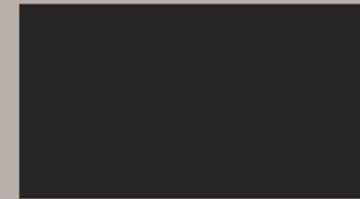









Public Attitudes to Road Safety

Q1 Jan-Mar 2024 report

Provided: April 2024



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01

Background

Background and Methodology overview

Background

Up to 2016: The previous Ministry of Transport (MoT) Public Attitudes to Road Safety Survey was conducted using face-to-face interviews of 35 minutes duration.

2020 to 2022: In 2020, due to COVID-19 restrictions, the new Waka Kotahi survey was conducted using computer assisted telephone interviewing (CATI). The survey continued to be conducted via CATI in 2021 and 2022. Each survey was conducted annually, with either one or two streams, and with a sample of n = 1,665 per stream.

In 2022, a parallel survey to the CATI fieldwork was also conducted using online interviewing. The results were used to understand the potential implications of transitioning the Attitudes to Road Safety Survey from CATI to online surveying.

2024: In 2024, the Attitudes to Road Safety Survey transitioned to a continuous, online survey with an annual sample of n = 6,660.

The new approach provides the following benefits:

- A larger annual sample provides more robust comparisons for trends year on year than can be achieved via CATI.
- Quarterly fieldwork allows for more timely reporting including responses to advertising campaigns and policy changes.
- Continuous fieldwork allows for seasonal changes to be reflected in the data.

This is the first quarterly report for the new online survey. Results from the 2022 online survey have been included, where applicable, to provide trend comparisons to 2022.

Methodology

Respondent definition and sample size:

Respondent definition: New Zealanders aged 16 years and over

N = 6,660 surveys annually using the consumer online panels My2Cents and ConsumerLink

Ongoing fieldwork with quarterly quotas (N = 1,665 per quarter)

Strict quotas are placed at interviewing for region with a minimum of 100 interviews per region.

Broad target quotas are placed for gender and age. Auckland – gender by age and ethnicity, Rest of NZ – gender by age and ethnicity.

Fieldwork:

Q1 2024 fieldwork was conducted between 24th January and 12th February 2024

Average interview duration: 16 minutes

Data weighting and analysis:

Survey data is weighted by region, gender by age – Auckland and Rest of NZ, ethnicity (European / Māori / Pacific peoples / Asian peoples) – Auckland and Rest of NZ

Statistical testing is undertaken at the 95% confidence level.

Respondent profile (weighted)

%	2022	Q1 2024
Gender		
Male	49	49
Female	51	51
Another gender	<0.5	<0.5
Age		
16 to 19 years	7	6
20 to 24 years	9	10
25 to 34 years	19	18
35 to 44 years	14	16
45 to 54 years	20	17
55 to 64 years	13	15
65 plus years	18	19
Ethnicity		
NZ European / European	69	71
Māori	14	14
Pacific peoples	7	7
Asian peoples	15	15
Other	1	1
Refused	2	2

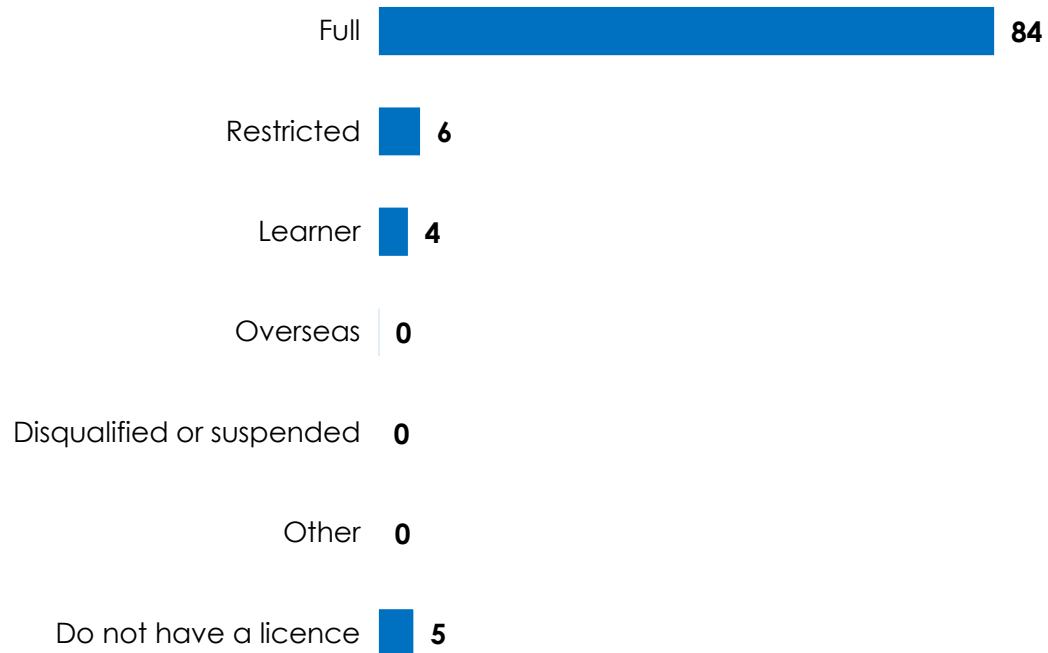
%	2022	Q1 2024
Region		
Northland	4	4
Auckland	32	33
Waikato	10	10
Bay of Plenty	7	6
Gisborne	1	1
Hawke's Bay	4	3
Taranaki	3	2
Manawatu-Wanganui	5	5
Wellington	11	11
Marlborough	1	1
Nelson	1	1
Tasman	1	1
West Coast	1	1
Canterbury	13	13
Otago	5	5
Southland	2	2
Where live		
A central city area	18	16
A suburban area	53	56
A town	17	14
Rural area (within 5 km of a town)	6	7
Rural area (> 5 km from a town)	5	6
Not certain	1	1

%	2022	Q1 2024
People in household aged 16+		
One	23	21
Two	41	46
Three	15	15
Four or more	17	12
I do not want to answer	4	5
Children under 5 in household		
Yes	16	15
No	83	84
I do not want to answer	1	1
Annual personal income before tax		
Under \$20,000	14	9
\$20,001 - \$40,000	20	14
\$40,001 - \$60,000	19	14
\$60,001 - \$80,000	16	16
\$80,001 - \$100,000	11	16
Over \$100,000	10	16
I do not want to answer	10	13

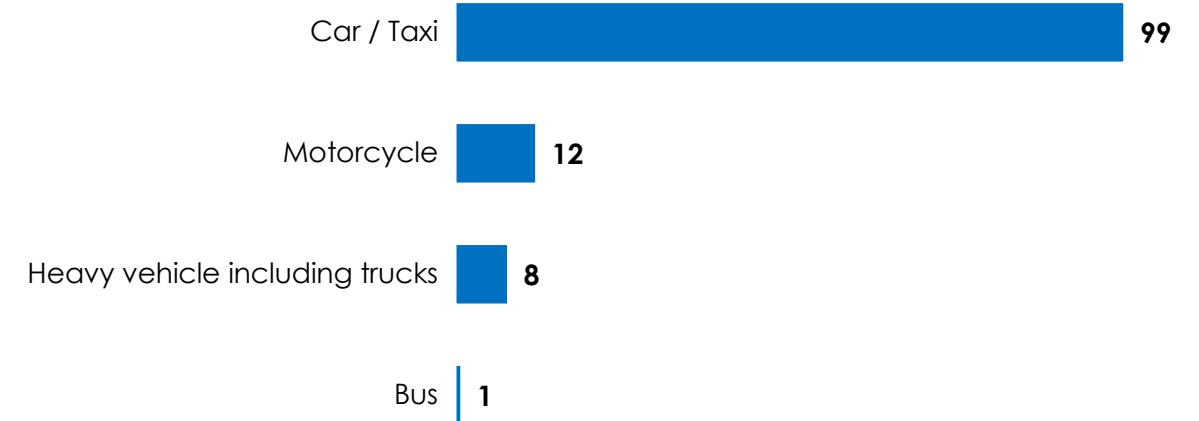
Ninety-five percent of respondents had a licence, typically being a full licence. This was most commonly for a car / taxi but there was a mix of motorcycle, heavy vehicle and bus licences.

Respondent profile

Licence type (% among Total NZ)



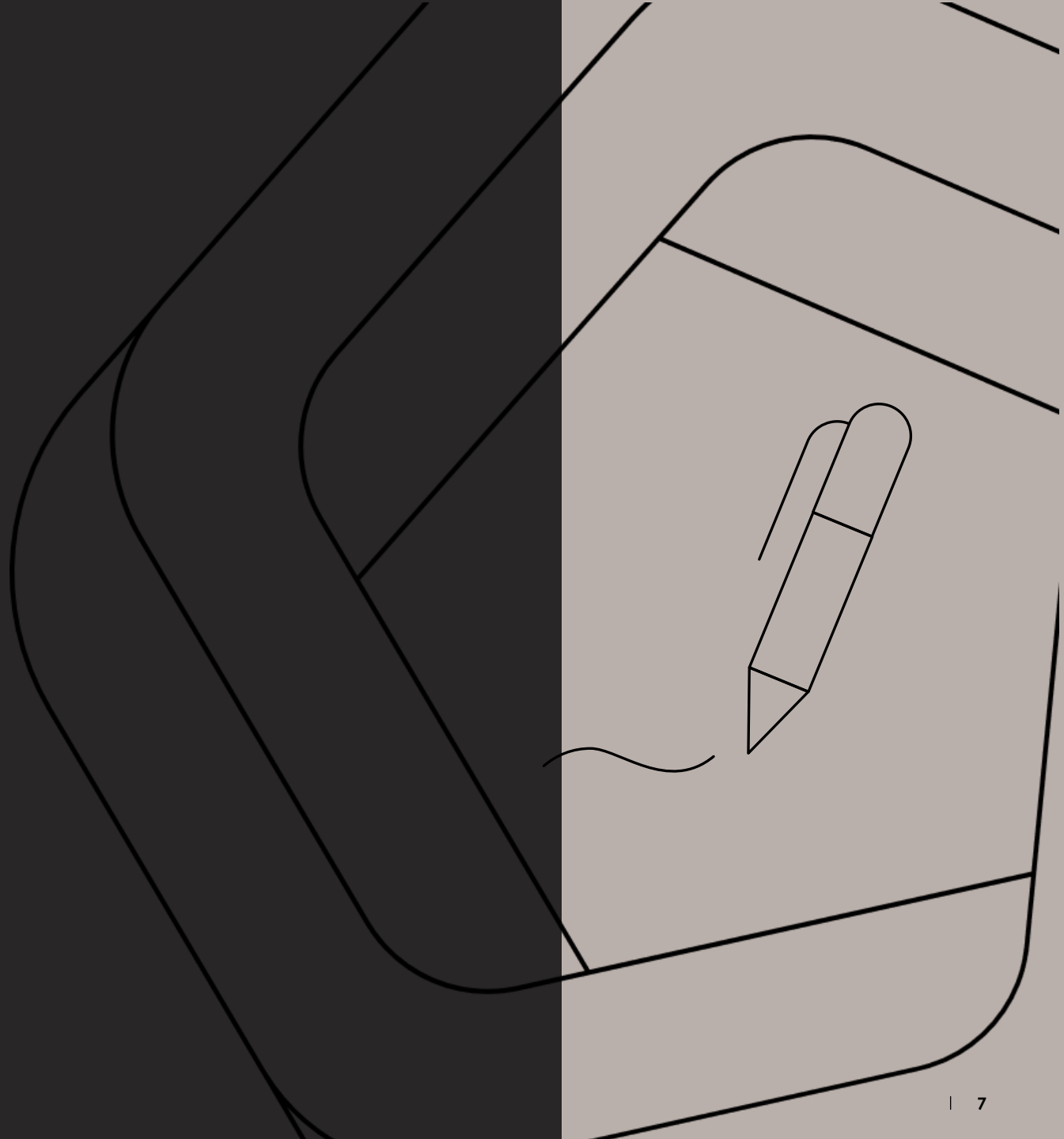
Type of vehicle the licence is for (% among those with a driver's licence)



Source: Q1b What type of vehicle or vehicles is your licence for?
Q1c Is it a New Zealand full, restricted or learner licence, or some other type such as overseas or limited?
Base: Total New Zealand Jan-Mar 24 n = 1,806; Those with a driver's licence Jan-Mar 2024 n = 1,725

02

Detailed summary



Key insights



General attitudes to enforcement: Public sentiment is in favour of greater Police presence and more effort being put into catching people breaking road safety laws. Slightly more people think penalties should be increased than stay the same. Views are divided between whether the amount of publicity and advertising should stay the same or be increased.



Speeding: Most New Zealanders support lower speed limits (40km/h or lower) around schools in urban areas. Three in five support lowering speed limits in high risk areas, and half support 30km/h speed limits in urban centres.

Just under half think safety cameras help to reduce road deaths and three in five support more safety cameras. Views are mixed however towards the likelihood of getting a ticket if speeding, and the severity of speeding penalties. The perceived chance of getting a speed ticket on the open road is higher for a safety camera than for a Police Officer only.



Alcohol impaired driving: More New Zealanders report having been stopped at an alcohol checkpoint than in 2022. Views however are mixed towards the likelihood of being caught drinking and driving, and three in five think that the penalties are not very severe if you are caught. Claims of driving after drinking remain at relatively low levels, and only 4% would be comfortable having more than two standard drinks an hour before driving.



Drug impaired driving: Among those with a driver's licence, seven percent claim to have driven while affected by either prescription drugs or other drugs in the past 12 months. Three percent of New Zealanders claim to having driven within an hour of using cannabis. More think it's unlikely than likely for someone to be caught if driving while impaired by drugs or to be tested for drugs at a Police checkpoint.



Seatbelts: Most New Zealanders think that seatbelt enforcement helps to reduce road deaths. However, as many think it is unlikely as likely for people not wearing a seatbelt to get a ticket, and half think that the penalties are not very severe if you are caught.



Fatigue: Almost three in ten drivers have experienced fatigue when driving long distances over the last 12 months, 15% while driving to or from work and 12% as part of work. Just under half claim to be at least fairly likely to pull over and nap if drowsy while driving, however one in three are unlikely to.



Driver distraction: Claimed use of hands-free phone calling and texting while driving have increased since 2022. Hand-held phone calling and checking or replying to social media are similar to 2022 levels. Only one in three think people who use hand-held mobile phones or text while driving are likely to get a ticket and only 13% of New Zealanders think someone is likely to be caught by Police.



Vehicle safety: Most drivers believe that car safety features can help make a difference in both avoiding a crash and preventing injuries. Three in five know the star safety rating of their car, but it is important to seven in ten that their car has a high rating.



Safety by travel mode: The majority of New Zealanders think it's at least fairly safe to walk within urban areas and around two in three think it's safe to cycle. However, only around one in three think it's safe to walk or cycle on rural roads. The majority think it's safe for vehicle drivers and passengers both within urban areas and on rural roads. Two in five New Zealanders think it's safe to ride a motorcycle in general, and slightly fewer to ride a scooter.

Summary – 1 of 4



General attitudes to enforcement

Effort put into enforcement: Three in five New Zealanders think more effort should be put into catching people breaking road safety laws, being an increase on 2022. Few think it should be decreased (4%) and two in five think it should remain about the same.

Police presence: Three in four New Zealanders (72%) support greater police presence to catch people breaking road safety laws. There is only a low level of opposition at 6%.

Penalties: Views are mixed towards whether the penalties for breaking road safety laws should be increased (50%) or remain the same (41%). Few (5%) think penalties should be decreased.

Publicity and advertising: Public sentiment is divided towards whether the amount of publicity and advertising about road safety should be increased (46%) or remain the same as it is now (45%). Few (6%) think the amount should be decreased.

Likelihood of being stopped: More New Zealanders think it is unlikely (49%) 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 (15%).

Likelihood of being ticketed for not stopping at red traffic lights: Views are divided on the likelihood of someone not stopping at a red traffic light getting a ticket. Almost as many think this is unlikely (40%) as think this is likely (45%).

Support for wire rope median barriers: Seven in ten New Zealanders support more wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line. There is a low level of opposition at one in ten.



Speed and speed enforcement (1 of 2)

Driving fast: Views towards driving fast on the open road are mixed, with three in ten surveyed New Zealanders enjoying driving fast and 25% disliking it.

Driving over the speed limit: Three in five think it's acceptable to drive at 5km/h over the speed limit and only 17% do not consider this to be acceptable. This reduces to one in four considering it acceptable to drive at 10km/h over the speed limit and almost three in five (56%) disagreeing. Almost three in five people (56%) feel at least somewhat unsafe as a passenger when the driver exceeds 10km/h over the speed limit.

Speed and chance of having a crash: Four in five New Zealanders understand that the higher the speed you are travelling, the greater the chance of having a crash. Only a minority disagree at 9%.

Speed limit around schools: Most New Zealanders think that the speed limit around schools in urban areas should be 40km/h or lower. Almost half (45%) think it should be 30km/h, 20% think it should be 20km/h and 26% think it should be 40km/h.

Support for lowering speed limits: Seven in ten New Zealanders support lowering speed limits around schools in order to improve road safety and six in ten support lowering speed limits in high risk areas. There is only a low level of opposition for each (8% and 15% respectively). Although support is more moderate, twice as many people (52%) support 30 km/h speed limits in urban centres as oppose (24%) this road safety initiative.

Summary – 2 of 4



Speed and speed enforcement (2 of 2)

Attitudes towards speed limits and safety cameras: Seven in ten agree that enforcing speed limits helps to reduce road deaths. Seven in ten also agree that safety cameras are effective for reducing the number of people driving over the speed limit. Just under half however think safety cameras help to reduce road deaths and one in four do not believe that they help with road death reduction. One in two think the way safety cameras are being operated is fair while almost one in five (18%) disagree. Three in five support more safety cameras to discourage drivers from exceeding the speed limit.

Chance of a speeding ticket if drive past a safety camera on the open road:

One in three think there is a high chance of getting a speeding ticket if you drive past a safety camera on the open road at 105km/h. This increases to three in four (73%) at 110km/h and nine in ten at 115km/h or 120km/h. Those considering the chance to be 'very high' builds with increasing speed.

Chance of a speeding ticket if drive past a Police Officer on the open road:

Only one in four 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 the chance is high at 110km/h and the majority at 115km/h or 120km/h. Those considering the chance to be 'very high' builds with increasing speed.

Attitudes towards enforcement: Views are mixed towards the likelihood of people driving over the speed limit getting a ticket in general. Half think this is likely while one in three think it is unlikely. If you are caught for speeding, 44% think that the penalties are not very severe.

% received a speeding ticket: Seventeen percent of drivers admit to having personally received a speeding ticket within the last 12 months, being more commonly from safety cameras (11%) than police officers (6%).



Alcohol-impaired driving and enforcement

Standard drinks comfortable to have before driving: 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. Around two in five are comfortable having one standard drink and one in five are comfortable having two standard drinks.

% driving while intoxicated: Among those with a driver's licence, 11% claim to have driven at least once during the past 12 months while slightly intoxicated.

% stopped at an alcohol checkpoint: Two in five New Zealanders with a driving licence say they have been stopped at an alcohol checkpoint while driving in the last 12 months. This is significantly higher than in 2022 (31%).

Likelihood of being stopped and breath tested by type of area: Views are divided towards the likelihood of someone who was driving after drinking to be stopped and breath tested in a large city, with as many thinking the likelihood is high (30%) as low (34%). Only 16% think the likelihood is high on a major highway and 8% on a rural road.

Attitudes towards enforcement: Views are mixed towards the likelihood of someone getting caught if they drink and drive in general. As many think this is likely (37%) as think it's unlikely (41%). If you are caught for drinking and driving, three in five think that the penalties are not very severe.

Effectiveness of drink-driving laws: The majority of New Zealanders (79%) agree that compulsory breath testing helps reduce road deaths. However, views are mixed towards the effectiveness of our drink-driving laws in reducing road deaths. As many people think they have little or no effect (46%) as think they are at least quite effective (44%). Few (4%) think that our drink-driving laws are 'very effective'.

Summary – 3 of 4



Drug-impaired driving and enforcement

% driving while affected by pharmacy or other drugs: Among those with a driver's licence, fewer than one in ten (7%) claim to have driven while affected by prescription, pharmacy or other drugs in the last 12 months. This is most commonly prescription or pharmacy drugs, not in combination with alcohol, at 5%.

% driving after cannabis use: Three percent of New Zealanders admit to having driven within an hour after using cannabis in the last 12 months. Of these, indicatively, the cannabis had at least some effect on the driving of half.

Likelihood of being caught or tested: Twice as many New Zealanders (48%) think it is unlikely that someone driving while impaired by drugs will be caught than think it is likely (26%). One in two think it is unlikely that a driver will be tested for drugs at a Police checkpoint. Just under one in five (17%) think this is likely, being lower than in 2022 (26%).

Support for compulsory roadside testing for drug use: Three in five New Zealanders support compulsory roadside testing of drivers for drug use and only 13% oppose this safety initiative.



Seat belts

Attitudes towards enforcement: The majority of New Zealanders (89%) think that enforcing the use of seat belts helps reduce road deaths, and half are in strong agreement. Views are divided towards the likelihood of people getting a ticket if not wearing a seat belt. As many think this is unlikely (37%) as think it is likely (40%). One in two think that the penalties for not wearing a seat belt are not very severe even if you are caught.

Restraint use for children: 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, five percent of 5 to 6 year olds and six percent of 7 to 9 year olds had no form of restraint when last driven.



Fatigue

Trouble staying awake: Fifteen percent of drivers have had trouble staying awake on at least one occasion in the last 12 months while driving to or from work, and twelve percent while driving as part of their work. Just under three in ten drivers have had trouble staying awake on a long trip on at least one occasion in the last twelve months. Most commonly, this has only occurred once or twice although 7% experience this occasionally or often.

Likelihood of pulling over to have a short nap when drowsy and driving: Just under one in two drivers (45%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving. One in three think they would be unlikely to pull over and nap.

Summary – 4 of 4



Driver distraction

Mobile use while driving: Two in three drivers claim to have made hands-free phone calls while driving in the past month, being significantly higher than in 2022 (47%). One in four claim to have made hand-held phone calls in the past month, which is similar to 2022. Two in five drivers claim to have texted while driving, being an increase on 2022 (32%). One in five claim to have checked or replied to social media messages while driving, being consistent with 2022.

Attitudes towards mobile use: The majority of New Zealanders (86%) think that it's never acceptable to use a hand-held mobile phone or text while driving.

Attitudes towards enforcement: One in three (35%) think that people who use hand-held mobile phones or text while driving are likely to get a ticket, however, one in two think this is unlikely. Only thirteen 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, while one in two consider this to be unlikely.



Vehicle safety

Attitudes towards car safety features: The majority of drivers understand that car safety features can help to both avoid a crash and prevent injuries in a crash. Views are however divided between whether this makes a large or a slight difference.

Knowledge of car star safety rating: Three in five 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.

Importance of high star safety rating: Consistent with 2022, seven in ten 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 is stable at one in three.

Support for additional safety features or higher star safety ratings: Three in five New Zealanders support additional safety features or higher star safety ratings in cars, being a slight increase on 2022 (55%). Only one in ten oppose this safety initiative.



Personal safety, walking and cycling

Safety of walking: Four in five New Zealanders think it is at least fairly safe to walk on urban streets in their local area, in the town centre or around local schools. Most however think it is 'fairly' rather than 'very' safe. Just under two in five (37%) think it's safe to walk on rural or open roads outside of town, with almost three in five thinking this is unsafe.

