



City of Charles Sturt.

Findon/Seaton Speed Limit Research.

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Contents

1. Executive summary.....	4
1.1. Introduction	4
1.2. Key findings	4
1.3. Recommendations	5
2. Introduction.....	6
2.1. Background	6
2.2. Objectives of the research	6
3. Methodology.....	7
3.1. Interpreting This Report	9
4. Key findings.....	10
5. Results.....	11
6. Sample Profile.....	24
8. Appendix A: Questionnaire	25

Index of Figures

Figure 1: Street usage	11
Figure 2: General traffic issues (prompted)	12
Figure 3: Other general traffic issues (open ended responses)	13
Figure 4: Support for lower speeds	14
Figure 5: Support for lower speeds by gender	15
Figure 6: Support for lower speeds by age	16
Figure 7: Support for lower speeds by road user type	17
Figure 8: Reasons for support	18
Figure 9: Reasons for opposition	19
Figure 10: Other comments about general traffic issues on your local streets	20
Figure 11: Sample Profile (base n=301)	24

1. Executive summary

1.1. Introduction

Colmar Brunton was approached by The City of Charles Sturt (Council) to conduct research into the level of community support to reduce the speed limit on residential roads between the major roads of Trimmer Parade, Tapleys Hill Road, Grange Road and Findon Road.

The objectives of this research were to:

- ▶ Measure the level of community support to reduce the speed limit in residential roads from 50kmph to 40kmph in the Findon/Seaton area within the LGA; and
- ▶ Determine the profile of those who support/oppose this proposal.

The research involved a Computer Assisted Telephone Interview (CATI) survey of 301 residents within the target area. The fieldwork was conducted between 24 October and 4 November 2016.

This report presents the findings of this research.

1.2. Key findings

Overall support and opposition of lower speed limits of 40 kilometres per hour in their local area:

- ▶ 46% of residents surveyed support lower speed limits;
- ▶ 40% do not support lower speed limits; and
- ▶ 14% don't mind either way.

The key groups that are most likely to be in support include:

- ▶ Females (54% support vs 35% males); and
- ▶ People aged 65+ (56% support vs. 46% overall).

Conversely, the key groups that are most likely to be in opposition include:

- ▶ Males (51% oppose vs 32% females);
- ▶ People aged 40-54 (54% oppose vs. 40% overall); and
- ▶ People who drive to access their workplace (54% oppose vs. 40% overall).

The most common reasons for support include:

- ▶ Safer / safer for pedestrians/children (52%);
- ▶ It will stop people speeding / slows people down / too much speeding (17%); and
- ▶ 40 km/h is a good speed / I support it / support it on local streets (12%).

The most common reasons for opposition include:

- ▶ 50 km/h is fine / appropriate / safe (30%);
- ▶ Too slow / increase congestion / I don't support lower speeds (22%);
- ▶ It won't make a difference / people will speed anyway (17%); and
- ▶ Not necessary / no reason to change (14%).

1.3. Recommendations

The community is largely divided in their support for lower speed limits and there are strong emotional reasons for their position in both cases. However, males, people in the 40-54 year old age bracket and people who drive to access their work place are more likely to be in opposition. The key benefits revolve around safety and especially the safety of children, while the key reasons for opposition include perceptions that 50 km/h is appropriate/safe and that 40 km/h is too slow.

Communication and engagement should focus on this key benefit of safety and how a potential impact would be reduced significantly at a lower speed, while informing people that the impact on travel time is minimal. It may also help to frame or centre the issue around the safety of children on the roads. While these are common or front of mind perceptions that could be addressed, it may also be worth communicating lesser known impacts/benefits, such the preference for lower speed limits over other (more costly) interventions such as speed bumps.

2. Introduction

Colmar Brunton was approached by Council to conduct research into the level of community support to reduce speed limits in residential roads between the major roads of Trimmer Parade, Tapleys Hill Road, Grange Road and Findon Road. This report presents the findings of this research.

2.1. Background

The City of Charles Sturt is a local government area (LGA) in the western suburbs of Adelaide, South Australia, stretching to the coast.

The LGA was formed on 1 January 1997 as a result of the amalgamation of the City of Hindmarsh Woodville and the City of Henley and Grange. It comprises a mix of residential, industrial and commercial areas and has an estimated population of 106,995.

The Council area is made up of 8 Wards: Semaphore Park, Grange, Henley, Findon, West Woodville, Woodville, Hindmarsh, and Beverley. Understanding the needs of residents within and across all wards is of high importance to the Council, with a particular focus being paid to how these areas may change in the future. As part of their mission statement to provide effective and desired services to their residents, Council engaged Colmar Brunton to undertake research in various target areas within the LGA to measure community perceptions and attitudes towards decreasing the speed limit from 50kmph to 40kmph on residential roads. Council also sought to obtain a profile of both those who oppose such a change, and those who are in favour of it within each target area.

This report summarises the information from the Findon/Seaton area.

