

Gwandalan Area Community Research

A research report prepared for
QMC Property Group Pty Ltd

November 2007



1C Golflinks Park, Amy Close, Wyong North 2259
ABN 14 003 179 440

Telephone: (02) 4352 2388 Fax: (02) 4352 2117
Email: inquiries@micromex.com.au
www.micromex.com.au

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QMC Property Group Pty Ltd
Gwandalan Area Community Research
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Background

The QMC Property Group Pty Ltd wished to gauge community interest in a proposed development within the Gwandalan area.

The development under consideration may include a neighbourhood supermarket, such as Coles, Woolworths or Franklins, a medical centre, swim centre and specialty shops. The site proposed for this is at the roundabout on Kanangra Rd, Gwandalan.

To facilitate this, Micromex Research was contracted to develop a survey template and conduct research of Gwandalan and Summerland Point residents.

Methodology

Community Survey

Micromex undertook a survey of 300 'households' by means of telephone-based surveys. 150 households were in the suburb of Gwandalan and 150 were in the suburb of Summerland Point.

User database and confidentiality

The community database was provided by Micromex. Strict confidentiality conditions were applied to the database, with all records destroyed after completion of the survey.

Sample selection

The sample for the survey was obtained from the Electronic White Pages classified as residences only. The global sample included all residents with telephones. The database of numbers was then computer randomised, geographically stratified and evenly distributed within the strata to provide an even distribution of numbers across the two suburbs.

The selection of a respondent in each household was by the most recent birthday process. A further filtering process ensured that the respondents were not employed by a market research company and were permanent residents aged 18 years or older.

Interviews were conducted during weekdays from 4:30pm to 8:30pm. The 2006 Census was used to establish an acceptable representative response by gender and age.

Sampling error

A sample size of 300 residents provides a maximum sampling error of approximately $\pm 5.4\%$ at 95% confidence. On a subset level a sample size of 150 residents provides a maximum sampling error of approximately $\pm 7.8\%$ at 95% confidence.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct using a computer-aided telephone interviewing system (CATI).

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

Key Findings

Support for the proposed development

Overall there was a high level of support for the proposed development

- 69% of respondents were 'supportive' or 'very supportive' with regards to this proposal. 9% of respondents were 'neutral' and 22% did not support the proposal
- Residents aged 18-34 were the most supportive, followed by those aged 35-54 and then 55 years or older
- By suburb, Summerland Point residents and Gwandalan residents were almost identical in their levels of support for the proposal
- Female respondents were marginally more likely to support the proposal than male respondents

Whether the community needs facilities such as these

Overall there was a high level of agreement that the community needs the proposed facilities.

- Overall, 51% of respondents felt that there was a strong community need for the proposed facilities. 29% felt that there was a moderate need, whilst only 20% felt that there was no need
- Residents aged 18-34 were most likely to feel that there was a need for facilities such as these, with 95% stating that there was a strong need or a moderate need. Only 5% felt that there was no need
- By suburb, Summerland Point residents and Gwandalan residents were similar in terms of their perceived need for the proposed facilities
- Female respondents were marginally more likely to feel that the community needs facilities such as these

Demographics

The respondents' demographics indicate that the sample for this research closely reflected the demographics of the local population.

- 51% of respondents were female and 49% male
- 50% of respondents were from Gwandalan and 50% from Summerland Point
- 12% of respondents were aged between 18 and 34 years, 36% were aged between 35 and 54 years and 51% were 55 years or older

Conclusion

The research identifies a strong level of support for the proposed development identified as potentially including a neighbourhood supermarket, such as Coles, Woolworths or Franklins, a medical centre, swim centre and specialty shops. The site proposed for this is at the roundabout on Kanangra Rd, Gwandalan.

This support is strongest in the younger demographics of 18-34 year olds.

Importantly, there is also a high level of agreement that the community requires facilities such as those that were proposed.

