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Title and Subtitle COMMUNITY ATTITUDES TO ROAD SAFETY:
Community Attitudes Survey Wave 7

Author(s) Phillip Mitchell-Taverner
Kathryn Adams

Performing Organisation RAMIS Corporation Pty Ltd
137-139 Regent Street
CHIPPENDALE NSW 2008

Sponsor Federal Office of Road Safety
GPO Box 594
CANBERRA ACT 2601

Project Officer: John Collis

Available from Federal Office of Road Safety
GPO Box 594
CANBERRA ACT 2601

Abstract

In August 1993, the seventh in a series of national surveys on community attitudes to road safety was conducted. A number of methodological and content changes were made in this survey. This report contains results from Wave 7 and, where possible, comparative results with earlier surveys. Issues covered include causes of road crashes, perceptions of police enforcement of road rules, attitudes to drink driving, random breath testing, speed, and restraint use and involvement in road crashes.

Keywords

COMMUNITY ATTITUDES, ENFORCEMENT, PERCEPTIONS, SURVEYS, ROAD SAFETY

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Community Attitudes Survey Wave 7

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1. EXECUTIVE SUMMARY

1.1 Survey Methodology Issues

This document reports the findings from a national telephone survey of 1,099 people aged 15 years and over, conducted in October, 1993. The survey is the seventh in a series of similar national studies conducted since October 1986 for the Federal Office of Road Safety, designed to monitor key community attitudes towards road safety issues.

For this latest survey, substantial changes were introduced in the data collection process to improve the sample response rate and the associated statistical reliability of the findings. The changes in sampling method were intended both to increase the probability of each randomly selected dwelling being included in the survey and to increase the control over selection of the household member to answer the questions.

1.2 Major Findings

1.2.1 Causes of Accidents

- **Drink driving** (mentioned by 64%) and **speed/excessive speed** (55%) were spontaneously named as main factors leading to road accidents. This is similar to findings in previous years. However, total mentions of drink driving causing accidents were higher in this latest survey, reversing a downward trend evident since 1987. Mentions of speeding were also more frequent than in previous waves, though slightly below drink driving.

  We noted, however, that speeding (29%) was more often referred to than drink driving (23%) as the ***first*** factor that came to mind as causing road accidents.

- **Carelessness** or negligence (26%), **lack of concentration** (22%) and **driver fatigue** (19%) were mentioned at the next level as causes of accidents, all at a higher incidence than in previous waves. Road or traffic conditions at 15% was down from the last wave. Driver inexperience (15%) and bad driver attitudes such as impatience (14%) were the only other accident factors brought to mind by more than 10% of people.

1.2.2 Random Breath Testing (RBT) and Blood Alcohol Levels

- As in previous waves, there was almost universal approval of random breath testing (96% agreed with it). A high 81% agreed strongly with that practise. Strong approval was particularly evident among women and in New South Wales, Victoria and the ACT.

- Opinion was divided on whether the amount of random breath testing has increased (37% said this) or stayed the same (31%) over the past two years. Many fewer (17%) felt it had decreased with a similar number (16%), mainly in the over 60 year old age group, unable to comment.

- One in five people (20%) had personally been random breath tested in the past six months with seven in ten (71%) remembering having seen RBT in operation or knowing someone else who had been tested in that time. Visibility of RBT appeared to be less evident in Queensland and Western Australia.

- A question on support for a zero blood alcohol concentration (BAC) limit was included this year with two thirds of the population (67%) supporting continuity of the current .05 level. Support for the introduction of zero BAC was given by 22%, particularly among the older segment of the community and among women.

- Knowledge of the standard drink guidelines was tested in Wave 7, separately for men and for women. The principal findings are that the majority of the community are within one drink of the correct number of standard drinks people can consume in the first hour, and are aware of the need to limit themselves to one drink per hour thereafter to stay under the limit.

- The message that men and women have different tolerances to alcohol appears to have been received, with the majority (59%) of men nominating a limit of two or three drinks in the first hour, and the majority of women (58%) nominating a limit of one or two.

- Awareness of the guidelines is highest among those that most need to know, with three quarters (75%) of those who answered that they don't know the guidelines coming from the group that either don't drink at all, or don't drink when they are driving.

This finding shows a marked difference between gender, though the message that men and women have different tolerances appears to be getting through.

- Various messages about the effect of alcohol on people's own control appear to have been translated into other road uses, such as pedestrian behaviour, with almost half (48%) agreeing that a level of ·05 would affect them as a pedestrian. Females were slightly more likely than men to agree to this, with older males least sure. At ·15, nearly nine in ten (88%) felt they would be affected as a pedestrian, equally so by gender. The older men were least sure.

1.2.3 Licence Holding and Driving

- Nearly two out of every three people (64%) aged 15 and over ride or drive a motor vehicle every day - 69% of men and 59% of women. 81% of them drive or ride a motor vehicle at least once a week. 83% ever drive nowadays.

- Amongst all licence holders, more drivers said in Wave 7 that they '***restrict what they drink***' when driving (44%) than said they '***don't drink***' (34%). These figures are very similar to the results in Waves 2-5 (1987-1990) but different from Wave 6 (1991) results. The likelihood of drivers eliminating all alcohol when driving does not, therefore, appear to have increased over the past six years but has stayed very much the same. The exception, however, appears to be younger drivers (15 to 24 years), where 59% gave the response, *"If I am driving, I don't drink."* Women and the older age group were the most likely not to drink when driving, with women also more likely than men not to drink at all.

1.2.4 Speeding

- It was clear that the community believe more people are now being booked for speeding, compared with two years ago (58%). Opinions were divided on whether that referred to '***a lot***' or to '***somewhat***' more. Less than 10% felt fewer people are being booked now. Men (62% of them) and particularly those under 24 years (70%) felt there had been this increase.

- Nearly half (46%) of all people who have had a licence said they had ever been booked for speeding. Men (59%) were more likely than women to have been booked (the female figure was 32%). One in twenty (5%) of all people who had ever held a licence had been booked for speeding in the past six months.

- There was some indication that people have reduced their driving speeds over the past two years (20% said this) though most (69%) felt their driving speeds had stayed the same. Just 6% said their driving speeds had increased. The community group where some reduction in driving speed has been most acknowledged was the family rearing age group 25-39 (28%), particularly women in that age category (34% of them).

- Four out of five drivers (80%) admitted to exceeding the speed limit by at least 10 kilometres per hour or more at least occasionally. One in six (15%) said they do so on *most occasions*, though the majority claimed only to do so *sometimes* (20%) or *occasionally* (45%). The group most likely to admit to frequently exceeding the speed limit was the young, under 24 years, and particularly young males.

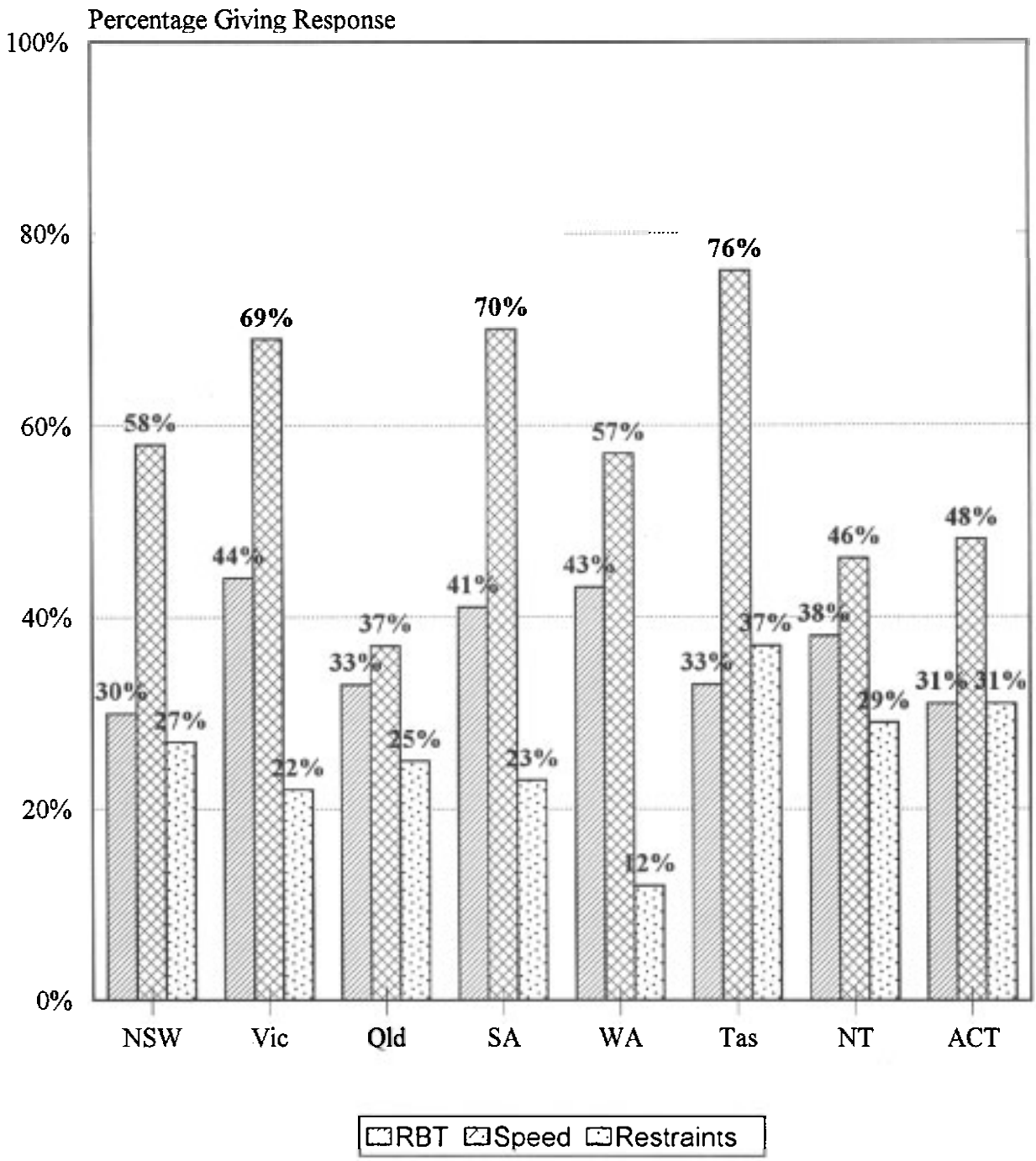
1.2.5 Occupant Restraints

- Claims of always using seat belts have increased again over previous waves, rising to 97% in the front seat and 85% in the rear. The vast majority report wearing seat belts on most occasions.

- Nearly half of all drivers (46%) carry children under 12 years of age in their vehicle at least sometimes and one in four (26%) do so at least once a week. Women and particularly women aged 25-39 do this more than men. The usual number of young children in the car is one or two, of whom 8% are under one year old. As a general rule appropriate child restraints are used for very young children, but there is a tendency to rely on adult seatbelts for children who should really be using a child harness, or a booster seat plus an adult seat belt.

- On balance, the community believe that there has been little change in the numbers of people being booked for not wearing seat belts over the past two years. One in four (24%) said that more were being booked, one in five (20%) said less were being booked. The remainder either saw no change (28%) or were unable to give an opinion (27%).

Perceptions of Increased Enforcement Effort by State - Compared with 2 Years Ago



- An interesting finding was the difference in enforcement perceptions of drink driving, speed and seat belt use. Respondents were generally more inclined to indicate a perception of increased enforcement effort in relation to speed. The graph opposite illustrates perceptions of increased enforcement effort by state, in relation to RBT, speed and restraints.

1.2.6 Involvement in a Road Accident

- Some 22% of people recall having been involved in a road accident in the past three years though in very few cases was there injury to any occupant (2% '***serious***' and 3% '***not serious***'). However, the incidence of an immediate family member or a close friend having ever been **"seriously injured"** (hospitalised or killed) in a road accident is reasonably high. Some 22% indicated they themselves or an immediate family member had been seriously injured as the result of a road accident, while 40% reported that a close friend had been in a road accident resulting in serious injury.

2. INTRODUCTION

RAMIS Corporation Pty Limited (RAMIS) was commissioned by the Federal Office of Road Safety (FORS) to conduct this Wave 7 survey, monitoring community attitudes towards various aspects of road safety. The coverage was national with the fieldwork being conducted by telephone from the RAMIS offices in Sydney and Melbourne.

The Wave 7 survey was carried out in October, 1993 and followed on from a series of six previous Waves undertaken since 1986:

- *Wave 1 - October, 1986.. Printed as FORS Report CR 52*
- *Wave 2 - June, 1987..... Printed as FORS Report CR 73*
- *Wave 3 - May, 1988..... Printed as FORS Report CR 74*
- *Wave 4 - February, 1989.. Printed as FORS Report CR 85*
- *Wave 5 - November, 1990. Printed as FORS Report CR 74*
- *Wave 6 - August, 1991.... Printed as FORS Report CR 101*

There were some substantial differences in the sampling methodology adopted for this Wave 7 survey that affect the ability to compare results reliably with the findings from similar questions asked in previous waves. The primary reason for introducing change was the concern expressed by FORS about the low response rates achieved in previous waves and the consequent potential problems with population representativeness in the findings that were reported. FORS was of the opinion that the actual response rates achieved in the earlier surveys ranged from 25% to 40% of the dwellings in the selected sample and wanted the researchers to consider the possibility of improving the rate.

Under the design recommended by RAMIS and approved by FORS, the response rate achieved in Wave 7 reached 66.6% of all telephone numbers selected for the survey. This was achieved after making up to 9 calls or more to dwellings over a two week period to attempt either some contact or follow up. After examination of the sample of telephone numbers that did not yield an interview, we conclude that the actual ***effective*** response rate is 82.4% after excluding those numbers that are out of scope and unable to yield any form of contact after 9 or more calls on different days and at different times during the survey period.

This survey, therefore, has substantially improved the representativeness of the end sample of dwellings due to the improvement in effective response rate. Further, modification to the sample design introduced by RAMIS, which took the form of a random, non-substitution ***household member*** selection process, has also added to the reliability of the findings.

Any further improvement would be difficult and expensive to achieve. The validity of the design adopted for this Wave 7 survey now far exceeds the standard adopted in most other studies of this kind.

Some description and commentary on the methodology agreed to for this Wave 7 survey is provided below.

3. SURVEY METHODOLOGY

3.1 Summary

RAMIS recommended that a Kish-grid sampling approach, adapted for use on the telephone, be used for Wave 7 and be preceded by an advance letter to dwellings selected for inclusion in the survey. An integral feature of that design was also the random and non-substitution selection of the person in the dwelling who would answer the questions. Previous waves had used an age/sex quota selection method which, although generally accepted in commercial research and is economical to do, has no theoretical validity value.

A potential problem of random non-substitution selection of household member is over sampling of older people, particularly women, over sampling of small households and under sampling of younger single people. This is because small households are more common, single gender adult households are more often female occupied and because young people are more likely to be clustered within households.

From a sampling point of view, every household has an equal chance of selection, regardless of the number of occupants. The potential problem noted above may be minimised by the application of demographic weighting back to known population statistics provided sample sizes in any given sub-group are sufficient for representative extrapolation. The data reported in this document has been weighted to the national and state by state household statistics reported from the June 30, 1991 Census to represent the Australian population aged from 15 years.

3.2 Sample Coverage and Source

All states and territories of Australia were covered by the sample using a stratified, regional quota design of the kind historically used in this series of community attitude surveys.

The original sample selection from which interviews were to be attempted and the ensuing sample achievement are shown in Attachment C. RAMIS estimated a sample yield from each region prior to fieldwork commencement and reached or exceeded quota in all cases. Because of the non-substitution design and the

requirement to maximise the sample response rate (yield), RAMIS continued to interview in some regions even though the desired numbers of interviews were achieved before exhaustion of the sample. For this reason, the survey reports on 1,099 completed interviews instead of the planned sample size of 1,000.

Response rate by region, based on total telephone numbers selected and addresses mailed, varied from 60% in the most densely populated regions (e.g. Sydney) up to 80% in the smaller regions (e.g. non-metropolitan Tasmania) and averaged over 66% nationally. After exclusion of the sample component that could be classed as out of scope (unobtainable number, no answer after 9 calls, household member away for survey period), the effective national response rate rose to over 82% overall.

Dwelling addresses and their telephone numbers were systematically selected from the electronic Australia-on-Disk White Pages directory.

3.3 Interviewing and Processing

Following dispatch of the advance letters, RAMIS interviewers contacted dwellings over the period 1-14 October, 1993. The questionnaire, described below, was administered with the selected respondents using the Computer Assisted Telephone Interviewing (CATI) system under the direct control of Telephone Supervisors. Average interview length was 12 minutes. A copy of the questionnaire is enclosed as Attachment A.

The data collected by the interviewers was entered directly into the computing system in the RAMIS offices and results were monitored progressively. Detailed tabulations were then prepared by specially trained RAMIS programmers, both in weighted and unweighted format.

All interviewing was conducted at least in accordance with the guidelines of the Interviewer Quality Control scheme (IQCA) recently introduced in Australia under the auspices of the Market Research Society of Australia (MRSA) and the Association of Market Research Organisations (AMRO).

4. TOPICS AND QUESTIONNAIRE

The topics covered by Wave 7 were nominated by FORS and in some cases expanded upon by RAMIS with FORS approval. In some cases, questions that had been asked in previous Waves were repeated and a number of new questions were added. Whilst it was understood that there could be no direct comparability of results from Wave 7 with previous Waves due to the change in sample selection methodology, indicative comparisons have been addressed where appropriate in this report.

Attitudes to and awareness of the following issues affecting road safety were covered in this survey:

- *factors believed to lead to road crashes or endanger people's safety on the road*
- *agreement with random breath testing (RBT)*
- *awareness of any change in RBT activity in the last two years*
- *whether police RBT has been seen in the last six months, incidence of personally being breath tested or awareness of anyone else being tested in that period*
- *attitudes to a zero blood alcohol limit*
- *knowledge of how many drinks can be consumed and still stay under .05, first hour and subsequently, for men and women*
- *whether .05 and .15 would affect the ability to act safely as a pedestrian*
- *past and present licence holding*
- *frequency of driving or riding a motor vehicle*
- *attitude to drinking and driving*
- *awareness of changes in the number of people booked for speeding compared to two years ago*

- *incidence of ever being booked for speeding and whether been booked in the last six months*
- *whether personal driving speed has changed in the last two years and frequency of driving 10 kilometres or more over the speed limit*
- *wearing of seat belts, back and front*
- *frequency of travelling with children under 12 years of age in the car, the age of the child and the type of restraint used by the child*
- *awareness of changes in the number of people being booked for failing to wear occupant restraints*
- *experience of road accident in past three years and exposure to serious injury of direct family or close friends*

The questionnaire and wording used in Wave 7 is enclosed under Attachment A. Comments on this latest questionnaire including some comparison with the Wave 6 survey questionnaire are shown in Attachment B.

