

## Confusion over 24-hour time

In the busiest travel time of the year, Australians will be confronted with 24-hour time on tickets, timetables and schedules. McCrindle Research reveals the latest on attitudes to 24-hour time in Australia today.

### Aussies and 24 hour time: 20:00 v 8.00pm

Once called military time, 24 hour time is increasingly being used in Australia. While 24 hour time has been standard in most of Europe for decades, Australia has been a late adopter of this move. However in a world of global connections, most timetables, schedules, and tickets record 24 hour time, and increasingly time on our technological devices only gives 24 hour time.

*"In Australia we have a foot in each camp when it comes to expressing the time. While in the UK and Europe, every timetable is expressed in 24-hour time, in Australia public transport timetables and tickets are in 12-hour time while all Qantas, Jetstar and Virgin flight schedules and tickets are in 24-hour time" states Mark McCrindle.*

**Confusing for 1 in 10:** Almost 1 in 10 Australians (9.5%) cannot interpret or understand 24-hour time.

**Evenly divided:** 29% definitely prefer normal (12-hour time) although 31% prefer schedules expressed in 24-hour format.

**Most Australians have adjusted:** Most Australians can work with 24-hour time (74% are comfortable with either) but amongst the 1 in 10 Aussies that are bamboozled by it - it is a key source of angst.

**Costly confusion:** The biggest gripe is missing flights due to misreading or misunderstanding 24-hour time (13:00 was often mistaken for 3:00pm, or 16:00 for 6.00pm).

**The hardest to interpret:** The hardest times to interpret were those after 21:00 such as 21:30 or 22:15, etc.

**The way of the future:** This research found that schedules, tickets, accommodation information and timetables in Australia are increasingly being presented in 24-hour format. This caters for overseas tourists who increasingly rely on 24-hour time, as well as the international nature of travel and the need for international standards. So the clock has started for 1 in 10 Australians who find it unintelligible.



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For comment or further analysis  
contact Mark McCrindle.

m: 0411 5000 90

p: +61 2 8824 3422

e: mark@mccrindle.com.au