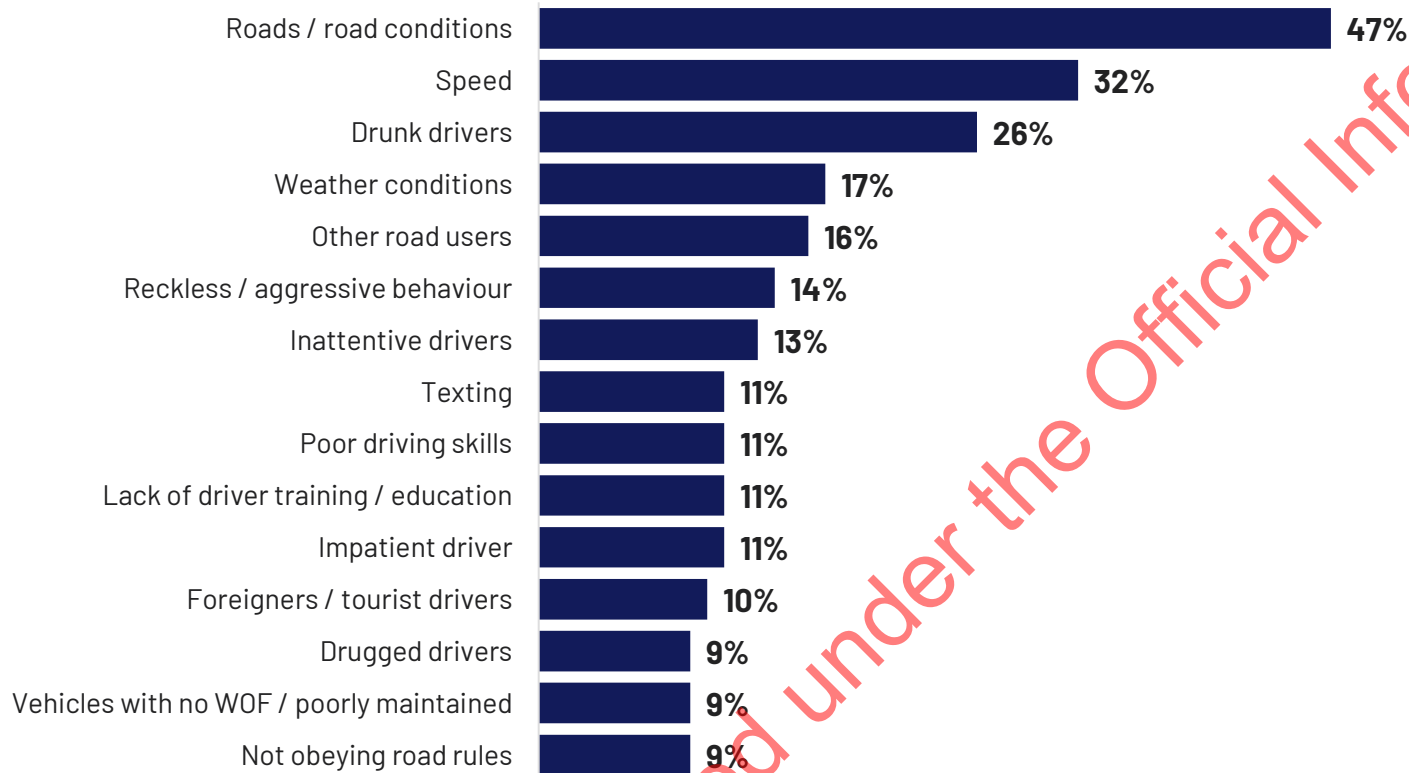


ROAD SAFETY ATTITUDES AND BEHAVIOURS

What makes driving on NZ roads unsafe?

This quarter *road / road conditions* continues to be the top contributor to making NZ roads unsafe, with no significant changes for other factors. Motorcyclists and younger drivers are less likely to think that *speed* contributes to making roads unsafe.

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"> Northland* (64%) Manawatu / Wanganui* (60%) NZ European (53%) 	<ul style="list-style-type: none"> Ages 55+ (40%) 	<ul style="list-style-type: none"> Bay of Plenty* (37%) Asian (32%) Ages 45-54 (32%)
Significantly <u>less</u> likely to be (from) / have...		
<ul style="list-style-type: none"> Auckland City (41%) NZ Māori (41%) Motorcyclists (41%) Asian (33%) Nelson / Marlborough* (29%) 	<ul style="list-style-type: none"> NZ Māori (25%) Waikato (24%) Ages 16-24 (24%) Motorcyclists (24%) Ages 25-34 (24%) Restricted licence (19%) 	

Jan-Mar '25; Total sample (n=1,802). ***Caution:** Low base size (n<100)

