

Better Conversations on Road Risk: Northland summary



AIM

To understand how Northland compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (59 Northland*). National representative sample. Data collected in April 2016.

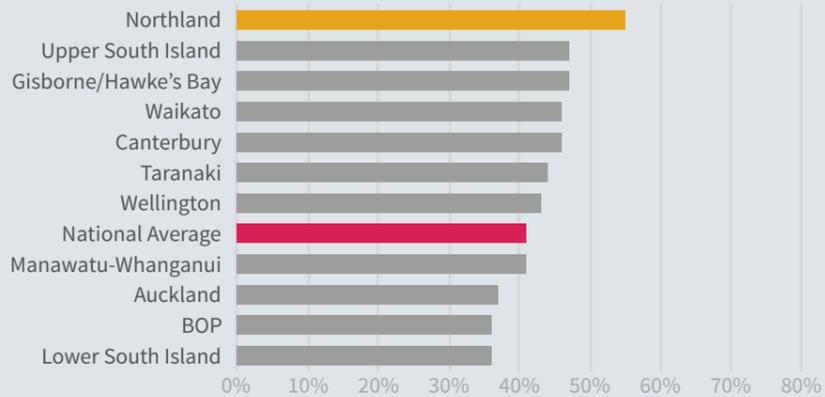
KEY FINDINGS

Many Northland residents think the quality and design of their roads could be improved. They have a strong preference for making them safer at their current limits, rather than reducing speed limits.

Not all roads have the same risk

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

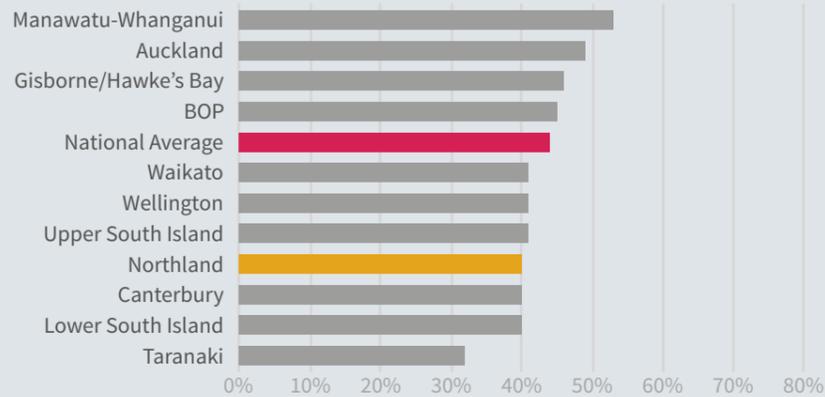
% who agree or strongly agree



We need to help drivers read the road

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

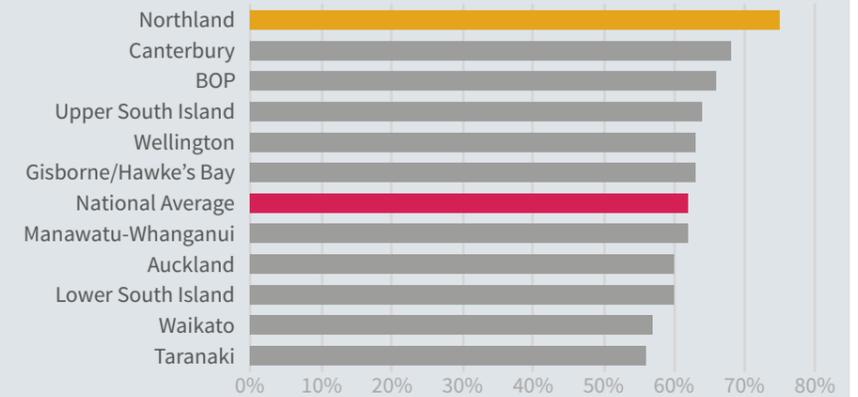
% who agree or strongly agree



Communities will have preferences

‘I would prefer we spend money on improving the roads and not reduce the speed limits in my area.’

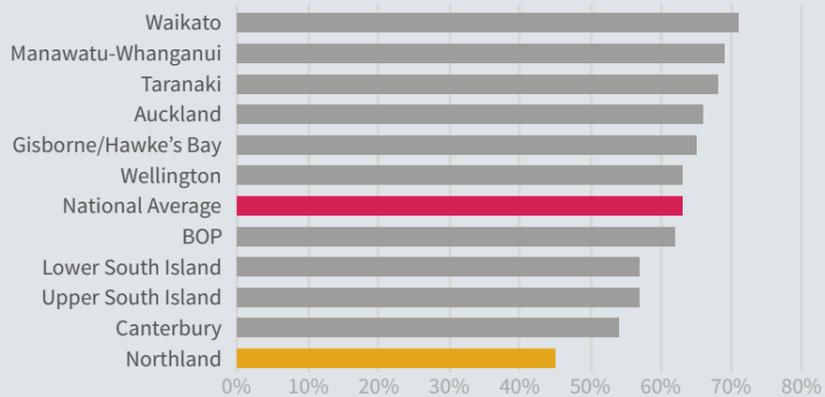
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

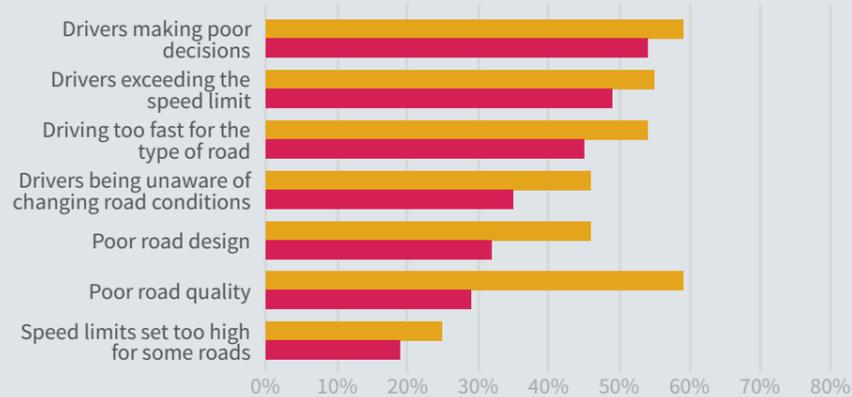
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

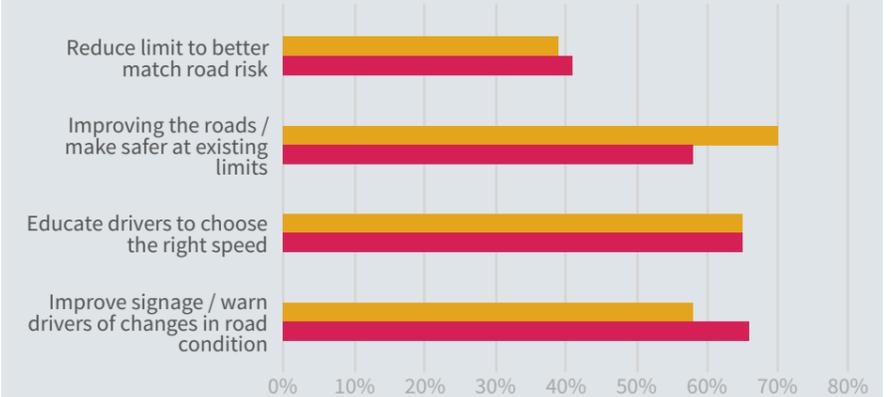
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



*Caution small sample size

Better Conversations on Road Risk: Auckland summary



AIM

To understand how Auckland compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (706 Auckland). National representative sample. Data collected in April 2016.

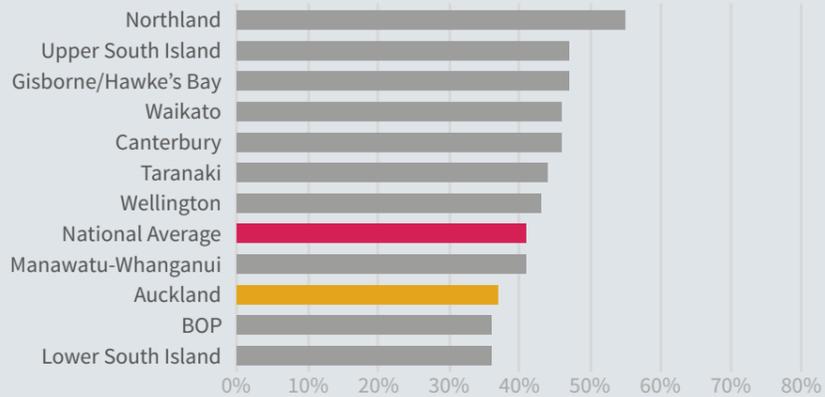
KEY FINDINGS

Most Auckland residents think their roads are safe, and that it is easy to tell a safe speed for the road. They are less likely than other New Zealanders to name poor road quality as a problem or to think improving roads is an effective safety solution.

