



**Transport**  
Roads & Traffic  
Authority



# Additional crossing of the Clarence River at Grafton

Telephone survey of Clarence Valley residents

**MAY 2011**





Final Report to:

**Roads and Traffic Authority**

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**Additional crossing of the Clarence River at Grafton;  
Telephone survey of Clarence Valley residents**



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## **Disclaimer**

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## Executive Summary

The Roads and Traffic Authority (RTA) has commissioned Jetty Research to conduct a random and representative telephone survey of 500 Clarence Valley residents in relation to issues surrounding the planning for an additional crossing of the Clarence River at Grafton. This survey forms part of a wider and ongoing community consultation process by the RTA ahead of the identification of a preferred location for an additional crossing.

The fixed line telephone survey was conducted between 14 and 21 March 2011 from Jetty Research's CATI<sup>1</sup> call centre in Coffs Harbour. A random selection of residents living within the 2460 and 2462 postcodes were called between 3.30 and 8pm Monday to Thursdays during the survey period. Five regional quotas were applied to ensure adequate representation across different areas of Grafton, South Grafton and surrounding districts – see Methodology (Section 1.2) for details.

The survey questionnaire (see Appendix 1) was devised collaboratively between Jetty Research and the RTA. It was designed to achieve survey objectives listed in the Methodology section of this report.

A total of 514 interviews were conducted, with an average interview time of 13.8 minutes. Random sampling error for this sample size is +/- 4.3 per cent at the 95 confidence level: this means that results should be accurate for the overall survey population to within +/- 4.3 per cent in 19 out of 20 surveys conducted - see Sampling Error (Section 1.3) for further details.

### Among the key survey findings:

1. 96 per cent of respondents agreed that there should be an additional crossing of the Clarence River at Grafton.
2. Of 15 nominated issues that had been raised in earlier stages of community feedback, “ensuring the safety of all road users” was deemed the most important, with a mean score of 9.16 on an importance scale of 1-10. This was followed by “catering for additional commuter and heavy vehicle traffic in the future” (8.63) and “resolving traffic congestion currently being experienced” (8.56). Other issues with a mean rating of 8 or more were “minimizing flood impacts” (8.22) and “providing a bypass of Grafton for trucks using the Summerland Way” (8.12).
3. At the lower end of the perceived importance scale were “keeping a new bridge close to the existing rail corridor to minimise the overall impact of the project” (with a mean score of 4.63), “protecting sensitive Indigenous areas” (5.16), “protecting the appearance of the existing bridge by not placing any new crossing too close to it” (5.20), “protecting sensitive environmental areas” (6.04), and “protecting sensitive heritage areas and buildings” (6.73).
4. Asked to state whether they agreed or disagreed with five statements designed to highlight some possible trade-offs and compromises involved in this project, the highest agreement rating was achieved by the statement “Heavy vehicles should be banned from using the existing Grafton Bridge once a new crossing is built” (with a mean agreement ranking of 3.84 on a 1-5 scale<sup>2</sup>). The lowest agreement ranked-statement was “To maintain the appearance of the existing Grafton Bridge, I would prefer a new bridge to be built well away from it” (mean 3.18).

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<sup>1</sup> Computer-assisted telephone interviewing.

<sup>2</sup> Where 1 meant the respondent strongly disagreed with the statement, 3 meant they were unsure or had no opinion, and 5 meant they strongly agreed with the statement.

Other statements were: “It is important an additional river crossing addresses the local traffic congestion, even if this harms some residential communities” (3.77), “It is important to divert traffic away from the Grafton CBD, even if this harms some local businesses” (mean 3.56), and “It is important to divert traffic away from the Grafton CBD, even if this harms some residential communities” (3.46).

5. 69 per cent of respondents had a preference as to where an additional crossing should be located.

These respondents were asked to nominate a preferred route, with their response categorised into one of five corridors proposed by the RTA (see page 27 for details). The largest proportion supported a corridor from the Pacific Highway north of South Grafton to the Summerland Way north of North St, Grafton (34 per cent). Next most popular (at 23 per cent) was a corridor from the Pacific Highway north of South Grafton to North Street in Grafton.

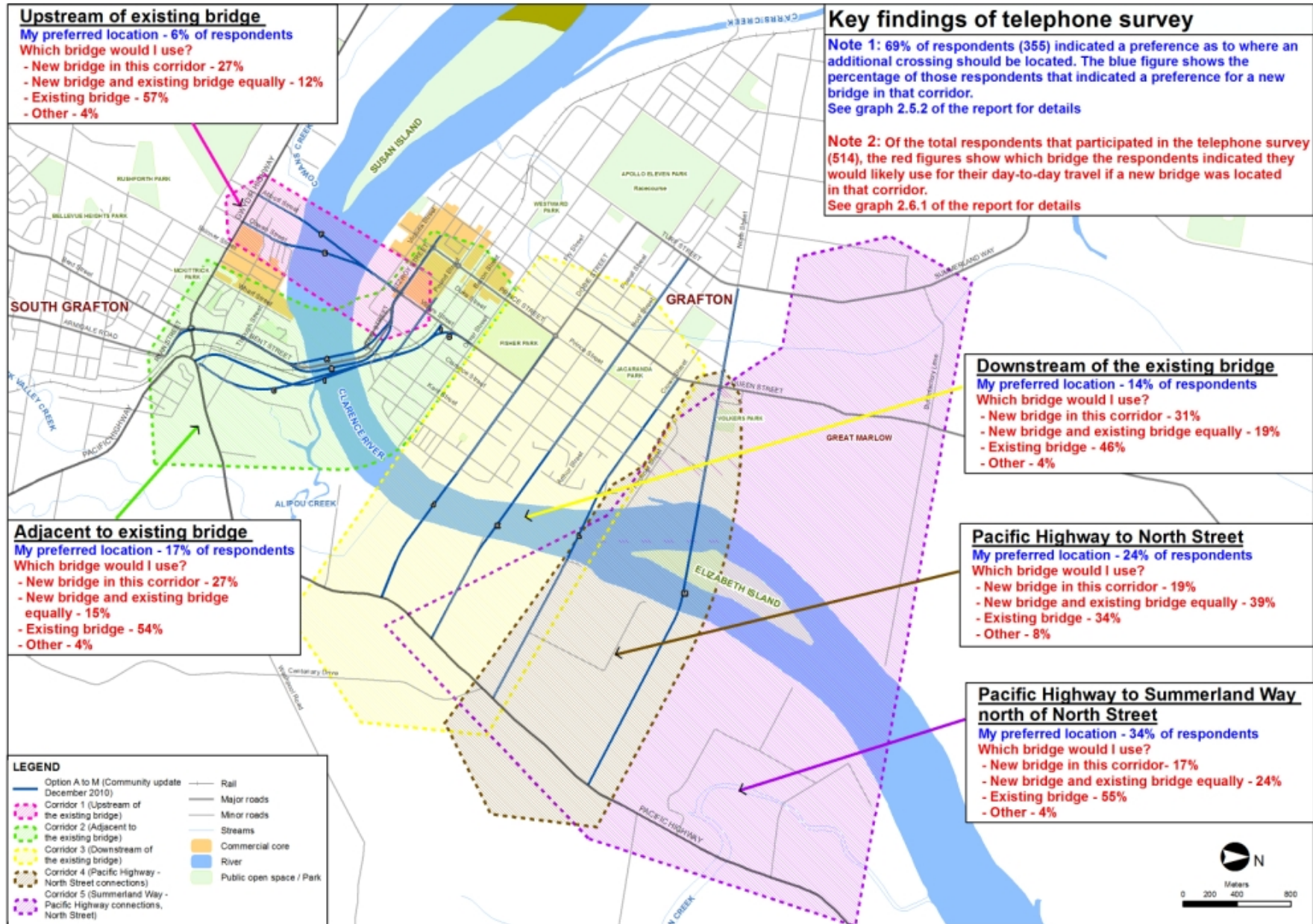
Seventeen per cent of respondents favoured a new bridge being located adjacent to the original one, while 14 per cent wanted it built downstream of the existing bridge from the Pacific Highway to Dobie or Hoof Streets. Only 6 per cent of respondents favoured the upstream corridor, from the Gwydir Highway at South Grafton to Prince or Villiers Streets in Grafton.

6. Residents were asked to nominate which bridge they would prefer to use on a day-to-day basis, if a new bridge were to be built in one of the five nominated corridors. The responses indicated that the existing bridge would continue to carry the majority of traffic in three of the five corridor options. The exceptions were “downstream of the existing bridge from the Pacific Highway to say Dobie or Hoof Streets” (with 46 per cent saying they would continue to use the existing bridge) and “from the Pacific Highway north of South Grafton to North St, Grafton” (34 per cent still to use existing bridge).

Predominant use of the new bridge ranged from a low of 17 per cent (for “Pacific Highway north of South Grafton to the Summerland Way north of North Street” to 31 per cent for the option “downstream of the existing bridge from the Pacific Highway to say Dobie or Hoof Streets.”

In summary, it appears that the majority of residents are seeking an additional crossing that is downstream of the existing bridge and crosses the Clarence River at or north of North Street in Grafton. However based on intended future travel habits, the data suggests that the majority of residents will continue to use the existing bridge should an additional crossing be located at either of these preferred locations.

Figure i: Key findings of telephone survey





# 1. Introduction

## 1.1 Background and Objectives

The Roads and Traffic Authority (RTA) has commissioned Jetty Research to conduct a random and representative telephone survey of 500 Clarence Valley residents<sup>3</sup>. The survey was designed to gain community feedback on issues surrounding the planning for an additional crossing of the Clarence River at Grafton.

Specific objectives included:

- Quantifying resident attitudes towards the many issues previously identified as affecting the location of an additional crossing;
- Measuring support for different route corridors; and
- Understanding possible changes to traffic use of the existing Grafton Bridge depending on preferred locations of a new bridge.

The telephone survey forms one part of a wider and ongoing community engagement process designed to identify a preferred location for an additional crossing of the Clarence River at Grafton.

## 1.2 Methodology

The survey was conducted using a random fixed line telephone poll of residents aged 16 years and over. Respondents were selected at random from a commercially available database of 9,586 residential telephone numbers within the 2460 and 2462 postcodes<sup>4</sup>.

To ensure adequate representation from different geographic regions within the overall survey area, numbers from this master database were then divided into five different zones by residential street address (See Table 1.2.1). Note that the sample sizes selected for each zone were designed to provide adequate representation for residents of that zone, and may not be proportional to each area's population.

