

Speed behaviour overall

Released under the Official Information Act 1982

Overview of speeding behaviours and attitudes in NZ

Despite knowing that speed is one of the biggest risks on our roads, most NZ drivers admit to having driven over the speed limit in the last month. It is the most prevalent of all risky driving behaviours. Young male drivers (aged 16–24) are significantly more likely to speed, and less likely to recognise the associated risk.

- Despite the slow downward trend over the last 10 years in the number of New Zealanders admitting to have exceeded the speed limit, speeding is still the most widespread unsafe driving behaviour. 83% of NZ drivers claim to have exceeded the speed limit in the past month, with 16% claiming to speed every or most times they drive.
- Even though the majority of NZ drivers admit to speeding, it is not from a lack of awareness of consequence, they are generally aware of the risk it poses on our roads. In addition, there doesn't appear to be an issue with speed being a socially acceptable behaviour, as just a small proportion of the population (7%) think others would approve of their speeding.
- The majority of NZ drivers agree that anything over the speed limit is considered as speeding. However, one in five (21%) drivers claim they find it difficult to always drive within the speed limit.
- Young drivers, and in particular young males, are of particular concern when it comes to speeding. There is more social acceptance amongst this group (both genders) and lower acknowledgment of the risk involved (especially for young males):
 - In terms of social norms, around a third of young people believe most people speed ("the majority of people drive at 110 kph or more"). One in ten young people believe others would approve of them exceeding the speed limit, which increases to one in five for young males
 - Young males, in particular, also have lower awareness of the risk of speeding; they are significantly less likely to believe the higher the speed you are travelling, the more likely someone is injured or killed
 - The lower level of social pressure and awareness of risk leads to poor attitudes towards speeding, with young drivers less likely to consider anything over the limit as speeding and young males are more likely to believe that it is acceptable to drive 5 or 10 km/h over the speed limit
 - So, it is therefore not surprising that we see more young people admitting to frequent speeding behaviours, with young males also more likely to struggle to keep within the limit. In fact, younger drivers in general are more likely to enjoy the sensation of speed
 - Despite all this, there is a higher belief among young drivers that people driving over the limit are likely to get a ticket.

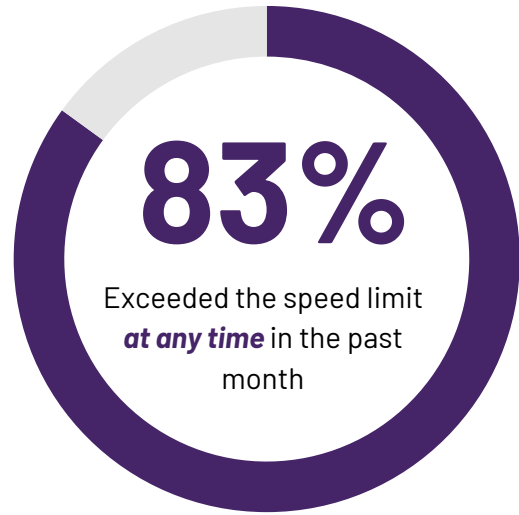
Implications for NZTA

While all NZ drivers admit to speeding, most do not struggle to stay within the speed limits. However, there is a culture of more frequent speeding among young drivers (16–24) and in particular young males.

Speed campaigns should aim to target young drivers (especially males), with a focus on increasing awareness of the risks of speed and working towards reducing the social acceptance of speeding in this age group.

It could also be possible to leverage their beliefs around having higher chances of getting caught.

An overall picture of speed



Those **more** likely to have sped:

- Māori (**87%**)

Those **less** likely to have sped:

- Asian (**75%**)

Exceeded the speed limit at any time in the past month

16%

Have **every / most** times

Significantly **more** likely to be:

- Ages 16-24 (**29%**)
- HHI \$15k-\$20k* (**24%**)
- Ages 25-34 (**21%**)
- HHI \$100k+ (**20%**)

46%

Have **rarely / never** sped

Significantly **more** likely to be:

- Northland* (**59%**)
- Hawke's Bay* (**59%**)
- HHI \$30k-\$40k (**58%**)
- Ages 55+ (**54%**)
- Asian (**54%**)
- HHI \$20k-\$30k (**54%**)
- HHI \$90k-\$100k (**51%**)

21%

Would find it **difficult** to always drive at / below the speed limit

Significantly **more** likely to be:

- Young males (**37%**)
- Ages 16-24 (**26%**)
- European males (**25%**)
- Male (**24%**)

7%

Think **others would approve** of their exceeding the speed limit

Significantly **more** likely to be:

- Young males (**20%**)
- Ages 16-24 (**11%**)
- Ages 25-34 (**12%**)

7%

I would **approve of others'** exceeding the speed limit

Significantly **more** likely to be:

- Ages 16-24 (**12%**)
- Ages 25-34 (**12%**)
- NZ Māori (**11%**)

Base: Jan-Jun '24; Total sample (n=3,030). ***Caution:** Low base size (n<100)

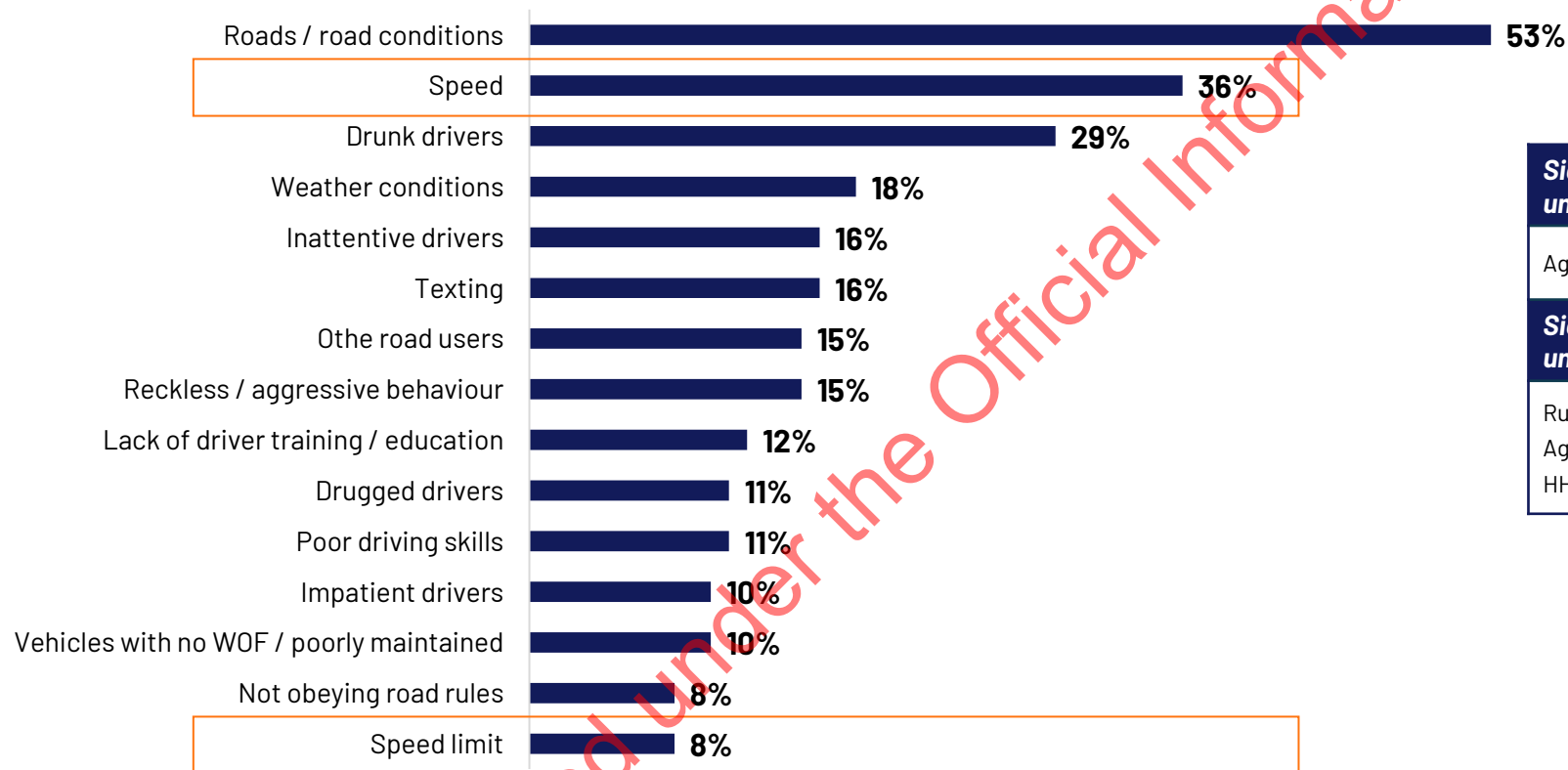
COM-B.1: When driving in the last month, how often did you...? / **COM-B.5:** Assuming you wanted to, how difficult would it be for you to do each of the following? / **COM-B.6:** We would like you to think about whether most of the people who are important to you would approve or disapprove of you doing particular things when driving / **COM-B.6x:** Would you disapprove or approve if people important to you did the following?



What makes driving on NZ roads unsafe?

While *road conditions* is still the no. 1 factor making NZ roads unsafe, *speed* comes in at no.2.

What makes driving on NZ roads unsafe?



Significantly <u>more</u> likely to state speed makes roads unsafe:	
Ages 55+ (44%)	
Significantly <u>less</u> likely to state speed makes roads unsafe:	
Rural (31%)	Waikato (27%)
Ages 25-24 (30%)	Ages 16-24 (25%)
HHI \$80k-\$90k (28%)	HHI \$15k-\$20k* (25%)

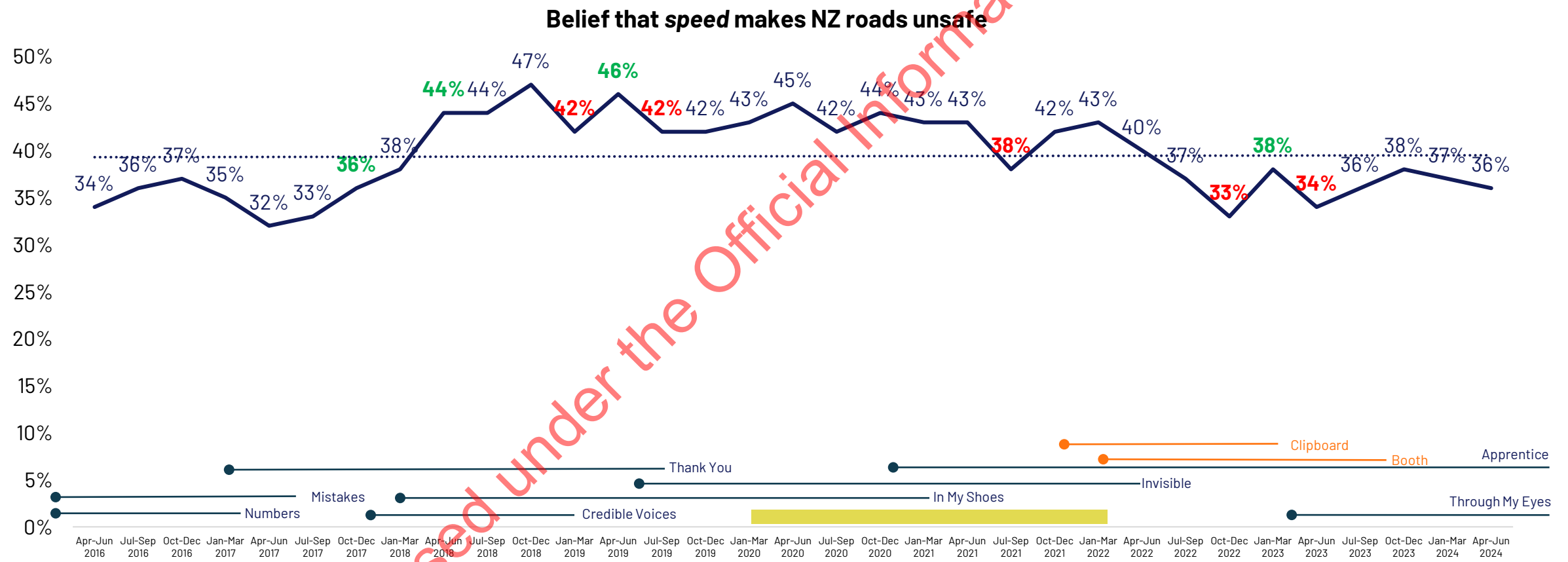
Base: Jan-Jun '24; Total sample (n=3,030). *Caution: Low base size (n<100).

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



Speed as a concern over time

Consideration that speed makes NZ roads unsafe has declined somewhat over time. However, we see that this pattern follows a seasonal trend, most likely to be lower in autumn & higher in summer.



Base: Quarterly; Total sample (n=1,316-1,840)
Q1bii: In your opinion, what things do you think can make driving on NZ roads unsafe?

Unite against COVID-19 (2020)

COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22

Auckland Anniversary Floods 27 Jan '23 - 2 Feb 2023.
Cyclone Gabrielle 5 Feb- 11 Feb '23.

