



SAFEWORK SA EXTENDED DAYLIGHT SAVING COMMUNITY CONSULTATION 2008

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Project #: 7933

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1. SETTING THE SCENE

1.1 Background

Until recently, the timing of daylight saving in South Australia has been consistent with all other Australian States and Territories that have an annual period of daylight saving, with the exception of Tasmania. The arrangements across the States and Territories until 2007 were for daylight saving to take place between the last Sunday in October until the last Sunday in March.

In 2007, the Council of Australian Federation extended the period of day light saving in the eastern States and Territories by four to five weeks to commence in the first week of October and end in the first week of April. The need to align with the eastern States and Territories is currently being considered at State level, with Minister Wright commissioning a four week consultation process prior to implementing a test of the extended daylight saving period in 2008.

The Minister has now requested SafeWork SA, as part of the Department of Premier and Cabinet, commissioned Harrison Research as an independent third party, to carry out a community consultation survey regarding the trial four week extension to daylight saving in South Australia during 2008. The results of this research will be used by SafeWork SA to advise the Minister on how to proceed.

1.2 The project

The community survey was carried out using quantitative computer assisted telephone interviewing (CATI).

A total of n=802 surveys were conducted with a random stratified sample of South Australian residents aged 18 years and over between the 5 and 12 December 2008, broken down by geographic location as follows:

- Metropolitan n=501
- Regional n=301
 - Regional (Inner East/North East) n=75
 - Regional (Inner West/North West) n=75
 - Regional (Outer West/North West) n=75
 - Regional (South-East) n=76

The above quotas were implemented to ensure sufficient numbers in each regional zone for analysis purposes. When surveying was complete, the data were weighted to align with the ABS breakdown by South East, Inner East/North East, Inner West/North West, Outer West/North West and the metropolitan area, as well as age and gender. A full breakdown of the weighted and unweighted sample can be found in Appendix A1.

The sample for the project was drawn using DtMS (Electronic Whitepages Directory) and further randomised using the 'last birthday' approach to respondent selection within the household.

The questionnaire was approximately 4 minutes in length. A copy of the quantitative questionnaire is included in Appendix A2 of this report.

1.2.1 About this report

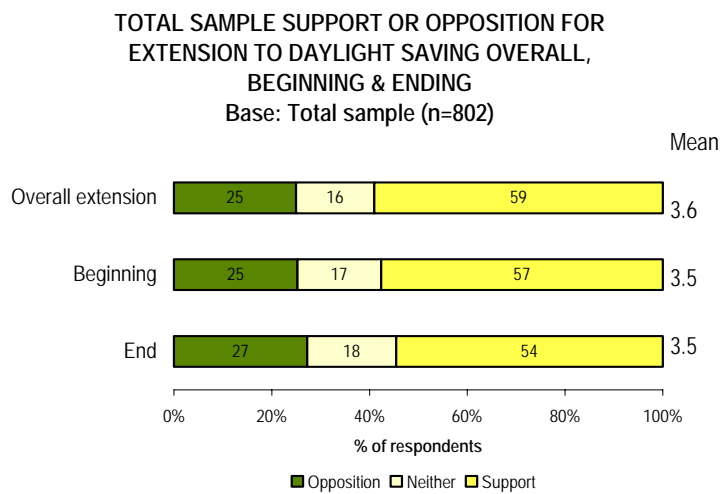
This document reports findings from the community consultation based on the weighted results, hence, more accurately representing the total SA population.

Note: where reference is made to a significant difference, this indicates a statistically significant difference at a 95% level of confidence. This means that the difference in proportions or mean values is not due to small samples and lack of representativeness to the total population or the potential for sampling error.

2. EXECUTIVE ASSESSMENT

2.1 Key Outcomes

- The results from the community survey reveal moderate to high levels of support for continuing the trialled extension to daylight saving (59% total sample).
- A small proportion of the total sample neither supported nor opposed the extended daylight saving period. When this group were removed from the sample to include only those who expressed an opinion, 70% were in favour. When split by geographic location, 75% were supportive in metropolitan Adelaide and 56% supported the extension in regional SA.
- When the extension to each the start and finish date of daylight saving were explored in isolation, the results revealed marginally lower levels of support for extending the finishing date, driven primarily by regional respondents. This difference was directional only and not validated with statistical testing at the total sample level (n=802).

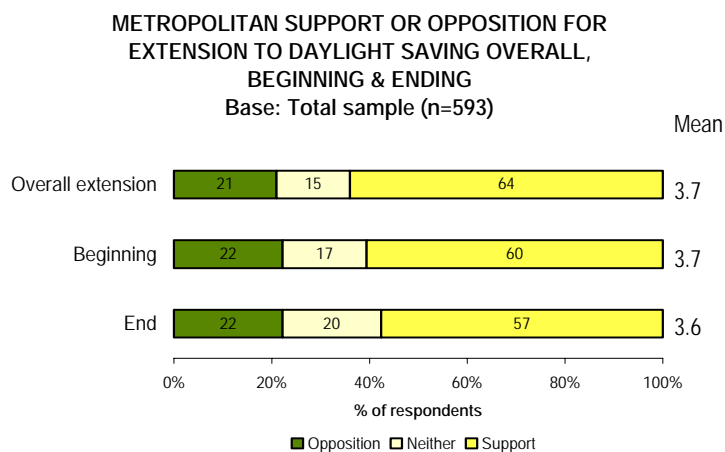


59% of the total sample support the overall extension.

57% of the total sample support extending the start date while a lower sample specific 54% support extending the finish date (this difference was NOT statistically significant at the 95% confidence interval).

Broad opposition recorded for the overall extension, beginning and ending is statistically comparable at the 95% confidence interval.

The mean scores denoting support did not reveal any significant variations in reaction to each element of the extension.

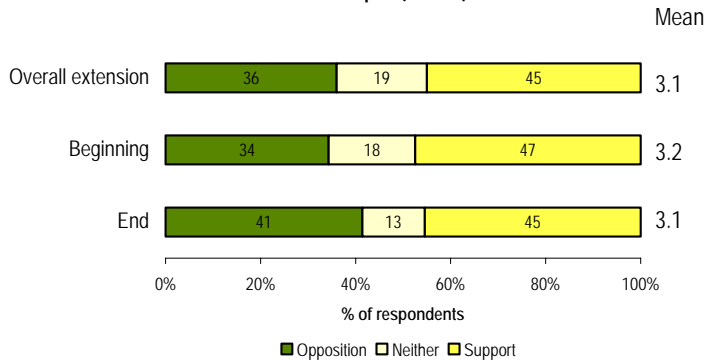


All support and opposition ratings for the overall extension to daylight saving, and each end specifically within the metropolitan sample are statistically at parity at the 95% confidence interval.

Support for all elements of daylight saving is significantly higher amongst metropolitan respondents relative to regional respondents, with a high 64% in support of the overall extension vs. 45% in regional SA.

The mean scores denoting support did not reveal any significant variations in reaction to each element of the extension.

REGIONAL SUPPORT OR OPPOSITION FOR EXTENSION TO DAYLIGHT SAVING OVERALL, BEGINNING & ENDING
Base: Total sample (n=209)



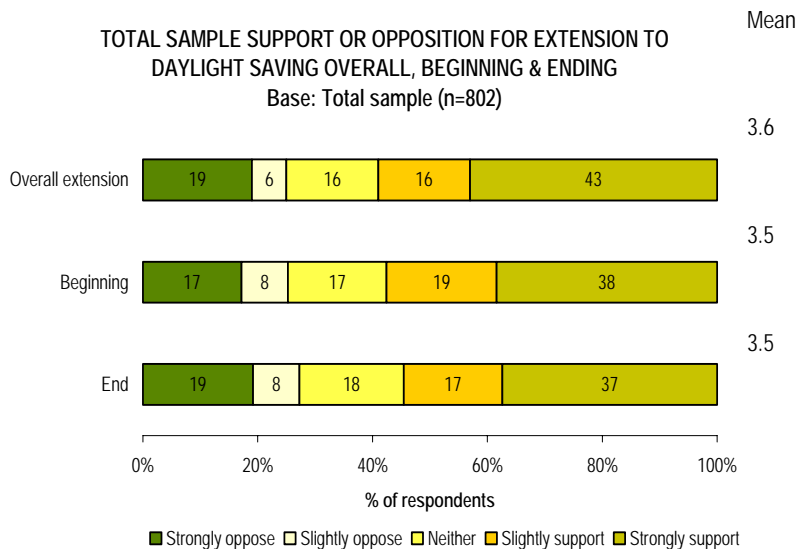
Results in regional SA are significantly more polarising, with more even proportions either supporting or opposing the extension.

Regional sample results indicate stronger opposition to extending the finishing date for daylight saving in regional SA, (41% vs. 34% opposed to the beginning), however, the smaller sample did not validate this difference as statistically significant.

The mean scores also fail to provide statistical support for this difference (3.2 support for beginning and 3.1 support for ending).

