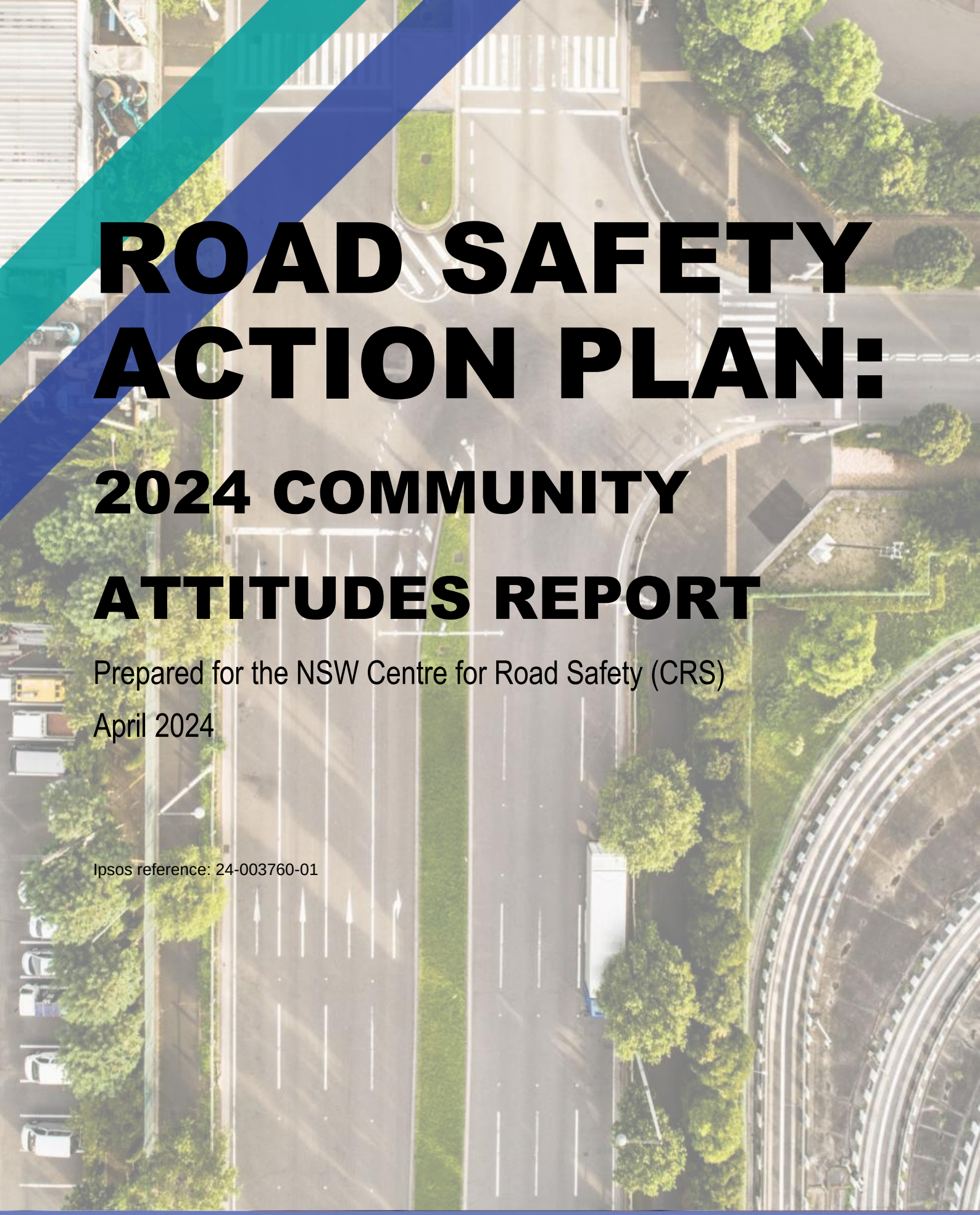

ROAD SAFETY ACTION PLAN:

2024 COMMUNITY ATTITUDES REPORT

Prepared for the NSW Centre for Road Safety (CRS)

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GAME CHANGERS

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This research was conducted in accordance with ISO20252:2019 and ISO 9001:2015.

Contents

Executive Summary

An online study with NSW road users was conducted in February and March 2024, to provide the NSW community with an opportunity to input into the ongoing activation of the NSW 2026 Road Safety Action Plan. This is the third wave of this study, with previous waves being conducted in 2017 (to inform the development of the NSW 2021 Road Safety Action Plan) and again in 2021 (to inform the development of the NSW 2026 Road Safety Action Plan). Like previous waves, this study has been conducted to obtain community consultation with respect to:

- Road safety issues of most concern to NSW road users;
- Road safety issues that apply to different kinds of road users;
- Views on a range of road safety countermeasures and initiatives, and how they contribute to making our roads safer; and
- Road safety attitudes and perceptions of NSW road users.

The 2024 survey was disseminated to Ipsos online panel respondents (n=1,201) and via an open link (n=1,307). The open link was promoted on the NSW Gov-Road Safety Facebook page, as well as the Towards Zero Collaboration Hub. The survey link and suggested copy was also provided to road safety stakeholders and disseminated internally to staff. Attendees of the NSW Road Safety Forum 2024 were also encouraged to participate and provided a link in post-event communications.

The online panel survey was structured to reflect the NSW population. Quotas were placed on the panel survey (according to age, gender, and location) and data was weighted using the latest ABS census data to account for any discrepancies between the final achieved sample mix and intended quotas. The online panel survey can therefore be considered broadly representative of the NSW population; throughout the report the online panel sample will be referred to as the representative sample, or the representative survey.

The open link sample did not have quotas, nor was this data weighted. This sample is not considered representative of the NSW population, because it aims to represent those who participated in the survey, rather than a targeted population. The sample achieved in the open link differed from the representative sample, and we note several segments are over-represented in this sample including: females; respondents aged 40-69 years old; cyclists; motorcyclists; heavy vehicle drivers; households with incomes $100,000 - $119,000; as well as people who have personally been involved in a serious road crash. This over representation can be further observed through findings from this sample throughout the report. When interpreting the results from the open link sample, the over-representation of these subgroups in the sample should be considered.

Summary of findings

Road safety issues of most concern to the NSW community

Respondents were asked to select from a predefined list, three road safety issues of most concern to them. In 2024, drink driving (66% total sample), speeding (53%) and drivers being distracted (46%) are the primary concerns. This is a slight change from 2017 and 2021 with drug driving moving from third to fourth place across the total rankings (41%).

When asked about additional road safety issues, speeding, drink driving, and drivers being distracted were also spontaneously cited among the representative sample as concerns.

Unsafe roads is the only countermeasure to record wave on wave growth, increasing significantly in importance from 2017 to 2024 (36%). At 52% for the open link sample, unsafe roads holds greater concern among this cohort. This is supported by spontaneous call outs in both samples for greater emphasis on safer roads and better maintained roads among the NSW community.

Safe roads and safe speeds

All safe roads and safe speeds countermeasures presented to the NSW community are considered important, with at least six in ten respondents (and up to nine in ten respondents) selecting either 'very' or 'fairly important' across the representative sample.

Countermeasures which focused on improving roads for drivers and pedestrians, such as making curves safer on high speed roads (91% total sample), controlled turning at intersections (89%) and pedestrian safety (89%) all feature at the top of the rankings. This is similarly correlated to the open-ended suggestions, with improved road maintenance, and pedestrian safety mentioned as key issues by both the representative and open link samples.

While the representative sample was concerned about speeding, and requested greater police presence in their open-ended responses, this did not correlate with their views towards countermeasures related to speed and camera detection; which remain the least important road safety measures.

Safe road users

The top countermeasures of alcohol testing (92% total sample) and safety of heavy vehicle drivers (90%), remain key priorities across the NSW community. This is consistent across both the representative and open link samples, and with previous waves. Drug testing; although the third most important countermeasure among the representative sample, is less of a focus for the open link sample who value road safety education of children and young people as a higher priority.

Overall, education and training comes out more strongly this wave, with both open link and representative samples mentioning this as one of their key priorities, and reinforced through spontaneous mentions for safe road users.

Greater enforcement of the law and police presence was also spontaneously mentioned by both samples and coincides with the strength of a countermeasure to have police enforcement of speed limits.

Safe vehicles

Safe vehicle countermeasures received a minimum of 79% importance across the representative sample, giving these countermeasures greater importance than any others presented in this study.

Those which prioritised vehicle technologies that assist with vision and hazard detection are prioritised among the representative sample and open link sample this wave. Similarly, countermeasures focused on making trucks and buses safer have greater prominence this year. This is also reflected in the spontaneous mentions among both cohorts; especially among the representative sample.

However, while both cohorts share similar views in the importance of technology to improve vehicle safety, this also comes with a strong concern that perhaps too much reliance is placed on this technology and may actually impede vehicle safety. Although conflicting, this view is consistent across both samples, but especially stronger among the open link sample who are concerned about driver's potentially relinquishing their responsibility and control of vehicles.

Future transport systems

The NSW community was asked to rank what they believe would improve road safety over the next 40 years (from a predefined list). In planning for the future, the representative sample were more likely to select countermeasures which include improving vehicle technology such as monitoring speeds and distractions, and diverting from hazards, while the open link sample had a greater focus on pedestrian and cyclist safety and greater separation from vehicles.

Overall agreement towards each of the predefined road safety behaviours increased in 2024 compared to 2021 among the representative sample. Views are similar among the open link sample; however it does reinforce their perception that more should be done regarding pedestrian safety. There is also high levels of community support for the NSW Government in aiming for a zero-road toll by 2056 with 84% support respectively by both the representative and open link samples.

Research context

Background

2026 Road Safety Action Plan

The 2026 Road Safety Action Plan was published in July 2023 and seeks to build on the success of the Road Safety Plan 2021. The 2026 plan features new targets to halve deaths and reduce serious injuries by 30% on NSW roads by 2030 and set NSW on a path towards zero road trauma by 2050.

The five key priority areas of the action plan are to:

- Create safer country roads and urban places
- Enhance road safety in local communities
- Increase the safety of light vehicles, heavy vehicles and protective equipment
- Make safer choices on our roads; and
- Ensure the safety of vulnerable and other at-risk road users[1].

To assist in the development of the 2026 Road Safety Action Plan, Ipsos conducted a Community Attitude Survey (online survey) alongside community consultation in 2021. The online survey conducted by Ipsos included:

- A representative survey of the NSW community to give an indication of the overall attitudes of the NSW community to a range of road safety issues; and
- An open survey of the community which was undertaken to provide an opportunity for anyone to have input.

In 2024, the Centre for Road Safety (CRS) is again seeking community consultation in the ongoing activation of the 2026 Road Safety Action Plan by re-fielding the previous 2021 survey. A similar community attitudes survey among the NSW community was also conducted by Ipsos in 2017, which fed into the development of the Road Safety Plan 2021. The 2024 Community Attitudes Survey is the third wave of this study.

NSW road fatalities over the years

At the time of the first wave of the 2017 community attitudes survey, 389 people lost their lives on NSW roads. This was a marked increase from the previous year and considered a peak in NSW fatalities, which had been increasing every year since 2014. Speeding was a contributing factor in fatalities at the time.

NSW continued to make significant progress in road safety, and by the time Ipsos embarked on wave two of the community attitudes survey in 2021, NSW road fatalities were at an almost century low of 275. Although COVID-19 limited driving during this period, NSW was still on track for record low fatalities prior to the implementation of restrictions in the region, and in 2021 the lowest fatalities were recorded in NSW since 1923.

As we moved into the third wave of the community attitudes survey, NSW road fatalities were again on the rise, with 351 fatalities recorded at the end of 2023, and to the end of March 2024, 87 fatalities have been recorded to date this year.

Road fatalities over the years help provide context for attitudes at the time of each dip, particularly as high or very low fatalities are accompanied by significant media coverage and therefore high community awareness of fatalities (or at least

[1] 2026 Road Safety Action Plan | Towards Zero (nsw.gov.au)

awareness that it is high or low). This may also explain changes in attitudes in 2024, compared to 2021 and 2017. When interpreting the results from each wave, this additional context may be a factor for consideration.[2]

Objectives

The overarching objective of this research is to provide the NSW community with an opportunity to provide input into the ongoing activation of the 2026 Road Safety Action Plan. More specifically, this research has been conducted to obtain community consultation with respect to:

- Road safety issues of most concern to NSW road users
- Road safety issues for different kinds of road users
- Views on a range of road safety countermeasures and initiatives, and how they contribute to making our roads safer; and
- Road Safety attitudes and perceptions of NSW road users.

Methodology

A quantitative survey was administered online using two separate avenues:

- an online panel (i.e. representative sample); and
- an open link which was disseminated by the Centre for Road Safety and accessible to community members and stakeholders.

The 2024 survey was based on the previous 2021 wave with minor adaptions for the current year and can be found in Appendix C.

Panel survey (representative survey)

Interlocking quotas based on ABS census data were applied to the panel sample, maximising its representation of the NSW population by age, gender and location (regional/metropolitan), which is consistent with previous waves. Similarly with 2017 and 2021 studies, the metro sample consists of Sydney, Newcastle and Wollongong, while other areas are considered as regional. To conduct effective analysis on metro and regional differences, a boost of n=200 was used in regional areas to achieve a greater regional sample size, and statistical validation, allowing for more meaningful analysis of these respondents.

The survey length was 20 minutes in duration and fieldwork was conducted between the 13th – 27th February 2024. A total sample of n=1,201 was achieved for the panel survey.

Open link sample

The survey was disseminated by the Centre for Road Safety to allow the wider community opportunity to participate in the study. The survey was made available via:

- Centre for Road Safety Facebook page
- Towards zero Collaboration hub
- Road Safety stakeholders
- NSW Road Safety Forum 2024 attendees; and
- Internal staff dissemination.

[2] Public information web page; https://www.transport.nsw.gov.au/roadsafety/statistics. Data for 2023 and 2024 are preliminary and subject to change. The Centre for Road Safety only reports on crashes recorded by NSW Police Force, in which at least one person was killed or injured, or in which at least one motor vehicle was towed away.

The questionnaire for the open link was the same used in the representative survey. The open link sample did not use any quotas because it was aimed to represent those who participated in the survey rather than the targeted population. The open link survey was open between the 13th February and 7th March 2024. A total sample of n=1,307 was achieved for the open link.

Analysis and reporting of differences

Analysis of survey data was carried out using SPSS and Q data analysis software (software packages used for statistical analysis in social research).

Significance testing was undertaken by testing the proportion of participants from a particular group who gave a particular response, against the proportion of all other participants who gave that same response. Two-sided t-tests for numerical data were used, with a significance level (α) of 0.05. The False Discovery Rate was applied to minimise type one errors (false positives) in multiple comparisons.

Statistically significant differences are annotated in the following ways throughout the report:

- Significant differences are shown on charts with green (▲) and red (▼) triangles alongside figures:
  - The full triangles (▲▼) are used for comparison between the 2021 and 2024 figures, illustrating whether a 2024 figure is significantly higher or lower than the 2021 figure; and
  - The empty triangles (△▽) are used for comparison between the 2017 and 2024 figures, illustrating whether a 2024 figure is significantly higher or lower than the 2017 figure.
- Significant differences between sub-groups are mostly described within the text and compared to the total sample.

Note that in the commentary throughout this report, the term 'significant' is used to refer to statistically significant differences at a 95% confidence interval. This also applies to discussion around differences or changes unless the text specifically states that differences are not significant.

Weighting

The 2024 panel sample data has been weighted using the latest ABS State population statistics (i.e. 2021 ABS census) to correct for any discrepancies between the final achieved sample and intended quotas. 2021 and 2017 panel sample data has been weighted to the latest ABS State population statistics of that time (i.e. 2016 ABS census). This allows for a more accurate reflection of the NSW population makeup.

Open link sample data was not weighted as this sample is not designed or expected to be representative of the NSW community overall.

Rounding in charts

In some charts, response categories shown may not sum to 100% due to rounding of the numbers displayed. It should also be noted for questions where multiple responses were allowed, response categories may sum to more than 100%.

Similarly, where the figures for the 'top two' response options (also indicated as Top 2 Box or top two level in the report) are combined (for example in an importance scale question, where the top two responses would be 'very important' and 'fairly important') in one chart but separated in the next, the two sets of figures may appear not to reach the same total, again due to rounding.

This also applies to figures for the 'top two' responses in the supplementary 'topline' report disseminated separately to this report and referred as Top 2 Box (T2B).

Sub-group analysis

Sub-group analysis was conducted only on the panel (representative) sample. No sub-group analysis was conducted on the open link sample.

Data analysis on the representative sample was conducted on the following sub-groups:

- Gender
- Age
- Whether licence held
- Type of licence held
- Bicycle riders
- Driving frequency (cars)
- Riding frequency (motorcyclists)
- Heavy vehicle driving frequency
- Cycling frequency
- Hours spent driving or riding in a week
- Type of road user
- Whether respondent or someone close to them has been in a serious crash (resulting in death or hospitalisation)
- Aboriginal and/or Torres Strait Islander
- Culturally and Linguistically Diverse (CALD); and
- Income.

Sample breakdown and quotas

The total sample sizes achieved in 2024 were:

- n=1,201 for panel sample; and
- n=1,307 for the open link sample.

Table outlines quotas which were set for the representative sample and the subsequent completes achieved. For consistency between waves, the quota design aligns with the 2021 and 2017 surveys.

As such, the sample was designed as metro NSW (i.e. Sydney, Newcastle and Wollongong) and non-metro. The following areas were excluded from the metro definition and therefore included as non-metro instead:

- Central Coast, Blue Mountains and Wollondilly (for Sydney metro)
- Cessnock, Maitland and Port Stephens (for Newcastle metro); and
- Kiama (for Wollongong metro).

Quotas were not placed on the open link sample.

Table 1. Panel sample quotas and sample achieved

		Metro		Regional (including n=200 boost)	
Gender	**Age**	**Quota**	**Achieved**	**Quota**	**Achieved**
Male	**17-29**	78	80	52	56
	30-39	64	66	39	40
	40-49	57	57	43	45
	50-59	51	50	48	51
	60+	82	74	93	98
Female	**18-29**	80	79	53	34
	30-39	63	65	38	42
	40-49	56	57	43	34
	50-59	49	50	48	43
	60+	72	83	91	97
SUB TOTAL		**652**	**661**	**548**	**540**
				GRAND TOTAL	**1,201**

Demographic profile

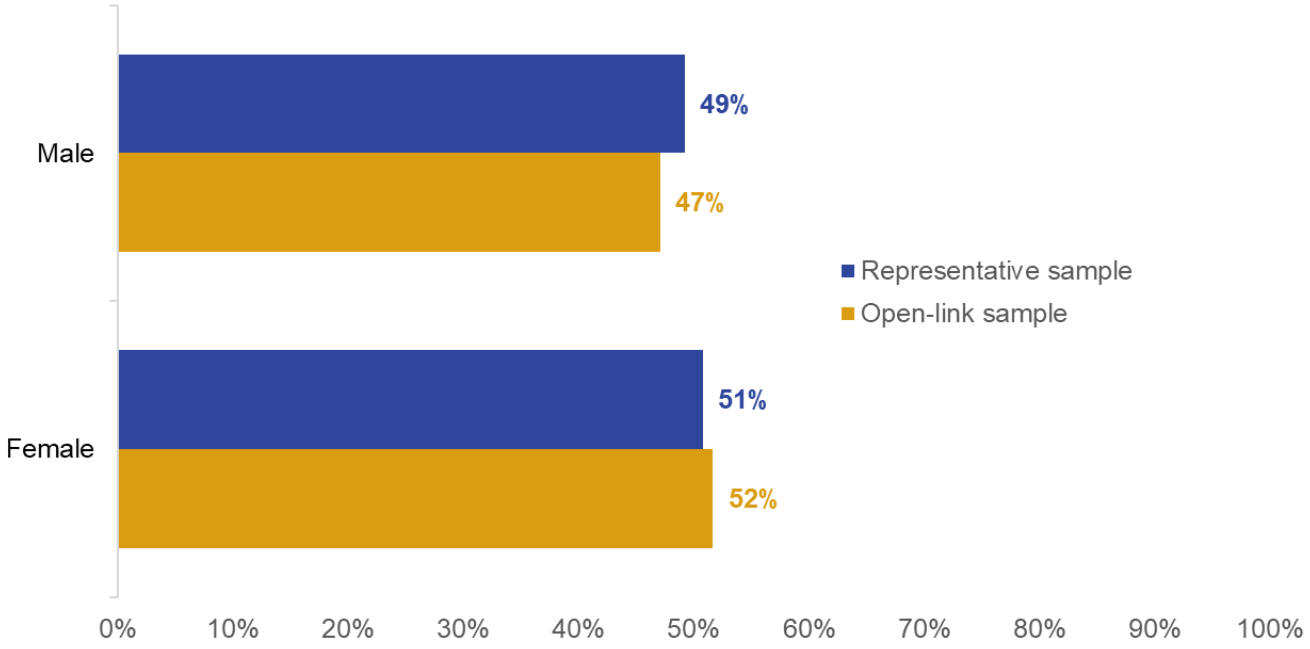
The demographic profile of the representative and open link sample is shown below. Results from the representative sample are based on weighted data, while the open link sample is unweighted.

The representative and open link samples differed from each other on several key demographic characteristics. Below are descriptions of the sample profiles of each, for comparison. Additional demographics (including driving, riding and cycling frequencies) can be found in Appendix A.

Gender

Figure 1 shows the gender distribution of both samples with females being over-represented in the open link sample.

Figure 1. Gender

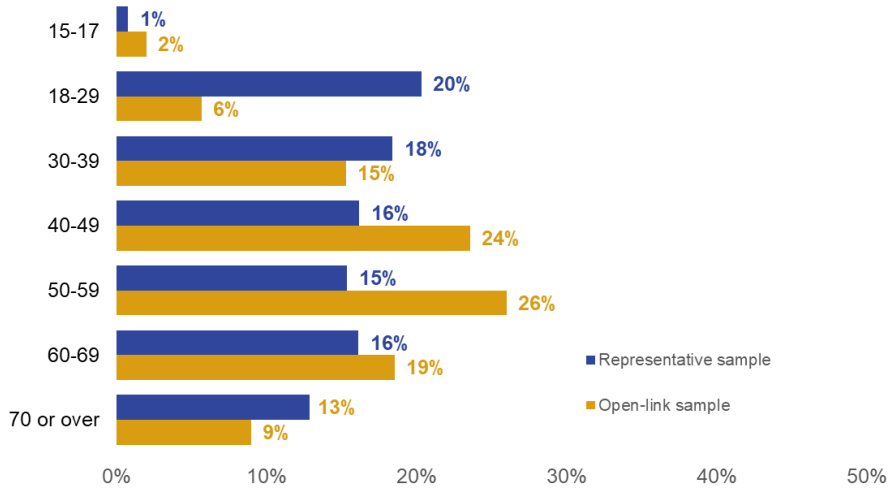


Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
SQ1 Are you …

Age

Figure 2 shows the age distribution of both samples. Those aged 29 and under and aged 70 or over, are under-represented in the open link sample, while those aged 40-59 are over-represented.

Figure 2. Age



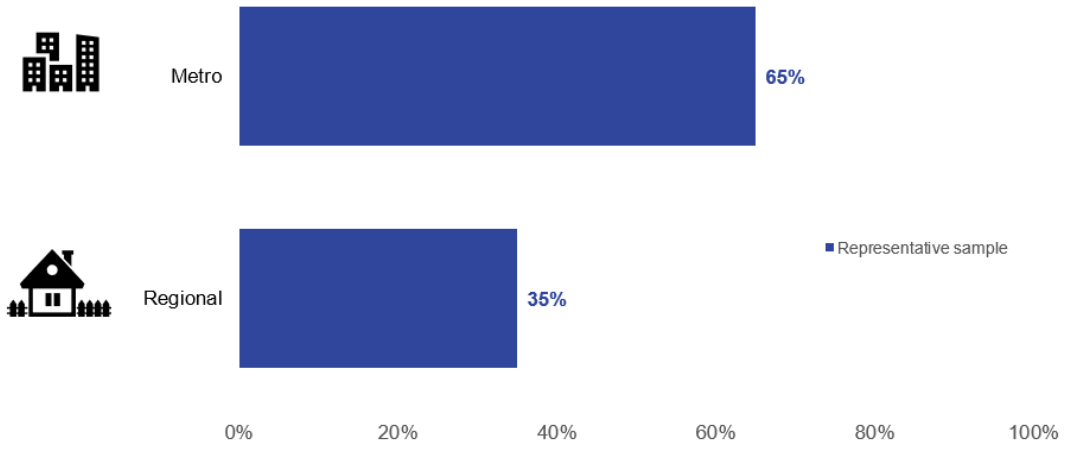
Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
SQ2 Which of the following age groups are you in…?

Location

Figure 3 shows the residency of respondents from the representative sample. The data below aligns with the latest ABS census data due to weighting, with two thirds (65%) of the sample being metro residents and one third (35%) living in regional areas.

Location information was not collected for the open link sample in 2024. Therefore, there is no open link data in the chart below.

Figure 3. Location



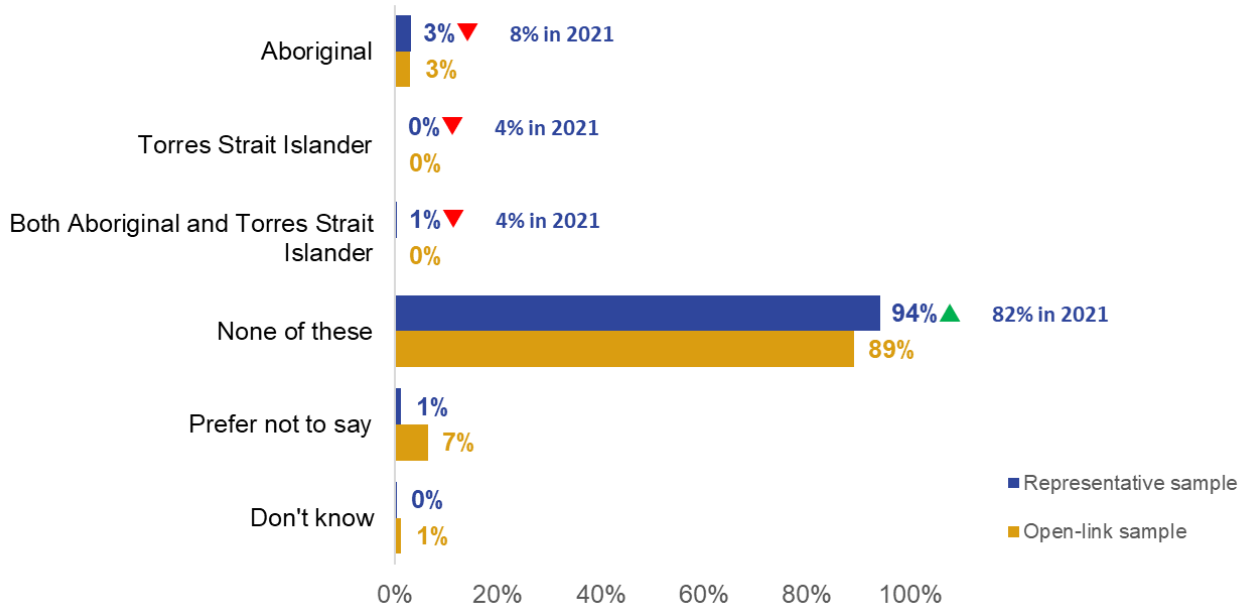
Base: Total sample | 2024 | Representative sample n=1,201
HQ3 Area from postcode.
Note: HQ3 not asked in the open link sample

Aboriginal and/or Torres Strait Islander

Figure 4 shows the proportion of respondents with Aboriginal and/or Torres Strait Islander origin. There is a higher representation of Aboriginal and Torres Strait Islander within the representative sample, compared to the open link sample.

Compared to 2021, the representative sample has significant decreases in the number of people who identify as Aboriginal (3% in 2024, 8% in 2021), Torres Straits Islander (0% in 2024, 4% in 2021), and both Aboriginal and Torres Straits Islander (1% in 2024, 4% in 2021), while a significant increase was seen for people who do not identify as any of the above (94% in 2024, 82% in 2021). Although there are significant differences compared to 2021, the percentage seen in 2024 is in line with that of the 2017 sample.

Figure 4. Aboriginal and/or Torres Strait Islander

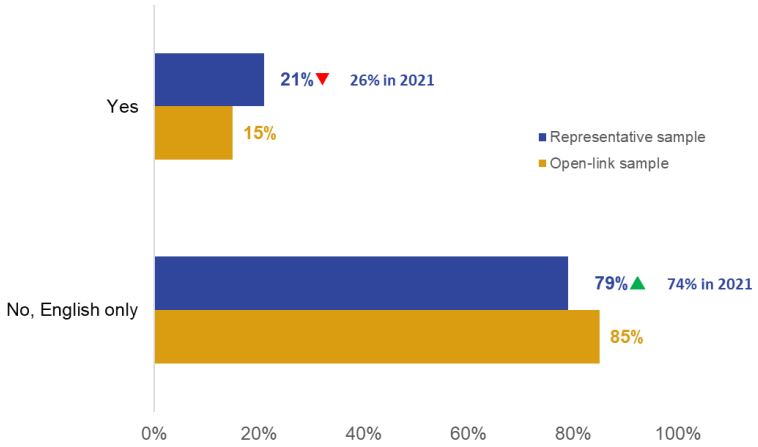


Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
Q21 Are you of Aboriginal and/or Torres Strait Islander origin?

Cultural and Linguistic Diversity (CALD)

Figure 5 shows the proportion of respondents with a culturally and linguistically diverse (CALD) background. Culturally and linguistically diverse (CALD) respondents are still under-represented, with a significantly lower representation this year compared to 2021 in the representative sample (21% in 2024, 26% in 2021).

Figure 5. Cultural and Linguistic Diversity



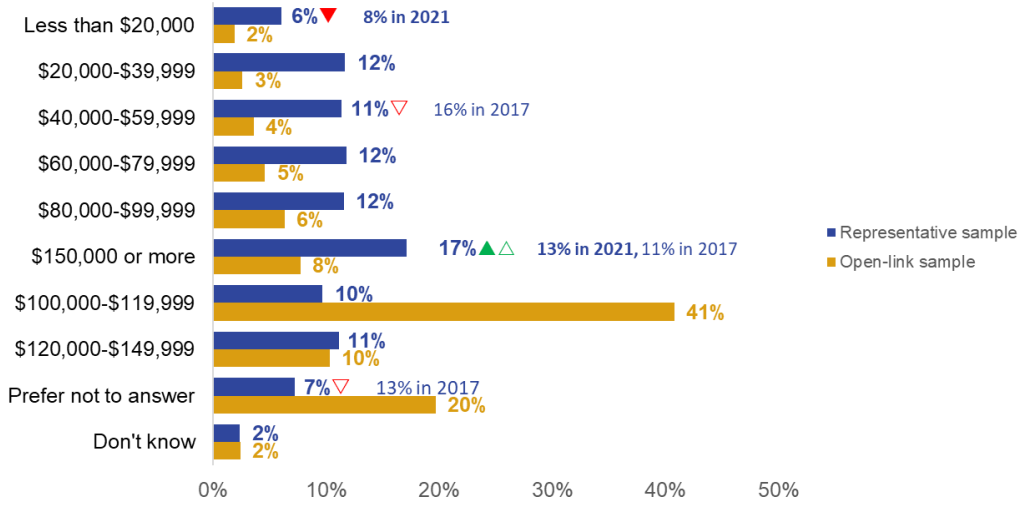
Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
Q22 Do you speak any languages other than English at home?

Household income

Figure 6 shows the levels of household income before tax for both samples. Higher income earners; those earning from $100,000 - $119,000 are over-represented in the open link sample, with an outstanding 41% this year.

When looking at the representative sample, household income of less than $20,000 decreased significantly compared to 2021 (6% in 2024, 8% in 2021), while those with a household income of $150,000 increased significantly to 17% this year when compared to 13% in 2021 and 11% in 2017.

Figure 6. Income



Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
Q23 Which of the following best describes your household income before tax?

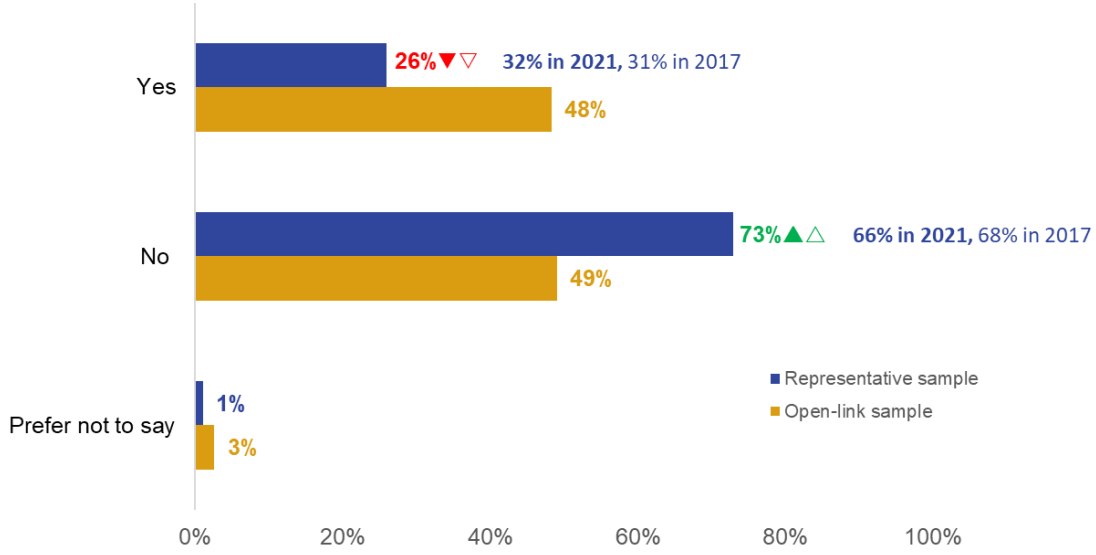
Types of road users

Personal experience with serious road crashes

Figure 7 shows the proportion of respondents who have (or someone close to them have) ever been involved in a road crash where someone was killed or hospitalised. Almost one third (26%) of the representative sample have experienced serious road crashes. This proportion is higher among the open link sample with half of these respondents (48%) who reported a similar experience.

The incidence of personal experiences with serious road crashes decreased significantly compared to previous years (32% in 2021, 31% in 2017) across the representative sample.

Figure 7. Personal experiences with serious road crashes

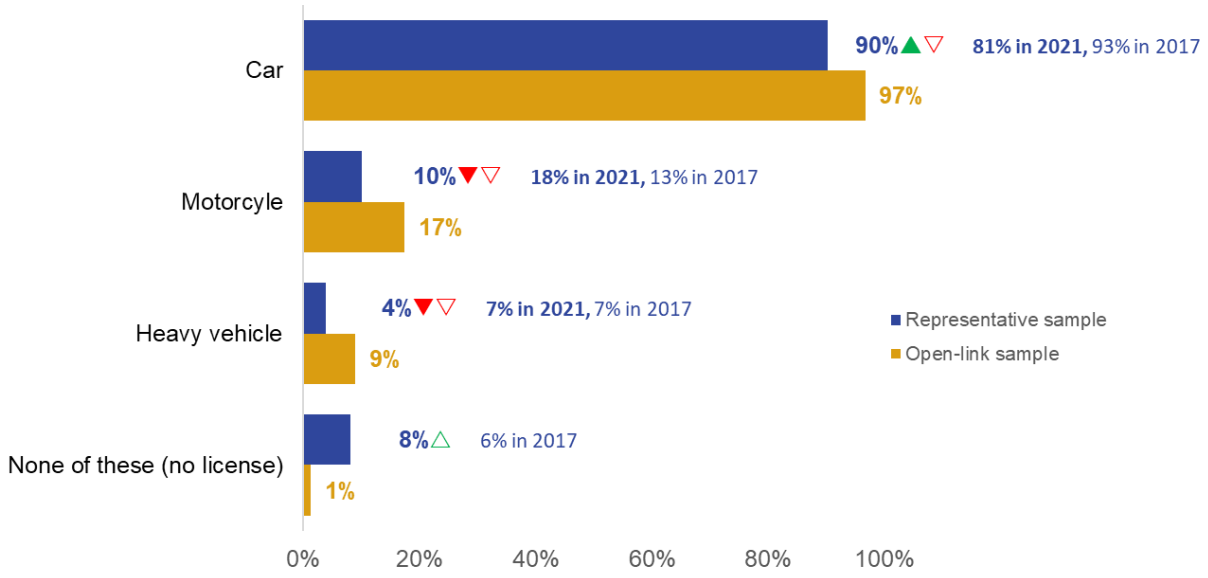


Base: Total sample | 2024 | Representative sample n=1,192, Open link n=1,281
Q12 Have you, or someone close to you, ever been involved in a road crash where someone was killed or hospitalised with an injury?
Note: Q12 was only asked of people aged 18 years old or above.

Vehicles licenced to drive

Figure 8 shows the types of driving licences held by respondents. Much of the representative sample (90%) are licenced to drive a car and 10% of respondents are licenced to ride a motorcycle. However, it is worth noting the proportion of car drivers is significantly lower than in 2017 (93%) but was significantly higher than 2021 (81%). By comparison, there is a significantly lower proportion of motorcycle riders compared to previous years (18% in 2021, 13% in 2017) as too was the number of people with a heavy vehicle licence (7% in 2021, 7% in 2017).

Figure 8. Vehicles licenced to drive



Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
Q1 Which vehicles are you currently licenced to drive - including Learner and Provisional licences?