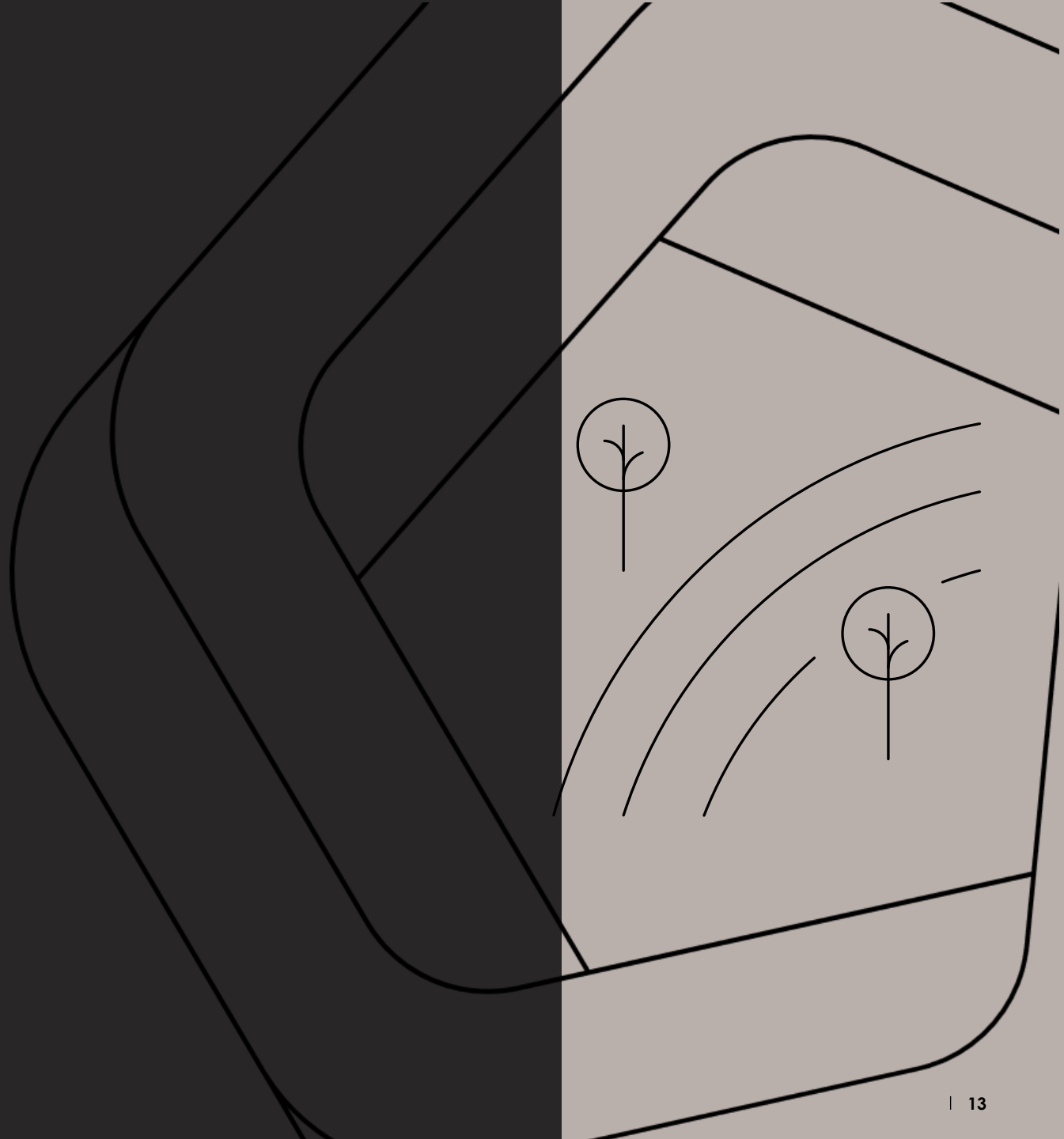
Safety of cycling: Three in five New Zealanders think it is at least fairly safe to cycle on urban streets in their local area, 65% in the town centre and 70% on roads around local schools. Few (7% to 11%) think it is 'very safe' to cycle in these areas. Only one in three think it's safe to cycle on rural or open roads outside of town in their local area, with three in five thinking this is unsafe.

Safety for drivers and passengers: Nine in ten New Zealanders perceive urban streets, the town centre and roads around local schools to be at least fairly safe for drivers and passengers and three in four think rural or open roads outside of town are at least fairly safe. Typically, these areas are considered to be 'fairly' rather than 'very' safe.

Safety or riding a motorcycle or scooter: Two in five New Zealanders think it is at least fairly safe to ride a motorcycle and 36% to ride a scooter.

03

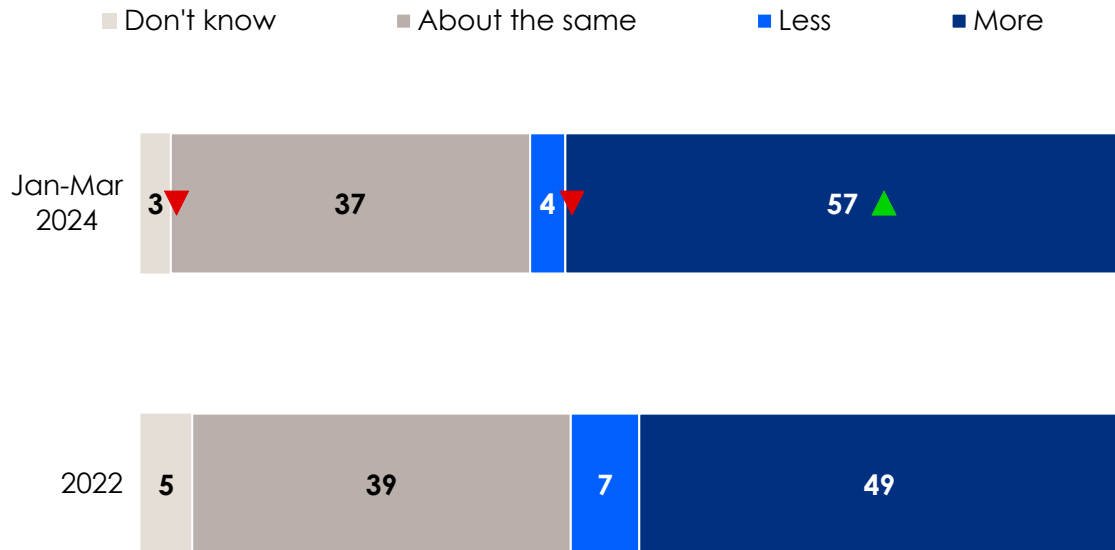
General attitudes to enforcement



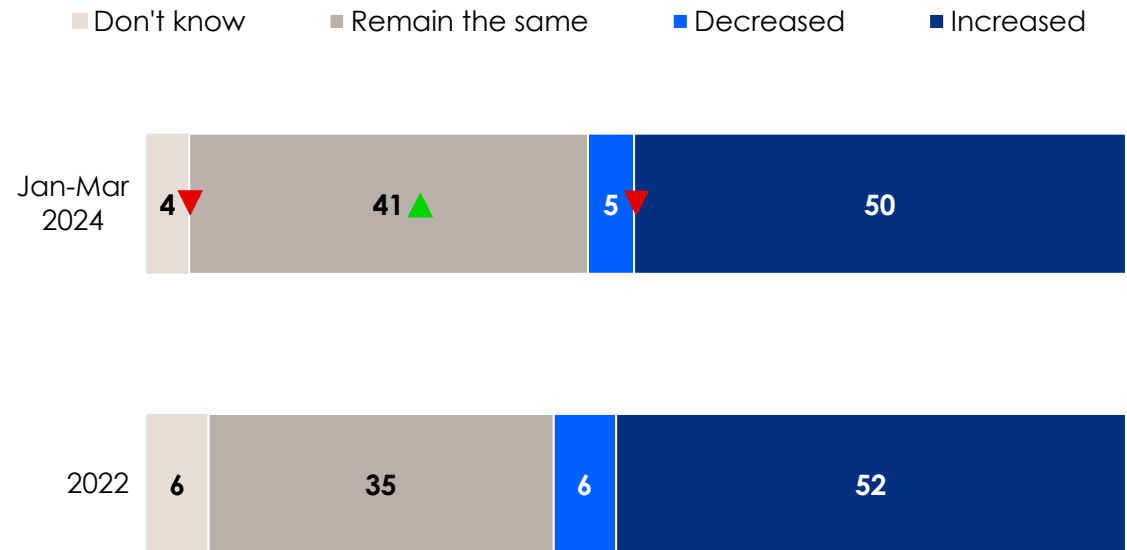
Three in five New Zealanders think more effort should be put into catching people breaking road safety laws, being an increase on 2022, and half think the penalties should be increased. Few think that the effort should be less, or penalties should be decreased.

Attitudes towards enforcement (% among Total NZ)

Should the effort put into catching people breaking road safety laws be ...



Should penalties for breaking road safety laws be ...



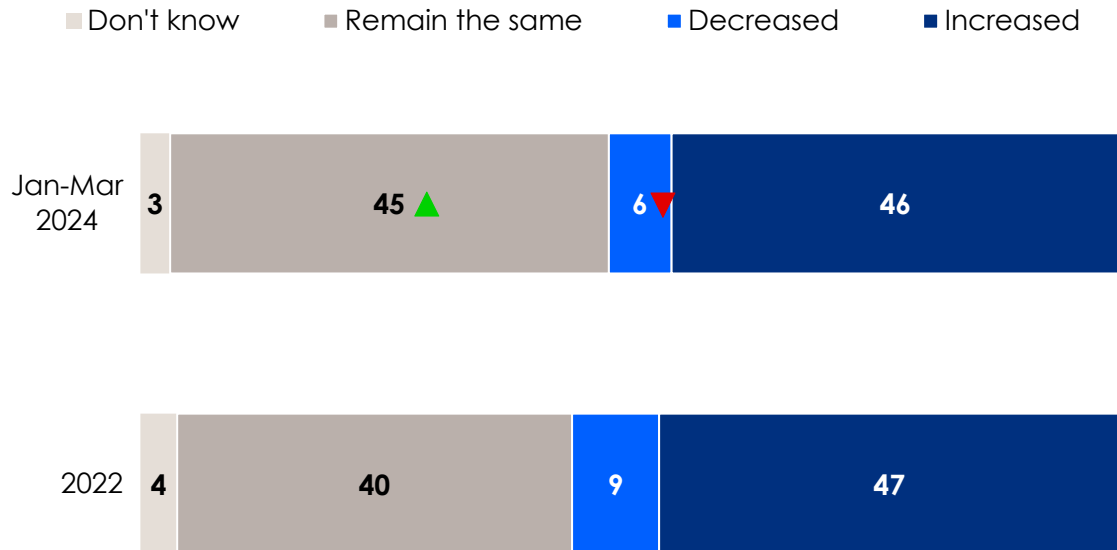
▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Source: Q7a Should the effort put into catching people breaking road safety laws be more, less or about the same as it is now?
Q7b Should the penalties for breaking road safety laws be increased, decreased or remain about the same as they are now?
Base: Total New Zealand Jan-Mar 24 n = 1,806 | 2022 n = 1,672

Public sentiment is divided towards whether the amount of publicity and advertising about road safety should be increased (46%) or remain the same as it is now (45%). Few (6%) think the amount should be decreased.

Attitudes towards enforcement (% among Total NZ)

Should the amount of publicity and advertising about road safety be ...

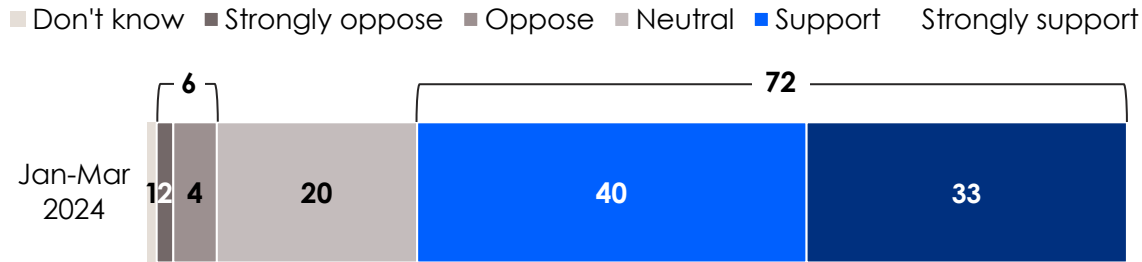


▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

Three in four New Zealanders (72%) support greater police presence to catch people breaking road safety laws. There is only a low level of opposition at 6%.

Support for road safety initiatives (% among Total NZ)

Greater police presence to catch people breaking road safety laws



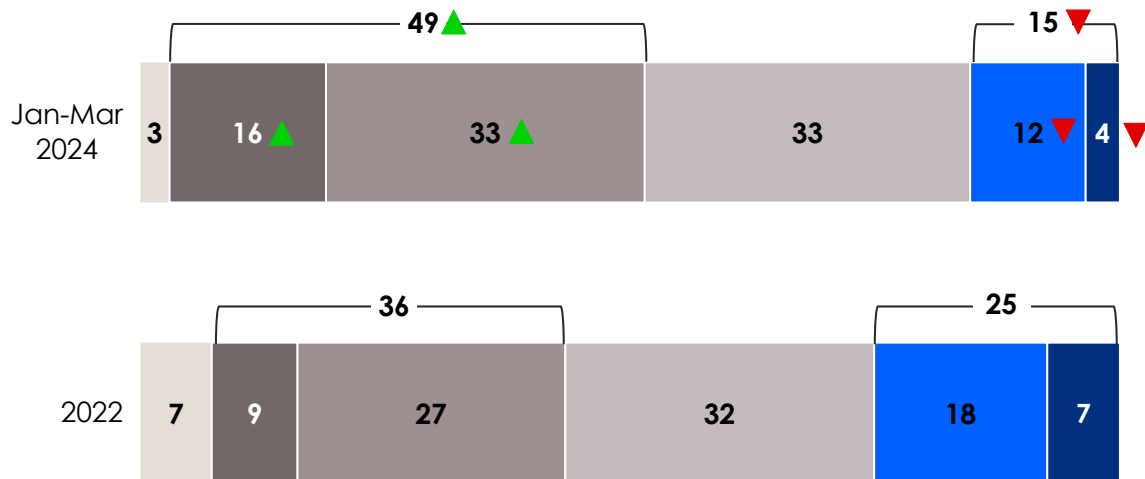
▲ = Significantly higher than 2022 at 95% CL
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More New Zealanders think it is unlikely (49%) for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police than think it is likely (15%).

Attitudes towards enforcement (% among Total NZ)

Likelihood of a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police

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

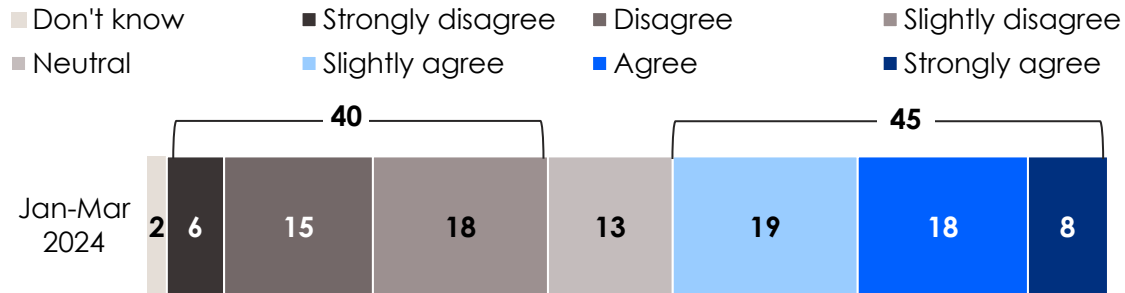


▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Views are divided on the likelihood of people who do not stop at red traffic lights getting a ticket. Almost as many think this is unlikely (40%) as think this is likely (45%).

Attitudes towards enforcement (% among Total NZ)

People who do not stop at red traffic lights are likely to get a ticket

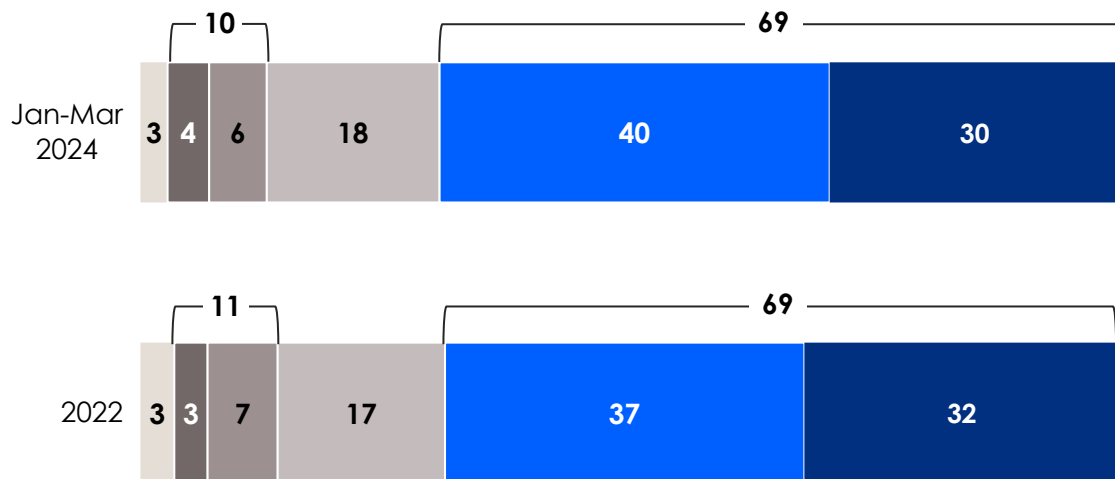


Seven in ten New Zealanders support more wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line. There is a low level of opposition at one in ten.

Support for road safety initiatives (% among Total NZ)

More wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line

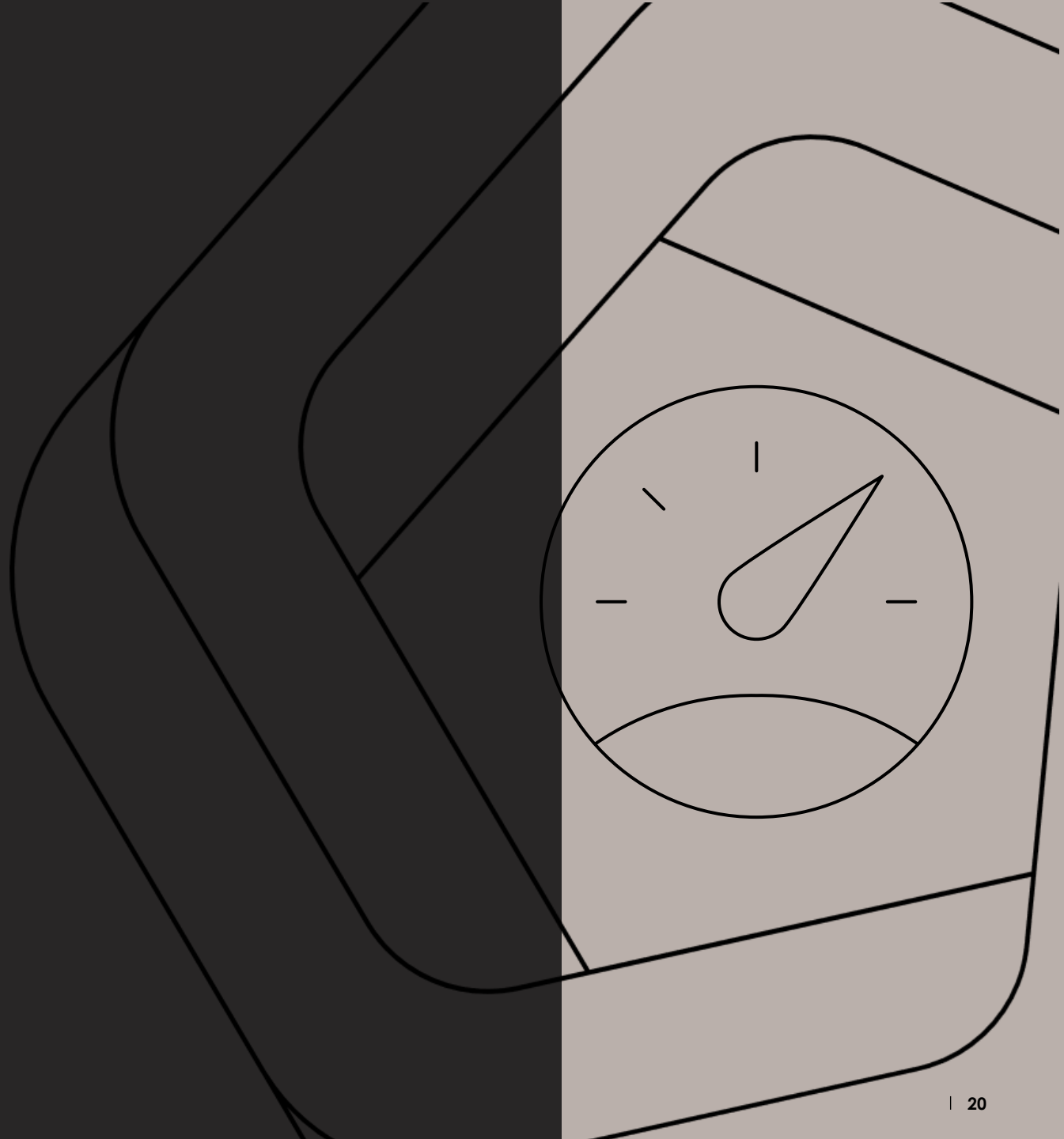
■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

04

Speed and speed enforcement



Views towards driving fast on the open road are mixed, with three in ten surveyed New Zealanders enjoying driving fast and 25% disliking it.

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

■ Don't know ■ Not like it at all ■ Not like it very much ■ Neither like nor dislike ■ Like it ■ Like it very much

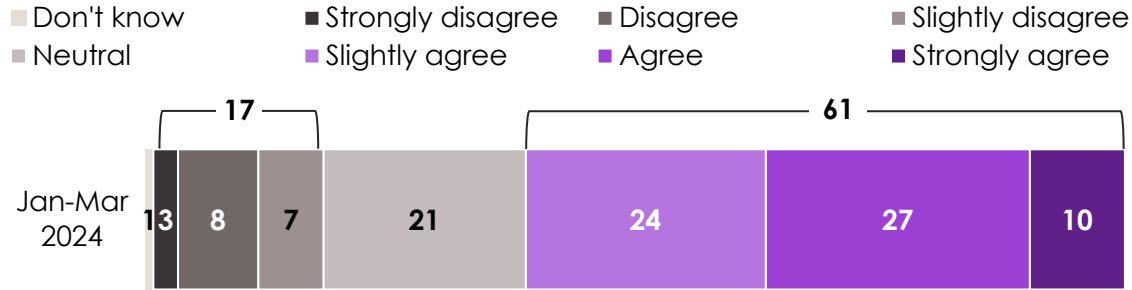


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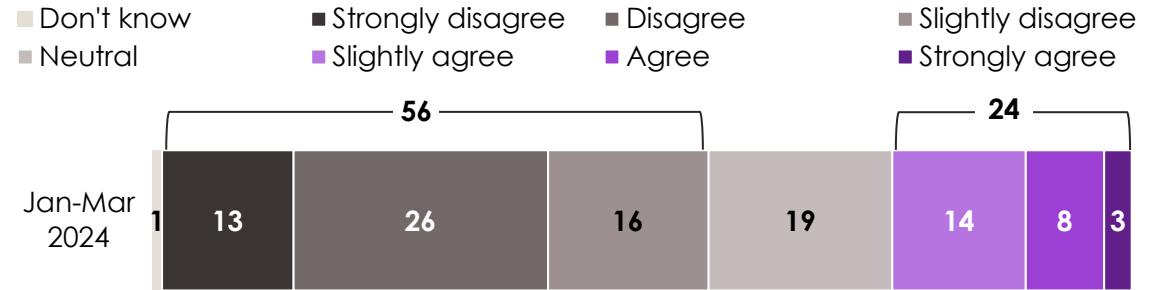
Three in five New Zealanders think it's acceptable to drive at 5 km/h over the speed limit and only 17% consider this to be unacceptable. This reduces to one in four considering it acceptable to drive at 10km/h over the speed limit and almost three in five (56%) disagreeing.

