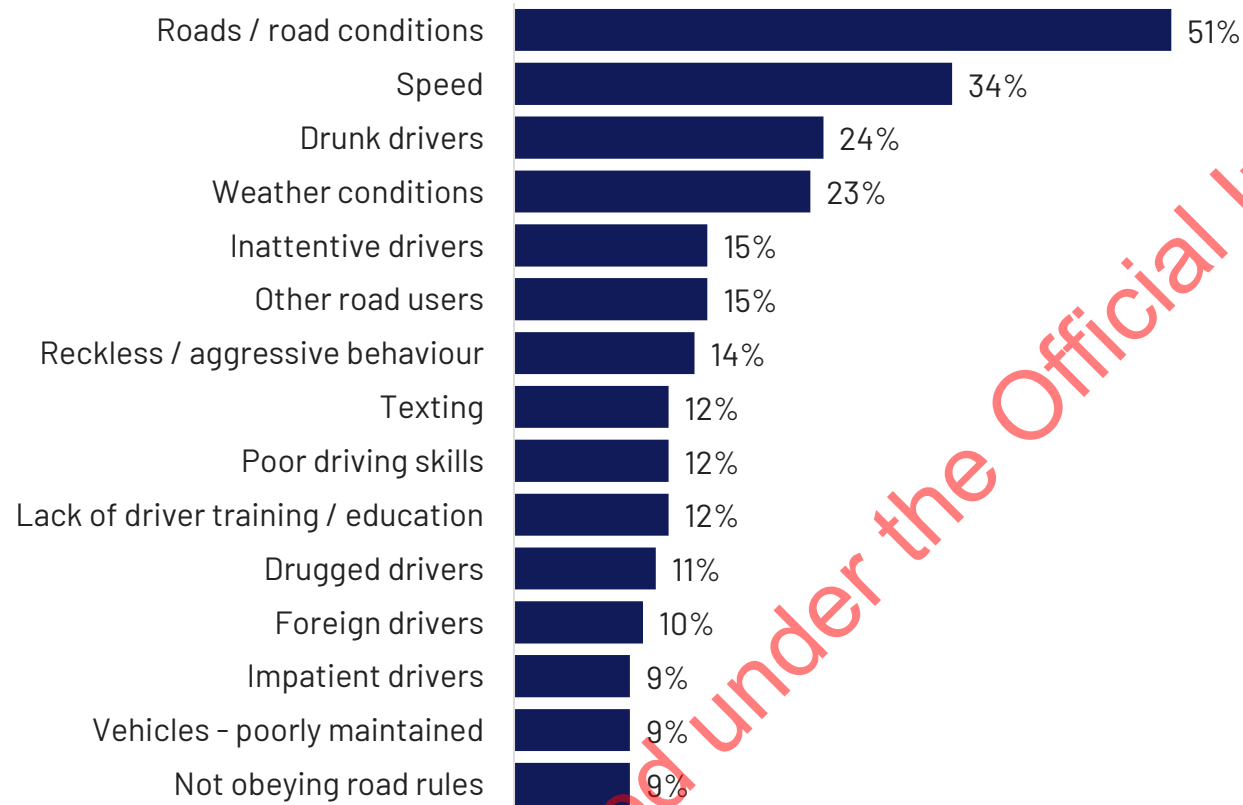


# ROAD SAFETY ATTITUDES & BEHAVIOURS

# What makes driving on NZ roads unsafe (1)

Following the pattern of the last 3 years, *road conditions* top the list of concerns for New Zealanders in winter. Other issues remain similar to last quarter. Speed is less of a concern for our youngest and most vulnerable drivers/riders.

What makes NZ roads unsafe



Road conditions	Speed	Drunk drivers
Significantly <u>more</u> likely to be (from) / have...		
<ul style="list-style-type: none"> <li>Multi-generational household* (<b>66%</b>)</li> <li>HHI \$100k+ (<b>56%</b>)</li> <li>NZ European (<b>55%</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Ages 55+ (<b>44%</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Living with parents (<b>33%</b>)</li> <li>Learners licence (<b>33%</b>)</li> <li>Restricted licence (<b>31%</b>)</li> <li>Asian (<b>30%</b>)</li> </ul>
Significantly <u>less</u> likely to be (from) / have...		
<ul style="list-style-type: none"> <li>Auckland (<b>46%</b>)</li> <li>HHI &lt;\$50k (<b>41%</b>)</li> <li>Asian (<b>40%</b>)</li> <li>Pacific Peoples* (<b>37%</b>)</li> <li>Learners licence (<b>36%</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Ages 25-34 (<b>28%</b>)</li> <li>Restricted licence (<b>26%</b>)</li> <li>Flatting (<b>26%</b>)</li> <li>Ages 16-24 (<b>26%</b>)</li> <li>Motorcyclists (<b>25%</b>)</li> <li>Learners licence (<b>23%</b>)</li> </ul>	

