

# ROAD SAFETY VIEWS & ATTITUDES

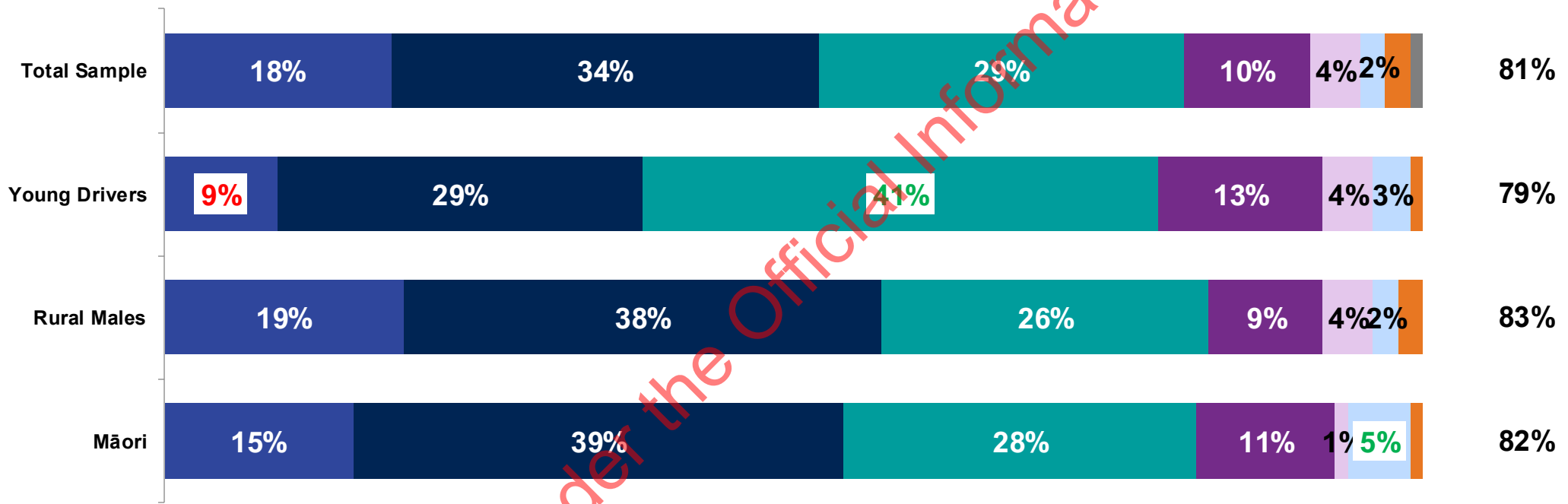
# 2



# CONCERN FOR ROAD SAFETY

Young drivers' concern for road safety is significantly less extreme and more likely to be low/slight than other key groups. This could make them more difficult to target in safety messages

NETT Concerned



- Very concerned
- Concerned
- Slightly concerned
- Neutral
- Slightly unconcerned
- Unconcerned
- Very unconcerned
- Unsure

