

Making speeding socially unacceptable: measuring community attitudes

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Abstract

For over twenty years the Transport Accident Commission has been attempting to shift the attitudes of road users in Victoria. The TAC's efforts have contributed to a shift over that time in the community's social norms in relation to drink driving behaviour. A major challenge for the TAC and its road safety partners is to make speeding behaviour similarly socially unacceptable.

In 2009 the TAC instituted a survey instrument that seeks to quantify and rank the levels of social acceptability and unacceptability of a range of driving and other general behaviours. Over coming years the survey instrument will track changes in the community's attitudes and identify segments within the community that are most resistant to the TAC's public messaging.

The research findings suggest that while an overwhelming majority of Victorians consider driving with a BAC of 0.1% to be unacceptable, less than two-thirds consider that exceeding the speed limit by 10km/h is socially unacceptable. Around three-quarters of Victorians consider illegal driving behaviour to be unacceptable and behave accordingly. The remainder can be grouped into those who hold tolerant views towards illegal driving behaviours while personally exhibiting these behaviours, and those who consider the behaviours unacceptable yet still engage in them. The present report examines these and additional research findings from the first two annual waves of the survey.

Key words

Speeding behaviour, Social acceptability, Community attitudes

Introduction

The Transport Accident Commission (TAC) pays for treatment and benefits for people injured in transport accidents. The TAC is a "no-fault" insurance scheme, which means that medical benefits will be paid to an injured person regardless of who caused the accident. A key function of the TAC is "to promote the prevention of transport accidents and safety in use of transport" (Transport Accident Act 1986).

For over twenty years the TAC has been attempting to shift the attitudes of road users in Victoria through a strong public education presence. In that time, the TAC's efforts have contributed to a shift in the community's social norms in relation to drink driving behaviour. A major challenge and focus for the TAC and its road safety partners is making speeding

behaviour similarly socially unacceptable. This strategy follows from the premise that social norms are a powerful motivator of behaviour (see, for example, Goldstein, Cialdini, and Griskevicius, 2008).

There does not appear to be any systematic or dedicated investigation of societal attitudes towards a range of driving behaviours. Further, little is known about how certain driving behaviours compare to non-driving behaviours in terms of their social acceptability or unacceptability. Of particular relevance to the TAC's public education strategy is whether there are elements of social norms, social unacceptability and social pressure that can be used to help shift social norms in relation to speeding behaviour.

In 2009 the TAC and Sweeney Research developed a survey instrument that sought to quantify and rank the levels of social acceptability and unacceptability of a range of driving and other general behaviours. The objective of the survey instrument was to track changes over time in the community's attitudes and identify segments within the community that are most resistant to the TAC's public messaging. A range of social behaviours were included in the survey so as to position the level of community acceptance of speeding behaviour in relation to other behaviours.

The survey was briefly pilot tested in 2009, before being fully enumerated by way of on-line surveys in both 2009 and 2010. This paper discusses the methodology, presents results obtained to date, and discusses methodological considerations for the ongoing measurement of social acceptability in relation to speeding behaviour.

Methodology

Questionnaire

A questionnaire was compiled by Sweeney Research in collaboration with the TAC. The questionnaire asked respondents to assess a range of human behaviours as being acceptable or unacceptable, using a 7-point symmetric scale with a neutral mid-point.

The core of the questionnaire comprised a series of 66 human behaviours. These covered a range of acceptable and unacceptable behaviours (as expected in an Australian society), as well as behaviours that would be the subject of debate and further behaviours that would be generally considered neutral. Both lawful and unlawful behaviours were included.

Participants were asked to consider the social acceptability of these behaviours and rate the behaviours on the 7-point scale, ranging from very unacceptable through to very acceptable. Each behaviour question was prefaced by the question "How would most other people judge my behaviour if I..." and was phrased in the past tense for consistency.

Of the 66 human behaviour questions in the questionnaire, seven dealt directly with driving in excess of the speed limit. For example "Drove 80kph in a 60kph zone". Another seven questions dealt with clear infringements of road rules, for example "Sent a text message while driving." See Box 1 for the first five human behaviour questions as they appeared in the questionnaire.