**Base:** Jul-Sep '25; Total sample (n=1,802). **\*Caution:** Low sample size (n<100), results indicative only.

**Q1bii:** In your opinion, what things do you think can make driving on NZ roads unsafe?

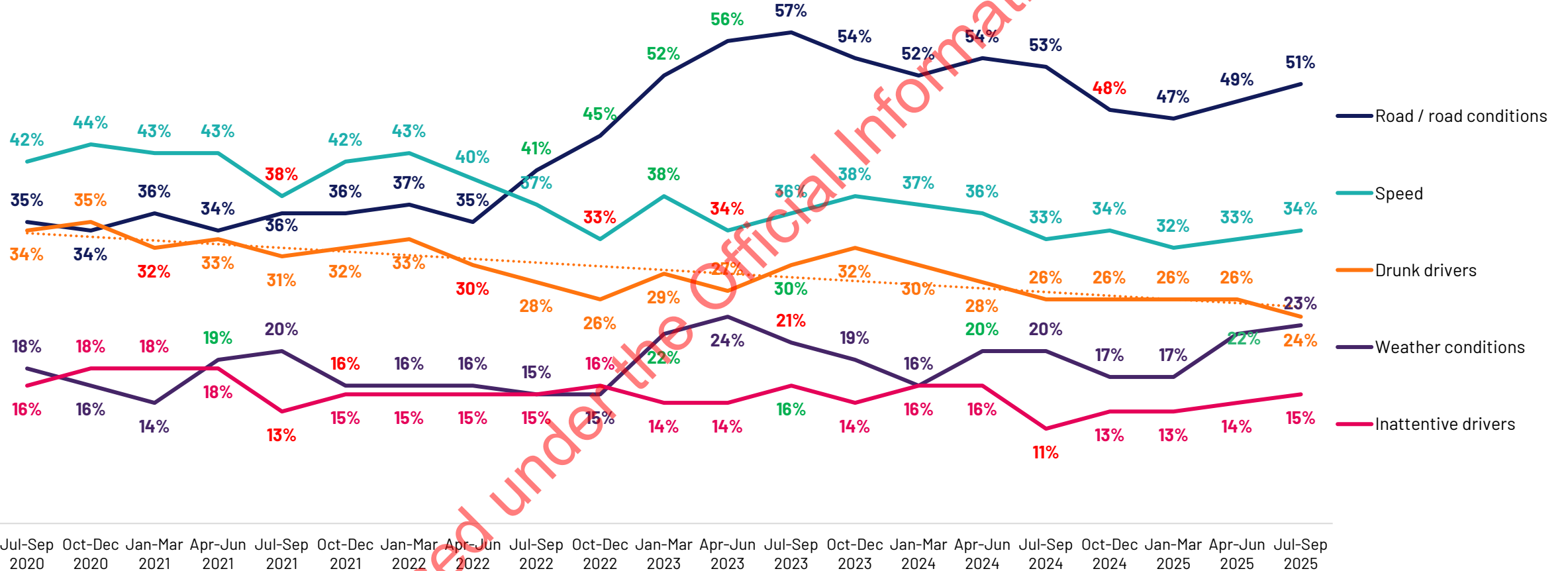
Green is sig. higher and Red is sig. lower than the previous quarter

Green is sig. higher and Red is sig. lower than the total sample

# What makes driving on NZ roads unsafe (2)

Concern about drunk drivers has dropped over the last 5 years, now at the same level as weather conditions.

### What makes driving on roads unsafe



Base: Quarterly; Total sample (Jul-Sep '25: n=1,802)

Q1bii: In your opinion, what things do you think can make driving on NZ roads unsafe?