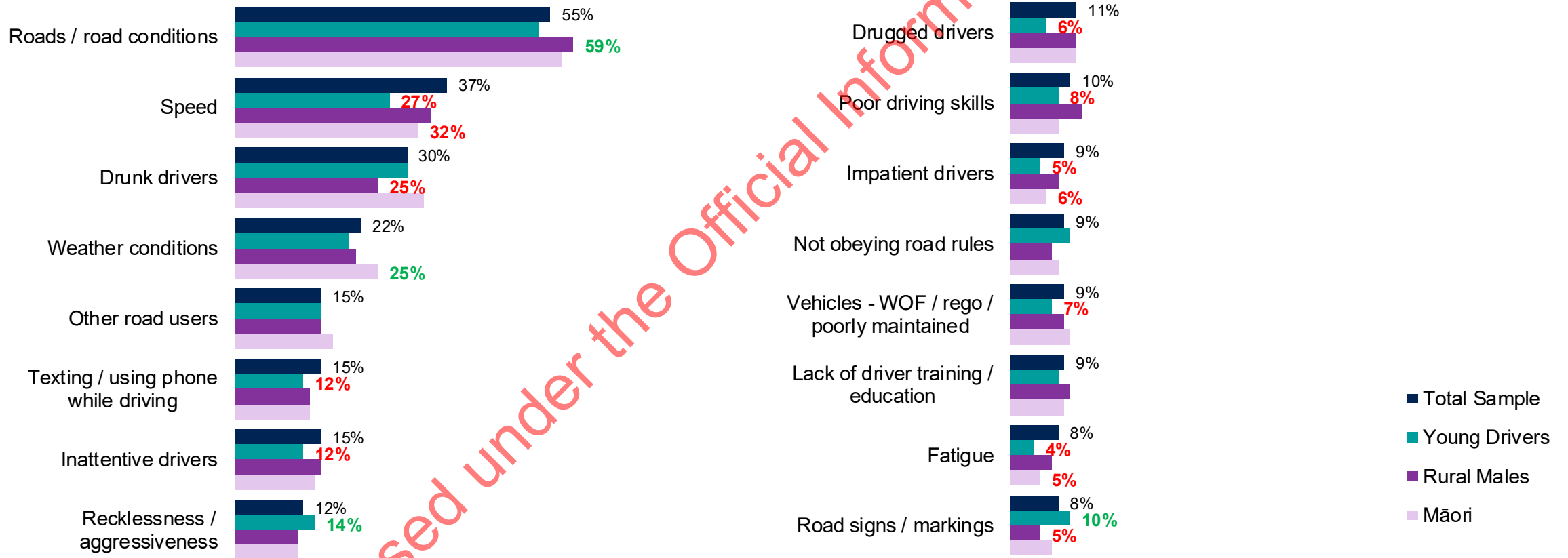
Green / Red indicates significantly higher / lower than the total

# WHAT MAKES DRIVING ON NZ ROADS UNSAFE?



**Young Drivers** are significantly less concerned about several aspects that could make roads unsafe including *texting / using phone while driving, speeding, inattentive drivers, and driving*. **Rural males** are more likely to believe road conditions make NZ road safe and are less likely to believe drunk driving is a concern. **Māori** respondents are more likely to believe weather conditions make roads unsafe and less likely to believe speed plays a role in unsafe roads.

## What things do you think make driving on NZ roads unsafe?



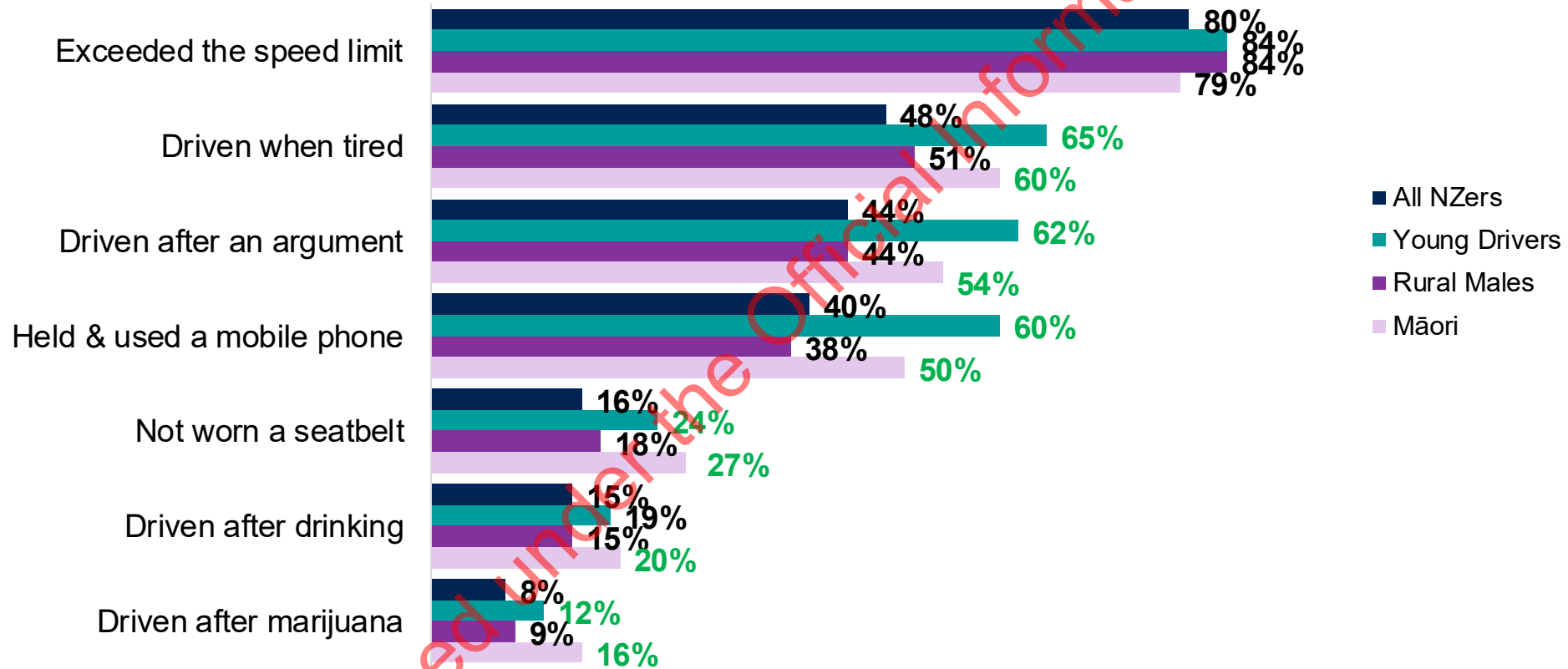
Green / Red indicates significantly higher / lower than the total / previous period