The first five questions were chosen as a hook, to gently introduce participants to the questionnaire and gain their interest, without revealing the road safety focus of the research.

This questionnaire presents you with a range of behaviours. Please consider how socially acceptable or unacceptable each behaviour is. Ask yourself:

"How would most other people judge my behaviour if I..."

Think about how the majority of people in your social network would view each of the listed behaviours. Your social network is the people you deal with on a regular basis. This may include family, friends, work or study colleagues.

How would most other people judge my behaviour if I...

Please select one answer in each line

| | Socially unacceptable | | | Neither acceptable or unacceptable | Socially acceptable | | |
|--|-----------------------|-----------------------|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|
| | Very unacceptable | Unacceptable | Somewhat unacceptable | | Somewhat acceptable | Acceptable | Very acceptable |
| 1. Went duck shooting when it was allowed (with a licence and during season) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Picked my nose in public | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Didn't say please/thank you to a waitress/waiter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Lied to an employer about my work experience | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Was rude to a door to door salesperson | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Box 1. Questionnaire screen showing opening human behaviour questions

The introductory questions were the same for all respondents; the remaining 61 questions were collated into groups of five or six questions, ensuring not more than one speeding-related question was presented per screen. These groups were then randomly ordered to reduce order bias.

A small number of demographic questions were included along with several questions seeking to identify drivers who engaged in speeding and other risk-taking behaviour while driving.

Survey methodology

Due to the sensitive nature of the questionnaire and a need to avoid as far as possible any of the social desirability biases associated with research involving human interaction, an on-line completion mode was the preferred method of survey collection. Importantly, the survey was not branded a TAC survey – it was presented as the Sweeney Social Issues Survey. Sweeney Research hosted the survey, handled the data and conducted analysis.

Recruitment of survey participants was contracted to Lightspeed Research. This was done through an email invitation to members of the Lightspeed on-line panel who resided in Victoria. A total sample of 1,500 respondents was achieved, with participants meeting eligibility criteria if they were aged between 18 and 60, residents of Victoria and holders of a drivers licence. Quotas were applied in proportion to the resident population, by sex, age

group (18-29, 30-39, 40-49 and 50-60) and residential location (major urban, other urban, rural balance).

The two iterations of the survey took place over a 2-week period in November of 2009 and 2010. The average time for completion was 15 minutes.

Results

Results from 2010 are presented below. There were no significant shifts noted in any of the observed metrics from the 2009 results. The similarity of results between the two waves suggests a high degree of stability in the survey instrument.

The sample structure reported identical levels of self-reported speeding and drink-driving behaviour as an alternative TAC survey conducted at the same time. The alternative survey involved telephone interviewing from a random sample of drivers recruited from the 2004 electronic white pages.

The 20 most socially unacceptable behaviours from the questionnaire (according to the arithmetic mean where very unacceptable is scored -3, unacceptable -2 and so on through to very acceptable being +3) are presented in Table 1 below.