© Ipsos | Ed & Mkt Ad Tracking Jul-Sep '25 | Version #1

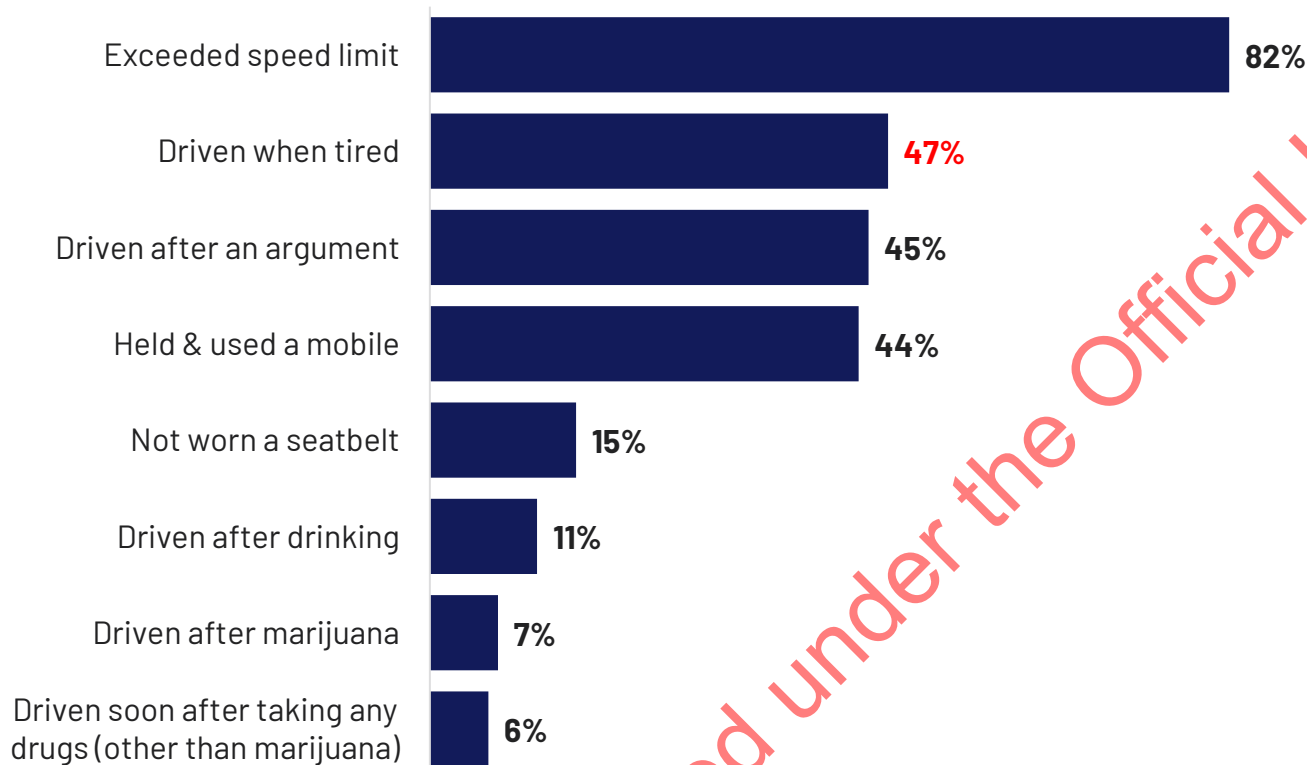


Green is sig. higher and Red is sig. lower than the previous quarter

# Unsafe driving behaviours | Previous month (1)

Most people have exceeded the speed limit at some point. Speeding (some/most/every time) is as common as driving tired, angry or distracted - almost 1 in 2 drivers say they do this. Other risky behaviours are more common for drivers aged 25-34.

When driving in the last month how often did you...? – % have at any time



Base: Jul-Sep '25; Total sample (n=1,802). \*Caution: Very low sample size (n<50), results indicative only.

COM-B 1: When driving in the last month how often did you...

Speeding	Distractions	Seatbelts
Significantly <u>more</u> likely to be (from) / have...		

- HHI \$100k+ (86%)
- NZ European (86%)
- Full licence (85%)

- Ages 25-34 (58%)
- Ages 16-24 (57%)
- Māori (56%)
- Restricted licence (56%)
- Pacific Peoples (56%)
- HHI \$100k+ (52%)
- Ages 35-44 (52%)
- Auckland (49%)

- Learners licence (25%)
- Māori (22%)
- HHI <\$50k (21%)
- Motorcyclists (21%)
- Ages 25-34 (19%)
- Male (18%)

Drink driving	Marijuana	Drugs (other than marijuana)
Significantly <u>more</u> likely to be (from) / have...		