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

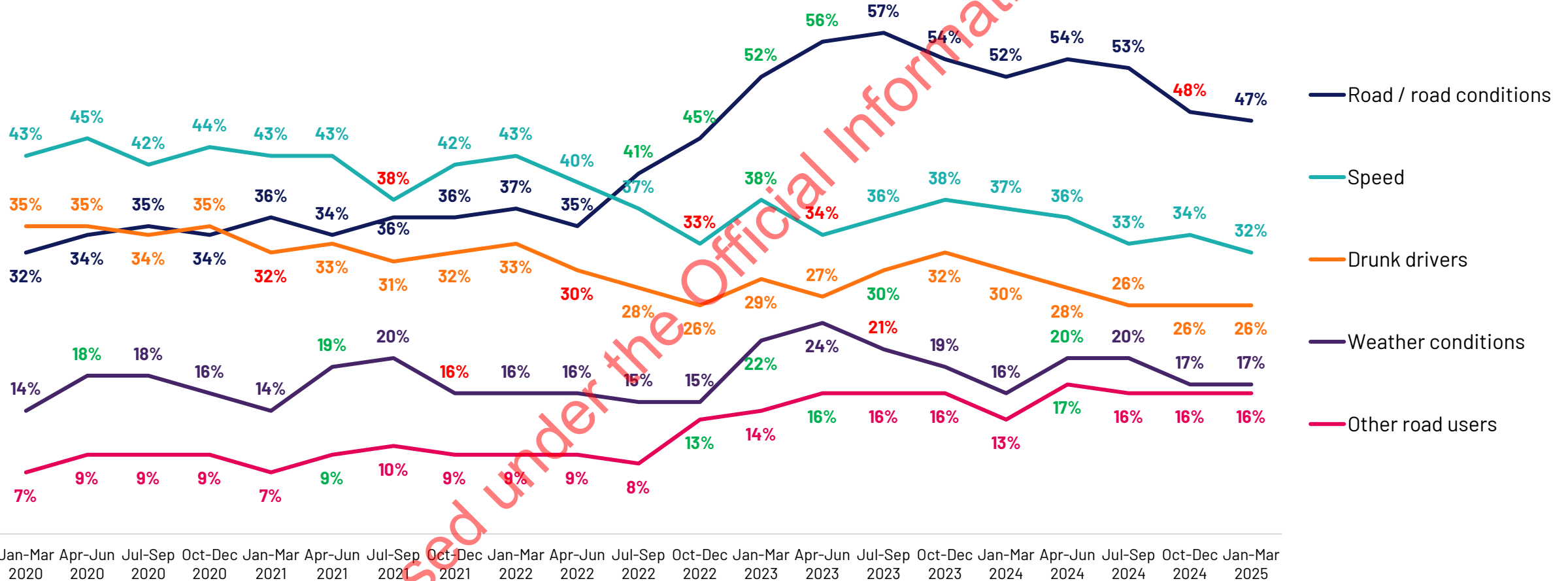
Green is sig. Higher and **red** is sig. lower than the previous wave

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What makes driving on NZ roads unsafe

Speed and drunk drivers have decreased over time as contributors to making NZ roads unsafe. This quarter is the lowest these issues have been in 5 years. Road / road conditions continues to drop as a reason for NZ roads being unsafe, while views that other road users are making roads unsafe has increased over time.

What makes driving on roads unsafe?



