




Road Safety Perceptions Survey: Manurewa Area 2 Research Report

Prepared for Auckland Transport
November 2022



Background

Auckland Transport has installed speed-calming measures to selected residential streets in the Manurewa area. These measures included:

- ✓ Speed humps and speed cushions 
- ✓ Raised table pedestrian crossings 
- ✓ Signage 

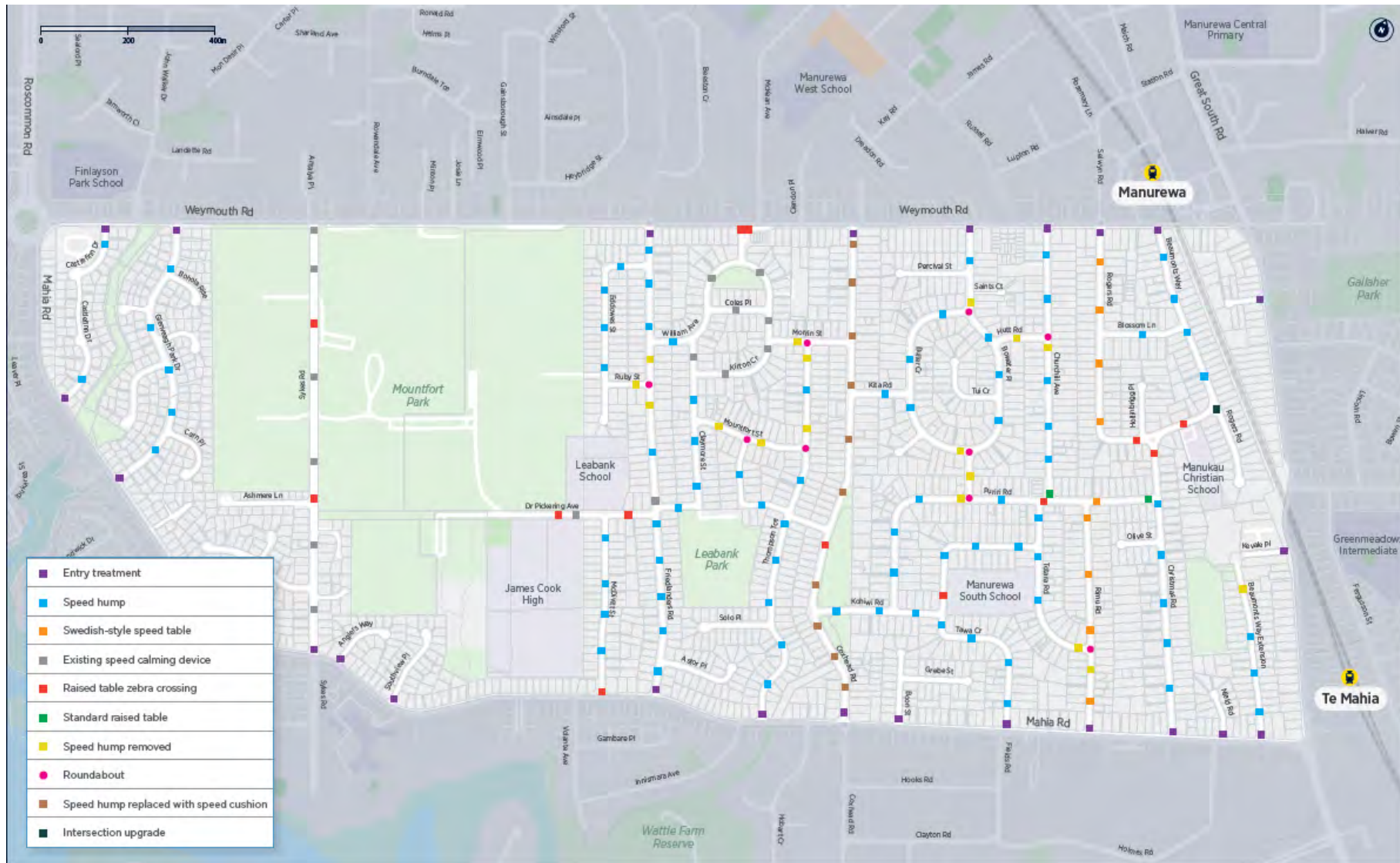
These measures have been implemented in an attempt to reduce the speed of vehicles on the road and make the streets a safer place for walking, cycling, children, the elderly and the differently abled.

In 2021, GravitasiOPG conducted research **on Area 1, a residential area in Manurewa**. In 2022, Auckland Transport commissioned GravitasiOPG **to conduct research for Area 2**. The Area 2 location, and the location of road safety improvements, are shown on the following slide.

Area 2 research will help to understand:

- ✓ **Awareness of the measures and the impact the measures have had**
- ✓ **Public perceptions**
- ✓ **Potential changes to travel mode used.**

Manurewa (Area 2): Locations of Road Safety Improvements



Research Objectives

To understand...



Awareness of speed calming measures



Impact of speed calming measures on:

- 🚗 Safety overall
 - 🚗 near schools
 - 🚗 in the area (excl. schools)
- 🚗 Pedestrian friendliness
- 🚗 Cyclist friendliness
- 🚗 Drivers driving below the speed limit
- 🚗 Active mode use



Current travel mode used to and from:

- 🏠 School
- 🏠 Work
- 🏠 Local shops

Methodology

Mail-drop survey



All residential properties in the Manurewa area of interest (Area 2) were sent a letter outlining the research and the road safety measures that have been undertaken in the area.

The letter included a paper copy of the questionnaire (with return postage included) as well as instructions on how to complete the survey online if they preferred.

A copy of the questionnaire is appended

Response






n=130 surveys were completed between mid-October and mid-November 2022. Overall, a 5% raw response rate was achieved*

**This is based on the total number of invites sent out, excluding any "returned to sender" or questionnaires received after the report was written.*

Manurewa Area 2 Summary of Key Results

Road Safety Perceptions - Summary

- Overall, the majority of respondents (76%) feel that the speed calming measures have made the area safer.
- Respondents also gave significantly higher ratings following the introduction of the speed calming measures across a range of specific aspects of safety:

	Before <i>(Positive ratings; 3-5)</i>	After <i>(Positive ratings, 3-5)</i>
 Safety around schools	61%	86%
 Pedestrian friendliness	64%	85%
 Safety around the area (ex. schools)	53%	81%
 People driving under the speed limit	40%	72%
 Cyclist friendliness	45%	68%

- Following the speed calming measures, 38% of respondents are cycling **more often** around their local area and 29% are scootering **more often**. A quarter are walking more since the road safety measures were installed.
- Overall, 28% of respondents state they are now participating in at least one active mode activity more often now that they measures have been installed.



