

National quantitative research summary: Identifying community conditions that lead to safe choices



RESEARCH PURPOSE

To better understand New Zealanders' attitudes to road safety, road risk and potential safety solutions.

RESEARCH METHOD

Nationally representative online and phone survey, April – May 2017.

Online survey of
3,112
residents

This sample provides a +/-2% margin of error

Some conversations are taking place

Most people (60%) are talking about road risk/safety, with 33% doing so publicly. Over half (54%) agree conversations can improve safety, but don't agree the risks currently discussed are the right ones (58%).

Where are people discussing road safety?



Do conversations improve safety?

54%
of the nation agree or strongly agree

Conversation
Are people talking about road risk?

Confidence
How well are road risks and solutions understood?

Confidence identifying road risk varies

43% of people can confidently identify a local road risk.



Top three perceived road risks

- 1) Careless or reckless driving (72%)
- 2) Drivers making mistakes (65%)
- 3) Travelling fast (62%)

Choices
Are safer choices being made or supported?

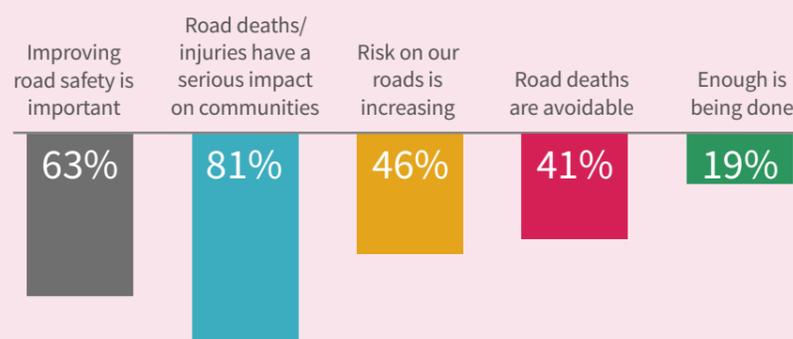
Safer choices are not always supported

56% of people believe improving enforcement is an effective solution.

Communities care about road safety

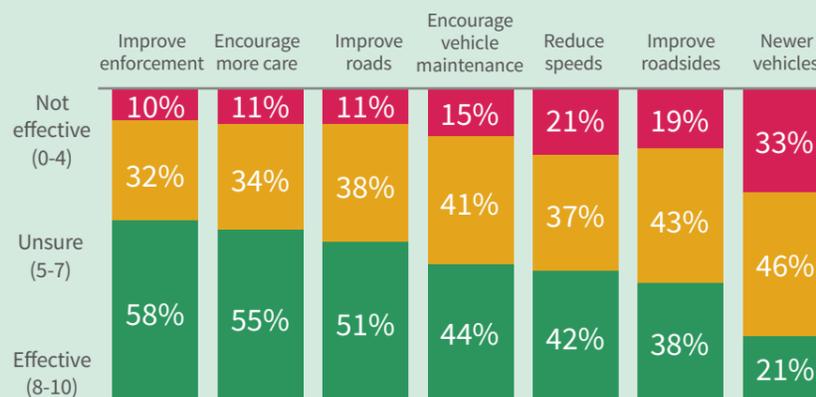
Relative to other community issues, improving road safety ranks fifth. 63% believe improving road safety is important.

How many people agree or strongly agree with the following statements?



Care
Is road safety an important community issue?

People's belief of the effectiveness of road safety solutions



RESEARCH FINDINGS

New Zealanders care about road safety, but many believe deaths are unavoidable. Most believe community conversations will lead to improved safety yet few agree the right road risks are being talked about. Understanding of road risk varies, leading to uncertainty about the most effective solutions.

IMPLICATIONS

Lives can be saved when communities and individuals make safer choices.

There are two key barriers to safer choices:

- a lack of care based on the belief that road deaths are unavoidable.
- a lack of understanding of road risk and effective solutions.

Current community conversations do not support increased engagement in road safety. They:

- tend to amplify blame on others and stereotyping.
- are not trusted (i.e. media or expert driven, not local or evidence based).
- are not always visible (i.e. either not happening or not public).
- reinforce entrenched positions.

Better conversations about road risk are needed.

We need to encourage conversations that:

- increase the visibility of local community care (via story telling and public commitments).
- build evidence based understanding of risks.
- build optimism that deaths can be avoided.
- facilitate collaborative solutions.

Better conversations create a more positive environment for communities to make and support a greater number of safer choices.