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

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

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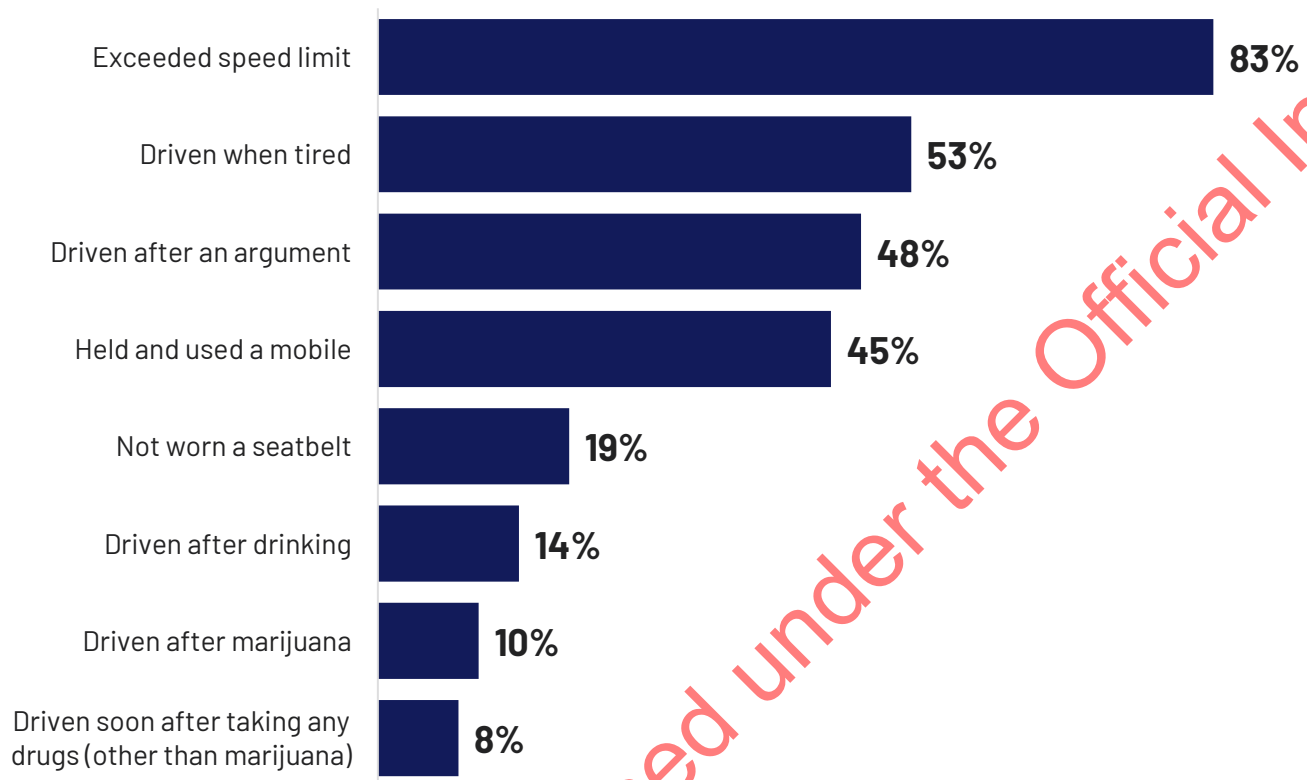


Green is sig. higher and Red is sig. lower than the previous quarter

Unsafe Driving Behaviours | Past Month

Following significant increases in unsafe behaviours at the end of 2024, there are no significant changes this quarter. Slightly older drivers aged 35-44 are more likely to have driven soon after taking drugs, while younger drivers aged 16-24 are significantly more likely to take risks across most behaviours.

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



Base: Jan-Mar '25; Total sample (n=1,802)

COM-B 1: When driving in the last month how often did you... *Caution: Low base size, n<50

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

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • HHI 100k+ (89%) | <ul style="list-style-type: none"> • Ages 25-34 (61%) • HHI 100k+ (56%) • Pacific peoples (58%) • NZ Māori (57%) • Ages 16-24 (57%) • Auckland City (51%) • Ages 35-44 (53%) | <ul style="list-style-type: none"> • NZ Māori (35%) • Learners licence (35%) • Restricted licence (26%) • Pacific Peoples (32%) • Motorcyclists (29%) • Ages 16-24 (26%) • HHI <50K (26%) • Ages 25-34 (25%) |
|--|--|---|

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

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Learners licence (25%) • Ages 25-34 (24%) • Motorcyclists (23%) • NZ Māori (22%) • Restricted licence (19%) • Ages 16-24 (18%) | <ul style="list-style-type: none"> • NZ Māori (23%) • Learners licence (22%) • Restricted licence (20%) • Motorcyclists (19%) • Ages 25-34 (15%) • Ages 16-24 (14%) • HHI Under \$50k (13%) • Aged 35-44 (13%) | <ul style="list-style-type: none"> • NZ Māori (21%) • Learners licence (20%) • Motorcyclists (18%) • Northland* (18%) • Bay of Plenty* (15%) • Restricted licence (14%) • Ages 35-44 (13%) • Ages 16-24 (12%) • Ages 25-34 (12%) • HHI under \$50k (12%) |
|---|--|--|