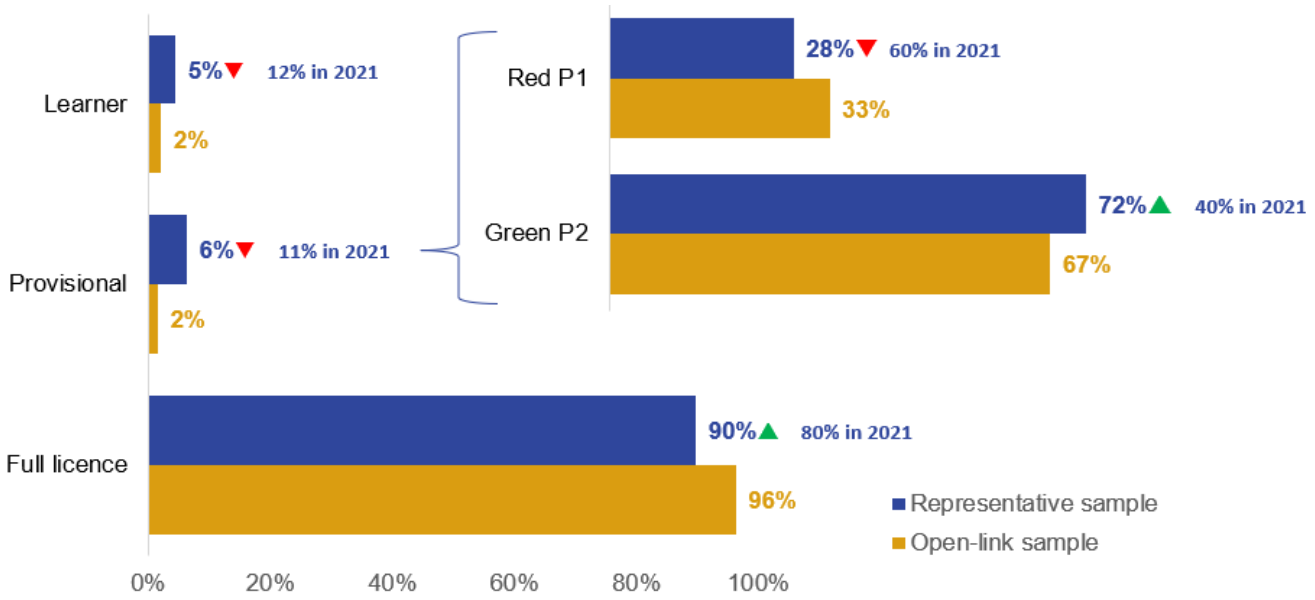
There are some significant demographic differences compared to total within the representative sample:

- Females are significantly more likely than the total representative sample to be licenced to ride a motorcycle (16%) compared to the total while male are significantly less likely to hold a motorcycle licence (4%)
- Females were also significantly more likely to be licenced to drive a heavy vehicle (7%) while only three males indicated that they had a licence to drive a heavy licence (0%)
- Regional residents are significantly more likely to hold a heavy vehicle licence (7%)
- Respondents with Aboriginal and/or Torres Strait Islander backgrounds are significantly more likely to hold a motorcycle licence (23%) and a heavy vehicle licence (11%)
- Low-income respondents (i.e. earning a household income of less than $39,999) were significantly less likely than the total to have a car licence, while high-income respondents (i.e. earning more than $120,000) were significantly more likely to have licence for a car (96%); and
- Those who have personally been involved in a serious road crash are significantly more likely to have a motorcycle licence (15%).

Type of car licence

Figure 9 shows the type of car driver's licence held by respondents from both samples. Almost the entire representative sample (90%) and open link sample (96%) hold a full licence to drive a car. Among those that hold a provisional licence, the majority hold a Green P2 licence (72%) compared to those who hold a Red P1 licence, with the latter also seeing a significant decrease this year (28% in 2024, 60% in 2021).

Figure 9. Type of car licence held



Base: Total sample | 2024 | Representative sample n=1,101, Open link n=1,285
Q2 What type of licence do you currently hold?
Q3 And is that a red P1 or green P2 licence?

Looking into different subgroups in the representative sample, the following are significantly more likely to hold a learner or provisional licence compared to the total results:

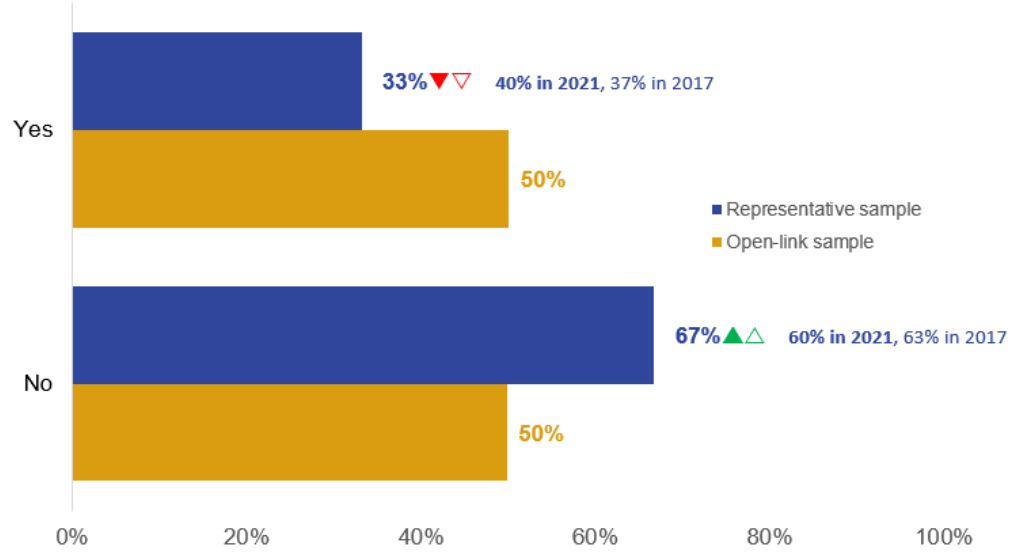
- Respondents with Aboriginal and/or Torres Strait Islander backgrounds are more likely to hold a learner licence (12%) and a provisional licence (18%); and
- CALD respondents are significantly more likely to hold a learner licence (12%).

Groups which were significantly more likely to have a full licence included high-income respondents earning above $120,000 (94%), and people over the age of 40 years (98%).

Bicycle riding

Figure 10 shows the incidence of bicycle riders. Over one in three respondents from the representative sample (33%) have ridden a bicycle on a road or footpath within the last 12 months which decreased significantly compared to previous years (40% in 2021, 37% in 2017). There was a significantly higher proportion of cyclists represented in the open link sample compared to the representative sample.

Figure 10. Bicycle riders



Base: Total sample | 2024 | Representative sample n=1,201, Open link n=1,307
Q4 Have you ridden a bicycle on the road or footpath, in the past 12 months?

There are some significant demographic differences within the representative sample when compared to the total responses:

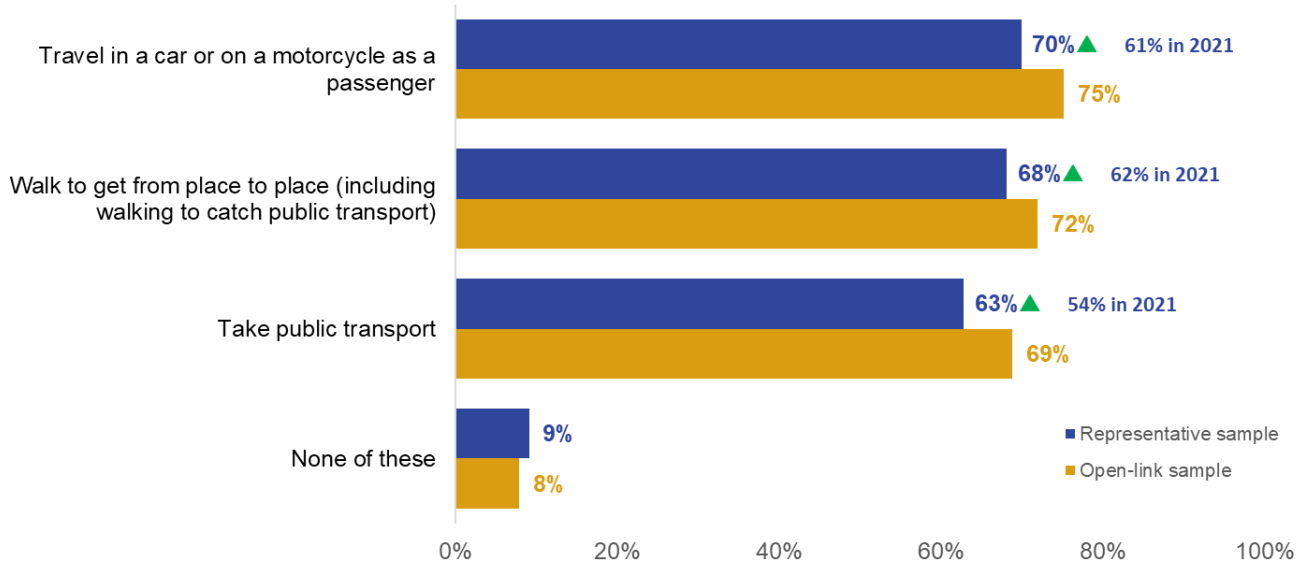
- Females are significantly more likely to have ridden a bicycle in the past 12 months (44%) while males were significantly less likely (22%)
- People under the age of 40 are significantly more likely to have ridden a bicycle (46%)
- Those with a motorcycle licence (60%) and those with a learner licence (51%) are also significantly more likely to cycle
- A significantly higher percentage of respondents with Aboriginal and/or Torres Strait Islander backgrounds have ridden a bicycle (57%)
- People who have experienced a serious road crash in their personal lives are also more likely to have cycled (40%); and
- People with a household income above $80,000 are significantly more likely (41%) while low-income households earning less than $39,999 were significantly less likely compared to the total to have ridden a bicycle in the past 12 months.

Other forms of transport

Figure 11 shows the different forms of transport used by respondents. Much of the representative sample travel in a car or on a motorcycle as a passenger which increased significantly from 2021 (70% in 2024, 61% in 2021). People who walk to get from place to place and those who take public transport also increased significantly compared to 2021.

In the open link sample, there is a larger proportion of respondents travelling as car or motorcycle passengers (75%), than walking (72%) or taking public transport (69%).

Figure 11. Other forms of transport



Base: Total sample | 2021 | Representative sample n=1,246, Open link n=2,438
Q8 Do you ever…

The following groups are significantly more likely to travel in a car or on a motorcycle as a passenger compared to the total across the representative sample:

- People who have cycled in the past 12 months (75%); and
- Higher income earners, those earning $80,000 or more (76%).

The following groups are significantly more likely to walk to get from place to place compared to the total:

- Respondents aged 40-49 years (75%)
- Metro residents (74%)
- People who speak more than one language (CALD) (81%); and
- Higher income earners, those earning $80,000 or more (76%).

The following groups are significantly more likely to take public transport compared to the total:

- Metro residents (76%)
- People who hold a learner licence (83%)
- CALD respondents (80%); and
- Higher income earners, those earning $80,000 or more (71%).

Key Findings

Road safety issues

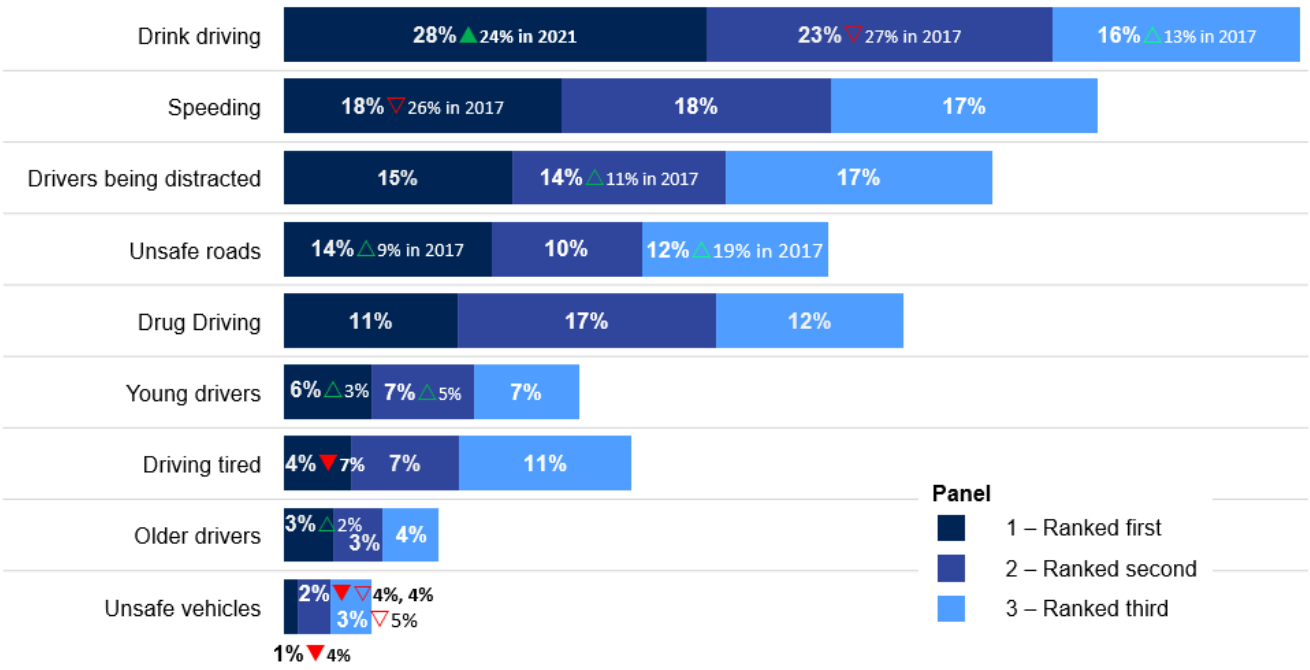
Road safety issues of most concern

Representative sample

Figure 12 shows the ranking of road safety issues of most concern to the NSW community according to their first, second and third rankings. The representative sample ranks drink driving (28%), speeding (18%) and drivers being distracted (15%) as their primary concerns according to first ranking.

Compared to previous years, drink driving increased significantly as a first ranking (28% in 2024, 24% in 2021) while the issues of driving tired and unsafe vehicles as a first ranking declined significantly since 2021 by 3% respectively. When compared to 2017 results, the issue of speeding declined significantly as a first preference (18% in 2024, 26% in 2017), while unsafe roads (14% in 2024, 9% in 2017), young drivers (6% in 2024, 3% in 2017) and older drivers (3% in 2024, 2% in 2017) all increased significantly as first preferences.

Figure 12. Road safety issues of most concern (by ranking), representative sample



Base: Total sample | 2024 | Representative sample n=1,201
Q10 Which three of the following road safety issues are of most concern to you?
Note: Labels under 3% and below not shown for ease of reading

Representative sample

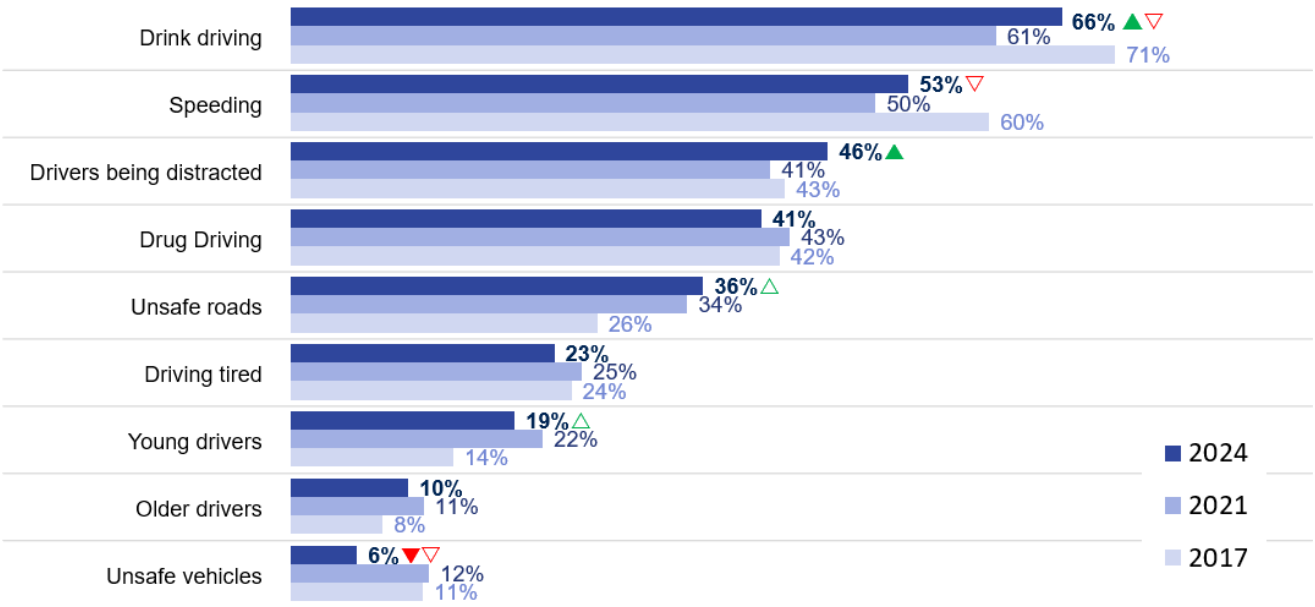
Figure 13 shows the road safety issues of most concern to the NSW community according to the total sample. As above, the representative sample ranks drink driving, speeding and drivers being distracted as the most concerning issues ranked as first, second, or third most concerning at 66%, 53% and 46% respectively. On the other end, older drivers (10%) and unsafe vehicles (6%) are of least concern.

This road safety issue ranking is similar to 2021 and 2017, although drug driving is indicated as less important this year moving from third to fourth placing, and drivers being distracted rose as a top three concern (46% in 2024, up significantly

from 41% in 2021). This year, more people are significantly more concerned with drink driving compared to 2021 (66% in 2024, 61% in 2021), but significantly less concerned than in 2017 (71% in 2017). Speeding is also significantly less of an issue in 2024 (53%) compared to 2017 (60%). Respondents are also significantly less concerned about unsafe vehicles than previous years (6% this year compared with 12% in 2021, 11% in 2017).

Unsafe roads is the only countermeasure to increase each wave, from 26% in 2017 to 34% in 2021 and 36% in 2024; the change from 2017 to 2024 was significant.

Figure 13. Road safety issues of most concern (by total sample), representative sample



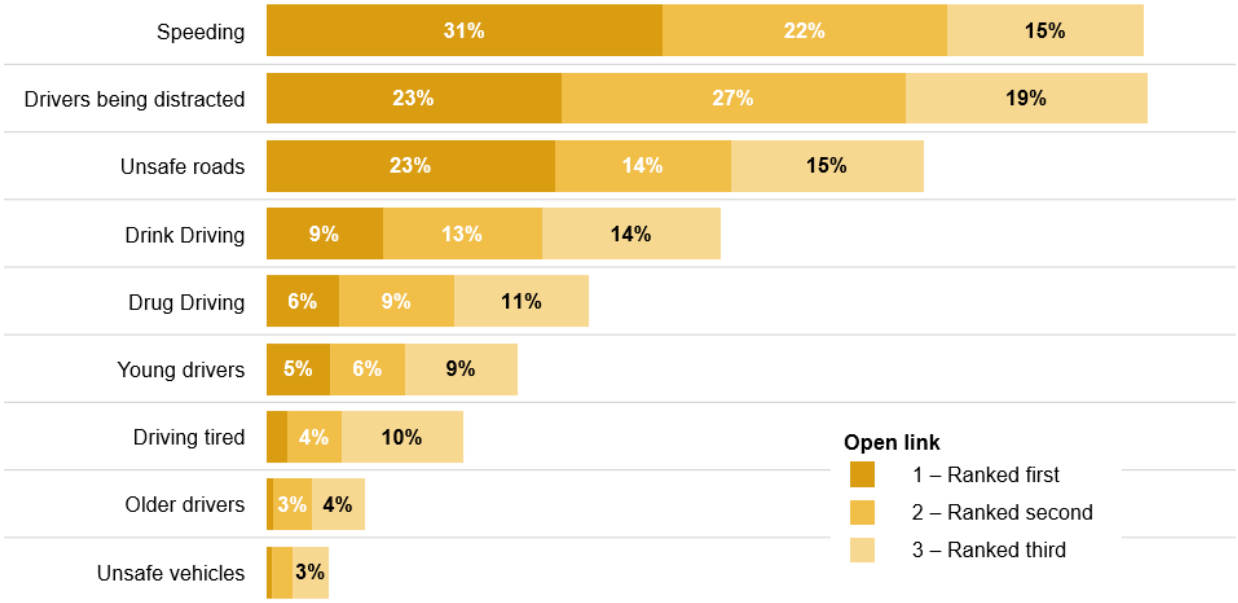
Base: Total sample | Representative sample | 2024 n=1,201; 2021 n=1,246; 2017 n=1,218
Q10 Which three of the following road safety issues are of most concern to you?
Note: Countermeasures ranked in descending order based on total panel sample

Open link sample

Figure 14 shows the road safety issues of most concern for the open link sample according to their first, second and third rankings. Speeding is the top road safety concern among the open link sample as a first preference rating of 31%. Drivers being distracted together with unsafe roads follow as the other top road safety issues at 23% respectively.

However, once you move past the top three main concerns, the first rankings are not as strongly represented and thus less of a priority in the open link than the representative sample.

Figure 14. Road safety issues of most concern (by ranking), open link



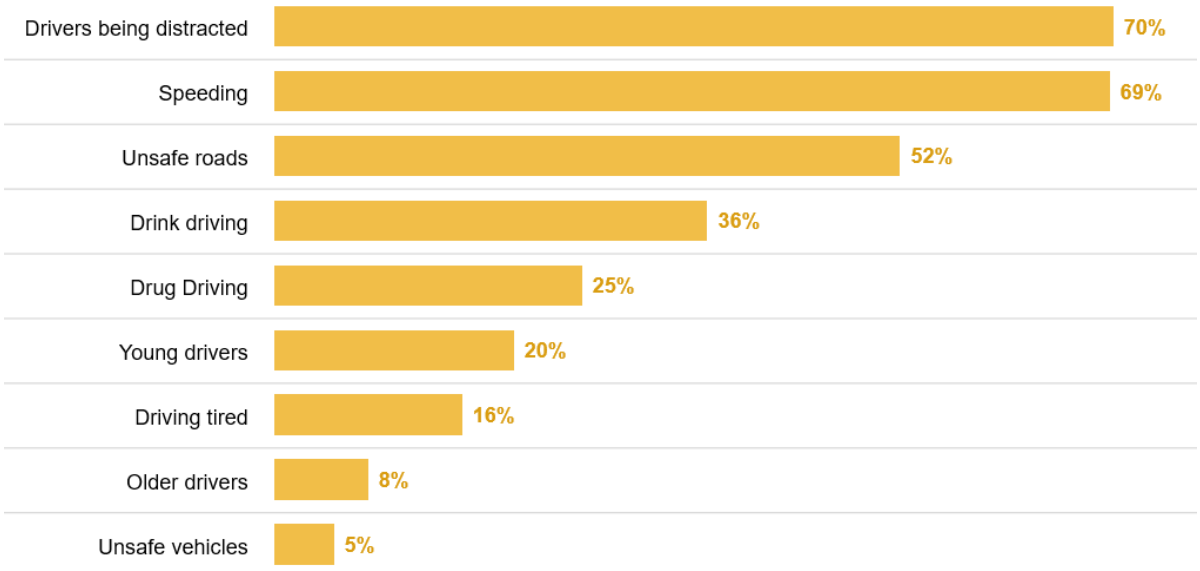
Base: Total sample | 2024 | Open link n=1,307
Q10 Which three of the following road safety issues are of most concern to you?
Note: Labels under 3% and below not shown for ease of reading

Open link sample

Figure 15 shows the road safety issues of most concern for the open link sample according to the total sample. Analysis by the total sample rather than first preference ranking does change the top two order of most concerning issues among the open link sample.

As seen below, drivers being distracted comes in as the number one road safety issue at 70%, followed by speeding a 69%. Unsafe roads is the third most concerning issue at 52%.

Figure 15. Road safety issues of most concern (by total sample), open link



Base: Total sample | 2024 | Open link n=1,307
Q10 Which three of the following road safety issues are of most concern to you?
Note: Countermeasures ranked in descending order based on total panel sample

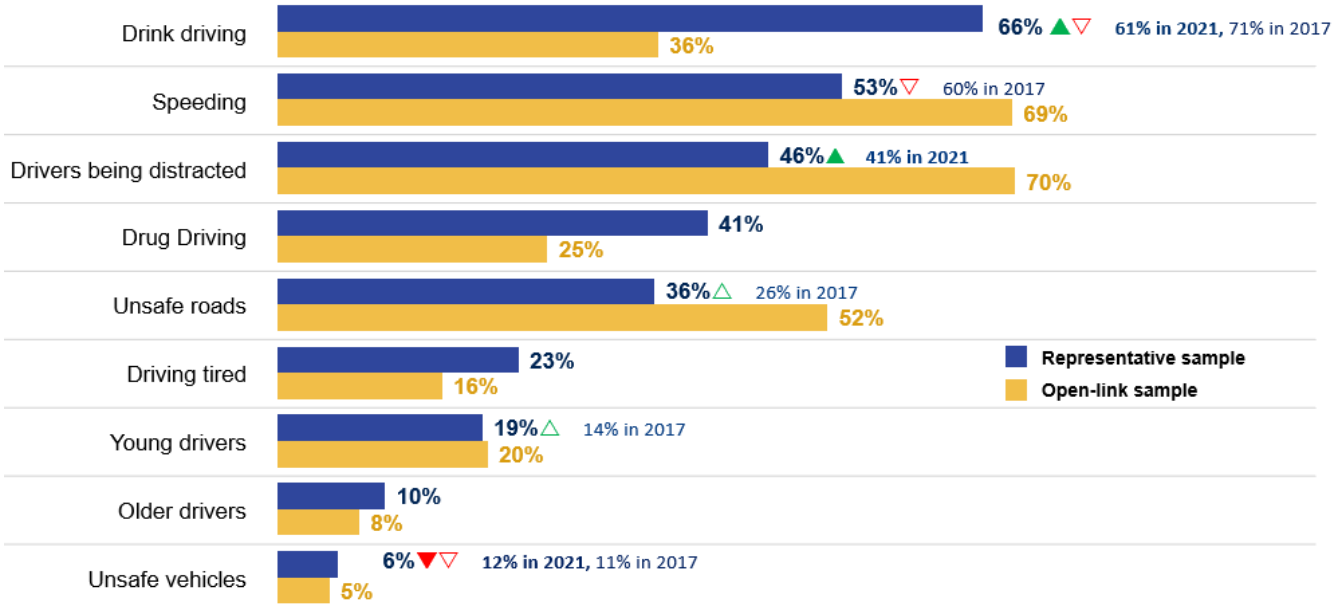
Representative sample compared to the open link sample

Figure 16 compares the representative sample with the open link sample according to their main safety concerns among the total sample. There are some noticeable differences when you compare the top three representative sample issues with the top three issues among open link sample:

- Drink driving is the main road safety concern among the representative sample, with 66% rating this as one of the most concerning issues; by comparison, only 36% of the open link sample rated this as a main concern
- Drivers being distracted is the top rating road safety concern among the open link sample at 70%, however this is less of a concern among the representative sample with 46% rating it as a concern, putting it in third place
- Speeding aligns with the representative sample and open link sample as the second most concerning issue, although more open link respondents are concerned about speeding (69%) compared to the representative sample at 53%; and
- Unsafe roads ranked as the third most concerning issue among the open link sample at 52% compared to fifth place among the representative sample at 36%.

However, the least concerning issues (older drivers and unsafe vehicles) are consistent with the representative and open link samples, with 10% or less concern overall for each countermeasure.

Figure 16. Road safety issues of most concern (by total sample), representative sample compared to open link



Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q10 Which three of the following road safety issues are of most concern to you?
Note: Countermeasures ranked in descending order based on total panel sample

Additional safety issues for NSW road users

Representative sample

Figure 17 shows additional important safety issues spontaneously raised by the NSW community. As a result, the representative sample cite better maintained roads as the key additional road safety issue at 13% for 2024. Speeding, use of mobile phones, and drivers being distracted are also viewed as important (11%, 9% and 9% respectively).

There is a significant decrease since 2021 in the proportion of respondents who mention unsafe or dangerous driving (6%), though the result this year for this response is still significantly higher than in 2017 (3%). Other significant changes from 2017 include the significant increase in drink driving (5% in 2024, 3% in 2017) and speeding (11% in 2024, 8% in 2017), while use of mobile phones declined significantly over the same period (9% in 2024, 15% in 2017) as too did inexperienced drivers (6% in 2024, 8% in 2017).

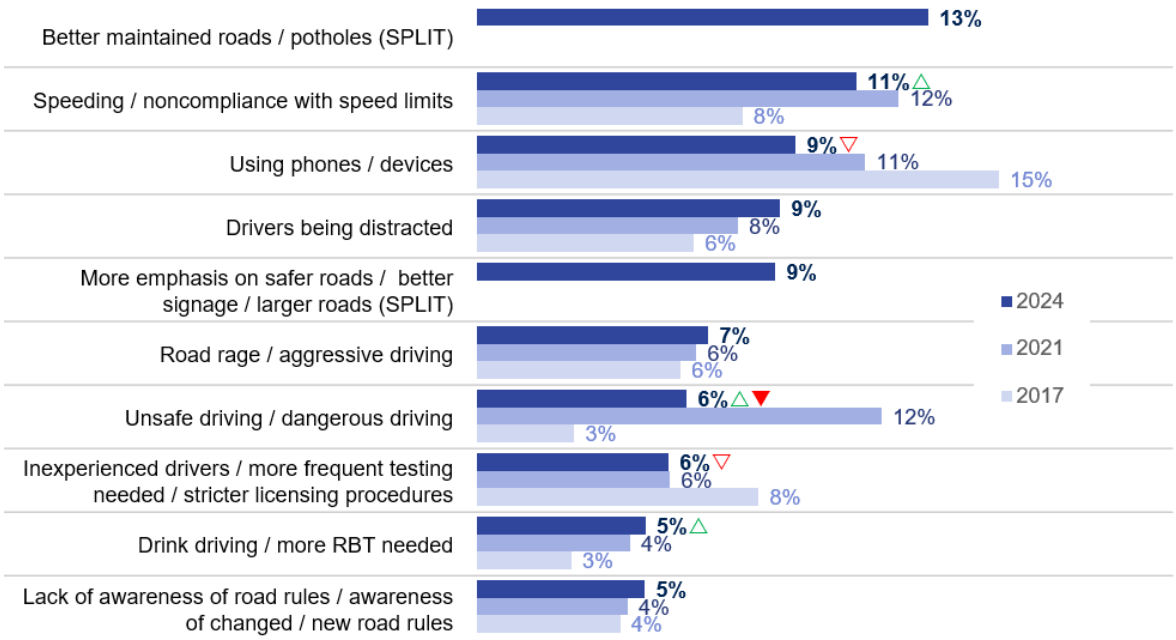
Below are some of the verbatims from responses under these key categories by the representative sample:

- Better maintained roads / potholes
  - "Road upgrades and repairs. Especially in places with high traffic and high speed"
  - "The roads themselves need to be properly maintained"
  - "Reducing the amount of potholes on roads. Potholes can cause drivers to swerve onto the opposite side of the road"; and
  - "Upkeep of roads and fixing pot holes, some pot holes take too long to fix. Have broken 2x steering racks because of the pot holes this year alone".

- Speeding / noncompliance with speed limits:
  - "Speeding drivers and trucks speeding on the M1"
  - "Mainly speed this is a big factor"
  - "Speeding is the most important issue to address, a lot of young drivers have died on the roads due to speeding"; and
  - "Drivers speeding way to fast and penalties are not harsh enough".

- Using phones/devices:
  - "Texting and driving"
  - "People use their mobile phones while they are driving"
  - "Using the phone - especially at traffic lights"; and
  - "Using mobile phone while driving is still a lot happening, which is quite disturbing".

Figure 17. Additional important safety issues on NSW roads, representative sample



Base: Total coded sample | Representative sample | 2024 n=776; 2021 n=701; 2017 n=839
Q11 What other issues do you think are important to safety on NSW roads?
Note: Open-ended question coded. Top 10 issues shown only. Issues ranked in descending order based on 2024 results.
Codes 'Better maintained roads / potholes' and 'More emphasis on safer roads / better signage / larger roads' were previously one code in 2017 and 2021 under the category of 'unsafe roads/road design/need safety features/ poorly maintained roads' but has been split in 2024, thus cannot be compared to previous results

Open link sample

Figure 18 shows additional important safety issues spontaneously mentioned from the open link sample. Respondents from the open link sample believe the need for more bike lanes is a key road safety issue by more than one in five respondents (22%), and the greater need for pedestrian safety (17%). Greater emphasis on safer roads is also a key road safety issue at 15%.

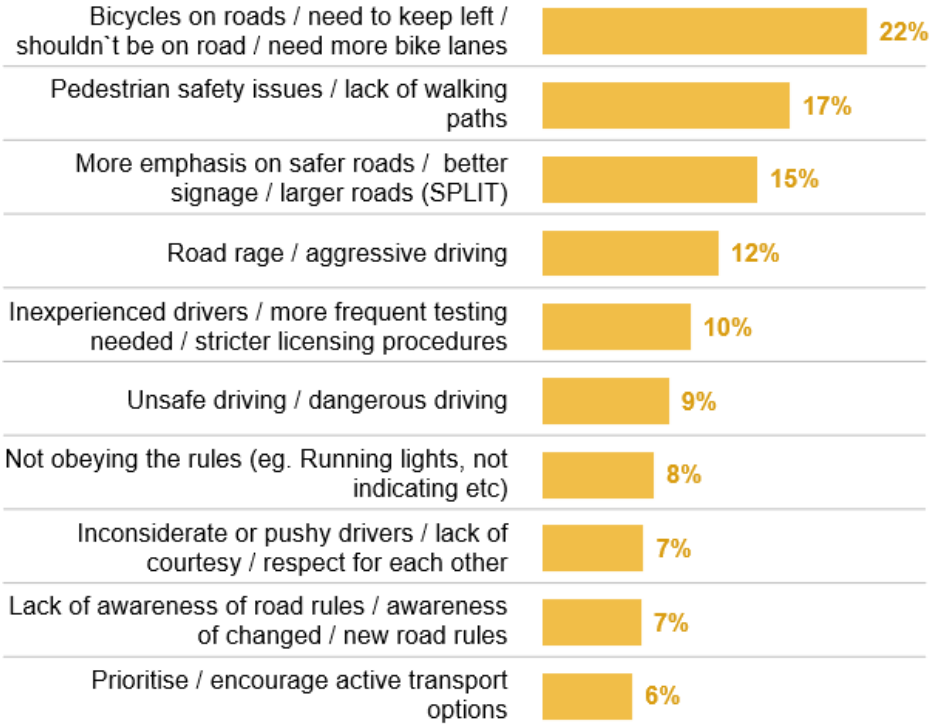
Below are some of the verbatims from responses under these key categories by the open link sample:

- Bicycles on roads / need to keep left /shouldn't be on road / need more bike lanes:
  - "Drivers not sharing the road with cyclists and motorcycles, driving dangerously around cyclists because they feel cyclists shouldn't be on the road"
  - "Having safe, separated cycling infrastructure increases safety for all road users, but is missing from most roads in New South Wales"
  - "Ensuring safe cycling paths and walkways"
  - "It's important that cyclists use bike lanes only on all roads and if there isn't a bike lane they should not be allowed to cycle on the road at all"; and
  - "Need more separated cycleways from cars".

- Pedestrian safety issues / lack of walking paths
  - "More pedestrian access points to safely cross the road"
  - "Safe pedestrian pathways and protective barriers"
  - "Safe pedestrian routes in all suburbs e.g. towards all schools and shops and well-designed safe crossings"
  - "Not safe for pedestrians, lack of safe paths"; and
  - "More done to ensure the safety of pedestrians".

- More emphasis on safer roads / better signage / larger roads:
  - "Road design is critical - too many wide straight roads invite speeding"
  - "Inadequate and ad hoc design of roads which causes frustration to drivers"
  - "It is key to invest in road infrastructure, namely safety barriers. To ensure we get safer infrastructure we need network-wide design criteria, this also drivers and delivers consistency in projects"
  - "Signage, adequate street lighting, road surface quality"; and
  - "Improve on the lines drawn on roads PLEASE!"

Figure 18. Additional important safety issues on NSW roads, open link



Base: Total coded sample | Open link n=1,158
Q11 What other issues do you think are important to safety on NSW roads?
Note: Open-ended question coded. Top 10 issues shown only. Issues ranked in descending order based on 2024 results.
Codes 'Better maintained roads / potholes' and 'More emphasis on safer roads / better signage / larger roads' were previously one code in 2017 and 2021 under the category of ' unsafe roads/road design/need safety features/ poorly maintained roads' but has been split in 2024.

The top 10 issues are shown in the charts above. The full list of issues is provided in the appendices, refer to Appendix B.

Safe system countermeasures

Respondents were provided with a range of countermeasures and initiatives and asked to rate each in terms of how important they are to road safety. Countermeasures were divided into three main sections (i.e. reflecting the elements of the Safe System):

- Safe roads and safe speeds
- Safe road users; and
- Safe vehicles.

In the survey, the countermeasures within each section were randomised to manage order bias and optimise the data quality. Findings on each of these elements are described below.

Safe roads and safe speeds

Overall themes

All safe roads and safe speeds countermeasures are considered important in the representative sample, with at least six in ten respondents selecting either 'very' or 'fairly important'. Countermeasures relating to improving roads for drivers and pedestrians, such as making curves safer on high speed roads, controlled turning at intersections and pedestrian safety, feature at the top of the rankings. This is similarly correlated to the open-ended suggestions, when asked for other comments about safe roads and safe speeds, with 'improved road maintenance', and 'pedestrian safety' mentioned as key issues by the representative and open link samples respectively.

