



# Understanding Attitudes Towards Daylight Saving in Queensland

Resident and Business Surveys

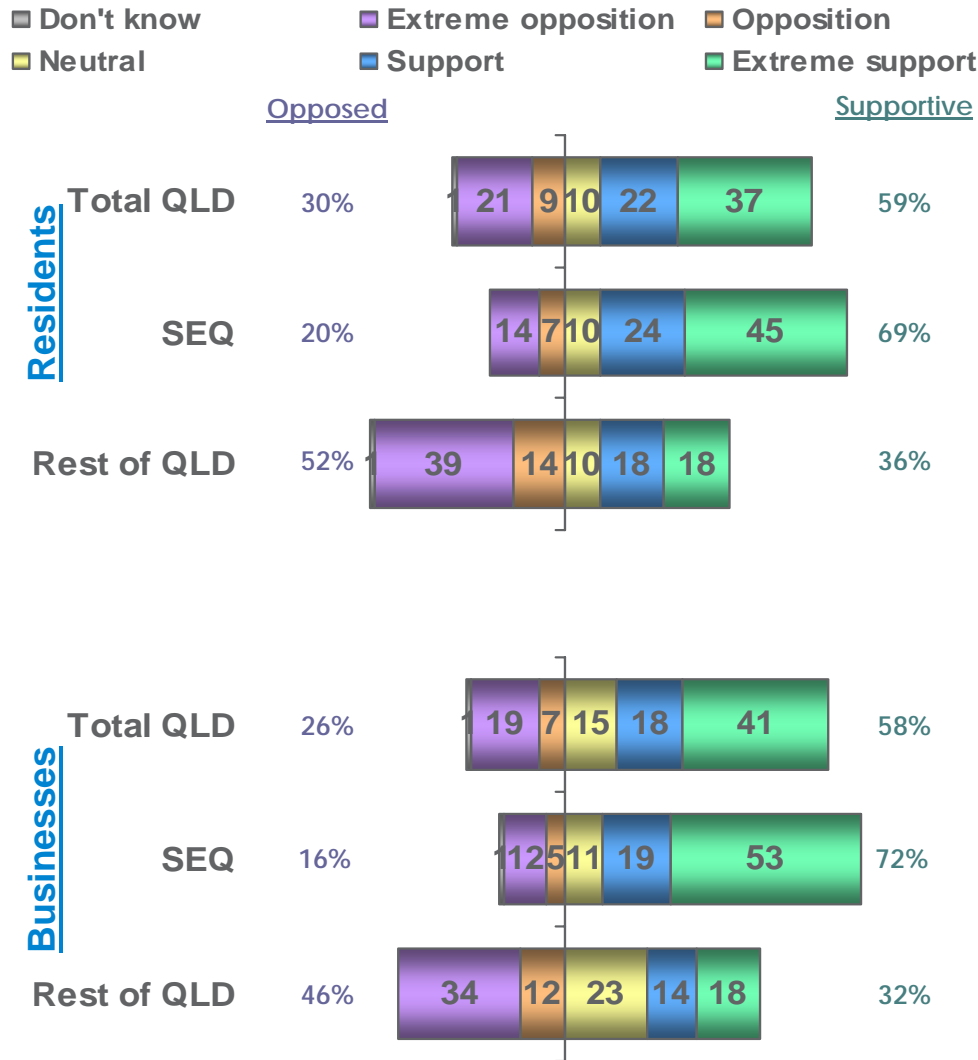
on behalf of Department of the Premier and Cabinet

