

# How New Zealanders are different in important ways: Road risk segments



## RESEARCH PURPOSE

To better understand New Zealanders' attitudes to road safety, road risk and potential safety solutions.

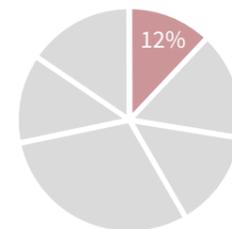
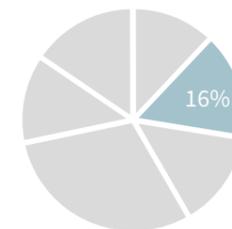
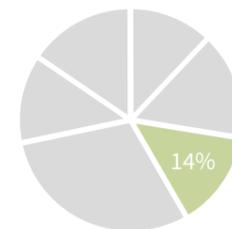
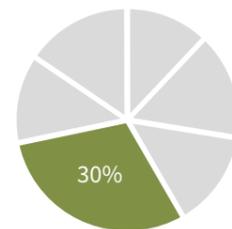
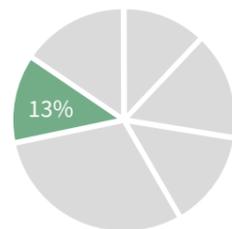
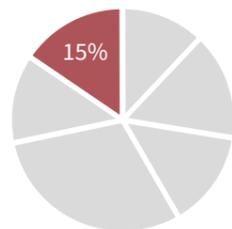
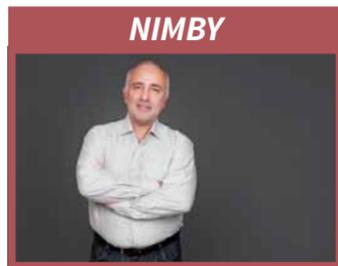
## RESEARCH METHOD

Survey of 3,112 residents (online and phone). Nationally representative sample. Data collected April – May 2017.

Online survey of  
**3,112**  
residents

## KEY FINDINGS

New Zealanders differ to the extent to which they care about improving road safety, are having conversations, can confidently identify road risks and support potential safety choices (such as reducing speed limits). This segmentation provides some insight into these differences.



- One of the most vocal voices in the community and strongly oppose speed limit reduction.
- Confident they can identify road risks and judge the best speed for the road.
- Prefer road improvements over speed limit reduction.
- More likely to agree road deaths are unavoidable.
- Less likely to believe community conversations can lead to safer outcomes.
- More likely to be NZ European, over 50 years old and live in a small town.
- Drive for their jobs on all types of roads.

- Most concerned with road safety and highly supportive of speed limit reductions.
- Agree some roads are not safe at the set speed limit.
- Most likely to believe road deaths are avoidable.
- Most likely to identify road risks and solutions with a high level of confidence.
- Strongly believe more community conversations will improve safety outcomes.
- More likely to be female, NZ European, over 50 years old and live outside the city.
- More likely to have had someone close to them who has been in a serious crash.

- Concerned about road risk and have conversations about it, but are less confident in their understanding of road risk and solution.
- They are more likely to believe community conversations will improve safety.
- Understanding there is a range of local solutions available is important to this segment.
- More likely to be female and have school aged children.
- They're more likely to use public transport and drive for their job.
- More likely to have had someone close to them who has been in a serious crash.

- Concerned about road risk and support speed limit reductions.
- Do not have public conversations about road safety.
- Have a lower confidence in their understanding of risk and solutions.
- Agree more community conversations may make the roads safer.
- More likely to be male, in their 30s, Asian and be students.
- Less likely to drive or be a passenger in a car.
- Less likely to be personally affected by a crash.

- Believe improving road safety is important but are less concerned than other segments.
- Less likely to state road deaths are avoidable.
- Less aware of road safety messages and tend to not talk about road risk.
- Less likely to agree community conversations will lead to safer outcomes.
- More likely to be under 30 and male.
- Less likely to drive and tend not to be personally affected by a crash.

- Least likely to believe improving road safety is important.
- Most likely to agree road deaths are unavoidable.
- More likely to drive above the speed limit and are highly opposed to speed limit reduction.
- Do not have conversations about risks and are less likely to confidently identify road risks and solutions.
- More likely to be under 30, male and NZ European.
- More likely to live in large towns, with other young people and travel by car.
- More likely to travel on state highways and less likely to travel on rural roads.

## ENGAGING THESE GROUPS

### NIMBY vs Slow your roll

NIMBY and Slow your roll are likely to be the more vocal and engaged segments in the community.

- Constructive conversations (where both agree) are more likely to be around the idea that:
- Travel speed should match road risk
  - Improving roads is an effective solution

- Divisive conversation (where segments disagree) are more likely to be around the idea that:
- Speed reduction is an effective solution
  - Improving enforcement improves safety

### Pro safety & Silently pro safety

Pro safety's and Silently Pro Safety's positive attitude towards road safety would benefit from a greater understanding of road risks and solutions, in order to increase their confidence in conversations and to encourage more of them to agree that road deaths can be avoidable.

### Middle of the road

This segment may benefit from greater understanding of road risks and solutions – it may help them shift them from being largely neutral to more engaged, confident and supportive of safer choices.

### Life in the fast lane

This segment is unlikely to engage in conversations on road safety, but their thoughts are echoed through NIMBYs. We could engage this group by linking messages to the lasting impact deaths have on communities.

# How New Zealanders are different in important ways: Road risk segments



This page highlights some important differences between segments based on the following four key measures.

- The extent to which a person has had a **public conversation** about road safety or road risk in the last three months. This could be through social media, by commenting on a news story, or talking about safety at work or in public places.
- The level of **confidence** a person has in identifying a local road risk
- The safety **choices** they support (in this case their support for reducing speed limits)
- Levels of **care** (% who give 8, 9 or 10 on a 10 point importance scale)

## How to interpret the boxes

The coloured boxes show the segment score. The dotted line shows the national average for each of the four measures. This is to help you compare.

As an example of how to interpret this information, if the yellow box is larger than the dotted line, that segment is more likely to be having public conversations about road risk than the average person.