2.2. Objectives of the research

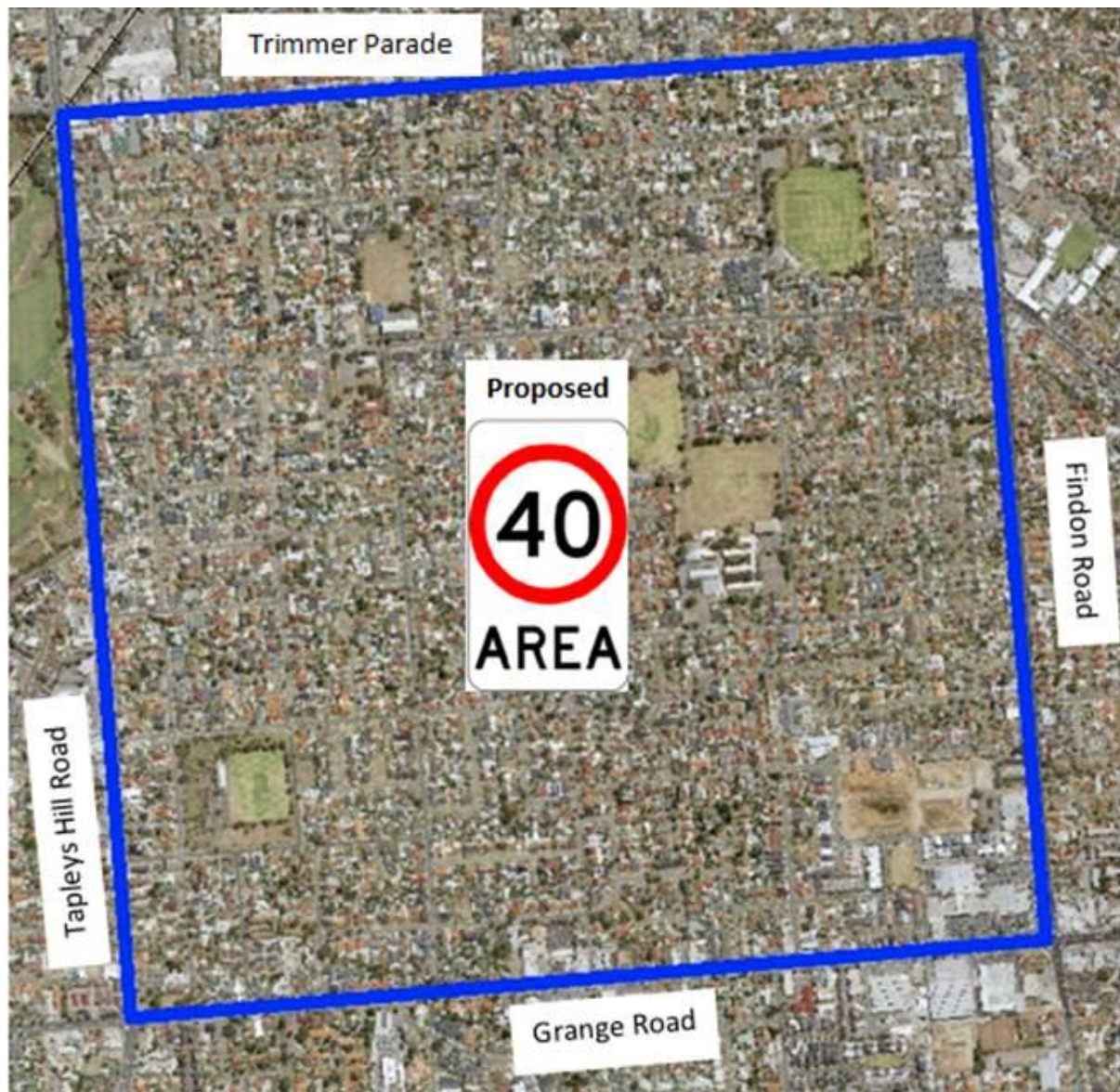
The objectives of this research were to:

- Measure the level of community support to reduce the speed limit on residential roads from 50kmph to 40kmph in the Findon/Seaton area within the LGA; and
- Determine the profile of those who support/oppose this proposal.

3. Methodology

A Computer Assisted Telephone Interview (CATI) approach was used to collect the views of residents. This methodology allowed us to specifically target those in the relevant area, and gain a mix of people from different age brackets. The 'last birthday' sampling technique was used, where we asked for the person who last had a birthday. In theory, everybody in a household has an equal chance of being selected by this last birthday method. This ensures that a mix of both males and females and people across all age groups have a chance of being included in the survey.

The target area (Findon/Seaton) is as follows:



The following table outlines the sample size that was used and the associated margin of error at the 95% confidence level:

Target area	Sample size	Error Margin
Findon/Seaton (4,130 properties)	301	±5.54%

All telephone interviewing was conducted by ISO20252 accredited telephone research interviewers. The interviewing team are based in Australia, speak English clearly, and have at least 2 years interviewing experience.

The questionnaire can be found in Appendix A.

3.1. Interpreting This Report

3.1.1. Percentages and averages

Respondents who completed a survey but did not answer a particular question are excluded from the tabulation of results and calculation of statistics for that question.

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

Tests of Statistical Significance

Tests for statistical significance have been conducted on particular subgroups of interest in this survey, including the profiles of those who support/oppose lower speed limits by age, gender, and road user type.

In tables and charts in the main body of this report, the figures with arrows going up ↑ or down ↓ represent a proportion that is **significantly higher or lower** than the subtotal of the other subgroups.

An “exception reporting” approach has been undertaken, such that statistically significant results are reported where they exist between sub-groups. If no statistical significance result is mentioned, the reader can conclude that one does not exist between sub-groups.

Tests have been undertaken at a 95% confidence level. If there is a statistically significant difference between the result for a particular group and the result for the wider population, we can be confident that this difference has not occurred by chance, but rather that it reflects a genuine difference among that group compared with the wider population.

Reliability

The margin of error at an overall level associated with this survey is +/-5.54%. For example, for a sample size of n=301, we could be 95% confident that a finding of 50% in our sample would fall between 44.46% and 55.54% in the broader population of the target area.

Where sample sizes are low (less than n=30), these are marked by an asterisk (*) in this report. These results should be interpreted with caution.

4. Key findings

When a list of general traffic issues was read to respondents, over half (63%) believed that some drivers speeding or driving dangerously is a problem. Just over a quarter (27%) believed that too much cut-through or non-local traffic is a problem, and a similar proportion (26%) believed that streets are not safe for cyclists and/or pedestrians. However, 28% of residents in this area believed that none of these were issues.

When asked what other general traffic issues exist on local streets, residents mentioned issues related to speeding (32%) and parking on both sides of the street, particularly in narrow roads (23%). Parking on streets was mentioned particularly in relation to school drop off and pick up times. Residents also mentioned (in response to open ended questions) that parking on streets increases congestion by reducing traffic to one lane. Too much on street parking also makes it difficult or dangerous for some residents to back out of their driveways or see around corners.

Overall, residents are largely divided in their support for lower speed limits of 40 kilometres per hour – 46% support and 40% do not support, while 14% don't mind either way.

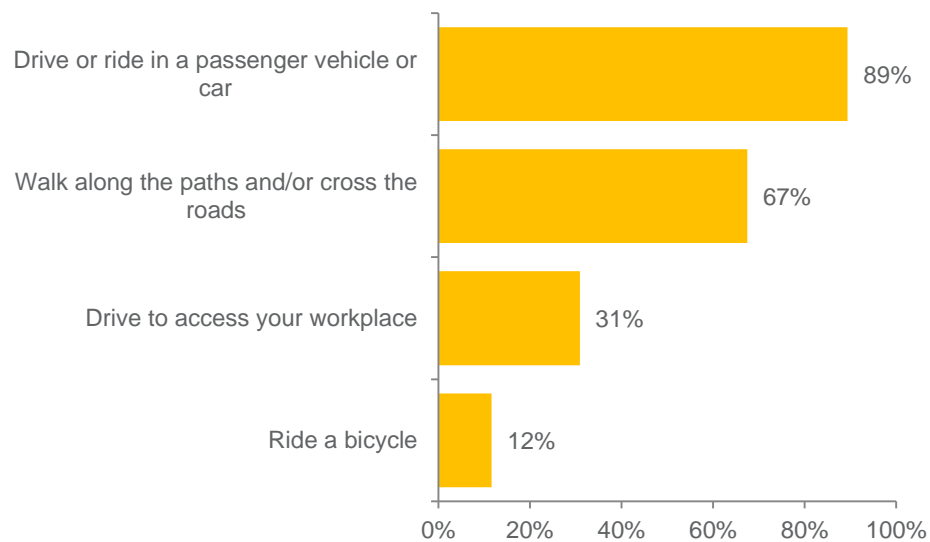
Those in support are more likely to be female (54% support vs 35% males) and people aged 65+ (56% support vs. 46% overall). Conversely, the key groups that are most likely to be in opposition include males (51% oppose vs 32% females), people aged 40-54 (54% oppose vs. 40% overall), and people who drive to access their workplace (54% oppose vs. 40% overall).