Released under the Official Information Act 1982

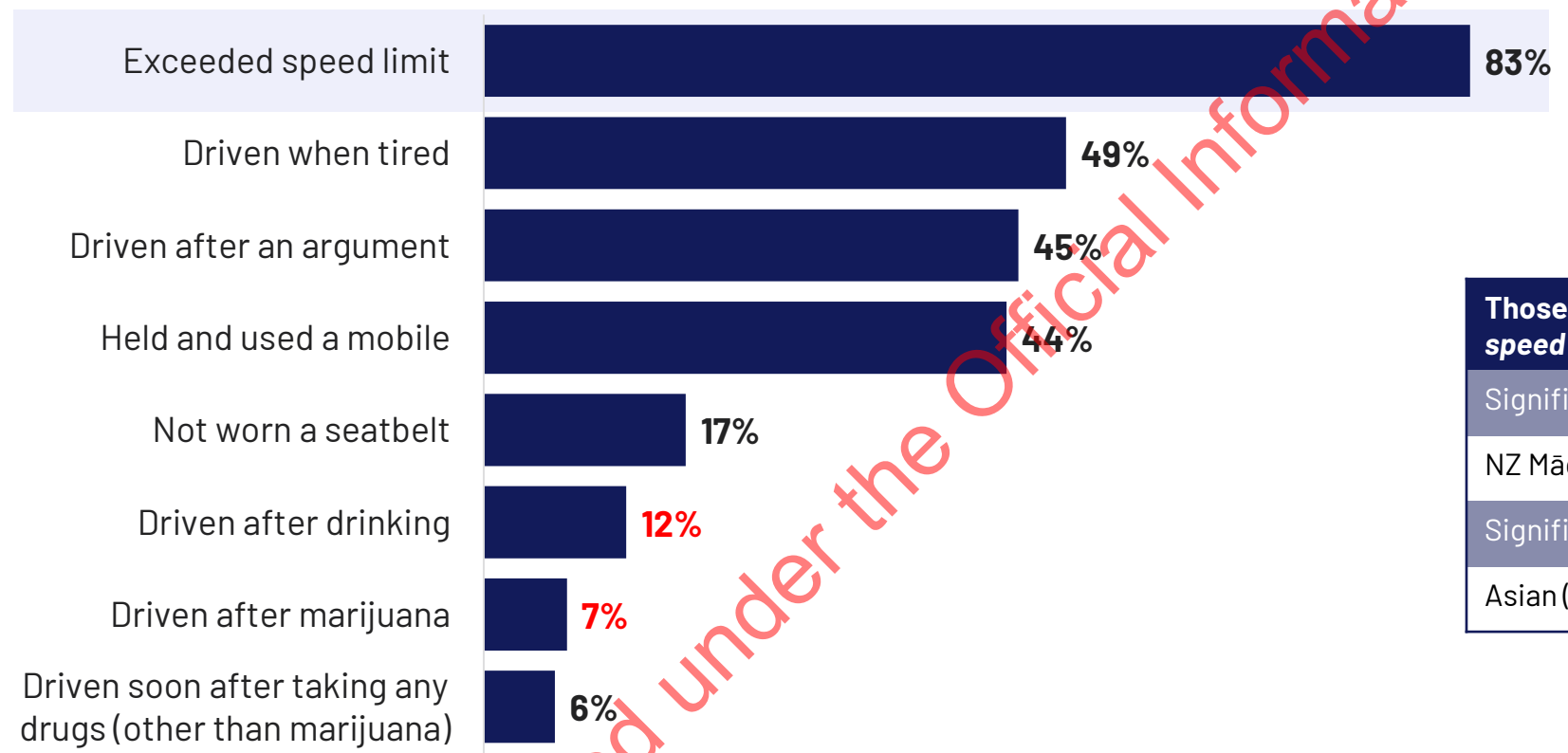
Green is sig. higher and Red is sig. lower than the previous quarter



Speeding among other behaviours

Compared to other unsafe driving behaviours, *exceeding the speed limit* is the most common behaviour.

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



Those who have (at any time) exceeded the speed limit	
Significantly <u>more</u> likely to be...	
NZ Māori	(87%)
Significantly <u>less</u> likely to be...	
Asian	(75%)

Base: Jan-Jun '24; Total sample (n=3,030)

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



Released under the Official Information Act 1982

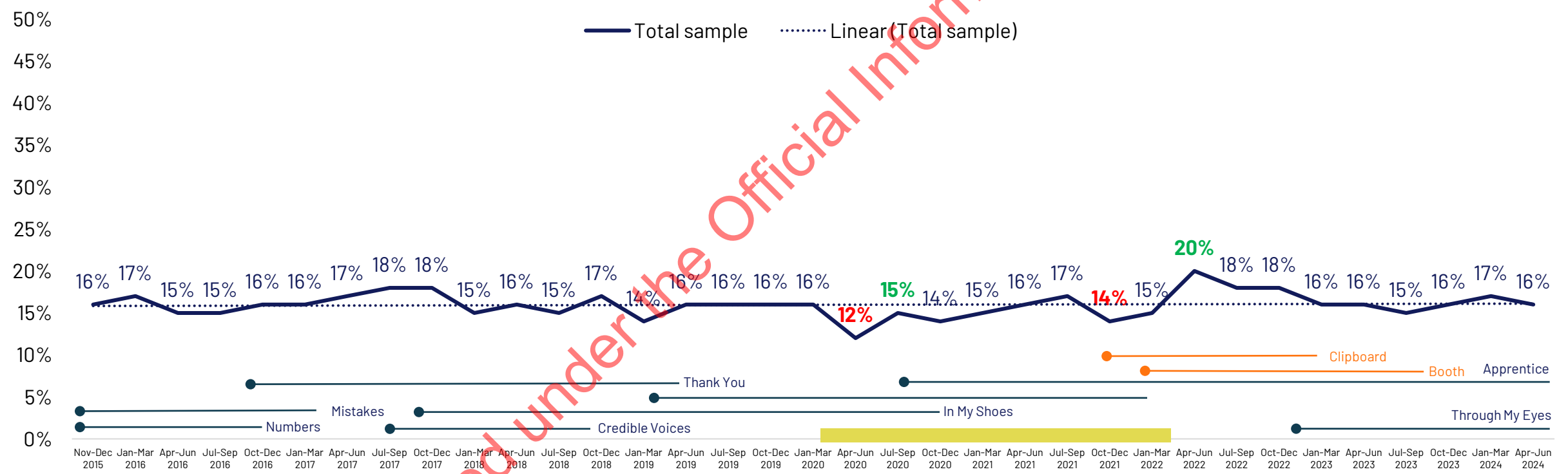
Green is sig. higher and Red is sig. lower than the previous quarter / total



General attitudes around speeding

Over time, exceeding the speed limit every / most times in the past month has remained relatively stable.

Frequent speeders – Have every / most times exceeded the speed limit in past month – by quarter



Base: Quarterly; Total sample (n=1,316-1,840)

COM-B1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour?]



COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22



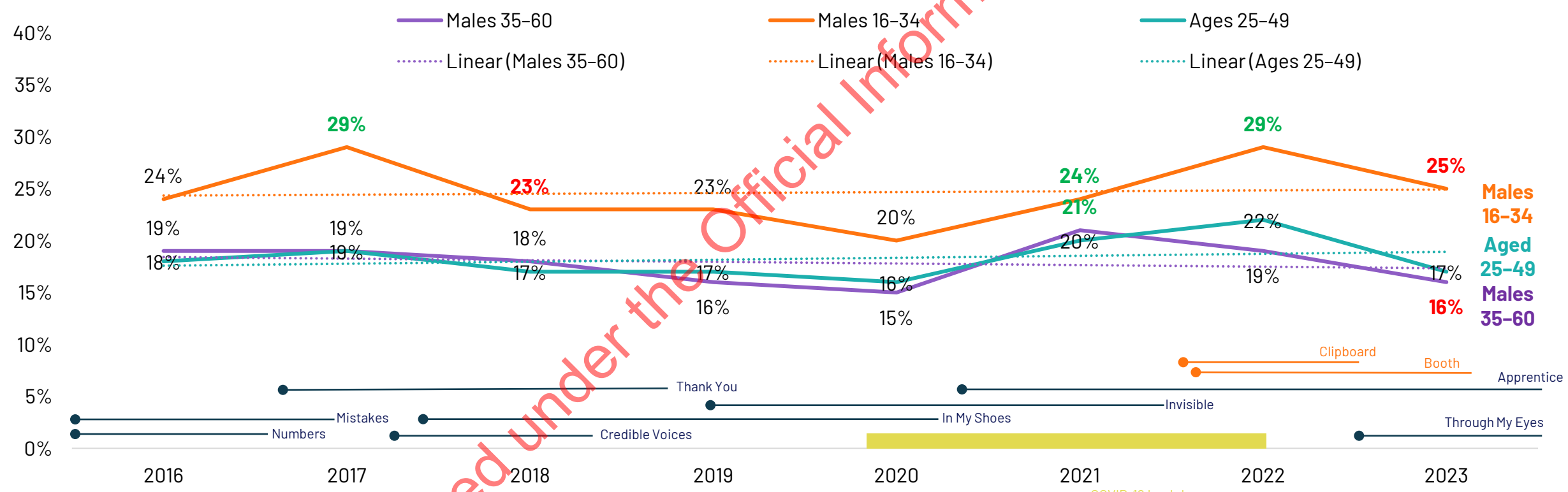
Green is sig. higher and Red is sig. lower than the previous quarter



General attitudes around speeding

In terms of speed target audiences, exceeding the speed limit every / most times in the past month has also remained relatively stable.

Frequent speeders - Have every / most times exceed the speed limit in past month - by year



Base: Yearly; Males 16-34 (n=1,050-1,473), Males 35-60 (n=964-1,374), Ages 25-49 (n=1,818-2,693)
COM-B 1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour]?



Released under the Official Information Act 1982

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

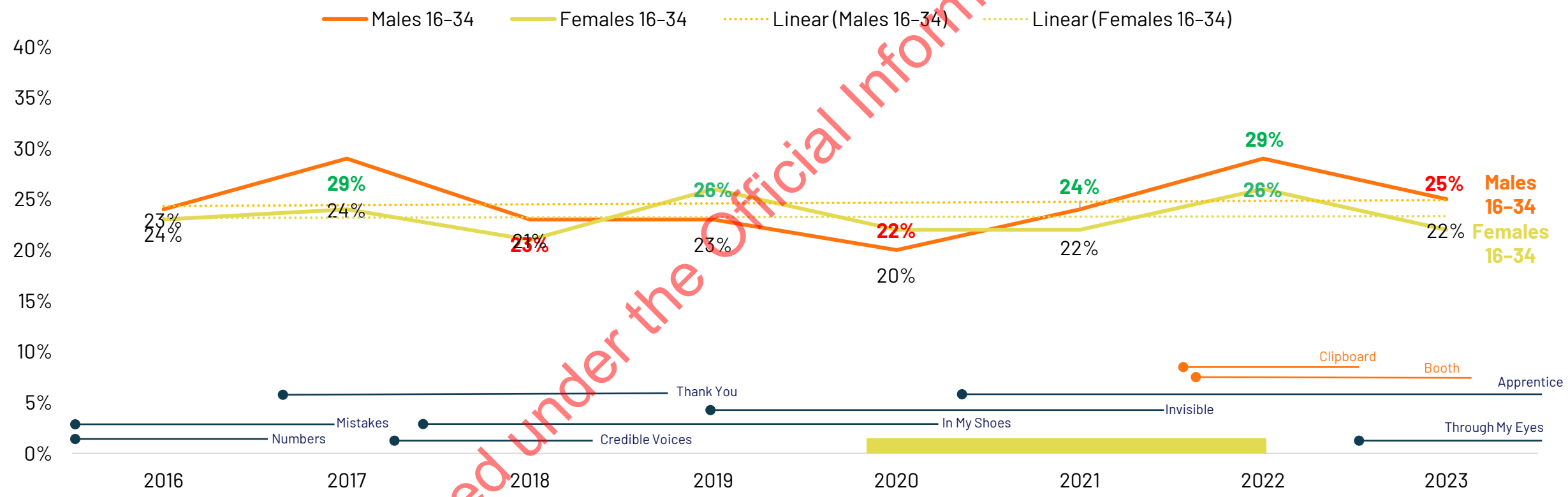
COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22



General attitudes around speeding

Young males are slightly more likely to admit to being frequent speeders in the past month compared to young females.

Frequent speeders – Have every / most times exceeded the speed limit in past month – by year



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

Base: Yearly; Males 16-34 (n=1,050-1,473), Females 16-34 (n=1,509-1,784)
COM-B 1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour]?

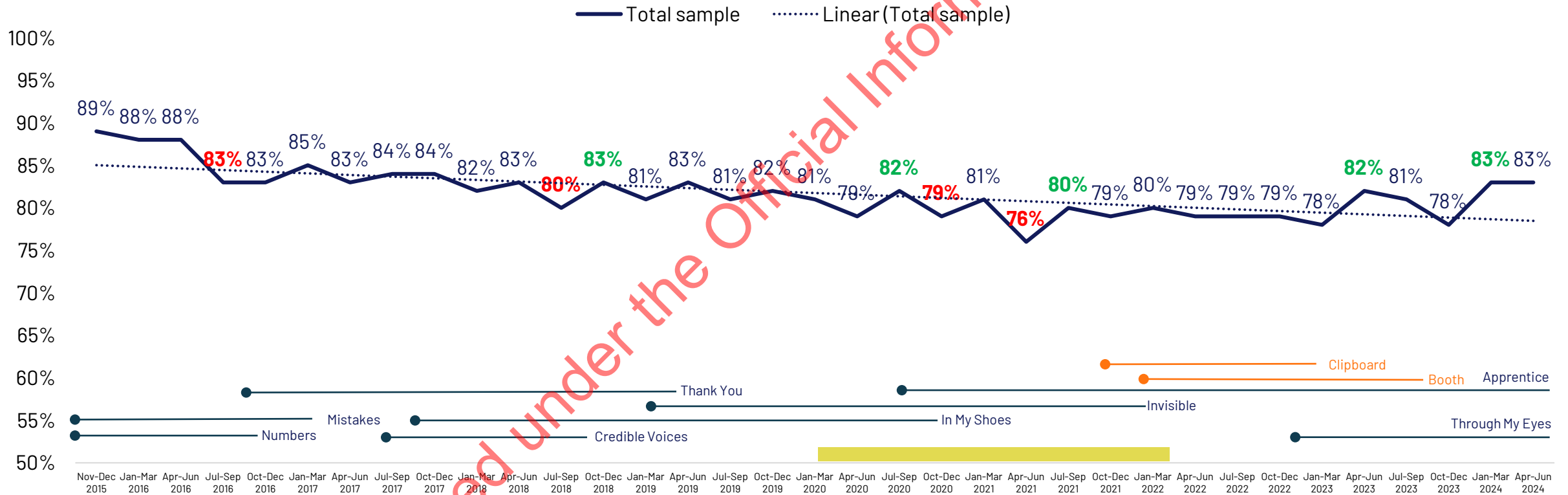


General attitudes around speeding

Exceeding the speed limit *at any time* has decreased over time amongst the total population.