Table 1: Twenty most socially unacceptable behaviours, 2010 survey

| | Average | % unacceptable | % acceptable | Very unacceptable | Unacceptable | Somewhat unacceptable | Neither | Somewhat acceptable | Acceptable | Very acceptable |
|--|---------|----------------|--------------|-------------------|--------------|-----------------------|---------|---------------------|------------|-----------------|
| Drove with a BAC of .10 | -2.63 | 95% | 1% | 78% | 13% | 4% | 3% | 1% | 0% | 0% |
| Took ecstasy tablets before driving my car | -2.59 | 95% | 2% | 77% | 13% | 4% | 3% | 1% | 1% | 0% |
| Deliberately damaged a bus shelter | -2.58 | 95% | 1% | 73% | 19% | 3% | 3% | 1% | 0% | 0% |
| Drove 100kph in a 60kph zone | -2.53 | 94% | 2% | 72% | 17% | 6% | 4% | 1% | 0% | 0% |
| Spent the month's mortgage/rent money on pokie machines | -2.50 | 95% | 1% | 68% | 21% | 5% | 4% | 1% | 0% | 0% |
| I was a man and I hit a woman | -2.47 | 92% | 3% | 72% | 16% | 3% | 5% | 2% | 1% | 1% |
| Tagged public property with graffiti without permission | -2.42 | 94% | 2% | 65% | 22% | 7% | 5% | 1% | 0% | 0% |
| Drove 140 kph in a 100kph zone | -2.40 | 93% | 3% | 65% | 20% | 8% | 4% | 2% | 1% | 0% |
| Drove after smoking marijuana | -2.30 | 91% | 3% | 60% | 22% | 9% | 6% | 2% | 1% | 0% |
| Drove a car while my licence was suspended | -2.28 | 91% | 3% | 59% | 22% | 10% | 6% | 2% | 0% | 0% |
| Claimed Centrelink benefits when I was not eligible | -2.24 | 91% | 4% | 58% | 24% | 9% | 5% | 3% | 2% | 0% |
| Sold marijuana | -2.18 | 87% | 5% | 60% | 19% | 8% | 8% | 3% | 1% | 1% |
| Urinated in a public place | -2.11 | 89% | 5% | 53% | 24% | 12% | 6% | 4% | 1% | 0% |
| Parked in a disability car spot when not entitled to do so | -2.09 | 91% | 3% | 46% | 30% | 15% | 6% | 2% | 1% | 0% |
| Slightly damaged another car in car park without leaving details | -2.06 | 91% | 3% | 43% | 34% | 14% | 6% | 3% | 1% | 0% |
| Took a chocolate from the charity collection box without paying | -2.00 | 91% | 2% | 39% | 34% | 18% | 6% | 1% | 0% | 1% |
| Smoked in close proximity of children | -1.97 | 88% | 4% | 44% | 27% | 17% | 7% | 3% | 1% | 0% |
| Drove when I have a BAC of .06 (i.e. just over legal limit) | -1.95 | 86% | 7% | 46% | 26% | 15% | 7% | 6% | 1% | 0% |
| Drove 80kph in a 60kph zone | -1.89 | 86% | 6% | 41% | 29% | 16% | 8% | 4% | 1% | 0% |
| Had an affair | -1.88 | 82% | 6% | 47% | 23% | 12% | 13% | 3% | 2% | 1% |

A full listing of the behaviours tested in the 2010 survey and accompanying results is presented in the Appendix.

The seven questions relating to speeding behaviour were examined more closely. Speeding behaviours most in excess of posted speed limits were considered more unacceptable than lower level speeding behaviours. The most unacceptable speeding behaviour tested was driving at 100km/h in a 60 zone, considered to be unacceptable by

94% of respondents. By contrast, the least unacceptable speeding behaviour was driving at 110km/h in a 100 zone, with 61% considering this to be unacceptable and 25% considering this behaviour to be acceptable. See Figure 1 below.

