

DIVISION 30: COMMISSIONER FOR EQUAL OPPORTUNITY -

Supplementary Information Request No.B16

Question: Mr O'Gorman - The target for the community awareness of the Act and its benefit was 81 per cent, and that has been achieved. How was this measured? Have any strategies been put in place to improve next year's figure?

Answer: Patterson Market Research conducted a Survey of Awareness between May and June 2000. This survey was conducted in the Perth metropolitan area and the Kimberley Region to ascertain the public's levels of awareness and views of the Act and equal opportunity. The methodology comprised a telephone survey of a random sample of the adult population and 508 interviews were completed in the metropolitan area (population size 1,244,320) at an error rate of 4.35%. In the Kimberley Region 498 interviews were held (population size 33,028) at an error rate of 4.36%.

Trends in levels of awareness and attitudes are assessed once every three years. Therefore, the effectiveness figure of 81 per cent cannot be changed.