



^S Public Attitudes to Road Safety

Report

Presented March 2023



Content compiled and prepared by Kantar Public in 2022

Top 10 plus attitudes

- Survey of 3330 respondents conducted using computer assisted telephone interviewing
- A mix of landline (28%) and mobile calling (72%) was used between 14 July 2022 and 16 September 2022

Road quality

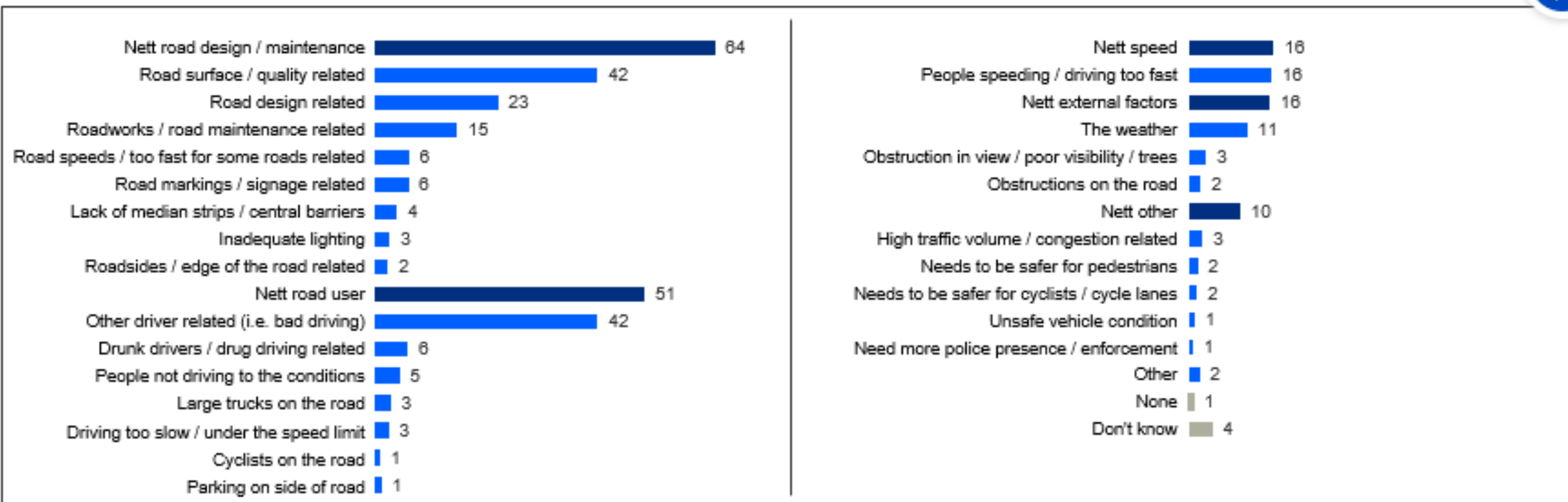
Majority of New Zealanders believe roads are generally safe to drive on

71 % of respondents deemed New Zealand roads “fairly safe,” – though that sentiment was down from 79% in 2021



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.

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



What we're doing

More is being spent on state highway maintenance.

Investment via the 2021 -24 National Land Transport Programme (NLTP) has increased to \$2.8 billion, including \$300 million for emergency works – up 30% on the previous three years (2018-21)

Policing of road safety offenders

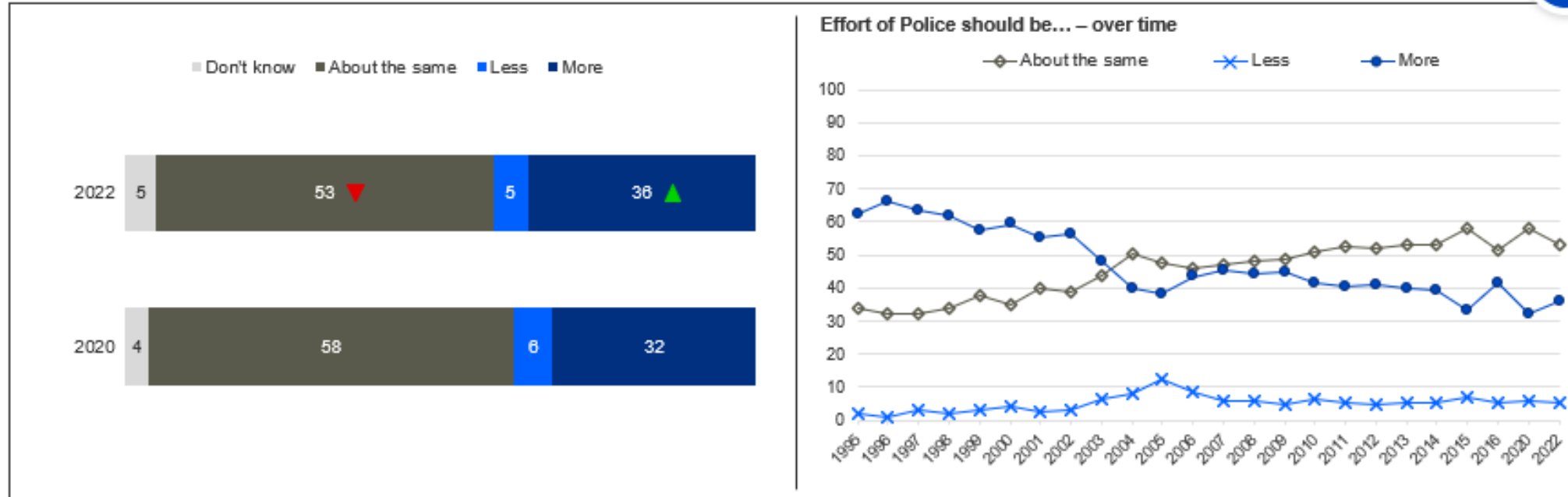
1/2 New Zealanders satisfied with effort police put into catching people breaking road safety laws

Few (5%) think it should be decreased, while 36 % think it should be increased



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.

