

# KANTAR

Attachment 6

## Attitudes towards Speed Reductions on Auckland Roads

May 2021



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# 1 Key out-takes

# Key out-takes

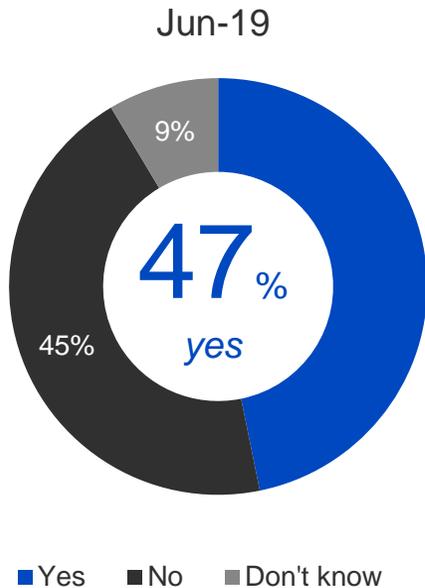
- Although 69% of Auckland residents were aware of the upcoming changes to speed limits in 2020, only 56% are aware that speed limits have now been reduced on more than 600 roads
- The overall level of support for speed limit reductions has decreased over the past 12 months
  - Although one in two support the speed limit reductions, fewer are very supportive (rating as 8 to 10) than in 2020
  - Furthermore, there has been an increase in opposition from 28% to 33%
- Reasons for support include reduced risk of accidents and injuries, improved safety for road users and not all roads being suitable for current speed limits
- Reasons for opposition include some speed limit reductions being viewed as too low or not necessary, increased congestion and longer travel times and drivers rather than speed being the issue
- Support levels continue to remain very high at three in four Auckland residents for speed limit reductions near schools, kindergartens or other community facilities
- Although support remains higher than opposition, an area of decline has been support for speed limit reductions within the CBD with almost one in three regular travellers within the City / Newmarket opposed
- Just under two in three Auckland residents continue to support speed limit reductions in local town centres or shopping streets however there has been a decline in strong support (rating as 8 to 10)
- Three in five Auckland residents support speed limit reductions on rural roads but just over one in five are in opposition, being around one third of those living in rural areas
- Many residents view travelling by car to be relatively safe in Auckland and more view walking to be safe (at 53%) than unsafe (at 17%)
- However, views mixed are towards the safety of travelling by motorbike or motor cycle and more consider it unsafe (at 38%) than safe (at 25%) to travel by cycling within Auckland
- On prompting, many Auckland residents agree that lower speed limits could help reduce the number of serious injuries on roads and the risk or severity of injury when a crash occurs
- Twice as many agree (57%-58%) than disagree (22%-23%) that lower speed limits could help to reduce the number of car crashed on both urban and rural roads
- Attitudes are mixed however towards whether lower speed limits can encourage more walking and cycling in neighbourhoods

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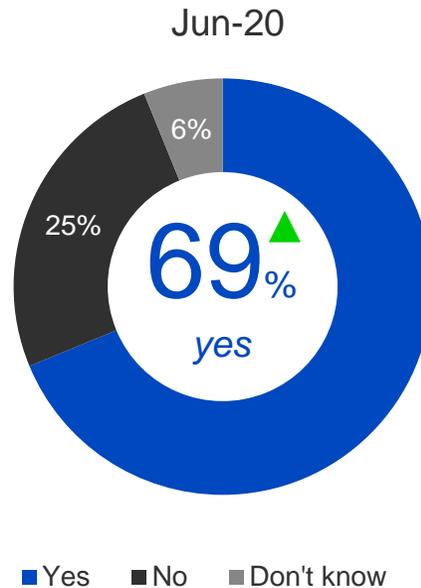
Awareness and support

# Although 69% of Auckland residents were aware of the upcoming changes to speed limits in 2020, only 56% are aware that speed limits have now been reduced on more than 600 roads

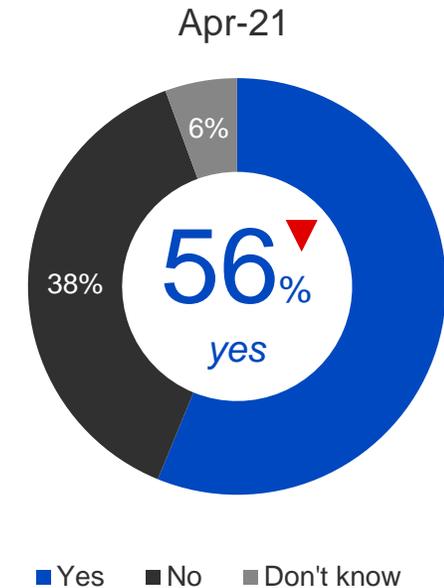
Aware of the **proposal to reduce** speed limits on some roads in the Auckland region?



Aware that speed limits are **being reduced** to improve safety on more than 600 roads across the Auckland region from the 30 June 2020 onwards?



Aware that from 30 June 2020 onwards speed limits **were reduced** to improve safety on more than 600 roads across the Auckland region?