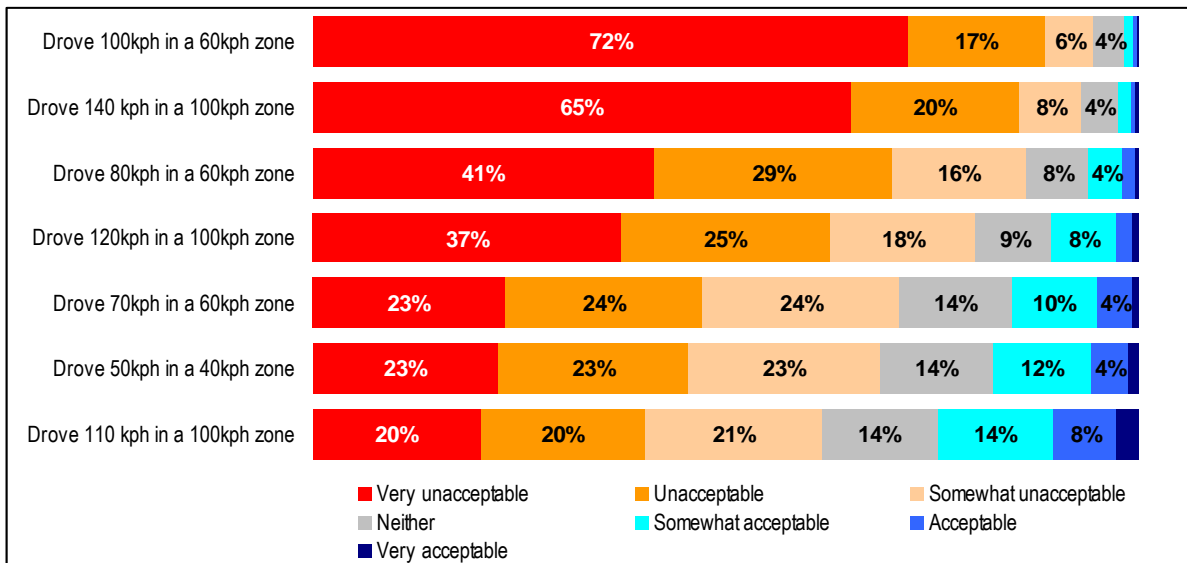


Figure 1. Speeding behaviours – responses from 2010 survey

Demographic differences

Female drivers believe the community to have less tolerant attitudes towards speeding than male drivers. This is the case for each of the seven speeding behaviour questions, with the difference being significant.

There is an increase in unacceptability ratings with age group for each of the speeding behaviour questions. The differences were more substantial in the speeding behaviours 10 and 20km/h over the limit, where people in the younger groups are less likely to consider speeding to be an extreme behaviour. For example, 57% of 50-60 year olds consider driving 50km/h in a 40 zone to be either very unacceptable or unacceptable, compared with 50% of 40-49 year olds, 42% of 30-39 year olds and 35% of 18-29 year olds.

The differences between geographic locations are less pronounced, but interesting variations do apply. For speeding behaviours 40km/h over the speed limit and 80km/h in a 60 zone, residents of major urban locations have the most tolerant attitudes, followed by rural and other urban locations. In 100 zones, residents of other urban and rural locations are more tolerant of travelling at 110km/h than residents of major urban locations. Travelling at 120km/h in a 100 zone was considered by 30% of rural residents as not unacceptable, compared with 19% and 20% of residents in major urban and other urban locations respectively.

Risk takers

Regardless of the human behaviour measured, those who admitted to drink driving in the months prior to survey reported higher level of community acceptance in general than those who did not admit to drink driving. This group had significantly more tolerant attitudes than non-drink drivers to all driving related behaviours and the vast majority of questions that were deemed to be unacceptable by the general community. Conversely, for the human behaviours that the non-drink driving respondents deemed acceptable the drink drivers reported lower levels of community acceptance.

Despite the lower degree of unacceptability reported by this group of drink drivers, driving at 100km/h in a 60 zone was considered the most unacceptable of all behaviours (driving at 0.1 BAC was the 4th most unacceptable).

This study identified self-reported speeders as those who reported they speed all or most of the time when they drive. They represent 8.6% of respondents, and consistently report higher levels of acceptance of speeding behaviour. In fact, the majority of self-reported speeders consider their behaviour while driving 110km/h in a 100 zone would be judged to be acceptable.

A k-means cluster analysis was conducted to segment the respondents according to their ratings of acceptability. Four segments were identified and described as follows:

1. Mass – 43% of the population, conform to the population average.
2. Role models – 31% of the population, skewed towards females and drivers aged 50 or more. They overwhelmingly rated all speeding behaviour as very unacceptable.
3. Bad habits – 22% of the population, skewed towards young males and report a high incidence of speeding and drink driving behaviour. They are less extreme in their responses than average, and believe that driving 10km/h over the speed limit would be judged to be acceptable, in 40, 60 and 100 zones.
4. Self-justifiers – 4% of the population, high incidence of self-reported speeding and drink driving. People in this segment do not hold strong views about social acceptability/unacceptability, and overwhelmingly report a neutral response to driving related behaviours. They tend to regard speeding as more unacceptable than drink driving.

