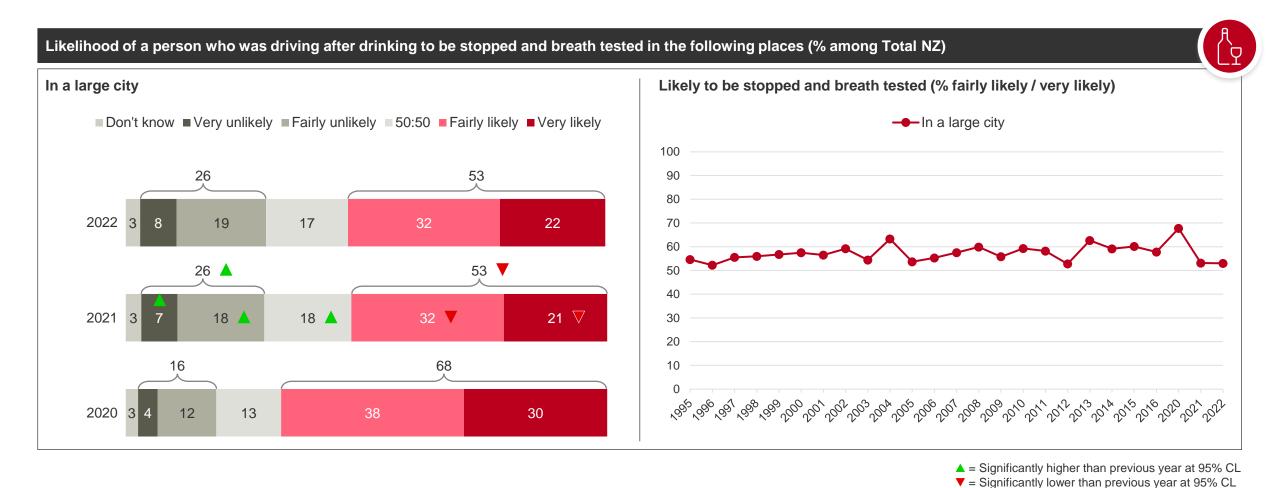
Groups which more commonly agree / strongly agree				
	The risk of being caught drinking and driving is small (48%)	Most people who get caught under the influence of alcohol are just unlucky (19%)	If you're driving late at night, there is a good chance of being stopped at an alcohol checkpoint (42%)	
Region	-	-	-	
Urban / Rural	-	-	A town (50%) Rural area (within 5 km of a town) (51%)	
Gender by Age	Men - 45 to 54 (62%)	Women - 16 to 24 (30%)	Men - 16 to 24 (56%)	
Ethnicity	-	Pacific peoples (33%) Asian peoples (25%)	NZ Māori (53%) Pacific peoples (69%) Asian peoples (54%)	
Occupation	White collar (51%)	Blue collar (26%)	Blue collar (51%) Not in employment (56%)	
S Personal Income	-	-	Up to \$40,000 (47%)	
Driver's Licence	Full (50%)	-	Do not have a licence (57%) Restricted / Learner (60%)	
Licence Class	Car / Taxi (49%) Motorcycle (57%)	Motorcycle (26%)	-	

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 (15%).



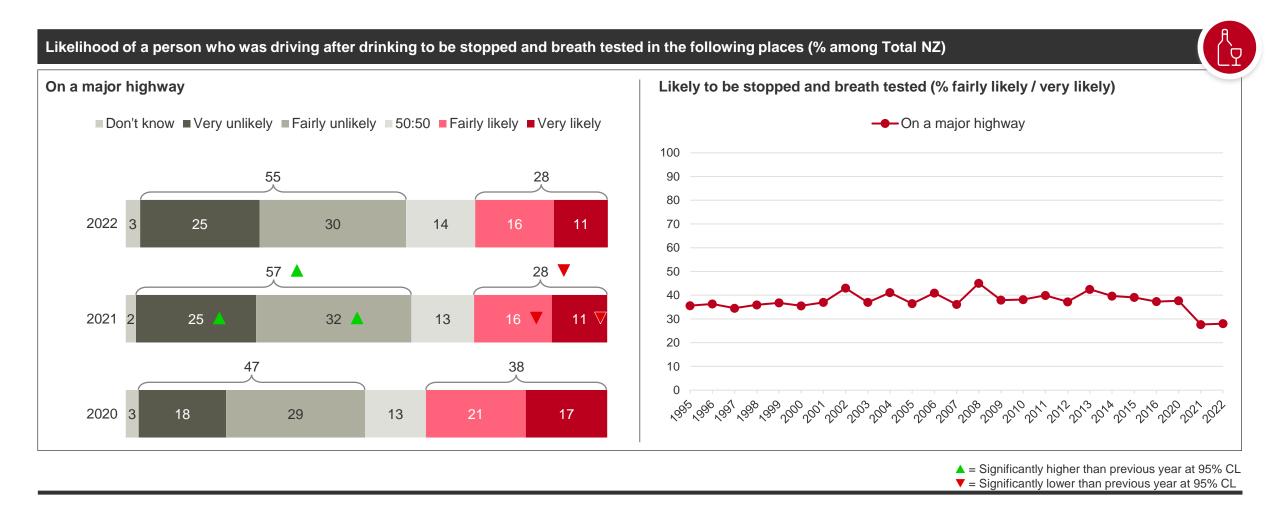


Consistent with 2021, one in two New Zealanders think it is at least fairly likely for a person who was driving after drinking to be stopped and breath tested in a large city.



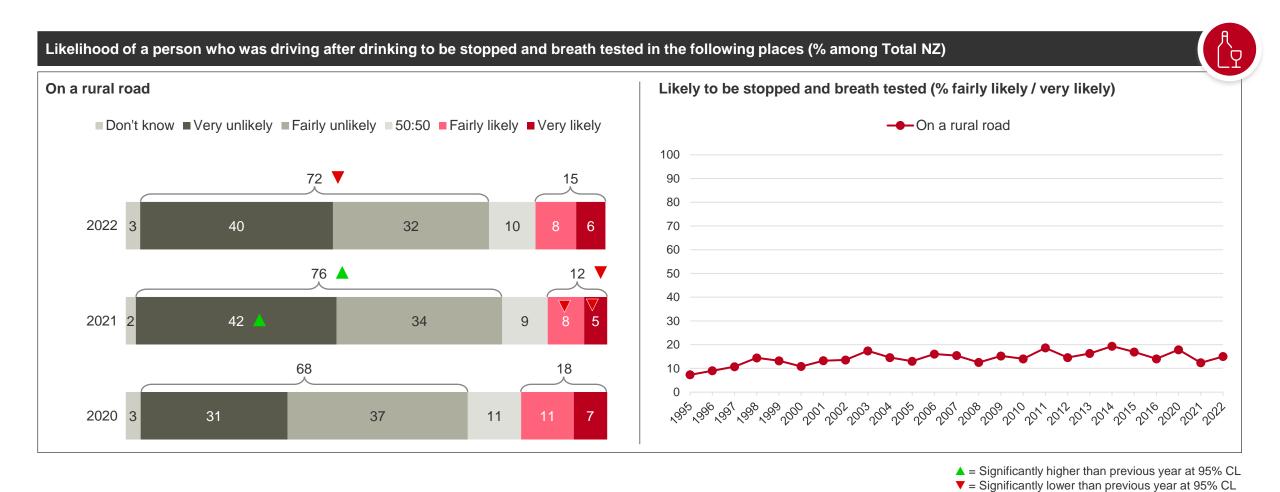


Just under three in ten New Zealanders think it is likely that someone who drives on a major highway after drinking will be stopped and breath tested. This is consistent with 2021 but a decrease on previous years.





Fifteen percent 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.



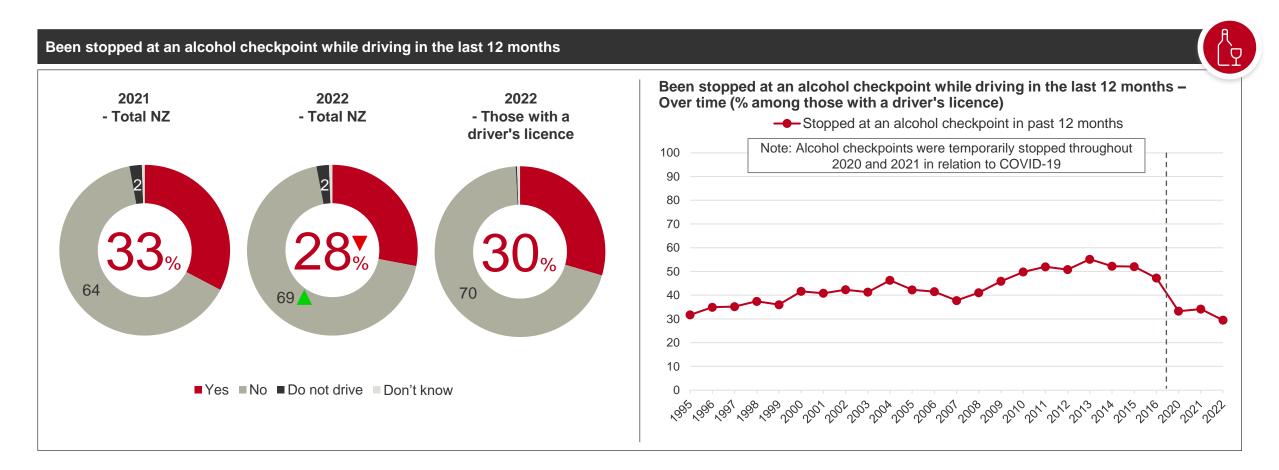


Those aged under 25 years, without a licence, or with a restricted or learner licence, more commonly think it is likely for a person who was driving after drinking to be stopped and breath tested in a large city, on a major highway or on a rural road.

