RESEARCH FIRST

ROAD SAFETY IN CANTERBURY

RESEARCH REPORT
November 2018

Contents

Road Safety in Canterbury

Disclaimer

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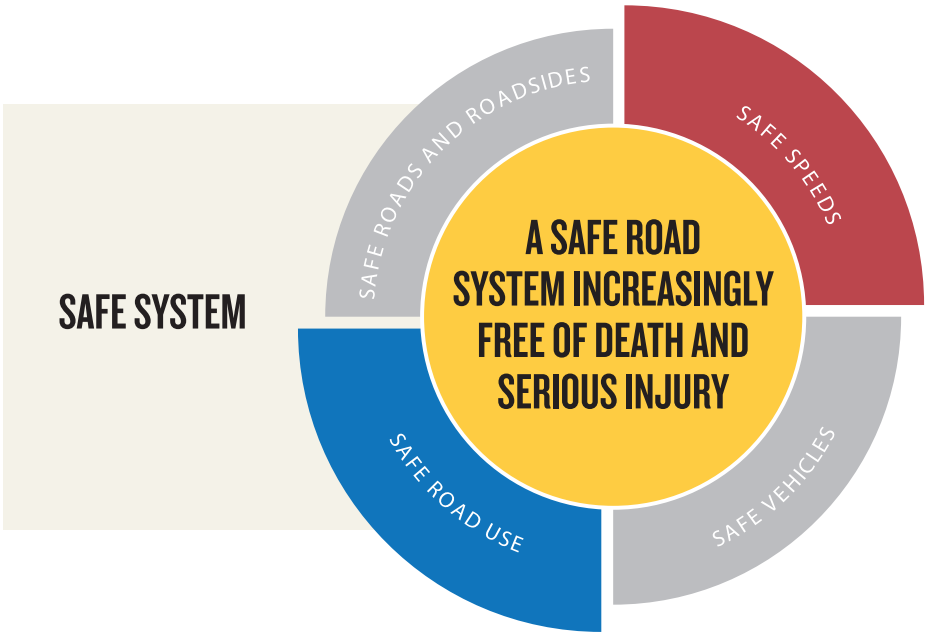
Context

1.1 Research Objectives

This research project is designed with a simple goal in mind: to inform future educational and promotional activities undertaken by councils across Canterbury. These activities have a long-term goal of influencing and motivating safer road use in the Canterbury region, leading to a reduction in serious road accidents and fatalities.

In the overall context of harm reduction, summarised in the Safe System framework adopted by NZTA, the focus of this project is therefore on indirectly influencing "safe speeds" and "safe road use".

Figure 1.1 The Safe System[1]



The research seeks to build on the broad base of accumulated knowledge, and strategy, by providing a Canterbury-specific viewpoint on road safety; understanding what kind of 'local evidence' and information should be communicated; and how, to increase the prevalence of safe road use.

To achieve this goal, it is necessary to understand the local character of Cantabrians, and how that differs by district (with a special emphasis on the differences between urban and rural residents[2]).

1 Taken from http://www.saferjourneys.govt.nz

2 Past research has shown these to be significant factors informing attitudes and behaviours e.g. NZTA, "Better Conversations on Road Risk" (2017)

1.2 Our approach to the problem

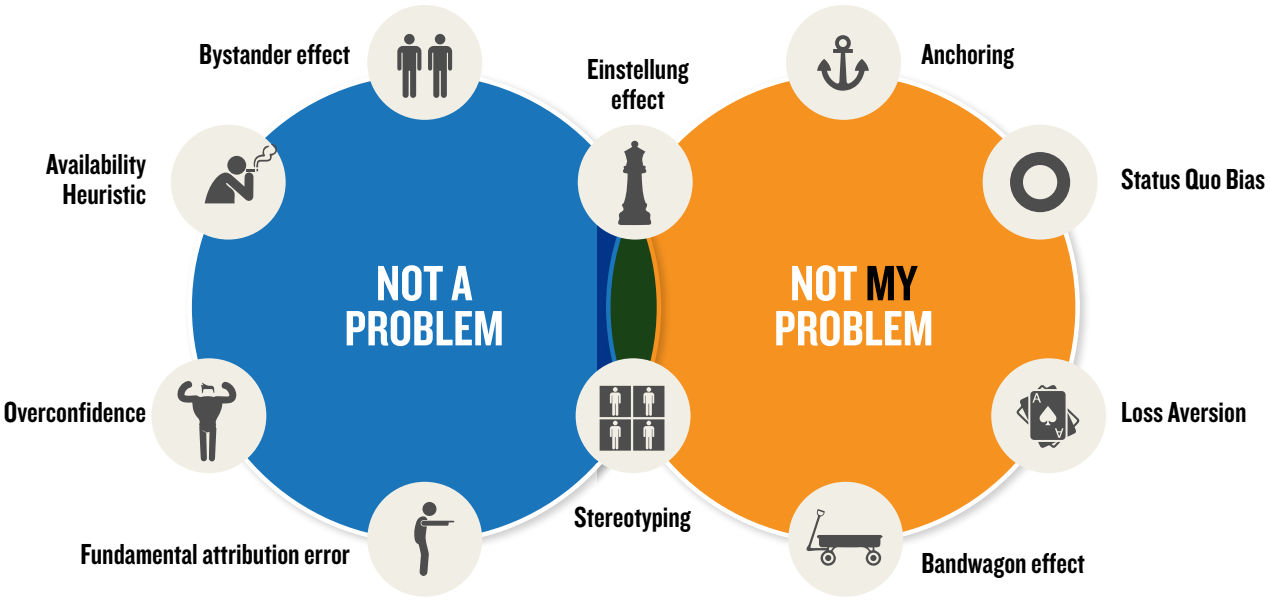
The issue of road safety is not a new one. This research needs to add to the existing literature by applying a local lens to the problem. This includes understanding what communications have been put out to the public by councils across Canterbury, how they have been evaluated, and what the findings have been.

Evaluating the effect of road safety initiatives, like any measurement of behaviour change, has two major challenges:

1. Road usage behaviour is hard to change, and
2. That change is hard to measure.

Most changes are incremental, over a long period of time, with a litany of contributing or confounding factors. People are not always aware of their own behaviour and, even when they are, they are often unable to adequately explain why they do the things that they do, because the cognitive biases at work behind the scenes, driving their behaviour, are unconscious. Figure 1.2 highlights some of the key unconscious biases that make behaviour change so complex.

Figure 1.2 Selected cognitive biases affecting attitudes to road safety



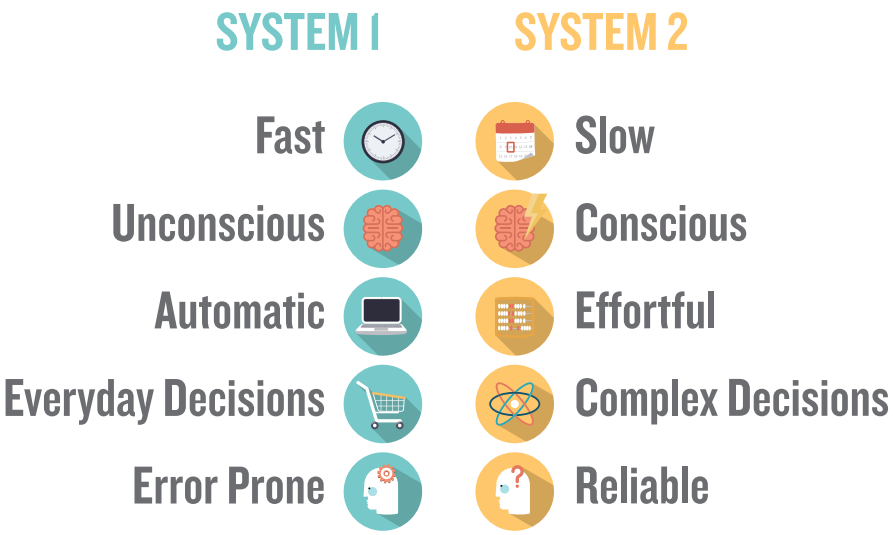
People are also by nature resistant to change (itself a bias), especially when driving and other road use are such a large part of everyday life. Every road user has a comprehensive, discrete history of personal experience and 'knowledge' that informs their actions. The barrier to safer road use is not typically a lack of information – it's that, in most cases, the information they receive that reinforces risky behaviours (through, for example, social normative feedback and the availability heuristic) overwhelms the information they receive that counters it (from media, education and other initiatives)[3].

3 This is an important point because it shows that marketing campaigns that treat the root cause as an lack of information are unlikely to result in a sustained change in behaviour.

This problem of 'motivated reasoning' is compounded because messages about road safety (and about risk in general) are often dismissed due to a sense of 'illusory superiority' (yet another cognitive bias, where people overestimate their own abilities relative to those around them). As a result, it is possible for people to be aware of road safety messages but still believe they don't really apply to them.

This perspective on bias is relevant because it draws attention the fact that much of what we think of as 'thinking' actually involves a level of automaticity that is difficult to interrupt. This occurs because our automatic "System 1" thinking is hardwired to react this way.

Figure 1.3 System 1 and System 2 thinking



Rounding out the suite of biases, of concern is the fact that the randomness and omnipresence of road deaths and serious accidents tends to make people feel powerless, and thus fatalistic. A key statistic to emerge from the 2017 *Better Conversations on Road Risk* research is that only 41% of people believe that road deaths are avoidable, implying that 59% believe they aren't, or are unsure. Our own experience leads us to build up a belief system which approves of our own behaviour; we have little choice in the matter, and the alternative is unpalatable. Getting people to think critically about road safety, and risk, requires getting them to think critically about their own behaviour.

With all those biases at play, how do we start having effective conversations about changing behaviour? One piece of the puzzle is getting people to believe that their own behaviour *does* have an effect – that while they use the road as an individual, we all have a shared responsibility, and the actions they take can have positive consequences.

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Key Findings on a page

CURRENT STATE

- Cantabrians care about road safety, but are mostly happy with the status quo regarding enforcement; a significant minority actively reject it
- They are cognizant of physical risks and hazards, and see it as the council's role to fix them
- The majority overestimate their ability, and feel that other road users are the problem
- Many assume that road crashes and fatalities are inevitable and are sceptical about measures seeking to change behaviour
- Most don't recognise their role in promoting road safety, and don't have meaningful conversations about it
- Residents across Canterbury are consistent in their behaviours and attitudes, with only small regional differences related to local conditions

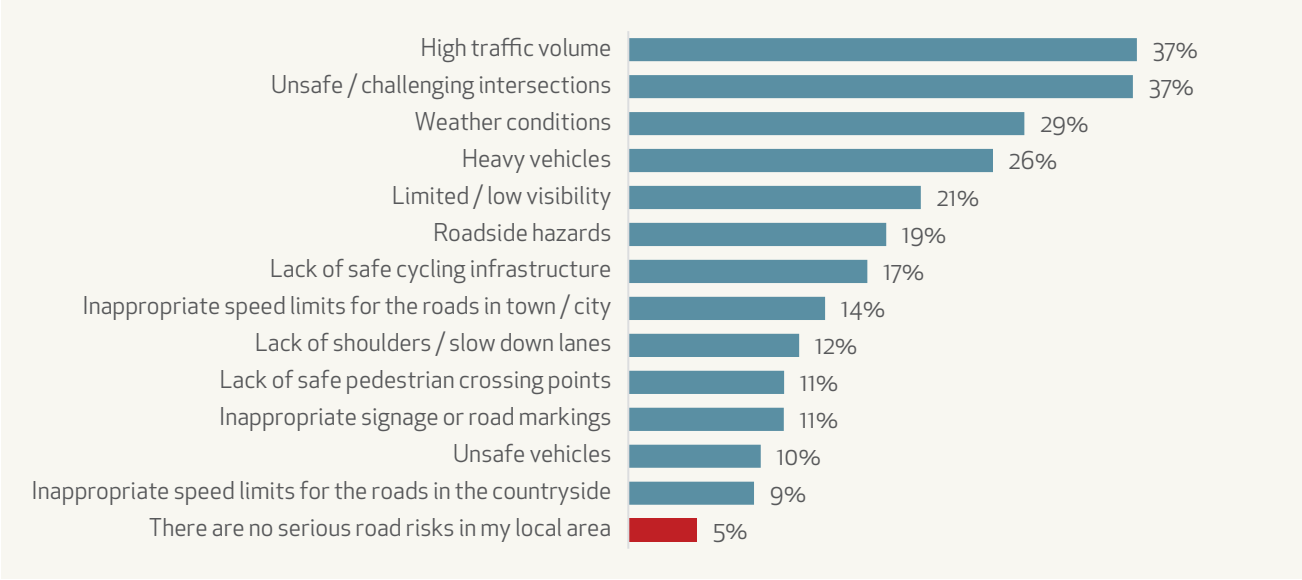
3

Detailed findings

3.1 How well are road risks and solutions understood?

Cantabrians have a strong understanding of the physical risks on our roads: only 5% believe there are no serious risks in their local area.