Have at any time exceeded the speed limit in the past month – by quarter



Base: Quarterly; Total sample (n=1,316-1,840)

COM-B 1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour?]



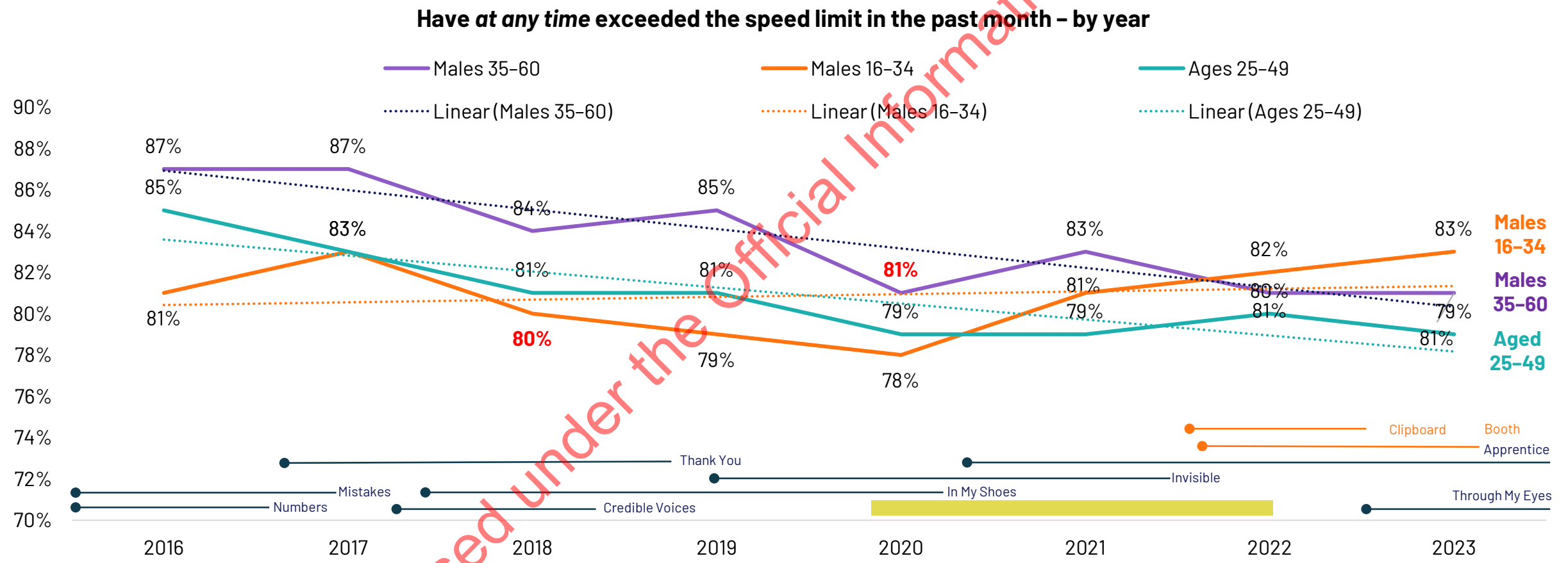
COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22

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



General attitudes around speeding

Exceeding the speed limit *at any time* has decreased amongst middle-aged males, although has remained relatively stable amongst young males.



Base: Yearly; Males 16-34 (n=1,050-1,473), Males 35-60 (n=964-1,374), Ages 25-49 (n=1,818-2,693)

COM-B 1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour]?



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22



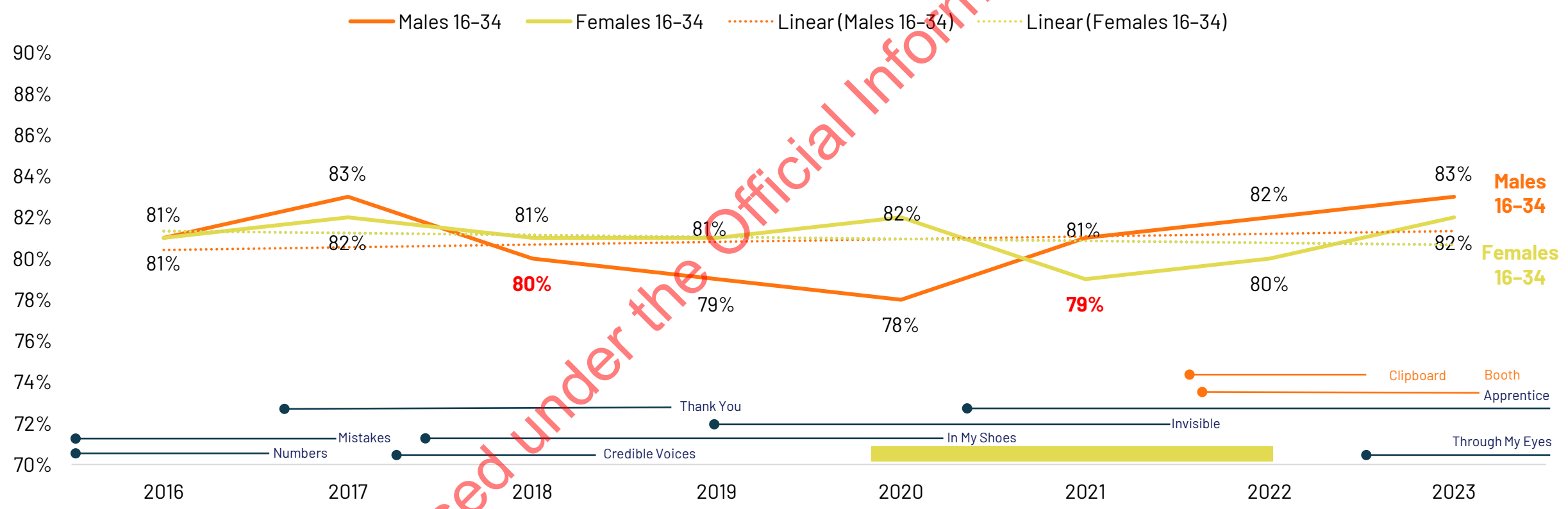
Green is sig. higher and Red is sig. lower than the previous year



General attitudes around speeding

Over time, exceeding the speed limit *at any time* has remained relatively stable amongst both young females & males.

Have at any time exceeded the speed limit in the past month – by year



Base: Yearly; Males 16-34 (n=1,050-1,473), Females 16-34 (n=1,509-1,784)
COM-B 1: When driving in the last month how often did you... [Exceed the speed limit, even if only be a few kilometres per hour?]



COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22



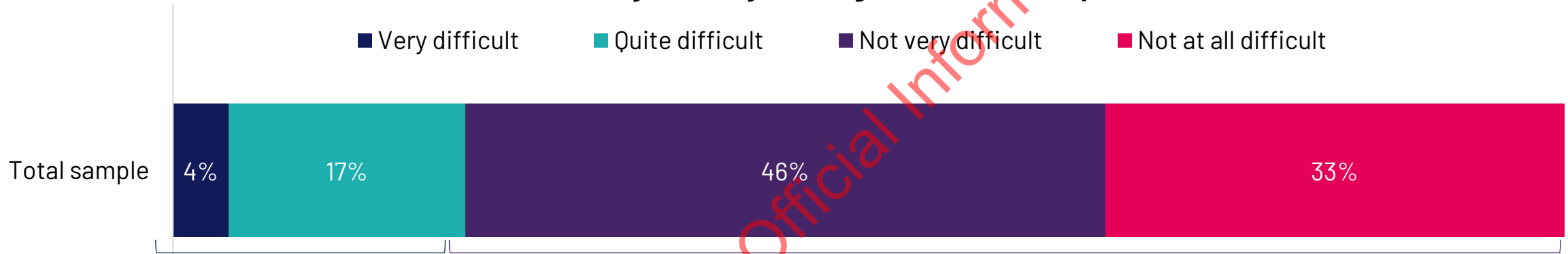
Green is sig. higher and Red is sig. lower than the previous year



Difficulty of changing speeding behaviour

The majority would not find it difficult to *always drive at / below the speed limit*. Those who would find it *difficult* include young drivers, those with a higher household income & males.

Difficulty of *always driving at or below the speed limit*



Difficult 21%

Very / quite difficult – To always drive at or below the speed limit	
Significant <u>more</u> likely to be...	
Young males	(37%)
Ages 16-24	(26%)
HHI \$100k+ (25%), European males	(25%)
Males	(24%)

Not difficult 79%

Not very / not at all difficult – To always drive at or below the speed limit	
Significant <u>more</u> likely to be...	
Nelson / Marlborough*	(90%)
Non-NZ European	(87%)
HHI \$40k-\$50k	(86%)
Ages 55+	(83%)

Base: Jan-Jun '24; Total sample (n=3,030). *Caution: Low base size (n<100).

COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following [Always drive at or below the speed limit]?



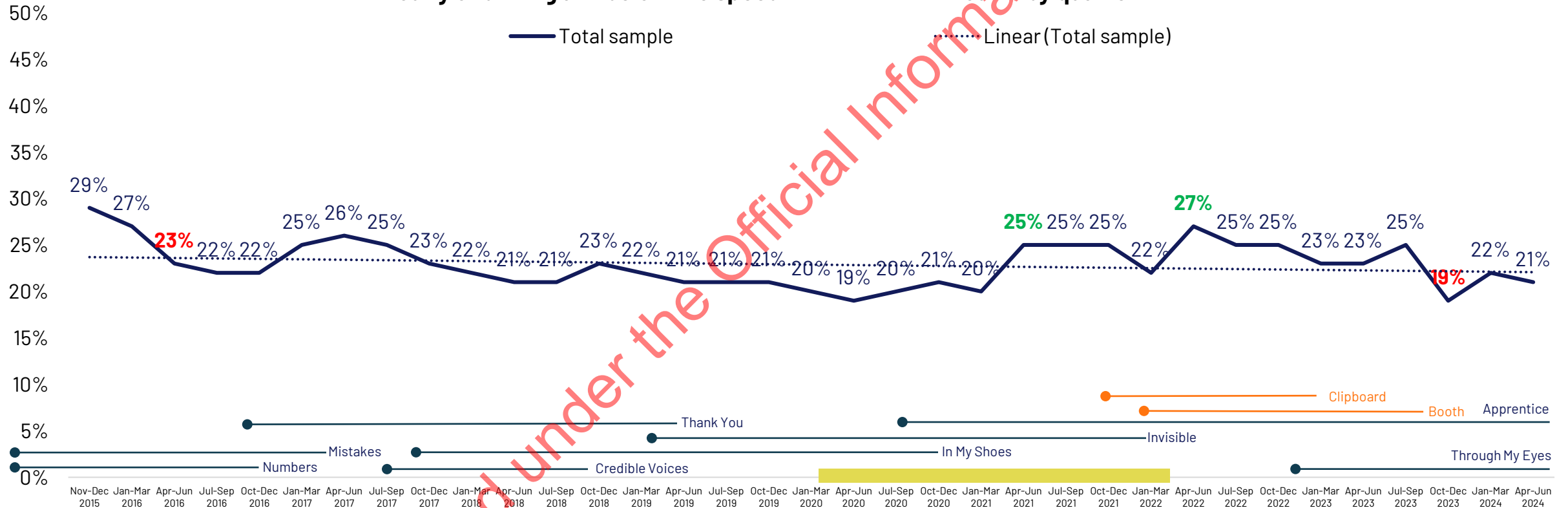
Green is sig. higher and Red is sig. lower than the total

General attitudes around speeding



Claims of finding it difficult to *drive at / below the speed limit* have remained stable over time.