	In a large city (53%)	On a major highway (28%)	On a rural road (15%)
Region	-	-	Auckland (18%)
Urban / Rural	A town (62%) Rural area (within 5 km of a town) (63%)	A town (34%) Rural area (within 5 km of a town) (35%)	A central city area (19%)
Gender by Age	Men - 16 to 24 (69%) Women - 16 to 24 (67%)	Men - 16 to 24 (43%) Women - 16 to 24 (36%) Women - 65 plus (38%)	Men - 16 to 24 (24%)
Ethnicity	NZ Māori (63%)	Pacific peoples (40%) Asian peoples (34%)	Pacific peoples (26%) Asian peoples (28%)
Occupation	Not in employment (63%) Student (66%)	Retired (34%) Student (38%)	-
Personal Income	Up to \$40,000 (59%)	Up to \$40,000 (35%) \$40,001 to \$60,000 (31%)	Up to \$40,000 (18%)
Driver's Licence	Do not have a licence (64%) Restricted / Learner (63%)	Do not have a licence (51%) Restricted / Learner (43%)	Do not have a licence (32%) Restricted / Learner (24%)
Licence Class	-	-	-

Three in ten New Zealanders with a driving licence say they have been stopped at an alcohol checkpoint while driving in the last 12 months. This is slightly lower than in 2021 (34%).

(Note: change in question wording in 2020)



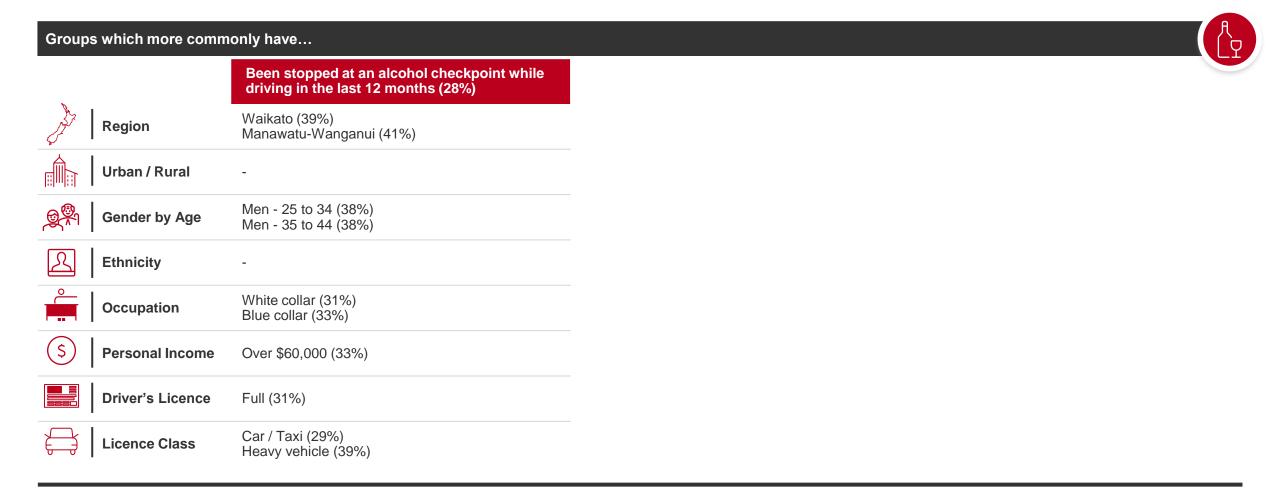


Source: Q17 In the last 12 months have you been stopped at an alcohol checkpoint while you have been driving? [IF REQUIRED'] This is when the Police stop drivers at random to see if they have been drinking.

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

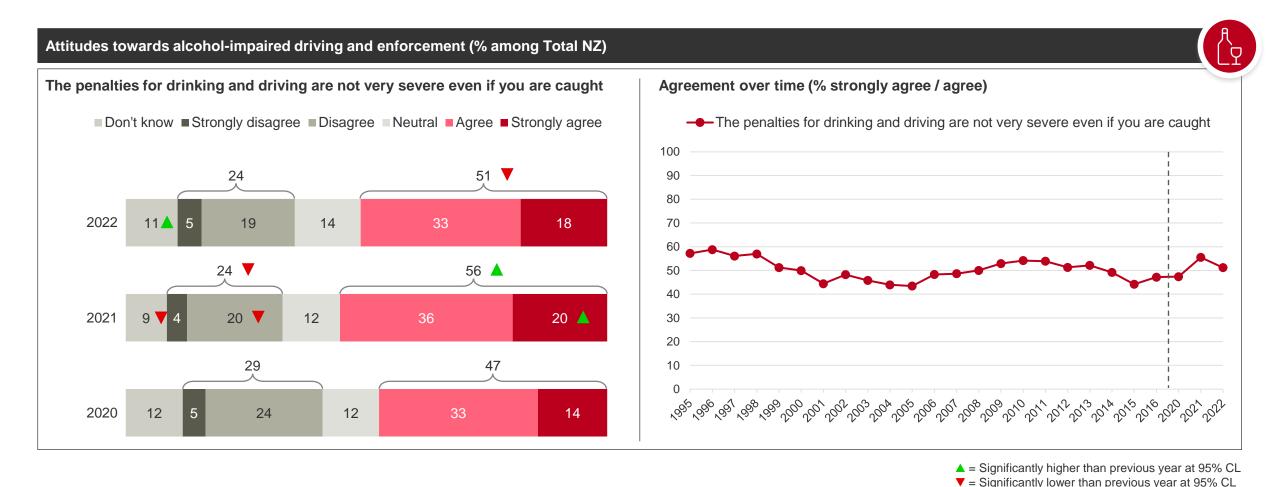
Waikato and Manawatu-Wanganui residents, and men aged 25 to 44 years, more commonly say that they have been stopped at an alcohol checkpoint while driving in the last 12 months.





One in two New Zealanders think that the penalties for drinking and driving are not very severe, which is double the number who think the penalties are severe (24%).

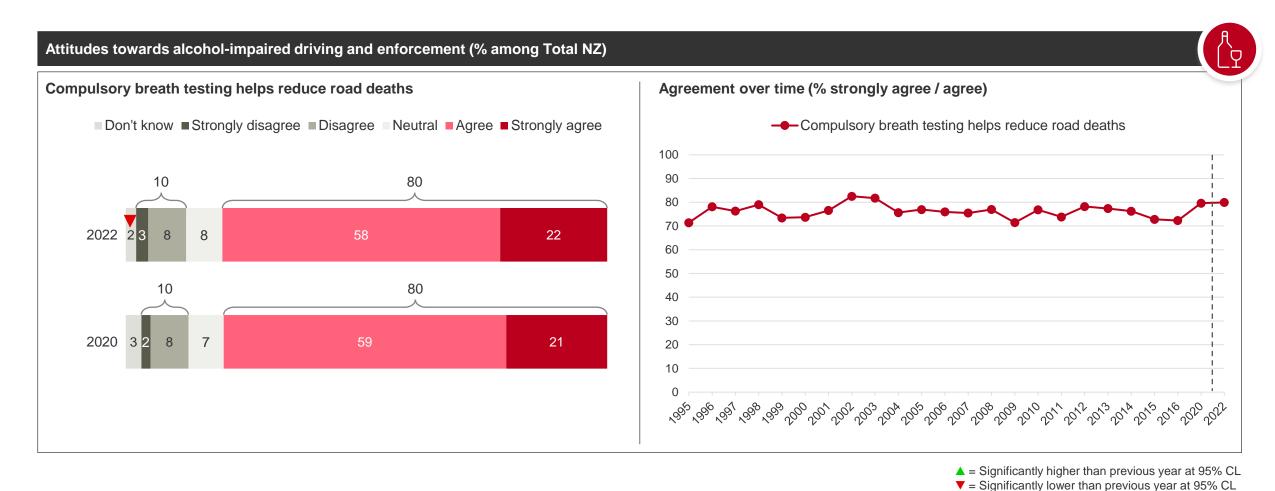
(Note: change in question wording in 2020)



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The majority think that compulsory breath testing helps reduce road deaths, although only 22% strongly believe this.