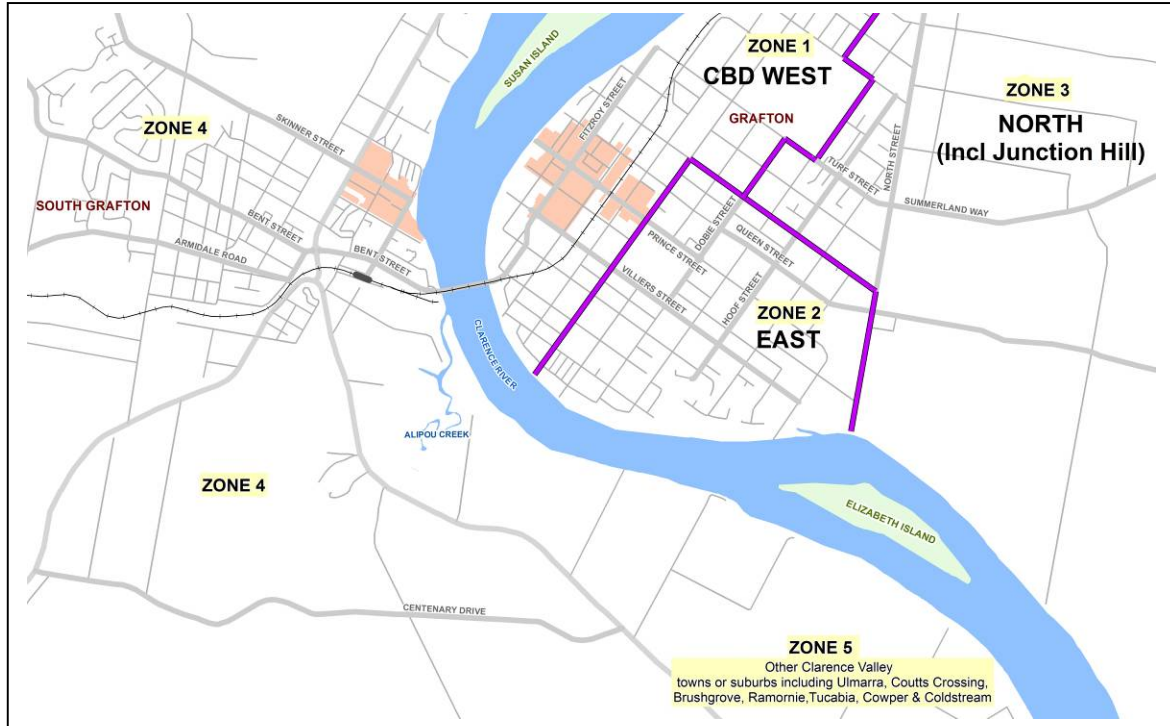
**Table 1.2.1: Breakdown of survey sample by residential zone**

<b>Zone</b>	<b>Description</b>	<b>Sample size</b>
1	Grafton CBD and west. Bounded by Clarence River to the west, and Oliver St to the north-east.	90
2	East Grafton. Bounded by Clarence River to the east, North St to the north, Mary St to the north-west, and Oliver St to the south-west.	90
3	North Grafton. Area to the north of Oliver St, west of Mary St and north of North St. Includes Junction Hill and Great Marlow.	90
4	South Grafton, including Seelands, Waterview Heights, Rushforth, Wells Crossing and Clarenza	150
5	Other Clarence Valley towns or suburbs including Ulmarra, Coutts Crossing, Brushgrove, Ramornie, Tucabia, Cowper and Coldstream	80
<b>TOTAL</b>		<b>500</b>

<sup>3</sup> 500 having been determined as a statistically robust sample.

<sup>4</sup> This compares with 11,809 occupied households recorded in the 2006 ABS Census (Usual Resident profile) for the 2460 and 2462 postcodes.

Figure 1.2.1: Map of residential zones



Hence 270 of the 500 planned sample size resided in Grafton, 150 in South Grafton, and the balance (80) being from surrounding towns and villages.

A survey form was constructed collaboratively between Jetty Research and the RTA, based on satisfying the above objectives. A copy of the survey form can be found in Appendix 1.

Surveying was conducted between 14 and 21 March 2011 from Jetty Research's Coffs Harbour CATI<sup>5</sup> call centre. A team of ten researchers called Clarence Valley residents on weekday evenings from 3.30pm to 8.00pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers called again on up to five occasions at different times of the afternoon or evening.

The survey was conducted on a random basis, other than the regional quotas described above. Potential respondents were screened to ensure they were:

- aged 16 or over;
- residents of Grafton or South Grafton or a regular user of the current Grafton Bridge<sup>6</sup>;

and were **not**:

<sup>5</sup> Computer-assisted telephone interviewing.

<sup>6</sup> "Regular" being defined as someone using the bridge weekly or more.

- a. A member of the RTA project team,
- b. A member of parliament or candidate at the March 2011 State election;
- c. A Clarence Valley Councillor, or
- d. A member of Council's executive.

Survey time varied from 6 to 31 minutes, with an average of 13.8 minutes. The response rate was consistent with industry norms for a local government-based survey, with approximately 48 per cent of eligible households reached agreeing to participate.

In all, 514 interviews were conducted. This comprises the 500 surveys divided by regional quota, plus 14 callbacks<sup>7</sup> in regions where quotas had already been reached. (These 14 are divided almost equally between the five zones.)

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Survey data has been analysed in SPSS, a specialised statistical software program. Where differences in this report are classed as significant, this implies they are statistically significant based on SPSS-calculated independent sample t-scores or other analysis of variation (or ANOVA) calculations.

In statistical terms, differences termed "significant" are considered unlikely to have been caused by chance alone.

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<sup>7</sup> "Callbacks" being repeat calls to respondents who had asked to be re-contacted at a more convenient time.

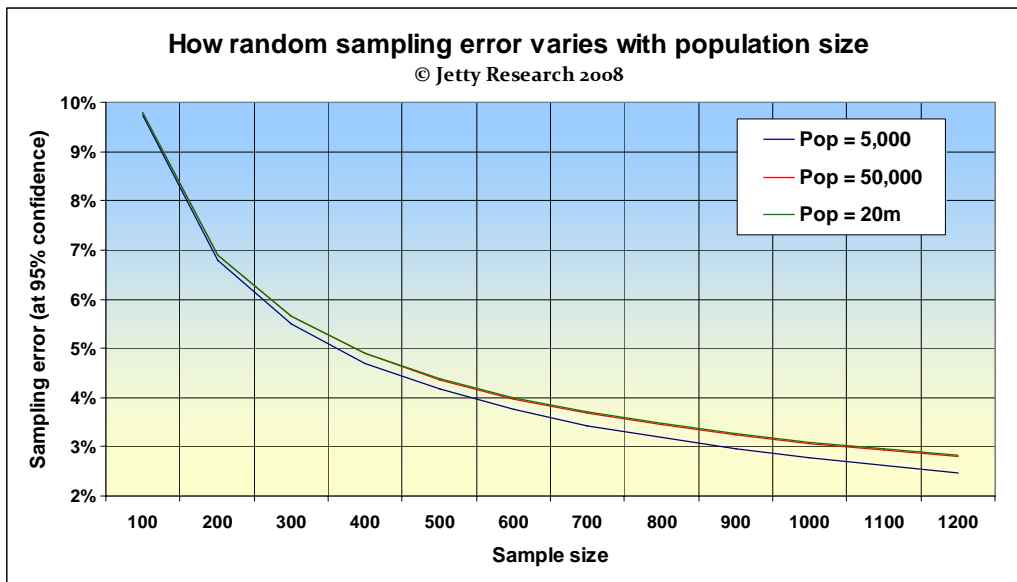
### 1.3 Sampling error

In 2006 the combined population of the 2460 and 2462 postcodes was 30,725, of which 23,792 were aged 16 and above<sup>8</sup>. Random sampling error for a randomly selected telephone sample of 514 respondents is +/- 4.3 per cent at the 95 per cent confidence level.

This means, in effect, that were we to conduct the same survey 20 times, results should be accurate for the entire survey population (in this case adults aged 16 and above living within the 2460 and 2462 postcodes and who met the survey's screening criteria) to within +/- 4.3 per cent in 19 of those 20 surveys.

As shown in Graph 1.3.1, below, sampling error rises with lower sample sizes. Hence care needs to be taken in interpreting sub-groups within the overall survey sample.

**Graph 1.3.1: How sampling error varies with sample and population size**



In addition to the random sampling error above, there may also be some forms of non-random sampling error which may have affected results. These include respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey sampling frame (i.e. the database from which telephone numbers were derived).

However there is no evidence (at least in terms of significant variances between demographic groups within the survey sample) to suggest that such non-random error has affected the integrity of the following data.

<sup>8</sup> ABS Census 2006 for 2460 and 2462 postcodes, Usual Resident profile.

## 1.4 Survey characteristics

The following table breaks down the survey sample by age, gender and residential zone:

**Table 1.4.1: Survey sample by age, gender and residential zone**

Gender				Zones					Total	
				Zone 1	Zone 2	Zone 3	Zone 4	Zone 5		
Male	Age	16-29	Count	1	1	4	3	0	9	
			% of Total	0.5%	0.5%	1.9%	1.4%	0.0%	4.2%	
	30-39	Count	2	3	2	5	1	13		
		% of Total	0.9%	1.4%	0.9%	2.3%	0.5%	6.0%		
	40-49	Count	8	9	3	7	8	35		
		% of Total	3.7%	4.2%	1.4%	3.2%	3.7%	16.2%		
	50-59	Count	9	5	10	15	7	46		
		% of Total	4.2%	2.3%	4.6%	6.9%	3.2%	21.3%		
	60-69	Count	11	11	6	17	11	56		
		% of Total	5.1%	5.1%	2.8%	7.9%	5.1%	25.9%		
	70+	Count	12	11	5	25	4	57		
		% of Total	5.6%	5.1%	2.3%	11.6%	1.9%	26.4%		
	Total			Count	43	40	30	72	31	216
				% of Total	19.9%	18.5%	13.9%	33.3%	14.4%	100.0%
Female	Age	16-29	Count	1	3	5	3	4	16	
			% of Total	0.3%	1.0%	1.7%	1.0%	1.3%	5.4%	
	30-39	Count	3	7	5	13	3	31		
		% of Total	1.0%	2.3%	1.7%	4.4%	1.0%	10.4%		
	40-49	Count	14	11	14	11	9	59		
		% of Total	4.7%	3.7%	4.7%	3.7%	3.0%	19.8%		
	50-59	Count	10	10	11	25	17	73		
		% of Total	3.4%	3.4%	3.7%	8.4%	5.7%	24.5%		
	60-69	Count	11	15	13	20	14	73		
		% of Total	3.7%	5.0%	4.4%	6.7%	4.7%	24.5%		
	70+	Count	10	8	15	8	5	46		
		% of Total	3.4%	2.7%	5.0%	2.7%	1.7%	15.4%		
	Total			Count	49	54	63	80	52	298
				% of Total	16.4%	18.1%	21.1%	26.8%	17.4%	100.0%

See “Demographics” (Section 2.1, below), for more detailed analysis of the breakdown of telephone and online samples.

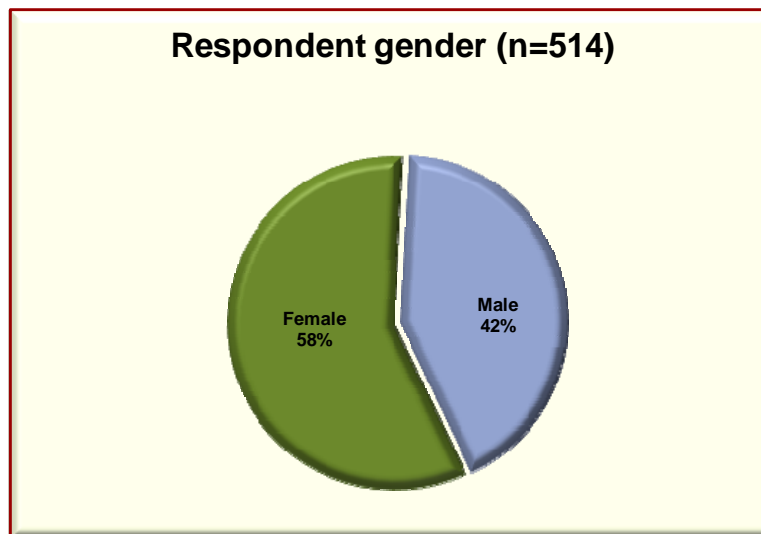
The survey sample has not been subjected to quotas other than the residential quotas noted above, nor have results been post-weighted to meet particular demographic characteristics.