Attitudes towards speeding and enforcement (% among Total NZ)

It is acceptable to drive at 5 km/h over the speed limit



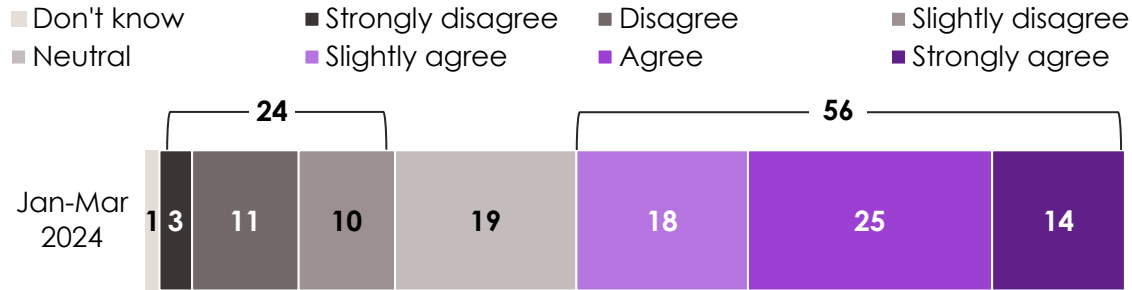
It is acceptable to drive at 10 km/h over the speed limit



Almost three in five New Zealanders feel at least somewhat unsafe as a passenger when the driver exceeds 10km/h over the speed limit.

Attitudes towards speeding and enforcement (% among Total NZ)

I feel unsafe as a passenger when the driver exceeds 10 km/h over the speed limit

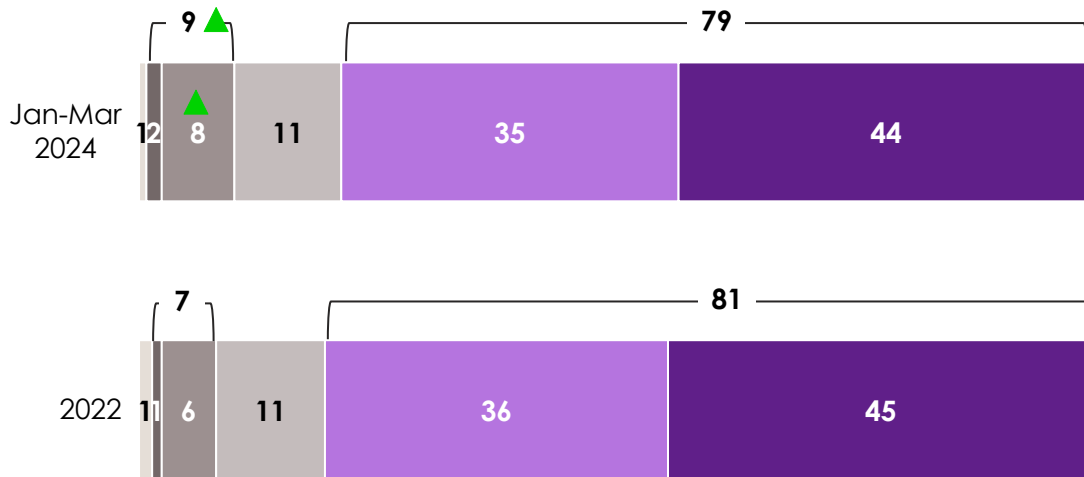


The majority of New Zealanders understand that the higher the speed you are travelling, the greater the chance of having a crash. Only a minority disagree at 9%.

Attitudes towards speeding and enforcement (% among Total NZ)

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

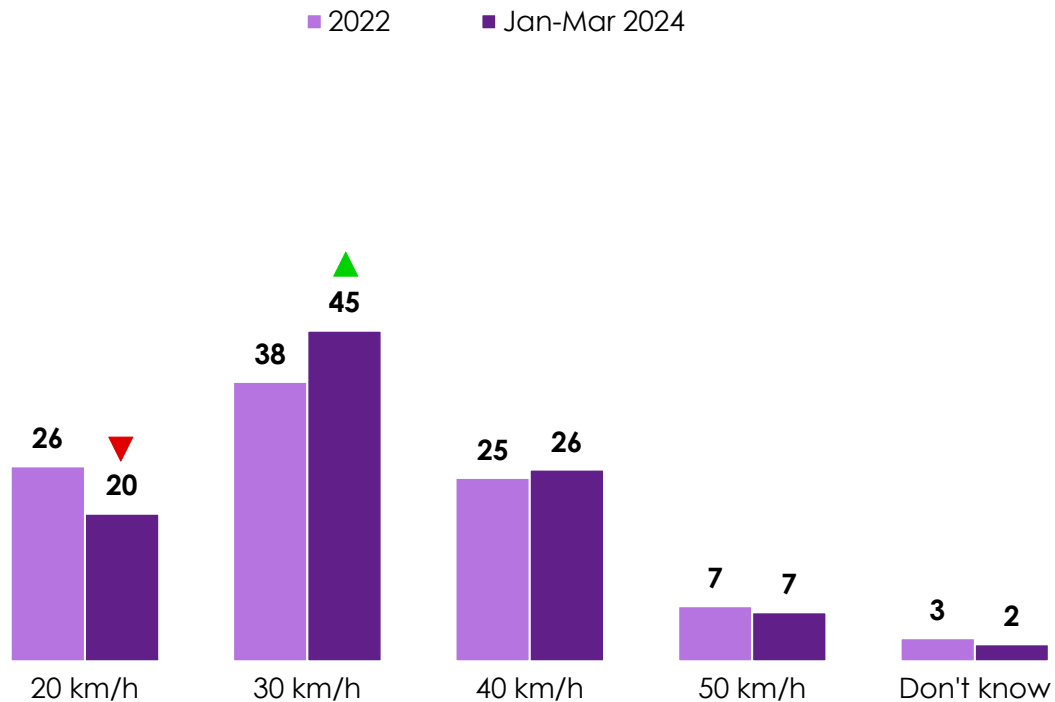
■ Don't know ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Most New Zealanders think that the speed limit around schools in urban areas should be 40km/h or lower, with almost half (45%) thinking the speed limit should be 30km/h.

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

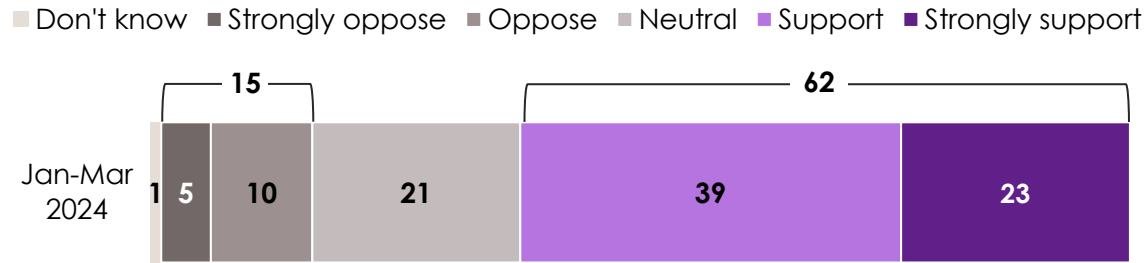


▲ = Significantly higher than 2022 at 95% CL
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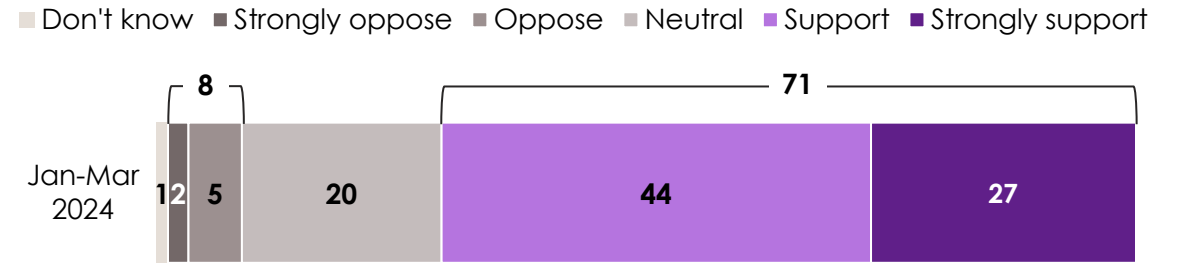
Seven in ten New Zealanders support lowering speed limits around schools in order to improve road safety and six in ten support lowering speed limits in high risk areas. There is only a low level of opposition towards these initiatives.

Support for road safety initiatives (% among Total NZ)

Lowering speed limits in high risk areas in order to improve road safety



Lowering speed limits around schools in order to improve road safety

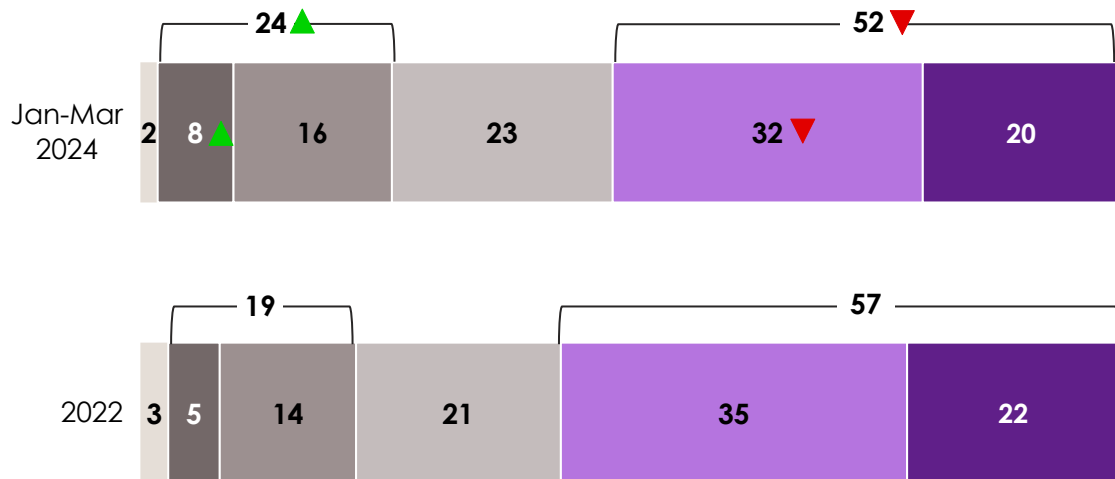


One in two people support 30k/h speed limits in urban centres, being double the number who oppose this road safety initiative at one in four.

Support for road safety initiatives (% among Total NZ)

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

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



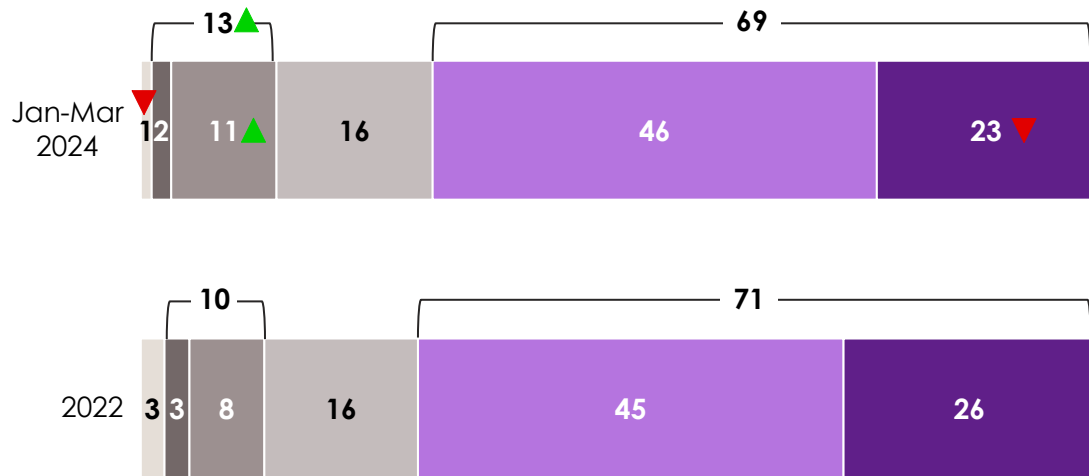
▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

Seven in ten New Zealanders agree that enforcing speed limits helps to reduce road deaths. Just under half however think safety cameras help to reduce road deaths and one in four do not believe that they help with road death reduction.

Attitudes towards speeding and enforcement (% among Total NZ)

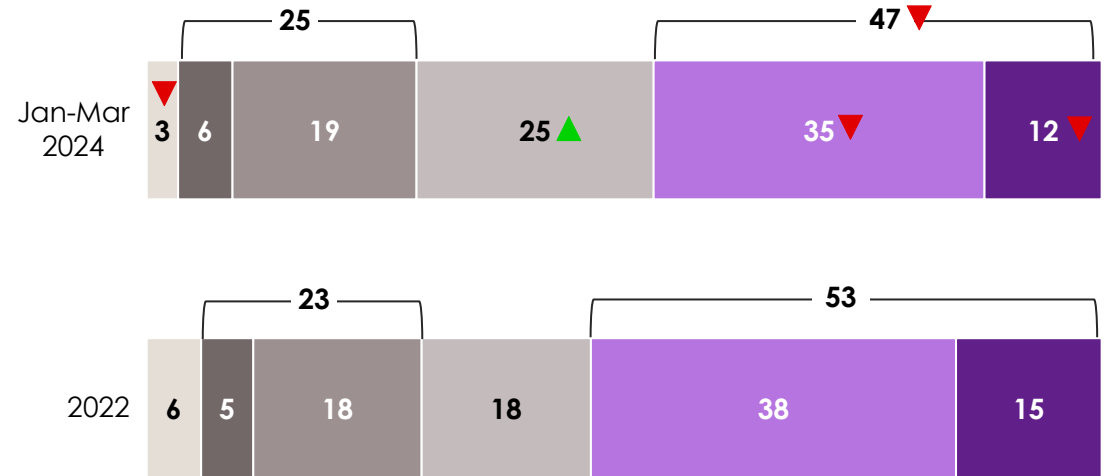
Enforcing the speed limit helps to reduce road deaths

■ Don't know ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



Using safety cameras helps to reduce road deaths
(Note: Worded as 'speed cameras' in 2022)

■ Don't know ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

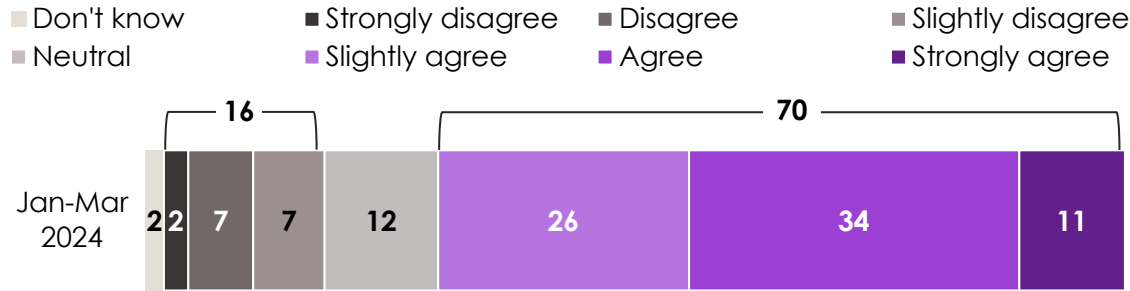


▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

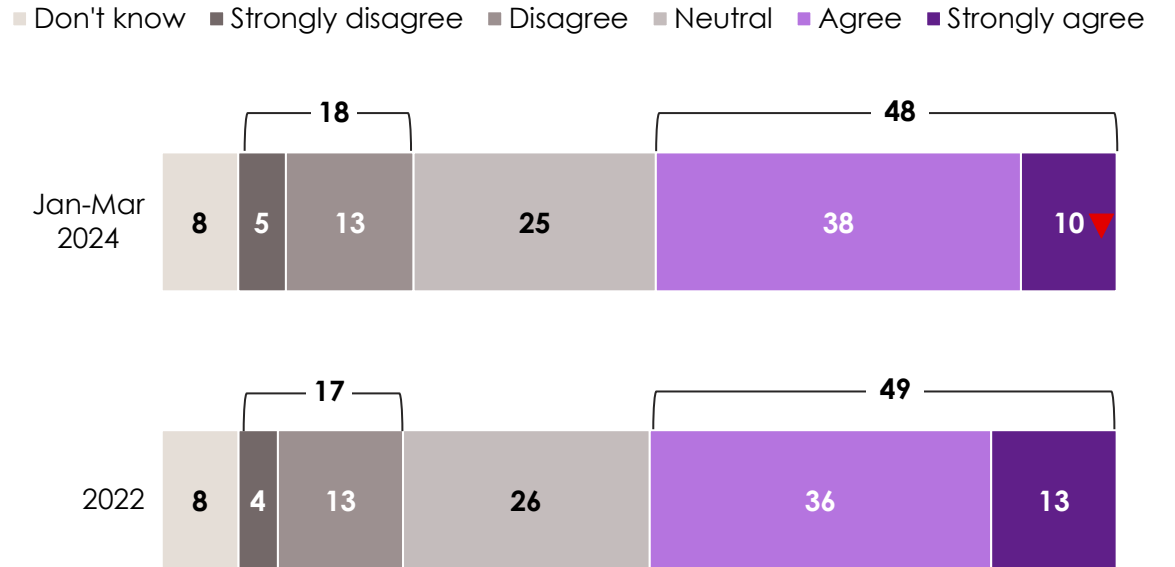
The majority of New Zealanders at least somewhat agree that safety cameras are effective for reducing the number of people driving over the speed limit. Half think that safety cameras are operated fairly, although few strongly agree, and one in five think they are not operated fairly.

Attitudes towards speeding and enforcement (% among Total NZ)

Safety cameras are effective for reducing the number of people driving over the speed limit



The way safety cameras are being operated is fair
(Note: Worded as 'speed cameras' in 2022)

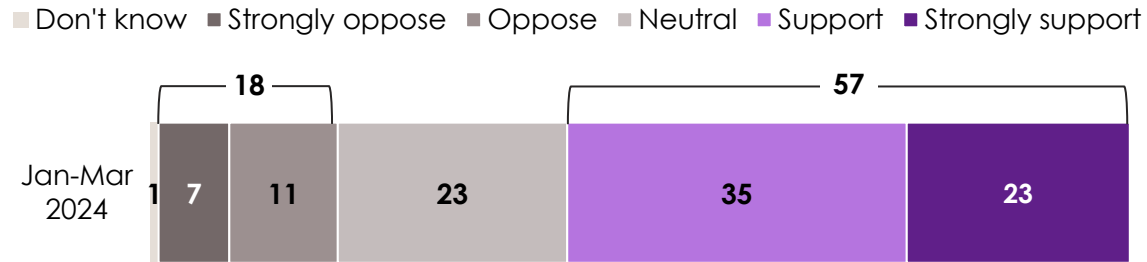


▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Three in five support more safety cameras to discourage drivers from exceeding speed limits. One in five oppose this safety initiative.

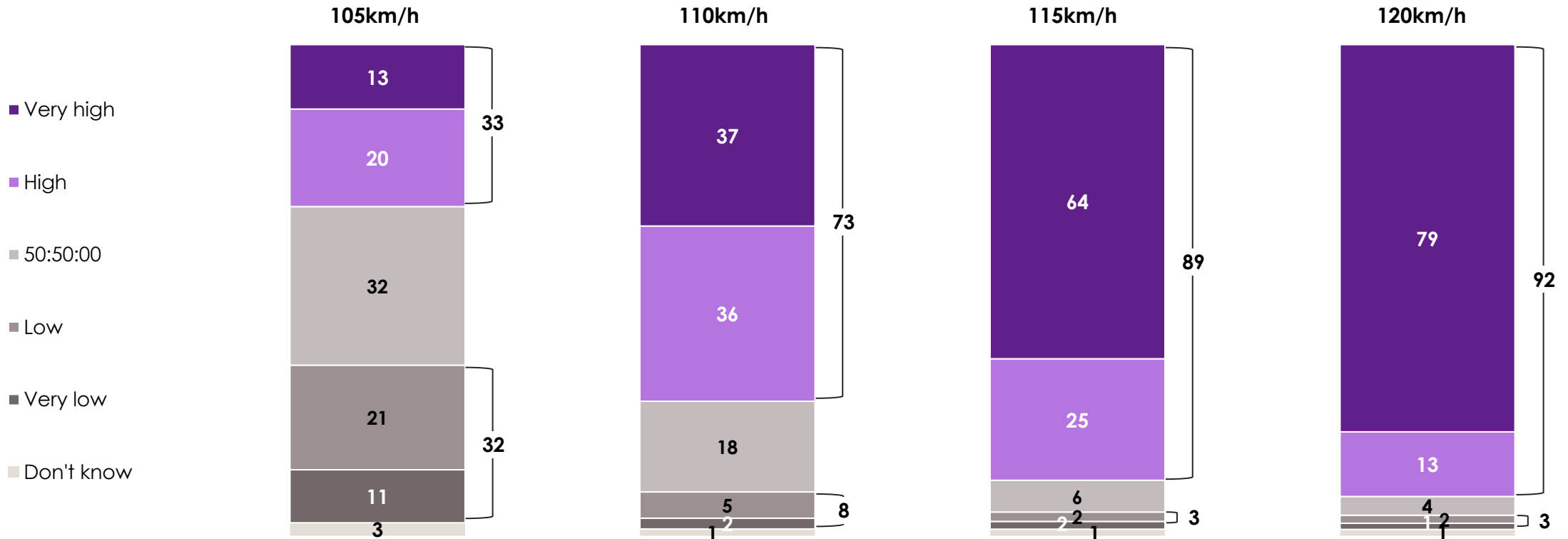
Support for road safety initiatives (% among Total NZ)

More safety cameras to discourage drivers from exceeding speed limits



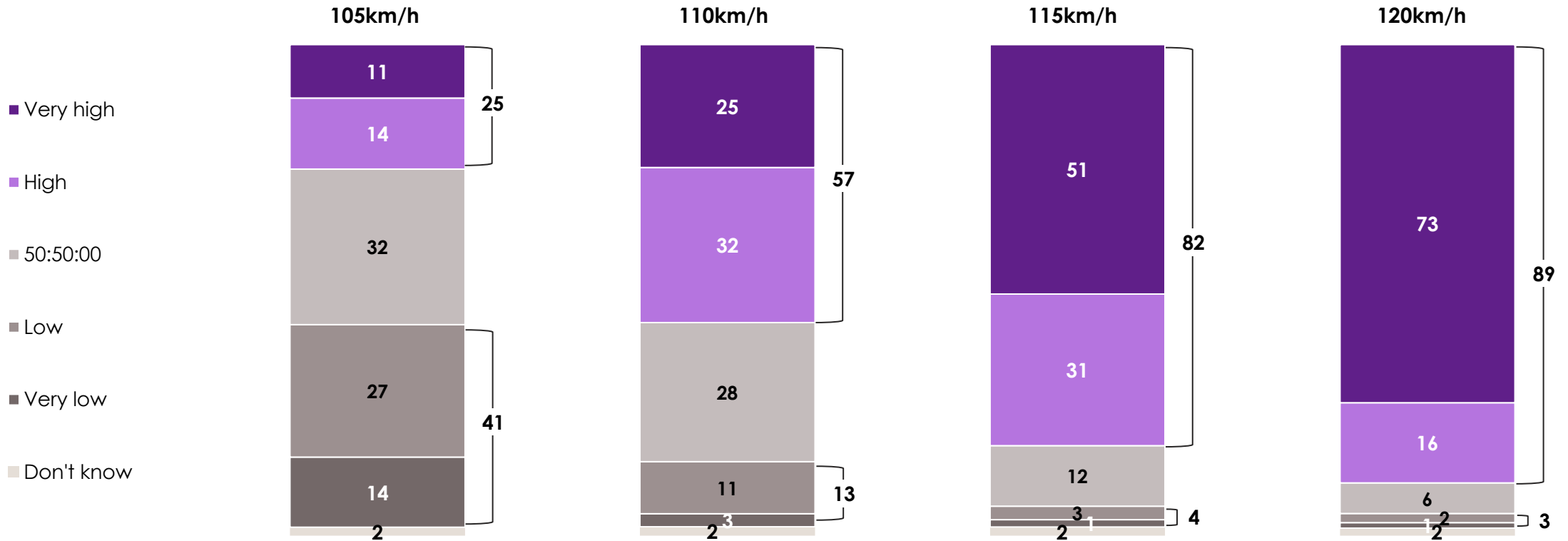
One in three think there is a high chance of getting a speeding ticket if you drive past a safety camera on the open road at 105km/h. Three in four think they chance is high at 110km/h and the majority at 115km/h or higher. Those considering the chance to be ‘very high’ builds with increasing speed.

Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a safety camera at... (% among Total NZ, Jan-Mar 24)



One in four 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 the chance is high at 110km/h and the majority at 115km/h or higher.

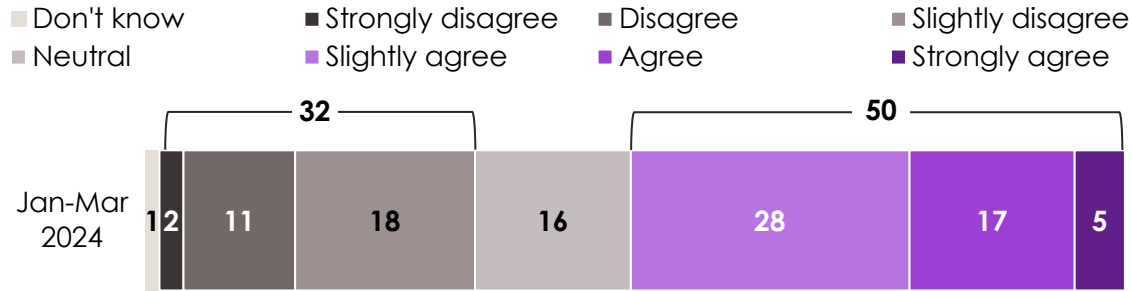
Chance of getting a speeding ticket on the open road in light traffic conditions if drive past a Police Officer without a safety camera at... (% among Total NZ, Jan-Mar 24)



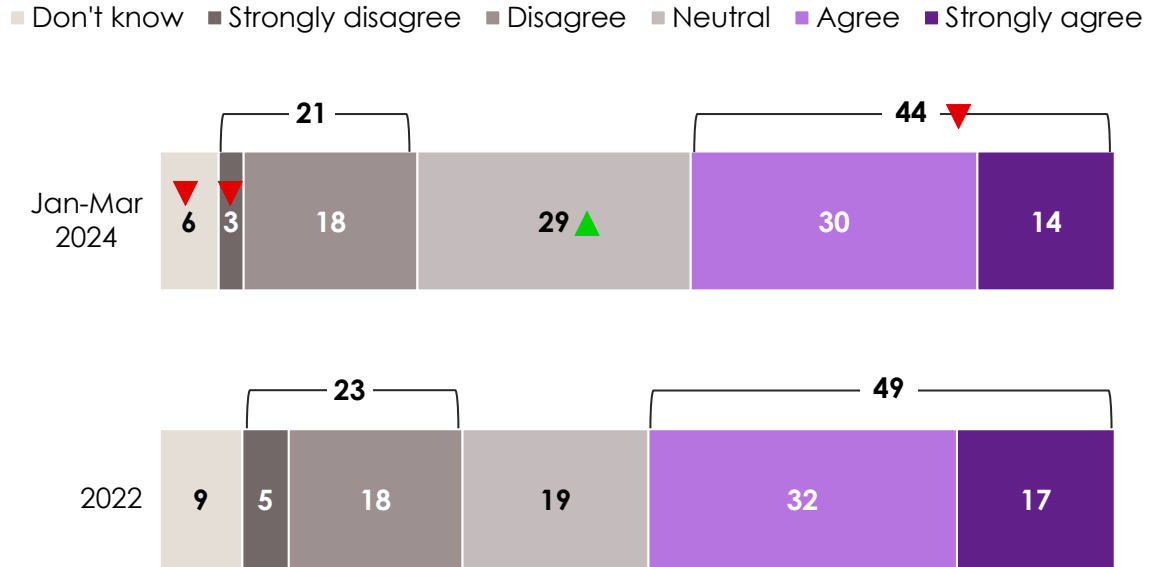
Views are mixed towards the likelihood of people driving over the speed limit getting a ticket in general. Half think this is likely while one in three think it is unlikely. If you are caught for speeding, 44% think that the penalties are not very severe.

Attitudes towards speeding and enforcement (% among Total NZ)

People driving over the speed limit are likely to get a ticket



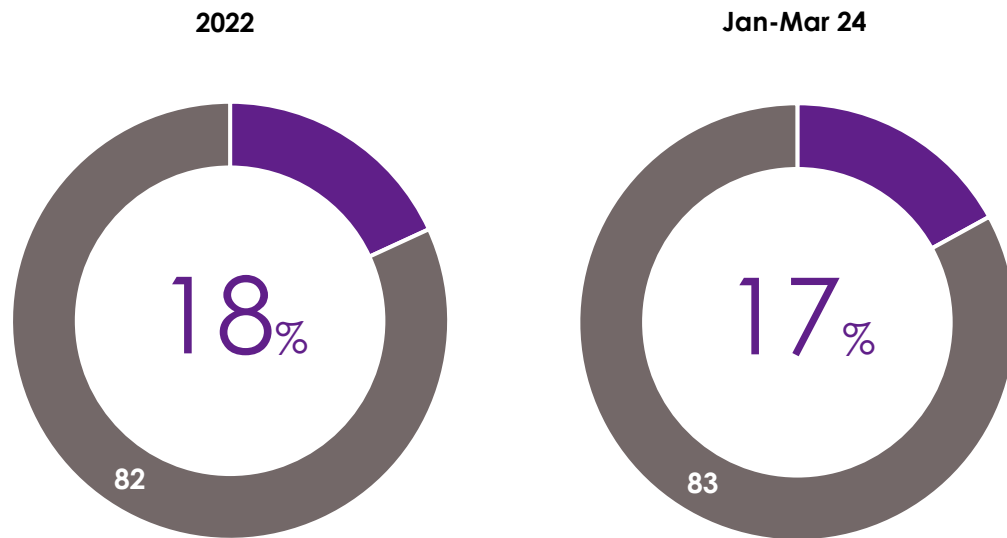
The penalties for speeding are not very severe even if you are caught



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Seventeen percent of drivers admit to having personally received a speeding ticket within the last 12 months, being more commonly from safety cameras (11%) than police officers (6%).

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

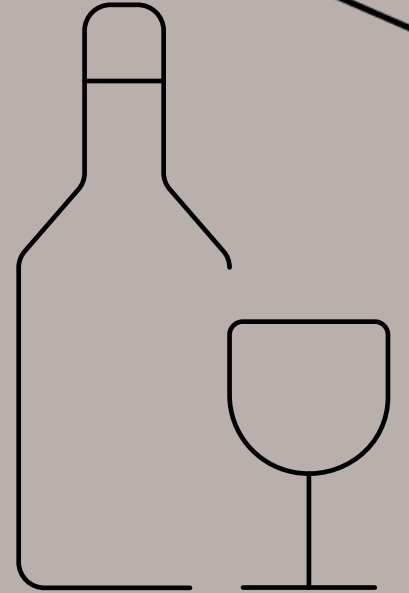


	2022	Jan-Mar 2024
Yes – Safety ticket(s)	13%	11%
Yes – Speeding ticket(s) from a police officer	7%	6%

▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

05

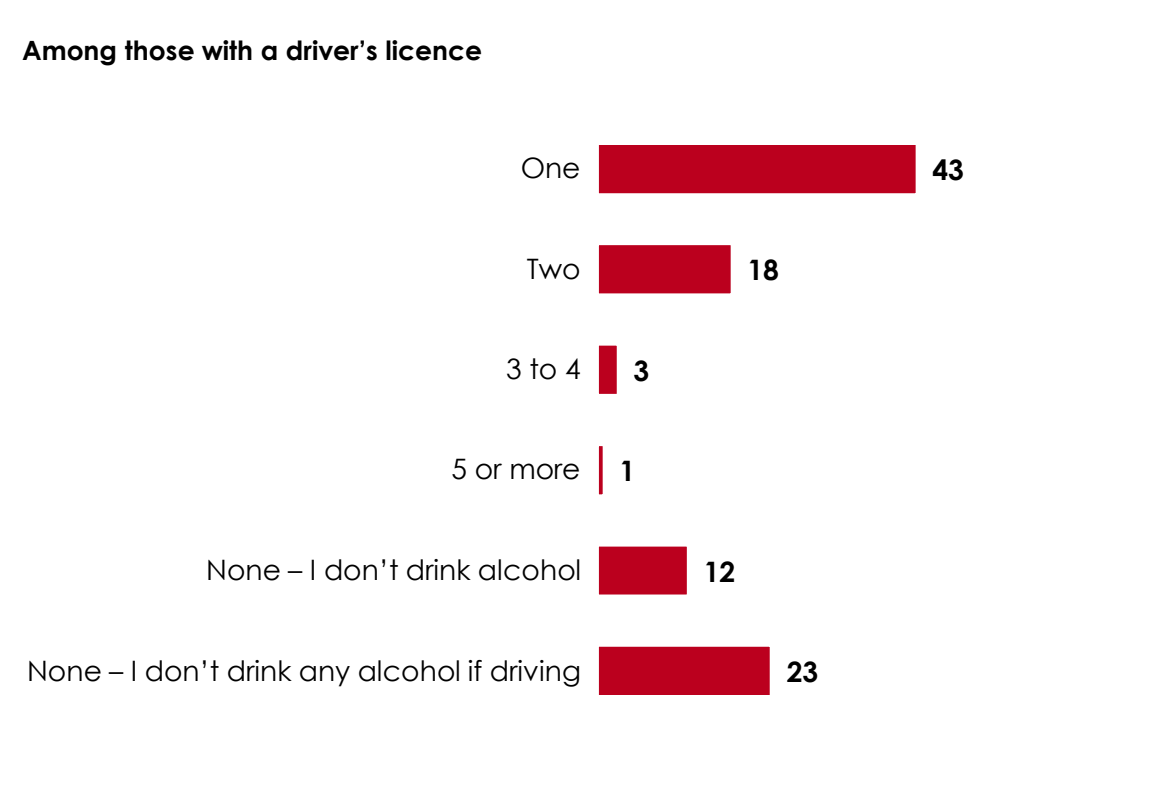
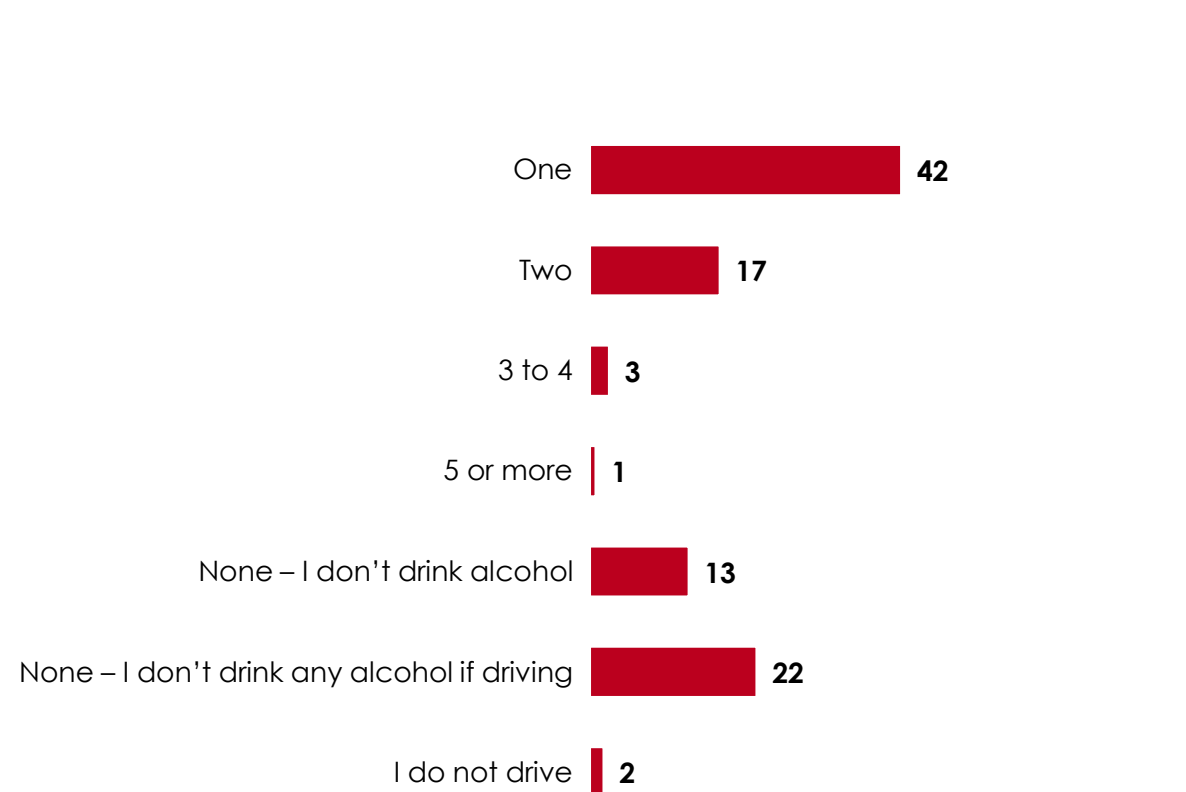
Alcohol-impaired driving and enforcement





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. Around two in five are comfortable having one standard drink and one in five are comfortable having two standard drinks.

Number of standard drinks would be comfortable drinking in an hour if planning to drive immediately afterwards (% among Total NZ, Jan-Mar 24)



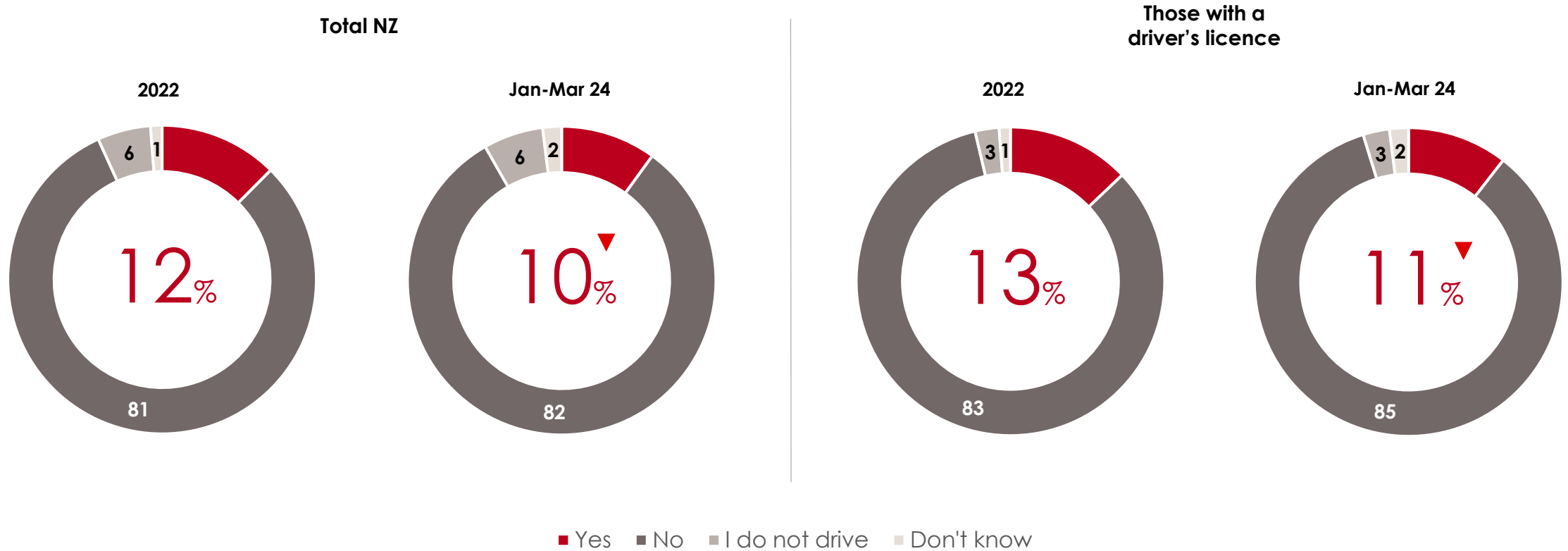
Source: Q12E Assume a standard drink is a whole can or bottle of beer, a glass of wine, a glass or tumbler of spirits mixed or straight, an RTD bottle etc. How many standard drinks would you be comfortable drinking in an hour if you are planning to drive immediately afterwards?

Base: Total New Zealand Jan-Mar 24 n = 1,806; Those with a driver's licence n = 1,725



Among those with a driver's licence, 11% claim to have driven at least once during the past 12 months while slightly intoxicated.

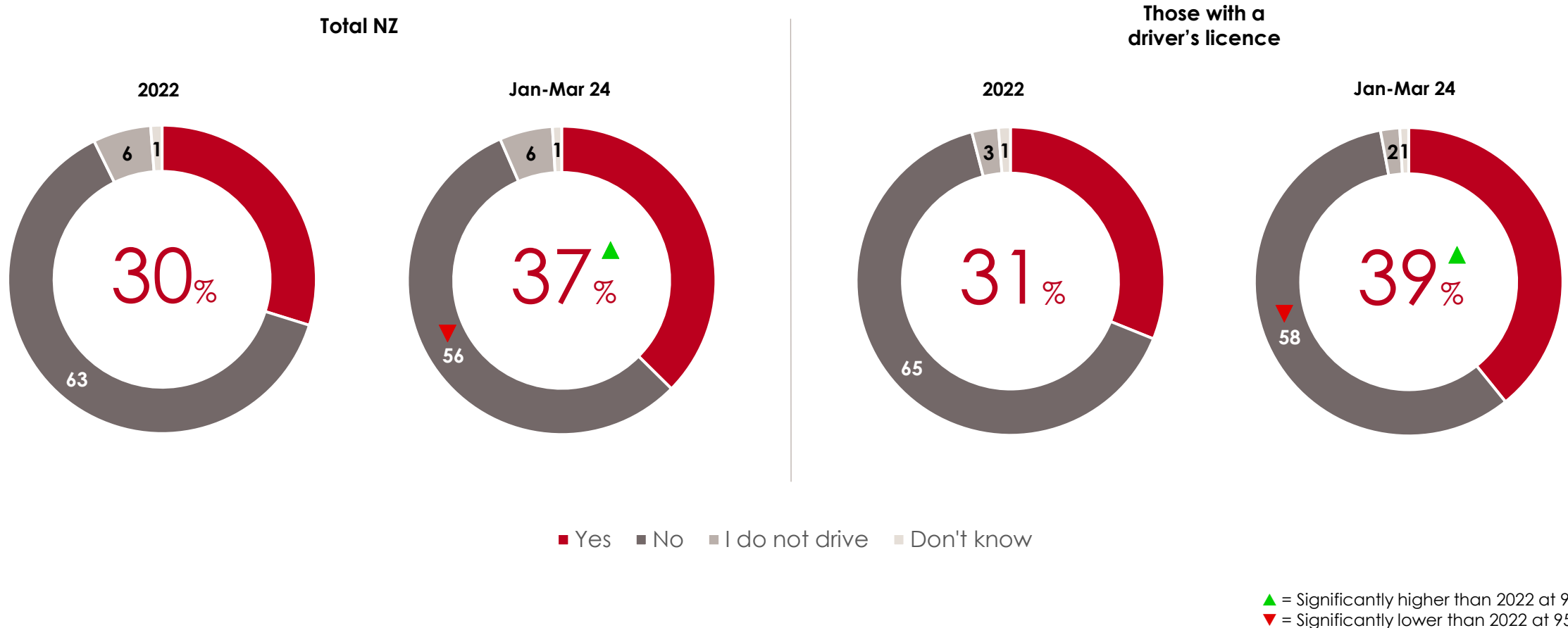
Driven at least once during the last 12 months while slightly intoxicated (% among Total NZ)



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Two in five New Zealanders with a driving licence say they have been stopped at an alcohol checkpoint while driving in the last 12 months. This is significantly higher than in 2022 (31%).

Been stopped at an alcohol checkpoint while driving in the last 12 months (%)



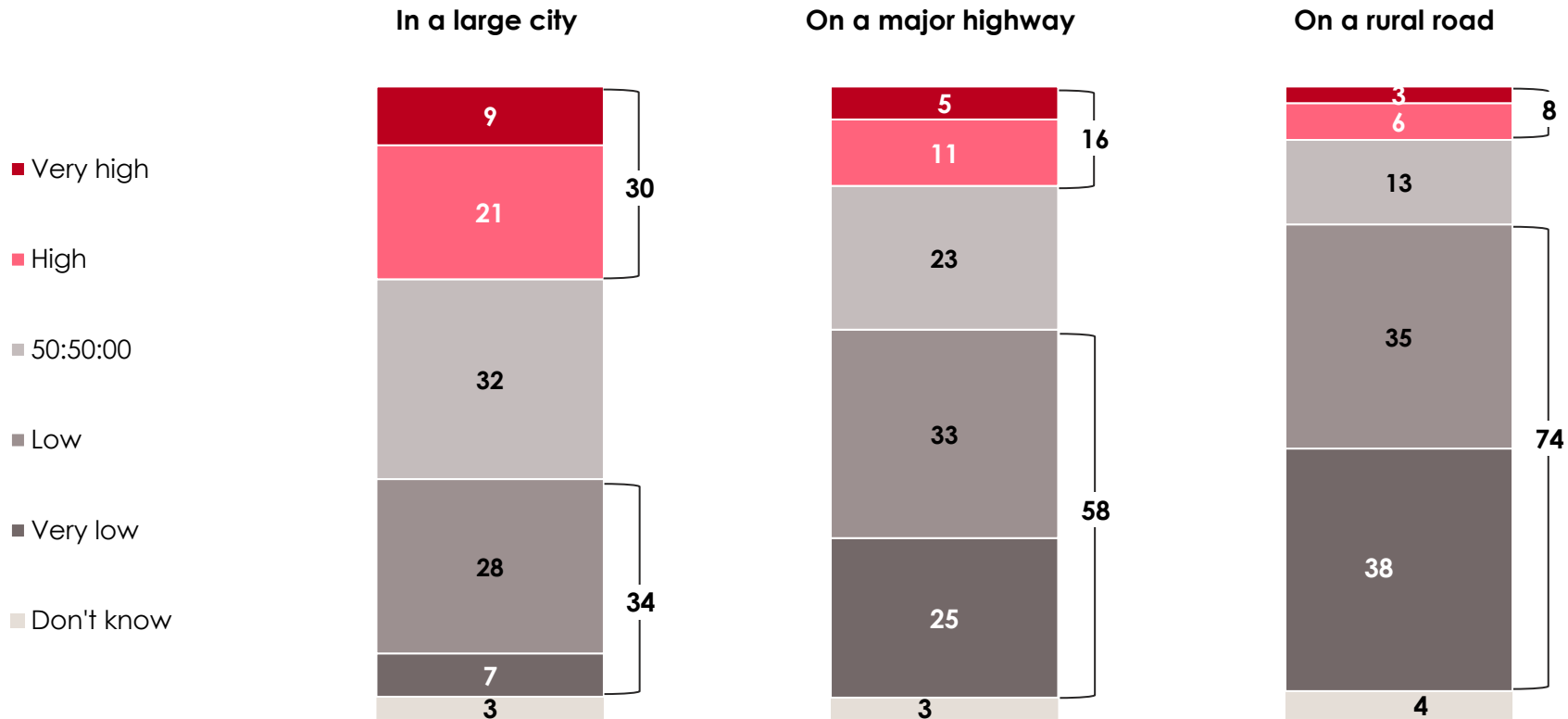
Source: Q17 In the last 12 months have you been stopped at an alcohol checkpoint while you have been driving? This is when the Police stop drivers at random to see if they have been drinking.