Difficulty of driving at / below the speed limit – NETT Difficult – by quarter



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

Base: Quarterly; Total sample (n=1,316-1,840)

COM-B5: Assuming you wanted to, how difficult would it be for you to do each of the following ... [Always drive at or below the speed limit]



COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22

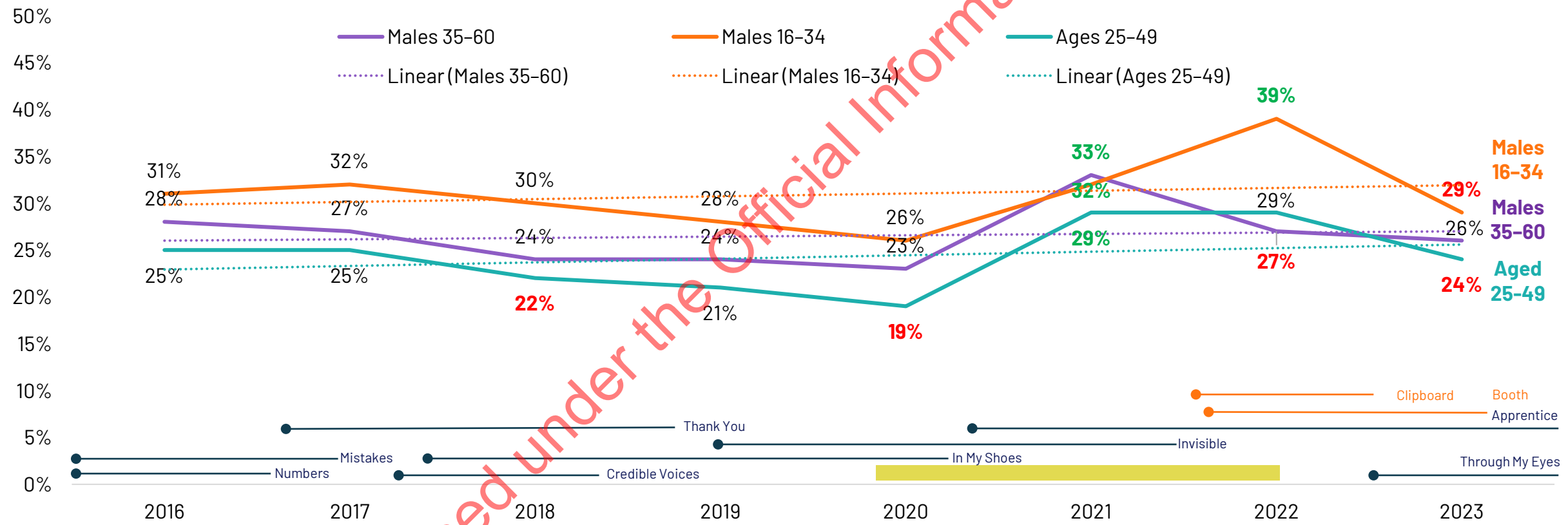




General attitudes around speeding

Claims of finding it difficult to *drive at / below the speed limit* have remained stable over time. Among different targets there has been some fluctuation, but overall, the trend is stable.

Difficulty of driving at / below the speed limit - NETT Difficult - by year



Base: Yearly; Males 16-34 (n=1,050-1,473), Males 35-60 (n=964-1,374), Ages 25-49 (n=1,818-2,693)

COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following ... [Always drive at or below the speed limit]

Unite against COVID-19

COVID-19 Lockdowns Mar '20-Mar '22

Wellington protest: 6 Feb-2 Mar '22



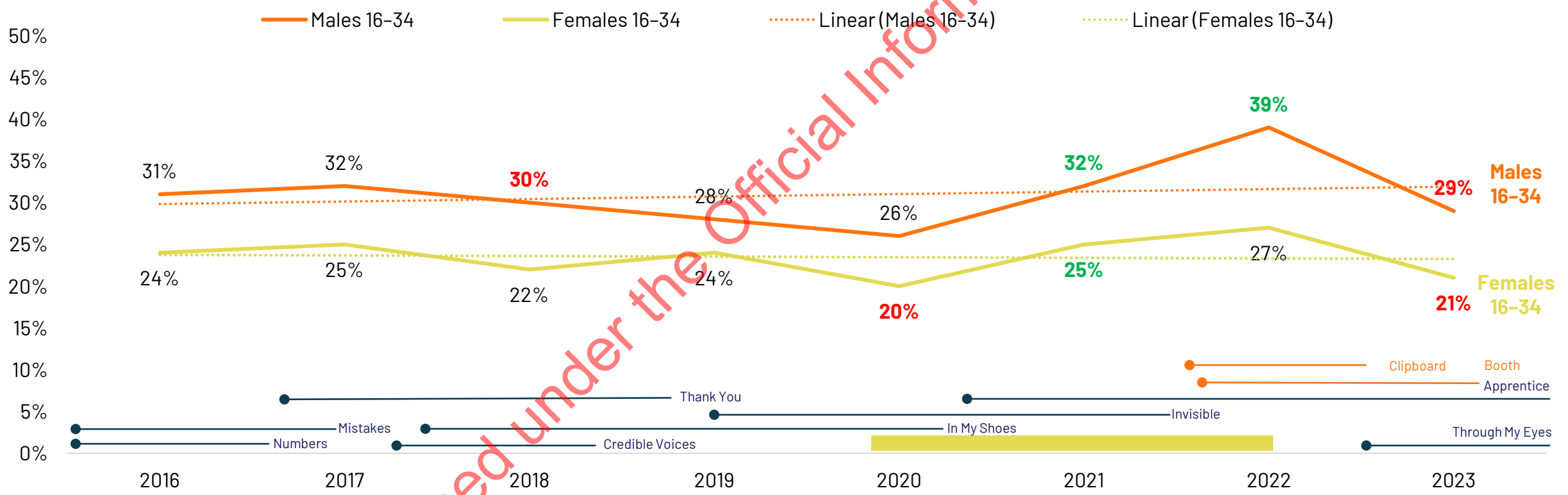
Green is sig. higher and Red is sig. lower than the previous year



General attitudes around speeding

Young drivers' claims of finding it difficult to *drive at / below the speed limit* have remained stable over time; however, young males have recently been finding it more difficult than females.

Difficulty of driving at / below the speed limit – NETT Difficult – by year



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

Base: Yearly; Males 16-34 (n=1,050-1,473), Females 16-34 (n=1,509-1,784)

COM-B5: Assuming you wanted to, how difficult would it be for you to do each of the following ... [Always drive at or below the speed limit]



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22



Attitudes towards speed

Just under half usually stick to the speed limit but sometimes go over by a few kms.



Attitudes towards speed on the open road

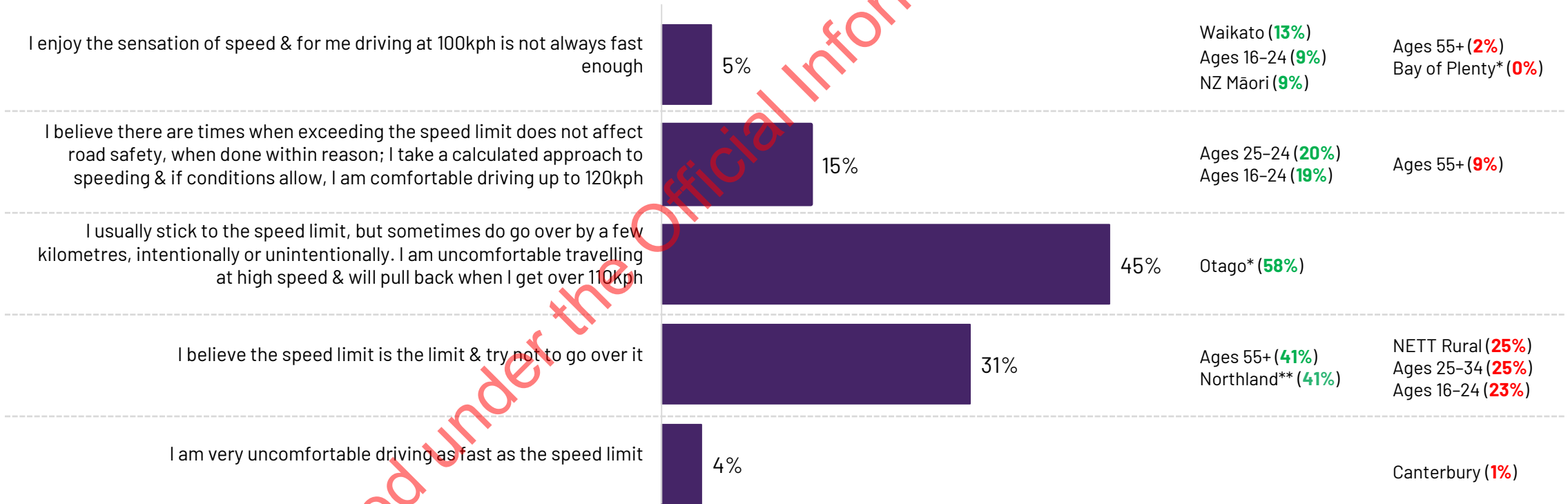
Significantly more / less like to be ...

ENJOY SPEEDING



UNCOMFORTABLE SPEEDING

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



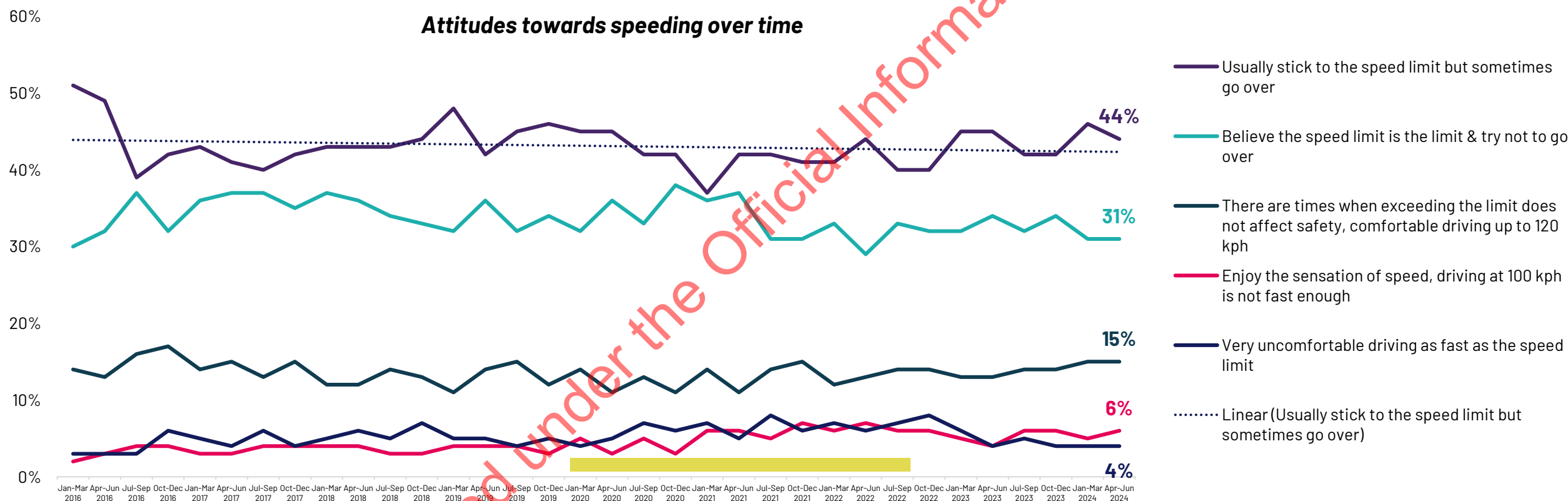
Base: Jan-Jun '24; Total sample - Stream 2 (n=1,526)

10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you. *Caution: Low base size (n<100). **Caution: Extremely low base size (n<50).



Speed statements over time - quarterly

Over time there has been a slow increase in enjoying the sensations of speed & driving at 110kph is not fast enough, while believing the speed limit is the limit & trying not to go over has slightly decreased. Other speed statements have remained stable despite some variation.



Base: Quarterly; Total sample - Stream 2 (n=662-915)

10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22

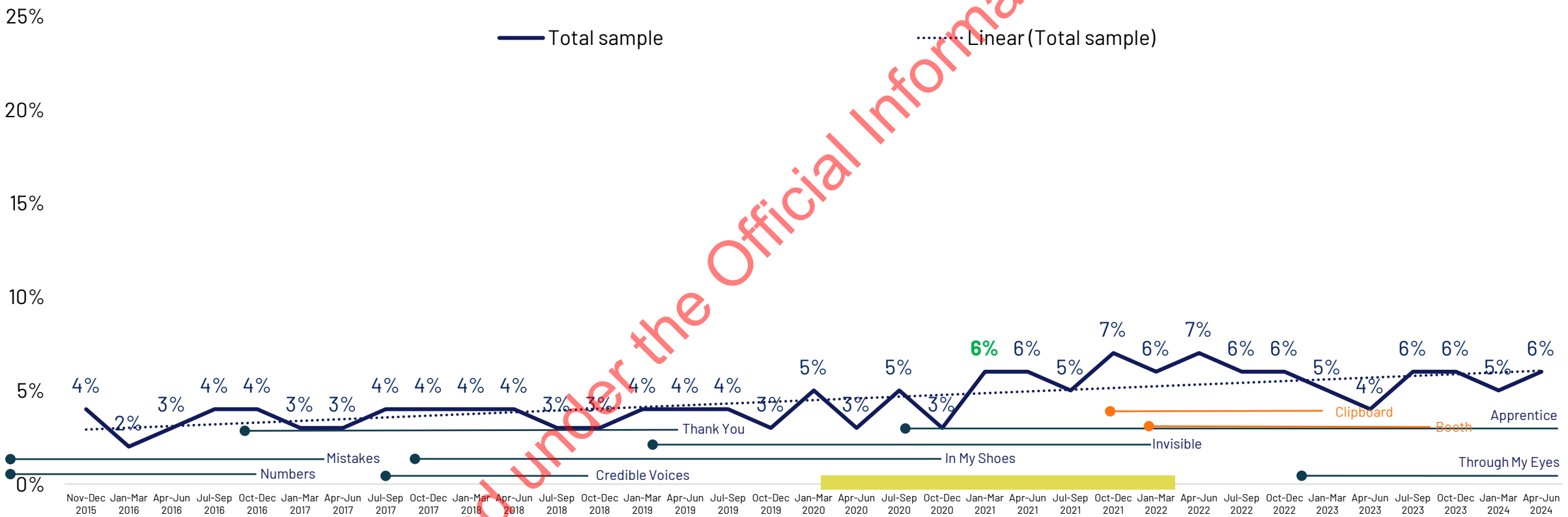




Attitudes towards speeding

Over time enjoying the sensation of speed has slowly increased (although at low levels overall).