Road Safety Perceptions - Summary



Are aware of the speed calming measures introduced

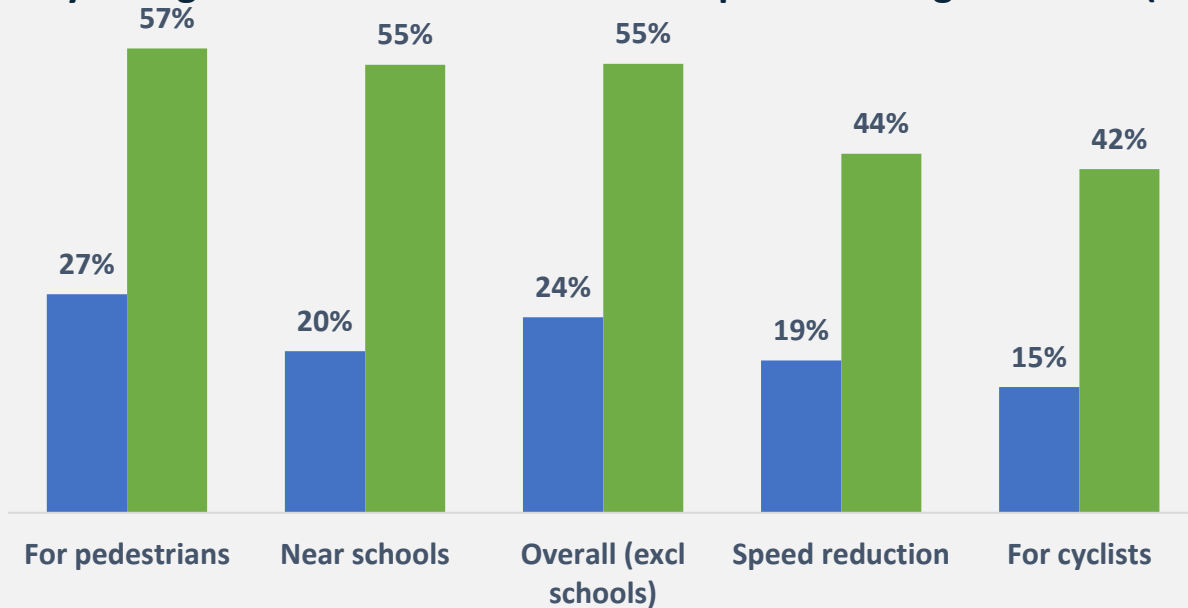


Felt the measures resulted in a net increase in road safety

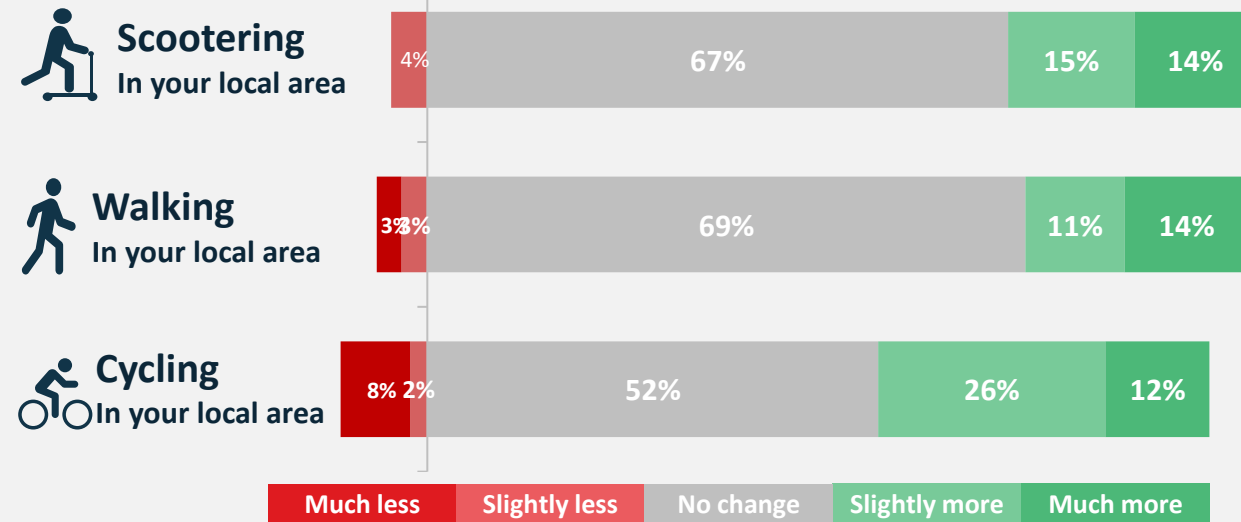


Now use at least one active mode more.

Safety ratings for roads **before** and **after** speed calming measures (4-5)



Change in active mode use due to new measures...



Road Safety Perceptions - Summary

- ◆ Overall, the speeding calming measures have had the biggest impact on how often people are cycling in their local area, with 38% of respondents saying they are cycling slightly (26%) or much (12%) more than they did before. Adjusting for the small group who say they are now cycling less (10%), the result is a net gain of 28%.
- ◆ Overall, 28% of respondents state they are now participating in at least one active mode activity more often now that the measures have been installed.
- ◆ Whilst private vehicles are still by far the most common travel mode used to access school, work and local shopping, the installation of the road safety measures have had a most positive impact on local shopping trips in particular, the share using active modes to access the shops post-installation having increased from 13% to 16% for trips to the shops and from 11% to 16% for trips back.

Changes In Road Safety Perceptions Due To Speed Calming Measures

Behaviour changes due to speed calming measures



Overall Awareness






Overall 97% were aware that speed calming measures were introduced in their area.

Impact on Safety Overall

Three quarters of respondents (76%) felt that the speed humps and tables have made the area safer overall, including 40% saying it is much safer than before.

Impact on Individual Aspects

Respondents gave significantly higher safety ratings across all five individual aspects of road safety following the introduction of the speed calming measures

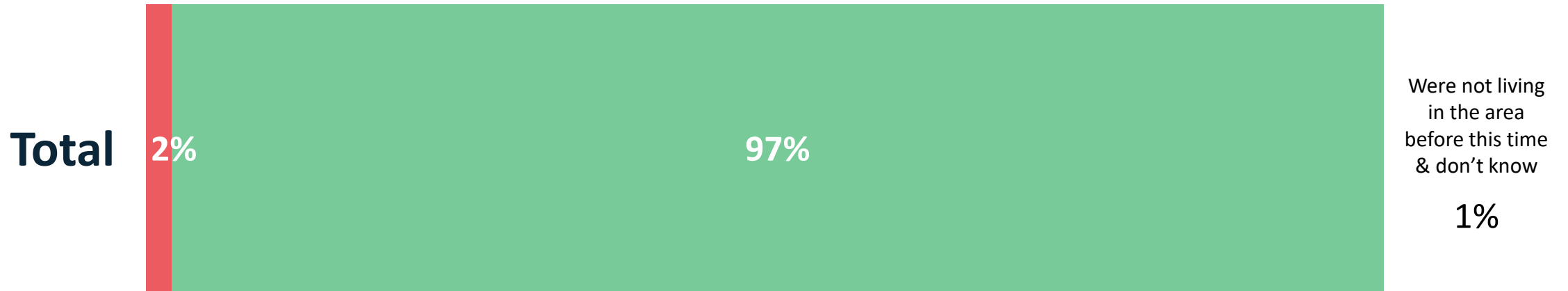
-  Safety around schools
-  Safety around the area (excluding schools)
-  Pedestrian friendliness
-  Cyclist friendliness
-  People driving under the speed limit



Awareness of Speed Calming Measures



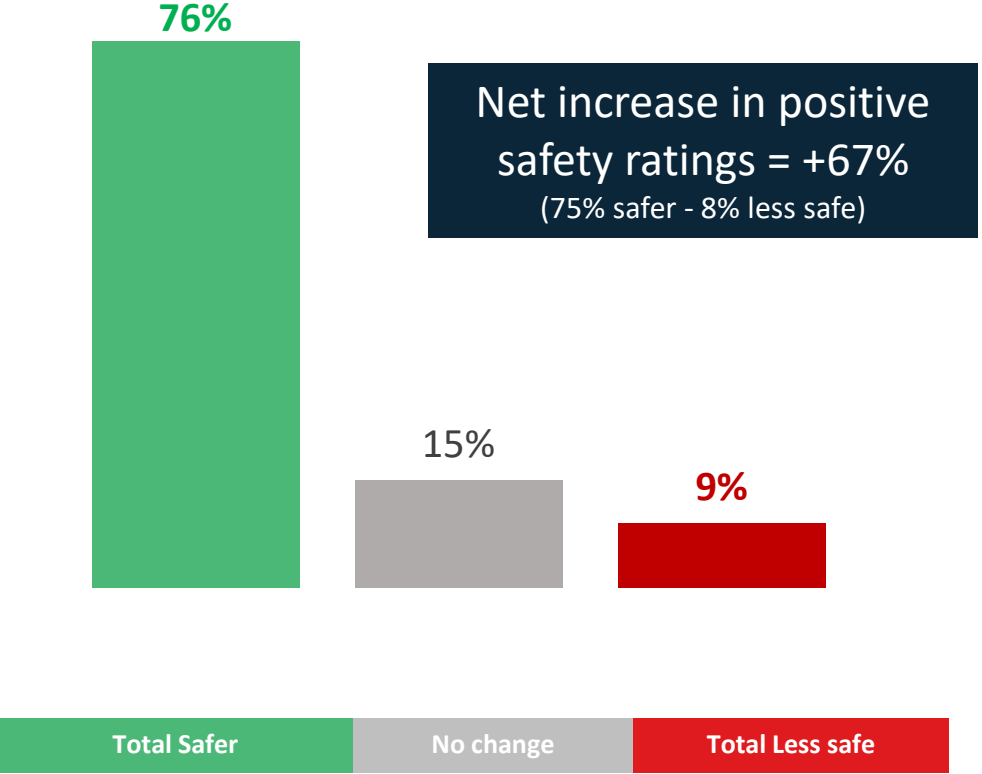
Overall, 97% were aware that speed calming measures were introduced in the Manurewa area.



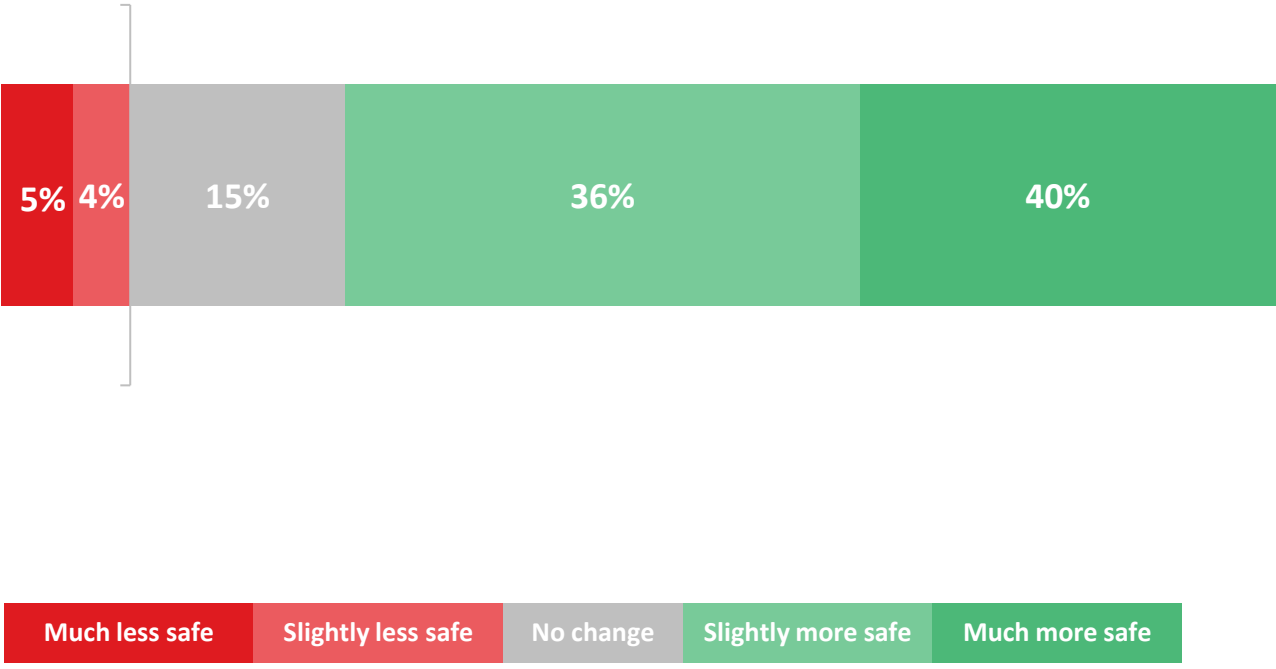
Safety as a Result of Speed Calming Measures

Overall 76% of respondents felt that the speed humps and tables have made the area safer, including 40% saying it is much safer than before. Only 9% feel the changes have made the area less safe, giving an overall net increase in positive perceptions of +67%.