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



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

What we're doing

- Road policing budget increased
- Road Safety Investment and Delivery review
- Review of Global Road Safety Partnership
- District Road Policing planning

Alcohol-impaired driving + enforcement

Slightly fewer New Zealanders report having been stopped at an alcohol checkpoint than in 2021



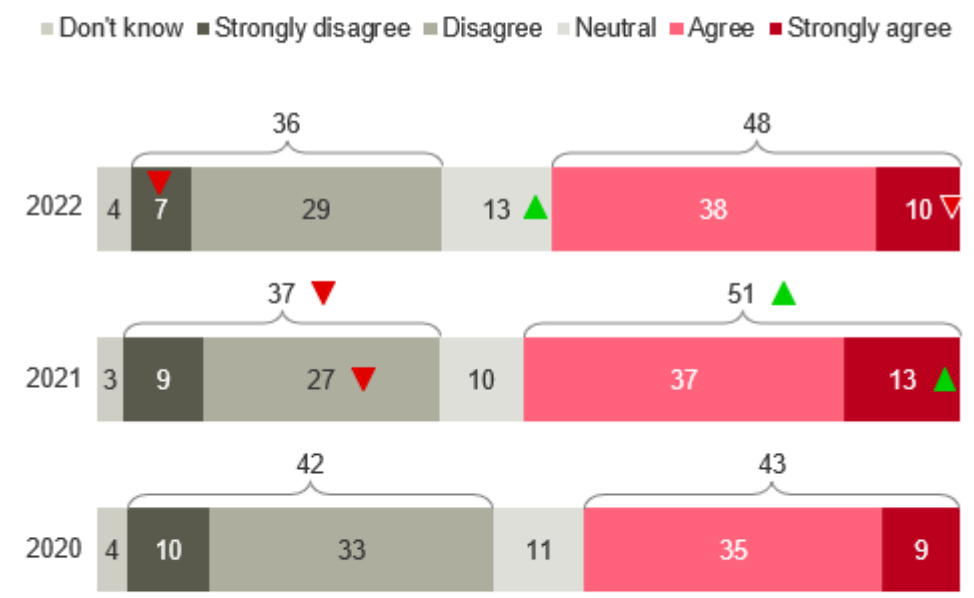
Consistent with 2021, more New Zealanders agree that the risk of being caught drinking and driving is small (48%) than disagree (36%).

(Note: change in question wording in 2020)

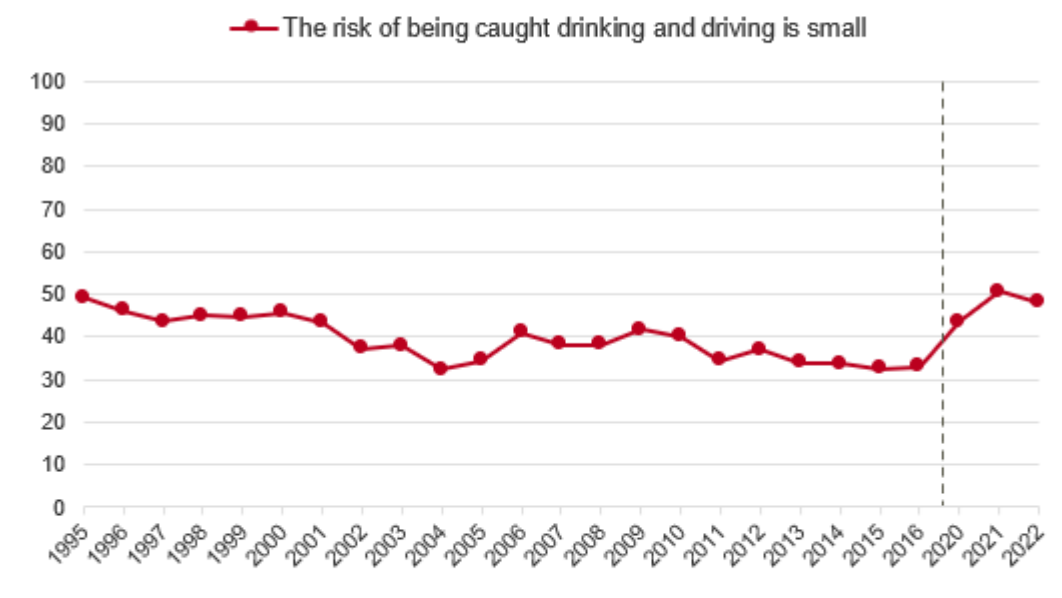
Attitudes towards alcohol-impaired driving and enforcement (% among Total NZ)



The risk of being caught drinking and driving is small



Agreement over time (% strongly agree / agree)



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

What we're doing

- Road Safety Partnership Programme includes specific activity measure for police related to number of breath tests conducted (desired level of 3 million per year)
- Road Safety plans, identifying high risk times and locations of alcohol impaired DSIs, being prepared with Police