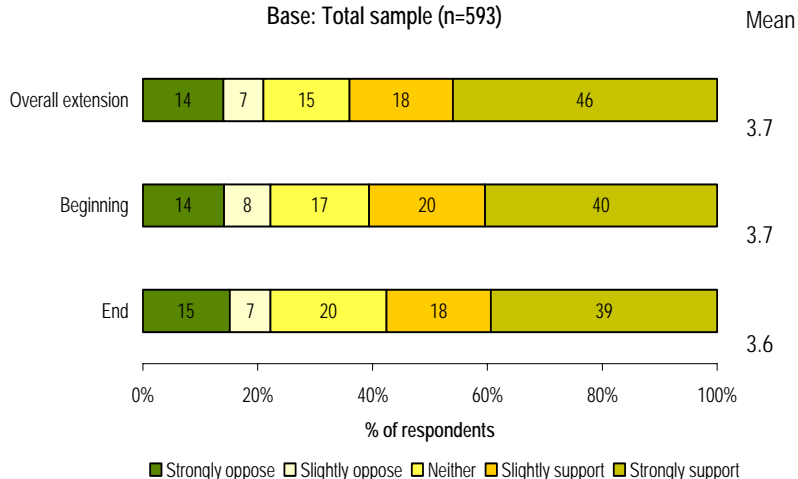
The full distribution of scores from strongly opposed to strongly in support for the overall extension, and beginning and ending independently by geographic location revealed very similar results.

TOTAL SAMPLE SUPPORT OR OPPOSITION FOR EXTENSION TO DAYLIGHT SAVING OVERALL, BEGINNING & ENDING
Base: Total sample (n=802)



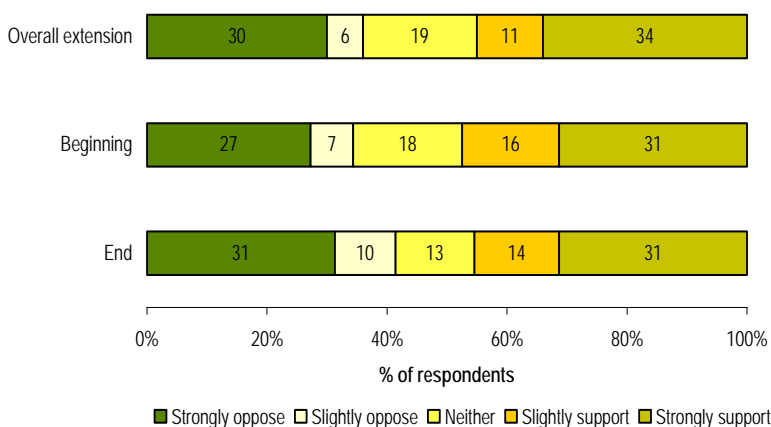
While a slight positive skew in support was seen at the total sample, the results were fairly polarising, with 43% of the total sample in strong support of the extended daylight saving period and 19% being strongly opposed.

METROPOLITAN SUPPORT OR OPPOSITION FOR EXTENSION TO DAYLIGHT SAVING OVERALL, BEGINNING & ENDING
Base: Total sample (n=593)



A stronger positive skew was recorded in metropolitan Adelaide, with 46% strongly supporting and 14% strongly opposed.

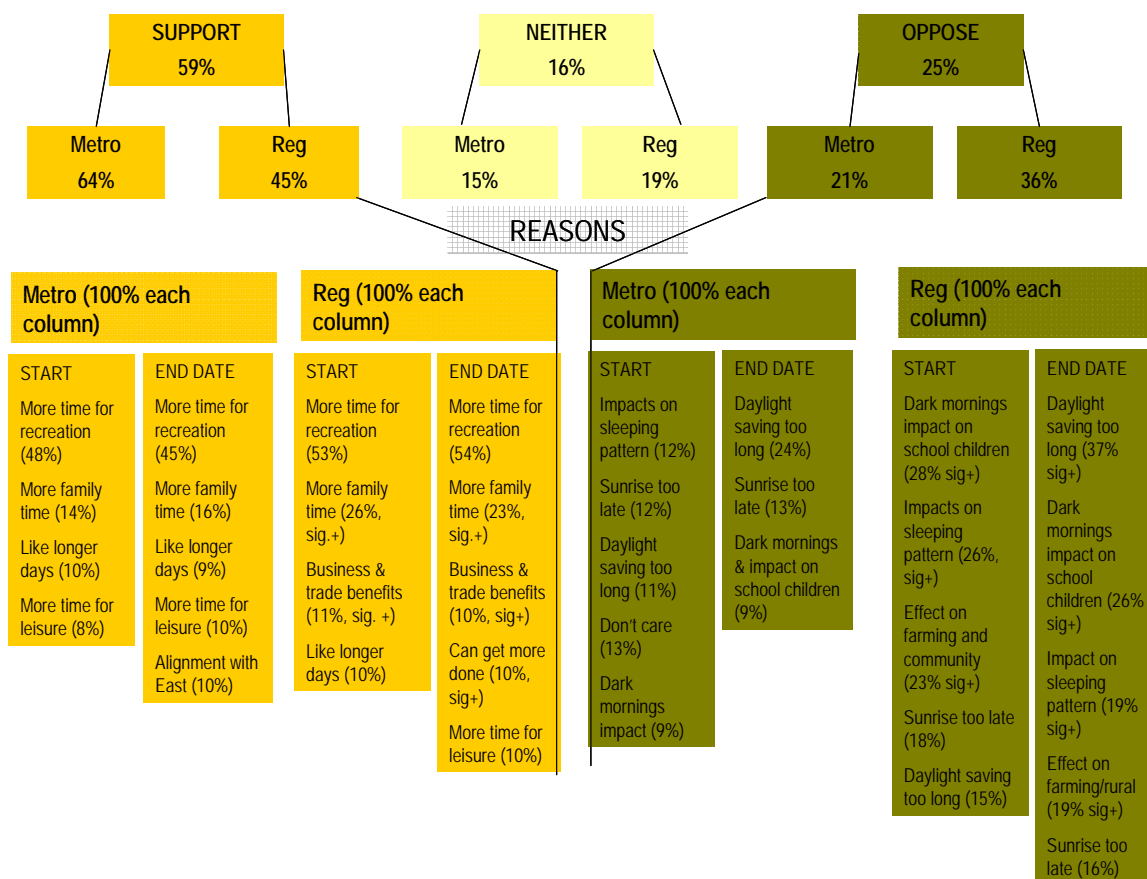
REGIONAL SUPPORT OR OPPOSITION FOR EXTENSION TO DAYLIGHT SAVING OVERALL, BEGINNING & ENDING
Base: Total sample (n=209)



By contrast, greater polarisation in responses was observed in regional SA, with 34% in strong support and 30% in strong opposition.

The following diagram summarises the typical demographic profile of those who support or oppose the extension to daylight saving, as well as the reasons for and against these positions.

Summary of support and opposition, and justifications for ratings 2008



3. PRINCIPAL FINDINGS

3.1 Overall support/opposition for extended daylight saving

All respondents were asked to rate their support or opposition for the extended daylight saving period in South Australia during 2008, bringing South Australia into line with NSW, ACT, Victoria and South Australia. The level of support or opposition was captured using a 5 point scale, from 1 being strongly opposed to 5, strongly support.

Across the total SA sample, 59% of respondents expressed support for the extended daylight saving period, 16% were indifferent and 25% were opposed. Using the 1-5 oppose-support scale, the mean level of support across the total sample was 3.6 out of a possible 5.

When analysed by geographic location, support was significantly stronger in metropolitan Adelaide, with 64% in support compared with 45% in regional SA at the 95% confidence interval. Statistical significance in this variation was also observed in the mean scores, with a mean of 3.7 reported in metropolitan Adelaide and 3.1 in regional SA.

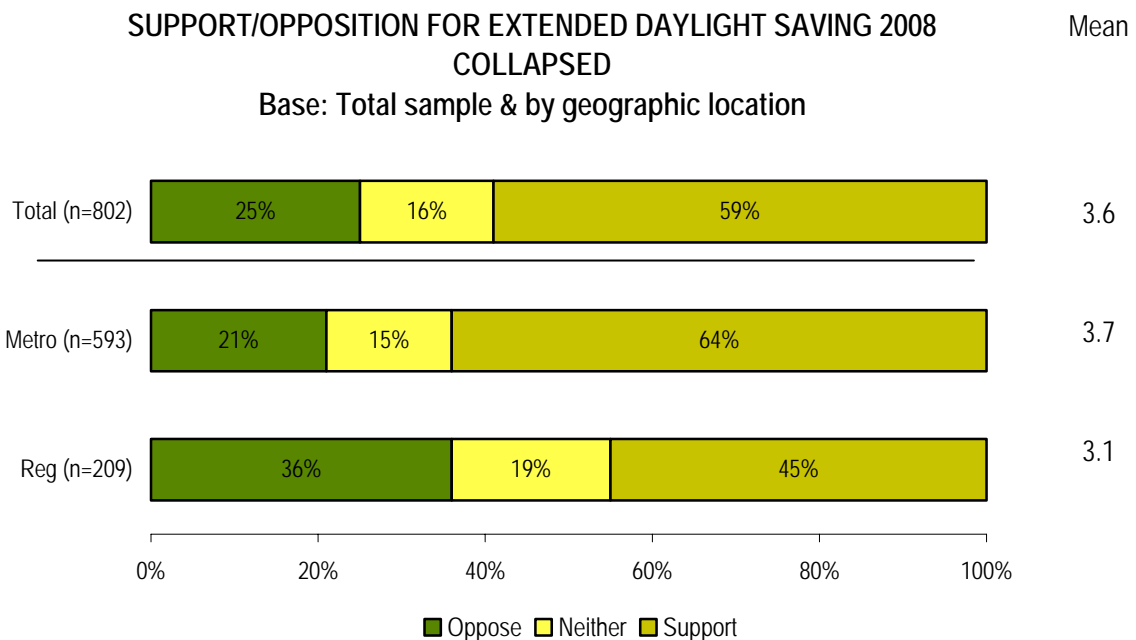


Fig.1: Support/Opposition for extended daylight saving (collapsed). Total sample (n=802) & by geographic location.