5. SAMPLE CHARACTERISTICS

Details of the final sample characteristics are presented below:

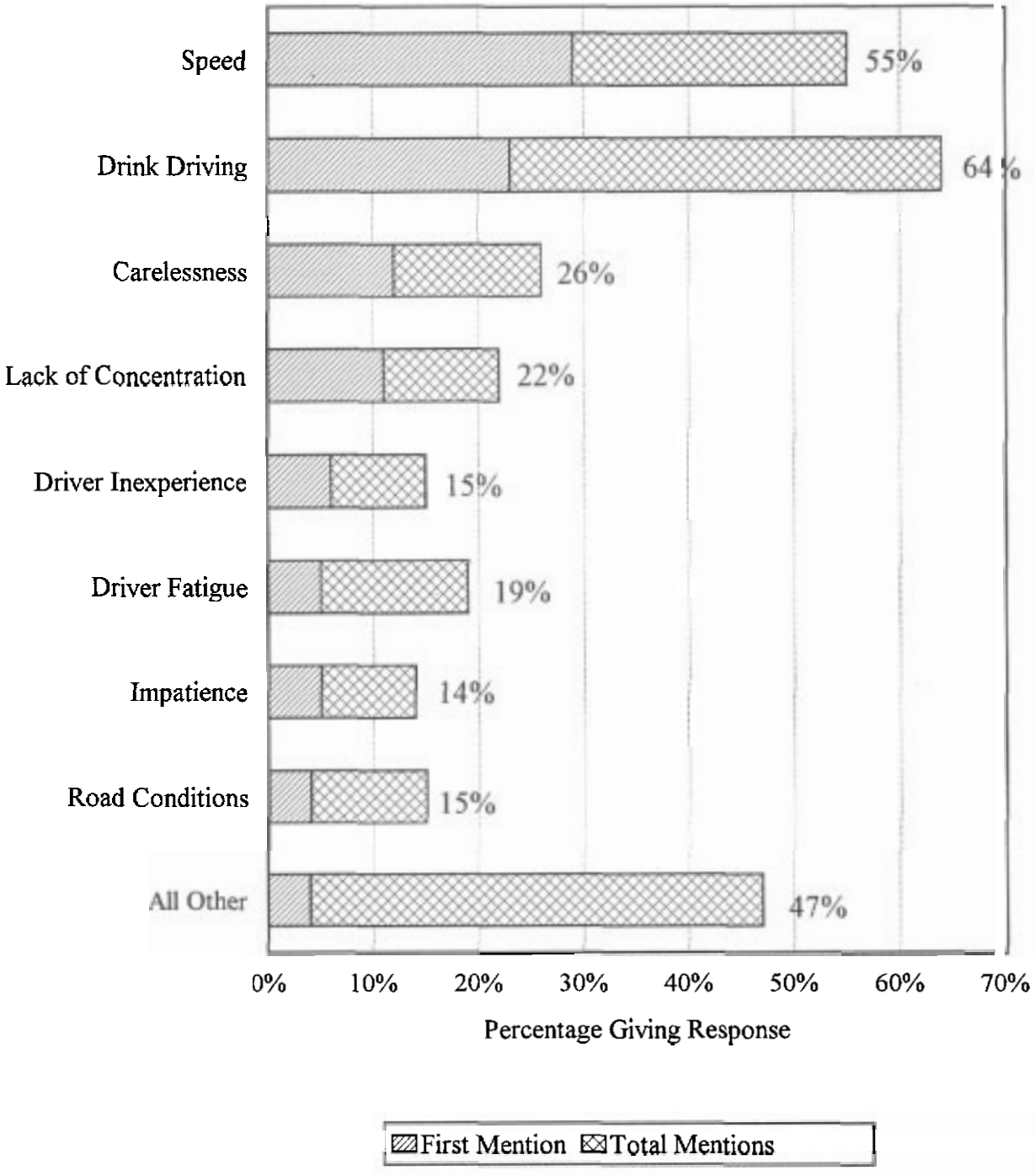
CHARACTERISTICS	UNWEIGHTED %	WEIGHTED %
Base:	**1099**	**13126 ('ooo)**
Age:		
15-16 years	2	3
17-19 years	4	6
20-24 years	8	11
25-29 years	9	10
30-39 years	23	21
40-49 years	17	17
50-59 years	13	12
60 years and over	24	20
Sex:		
Male	45	49
Female	55	51
Occupation:		
Student	6	8
Home duties	11	10
Employed	55	56
Retired	24	20
Unemployed	4	5
Highest Education Level:		
Up to secondary	61	60
Trade/TAFE	17	16
Tertiary	21	23

CHARACTERISTICS	UNWEIGHTED %	WEIGHTED %
Base:	**1099**	**13126 ('ooo)**
Driver Characteristics: Licence Held		
Have current licence or permit . . .	85	86
Not current/held previously	5	5
Never held	10	9
Driver Characteristics: Licence Type		
Car - Learner's Permit	8	10
Car - Provisional	8	9
Class 1.	84	83
Heavy Vehicle Licence.	9	7
Bus Licence	2	1
Motorcycle - Learner's Permit . . .	1	2
Motorcycle - Provisional	1	1
Motorcycle - Full Licence	8	7
Taxi or Hire Car Licence	*	*
Length of Time Licence Held		
Up to 3 years.	8	12
3-5 years.	5	7
6-10 years	9	9
Over 10 years	78	72
Don't know.	*	1

CHARACTERISTICS	UNWEIGHTED %	WEIGHTED
Base:	**1099**	**13126 ('ooo)**
Frequency of Driving/Riding		
Every day	77	75
4-6 days a week	9	10
2-3 days a week	7	7
At least once a week	2	2
Less than once a week	2	3
Never	2	3
Penalty for Speeding - Last 6 Months		
Yes	6	5
No	94	95
Road Accident Details		
Someone killed/hospitalised	1	2
Someone injured/not hospitalised	2	3
Major vehicle damage	4	11
Minor vehicle damage	11	11
None of above	1	*
Been in road crash in last 3 years	20	22
Not been in road crash in last 3 years	80	78
Travel with Children Under 12		
Every day	13	12
4-6 days a week	7	7
2-3 days a week	8	7
At least one day a week	5	6
Less than one day a week	15	14
Never	52	54

CHARACTERISTICS	UNWEIGHTED %	WEIGHTED %
Base:	1099	**13126** ('000)
Every day	3	3
4-6 days a week	2	1
2-3 days a week	3	4
At least one day a week	4	6
Less than one day a week	11	11
Never	77	76

Figure 1. Factors Contributing to Road Crashes



Base: All Respondents (n=1099)

"What factor do you think most often leads to road crashes?"
"What other factors cause road accidents or endanger peoples safety on our roads?"

6. DETAILED FINDINGS OF WAVE 7

The findings from this survey, referred to as Wave 7, are presented in summary tables and graphically where appropriate together with written commentary.

Comparisons with previous waves have been provided where the same questions have been repeated, though caution must be exercised due to the change in sampling methodology introduced for Wave 7. Whilst the validity and reliability of the sampling for Wave 7 is clearly superior to earlier waves, due to the substantially improved respondent selection process and response rate achieved, we found strong consistency in Wave 7 with the direction of most of the findings from the earlier waves. For this reason, the authors of Wave 7 accept that comparison with those earlier waves is still relevant though, as noted, should be treated as indicative rather than statistically valid.

When interpreting survey results, it should be remembered that all sample surveys are subject to sampling error. That is, results from a survey may differ from what would be obtained if the entire population had been interviewed. The size of such sampling variance depends largely on the number of respondents that are included in the survey or in any individual analysis cell.

For more details on how to take account of potential sampling variation, we have enclosed Attachment D on indicative variance for different sample sizes.

6.1 Factors Contributing to Road Crashes

Respondents were asked:

> "*What factor [and then what other factors] do you think most often leads to road crashes?*"

As illustrated opposite in Figure 1, drink driving (64%) and speed (55%) continue to be perceived as the two main factors contributing to road accidents. Total mentions of drink driving in this context have risen significantly since the Wave 6 finding of 51%.

Little variation was evident from Wave 6 in the number of mentions of factors such as carelessness (26%), lack of concentration (22%), and impatience (14%).

Nomination of driver inexperience remained steady at 15%, while driver fatigue was suggested as a contributing factor by nearly one in five respondents.

Speed or excessive speed as a factor contributing to road crashes was again more readily nominated by females[1] and respondents aged 40 years and over (both males and females).

Table 1: Mentions of Speed as a Factor That Causes Road Accidents

FACTOR	SEX		AGE			
	Male	Female	15-24	25-39	40-59	60+
Speed/Excessive speed .	51%	59%	43%	50%	60%	68%
(Base)	(494)	(605)	(156)	(353)	(322)	(268)

Base: All Respondents (n = 1099)

Mention of drink driving as a cause of accidents on the road was consistent across both sexes and all age groups in this latest measure.

It was interesting to note, however, marked variations nationally in terms of the perceived influence of speed versus drink driving in road crashes. As shown below in Table 2, speed was mentioned more frequently as the main cause of road accidents in New South Wales, Queensland and Tasmania. Drink driving was more likely to be mentioned in South Australia, Western Australia and the Northern Territory.

[1] **90% confidence limit**

Table 2: Comparative Mentions of Speed and Drink Driving as Factors Causing Road Accidents, by State or Territory

FACTOR	STATE OR TERRITORY							
	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
First Mention:								
Speed	35%	26%	29%	19%	20%	43%	30%	27%
Drink Driving	18%	25%	15%	34%	34%	21%	37%	26%
All Mentions:								
Speed	66%	50%	47%	49%	48%	67%	50%	56%
Drink Driving	61%	68%	56%	65%	75%	71%	76%	68%
(Base)	(175)	(181)	(158)	(147)	(149)	(127)	(99)	(63)

Base: All Respondents (n = 1099)

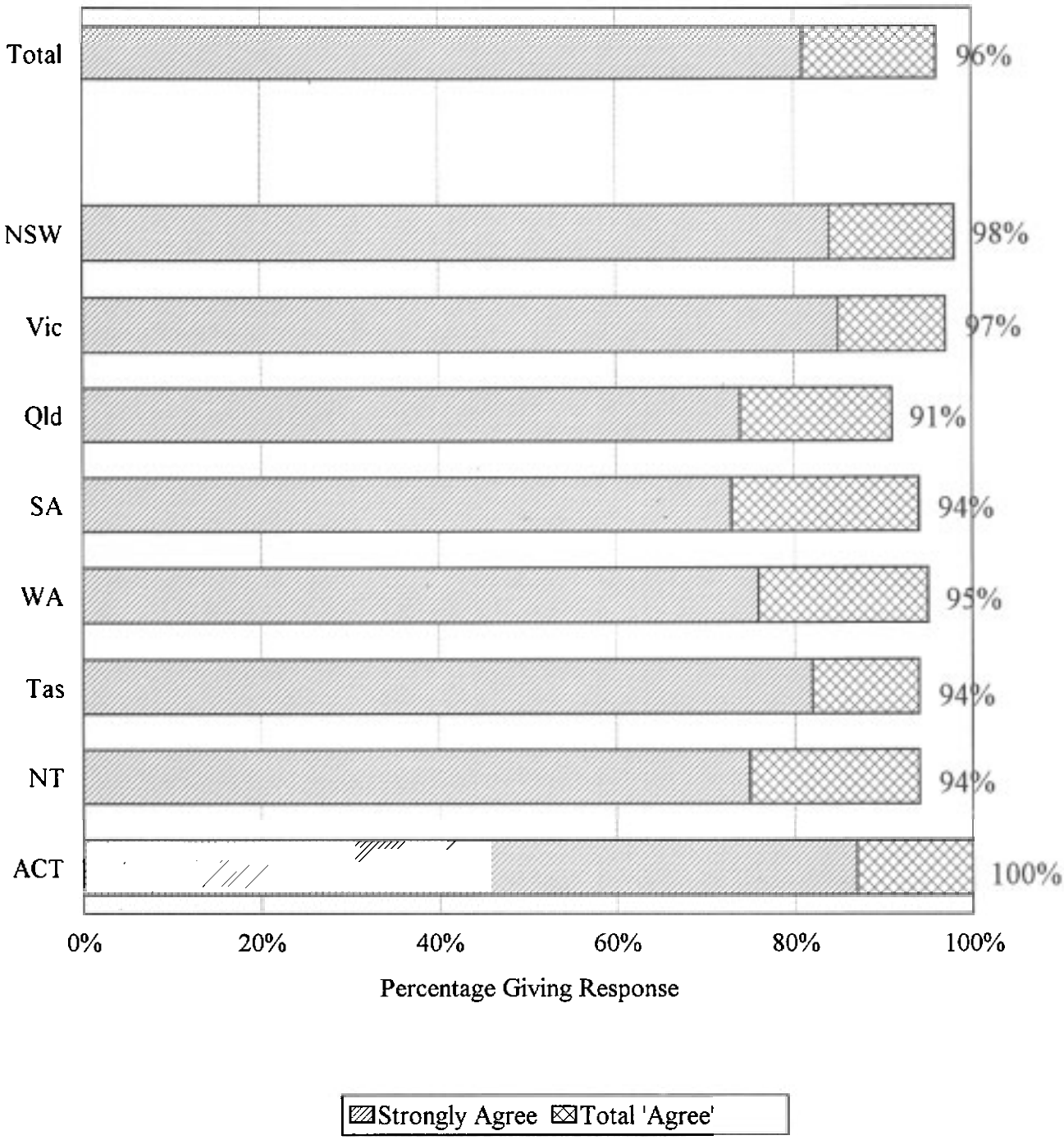
Non metropolitan respondents were more likely to nominate driver fatigue as a factor (27% against 14% in the capital cities). Mentions of driver fatigue were more evident in the ACT (41%), particularly when compared with South Australian and Tasmanian respondents. Mention of road or traffic conditions measured 15%, representing a decline on Wave 6. Driver inexperience (15%) and bad driver attitudes such as impatience (14%) were the only other accident factors brought to mind by more than 10% of people.

6.2 Drink Driving

6.2.1 Support for Random Breath Testing (RBT)

All respondents were asked if they agree or disagree with the random breath testing (RBT) for alcohol of drivers. Overall, 96% of the community indicated agreement, with 81% registering *"strong"* agreement. Support has remained at the same high level since Wave 5 in November, 1990. As such, support for RBT is virtually absolute across the country.

Figure 2. Support for RBT



Base: All Respondents (n=1099)

"Do you agree or do you disagree with the random breath testing of drivers?"

Though high across all sub groups, females were significantly more likely than men to indicate support for RBT (98% compared with 94% of males) as were respondents who had been licensed (96% against 91% for unlicensed respondents). Interestingly, those at the two age extremes, 15 to 24 years and 60 years and over, were even more likely to indicate "*strong*" agreement than those in the intervening age group.

Support was most pronounced among residents of New South Wales, Victoria and the ACT. Figure 2 opposite illustrates regional variations.

In line with previous measures, people recently breath tested were just as likely to agree with this measure as were those who had not been subjected to the test.

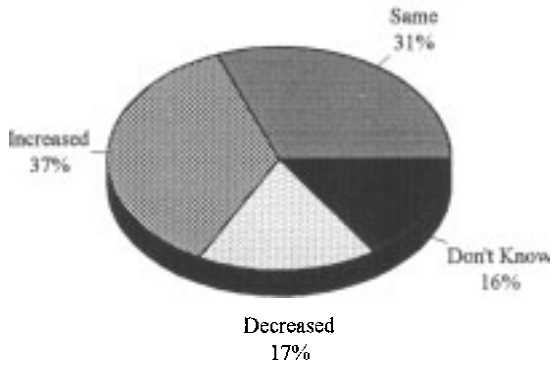
6.2.2 Perception of RBT Activity - Past Two Years

Respondents were asked:

> *"In your opinion, in the last 2 years has the amount of random breath testing done by police increased, stayed the same, or decreased?"*

The majority of respondents expressed the view that the amount of RBT activity had either remained steady (31%) or **increased** (37%) over the past few years. Some 16% were unable to offer an opinion in this regard, while 17% said that it had declined during the last two years. This results in a "net increase" figure of 20% (number reporting an increase less the number reporting a decrease). This is illustrated in Figure 3.

Figure 3. Amount of RBT Activity - Past 2 Years



Base: All Respondents (n=1099)

"In your opinion, in the last two years has the amount of Random Breath Testing being done by Police....?"

Females were more likely[2] than males to perceive an increase in RBT activity (41% against 33%), whilst a relatively large proportion of respondents aged 60 years and over (35%) were undecided.

6.2.3 RBT Awareness in Last 6 Months

Respondents were asked the new question:

> *"Have you seen police conducting random breath testing in the last 6 months?"*

And then:

> *"Have you personally been breath tested in the last six months?"*

Six in ten respondents recalled seeing RBT in operation during the last six months, one third of these respondents (20% of the sample) reporting they had been personally tested in this time period. The incidence of personal testing had not changed since the previous wave. A further 9% responded that they had not seen RBT activity over the past six months, though they knew of someone who had been tested over this time. Thus seven in ten had recent exposure to RBT activity. The remainder (29%) had not been exposed to any testing in this regard.

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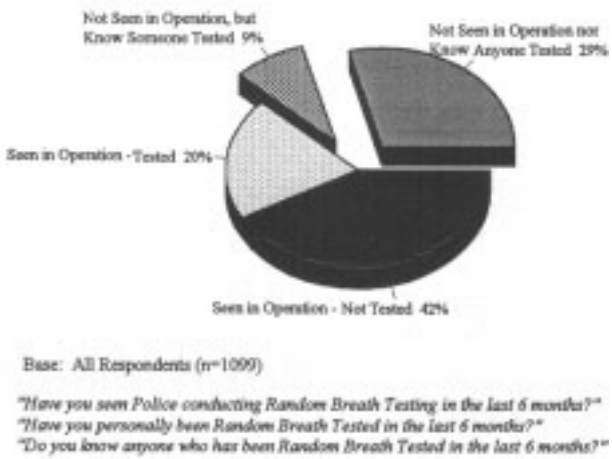
[2] **90% confidence limit**

Figure 4 illustrates this finding.

Figure 4. RBT Exposure in Last 6 Months



Awareness of RBT and incidence of being personally tested continues to be most pronounced among males and younger respondents, as depicted in Table 3.

