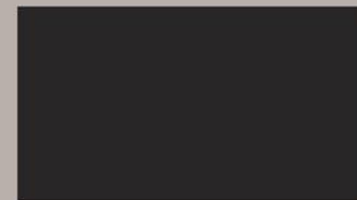









# Road User Safety Monitor

## 2025 report

Provided: August 2025



# Contents

|   |   |    |   |                          |    |
|---|---|----|---|--------------------------|----|
|   | 1. Background                               | 3  |   | 7. Seat belts            | 62 |
|   | 2. Detailed summary                         | 7  |   | 8. Fatigue               | 69 |
|    | 3. General attitudes to enforcement         | 14 |  | 9. Driver distraction    | 74 |
|    | 4. Speed and speed enforcement              | 22 |  | 10. Vehicle safety       | 82 |
|    | 5. Alcohol-impaired driving and enforcement | 45 |  | 11. Safety of travelling | 89 |
|  | 6. Drug-impaired driving and enforcement    | 56 |   |                          |    |

01

# Background

# Background and Methodology overview

## Background

**The Road User Safety Monitor** tracks safety behaviours and how New Zealanders view and respond to road safety matters and initiatives.

There is a continuous dataset from January 2024, building on surveys conducted in 2022.

A continuous online survey with an annual sample of  $n = 6,660$  allows for:

- Robust comparisons for trends year on year, between regions and demographic groups.
- Sample boosters to analyse impact of specific efforts and programmes.
- Seasonal changes to be reflected in the data.
- Timely monitoring including responses to policy changes, enforcement efforts and public messaging campaigns.

## 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)

Better Together sample boost – Q2 2025: Hawke's Bay  $n = 25$ , Manawatū-Whanganui  $n = 75$ , Wellington  $n = 150$

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:

June 2025 quarter fieldwork was conducted between 1<sup>st</sup> May and 30<sup>th</sup> June 2025.

March 2025 quarter fieldwork was conducted between 29<sup>th</sup> January and 31<sup>st</sup> March 2025.

Average interview duration: 20 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

The weighting was updated in Q1 2025 to be representative of the NZ population based on the 2023 Census.

Statistical testing between time periods and groups is undertaken at the 95% confidence level.

## Respondent profile (weighted)

| %                      | Jul-2024 to Jun-2025 | Jan-Jun 2024 |
|------------------------|----------------------|--------------|
| <b>Gender</b>          |                      |              |
| Male                   | 49                   | 49           |
| Female                 | 51                   | 51           |
| Another gender         | <0.5                 | <0.5         |
| <b>Age</b>             |                      |              |
| 16 to 19 years         | 6                    | 6            |
| 20 to 24 years         | 8                    | 9            |
| 25 to 34 years         | 18                   | 18           |
| 35 to 44 years         | 16                   | 16           |
| 45 to 54 years         | 16                   | 17           |
| 55 to 64 years         | 15                   | 15           |
| 65 plus years          | 20                   | 19           |
| <b>Ethnicity</b>       |                      |              |
| NZ European / European | 70                   | 71           |
| Māori                  | 14                   | 14           |
| Pacific peoples        | 7                    | 7            |
| Asian peoples          | 16                   | 15           |
| New Zealander / Kiwi   | 2                    | 1            |
| Other                  | 1                    | 1            |
| Refused                | 2                    | 2            |

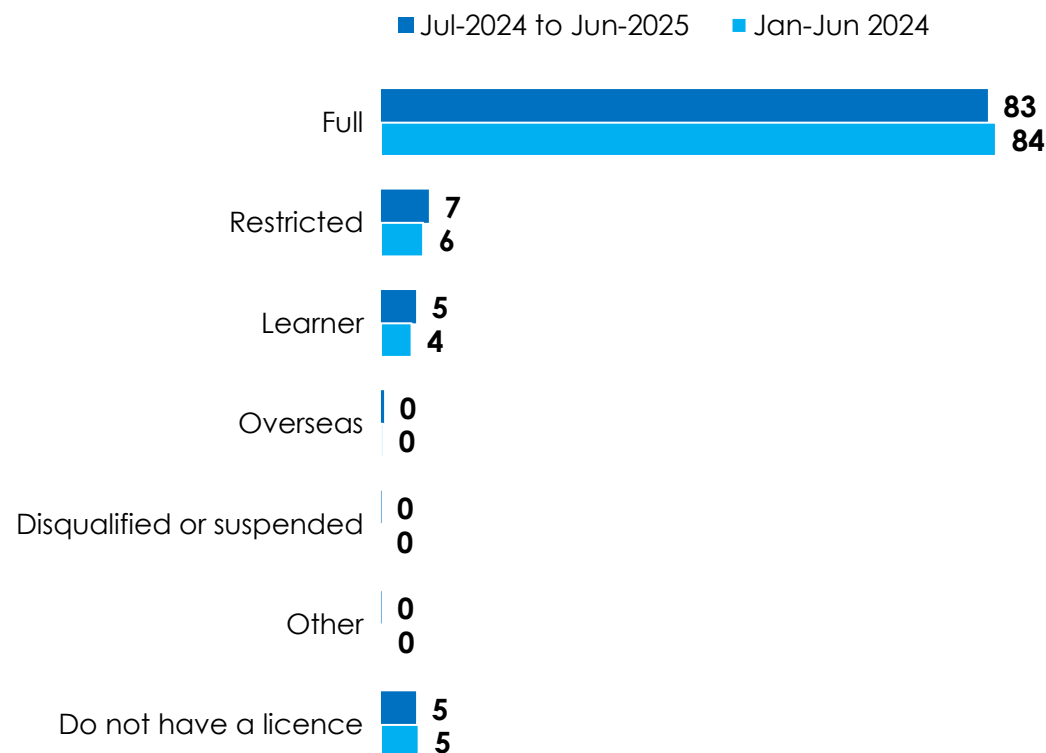
| %                                  | Jul-2024 to Jun-2025 | Jan-Jun 2024 |
|------------------------------------|----------------------|--------------|
| <b>Region</b>                      |                      |              |
| Northland                          | 4                    | 4            |
| Auckland                           | 33                   | 33           |
| Waikato                            | 10                   | 10           |
| Bay of Plenty                      | 7                    | 6            |
| Gisborne                           | 1                    | 1            |
| Hawke's Bay                        | 3                    | 3            |
| Taranaki                           | 2                    | 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            |
| <b>Where live</b>                  |                      |              |
| A central city area                | 14                   | 14           |
| A suburban area                    | 57                   | 57           |
| A town                             | 15                   | 15           |
| Rural area (within 5 km of a town) | 6                    | 6            |
| Rural area (> 5 km from a town)    | 8                    | 7            |
| Not certain                        | 1                    | 1            |

| %  | Jul-2024 to Jun-2025 | Jan-Jun 2024 |
|--|----------------------|--------------|
| <b>People in household aged 16+</b>      |                      |              |
| One                                      | 21                   | 21           |
| Two                                      | 49                   | 47           |
| Three                                    | 14                   | 15           |
| Four or more                             | 12                   | 13           |
| I do not want to answer                  | 4                    | 5            |
| <b>Children under 5 in household</b>     |                      |              |
| Yes                                      | 14                   | 14           |
| No                                       | 85                   | 85           |
| I do not want to answer                  | 1                    | 1            |
| <b>Annual personal income before tax</b> |                      |              |
| Under \$20,000                           | 9                    | 10           |
| \$20,001 - \$40,000                      | 15                   | 16           |
| \$40,001 - \$60,000                      | 14                   | 14           |
| \$60,001 - \$80,000                      | 15                   | 16           |
| \$80,001 - \$100,000                     | 14                   | 14           |
| Over \$100,000                           | 20                   | 17           |
| I do not want to answer                  | 13                   | 14           |

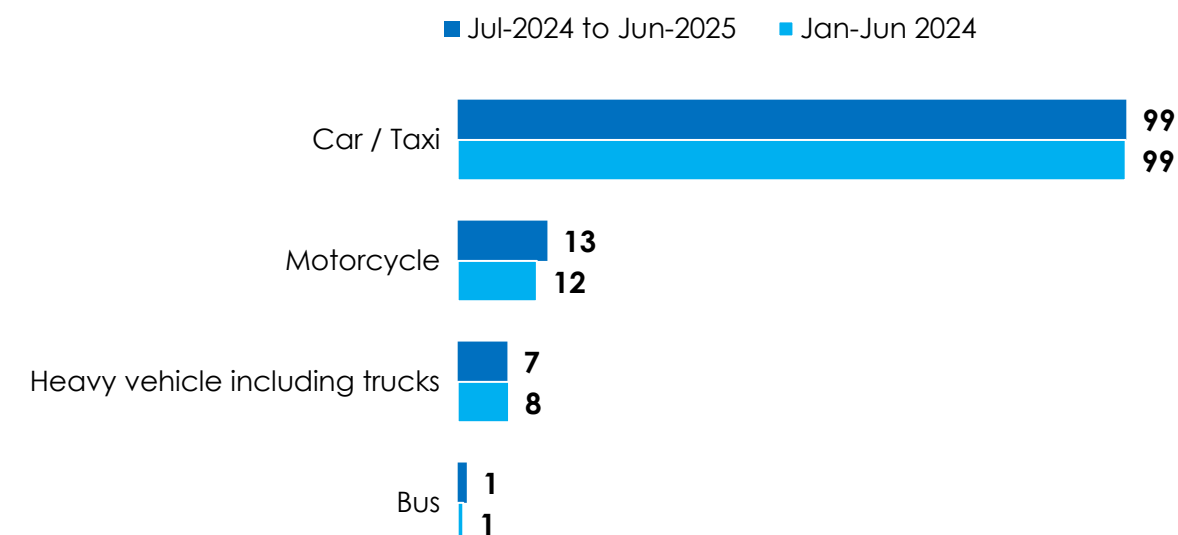
Ninety-five percent of respondents had a licence, typically being a full licence. This was most commonly for a car / taxi but there was a mix of motorcycle and heavy vehicle licences.

## Respondent profile

Licence type (% among Total NZ)



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



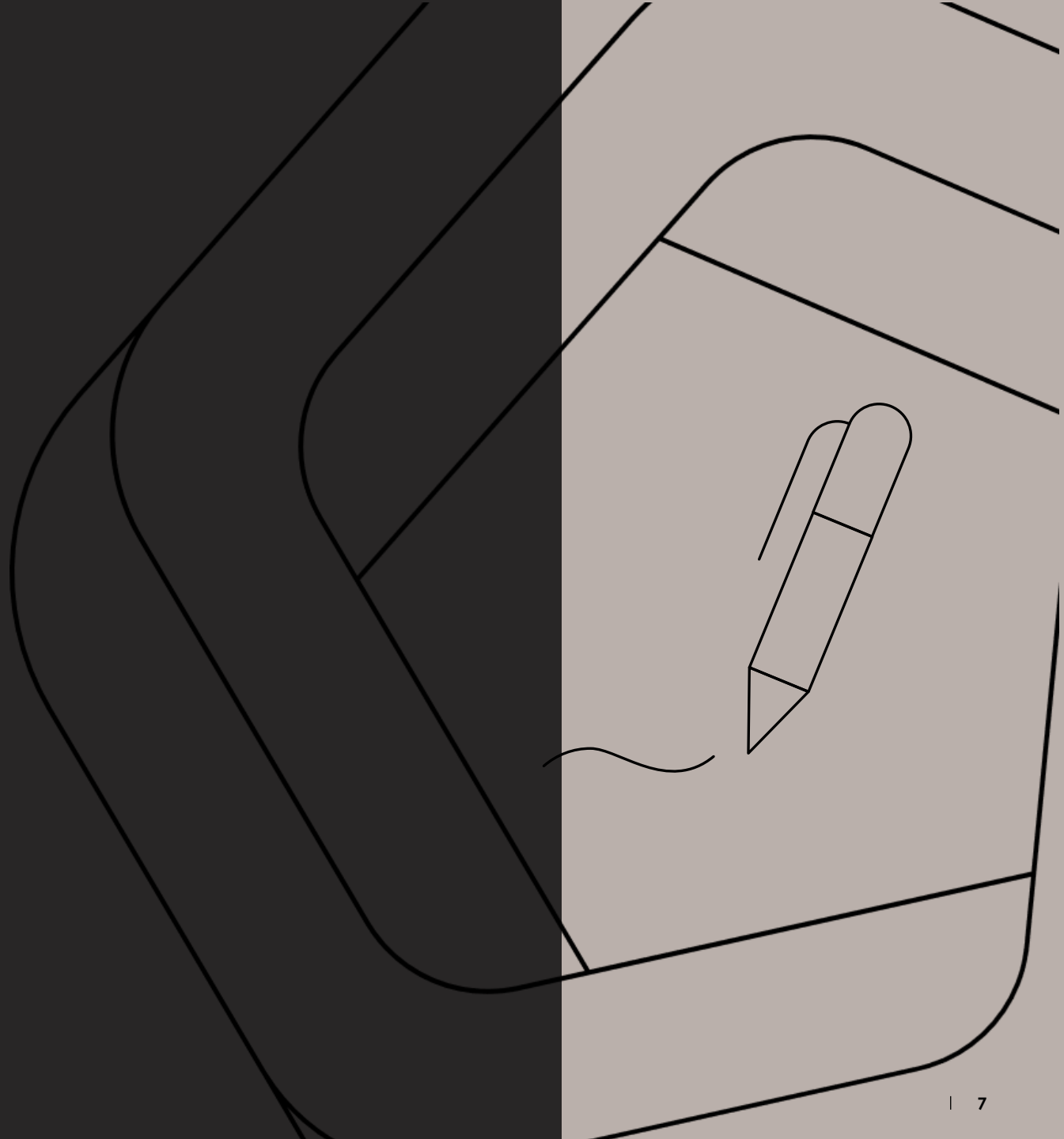
Source: Q1b What type of vehicle or vehicles is your licence for?

Q1c Is it a New Zealand full, restricted or learner licence, or some other type such as overseas or limited?

Verian | Base: Total New Zealand Jul-2024 to Jun-2025 n = 7,684 | Jan-Jun 2024 n = 3,805; Those with a driver's licence Jul-2024 to Jun-2025 n = 7,324 | Jan-Jun 2024 n = 3,630

02

# Detailed summary





# Key insights



**General attitudes to enforcement:** Three in four New Zealanders (73%) support greater police presence, and just over half (55%) think more effort should be put into catching people breaking road safety laws. Views remain more mixed regarding penalties and the amount of publicity and advertising - around half think these should increase, while two in five think they should stay the same.



**Speeding:** Fifteen percent of drivers admit to receiving a speeding ticket in the last 12 months, being a mix of safety camera tickets (10%) and those issued by a Police officer (7%). One in two (52%) think safety cameras help to reduce road deaths and three in five (57%) support more safety cameras. Nearly three in five (56%) think people driving over the speed limit are likely to get a ticket in general. However, if caught for speeding, 45% think the penalties are not very severe.



**Alcohol impaired driving:** Nearly half of drivers (46%) report having been stopped at an alcohol checkpoint in the past 12 months. While improving this quarter, just under half (46%) New Zealanders think someone is likely to be caught drinking and driving in general. If you are caught, three in five (60%) believe the penalties are not very severe. Although four in five think compulsory breath testing helps reduce road deaths, views remain mixed towards the effectiveness of our drink-driving laws in doing this.



**Drug impaired driving:** Among those with a driver's licence, eight percent claim to have driven while affected by either prescription drugs or other drugs in the past 12 months. Five percent of New Zealanders claim to have driven within an hour of using cannabis. Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught, with almost as many now thinking it is likely (36%) as unlikely (41%).



**Seatbelts:** Twelve percent of New Zealanders admit to not wearing a seatbelt in the past month while travelling in a vehicle with one available. Nine in ten (89%) think seatbelt enforcement helps to reduce road deaths. However, almost as many think it is unlikely (36%) as likely (44%) for people not wearing a seatbelt to get a ticket, and almost half (46%) think that the penalties are not very severe if you are caught.



**Fatigue:** One in four drivers have experienced fatigue when driving long distances over the last 12 months, 16% while driving to or from work and 12% as part of work. Forty-four percent of drivers claim to be at least fairly likely to pull over and nap if drowsy while driving, however one in three (34%) are unlikely to.



**Driver distraction:** Three in five drivers claim to have used hands-free phone calling in the past month, 22% to have made hand-held phone calls, 35% to have texted, and 17% to have checked or replied to social media while driving. This quarter slightly more believe it's likely (43%) than unlikely (38%) for someone to get a ticket if using a hand-held mobile phone or texting while driving. Although increasing this quarter, only 21% think someone is likely to be caught by Police for this behaviour.



**Vehicle safety:** Around four in five drivers believe that car safety features can help make a difference in both avoiding a crash (78%) and preventing injuries (85%). 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 of travelling:** Nine in ten New Zealanders think it's at least fairly safe for drivers and passenger in urban areas, four in five think it's safe to walk and two in three think it's safe to cycle. However, only two in five think it's safe to walk or cycle on rural roads. Around two in five think it's safe to ride a motorcycle or scooter. After being given a definition, four in five (79%) support the Safe System approach and few (4%) oppose it.



# Summary – 1 of 5



## General attitudes to enforcement

**Effort put into catching people:** Just over half of New Zealanders (55%) think more effort should be put into catching people breaking road safety laws, while 37% think it should remain about the same as it is now. Only 4% think less effort is needed.

**Police presence:** Three in four (73%) support greater police presence to catch people breaking road safety laws, being more common among men aged 65 plus and women aged 45 plus. There is only a low level of opposition at 6%.

**Penalties:** Views remain mixed towards whether the penalties for breaking road safety laws should be increased (50%) or remain the same (40%). Few (5%) think penalties should be decreased.

**Publicity and advertising:** Public sentiment remains divided towards whether the amount of publicity and advertising about road safety should be increased (49%) or remain the same as it is now (43%). Few (6%) think the amount should be decreased.

**Likelihood of being stopped:** This quarter, perceptions that someone is likely to be stopped by Police for breaking a traffic law – other than drink driving or speeding – have increased to 25%. While more still think it's unlikely, this has decreased to 38%.

**Likelihood of being ticketed for not stopping at red traffic lights:** Although perceptions fluctuate, one in two New Zealanders (50%) think people who do not stop at red traffic lights are likely to get a ticket, being a more common view among those aged 16 to 34. One in three (34%) think it is unlikely.

**Support for wire rope median barriers:** Two in three New Zealanders (65%) support more wire rope median barriers on rural roads, while opposition remains low at 13%. Opposition is more common among those living in towns or rural areas and increases to 28% among those with a motorcycle licence.



## Speed and speed enforcement (1 of 2)

**Driving fast:** Views remain mixed towards driving fast on the open road, with 33% of surveyed New Zealanders enjoying driving fast and 25% disliking it. Men aged 16 to 54, and women aged 16 to 34, more commonly enjoy driving fast on the open road.

**Driving over the speed limit:** Three in five (62%) think it's acceptable to drive at 5km/h over the speed limit, with only 18% disagreeing. However, at 10km/h over the speed limit, just one in four (25%) consider it acceptable, while three in five (57%) disagree. Additionally, three in five people (59%) feel at least somewhat unsafe as a passenger when the driver exceeds the speed limit by 10km/h.

**Impact of speed on chance of a crash and injuries:** Almost four in five New Zealanders (78%) understand that the higher the speed you are travelling, the greater the chance of having a crash, with only 9% disagreeing. Most (94%) recognise that the higher the speed, the more serious the injuries you would receive in a crash, with only 1% disagreeing.

**Attitudes towards speed limits and safety cameras:** Around seven in ten New Zealanders (73%) agree that enforcing speed limits helps reduce road deaths. Similarly, seven in ten (71%) think safety cameras are effective in reducing the number of people speeding. However, slightly fewer believe safety cameras help reduce road deaths at one in two (52%), while one in five disagree (21%).

One in two (47%) think the way safety cameras are operated is fair, while 17% disagree. Three in five New Zealanders (57%) support the use of more safety cameras to discourage speeding, while also being opposed by 17%.

Attitudes towards safety cameras tend to be more negative among men aged 35 to 64, and those living in a rural area more than 5km from a town.

# Summary – 2 of 5



## Speed and speed enforcement (2 of 2)

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

One in three (34%) 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 seven in ten (72%) at 110km/h and nine in ten at 115km/h (88%) or 120km/h (92%). 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:** Just under three in ten (27%) think there is a high chance of getting a speeding ticket if you drive past a Police Officer on the open road at 105km/h. This quarter, two in three (66%) think the chance is high at 110km/h, 88% at 115km/h and 94% at 120km/h. Those considering the chance to be 'very high' builds with increasing speed.

(Note: There was a change in question wording in Q2 2025 from 'Police Officer without a safety camera' to just 'Police Officer').

**Chance of a speeding ticket if drive past a safety camera on an urban road:** Two in five (38%) think there is a high chance of getting a speeding ticket if you drive past a safety camera on an urban road at 55km/h. This increases to three in four (78%) at 60km/h and nine in ten at 65km/h (89%) or 70km/h (92%). Those considering the chance to be 'very high' builds with increasing speed.

**Chance of a speeding ticket if drive past a Police Officer on an urban road:** Three in ten (29%) think there is a high chance of getting a speeding ticket if you drive past a Police Officer on an urban road at 55km/h. This increases to two in three (67%) at 60km/h and nine in ten at 65km/h (88%) or 70km/h (92%). Those considering the chance to be 'very high' builds with increasing speed.

**Attitudes towards enforcement:** Although perceptions fluctuate, this quarter nearly three in five New Zealanders (56%) think that people who drive over the speed limit are likely to get a ticket in general, while one in four (25%) disagree. However, if you are caught for speeding, twice as many (45%) believe the penalties are not very severe as think they are (21%).

**% received a speeding ticket:** Fifteen percent of drivers admit to receiving a speeding ticket in the last 12 months, being a mix of safety camera tickets (10%) and those issued by a Police officer (7%). Speeding tickets were more common among Auckland residents, men aged 16 to 24 or 35 to 44, women aged 20 to 34, Māori and Pacific peoples.

# Summary – 3 of 5



## Alcohol-impaired driving and enforcement

**Standard drinks comfortable to have before driving:** Among those with a driver licence, few (4%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Two in five (41%) are comfortable having one standard drink, and one in five (19%) are comfortable having two standard drinks.

**% driving while intoxicated:** Eleven percent of New Zealanders with a driver licence admit to having driven at least once during the past 12 months while slightly intoxicated. This is more common among men aged 24 to 64, reaching 24% among men aged 20 to 24.

**% stopped at an alcohol checkpoint:** Following an increase in late 2024, nearly half of New Zealanders with a driver licence (46%) claim to have been stopped at an alcohol checkpoint while driving in the last 12 months. This is more common among Waikato, Gisborne, and Taranaki residents, men aged 20 to 64, and women aged 20 to 34.

**Likelihood of being stopped and breath tested by type of area:** Perceptions are mixed, and fluctuate, towards the likelihood of a person who was driving after drinking being stopped and breath tested in a large city. One in three (33%) believe this is likely while one in three (33%) think it is unlikely. Although increasing this quarter, only 21% think it is likely on a major highway and 12% on a rural road.

**Attitudes towards enforcement:** Although views are usually equally divided, this quarter agreement has increased to 46% that someone who drinks and drives is likely to get caught in general, while disagreement has decreased to 33%. However, if you are caught for drinking and driving, three in five (60%) believe the penalties are not very severe, and only 15% disagree.

**Effectiveness of drink-driving laws:** Four in five New Zealanders (80%) agree that compulsory breath testing helps reduce road deaths. However, despite improvements this quarter, views remain mixed on the effectiveness of drink-driving laws in reducing road deaths. Half (50%) currently think the laws are at least quite effective, while two in five (42%) consider them ineffective.



## Drug-impaired driving and enforcement

**% driving while affected by pharmacy or other drugs:** Among those with a driver licence, eight percent 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 6%. Those aged 16 to 34 are more likely to claim to have driven while affected by some form of drugs, being highest among men aged 20 to 24.

**% driving after cannabis use:** Five percent of New Zealanders admit to having driven within an hour of using cannabis in the last 12 months. This is more common among Northland residents, men aged 16 to 34, and women aged 16 to 24. Of these, half claim that the cannabis had at least some effect on their driving.

**Likelihood of being caught or tested:** Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught, with almost as many now thinking it is likely (36%) as unlikely (41%).

Although the gap has narrowed this quarter, only one in four (24%) think it is likely that a driver will be tested for drugs at a Police checkpoint, while two in five (40%) think this is unlikely.

**Support for compulsory roadside testing for drug use:** This quarter, support for compulsory roadside testing of drivers for drug use has increased to 66%. Support is more common among men aged 65 plus and women aged 55 plus. Opposition remains low at 13%.

# Summary – 4 of 5



## Seat belts

**Seat belt use among adults:** Twelve percent of New Zealanders admit to not wearing a seatbelt in the past month while travelling in a vehicle with one available. This is more common among Bay of Plenty residents, men aged 16 to 34, women aged 16 to 24, Māori, and Pacific peoples.

**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, eight percent of 7 to 9 year olds had no form of restraint when last driven.

**Attitudes towards enforcement:** Nine in ten New Zealanders (89%) think enforcing seat belt use helps reduce road deaths, with half strongly agreeing.

However, while fluctuating, views remain divided on whether people who don't wear seat belts are likely to receive a ticket. While 44% think it is likely, nearly as many (36%) think it is unlikely. Furthermore, twice as many New Zealanders believe it is unlikely (43%) rather than likely (21%) that someone would be caught by the Police for not wearing a seatbelt when one is available.

Although two in five New Zealanders are neutral or unsure, nearly half (46%) think penalties for not wearing a seat belt are not very severe if caught and only 13% disagree.



## Fatigue

**Trouble staying awake:** Sixteen percent of drivers have had trouble staying awake at least once in the last 12 months while driving to or from work. Twelve percent have had trouble staying awake at least once while driving as part of their work, increasing to 17% among those with a heavy vehicle licence.

One in four drivers (26%) have had trouble staying awake while driving on a long trip, although typically this only occurred once or twice (18%).

Trouble staying awake while driving is generally more common among Auckland and Waikato residents, those aged 16 to 44 (with exceptions), Māori, Pacific peoples, and Asian peoples.

**Likelihood of pulling over to have a short nap when drowsy and driving:** Forty-four percent of drivers claim to be at least fairly likely to pull over and have a short nap if drowsy while driving, being more common among those aged 55 plus. One in three (34%) think they would be unlikely to pull over and nap.



## Driver distraction

**Mobile use while driving:** Three in five drivers (62%) claim to have made hands-free phone calls while driving in the past month and 22% to have made hand-held phone calls. One in three drivers (35%) admit to having texted while driving in the past month, and 17% have checked or replied to social media messages.

Although there are some exceptions, mobile phone use while driving is generally more common among drivers aged 16 to 44.

**Attitudes towards mobile use:** Most New Zealanders (87%) think that it's never acceptable to use a hand-held mobile phone or text while driving, with nearly half strongly agreeing.

**Attitudes towards enforcement:** Views remain divided, and fluctuating, towards the likelihood of someone getting a ticket if using a hand-held mobile phone or texting while driving. This quarter, slightly more believe it is likely (43%) than unlikely (38%).

The perceived likelihood of someone being caught by the Police for using a hand-held cell phone or texting while driving has increased to 21% this quarter. While more people still believe it is unlikely, this view has decreased to 44%. Those aged 16 to 34 more commonly think it is likely.



# Summary – 5 of 5



## Vehicle safety

**Attitudes towards car safety features:** Around four in five drivers understand that car safety features can help to avoid a crash (78%) and prevent injuries in a crash (85%). However, views are divided on the extent of their impact – around two in five believe safety features make a large difference, while a similar proportion think the difference is slight.

**Knowledge of car star safety rating:** Three in five drivers (58%) know the star safety rating of the car they drive, which is typically a 4 or 5 star vehicle. Men generally have higher awareness of their vehicle's safety rating than women.

**Importance of high star safety rating:** Seven in ten drivers (72%) believe it is at least quite important for their car to have a high star safety rating, with one in three (33%) considering it very important. Only a minority of 7% think a high safety rating is not important. Men aged 65 plus, women aged 55 plus, and Asian peoples more commonly think a high safety rating is important.

**Support for additional safety features or higher star safety ratings:** Three in five New Zealanders (61%) support additional safety features or higher star safety ratings in cars. Only 9% oppose this safety initiative, being more common among men aged 35 to 64.



## Safety of travelling

**Safety of walking:** Four in five New Zealanders consider it at least fairly safe to walk on urban streets in their local area (81%), in the town centre (83%) or around local schools (81%). However, only 15% to 21% consider these 'very safe' for walking. Just two in five (40%) think it's at least fairly safe to walk on rural or open roads outside of town, with half (53%) considering it unsafe.

**Safety of cycling:** Two in three New Zealanders believe it is at least fairly safe to cycle on urban streets in their local area (66%), in the town centre (66%), or on roads around local schools (71%). However, few (9% to 13%) think it is 'very safe' to cycle in these areas. Just under two in five (36%) think it's at least fairly safe to cycle on rural or open roads outside of town in their local area, with three in five (58%) considering it unsafe.

**Safety for drivers and passengers:** Around nine in ten New Zealanders consider urban streets (88%), the town centre (88%), and roads around local schools (88%) to be at least fairly safe for drivers and passengers, with around one in four considering these areas 'very safe'. Three in four (75%) think rural or open roads outside of town are at least fairly safe, although only 11% consider them 'very safe' for driving.

**Safety of riding a motorcycle or scooter:** Two in five New Zealanders (41%) think it is at least fairly safe to ride a motorcycle and 36% to ride a scooter. Among those with a motorcycle licence, half (54%) think it's safe to ride a motorcycle.

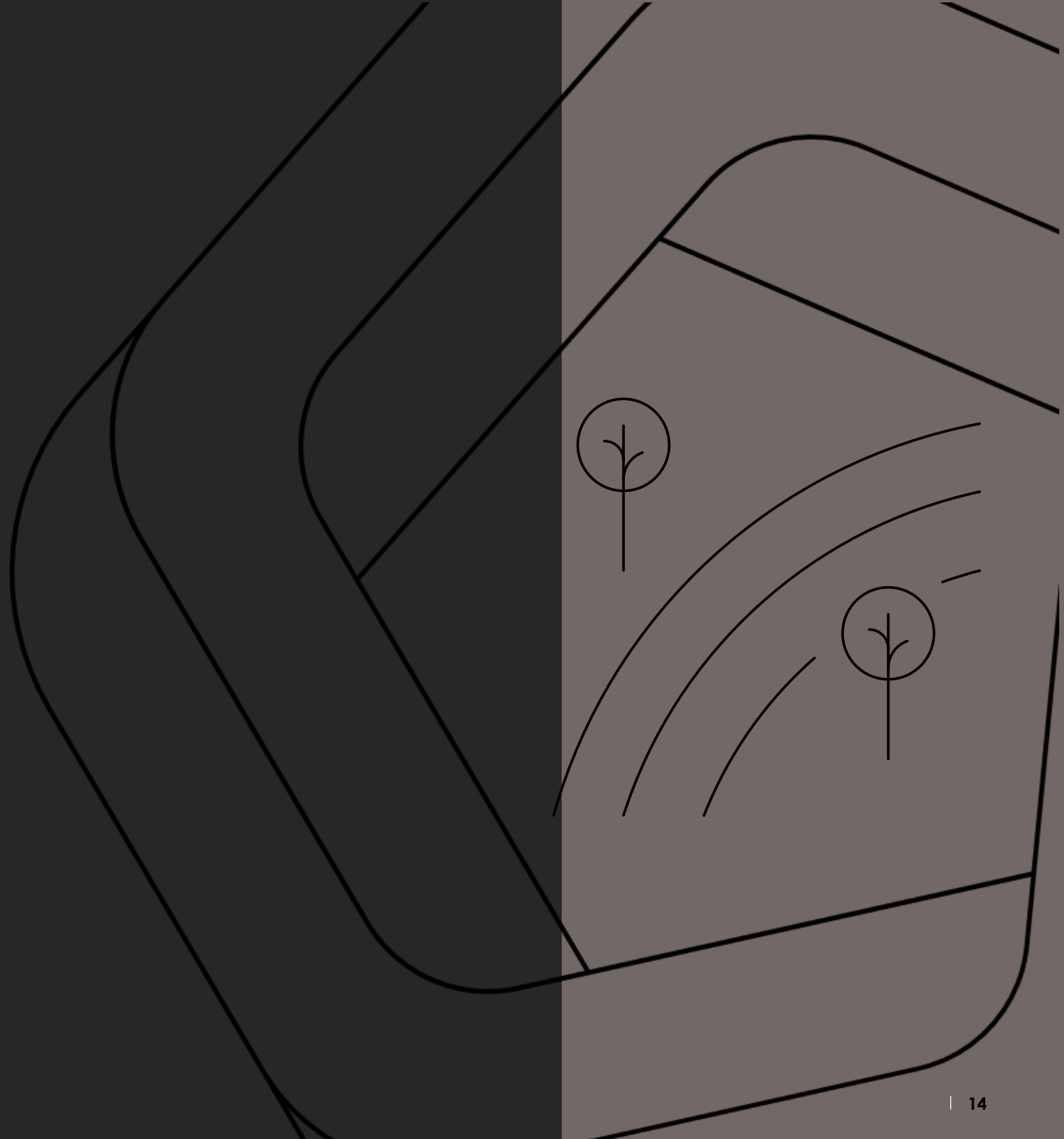
**Safe System approach:** After being provided with a definition of the Safe System approach, four in five New Zealanders (79%) support the approach and only 4% oppose it.

**Road safety:** Two in three New Zealanders (66%) are at least slightly concerned about road safety in New Zealand and only one in five (19%) are unconcerned. When asked what would make our roads safer for road users, 35% mention an aspect related to road design or maintenance, 29% an aspect related to road users, and 21% an aspect related to policing and enforcement. Of note, mentions of road surface / quality have decreased from 12% in during Jan-Jun 2024 to 8%.

Four in five New Zealanders (79%) support the statement that any deaths or serious injuries while travelling on New Zealand roads is unacceptable. Only a minority of 7% oppose this statement.

03

# General attitudes to enforcement

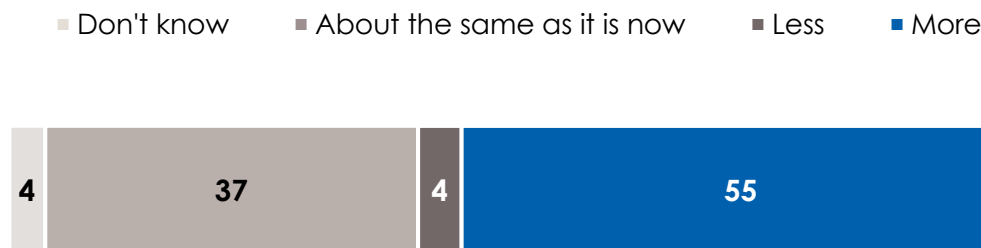




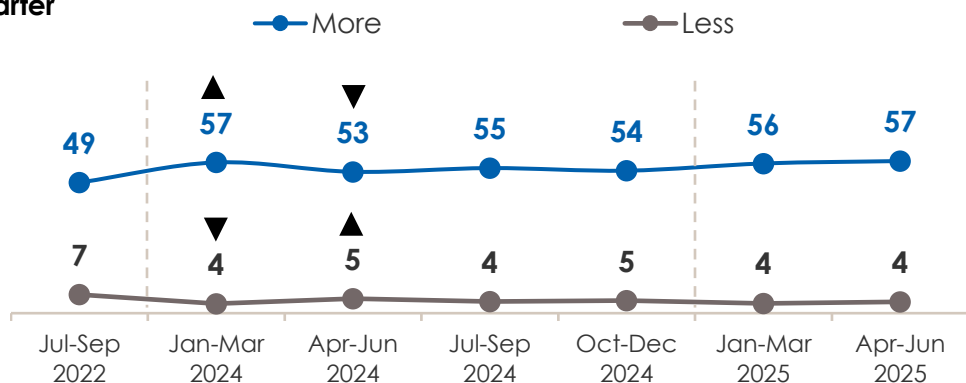
Just over half of New Zealanders (55%) think more effort should be put into catching people breaking road safety laws, while two in five think it should remain about the same as it is now. Only 4% think less effort is needed, being more common among men aged 16 to 44 and women aged 20 to 24.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think the effort should be... (Jul-2024 to Jun-2025)

|                 | Less (4%)   | More (55%)            |
|-----------------|---|-----------------------|
| Region          | Auckland (5%)   | Otago (60%)           |
| Urban / Rural   | A central city area (5%)  | A suburban area (57%) |
| Gender by Age   | Men - 16 to 19 (8%)<br>Men - 20 to 24 (9%)<br>Men - 25 to 34 (8%)<br>Men - 35 to 44 (7%)<br>Women - 20 to 24 (8%) | Women - 65 plus (66%) |
| Ethnicity       | Māori (5%)<br>Asian peoples (7%)  | -                     |
| Occupation      | Blue collar (6%)<br>Student (6%)  | Retired (63%)         |
| Personal income | \$60,001 to \$80,000 (6%)   | -                     |
| Driver Licence  | Learner (8%)  | Full (56%)            |
| Licence Class   | Heavy vehicle (6%)  | -                     |



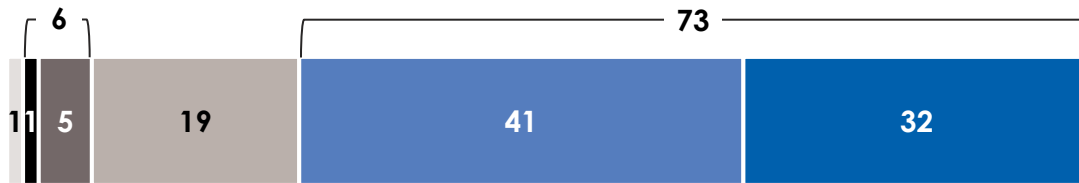


Three in four support a greater police presence to catch people breaking road safety laws, with this view more common among men aged 65 plus and women aged 45 plus. Only 6% oppose increased police presence, being more common among men aged 20 to 44 and women aged 20 to 24.

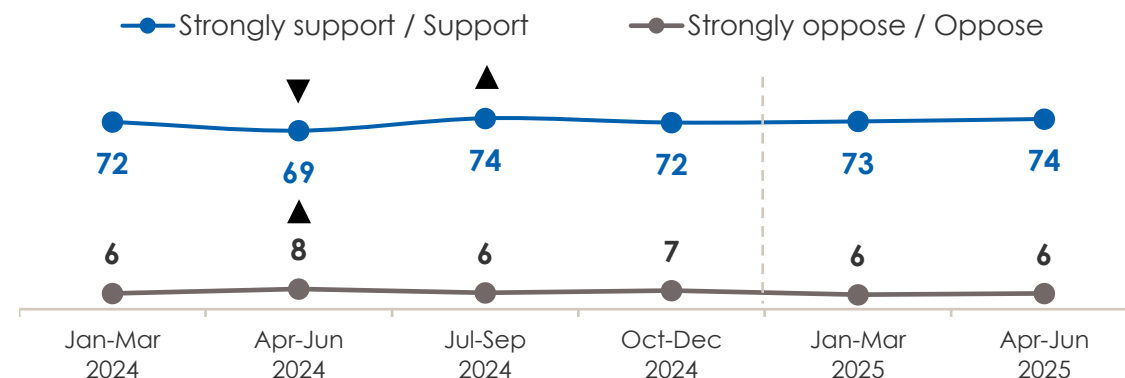
### Support for road safety initiatives: Greater police presence to catch people breaking road safety laws

#### % among Total NZ (Jul-2024 to Jun-2025)

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



#### By quarter



#### Groups that more commonly oppose or support (Jul-2024 to Jun-2025)

|                 | Strongly oppose / Oppose (6%)  | Strongly support / Support (73%)   |
|-----------------|--|--|
| Region          | -  | Canterbury (76%)<br>Otago (78%)  |
| Urban / Rural   | -  | -  |
| Gender by Age   | Men - 20 to 24 (10%)<br>Men - 25 to 34 (11%)<br>Men - 35 to 44 (10%)<br>Women - 20 to 24 (10%) | Men - 65 plus (80%)<br>Women - 45 to 54 (80%)<br>Women - 55 to 64 (83%)<br>Women - 65 plus (87%) |
| Ethnicity       | Māori (8%)   | NZ European / European (75%)   |
| Occupation      | Blue collar (8%)   | Retired (83%)  |
| Personal income | -  | Up to \$40,000 (76%)   |
| Driver Licence  | Restricted (9%)  | Full (75%)   |
| Licence Class   | Motorcycle (8%)<br>Heavy vehicle (9%)  | -  |

Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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



Views remain mixed towards whether the penalties for breaking road safety laws should be increased (50%) or remain the same (40%). Few (5%) think penalties should be decreased. Men aged 55 plus and women age 65 plus more commonly think penalties should be increased.

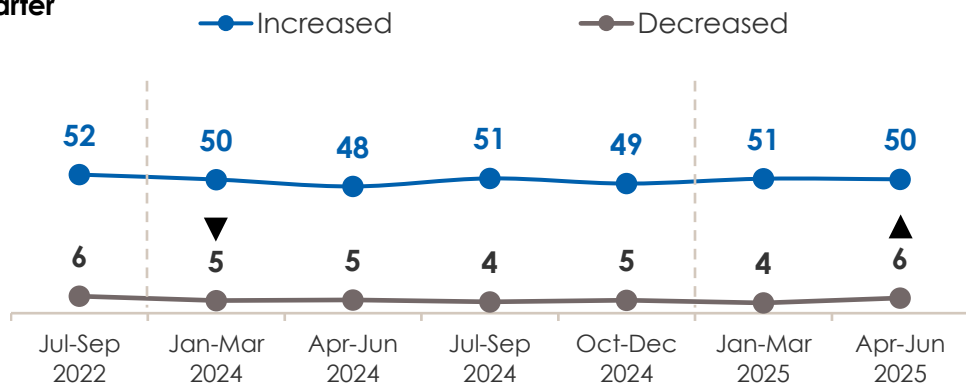
### Should penalties for breaking road safety laws be...

#### % among Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ About the same as they are now ■ Decreased ■ Increased



#### By quarter



#### Groups that more commonly think penalties should be... (Jul-2024 to Jun-2025)

|                 | Decreased (5%)   | Increased (50%)  |
|-----------------|--|--|
| Region          | Auckland (6%)<br>Waikato (7%)  | -  |
| Urban / Rural   | A central city area (7%)   | -  |
| Gender by Age   | Men - 16 to 19 (10%)<br>Men - 20 to 24 (11%)<br>Men - 25 to 34 (10%)<br>Women - 16 to 19 (13%)<br>Women - 20 to 24 (11%) | Men - 55 to 64 (55%)<br>Men - 65 plus (56%)<br>Women - 65 plus (65%) |
| Ethnicity       | Māori (8%)<br>Pacific peoples (8%)<br>Asian peoples (7%)   | -  |
| Occupation      | Blue collar (6%)<br>Student (10%)  | Retired (62%)  |
| Personal income | -  | -  |
| Driver Licence  | Do not have a license (7%)<br>Learner (11%)<br>Restricted (11%)  | Do not have a license (56%)<br>Full (51%)                            |
| Licence Class   | -  | Motorcycle (54%)   |



Public sentiment remains divided towards whether the amount of publicity and advertising about road safety should be increased (49%) or remain the same as it is now (43%). Only 6% think the amount should be decreased, with this view more common among men aged 35 to 64.

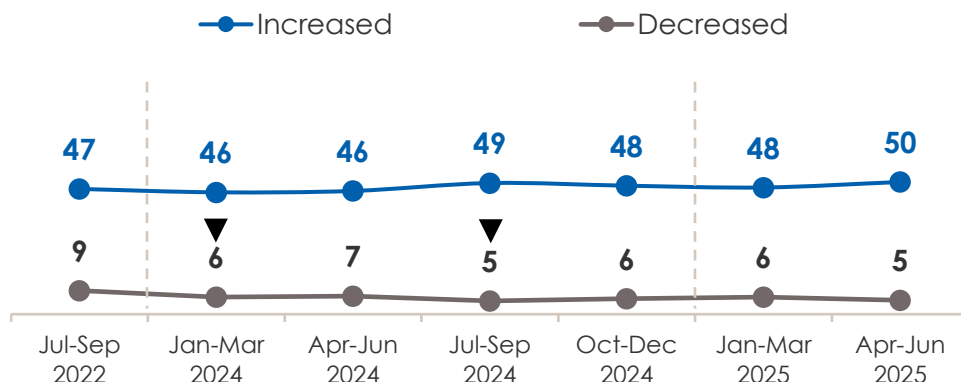
### Should the amount of publicity and advertising about road safety be ...

% among Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ About the same as it is now ■ Decreased ■ Increased



By quarter



Groups that more commonly think the amount of publicity and advertising should be... (Jul-2024 to Jun-2025)

|                 | Decreased (6%)   | Increased (49%)  |
|-----------------|--|--|
| Region          | -  | Auckland (52%)   |
| Urban / Rural   | A central city area (8%)<br>Rural area >5km of a town (8%)         | A central city area (52%)  |
| Gender by Age   | Men - 35 to 44 (8%)<br>Men - 45 to 54 (8%)<br>Men - 55 to 64 (10%) | Men - 20 to 24 (60%)<br>Women - 16 to 19 (58%)<br>Women - 20 to 24 (61%) |
| Ethnicity       | -  | Māori (54%)<br>Pacific peoples (60%)<br>Asian peoples (54%)              |
| Occupation      | -  | Student (58%)  |
| Personal income | Over \$100,000 (8%)  | Up to \$40,000 (53%)   |
| Driver Licence  | -  | Learner (56%)<br>Restricted (55%)  |
| Licence Class   | Motorcycle (11%)<br>Heavy vehicle (9%)                             | -  |

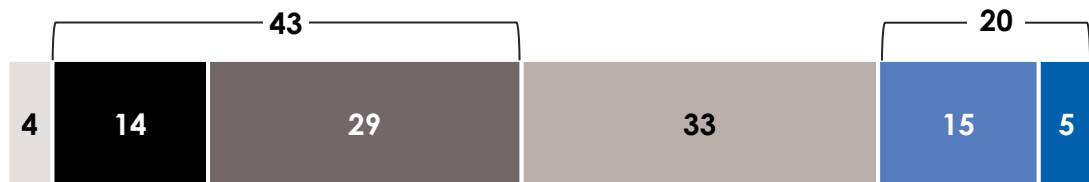


This quarter, perceptions that someone is likely to be stopped by Police for breaking a traffic law – other than drink driving or speeding – have increased to 25%. While more still think it's unlikely, this has decreased to 38%.