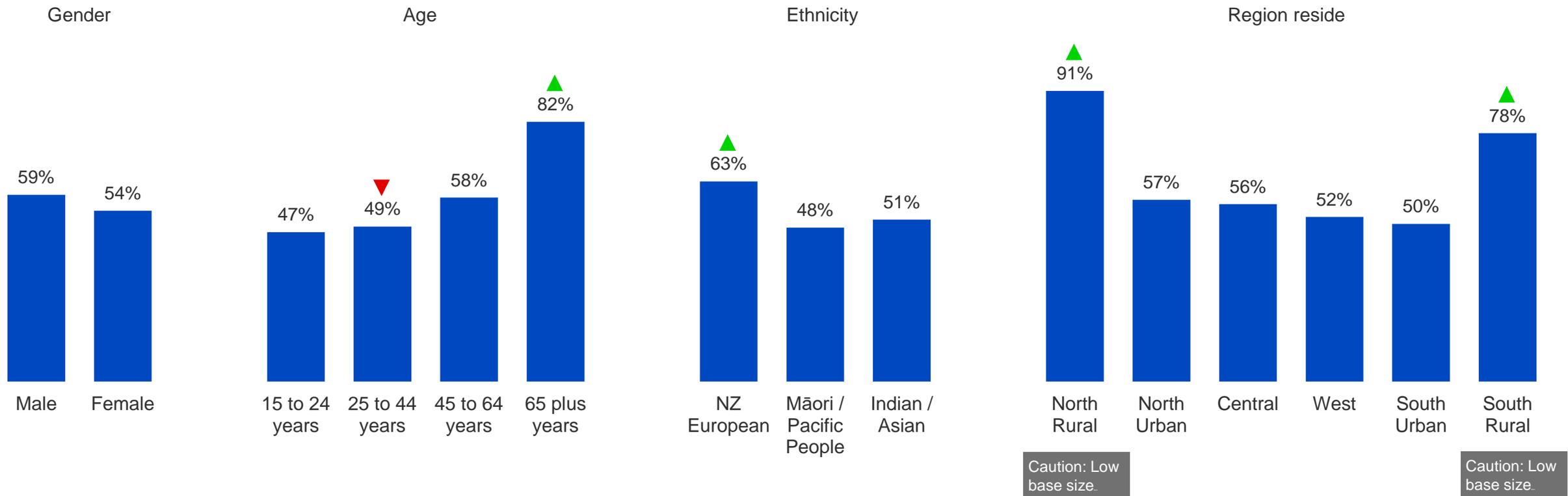
▲ = Significantly higher than previous 12 months  
▼ = Significantly lower than previous 12 months

Base: Total Auckland Jun-19 n = 1,004 | Jun-20 n = 502 | Apr-21 n = 503

Source: 2019 - Before today, were you aware of the proposal to reduce speed limits on some roads in the Auckland region? 2020 - Are you aware that speed limits are being reduced to improve safety on more than 600 roads across the Auckland region from the 30 June 2020 onwards? 2021 - Are you aware that from 30 June 2020 onwards speed limits were reduced to improve safety on more than 600 roads across the Auckland region?

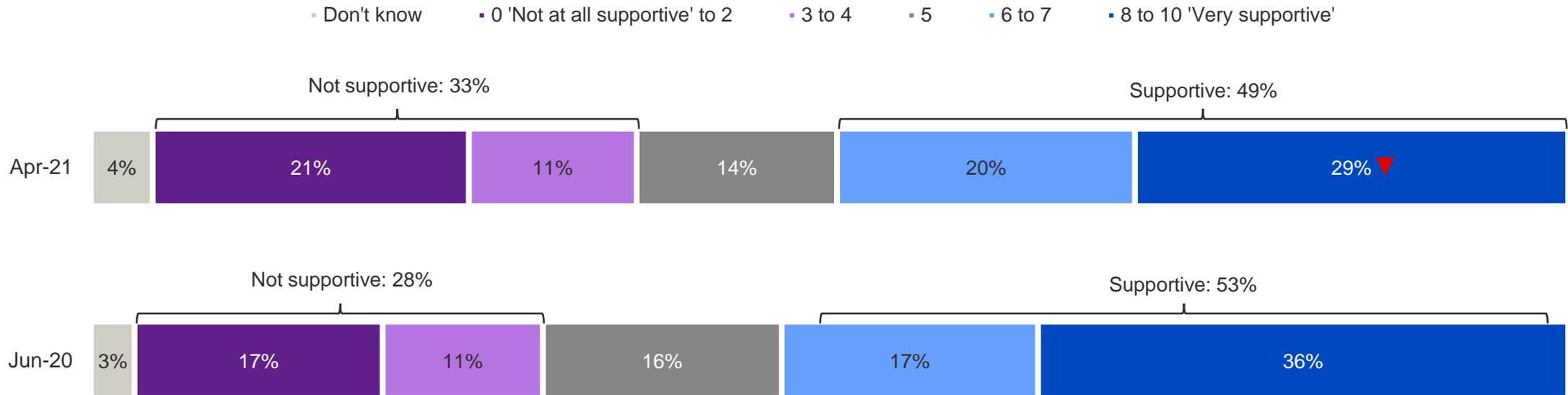
# Awareness is highest among residents aged 65 plus and, indicatively, among those living in North Rural or Urban Rural

Aware that speed limits were reduced form June 2020 onwards - by demographics (Apr-21)



# The gap has narrowed between those who are supportive and opposed towards the speed limit reductions on Auckland roads and fewer are very supportive (rating as 8 to 10) than in 2020

Overall level of support for the speed limit reductions on Auckland roads (among total Auckland residents)



▲ = Significantly higher than previous 12 months  
▼ = Significantly lower than previous 12 months

# Females, residents either living or regularly travelling within Central Auckland, weekly bus passengers and weekly pedestrians more commonly support the speed limit reductions

Overall level of support for the speed limit reductions on Auckland roads – Groups which more commonly are... (Apr-21)

		Not supportive (33%)	Supportive (49%)
	<b>Gender</b>	Male (41%)	Female (56%)
	<b>Age</b>	45 to 64 years (41%)	-
	<b>Ethnicity</b>	-	-
	<b>Occupation</b>	Self employed (54%)	
	<b>Region reside</b>	South Rural (59%) <sup>(1)</sup>	Central (65%)
	<b>Live urban / rural</b>	Rural / Semi-rural (45%)	-
	<b>Regularly travel</b>	-	Central (60%)
	<b>Weekly travel mode</b>	-	Bus (59%) Walking (54%)
	<b>Aware of reductions</b>	Aware (39%)	-

# Reasons for opposing the speed limit reductions include reductions being too low or unnecessary, increasing congestion and travel time and ineffective as drivers are the issue

Reasons for not supporting speed limit reductions on Auckland roads (selection of verbatim responses among those rating 0 'Not at all supportive' to 2)

## Speeds are too slow / reductions were not necessary

- Some like out at Waitoki are **too slow**
- Reducing in certain areas like Coatesville was **not needed**
- Some of the roads in my area **do not warrant the decrease** in speed
- I **don't believe some of these roads are suitable** for a reduced speed limits
- I have **not yet found a single street that feels like the restrictions were sensible** or necessary
- Some rural areas **didn't need change**
- Some roads have been **made unnecessarily slow**
- A lot of the roads (not all) that had reduced speed limits **were perfectly fine as they were**
- The speed limits in the city area are **ridiculously low**
- Some of the roads are **way too low** such as Taupaki road and Coastville Riverhead highway. These are rural roads - they should be maintained enough to drive 80km safely
- On some roads yes, but the slower speed limits are **awful and unnecessary** on roads such as the Coatesville-Riverhead highway. **Way too slow**. And then you **go from 60 to 80 for a few minutes** before getting into Albany. Crazy.