The following chart reports more specific ratings of opposition and support, from strongly oppose and slightly oppose, to slightly support and strongly support. The mid point was recorded as 'neither'.

While a slight positive skew in support was seen at the total sample, the results were fairly polarising, with 43% of all respondents across the State being in strong support of the extended daylight saving period and 19% being strongly opposed to the extension.

Variation by geographic location was statistically significant at the 95% confidence interval. Specifically, a stronger positive skew was recorded in metropolitan Adelaide, with 46% strongly supporting and 14% strongly opposed. By contrast, greater polarisation in responses was observed in regional SA, with 34% in strong support and 30% in strong opposition.

SUPPORT/OPPOSITION FOR EXTENDED DAYLIGHT SAVING 2008
 Base: Total sample & by geographic location

Mean

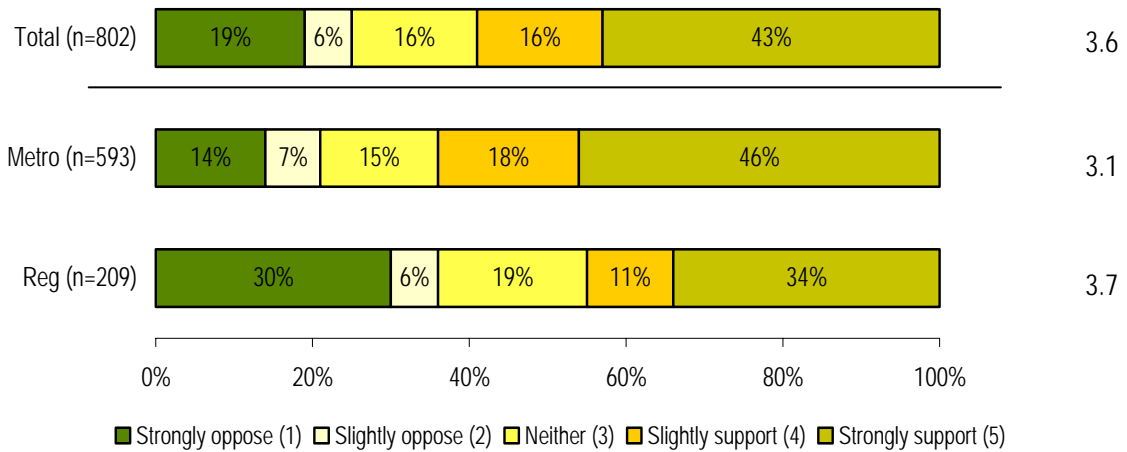


Fig.2: Support/Opposition for extended daylight saving. Total sample (n=802) & by geographic location.

When the regional area was explored by zone, strong opposition to extending daylight saving was significantly more common amongst those in the outer west/north west (33% vs. the 19% total sample average), those in the inner west/north west and those in the inner east/north east (each 31%).

When expressed as purely support or opposition (grouping slight and strong ratings), the highest level of support was seen in the South East and Outer West North West (significantly higher than the remaining locations). Having said that, all areas with the exception of the South East recorded statistically comparable levels of opposition.

MEAN SUPPORT/OPPOSITION FOR EXTENDED DAYLIGHT SAVING

By key segments

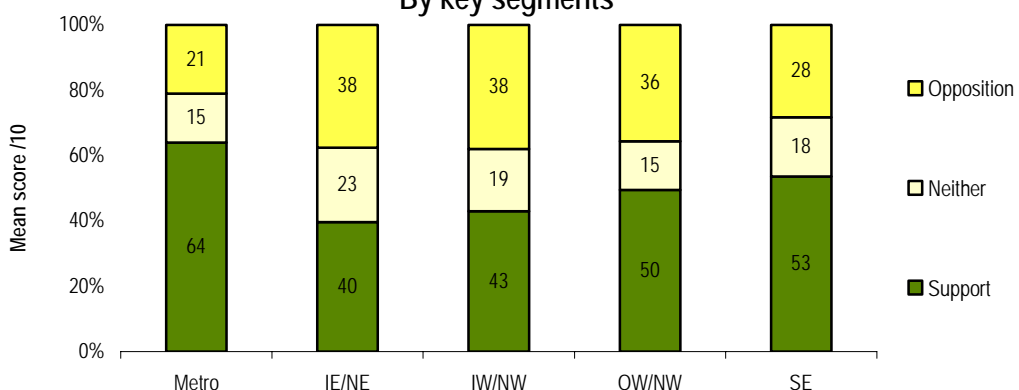


Fig.3: Support/Opposition by geographic location.

Further analysis by various demographic variables revealed a number of characteristics more typical of those likely to support or oppose the extension to daylight saving.

Mean scores are reported in the following chart to more clearly demonstrate these variations.

The mean level of support amongst males was 3.7, relative to 3.5 amongst females. While the difference in these means is not statistically significant at the 95% confidence interval, the directional difference is reflective of a statistically significant difference in the proportion of males in strong support of the extension (49% vs. 38% females).

Those in the younger age segments were also significantly more likely to be in strong support of the extension to daylight saving, with 51% of those aged 18 to 44 years in strong support versus 43% of the total sample.

Conversely, those aged 55 years and over were significantly more likely to express strong opposition for the extension (26% vs. the 19% total sample average).

When expressed as mean scores, the significantly lower support was evident even amongst those aged 45 to 54 years (falling significantly from 3.9 to 3.5). Mean figures amongst those aged 55 years and over were statistically at parity with this rating.

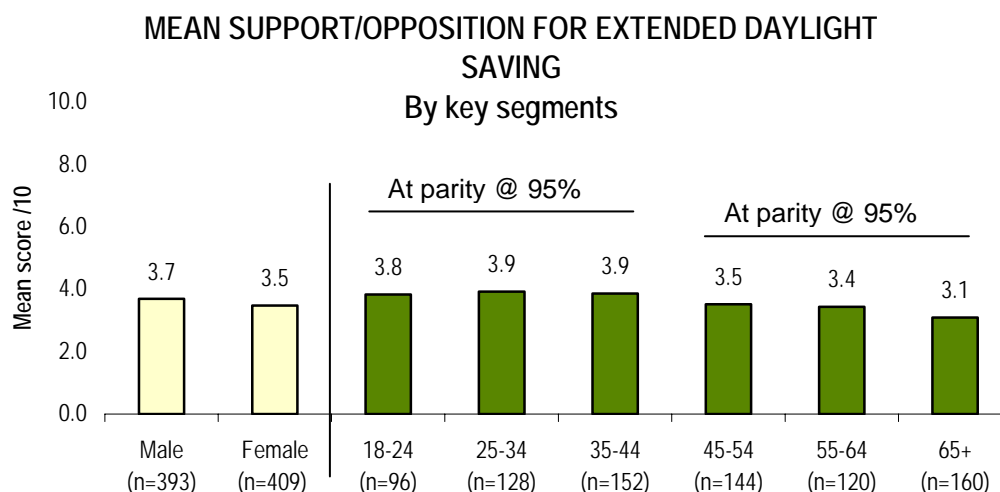


Fig.4: Mean support/opposition for extended daylight saving. Total sample (n=802) & by key segments.

3.2 Comparative Support/opposition for extension to beginning vs. ending of daylight saving

All respondents were asked to rate their support or opposition with the extension of daylight saving, specifically in relation to each the start and finishing dates, again using a 1-5, strongly oppose - strongly support scale. Specifically, respondents were asked to rate their support or opposition for:

- The earlier start to daylight saving in the first week of October rather than the last week in October.
- The late finish to daylight saving ending in early April rather than late March.

The results in the following chart reveal statistically comparable levels of support for each end of the extension to daylight saving (each recording a mean rating of 3.5 from a possible 5).

The distribution of ratings for each end of the extension in proportionate terms were also in parallel, with moderately more common opposition for the later finish (19% vs. 17% strong opposition for extending the beginning). It should be noted that this difference was not statistically significant at the 95% confidence interval.

For both the start and finishing dates, approximately 54%-57% were in support of the change, 17%-18% were indifferent and 25%-27% were opposed.