- Māori (17%)
- Ages 25-34 (16%)
- Motorcyclists (18%)
- Male (15%)
- Auckland (15%)

- Nelson / Marlborough\* (17%)
- Learners licence (14%)
- Motorcyclists (15%)
- Ages 25-34 (12%)
- Restricted licence (12%)
- Māori (12%)
- Ages 35-44 (11%)
- Male (10%)

- Motorcyclists (13%)
- Learners licence (12%)
- Ages 25-34 (11%)
- Waikato (11%)
- Māori (10%)
- Male (8%)

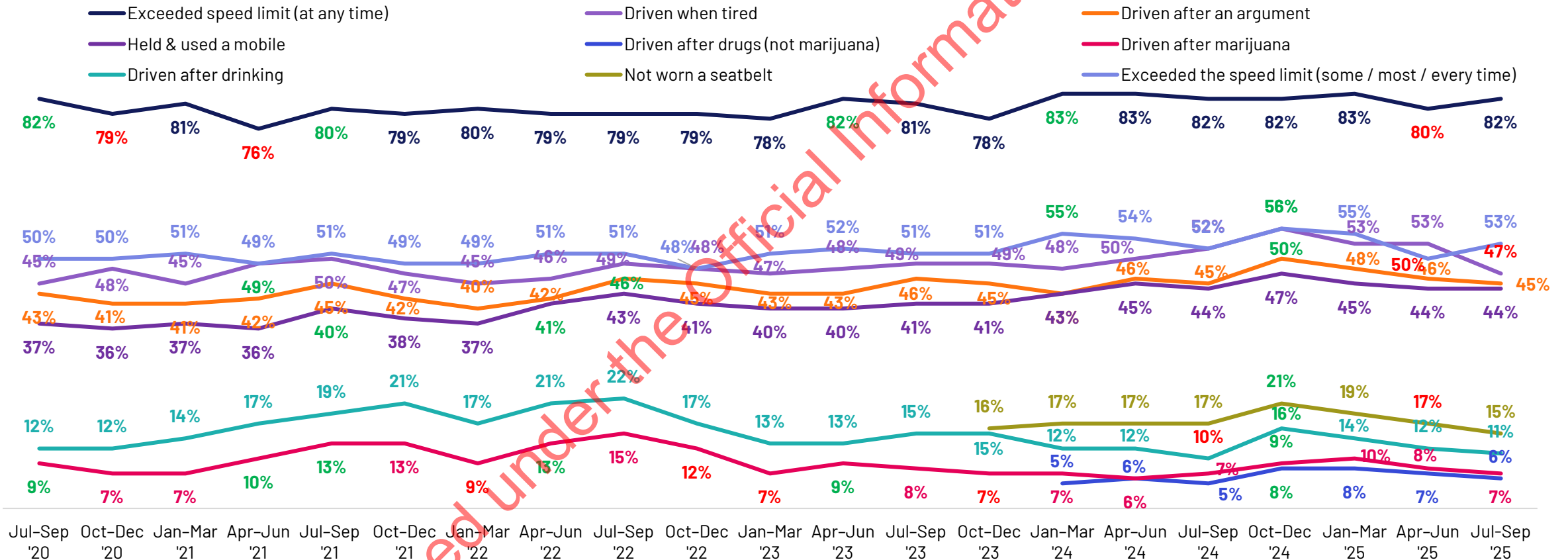
Green is sig. higher and Red is sig. lower than the total



# Unsafe driving behaviours | Previous month (2)

Risky driving behaviours are mostly steady, with a noticeable improvement in seatbelts wearing and drink driving after a peak last year.

When driving in the last month how often did you...? – % have at any time...



Base: Quarterly; Total sample (Jul-Sep '25: n=1,802)

COM-B 1: When driving in the last month how often did you...

