

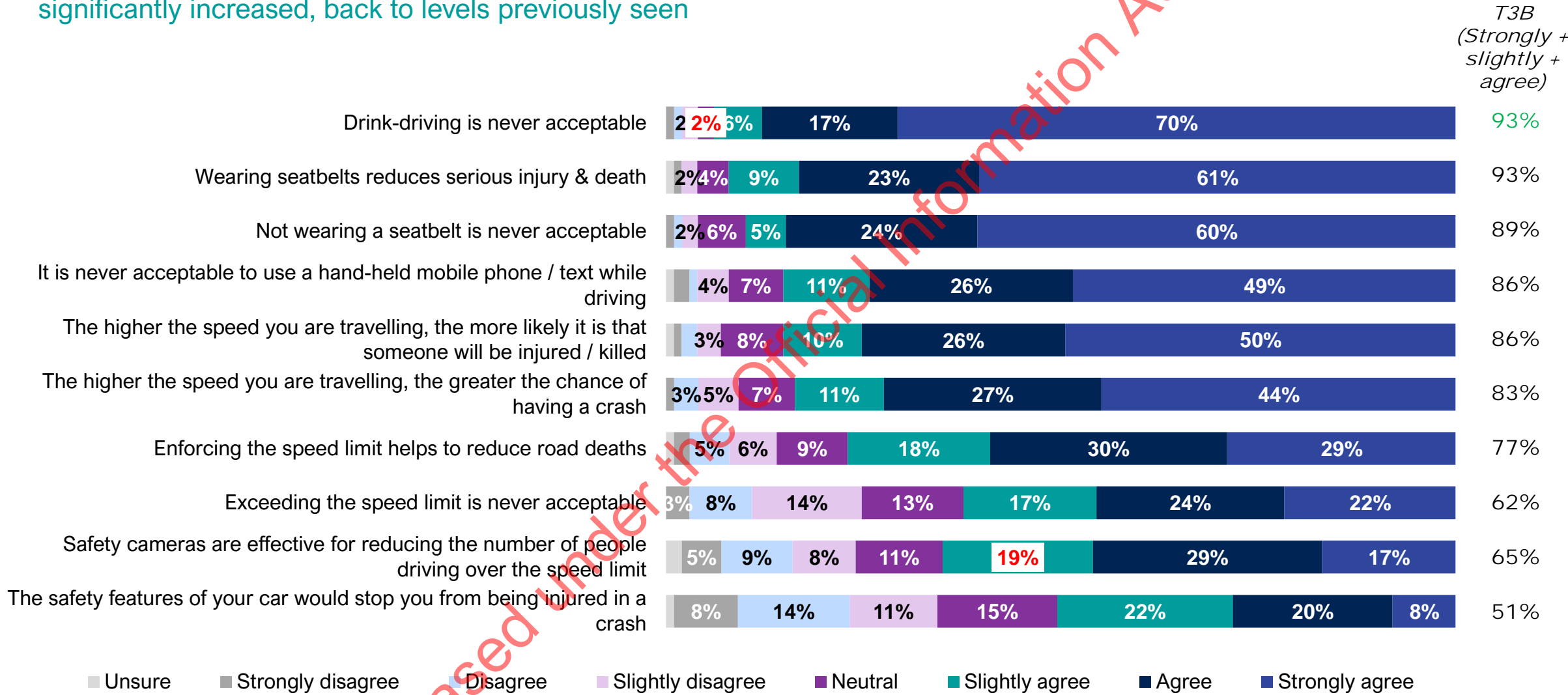
# ROAD SAFETY ATTITUDES & BEHAVIOURS

# 3

Released under the Official Information Act 1982

# Agreement with safety statements

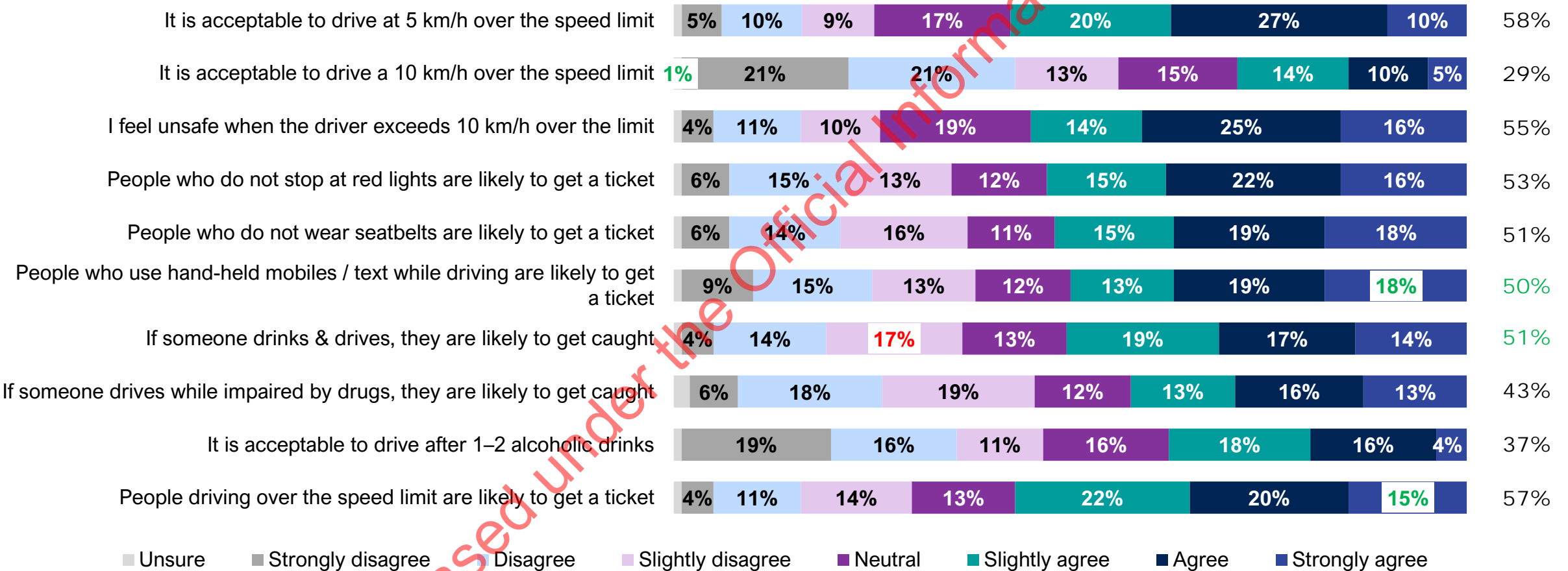
After a significant decrease in agreement with *drink driving is never acceptable* last month, this month agreement has significantly increased, back to levels previously seen



# Agreement with safety statements

As with agreement with *drink driving is never acceptable*, agreement with enforcement related statements have significantly increased this month, including agreement that if someone uses *hand-held mobile phones or drinks and drives they will get caught*.

T3B  
(Strongly + slightly + agree)