Not all roads have the same risk

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

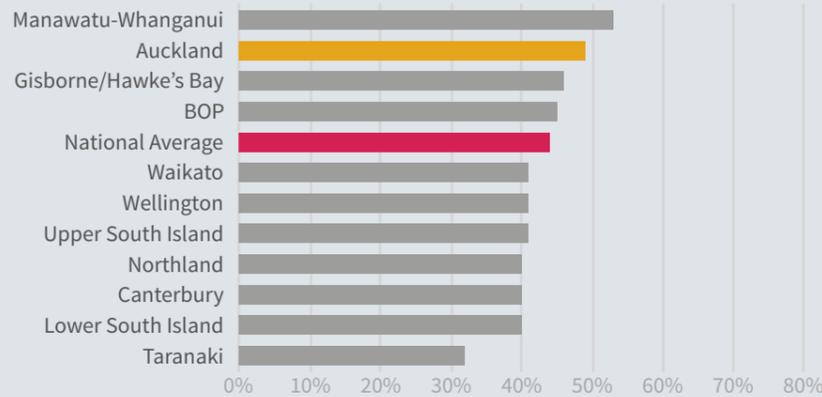
% who agree or strongly agree



We need to help drivers read the road

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

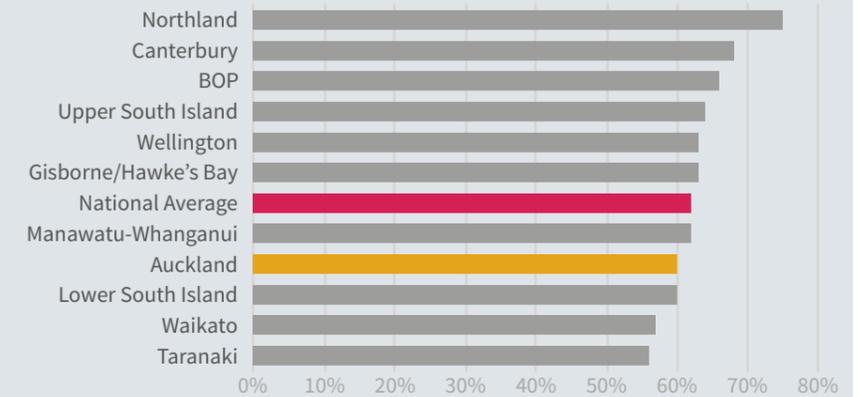
% who agree or strongly agree



Communities will have preferences

‘I would prefer we spend money on improving the roads and not reduce the speed limits in my area.’

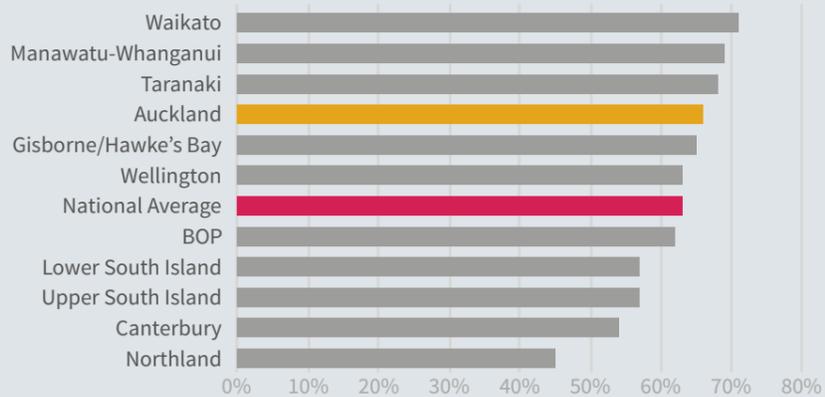
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

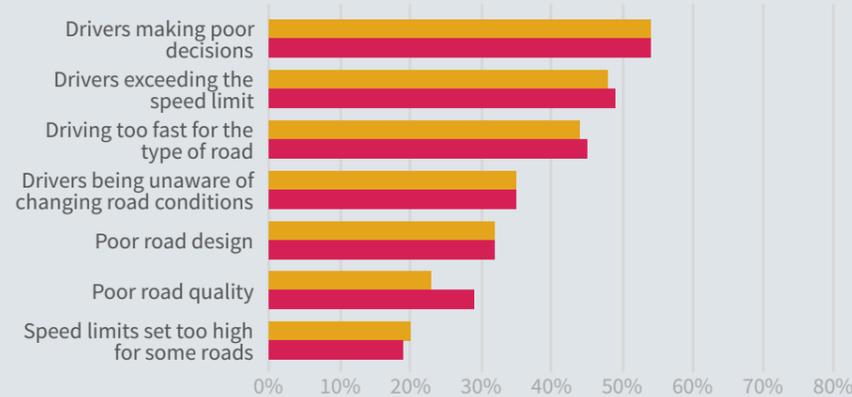
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

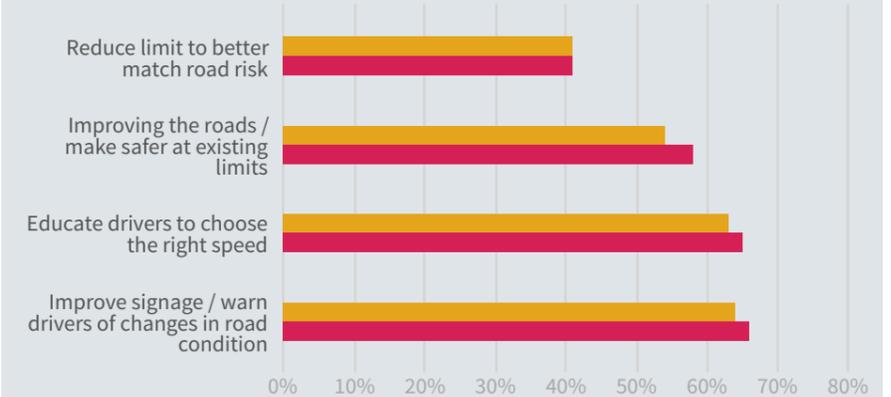
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Waikato summary



AIM

To understand how Waikato compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (199 Waikato). National representative sample. Data collected in April 2016.

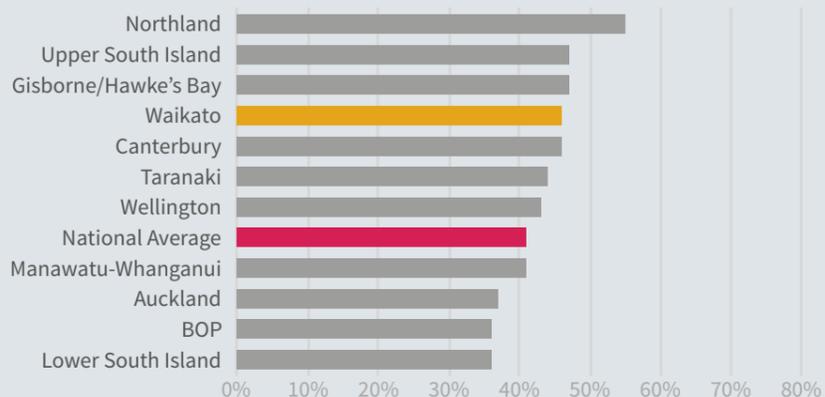
KEY FINDINGS

Waikato residents are the most likely to think their roads are safe for them as a driver, however they are less likely than other New Zealanders to agree it is easy to tell a safe speed for the road. They see the risk on the road being drivers making poor decisions, drink driving, or driving too fast for the road or weather (not the roads themselves). They believe the most effective solution to road risk is to educate drivers.

Not all roads have the same risk

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

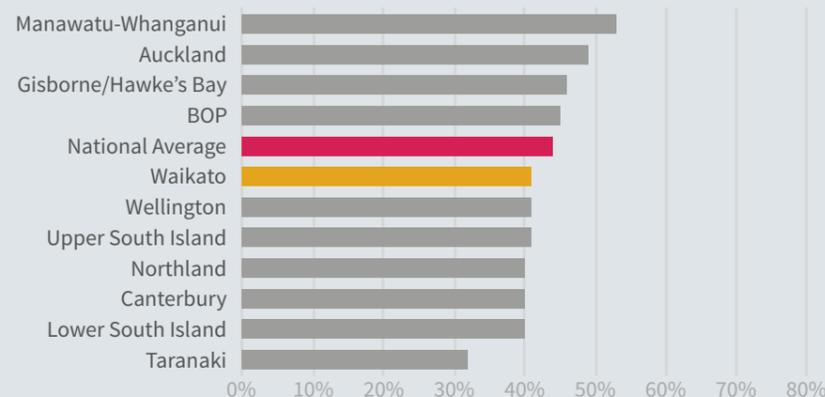
% who agree or strongly agree



We need to help drivers read the road

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

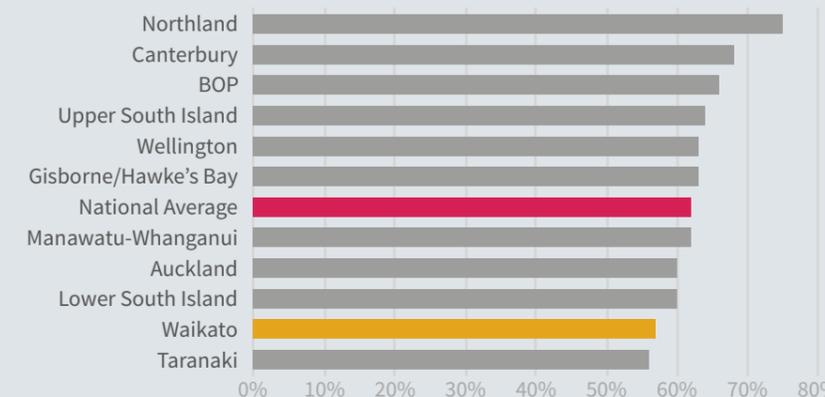
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

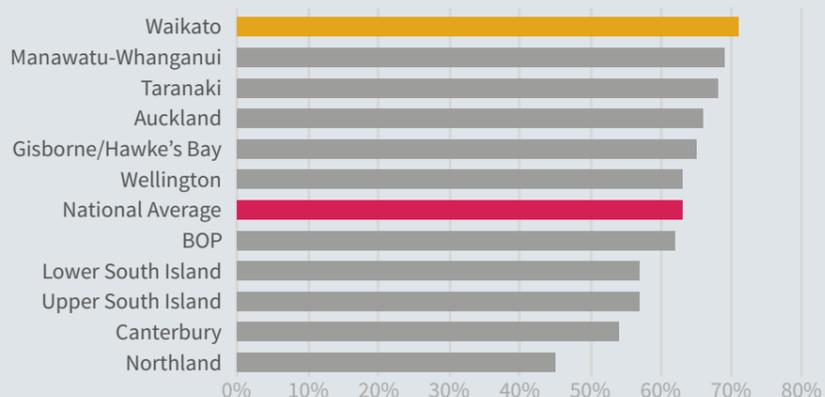
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