## Increased congestion and travel time

- I feel it has **caused more congestion** and **added more time** to travel
- This **just holds up the traffic** more than ever
- Going to cause **longer travel times and more chaos** for commuters
- **Slowing the flow of traffic** and creating **more congestion**
- **Additional time required** to get to and from destination
- Causes **more traffic congestion and jams**
- Will be **slower in traffic**, which will take longer to travel including bus
- Reduced speed limits only means **longer travel times**
- Reduce speed only **increases congestion**. It's only a money making mission nothing to do with safety
- **More traffic and congestion**
- It is pointless and it just **slows the traffic down** and **makes congestion worse**
- People already drive extremely slow in my area and with slower speed limits these guys are **crawling along causing huge traffic jams during peak hours**

## Lower speeds don't work

- They don't work, **no one drives at the reduced speed** unless the traffic is so bad you can't go faster
- Significant decrease in flat straight road areas **causes more accidents as people are overtaking when it's unsafe** to do so
- They **don't stop the dangerous drivers**, they just penalise the people who obey the limits and drive safely
- Reduced speeds have not made the roads safer. **Drivers seem to get more frustrated, impatient and make stupid decisions** with the slower speeds. The road surfaces need to be improved rather than reducing the road speeds
- They make little practical difference. **Unsafe drivers will ignore them**
- **Stupid drivers are going to be stupid drivers** despite the adjusted speed limits
- Even though the speeds are reduced it **doesn't mean people are going to be better drivers**
- Speed doesn't do anything, **people are bad drivers**
- It's not speed that is the problem. **it's idiot drivers not concentrating**

# Reasons for supporting the speed limit reductions include improved safety, reduced risk of crashes and lower injury risk, particularly increasing safety for pedestrians and cyclists

Reasons for supporting speed limit reductions on Auckland roads (selection of verbatim responses among those rating 8 to 10 'Very supportive')

## Improved safety and reduced risk:

- I feel safer driving to Waiuku now the speed limit has been reduced because the road there is notorious for crashes and there is no median barrier
- Stats show lower speeds equals lower injury risk for peds, cyclists and drivers in event of an accident
- To reduce the number of speed related injuries and deaths
- Lower speed limits will minimise the risk of crashes
- Roads are really busy so will reduce potential accidents
- Lower crash and danger risk
- It keeps the roads safe and also if you were to crash the impact of the crash wont be as bad if you were speeding
- Less speed, less accidents
- Less fatal accidents
- Less risk of crashes
- To reduce the frequency of accidents
- Lower the roads death toll
- Creates safer driving practices which will hopefully reduce accidents
- Safer roads. Less accidents

## Safer for walking and cycling

- It creates safer walking and cycling environments increasing enjoyment of our spaces
- Feel safer to cycle and walk around town
- Improved safety for cyclists and walkers, encouraging drivers to take alternative routes to ease congestion
- Safer for cyclists and walkers
- Safer for cyclists, pedestrians and those using e scooters. Reduce the impact from accidents
- Made it safer for all users of public spaces, particularly walkers and cyclists who are vulnerable. A positive step towards the Vision Zero goal. Made minimal change to travel times
- It has to make it safer for everyone driving, cycling or walking and reduce the number of accidents
- For the safety of pedestrians and cyclists.
- Safety for children in area and other pedestrians
- Needed on busy pedestrian focused roads and areas where children use
- For pedestrian safety

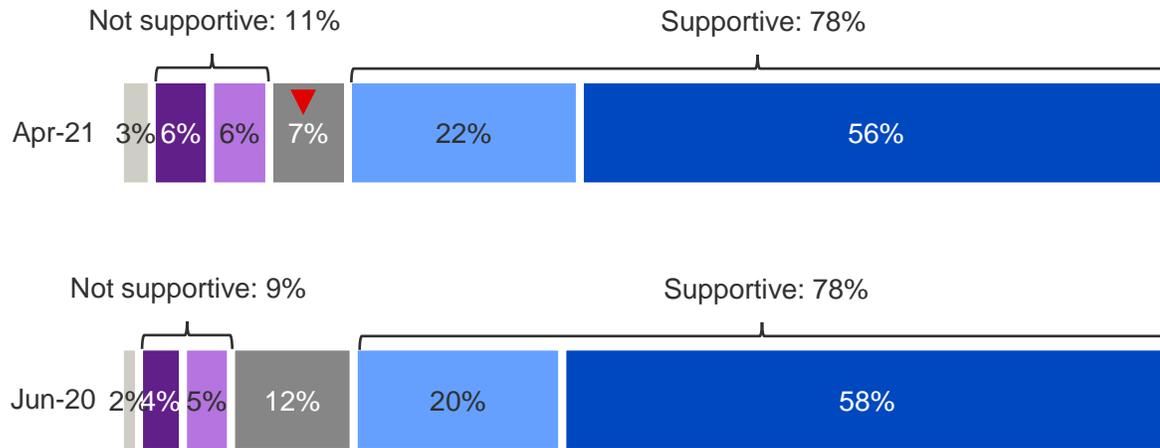
## Some roads not suitable for higher speeds

- Some roads with 80k limits were not, in parts, safe to travel at that speed
- Many rural roads were not designed for the traffic volumes they carry now making high speed limits unsafe
- Some roads the speed limit was too high and people driving cars did more than what it said anyway
- People driving too fast for congested roads
- Auckland traffic is too busy during working days so speed limits need to be further considered. I totally support your reduction of speed limit
- High traffic volumes require more time to stop if needed
- Generally to slow traffic, and make driver reaction times more able to cope with increased awareness demands that increased traffic volumes - and a higher speed - present