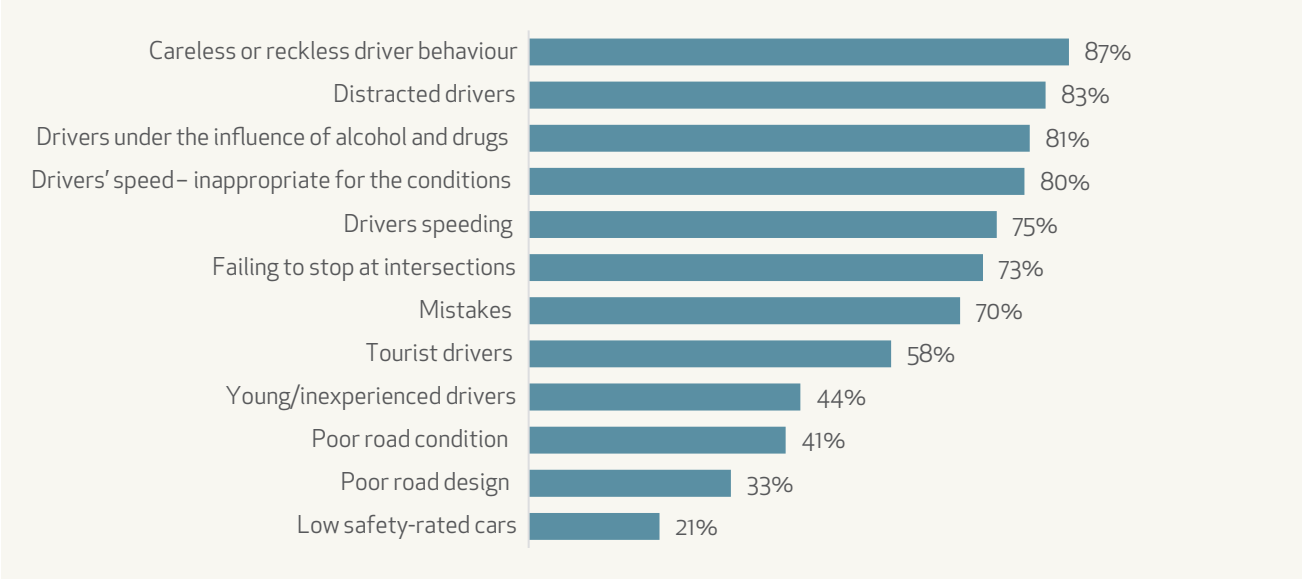
Figure 3.1.1 Most serious physical road risks in your local area



Source: Quantitative survey (weighted data). N=1460 (full sample). Respondents were asked to nominate their top three; figures shown are net. Results with less than 5% endorsement have been removed.

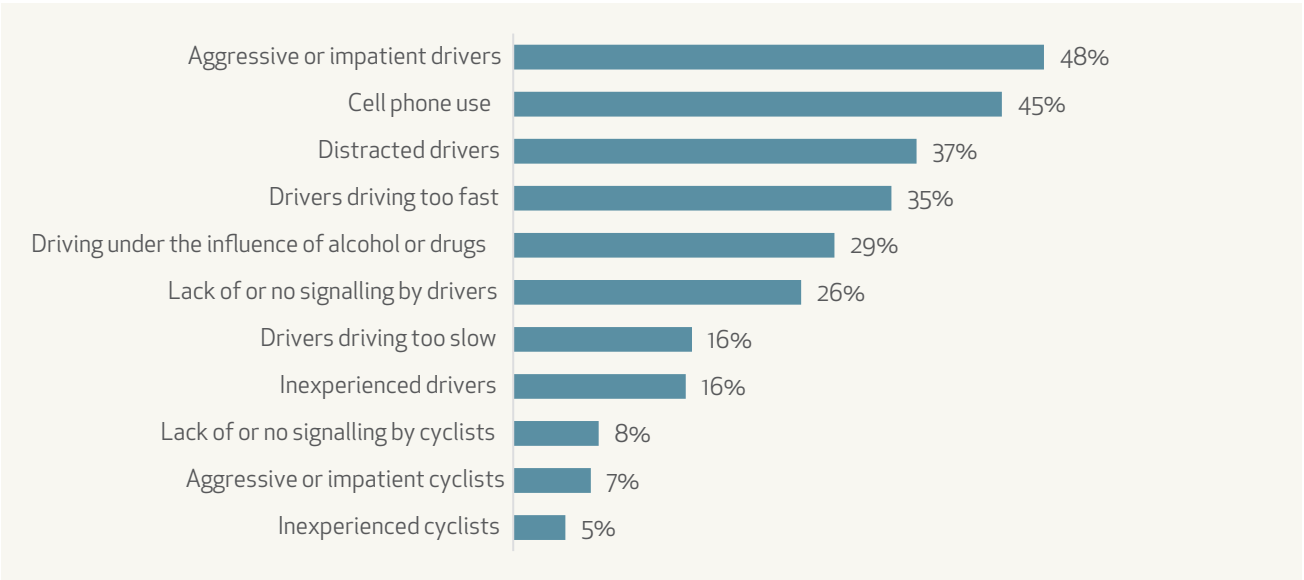
Residents are most concerned about colliding with each other, particularly at intersections, as opposed to fixed hazards.

Figure 3.1.2 Most influential factors on road fatalities and serious crashes



Source: Quantitative survey (weighted data). N=1460 (full sample). Figures shown are those who selected each option as very or extremely influential.

Figure 3.1.3 Most risky road user behaviours in your local area



Source: Quantitative survey (weighted data). N=1460 (full sample); Respondents were asked to nominate their top three; figures shown are net. Results with less than 5% endorsement have been removed.

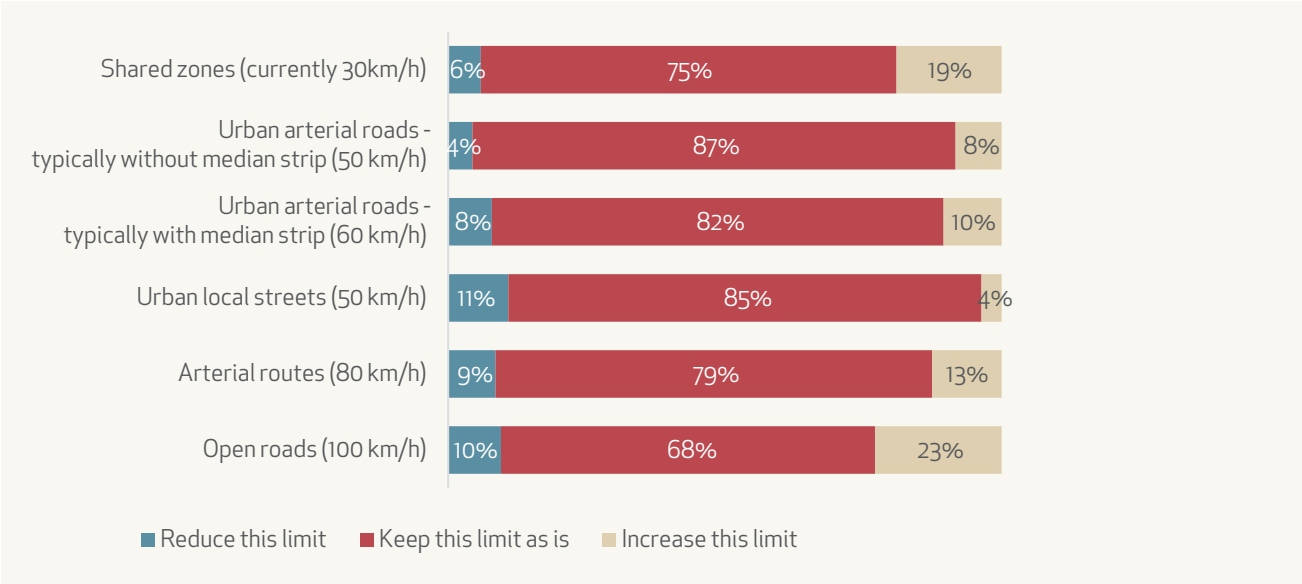
Cantabrians seem to have good knowledge of the risks posed by local conditions, and the risks posed by other road users and the choices they make.

Respondents identify aggressive and impatient drivers, and cellphone use while driving as two of the most serious risks they face on the roads, while distracted drivers and drivers speeding are also of high concern.

But how aware are they of the risks they themselves pose for others, and their own level of responsibility in reducing road risk?

3.2 Are safer choices being made or supported?

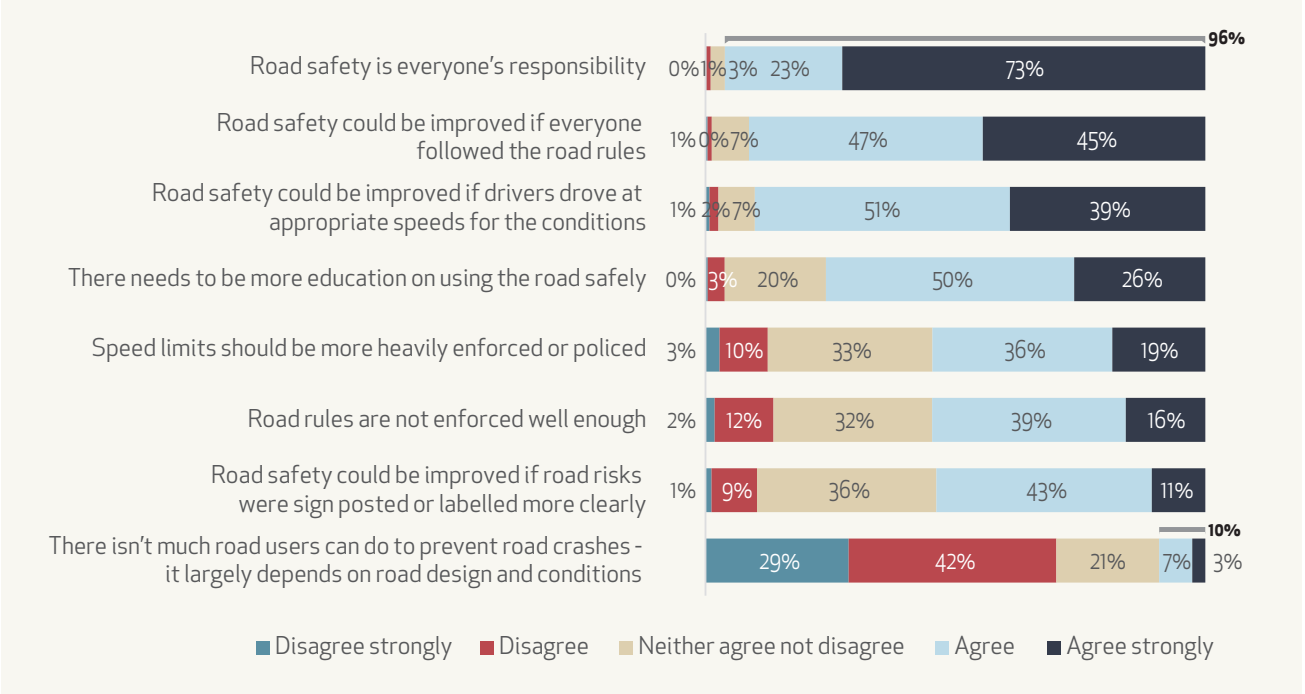
Figure 3.2.1 Desired changes to speed limits



Source: Quantitative survey (weighted data). N=1460 (full sample).