Discussion

The development of a measure of social acceptability is not without challenges. Key priorities that guided decisions about the methodology were the creation of a tool capable of:

- monitoring the level of acceptance *relative* to other behaviours;
- quantifying unacceptability to allow trend analysis in future years; and
- identifying segments within the community most resistant to the TAC's message.

Measuring social desirability

A challenge for the survey tool is how social desirability is considered and measured. What is acceptable among one group in society may be unacceptable in another group. What is widely considered as an acceptable behaviour for one person may be widely considered as unacceptable for another person. The expectations of the general community vary according to the people involved in the behaviour and the circumstances in which the behaviour occurs.

Clearly the outcomes of this research are a reflection of a Victorian Australian society at a point in time, and are not applicable to other cultures and times.

Language considerations

The language used in the questionnaire is a potential area of concern. There is no doubt that the wording of the questions and the descriptive categories in the scale impact on the results.

While the questionnaire was clear in its intention to obtain from respondents their perceptions of what “other” people think, it is unclear how participants interpreted the questionnaire, and to what extent they reported their own ethical perspective rather than their perception of what others think. Then there is the interpretation of the question “What would most other people think...” The intention of the survey is to understand social acceptability as a motivator of behaviour. Therefore the “other” people should be those from the respondent’s social network. While it is expected that most respondents would have among their social network people with varying interpretations of the acceptability of some behaviours, for each respondent the issue is “most” of the others in their social network. For young respondents it is expected that their social network is largely young people, for residents of rural locations their social network is largely those from rural locations.

The scale descriptions were the subject of much consideration during the survey design. Words such as praiseworthy, desirable, objectionable and okay were considered as descriptors that classify social acceptability/unacceptability. A pilot sample (n=150) was conducted using a 7-point scale from objectionable (extremely, moderately, mildly) to desirable (mildly, moderately, desirable). This scale resulted in a higher proportion of respondents using the “neither acceptable nor unacceptable” mid-point. Better results were achieved using the 7-point scale shown in Box 1 above.

The survey tool treats social desirability as a one-dimensional construct with positive and negative aspects; whether something is acceptable or not may be viewed as something akin to a moral judgement of right or wrong. Can something that is not acceptable be not unacceptable, or vice versa? The answer to this question may differ depending on the particular human behaviour being considered. The research team opted to allow a mid-point described as “neither acceptable nor unacceptable” in preference to forcing a decision or allowing a “don’t know” or “haven’t thought about it” option. The survey results seem to suggest that the neutral mid-point is not being over-used. Overall 12% of questions were answered with a neutral response. Questions with a greater level of extreme response (eg. driving with a BAC of 0.1) had a lower level of neutral responses. For the speeding-related questions 9% of responses were neutral. The question “Picked up a hitch-hiker” had the highest level of neutral responses (31%).

These above issues could be explored in cognitive testing of the questionnaire, where respondents would be probed regarding their understanding of the questions and the answers they give to individual questions.

Survey methodology

The methodology is limited by the use of subscriber research panels. The results cannot be generalised to the Victorian driving population. The research team has taken some comfort from the similarities observed among the sampled population and a sample of Victorian drivers with a listed landline phone number obtained from telephone interviewing.

Survey completion in an on-line environment is well suited to this particular survey; however the recruitment approach used to date is far from optimal. Future iterations of this

survey will utilise an improved sampling and recruitment methodology. Consideration will also be given to providing an option to complete the survey in a paper format.

Future iterations of this survey may also test social desirability scales that will identify respondents likely to provide socially desirable survey responses.

Interpreting results

The high-level results from the first two waves of the survey have received some media attention following TAC press releases. The tool presents the TAC with an evidence base from which it can claim, for example, that “Most Victorian drivers believe it is socially unacceptable to speed in 60 zones.”