# UNSAFE BEHAVIOURS IN THE PAST MONTH



**Young drivers** are more likely to admit to having participated in all risky driving behaviours, apart from *exceeding the speed limit* and *driving after drinking*. **Māori** respondents are also more likely to admit to all risky behaviours except *speeding*. **Rural males** have similar levels as the total NZ population

% of New Zealanders who have... (at any time in the last month)



Green / Red indicates significantly higher / lower than the total

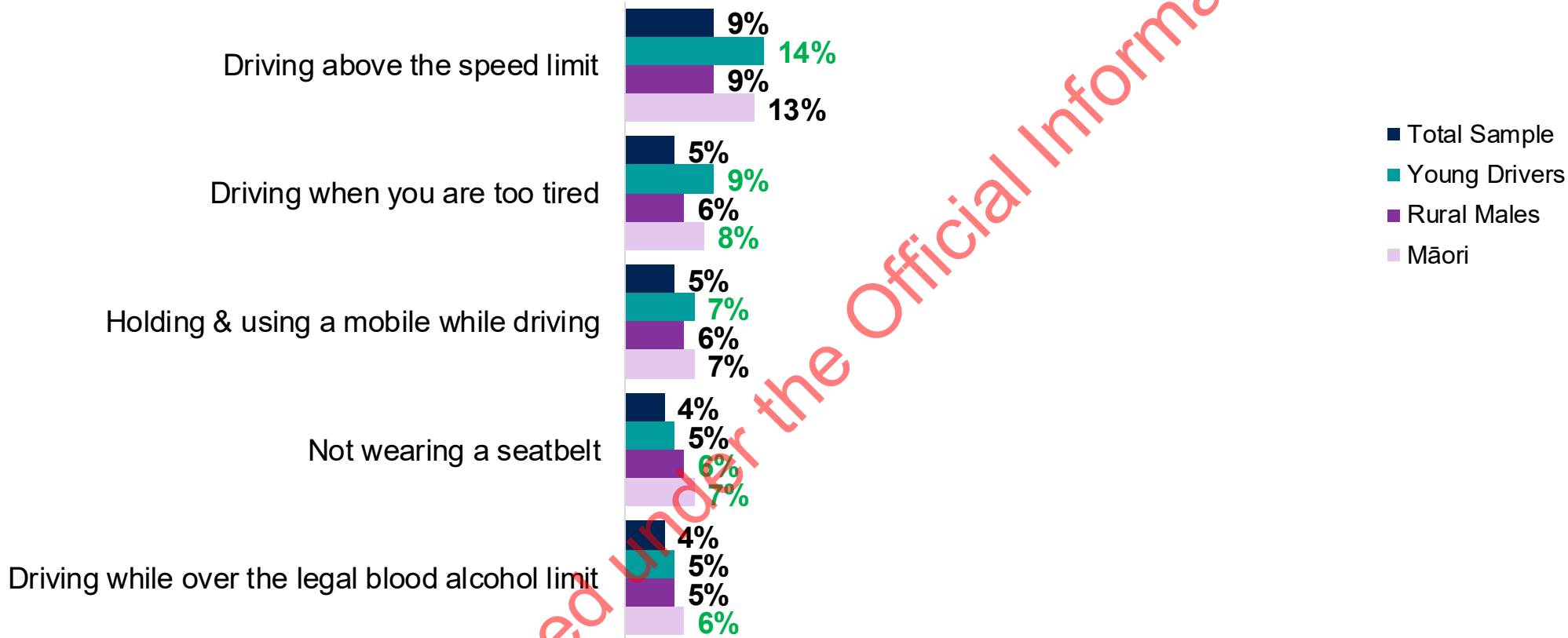
**Base:** Jan–Dec '23; Total sample (n=6,464), Young Drivers (n=1,926), Rural Males (n=714), Māori (n=947); Chart shows all those who have at least 'rarely' behaved in each manner. **COM-B 1:** When driving in the last month how often did you: Exceed the speed limit, even if by only a few kilometres per hour; Drive when tired, even though you were probably too tired to drive; Drive after having an argument or feeling angry; Hold and use a mobile phone; Drive soon after smoking marijuana. / **Q9b(iii):** Drive after drinking, even though you were probably over the legal blood alcohol limit.