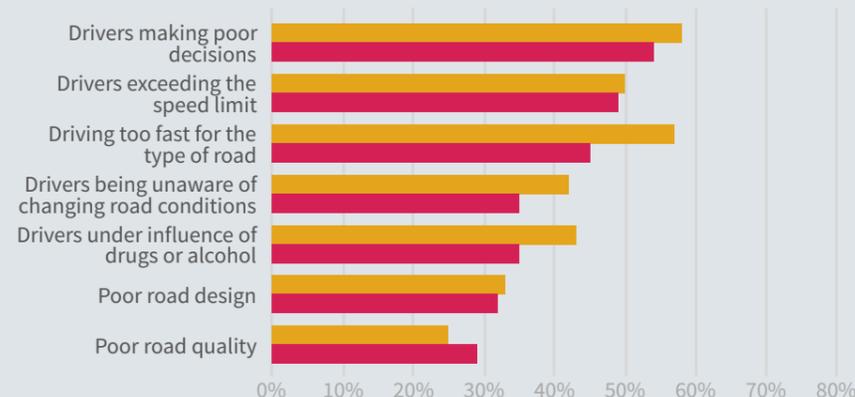
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

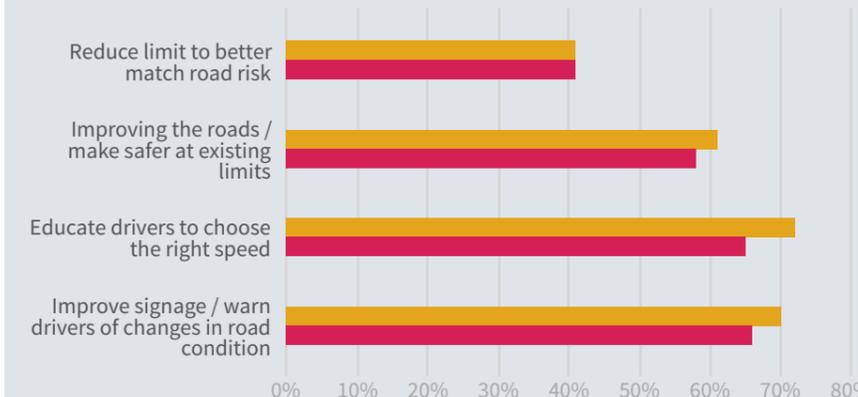
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Bay of Plenty summary



AIM

To understand how Bay of Plenty (BOP) compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (134 BOP). National representative sample. Data collected in April 2016.

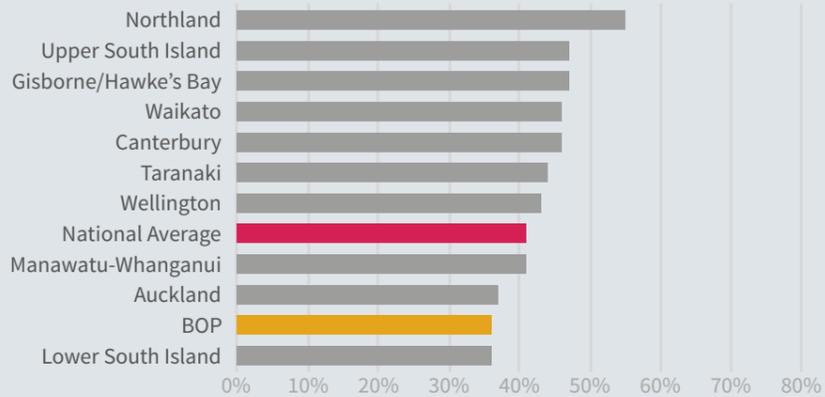
KEY FINDINGS

BOP residents are more likely than other New Zealanders to name slow drivers as a problem in their area. They are also more supportive than other New Zealanders of improving roads or making roads safer at the existing speed limit.

Not all roads have the same risk

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

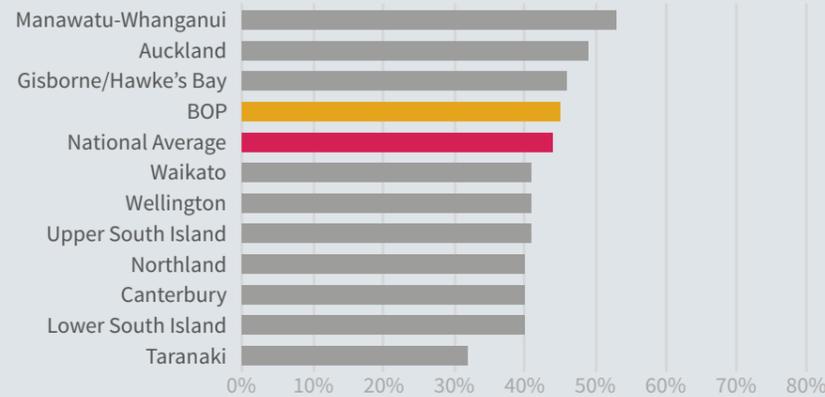
% who agree or strongly agree



We need to help drivers read the road

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

% who agree or strongly agree



Communities will have preferences

‘I would prefer we spend money on improving the roads and not reduce the speed limits in my area.’

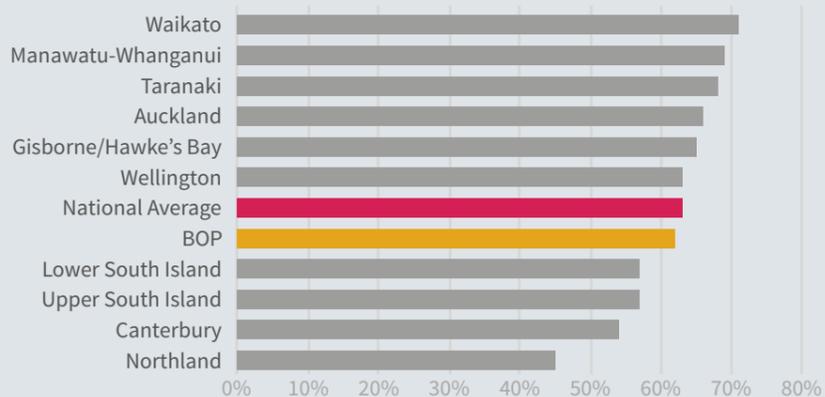
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

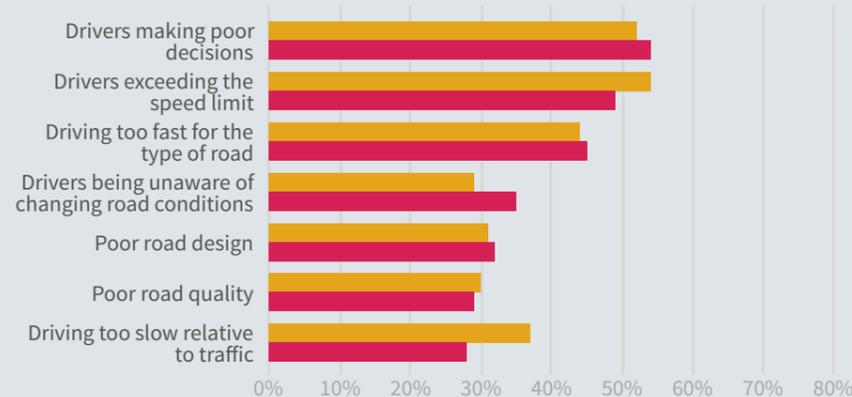
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

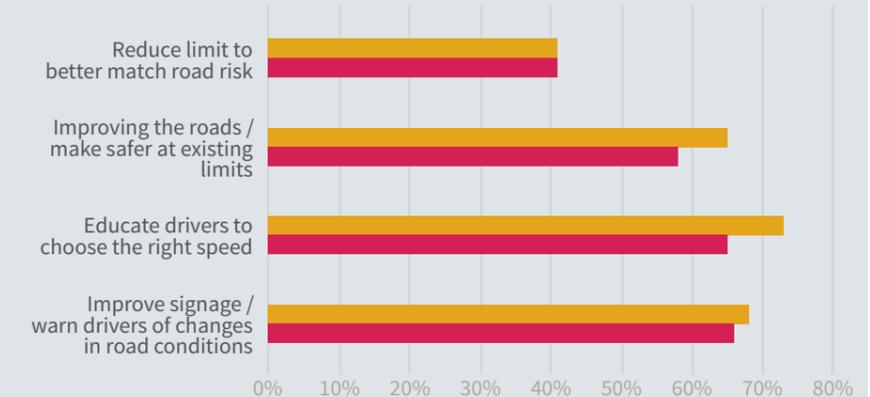
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Gisborne/Hawke's Bay summary



AIM

To understand how Gisborne/Hawke's Bay compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (98 Gisborne/Hawke's Bay). National representative sample. Data collected in April 2016.

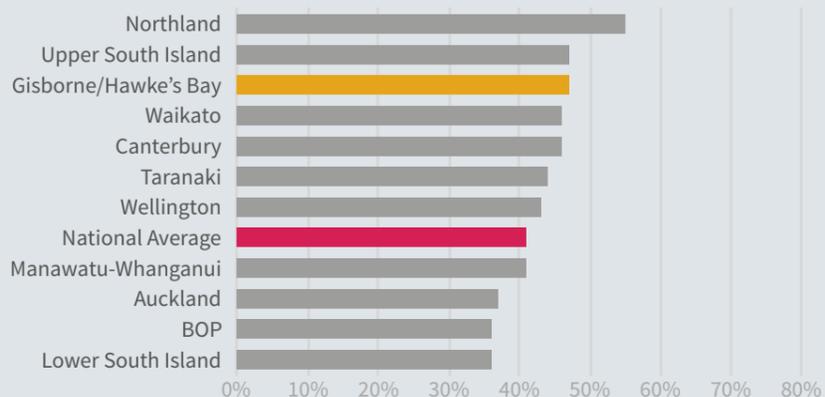
KEY FINDINGS

Gisborne/Hawke's Bay residents believe the roads are safe for them as a driver, and poor road design and quality are less of an issue than for other New Zealanders. Compared to the national average, they are less likely to think reducing speed limits or improving the roads are an effective solution to road risk.