The survey tool sheds light on the social pulse: what society views as socially wrong. The responses to the questions of primary interest are in accord with other research conducted by the TAC. The community supports the governments tough stance on high-level speeding, but is much more tolerant of lower-level speeding. The results provide the TAC with another perspective on this challenging issue, and a device with which to measure progress towards changing the community’s attitudes.

The results of the survey could be interpreted to indicate that social acceptability is not a good predictor of behaviour. One-third of respondents that admit to speeding all or most of the time believe other people would view driving 110km/h in a 100 zone as unacceptable. This particular statistic suggests that for some drivers the notion that other drivers perceive them negatively is not sufficient motivation to alter their behaviour. The results also suggest that the level of community concern about a behaviour is not grounded in the likelihood of that activity occurring. Talking on a handheld phone while driving is considered more unacceptable than paying for sex with a prostitute, for example, however the rate of driving while using a handheld phone is likely to far exceed the rate of paying for sex with a prostitute.

An alternative approach that may be tested in future would involve framing the survey tool to measure beliefs about normative behaviour rather than social desirability. The questionnaire would explore how common people thought a particular human behaviour was. By way of example, the emphasis from a public education perspective may then be “Most Victorian drivers don’t speed in 60 zones”. The value of this statement in changing driver behaviour compared with “Most Victorian drivers believe it is socially unacceptable to speed in 60 zones” is something the TAC can explore in coming years.

Conclusions

The survey tool described here has provided valuable insights to the TAC, and will continue to receive attention in coming years. It has reinforced that considerable efforts are required to change social norms in relation to low-level speeding and mobile phone use while driving. The results in terms of drink and drug driving are positive, and a source of encouragement to road safety practitioners.

Despite its limitations, the on-line methodology using research panels provides an excellent platform for the development of survey instruments such as the one developed here. In conjunction with cognitive testing the TAC will continue to develop this tool.