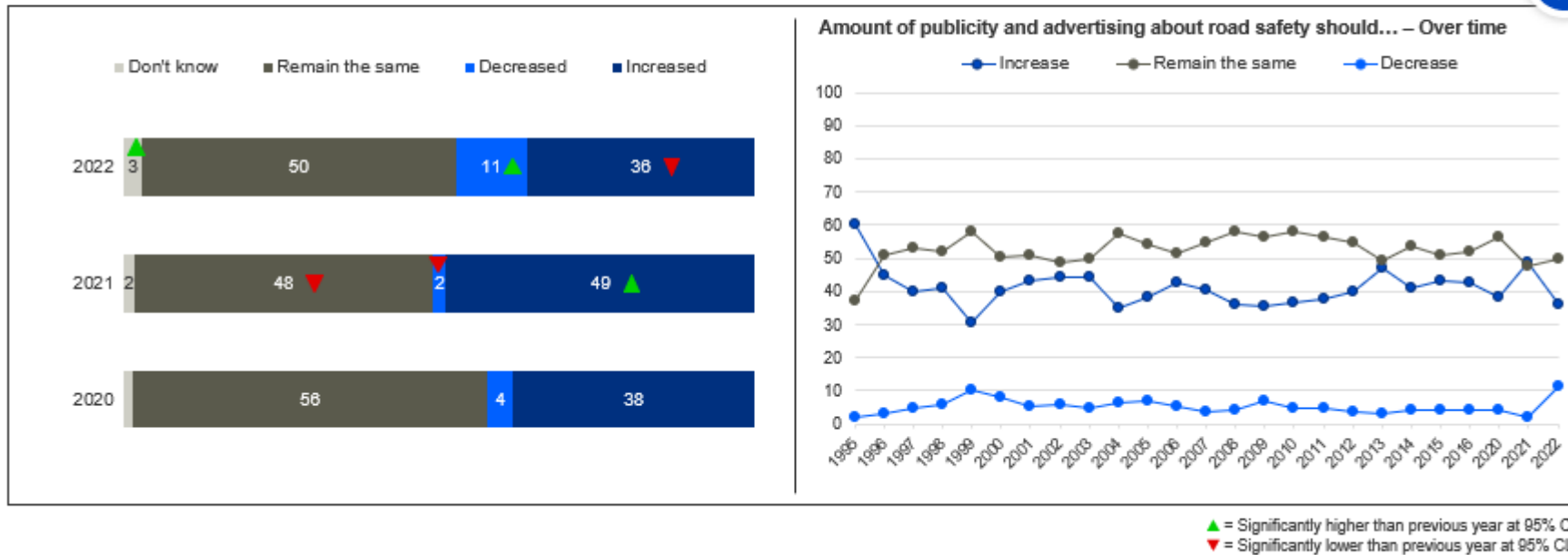
Volume of publicity and advertising

Half of surveyed New Zealanders think that publicity and advertising about road safety should remain at the same level than be increased (36%)



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%.

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



What we're doing

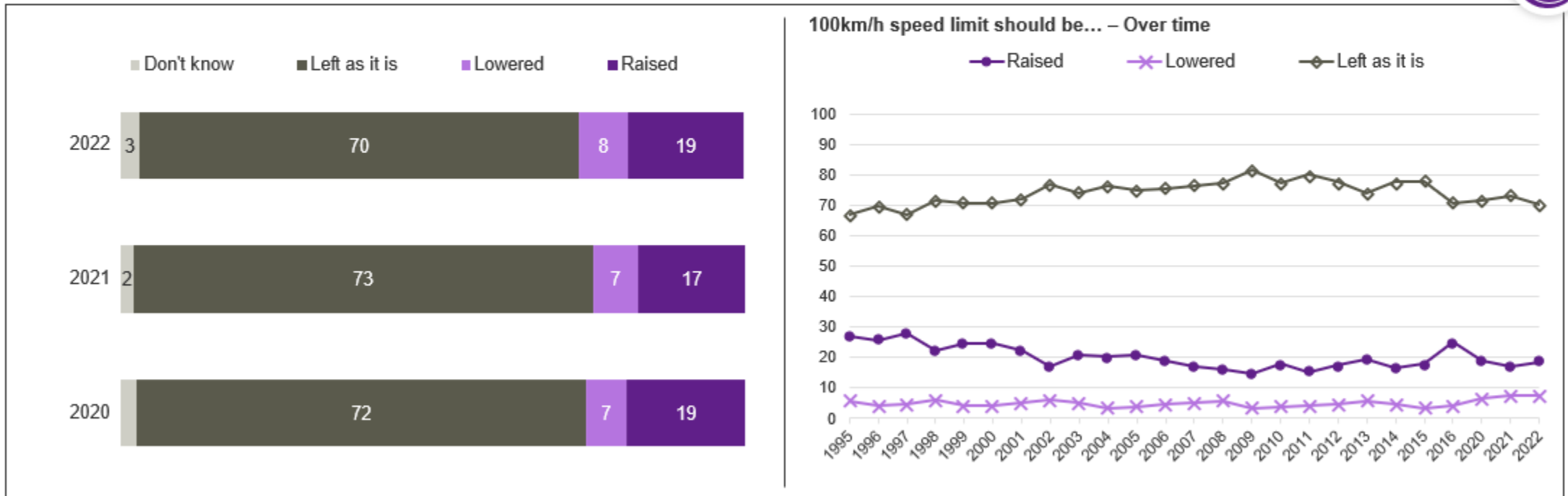
- Recently completed multi channel/platform speed campaign: Through My Eyes
- Part of wider National Road Safety Promotion Programme, which delivers marketing campaigns and education programmes that support Road to Zero outcomes.

Speed limits

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 (under 40km) around schools in urban areas

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.

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



▲ = Significantly higher than previous year at 95% CL
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What we're doing

Last year Waka Kotahi contracted Abley Limited to review the current state of school bus safety in New Zealand and identify measures to enhance the safety of students and bus drivers in and around school buses- including reviewing the speed at which motorists travel while passing a stationary school bus.