**SUPPORT/OPPOSITION FOR EXTENSION TO BEGINNING OF
DAYLIGHT SAVING vs. ENDING OF DAYLIGHT SAVING**
Base: Total sample

Mean

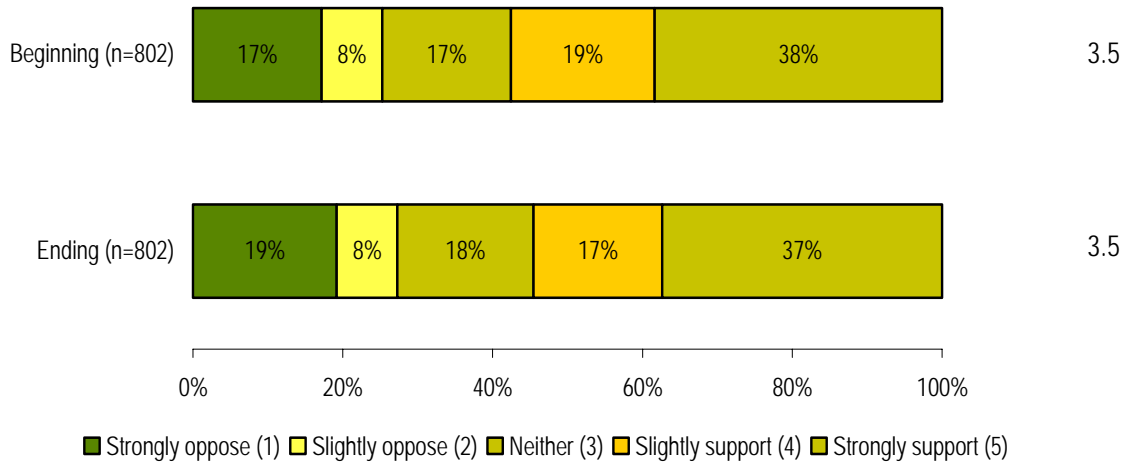


Fig.5: Comparative support for beginning to ending of daylight saving. Total sample (n=802)

3.2.1 Support/opposition for extension to beginning of daylight saving

Consistent with the overall support for the extension of daylight saving, support for the extension to solely the start date of daylight saving was significantly stronger in metropolitan Adelaide (60% support vs. 47% support in regional SA).

Accordingly, opposition was also significantly stronger in regional SA, with 34% being opposed to the earlier start date, compared with 22% in metropolitan Adelaide.

This significant difference was also noted in the mean scores, with the level of support in metropolitan Adelaide being 3.7, versus 3.2 in regional SA.

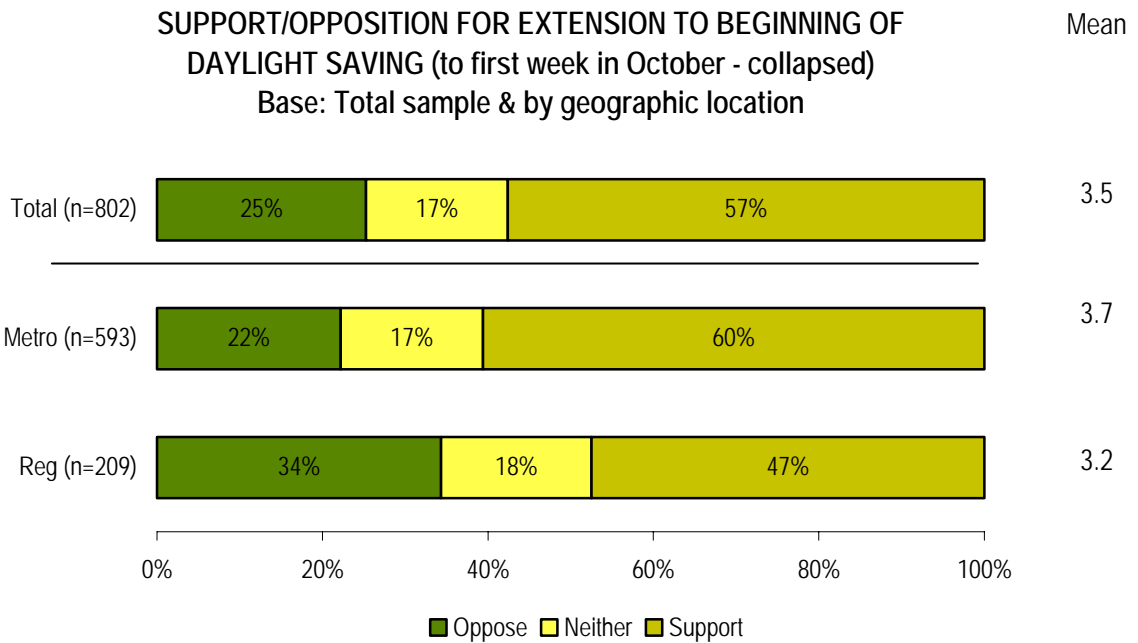


Fig.6: Support/opposition for extension to beginning of daylight saving (collapsed). Total sample (n=802) & by geographic location.

The following chart reports the ratings of support or opposition in more detail.

The results suggest that strong opposition in regional SA was common, with 27% strongly opposed to the earlier start date for daylight saving (vs. 14% in metropolitan Adelaide). This is statistically consistent with the level of strong opposition recorded in response to the broader extension to daylight saving in its entirety (reflected in both the proportion noted earlier as being strongly opposed 30% and the mean score of 3.1).

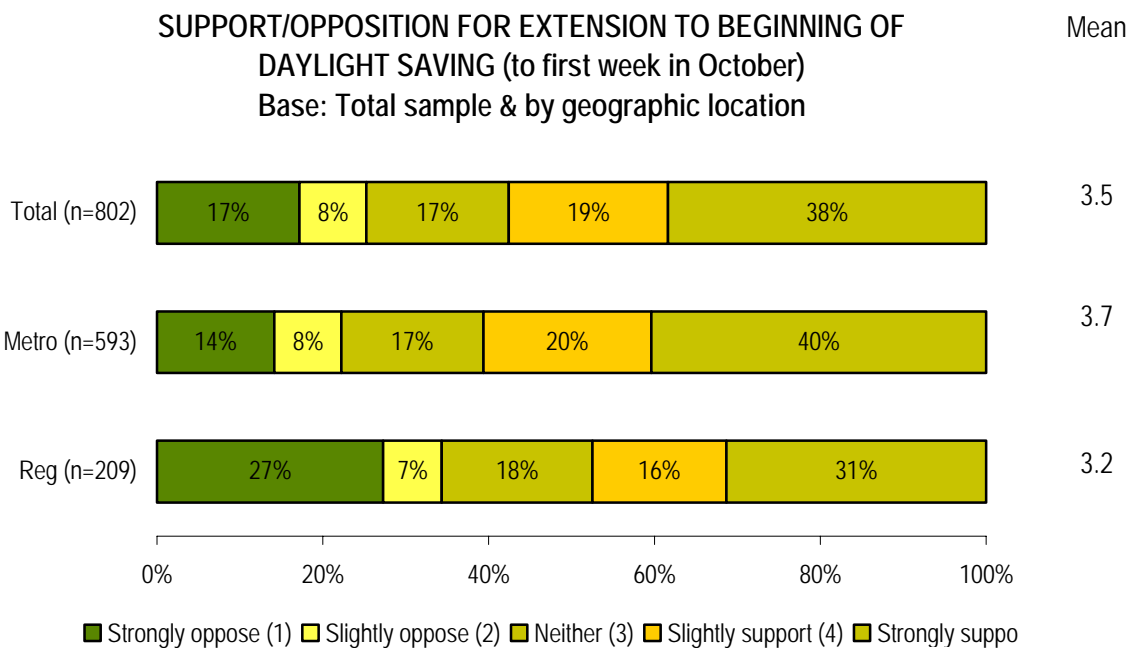


Fig.7: Support/opposition for extension to beginning of daylight saving. Total sample (n=802) & by geographic location.

When support for extending the start date of daylight saving was explored by gender, statistically consistent mean scores were recorded, each 3.5 out of a possible 5. This suggests that respondents were consistent in their reaction to the change regardless of gender.

The results did reveal valid variations in response by age, with significantly stronger support recorded amongst the younger age segments (with a mean score of 3.8 amongst those aged 18 to 34 years and 3.7 amongst those aged 35 to 44 years). A statistically significant drop in support was recorded amongst those aged 55 to 64 years (to 3.4), and again amongst those aged 65 years and over (3.0).

This is again consistent with the reaction to extending daylight saving more generally.

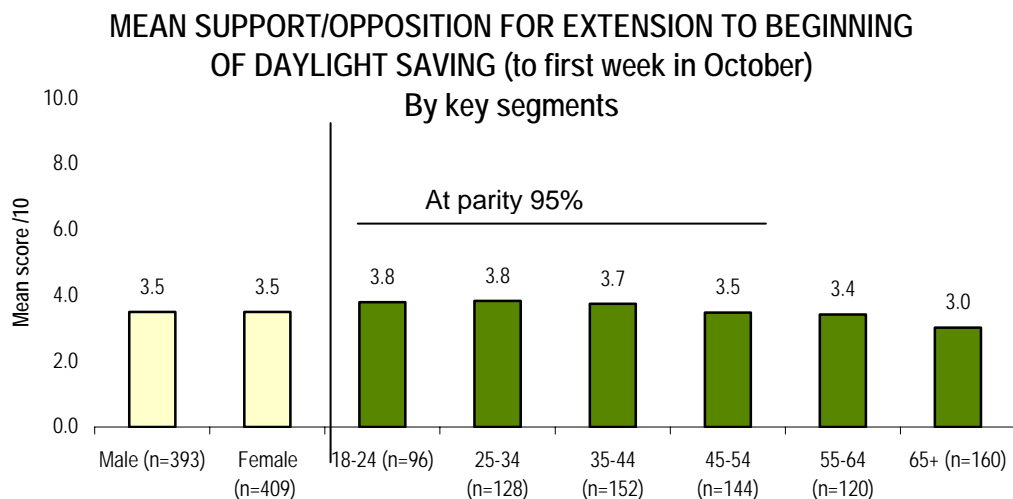


Fig.8: Mean support/opposition for extended daylight saving. Total sample (n=802) & by key segments.