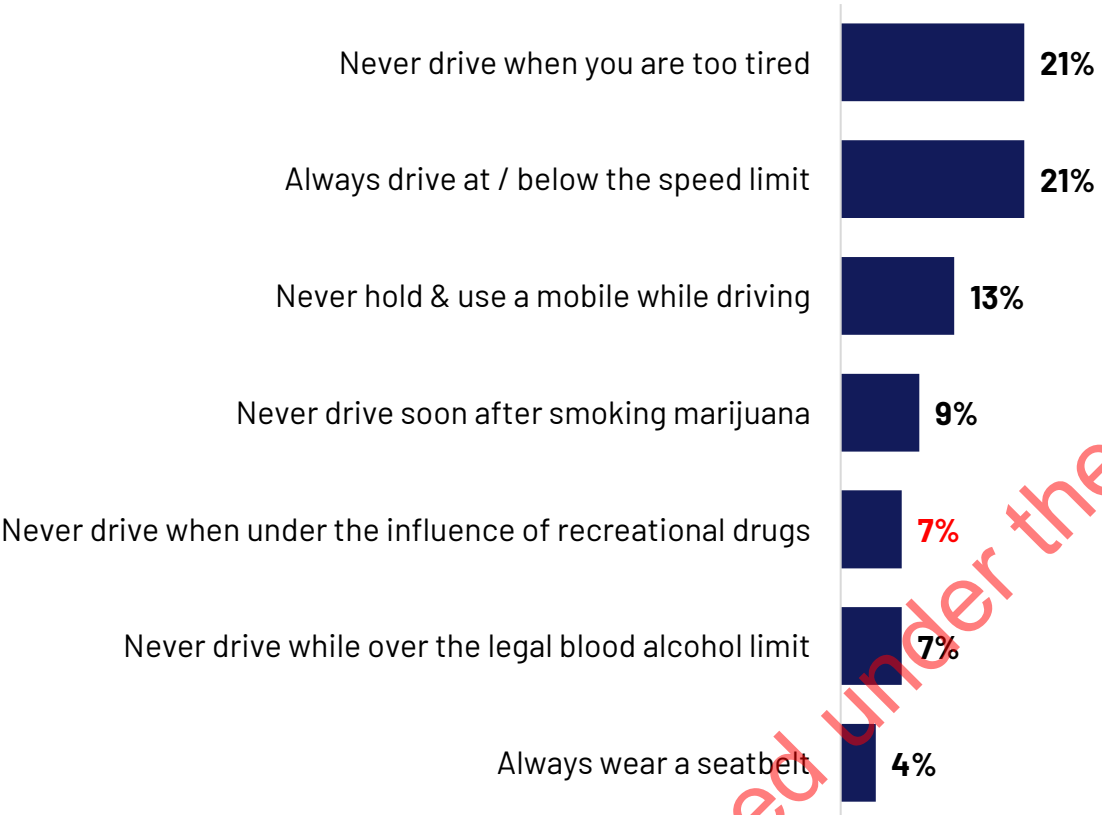


Green is sig. higher and Red is sig. lower than the previous quarter

# Difficulty of safe behaviour (1)

While 1 in 10 males and motorcyclists say it's difficult to avoid driving after taking recreational drugs, this has dropped from last quarter and fewer drivers overall say it's difficult (down from 9%).

Assuming you wanted to, how difficult would it be for you to do each of the following? – % of those find it difficult to...



Speeding	Distractions	Seatbelts
Significantly <u>more</u> likely to be (from) / have...		

- Ages 25-34 (19%)

- Learners licence (9%)
- Motorcyclists (7%)
- Male (6%)
- Ages 25-34 (6%)

No groups significantly more likely to say 'difficult'

Drink driving	Marijuana	Drugs (other than marijuana)
Significantly <u>more</u> likely to be (from) / have...		

- Motorcyclists (11%)
- Male (10%)

- Pacific Peoples (16%)
- HHI <\$50k (12%)

- HHI <\$50k (12%)
- Motorcyclists (10%)
- Male (10%)

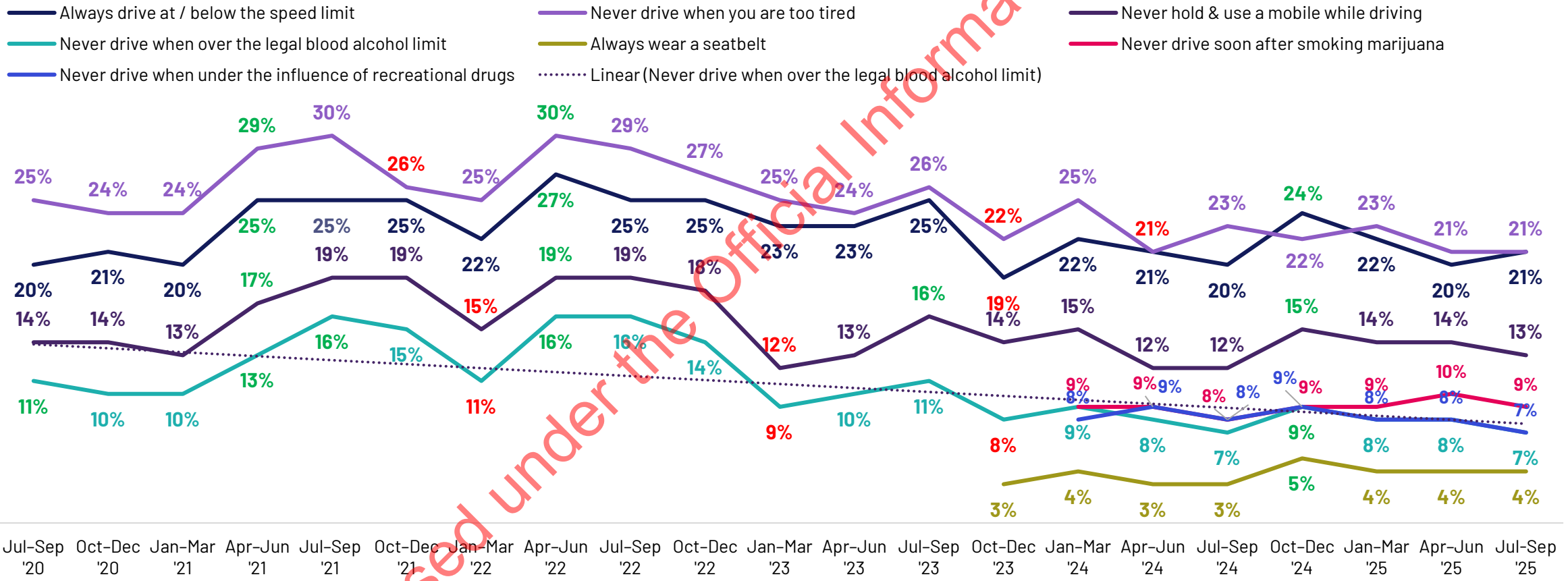
Base: July-Sep '25: Total sample (n=1,802). \*Caution: Very low sample size (n<50), results indicative only.

COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following?

# Difficulty of safe behaviour (2)

Fewer people say it's difficult to never drive drunk compared to 5 years ago. It's now more difficult for people to avoid driving soon after smoking marijuana.

Assuming you wanted to, how difficult would it be for you to do each of the following? – % of those find it difficult to...



Base: Quarterly; Total sample (Jul-Sep '25: n=1,802)

COM-B5: Assuming you wanted to, how difficult would it be for you to do each of the following?

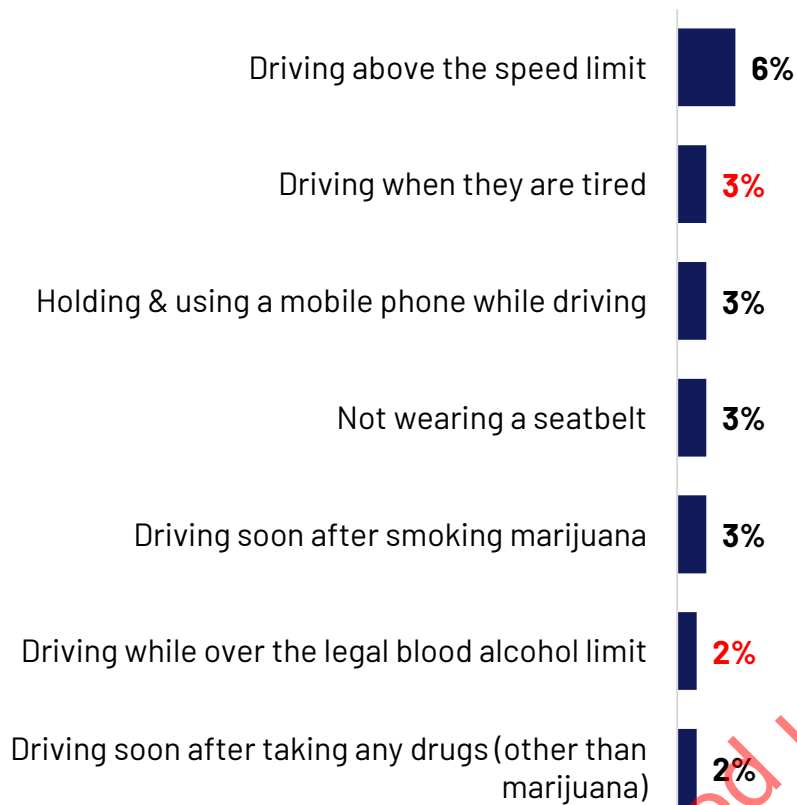


Green is sig. higher and Red is sig. lower than the previous quarter

# Approval of unsafe driving behaviours (1)

Reflecting a downward trend in self-reported drink driving, approval of others driving drunk has fallen significantly this quarter (from 4%).

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



Speeding	Distractions	Seatbelts
Significantly <u>more</u> likely to be (from) / have...		

