

Public Attitudes to Road Safety 2020

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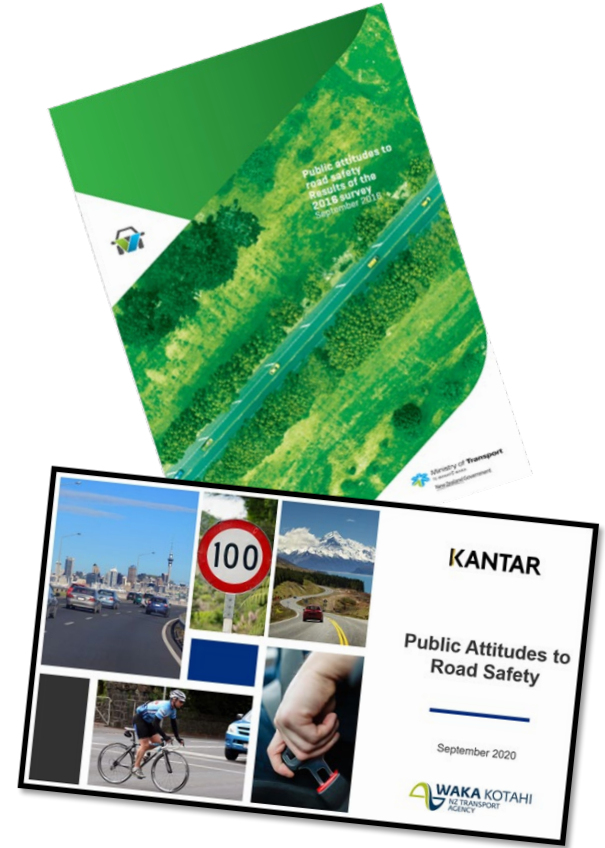
Where it fits with Road to Zero

- Our vision is a New Zealand where no one is killed or seriously injured in road crashes.
- The survey allows Waka Kotahi and our road safety partners to better understand peoples' attitudes and behaviour around important road safety issues.
- It restores the time series of public attitudes to road safety conducted annually from 1995-2016, so we can see how attitudes are changing over the course of Road to Zero.
- It allows us to establish baselines for new questions, such as public support for the idea of Vision Zero.



Methodology

- 3,300 survey respondents in two streams, representative of the New Zealand population
- 127 questions on specific road safety topics, including:
 - speed
 - car safety
 - driver fatigue, impairment and distraction
 - attitudes to enforcement
 - Road to Zero/Vision Zero.
- Built on the foundation of LTSA's and Ministry of Transport's road safety survey programme
- The report will be published annually



Publication

- The survey results and data are available on the Waka Kotahi website at:

<https://www.nzta.govt.nz/resources/public-attitudes-to-road-safety/>

- The survey data are also available on the [Open Data Portal](#)
(use the latest version of Google Chrome, Apple Safari, Mozilla Firefox, or Microsoft Edge)



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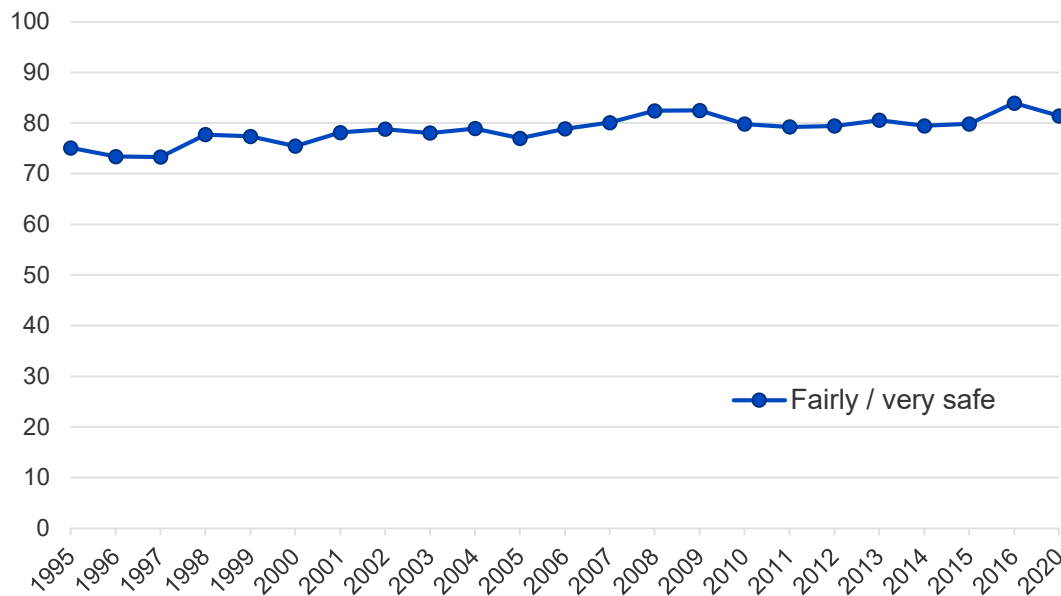