Not all roads have the same risk

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

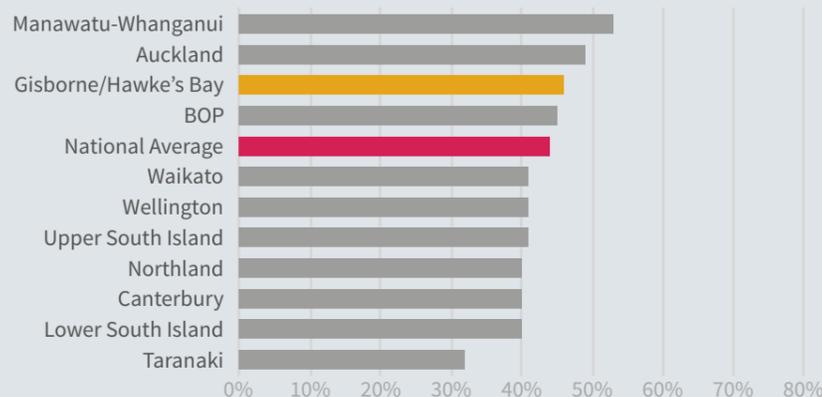
% who agree or strongly agree



We need to help drivers read the road

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

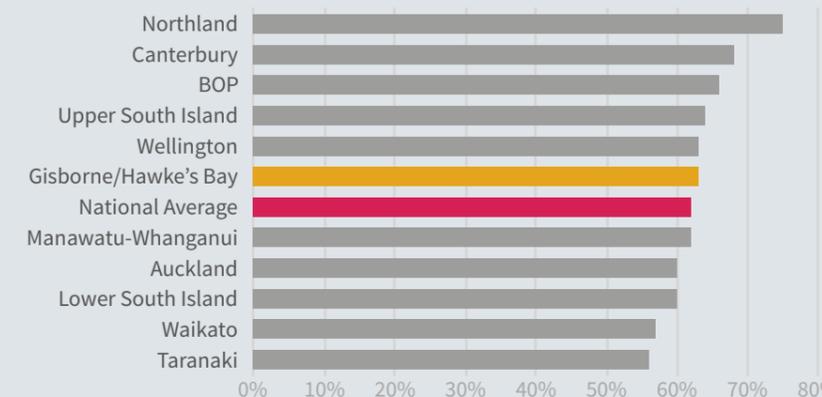
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

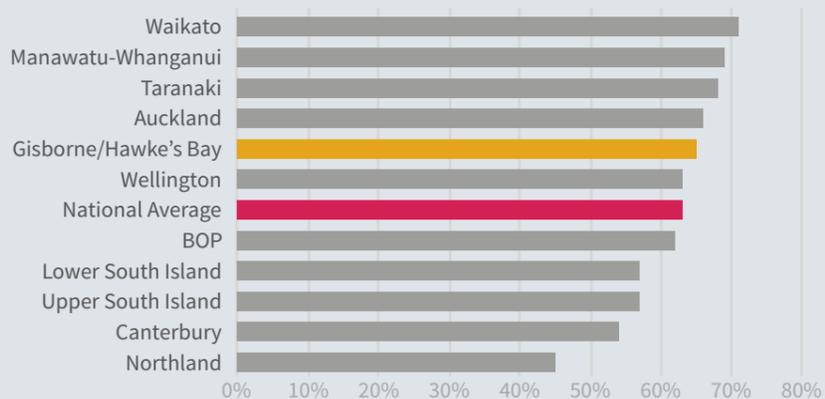
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

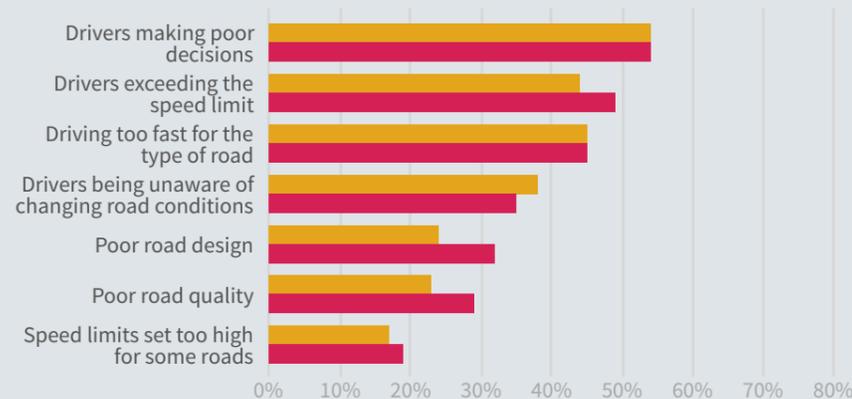
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

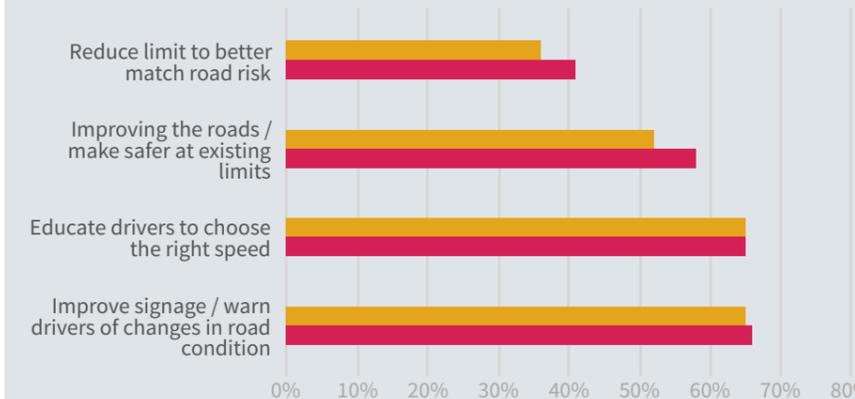
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Taranaki summary



AIM

To understand how Taranaki compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (45 Taranaki*). National representative sample. Data collected in April 2016.

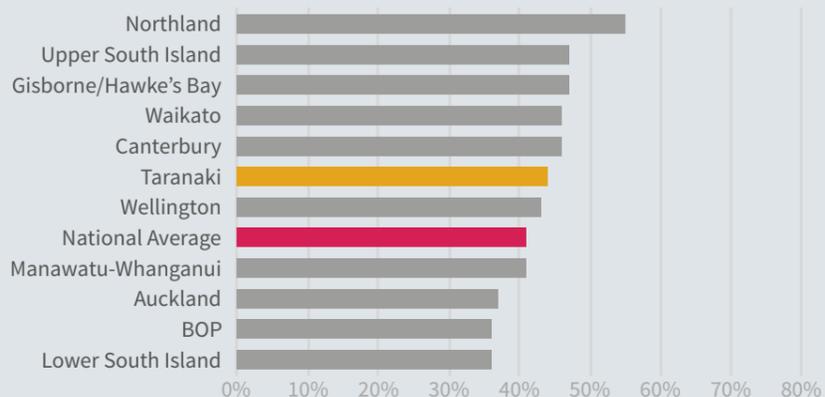
KEY FINDINGS

Taranaki residents believe drivers making poor choices and exceeding the speed limit are the biggest problems on their roads. They are more open to speed limit reductions and are less likely to prefer money be spent on improving their roads instead of reducing speed limits than other New Zealanders.

Not all roads have the same risk

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

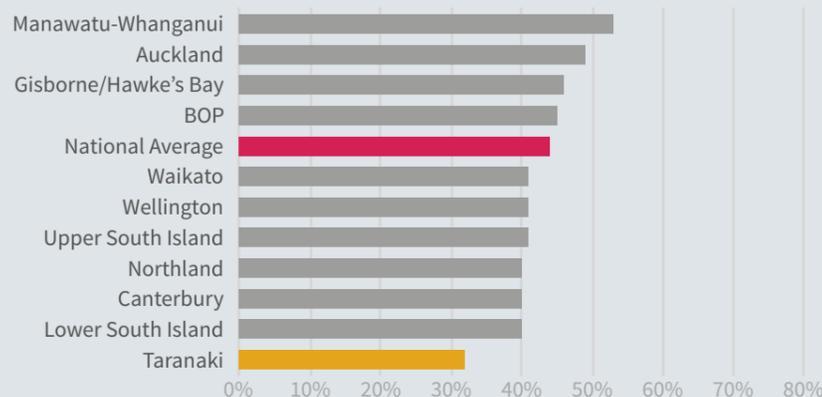
% who agree or strongly agree



We need to help drivers read the road

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

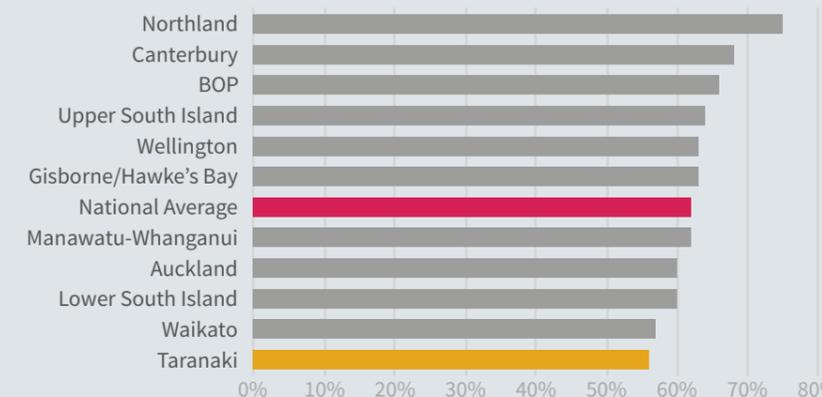
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