The most common reason for support was safety and the safety of pedestrians/children (52%), with many citing the use of roads by school children and/or elderly people crossing the road. On the other hand, those in opposition were most likely to believe that 50 km/h is fine, appropriate for the roads and conditions, or safe (30%). In other words, those in opposition seem to disagree with the rationale for safety.

The second most commonly mentioned reason for supporting the lower limit was related to stopping speeding or slowing people down (17%), with some commenting on 'hoon drivers' and drivers who speed above the current 50 km/h limit. Again, those in opposition tended to think the opposite, with commonly mentioned reasons including that 40 km/h would be too slow and/or increase congestion (22%). In addition, many of those opposed believed that a change in the speed limit won't make a difference and that people will speed anyway (17%).

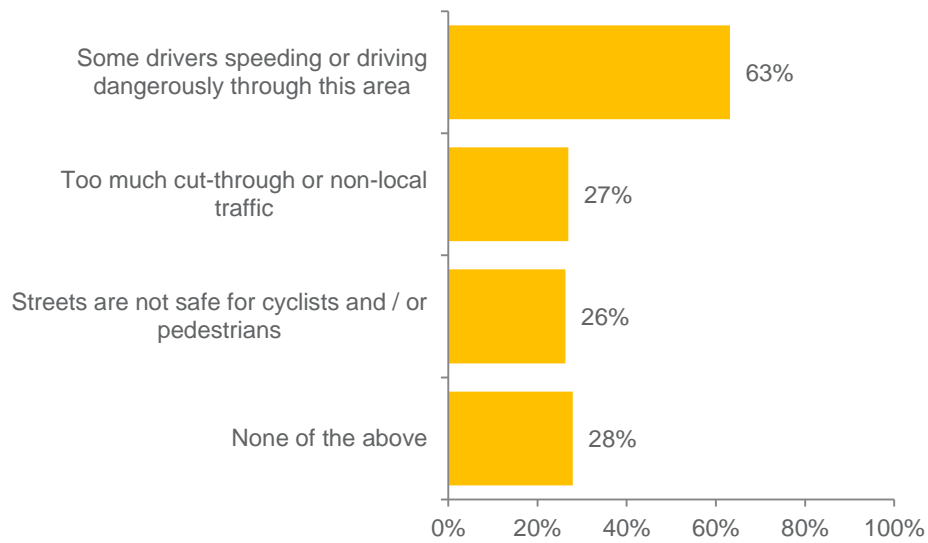
5. Results

Figure 1: Street usage



F1 How do you use the local streets in your area? Do you... (MR)
Base: n=301

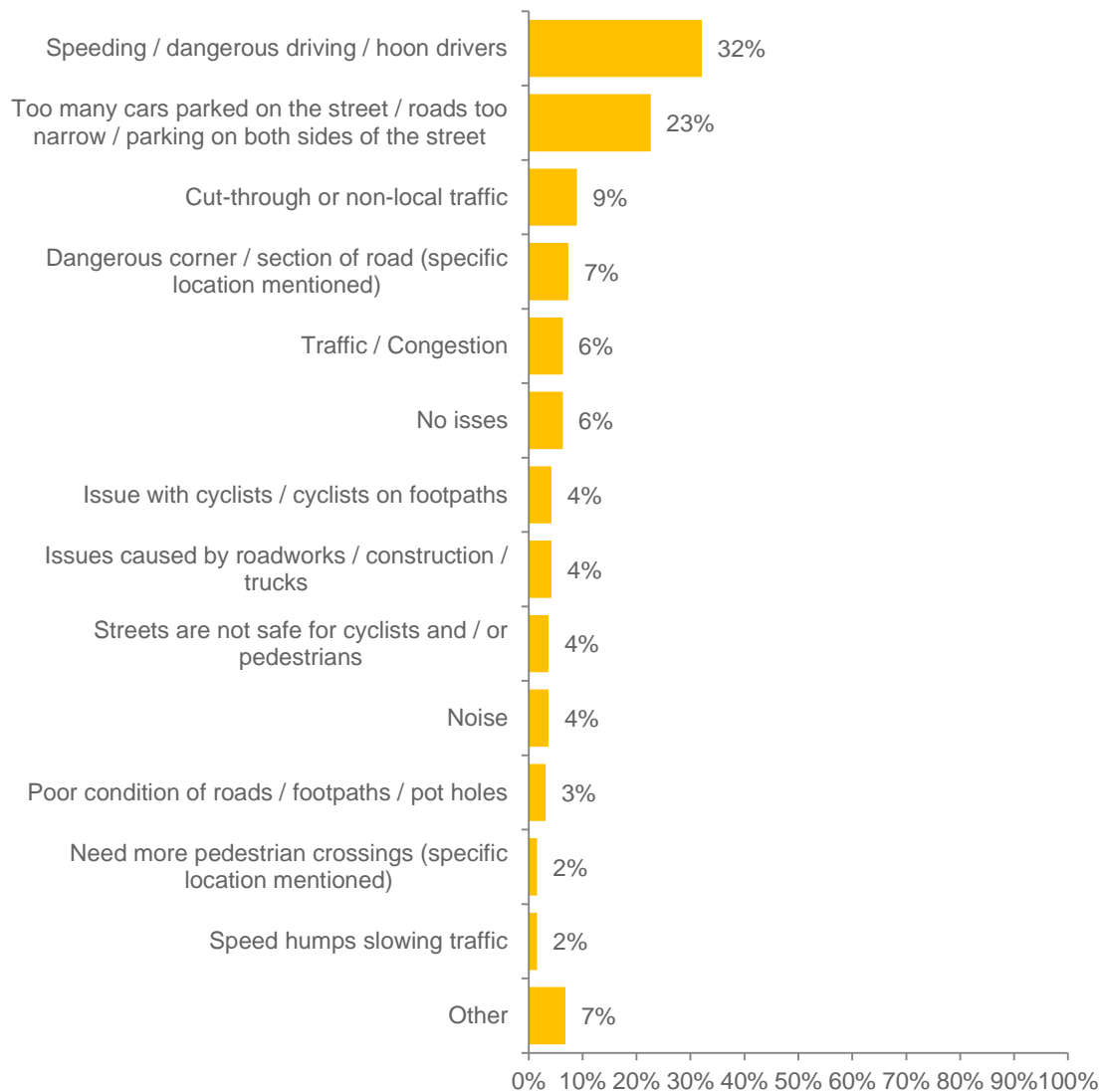
Figure 2: General traffic issues (prompted)



