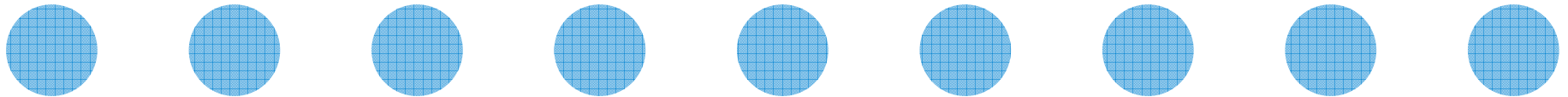




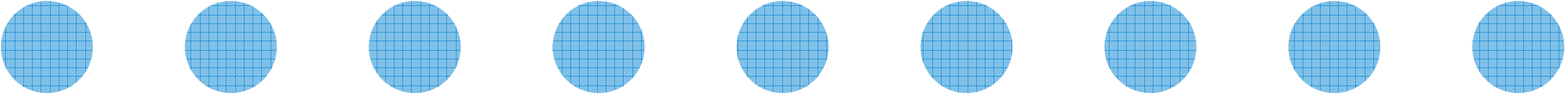
# Detailed Results – Resident Community Survey





Residents

# Daily Routine Behaviour



# Key Findings



Residents

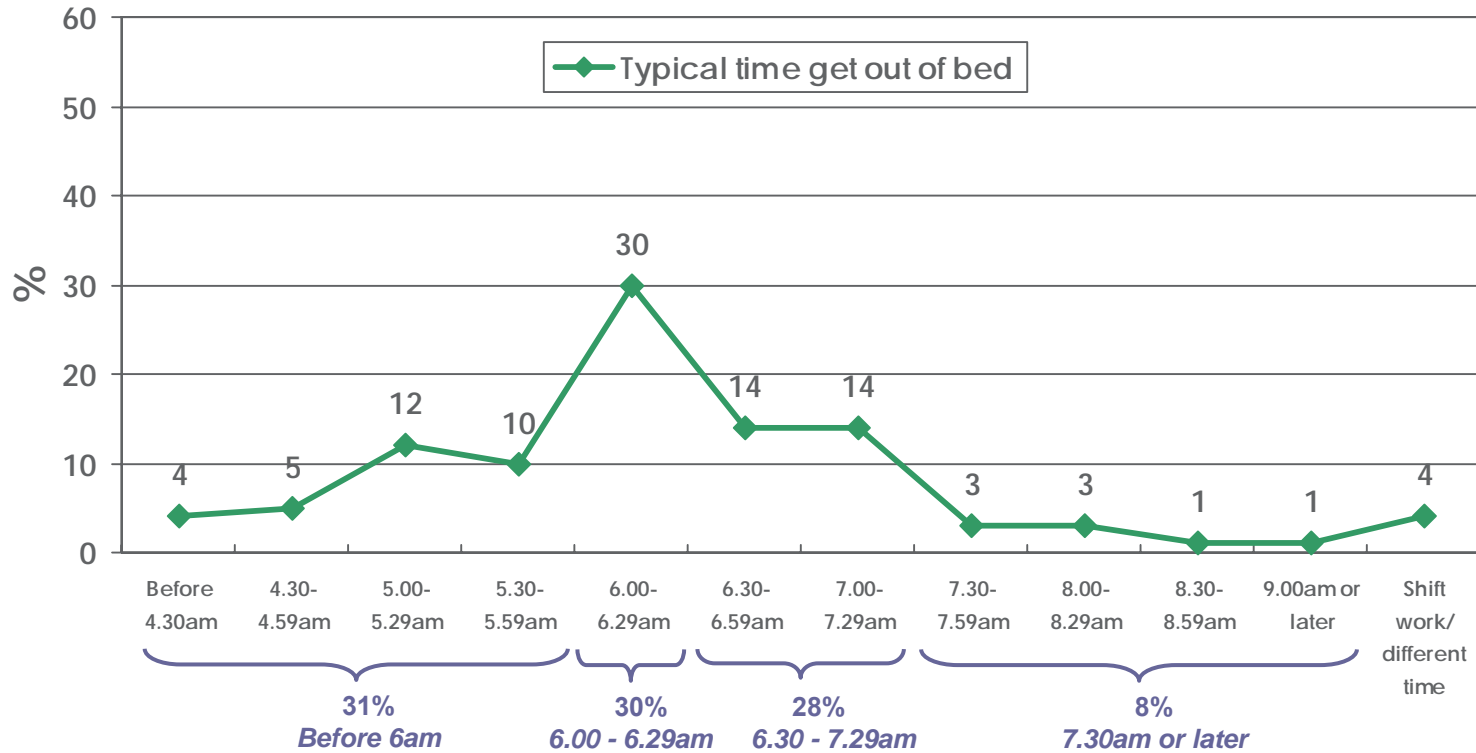
## What is the typical daily timeline of Queensland residents?

- As would be expected, residents' daily timelines, in terms of getting out of bed, leaving for work and returning home, are spread across the spectrum, but are clearly influenced by family and work commitments.
- A majority of Queensland residents typically rise from bed in the morning before 6.30am (61%) and these are more likely to be residents comprising a family demographic mould – 35-54 age bracket, families with school aged children, larger households (2-5 people), and of course workers. They are also more likely to be males. Those able to rise later tend to be less inhibited by work and/or children commitments, particularly those rising after 7.30am. Residents rising from bed after 6.30am are more likely to be either younger (18-34 years) or older (55+ years), in single person households, without children, and retired. Though they are also more likely to be female and doing home duties.
- Interestingly, residents who rise earlier are more likely to be supportive of DST options, both the general concept and the split time zone concept, while those rising later are more likely to express some opposition.
- In terms of workers and students, times vary for leaving home in the morning, however the majority leave before 8am (69%). Almost a similar proportion (63%) are then typically home by 6pm.
- Males tend to leave home earlier (before 7am) and return home later (after 5pm), while females tend to leave home after 8am. Given family commitments, workers with children are also more likely to get home before 5pm.

# Typical Time Residents Rise in Morning



Residents



Q6 The next few questions are to understand the type of routines people have. What time do you get out of bed on a regular morning? [SA]

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to get out of bed before 6am** are as follows:
  - Those aged 35-54 years (37%) compared to those aged 18-34 years (28%) or 55+ years (27%)
  - Males (37%) compared to females (25%)
  - Households with 2-5 people (33%) compared to single person households (24%)
  - Workers (36%) compared to those retired (18%) or doing home duties (22%).
- Residents **more likely to get out of bed between 6.00 - 6.29am** are as follows:
  - **Those living in SEQ (32%) compared to Rest of QLD (25%)**
  - Those aged 35-54 years (34%) compared to those aged 55+ years (25%)
  - Families with school aged children (40%) compared to singles/couples/groups without children (23%) or older families (30%)
  - Those supportive of DST in general (34%) compared to those neutral (22%) or opposed (24%)
  - Those supportive of DST in local area (35%) compared to those neutral (22%) or opposed (23%)
  - Those supportive of DST in one region of state only (40%) compared to those neutral (27%) or opposed (26%)
  - Those supportive of DST in SEQ only (39%) compared to those neutral (24%) or opposed (26%).
- Residents **more likely to get out of bed between 6.30 - 7.29am** are as follows:
  - Those aged 18-34 years (29%) or 55+ years (35%) compared to those aged 35-54 years (21%)
  - Females (32%) compared to males (24%)
  - Those retired (41%) or doing home duties (33%) compared to workers (22%).

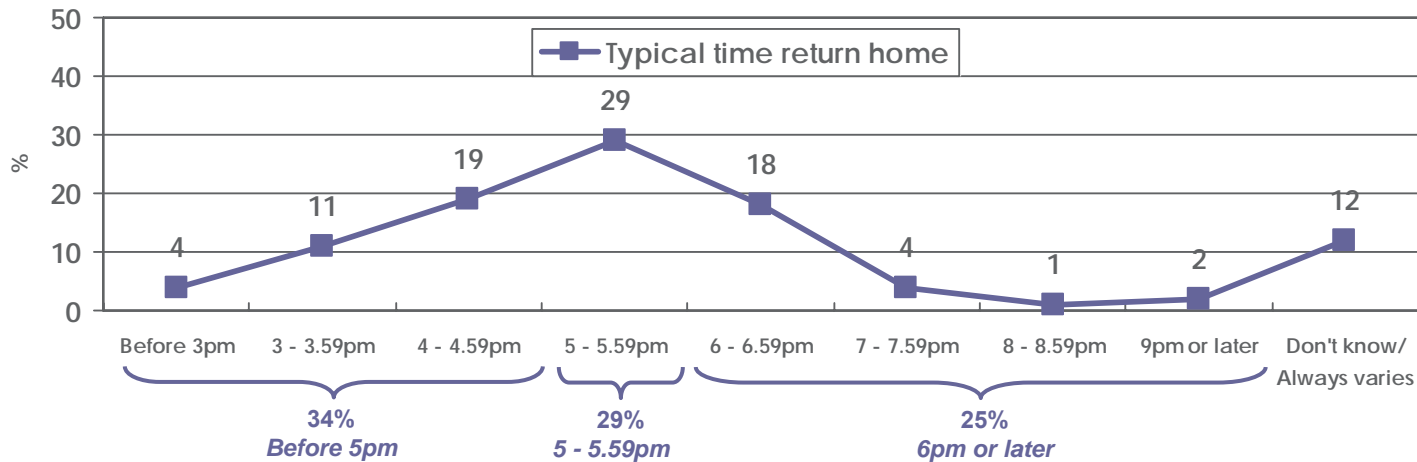
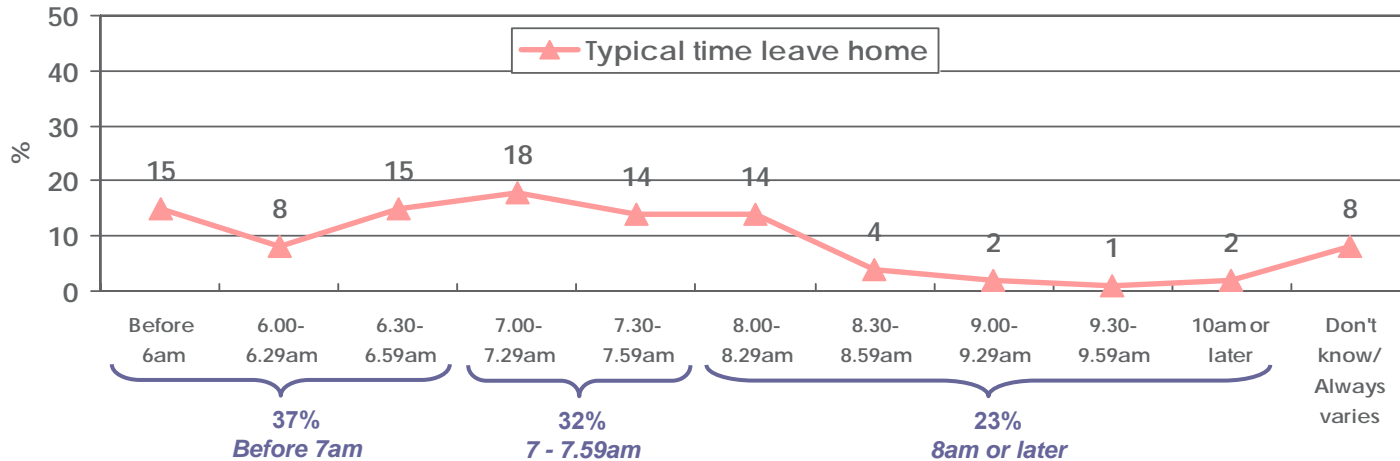
# Demographic Findings (continued)

- Residents **more likely to get out of bed 7.30am or later** are as follows:
  - Those aged 18-34 years (10%) or 55+ years (11%) compared to those aged 35-54 years (4%)
  - Singles/couples/groups without children (12%) compared to families with school aged children (4%) or older families (6%)
  - Single person households (17%) compared to households with 2-5 people (6%)
  - Those retired (14%) or doing home duties (12%) compared to workers (6%)
  - Those opposed to DST in local area (11%) compared to those supportive (7%)
  - Those who opposed DST in 1992 referendum (11%) compared to those who supported (5%)
  - Those opposed to DST in one region of state only (9%) or neutral (11%) compared to those supportive (5%).

# Typical Time Leaving and Returning Home – Workers and Students



Residents



Q15 On a typical day, at what time do you leave the house in the morning? [SA]; Q16 And what time do you return home at the end of the day? [SA]  
 Base: Queensland residents working or studying n=693

# Demographic Findings

- Workers/students **more likely to leave home before 7am** are as follows:
  - Males (50%) compared to females (21%).
- Workers/students **more likely to leave home 8am or later** are as follows:
  - Females (35%) compared to males (13%).
- Workers/students **more likely to return home before 5pm** are as follows:
  - Those aged 35-54 years (37%) compared to those aged 55+ years (25%)
  - Families with school aged children (41%) compared to singles/couples/groups without children (30%) or older families (32%).
- Workers/students **more likely to return home between 5.00 - 5.59pm** are as follows:
  - Males (34%) compared to females (23%).
- Workers/students **more likely to return home 6pm or later** are as follows:
  - Males (34%) compared to females (23%).

# Key Findings



Residents

## What are the typical routine activities of Queensland residents?

- There are some key chores and leisure interests, many outdoor in nature that form part of Queensland residents' typical morning, afternoon and/or evening routines.
- As regular chores around the house, more than two in five residents are hanging up or taking down laundry both in the morning (42%) and afternoon (53%), and around two in five are tending to animals in the morning (42%) and afternoon (36%). A quarter of residents are driving themselves or other household members to or from morning activities (25%), while more than a third do so in the afternoon (38%) and evening (37%). In the morning, a quarter of residents also wake up other household members, including children (25%). All of these activities – morning, afternoon and evening – are more likely to be the responsibility of the family demographic, including females, families with school aged children, those doing home duties, larger households (2-5 people), and residents under 55 years of age.
- The outdoors plays an important role in exercise for Queensland residents, and is more popular than indoor exercise. Around three in ten or more residents exercise outdoors in the morning (28%), afternoon (37%) and evening (29%), while around half in each case indicate that indoor exercise is part of their typical routine. Older residents (55+ years) and retirees are more likely to exercise in the morning, while those with family commitments (school aged children, home duties) tend to exercise in the afternoon, and workers and those under 55 years tend to exercise in the evening.

# Key Findings (continued)



Residents

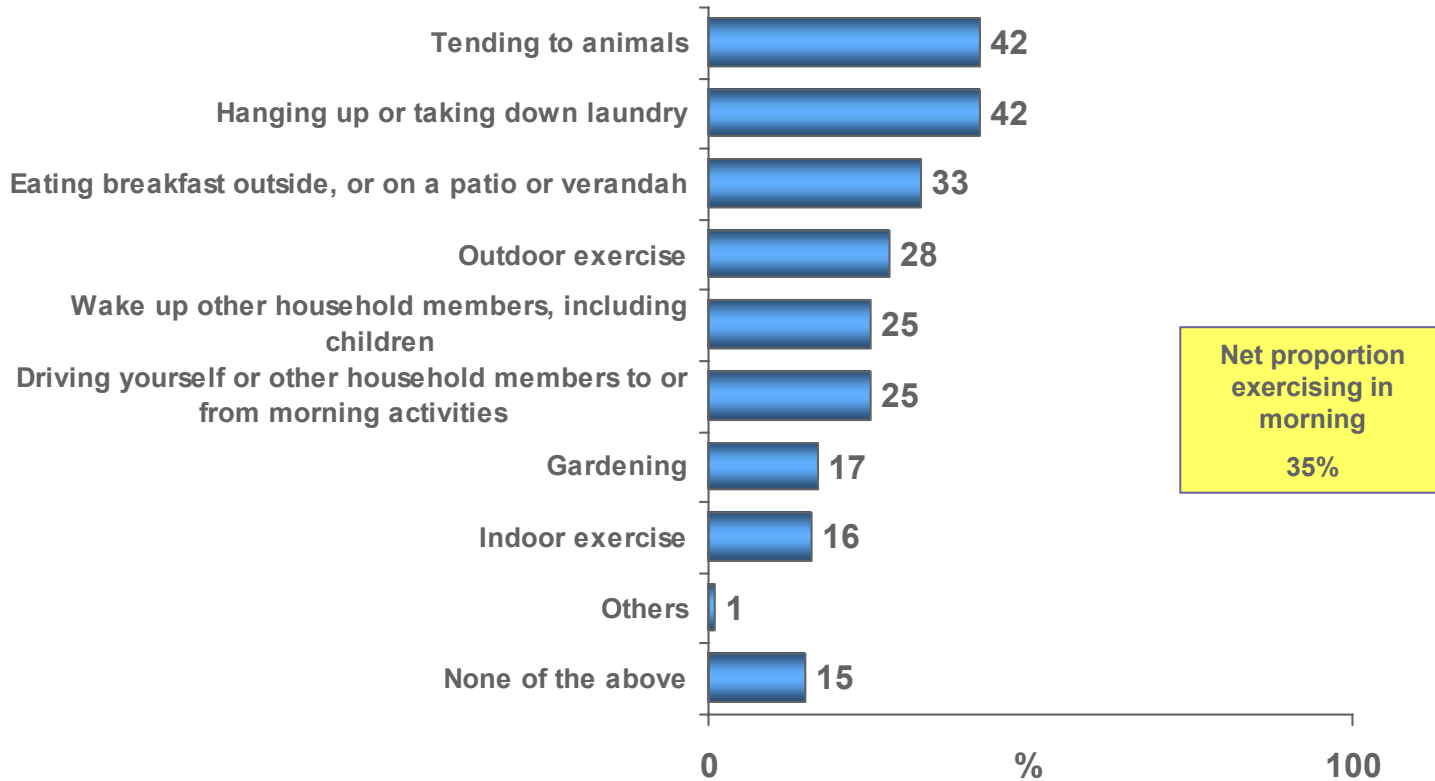
## What are the typical routine activities of Queensland residents? continued

- On a more leisurely note, outdoor leisure and dining plays an important role across morning, afternoon and evening routines. A third of residents eat breakfast outside (33%), particularly older families with perhaps more time in the morning. Half of residents spend leisure time outdoors in the afternoon (51%), and as might be expected, this is more likely to be the suitable time for the family demographic – including families with school aged children, those doing home duties, larger households (2-5 people), and also females. In terms of evening dining, around half of Queensland residents either dine outdoors at home (57%) or away from home (48%). These are again more likely to be residents making up the family set but also including workers in the evening. Those dining outdoors away from home are also more likely residents living in SEQ.
- Gardening is a common activity, particularly popular among older residents, older families and retirees, and enjoyed in the afternoons (38%) more so than mornings (17%). For at least a third of residents, both outdoor (35%) and indoor (36%) hobbies are part of the evening routine. Outdoor hobbies in particular are the domain of males and workers under 55 years.
- Residents involved in outdoor leisure interests, particularly outdoors dining in the evening, tend to be more likely to express support across the various DST options, from the general concept to the split time zone concept. Across the day, residents charged with driving themselves or other household members to activities also express support across the DST options.

# Typical Morning Routine Activities



Residents



Q7 Do you undertake any of the following as part of your typical morning routine before you start working, studying, or your day? [MA] [Codes prompted and randomised]

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to *tend to animals in the morning*** are as follows:
  - Those aged 18-34 years (44%) or 35-54 years (45%) compared to those aged 55+ years (37%)
  - Females (46%) compared to males (37%)
  - Those doing home duties (49%) or working (43%) compared to retirees (33%).
- Residents **more likely to *hang up or take down laundry in the morning*** are as follows:
  - Those aged 18-34 years (44%) or 35-54 years (45%) compared to those aged 55+ years (35%)
  - Females (54%) compared to males (29%)
  - Families with school aged children (49%) compared to older families (40%) or singles/couples/groups without children (38%)
  - Those doing home duties (68%) compared to workers (39%) or retirees (36%)
  - Those supportive of DST in all of QLD (47%) compared to those neutral (34%) or opposed (37%)
  - Those supportive of DST in local area (45%) compared to those opposed (37%).
- Residents **more likely to *eat breakfast outside, or on a patio or verandah in the morning*** are as follows:
  - Older families (40%) compared to singles/couples/groups without children (30%) or families with school aged children (30%)
  - Those supportive of DST in general (38%) compared to those opposed (25%)
  - Those supportive of DST in all of QLD (40%) compared to those neutral (25%) or opposed (26%)
  - Those supportive of DST in local area (39%) compared to those neutral (25%) or opposed (26%).

# Demographic Findings (continued)

- Residents **more likely to *do outdoor exercise in the morning*** are as follows:
  - Those aged 55+ years (36%) compared to those aged 18-34 years (25%) or 35-54 years (25%)
  - Females (32%) compared to males (24%)
  - Older families (34%) or singles/couples/groups without children (30%) compared to families with school aged children (18%)
  - Retirees (40%) compared to workers (25%).
- Residents **more likely to *wake up other household members, including children in the morning*** are as follows:
  - Those aged 18-34 years (26%) or 35-54 years (38%) compared to those aged 55+ years (10%)
  - Females (29%) compared to males (21%)
  - Families with school aged children (56%) compared to older families (17%) or singles/couples/groups without children (10%)
  - Households with 2-5 people (30%) compared to single person households (1%)
  - Those doing home duties (45%) compared to workers (28%) or compared to retirees (5%)
  - Those supportive of DST in general (29%) compared to those opposed (20%)
  - Those supportive of DST in all of QLD (30%) compared to those opposed (20%)
  - Those supportive of DST in local area (29%) compared to those opposed (20%)
  - Those who supported DST in 1992 referendum (31%) compared to those who opposed (18%)
  - Those supportive of DST in SEQ only (30%) compared to those opposed (22%).

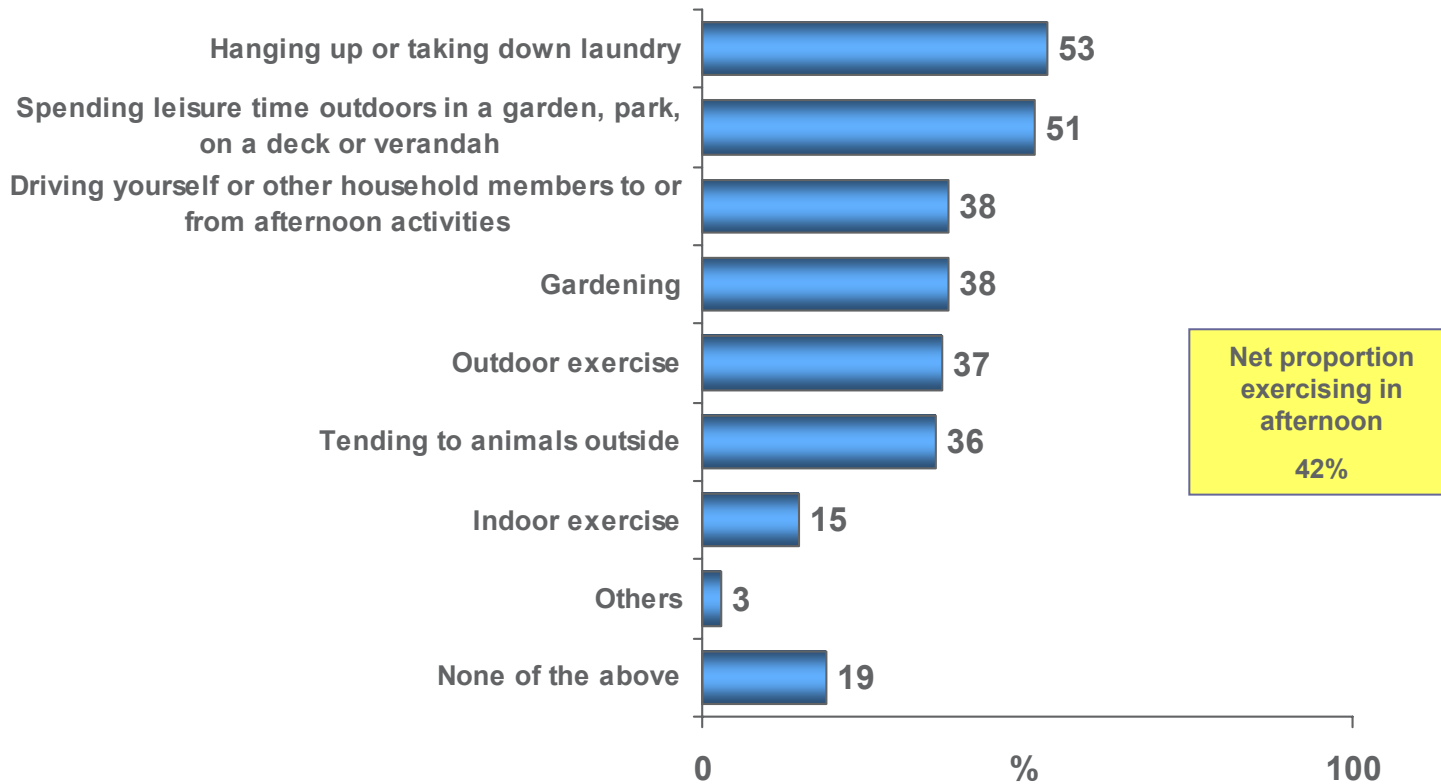
# Demographic Findings (continued)

- Residents **more likely to *drive yourself or other household members to or from morning activities*** are as follows:
  - Those aged 18-34 years (26%) or 35-54 years (32%) compared to those aged 55+ years (15%)
  - Females (30%) compared to males (20%)
  - Families with school aged children (44%) compared to singles/couples/groups without children (20%) or older families (14%)
  - Those doing home duties (39%) compared to workers (25%) or compared to retirees (16%)
  - Those supportive of DST in general (29%) compared to those neutral (15%) or opposed (21%)
  - Those supportive of DST in all of QLD (29%) compared to those neutral (18%) or opposed (21%)
  - Those supportive of DST in local area (29%) compared to those neutral (18%) or opposed (20%).
- Residents **more likely to *do gardening in the morning*** are as follows:
  - Those aged 55+ years (25%) compared to those aged 18-34 years (11%) or 35-54 years (16%)
  - Females (21%) compared to males (13%)
  - Older families (24%) compared to singles/couples/groups without children (14%) or families with school aged children (12%)
  - Those retired (27%) or doing home duties (24%) compared to workers (14%).
- Residents **more likely to *do none of the above in the morning*** are as follows:
  - Males (21%) compared to females (9%)
  - Singles/couples/groups without children (21%) compared to families with school aged children (10%) or older families (13%)
  - Workers (16%) or retirees (18%) compared to those doing home duties (1%).