(Note: change in statement wording in 2022)



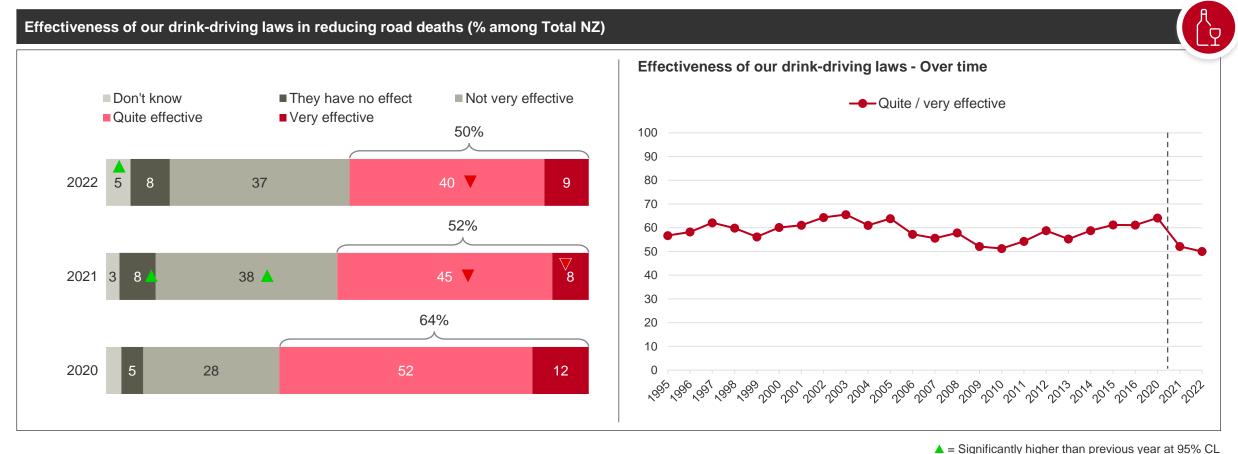
Both men and women aged 65 plus, and men aged 45 to 54, more commonly think that the penalties for drinking and driving are not very severe even if you are caught.

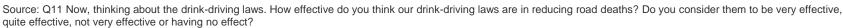
Groups which more commonly agree / strongly agree		
	The penalties for drinking and driving are not very severe even if you are caught (51%)	Compulsory breath testing helps lower the road toll (80%)
Region	Waikato (63%) Bay of Plenty (68%)	-
Urban / Rural	-	-
Gender by Age	Men - 45 to 54 (66%) Men - 65 plus (59%) Women - 65 plus (69%)	-
Ethnicity	-	-
Occupation	Retired (65%)	-
S Personal Income	-	-
Driver's Licence	Full (53%)	-
Licence Class	-	-



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 while 45% think they have little or no effect. Few (9%) think they are very effective.

(Note: change in question wording in 2021)





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 2022 n = 1,689 | 2021 n = 1,670 | 2020 n = 1,699

▼ = Significantly lower than previous year at 95% CL

Men aged under 35 and women aged under 25 more commonly think that our drink-driving laws are effective in reducing road deaths.

Groups which more commonly think that our drink-driving laws are effective in reducing road deaths **Quite effective / Very effective (50%)** Region **Urban / Rural** Men - 16 to 24 (72%) Men - 25 to 34 (62%) **Gender by Age** Women - 16 to 24 (60%) **Ethnicity** Asian peoples (64%) Occupation Student (68%) **Personal Income** Do not have a licence (63%) **Driver's Licence** Restricted / Learner (62%) **Licence Class**

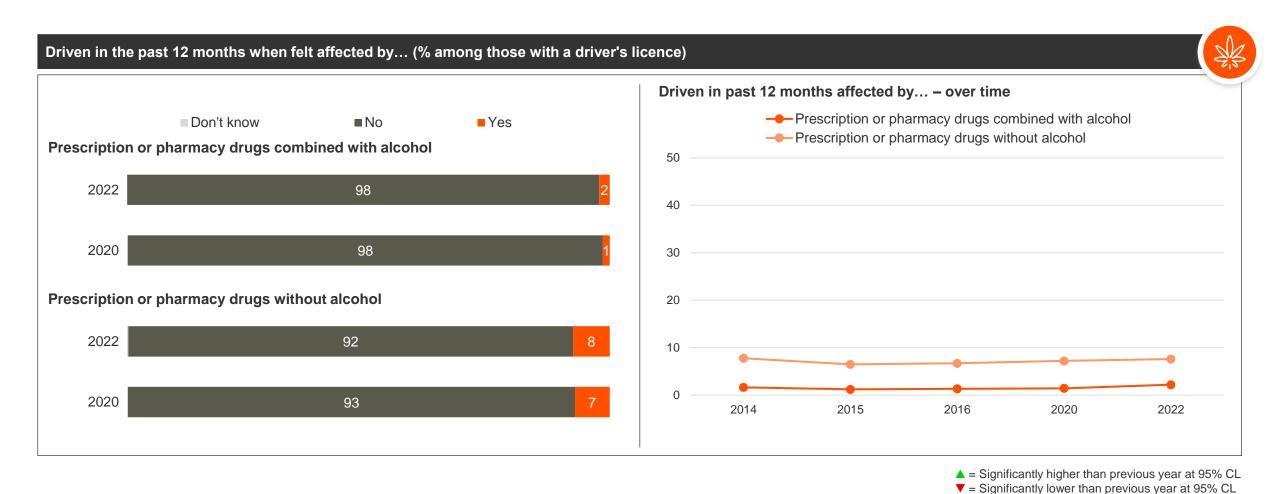


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7 Drug-impaired driving and enforcement

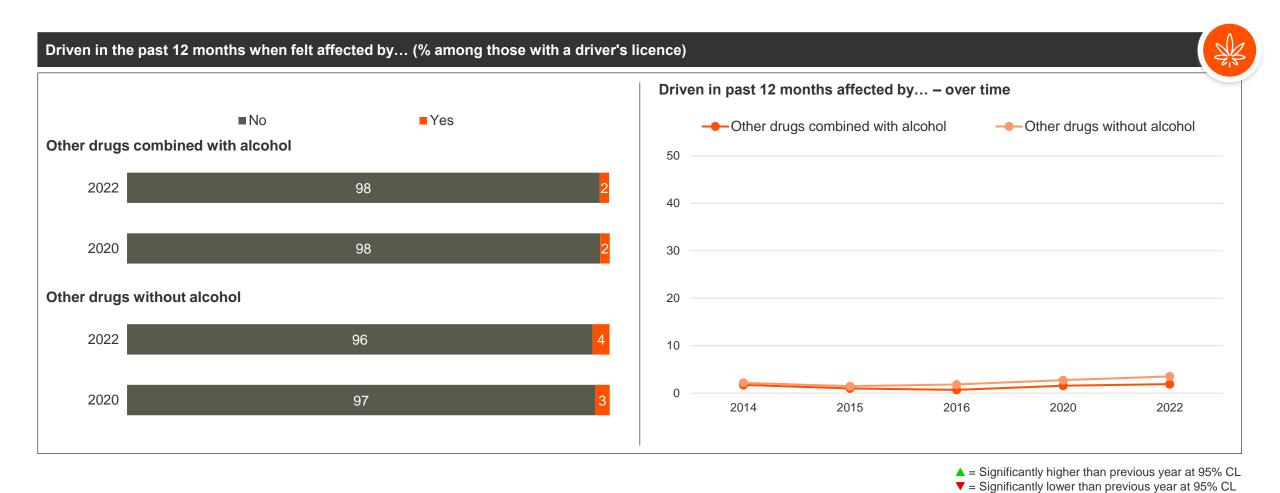


Consistent with previous years, very few claim to have driven while affected by prescription or pharmacy drugs. This is most commonly without alcohol at 8%.



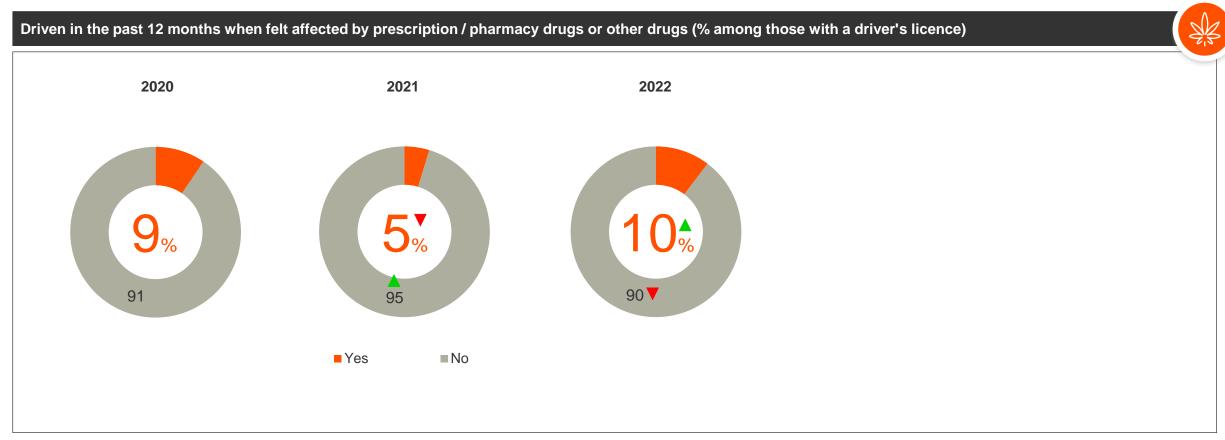


Similarly only a small minority claim to have driven in the past month while affected by other drugs.