Change in Positive/Negative Safety Ratings



Change in Safety Ratings – Full Scale



Base: Total n=130. Excludes blanks, those who were not living in the area before mid-2020 and those who said they 'don't know'

Changes Due to Speed Calming Measures

Respondents were asked to rate a number of aspects of road and traffic safety in their area both before the speed humps and speed tables were installed in mid 2020 and since they have been installed.



Safety around schools



Safety around the area (excluding schools)



Pedestrian friendliness



Cyclist friendliness



People driving under the speed limit

Respondents gave significantly higher safety ratings across **all five individual aspects** of road safety following the introduction of the speed calming measures in both areas.

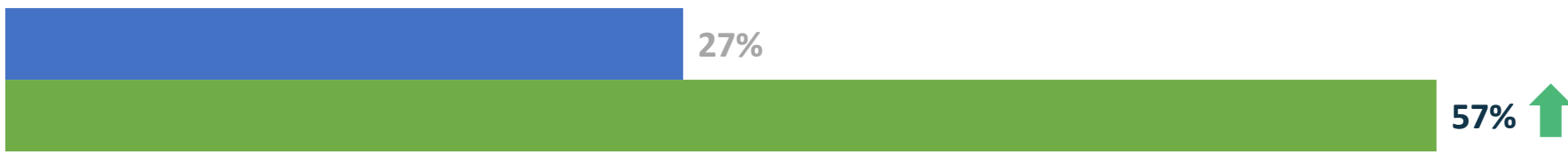
Changes Due to Speed Calming Measures

Showing ratings of 4 and 5 (where 5 is excellent) before and after the introduction of speed calming measures.

How would you rate the roads in your area for...



Pedestrian friendliness



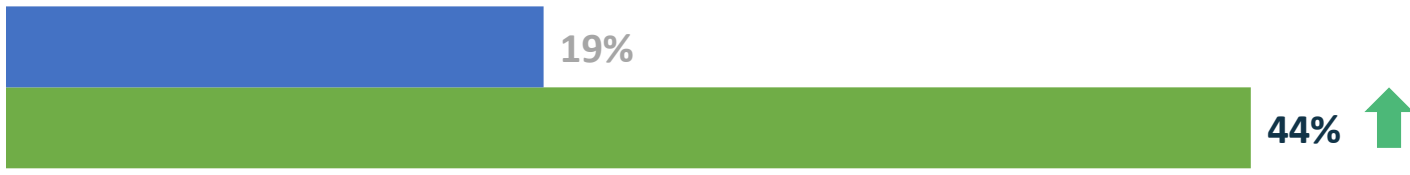
Being safe (excl. schools)



Being safe (around schools)



Driving under speed limit



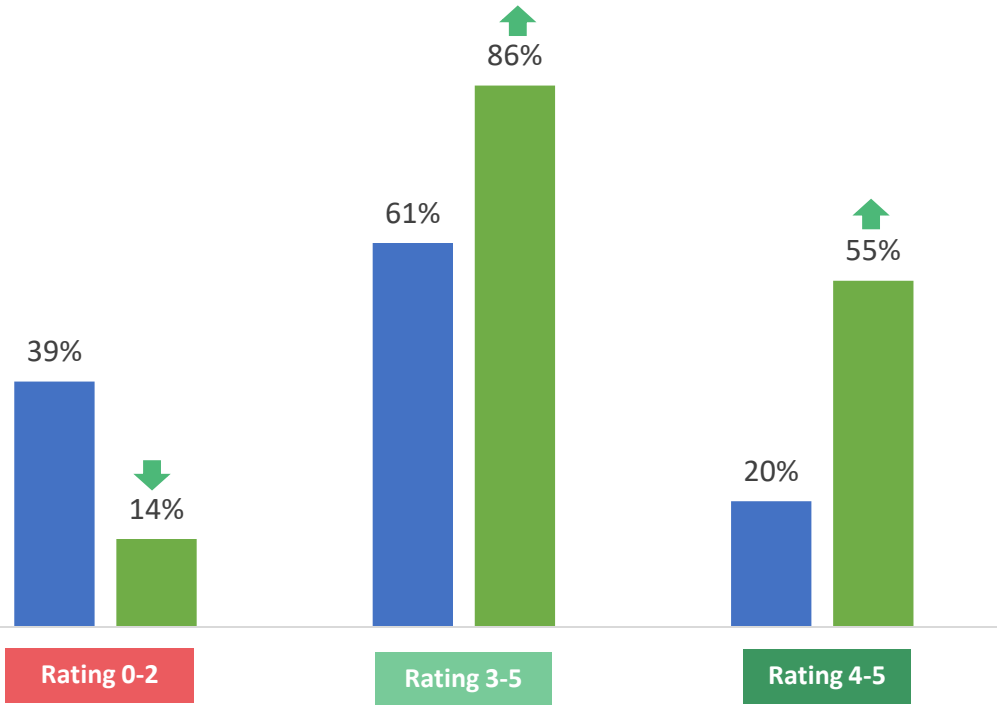
Cyclist friendliness





Road Safety Around Schools

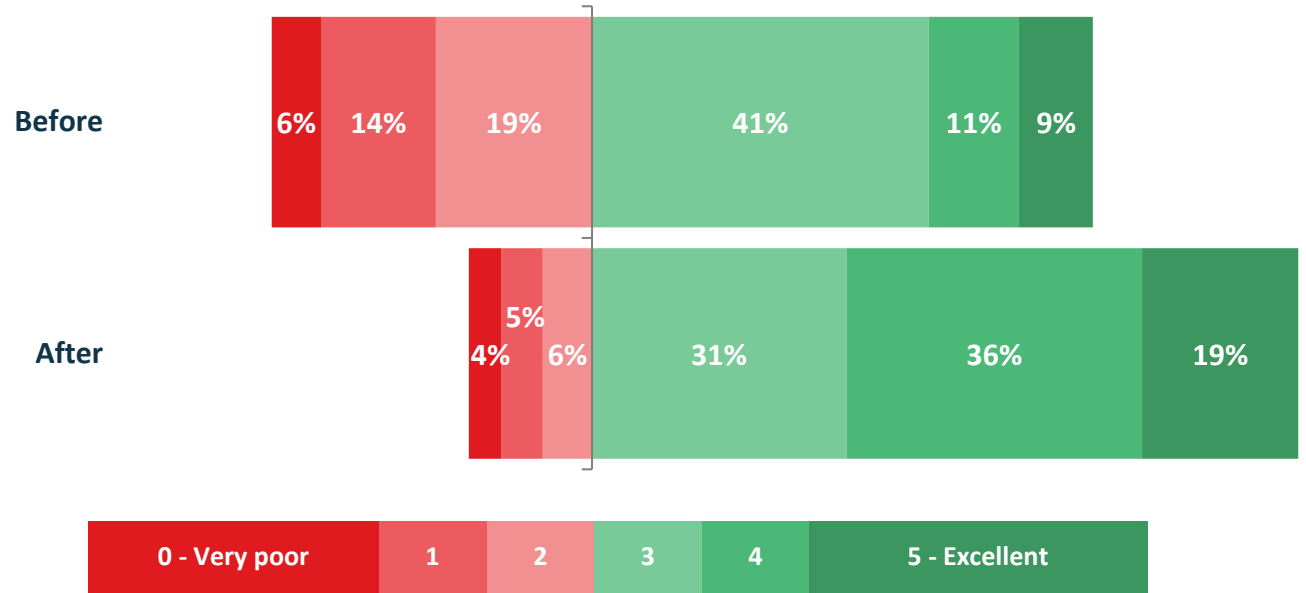
Change in Positive/Negative Safety Ratings



■ Before ■ After

↕ Indicates a statistically significant increase in positive/ decrease in negative results