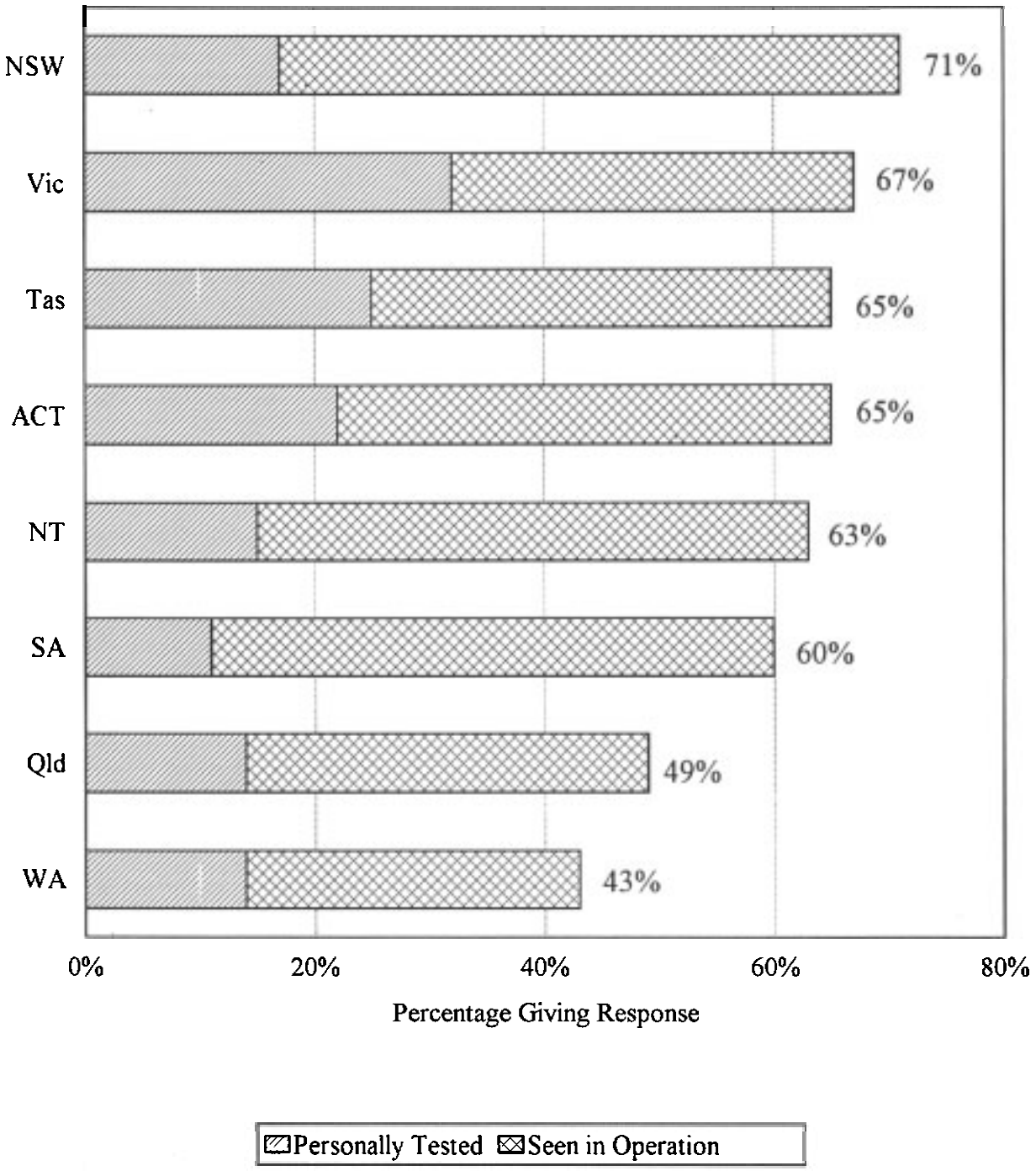
Table 3: Awareness and Experience of Random Breath Testing During the Last Six Months

	SEX		AGE			
EXPERIENCE	Male	Female	15-24	25-39	40-59	60+
Seen in operation	68%	56%	71%	69%	61%	44%
Seen & tested .	24%	16%	21%	24%	20%	13%
(Base)	(494)	(605)	(156)	(353)	(322)	(268)

Base: All Respondents (n = 1099)

Visibility of RBT appeared to be less evident in Queensland and Western Australia. The reported incidence of personally being tested was higher in Victoria, Tasmania and the ACT. Figure 5 illustrates regional variations in this regard.

Figure 5. RBT Awareness - Past 6 Months



Base: All Respondents (n=1099)

"Have you seen Police conducting Random Breath Testing in the last 6 months?"
"Have you personally been Breath Tested in the last 6 months?"

A perception of increased RBT activity was generally most prevalent among those who had recently been tested, as shown below in Table 4.

Table 4: Amount of Random Breath Testing Activity in Last 6 Months

CHANGE IN ACTIVITY	RBT IN LAST 6 MONTHS		
	Tested %	Aware But Not Tested %	Not Aware %
Increased. . . .	53	40	20
Stayed same . .	26	33	29
Decreased . . .	10	14	27
(Don't know) . .	11	13	24
TOTAL:	100	100	100
(Base)	(196)	(524)	(379)

Base: All Respondents (n = 1099)

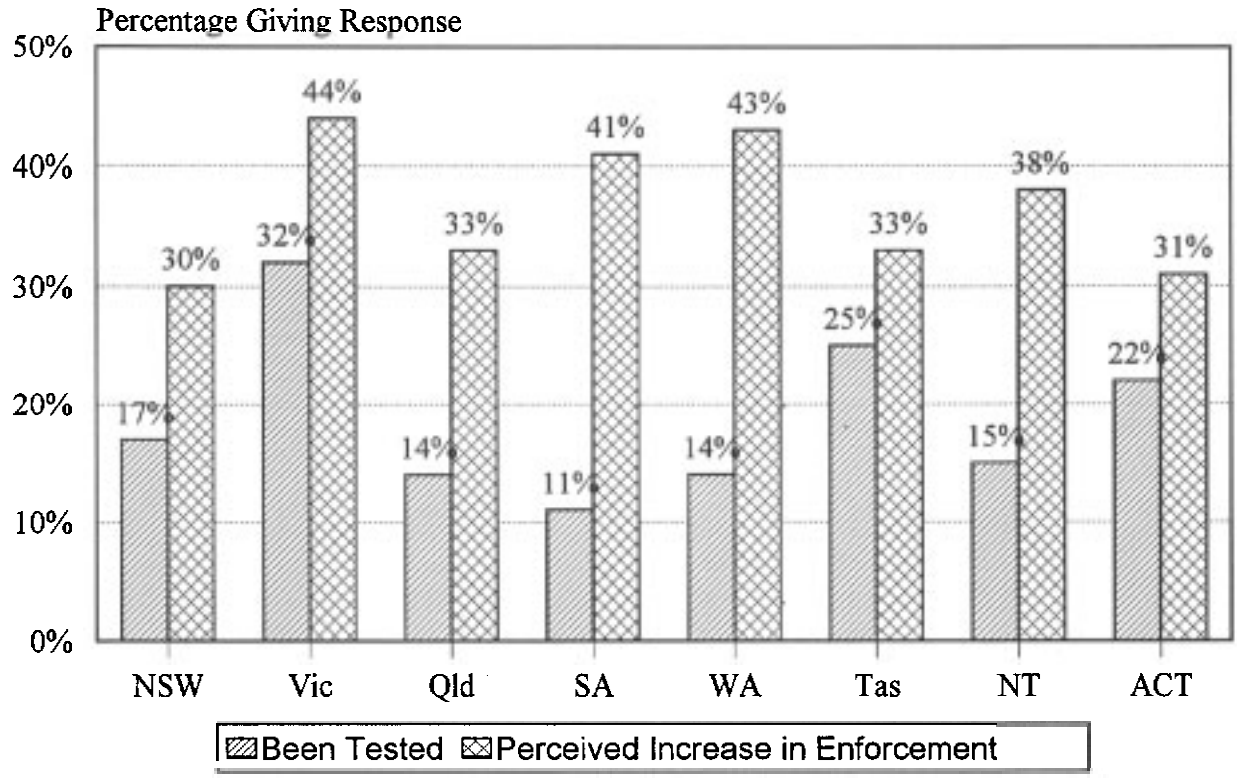
However, the high numbers indicating a perceived increase in RBT activity in South Australia and Western Australia, despite a relatively low incidence of being tested, should be noted. Table 5 below illustrates the perception of increased RBT activity and reports of having personally been tested, by state. In Victoria and South Australia, the opinion that RBT activity has declined was significantly less pronounced.

Table 5: Perceived RBT Activity

FACTOR	STATE OR TERRITORY							
	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
RBT Activity (past 2 yrs):								
- increased . .	30%	44%	33%	41%	43%	33%	38%	31%
- stayed same	33%	30%	29%	34%	22%	38%	31%	30%
- decreased. .	22%	11%	18%	10%	18%	15%	18%	19%
RBT Tested:								
- last six months	17%	32%	14%	11%	14%	25%	15%	22%
(Base)	(175)	(181)	(158)	(147)	(149)	(127)	(99)	(63)

Base: All Respondents (n = 1099)

Figure 6. RBT Visibility, Experience and Perceived Increase in Enforcement, by State



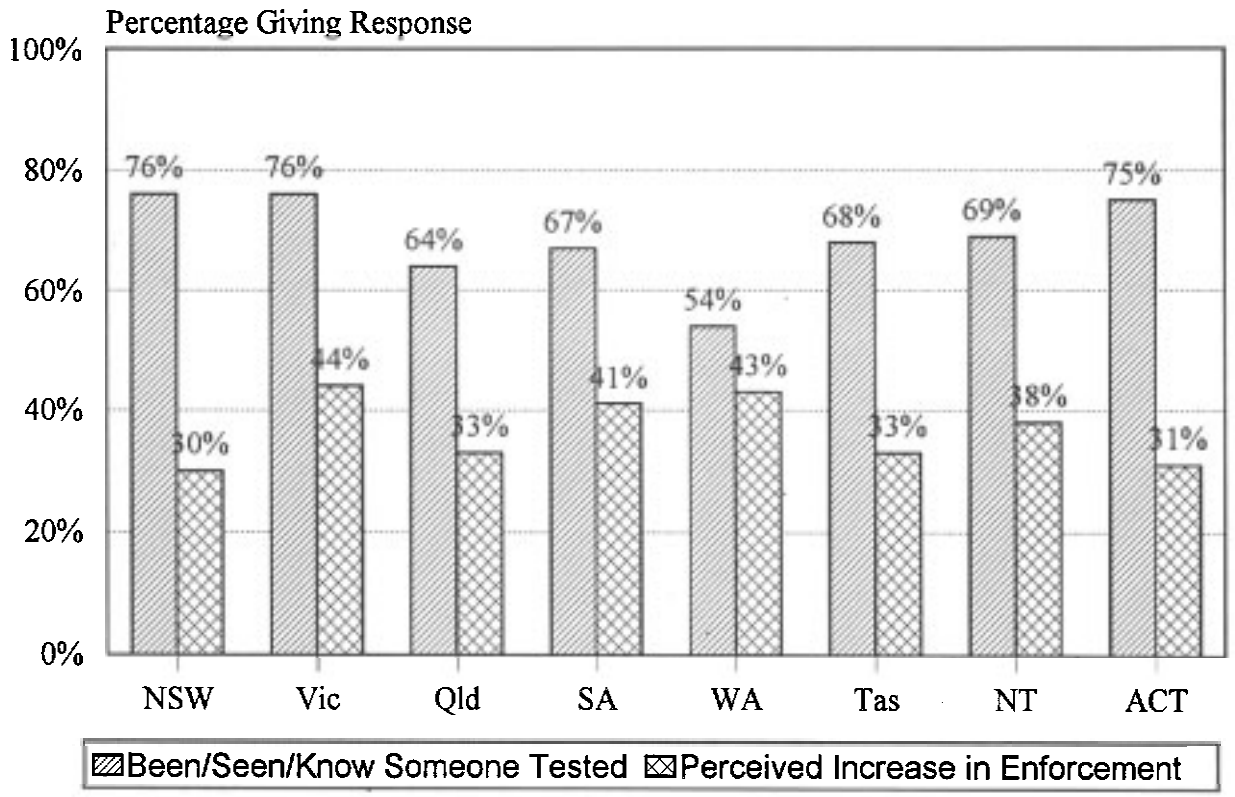


Figure 6 illustrates the relationship between RBT visibility and experience, and the perception of increased enforcement in this regard, by state. The figure shows that whilst overall there was a perception that levels of enforcement had increased over the last two years, recent levels of RBT experience (been tested in the last 6 months) and visibility (been, seen or known someone tested) can provide only a partial explanation for this phenomenon when the results are analysed across the states. More detailed analysis using a larger sample may be required to fully address the questions raised here.

6.2.4 Preferred Blood Alcohol Concentration (BAC) Limit

Respondents were informed that most drivers in Australia are subject to a 0.05 blood alcohol concentration (to be introduced into the Northern Territory soon) and that some drivers are subject to a zero blood alcohol concentration. They were then presented with a number of options and asked for their preference.

Two thirds of all respondents (67%) indicated a desire to maintain the blood alcohol limit at 0.05. A further 10% favoured a reduction of the BAC, but not to zero, while 17% felt a zero blood alcohol limit should apply to all drivers in the near future.

Males and respondents aged 25 to 59 years[4] were most in favour of maintaining the current 0.05 limit, with one quarter of those aged 60 years and older advocating a zero BAC. This is illustrated in Table 6.

Table 6: Preferred Blood Alcohol Concentration (BAC) Limit

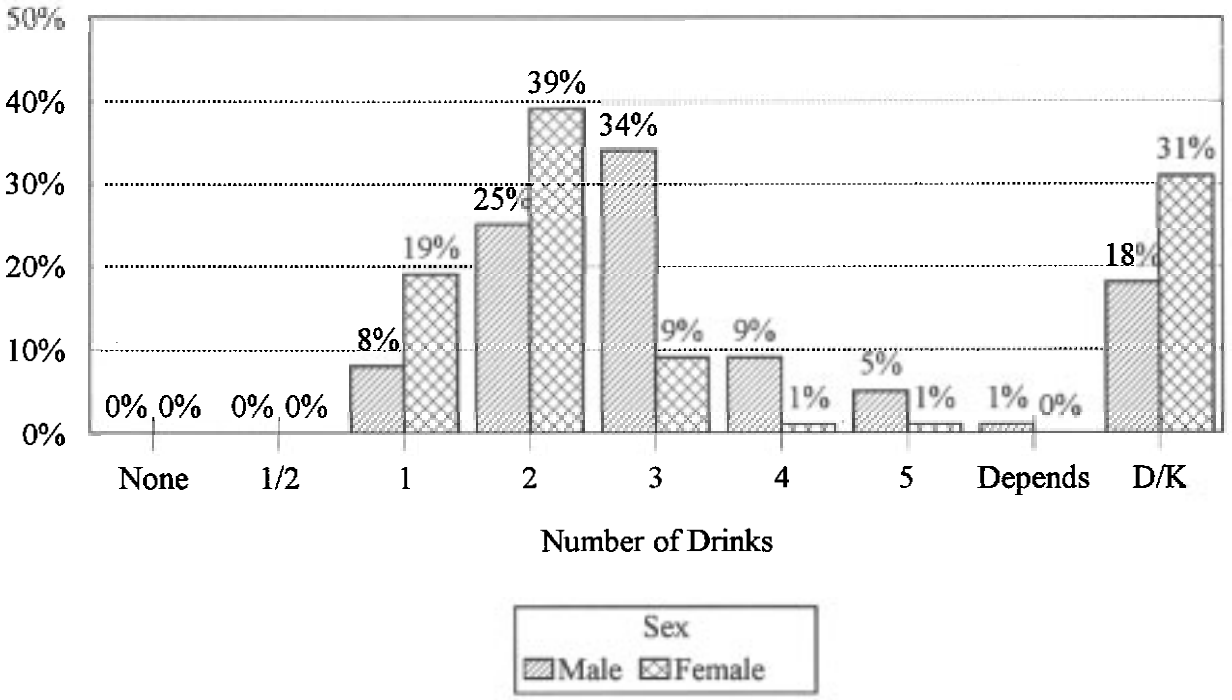
BAC LEVEL	Total	SEX		AGE			
		Male	Female	15-24	25-40	40-59	60+
	%	%	%	%	%	%	%
Maintain 0.05.....	67	71	63	61	69	73	59
Lower than 0.05, but not 0	10	10	11	16	10	7	10
Zero in near future	17	14	19	11	16	16	24
Zero - later	5	3	6	10	4	2	5
Don't know	1	1	1	1	1	1	2
TOTAL:	100	100	100	100	100	100	100
(Base).....	(1099)	(494)	(605)	(156)	(353)	(322)	(268)

Base: **All Respondents**

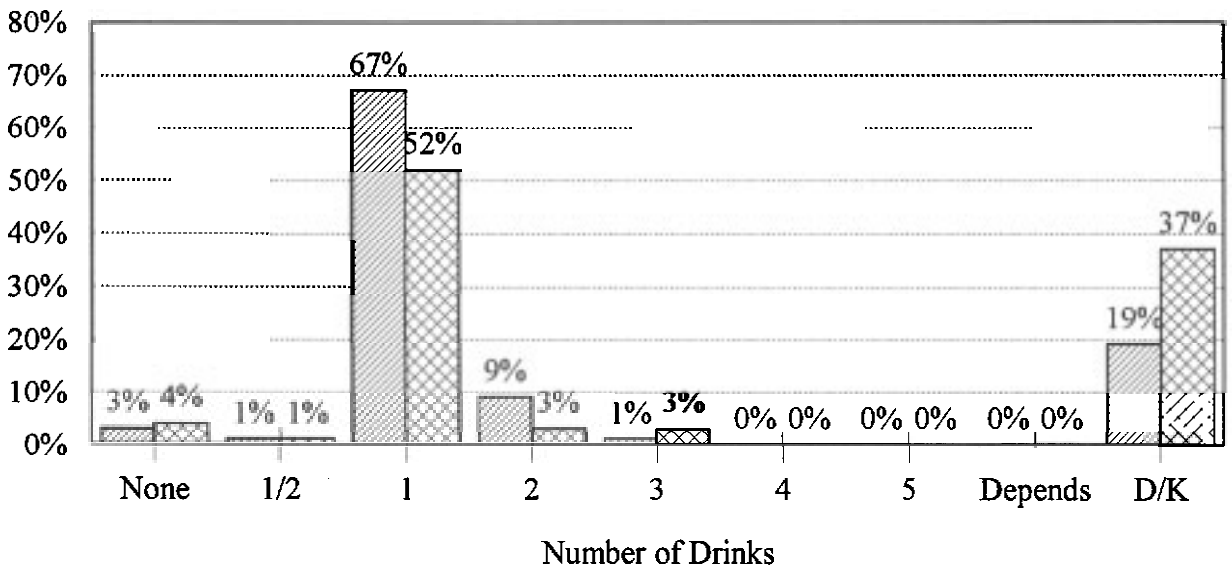
[4] 90% confidence limit

Figure 7. Standard Drink Guidelines

a). Standard Drink Guidelines for First Hour



b). Standard Drink Guidelines for Each Hour after First



Base: All Respondents (n=1099)

"Current guidelines state that a (man/woman) can drink so many standard drinks in the first hour and then so many each hour after that..."