## 2. Survey results

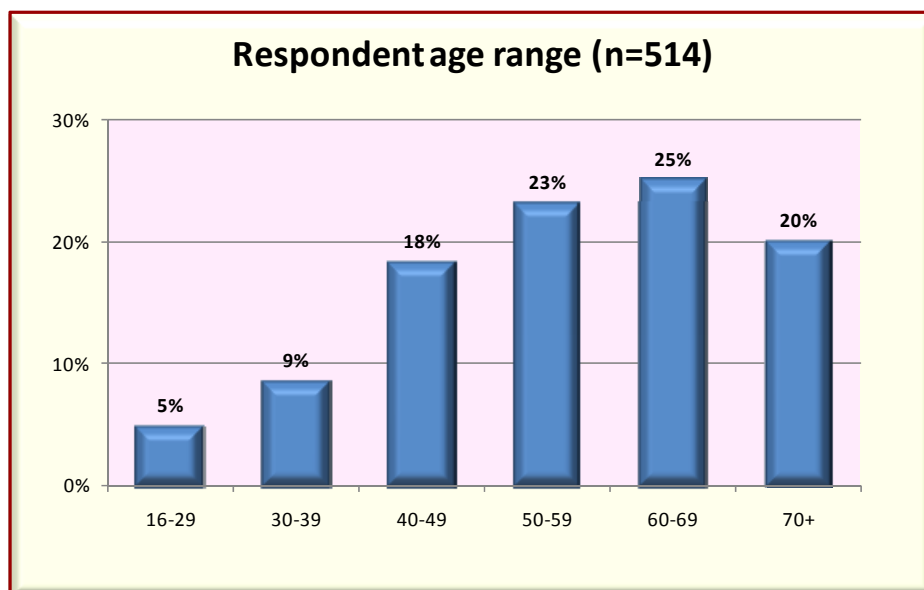
### 2.1: Survey Demographics

Below is a summary of respondent demographics for this survey. In the survey questionnaire, it equates to questions 20-24.

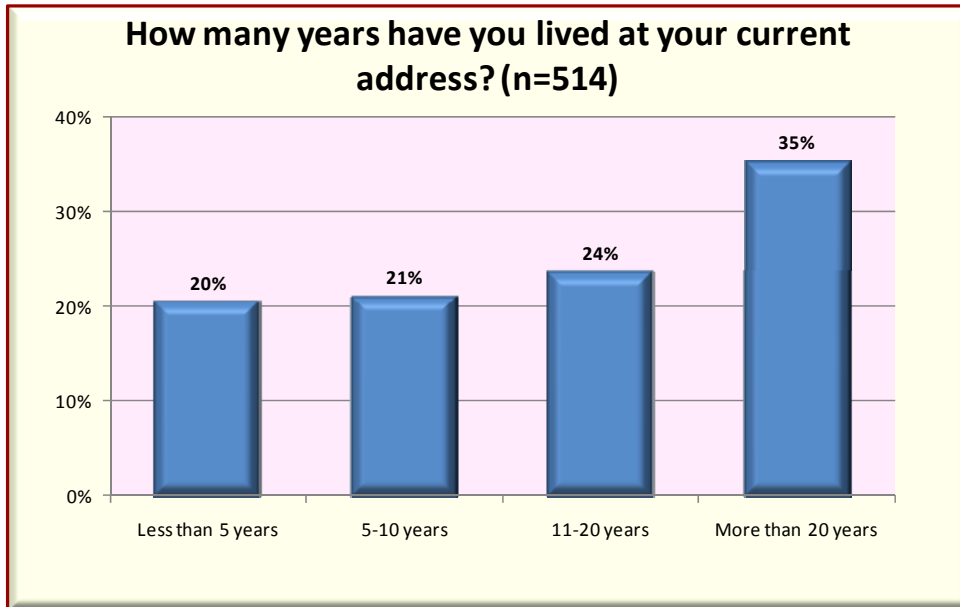
**Graph 2.1.1: Gender**



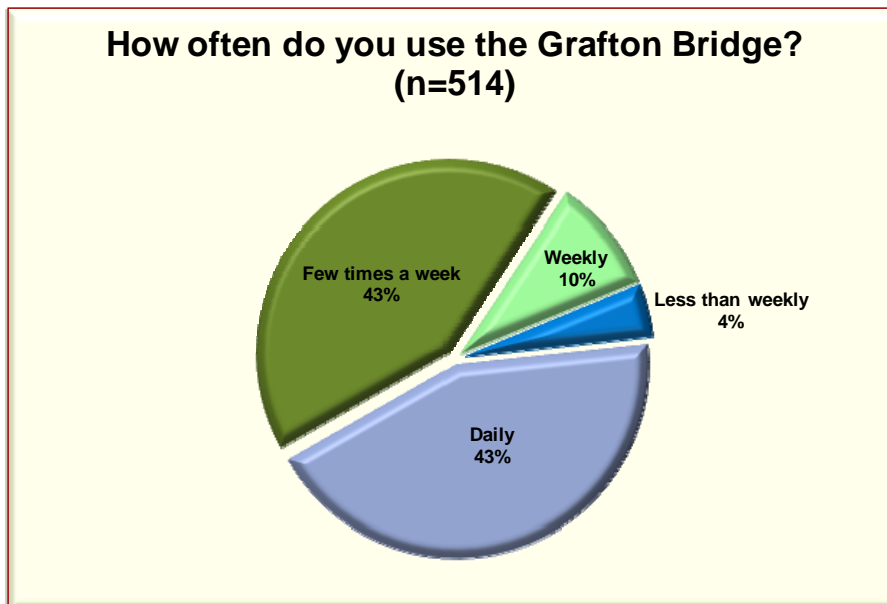
**Graph 2.1.2: Age**



**Graph 2.1.3: How long have you resided at your current address?**



**Graph 2.1.4: How often would you use the Grafton Bridge?**



The survey sample was skewed slightly towards females, who made up 58 per cent of respondents (Graph 2.1.1). It was also biased slightly towards older residents (Graph 2.1.2), with a median age group of 50-59 (against an actual median age of 49 for residents in the 2460 postcode<sup>9</sup>). Both are common in random fixed line telephone calls.

Slightly over one-third of respondents had lived at their current residence for 20 years or more (Graph 2.1.3). Conversely, 20 per cent had lived in their present home for five years or less.

Some 43 per cent of respondents claimed to use the Grafton Bridge on a daily basis, with a further 43 per cent saying they used it several times per week and 10 per cent using it weekly on average (Graph 2.1.4). Only 4 per cent of the sample used the bridge less than weekly.

Collectively this provides a robust sample with frequent bridge use and (subject to the slight age and gender biases noted above) a broad mix of age, gender and time of residence.

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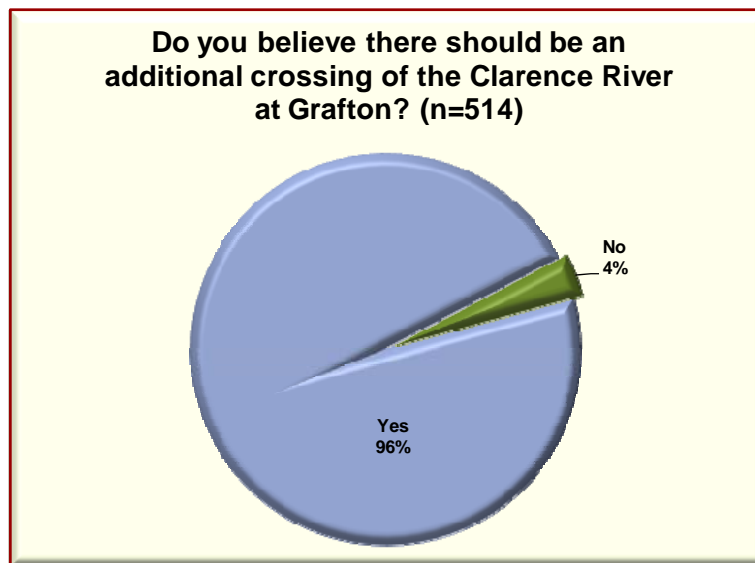
<sup>9</sup> ABS Census 2006, Usual resident profile. It's important to note that the ABS median age is across all ages, whereas the survey sample median age group is only based on adults aged 16 and above.



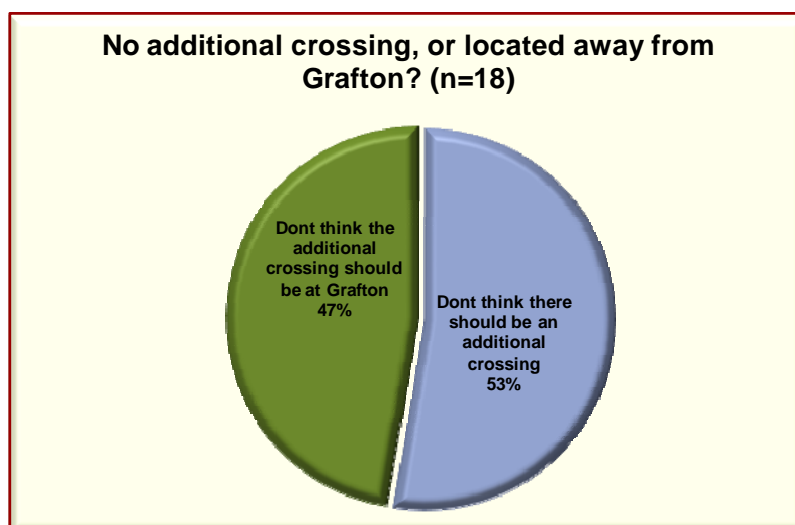
## 2.2: Support for an additional bridge crossing

Respondents were initially asked whether they felt there should be an additional crossing of the Clarence River at Grafton. If not, they were then asked whether that was because they did not see the need for an additional crossing, or whether it should be placed further away from Grafton. It equates to questions 11-13 of the survey questionnaire.

**Graph 2.2.1: Do you believe there should be an additional crossing of the Clarence River at Grafton?**



**Graph 2.2.2: (For those answering "no" to previous question) Does that mean you don't think there should be any additional crossing, or that it should be located well away from Grafton?**



Some 96 per cent of respondents agreed with the need for an additional bridge at or near Grafton (Graph 2.2.1). Of the remainder - numbering 18 in total - opinion was evenly split between those thinking another bridge was unnecessary, and those seeking an alternate location to Grafton (Graph 2.2.2).

**Table 2.2.1: (For those answering the crossing should be located further away from Grafton) Where do you think the additional crossing should be located?**

Further north so that it joins up with the Summerland Way. But south of Ulmarra
In the Elizabeth Island area
Incorporate in with the new Pacific Hwy when it is built - Brushgrove somewhere.
Near Susan Island, from the Pacific Hwy across to Summerland Way
Near Ulmarra
Should be part of a bypass along the highway like in Kempsey
Somewhere near the Bunnings building
Ulmarra