I enjoy the sensation of speed & for me driving at 100kph is not always fast enough – by quarter



Base: Quarterly; Total sample – Stream 2 (n=662-915)

Q10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22



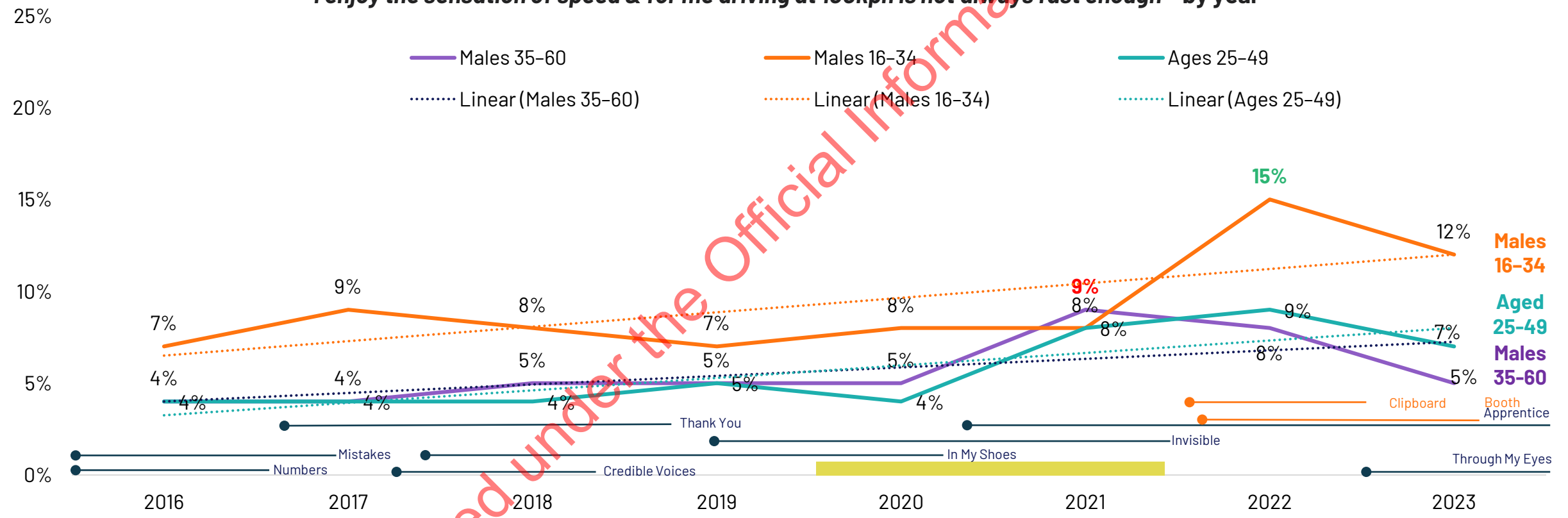
Green is sig. higher and Red is sig. lower than the previous quarter



Attitudes towards speeding

Over time, enjoying the sensation of speed has also increased somewhat amongst younger males.

I enjoy the sensation of speed & for me driving at 100kph is not always fast enough - by year



Base: Yearly; Stream 2 - Males 16-34 (n=525-754), Males 35-60 (n=444-759), Ages 25-49 (n=1891-1,376)
Q10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns
 Mar '20-Mar '22
 Wellington protest:
 6 Feb-2 Mar '22



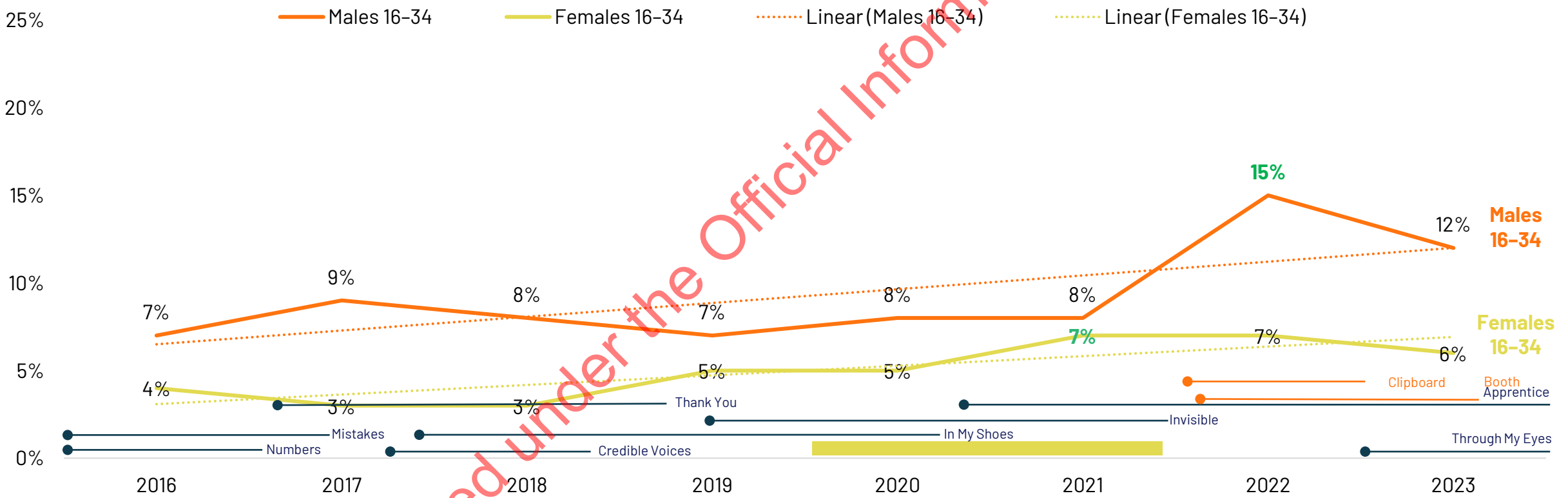
Green is sig. higher and Red is sig. lower than the previous year



Attitudes towards speeding

This increase is higher for younger males.

I enjoy the sensation of speed & for me driving at 100kph is not always fast enough – by year



Base: Yearly; Stream 2 - Males 16-34 (n=525-754), Females 16-34 (n=743-872)

Q10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22



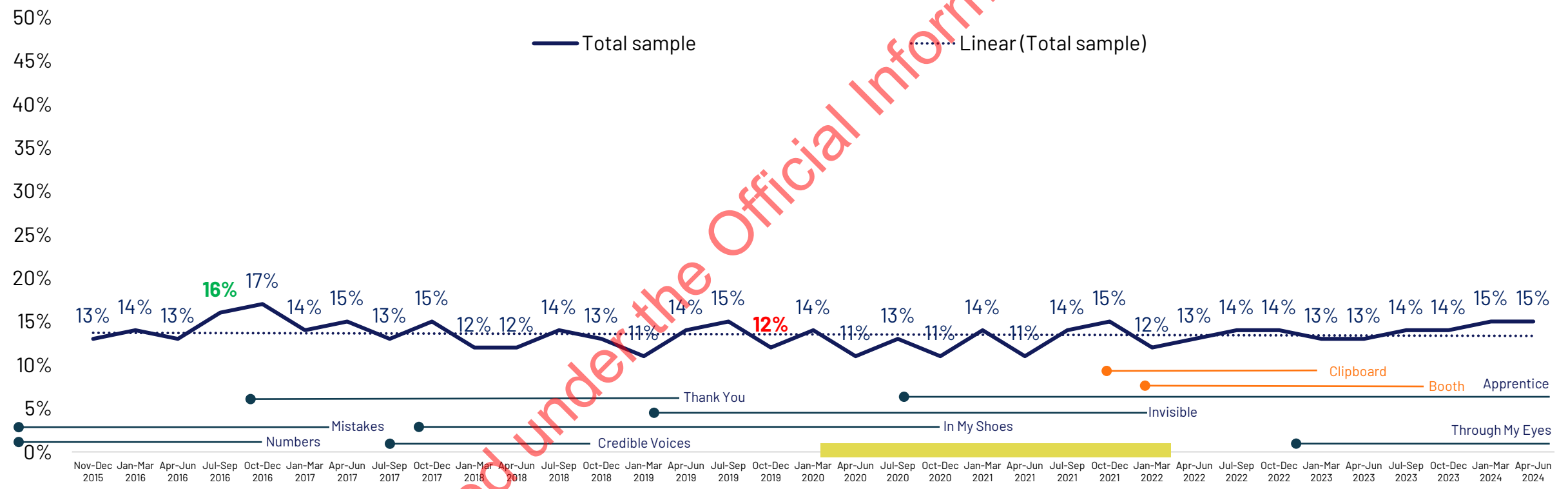
Green is sig. higher and Red is sig. lower than the previous year



Attitudes towards speeding

Among the total sample the percentage of those comfortable driving up to 120 km/h has remained stable.

I believe there are times when exceeding the speed limit does not affect road safety ... if conditions allow, I am comfortable driving up to 120kph – by quarter



Base: Quarterly; Stream 2 – Total sample (n=662-915)

10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22



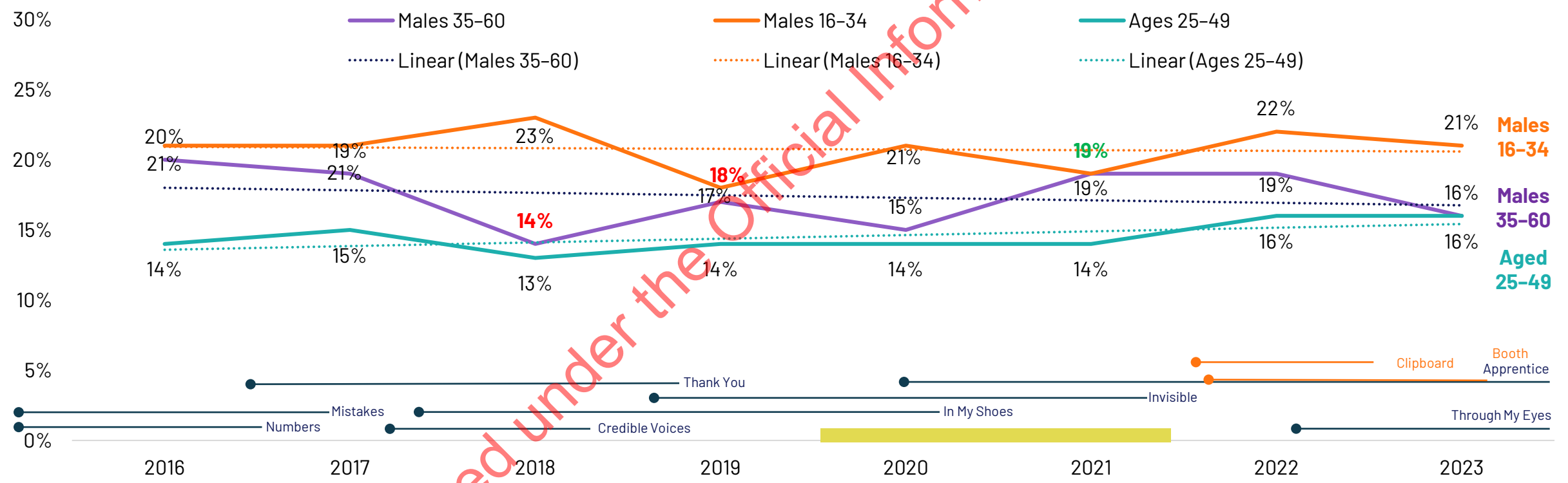
Green is sig. higher and Red is sig. lower than the previous quarter



Attitudes towards speeding

Being comfortable driving up to 120 km/h has remained relatively stable amongst the key targets.

I believe there are times when exceeding the speed limit does not affect road safety ... if conditions allow, I am comfortable driving up to 120kph – by year



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

Base: Yearly; Stream 2 - Males 16-34 (n=525-754), Males 35-60 (n=69-218), Ages 25-49 (n=159-376)
10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22

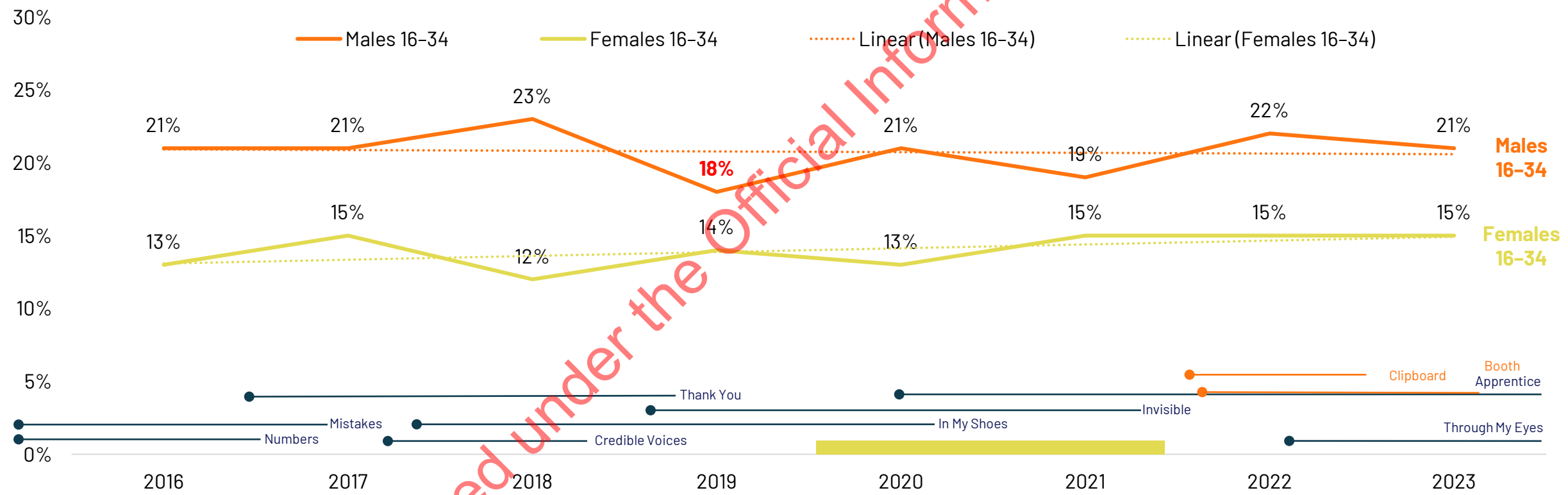




Attitudes towards speeding

Young females are less comfortable than young males driving up to 120 km/h.