Respondents who had ever held a licence were more in favour of maintaining 0.05 (68% against 54%). Respondents who had received a speeding infringement were also more inclined to indicate support for maintaining the existing blood alcohol limit.

6.2.5 Alcohol Consumption Guidelines

Respondents were informed of the current guidelines that state they can drink so many standard drinks[4] in the first hour and then so many each hour after that. They were then asked the number of drinks these guidelines refer to, according to the sex of the respondent (i.e., males were asked about consumption guidelines pertaining to males).

Figure 7 opposite illustrates the pattern of response, viz (a) first hour, and (b) each hour after the first.

Three standard drinks in the first hour was the most frequently nominated amount by males (34%), followed by two drinks (25%). Up to five drinks were mentioned, but the numbers involved fall away sharply after three drinks. Some 18% of males were unable to provide an answer.

Two in five (39%) females nominated two standard drinks in the first hour as the current guideline for women, with one in five (19%) stating one drink. Very few (11%) nominated more than two drinks in the first hour. Close to one third (31%), however, responded that they didn't know.

Two thirds of males (67%) specified one drink for each hour after the first, with 19% unable to answer. Just over half the females interviewed (52%) nominated one drink, with 37% answering that they were not familiar with guidelines in this regard.

It should be noted that respondents aged 40 years and over accounted for most of the "don't know" responses across both measures.

Encouringly, the guidelines appear to be significantly better known among both males and females who indicate that they consume alcohol and drive[5] i.e., those who need to be aware of the guidelines. This is illustrated in Table 7.

---

4 Defined as a 10oz glass (285ml) of full strength beer, a 5oz (140ml) glass of wine, a nip of spirits, or a small (2oz) glass of port.

5 Report that they restrict what they drink, or drink regardless, when driving.

Table 7: Alcohol Consumption Guidelines

	SEX			
	Males		Females	
1st Hour	Don't Drink/ Not if Driving %	Drink If Driving %	Don't Drink/ Not If Driving %	Drink If Driving %
1	10	4	18	24
2	26	26	35	52
3	26	42	9	7
4	9	8	1	*
5	4	7	1	1
Depends	-	2	*	*
(Don't know)	25	11	37	15
TOTAL:	100	100	100	100
Each Hour After 1st	%	%	%	%
None	3	3	3	5
1/2	3	0	1	2
1	65	70	46	68
2	6	11	2	3
3	1	1	4	*
Don't Know	22	15	44	21
TOTAL:	100	100	100	100
(Base)	(211)	(258)	(321)	(195)

Base: All Respondents (n = 1099)

In summary, the results indicate that most people (67% of males and 58% of females) are within one drink of the number stated in the current guidelines for the first hour, and correctly identify the need to limit consumption to one drink per hour thereafter (67% of males and 52% of females). The message that men and women have different tolerances to alcohol appears to be getting through.

Awareness of the guidelines was highest among those that most need to know, with three quarters (75%) of those who answered that they don't know belonging to the group that either don't drink at all or don't drink if they are driving.

6.2.6 Perceived Effect of Blood Alcohol Levels as a Pedestrian

Respondents were asked to consider whether a blood alcohol reading of 0.05, and then of 0.15, would affect their ability to act safely as a pedestrian.

At the 0.05 level, nearly half the respondents (48%) indicated that their ability as a pedestrian would be affected, while 8% were undecided. A blood alcohol level three times the legal limit (0.15) was regarded as potentially affecting pedestrian ability by nine in ten respondents (88%). Again, some 7% were unable to comment in this regard.

Females were significantly more inclined to indicate that a BAC of 0.05 would affect pedestrian ability (54% against 42% of males). Regional variations were also apparent in this regard, with Victorians and Queenslanders most likely to express this view. The majority in Western Australia (59%) however, did not agree that a level of .05 would affect their safety. Figure 8 illustrates these results.

Respondents under 40 years of age emerged as more likely to regard a BAC of 0.15 as potentially affecting their abilities as a pedestrian, while a relatively high proportion of older respondents (particularly those aged 60 years or over) were undecided in this regard. This was particularly evident among males aged 40 years and over.

Table 8: Effect of 0.15 (BAC) on Performance as a Pedestrian

EFFECT	AGE			
	15-24 %	25-39 %	40-59 %	60+ %
Yes - would affect	96	93	89	78
No - would not affect . .	3	3	9	3
Not sure	1	5	7	18
TOTAL:	100	100	100	100
(Base)	(156)	(353)	(322)	(268)

Base: All Respondents (n = 1099)

In summary, the public was evenly divided about the effect of a BAC of .05 on pedestrian safety, with most agreeing that a level of .15 would affect their ability.

Figure 8. Perceived Effect of Blood Alcohol as a Pedestrian

Base: All Respondents (n=1099)

"Do you think that a blood alcohol reading of 0.05 (0.15) would affect your ability to act safely as a pedestrian in any way?"

6.2.7 Attitudes to Drinking and Driving

All respondents who had ever held a licence were asked about their behaviour regarding drinking and driving. They were presented with a list of statements, as follows, and asked which one would best describe their attitude:

- *I don't drink at any time*
- *If I am driving, I don't drink*
- *If I am driving, I restrict what I drink*
- *If I am driving, I do not restrict what I drink*

The statement which was most frequently agreed with was:

"*If I am driving, I restrict what I drink*" (44%).

A further 34% felt the statement *"If I am driving, I don't drink"* best described them, with one in five indicating that they do not drink at any time. This pattern of response is similar to previous waves.

The attitude "*If I am driving, I restrict what I drink*" was strongly held by males (54%), particularly in the 25-39 year age bracket (65%). Females were more inclined than males to respond that they don't drink at any time. Figure 9, illustrates the response recorded for the total sample of licence holders, and by sex.

Significant variations in response were evident in relation to age, viz:

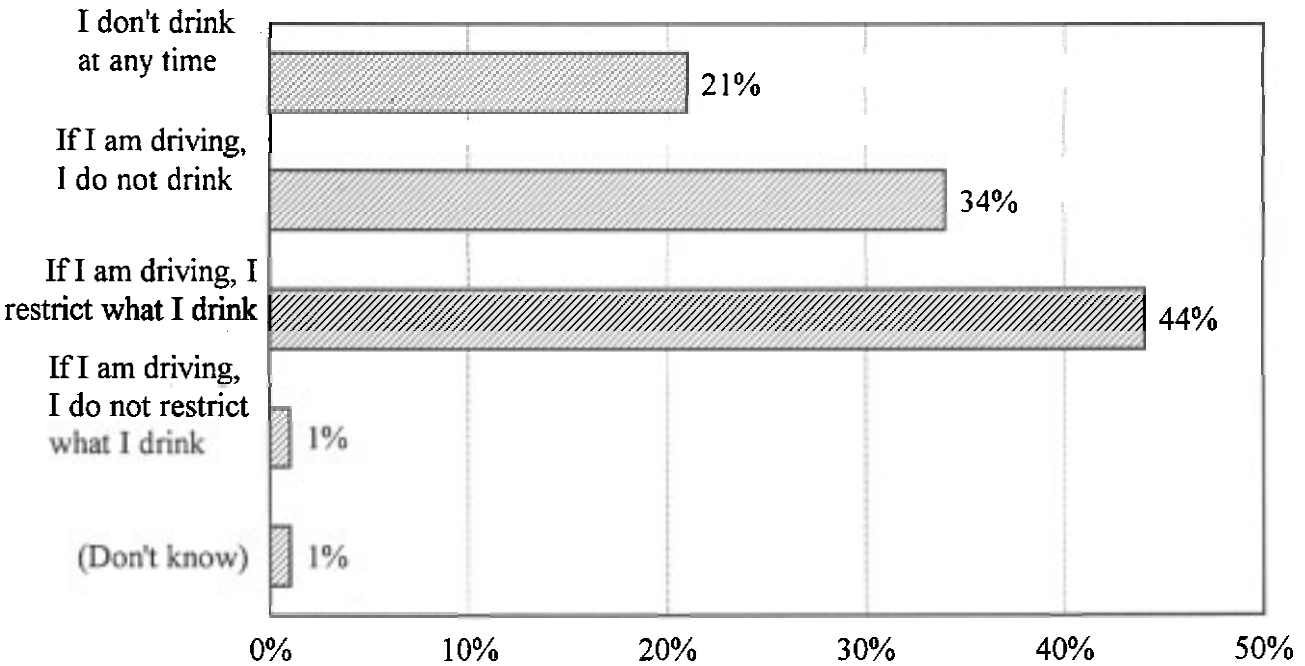
- 15 to 24 year olds were most likely to nominate the statement *"If I am driving, I don't drink"* (59%). This was mentioned by 47% of males and 69% of females in this age bracket

- respondents aged 25 to 59 years were much more likely to say that: "*If I am driving, I restrict what I drink*" . Note that the youngest and oldest groups were equally as likely to choose this statement, and half as likely as those aged 25 - 59 years.

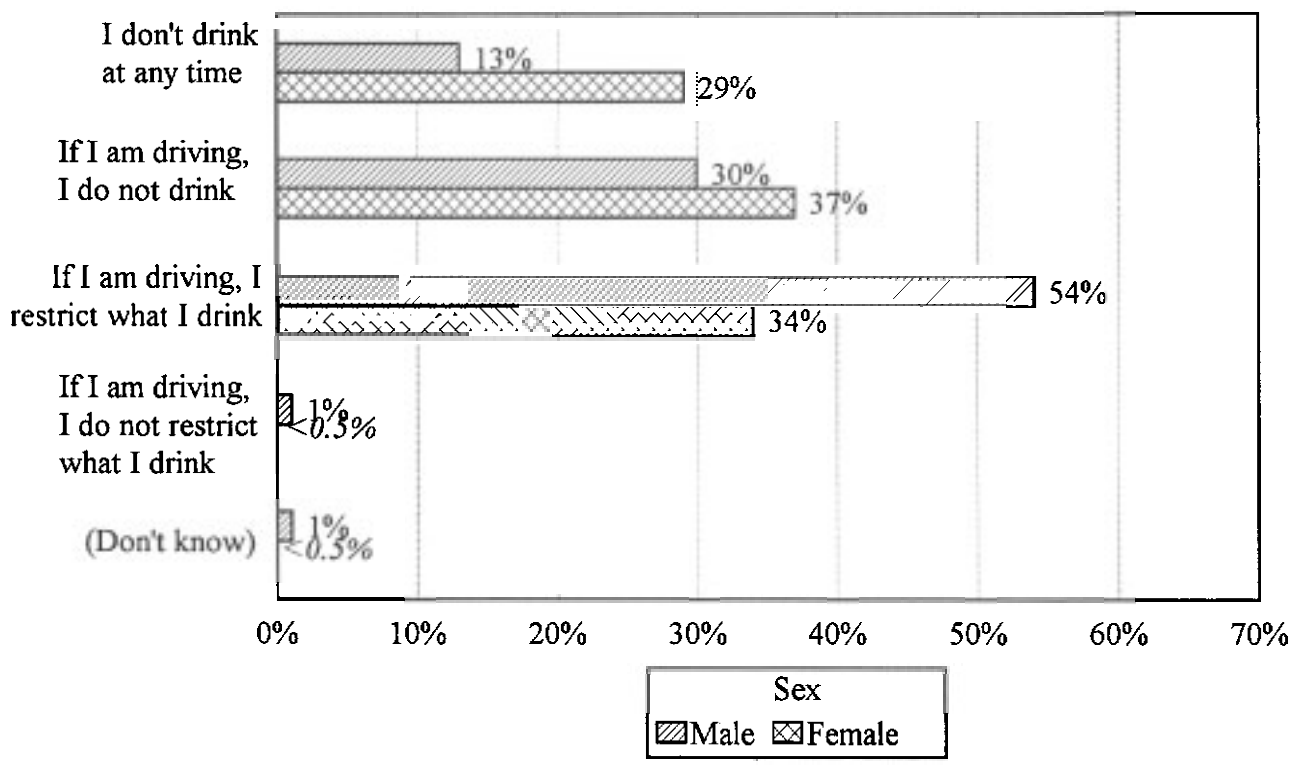
- those aged 60 years and over accounted for the largest proportion indicating they do not drink at any time.

Figure 9. Attitude to Drink Driving

a). Total Licence Holders



b). Males versus Females



Base: All Respondents (n=1099)

"Which of the following statements best describes your attitude to drinking and driving....?"

Table 9 illustrates these findings.

Table 9: Drink Driving Behaviour

REPORTED BEHAVIOUR	AGE			
	15-24 %	25-39 %	40-59 %	60+ %
I don't drink at any time . .	13	18	21	34
If I am driving, I don't drink	59	29	24	34
If I am driving, I restrict what I drink . . .	27		55	27
If I am driving, I do not restrict what I drink	1	*	-	1
(Don't know)	-	-	-	4
TOTAL:	100	100	100	100
(Base)	(126)	(338)	(305)	(219)

Base: Ever held a licence (n = 988)
*** < 0.5%**

Variations across the states and territories were evident. In the Northern Territory, Tasmania and Victoria, a significantly higher proportion indicated that they tend to restrict what they drink, as opposed to not drinking at all when driving.

7. SPEEDING

7.1 Perceptions of the Amount of Enforcement of Speed Limits Over the Past Two Years

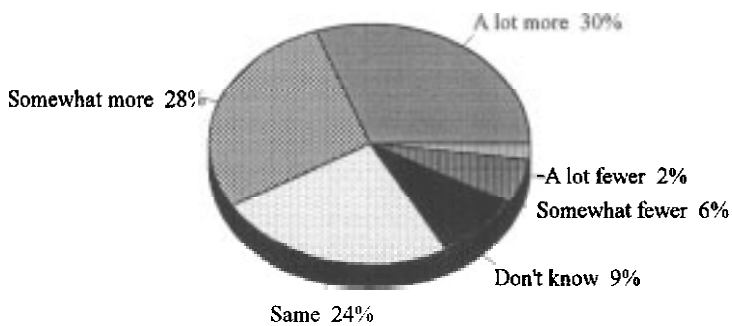
Respondents were asked:

> *"Compared with 2 years ago, do you feel that **more** people who speed are being booked, the **same** number or **fewer?**"*

Three in five respondents expressed the view that more people who speed are being booked, compared with two years ago. Half of these respondents felt **a lot more** are now receiving speeding infringement notices.

One quarter of respondents felt the same number are now being booked, while 8% said that fewer were being booked. One in ten were undecided. The overall "net more" value (the number of people perceiving more, minus the number perceiving less enforcement) totals 50%. (See Figure 10).

Figure 10. Number Booked for Speeding - Compared with 2 Years Ago



Base: All Respondents (n=1099)

"Compared with 2 years ago, do you feel that more people who speed are being booked, the same number or fewer?"

Males, and particularly those aged 15-24 years, more frequently agreed that a **lot** more people who speed are now being booked. Table 10 below illustrates these findings.

Table 10: Number Booked for Speeding - Compared with 2 Years Ago

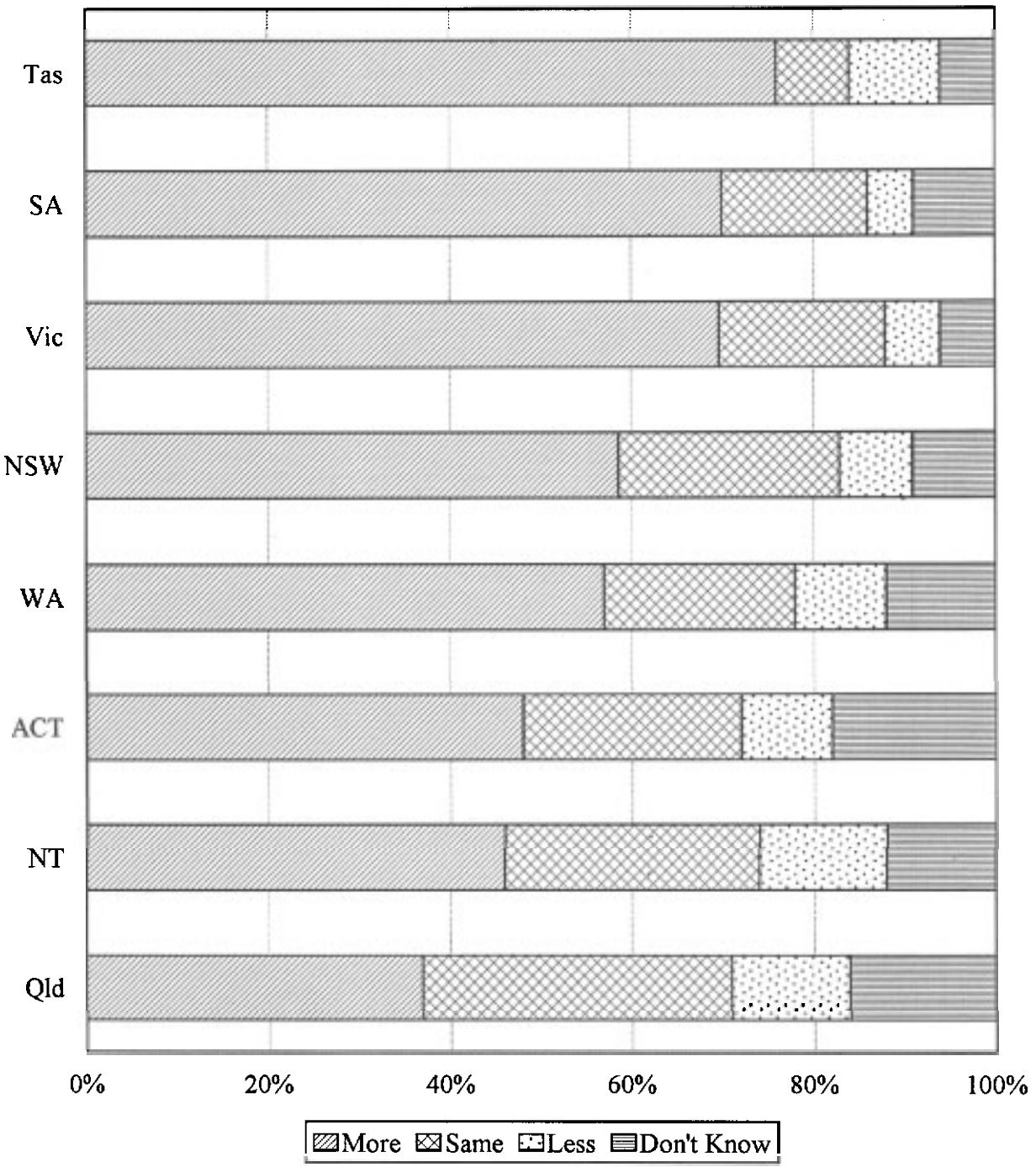
FREQUENCY	SEX	
	Males %	Females %
A lot more people who speed are being booked . . .	35	25
Somewhat more people who speed are being booked.	27	30
About the same are being booked	22	26
Somewhat fewer people who speed are being booked	6	6
A lot fewer are being booked.	3	2
Don't know.	7	12
TOTAL:	100	100
(Base)	(494)	(605)

FREQUENCY	AGE WITHIN SEX					
	Males			Females		
	15-24 %	25-39 %	40+ %	15-24 %	25-39 %	40+ %
Total "more"	81	52	60	60	56	51
Same	11	21	23	35	25	23
Total "less".	3	14	8	2	13	7
Don't know.	5	7	8	3	6	19
TOTAL:	100	100	100	100	100	100
(Base)	(74)	(152)	(268)	(82)	(201)	(322)

Base: All Respondents (n = 1099)

People who had been booked for speeding in the past six months were significantly more likely to agree that *"a lot more"* speeding drivers are now being booked. People recently subjected to RBT were also more inclined to agree with this statement. (See Table 11)

Figure 11. Number Booked for Speeding - Compared with 2 Years Ago



Base: All Respondents (n=1099)

"Compared with 2 years ago, do you feel that more people who speed are being booked, the same or fewer?"

