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# Waka Kotahi NZ Transport Agency

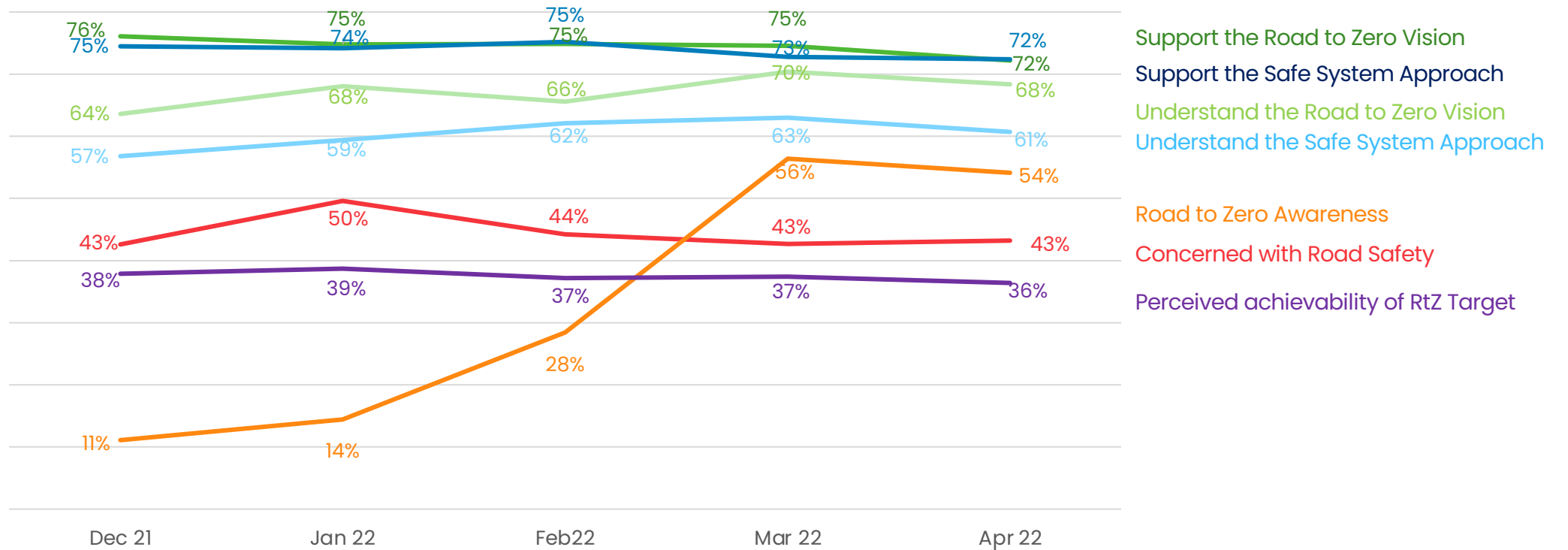
## Road to Zero

Social Licence Monitor and Ad Diagnostic April 2022 Report

# Road to Zero key metrics

Awareness of Road to Zero has increased significantly since Dec 2021, however we have seen little change in support, understanding and concern.

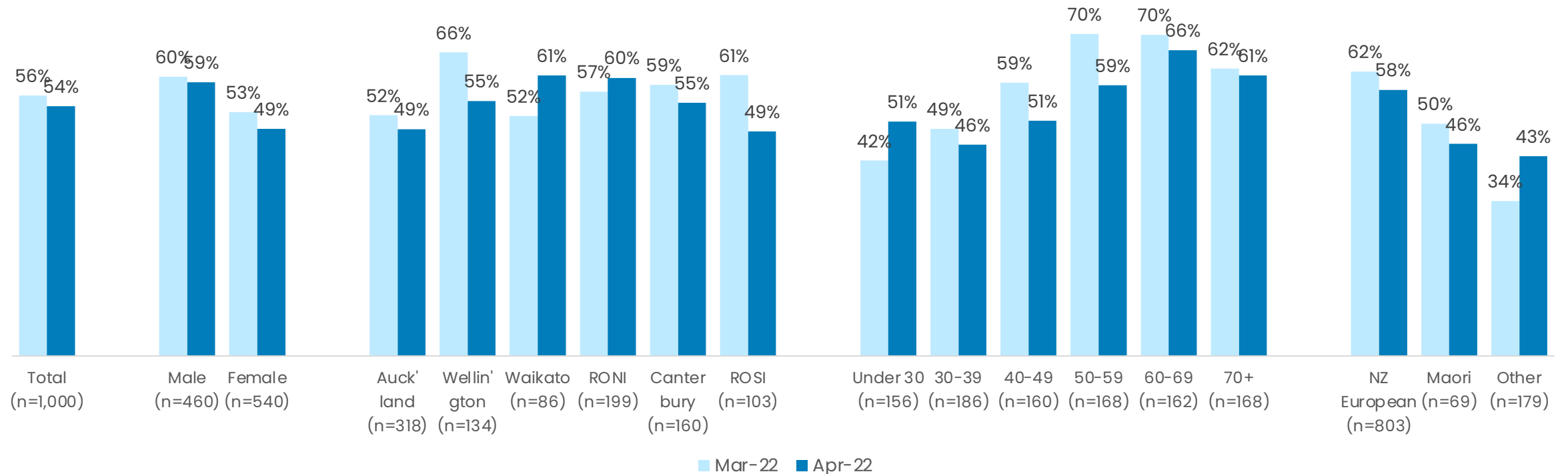
Key Road to Zero research metrics  
Base: Total sample (n=1,000)



# Current awareness of Road to Zero

Awareness of Road to Zero remains significantly higher among older New Zealanders, as well as NZ European households. There is little regional skew.

Road to Zero Awareness by demographics  
Base: Total sample (Apr-22 n=1,000)





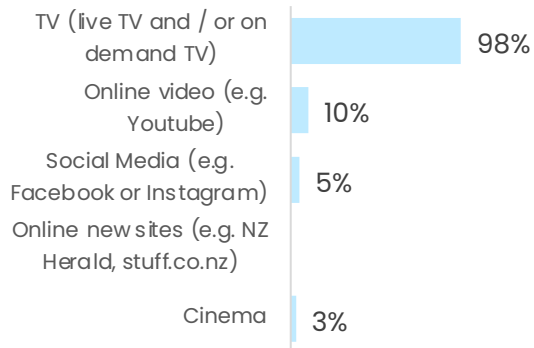
# Multi campaign recall

There is a large overlap in recall; almost half of New Zealanders have seen both *Booth* and *Riding Together*, almost three quarters recall seeing at least one of the ads.

Booth



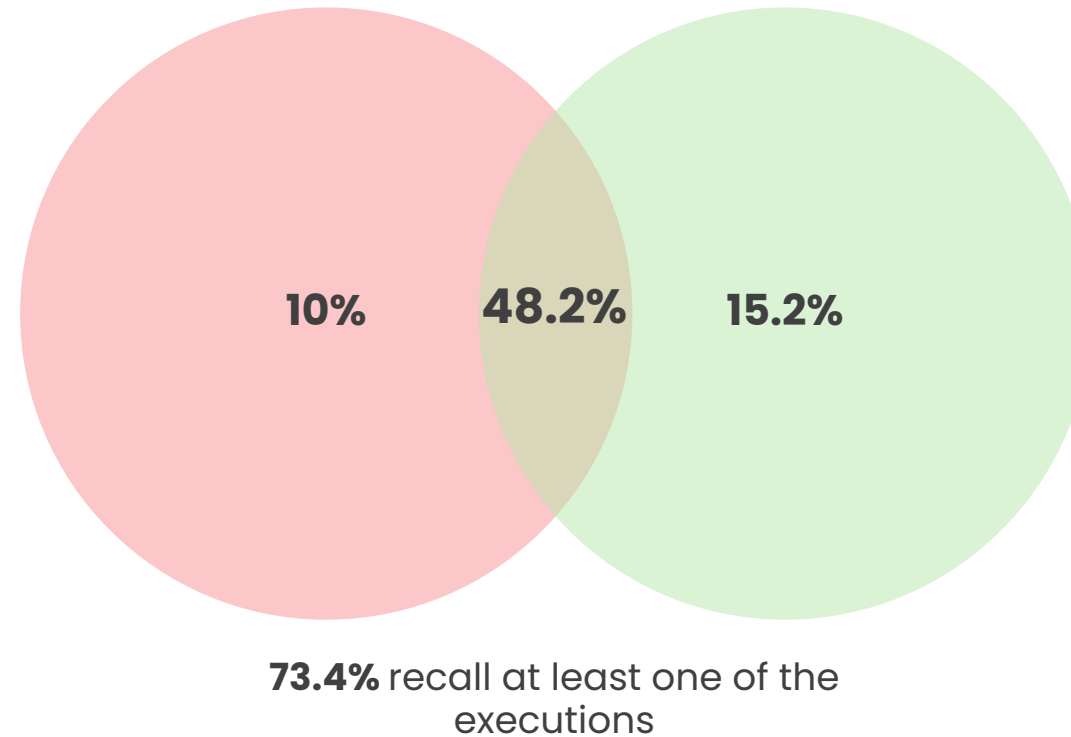
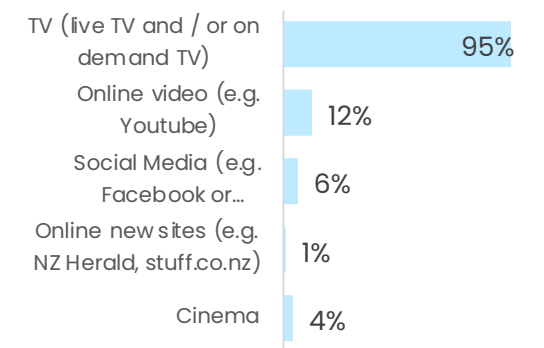
**58.2% Recall**



Riding Together



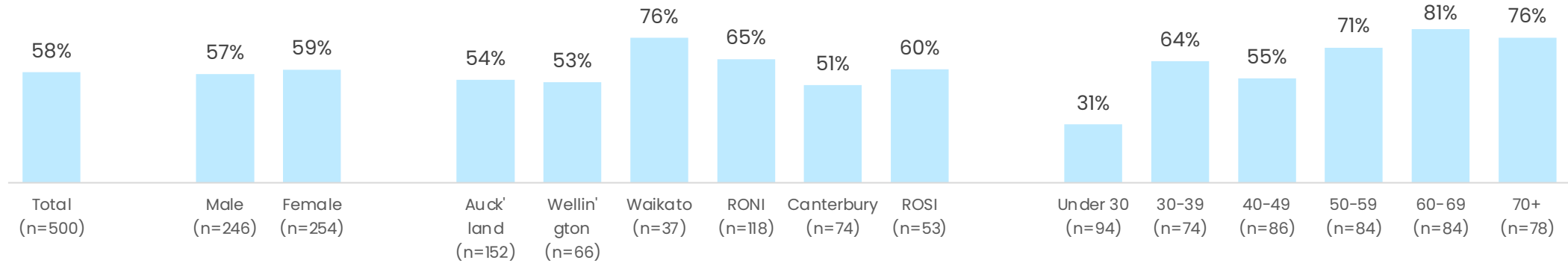
**63.4% Recall**



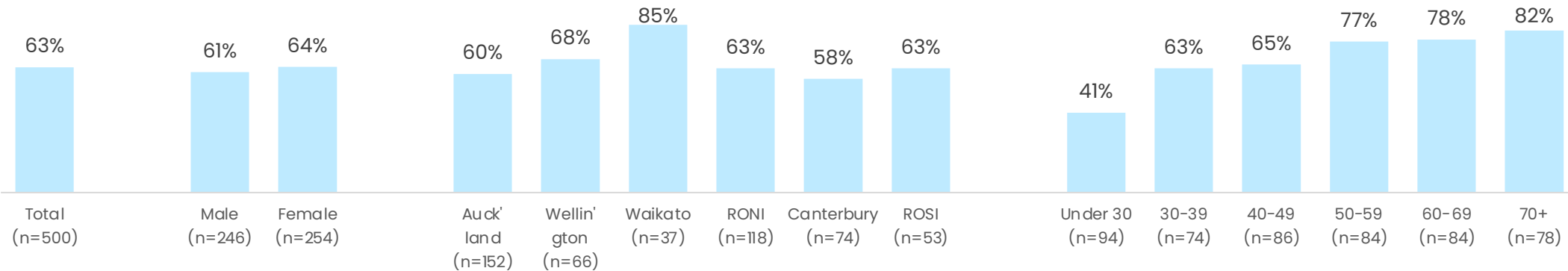
# Ad Recall

Overall good performance with higher recall among the older demographic. Recall is significantly lower among younger New Zealanders, with relatively small difference by region.

*Booth Recall by demographics*  
Base: Total sample



*Riding Together Recall by demographics*  
Base: Total sample



# Executive Summary

Each month a nationally representative survey of 1,000 New Zealanders complete the Social Licence Monitor and a separate, Nat Rep sample of 500 NZ'ers complete the Ad Diagnostic survey.

## ROAD TO ZERO

Awareness of Road to Zero has increases significantly over the past 3 months supported by a strong advertising campaign.

Almost three quarters of New Zealanders recall seeing either of the two ads; Booth and/or Riding Together.

Support and understanding of RtZ has not changed but started from a high base.

However perceived achievability of the target 40% reduction in DSI has not increased.

## AD DIAGNOSTICS

As seen in the March wave, *Booth* is attention grabbing and delivers a clear message.

*Riding Together* scores well across diagnostics and delivers the key message effectively.

Both the ads show promising ratings for making the audience think differently about road safety.

Although increasing, recall remains significantly lower among younger New Zealanders, particularly under 30s.

## THOUGHTS

Generating support via Social Licence, and in turn perceived target achievability is a complex relationship with many direct and indirect drivers.

More comprehensive modelling will help uncover key drivers and metrics to track.

Is there a key demographics target, beyond under 30s that we want to target and monitor to help deliver programme success. Do we need segment specific comms and behavioural strategies.





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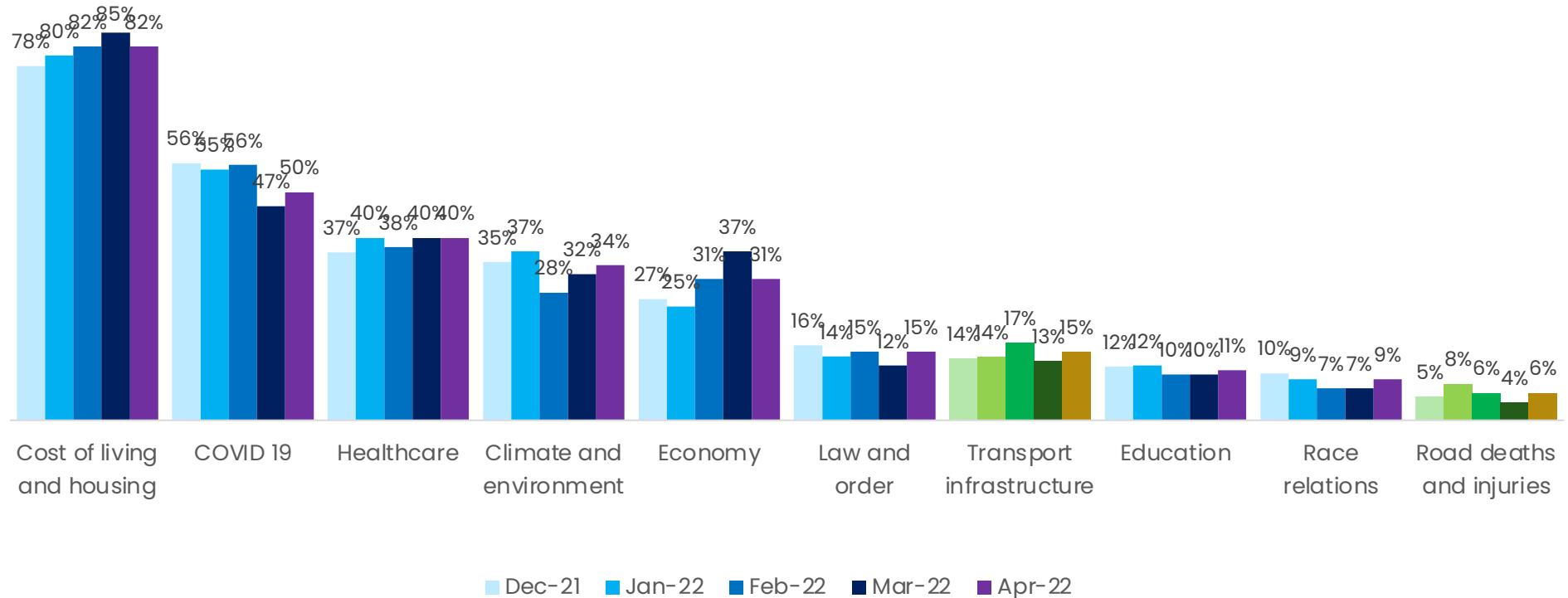
# Road to Zero

## Public Awareness

# Road Safety concerns relative to other key issues for New Zealanders

Cost of living remains the key concern and is increasing, along with concerns over the economy. We can expect financial pressures to continue mounting for the foreseeable future.

Biggest issues facing NZ  
Base: Total sample (n=1,000)



Which of these are the three biggest issues facing Aotearoa New Zealand today?

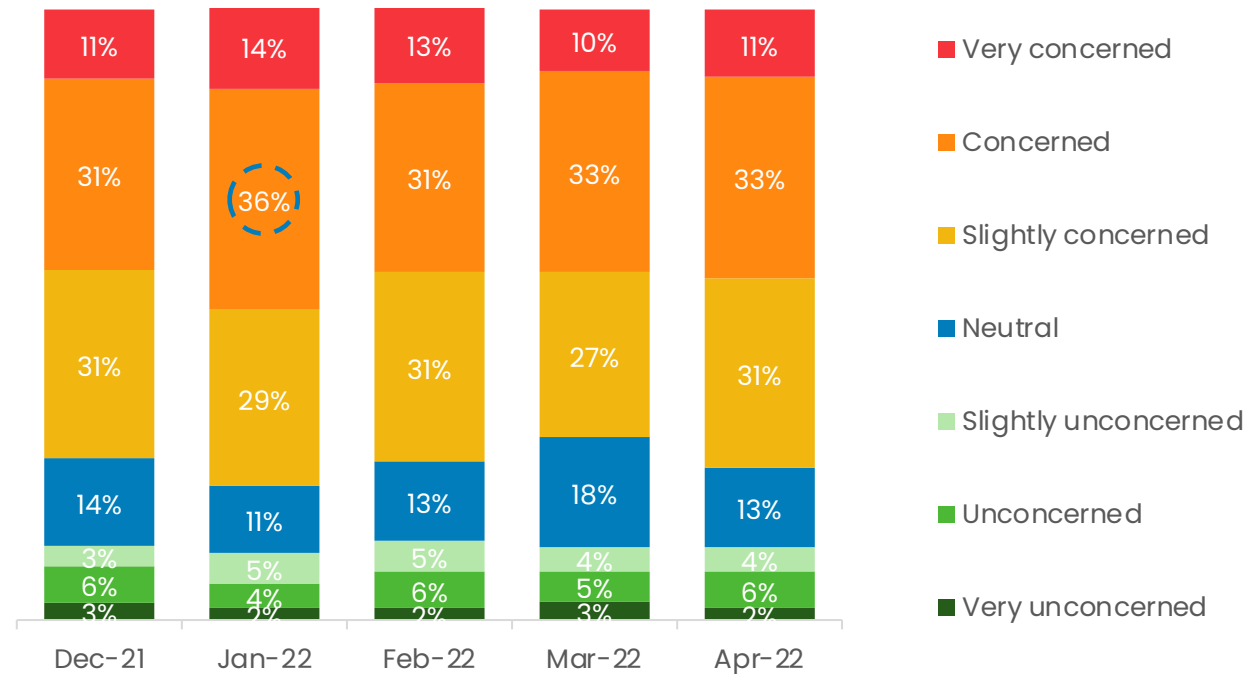
Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval



# Road Safety concerns

The level of concerns with road safety has remained relatively constant over the past 5 months, almost half (44%) are concerned or very concerned.

