

# ROAD TRIP DRIVER BEHAVIOUR

The great Kiwi road trip is a big part of the summer holidays in Aotearoa. Half of us hit the roads, with younger people making up the majority.

Despite most Kiwis feeling safe on the roads, a third of us say road safety got worse over the holiday period.

While half of road-trippers experienced excessive speeding, only one in six considered it a problem. This acceptance of speeding, when viewed alongside the fact that *slow driving* was seen as almost as big a problem, may imply that messaging about the dangers of speeding is not getting traction.

When it comes to drivers, young and old alike agree that “young people” are the biggest problem followed by “tourists”.

There are significant regional differences between North and South in this regard, with South islanders more than twice as likely to consider tourists problem drivers.

Road safety messaging may therefore need to be tailored regionally. A campaign targeting tolerance for tourists could be appropriate for tourist-heavy areas such as the Queenstown Lakes district, while one targeting youth drivers could be deployed further north.

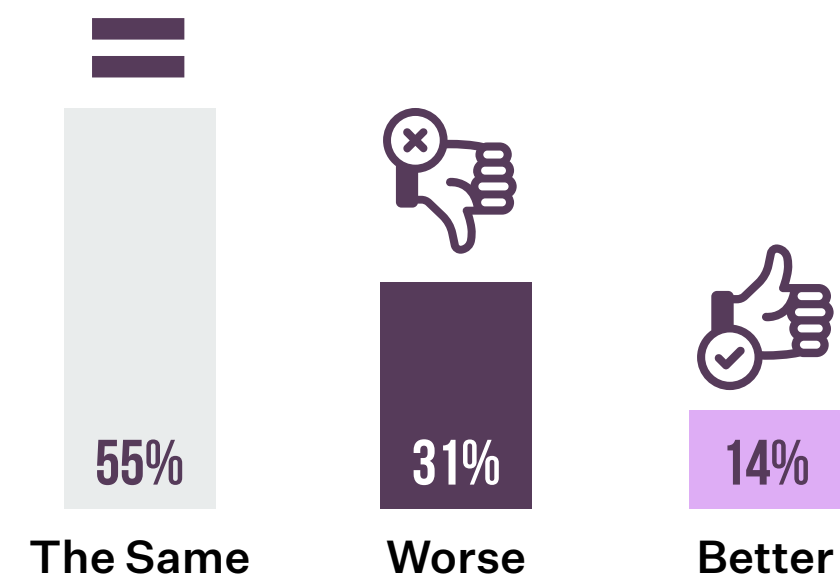
This is a quick dive into holiday driver activity. To find out more, or to understand your location in more detail, contact [liz@researchfirst.co.nz](mailto:liz@researchfirst.co.nz)

in association with



## SAFETY

Do you think safety on the roads over this holiday season was **better or worse** than it has been for the rest of the year?

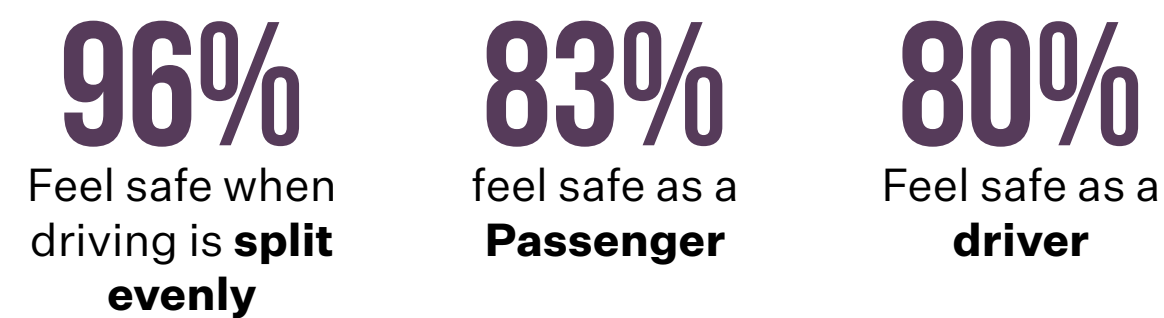


### Age plays a part in feelings of safety

How safe did you feel on New Zealand's roads this holiday season?