Safety



General attitudes to road safety and enforcement

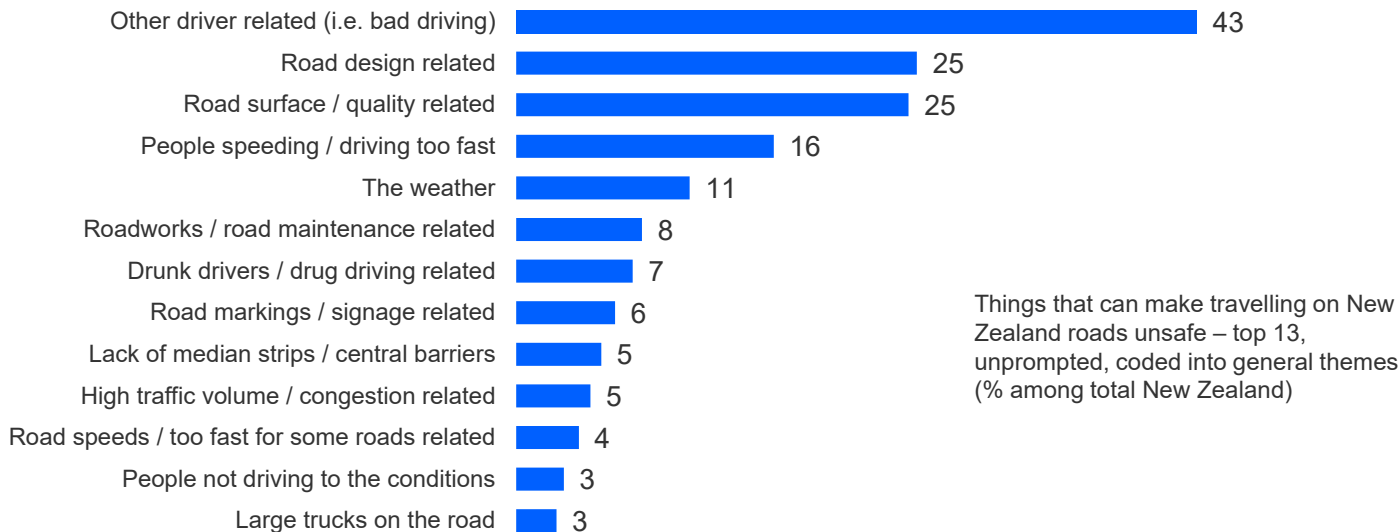
Most (81%) New Zealanders consider our roads to be generally safe to travel on.



General attitudes to road safety and enforcement



Other drivers, speeding, road design and road surface/quality are the main aspects that can make travelling on New Zealand roads unsafe.

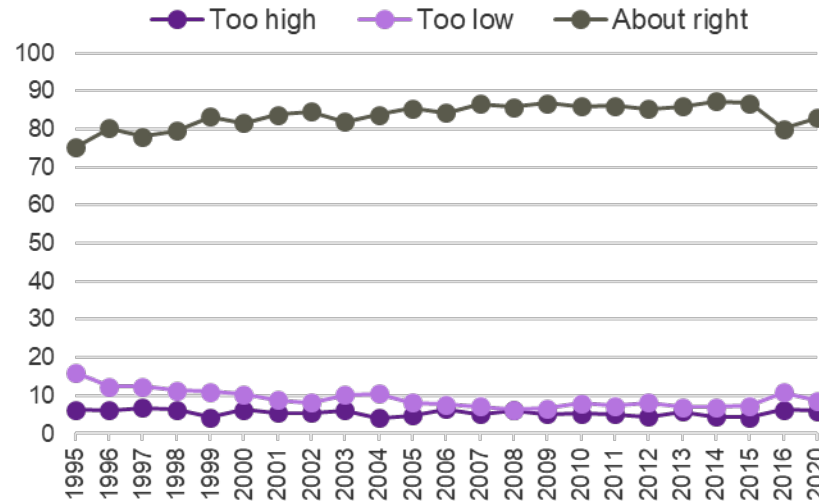


Speed and speed enforcement



The majority think that the speed limits on the roads they normally use are about right for the road and traffic conditions