3.2.2 Reasons for supporting extension to beginning

Respondents supporting the extension to the start of daylight saving (either slightly or strongly), were asked to justify their rating.

The most common reasons for supporting extending the beginning of daylight saving were having more time available for sport and recreation (49%), more family time (17%), liking more light and/or longer days (10%).

Other reasons, mentioned by 5% or more of the total sample were more time for leisure (8%), alignment with the eastern States (8%) and business and trade benefits (5%).

When explored by geographic location, two statistically significant differences were recorded.

A significantly higher proportion of those in regional SA mentioned the benefit of having more family time (26% vs. 14% in metropolitan Adelaide), or business and trade benefits (11% vs. 3% in the metropolitan sample).

REASONS FOR SUPPORTING EXTENSION TO BEGINNING OF DAYLIGHT SAVING - MAIN MENTIONS
 Base: Those supporting daylight saving BEGINNING

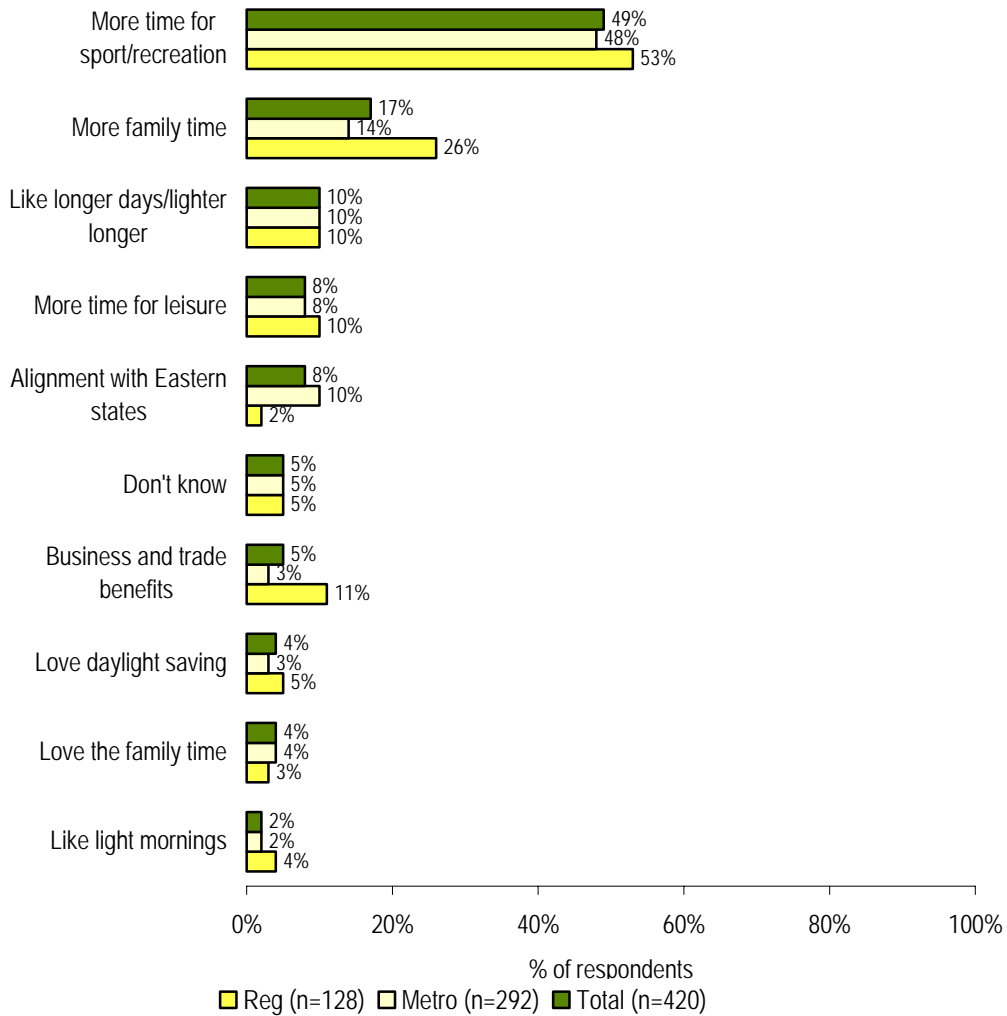


Fig.9: Reasons for supporting extension to beginning of daylight saving. Base: Those supporting beginning extension (n=420).

Other statistically significant variations in reasons provided by those supporting the extension to the start date are summarised below.

More family time was more likely to be mentioned by those aged 35 to 44 years (35% vs. the 17% total sample average). This age segment was also more likely to mention having more time for sport and recreation relative to the remaining groups (60% vs. 49% at total sample).

A significantly higher proportion of females also mentioned more time for sport and/or recreation (56% vs. 42% males).

Males by contrast, were significantly more likely to mention the alignment with the eastern States (14% vs. 3%), as were those aged 25 to 34 years (19% vs. the 8% total sample average).

Energy and power benefits were mentioned by a significantly higher proportion of respondents aged 65 years and over (7% vs. 2% total sample).

3.2.3 Reasons for opposing extension to beginning

Respondents expressing opposition to the extension to the beginning of daylight saving were asked to justify their rating.

The most common drawbacks driving opposition at the total sample were the impact on sleeping patterns (17%), darker mornings impacting on school children in country areas (16%), the sun rising too late (14%), and a the more general dislike of daylight saving being too long (12%).

A further 9% indicated that they do not really care or do not see the need for change. This was drive primarily by the metropolitan sample (13% vs. 1% in regional SA).

Other negatives, each mentioned by 5% or more of the total sample, included the impact on farming and the rural community (9%) and sunrise being too early or sunset too late (each mentioned by 5%).

Analysis by geographic location revealed some stark variations in justifications for opposing the extension. Specifically, those in regional areas were significantly more likely to note the effect on farming and the rural community (23% vs. 2% in the metropolitan sample), the darker mornings and impact on school children in country areas (28% vs. 9% metropolitan), and the general impact on sleeping patterns (26% vs. 12%).

REASONS FOR OPPOSING EXTENSION TO BEGINNING OF DAYLIGHT SAVING - MAIN MENTION

Base: Those opposing daylight saving BEGINNING

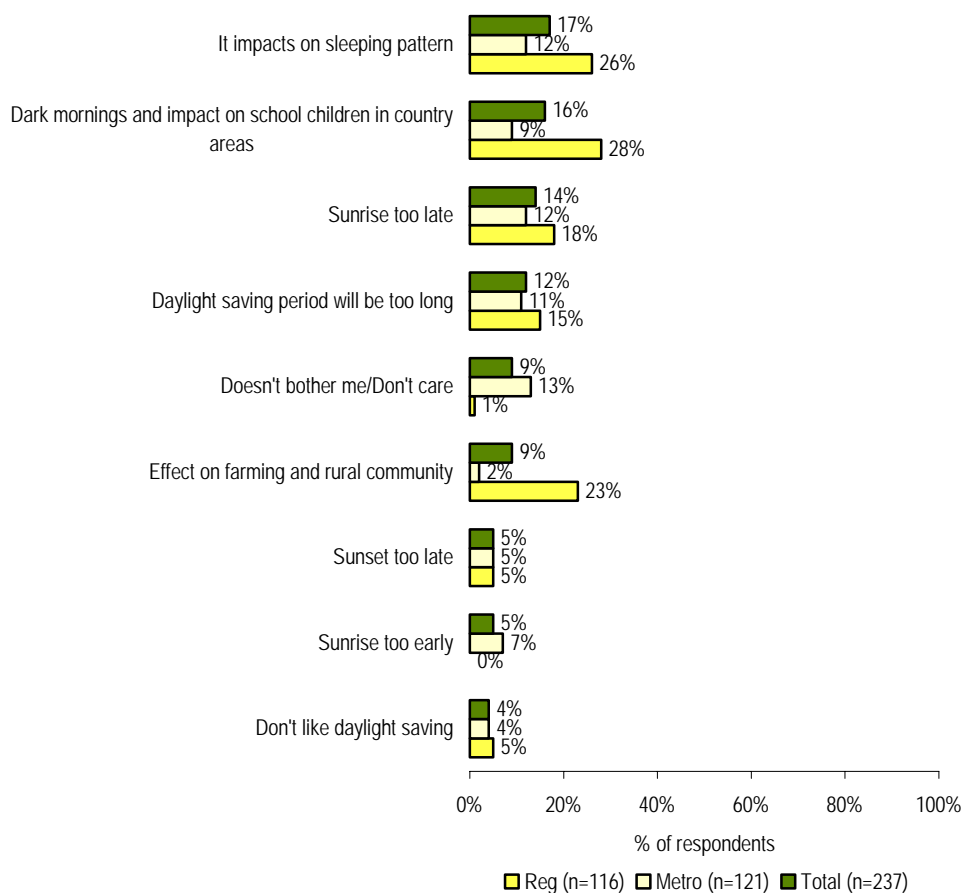


Fig.10: Reasons for opposing extension to beginning of daylight saving. Base: Those opposing beginning extension (n=237).