References

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Appendix

Results from 2010 survey, ranked from most unacceptable to most acceptable

| | Average | % acceptable | % unacceptable | Very unacceptable | Unacceptable | Somewhat unacceptable | Neither | Somewhat acceptable | Acceptable | Very acceptable |
|---|---------|--------------|----------------|-------------------|--------------|-----------------------|---------|---------------------|------------|-----------------|
| Drove with a BAC of .10 | -2.63 | 95% | 1% | 78% | 13% | 4% | 3% | 1% | 0% | 0% |
| Took ecstasy tablets before driving my car | -2.59 | 95% | 2% | 77% | 13% | 4% | 3% | 1% | 1% | 0% |
| Deliberately damaged a bus shelter | -2.58 | 95% | 1% | 73% | 19% | 3% | 3% | 1% | 0% | 0% |
| Drove 100kph in a 60kph zone | -2.53 | 94% | 2% | 72% | 17% | 6% | 4% | 1% | 0% | 0% |
| Spent the month's mortgage/rent money on pokie machines | -2.50 | 95% | 1% | 68% | 21% | 5% | 4% | 1% | 0% | 0% |
| I was a man and I hit a woman | -2.47 | 92% | 3% | 72% | 16% | 3% | 5% | 2% | 1% | 1% |
| Tagged public property with graffiti without permission | -2.42 | 94% | 2% | 65% | 22% | 7% | 5% | 1% | 0% | 0% |
| Drove 140 kph in a 100kph zone | -2.40 | 93% | 3% | 65% | 20% | 8% | 4% | 2% | 1% | 0% |
| Drove after smoking marijuana | -2.30 | 91% | 3% | 60% | 22% | 9% | 6% | 2% | 1% | 0% |
| Drove a car while my licence was suspended | -2.28 | 91% | 3% | 59% | 22% | 10% | 6% | 2% | 0% | 0% |
| Claimed Centrelink benefits when I was not eligible | -2.24 | 91% | 4% | 58% | 24% | 9% | 5% | 3% | 2% | 0% |
| Sold marijuana | -2.18 | 87% | 5% | 60% | 19% | 8% | 8% | 3% | 1% | 1% |
| Urinated in a public place | -2.11 | 89% | 5% | 53% | 24% | 12% | 6% | 4% | 1% | 0% |
| Parked in a disability car spot when not entitled to do so | -2.09 | 91% | 3% | 46% | 30% | 15% | 6% | 2% | 1% | 0% |
| Slightly damaged another car in a car park | -2.06 | 91% | 3% | 43% | 34% | 14% | 6% | 3% | 1% | 0% |
| Took a chocolate from the charity collection box without paying | -2.00 | 91% | 2% | 39% | 34% | 18% | 6% | 1% | 0% | 1% |
| Smoked in close proximity of children | -1.97 | 88% | 4% | 44% | 27% | 17% | 7% | 3% | 1% | 0% |
| Drove when I have a BAC of .06 (i.e. just over legal limit) | -1.95 | 86% | 7% | 46% | 26% | 15% | 7% | 6% | 1% | 0% |
| Drove 80kph in a 60kph zone | -1.89 | 86% | 6% | 41% | 29% | 16% | 8% | 4% | 1% | 0% |
| Had an affair | -1.88 | 82% | 6% | 47% | 23% | 12% | 13% | 3% | 2% | 1% |
| Took ecstasy tablets before going to a dance party | -1.85 | 80% | 11% | 52% | 18% | 10% | 9% | 6% | 4% | 1% |
| Pick your Nose | -1.84 | 85% | 5% | 40% | 26% | 19% | 10% | 3% | 1% | 0% |
| Pushed in front of someone in a queue | -1.78 | 89% | 4% | 28% | 37% | 24% | 7% | 3% | 1% | 0% |
| Sent a text message while driving | -1.77 | 83% | 9% | 40% | 25% | 17% | 8% | 7% | 2% | 0% |
| Was tailgating (driving close to the car in front of me) | -1.69 | 85% | 7% | 31% | 32% | 22% | 8% | 5% | 1% | 0% |
| Drove 120kph in a 100kph zone | -1.66 | 80% | 10% | 37% | 25% | 18% | 9% | 8% | 2% | 1% |
| Talked on a hand-held mobile phone while driving | -1.62 | 81% | 10% | 34% | 29% | 18% | 9% | 7% | 2% | 1% |
| I was a woman and I hit a man | -1.59 | 77% | 12% | 39% | 22% | 17% | 11% | 7% | 4% | 1% |
| Didn't say please/thank you to waiter/waitress | -1.43 | 80% | 7% | 21% | 31% | 28% | 12% | 5% | 2% | 1% |
| Held a loud party until 3am | -1.42 | 77% | 12% | 28% | 27% | 22% | 11% | 7% | 3% | 1% |
| Watered my garden when there were restrictions | -1.41 | 79% | 8% | 21% | 31% | 27% | 12% | 6% | 2% | 0% |