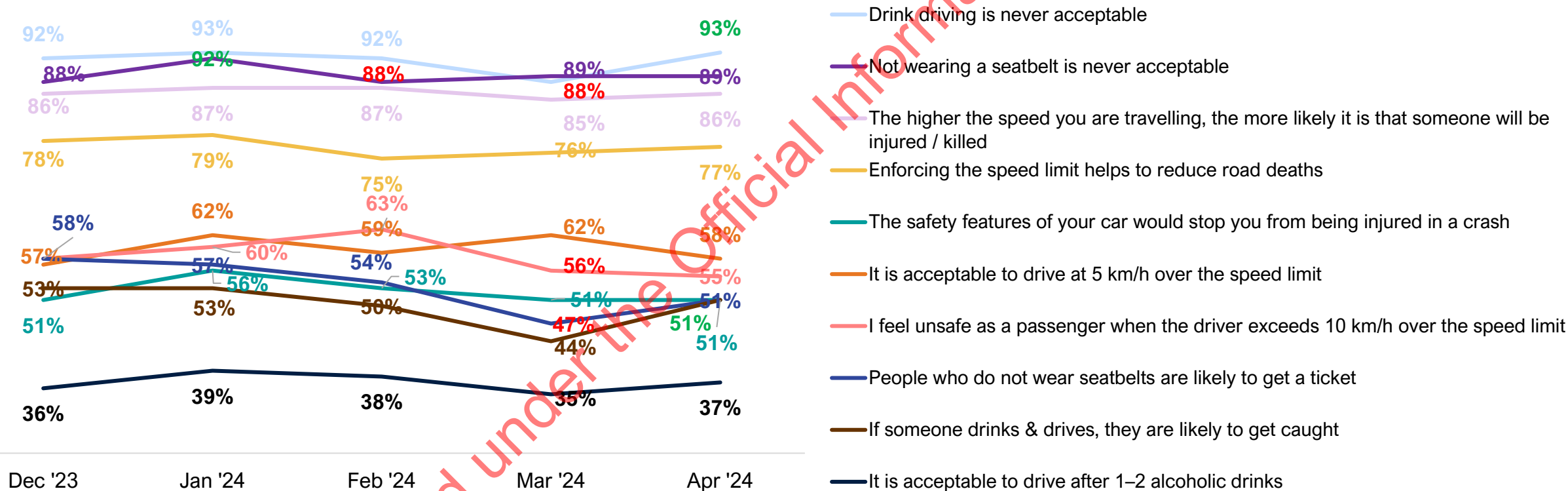


Green is sig. higher and Red is sig. lower than the previous wave

# Agreement with safety statements over time

As with agreement with *drink driving is never acceptable*, agreement with enforcement related statements have significantly increased this month, including agreement that if someone *uses hand-held mobile phones* or *drinks and drives* they will get caught.