Level of concern with road safety  
Base: Total sample (n=1,000)



Overall, how concerned are you about road safety in Aotearoa New Zealand?

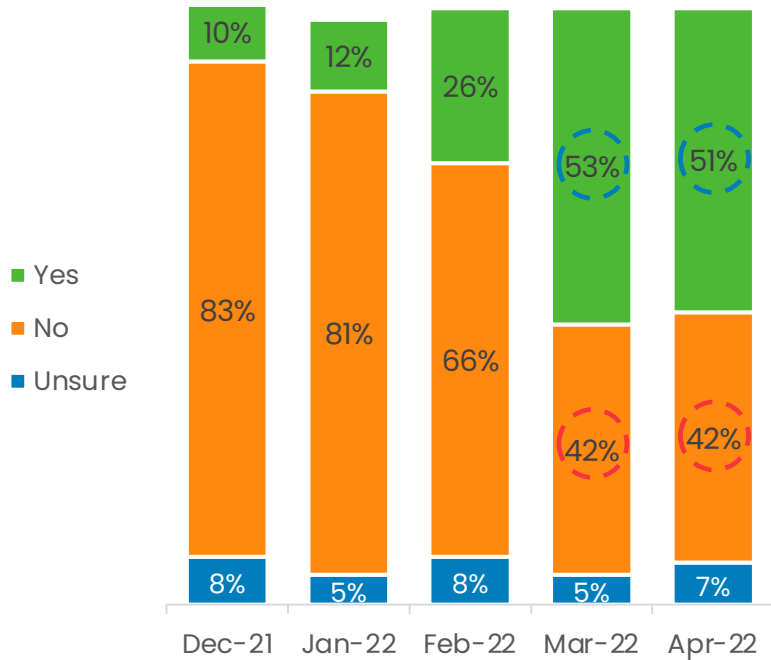
Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

# Current awareness of Road to Zero

We have seen a substantial and significant increase in awareness since the campaign launch, which appears to have levelled off since April 2022.

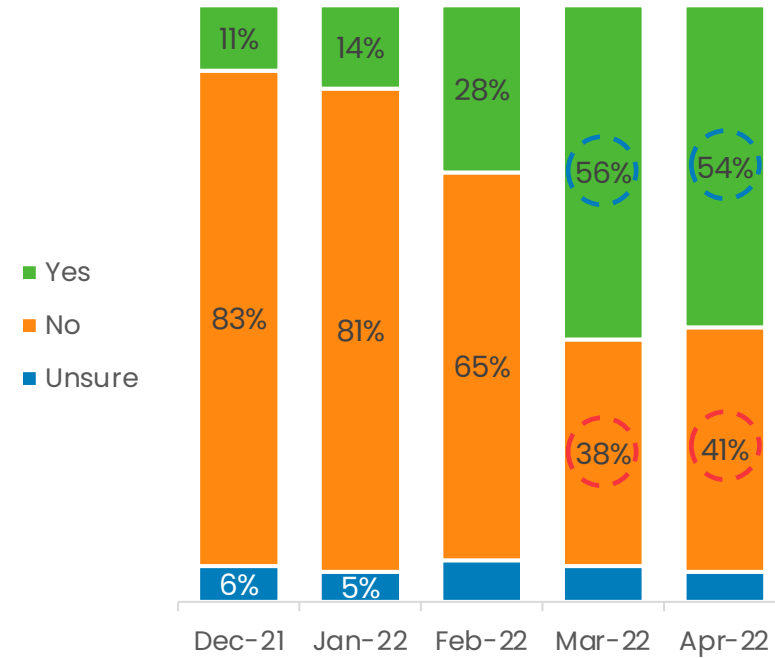


Logo Awareness  
Base: Total sample (n=1,000)



Before today, have you seen this icon?

Road to Zero Awareness  
Base: Total sample n=1,000



Before today, have you heard about or read about Road to Zero, New Zealand's road safety strategy?

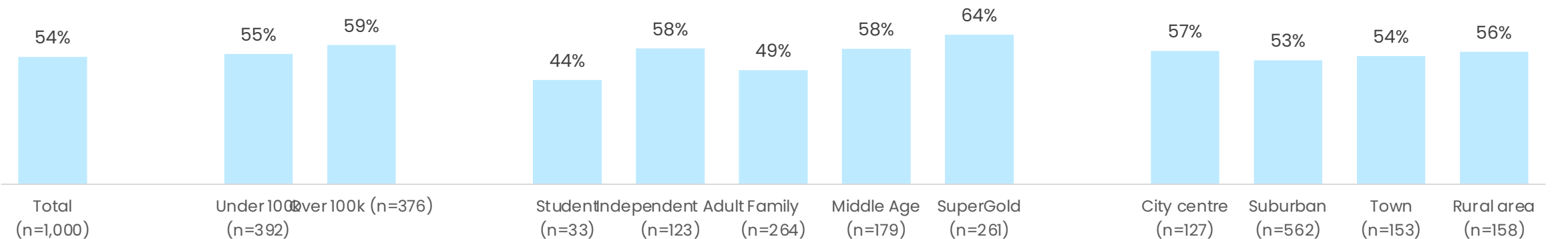
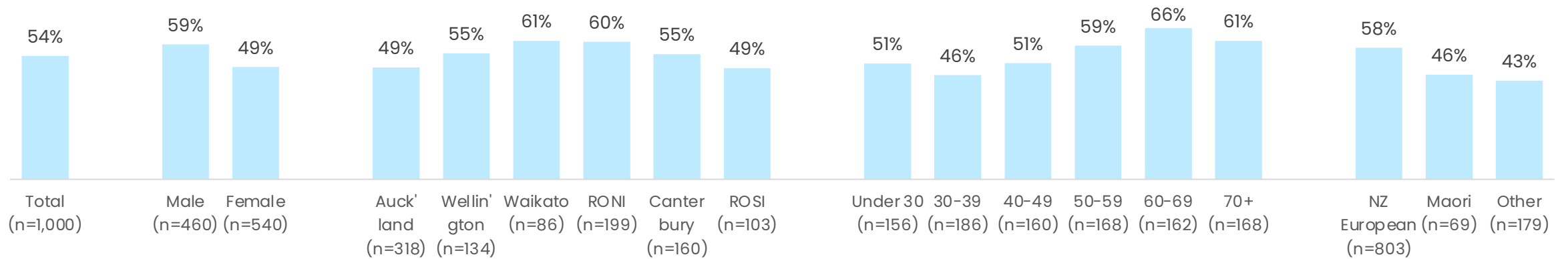
Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

# Current awareness of Road to Zero

Awareness of Road to Zero is significantly higher among older New Zealanders.

Road to Zero Awareness by demographics

Base: Total sample (Apr-22 n=1,000)

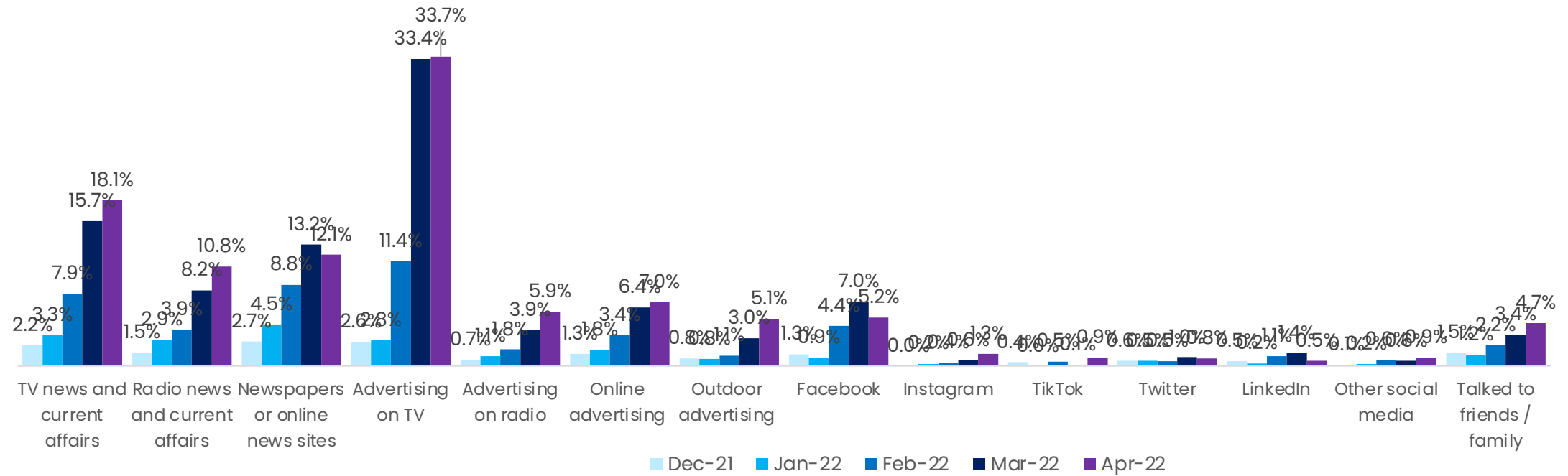




# Awareness channel

Road to Zero awareness being driven by advertising (TV, Facebook), broadcast media (TV, radio news and current affairs) and print media.

Source of Road to Zero Awareness  
Base: Rebased to total sample (n=1,000)

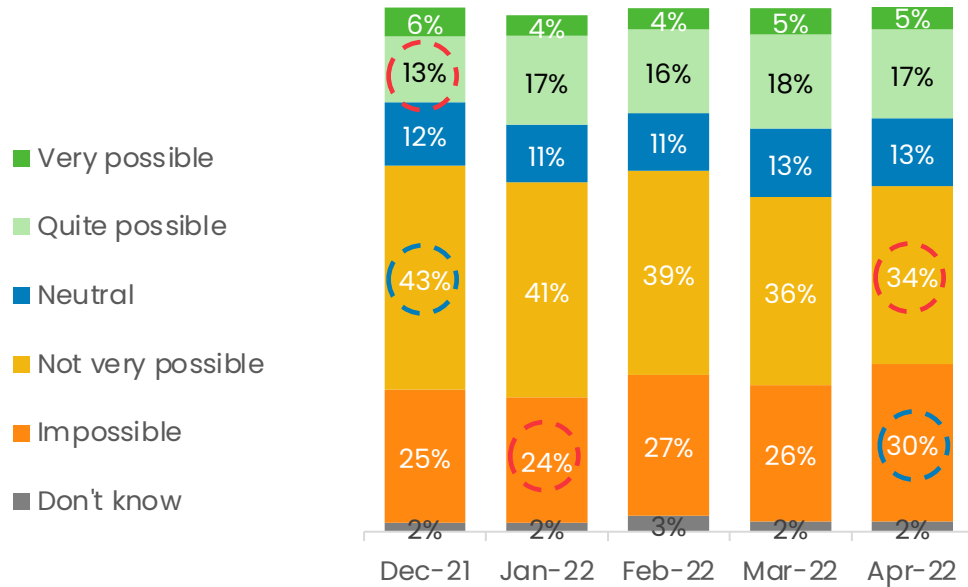


Where have you heard or read about Road to Zero?

# Perceived achievability

Despite a significant increase in Road to Zero awareness, we see few significant changes in perceived achievability of the target or vision.

Perceived achievability of Road to Zero **vision**  
Base: Total sample (n=1,000)

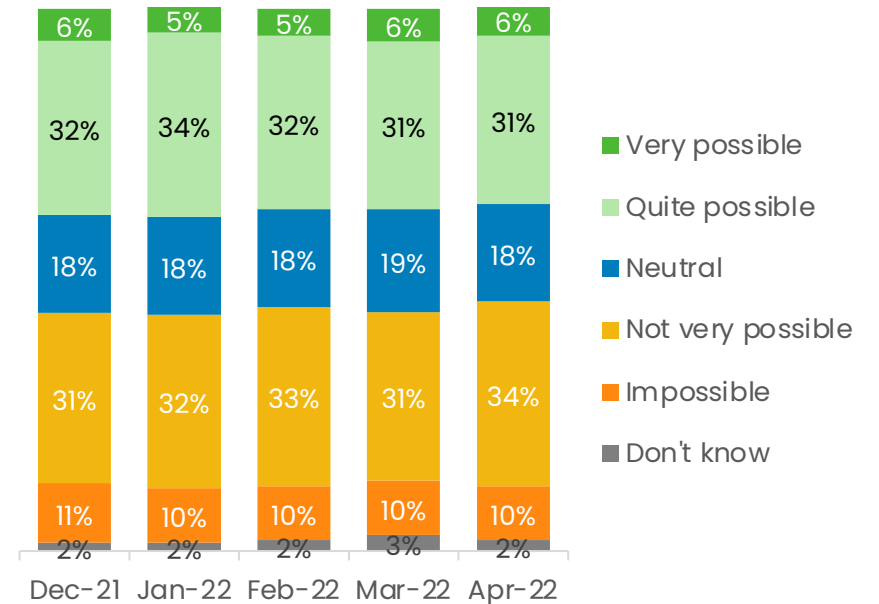


Road to Zero adopts a vision where we do not accept that people will be killed or seriously injured while travelling on our roads.

How possible is it that Aotearoa New Zealand could achieve zero road deaths and serious injuries by 2050?

Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

Perceived achievability of Road to Zero **target**  
Base: Total sample (n=1,000)



Around 350 people are killed each year on New Zealand roads. As part of Road to Zero, a target has been set to achieve a 40 percent reduction in deaths and serious injuries (from 2018 levels) by 2030. How possible do you think it would be for Aotearoa New Zealand to reach this target by 2030?



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# Understanding of the Safe System



# Support and understanding of approach is high

Very few New Zealanders oppose the Road to Zero vision and therefore we see little change in these scores over time. The majority also understand the vision and this level of understanding is increasing.

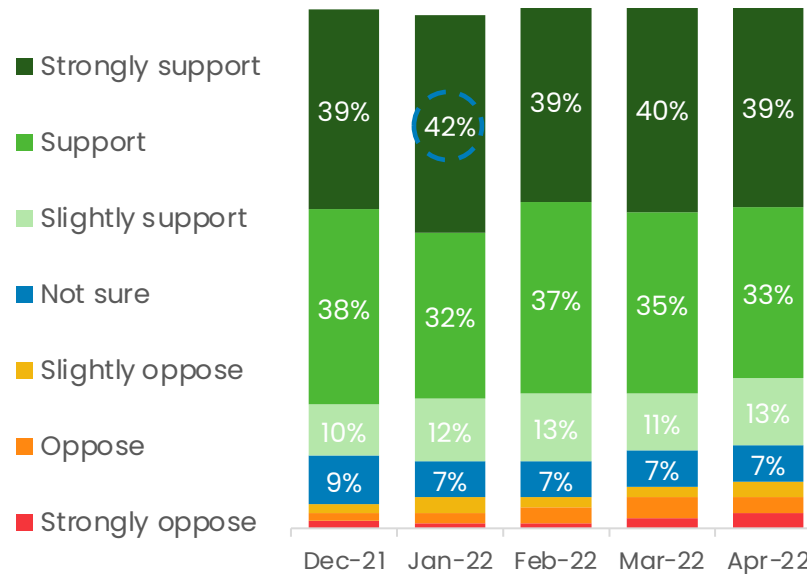
## DESCRIPTION SHOWN TO RESPONDENTS

Road to Zero adopts a vision for Aotearoa New Zealand where no-one is killed or seriously injured in road crashes, and where no death or serious injury while travelling on our roads is acceptable.

A vision where everyone, no matter their age or ability, can get around safely and our transport system actually improves people's health and well-being, and the places and spaces we love.

## Support for the Road to Zero vision

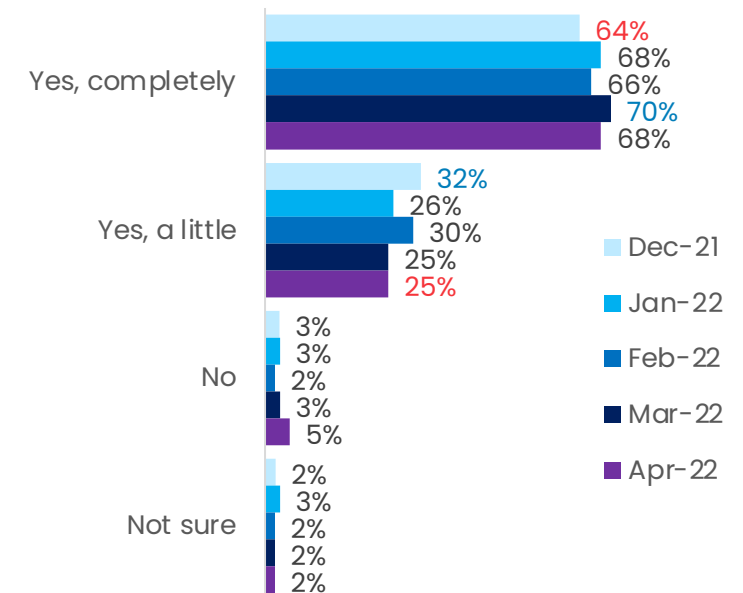
Base: Total sample (n=1,000)



Do you support this vision for Aotearoa New Zealand?