# Three in four residents support reduced speed limits near schools, kindergartens or other community facilities and over half strongly so (rating as 8 to 10)

Overall level of support for the speed limit reductions - Near schools, kindergartens or other community facilities (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'



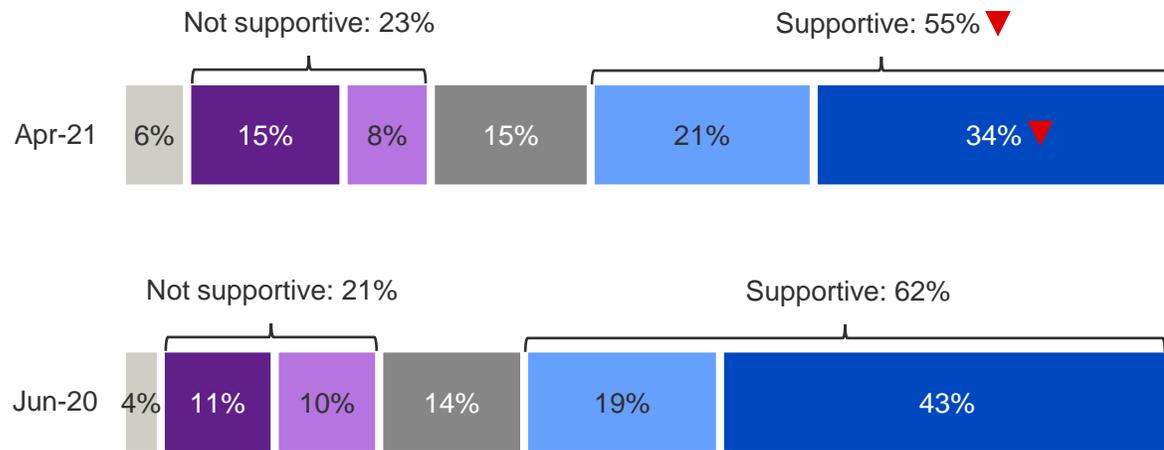
Groups which more commonly are...

	Not supportive (11%)	Supportive (78%)
Gender	Male (14%)	-
Age	-	65 plus years (91%)
Ethnicity	-	-
Occupation	-	-
Region reside	North Urban (18%)	-
Live urban / rural	-	-
Regularly travel	-	Otahuhu / Onehunga (87%) Franklin (93%)
Weekly travel mode	-	-
Aware of reductions	-	Aware (83%)

# Although support remains higher than opposition, there has been a decline in support for speed limit reductions within the CBD with almost one in three regular travellers within the City / Newmarket opposed

Overall level of support for the speed limit reductions - Within the Auckland City centre (CBD) (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'



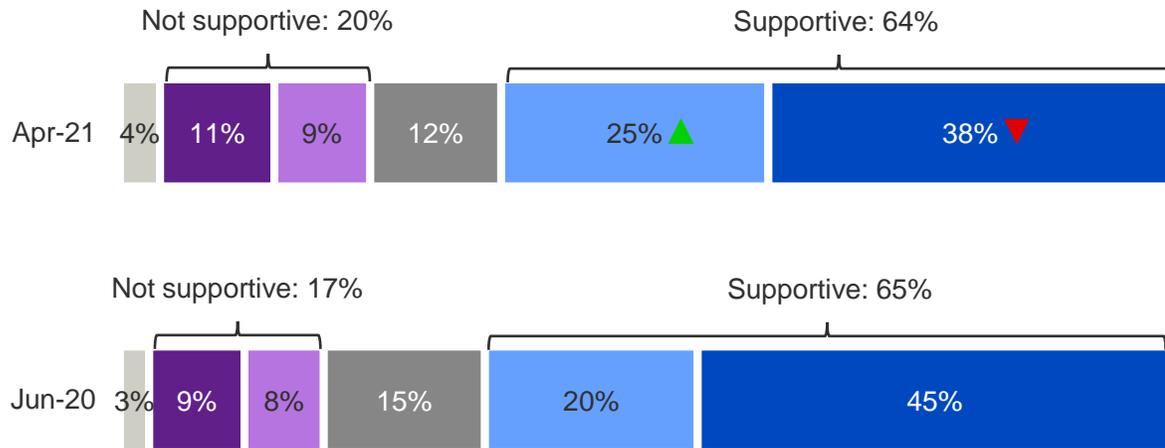
Groups which more commonly are...

	Not supportive (23%)	Supportive (55%)
Gender	Male (29%)	-
Age	45 to 64 years (30%)	65 plus years (91%)
Ethnicity	-	-
Occupation	Self employed (46%)	-
Region reside	-	Central (65%)
Live urban / rural	-	-
Regularly travel	City / Newmarket (31%)	Central (63%)
Weekly travel mode	-	Bus (63%) Cycling (70%)
Aware of reductions	-	-

# Just under two in three Auckland residents continue to support speed limit reductions in local town centres or shopping streets however there has been a decline in strong support (rating as 8 to 10)

Overall level of support for the speed limit reductions - In local town centre or shopping streets (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'



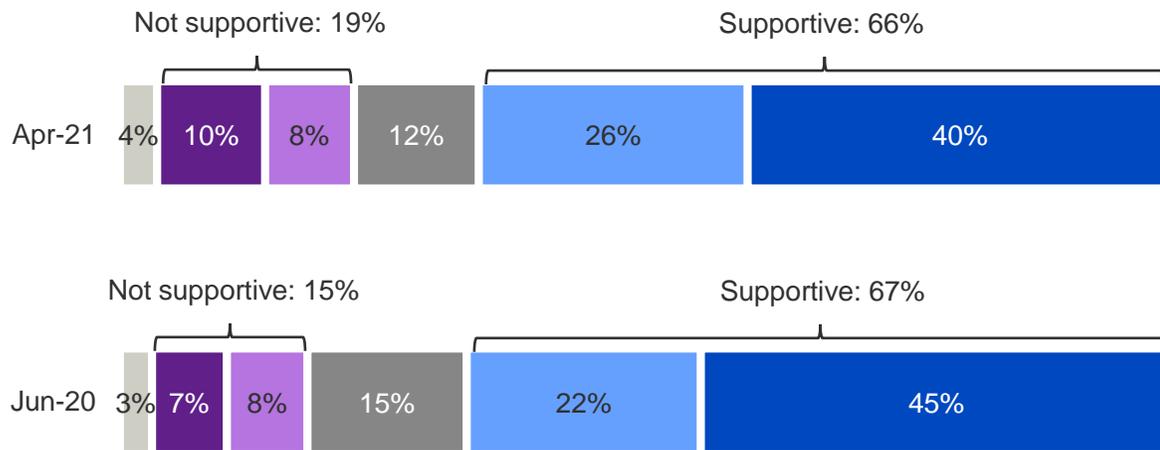
## Groups which more commonly are...