While the representative sample was concerned about speeding, and requested greater police presence in their open-ended responses, this did not correlate with their views towards countermeasures related to speed and camera detection; which remain their least important road safety measures. Results are similar to previous waves.

Importance of the countermeasures

Representative sample

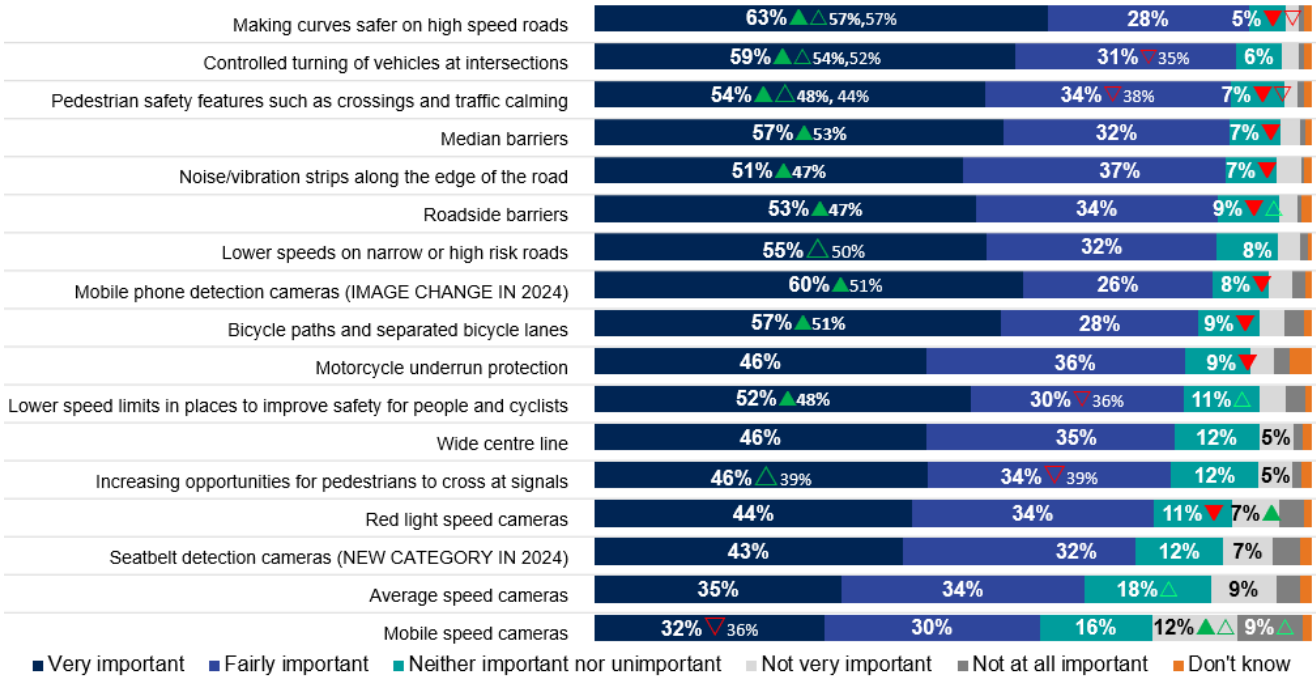
Figure 19 shows the level of importance attributed to each safe roads and safe speeds countermeasures by the NSW community. Overall, all countermeasures continue to be regarded as highly important with at least six in ten of the representative sample rating each countermeasure as 'very' or 'fairly important'.

Making curves safer on high speed roads has a particularly high proportion of respondents who considered this measure as 'very' or 'fairly important' (91%). Controlled turning of vehicles at intersections, pedestrian safety features and median barriers are then viewed equally as important countermeasures at 89% respectively as 'very' or 'fairly important'.

On the other end, measures relating to camera detection are deemed to be the least important of all measures (but in an overall sense are still deemed important):

- Red light speed cameras (78% viewed this as 'very' or 'fairly important')
- Seatbelt detection cameras (NEW IN 2024) (75%)
- Average speed cameras (68%); and
- Mobile speed cameras (62%).

Figure 19. Safe roads and safe speeds, representative sample



Base: Total sample | 2024 | Representative sample n=1,201
Q13 Please tell us how important you think each of the following items is in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important). Labels 4% and below not shown for ease of reading.

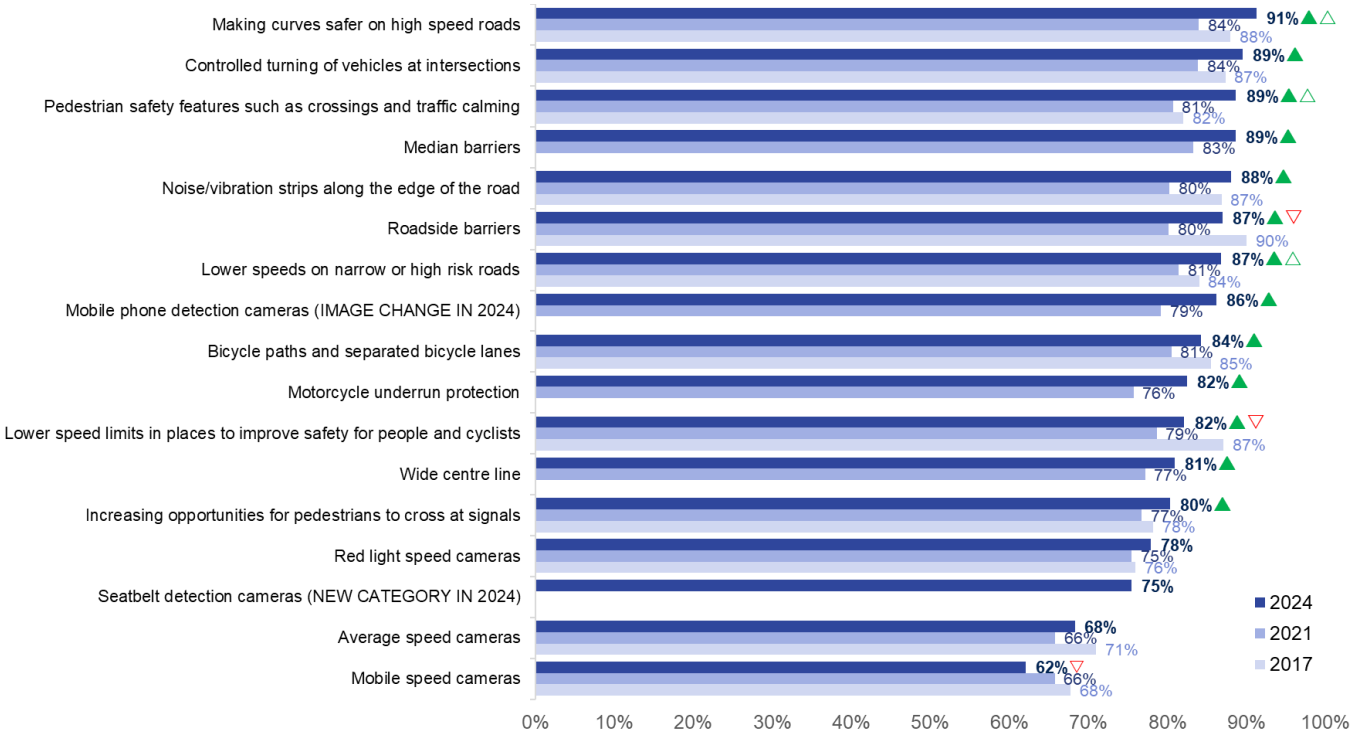
Representative sample

Figure 20 shows the total importance attributed to each safe roads and safe speeds countermeasure by year. The NSW community views on these countermeasures tend to be consistent with 2021 and 2017 waves, although pedestrian safety has gained greater prominence, moving from fourth to third place in importance in 2024.

Overall, almost all the levels of safe roads and safe speeds countermeasures have increased in importance compared to 2017 or 2021 – many of which were significant. By comparison, very few significant declines were identified;

- Roadside barriers declined significantly from 2017 (90%) to 2024 (87%); although increased significantly from 2021 (80%). A similar trend was observed with lowering speed limits to improve pedestrian and cyclist safety (87% in 2024, 79% in 2021, 82% in 2017); and
- Only one decline has been identified year on year, with mobile speed cameras declining significantly in importance; 2017 (68%), 2021 (66%) and 2024 (62%).

Figure 20. Safe roads and safe speeds, representative sample by year – Top 2 box



Base: Total sample | Representative sample | 2024 n=1,201; 2021 n=1,246; 2017 n=1,218
Q13 Please tell us how important you think each of the following items is in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample.
Countermeasures without 2017 results were only added in the 2021 survey. New or changed countermeasures in 2024 are labelled in brackets.

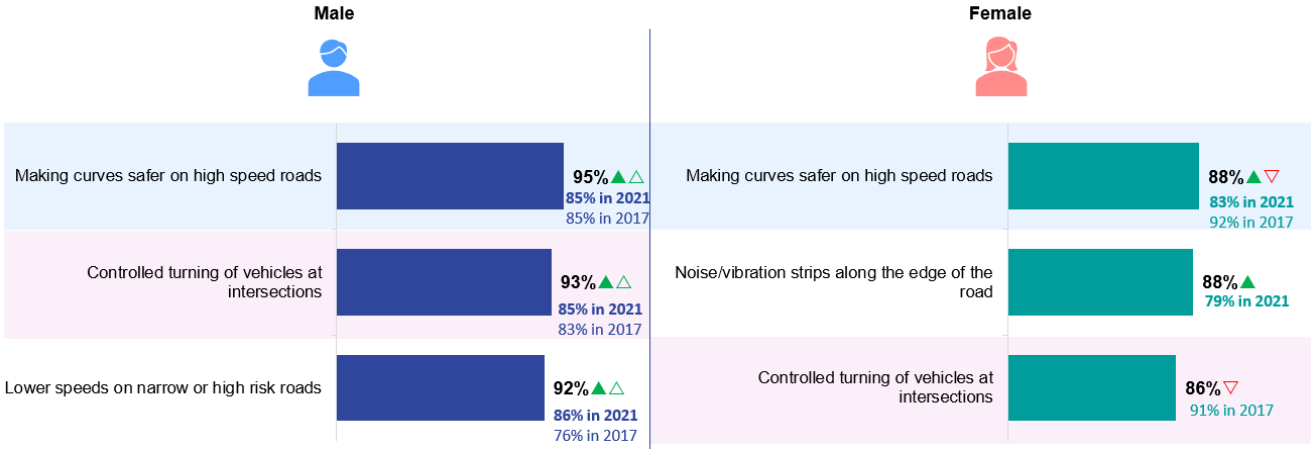
Representative sample: gender subgroup analysis

Figure 21 shows the top three safe roads and safe speeds countermeasures between males and females. Overall, males are more likely than females to have stronger views (and thus higher percentage scores) across each of the safe roads and safe speeds countermeasure than females.

When looking at the top three countermeasures by gender, females are more likely than males to view noise vibration strips on roads as important (increasing significantly from 79% in 2021 to 88% in 2024), while males are more likely than females to acknowledge lower speeds on narrow or high risk roads as important (92% in 2022 significantly higher than 86% 2021 and 76% in 2017).

Overall, males feel much more strongly in their views this wave, with top three scores all significantly higher when compared to 2021 and 2017 results. By comparison, females views are mixed with females significantly less likely to view making curves safer on roads or controlled turning of vehicles as important compared to 2017.

Figure 21. Safe roads and safe speeds, by gender (representative sample) – Top 2 box



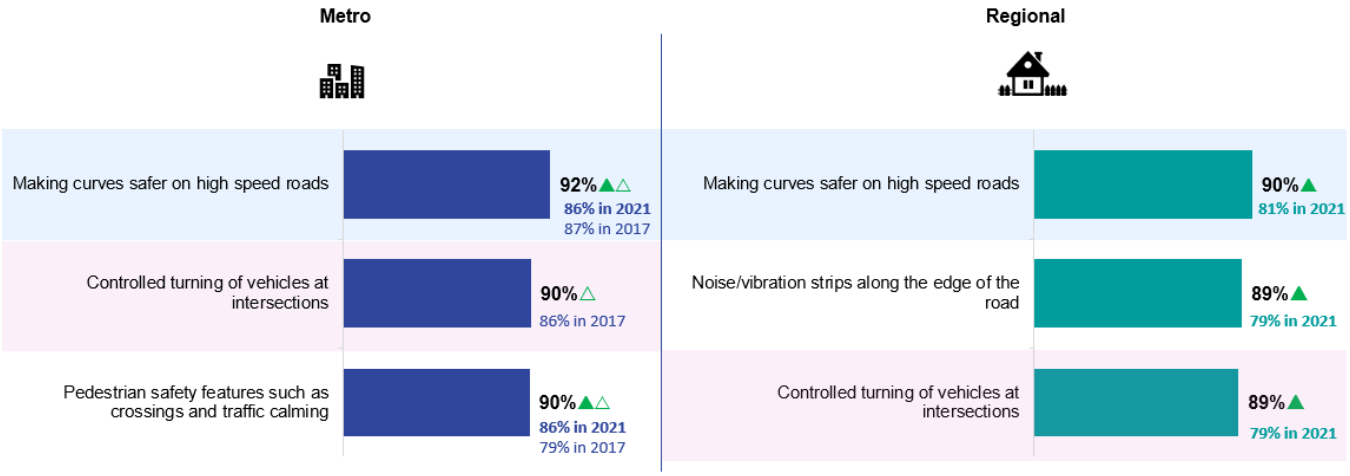
Base: Total sample | 2024 | Representative sample n=1,201, Male n=617, Female n=584
Q13 Please tell us how important you think each of the following items is in making our roads safer.
SQ1 Are you…
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample level

Representative sample: metro/regional subgroup analysis

Figure 22 shows the top three safe roads and safe speeds countermeasures between metro and regional residents. Overall, metro residents are more likely to view most countermeasures as equal or more important than regional residents.

When looking at the top three countermeasures by region, metro residents are more likely than regional residents to rate pedestrian safety a higher priority (90%), with its importance growing significantly each wave (86% in 2021, 79% in 2017). By comparison, regional residents rate noise/vibration along road edges as a key countermeasure (89%); also increasing in significance since 2021 (79%). In fact, all top three regional countermeasures increased significantly compared to 2021, and across the metro top three significant increases were also noted compared to both 2021 and 2017.

Figure 22. Safe roads and safe speeds, by location (representative sample) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Metro n=661; Regional n=540
Q13 Please tell us how important you think each of the following items is in making our roads safer.
SQ3 What is the postcode where you live?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample: other segment analysis

A number of significant differences between road user sub-groups are identified at a top two level (i.e. 'very' or 'fairly important'), such as:

- CALD respondents are significantly more likely compared to the total to view average speed cameras as 'very' or 'fairly important' (79%)
- Respondents with learner licences are also significantly more likely to place high value on average speed cameras (84%); and
- Less frequent drivers (i.e. drive less than once a week) are significantly more likely to view increasing opportunities for pedestrians to cross at signals (88%) as important.

Respondents who identified as Aboriginal were significantly less likely compared to the total to view mobile phone detection cameras (75%) and red light speed cameras (61%) as very or fairly important.

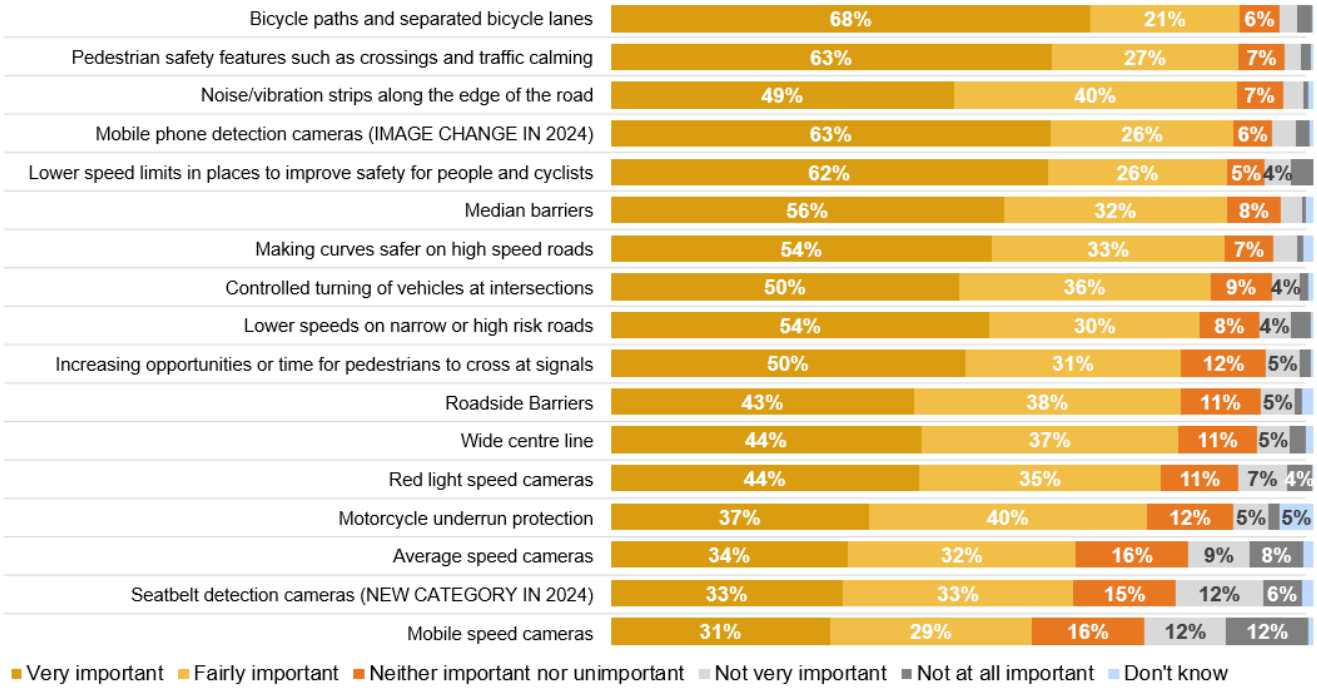
Open link sample

Figure 23 shows the open link sample respondents' attitudes towards the safe roads and safe speeds countermeasures by importance. Bicycle paths and separated bicycle lanes are regarded as the most important countermeasure by open link respondents this wave (89% rate this as 'very' or 'fairly important'), followed by pedestrian safety features (89%).

Countermeasures of least importance – although still rated as 'very' or 'fairly important' by at least 60% of open link respondents related to camera detection and include:

- Mobile speed cameras (60%)
- Seatbelt detection cameras (66%); and
- Average speed cameras (66%).

Figure 23. Safe roads and safe speeds, open link



Base: Total sample | 2024 | Open link n=1,307
Q13 Please tell us how important you think each of the following items is in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample

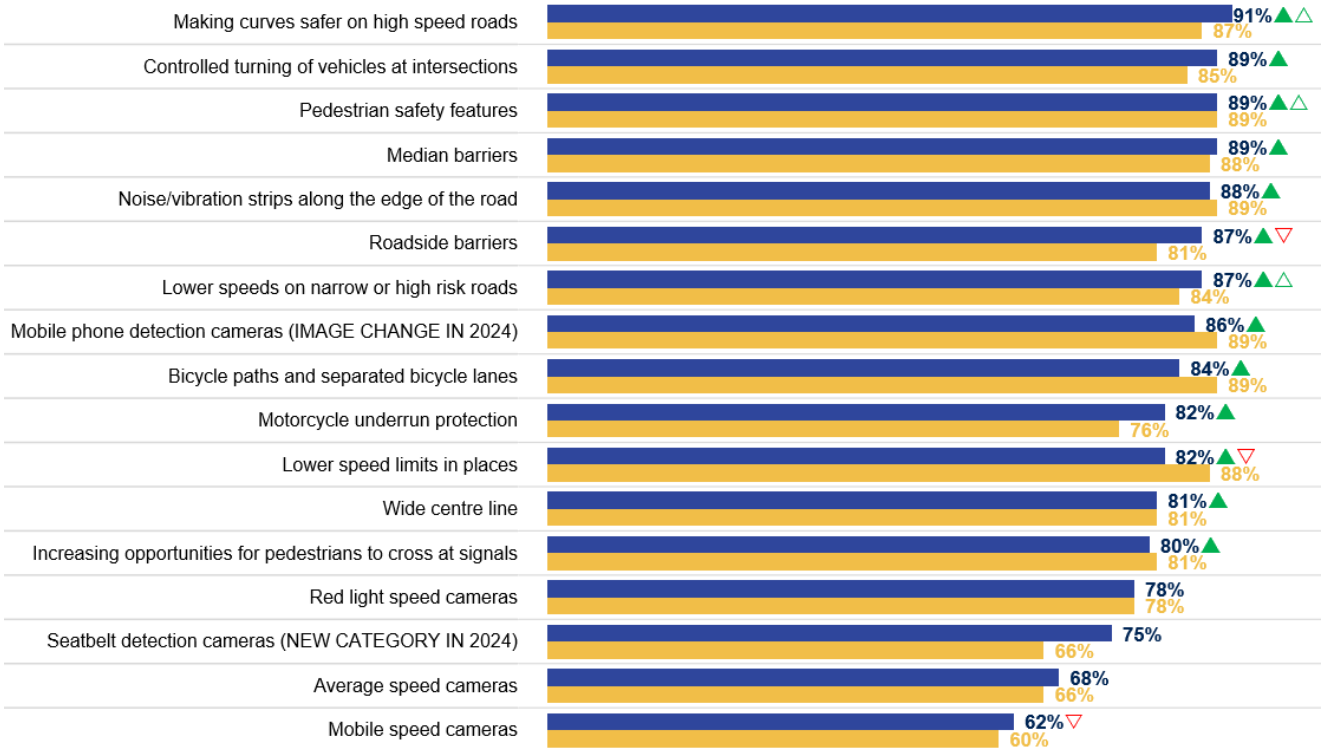
Representative sample compared to the open link sample

Figure 24 compares the representative sample with the open link sample against the safe roads and safe speeds countermeasures. Views are generally aligned between the representative sample and online link; however we do note where open link respondents place greater importance on the following:

- Lower speed limits in places
- Bicycle paths and separated bike lanes; and
- Mobile phone detection cameras

Seatbelt detection – a new countermeasure in 2024 was also more likely to be supported by the representative sample (75%) than the open link sample (66%).

Figure 24. Safe roads and safe speeds, representative sample compared to open link – Top 2 box



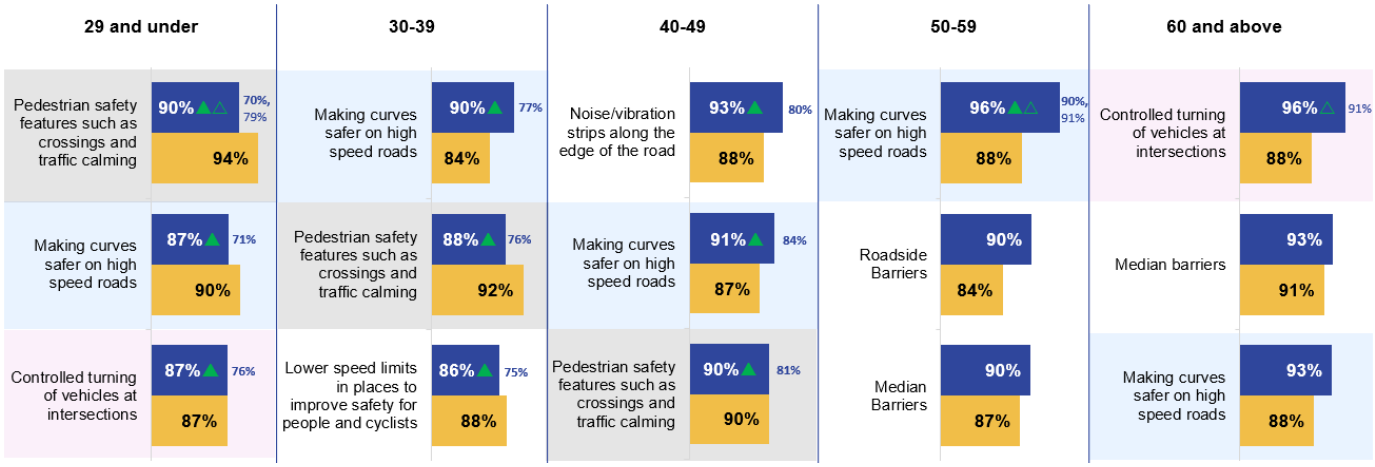
Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q13 Please tell us how important you think each of the following items is in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample.

Representative sample and open link sample: age subgroup analysis

Figure 25 looks at the top three safe roads and safe speeds countermeasures by age for the representative sample compared with the open link sample.

Pedestrian safety holds greater importance among younger respondents, while those 50+ place greater focus on median barriers. Noise vibration strips along road edges are also a key priority for 40-49 year olds.

Figure 25. Safe roads and safe speeds, by age (representative sample compared to open link) – Top 2 box



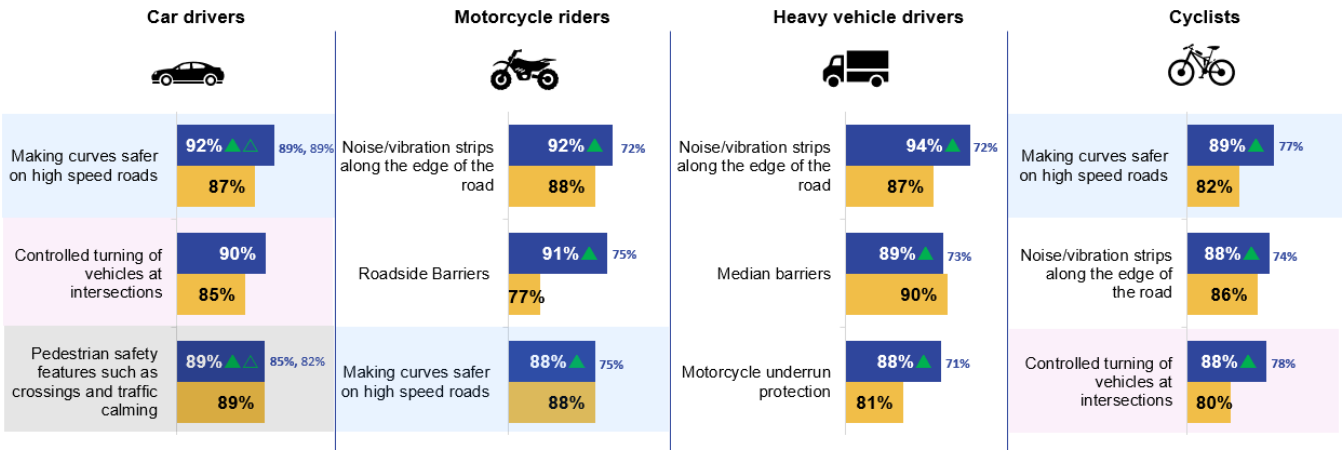
Base: Total sample | 2024 | Representative sample n=1,201; 29 or under n=249; 30-39 n=213; 40-49 n=193; 50-59 n=194; 60 or over n=352 | Open link n=1,307; 29 or under n=100; 30-39 n=200; 40-49 n=308; 50-59 n=340; 60 or over n=359.
Q13 Please tell us how important you think each of the following items is in making our roads safer.
SQ2 Which of the following age groups are you in…?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample and open link sample: vehicle subgroup analysis

Figure 26 looks at the top three safe roads and safe speeds countermeasures by vehicle type for the representative sample compared with the open link sample.

Car drivers and cyclists are more likely to place higher importance on making curves safer on high speed roads, and controlled turning of vehicles at intersections, while motorcyclists and heavy vehicle drivers place greatest importance on noise/vibration strips.

Figure 26. Safe roads and safe speeds, by vehicle type (representative sample compared to open link) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Car drivers n=1,088 Motorcycle riders n=124; Heavy vehicle drivers n=50; Cyclists n=389 | Open link n=1,307; Car drivers n=1,264; Motorcycle riders n=228; Heavy vehicle drivers n=117; Cyclists n=655.
Q13 Please tell us how important you think each of the following items is in making our roads safer.
Q1 Which vehicles are you currently licenced to drive, including Learner and Provisional licences?
Q4 Have you ridden a bicycle on the road or footpath, in the past 12 months?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important).

Respondent concerns and comments about safe roads and safe speeds

Representative sample

Respondents were given the opportunity to comment or make additional suggestions on safe roads and safe speeds. A list of the top five coded responses can be seen in Figure 27.

Better road surfacing and road maintenance is the most mentioned topic by the representative sample, with one in seven respondents (14%) writing about this. This topic includes comments such as repairing potholes, more road surfacing and a call to repair current damage.

Below are some verbatims illustrating this topic:

- "Maintain roads to an enforceable standard"
- "Fix the disgusting condition of NSW roads not with patches but proper fixes to avoid drivers swerving to avoid pot holes etc"
- "Make sure roads are kept in a good state of repair by fixing potholes when they occur"
- "Keep up maintenance and repairs. Understandably weather plays a toll on roads and maintenance but some councils are notoriously slow/lax at repairing issues"; and
- "Roads need to be repaired to a better standard. Often when pot holes are filled they are not done properly and break up very quickly".

Better education including informing drivers of road rules is the second most prevalent comment with 8% of the representative sample citing this.

Below are some verbatims illustrating this topic:

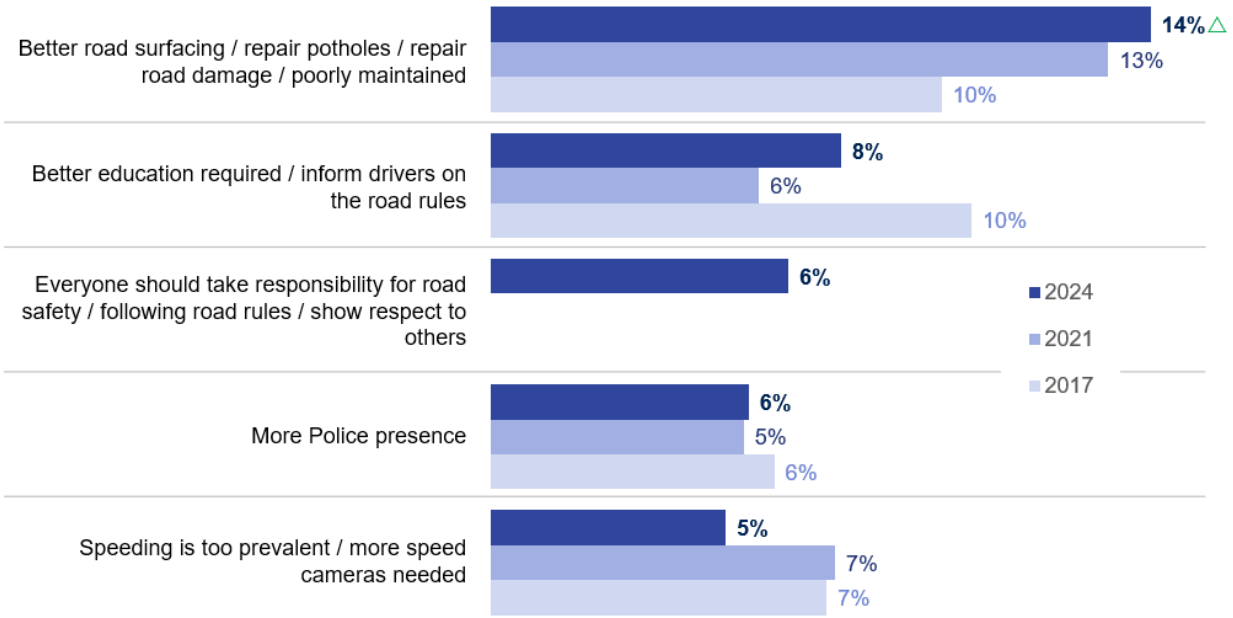
- "For comprehensive driver education and training, especially for novice drivers, to improve their safety awareness and driving skills"
- "Forced driver education for those found to participate in road rage"
- "Better educate drivers especially with rural driving"; and
- "Safer roads start with safer driver that are trained properly and tested regularly. Drivers should have to pass regular driving tests throughout their driving lifetime".

A new prevalent comment was seen in 2024 for this question about how people should take more personal responsibility on the road by following rules and respecting others on the road (6%).

Below are some verbatims illustrating this topic:

- "To always watch and be aware"
- "Most road safety is down to each individual taking responsibility for their own actions behind the wheel"
- "Will only be effective when road users respect the rules and their responsibility towards other road users"
- "Everyone should take responsibility and respect the road"; and
- "The greatest change that we need is an improvement in the behaviour of drivers on the road. People need to be more courteous and less involved in their own problems".

Figure 27. Suggestions for safe roads and safe speeds, representative sample



Base: Total coded sample | Representative sample | 2024 n=396; 2021 n=408; 2017 n=553
Q12b. Do you have any other comments you'd like to make about safer roads and safe speeds?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2024 results

Open link sample

Figure 28 shows the topics raised by the open link sample respondents. Pedestrian safety is mentioned as the most prevalent issue for road safety and safe speeds in the open link sample (11%). Improved pedestrian safety and better education (11% respectively) were considered slightly more important as top mentions among this cohort.

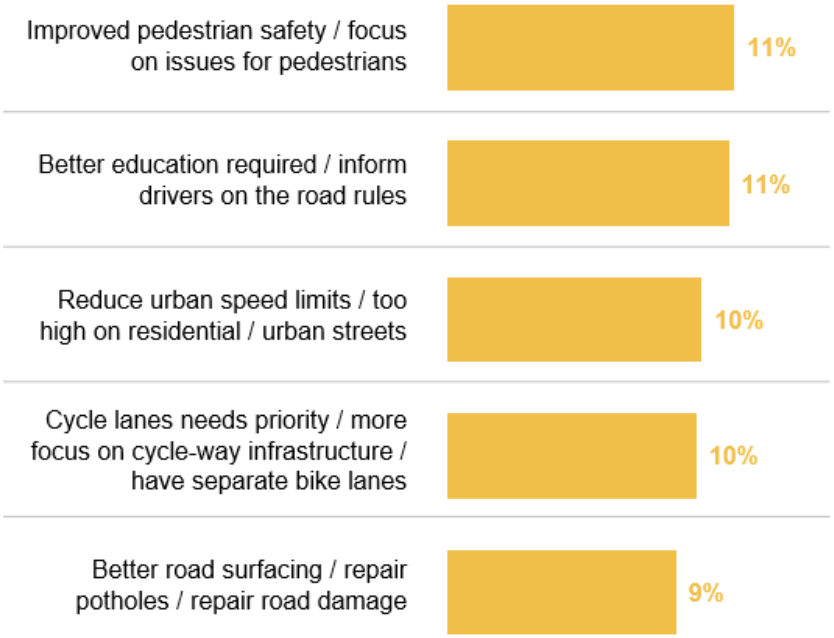
Better road surfacing and maintenance also places in the top five mentions in the open link sample (9%) although the representative sample do mention this more often (14%).

A large proportion of open link respondents also referred to bicycle lanes (10%) in reference to safer roads which may be explained by the relatively higher percentage of cyclists in the open link compared to the representative sample.

Below are some verbatims illustrating open link respondents concerns around these top five issues:

- “Signalised crossings are fine when they're required, but generally need to be much more pedestrian friendly, and properly designed pedestrian crossings on appropriate roads are much better”
- “More educational programs to have people understand these more, and the impacts of not driving at an appropriate speed”
- “Speeds in urban areas should be much lower, particularly in suburban/residential streets”
- “Wider and uniform shoulders for cyclists, particularly on crests and bends”
- “Reduce speed limit on state roads from 60 to 40 or 50kph, unless can demonstrate cyclist safety”; and
- “Timely repairs to damaged roads”.

Figure 28. Suggestions for safe roads and safe speeds, open link



Base: Total coded sample | Open link n=869
Q12b. Do you have any other comments you'd like to make about safer roads and safe speeds?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2024 results

The top five issues are shown in the charts above. The full list of issues is provided in the appendices, refer to Appendix B.

Safe road users

Overall themes

The top countermeasures of alcohol testing and safety of heavy vehicle drivers, remain key priorities across the NSW community. This is consistent across both samples, and with previous years. Drug testing, although the third most important countermeasure among the representative sample, is less of a focus for the open link sample who value road safety education of children and young people.

This theme of greater education and training comes out more strongly this wave, mentioned by both the representative sample and open link sample as one of the key priorities, and continued through spontaneous mentions for safe road users by both groups.

Greater enforcement of the law and police presence was also spontaneously mentioned by both samples and coincides with the strength of a countermeasure to have police enforcement of speed limits.