One in ten 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 only)



▲ = Significantly higher than previous year at 95% CL

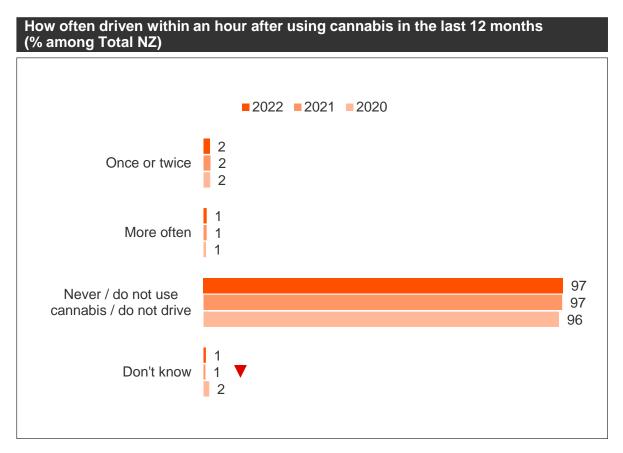
▼ = Significantly lower than previous year at 95% CL

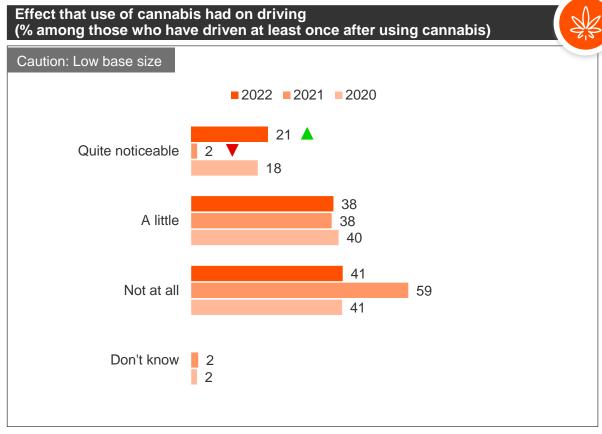


Waikato residents and younger men more commonly claim to have driven in the past 12 months when affected by other drugs.

	Nett - Prescription / pharmacy drugs or other drugs (10%)	Prescription or pharmacy drugs combined with alcohol (2%)	Prescription or pharmacy drugs without alcohol (8%)	Other drugs combined with alcohol (2%)	Other drugs withou alcohol (4%)
Region	Wellington (16%)		Wellington (14%)	Waikato (6%)	Waikato (8%)
Urban / Rural	-	A town (4%)			
Gender by Age	-	Men - 25 to 34 (6%)		Men - 25 to 34 (6%)	Men - 16 to 24 (10%) Men - 25 to 34 (6%)
Ethnicity	-	NZ Māori (4%) Pacific peoples (5%)		NZ Māori (5%)	Asian peoples (6%)
Occupation	Blue collar (14%) Not in employment (17%)		Not in employment (13%)	Blue collar (4%)	Blue collar (6%)
Personal Income	-			Over \$60,000 (3%)	
Driver's Licence	-				
Licence	-				

Three percent admit to having driven within an hour after using cannabis. Of these, indicatively, the cannabis had at least some effect on the driving of three in five.





▲ = Significantly higher than previous year at 95% CL

▼ = Significantly lower than previous year at 95% CL

Men aged under 25 more commonly admit to having driven within an hour after using cannabis in the last 12 months.

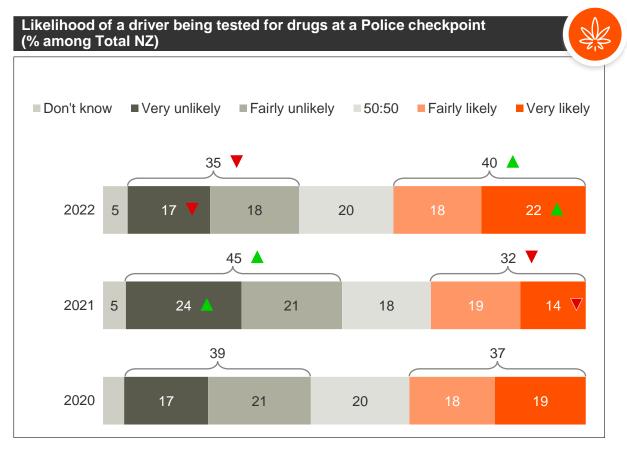
Groups which more commonly have driven within an hour after using cannabis in the last 12 months...



		Once or twice / More often (3%)
A. C.	Region	Waikato (5%)
	Urban / Rural	-
9	Gender by Age	Men - 16 to 24 (7%)
2	Ethnicity	NZ Māori (7%)
<u> </u>	Occupation	Blue collar (5%) Not in employment (6%)
\$	Personal Income	-
	Driver's Licence	Do not have a licence (8%)
	Licence Class	-

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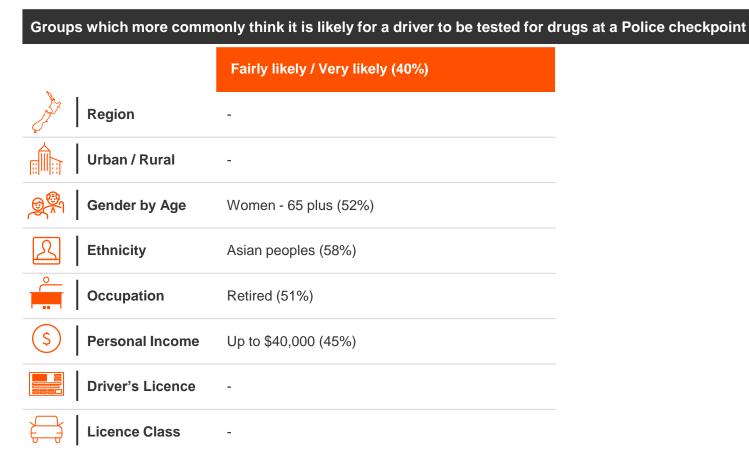
The perceived likelihood of being tested for drugs at a Police checkpoint has increased compared to 2021 and is similar to 2020 levels. However, views are mixed with almost as many thinking it is unlikely to be tested (35%) as thinking it is likely (40%).





^{▼ =} Significantly lower than previous year at 95% CL

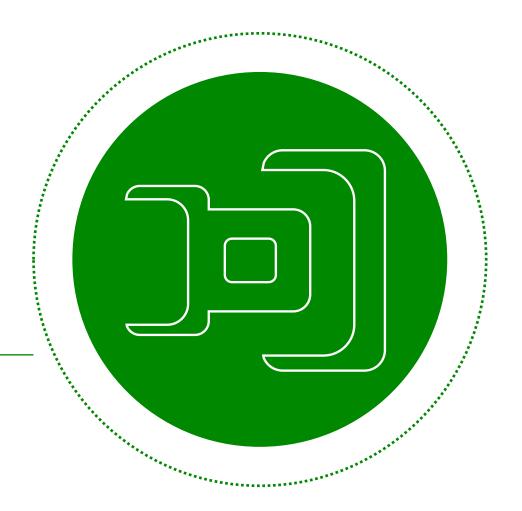
Women aged 65 plus and Asian peoples more commonly think it is likely for a driver to be tested for drugs at a Police checkpoint.







8 Seat belts



Few New Zealanders (13%) think the risk of being seriously injured if not wearing a seat belt is low.

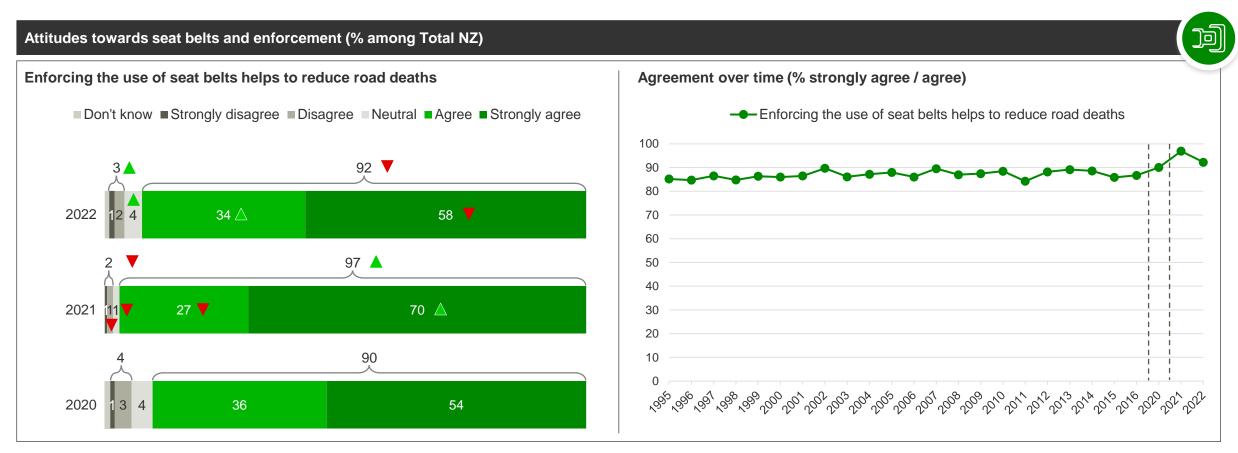
(Note: change in question wording in 2020)



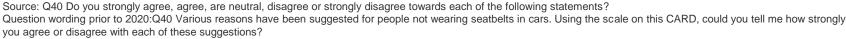
^{▲ =} Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year at 95% CL

Nearly all (92%) think that enforcing the use of seat belts helps to reduce road deaths. Three in five (58%) are in strong agreement which is lower than in 2021 (70%) but a similar level to 2020.