# APPROVAL OF DANGEROUS BEHAVIOURS

Young drivers are more likely to admit to all risky behaviours except speeding and drinking while driving. Māori respondents believe others would approve of them *driving fatigued, not wearing a seatbelt or driving over the alcohol limit*. Rural males believe others would be fine with them *not wearing a seatbelt*

% of those important to you who would approve of you....



Green / Red indicates significantly higher / lower than the total

# SPEED – CHANCES OF GETTING CAUGHT SPEEDING

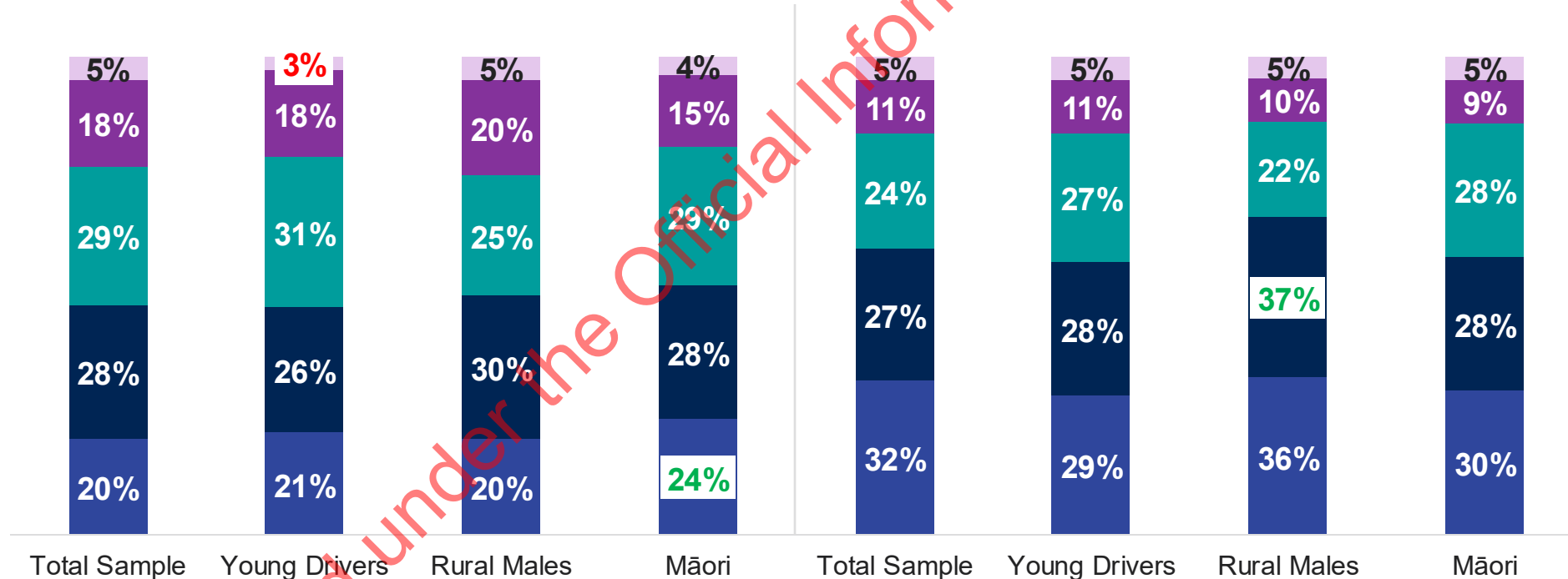
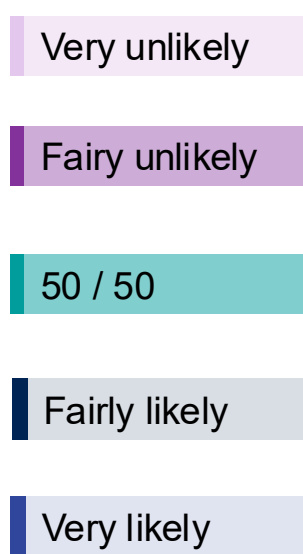
Māori respondents are more likely to think they have a chance of getting caught speeding at 105kph



