

Road Safety May-2025

Roading Satisfaction Monitor

Provided: June 2025

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Background & Objectives

Road Safety Programme Background

- Strategic priority one in Vision Zero for Tāmaki Makaurau (Auckland) is reducing transport deaths and serious injuries, especially for vulnerable transport users (VTUs) outside of motor vehicles, i.e. people walking, biking, motorcycling and using other wheeled transport devices like skateboards and e-scooters.
- AT is working in partnership with national agencies to improve road safety and reduce the number of people killed or injured on our roads. Their priorities include (but are not limited to) speed management, drink driving, intersection safety, driver distractions, and vehicle safety.
- In 2024, AT teamed up with the NZ Police to run a drink driving campaign which runs in parallel to enforcement activity by the Police. It promotes the idea that if you drink and drive you are very likely to get caught – even if its on a main road.
- In 2025, they evolved the message to promote the idea that if you drink and drive you are likely to be caught - even if you try to avoid check points. The Police will be breath testing anytime, anywhere. Its unpredictable.

Research Background

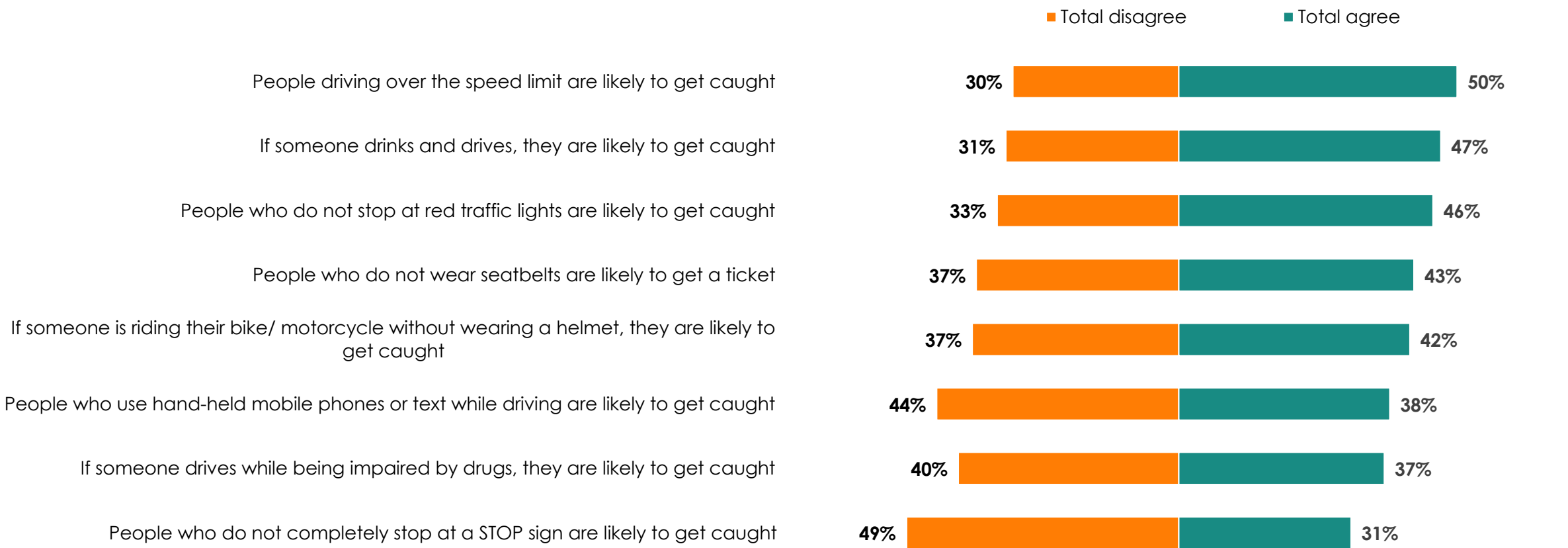
- In 2023, the Road Safety team engaged the Customer Research and Insights team to provide a customer perspective on the key road safety elements to support their business programme.
- The Quarterly Road User Satisfaction tracker has been utilised since Dec 2023 to track the key road safety questions each quarter to provide the ongoing performance metrics that are included herein.
- In 2024, when AT began their drink driving campaign in collaboration with the NZ Police, they required some measures of success to monitor the programme's success which are reported herein.

Methodology

Target audience	Interview dates	Method	Sample size	Weighting and significance testing
Auckland residents aged 15 and over	5 th May to 5 th June 2025 11 th February to 3 rd March 2025 14 th November to 1 st December 2024 14 th August to 4 th September 2024 14 th May 2024 to 13 th June 2024 13 th February to 14 th March 2024 23 rd November to 12 th December 2023	The questions were included within the Auckland Road User Satisfaction monitor. Respondents were sourced from the ConsumerLink and Dynata online panels. Survey invites were sent to Auckland residents and quotas were placed in terms of gender, age and Council Ward to ensure a representative sample.	Approximately n = 500 Auckland residents per wave	Weights were applied to ensure the data was representative of the Auckland population by Council Ward, gender, ethnicity and age to account for minor variations in actual and expected interviews. Changes between time periods and demographic groups have been tested at the 95% confidence level. Statistically significant changes are indicated by an arrow.

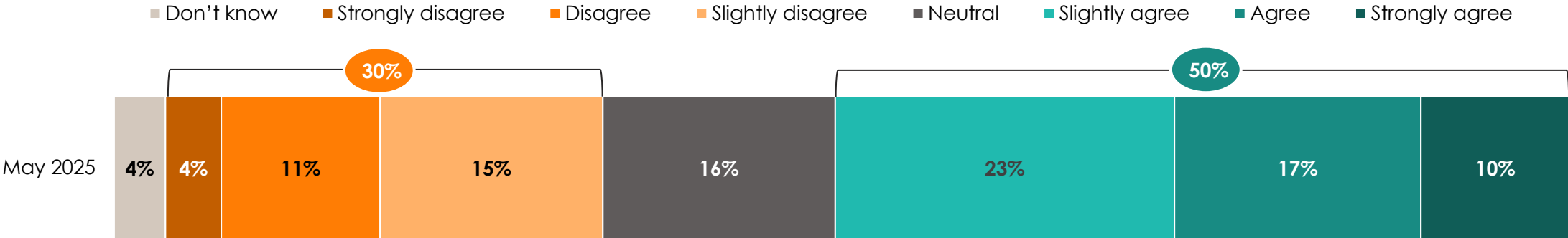
Agreement remains highest that people driving over the speed limit, drinking and driving, or not stopping at red traffic lights are likely to be caught. Lowest agreement continues to be for people being caught if they do not completely stop at a STOP sign.