# Typical Afternoon Routine Activities



Residents



Q8 Thinking now about your typical afternoon routine (i.e. between the hours 2.00 til 5.00pm), do you undertake any of the following activities on a regular basis? [MA] [Codes prompted and randomised] Note: *regular* = at least once a week.

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to *hang up or take down laundry in the afternoon*** are as follows:
  - Females (62%) compared to males (44%)
  - Families with school aged children (65%) compared to singles/couples/groups without children (49%) or older families (48%)
  - Households with 2-5 people (55%) compared to single person households (44%)
  - Those doing home duties (77%) compared to workers (50%) or retirees (52%)
  - Those supportive of DST in all of QLD (47%) compared to those neutral (34%) or opposed (37%)
  - Those supportive of DST in local area (45%) compared to those opposed (37%).
- Residents **more likely to *spend leisure time outdoors in a garden, park, on a deck or verandah in the afternoon*** are as follows:
  - Females (54%) compared to males (47%)
  - Families with school aged children (58%) compared to singles/couples/groups without children (45%)
  - Households with 2-5 people (52%) compared to single person households (42%)
  - Those doing home duties (73%) compared to workers (48%) or retirees (52%)
  - Those supportive of DST in general (54%) compared to those opposed (44%)
  - Those supportive of DST in all of QLD (56%) compared to those opposed (45%)
  - Those who supported DST in 1992 referendum (57%) compared to those who opposed (45%).

# Demographic Findings (continued)

- Residents **more likely to drive yourself or other household members to or from afternoon activities** are as follows:
  - Those aged 18-34 years (43%) or 35-54 years (46%) compared to those aged 55+ years (23%)
  - Females (42%) compared to males (34%)
  - Families with school aged children (65%) compared to singles/couples/groups without children (30%) or older families (23%)
  - Households with 2-5 people (40%) compared to single person households (27%)
  - Those doing home duties (54%) compared to workers (39%) compared to retirees (26%)
  - Those supportive of DST in general (44%) compared to those neutral (30%) or opposed (28%)
  - Those supportive of DST in all of QLD (45%) compared to those opposed (28%)
  - Those supportive of DST in local area (45%) compared to those neutral (28%) or opposed (30%)
  - Those who supported DST in 1992 referendum (43%) compared to those who opposed (29%).
- Residents **more likely to do gardening in the afternoon** are as follows:
  - Those aged 35-54 years (42%) or 55+ years (48%) compared to those aged 18-34 years (25%)
  - Older families (45%) compared to singles/couples/groups without children (33%)
  - Those retired (55%) or doing home duties (47%) compared to workers (34%).

# Demographic Findings (continued)

- Residents **more likely to *do outdoor exercise in the afternoon*** are as follows:
  - Those aged 18-34 years (45%) compared to those aged 35-54 years (36%) or 55+ years (31%)
  - Families with school aged children (42%) compared to older families (33%)
  - Those doing home duties (51%) compared to those working (37%) or retirees (34%)
  - Those supportive of DST in all of QLD (40%) compared to those opposed (32%)
  - Those who supported DST in 1992 referendum (40%) compared to those who opposed (28%).
- Residents **more likely to *tend to animals in the afternoon*** are as follows:
  - Those aged 35-54 years (40%) compared to those aged 55+ years (31%)
  - Families with school aged children (40%) compared to singles/couples/groups without children (32%)
  - Households with 2-5 people (38%) compared to single person households (27%)
  - Those doing home duties (44%) compared to retirees (31%)
  - Those opposed to DST in general (41%) compared to those supportive (34%)
  - Those opposed to DST in one region of state only (39%) compared to those supportive (30%).
- Residents **more likely to *do indoor exercise in the afternoon*** are as follows:
  - Those aged 18-34 years (20%) compared to those aged 55+ years (12%)
  - Those doing home duties (21%) compared to retirees (10%).

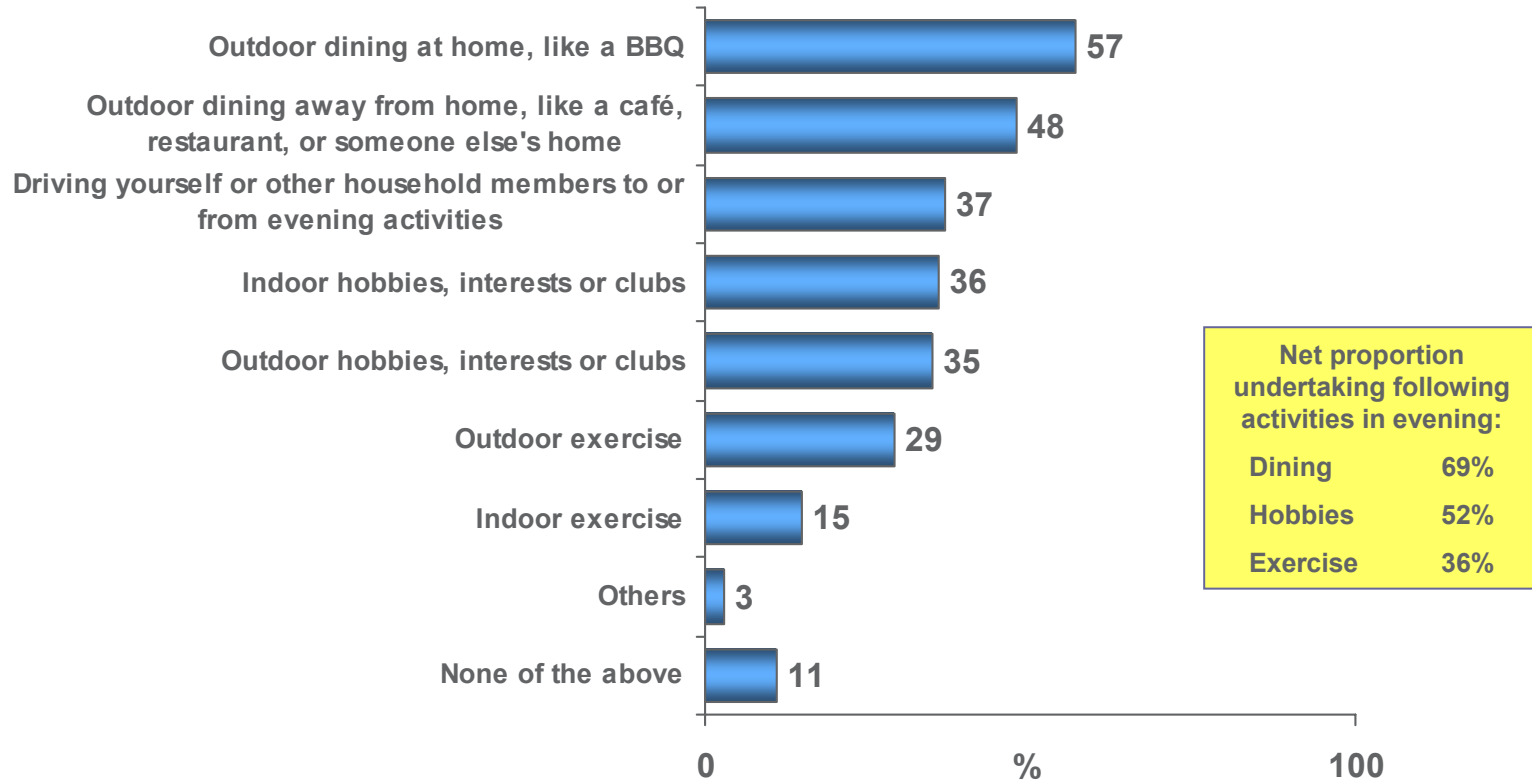
# Demographic Findings (continued)

- Residents **more likely to do none of the above in the afternoon** are as follows:
  - Males (22%) compared to females (16%)
  - Singles/couples/groups without children (22%) or older families (20%) compared to families with school aged children (13%)
  - Workers (23%) compared to retirees (11%) compared to those doing home duties (1%).

# Typical Evening Routine Activities



Residents



Q9 Thinking about your typical evening routine, do you undertake any of the following activities on a regular basis, after say 5pm? [MA] [Codes prompted and randomised] Note: *regular* = at least once a week.

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to do outdoor dining at home, like a BBQ in the evening** are as follows:
  - Those aged 18-34 years (60%) or 35-54 years (65%) compared to those aged 55+ years (44%)
  - Families with school aged children (67%) compared to older families (57%) compared to singles/couples/groups without children (49%)
  - Households with 2-5 people (61%) compared to single person households (39%)
  - Those working (62%) or doing home duties (64%) compared to retirees (37%)
  - Those supportive of DST in general (62%) compared to those neutral (47%) or opposed (49%)
  - Those supportive of DST in all of QLD (64%) compared to those neutral (49%) or opposed (50%)
  - Those supportive of DST in local area (62%) compared to those opposed (49%)
  - Those who supported DST in 1992 referendum (66%) compared to those who opposed (45%).
- Residents **more likely to do outdoor dining away from home, like a café, restaurant, or someone else's home in the evening** are as follows:
  - **Those living in SEQ (51%) compared to Rest of QLD (43%)**
  - Those aged 18-34 years (58%) or 35-54 years (51%) compared to those aged 55+ years (36%)
  - Households with 2-5 people (50%) compared to single person households (40%)
  - Those working (53%) or doing home duties (51%) compared to retirees (30%)
  - Those supportive of DST in general (55%) compared to those neutral (39%) or opposed (39%)
  - Those supportive of DST in all of QLD (56%) compared to those neutral (42%) or opposed (39%)
  - Those supportive of DST in local area (54%) compared to those opposed (39%)
  - Those who supported DST in 1992 referendum (53%) compared to those who opposed (33%)
  - Those supportive of DST in one region of state only (55%) compared to those opposed (45%)
  - Those supportive of DST in SEQ only (53%) compared to those opposed (45%).

# Demographic Findings (continued)

- Residents **more likely to *drive yourself or other household members to or from evening activities*** are as follows:
  - Those aged 18-34 years (41%) or 35-54 years (46%) compared to those aged 55+ years (22%)
  - Families with school aged children (50%) compared to singles/couples/groups without children (36%) compared to older families (27%)
  - Those working (42%) or doing home duties (39%) compared to retirees (18%)
  - Those supportive of DST in general (41%) compared to those opposed (32%)
  - Those supportive of DST in all of QLD (41%) or neutral (40%) compared to those opposed (30%)
  - Those supportive of DST in local area (40%) compared to those opposed (32%)
  - Those who supported DST in 1992 referendum (42%) compared to those who opposed (31%).
- Residents **more likely to *do indoor hobbies, interests or clubs in the evening*** are as follows:
  - Single person households (44%) compared to households with 2-5 people (34%).
- Residents **more likely to *do outdoor hobbies, interests or clubs in the evening*** are as follows:
  - Those aged 18-34 years (41%) or 35-54 years (36%) compared to those aged 55+ years (29%)
  - Males (40%) compared to females (30%)
  - Workers (39%) compared to retirees (25%)
  - Those supportive of DST in general (40%) compared to those opposed (27%)
  - Those supportive of DST in all of QLD (40%) compared to those opposed (29%)
  - Those supportive of DST in local area (40%) compared to those opposed (27%)
  - Those who supported DST in 1992 referendum (38%) compared to those who opposed (25%).

# Demographic Findings (continued)

- Residents **more likely to do outdoor exercise in the evening** are as follows:
  - Those aged 18-34 years (35%) or 35-54 years (31%) compared to those aged 55+ years (21%)
  - Workers (34%) compared to those retired (19%) or doing home duties (16%)
  - Those supportive of DST in general (32%) compared to those opposed (24%)
  - Those supportive of DST in local area (32%) compared to those opposed (26%).
- Residents **more likely to do indoor exercise in the evening** are as follows:
  - **Those living in SEQ (17%) compared to Rest of QLD (9%)**
  - Those aged 18-34 years (21%) or 35-54 years (15%) compared to those aged 55+ years (9%)
  - Workers (18%) compared to those retired (8%) or doing home duties (7%).
- Residents **more likely to do none of the above in the evening** are as follows:
  - Those aged 55+ years (19%) compared to those aged 18-34 years (5%) or 35-54 years (9%)
  - Older families (14%) compared to families with school aged children (9%)
  - Retirees (23%) compared to those working (8%) or doing home duties (7%)
  - Those opposed to DST in general (14%) compared to those supportive (9%)
  - Those opposed to DST in all of QLD (14%) compared to those supportive (8%)
  - Those opposed to DST in local area (14%) compared to those supportive (9%)
  - Those who opposed DST in 1992 referendum (15%) compared to those who supported (9%).

# Key Findings



Residents

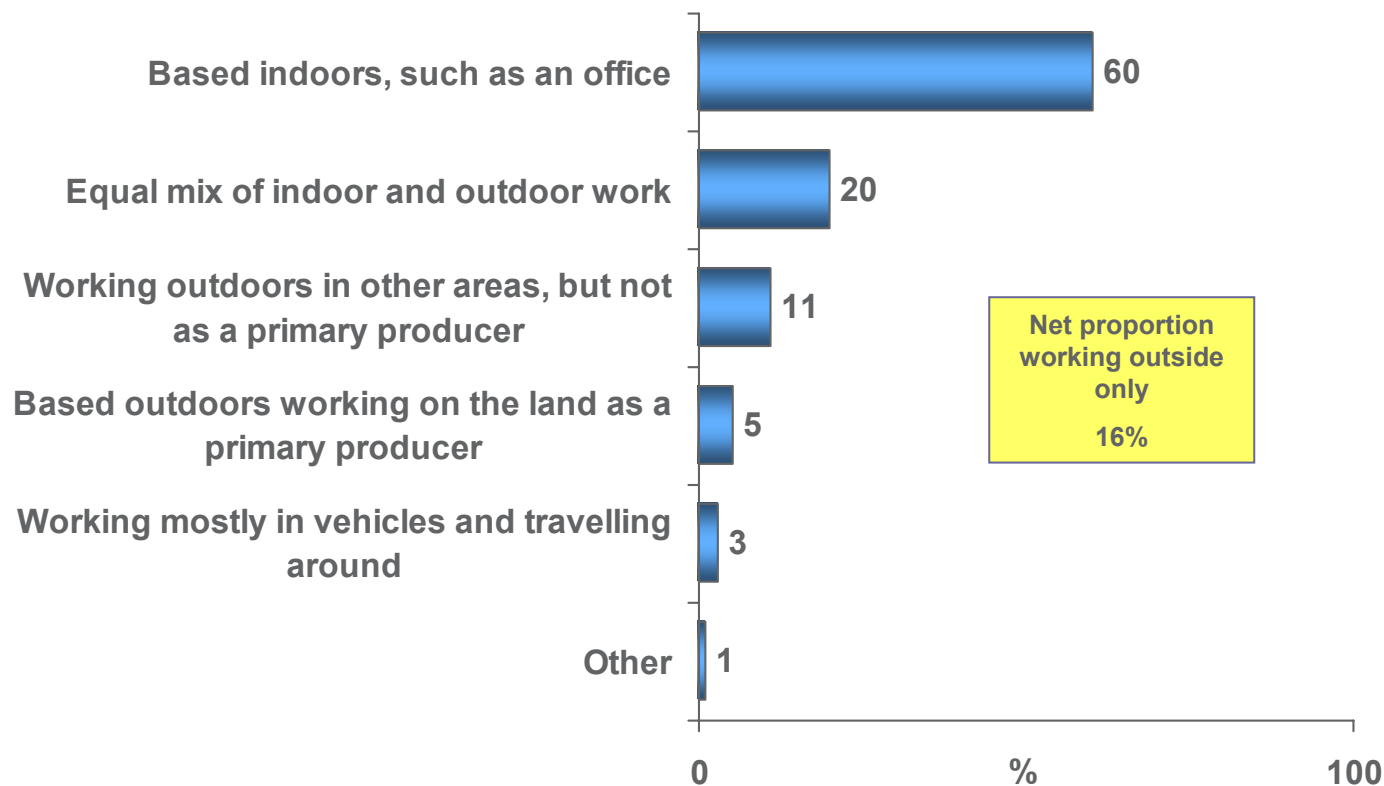
## How do workers work and commute?

- The majority of Queensland workers and students are based indoors, such as an office (60%), particularly SEQ workers and students, as well as females. However, those living in Rest of QLD are more likely to be working outdoors on the land as a primary producer, or working outdoors in other areas, compared to their SEQ counterparts. One in five workers/students have an equal mix of indoor and outdoor work (20%).
- Those working indoors exclusively are more likely to express support for DST in some form for Queensland, while there is more likely to be some opposition from those working outdoors on the land as a primary producer.
- Workers and students in Queensland predominantly commute by car (as driver or passenger) (78%), and this is more common for those living in Rest of QLD.
- Public transport, particularly train and bus, is more likely to be used by younger workers/students (18-34 years) living in SEQ compared to Rest of QLD. While those living in Rest of QLD are more likely to walk than those in SEQ.

# Type of Work/Study Environment – Workers and Students



Residents



Q13 Which of the following best describes your <workplace>/<place of study>? [SA] [Codes prompted]

Base: Queensland residents working or studying n=693

# Demographic Findings

- Workers/students **more likely to be based indoors, such as an office** are as follows:
  - Those living in SEQ (67%) compared to Rest of QLD (42%)
  - Females (75%) compared to males (47%)
  - Those supportive of DST in general (62%) compared to those opposed (51%)
  - Those supportive of DST in all of QLD (65%) compared to those opposed (53%)
  - Those supportive of DST in local area (64%) compared to those opposed (52%)
  - Those who supported DST in 1992 referendum (65%) compared to those who opposed (50%)
  - Those supportive of DST in one region of state only (71%) compared to those neutral (53%) or opposed (56%)
  - Those supportive of DST in SEQ only (67%) compared to those opposed (55%).
- Workers/students **more likely to have equal mix of indoor and outdoor work** are as follows:
  - Males (24%) compared to females (16%)
  - Those opposed to DST in SEQ only (24%) compared to those supportive (15%).
- Workers/students **more likely to be working outdoors in other areas, but not as a primary producer** are as follows:
  - Those living in Rest of QLD (16%) compared to SEQ (9%)
  - Males (18%) compared to females (2%).

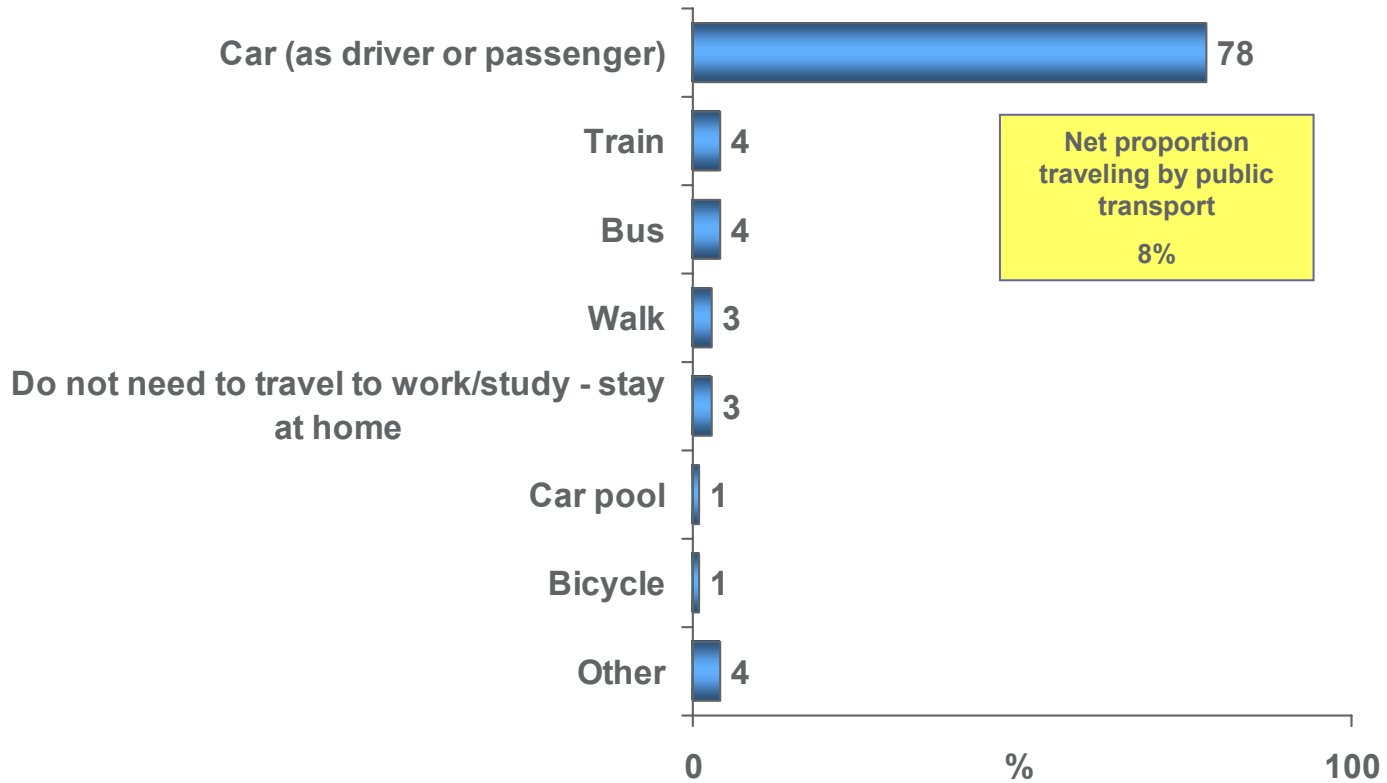
# Demographic Findings (continued)

- Workers/students **more likely to be *based outdoors working on the land as a primary producer*** are as follows:
  - **Those living in Rest of QLD (13%) compared to SEQ (2%)**
  - Those opposed to DST in general (12%) compared to those neutral (3%) or supportive (3%)
  - Those opposed to DST in all of QLD (10%) compared to those supportive (4%)
  - Those opposed to DST in local area (10%) compared to those supportive (3%)
  - Those who opposed DST in 1992 referendum (14%) compared to those who supported (4%).

# Travel Mode – Workers and Students



Residents



Q14 What is the main way you travel to and from your <workplace>/<place of study? [SA]

Base: Queensland residents working or studying n=693

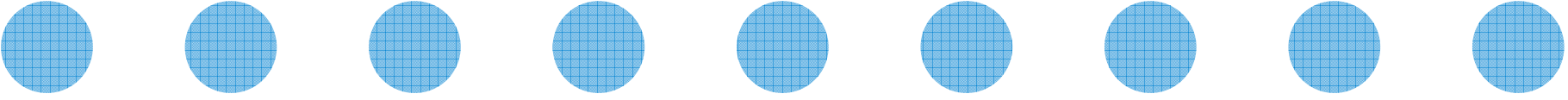
# Demographic Findings

- Workers/students **more likely to travel by car (as driver or passenger)** are as follows:
  - Those living in Rest of QLD (83%) compared to SEQ (76%)
  - Those aged 35-54 years (82%) compared to those aged 18-34 years (73%).
- Workers/students **more likely to travel by train** are as follows:
  - Those living in SEQ (6%) compared to Rest of QLD (nil)
  - Those aged 18-34 years (7%) compared to those aged 35-54 years (2%).
- Workers/students **more likely to travel by bus** are as follows:
  - Those living in SEQ (6%) compared to Rest of QLD (1%)
  - Those aged 18-34 years (7%) compared to those aged 35-54 years (3%) or 55+ years (2%).
- Workers/students **more likely to travel by walking** are as follows:
  - Those living in Rest of QLD (6%) compared to SEQ (3%)
  - Single person households (8%) compared to households with 2-5 people (3%)
  - Those opposed to DST in one region of state only (5%) compared to those supportive (1%).



Residents

# Current Impacts on Routine Behaviour



# Key Findings



Residents

## What is the impact of the season on routines and work hours?

- The availability of sunlight hours has an impact on the daily routines of a majority of Queensland residents (62%), and particularly those living in SEQ overall. The main impact is felt with evening routines changing based on hours of sunlight (35%), followed by afternoon routines (30%) and morning routines (26%).
- Changes to evening routines are significantly more likely for residents living in SEQ, and are more likely necessary for residents comprising the family demographic, including females, families with school aged children, those doing home duties, larger households (2-5 people), and residents under 55 years of age. Changes are also more likely to be made by the family set for afternoon routines, with workers impacted as well. Therefore, it may not be surprising that there is more likely to be support for the various DST options, from the general concept to the split time zone concept, among those residents whose afternoon and evening routines in particular are impacted by the hours of sunlight available.
- Two in five residents (38%) indicate that there is no impact on their routines from the hours of sunlight available, particularly those living in Rest of QLD. These are more likely to be older residents (55+ years), retirees, those without children or older families, single person households, as well as males. Correspondingly, residents who are not impacted by the hours of sunlight available are more likely to oppose the various levels of DST proposed.