The review also examined the current legislation and made recommendations on measures to improve the safety of those travelling on school buses. The final report is due to be published in late April.

Safety cameras

Perceptions about their effectiveness have fallen 14% from 2020 to 51% in 2022



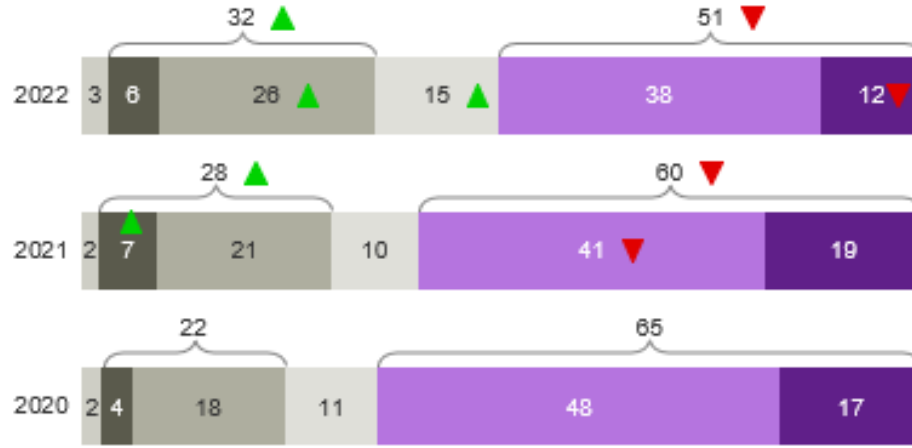
Perceptions that using safety cameras helps to reduce road deaths has decreased to one in two. One in three currently believe that speed cameras do not help with road death reduction. (Note: change in statement wording in 2021)

Attitudes towards speeding and enforcement (% among Total NZ)



Using speed cameras helps to reduce road deaths

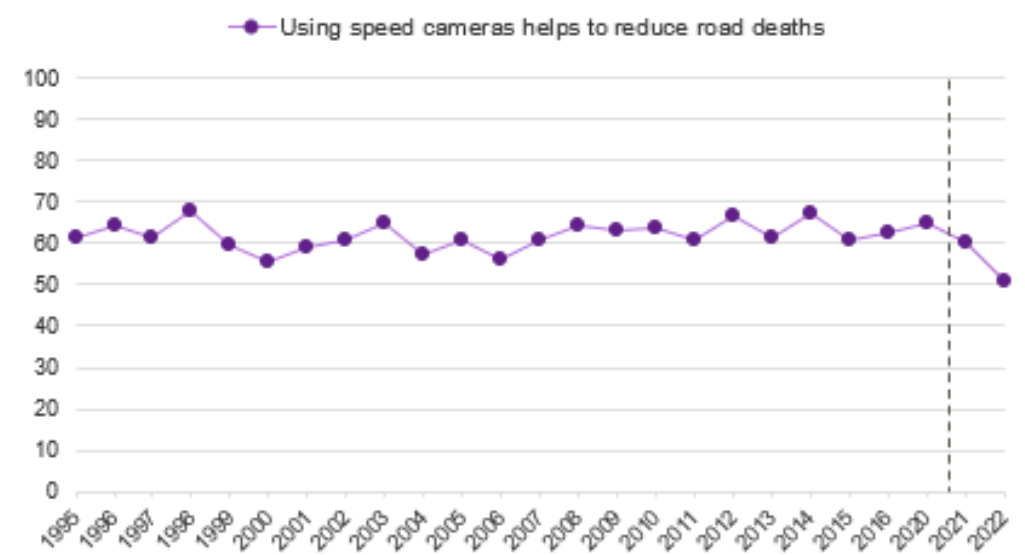
Legend: Don't know (light grey), Strongly disagree (dark grey), Disagree (medium grey), Neutral (light purple), Agree (medium purple), Strongly agree (dark purple)



Those with a motorcycle or heavy vehicle licence remain more likely to disagree:

	2022	2021	2020
Motorcycle	42%	36%	36%
Heavy vehicle	51%	42%	38%

Agreement over time (% strongly agree / agree)