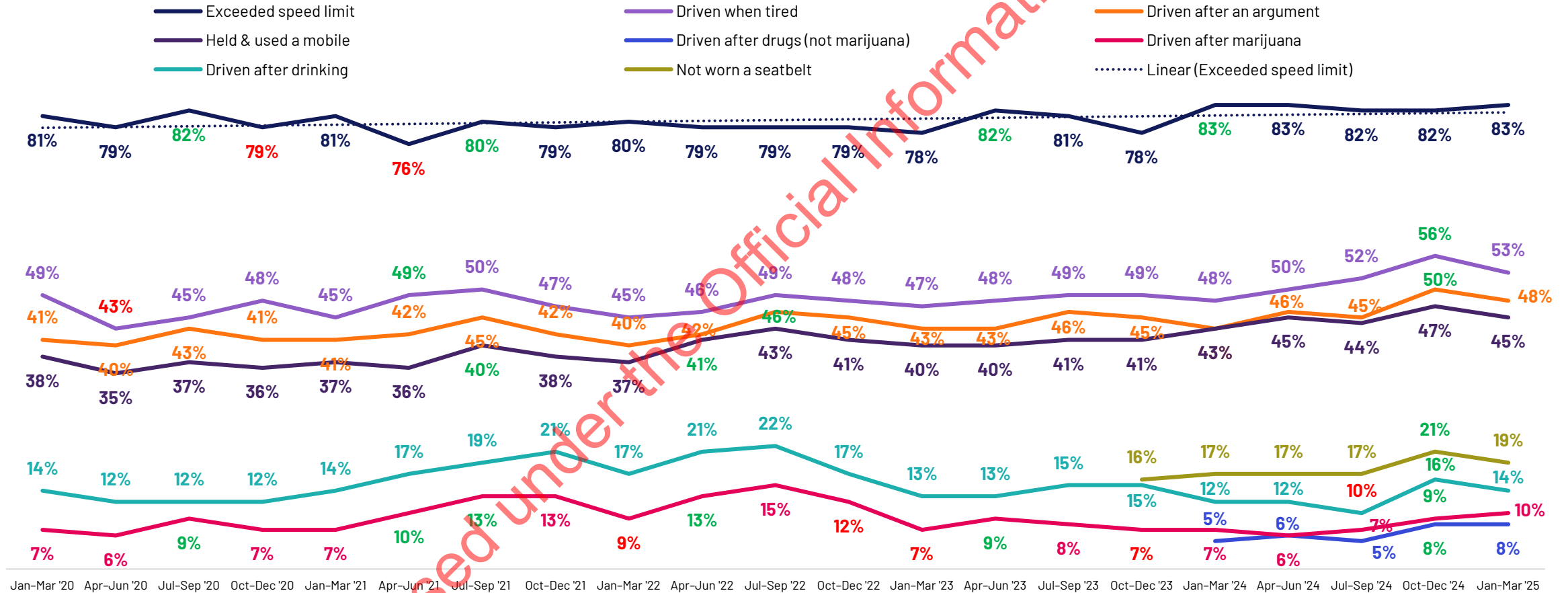
Green is sig. higher and Red is sig. lower than the total



Unsafe Driving Behaviours | Past Month

We saw a significant increase in risky behaviour at the end of 2024. This quarter has seen that drop back slightly - fewer people say they drove distracted, unrestrained and after drinking. Drug driving remains higher than this time last year.

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



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

COM-B1: When driving in the last month how often did you...

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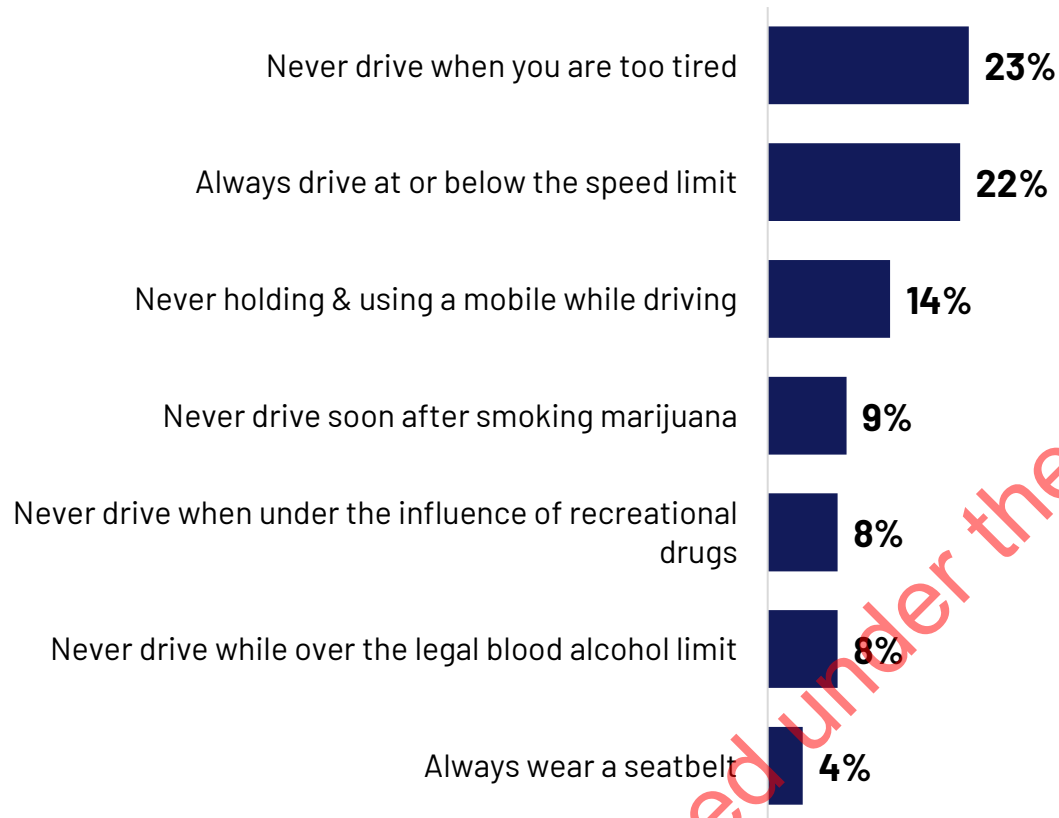


Green is sig. higher and Red is sig. lower than the previous quarter

Difficulty of safe behaviour

The most common behaviours - *speeding* and *driving tired* - are also the most difficult for people to avoid, with no significant changes this quarter. 1 in 5 drivers say they find it difficult to keep to the speed limit, with young drivers even more likely to agree it's hard to drive at or below the limit.