Change in Safety Ratings – Full Scale



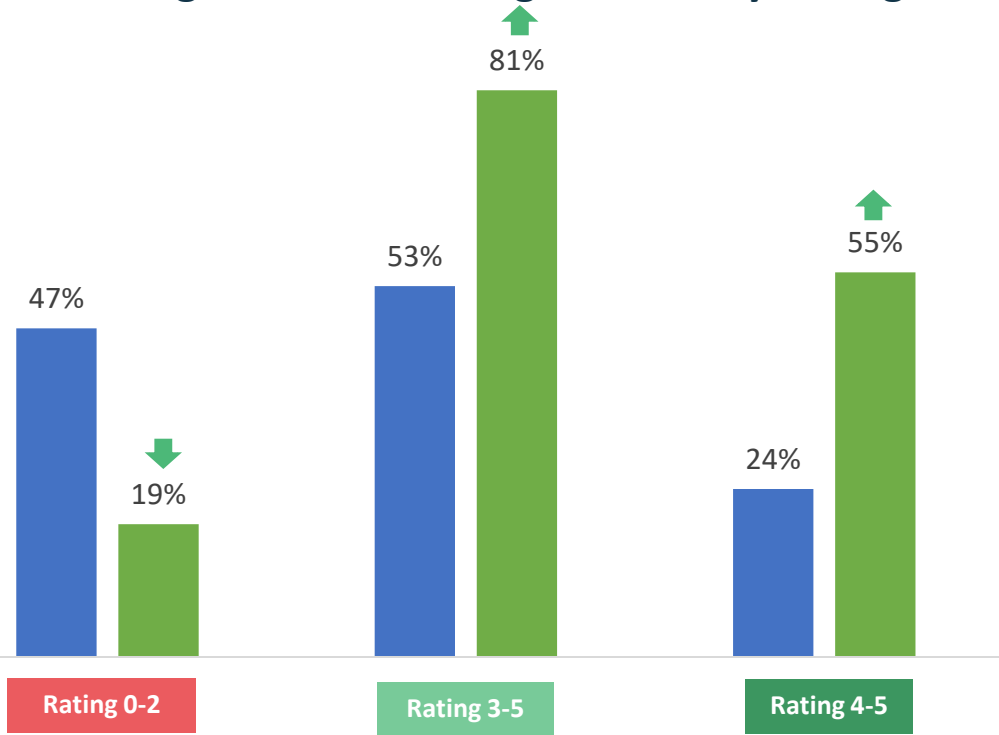
Base: All respondents, excluding those who were not living in the area before January 2022 and/or said they 'don't know'/'not applicable'





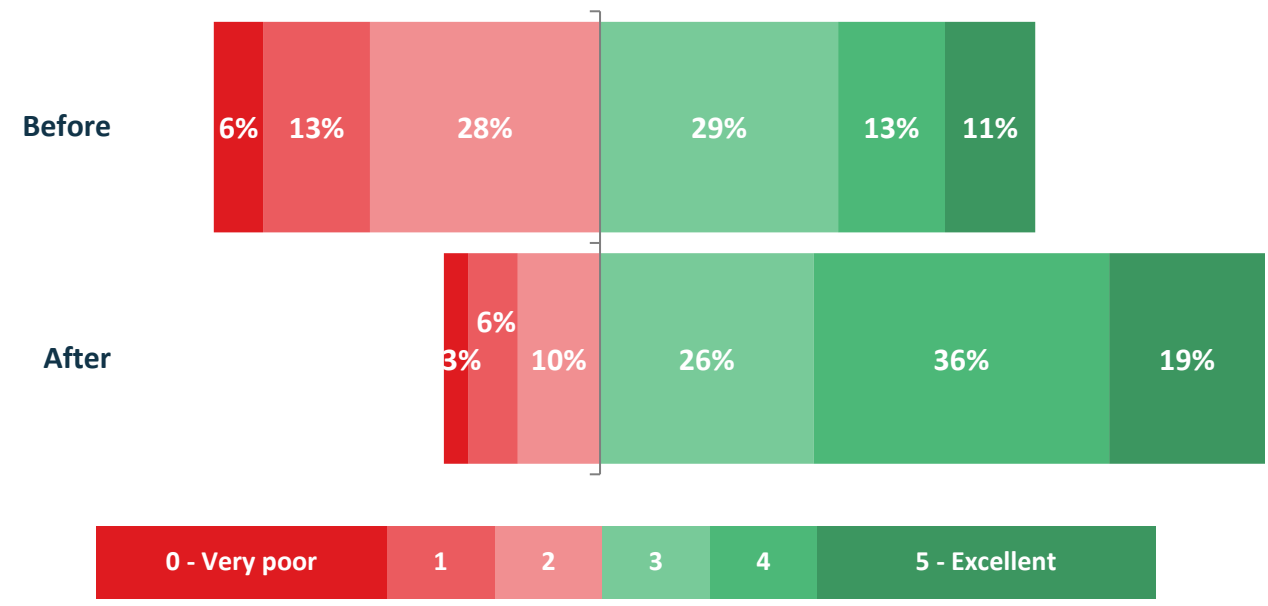
Road Safety in the Area (excluding schools)

Change in Positive/Negative Safety Ratings



↑↓ Indicates a statistically significant increase in positive/ decrease in negative results

Change in Safety Ratings – Full Scale

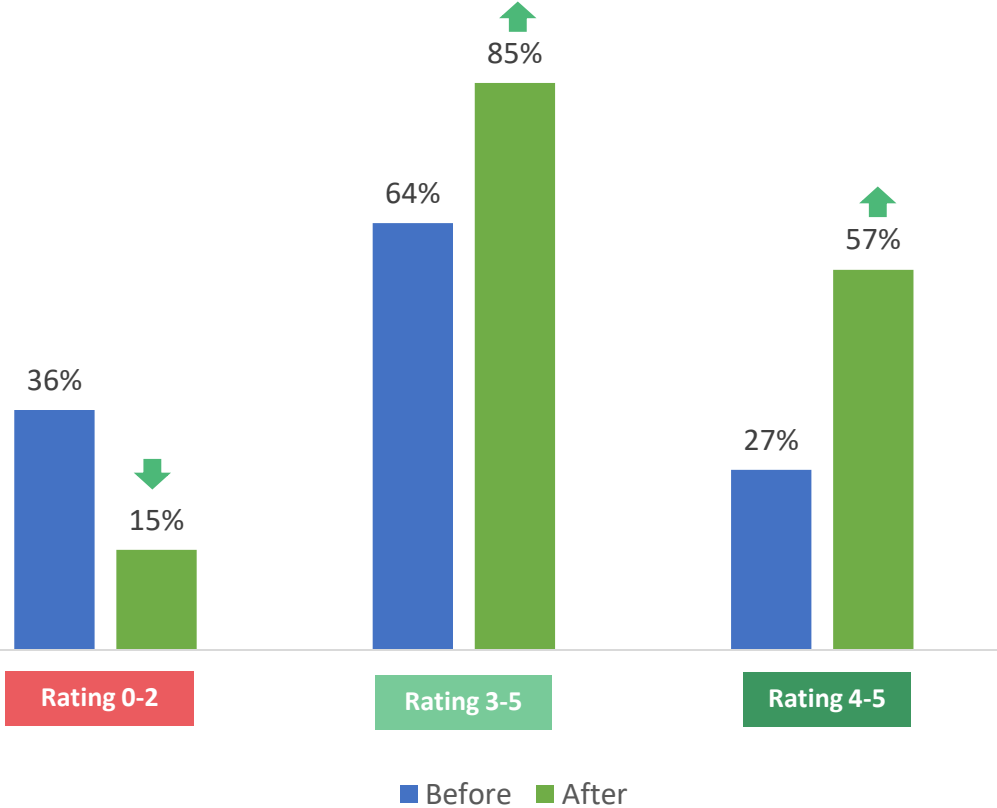


Base: All respondents, excluding those who were not living in the area before January 2022 and/or said they 'don't know'/'not applicable'



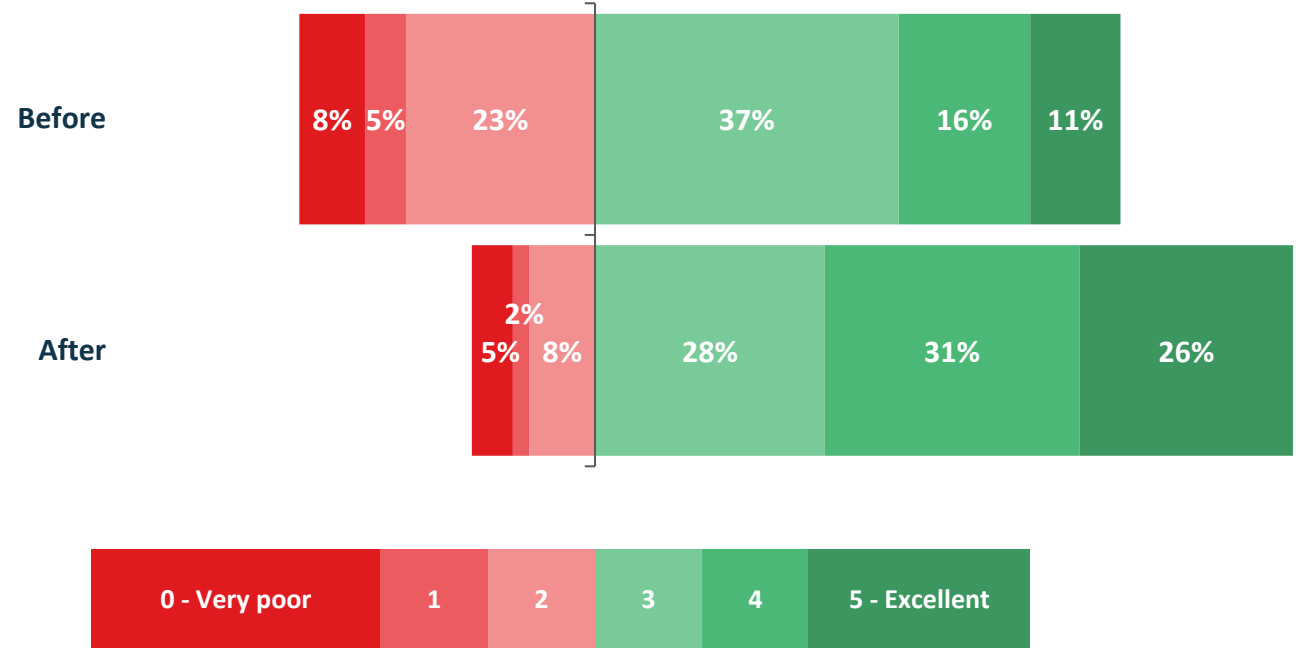
Safety for Pedestrians

Change in Positive/Negative Safety Ratings



↕ Indicates a statistically significant increase in positive/ decrease in negative results