Importance of the countermeasures

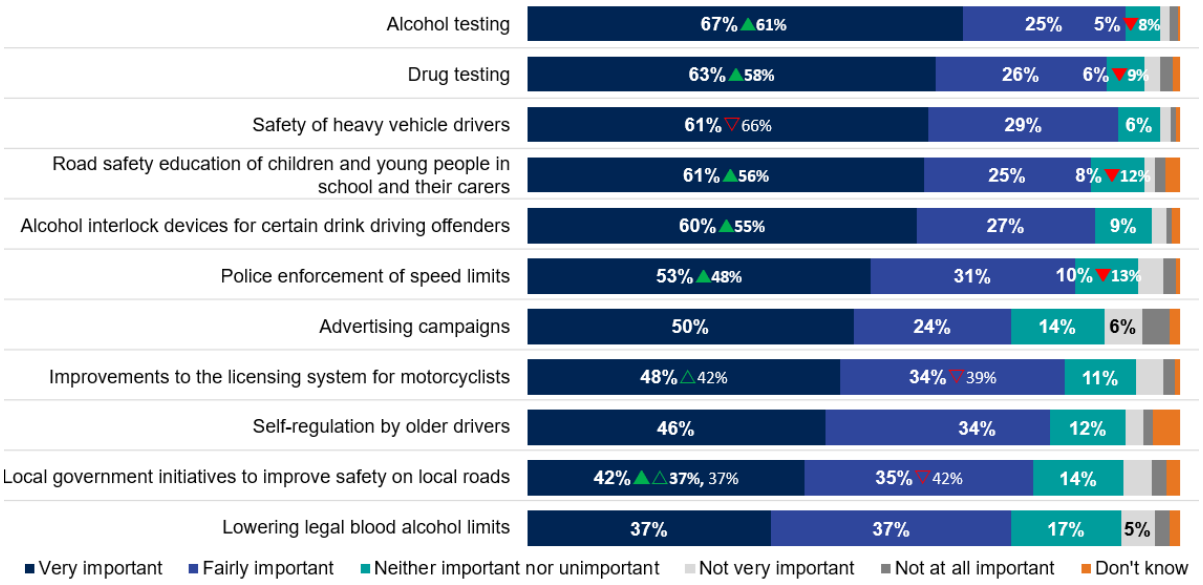
Representative sample

Figure 29 shows the level of importance attributed to each safe road users countermeasures by the NSW community. All of the countermeasures received strong levels of support from the representative sample with significant differences seen in a majority of countermeasures. Alcohol testing, previously the second most important countermeasure in 2021, landed as the most important countermeasure this year, overtaking safety of heavy vehicle drivers.

The top three most important safe road users countermeasures in 2024 are:

- Alcohol testing (92% 'very' or 'fairly important')
- Safety of heavy vehicle drivers (90%); and
- Drug testing (89%).

Figure 29. Safe road users, representative sample



Base: Total sample | 2024 | Representative sample n=1,201
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important). Labels 4% and below not shown for ease of reading.

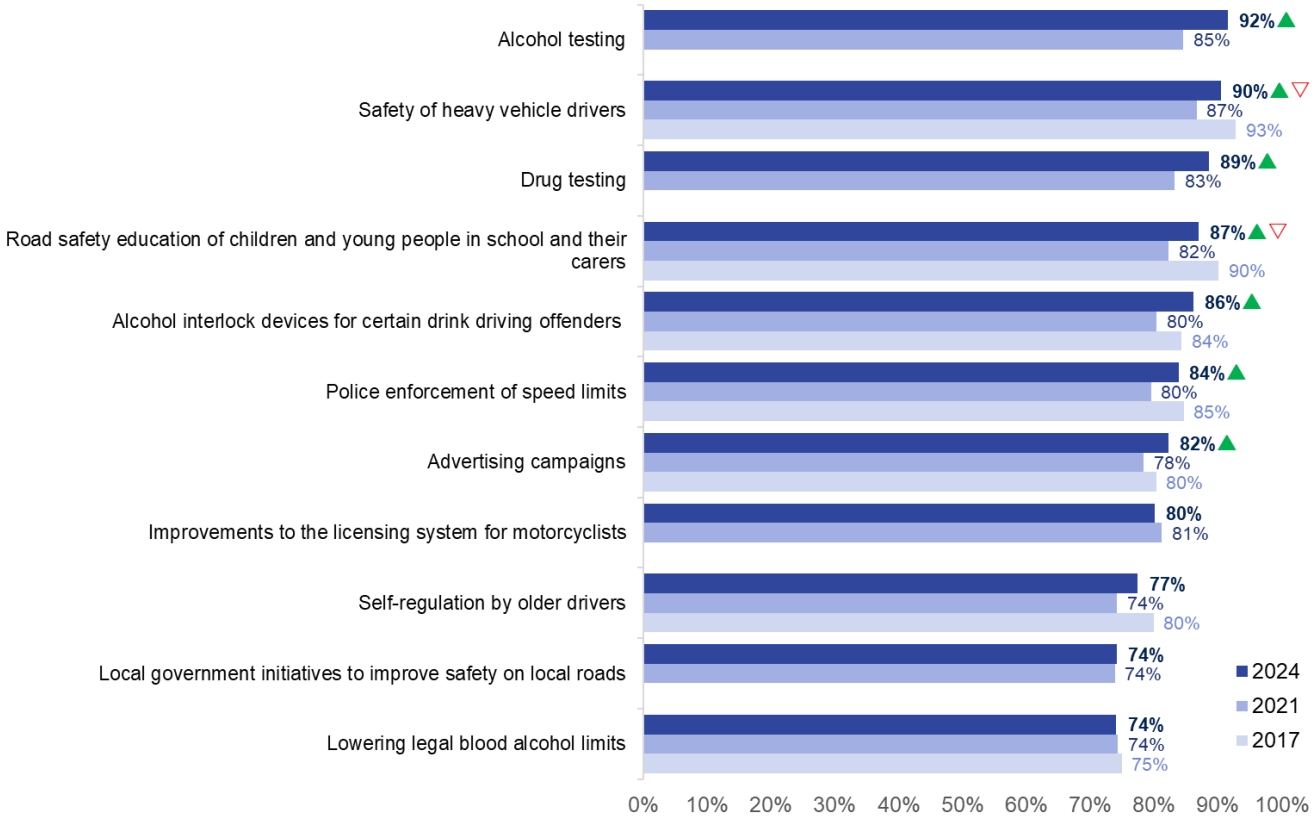
Representative sample

The views in the representative sample on these countermeasures when compared by year saw similarities to 2017, while significant increases were seen in the top seven countermeasures when compared to 2021.

Two significant declines were identified when comparing the 2024 results to the 2017 results for safety of heavy vehicle drivers (90% in 2024, 93% in 2017) and road safety education of children and young people in school and their carers (87% in 2024, 90% in 2017), which although saw a decrease compared to 2017, both these countermeasures were still significantly higher than their 2021 results.

Alcohol testing was not tested in 2017 but saw the largest significant jump this year compared to 2021 (92% in 2024, 85% in 2021). The least important countermeasure, lowering legal blood alcohol limits, continues to slightly decrease marginally with every wave, albeit not significantly.

Figure 30. Safe road users, representative sample by year – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201

Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.

Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample.

Countermeasures without 2017 results were only added in the 2021 survey.

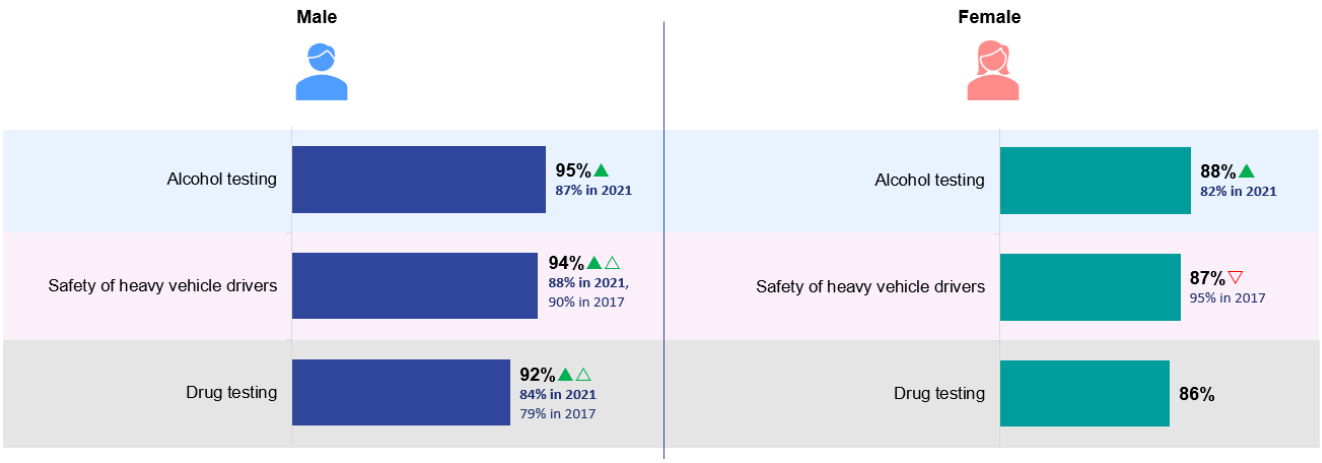
Representative sample: gender subgroup analysis

Figure 31 shows the top three countermeasures between males and females for safe road users. Both males and females have the same top three countermeasures; alcohol testing, safety of heavy vehicle drivers, and drug testing, though males tended to have stronger views as seen by the higher percentages overall.

The top three countermeasures for males all saw significant increases compared to 2021 with drug testing showing continuous growth from 2017 (79%) to 2021 (84%) and reaching a peak in 2024 (92%). Safety of heavy vehicle drivers and drug testing results in 2024 also saw a significant increase compared to 2017 results for males.

Females, on the other hand, similarly saw a significant increase for the importance of alcohol testing this year (88% on 2024; 82% in 2021) but saw a significant decrease compared to 2017 for safety of heavy vehicle drivers (87% in 2024; 95% in 2017).

Figure 31. Safe road users, by gender (representative sample) – Top 2 box



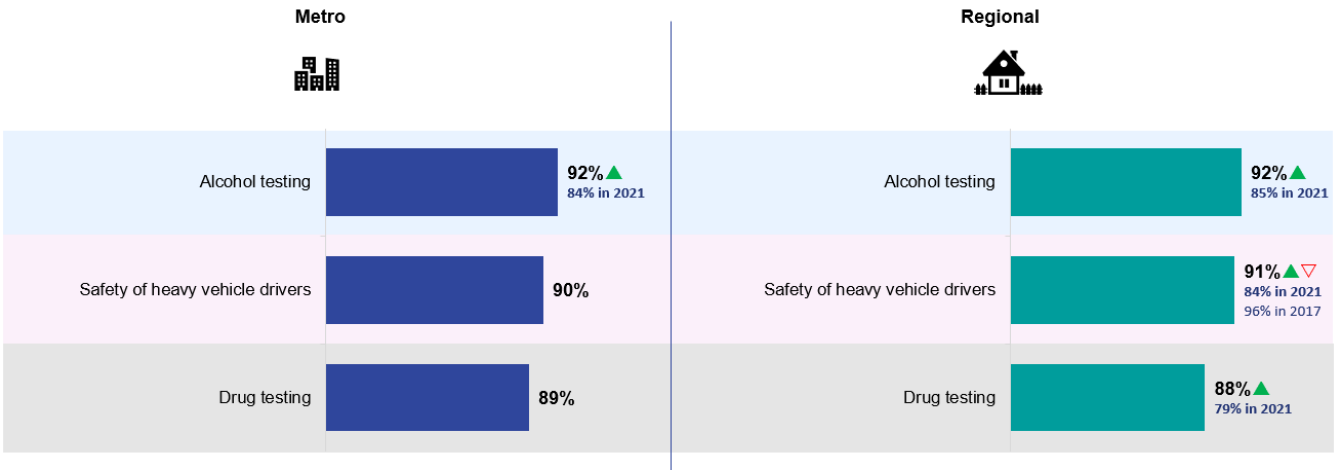
Base: Total sample | 2024 | Representative sample n=1,201, Male n=617, Female n=584
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample: metro/regional subgroup analysis

Figure 32 shows the top three safe road users countermeasures between metro and regional residents. The same top three countermeasures are apparent again when comparing between the two locations with very similar percentages seen between metro and regional for the individual countermeasures.

A significant difference in metro residents was seen for alcohol testing (92% in 2024, 84% in 2021) but notably, all top three countermeasures for regional residents saw significant increases this year compared to 2021; the largest for drug testing (88% in 2024, 79% in 2021). The importance of safety of heavy vehicle drivers for regional residents did see a significant decrease in 2024 compared to 2017, however this is off an especially high 2017 result (91% in 2024, 96% in 2017).

Figure 32. Safe road users, by location (representative sample) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Metro n=661; Regional n=540
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
SQ3 What is the postcode where you live?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample: other segment analysis

People who spend less hours on the road (i.e. drive or ride less than 5 hours a week) were significantly more likely than the total to view police enforcements of speed limits as very or fairly important at 88%, while people who spend more time on the road (i.e. more than 21 hours reding or driving per week) viewed police enforcement of speed limits as significantly less important (73%) compared to the total.

Similarly, less frequent drivers of heavy vehicles (50%) and bicycle riders (67%) (i.e. drive or ride less than once a week) also believe local government initiatives to improve safety on local roads are significantly less important than the total sample (74%).

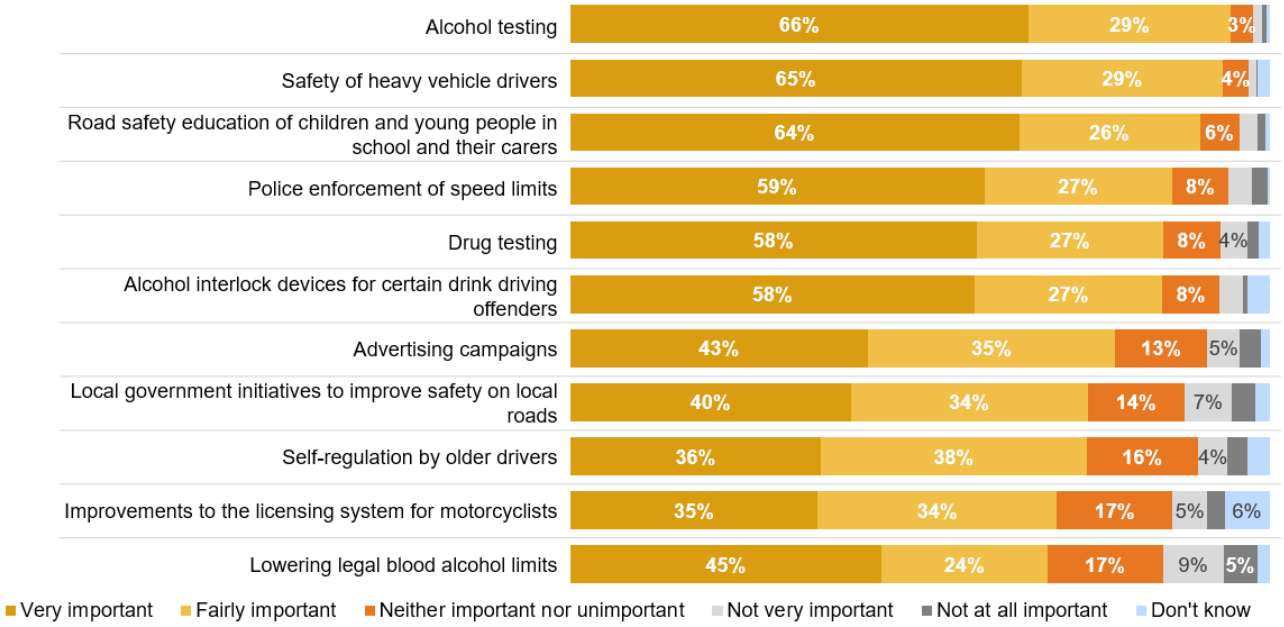
We also note people in the representative sample who earn between $80,000 to $119,999 were significantly less likely to view the safety of heavy vehicle drivers (86%) and road safety education of children (82%) as important compared to the total.

Open link sample

Figure 33 shows the open link sample respondents' attitudes towards safe road users countermeasures by importance. Alcohol testing is regarded as the most important countermeasure by open link respondents this wave (94% rate this as 'very' or 'fairly important'), followed by safety of heavy vehicles (93%) and road safety education of children and young people (90%).

Countermeasures of least importance – although still rated as 'very' or 'fairly important' by at least 68% of open link respondents are lowering alcohol blood limits (68%) and improving the licensing system for motorcyclists (70%).

Figure 33. Safe road users, open link



Base: Total sample | 2024 | Open link n=1,307
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample
Labels 4% and below not shown for ease of reading.

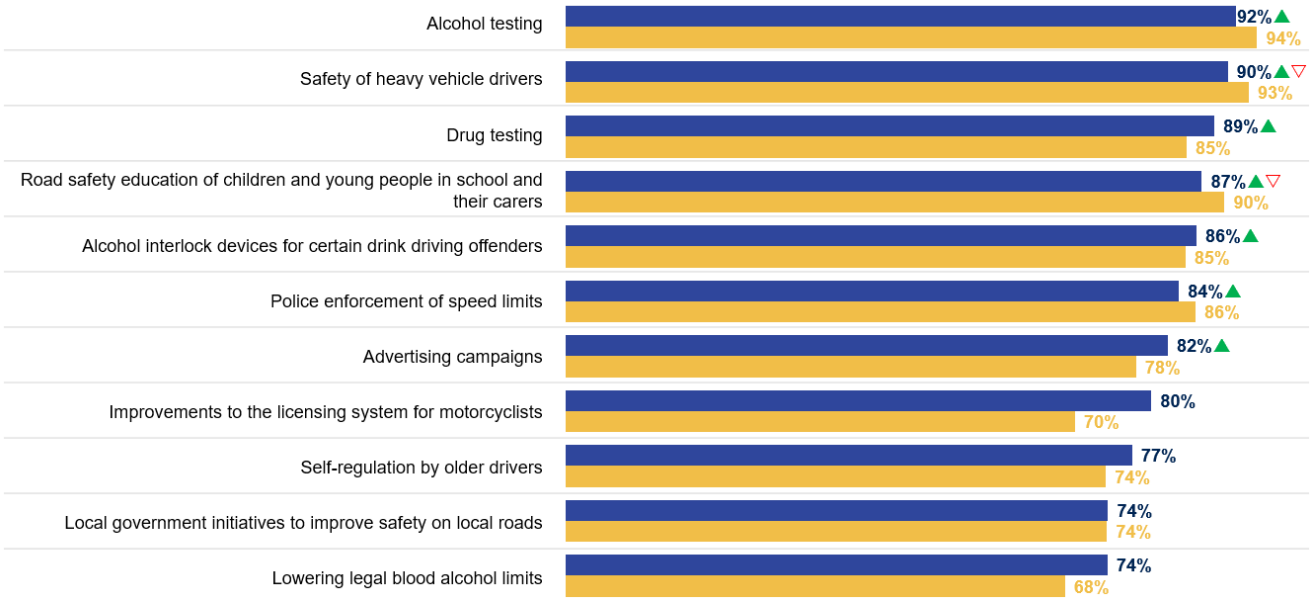
Representative sample compared to the open link sample

Figure 34 compares the open link sample respondents' attitudes to the representative sample towards safe road users countermeasures. Representative sample and open link sample respondents shared similar priorities regarding safety of heavy vehicle drivers and alcohol testing.

However, more importance is placed around both these two countermeasures in the open link sample when looking at top two level of 'very' or 'fairly important'. Similarly, the open link sample also place greater importance in road safety education of children (90%) and police enforcement of speed limits (86%) compared to the representative sample. Drug testing in the representative sample is in the top three most important countermeasures (89%) but is ranked as only the fifth most important point in the open link sample (85%) with a similar priority for alcohol interlock devices for certain drink driving offenders (85%).

The largest difference in views between representative and open link sample was seen for improvements to the licensing systems for motorcyclists with much less support in the open link sample (70%) compared to the representative sample (80%). This is likely due to the overrepresentation of people in the open link with motorcycle licences, who do not wish for such changes.

Figure 34. Safe road users, representative sample compared to open link – Top 2 box



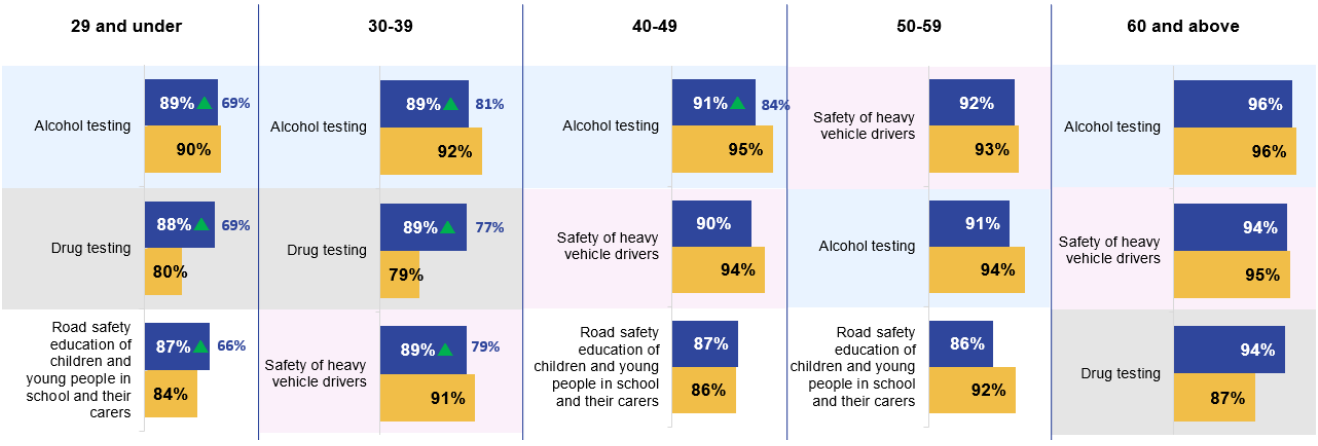
Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample.

Representative sample and open link sample: age subgroup analysis

Figure 35 looks at the top three safe road users countermeasures by age for the representative sample compared with the open link sample.

The safety of heavy vehicle drivers is more prominent among older respondents, while those under 40 place greater emphasis on drug testing. Alcohol testing is seen as universally important, and road safety education is also a common theme among those under 60 years.

Figure 35. Safe roads users, by age (representative sample compared to open link) – Top 2 box



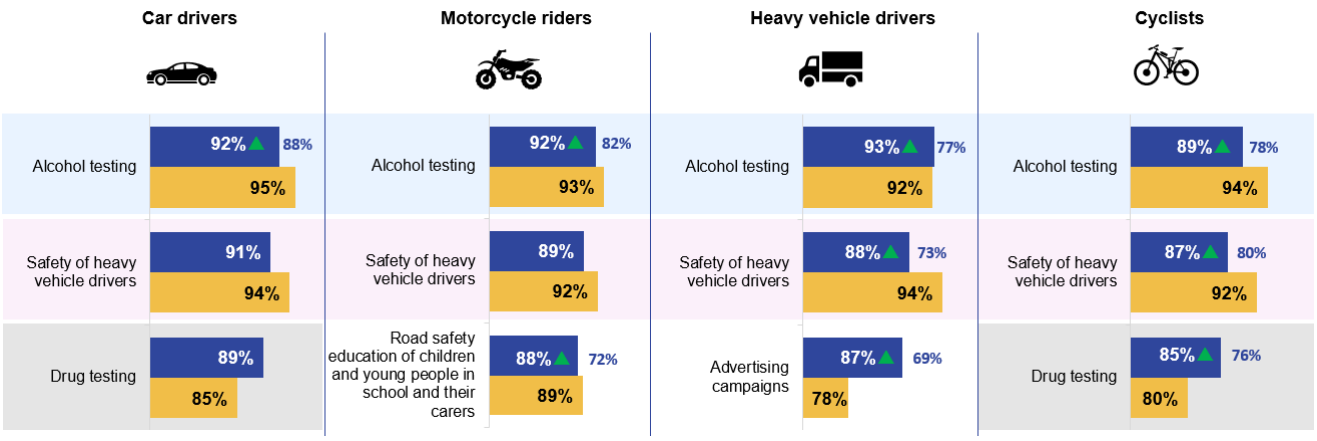
Base: Total sample | 2024 | Representative sample n=1,201; 29 or under n=249; 30-39 n=213; 40-49 n=193; 50-59 n=194; 60 or over n=352 | Open link n=1,307; 29 or under n=100; 30-39 n=200; 40-49 n=308; 50-59 n=340; 60 or over n=359.
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
SQ2 Which of the following age groups are you in…?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample and open link sample: vehicle subgroup analysis

Figure 36 looks at the top three safe road users' countermeasures by vehicle type for the representative sample compared with the open link sample.

Car drivers and cyclists are more likely to place higher importance on drug testing, while motorcyclists and heavy vehicle drivers place greater importance in road safety education and advertising. Alcohol testing and the safety of heavy vehicle drivers are key priorities regardless of vehicle type.

Figure 36. Safe roads users, by vehicle type (representative sample compared to open link) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Car drivers n=1,088 Motorcycle riders n=124; Heavy vehicle drivers n=50; Cyclists n=389 | Open link n=1,307; Car drivers n=1,264; Motorcycle riders n=228; Heavy vehicle drivers n=117; Cyclists n=655.
Q14 Please tell us how important each of the following items is in your opinion in making our roads safer.
Q1 Which vehicles are you currently licenced to drive, including Learner and Provisional licences?
Q4 Have you ridden a bicycle on the road or footpath, in the past 12 months?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Respondent concerns and comments about safe road users

Representative sample

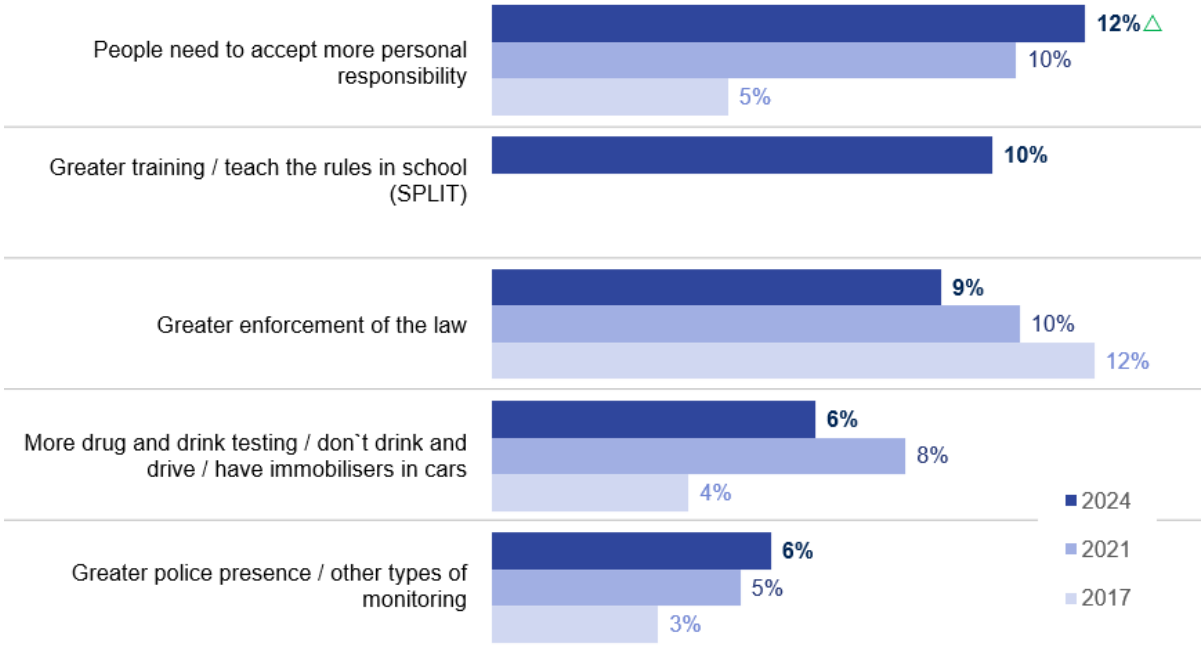
Figure 37 shows the representative sample suggestions spontaneously raised when asked for additional comments around safe road users. Respondents are increasingly more likely to suggest people needing to accept their personal responsibility up to 12% in 2024 (was 10% in 2021 and significantly different to 5% in 2017). A slightly less proportion refer to a need for greater training and teaching rules in school (10%) followed by greater enforcement of the law (9%); which has been declining in importance each wave.

By contrast, we are seeing increasing importance placed on greater police presence each wave, doubling from 3% in 2017 to 6% in 2024.

Below are some verbatims illustrating the desire for greater road user personal responsibility, greater training, and greater enforcement of the law:

- "I think it's important that Australians are further educated on the expectation and rules on the road";
- "Stronger enforcement would lead to safer driving generally. So often, issues are caused by drivers who feel confident they won't be caught"
- "People themselves need to be more safer on the roads"
- "No point lowering blood alcohol limit when people drive with exceedingly high BAC already. It's not the limit that's the issue. It's the people not abiding by the law"
- "Definitely teach kids road rules and show them how invisible they can be, as drivers have so many distractions"; and
- "Again, we need to do everything we possibly can to keep drivers, passengers and pedestrians safe. Penalties should be harsher with no flexibility".

Figure 37. Suggestions for safe road users, representative sample



Base: Total coded sample | 2024 | Representative sample n=272
Q15 Do you have any other comments you'd like to make about safer road users?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2024 results
Codes 'Greater training' and 'Defensive driving' were previously one code in 2017 and 2021 called 'Greater training / defensive driving training / teach the rules in school', thus cannot be compared to previous years after being split.

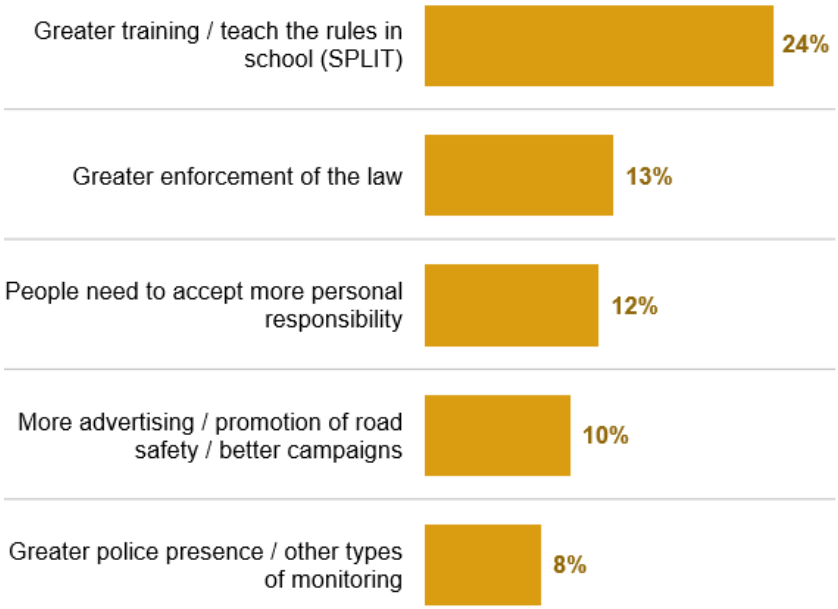
Open link sample

Figure 38 shows the topics raised by the open link sample respondents. Open link respondents place higher importance on greater driving training (24% compared with 10% of the representative sample) as well as greater law enforcement (13% compared with 9% of the representative sample). Accepting more personal responsibility in the open link was in line with the representative sample (both at 12%)

Below are some verbatims illustrating open link respondents concerns around these top three issues around greater training, enforcement of the law, and accepting personal responsibility:

- “Keep running education programs to educate the community to be safer road users”
- “We need improved testing of new drivers to ensure they know the rules with roundabouts and merging lanes”
- “More police on the roads to enforce the laws, not speed traps or mobile/seat belt cameras which are blind to other road laws and driver attitudes”
- “Stricter controls for new drivers. More effective consequences for repeat offenders or drivers driving while banned or unlicenced”
- “To create safer roads, you need to ensure drivers are accountable”; and
- “Addressing driver behaviours and more consequences for those doing the wrong thing”.

Figure 38. Suggestions for safe road users, open link



Base: Total coded sample | 2024 | Open link n=692
Q15 Do you have any other comments you’d like to make about safer road users?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2021 results
Codes ‘Greater training’ and ‘Defensive driving’ were previously one code in 2017 and 2021 called ‘Greater training / defensive driving training / teach the rules in school’.

Safe vehicles

Overall themes

There is a general consensus that safe vehicle countermeasures which focus on vehicle technologies to assist in vision and hazard detection among motor vehicles, trucks and buses are a key focus among the representative sample and open link sample this wave. This is also reflected in the spontaneous mentions among both cohorts during additional spontaneous mentions; especially among the representative sample.

However, while both groups share similar views regarding the importance of technology to improve vehicle safety, this also comes with a strong concern that perhaps too much reliance is placed on this on technology and may actually impede vehicle safety. Although conflicting, this view is consistent across both samples, but especially strong among the open link sample who are concerned about drivers potentially relinquishing their responsibility and control of vehicles.

Importance of the countermeasures

Representative sample

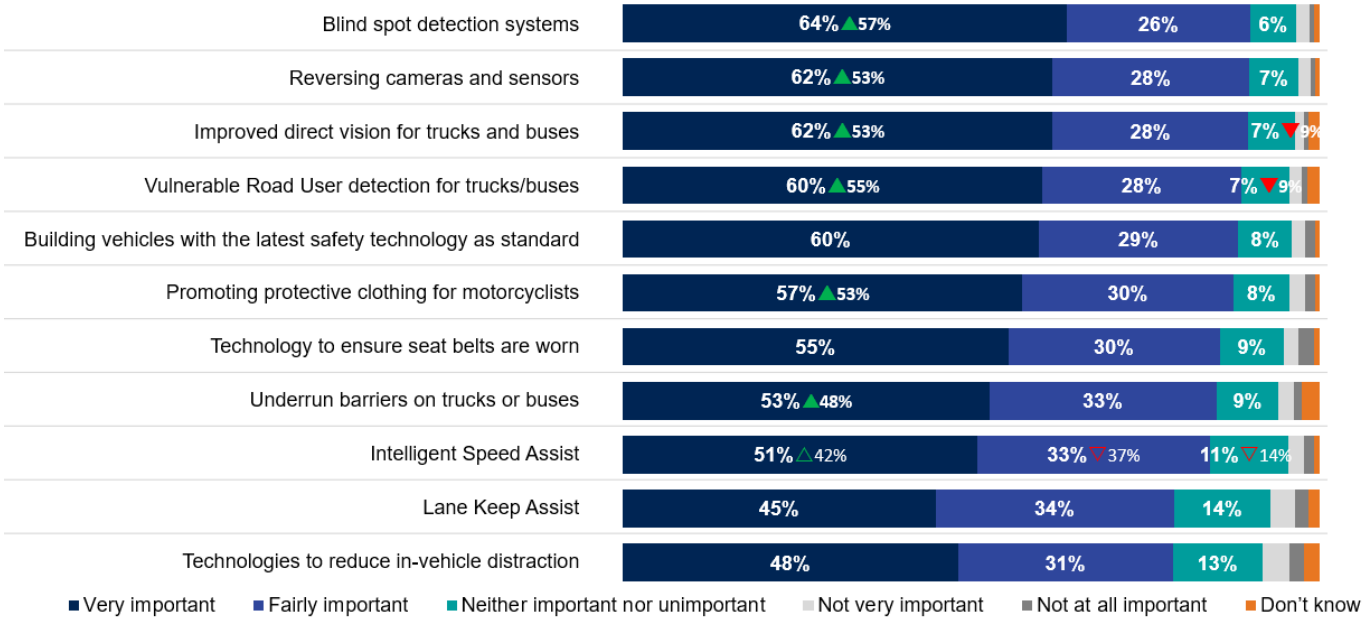
Figure 39 shows the level of importance attributed to each safe vehicles countermeasure by the NSW community. All safe vehicle countermeasures are deemed important by the representative sample with at least 79% of respondents considering these as being 'very' or 'fairly important'. Technologies assisting both motor vehicle drivers and heavy vehicle drivers visibility receive the highest rating, including:

- Blind spot detection systems (90% 'very' or 'fairly important')
- Reversing cameras and sensors (90%)
- Improved direct vision for trucks and buses (90%); and
- Vulnerable road user detection for trucks/buses (89%).

By comparison, technologies to reduce in-vehicle distraction and lane keep assist are perceived as the least important countermeasures (at 79% 'very' or 'fairly important' respectively). However, it is worth noting that these measures are still perceived as important by almost eight in ten NSW citizens.

Shifts in community attitudes towards safe vehicles increased significantly when looking at those rating the countermeasures as 'very important' since 2021, with wave on wave growth identified across the need for intelligent speed assist as 'very important' (51% in 2024, 49% in 2021, and 42% in 2017) and lane keep assist (45% in 2024, 43% in 2021, and 41% in 2017).

Figure 39. Safe vehicles, representative sample



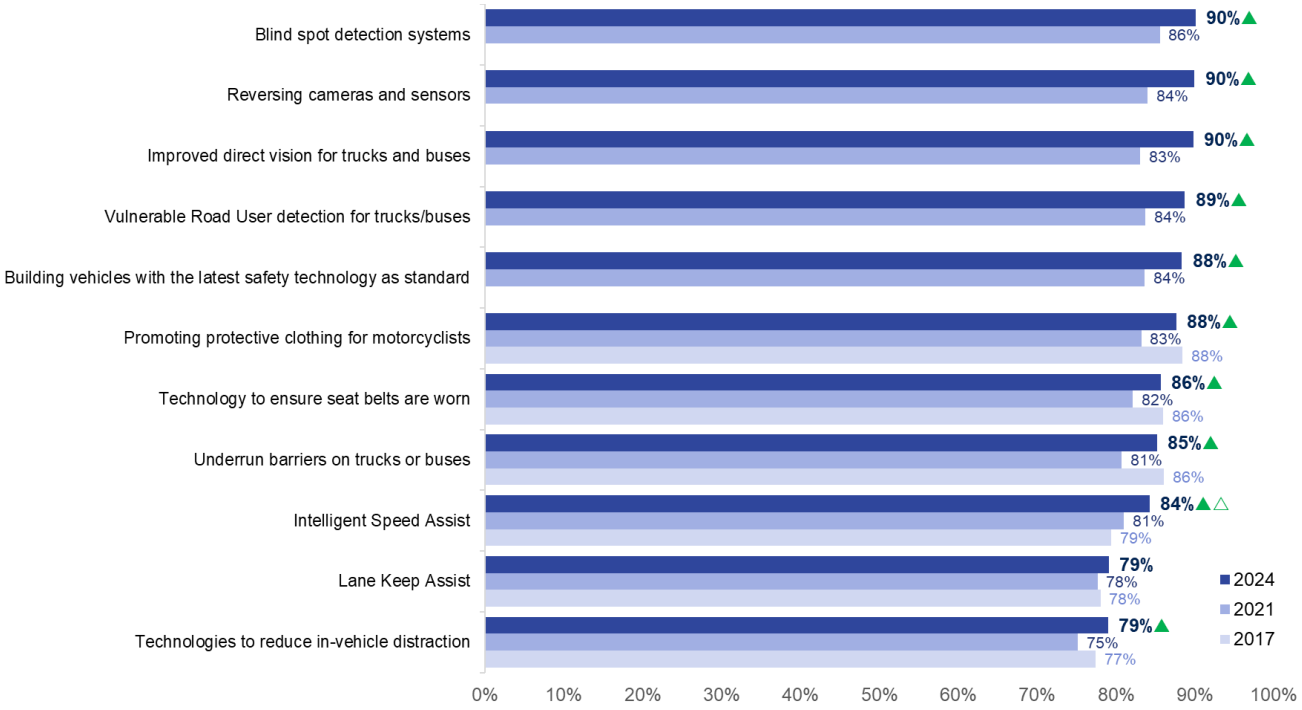
Base: Total sample | 2024 | Representative sample n=1,201
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important). Labels 4% and below not shown for ease of reading.