Likely to get caught or ticketed
(among Auckland residents, May 2025)

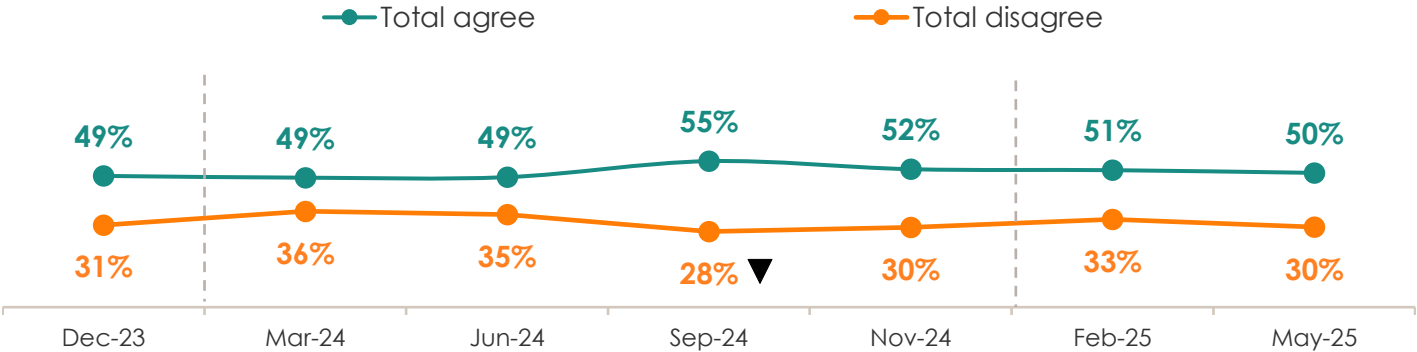


Consistent with recent quarters, one in two residents agree that people driving over the speed limit are likely to get caught and three in ten disagree.

People driving over the speed limit are likely to get caught
(among Auckland residents, May 2025)

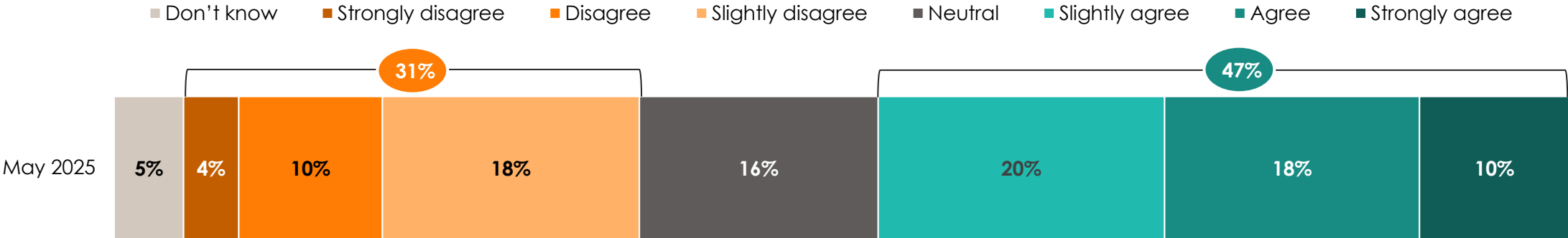


By quarter

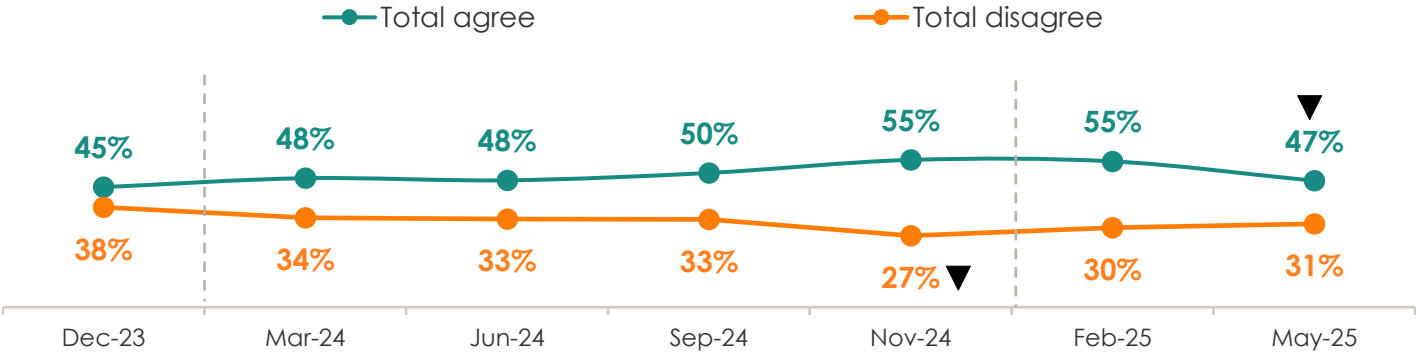


Just under one in two residents (47%) currently think someone is likely to get caught if they drink and drive, down from 55% in recent quarters. Disagreement remains steady at 31%.

If someone drinks and drives, they are likely to get caught
(among Auckland residents, May 2025)