	Not supportive (23%)	Supportive (55%)
Gender	Male (26%)	-
Age	25 to 44 years (24%)	-
Ethnicity	-	-
Occupation	Self employed (32%)	-
Region reside	-	South Rural (84%) <sup>(1)</sup>
Live urban / rural	-	-
Regularly travel	-	-
Weekly travel mode	-	Bus (70%) Cycling (74%)
Aware of reductions	-	-

# Two in three residents continue to support speed limit reductions in urban areas with large number of pedestrians, cyclists or motorcyclists

Overall level of support for the speed limit reductions - In urban areas with large numbers of pedestrians, cyclists or motorcyclists (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'



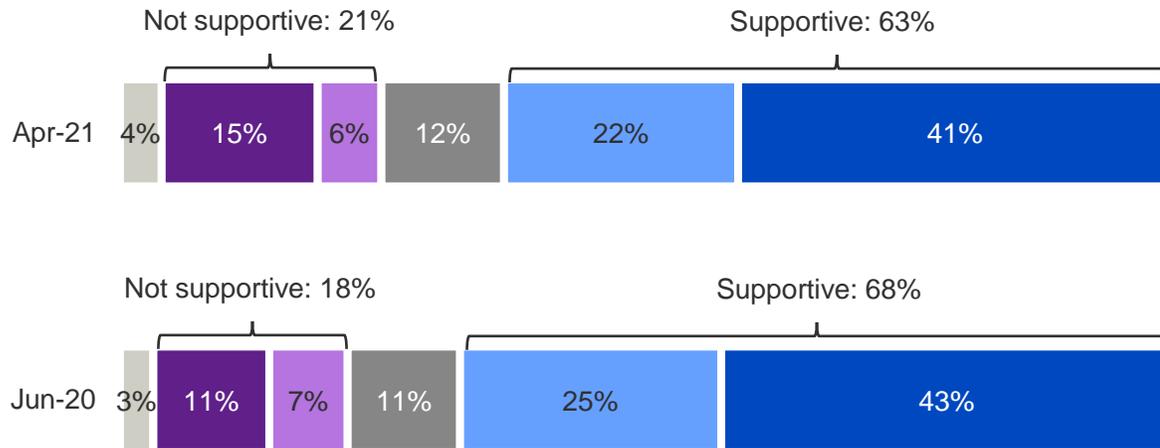
## Groups which more commonly are...

	Not supportive (19%)	Supportive (66%)
Gender	Male (24%)	Female (71%)
Age	-	65 plus years (77%)
Ethnicity	-	-
Occupation	Self employed (34%)	-
Region reside	-	Central (73%)
Live urban / rural	-	-
Regularly travel	City / Newmarket (24%)	-
Weekly travel mode	-	-
Aware of reductions	-	-

# Just over three in five support speed limit reductions on rural roads with high crash rates however 31% of rural or semi-rural residents are opposed

Overall level of support for the speed limit reductions - On rural roads (excluding motorways / state highways) with high crash rates (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'



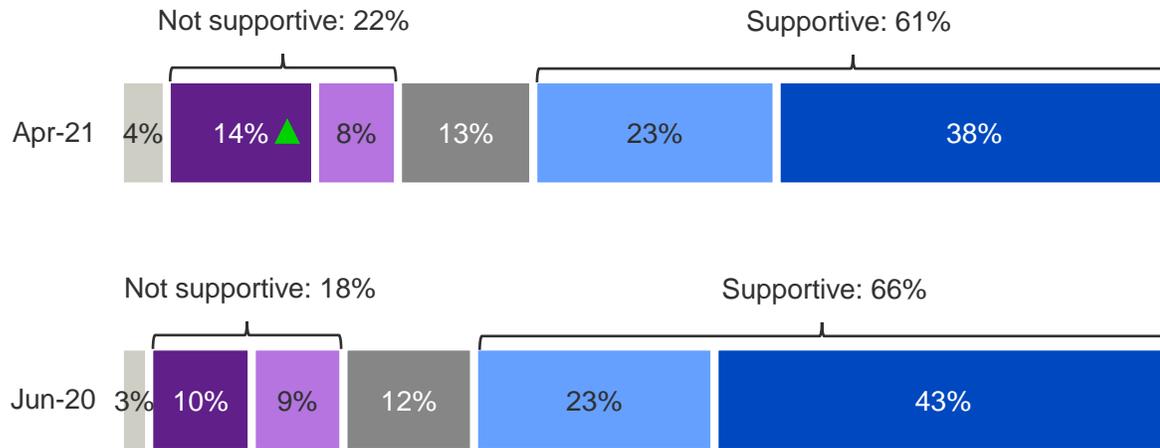
Groups which more commonly are...