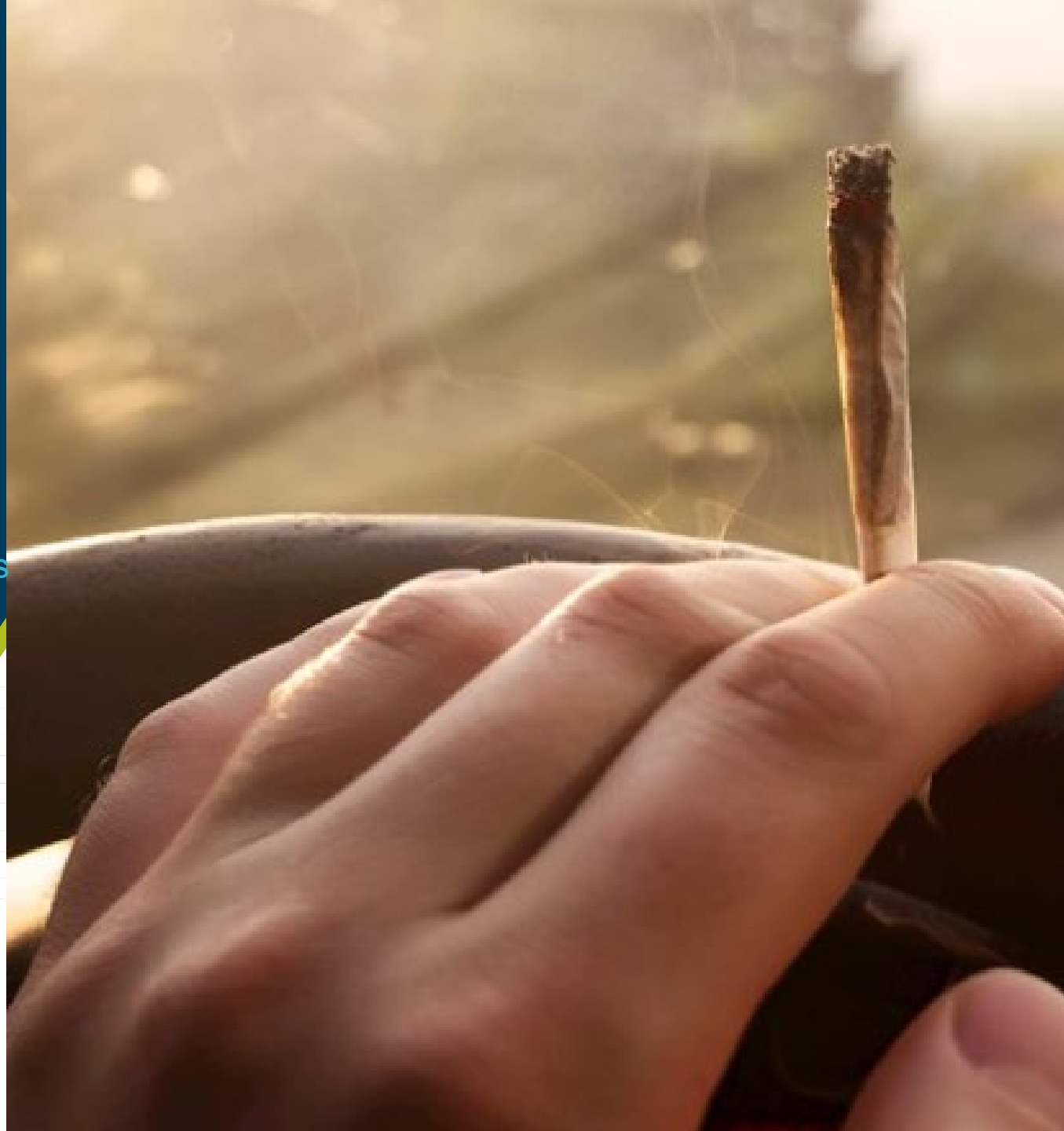
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What we're doing

- Strategic placement of safety cameras is one of our top 5 strategic priorities
- Safety Camera programme is progressing to support international research which shows safety cameras can reduce road deaths by up to 48%
- Currently undertaking process of using data to identify camera placement in areas of highest of risk to reduce DSIs

Drug impaired driving and enforcement

One in ten New Zealanders claim to have driven while affected by either prescription/pharmacy or other drugs in the past 12 months, while 3 % claim to have driven within an hour of using cannabis



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)

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



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What we're doing

- New offences and penalties for drivers found to be in excess of any of the 25 identified specific drugs.
- Reinforce need for drivers prescribed medication to follow the instructions given to them by doctor, pharmacist or drug manufacturer
- Being 'safe to drive' is an important message in our ongoing education programme, and to reduce drug driving is a key action of the Road to Zero action plan.

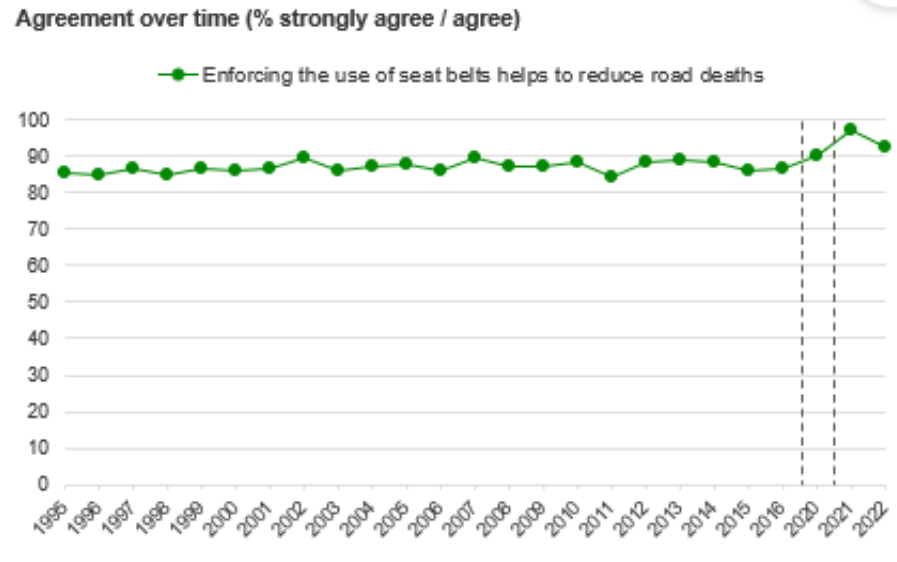
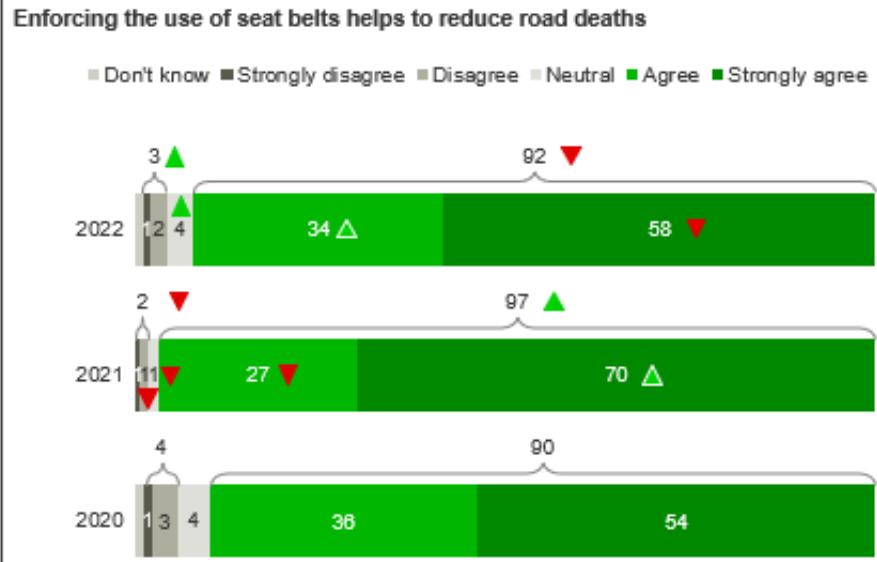
Seat belts