## Executive Summary

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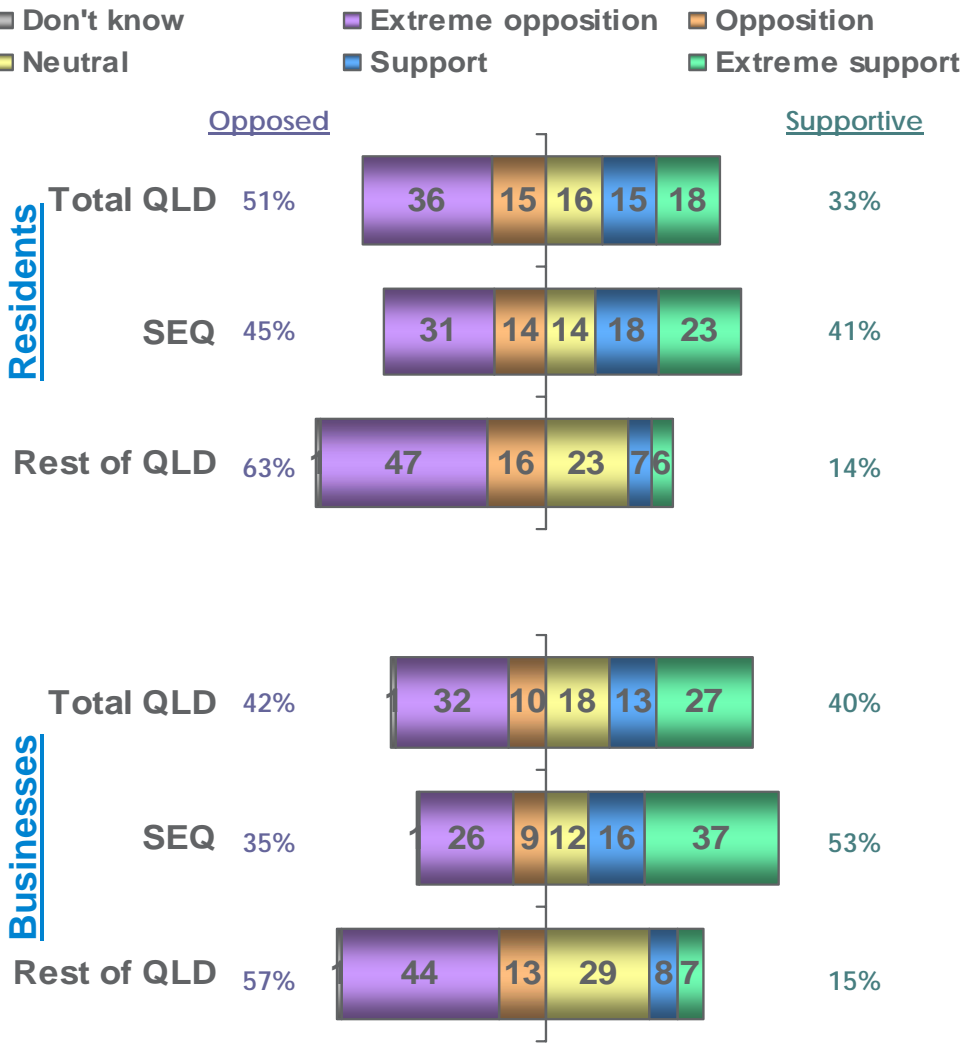


# DST In Summary.....



- The survey results demonstrate a shift in opinion towards support of DST since the 1992 referendum, with an increase in support from 46% to 59% in 2007 to the principle in general.
- Levels of support are very similar in the business community to those attained in the resident survey, with 58% of businesses in support of the principle in general.
- DST polarises the views of Queenslanders with much of the support or opposition for the concept at the extreme ranges. This phenomenon is unusual in community surveys, and found generally only with contentious issues.
- Consistent with referendum results, there is considerable discrepancy between support levels in SEQ compared with the rest of Queensland, with significantly higher levels of support in SEQ (69%) compared to 36% in the rest of Queensland. This is exaggerated further in the business community with 72% of SEQ businesses supportive compared to 32% of businesses from the rest of Queensland.
- The benefits of DST for residents are primarily lifestyle driven - providing longer daylight for activities including exercise, gardening and socialising with friends. Benefits for businesses are equally spread between those benefiting the businesses (in particular dealing with southern states without a time difference), and those benefiting the individual (again lifestyle driven).