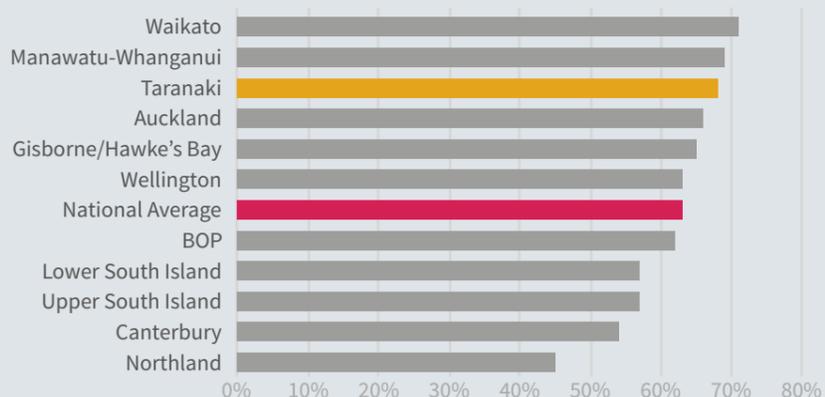
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

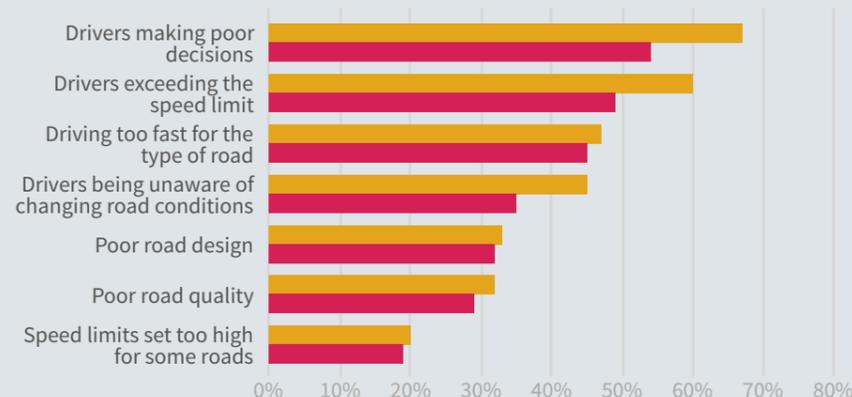
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

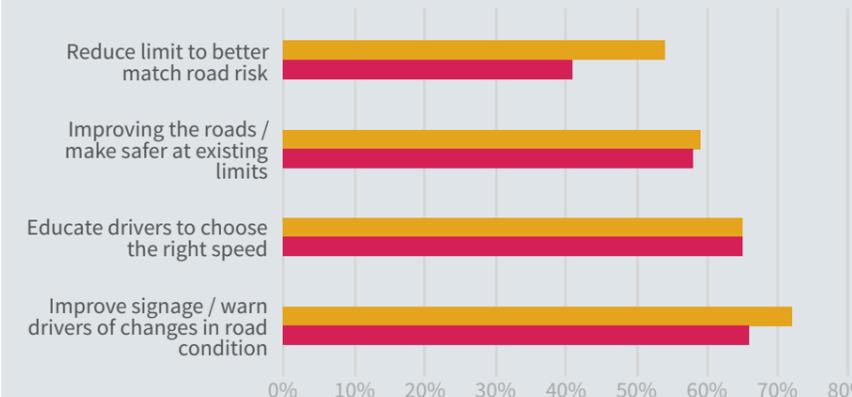
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



*Caution small sample size

Better Conversations on Road Risk: Manawatu-Whanganui summary



AIM

To understand how Manawatu-Whanganui compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (133 Manawatu-Whanganui). National representative sample. Data collected in April 2016.

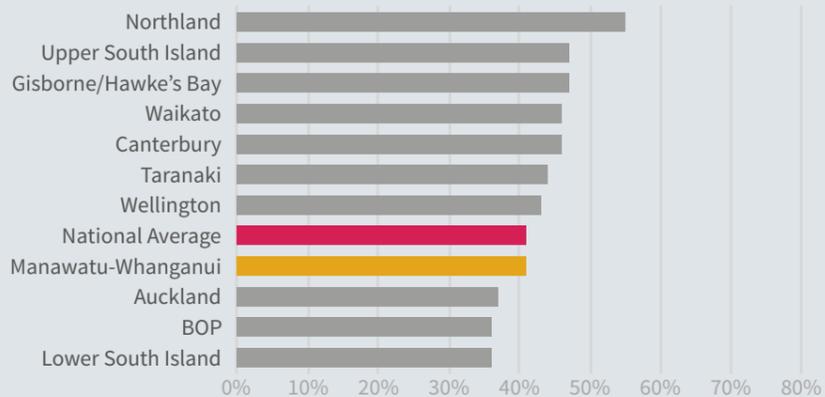
KEY FINDINGS

Manawatu-Whanganui residents believe their roads are safe for them as a driver, and were the most likely of all regions to think it is easy to tell what a safe speed is on their roads. Although they are less likely to be concerned with roading issues in their area, most are likely to support driver education as an effective solution.

Not all roads have the same risk

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

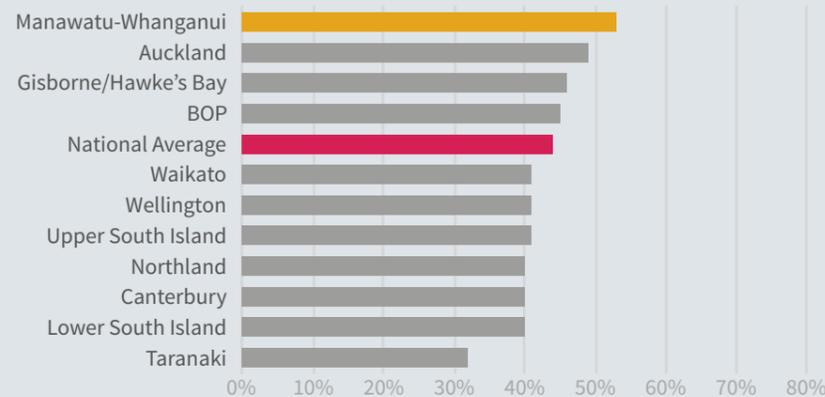
% who agree or strongly agree



We need to help drivers read the road

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

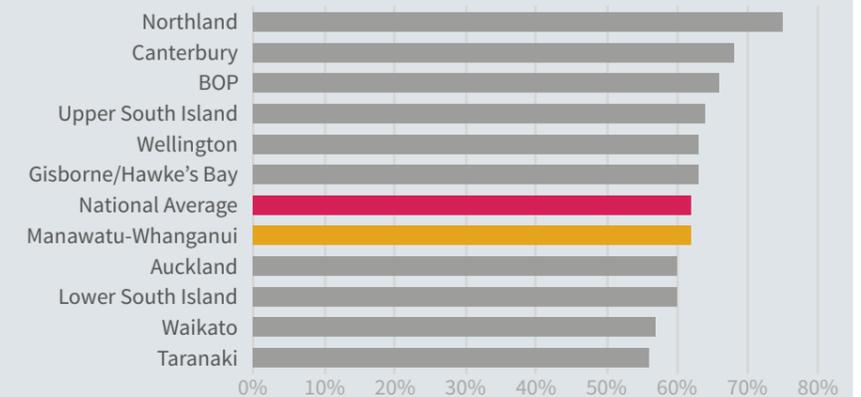
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

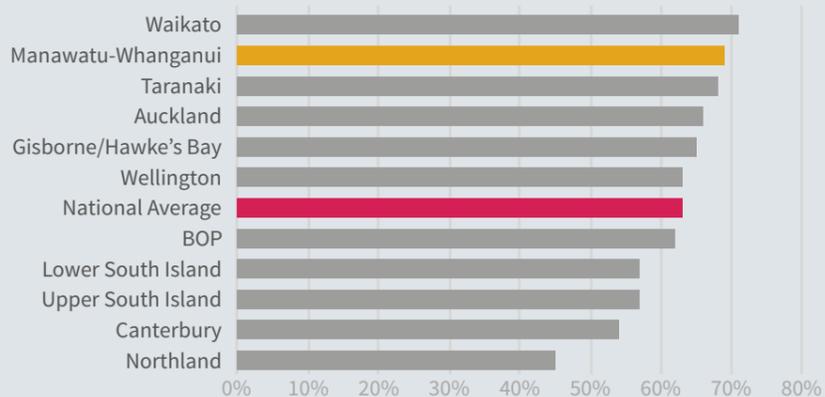
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

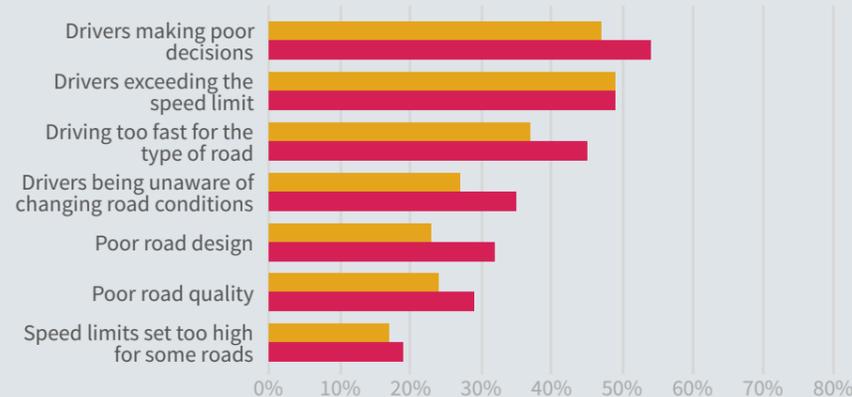
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

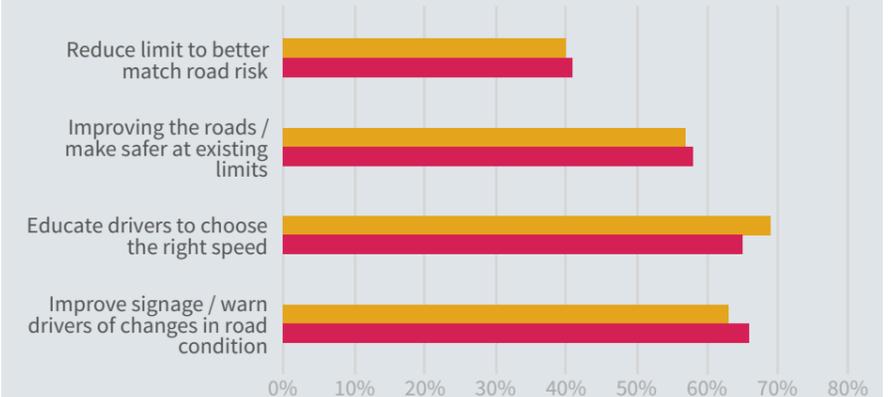
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Wellington summary



AIM

To understand how Wellington compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (241 Wellington). National representative sample. Data collected in April 2016.