Change in Safety Ratings – Full Scale



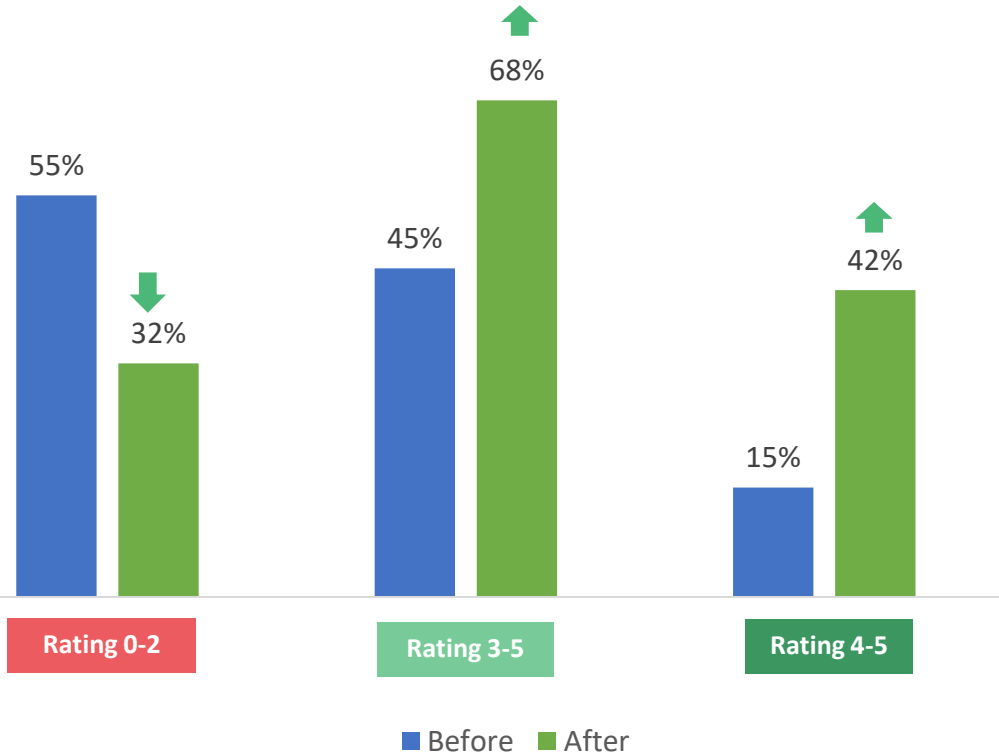
Base: All respondents, excluding those who were not living in the area before January 2022 and/or said they 'don't know'/'not applicable'





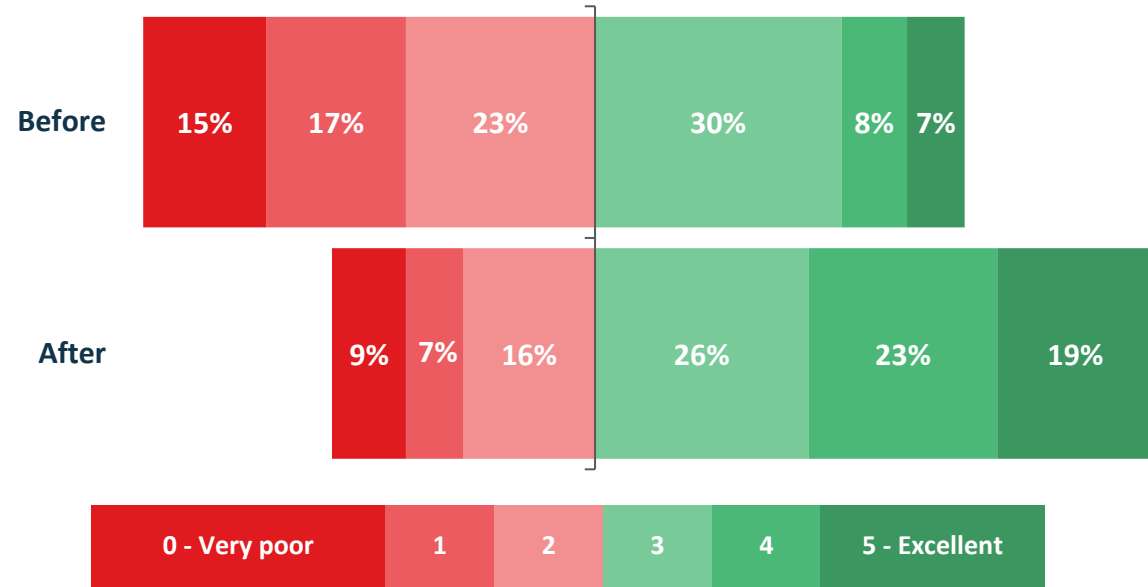
Safety for Cyclists

Change in Positive/Negative Safety Ratings



↕ Indicates a statistically significant increase in positive/ decrease in negative results

Change in Safety Ratings – Full Scale



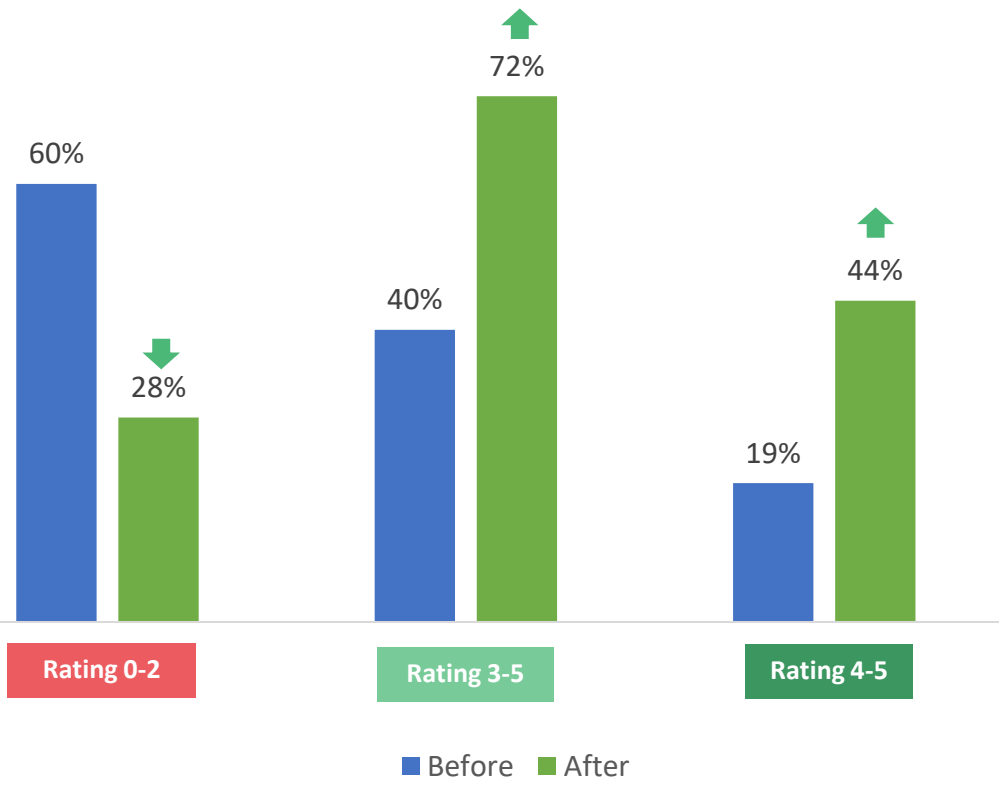
Base: All respondents, excluding those who were not living in the area before January 2022 and/or said they 'don't know'/'not applicable'