- Otago\* (12%)
- Ages 16-24 (12%)
- Restricted licence (11%)
- Learners licence (11%)

- Learners licence (7%)
- Ages 25-34 (5%)

- Learners licence (8%)
- Motorcyclists (6%)
- Ages 25-34 (5%)
- Ages 35-44 (5%)

Drink driving	Marijuana	Drugs (other than marijuana)
Significantly <u>more</u> likely to be (from) / have...		

- Learners licence (6%)
- Waikato\* (6%)
- Motorcyclists (5%)
- Ages 25-34 (5%)
- Māori (5%)

- Learners licence (8%)
- Ages 25-34 (6%)
- Motorcyclists (5%)

- Learners licence (8%)

Base: Jul-Sep '25; Total sample (n=1,802). \*Caution: Low sample size (n<100), results indicative only.

COM-B 6x: Would you disapprove or approve if people important to you did the following?

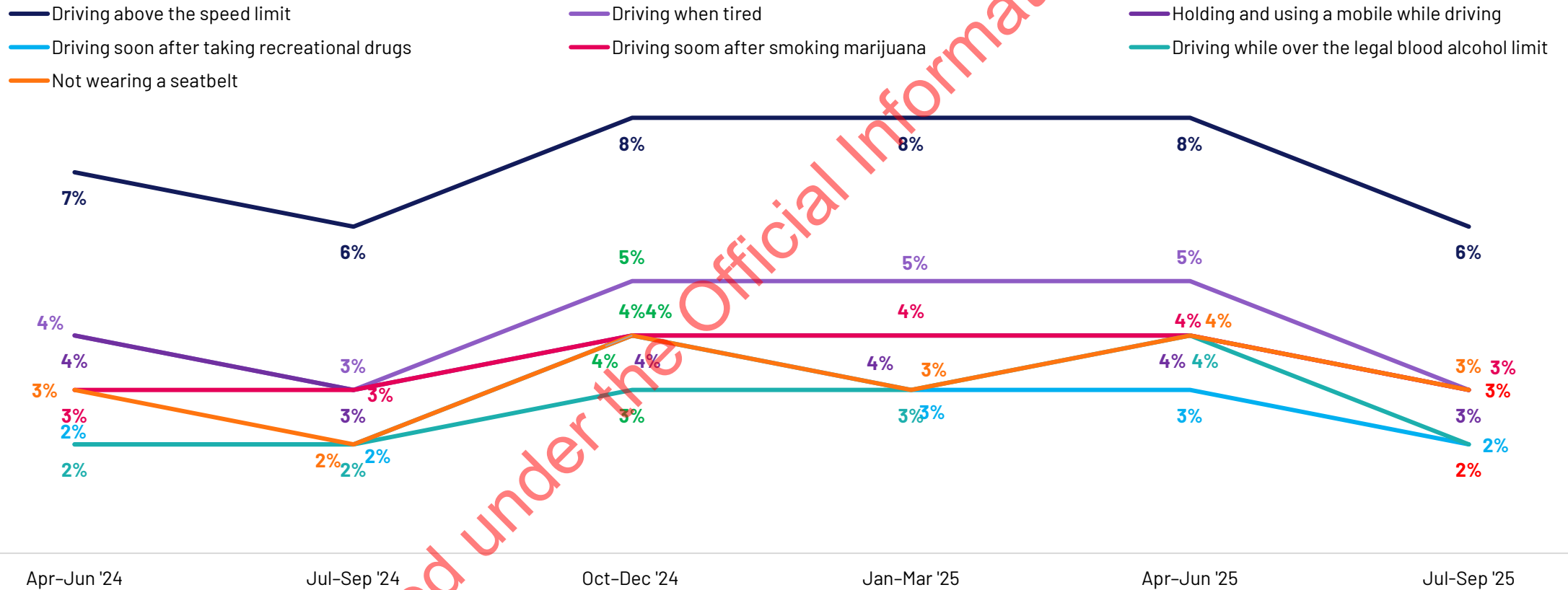
Green is sig. higher and Red is sig. lower than the previous quarter

Green is sig. higher and Red is sig. lower than the total

# Approval of unsafe driving behaviours (2)

Speeding remains the most tolerated behaviour, at the same level as this time last year.