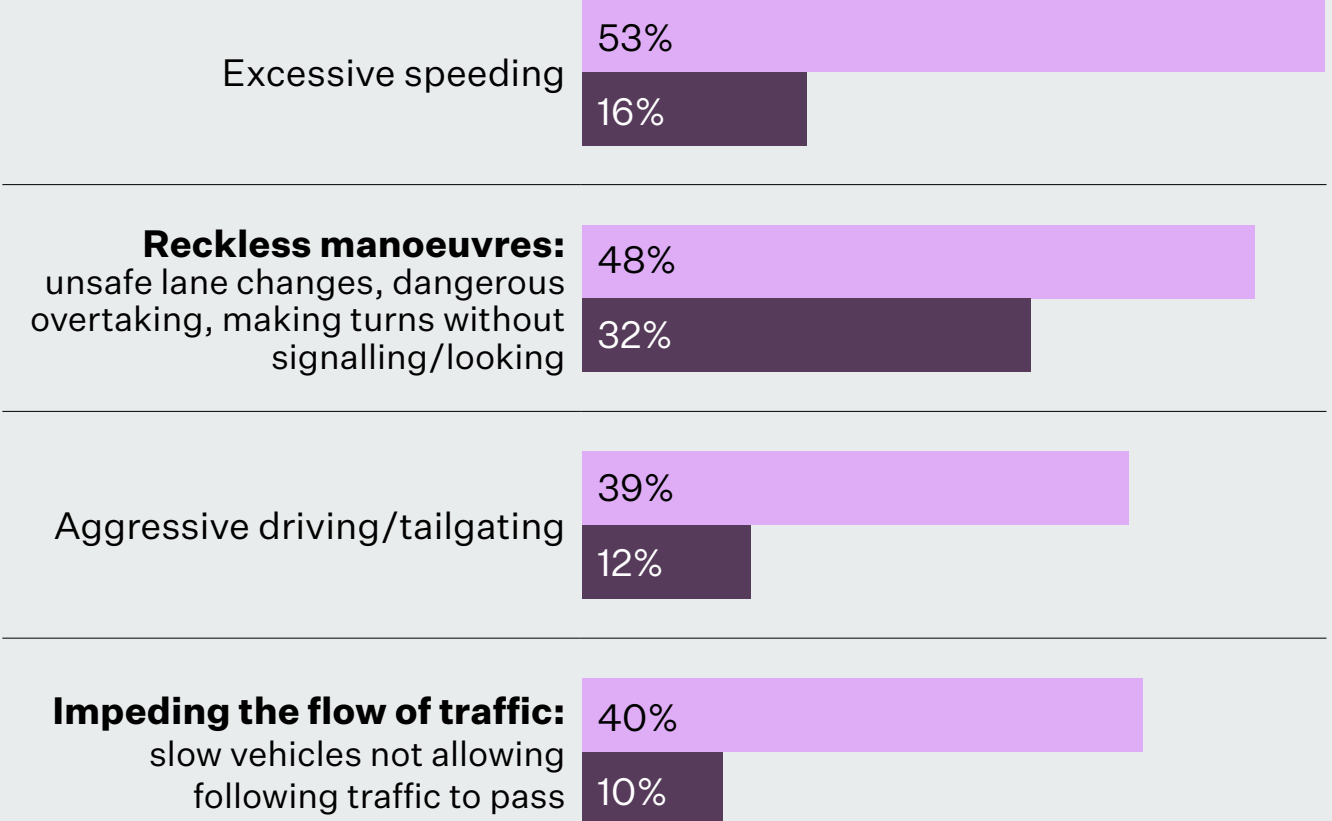
	Aged 15-54	Aged 55+
Very unsafe + Unsafe	15%	36%
Safe + Very safe	85%	64%

People feel most safe if the **driving roles are shared**

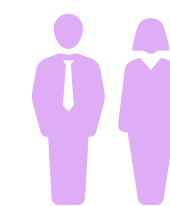


An even driving split may indicate higher levels of restfulness and/or mutual trust between road trippers

## BIGGEST PROBLEMS



Which of these did you witness (or engage in)  
Which of these do you think is the biggest problem



Significant **gender differences** appeared in response to slow drivers being a problem: **twice as many males as females** consider it an issue (15% vs 7%).

Who do you believe the main problem drivers are?



	North	South
Young people	28%	19%
Tourists	13%	28%
Old people	10%	13%
Locals	11%	7%
Learner/inexperienced drivers	9%	5%
Other (specify)	13%	13%
Don't know	17%	16%

**Other** was broadly split into specific demographics (finger-pointing) and driving behaviours. However the most common sentiment was: **“all of the above”**



# 48%

of Kiwis went on a road trip as part of their summer holiday.



It is a younger person's activity, with significantly more **15-34 year olds (68%)** than **35+ (38%)** hitting the roads.



63% of males said they were predominantly the driver, compared to 30% of females

78% felt safe  
22% felt unsafe

Photo by Casey Horner on Unsplash