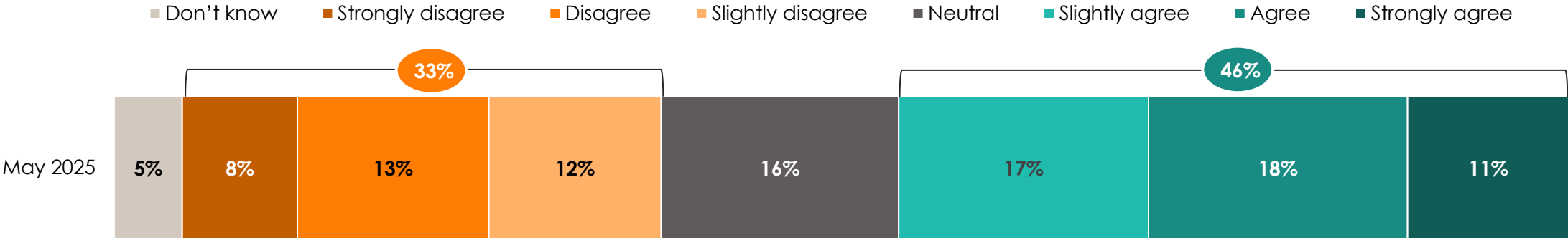


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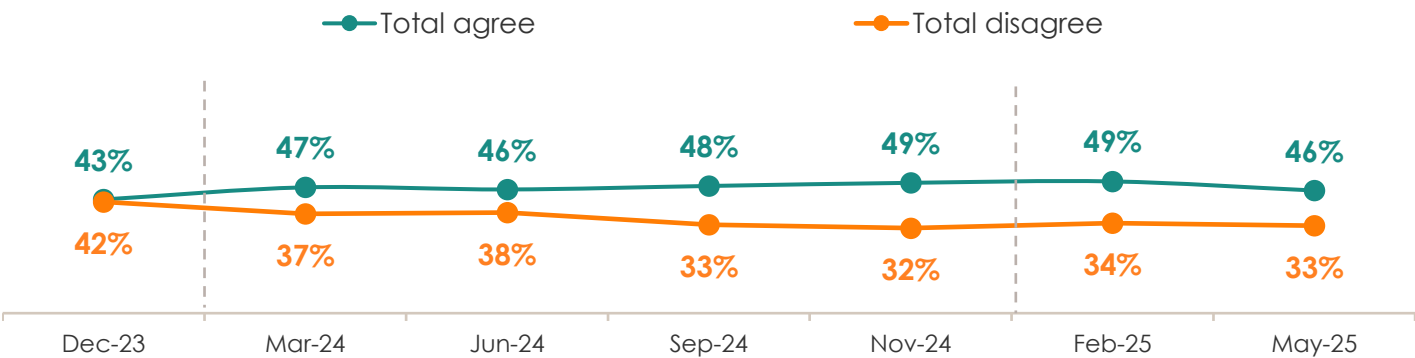


Perceptions remain stable regarding the likelihood of people who do not stop at red traffic lights being caught, with more residents thinking it is likely (46%) than not (33%).

People who do not stop at red traffic lights are likely to get caught
(among Auckland residents, May 2025)

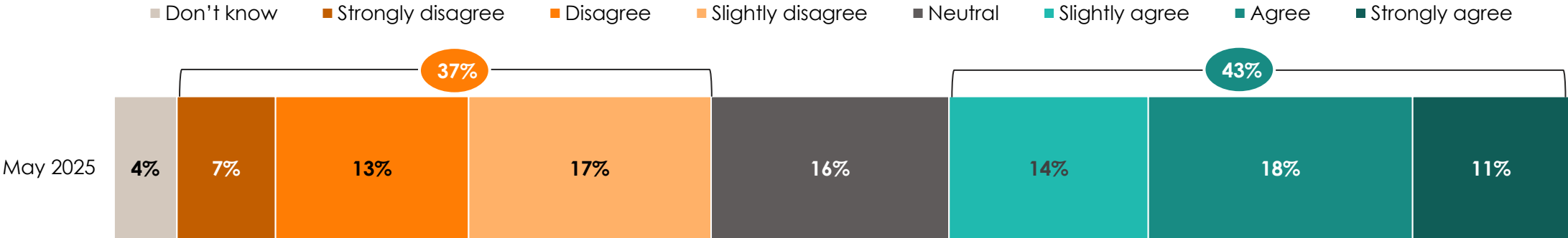


By quarter

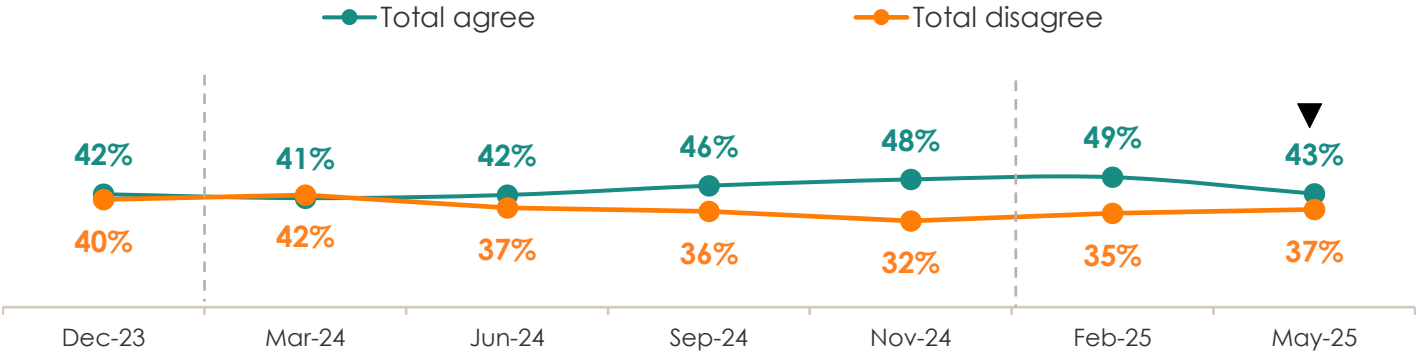


Following a decrease in agreement this quarter, views are again closely divided on whether people who do not wear seatbelts are likely to get a ticket. Almost as many currently disagree (37%) as agree (43%).

People who do not wear seatbelts are likely to get a ticket
(among Auckland residents, May 2025)