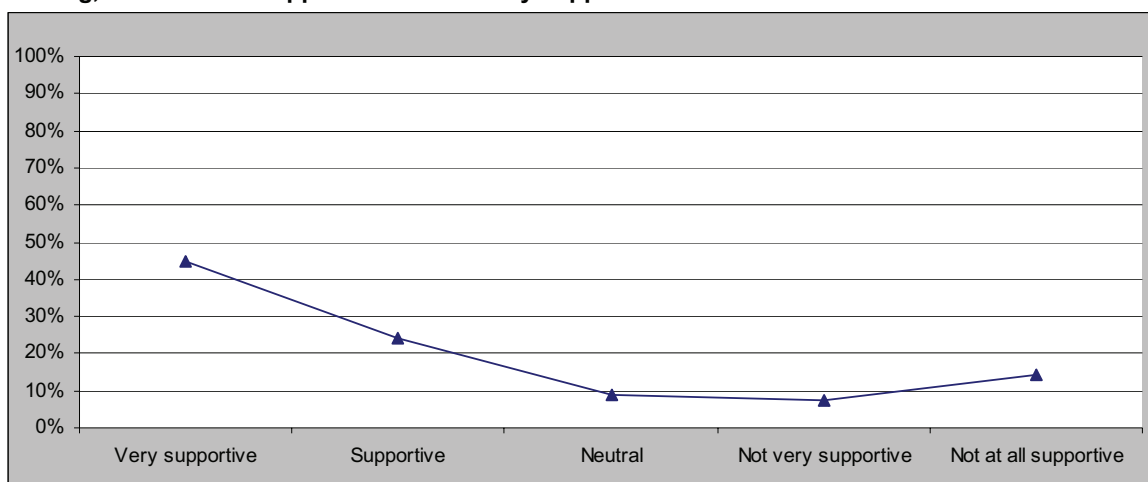
Results

Q1. How supportive would you be with regards to this proposal?

- Overall, 69% of respondents were 'supportive' or 'very supportive' with regards to this proposal. 9% of respondents were 'neutral' and 22% did not support the proposal
- Residents aged 18-34 were the most supportive, followed by those aged 35-54 and then 55 years or older
- By suburb, Summerland Point residents and Gwandalan residents were almost identical in their levels of support for the proposal
- Female respondents were marginally more likely to support the proposal than male respondents

Overall mean rating 3.78

Mean rating, 1 = Not at all supportive and 5 = Very supportive



	Count	Column N %
Very supportive	135	45.0%
Supportive	73	24.3%
Neutral	27	9.0%
Not very supportive	22	7.3%
Not at all supportive	43	14.3%
Total	300	100.0%

	Male	Female
Mean ratings	3.71	3.86

	Male		Female	
	Count	Column N %	Count	Column N %
Very supportive	61	41.5%	74	48.4%
Supportive	36	24.5%	37	24.2%
Neutral	15	10.2%	12	7.8%
Not very supportive	16	10.9%	6	3.9%
Not at all supportive	19	12.9%	24	15.7%
Total	147	100.0%	153	100.0%

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Q1. How supportive would you be with regards to this proposal? (Cont'd)

	Gwandalan	Summerland Point
Mean ratings	3.75	3.82

	Gwandalan		Summerland Point	
	Count	Column N %	Count	Column N %
Very supportive	66	44.0%	69	46.0%
Supportive	32	21.3%	41	27.3%
Neutral	19	12.7%	8	5.3%
Not very supportive	14	9.3%	8	5.3%
Not at all supportive	19	12.7%	24	16.0%
Total	150	100.0%	150	100.0%

