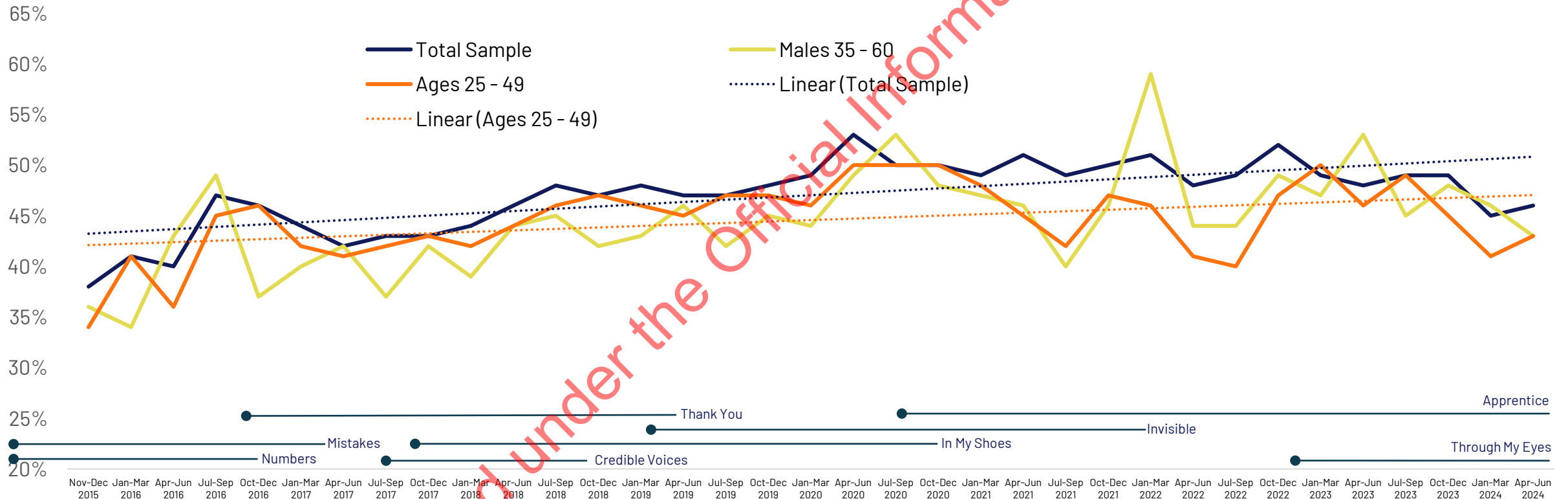


# General attitudes around speeding

Overtime we have seen the claimed behaviour of not exceeding the speed limit (rarely / not at all) increase.

## Have rarely / not exceed the speed limit over time



Mistakes & Numbers on air before tracking commenced with Ipsos

**Base:** Quarterly; Target Audience; Through My Eyes Males 20-35 (Jan '23 - Jun '24), Apprentice Males 35-49 (Oct '20 - Jun '24), Invisible Males 35-60 (Apr '19 - Mar '22), In My Shoes Males 35-60 (Jan '18 - Mar '22), Mistakes Males 25-49 (Nov '15 - Sep '17), Numbers Ages 25-49 (Nov '15 - Dec '16) Thank you Ages 25-49 (Jan '17 - Jun '19)

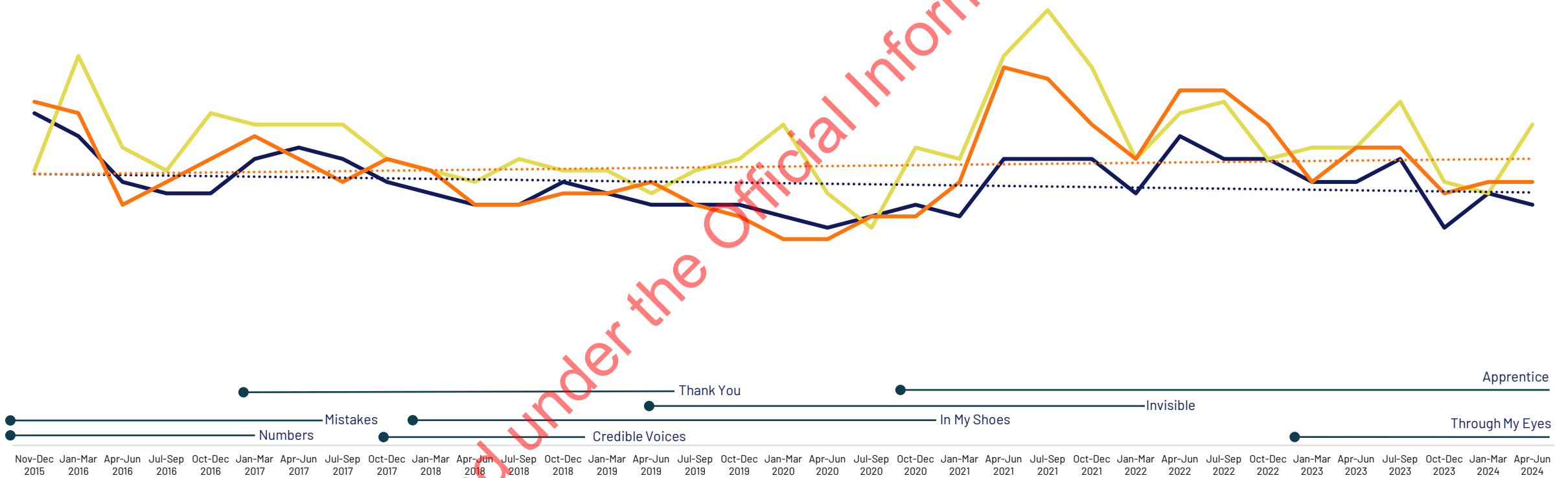
**Ad 1.1:** Do you recall seeing this particular advertisement before? / **Ad 1.3:** Do you recall seeing or hearing any other advertising that you think may be part of this campaign? ~ 'Discuss with Others' OR 'Change Attitudes'