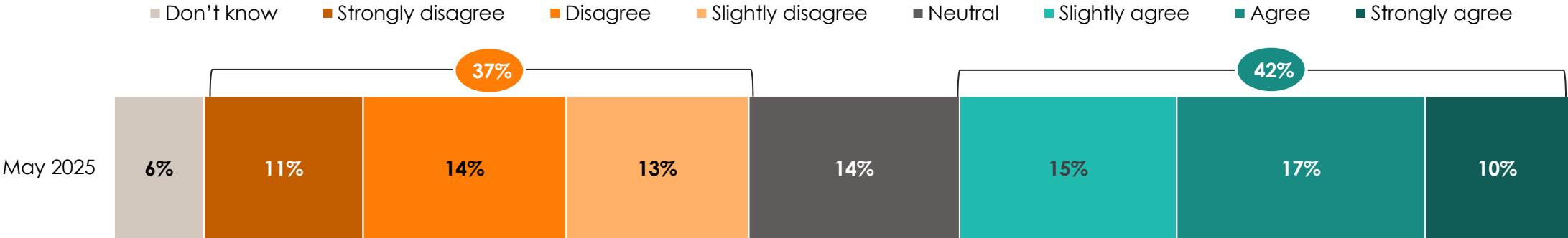


By quarter

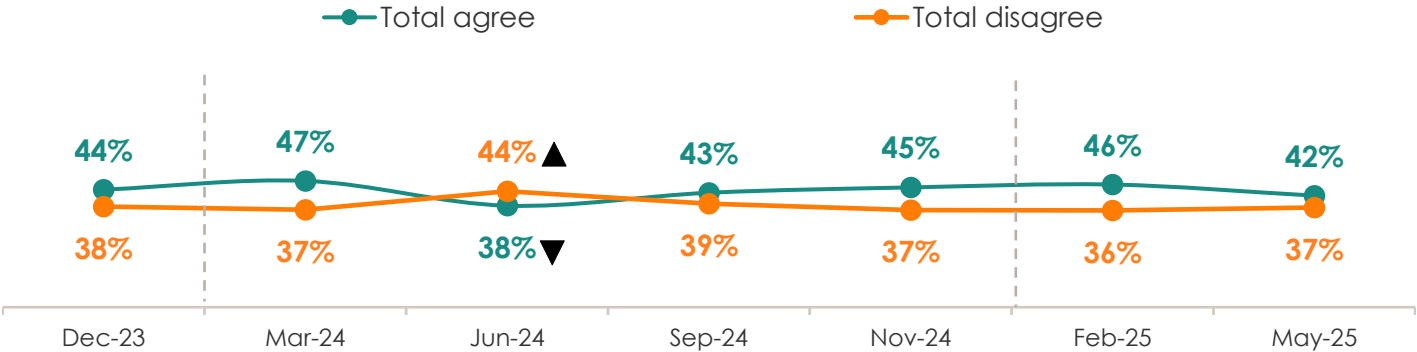


Opinions are divided on the likelihood of someone getting caught while riding their bike / motorcycle without wearing a helmet.

If someone is riding their bike/ motorcycle without wearing a helmet, they are likely to get caught
(among Auckland residents, May 2025)

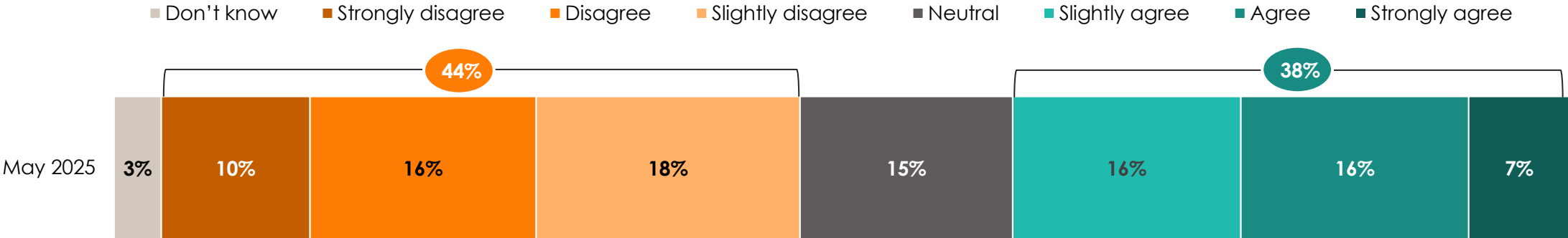


By quarter

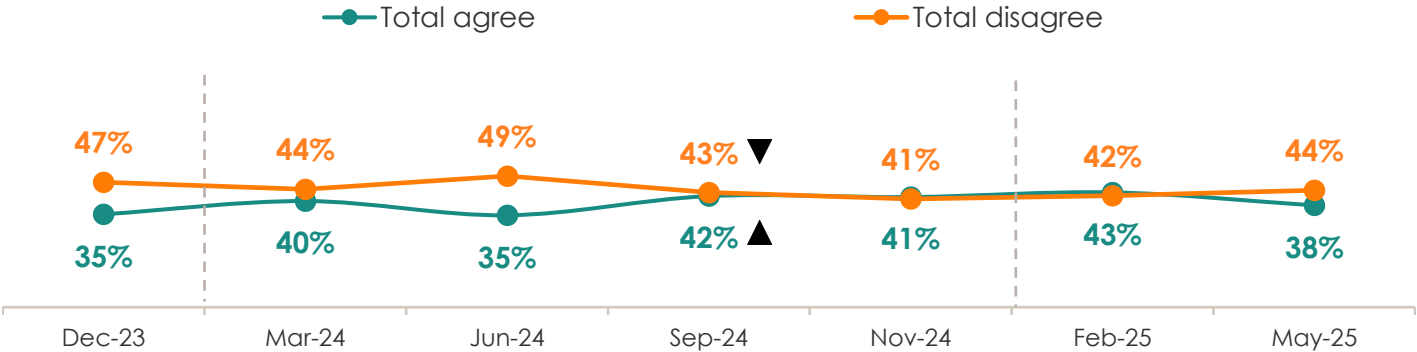


Views remain divided among residents whether people who use hand-held mobile phones or text while driving are likely to get caught.

People who use hand-held mobile phones or text while driving are likely to get caught
(among Auckland residents, May 2025)