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 16-24 (27%)
- HHI \$100k+ (27%)

- Pacific Peoples (23%)
- Ages 16-24 (18%)

- Pacific Peoples (10%)
- Learners licence (10%)
- Motorcyclists (8%)

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

- Pacific Peoples (18%)
- Learners licence (17%)
- NZ Māori (12%)
- Motorcyclists (12%)
- Male (11%)

- Pacific Peoples (19%)
- Learners licence (16%)
- Motorcyclists (15%)
- NZ Māori (16%)

- Pacific Peoples (18%)
- Learners licence (18%)
- Motorcyclists (14%)

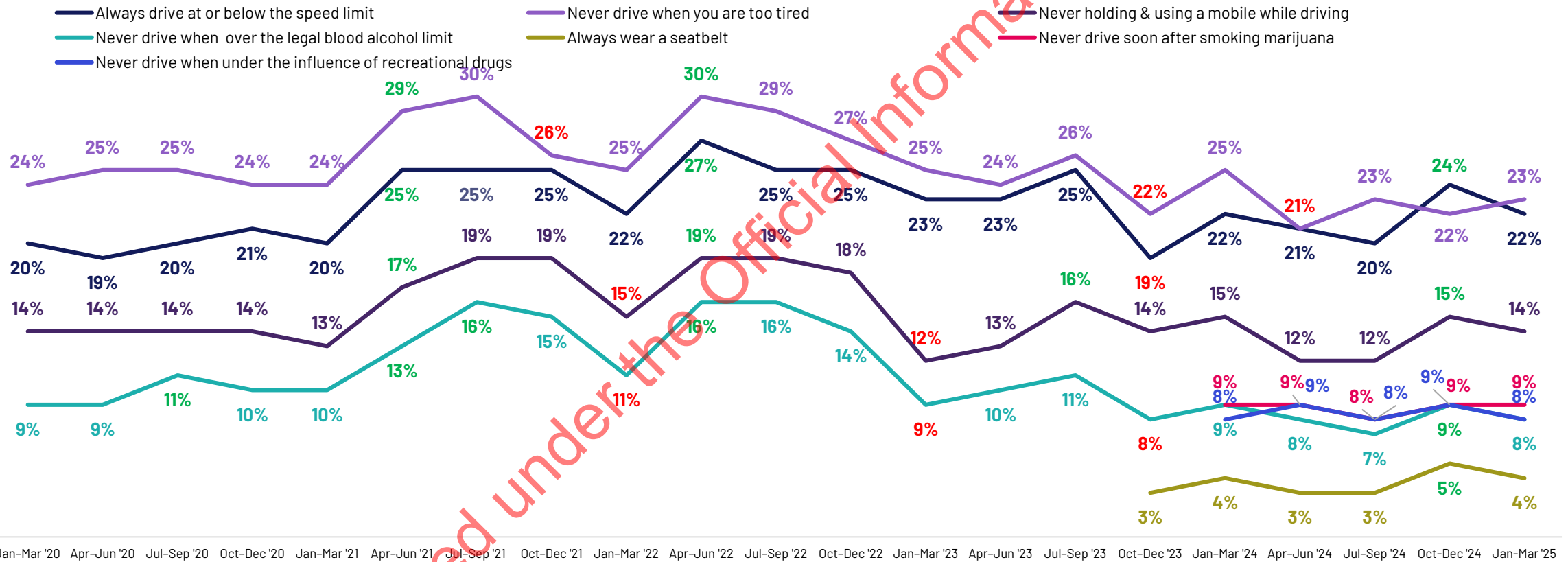
Base: Jan-Mar '25; Total sample (n=1,802).

COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following? *Caution: Low sample size, n<50

Difficulty of safe behaviour

Driving over the speed limit is now very similar to driving tired as a behaviour that's difficult to avoid, suggesting these are habitual behaviours for some people rather than conscious choices. Other behaviours have a similar level of difficulty to this time last year.