## Understanding of the Road to Zero vision

Base: Total sample (n=1,000)



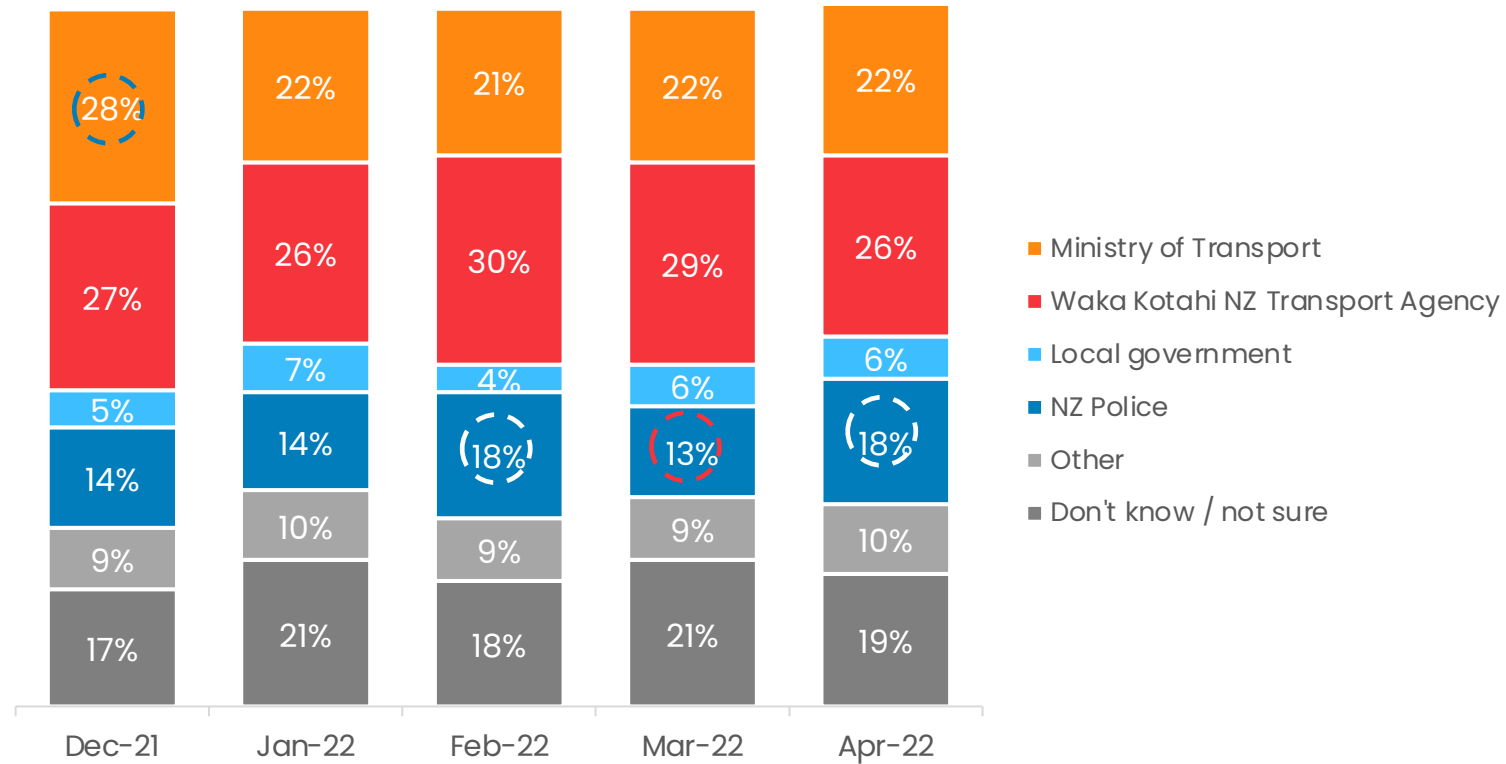
Reading through the description again, do you feel you understand the vision?

Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

# Perceptions of best lead agency

There appears to be no clear lead agency to lead RTZ from the public's perspective. Approximately a quarter think Waka kotahi are best to lead the strategy and ensures its success.

Perceptions of who is best to lead Road to Zero  
Base: Total sample (n=1,000)



Who do you think is best to lead the Road to Zero strategy and ensure its success?

Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

# Support and understanding of the Safe System approach

Understanding of the Safe System approach is high and continues to increase slightly.

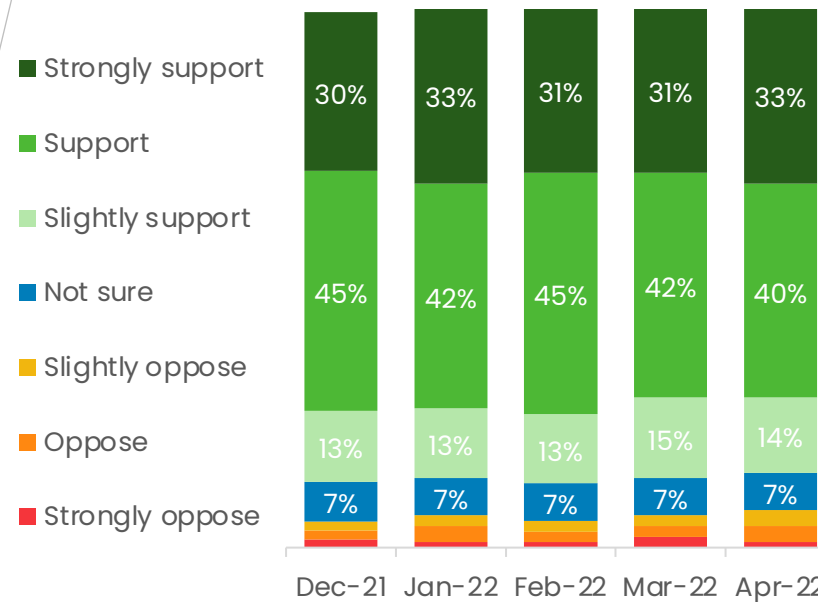
## DESCRIPTION SHOWN TO RESPONDENTS

Road to Zero recognises that while mistakes are inevitable – deaths and serious injuries from crashes are not. The 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:

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

## Support for the Safe System approach

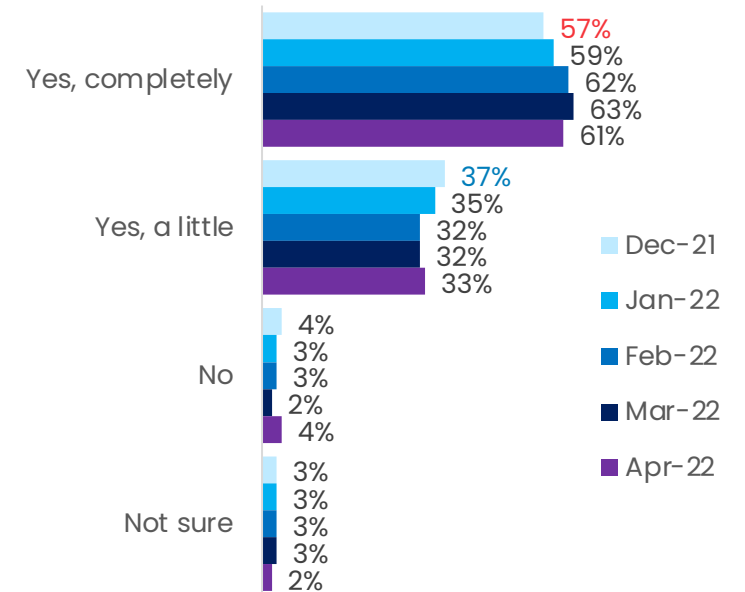
Base: Total sample (n=1,000)



Do you support this approach for Aotearoa New Zealand?

## Understanding of the Safe System approach

Base: Total sample (n=1,000)



Reading through the description again, do you feel you understand the approach?

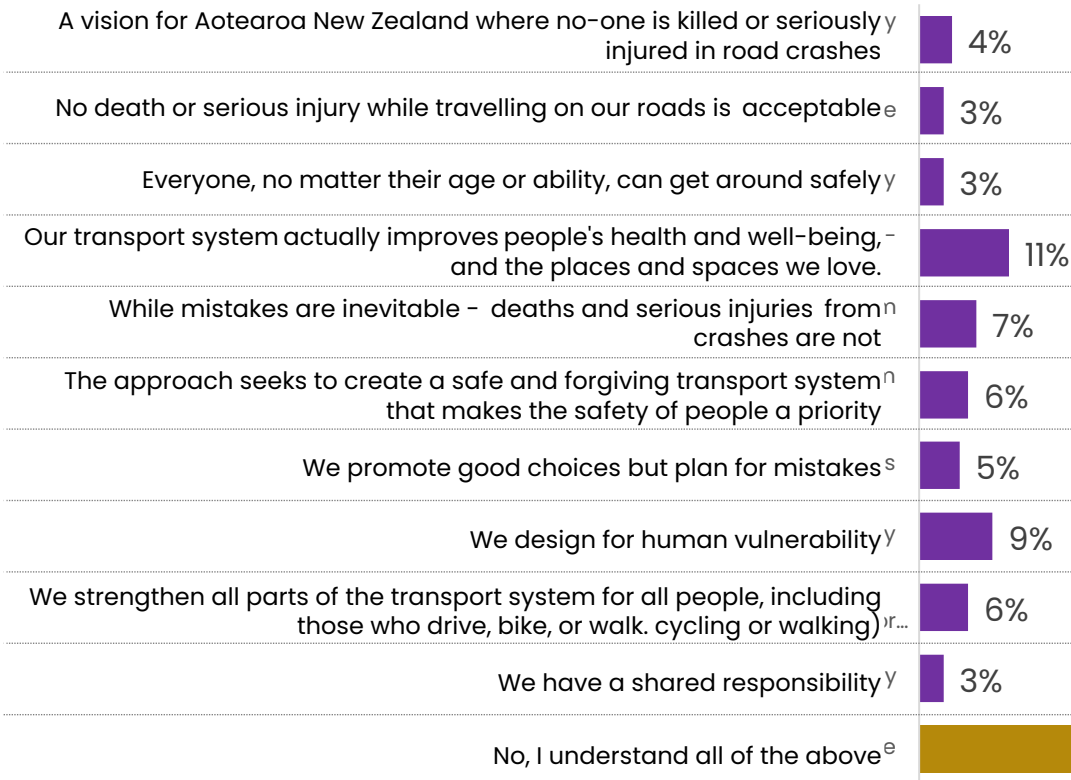


# Understanding and agreement with strategy elements is high

When prompted, there are some areas which could be sources of misunderstanding / disagreement – there has been little change here with overall understanding increasing slightly.

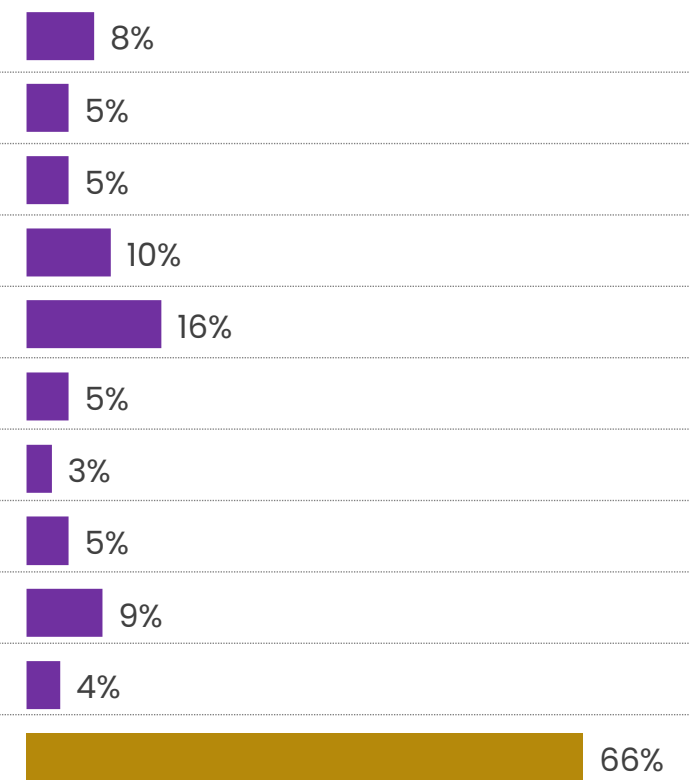
## Potential areas of misunderstanding

Base: Total sample (Apr-22 n=1,000)



## Potential areas of disagreement

Base: Total sample (Apr-22 n=1,000)



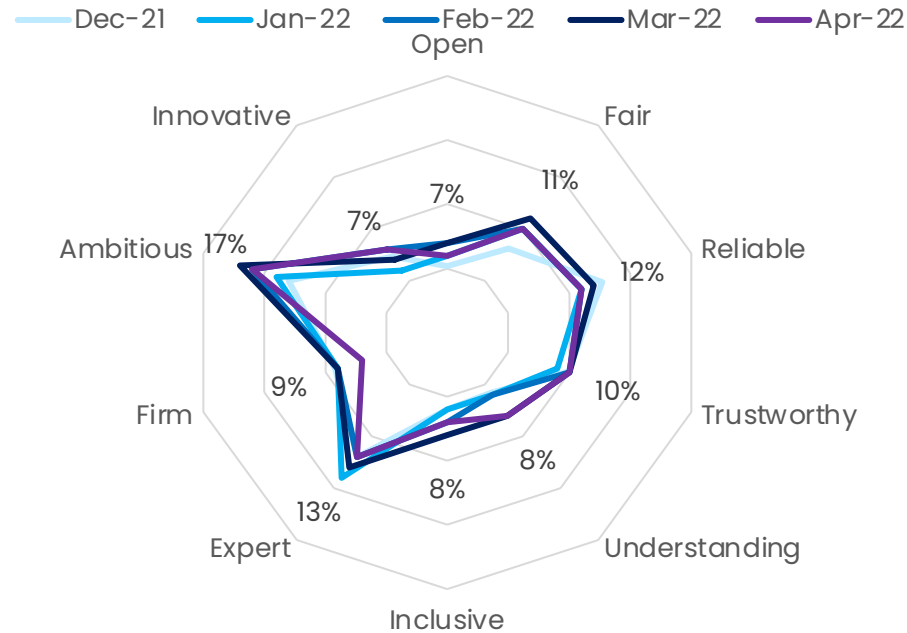
Is there any part of what we have discussed so far that you do **not** understand?

And is there any part of what we have discussed so far that you do **not** agree with?

# Waka Kotahi NZ Transport Agency brand positioning and advocacy

Current brand position is unclear and unchanged over the last 5 months, indicating many do not know what Waka Kotahi stands for and half have a neutral opinion.

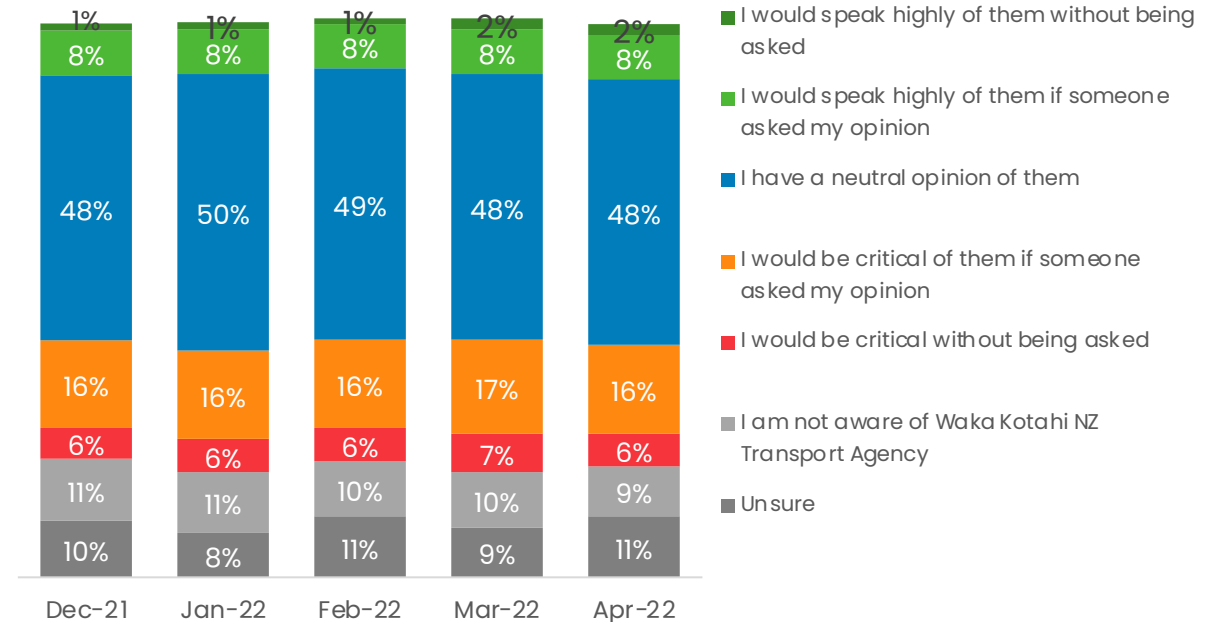
Waka Kotahi NZ Transport Agency Perceptions  
Base: Total sample (n=1,000)



16% - None of these apply  
27% - Unsure  
10% - Unaware of Waka Kotahi NZ Transport Agency

Which of these words apply to Waka Kotahi NZ Transport Agency?

Waka Kotahi NZ Transport Agency Advocacy  
Base: Total sample (n=1,000)



Which statement says best what you think of Waka Kotahi NZ Transport Agency?

# Importance of specific Waka Kotahi outcomes

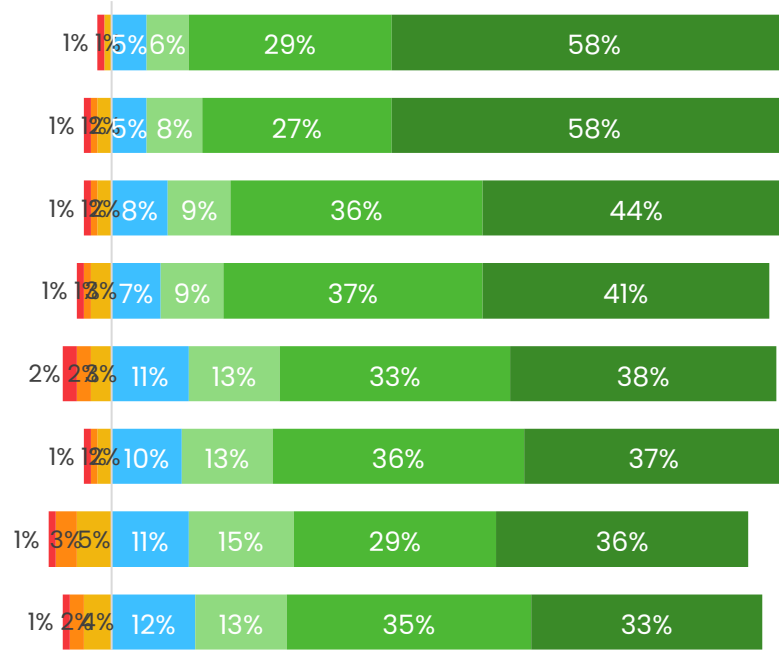
Perceived importance is high across all outcomes, particularly safety and affordability, which was significantly lower in December 2021.