Table 11: Number Booked for Speeding - Compared with 2 Years Ago

FREQUENCY	BOOKED FOR SPEEDING				RBT IN LAST 6 MONTHS		
	Ever Booked %	Past 6 Months %	Licence-Not Booked %	Not Licensed %	Tested %	Aware-Not Tested %	Not Aware %
A lot more people	34	59	28	23	39	28	28
Somewhat more	25	27	29	37	28	33	20
Total "more" .	60	86	56	61	67	60	48
About the same	24	12	25	22	23	22	28
Total "less" . .	10	*	8	4	7	9	7
Don't know . .	7	2	11	13	3	8	16
TOTAL:	100	100	100	100	100	100	100
(Base)	(450)	(57)	(538)	(111)	(196)	(524)	(379)

Base: All Respondents (n = 1099)
*** < 0.5%**

Respondents in Tasmania, South Australia and Victoria were more inclined to agree that **more** people who speed are now being booked. (See Figure 11)

In summary, the majority felt that more speeding drivers are now being booked, while only a small minority (8%) said that fewer were now being booked.

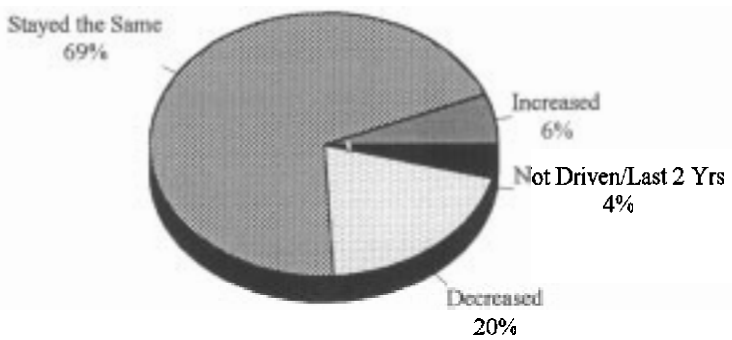
7.2 Changes to Driving Speed Over the Last 2 Years

All licensed respondents were asked the question:

> *"In the last 2 years has your driving speed generally increased, stayed the same or decreased?"*

Seven in ten people who have ever had a licence indicated that their driving speed has generally remained unchanged over the past two years. Of the 26% who indicated that their general driving speed has changed at **all**, considerably more said that they have decreased their speed (see Figure 12).

Figure 12. Driving Speed Change - Last 2 Years



Base: Ever had a licence (n=988)

"In the last 2 years, has your driving speed generally....?"

Respondents aged 15 to 24 years were more likely to say they had increased rather than decreased their general speed, perhaps reflecting the transition to a full licence in some cases. Those in the 25 to 39 year age bracket were more inclined to indicate a decrease in speed, particularly females in this age group.

Table 12: Changes to Driving Speed Over the Last Two Years

CHANGE IN FREQUENCY	AGE			
	15-24 %	25-39 %	40-59 %	60+ %
Increased.	15	5	6	1
Stayed the same	67	66	73	69
Decreased	13	28	18	15
Not Driven in last 2 yrs .	4	*	3	15
Don't know.	1	-	-	*
TOTAL:	100	100	100	100
(Base)	(126)	(338)	(305)	(219)

Base: Ever had a licence (n = 988)
*** < 0.5%**

Encouragingly, three in ten people who had been booked for speeding indicated they have decreased the speed at which they generally drive over the past two years (see Table 13). Only 5% of this group claimed that they had increased their speed.

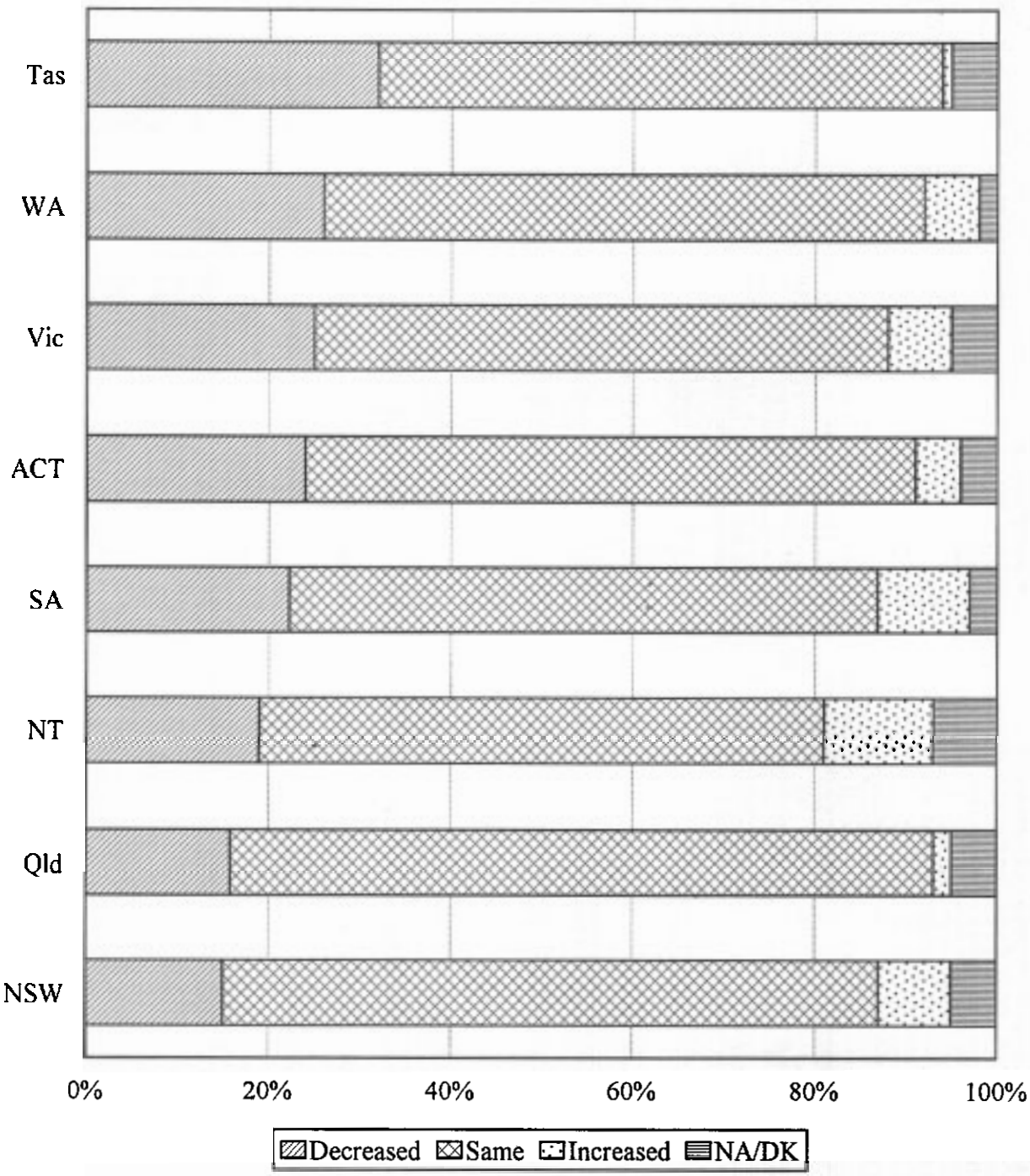
Table 13: Changes to Driving Speed Over the Last Two Years

CHANGE IN FREQUENCY	BOOKED FOR SPEEDING		
	Ever Booked	Past 6 Months %	Licence-Not Booked %
Increased.	5	12	7
Stayed the same	63	60	74
Decreased	29	28	12
Not driven in last 2 years	2	-	6
Don't know.	1	-	-
TOTAL:	100	100	100
(Base)	(450)	(57)	(538)

Base: Ever had a Licence (n = 988)

In summary, most drivers had not varied their general driving speed over the last two years. However, many more had decreased rather than increased that speed. This pattern was evident nationally (see Figure 13).

Figure 13. Driving Speed in Last 2 Years

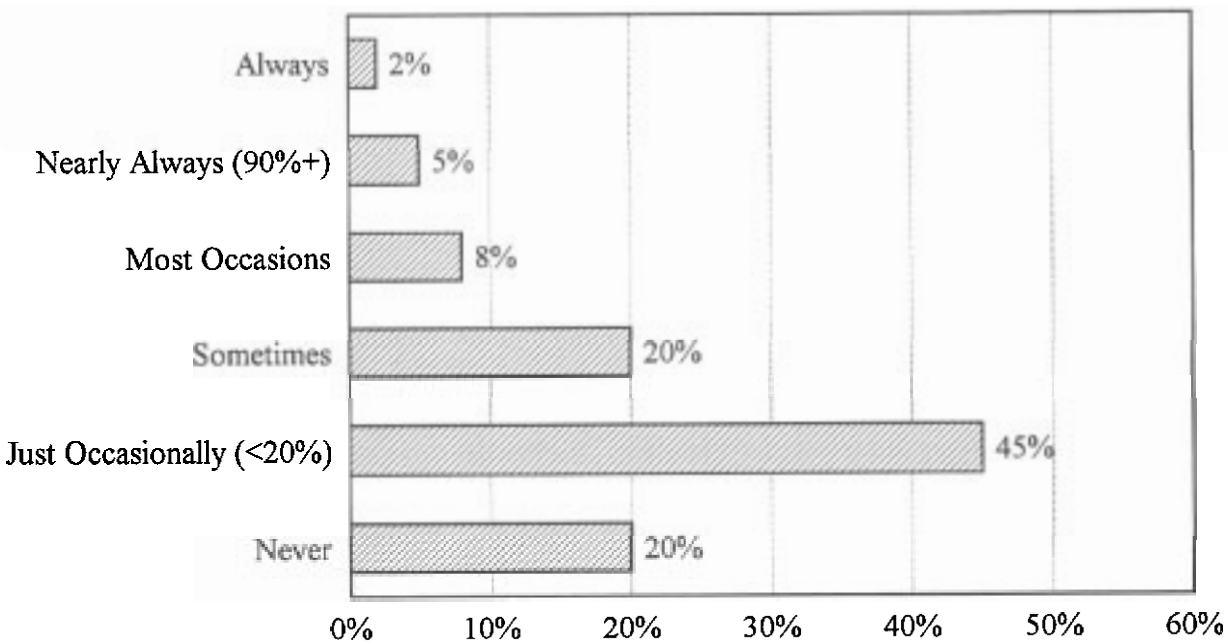


Base: Ever had a licence (n=988)

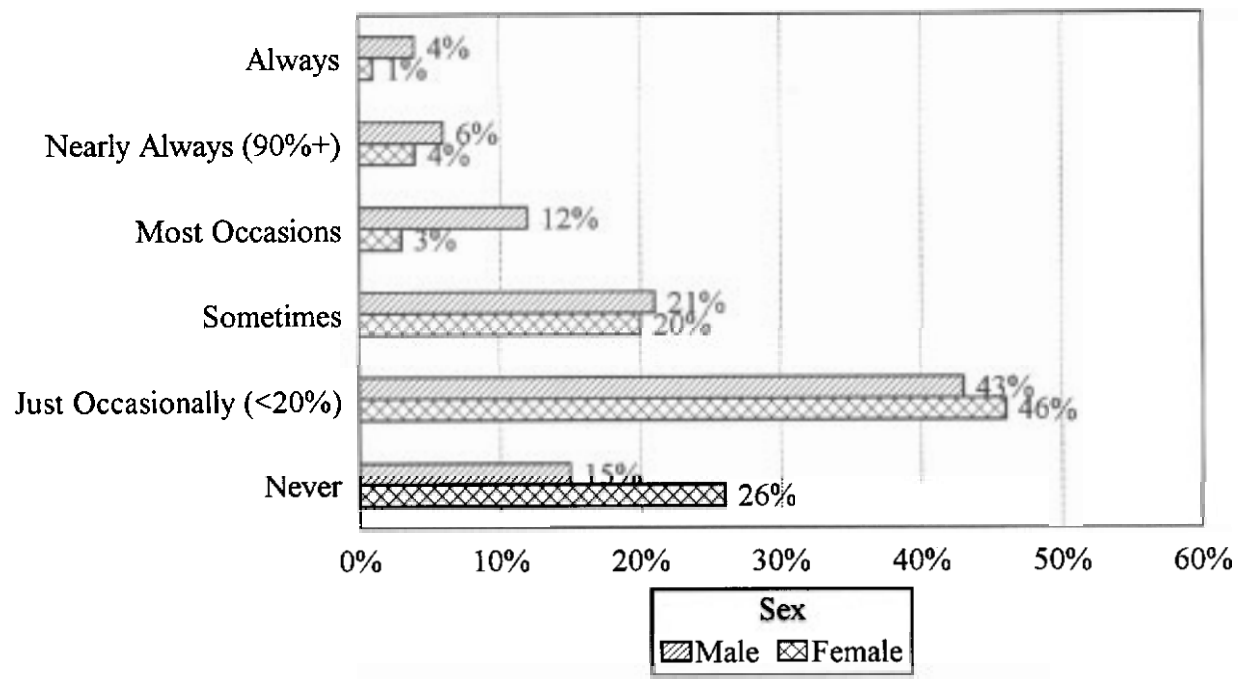
"In the last 2 years has your driving speed generally....."

Figure 14. Frequency of Driving at 10 kms/hr or More Over the Limit

a). Total Ever had Licence & Driven in Last 2 Years



b). Males versus Females



Base: Ever held licence and driven in last 2 years (n=937)

"How often do you drive at 10 km/hr or more over the speed limit?"

7.3 Frequency of Driving at 10 km/hr or More Over Limit

Respondents with a licence, and who had driven within the last two years, were asked:

> *"How often do you drive at 10 kilometres an hour or more over the speed limit?"*

As illustrated in Figure 14, one in five of these respondents indicated that they *"never"* exceed the posted limit by 10 km/hr or more. Close to half (45%) answered that they would drive 10 km/hr or more over the limit *"just occasionally"*. Overall, 15 % indicated this tendency on *"most occasions"* or more often, and one third - (33%) admitted to driving 10 km/hr or more over the limit on a regular basis (sometimes or more often).

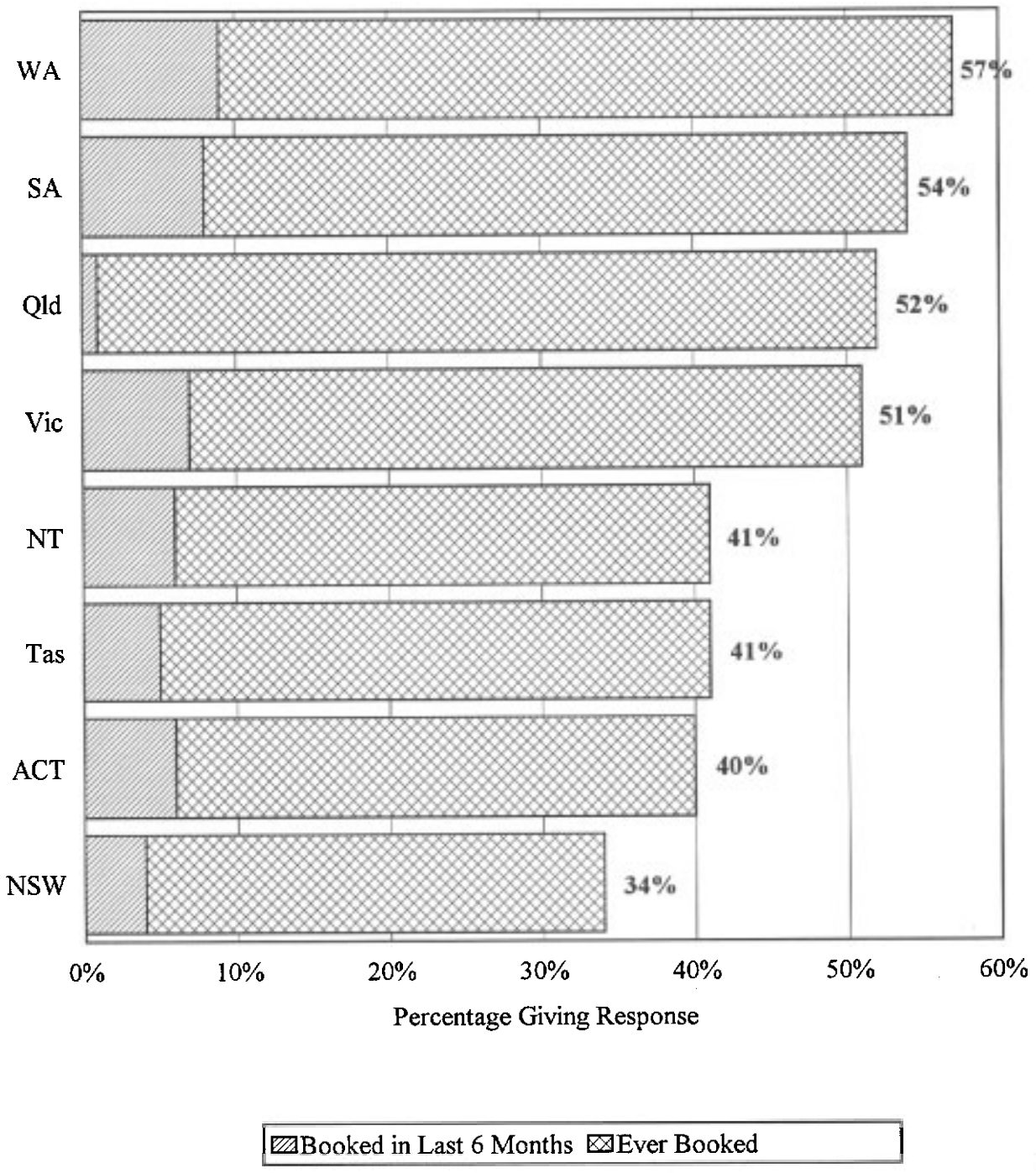
Males reported a greater tendency to exceed the speed limit by 10 km/hr or more. Note that 22% of male drivers and only 8% of female drivers stated that they drive 10 km/hr or more on most occasions or more often. Reported road speed also arose as being a function of age, with respondents over 40 years tending to report a lesser frequency.