Representative sample

Figure 40 shows the total level of importance attributed to each safe vehicles countermeasure by year among the representative sample. As seen below, almost all countermeasures increased in significance when compared to 2021 results with the exclusion of lane keep assist, which remained stable.

In addition, intelligent speed assist has been growing in importance over the waves, increasing significantly from 79% in 2017 to 81% in 2021 and now 84% in 2024. All other countermeasures have stayed relatively consistent to 2017 figures where available.

Figure 40. Safe vehicles, representative sample by year – Top 2 box



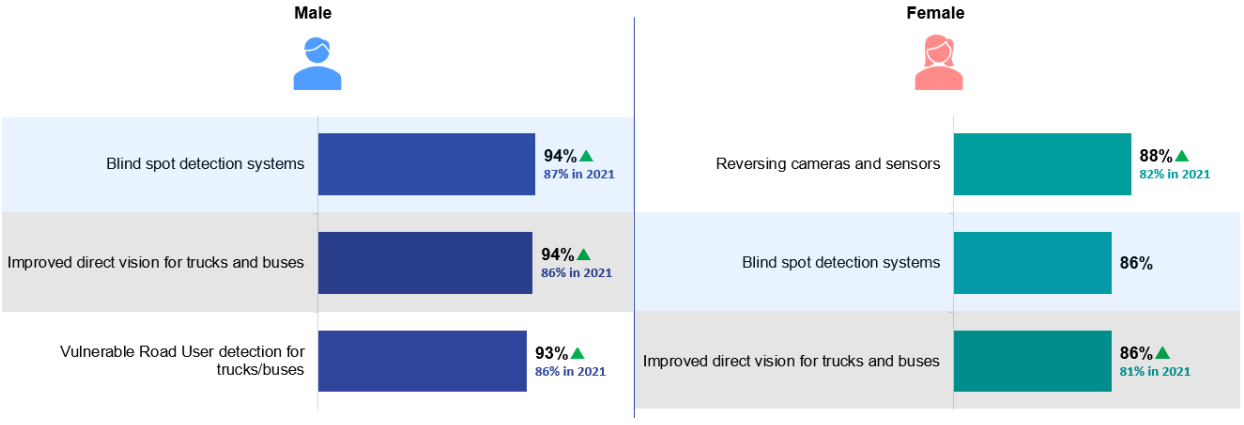
Base: Total sample | 2024 | Representative sample n=1,201
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample.
Countermeasures without 2017 results were only added in the 2021 survey.

Representative sample: gender subgroup analysis

Figure 41 shows the top three safe vehicles countermeasures between males and females. Overall, males are more likely to rate each of these countermeasures higher than females. When comparing the top three responses by gender, males are more likely to be supportive than females for improved direct vision for trucks and buses, while females place greater emphasis on reversing cameras and sensors for vehicles.

All top issues among males increased significantly in importance when compared to 2021 results, as too did two of the top three among females.

Figure 41. Safe vehicles, by gender (representative sample) – Top 2 box



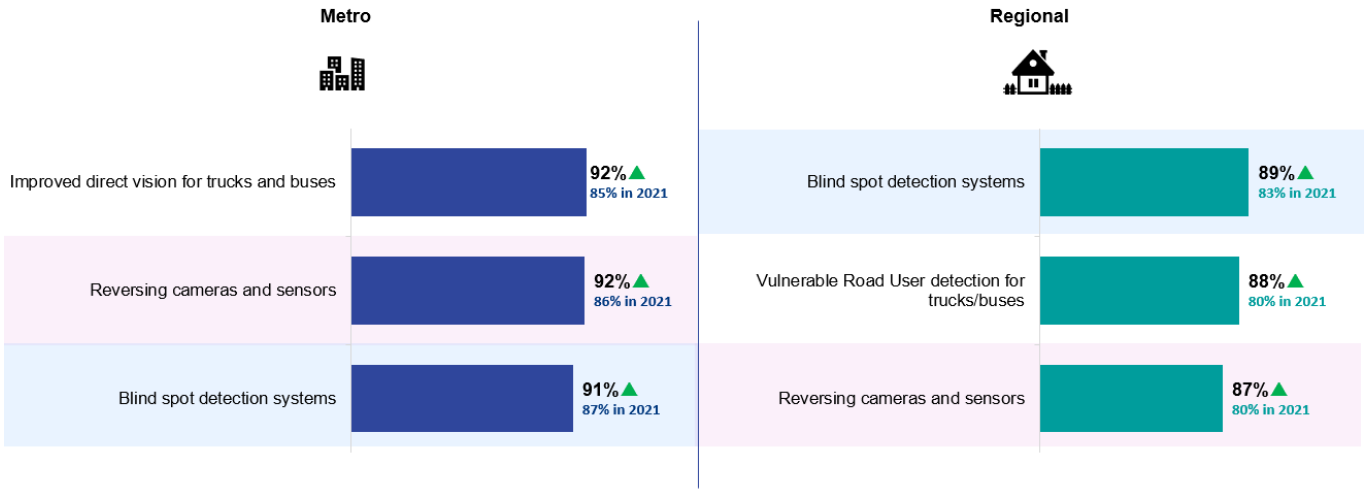
Base: Total sample | 2024 | Representative sample n=1,201; Male n=617; Female n=584
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
SQ1 Are you …
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample: metro/regional subgroup analysis

Figure 42 shows the top three safe vehicles countermeasures by metro and regional residents. As seen below, metro residents place greater importance on improved direct vision for trucks and buses, while regional residents would like to see vulnerable road user detection for trucks and buses. Views across each of the top three countermeasures by region increased significantly when compared to 2021 results.

Overall, metro residents are also more likely to place higher importance each of the safe vehicles countermeasures compared to their regional counterparts.

Figure 42. Safe vehicles, by location (representative sample) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Metro n=661; Regional n=540
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
SQ3 What is the postcode where you live?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Representative sample: other segment analysis

A number of significant differences between road user sub-groups are identified at a top two level (i.e. 'very' or 'fairly important'), such as:

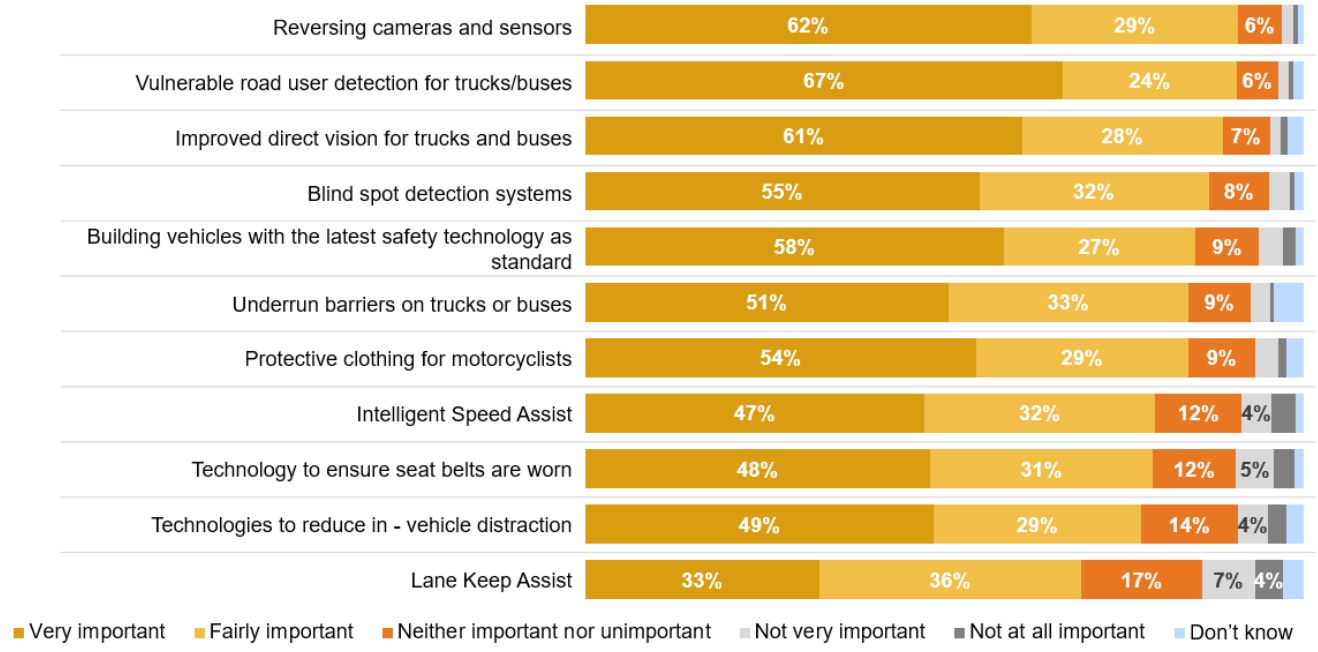
- CALD respondents are significantly more likely compared to the total to place stronger importance for promoting protective clothing for motorcycles (92%), intelligent speed assist (91%) and lane keep assist (86%); and
- Frequent heavy vehicle drivers (i.e. drive one or more a week) on the other hand, gave significantly less importance to:
  - Technology to ensure seat belts are worn (63%)
  - Underrun barriers on trucks or buses (65%)
  - Lane keep assist (56%); and
  - Technologies to reduce in-vehicle distraction (54%).

Open link sample

Figure 43 shows the open link sample respondents' importance towards the safe vehicles countermeasures. Open link respondents place highest importance on technologies assisting in vision and hazard detection among motor vehicles, trucks and buses including reversing cameras and sensors (91%), vulnerable road user detection for trucks/buses (91%) and improved direct vision for trucks/buses (89%).

Lane keep assist is the least important countermeasure from open link respondents at 69% rating this 'very or fairly important'. This low result was primarily due to the 11% rating this countermeasure as 'not very' or 'not at all important'.

Figure 43. Safe vehicles, open link



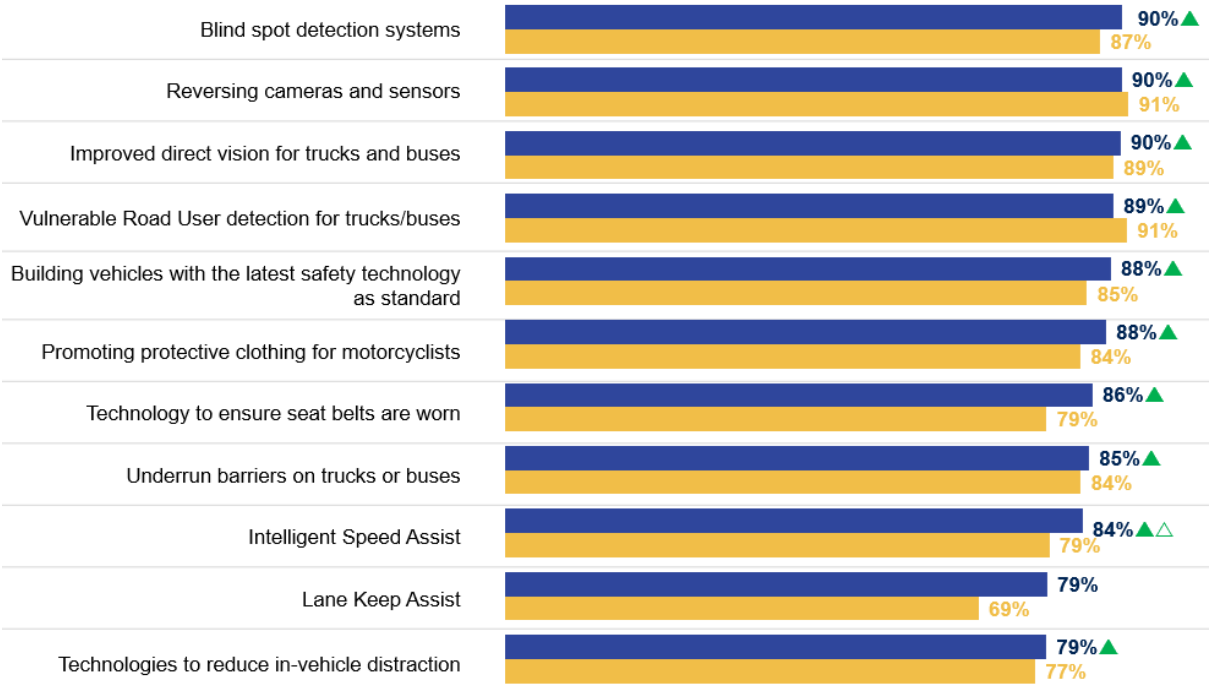
Base: Total sample | 2024 | Open link n=1,307
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important).
Labels 4% and below not shown for ease of reading.

Representative sample compared to the open link sample

Figure 44 compares the representative sample with the open link sample against the safe vehicles countermeasures. Views are generally aligned between the representative sample and open link, however we do note the following differences where the representative sample place much greater importance than the open link sample on lane keep assist (79% versus 69%) and technology to ensure seatbelts are worn (86% versus 79%).

Both groups share similar views with the importance of vehicle technologies assisting driver's vision and hazard detection, while lane keep assist and technologies to reduce in-vehicle distraction are the least important countermeasures from both groups.

Figure 44. Safe vehicles, representative sample compared to open link – Top 2 box



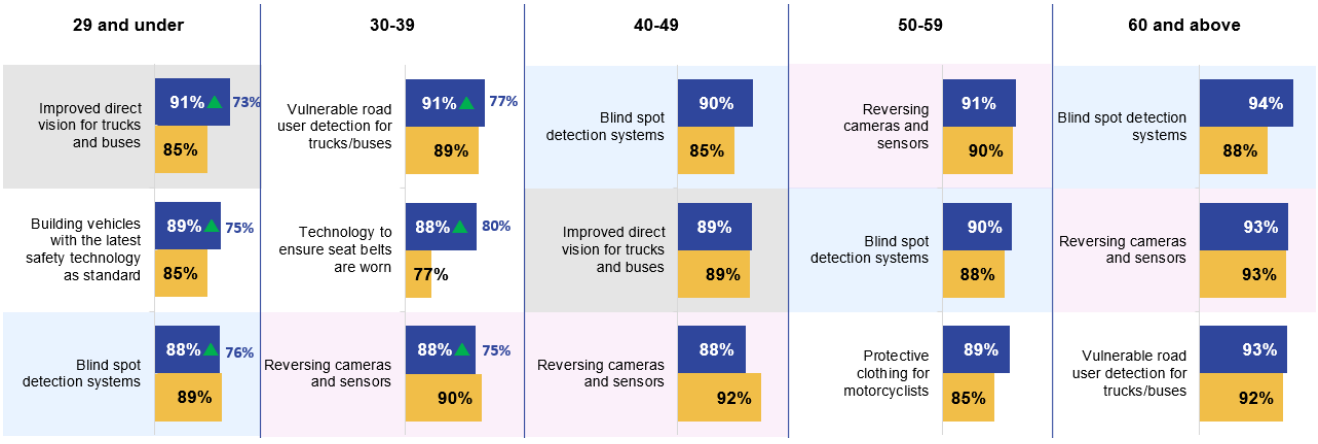
Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important) at Total sample sample.

Representative sample and open link sample: age subgroup analysis

Figure 45 looks at the top three safe vehicles countermeasures by age for the representative sample compared with the open link sample.

Improved direct vision for trucks and buses holds significantly greater importance in 2024 compared to 2021 among younger respondents aged 29 and younger (91% in 2024, was 73% in 2021), while those aged 30-39 placed significantly greater focus on vulnerable road user detection for trucks/buses this year (91% in 2024, was 77% in 2021). Systems to help with vision and detection hold greater importance to those aged 40 and above.

Figure 45. Safe vehicles, by age (representative sample compared to open link) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Representative sample n=1,201; 29 or under n=249; 30-39 n=213; 40-49 n=193; 50-59 n=194; 60 or over n=352 | Open link n=1,307; 29 or under n=100; 30-39 n=200; 40-49 n=308; 50-59 n=340; 60 or over n=359.
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.

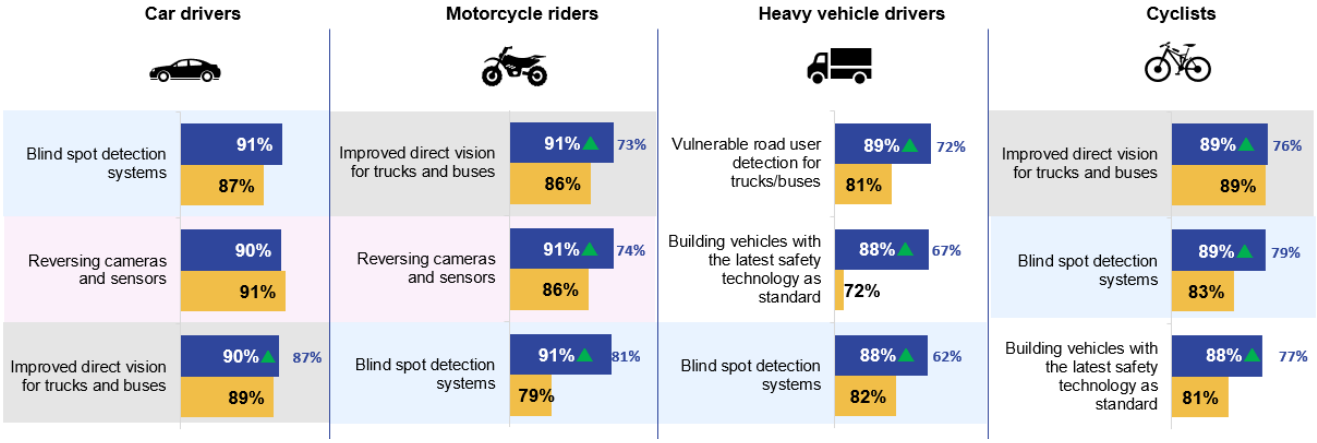
Representative sample and open link sample: vehicle subgroup analysis

Figure 46 looks at the top three safe vehicles by vehicle type for the representative sample compared with the open link sample.

Blind spot detection system was part of the top three most important countermeasures for all types of drivers (91% for car drivers, 91% for motorcyclists, 89% for heavy vehicle drivers and 89% for cyclists).

Heavy vehicle drivers placed greater importance on vulnerable road user detection for trucks/buses, which increased significantly from 2021 (89% in 2024, was 72% in 2021), while other road users felt improved direct vision for trucks and buses was more important (90% for car drivers, 91% for motorcyclist and 89% for cyclists). The latter countermeasure increasing significantly this year for car drivers (90% in 2024, was 87% in 2021), motorcycle riders (91% in 2024, was 73% in 2021), and cyclists (89% in 2024, was 76% in 2021).

Figure 46. Safe vehicles, by vehicle type (representative sample compared to open link) – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Car drivers n=1,088 Motorcycle riders n=124; Heavy vehicle drivers n=50; Cyclists n=389 | Open link n=1,307; Car drivers n=1,264; Motorcycle riders n=228; Heavy vehicle drivers n=117; Cyclists n=655.
Q16 Please tell us how important each of the following items is in your opinion in making our roads safer.
Q1 Which vehicles are you currently licenced to drive, including Learner and Provisional licences?
Q4 Have you ridden a bicycle on the road or footpath, in the past 12 months?
Note: Countermeasures ranked in descending order based on top 2 box results (i.e. very and fairly important)

Respondent concerns and comments about safe vehicles

Representative sample

Figure 47 shows the representative sample's suggestions when asked for additional comments around safe vehicles. The representative sample places a significantly higher emphasis on technology being adopted where possible (14% in 2024, 4% in 2021) but this also comes with a stronger worry around too great a reliance on technology used in cars (12% in 2024, 3% in 2021), showing the contrast in opinions around technology implemented for vehicle safety.

A newly added response around the need to do safety checks and servicing was seen in 2024 (4%) while a significantly lower percentage of responses indicated that cars are getting safer compared to the last wave (3% in 2024, 9% in 2021).

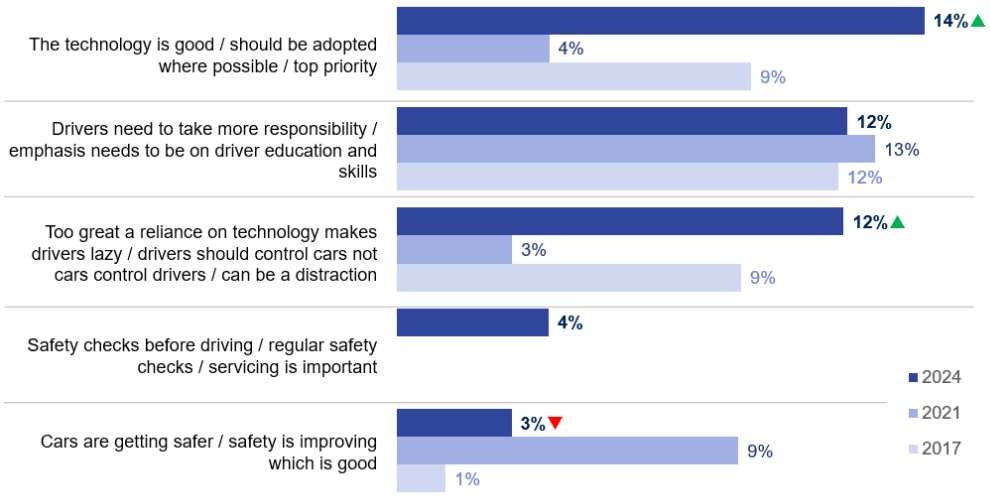
Below are some verbatims illustrating the juxtaposition in views around technology and safe vehicles:

- "I'm so pleased to see all the new, intelligent safety features in cars, buses and trucks. Every little bit helps"
- "Technology can help reduce the number of accidents"
- "Technologies to improve safety are good when they work"
- "There is too much reliance on modern tech, you can't beat your own eyes and ears"
- "My car has nearly every safety feature inbuilt, and I find it is rather nerve-racking and more of a distraction and off putting. Too much automaticity can result in greater complacency"; and
- "No aid can replace a driver's attention and may even make them more reliant on these systems which can fail".

Below as well are examples of mentions around the need for safety checks before driving:

- "Compulsory checks before you get into a car"
- "Check equipment of vehicle before driving"
- "Check the mechanical condition of the vehicle regularly, including the brake system, tires, lights, wipers, etc. Ensure that the vehicle is in good condition during driving to reduce accidents caused by mechanical failure"; and
- "Older vehicles may not have the safety systems fitted. This could cause problems in accidents. Servicing is more important than systems. Poor braking because of bad brakes is more dangerous than a car with no safety systems to tell the driver he is too close to another car".

Figure 47. Vehicle safety suggestions, representative sample



Base: Total coded sample | 2024 | Representative sample n=232
Q17 Do you have any other comments you'd like to make about vehicle safety?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2024 results

Open link sample

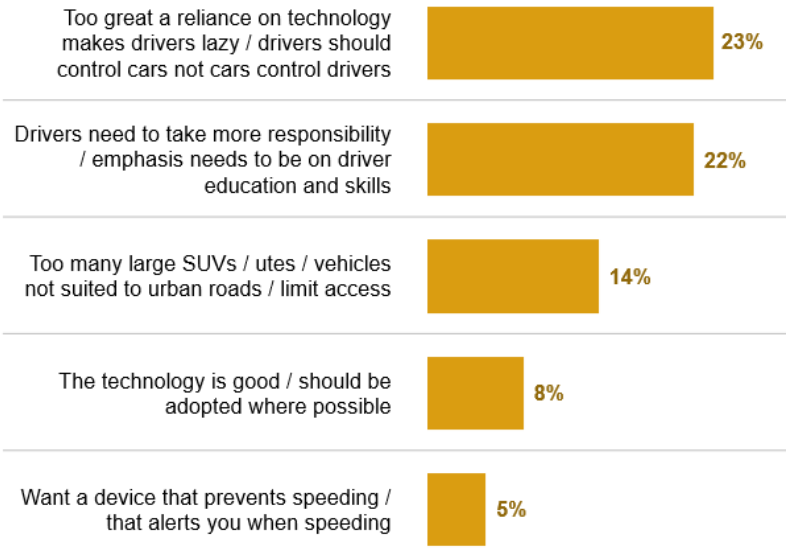
Figure 48 shows the topics raised by the open link sample respondents. Similar with the results from the representative sample, open link respondents also suggested an importance around drivers' responsibility (22%) but focused more on the negatives around relying too heavily on technology in vehicle safety (23%).

A noticeably higher proportion of open link respondents compared to the representative sample raised their concerns around there being too many large SUVs or unsuitable vehicles on the road (14%) while more people in this sample also wanted a device to prevent speeding (5%).

Below are some verbatims illustrating open link respondents' comments around the top three issues raised (too great a reliance on technology, drivers taking responsibility, and too many large SUVs):

- "There is a risk that systems give drivers a false sense of security, and they become reliant on them and don't drive with thought, care, and attention. This is where crashes can happen"
- "I do feel that vehicle safety technology is lulling people into a safe sense of security, and they are losing their ability to be aware of their surroundings"
- "Drivers have to accept responsibility and not rely on technology. There is a chance technology is allowing some drivers to not concentrate on road conditions, other traffic etc"
- "Although it's a bonus when a vehicle has the latest safety technology, I think the driver themselves should be responsible for and understand safety on the road. Drivers should never rely on the vehicle to manage safety for them. Not everyone can afford these luxury vehicles either"
- "Making people aware of the responsibility when they get behind the wheel is very important"
- "Cars are a lot bigger now, and instead there should be more focus on getting people out of large cars and into smaller cars. You can have all the technology in a car but it will not stop the damage of a driver in a big SUV killing a pedestrian compared to if they were driving a smaller car at a lower speed"; and
- "I think that there needs to be more rigorous checks and consequences for modified vehicles and more incentive for drivers to refrain from buying enormous American style trucks".

Figure 48. Vehicle safety suggestions, open link



Base: Total coded sample | 2024 | Representative sample n=232; Open link n=553
Q17 Do you have any other comments you'd like to make about vehicle safety?
Note: Open-ended question coded. Top 5 issues shown only. Issues ranked in descending order based on 2024 results

Planning for future transport system

Priorities for future road safety

Representative sample

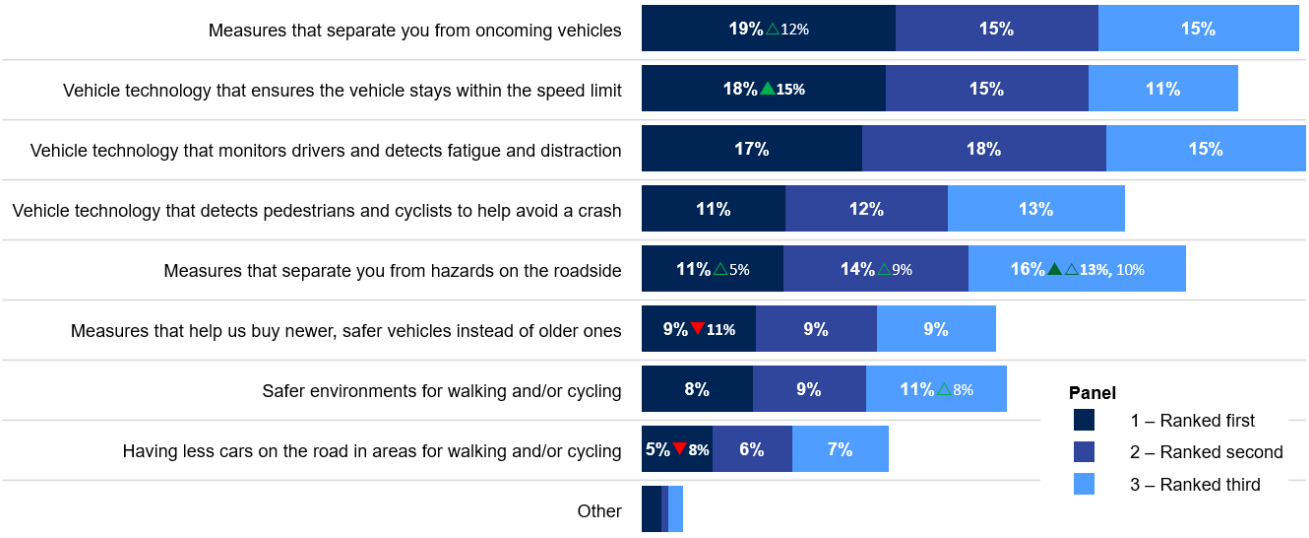
Figure 49 ranks future road safety priorities based on the NSW community's rating. Vehicle technology that monitors and detects drivers are rated as the first priorities in future road safety planning and include:

- Measures that separate you from oncoming vehicles (19% first ranking)
- Vehicle technology that ensures the vehicle stays within the speed limit (18% first ranking); and
- Vehicle technology that monitors drivers and detects fatigue and distraction (17% first ranking).

Only one positive significant change is identified in first rankings since 2021, with a significant increase in technology that ensures vehicles stay within the speed limit (18% in 2024, 15% in 2021). Significant decreases compared to 2021 were seen for measures that help people to buy newer vehicles instead of older ones (9% in 2024, 11% in 2021) and having less cars on the road in areas for walking or cycling (5% in 2024, 8% in 2021).

Since 2017, there is an increase in the proportion of the NSW community who would prioritise measures that separate from oncoming vehicles (19%, compared with 12% in 2017) and hazards on the roadside (11%, compared with 5% in 2017).

Figure 49. Priorities for future road safety (by ranking), representative sample



Base: Total sample | 2024 | Representative sample n=1,201
Q20 In planning for the future, we would like to know what you think will improve safety over the next 40 years.
Note: Statements ranked in descending order based on Panel first rank results

Representative sample

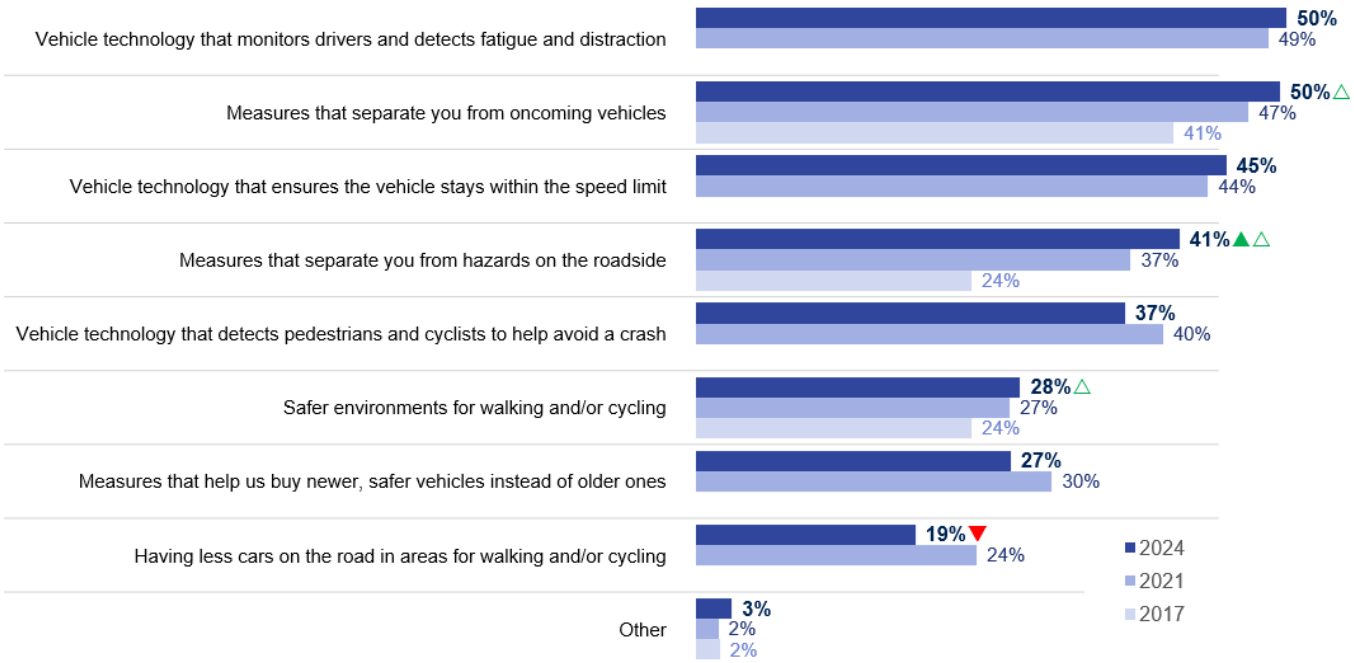
Figure 50 shows priorities for future road safety among the representative sample by year, based on total responses. Priorities have been changing over the years, with the following features increasing year on year in importance:

- Vehicle technology that monitors and detects fatigue and distraction
- Measures that separate you from oncoming vehicles (increasing significantly from 41% in 2017 to 50% in 2024)
- Vehicle technology that ensures the vehicle stays within the speed limit
- Measures that separate you from hazards on the roadside (increasing significantly from 24% in 2017 to 37% in 2021 and 41% in 2024); and
- Safer environments for walking and/or cycling (increasing significantly from 24% in 2017 to 28% in 2024)

By comparison, we also note the priorities which have declined in importance over the years:

- Vehicle technology that detects pedestrians and cyclists to help avoid a crash
- Measures that help us buy newer, safer vehicles instead of older ones; and
- Having less cars on the road in areas for walking and/or cycling (declining significantly from 24% in 2021 to 19% in 2024).

Figure 50. Priorities for future road safety (by total sample), representative sample by year



Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q20 In planning for the future, we would like to know what you think will improve safety over the next 40 years.
Note: Statements ranked in descending order based on Panel first rank results
Countermeasures without 2017 results were only added in the 2021 survey.

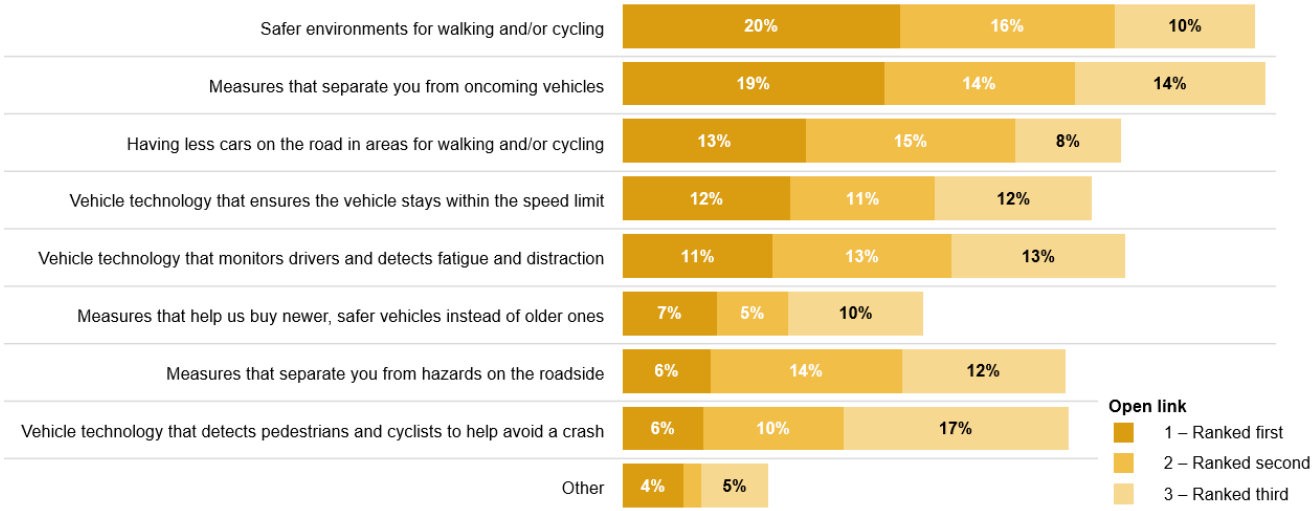
Open link sample

Figure 51 shows the priorities for future road safety planning from the open link sample by rankings. The open link sample has a much greater focus on pedestrian and/or cycling safety, with the top three first ranking choices including:

- Safer environments for walking and/or cycling (20% first ranking)
- Measures that separate you from oncoming vehicles (19% first ranking); and
- Having less cars on the road in areas for walking and/or cycling (13% first ranking)

Interestingly, ranking lowest in the first priory list was vehicle technology that detects pedestrians and cyclists to help avoid a road crash (6% first ranking), with this cohort more focused on safer environments and separation rather than shared spaces and detection.