Perceived importance of outcomes?  
Base: Total sample (Apr 2022 n=1,000)

## Top 2 box

Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
<b>83%</b>	87%	86%	86%	87%
<b>78%</b>	85%	83%	<b>86%</b>	84%
<b>77%</b>	<b>83%</b>	82%	81%	80%
75%	77%	75%	77%	79%
67%	71%	69%	70%	71%
<b>68%</b>	71%	72%	<b>74%</b>	73%
64%	65%	66%	67%	64%
<b>65%</b>	69%	<b>71%</b>	70%	68%

- People are safe using all transport modes including vehicles motorcycles bicycles and walking
- Affordable transport options are available for everyone
- Transport rules such as speed limits licensing and vehicle safety rules are appropriate
- Transport rules such as speed limits licensing and vehicle safety rules are enforced well
- Negative environmental impacts of transport are minimised
- Negative health impacts of transport are minimised
- Transport investment does not create a financial burden for future generations
- Freight vehicle cycling and walking infrastructure are all prioritised



■ Very unimportant ■ Unimportant ■ Slightly unimportant ■ Neutral ■ Slightly important ■ Important ■ Very important

How **important** do you feel the following outcomes are?

Blue font denotes figure is significantly higher than red font  
Statistically significant - 95% confidence interval

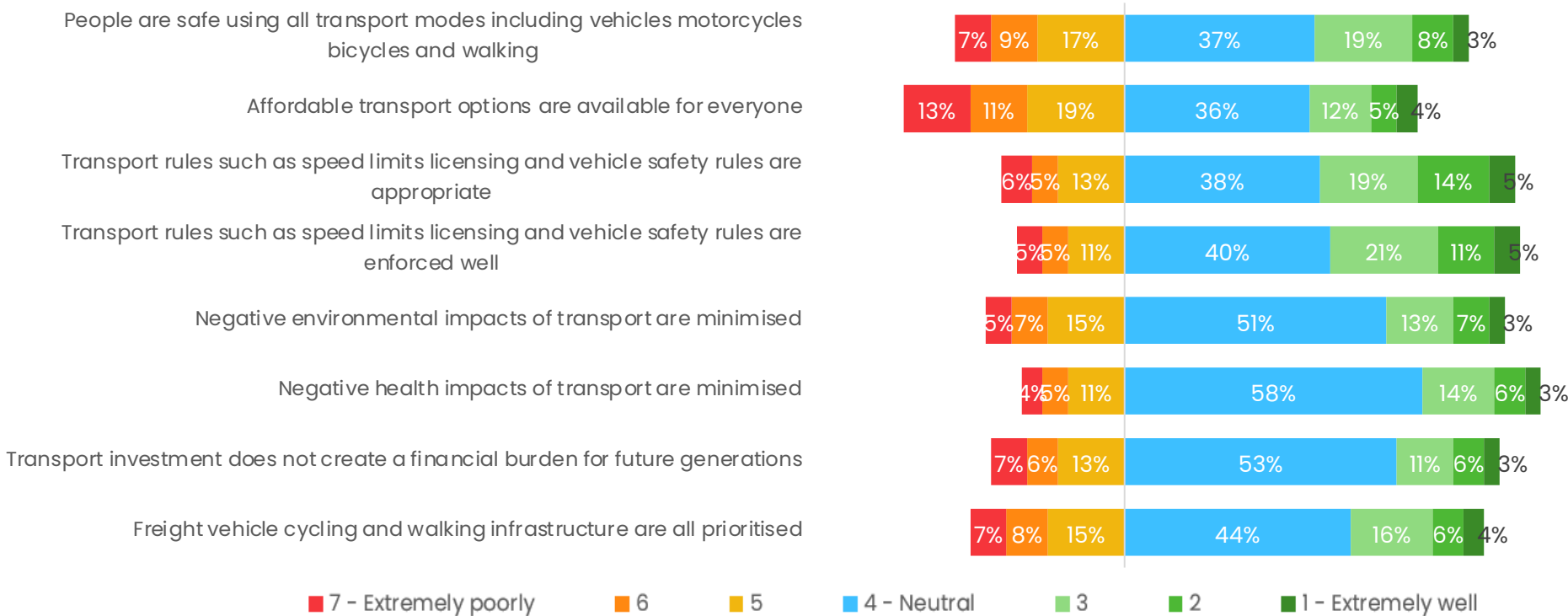


# Current Waka Kotahi performance

Modest results for performance measures driven by large 'neutral' scores across outcomes. We see a net negative perception across many areas, particularly affordability.

Waka Kotahi performance towards outcomes?  
Chart ordered by perceived Importance)

Base: Total sample (Apr 2022 n=1,000)



Net Performance\*

Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
-5%	-5%	-4%	0%	-4%
-17%	-22%	-24%	-25%	-22%
17%	21%	19%	17%	15%
10%	14%	15%	17%	16%
-10%	-7%	-3%	-3%	-5%
-4%	-2%	2%	2%	2%
-10%	-2%	-9%	-6%	-6%
-6%	-5%	-5%	-2%	-4%

How **well** is Waka Kotahi NZ Transport Agency performing in working towards these outcomes?

\*Net Performance is positive scores (1,2,3) minus negative (5,6,7)



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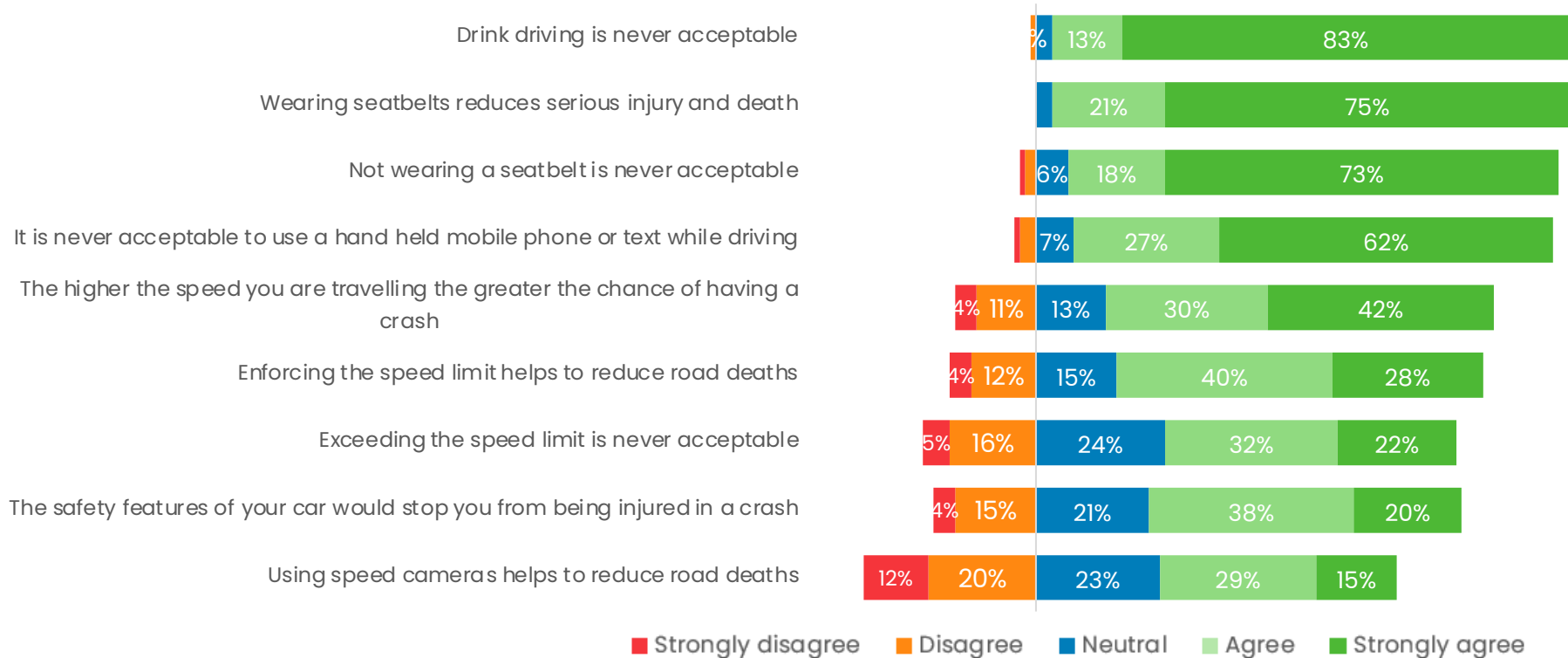
# Road to Zero

## Social Licence

# Agreement with safety statements

Agreement is near universal regarding drink driving and wearing seatbelts. However, we may need to overcome barriers around perceptions of speeding acceptability, car safety, and the effectiveness of speed cameras.

Agreement with 'Safety statements'  
Base: Total sample (Apr 2022 n=1,000)



Top 2 box

Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
97%	96%	96%	96%	96%
95%	96%	95%	97%	96%
91%	91%	90%	92%	91%
90%	90%	91%	89%	89%
74%	75%	75%	71%	72%
71%	72%	71%	68%	68%
57%	57%	57%	54%	54%
54%	55%	57%	56%	58%
43%	44%	46%	43%	43%

Blue font denotes figure is significantly higher than red font  
Statistically significant - 95% confidence interval

Do you agree or disagree with these statements?



# Current level of support for prompted road safety initiatives

In line with current attitudes, the initiatives with lowest support are lowering speed limits, requiring additional safety features, and speed cameras. Work is needed to gain support here.

Level of support for specific initiatives

Base: Total sample (Apr 2022 n=1,000)



Top 2 box

Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
85%	83%	85%	83%	85%
76%	77%	78%	74%	73%
75%	73%	77%	75%	75%
65%	68%	69%	70%	65%
63%	64%	66%	62%	63%
62%	60%	70%	64%	64%
55%	56%	57%	54%	55%
54%	56%	56%	54%	54%
53%	52%	52%	52%	48%
47%	47%	48%	48%	48%
47%	45%	49%	44%	45%
35%	38%	37%	37%	35%

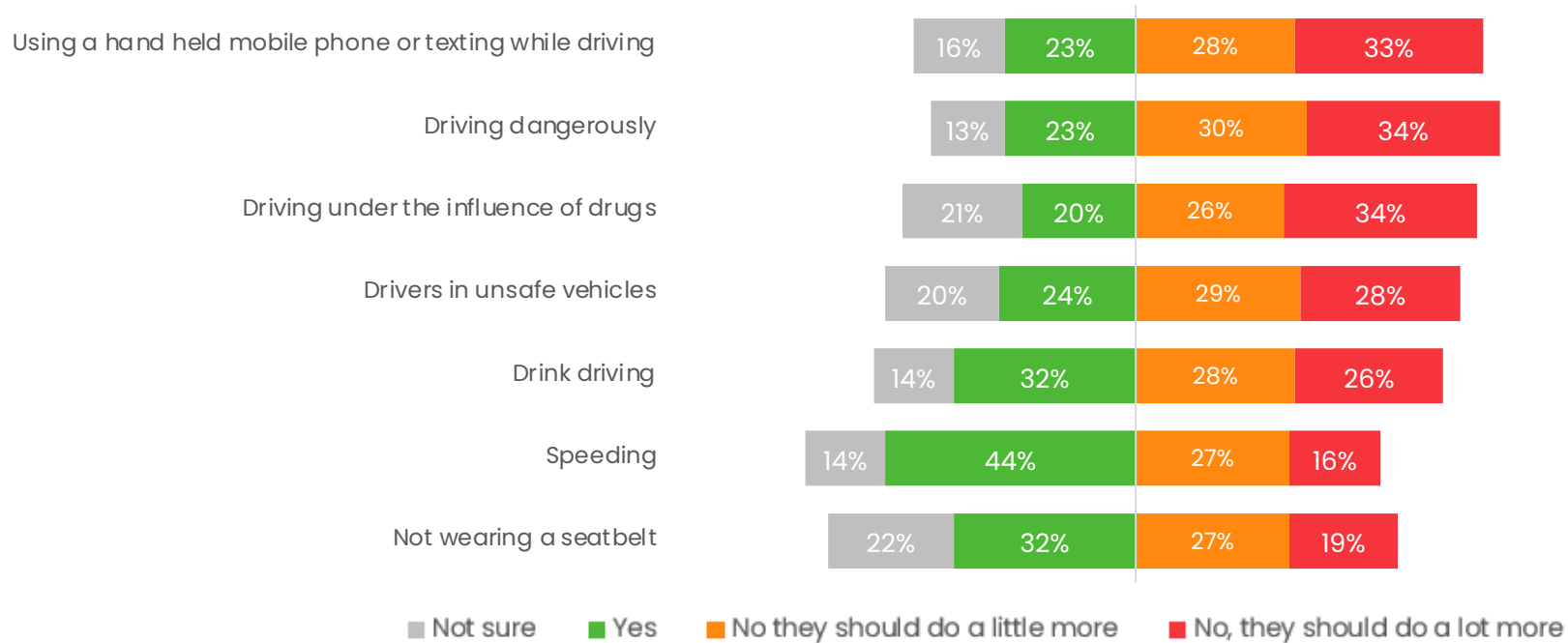
How much do you support or oppose each of the following initiatives to help reduce the number of road deaths and serious injuries?

Blue font denotes figure is significantly higher than red font  
Statistically significant - 95% confidence interval

# Current perceptions of NZ Police effectiveness

Most New Zealanders think NZ Police should be doing more to tackle mobile phone use and dangerous driving. There has also been a significant decrease in the number of NZ'ers who think police need to do more to address speeding.

Are NZ Police currently doing enough...  
Base: Total sample (Apr 2022 n=1,000)



Top 2 box

	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
Using a hand held mobile phone or texting while driving	64%	62%	64%	62%	61%
Driving dangerously	62%	62%	67%	64%	64%
Driving under the influence of drugs	60%	60%	65%	62%	59%
Drivers in unsafe vehicles	57%	<b>54%</b>	58%	<b>59%</b>	56%
Drink driving	53%	53%	57%	55%	54%
Speeding	45%	47%	<b>50%</b>	46%	<b>43%</b>
Not wearing a seatbelt	47%	45%	50%	47%	46%

Do you feel **NZ Police** are currently doing enough to catch and / or stop drivers who break traffic laws ?

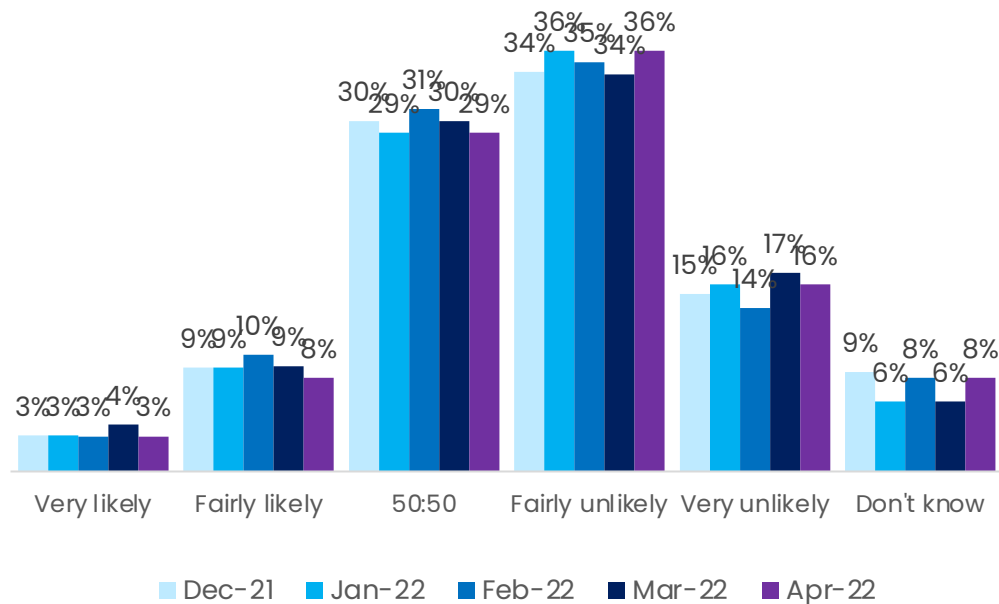
Blue font denotes figure is significantly higher than red font  
Statistically significant - 95% confidence interval



# Perceptions of current traffic enforcement

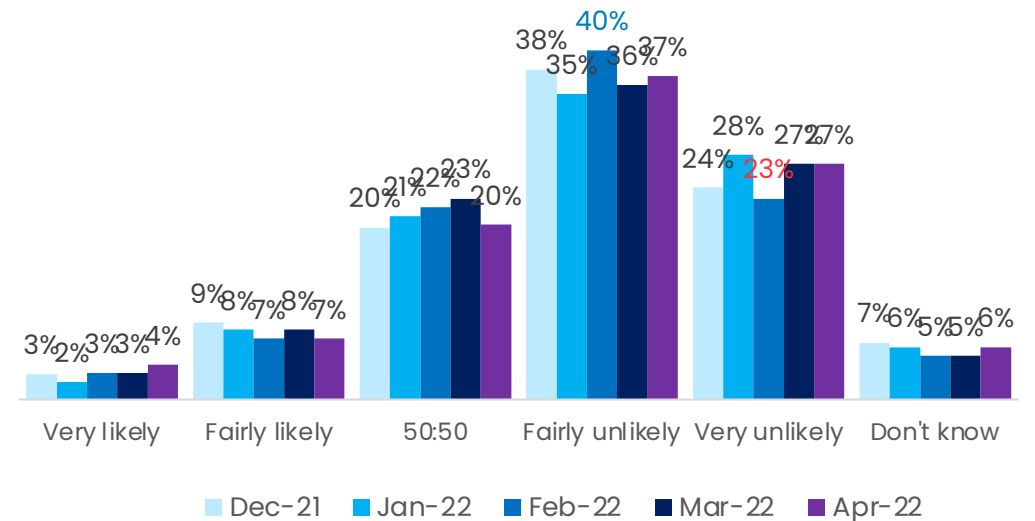
New Zealanders think that the likelihood of traffic enforcement is low, reinforcing the perception that NZ Police should be doing more.

Perceived likelihood of traffic law enforcement  
Base: Total sample (n=1,000)



Other than drink-driving or speeding, how likely would it be for someone who breaks a traffic law to be stopped by the **NZ Police**?