Other statistically significant variations in mentions of drawbacks associated with extending the start date of daylight saving are summarised below.

Those in the inner east/north east of South Australia were significantly more likely to mention the effect on farming and rural community (21% vs. 9% in the total sample), and the darker mornings impacting on school children (29% vs. 16% total sample). The dark mornings impact on school children was also mentioned by a significantly higher proportion of those in the outer west/north west (35%).

Those in the outer west/north west were also significantly more likely to mention the sun rising too late (30% vs. 14% in the total sample). Males were also significantly more likely to mention this drawback (20% vs. 9% females), most likely associated with the higher proportion in trades and early start times.

3.3 Support/opposition for extension to end of daylight saving

As seen in reactions to the overall extension to daylight saving, and extension to the start date in isolation, regional respondents were significantly more likely to oppose the extension relative to the metropolitan sample (41% opposed vs. 22% in metropolitan Adelaide). Accordingly, support for extending the end date was significantly stronger in metropolitan Adelaide, with 57% in support compared with 45% in regional SA.

The mean scores again reflect this difference in support by geographic location, with a figure of 3.6 recorded amongst metropolitan respondents and 3.1 in regional SA.

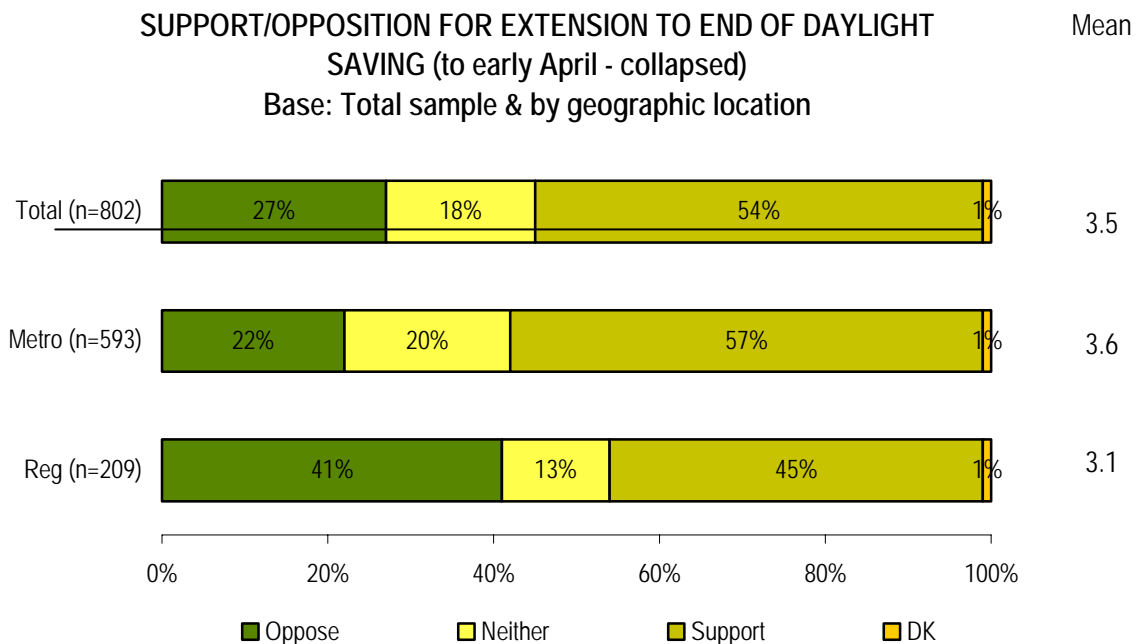


Fig.11: Support/opposition for extension to end of daylight saving (collapsed). Total sample (n=802) & by geographic location.

The following chart reveals the more specific breakdown in support or opposition of changing the end date of daylight saving at the total sample and by geographic location.

The results in both areas are statistically aligned with those observed in response to changing the start date of daylight saving, with 39% of the metropolitan strongly supporting the extension and 18% slightly supporting, compared with 31% of regional respondents in strong support and 14% slightly supporting.

As seen in previous sections, the distribution of ratings in regional SA is significantly more polarising relative to the metropolitan sample, with equal proportions in either strong support or strong opposition (each 31%).

More specifically, respondents located in the inner west/north west were significantly more likely to oppose extending the end date (48% vs. the 27% total sample average), as were those located in the outer west/north west (47% vs. 27%).

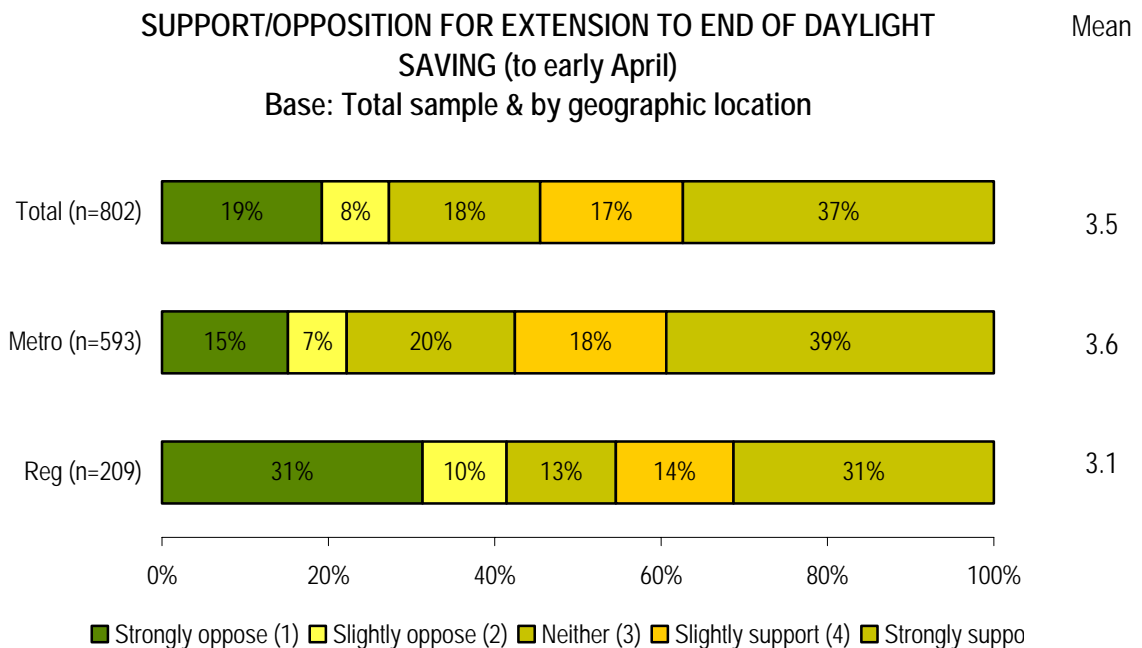


Fig.12: Support/opposition for extension to end of daylight saving. Total sample (n=802) & by geographic location.

Further analysis by gender and age revealed similar patterns in support or opposition noted in previous sections.

More specifically, older age segments were also more likely to be opposed, in particular, those aged 55 years and over (37% vs. the 27% total sample).

By contrast, the younger age segments were significantly more likely to support the extension to the end of daylight saving (59% either in strong or slight support amongst those aged 18 to 44 years).

While no significant difference was identified in the level of support for changing the start date of daylight saving by gender, females were significantly more likely to oppose (either strongly or slightly) extending the end date of daylight saving (30% vs. 24% males).

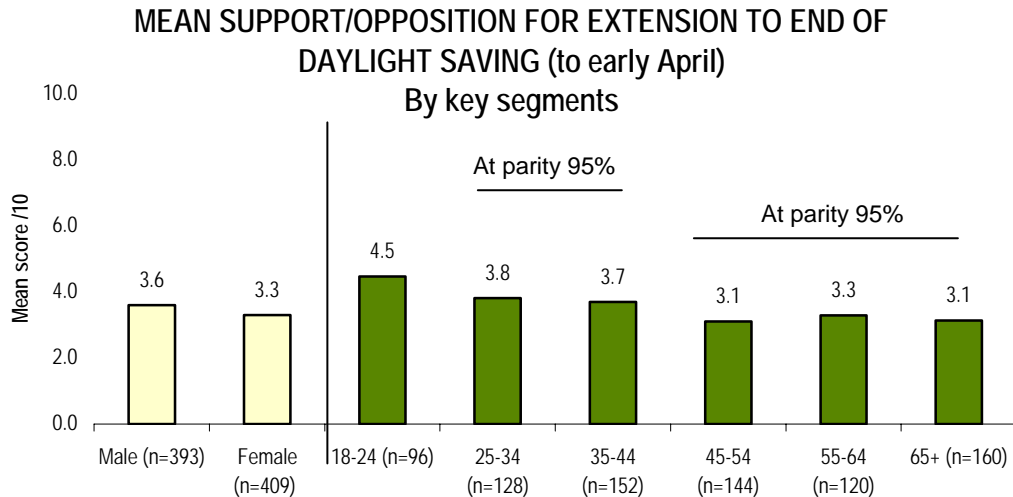


Fig.13: Mean support/opposition for extension to end of daylight saving. Total sample (n=802) & by key segments.