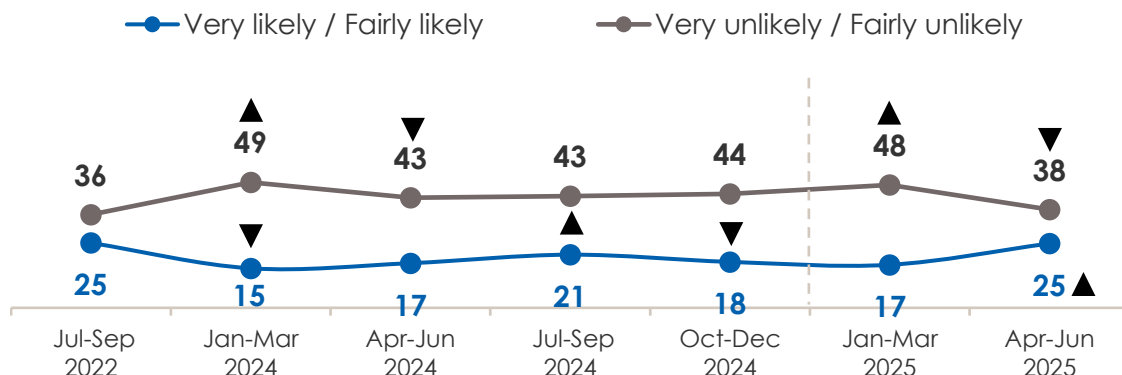
### Likelihood of a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police

% among Total NZ (Jul-2024 to Jun-2025)

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



By quarter



Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025)

|                 | Very unlikely / Fairly unlikely (43%)   | Very likely / Fairly likely (20%)  |
|-----------------|---|--|
| Region          | Wellington (48%)<br>Canterbury (48%)  | Auckland (22%)   |
| Urban / Rural   | A suburban area (45%)<br>Rural area >5km of a town (48%)  | A central city area (29%)  |
| Gender by Age   | Men - 45 to 54 (53%)<br>Men - 55 to 64 (53%)<br>Men - 65 plus (50%)<br>Women - 35 to 44 (49%)<br>Women - 45 to 54 (49%) | Men - 16 to 19 (26%)<br>Men - 20 to 24 (32%)<br>Men - 25 to 34 (27%)<br>Women - 16 to 19 (32%)<br>Women - 20 to 24 (33%) |
| Ethnicity       | NZ European / European (48%)  | Pacific peoples (31%)<br>Asian peoples (31%)   |
| Occupation      | White collar (48%)<br>Retired (47%)   | Blue collar (22%)<br>Not in employment (27%)<br>Student (25%)  |
| Personal income | \$80,001 to \$100,000 (46%)<br>Over \$100,000 (56%)   | Up to \$40,000 (22%)<br>\$60,001 to \$80,000 (25%)   |
| Driver Licence  | Full (47%)  | Do not have a license (31%)<br>Restricted (27%)  |
| Licence Class   | Car / taxi (44%)<br>Motorcycle (51%)<br>Heavy vehicle (50%)   | -  |

Source: Q37 How likely or unlikely would it be for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

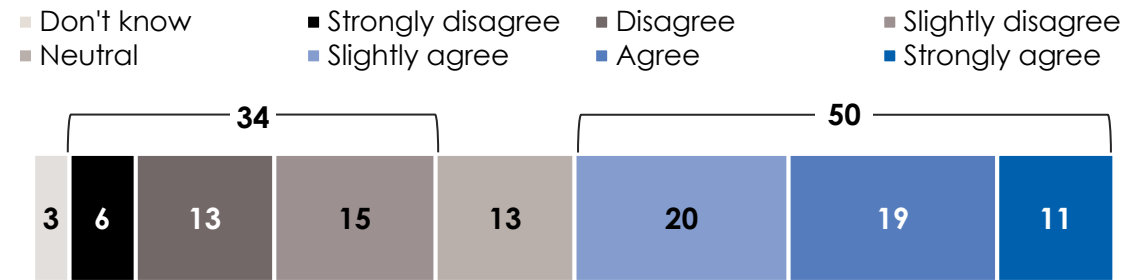
▲ = Significantly higher than previous period at 95% CL  
▼ = Significantly lower than previous period at 95% CL



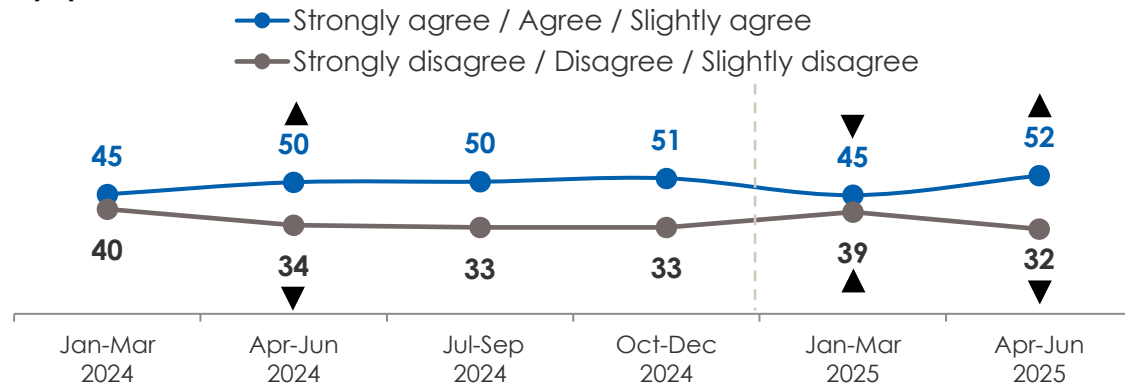
Although perceptions fluctuate, one in two New Zealanders think people who do not stop at red traffic lights are likely to get a ticket. This view is more common among those aged 16 to 34, Pacific peoples and Asian peoples. One in three think it is unlikely that someone would receive a ticket.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                 | Strongly disagree / Disagree / Slightly disagree (34%)   | Strongly agree / Agree / Slightly agree (50%)  |
|-----------------|--|--|
| Region          | Hawke's Bay (44%)<br>Wellington (37%)<br>Canterbury (39%)  | Auckland (53%)   |
| Urban / Rural   | A suburban area (36%)  | A central city area (56%)  |
| Gender by Age   | Men - 45 to 54 (45%)<br>Men - 55 to 64 (45%)<br>Women - 35 to 44 (39%)<br>Women - 45 to 54 (41%)<br>Women - 55 to 64 (41%) | Men - 16 to 19 (65%)<br>Men - 20 to 24 (67%)<br>Men - 25 to 34 (55%)<br>Women - 16 to 19 (69%)<br>Women - 20 to 24 (65%)<br>Women - 25 to 34 (56%) |
| Ethnicity       | NZ European / European (39%)   | Pacific peoples (63%)<br>Asian peoples (64%)   |
| Occupation      | White collar (38%)   | Not in employment (56%)<br>Retired (53%)<br>Student (65%)  |
| Personal income | \$80,001 to \$100,000 (38%)<br>Over \$100,000 (43%)  | Up to \$40,000 (57%)<br>\$40,001 to \$60,000 (54%)<br>\$60,001 to \$80,000 (53%)   |
| Driver Licence  | Full (36%)   | Do not have a license (57%)<br>Learner (63%)<br>Restricted (60%)   |
| Licence Class   | Car / taxi (35%)<br>Motorcycle (42%)<br>Heavy vehicle (42%)  | -  |



Two in three New Zealanders support more wire rope median barriers on rural roads, while opposition remains low at 13%. Opposition is more common among those living in towns or rural areas and increases to 28% among those with a motorcycle licence.

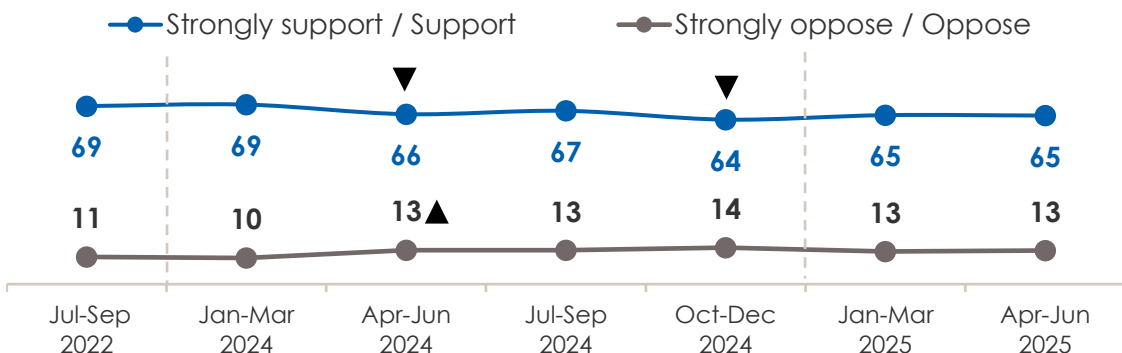
### Support for road safety initiatives: More wire rope median barriers on rural roads, which stop vehicles from crossing the centre-line

% among Total NZ (Jul-2024 to Jun-2025)

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



By quarter



Groups that more commonly oppose or support (Jul-2024 to Jun-2025)

|                 | Strongly oppose / Oppose (13%)  | Strongly support / Support (65%)                   |
|-----------------|---|--|
| Region          | Bay of Plenty (24%)<br>Hawke's Bay (35%)<br>Taranaki (24%)<br>Manawatū-Whanganui (21%)<br>Marlborough / Nelson / Tasman (20%) | Auckland (71%)<br>Wellington (70%)                 |
| Urban / Rural   | A town (19%)<br>Rural area <=5km of a town (17%)<br>Rural area >5km of a town (27%)   | A central city area (69%)<br>A suburban area (69%) |
| Gender by Age   | Men - 45 to 54 (16%)<br>Men - 55 to 64 (23%)<br>Men - 65 plus (17%)<br>Women - 55 to 64 (17%)                                 | -  |
| Ethnicity       | NZ European / European (15%)  | Pacific peoples (75%)<br>Asian peoples (72%)       |
| Occupation      | Blue collar (17%)<br>Retired (15%)  | White collar (69%)                                 |
| Personal income | -   | Over \$100,000 (70%)                               |
| Driver Licence  | Full (15%)  | Do not have a license (71%)                        |
| Licence Class   | Car / taxi (14%)<br>Motorcycle (28%)<br>Heavy vehicle (30%)   | -  |

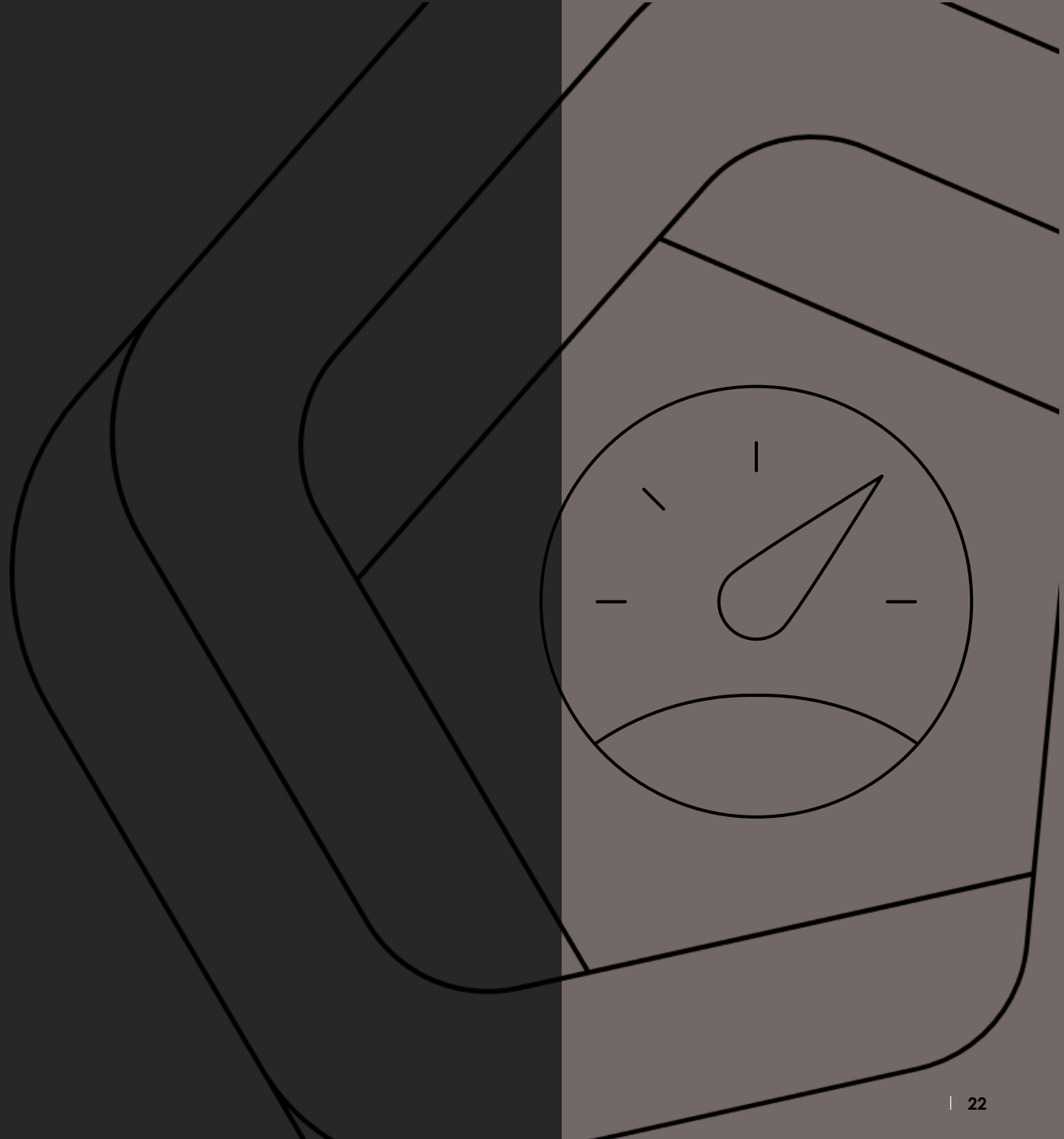
Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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

04

# Speed and speed enforcement

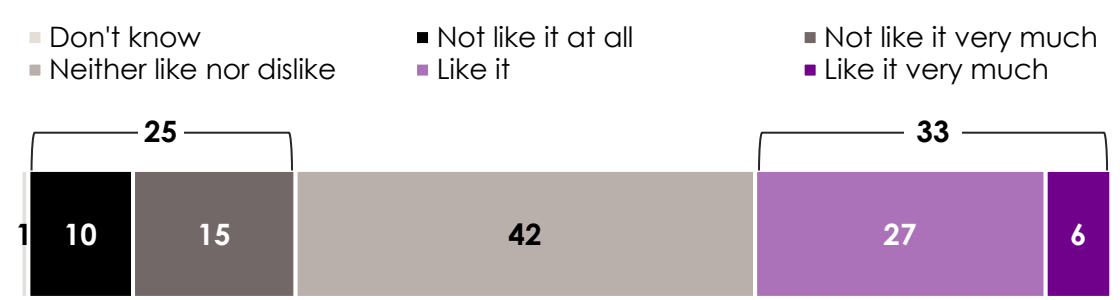




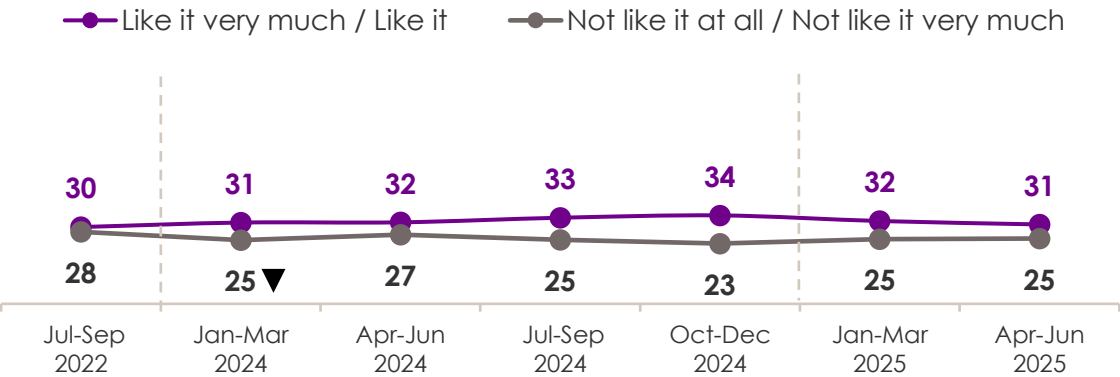
Views remain mixed towards driving fast on the open road, with 33% of surveyed New Zealanders enjoying driving fast and 25% disliking it. Men aged 16 to 54, and women aged 16 to 34, more commonly enjoy driving fast on the open road.

Enjoy driving fast along the open road

% among those with a driver's licence (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly do not or do like driving fast along the open road (Jul-2024 to Jun-2025)

|                             | Not like it at all / Not like it very much (25%)   | Like it very much / Like it (33%)  |
|-----------------------------|--|--|
| Region                      | -  | Auckland (35%)   |
| Urban / Rural               | -  | A central city area (36%)  |
| Gender by Age               | Men - 65 plus (29%)<br>Women - 45 to 54 (28%)<br>Women - 55 to 64 (36%)<br>Women - 65 plus (37%) | Men - 16 to 19 (58%)<br>Men - 20 to 24 (46%)<br>Men - 25 to 34 (41%)<br>Men - 35 to 44 (41%)<br>Men - 45 to 54 (37%)<br>Women - 16 to 19 (47%)<br>Women - 20 to 34 (38%) |
| Ethnicity                   | Asian peoples (28%)  | Pacific peoples (40%)  |
| Occupation                  | Retired (34%)  | White collar (37%)<br>Student (41%)  |
| Personal income             | Up to \$40,000 (32%)   | \$60,001 to \$80,000 (37%)<br>\$80,001 to \$100,000 (36%)<br>Over \$100,000 (41%)  |
| Driver Licence              | Learner (30%)  | Restricted (41%)   |
| Licence Class               | -  | Heavy vehicle (39%)  |
| 'Through my eyes' ad recall | -  | -  |
| 'Apprentice' ad recall      | Do not recall (31%)  | -  |

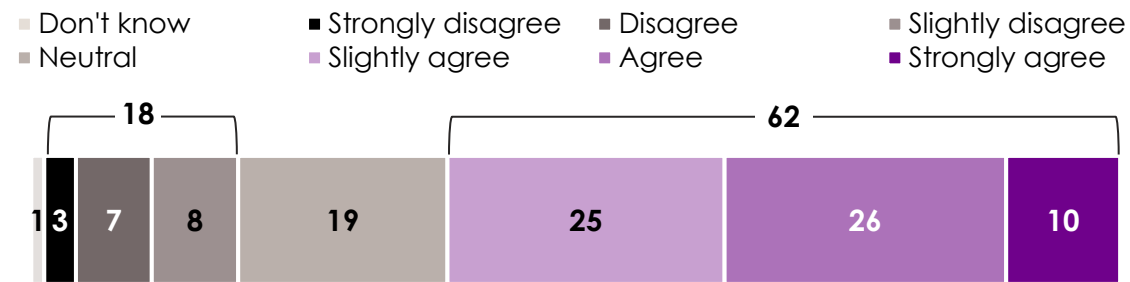
Source: Q23 Open roads are all roads that are outside of towns and cities including state highways and all motorways including those within the city. If you are driving along the open road, do you enjoy driving fast?  
Base: Those with a Driver Licence - Jul-2024 to Jun-2025 n = 7,324

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

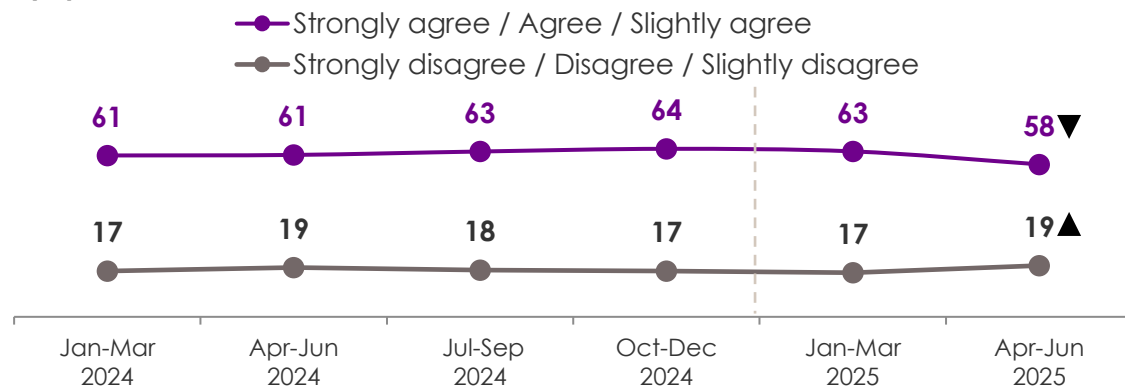
Three in five think it's acceptable to drive at 5km/h over the speed limit, while only 18% disagree. Auckland and Canterbury residents, men aged 35 to 54, women aged 20 to 24 and 35 to 44, Asian peoples, and those with higher personal income more commonly think this is acceptable.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter

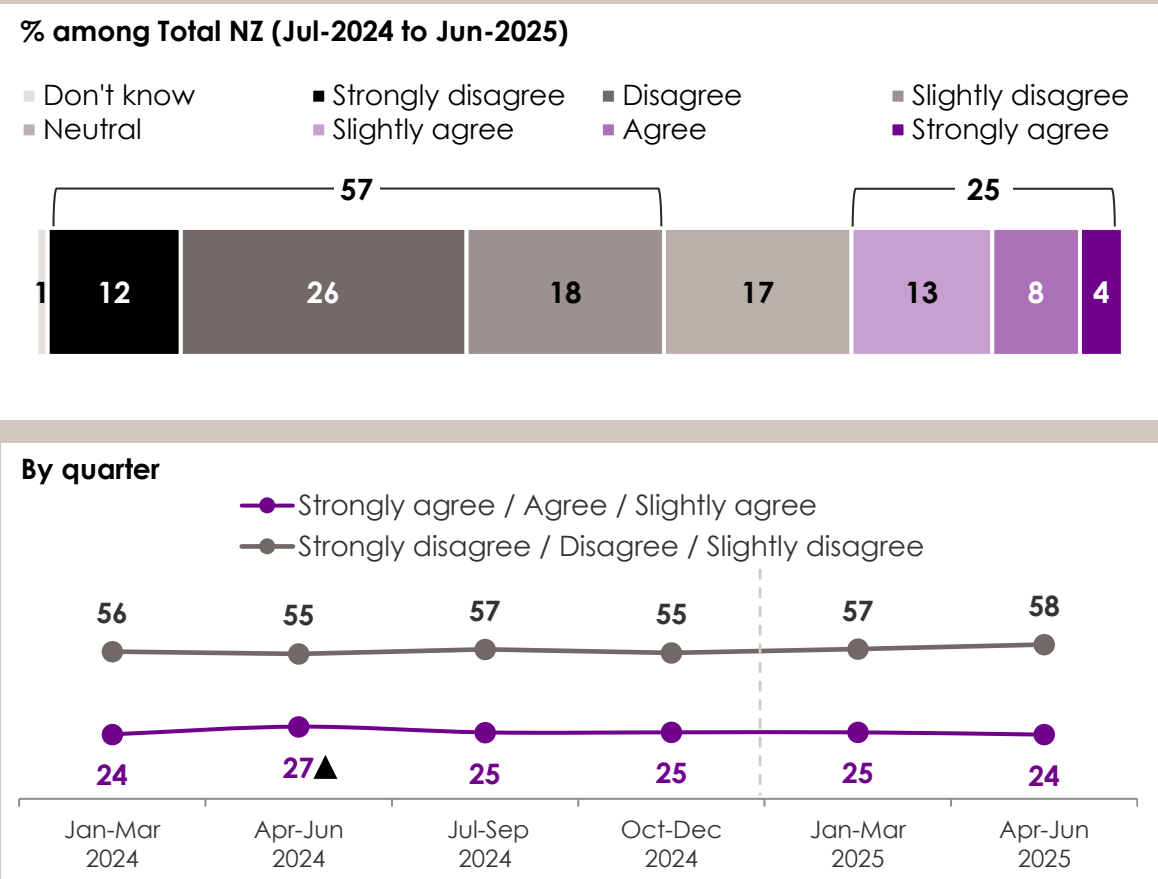


Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                             | Strongly disagree / Disagree / Slightly disagree (18%) | Strongly agree / Agree / Slightly agree (62%)  |
|-----------------------------|--|--|
| Region                      | Marlborough / Nelson / Tasman (23%)                    | Auckland (65%)<br>Canterbury (65%)   |
| Urban / Rural               | A town (21%)   | -  |
| Gender by Age               | Women - 55 to 64 (23%)<br>Women - 65 plus (31%)        | Men - 35 to 44 (71%)<br>Men - 45 to 54 (67%)<br>Women - 20 to 24 (67%)<br>Women - 35 to 44 (71%)<br>Women - 45 to 54 (66%) |
| Ethnicity                   | Māori (20%)<br>Pacific peoples (23%)                   | Asian peoples (65%)  |
| Occupation                  | Not in employment (22%)<br>Retired (27%)               | White collar (67%)   |
| Personal income             | Up to \$40,000 (25%)<br>\$40,001 - \$60,000 (20%)      | \$80,001 to \$100,000 (68%)<br>Over \$100,000 (71%)  |
| Driver Licence              | Do not have a licence (31%)                            | Full (63%)   |
| Licence Class               | -  | Car / taxi (63%)   |
| 'Through my eyes' ad recall | -  | -  |
| 'Apprentice' ad recall      | -  | Recall ad (60%)  |

Only one in four consider it acceptable to drive at 10km/h over the speed limit, while three in five disagree. Acceptance is more common among Auckland and Bay of Plenty residents, men aged 16 to 54, women aged 16 to 24 or 35 to 44, Asian peoples, and those with high personal income.

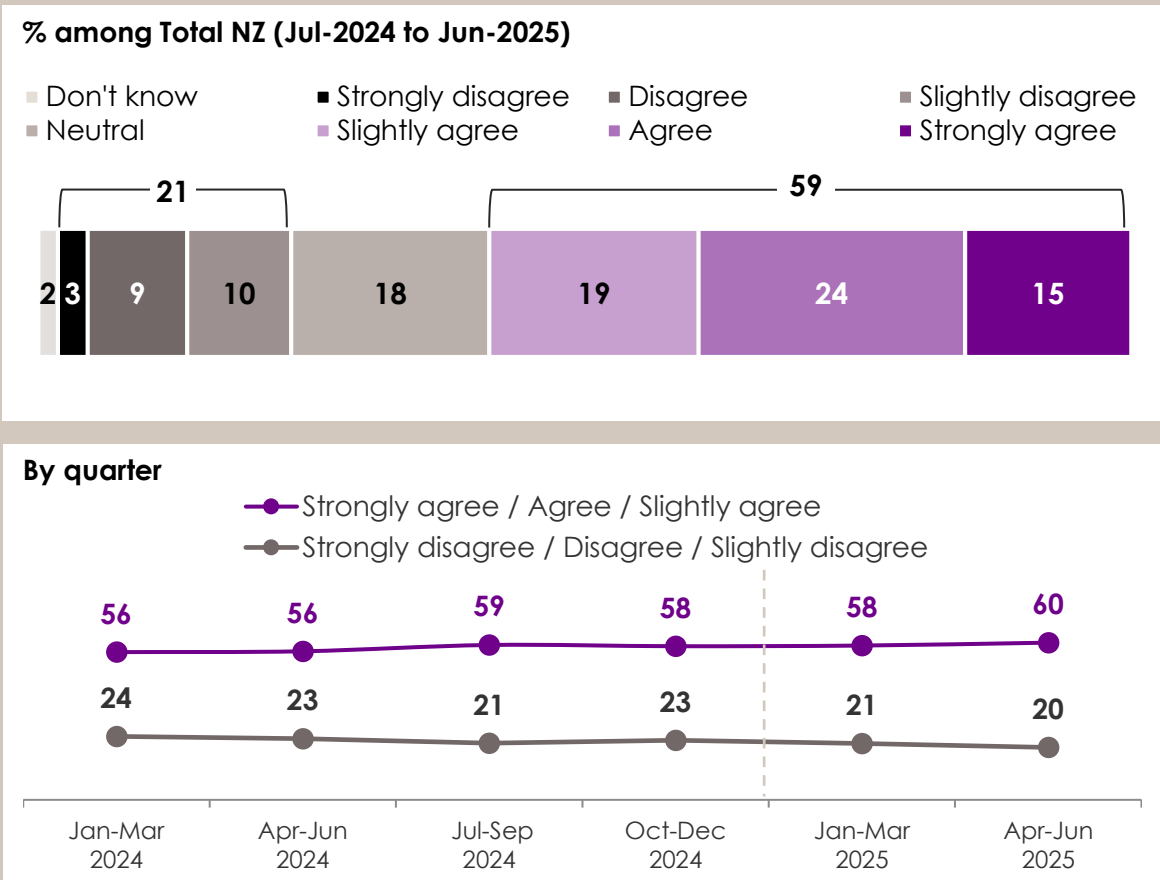
It is acceptable to drive at 10 km/h over the speed limit



| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |   |   |
|--|---|---|
|  | Strongly disagree / Disagree / Slightly disagree (57%)          | Strongly agree / Agree / Slightly agree (25%) |
| Region   | Manawatū-Whanganui (67%)<br>Marlborough / Nelson / Tasman (65%) | Auckland (29%)<br>Bay of Plenty (30%)         |
| Urban / Rural  | A suburban area (58%), A town (60%)                             | A central city area (32%)                     |
| Gender by Age  | Men - 65 plus (65%)   | Men - 16 to 19 (30%)                          |
|  | Women - 45 to 54 (63%)  | Men - 20 to 24 (40%)                          |
|  | Women - 55 to 64 (69%)  | Men - 25 to 34 (29%)                          |
|  |   | Men - 35 to 44 (35%)                          |
|  |   | Men - 45 to 54 (29%)                          |
|  |   | Women - 16 to 19 (31%)                        |
|  |   | Women - 20 to 24 (30%)                        |
|  |   | Women - 35 to 44 (28%)                        |
| Ethnicity  | NZ European / European (59%)                                    | Asian peoples (31%)                           |
| Occupation   | Retired (70%)   | White collar (28%)                            |
|  |   | Blue collar (28%)                             |
| Personal income  | Up to \$40,000 (64%)  | Over \$100,000 (34%)                          |
| Driver Licence   | Do not have a licence (62%)                                     |   |
| Licence Class  | -   | Motorcycle (28%)                              |
| 'Through my eyes' ad recall  | Recall ad (59%)   | Do not recall ad (28%)                        |
| 'Apprentice' ad recall   | -   | -   |

Three in five feel at least somewhat unsafe as a passenger when the driver exceeds 10km/h over the speed limit. This is more common among women across a range of age groups, Pacific peoples, and those without a driver licence.

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



**Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)**

|                             | Strongly disagree / Disagree / Slightly disagree (21%)                                       | Strongly agree / Agree / Slightly agree (59%)   |
|-----------------------------|--|---|
| Region                      | -  | -   |
| Urban / Rural               | A suburban area (22%)  | -   |
| Gender by Age               | Men - 25 to 34 (25%)<br>Men - 35 to 44 (33%)<br>Men - 45 to 54 (30%)<br>Men - 55 to 64 (26%) | Women - 20 to 24 (66%)<br>Women - 35 to 44 (64%)<br>Women - 55 to 64 (69%)<br>Women - 65 plus (74%) |
| Ethnicity                   | NZ European / European (22%)<br>Māori (24%)  | Pacific peoples (70%)   |
| Occupation                  | White collar (23%)<br>Blue collar (27%)  | Retired (69%)   |
| Personal income             | \$80,001 to \$100,000 (24%)<br>Over \$100,000 (27%)  | Up to \$40,000 (66%)  |
| Driver Licence              | Full (22%)   | Do not have a license (67%)   |
| Licence Class               | Car / taxi (22%)<br>Motorcycle (27%)<br>Heavy vehicle (30%)                                  | -   |
| 'Through my eyes' ad recall | -  | Recall ad (60%)   |
| 'Apprentice' ad recall      | -  | -   |

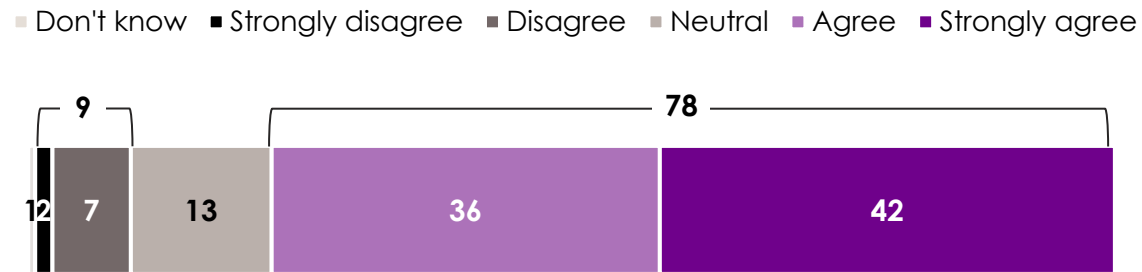
Source: Q89 Do you agree or disagree with the following statements?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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

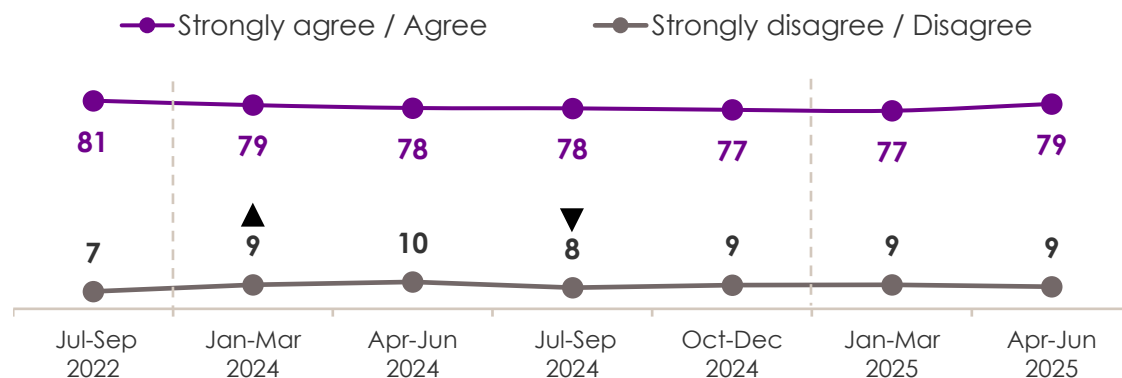
Almost four in five (78%) understand that the higher the speed you are travelling, the greater the chance of having a crash. Only a minority of 9% disagree, being higher among men aged 35 to 64, and those with a motorcycle or heavy vehicle licence.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter

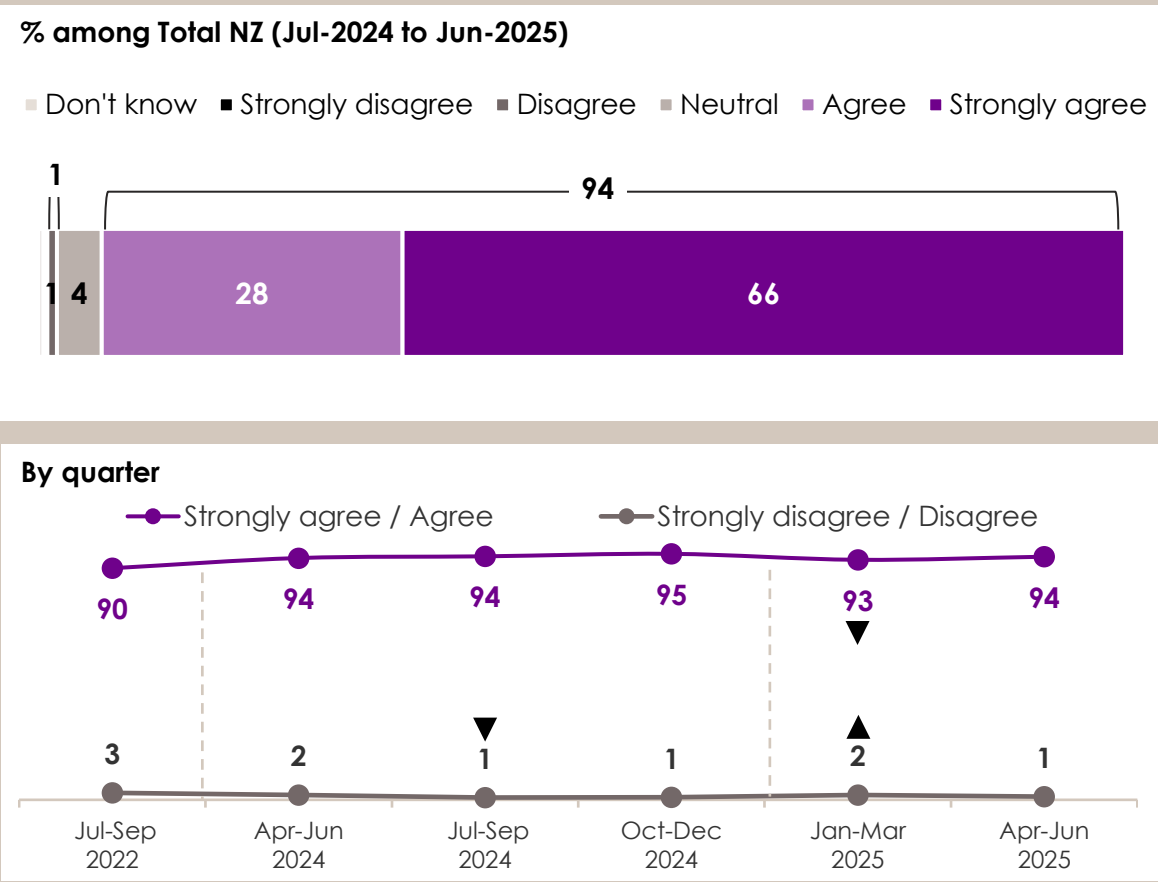


Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                             | Strongly disagree / Disagree (9%)                                    | Strongly agree / Agree (78%)  |
|-----------------------------|--|---|
| Region                      | Hawke's Bay (13%)  | Otago (82%)   |
| Urban / Rural               | Rural area >5 km of a town (12%)                                     | -   |
| Gender by Age               | Men - 35 to 44 (14%)<br>Men - 45 to 54 (14%)<br>Men - 55 to 64 (14%) | Men - 16 to 19 (83%)<br>Women - 16 to 19 (84%)<br>Women - 25 to 34 (83%)<br>Women - 65 plus (84%) |
| Ethnicity                   | -  | Pacific peoples (85%)<br>Asian peoples (80%)  |
| Occupation                  | Blue collar (11%)  | Retired (82%)<br>Student (83%)  |
| Personal income             | Over \$100,000 (13%)   | Up to \$40,000 (83%)<br>\$40,001 to \$60,000 (80%)  |
| Driver Licence              | Full (10%)   | Do not have a license (86%)<br>Learner (86%)<br>Restricted (83%)                                  |
| Licence Class               | Car / taxi (9%)<br>Motorcycle (15%)<br>Heavy vehicle (15%)           | -   |
| 'Through my eyes' ad recall | -  | Recall ad (79%)   |
| 'Apprentice' ad recall      | -  | -   |

Most New Zealanders (94%) understand that the higher the speed you are travelling, the more serious the injuries you would receive in a crash. Few disagree at only 1%.

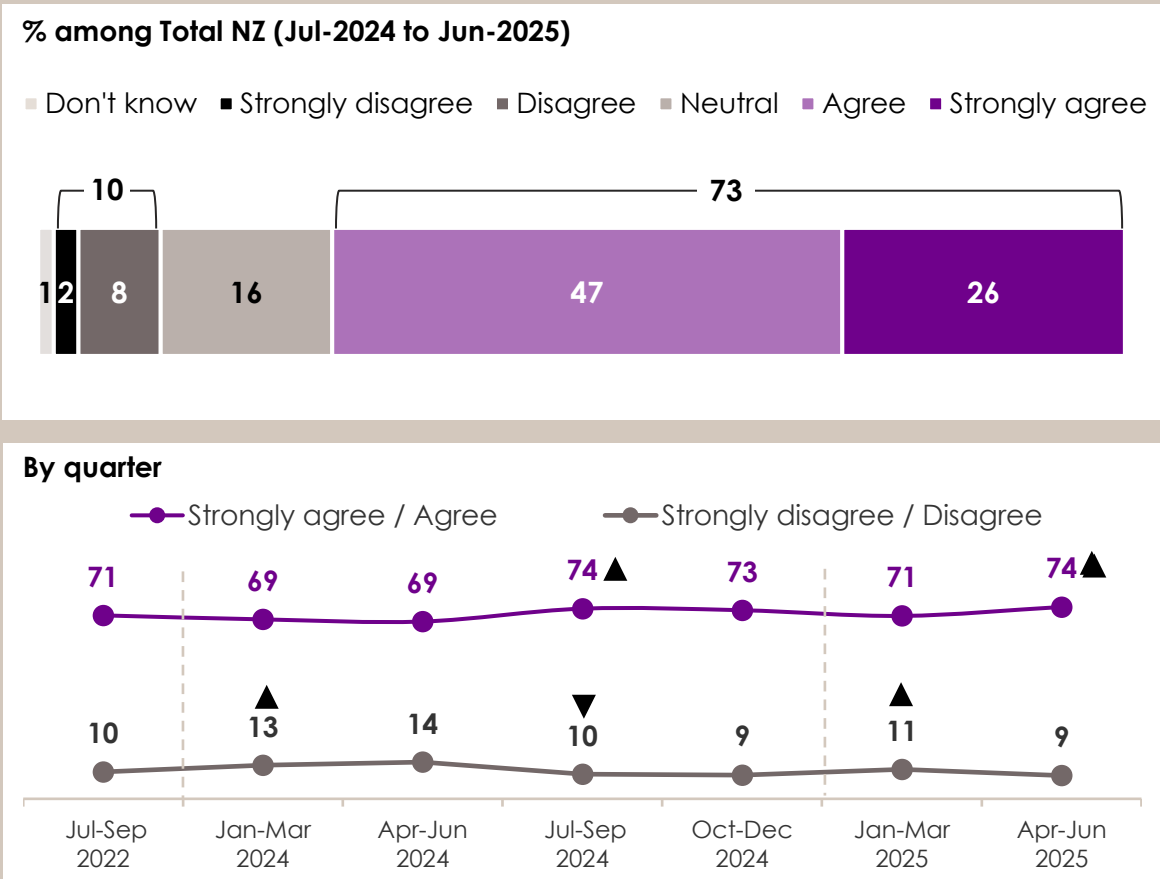
The higher the speed you are travelling, the more serious the injuries you would receive in a crash



| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |                                   |                              |
|--|-----------------------------------|------------------------------|
|  | Strongly disagree / Disagree (1%) | Strongly agree / Agree (94%) |
| Region   | Auckland (2%)                     | Wellington (96%)             |
| Urban / Rural  | -                                 | -                            |
| Gender by Age  | Men - 20 to 24 (4%)               | Men - 65 plus (96%)          |
|  | Men - 45 to 54 (3%)               | Women - 25 to 34 (96%)       |
|  |                                   | Women - 45 to 54 (97%)       |
|  |                                   | Women - 55 to 64 (99%)       |
|  |                                   | Women - 65 plus (98%)        |
| Ethnicity  | -                                 | NZ European / European (95%) |
| Occupation   | Blue collar (2%)                  | White collar (95%)           |
|  | Student (2%)                      | Retired (97%)                |
| Personal income  | Over \$100,000 (2%)               | Up to \$40,000 (96%)         |
|  |                                   | \$80,001 to \$100,000 (96%)  |
| Driver Licence   | Learner (3%)                      | Full (94%)                   |
| Licence Class  | Motorcycle (3%)                   | -                            |
|  | Heavy vehicle (3%)                |                              |
| 'Through my eyes' ad recall  | Do not recall add (2%)            | Recall ad (96%)              |
| 'Apprentice' ad recall   | -                                 | Recall ad (95%)              |

Around seven in ten (73%) agree that enforcing the speed limit helps to reduce road deaths, while only 10% disagree. Disagreement is more common among men aged 20 to 24 or 35 to 64, and those living in a rural area greater than 5km from a town.

Enforcing the speed limit helps to reduce road deaths



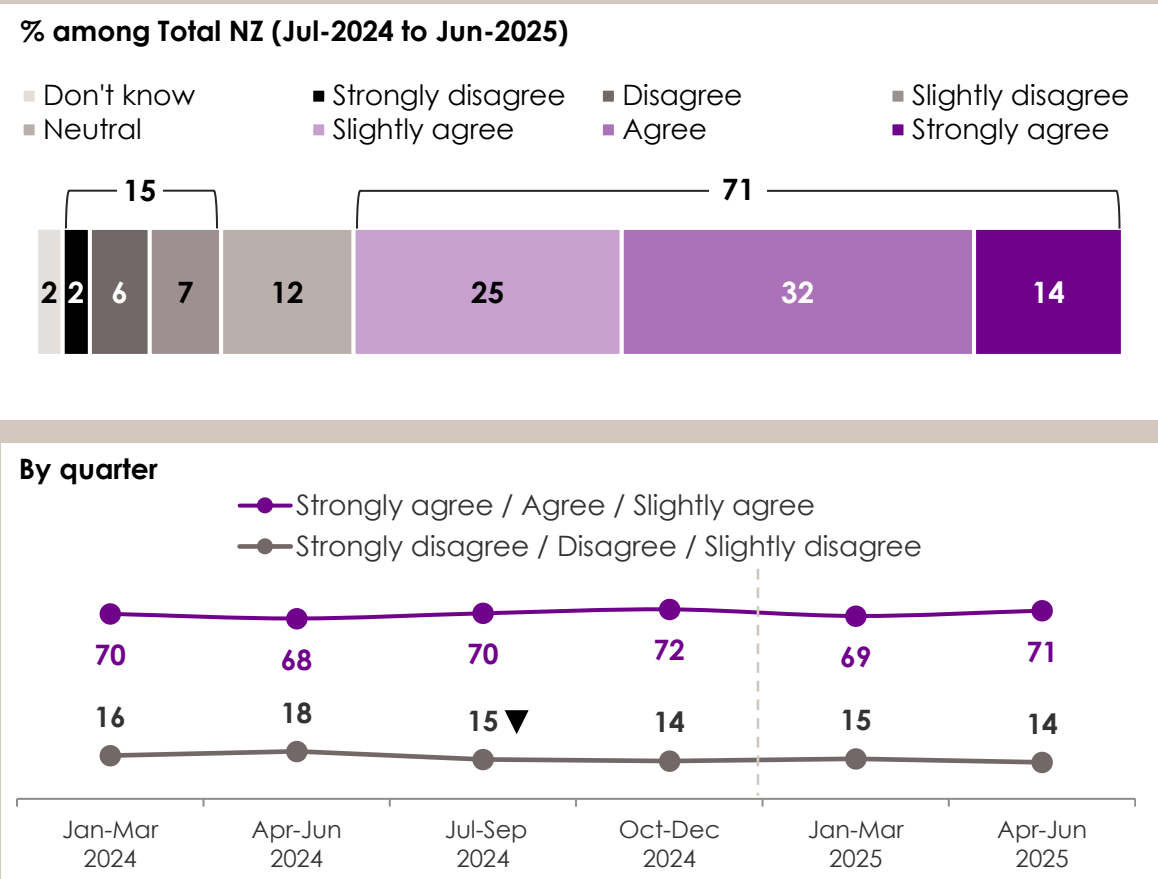
**Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)**

|                             | Strongly disagree / Disagree (10%)   | Strongly agree / Agree (73%)                         |
|-----------------------------|--|--|
| Region                      | Bay of Plenty (13%)<br>Hawke's Bay (14%)   | Wellington (77%)<br>Otago (78%)                      |
| Urban / Rural               | Rural area >5 km of a town (15%)   | A central city area (77%)                            |
| Gender by Age               | Men - 20 to 24 (13%)<br>Men - 35 to 44 (13%)<br>Men - 45 to 54 (17%)<br>Men - 55 to 64 (14%) | Women - 35 to 44 (78%)<br>Women - 65 plus (77%)      |
| Ethnicity                   | -  | NZ European / European (74%)<br>Asian peoples (75%)  |
| Occupation                  | Blue collar (12%)  | White collar (74%)<br>Retired (77%)<br>Student (77%) |
| Personal income             | -  | Up to \$40,000 (76%)<br>\$40,001 to \$60,000 (75%)   |
| Driver Licence              | Full (11%)   | -  |
| Licence Class               | Car / taxi (10%)<br>Motorcycle (16%)<br>Heavy vehicle (19%)                                  | -  |
| 'Through my eyes' ad recall | Do not recall ad (11%)   | Recall ad (75%)                                      |
| 'Apprentice' ad recall      | -  | -  |



Seven in ten agree that safety cameras are effective in reducing the number of people driving over the speed limit. There is only low disagreement at 15%, being more common among men aged 35 to 64, and those living in a rural area greater than 5km from a town.

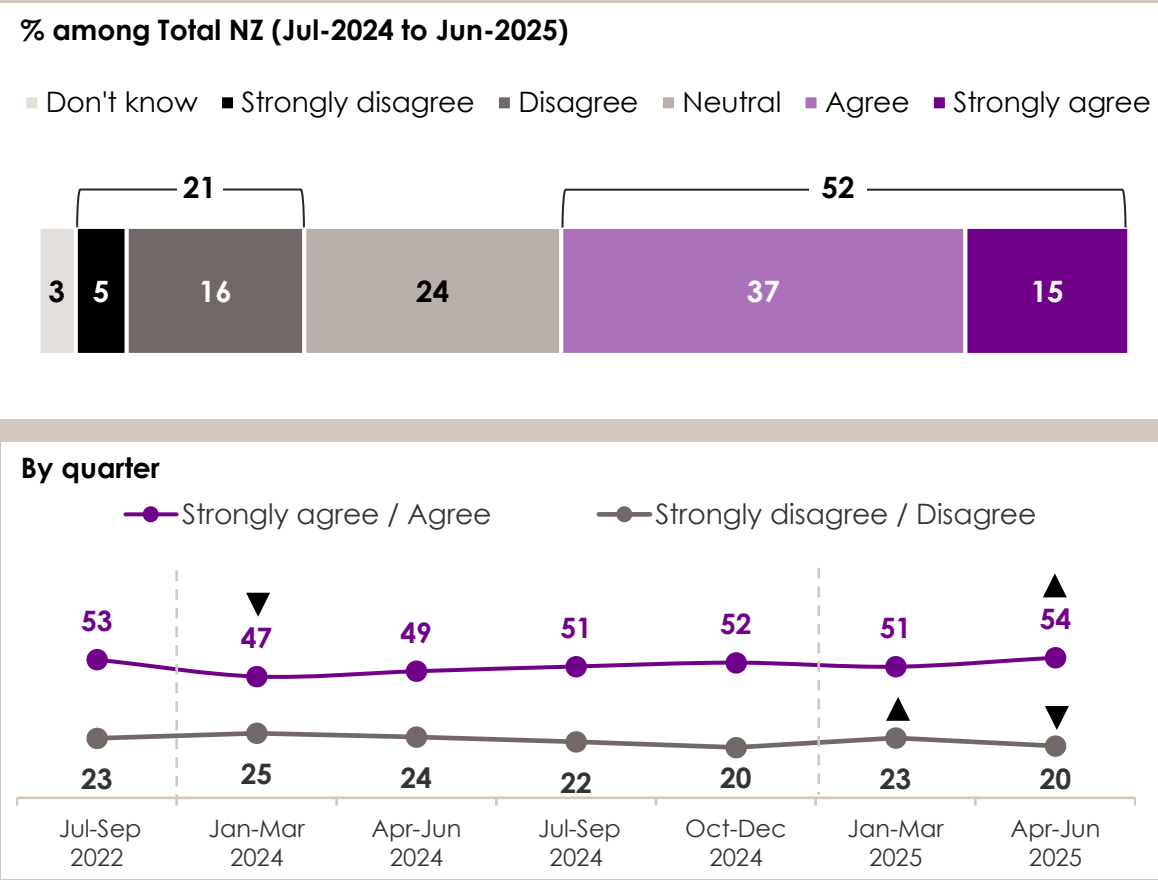
Safety cameras are effective for reducing the number of people driving over the speed limit



| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |  |  |
|--|--|--|
|  | Strongly disagree / Disagree / Slightly disagree (15%)               | Strongly agree / Agree / Slightly agree (71%)  |
| Region   | Manawatū-Whanganui (18%)<br>Canterbury (17%)                         | Wellington (75%)   |
| Urban / Rural  | Rural area >5 km of a town (20%)                                     | A central city area (74%)  |
| Gender by Age  | Men - 35 to 44 (21%)<br>Men - 45 to 54 (21%)<br>Men - 55 to 64 (22%) | Men - 65 plus (76%)<br>Women - 16 to 19 (79%)<br>Women - 35 to 44 (77%)<br>Women - 65 plus (80%) |
| Ethnicity  | NZ European / European (16%)   | Pacific peoples (76%)<br>Asian peoples (77%)   |
| Occupation   | White collar (16%)<br>Blue collar (18%)                              | Retired (80%)  |
| Personal income  | Over \$100,000 (20%)   | Up to \$40,000 (75%)   |
| Driver Licence   | Full (15%)   | -  |
| Licence Class  | Car / taxi (15%)<br>Motorcycle (21%)<br>Heavy vehicle (27%)          | -  |
| 'Through my eyes' ad recall  | -  | Recall ad (72%)  |
| 'Apprentice' ad recall   | -  | Recall ad (73%)  |

One in two (52%) think safety cameras help to reduce road deaths, with this view more common among Auckland and Wellington residents, Pacific peoples, and Asian peoples. One in five disagree, being more common among men aged 35 to 64, and those living in a rural area.