# Key Findings (continued)



Residents

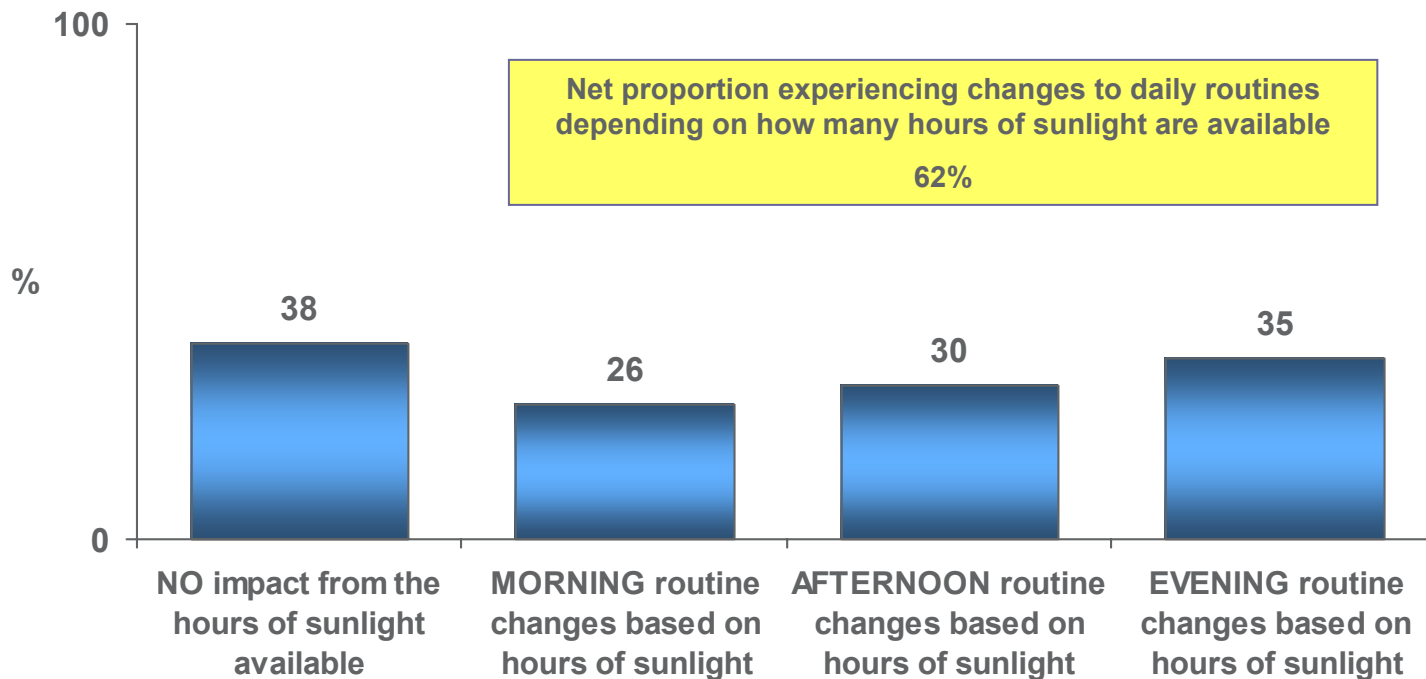
## What is the impact of the season on routines and work hours? continued

- Where sunlight hours impact morning, afternoon or evening routines, the most common change residents experience is in the form of *more or less time available for leisure/recreation* (30%), particularly younger residents (18-34 years) and those working or doing home duties. Around one in five impacted residents each change their activities in terms of *location* (21%) and *frequency* (20%), and 16% also change the *types of activities*. One in five impacted residents *stay in bed longer/ get up later in winter* (19%), particularly older residents (55+ years) and retirees, and are more likely to be opposed to some form of DST.
- For working residents, the majority indicate that the hours they work do not differ based on the season (75%), while the remainder are affected in some way (25%). Around one in ten indicate that they are affected by the amount of daylight in the morning which changes throughout the year (9%), and this is more likely to be males, who also get up and leave for work earlier in the mornings. A similar proportion are affected by the amount of daylight in the afternoons and evening (12%) and, just as residents whose daily afternoon and evening routine is impacted by sunlight, these workers are more likely to support DST options.
- Slightly fewer workers are affected by the temperature (8%), in particular older workers (55+) living alone, and other climatic factors such as rainfall (6%). Workers affected by other climatic factors, that is, not to do with sunlight, are more likely to be living in Rest of QLD and to oppose DST.

# Impact on Typical Routine based on Sunlight Available



Residents



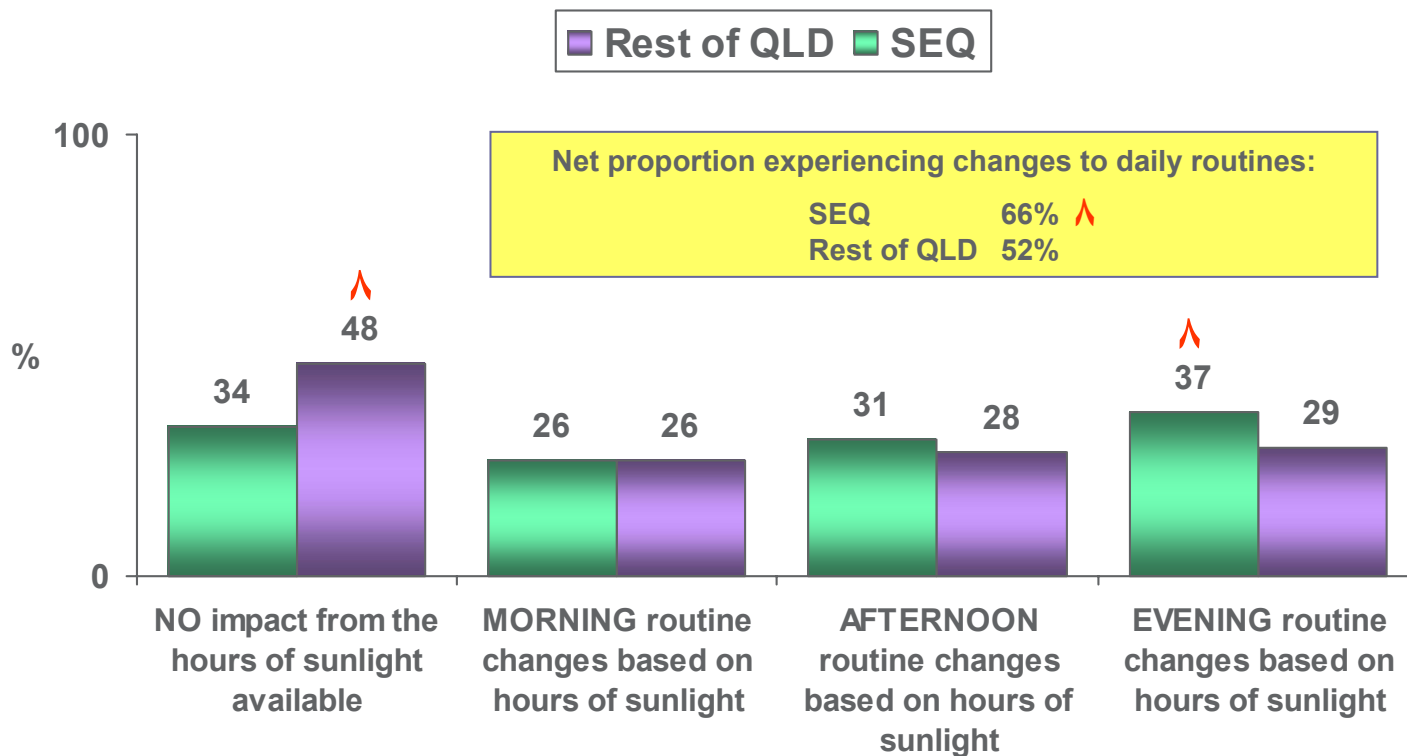
Q10 Do you find your daily routine tends to vary depending on how many hours of sunlight are available? If yes – would that be your morning routine? afternoon routine? evening routine? [MA]

Base: All Queensland residents n=1000

# Impact on Typical Routine based on Sunlight Available – SEQ vs. Rest of QLD



Residents



Base: SEQ residents n=600; Rest of QLD residents n=400

▲ represents a significant difference between SEQ and Rest of QLD

# Demographic Findings

- Residents more likely to say *NO impact from hours of sunlight available on daily routine* are as follows:
  - Those living in Rest of QLD (48%) compared to SEQ (34%)
  - Those aged 55+ years (48%) compared to those aged 18-34 years (31%) or 35-54 years (36%)
  - Males (42%) compared to females (35%)
  - Singles/couples/groups without children (41%) or older families (42%) compared to families with school aged children (31%)
  - Single person households (49%) compared to households with 2-5 people (36%)
  - Retirees (50%) compared to those working (36%) or doing home duties (31%)
  - Those opposed to DST in general (57%) or neutral (58%) compared to those supportive (26%)
  - Those opposed to DST in all of QLD (56%) or neutral (44%) compared to those supportive (25%)
  - Those opposed to DST in local area (56%) or neutral (53%) compared to those supportive (24%)
  - Those who opposed DST in 1992 referendum (57%) compared to those who supported (26%)
  - Those opposed to DST in one region of state only (43%) or those neutral (41%) compared to supportive (27%)
  - Those opposed to DST in SEQ only (44%) or those neutral (42%) compared to those supportive (27%).

# Demographic Findings (continued)

- Residents **more likely to say YES – morning routine changes based on hours of sunlight** are as follows:
  - Those supportive of DST in local area (29%) compared to those opposed (23%)
  - Those supportive of DST in SEQ only (31%) compared to those opposed (24%).
- Residents **more likely to say YES – afternoon routine changes based on hours of sunlight** are as follows:
  - Those aged 18-34 years (36%) or 35-54 years (32%) compared to those aged 55+ years (21%)
  - Families with school aged children (37%) compared to singles/couples/groups without children (29%) or older families (24%)
  - Households with 2-5 people (31%) compared to single person households (23%)
  - Those working (33%) or doing home duties (32%) compared to retirees (17%)
  - Those supportive of DST in general (35%) compared to those neutral (17%) or opposed (23%)
  - Those supportive of DST in all of QLD (35%) compared to those opposed (23%)
  - Those supportive of DST in local area (35%) compared to those opposed (21%)
  - Those who supported DST in 1992 referendum (36%) compared to those who opposed (23%)
  - Those supportive of DST in one region of state only (35%) compared to those opposed (27%).

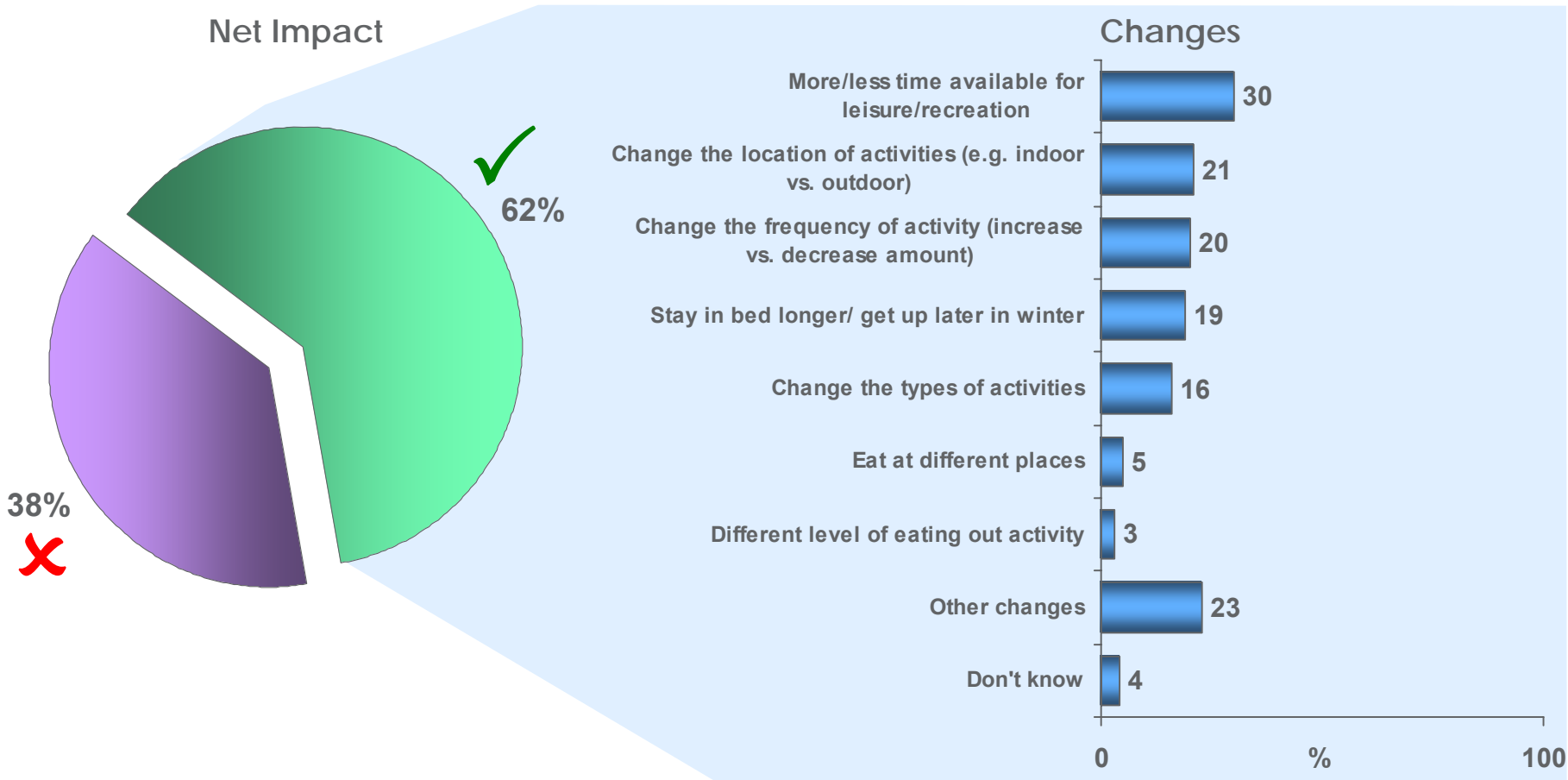
# Demographic Findings (continued)

- Residents more likely to say **YES – evening routine changes based on hours of sunlight** are as follows:
  - **Those living in SEQ (37%) compared to Rest of QLD (29%)**
  - Those aged 18-34 years (44%) or 35-54 years (35%) compared to those aged 55+ years (26%)
  - Females (40%) compared to males (30%)
  - Families with school aged children (41%) compared to singles/couples/groups without children (33%) or older families (32%)
  - Households with 2-5 people (37%) compared to single person households (24%)
  - Those doing home duties (48%) compared to workers (36%) compared to retirees (23%)
  - Those supportive of DST in general (44%) compared to those neutral (23%) or opposed (21%)
  - Those supportive of DST in all of QLD (45%) compared to those neutral (30%) or opposed (21%)
  - Those supportive of DST in local area (45%) compared to those neutral (26%) or opposed (22%)
  - Those who supported DST in 1992 referendum (40%) compared to those who opposed (18%)
  - Those supportive of DST in one region of state only (46%) compared to those neutral (33%) or opposed (30%)
  - Those supportive of DST in SEQ only (45%) compared to those neutral (33%) or opposed (29%).

# Common Behaviour Changes based on Sunlight Available



Residents



Q10 Do you find your daily routine tends to vary depending on how many hours of sunlight are available?  
 Base: All Queensland residents n=1000

Q11 What are the most common changes you make to your routine, due to differences in the hours of sunlight available throughout the year? [MA]  
 Base: Queensland residents experiencing change to typical routine n=603

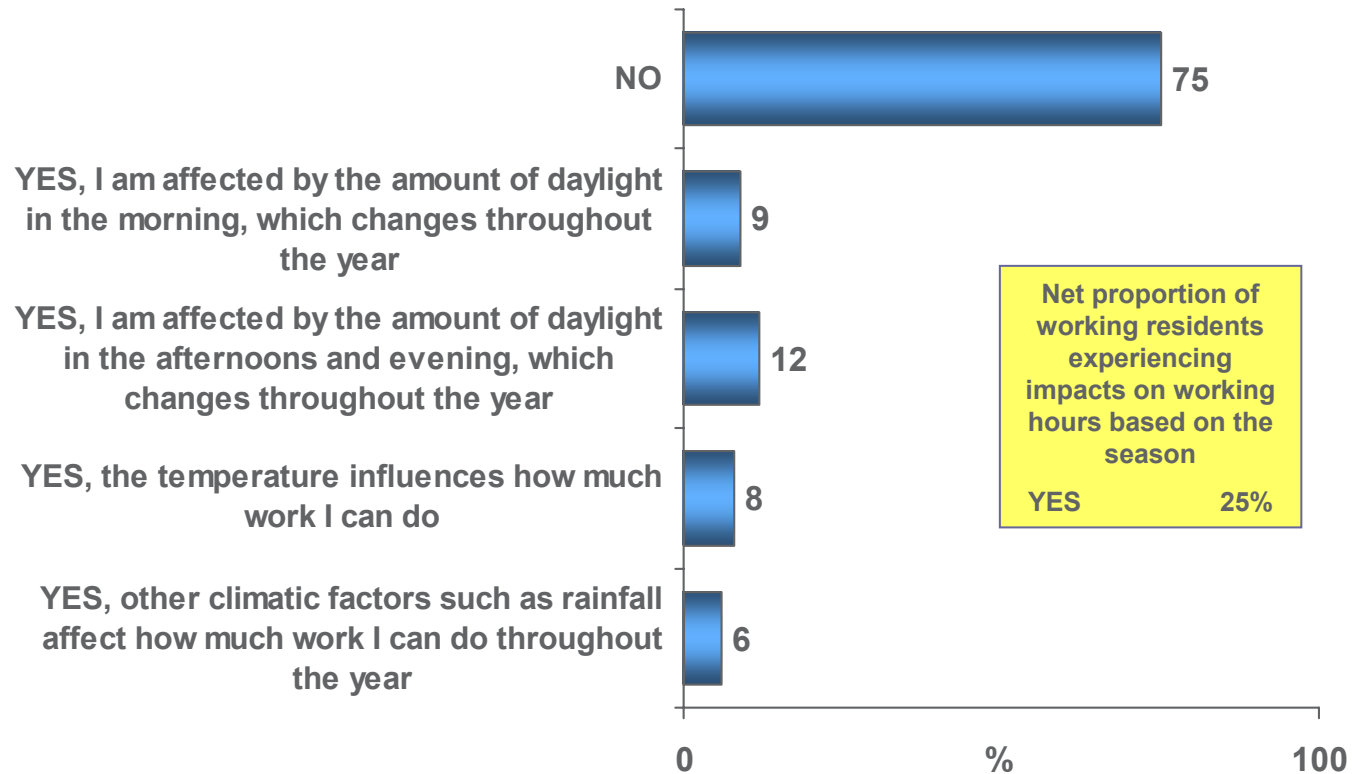
# Demographic Findings

- Residents (who have made changes to their typical morning, afternoon or evening routine) **more likely to say *more/less time available for leisure/recreation*** are as follows:
  - Those aged 18-34 years (35%) compared to those aged 55+ years (23%)
  - Those doing home duties (42%) or working (31%) compared to retirees (19%)
  - Those supportive of DST in general (32%) or neutral (39%) compared to those opposed (21%).
- Residents (who have made changes to their typical morning, afternoon or evening routine) **more likely to have *changed the location of activities (e.g. indoor vs outdoor)*** are as follows:
  - Those supportive of DST in all of QLD (23%) compared to those opposed (14%).
- Residents (who have made changes to their typical morning, afternoon or evening routine) **more likely to have *stayed in bed longer/get up later in winter*** are as follows:
  - Those aged 55+ years (23%) compared to 35-54 years (15%)
  - Retirees (33%) compared to those working (17%) or doing home duties (12%)
  - Those opposed to DST in general (29%) compared to those supportive (16%)
  - Those opposed to DST in all of QLD (28%) compared to those neutral (14%) or supportive (16%)
  - Those opposed to DST in local area (25%) compared to those supportive (16%).

# Impact on Typical Work Hours based on Season – Workers



Residents



Q17 Do you find that the hours you work differ based on the season? If yes – which of the following best describe your work patterns? [MA]

Base: Queensland residents working n=683

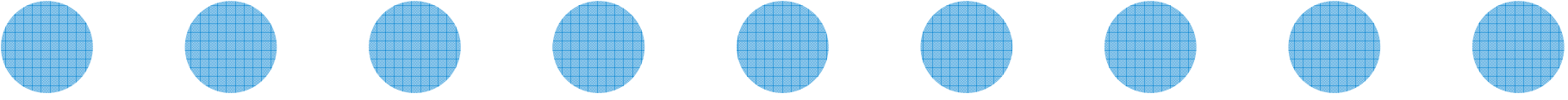
# Demographic Findings

- Workers more likely to say ***NO impact on typical work hours based on season*** are as follows:
  - Those aged 35-54 years (78%) compared to those aged 55+ years (69%)
  - Females (81%) compared to males (71%).
- Workers more likely to say ***YES – affected by amount of daylight in morning*** are as follows:
  - Males (12%) compared to females (5%).
- Workers more likely to say ***YES – affected by amount of daylight in afternoons and evening*** are as follows:
  - Those supportive of DST in general (14%) compared to those opposed (8%)
  - Those supportive of DST in all of QLD (16%) compared to those neutral (5%) or opposed (7%)
  - Those supportive of DST in local area (15%) compared to those neutral (5%) or opposed (8%).
- Workers more likely to say ***YES – temperature influences how much work I can do*** are as follows:
  - Those aged 55+ years (12%) compared to those aged 35-54 years (6%)
  - Single person households (18%) compared to households with 2-5 people (6%).
- Workers more likely to say ***YES – other climatic factors affect how much work I can do*** are as follows:
  - **Those living in Rest of QLD (10%) compared to SEQ (4%)**
  - Those aged 35-54 years (8%) or 55+ years (9%) compared to those aged 18-34 years (3%)
  - Those opposed to DST in general (10%) compared to those supportive (5%)
  - Those opposed to DST in local area (9%) compared to those supportive (4%).



Residents

# Previous Daylight Saving Attitudes and Experience



# Key Findings



Residents

## What was the level of support for DST in 1992?

- Among those residents living in Queensland in 1992 at the time of the DST Referendum, two in five recall supporting the introduction of DST in Queensland (42%) at that time. However, a quarter indicate that they opposed its introduction (27%), while three in ten do not recall (29%). This issue polarised residents in 1992, with those living in SEQ significantly more likely to support DST (47% compared to 20% Rest of QLD) and those living in Rest of QLD more likely to oppose it (53% compared to 25% SEQ).
- These findings correspond with the 1992 DST Referendum results, where there was an overall result of 45.5% support for DST, with 61% support from Brisbane/ Gold Coast/ Sunshine Coast combined and only 25% support for Rest of Queensland as defined at the time.<sup>1</sup>
- Residents in the survey who say they supported DST in 1992 are more likely to be older families or families with school aged children and aged 35-54 years, and are more likely to currently support all options for DST in Queensland. On the other hand, residents who say they opposed DST in 1992 are more likely to be older residents (55+ years), retirees, older families or without children, living alone, and to currently oppose all options for DST in Queensland.