3.3.1 Reasons for supporting extension to end of daylight saving

Respondents in support of extending the end date of daylight saving were again asked to justify their responses.

Again, having more time for sport and recreation was the most common benefit driving greater support for extending the end date of daylight saving (47% total sample), followed by having more family time (17%).

Other common benefits included having more time for leisure, liking longer days (each mentioned by 9% of the total sample), alignment with the eastern States (8%, driven primarily by metropolitan respondents – 10% vs. 2% regional) and business and trade benefits (5%).

Again, benefits driving support for the extension to the end of daylight saving varied by geographic location.

A significantly higher proportion of regional respondents mentioned business and trade benefits (10% vs. 3% in metropolitan Adelaide). No other variations by geographic location were statistically significant at the 95% confidence interval.

When explored by age and gender segments, females were significantly more likely to mention having more time for sport and recreation (53% vs. 42% males). By contrast, males were significantly more likely to attribute their rating to the alignment with the eastern States (14% vs. 1% females), extending time that business can be contacted in the eastern States (3% vs. 0% females) and business and trade benefits (8% vs. 1% females).

Those aged 35 to 44 years were significantly more likely to like having more time for sport and recreation (59% vs. the 47% total sample average) and more family time (36% vs. the 17% total sample average).

Those aged 65 years and over were again more likely to support the extension for energy and power benefits (11% vs. 3% in the total sample).

**REASONS FOR SUPPORTING EXTENSION TO ENDING OF
DAYLIGHT SAVING - MAIN MENTIONS**
Base: Those supporting daylight saving ENDING

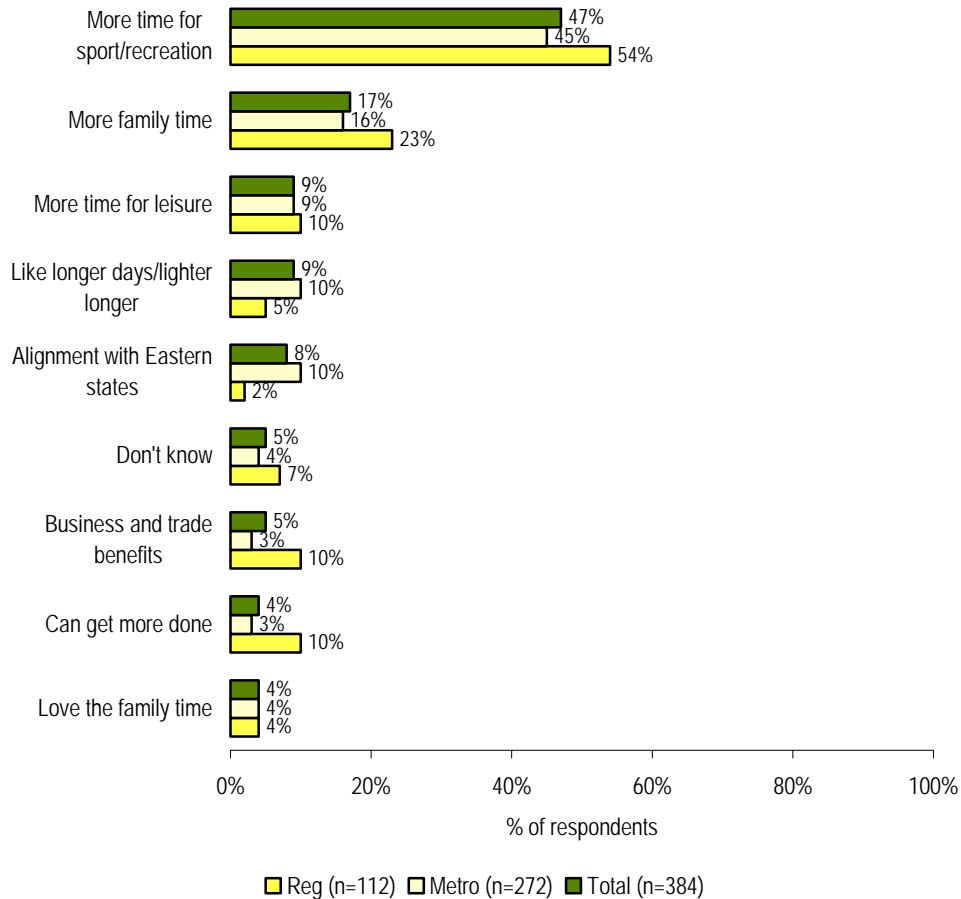


Fig.14: Reasons for supporting extension to end of daylight saving. Base: Those supporting extension to end daylight saving (n=384).

3.3.2 Reasons for opposing extension to end of daylight saving

Respondents who were opposed to extending the end date of daylight saving were again asked to justify their responses.

The primary reason for opposing extending the end date of daylight saving was the possibility of making the period too long (29% total sample).

Other common reasons included sunrise being too late and the impact of dark mornings on school children (each mentioned by 14%), and the impact on sleeping patterns (13%).

Other reasons mentioned by 5% or more of the total sample included the effect on farming and the rural community (8%) and sunset becoming too late (5%).

Analysis by geographic location revealed significantly higher mentions in regional SA of drawback such as daylight saving becoming too long (37% vs. 24% in the metropolitan sample), the effect on farming and the rural community (19% vs. 1%), the impact of dark mornings on school children (26% vs. 7%) and the impact on sleeping patterns (19% vs. 9%).

More specific variations by geographic location are summarised below.

- Respondents in the inner east/north east were significantly more likely to mention the effect of the extension on farming and the rural community (23% vs. the 8% total sample average), as were those in the inner west/north west (29%).
- The impact of dark mornings on school children was also mentioned by significantly more respondents in the inner east/north east (33% vs. 14% total sample), as well as those in the outer west/north west (36%).
- Those in the inner west/north west were more likely to mention that the daylight period would be too long if the end were extended (48% vs. 29% at the total sample) and that sunrise would be too late (31%).
- Those in the outer west/north west were also significantly more likely to mention the impact on their sleeping pattern (30% vs. 13%).

**REASONS FOR OPPOSING EXTENSION TO END OF
DAYLIGHT SAVING - MAIN MENTION**
Base: Those opposing daylight saving END

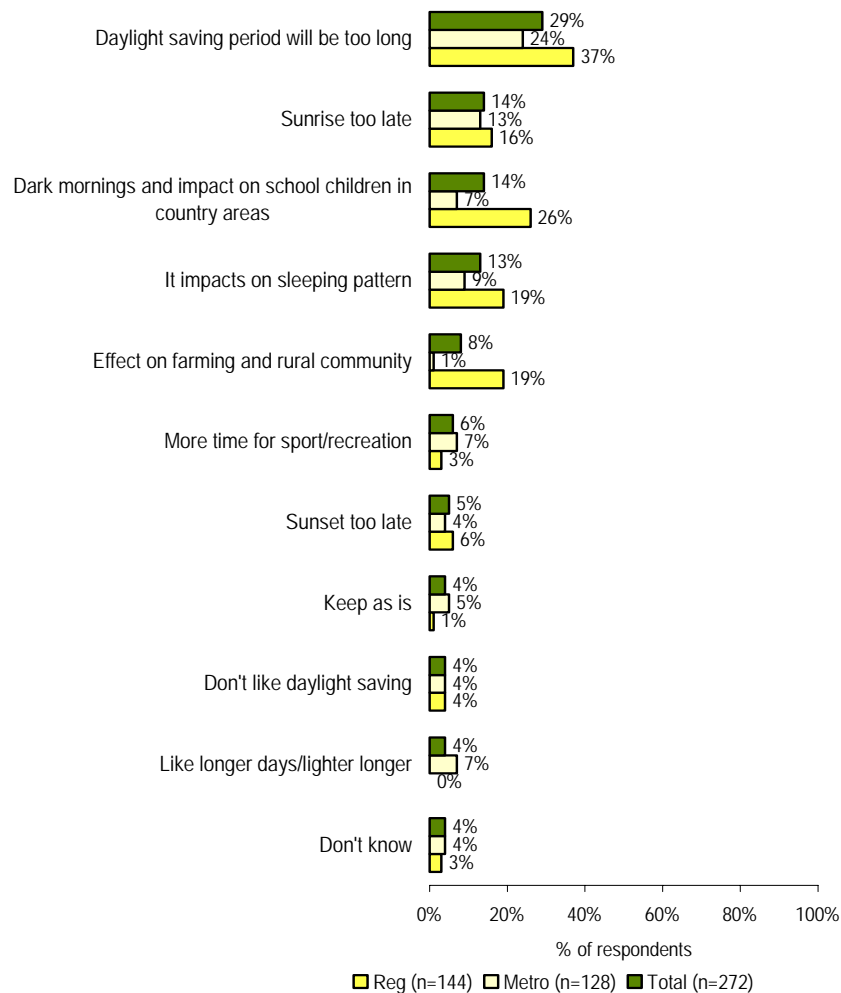


Fig.15: Reasons for opposing extension to end daylight savings. Base: Those opposing extension to end daylight saving (n=272).