	Not supportive (21%)	Supportive (63%)
Gender	-	-
Age	-	-
Ethnicity	-	-
Occupation	Self employed (35%)	
Region reside	North Rural (42%) <sup>(1)</sup>	Central (75%)
Live urban / rural	Rural / Semi-rural (31%)	Urban (66%)
Regularly travel	Rodney (32%)	-
Weekly travel mode	-	-
Aware of reductions	Aware (25%)	-

# Three in five support speed limit reductions on sections of rural roads that are winding or hilly however almost two in five (37%) rural or semi-rural residents are opposed

Overall level of support for the speed limit reductions - On sections of rural roads (excluding motorways / state highways) that are winding / hilly (among total Auckland residents)

Don't know 0 'Not at all supportive' to 2 3 to 4 5 6 to 7 8 to 10 'Very supportive'

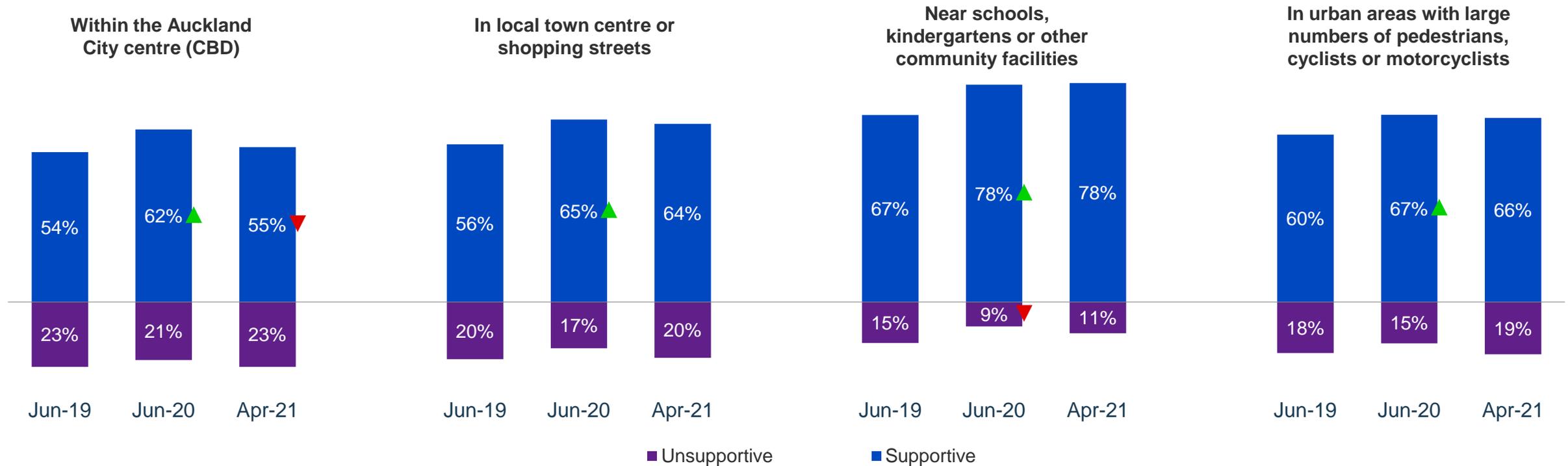


Groups which more commonly are...

	Not supportive (22%)	Supportive (61%)
Gender	Male (28%)	Female (65%)
Age	-	-
Ethnicity	-	Indian / Asian (70%)
Occupation	-	-
Region reside	-	-
Live urban / rural	Rural / Semi-rural (37%)	Urban (63%)
Regularly travel	Franklin (34%)	-
Weekly travel mode	-	Cycling (73%) Motorbike / scooter (72%)
Aware of reductions	Aware (27%)	-

# Although support for speed reductions in the CBD have returned to Jun-19 levels, support remains higher than in Jun-19 for other urban locations

Support towards support for the speed limit reductions on Auckland roads over time (among total Auckland residents)

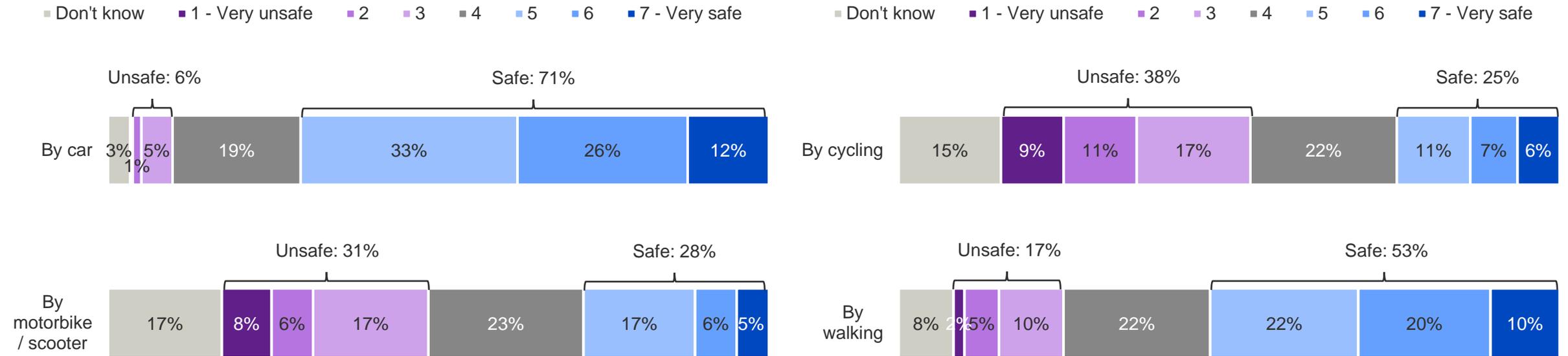


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Attitudes towards safety  
and lower speed limits

# Views are polarised towards the safety of travelling by motorbike or motor scooter in Auckland and more think it is unsafe than safe to travel by cycling

Safety of travelling around Auckland... (among total Auckland residents, Apr-21)



# There is little difference between groups for considering it unsafe to travel by car, motorbike / motor scooter, cycling or walking in Auckland

## Safety of travelling around Auckland – Groups which more commonly consider it unsafe (rating as 1 to 3, Apr-21)

		By car (6%)	By motorbike / scooter (31%)	By cycling (38%)	By walking (17%)
	<b>Gender</b>	Male (9%)	-	-	-
	<b>Age</b>	45 to 64 years (10%)	-	45 to 64 years (46%)	-
	<b>Ethnicity</b>	-	-	NZ European (46%)	-
	<b>Occupation</b>	-	Student (44%)	-	-
	<b>Region reside</b>	-	-	North Rural (62%) <sup>(1)</sup>	-
	<b>Live urban / rural</b>	-	-	-	-
	<b>Regularly travel</b>	Rodney (13%) City / Newmarket (10%) Bays / Panmure (12%)	-	-	-
	<b>Weekly travel mode</b>	-	-	-	-
	<b>Aware of reductions</b>	-	-	-	-