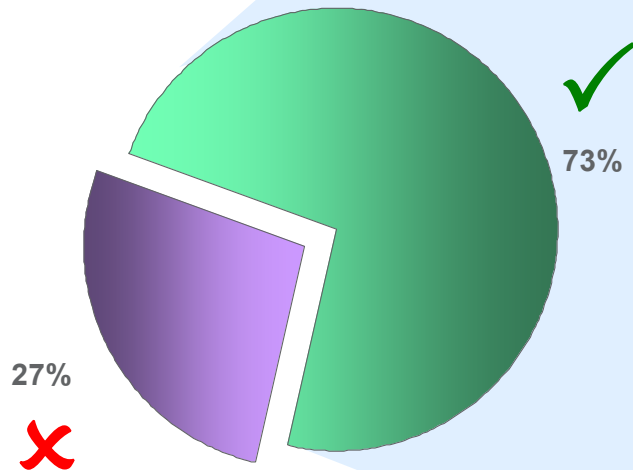
<sup>1</sup> Electoral Commission of Queensland, *Daylight Saving Referendum Statistical Returns 1992*, July 1992

# Support for DST in 1992 Referendum

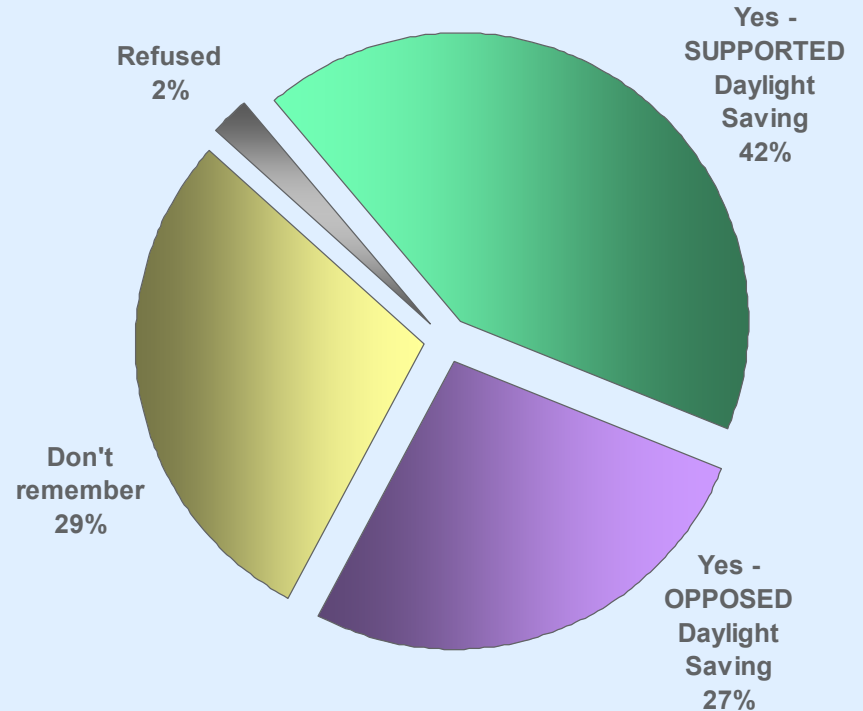


Residents

Living in QLD



1992 Referendum Vote



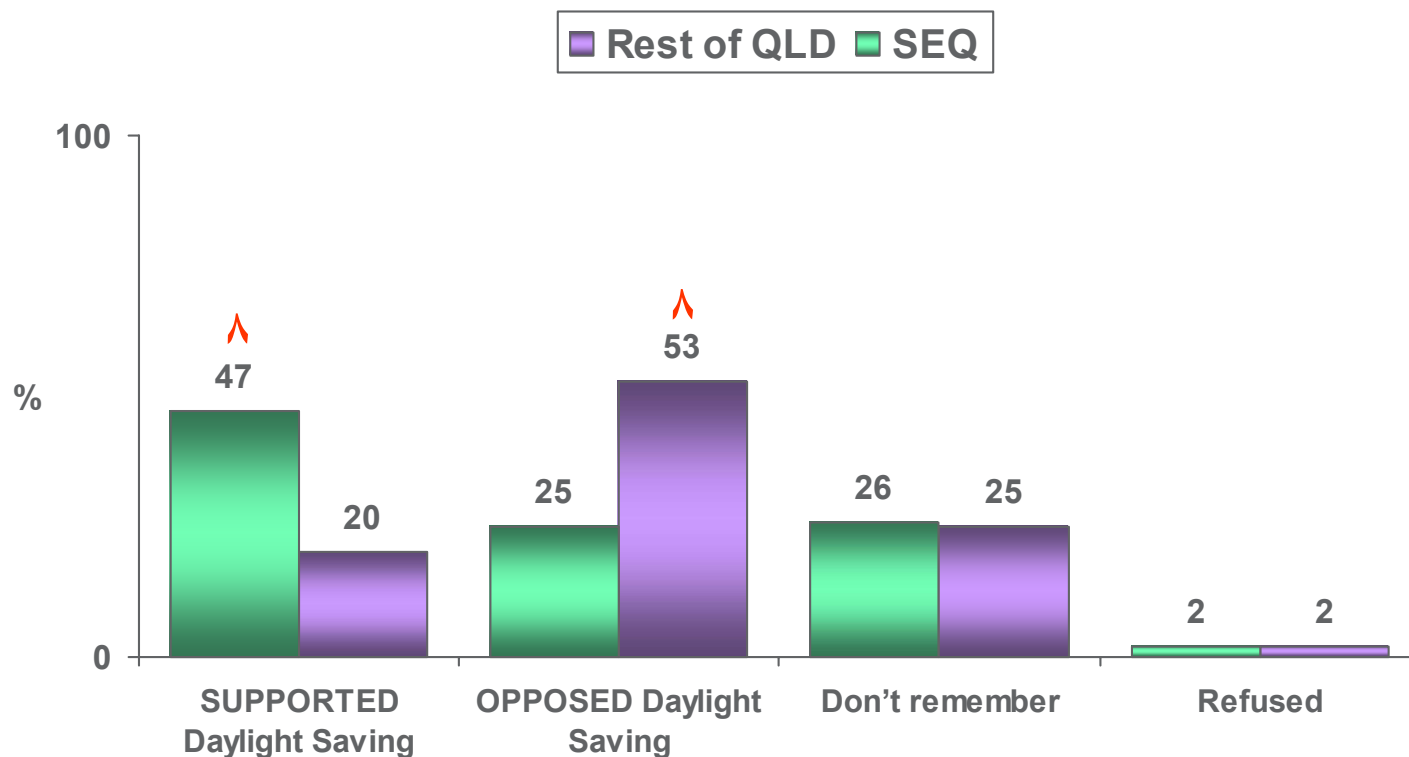
Q25 In 1992 a referendum was held in Queensland asking about support for Daylight Saving. Were you living in Queensland at this time? [SA]  
 Base: All Queensland residents n=1000

Q26 Do you remember whether you supported or opposed the introduction of Daylight Saving in Queensland back in 1992? [SA]  
 Base: Queensland residents living in QLD during time of 1992 Referendum n=739

# Support for DST in 1992 Referendum – SEQ vs. Rest of QLD



Residents



Base: Queensland residents living in QLD during time of 1992 Referendum: SEQ n=429; Rest of QLD n=310

▲ represents a significant difference between SEQ and Rest of QLD

# Demographic Findings

- Residents more likely to have been *living in Queensland* during 1992 referendum are as follows:
  - Those living in Rest of QLD (78%) compared to SEQ (70%)
  - Those aged 55+ years (81%) compared to those aged 18-34 years (66%) or 35-54 years (71%)
  - Older families (78%) or singles/couples/groups without children (73%) compared to families with school aged children (65%)
  - Single person households (83%) compared to households with 2-5 people (70%)
  - Retirees (80%) compared to those working (72%) or doing home duties (65%)
  - Those opposed to DST in general (87%) compared to those neutral (71%) or supportive (66%)
  - Those opposed to DST in all of QLD (85%) compared to those neutral (73%) or supportive (64%)
  - Those opposed to DST in local area (84%) or neutral (79%) compared to those supportive (64%)
  - Those opposed to DST in one region of state only (42%) or neutral (36%) compared to those supportive (13%)
  - Those opposed to DST in SEQ only (45%) or neutral (40%) compared to those supportive (12%).

# Demographic Findings (continued)

- Residents more likely to have *supported* DST in 1992 referendum are as follows:
  - Those living in SEQ (47%) compared to Rest of QLD (20%)
  - Those aged 35-54 years (53%) compared to those aged 55+ years (42%) compared to those aged 18-34 years (16%)
  - Older families (45%) or families with school aged children (43%) compared to singles/couples/groups without children (31%)
  - Those supportive of DST in general (66%) compared to those neutral (20%) compared to those opposed (2%)
  - Those supportive of DST in all of QLD (66%) compared to those neutral (39%) compared to those opposed (61%)
  - Those supportive of DST in local area (66%) compared to those neutral (30%) compared to those opposed (7%)
  - Those aware of split time zone concept (41%) compared to those not aware (26%)
  - Those supportive of DST in one region of state only (61%) compared to those neutral (40%) compared to those opposed (28%)
  - Those supportive of DST in SEQ only (59%) compared to those neutral (36%) or opposed (27%).

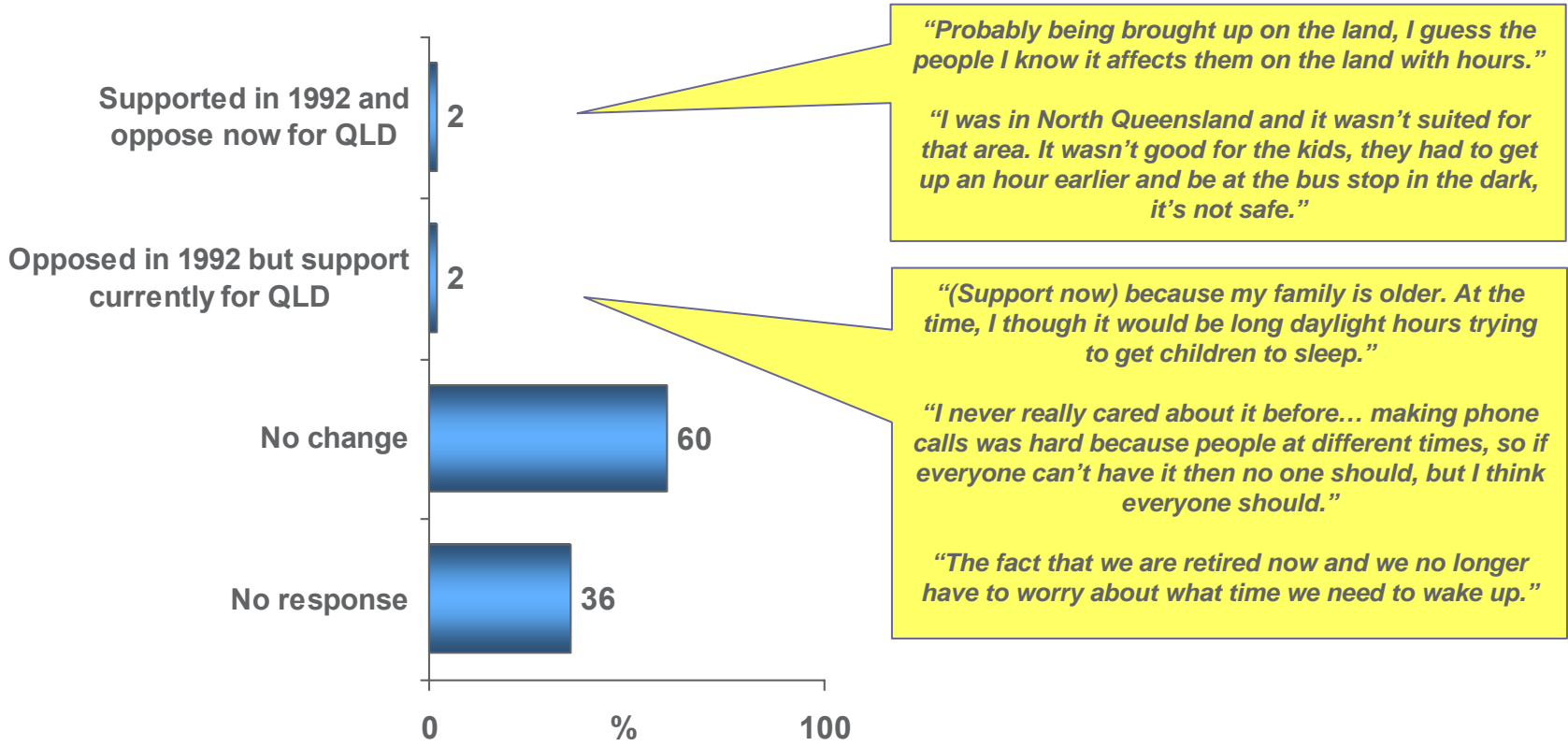
# Demographic Findings (continued)

- Residents more likely to have **opposed DST in 1992 referendum** are as follows:
  - Those living in Rest of QLD (53%) compared to SEQ (25%)
  - Those aged 55+ years (51%) compared to those aged 35-54 years (35%) compared to those aged 18-34 years (12%)
  - Older families (42%) compared to singles/couples/groups without children (30%) or families with school aged children (29%)
  - Single person households (44%) compared to households with 2-5 people (32%)
  - Retirees (55%) compared to those working (30%) or doing home duties (22%)
  - Those opposed to DST in general (78%) compared to those neutral (32%) compared to those supportive (6%)
  - Those opposed to DST in all of QLD (74%) compared to those neutral (20%) compared to those supportive (4%)
  - Those opposed to DST in local area (73%) compared to those neutral (24%) compared to those supportive (5%)
  - Those aware of split time zone concept (75%) compared to those not aware (64%)
  - Those opposed to DST in one region of state only (78%) compared to those neutral (63%) or supportive (68%)
  - Those opposed to DST in SEQ only (79%) compared to those neutral (63%) or supportive (68%).

# Reason for Change in Support of DST since 1992



Residents



Q27 Can you explain what influenced a change in opinion about Daylight Saving?  
 Base: Queensland residents whose current support of Daylight Saving is different to 1992 support n=

# Key Findings



Residents

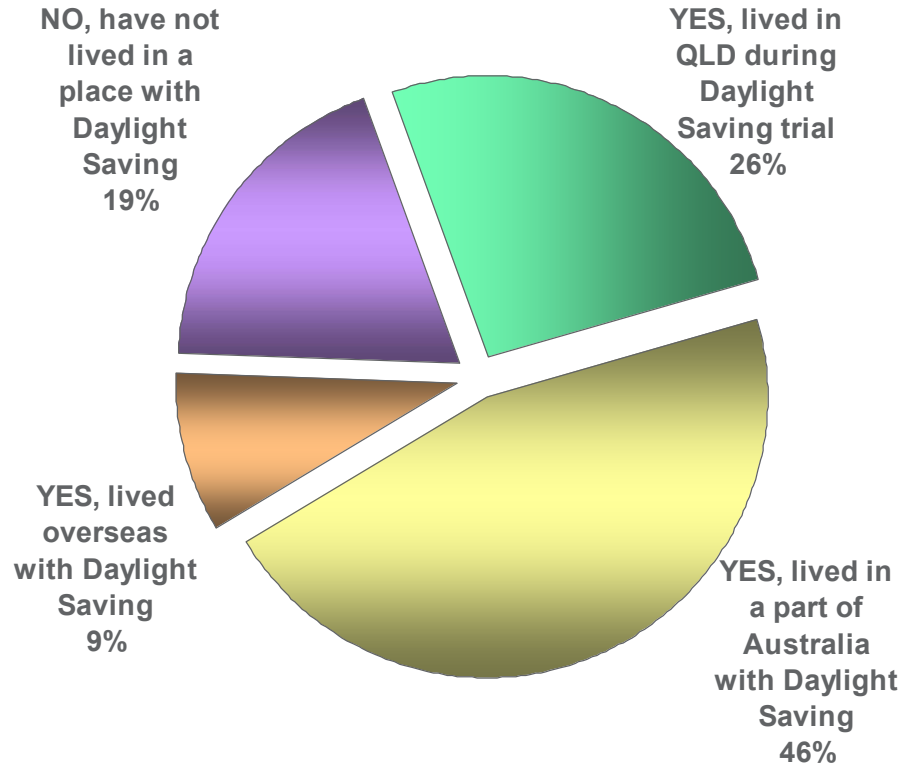
## What previous experience have residents had with DST?

- The vast majority of Queensland residents have had some experience living with DST in place (81%), while only one in five have not (19%). Nearly half of Queensland residents have lived in another part of Australia with DST (46%), a quarter of residents overall lived in Queensland when DST was last in place between 1989 and 1992 (26%), and one in ten have lived overseas with DST (9%).
- Residents whose experience of DST was outside when DST was last in place in Queensland, that is, in other parts of Australia or overseas, are more likely to currently favour some level of DST in Queensland. However, those living in Queensland when DST was last in place are more likely to oppose DST now, as they did in the 1992 Referendum, and are more likely to be residing in Rest of QLD.
- Among residents who have previously lived with DST in Queensland, elsewhere in Australia or overseas, just under half made changes to their behaviour in order to adapt to DST (46%). These residents are more likely to currently oppose options for DST in Queensland.

# Previous Experience Living with DST



Residents



Net proportion of residents who have previously lived with DST	
YES	81%

Q39 And have you ever lived in an area during a time when Daylight Saving was in place? If yes: Thinking of the last place you lived with Daylight Saving, was that in another part of Australia, or overseas? [SA]

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to say *NO, have not lived in a place with DST*** are as follows:
  - **Those living in SEQ (21%) compared to Rest of QLD (15%)**
  - Those aged 18-34 years (29%) compared to those aged 35-54 years (14%) or 55+ years (15%)
  - Singles/couples/groups without children (23%) compared to older families (16%)
  - Those not aware of split time zone concept (29%) compared to those aware (16%).
- Residents **more likely to say *YES, lived in Queensland when DST was last in place*** are as follows:
  - **Those living in Rest of QLD (33%) compared to SEQ (23%)**
  - Those opposed to DST in general (38%) compared to those neutral (23%) or supportive (21%)
  - Those opposed to DST in all of QLD (35%) compared to those supportive (20%)
  - Those opposed to DST in local area (36%) compared to those neutral (23%) or supportive (21%)
  - Those who opposed DST in 1992 referendum (44%) compared to those who supported (28%).
- Residents **more likely to say *YES, lived in a part of Australia with DST*** are as follows:
  - Those supportive of DST in general (51%) compared to those opposed (38%)
  - Those supportive of DST in all of QLD (50%) compared to those opposed (39%)
  - Those supportive of DST in local area (51%) compared to those opposed (40%)
  - Those who supported DST in 1992 referendum (51%) compared to those who opposed (34%).

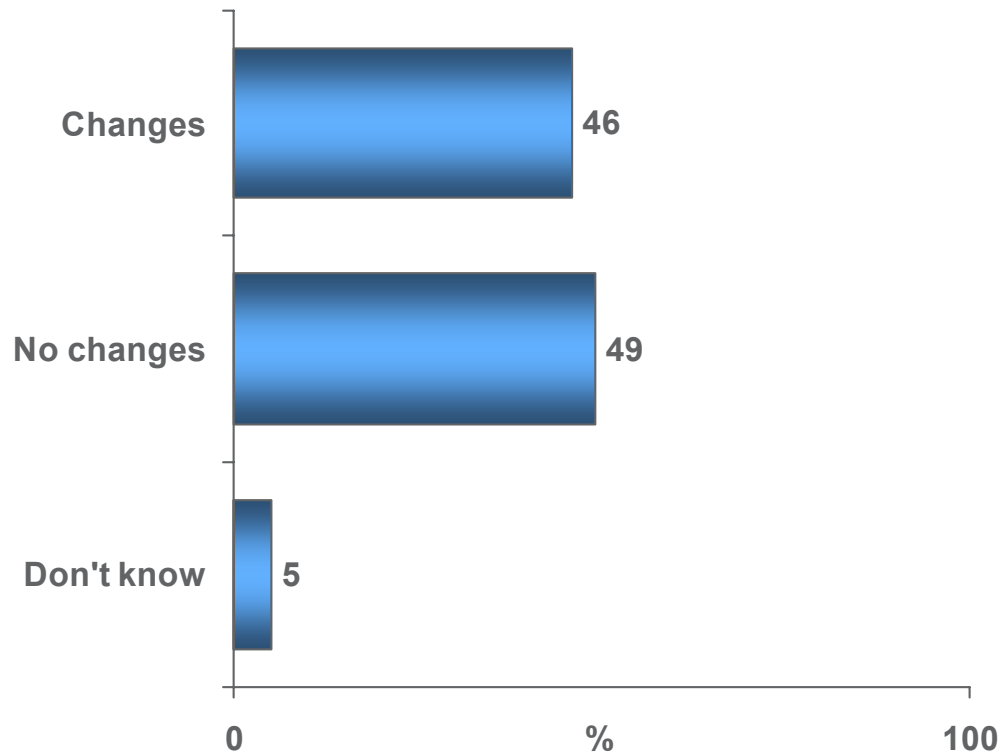
# Demographic Findings (continued)

- Residents **more likely to say YES, lived overseas with DST** are as follows:
  - Those supportive of DST in general (11%) compared to those opposed (4%)
  - Those supportive of DST in all of QLD (12%) compared to those neutral (4%) or opposed (6%)
  - Those supportive of DST in local area (12%) compared to those opposed (5%)
  - Those who supported DST in 1992 referendum (8%) compared to those who opposed (4%)
  - Those supportive of DST in one region of state only (12%) compared to those opposed (7%).

# Previous Behaviour Change made for DST



Residents



Q40 What sort of strategies or changes to your behaviour did you make to adapt to Daylight Saving? [MA]

Base: Queensland residents who have previously lived with Daylight Saving n=841

Note: See verbatim comments for list of changes or strategies.

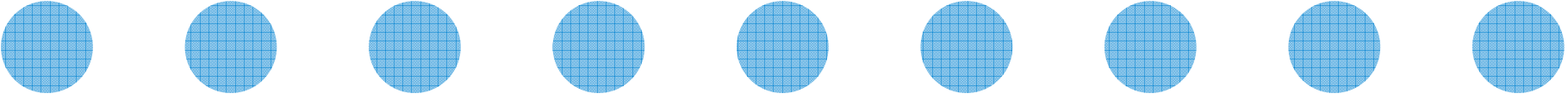
# Demographic Findings

- Residents **more likely to have *made behaviour changes to adapt DST*** are as follows:
  - Workers (48%) compared to those doing home duties (33%)
  - Those opposed to DST in general (56%) compared to those supportive (41%)
  - Those opposed to DST in all of QLD (54%) compared to those supportive (41%)
  - Those opposed to DST in local area (54%) compared to those supportive (41%)
  - Those who opposed DST in 1992 referendum (60%) compared to those who supported (42%)
  - Those aware of split time zone concept (49%) compared to those not aware (35%).



Residents

# General Attitudes to Daylight Saving



# Key Findings



Residents

## What is the general level of support for DST among Queensland residents in 2007?

- There is all but universal awareness of DST among Queensland residents. And in 2007, attitudes tend towards majority support for DST in Queensland. However, as found in the results for the 1992 DST Referendum, the issue is polarising, and particularly so between SEQ and Rest of QLD.
- Compared with results from the 1992 Referendum, with 45.5% overall support<sup>2</sup>, it would appear that current Queensland residents are more supportive of DST. More than five to six out of ten residents each support *DST as a principle in general* (59%), *the introduction of DST for all of Queensland* (52%), and *the introduction of DST for their local area* (55%). These results may be considered even more favourable given that they are predominantly driven by strong levels of 'extreme support'.
- In each case, residents living in SEQ are significantly more likely to support DST. Supporters are also more likely to be residents under 55 years and workers, while families with school aged children, households with 2-5 people and those doing home duties are more likely to express support in some cases.
- Conversely, at least three in ten residents overall oppose *DST as a principle in general* (30%), *the introduction of DST for all of Queensland* (34%), and *the introduction of DST for their local area* (35%). Similar to support, opposition to DST is formidable, predominantly driven by an 'extreme' negative position.

<sup>2</sup> Electoral Commission of Queensland, *Daylight Saving Referendum Statistical Returns 1992*, July 1992

# Key Findings (continued)



Residents

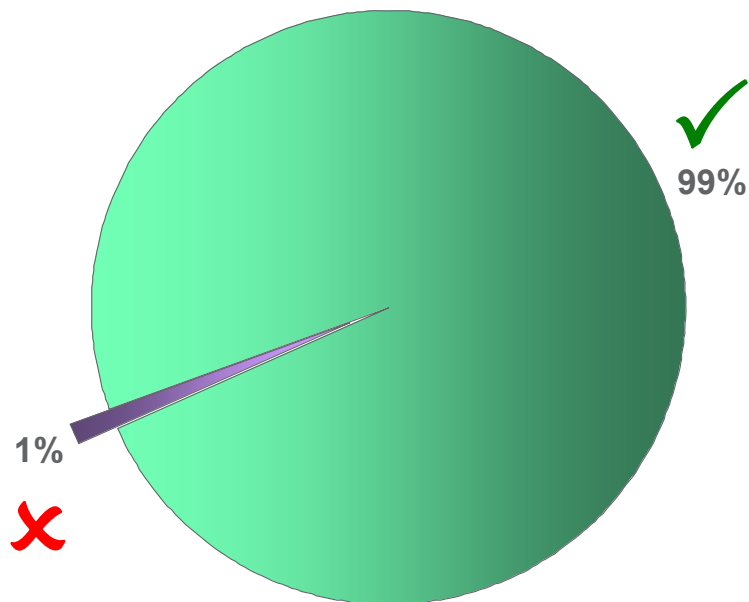
## What is the general level of support for DST among Queensland residents in 2007? continued

- Those residents significantly more likely to oppose DST are those living in Rest of QLD. These are also more likely to be older residents (55+ years), retirees and living in single person households.
- Furthermore, residents supporting each of these options for DST are significantly more likely to be supportive of all DST options, from the general concept to the split time zone concept, and more likely to have supported DST in the 1992 Referendum. Conversely, residents opposing DST in each case, are significantly more likely to take the opposing position across DST options.
- The reasons for residents being opposed to DST, in general, for all of Queensland or for their local area, mainly relate to satisfaction with the current time zone. Around one in five residents say they *don't see the need/happy as it is* across each option for DST. Residents also say that it *upsets family routine/difficult with children*, that they *already have enough daylight/ sunshine*, and that they *don't like getting up an hour earlier*, particularly residents opposed to DST in general. Residents who oppose the introduction of DST for their local area indicate this is also largely because they *don't agree with dividing the state/ different time zones/ would need to be the whole of the state*

# Awareness of DST



Residents



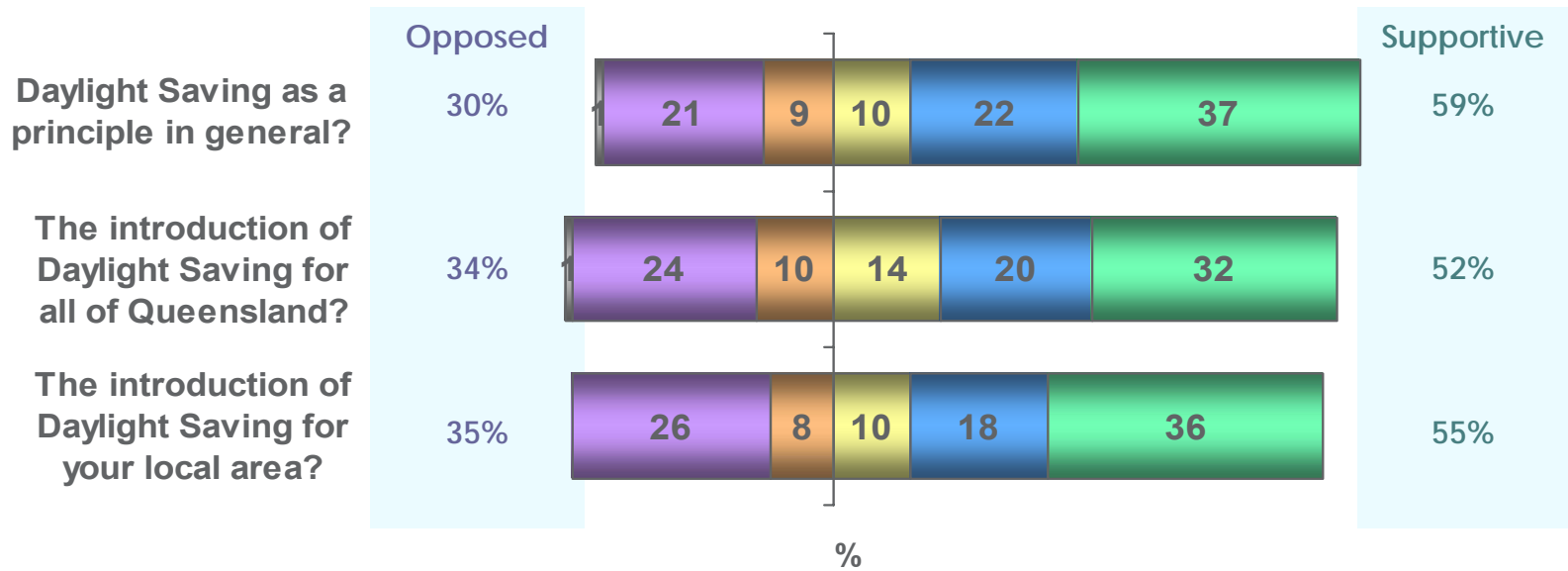
Q18 I would now like to talk with you in a bit more detail about Daylight Saving. Before today, have you heard about Daylight Saving? [SA]  
Base: All Queensland residents n=1000

# Level of General Support for DST



Residents

■ Don't know ■ Extreme opposition ■ Opposition ■ Neutral ■ Support ■ Extreme support



Q19 Daylight Saving is a process of adjusting clocks by one hour for a defined period of time. The result being that there are more daylight hours at the end of the day than at the beginning of the day. Using a scale of 0 to 10 – where 0 is extreme opposition, and 10 is extreme support, to what extent do you support..... [SA]

Base: All Queensland residents n=1000

# Level of General Support for DST – SEQ vs. Rest of QLD



■ Don't know      ■ Extreme opposition      ■ Opposition  
■ Neutral      ■ Support      ■ Extreme support



Base: SEQ residents n=600; Rest of QLD residents n=400  
 ▲ represents a significant difference between SEQ and Rest of QLD

# Demographic Findings

- Residents **more likely to SUPPORT *DST as a principle in general*** are as follows:
  - Those living in SEQ (69%) compared to Rest of QLD (36%)
  - Those aged 18-34 years (64%) or 35-54 years (63%) compared to those aged 55+ years (50%)
  - Households with 2-5 people (62%) compared to single person households (49%)
  - Workers (63%) compared to retirees (48%)
  - Those supportive of DST in all of QLD (95%) compared to those neutral (48%) or opposed (10%)
  - Those supportive of DST in local area (97%) compared to those neutral (26%) or opposed (10%)
  - Those who supported DST in 1992 referendum (92%) compared to those who opposed (9%)
  - Those supportive of DST in one region of state only (87%) compared to those neutral (60%) or opposed (46%)
  - Those supportive of DST in SEQ only (89%) compared to those neutral (53%) or opposed (43%).
- Residents **more likely to OPPOSE *DST as a principle in general*** are as follows:
  - Those living in Rest of QLD (52%) compared to SEQ (20%)
  - Those aged 55+ years (39%) compared to those aged 18-34 years (23%) or 35-54 years (28%)
  - Single person households (38%) compared to households with 2-5 people (27%)
  - Retirees (40%) compared to workers (27%)
  - Correspondingly, also those opposed to DST in all of QLD, and in local area, who opposed DST in 1992 referendum, and opposed to DST in one region of state only, and in SEQ only.