Using safety cameras helps to reduce road deaths <sup>(1)</sup>

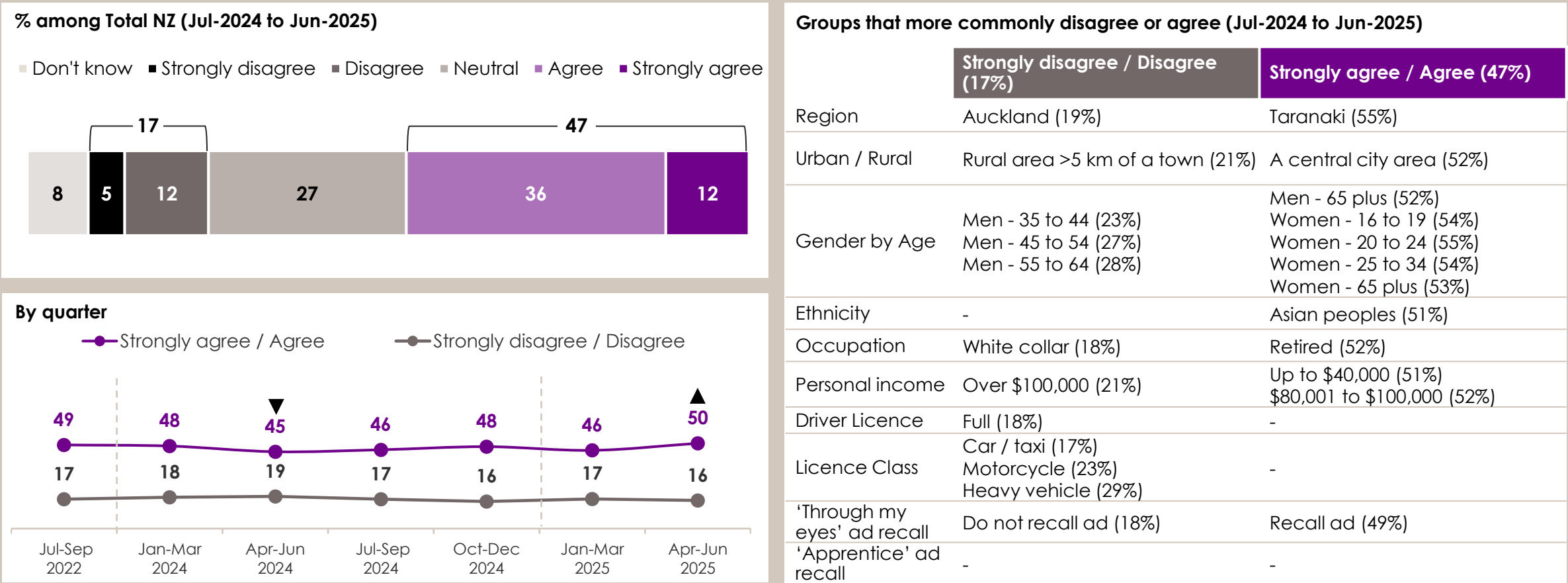


| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |   |  |
|--|---|--|
|  | Strongly disagree / Disagree (21%)                                    | Strongly agree / Agree (52%)   |
| Region   | -   | Auckland (55%)<br>Wellington (56%)   |
| Urban / Rural  | Rural area <=5 km of a town (26%)<br>Rural area >5 km of a town (30%) | A central city area (58%)  |
| Gender by Age  | Men - 35 to 44 (28%)<br>Men - 45 to 54 (29%)<br>Men - 55 to 64 (31%)  | Men - 16 to 19 (62%)<br>Men - 65 plus (58%)<br>Women - 20 to 24 (58%)<br>Women - 65 plus (56%) |
| Ethnicity  | NZ European / European (23%)  | Pacific peoples (60%)<br>Asian peoples (66%)   |
| Occupation   | White collar (22%), Blue collar (25%)                                 | Retired (57%), Student (57%)   |
| Personal income  | Over \$100,000 (24%)  | Up to \$40,000 (55%)<br>\$40,001 to \$60,000 (56%)   |
| Driver Licence   | Full (22%)  | Do not have a license (60%)  |
| Licence Class  | Car / taxi (22%), Motorcycle (30%),<br>Heavy vehicle (35%)            | -  |
| 'Through my eyes' ad recall  | -   | -  |
| 'Apprentice' ad recall   | Recall ad (21%)   | Do not recall ad (59%)   |

1. Note: In 2022, the statement was worded 'Using speed cameras helps to reduce road deaths'  
Source: Q24 Do you agree or disagree with the following statements? Note: Safety cameras are also known as speed cameras  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

One in two New Zealanders think the way safety cameras are operated is fair, while 17% disagree. Agreement is more common among men aged 65 plus and women aged 16 to 34 or 65 plus. Disagreement is more common among men aged 35 to 64 and those living in a rural area more than 5km from a town.

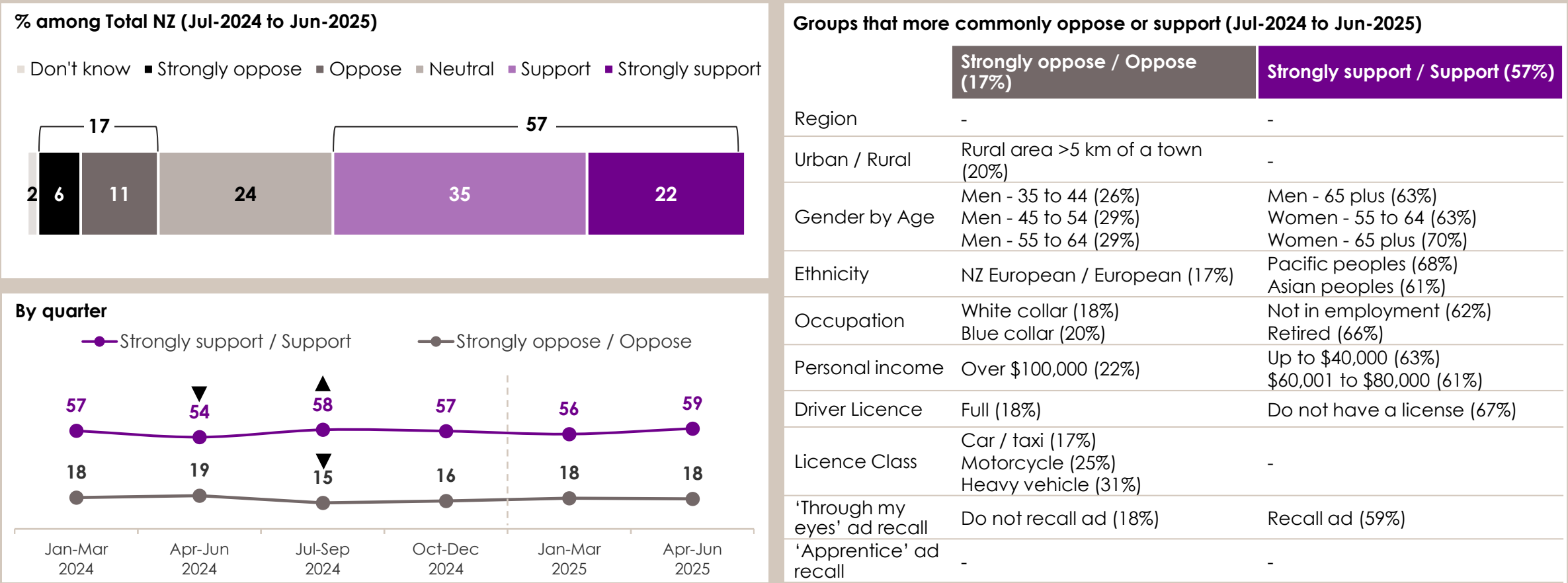
The way safety cameras are being operated is fair <sup>(1)</sup>



1.
Note: In 2022, the statement was worded 'The way speed cameras are being operated is fair'
Source: Q24 Do you agree or disagree with the following statements? Note: Safety cameras are also known as speed cameras
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

Three in five New Zealanders support the use of more safety cameras to discourage drivers from speeding. Support is more common among men aged 65 plus, women aged 55 plus, Pacific peoples, and Asian peoples. There is a low level of opposition at 17%, being higher among men aged 35 to 64.

Support for road safety initiatives: More safety cameras to discourage drivers from exceeding speed limits

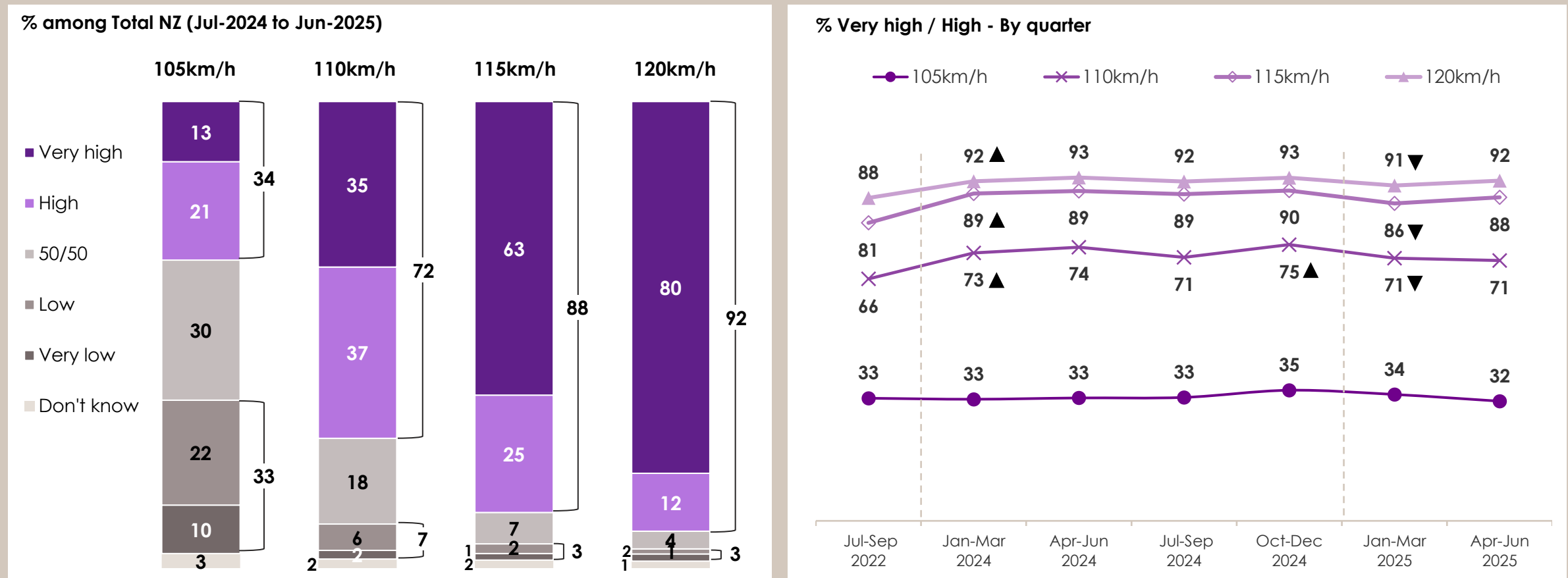


Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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

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 seven in ten 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 getting a speeding ticket if you drive past a safety camera on the open road with a 100km/h speed limit in light traffic conditions at...



Source: Q33a Please imagine that you are driving on the open road with a 100km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a safety camera?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684



Men aged 16 to 24, and women aged 16 to 24 or 45 plus, more commonly believe there is a high chance of getting a speeding ticket if you drive past a safety camera at 105km/h on the open road. In contrast, men aged 25 to 64 and women aged 35 to 44 more commonly think the chance is low.

### Chance of getting a speeding ticket if you drive past a safety camera on the open road with a 100km/h speed limit in light traffic conditions

#### Groups that more commonly think a low or high chance at... (Jul-2024 to Jun-2025)

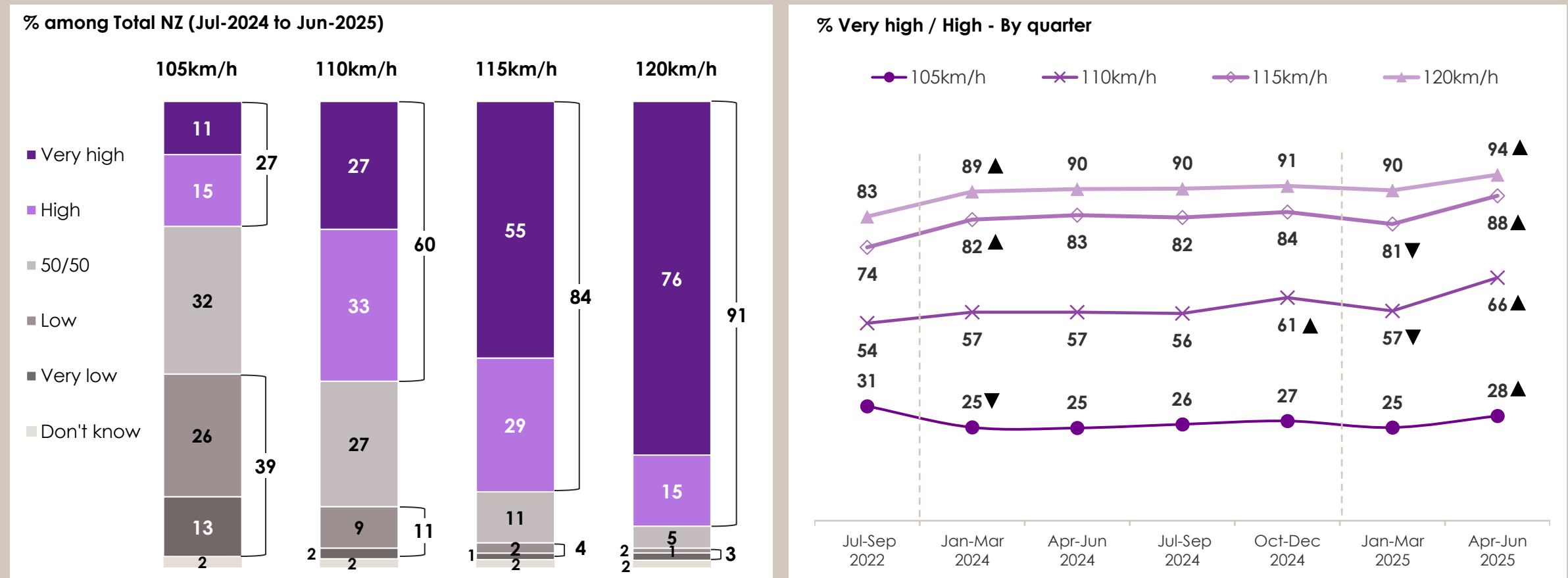
|                             | 105km/h  |   | 110km/h                                      |   |
|-----------------------------|--|---|--|---|
|                             | Very low / Low (33%)   | Very high / High (34%)  | Very low / Low (7%)                          | Very high / High (72%)  |
| Region                      | Wellington (39%)   | Northland (41%)<br>Auckland (36%)<br>Marlborough / Nelson / Tasman (41%)  | Auckland (9%)                                | Hawke's Bay (79%)<br>Marlborough / Nelson / Tasman (78%)<br>Southland (81%) |
| Urban / Rural               | A suburban area (34%)<br>Rural area <=5km of a town (37%)  | A central city area (38%)   | A central city area (9%)                     | A town (75%)<br>Rural area >5km of a town (76%)                             |
| Gender by Age               | Men - 25 to 34 (36%)<br>Men - 35 to 44 (44%)<br>Men - 45 to 54 (37%)<br>Men - 55 to 64 (41%)<br>Women - 35 to 44 (37%) | Men - 16 to 19 (42%)<br>Men - 20 to 24 (44%)<br>Women - 16 to 19 (43%)<br>Women - 20 to 24 (41%)<br>Women - 45 to 54 (38%)<br>Women - 55 to 64 (43%)<br>Women - 65 plus (41%) | Women - 65 plus (9%)                         | Women - 45 to 54 (79%)<br>Women - 55 to 64 (76%)                            |
| Ethnicity                   | NZ European / European (35%)   | Māori (40%)<br>Pacific peoples (48%)<br>Asian peoples (39%)   | Pacific peoples (11%)<br>Asian peoples (10%) | NZ European / European (74%)  |
| Occupation                  | White collar (36%)   | Not in employment (39%)   | Retired (9%)                                 | White collar (74%)  |
| Personal income             | \$80,001 to \$100,000 (38%)<br>Over \$100,000 (45%)  | Up to \$40,000 (40%)<br>\$60,001 to \$80,000 (38%)  | \$80,001 to \$100,000 (9%)                   | -   |
| Driver Licence              | Full (35%)   | Do not have a license (45%)<br>Learner (40%), Restricted (43%)  | Learner (11%)                                | Full (73%)  |
| Licence Class               | Car / taxi (34%)<br>Heavy vehicle (37%)  | -   | -  |   |
| 'Through my eyes' ad recall | Recall ad (34%)  | -   | Do not recall ad (10%)                       | Recall ad (74%)   |
| 'Apprentice' ad recall      | -  | -   | Do not recall ad (12%)                       | Recall ad (74%)   |

Source: Q33a Please imagine that you are driving on the open road with a 100km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a safety camera?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

Nearly three in ten think there is a high chance of getting a speeding ticket if you drive past a Police Officer on the open road at 105km/h. This quarter, two in three think there is a high chance at 110km/h, 88% at 115km/h and 94% at 120km/h. (Note: Question wording change in Q2 2025 from 'Police Officer without a safety camera')

### Chance of getting a speeding ticket if you drive past a Police Officer on the open road with a 100km/h speed limit in light traffic conditions at...(1)



1) Prior to Q2 2025, the question wording specified 'a Police Officer without a safety camera'  
 Source: Q33b Please use the same scale and still think about driving on the open road with a 100km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a Police Officer?  
 Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684



Those aged 16 to 24 and women aged 65 plus more commonly believe there is a high chance of getting a speeding ticket if you drive past a Police Officer at 105km/h on the open road. Men aged 25 and older more commonly think the chance is low.

### Chance of getting a speeding ticket if you drive past a Police Officer on the open road with a 100km/h speed limit in light traffic conditions

#### Groups that more commonly think a low or high chance at... (Jul-2024 to Jun-2025)

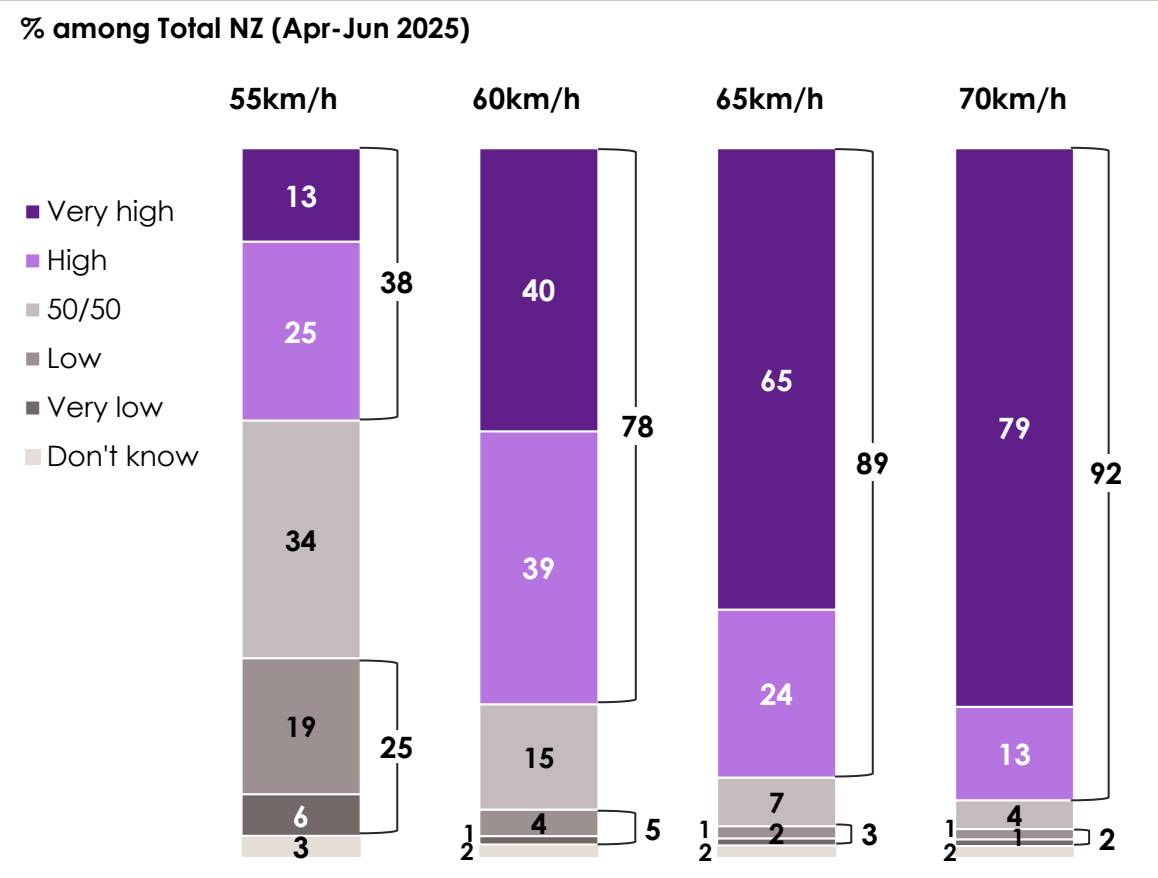
|                             | 105km/h   |   | 110km/h                |   |
|-----------------------------|---|---|------------------------|---|
|                             | Very low / Low (39%)  | Very high / High (27%)  | Very low / Low (11%)   | Very high / High (60%)  |
| Region                      | Waikato (43%)<br>Wellington (43%)   | Northland (33%), Auckland (30%)<br>Marlborough / Nelson / Tasman (33%)  | -                      | Hawke's Bay (67%)<br>Marlborough / Nelson / Tasman (68%)                |
| Urban / Rural               | A suburban area (41%)   | A central city area (33%)   | A suburban area (12%)  | -   |
| Gender by Age               | Men - 25 to 34 (44%)<br>Men - 35 to 44 (49%)<br>Men - 45 to 54 (46%)<br>Men - 55 to 64 (50%)<br>Men - 65 plus (43%) | Men - 16 to 19 (36%)<br>Men - 20 to 24 (41%)<br>Women - 16 to 19 (41%)<br>Women - 20 to 24 (37%)<br>Women - 65 plus (36%) | Men - 35 to 44 (16%)   | Men - 16 to 19 (66%)<br>Women - 20 to 24 (67%)<br>Women - 65 plus (67%) |
| Ethnicity                   | NZ European / European (43%)  | Māori (31%)<br>Pacific peoples (40%),<br>Asian peoples (36%)  | -                      | Māori (63%)<br>Pacific peoples (65%)                                    |
| Occupation                  | White collar (43%)<br>Blue collar (42%)   | Not in employment (35%)<br>Student (33%)  | -                      | Retired (63%)   |
| Personal income             | \$80,001 to \$100,000 (46%)<br>Over \$100,000 (51%)   | Up to \$40,000 (32%)<br>\$60,001 to \$80,000 (29%)  | Over \$100,000 (14%)   | Up to \$40,000 (64%)  |
| Driver Licence              | Full (41%)  | Do not have a license (44%)<br>Learner (33%), Restricted (39%)  | -                      | Learner (65%)   |
| Licence Class               | Car / taxi (40%)<br>Motorcycle (44%)<br>Heavy vehicle (44%)   | -   | -                      | -   |
| 'Through my eyes' ad recall | -   | Do not recall ad (30%)  | -                      | Recall ad (61%)   |
| 'Apprentice' ad recall      | -   | -   | Do not recall ad (13%) | -   |

Source: Q33b Please use the same scale and still think about driving on the open road with a 100km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a Police Officer?

Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

Two in five think there is a high chance of getting a speeding ticket if you drive past a safety camera on an urban road at 55km/h. This increases to three in four at 60km/h and nine in ten at 65km/h or 70km/h. Those considering the chance to be ‘very high’ builds with increasing speed.

Chance of getting a speeding ticket if you drive past a safety camera on an urban road with a 50km/h speed limit in light traffic conditions at...



There are few differences between groups for the perceived chance of getting a speeding ticket if you drive past a safety camera on an urban road at 55km/h or 60km/h.

### Chance of getting a speeding ticket if you drive past a safety camera on an urban road with a 50km/h speed limit in light traffic conditions

#### Groups that more commonly think a low or high chance at... (Apr-Jun 2025)

|                             | 55km/h                       |                             | 60km/h  |   |
|-----------------------------|------------------------------|-----------------------------|---|---|
|                             | Very low / Low (25%)         | Very high / High (38%)      | Very low / Low (5%)                             | Very high / High (78%)                  |
| Region                      | -                            | -                           | -   | Otago (88%)                             |
| Urban / Rural               | -                            | -                           | -   | -                                       |
| Gender by Age               | Men - 35 to 44 (33%)         | Women - 65 plus (45%)       | Men - 20 to 24 (17%)<br>Men - 35 to 44 (8%)     | -                                       |
| Ethnicity                   | NZ European / European (28%) | -                           | -   | NZ European / European (81%)            |
| Occupation                  | -                            | -                           | Student (9%)                                    | -                                       |
| Personal income             | Over \$100,000 (33%)         | \$80,001 to \$100,000 (44%) | -   | -                                       |
| Driver Licence              | Learner (33%)                | -                           | Do not have a licence (15%)<br>Restricted (10%) | Full (81%)                              |
| Licence Class               | -                            | -                           | -   | Car / taxi (79%)<br>Heavy vehicle (89%) |
| 'Through my eyes' ad recall | -                            | -                           | Do not recall ad (7%)                           | Recall ad (81%)                         |
| 'Apprentice' ad recall      | -                            | -                           | Do not recall ad (10%)                          | Recall ad (81%)                         |

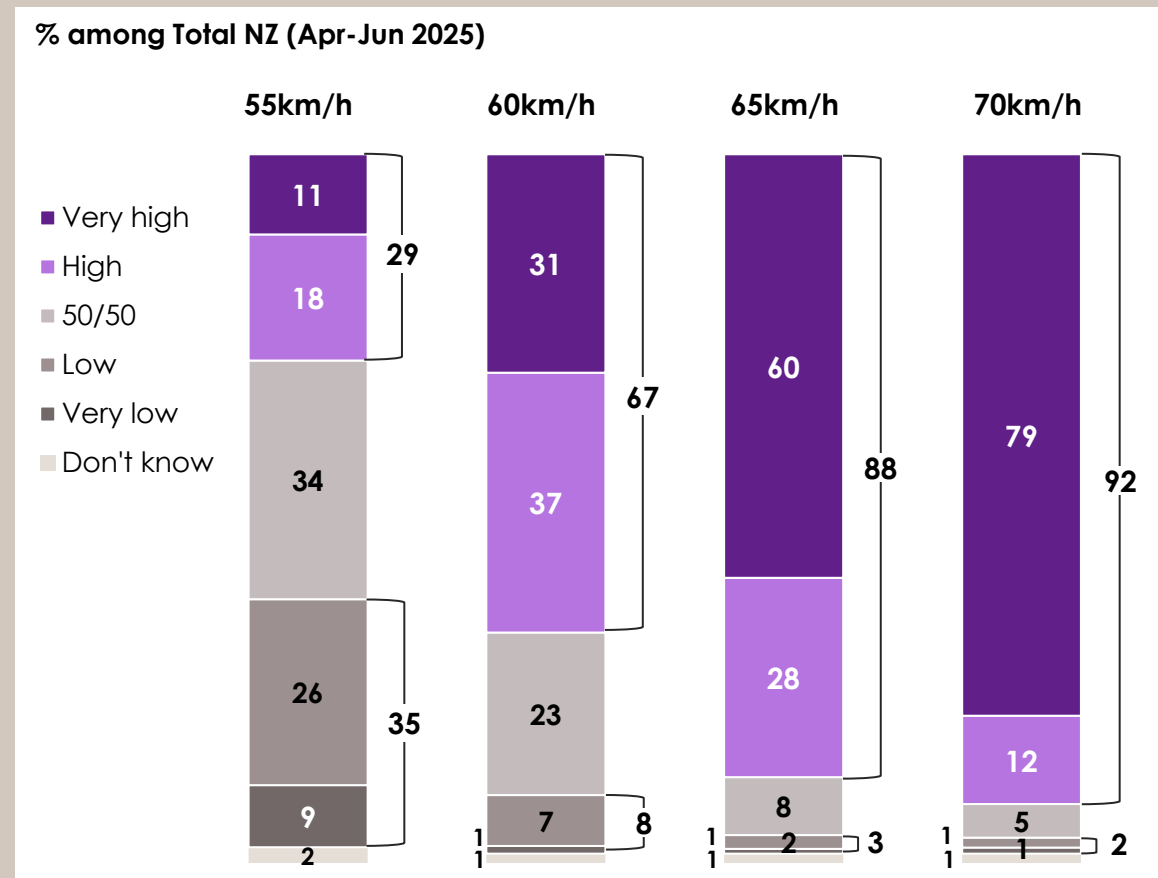
Source: Q103a Now, please imagine that you are driving on an urban road with a 50km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a safety camera?

Base: Total New Zealand - Apr-Jun 2025 n = 1,877



Three in ten think there is a high chance of getting a speeding ticket if you drive past a Police Officer on an urban road at 55km/h. This increases to two in three at 60km/h and nine in ten at 65km/h or 70km/h. Those considering the chance to be 'very high' builds with increasing speed.

Chance of getting a speeding ticket if you drive past a Police Officer on an urban road with a 50km/h speed limit in light traffic conditions at...





Those aged 65 plus more commonly think there is a high chance of getting a speeding ticket if you drive past a Police Officer on an urban road at 60km/h, while men aged 20 to 34 more commonly think the chance is low.

**Chance of getting a speeding ticket if you drive past a Police Officer on an urban road with a 50km/h speed limit in light traffic conditions at**

**Groups that more commonly think a low or high chance at... (Apr-Jun 2025)**

|                             | 55km/h                       |   | 60km/h                                       |  |
|-----------------------------|------------------------------|---|--|--|
|                             | Very low / Low (35%)         | Very high / High (29%)                                  | Very low / Low (8%)                          | Very high / High (67%)                       |
| Region                      | Canterbury (41%)             | Auckland (33%)<br>Marlborough / Nelson / Tasman - (45%) |  | Marlborough / Nelson / Tasman (80%)          |
| Urban / Rural               | -                            | A central city area (35%)                               | A central city area (11%)                    | -  |
| Gender by Age               | Women - 16 to 19 (48%)       | Men - 16 to 19 (41%)<br>Women - 65 plus (40%)           | Men - 20 to 24 (19%)<br>Men - 25 to 34 (13%) | Men - 65 plus (74%)<br>Women - 65 plus (78%) |
| Ethnicity                   | NZ European / European (39%) | Pacific peoples (41%)                                   | Pacific peoples (13%)                        | -  |
| Occupation                  | White collar (40%)           | Student (37%)   | -  | Retired (76%)                                |
| Personal income             | Over \$100,000 (44%)         | Up to \$40,000 (33%)                                    | Over \$100,000 (12%)                         | -  |
| Driver Licence              | -                            | Learner (40%)   | Learner (14%)                                | Full (69%)                                   |
| Licence Class               | -                            | -   | -  | Motorcycle (74%)                             |
| 'Through my eyes' ad recall | -                            | -   | -  | -  |
| 'Apprentice' ad recall      | -                            | -   | Do not recall ad (15%)                       | Recall ad (70%)                              |

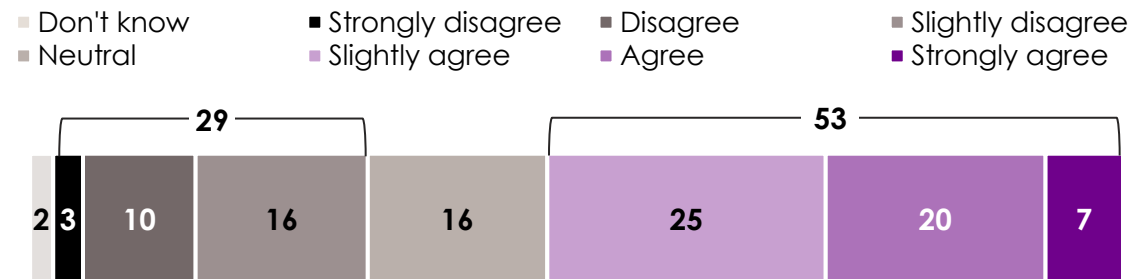
Source: Q103b Please use the same scale and still think about driving on an urban road with a 50km/h speed limit in light traffic conditions. For each of the following speeds, what do you think your chance of getting a speeding ticket would be if you drove past a Police Officer?

Base: Total New Zealand - Apr-Jun 2025 n = 1,877

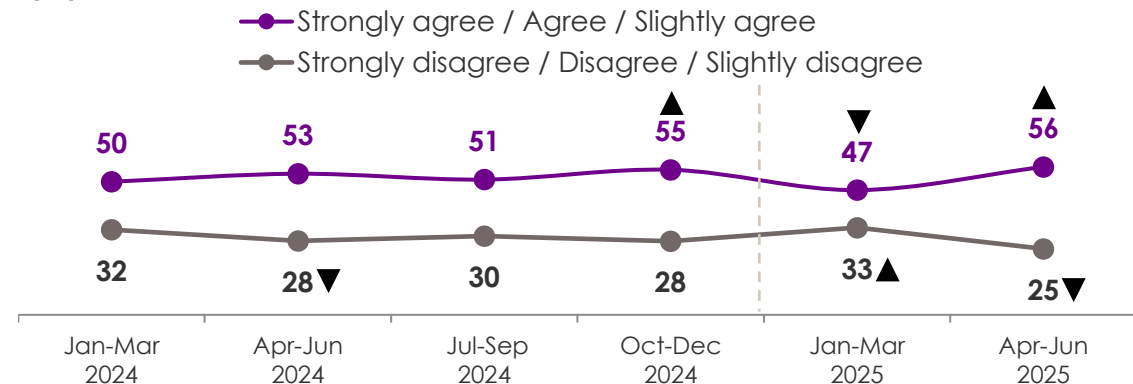
Although fluctuating, this quarter nearly three in five (56%) New Zealanders think people driving over the speed limit are likely to get a ticket, while one in four (25%) disagree. Agreement is more common among men aged 16 to 24, women aged 16 to 34, Pacific peoples, and Asian peoples.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter

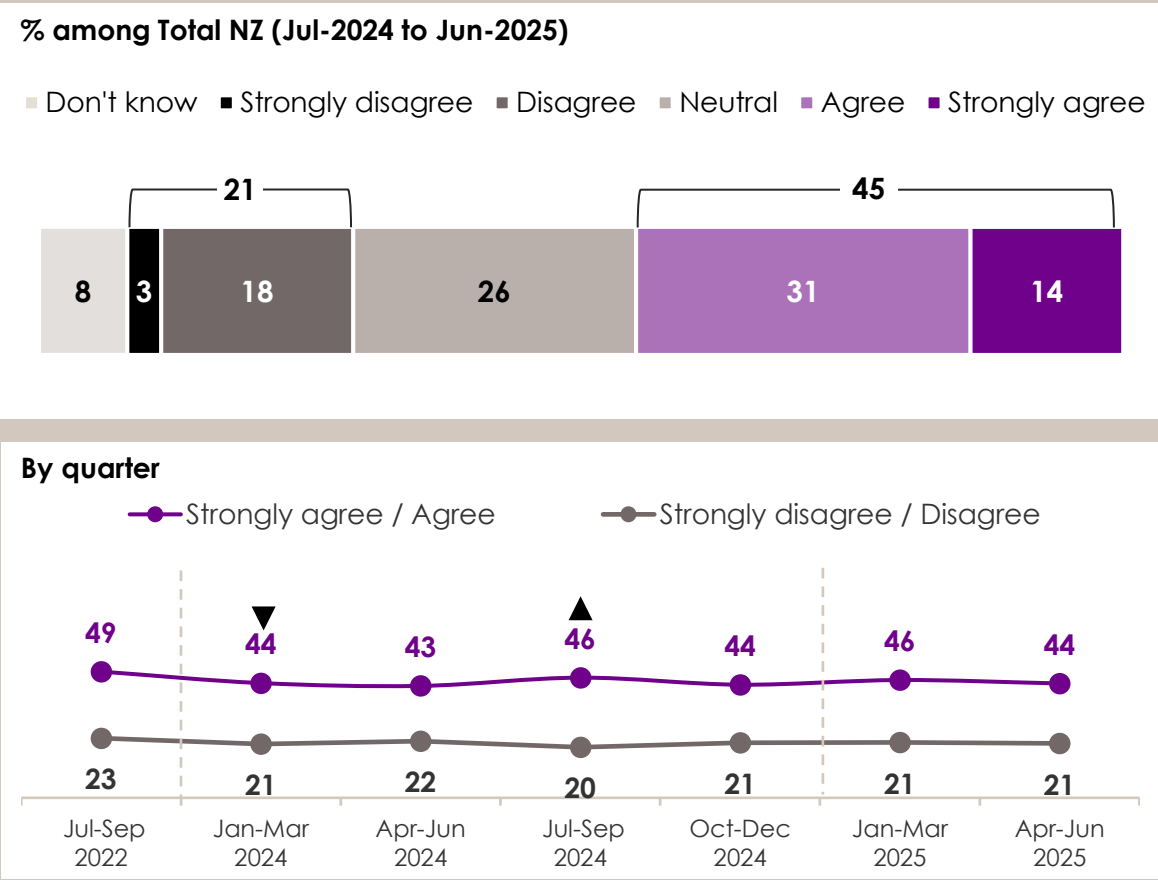


Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                             | Strongly disagree / Disagree / Slightly disagree (29%)  | Strongly agree / Agree / Slightly agree (53%)  |
|-----------------------------|---|--|
| Region                      | Canterbury (35%)  | Auckland (54%)   |
| Urban / Rural               | A suburban area (31%)<br>Rural area >5 km of a town (34%)                                     | A central city area (58%)  |
| Gender by Age               | Men - 45 to 54 (38%)<br>Men - 55 to 64 (39%)<br>Men - 65 plus (36%)<br>Women - 45 to 54 (33%) | Men - 16 to 19 (62%)<br>Men - 20 to 24 (68%)<br>Women - 16 to 19 (67%)<br>Women - 20 to 24 (68%)<br>Women - 25 to 34 (60%) |
| Ethnicity                   | NZ European / European (33%)  | Pacific peoples (62%)<br>Asian peoples (64%)   |
| Occupation                  | White collar (31%)<br>Retired (32%)   | Not in employment (62%)<br>Student (63%)   |
| Personal income             | \$80,001 to \$100,000 (32%)<br>Over \$100,000 (37%)   | Up to \$40,000 (60%)<br>\$40,001 to \$60,000 (58%)<br>\$60,001 to \$80,000 (56%)   |
| Driver Licence              | Full (31%)  | Do not have a license (61%)<br>Learner (64%), Restricted (65%)   |
| Licence Class               | Car / taxi (30%), Motorcycle (38%),<br>Heavy vehicle (36%)                                    | -  |
| 'Through my eyes' ad recall | Recall ad (30%)   | -  |
| 'Apprentice' ad recall      | -   | -  |

If caught for speeding, twice as many New Zealanders believe the penalties are not very severe (45%) compared to those who believe they are (21%). Agreement is more common among women aged 65 plus and Pacific peoples.

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



| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |   |  |
|--|---|--|
|  | Strongly disagree / Disagree (21%)                  | Strongly agree / Agree (45%)                       |
| Region   | Auckland (23%)                                      | Canterbury (48%)                                   |
| Urban / Rural  | Rural area <=5km of a town (25%)                    | -  |
| Gender by Age  | Men - 35 to 44 (28%)<br>Men - 55 to 64 (26%)        | Women - 65 plus (57%)                              |
| Ethnicity  | Asian peoples (24%)                                 | Pacific peoples (52%)                              |
| Occupation   | White collar (24%)                                  | Retired (52%)<br>Student (50%)                     |
| Personal income  | \$80,001 to \$100,000 (23%)<br>Over \$100,000 (27%) | Up to \$40,000 (48%)<br>\$40,001 to \$60,000 (48%) |
| Driver Licence   | -   | Do not have a license (56%)                        |
| Licence Class  | Car / taxi (21%)<br>Motorcycle (23%)                | -  |
| 'Through my eyes' ad recall  | -   | Recall ad (46%)                                    |
| 'Apprentice' ad recall   | -   | -  |

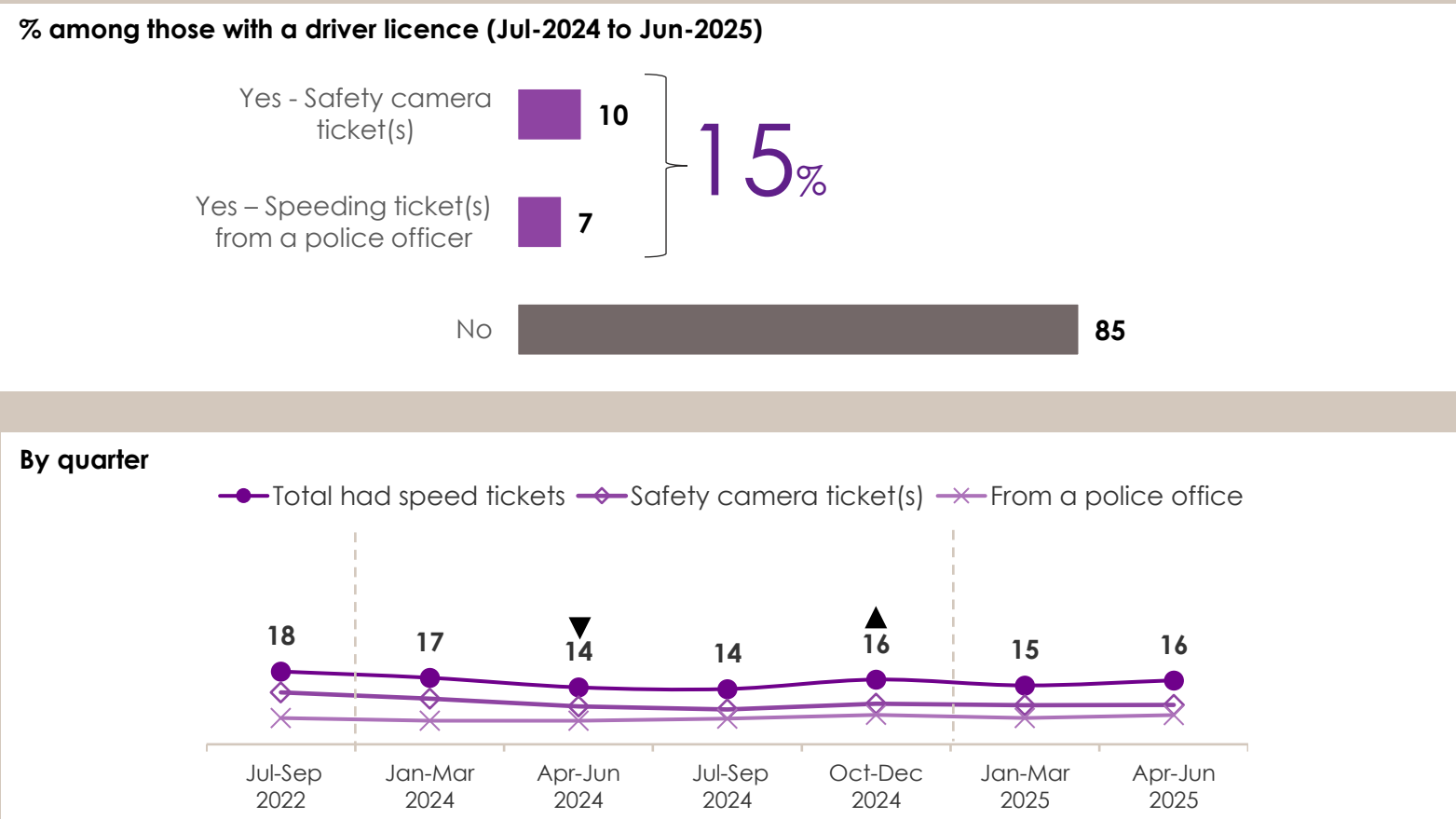
Source: Q24 Do you agree or disagree with the following statements?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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



Fifteen percent of drivers admit to receiving a speeding ticket in the last 12 months, being a mix of safety camera tickets (10%) and those issued by a Police Officer (7%). Speeding tickets were more common among men aged 16 to 24 or 35 to 44, women aged 20 to 34, Māori, and Pacific peoples.

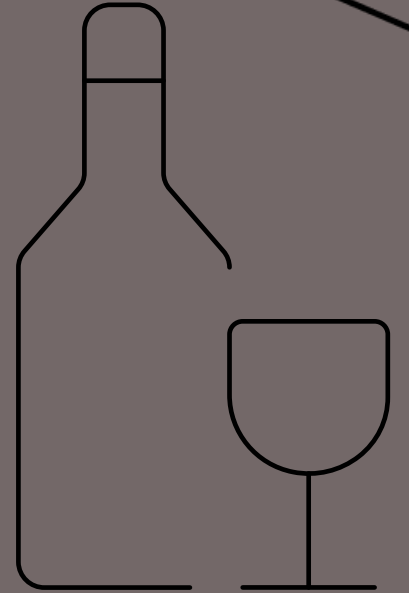
Personally had a speeding ticket in the last 12 months



| Groups that more commonly have...(Jul-2024 to Jun-2025) |  |
|---|--|
|   | Had a speeding ticket (15%)  |
| Region  | Auckland (18%)   |
| Urban / Rural   | A central city area (18%)  |
| Gender by Age   | Men - 16 to 19 (23%)<br>Men - 20 to 24 (29%)<br>Men - 35 to 44 (20%)<br>Women - 20 to 24 (22%)<br>Women - 25 to 34 (20%) |
| Ethnicity   | Māori (18%)<br>Pacific peoples (25%)   |
| Occupation  | White collar (18%)<br>Blue collar (17%)  |
| Personal income   | \$80,001 to \$100,000 (19%)<br>Over \$100,000 (20%)  |
| Driver Licence  | Restricted (19%)   |
| Licence Class   | -  |
| 'Through my eyes' ad recall                             | -  |
| 'Apprentice' ad recall                                  | -  |

05

# Alcohol-impaired driving and enforcement



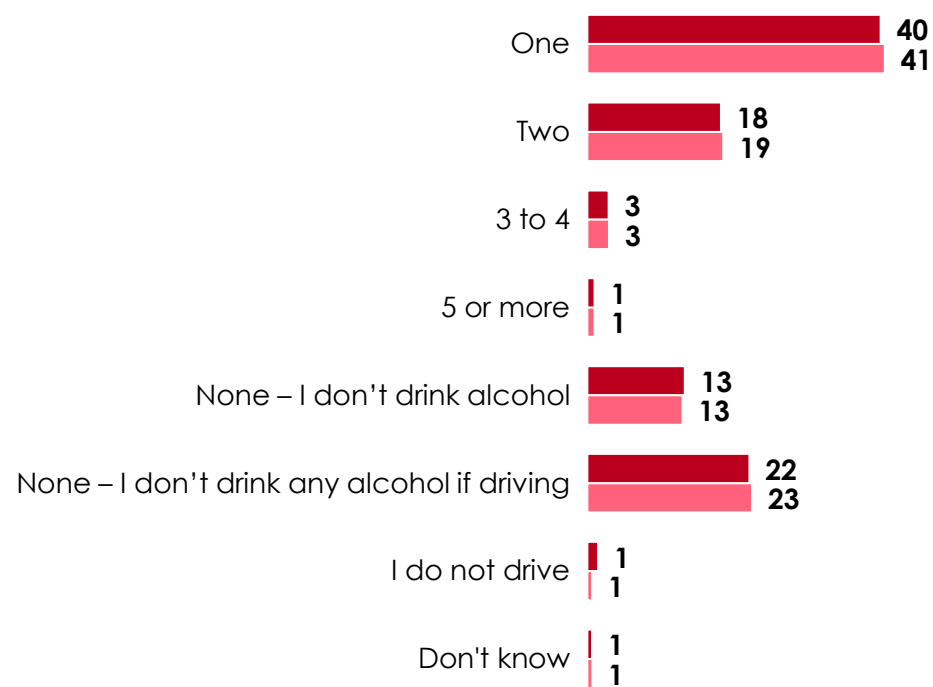


Among those with a driver licence, few (4%) claim to be comfortable having more than one or two standard drinks in an hour if planning to drive immediately afterwards. Two in five are comfortable having one standard drink, and one in five are comfortable having two standard drinks.