A total of 92 % still believe that enforcing the use of seat belt helps to reduce road deaths



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)

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



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

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

What we're doing

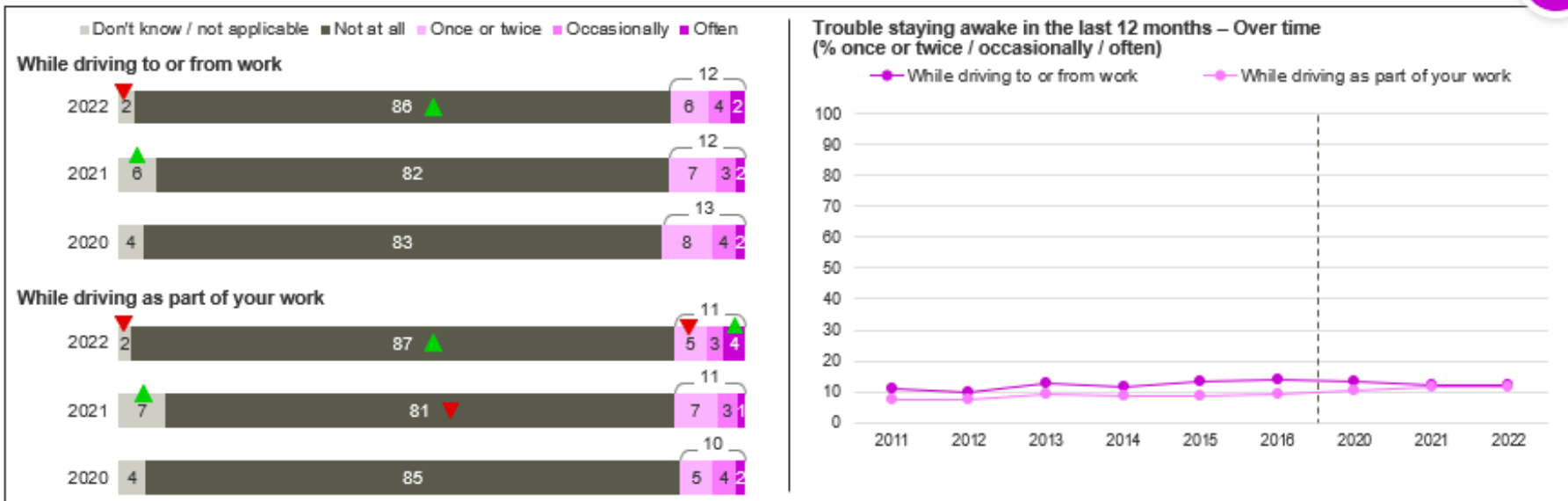
Driver fatigue

Up to 20 % of drivers have experienced fatigue when driving long distance over the past year, and one in ten while driving to, from or as part of work



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

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



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What we're doing

Drivers using their phone









Up to 54 % claim to have made hands-free phone calls while driving in the past month



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.

