

**Road Safety Survey 2020**

Conducted for: Waka Kotahi NZ Transport

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Background and Objectives

**Background**

Waka Kotahi NZ Transport Agency has a key role in delivering the new road safety strategy for New Zealand, known as the ‘Road to Zero’. This strategy is led by the Ministry of Transport and has a Vision Zero approach with the goal that no-one in New Zealand is killed or seriously injured in road crashes.

As a step towards achieving this goal, a target of a 40% reduction in death and serious injuries by 2030 has been set. To help achieve this target, actions will need to be undertaken within the following five key areas:

* Infrastructure improvements and speed management
* Vehicle safety
* Work-related road travel
* Road user choices
* System management.

An outcomes framework has been developed to help drive action and to hold relevant agencies accountable for the delivery of the road safety strategy. The Road to Zero framework sets out intervention indicators, safety performance indicators, and outcome indicators against each of the five key areas.

NZTA requires a comprehensive survey programme focused on road safety which will provide deeper insights into public attitudes to road safety issues and behaviours. The survey will enable measurement and monitoring of the appropriate Road to Zero indicators.

Additionally, this research will also contribute towards reporting measures for the Government Policy Statement (GPS) on land transport called ‘Public attitudes towards road safety’ which includes public feedback on:

* Speeding
* Driving while tired
* Driving while distracted (including mobile phone use)
* Drink driving
* Drug driving
* Likelihood of being stopped by Police

The Ministry of Transport conducted an annual survey of public attitudes to road safety until 2016. MoT’s Public Attitudes to Road Safety Survey was used as the foundation for NZTAs new survey programme while making appropriate changes to match its current requirements. The first wave of the new survey was conducted in 2020.

**Objectives**

The main objectives of the survey are to gain public attitudes to road safety issues and behaviours for the following:

* General attitudes towards road safety and enforcement
* Attitudes towards speeding and enforcement
* Attitudes towards alcohol-impaired driving and enforcement
* Attitudes towards drug-impaired driving and enforcement
* Attitudes towards seatbelt wearing and enforcement
* Driving while tired
* Driving while distracted
* Attitudes towards car safety
* Attitudes towards Vision Zero
* Perceived safety while using the transport system

Specific Road to Zero indicators include:

* Perceived safety of walking and cycling (by rural, urban, urban centres, and around schools)
* % of New Zealanders understand the risk associated with driving speed
* % of New Zealanders agree that it is likely they will get caught when driving over the posted speed limit
* % of New Zealanders agree that safety cameras are an important intervention to reduce the number of road deaths
* % of New Zealanders understand vehicle safety information
* % of New Zealanders agree that it is important to have a vehicle that has a high safety rating
* % of New Zealanders agree that they are likely to get caught if undertaking risky behaviours
* % of New Zealanders understand and support the Vision Zero approach
* % of New Zealanders show acceptance of road safety interventions

Research Approach

The previous MoT Public Attitudes to Road Safety Survey was conducted using face-to-face interviewing of 35 minutes duration. Due to COVID-19 restrictions, the 2020 NZTA Road Safety survey was conducted using computer assisted telephone interviewing (CATI).

**Questionnaire development**

A draft questionnaire was provided by NZTA which was converted by Kantar into a format suitable for CATI.

Cognitive testing of the re-formatted survey was undertaken by Kantar to check for question wording and clarity. In addition, it was checked that conducting fieldwork during restrictions related to COVID-19 should not impact respondent answers.

Six online interviews were conducted for each stream on the 16th and 17th April 2020 among a broad range of New Zealanders. A report was provided outlining issues relating to questions or codes and recommendations and final draft surveys were developed implementing the recommendations as agreed with NZTA.

**Fieldwork**

Respondents were defined as New Zealanders aged 16 plus. The 2020 CATI survey was divided into two streams: Stream A and Stream B.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Stream A | Stream B | Total |
| Target interviews | N = 1,665 | N = 1,665 | N = 3,330 |
| Achieved interviews | N = 1,695 | N = 1,699 | N = 3,394 |

Note that a higher number of interviews were achieved to meet quotas.

**Quotas**

Strict quotas were placed at interviewing for region with a minimum of N = 100 interview per region within each Stream. To ensure a good spread of respondents, broad target quotas were also placed for gender and age within each Stream.

**Fieldwork**

Interviewing was conducted between the 6th May 2020 and 14th July 2020.

**Interview duration**

The Stream A survey averaged 20 minutes in length.

The Stream B survey averaged 22 minutes in length.

**Interviewing process**

Kantar contracted two field companies to administer the CATI surveys:

* Stream A was undertaken by Symphony Research, a large field company with a centralised call centre facility in Auckland
* Stream B was undertaken by Infield, a large field company with a centralised call centre facility in Auckland

A mix of landline and up to 50% mobile phone calling was used All phone numbers were randomly generated. For landline calling, the person with the next birthday at the time of calling was initially selected. To help meet age quotas, this was later changed to the youngest person in the household aged 16 or over. Towards the end of fieldwork, specific gender and age categories were targeted on calling. For mobile calling, the owner of the mobile was selected if aged 16 years or older.

Up to 10 attempts were made before a phone number was retired.

The majority of phone calls were made in the evening with a mix of weekday and weekend for all phone numbers before retiring.

The following strategies were applied to help maximise the response rate for this project:

* Work all numbers thoroughly and at all times of the day and following up on all appointments both in the day and in the evening making sure staff are briefed to pick up calls as needed.
* Rework all soft refusals. A soft refusal is when a person does not provide a chance to explain about the survey. In these cases, the number is rested and then recalled in a week’s time.
* Long enough fieldwork period to give all contacted households adequate opportunity to take part in the survey.

**Data analysis and reporting**

**Data weighting**

All analysis has been conducted using SPSS.