### Number of standard drinks would be comfortable drinking in an hour if planning to drive immediately afterwards

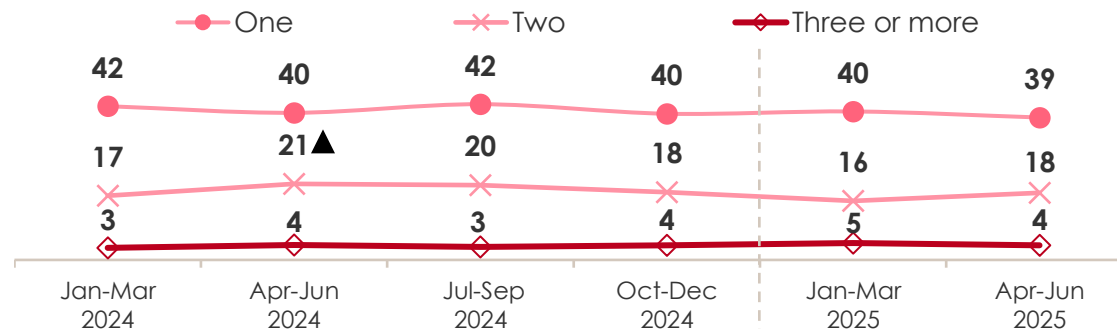
(%, Jul-2024 to Jun-2025)

■ Total NZ ■ Those with a driver licence

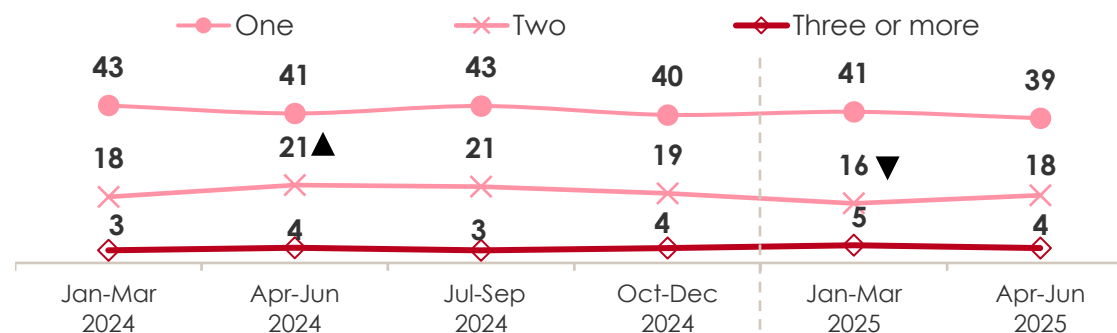


By quarter

Among Total NZ



Among those with a driver licence



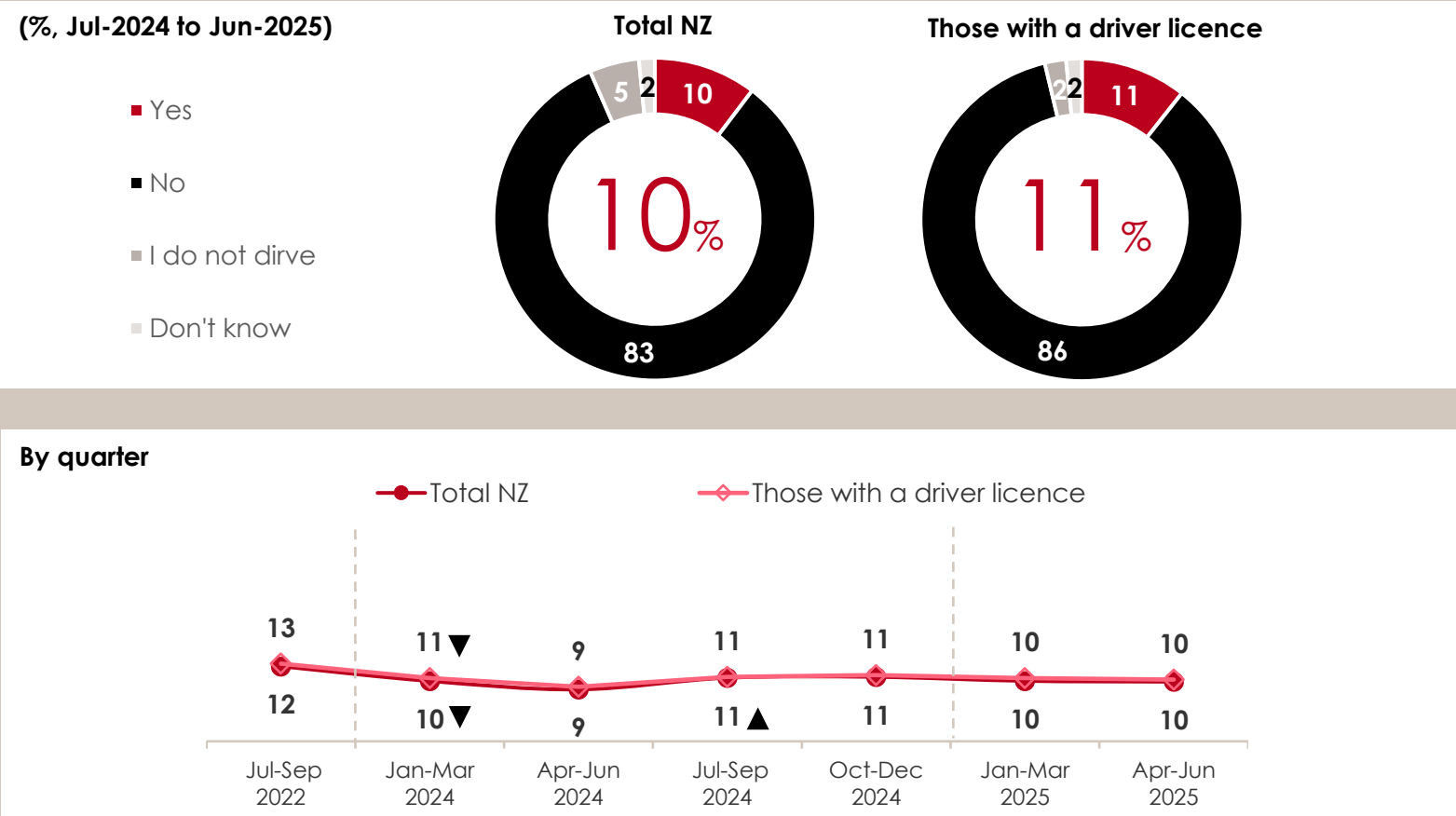
Source: Q12E Assume a standard drink is a whole can or bottle of beer, a glass of wine, a glass or tumbler of spirits mixed or straight, an RTD bottle etc. How many standard drinks would you be comfortable drinking in an hour if you are planning to drive immediately afterwards?

Base: Jul-2024 to Jun-2025, Total NZ n = 7,684 | Those with a driver licence n = 7,324



Eleven percent of New Zealanders with a driver licence admit to having driven at least once during the past 12 months while slightly intoxicated. This behaviour is more common among men aged 24 to 64, Māori, and Pacific peoples - reaching 24% among men aged 20 to 24.

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

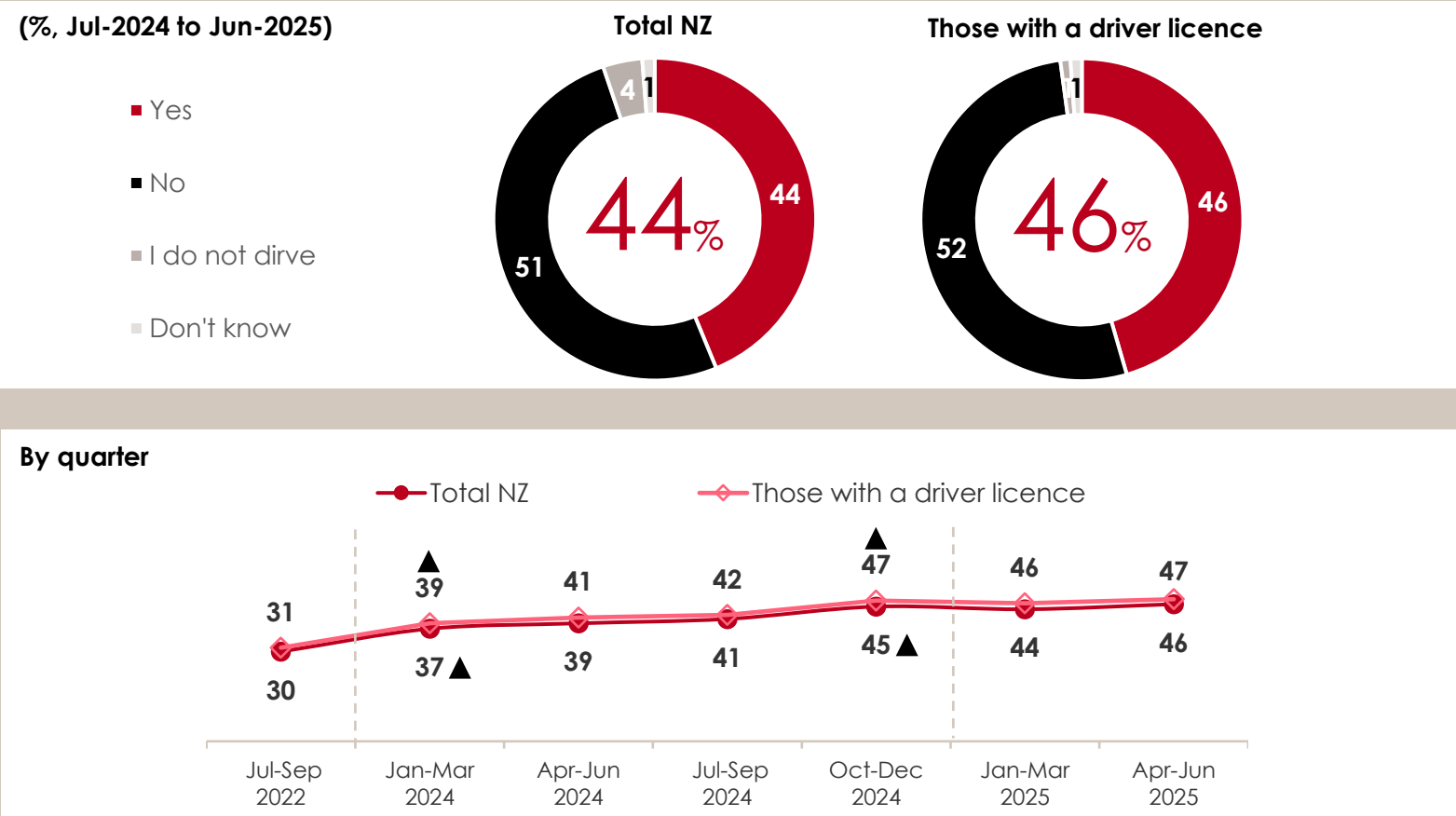


| Groups that more commonly have...(Jul-2024 to Jun-2025) |  |
|---|--|
| Driven at least once while slightly intoxicated (10%)   |  |
| Region  | Auckland (12%)   |
| Urban / Rural   | -  |
| Gender by Age   | Men - 20 to 24 (24%)<br>Men - 25 to 34 (16%)<br>Men - 35 to 44 (16%)<br>Men - 45 to 54 (13%)<br>Men - 55 to 64 (16%) |
| Ethnicity   | Māori (14%)<br>Pacific peoples (13%)   |
| Occupation  | White collar (11%)<br>Blue collar (14%)  |
| Personal income   | \$40,001 to \$60,000 (14%)<br>\$80,001 to \$100,000 (13%)<br>Over \$100,000 (15%)                                    |
| Driver Licence  | Full (11%)   |
| Licence Class   | Car / taxi (11%)<br>Motorcycle (15%)<br>Heavy vehicle (16%)  |
| 'Would you rather' ad recall                            | Recall ad (11%)  |



Following an increase in late 2024, nearly half of New Zealanders with a driver licence (46%) claim to have been stopped at an alcohol checkpoint while driving in the last 12 months. This is more common among Waikato, Gisborne, and Taranaki residents, men aged 20 to 64, and women aged 20 to 34.

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

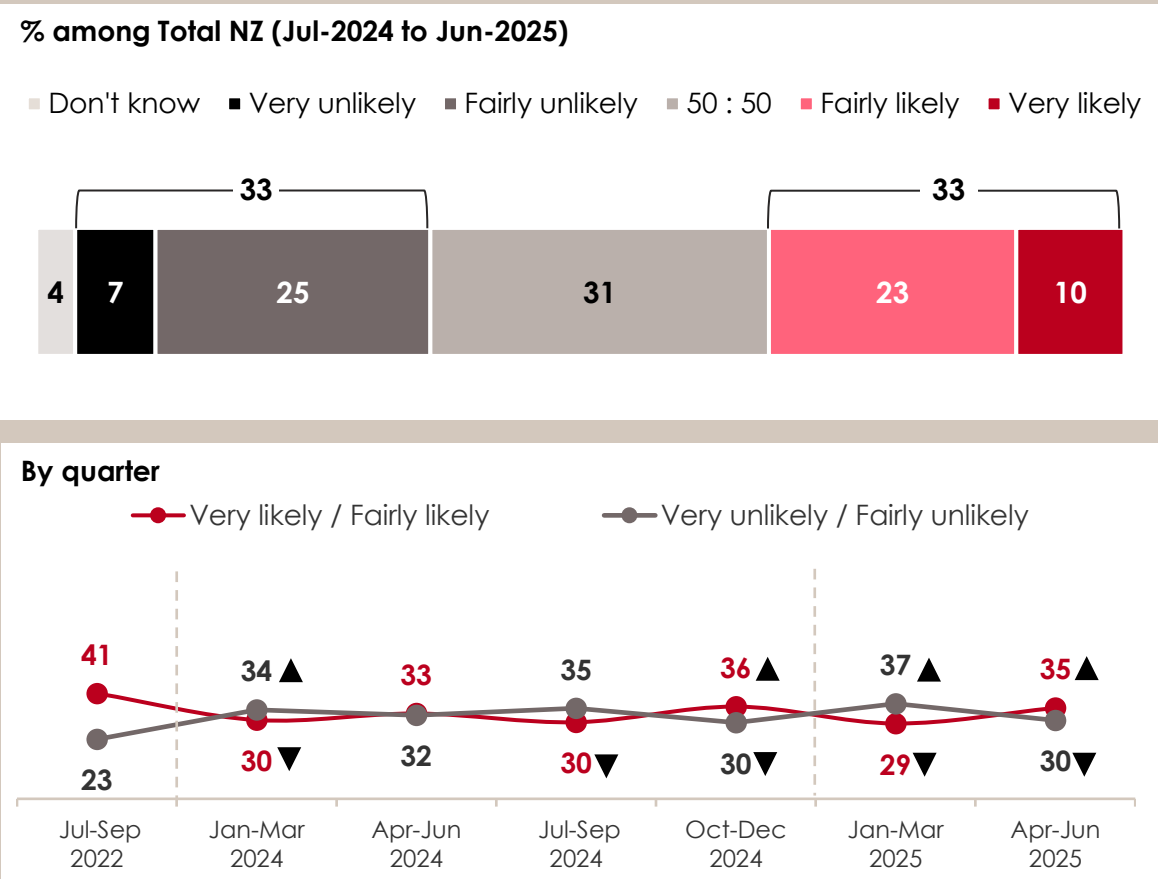


| Groups that more commonly have...(Jul-2024 to Jun-2025)   |  |
|---|--|
| Been stopped at an alcohol checkpoint while driving (44%) |  |
| Region  | Waikato (56%)<br>Gisborne (56%)<br>Taranaki (55%)  |
| Urban / Rural   | -  |
| Gender by Age   | Men - 20 to 24 (51%)<br>Men - 35 to 44 (51%)<br>Men - 45 to 54 (48%)<br>Men - 55 to 64 (48%)<br>Women - 20 to 24 (53%)<br>Women - 25 to 34 (48%) |
| Ethnicity   | Māori (49%)  |
| Occupation  | White collar (49%)<br>Blue collar (49%)  |
| Personal income   | \$60,001 to %80,000 (49%)<br>\$80,001 to \$100,000 (49%)<br>Over \$100,000 (51%)   |
| Driver Licence  | Full (47%)   |
| Licence Class   | Car / taxi (45%)<br>Heavy vehicle (52%)  |
| 'Would you rather' ad recall                              | Recall ad (47%)  |



Perceptions are mixed, and fluctuate, towards the likelihood of a person who was driving after drinking being stopped and breath tested in a large city. One in three believe this is likely, a view more common among men aged 16 to 34 and women aged 16 to 24, while one in three think it is unlikely.

Likelihood of a person who was driving after drinking to be stopped and breath tested: In a large city



**Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025)**

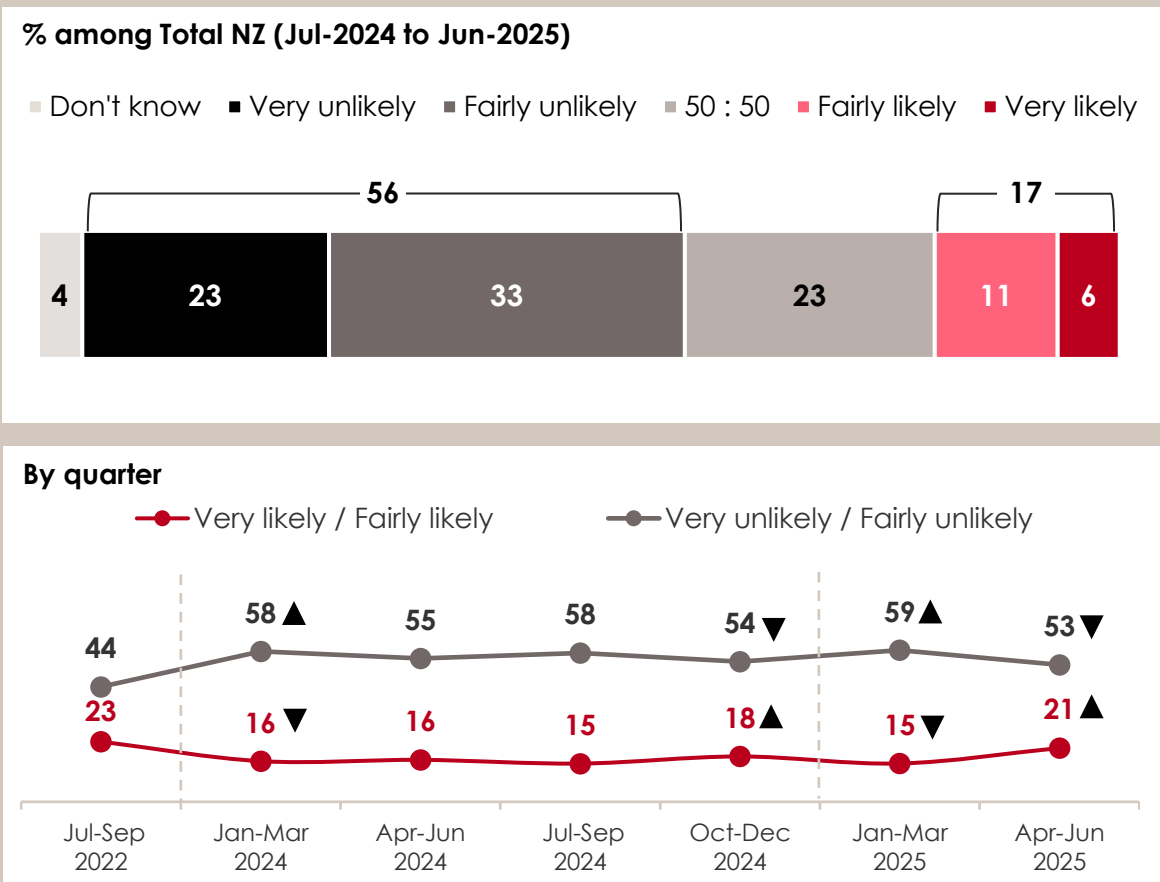
|                              | Very unlikely / Fairly unlikely (33%)                               | Very likely / Fairly likely (33%)  |
|------------------------------|---|--|
| Region                       | Wellington (39%)  | Auckland (35%)   |
| Urban / Rural                | A suburban area (34%)   | A central city area (38%)  |
| Gender by Age                | Men - 45 to 54 (43%)<br>Men - 55 to 64 (37%)<br>Men - 65 plus (38%) | Men - 16 to 19 (48%)<br>Men - 20 to 24 (43%)<br>Men - 25 to 34 (38%)<br>Women - 16 to 19 (47%)<br>Women - 20 to 24 (41%) |
| Ethnicity                    | NZ European / European (37%)  | Pacific peoples (46%)<br>Asian peoples (40%)   |
| Occupation                   | White collar (35%)  | Student (42%)  |
| Personal income              | Over \$100,000 (44%)  | Up to \$40,000 (36%)<br>\$60,001 to \$80,000 (38%)   |
| Driver Licence               | Full (35%)  | Do not have license (43%)<br>Learner (39%), Restricted (39%)   |
| Licence Class                | Car / taxi (33%)<br>Motorcycle (39%)<br>Heavy vehicle (38%)         | -  |
| 'Would you rather' ad recall | -   | -  |

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 - Jul-2024 to Jun-2025 n = 7,684



Although increasing this quarter, only one in five (21%) think it’s likely that a person driving after drinking would be stopped and breath tested on a major highway, while just over half think this is unlikely. Men aged 16 to 34, women aged 16 to 24, Pacific peoples, and Asian peoples more commonly think it’s likely.

Likelihood of a person who was driving after drinking to be stopped and breath tested: On a major highway



| Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025) |  |  |
|---|--|--|
|   | Very unlikely / Fairly unlikely (56%)  | Very likely / Fairly likely (17%)  |
| Region  | Wellington (60%)<br>Canterbury (62%)   | Auckland (20%)   |
| Urban / Rural   | A suburban area (59%)  | A central city area (24%)  |
| Gender by Age   | Men - 35 to 44 (61%)<br>Men - 45 to 54 (65%)<br>Men - 55 to 64 (62%)<br>Women - 35 to 44 (61%) | Men - 16 to 19 (31%)<br>Men - 20 to 24 (31%)<br>Men - 25 to 34 (22%)<br>Women - 16 to 19 (30%)<br>Women - 20 to 24 (26%) |
| Ethnicity   | NZ European / European (60%)   | Pacific peoples (25%)<br>Asian peoples (24%)   |
| Occupation  | White collar (60%)   | Student (25%)  |
| Personal income   | \$80,001 to \$100,000 (60%)<br>Over \$100,000 (68%)  | Up to \$40,000 (21%)<br>\$60,001 to \$80,000 (21%)   |
| Driver Licence  | Full (59%)   | Do not have a license (32%)<br>Learner (26%), Restricted (25%)   |
| Licence Class   | Car / taxi (57%), Motorcycle (59%)<br>Heavy vehicle (65%)                                      | -  |
| 'Would you rather' ad recall  | Recall ad (57%)  | -  |

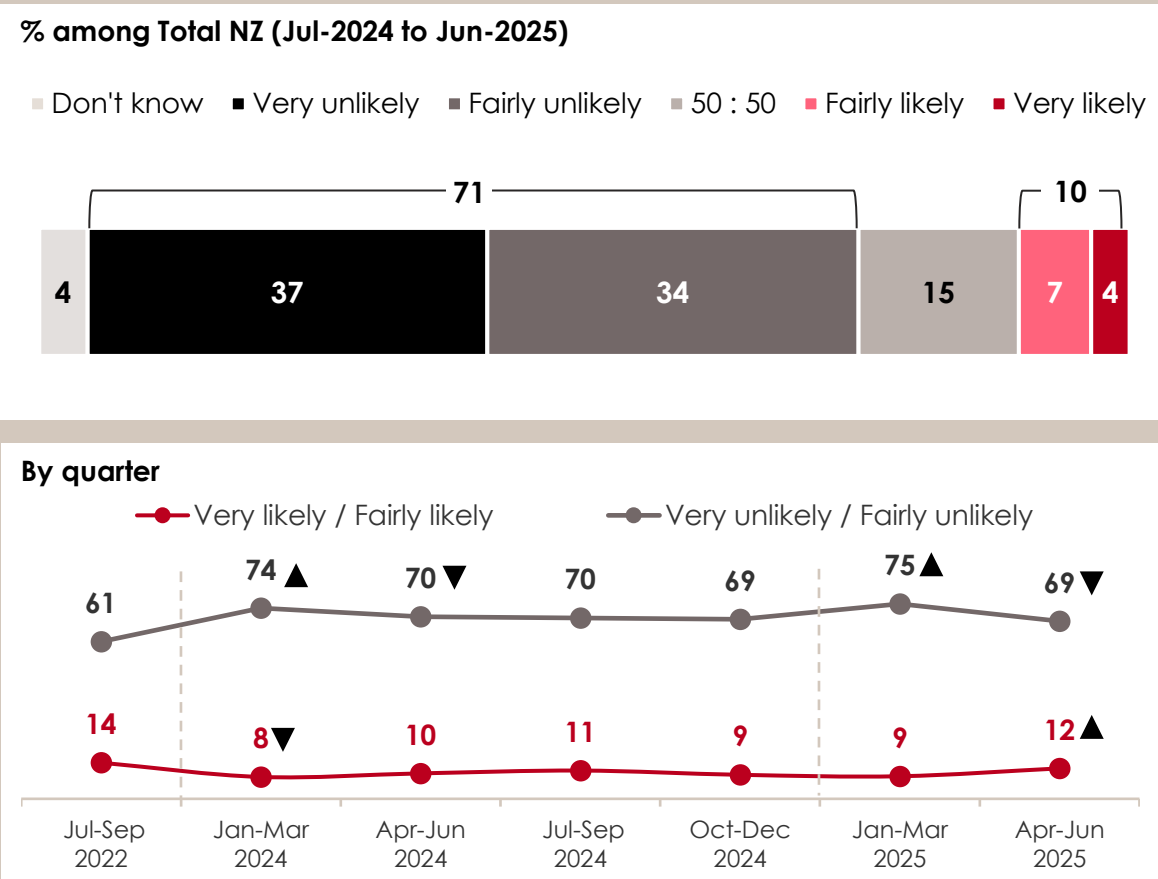
Source: Q15 How likely or unlikely would it be for a person who was driving after drinking to be stopped and breath tested in the following places..  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684





Only one in ten New Zealanders think it's likely that a person driving after drinking would be stopped and breath tested on a rural road. This view is more common among men aged 16 to 34, women aged 16 to 24, Pacific peoples, and Asian peoples. Seven in ten think this is unlikely to happen.

Likelihood of a person who was driving after drinking to be stopped and breath tested: On a rural road



| Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025) |  |  |
|---|--|--|
|   | Very unlikely / Fairly unlikely (71%)  | Very likely / Fairly likely (10%)  |
| Region  | Manawatū-Whanganui (76%)<br>Wellington (74%)<br>Canterbury (74%), Otago (76%)                  | Auckland (12%)   |
| Urban / Rural   | A suburban area (73%)  | A central city area (17%)  |
| Gender by Age   | Men - 45 to 54 (75%)<br>Men - 65 plus (77%)<br>Women - 45 to 54 (75%)<br>Women - 65 plus (74%) | Men - 16 to 19 (23%)<br>Men - 20 to 24 (21%)<br>Men - 25 to 34 (15%)<br>Women - 16 to 19 (16%)<br>Women - 20 to 24 (16%) |
| Ethnicity   | NZ European / European (75%)   | Pacific peoples (19%)<br>Asian peoples (16%)   |
| Occupation  | White collar (73%), Retired (75%)  | Student (16%)  |
| Personal income   | \$80,001 to \$100,000 (73%)<br>Over \$100,000 (78%)  | Up to \$40,000 (12%)<br>\$60,001 to \$80,000 (14%)   |
| Driver Licence  | Full (73%)   | Do not have a license (14%)<br>Learner (14%), Restricted (15%)   |
| Licence Class   | Car / taxi (71%)<br>Motorcycle (75%)<br>Heavy vehicle (77%)                                    | -  |
| 'Would you rather' ad recall  | Recall ad (72%)  | -  |

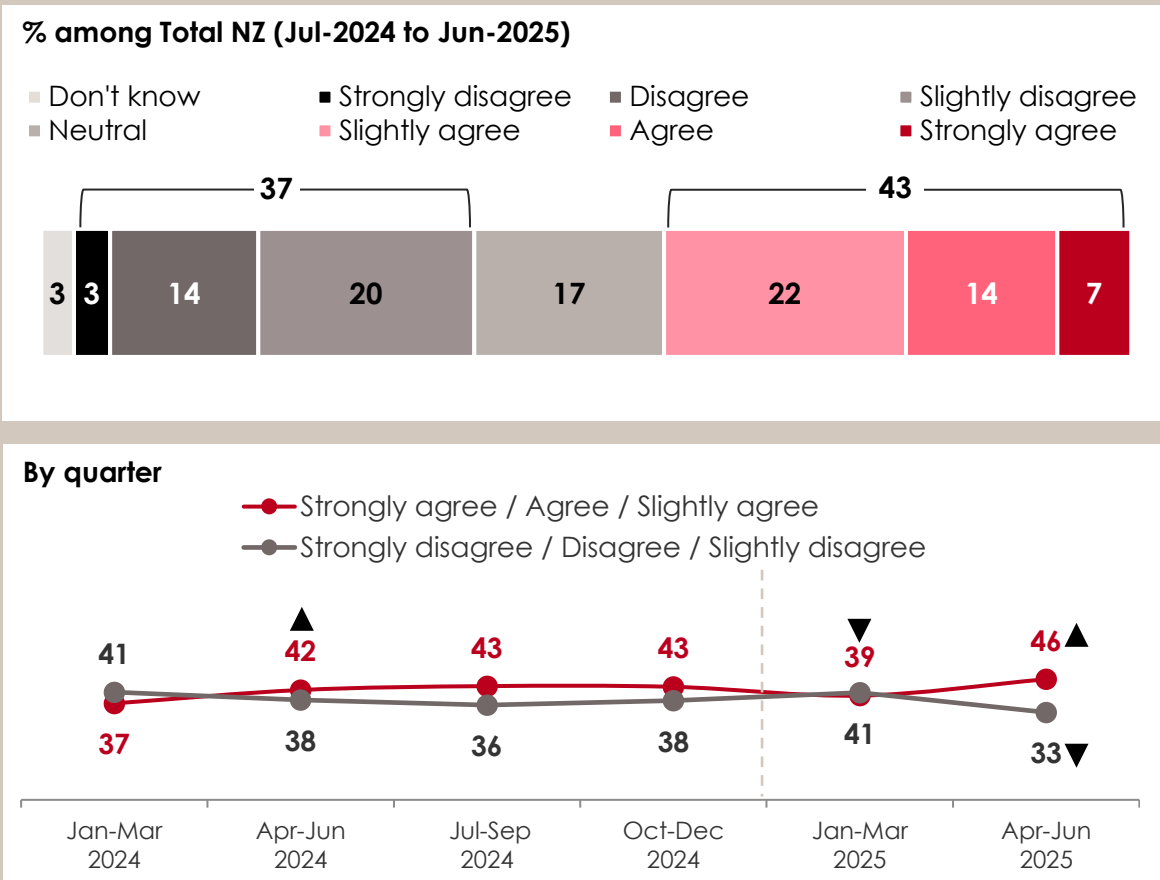
Source: Q15 How likely or unlikely would it be for a person who was driving after drinking to be stopped and breath tested in the following places..  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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



Although usually closely matched, agreement that someone who drinks and drives is likely to get caught has increased to 46% this quarter, while disagreement has decreased to 33%. Agreement is more common among men aged 16 to 34, women aged 16 to 24, Pacific peoples, and Asian peoples.

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



**Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)**

|                              | Strongly disagree / Disagree / Slightly disagree (37%)   | Strongly agree / Agree / Slightly agree (43%)  |
|------------------------------|--|--|
| Region                       | Wellington (40%)<br>Canterbury (43%)   | Auckland (46%)   |
| Urban / Rural                | Rural area >5 km of a town (44%)   | A central city area (50%)  |
| Gender by Age                | Men - 45 to 54 (44%)<br>Men - 55 to 64 (48%)<br>Women - 45 to 54 (43%)<br>Women - 55 to 64 (42%) | Men - 16 to 19 (57%)<br>Men - 20 to 24 (59%)<br>Men - 25 to 34 (47%)<br>Women - 16 to 19 (61%)<br>Women - 20 to 24 (56%) |
| Ethnicity                    | NZ European / European (42%)   | Pacific peoples (55%)<br>Asian peoples (57%)   |
| Occupation                   | White collar (41%)   | Not in employment (51%)<br>Retired (45%), Student (53%)  |
| Personal income              | Over \$100,000 (48%)   | Up to \$40,000 (49%)<br>\$40,001 to \$60,000 (46%)<br>\$60,001 to \$80,000 (49%)   |
| Driver Licence               | Full (39%)   | Do not have a license (53%)<br>Learner (54%), Restricted (57%)   |
| Licence Class                | Car / taxi (37%), Motorcycle (46%), Heavy vehicle (46%)  | -  |
| 'Would you rather' ad recall | Recall ad (39%)  | Do not recall ad (44%)   |

Source: Q89 Do you agree or disagree with the following statements?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

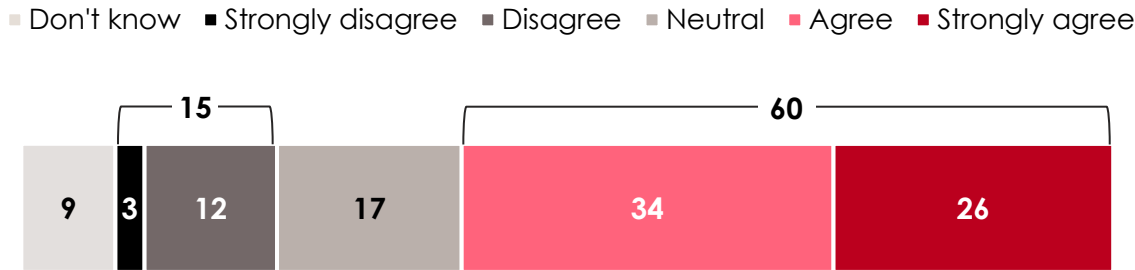
▲ = Significantly higher than previous period at 95% CL  
▼ = Significantly lower than previous period at 95% CL



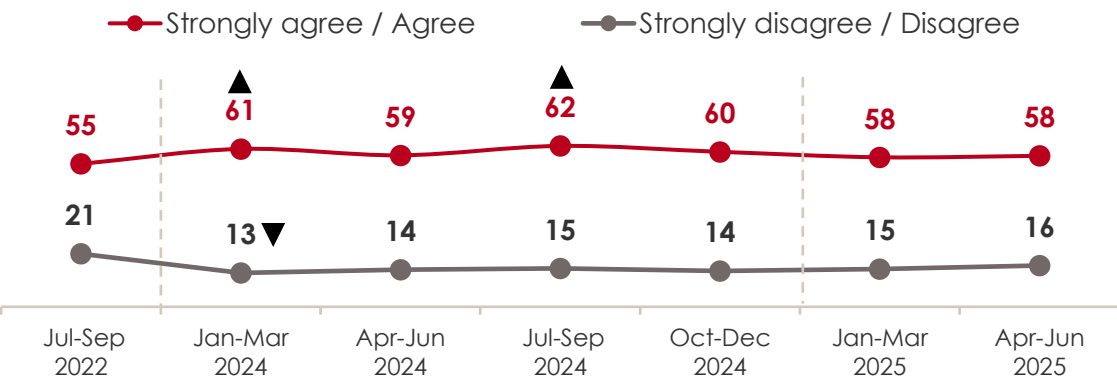
Three in five New Zealanders believe the penalties for drinking and driving are not very severe, while only 15% disagree. Those aged 65 plus more commonly think the penalties are not very severe.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                              | Strongly disagree / Disagree (15%)           | Strongly agree / Agree (60%)                       |
|------------------------------|--|--|
| Region                       | Wellington (18%)                             | Southland (67%)                                    |
| Urban / Rural                | A central city area (18%)                    | A town (64%)<br>Rural area >5 km of a town (64%)   |
| Gender by Age                | Men - 25 to 34 (18%)<br>Men - 45 to 54 (20%) | Men - 65 plus (64%)<br>Women - 65 plus (71%)       |
| Ethnicity                    | Māori (19%)                                  | -  |
| Occupation                   | White collar (16%)                           | Retired (67%)                                      |
| Personal income              | Over \$100,000 (20%)                         | Up to \$40,000 (63%)<br>\$40,001 to \$60,000 (65%) |
| Driver Licence               | -  | -  |
| Licence Class                | Motorcycle (18%)                             | -  |
| 'Would you rather' ad recall | -  | Recall ad (61%)                                    |

Source: Q9 Do you agree or disagree with the following statements?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

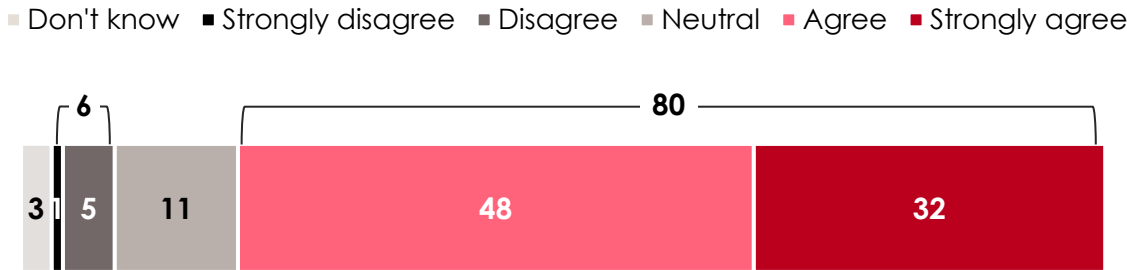
▲ = Significantly higher than previous period at 95% CL  
▼ = Significantly lower than previous period at 95% CL



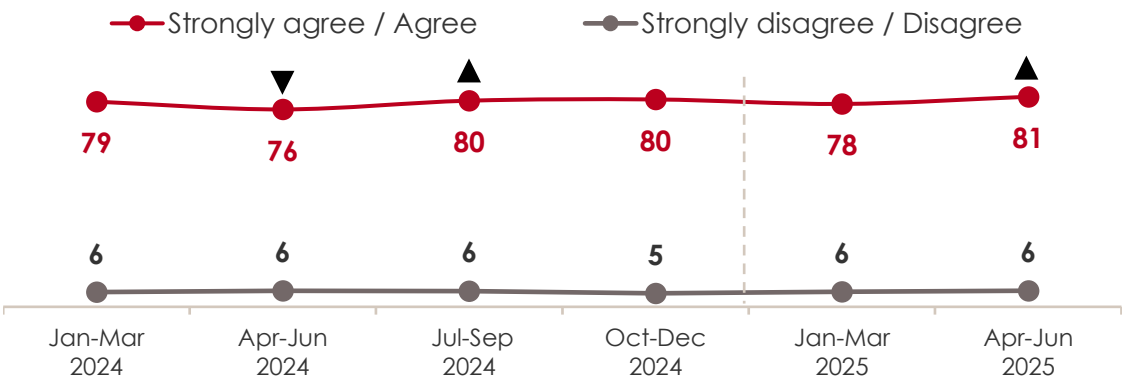
Four in five New Zealanders agree that compulsory breath testing helps reduce road deaths. There is a low level of disagreement at 6%, being more common among those with a motorcycle or heavy vehicle licence.

Compulsory breath testing helps reduce road deaths

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                              | Strongly disagree / Disagree (6%)                        | Strongly agree / Agree (80%)                  |
|------------------------------|--|---|
| Region                       | -  | Auckland (81%)                                |
| Urban / Rural                | A town (7%)<br>Rural area >5 km of a town (9%)           | A central city area (82%)                     |
| Gender by Age                | Men - 20 to 24 (9%)                                      | Men - 25 to 34 (83%)<br>Women - 65 plus (85%) |
| Ethnicity                    | Māori (8%)   | Asian peoples (85%)                           |
| Occupation                   | Blue collar (7%)   | White collar (81%)<br>Retired (83%)           |
| Personal income              | -  | Over \$100,000 (82%)                          |
| Driver Licence               | -  | -   |
| Licence Class                | Car / taxi (6%)<br>Motorcycle (8%)<br>Heavy vehicle (9%) | -   |
| 'Would you rather' ad recall | -  | Recall ad (81%)                               |

Source: Q9 Do you agree or disagree with the following statements?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

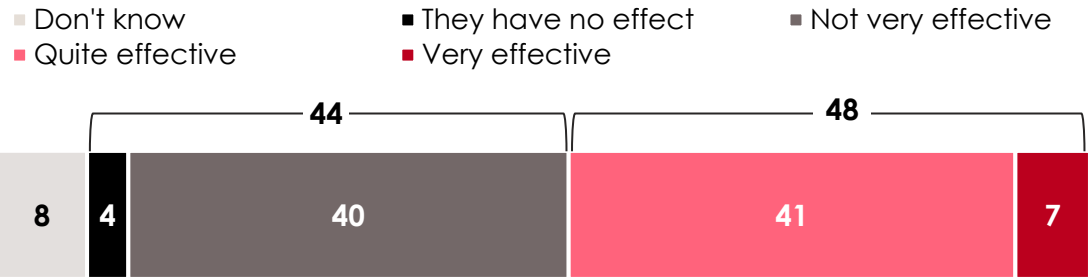
▲ = Significantly higher than previous period at 95% CL  
▼ = Significantly lower than previous period at 95% CL



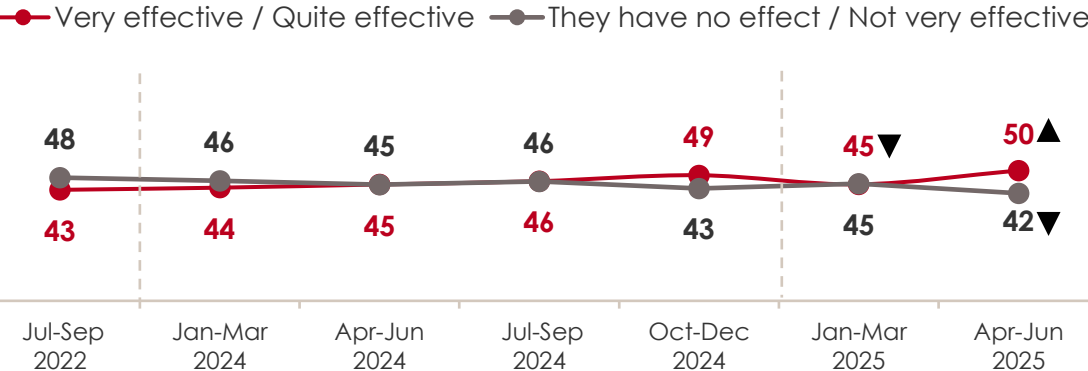
Although improving this quarter, views remain mixed on the effectiveness of drink-driving laws in reducing road deaths. Half (50%) currently think the laws are at least quite effective, while two in five (42%) consider them ineffective. Women aged 45 plus and men aged 65 plus more commonly think the laws are ineffective.

Effectiveness of drink driving laws in reducing road deaths

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think laws are not effective or effective (Jul-2024 to Jun-2025)

|                              | They have no effect / Not very effective (44%)   | Very effective / Quite effective (48%)   |
|------------------------------|--|--|
| Region                       | Waikato (48%)<br>Hawke's Bay (51%)<br>Southland (53%)  | Auckland (51%)   |
| Urban / Rural                | A town (47%)<br>Rural area >5 km of a town (54%)   | A central city area (57%)  |
| Gender by Age                | Men - 65 plus (48%)<br>Women - 45 to 54 (48%)<br>Women - 55 to 64 (51%)<br>Women - 65 plus (57%) | Men - 16 to 19 (55%)<br>Men - 20 to 24 (60%)<br>Men - 25 to 34 (59%)<br>Men - 35 to 44 (55%) |
| Ethnicity                    | NZ European / European (45%)<br>Māori (47%)<br>Pacific peoples (52%)                             | Asian peoples (59%)  |
| Occupation                   | Retired (52%)  | White collar (49%)<br>Blue collar (51%)  |
| Personal income              | Up to \$40,000 (47%)   | \$60,001 to \$80,000 (51%)<br>Over \$100,000 (52%)   |
| Driver Licence               | -  | -  |
| Licence Class                | Motorcycle (50%)<br>Heavy vehicle (49%)  | -  |
| 'Would you rather' ad recall | -  | -  |

Source: Q11 Now, thinking about the drink-driving laws. How effective do you think our drink-driving laws are in reducing road deaths?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

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

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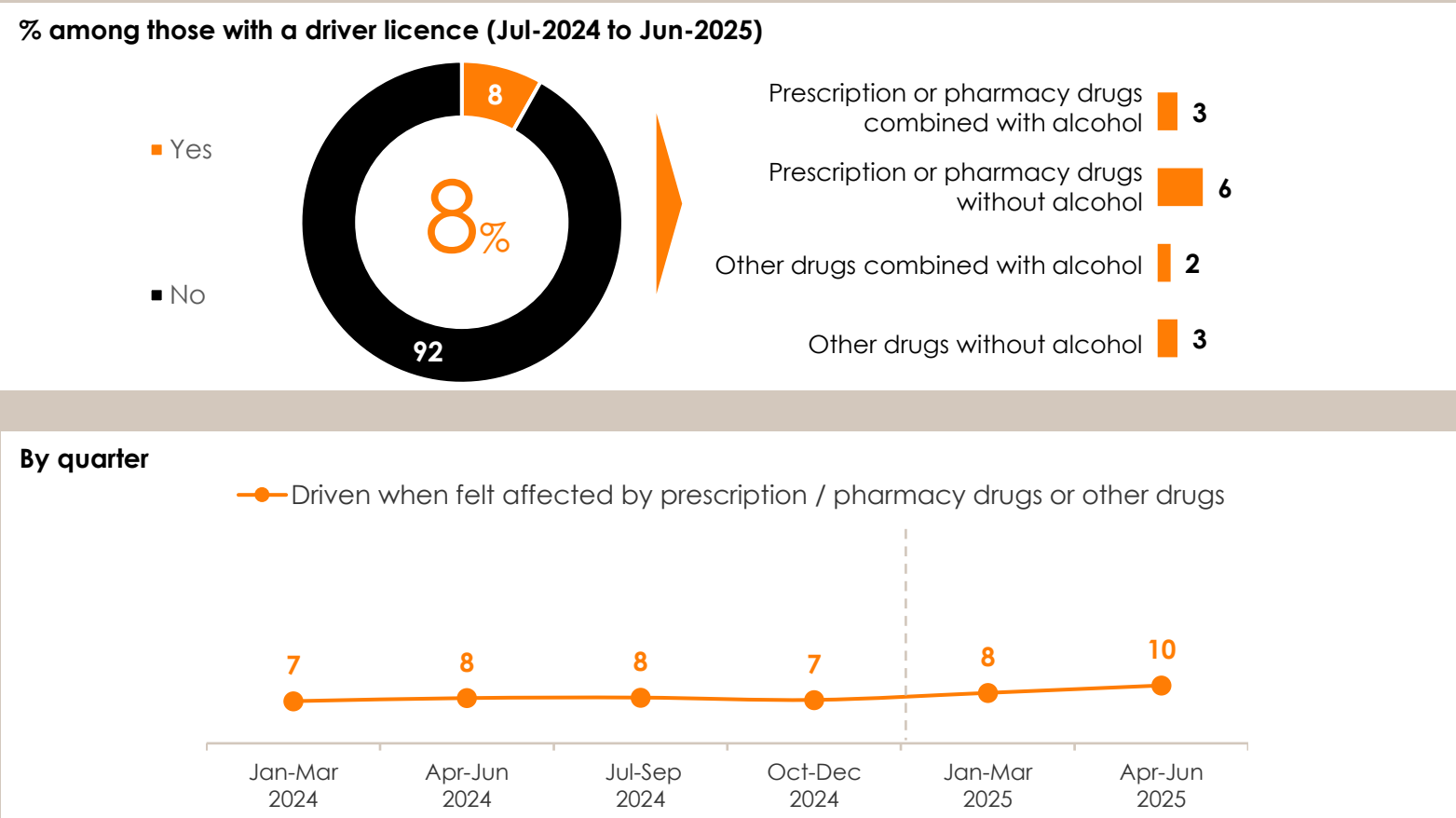
# Drug-impaired driving and enforcement





Eight percent of those with a driver licence claim to have driven in the past 12 months when affected by prescription or pharmacy drugs, either with or without alcohol. This is more common among those aged 16 to 34. Most frequent is driving when affected by prescription or pharmacy drugs without alcohol at 6%.