Perceived likelihood of mobile phone enforcement  
Base: Total sample (n=1,000)



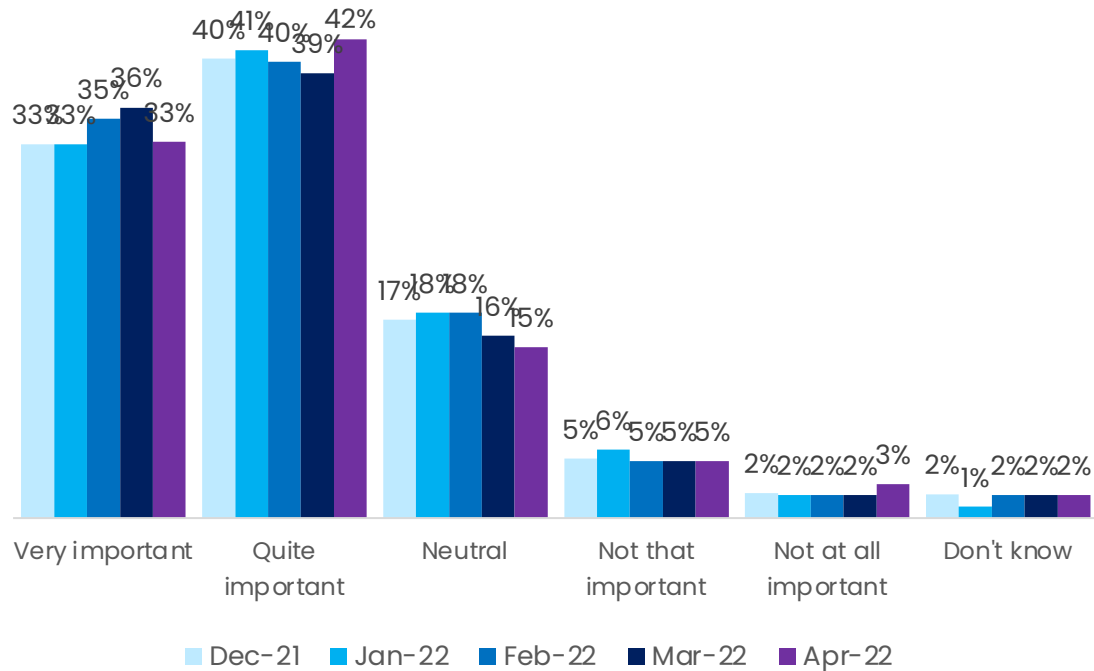
How likely would it be for someone using a **hand-held mobile phone or texting** while driving, to be caught by the **NZ Police**?

Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval

# Importance of car safety ratings

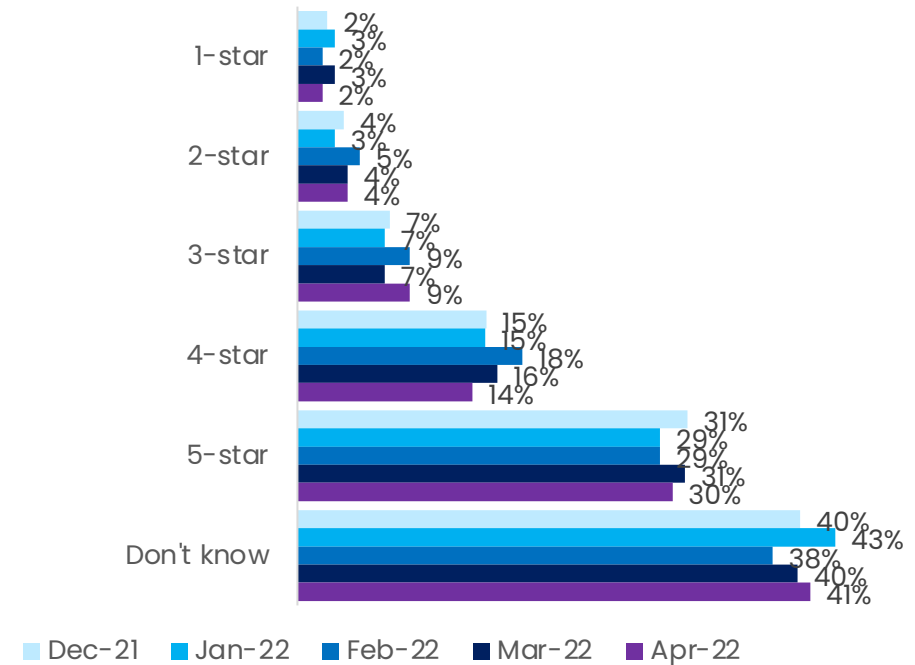
Car safety is considered important by a vast majority of drivers, however 40% do not know their current car's safety rating. We can assume many would therefore like to understand their car safety if it were relatively simple to do so.

Importance of car safety rating  
Base: All car owners



How important is it to you that your car has a high star safety rating?

Car safety rating  
Base: All car / passenger vehicle owners

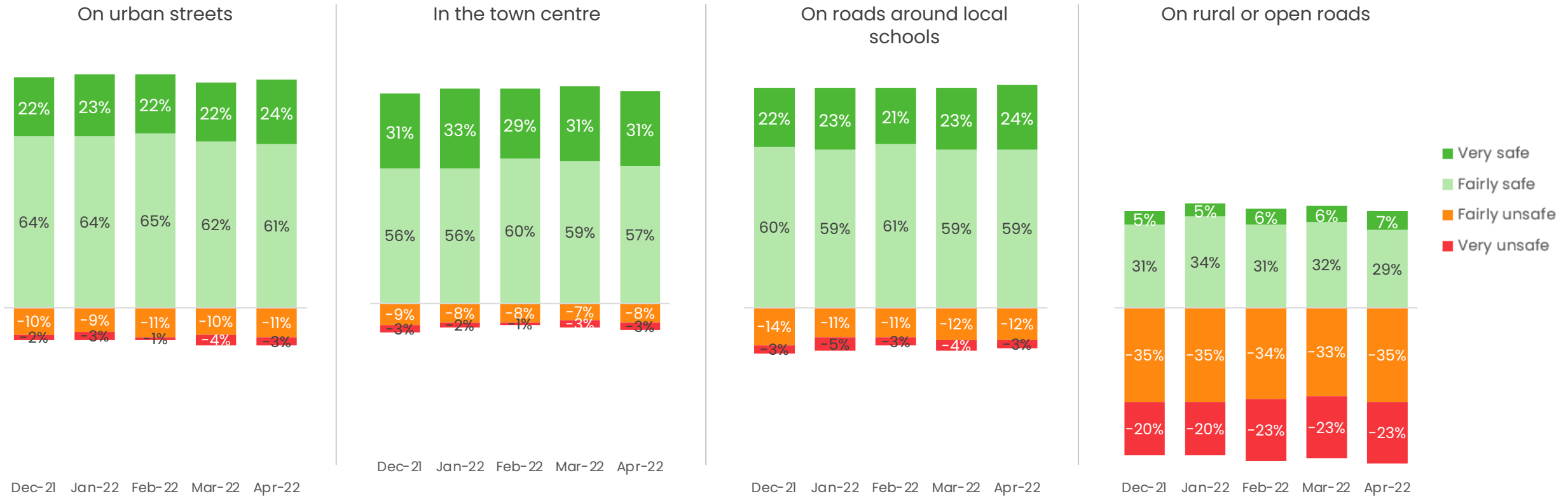


Do you know if your **car** has a 1, 2, 3, 4, or 5 star **safety** rating?

# Perceived safety of walking

Majority feel that walking is safe, however not so on rural roads or open roads. We have seen no change in the perceived safety of walking over the past 5 months.

Perceived safety of **walking** in local area  
Base: Total sample n=1,000

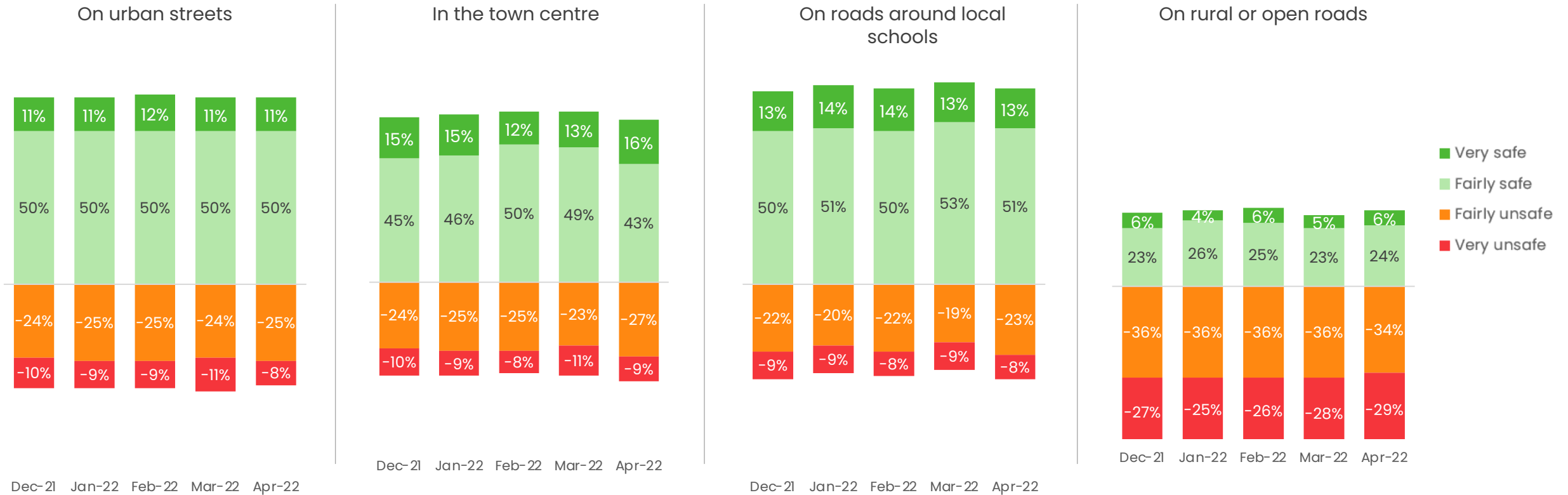


How safe or unsafe do you think the roads in your local area are for people who **walk**?

# Perceived safety of cycling

Cycling is seen as less safe relative to walking and there has been little change in perceived safety over the past 5 months. The majority feel that rural roads are unsafe for cycling.

Perceived safety of **cycling** in local area  
Base: Total sample n=1,000



How safe or unsafe do you think the roads in your local area are for people who **cycle**?





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# Road to Zero

## Ad Diagnostics

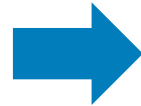
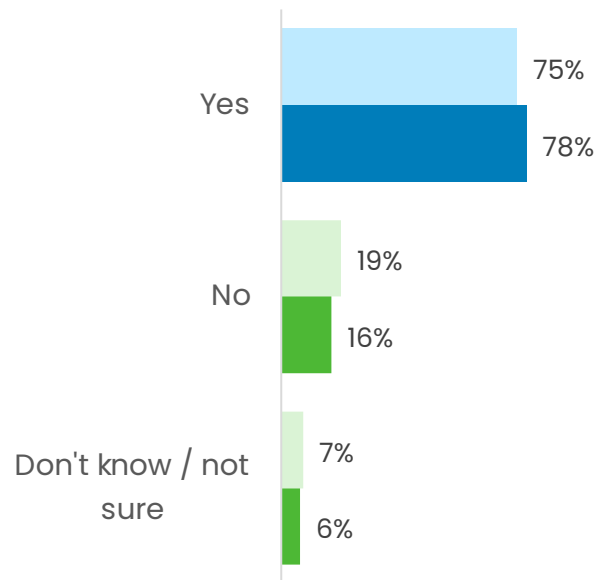


# Road Safety in general

Unprompted awareness is high; three quarters of New Zealanders have heard or seen something about road safety recently, the majority via TV advertising or on a TV show.

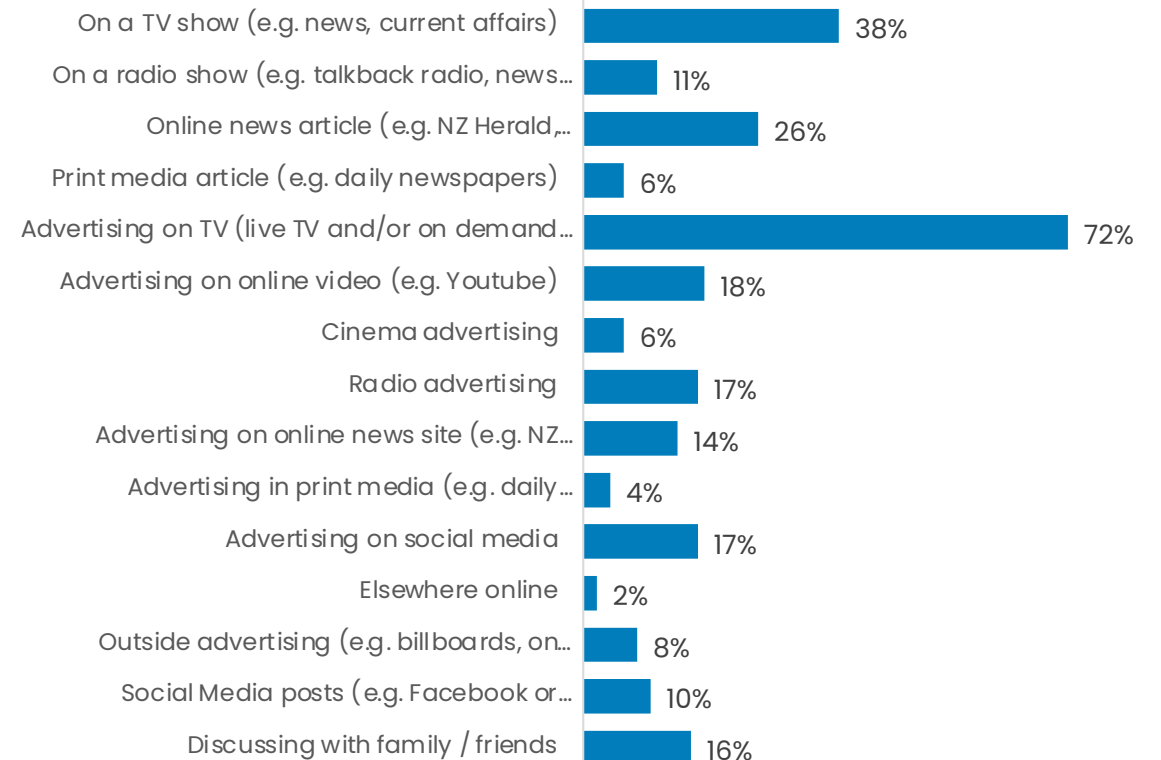
Have you heard or seen anything about road safety recently in media or from people you know?

Base: Total sample (n=500)



Where have you seen or heard about road safety recently?

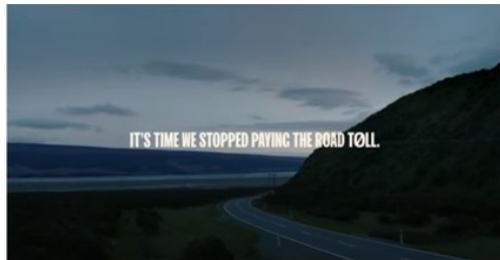
Base: Respondents who recall seeing or hearing anything (Apr-22 n=405)



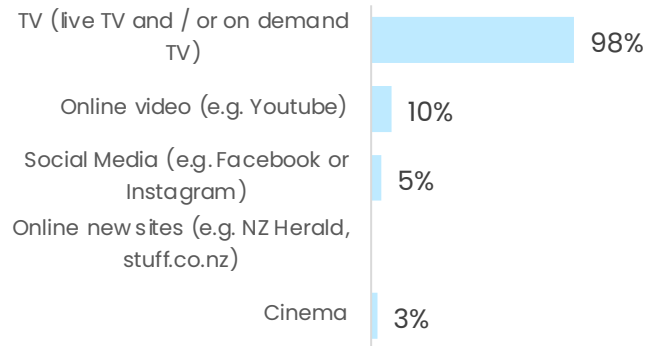
# Campaign recall and channel

We continue to see healthy recall driven by a large TV presence. Many also think they have seen Vision on TV, this will be spill over from the two TVCs

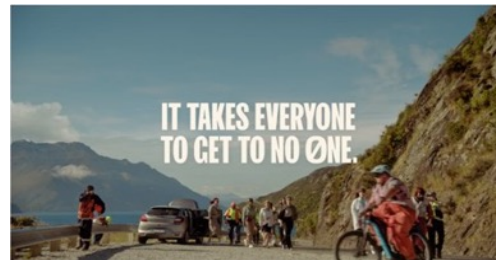
Booth



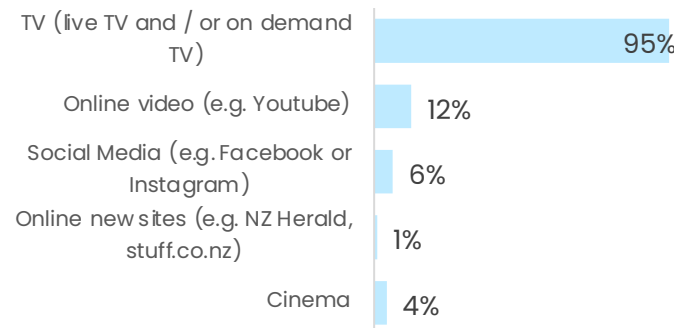
**58% Recall**



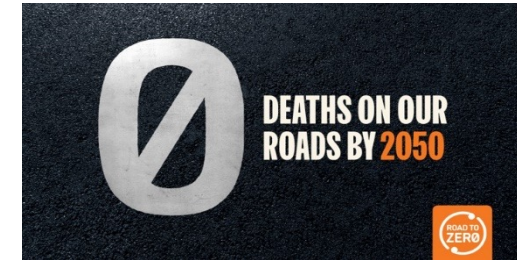
Riding Together



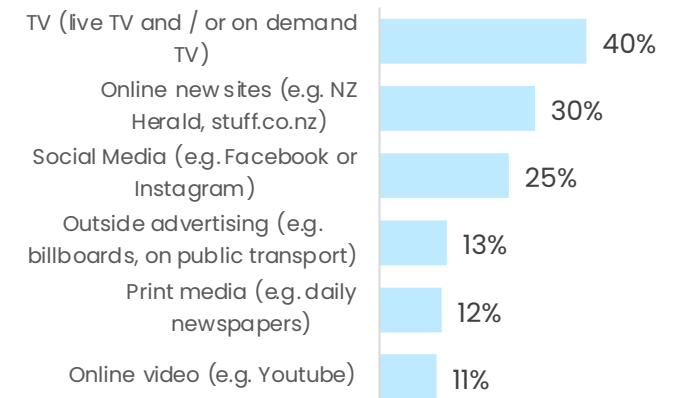
**63% Recall**



Vision

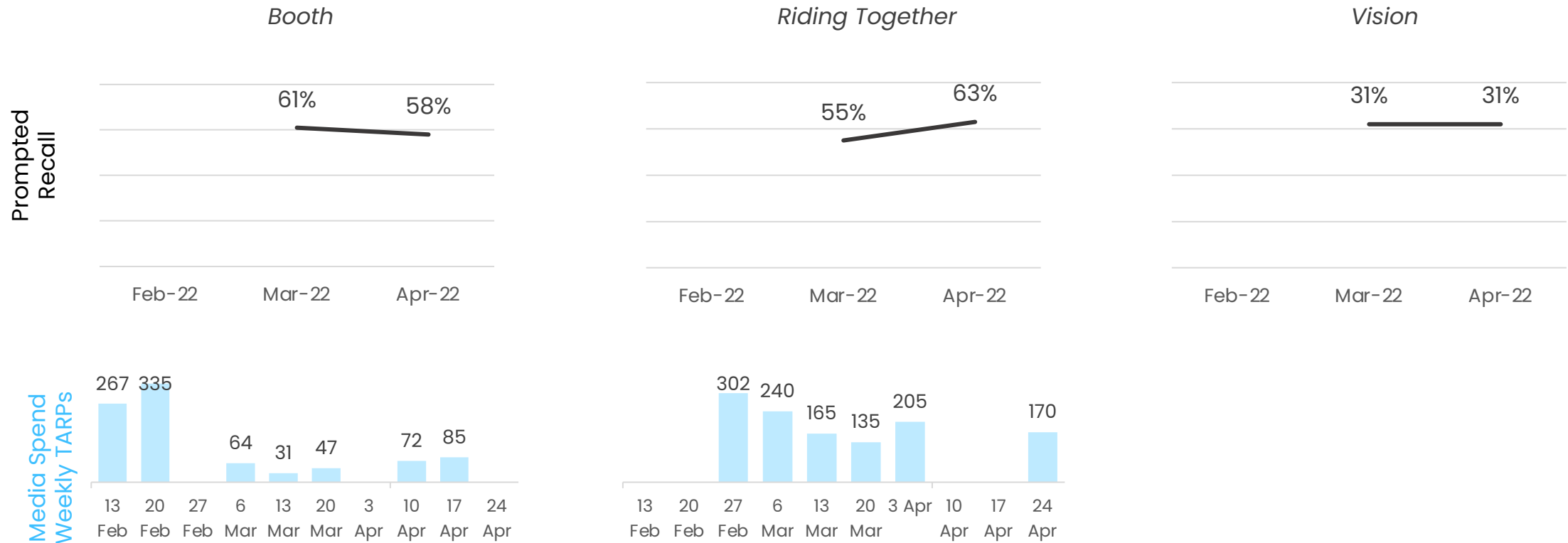


**31% Recall**



# Campaign recall and weekly TARPs

Riding Together seen an increase in recall, and now has higher recall than Booth, driven by higher spend.