F2 Are any of these general traffic issues a problem on your local streets? (SR)

Base: n=301

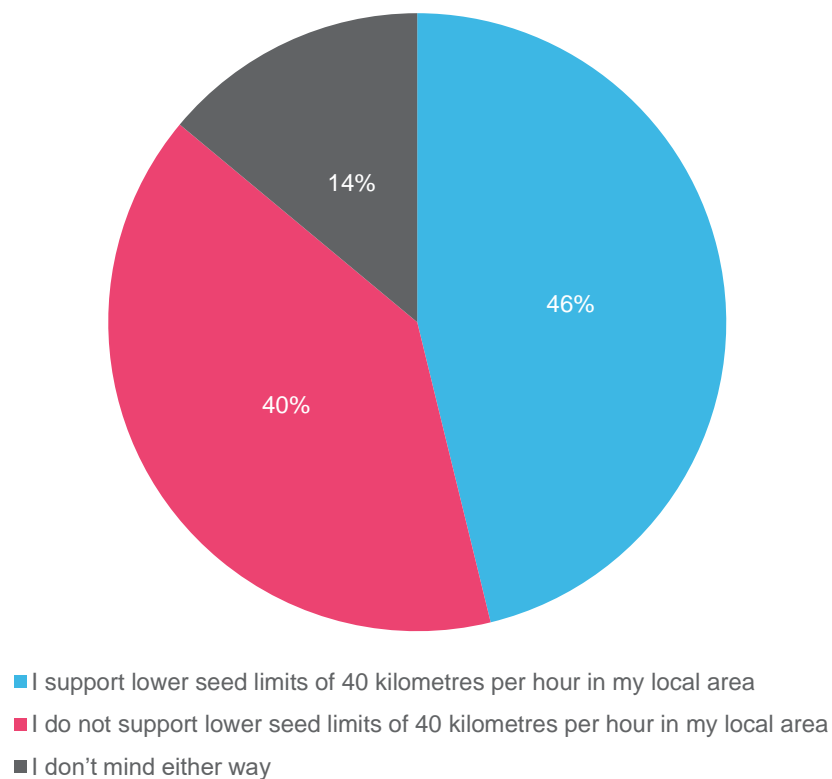
Figure 3: Other general traffic issues (open ended responses)



F3 What other general traffic issues are there on your local streets? What else? (coded)

Base: n=190 (n=111 did not respond)

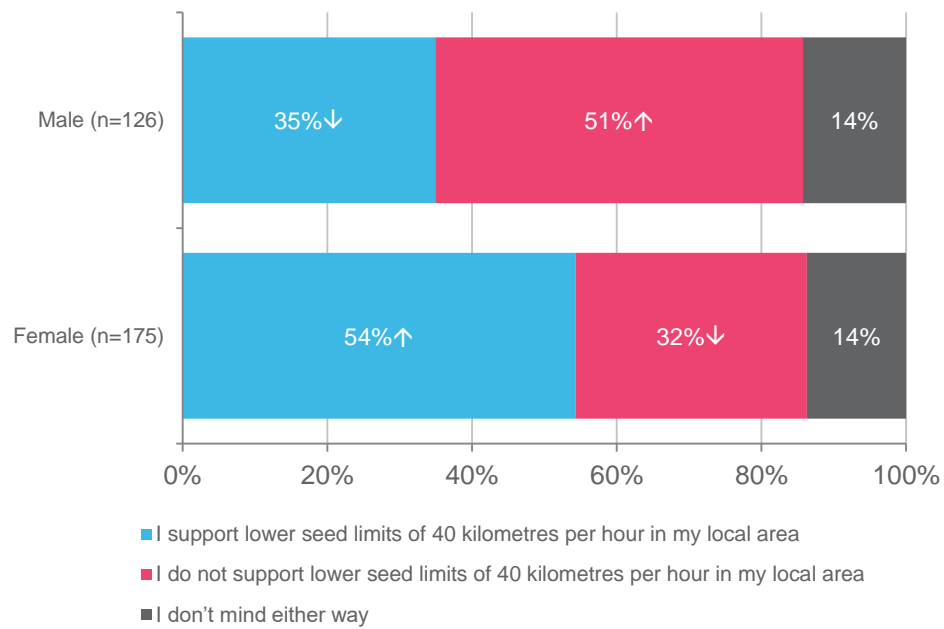
Figure 4: Support for lower speeds



F5 The City of Charles Sturt receives many requests from residents to improve the environment of their local streets. 40 km/h speed limits have been shown to have significant safety benefits as well as deterring rat running behaviour. Through consultation on 40 km/h speed limits, residents have often told Council that they rarely travel above 40 km/h speeds on their local streets. If lower speeds are supported, installing 40 km/h speed limits will just be formalising what local residents are already doing, and promoting the use of major traffic routes instead of local streets. Council will then be able to focus on improving road safety and traffic flows on major traffic routes. This will allow them to better serve the community rather than install costly traffic devices on local streets which have limited benefit and impact parking, accessibility and noise. Council is committed to improving local streets to make them safer, and this is one way they can help improve your local area.