96% agree that road safety is "everyone's responsibility", and only 10% think crashes "largely depend on road design and conditions".

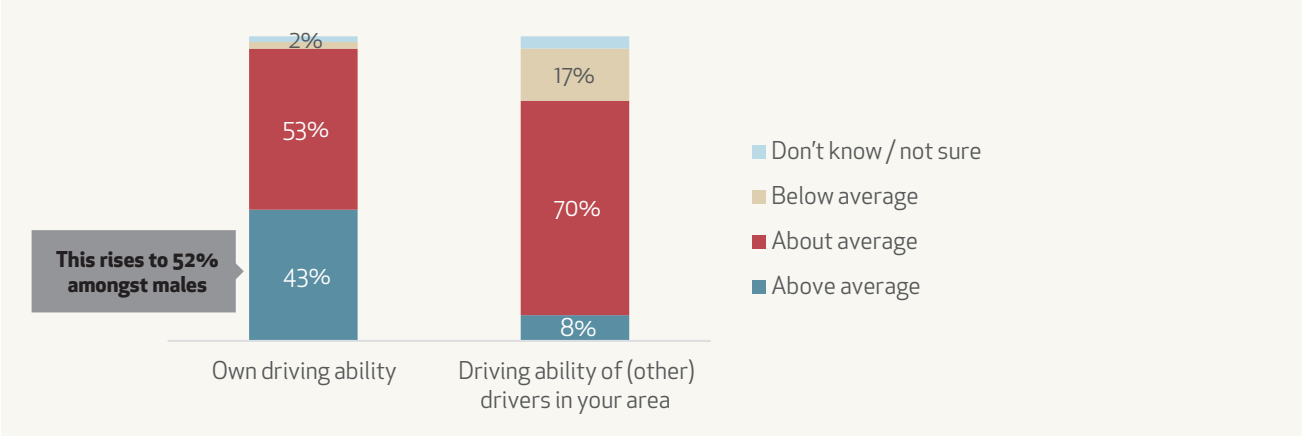
Figure 3.2.2 Levels of agreement with selected statements regarding road safety



Source: Quantitative survey (weighted data). N=1460 (full sample).

Most agree that road rules could and should be enforced, combined with educational initiatives, and this is consistent across regions and age groups. However, many people doubtless believe that these conditions only apply to other road users, not them.

Figure 3.2.3 Rating of driving ability – self and others



Source: Quantitative survey (weighted data). Self: n=1376 (drivers only); Others: n=1460 (full sample).

Overconfidence doesn't just mean you see yourself as a better driver than others: it means you are likely to forgive your own mistakes as being results of circumstance, while attributing other's mistakes defects in their characters: a phenomenon known in social psychology as the **fundamental attribution error**.

Many respondents also cited fatigue, stress or distraction as a causative agent in their errors, as well as weather. A minority were able to admit an error in judgement without extenuating circumstances.

Confidence and optimism are vital attributes for living, correlated with favourable outcomes in many areas. When learning to use the road it is optimism, alongside acquired skills, that allows us to migrate from conscious competence to the unconscious competence all experienced drivers employ[4]. However, overconfidence (or optimism bias) is dangerous in the context of everyday road safety, as it affects decision-making and perceptions of risk.

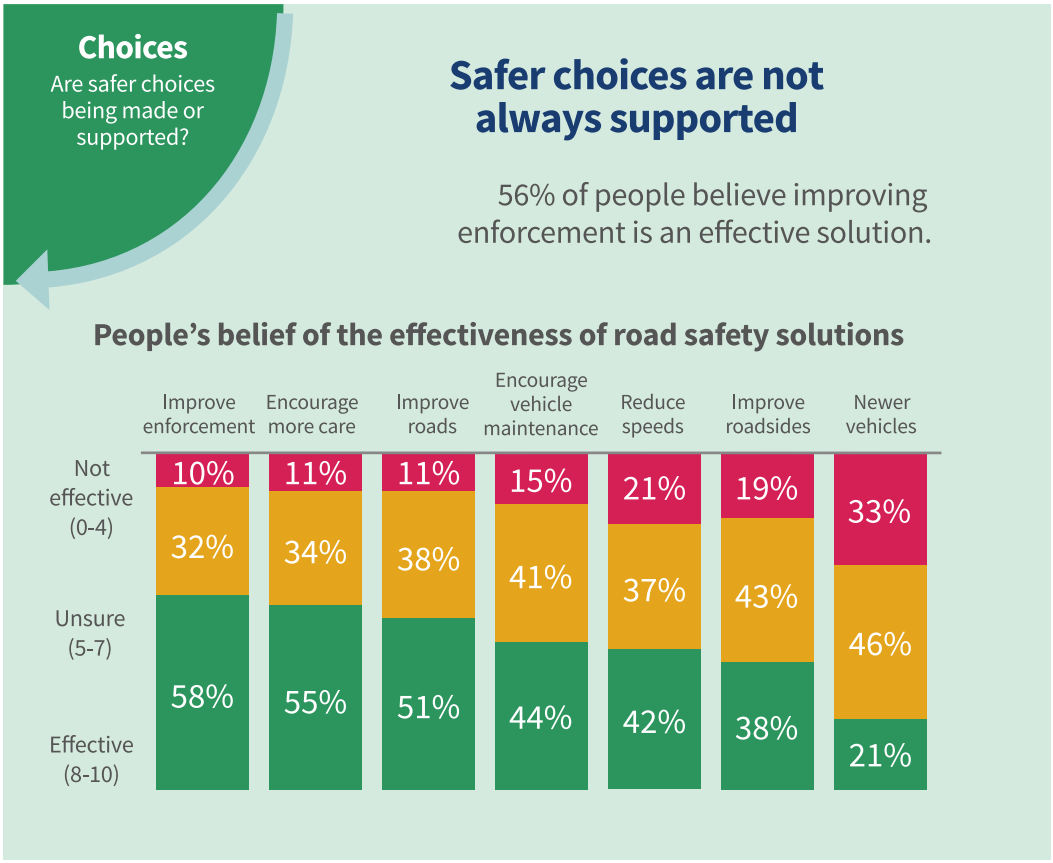
Overconfident drivers (those who identify themselves as above average) are more likely to be male. Males are significantly:

- More resistant to the idea of limiting speed – both by authorities, and self-limiting behaviour
- Less in favour of increasing police presence, penalties for traffic infringements, and reducing the permissible blood alcohol limit
- More in favour of increasing speed limits – especially on open roads
- More pessimistic about the potential impact of advertising and community discussions on safe road use

4 We did not note a correlation between the length of time a respondent had held a license and any measure of overconfidence, indicating it is a state of mind, not a direct result of increased experience.

The 2017 NZTA research highlighted that safer choices are not always supported by the public when it comes to road safety, with a significant minority debating the effectiveness of increased enforcement of laws and speed limits, and large numbers unsure.

Figure 3.2.4 Perceived effectiveness of road safety solutions – NZTA 2017[5]

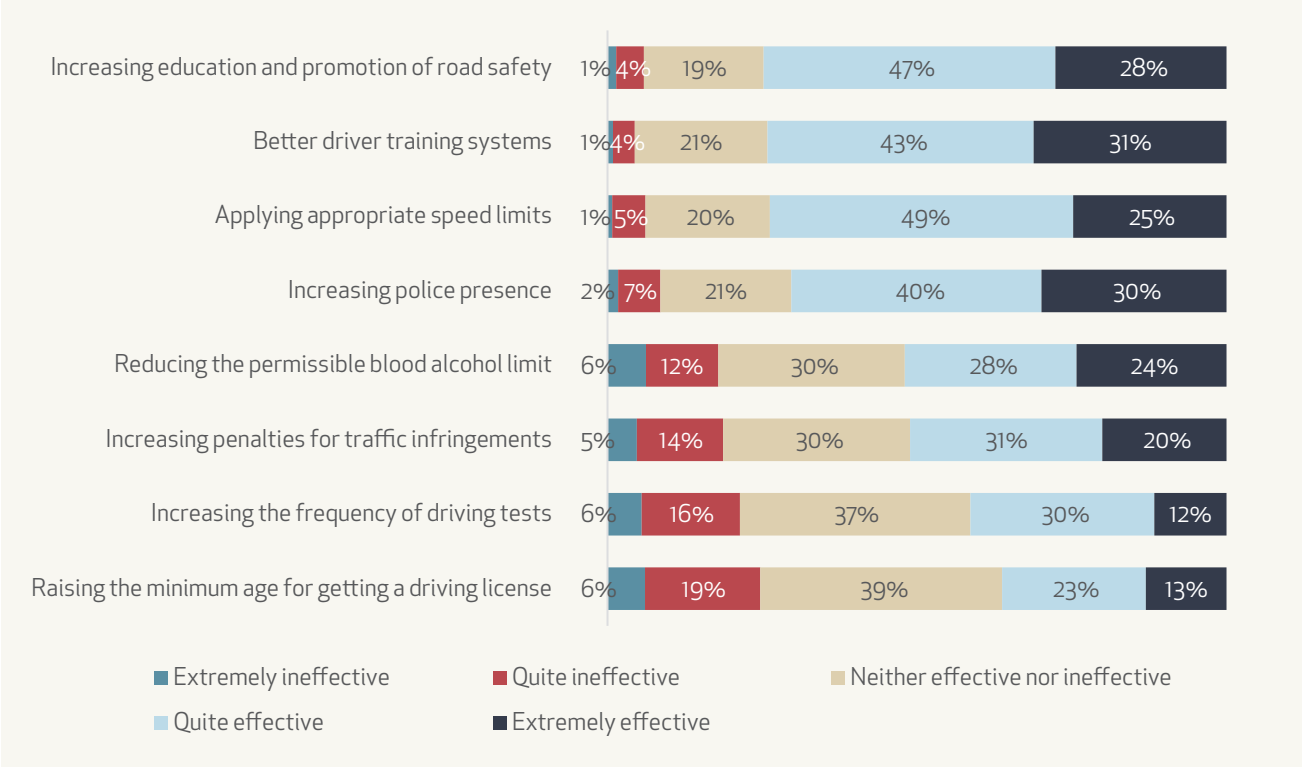


Our results are similar, but the added measures of driver education and training are considered to be more effective than any enforcement strategies. Large numbers remain unconvinced, and a minority believe that raising the minimum age for a driver's license, or increasing the frequency of driving tests, would be effective.[6]