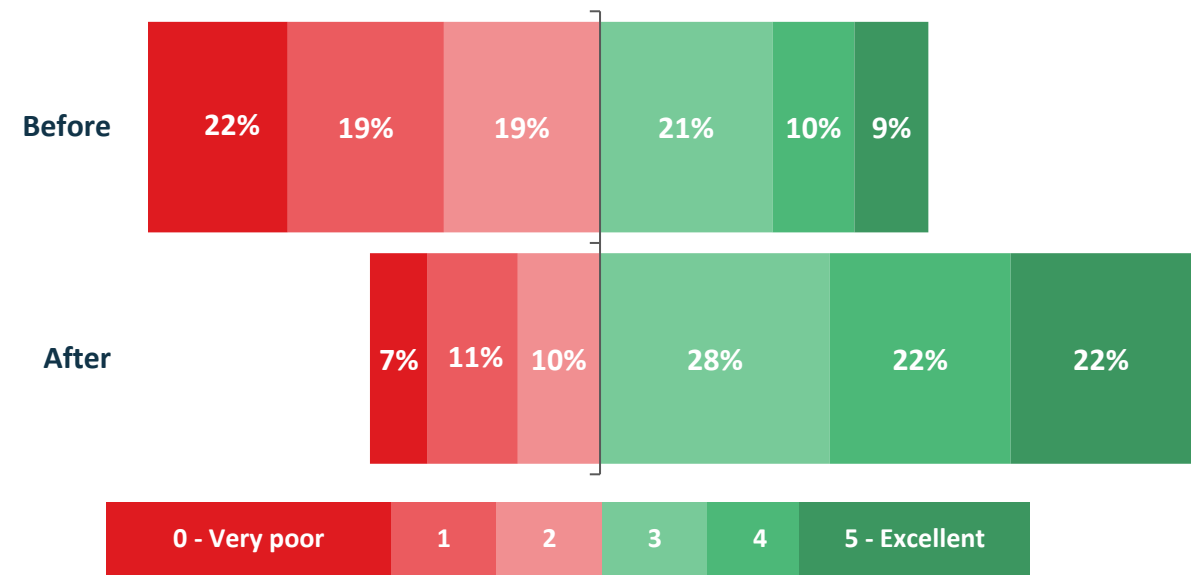
Driving Below the Speed Limit

Change in Positive/Negative Safety Ratings



↑↓ Indicates a statistically significant increase in positive/ decrease in negative results

Change in Safety Ratings – Full Scale



Base: All respondents, excluding those who were not living in the area before January 2022 and/or said they 'don't know'/'not applicable'



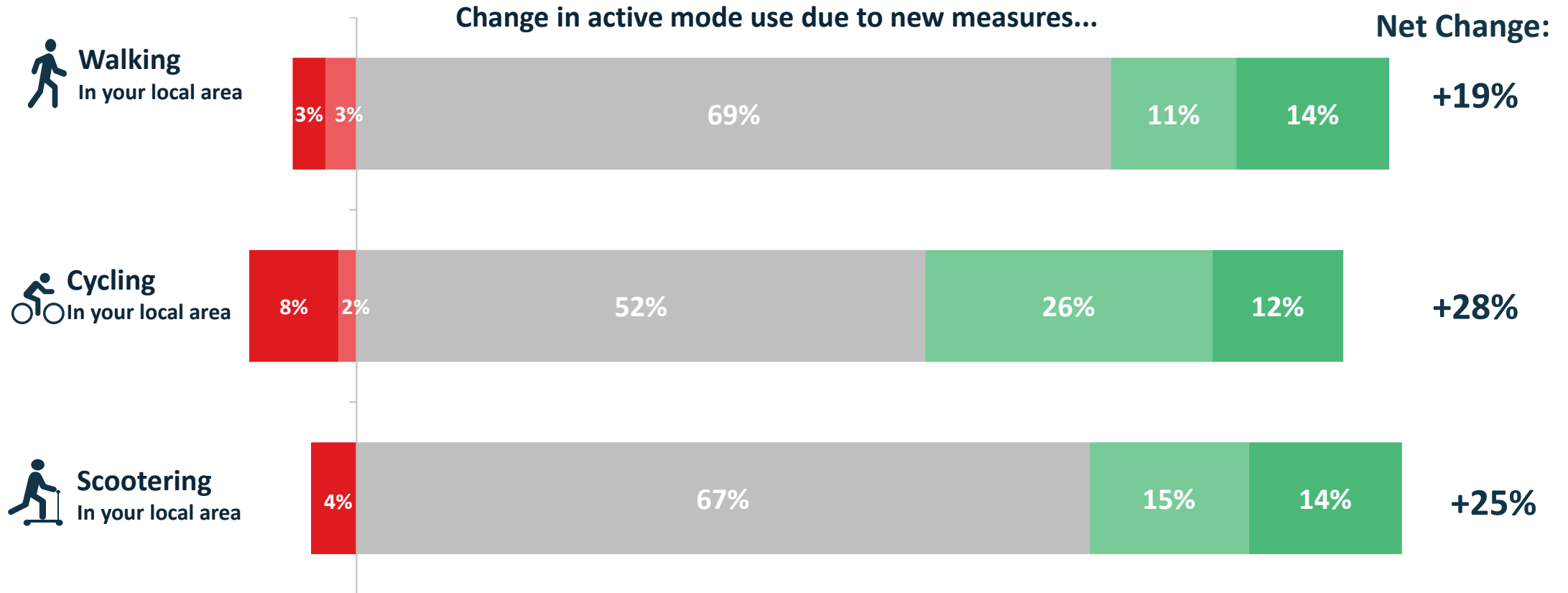
Behaviour Changes Due To Speed Calming Measures



Change in Active Mode use due to Speed Calming Measures

There has been a net increase in use of all three active modes since the installation of the speed calming measures, with this increase most notable among those **cycling** and **scooter**ing in their local area. Thirty-seven percent report cycling more, with a net increase of +28%. Similarly, 29% are scootering more – with a net increase of +25%.

Walking in the local area has also seen a net increase (+19%).



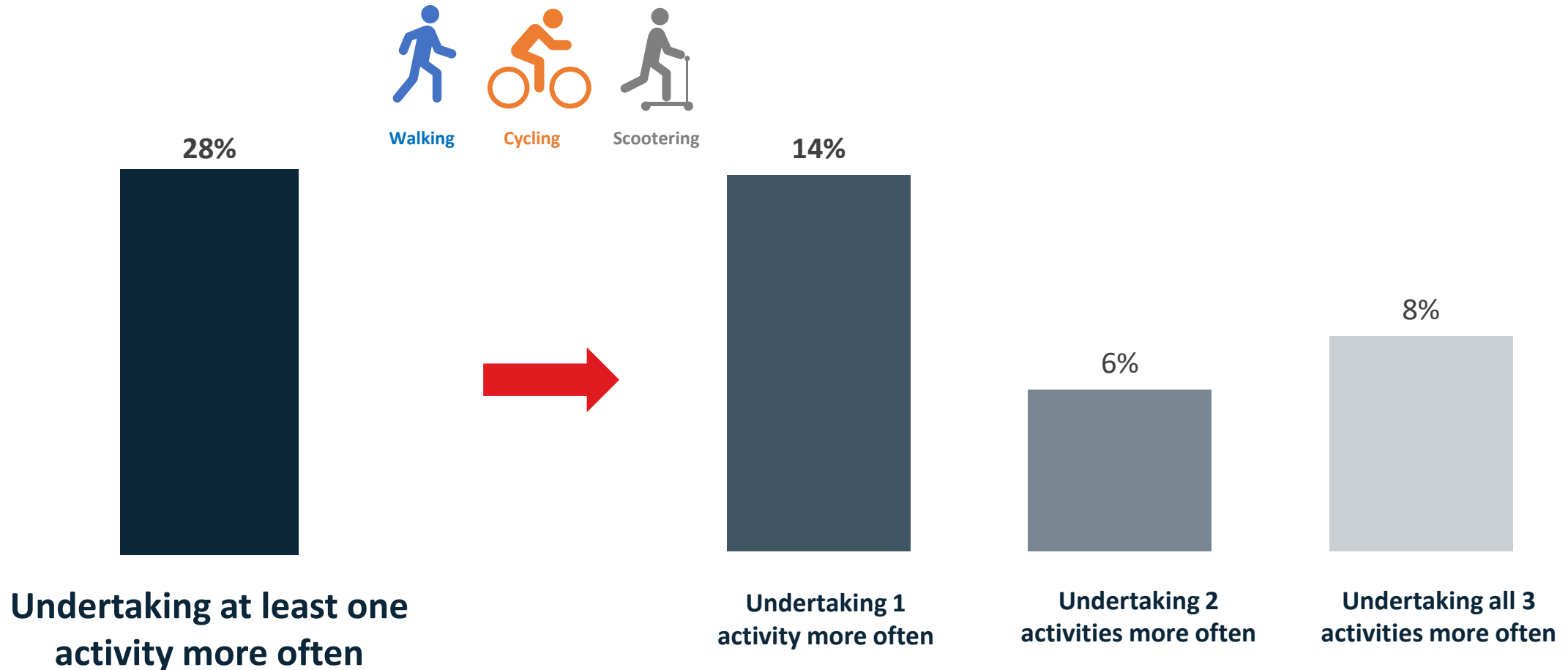
Base: All respondents, excluding blanks. Those who said it has not made a difference, that they don't know or that they did not do this activity before or after have been counted as "no change"