Education & Marketing Ad Tracker

Likelihood – Speeding ticket for passing speed camera at 105kph

Likelihood – Speeding ticket for passing speed camera at 110kph



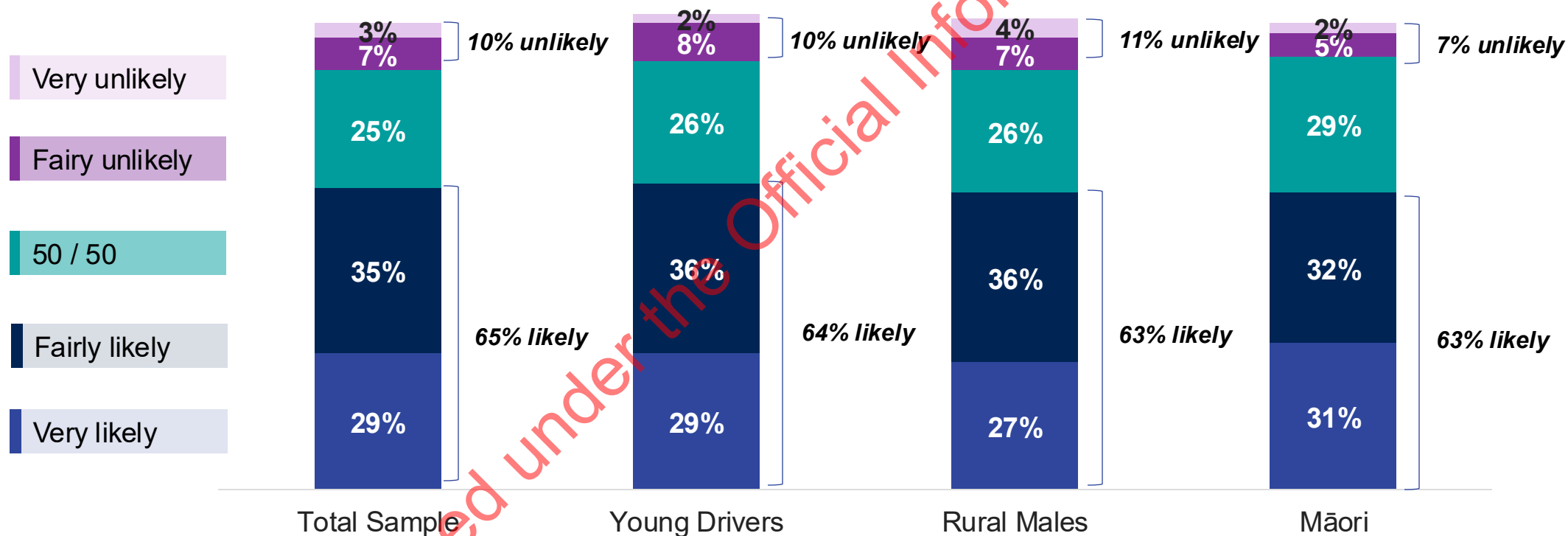
Green / Red indicates significantly higher / lower than the total

# SPEED – CHANCES INNOCENT PEOPLE WILL BE SERIOUSLY HURT



There is no variation among the different groups with the likelihood that innocent people will be seriously hurt in an accident with a speeding driver