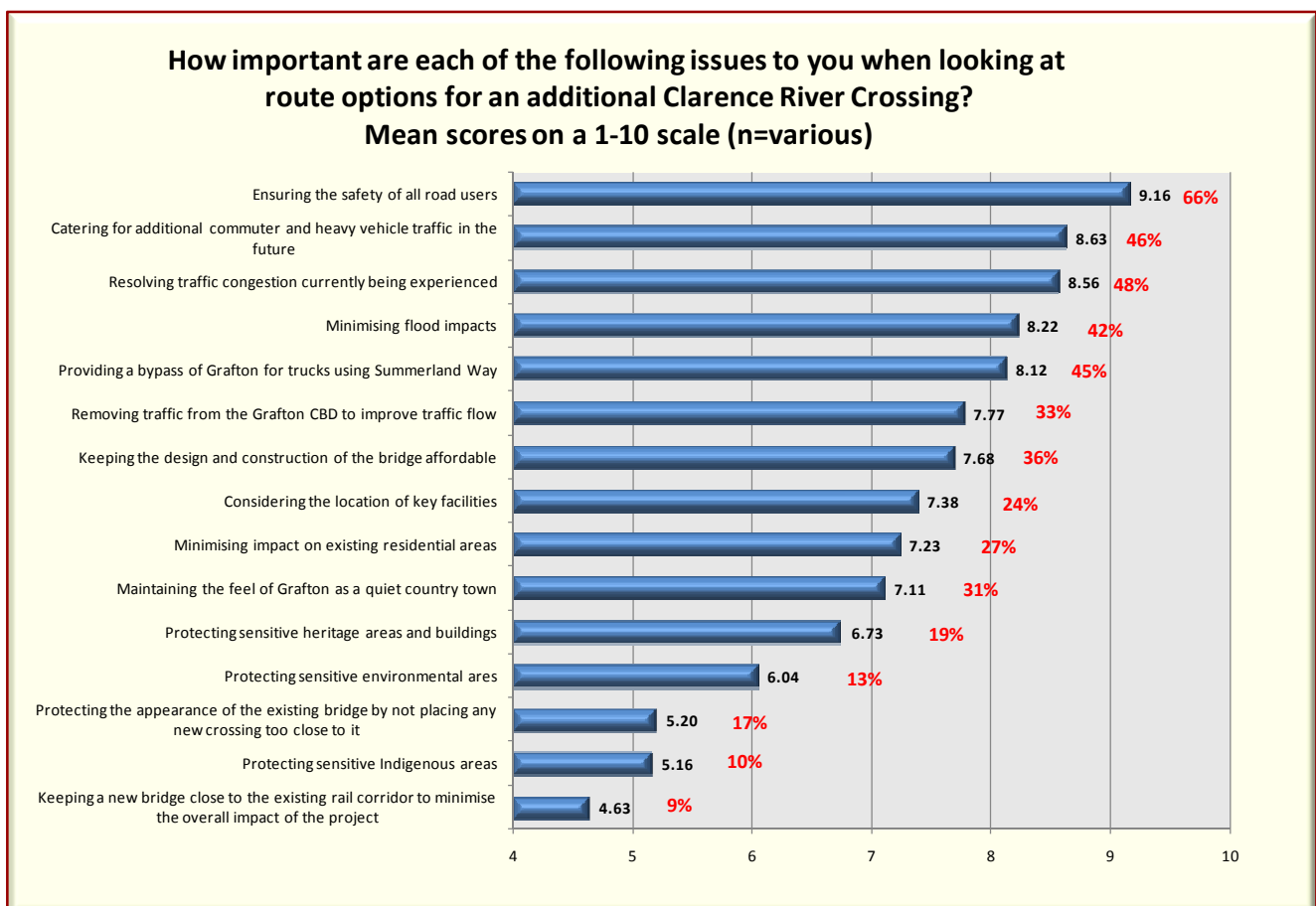
Of those seeking an alternate route (Table 2.2.1), some actually were within the proposed corridors. Only five respondents, or one per cent of the total survey sample, wanted an additional crossing to be downstream of Elizabeth Island.

## 2.3: Issues relating to an additional crossing

Respondents were asked to rate the importance of 15 different issues relating to an additional crossing of the Clarence River, using a 10-point importance scale (where 1 = not at all important, and 10 = critical). These 15 issues, shown in the attached questionnaire as question 14, had been raised in prior engagement activities, including the community postal survey in late 2010/early 2011.

The results are shown in Graph 2.3.1: the horizontal bars represent the mean (i.e. average) rating for each of the 15 issues, while the percentage to the right of each bar shows the percentage of respondents rating that issue as a “10 out of 10”.

**Graph 2.3.1: How important are each of the following issues to you when looking at route options for an additional crossing of the Clarence River at Grafton? (Using a scale of 1-10, where 1 = not at all important and 10 = critical)**



“Ensuring the safety of all road users” was the top-rated issue, with a mean score of 9.16 and two-thirds of respondents scoring this as a ten. Next most important were “catering for additional commuter and heavy vehicle traffic in the future” (8.63, 46 per cent) and “resolving traffic congestion currently being experienced” (8.56, 48 per cent). Other issues with a mean rating of 8 or more were “minimising flood impacts” (8.22, 42 per cent) and “providing a bypass of Grafton for trucks using the Summerland Way” (8.12, 45 per cent).

At the lower end of the perceived importance scale were “keeping a new bridge close to the existing rail corridor to minimise the overall impact of the project (4.63, 9 per cent), “protecting sensitive Indigenous areas” (5.16, 10 per cent), “protecting the appearance of the existing bridge by not placing any new crossing too close to it” (5.20, 17 per cent), “protecting sensitive environmental areas” (6.04, 13 per cent), and “protecting sensitive heritage areas and buildings” (6.73, 19 per cent).

Of interest was the issue of “maintaining the feel of Grafton as a quiet country town”. Although its mean score was relatively low at 7.11, the fact that 31 per cent of respondents scored this as a ten implies it is an issue of high interest to some.

The results can also be analysed according to specific demographic attributes, to see if there were any significant<sup>10</sup> differences based on respondents’ place of residence or frequency of bridge use:

**Table 2.3.1: Issues for an additional crossing at Grafton, by residential zones<sup>11</sup>**

Issues	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	
	Mean	Mean	Mean	Mean	Mean	Mean	N
Ensuring the safety of all road users	9.17	9.02	9.22	9.20	9.16	<b>9.16</b>	<b>510</b>
Catering for additional commuter and heavy vehicle traffic in the future	8.77	8.23	8.52	8.76	8.80	<b>8.63</b>	<b>510</b>
Resolving traffic congestion currently being experienced	8.34	8.22	8.62	8.71	8.88	<b>8.56</b>	<b>509</b>
Minimising flood impacts	8.35	8.37	8.26	8.11	8.05	<b>8.22</b>	<b>508</b>
Providing a bypass of Grafton for trucks using Summerland Way	<b>7.89</b>	8.09	<b>7.59</b>	8.33	<b>8.65</b>	<b>8.12</b>	<b>509</b>
Removing traffic from the Grafton CBD to improve traffic flow	<b>8.08</b>	7.93	7.86	7.56	7.54	<b>7.77</b>	<b>510</b>
Keeping the design and construction of the bridge affordable	7.51	7.47	7.62	7.86	7.84	<b>7.68</b>	<b>501</b>
Considering the location of key facilities	7.67	7.23	7.51	7.15	7.51	<b>7.38</b>	<b>507</b>
Minimising impact on existing residential areas	<b>7.63</b>	7.39	7.45	<b>6.72</b>	7.28	<b>7.23</b>	<b>510</b>
Maintaining the feel of Grafton as a quiet country town	<b>7.55</b>	<b>6.67</b>	<b>7.73</b>	<b>6.69</b>	7.20	<b>7.11</b>	<b>507</b>
Protecting sensitive heritage areas and buildings	6.88	6.48	6.79	6.65	6.95	<b>6.73</b>	<b>509</b>
Protecting sensitive environmental areas	6.02	5.98	6.22	5.95	6.12	<b>6.04</b>	<b>502</b>
Protecting the appearance of the existing bridge by not placing any new crossing too close to it	5.44	4.86	5.14	5.36	5.07	<b>5.20</b>	<b>504</b>
Protecting sensitive Indigenous areas	5.00	5.04	5.27	5.23	5.19	<b>5.16</b>	<b>490</b>
Keeping a new bridge close to the existing rail corridor to minimise the overall impact of the project	4.40	4.97	4.39	4.91	4.25	<b>4.63</b>	<b>495</b>

*N.B. Significant differences marked in blue (above mean) and pink (below mean)*

<sup>10</sup> “Significance” is used in a strictly statistical sense, implying that the difference was unlikely to have been caused by chance alone.

<sup>11</sup> Refer to section 1.2 for explanation of residential zones.

**Table 2.3.2: Issues for an additional crossing at Grafton, by frequency of use**

Issues	Daily	Few times a week	Weekly	Total	
	Mean	Mean	Mean	Mean	N
Ensuring the safety of all road users	9.02	9.23	9.33	<b>9.16</b>	<b>509</b>
Catering for additional commuter and heavy vehicle traffic in the future	8.59	8.58	8.81	<b>8.62</b>	<b>509</b>
Resolving traffic congestion currently being experienced	8.60	8.55	8.71	<b>8.56</b>	<b>508</b>
Minimising flood impacts	8.08	8.32	8.43	<b>8.22</b>	<b>507</b>
Providing a bypass of Grafton for trucks using Summerland Way	8.01	8.18	8.12	<b>8.14</b>	<b>508</b>
Removing traffic from the Grafton CBD to improve traffic flow	7.66	7.77	7.94	<b>7.77</b>	<b>509</b>
Keeping the design and construction of the bridge affordable	7.53	7.51	<b>8.85</b>	<b>7.69</b>	<b>500</b>
Considering the location of key facilities	7.30	7.38	7.69	<b>7.39</b>	<b>506</b>
Minimising impact on existing residential areas	<b>6.78</b>	7.50	<b>8.02</b>	<b>7.23</b>	<b>509</b>
Maintaining the feel of Grafton as a quiet country town	<b>6.50</b>	7.56	7.65	<b>7.10</b>	<b>506</b>
Protecting sensitive heritage areas and buildings	6.52	6.85	7.17	<b>6.75</b>	<b>508</b>
Protecting sensitive environmental areas	5.83	6.26	6.37	<b>6.05</b>	<b>501</b>
Protecting the appearance of the existing bridge by not placing any new crossing too close to it	<b>4.68</b>	5.34	<b>6.23</b>	<b>5.20</b>	<b>503</b>
Protecting sensitive Indigenous areas	4.89	5.38	5.52	<b>5.17</b>	<b>489</b>
Keeping a new bridge close to the existing rail corridor to minimise the overall impact of the project	4.90	4.36	4.62	<b>4.62</b>	<b>494</b>

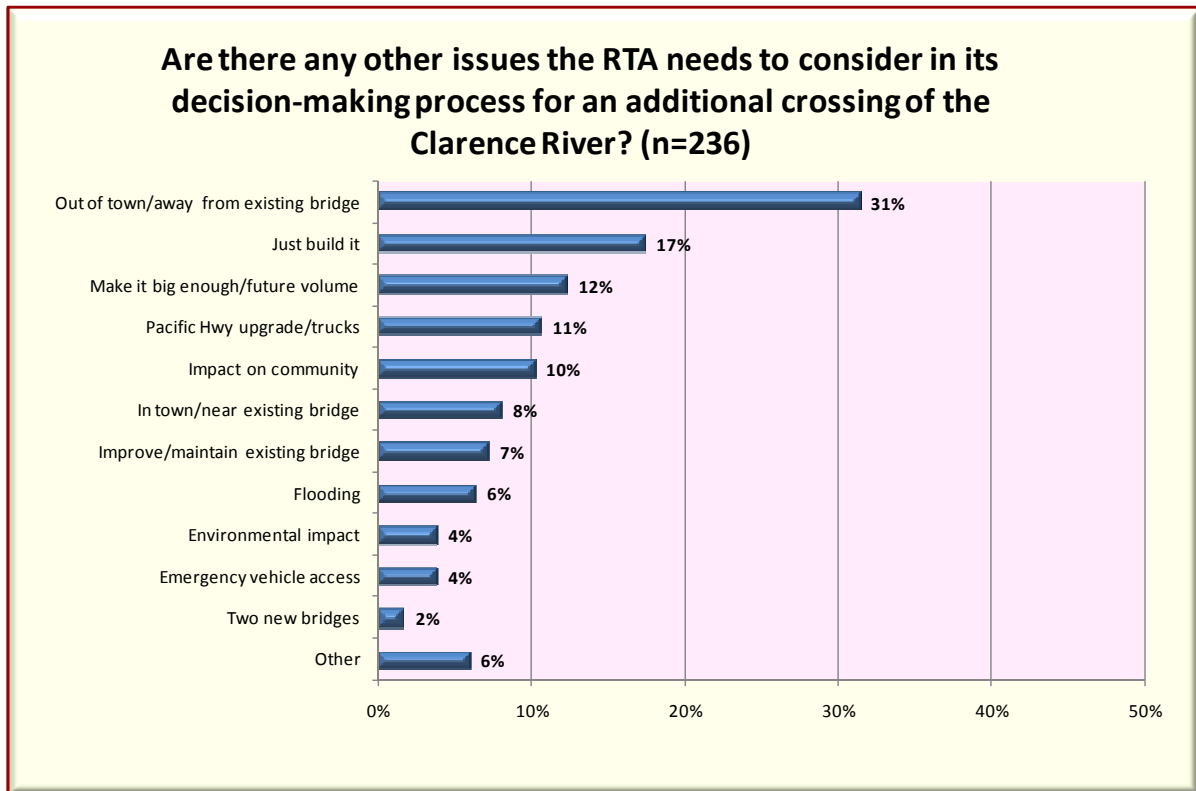
*N.B. Significant differences marked in blue (above mean) and pink (below mean). Figures exclude the 23 respondents who use the Grafton Bridge less than weekly, due to the small sample size.*

Table 2.3.1 shows how mean scores varied by the respondent’s residential zone (see Table 1.2.1 for zone descriptions). Where the results depart significantly from the overall mean, this is highlighted in blue (significantly above mean) or pink (significantly below mean). It indicates that zone 1 residents (Grafton CBD and east) were more concerned about three of the issues – minimising impact on existing residential areas, removing traffic from the Grafton CBD, and maintaining the feel of Grafton as a quiet country town. Zone 3 residents appeared to share the “maintaining the feel of Grafton as a quiet country town” concern, while being less interested than other residents in providing a bypass of Grafton for trucks using the Summerland Way.