I believe there are times when exceeding the speed limit does not affect road safety ... if conditions allow, I am comfortable driving up to 120kph – by year



Base: Yearly; Stream 2 – Males 16-34 (n=525-754), Females 16-34 (n=743-872)

10b: Below is a list of statements regarding speed on the open road. Please select which one most strongly reflects you.



COVID-19 Lockdowns Mar '20-Mar '22
Wellington protest: 6 Feb-2 Mar '22

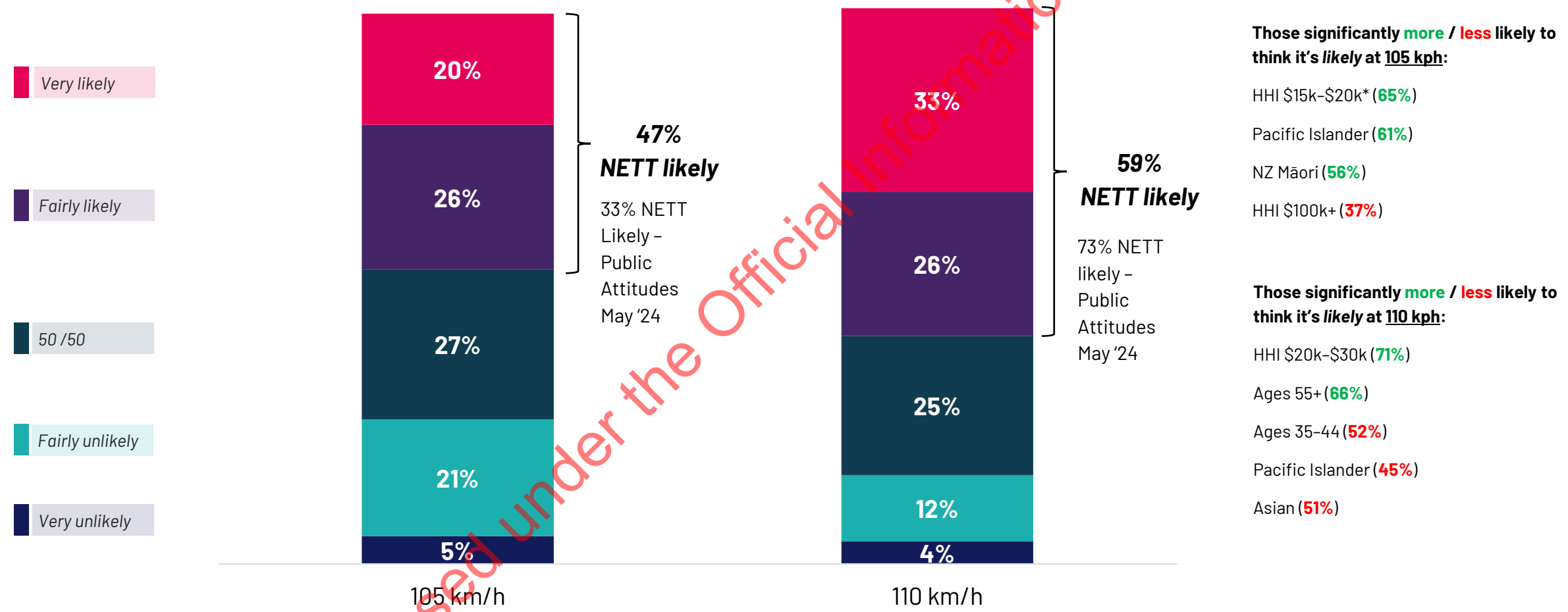


Green is sig. higher and Red is sig. lower than the previous year



Likelihood to get a ticket at different speeds

Getting a ticket at 110 km/h is seen as more *likely* to happen, with more thinking it is *very likely*.



Base: Jan-Jun '24; Total sample - Stream 1(n=1,504), Stream 2(n=1,526)

Q9c: If you were driving in light traffic conditions on the open road, what do you think your odds are of getting a speeding ticket if you drove past a speed camera and you were driving at 105 kph / 110 kph? *Caution: Low base size (n< 100).



Released under the Official Information Act 1982

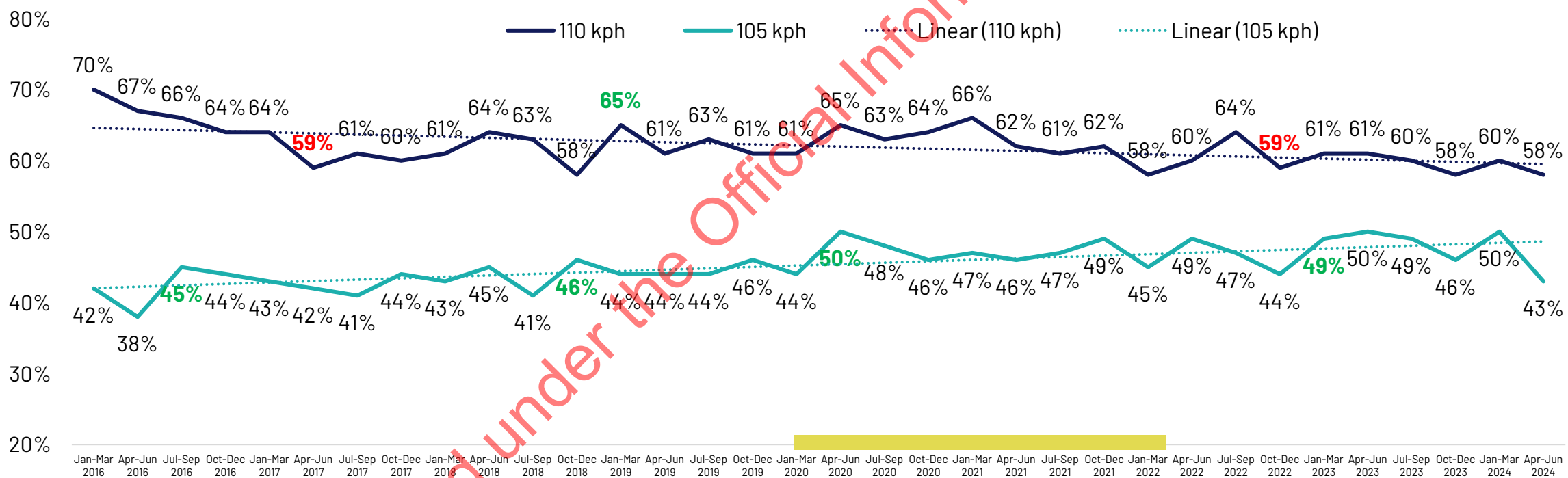
Green is sig. higher and Red is sig. than the total



Likelihood of getting a speeding ticket over time

Over time there has been a gradual decrease in likelihood of getting a speeding ticket at 110 kph, while there has been an increase in likelihood at 105 kph.

Chance of getting a speeding ticket at... - by quarter



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

Base: Quarterly; Total sample - Stream 1 (n=927-654), Stream 2 (n=662-915)

Q9c: If you were driving in light traffic conditions on the open road, what do you think your odds are of getting a speeding ticket if you drove past a speed camera and you were driving at [105 / 110] kph?



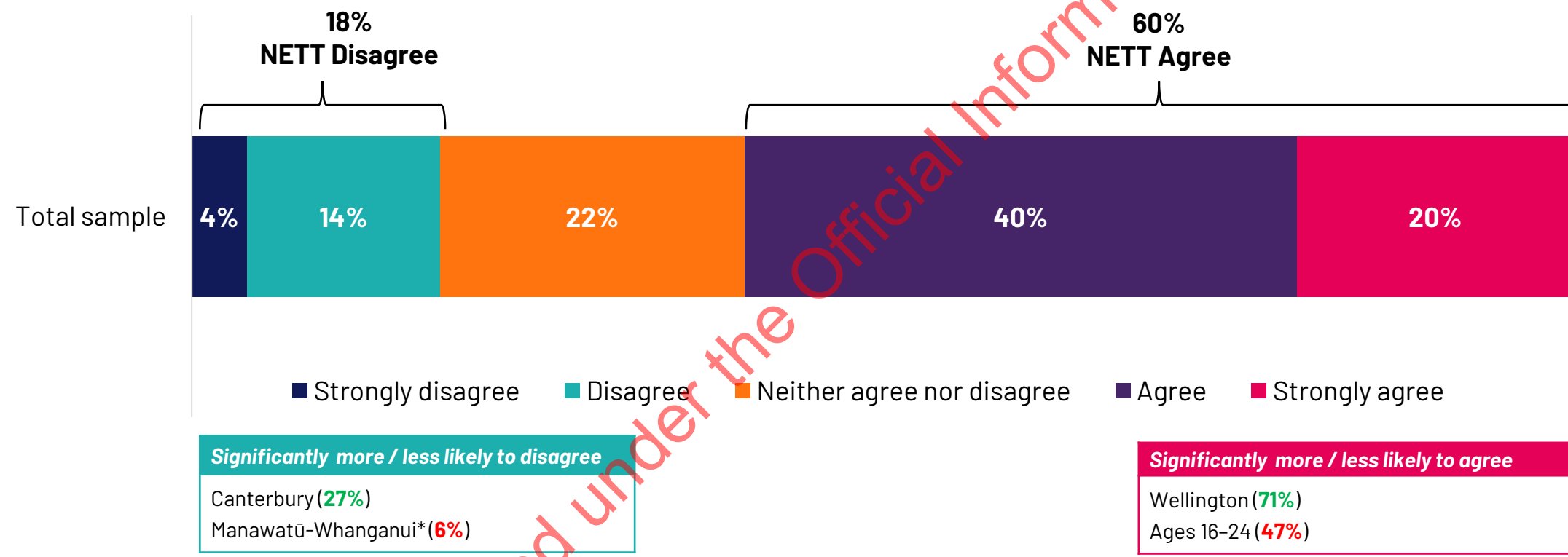
COVID-19 Lockdowns
Mar '20-Mar '22
Wellington protest:
6 Feb-2 Mar '22





Agreement that anything over the speed limit is speeding

The majority agree that *anything over the speed limit is speeding*. Agreement is significantly higher among Wellingtonians and significantly lower among young drivers.



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

Base: Jan-Jun '24; Total sample - Stream 1 (n=1,504)

10c: How much do you agree or disagree with the statement that 'anything over the speed limit is speeding'? *Caution: Low base size (n<100).

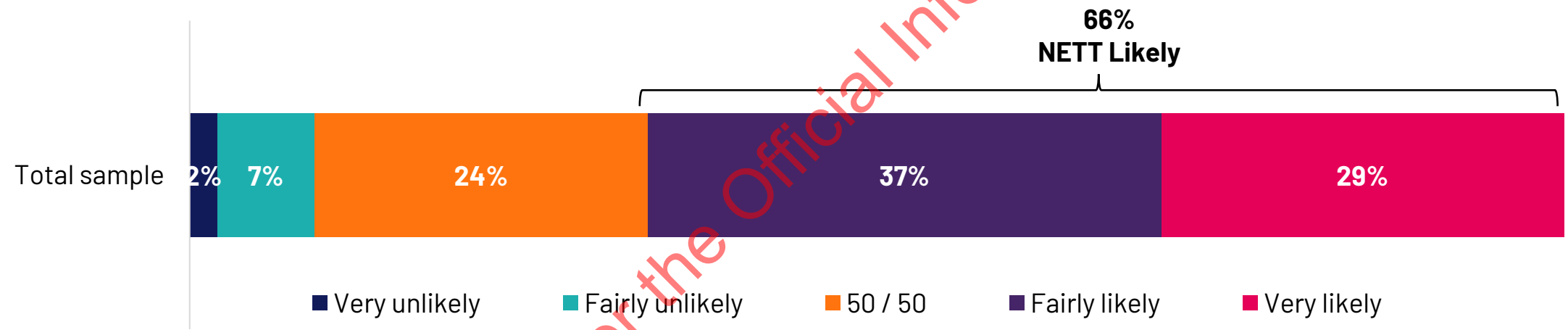




Likelihood of people being hurt / dying

Two thirds think innocent people are likely to be seriously hurt or have permanent damage from a crash while going over the speed limit.

How likely is it that, if you had a crash while driving over the speed limit, innocent people would be seriously hurt or have permanent damage



Significantly more / less likely to state very likely

- Māori (36%)
- Asian (36%)
- NZ European (26%)
- HHI \$100k+ (24%)
- Waikato (18%)

Base: Jan-Jun '24; Total sample - Stream 1 (n=1,504)

10a: If someone like yourself had an accident while driving over the speed limit, how likely is it that innocent people will be seriously hurt and have some permanent damage?