Driven in the past 12 months when felt affected by prescription / pharmacy drugs or other drugs



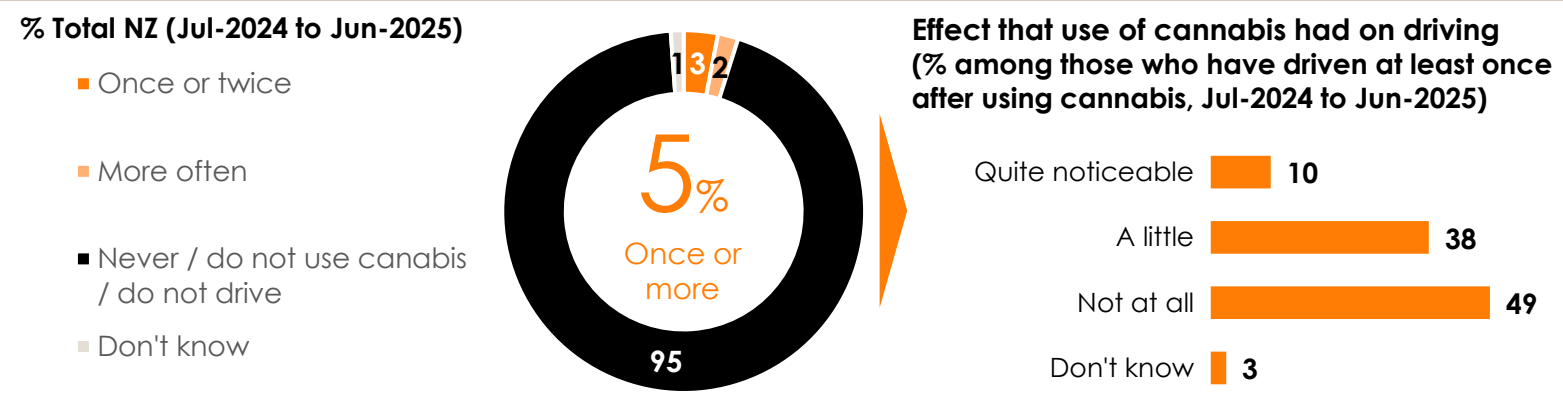
| Groups that more commonly have...<br>(Jul-2024 to Jun-2025) |  |
|---|--|
|   | Driven in past 12 months when felt affected by prescription or other drugs (8%)  |
| Region  | Waikato (11%)  |
| Urban / Rural   | A central city area (13%)<br>A town (10%)  |
| Gender by Age   | Men - 16 to 19 (12%)<br>Men - 20 to 24 (23%)<br>Men - 25 to 34 (14%)<br>Women - 16 to 19 (17%)<br>Women - 20 to 24 (14%)<br>Women - 25 to 34 (11%) |
| Ethnicity   | Māori (12%)<br>Pacific peoples (11%)   |
| Occupation  | Blue collar (10%)<br>Not in employment (11%)<br>Student (14%)  |
| Personal income   | \$60,001 to \$80,000 (10%)   |
| Driver Licence  | Learner (12%)<br>Restricted (15%)  |
| Licence Class   | -  |
| 'Drug driving' ad recall                                    | Recall ad (11%)  |



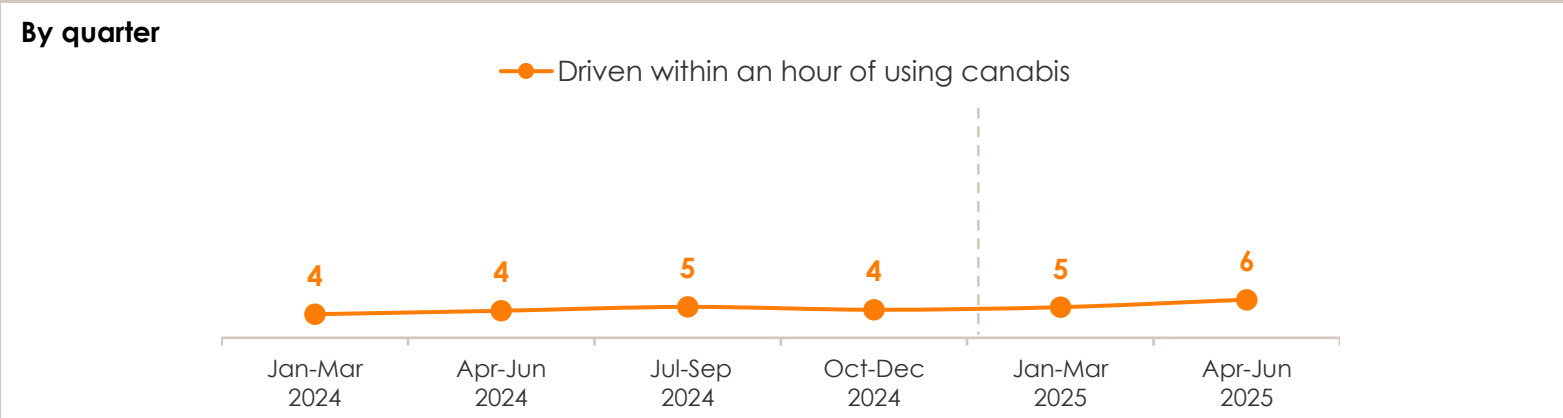


Five percent of New Zealanders admit to having driven within an hour of using cannabis in the last 12 months. This behaviour is more common among Northland residents, men aged 16 to 34, and women aged 16 to 24. Of these, half claim that the cannabis had at least some effect on their driving.

How often driven within an hour after using cannabis in the last 12 months



| Groups that more commonly have...(Jul-2024 to Jun-2025)                         |  |
|---|--|
| Driven in within an hour after using cannabis - Once or twice / More often (5%) |  |
| Region  | Northland (11%)  |
| Urban / Rural   | A central city area (8%)   |
| Gender by Age   | Men - 16 to 19 (12%)<br>Men - 20 to 24 (18%)<br>Men - 25 to 34 (9%)<br>Women - 16 to 19 (12%)<br>Women - 20 to 24 (9%) |
| Ethnicity   | Māori (11%)<br>Pacific peoples (10%)   |
| Occupation  | Blue collar (9%)<br>Not in employment (8%)<br>Student (7%)   |
| Personal income   | \$60,001 to \$80,000 (7%)  |
| Driver Licence  | Learner (12%)<br>Restricted (14%)  |
| Licence Class   | -  |
| 'Drug driving' ad recall  | -  |

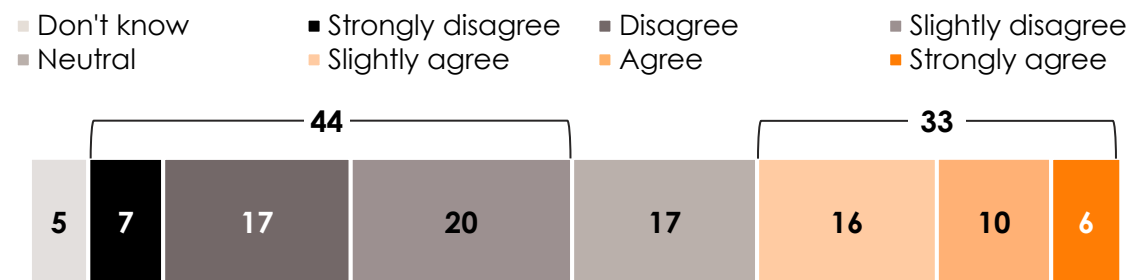




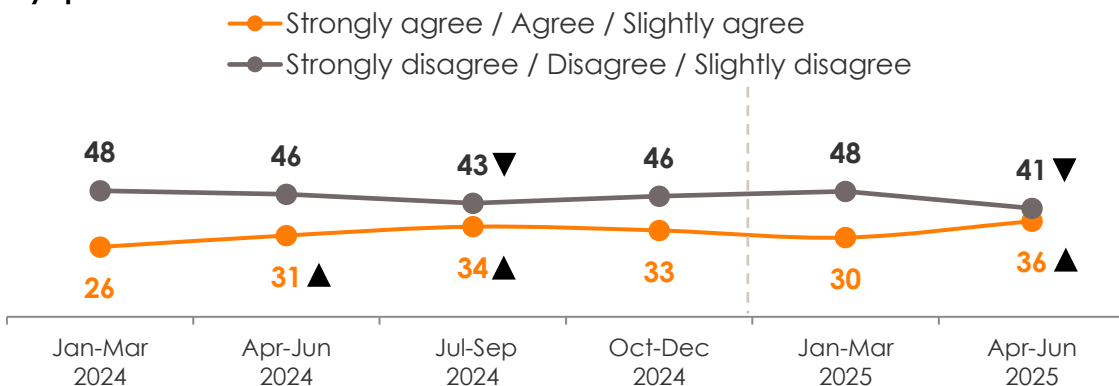
Perceptions have increased this quarter that someone driving while impaired by drugs is likely to get caught, with almost as many now thinking it is likely (36%) as unlikely (41%). Agreement is more common among men aged 16 to 34, women aged 16 to 24 or 65 plus, Pacific peoples and Asian peoples.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                          | Strongly disagree / Disagree / Slightly disagree (44%)  | Strongly agree / Agree / Slightly agree (33%)   |
|--------------------------|---|---|
| Region                   | Hawke's Bay (51%)<br>Canterbury (48%)   | Auckland (37%)  |
| Urban / Rural            | A suburban area (46%)<br>Rural area <=5 km of a town (52%)  | A central city area (42%)   |
| Gender by Age            | Men - 35 to 44 (50%)<br>Men - 45 to 54 (54%)<br>Men - 55 to 64 (57%)<br>Men - 65 plus (48%)<br>Women - 35 to 44 (51%)<br>Women - 45 to 54 (53%)<br>Women - 55 to 64 (51%) | Men - 16 to 19 (51%)<br>Men - 20 to 24 (56%)<br>Men - 25 to 34 (38%)<br>Women - 16 to 19 (52%)<br>Women - 20 to 24 (46%)<br>Women - 65 plus (36%) |
| Ethnicity                | NZ European / European (50%)  | Pacific peoples (47%)<br>Asian peoples (50%)  |
| Occupation               | White collar (50%)  | Not in employment (41%)<br>Retired (37%), Student (48%)   |
| Personal income          | \$80,001 to \$100,000 (47%)<br>Over \$100,000 (60%)   | Up to \$40,000 (41%)<br>\$40,001 to \$60,000 (37%)<br>\$60,001 to \$80,000 (38%)  |
| Driver Licence           | Full (48%)  | Do not have a license (46%)<br>Learner (47%), , Restricted (47%)  |
| Licence Class            | Car / taxi (45%), Motorcycle (57%)<br>Heavy vehicle (57%)   | -   |
| 'Drug driving' ad recall | Recall ad (44%)   | -   |

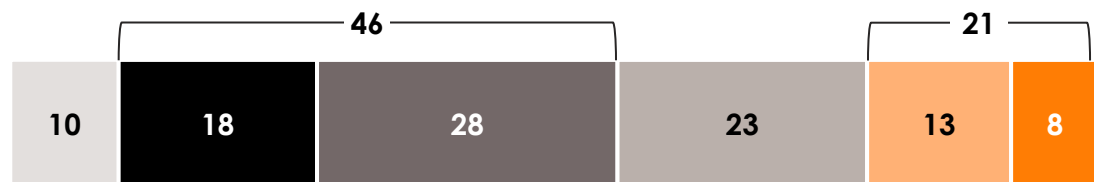


Although the gap has narrowed this quarter, only one in four (24%) think it is likely that a driver will be tested for drugs at a Police checkpoint, while two in five (40%) think this is unlikely. Men aged 16 to 24, women aged 16 to 19, and those aged 65 plus more commonly believe it is likely.

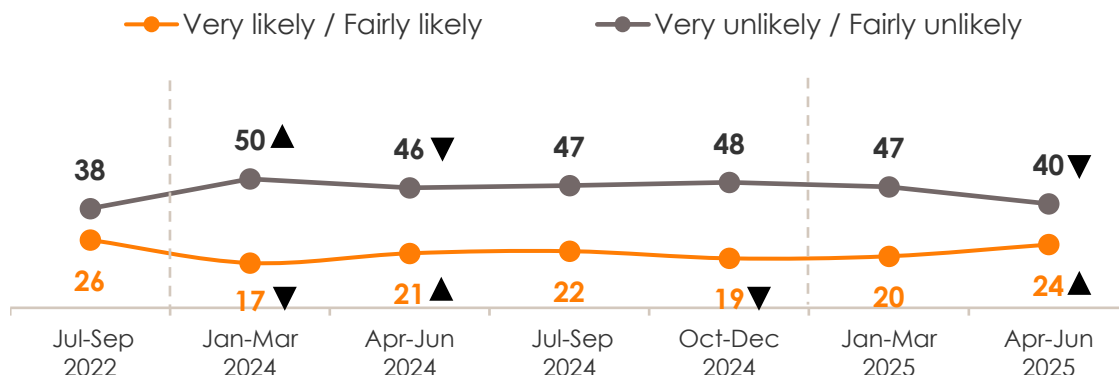
### Likelihood of a driver being tested for drugs at a Police checkpoint

#### % among Total NZ (Jul-2024 to Jun-2025)

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



#### By quarter



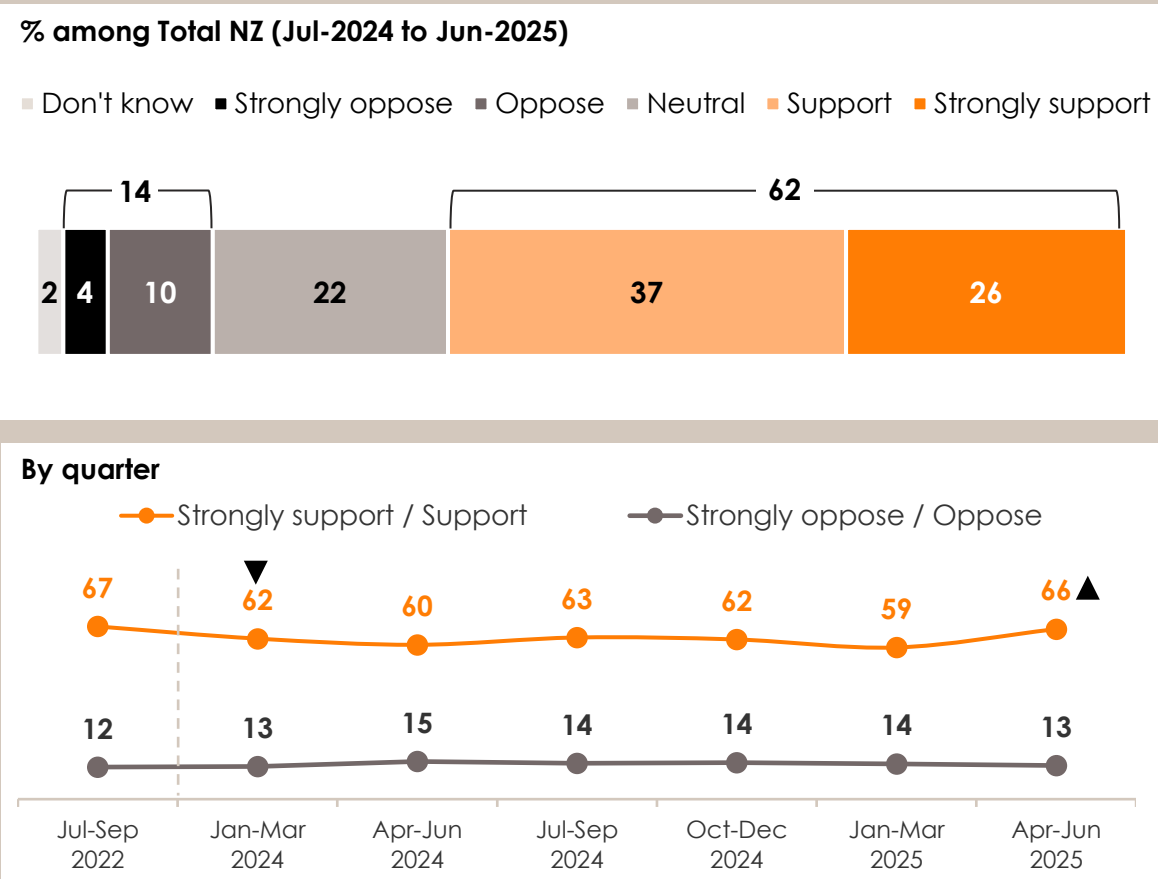
#### Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025)

|                          | Very unlikely / Fairly unlikely (46%)  | Very likely / Fairly likely (21%)  |
|--------------------------|--|--|
| Region                   | Otago (51%)  | Bay of Plenty (26%)  |
| Urban / Rural            | A suburban area (47%)  | A central city area (25%)  |
| Gender by Age            | Men - 45 to 54 (51%)<br>Women - 25 to 34 (57%)<br>Women - 35 to 44 (55%)<br>Women - 45 to 54 (52%) | Men - 16 to 19 (34%)<br>Men - 20 to 24 (30%)<br>Men - 65 plus (30%)<br>Women - 16 to 19 (32%)<br>Women - 65 plus (30%) |
| Ethnicity                | NZ European / European (49%)   | Māori (25%)<br>Pacific peoples (30%)<br>Asian peoples (25%)  |
| Occupation               | White collar (52%)   | Retired (30%)  |
| Personal income          | \$80,001 to \$100,000 (53%)<br>Over \$100,000 (57%)  | Up to \$40,000 (27%)   |
| Driver Licence           | Full (48%)   | Do not have a license (31%)<br>Restricted (25%)  |
| Licence Class            | Car / taxi (46%)<br>Motorcycle (49%)   | -  |
| 'Drug driving' ad recall | -  | -  |



This quarter, support for compulsory roadside testing of drivers for drug use has increased to 66%. Support is more common among men aged 65 plus and women aged 55 plus. Opposition remains low at 13%, being more common among men aged 20 to 54 and women aged 16 to 19.

Support for road safety initiatives: Compulsory roadside testing of drivers for drug use, which could take up to 10 minutes



| Groups that more commonly oppose or support (Jul-2024 to Jun-2025) |  |  |
|--|--|--|
|  | Strongly oppose / Oppose (14%)   | Strongly support / Support (62%)                                       |
| Region   | Auckland (15%)<br>Otago (18%)  | Bay of Plenty (67%)  |
| Urban / Rural  | -  | A town (65%)   |
| Gender by Age  | Men - 20 to 24 (18%)<br>Men - 25 to 34 (18%)<br>Men - 35 to 44 (23%)<br>Men - 45 to 54 (17%)<br>Women - 16 to 19 (22%) | Men - 65 plus (79%)<br>Women - 55 to 64 (70%)<br>Women - 65 plus (82%) |
| Ethnicity  | Māori (16%)  | NZ European / European (63%)<br>Pacific peoples (67%)                  |
| Occupation   | Blue collar (18%)<br>Student (18%)   | Retired (78%)  |
| Personal income  | Over \$100,000 (16%)   | Up to \$40,000 (65%)   |
| Driver Licence   | Learner (20%)<br>Restricted (20%)  | Full (63%)   |
| Licence Class  | Car / taxi (14%)   | -  |
| 'Drug driving' ad recall   | Do not recall ad (15%)   | Recall ad (69%)  |

Source: Q78 New Zealand's road safety strategy includes a number of initiatives designed to reduce the likelihood of deaths or serious injuries in the event of a crash. How much do you support or oppose each of the following initiatives?  
Base: Total New Zealand - Jul-2024 to Jun-2025 n = 7,684

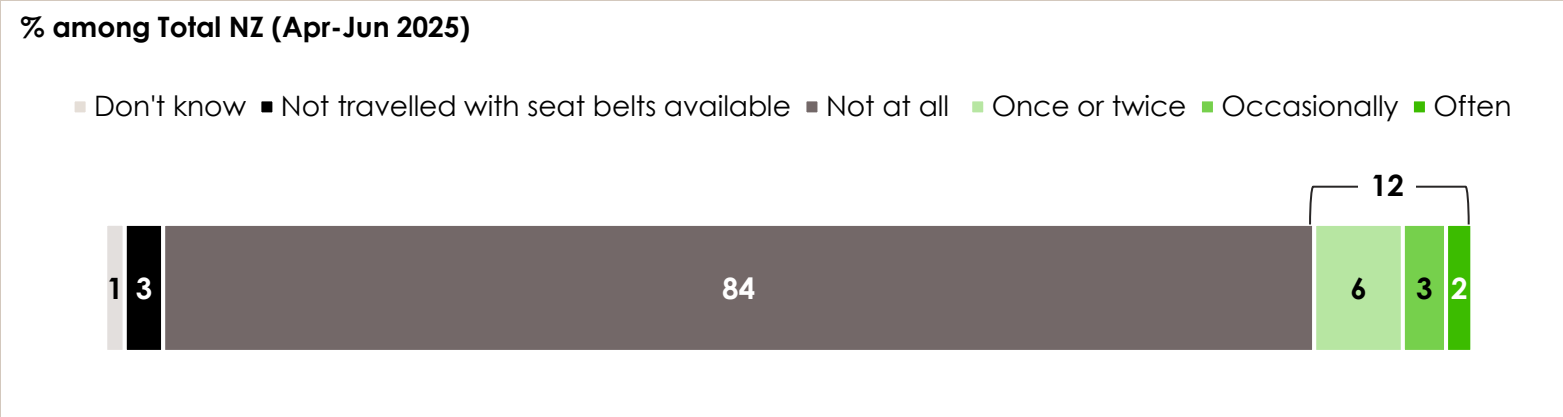
07

# Seat belts



Twelve percent of New Zealanders admit to not wearing a seat belt in the past month while travelling in a vehicle with one available. This is more common among Bay of Plenty residents, men aged 16 to 34, women aged 16 to 24, Māori, and Pacific peoples.

Frequency of not wearing a seatbelt in the past month when seatbelts were available



| Groups that more commonly have not worn a seat belt (Apr-Jun 2025) |  |
|--|--|
|  | Often / Occasionally / Once or twice (12%) |
| Region   | Bay of Plenty (22%)                        |
| Urban / Rural  | A central city area (16%)                  |
| Gender by Age  | Men - 16 to 19 (34%)                       |
|  | Men - 20 to 24 (38%)                       |
|  | Men - 25 to 34 (16%)                       |
|  | Women - 16 to 19 (22%)                     |
|  | Women - 20 to 24 (21%)                     |
| Ethnicity  | Māori (17%)                                |
|  | Pacific peoples (31%)                      |
| Occupation   | Not in employment (17%)                    |
|  | Student (19%)                              |
| Personal income  | \$60,001 to \$80,000 (18%)                 |
| Driver Licence   | Do not have a licence (19%)                |
|  | Learner (27%)                              |
|  | Restricted (31%)                           |
| Licence Class  | -  |
| 'Warmer seat belts' ad recall                                      | Recall ad (25%)                            |



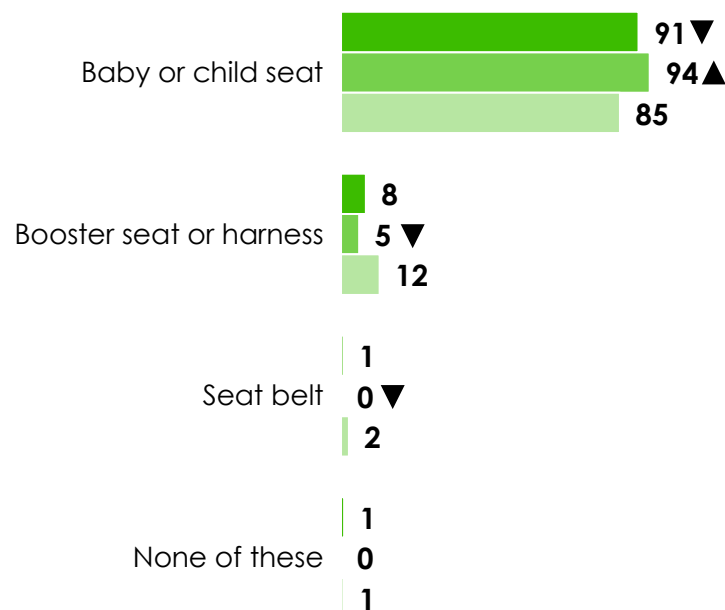
Among respondents who regularly drive with children aged up to 9 years, the majority claim that their youngest child was restrained when last driven. However, eight percent of 7 to 9 year olds had no form of restraint when last driven.

### Use of child restraints when last drove with a child aged...

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

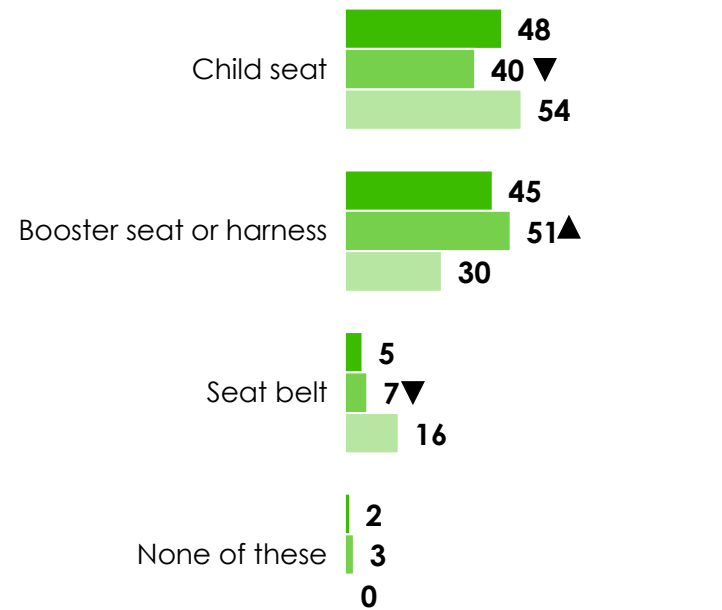
#### 0 to 4 years (% among those who drive a child aged 0 to 4 years)

■ Jul-2024 to Jun-2025 ■ Jan-Jun 2024 ■ Jul-Sep 2022



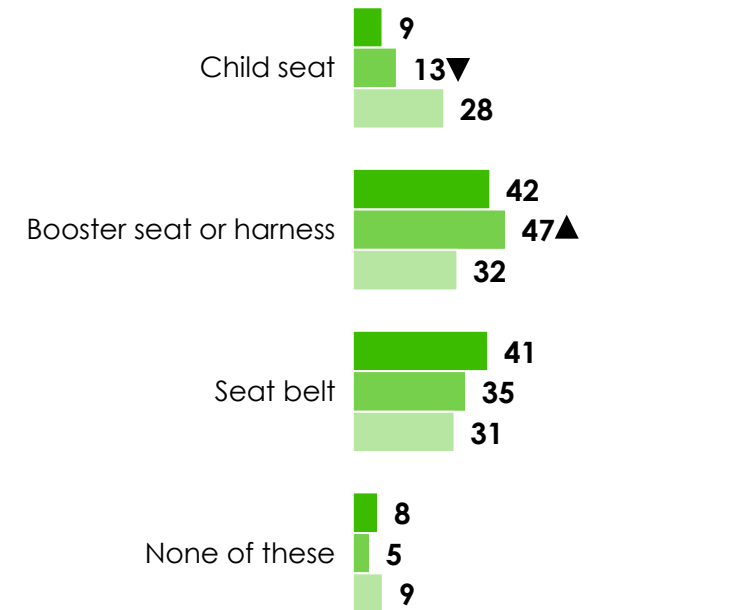
#### 5 to 6 years (% among those who drive a child aged 5 to 6 years)

■ Jul-2024 to Jun-2025 ■ Jan-Jun 2024 ■ Jul-Sep 2022



#### 7 to 9 years (% among those who drive a child aged 7 to 9 years)

■ Jul-2024 to Jun-2025 ■ Jan-Jun 2024 ■ Jul-Sep 2022





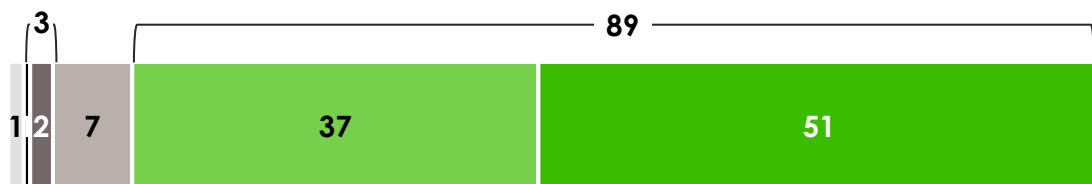


Nine in ten New Zealanders think enforcing seat belt use helps reduce road deaths, with half strongly agreeing. Agreement is more common among men aged 55 plus and women aged 45 plus. Disagreement is minimal at 3%, but being most common among men aged 20 to 24 at 8%.

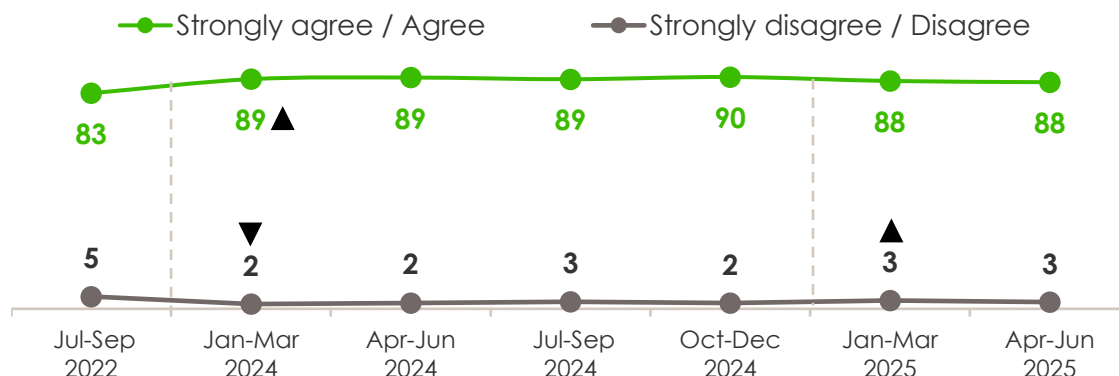
## Enforcing the use of seat belts helps reduce road deaths

### % among Total NZ (Jul-2024 to Jun-2025)

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



### By quarter



### Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

Strongly disagree / Disagree (3%)

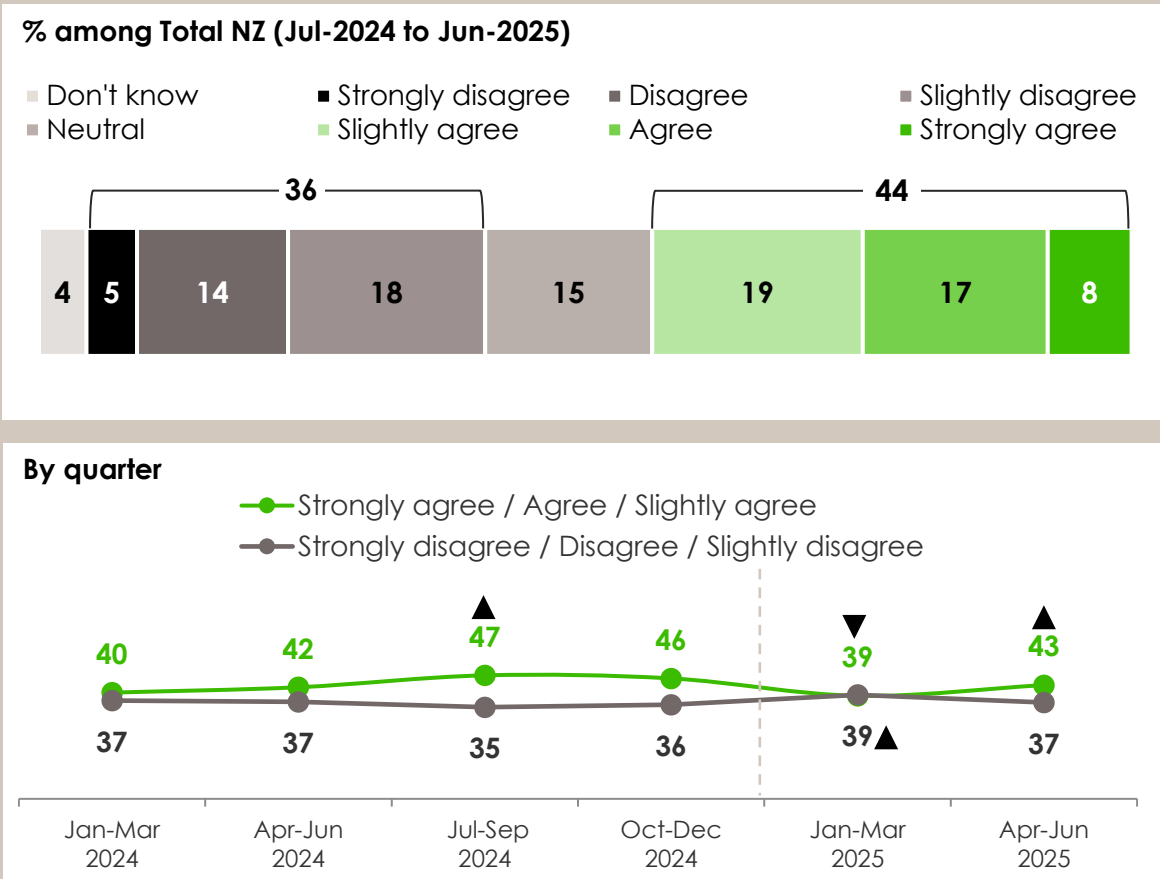
Strongly agree / Agree (89%)

|                               |   |  |
|-------------------------------|---|--|
| Region                        | Bay of Plenty (4%)  | Wellington (91%)   |
| Urban / Rural                 | A central city area (4%)  | A suburban area (90%)  |
| Gender by Age                 | Men - 20 to 24 (8%)<br>Men - 35 to 44 (5%)<br>Women - 20 to 24 (5%) | Men - 55 to 64 (92%)<br>Men - 65 plus (93%)<br>Women - 45 to 54 (93%)<br>Women - 55 to 64 (93%)<br>Women - 65 plus (96%) |
| Ethnicity                     | Māori (6%)  | NZ European / European (90%)   |
| Occupation                    | Blue collar (4%)  | White collar (90%)<br>Retired (95%)  |
| Personal income               | Over \$100,000 (3%)   | Over \$100,000 (90%)   |
| Driver Licence                | Learner (6%)  | Full (90%)   |
| Licence Class                 | Motorcycle (4%)   | -  |
| 'Warmer seat belts' ad recall | -   | -  |



Although fluctuating, views remain divided on whether people who don't wear seat belts are likely to receive a ticket. While 44% think it is likely, nearly as many (36%) think it is unlikely. Men aged 45 to 64 and women aged 35 to 54 more commonly think it is unlikely.

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

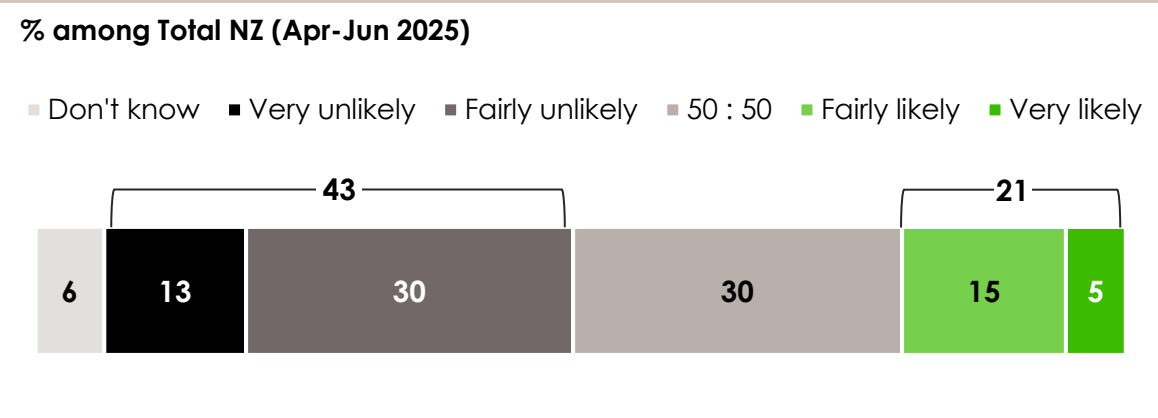


| Groups that more commonly disagree or agree (Jul-2024 to Jun-2025) |  |  |
|--|--|--|
|  | Strongly disagree / Disagree / Slightly disagree (36%)   | Strongly agree / Agree / Slightly agree (44%)  |
| Region   | -  | Northland (54%)<br>Marlborough / Nelson / Tasman (52%)                                       |
| Urban / Rural  | A suburban area (39%)  | A central city area (50%)<br>A town (48%)  |
| Gender by Age  | Men - 45 to 54 (46%)<br>Men - 55 to 64 (43%)<br>Women - 35 to 44 (41%)<br>Women - 45 to 54 (44%) | Men - 16 to 19 (51%)<br>Men - 20 to 24 (61%)<br>Men - 65 plus (48%)<br>Women - 65 plus (52%) |
| Ethnicity  | NZ European / European (41%)   | Māori (48%)<br>Pacific peoples (49%)<br>Asian peoples (55%)                                  |
| Occupation   | White collar (42%)   | Not in employment (51%)<br>Retired (52%)   |
| Personal income  | \$80,001 to \$100,000 (40%)<br>Over \$100,000 (48%)  | Up to \$40,000 (52%)   |
| Driver Licence   | Full (39%)   | Do not have a license (49%)<br>Learner (53%)   |
| Licence Class  | Car / taxi (37%)<br>Motorcycle (42%)   | -  |
| 'Warmer seat belts' ad recall                                      | Do not recall ad (39%)   | Recall ad (55%)  |



Twice as many New Zealanders believe it is unlikely (43%) than likely (21%) that someone would be caught by the Police for not wearing a seat belt when one is available. Men aged 16 to 34 more commonly believe it is likely, while men aged 35 to 64 more commonly think it's unlikely.

Likelihood of a person being caught by the Police for not wearing a seat belt if one is available



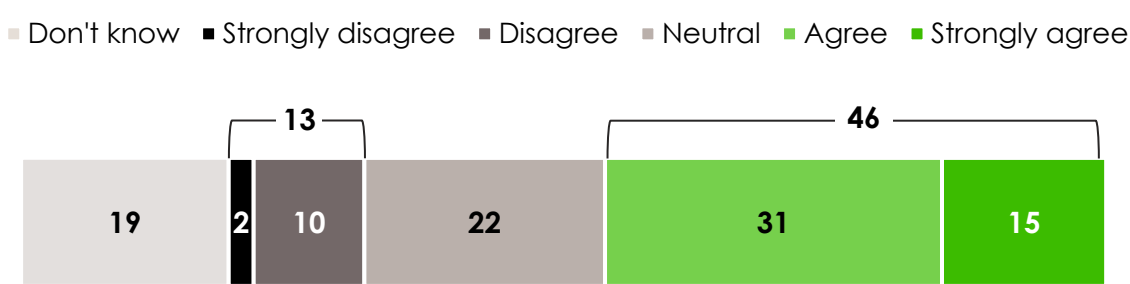
| Groups that more commonly think it is unlikely or likely (Apr-Jun 2025) |  |  |
|---|--|--|
|   | Very unlikely / Unlikely (43%)                                       | Very likely / Fairly likely (21%)                                    |
| Region  | Canterbury (52%)   | Waikato (28%)<br>Bay of Plenty (30%)                                 |
| Urban / Rural   | A suburban area (47%)  | A central city area (36%)  |
| Gender by Age   | Men - 35 to 44 (52%)<br>Men - 45 to 54 (61%)<br>Men - 55 to 64 (51%) | Men - 16 to 19 (41%)<br>Men - 20 to 24 (39%)<br>Men - 25 to 34 (31%) |
| Ethnicity   | NZ European / European (47%)   | Māori (30%)<br>Asian peoples (28%)                                   |
| Occupation  | White collar (47%)   | Student (35%)  |
| Personal income   | Over \$100,000 (53%)   | Up to \$40,000 (24%)   |
| Driver Licence  | Full (45%)   | Do not have a license (30%)  |
| Licence Class   | Motorcycle (50%)   | -  |
| 'Warmer seat belts' ad recall   | Do not recall ad (44%)   | Recall ad (32%)  |



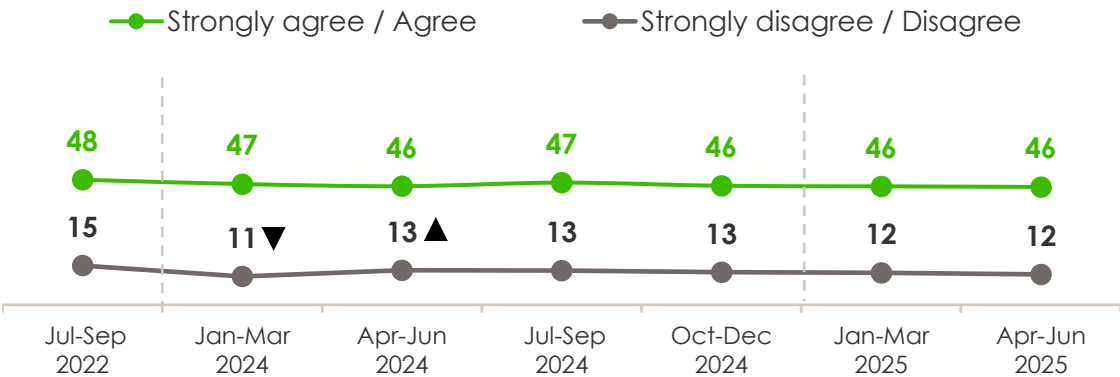
Although two in five New Zealanders are neutral or unsure, nearly half (46%) think penalties for not wearing a seat belt are not very severe if caught and only 13% disagree. Those aged 65 plus more commonly think penalties are not very severe.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter

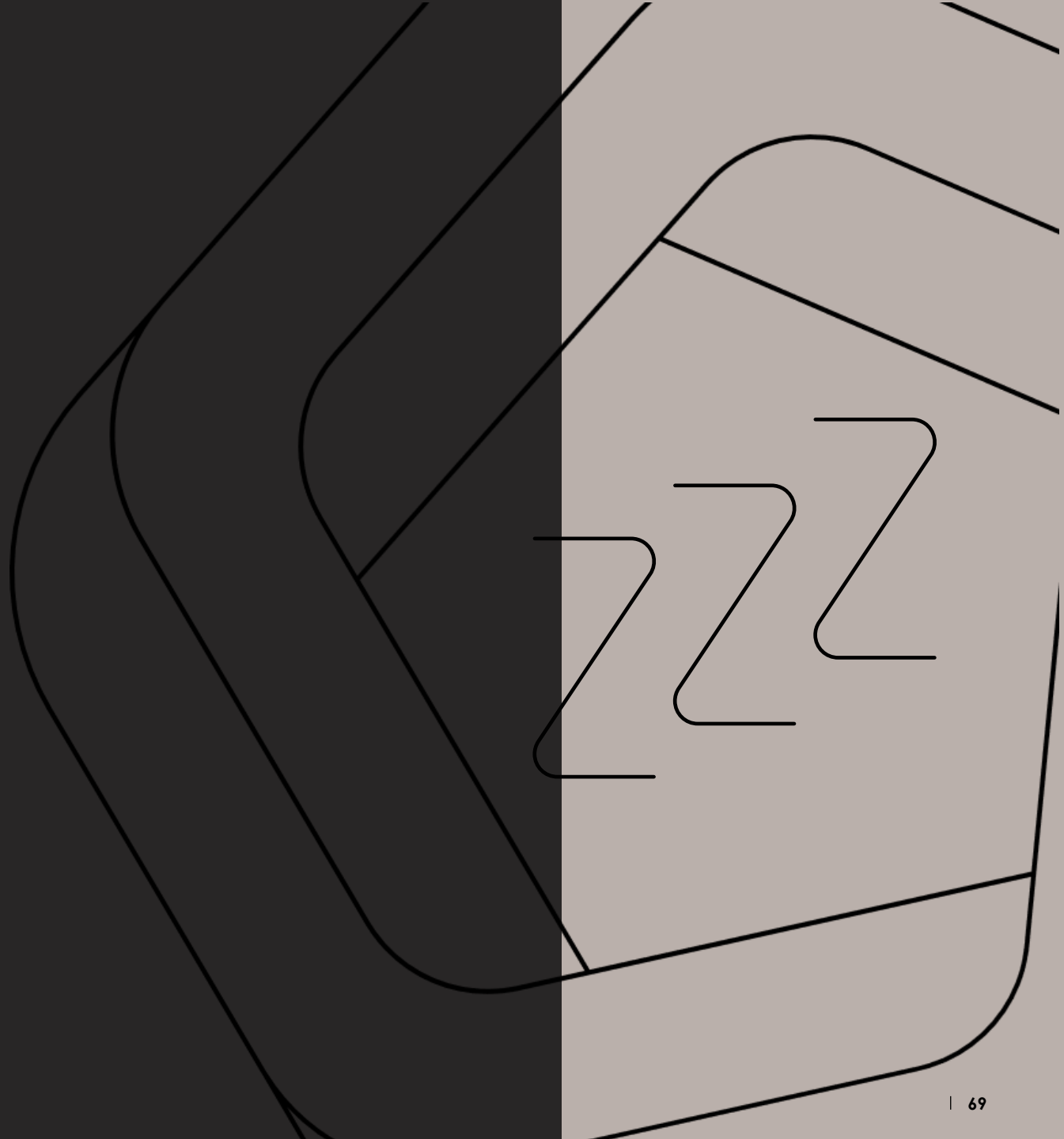


Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                               | Strongly disagree / Disagree (13%)   | Strongly agree / Agree (46%)                 |
|-------------------------------|--|--|
| Region                        | Auckland (14%)   | Southland (56%)                              |
| Urban / Rural                 | -  | -  |
| Gender by Age                 | Men - 16 to 19 (19%)<br>Men - 20 to 24 (17%)<br>Men - 25 to 34 (15%)<br>Men - 35 to 44 (17%)<br>Women - 16 to 19 (18%) | Men - 65 plus (56%)<br>Women - 65 plus (53%) |
| Ethnicity                     | Māori (17%)<br>Pacific peoples (20%)<br>Asian peoples (14%)  | -  |
| Occupation                    | White collar (14%)<br>Blue collar (15%)  | Retired (54%)                                |
| Personal income               | -  | Up to \$40,000 (49%)                         |
| Driver Licence                | Restricted (17%)   | Do not have a licence (52%)                  |
| Licence Class                 | -  | -  |
| 'Warmer seat belts' ad recall | Recall ad (14%)  | Recall ad (49%)                              |

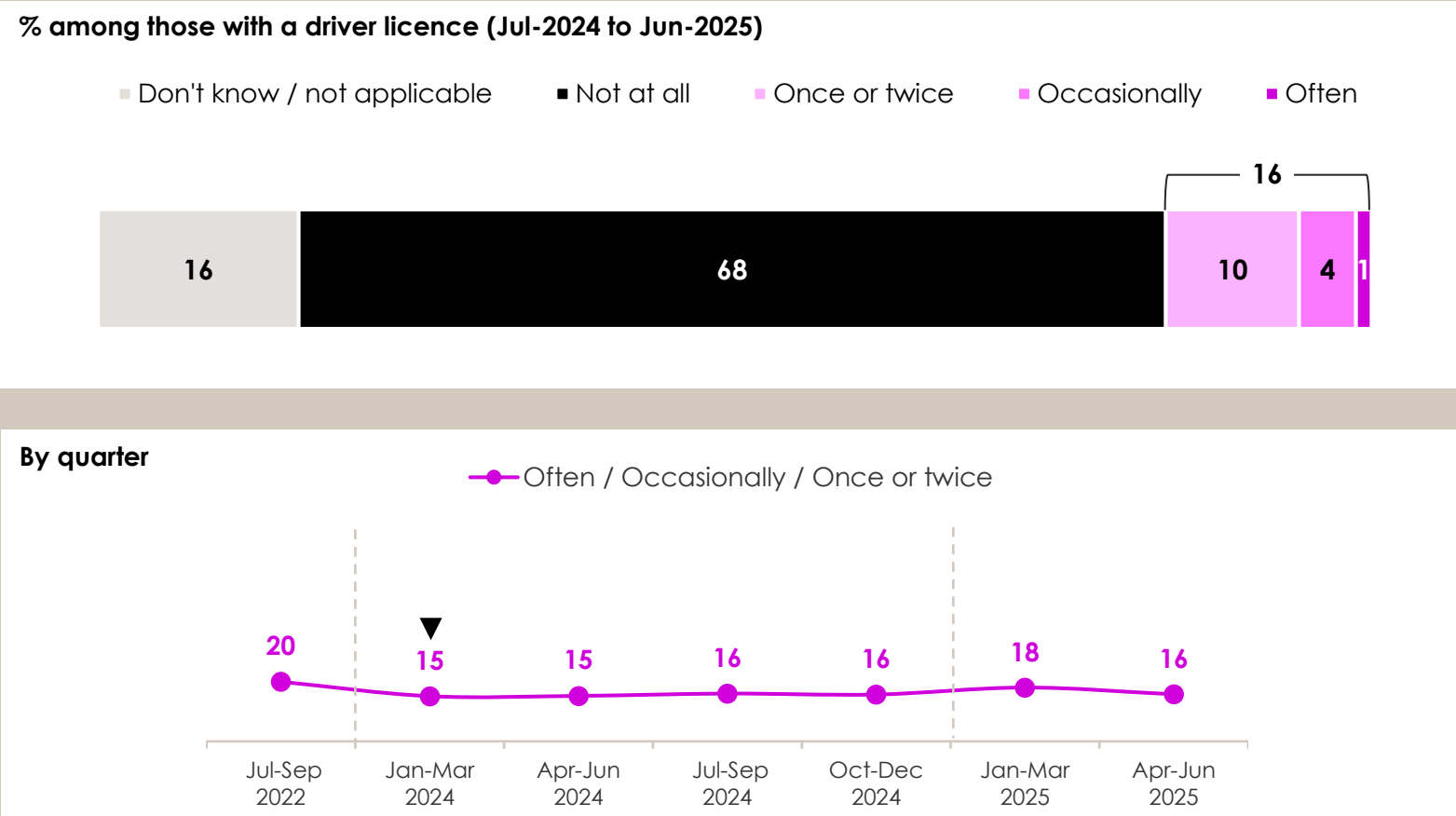
08

# Fatigue



Sixteen percent of drivers have had trouble staying awake at least once while driving to or from work in the last 12 months. This is more common among Auckland and Waikato residents, men aged 16 to 44, women aged 16 to 34, Māori, Pacific peoples, and Asian peoples.