5 NZTA "Better Conversations on Road Risk (2017) These are results for Canterbury; national results were similar.

6 Younger drivers (under 24) are predictably even less in favour of the former – but more in favour of the latter.

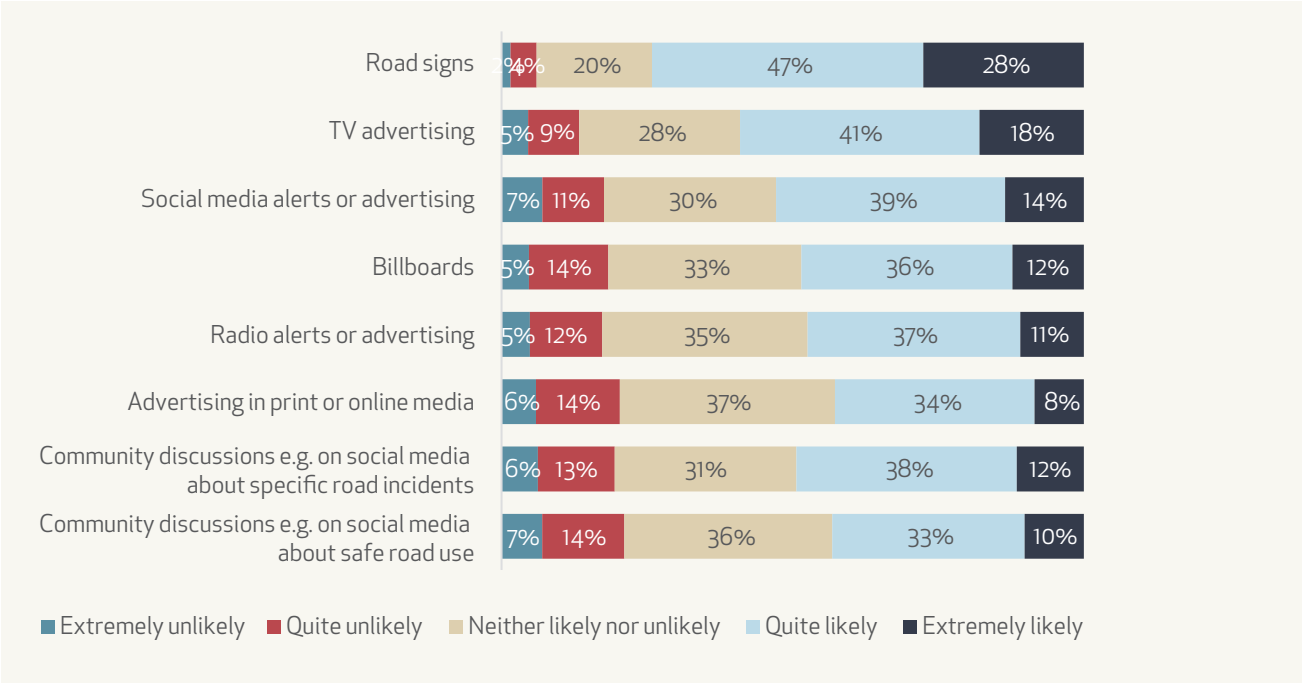
Figure 3.2.5 Perceived effectiveness of road safety methods



Source: Quantitative survey (weighted data) with Don't Know responses removed. N= from 1396 to 1442.

The public is equally ambivalent regarding the effectiveness of road safety advertising, with TV seen as the most effective, but around half of all respondents unconvinced of the power of advertising to effect change.

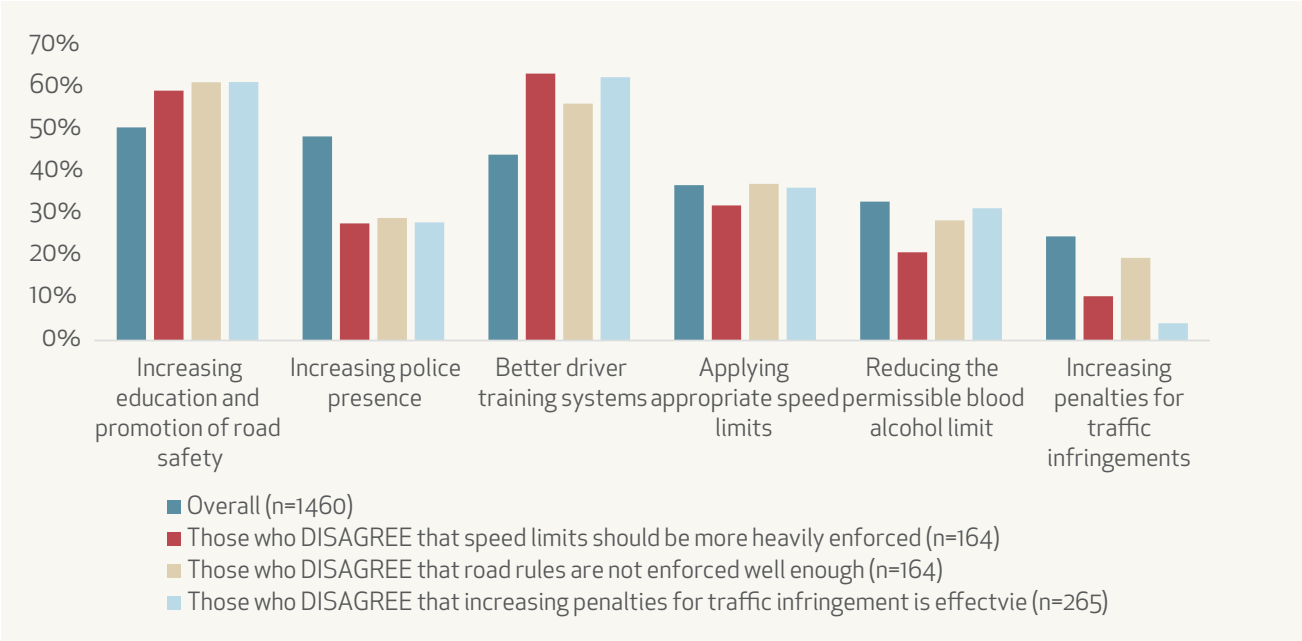
Figure 3.2.6 Perceived effectiveness of road safety advertising channels



Source: Quantitative survey (weighted data) with Not Applicable responses removed. N= from 1413 to 1451.

Investigation of this ambivalence – comparing groups who agree and disagree with particularly divisive statements – makes it clear that there is a particular group, a significant minority (around 15-25%), who are active rejectors of any attempts to control their road usage behaviour. This group skews male (but is by no means exclusively male), from a European background, and the 16-24 age group is over-represented. They dismiss excessive speed as a major risk, don't support greater enforcement of road rules, and are also more tolerant of drink/drug-affected driving.[7]

Figure 3.2.7 Top choice for methods of increasing road safety



Source: Quantitative survey (weighted data). Respondents were asked to choose the top three methods of increasing road safety they would keep, if they could only keep three.

This group is not in favour of an increased police presence, or increased penalties, but is more in favour of increasing driver education.

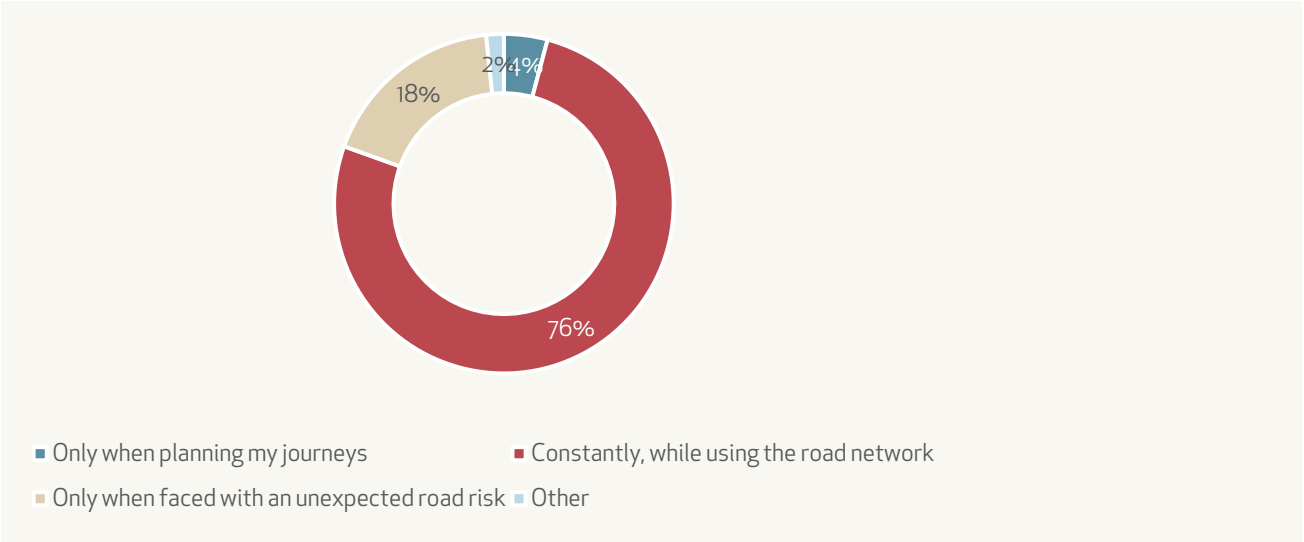
In summary, Cantabrians are typically accepting of the status quo when it comes to road safety regulations and their enforcement. While most aren't actively resistant to attempts to improve road safety through regulation and increased enforcement, a significant minority are. A summary of the prevailing attitude might read "The road rules exist for a reason. I obey them, when they make sense; they don't need to change, and we don't need more of them. The problem is other drivers, so there should be a focus on educating them for the greater good."

7 While we were unable in the timeframe to secure the necessary materials from NZTA to reproduce the attitudinal segments generated in the 2017 BCORR research, this group can be considered congruent with the "Life in the fast lane" segment described in that research.

3.3 Is road safety an important community issue?

Communities in Canterbury clearly care about road safety. 76% of residents say they think about their safety, and the safety of others , constantly when using the road network. This figure is consistent across genders and attitudinal groups – although it does increase with age.

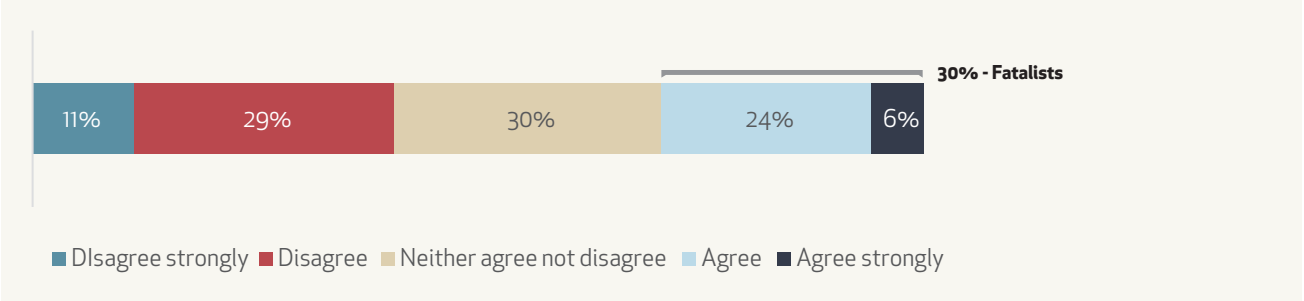
Figure 3.3.1 How often respondents think about road safety



Source: Quantitative survey (weighted data). N=1460 (full sample)

Unfortunately, for a large proportion the population, feelings of fatalism and powerlessness are the norm. Only 41% believe that road crashes resulting in death or serious injury are avoidable – the same number NZTA identified in 2017[8].