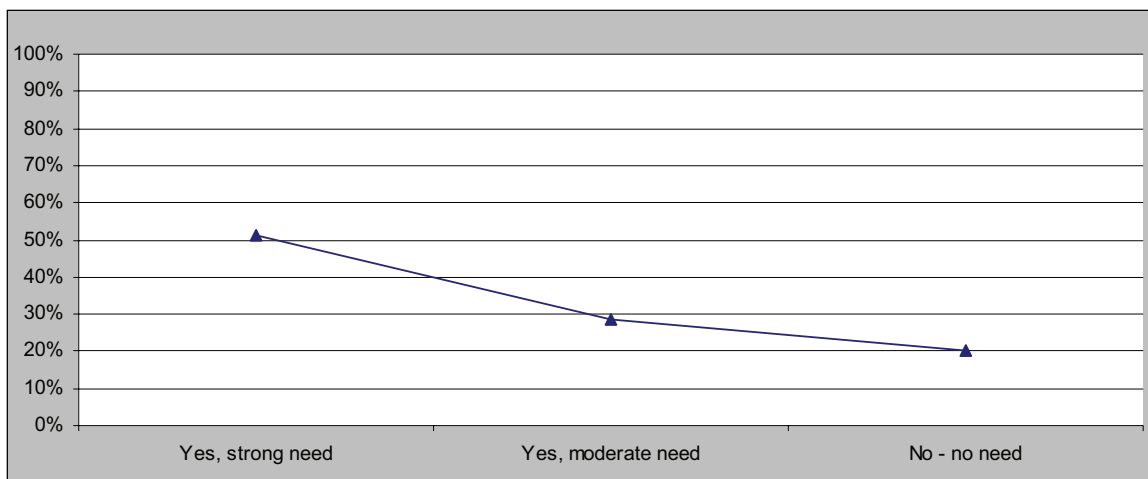
	18-34	35-54	55+	Total
Mean ratings	4.00	3.84	3.69	3.78

	18-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Very supportive	18	48.6%	52	47.7%	65	42.2%
Supportive	9	24.3%	24	22.0%	40	26.0%
Neutral	5	13.5%	12	11.0%	10	6.5%
Not very supportive	2	5.4%	6	5.5%	14	9.1%
Not at all supportive	3	8.1%	15	13.8%	25	16.2%
Total	37	100.0%	109	100.0%	154	100.0%

Q2. Do you think the local community needs facilities such as these?

- Overall, 51% of respondents felt that there was a strong community need for the proposed facilities. 29% felt that there was a moderate need, whilst only 20% felt that there was no need
- Residents aged 18-34 were most likely to feel that there was a need for facilities such as these, with 95% stating that there was a strong need or a moderate need. Only 5% felt that there was no need
- By suburb, Summerland Point residents and Gwandalan residents were similar in terms of their perceived need for the proposed facilities
- Female respondents were marginally more likely to feel that the community needs facilities such as these

Overall



	Count	Column N %
Yes, strong need	154	51.3%
Yes, moderate need	86	28.7%
No - no need	60	20.0%
Total	300	100.0%

	18-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes, strong need	22	59.5%	53	48.6%	79	51.3%
Yes, moderate need	13	35.1%	31	28.4%	42	27.3%
No - no need	2	5.4%	25	22.9%	33	21.4%
Total	37	100.0%	109	100.0%	154	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes, strong need	69	46.9%	85	55.6%
Yes, moderate need	44	29.9%	42	27.5%
No - no need	34	23.1%	26	17.0%
Total	147	100.0%	153	100.0%