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



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

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

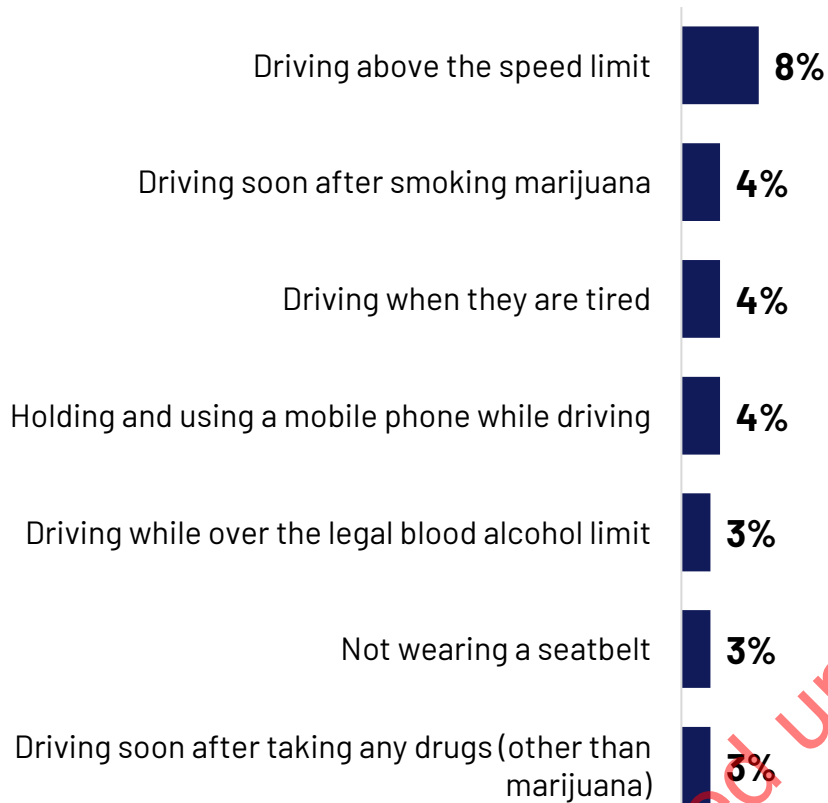
COM-B5: Assuming you wanted to, how difficult would it be for you to do each of the following?



Approval of unsafe driving behaviours

This quarter there are no significant increases in those who *approve* of risky behaviours. Younger drivers are significantly more likely to approve of those important to them taking risks; those aged 25-34 are significantly more likely to approve of all behaviours.

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



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

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Motorcyclists (14%) Ages 16-24 (13%) Learners licence (13%) Ages 25-34 (12%) | <ul style="list-style-type: none"> Northland* (12%) Ages 25-34 (9%) Learners licence (9%) Asian (8%) Motorcyclists (7%) | <ul style="list-style-type: none"> Restricted licence (7%) Motorcyclists (8%) NZ Māori (6%) Ages 25-34 (6%) |
|---|--|---|

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

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Learners licence (7%) Motorcyclists (7%) Aged 25-34 (6%) | <ul style="list-style-type: none"> Ages 25-34 (10%) NZ Māori (8%) Motorcyclists (8%) Learners licence (7%) | <ul style="list-style-type: none"> Northland* (12%) Learners licence (9%) Motorcyclists (9%) Ages 16-24 (6%) Aged 25-34 (6%) MZ Māori (6%) |
|--|--|--|

Base: Jan-Mar '24; Total sample (n=1,802).

COM-B 6x: Would you disapprove or approve if people important to you did the following? *Caution: Law sample size, n<50

Road safety attitudes and behaviours - overview

Following significant increases in unsafe behaviour and attitudes at the end of 2024, most issues have stabilised or improved slightly this quarter.

However, they haven't dropped back to previous levels seen in mid-2024.

Notably, driving after smoking marijuana or taking other drugs has remained high. 1 in 10 survey respondents say they've driven after smoking marijuana in the last month.

Speeding remains the most common behaviour; most people admit to exceeding the limit at some point.

It's also seen to be difficult to avoid, especially for younger drivers.

Speed has steadily decreased as a top contributor to making roads unsafe. It's now at the lowest level in 5 years.

Drink driving has also dropped away as a key contributor, while *other road users* are increasingly seen as a problem.

This suggests a growing intolerance of other people making mistakes and less acceptance of speed contributing to harm.

This will be important to keep an eye on with higher speed limits in coming months.