Meanwhile zone 5 residents (outside immediate Grafton/South Grafton areas) were significantly more concerned with providing a bypass of Grafton for trucks using the Summerland Way.

Mean scores by frequency of bridge use are shown in Table 2.3.2. It indicates that less frequent users were significantly more concerned about three of the 15 issues: minimizing impact on existing residential areas; protecting the appearance of the existing bridge by not placing any new bridge too close to it; and keeping the design and construction of the new bridge affordable.

**Graph 2.3.2: Are there any other issues you feel the RTA needs to consider in its decision making process for an additional crossing of the Clarence River?**



At the conclusion of the 15 specified community issues, respondents were asked in an unprompted question if there were any other issues the RTA needed to consider in its decision-making. Two hundred and thirty-six respondents answered this question, with their responses having been coded (i.e. themed) and the results shown in Graph 2.3.2.

Popular issues included keeping any new bridge well away from the existing one (31 per cent), the need to get on with it (17 per cent), ensuring any new crossing is big enough for future as well as current traffic needs (12 per cent) and considering its relationship to the planned Pacific Highway upgrade (11 per cent). Eight per cent stated or re-stated a desire to see any new crossing built nearby the existing bridge, and 7 per cent sought improvements or an upgrade to the existing Grafton Bridge.

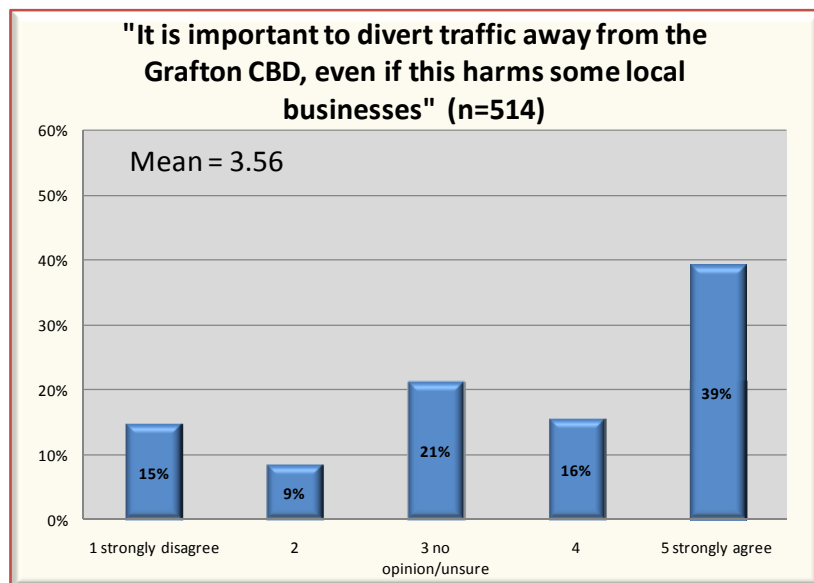
## 2.4: Trade-offs

At this point, respondents were asked: “As with any complex project, there may need to be trade-offs or compromises between competing issues. I am now going to read out a series of statements, and would ask whether you agree or disagree with these statements. We will use a 5-point agreement scale, where 1 means you strongly disagree, 3 means you have no opinion or are unsure, and 5 means you strongly agree.”

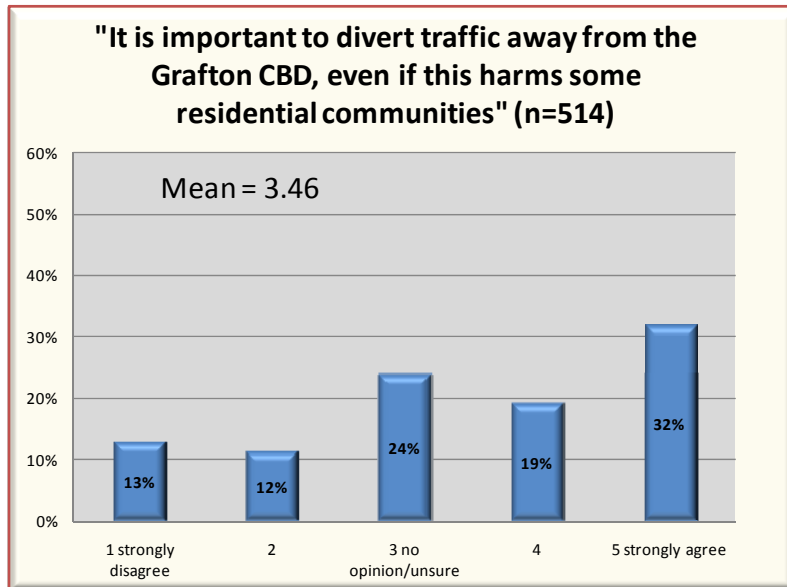
The intent of this question (question 16 of the attached survey) was to challenge respondents to consider the sometimes difficult and/or competing issues affecting major projects such as an additional crossing of the Clarence River.

Graphs 2.4.1 to 2.4.5 show the frequencies and means for each of the five statements:

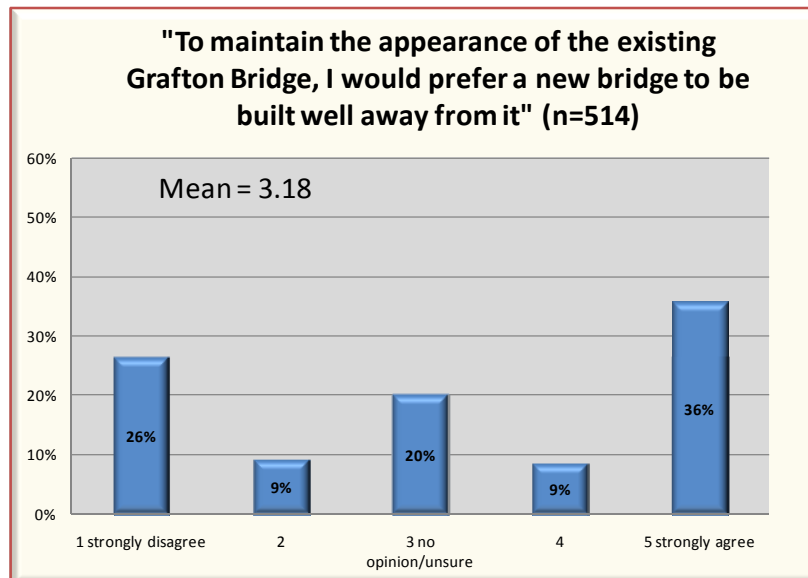
**Graph 2.4.1: Agreement with “It's important to divert traffic away from the Grafton CBD, even if this harms some local businesses” (where 1 = strongly disagree, 5 = strongly agree)**



**Graph 2.4.2: Agreement with “It’s important to divert traffic away from the Grafton CBD, even if this harms some residential communities” (where 1 = strongly disagree, 5 = strongly agree)**

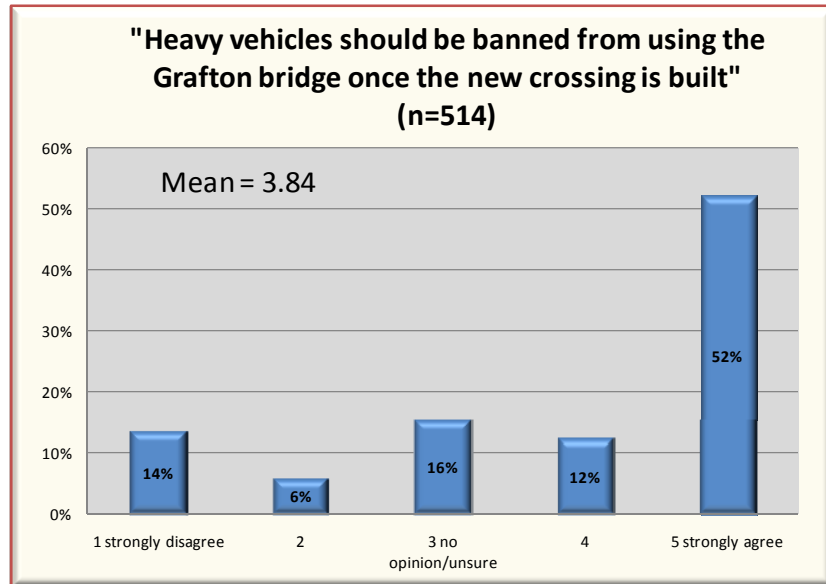


**Graph 2.4.3: Agreement with “To maintain the appearance of the existing Grafton Bridge, I would prefer a new bridge to be built well away from it” (where 1 = strongly disagree, 5 = strongly agree)**

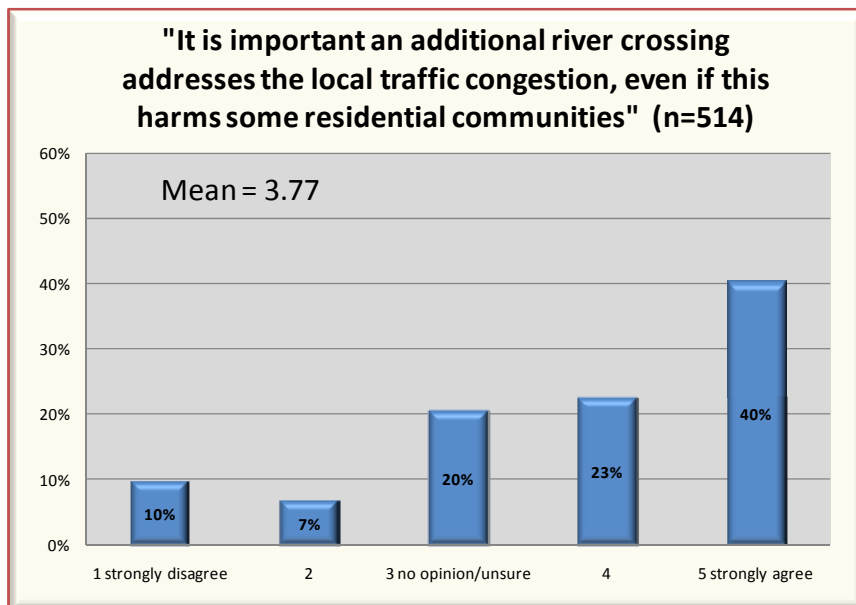




**Graph 2.4.4: Agreement with “Heavy vehicles should be banned from using the existing Grafton Bridge once a new crossing is built” (where 1 = strongly disagree, 5 = strongly agree)**



**Graph 2.4.5: Agreement with “It’s important that an additional river crossing addresses the current local traffic congestion, even if this harms some residential communities” (where 1 = strongly disagree, 5 = strongly agree)**



All five statements achieved a mean score of above three, indicating an above-median level of agreement. However the distribution patterns for each statement were quite different, with statement 4, “Heavy vehicles should be banned from using the existing Grafton Bridge once a new crossing is built” achieving the highest mean and statement 3, “To maintain the appearance of the existing Grafton Bridge, I would prefer a new bridge to be built well away from it” the lowest.