Table 14: Frequency of Driving 10 km/hr or More Over the Limit

FREQUENCY	AGE			
	15-24 %	25-39 %	40-59 %	60+ %
Always/Nearly always/ Most occasions	21	14	16	8
Sometimes	20	28	20	7
Just occasionally (20% or less).	44	46	44	44
Never	15	12		43
TOTAL:	100	100	100	100
(Base)	(115)	(335)	(298)	(189)

Base: Ever had licence and driven in last 2 years (n = 937)

Figure 15. Incidence of Being Booked for Speeding



Base: All Respondents (n=1099)

"Have you personally ever been booked for speeding?"
"And have you been booked for speeding in the last 6 months?"

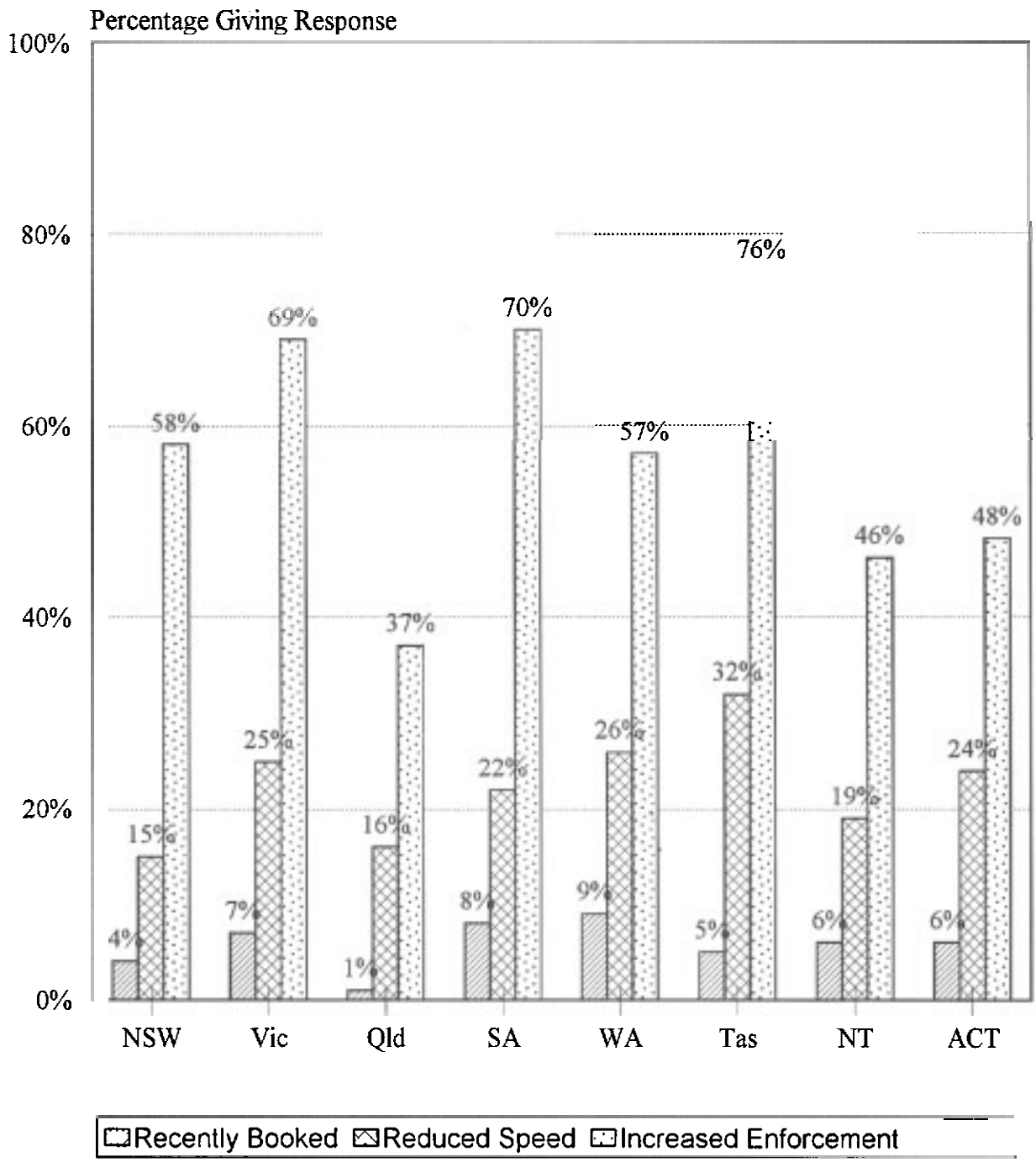
7.4 Incidence of Being Booked for Speeding

Overall, 46% of respondents who have ever held a licence indicated they have been booked for speeding in the past. Males were significantly more likely to have been booked (59% against 32% of females).

Some 5% of these people answered that they have received a speeding infringement in the last six months. Males aged 15 to 24 years emerged as the group most inclined to have been booked for speeding in this time period (16%).

Regional variations were apparent in this regard, with the incidence of receiving a speeding infringement most pronounced among Western Australians and South Australians (see Figure 15).

Figure 16. Enforcement Experience, Perceptions and Effect on Driving Speed, by State



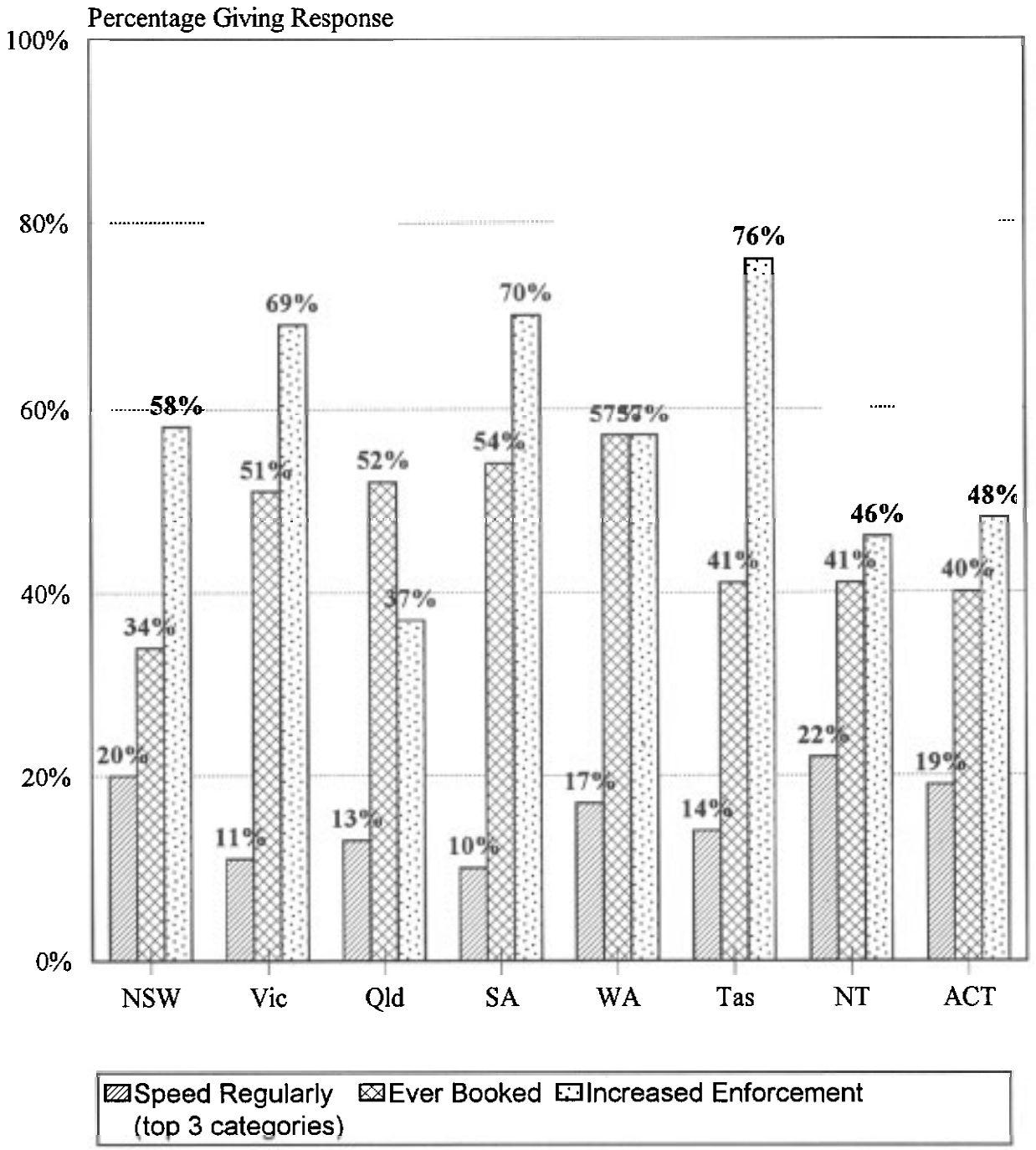
7.5 Summary of Speed Behaviour and Perceptions by State

Figure 16 illustrates enforcement experience, perceptions and reported effect on driving speed, by state. Despite a relatively similar incidence of reported bookings across the states, perceptions of increased enforcement did vary significantly. Perceptions of increased enforcement tended to be most pronounced in Tasmania, with a high proportion indicating a decrease in driving speed. Victorian and South Australian respondents displayed similar perceptions and change in driving behaviour in this regard.

State variations also emerged in relation to the incidence of people reporting that they regularly[5] exceed the speed limit by 10kms/hr or more, have ever been booked and perceptions of increased enforcement effort in this regard. As illustrated in Figure 17, respondents in New South Wales and the Northern Territory (and to a slightly lesser degree in the ACT), were more inclined to report regularity of exceeding the official speed limit, however the reported incidence of ever having been booked and perceptions of increased enforcement tended to be relatively lower in these regions.

It should be noted that other factors not recorded in this research, such as education or publicity campaigns, may explain some of these variations by jurisdictions.

Figure 17. Incidence of Exceeding Speed Limit, Ever Booked and Perception of Increased Enforcement, by State



8. OCCUPANT RESTRAINTS

8.1 Incidence of Wearing Seat Belts

All respondents were questioned about to the wearing of seat belts when travelling in a car, viz:

- in the **front** seat, as either a driver or passenger

and

- in the **back** seat.

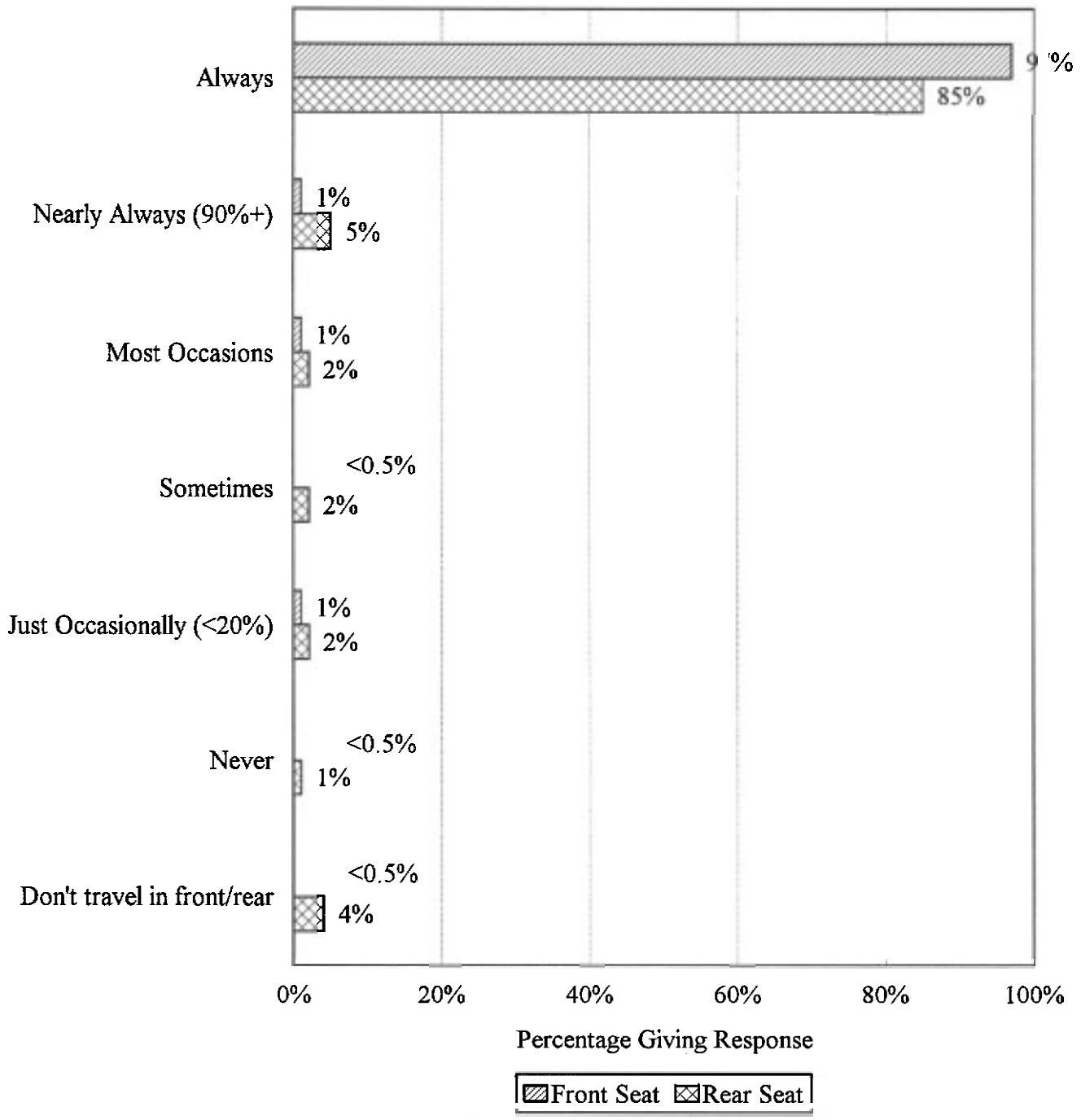
Overall, a high 97% claimed to *always* wear a seat belt in the front seat, with a further 1% indicating they *nearly always* would do so. This figure has progressively increased over the last 5 years.

Females were more likely than males to *always* wear a seat belt in the front seat (99% against 95%), consistent with earlier findings.

Respondents interviewed in the Northern Territory were less likely to indicate that they always wear a restraint when travelling in the front seat (88%). This figure has steadily increased since Wave 4 (73% in 1989).

Fewer respondents (85%) answered that they would *always* wear a seat belt when travelling in the *rear* seat. Just over nine in ten (92%) indicated they would wear a restraint in the back seat of a car at least on *most occasions*. Figure 18 illustrates the reported wearing of seat belts in the front and rear of a car.

Figure 18. Incidence of Wearing Seat Belts



Base: All Respondents (n=1099)

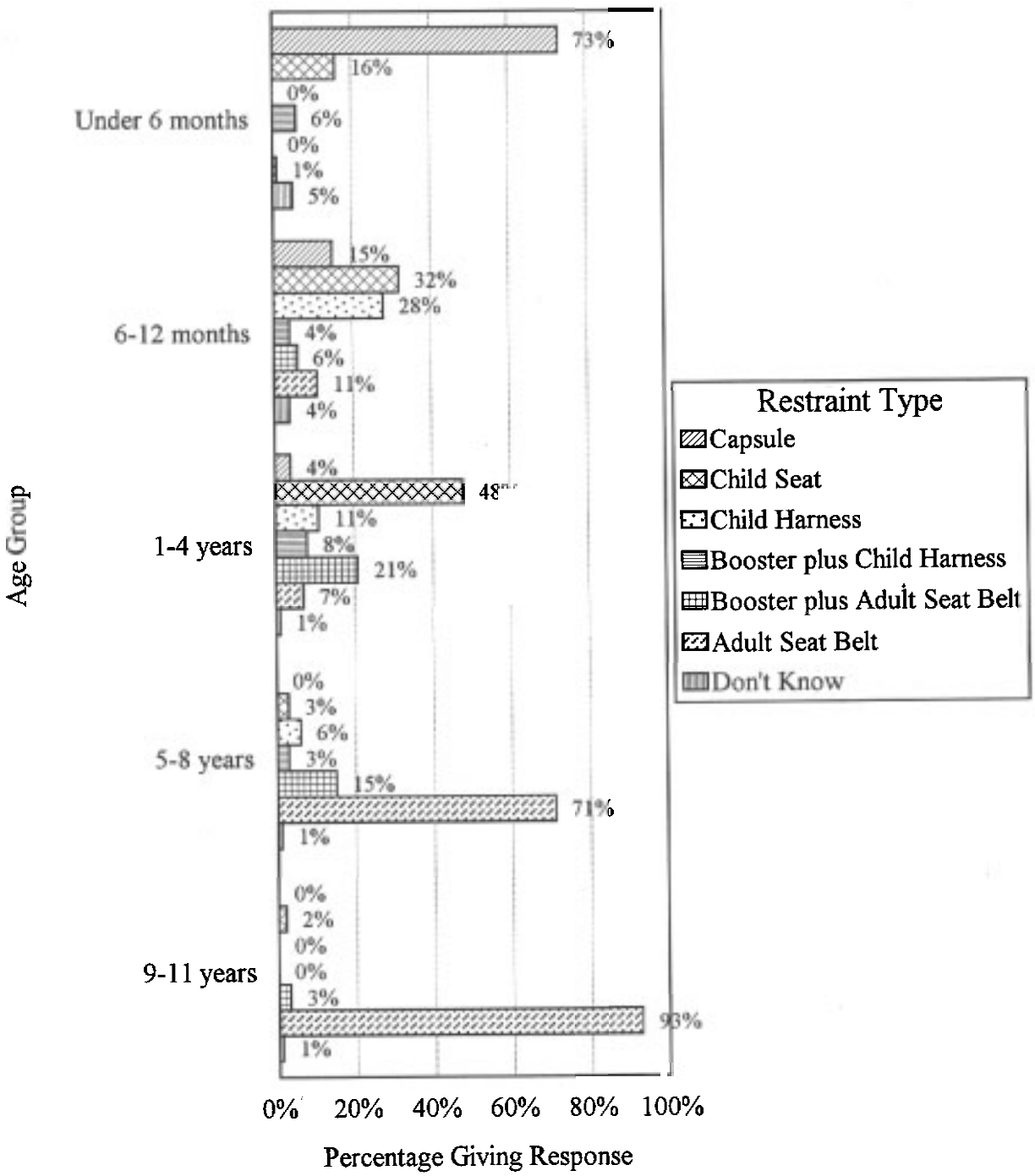
"When travelling in a car, how often do you wear a seat belt in the front seat either as a driver or a passenger...?"
"And in the rear seat, do you wear a seat belt....?"