Speed limits on roads normally use - Over time

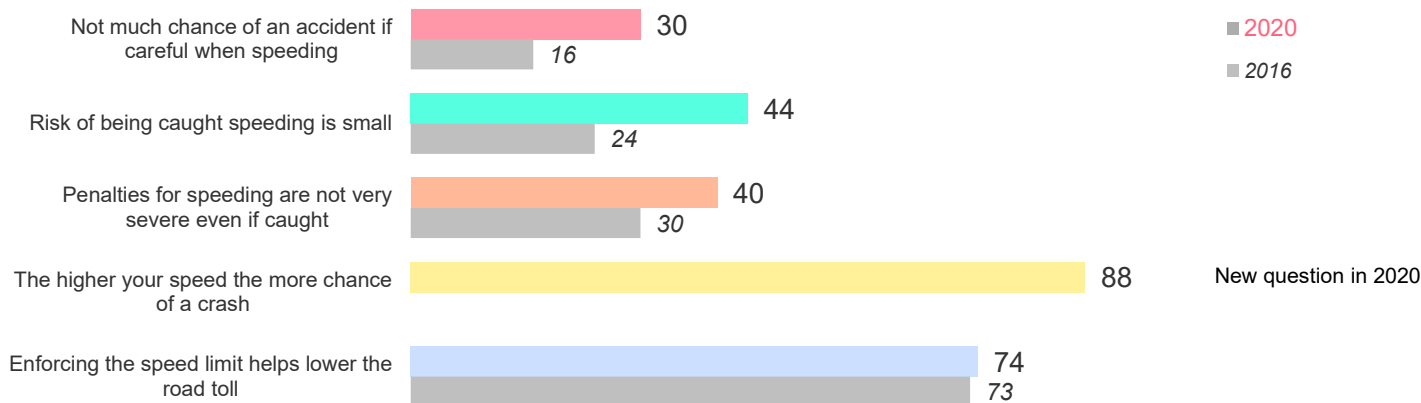


Speed and speed enforcement



30% of New Zealanders believe there is not much chance of an accident if you are careful when speeding.
Perceived risk of being caught speeding is on decline.

Percentage who agree

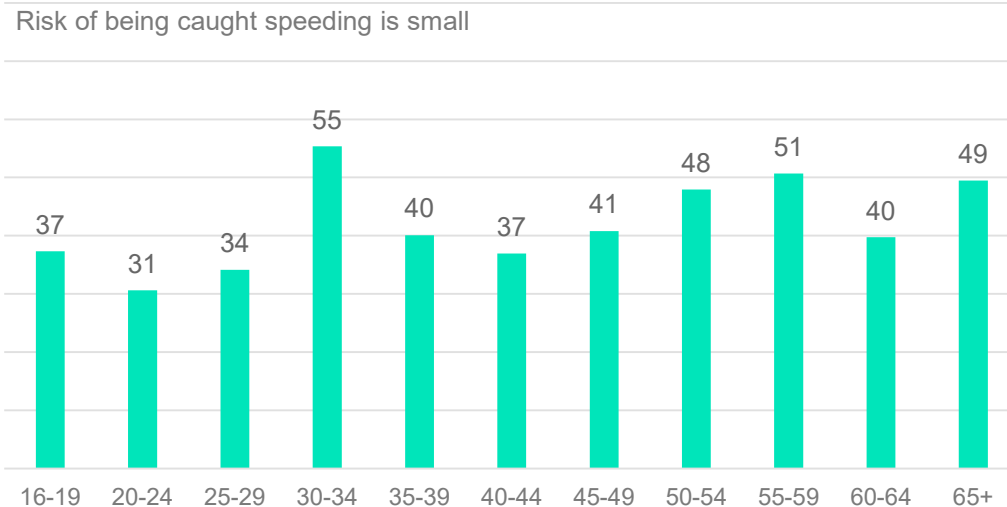


Speed and speed enforcement

Attitudes towards speed, by age group.



Percentage who agree

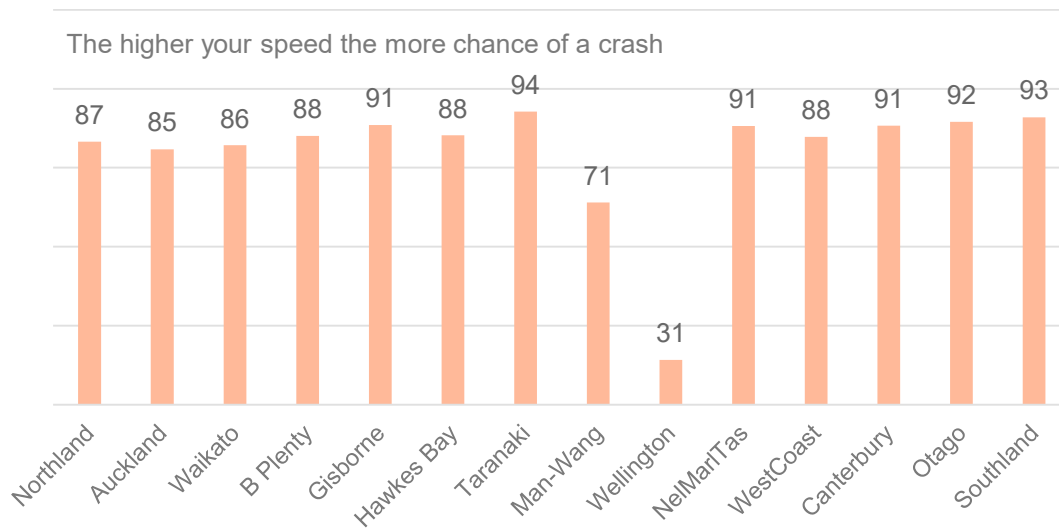


Speed and speed enforcement

Attitudes towards speed, by Region.