Figure 51. Priorities for future road safety (by ranking), open link

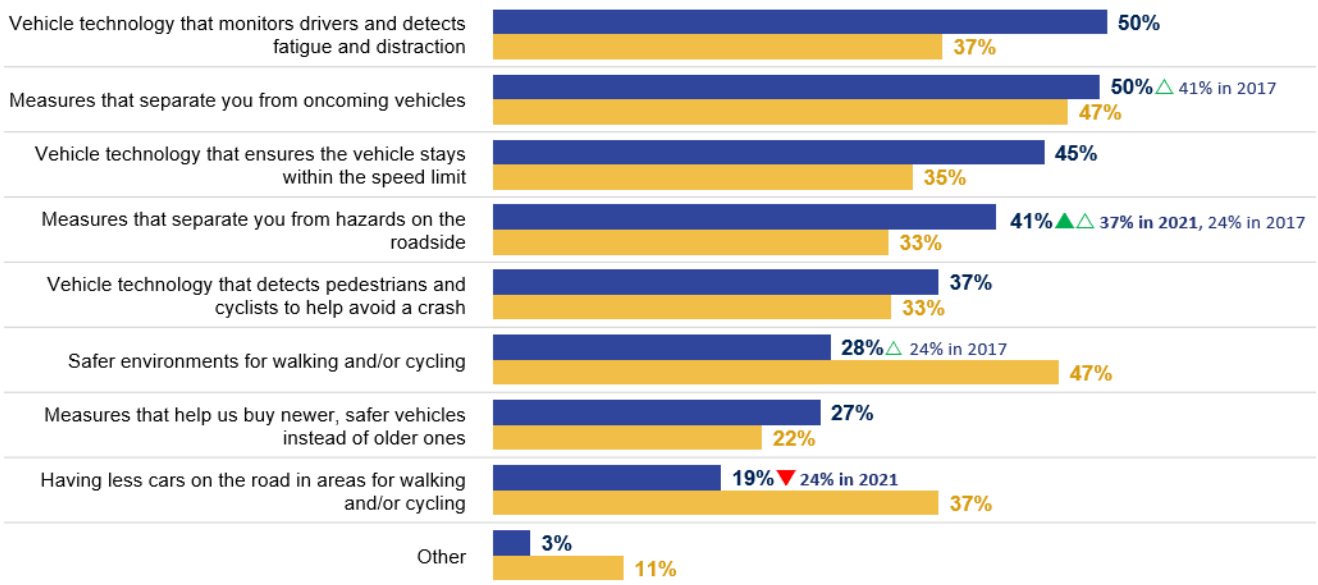


Base: Total sample | 2024 | Open link n=1,307
Q20 In planning for the future, we would like to know what you think will improve safety over the next 40 years.
Note: Statements ranked in descending order based on Panel first rank results

Representative sample compared to the open link sample

Figure 52 compares the representative sample with the open link sample against countermeasures to improve vehicle safety in the future across the total sample. The representative sample are more likely to select countermeasures which include improvements to vehicle technology such as monitoring speeds and distractions, while the open link sample has a greater focus on pedestrian and cyclist safety and separation from vehicles.

Figure 52. Priorities for future road safety, representative sample compared to open link – Top 2 box



Base: Total sample | 2024 | Representative sample n=1,201; Open link n=1,307
Q20 In planning for the future, we would like to know what you think will improve safety over the next 40 years.
Note: Statements ranked in descending order based on Panel first rank results

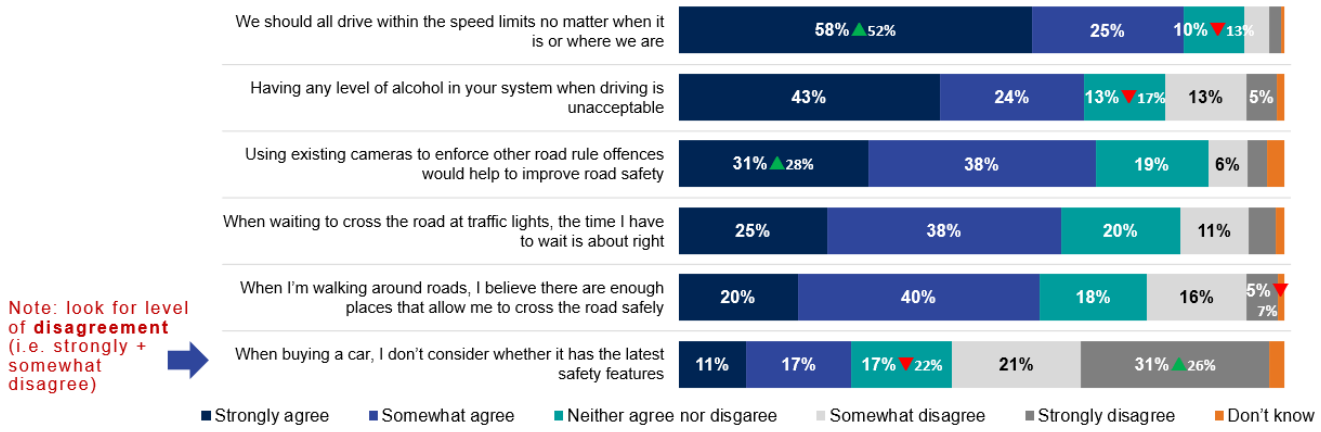
Road safety attitudes and perceptions

Representative sample

Figure 53 shows NSW community attitudes towards different road users' behaviours. The vast majority strongly agree that drivers should drive within speed limits; increasing significantly compared to 2021 (58% in 2024, 52% in 2021). A similarly high proportion of the representative sample strongly agree with having any level of alcohol in your system when driving is unacceptable (43%) and the use of existing cameras for law enforcement on the roads to improve safety (31% - which increased significantly compared to 28% strongly agree in 2021).

Community consensus is at its lowest around considerations regarding the latest safety features when it comes to buying a car, with 52% showing the desirable attitude (i.e. disagreeing somewhat or strongly that these features should not be considered).

Figure 53. Road safety attitudes and perceptions, representative sample

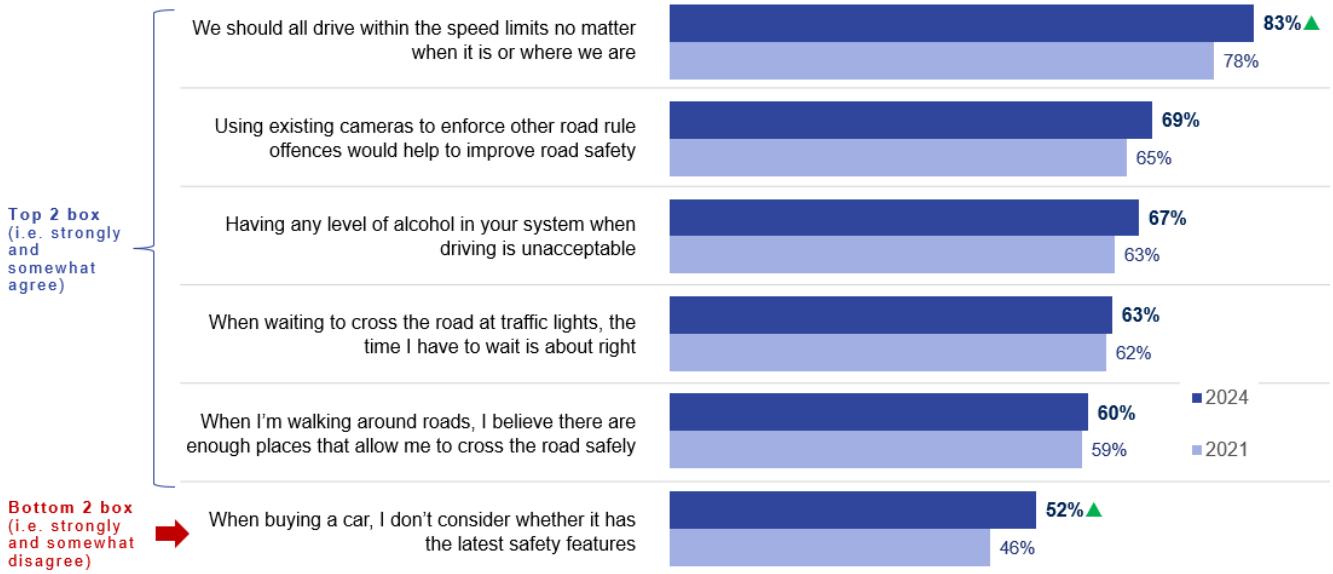


Base: Total sample | 2024 | Representative sample n=1,201
Q18 To what extent do you agree, or disagree, with the following statements?
Note: Labels 4% and below not shown for ease of reading. Statements ranked in descending order based on 'Strongly agree'.
Question was added in 2021, thus, there is no significance comparisons to 2017.

Representative sample

Figure 54 shows road users' attitudes and behaviours towards road safety among the representative sample by year. Compared to 2021, the attitudes towards each of the behaviours increased. Significant differences compared to 2021 were seen to drive within the speed limits no matter when or where (83% in 2024, 78% in 2021 who agree) and for not considering the latest safety features when buying a car (52% in 2024, 46% in 2021 who disagree).

Figure 54. Road safety attitudes and perceptions, representative sample by year – Top 2 box



Base: Total sample | Representative sample | 2024 n=1,201, 2021 n=1,246
Q18 To what extent do you agree, or disagree, with the following statements?
Note: Top 2 box results shown for all but Bottom 2 box used for 'When buying a car, I don't consider whether it has the latest safety features' instead.
Statements ranked in descending order based on 'Top 2 Box results (i.e. strongly and somewhat agree).
Question was added in 2021, thus, there are no results for 2017.

Representative sample: other segment analysis

A number of significant differences between road user sub-groups are identified at a top two level (i.e. 'strongly agree' or 'somewhat agree') or at a bottom two level only for when buying a car, I don't consider whether it has the latest safety features (i.e. 'strongly disagree' or 'somewhat disagree'):

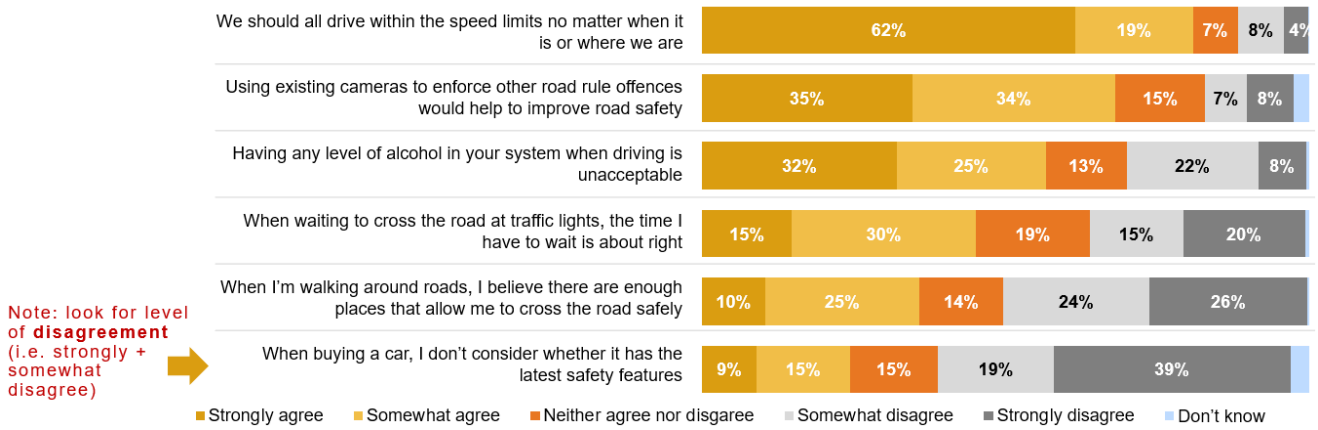
- When compared to the total, male respondents (87%) and people aged 60 and over (89%) were significantly more likely to agree that we should all drive within the speed limits no matter when it is or where we are
- CALD respondents (77%) and those with learner licences (86%) were significantly more likely to agree that using existing cameras to enforce other road rule offences would help to improve road safety
- People who identify as Aboriginal and/or Torres Strait Islander were significantly more likely to agree that there is enough wait time when waiting to cross the road at traffic lights (76%)
- Having any level of alcohol in your system when driving was viewed with stronger agreement at a significant level for learner licence holders (83%), CALD respondents (78%) and low-income households earning less than $39,999 (75%) while conversely, high-income households (earning above $120,000) were significantly less likely compared to the total to agree (58%); and
- When looking at people who believe that when buying a car it is important to consider whether it has the latest safety features (i.e. disagree that they do not consider latest safety features when buying a car), high-income households earning above $120,000 had stronger agreement (64%) as well as infrequent walkers who walk less than once a week (61%).

Open link sample

Figure 55 shows the open link sample respondents' agreement towards the road safety attitudes and behaviours. Open link respondents place highest agreement on driving within the speed limits (62% strongly agree), using existing cameras to enforce rules (35% strongly agree), and that having any level of alcohol is unacceptable (32% strongly agree).

Having enough places to cross the road safely when walking has the lowest agreement from open link respondents at 36% rating this 'strongly or somewhat agree'. Even though not considering safety features when buying a car has the least agreement, this statement needs to look for the level of disagreement (strongly or somewhat disagree) to show that people do consider safety measures when buying a new car (58%).

Figure 55. Road safety attitudes and perception, open link



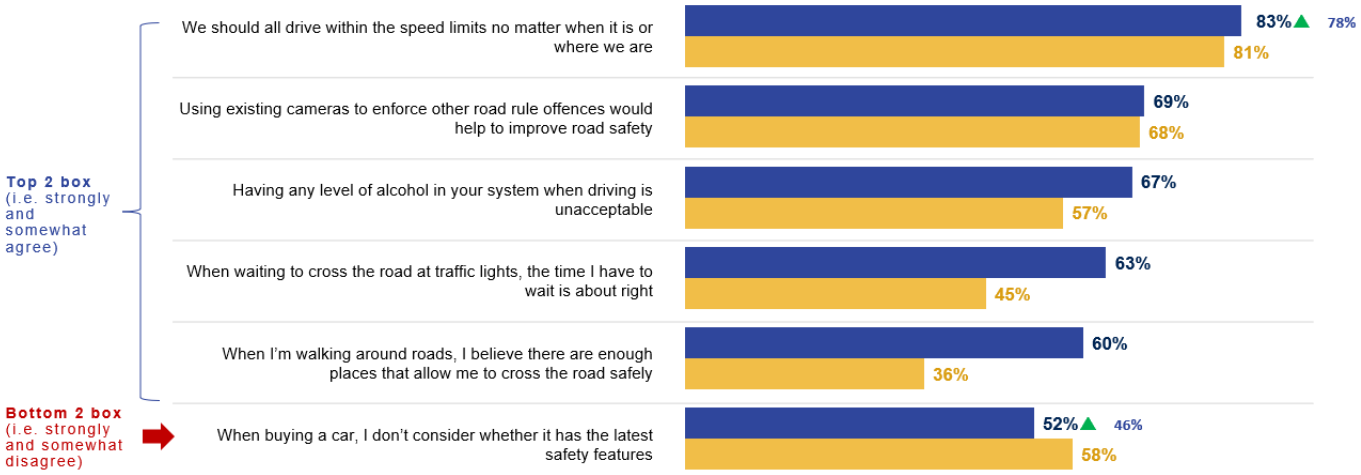
Base: Total sample | 2024 | Open link n=1,307
Q18 To what extent do you agree, or disagree, with the following statements?
Note: Labels for 'Don't know' not shown for ease of reading. Question added in 2021, therefore there is no 2017 comparative data
Labels 4% and below not shown for ease of reading.

Representative sample compared to the open link sample

Figure 56 compares the representative sample with the open link sample against the road safety attitudes and behaviours. Similar attitudes to the representative sample are observed within open link respondents. However, the levels of agreement tend to be lower than the representative sample especially where there is enough waiting times at traffic lights (45% open link sample compared to 63% in representative sample) and having enough places to cross the road safely (36% open link sample compared to 60% in representative sample).

The open link responses did feel stronger than the representative sample, however, when it came down to making sure when buying a car, to consider it has the latest safety features (58% open link sample compared to 52% in representative sample).

Figure 56. Road safety attitudes and perceptions, representative sample compared to open link – Top 2 box



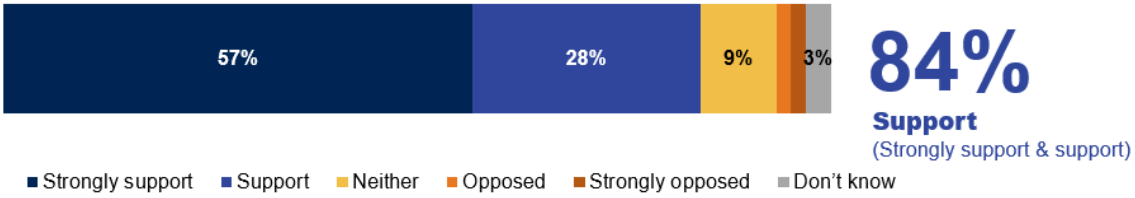
Base: Total sample | 2024 | Panel n=1,201; Open link n=1,307
Q18 To what extent do you agree, or disagree, with the following statements?
Note: Top 2 box results shown for all but Bottom 2 box used for 'When buying a car, I don't consider whether it has the latest safety features' instead.

Zero road toll on NSW roads by 2056

Representative sample

Figure 57 shows the level of community support for the NSW Government in aiming for a zero-road toll by 2056. Most of the NSW community support this road safety goal from the Government, with over four in five (84%) endorsing which is the same level of support in 2021 (84%). No significant differences were identified when compared to 2021.

Figure 57. Zero road toll on NSW roads by 2056, representative sample



Base: Total sample | 2024 | Representative sample n=1,201
Q19 Do you support the NSW Government in aiming for a zero-road toll by 2056 (i.e. zero deaths on NSW roads)?
Note: Labels below 3% not shown for ease of reading. No significant differences compared to 2021 Panel results.
Question was only added in 2021, thus, there are no results for 2017 to compare to.

Those significantly more likely to support (indicated 'strongly support' or 'support') compared to the total the zero road toll by 2056 objective are:

- Males (88%)
- Provisional licence holders (94%); and
- Frequent public transport users (once or more a week) (89%).

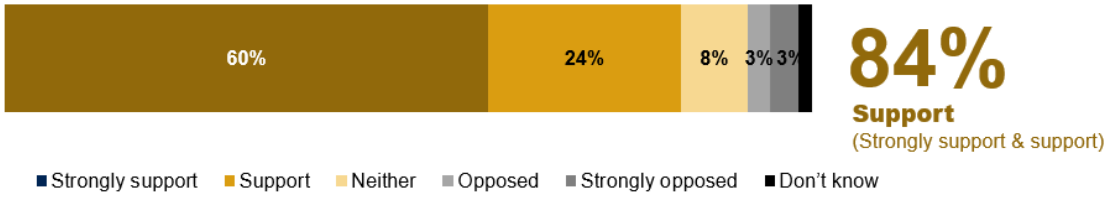
Those significantly less likely to support (indicated 'strongly support' or 'support') compared to the total the zero road toll by 2056 objective are:

- Females (80%)
- Heavy vehicle licence owners (71%); and
- Infrequent (drive less than once a week) car drivers (75%) and heavy vehicle drivers (68%).

Open link sample

Figure 58 shows the zero road toll support results from the open link respondents. The level of support in the open link respondents is the same as the representative sample, although there is a higher level of people who strongly support the initiative (60%) compared to the representative sample (57%).

Figure 58. Zero road toll on NSW roads by 2056, open link



Base: Total sample | 2024 | Representative sample n=1,307
Q19 Do you support the NSW Government in aiming for a zero-road toll by 2056 (i.e. zero deaths on NSW roads)?
Note: Labels below 3% not shown for ease of reading. No significant differences compared to 2021 Panel results.

Conclusions

The primary road safety concerns in 2024 are drink driving, speeding and drivers being distracted – a slight change from previous waves, with drug driving moving out of the top three issues of importance this year. Countermeasures are aligned with spontaneous mentions, which show consistency in key views.

Concerns around unsafe roads have been growing over the years and increasing significantly in importance from 2017 to 2024. Open link respondents feel more strongly about this, with more than one in two respondents from the open link sample believing the issue is important. Similar support is also replicated across the spontaneous mentions within the NSW community, with calls for safer road features and improved road maintenance. The issue of unsafe roads is also highlighted through many countermeasures which reinforces its overarching concern to citizens.

Safe roads and safe speeds

The NSW community interpret safe roads and safe speeds as countermeasures which improve the safety of roads for drivers and pedestrians, and their importance is reflected within their top preferences. This is similarly correlated to the spontaneous mentions of issues of importance, with road maintenance concerns impacting vehicle safety, and improved pedestrian safety highlighted by both samples.

Speeding, an ongoing concern among the community, and where respondents acknowledge speeds should be reduced in some areas did not correlate with their views towards speed and detection cameras. These safety countermeasures may likely be associated with revenue raising, rather than improving road safety, which could be the reason they remain the least important.

Safe road users

The safety of heavy vehicle users; those driving trucks and buses remains one of the key priorities within the NSW community. Views are aligned across both the representative and open link samples, previous waves and importance rankings of other countermeasures contained within this study.

Similarly, education and training of young people and overall within the community comes out more strongly this wave among both the open link and representative samples. Views are confirmed through spontaneous mentions and within the safe road users theme, and reinforced among other countermeasures to highlight its importance.

Connections are also seen within the theme of greater enforcement of the law and police presence; spontaneously mentioned by both samples, and coincides with the countermeasures under safe road users, safe roads and safe speeds.

Safe vehicles

Vehicle technologies that assist in enhancing vision and hazard detection for motor vehicles, trucks and buses continue to be prioritised within the representative and open link samples in 2024. This includes blind spot detection, reversing cameras and sensors, building vehicles with the latest safety features, and vulnerable road user detection.

However, while both cohorts agree that technology can improve vehicle safety and should remain a top priority, views are conflicting. There is an overarching community concern that drivers place too much reliance on this technology, with driver complacency taking over; especially among the open link sample. This is reinforced with spontaneous views that drivers should take more responsibility of their actions on the roads and need to reinforce road safety as everyone's responsibility.

Greater emphasis on the safety of trucks and buses is highlighted throughout the study in 2024 and across all road user types – not just heavy vehicle drivers. This aligns with the community concern towards their safety, and the safety of others within their presence on the roads.

Planning for future transport system

Despite earlier community concerns that too much reliance is placed in technology, in planning for the future, enhanced vehicle technology is seen as a key driver of improved road safety, and technologies which include monitoring speeds and distractions and helping drivers divert from road hazards have a priority future focus.

Positively, agreement towards each of the promoted road safety behaviours increased in 2024 among the representative sample, and significantly so in the agreement that we should all drive within the speed limits. These views reinforce the overall concern regarding speeding through the study, and the importance placed on countermeasures to reduce speed limits and increase police presence around speeding.

Pedestrian and cyclist safety continue to be reinforced as another area of focus; especially among the open link sample. Its focus is likely heightened due to the over-representation of these sub-segments within with the open link sample; however, the reoccurring nature of the concerns through the study highlights its importance among the community.

There is also a high-level of community support for the NSW Government's aim for a zero-road toll by 2056, with 84% respective support from both the representative and open link samples.

Appendices

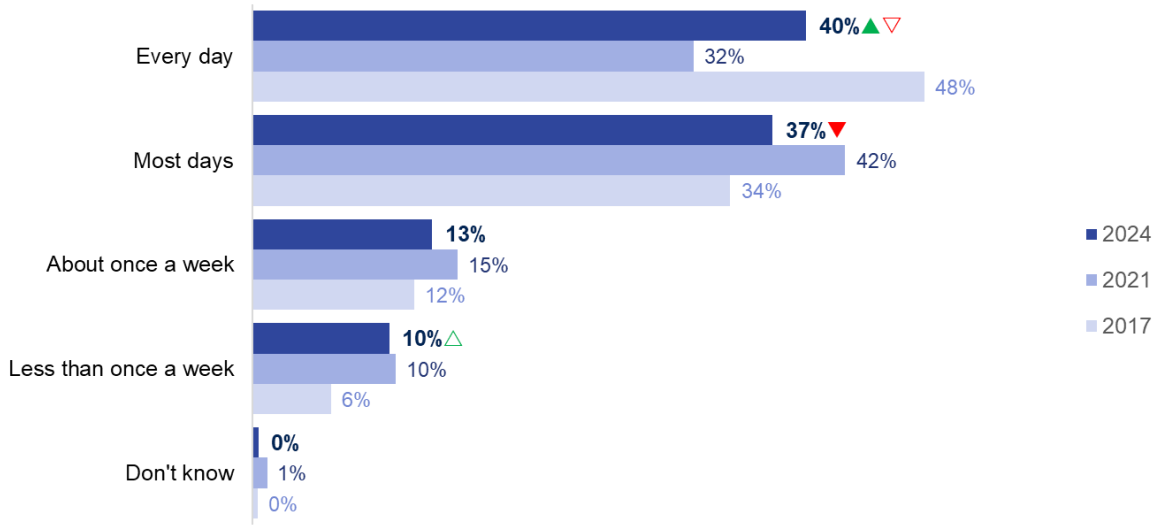
Appendix A Demographics

Car use

One in four car drivers in the representative sample drive every day (40%), which increased significantly from 2021 (32%) but is significantly lower compared to 2017 (48%). Just over one third of NSW citizens drive most days (37%).

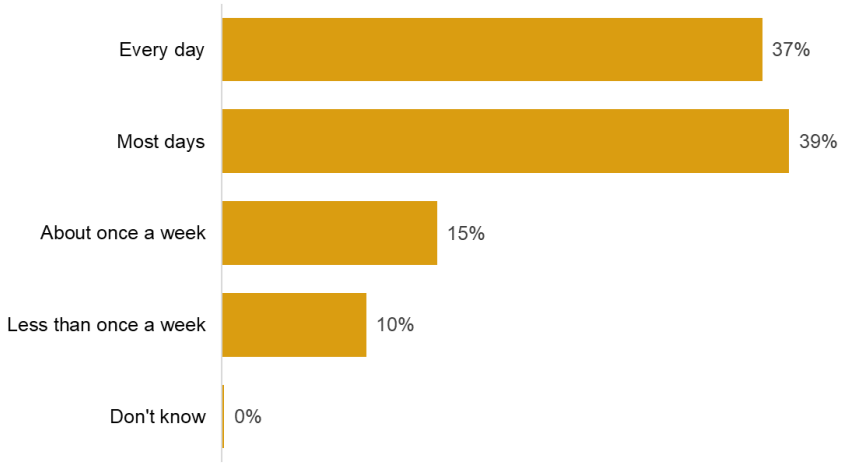
Significant differences compared to the total were identified:

- Those aged under 29 years are significantly less likely to drive their car most days (28%), while those age 60+ are significantly more likely to drive their car most days (47%)
- Regional residents are significantly less likely to drive their car less than once a week (5%)
- Those with a learner licence are significantly more likely to drive their car about once a week (29%) and less than weekly (39%)
- People who use public transport will drive their car about once a week (18%) and less than weekly (16%)
- CALD are significantly more likely to drive their car about once a week (20%); and
- Household incomes less than $39,999 are significantly less likely to drive their car every day (29%); while those with incomes more than $120,000 are significant more likely to drive every day (48%).



Base: Total car drivers | Representative sample | 2017 n=1132, 2021 n=1004, 2024 n=1088
Q5 How often do you drive a car?

Car use among the open link sample is similar to that of the representative sample.



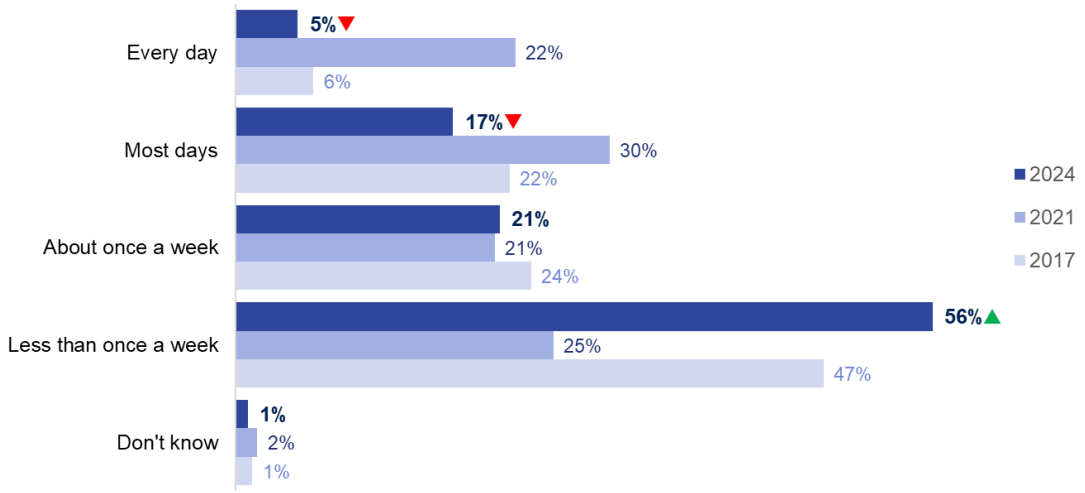
Base: Total car drivers | 2024 | Open-link n=1264
Q5 How often do you drive a car?

Motorcycle use

A majority of those in the representative sample with a motorcycle licence are riding less than once a week (56%) which increased significantly compared to 2021 (25%). The proportion of daily motorcycle riders decreased significantly in 2024 (5%) compared to 2021 (22%) but is consistent to 2017 results (6%).

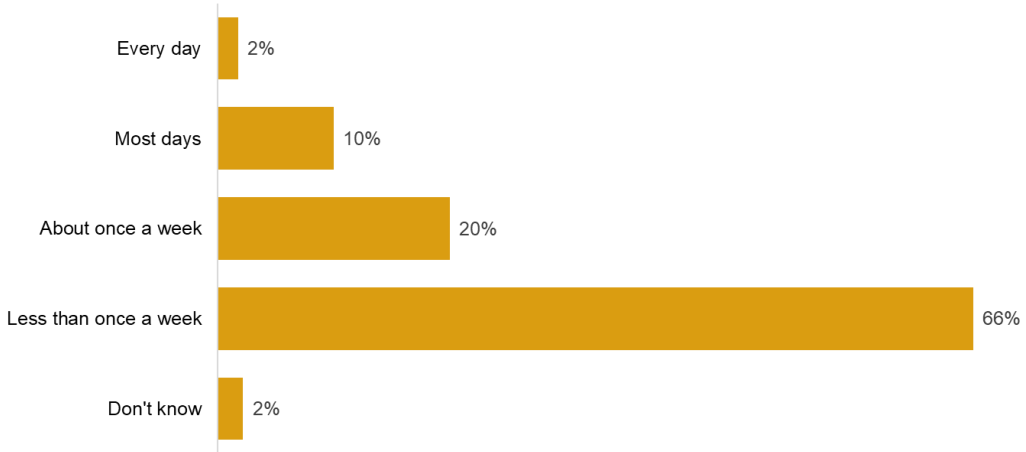
Significant differences compared to the total were seen for:

- People aged between 30 – 39 years old are significantly less likely to ride a motorcycle less than once a week (32%); while those aged 60+ are significantly more likely to ride a motorcycle less than once a week (76%)
- Those who drive heavy vehicles are significantly more likely to ride a motorcycle every day (29%); and
- Cyclists are significantly more likely to ride a motorcycle most days (33%)



Base: Total motorcycle licence holders | Representative sample | 2017 n=161, 2021 n=230, 2024 n= 124
Q6 How often do you ride a motorcycle?

Motorcycle use among the open link sample shows similar trends.



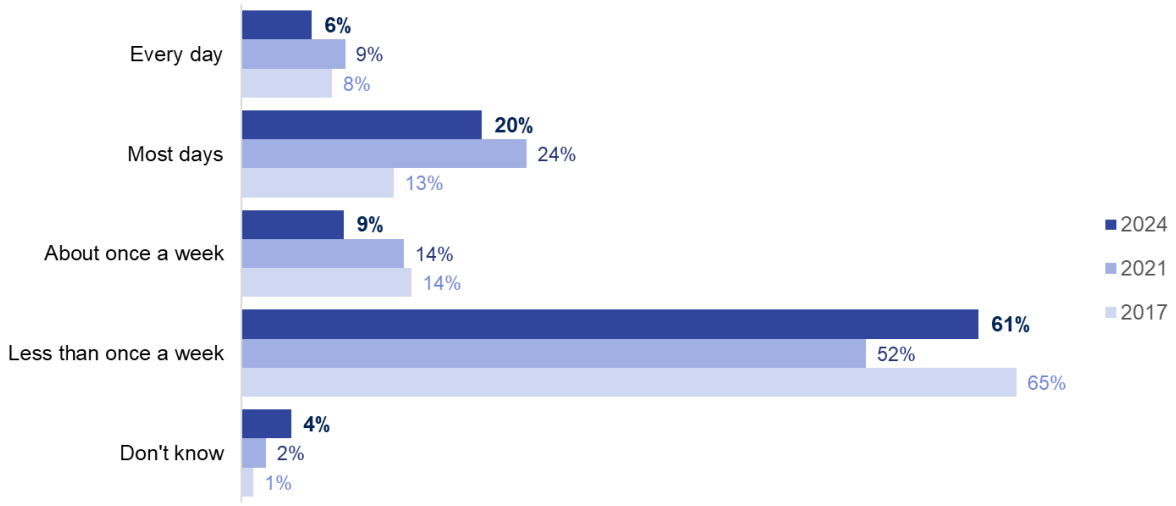
Base: Total motorcycle licence holders | 2024 | Open-link n=228
Q6 How often do you ride a motorcycle?

Heavy vehicle use

Over half (61%) of heavy vehicle licence holders in the representative sample drive a heavy vehicle less than once a week; and one in five drive a heavy vehicle most days.

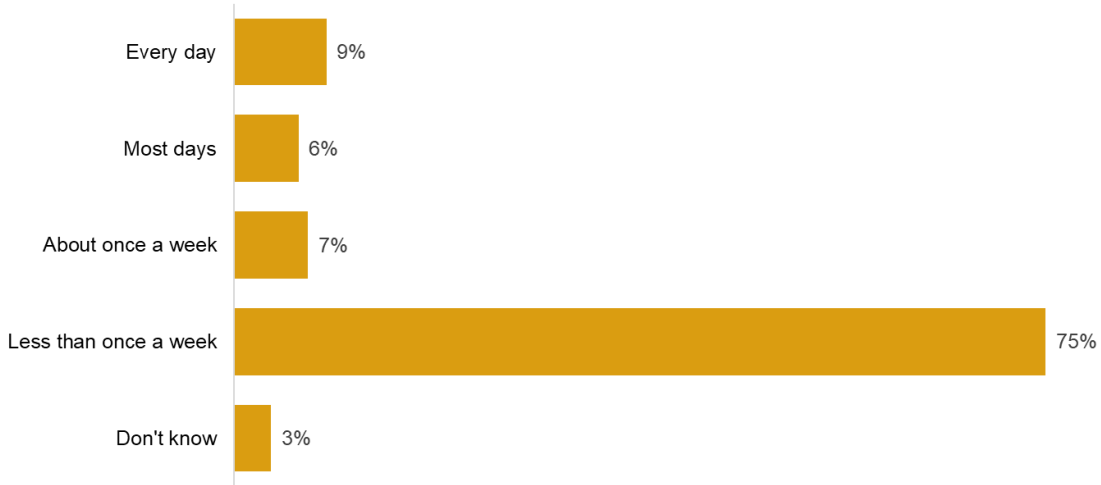
Significant differences compared to the total were seen for:

- Males are significantly more likely to drive a heavy vehicle only about once a week (74%)
- Those who spend more than 21+ hours driving a week are significantly more likely to drive a heavy vehicle most days (58%); and
- Aboriginal identifying respondents are significantly more likely to drive a heavy vehicle most days (60%).



Base: Total heavy vehicle licence holders | Representative sample | 2017 n=92, 2021 n=102, 2024 n=244
Q5c How often do you drive a heavy vehicle?

Open link sample respondents who drive a heavy vehicle are more likely to do so less than once a week (75%). Unlike the representative sample, very few drive daily or most days.



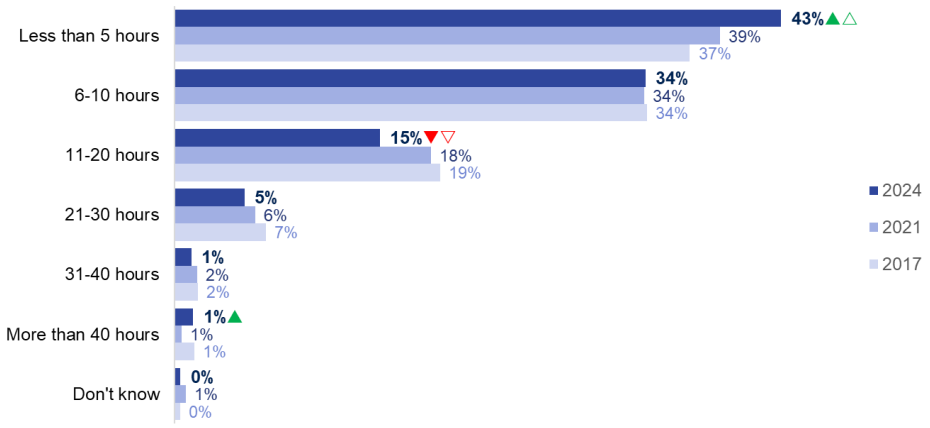
Base: Total heavy vehicle licence holders | 2024 | Open-link n=117
Q5c How often do you drive a heavy vehicle?