Figure 3.3.2 Agreement with inevitably of fatal and serious crashes

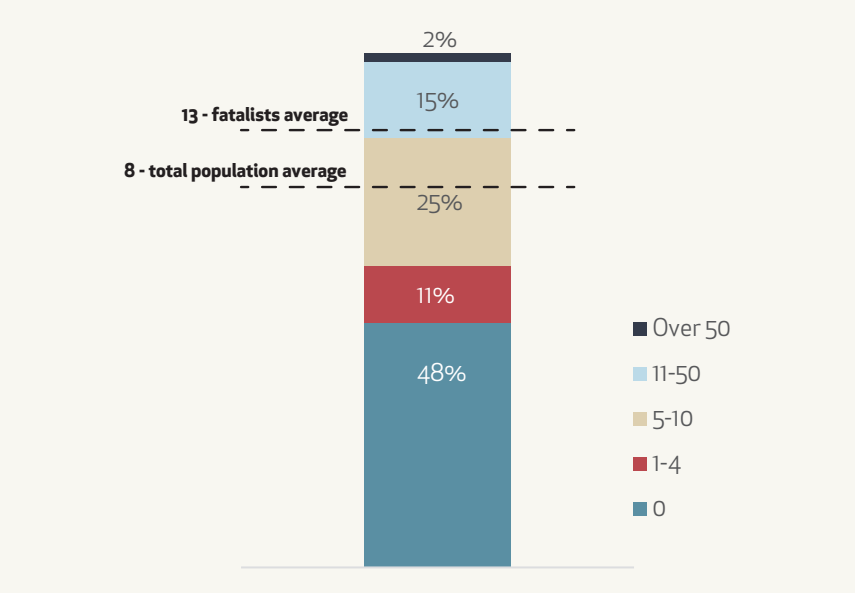


Source: Quantitative survey (weighted data). N=1460 (full sample)

8 NZTA "Better Conversations on Road Risk (2017) These are results for Canterbury; national results were similar.

While 48% of people agree that the acceptable number of serious crashes in their local area is 0, the average number suggested was 8. Amongst the group of active rejectors of road safety enforcement identified in the previous section, the figure is closer to 11. Fatalists are prepared to accept up to 13.

Figure 3.3.3 Stated acceptable number of serious road crashes in respondents' local district



Source: Quantitative survey (weighted data). N=1460 (full sample). Note this sample includes residents from across Canterbury, in districts of varying population size. Consult individual district's figures for details.

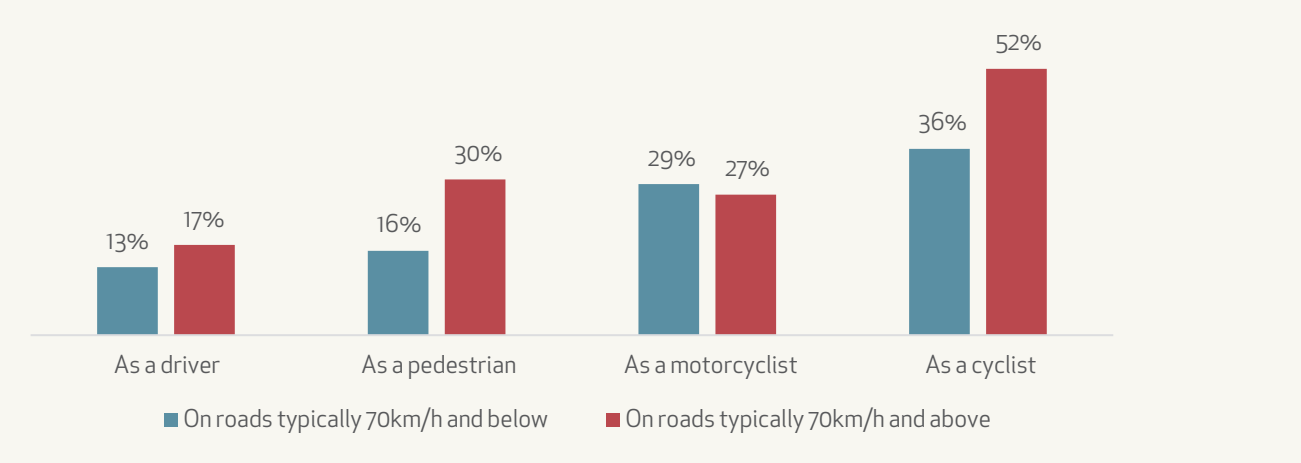
These Fatalists are more likely to ride a bicycle or e-bike (26% vs 21% of the total population), and significantly more likely to ride it to commute, and as a main mode of transport; this group has likely chosen cycling as an active measure to avoid the inherent danger they see in driving, and as such are supporters of bicycle lanes and co-sharing pedestrian areas.

Fatalists are also generally less confident about the efficacy of road safety initiatives, including advertising and education.

Canterbury residents do care about road safety, and being road users, most have some ideas about how to improve it in their local area. These may or may not agree with the council's ideas, or their fellow citizens', but any discussion is likely to attract a sizable and motivated audience. However, only 41% of people think serious road accidents are avoidable. Rather than rely on authorities' safety initiatives that they are more likely to see as fruitless, this group are inclined to take measures to increase their own personal safety.

3.4 Cycling in Canterbury

Figure 3.4.1 – Percentage of users of specific modes of transport who feel extremely/somewhat unsafe



Source: Quantitative survey (weighted data). Only users of each mode of transport were asked about perceptions of safety. N=1392 pedestrians; N=1373 drivers; N=568 cyclists; N=163 motorcyclists

Cyclists are, understandably, more concerned with a lack of safe cycling infrastructure: 26% of those who cycle at least monthly name this as a serious physical road risk, compared to 14% of others

CYCLING BY REGION

	Overall	Kaikoura/ Hurunui District	Waimakariri District	Christchurch City	Selwyn District	Ashburton District	Timaru/ Mackenzie/ Waimate District	Waitaki District
Total proportion of cyclists	43%	43%	41%	45%	41%	43%	40%	29%
Regular cyclists (at least once a week)	21%	14%	14%	23%	13%	25%	18%	12%

CYCLING BY AGE

	16-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+
Total proportion of cyclists	57%	50%	51%	49%	40%	17%
Regular cyclists (at least once a week)	34%	26%	22%	18%	20%	7%

CYCLING BY GENDER

	Male	Female
Total proportion of cyclists	51%	35%
Regular cyclists (at least once a week)	29%	13%

CYCLING HABITS

65%	of Cantabrians cycle recreationally
36%	cycle to keep fit

21%	cycle to work and study
17%	use cycling as their main mode of travel

PERCEIVED SAFETY

79%	feel **safe** on off-road cycle paths
75%	feel **safe** on shared paths
52%	feel **safe** on cycle lanes in towns or cities
45%	feel **safe** on cycles lanes outside towns or cities
43%	feel **unsafe** on roads without cycle lanes in towns or cities
46%	feel **unsafe** on roads without cycles lanes outside towns or cities

E-BIKES

91%	of Cantabrians have heard of e-bikes but never ridden one
43%	of those who heard of e-bikes would be interested in riding one
5%	ride e-bikes at least sometimes
83%	agree that it is appropriate for e-bikes to be ridden on cycle lanes
49%	agree that it is appropriate to be ridden on the road
62%	think the speed for an e-bike should be restricted to 30 km/h or lower

4

Appendix

4.1 Demographics

Region

	Proportion of respondents	Number of respondents
Kaikoura/Hurunui District	9%	128
Waimakariri District	16%	236
Christchurch City	34%	497
Selwyn District	14%	201
Ashburton District	7%	108
Timaru/Mackenzie/Waimate District	11%	159
Waitaki District	9%	131
Total respondents	**1460**	

Gender

	Proportion of respondents	Number of respondents
Male	37%	543
Female	63%	913
Gender diverse	0%	4
Total respondents	**1460**	

Age

	Proportion of respondents	Number of respondents
16-24 years	10%	149
25-34 years	14%	209
35-44 years	17%	244
45-54 years	18%	269
55-64 years	18%	258
65+	23%	331
Total respondents	**1460**	

Ethnicity

	Proportion of respondents	Number of respondents
European	92%	1347
Maori	5%	78
Asian	5%	71
Middle Eastern/African/Latin American	2%	22
Pasifika	1%	10
Total respondents	**1460**	

Transport Usage

	Every day	Every few days	A couple of times a week	At least once every week	At least once every month	Less often than once a month	Never
Walk	33%	25%	12%	11%	6%	8%	5%
Drive a car, van or truck	58%	23%	7%	4%	1%	2%	6%
Travel in a car/van as a passenger	8%	19%	14%	17%	15%	15%	12%
Ride a motorcycle	1%	1%	1%	1%	1%	6%	89%
Ride a bicycle / electric bicycle (e-bike)	3%	5%	4%	4%	6%	17%	61%
Take public transport, e.g., a bus or taxi	2%	3%	2%	2%	6%	29%	55%
Ride a mobility scooter	0%	0%	0%	0%	0%	2%	97%
Total respondents	**1460**						

Road Usage

	Proportion of respondents	Number of respondents
I mainly use roads with a 70km/h speed limit or above	24%	354
I mainly use roads with a 70km/h speed limit or below	39%	571
I only use roads with a 70km/h speed limit or above	2%	24
I only use roads with a 70km/h speed limit or below	6%	85
I use roads with a speed limit above 70km/h and below 70 km/h equally	29%	426
Total respondents	**1460**	

Travel on Unsealed Roads (Drivers only)

	Proportion of respondents	Number of respondents
Never	13%	181
Hardly ever	50%	707
Some of the time	30%	425
Most of the time	5%	72
Don't know / unsure	1%	17
Total respondents	**1402**	

Experience with Road Crashes

	Experienced personally	Experience by a close friend or relative	No experience	I'd prefer not to answer this
Road crash that resulted in minor injuries for those involved	30%	30%	38%	2%
Road crash that resulted in serious injuries for those involved	9%	29%	59%	2%
Road crash that resulted in a fatality	5%	19%	74%	2%
A near miss road crash that could have resulted in serious injuries or fatalities	42%	18%	37%	2%
Total respondents	**1460**			

Years with Driver's License (Drivers only)

	Proportion of respondents	Number of respondents
Less than 2 years	3%	47
2-5 years	7%	96
6-10 years	7%	93
Over 10 years	82%	1124
Don't know / unsure	1%	16
Total respondents	**1376**	

Type of Driver's License (Drivers only)

	Proportion of respondents	Number of respondents
NZ full license	88%	1211
NZ restricted license	5%	72
NZ learners license	4%	52
Overseas NZ full license equivalent	2%	25
Other	1%	16
Total respondents	**1376**	

Own Driving Ability (Drivers only)

	Proportion of respondents	Number of respondents
Above average	42%	575
About average	55%	762
Below average	1%	20
Don't know / not sure	1%	19
Total respondents	**1376**	

Driving Ability of (Other) Drivers

	Proportion of respondents	Number of respondents
Above average	8%	114
About average	73%	1059
Below average	16%	232
Don't know / not sure	4%	55
Total respondents	**1460**	

4.2 Research method

The quantitative insights were collected using an online survey method, with data collection completed between 12 October 2018 and 31 October 2018. To ensure robust and statistically reliable information can be provided on a regional level, the minimum sample targets were defined for each region. This meant that responses from some areas (e.g., Kaikoura and Hurunui) were overrepresented within the overall sample, whereas other areas were underrepresented. To provide reliable results on the overall sample level, the data was weighted to match the Canterbury population distribution in terms of location, gender and age. The weighting procedure also corrected for any imbalances resulting from sampling. The table below summarises the achieved sample sizes by region, weighted sample distribution and maximum margins of error for achieved subsamples (at the confidence interval of 95%).