# Demographic Findings (continued)

- Residents **more likely to SUPPORT *the introduction of DST for all of Queensland*** are as follows:
  - Those living in SEQ (60%) compared to Rest of QLD (32%)
  - Those aged 18-34 years (58%) or 35-54 years (56%) compared to those aged 55+ years (40%)
  - Families with school aged children (55%) compared to older families (47%)
  - Those working (55%) or doing home duties (52%) compared to retirees (38%)
  - Those supportive of DST in general (82%) compared to those neutral (16%) or opposed (2%)
  - Those supportive of DST in local area (85%) compared to those neutral (23%) or opposed (8%)
  - Those who supported DST in 1992 referendum (79%) compared to those who opposed (5%)
  - Those supportive of DST in one region of state only (63%) compared to those neutral (52%) or opposed (46%)
  - Those supportive of DST in SEQ only (68%) compared to those neutral (46%) or opposed (43%).
- Residents **more likely to OPPOSE *the introduction of DST for all of Queensland*** are as follows:
  - Those living in Rest of QLD (55%) compared to SEQ (25%)
  - Those aged 55+ years (44%) compared to those aged 18-34 years (26%) or 35-54 years (32%)
  - Older families (38%) compared to families with school aged children (30%)
  - Single person households (41%) compared to households with 2-5 people (32%)
  - Retirees (45%) compared to those working (31%) or doing home duties (31%)
  - Correspondingly, also those opposed to DST in general, and in local area, who opposed DST in 1992 referendum, and opposed to DST in one region of state only, and in SEQ only.

# Demographic Findings (continued)

- Residents **more likely to SUPPORT *the introduction of DST for your local area*** are as follows:
  - **Those living in SEQ (65%) compared to Rest of QLD (30%)**
  - Those aged 18-34 years (61%) or 35-54 years (59%) compared to those aged 55+ years (44%)
  - Families with school aged children (61%) compared to older families (51%)
  - Households with 2-5 people (58%) compared to single person households (44%)
  - Workers (58%) compared to retirees (43%)
  - Those supportive of DST in general (89%) compared to those neutral (9%) or opposed (2%)
  - Those supportive of DST in all of QLD (90%) compared to those neutral (39%) or opposed (8%)
  - Those who supported DST in 1992 referendum (83%) compared to those who opposed (6%)
  - Those supportive of DST in one region of state only (85%) compared to those neutral (55%) or opposed (40%)
  - Those supportive of DST in SEQ only (86%) compared to those neutral (48%) or opposed (38%).
- Residents **more likely to OPPOSE *the introduction of DST for your local area*** are as follows:
  - **Those living in Rest of QLD (59%) compared to SEQ (24%)**
  - Those aged 55+ years (45%) compared to those aged 18-34 years (26%) or 35-54 years (33%)
  - Single person households (46%) compared to households with 2-5 people (31%)
  - Retirees (47%) compared to those working (32%) or doing home duties (32%)
  - Correspondingly, also those opposed to DST in general, and in all of QLD, who opposed DST in 1992 referendum, and opposed to DST in one region of state only, and in SEQ only.

# Demographic Findings (continued)

- As an indication only due to small sample sizes, residents of **Cooloola Shire/ Kilkivan Shire/ Tiaro Shire** are more likely to be opposed to DST rather than supportive as follows:
  - Opposed to DST in general (53%) compared to supportive (37%)
  - Opposed to DST in all of QLD (53%) compared to supportive (28%)
  - Opposed to DST in local area (64%) compared to supportive (25%).

# Reason for Opposition to DST (slide 1 of 2)



Residents

	...In general	...For All of QLD	...For Local Area
	n=342	n=380	n=391
Don't see the need/happy as it is	18%	21%	21%
Upsets family routine/ difficult with children (including cannot get them to bed in daylight hours)	15%	6%	3%
Already have enough daylight/sunshine	15%	7%	5%
Don't like getting up an hour earlier	10%	2%	1%
No benefits for me (work daylight hours anyway; working by nature's clock)	9%	5%	6%
Changes to lifestyle/routine	7%	3%	4%
Will be getting up in the dark/ sun up too late (morning person prefer extra time in morning)	7%	2%	2%
Didn't like it when it was trialed/ lived in/experienced in other states	7%	2%	1%
Not suited to farming sector (e.g. milking cows; confuses livestock)	6%	3%	2%
Doesn't bother/affect me	4%	1%	1%
If people want more daylight they should start/get up earlier	4%	2%	2%
Light/sun out too late at night/ going to bed in daylight (look forward to sun going down)	4%	3%	2%

Q20 Why do you say that?

Base: Queensland residents who oppose Daylight Saving concepts

# Reason for Opposition to DST (slide 2 of 2)



Residents

	...In general	...For All of QLD	...For Local Area
	n=342	n=380	n=391
End up working later/longer hours	3%	1%	1%
Unnecessary in the north/North Queensland	3%	7%	2%
Too hot in the afternoon/ coming home in the heat of the day	3%	1%	1%
Because of the heat/it's too hot (n/s)	3%	5%	3%
Still too hot (too late) in the evening (for cooking; eating; going to bed)	3%	2%	1%
Queensland is different to Southern states (more daylight; no twilight)	3%	2%	1%
Health issues (change in routine is tiring; increased skin cancer risks))	2%	1%	1%
Don't agree with dividing the state/different time zones/ would need to be whole	1%	2%	11%
Would suit some areas more (e.g. Brisbane, cities, coasts, SE)	-	7%	1%
Too confusing	-	1%	3%
As previously said/ same as before	N/A	19%	27%
Other	2%	3%	2%
None/nothing/ don't know/ no response	2%	4%	4%

Q20 Why do you say that?

Base: Queensland residents who oppose Daylight Saving concepts

# Demographic Findings

- Residents (who oppose *DST as a principle in general*) from **SEQ** are more likely than those from **Rest of QLD** to give the following reasons:
  - Changes to lifestyle/ routine (11% compared to 4%).
- Residents (who oppose *DST as a principle in general*) from **Rest of QLD** are more likely than those from **SEQ** to give the following reasons:
  - No benefits for me (13% compared to 5%)
  - Unnecessary in the north/North Queensland (6% compared to nil).
- Residents (who oppose *the introduction of DST for all of Queensland*) from **SEQ** are more likely than those from **Rest of QLD** to give the following reasons:
  - Unnecessary in the north/North Queensland (10% compared to 4%)
  - Would suit some areas more (11% compared to 2%)
  - Still too hot (too late) in the evening (4% compared to nil).
- Residents (who oppose *the introduction of DST for your local area*) from **SEQ** are more likely than those from **Rest of QLD** to give the following reasons:
  - Don't agree with dividing the state/different time zones/ would need to be whole (17% compared to 5%).
- Residents (who oppose *the introduction of DST for your local area*) from **Rest of QLD** are more likely than those from **SEQ** to give the following reasons:
  - Unnecessary in the north/North Queensland (4% compared to 1%).

# Key Findings



Residents

## What do residents perceive to be the benefits and drawbacks of DST and for who?

- The majority of Queensland residents cite at least one benefit of DST (78%), which are generally more likely to be suggested by those living in SEQ. However, one in five residents claim there are *no benefits* (19%), being those more likely living in Rest of QLD.
- The key theme emerging among benefits of DST relates to lifestyle. Primarily for residents, this means *more daylight in the evening/ longer evenings* (48% total mentions), and this is particularly a benefit for residents comprising the family demographic – including families with school aged children, those working or doing home duties, larger households (2-5 people), and residents under 55 years of age. Corresponding with more daylight, one in five residents specifically mention *lifestyle: can enjoy the climate/ improved lifestyle* (20%). Around one in ten residents suggest benefits relating to *health: more active in afternoon/ evening because of daylight* (11%), *business: can do business interstate without time differences* (10%), and that it can be *aligned with eastern states of Australia* (8%).
- While benefits can be readily conceived, drawbacks of DST are somewhat more elusive. Just over half of residents cite at least one drawback (57%), more likely Rest of QLD residents, while more than a third claim there are *no drawbacks* of DST (36%), more likely SEQ residents.

# Key Findings (continued)



Residents

## What do residents perceive to be the benefits and drawbacks of DST and for who? continued

- The negative impact on family life is the main theme emerging among drawbacks of DST. In particular, the main drawback cited is *family patterns disrupted: children won't go to bed in daylight* (17% total mentions), and further, 5% of residents say that *dawn to dusk workers miss family time/ dinner/ children's bed*. While usually identified as supporters of DST concepts, drawbacks relating to family life are more likely mentioned by families with school aged children. One in ten feel that a drawback is also *climate: too hot, do not want extra daylight in evening* (11%), particularly retirees and residents aged 35+ years, while 6% consider *agriculture: issues with change to patterns/ time for managing crops/stock* to be a drawback.
- As a general rule, residents suggesting various benefits of DST, or claiming there are *no drawbacks*, are more likely to also be supporters across the DST options for Queensland. And conversely, residents citing drawbacks of DST, or suggesting *no benefits*, are more likely to also express opposition across the options for DST.

# Key Findings (continued)



Residents

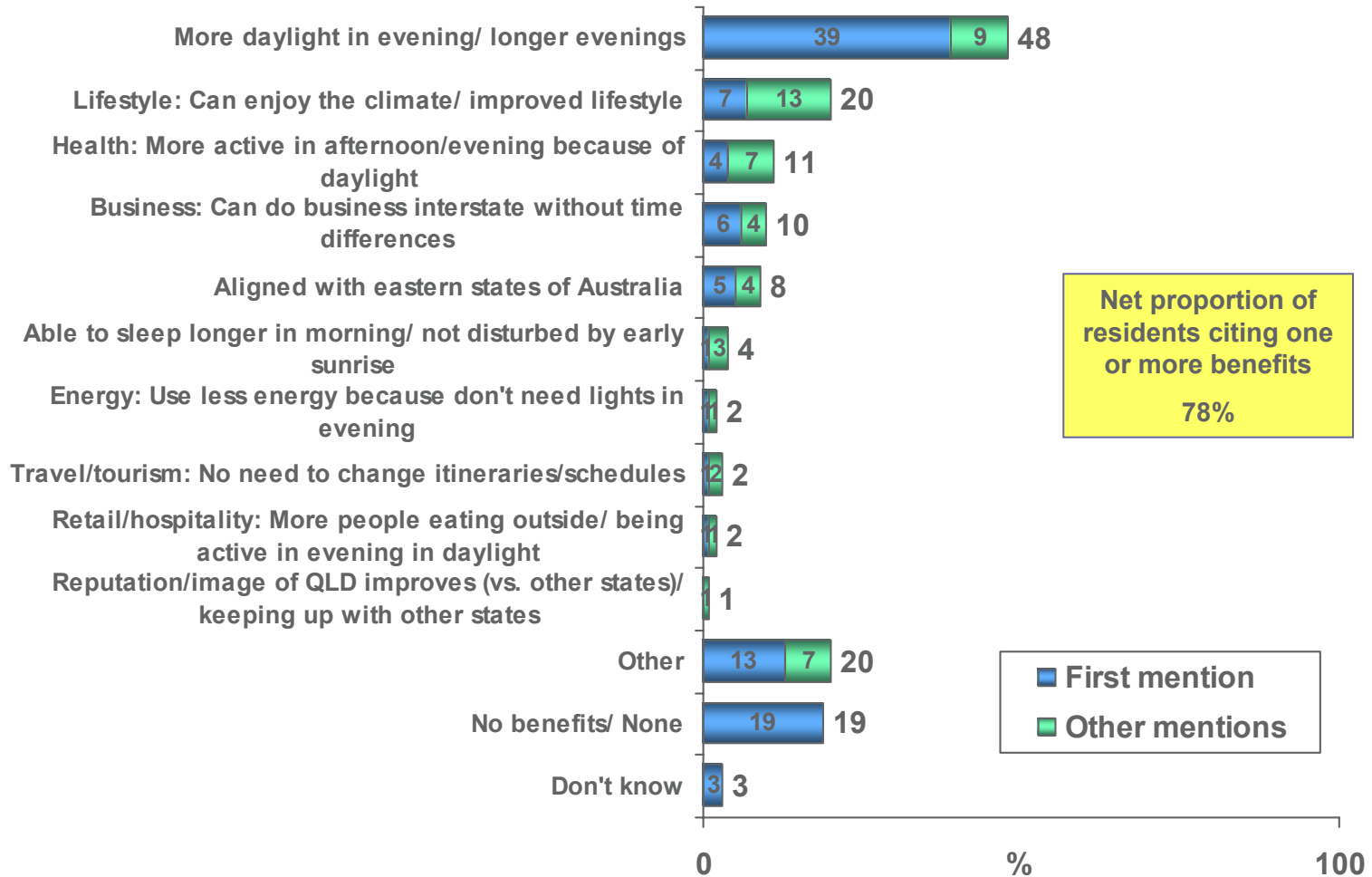
## What do residents perceive to be the benefits and drawbacks of DST and for who? continued

- In terms of who would benefit or lose from DST in Queensland, corresponding proportions of residents perceive that *everyone* would potentially benefit (23%) and *no-one* would lose (19%), particularly residents living in SEQ. However, considerably fewer claim *no-one* would benefit from DST (7%), with those living in Rest of QLD particularly more likely to mention this. Furthermore, specific suggestions as to the main beneficiaries identify *businesses* (20%), more likely suggested by SEQ residents, and *SEQ* (18%), more likely suggested by Rest of QLD residents. The specific losers from DST recognised would be *outdoor workers* (e.g. *farmers, construction workers, etc*) (20%) and *rural and regional areas* (18%).
- A commonly held stereotype amongst non-supporters is that DST benefits city office workers or “the suits” that work 9-5
  - “that’s why the southerners have it” “for those that live and breath by the clock”

# Benefits of DST



Residents



Q21 What do you think some of the benefits of Daylight Saving might be?

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to say (total mentions) *more daylight in evening/longer evenings is a benefit of DST*** are as follows:
  - **Those living in SEQ (54%) compared to Rest of QLD (34%)**
  - Those aged 18-34 years (57%) or 35-54 years (50%) compared to those aged 55+ years (37%)
  - Families with school aged children (54%) compared to older families (44%)
  - Households with 2-5 people (50%) compared to single person households (37%)
  - Those working (52%) or doing home duties (50%) compared to retirees (33%)
  - Those supportive of DST in general (66%) compared to those neutral (41%) compared to those opposed (15%)
  - Those supportive of DST in all of QLD (66%) compared to those neutral (48%) compared to those opposed (20%)
  - Those supportive of DST in local area (65%) compared to those neutral (51%) compared to those opposed (20%)
  - Those who supported DST in 1992 referendum (64%) compared to those who opposed (17%)
  - Those supportive of DST in one region of state only (57%) or neutral (53%) compared to those opposed (42%)
  - Those supportive of DST in SEQ only (60%) compared to those neutral (47%) or opposed (41%).

# Demographic Findings (continued)

- Residents more likely to say (total mentions) *lifestyle: can enjoy climate/ improved lifestyle is a benefit of DST* are as follows:
  - Those living in SEQ (23%) compared to Rest of QLD (13%)
  - Those aged 35-54 years (26%) compared to those aged 18-34 years (18%) or 55+ years (16%)
  - Workers (22%) compared to retirees (13%)
  - Those supportive of DST in general (30%) compared to those neutral (12%) compared to those opposed (3%)
  - Those supportive of DST in all of QLD (30%) compared to those neutral (20%) compared to those opposed (5%)
  - Those supportive of DST in local area (30%) compared to those neutral (14%) compared to those opposed (6%)
  - Those who supported DST in 1992 referendum (32%) compared to those who opposed (5%)
  - Those supportive of DST in one region of state only (25%) compared to those opposed (17%)
  - Those supportive of DST in SEQ only (27%) compared to those neutral (16%) or opposed (17%).
- Residents more likely to say (total mentions) *health: more active in afternoon/evening because of daylight is a benefit of DST* are as follows:
  - Those living in SEQ (13%) compared to Rest of QLD (8%)
  - Females (14%) compared to males (9%)
  - Those supportive of DST in general (15%) or neutral (12%) compared to those opposed (3%)
  - Those supportive of DST in all of QLD (15%) or neutral (16%) compared to those opposed (4%)
  - Those supportive of DST in local area (15%) compared to those opposed (6%)
  - Those who supported DST in 1992 referendum (15%) compared to those who opposed (5%)
  - Those supportive of DST in one region of state only (15%) compared to those opposed (9%).

# Demographic Findings (continued)

- Residents more likely to say (total mentions) *business: can do business interstate without time differences is a benefit of DST* are as follows:
  - Those living in SEQ (11%) compared to Rest of QLD (6%)
  - Older families (14%) compared to singles/couples/groups without children (8%) or families with school aged children (7%).
- Residents more likely to say (total mentions) *aligned with eastern states of Australia is a benefit of DST* are as follows:
  - Those living in SEQ (10%) compared to Rest of QLD (5%)
  - Those aged 55+ years (12%) compared to those aged 18-34 years (5%)
  - Those supportive of DST in general (10%) compared to those opposed (6%)
  - Those supportive of DST in local area (11%) compared to those opposed (5%)
  - Those who supported DST in 1992 referendum (14%) compared to those who opposed (5%)
  - Those supportive of DST in SEQ only (11%) compared to those opposed (7%).

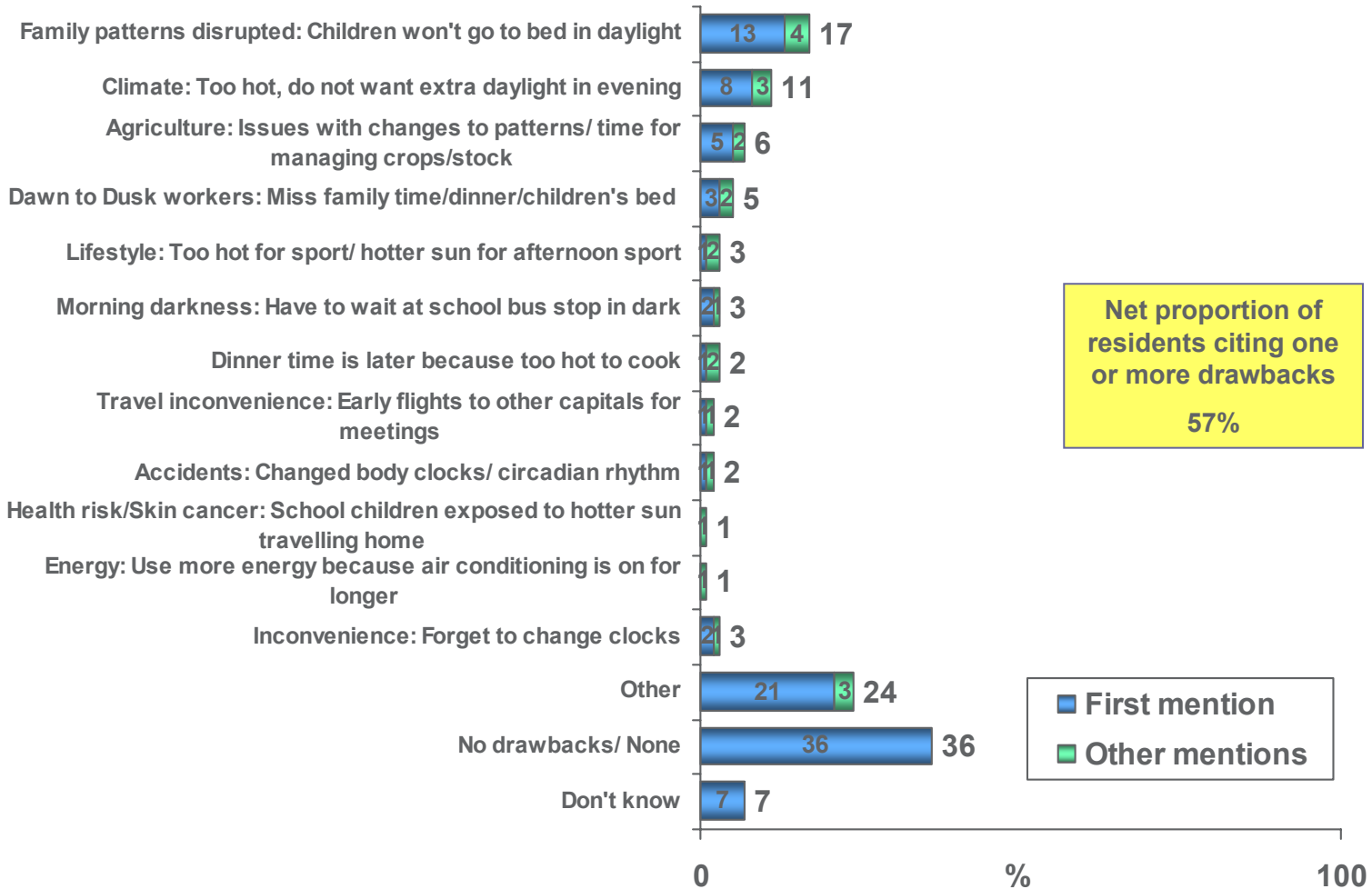
# Demographic Findings (continued)

- Residents more likely to say there are *no benefits* of DST are as follows:
  - Those living in Rest of QLD (37%) compared to SEQ (11%)
  - Those aged 55+ years (27%) compared to those aged 18-34 years (11%) or 35-54 years (18%)
  - Single person households (28%) compared to households with 2-5 people (17%)
  - Retirees (29%) compared to those working (16%) or doing home duties (18%)
  - Those opposed to DST in general (53%) compared to neutral (21%) compared to those supportive (1%)
  - Those opposed to DST in all of QLD (48%) compared to neutral (10%) compared to those supportive (1%)
  - Those opposed to DST in local area (48%) compared to neutral (14%) compared to those supportive (1%)
  - Those who opposed DST in 1992 referendum (54%) compared to those who supported (1%)
  - Those opposed to DST in one region of state only (26%) compared to neutral (17%) compared to those supportive (4%)
  - Those opposed to DST in SEQ only (28%) or neutral (22%) compared to those supportive (3%).