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



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



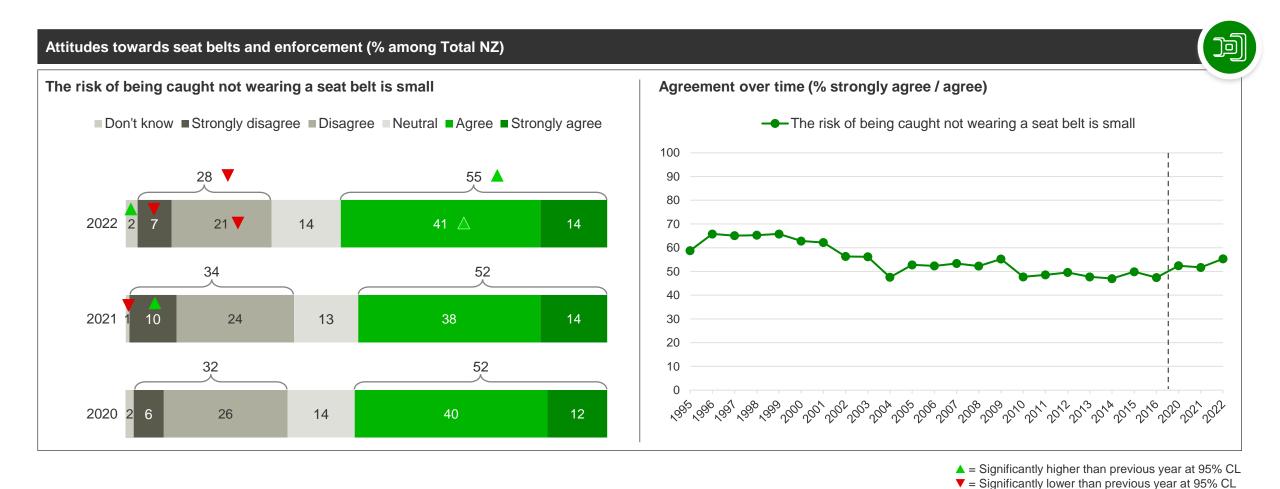
Asian peoples and those without a drivers licence more commonly think that the risk of being seriously injured in a crash is low if not wearing a seat belt.

Groups which more commonly agree / strongly agree			
		The risk of being seriously injured in a crash if you are not wearing a seat belt is low (13%)	Enforcing the use of seat belts helps lower the road toll (92%)
	Region	Auckland (16%)	-
	Urban / Rural	Rural area (within 5 km of a town) (18%)	A suburban area (94%)
E	Gender by Age	Men - 55 to 64 (21%)	-
2	Ethnicity	Asian peoples (25%)	NZ European / European (94%)
<u> </u>	Occupation	Blue collar (17%)	-
\$	Personal Income	-	-
	Driver's Licence	Do not have a licence (21%)	Full (93%)
	Licence Class	-	Car / Taxi (93%)



Fifty-five percent of New Zealanders think that the risk of being caught not wearing a seat belt is small.

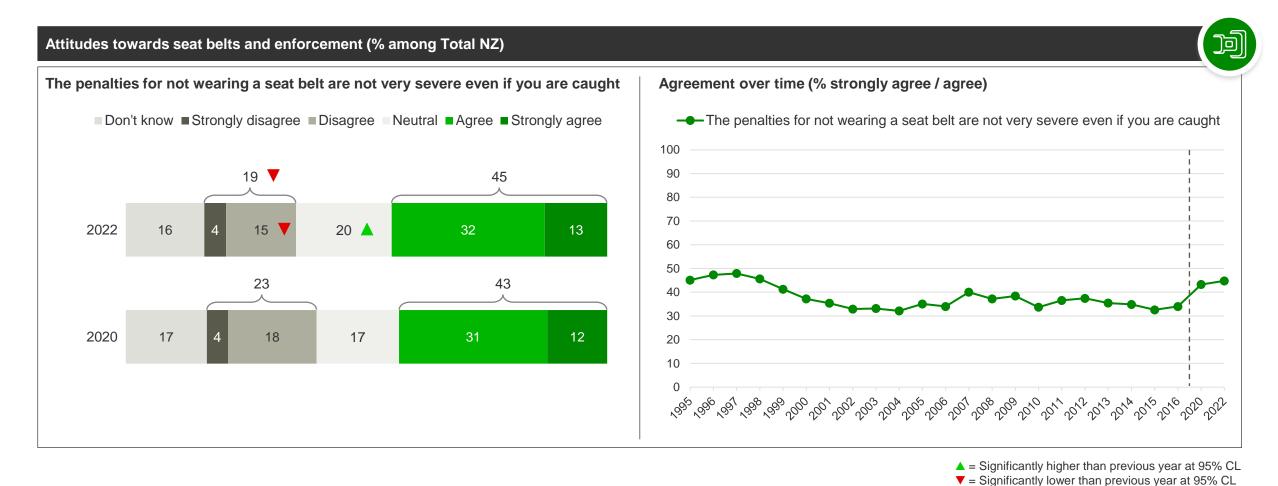
(Note: change in question wording in 2020)





Consistent with 2020, almost half (45%) 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)



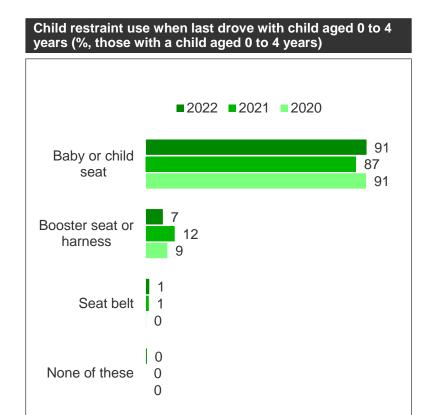


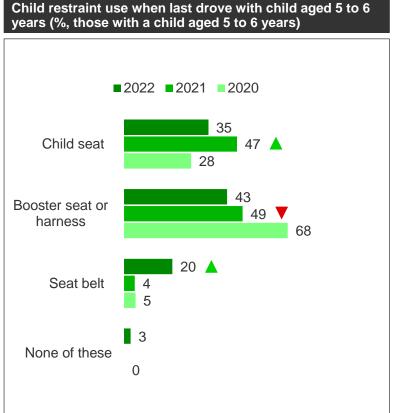
Men aged 45 to 54 more commonly believe that the risk of being caught not wearing a seat belt is small and that the penalties are not very severe if you are caught.

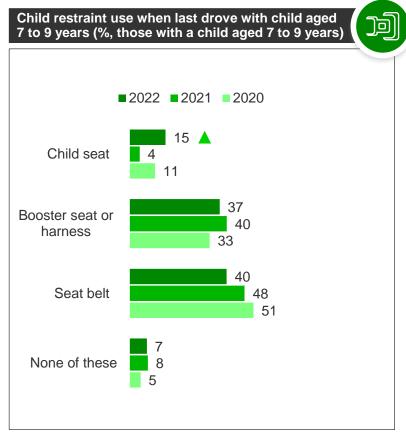
Groups which me	Groups which more commonly agree / strongly agree		
		The risk of being caught not wearing a seat belt is small (55%)	The penalties for not wearing a seat belt are not very severe even if you are caught (45%)
Region		Auckland (59%)	-
Urban / R	Rural	-	-
∰ Gender b	y Age	Men - 45 to 54 (68%) Women - 16 to 24 (65%)	Men - 45 to 54 (54%)
Ethnicity		-	-
Occupati	ion	White collar (60%)	-
S Personal	Income	Over \$60,000 (59%)	-
Driver's I	Licence	-	-
Licence (Class	Car / Taxi (56%) Motorcycle (62%)	-



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



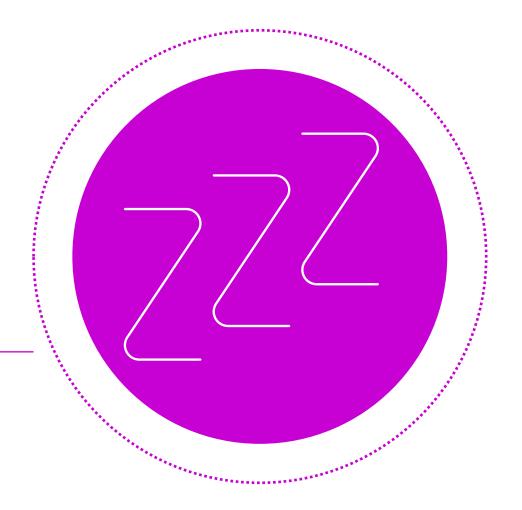




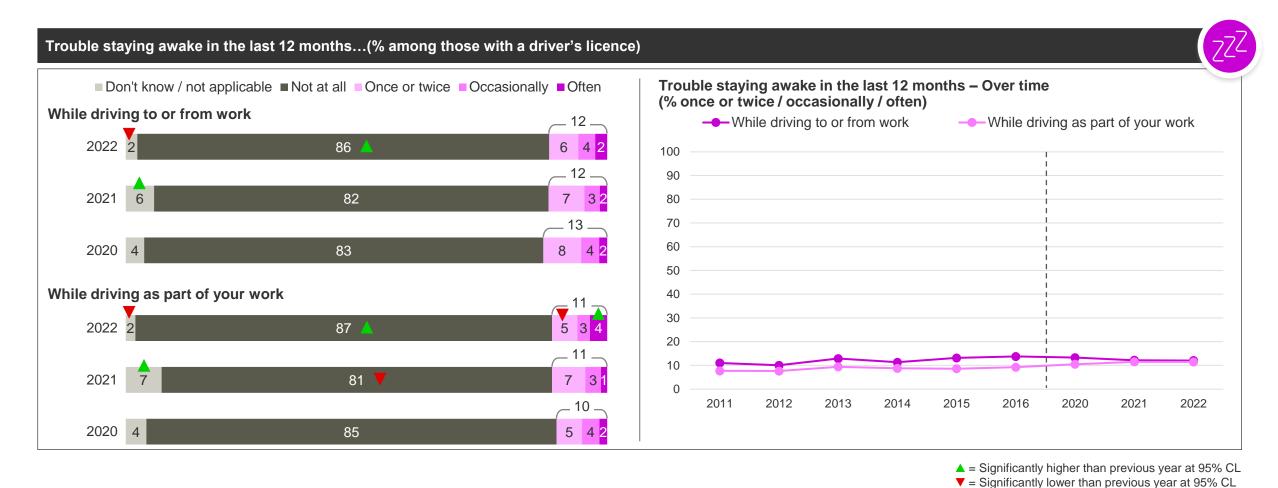
▲ = Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year at 95% CL