Other statistically significant variations by demography are summarised below.

- Respondents aged 55 to 64 years were significantly more likely to suggest that the daylight saving period would be too long if the end date were extended (41% versus to the total sample average of 29%).

- A significantly higher proportion of respondents aged 45 to 54 years raised the impact on their sleeping pattern for their opposition to the extension (23% vs. 13%).
- No significant differences in reasons provided were noted by gender at the 95% confidence interval.

APPENDIX A1: METHODOLOGY

A1.1 The interviewing

This telephone survey was conducted with a stratified random sample of 802 South Australian residents. All interviews were conducted by Harrison Research, using CATI technology (Computer Aided Telephone Interviewing), by IQCA accredited interviewers, in accordance with the Market & Social Research Privacy Principles (M&SRPPs).



The interview duration averaged 4 minutes, depending on the answers given by respondents. Prior to the fieldwork, a draft questionnaire (survey instrument) was constructed by Harrison Research with input from the client, with some revisions made to the final version. The actual instrument used can be found in *Appendix A2: Questionnaire*.

A1.2 Resultant sample

Fieldwork began on 5 December 2008 and finished on 12 December 2008.

The raw sample was stratified by region, gender and age and subsequently weighted to correspond with the population distributions recorded by the Australia Bureau of Statistics in the 2006 Census.

The regional area was over-sampled in relation to actual population in order to ensure a minimum sample size and facilitate statistical analysis. The regional area was also split into 4 zones to allow sufficient samples in each area of the state for analysis purposes. The following table shows the raw sample achieved in each area, together with the weighted sample distributions:

Sampling region	# of respondents (n)		% of respondents	
	Unweighted	Weighted	Unweighted	Weighted
Metropolitan Adelaide ¹	501	593	63%	74%
Regional SA:	301	209	38%	26%
IE/NE	75	88	9.5%	11%
IW/NW	75	32	9.5%	4%
OW/NW	75	56	9.5%	7%
SE	76	33	9.5%	4%
TOTAL SAMPLE	802	802	100	100

Fig.16: Weighted and unweighted sample distribution by region.

Apart from this appendix, all figures throughout the report refer to weighted data.

¹ Equivalent to Adelaide Statistical Division.

3.4 Regional splits

South East	Outer West/North West	Inner West/North West		Inner East/North East	
5262	5433	5220	5576	5353	5320
5267	5434	5221	5577	5354	5321
5268	5473	5222	5580	5355	5322
5269	5480	5223	5581	5356	5330
5270	5670	5356	5582	5351	5331
5271	5481	5374	5583	5255	5332
5272	5482	5381		5260	5357
5273	5661	5413		5201	5357
5274	5485	5414		5202	5360
5275	5495	5415		5342	5371
5276	5523	5416		5203	5372
5277	5540	5418		5210	5373
5278	5600	5419		5333	5400
5279	5601	5420		5235	5401
5280	5602	5421		5211	5410
5290	5603	5451		5212	5411
5263	5604	5452		5213	5412
5291	5605	5453		5214	5417
	5653	5454		5236	5431
	5655	5455		5237	5432
	5654	5461		5238	5440
	5680	5462		5253	5460
	5606	5464		5254	5501
	5608	5470		5340	5502
	5609	5472		5341	5730
	5631	5490		5344	5731
	5632	5491		5346	5732
	5633	5510		5204	
	5607	5520		5256	
	5640	5521		5259	
	5641	5522		5261	
	5642	5523		5265	
	5652	5550		5266	
	5660	5550		5306	
	5690	5552		5301	
	5700	5553		5302	
	5710	5554		5303	
	5671	5555		5304	
	5720	5556		5305	
	5722	5557		5352	
	5422	5558		5264	
	5723	5560		5343	
	5724	5570		5307	
	5725	5570		5308	
	5731	5571		5309	
	5732	5572		5310	
	5733	5573		5345	
	5734	5575		5311	

APPENDIX A2: QUESTIONNAIRE

*7933 SAFEWORK SA EXTENDED DAYLIGHT SAVINGS DECEMBER 2008

"Good afternoon/evening, my name is _[Q0IV]_ from Harrison Research. We are conducting a survey on behalf of Safework SA about the trial four week extension of daylight saving time in South Australia during 2008 bringing South Australia into line with NSW, ACT, Victoria and Tasmania. Please may I speak to the person in the household, aged 18 and over, who was the last to have a birthday? _REINTRODUCE OR CALL-BACK AS NECESSARY_"

The survey will take approximately 4 minutes to go through and your responses will remain confidential. _IF THEY'RE HESITATING BECAUSE OF TIME_ We do need to get opinions from as wide a cross-section as possible; I could call back later if it would be more convenient. _ARRANGE CALL-BACK IF REQUIRED OR CONTINUE_"

PAUSE

"_SCREEN 1:_ Does anyone in this household work in market research? _IF YES, THANK AND TERMINATE_"

IF CONCERNED ABOUT PRIVACY Any identifying information, such as this phone number, is removed before we analyse the results. No one's individual answers can be passed on to our clients or anyone else.

And before we start, I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes. May we begin? Thank you."

"The extra daylight saving period for 2008 included one extra week earlier in the year changing the finish date from 30 March to 6 April 2008 and then an extra 3 weeks were added in October, changing the start date from 26 October to 5 October 2008."

START

Q1 OVERALL SUPPORT OR OPPOSITION FOR EXTENSION

"Q1 In principle, do you support or oppose extending the daylight saving period as described? Do you...._READ OUT_"

REV5

1. Strongly oppose
2. Slightly oppose
3. Neither
4. Slightly support
5. Strongly support
6. Don't know

Q2G SUPPORT FOR FOUR VARIANTS

"2G Now I am going to read out different parts of the extended daylight saving, and I want you to rate your support or opposition for each using a 1-5 scale, where 1 is strongly oppose and 5 is strongly support. You can say 'Don't know' if you are unsure. _ENTER RATING FROM 1 TO 5, OR USE D FOR DON'T KNOW_"

RND

MR

1. the earlier start to daylight saving in the first week of October rather than the last week in October
2. the later finish to daylight saving ending in early April rather than late March

FOR EACH

Q2 SUPPORT OR OPPOSITION RATINGS

"Q2 How would you rate your support or opposition for _[Q2G]_"
NUM 1-5, D,
WIDTH=2

Q4 REASON FOR RATING AWARDED FOR EARLIER START

"Q4 Why did you give that rating for the EARLIER start to daylight saving?
UNPROMPTED"

MR

1. Daylight saving period will be too long
2. Effect on farming and rural community
3. Dark mornings and impact on school children in country areas
4. Unnecessary - technology provides means to overcome time differences
5. Eastern business hours don't matter to me
6. It impacts on sleeping pattern
7. Sunrise too early
8. Sunrise too late
9. Sunset too early
10. Sunset too late
11. Love the family time
12. More time for sport/recreation
13. More family time
14. Alignment with Eastern states
15. Extends time we can contact businesses in Eastern states
16. Business and trade benefits
17. Energy and power benefits
18. Other (specify Q401)
-
19. Don't know

GO Q5

q401 OTHER REASON FOR RATING EARLIER START

Q5 REASON FOR RATING AWARDED FOR LATE FINISH

"Q5 Why did you give that rating for the LATE finish to daylight saving?
UNPROMPTED"

MR

MR

1. Daylight saving period will be too long
2. Effect on farming and rural community
3. Dark mornings and impact on school children in country areas
4. Unnecessary - technology provides means to overcome time differences
5. Eastern business hours don't matter to me
6. It impacts on sleeping pattern
7. Sunrise too early
8. Sunrise too late
9. Sunset too early
10. Sunset too late
11. Love the family time
12. More time for sport/recreation
13. More family time
14. Alignment with Eastern states

15. Extends time we can contact businesses in Eastern states
16. Business and trade benefits
17. Energy and power benefits
18. Other (specify Q501)

19. Don't know

GO Q6

Q501 OTHER REASON FOR RATING LATE START

DEMOGRAPHICS

Q6 GENDER.

"Q6 Record gender (do not ask unless can't tell)"

1. Male
2. Female

Q7 YOB

"Q7 What year were you born? _RECORD NUMBER, D IF REFUSED_"

WIDTH=4

NUM 1900-1992, D

Q8 GEOGRAPHIC LOCATION

"Q8 And how would you describe where you live? Is it in a ...? "

1. Capital city
2. Regional centre
3. Rural location
4. Don't know

Q9 POSTCODE

"Q9 Finally, I just need your postcode? _ENTER NUMBER, 5999 IF DON'T KNOW_"

WIDTH=4

NUM 5000-5900, 5999

Q10 CLOSE

"Q10 That concludes the survey. On behalf of Safework SA and Harrison Research, thank you for your time."

BLANK

Q11 ISO 20252

"Q11 By pressing enter at this screen, I certify that this is a true, accurate and complete interview, conducted in accordance with the ISO 20252 standards and the AMSRS Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."

BLANK

Q0QUO

TOTAL=800

1. 500 METRO
2. 75 Inner east/north-east
3. 75 Inner west/north-west

4. 75 Outer west/north-west
5. 75 South-east

USE Q0LOC+0