Percentage who agree

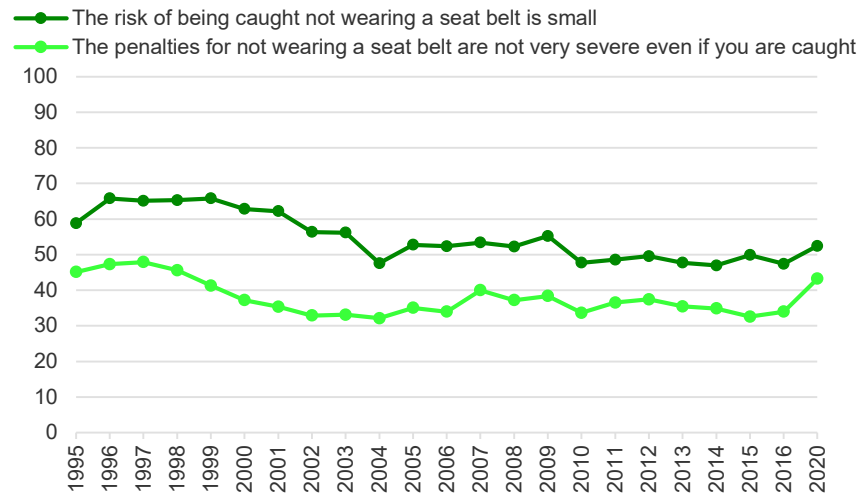


Seat belts

There has been an increase in agreement that the risk of being caught not wearing a seat belt is small, and that the penalties are not very severe if you are caught.



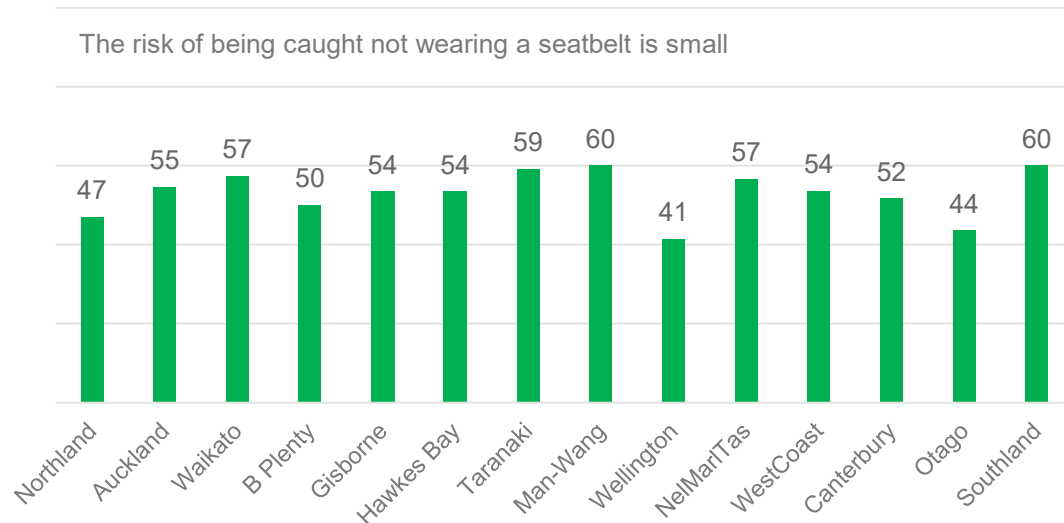
Agreement over time (% strongly agree / agree)



Seat belts

Wellington and Otago regions are the least likely to agree that the risk of being caught not wearing a seat belt is small.

Percentage who agree



Alcohol-impaired driving and enforcement

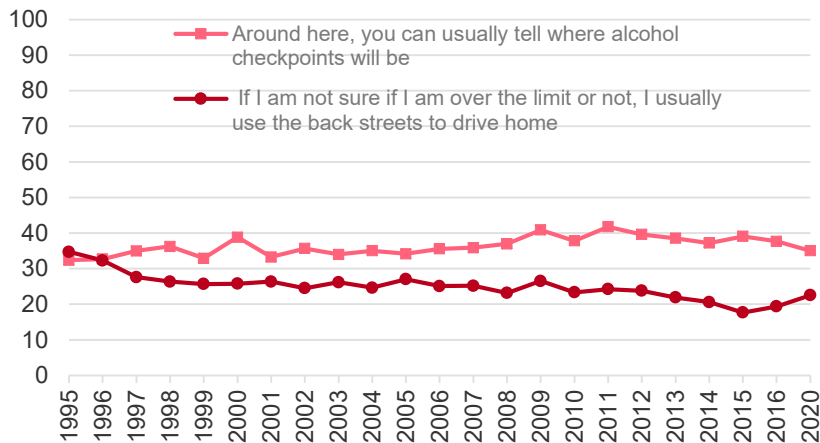


Alcohol-impaired driving and enforcement



Similar to previous years, just over one in three agree that they normally can tell where alcohol checkpoints will be and 23% use the back streets if they are unsure if over the limit or not.