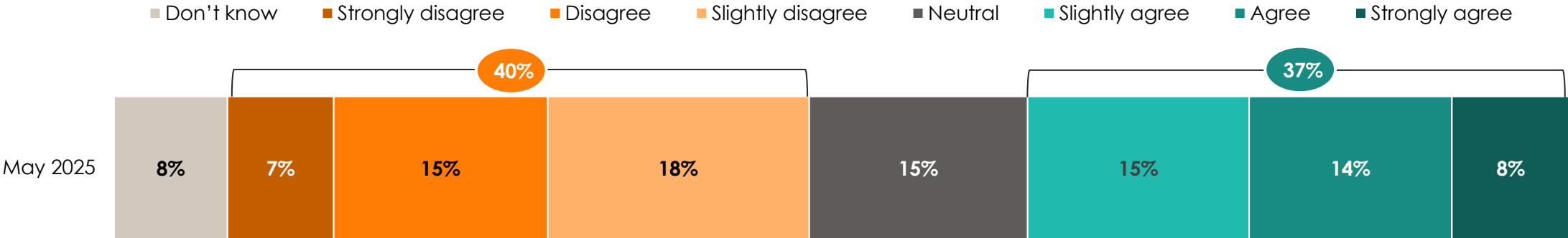


By quarter

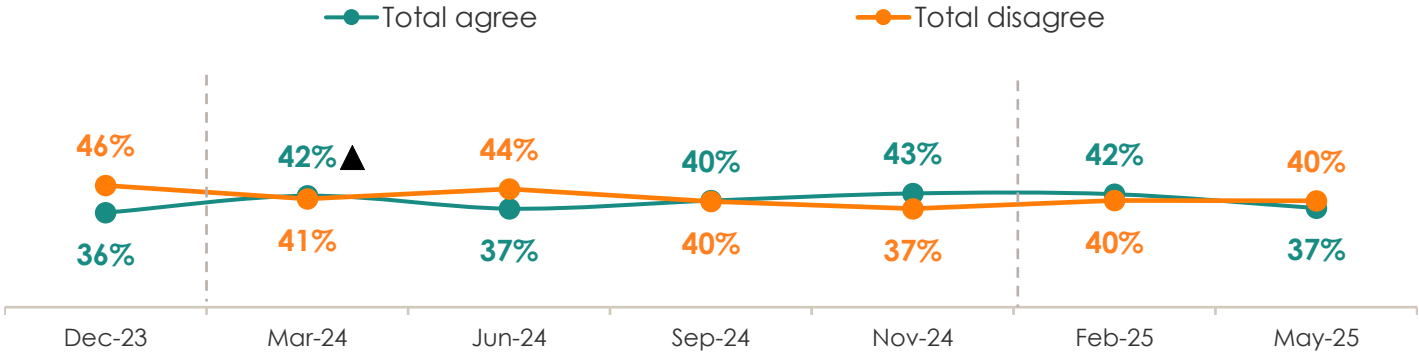


Consistent with previous quarters, opinions are divided on whether someone is likely to get caught if they drive while impaired by drugs.

If someone drives while being impaired by drugs, they are likely to get caught
(among Auckland residents, May 2025)

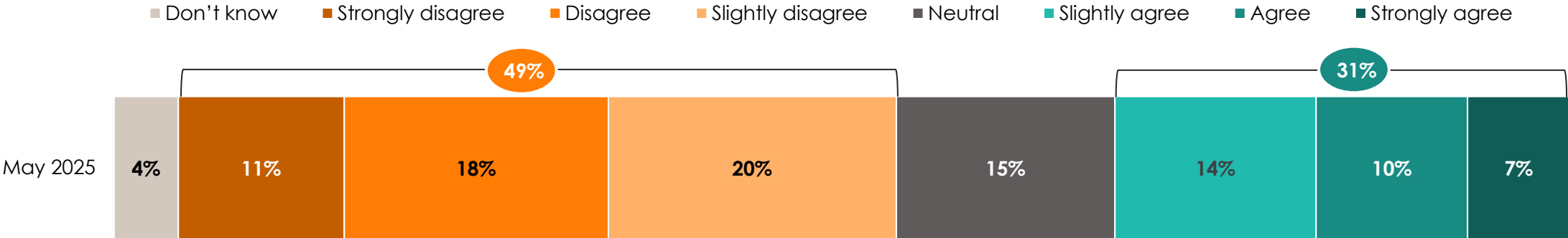


By quarter

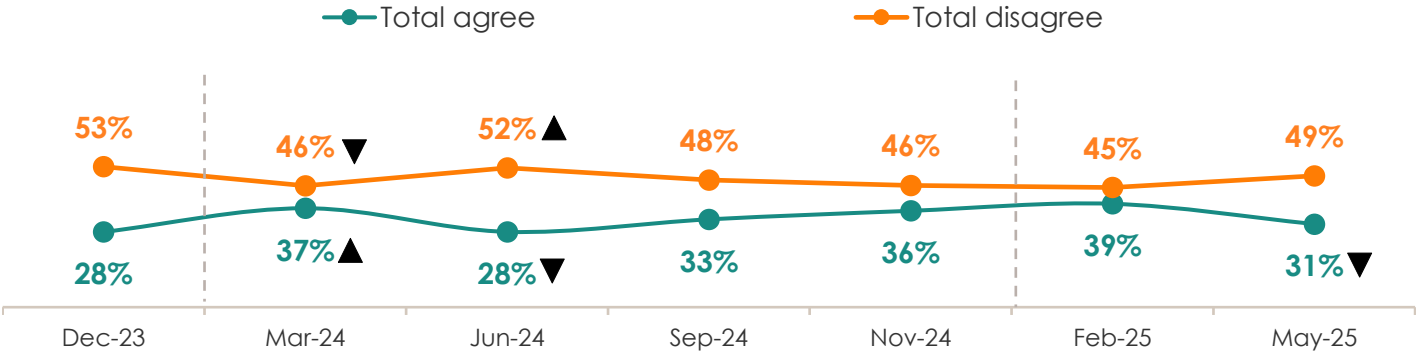


Views continue to fluctuate regarding the likelihood of people getting caught if they do not completely stop at a STOP sign. The proportion who think it is likely has decreased to 31% this quarter, while those who think it is unlikely remain more stable at one in two.

People who do not completely stop at a STOP sign are likely to get caught
(among Auckland residents, May 2025)



By quarter

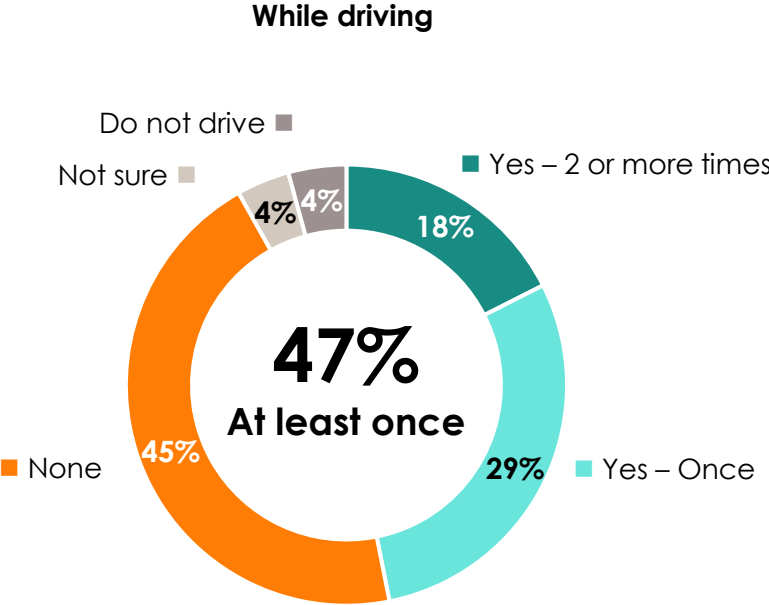


One in two residents have been stopped at an alcohol checkpoint in the last 12 months. Almost half have been stopped while driving and one in four while a passenger.