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

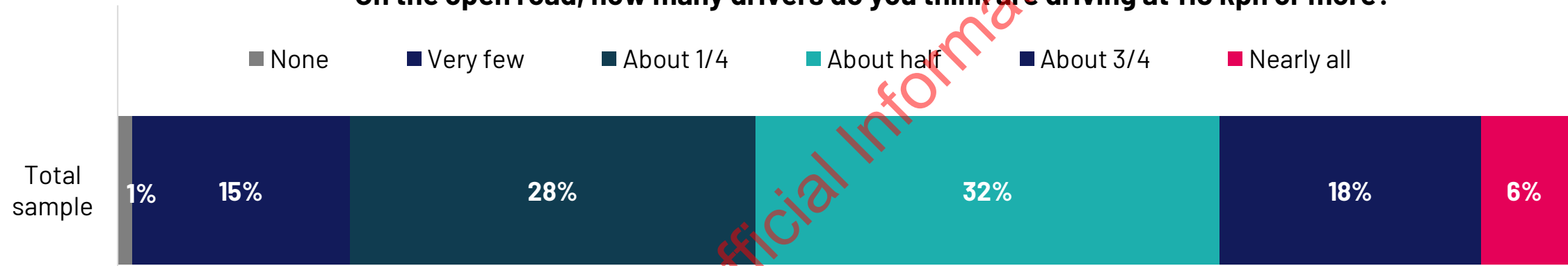
Released under the Official Information Act 1982



How many people are driving at 110 kph on the open roads

Most think that either *about 1/4* or *about 1/2* of drivers are driving at 110kph. Younger drivers are significantly *less* likely to think that *less than half* are & *more* likely to think that *about half* or *more* are driving at 110kph or higher.

On the open road, how many drivers do you think are driving at 110 kph or more?



Significantly more / less likely:

- Asian (25%)
- Wellington (22%)
- Ages 55+ (21%)
- Ages 25-34 (10%)
- Waikato (8%)
- Ages 16-24 (8%)
- HHI \$50k-\$60k (6%)
- Pacific Islander (6%)
- Non-NZ European (5%)

Significantly more / less likely:

- Ages 45-54 (35%)
- HHI \$100k+ (33%)
- Māori (20%)
- Pacific Islander (19%)
- Ages 16-24 (18%)
- HHI <\$15k* (16%)
- HHI \$20k-\$30k* (15%)

Significantly more / less likely:

- HHI <15k* (43%)
- Ages 25-34 (42%)
- Pacific Islander (42%)
- Aged 35-44 (39%)
- Ages 55+ (25%)
- HHI \$100k+ (25%)

Significantly more / less likely:

- Ages 16-24 (28%)

Significantly more / less likely:

- Auckland (22%)
- Ages 16-24 (11%)
- Rural (10%)
- Asian (3%)

Base: Jan-Jun '24; Total sample - Stream 2 (n=1,526)

Q9a: On the open road how many drivers do you think are driving at 110 kph or more? *Caution: Low base size (n<100).



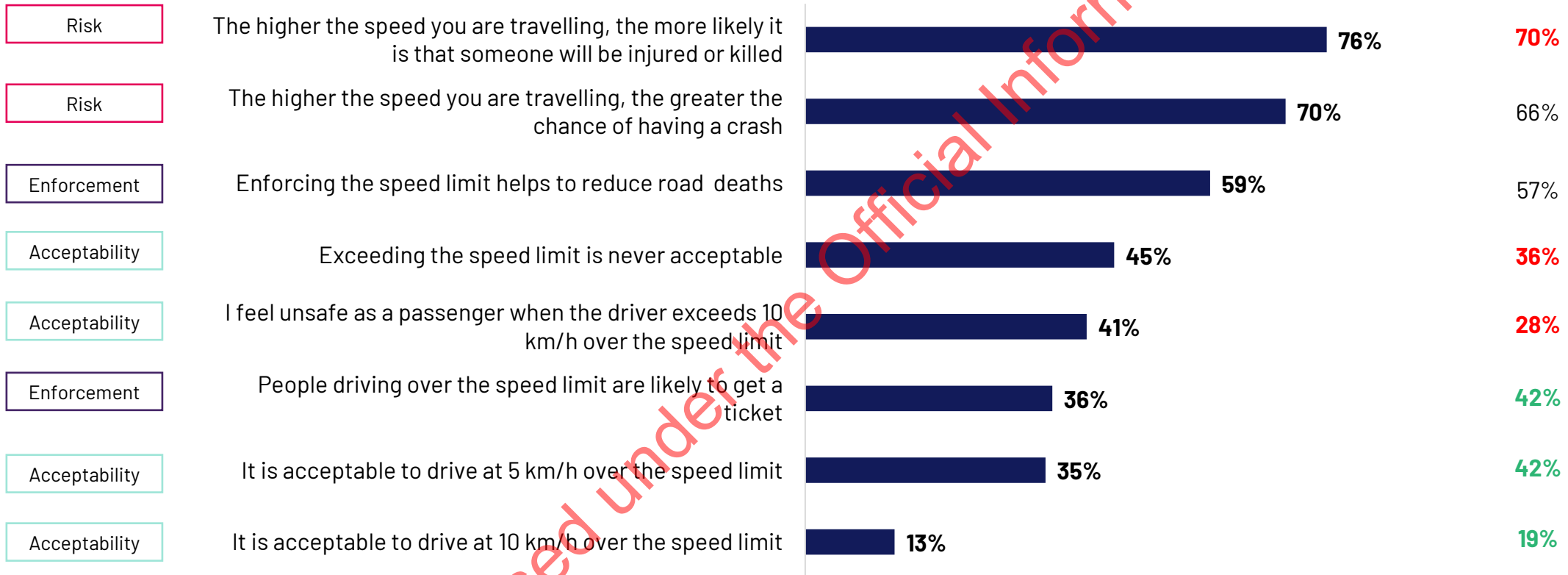


Attitudes towards speeding-related statements

Agreement with *risk*-related statements is the highest among speed-related statements. Agreement is lowest that it is *acceptable to drive at 5 or 10 km/h over the speed limit*.

Agreement with speed-related statements

Males 16-29 years



Base: Jan-Jun '24; Total sample (n=3,011), Males 16-29 years (n=356)

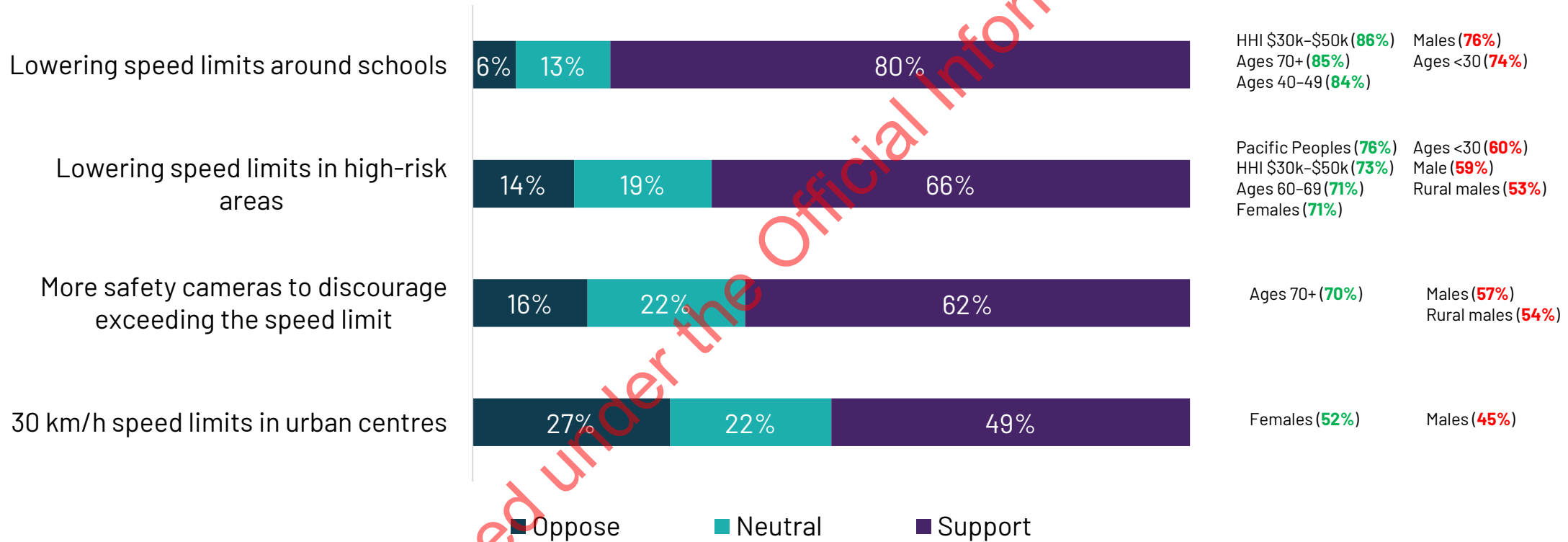
SS1: Do you agree or disagree with these statements? Note: T3B (strongly + slightly + agree) shown.



Support for speed-related initiatives

Support is highest for *lowering speed limits around schools* & significantly higher among those aged 40-49 & 70+. Males are less likely to support all speed-related initiatives, while females are more likely to support *lowering speed limits in high-risk areas* & *30km/h speed limits in urban centres*.

Support for speed-related initiatives



Base: Jan-Jun '24; Total sample (n=3,011)

IS1: How much do you support or oppose the following initiatives to help reduce the number of road deaths and serious injuries? / IS2: How much do you support or oppose the following initiatives to help reduce the number of road deaths and serious injuries?



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

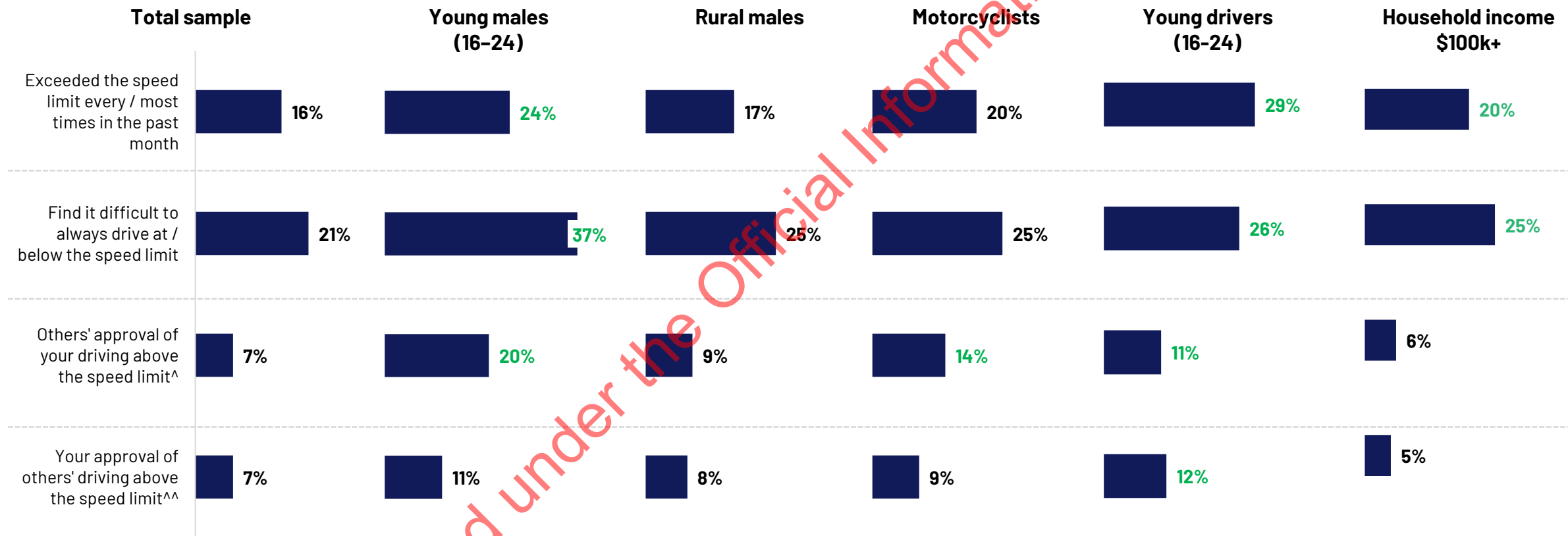
Who is speeding the most?

Released under the Official Information Act 1982



Speed behaviour among target groups

Among target groups, age plays a factor in overall speeding behaviours – young drivers & young males are both significantly more like to *have sped most / every time in the past month*, find it difficult to *always drive at or below the speed limit* & think those important to them would *approve* of them driving above the speed limit



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

Base: Jan-Jun '24; Total sample (n=3,030), Young males (n=219), Rural males (n=356), Motorcyclists (n=167), Young drivers (n=908)

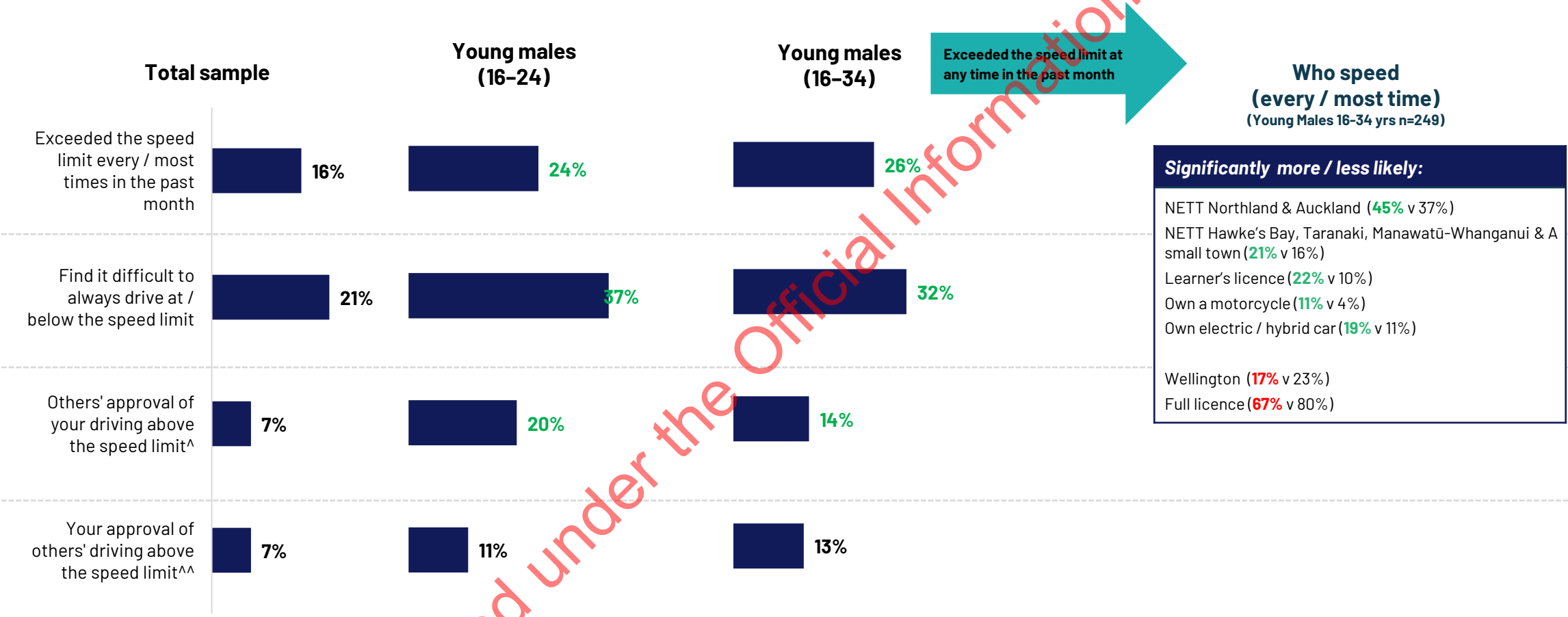
COM-B 1: When driving in the last month how often did you... / COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following ...? / COM-B 6: We would like you to think about whether most of the people we are important to you would approve or disapprove of you doing particular things when driving? / COM-B 6x: Would you disapprove or approve if people important to you did the following...? ^Note: Question removed in April 2024. ^^Note: Question added in April 2024.