Agreement over time

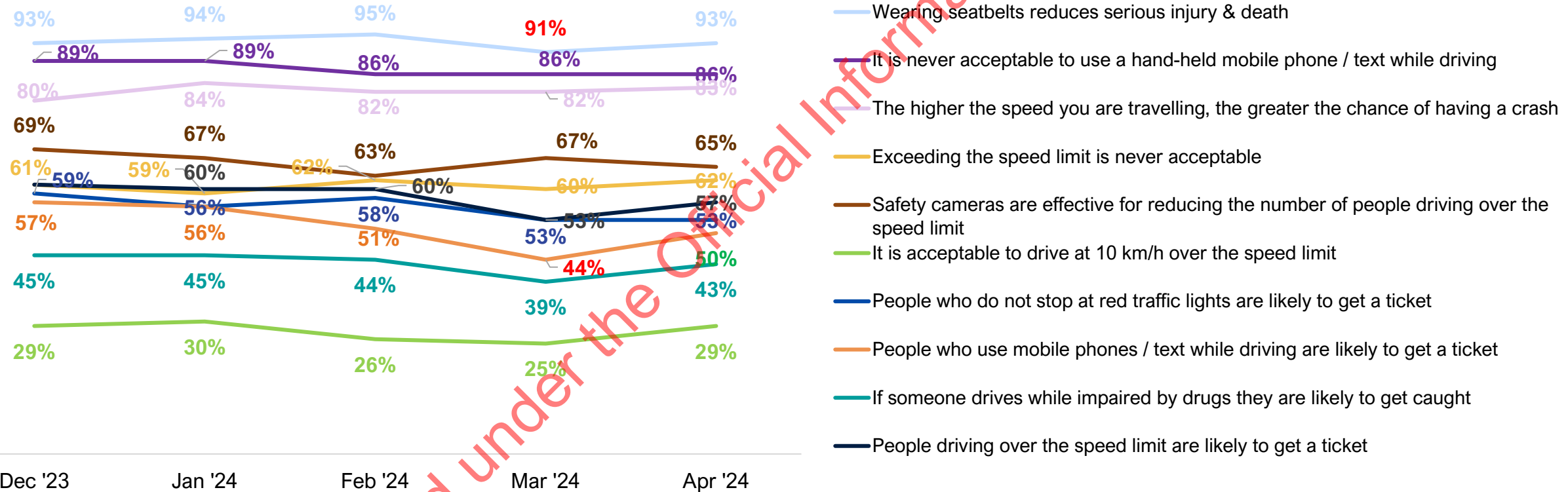


Base: Monthly; Total sample: (Apr '24: n=501, Mar '24: n=500, Feb '24: n=500, Jan '24: n=505, Dec '23: n=1,002)  
 SS1: Do you agree or disagree with these statements?  
 Note: T3B (strongly + slightly + agree) shown.

# Agreement with safety statements over time

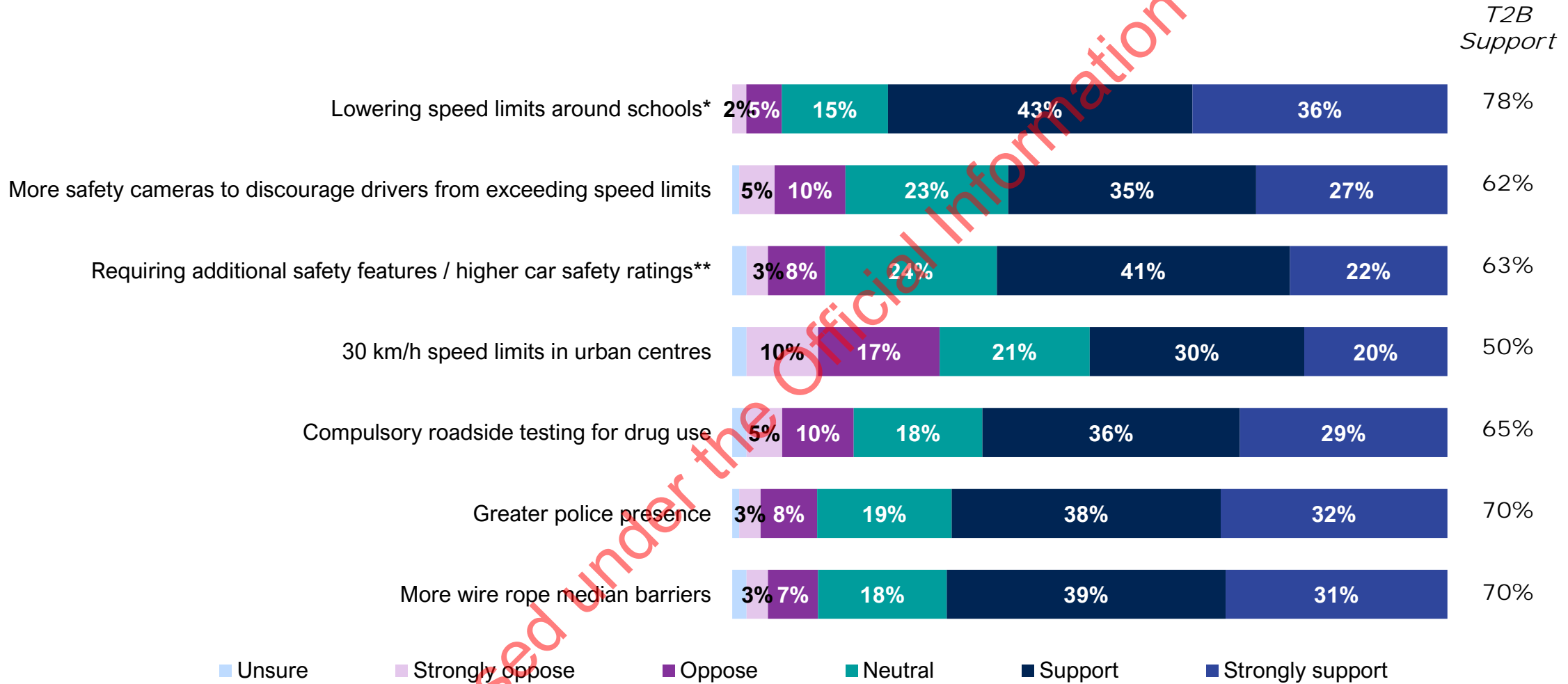
Agreement remains stable with the majority of statements remains stable. Agreement that people using a mobile phone / texting while driving will get caught has stabilised after a significant decrease last month.