Trouble staying awake in the last 12 months: While driving to or from work



| Groups that more commonly have had trouble staying awake (Jul-2024 to Jun-2025) |  |
|---|--|
|   | Often / Occasionally / Once or twice (16%)   |
| Region  | Auckland (20%)<br>Waikato (20%)  |
| Urban / Rural   | A central city area (22%)  |
| Gender by Age   | Men - 16 to 19 (30%)<br>Men - 20 to 24 (40%)<br>Men - 25 to 34 (25%)<br>Men - 35 to 44 (21%)<br>Women - 16 to 19 (25%)<br>Women - 20 to 24 (26%)<br>Women - 25 to 34 (23%) |
| Ethnicity   | Māori (20%)<br>Pacific peoples (31%)<br>Asian peoples (21%)  |
| Occupation  | White collar (19%)<br>Blue collar (23%)<br>Student (23%)   |
| Personal income   | \$80,001 to \$100,000 (21%)<br>Over \$100,000 (21%)  |
| Driver Licence  | Restricted (24%)   |
| Licence Class   | -  |

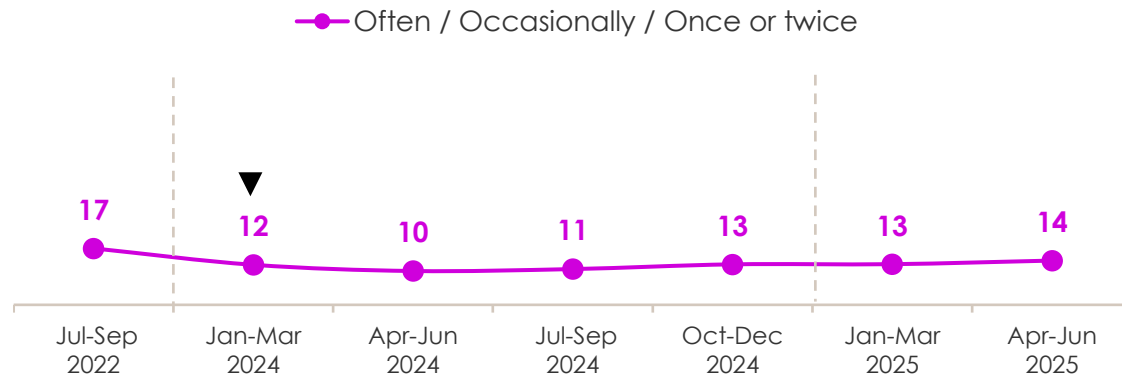
Twelve percent of drivers have had trouble staying awake in the last 12 months while driving as part of their work. This is more common among Auckland and Waikato residents, men aged 16 to 44, women aged 20 to 24, Māori, Pacific peoples, Asian peoples, and those with a heavy vehicle licence.

## Trouble staying awake in the last 12 months: While driving as part of your work

% among those with a driver licence (Jul-2024 to Jun-2025)



By quarter



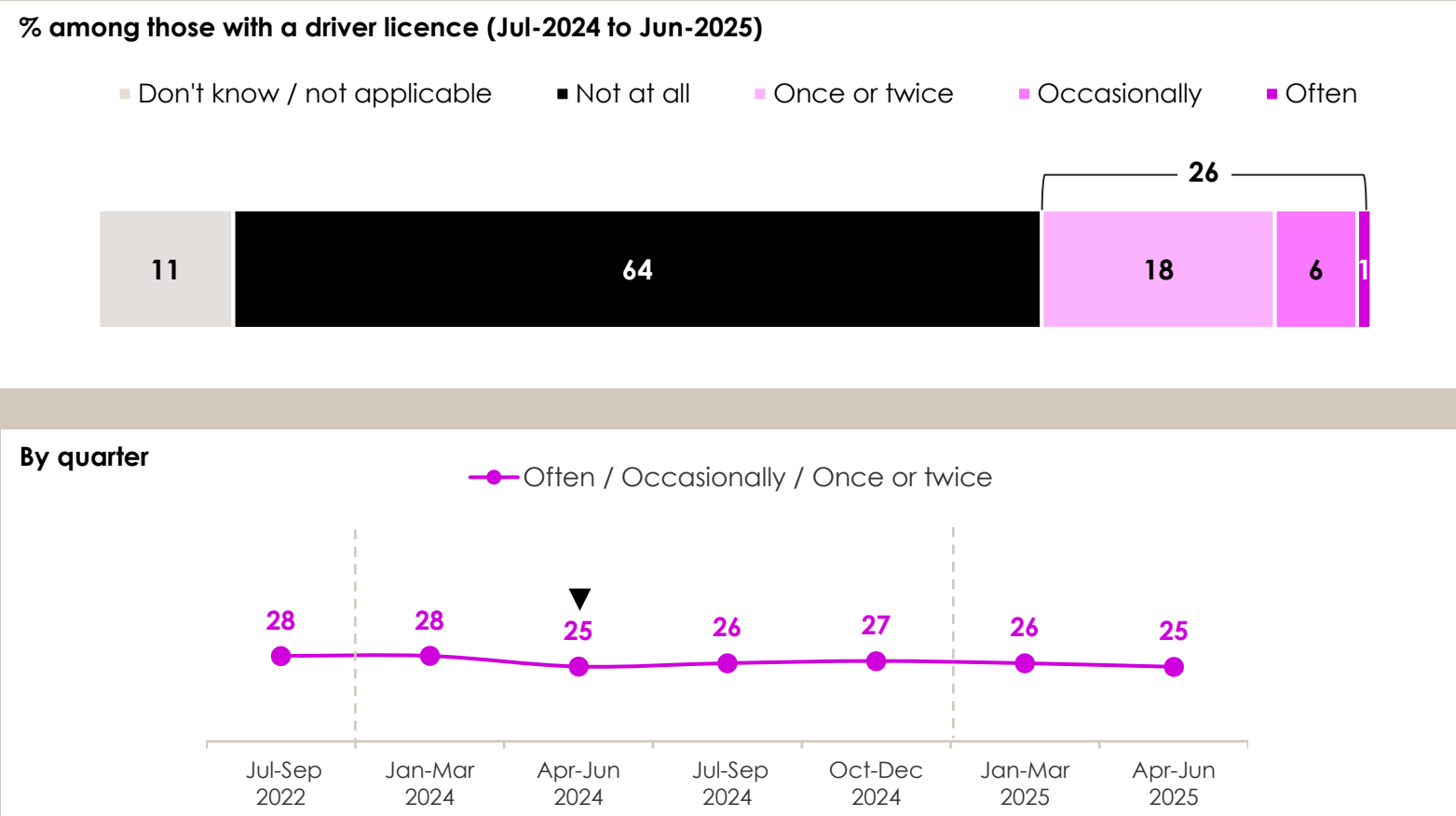
Groups that more commonly have had trouble staying awake (Jul-2024 to Jun-2025)

|                 | Often / Occasionally / Once or twice (12%)   |
|-----------------|--|
| Region          | Auckland (14%)<br>Waikato (18%)  |
| Urban / Rural   | A central city area (19%)  |
| Gender by Age   | Men - 16 to 19 (27%)<br>Men - 20 to 24 (39%)<br>Men - 25 to 34 (21%)<br>Men - 35 to 44 (18%)<br>Women - 20 to 24 (18%) |
| Ethnicity       | Māori (15%)<br>Pacific peoples (20%)<br>Asian peoples (17%)  |
| Occupation      | White collar (14%)<br>Blue collar (20%)  |
| Personal income | \$60,001 to \$80,000 (14%)<br>\$80,001 to \$100,000 (16%)<br>Over \$100,000 (16%)                                      |
| Driver Licence  | Restricted (18%)   |
| Licence Class   | Heavy vehicle (17%)  |



One in four drivers have had trouble staying awake while driving on a long trip, although typically this has only occurred once or twice (18%). This is more common among Waikato and Manawatū-Whanganui residents, men aged 20 to 44, women aged 20 to 34, Māori, and Pacific peoples.

Trouble staying awake in the last 12 months: While driving on a long trip such as a holiday or to a family funeral or tangi

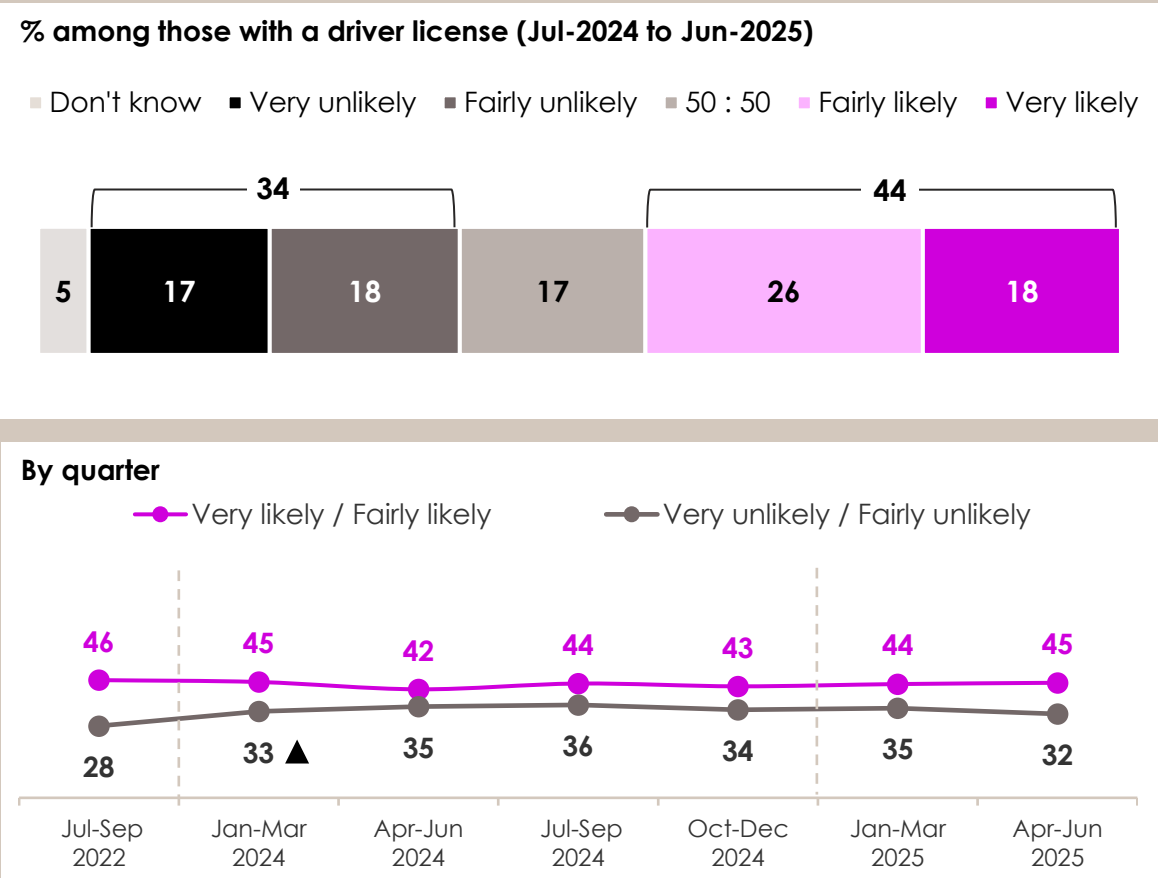


**Groups that more commonly have had trouble staying awake (Jul-2024 to Jun-2025)**

|                 |  |
|-----------------|--|
|                 | <b>Often / Occasionally / Once or twice (26%)</b>  |
| Region          | Waikato (31%)<br>Manawatū-Whanganui (30%)  |
| Urban / Rural   | A central city area (29%)<br>A town (29%)<br>Rural area <=5 km of a town (33%)   |
| Gender by Age   | Men - 20 to 24 (45%)<br>Men - 25 to 34 (31%)<br>Men - 35 to 44 (30%)<br>Women - 20 to 24 (38%)<br>Women - 25 to 34 (32%) |
| Ethnicity       | Māori (30%)<br>Pacific peoples (33%)   |
| Occupation      | White collar (29%)<br>Blue collar (31%)  |
| Personal income | \$40,001 to \$60,000 (28%)<br>\$60,001 to \$80,000 (30%)<br>\$80,001 to \$100,000 (29%)<br>Over \$100,000 (31%)          |
| Driver Licence  | -  |
| Licence Class   | -  |

Forty-four percent of drivers claim to be at least fairly likely to pull over and have a short nap if drowsy while driving, being more common among those aged 55 plus. One in three think they would be unlikely to pull over and nap, being more common among those aged 25 to 44.

Likelihood of pulling over to have a short nap when drowsy and driving

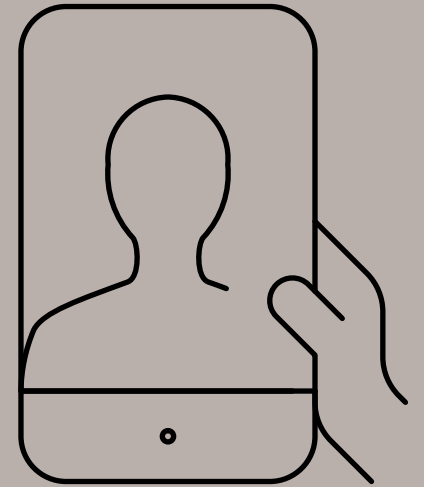


**Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025)**

|                 | Very unlikely / Fairly unlikely (34%)  | Very likely / Fairly likely (44%)  |
|-----------------|--|--|
| Region          | Auckland (38%)   | Northland (52%)<br>Marlborough / Nelson / Tasman (53%)   |
| Urban / Rural   | A suburban area (35%)  | Rural area >5 km of a town (48%)   |
| Gender by Age   | Men - 25 to 34 (39%)<br>Men - 35 to 44 (41%)<br>Women - 25 to 34 (42%)<br>Women - 35 to 44 (43%) | Men - 55 to 64 (54%)<br>Men - 65 plus (55%)<br>Women - 55 to 64 (52%)<br>Women - 65 plus (55%) |
| Ethnicity       | Pacific peoples (44%)  | -  |
| Occupation      | White collar (37%)   | Not in employment (50%)<br>Retired (54%)   |
| Personal income | \$80,001 to \$100,000 (40%)<br>Over \$100,000 (38%)  | Up to \$40,000 (48%)   |
| Driver Licence  | -  | Full (45%)   |
| Licence Class   | Car / taxi (34%)   | Motorcycle (53%)<br>Heavy vehicle (55%)  |

09

# Driver distraction

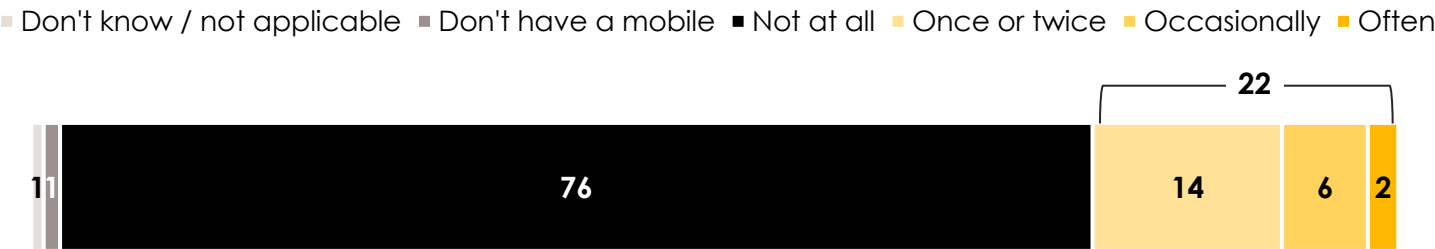




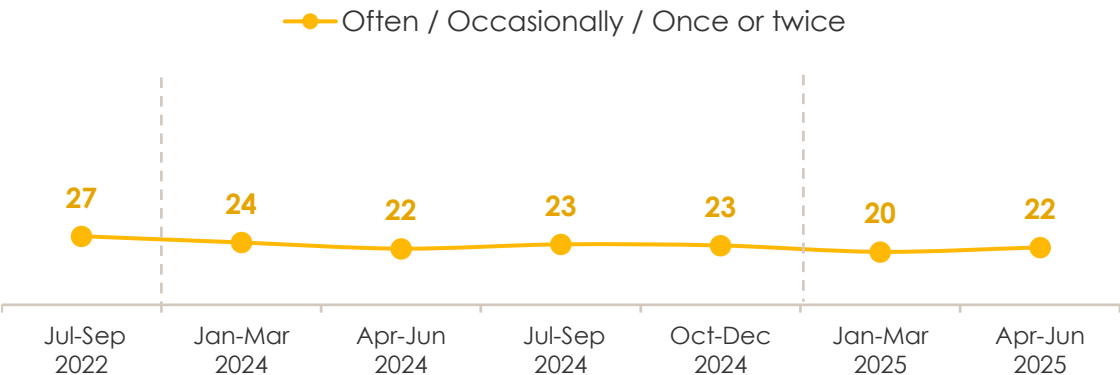
Almost one in four drivers (22%) claim to have made hand-held phone calls while driving in the past month. This is more common among Auckland residents, those aged 16 to 44, Māori, and Pacific peoples.

Frequency of using a mobile while driving in the past month: Hand-held phone calls

% among those with a driver licence (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly make hand-held phone calls while driving (Jul-2024 to Jun-2025)

|                        | Often / Occasionally / Once or twice (22%) |
|------------------------|--|
| Region                 | Auckland (25%)                             |
| Urban / Rural          | A central city area (26%)                  |
| Gender by Age          | Men - 16 to 19 (36%)                       |
|                        | Men - 20 to 24 (39%)                       |
|                        | Men - 25 to 34 (28%)                       |
|                        | Men - 35 to 44 (28%)                       |
|                        | Women - 16 to 19 (36%)                     |
|                        | Women - 20 to 24 (30%)                     |
|                        | Women - 25 to 34 (31%)                     |
| Ethnicity              | Women - 35 to 44 (26%)                     |
|                        | Māori (28%)                                |
| Occupation             | Pacific peoples (37%)                      |
|                        | White collar (26%)                         |
|                        | Blue collar (28%)                          |
| Personal income        | Student (31%)                              |
|                        | \$80,001 to \$100,000 (28%)                |
| Driver Licence         | Over \$100,000 (28%)                       |
|                        | Restricted (30%)                           |
| Licence Class          | -  |
| 'Phone free' ad recall | Recall ad (27%)                            |

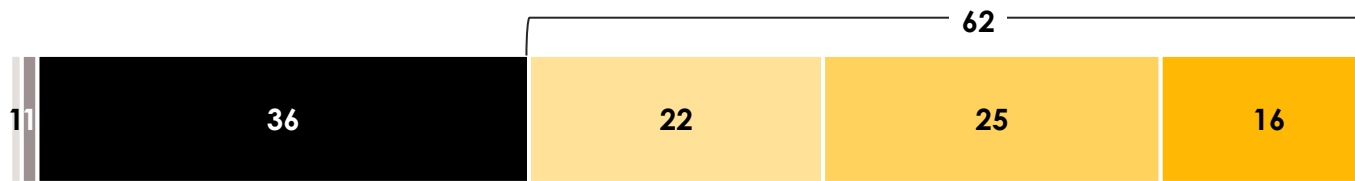


Three in five drivers claim to have made hands free phone calls while driving in the past month, with 16% doing so often. This is more common among Auckland and Waikato residents, men aged 25 to 54, women aged 20 to 54, Pacific peoples, and those with a heavy vehicle licence.

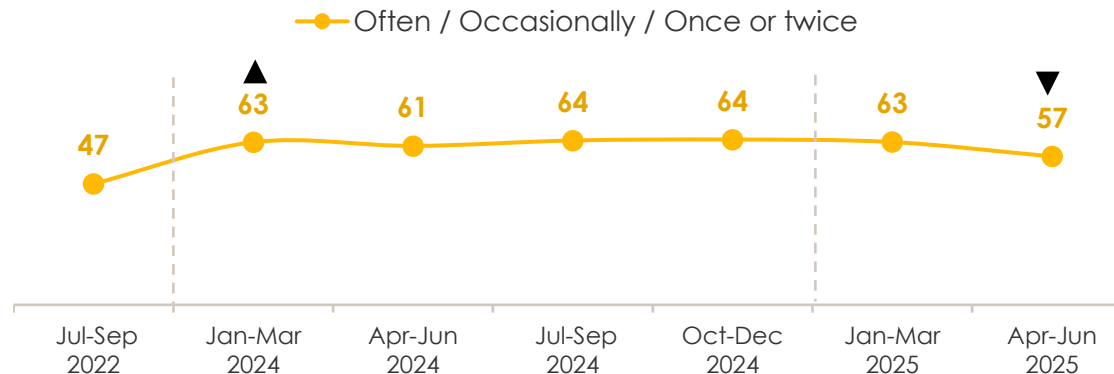
### Frequency of using a mobile while driving in the past month: Hands free phone calls

% among those with a driver licence (Jul-2024 to Jun-2025)

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



By quarter



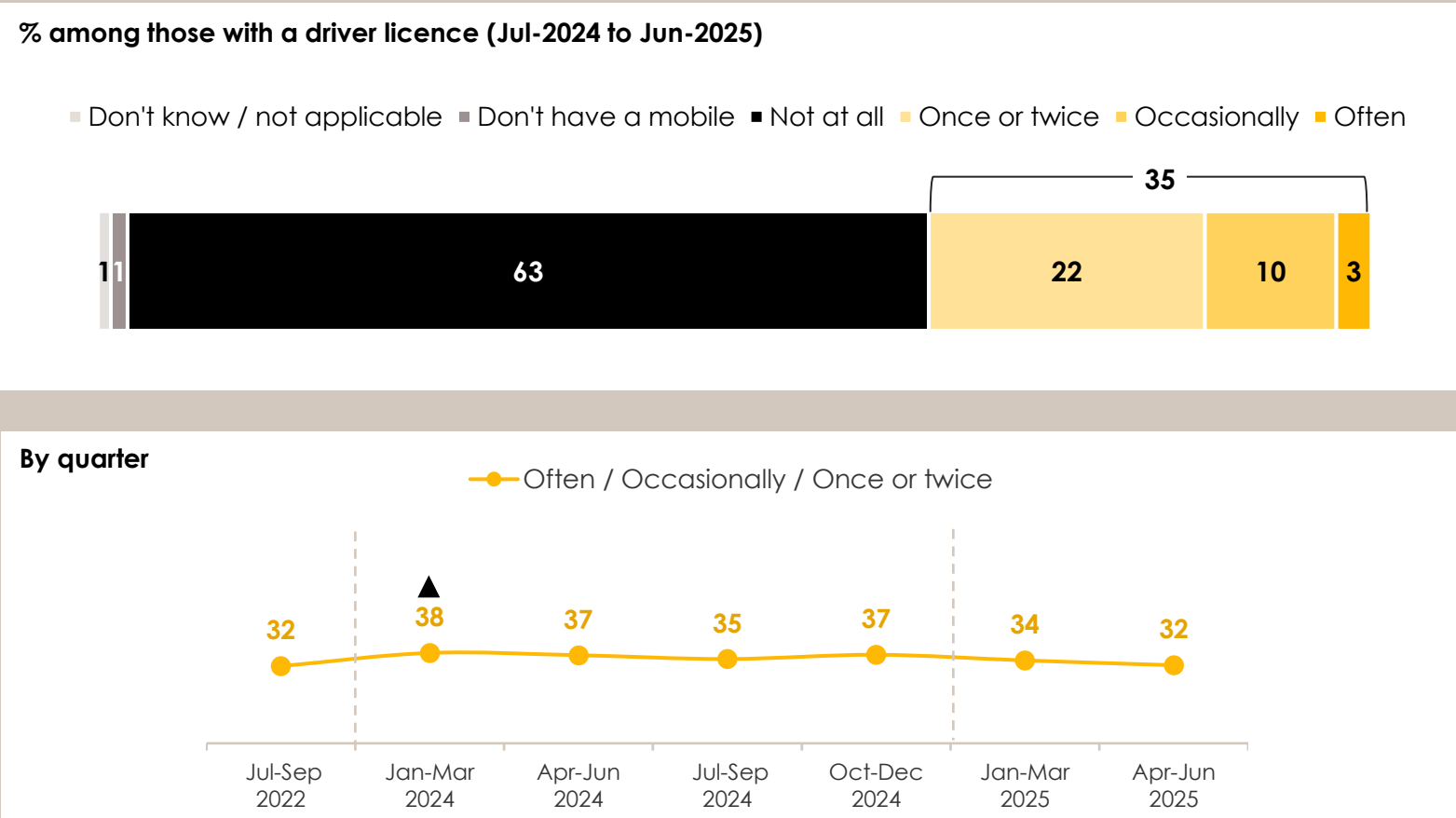
Groups that more commonly make hands free phone calls while driving (Jul-2024 to Jun-2025)

|                        | Often / Occasionally / Once or twice (62%)   |
|------------------------|--|
| Region                 | Auckland (66%)<br>Waikato (68%)  |
| Urban / Rural          | Rural area <=5 km of a town (68%)  |
| Gender by Age          | Men - 25 to 34 (66%)<br>Men - 35 to 44 (72%)<br>Men - 45 to 54 (68%)<br>Women - 20 to 24 (71%)<br>Women - 25 to 34 (71%)<br>Women - 35 to 44 (76%)<br>Women - 45 to 54 (67%) |
| Ethnicity              | Pacific peoples (68%)  |
| Occupation             | White collar (71%)<br>Blue collar (65%)  |
| Personal income        | \$60,001 to \$80,000 (67%)<br>\$80,001 to \$100,000 (72%)<br>Over \$100,000 (76%)  |
| Driver Licence         | Full (63%)   |
| Licence Class          | Heavy vehicle (72%)  |
| 'Phone free' ad recall | Recall ad (67%)  |



One in three drivers (35%) claim to have sent or read text messages while driving in the past month. This is more common among Auckland residents, men aged 20 to 44, women aged 16 to 44, and Pacific peoples.

Frequency of using a mobile while driving in the past month: Sending or reading text messages

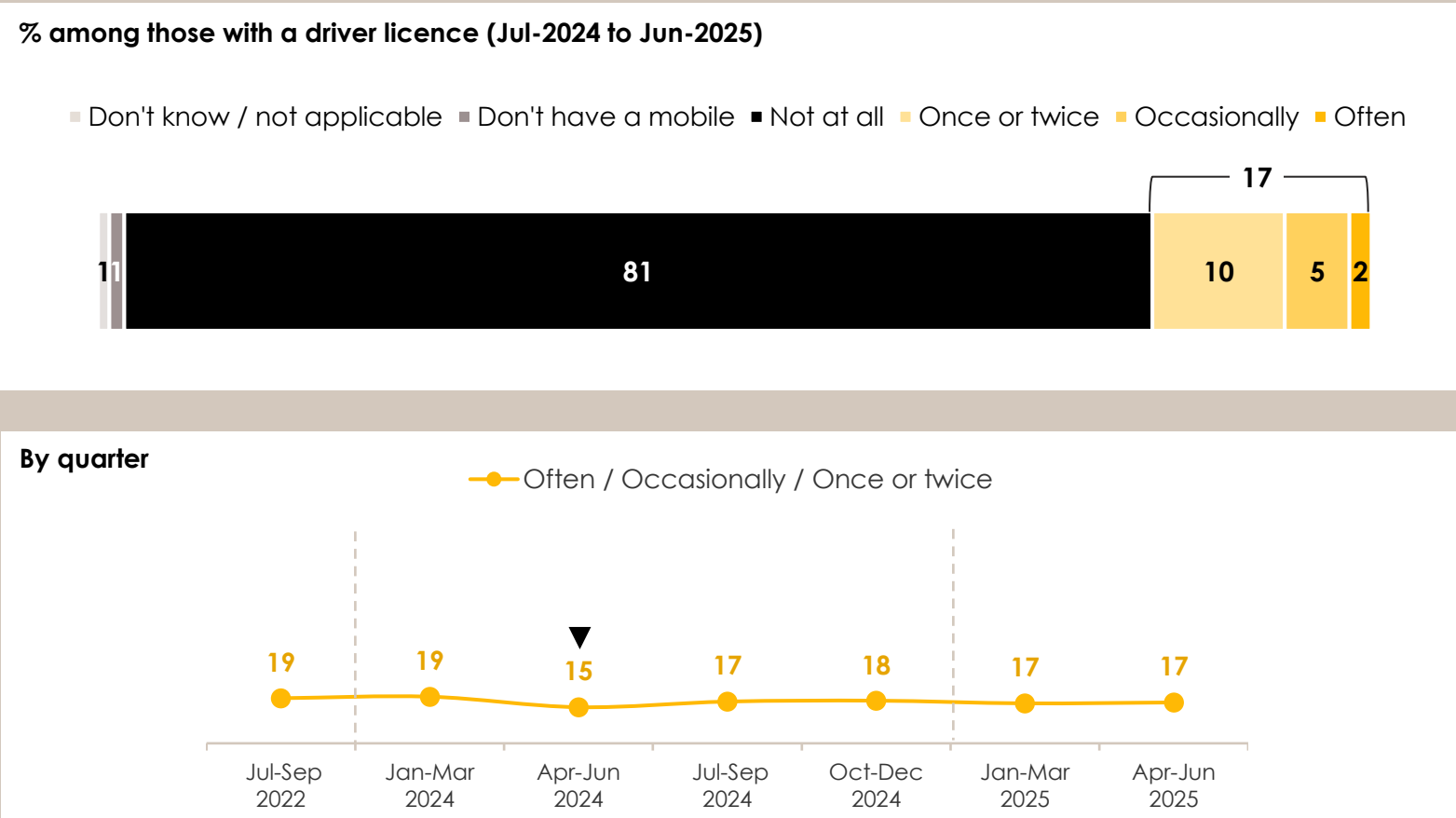


| Groups that more commonly send or read text messages while driving (Jul-2024 to Jun-2025) |  |
|---|--|
|   | Often / Occasionally / Once or twice (35%) |
| Region  | Auckland (39%)                             |
| Urban / Rural   | A central city area (38%)                  |
|   | Rural area <=5 km of a town (40%)          |
| Gender by Age   | Men - 20 to 24 (50%)                       |
|   | Men - 25 to 34 (42%)                       |
|   | Men - 35 to 44 (50%)                       |
|   | Women - 16 to 19 (45%)                     |
|   | Women - 20 to 24 (46%)                     |
|   | Women - 25 to 34 (52%)                     |
| Ethnicity   | Women - 35 to 44 (51%)                     |
|   | Pacific peoples (45%)                      |
| Occupation  | White collar (42%)                         |
|   | Blue collar (41%)                          |
| Personal income   | \$80,001 to \$100,000 (43%)                |
|   | Over \$100,000 (46%)                       |
| Driver Licence  | Restricted (41%)                           |
| Licence Class   | -  |
| 'Phone free' ad recall  | -  |



Seventeen percent of drivers claimed to have checked or replied to social media while driving in the past month. This is more common among Auckland residents, those aged 16 to 44, Māori, Pacific peoples, and Asian peoples.

Frequency of using a mobile while driving in the past month: Checking or replying to Facebook, Instagram or other social media messages



| Groups that more commonly check or reply to social media messages while driving (Jul-2024 to Jun-2025) |  |
|--|--|
|  | Often / Occasionally / Once or twice (17%) |
| Region   | Auckland (22%)                             |
| Urban / Rural  | A central city area (23%)                  |
| Gender by Age  | Men - 16 to 20 (38%)                       |
|  | Men - 20 to 24 (38%)                       |
|  | Men - 25 to 34 (26%)                       |
|  | Men - 35 to 44 (23%)                       |
|  | Women - 16 to 19 (32%)                     |
|  | Women - 20 to 24 (32%)                     |
|  | Women - 25 to 34 (36%)                     |
| Ethnicity  | Women - 35 to 44 (22%)                     |
|  | Māori (22%)                                |
|  | Pacific peoples (27%)                      |
| Occupation   | Asian peoples (22%)                        |
|  | White collar (21%)                         |
|  | Blue collar (19%)                          |
| Personal income  | Student (29%)                              |
|  | \$60,001 to \$80,000 (20%)                 |
|  | \$80,001 to \$100,000 (23%)                |
| Driver Licence   | Over \$100,000 (21%)                       |
| Licence Class  | Restricted (30%)                           |
| 'Phone free' ad recall   | -  |
|  | Recall ad (22%)                            |

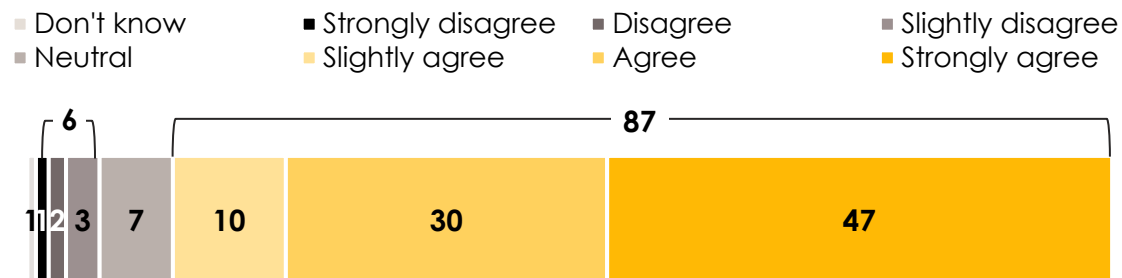




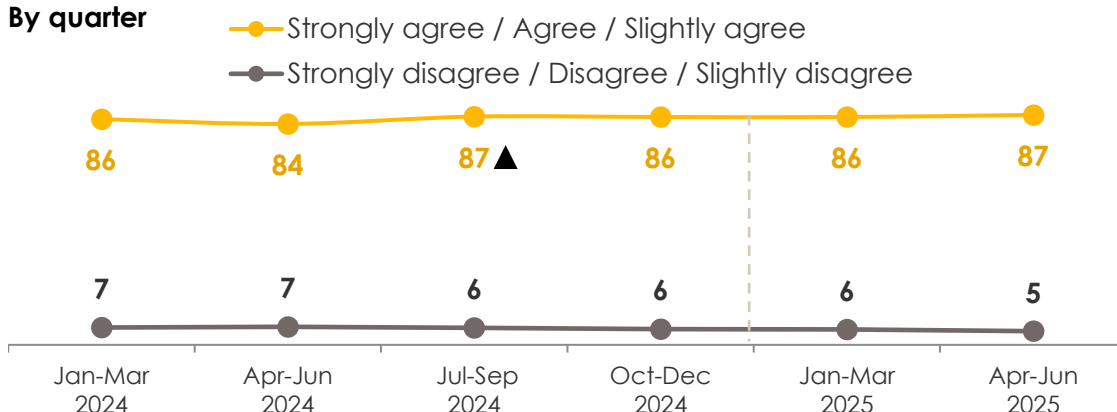
Most New Zealanders (87%) think it's never acceptable to use a hand-held mobile phone or text while driving, with nearly half strongly agreeing. While agreement is high among all groups, it's particularly high among men aged 65 plus and women aged 45 plus. There is a low level of disagreement at 6%.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

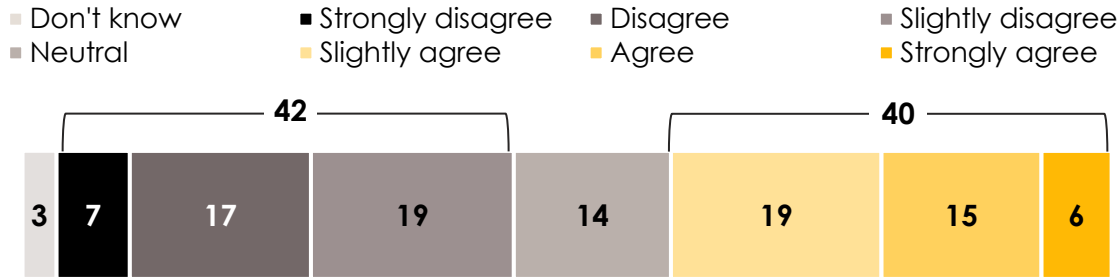
|                        | Strongly disagree / Disagree / Slightly disagree (6%)               | Strongly agree / Agree / Slightly agree (87%)  |
|------------------------|---|--|
| Region                 | -   | Bay of Plenty (90%)<br>Marlborough / Nelson / Tasman (91%)                                       |
| Urban / Rural          | -   | -  |
| Gender by Age          | Men - 20 to 24 (10%)<br>Men - 25 to 34 (8%)<br>Men - 35 to 44 (12%) | Men - 65 plus (96%)<br>Women - 45 to 54 (90%)<br>Women - 55 to 64 (95%)<br>Women - 65 plus (97%) |
| Ethnicity              | -   | NZ European / European (88%)   |
| Occupation             | Student (8%)  | Retired (96%)  |
| Personal income        | Over \$100,000 (8%)   | Up to \$40,000 (89%)   |
| Driver Licence         | Restricted (10%)  | Full (87%)   |
| Licence Class          | Car / taxi (6%)   | -  |
| 'Phone free' ad recall | -   | -  |



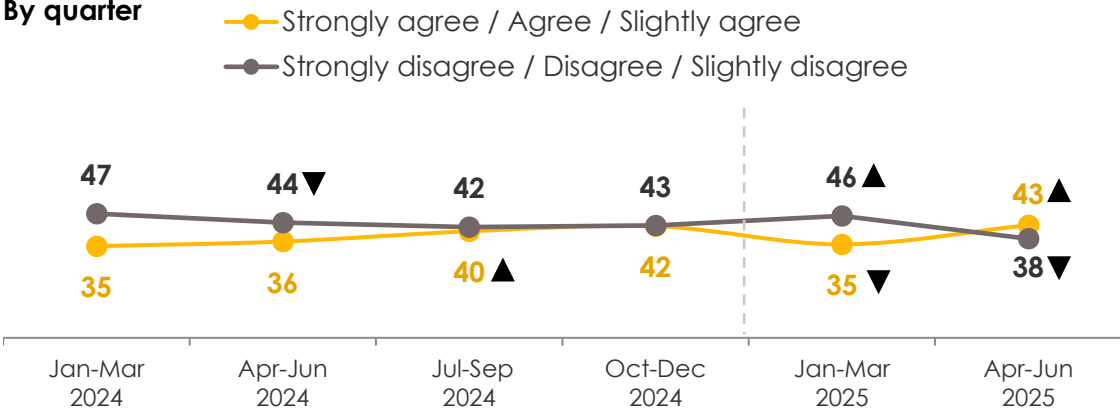
Views remain divided, and fluctuating, towards the likelihood of someone getting a ticket if using a hand-held mobile phone or texting while driving. This quarter, slightly more think it is likely (43%) than unlikely (38%). Men aged 16 to 34 and women aged 16 to 24 more commonly think it's likely.

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

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly disagree or agree (Jul-2024 to Jun-2025)

|                        | Strongly disagree / Disagree / Slightly disagree (42%)  | Strongly agree / Agree / Slightly agree (40%)  |
|------------------------|---|--|
| Region                 | Wellington (46%)<br>Canterbury (47%)  | Northland (47%)<br>Auckland (43%)  |
| Urban / Rural          | A suburban area (44%)<br>Rural area >5 km of town (47%)   | A central city area (47%)  |
| Gender by Age          | Men - 35 to 44 (46%)<br>Men - 45 to 54 (52%)<br>Men - 55 to 64 (52%)<br>Men - 65 plus (46%)<br>Women - 45 to 54 (47%)<br>Women - 55 to 64 (46%) | Men - 16 to 19 (55%)<br>Men - 20 to 24 (56%)<br>Men - 25 to 34 (47%)<br>Women - 16 to 19 (56%)<br>Women - 20 to 24 (50%) |
| Ethnicity              | NZ European / European (48%)  | Pacific peoples (51%)<br>Asian peoples (55%)   |
| Occupation             | White collar (47%)  | Not in employment (48%)<br>Retired (43%)<br>Student (48%)  |
| Personal income        | Over \$100,000 (54%)  | Up to \$40,000 (47%)<br>\$40,001 to \$60,000 (45%)<br>\$60,001 to \$80,000 (46%)   |
| Driver Licence         | Full (44%)  | Do not have a licence (51%)<br>Learner (50%)<br>Restricted (50%)   |
| Licence Class          | Car / taxi (43%)<br>Motorcycle (53%)<br>Heavy vehicle (49%)   | -  |
| 'Phone free' ad recall | Do not recall ad (45%)  | Recall ad (49%)  |

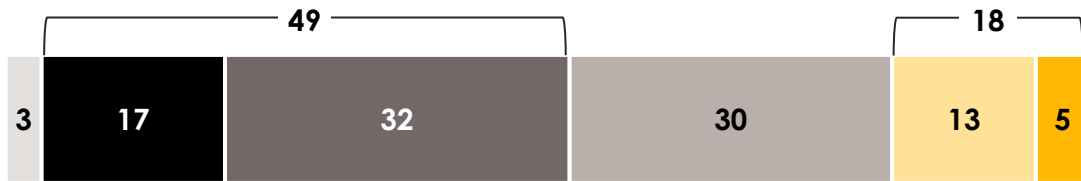


The perceived likelihood of someone being caught by the Police for using a hand-held cell phone or texting while driving has increased to 21% this quarter. While more people still believe it is unlikely, this view has decreased to 44% this quarter. Those aged 16 to 34 more commonly think it is likely.

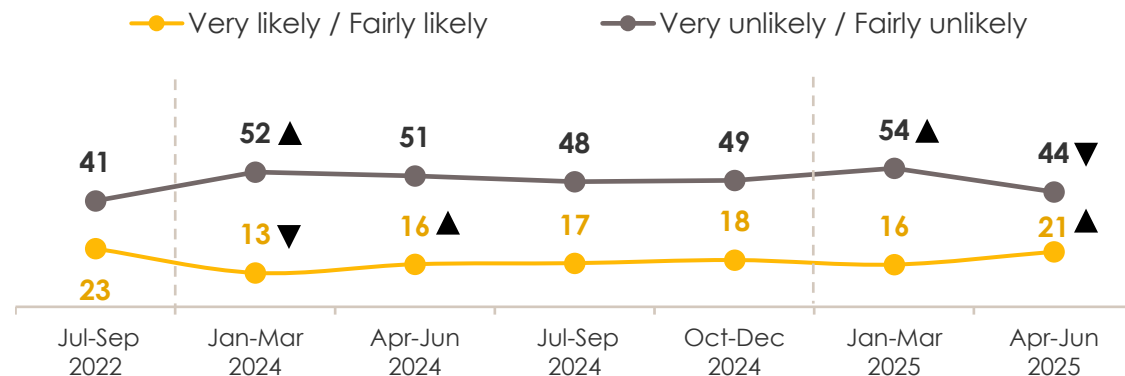
### Likelihood of a person who is using a hand-held cell phone or texting while driving, to be caught by the Police

#### % among Total NZ (Jul-2024 to Jun-2025)

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



#### By quarter

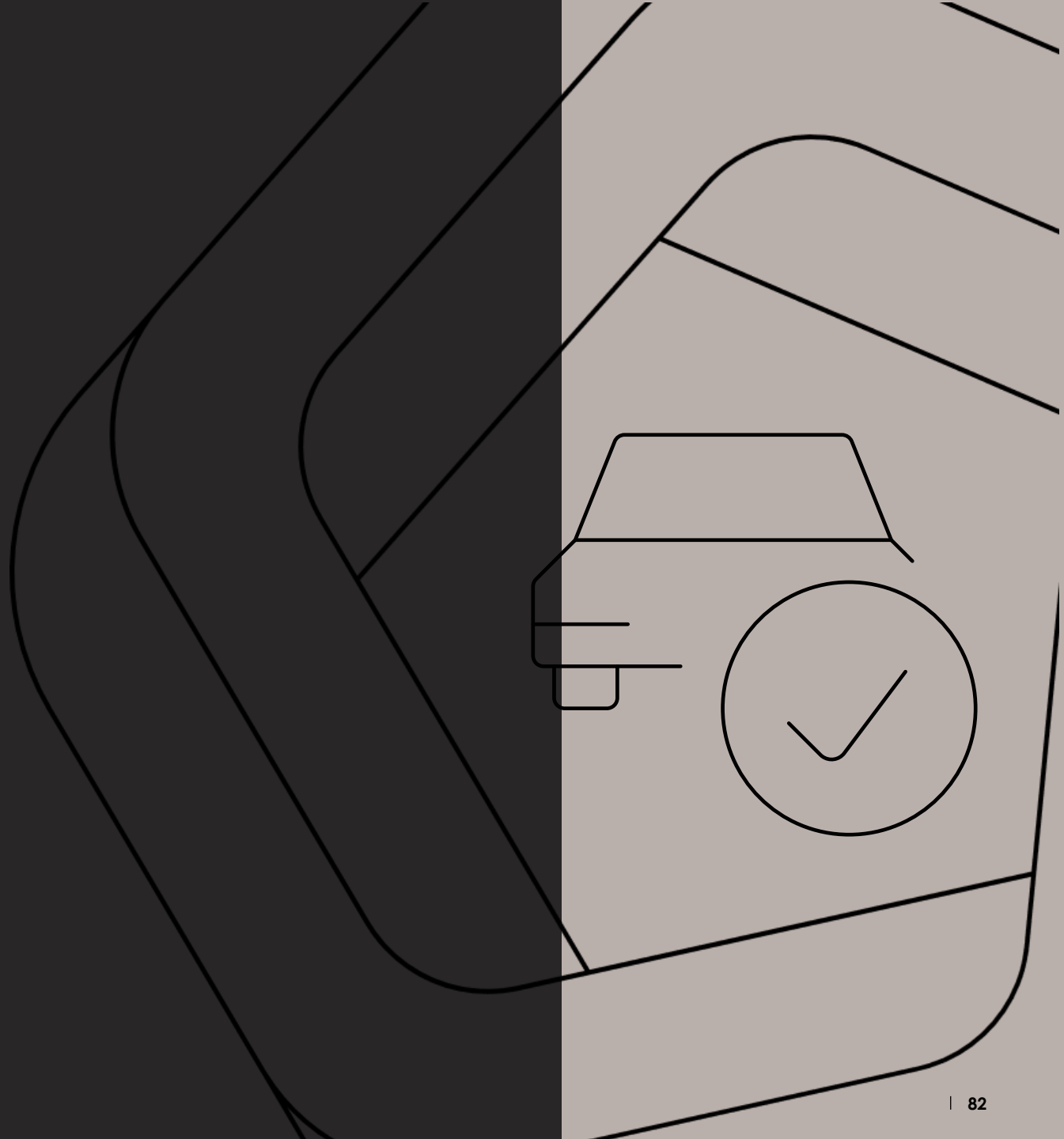


#### Groups that more commonly think it is unlikely or likely (Jul-2024 to Jun-2025)

|                        | Very unlikely / Fairly unlikely (49%)  | Very likely / Fairly likely (18%)  |
|------------------------|--|--|
| Region                 | Wellington (52%)<br>Canterbury (52%)   | Auckland (20%)<br>Waikato (21%)  |
| Urban / Rural          | A suburban area (50%)  | A central city area (25%)  |
| Gender by Age          | Men - 45 to 54 (59%)<br>Men - 55 to 64 (59%)<br>Men - 65 plus (56%)<br>Women - 65 plus (54%) | Men - 16 to 19 (27%)<br>Men - 20 to 24 (34%)<br>Men - 25 to 34 (26%)<br>Women - 16 to 19 (26%)<br>Women - 20 to 24 (25%)<br>Women - 25 to 34 (26%) |
| Ethnicity              | NZ European / European (52%)   | Māori (22%)<br>Pacific peoples (26%)<br>Asian peoples (28%)  |
| Occupation             | White collar (51%)<br>Retired (52%)  | Not in employment (24%)<br>Student (28%)   |
| Personal income        | Over \$100,000 (59%)   | Up to \$40,000 (24%)<br>\$60,001 to \$80,000 (21%)   |
| Driver Licence         | Full (51%)   | Do not have a license (33%)<br>Learner (29%)<br>Restricted (25%)   |
| Licence Class          | Car / taxi (49%)<br>Motorcycle (56%)<br>Heavy vehicle (54%)                                  | -  |
| 'Phone free' ad recall | Do not recall ad (51%)   | Recall ad (22%)  |

10

# Vehicle safety

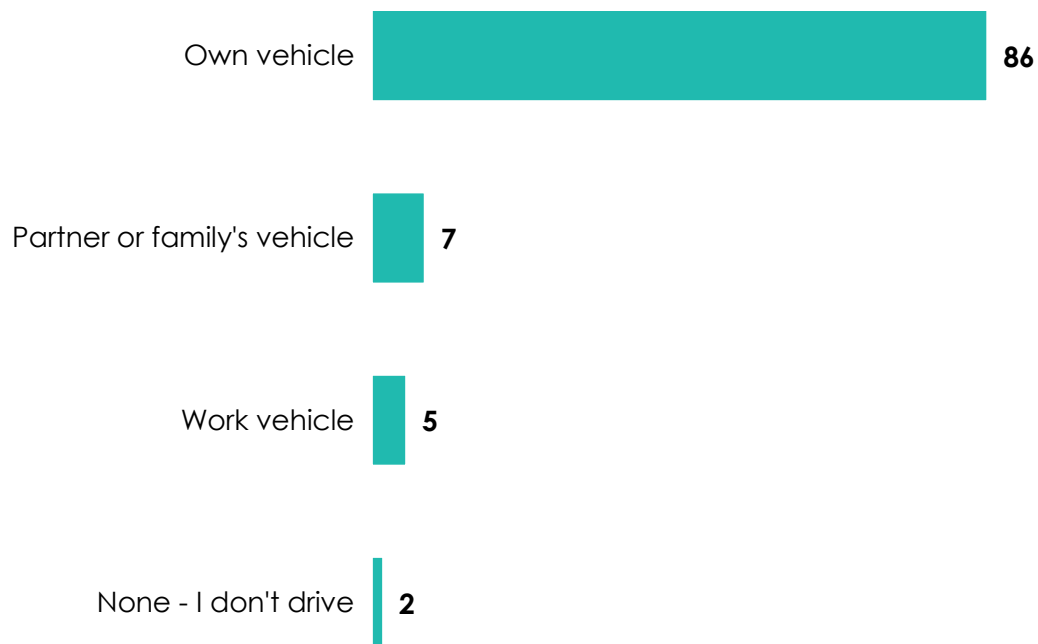




Most drivers usually drive their own vehicle. Seven percent usually drive a partner or family member's vehicle, and five percent usually drive a work vehicle.