Speed behaviour among target groups

Young Males are significantly more likely to admit to bad speeding behaviours, with frequent speeders in this age group more likely to be Auckland/Northland, the Hawkes Bay area, a small town or on their Learners licence.



Base: Jan-Jun '24; Total sample (n=3,030), Young males 16-24 (n=219), Young males 16-34 (n=437)

COM-B 1: When driving in the last month how often did you... / COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following...? / COM-B 6: We would like you to think about whether most of the people we are important to you would approve or disapprove of you doing particular things when driving? / COM-B 6x: Would you disapprove or approve if people important to you did the following...? ^Note: Question removed in April 2024. ^^Note: Question added in April 2024.



Released under the Official Information Act 1982

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

SPEED ADVERTISING REVIEW



Released under the Official Information Act 1982

Speed campaigns over the past 10 years – an overview

Over the past 10 years, NZTA has run around 8 different speed campaigns with different styles, stories and messages. This section looks how the different campaigns have been perceived

- It should be noted that each speed campaign was live for a different period of time and there was variation on media spend between campaigns which will impact these results.
- Over the past 10 years, the norm for prompted awareness of speed campaigns is 57%. Overtime, it appears that the ability for speed ads to be noticed has decreased - while ads launched in 2014 and 2015 achieved prompted awareness between 73% and 81%, more recent ads sit between 50-61%.
- Apprentice, launched in 2020, has the highest awareness of the most recent ads (last 4 years) and is the only speed ad during the past 10 years using humour. The diagnostics for Apprentice were strong, with the highest level of enjoyment, likeability, relevance and getting people talking of all the campaigns. Although younger males were less likely to mention speed for message outtake, they had higher levels of enjoyment and were more likely than the total population to say it was an ad that will change attitudes on road safety. It was seen as the most relevant speed ad amongst young males.
- Through my eyes, launched in 2023 and while overall awareness sits below the speed norms, it has resonated well amongst the target audience of young males. This ad received the highest ratings of being an important issue, changing attitudes and getting people talking. It was also well liked and enjoyed amongst this group.
- When asked about what the ad is trying to tell you, young males are less likely to mention speed related outtakes than the total sample across a number of speed ads, but more likely to say the most recent ads are changing their attitudes towards road safety.

Implications for NZTA

Apprentice, is the speed ad that has been seen as most relevant and most enjoyed by young male drivers, likely due to its humour.

Through my eyes, with the voice over of common speeding excuses, also resonated well with young males, and was seen by them as the speeding ad most likely to change attitudes and get people talking.

Across a number of ads, young males have significantly lower levels of correct message outtake (compared to the rest of NZ drivers) and therefore messaging for this audience needs to be very clear and memorable.





Awareness & campaign approach

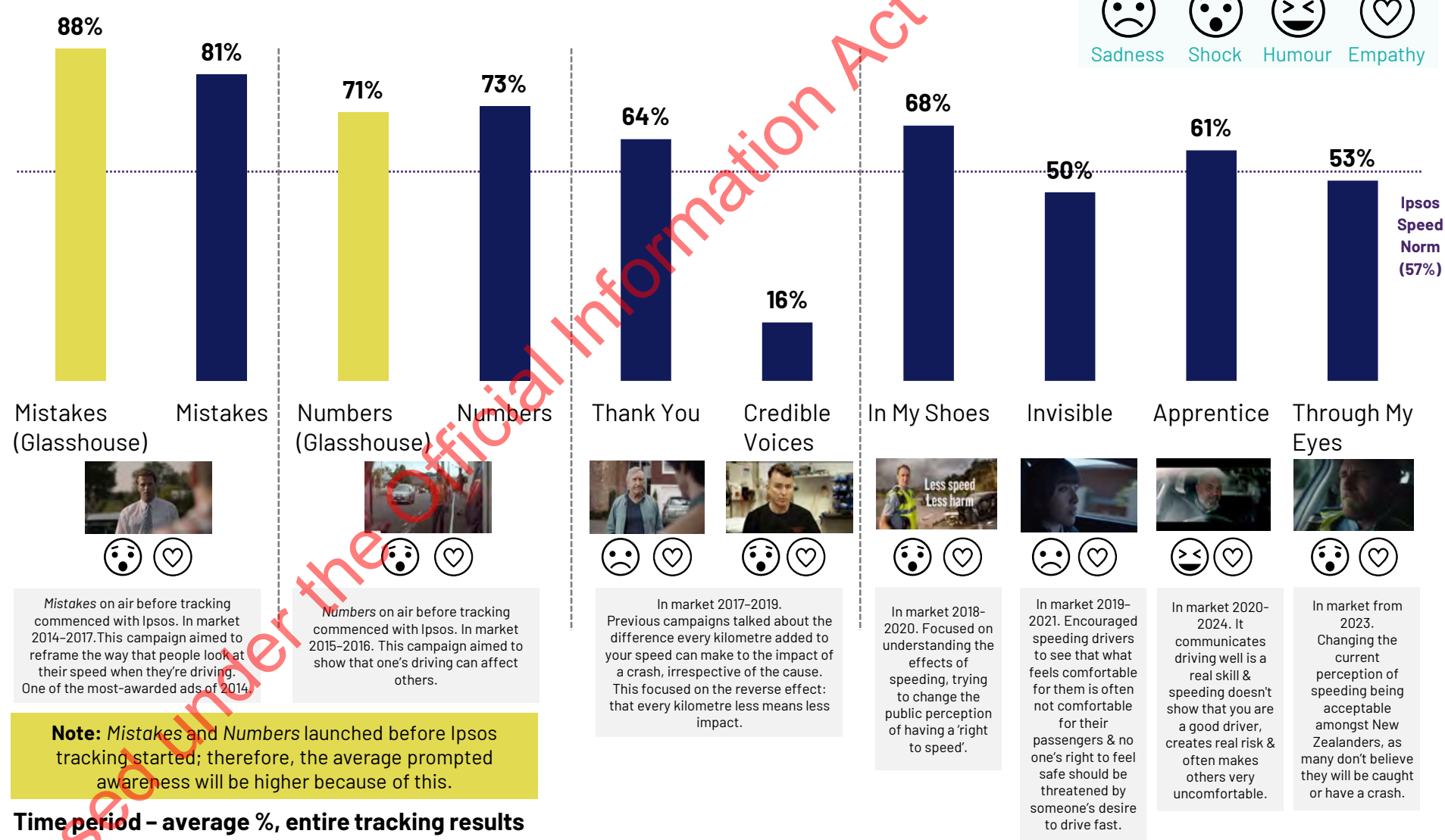
Ipsos has been tracking speed campaigns since 2016.

Over this time, we have seen many campaigns, in different styles, communicate diverse messages around speeding.

Average prompted awareness - Target

Type of speed ad

 Sadness
  Shock
  Humour
  Empathy



Base: Target Audience: Numbers (Q4 '15-Q1 '17; Ages 25-49), Mistakes (Q4 '15-Q3 '17; Males 25-49), Thank You (Q1 '18-Q4 '20; Ages 25-49), Credible Voices (Q4 '17-Q4 '18; Ages 25-49), In My Shoes (Q1 '18-Q4 '20; Males 35-60), Invisible (Q2 '19-Q1 '22; Males 35-60), Apprentice (Q4 '20-Q2 '24; Males 35-49), Through My Eyes (Q1 '23-Q2 '24; Males 20-35)



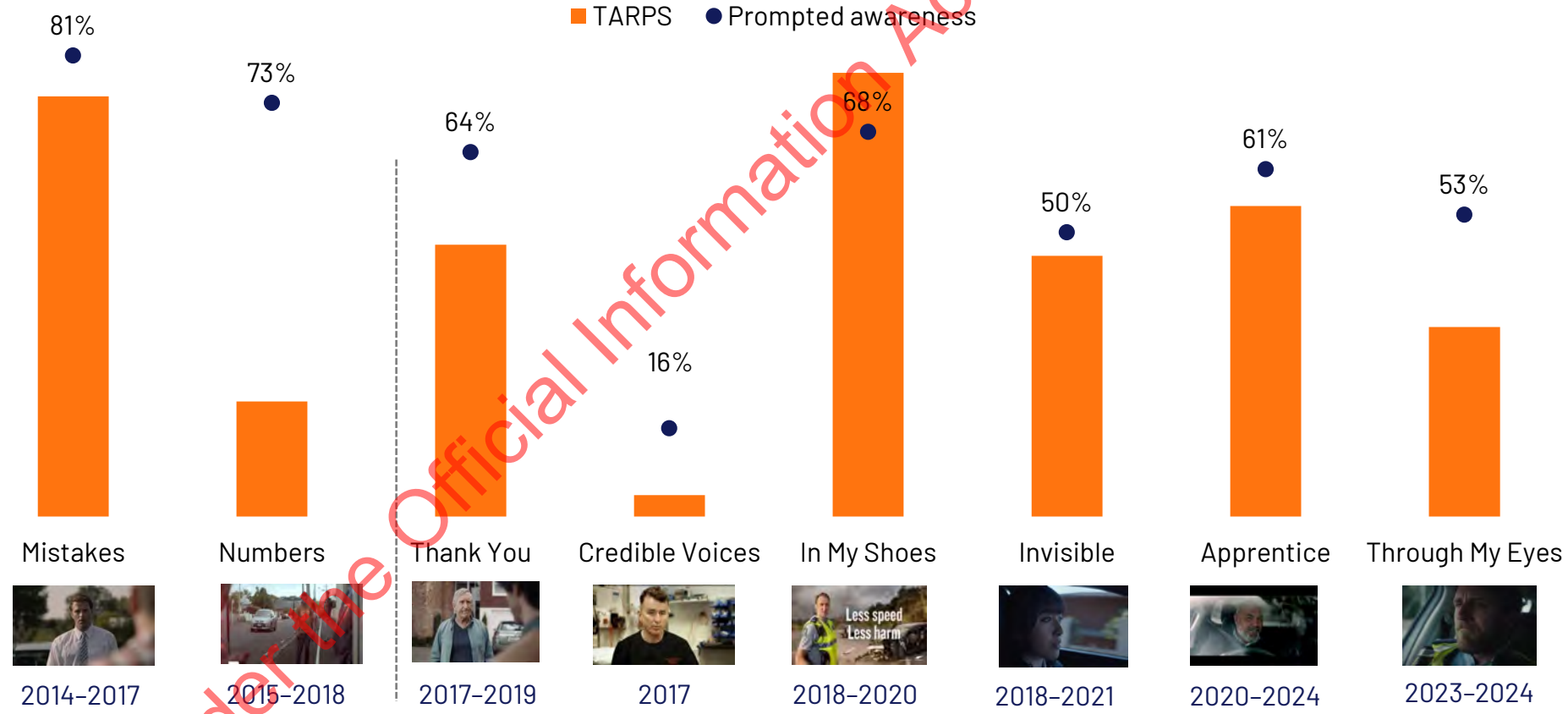
Awareness vs TARPS

Although we cannot directly compare the spend for each speed campaign over the years (as we can only compare TARPS pre-2020), TARPS for the most recent speed campaigns are lower.

There are also fewer speed ads post-2020 than there have been in the past.

It should be noted that TARPS are TV spend only and do not include spend for the other media.

Spend (TARPS only) vs avg. prompted awareness – Target



Note: Media spend for Mistakes and Numbers does not include spend pre-2016 (which included the launch spend). Comparisons to the new campaigns are to be made with caution.

Time period – average %, entire tracking results

Base: Target Audience: Numbers (Q4 '15-Q1 '17; Ages 25-49), Mistakes (Q4 '15-Q3 '17; Males 25-49), Thank You (Q1 '18-Q4 '20; Ages 25-49), Credible Voices (Q4 '17-Q4'18; Ages 25-49), In My Shoes (Q1 '18-Q4 '20; Males 35-60), Invisible (Q2 '19-Q1 '22; Males 35-60), Apprentice (Q4 '20-Q2 '24; Males 35-49), Through My Eyes (Q1 '23-Q2 '24; Males 20-35)