Females again were more likely to answer that they *always* wear a seat belt in the rear seat (91% against 79% of males). Unlike previous measures, no variations of significance emerged across the age groups in this regard.

Northern Territory and Tasmanian respondents were least inclined to indicate they would "always" wear a seat belt when travelling in the rear of a car.

In summary, the incidence of seat belt usage was reported to be higher in this wave than in any previous survey. Usage when travelling in the back seat continues to be lower than in the front.

Figure 19. Restraint Used by Age Group



Base: Travel with children under 12 years of age (n=532)

8.2 Restraints Used by Children

It was established that approximately half of the sample (46%) would travel as a driver or as a passenger with children under 12 *at least sometimes*. One third of all respondents would travel with children of this age at least one day a week (36% of females and 29% of males interviewed).

Not surprisingly, those aged 25 to 39 years were more likely to travel with children under 12. Of this group, most travelled with one or two children.

Following are the main findings in relation to restraint use by child age (see Figure 19):

- nine in ten babies under 6 months were reported as being restrained in either a capsule (73%) or a child seat (16%)

- child seats and child harnesses were the most common form of restraint for babies aged 6 to 12 months (60%). A further 15% reported the use of capsules at this age, while 11% indicated that an **adult** seat belt was the restraint employed

- half the children (48%) aged 1 to 4 years were reported as being restrained in child seats, with one in five using a booster plus an adult seat belt. Some 7% were said to be restrained in an adult seat belt alone, 11% in a child harness

- nine in ten children aged 5 to 8 years covered in the survey were said to wear an adult seat belt (71%) or a booster plus adult seat belt (15%). By this age, only a small proportion (9%) were using a child seat or harness

- Most 9 to 11 year olds (93%) were reported as being restrained by an adult seat belt. A few (5%) were said to use a child seat or booster plus adult seat.

Regional variations were apparent, as follows:

- capsules and child seats were the only restraints used for babies under 6 months in N.S.W., Queensland, Western Australia and the A.C.T.

- child harnesses were the main type of restraint reported in Victoria for babies 6 to 12 months. They were less likely to be mentioned in N.S.W. and Tasmania

- children aged 5 to 8 years were less likely to be restrained in only an adult seat belt in Victoria and the A.C.T.

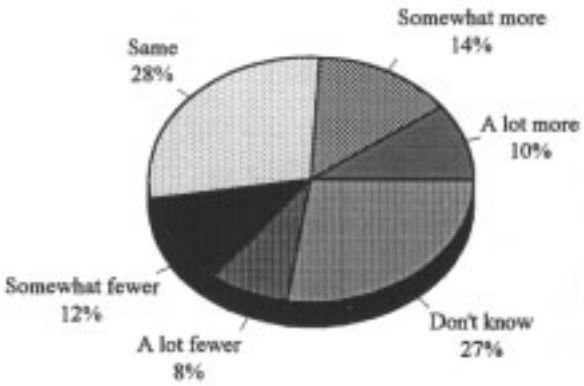
8.3 Occupant Restraint Enforcement

All respondents were asked:

> *"Compared with 2 years ago, do you feel that there are now **more** people being booked for failing to wear seat belts and restraints, the **same number**, or **fewer**?"*

Opinion was divided regarding this enforcement. Some 24% were of the belief that **more** people are being booked in this regard, compared with 20% who said that **less** are now being caught. A high 27% were unable to offer an opinion and 28% said that there has been no change. Overall, the enforcement of occupant restraint requirements appears to lack public visibility. (See Figure 20)

Figure 20. Occupant Restraint Enforcement - compared with 2 years ago



Base: All Respondents (n=1099)

"Compared with 2 years ago, do you feel there are more people being booked for failing to wear seat belts and restraints, the same number or fewer...?"

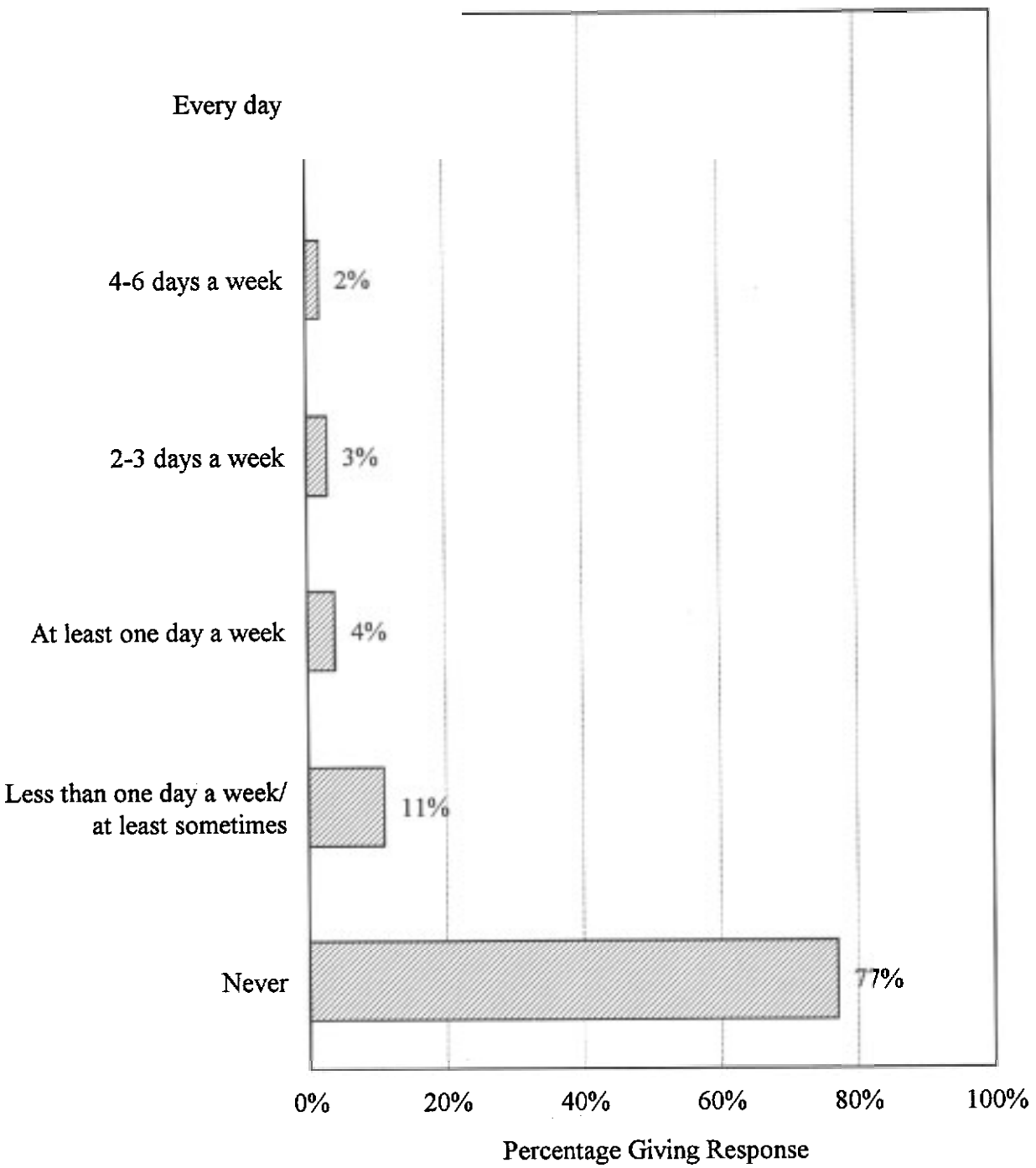
Respondents under 40 years of age, particularly males aged 15 to 24 years were most inclined to say that **more** people are now being booked for not wearing a restraint. Those over 40 years were twice as likely to be unsure regarding the incidence of being booked. This is illustrated in Table 15.

Table 15: Enforcement of Seat Belt Wearing Compared with Two Years Ago

FREQUENCY OF BEING BOOKED	AGE			
	15-24 %	25-39 %	40-59 %	60+ %
Total "more" now booked . . .	37	26	17	19
Same amount.	33	33	21	28
Total "less".	13	22	26	16
Don't know.	17	19	36	37
TOTAL:	100	100	100	100
(Base)	(136)	(353)	(322)	(268)

Base: All Respondents (n = 1099)

Figure 21. Frequency of Riding a Bicycle



Base: All Respondents (n=1099)

"How often do you ride a bicycle on the road, assuming an average week?"

9. BICYCLE RIDING

All respondents were questioned in relation to the frequency with which they ride a bicycle ("push-bike") on the road, assuming an average week.

Overall, 23% claimed to ride a bicycle on the road *"at least sometimes"*. Just over one in ten respondents (12%) indicated they would ride a bicycle on the road one day a week or more often. Figure 21 illustrates the pattern of response.

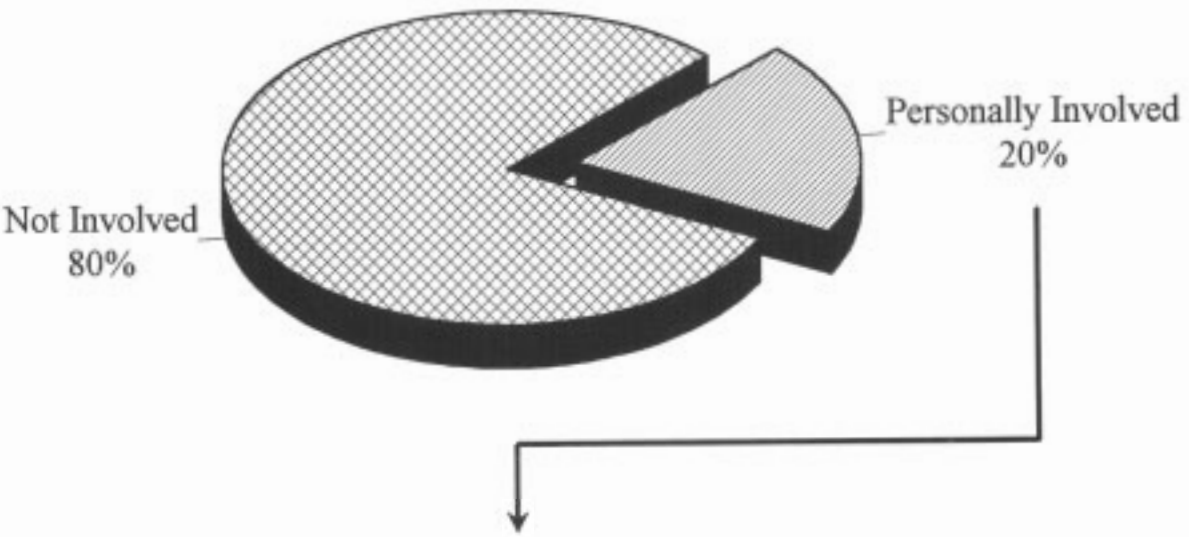
Males were more inclined to indicate the riding of a bycicle on the road, with the incidence tending to decline with respondent age (See Table 16).

Table 16: Frequency of Riding a Bicycle

FACTOR	SEX		AGE			
	Male %	Female %	15-24 %	25-39 %	40-59 %	60+ %
At least 1 day a week. .	19	7	26	13	9	4
Less than 1 day a week/ at least sometimes .	15	8	15	18	10	1
Never/No longer	67	86	58	68	81	95
TOTAL:	100	100	100	100	100	100
(Base)	(494)	(605)	(156)	(353)	(322)	(268)

Base: All Respondents (n = 1099)

Figure 22. Involvement in a Road Accident - Past 3 Years



Severity of Accident

Someone killed/hospitalised	1%
Someone injured - not hospitalised	2%
Major vehicle damage - no injuries	4%
Minor Vehicle damage - no injuries	11%
Don't know	1%

Base: All Respondents (n=1099)

"Thinking about all forms of road use over the past 3 years..... have you been involved in a road accident, either as a driver, passenger or as any other form of road user in the past 3 years?"

10. INVOLVEMENT IN A ROAD ACCIDENT

Respondents were asked if they had been involved in a road accident in the past three years, as a driver, passenger or as any other form of road user.

One in five respondents answered in the affirmative, the majority of accidents reported (80%) involving vehicle damage but no injury to people. Figure 22 illustrates the severity of accidents in this regard.

The incidence of having been involved in a road accident in the past three years was most pronounced among younger respondents, particularly males aged 15 to 24 years. This is shown below in Table 17.

Table 17: Involvement in a Road Accident

	AGE WITHIN SEX					
	Males			Females		
	15-24	25-39	40+	15-24	25-39	40+
Personally involved in accident	45%	22%	14%	33%	20%	14%
(Base)	(74)	(152)	(268)	(82)	(201)	(322)

Base: All Respondents (n = 1099)

Of all past three year road accidents reported, half the people killed or hospitalised were members of the immediate family.

All respondents were subsequently questioned in relation to whether they themselves, an immediate member of their family, or a close friend had **ever** been **seriously** injured in a road accident. A "serious injury" was defined as resulting in hospitalisation or death.

One in five people (20%) indicated they themselves or an immediate family member had been seriously injured as a result of a road accident. Young females (15 to 24 years) emerged as most inclined to report serious injury in this regard.

Nearly two in every five (38%) answered that a close friend had ever been in a road accident resulting in serious injury. A greater incidence of having a close friend seriously injured in a road accident was evident among younger respondents. Table 18 illustrates these findings by age group.

Table 18: Incidence of Serious Injury in a Road Accident

	AGE WITHIN SEX					
	Males			Females		
	15-24	25-39	40+	15-24	25-39	40+
Self or immediate Family Member . . .	20%	18%	22%	33%	22%	19%
Close friend	45%	51%	33%	35%	45%	30%
(Base)	(74)	(152)	(268)	(82)	(201)	(322)

Base: All Respondents (n = 1099)

ATTACHMENT A: The Questionnaire

Time call answered: _____:_____

ood (....). My name is (....) from RAMIS Corporation, the market research company. I am calling about the letter sent last eek from the Department of Transport and Communications, inviting someone in your home to take part in a survey about ads and traffic.

NECESSARY:

d you see that letter?

NO:

e Department (Transport and Communications) conducts regular surveys into public opinion and your home has been selected random to be included in this year's survey.

FER TO SEND ANOTHER LETTER IF RESPONDENT WILL NOT ANSWER FURTHER - OBTAIN FULL ADDRESS.

e need to speak to one person in each household and it is very important that we randomly select that person.

How many people living in your home are aged 15 years and over?

No.

ONLY ONE, INTERVIEW THAT PERSON

TWO OR MORE, ASK:

o help me select the person for this interview, please tell me the name of each of those (..number..) people starting with the oungest.

Person No.	Persons name/position	Sex (Male/Female)	Age Group (Code)	Selected Respondent
1				1
2				2
3				3
4				4
5				5
6				6

SK SEX OF EACH LISTED PERSON

(..person..) male or female?

Which of the following age groups does (..person..) fall into?

HEN SAY, AFTER COMPUTER HAS RANDOMLY SELECTED ONE MEMBER ....

he person I now need to speak to is (..person..). Is (he/she) home now? (IF AGED 15, OBTAIN PARENTAL AGREEMENT)

OFFICE:

Selection occurred at CALL 1, 2, 3, 4, 5, 6, 7, 8 or 9

NOTE: NO AGE OR SEX QUOTAS. ONLY PROCEED WITH SELECTED RESPONDENT

Q.1a) What factor do you think most often leads to road crashes?
RECORD SINGLE RESPONSE IN (First Mention) GRID BELOW. ALL OTHER RESPONSES IN COLUMN FOR Q.1b (Other Mentions)

Q.1b) What other factors cause road accidents or endanger people's safety on our roads? What else?
ACCEPT MULTIPLES AND RECORD IN GRID BELOW - MAXIMUM TWO RESPONSES IN Q.1(b)

	Q.1(a) First Mention	Q.1(b) Other Mentions (up to 2)
Speed/Excessive speed/Inappropriate speed	1	1
Drink driving	2	2
Drugs (other than alcohol)	3	3
Driver attitudes/Behaviour/Impatience	4	4
Driver inexperience/Young drivers	5	5
Older drivers	6	6
Inattention/Lack of concentration	7	7
Carelessness/Negligent driving	8	8
Lack of driver training/Insufficient training	9	9
Driver fatigue	10	10
Disregard of road rules	11	11
Ignorance or road rules	12	12
Road design/Poor design/Poor road signs	13	13
Road conditions/Traffic congestion	14	14
Weather conditions	15	15
Vehicle design	16	16
Failing to maintain vehicle/Lack of maintenance	17	17
Too few police on road/Lack of police enforcement	18	18
Other **(specify)**	19	19
_____		
_____		
_____		
(Don't know/none)	25	25

DRINK DRIVING SECTION

The next few questions are about random breath testing of drivers, or RBT, for alcohol.

Q.2. Do you agree or do you disagree with the random breath testing of drivers? **IF NECESSARY SAY:** "Random breath testing for alcohol." Would that be ... strongly agree/disagree or somewhat agree/disagree?	Strongly agree . .	1
	Somewhat agree	2
	Somewhat disagree	3
	Strongly disagree	4
	(Don't know)	5

Q.3.	In your opinion, in the last 2 years has the amount of random breath testing being done by police ..... **READ OUT** **If necessary: "Do you feel that the police have been more active or less active about random breath testing in the last 2 years, or has that activity stayed the same?")**	Increased/more? . . . . Stayed the same? . . . or Decreased/less? . . . (Don't know)	1 2 3 4

Q.4.	Have you seen police conducting random breath testing in **the last 6 months?**	Yes . . . . . . No . . . . . . (DK/Can't recall)	1 2 3	**CONTINUE** **GO TO Q.6.** **GO TO Q.6.**

Q.5.	Have you personally been breath tested in the last 6 months?	Yes . . . . . . No	1 2	**GO TO Q.7.** **CONTINUE**

Q.6.	Do you know anyone who has been random breath tested in the last 6 months?	Yes . . . . . . No	1 2

Q.7.	At present, most drivers are subject to a *"point 0 five"* (0.05) blood alcohol count limit. You may also be aware that some drivers are subject to a **ZERO** blood alcohol count. These include younger drivers, heavy vehicle drivers and professional drivers such as taxi drivers and bus drivers. Which of the following options would you recommend? Would you .... **READ OUT**	... keep the blood alcohol limits <u>**the same as they are now**</u> (most at 0.05, some at zero)? . . . . lower the blood alcohol limit for those at present on 0.05, but not to zero? . . . . introduce the zero blood alcohol limit to all drivers in the near future? ... introduce the zero blood alcohol limit to all drivers at some later time, but not immediately . . . . . . (Don't know)	1 2 3 4 5

Q.8. Current guidelines state that a (..man/woman..) can drink so many standard drinks in the first hour and then so many each hour after that to stay under .05. **PAUSE**

Q.8. If a standard drink refers to a 10 oz glass (285 mls) of full strength beer, a 5 oz. glass (140 mls) glass of wine, a nip of spirits or a small (2 oz) glass of port.... **PAUSE**

a) How many standard drinks are referred to in the first hour for a **(..say sex of respondent..)** to stay under .05? **RECORD BELOW**

ENCOURAGE BEST ESTIMATE - STRESS 'MALE' or 'FEMALE' ACCORDING TO SEX OF RESPONDENT

b) And how many drinks each hour after that will keep you under .05?