Hours driven or ridden per week

Two in five (43%) road users in the representative sample spend less than 5 hours driving or riding each week which increased significantly compared to 2021 (39%) and 2017 (37%). People are spending less hours on the road compared to previous years as seen by the continued downward trend for those driving or riding 11-20 and 21-30 hours.

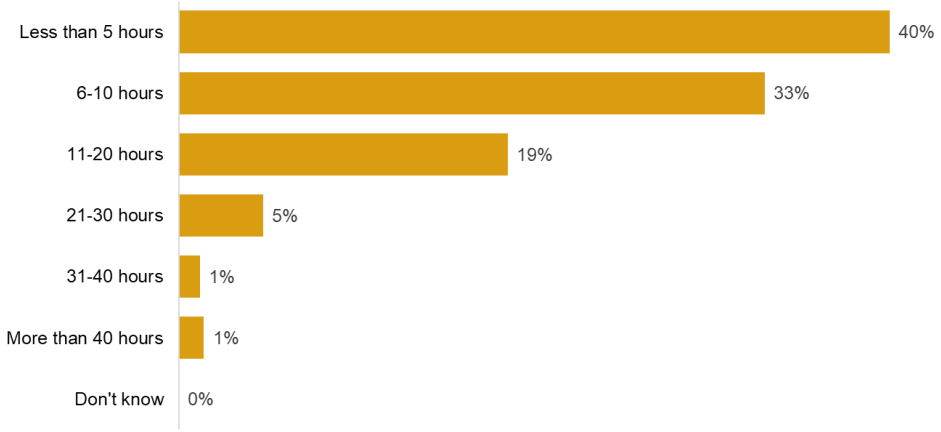
Significant differences compared to the total were seen for:

- Female road users are significantly less likely to drive or ride for less than five hours per week (38%) and male road users are significantly more likely to drive or ride for less than five hours per week (50%)
- People aged 30 – 39 years old are significantly less likely to drive or ride less than five hours in a week (34%), while those aged 60+ are significantly more likely to drive or ride for less than five hours (57%)
- People with a heavy vehicle licence are significantly more likely to drive more than 40 hours a week (10%) which increases in percentage if they drive a heavy vehicle frequently (once or more a week) (28%)
- People with a background of Aboriginal and/or Torres Strait Islander decent are significantly more likely to drive or ride more than 40 hours per week (7%); and
- People with a household income of $39,999 or less are significantly more likely to drive or ride less than five hours in a week (55%) while households earning between $80,000 – $119,000 are significantly less likely to drive or ride less than 5 hours in a week (36%).



Base: Total that have driven/ridden within the last 6 months | Representative sample | 2017 n=1121, 2021 n=1078, 2024 n=1067
Q7 How many hours per week do you estimate you drive/ride in total?

Hours driven per week in the open link sample is similar to trends seen in the representative sample.



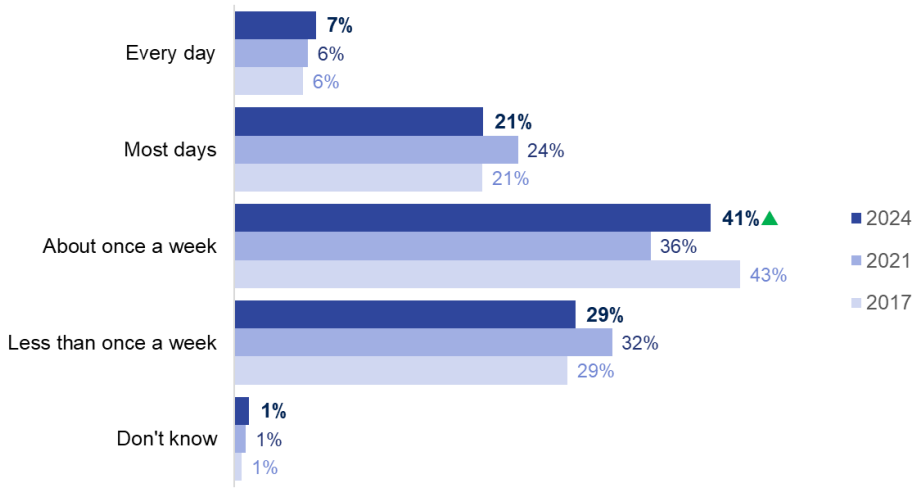
Base: Total that have driven/ridden within the last 6 months | 2024 | Open-link n=1252
Q7 How many hours per week do you estimate you drive/ride in total?

Frequency of travelling in a car or on a motorcycle as a passenger

Most of those who travel in a car or on a motorcycle as a passenger do so about once a week (41%), or less frequently (29%).

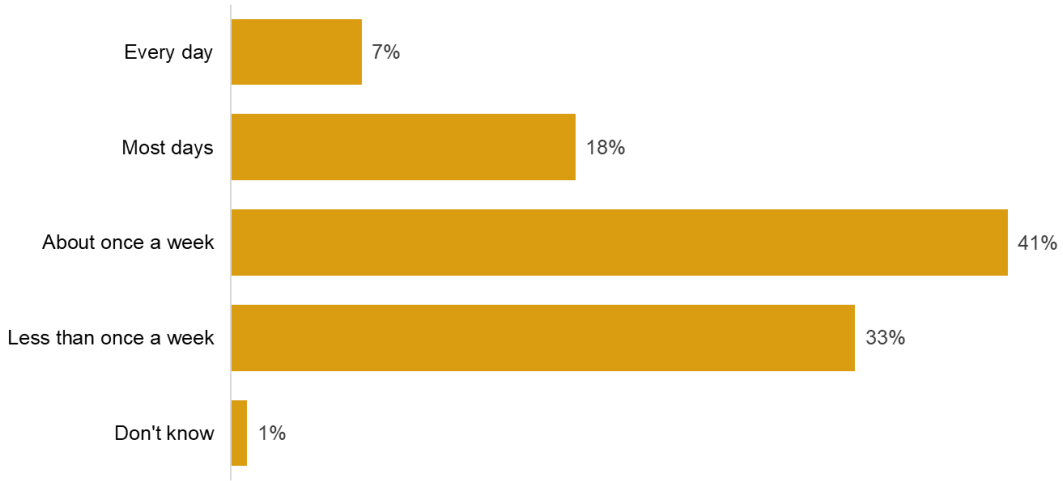
Significant differences compared to the total were seen for:

- Female respondents are significantly more likely to travel in a car or motorcycle as a passenger less than once a week (35%), while male respondents are significantly less likely to do so (24%)
- Frequent heavy vehicle drivers are significantly more likely to travel as a passenger every day (23%)
- People who have experienced a serious crash personally are significantly less likely to travel as passenger less than once a week (22%); and
- Indigenous Australians are significantly more likely to travel as a passenger every day (18%).



Base: Total who travel in a car or motorcycle as a passenger | Representative sample | 2017 n=828, 2021 n=765, 2024 n=837
Q8c Typically, how often do you... travel in a car or motorcycle as a passenger?

Frequency of travelling as a passenger among the open link sample shows similar trends.



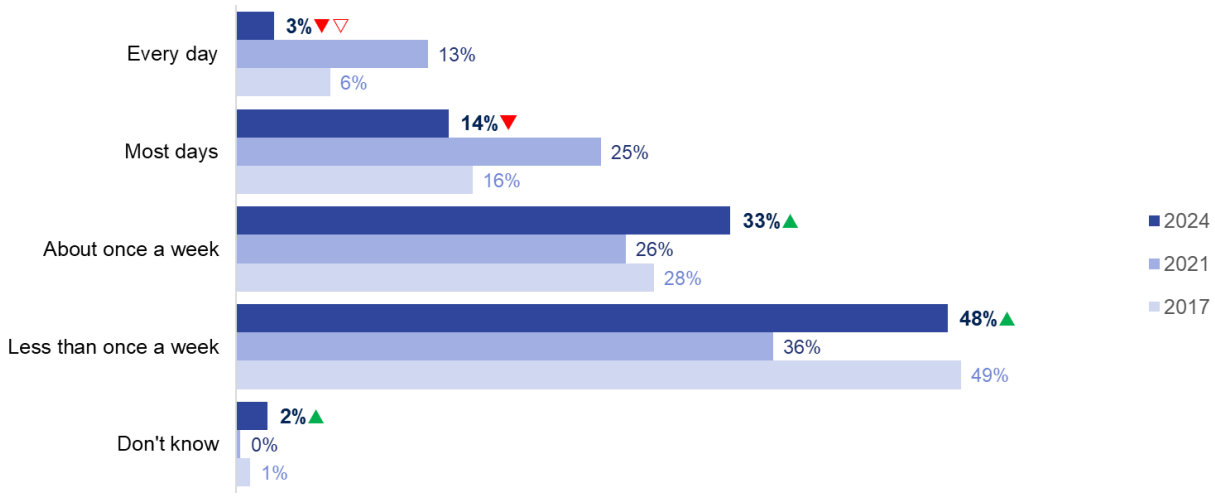
Base: Total who travel in a car or motorcycle as a passenger | 2024 | Open-link n=940
Q8c Typically, how often do you... travel in a car or motorcycle as a passenger?

Cycling frequency

Cycling frequency is declining. Cyclists are significantly less likely to be cycling every day (3%) or on most days (14%) compared to 2017, and significantly more likely to be cycling once a week (33%) or less than weekly (48%).

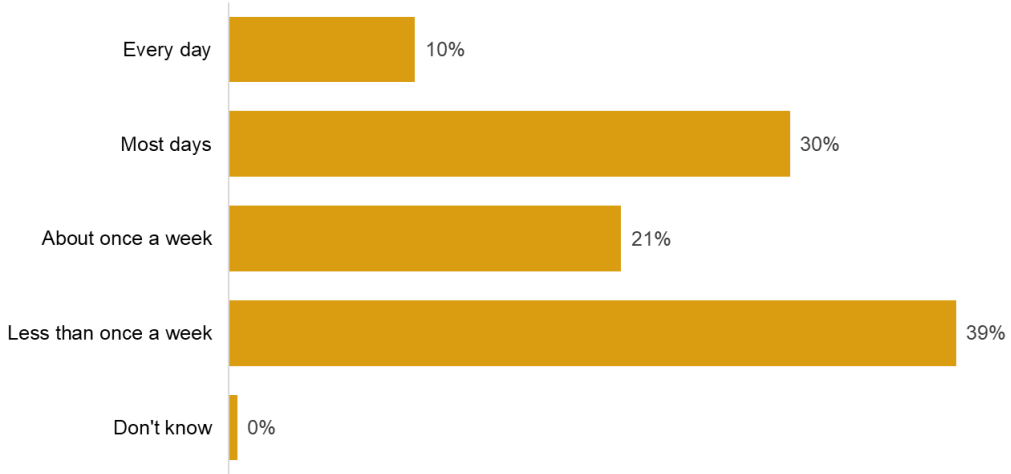
Significant differences compared to the total were seen for:

- Learner licence holders are significantly more likely to ride a bicycle every day (14%)
- People who walk less than once a week are significantly more likely to also ride a bicycle less than once a week (64%)
- People with an Aboriginal and/or Torres Strait Islander background are significantly more likely to ride a bicycle every day (13%); and
- Households earning between $40,000 - $79,999 per year are significantly more likely to ride a bicycle most days (24%).



Base: Total bicycle riders | Representative sample | 2017 n=447, 2021 n=471, 2024 n=389
Q5d How often do you ride a bicycle?

Open link respondents cycle more frequently on average than the representative sample, with 40% cycling every day or most days.



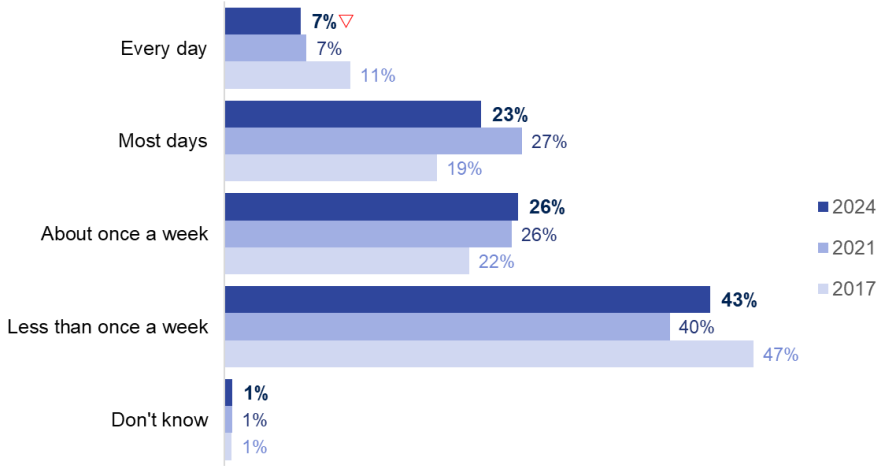
Base: Total bicycle riders | 2024 | Open-link n=655
Q5d How often do you ride a bicycle?

Frequency of public transport use

Public transport is being used less frequently among the representative sample, with most users doing so less than once a week (43%). Less than one-tenth of respondents are using public transport every day (7%), which is significantly lower than in 2017 (11%).

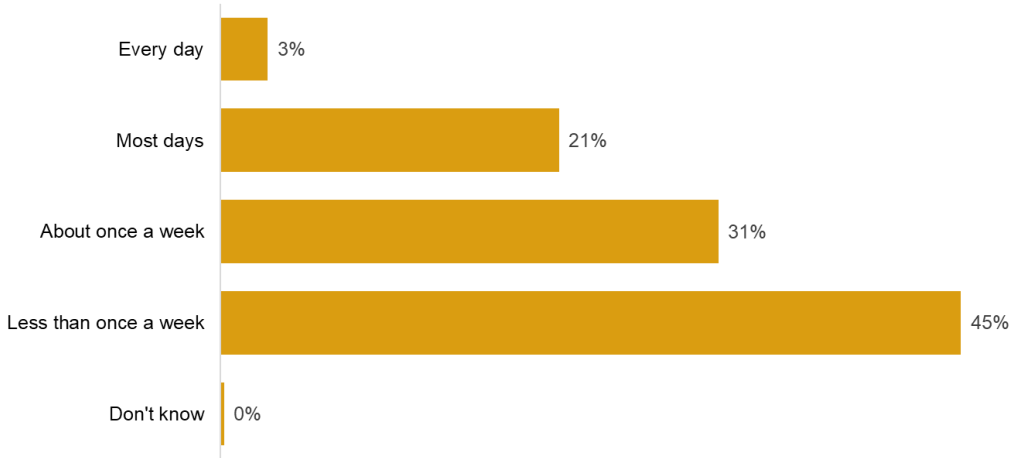
Significant differences compared to the total were seen for:

- People under 29 years old are significantly more likely to take public transport every day (13%) and most days (37%) while people above 60 years are significantly less likely to take public transport every day (2%) and most days (12%)
- Metro residents are significantly less likely to take public transport less than once a week (36%) while regional residents are significantly more likely to take public transport less than once a week (71%)
- Cyclists are significantly less likely to take public transport less than once a week (36%)
- Frequent motorcycle riders are significantly more likely to take public transport most days (38%); and
- People who only speak English an no other languages are significantly more likely to take public transport less than once a week (50%) while people who speak another language (CALD) are significantly less likely to take public transport less than once a week (24%).



Base: Total who take public transport | Representative sample | 2017 n=736, 2021 n=622, 2024 n=710
Q9 Typically, how often do you... take public transport?

Public transport usage across the open link sample is similar to the representative sample.



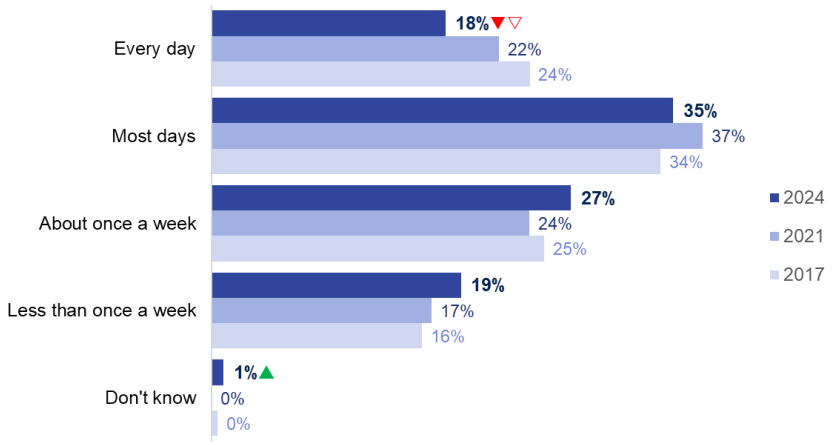
Base: Total who take public transport | 2024 | Open-link n=899
Q9 Typically, how often do you... take public transport?

Frequency of walking place to place

Over one in three (35%) are walking place to place most days. Significant decreases compared to previous years was noticed for those who are walking place to place every day (18%) compared to 22% in 2021 and 24% in 2017.

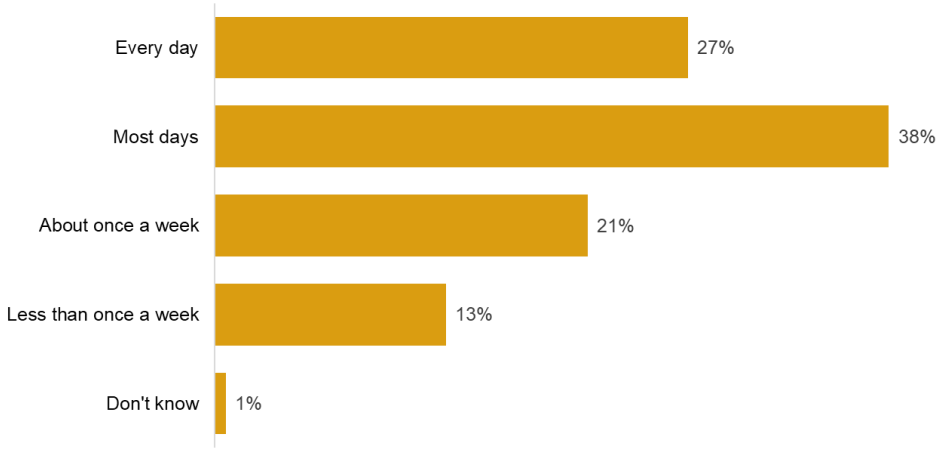
Significant differences compared to the total were seen for:

- Older individuals aged above 60 years are significantly more likely to walk to get from place to place less than once a week (26%)
- Regional residents are significantly less likely to walk to get from place to place every day (12%)
- People who hold a learner licence are significantly more likely to walk to get from place to place most days (53%)
- Licenced heavy vehicles drivers are significantly more likely to walk from place to place less than once a week (35%); and
- CALD are significantly less likely to walk to get from place to place about once a week (20%).



Base: Total who walk from place to place | Representative sample | 2017 n=800, 2021 n=739, 2024 n=795
Q8b Typically, how often do you... walk to get from place to place (including walking to catch public transport)?

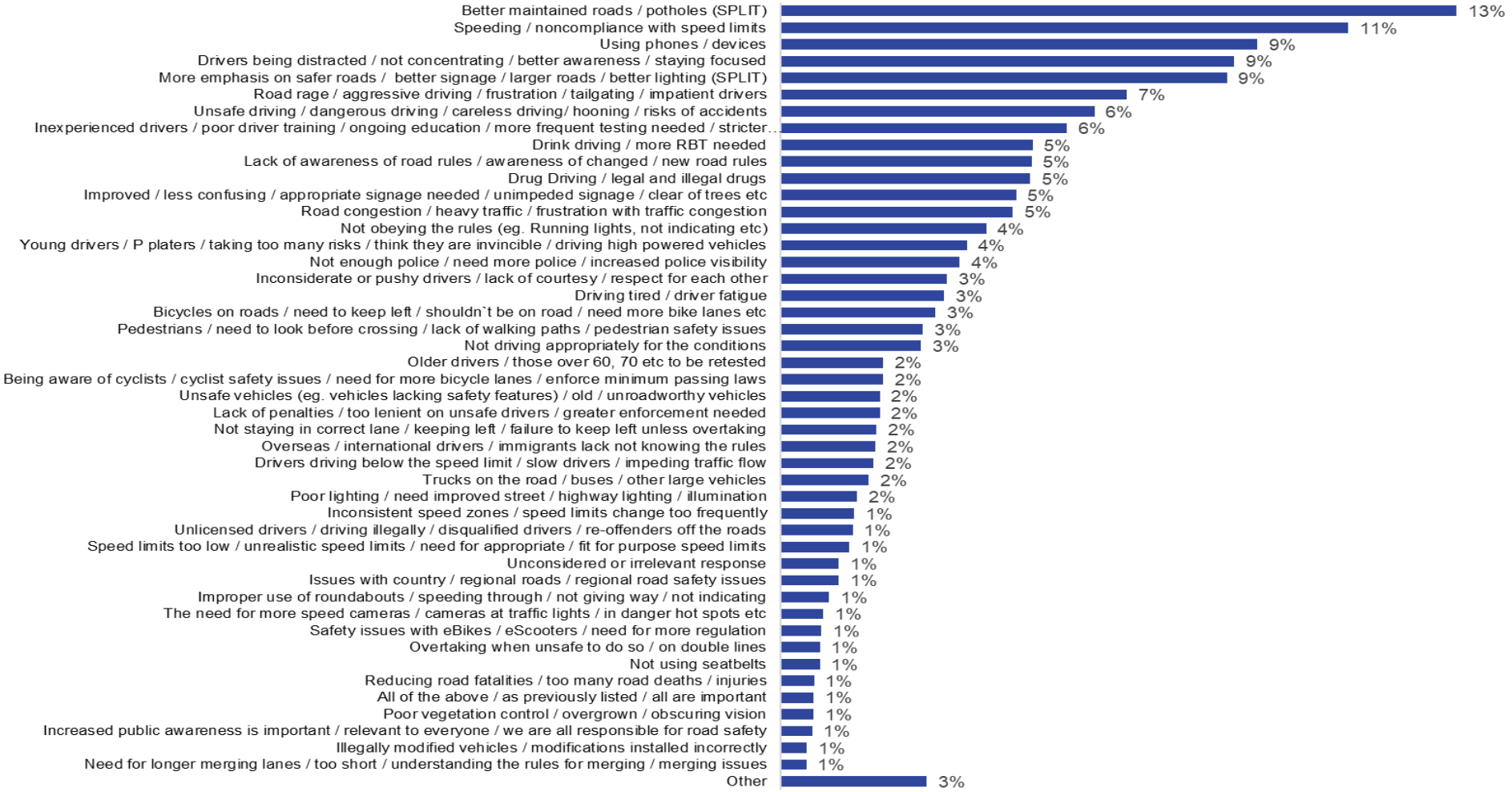
Open link respondents are more likely to walk every day compared to the representative sample.



Base: Total who walk from place to place | 2024 | Open-link n=983
Q8b Typically, how often do you... walk to get from place to place (including walking to catch public transport)?

Appendix B Coded questions

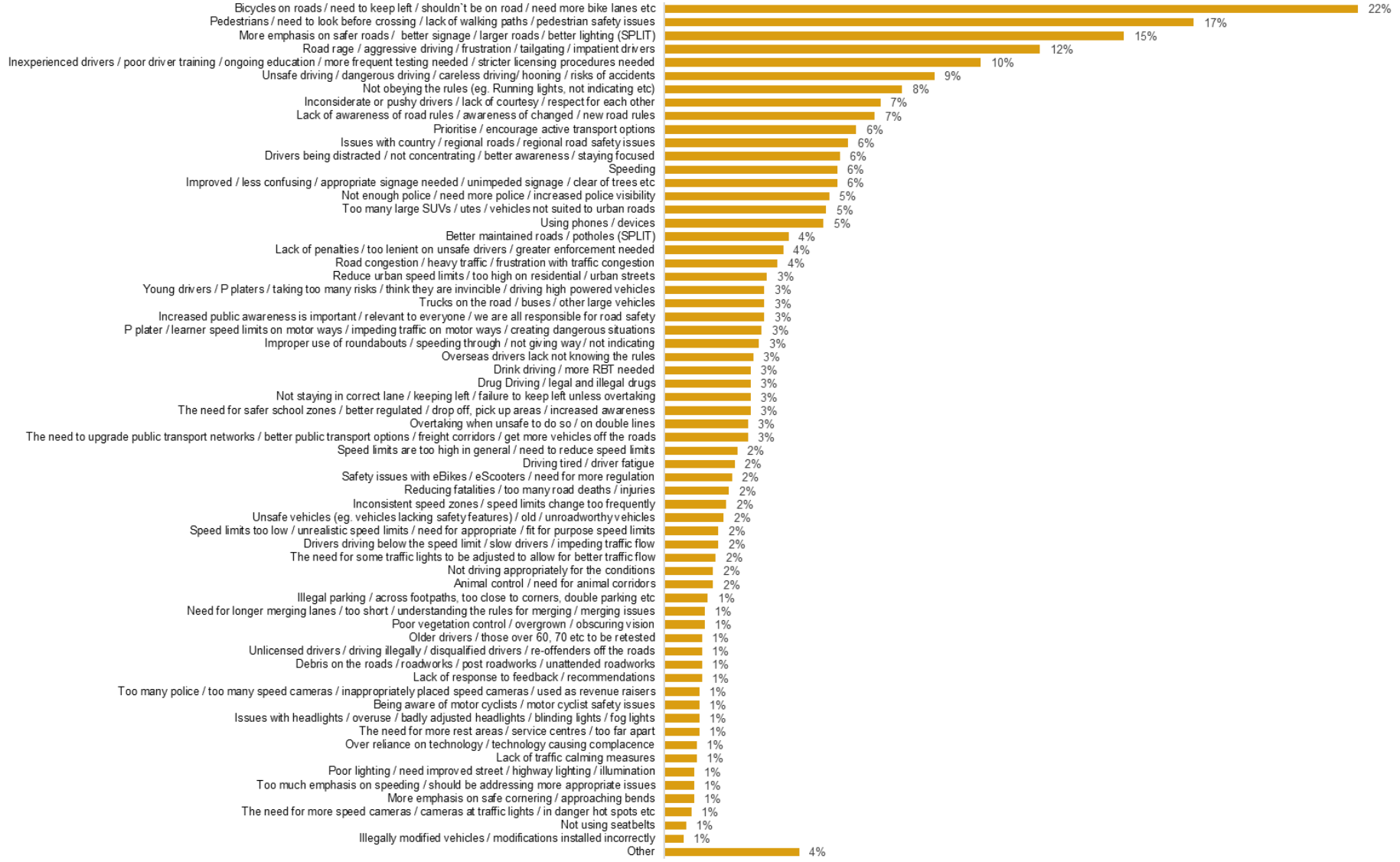
Other issues perceived as most important



Base: Total coded sample | Panel n=776

Q11 What other issues do you think are important to safety on NSW roads?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results

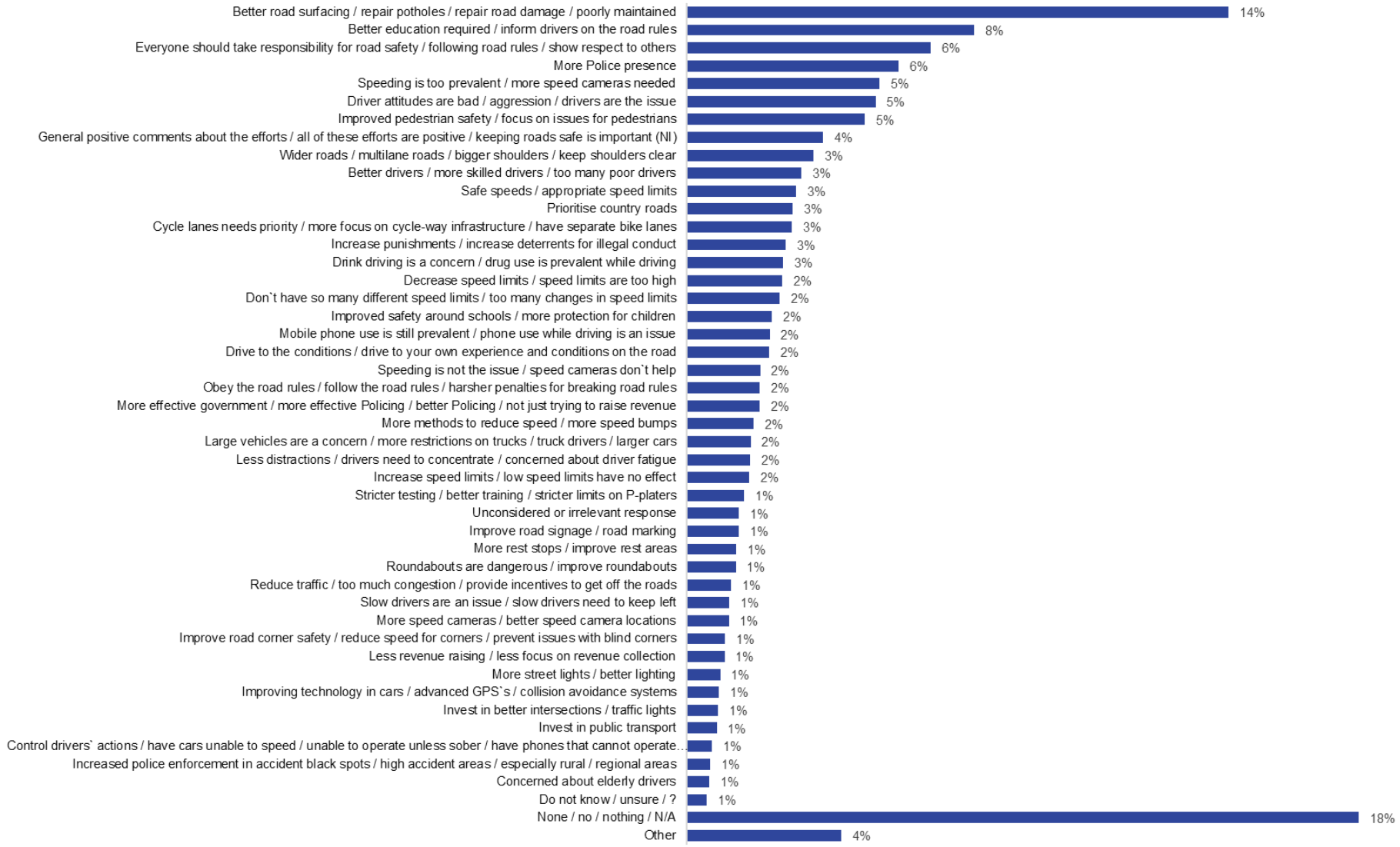


Base: Total coded sample | Open link n=1,158

Q11 What other issues do you think are important to safety on NSW roads?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results

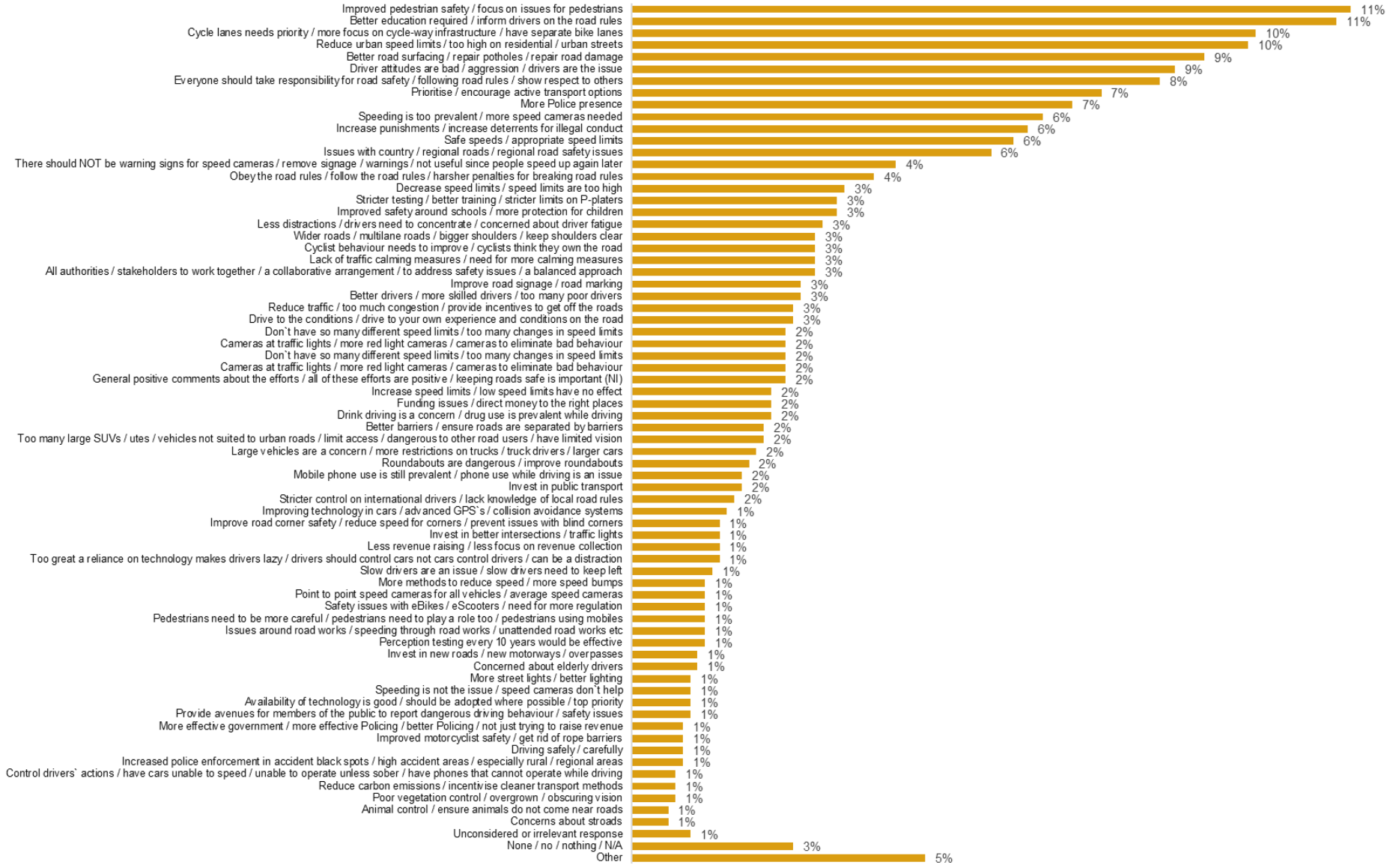
Comments about safer roads and safer speeds



Base: Total coded sample | Panel n=396

Q12b. Do you have any other comments you'd like to make about safer roads and safe speeds?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results. Some issues have been netted for analysis purpose.

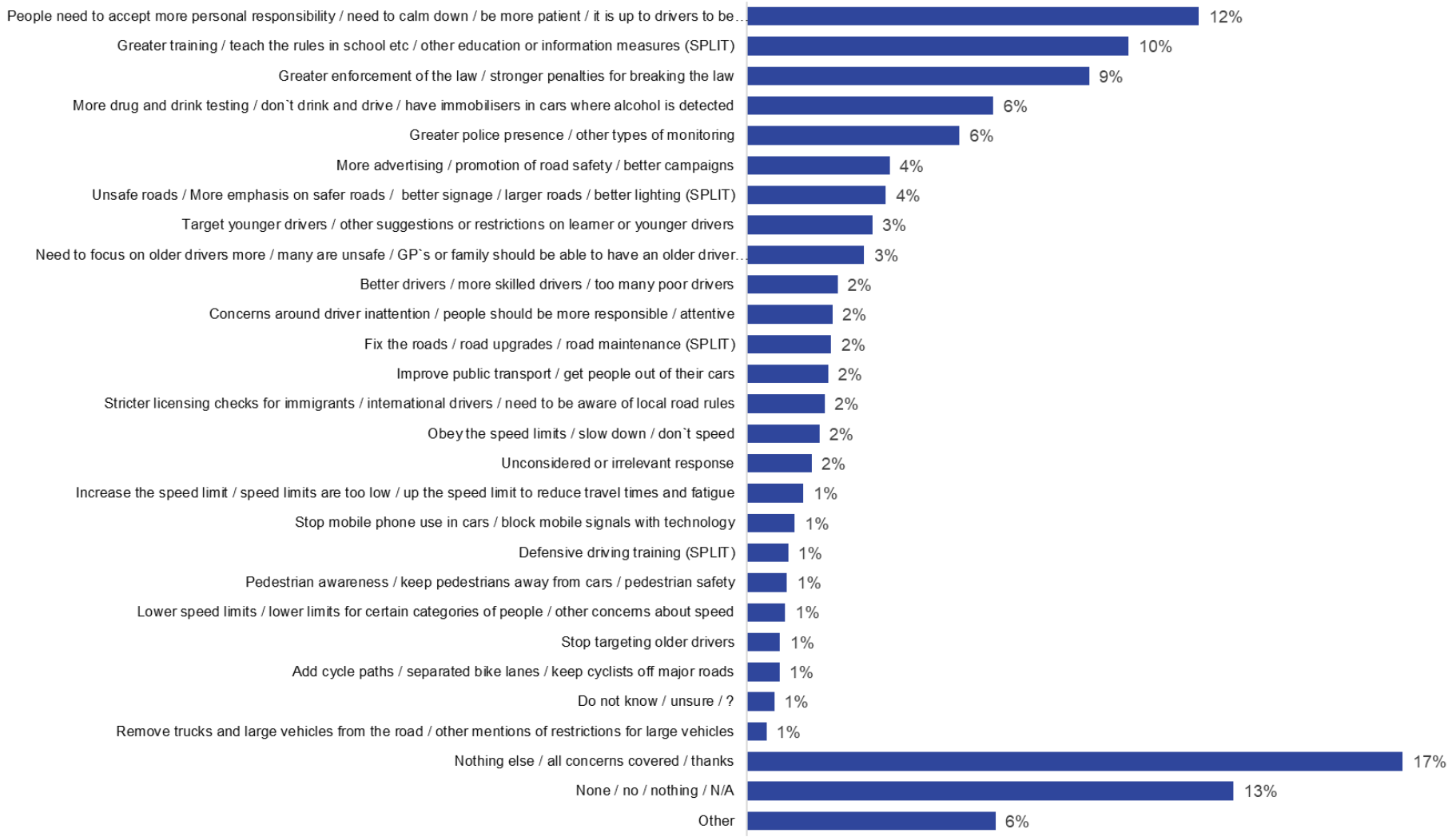


Base: Total coded sample | Open link n=869

Q12b. Do you have any other comments you'd like to make about safer roads and safe speeds?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results. Some issues have been netted for analysis purpose.