Agreement over time



# Support for initiatives

Support for initiative remains stable, with no significant changes seen this month.



Green is sig. higher and Red is sig. lower than the previous wave

**Base:** Monthly; Total sample (Apr '24: n=501)

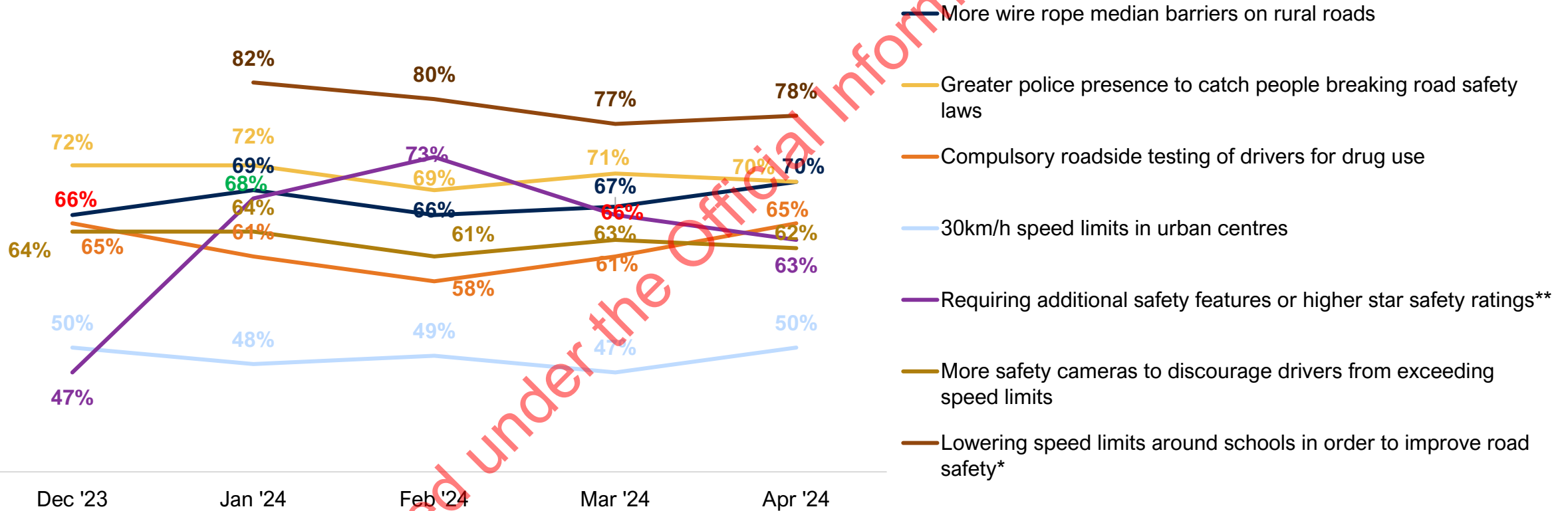
**IS1:** How much do you support / oppose the following initiatives to help reduce the number of road deaths and serious injuries? / **IS2:** How much do you support or oppose the following initiatives to help reduce the number of road deaths and serious injuries?

**\*Note:** Statement added Jan '24. **\*\*Note:** "which could make them more expensive" removed from statement Jan '24.