# General attitudes around speeding

Those claiming to find it difficult to *drive at or below the speed limit* has not has remained relatively stable overtime.

## Difficulty of driving at / below the speed limit – NETT Difficult

— Total Sample    — Males 35 - 60    — Ages 25 - 49    ..... Linear (Total Sample)    ..... Linear (Ages 25 - 49)



Mistakes & Numbers on air before tracking commenced with Ipsos

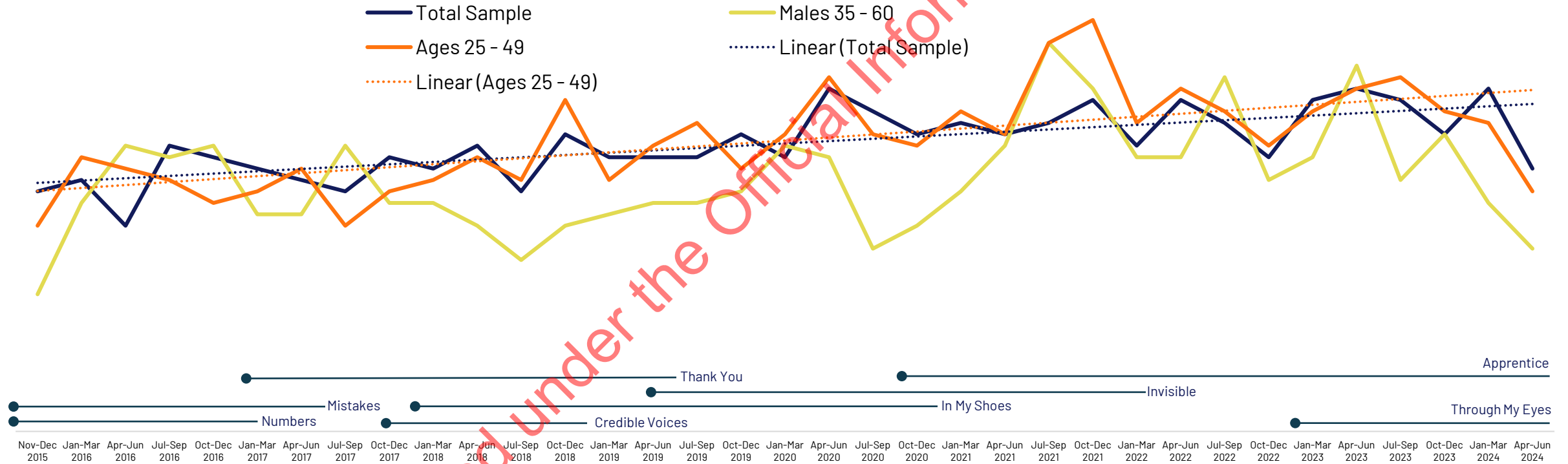
**Base:** Quarterly; Target Audience; Through My Eyes Males 20-35 (Jan '23 - Jun '24), Apprentice Males 35-49 (Oct '20 - Jun '24), Invisible Males 35-60 (Apr '19 - Mar '22), In My Shoes Males 35-60 (Jan '18 - Mar '22), Mistakes Males 25-49 (Nov '15 - Sep '17), Numbers Ages 25-49 (Nov '15 - Dec '16) Thank you Ages 25-49 (Jan '17 - Jun '19)

**Ad 1.1:** Do you recall seeing this particular advertisement before? / **Ad 1.2:** Do you recall seeing or hearing any other advertising that you think may be part of this campaign? ~ 'Discuss with Others' OR 'Change Attitudes'

# General perceptions around speeding

The likelihood of getting a speeding ticket has increased overtime.

## Likelihood to get a ticket at 105 kph - NETT Likely



Mistakes & Numbers on air before tracking commenced with Ipsos

**Base:** Quarterly; Target Audience; Through My Eyes Males 20-35 (Jan '23 - Jun '24), Apprentice Males 35-49 (Oct '20 - Jun '24), Invisible Males 35-60 (Apr '19 - Mar '22), In My Shoes Males 35-60 (Jan '18 - Mar '22), Mistakes Males 25-49 (Nov '15 - Sep '17), Numbers Ages 25-49 (Nov '15 - Dec '16) Thank you Ages 25-49 (Jan '17 - Jun '19)

**Ad 1.1:** Do you recall seeing this particular advertisement before? / **Ad 1.3:** Do you recall seeing or hearing any other advertising that you think may be part of this campaign? ~ 'Discuss with Others' OR 'Change Attitudes'