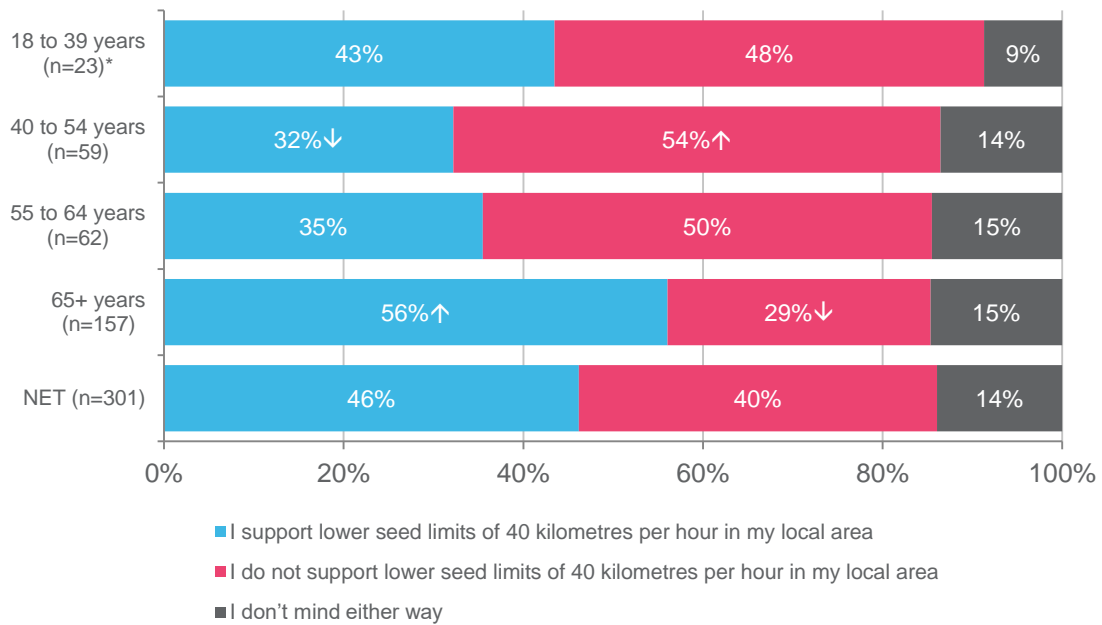
Base: n=301

Figure 5: Support for lower speeds by gender



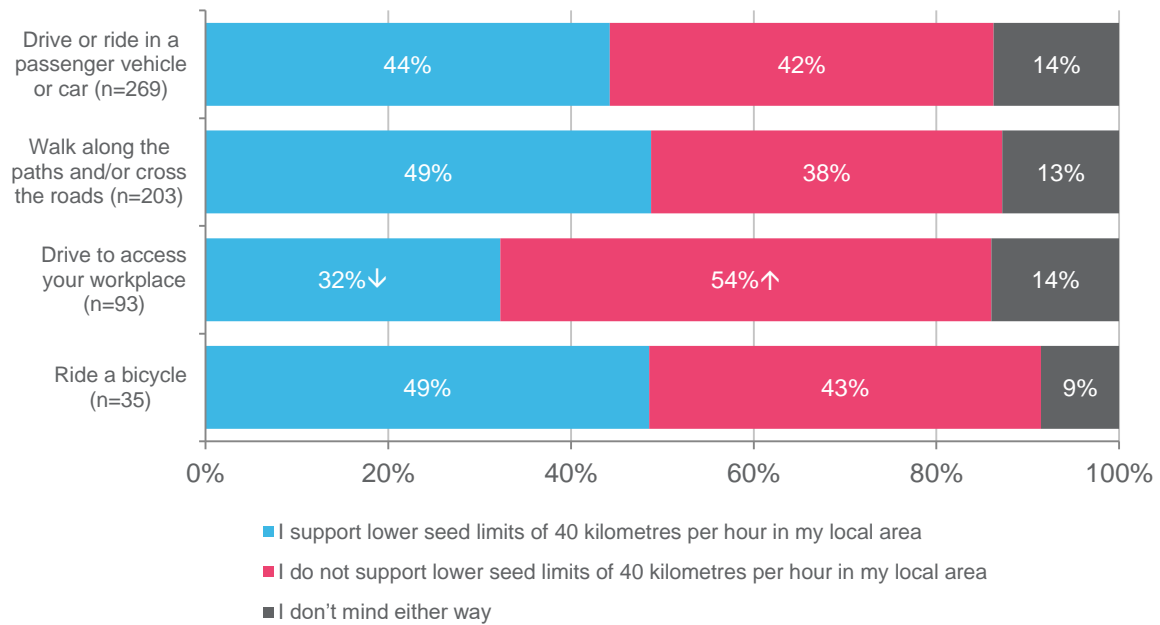
F5 Which of the following best describes you?
Base: n=301

Figure 6: Support for lower speeds by age



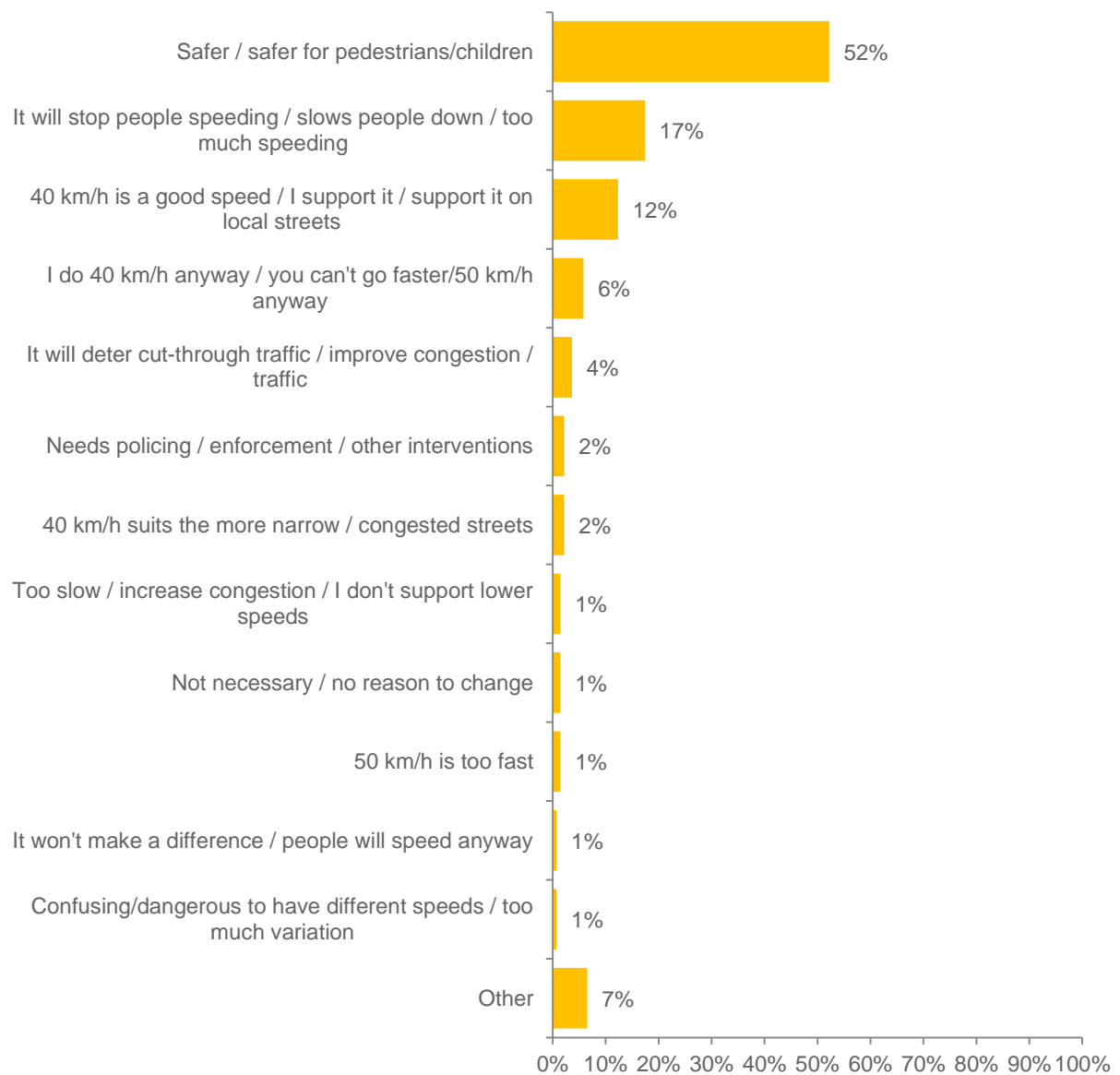
F5 Which of the following best describes you?
 Base: n=301