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



Base: Quarterly; Total sample (Jul-Sep '25: n=1,802)

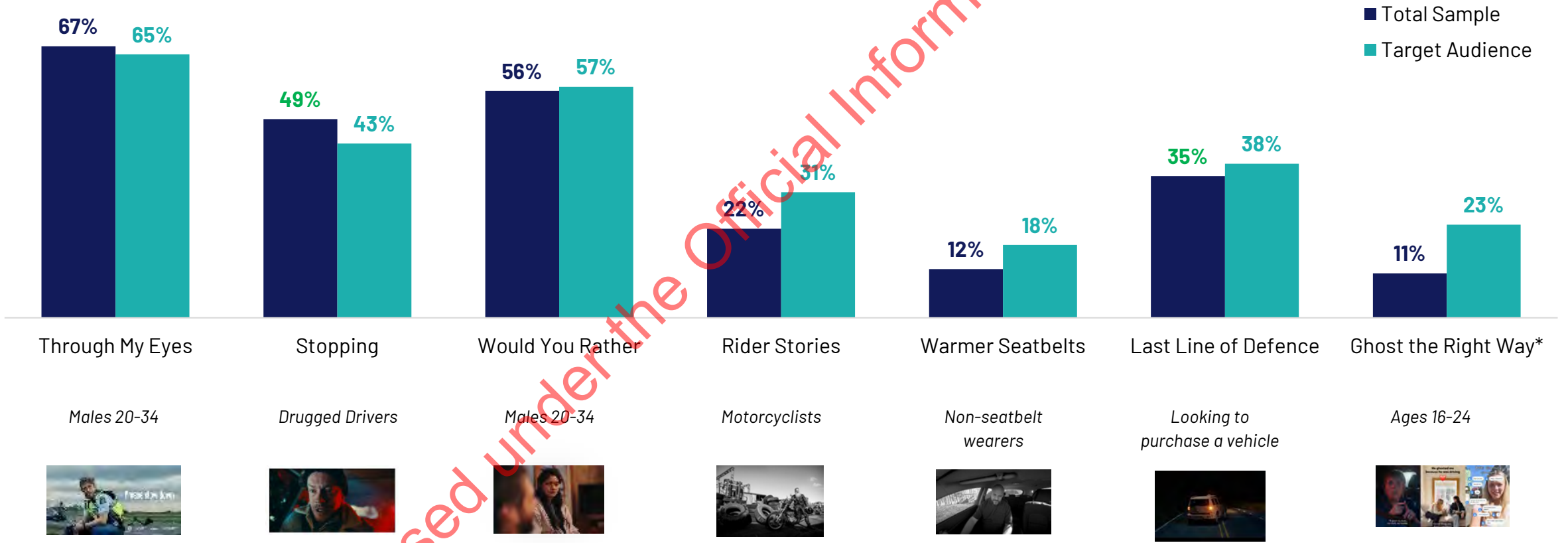
COM-B 6x: Would you disapprove or approve if people important to you did the following?

Green is sig. higher and Red is sig. lower than the previous quarter

# Campaign Awareness Overview

The mature campaigns of *Through My Eyes* and *Would You Rather* have the highest prompted awareness among both the total sample and their target audiences. *Stopping* has seen a significant increase for the second quarter in a row with the general public.

## Prompted Awareness



**Base:** Jul-Sep '25; Total Sample - Stream 1 (n=906), Stream 2 (n=896), Males 20-34 - Stream 1 (n=193), Males 20-34 - Stream 2 (n=177), Drugged drivers (n=195), Motorcyclists (n=314), Non-seatbelt wearers (n=282), Looking to purchase a vehicle (n=362), Ages 16-24 (n=245)

**Ad 1.0:** Here are some images you may have seen or heard on TV, online, or elsewhere. Do you recall seeing any of these particular advertisements before? **\*Note:** Based on Apr-Sep '25 data  
© Ipsos | Ed & Mkt Ad Tracking Jul-Sep '25 | Version #1



Green is sig. higher and Red is sig. lower than the previous quarter

Released under the Official Information Act 1982

# Road safety attitudes & behaviours | Overview

New Zealanders still see the **conditions of the roads** as the main reason for them being unsafe, with this increasing throughout 2025.

Driver behaviour is less top-of-mind and declining over time as a concern. **Speed** is the highest of the driver behaviours, followed by drunk drivers and inattentive drivers.

Drugged drivers are in 11<sup>th</sup> place on the list of contributors to unsafe roads.

There's been little change in the prevalence of risky behaviours this quarter, except for driving tired.

Since a peak in unsafe behaviours at the end of last year, drunk driving and not wearing a seatbelt have dropped back to previous levels.

Fewer people say it's difficult to never drive drunk and approval of others driving over the alcohol limit has also dropped.

There is little approval amongst the general public for unsafe behaviours – the vast majority don't approve of others driving under the influence of alcohol or drugs, or unrestrained.

They have slightly more tolerance for speeding however, and younger drivers have more tolerance for all risky behaviours.