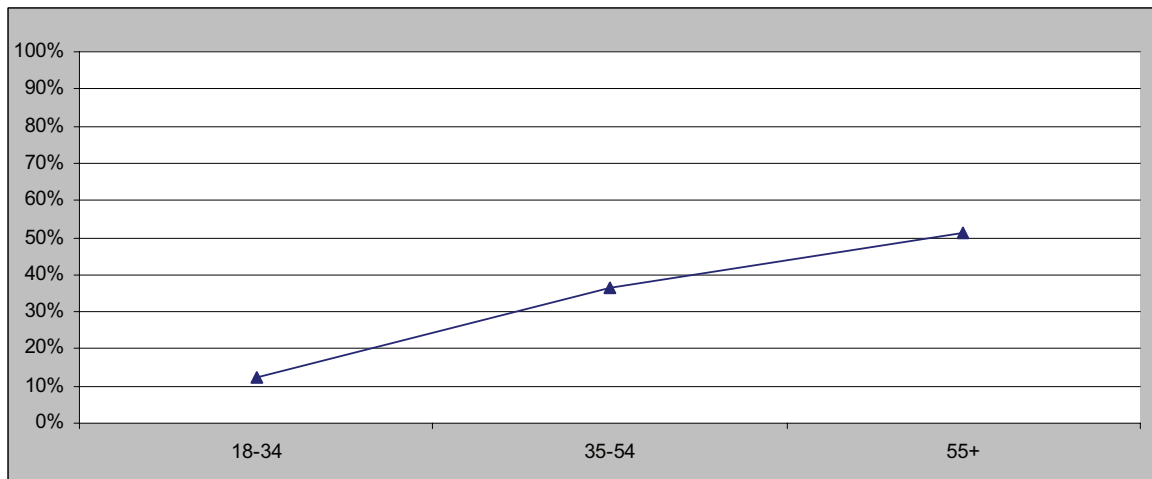
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Q2. Do you think the local community needs facilities such as these? (Cont'd)

	Gwandalan		Summerland Point	
	Count	Column N %	Count	Column N %
Yes, strong need	70	46.7%	84	56.0%
Yes, moderate need	51	34.0%	35	23.3%
No - no need	29	19.3%	31	20.7%
Total	150	100.0%	150	100.0%

Q3. Age bracket.

- 12% of respondents were aged between 18 and 34 years, 36% were aged between 35 and 54 years and 51% were 55 years or older



	Count	Column N %
18-34	37	12.3%
35-54	109	36.3%
55+	154	51.3%
Total	300	100.0%

Q4. Area of residence.

- 50% of respondents were from Gwandalan and 50% from Summerland Point

	Count	Column N %
Gwandalan	150	50.0%
Summerland Point	150	50.0%
Total	300	100.0%

Q5. Gender.

- 51% of respondents were female and 49% male

	Count	Column N %
Male	147	49.0%
Female	153	51.0%
Total	300	100.0%

Appendix

Good morning/afternoon,

My name is from a company called Micromex Research. We are conducting research on behalf of an organisation called QMC Property Group and are asking residents 2 quick questions on new proposed facilities in the Gwandalan area. I was wondering whether you would have a minute to assist us please?

Thank you.

There is currently consideration being made with regards to building a neighbourhood supermarket, such as Coles, Woolworths or Franklins, along with a medical centre, swim centre and specialty shops. The site proposed for this is at the roundabout on Kanangra Rd, Gwandalan.

We are trying to identify local residents' support for such facilities.

1. How supportive would you be with regards to this proposal? (Prompt)

- | | |
|-----------------------|-----------------------|
| Very supportive | <input type="radio"/> |
| Supportive | <input type="radio"/> |
| Neutral | <input type="radio"/> |
| Not very supportive | <input type="radio"/> |
| Not at all supportive | <input type="radio"/> |

2. Do you think the local community needs facilities such as these? (Prompt)

- | | |
|---------------------|-----------------------|
| Yes – strong need | <input type="radio"/> |
| Yes – moderate need | <input type="radio"/> |
| No – no need | <input type="radio"/> |

3. Please stop me when I read out your age bracket: Prompt

- | | | |
|------------|-------|-----------------------|
| Age group: | 18–34 | <input type="radio"/> |
| | 35–54 | <input type="radio"/> |
| | 55+ | <input type="radio"/> |

4. Area of residence:

Summerland Point	<input type="radio"/>	Gwandalan	<input type="radio"/>
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5. Gender (determine by voice):

Male	<input type="radio"/>	Female	<input type="radio"/>
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FAQ: Who are we conducting this research for?

This research is being conducted for the QMC Property Group Pty Ltd, who has an office in Tuggerah. They are currently just polling residents to identify their level of support for a development such as this.

Dean Carter

QMC Property Group Pty Ltd
Suite 1/19 Reliance Drive
Tuggerah NSW 2259
Ph (02) 4351 0155