Table 2.4.1 compares the mean scores for each statement by the respondents’ residential zone:

**Table 2.4.1: Mean gap analysis for five statements, by residential zone**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Overall mean
It is important to divert traffic away from the Grafton CBD, even if this harms some local businesses	3.53	3.54	3.47	3.57	3.71	3.56
It is important to divert traffic away from the Grafton CBD, even if this harms some residential communities	3.55	3.51	3.28	3.40	3.61	3.46
To maintain the appearance of the existing Grafton Bridge, I would prefer a new bridge to be built well away from it	3.35	3.07	3.23	3.11	3.17	3.18
Heavy vehicles should be banned from using the Grafton bridge once the new crossing is built	3.93	3.82	3.73	3.81	3.91	3.84
It is important an additional river crossing addresses the local traffic congestion, even if this harms some residential communities	3.72	3.65	3.56	3.86	4.04	3.77

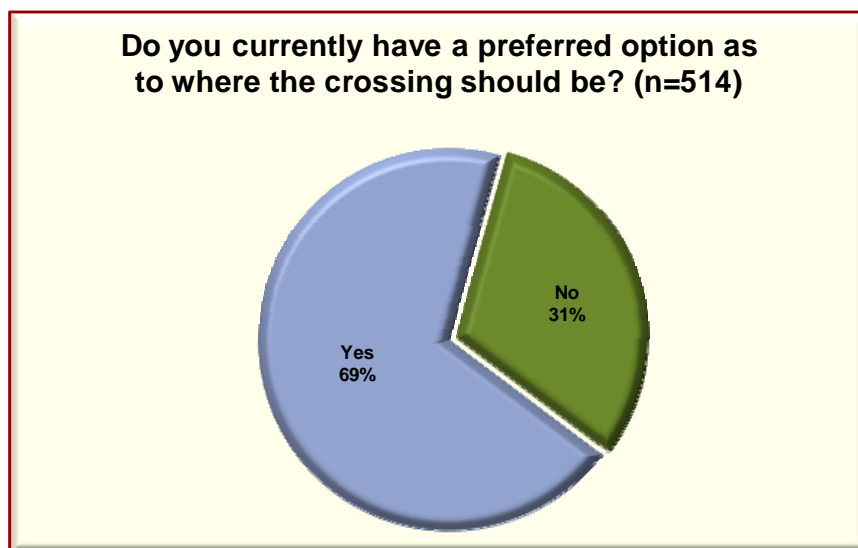
*N.B. Significant differences marked in blue (above mean) and pink (below mean).*

This indicates a consistency of views across the different residential zones, with the only significant difference being that residents of zone 5 were more likely than those in zone 3 to agree with the statement “it is important an additional river crossing addresses the local traffic congestion, even if this harms some residential communities”.

## 2.5: Preferred crossing location

Question 17 of the survey questionnaire asked whether respondents had a preferred option for an additional crossing of the Clarence River at Grafton. Question 18 then invited residents with an opinion to nominate their preferred route, corridor or option.

**Graph 2.5.1: Do you currently have a preferred option as to where the crossing should be?**



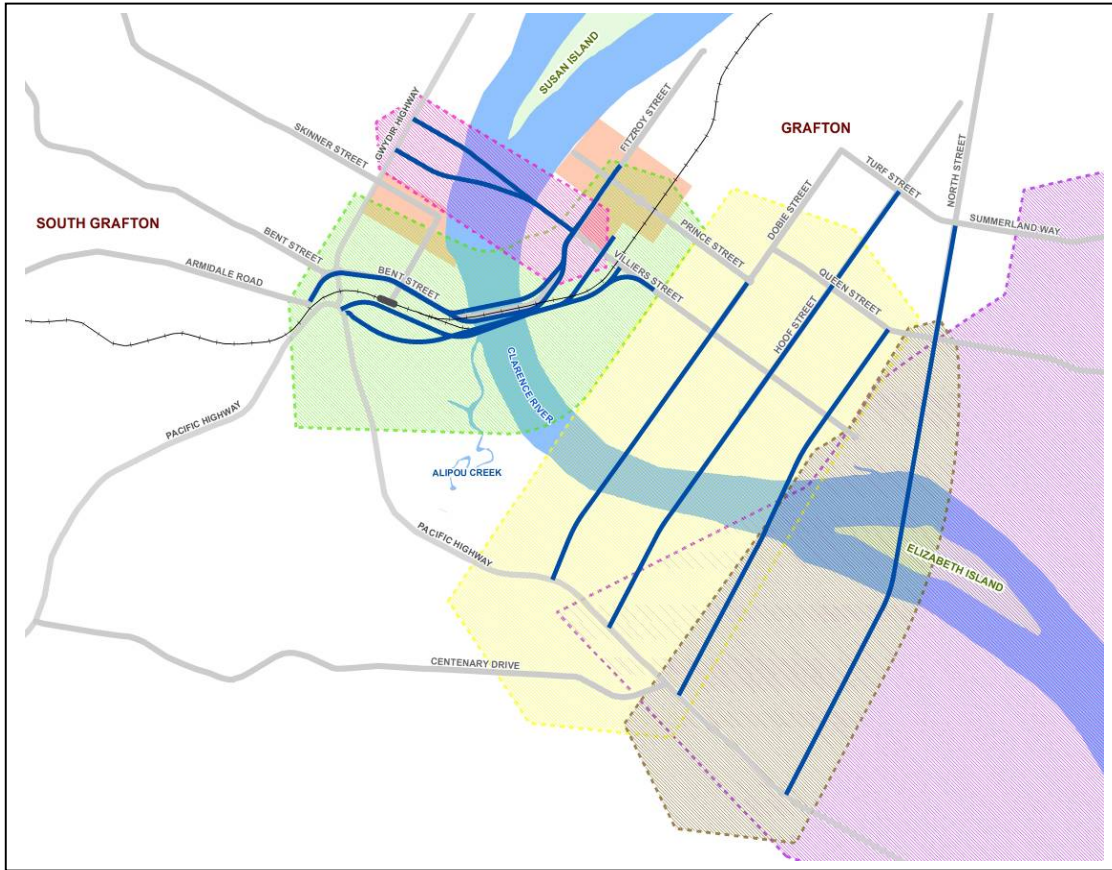
When asked if they had a preferred route for an additional crossing, 69 per cent answered in the affirmative (Graph 2.5.1). These respondents were then asked to describe their preferred route, in one of three ways:

- One of the 13 options (A-M) from the RTA’s December 2010 community update;
- Being read five potential route corridors (see below) and asking if any of these correlated with their preferred route; or
- Describing their preferred route and having this entered verbatim into the “other” field by the researcher.

Below are the five corridors provided by the RTA and nominated in the survey, and their equivalent options from the December 2010 RTA community update:

Corridor	Equivalent options from 2010 update
Upstream of the existing bridge - from the Gwydir Hwy at South Grafton to say Prince or Villiers St	E & F
Near the existing bridge - from the Pacific or Gwydir Hwys at South Grafton to say Villiers St	A, B, C,D, G, H, I
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof Sts	J, K, L
From the Pacific Hwy north of South Grafton to North St Grafton	M
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	None of above

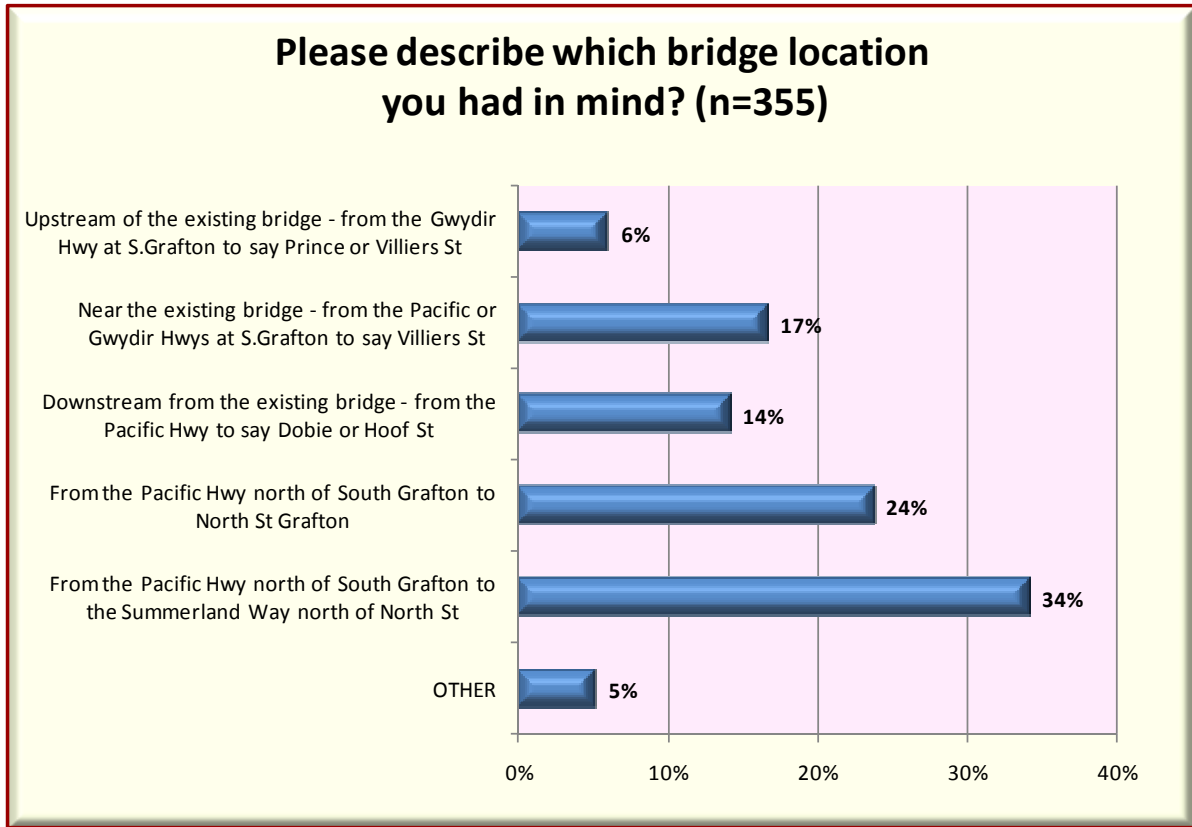
**Figure 2.5.1: Visual representation of five corridors**



At the analysis phase, those answering “other” – be this one of the 13 options from the RTA December 2010 update or a verbatim response – were categorised (where appropriate) into one of these five corridors. Note that 5 per cent of responses did not fit into one of the five corridors, with just under half of these (seven in total) wishing the bridge to be built further downstream than the fifth prompted corridor.

Responses are shown in Graph 2.5.2, below:

**Graph 2.5.2: (For those answering “yes” in Graph 2.5.1) Please describe which bridge location you had in mind**



As shown in Graph 2.5.2, the largest proportion of respondents (34 per cent) nominated the corridor from the Pacific Highway north of South Grafton to the Summerland Way north of North Street. This was followed by 24 per cent preferring the corridor from Pacific Highway north of South Grafton to North St in Grafton.