# Drawbacks of DST



Residents



Q22 What do you think the drawbacks of Daylight Saving might be?  
 Base: All Queensland residents n=1000

# Demographic Findings

- Residents more likely to say (total mentions) ***family patterns disrupted: children won't go to bed in daylight*** is a drawback of DST are as follows:
  - Those living in Rest of QLD (25%) compared to SEQ (13%)
  - Families with school aged children (23%) compared to singles/couples/groups without children (12%)
  - Those opposed to DST in general (31%) or neutral (24%) compared to those supportive (9%)
  - Those opposed to DST in all of QLD (31%) compared to those neutral (13%) or supportive (8%)
  - Those opposed to DST in local area (30%) compared to those neutral (17%) compared to those supportive (9%)
  - Those who opposed DST in 1992 referendum (33%) compared to those who supported (12%)
  - Those opposed to DST in one region of state only (20%) compared to those supportive (11%)
  - Those opposed to DST in SEQ only (20%) compared to those supportive (12%).
- Residents more likely to say (total mentions) ***climate: too hot, do not want extra daylight in evening*** is a drawback of DST are as follows:
  - Those living in Rest of QLD (17%) compared to SEQ (8%)
  - Those aged 35-54 years (12%) or 55+ years (14%) compared to those aged 18-34 years (6%)
  - Retirees (16%) compared to those working (10%) or those doing home duties (5%)
  - Those opposed to DST in general (21%) compared to those neutral (7%) or supportive (6%)
  - Those opposed to DST in all of QLD (21%) compared to those neutral (7%) or supportive (6%)
  - Those opposed to DST in local area (20%) compared to those neutral (4%) or supportive (6%)
  - Those who opposed DST in 1992 referendum (22%) compared to those who supported (5%)
  - Those aware of split time zone concept (13%) compared to those not aware (4%)
  - Those opposed to DST in SEQ only (12%) or neutral (15%) compared to those supportive (7%).

# Demographic Findings (continued)

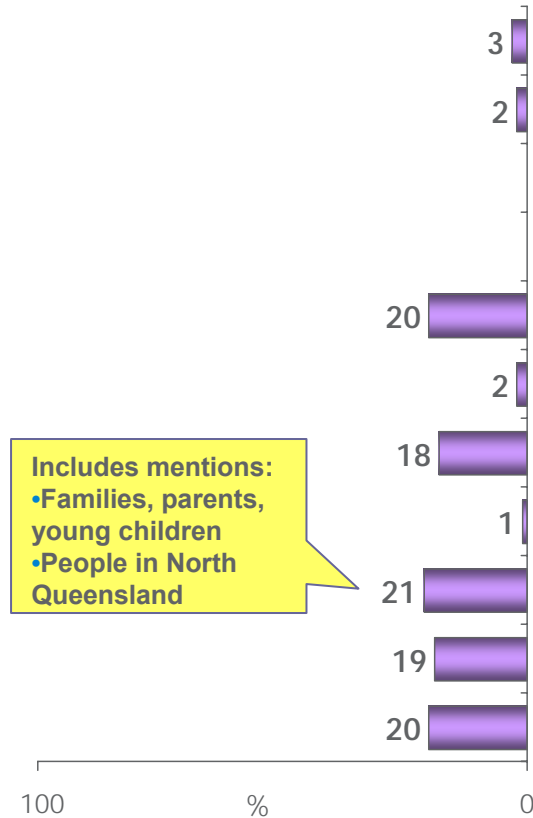
- Residents **more likely to say (total mentions) *dawn to dusk workers: miss family time/ dinner/ children's bed because working longer in evening is a drawback of DST*** are as follows:
  - Those living in Rest of QLD (8%) compared to SEQ (4%)
  - Families with school aged children (7%) compared to singles/couples/groups without children (3%)
  - Those opposed to DST in general (10%) compared to those neutral (3%) supportive (3%)
  - Those opposed to DST in all of QLD (9%) compared to those neutral (3%) or supportive (2%)
  - Those opposed to DST in local area (9%) compared to those supportive (3%)
  - Those who opposed DST in 1992 referendum (10%) compared to those who supported (3%)
  - Those opposed to DST in SEQ only (6%) compared to those supportive (2%).
- Residents **more likely to say there are *no drawbacks of DST*** are as follows:
  - Those living in SEQ (42%) compared to Rest of QLD (21%)
  - Those supportive of DST in general (51%) compared to those neutral (28%) compared to those opposed (7%)
  - Those supportive of DST in all of QLD (52%) compared to those neutral (36%) compared to those opposed (9%)
  - Those supportive of DST in local area (52%) compared to those neutral (28%) compared to those opposed (11%)
  - Those who supported DST in 1992 referendum (54%) compared to those who opposed (9%)
  - Those supportive of DST in one region of state only (51%) or neutral (41%) compared to those opposed (26%)
  - Those supportive of DST in SEQ only (50%) compared to those neutral (36%) compared to those opposed (26%).

# Beneficiaries and Losers of DST in QLD



Residents

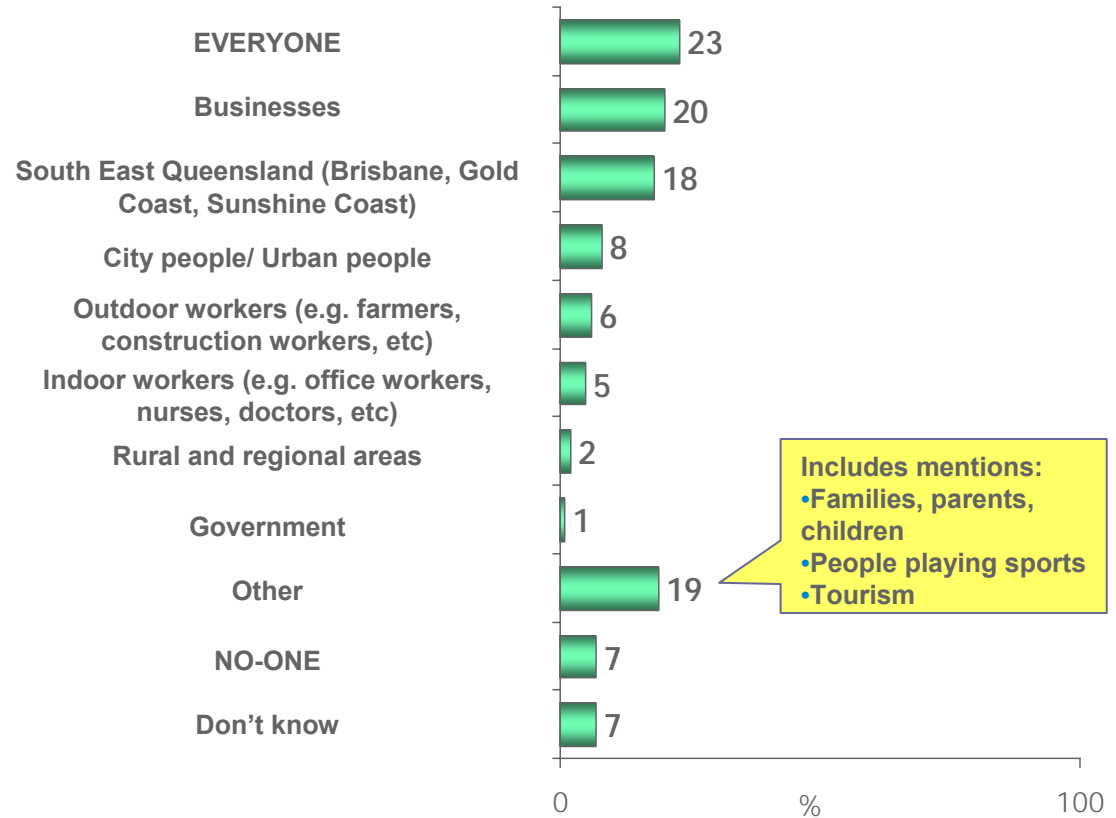
## ✗ Lose from Daylight Saving



Q24 And within Queensland, who would stand to lose the most from Daylight Saving? [MA]

Base: All Queensland residents n=1000

## ✓ Benefit from Daylight Saving



Q23 Within Queensland, who do you think would benefit the most from Daylight Saving? [MA]

Base: All Queensland residents n=1000

# Demographic Findings

- Residents **more likely to say *everyone would BENEFIT* from DST** are as follows:
  - Those living in SEQ (28%) compared to Rest of QLD (13%)
  - Those aged 35-54 years (27%) compared to those aged 55+ years (18%)
  - Workers (26%) compared to retirees (14%)
  - Those supportive of DST in general (38%) compared to those neutral (4%) or opposed (1%)
  - Those supportive of DST in all of QLD (42%) compared to those neutral (9%) compared to those opposed (1%)
  - Those supportive of DST in local area (38%) compared to those neutral (14%) compared to those opposed (2%)
  - Those who supported DST in 1992 referendum (35%) compared to those who opposed (1%)
  - Those supportive of DST in one region of state only (30%) compared to those opposed (20%)
  - Those supportive of DST in SEQ only (32%) compared to those neutral (18%) or opposed (20%).
- Residents **more likely to say *everyone would LOSE* from DST** are as follows:
  - Those living in Rest of QLD (7%) compared to SEQ (2%)
  - Those opposed to DST in general (10%) compared to those neutral (2%) or supportive (1%)
  - Those opposed to DST in all of QLD (9%) compared to those neutral (1%) or supportive (1%)
  - Those opposed to DST in local area (9%) compared to those neutral (nil) or supportive (nil)
  - Those who opposed DST in 1992 referendum (8%) compared to those who supported (nil)
  - Those opposed to DST in one region of state only (5%) compared to those supportive (nil)
  - Those opposed to DST in SEQ only (6%) or neutral (3%) compared to those supportive (nil).

# Demographic Findings (continued)

- Residents **more likely to say *no-one would BENEFIT* from DST** are as follows:
  - Those living in Rest of QLD (12%) compared to SEQ (5%)
  - Those aged 55+ years (10%) compared to those aged 18-34 years (4%)
  - Retirees (16%) compared to those working (10%) or those doing home duties (5%)
  - Those opposed to DST in general (20%) compared to those neutral (8%) compared to those supportive (1%)
  - Those opposed to DST in all of QLD (19%) compared to those neutral (1%) or supportive (2%)
  - Those opposed to DST in local area (19%) compared to those neutral (1%) or supportive (2%)
  - Those who opposed DST in 1992 referendum (20%) compared to those who supported (nil)
  - Those opposed to DST in one region of state only (11%) compared to those neutral (4%) or supportive (1%)
  - Those opposed to DST in SEQ only (11%) or neutral (7%) compared to those supportive (1%).
- Residents **more likely to say *no-one would LOSE* from DST** are as follows:
  - Those living in SEQ (22%) compared to Rest of QLD (12%)
  - Those supportive of DST in general (29%) compared to those neutral (9%) or opposed (4%)
  - Those supportive of DST in all of QLD (31%) compared to those neutral (14%) compared to those opposed (4%)
  - Those supportive of DST in local area (28%) compared to those neutral (16%) compared to those opposed (6%)
  - Those who supported DST in 1992 referendum (31%) compared to those who opposed (5%)
  - Those supportive of DST in one region of state only (25%) compared to those neutral (15%) or opposed (18%).

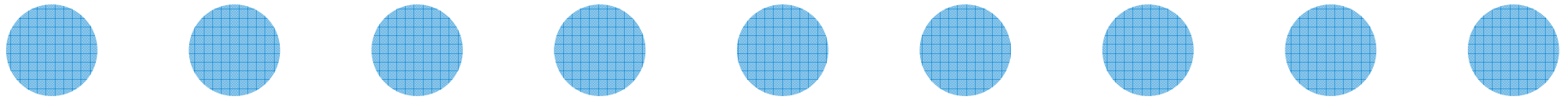
# Demographic Findings (continued)

- Residents more likely to say *businesses would BENEFIT* from DST are as follows:
  - Those living in SEQ (22%) compared to Rest of QLD (15%)
  - Those aged 35-54 years (22%) or 55+ years (24%) compared to those aged 18-34 years (12%)
  - Older families (24%) compared to singles/couples/groups without children (15%)
  - Those opposed to DST in local area (24%) compared to those supportive (17%)
  - Those aware of split time zone concept (21%) compared to those not aware (14%).
- Residents more likely to say *SEQ (Brisbane, Gold Coast, Sunshine Coast) would BENEFIT* from DST are as follows:
  - Those living in Rest of QLD (24%) compared to SEQ (15%)
  - Those aged 35-54 years (19%) or 55+ years (22%) compared to those aged 18-34 years (12%)
  - Families with school aged children (19%) or older families (22%) compared to singles/couples/groups without children (13%)
  - Workers (18%) or retirees (23%) compared to those doing home duties (8%)
  - Those supportive of DST in all of QLD (23%) or neutral (27%) compared to those opposed (12%)
  - Those aware of split time zone concept (19%) compared to those not aware (11%)
  - Those supportive of DST in one region of state only (22%) or neutral (25%) compared to those opposed (13%)
  - Those supportive of DST in SEQ only (22%) or neutral (25%) compared to those opposed (12%).



Residents

# Attitudes to Daylight Saving in SEQ



# Key Findings



Residents

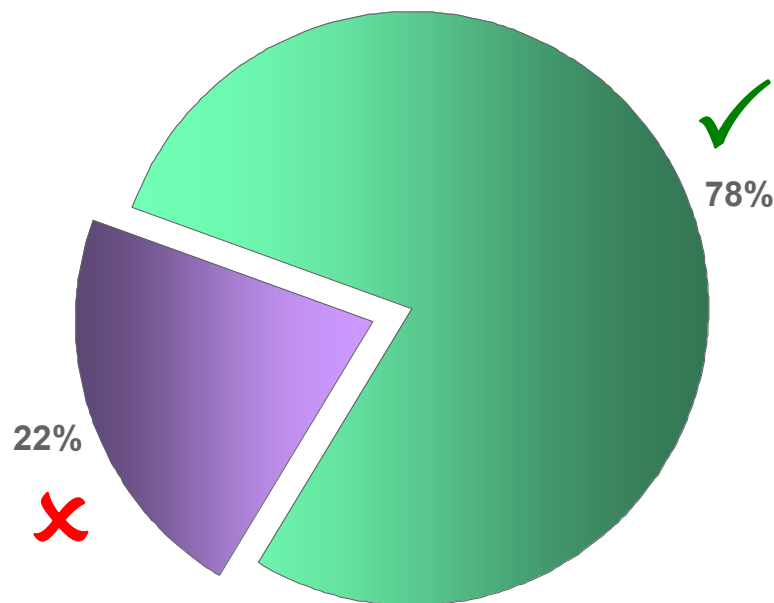
## Are residents aware of the split time zone concept and boundaries for SEQ?

- In the context of recent media surrounding the idea of introducing DST to only a part of Queensland where it is most suitable, such as SEQ, just over three quarters of Queensland residents cite awareness of the split time zone concept (78%).
- There is some speculation as to the boundaries that may define a SEQ DST area. In terms of a potential Western Boundary, residents are more likely to favour the boundary falling at Toowoomba (31%), otherwise it is suggested at a closer inbound location at Ipswich (11%). However, opinions are more varied for a potential Northern boundary, with around one in ten residents suggesting Noosa (13%), Gympie (12%), Bundaberg (11%) and even as far as Rockhampton (9%).
- Significant proportions of residents concede that they do not know what the potential Western (28%) and Northern (18%) boundaries might be, in particular younger residents (18-34 years), females and those doing home duties.

# Awareness of Split Time Zone Concept – DST in SEQ



Residents



Q28 The results of the 1992 referendum indicate that a majority of Queenslanders living in South East Queensland supported Daylight Saving. Recent news articles in the press have talked about the idea of introducing Daylight Saving to a part of Queensland only, rather than the whole state. It is argued that the key region which supports Daylight Saving is South East Queensland, whilst the rest of the state is generally opposed to the idea. Before today, had you ever heard of this idea before? [SA]

Base: All Queensland residents n=1000

# Demographic Findings

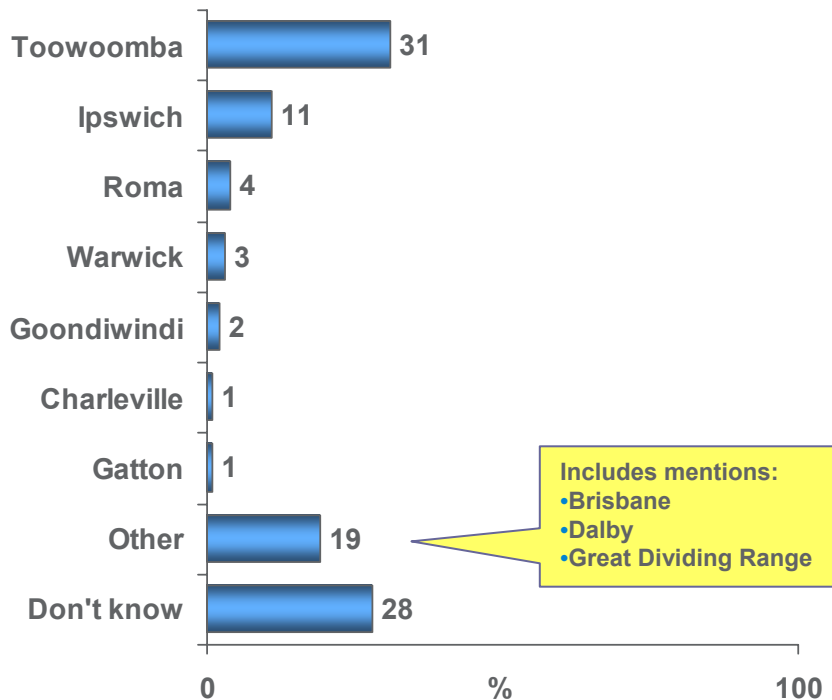
- Residents **more likely to be aware of split time zone concept** are as follows:
  - Those aged 35-54 years (82%) or 55+ years (86%) compared to those aged 18-34 years (65%)
  - Older families (83%) compared to singles/couples/groups without children (74%)
  - Single person households (83%) compared to households with 2-5 people (70%)
  - Retirees (86%) compared to workers (78%) compared to those doing home duties (66%).

# Perceived SEQ Boundaries for DST – Western and Northern

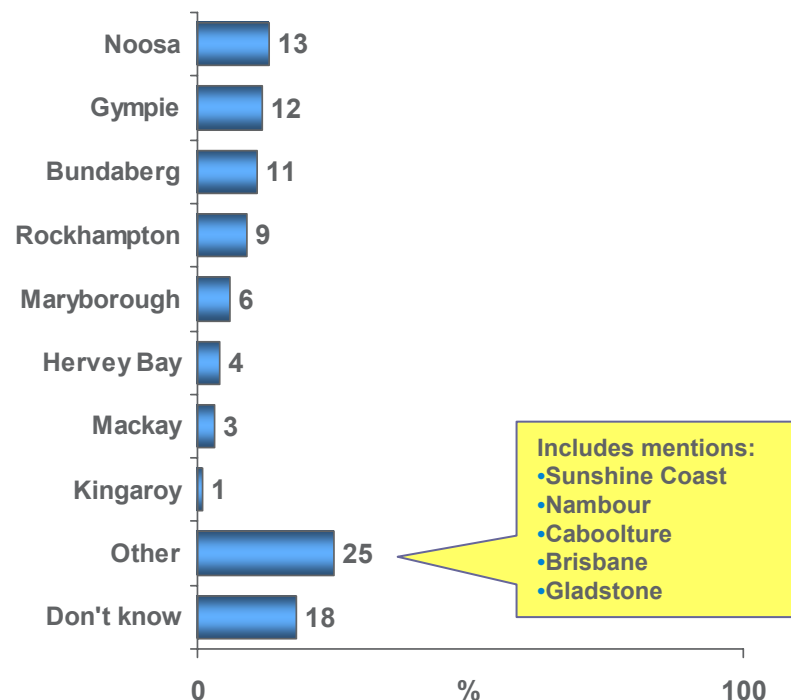


Residents

### Western Boundary



### Northern Boundary



Q29 The term 'South East Queensland' is often used, but can mean different things for different people. I am interested in your opinion about where a South East Queensland Daylight Saving area may be. There are no right or wrong answers. For example, which town or region do you think would form the Western boundary of South East Queensland? [SA]

Base: All Queensland residents n=1000

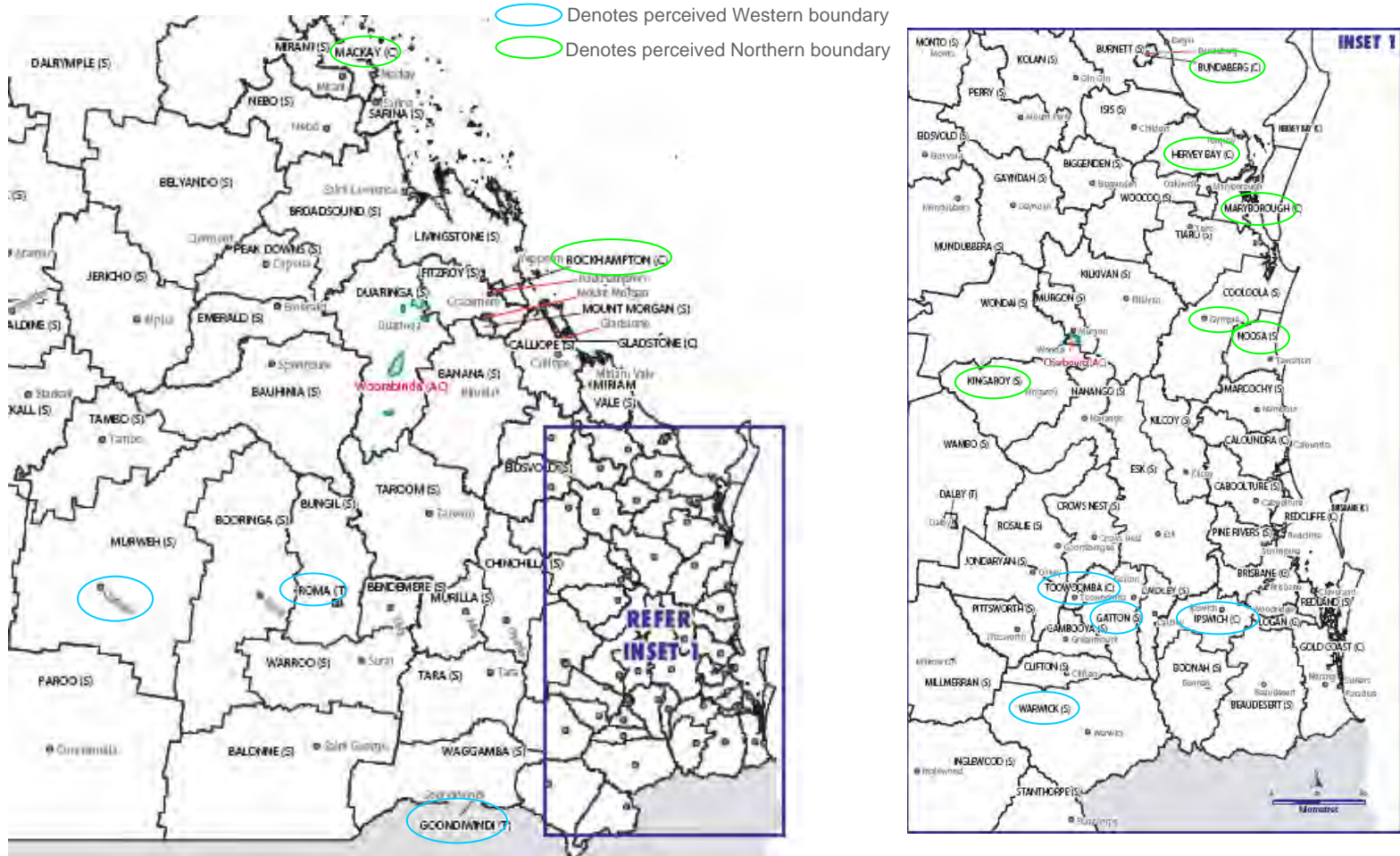
Q30 And which town or region do you think would form the Northern boundary of South East Queensland? [SA]

Base: All Queensland residents n=1000

# Map Depicting Perceived SEQ Boundaries



Residents



Source: Queensland Local Government Area Boundaries Map 1 – Queensland Government Department of Local Government, Planning, Sport and Recreation website

# Demographic Findings

- Residents **more likely to suggest *Toowoomba* as a Western boundary** are as follows:
  - Those aged 35-54 years (36%) or 55+ years (32%) compared to those aged 18-34 years (22%)
  - Males (34%) compared to females (27%)
  - Families with school aged children (34%) or older families (35%) compared to singles/couples/groups without children (24%)
  - Households with 2-5 people (32%) compared to single person households (23%)
  - Workers (33%) compared to those doing home duties (19%)
  - Those aware of split time zone concept (33%) compared to those not aware (21%)
  - Those supportive of DST in one region of state only (36%) compared to those opposed (28%)
  - Those supportive of DST in SEQ only (37%) compared to those neutral (24%) or opposed (28%).
- Residents **more likely to suggest *Ipswich* as a Western boundary** are as follows:
  - Those aged 18-34 years (15%) compared to those aged 55+ years (7%)
  - Males (13%) compared to females (8%)
  - Workers (13%) compared to retirees (7%).
- Residents **more likely that *don't know what would be the Western boundary*** are as follows:
  - Those aged 18-34 years (33%) compared to those aged 35-54 years (23%)
  - Females (35%) compared to males (20%)
  - Singles/couples/groups without children (31%) compared to older families (23%)
  - Those doing home duties (46%) compared to workers (25%) or retirees (30%)
  - Those not aware of split time zone concept (43%) compared to those aware (23%).

# Demographic Findings (continued)

- Residents **more likely that *don't know* what would be the Northern boundary** are as follows:
  - Those aged 18-34 years (22%) or 55+ years (19%) compared to those aged 35-54 years (13%)
  - Females (22%) compared to males (13%)
  - Those doing home duties (32%) or retired (22%) compared to workers (14%)
  - Those not aware of split time zone concept (30%) compared to those aware (14%).