# Two Time Zones In Summary.....

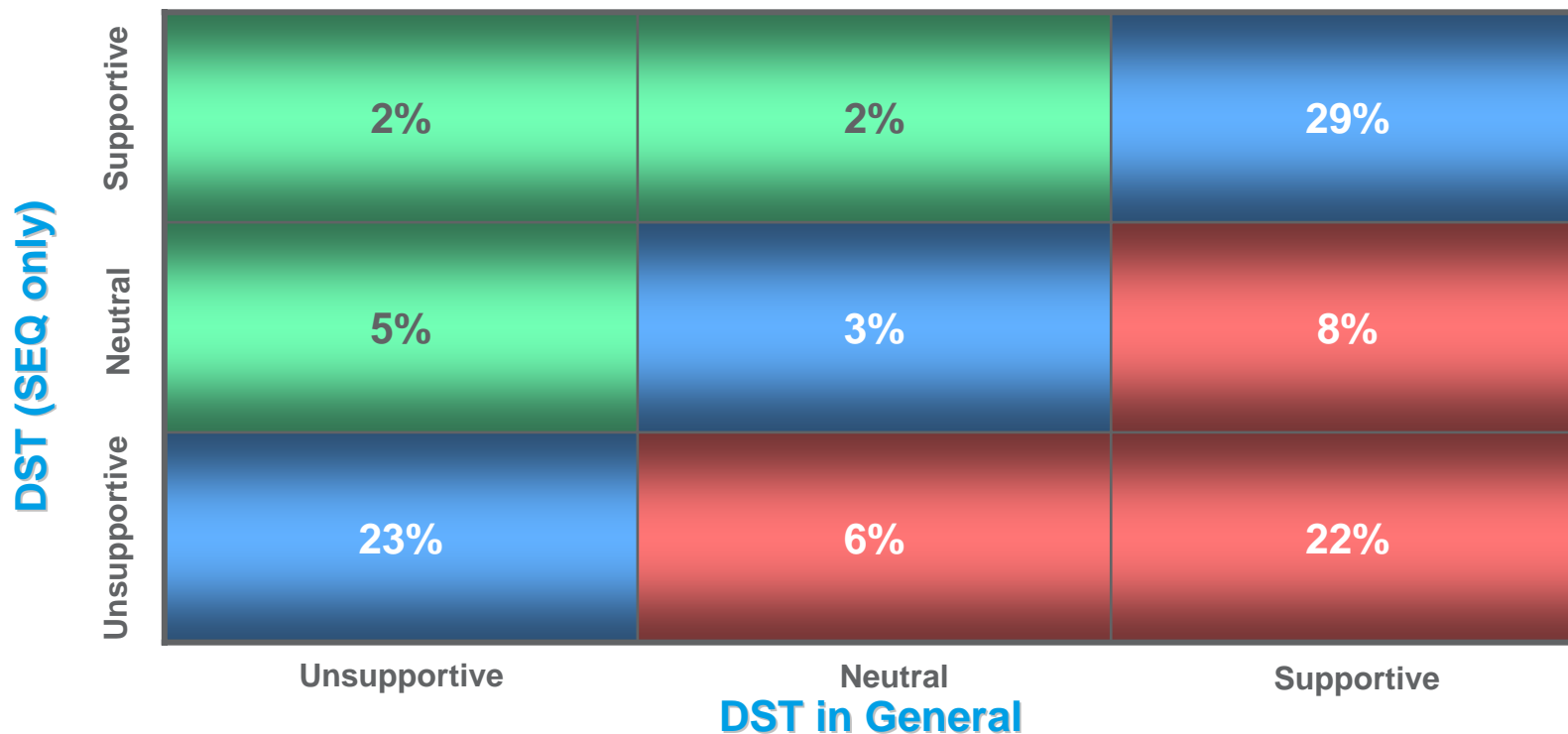


- Support for DST being introduced in only SEQ, resulting in two time zones in the state is considerably lower for both residents (33%) and businesses (40%) than support for DST in principle.
- Similar trends are evident in the support of two time zones, as for DST in principle, with SEQ residents and businesses demonstrating significantly higher levels of support than their counterparts in the rest of Queensland.
- There is significant concern amongst Queensland residents that introducing two time zones will be divisive of the community (in particular city versus country / north versus south), and will cause enormous confusion and difficulty, particularly for those living near a border. Businesses are concerned that this confusion may result in increased business costs for them.
- While slightly over half of Queensland residents (55%) are consistent in their level of support for DST in general and for introducing DST in SEQ only (be that positive or negative), over one third (36%) decrease their level of support for DST in SEQ only, compared to the principle in general.
- Similarly, 63% of businesses are consistent compared with 29% who decrease their level of support.