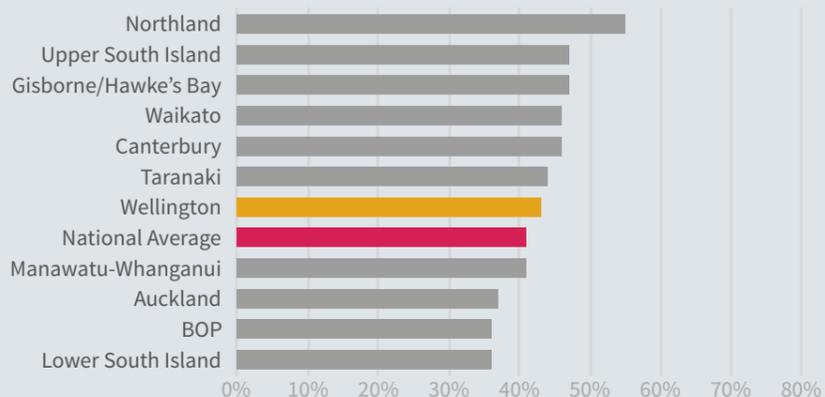
KEY FINDINGS

Wellington residents reflect the national average on most indicators. They are, however, less likely than other New Zealanders to nominate drivers being unaware of changing road conditions or the quality of roads as road safety problems.

Not all roads have the same risk

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

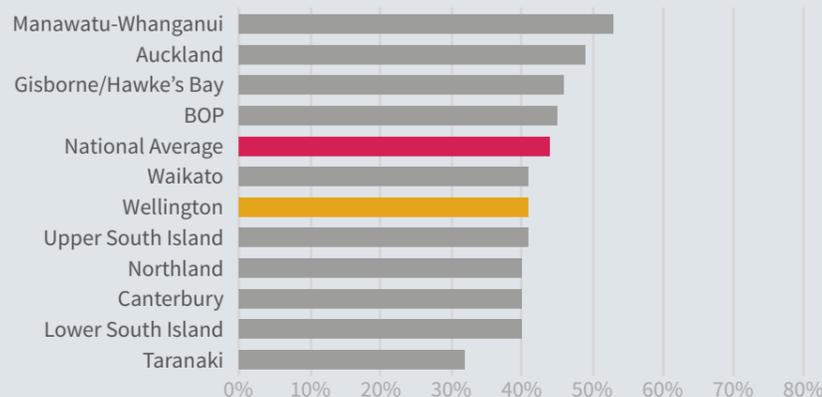
% who agree or strongly agree



We need to help drivers read the road

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

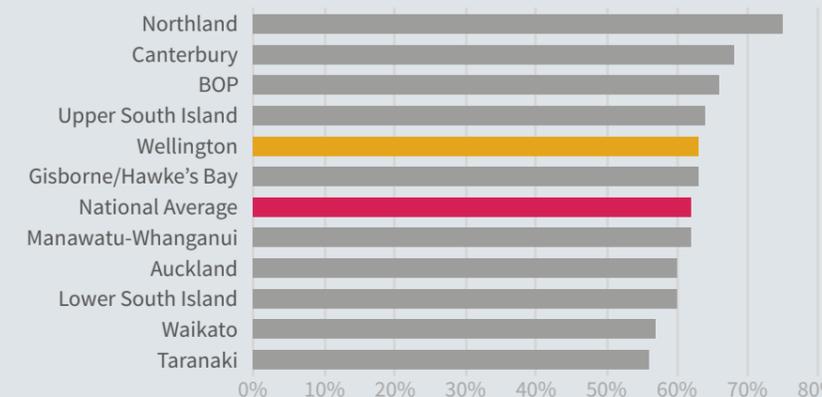
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

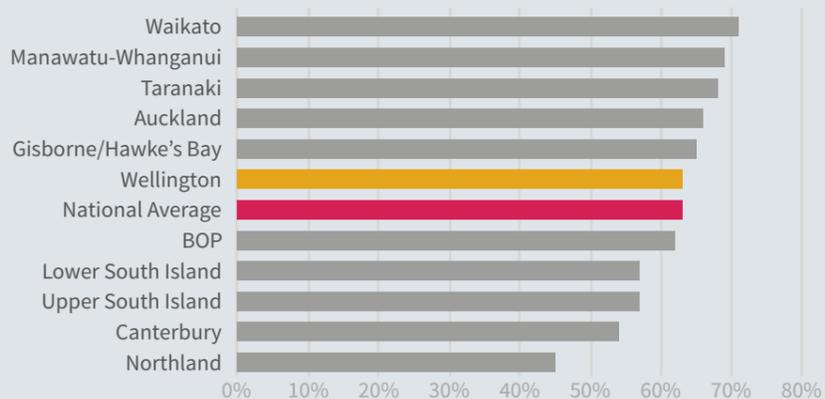
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

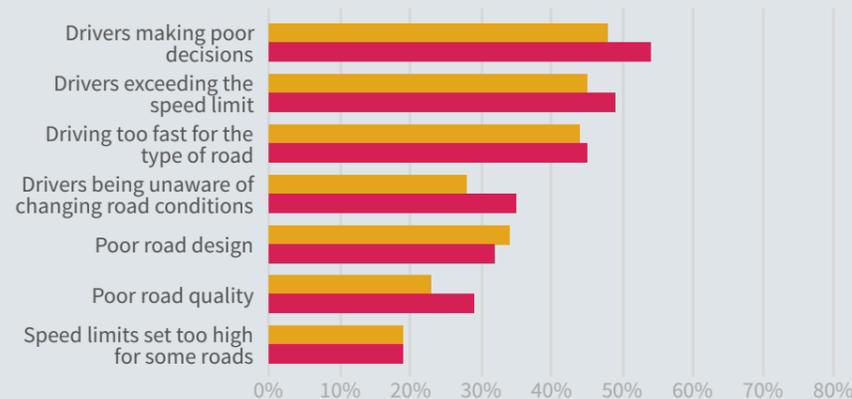
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

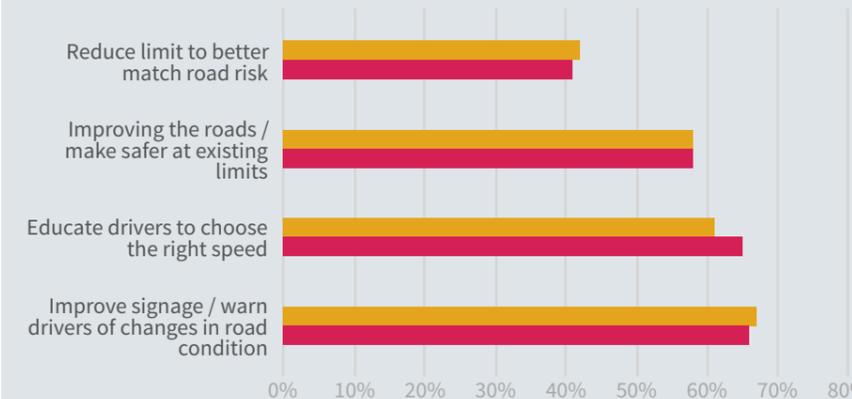
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Upper South Island summary



AIM

To understand how the Upper South Island compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (87 comprising Marlborough, Nelson, Tasman, West Coast). National representative sample. Data collected in April 2016.

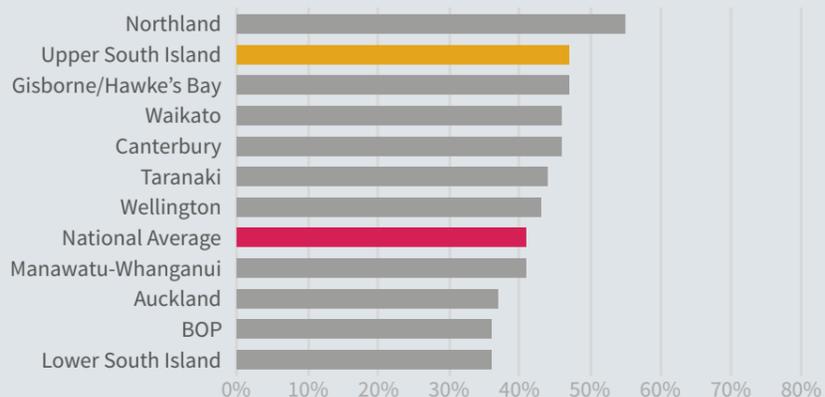
KEY FINDINGS

Upper South Island residents are more likely than the national average to agree that some roads are not safe at the speeds set for them. They are also less likely to agree the roads are safe for them as a driver. They are open to speed limit reductions as a solution, being more likely than other New Zealanders to agree that an effective solution would be to reduce the limit to better match road risk or, if money can't be spent on the road, to drop the speed limit.