Base: Total New Zealand Jan-Mar 24 n = 1,806 | 2022 n = 1,672; Those with a driver's licence Jan-Mar 24 n = 1,725 | 2022 n = 1,590



Views are divided towards the likelihood of someone who was driving after drinking to be stopped and breath tested in a large city, with as many thinking the likelihood is high (30%) as low (34%). Only 16% think the likelihood is high on a major highway and 8% on a rural road.

Likelihood of a person who was driving after drinking to be stopped and breath tested... (% among Total NZ, Jan-Mar 24)



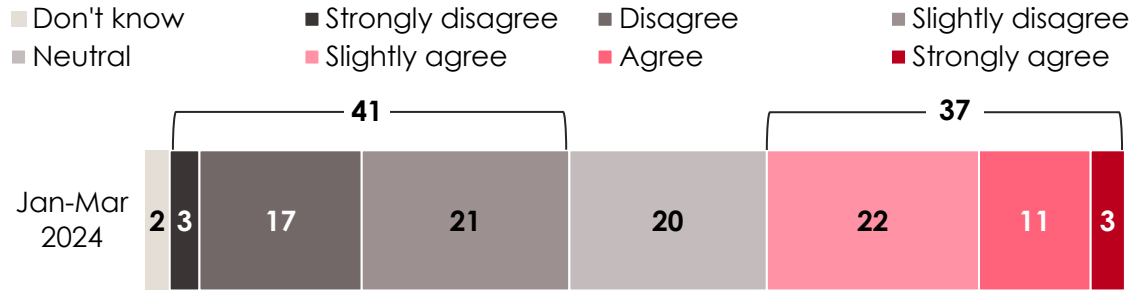
Source: Q15 How likely or unlikely would it be for a person who was driving after drinking to be stopped and breath tested in the following places..

Base: Total New Zealand Jan-Mar 24 n = 1,806

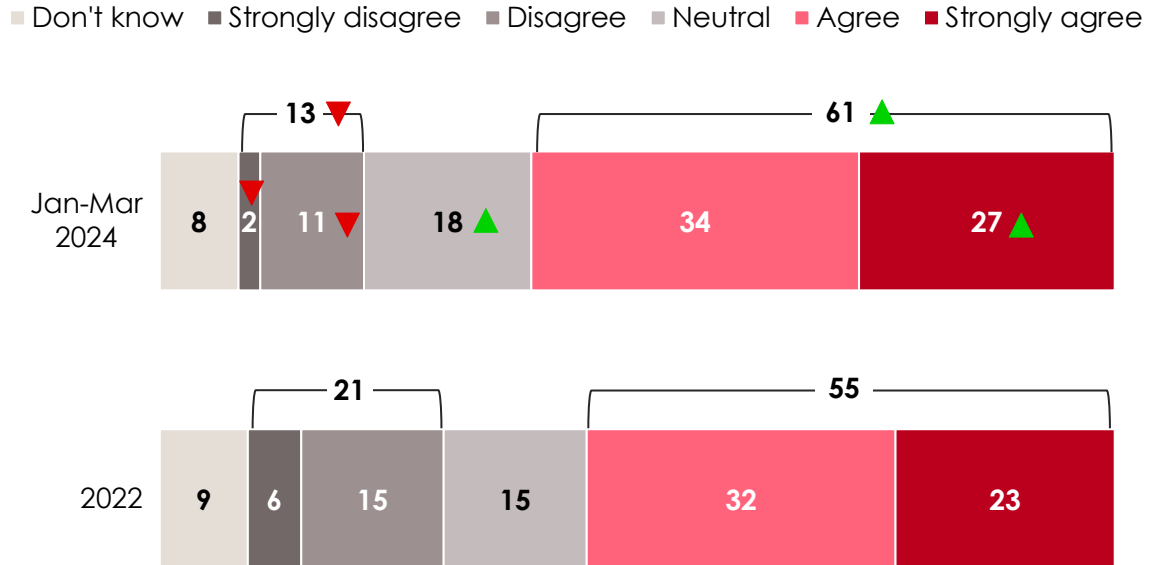
Views are mixed towards the likelihood of someone getting caught if they drink and drive in general. As many think this is likely (37%) as think it's unlikely (41%). If you are caught for drinking and driving, three in five think that the penalties are not very severe.

Attitudes towards drink driving and enforcement (% among Total NZ)

If someone drinks and drives, they are likely to get caught



The penalties for drinking and driving are not very severe even if you are caught



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Source: Q89 Do you agree or disagree with each of the following? Please note that the agreement scale is different to the previous ones in the survey.

Q9 Do you agree or disagree with the following statements? Note: Safety cameras are also known as speed cameras.

Base: Total New Zealand Jan-Mar 24 n = 1,806 | 2022 n = 1,672

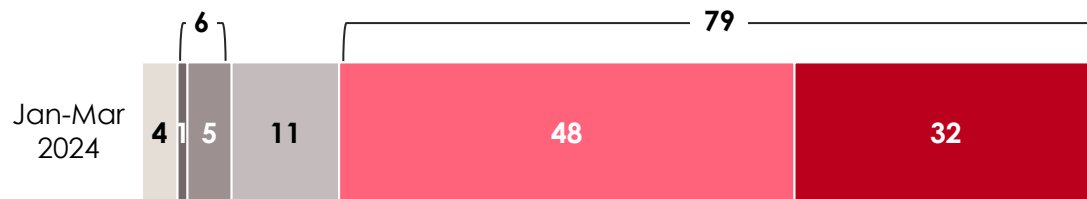


The majority of New Zealanders agree that compulsory breath testing helps reduce road deaths.

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

Compulsory breath testing helps reduce road deaths

■ Don't know ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

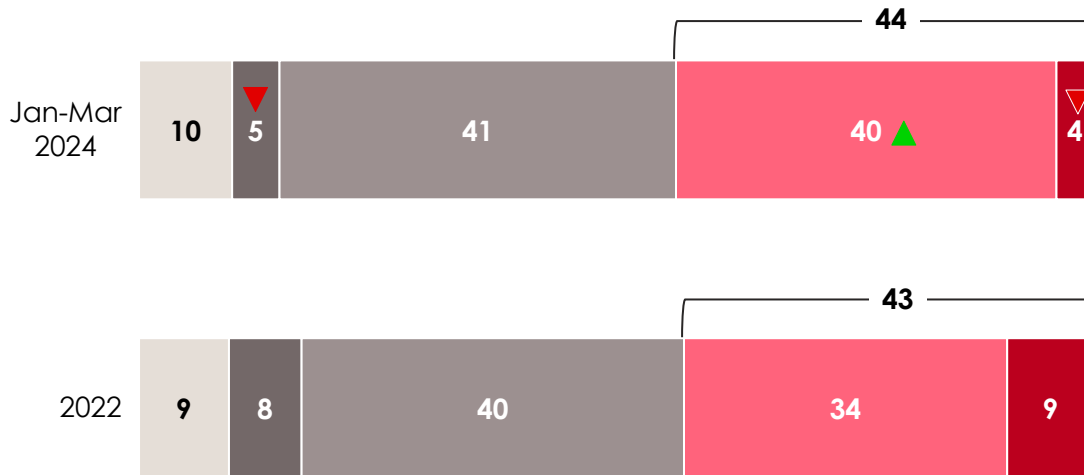


▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Views are mixed towards the effectiveness of our drink-driving laws in reducing road deaths. As many people think they have little or no effect (46%) as think they are at least quite effective (44%). Few (4%) think that our drink-driving laws are very effective.

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

- Don't know
- They have no effect
- Not very effective
- Quite effective
- Very effective



06

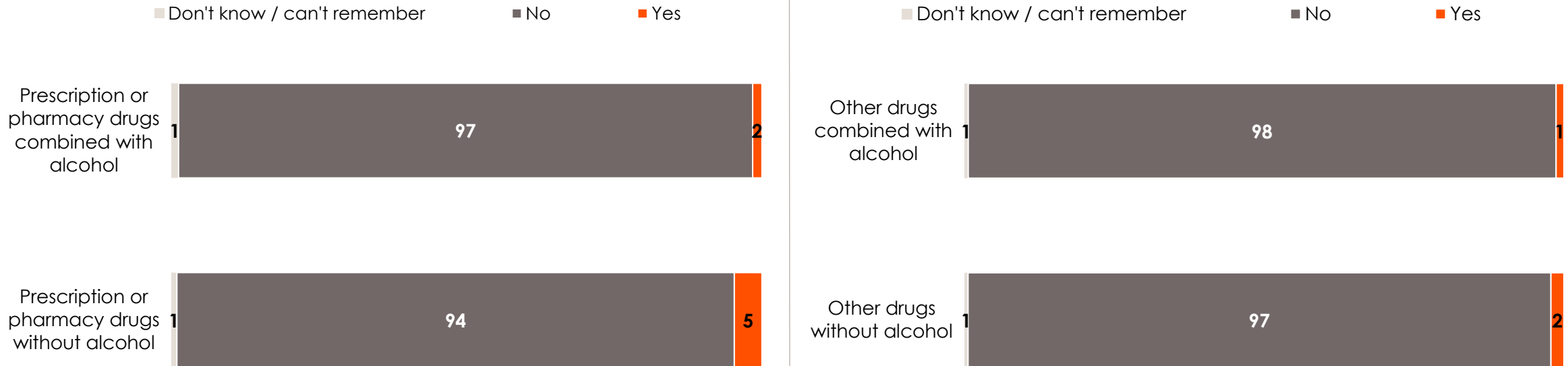
Drug-impaired driving and enforcement





Among those with a driver’s licence, few claim to have driven in the last 12 months when affected by prescription drugs or other drugs, either with or without alcohol. This is most commonly prescription or pharmacy drugs, not in combination with alcohol, at 5%.

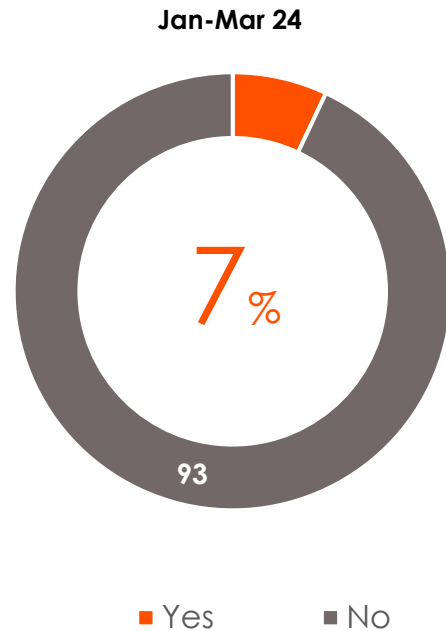
Driven in the past 12 months when felt affected by... (% among those with a driver's licence, Jan-Mar 2024)





Overall, fewer than one in ten (7%) drivers claim to have driven while affected by prescription, pharmacy or other drugs in the last 12 months.

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



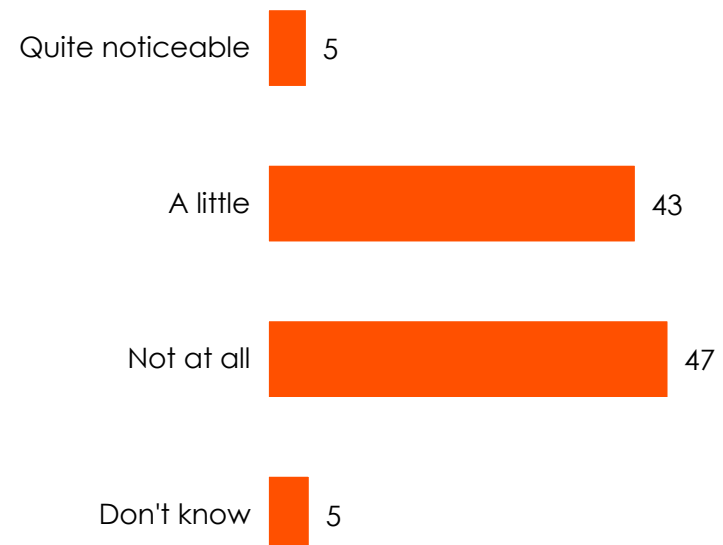


Three percent of New Zealanders admit to having driven within an hour after using cannabis in the last 12 months. Of these, indicatively, the cannabis had at least some effect on half.

How often driven within an hour after using cannabis in the last 12 months
(% among Total NZ, Jan-Mar 2024)



Effect that use of cannabis had on driving
(% among those who have driven at least once after using cannabis, Jan-Mar 2024)

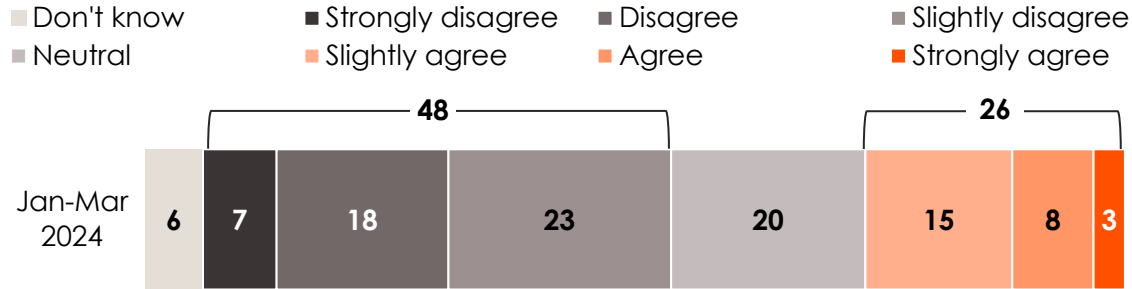




Twice as many New Zealanders (48%) think it is unlikely that someone driving while impaired by drugs will be caught than think it is likely (26%).

Attitudes towards enforcement of drug driving (% among Total NZ)

If someone drives while impaired by drugs, they are likely to get caught

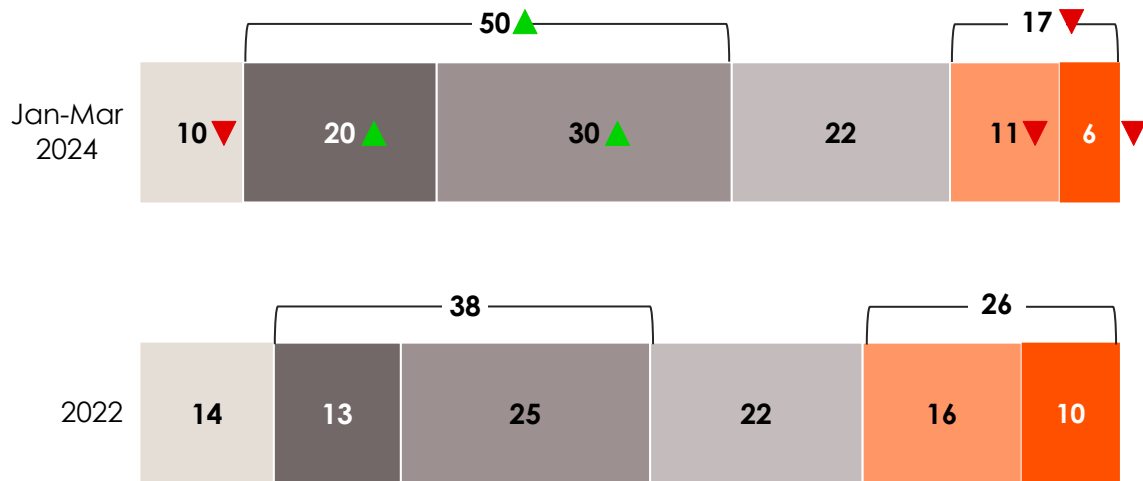




Half think it is unlikely that a driver will be tested for drugs at a Police checkpoint. Just under one in five (17%) think this is likely, being lower than in 2022 (26%).

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

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



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

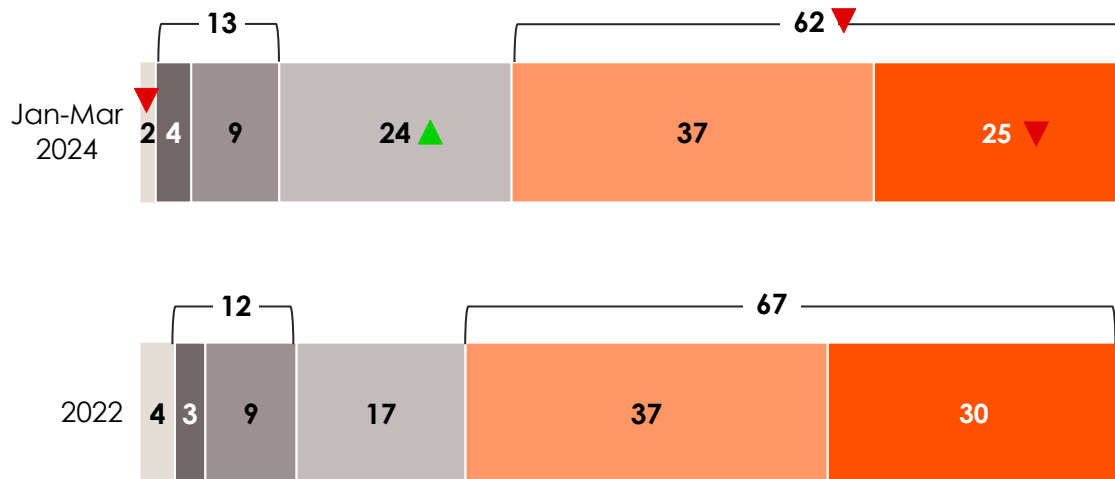


Three in five support compulsory roadside testing of drivers for drug use and only 13% oppose this safety initiative.

Support for road safety initiatives (% among Total NZ)

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

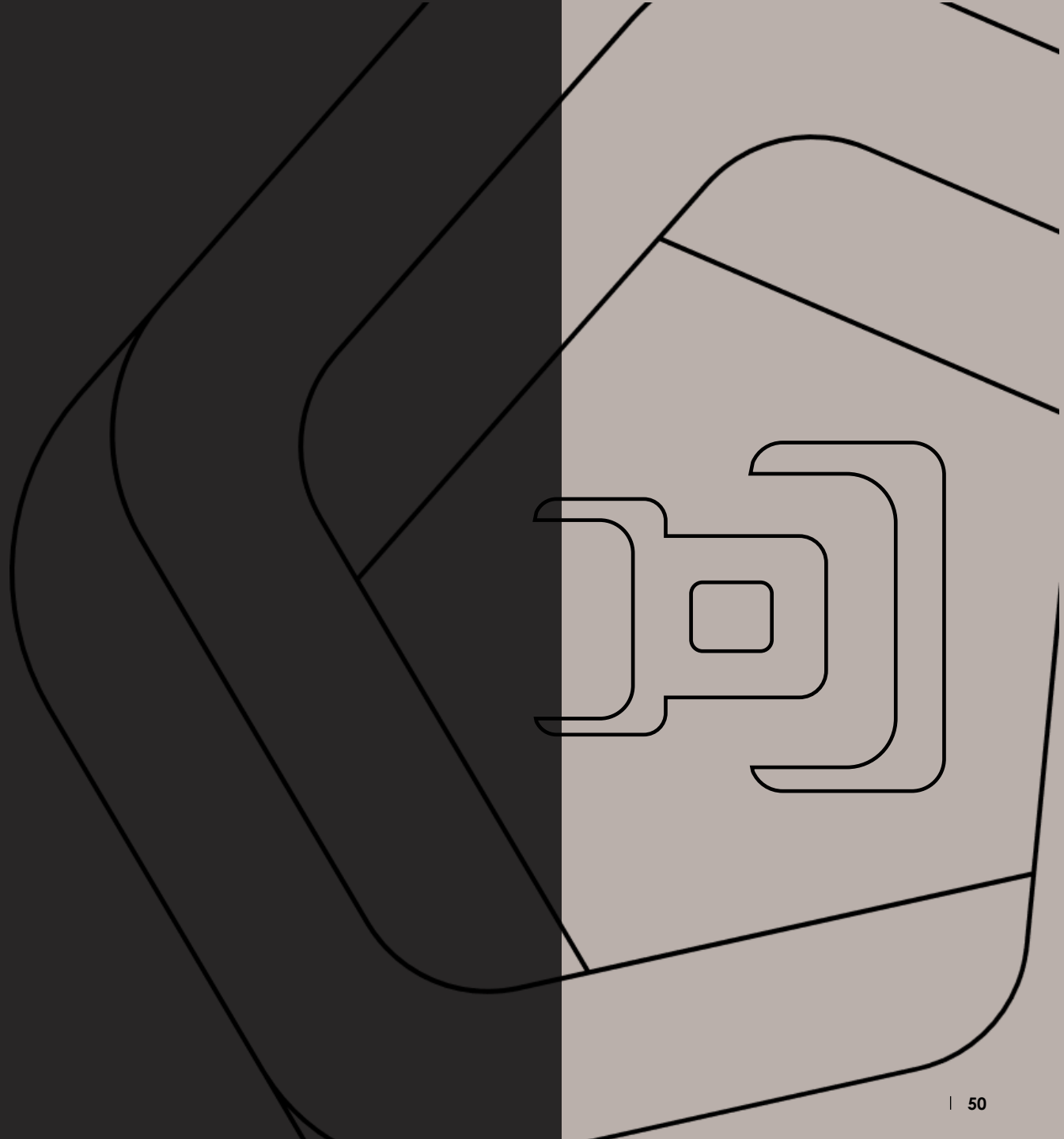
■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support



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▼ = Significantly lower than 2022 at 95% CL

07

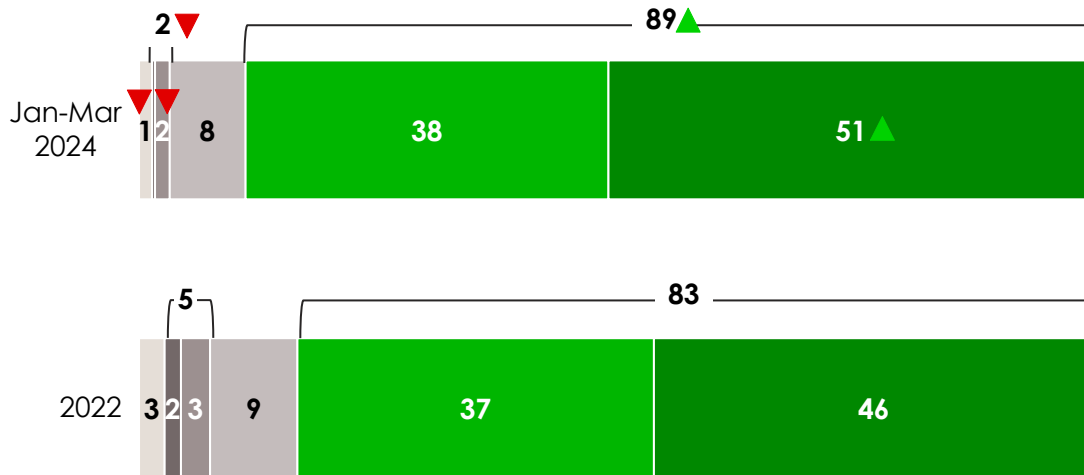
Seat belts



The majority of New Zealanders think that enforcing the use of seat belts helps reduce road deaths, and half are in strong agreement.