The options encompassing corridors immediately next to and slightly downstream of the existing Grafton Bridge were preferred by 17 and 14 per cent respectively. The least preferred option was upstream of the existing bridge, nominated by just 6 per cent of the 355 respondents answering this question.

Tables 2.5.1 and 2.5.2, below, show how the preferred route varied by (respectively) place of residence and frequency of use:

**Table 2.5.1: Preferred choice of location for the new bridge, by residential zone (n=333, “other” and “unsure” removed)**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Upstream of the existing bridge - from the Gwydir Hwy at S.Grafton to say Prince or Villiers St	3%	6%	10%	7%	4%
Near the existing bridge - from the Pacific or Gwydir Hwys at S.Grafton to say Villiers St	16%	25%	11%	21%	5%
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof St	23%	9%	16%	13%	7%
From the Pacific Hwy north of South Grafton to North St Grafton	34%	29%	16%	13%	29%
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	21%	28%	39%	37%	47%

30+ per cent
20-30 per cent
10-20 per cent
0-10 per cent

**Table 2.5.2: Preferred choice of location for the new bridge, by frequency of travel over the existing bridge (n=333, “other” and “unsure” removed)**

	Daily	Few times a week	Weekly
Upstream of the existing bridge - from the Gwydir Hwy at S.Grafton to say Prince or Villiers St	7%	3%	11%
Near the existing bridge - from the Pacific or Gwydir Hwys at S.Grafton to say Villiers St	20%	14%	11%
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof St	13%	16%	7%
From the Pacific Hwy north of South Grafton to North St Grafton	22%	23%	39%
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	32%	38%	25%

*N.B. This table excludes the 23 respondents who use the Grafton Bridge less than weekly, due to the small sample size.*

Table 2.5.1 shows percentage support for different options, based on the respondents’ residential zone. It indicates that those living in zone 1 preferred corridor four, while zone 2 residents preferred corridors two, four and five. The remaining three zones were strong proponents of corridor five.

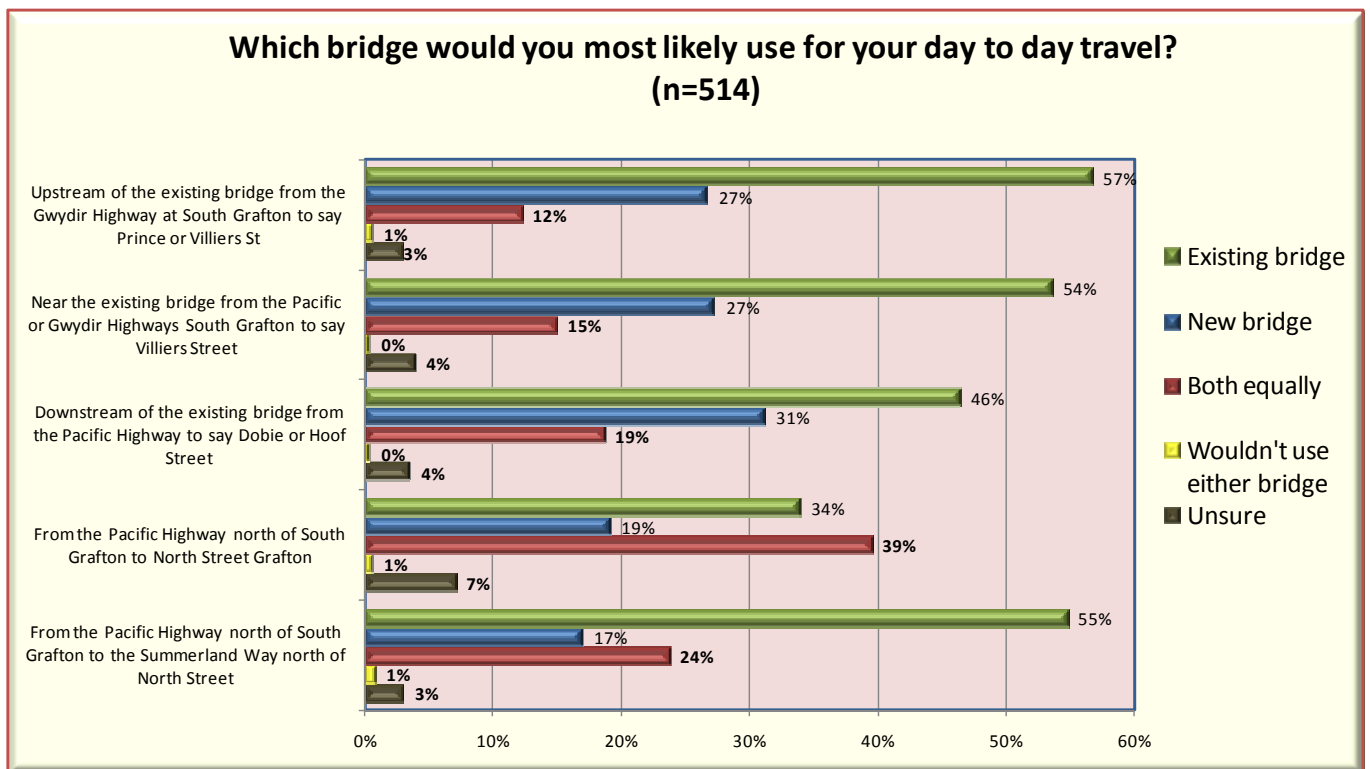
As measured by current bridge usage (Table 2.5.2), all categories preferred corridor five other than weekly users who opted for corridor four.

These figures suggest that the majority of the survey population prefers corridor options four and five for an additional crossing of the Clarence River.

## 2.6: Usage of an additional crossing

All respondents were then asked which bridge they would be most likely to use for their day-to-day travel were a new crossing to be located along one of five nominated corridors: see question 19 of the attached survey. Corridors were consistent with those offered in section 5, and prompted options were “new bridge”, “existing bridge”, “both equally”, “unsure” or “wouldn’t use either bridge”.

**Graph 2.6.1: (Prompted) Which bridge would you most likely use for your day to day travel?**



Responses are shown in Graph 2.6.1, which indicates that the majority of respondents would predominantly use the existing bridge in four of the five corridor options – the exception being “from the Pacific Highway north of South Grafton to North Street”. Anticipated equal usage of both bridges varied from 39 per cent of respondents for a crossing from the Pacific Highway north of South Grafton to North Street, to 12 per cent for a crossing upstream of the existing bridge.

Use of the new bridge ranged from a low of 17 per cent (for “Pacific Highway north of South Grafton to the Summerland way north of North Street”) to a high of 31 per cent for the option “downstream of the existing bridge from the Pacific Highway to say Dobie or Hoof Streets.”<sup>12</sup>

<sup>12</sup> Note these figures exclude respondents saying they would use both equally.

Table 2.6.1 looks at the proportion of respondents within each residential zone saying they would predominantly use the new bridge. (For example, 44 per cent of respondents living in zone 3 said they would predominantly use a new bridge if it were located “downstream from the existing bridge – from the Pacific Hwy to say Dobie or Hoof Streets”.)<sup>13</sup>

**Table 2.6.1: Proportion of respondents who would (predominantly) use the new bridge for their day-to-day travel, by their residential zone**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Key	
Upstream of the existing bridge - from the Gwydir Hwy at S.Grafton to say Prince or Villiers St	12%	15%	18%	18%	20%		> 30%
Near the existing bridge - from the Pacific or Gwydir Hwys at S.Grafton to say Villiers St	17%	22%	24%	13%	24%		21-30%
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof St	30%	30%	44%	18%	42%		11-20%
From the Pacific Hwy north of South Grafton to North St Grafton	20%	28%	39%	14%	46%		0-10%
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	15%	28%	43%	15%	41%		

This indicates that zone 3 and zone 5 residents would be most likely to use the three downstream corridors, while zone 1 residents would be most likely to use the nearest downstream corridor.

Meanwhile residents in zone 2 (East Grafton) were relatively evenly split in their preference as to which bridge they would be more likely to use, while zone 4 residents (South Grafton) showed least interest in using the new crossing regardless of where it was located.

Table 2.6.2 repeats the exercise, but this time by frequency of bridge use:

<sup>13</sup> Note that for simplicity sake we have not included proportion in each zone saying they would predominantly use new bridge, each bridge equally, neither or unsure. Hence columns are not intended to add to 100 per cent.



**Table 2.6.2: Proportion of respondents who would (predominantly) use the new bridge for their day to day travel, by existing bridge usage**

	Daily	Few times a week	Weekly	Key	
Upstream of the existing bridge - from the Gwydir Hwy at S.Grafton to say Prince or Villiers St	16%	17%	27%		> 30%
Near the existing bridge - from the Pacific or Gwydir Hwys at S.Grafton to say Villiers St	18%	20%	24%		21-30%
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof St	27%	37%	33%		11-20%
From the Pacific Hwy north of South Grafton to North St Grafton	23%	33%	33%		0-10%
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	22%	33%	29%		

*N.B. This table excludes the 23 respondents who use the Grafton Bridge less than weekly, due to the small sample size.*

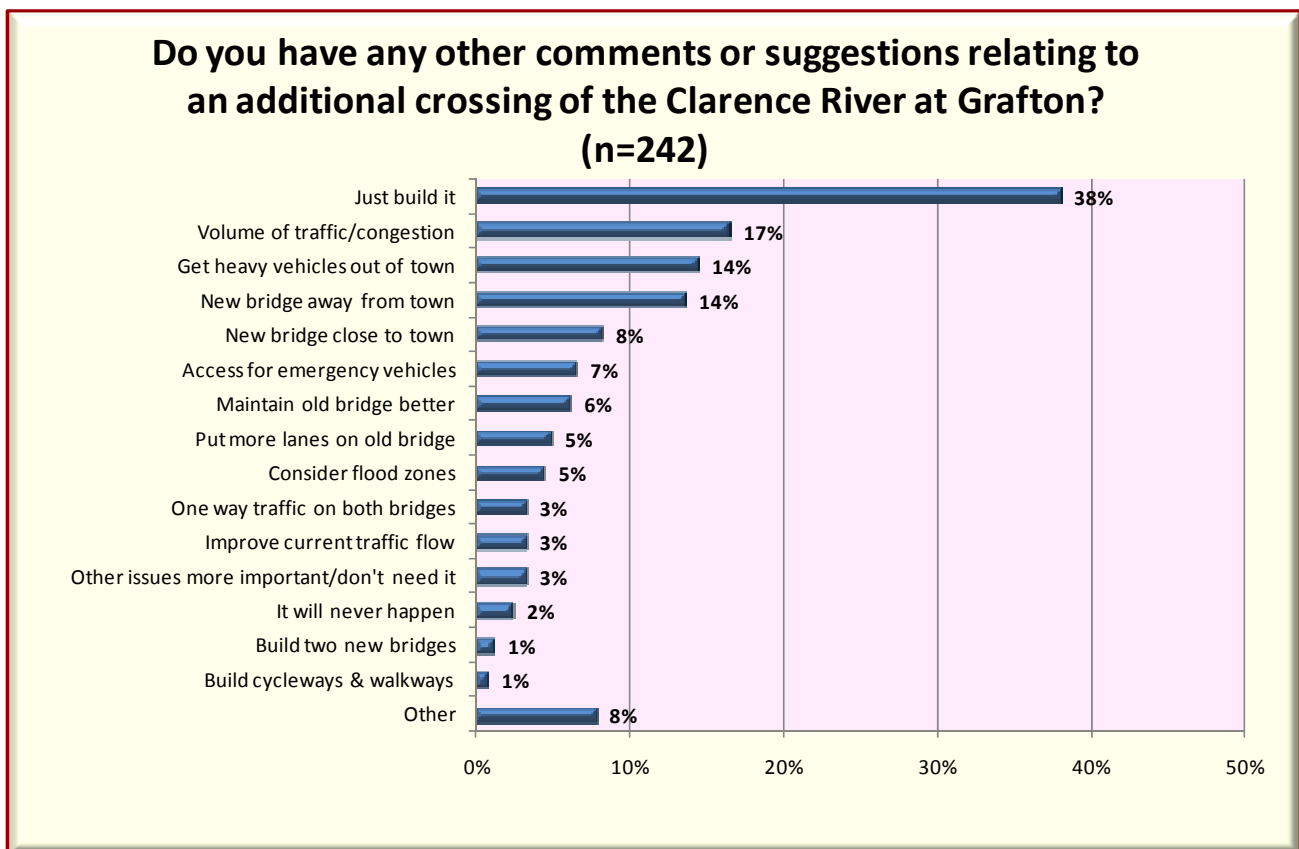
It indicates that less frequent users of the bridge were more likely than those crossing the Clarence River daily to say they would use the three downstream options.