Agreement over time (% strongly agree / agree)

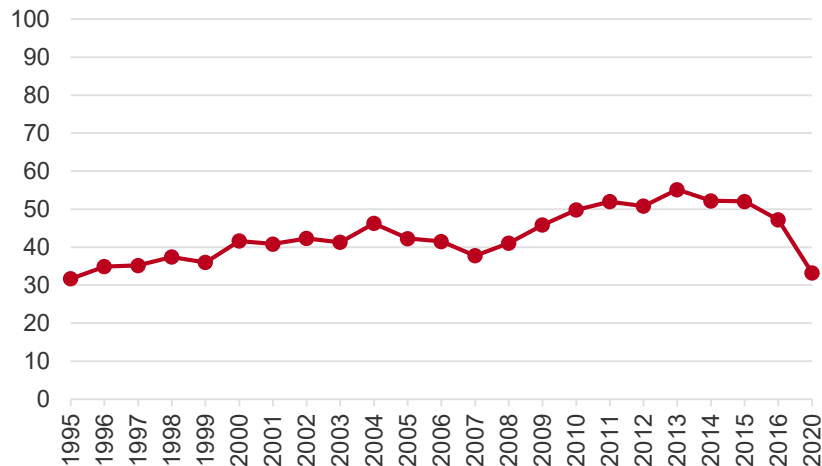


Alcohol-impaired driving and enforcement



One in three New Zealanders with a driving licence have been stopped at an alcohol checkpoint while driving in the last 12 months - a significant decrease on recent years.

Stopped at an alcohol checkpoint in the last 12 months... - Over time
(% among those with a driver's licence)

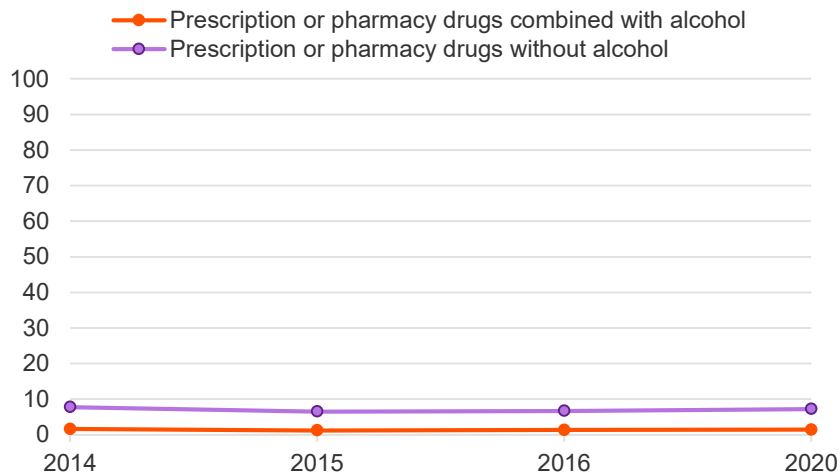


Drug-impaired driving



Very few claim to have driven while affected by prescription or pharmacy drugs, being more common without alcohol (at 7%).

Driven in past 12 months affected by... - Over time

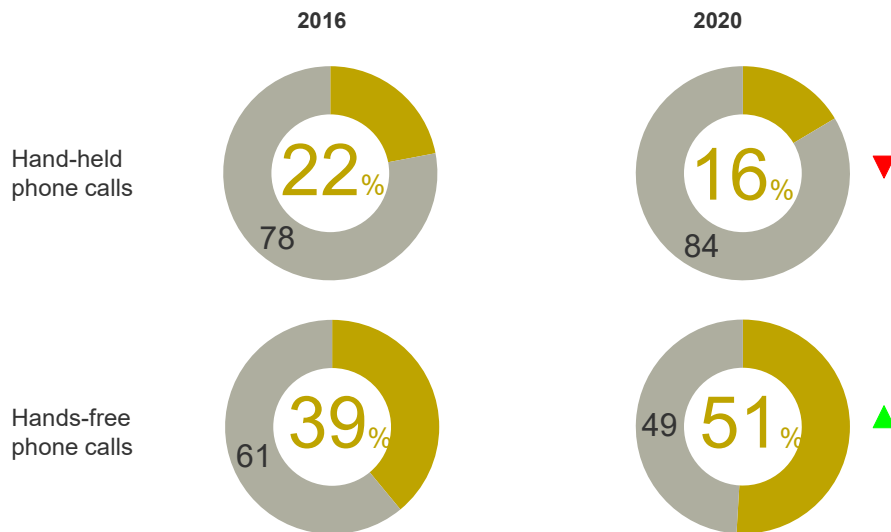


Driver distraction



There has been an increase in use of hands free phone calling while driving to 51% since 2016 and a decrease in use of hand held phone calling to 16%.