Region	**Achieved sample distribution**		**Weighted sample distribution (in line with 2013 Census)**	**Maximum margin of error (at the confidence interval of 95%)**
	n=	%	%	%
Kaikoura/Hurunui District (combined)	128	9%	3%	+/-8.7%
Waimakariri District	236	16%	9%	+/-6.4%
Christchurch City	497	34%	62%	+/-4.4%
Selwyn District	201	14%	8%	+/-6.9%
Ashburton District	108	7%	5%	+/-9.4%
Timaru/Mackenzie/Waimate District (combined)	159	11%	10%	+/-7.8%
Waitaki District	131	9%	4%	+/-8.6%
TOTAL	**1460**	**100%**	**100%**	**+/-2.6%**

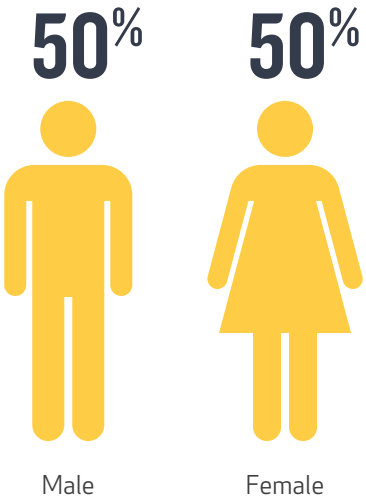
4.3 Supplemental Charts

Kaikoura and Hurunui Districts

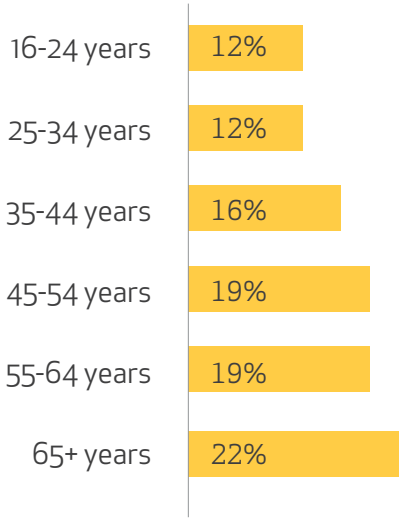
RESEARCH FIRST

DEMOGRAPHIC PROFILE

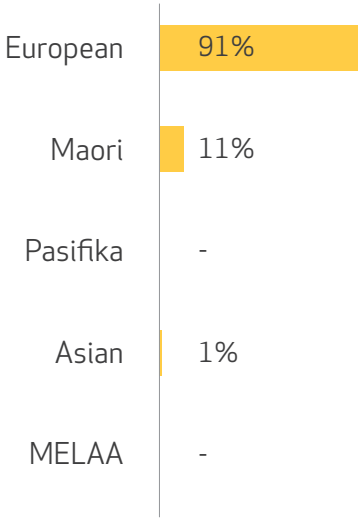
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT
(at least once a week)

98% DRIVERS

83% PEDESTRIANS

63% PASSENGERS IN A CAR/VAN

14% CYCLISTS

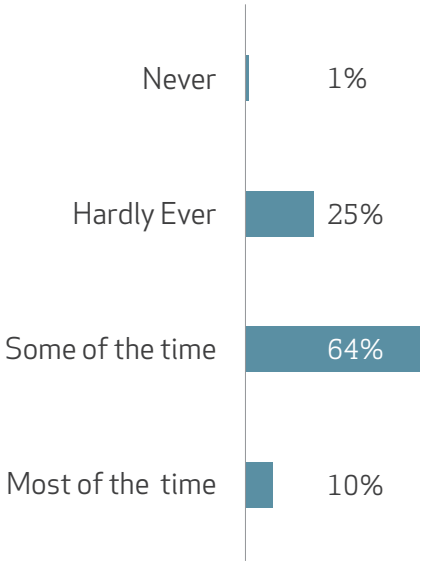
ROAD USAGE

52%
Mainly use roads with speed limit of 70 km/h or higher

9%
mainly use roads with speed limit of 70 km/h or below

35%
use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS
(drivers only)



Kaikoura and Hurunui Districts

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

52% HEAVY VEHICLES

39% HIGH TRAFFIC VOLUME

35% UNSAFE OR CHALLENGING INTERSECTIONS

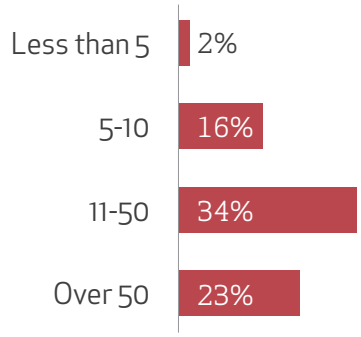
MOST SERIOUS BEHAVIOURAL RISKS

56% AGGRESSIVE OR IMPATIENT DRIVERS

44% CELL PHONE USE

38% DRIVERS DRIVING TOO FAST

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **26**

ATTITUDES TO ROAD SAFETY

99% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

81% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

94% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

45% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

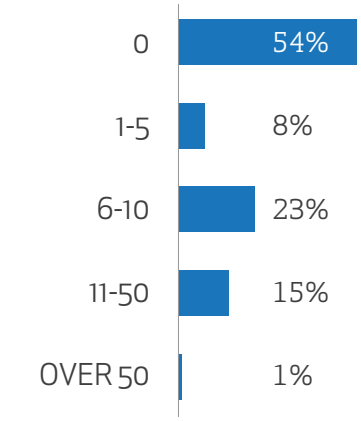
PREFERRED METHODS TO INCREASE ROAD SAFETY

61% Better driver training systems

57% Applying appropriate speed limits

51% Increasing education and promotion of road safety

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **8**

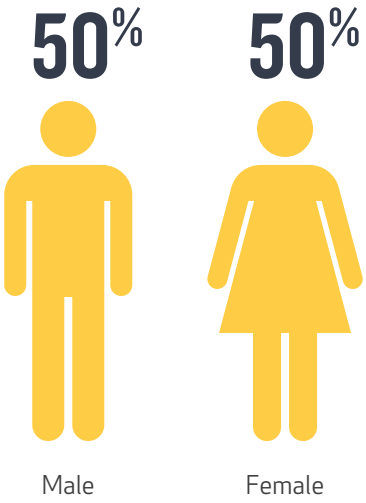
WAIMAKARIRI DISTRICT COUNCIL

Waimakariri District

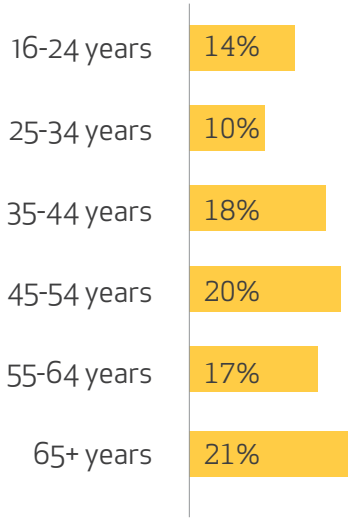
RESEARCH FIRST

DEMOGRAPHIC PROFILE

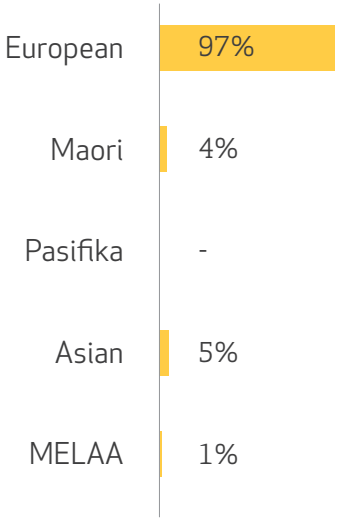
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT
(at least once a week)

96% DRIVERS

76% PEDESTRIANS

56% PASSENGERS IN A CAR/VAN

14% CYCLISTS

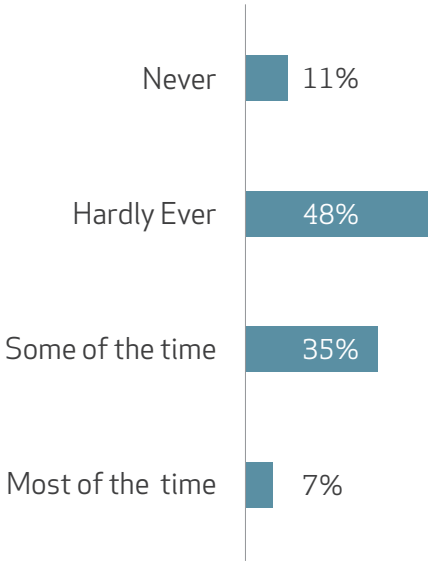
ROAD USAGE

30% Mainly use roads with speed limit of 70 km/h or higher

29% mainly use roads with speed limit of 70 km/h or below

37% use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS
(drivers only)



WAIMAKARIRI DISTRICT COUNCIL

Waimakariri District

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

37% HIGH TRAFFIC VOLUME

35% UNSAFE OR CHALLENGING INTERSECTIONS

29% HEAVY VEHICLES

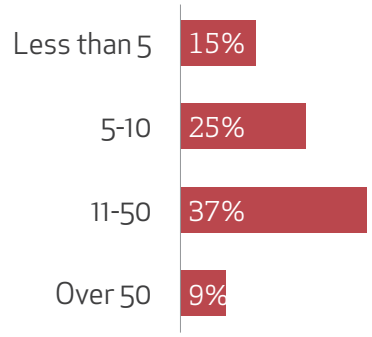
MOST SERIOUS BEHAVIOURAL RISKS

48% AGGRESSIVE OR IMPATIENT DRIVERS

47% CELL PHONE USE

39% DISTRACTED DRIVERS

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **42**

ATTITUDES TO ROAD SAFETY

98% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

71% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

90% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

42% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

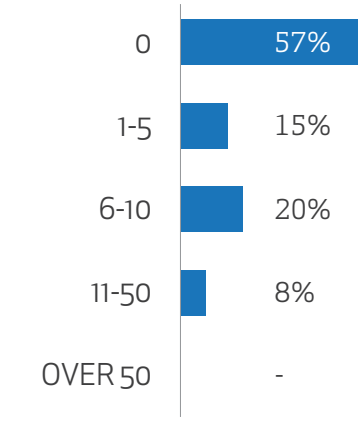
PREFERRED METHODS TO INCREASE ROAD SAFETY

57% Increasing education and promotion of road safety

51% Increasing police presence

47% Better driver training systems

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **4**

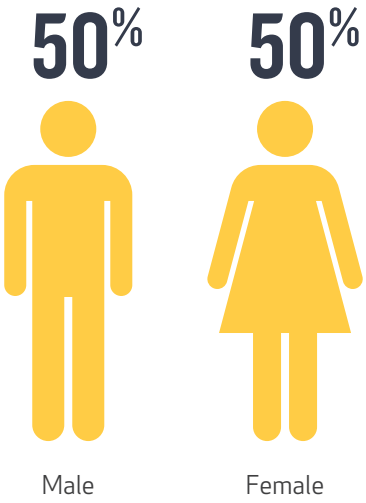
Christchurch City Council

Christchurch City

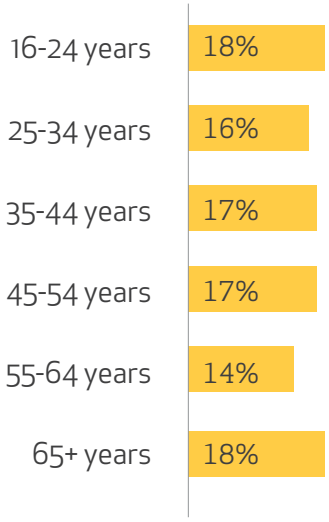
RESEARCH FIRST

DEMOGRAPHIC PROFILE

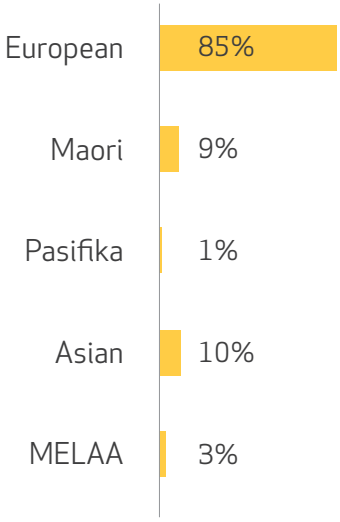
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT

(at least once a week)

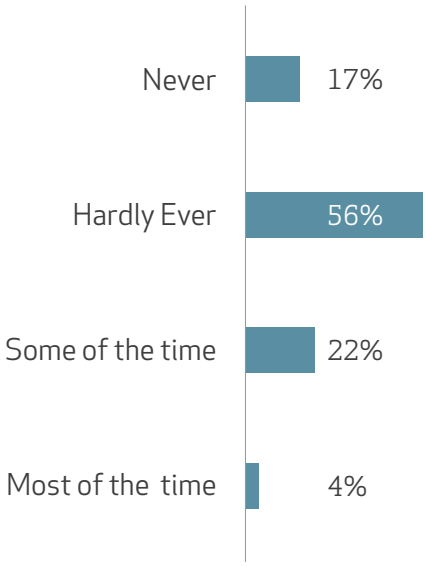
- **83%** DRIVERS
- **87%** PEDESTRIANS
- **55%** PASSENGERS IN A CAR/VAN
- **22%** CYCLISTS
- **23%** PUBLIC TRANSPORT

ROAD USAGE

- **8%** Mainly use roads with speed limit of 70 km/h or higher
- **62%** mainly use roads with speed limit of 70 km/h or below
- **19%** use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS

(drivers only)



Christchurch City Council

Christchurch City

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

38% HIGH TRAFFIC VOLUME

38% UNSAFE OR CHALLENGING INTERSECTIONS

29% WEATHER CONDITIONS

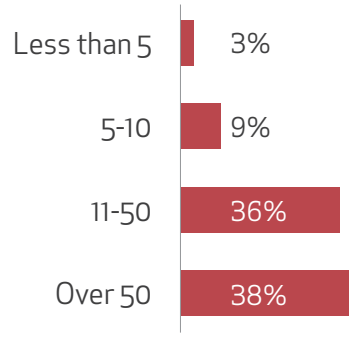
MOST SERIOUS BEHAVIOURAL RISKS

48% AGGRESSIVE OR IMPATIENT DRIVERS

45% CELL PHONE USE

38% DISTRACTED DRIVERS

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **177**

ATTITUDES TO ROAD SAFETY

95% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

69% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

88% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

39% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

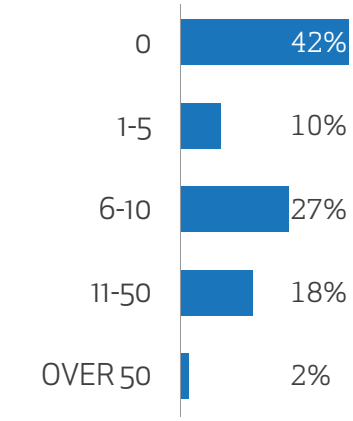
PREFERRED METHODS TO INCREASE ROAD SAFETY

61% Better driver training systems

50% Increasing education and promotion of road safety

47% Increasing police presence

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **10**

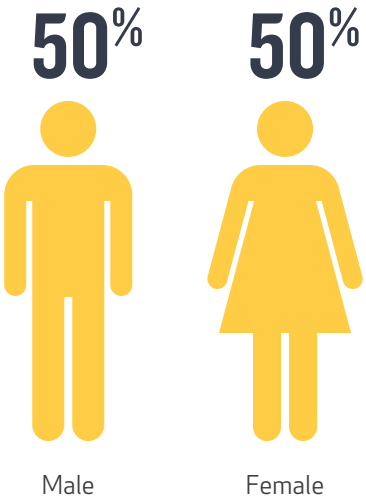
Selwyn DISTRICT COUNCIL

Selwyn District

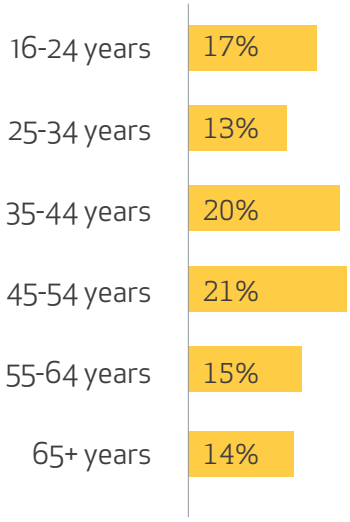
RESEARCH FIRST

DEMOGRAPHIC PROFILE

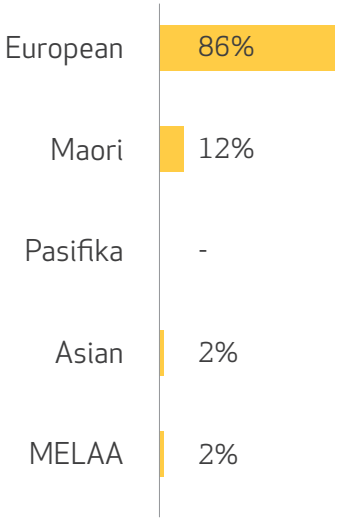
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT
(at least once a week)

97% DRIVERS

73% PEDESTRIANS

57% PASSENGERS IN A CAR/VAN

12% CYCLISTS

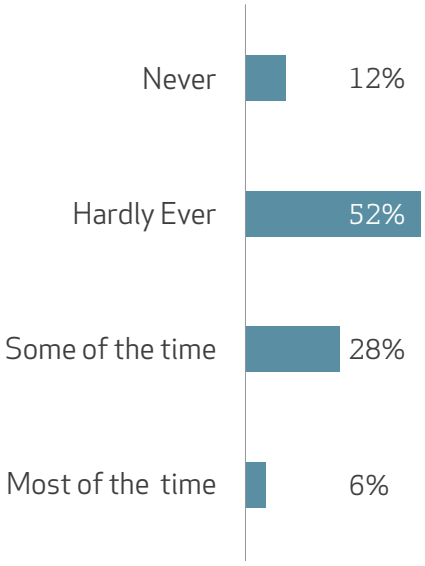
ROAD USAGE

48% Mainly use roads with speed limit of 70 km/h or higher

12% mainly use roads with speed limit of 70 km/h or below

37% use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS
(drivers only)



Selwyn DISTRICT COUNCIL

Selwyn District

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

43% UNSAFE OR CHALLENGING INTERSECTIONS

41% HIGH TRAFFIC VOLUME

52% HEAVY VEHICLES

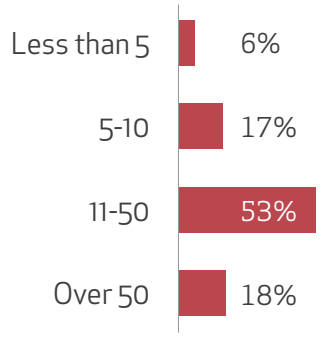
MOST SERIOUS BEHAVIOURAL RISKS

52% AGGRESSIVE OR IMPATIENT DRIVERS

43% DISTRACTED DRIVERS

42% DRIVERS DRIVING TOO FAST

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **63**

ATTITUDES TO ROAD SAFETY

96% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

69% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

89% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

44% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

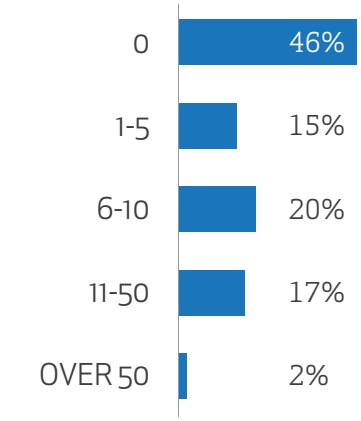
PREFERRED METHODS TO INCREASE ROAD SAFETY

50% Increasing police presence

47% Better driver training systems

45% Increasing education and promotion of road safety

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



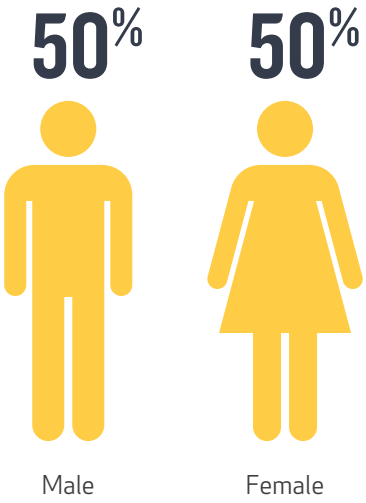
AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **7**

Ashburton District

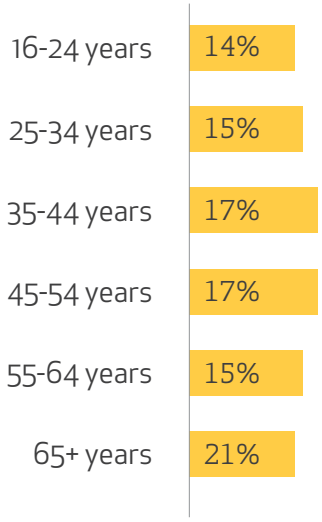
RESEARCH FIRST

DEMOGRAPHIC PROFILE

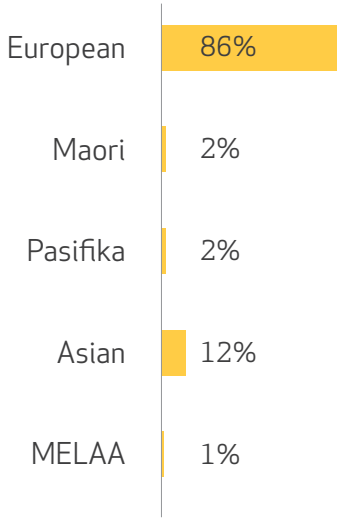
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT
(at least once a week)

97% DRIVERS

79% PEDESTRIANS

64% PASSENGERS IN A CAR/VAN

25% CYCLISTS

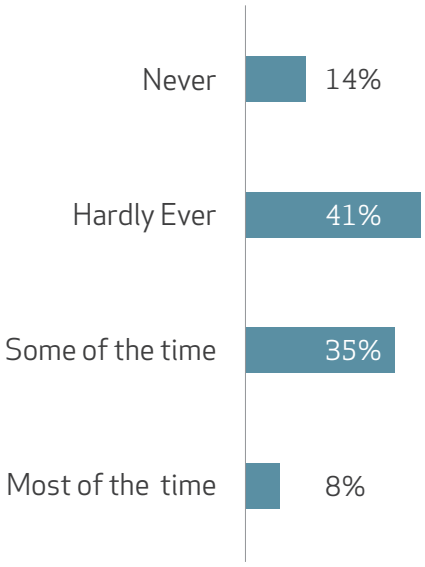
ROAD USAGE

30% Mainly use roads with speed limit of 70 km/h or higher

37% mainly use roads with speed limit of 70 km/h or below

26% use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS
(drivers only)



