

Better Conversations on Road Risk:

Research summary comparing rural and urban attitudes (2016)



AIM

To understand how attitudes to speed, road safety and potential changes to speed limits differ depending on whether you live in an urban or rural environment.

RESEARCH METHOD

Online survey of 2,134 residents (c.1,250 from a city, c.300 from a large town, c.340 from a small town, c.240 from a rural community).
National representative sample. Data collected through April 2016.

KEY FINDINGS

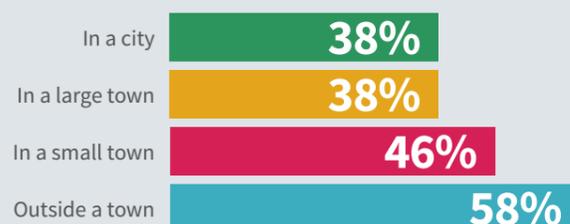
Those living in **cities** and **large towns** are more likely to agree that roads are safe at existing speed limits and more likely to oppose limit reductions. They are more likely to believe it is easy to determine safe speeds for roads, and generally believe roads in their area are safe for them as a driver. They do not differ in relation to more rural communities in their belief that money should be spent on improving roads.

Rural New Zealanders (people in **small towns** or **outside a town**) are less likely to believe their roads are safe at current limits and find it more difficult to tell what a safe speed is. Their views around reducing limits and improving roads are similar to other communities. However if money is not available to improve roads (their preferred option) they are more open to reducing speed limits than other communities.

Rural New Zealanders are less likely to believe their roads are safe at current limits

'Some roads in your area are not safe at the speeds limits that are set for them.'

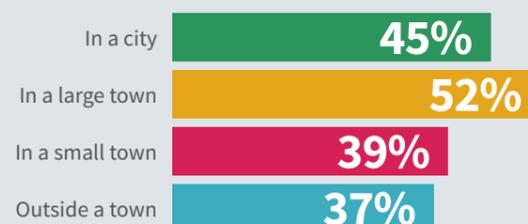
% who agree or strongly agree



Urban New Zealanders are more likely to believe it is easy to determine safe speeds for roads

'It is easy for drivers to tell what a safe speed is on the roads in your area.'

% who agree or strongly agree



Rural New Zealanders are more open to reducing speed limits than other communities

'If money can't be spent on improving the roads, speed limits should be reduced.'

% who agree or strongly agree



Urban New Zealanders are more likely to believe roads in their area are safe for them as a driver

How safe are the roads in your area for yourself as a driver?

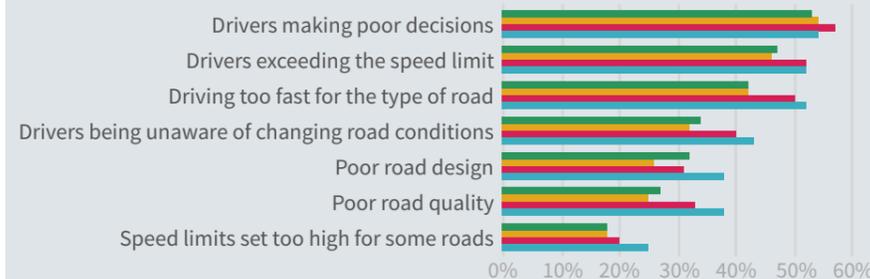
% answering safe or very safe



Rural New Zealanders are more likely to think there are serious problems with their roads

How much of a problem is each of the following?

% indicating a score of 8,9,10 (scale 0 not a problem at all to 10 a very serious problem)



Urban New Zealanders are less likely to think road safety interventions are effective

How effective at improving road safety is each of the following?

% indicating effective or very effective