# Campaign diagnostics summary

The *Booth* execution resonates more and scores relatively strongly across all diagnostic measures

	<b>Booth</b>	<b>Riding Together</b>	<b>Vision</b>
It is easy to understand	<b>65%</b>	56%	59%
It tells me something new	18%	20%	20%
It has a clear message	<b>63%</b>	52%	60%
It grabs my attention	<b>61%</b>	36%	26%
It talks to me and people like me	<b>37%</b>	25%	21%
It made me think differently about road safety	<b>30%</b>	19%	12%
The ad effectively conveys the message that...	50%	42%	55%

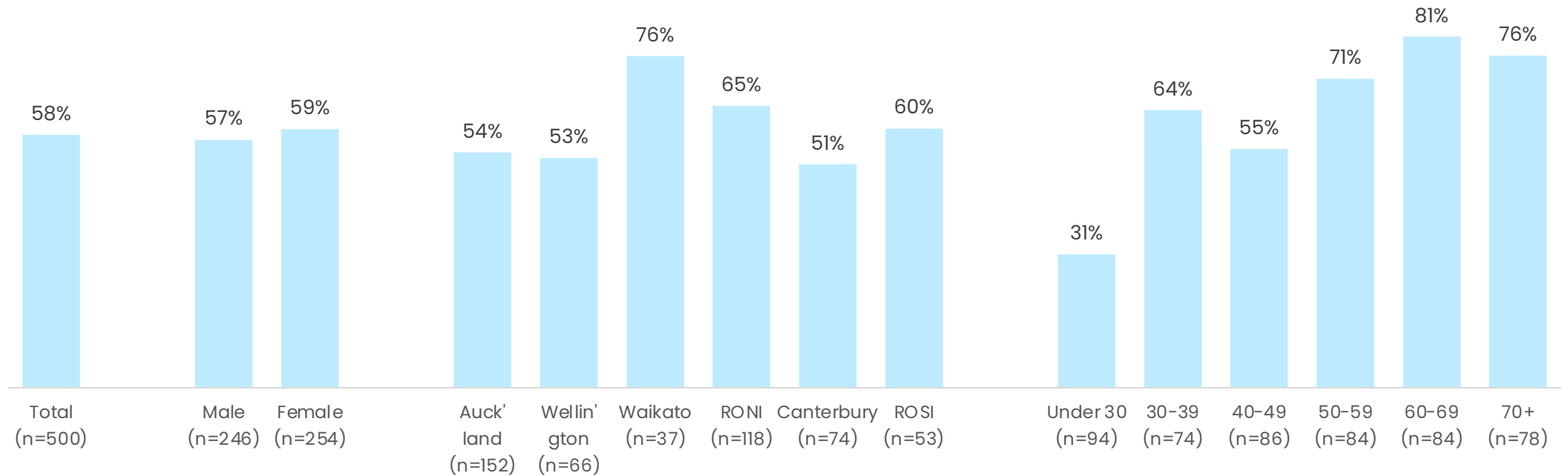
*Note: Percentages show represent the % of respondents who 'agree' or 'strongly agree' with statement. Respondents were asked agreement on a 7 point scale*

# Booth Recall

Overall good performance with higher recall among the older demographic. Recall is significantly lower among under 30s.



Booth Recall by demographics  
Base: Total sample



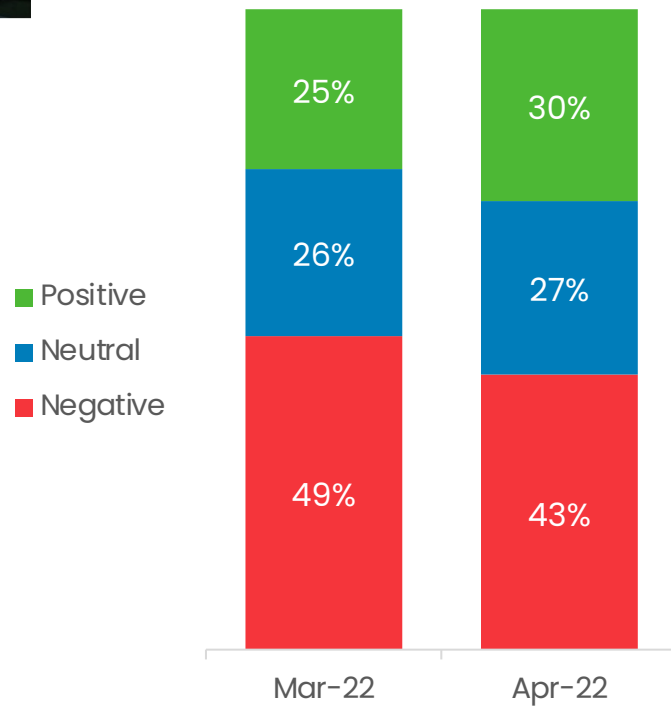


# Booth Verbatims – What is this ad trying to say to you?

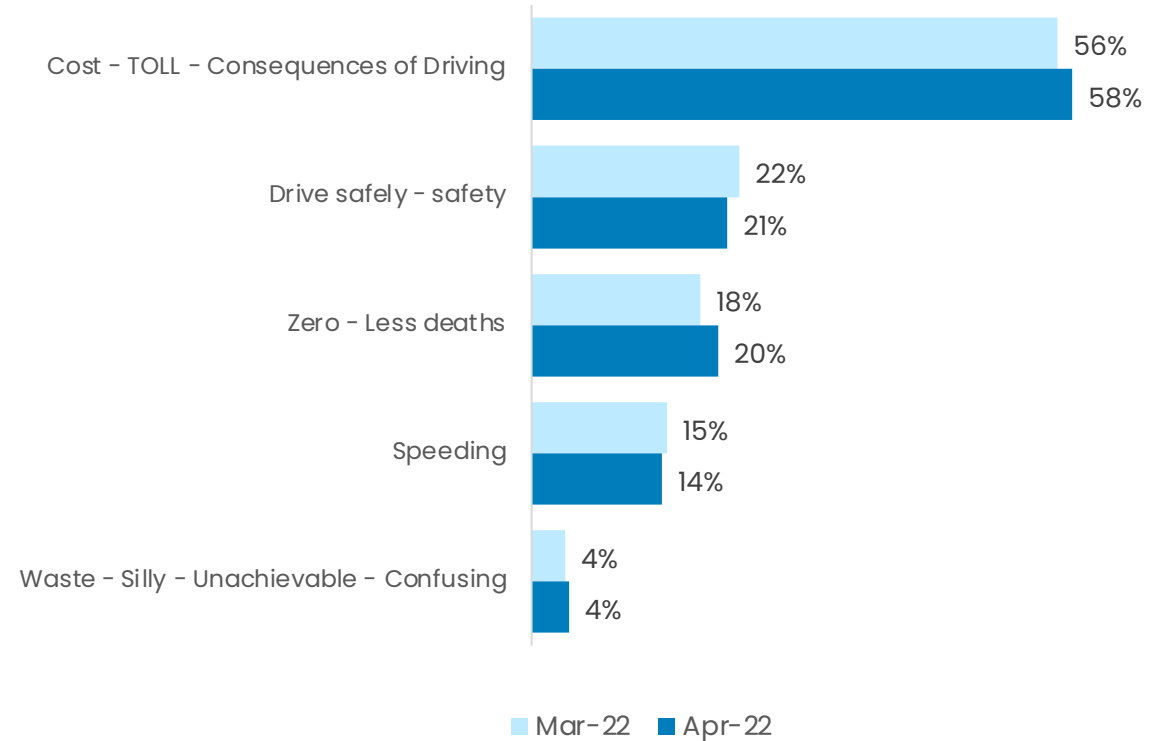
The *Booth* has a negative sentiment, and the majority of responses refer to the key message about deaths being the cost or consequence of bad driving.



*Booth* Customer Verbatims  
SENTIMENT  
Base: Total sample



*Booth* Customer Verbatims THEME  
Base: Total sample



# Booth Verbatims – What is this ad trying to say to you?

The *Booth* has a negative sentiment, and the majority of responses refer to the key message about deaths being the cost or consequence of bad driving.



If you drive dangerously, you can lose a loved one.

That the "road toll" we hear about represents actual human lives, and it could happen to you

Dangerous driving can come at a high cost.

That the road toll is too high and it's costing us family members

The road toll represents people dying. It's not just a number.

Speeding kills

Reduce speed on our roads because no life is worth the toll

That so many people die on the road

Drive at the appropriate speed to avoid any deaths

There is a toll being paid for driving on the roads.

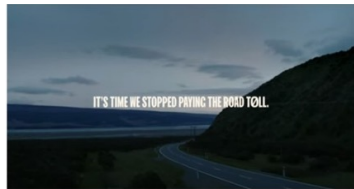
Your actions could harm your loved ones

There are too many people dying on our roads.

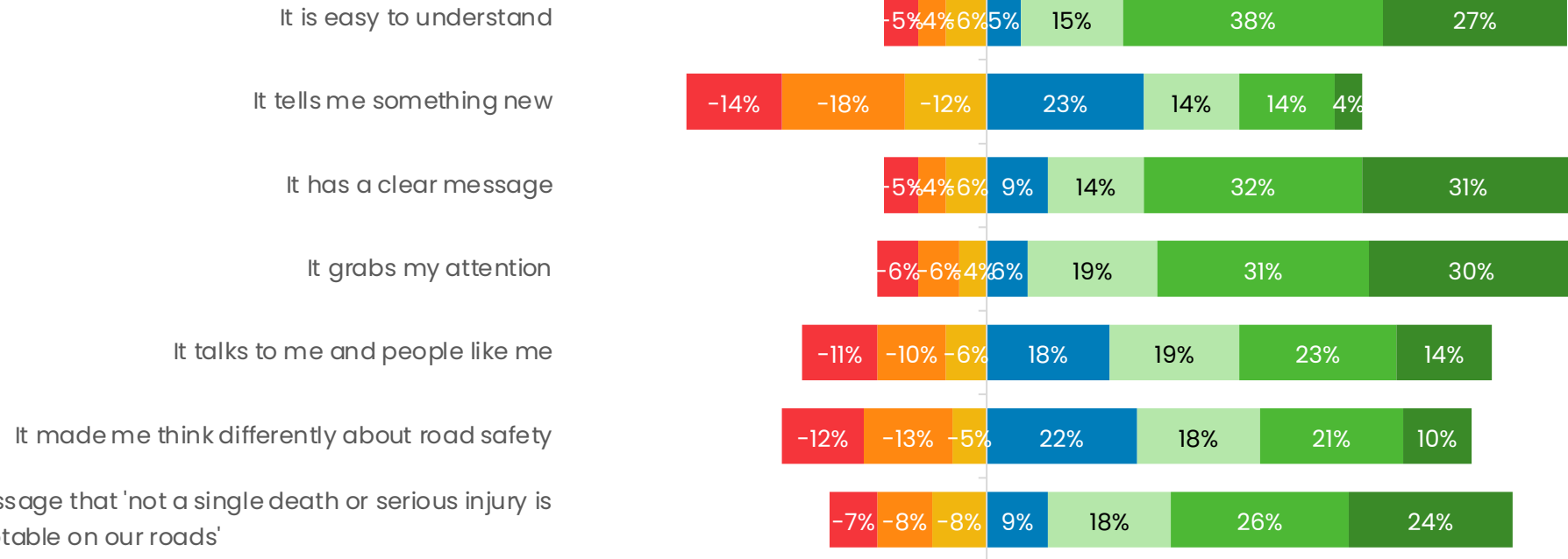
There is a steep price for speeding/ breaking road laws. To keep everyone safe, we have to drive safe.

# Booth Diagnostics

The ad is easy to understand, with a clear message and is attention grabbing. It does not necessarily communicate something new, but it may make people think differently.



Booth Diagnostics  
Base: Total sample



■ Strongly disagree  
 ■ Disagree  
 ■ Slightly disagree  
 ■ Neutral  
 ■ Slightly agree  
 ■ Agree  
 ■ Strongly agree

# Booth Diagnostics

Among the 58% who recall the ad, over a third (40%) have talked about it with friends and family. However, just over a third report seeing the ad too much.

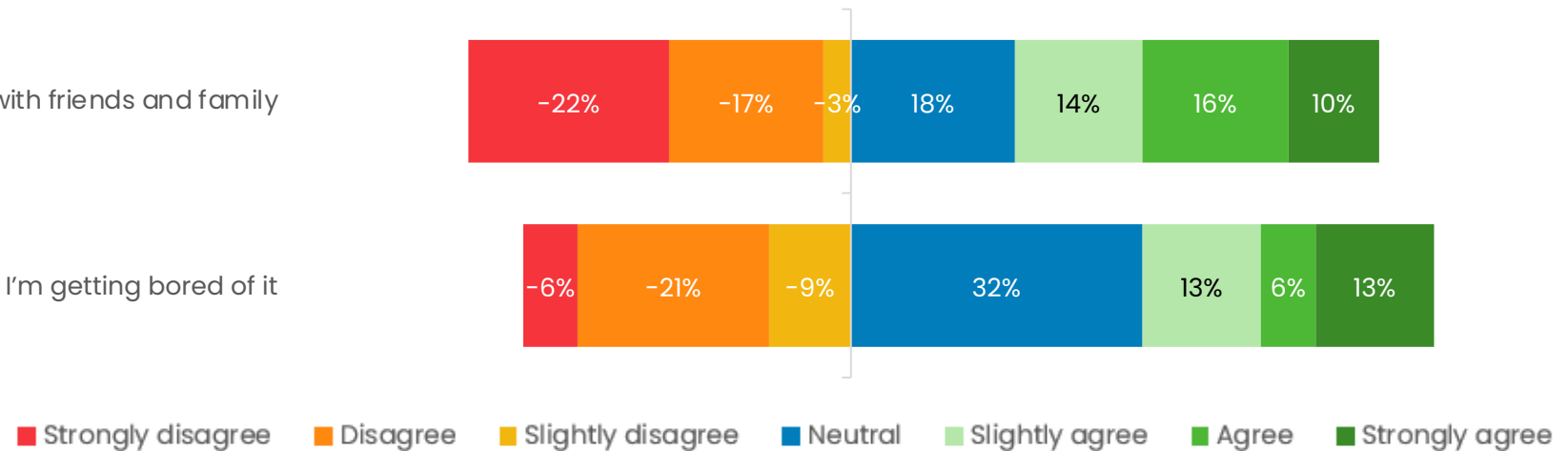


58% Recall

I have talked about this ad with friends and family

I've seen so much of this ad I'm getting bored of it

Booth Diagnostics  
Base: Those who recall ad (n=312)

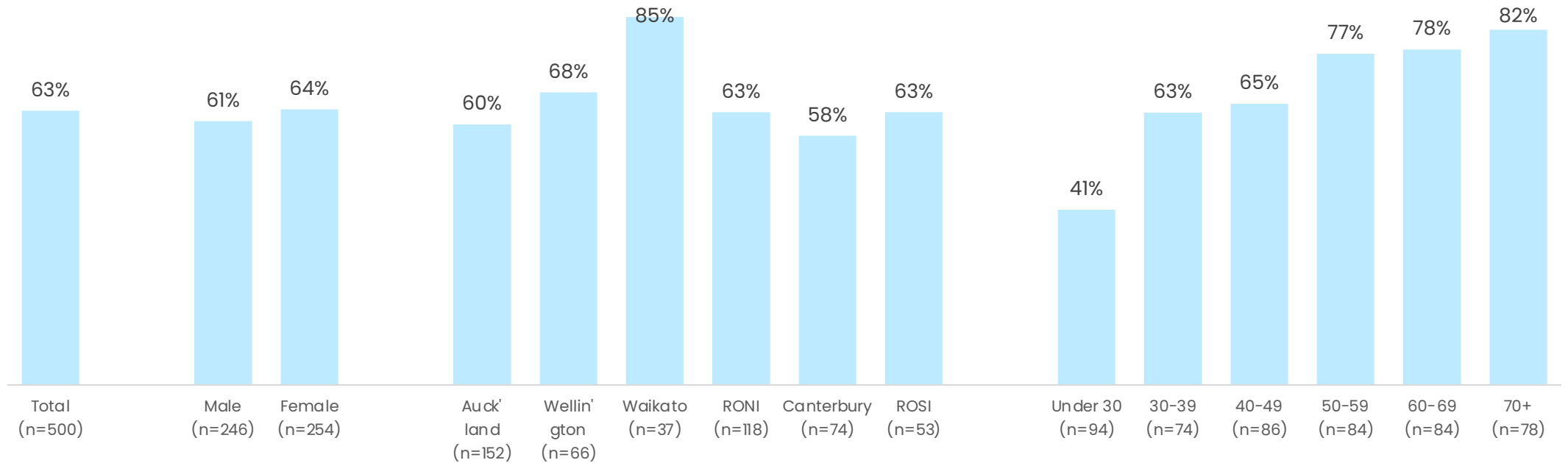


# Riding Together Recall

Similar to *Booth*, recall of the *Riding Together* ad skews older, likely driven by the channel strategy. There are few significant differences by region.