How often use a mobile phone while driving in the last month to make...



Enforcement: perceived likelihood

Percentage of people surveyed who think they are likely to be caught undertaking risky behaviours.

Those who			Survey report page
Agree	Likely for a person who breaks a traffic law, other than drink-driving or speeding, to be stopped by the Police	32%	25
Disagree	The risk of being caught speeding is small	40%	42
Disagree	The risk of being caught drinking and driving is small	42%	58
Disagree	The risk of being caught not wearing a seat belt is small	32%	80
Agree	Likely that a person who is using a hand-held cell phone or texting while driving will be caught by Police	17%	94
Average percentage across all 5 behaviours (not drugs)		33%	

Note: the drugged driving question (Q63, page 76) is not included, because it shows the perceived likelihood of being tested, not “caught”.

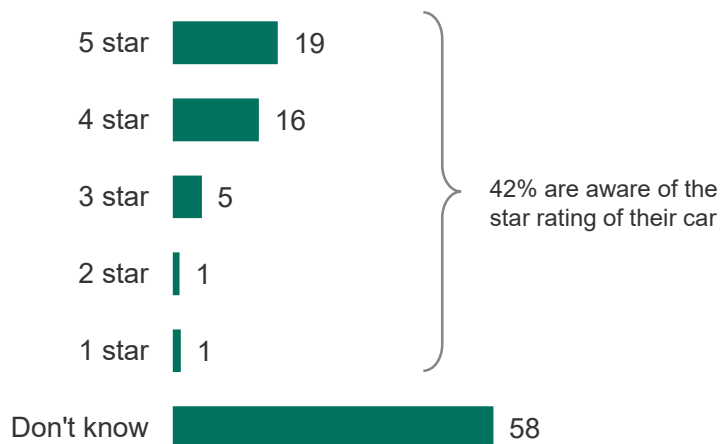


Car safety

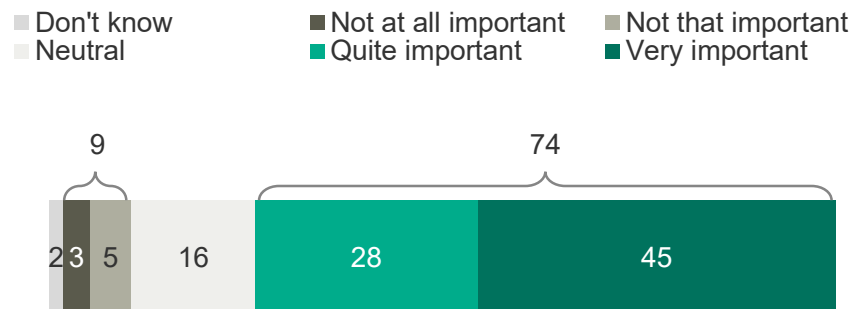


42% know the star rating of the car they drive, and it is important to 74% that their car has a high star safety rating.

Star rating of car you usually drive



Importance that your car has a high star safety rating

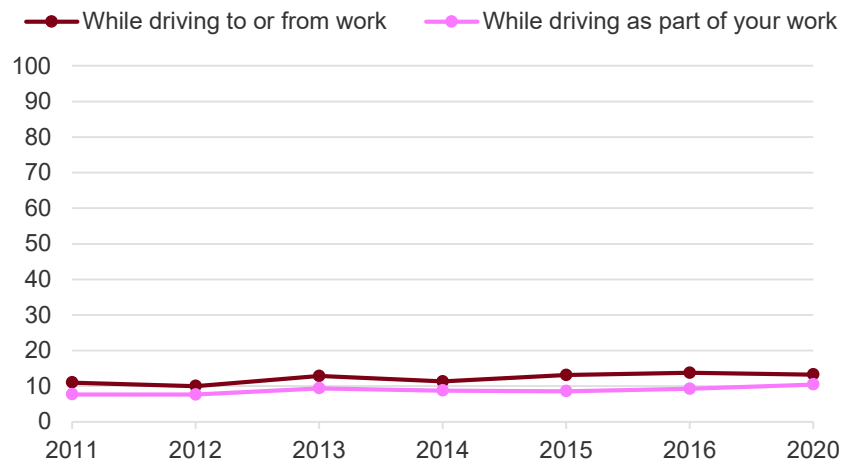


Fatigue



Approximately one in ten drivers have had trouble staying awake on at least one occasion in the last 12 months while driving either to or from work or as part of their work.