# Support for initiatives

Support for initiatives continue to be positive. Support for *requiring additional safety features* has continued to decrease since the statement was changed, while support for *roadside testing for drug use* has increased steadily since February

Support over time



Green is sig. higher and Red is sig. lower than the previous wave

**Base:** Monthly; Total sample (Apr '24: n=501, Mar '24: n=500, Feb '24: n=500, Jan '24: n=505, Dec '23: n=1,002)

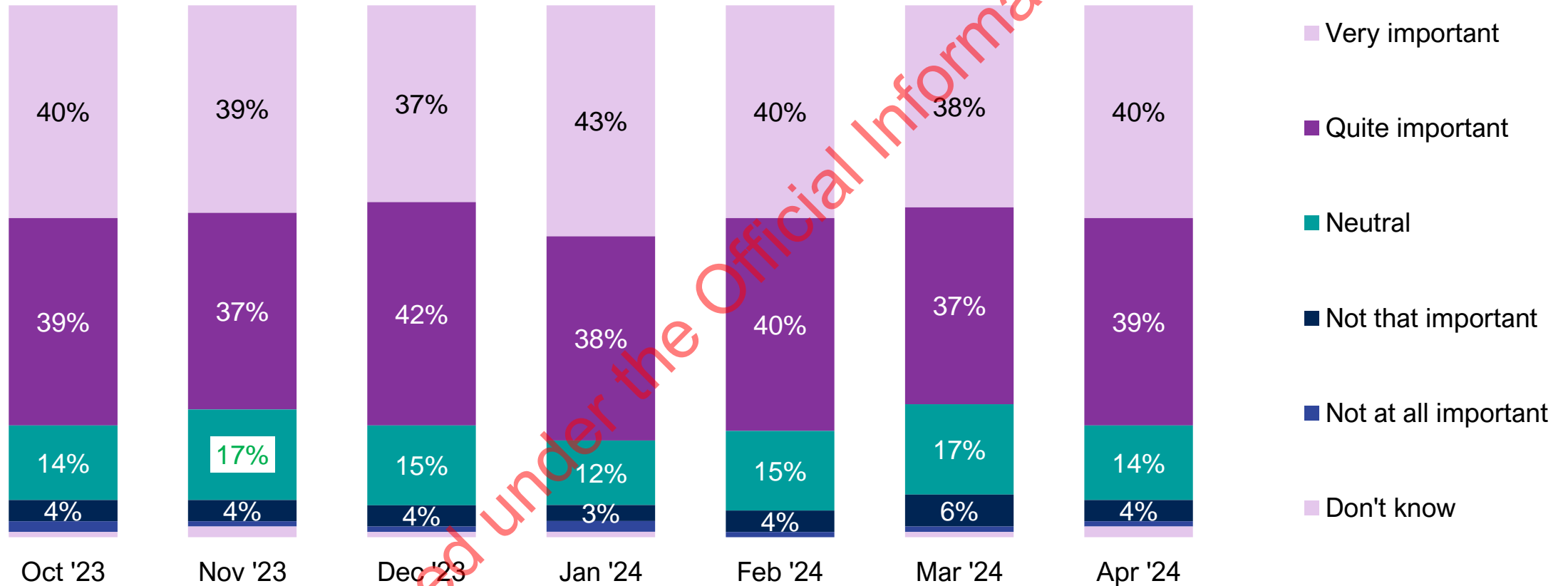
**IS1:** How much do you support / oppose the following initiatives to help reduce the number of road deaths & serious injuries? / **IS2:** How much do you support / oppose the following initiatives to help reduce the number of road deaths & serious injuries?

**Note:** T2B (strongly + support) shown. **Note:** Statement added Jan '24. **Note:** "which could make them more expensive" removed from statement Jan '24.

# Star safety ratings

Safety ratings continues to be considered quite important to car owners, with over three quarters agreeing it is either very / quite important

Importance of car safety ratings



Green is sig. higher than the previous wave