*Riding Together* Recall by demographics  
Base: Total sample



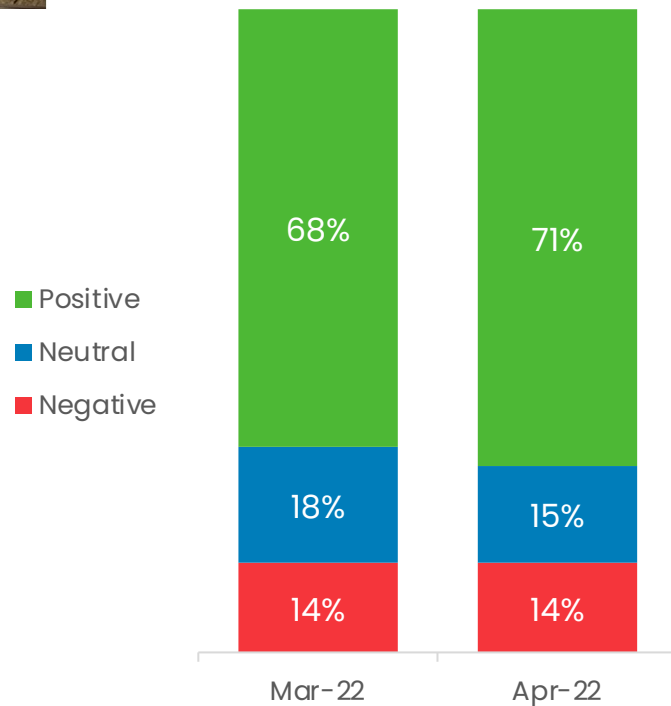


# Riding Together Verbatims – What is this ad trying to say to you?

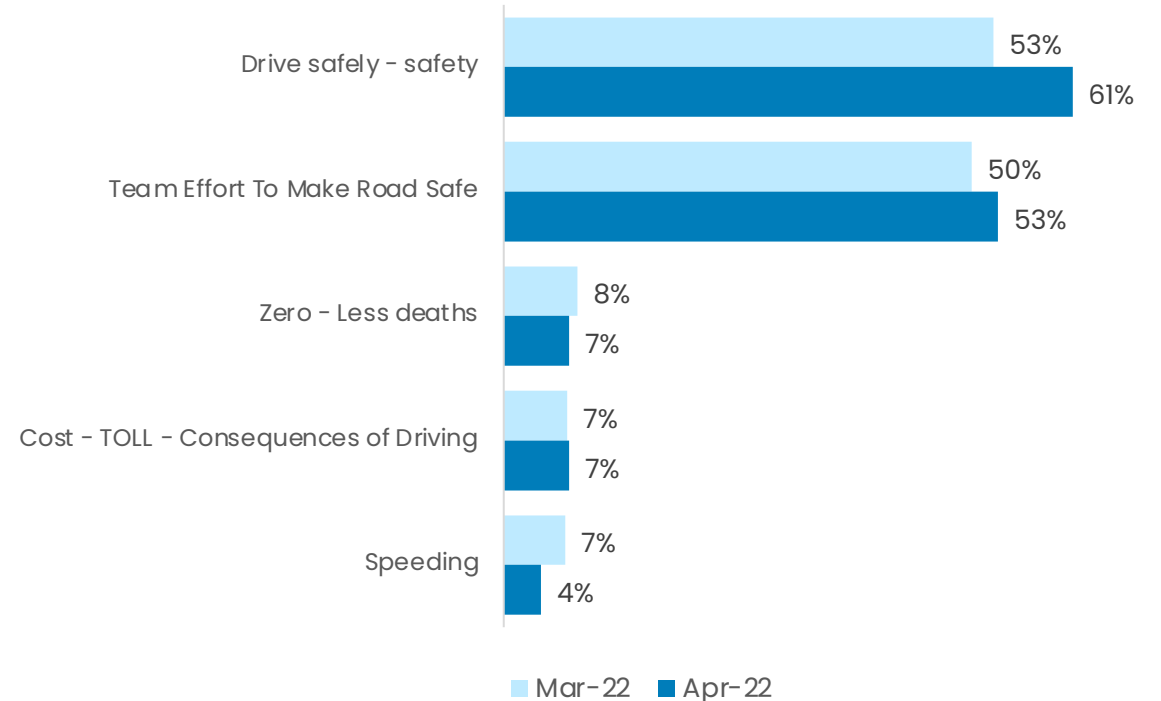
The *Riding Together* ad has a more positive sentiment, with the key themes being around the team effort required to make roads safer, but also the need to drive more safely (individual behaviour).



*Riding Together* Customer Verbatims  
SENTIMENT  
Base: Total sample



*Riding Together* Customer Verbatims THEME  
Base: Total sample



# Riding Together Verbatims – What is this ad trying to say to you?

The *Riding Together* ad has a more positive sentiment, with the key themes being around the team effort required to make roads safer, but also the need to drive more safely (individual behaviour).



Keep your car safe, stick to the speed limit, drive to the conditions

That road safety takes a whole lot of people from all different backgrounds.

The aim is for zero road toll by reducing speed, car safety, median barriers etc.

There is a whole team is of people trying to keep you safe on the road

Be safe? It takes a team? I have no idea what half those people even said.

That there a lot of people are involved in trying to make it safe on the road

Everyone plays a part in keeping our roads safe.

There are a lot of people involved and factors to consider when it comes to road and vehicle safety, and we need to collaborate to meet the 2050 goal.

That everyone plays a part to keeping us safe on the roads!

A lot of people put in a lot of work to help keep us safe

It is pointing out that road safety is a team effort. It also obliquely suggests that issuing speeding fines keeps the roads safe.

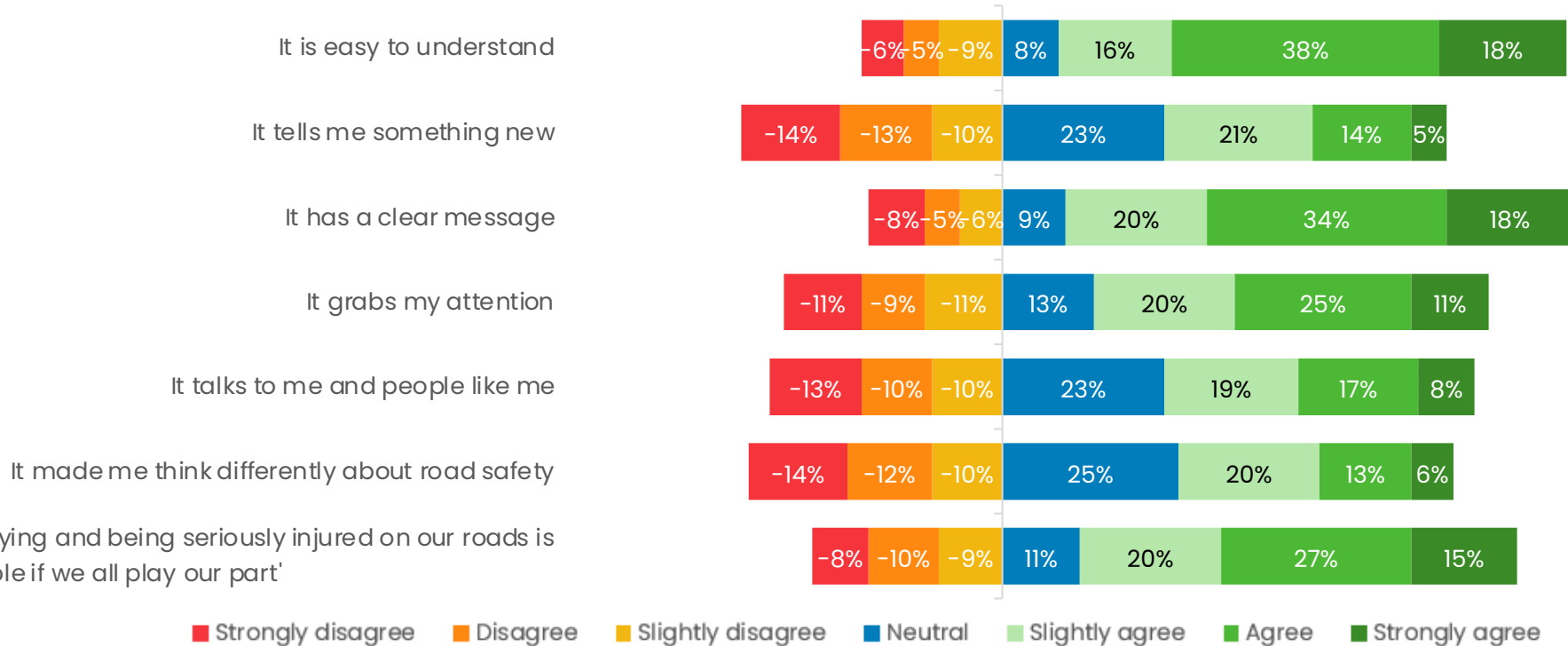
Safer cars, speed and road conditions reduce the risk of serious accidents

# Riding Together Diagnostics

Riding Together is easy to understand, attention grabbing and delivers a clear message.



Riding Together Diagnostics  
Base: Total sample



# Riding Together Diagnostics

Among the 63% who recall the *Riding Together* Ad, almost a third have discussed with friends and family. Unfortunately, almost a third may also be getting bored of it.

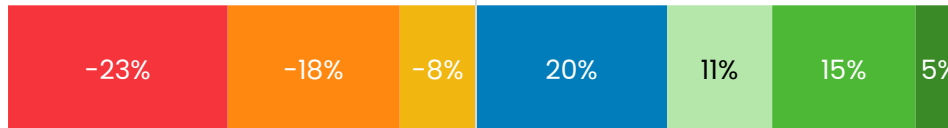


63% Recall

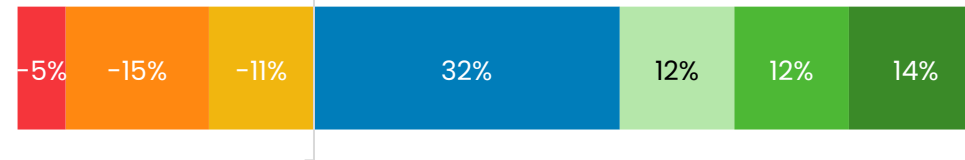
## Riding Together Diagnostics

Base: All who recall ad (n=335)

I have talked about this ad with friends and family



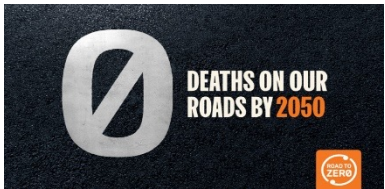
I've seen so much of this ad I'm getting bored of it



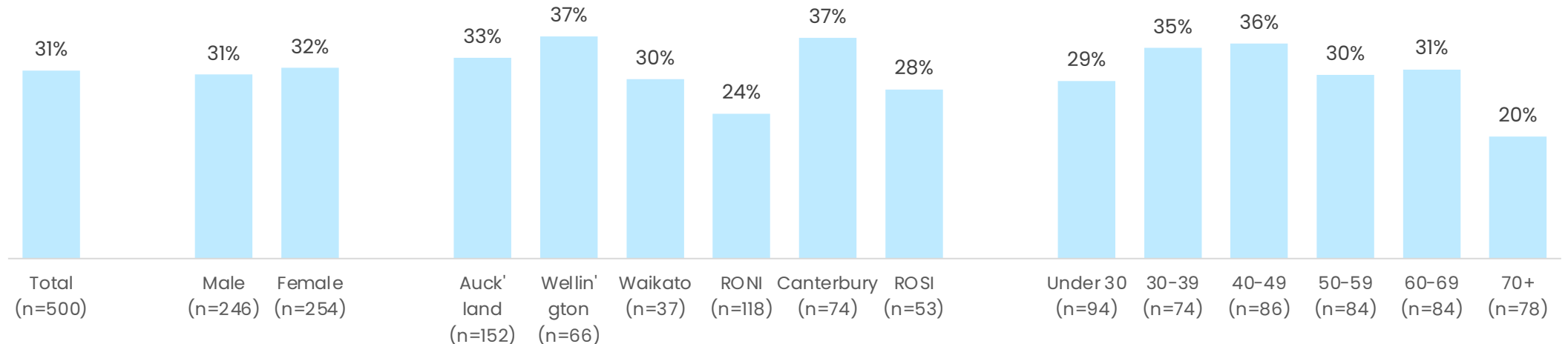
Strongly disagree Disagree Slightly disagree Neutral Slightly agree Agree Strongly agree

# Vision Recall

Recall of the *Vision* ad does not have as strong a skew by age (or other demographics) that we have seen with the other TV ads. The channels used for *Vision* may be more effective in reaching a younger demographic.



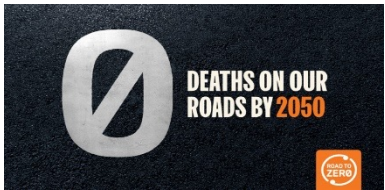
Vision Recall by demographics  
Base: Total sample



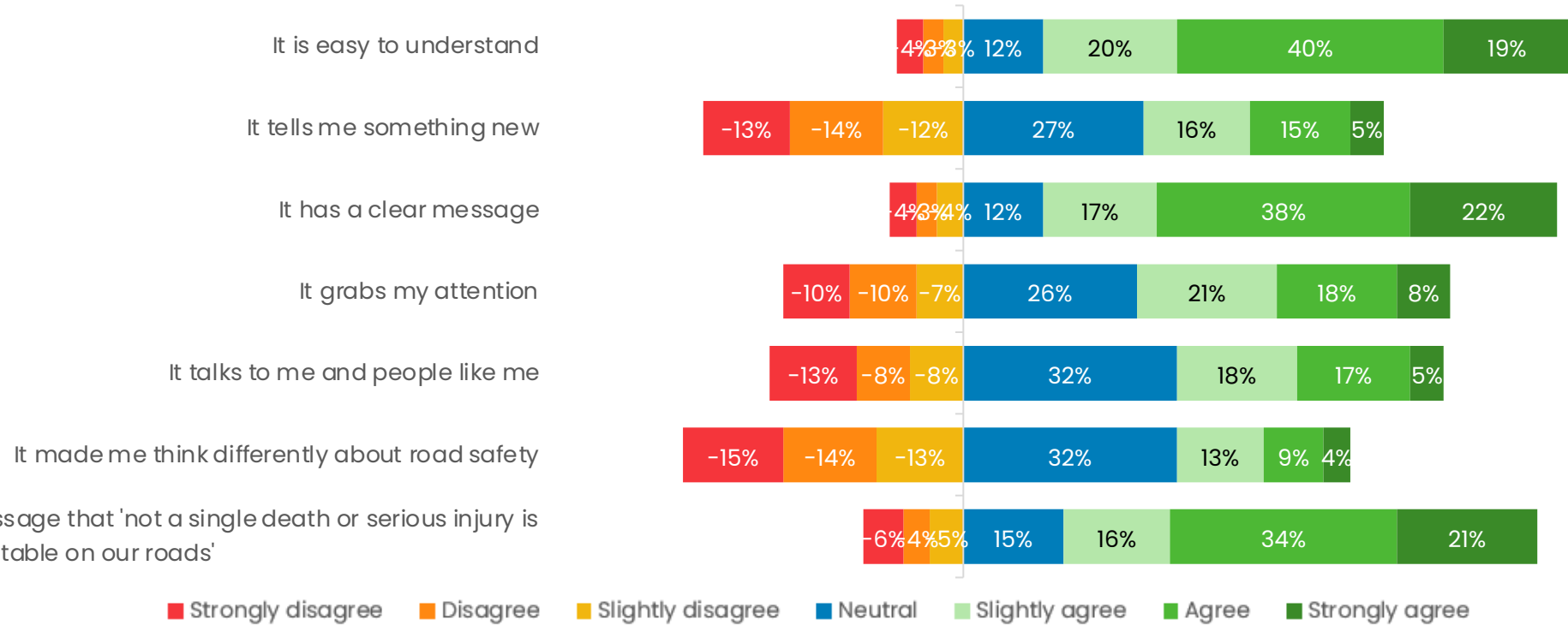


# Vision Diagnostics

The message in the *Vision* ad is clear and easy to understand. It may not be a new message, but it is effectively conveyed.

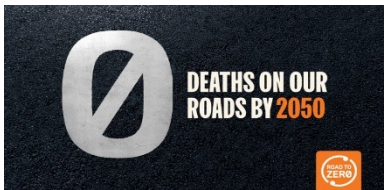


Vision Diagnostics  
Base: Total sample



# Vision Diagnostics

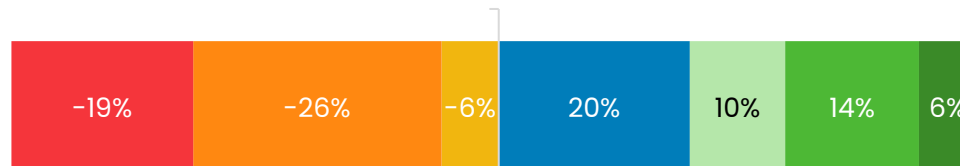
Among the third of New Zealanders who recall the *Vision* ad, under a third have discussed it with friends and family.