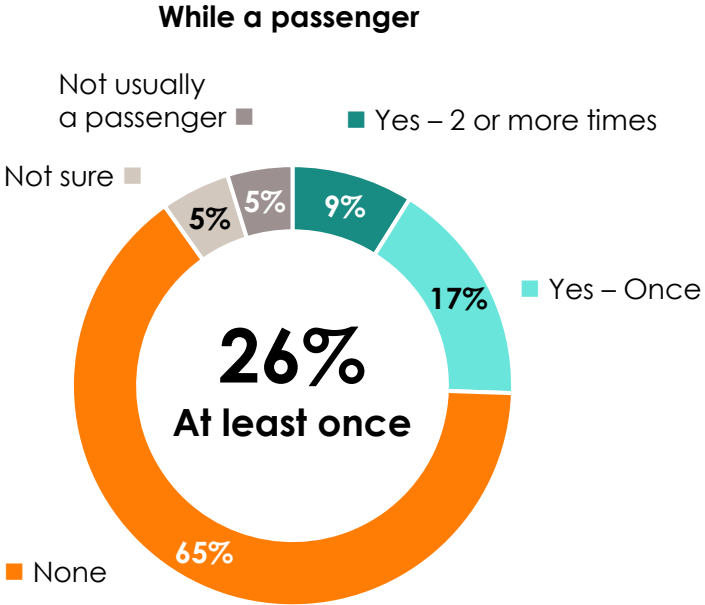
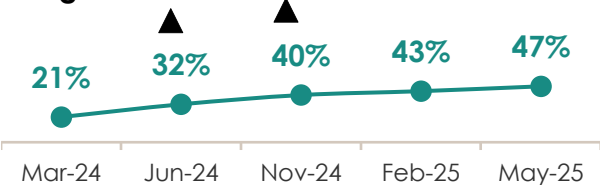
52%
have been stopped at least once at an alcohol checkpoint in the last 12 months while driving or a passenger

Stopped while driving or passenger
Feb-2025 51%

Stopped at an alcohol checkpoint in the last 12 months...
(among Auckland residents, May-2025)



Stopped while driving
- By quarter:

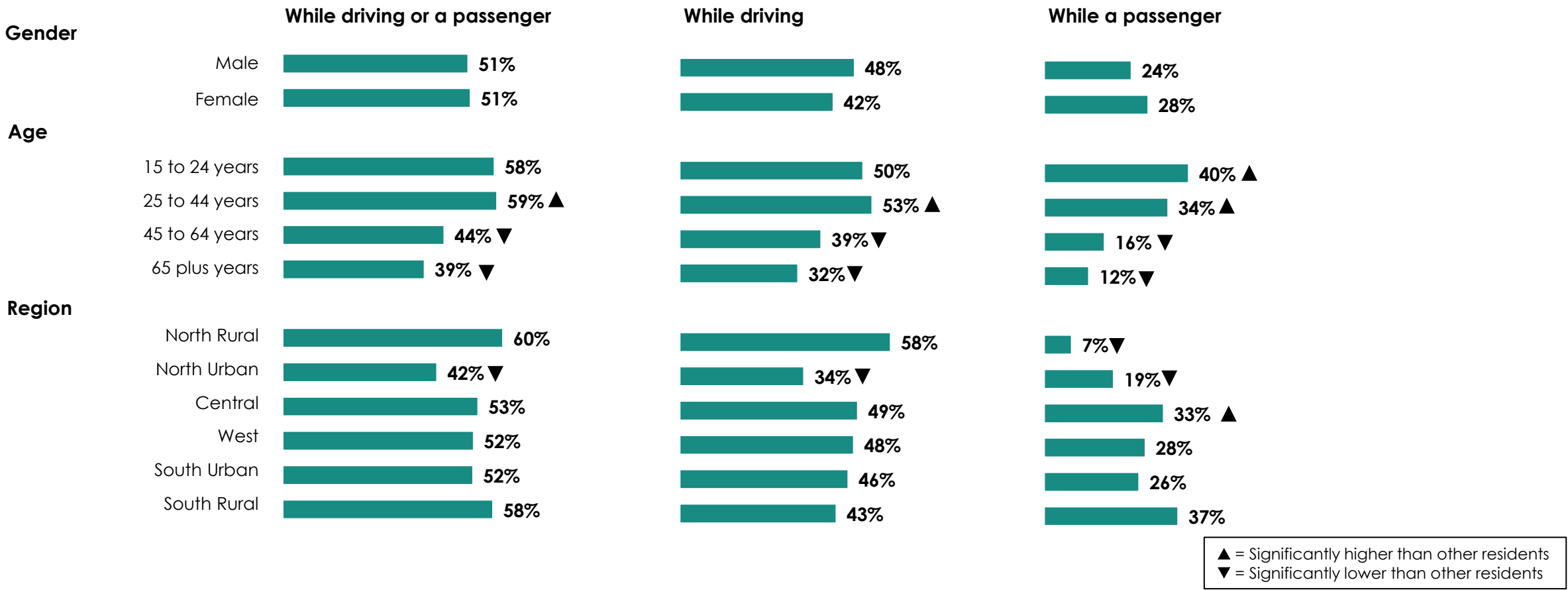


Stopped while a passenger
Feb-2025 27%

▲ = Significantly higher than previous period
▼ = Significantly lower than previous period