Much less Slightly less No change Slightly more Much more

Change in Active Mode use due to Speed Calming Measures

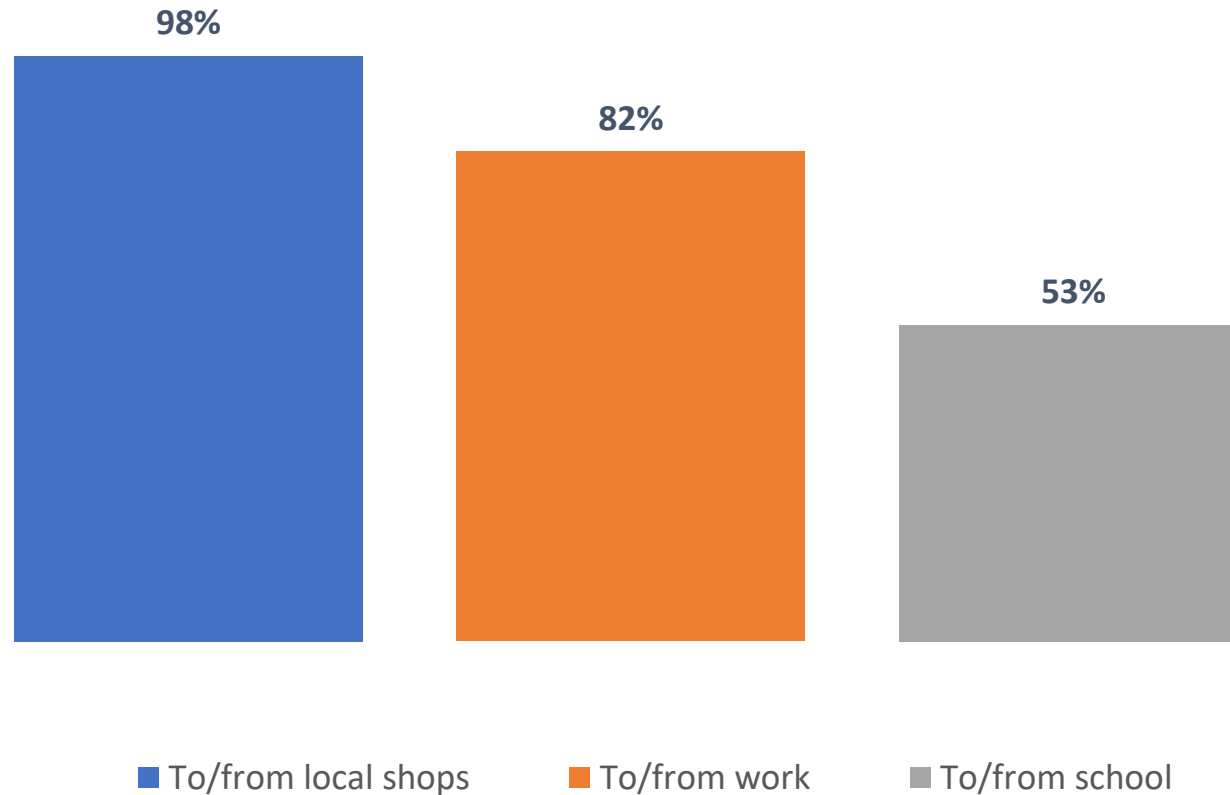
Overall, 28% of respondents said they are now taking part in at least one active mode more often, including 14% undertaking one activity more often, 6% undertaking two activities more often and 8% partaking in all three active modes more often.



Types of Trips Made

When asked what type of trips the household makes generally, 98% of respondents say they travel to/from local shops. Around four in five (82%) travel to/from places of work, while 53% make trips to/from school(s).

The shares making each type of trip are similar both before and after the changes were made.



Base: all respondents, excluding blanks.

Mode Used by Types of Trips Made



The following slides show the share of respondents making each type of trip by each mode of transport. Slides show the main mode used by participants both before and after the changes were made. *Note: Slides for all modes used by participants can be found in Appendix 3.*

Main mode used has been grouped to show the share mainly using public transport, private vehicle and active modes both before and after road safety measure installation. *Note: Slides for the main mode split by individual mode types can be found in Appendix 3*



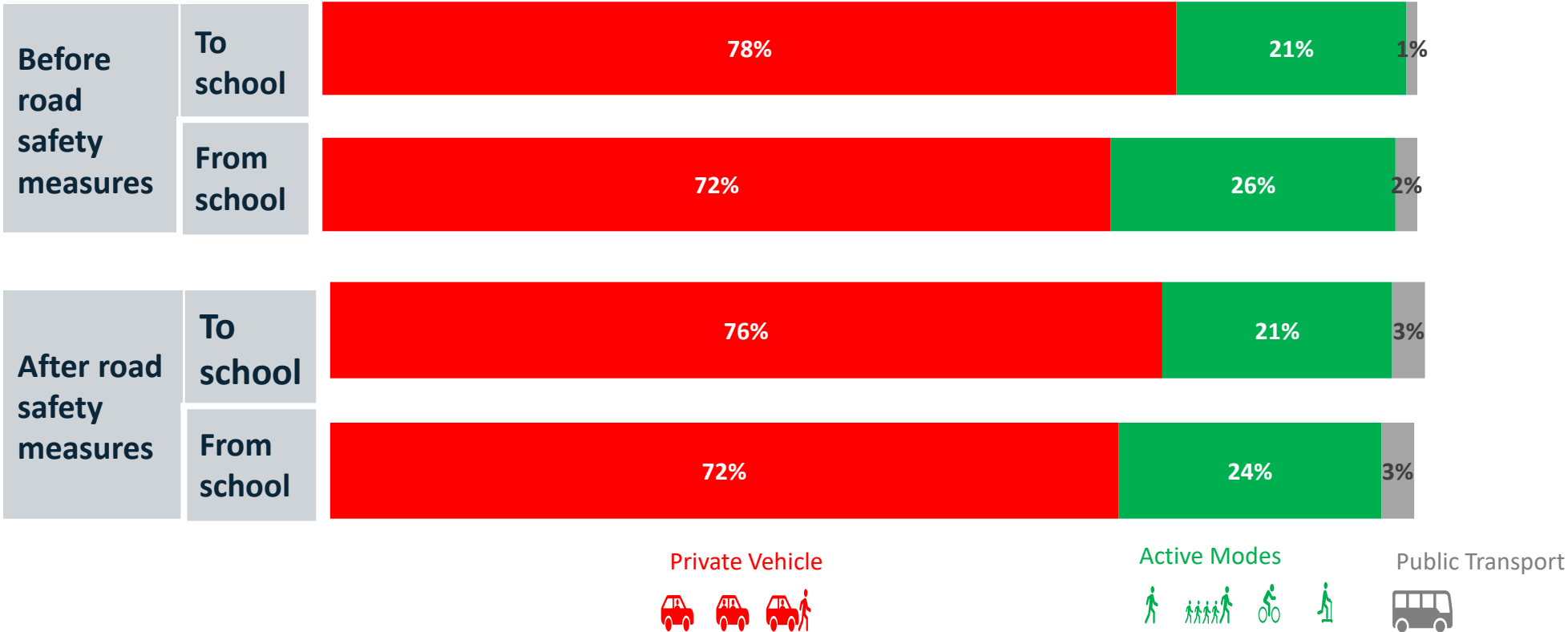
School Trips: Main Travel Mode Used

By Mode Groupings

Prior to the installation of the road safety measures, whilst private vehicles were by far the most common mode used to travel to/from school, mode use was more mixed for school trips than for trips to work and the local shops, with around a quarter using an active mode. Public transport use for school trips was low.

The road safety measures appear to have had little impact on increasing active mode use for school trips, the share using active modes to get to school remaining unchanged post-installation, and the share of trips using active modes to get from school actually declining slightly (from 26% to 24%).

53%
of respondents
make this type of
trip



Base: All respondents who make each type of trip, excluding blanks and those who did not select a main mode.
 Note: Respondent's were asked for their main mode.





Work Trips: Main Travel Mode Used

By Mode Groupings

Prior to the installation of the road safety measures, almost all trips to (90%) and from (89%) work were made using a private vehicle. Only 5% of work trips were made using active modes.

The road safety installations have had minimal impact on main travel mode used, the share using active modes increasing by 1 percentage point, while the share using private vehicles has declined 1 percentage point.

82% of respondents make this type of trip



Base: All respondents who make each type of trip, excluding blanks and those who did not select a main mode.
Note: Respondent's were asked for their main mode.