Enforcing the use of seat belts helps reduce road deaths (% among Total NZ)

■ Don't know
 ■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree

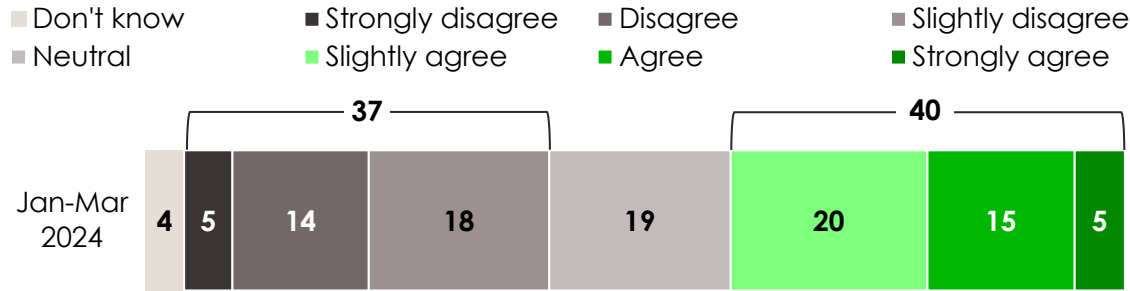


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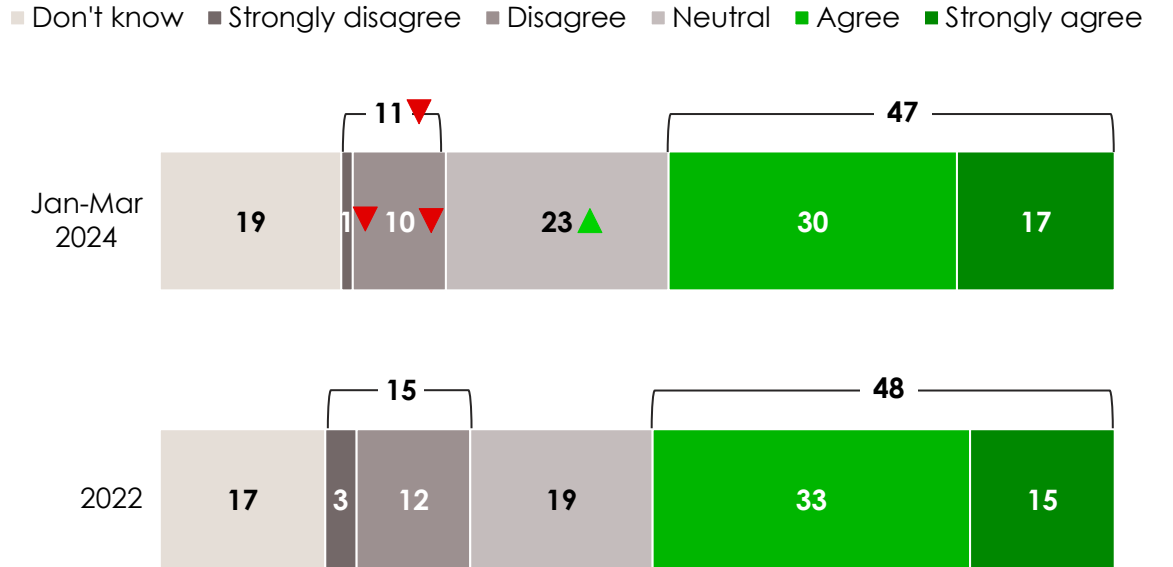
Views are divided towards the likelihood of people getting a ticket if not wearing a seat belt. As many think this is unlikely (37%) as think it is likely (40%). One in two think that the penalties for not wearing a seat belt are not very severe even if you are caught.

Attitudes towards seat belts (% among Total NZ)

People who do not wear seat belts are likely to get a ticket



Penalties for not wearing a seat belt are not very severe even if you are caught

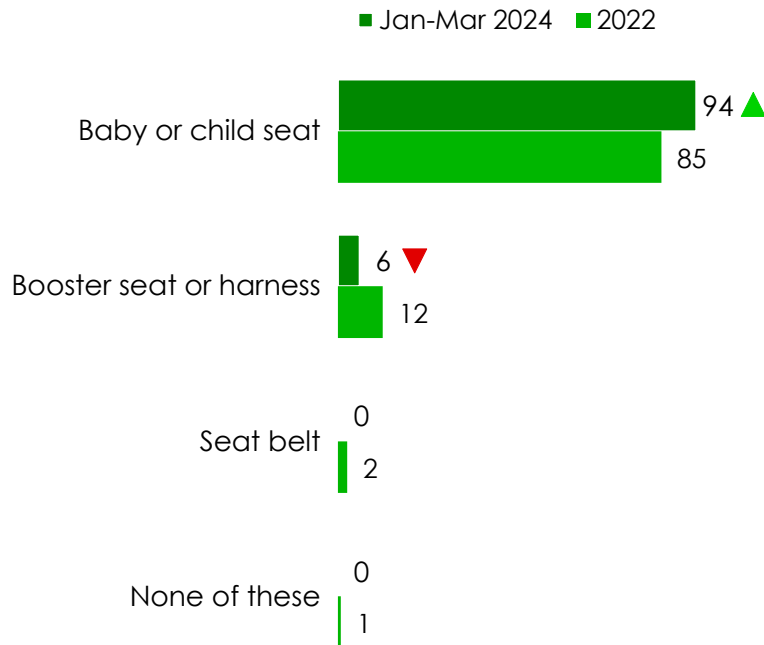


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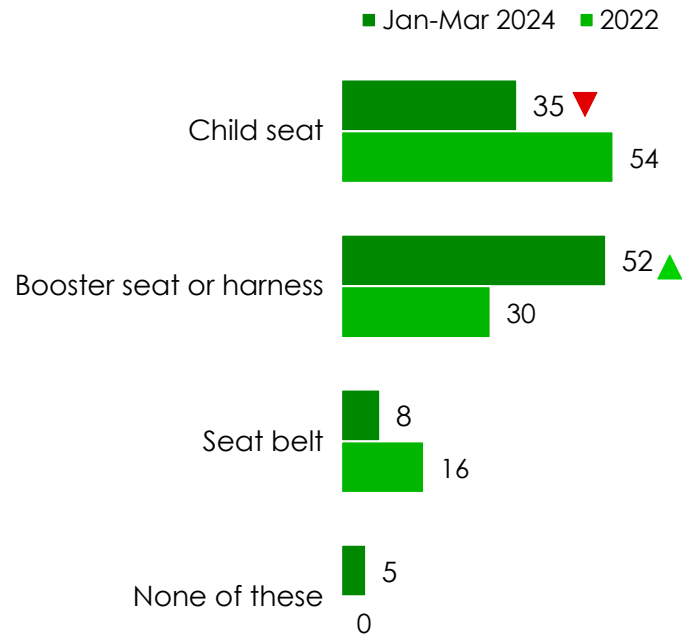
Among respondents who regularly drive with children aged up to 9 years, the majority claim that their youngest child was restrained when last driven. However, five percent of 5 to 6 year olds and six percent of 7 to 9 year olds had no form of restraint when last driven.

Use of child restraints

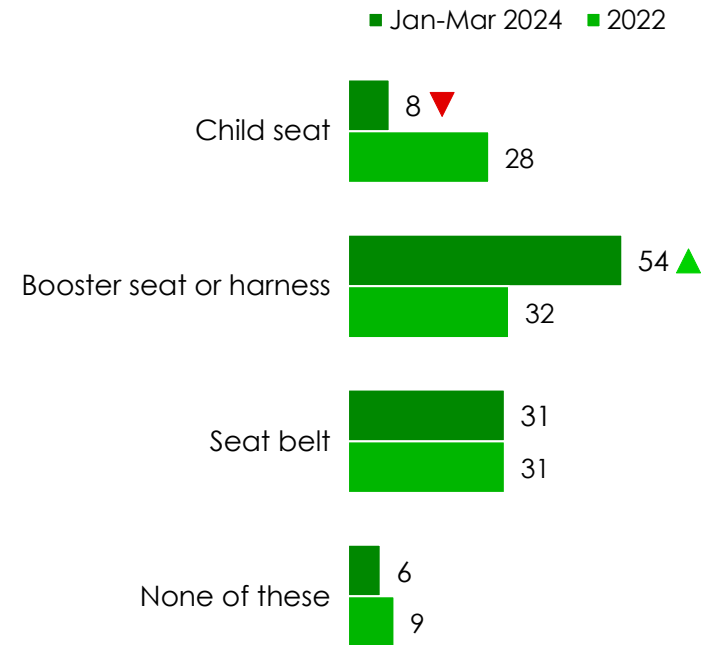
Child restraint use when last drove with child aged 0 to 4 years (% those with a child aged 0 to 4 years)



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



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



▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

Source: Q44c Now we have a question about children travelling in cars. First, do you regularly drive with children aged nine or under in your car? Q44d How old is the youngest child you drive? Q44e [CHILD AGED 0 TO 4 YEARS] Last time you drove with this child in the car, was the child in a baby or child seat, booster seat, seatbelt or none of these? Q44f [CHILD AGED 5 TO 9 YEARS] Last time you drove with this child in the car, was the child in in a child seat, booster seat, seatbelt or none of these?

Base: Those who regularly drive a ... Child aged 0 to 4 years 2024 n = 221 | 2022 n = 239 ; Child aged 5 to 6 years 2024 n = 80 | 2022 n = 81 ; Child aged 7 to 9 years 2024 n = 89 | 2022 n = 100

08

Fatigue

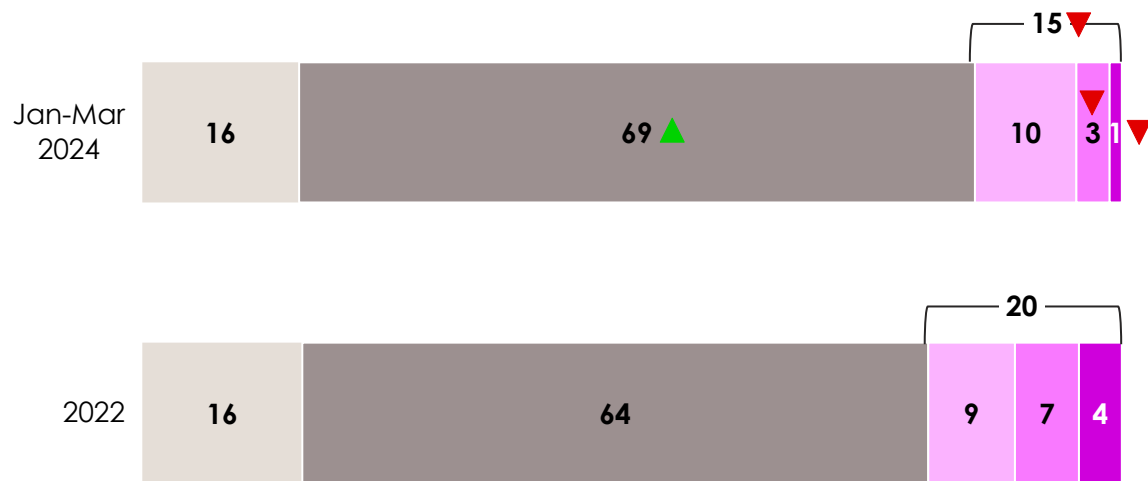


Fifteen percent of drivers have had trouble staying awake on at least one occasion in the last 12 months while driving to or from work, and twelve percent while driving as part of their work.

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

While driving to or from work

■ Don't know / not applicable ■ Not at all ■ Once or twice ■ Occasionally ■ Often



While driving as part of your work

■ Don't know / not applicable ■ Not at all ■ Once or twice ■ Occasionally ■ Often



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Just under three in ten drivers have had trouble staying awake on a long trip on at least once occasion in the last twelve months. Most commonly, this has only occurred once or twice although 7% experience this occasionally or often.

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

While driving on a long trip such as a holiday or to a family funeral or tangi

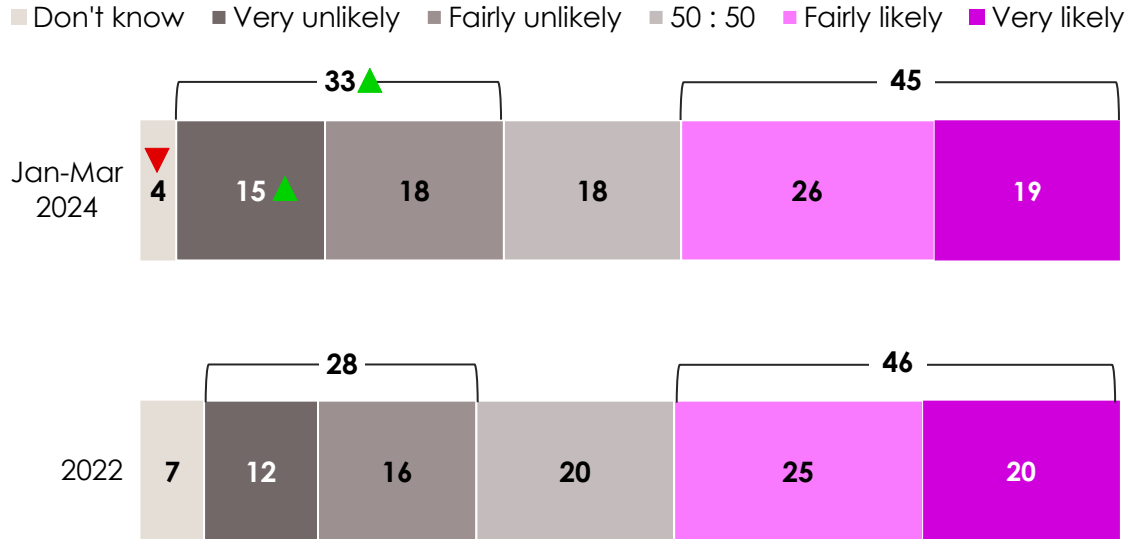
■ Don't know / not applicable ■ Not at all ■ Once or twice ■ Occasionally ■ Often



▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

Just under one in two drivers (45%) claim to be at least fairly likely to pull over and have a short nap when drowsy and driving. One in three think they would be unlikely to pull over and nap.

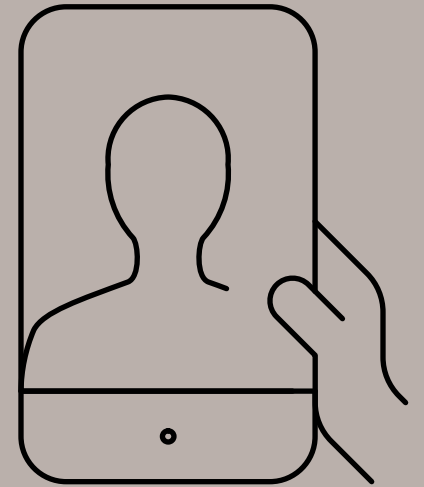
Likelihood of pulling over to have a short nap when drowsy and driving (% among those with a driver's licence)



▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

09

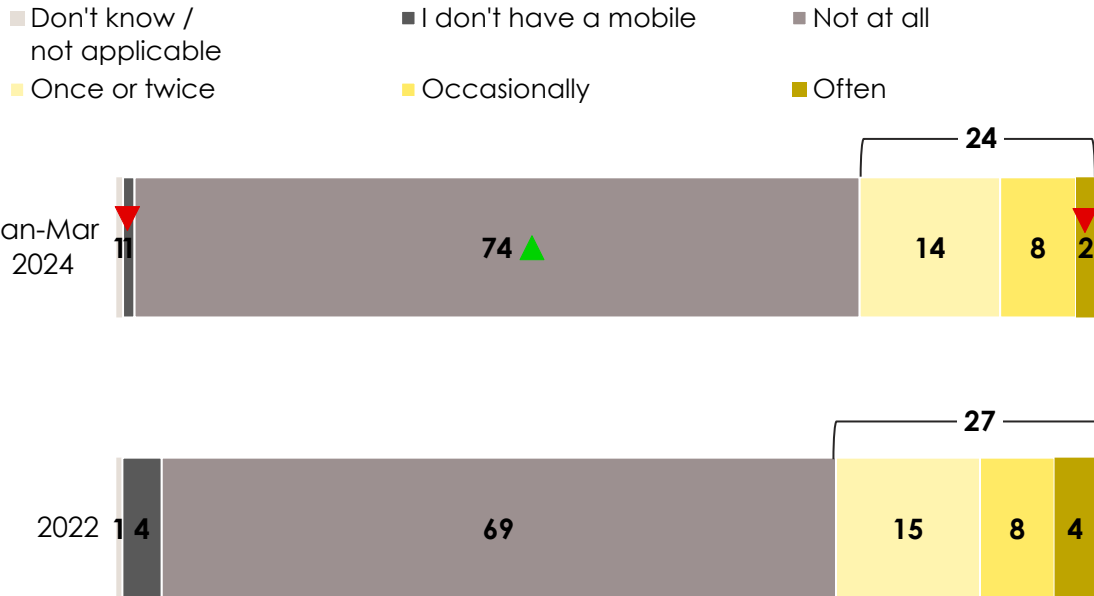
Driver distraction



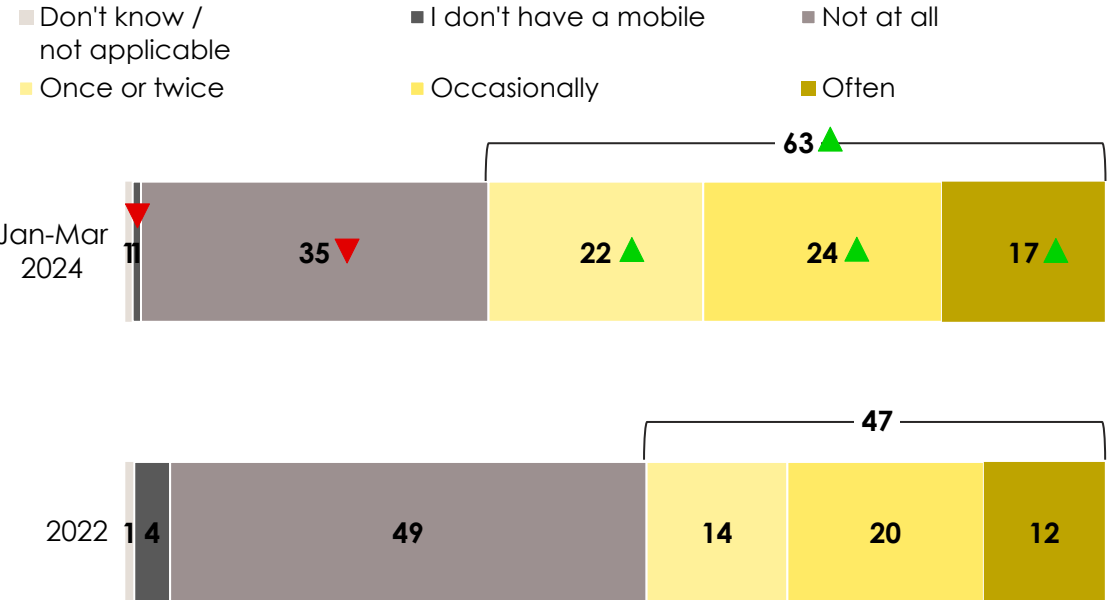
Two in three drivers claim to have made hands-free phone calls while driving in the past month, being significantly higher than in 2022 (47%). One in four claim to have made hand-held phone calls in the past month, which is similar to 2022.

Frequency of using a mobile while driving (% among those with a driver's licence)

Hand held phone calls



Hands free phone calls

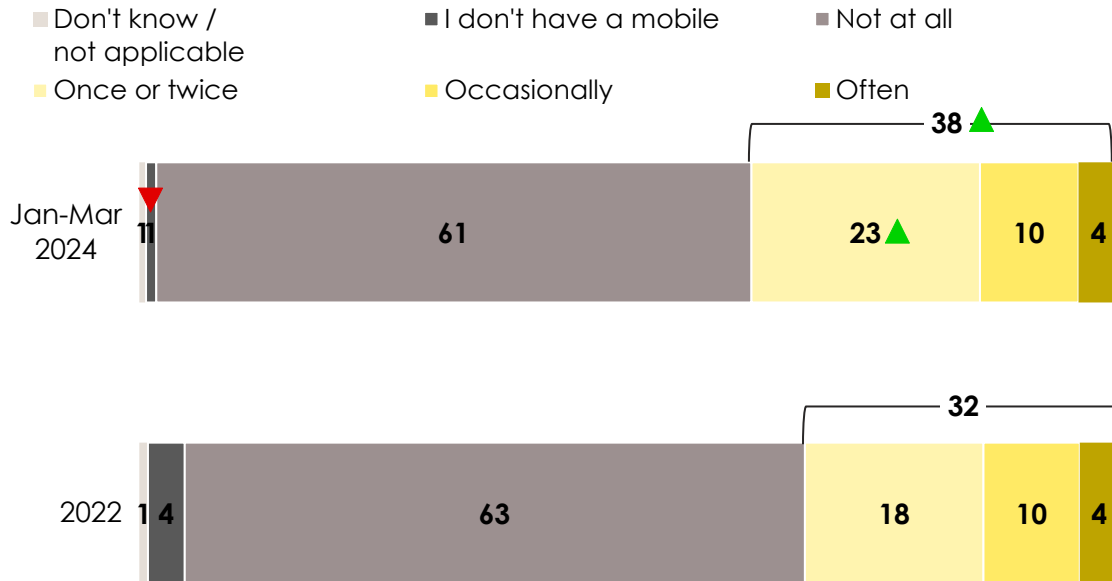


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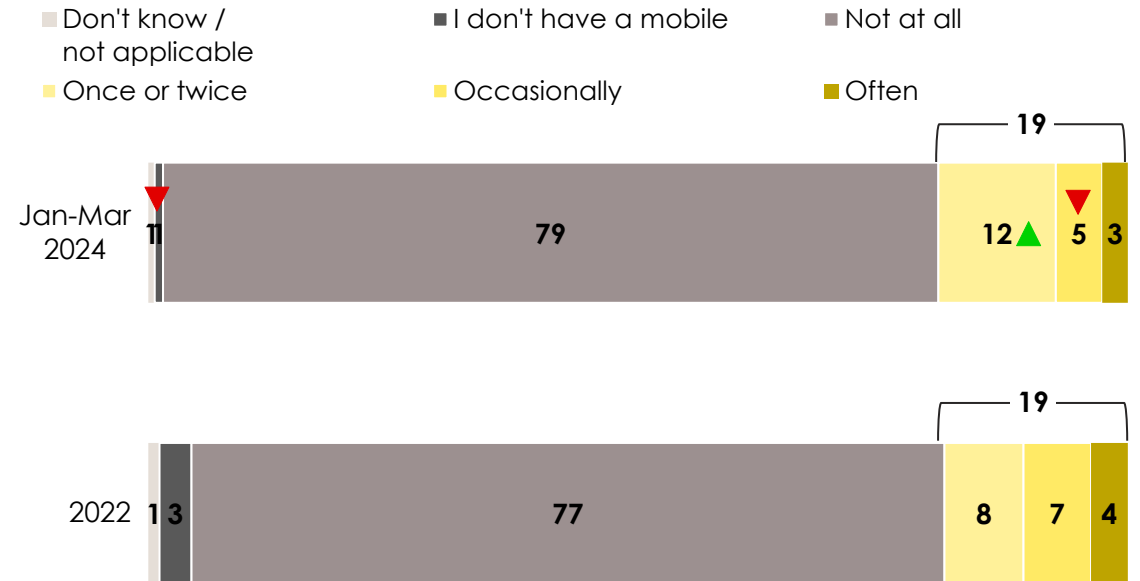
Two in five drivers claim to have texted while driving, being an increase on 2022 (32%). One in five claim to have checked or replied to social media messages while driving.