Figure 7: Support for lower speeds by road user type



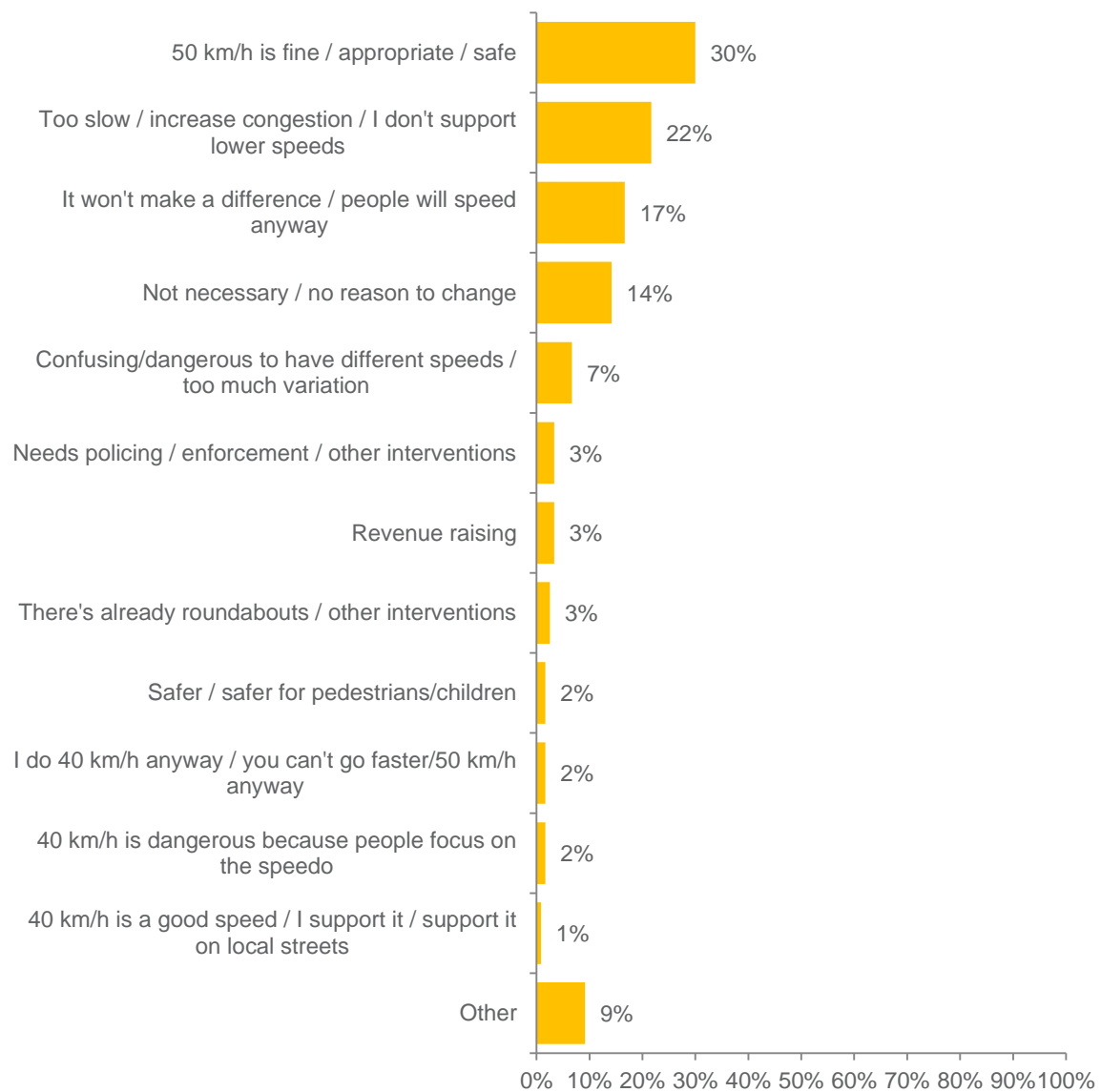
F5 Which of the following best describes you?
 F1 How do you use the local streets in your area? Do you...
 Base: n=301

Figure 8: Reasons for support



F6 Why is that? (Coded)
Base: n=138

Figure 9: Reasons for opposition



F6 Why is that? (Coded)
Base: n=120

Figure 10: Other comments about general traffic issues on your local streets

Other comments about general traffic issues on your local streets

40km/h on a backstreet is stupid. Lowering it will not stop the problem if there are any problems.

A lot cars do U-turns up from the traffic lights as you cannot turn right on Crittenden Road from Findon Road and also another area would be parking on Findon Road which causes issues with cars doubling up and screeching.

A lot of traffic coming from Leven or Tapleys Hill Road, it is something of a cut through.

A lot of trucks as local building.

Because of traffic on Tapleys Hill Road, it's a bit difficult to turn onto our street.

Boyce Street at any one time parking is becoming an issue but don't want anything done because locals would be penalized.

Concerned about the amount of traffic in Hardy Street the public are avoiding Angleley Avenue and speed humps and taking Hardy Street and coming off Findon Road and there is some speeding still happening.

Cut corners on corner near me, almost been cleaned up there. Corner Ballantyne I think.

Down toward Grange Military Road etc. Too many changes in traffic speed limits.

Even when cross streets from bus stops cars don't want to slow down.

Findon Road people park and they obstruct the view and can't see from Washington Crescent and it is quite dangerous

Findon Road at some points in the road is sort of wide enough to be two lanes; however, it is single lane and people misuse it this way.

From Tapleys Hill Rd to Findon Av too many cars parked on both sides, very narrow to get through.

Go too fast and travelling too close.