	(a)	(b)
One	1	1
Two	2	2
Three	3	3
Four	4	4
Five	5	5
Other **(specify)**	6	6
(Don't know)	9	9

Q.9a) Do you think that a blood alcohol reading of .05 would affect your ability to act safely as a pedestrian in any way? **IF "Do not drink/only drink at home", SAY: "Do you expect it would affect your ability to act safely as a pedestrian, or not?"**	Yes, would affect .	1
	Would not affect .	2
	(Don't know)	3

Q.9b) Do you think that a blood alcohol reading of .15 would affect your ability to act safely as a pedestrian in any way? **IF "Do not drink/only drink at home", SAY: "Do you expect it would affect your ability to act safely as a pedestrian, or not?"** **IF NECESSARY, SAY: ".15 is three times the blood alcohol level."**	Yes, would affect .	1
	Would not affect .	2
	(Don't know)	3

Q.10. Do you personally have a current driver or motor cycle licence or permit?	Yes	1	CONTINUE
	No	2	GO TO Q.12.

IF LICENSED: Q.11. How often do you drive or ride a motor vehicle on the road, assuming an average week? **READ OUT**	Every day	1	
	4-6 days a week	2	**GO**
	2-3 days a week	3	
	At least one day a week	4	**TO**
	Less than one day a week/at least sometimes	5	
	Never/Do not drive nowadays	6	**Q.13.**

IF DO NOT HAVE CURRENT LICENCE ("No" in Q.10) ASK:

.12. Have you **ever** had a driver or motorcycle licence?	Yes	1	CONTINUE
	No	2	GO TO Q.16.

EVER HELD LICENCE - "Yes" in Q.10. or "Yes" in Q.12.

.13. What licence (or licences) do you hold (have you held)?	Car: Learner's permit	1
	Provisional Licence P/plate .	2
Any other licences?	Driver's licence	3
AID IF NECESSARY	Heavy vehicle licence	4
	Bus licence	5
	Motorcycle Learner's permit . . .	6
	Provisional licence .	8
	Motorcycle licence .	9
	Taxi or Hire Car Licence	10

.14. How long have you had (did you have) your driver's licence or permit?	Up to 3 years	1
	3-5 years	2
IF MORE THAN ONE LICENCE OR PERMIT, ACCEPT THE LONGEST PERIOD OF TIME	6-10 years	3
Would that be ..... **READ OUT**	Over 10 years	4

IF HOLD CURRENT LICENCE ("Yes" in Q.10.) - OTHERS GO TO Q.16.

Q.15. Which of the following statements best describes your attitude to drinking and driving? **READ OUT** Would that be ..... **READ OUT**	I don't drink at any time	1
	If I am driving, I don't drink	2
	If I am driving, I restrict what I drink	3
	If I am driving, I do not restrict what I drink	4
	(Don't know)	5

SPEEDING SECTION

EVERYONE:

Now I have a few questions about speed on the road.

Q.16. Compared with 2 years ago, do you feel that **more** people who speed are being booked now, **the same** number or **fewer**? **IF "More" OR "Less", SAY: "Is that a lot (more/fewer) or somewhat (more/fewer)?**	A lot more people who speed are being booked now, compared with 2 years ago	1
	Somewhat more people who speed are being booked	2
	About the same amount being booked	3
	Somewhat fewer people who speed are being booked	4
	OR A lot fewer being booked	5
	(Don't know)	6

IF EVER HELD LICENCE ("Yes" in Q.10 or "Yes" in Q.12.)

Q.17. Have you personally ever been booked for speeding?	Yes	1	**CONTINUE**
	No	2	**GO TO Q.19.**

Q.18. And have you been booked for speeding in the last 6 months?	Yes	1	**CONTINUE**
	No	2	**CONTINUE**
	Not driven in last 6 months . .	**3**	**GO TO Q.21.**

Q.19. In the last 2 years has your driving speed generally .... **READ OUT**	Increased?	1	**CONTINUE**
	Stayed the same?	2	**CONTINUE**
	or Decreased?	3	**CONTINUE**
	Not driven in last 2 years .	5	**GO TO Q.21.**

Q.20.	How often do you drive at 10 km/hr or more over the speed limit? Would that be .... **READ OUT**	Always?	1
		Nearly always (90%+)?	2
		Most occasions?	3
		Sometimes?	4
		Just occasionally (20% or less)	5
		or Never?	6

RESTRAINT SECTION

			(a)	(b)
Q.21a)	When travelling in a car how often do you wear a seat belt in the <u>front seat</u>, either as a driver or a passenger? Would that be .... **READ OUT**	Always?	1	1
		Nearly always (90%+)?	2	2
		Most occasions?	3	3
		Sometimes?	4	4
Q.21b)	And in the <u>rear seat</u> would you wear a seat belt .... **READ OUT**	Just occasionally (20% or less)?	5	5
		Never?	6	6
		(Don't travel in front/rear)	7	7

Q.22.	How often do you travel as a driver or passenger with **children under 12** in a motor vehicle, assuming an average week? **READ OUT**	Every day	1	**CONTINUE**
		4-6 days a week	2	**CONTINUE**
		2-3 days a week	3	**CONTINUE**
		At least one day a week	4	**CONTINUE**
		Less than one day a week/at least sometimes	5	**CONTINUE**
		Do not travel as a driver or passenger with children under 12	6	**GO TO Q.25.**

TRAVEL WITH CHILDREN UNDER 12 ASK:

Q.23.	When travelling in a car with children under 12, do you place them in seat belts or restraints .... **READ OUT**	Always?	1
		Nearly always (90%+)?	2
		Most occasions?	3
		Sometimes?	4
		Just occasionally (20% or less)?	5
		Never?	6
		(Don't know)	7

Q.24a) What are the ages of the children under 12 who travel regularly with you? **RECORD IN GRID BELOW**

Q.24b) What type of restraint does each child use? **READ OUT IF NECESSARY**

		Child #1	Child #2	Child #3	Child #4	Child #5
(a) Age	Under 6 mths	1	1	1	1	1
	6-12 months	2	2	2	2	2
	1-4 years . .	3	3	3	3	3
	5-8 years . .	4	4	4	4	4
	9-11 years .	5	5	5	5	5
(b) Baby Capsule . .		1	1	1	1	1
Child seat		2	2	2	2	2
Child harness		3	3	3	3	3
Booster + child harness		4	4	4	4	4
Booster + adult seat belt		5	5	5	5	5
Adult seat belt		6	6	6	6	6
(Don't know)		7	7	7	7	7

EVERYONE:

Q.25. Compared with 2 years ago, do you feel there are now <u>more</u> people being booked for failing to wear seat belts and restraints, the <u>same number</u> or <u>fewer</u>. **If "More" or "Less" say:** "Is that a lot (..<u>more/fewer</u>..) or somewhat (..<u>more/fewer</u>..)?	A lot more being booked for failing to wear a seat belt compared with 2 years ago	1
	Somewhat more people being booked . .	2
	About the same amount of people being booked	3
	Somewhat fewer people being booked . .	4
	<u>OR</u> A lot fewer people being booked for failing to wear a seat belt	5
	(Don't know)	6

BICYCLE SECTION

EVERYONE: **Q.26.** How often do you ride a bicycle on the road, assuming an average week - by "bicycle", I mean a "push bike", not a "motor" bike. **READ OUT**	Every day	1	**CONTINUE**
	4-6 days a week	2	**CONTINUE**
	2-3 days a week	3	**CONTINUE**
	At least one day a week	4	**CONTINUE**
	Less than one day a week/at least sometimes	5	**CONTINUE**
	Never/Do not ride nowadays .	6	**GO TO Q.29**

Q.27. As a result of the introduction of compulsory helmet wearing laws for bicyclists, which came into effect on (..date..) did you change the amount of time you spend riding or did your amount of riding not change at all? READ OUT	Yes, changed as a result of the new law	1	CONTINUE
	No change/same as before	2	GO TO Q.28.

IF CHANGED - "Yes" in Q.27. Q.28. Do you ride (ROTATE) more, the same or less than you did before? IF "More" or "Less", SAY: Is that a lot (more/less) or somewhat (more/less) as a result of the new laws?" READ OUT	A lot more	1
	Somewhat more	2
	Somewhat less	3
	A lot less	4
	(Now) Stopped riding because of it	5

NOTE: Responses to Q.27. and Q.20. and Q.20. have been tabulated separately but have not been reported in this document due to a late change in the question skip pattern. We cannot therefore measure the extent, if any, of the legislation causing people to stop bicycle riding altogether.

ACCIDENT SECTION

Q.29. Thinking about all forms of road use over the past 3 years .... have you been involved in a road accident, either as a driver, passenger or as any other form of road user in the past 3 years?	Yes	1	CONTINUE
	No	2	GO TO Q.32

Q.30. Was this an accident where ..... READ OUT ONE ANSWER ONLY	Someone was killed or needed to be hospitalised . . .	1	CONTINUE
	Someone was injured but did not need to be hospitalised	2	GO TO Q.32.
	There was major damage to a vehicle but no one was injured	3	GO TO Q.32.
	There was minor damage to a vehicle but no one was injured	4	GO TO Q.32.
	None of the above	5	GO TO Q.32.
	(Don't know)	6	GO TO Q.32.

IF SOMEONE KILLED OR HOSPITALISED (Code 1 in Q.30. ASK Q.31.: Q.31. Was that a member of your immediate family, a close friend or somebody else? ACCEPT MULTIPLES	Member of immediate family	1
	Close friend	2
	Somebody else	3
	Other response (specify) . . .	4

IF ANSWER TO Q.31. IS NOT CODE 1, ASK Q.32.:

Q.32.	Have you or any member of your immediate family ever been seriously injured in a road accident or road crash? **(SERIOUS INJURY = HOSPITALISED OR KILLED)**	Yes	1
		No	2

IF ANSWER TO Q.31. IS NOT CODE 2, ASK Q.33.

Q.33.	Have you ever had a close friend hospitalised or killed as a result of a road accident or road crash? **(SERIOUS INJURY = HOSPITALISED OR KILLED)**	Yes	1
		No	2

DEMOGRAPHICS

To make sure we have a good cross section of people, I'd like to ask the few remaining questions about yourself.

D.1.	What is your usual occupation? **READ OUT**	Still at school	1	**GO TO D4**
		Tertiary or other student	2	**GO TO D4**
		Full time home duties	3	**GO TO D4**
		Retired/Pensioner	4	**GO TO D4**
		Unemployed	5	**GO TO D4**
		Working	6	**CONTINUE**
		(Don't know)	7	**GO TO D4**

IF WORKING (Code 6 in D.1.)

D.2.	Would that be ... **READ OUT**	Full time (more than 20 hours per week)	1
		Part time	2

.3.	What is your occupation?	
	Professional *(e.g. doctor, dentist, engineer, scientist, accountant, lawyer, business professional)*	1
	Managerial *(e.g. director, senior and specialist manager, senior public servants)*	2
	Technical or Para-Professional *(e.g. technical officer, computer programmer or operator, teaching or nursing aids, scientific officers)*	3
	Other White Collar *(e.g. sales, clerical, secretarial)*	4
	Skilled Trades and Crafts *(e.g. builder, carpenter, cook, artist, musician, electrician, plumber, bricklayer, butcher, craftworker, police, hairdresser)*	5
	Other Blue Collar Worker *(e.g. semi-skilled or unskilled worker, service workers, operators)*	6
	Truck, Bus, Taxi or other vehicle driver	7
	Farmer, Grazier or similar	8
	Other farm worker	9
	Other (specify)	10

ERYONE:

.4.	And what is the highest level of education you have so far reached?	Primary school	1
		Secondary school	2
		Trade Qualifications/TAFE Course	3
		Tertiary Qualification(s)	4
		Other **Specify)**	5

.5.	Do you live in a .... **READ OUT - BEST ESTIMATE**	Major city of 500,000 or more people?	1
		City of 100,000-500,000 people?	2
		City of 50,000 to 100,000 people?	3
		City or town of 20,000-50,000 people?	4
		Town of 5,000-20,000 people?	5
		Community of 500-5,000 people?	6
		Rural community of under 500 people?	7
		(Don't know)	8

.6.	And may I have your home postcode please? **RECORD SUBURB IF DON'T KNOW.**	

.7.	SEX OF RESPONDENT	Male	1
		Female	2

.8.	And may I confirm your age group again?	Code **(Write in)**	

RECORD:

Respondent Name: _____

Telephone Number: _____

Date: _____/_____/_____

Location:		
	NSW Metro	**1**
	NSW Other	**2**
	Vic Metro	**3**
	Vic Other	**4**
	Qld Metro	**5**
	Qld Other	**6**
	SA Metro	**7**
	SA Other	**8**
	WA Metro	**9**
	WA Other	**10**
	Hobart	**11**
	Other Tasmania	**12**
	Darwin	**13**
	Other NT	**14**
	ACT	**15**
	Northern Territory	**13**

Interviewer Name: _____

THANK RESPONDENT AND CLOSE APPROPRIATELY

Time Interview Completed: _____._____ am /pm

Length of Interview: _____ mins

ATTACHMENT B:

Comments on Questionnaire Compared with Previous Wave 6

The questionnaire used in Wave 7 was based around certain questions asked in Wave 6 and incorporated additional questions reported by FORS. Certain other questions in the survey and some changes to wording were also suggested by RAMIS and included.

The following questions from Wave 6 were repeated (the question numbers below refer to Wave 7 numbering):

Q.1a)	Similar wording and response coding
Q.1b)	Similar sense but wording extended to incorporate "safety on our roads".
Q.2	Some wording, then extended to record **degree** of agreement or disagreement (a lot, somewhat).
Q.5	Similar wording, but with direct stress on "personally".
Q.10-13	Same
Q.15	Same
Q.21a),b)	Same
Q.23	Substantially amended, stressing "under 12" and conditional on travelling with children of that age at least once a week.
Q.29	Similar
Q.30	Extended response codes

Demographics similar

The above questions are comparable with previous waves, though subject to the caution arising out of the change in survey methodology. **All other questions in Wave 7 were new to the monitor.**

ATTACHMENT C:

Sample Analysis - Wave 7

REGION	NO. OF INTERVIEWS		ORIGINAL SELECTED SAMPLE[1]		IN SCOPE[2]		IN SCOPE AS % OF SELECTED SAMPLE
	Suggested (No.)[3]	Actual Total Addressed (No.)	Mailed (No.)	%	(No.)	%	%
Sydney	92	110	184	60	145	76	79
Rest of NSW.	58	65	89	73	77	84	87
Melbourne	104	133	203	66	167	80	82
Rest of Vic.	46	48	71	68	55	87	77
Brisbane	66	74	100	74	86	86	86
Rest of Qld	84	84	131	64	100	84	76
Adelaide	106	96	160	60	123	78	77
Rest of S.A.	44	51	70	73	55	93	79
Perth	104	102	160	64	126	81	79
Rest of W.A.	46	47	70	67	55	85	79
Darwin	50	49	80	61	67	78	84
Rest of N.T	50	50	80	63	58	86	73
Hobart	39	56	69	81	63	89	91
Rest of Tas.	61	71	91	78	78	91	86
A.C.T.	50	63	91	78	78	91	86
TOTAL:	1000	1099	1649	66.6%	1333	82.4%	80.8%

[1] These were the numbers of households receiving an advance letter.

[2] These households yielded some form of contact within 9 calls.

[3] FORS suggested a regional sample size distribution, similar to that achieved in previous waves. That end sample, by region, was used by RAMIS when deciding how many original households to select in each region.

ATTACHMENT D:

Notes to assist the reader with the interpretation of the data in this report, we provide the following notes and guidelines:

- all statistical data contained in this report area estimates. Despite the precautions taken to minimise sampling variability, the estimates are subject to sampling error arising from the fact that the actual sample employed in this survey was one of a large number of possible samples of equal size that could have been used by applying the same sample design and selection procedures

- survey results should only be extrapolated to the population that the sample was drawn from. In this survey, the universe was the Australian population aged 15 years and over

- a stratified sample was drawn, with quotas being set for each state and territory, the total result was weighted in accordance with 1991 Census data to accurately reflect the country as a whole

- the standard error of a survey estimate is a measure of the variation among estimates from all possible samples. The standard error can be calculated using the formula:

$$\text{Standard error} = \sqrt{\frac{(100-p)p}{n}}$$

where P = survey result
(the percentage giving any answer)

N = the sample size
(for the total or any sub-group)

- the estimate and its associated standard error may be used to construct a confidence interval, i.e., an interval having a prescribed probability that it would include the average result of all possible samples

- if any two sample groups are compared in this report, to determine whether the variation between them is significant, we have:

  - calculated the standard error of the variation
  - compared the variation with its margins of error (i.e., two standard errors)

- only statistically significant variations are reported

- by statistically significant, we mean that we can be confident that the probability of the variation between the results is in fact due to a real difference in usage or attitudes (depending on the question) is at least 95%. In some cases, significance was reported at 90% confidence

- all survey results indicated in the report are rounded to the nearest whole percentage

The following table indicates the theoretic margin of error at 95% confidence, related to sample sizes frequently used in this report:

	SURVEY RESULTS (p)				
SAMPLE SIZE	10% /90%	20% /80%	30% /70%	40% /60%	50% /50%
1100 (total sample)	1.8	2.4	2.7	2.9	3.0
500	2.7	3.6	4.1	4.4	4.5
300	3.5	4.1	5.3	5.7	5.8
150	4.9	6.5	7.5	8.0	8.2
100	6.0	8.0	9.2	9.8	10.0

For example, there is a probability of 95% or more that the true result for the total sample would be within 1.8% of survey estimates, assuming a 10% or 90% result, and 3% assuming a 50% result (i.e., percentage agreeing with a statement).