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

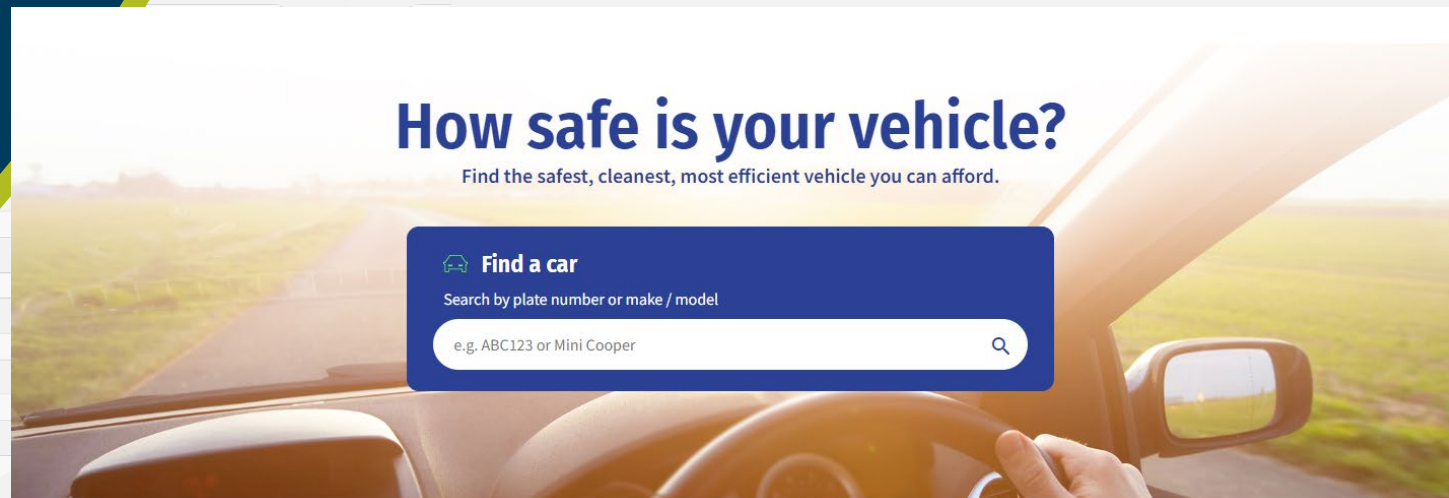


	Hand-held phone calls (21%)	Hands-free phone calls (54%)
 Region	Auckland (25%)	Auckland (81%)
 Urban / Rural	-	A suburban area (60%)
 Gender by Age	Men - 18 to 24 (34%) Men - 25 to 34 (29%) Women - 18 to 24 (34%) Women - 25 to 34 (32%)	Men - 25 to 34 (87%) Men - 35 to 44 (77%) Men - 45 to 54 (70%) Women - 25 to 34 (82%) Women - 35 to 44 (75%)
 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%)

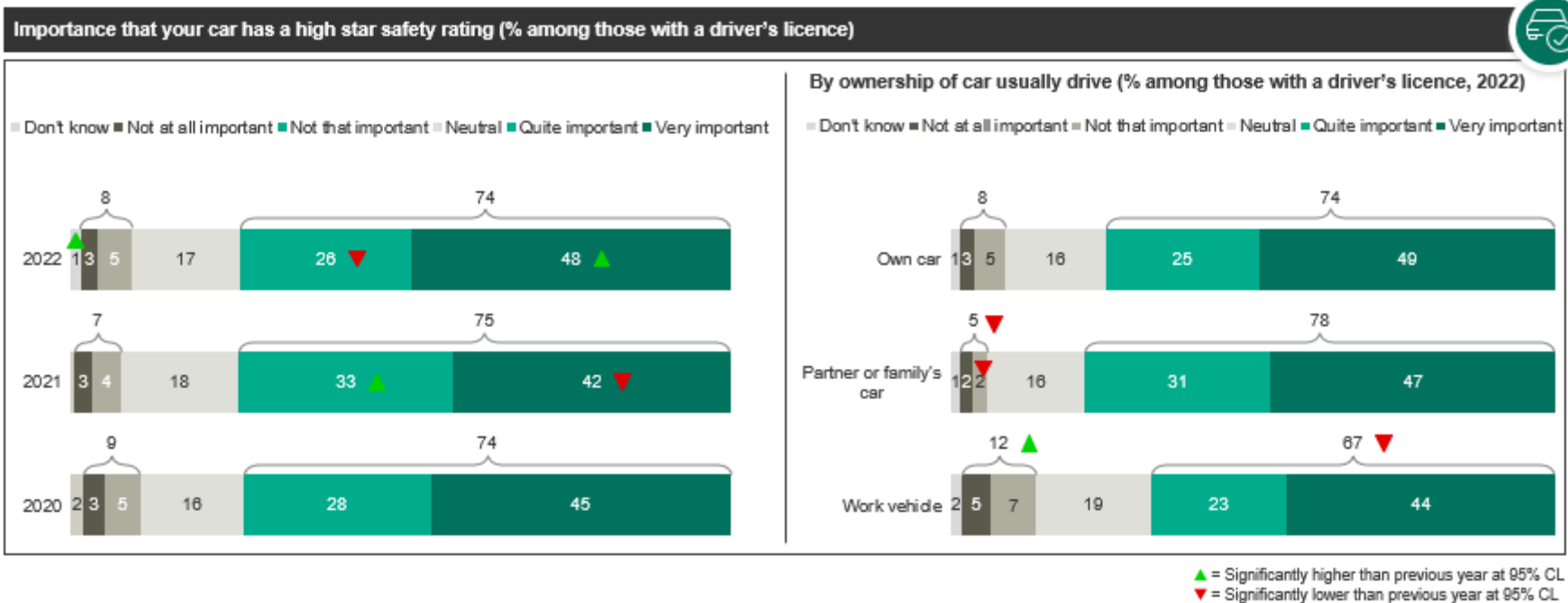
What we're doing

Vehicle safety

Half of surveyed drivers know the star safety rating of their vehicle. 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 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.



What we're doing

- Updated Rightcar website information
- More promotion via Road Safety Week in May
- Planning multi-channel campaign to entice drivers away from one and two star-rated vehicles