Heavy rain there is some water on the road.

high density housing is causing a problem for residents about parking and clogging up the roadways

I am living right by a roundabout and people speed off taking away from this and can hit others coming in the other direction. They often approach it too fast or leave the roundabout too fast.

I find that people on Findon road tend to not be very polite, they lose patience and try to overtake you when it's not safe. On Findon road in particular, to me it should be more policed.

I like the 50km speed limit, possibly could do with more signage as a lot of people are not aware of the 50km speed limit.

I live on a main road so we do get hoons that will go straight over speed humps, so we need more traffic lights

I used to sit on 40km/h in between Port Rd and Trimmer Parade and I wish it was 50 for work purposes, especially when I never saw other cars on the streets.

I wish they wouldn't bring it to 40 km/h.

I wish they'd stick to one or two speed limits and not chop and change all over the place, it's bad enough as it is

with all the speed restrictions. I'm more in the favour of sticking to the one and leaving it there. It's too confusing.

I would like to see the speed lowered to 50 km/h on Trimmer Parade.

I wouldn't like the speed limit to go to less than 50 km/h.

In local street, Grange Road there is a diversion that makes people have to go in the opposite direction to where I sometimes want to go, can't do a u turn and also can't go the way I want, just seems to be a merry go round

In the early hours of the morning, we tend to hear a driver speeding in our street.

It would be good if the speed could be reduced to 50km/h from 60 to slow down the traffic

It's difficult to past the cyclists and they come to close to the cars. They've made it legal to pass into the other lane to get passed the cyclists even though they have their own lane.

It's not good, nobody cares anymore

Kids on skateboards in middle of the roads and don't pay attention

Kingborn Avenue has people speeding and the crossings with roundabouts have silly drivers

Leave the limit to 60km

Let the people use their brains they need to know when to slow down.

lots of traffic that occurs around here

Narrowed the road near the Coles entrance on Grange Rd corner.

On Tapleys Hill road the general buildup of traffic from Grange road becomes an issue

On the western side of Trimmer, they've done a lot of 40km/h and there are not many speed limits in the surrounding region south of that road.

Parking behind Foodland is really difficult as people from the units are parked on angles on the streets not leaving space in the area.

Parking in Rudolph St can be an issue as it has cars parked on both sides; however most people are pretty kind.

Parking issues. A lot of business people park their cars on our streets. It's hard to get out the street sometimes.

Pathways without concrete footpath, weeds knee high. Could be snakes as near reserve. Who is responsible if that happened?

Peak time is busier.

People are driving out of Woodville Road onto Findon Road going south still doing 40/50km, Findon road is 60km speed limit. They should put more signs up to make the speed limit clearer as I strike this problem every day.

People driving too fast in Lucerne Grove it is a cut through from Tapleys and Findon road

People not giving way at the Findon Foodland exit on to the roads

People parking in the streets on both sides. There are so many units that people can't fit all their cars into their garages and carparks, so they overflow and block up the road. It hinders visibility and you can't see cars turning into the roads. The roads are so narrow that only one car can drive down the road. Sometimes when the Lacrosse games are on at Woodville Lacrosse, both sides of Drummond are taken up and it causes traffic issues. It severely

limits visibility and you can't see traffic from Drummond turning onto Balcombe and vice-versa. I would like to see parking on one side only.

People use track of Owen St, Commane Ave to Squires Ave.

People will start their cars up and rev them for a long time on Mill street and it's always the same house. It's very annoying.

Race Street is a problem because of all the trucks parking there.

Some of the issues they've taken in the past have been over the top. There are two roundabouts and two chicanes within the space of about 150 meters which is over the top.

Some of the roads are a bit uneven and bumpy and need repair.

Some roads are closed for road work and residents aren't notified

Speed bumps and roundabouts are good

Start of Sando St has local shops and parking is an issue

The 4 wheel drives on our street park on the street. There's no way you can see what's coming unless you go on the street.

The corner of Balcombe Avenue and Drummond Ave, the houses are sticking out and the fences are too high. To see what's coming, you have to put your car in a dangerous spot. They need more roundabouts

The council appears to be doing a reasonable job.

The drivers could lower the pace a bit

The issue for me is around parking availability around the precinct of Military Rd and Grange Rd is an issue, people can't park on the road due to the bike lane and restrictions placed on parking down the side streets, so customers have to go further and further away from the business.

The road condition is terrible as lots of unit being built, dips left

The roads need repairing

The speed limit now as is is fine, will just be a source of revenue to the council and make no difference

The speed limits constantly changing is frustrating.

The speeding: there are no speed bumps on our straight roads and people really speed around these streets.

The street lighting on Atherston Rd is very poor. It's so dark you can't see much.

The streets are pretty reasonable. There should be a slow down on Ballater Street

There should be more no-through roads and forcing people to use the major arterial roads.

There's too many cars on street because they don't have parks on their property. The street is congested because they have nowhere to park because the houses are built with a small driveway and small garage. And they park on the footpath.

Things are fine the way they are.

Too many cars parked on the road

Too many people parking on Washington Crescent where there is a nursing home and not enough access for the residents.

Too many roadworks at the moment in area

Traffic flows well for me.

Traffic is increasing

Traffic travels below 50 in a 60 zone and cause hazards in the area approaching Crittenden road and they cause hazards and road rage and such by driving too slowly and causing additional hazards/obstructions to traffic and increasing aggression. People heading from Findon road north trying to turn into the Shell at the intersection in the right hand lane often cross the solid white line where traffic should not be crossing, and then through impatience they try to re-merge into the left hand and do not pay attention or notice the traffic and do not notice the vehicles approaching.

Trees and signs right on many corners. Can't see.

Trimmer Parade road has a lot of dips in it and it's horrible.

We've thought that the use of speed humps is generally a better way to control traffic than trying to put up signs. Signs don't slow people down, speed humps do.

Whole area should go to 40KM per hour. Won't have any noticeable effect on people's time of arrival. Info provided says 40km reduces harm re braking distance

With the Council allowing the creation of more sub-divisions there are increasingly more cars parked on the side of the roads and not in driveways which is clogging up the roads and mean that cars have to give way to each other as two cars can't pass at the one time. School knock off time also clogs up the area.

Wonder if streets should be made more flexible for trucks as houses been demolished in area

would like to see a speed hump in the Woolworths parking area in between parking areas to slow them down

Young people drive like mad and leave skid marks on the roads.