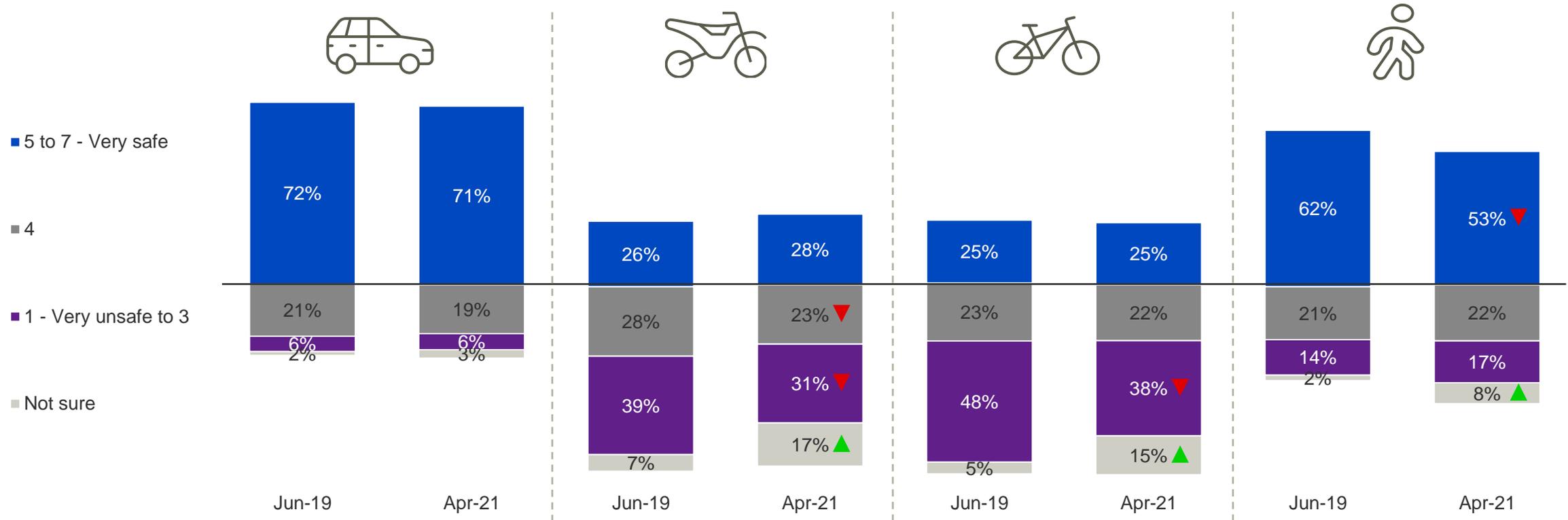
# Weekly cyclists are more likely to consider cycling to be safe and, similarly, weekly pedestrians are more likely to consider walking to be safe

Safety of travelling around Auckland – Groups which more commonly consider it safe (rating as 4 to 7, Apr-21)

	By car (71%)	By motorbike / scooter (28%)	By cycling (25%)	By walking (53%)
 Gender	-	-	-	-
 Age	-	-	25 to 44 years (29%)	-
 Ethnicity	-	-	Indian / Asian (36%)	Indian / Asian (60%)
 Occupation	-	-	Full / part time employment (28%)	-
 Region reside	West (81%)	-	-	Central (61%)
 Live urban / rural	-	-	-	Urban (55%)
 Regularly travel	-	-	-	Central (62%)
 Weekly travel mode	-	Bus (35%) Cycling (40%)	Bus (31%) Cycling (43%) Motor bike / scooter (40%)	Walking (58%)
 Aware of reductions	Aware (78%)	-	-	-

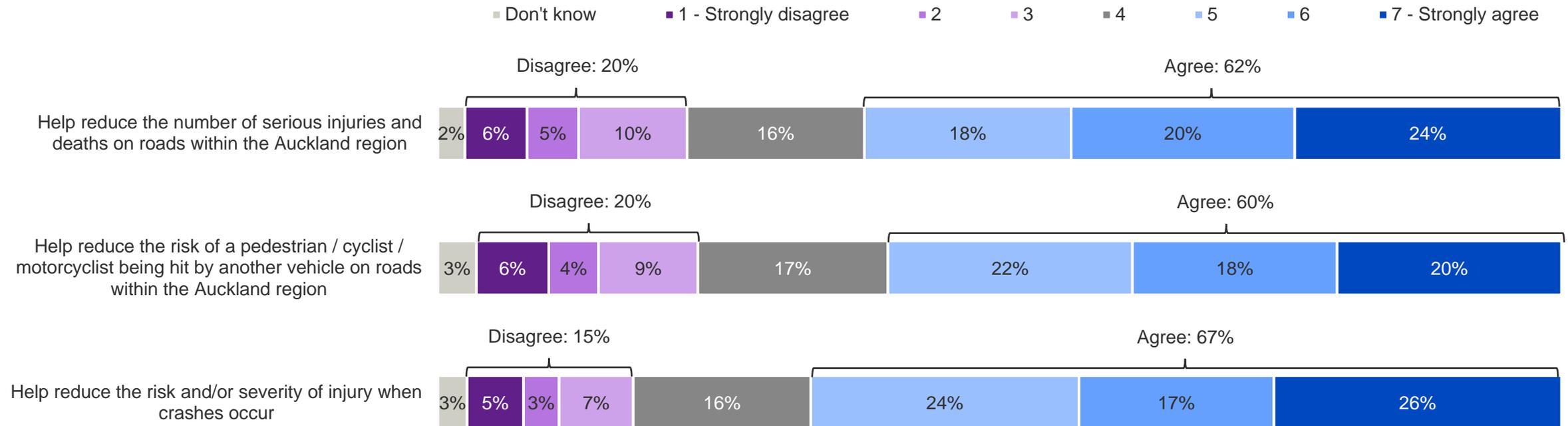
# Fewer consider travelling by cycling or by motorbike or motorcycle to be unsafe than in 2019 but this is due to more being unsure rather than being perceiving it to be safer