## Vehicle usually driven

% among those with a driver licence (Jul-2024 to Jun-2025)

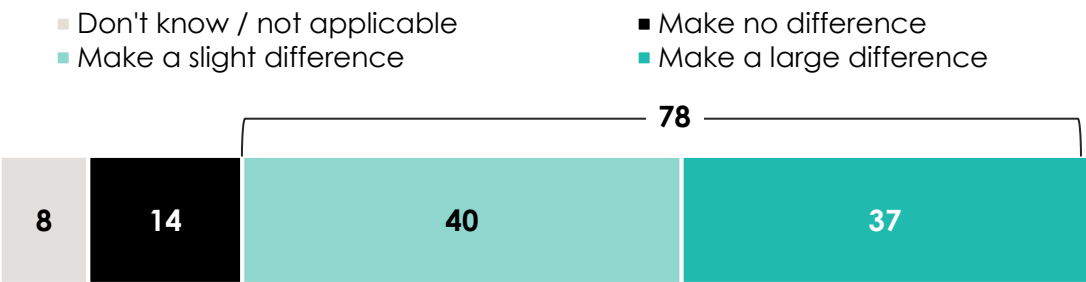




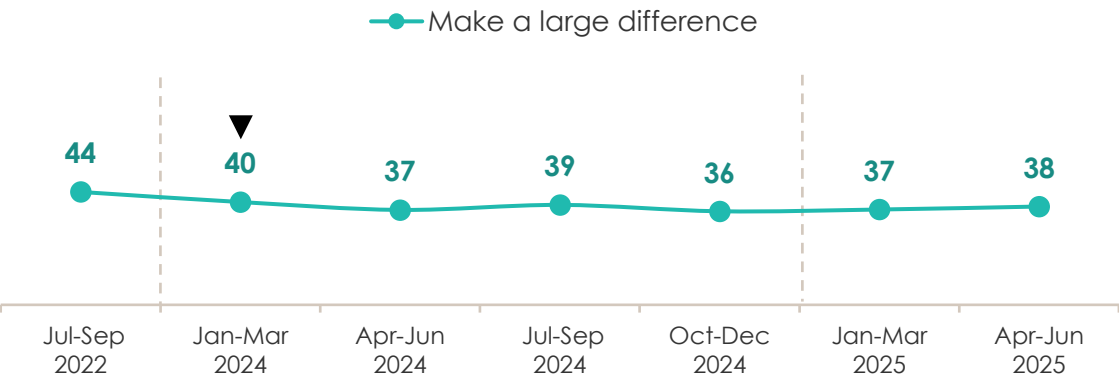
Around four in five drivers (78%) understand vehicle safety features make a difference in helping to avoid a crash, being divided between ‘a large’ and ‘a slight’ difference. Fourteen percent think vehicle safety features make no difference, being more common among men aged 20 to 34.

Impact of vehicle safety features in helping you to avoid a crash

% among those with a driver licence (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think it would make no difference or a large difference (Jul-2024 to Jun-2025)

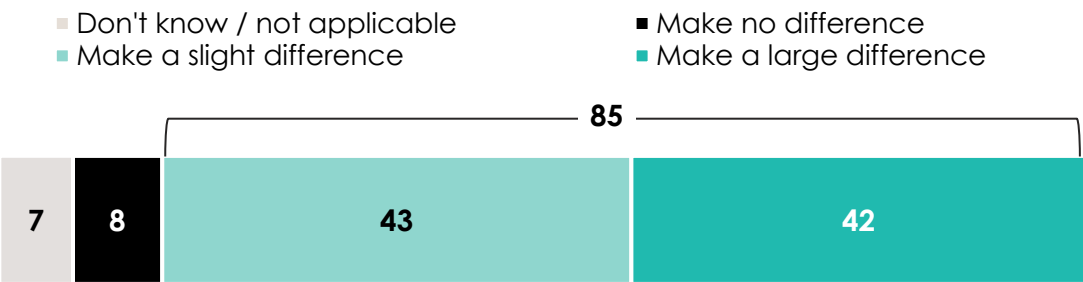
|                           | Make no difference (14%)                     | Make a large difference (37%)               |
|---------------------------|--|---|
| Region                    | -  | Auckland (39%)                              |
| Urban / Rural             | -  | A central city area (41%)                   |
| Gender by Age             | Men - 20 to 24 (22%)<br>Men - 25 to 34 (18%) | Men - 55 to 64 (47%)<br>Men - 65 plus (48%) |
| Ethnicity                 | Māori (19%)<br>Pacific peoples (18%)         | Asian peoples (42%)                         |
| Occupation                | Blue collar (18%)                            | White collar (39%)<br>Retired (42%)         |
| Personal income           | \$40,001 - \$60,000 (18%)                    | Over \$100,000 (44%)                        |
| Driver Licence            | Learner (19%)<br>Restricted (19%)            | Full (38%)                                  |
| Licence Class             | -  | Motorcycle (41%)                            |
| 'Cardboard car' ad recall | -  | -   |



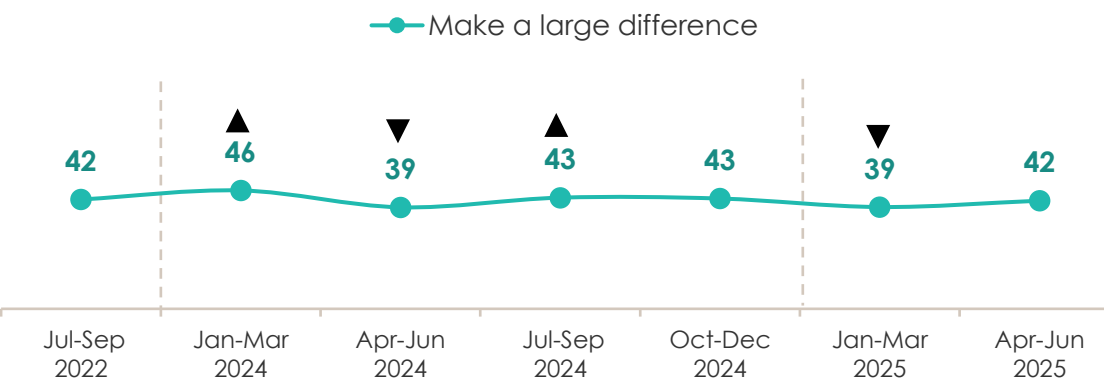
Just over four in five drivers (85%) understand that vehicle safety features make a difference in preventing injuries in a crash, with two in five thinking they make a ‘large’ difference. Eight percent think they make no difference, being more common among those aged 16 to 34.

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

% among those with a driver licence (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think it would make no difference or a large difference (Jul-2024 to Jun-2025)

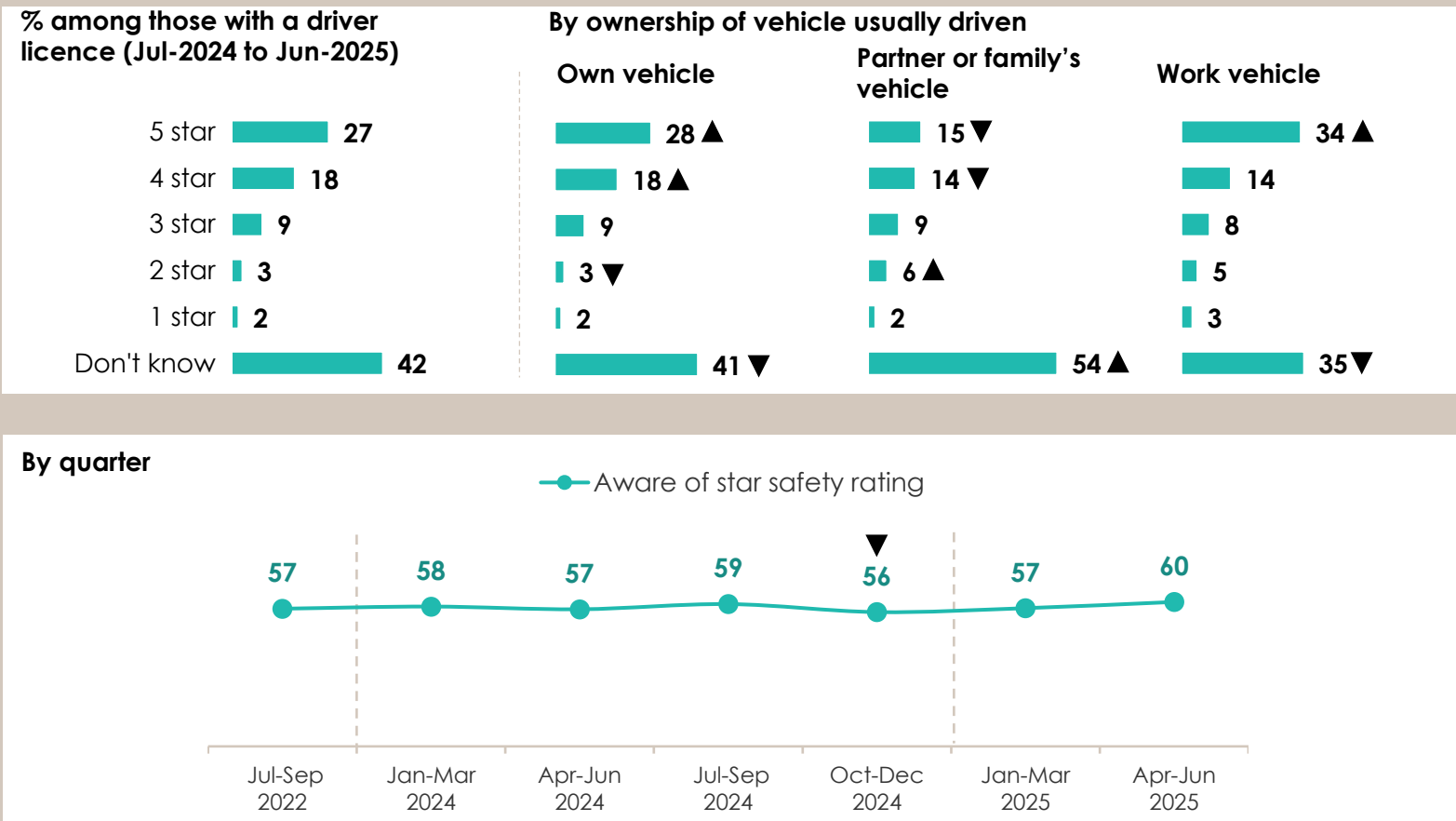
|                           | Make no difference (8%)  | Make a large difference (42%)   |
|---------------------------|--|---|
| Region                    | Auckland (9%)  | Wellington (46%)  |
| Urban / Rural             | -  | A central city area (45%)<br>Rural area <=5 km of a town (47%)                              |
| Gender by Age             | Men - 16 to 19 (17%)<br>Men - 20 to 24 (14%)<br>Men - 25 to 34 (10%)<br>Women - 16 to 19 (13%)<br>Women - 20 to 24 (15%)<br>Women - 25 to 34 (11%) | Men - 25 to 34 (48%)<br>Men - 45 to 54 (48%)<br>Men - 55 to 64 (54%)<br>Men - 65 plus (55%) |
| Ethnicity                 | Māori (11%)<br>Pacific peoples (17%)   | Asian peoples (46%)   |
| Occupation                | Not in employment (13%)  | White collar (44%)<br>Retired (45%)   |
| Personal income           | Up to \$40,000 (10%)<br>\$40,001 - \$60,000 (10%)  | Over \$100,000 (53%)  |
| Driver Licence            | Learner (13%)<br>Restricted (15%)  | Full (43%)  |
| Licence Class             | -  | Motorcycle (51%)<br>Heavy vehicle (51%)   |
| 'Cardboard car' ad recall | -  | -   |





Almost three in five (58%) drivers are aware of the star safety rating of the vehicle they usually drive, which is typically a 4 or 5 star vehicle. Awareness is lower among those driving a partner or family’s vehicle, and highest among those driving a work vehicle. Men generally have higher awareness than women.

Star safety rating of vehicle usually driven

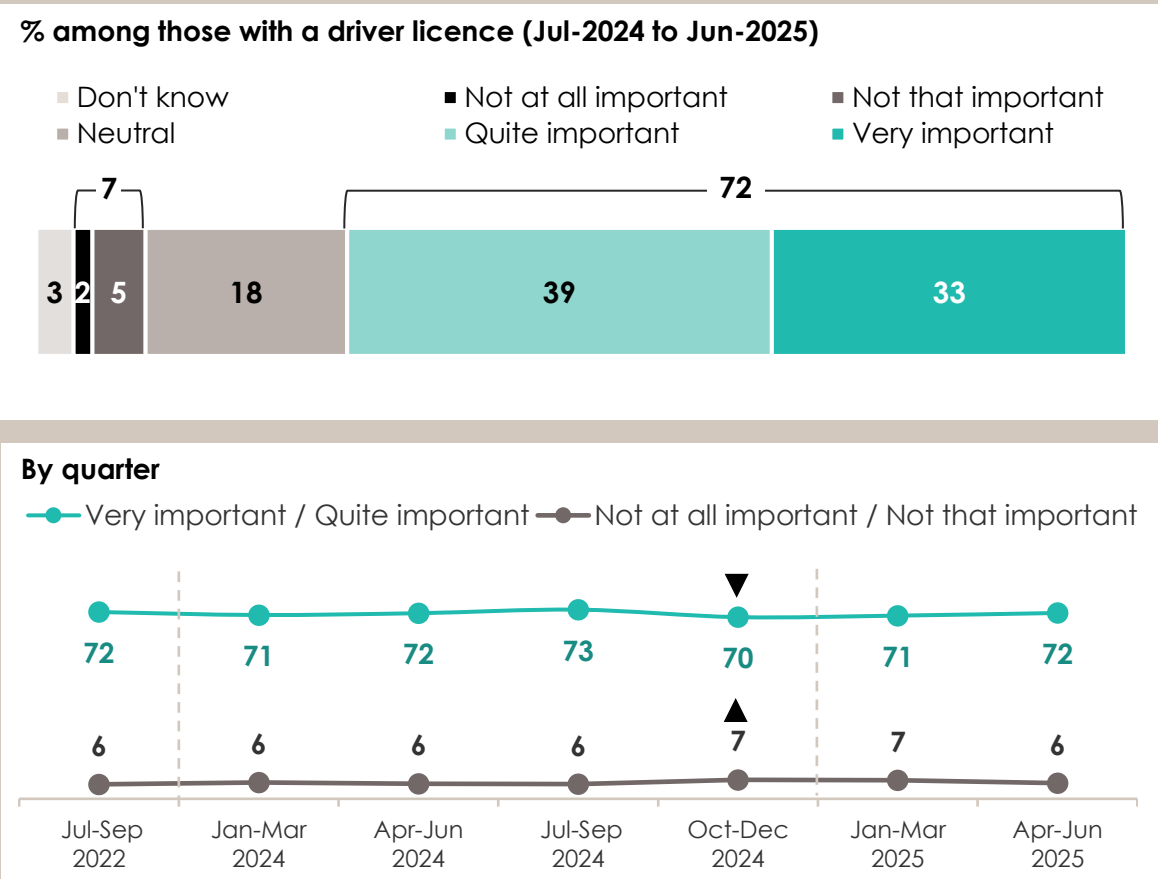


| Groups that are more commonly aware of the star safety rating of their vehicle (Jul-2024 to Jun-2025) |   |
|---|---|
|   | Aware of star safety rating (58%)   |
| Region  | -   |
| Urban / Rural   | A central city area (66%)   |
| Gender by Age   | Men - 16 to 19 (79%)<br>Men - 20 to 24 (68%)<br>Men - 25 to 34 (63%)<br>Men - 45 to 54 (66%)<br>Men - 55 to 64 (65%)<br>Men - 65 plus (66%)<br>Women - 20 to 24 (64%) |
| Ethnicity   | -   |
| Occupation  | White collar (61%)<br>Student (66%)   |
| Personal income   | Over \$100,000 (70%)  |
| Driver Licence  | -   |
| Licence Class   | Motorcycle (64%)<br>Heavy vehicle (70%)   |
| 'Cardboard car' ad recall   | Recall ad (68%)   |



Seven in ten drivers (72%) believe it’s at least quite important for their vehicle to have a high star safety rating. This view is more common among men aged 65 plus, women aged 55 plus, and Asian peoples. Only a minority of 7% think a high safety rating is not important.

Importance that your vehicle has a high star safety rating



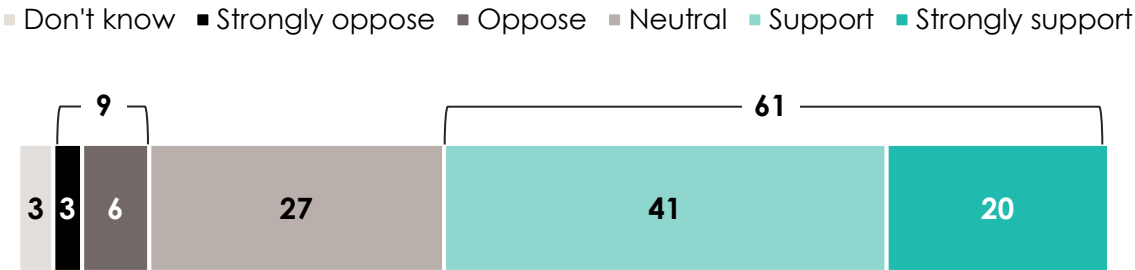
| Groups that more commonly think it is not or is important (Jul-2024 to Jun-2025) |  |  |
|--|--|--|
|  | Not at all important / Not that important (7%)   | Very important / Quite important (72%)                                 |
| Region   | Otago (10%)  | -  |
| Urban / Rural  | Rural area <=5 km of a town (10%)  | A suburban area (72%)  |
| Gender by Age  | Men - 16 to 19 (10%)<br>Men - 20 to 24 (14%)<br>Men - 35 to 44 (9%)<br>Men - 45 to 54 (10%)<br>Men - 55 to 64 (9%) | Men - 65 plus (79%)<br>Women - 55 to 64 (78%)<br>Women - 65 plus (77%) |
| Ethnicity  | Māori (10%)  | Asian peoples (77%)  |
| Occupation   | Blue collar (9%)<br>Not in employment (10%)  | White collar (74%)<br>Retired (77%)                                    |
| Personal income  | \$40,001 - \$60,000 (8%)   | Over \$100,000 (79%)   |
| Driver Licence   | -  | Full (72%)   |
| Licence Class  | Motorcycle (11%)<br>Heavy vehicle (12%)  | Car / taxi (72%)   |
| 'Cardboard car' ad recall  | -  | Recall ad (74%)  |



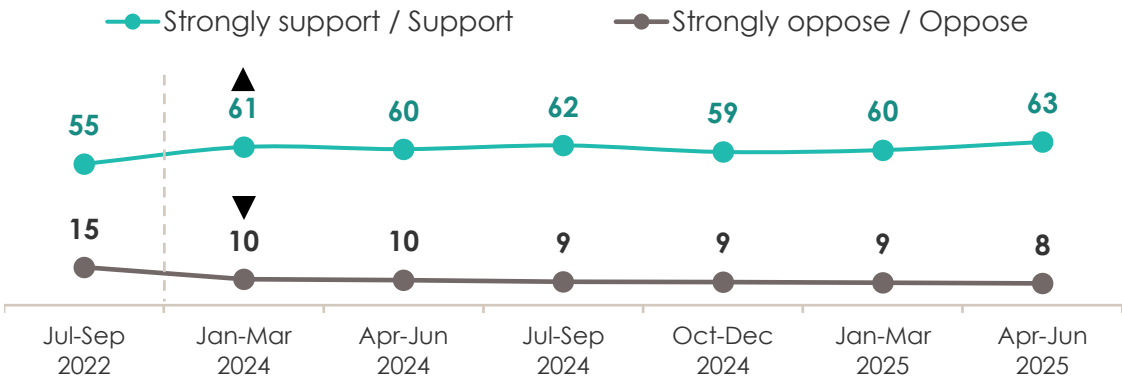
Three in five New Zealanders support additional safety features or higher star safety ratings in cars. Support is more common among Auckland residents and Asian peoples. Only 9% oppose this safety initiative, being more common among men aged 35 to 64.

Support for road safety initiatives: Requiring additional safety features or higher star safety ratings in cars

% among Total NZ (Jul-2024 to Jun-2025)



By quarter

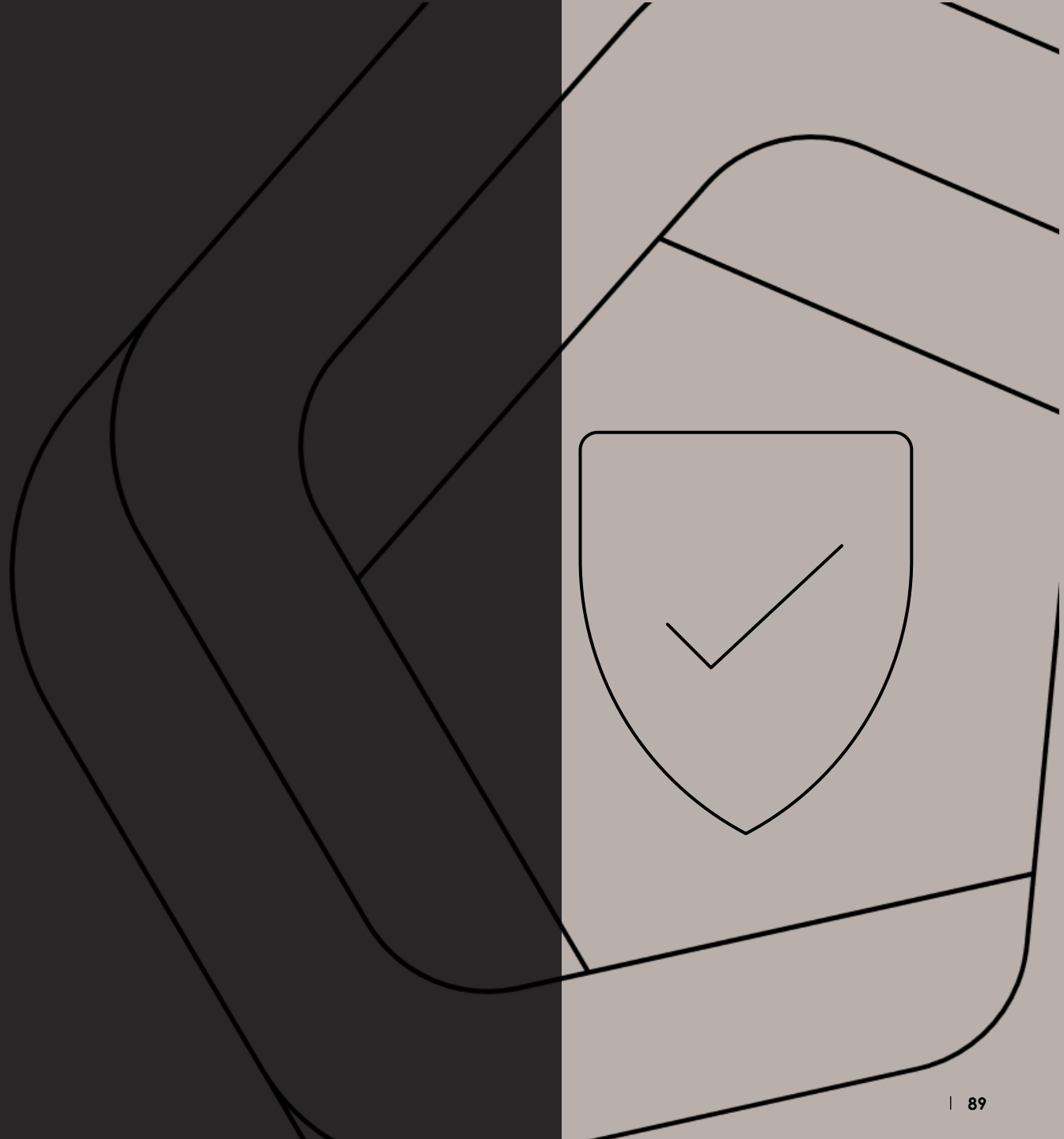


Groups that more commonly oppose or support (Jul-2024 to Jun-2025)

|                           | Strongly oppose / Oppose (9%)  | Strongly support / Support (61%)                |
|---------------------------|--|---|
| Region                    | Manawatū-Whanganui (12%)<br>Marlborough / Nelson / Tasman (12%)      | Auckland (64%)                                  |
| Urban / Rural             | Rural area >5 km of a town (13%)                                     | A suburban area (63%)                           |
| Gender by Age             | Men - 35 to 44 (14%)<br>Men - 45 to 54 (12%)<br>Men - 55 to 64 (14%) | Women - 25 to 34 (66%)<br>Women - 65 plus (67%) |
| Ethnicity                 | Māori (11%)  | Asian peoples (66%)                             |
| Occupation                | Blue collar (14%)  | White collar (64%)<br>Retired (64%)             |
| Personal income           | \$40,001 - \$60,000 (11%)  | Over \$100,000 (66%)                            |
| Driver Licence            | Full (9%)  | Do not have a license (69%)                     |
| Licence Class             | Car / taxi (9%)<br>Motorcycle (14%)<br>Heavy vehicle (18%)           | -   |
| 'Cardboard car' ad recall | -  | Recall ad (64%)                                 |

11

# Safety of travelling



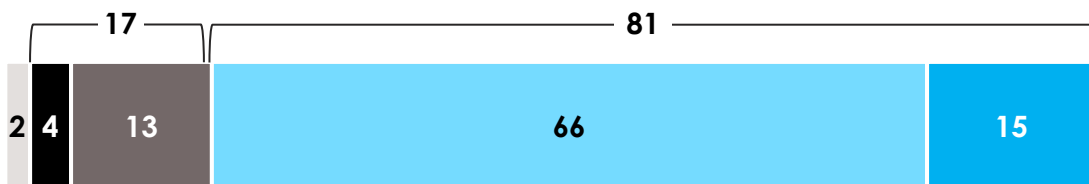


Four in five New Zealanders think it is at least fairly safe to walk on urban streets in their local area. Seventeen percent consider it to be unsafe, being more common among Northland and Auckland residents, Māori, and Pacific peoples.

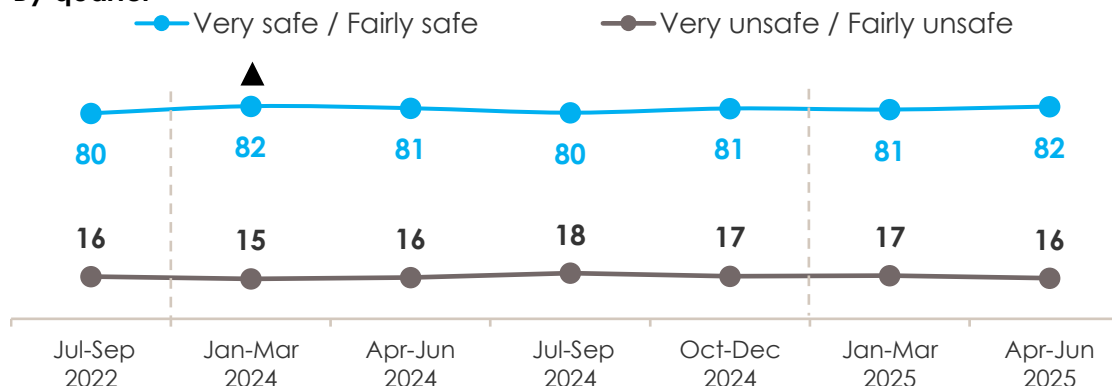
### Safety of roads in your local area for pedestrians when they are walking: On urban streets

% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (17%)

Fairly safe / Very safe (81%)

Region

Northland (23%)  
Auckland (21%)

Manawatū-Whanganui (87%)  
Wellington (84%)  
Marlborough / Nelson / Tasman (86%)  
Canterbury (85%)

Urban / Rural

Rural area >5km of a town (20%)

A suburban area (83%)

Gender by Age

Men - 20 to 24 (23%)  
Women - 16 to 19 (24%)

Men - 45 to 54 (85%)  
Men - 65 plus (87%)

Ethnicity

Māori (19%)  
Pacific peoples (23%)

NZ European / European (82%)

Occupation

Not in employment (20%)

Retired (85%)

Personal income

-

Over \$100,000 (84%)

Driver Licence

Do not have a licence (22%)  
Learner (23%)  
Restricted (22%)

Full (83%)

Licence Class

-

Car / taxi (82%)  
Motorcycle (84%)

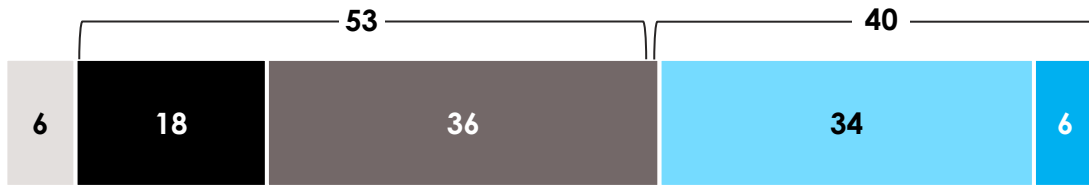


Just two in five think it's at least fairly safe to walk on rural or open roads outside of town. Half consider it unsafe, a view more common among residents of Northland, Gisborne, and Manawatū-Whanganui, those living in rural areas, men aged 55 plus and women aged 25 to 34 or 45 plus.

### Safety of roads in your local area for pedestrians when they are walking: On rural or open roads outside of town

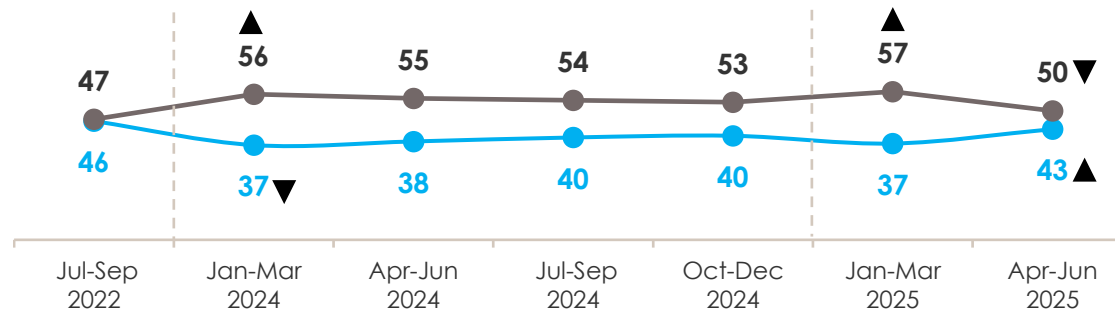
% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter

● Very safe / Fairly safe ● Very unsafe / Fairly unsafe



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (53%) Fairly safe / Very safe (40%)

|                 |  |  |
|-----------------|--|--|
| Region          | Northland (66%)<br>Gisborne (66%)<br>Manawatū-Whanganui (61%)  | Wellington (44%)   |
| Urban / Rural   | Rural area <=5 km of a town (61%)<br>Rural area >5 km of a town (69%)  | A central city area (46%)  |
| Gender by Age   | Men - 55 to 64 (60%)<br>Men - 65 plus (57%)<br>Women - 25 to 34 (57%)<br>Women - 45 to 54 (59%)<br>Women - 55 to 64 (62%)<br>Women - 65 plus (61%) | Men - 16 to 19 (52%)<br>Men - 20 to 24 (57%)<br>Men - 25 to 34 (50%)<br>Men - 35 to 44 (44%)<br>Men - 45 to 54 (46%)<br>Women - 16 to 19 (49%)<br>Women - 20 to 24 (48%) |
| Ethnicity       | NZ European / European (59%)   | Pacific peoples (46%)<br>Asian peoples (53%)   |
| Occupation      | White collar (55%)<br>Retired (59%)  | Blue collar (43%)<br>Student (48%)   |
| Personal income | Over \$100,000 (57%)   | -  |
| Driver Licence  | Full (55%)   | Restricted (52%)   |
| Licence Class   | Car / taxi (54%)<br>Motorcycle (60%)<br>Heavy licence (58%)  | -  |

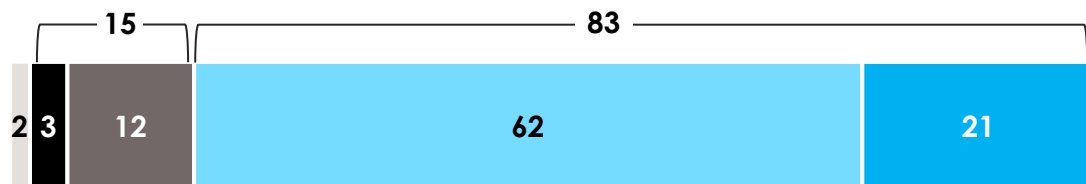


Four in five New Zealanders (83%) think it is at least fairly safe to walk in the town centre. Only 15% consider it is unsafe, being more common among those living in a central city area, Auckland residents, Māori and Pacific peoples.

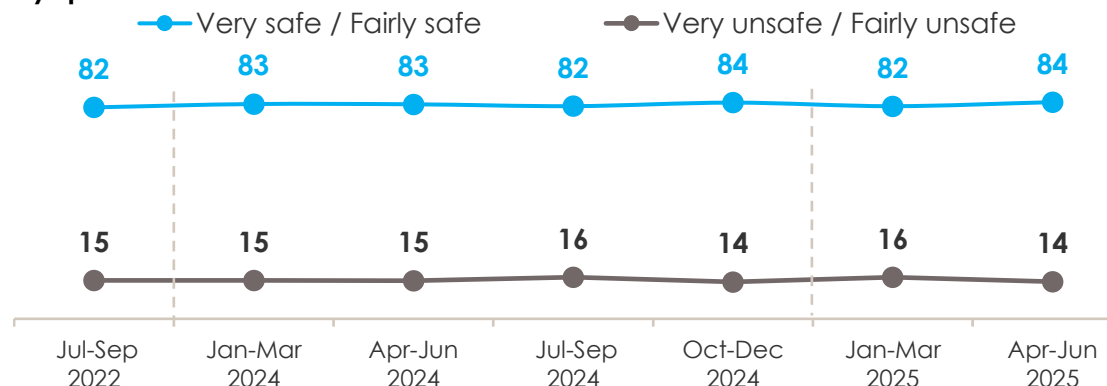
### Safety of roads in your local area for pedestrians when they are walking: In the town centre

% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (15%)

Fairly safe / Very safe (83%)

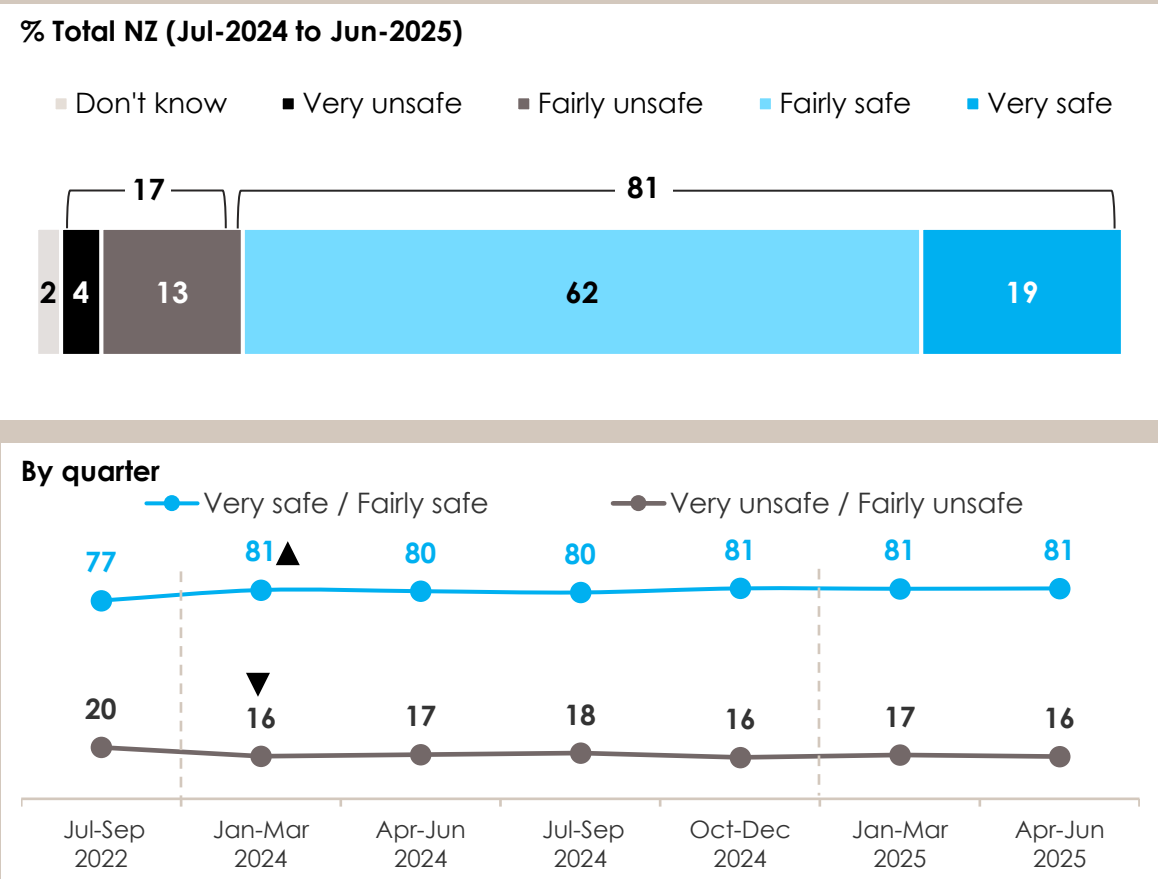
|                 |  |   |
|-----------------|--|---|
| Region          | Auckland (19%)   | Marlborough / Nelson / Tasman (88%)<br>Canterbury (85%) |
| Urban / Rural   | A central city area (18%)  | A suburban area (84%)                                   |
| Gender by Age   | Men - 20 to 24 (21%)<br>Women - 16 to 19 (23%)<br>Women - 20 to 24 (24%) | Men - 45 to 54 (86%)<br>Men - 65 plus (87%)             |
| Ethnicity       | Māori (18%)<br>Pacific peoples (23%)                                     | NZ European / European (84%)                            |
| Occupation      | -  | Retired (86%)   |
| Personal income | -  | Over \$100,000 (86%)                                    |
| Driver Licence  | Learner (20%)<br>Restricted (25%)  | Full (84%)  |
| Licence Class   | -  | Car / taxi (83%)  |





Four in five think it is at least fairly safe to walk on roads around local schools, while 17% consider it unsafe. Although there are few differences between groups, Māori and Pacific peoples more commonly consider it unsafe.

Safety of roads in your local area for pedestrians when they are walking: On roads around local schools

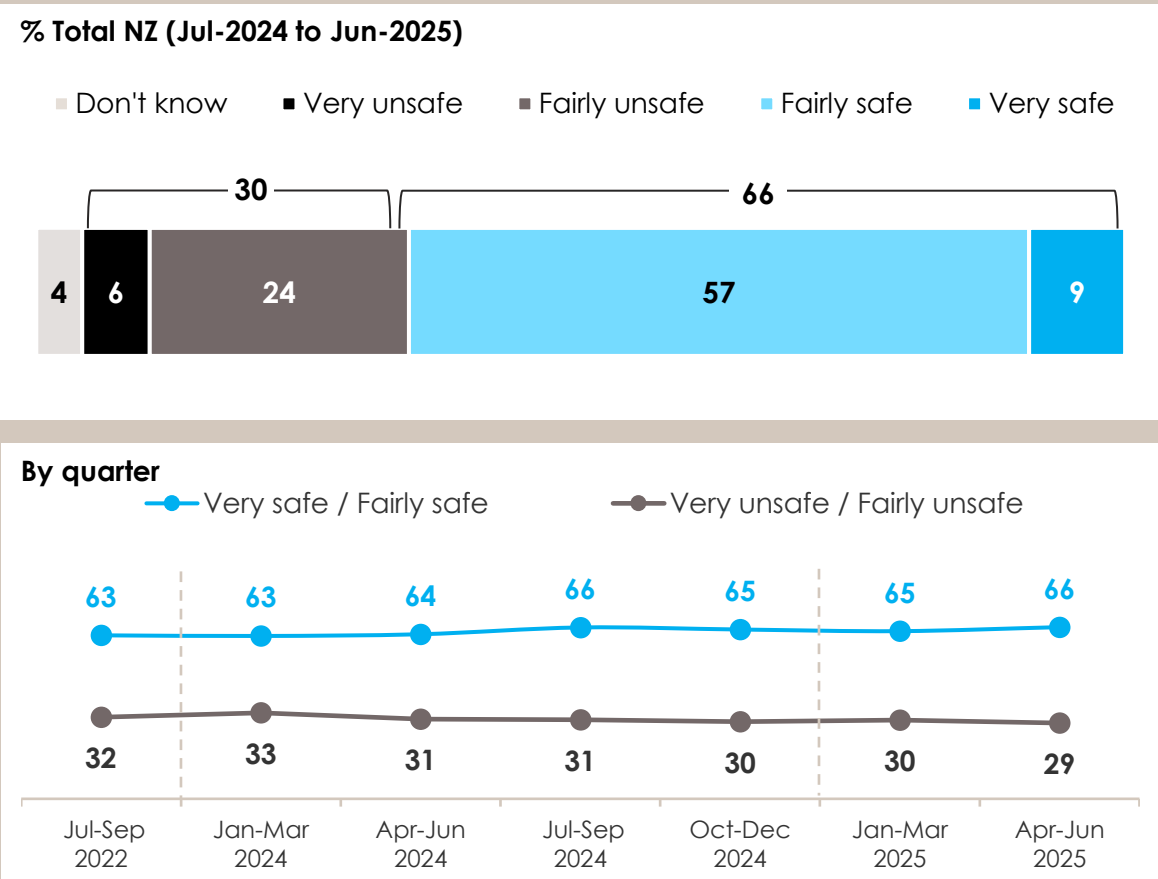


| Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025) |  |                               |
|---|--|-------------------------------|
|   | Very unsafe / Fairly unsafe (17%)              | Fairly safe / Very safe (81%) |
| Region  | Auckland (18%)                                 | Wellington (84%)              |
| Urban / Rural   | Rural area <=5 km of a town (23%)              | A suburban area (83%)         |
| Gender by Age   | Men - 20 to 24 (21%)<br>Women - 16 to 19 (25%) | Men - 65 plus (85%)           |
| Ethnicity   | Māori (22%)<br>Pacific peoples (21%)           | -                             |
| Occupation  | -  | -                             |
| Personal income   | -  | Over \$100,000 (83%)          |
| Driver Licence  | Do not have a licence (22%)                    | Full (82%)                    |
| Licence Class   | -  | Car / taxi (81%)              |



Two in three New Zealanders think it is at least fairly safe to cycle on urban streets in their local area, being more common among Waikato, Taranaki, Manawatū-Whanganui, Canterbury, and Southland residents. Three in ten consider it unsafe, being more common among Northland and Auckland residents.

Safety of roads in your local area for cyclists when they are cycling: On urban streets



| Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025) |  |  |
|---|--|--|
|   | Very unsafe / Fairly unsafe (30%)                | Fairly safe / Very safe (66%)  |
| Region  | Northland (36%)<br>Auckland (37%)                | Waikato (70%)<br>Taranaki (75%)<br>Manawatū-Whanganui (73%)<br>Canterbury (73%)<br>Southland (74%) |
| Urban / Rural   | A suburban area (32%)                            | A town (71%)<br>Rural area <= 5 km of a town (72%)   |
| Gender by Age   | Women - 45 to 54 (35%)<br>Women - 55 to 64 (35%) | Men - 35 to 44 (71%)   |
| Ethnicity   | NZ European / European (31%)                     | -  |
| Occupation  | -  | -  |
| Personal income   | Over \$100,000 (32%)                             | \$80,001 to \$100,000 (69%)  |
| Driver Licence  | -  | Full (67%)   |
| Licence Class   | -  | Car / taxi (66%)<br>Heavy vehicle (70%)  |

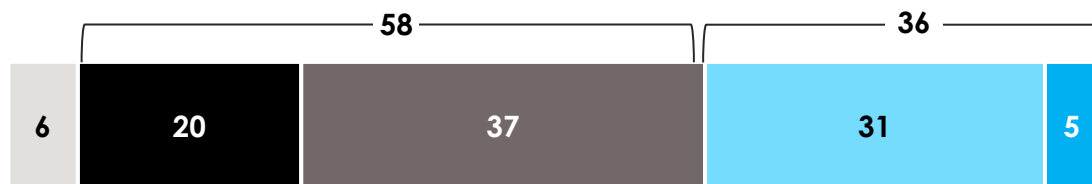


Just under two in five (36%) think it is at least fairly safe to cycle on rural or open roads outside of town. Three in five (58%) consider it unsafe, being more common among Northland, Waikato, Gisborne, and Manawatū-Whanganui residents, men aged 55 plus, and women aged 55 plus.

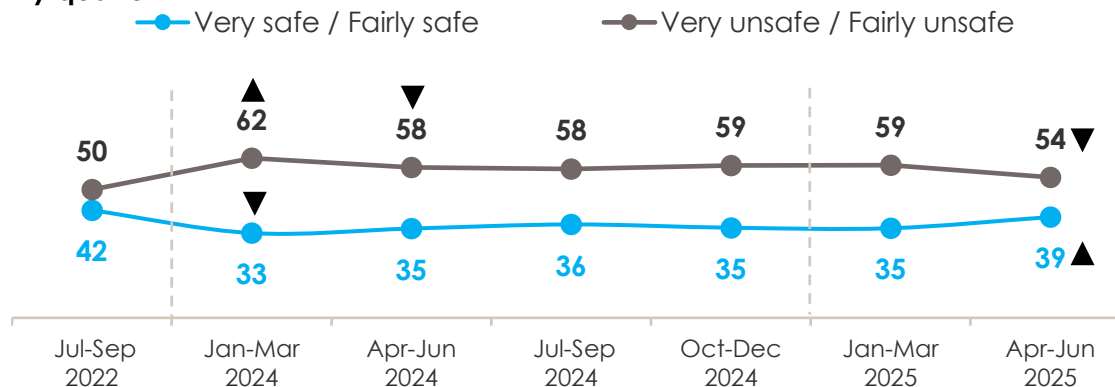
### Safety of roads in your local area for cyclists when they are cycling: On rural or open roads outside of town

% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (58%) Fairly safe / Very safe (36%)

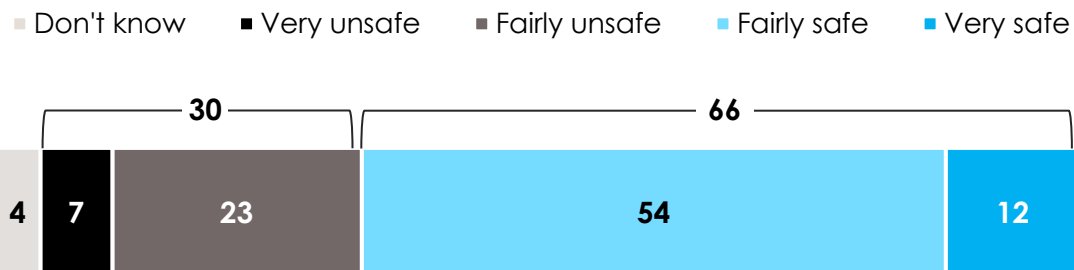
|                 |  |  |
|-----------------|--|--|
| Region          | Northland (65%)<br>Waikato (62%)<br>Gisborne (69%)<br>Manawatū-Whanganui (63%)   | Wellington (42%)   |
| Urban / Rural   | Rural area >5 km of a town (70%)   | A central city area (42%)  |
| Gender by Age   | Men - 55 to 64 (67%)<br>Men - 65 plus (62%)<br>Women - 45 to 54 (66%)<br>Women - 55 to 64 (65%)<br>Women - 65 plus (64%) | Men - 16 to 19 (55%)<br>Men - 20 to 24 (51%)<br>Men - 25 to 34 (45%)<br>Men - 45 to 54 (41%)<br>Women - 16 to 19 (45%)<br>Women - 20 to 24 (45%) |
| Ethnicity       | NZ European / European (63%)   | Pacific peoples (41%)<br>Asian peoples (49%)   |
| Occupation      | White collar (59%)<br>Retired (63%)  | Blue collar (39%)<br>Student (45%)   |
| Personal income | Over \$100,000 (62%)   | \$60,001 to \$80,000 (39%)   |
| Driver Licence  | Full (60%)   | Learner (45%)<br>Restricted (47%)  |
| Licence Class   | Car / taxi (58%)<br>Motorcycle (63%)<br>Heavy vehicle (62%)  | -  |



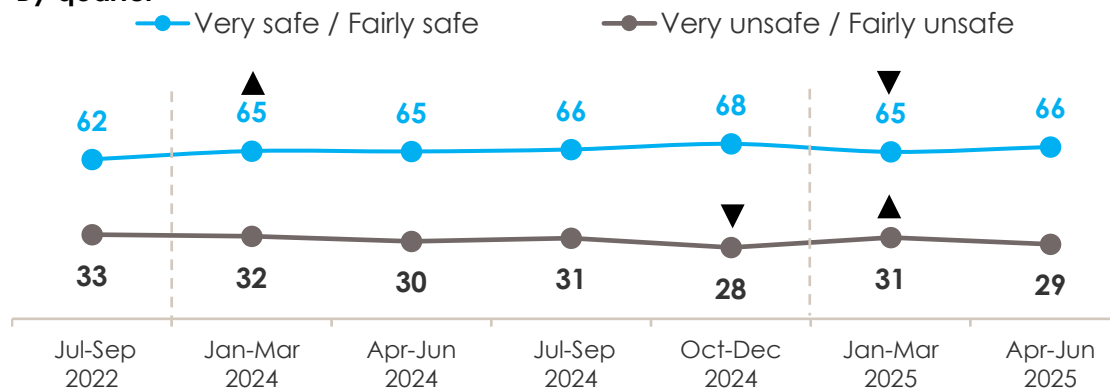
Two in three consider it at least fairly safe to cycle in the town centre, being more common among Bay of Plenty and Canterbury residents. Three in ten consider it unsafe, with this view more common among Auckland and Gisborne residents, and women aged 45 to 64.