| Lied to an employer | -1.27 | 72% | 15% | 25% | 25% | 22% | 13% | 11% | 3% | 1% |
| Logged in to my partners Facebook account | -1.23 | 70% | 13% | 22% | 27% | 21% | 17% | 9% | 3% | 1% |
| Cheated on my Tax Return to save \$1000 | -1.22 | 69% | 16% | 25% | 26% | 19% | 15% | 9% | 4% | 2% |
| Drove 70kph in a 60kph zone | -1.21 | 71% | 15% | 23% | 24% | 24% | 14% | 10% | 4% | 1% |
| Drove 50kph in a 40kph zone | -1.12 | 69% | 18% | 23% | 23% | 23% | 14% | 12% | 4% | 1% |
| Payed for sex with a prostitute | -1.12 | 62% | 19% | 33% | 16% | 13% | 19% | 10% | 7% | 2% |
| Read my partner's SMS messages without them knowing | -1.05 | 68% | 15% | 18% | 24% | 27% | 16% | 10% | 4% | 2% |
| Threw recyclable goods in the bin | -0.92 | 64% | 12% | 13% | 21% | 31% | 23% | 8% | 4% | 1% |
| Swore when strangers could hear me | -0.92 | 62% | 18% | 16% | 23% | 23% | 20% | 12% | 5% | 1% |
| Told a joke at the expense of a particular cultural group | -0.91 | 61% | 21% | 19% | 24% | 18% | 19% | 13% | 5% | 2% |
| Was drunk in a public place | -0.89 | 60% | 23% | 20% | 20% | 20% | 17% | 14% | 7% | 1% |
| Drove 110 kph in a 100kph zone | -0.85 | 62% | 24% | 20% | 20% | 21% | 14% | 14% | 8% | 3% |
| Smoked marijuana in my own house | -0.84 | 57% | 26% | 29% | 14% | 13% | 17% | 11% | 11% | 4% |
| Went fishing without a valid recreational fishing licence | -0.78 | 59% | 20% | 15% | 19% | 25% | 22% | 11% | 6% | 2% |
| Had a one night stand | -0.67 | 51% | 28% | 26% | 14% | 11% | 21% | 11% | 13% | 4% |
| Didnt tell check-out operator if they gave \$20 too much change | -0.62 | 54% | 25% | 14% | 18% | 22% | 21% | 15% | 7% | 3% |
| Picked up a hitch-hiker | -0.48 | 44% | 25% | 13% | 14% | 16% | 31% | 14% | 9% | 2% |
| Went duck shooting without a licence | -0.41 | 47% | 33% | 19% | 14% | 15% | 20% | 14% | 14% | 6% |
| Was rude to salesperson | -0.41 | 50% | 32% | 10% | 18% | 23% | 18% | 20% | 8% | 3% |
| Drank alcohol in front of young children | -0.23 | 42% | 37% | 14% | 12% | 16% | 21% | 19% | 15% | 3% |
| Drank alcohol to get drunk | -0.21 | 42% | 38% | 16% | 14% | 12% | 20% | 16% | 15% | 6% |
| Told a lie to keep on good terms with someone | -0.11 | 38% | 38% | 8% | 11% | 18% | 24% | 25% | 11% | 2% |
| Visited a strip club to watch pole dancing | -0.01 | 35% | 41% | 13% | 11% | 11% | 24% | 16% | 19% | 6% |
| Smacked my child when they had been naughty | 0.21 | 33% | 47% | 8% | 9% | 16% | 20% | 22% | 19% | 6% |
| Watched X-rated movies | 0.35 | 26% | 45% | 9% | 8% | 10% | 28% | 14% | 22% | 10% |
| Flashed headlights at oncoming car to warn of speed camera | 1.04 | 15% | 68% | 4% | 5% | 6% | 17% | 22% | 27% | 19% |
| Hung up the phone on telemarketers | 1.41 | 13% | 75% | 2% | 4% | 6% | 13% | 18% | 25% | 32% |
| Gave money to a homeless person | 1.68 | 5% | 84% | 1% | 1% | 3% | 11% | 20% | 37% | 27% |
| Had a 3 minute shower | 1.82 | 6% | 81% | 2% | 2% | 2% | 13% | 10% | 31% | 40% |
| Slowed down to let another car merge into my lane | 1.84 | 6% | 87% | 2% | 2% | 2% | 7% | 12% | 41% | 34% |
| Stopped to offer assistance to a person with a broken down car | 1.92 | 6% | 88% | 2% | 2% | 2% | 7% | 11% | 38% | 38% |
| Held a door open for a person I dont know | 2.07 | 5% | 90% | 2% | 1% | 1% | 5% | 8% | 36% | 46% |
| Volunteered in the CFA | 2.24 | 3% | 91% | 1% | 1% | 1% | 6% | 7% | 27% | 57% |
| Asked a passenger in my car to put their | 2.27 | 4% | 92% | 2% | 1% | 1% | 4% | 7% | 27% | 58% |
| Offered my seat to a pregnant woman on public transport | 2.50 | 3% | 94% | 1% | 1% | 1% | 3% | 4% | 20% | 71% |