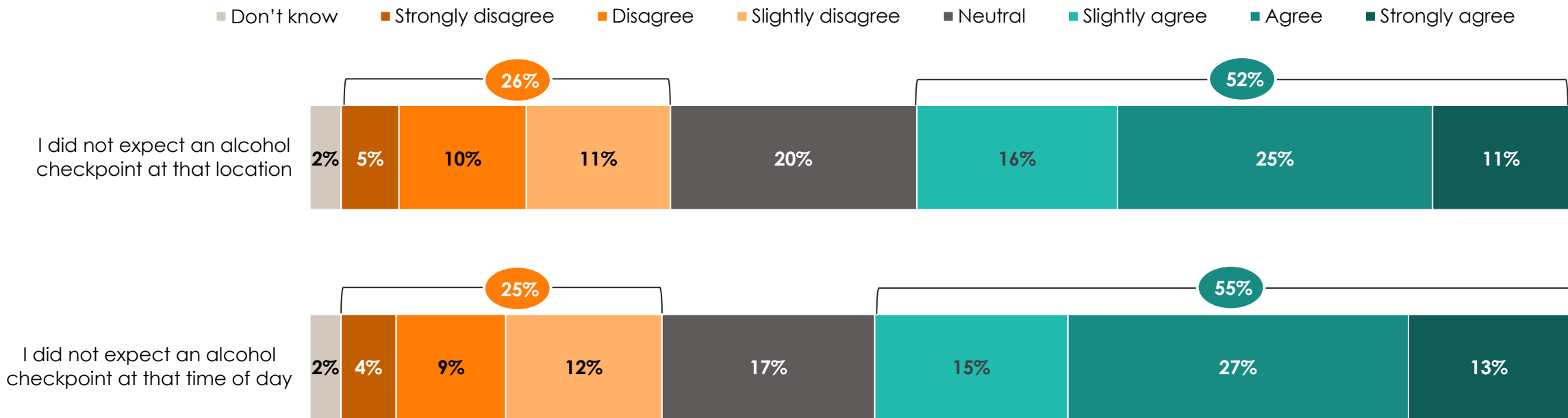
Residents aged 45 plus are less likely to have been stopped at an alcohol checkpoint in the last 12 months, either while driving or as a passenger, than those aged under 45.

Stopped at an alcohol checkpoint while a passenger in the last 12 months – by demographics
(among Auckland residents, Feb-2025 / May-2025)



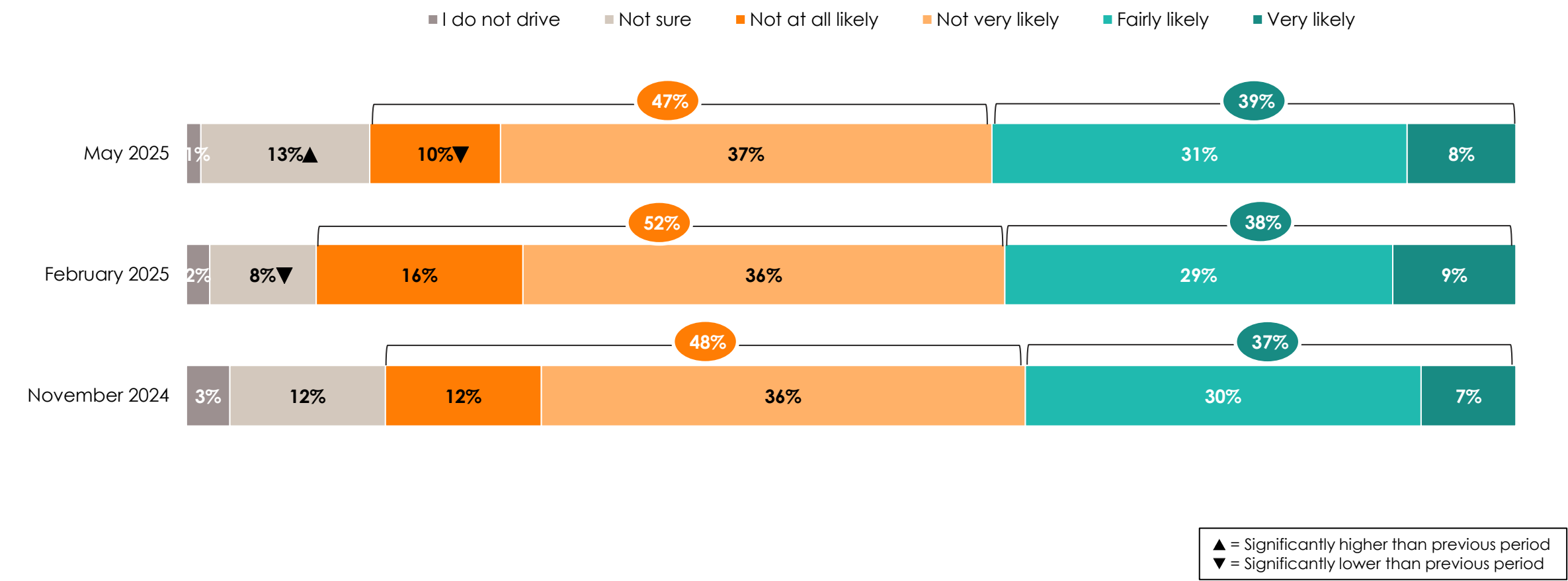
Among those stopped at an alcohol checkpoint, twice as many did not expect a checkpoint at that location (52%) or time of day (55%) than expected one (25%-26%).

Expectations when most recently stopped at an alcohol checkpoint
(among Auckland residents stopped at an alcohol checkpoint as a driver or passenger, May 2025)