Safety of travelling around Auckland – over time (among total Auckland residents)



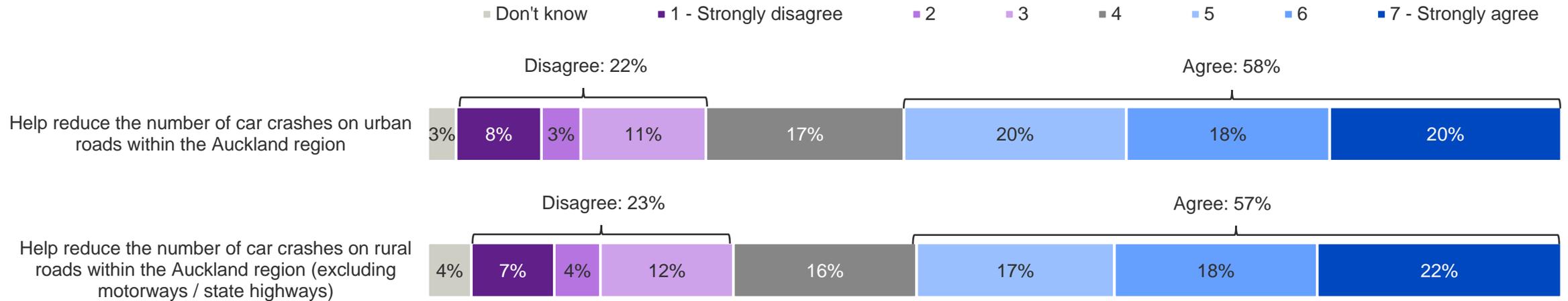
# Many Auckland residents agree that lower speed limits could help reduce the number of serious injuries on roads and the risk or severity of injury when a crash occurs

Level of agreement that lower speed limits could be used to... (among total Auckland residents, Apr-21)



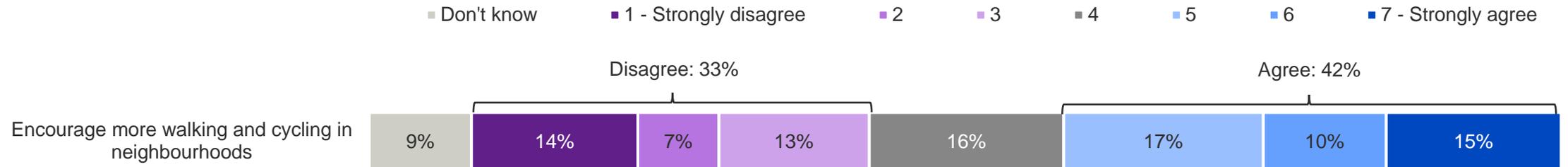
# Just under three in five agree that lower speed limits could help to reduce the number of car crashed on both urban and rural roads

Level of agreement that lower speed limits could be used to... (among total Auckland residents, Apr-21)



# Attitudes are mixed however towards whether lower speed limits can encourage more walking and cycling in neighbourhoods

Level of agreement that lower speed limits could be used to... (among total Auckland residents, Apr-21)



# Females and Central Auckland residents are more likely to agree that lower speed limits would help to reduce serious injuries

Level of agreement that lower speed limits could be used to... – Groups which more commonly agree / disagree (Apr-21)

		Help reduce the number of serious injuries and deaths on roads within the Auckland region		Help reduce the risk of a pedestrian / cyclist / motorcyclist being hit by another vehicle on roads within the Auckland region		Help reduce the risk and/or severity of injury when crashes occur	
		Disagree (20%)	Agree (62%)	Disagree (20%)	Agree (60%)	Disagree (15%)	Agree (67%)
	<b>Gender</b>	Male (26%)	Female (70%)	Male (26%)	Female (66%)	Male (20%)	Female (74%)
	<b>Age</b>	45 to 64 years (27%)	-	45 to 64 years (27%)	-	-	65 plus (77%)
	<b>Ethnicity</b>	-	-	-	-	-	-
	<b>Occupation</b>	Self employed (35%)	-	Self employed (38%)	-	Self employed (30%)	-
	<b>Region reside</b>	-	Central (72%)	-	-	-	Central (75%)
	<b>Live urban / rural</b>	-	-	-	-	-	-
	<b>Regularly travel</b>	Rodney (30%)	-	Rodney (29%) Otahuhu / Onehunga (29%)	-	-	-
	<b>Weekly travel mode</b>	-	Bus (70%)	-	Bus (70%)	Motorcycle / scooter (24%)	Car (68%)

# Weekly cyclists and pedestrians are more likely to agree that lower speed limits will help to encourage more walking and cycling in neighbourhoods

Level of agreement that lower speed limits could be used to... – Groups which more commonly agree / disagree (Apr-21)

		Help reduce the number of car crashes on urban roads within the Auckland region		Help reduce the number of car crashes on rural roads within the Auckland region		Encourage more walking and cycling in neighbourhoods	
		Disagree (22%)	Agree (58%)	Disagree (23%)	Agree (57%)	Disagree (33%)	Agree (42%)
	<b>Gender</b>	Male (32%)	Female (66%)	Male (33%)	Female (64%)	Male (38%)	-
	<b>Age</b>	45 to 64 years (28%)	-	45 to 64 years (29%)	-	-	-
	<b>Ethnicity</b>	-	-	-	-	-	Indian / Asian (53%)
	<b>Occupation</b>	Self employed (35%)	-	Full or part time employment (26%)	-	-	-
	<b>Region reside</b>	-	Central (66%)	-	-	-	Central (49%)
	<b>Live urban / rural</b>	-	-	-	-	-	-
	<b>Regularly travel</b>	Rodney (34%)	-	Rodney (39%)	-	Rodney (45%)	-
	<b>Weekly travel mode</b>	-	Walking (61%)	-	Bus (65%)	-	Bus (58%) Cycling (62%) Walking (48%)