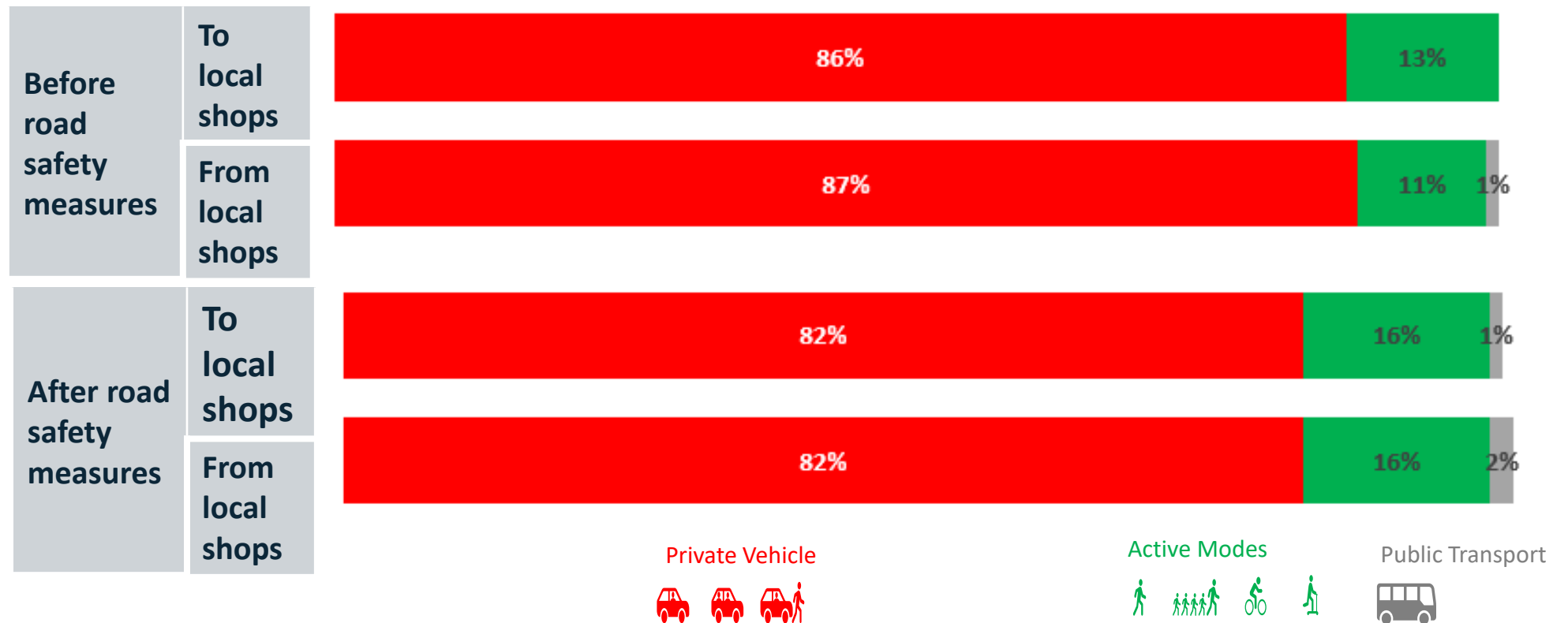
Local Shop Trips: Main Travel Mode Used

By Mode Groupings

Prior to the installation of the road safety measures, almost all trips to (86%) and from (87%) local shops were made using a private vehicle. Around one in ten trips were made using active modes.

Of the three trip types, the road safety measures have had the most positive impact on local shopping trips, the share using active modes to access the shops post-installation having increased from 13% to 16% for trips to the shops and from 11% to 16% for trips back. Local shopping trips by private vehicle have declined.




98%
of respondents
make this type of
trip



Base: All respondents who make each type of trip, excluding blanks and those who did not select a main mode.

Note: Respondent's were asked for their main mode.

Appendix

-  Appendix 1 - Questionnaire
-  Appendix 2 – Respondent Profile
-  Appendix 3 – Modes Used by Types of Trip

Appendix 1 – Questionnaire (Continued)

Q5. How **did** you and/or members of your household travel to and from each of the following places **BEFORE** the speed humps and speed tables were installed?

*If you travel in different ways at different times of the year or on different days of the week, please select **all options** that apply, and then circle the **one** used **most often**. If you use more than one mode, please select the one used for the longest distance.*

Please select (✓) AS MANY as apply in each row. If multiple selected, please also circle the one used most (⊙).

	I/we <u>didn't</u> make this type of trip	Walk	Walking School Bus	Car/walk *	Bicycle	Scooter	Bus	Car – as a driver	Car – as a passenger	Other <i>Please write in</i>
To school (s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
From School (s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
To work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
From work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
To local shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
From local shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

*Car/walk means you travel by car then walk at least 400m to your location – about 5 minutes or more

Appendix 1 – Questionnaire (Continued)

Household Demographics

Finally, just a few questions about you. These are just to make sure we have a good mix of people in the survey.

Q8. Which gender do you identify with?
Please select (✓) one option

Male	Female	Gender Diverse/non binary	Prefer not to say
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9. Which age group do you belong to?
Please select (✓) one option

15-24 years	<input type="checkbox"/>	50-59 years	<input type="checkbox"/>
25-29 years	<input type="checkbox"/>	60-69 years	<input type="checkbox"/>
30-39 years	<input type="checkbox"/>	70-74 years	<input type="checkbox"/>
40-49 years	<input type="checkbox"/>	75+ years	<input type="checkbox"/>
I prefer not to say	<input type="checkbox"/>		

Q10. Which ethnic group or groups do you identify with?
Please select (✓) AS MANY as apply

NZ European/ Pākehā	<input type="checkbox"/>	Tongan	<input type="checkbox"/>
Māori	<input type="checkbox"/>	Niuean	<input type="checkbox"/>
Samoaan	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Cook Island Māori	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Other	<input type="checkbox"/> Please write in:		
I prefer not to say	<input type="checkbox"/>		

Q11. Including yourself, how many adults and children live in your household?
Please write in a number in each box (write "0" if this does not apply to your household)

Adults (18 years or older)	Children 0-4 years old	Children 5-12 years old	Children 12-18
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q12. How many years have you been living in your current house?
Please select (✓) one option

Less than 1 year	<input type="checkbox"/>	10 to 15 years	<input type="checkbox"/>
1 to 2 years	<input type="checkbox"/>	More than 15 years	<input type="checkbox"/>
3 to 5 years	<input type="checkbox"/>	Don't know	<input type="checkbox"/>
6 to 10 years	<input type="checkbox"/>	I prefer not to say	<input type="checkbox"/>

Q13. Would you like to be entered into the survey prize draw?
The prize draw is to win one of twenty \$100 supermarket vouchers.
Please select (✓) one option

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Q14. From time to time, Auckland Transport undertakes other research projects. Would you be willing for us to contact you in the future to see if you are interested in taking part in such research for Auckland Transport?
Please select (✓) one option

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If you answered yes to either of the above (Q12 or Q13), please enter your contact details.
Note: Gravitas Research will keep your contact details separate from your survey answers.

Name	<input type="text"/>
Address	<input type="text"/>
Phone number	<input type="text"/>
Email	<input type="text"/>

Thank you for taking part in the survey. Your thoughts and feedback are appreciated.

Please fold the questionnaire as shown on the last page, tape it closed and post (no stamp is needed).

Appendix 2 – Respondent Profile



Age	%
15-24	3%
25-29	3%
30-39	18%
40-49	23%
50-59	18%
60-69	13%
70-74	7%
75+	13%
Prefer not to say	2%



Ethnicity	%
European	49%
Māori	21%
Pacific	18%
Asian	12%
Other	11%
Prefer not to say	8%



Years lived in area	%
<1 year	4%
1-2 years	19%
3-5 years	14%
6-10 years	13%
10-15 years	5%
>15 years	45%



Gender	%
Male	41%
Female	56%
Prefer not to say	3%



Household makeup	%
Adults >18 years	94%
Children <5 years	35%
Children 5-12 years	45%
Children 12-18 years	38%



Appendix 3 – All Travel Modes for Trips to School



53% of respondents make this type of trip

		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
Before road safety measures	To	6%	35%	10%	14%	15%	1%	5%	2%
	From	5%	31%	8%	12%	15%	1%	5%	2%
After road safety measures	To	5%	36%	15%	13%	14%	-	2%	2%
	From	5%	35%	14%	9%	14%	-	2%	2%









Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.





Appendix 3 – All Travel Modes for Trips to Work

82% of respondents make this type of trip









		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
									
Before road safety measures	To	4%	63%	10%	11%	5%	1%	2%	-
	From	3%	62%	8%	11%	4%	-	2%	-
After road safety measures	To	2%	65%	11%	13%	5%	-	3%	1%
	From	2%	64%	10%	12%	5%	-	2%	1%

Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.





Appendix 3 – All Travel Modes for Trips to Local Shops









		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
									
Before road safety measures	To	4%	76%	21%	18%	26%	-	5%	4%
	From	4%	75%	21%	18%	23%	-	5%	5%
After road safety measures	To	4%	73%	18%	19%	27%	-	3%	3%
	From	5%	72%	18%	19%	25%	-	3%	3%

98%
of respondents
make this type of
trip

Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.



Appendix 3 – Main Travel Mode for Trips to School

		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
									
Before road safety measures	To	1%	33%	1%	10%	9%	-	2%	1%
	From	1%	30%	1%	7%	10%	-	3%	1%
After road safety measures	To	2%	32%	1%	7%	8%	-	1%	2%
	From	2%	32%	1%	4%	10%	-	1%	2%









53%
of respondents
make this type of
trip

Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.



Appendix 3 – Main Travel Modes for Trips to Work

82% of respondents make this type of trip









		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
									
Before road safety measures	To	1%	63%	3%	7%	3%	-	2%	-
	From	1%	63%	3%	6%	3%	-	2%	-
After road safety measures	To	1%	63%	2%	7%	3%	-	2%	-
	From	1%	63%	2%	6%	3%	-	2%	-

Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.





Appendix 3 – Main Travel Modes for Trips to Local Shops

		Bus or Train	Car (driver)	Car (passenger)	Car (then walk)	Walk	Walking School bus	Cycle	Scooter
									
Before road safety measures	To	-	70%	3%	11%	12%	-	1%	-
	From	1%	72%	5%	10%	10%	-	1%	-
After road safety measures	To	1%	68%	3%	10%	14%	1%	1%	-
	From	2%	69%	3%	8%	14%	1%	1%	-

98%
of respondents
make this type of
trip

Base: All respondents who make each type of trip, excluding blanks. Note: Multiple modes can be selected.