9 Fatigue

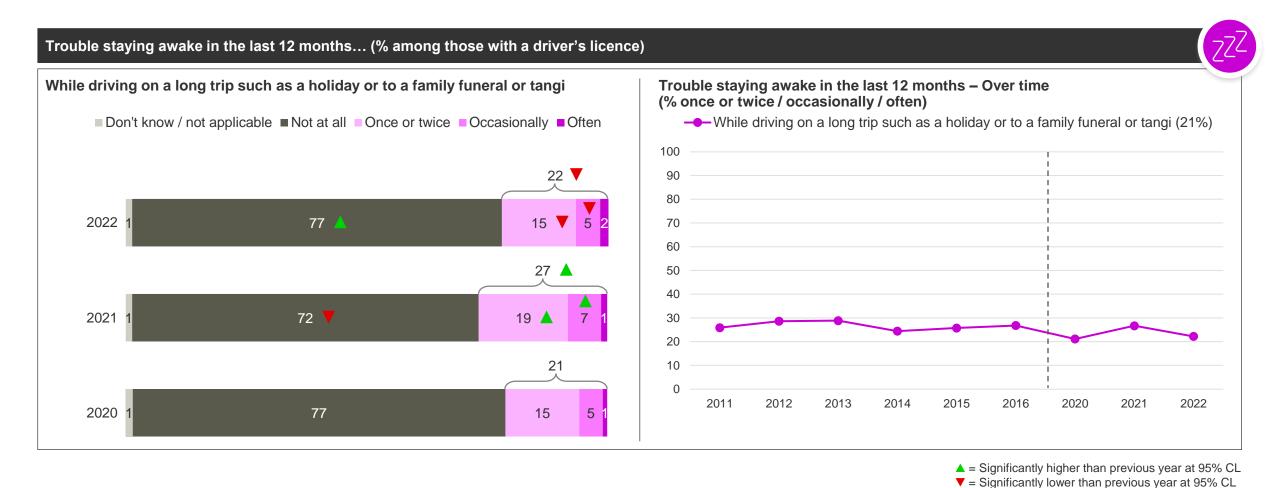


Consistent with previous years, just over one in ten drivers have had trouble staying awake on at least one occasion in the last 12 months while driving either to or from work, or as part of their work. (Note: change in question wording in 2020)



Just over one in five drivers have had trouble staying awake on a long trip on at least one occasion in the last 12 months. This is lower than in 2021 and similar to 2020 results.

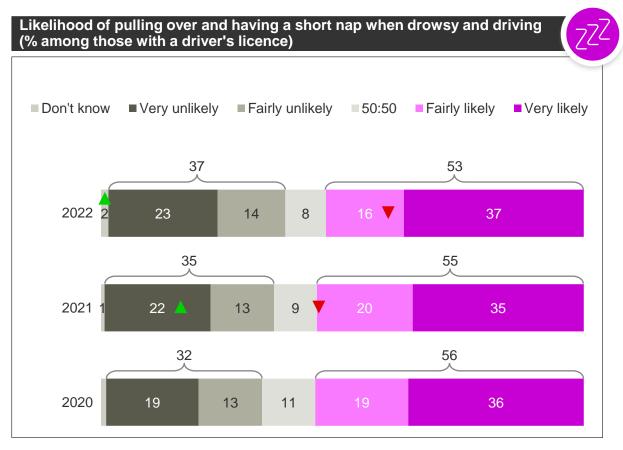
(Note: change in question wording in 2020)



Males aged under 45 have more commonly had trouble staying awake on at least one occasion when driving either to, from or as part of their work. Among drivers with a heavy vehicle licence, almost one in five have had trouble staying awake at least once while driving as part of their work.

Groups more likely to have had trouble staying awake in the last 12 months 'Once or twice / Occasionally / Often'				
		While driving to or from work (12%)	While driving as part of your work (11%)	While driving on a long trip such as a holiday or to a family funeral or tangi (22%)
A	Region	Auckland (15%) Waikato (17%)	Waikato (16%)	-
	Urban / Rural	-	A central city area (17%)	-
	Gender by Age	Men - 16-24 (22%) Men - 25 to 34 (21%) Men - 35 to 44 (21%) Women - 25 to 34 (21%)	Men - 16-24 (18%) Men - 25 to 34 (23%) Men - 35 to 44 (21%)	Men - 25 to 34 (31%) Women - 35 to 44 (31%)
	Ethnicity	NZ Māori (17%) Pacific peoples (19%) Asian peoples (20%)	Pacific peoples (20%) Asian peoples (19%)	NZ Māori (29%)
	Occupation	Blue collar (20%)	Blue collar (19%)	Blue collar (28%)
\$	Personal Income	-	Over \$60,000 (15%)	Over \$60,000 (25%)
	Driver's Licence	Restricted / Learner (20%)	-	Full (23%)
	Licence Class	-	Heavy vehicle (17%)	-

One in two drivers (53%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving. Two in four (37%) think they would be unlikely to pull over and nap.



▲ = Significantly higher than previous year at 95% CL

▼ = Significantly lower than previous year at 95% CL

Men aged 55 plus, and those with a heavy vehicle licence, more commonly claim they are likely to pull over and have a short nap if drowsy when driving.

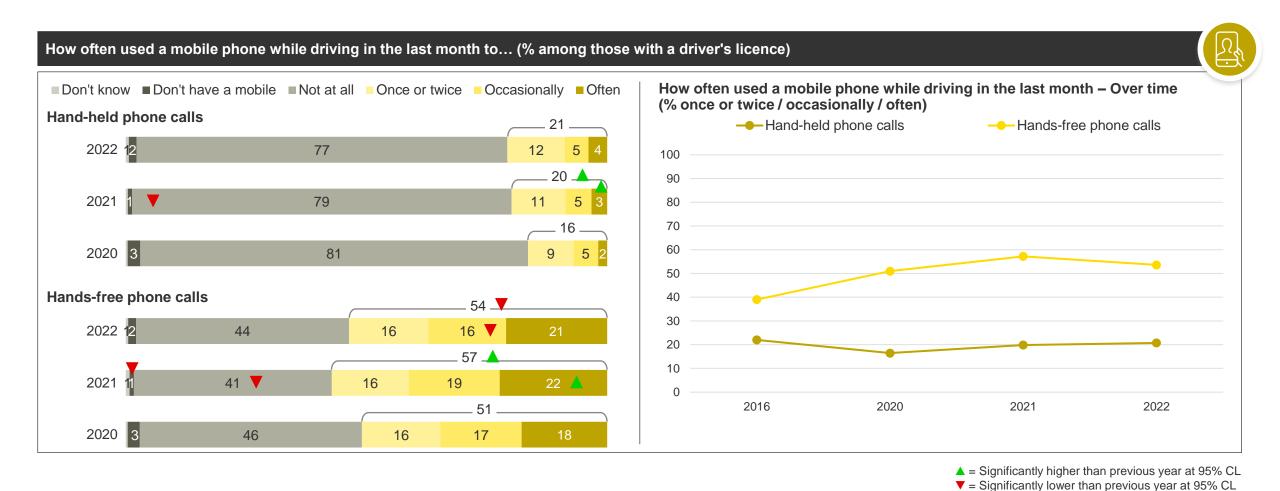
Groups which more commonly would be likely to pull over and have a short		
	Fairly likely / Very likely (53%)	
Region	Manawatu-Wanganui (67%)	
Urban / Rural	-	
Gender by Age	Men - 55 to 64 (64%) Men - 65 plus (61%)	
Ethnicity	NZ European / European (55%)	
Occupation	Retired (63%)	
S Personal Income	-	
Driver's Licence	-	
Licence Class	Heavy vehicle (67%)	