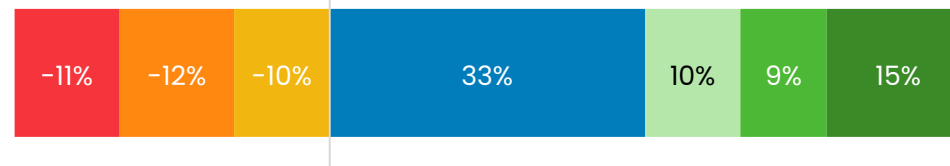
31% Recall

Vision Diagnostics  
Base: All who recall ad (n=158)

I have talked about this ad with friends and family



I've seen so much of this ad I'm getting bored of it

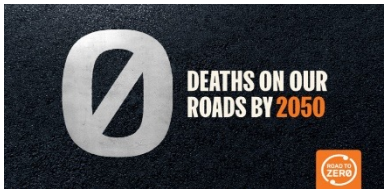


■ Slightly disagree  
 ■ Disagree  
 ■ Strongly disagree  
 ■ Neutral  
 ■ Slightly agree  
 ■ Agree  
 ■ Strongly agree

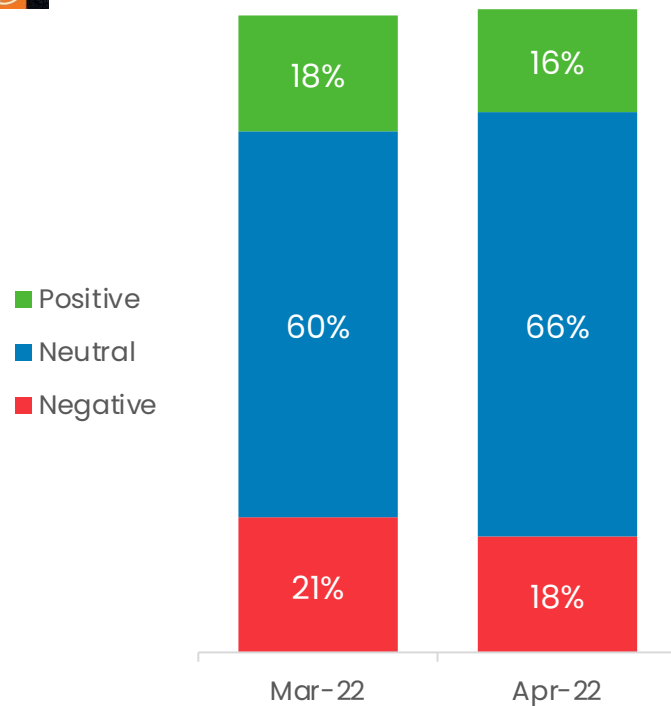
■ Strongly disagree  
 ■ Disagree  
 ■ Slightly disagree  
 ■ Neutral  
 ■ Slightly agree  
 ■ Agree  
 ■ Strongly agree

# Vision Verbatims – What is this ad trying to say to you?

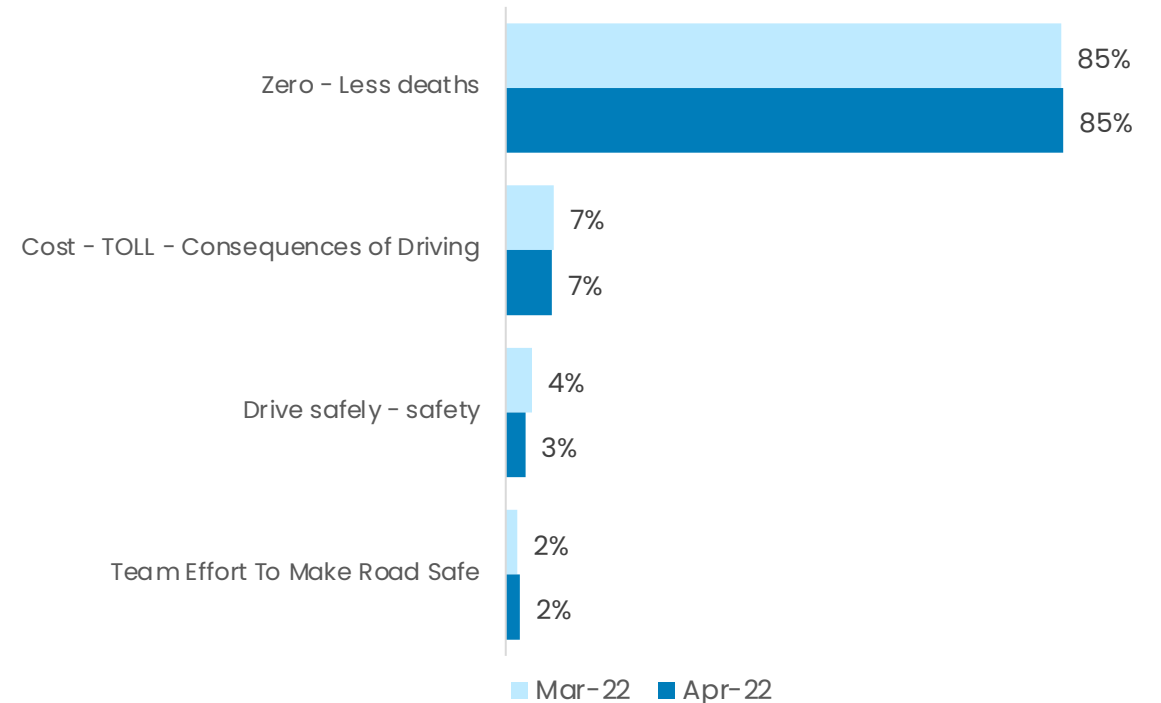
The *Vision* ad is more informative and so sentiment is more neutral. Messaging is clear with vast majority stating the key theme of reducing deaths on our roads.



Vision Customer Verbatims  
SENTIMENT  
Base: Total sample



Vision Customer Verbatims  
THEME  
Base: Total sample





CAMORRA  
RESEARCH LTD

# contact

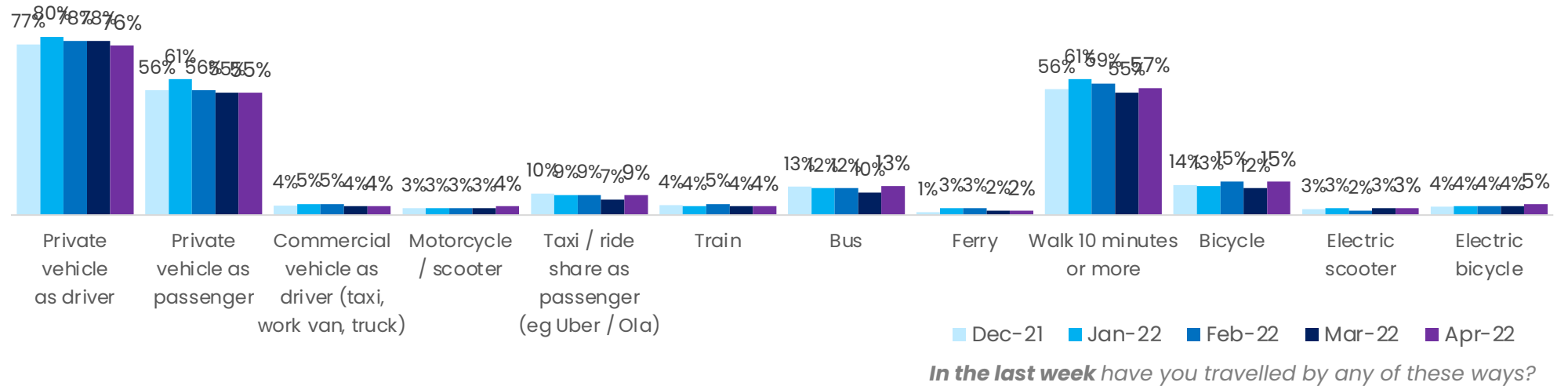
9(2)(a)



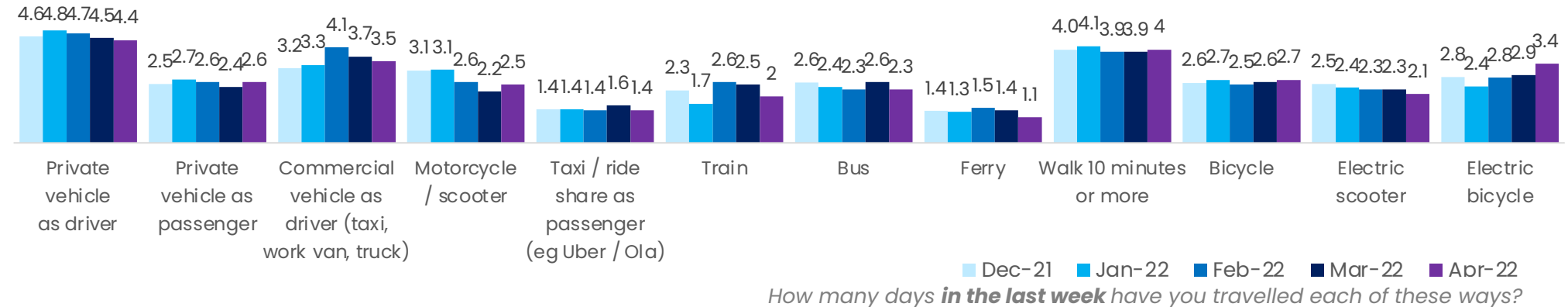
# Who we spoke with - Travel behaviour among Social Licence Monitor sample

Majority have travelled by private vehicle and over half have walked more than 10 minutes in the last week.

Travel Behaviour :  
Modes used  
Base: Total sample  
(n=1,000)



Travel Behaviour :  
Frequency  
Base: All who used each mode within last 7 days

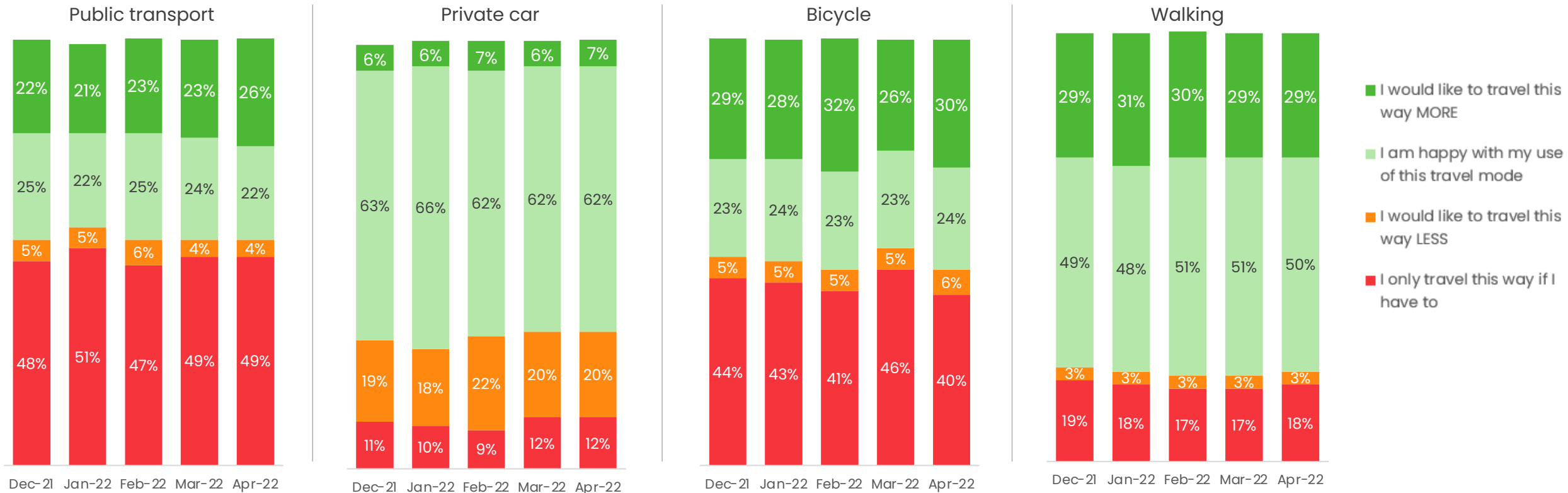




# Satisfaction with travel behaviour – Social Licence Monitor

Many would only use public transport or cycle if they had to and these numbers have changed little.

Travel Behaviour : Satisfaction with current behaviour  
Base: Total sample (n=1,000)

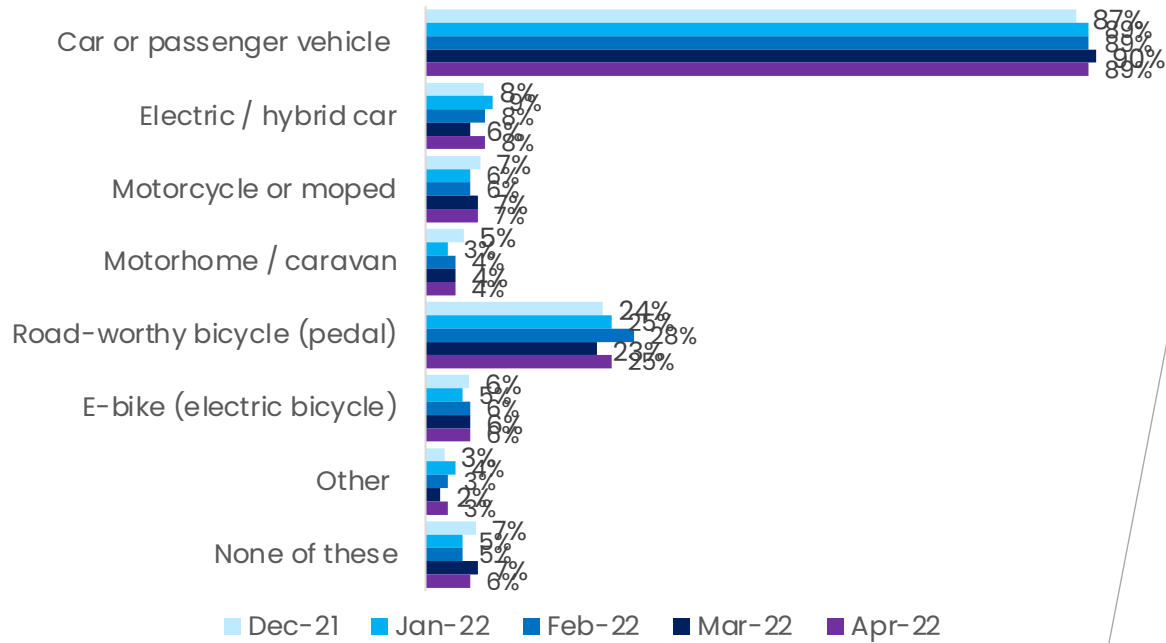


Which best describes how you feel about each mode of travel?

# Transport ownership profile – Social Licence Monitor

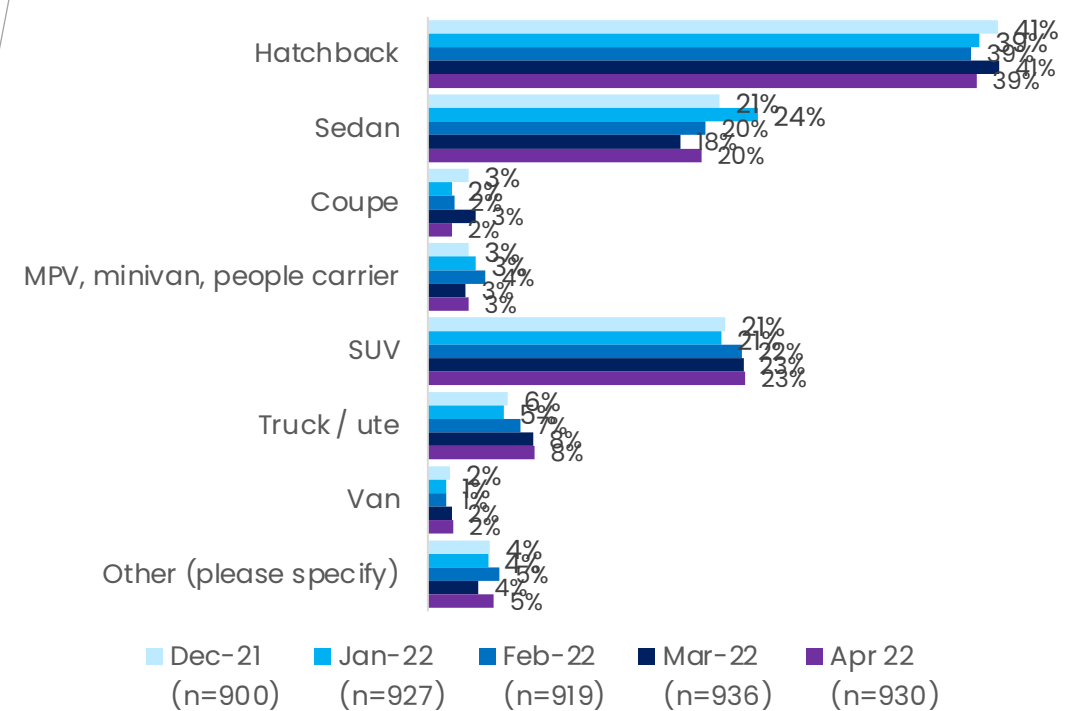
Majority of sample we spoke with own a passenger vehicle, typically a hatchback, sedan or SUV.

Transport ownership  
Base: Total sample (n=1,000)



Do you currently own or use any of the following?

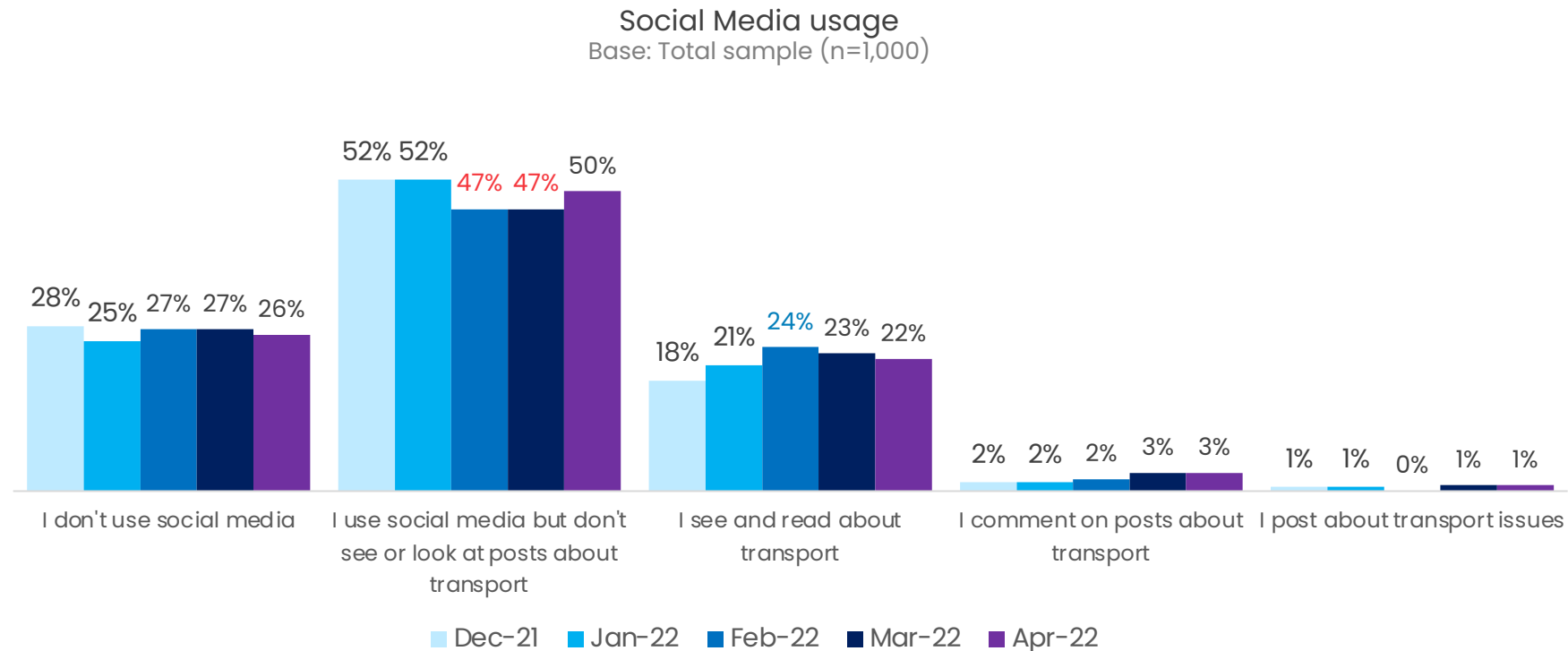
Main car type  
Base: All car / passenger vehicle owners



Which of the following best describes the type of vehicle you mainly use?

# Social media usage regarding transport – Social Licence Monitor

Less than a fifth of New Zealanders use social media to check on transport.



Which best describes your social media use around transport?

Blue circle denotes figure is significantly higher than red circle  
Statistically significant - 95% confidence interval