Comments about safer road users



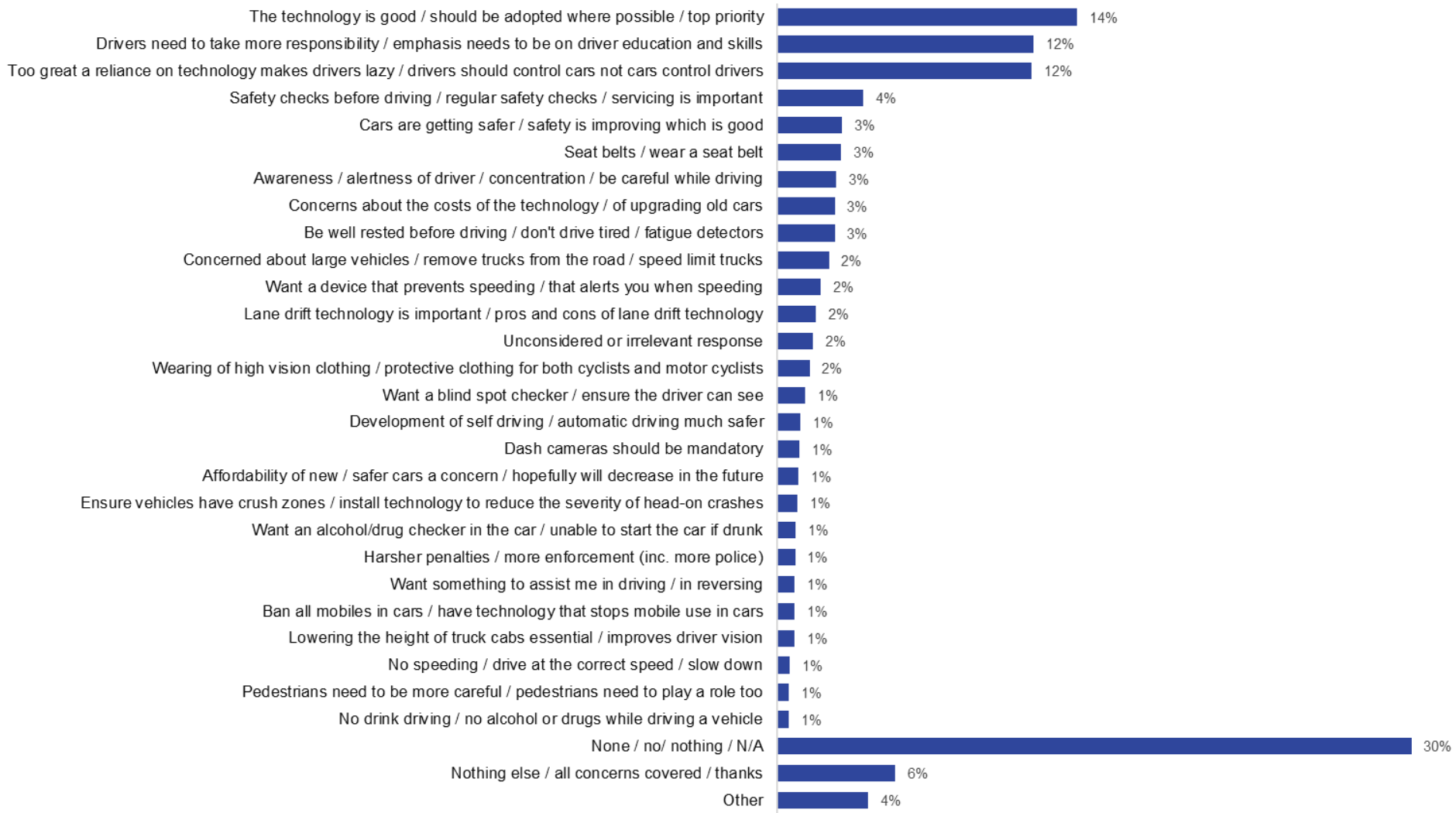
Base: Total coded sample | 2024 | Panel n=272
Q15 Do you have any other comments you'd like to make about safer road users?
Note: Open-ended question coded. Issues ranked in descending order based on 2024 results.

Base: Total coded sample | 2024 | Open link n=692

Q15 Do you have any other comments you'd like to make about safer road users?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results.

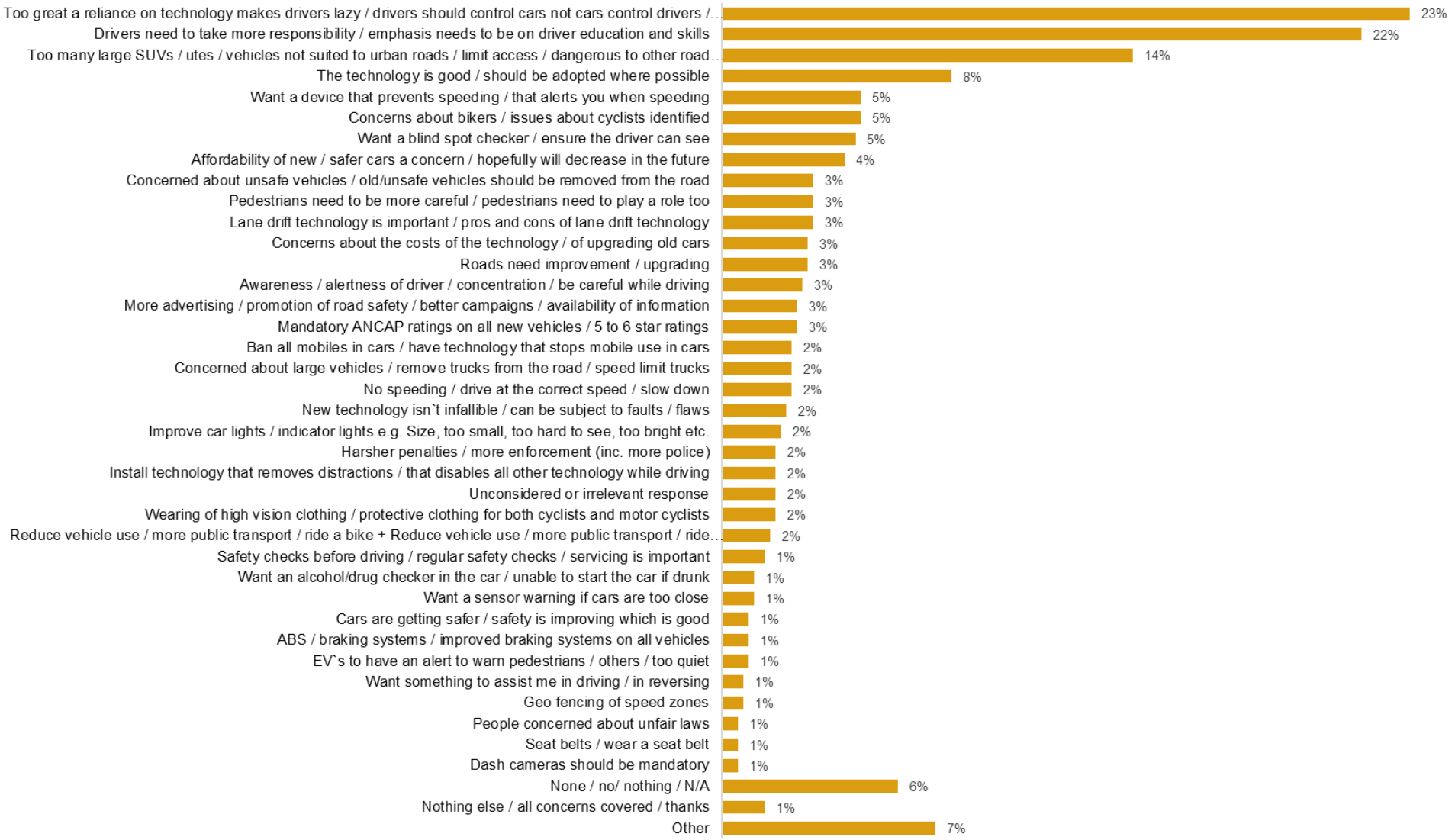
Comments about vehicle safety



Base: Total coded sample | 2024 | Panel n=232

Q17 Do you have any other comments you'd like to make about vehicle safety?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results. Some issues have been netted for analysis purpose.



Base: Total coded sample | 2024 | Open link n=553

Q17 Do you have any other comments you'd like to make about vehicle safety?

Note: Open-ended question coded. Issues ranked in descending order based on 2024 results. Some issues have been netted for analysis purpose.

Appendix C 2024 Questionnaire

Community Attitudes Survey Questionnaire – Road Safety Forum 2024

Job book Number	24-003760-01
Job Name	RSAP Community Attitudes 2026
Client	TfNSW Centre for Road Safety (CRS)
Date	12/02/2024
Version Number	Final
Authors	Rosanne Gordon, Tania Landolt

Study Background

The 2026 Road Safety Action Plan features targets to halve deaths and reduce serious injuries by 30% on NSW roads by 2030. This will be achieved by building on the success of the Road Safety Plan 2021 and will focus on stronger local government action, engagement and education programs and using technology in the fight to end road trauma.

An online study with NSW road users will be conducted, to provide the NSW community with an opportunity to provide input into the development of the NSW 2026 Road Safety Action Plan. A similar study was conducted in 2017 to inform the NSW 2021 Road Safety Action Plan, and again in 2021 to inform the development of the current NSW 2026 Road Safety Action Plan. This study will collect information with respect to:

- Road safety issues of most concern to NSW road users
- Road safety issues that apply to different kinds of road users
- Views on a range of road safety countermeasures and initiatives, and how they contribute to making our roads safer; and
- Road Safety attitudes and perceptions of NSW road users.

The following questionnaire is designed for the 2024 community attitude survey.

Sample and quotas

The quota design aligns with the 2021 survey. As such, the sample will be metro NSW (i.e. Sydney, Newcastle and Wollongong) and non-metro. The following areas will be excluded from the metro definition and therefore included in non-metro instead:

- Central Coast, Blue Mountains and Wollondilly (for Sydney metro);
- Cessnock, Maitland and Port Stephens (for Newcastle metro); and
- Kiama (for Wollongong metro).

The sample will be sourced from multiple channels:

- Online panel (n=1,200)
  - Main (n=1,000) interviews across NSW general population aged 18+, with quotas set by age, gender and location.
  - Boost (n=200): The boost component will target regional NSW only.
- Open link (up to n=2500)
  The publication of the open link will be managed by CRS, through diverse channels (e.g. Facebook, LinkedIn).

Main sample quotas

		Metro		Non-metro	
		Count	**Proportion**	**Count**	**Proportion**
Male	**17-29**	78	12%	33	16%
	30-39	64	10%	25	9%
	40-49	57	9%	28	7%
	50-59	51	8%	31	8%
	60+	82	13%	60	9%
Female	**17-29**	80	12%	35	17%
	30-39	63	10%	24	10%
	40-49	56	9%	27	7%
	50-59	49	8%	30	8%
	60+	72	11%	55	9%
Total		**652**	**100%**	**348**	**100%**

		Boost Sample Quotas	
		Non-metro	
		Count	Proportion
Male	17-29	19	10%
	30-39	14	7%
	40-49	15	8%
	50-59	17	9%
	60+	33	17%
Female	17-29	18	9%
	30-39	14	7%
	40-49	16	8%
	50-59	18	9%
	60+	36	18%
	Total	200	100%

Additional information

Survey length to be up to 20 minutes maximum.

Questionnaire changes 2021 to 2024			
Year	**Question number**	**Question label**	**Change**
2024	Survey Introduction	Every life is important. For this reason, the NSW Government set a State Priority target to …	Text updated in paragraph one
2024	SQ2	Which of the following age groups are you in…?	Terminate 14 years
2024	SQ4	The following question is to verify that you are a real person. Please select the image displaying a traffic light.	Test question added to check for bots
2024	Q12	Have you, or someone close to you, ever been involved in a road crash where someone was killed or hospitalised with an injury?	Beyond Blue resource text updated at bottom of question
2024	Section 2 Introduction	In 2022, 281 people died and around 10,000 people were hospitalised following crashes on NSW roads…	New introductory text added to paragraph
2024	Q13	Please tell us how important you think each of the following items is in making our roads safer	Add new image, text and description for Seatbelt detection cameras
2024	Q13	Please tell us how important you think each of the following items is in making our roads safer	Replace image for mobile phone detection
2024	Q13	Please tell us how important you think each of the following items is in making our roads safer	Updated question text to be ’17 cards’ instead of ’16 cards’ with the newly added option

Key

Name and Label	# ____ #	i.e. #SQ3i. Age#
Question type	{ ____ }	I.E. {SINGLE} {MULTIPLE} {INTEGER (RANGE 16-64)} {DECIMAL (RANGE 16.5 - 63.5)} {TEXT (RANGE 10-20)}
Question Filter/Routing	< ____ >	I.E. < ASK IF Q1 = 1>
Programming instructions	[____]	I.E. [RANDOMISE STATEMENTS]
	~~RED~~	DELETIONS
	GREEN	ADDITONS

INTRODUCTION

Every life is important. For this reason, the NSW Government set a State Priority target to halve deaths and reduce serious injuries by 30% on NSW roads by 2030. This is an important step towards the ultimate goal of zero deaths and serious injuries on NSW roads.

While road deaths are reducing over time, additional road measures are needed to achieve this goal of zero road trauma. These measures will align with the Safe System approach to road safety, adopted by the NSW Government, which centres on the key elements that contribute to road trauma - roads, vehicles, speeds and people.

Road safety is a shared responsibility. We are therefore seeking your input on a range of road safety initiatives to reduce road fatalities on NSW roads.

SCREENING QUESTIONS

HQ1 DSAMPLE [Hidden recode] from sample source RECODE FROM SAMPLE SOURCE

Online panel sample	01
Client sample	02

----------**[NEW SCREEN]** ----------

ASK ALL

SQ1 Are you…
[RECRUIT TO QUOTA]

Male	01
Female	02
Other [ASSIGN TO GENDER QUOTA AT RANDOM]	96
Prefer not to say [TERMINATE]	99

----------**[NEW SCREEN]** ----------

ASK ALL

SQ2 Which of the following age groups are you in…?
[RECRUIT TO QUOTA]

14 or under [TERMINATE]	01
15-17	02
18-29	03
30-39	04
40-49	05
50-59	06
60-69	07
70+	08
Prefer not to say [TERMINATE]	99

----------[NEW SCREEN] ----------

ASK IF DSAMPLE=1

SQ3 What is the postcode where you live?
TYPE IN AND DROP DOWN LIST OF AUSTRALIAN POSTCODES

<INTEGER, RANGE 0000-9999>	
Don't know [TERMINATE]	98

HQ2 AUSSTDREGION [Hidden recode] AUSSTDRegion from postcode RECODE FROM **Error! Reference source not found.**

New South Wales	01
Victoria [TERMINATE]	02
Queensland [TERMINATE]	03
South Australia [TERMINATE]	04
Western Australia [TERMINATE]	05
Tasmania [TERMINATE]	06
Northern Territory [TERMINATE]	07
Australian Capital Territory [TERMINATE]	08

HQ3 DAreaNew [Hidden recode] DAreaNew from postcode Recode from **Error! Reference source not found.**

NSW-METRO	02
NSW-REGIONAL	03

----------[NEW SCREEN] ----------

SQ4 The following question is to verify that you are a real person. Please select the image displaying a traffic light.

SINGLE RESPONSE. RANDOMISE LIST. DISPLAY IMAGES AS CODES.

Code 1	1
Code 2	2
Code 3	3
Code 4	4
Code 5	5
Code 6	6
Could not see the images [ALWAYS LAST]	7

IF SQ4 = CODE 1, 3-6 IS SELECTED, TERMINATE AS FRAUDULENT SURVEY AND DO NOT INCLUDE IN INCIDECNE CALCULATIONS

IF SQ4= CODE 7 IS SELECTED, TERMINAT AS FAILD IMAGE TEST

[RECRUIT TO QUOTA IF FAIL: GO TO TERMINATION SCRIPT]

----------**[NEW SCREEN]** ----------

SECTION 1: INFORMATION ABOUT THE RESPONDENT

ASK ALL

Q1 Which vehicles are you currently licenced to drive, including Learner and Provisional licences?

{MULTIPLE RESPONSE}
RANDOMISE. ANCHOR NONE OF THESE AND PREFER NOT TO SAY TO THE BOTTOM

Car	01
Motorcycle	02
Heavy vehicle	03
None of these (no licence)	98
Prefer not to say	99

----------**[NEW SCREEN]** ----------

ASK IF LICENCED TO DRIVE AT LEAST ONE OF THE VEHICLES, **ERROR! REFERENCE SOURCE NOT F OUND.**=01-03

Q2 What type of licence do you currently hold?

Learner	01
Provisional	02
Full licence	03

----------**[NEW SCREEN]** ----------

<ASK IF HOLD A PROVISIONAL LICENCE, **ERROR! REFERENCE SOURCE NOT FOUND.**=02>

Q3 And is that a red P1 or green P2 licence?

Red P1	01
Green P2	02

----------**[NEW SCREEN]** ----------

ASK ALL

Q4 Have you ridden a bicycle on the road or footpath, in the past 12 months?

Yes	01
No	02

----------[NEW SCREEN] ----------

ASK IF LICENCED TO DRIVE A CAR, **ERROR! REFERENCE SOURCE NOT FOUND.**=01

Q5 How often do you drive a car?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------[NEW SCREEN] ----------

ASK IF LICENCED TO DRIVE A MOTORCYCLE, **ERROR! REFERENCE SOURCE NOT FOUND.**=02

Q6 How often do you ride a motorcycle?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------[NEW SCREEN] ----------

ASK IF LICENCED TO DRIVE A HEAVY VEHICLE, **ERROR! REFERENCE SOURCE NOT FOUND.**=03

Q5C How often do you drive a heavy vehicle?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------**[NEW SCREEN]** ----------

ASK IF RIDES A BICYCLE, **ERROR! REFERENCE SOURCE NOT FOUND.**=01

Q5D How often do you ride a bicycle?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------**[NEW SCREEN]** ----------

ASK IF DRIVES AT LEAST ONE OF THE VEHICLES, **ERROR! REFERENCE SOURCE NOT FOUND.** OR Q6 O R Q5C=01-07

Q7 How many hours per week do you estimate you [IF **Error! Reference source not found.**=01 OR 03, I NSERT 'drive'] [IF **Error! Reference source not found.**=01 OR 02 OR 03 INSERT 'and/or ride'] [IF **Error! Reference source not found.**=02 AND (**Error! Reference source not found.**≠01 OR 03) IN SERT 'ride'] in total?

Less than 5 hours	01
6-10 hours	02
11-20 hours	03
21-30 hours	04
31-40 hours	05
More than 40 hours	06
Don’t know	98

----------**[NEW SCREEN]** ----------

ASK ALL

Q8 Do you ever...
{MULTIPLE RESPONSE}
RANDOMISE. ANCHOR NONE OF THESE TO THE BOTTOM

Take public transport	01
Walk to get from place to place (including walking to catch public transport)	02
Travel in a car or on a motorcycle as a passenger	03
None of these	99

----------**[NEW SCREEN]** ----------

ASK THOSE WHO USE PUBLIC TRANSPORT, IF **ERROR! REFERENCE SOURCE NOT FOUND.**=01

Q9 Typically, how often do you take public transport?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don’t know	98

----------**[NEW SCREEN]** ----------

ASK THOSE WHO WALK, IF **ERROR! REFERENCE SOURCE NOT FOUND.**=02

Q8B Typically, how often do you walk to get from place to place (including walking to catch public transport)?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------[NEW SCREEN] ----------

ASK THOSE WHO TRAVEL IN A CAR OR MOTORCYCLE, IF **ERROR! REFERENCE SOURCE NOT F OUND.**=03

Q8C Typically, how often do you travel in a car or motorcycle as a passenger?

Every day	01
Most days	02
About once a week	03
About once a fortnight	04
About once a month	05
Every couple of months	06
Once every six months	07
Less than once a year	08
Don't know	98

----------[NEW SCREEN] ----------

ASK ALL

Q10 Which **three** of the following road safety issues are of most concern to you?

Please select the most concerning issue first, the second-most concerning issue second, and the third-most concerning issue third.

RANKING, FORCE 3 RANKS
RANDOMISE

Speeding motorists	01
Drink Driving	02
Unsafe roads (e.g. roads needing safety features or upgrades)	03

Drug Driving	04
Vehicles lacking the latest safety features	05
Driving tired	06
Older drivers	07
Young drivers	08
Drivers being distracted	09

----------**[NEW SCREEN]** ----------

ASK ALL

Q11 What other issues do you think are important to safety on NSW roads?
{OPEN-ENDED}

Don't know/nothing	99

----------**[NEW SCREEN]** ----------

ASK THOSE AGED AT LEAST 18 YO, **ERROR! REFERENCE SOURCE NOT FOUND.**≠02

Q12 Have you, or someone close to you, ever been involved in a road crash where someone was killed or hospitalised with an injury?

Yes	01
No	02
Prefer not to say	99

If you or someone you know has been affected by road trauma and you need to speak with someone for support, please call the Beyond Blue Support Service on 1300 22 4636, or if you need urgent help, you can call LifeLine on 13 11 14.

----------**[NEW SCREEN]** ----------

SECTION 2: FEEDBACK ON THE SAFE SYSTEM – INTRODUCTION

[SHOW TEXT]

In 2022, 281 people died and around 10,000 people were hospitalised following crashes on NSW roads. The provisional road toll for 2023 was 351, as at 1 January 2024.

We know that in 2022, in NSW:

- Most fatalities (68%) happened on country roads.
- Most serious injuries (56%) happened in metropolitan areas.
- Around a third of fatalities and almost two thirds of serious injuries happened where the speed limit was 60 km/h or less.
- The most common crash types where someone died were running off the road (especially hitting a tree or pole), head-on and pedestrian crashes.
- The biggest behavioural issues in road deaths were speeding, illicit drug driving, drink driving and fatigue.
- Casualties were more serious in older cars than in newer cars.

To help reduce road trauma, the NSW Government uses the Safe System approach. This focuses on four elements:

- design and management of safe road infrastructure (Safe Roads),
- design of safe vehicles (Safe Vehicles),
- safe travel speeds (Safe Speeds), and
- safe road user behaviour (Safe People).

Each of these elements is supported by a range of measures to improve road safety. These are based on evidence about the most effective solutions to save lives on our roads.

We want you to tell us how important you think different road safety measures are, as well as key future initiatives.

----------**[NEW SCREEN]** ----------

SECTION 3: SAFE ROADS AND SAFE SPEEDS

[SHOW TEXT]

The design of the road as well as travel speeds can play a large part in reducing fatalities and serious injuries on our roads. We'd like your feedback on measures that can make our roads safer.

Q13 Please tell us how **important** you think each of the following items is in **making our roads safer**.
{SINGLE RESPONSE PER ROW}
[CARD SORT]

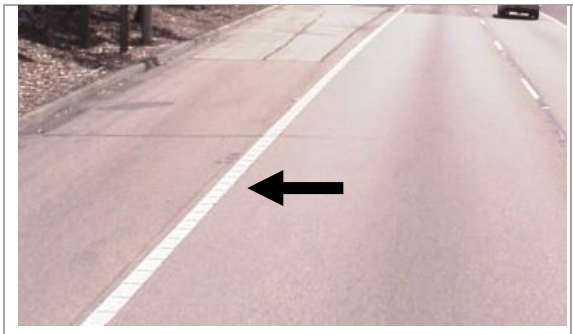
Please click on a rating below the card. We will show you 17 cards in total.

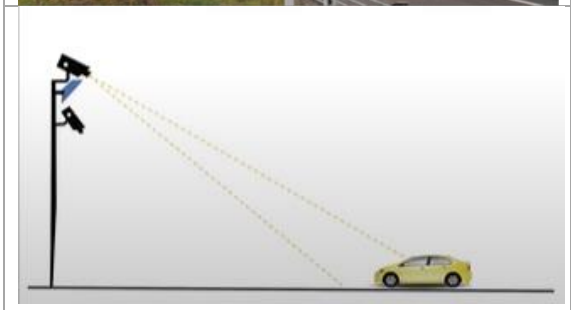
[RANDOMISE ROWS AND REVERSE SCALE FOR 50%]

RESPONSE CODES TO BE SHOWN AFTER EACH ROW, ON SAME PAGE

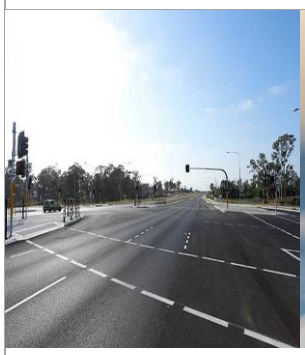
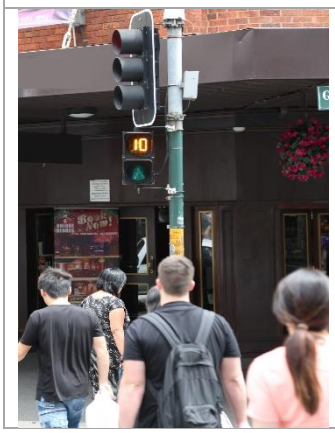
Very important	05
Fairly important	04
Neither important nor unimportant	03
Not very important	02
Not at all important	01
Don't know	99

Picture	Measure	Explanation
	Roadside Barriers	Barriers that prevent vehicles from running off the side of the road
	Median barriers	Barriers that prevent vehicles from running into the path of oncoming traffic

	Noise/vibration strips along the edge, or centre, of the road	Rumble strips on the edge, or centre, of the road that make a noise and vibration if drivers are running off the road or leaving their lane
	Wide centre line	A wider gap between the painted lines in the middle of the road that separate the two directions of traffic. Allows motorists more time to recover and avoid a crash if they veer towards the middle of the road
	Motorcycle underrun protection	Safety barriers with additional lower protection to prevent motorcyclists from sliding underneath them
	Red light speed cameras	To detect road users who speed and/or drive through red lights at intersections

	Mobile speed cameras	To detect speeding drivers and riders at places across the road network
	Average speed cameras	Detect speeding over longer distances. These cameras measure the amount of time it takes a vehicle to drive between two points and calculates the average speed of the vehicle.
	Seatbelt detection cameras	To detect drivers and passengers who are not wearing a seatbelt or not wearing it correctly.
	Mobile phone detection cameras	To detect drivers and riders who illegally use a mobile phone

	Lower speeds on narrow or high risk roads	Lower speeds on roads that are high risk because they are narrow or have many bends and/or have few/no barriers
	Pedestrian safety features such as crossings and traffic calming	Raised crossings and refuges give pedestrians priority and/or allow crossing in stages. Traffic calming measures slow traffic speeds, by ways such as narrowing the road, or adding raised platforms or mini roundabouts
	Bicycle paths and separated bicycle lanes	Bicycle paths and lanes that separate bicycle riders, who are vulnerable in a crash, from other vehicles and pedestrians on, or near key bicycle routes
	Lower speed limits in places to improve safety for people and cyclists	Slowing down traffic where there is a lot of pedestrian and cyclist activity, who are both vulnerable in the event of a crash

	Making curves safer on high speed roads	For example, through barriers, removing roadside hazards, wider shoulders
 	Controlled turning of vehicles at intersections, For example green right turn arrows	Reduces the occasions motorists have to judge a safe gap to turn right in front of opposing traffic, reducing the chance of a crash
	Increasing opportunities for pedestrians to cross at signals	Can include changes to the phasing of lights to give pedestrians more frequent chances to cross the road, as well as the installation of more signalised crossings

----------[NEW SCREEN] ----------

ASK ALL

Q12b Do you have any other comments you'd like to make about **safer roads** and **safe speeds**?
{OPEN-ENDED}

Don’t know/nothing	99

----------[NEW SCREEN] ----------

SECTION 4: SAFE ROAD USERS

[SHOW TEXT]

Road users have changed their behaviour over the years as a result of better education, changes in legislation and enforcement of these laws. More can always be done and we'd like your feedback on ways of encouraging safer behaviour on road users.

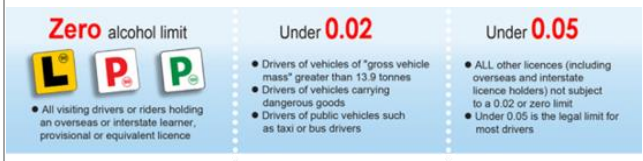
Q14 Please tell us how **important** each of the following items is in your opinion in **making our roads safer**.
{SINGLE RESPONSE PER ROW}
[CARD SORT]

Please click on a rating below the card. We will show you 11 cards in total.

[RANDOMISE ROWS AND REVERSE SCALE FOR 50%]

RESPONSE CODES TO BE SHOWN AFTER EACH ROW, ON SAME PAGE

Very important	05
Fairly important	04
Neither important nor unimportant	03
Not very important	02
Not at all important	01
Don't know	99

Picture	Measure	Explanation
	Lowering legal blood alcohol limits	Require drivers and riders to avoid driving if they have been drinking alcohol
	Alcohol interlock devices for certain drink driving offenders	Alcohol interlocks are devices installed into certain offender's cars that require the driver to complete a breath test before starting the car, and prevent the car from starting if alcohol is detected

	Alcohol testing	High levels of enforcement of drink driving across New South Wales
	Drug testing	High levels of enforcement of drug driving across New South Wales
	Police enforcement of speed limits	High levels of enforcement of speeding by police across New South Wales
	Improvements to the licensing system for motorcyclists	For example, improvements to the licensing, and new restrictions for novice riders to improve their safety
 	Self-regulation by older drivers	Support older drivers to regulate their own driving, and switch to other modes of transport where appropriate

	Safety of heavy vehicle drivers	Work with the heavy vehicle industry to improve the safety of heavy vehicle drivers
	Advertising campaigns	Communications to improve behaviour and knowledge of road safety issues, laws and enforcement
	Road safety education of children and young people in school, and their carers	Classroom programs and teaching for young people about road safety
	Local government initiatives to improve safety on local roads	Working with local communities to improve safety on local roads

----------[NEW SCREEN] ----------

ASK ALL

Q15 Do you have any other comments you'd like to make about **safer road users**?
{OPEN-ENDED}

Don't know/nothing	99

----------[NEW SCREEN] ----------

SECTION 5: SAFE VEHICLES

[SHOW TEXT]

Vehicles have many more safety features now compared with 10 years ago. For example, most new cars have multiple airbags and electronic stability control systems built into them.

New vehicle technologies are becoming available and we'd like your thoughts on their importance in improving safety on our roads.

Q16 Please tell us how **important** each of the following items is in your opinion in **making our roads safer**.
{SINGLE RESPONSE PER ROW}
[CARD SORT]

Please click on a rating below the card. We will show you 11 cards in total.

[RANDOMISE ROWS AND REVERSE SCALE FOR 50%]

RESPONSE CODES TO BE SHOWN AFTER EACH ROW, ON SAME PAGE

Very important	05
Fairly important	04
Neither important nor unimportant	03
Not very important	02
Not at all important	01
Don't know	99

Picture	Measure	Explanation
	Intelligent Speed Assist	Technology in a vehicle that checks the speed of the road you're travelling on and tells you if you're speeding
	Promoting protective clothing for motorcyclists	Use of clothing and boots that can protect motorcyclists from injuries

	Technology to ensure seat belts are worn	Prevents a car from starting or driving above a certain speed if seatbelts are not fastened
	Lane Keep Assist	A device that helps prevent the vehicle from drifting across lanes unless indicating in that direction, such as by gently braking or turning the vehicle back into the lane
	Blind spot detection systems	Detect other vehicles in your blind spot that are next to your vehicle and provide a warning to the driver not to change lanes
	Technologies to reduce in - vehicle distraction	Apps or vehicle software that can help minimise the risk of distraction to a driver. For example, silencing or disabling non-emergency features of devices
	Underrun barriers on trucks or buses	Barriers that are installed on the side, back or front of trucks or buses that can reduce the chance of smaller cars, pedestrians and bicycle riders slipping under the wheels

	Vulnerable Road User detection for trucks/buses	Truck or bus blind spot monitoring - warns drivers when pedestrians or bicycle riders enter these dangerous areas
	Improved direct vision for trucks and buses	Providing a clearer view of the road by, for example, increasing the size of the windows and lowering the height of the driving cabin. This improves the driver's ability to see and react to traffic conditions.
	Reversing cameras and sensors	Technology to show or alert the driver to pedestrians, vehicles or other objects that may not be visible through head checks and the rear-view mirror.
	Building vehicles with the latest safety technology as standard	Ensures *all* vehicles are built with important safety technologies to help drivers avoid a crash, rather than making them optional extras

----------[NEW SCREEN] ----------

ASK ALL

Q17 Do you have any other comments you'd like to make about **vehicle safety**?
{OPEN-ENDED}

Don't know/nothing	99

----------[NEW SCREEN] ----------

ASK ALL

Q18 To what extent do you agree, or disagree, with the following statements?
{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS

		Strongly agree	Somewhat agree	Neither agree nor	Somewhat disagree	Strongly disagree	Don' t know
01	We should all drive within the speed limits no matter when it is or where we are	05	04	03	02	01	99
02	Using existing cameras to enforce other road rule offences would help to improve road safety	05	04	03	02	01	99
03	When buying a car, I don't consider whether it has the latest safety features	05	04	03	02	01	99
04	When I'm walking around roads, I believe there are enough places that allow me to cross the road safely	05	04	03	02	01	99
05	When waiting to cross the road at traffic lights, the time I have to wait is about right	05	04	03	02	01	99
06	Having any level of alcohol in your system when driving is unacceptable	05	04	03	02	01	99

----------**[NEW SCREEN]** ----------

ASK ALL

Q19 Do you support the NSW Government in aiming for a zero road toll by 2056 (i.e. zero deaths on NSW roads)?

Strongly support	05
Support	04
Neither	03
Opposed	02
Strongly opposed	01
Don't know	99

----------**[NEW SCREEN]** ----------

Q20 Improving safety in the next few years is the first step towards a road system where there are zero deaths and serious injuries. In NSW we are thinking about what our world will look like over the next 40 years, to plan our future transport system.

Travelling on the road will be different in the future, with technology providing more options for us to move around and get to our destination.

In planning for the future, we would like to know what you think will improve safety **over the next 40 years**. Please select the measure that you think will most improve safety over the next 40 years first, the second-most important measure second, and the third-most important measure third.

RANKING, FORCE 3 RANKS
RANDOMISE. ANCHOR OTHER TO THE BOTTOM

Measures that separate you from oncoming vehicles on high speed roads	01
Measures that separate you from hazards on the roadside (such as trees, power poles, ditches)	02
Safer environments for walking and/or cycling	03
Vehicle technology that monitors drivers and detects fatigue and distraction	04
Vehicle technology that ensures the vehicle stays within the speed limit	05
Vehicle technology that detects pedestrians and cyclists to help avoid a crash	06
Having less cars on the road in areas for walking and/or cycling	07
Measures that help us buy newer, safer vehicles instead of older ones	08
Other (please specify)	96

----------**[NEW SCREEN]** ----------

SECTION 6: DEMOGRAPHICS

Finally, we have a few questions to help us analyse the results.

ASK ALL

Q21 Are you of Aboriginal and/or Torres Strait Islander origin?

{SINGLE RESPONSE}

Aboriginal	01
Torres Strait Islander	02
Both Aboriginal and Torres Strait Islander	03
None of these	04
Prefer not to say	05
Don't know	99

----------**[NEW SCREEN]** ----------

ASK ALL

Q22 Do you speak any languages other than English at home?

Please select any that apply.

{MULTIPLE RESPONSE}

No, English only	01
An Aboriginal or Torres Strait Islander dialect	02
Arabic	03
Assyrian	04
Bosnian	05
Burmese	06
Cantonese	07
Creole	08
Croatian	09
Dari	10
Dinka	11
Dutch	12
Farsi	13
French	14
German	15
Greek	16
Hindi	17
Hungarian	18

Indonesian	19
Italian	20
Japanese	21
Korean	22
Khmer	23
Lao	24
Macedonian	25
Malay	26
Mandarin	27
Maltese	28
Persian	29
Polish	30
Portuguese	31
Russian	32
Serbian	33
Spanish	34
Sudanese	35
Tagalog (Filipino)	36
Tamil	37
Thai	38
Turkish	39
Vietnamese	40
Other (please specify)	96
Don't know	99

----------**[NEW SCREEN]** ----------

ASK ALL

Q23 Which of the following best describes your <u>household</u> income before tax?
{SINGLE RESPONSE}

Less than $20,000	01
$20,000–$39,999	02
$40,000–$59,999	03
$60,000–$79,999	04
$80,000–$99,999	05

$100,000–$119,999	08
$120,000–$149,999	09
$150,000 or more	07
Don’t know	99
Prefer not to say	98

----------[NEW SCREEN] ----------

Termination script:

Thank you for agreeing to take part in the survey. We and the NSW Centre for Road Safety greatly appreciate your interest but unfortunately, you are not one of the people we are looking for in this survey.

End script:

Thank you for your time and participation in this survey. Your feedback is valuable to the NSW Centre of Road Safety.