Trouble staying awake in the last 12 months – Over time
(% once or twice / occasionally / often)

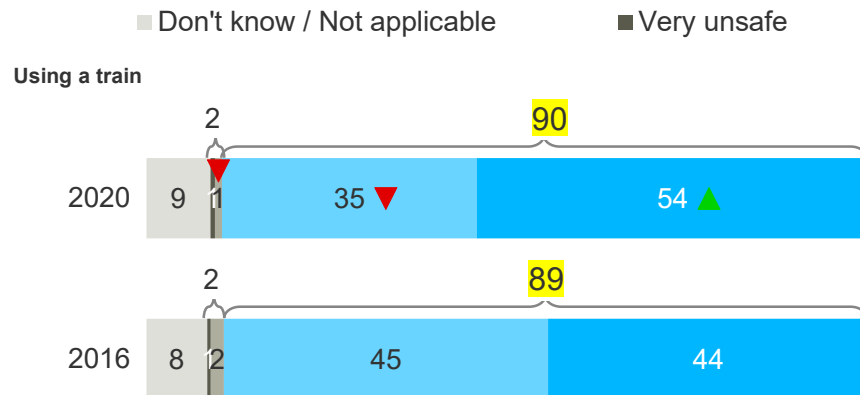
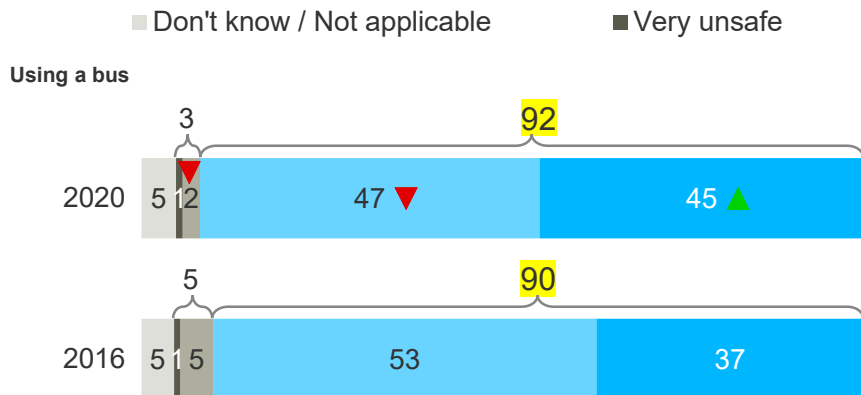


Public safety



The majority of New Zealanders would feel safe around other travellers if using a bus or train.

Feeling of safety around other travellers
(% among Total NZ)

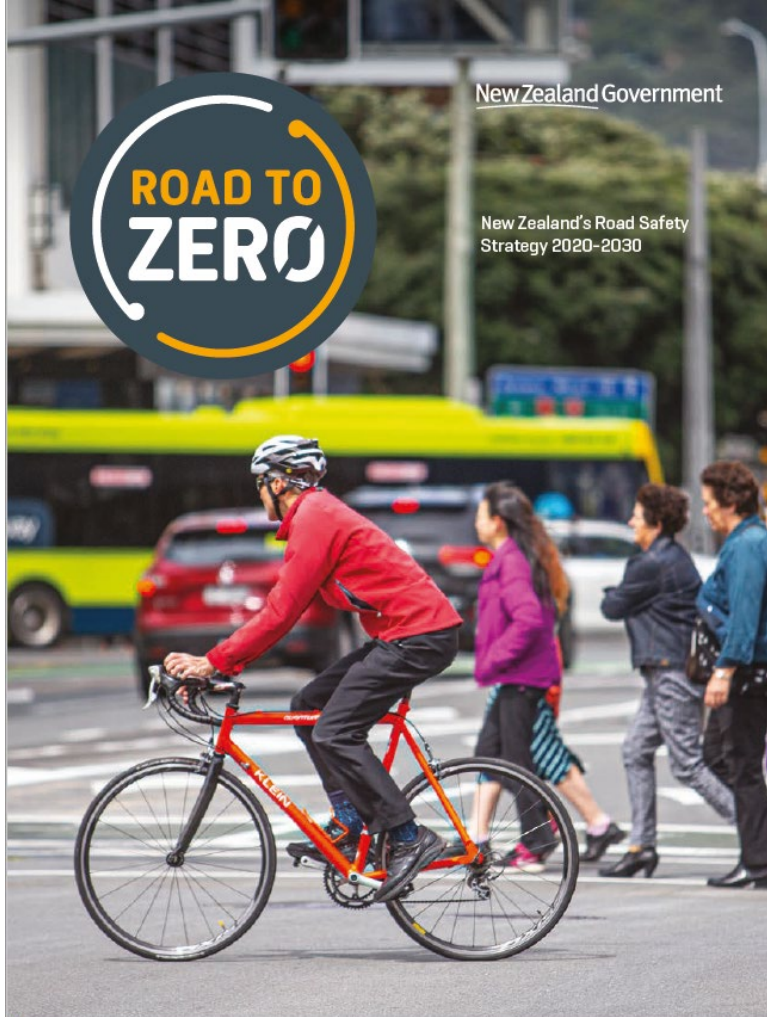


▲ = Significantly higher than 2016 at 95% CL
▼ = Significantly lower than 2016 at 95% CL