Not all roads have the same risk

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

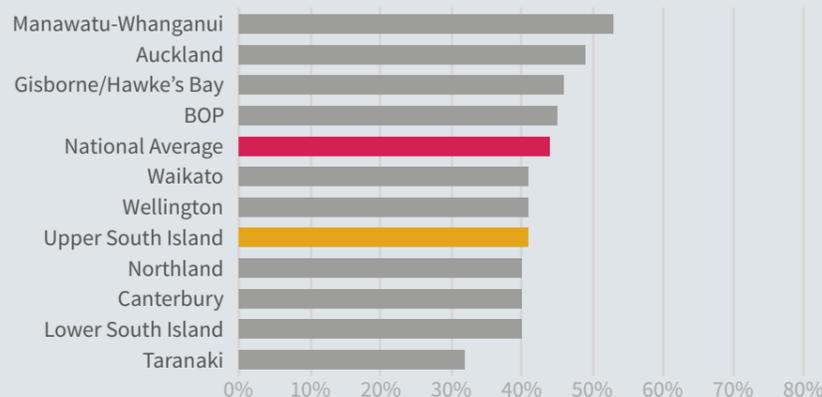
% who agree or strongly agree



We need to help drivers read the road

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

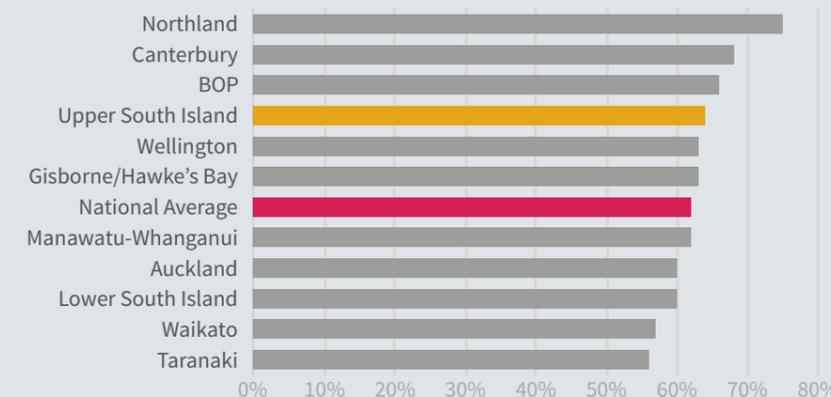
% who agree or strongly agree



Communities will have preferences

'I would prefer we spend money on improving the roads and not reduce the speed limits in my area.'

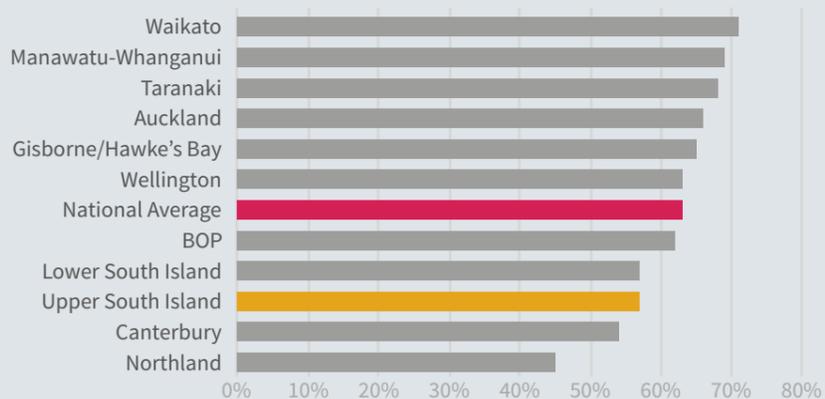
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

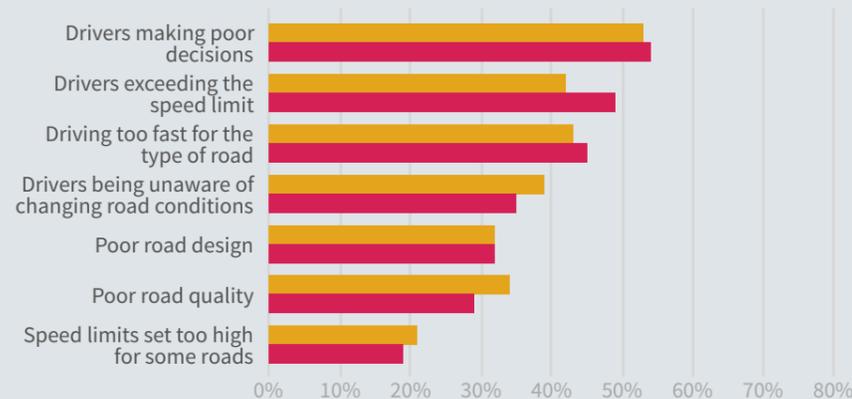
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

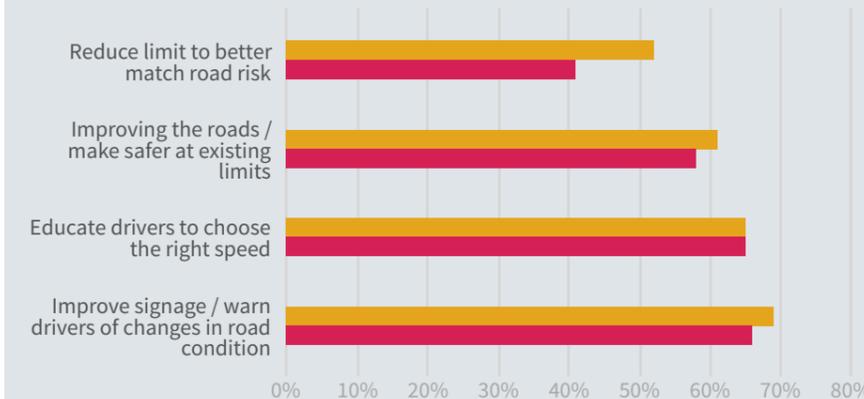
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Canterbury summary



AIM

To understand how Canterbury compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (278 Canterbury). National representative sample. Data collected in April 2016.

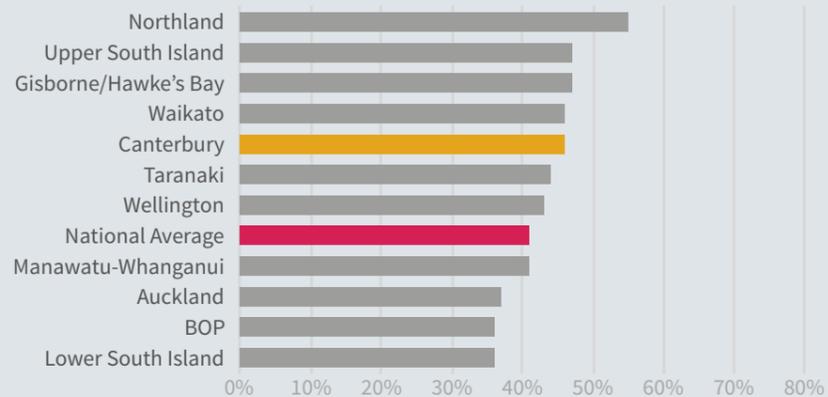
KEY FINDINGS

Canterbury residents are more likely than the national average to identify road quality as a road safety problem and are less likely to believe their roads are safe or very safe for themselves as drivers. They are more likely than other New Zealanders to believe some roads are not safe at current limits and are less likely to find it easy to tell a safe speed. Given their focus on road quality, they are more likely to prefer money is spent on road improvements, allowing speed limits to remain unchanged.

Not all roads have the same risk

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

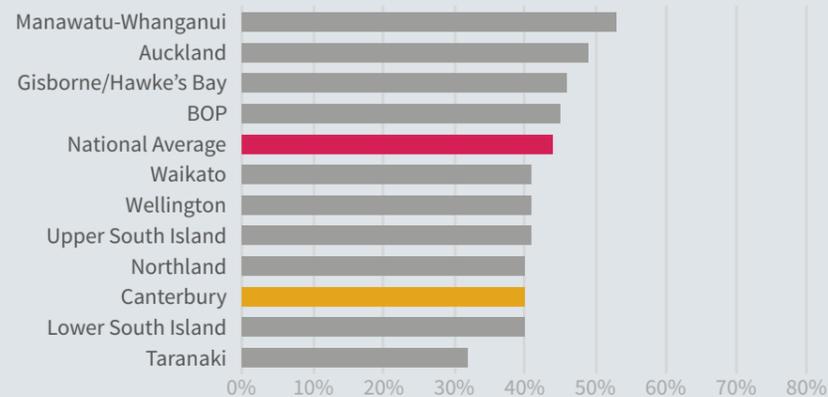
% who agree or strongly agree



We need to help drivers read the road

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

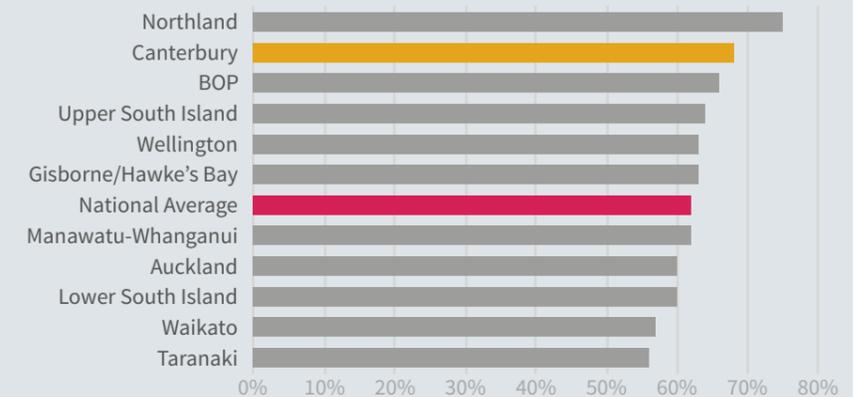
% who agree or strongly agree



Communities will have preferences

‘I would prefer we spend money on improving the roads and not reduce the speed limits in my area.’