### Safety of roads in your local area for cyclists when they are cycling: In the town centre

#### % Total NZ (Jul-2024 to Jun-2025)



#### By quarter



#### Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

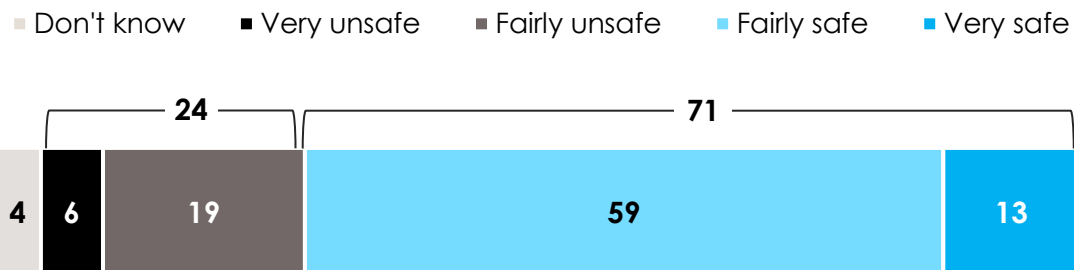
|                 | Very unsafe / Fairly unsafe (30%)                | Fairly safe / Very safe (66%)  |
|-----------------|--|--|
| Region          | Auckland (33%)<br>Gisborne (41%)                 | Bay of Plenty (71%)<br>Canterbury (71%)  |
| Urban / Rural   | -  | -  |
| Gender by Age   | Women - 45 to 54 (38%)<br>Women - 55 to 64 (33%) | Men - 16 to 19 (72%)<br>Men - 35 to 44 (72%)<br>Men - 45 to 54 (70%)<br>Men - 55 to 64 (71%) |
| Ethnicity       | NZ European / European (32%)                     | Māori (69%)<br>Pacific peoples (71%)<br>Asian peoples (69%)                                  |
| Occupation      | White collar (31%)                               | Blue collar (69%)  |
| Personal income | -  | \$40,001 to \$60,000 (69%)   |
| Driver Licence  | -  | Full (67%)   |
| Licence Class   | -  | -  |



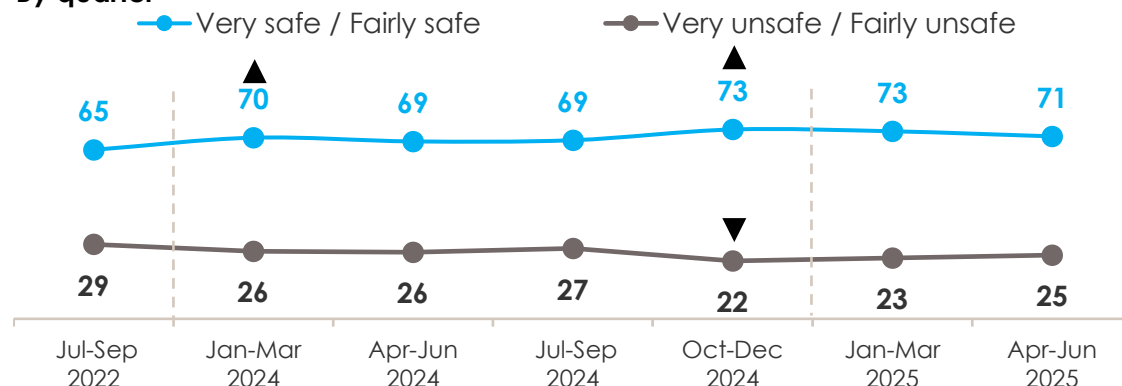
Seven in ten New Zealanders think it's at least fairly safe to cycle on roads around local schools, being more common among Waikato, Taranaki, Canterbury, and Otago residents. One in four think it is unsafe, being more common among Northland and Auckland residents.

### Safety of roads in your local area for cyclists when they are cycling: On roads around local schools

% Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

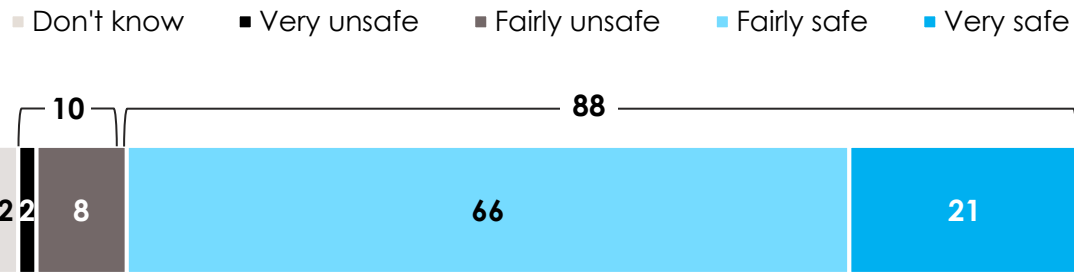
|                 | Very unsafe / Fairly unsafe (24%)   | Fairly safe / Very safe (71%)                                      |
|-----------------|---|--|
| Region          | Northland (30%)<br>Auckland (29%)   | Waikato (75%)<br>Taranaki (78%)<br>Canterbury (76%)<br>Otago (77%) |
| Urban / Rural   | -   | A town (74%)   |
| Gender by Age   | Women - 35 to 44 (28%)<br>Women - 45 to 54 (31%)<br>Women - 65 plus (29%) | Men - 16 to 19 (79%)<br>Men - 25 to 34 (76%)                       |
| Ethnicity       | NZ European / European (26%)  | Asian peoples (75%)  |
| Occupation      | White collar (26%)  | Blue collar (74%)<br>Student (77%)                                 |
| Personal income | -   | \$40,001 to \$60,000 (75%)   |
| Driver Licence  | -   | -  |
| Licence Class   | -   | Car / taxi (72%)   |



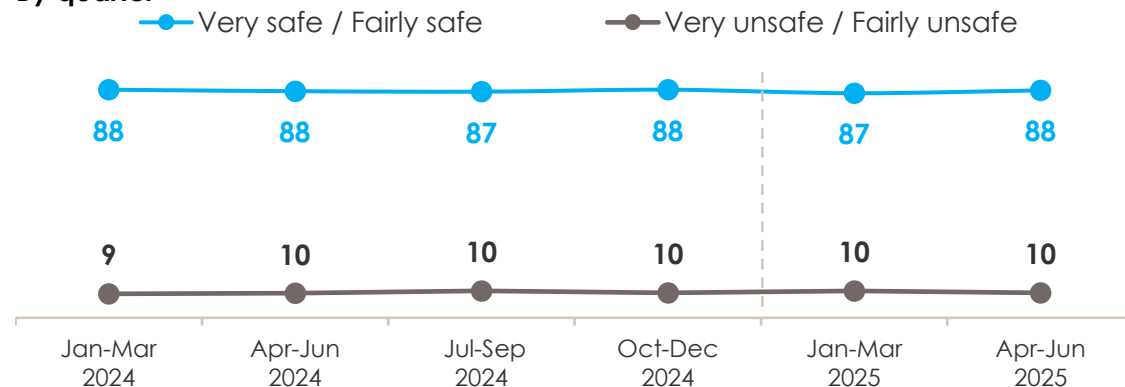
Around nine in ten (88%) consider urban streets to be at least fairly safe for drivers and passengers, being more common among men aged 45 plus and women aged 55 plus. Only 10% consider it unsafe, being more common among those aged 16 to 24, Pacific peoples, and Asian peoples.

### Safety of roads in your local area for for drivers and passengers in a vehicle: On urban streets

% Total NZ (Jul-2024 to Jun-2025)



By quarter



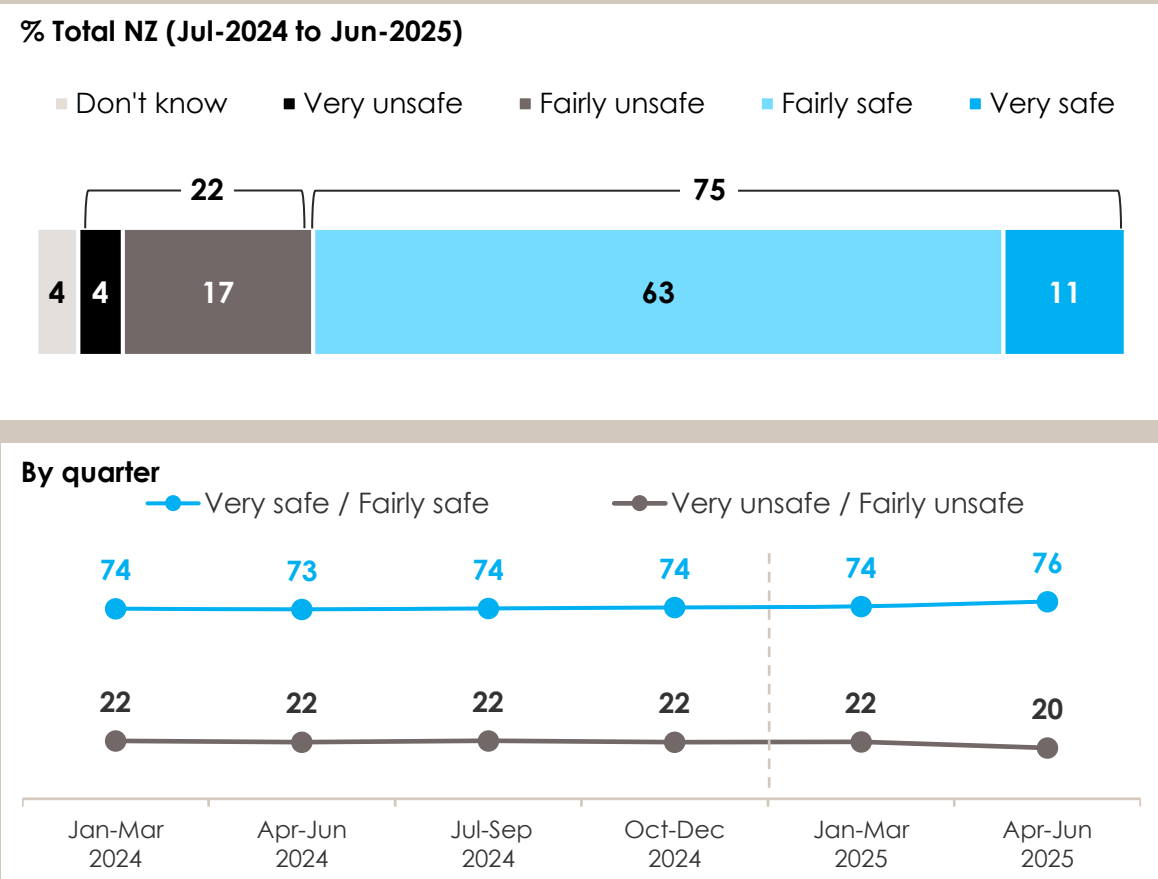
Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

|                 | Very unsafe / Fairly unsafe (10%)  | Fairly safe / Very safe (88%)  |
|-----------------|--|--|
| Region          | Auckland (13%)   | Wellington (90%)<br>Marlborough / Nelson / Tasman (92%)<br>Canterbury (91%)  |
| Urban / Rural   | A central city area (14%)  | A suburban area (89%)  |
| Gender by Age   | Men - 16 to 19 (20%)<br>Men - 20 to 24 (16%)<br>Women - 16 to 19 (20%)<br>Women - 20 to 24 (15%) | Men - 45 to 54 (92%)<br>Men - 55 to 64 (91%)<br>Men - 65 plus (94%)<br>Women - 55 to 64 (91%)<br>Women - 65 plus (90%) |
| Ethnicity       | Pacific peoples (20%)<br>Asian peoples (13%)   | NZ European / European (90%)   |
| Occupation      | Blue collar (12%)<br>Not in employment (15%)<br>Student (15%)                                    | White collar (89%)<br>Retired (92%)  |
| Personal income | \$60,001 to \$80,000 (13%)   | Over \$100,000 (91%)   |
| Driver Licence  | Do not have a licence (17%)<br>Learner (14%)<br>Restricted (22%)                                 | Full (90%)   |
| Licence Class   | -  | Car / taxi (88%)<br>Motorcycle (92%)<br>Heavy vehicle (94%)  |



Three in four consider it at least fairly safe for drivers and passengers on rural or open roads outside of town. One in five consider it unsafe, increasing to 35% among Northland residents and also more common among those living in rural areas more than 5km from a town.

Safety of roads in your local area for for drivers and passengers in a vehicle: On rural or open roads outside of town



| Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025) |  |   |
|---|--|---|
|   | Very unsafe / Fairly unsafe (22%)  | Fairly safe / Very safe (75%)   |
| Region  | Northland (35%)  | Wellington (80%)<br>Marlborough / Nelson / Tasman (81%)<br>Canterbury (78%) |
| Urban / Rural   | Rural area >5 km of a town (29%)   | A suburban area (76%)   |
| Gender by Age   | Women - 20 to 24 (28%)<br>Women - 35 to 44 (25%)<br>Women - 55 to 64 (27%) | Men - 45 to 54 (81%)<br>Men - 65 plus (81%)                                 |
| Ethnicity   | Māori (25%)<br>Pacific peoples (25%)                                       | NZ European / European (76%)  |
| Occupation  | Not in employment (27%)  | Blue collar (78%)<br>Retired (78%)  |
| Personal income   |  | Over \$100,000 (78%)  |
| Driver Licence  | Restricted (27%)   | Full (76%)  |
| Licence Class   | -  | Car / taxi (75%)<br>Motorcycle (80%)<br>Heavy vehicle (83%)                 |

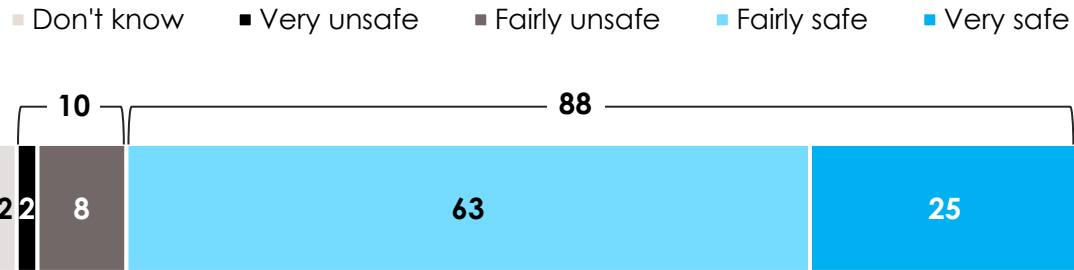




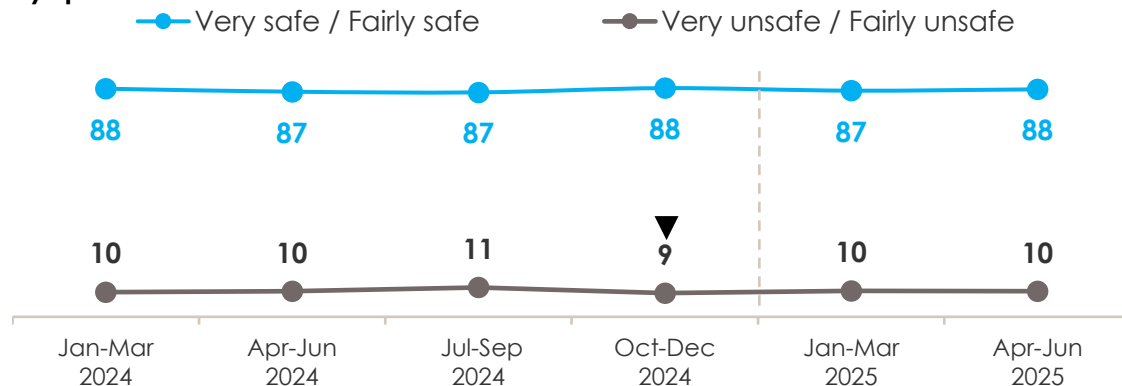
Almost nine in ten (88%) consider it at least fairly safe for drivers and passengers in the town centre. Only one in ten consider it unsafe, with this view more common among Auckland residents, those living in central city areas, those aged 16 to 24, Pacific peoples, and Asian peoples.

Safety of roads in your local area for for drivers and passengers in a vehicle: In the town centre

% Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

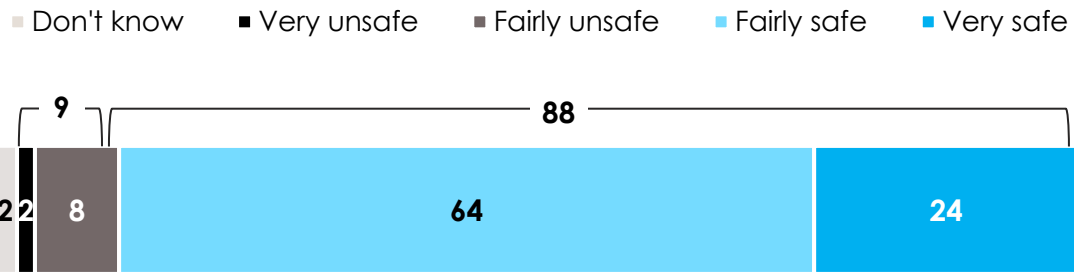
|                 | Very unsafe / Fairly unsafe (10%)  | Fairly safe / Very safe (88%)   |
|-----------------|--|---|
| Region          | Auckland (12%)   | Wellington (90%)<br>Marlborough / Nelson / Tasman (92%)<br>Canterbury (90%) |
| Urban / Rural   | A central city area (13%)  | A suburban area (89%)   |
| Gender by Age   | Men - 16 to 19 (19%)<br>Men - 20 to 24 (17%)<br>Women - 16 to 19 (17%)<br>Women - 20 to 24 (20%) | Men - 45 to 54 (91%)<br>Men - 55 to 64 (91%)<br>Men - 65 plus (94%)         |
| Ethnicity       | Pacific peoples (21%)<br>Asian peoples (13%)   | NZ European / European (90%)  |
| Occupation      | Student (16%)  | Retired (92%)   |
| Personal income | Up to \$40,000 (12%)<br>\$60,001 to \$80,000 (13%)   | Over \$100,000 (92%)  |
| Driver Licence  | Do not have a licence (16%)<br>Learner (16%)<br>Restricted (18%)                                 | Full (89%)  |
| Licence Class   | -  | Car / taxi (88%)<br>Motorcycle (92%)<br>Heavy vehicle (94%)                 |



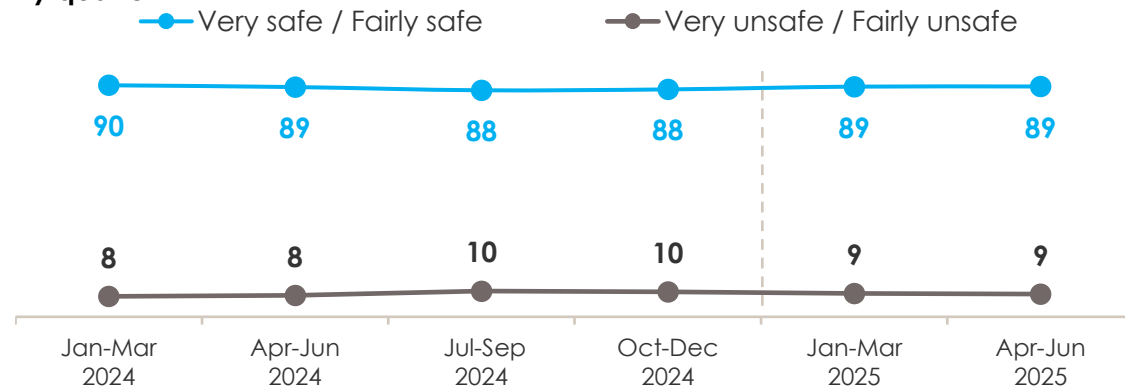
Almost nine in ten (88%) New Zealanders think it's at least fairly safe for drivers and passengers on roads around local schools. Nine percent consider it unsafe, being more common among Northland and Auckland residents, those aged 16 to 24, Pacific peoples, and Asian peoples.

### Safety of roads in your local area for for drivers and passengers in a vehicle: On roads around local schools

% Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

|                 | Very unsafe / Fairly unsafe (9%)   | Fairly safe / Very safe (88%)   |
|-----------------|--|---|
| Region          | Northland (14%)<br>Auckland (11%)  | Wellington (91%)<br>Canterbury (91%)  |
| Urban / Rural   | A central city area (12%)  | A suburban area (89%)   |
| Gender by Age   | Men - 16 to 19 (19%)<br>Men - 20 to 24 (14%)<br>Women - 16 to 19 (15%)<br>Women - 20 to 24 (16%)<br>Women - 35 to 44 (12%) | Men - 45 to 54 (91%)<br>Men - 55 to 64 (91%)<br>Men - 65 plus (92%)<br>Women - 55 to 64 (91%) |
| Ethnicity       | Pacific peoples (19%)<br>Asian peoples (11%)   | NZ European / European (90%)  |
| Occupation      | Not in employment (14%)<br>Student (12%)   | White collar (89%)<br>Retired (91%)   |
| Personal income | \$60,001 to \$80,000 (12%)   | Over \$100,000 (93%)  |
| Driver Licence  | Do not have a license (14%)<br>Learner (16%)<br>Restricted (15%)   | Full (90%)  |
| Licence Class   | -  | Car / taxi (89%)<br>Motorcycle (91%)<br>Heavy vehicle (92%)                                   |

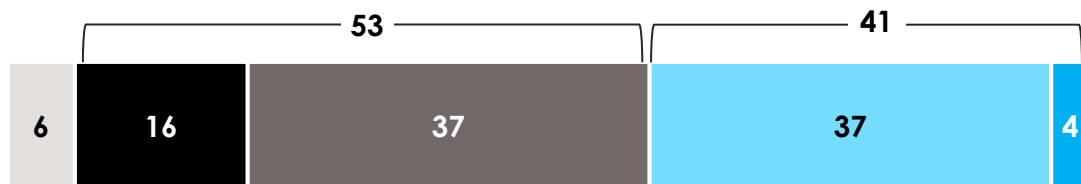


Views are mixed towards the safety of riding a motorcycle, with two in five considering it at least fairly safe and half considering it unsafe. Just over half of those with a motorcycle licence (54%) consider it safe.

## Safety of riding a motorcycle

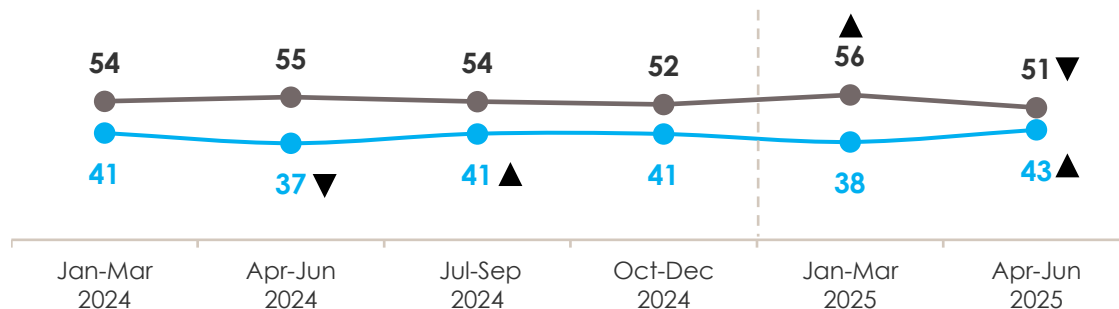
% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter

● Very safe / Fairly safe ● Very unsafe / Fairly unsafe



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (53%) Fairly safe / Very safe (41%)

|                               |  |  |
|-------------------------------|--|--|
| Region                        | Auckland (58%)   | Northland (47%)<br>Waikato (47%)<br>Southland (49%)  |
| Urban / Rural                 | A suburban area (56%)  | A town (47%)<br>Rural area <=5 km of a town (46%)  |
| Gender by Age                 | Women - 25 to 34 (59%)<br>Women - 35 to 44 (57%)<br>Women - 45 to 54 (62%)<br>Women - 55 to 64 (57%) | Men - 16 to 19 (52%)<br>Men - 20 to 24 (50%)<br>Men - 25 to 34 (44%)<br>Men - 55 to 64 (45%) |
| Ethnicity                     | NZ European / European (57%)   | Māori (45%)<br>Pacific peoples (51%)<br>Asian peoples (44%)                                  |
| Occupation                    | White collar (55%)   | Blue collar (45%)  |
| Personal income               | Over \$100,000 (57%)   | -  |
| Driver Licence                | Full (54%)   | -  |
| Licence Class                 | Car / taxi (53%)   | Motorcycle (54%)<br>Heavy vehicle (49%)  |
| 'Motorcycle safety' ad recall | Do not recall ad (54%)   | Recall ad (46%)  |

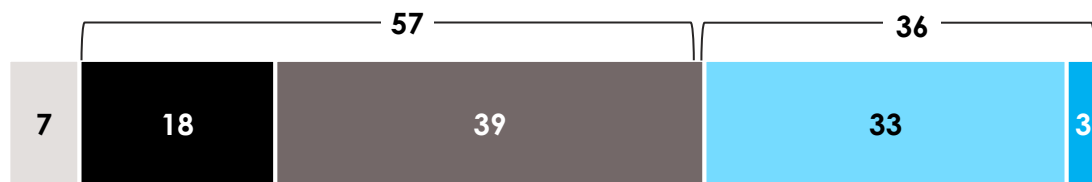


Just over one in three (36%) New Zealanders consider it at least fairly safe to ride a scooter, generally being more common among those aged 16 to 44. Almost three in five (57%) think it is unsafe, with this view more common among men aged 55 plus and women aged 45 plus.

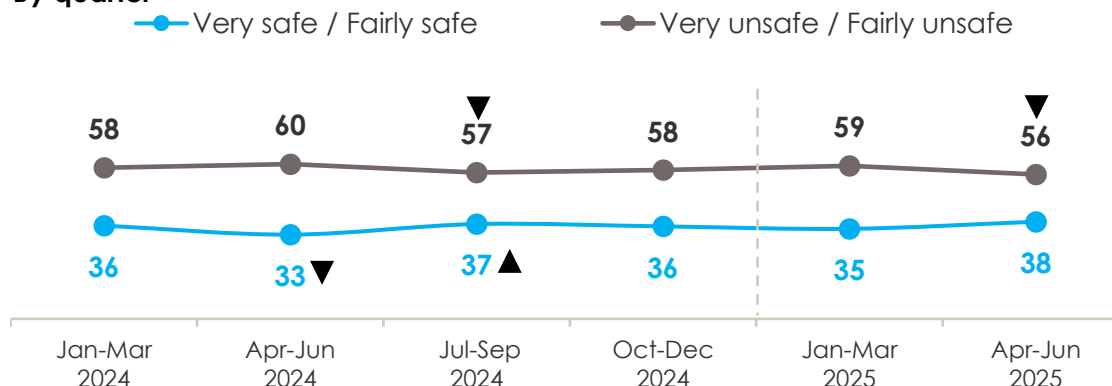
## Safety of riding a scooter

% Total NZ (Jul-2024 to Jun-2025)

■ Don't know ■ Very unsafe ■ Fairly unsafe ■ Fairly safe ■ Very safe



By quarter



Groups that more commonly think it is unsafe or safe (Jul-2024 to Jun-2025)

Very unsafe / Fairly unsafe (57%) Fairly safe / Very safe (36%)

|                               |  |  |
|-------------------------------|--|--|
| Region                        | Auckland (59%)<br>Canterbury (63%)   | Wellington (39%)<br>Southland (44%)  |
| Urban / Rural                 | A suburban area (60%)  | A central city area (40%)<br>A town (42%)  |
| Gender by Age                 | Men - 55 to 64 (66%)<br>Men - 65 plus (64%)<br>Women - 45 to 54 (69%)<br>Women - 55 to 64 (65%)<br>Women - 65 plus (65%) | Men - 16 to 19 (51%)<br>Men - 20 to 24 (50%)<br>Men - 25 to 34 (44%)<br>Men - 35 to 44 (46%)<br>Women - 16 to 19 (51%)<br>Women - 20 to 24 (47%)<br>Women - 35 to 44 (40%) |
| Ethnicity                     | NZ European / European (61%)   | Māori (43%)<br>Pacific peoples (49%)<br>Asian peoples (42%)  |
| Occupation                    | Retired (64%)  | Not in employment (40%)<br>Student (47%)   |
| Personal income               | Over \$100,000 (62%)   | Up to \$40,000 (38%)<br>\$80,001 to \$100,000 (40%)  |
| Driver Licence                | Full (59%)   | Learner (47%)<br>Restricted (46%)  |
| Licence Class                 | Car / taxi (58%)   | -  |
| 'Motorcycle safety' ad recall | -  | Recall ad (38%)  |



Respondents were provided the following description of the Safe System approach within the survey.

The Safe System approach seeks to create a safe and forgiving transport system that makes the safety of people a priority. It does this through four guiding principles:

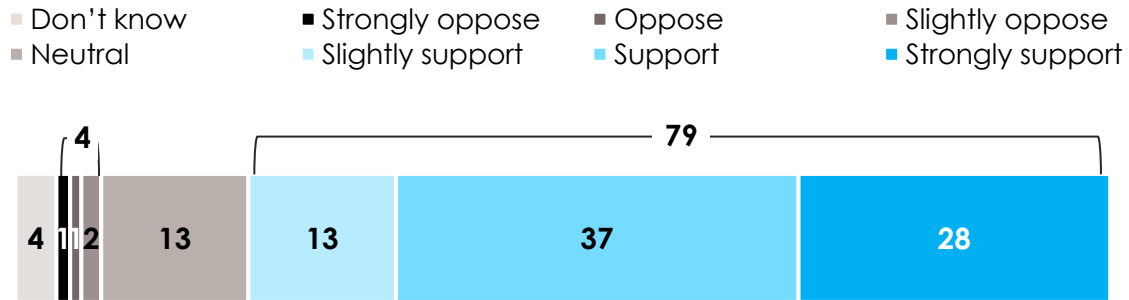
- We promote good choices but plan for mistakes.
- We design for human vulnerability.
- We strengthen all parts of the transport system (speed, design, choices, vehicles) for all people, including those who drive, bike, or walk.
- We have a shared responsibility.



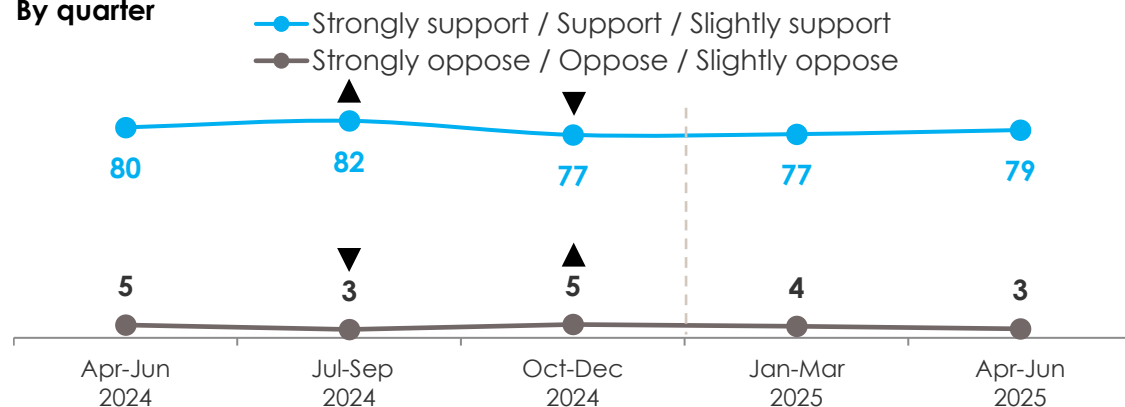
After being provided with a definition of the Safe System approach, four in five New Zealanders support the approach. Only 4% oppose it, being more common among men aged 45 to 64.

## Support for the Safe System approach for New Zealand

### % among Total NZ (Jul-2024 to Jun-2025)



### By quarter



### Groups that more commonly oppose or support (Jul-2024 to Jun-2025)

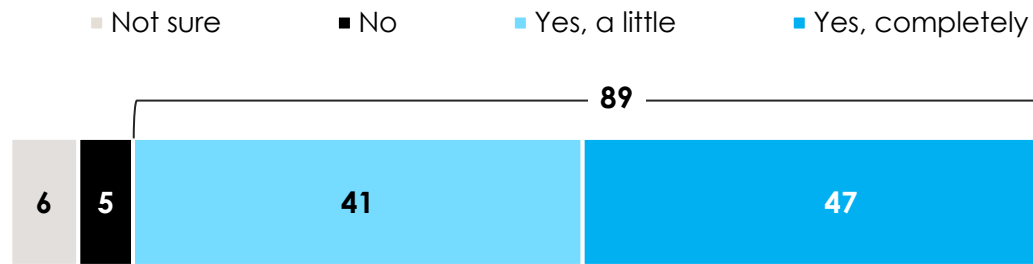
|                 | Strongly oppose / Oppose / Slightly oppose (4%) | Strongly support / Support / Slightly support (79%)                       |
|-----------------|---|---|
| Region          | -   | -   |
| Urban / Rural   | -   | -   |
| Gender by Age   | Men - 45 to 54 (9%)<br>Men - 55 to 64 (9%)      | Women - 35 to 44 (82%)<br>Women - 55 to 64 (84%)<br>Women - 65 plus (86%) |
| Ethnicity       | -   | Pacific peoples (84%)   |
| Occupation      | Blue collar (6%)                                | White collar (80%)<br>Retired (83%)                                       |
| Personal income | Over \$100,000 (6%)                             | Up to \$40,000 (82%)  |
| Driver Licence  | Full (5%)                                       | Do not have a licence (84%)   |
| Licence Class   | Motorcycle (8%)<br>Heavy duty (13%)             | -   |



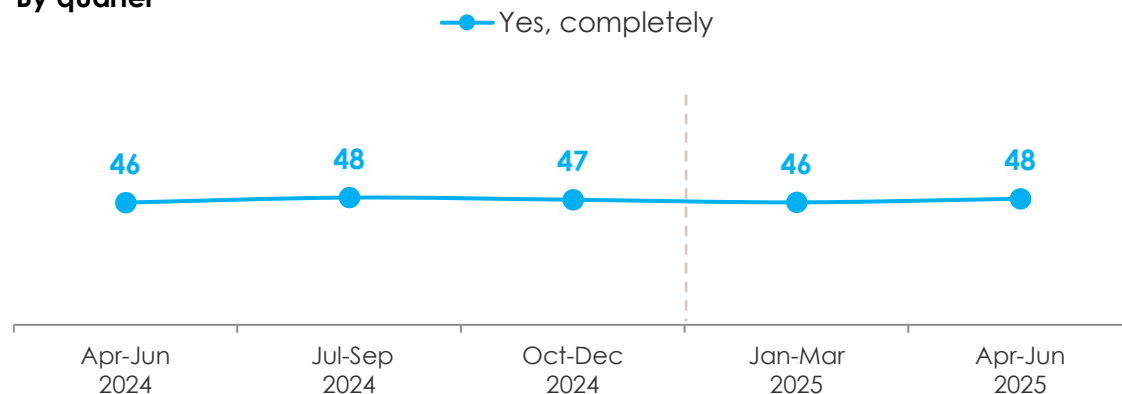
After reading the description again, nine in ten New Zealanders feel they understand the Safe System approach at least a little, and only 5% disagree. Nearly half (47%) believe they understand it completely, with this view more common among men aged 65 plus and women aged 55 plus.

## Understanding of the Safe System approach

% among Total NZ (Jul-2024 to Jun-2025)



By quarter



Groups that more commonly do not or completely understand (Jul-2024 to Jun-2025)

|                 | No (5%)   | Yes, completely (47%)  |
|-----------------|---|--|
| Region          | Auckland (6%)   | Waikato (51%)  |
| Urban / Rural   | -   | Rural area <=5 km of a town (54%)<br>Rural area >5 km of a town (53%)  |
| Gender by Age   | Men - 20 to 24 (8%)<br>Men - 25 to 34 (9%)<br>Men - 45 to 54 (7%) | Men - 65 plus (58%)<br>Women - 55 to 64 (55%)<br>Women - 65 plus (61%) |
| Ethnicity       | -   | NZ European / European (49%)   |
| Occupation      | -   | Retired (59%)  |
| Personal income | Over \$100,000 (7%)   | Up to \$40,000 (50%)   |
| Driver Licence  | Restricted (8%)   | Full (49%)   |
| Licence Class   | Heavy vehicle (7%)  | Motorcycle (54%)<br>Heavy vehicle (53%)                                |

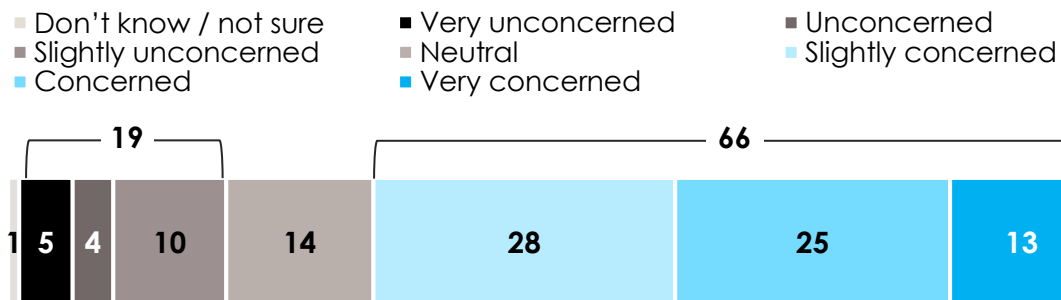




Two in three New Zealanders are at least slightly concerned about road safety in New Zealand, being more common among men aged 65 plus and women aged 35 plus. One in five feel unconcerned, with this view more common among men aged 16 to 55 and women aged 16 to 19.

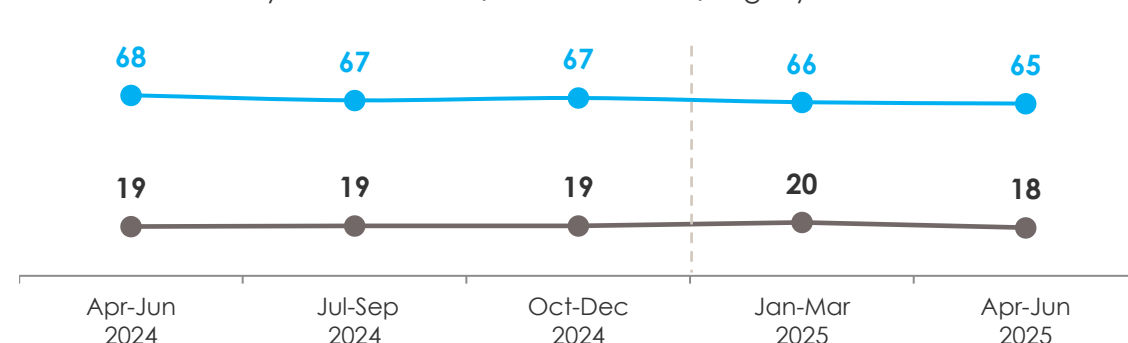
## Level of concern about road safety in New Zealand

### % among Total NZ (Jul-2024 to Jun-2025)



### By quarter

● Very concerned / Concerned / Slightly concerned  
● Very unconcerned / Unconcerned / Slightly unconcerned



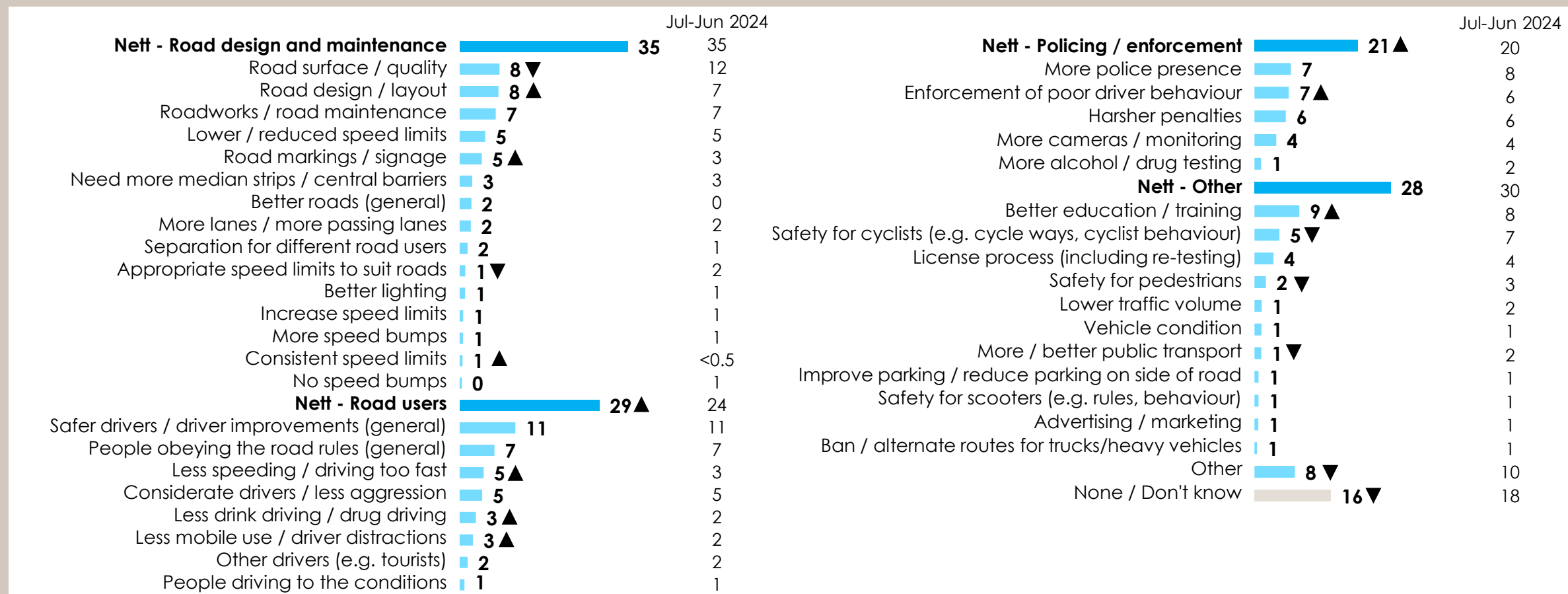
### Groups that more commonly are unconcerned or concerned (Jul-2024 to Jun-2025)

|                 | Very unconcerned / Unconcerned / Slightly unconcerned (19%)  | Very concerned / Concerned / Slightly concerned (66%)  |
|-----------------|--|--|
| Region          | -  | -  |
| Urban / Rural   | A central city area (22%)  | Rural area >5 km of a town (73%)   |
| Gender by Age   | Men - 16 to 19 (26%)<br>Men - 20 to 24 (28%)<br>Men - 25 to 34 (25%)<br>Men - 35 to 44 (23%)<br>Men - 45 to 55 (23%)<br>Women - 16 to 19 (26%) | Men - 65 plus (73%)<br>Women - 35 to 44 (71%)<br>Women - 45 to 54 (75%)<br>Women - 55 to 64 (72%)<br>Women - 65 plus (79%) |
| Ethnicity       | Pacific peoples (25%)<br>Asian peoples (22%)   | NZ European / European (70%)   |
| Occupation      | Blue collar (22%)  | Retired (74%)  |
| Personal income | -  | -  |
| Driver Licence  | Learner (24%)  | Full (68%)   |
| Licence Class   | -  | Car / taxi (67%)   |



When asked what would make our roads safer for road users, 35% mention an aspect related to road design or maintenance, 29% an aspect related to road users, and 21% an aspect related to policing and enforcement. Mentions of road surface quality have decreased from 12% to 8%.

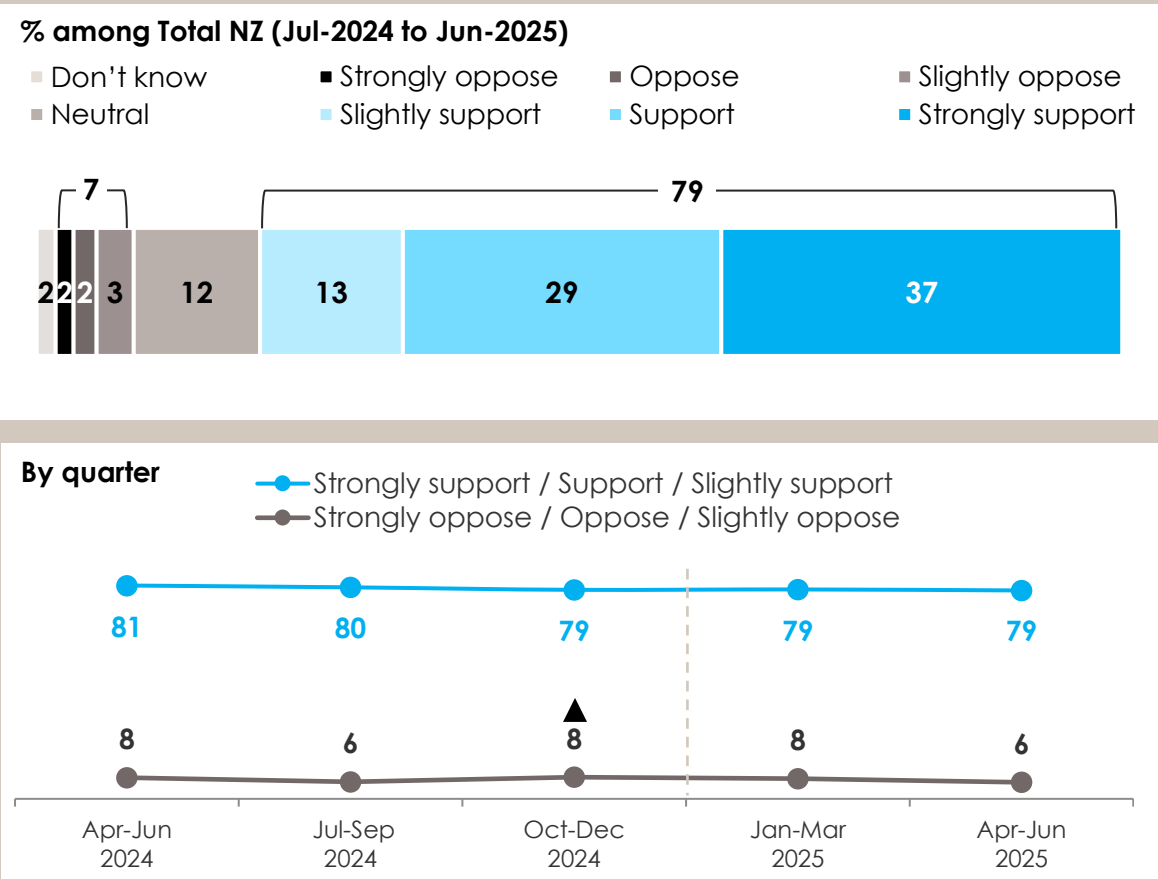
### Aspects which would make our roads safer for all road users (% among Total NZ, Jul-2024 to Jun-2025)





Four in five New Zealanders support the statement that any deaths or serious injuries while travelling on New Zealand roads is unacceptable. Only a minority of 7% oppose this statement, being more common among men aged 25 to 64.

Any deaths or serious injuries to people while travelling on New Zealand’s roads is unacceptable



| Groups that more commonly oppose or support (Jul-2024 to Jun-2025) |   |  |
|--|---|--|
|  | Strongly oppose / Oppose / Slightly oppose (7%)   | Strongly support / Support / Slightly support (79%)  |
| Region   | -   | -  |
| Urban / Rural  | -   | A suburban area (81%)  |
| Gender by Age  | Men - 25 to 34 (9%)<br>Men - 35 to 44 (15%)<br>Men - 45 to 54 (12%)<br>Men - 55 to 64 (11%) | Men – 65 plus (84%)<br>Women - 25 to 34 (84%)<br>Women - 35 to 44 (85%)<br>Women - 45 to 54 (85%)<br>Women - 55 to 64 (84%)<br>Women - 65 plus (88%) |
| Ethnicity  | NZ European / European (8%)   | NZ European / European (80%)<br>Māori (82%)<br>Pacific peoples (85%)   |
| Occupation   | White collar (9%)   | Retired (87%)  |
| Personal income  | Over \$100,000 (12%)  | Up to \$40,000 (83%)<br>\$40,001 to \$60,000 (83%)   |
| Driver Licence   | Full (8%)   | -  |
| Licence Class  | Motorcycle (11%)<br>Heavy vehicle (11%)   | -  |