New Zealand Government

New Zealand's Road Safety
Strategy 2020-2030



Road to Zero

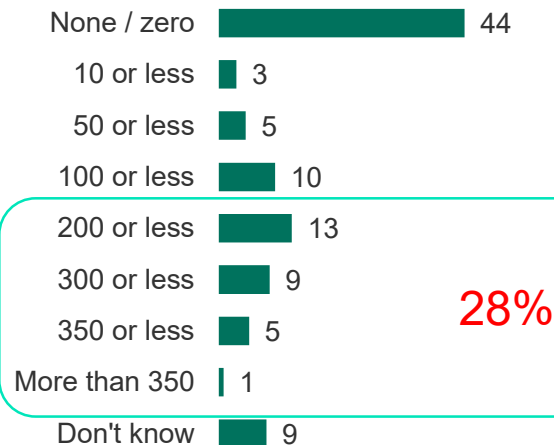


More than two in five New Zealanders (44%) think that zero deaths from road crashes are acceptable next year.

Acceptable number of deaths from road crashes next year (% among Total NZ)

Respondents were informed that around 350 people are killed each year on New Zealand roads.

They were then asked what they would consider to be an acceptable number of deaths from road crashes next year.



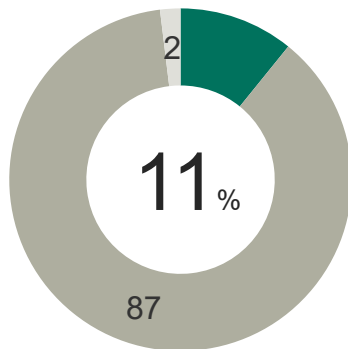
Road to Zero



There is low awareness of the Vision Zero approach to road safety currently at 11%, and more think it's unlikely (50%) than likely (24%) that Zero can be achieved by the year 2050.

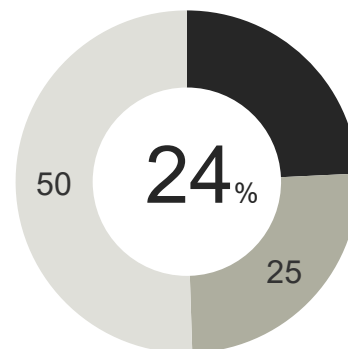
Heard or read about the Vision Zero approach to road safety (%)

■ Yes ■ No ■ Can't remember



How possible to have Zero road deaths by 2050 (% among Rest of NZ)

■ Likely ■ 50:50 ■ Unlikely



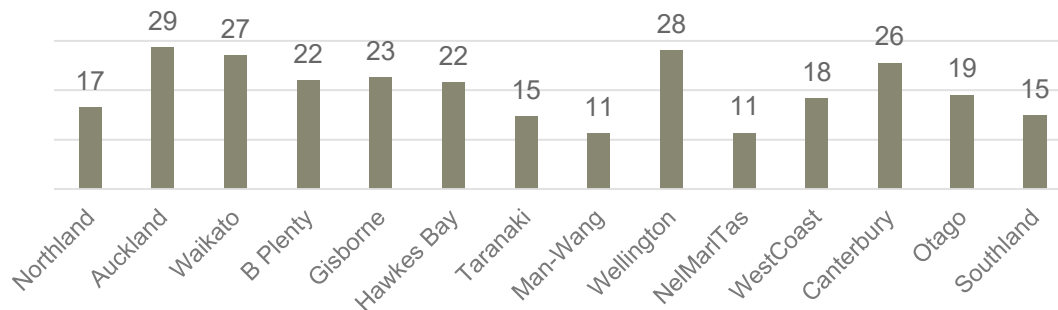
Road to Zero



More people in the larger cities think it's likely that Zero can be achieved by the year 2050.

Percentage who agree

It would be possible for New Zealand to have zero road deaths by 2050



Road to Zero



Percentage of the general public who support possible road safety initiatives

Possible initiatives	(% strongly support/support among Total NZ)
Compulsory roadside testing of drivers for drug use, which could take up to 10 minutes	80%
Much higher fines for using a mobile phone while driving	80%
Increased installation of wire rope median barriers on rural roads, which prevent vehicles from crossing the centre-line	69%
Requiring additional safety features or higher star safety ratings in new cars, which could make them more expensive	61%
30 km/h speed limits in urban centres, which mean collisions with pedestrians and cyclists are usually survivable	58%

How we will use this research

- KPI reporting
 - Statement of Performance Expectations (SPE)
 - Road to Zero Outcomes Framework
 - Government Policy Statement (GPS)
- Informing road safety policy and activity, including
 - drug impaired driver testing policy
 - road safety advertising campaigns
 - child restraint education programme
 - Police enforcement activity