# Key Findings



Residents

## What is the level of support among residents for the split time zone concept in SEQ?

- Although support for DST options for Queensland – including in general, for all of Queensland and for your local area – appears solid and improved since the 1992 Referendum, it is somewhat limited for the split time zone concept, but just as polarising between SEQ and Rest of QLD.
- Around only three in ten residents each support *introducing DST to one region of the state only* (27%), and *introducing DST to SEQ only* (33%). Residents living in SEQ are significantly more likely to support these options for DST.
- On the downside of this argument, at least half of residents overall oppose *introducing DST to one region of the state only* (55%), and *introducing DST to SEQ only* (51%). These results may be considered even more formidable given that they are predominantly driven by strong levels of ‘extreme opposition’. Residents living in Rest of QLD are significantly more likely to oppose these options for DST.
- As found with support for other DST options, residents supporting the introduction of DST to one region of the state only or to SEQ only are significantly more likely to be supportive of all DST options, from the general concept to the split time zone concept, and more likely to have supported DST in the 1992 Referendum. Conversely, residents opposing DST in each case, are significantly more likely to be opposed to all DST options.

# Key Findings (continued)



Residents

## What is the level of support among residents for the split time zone concept in SEQ? continued

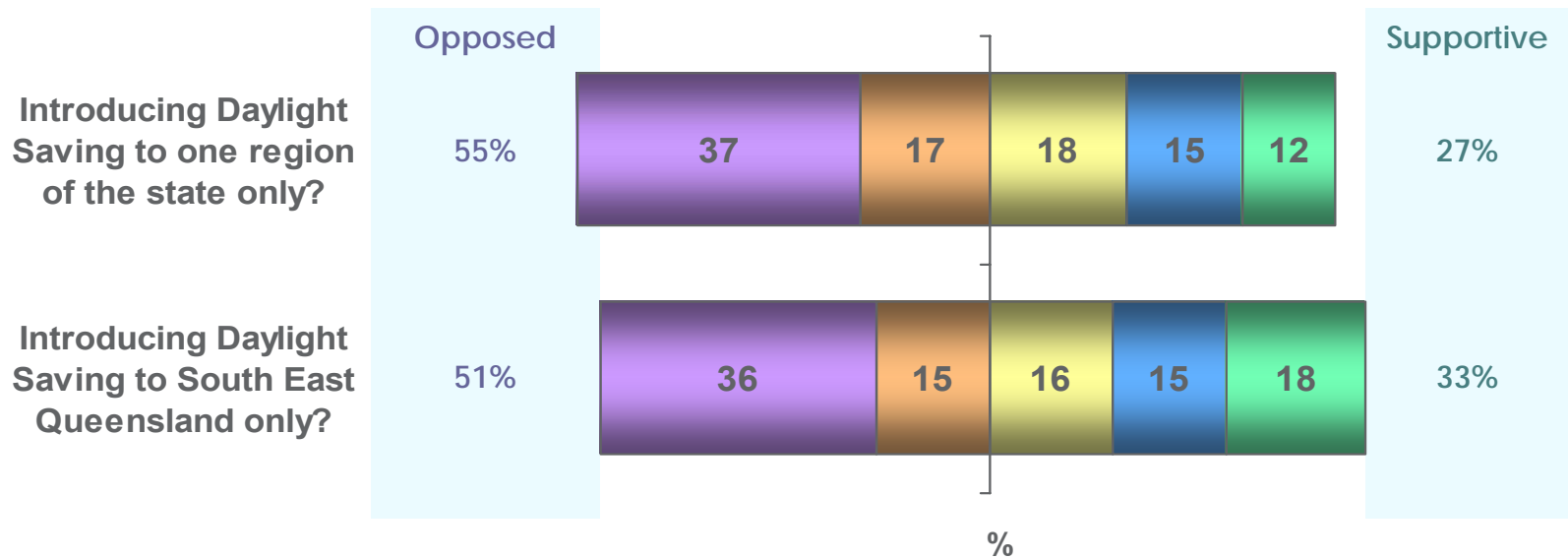
- The reasons for residents being opposed to the introduction of DST to one region of the state only or to SEQ only, mainly relate to a resistance for Queensland to be divided, perhaps physically and psychologically. In particular, residents feel that DST *should be all or none/ should be for the whole state not just one area*, they say they *don't want different time zones within the state*, and that *Queensland is one state/ should not be divided/broken into regions*. A notable proportion of residents are also likely to feel DST is *confusing/ complicated/ creates difficulties*.

# Level of Support for DST – Split Time Zone Concept



Residents

■ Don't know 
 ■ Extreme opposition 
 ■ Opposition 
 ■ Neutral 
 ■ Support 
 ■ Extreme support



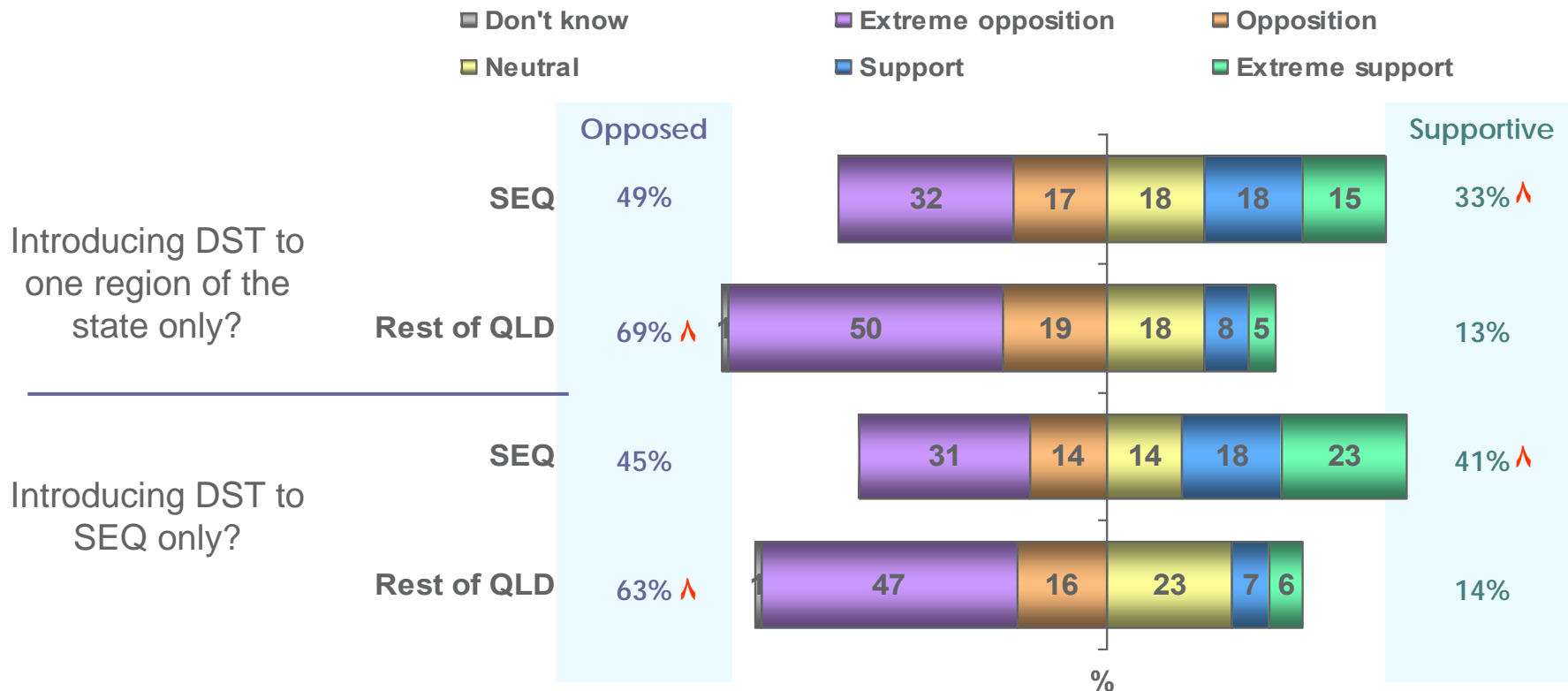
Q31 Using a scale of 0 to 10 – where 0 is extreme opposition, and 10 is extreme support, to what extent do you support the idea of..... [SA]

Base: All Queensland residents n=1000

# Level of Support for DST – Split Time Zone Concept – SEQ vs. Rest of QLD



Residents



Base: SEQ residents n=600; Rest of QLD residents n=400

▲ represents a significant difference between SEQ and Rest of QLD

# Demographic Findings

- Residents **more likely to SUPPORT *DST to one region of the state only*** are as follows:
  - Those living in SEQ (33%) compared to Rest of QLD (13%)
  - Those supportive of DST in general (40%) compared to those neutral (12%) or opposed (8%)
  - Those supportive of DST in all of QLD (33%) or neutral (40%) compared to those opposed (13%)
  - Those supportive of DST in local area (42%) compared to those neutral (15%) compared to those opposed (7%)
  - Those who supported DST in 1992 referendum (40%) compared to those who opposed (10%)
  - Those aware of split time zone concept (29%) compared to those not aware (21%)
  - Those supportive of DST in SEQ only (78%) compared to those neutral (4%) or opposed (2%).
- Residents **more likely to OPPOSE *DST to one region of the state only*** are as follows:
  - Those living in Rest of QLD (69%) compared to SEQ (49%)
  - Correspondingly, also those opposed to DST in general, in all of QLD, and in local area, who opposed DST in 1992 referendum, and opposed to DST in SEQ only.

# Demographic Findings (continued)

- Residents **more likely to SUPPORT *DST to SEQ only*** are as follows:
  - **Those living in SEQ (41%) compared to Rest of QLD (14%)**
  - Households with 2-5 people (34%) compared to single person households (25%)
  - Those supportive of DST in general (49%) compared to those neutral (12%) or opposed (8%)
  - Those supportive of DST in all of QLD (43%) or neutral (44%) compared to those opposed (12%)
  - Those supportive of DST in local area (51%) compared to those neutral (20%) compared to those opposed (8%)
  - Those who supported DST in 1992 referendum (47%) compared to those who opposed (11%)
  - Those supportive of DST in one region of state only (94%) compared to those neutral (20%) compared to those opposed (6%).
- Residents **more likely to OPPOSE *DST to SEQ only*** are as follows:
  - **Those living in Rest of QLD (63%) compared to SEQ (45%)**
  - Single person households (58%) compared to households with 2-5 people (49%)
  - Correspondingly, also those opposed to DST in general, in all of QLD, and in local area, who opposed DST in 1992 referendum, and opposed to DST in one region of state only.
- As an indication only, due to small sample sizes, residents of ***Cooloola Shire/ Kilkivan Shire/ Tiaro Shire*** are more likely to be opposed to DST rather than supportive as follows:
  - Opposed to DST in one region of state only (81%) compared to supportive (11%)
  - Opposed to DST in SEQ only (78%) compared to supportive (5%).

# Reason for Opposition to DST – Split Time Zone Concept



Residents

	...In One Region of State Only	...In SEQ Only
	n=570	n=529
Should be all or none/ should be for the whole state not just one area	27%	18%
Don't want different time zones within the state	20%	11%
Confusing/ complicated/ create difficulties	19%	10%
Queensland is one state/ should not be divided/broken into regions	14%	10%
Business problems (ordering/ trading/ freight/ areas closing different times)	10%	4%
Don't want/like/support Daylight Saving/ don't want any changes	7%	11%
Ridiculous/ silly idea/ doesn't/won't work/ doesn't make sense	5%	5%
Problems existing interstate will be created within the state	4%	1%
Difficult for travellers/ tourism	3%	1%
People on/close to borders would have 2 time zones/ continually changing watches	3%	2%
As previously said/ same as before	3%	25%
Would align Queensland with the rest of Australia	2%	<1%
They'd be aligned more with NSW than rest/majority of Queensland	1%	<1%
Other	2%	2%
None/nothing/ don't know	5%	6%

Q32 Why do you say that?

Base: Queensland residents who oppose Daylight Saving split time zone concept

# Demographic Findings

- Residents (who oppose *DST to SEQ only*) from **SEQ** are more likely than those from **Rest of QLD** to give the following reasons:
  - Don't want/like/support DST/ don't want any changes (13% compared to 6%)
  - Confusing/ complicated/ create difficulties (12% compared to 5%)
  - People on/close to borders would have 2 time zones/ continually changing watches (4% compared to nil).

# Key Findings



Residents

## What do residents perceive to be the benefits and drawbacks of the split time zone concept?

- Although support is somewhat limited for the DST split time zone concept, the majority of Queensland residents cite at least one benefit of a DST area in SEQ (71%). However, 17% claim there are *no benefits*, particularly those living in Rest of QLD.
- The main theme emerging as a benefit of a DST area in SEQ relates to business benefits, including being able to *do business interstate without time differences* (20% total mentions) and that the *business community located in SEQ will benefit most* (17%). These business benefits are more likely to be recognised by older residents (55+ years) and those who specifically support DST split time zone concepts. Residents also recognise that a DST area in SEQ *satisfies resident wishes in the areas who want DST* (18%), and it means the *capital city is aligned with eastern states of Australia* (13%).
- Three in five residents note that there are drawbacks of a DST area in SEQ (62%), while a quarter claim there are *no drawbacks* (26%), particularly SEQ residents in the latter case.
- Following along the lines of resident resistance for Queensland to be divided, the main drawback highlighted by residents is that it *creates division within the community/ city vs. country/ North vs. South Queensland* (23% total mentions). One in five residents feel it would generate *confusion/ difficulty living in a region along/near the border* (20%), and one in ten each also mentioned *business costs* (9%) and *travel inconvenience* (9%) as drawbacks.

# Key Findings (continued)



Residents

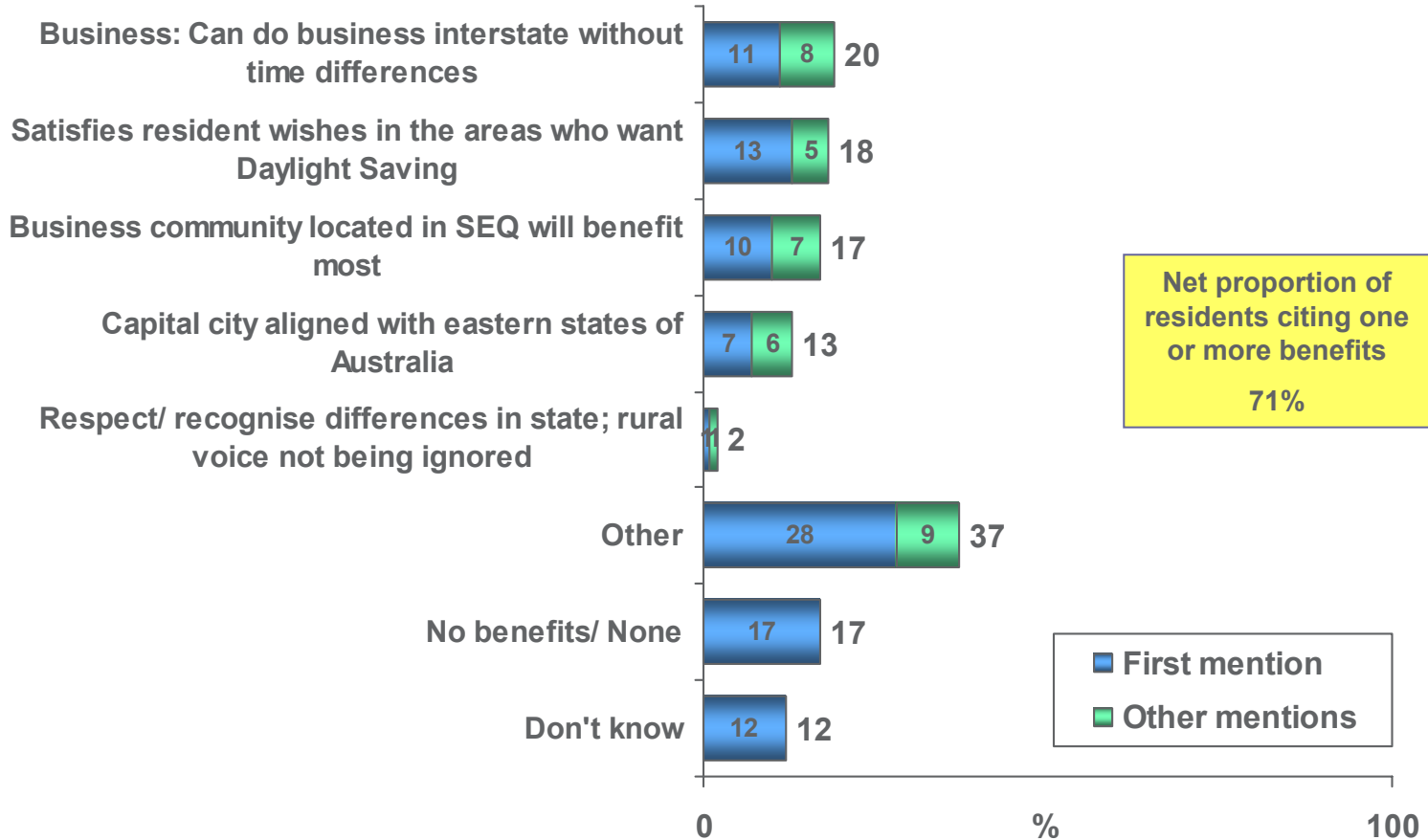
## What do residents perceive to be the benefits and drawbacks of the split time zone concept? continued

- In terms of a DST area in SEQ , residents claiming there are *no drawbacks* are more likely to be supporters across the DST options for Queensland – from the general concept to its introduction in SEQ only, while conversely, residents suggesting *no benefits* are more likely to take an opposing position across the options for DST.

# Benefits of DST in SEQ



Residents



Q33 What do you think some of the benefits of a Daylight Saving area in South East Queensland might be?

Base: All Queensland residents n=1000

# Demographic Findings

- Residents more likely to say (total mentions) **business: can do business interstate without time differences is a benefit of DST in SEQ** are as follows:
  - Those aged 55+ years (24%) compared to those aged 18-34 years (14%)
  - Families with school aged children (23%) or older families (23%) compared to singles/couples/groups without children (15%)
  - Those who supported DST in 1992 referendum (27%) compared to those who opposed (19%)
  - Those aware of split time zone concept (22%) compared to those not aware (11%)
  - Those supportive of DST in one region of state only (26%) or neutral (23%) compared to those opposed (15%)
  - Those supportive of DST in SEQ only (26%) compared to those opposed (16%).
- Residents more likely to say (total mentions) **satisfies resident wishes in the areas who want DST is a benefit of DST in SEQ** are as follows:
  - Those aged 35-54 years (22%) compared to those aged 55+ years (15%)
  - Those supportive of DST in general (24%) compared to those neutral (12%) or opposed (10%)
  - Those supportive of DST in all of QLD (25%) compared to those neutral (14%) or opposed (11%)
  - Those supportive of DST in local area (25%) compared to those neutral (14%) or opposed (10%)
  - Those who supported DST in 1992 referendum (25%) compared to those who opposed (11%)
  - Those supportive of DST in one region of state only (26%) or neutral (21%) compared to those opposed (14%)
  - Those supportive of DST in SEQ only (28%) compared to those neutral (16%) or opposed (13%).

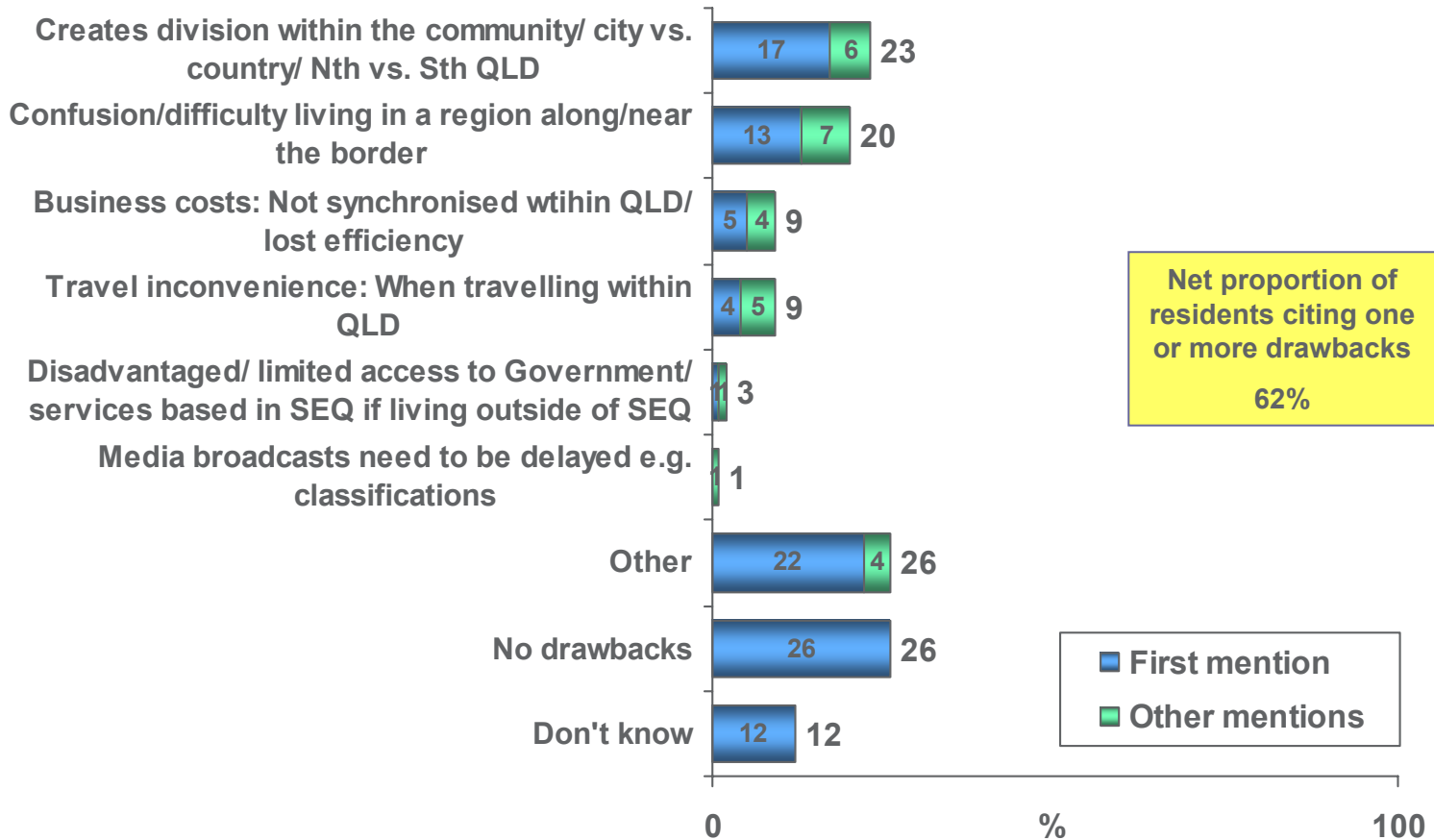
# Demographic Findings (continued)

- Residents **more likely to say (total mentions) *business community located in SEQ will benefit most is a benefit of DST in SEQ*** are as follows:
  - Those aged 55+ years (23%) compared to those aged 18-34 years (12%) or 35-54 years (15%)
  - Those supportive of DST in one region of state only (22%) compared to those opposed (14%)
  - Those supportive of DST in SEQ only (24%) compared to those opposed (12%).
- Residents **more likely to say (total mentions) *capital city aligned with eastern states of Australia is a benefit of DST in SEQ*** are as follows:
  - Families with school aged children (16%) or older families (16%) compared to singles/couples/groups without children (9%)
  - Those aware of split time zone concept (15%) compared to those not aware (7%).
- Residents **more likely to say there are *no benefits of DST in SEQ*** are as follows:
  - **Those living in Rest of QLD (24%) compared to SEQ (14%)**
  - Those aged 35-54 years (18%) or 55+ years (23%) compared to those aged 18-34 years (10%)
  - Older families (21%) compared to singles/couples/groups without children (15%)
  - Retirees (24%) compared to workers (16%)
  - Those opposed to DST in general (37%) compared to neutral (18%) compared to those supportive (7%)
  - Those opposed to DST in all of QLD (34%) compared to neutral (13%) or supportive (8%)
  - Those opposed to DST in local area (36%) compared to neutral (13%) compared to those supportive (6%)
  - Those who opposed DST in 1992 referendum (35%) compared to those who supported (8%)
  - Those opposed to DST in one region of state only (28%) compared to neutral (8%) or those supportive (1%)
  - Those opposed to DST in SEQ only (30%) compared to neutral (11%) compared to those supportive (nil).

# Drawbacks of DST in SEQ



Residents



Q34 What do you think the drawbacks of a Daylight Saving area in South East Queensland might be?

Base: All Queensland residents n=1000

# Demographic Findings

- Residents more likely to say (total mentions) ***creates division within the community/ city vs. country/ Nth vs. Sth Qld is a drawback of DST*** are as follows:
  - Retirees (25%) compared to those doing home duties (15%)
  - Those opposed to DST in general (27%) compared to those supportive (21%)
  - Those opposed to DST in all of QLD (28%) compared to those supportive (22%)
  - Those opposed to DST in local area (29%) compared to those supportive (20%)
  - Those who opposed DST in 1992 referendum (30%) compared to those who supported (20%)
  - Those aware of split time zone concept (25%) compared to those not aware (16%)
  - Those opposed to DST in one region of state only (29%) compared to those neutral (18%) or supportive (14%)
  - Those opposed to DST in SEQ only (30%) compared to those neutral (20%) or supportive (14%).
- Residents more likely to say (total mentions) ***travel inconvenience: when travelling within Queensland is a drawback of DST*** are as follows:
  - **Those living in Rest of QLD (12%) compared to SEQ (8%)**
  - Families with school aged children (14%) compared to older families (7%) or singles/couples/groups without children (7%)
  - Those opposed to DST in general (14%) compared to those supportive (6%)
  - Those opposed to DST in all of QLD (14%) compared to those supportive (6%)
  - Those opposed to DST in local area (14%) compared to those supportive (6%)
  - Those who opposed DST in 1992 referendum (14%) compared to those who supported (7%)
  - Those opposed to DST in one region of state only (11%) or neutral (11%) compared to those supportive (4%)
  - Those opposed to DST in SEQ only (11%) or neutral (14%) compared to those supportive (4%).