F4 Do you have any other comments about general traffic issues on your local streets?
Base: n=301

6. Sample Profile

Figure 11: Sample Profile (base n=301)

Gender	
Male	42%
Female	58%
Age	
18 to 39 years	8%
40 to 54 years	20%
55 to 64 years	21%
65+ years	52%
Household Composition	
Single people living alone or sharing accommodation	15%
Young couple who are married or living together with no children in the home	1%
Young family as a couple or single parent with most children under 6 years	2%
Middle family as a couple or single parent with most children aged from 6-15 years	9%
Mature family as a couple or single parent with most children over 15 years and at least one still living at home	16%
Mature couple of single person in middle to late age groups with no children in the home.	56%
Refused	1%

8. Appendix A: Questionnaire

QMS CATI QUESTIONNAIRE

SECTION A: MANDATORY QMS REQUIREMENTS

INTRODUCTION

Good morning/afternoon/evening. My name is [INTERVIEWER NAME] from Colmar Brunton Research.

We are conducting research about speed limits on behalf of the City of Charles Sturt – you may have received information about this already. It takes about 5 minutes – are you able to help us today?

May I please speak to the person aged 18 years or over in the household who had the most recent birthday?

REPEAT INTRO IF NECESSARY

Before I begin I would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes. Please let me know if you do not wish for this to occur.

SECTION B: INDIVIDUAL PROJECT REQUIREMENTS

SCREENER

S1 PREVIOUSLY SURVEYED

S1 Have you recently completed a survey on this topic?

READ OUT, MULTIPLE RESPONSE

Code	Response	Routing
1	Yes	Continue
2	No	Skip to F1
3	Not sure	

S2 PREVIOUSLY SURVEYED THANKS

S2 Thank you for completing that survey! We are looking to survey more people, may I please speak to another person aged 18 years or over in the household who had the most recent birthday?

READ OUT, MULTIPLE RESPONSE

Code	Response	Routing
1	Yes	Continue
2	No	Terminate

S3 REPEAT INTRO

Good morning/afternoon/evening. My name is [INTERVIEWER NAME] from Colmar Brunton Research.

We are conducting research about speed limits on behalf of the City of Charles Sturt – you may have received information about this already. It takes about 5 minutes – are you able to help us today?

REPEAT INTRO IF NECESSARY

Before I begin I would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes. Please let me know if you do not wish for this to occur.

REPEAT S2

IF UNSUCCESSFUL

Thank you for your patience in answering these questions. Unfortunately, we do not need you to participate in our research this time, but we sincerely appreciate your time and assistance.

S4 AREA - Findon/Seaton

- S4 We're looking to speak with people who live in Findon or Seaton, in between the major roads of Trimmer Parade, Tapleys Hill Road, Grange Road and Findon Road. Do you live within in this area?

Code	Response	Routing
1	Yes	Continue to F1
2	No	Terminate
3	Not sure	Interviewer to find out where respondent lives relative to major arterial roads and landmarks (using maps) - Continue to F1 if within correct boundaries or terminate if not or unable to determine.

IF UNSUCCESSFUL

Thank you for your patience in answering these questions. Unfortunately, we do not need you to participate in our research this time, but we sincerely appreciate your time and assistance.

FEEDBACK

F1 STREET USE

F1 How do you use the local streets in your area of Findon and Seaton? Do you...

READ OUT, MULTIPLE RESPONSE

Code	Response	Routing
1	Walk along the paths and/or cross the roads	Continue
2	Ride a bicycle	
3	Drive or ride in a passenger vehicle or car	
4	Drive to access your workplace	

F2 TRAFFIC ISSUES

F2 Are any of these general traffic issues a problem on your local streets?

READ OUT, MULTIPLE RESPONSE

Code	Response	Routing
1	Too much cut-through or non-local traffic	Continue
2	Some drivers speeding or driving dangerously through this area	
3	Streets are not safe for cyclists and / or pedestrians	

F3 OTHER TRAFFIC ISSUES

F3 What other general traffic issues are there on your local streets? What else?

DO NOT READ OUT, SINGLE RESPONSE

Code	Response	Routing
1	Record response	Continue
99	Don't know	

F4 OTHER COMMENTS

F4 Do you have any other comments about general traffic issues on your local streets?

DO NOT READ OUT, SINGLE RESPONSE

Code	Response	Routing
1	Record response	Continue
2	No	

F5 SUPPORT

F5 The City of Charles Sturt receives many requests from residents to improve the environment of their local streets. 40 km/h speed limits have been shown to have significant safety benefits as well as deterring rat running behaviour.

Through consultation on 40 km/h speed limits, residents have often told Council that they rarely travel above 40 km/h speeds on their local streets. If lower speeds are supported, installing 40 km/h speed limits will just be formalising what local residents are already doing, and promoting the use of major traffic routes instead of local streets.

Council will then be able to focus on improving road safety and traffic flows on major traffic routes. This will allow them to better serve the community rather than install costly traffic devices on local streets which have limited benefit and impact parking, accessibility and noise. Council is committed to improving local streets to make them safer, and this is one way they can help improve your local area.

Which of the following best describe you?

RED OUT, SINGLE RESPONSE

Code	Response	Routing
1	I support lower speed limits of 40 kilometres per hour in my local area	Continue to F6
2	I do not support lower speed limits of 40 kilometres per hour in my local area	Continue to F6
3	I don't mind either way	Go to D1

F6 REASONING

F6 Why is that?

DO NOT READ OUT, SINGLE RESPONSE

Code	Response	Routing
1	Record response	Continue
99	Don't know	

DEMOGRAPHICS

D1 GENDER

D1 RECORD GENDER (DO NOT ASK)

Code	Response	Routing
1	Male	Continue
2	Female	

D2 AGE

D2 Now, just a few quick questions about you to help us analyse the results. In which of these age groups do you fall?

READ OUT, SINGLE RESPONSE

Code	Response	Routing
1	18 to 24 years	Continue
2	25 to 30 years	
3	31 to 39 years	
4	40 to 54 years	
5	55 to 64 years	
6	65+ years	
99	DO NOT READ Refused	

D6 Which of the following best describes your household?

INTERVIEWER NOTE: based on age, start by reading out the codes which you think are likely to be relevant rather than the whole list e.g. if aged 65+ years start by reading codes 5 and 6.

READ OUT, SINGLE RESPONSE

Code	Response	Routing
1	Single people living alone or sharing accommodation	Continue
2	Young couple who are married or living together with no children in the home	
3	Young family as a couple or single parent with most children under 6 years	
4	Middle family as a couple or single parent with most children aged from 6-15 years	
5	Mature family as a couple or single parent with most children over 15 years and at least one still living at home	
6	Mature couple of single person in middle to late age groups with no children in the home.	
99	DO NOT READ Refused	

MANDATORY QMS REQUIREMENTS

That's the end of the survey. On behalf of the City of Charles Sturt and Colmar Brunton, thank you so much for your time, it has been greatly appreciated!

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