Residents

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



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

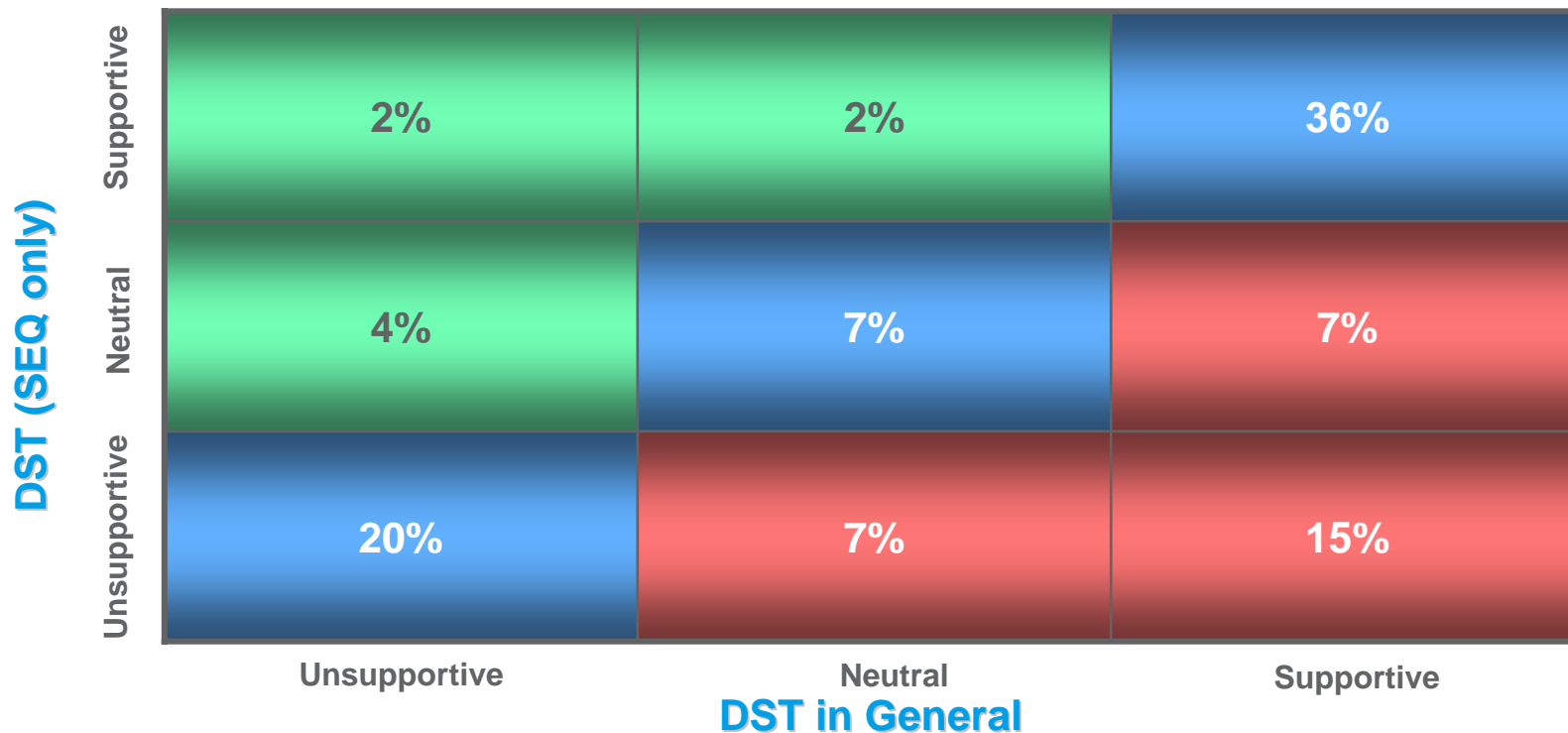
36% of residents decrease their level of support for DST in SEQ only

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

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



Businesses



63% of businesses are consistent in their level of support for DST in general and in SEQ only

29% of businesses decrease their level of support for DST in SEQ only

8% of businesses increase their level of support for DST in SEQ only

# In Conclusion.....

## OPTIONS

## ISSUES

## ACTION

DST for the whole of Queensland

- There is strong opposition from residents and businesses in regional Queensland, who can see little benefit to DST
- Opposers are very staunch in their opinion, and appear to be more committed to their beliefs on this issue

**Educate**

No DST anywhere in Queensland

- The research suggests that this option will cause the least public backlash
- While those in favour of DST are still passionate in their support, they are sceptical that DST will proceed, irrespective of their voice

Regardless of which option is pursued, it will be imperative to educate residents and businesses on the debate, logic and decision process

Introduction of the Split Time Zone

- Split time zones within Queensland will alienate regional and rural Queenslanders
- There is a general lack of understanding by Queenslanders of the reasons for introducing 2 time zones, regardless of their attitude to DST in principle
- A demonstration of differing summer sunrise times across the state via the use of a satellite map introduced an appreciation of the logic for split time zones. While this would definitely add weight and relevance to the argument, the research suggests that it will not outweigh the confusion and divisiveness that will ensue with the broaching of this concept.
- While there is general consensus (apart from Toowoomba residents) that a logical western border for splitting time zones is west of Toowoomba (ensuring major catchment centres are aligned with it), there is a distinct lack of clarity as to a logical northern border, with debate ranging from Hervey Bay to Cairns. It is important therefore, that the term "South East Queensland" is not employed.
- There is a belief that all borders should be in sparsely populated areas to affect as few people as possible
- Should a split time zone approach be introduced, grass roots consultation will be critical to it's success.

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