Likelihood innocent people will be seriously hurt and have some permanent damage



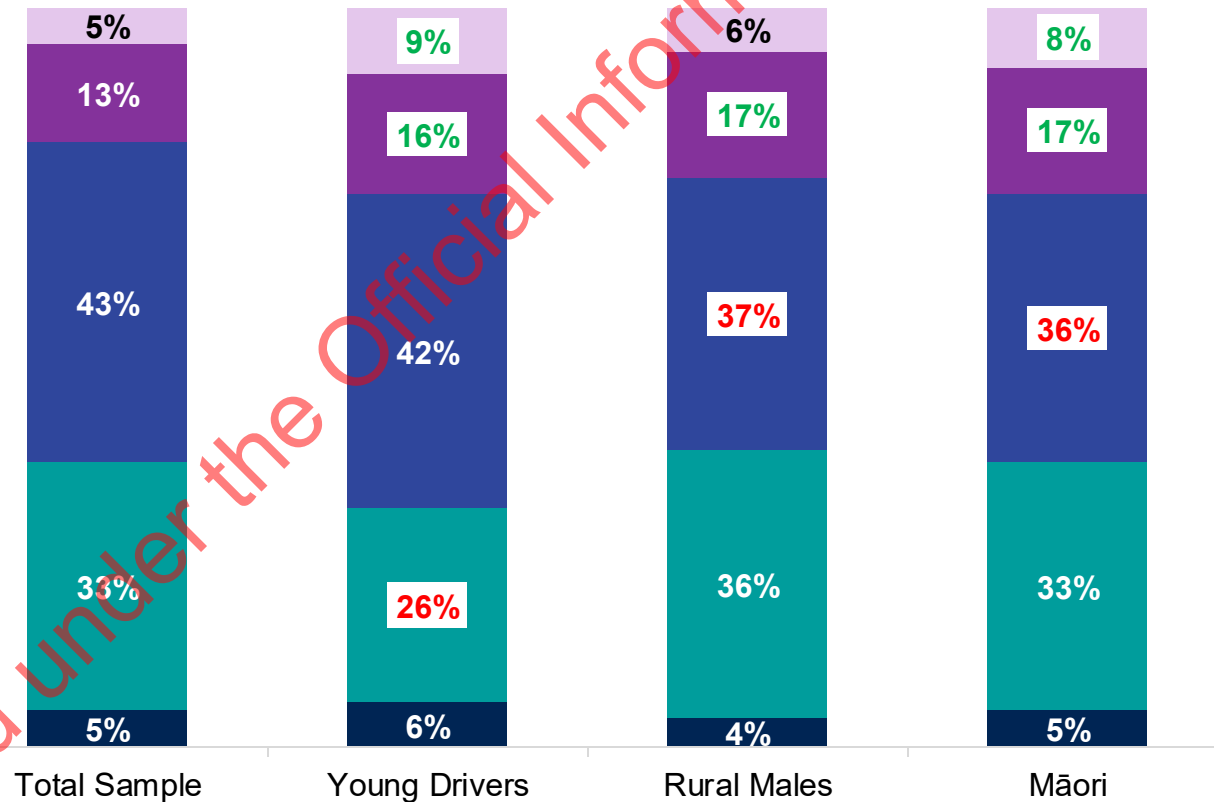
# SPEED – BEHAVIOURS ON THE OPEN ROAD

All three groups are more likely to say they try not to go over the speed limit



## Speed behaviour

- I usually stick to the speed limit, but sometimes do go over by a few kms, intentionally or unintentionally. I am uncomfortable travelling at high speed & will pull back when I get over 110k/h
- I believe the speed limit is the limit & try not to go over it
- I believe there are times when exceeding the speed limit does not affect road safety, when done within reason; I take a calculated approach to speeding & if conditions allow, I am comfortable driving up to 120k/h
- I enjoy the sensation of speed & for me driving at 110k/h is not always fast enough. I like to push it a little, when conditions allow for it
- I am very uncomfortable driving as fast as the speed limit



Green / Red indicates significantly higher / lower than the total



# PERCEPTIONS OF SPEED LIMITS

As with the total sample, perceptions are positive with the roads normally used – around three quarters in each group see them as being *about right*

Are the speed limits for these roads too high, too low or about right?