# Demographic Findings (continued)

- Residents more likely to say there are *no drawbacks* of DST in SEQ are as follows:
  - Those living in SEQ (30%) compared to Rest of QLD (17%)
  - Those aged 35-54 years (27%) or 55+ years (32%) compared to those aged 18-34 years (18%)
  - Older families (32%) compared to singles/couples/groups without children (23%)
  - Retirees (33%) compared to workers (25%)
  - Those supportive of DST in general (37%) compared to those neutral (16%) or opposed (9%)
  - Those supportive of DST in all of QLD (34%) or neutral (34%) compared to those opposed (10%)
  - Those supportive of DST in local area (37%) compared to those neutral (18%) compared to those opposed (10%)
  - Those who supported DST in 1992 referendum (43%) compared to those who opposed (11%)
  - Those supportive of DST in one region of state only (48%) compared to neutral (25%) compared to those opposed (16%)
  - Those supportive of DST in SEQ only (44%) compared to neutral (23%) compared to those opposed (16%).

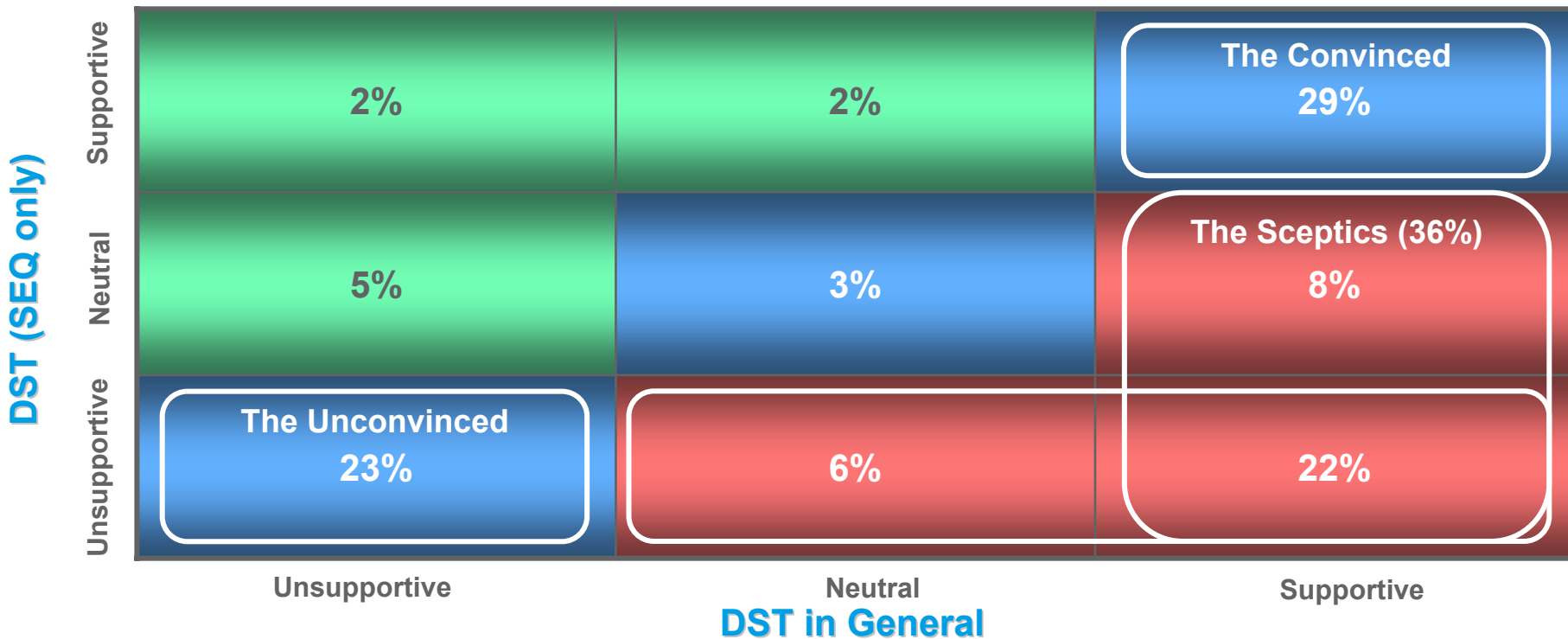
# Qualitative research - understanding perceptions to split time zones

- Focus groups were used as a means to clarify and better understand the perceptions and attitudes underpinning the benefits and drawbacks of split time zones identified in the Quantitative research.
- Further investigation un-covered three core mindsets motivating these responses.
- They can be broadly classified as:
  - The **Convinced**, comprising as 29% of Queensland residents. These people are in favour of both DST in general, as well as split time zones.
  - The **Unconvinced**, comprising of 23% of Queensland residents. These people are opposed to both DST in general, as well as split time zones.
  - The **Sceptics**, comprising of 36% of Queensland residents. These people move from a position of neutrality or support for DST in general to neutrality or support for split time zones.
- In particular, this phase of the research explored reasoning for a shift in overall support for DST to opposition to DST being introduced only in one region of Queensland.

# Overview of Resident Support for DST in General and in SEQ only



Residents



55% of residents are consistent in their level of support for DST in general and in SEQ only

36% of residents decrease their level of support for DST in SEQ only

9% of residents increase their level of support for DST in SEQ only

# Understanding Mindsets – “The Unconvinced”

- These are the people who will be impossible to convince DST has any benefit and the concept of split time zones will serve to further alienate these people. These are more likely to be older, retired, and not SEQ residents.
- Although the Unconvinced mention a range of drawbacks, the core emotive reasoning relates to a general resistance to change and lack of fit with personal lifestyle values.
  - *“only good for Brisbane business...politics is driven by business”*
  - *“why would you want to eat dinner at eight anyway”*
  - *“husband would spend more time at the pub”*
- The Unconvinced perceive split time zones to be highly divisive of Queensland and commonly likened split time zones to having a new state border.
  - *“may as well have the new state of North Queensland and be done with it”.*
  - *“leaves others for dead”*
  - *“we are all still Queenslanders you know”*

# Understanding Mindsets – “The Sceptics”

- Sceptics encompass the most commonly held views in SEQ. These are the people who are generally in support of DST and the lifestyle benefits and business advantages they perceive it delivers. However, they still remain somewhat ambivalent about DST.
  - “It’s not like I really miss it, you know we have such great weather up here anyway” (ex Sydney resident living on Sunshine Coast)
- They reject the notion of a split time zone primarily because of the confusion it would cause with crossing borders, intra-state business communications and the division of communities and social networks.
- They hold the commonly held perception that split time zones are being considered because of the 1992 referendum result that showed farmers or those living “out west” were the main ones opposed to DST.
  - “I guess they are trying to cater for everyone but at what cost”
- The Sceptics primary concerns related to the social costs of breaking up communities and social networks.
  - “Where on earth would you draw the line”
  - “Would be like that ridiculous situation on the Tweed....would someone on one side of the street be on a different time to someone on the other side of the street”
  - “I know lots of people who commute to Toowoomba from Oakey or send kids to school in Toowoomba...they wouldn’t know what time it was.”
- They accept the sunrise information (i.e. satellite image) as a valid and compelling argument for split time zones. However, this information on its own does not overcome the factors stated above.

# Understanding Mindsets – “The Sceptics”

## (continued)

- The western border dividing Toowoomba from outlying townships, such as Oakey and Dalby, is clearly rejected and seen to *“break up a thriving community”*.
- Sceptics are generally uncomfortable with only including SEQ in the DST zone. The region is considered to be too restrictive geographically and some question why the proposed zone would not be extended further north to include the larger northern towns such as Bundaberg, Rockhampton or even Mackay
  - “Mackay’s sunrise is only 15 minutes later than Brisbane according to that map.”
- Although Sceptics remain difficult to convince, they are open to considering new information on how split time zones might work. Population distribution across the state was the most common issue raised in terms of the type of information they would like to obtain and better understand.
  - “It would have to include at least 90% of the population across the state before I would seriously consider it.”
- Sceptics also believe there would have to be a referendum on the issue and that those communities on the proposed borders would have to be consulted extensively before any major decisions were made.
- Overall, with the combination of currently proposed border definitions, social problems associated with managing split time zones responsibly and a somewhat ambivalent attitude to DST, it is unlikely Sceptics would support split time zones. In other words the “all or nothing” attitude is the mantra for this group.

# Understanding Mindsets – “The Convinced”

- These people are more likely to be SEQ residents and potentially live closer to the New South Wales border.
- Not surprisingly the convinced are strong supporters of DST because of the lifestyle benefits it provides. However, they also perceive it to be a progressive step forward for Queensland socially and economically.
  - “We’ve got the best climate why not make the most of it.”
  - “Its great for tourism with all the southerners coming up here.”
  - “Brisbane is the business centre and they would be dealing with Sydney and Melbourne more than other places”
- The Convinced already see a clear north, south, west divide, but in contrast to the Sceptics and Unconvinced, they are comfortable with the social and economic differences.
  - “Queensland is such a big state with so many different industries from agriculture in the west, mining, tourism in Cairns...it’s great there is something for everyone.”
- Like the Sceptics, they perceive the proposal for split time zones relates to the 1992 referendum results and the traditional political focus on farmers out west in Queensland.
  - “Wasn’t this caused by Joh way back when the head cockies out west ruled and so there was no Daylight Saving.”
- However, unlike the Sceptics, they feel that while the western and northern regions will not accept DST, it should not be at the expense of SEQ
  - “Don’t mean to be rude to those people who live up there, but there’s more of us down here and perhaps we work jobs where that hour is more important because it’s more commercial, I suppose. For them, on the farm or whatever, does it matter if they get up an hour later?”

# Understanding Mindsets – “The Convinced” (continued)

- Like most, the Convinced are unaware of the sunrise angle over SEQ, so once shown the satellite image, the benefits of DST were supported beyond the lifestyle and business benefits.
- Similarly to the Sceptics, the proposed geographical area seemed too small with the general consensus that larger centres further north should be included e.g. Rockhampton or Gladstone.
  - “Once you start going past Rocky it starts getting really isolated.”
  - “Townsville, Cairns etc couldn’t see them wanting it anyway.”
- Interestingly, those that deal with split time zones regularly (Gold Coast residents) in this group, have learnt to live with some of the day to day inconveniences.
  - “We do get a lot of patients coming across the border (from NSW) so they’re always being reminded on the phone ‘Remember times have changed’ so that does affect attendances, but its mainly if they call in sick or are having meetings that get affected.”
- However, it’s important to note the Convinced are not without some concern over the potential confusion caused by crossing two time zones or making decisions on where borders are placed.
  - “I think there's going to be issues no matter which way it turns. It's sort of like a roll-on effect. The issue we're having now with the Tweed border is going to roll on to the next and so forth. Obviously the best solution would be the entire of Australia on the one thing but it's not going to work, as you can see with the sunrise. That opened my eyes.”
  - “I guess it would be trying to find somewhere it’s going to cause problems for the least amount of people.”
- The Convinced are strong advocates for split time zones in Queensland and coupled with the fact that some already live with the reality of split time zones could form a positive case example for how the concept might work.

# Regional insights and general observations

- SEQ is purely viewed as a geographical region of Queensland. Each particular part of this varied region has its own identity economically and socially.
  - “I would never say I am from South East Queensland but there would be plenty of people that would say I’m from North Queensland.”
- Furthermore, Queensland residents seem to have different views on what geographic areas actually make up the region, making SEQ a term that is potentially ambiguous and confusing when discussing split time zones.
- Mackay residents are particularly opinionated and negative to split time zones in Queensland. A commonly held view is that all political decisions get made in Brisbane with little or no consultation with North Queensland centres. This would seem largely due to the perceived lack of infrastructure spending in the region especially given the current economic and population boom coupled with the ever present north/south attitudinal divide.
- There is an overall sense amongst non supporters that split time zones could make life in general more hectic and therefore detract from the slower paced more informal lifestyle of Queensland. In other words, “*Queensland would eventually become like New South Wales or Victoria.*”

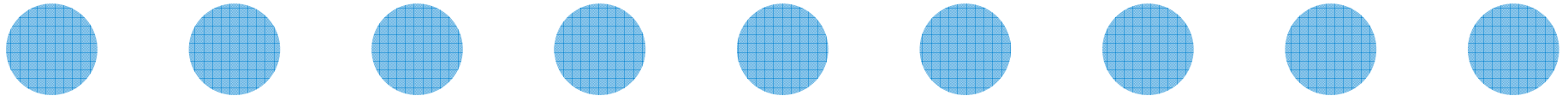
# Regional insights and general observations (continued)

- Environmental and energy usage factors were also an emerging area for discussion. Primarily residents raised the issue of air conditioning and light energy expenditure under day light saving. For example, would air conditioning costs increase during the day when people are home in the heat of the day or would light costs decrease? Clarification of these issues would add credibility to the debate although it is unlikely that these issues alone would persuade residents either way.
- Information presented on the lower incidence of road accidents with DST is not believed by the majority (even though it is factual information)
  - *“just as many accidents in the morning as there is at the end of the day.”*



Residents

# Information about Daylight Saving



# Key Findings



Residents

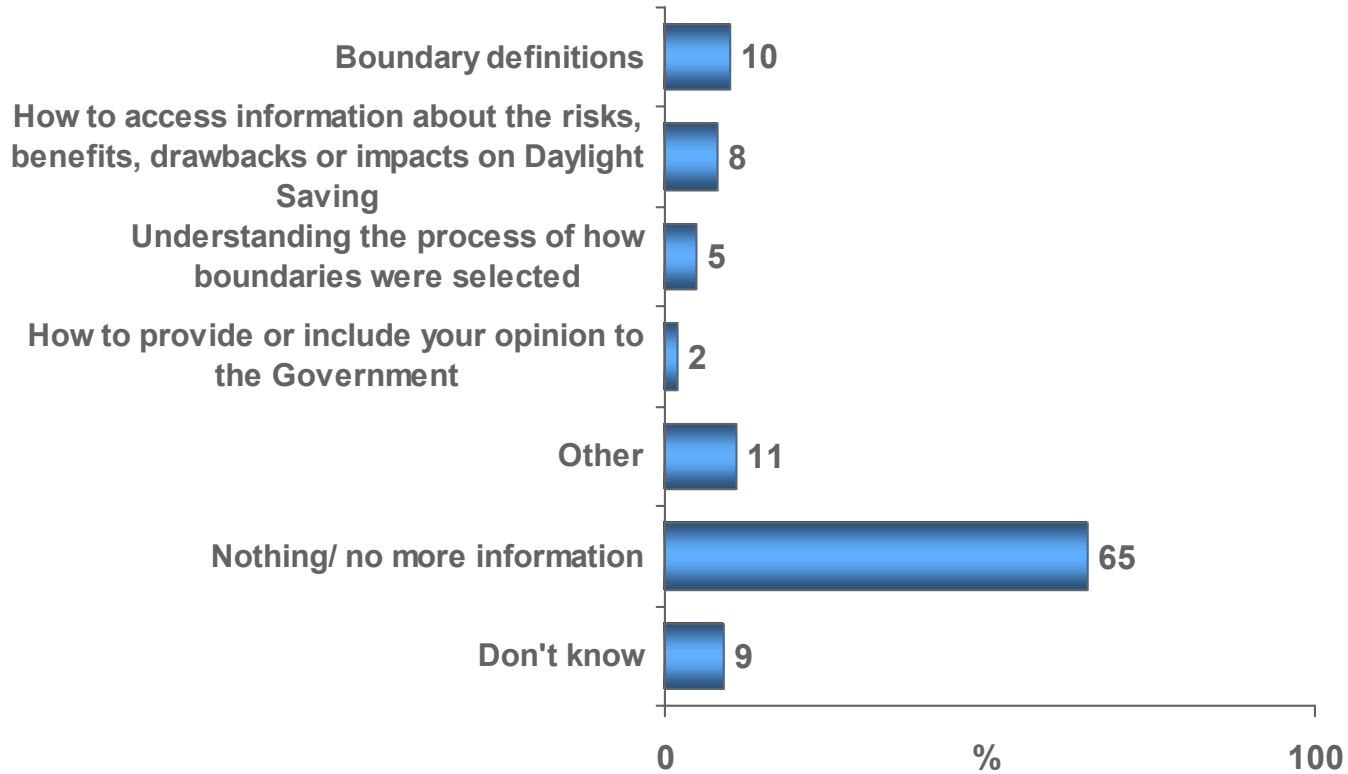
## What and how do residents need to know about DST?

- It's important to note that first hand experience with DST (either in Queensland and/or interstate or overseas) and the length of time the issue has been publicly debated tends to perpetuate an "I've heard it all before" attitude amongst residents.
- "Not surprisingly, the majority of Queensland residents indicate that they do not need any more information about DST in general or a DST area in SEQ (65%), in particular males, aged 35+ years, and retirees.
- The main type of information that is required relates to *boundary definitions* (10%), and this is particularly relevant to those that support the introduction of DST in SEQ only. Almost one in ten also require information on *how to access information about the risks, benefits, drawbacks or impacts on DST* (8%). Both information matters are more likely to be required by younger residents (18-34 years).
- The clearly preferred method to receive information is *in the mail/letterbox* (42%), and this is also more likely preferred by residents living in SEQ and younger residents (18-34 years). *Newspapers/local press* (17%) and *TV news* (17%) are also preferred information sources. The *Internet (non-Government websites)* (5%) is another method more likely to be preferred by younger residents.

# Information Requirements for DST



Residents



Q35 What further information would you like to have to help you better understand the concept of Daylight Saving in general, or a Daylight Saving area in South East Queensland? [MA]

Base: All Queensland residents n=1000

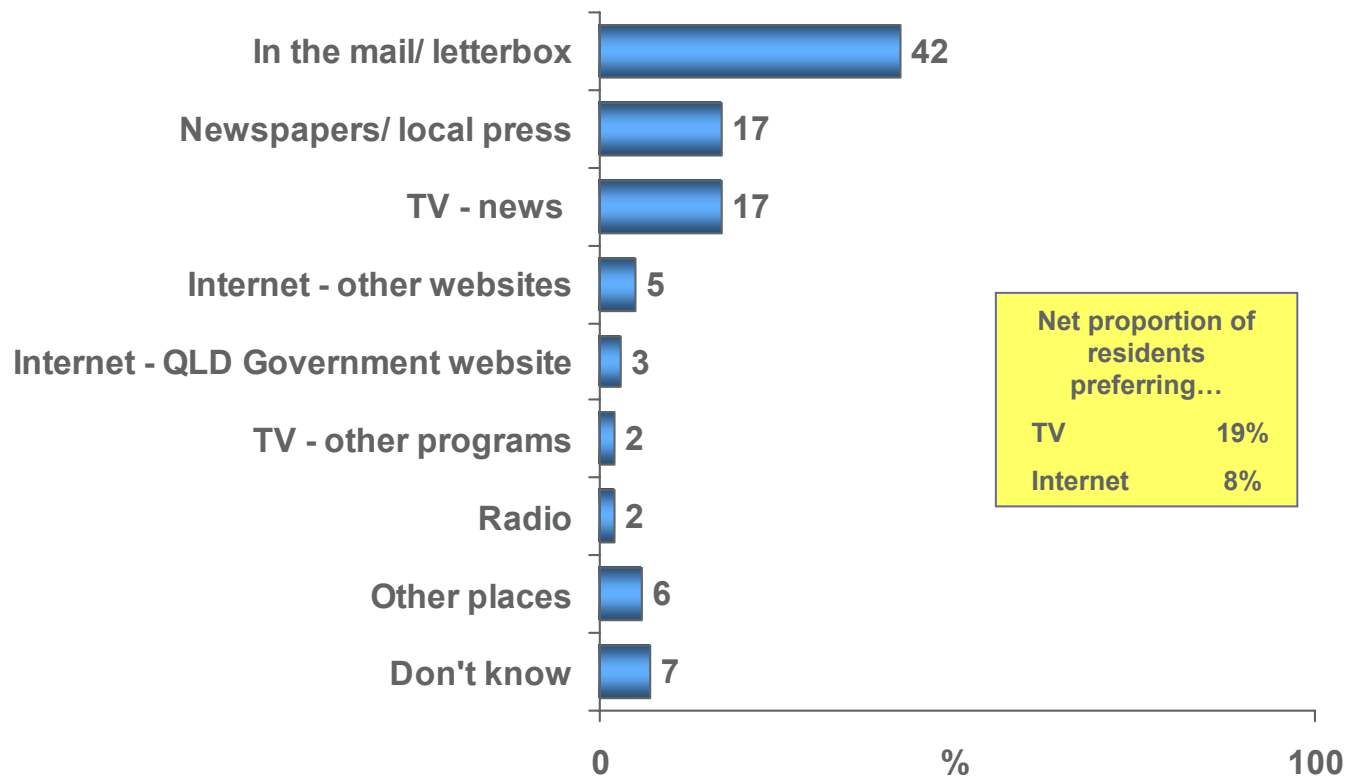
# Demographic Findings

- Residents **more likely to say *boundary definition information* required on DST** are as follows:
  - Those aged 18-34 years (16%) compared to those aged 35-54 years (7%) or 55+ years (6%)
  - Those doing home duties (18%) compared to workers (10%) or retirees (7%)
  - Those supportive of DST in SEQ only (13%) compared to those opposed (7%).
- Residents **more likely to say *how to access information about the risks, benefits, drawbacks or impacts on DST*** are as follows:
  - Those aged 18-34 years (13%) compared to those aged 35-54 years (8%) compared to those aged 55+ years (4%)
  - Workers (9%) compared to retirees (3%).
- Residents **more likely to say *nothing/ no more information* required on DST** are as follows:
  - Those aged 35-54 years (67%) or 55+ years (74%) compared to those aged 18-34 years (52%)
  - Males (68%) compared to females (61%)
  - Retirees (74%) compared to workers (64%) compared to those doing home duties (52%).

# Preferred Information Source



Residents



Q36 And what is your preferred way of receiving information about Daylight Saving? [SA]

Base: All Queensland residents n=1000

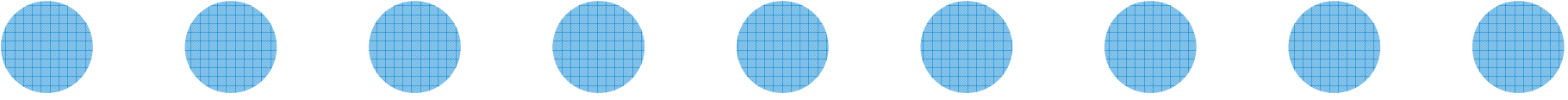
# Demographic Findings

- Residents **more likely to say *in the mail/letterbox* is the preferred way to receive information** are as follows:
  - Those living in SEQ (45%) compared to Rest of QLD (34%)
  - Those aged 18-34 years (48%) compared to those aged 55+ years (36%)
  - Singles/couples/groups without children (45%) or families with school aged children (44%) compared to older families (36%)
  - Those doing home duties (52%) compared to retirees (38%).
- Residents **more likely to say *TV - news* is the preferred way to receive information** are as follows:
  - Those living in Rest of QLD (21%) compared to SEQ (15%)
  - Those aged 55+ years (22%) compared to those aged 18-34 years (13%) or 35-54 years (15%).
- Residents **more likely to say *internet – Queensland Government website* is the preferred way to receive information** are as follows:
  - Those living in Rest of QLD (5%) compared to SEQ (2%)
- Residents **more likely to say *internet – other websites* is the preferred way to receive information** are as follows:
  - Those aged 18-34 years (8%) compared to those aged 35-54 years (4%) or 55+ years (36%)
  - Workers (5%) compared to those retired (2%) or doing home duties (nil).



Residents

# Demographic Profile – Residents



# Summary Demographic Profile (Slide 1 of 2)



Residents



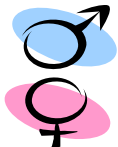
Queensland region

SEQ	70%
Rest of QLD	30%



Age

18 - 24 yrs	13%
25 - 34 yrs	18%
35 - 44 yrs	19%
45 - 54 yrs	18%
55 - 64 yrs	15%
65 yrs and older	16%



Gender

Male	50%
Female	50%



Employment status

Full time worker	46%
Part time worker	10%
Casual worker	6%
Self-employed	8%
Home duties	9%
Student	2%
Retired	18%
Not currently employed	1%

Base: All Queensland residents n=1000

# Summary Demographic Profile (Slide 2 of 2)



Residents



Household structure

Single person	18%
Group household	9%
Young couple, no kids	11%
Couple/single with mainly preschool kids	10%
Couple/single with mainly school aged kids	18%
Couple/single with mainly adult kids at home	10%
Older couple with no kids at home	22%
Other	2%



Household size

1 person	18%
2 people	39%
3 people	15%
4 people	17%
5 people	8%
6 or more people	3%
<i>Mean number of people</i>	<i>2.67</i>



Length of time living in local area

Less than 6 months	4%
6 month to less than 12 months	4%
12 months to less than 2 years	4%
2 years to less than 5 years	15%
5 years to less than 10 years	20%
10 years to less than 20 years	22%
20 years or longer	30%



Number of other parts of QLD lived in

Zero – always lived in current city/town	38%
1 other part of QLD	25%
2 other parts of QLD	15%
3 or more other parts of QLD	22%
<i>Mean number of other parts of QLD lived in</i>	<i>1.6</i>

Base: All Queensland residents n=1000