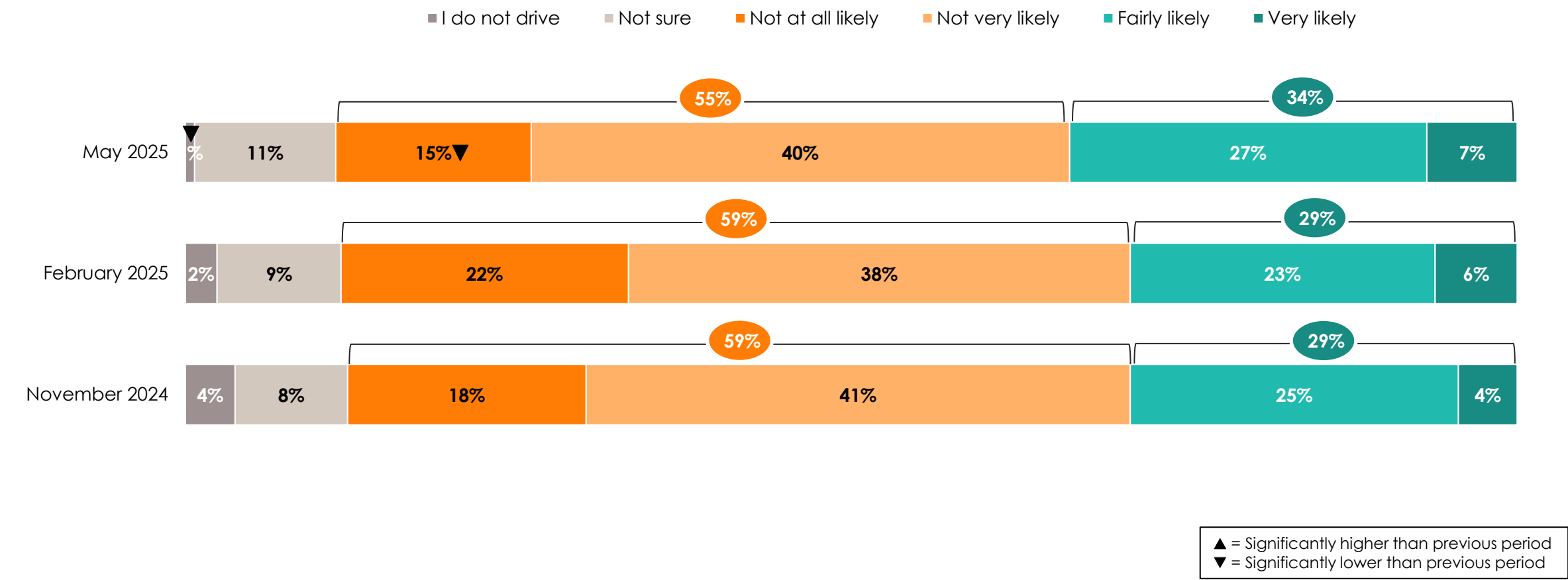
More residents continue to think it is unlikely (47%) than likely (39%) for a person to be caught driving after drinking on a main road – although the gap has narrowed compared to last quarter.

Likelihood of a person being caught driving after drinking - On a main road
(among Auckland residents)



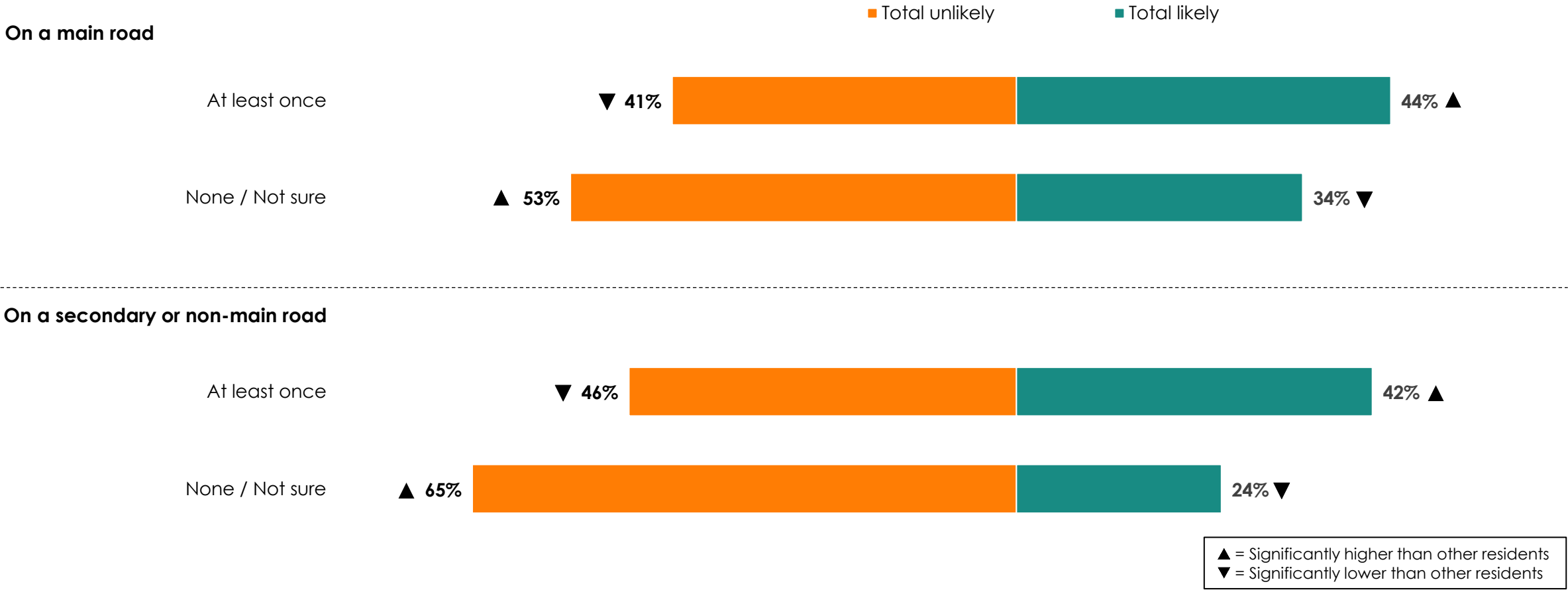
Perceptions that someone is likely to be caught driving after drinking on a secondary or non-main road have increased to 34% this quarter, although the change is not statistically significant. However, more residents continue to think it is unlikely at 55%.

Likelihood of a person being caught driving after drinking - On a secondary or non-main road
(among Auckland residents)



Perceptions that a person is likely to be caught driving after drinking on a main, secondary or non-main road are higher among residents who have been stopped at an alcohol checkpoint in the last 12 months than among those who haven't.

Likelihood of a person being caught driving after drinking... - by being stopped at an alcohol checkpoint while driving or a passenger in the past 12 months
(among Auckland residents, May-2025)



Summary

- Perceptions of road safety enforcement remain mixed with people feeling most at risk of getting caught for speeding, drink driving, or running red traffic lights.
- In contrast, failing to stop at a STOP sign is seen as the least likely offence to result in enforcement.

AT & NZ Police Drink Driving Campaign

- One in two residents report being stopped at an alcohol checkpoint with the past 12 months, with a steady increase since the campaign launched in early 2024.
- Among those who have been stopped at an alcohol checkpoint, unpredictability remains a key feature as just over half did not expect to be stopped at the that location or at that time of day.
- Agreement that drink drivers will be caught has decreased this quarter as uncertainty about being caught increases rather than outright disagreement, suggesting a shift towards doubt rather than denial.
- There is some evidence that the likelihood of being caught on certain road types does matter:
 - On main roads, the belief in the likelihood of being caught drink driving remains relatively low compared to the likelihood of not being caught.
 - On secondary roads, the perception of enforcement whilst low has increased this quarter.

Thank you

FOR FURTHER INFORMATION
PLEASE CONTACT

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