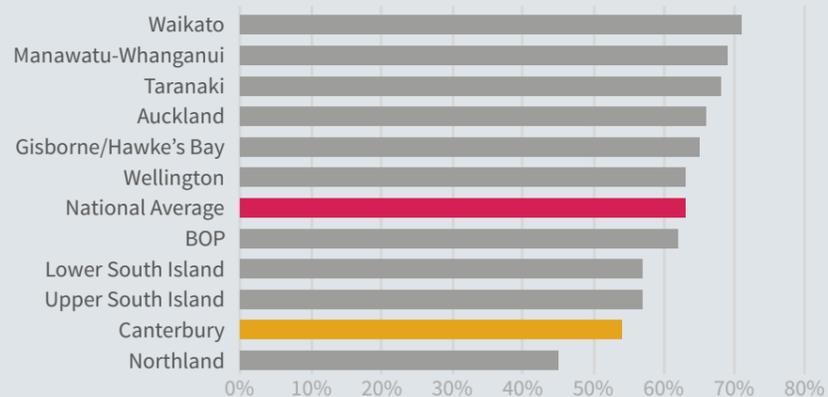
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

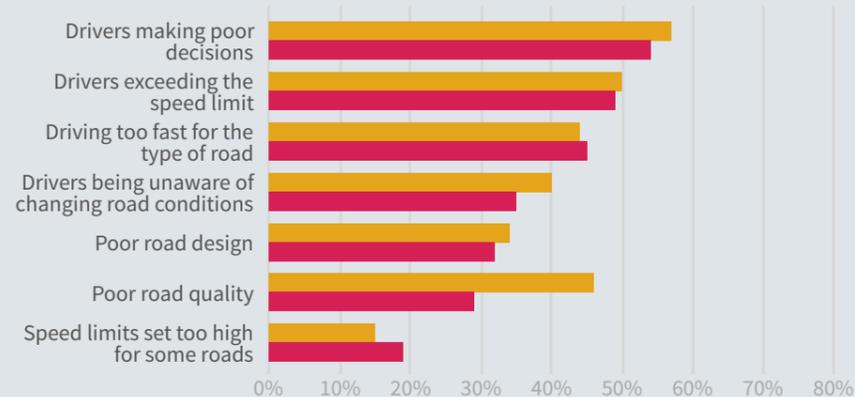
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

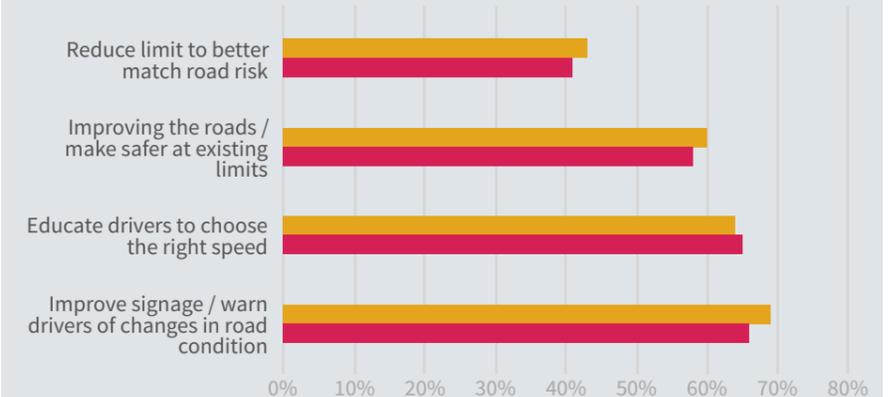
% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective



Better Conversations on Road Risk: Lower South Island summary



AIM

To understand how the Lower South Island compares to other regions in terms of attitudes to speed, road safety and to potential changes to speed limits.

RESEARCH METHOD

Online survey of 2,134 residents (154 Lower South Island – 100 Otago, 54 Southland). National representative sample. Data collected in April 2016.

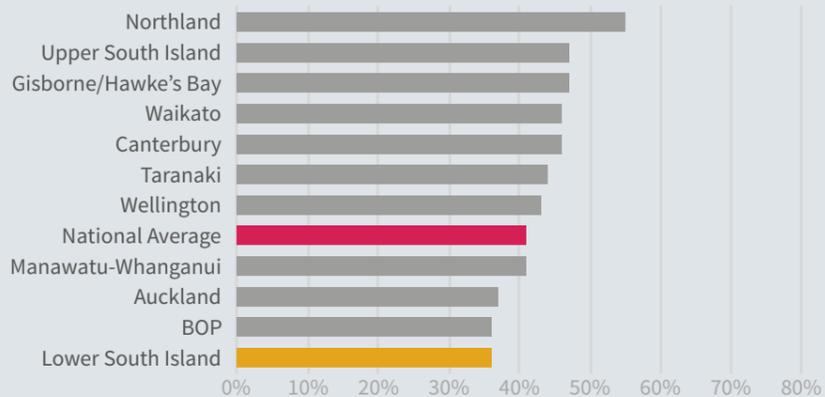
KEY FINDINGS

Lower South Island residents are less likely than other New Zealanders to agree that roads are not safe at current speed limits. They are less likely to agree it is easy for drivers to tell a safe speed, and less likely to prefer money being spent on improving roads to avoid speed limit reductions.

Not all roads have the same risk

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

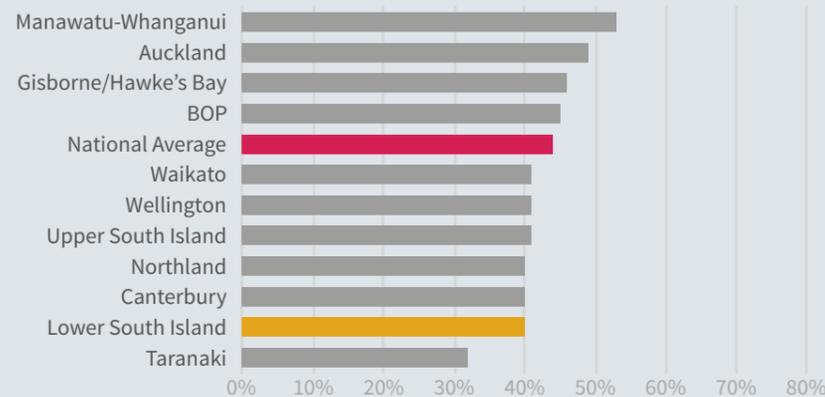
% who agree or strongly agree



We need to help drivers read the road

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

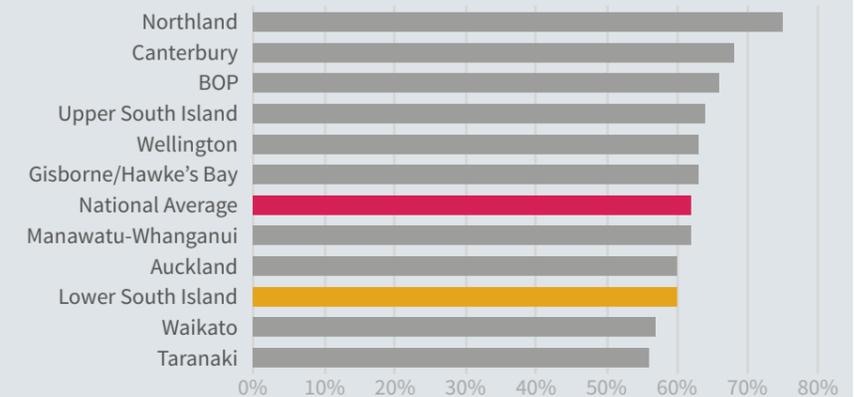
% who agree or strongly agree



Communities will have preferences

‘I would prefer we spend money on improving the roads and not reduce the speed limits in my area.’

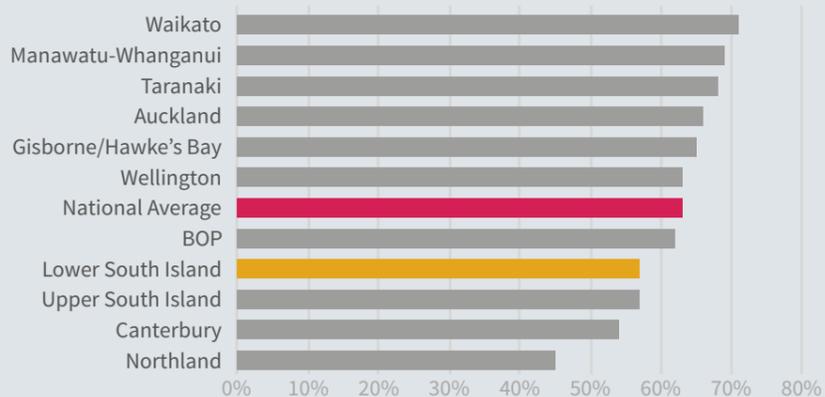
% who agree or strongly agree



Roads can be unforgiving

How safe are the roads for yourself as a driver?

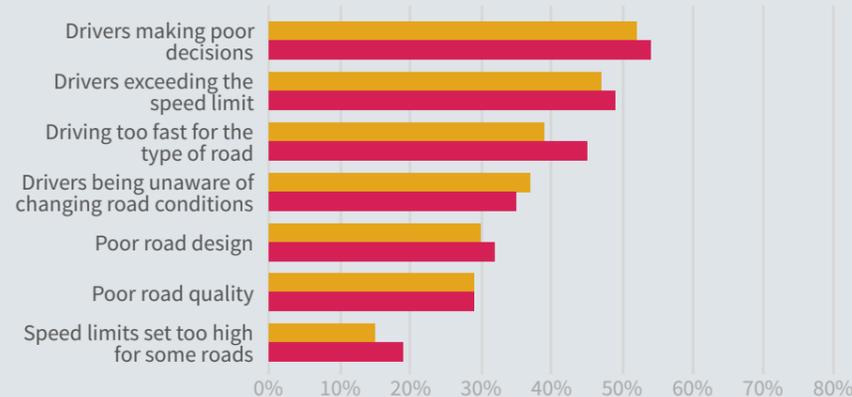
% believe roads are safe/very safe



Drivers need to choose the right speed

How much of a problem are each of the following?

% indicating a score of 8,9,10
Scale: 0 - Not a problem at all to 10 - A very serious problem



Communities will have a view of solutions

How effective at improving road safety are the following?

% indicating effective or very effective