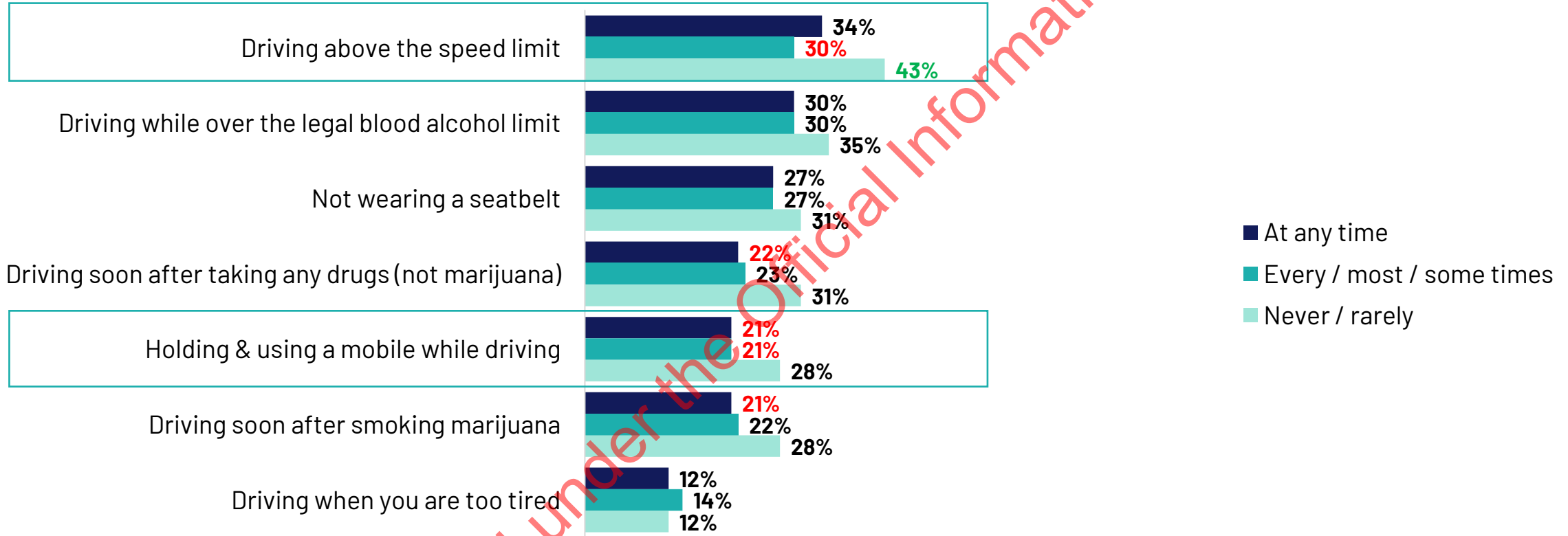
It may be necessary to remind drivers that while others make mistakes, speed determines the outcome.



Likelihood of getting caught x reported behaviours

Drivers who more frequently *speed* and *use a mobile phone while driving* are significantly less likely to think that they will be caught. With those who have driven under the influence of drugs, those who do this behaviour occasionally but not regularly are less likely to think they will be caught.

% of those who think you are *likely* to get caught...^ by those who have done unsafe driving behaviours



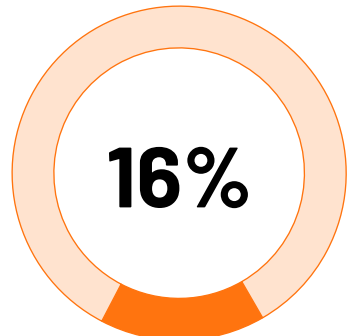
Base: Jan-Mar '25; Total sample (n=1,802). Those who have done each behaviour *every / most / some times* (Drive above the speed limit: n=1,016, Held and used a mobile while driving: n=420, Driven when tired: n=425, Soon after smoking marijuana: n=131, Not worn a seatbelt: n=236, Driven after taking drugs other than marijuana: n=108, Driven over the legal alcohol limit: n=151); Those who have done each behaviour *never / rarely* (Drive above the speed limit: n=786, Held and used a mobile while driving: n=1,382, Driven when tired: n=1,377, Soon after smoking marijuana: n=1,671, Not worn a seatbelt: n=1,566, Driven after taking drugs other than marijuana: n=1,694, Driven over the legal alcohol limit: n=1,651); Those who have done each behaviour *At any time* (Drive above the speed limit: n=1,521, Held and used a mobile while driving: n=899, Driven when tired: n=1,044, Soon after smoking marijuana: n=944, Not worn a seatbelt: n=377, Driven after taking drugs other than marijuana: n=173, Driven over the legal alcohol limit: n=302)

QENF: How likely do you think it is that you would get caught if you were doing the following? ... ***Caution:** Low base size, n<50 **^Note:** Question added December 2024

Summary of speed behaviours

Risk-taking remains similar to last quarter, with younger drivers more likely to drive fast often and say it's difficult not to. Habitual speeders tend to do so because they enjoy it and have more tolerance for others driving fast also.