10 Driver distraction



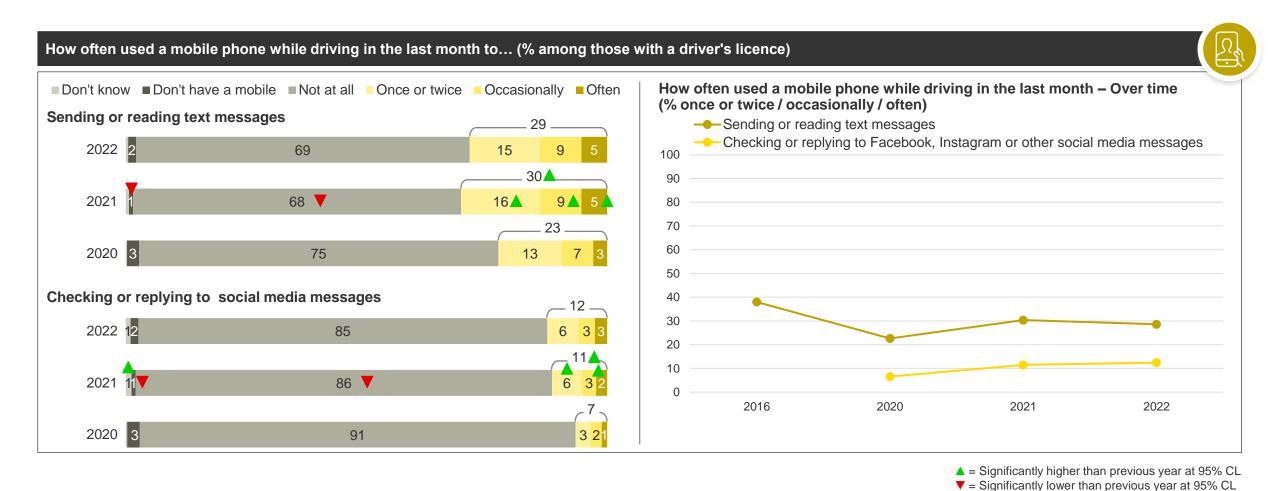
Just over one in two drivers (54%) claim to have made hands-free phone calls while driving in the past month, and one in five to have made hand-held phone calls.



Phone calling while driving is more common among those aged 16 to 54 years, with hand-held calling having a slightly younger age skew than hands-free calling.

Group	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 (21%)	Hands-free phone calls (54%)	
	Region	Auckland (25%)	Auckland (61%)	
	Urban / Rural	-	A suburban area (60%)	
9	Gender by Age	Men - 16 to 24 (34%) Men - 25 to 34 (29%) Women - 16 to 24 (34%) Women - 25 to 34 (32%)	Men - 25 to 34 (67%) Men - 35 to 44 (77%) Men - 45 to 54 (70%), Women - 25 to 34 (62%) Women - 35 to 44 (75%)	
2	Ethnicity	NZ Māori (27%)	-	
	Occupation	Student (32%)	White collar (67%)	
\$	Personal Income	Over \$60,000 (24%)	Over \$60,000 (68%)	
	Driver's Licence	Restricted / Learner (27%)	Full (56%)	
	Licence Class	Heavy vehicle (27%)	Heavy vehicle (63%)	

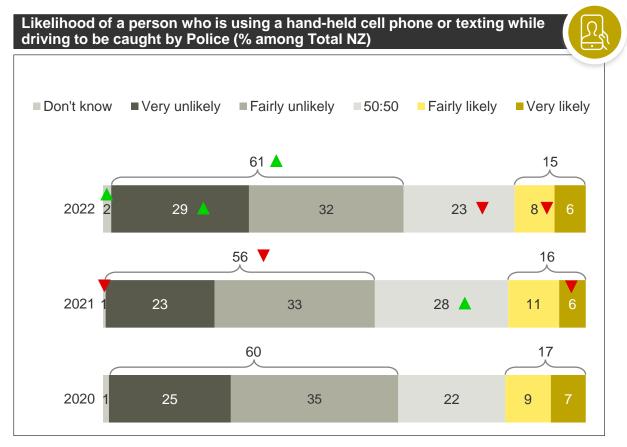
Consistent with 2021, three in ten drivers claimed to have texted while driving. Relatively few (12%) claim to have checked or replied to social media messages while driving.

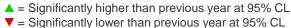


Sending or reading text messages while driving is more common among women aged under 40, and among men aged 25 to 34. Checking or replying to social media is more common among both men and women aged under 35.

Group	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 (29%)	Checking or replying to Facebook, Instagram or other social media messages (12%)
	Region	Auckland (33%) Canterbury (35%)	Canterbury (17%)
	Urban / Rural	A central city area (34%) A suburban area (33%)	-
	Gender by Age	Men - 25 to 34 (39%) Women - 16 to 24 (55%) Women - 25 to 34 (46%) Women - 35 to 44 (41%)	Men - 16 to 24 (24%) Men - 25 to 34 (20%) Women - 16 to 24 (27%) Women - 25 to 34 (24%)
	Ethnicity	-	NZ Māori (18%)
	Occupation I	White collar (38%) Student (38%)	White collar (14%) Student (22%)
\$	Personal Income	Over \$60,000 (35%)	-
	Driver's Licence	-	-
	Licence Class	-	-

Only fifteen percent of New Zealanders think it is likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police, while three in five consider this to be unlikely.

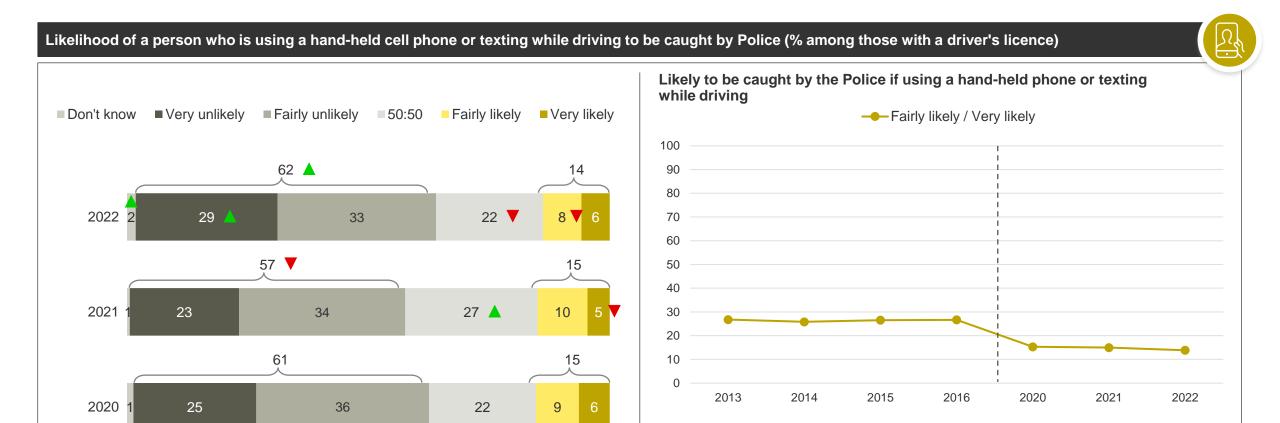




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Among drivers, fourteen percent think it is likely for a person who is using a hand-held cell phone or texting while driving to be caught by Police.

(Note: change in question wording in 2020)



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

Source: Q66 How likely would it be for a person who is using a hand-held cell phone or texting while driving, to be caught by the Police? Is it very likely, fairly likely, fairly unlikely, very unlikely or 50:50?

Wording prior to 2020: It is now illegal to use a hand-held cell phone or to text while driving. In your opinion, what is the likelihood of getting caught using a hand-held cell phone.

Wording prior to 2020: It is now illegal to use a hand-held cell phone or to text while driving. In your opinion, what is the likelihood of getting caught using a hand-held cell phone or texting while driving

Base: Those with a driver's licence 2022 n = 1,577 | 2021 n = 1,579 | 2020 n = 1,586

Auckland residents, Pacific peoples and Asian peoples more commonly think a person using a hand-held cell phone or texting while driving is likely to be caught by Police.

Groups which more commonly think it is likely a person who is using a hand-held cell phone or texting while driving will be caught by Police



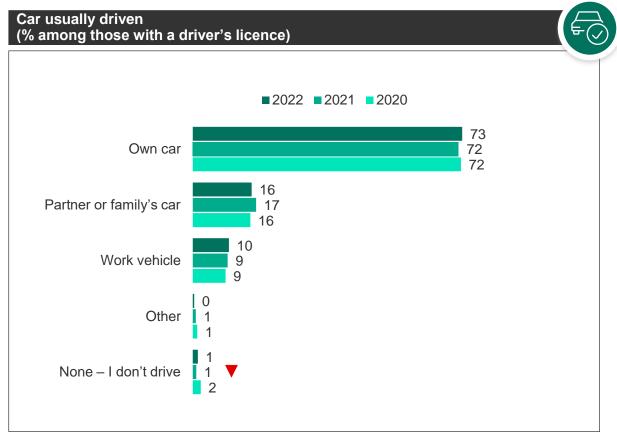
		Fairly likely / Very likely (15%)
A. Commission of the commissio	Region	Auckland (18%)
	Urban / Rural	-
	Gender by Age	Women - 16 to 24 (21%)
2	Ethnicity	Pacific peoples (30%) Asian peoples (22%)
•	Occupation	Not in employment (22%)
\$	Personal Income	Up to \$40,000 (19%) \$40,001 to \$60,000 (19%)
	Driver's Licence	Do not have a licence (26%) Restricted / Learner (22%)
	Licence Class	-