Frequency of using a mobile while driving (% among those with a driver's licence)

Sending or reading text messages



Checking or replying to Facebook, Instagram or other social media messages

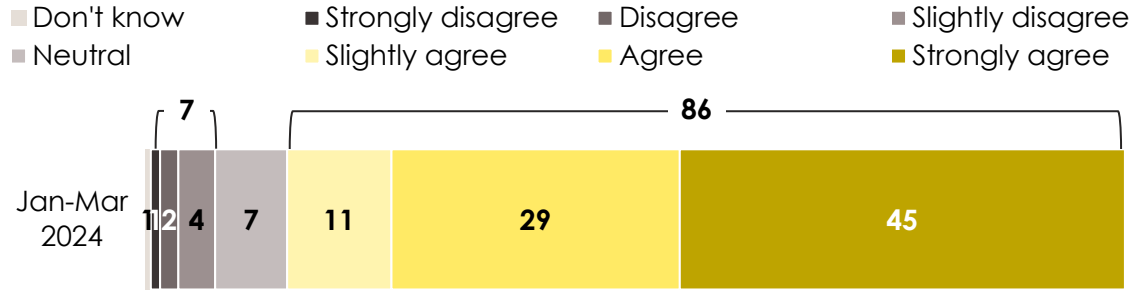


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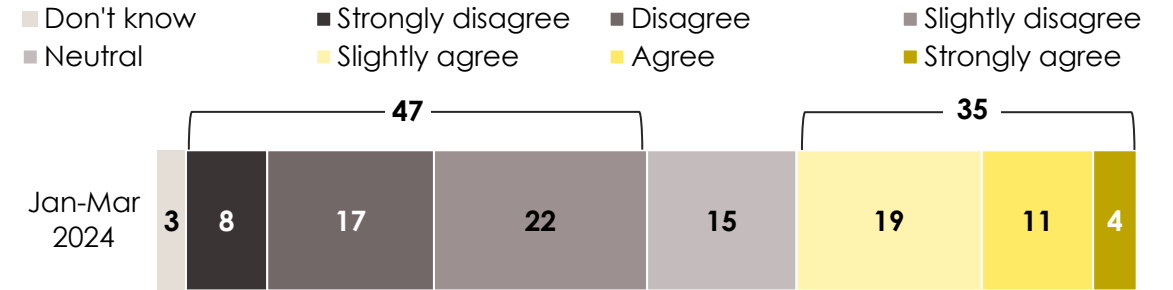
The majority of New Zealanders think that it's never acceptable to use a hand-held mobile phone or text while driving. One in three (35%) think people engaging in this behaviour are likely to get a ticket, however, one in two think it is unlikely.

Attitudes towards distractions while driving (% among Total NZ)

It is never acceptable to use a hand-held mobile phone or text while driving

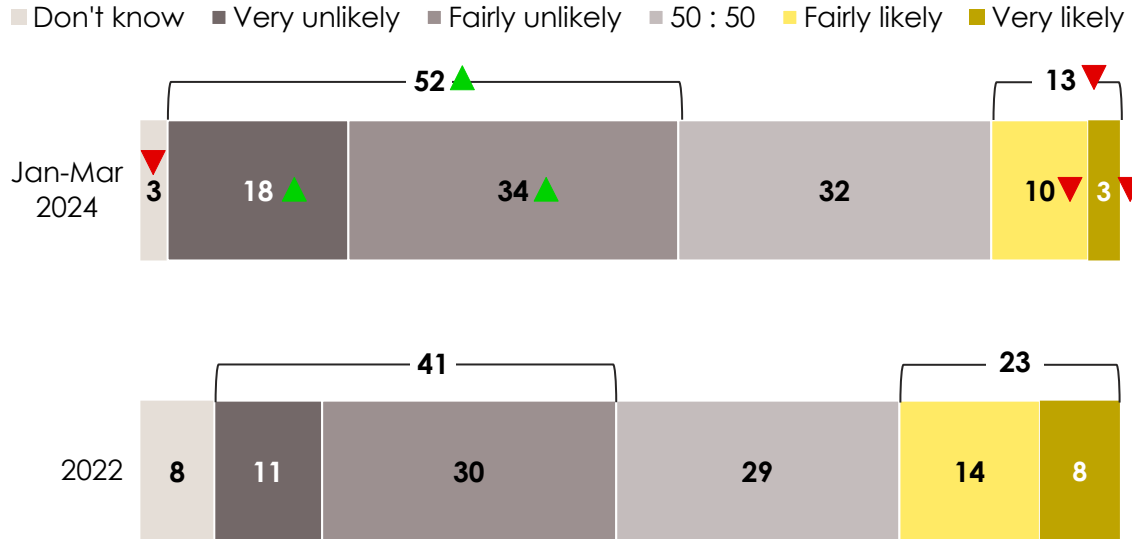


People who use hand-held mobile phones or text while driving are likely to get a ticket



Only thirteen 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, while one in two consider this to be unlikely.

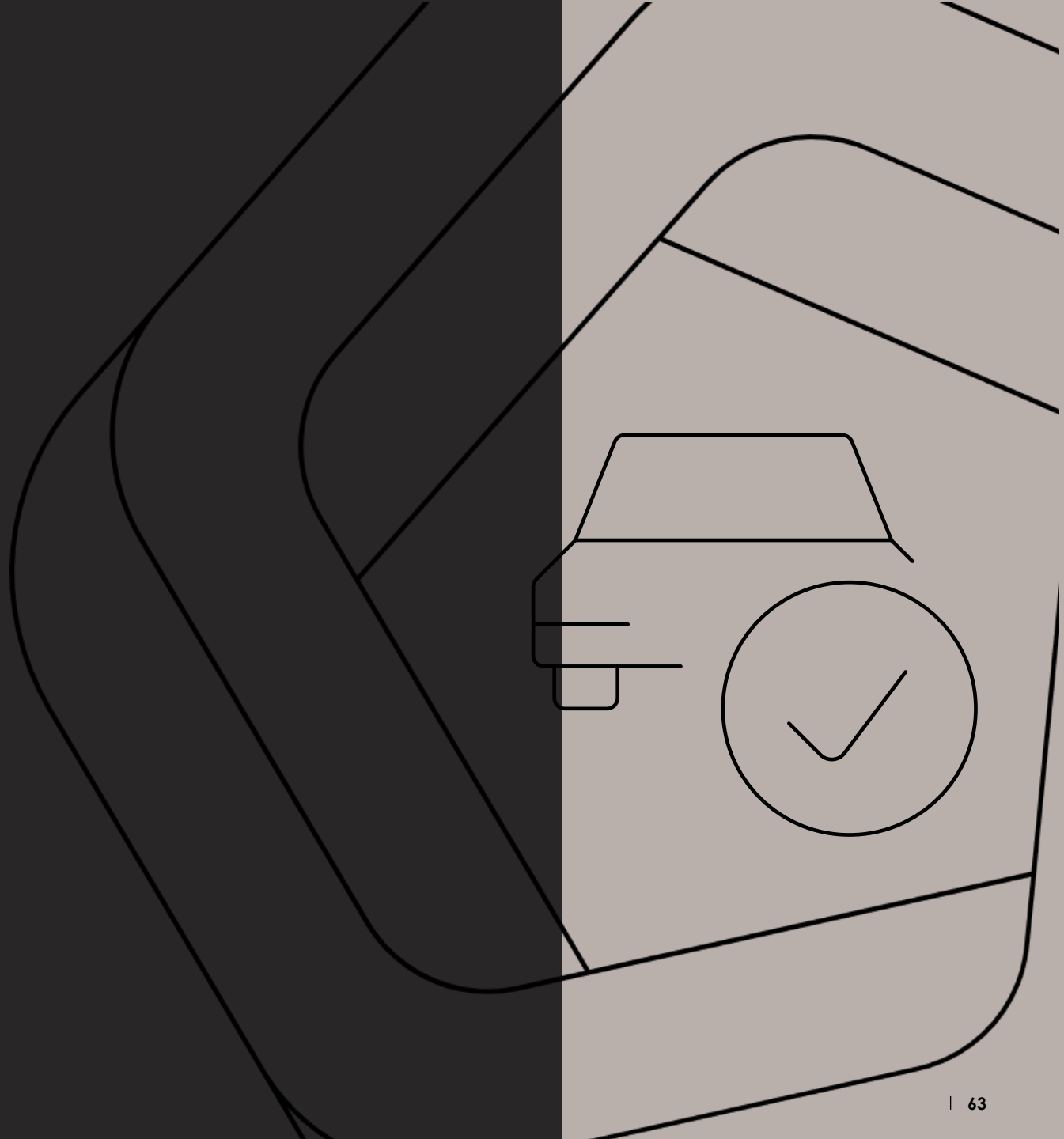
Likelihood of a person who is using a hand-held cell phone or texting while driving, to be caught by the Police (% among Total NZ)



▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

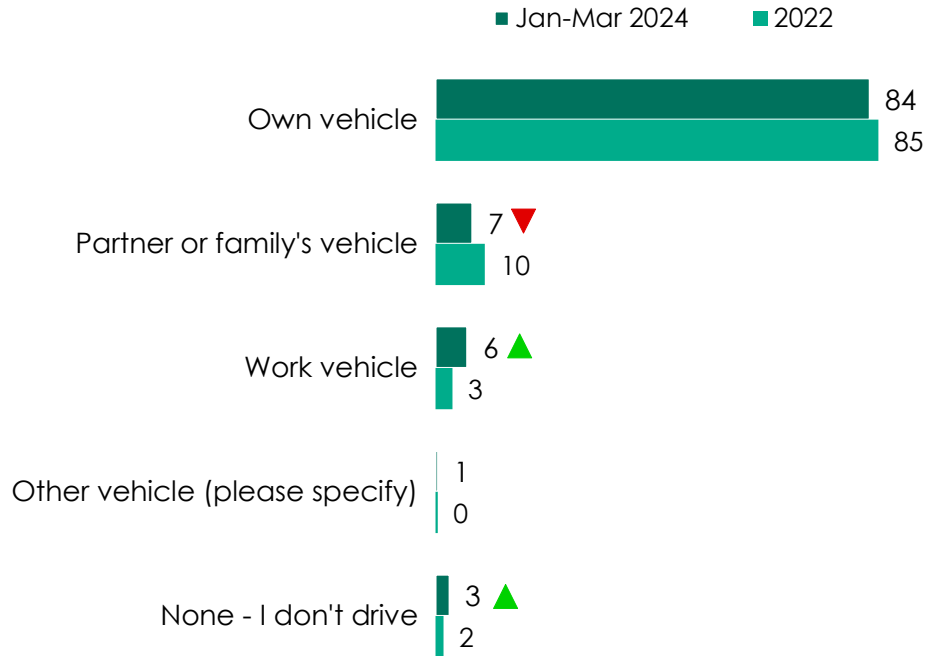
10

Vehicle safety



Most drivers usually drive their own vehicle. Seven percent usually drive a partner or family member’s vehicle, and six percent usually drive a work vehicle.

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



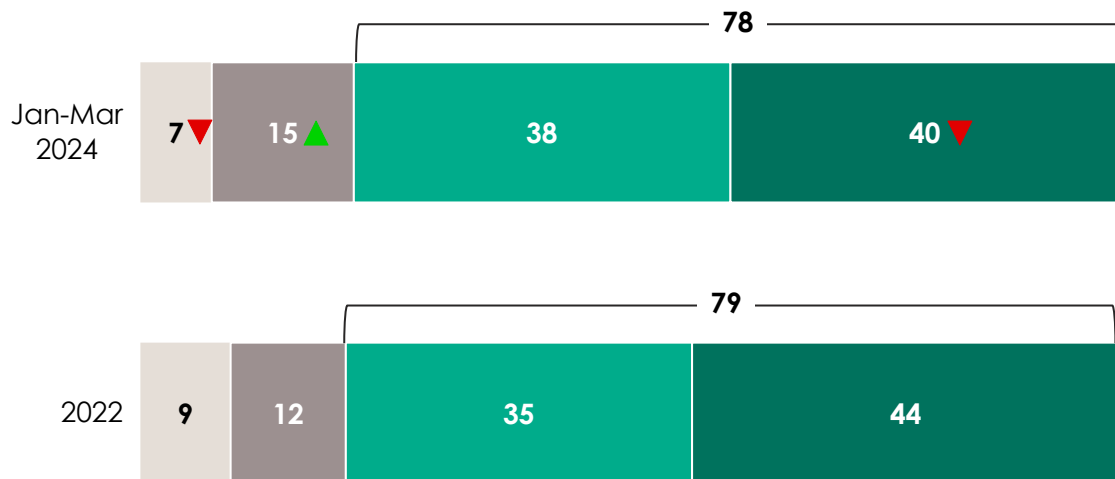
▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

The majority of drivers understand that car safety features can help to both avoid a crash and prevent injuries in a crash. Views are however divided between whether this makes a large or a slight difference.

Impact of safety features (% among those with a driver's licence)

Impact of car safety features in helping you avoid a crash

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



Impact of car safety features in preventing you from being injured in a crash

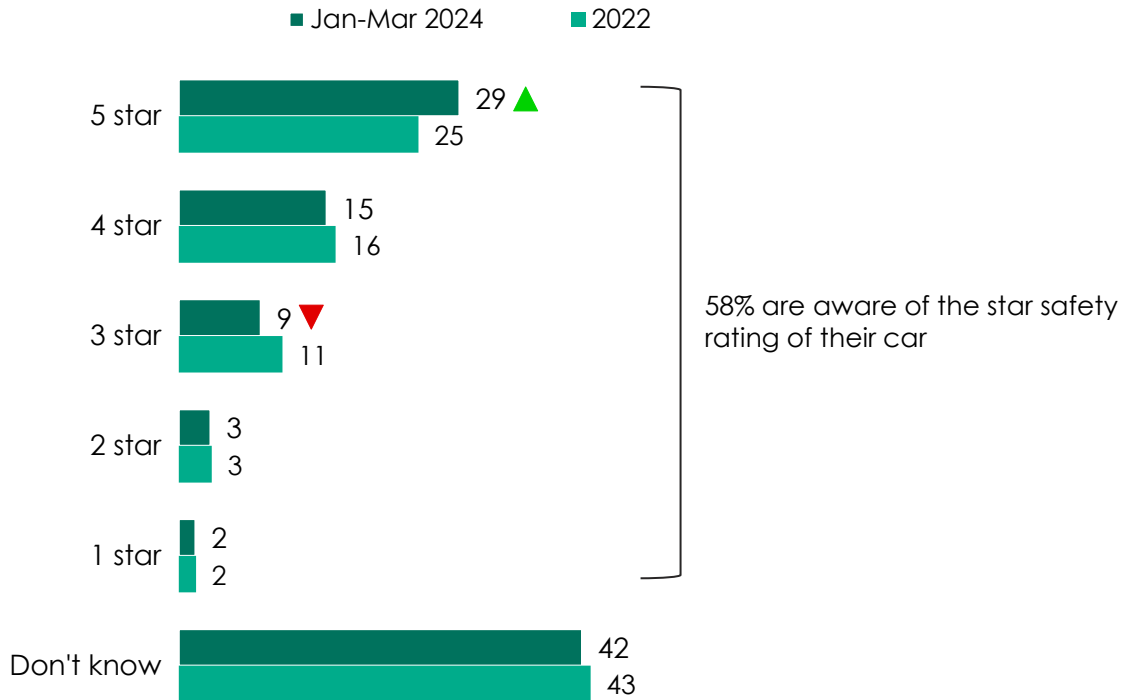
■ Don't know ■ Make no difference ■ Make a slight difference ■ Make a large difference



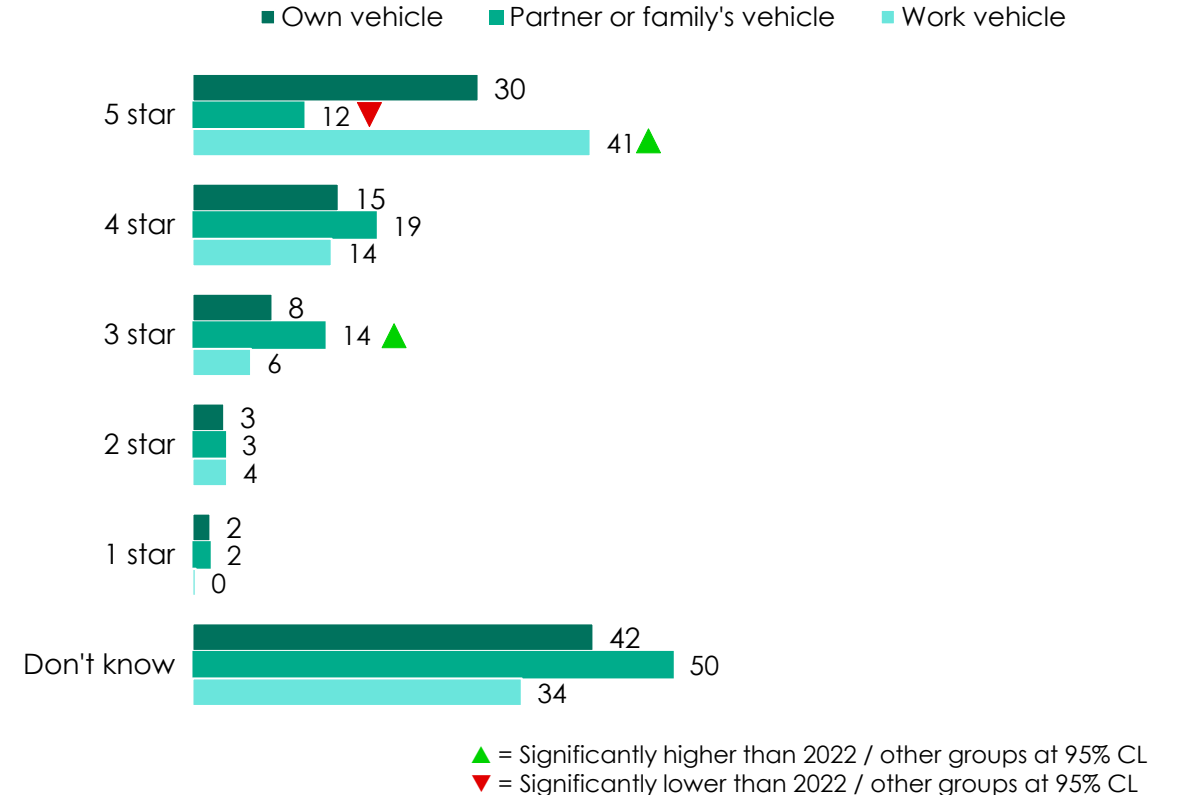
▲ = Significantly higher than 2022 at 95% CL
▼ = Significantly lower than 2022 at 95% CL

Three in five 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.

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

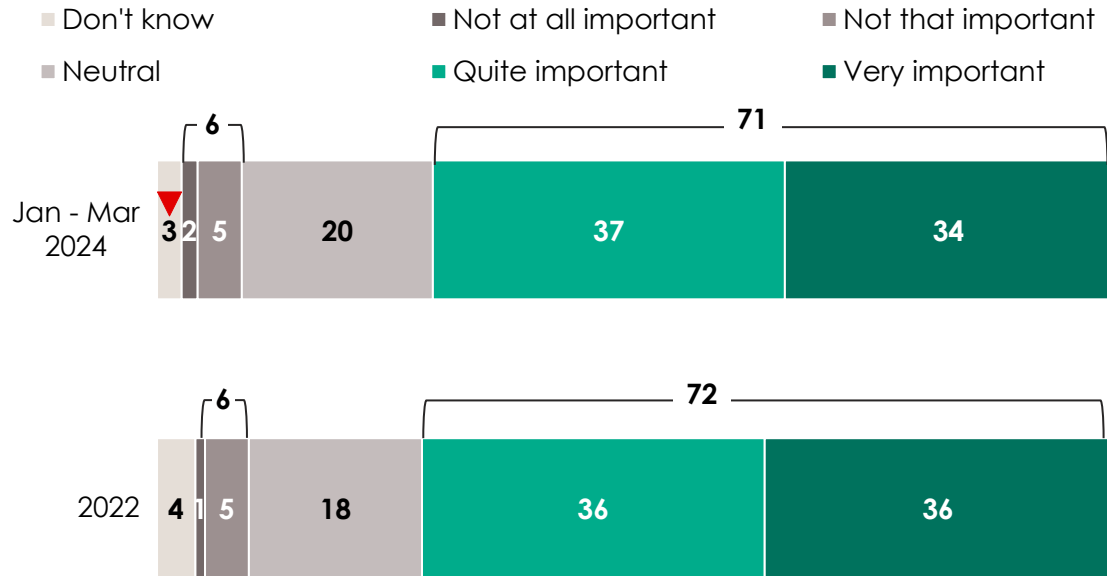


By ownership of car usually driven (% among those with a driver's licence, Jan-Mar 2024)

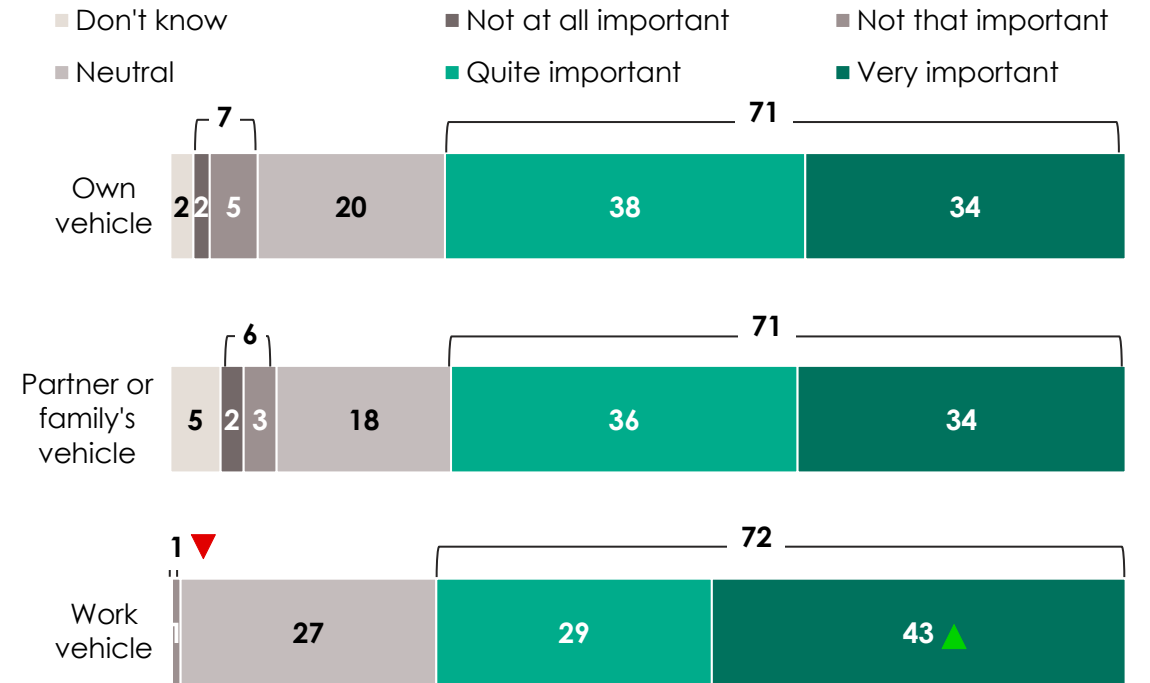


Consistent with 2022, seven in ten drivers think that it is at least quite important that their car has a high star safety rating. Those that think it is very important is stable at one in three.

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



By ownership of car usually driven (% among those with a driver's licence, Jan-Mar 2024))



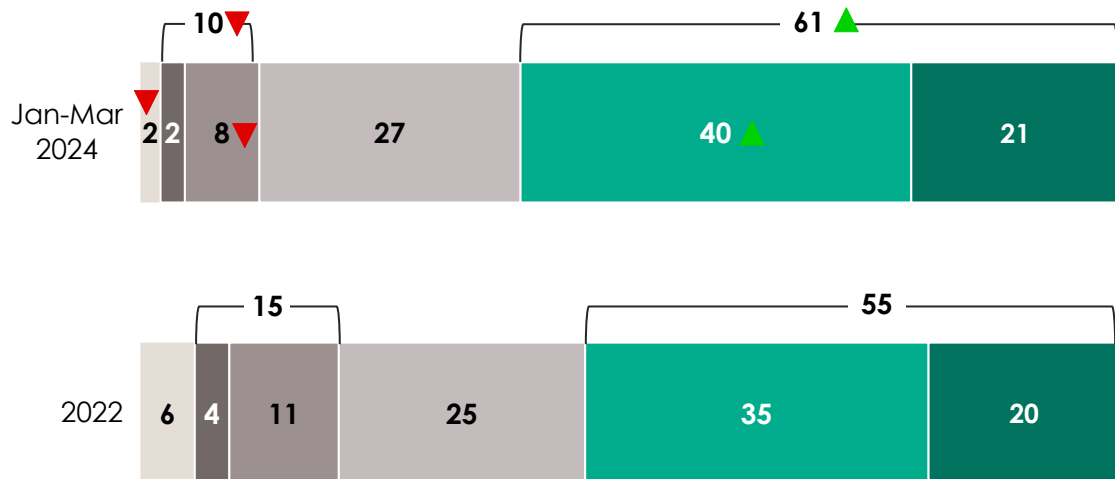
▲ = Significantly higher than 2022 / other groups at 95% CL
 ▼ = Significantly lower than 2022 / other groups at 95% CL

Three in five New Zealanders support additional safety features or higher star safety ratings in cars, being a slight increase on 2022 (55%).