Based on the above data, and in particular the results shown in Graph 2.6.1, it appears that the majority of respondents will continue to use the existing bridge should an additional crossing be located within the RTA corridors connecting to or north of North St.

## 2.7: Comments and Suggestions

The survey concluded by asking respondents an unprompted question if they had any other comments or suggestions relating to an additional crossing of the Clarence River- see question 26 of survey.

**Graph 2.7.1: Apart from what we have already discussed, do you have any other comments or suggestions relating to an additional crossing?**



Just under half the sample (242 in all) took the opportunity to offer comment, with 38 per cent of these emphasising a desire just to see the bridge built. Other themes are listed in Graph 2.7.1, and include the need to sort out congestion, get heavy vehicles out of town, keeping the new bridge away from town (and keeping it close to town) and to consider access for emergency vehicles.

As with the previous questions in this survey, the comments above suggest that many respondents were well informed of the issues surrounding an additional crossing of the Clarence River at Grafton.

## Appendix 1: Random Telephone Survey Questionnaire

RTA\_Grafton

FINAL SCRIPT

- Q1. Good afternoon/evening, my name is (name) and I'm calling from Jetty Research on behalf of the Roads and Traffic Authority. The RTA is currently conducting a random telephone survey of Clarence Valley residents to get a better understanding of community views regarding an additional crossing of the Clarence River at Grafton. You have been selected at random to participate in this survey. It would take less than 15 minutes, all your answers are confidential, and we are not trying to sell anything. Would you be willing to share your views with us on this important issue?

*Offer a CALL BACK if inconvenient time*

Yes	1
No	2

Q1

- Q2. Thank you for your time and have a good afternoon/evening.

End

- Q3. Before we begin I just a some quick screening questions. Firstly are you aged 16 or above?

*If no, is there anyone aged over 16 in the household?*

Yes	1
No	2

Q3

- Q4. I'm sorry but you must be aged 16 or above to participate in this survey. Thank you for your time and have a good afternoon/evening.

End

- Q5. And do you live in Grafton or South Grafton, or use the Grafton Bridge regularly?

Yes	1
No	2

Q5

Q6. I'm sorry but you must live in one of these areas or be a regular Grafton Bridge user to participate in this survey. Thank you for your time and have a good afternoon/evening.

**End**

Q7. Are you a member of the RTA project team for the additional crossing of the Clarence River at Grafton, a member of parliament or candidate at the upcoming State election, a Clarence Valley Councillor or a member of Council's executive?

Yes	1
No	2

Q7

Q8. I'm sorry but none of these are eligible to participate in this survey. Thank you for your time and have a good afternoon/evening.

**End**

Q9. Thanks so much for that. Before we commence I would like you to know that this telephone survey forms one part of a larger and ongoing community consultation process. No decision has yet been taken on a preferred route for an additional crossing of the Clarence River at Grafton, and it will be some time before any such decision is taken. However this survey is an important part of the consultation process, and your feedback is greatly appreciated.

Q10. To start, could I have your first name for the survey please? Your first name will be kept confidential by Jetty Research and will not be released to anyone including the RTA.

*Type NA if they prefer not to give name.*

Q10

Q11. Thanks [Q10]. Firstly, do you believe there should be an additional crossing of the Clarence River at Grafton?

Yes	1	Go to Q14
No	2	

Q11

**Q12. Does that mean you don't think there should be any additional crossing, or that it should be located well away from Grafton?**

*If respondent doesn't think there should be a 2nd bridge we would still like their opinion and to continue the survey*

Don't think there should be an additional crossing	1	Go to Q14
Don't think the additional crossing should be at Grafton	2	

Q12

**Q13. And where do you think that additional crossing should be located?**

---



---

Q13

**Q14. Now [Q10], there are a range of different issues to consider when looking at route options for an additional Clarence River crossing at Grafton. I am going to read out some issues that have arisen from previous community feedback, and would ask you to rate how important each issue is to you on a scale of 1-10, where 1 is not at all important and 10 is critical. If you have no opinion on a particular issue, just say so and we will move to the next one.**

*Read out and then rate each option (Researchers: If respondent opposed a second bridge tell them we would still value their opinions)*

	1	2	3	4	5	6	7	8	9	10	no not at all imp orta nt	cal ion
Resolving traffic congestion currently being experienced; in particular around peak periods i.e. 8-9am and 3-6pm	1	2	3	4	5	6	7	8	9	10	11	
Minimising impact on existing residential areas ( noise etc)	1	2	3	4	5	6	7	8	9	10	11	
Removing traffic from the Grafton CBD to improve traffic flow	1	2	3	4	5	6	7	8	9	10	11	
Considering the location of key facilities including schools, hospitals, nursing homes and TAFE colleges	1	2	3	4	5	6	7	8	9	10	11	
Catering for additional commuter and heavy vehicle traffic in the future	1	2	3	4	5	6	7	8	9	10	11	
Providing a bypass of Grafton for trucks using the	1	2	3	4	5	6	7	8	9	10	11	

Q14\_1

Q14\_2

Q14\_3

Q14\_4

Q14\_5

Q14\_6

Summerland Way												
Protecting the appearance of the existing bridge by not placing any new crossing too close to it	1	2	3	4	5	6	7	8	9	10	11	Q14_7
Keeping a new bridge close to the existing rail corridor to minimise the overall impact of the project	1	2	3	4	5	6	7	8	9	10	11	Q14_8
Protecting sensitive Indigenous areas	1	2	3	4	5	6	7	8	9	10	11	Q14_9
Protecting sensitive environmental areas	1	2	3	4	5	6	7	8	9	10	11	Q14_10
Protecting sensitive heritage areas and buildings	1	2	3	4	5	6	7	8	9	10	11	Q14_11
Minimising flood impacts	1	2	3	4	5	6	7	8	9	10	11	Q14_12
Ensuring the safety of all road users	1	2	3	4	5	6	7	8	9	10	11	Q14_13
Maintaining the feel of Grafton as a quiet country town	1	2	3	4	5	6	7	8	9	10	11	Q14_14
Keeping the design and construction of the bridge affordable	1	2	3	4	5	6	7	8	9	10	11	Q14_15

**Q15. Are there any other issues you feel the RTA needs to consider in their decision-making process for an additional crossing of the Clarence River?**

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Q15

**Q16. Now [Q10], as with any complex project, there may need to be trade-offs or compromises between competing issues. I am now going to read out a series of statements, and would ask whether you agree or disagree with these statements. We will use a 5-point agreement scale, where 1 means you strongly disagree, 3 means you have no opinion or are unsure, and 5 means you strongly agree.**

***Read out and rate each option***

	1	2	3 no	4	5	Declined	
	strongly		opinion/		strongly		
	disagree		opinion/		agree		
			unsure				
It's important to divert traffic away from the Grafton CBD, even if this harms some local businesses	1	2	3	4	5	6	Q16_1
It's important to divert traffic away from the Grafton CBD, even if this harms some residential communities	1	2	3	4	5	6	Q16_2
To maintain the appearance of the existing Grafton Bridge, I would prefer a new bridge to be built well away from it	1	2	3	4	5	6	Q16_3
Heavy vehicles should be banned from using the existing Grafton Bridge once a new crossing is built	1	2	3	4	5	6	Q16_4
It's important that an additional river crossing addresses the current local traffic congestion, even if this harms some residential communities	1	2	3	4	5	6	Q16_5

**Q17. Do you currently have a preferred option as to where the crossing should be?**

**UNPROMPTED**

Yes	1	
No	2	Go to Q19

Q17

**Q18. What is this? Please describe in your own words.**

**Researcher: If respondent answers one of the options A-M from the December 2010 Community Update, write this option as OTHER and record the option identified. If their description fits neatly within one of the options below, tick that option. If they are unsure what route they mean, you can prompt them by reading the locations below until reaching their preferred location. If you or they are still unsure, write their preferred location in their own words as OTHER.**

Upstream of the existing bridge - from the Gwydir Hwy at South Grafton to say Prince or Villiers St	1
Near the existing bridge - from the Pacific or Gwydir Hwys at South Grafton to say Villiers St	2
Downstream from the existing bridge - from the Pacific Hwy to say Dobie or Hoof Sts	3
From the Pacific Hwy north of South Grafton to North St Grafton	4
From the Pacific Hwy north of South Grafton to the Summerland Way north of North St	5
Unsure/No preference	14

Q18

**Q19. I am now going to read out a number of possible locations for a new bridge and ask you to indicate which bridge you would be most likely to use for your day-to-day travel.**

**Read out and rate each option**

	Existing bridge	New bridge	Both equally	Unsure	Wouldn't use either bridge
Upstream of the existing bridge from the Gwydir Highway at South Grafton to say Prince or Villiers St	1	2	3	666	5

Q19\_1

Near the existing bridge from the Pacific or Gwydir Highways South Grafton to say Villiers Street	1	2	3	666	5	Q19_2
Downstream of the existing bridge from the Pacific Highway to say Dobie or Hoof Street	1	2	3	666	5	Q19_3
From the Pacific Highway north of South Grafton to North Street Grafton	1	2	3	666	5	Q19_4
From the Pacific Highway north of South Grafton to the Summerland Way north of North Street	1	2	3	666	5	Q19_5

**Q20. I just have a few demographic questions before we finish. Would you mind if I asked your age range? Would it be:**

*Please note that all demographic questions are optional, should respondent not wish to answer these. However try to ensure they answer bridge usage question*

16-29	1		
30-39	2		
40-49	3		
50-59	4		Q20
60-69	5		
70+	6		
Declined	7		

**Q21. Gender?**

Male	1	
Female	2	Q21
Declined	3	

**Q22. How many years have you lived at your current address?**

Less than 5 years	1	
5-10 years	2	
11-20 years	3	Q22
More than 20 years	4	
Declined	5	

**\*Q23. Which street do you live in?**

*This question is optional. Each answer to end in Street, Road, Lane, Close, Circuit or Court*

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Q23



**Q24. And on average, how often would you use the Grafton Bridge?**

**PROMPTED**

Daily	1
Few times a week	2
Weekly	3
Less than weekly	4
Declined	5

Q24

**Q25. RESEARCHERS ONLY: Note which zone by selecting details.**

**DETAILS BUTTON top right of screen**

Zone 1	1
Zone 2	2
Zone 3	3
Zone 4	4
Zone 5	5

Q25

**\*Q26. And [Q10] finally, apart from what we have already discussed today, do you have any other comments or suggestions relating to an additional crossing of the Clarence River at Grafton?**

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Q26

**Q27. Thank so much [Q10], that is the end of the survey. I need to let you know that my manager may be in contact to ensure this survey was conducted correctly. Results of the survey will be published on the RTA website but no individual responses will be identified. Did you have any questions relating to the survey? Have a great afternoon/evening.**

**End**