Ashburton District

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

43% HIGH TRAFFIC VOLUME

43% UNSAFE OR CHALLENGING INTERSECTIONS

34% HEAVY VEHICLES

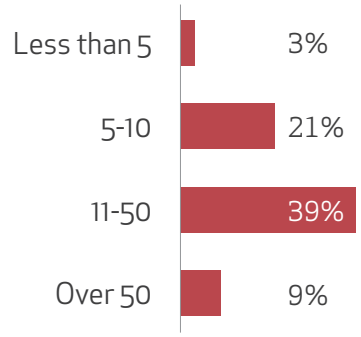
MOST SERIOUS BEHAVIOURAL RISKS

47% AGGRESSIVE OR IMPATIENT DRIVERS

42% CELL PHONE USE

30% DRIVERS DRIVING TOO FAST

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **20**

ATTITUDES TO ROAD SAFETY

97% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

63% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

95% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

46% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

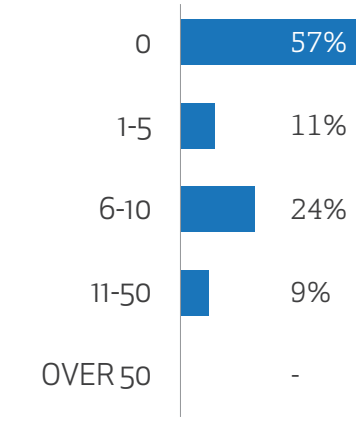
PREFERRED METHODS TO INCREASE ROAD SAFETY

57% Increasing police presence

51% Increasing education and promotion of road safety

47% Better driver training systems

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



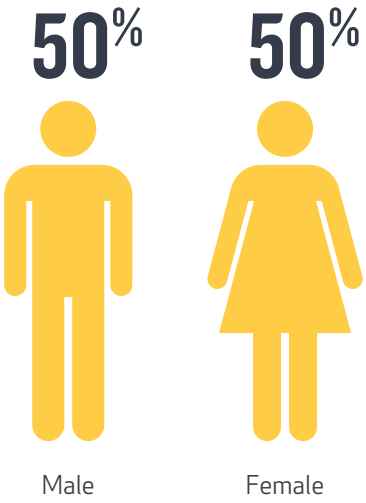
AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **5**

Timaru, Mackenzie and Waimate Districts

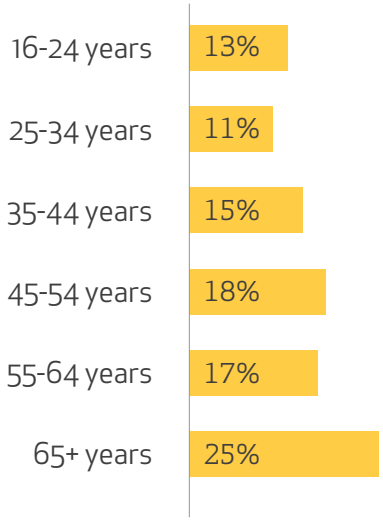
RESEARCH FIRST

DEMOGRAPHIC PROFILE

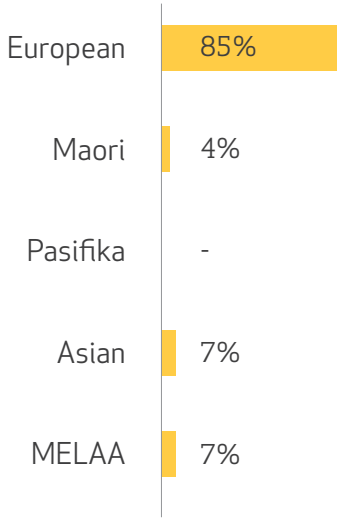
GENDER



AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT

(at least once a week)

95% DRIVERS

80% PEDESTRIANS

57% PASSENGERS IN A CAR/VAN

18% CYCLISTS

ROAD USAGE

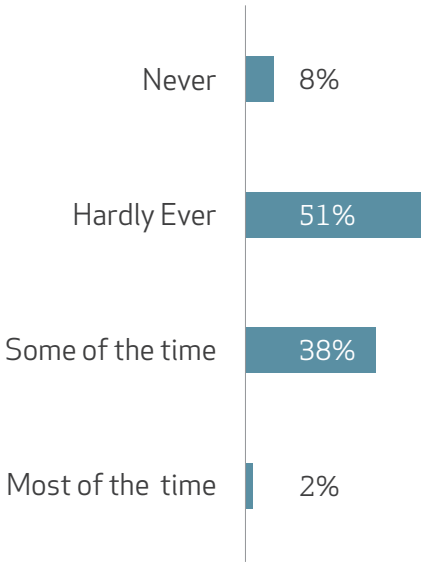
20% Mainly use roads with speed limit of 70 km/h or higher

46% mainly use roads with speed limit of 70 km/h or below

28% use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS

(drivers only)



Timaru, Mackenzie and Waimate Districts

RESEARCH FIRST

LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

32% WEATHER CONDITIONS

30% HIGH TRAFFIC VOLUME

30% HEAVY VEHICLES

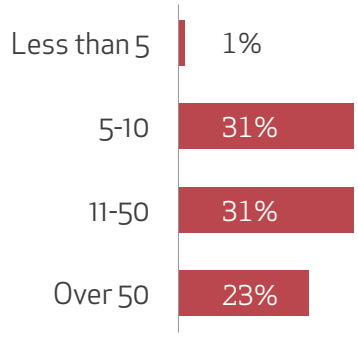
MOST SERIOUS BEHAVIOURAL RISKS

45% AGGRESSIVE OR IMPATIENT DRIVERS

44% CELL PHONE USE

34% DRIVERS DRIVING TOO FAST

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017) **66**

ATTITUDES TO ROAD SAFETY

98% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

82% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

97% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

40% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

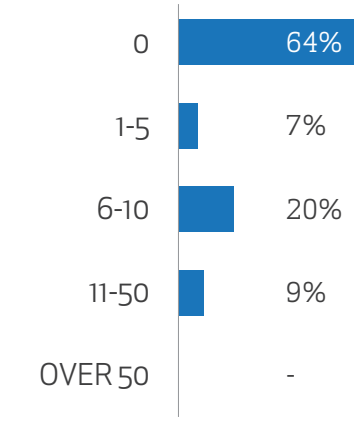
PREFERRED METHODS TO INCREASE ROAD SAFETY

50% Increasing police presence

48% Increasing education and promotion of road safety

41% Better driver training systems

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR": **4**

Waitaki DISTRICT COUNCIL
TE KAUNIHERA Ā ROHE O WAITAKI

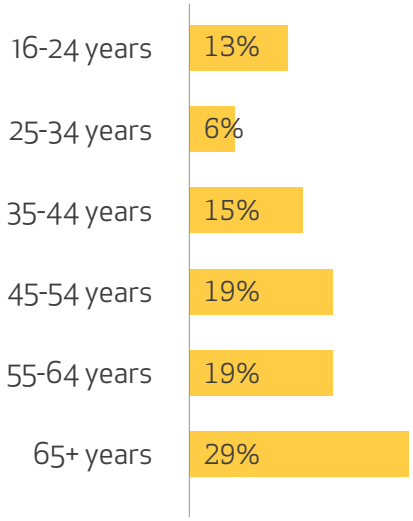
Waitaki District

RESEARCH FIRST

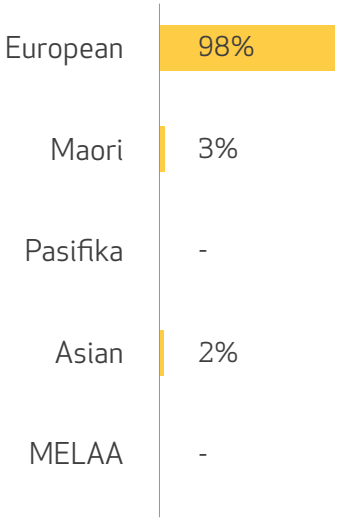
DEMOGRAPHIC PROFILE

GENDER

AGE



ETHNICITY



TRANSPORT AND ROAD USAGE

REGULAR USAGE OF TRANSPORT
(at least once a week)

91% DRIVERS

76% PEDESTRIANS

53% PASSENGERS IN A CAR/VAN

12% CYCLISTS

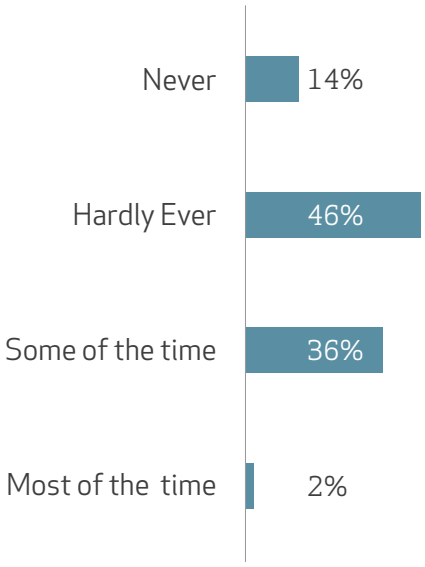
ROAD USAGE

21% Mainly use roads with speed limit of 70 km/h or higher

30% mainly use roads with speed limit of 70 km/h or below

43% use with speed limits above or below 70 km/h equally

TRAVEL ON UNSEALED ROADS
(drivers only)



Waitaki District Council
Te Kaunihera ā Rohe o Waitaki

Waitaki District

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LOCAL CONCERNS

MOST SERIOUS PHYSICAL RISKS

40% HEAVY VEHICLES

29% WEATHER CONDITIONS

26% ROADSIDE HAZARDS

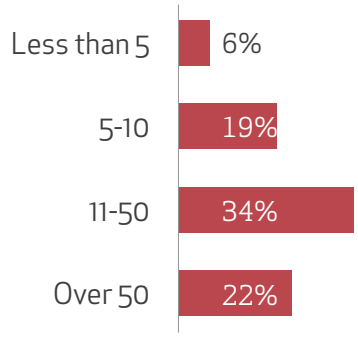
MOST SERIOUS BEHAVIOURAL RISKS

55% AGGRESSIVE OR IMPATIENT DRIVERS

43% CELL PHONE USE

36% DRIVERS DRIVING TOO FAST

ESTIMATED ANNUAL NUMBER OF SERIOUS CRASHES



ACTUAL NUMBER OF FATAL OR INJURY CRASHES IN THE AREA (CAS, 2017)

8

ATTITUDES TO ROAD SAFETY

99% AGREE THAT ROAD SAFETY IS EVERYONE'S RESPONSIBILITY

67% AGREE THAT ROAD USERS CAN HELP PREVENT ROAD CRASHES

99% AGREE THAT DRIVING AT SAFER SPEEDS WOULD IMPROVE ROAD SAFETY

45% AGREE THAT SERIOUS ROAD CRASHES ARE AVOIDABLE

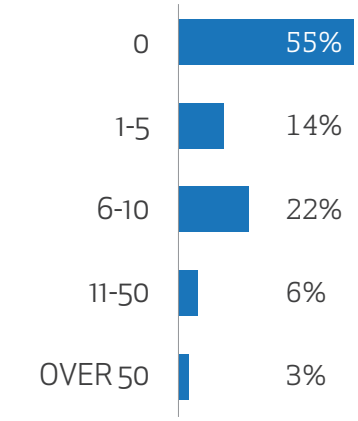
PREFERRED METHODS TO INCREASE ROAD SAFETY

57% Increasing education and promotion of road safety

49% Increasing police presence

45% Better driver training systems

ACCEPTABLE NUMBER OF SERIOUS CRASHES PER YEAR



AVERAGE NUMBER OF "ACCEPTABLE SERIOUS CRASHES EACH YEAR":

7

RESEARCH FIRST

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Wanaka 9305
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Lambton Quay
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