Support for road safety initiatives (% among Total NZ)

Requiring additional safety features or higher star safety ratings in cars

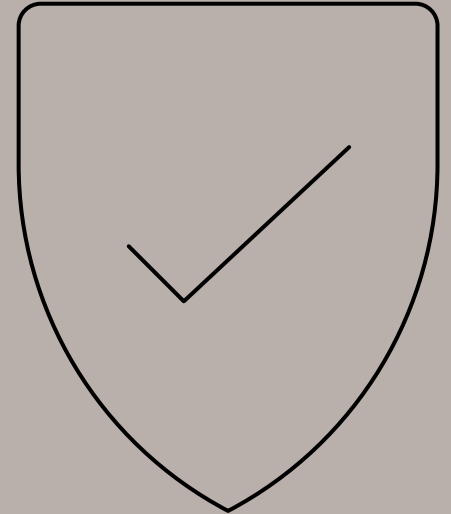
■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support



▲ = Significantly higher than 2022 at 95% CL
 ▼ = Significantly lower than 2022 at 95% CL

11

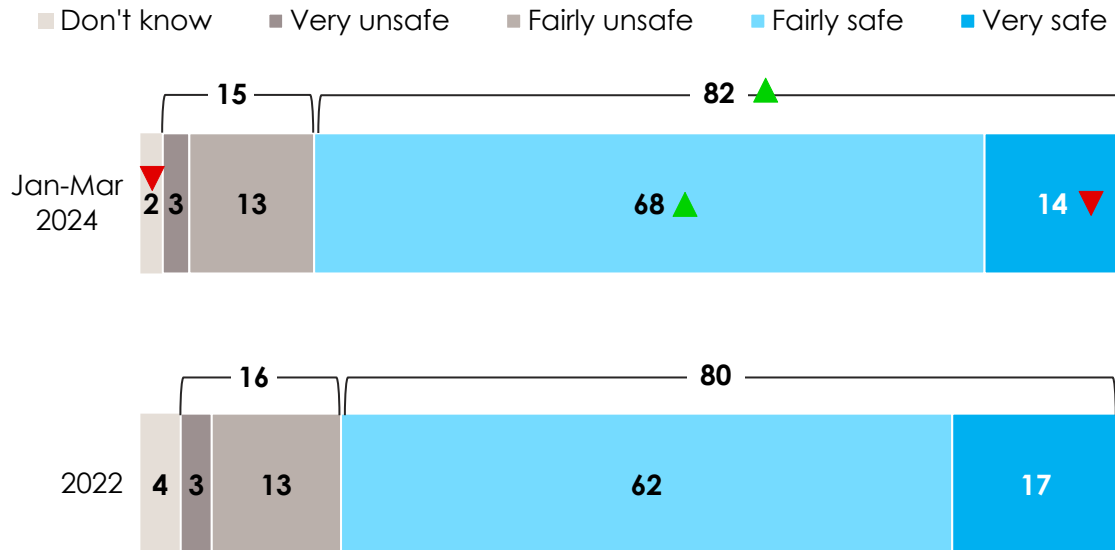
Safety by travel mode



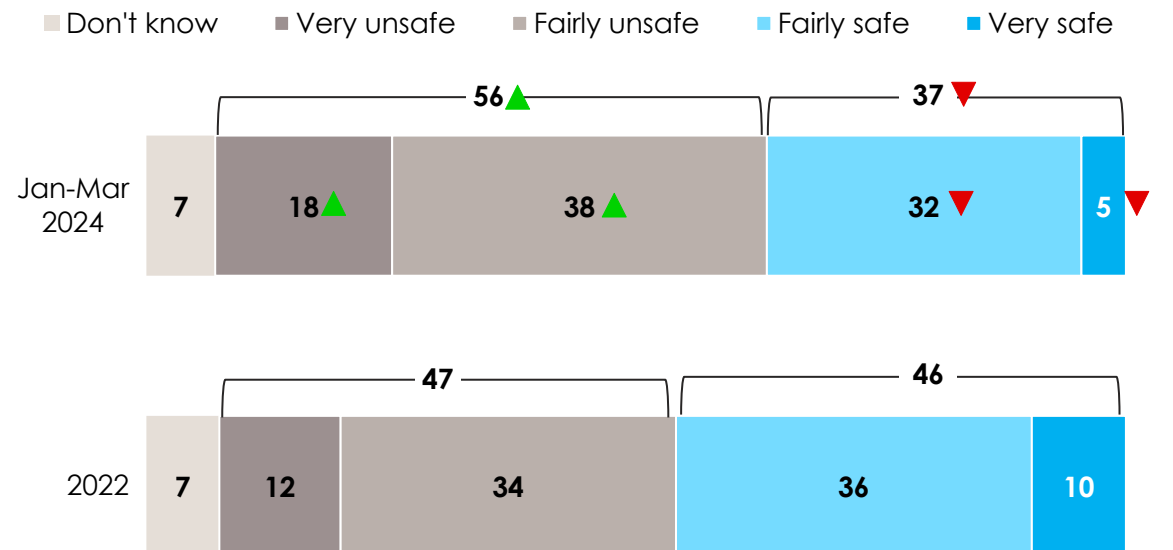
Four in five New Zealanders think it is at least fairly safe to walk on urban streets in their local area, although fewer than one in five think it is ‘very safe’. Just under two in five think it’s safe to walk on rural or open roads outside of town, with almost three in five thinking this is unsafe.

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

On urban streets



On rural or open roads outside of town

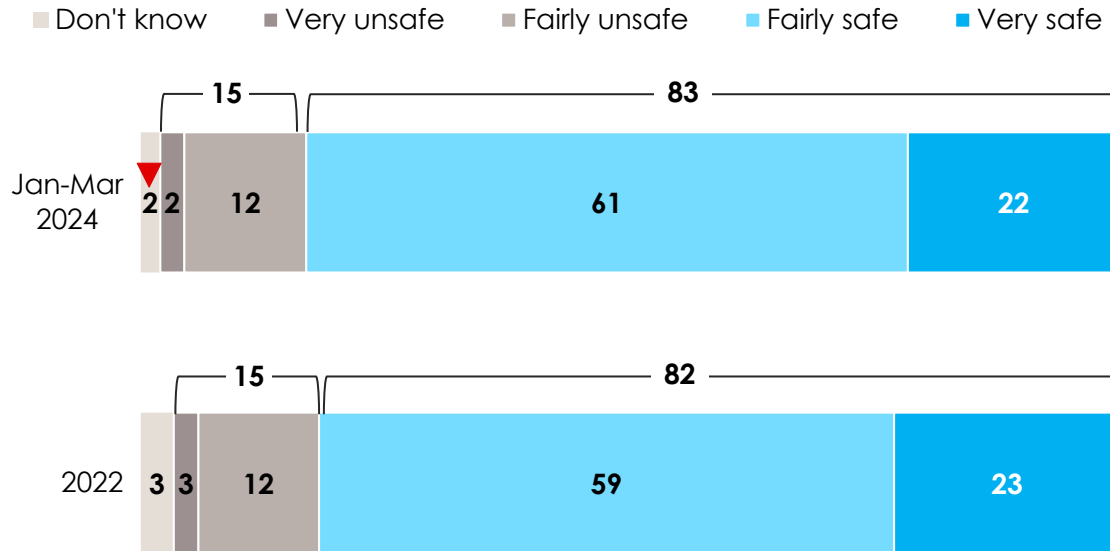


▲ = Significantly higher than 2022 at 95% CL
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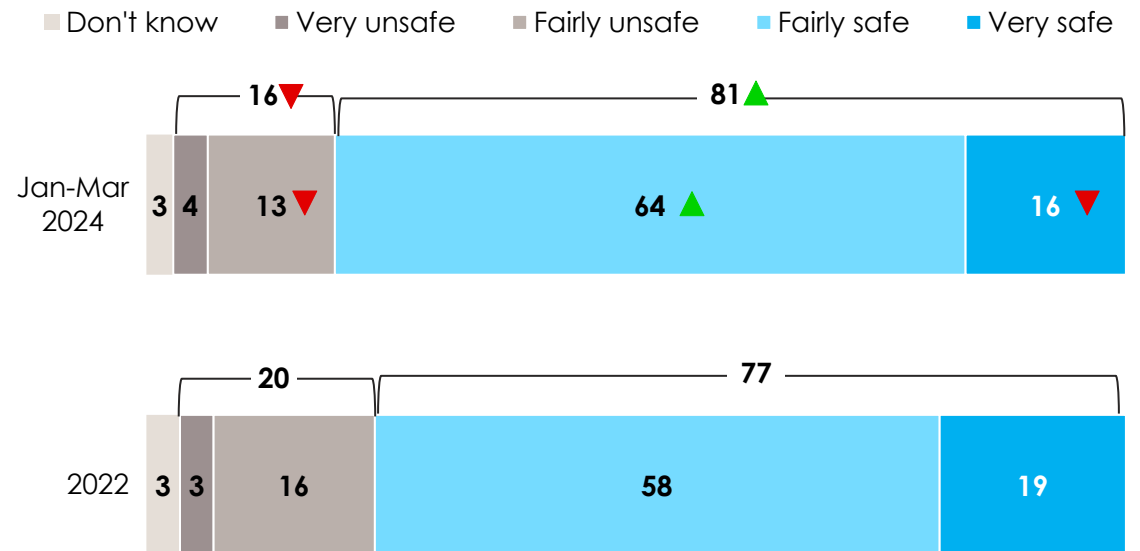
The majority of New Zealanders think it is at least fairly safe to walk in the town centre in their local area and on roads around local schools. Only 15% to 16% think these are unsafe for pedestrians.

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

In the town centre



On roads around local school

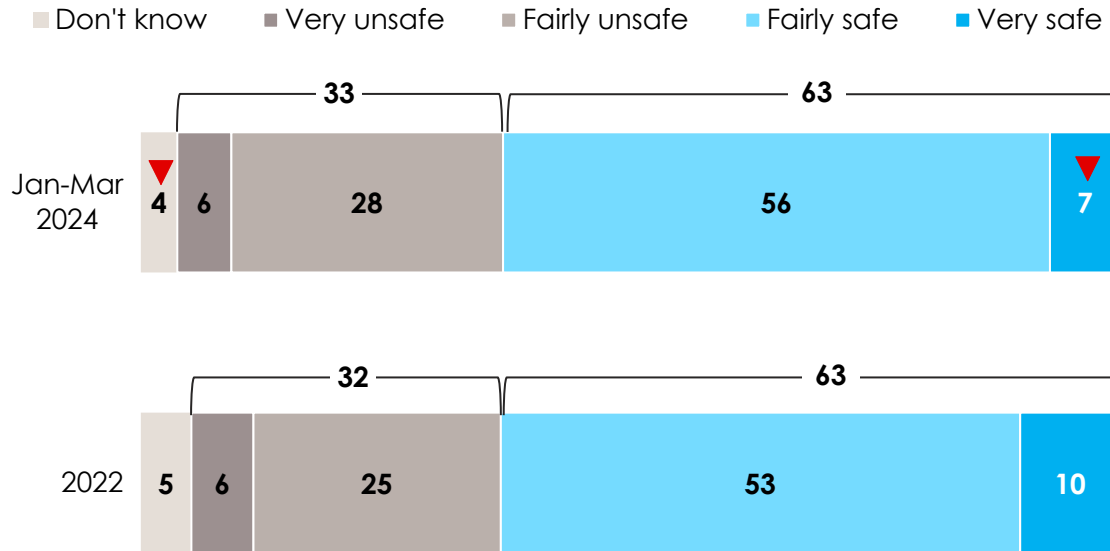


▲ = Significantly higher than 2022 at 95% CL
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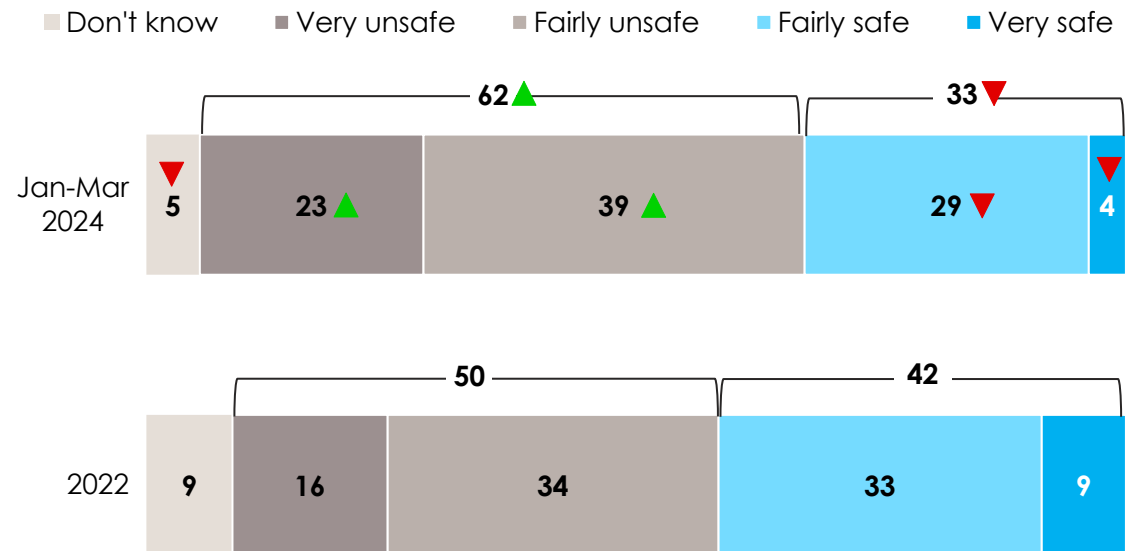
Three in five New Zealanders think it is at least fairly safe to cycle on urban streets in their local area. Only one in three think it's safe to cycle on rural or open roads outside of town in their local area, with three in five thinking this is unsafe.

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

On urban streets



On rural or open roads outside of town

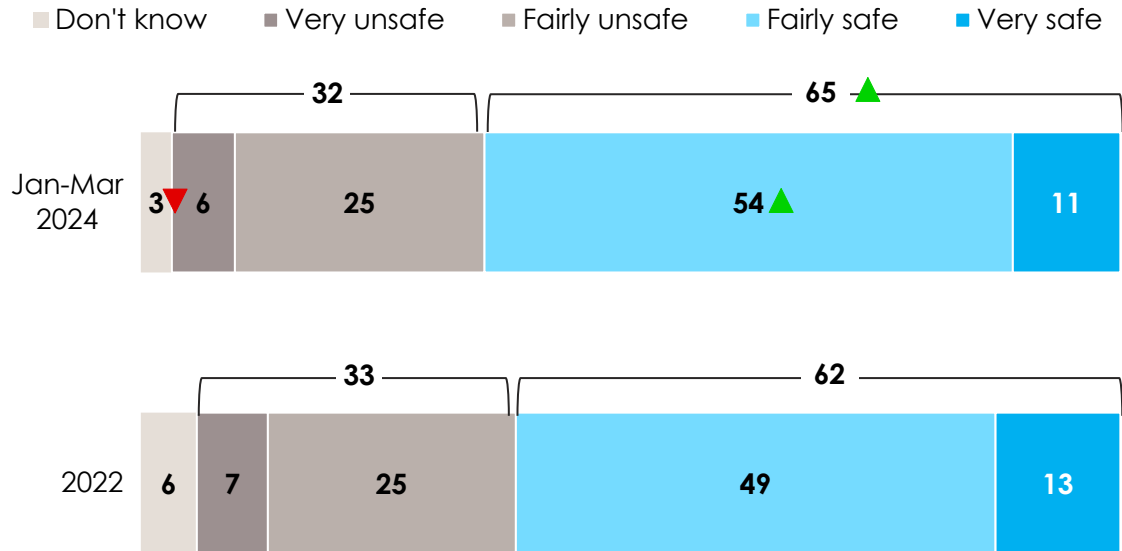


▲ = Significantly higher than 2022 at 95% CL
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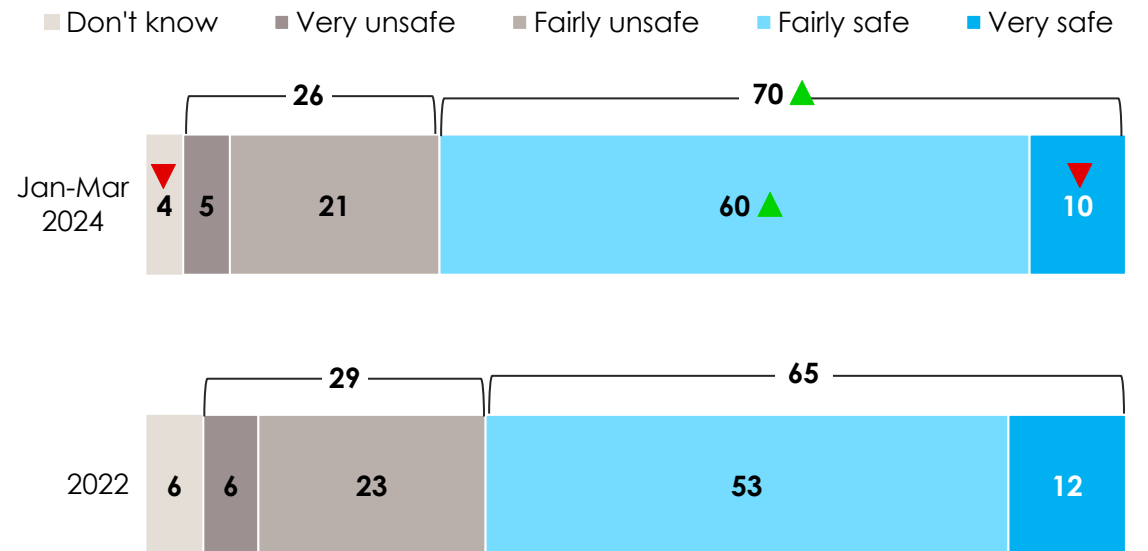
Seven in ten think it is at least fairly safe to cycle on roads around local schools, and 65% think it is at least fairly safe to cycle in the town centre.

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

In the town centre



On roads around local school

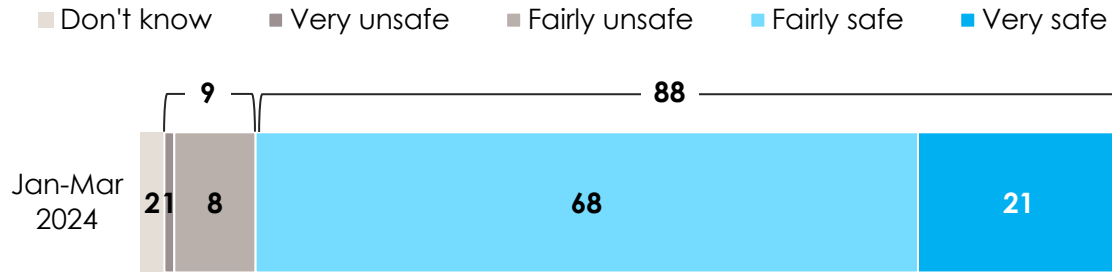


▲ = Significantly higher than 2022 at 95% CL
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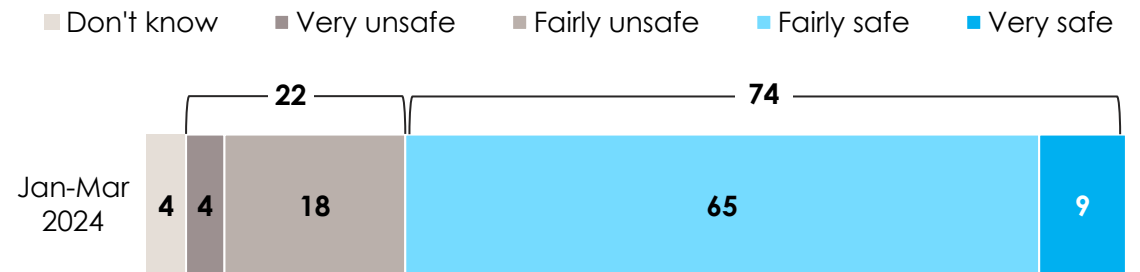
The majority of New Zealanders perceive urban streets to be at least fairly safe for drivers and passengers and three in four think rural or open roads outside of town are at least fairly safe.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

On urban streets



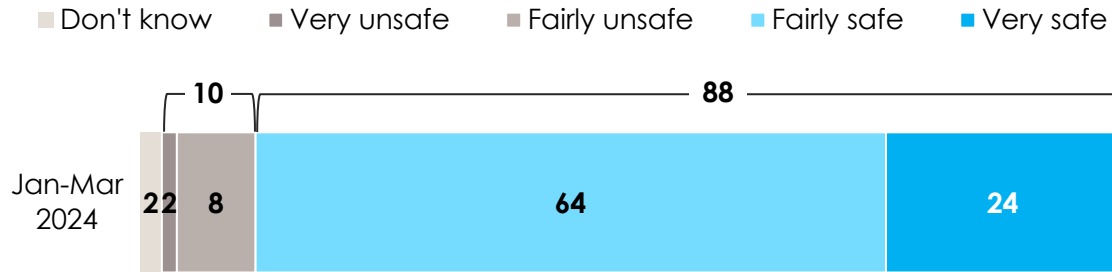
On rural or open roads outside of town



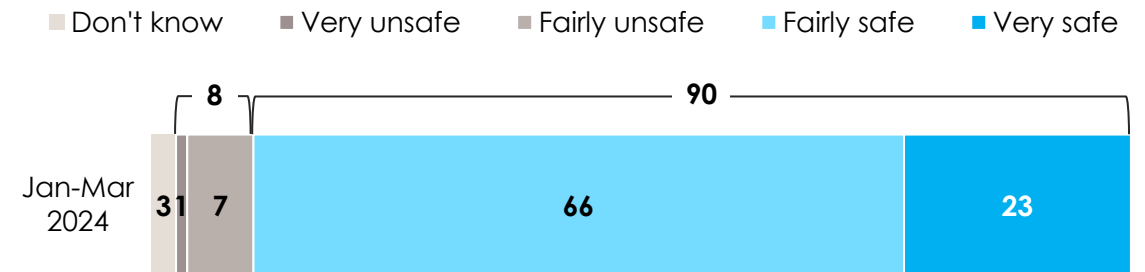
The majority perceive roads in the town centre and around local schools to be at least fairly safe for drivers and passengers.

Safety of roads in your local area for drivers and passengers in a vehicle (% among Total NZ)

In the town centre



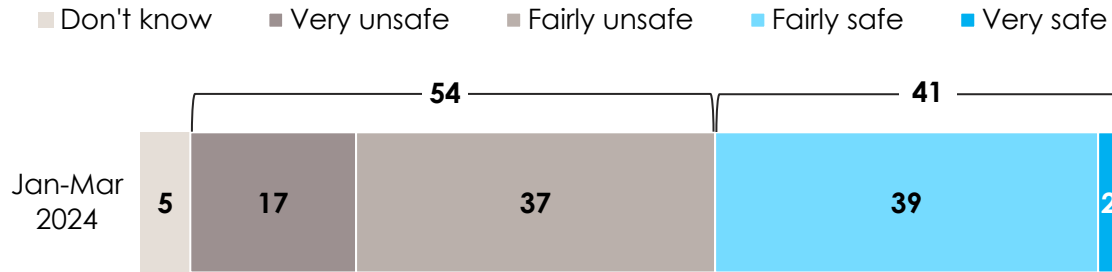
On roads around local school



Two in five New Zealanders think it is at least fairly safe to ride a motorcycle and 36% to ride a scooter.

Safety of other vehicles (% among Total NZ)

Riding a motorcycle



Riding a scooter