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11 Car safety

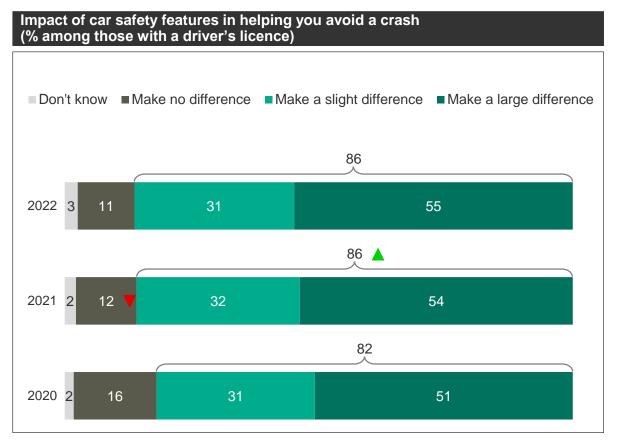


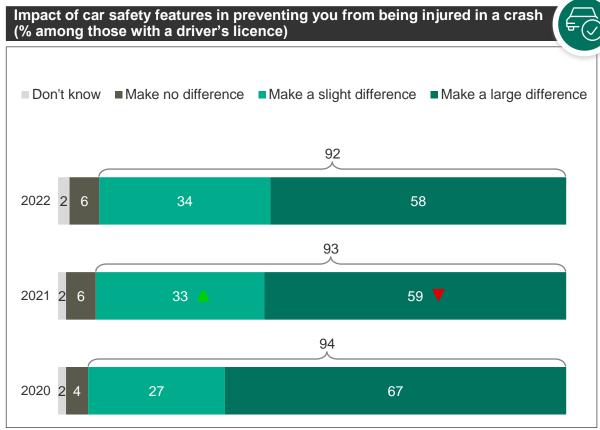
Most drivers usually drive their own vehicle or a family member's car. One in ten drive a work vehicle.



▲ = Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year 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. More than one in two believe that safety features make a large difference.





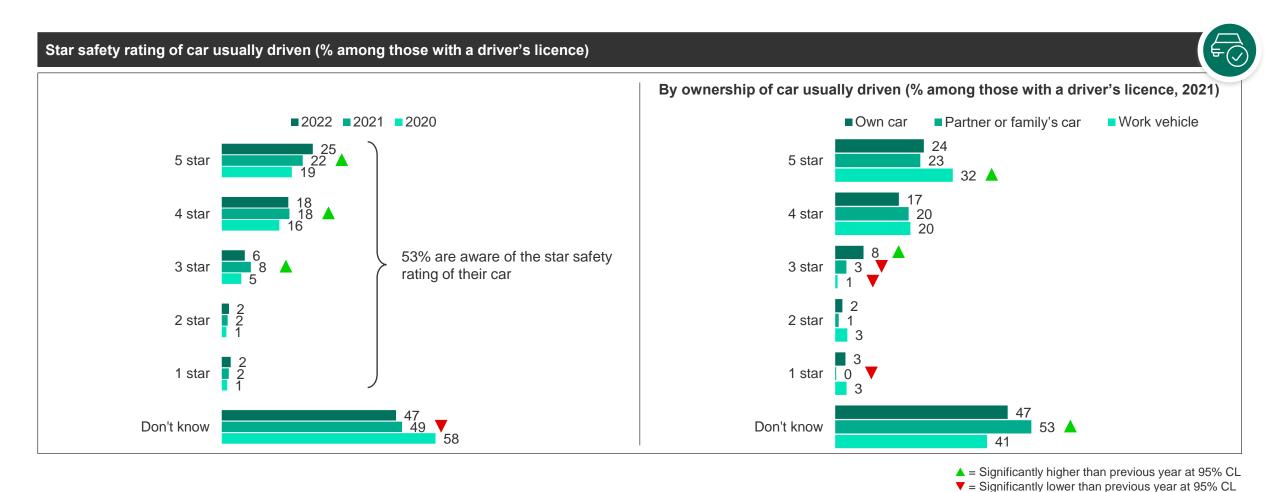
▲ = Significantly higher than previous year at 95% CL
▼ = Significantly lower than previous year at 95% CL

Asian peoples more commonly think that car safety features make a large difference in both helping to avoid a crash and preventing you from being injured in a crash.

Groups more likely to state their car safety features will 'make a large difference' in…		
	Helping you avoid a crash (55%)	Preventing you from being injured in a crash (58%)
Region	Auckland (60%)	Auckland (62%)
Urban / Rural	Rural area (more than 5 km from a town) (61%)	A suburban area (63%)
Gender by Age	Men - 65 plus (64%)	Men - 25 to 34 (67%)
Ethnicity	Asian peoples (61%)	Asian peoples (65%)
Occupation	-	White collar (62%)
S Personal Income	Over \$60,000 (58%)	Over \$60,000 (65%)
Driver's Licence	Full (56%)	Full (60%)
Licence Class	-	-

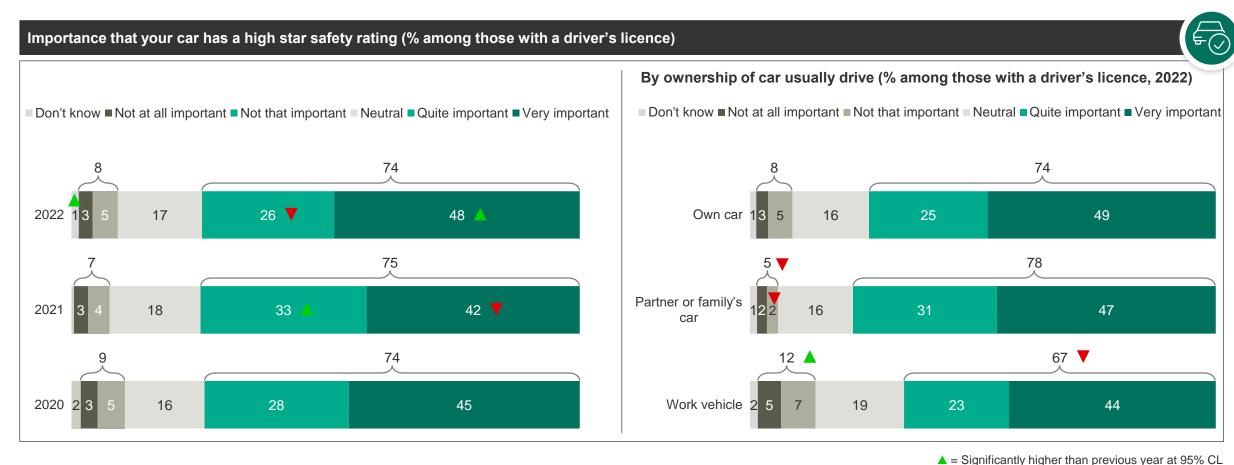
Just over one in two drivers know the star safety rating of the car they drive. Typically those who know the rating of their car report they drive a 4 or 5 star car.

(Note: Change in question wording in 2021)





Consistent with previous years, three in four drivers think that it is at least quite important that their car has a high star safety rating. Those that think it is very important has increased from 42% in 2021 to 48% in 2022.



▼ = Significantly lower than previous year at 95% CL

Auckland residents and Asian peoples more commonly think that it is important that their car has a high star safety rating.

Groups more likely to agree it is important that their car has a high star safety rating			
	Quite important / Very important (74%)		
Region	Auckland (81%)	I	
Urban / Rural	-		
Gender by Age	Women - 55 to 64 (88%)		
Ethnicity	Asian peoples (85%)		
Occupation	-		
S Personal Income	Over \$60,000 (77%)		
Driver's Licence	-		
Licence Class	-		



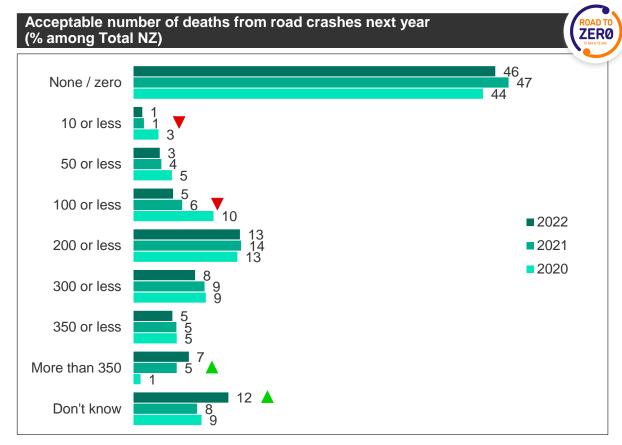
12 Attitudes towards Road to Zero



When asked the number of deaths they would consider to be acceptable from road crashes next year, almost half New Zealanders (46%) say that any deaths from road crashes are unacceptable. This is consistent with 2020 and 2021 results.

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.



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

Women aged 45 to 54 or 65 plus and NZ Māori more commonly think that no deaths from road crashes are acceptable next year.

Groups more likely to agree that 'zero' deaths from road crashes are acceptable next year				
	None / zero (46%)			
Region	Bay of Plenty (56%)			
Urban / Rural	-			
Gender by Age	Women - 45 to 54 (60%) Women - 65 plus (59%)	-		
Ethnicity	NZ Māori (56%)			
Occupation	-			
S Personal Income	-			
Driver's Licence	Full (47%)	-		
Licence Class	-			

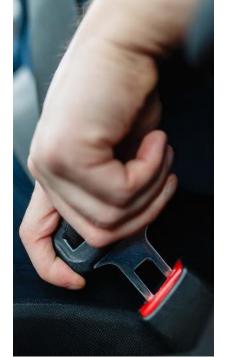












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Thank you

FOR FURTHER INFORMATION PLEASE CONTACT

Susan Arthur