Have exceeded the speed limit - % every / most times



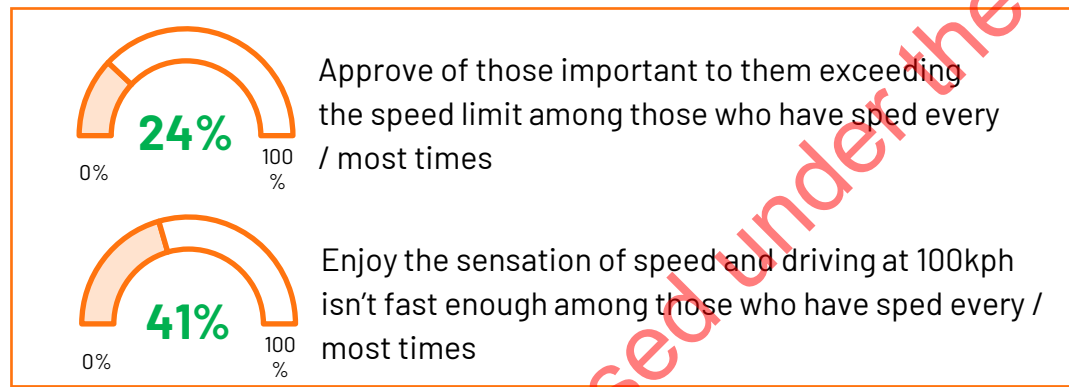
n= 334

Significantly more likely to be (from) / have...

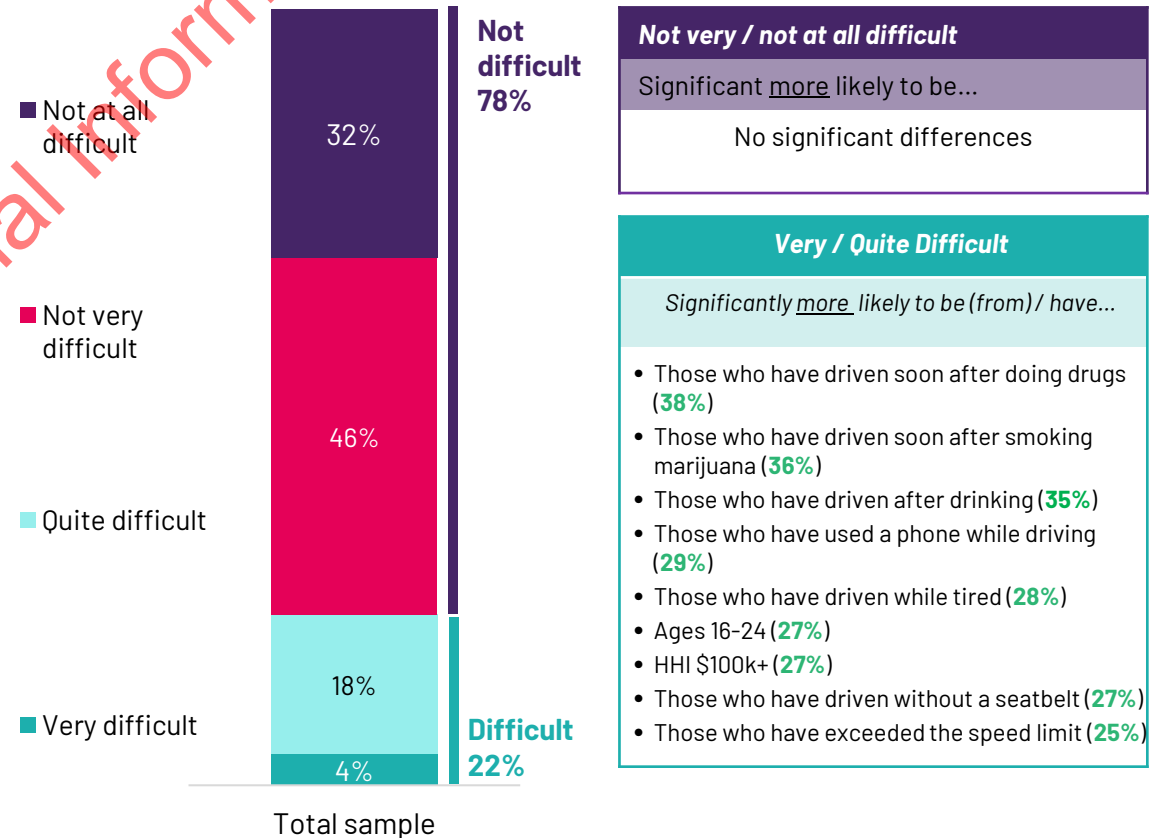
- Restricted licence (**24%**)
- Aged 16-24 (**29%**)
- Aged 25-34 (**21%**)

Significantly less likely to be (from) / have...

- Ages 45-54 (**11%**)
- Ages 55+ (**10%**)



Difficulty of never exceeding the speed limit when driving



Base: Jan-Mar '25; total sample (n=1,802), those who have exceeded the speed limit ever / most times (n=334)

COM-B 1: In the last 2 months, how often have you / COM-B 5: Assuming you wanted to, how difficult would it be for you to do each of the following [never exceeding the speed limit]? / COM-B 6x: Would you disapprove or approve if people important to you did the following [Exceeding the speed limit]? / Q10b: Which of the following statements regarding speed on the open road most strongly reflects you?