The survey data for each stream was cleaned, and then weighted by gender, age, region and ethnicity to be representative of the New Zealand population.

The two survey streams were then merged into a combined dataset.

**Statistical testing**

Statistical testing has been conducted between 2020 and 2016 and between groups at the 95% Confidence Level and included within reporting.

**Reliability of the results**

**Margin of error**

The margin of error associated with each stream and combined data (for relevant questions) at the 95% significance level is shown within the following table.

|  |  |  |
| --- | --- | --- |
| Stream | Achieved interviews | Margin of error |
| Stream A | N = 1,695 | ± 2.4% |
| Stream B | N = 1,698 | ± 2.4% |
| Combined Stream A and B | N = 3,394 | ± 1.7% |

The margin of error associated with sub-group reporting is higher. For example, for regions with a sample of n = 100, the margin of error at the 95% significance level is ± 9.8%.

Quality Assurance

**Objectivity and Ethics**

**Conflict of Interest**

Kantar acted independently of Waka Kotahi NZ Transport Agency in conducting the survey and is not aware of any matters that may create an actual or perceived conflict of interest.

**Ethics**

Kantar is represented on the Research Association and adheres to these standards. In addition, Kantar adheres stringently to the ESOMAR (European Society for Opinion and Market Research) Code of Conduct standards and the MRSNZ (Market Research Society of New Zealand) Code of Practice. Additionally, respondents’ personal information is protected by the New Zealand privacy legislation (the Privacy Act 1993). As part of the WPP network, Kantar is also subject to the ethical guidelines in the Sorbonne-Oxley Act (SOX) and the Foreign Corrupt Practices Act. Collectively, these codes guide the ethics of our research and further protect the privacy of respondents and the confidentiality of information.

In line with the fundamentals of our code of practice, we ensure the rights of respondents as private individuals shall be respected and they shall not be harmed or adversely affected as the direct result of co-operating in a market research project. Respondents’ co-operation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained. Adherence to the Code of Practice means that Kantar:

* Conforms to all relevant national and international laws around research practice and otherwise
* Behaves ethically and will not do anything which might damage the reputation of market research
* Takes special care when carrying out research among children and young people
* Understands that a respondent’s cooperation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained
* Respects the rights of respondents as private individuals and respondents will not be harmed or adversely affected as the direct result of cooperating in a market research project
* Obtain informed consent from respondents. The purpose of each project and how the information will be used is always explained to respondents prior to data collection. In addition, respondents are always given the name and the telephone number of someone from the TNS project team to contact if they have any further questions about the research
* Will never allow personal data they collect in a market research project to be used for any purpose other than the market research at hand
* Will ensure that projects and activities are designed, carried out, reported and documented accurately, transparently and objectively.

**Quality Control Processes**

The following outlines specific quality control processes that are applied to the survey to ensure quality control.

**Fieldwork**

Symphony Research has ISO 20252:2012 accreditation with Starmark Global and fieldwork is carried out as per ISO guidelines as follows:

* All fieldworkers undergo an Induction and Training Session lasting a minimum of 7 hours
* Wherever possible, senior or management staff accompany new interviewers on their first day’s work. In the event that this is not possible, 100% of that person’s work is validated from this first assignment.
* Every Full time, Part time and Casual employee must sign a confidentiality agreement as part of their agreement with Symphony Research. Casual Interviewers sign their ISO training declaration at their training and these rules are covered in their declaration.
* A minimum of 5% of each person’s work is verified and, if required, up to 100% of an individual’s work.
* They operate with one supervisor for every eight interviewers however this does not include QC verifiers on shift which are assigned to specific projects.
* 100% of all calls are set up to be recorded. However, respondents have a chance to opt-out of being recorded at the start of each completed survey.
* All data is collected on secure in-house servers and do not sit in the cloud, this gives greater data protection for our clients. Our physical data and backups are situated in house and backups have onsite and offsite storage. Both onsite and offsite backups are encrypted on secure hard drives. The offsite backups are swapped daily and held in a secure alarmed location with key access restricted to senior management.

Infield are accredited under the ISO 20252 standards and fieldwork is carried out as per ISO guidelines as follows:

* All staff are trained in classroom situations
* Training comprises working on a non-live project and having at least 3 hours of live calling before starting on a live project
* All team members sign confidentiality records at the commencement of employment
* Regular training and review of confidentiality are completed, and team members are required sign new confidentiality agreements periodically
* All staff members must pass close reading comprehension tests, spelling tests and demonstrate good communication skills
* 5% -15 % of each person’s work is verified for each project. Feedback is given for good performance and retraining takes place immediately to cover any areas requiring improvement
* They operate with at least one supervisor for every ten interviewers.
* 100% of calls are recorded.
* 50% of their quality control is completed live on shift and instant feedback given. The other 50% is completed out of shift time then feedback is given prior to the interviewer working their next shift.
* Security vetting has been completed by a number of agencies including Gallup for: Data security, physical site security, money laundering risk and police and criminal backgrounds. ISO audits are completed annually

**Analysis and Reporting**

The datasets from both streams are checked post data collection. The data for each stream is then weighted and the two datasets are merged.

All analysis is undertaken by experienced consultants at Kantar using the programme, SPSS. Individual syntax files are written to enable the logic behind every piece of analysis to be audited and checked if required. The same syntax file can also be used in following years for analysis.

To minimise errors within charts or tables, all analysis is first produced within SPSS and exported directly into Excel. The results within Excel are then copied and pasted directly into the appropriate chart or table within both the PowerPoint report. This ensures that there are no data entry errors from manually entering the results into charts or tables.

The PowerPoint report is reviewed by an experienced senior consultant to ensure that the final version is concise, effective, and free of spelling and grammatical errors.