Attitudes to Road to Zero

Almost half of New Zealanders think that no deaths on our roads is acceptable

Join us on the
Road to Zero

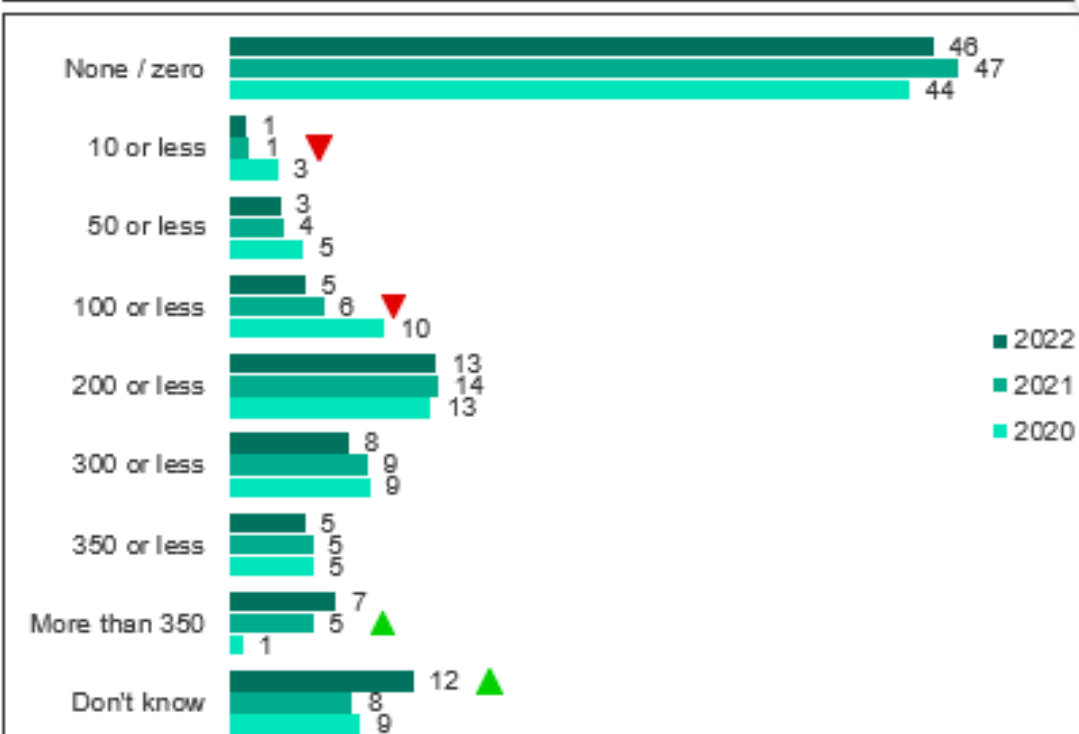


When asked the number of deaths they would consider to be acceptable from road crashes next year, almost half New Zealanders (46%) say that any deaths from road crashes are unacceptable. This is consistent with 2020 and 2021 results.

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.

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



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What we're doing

- Government Policy Statement on Land Transport includes a strategic priority of safety for both regional and urban areas and Road to zero's importance with that
- Road to Zero hui on 28 April
- Communities of Practice

What about pot holes?

The Public Attitudes survey monitors trends in people's perceptions and attitudes over the years, so it is not designed to include issues which have arisen recently or in the short term.

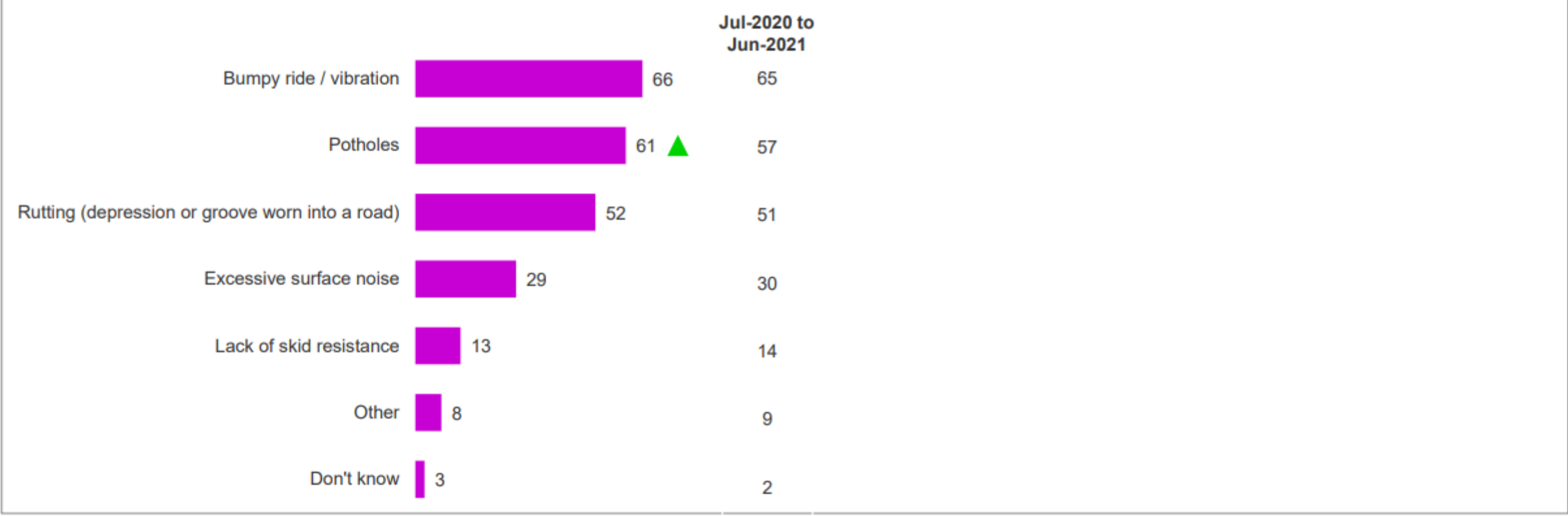


Among the 16% who rated the surface condition negatively, the most common issues experienced were a bumpy ride or vibration, potholes and rutting.



Issues with the surface condition

Among the 16% of State Highway users who rated the surface condition negatively (% , Jul-2021 to Jun-2022)



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

What we're doing

- The summer maintenance programme included work on up to 2,450km of road surface renewals or about 10% of the entire state highway network
- Investment via the 2021 -24 National Land Transport Programme (NLTP) has increased to \$2.8 billion, including \$300 million for emergency works – up 30% on the previous three years (2018-21)