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FLASHPOLL FINDINGS

NORTH PORT QUAY PROJECT

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1.0 SURVEY OVERVIEW

The survey was conducted of people of voting age in Western Australia over the evenings of June 3rd through to Thursday the 4th. The survey is conducted to a very high standard, with a quota managed random sample of adults designed to accurately reflect community opinions on issues of significant importance. The survey has a theoretical survey error of $\pm 4.9\%$ at the 95% confidence level, though at the 70% level, the survey error reduces to about 2.1%.

We are very confident that the survey has demonstrated very clearly that the community has strong interest in the North Port Quay concept, and strongly support the notion that it should be fully investigated. Moreover, voters specifically indicate that the Premier was wrong to reject the proposal before it had any serious investigation, and believe he should encourage technical investigation and public debate of the concept.

At this stage, three out of four respondents across Western Australia are aware of the project, and a clear majority of voters of all persuasions are of the view that it should be analysed and assessed and debated. In fact, if the concept gains environmental and planning approval, some 60% would support it with only 27% indicating opposition (the residual neither supporting nor opposing). The reader is referred to section 2.4 for details on this critical question.

In our assessment, the concept has captured the imagination of West Australian's and has the potential to become a key point of difference between the Labor Party and the opposition in the lead up to the next state election.

2.0 DETAILED FINDINGS

2.1 AWARENESS OF THE NORTH PORT QUAY PROJECT

When respondents were asked if they were aware of the:

“North Port Quay project that is a concept to build the world's first carbon free community of 10,000 people on six man-made islands next to North Mole Fremantle, it has been reported in the news in the last 10 days”.

In response, 76% indicated that they were in fact aware of that project, and whilst awareness was heightened in the metropolitan area (79%) we found that two thirds (64%) of country respondents were also aware of it. See Table T2.1 overleaf.

Table T2.1 Awareness of North Port Quay Project

	TOTAL	AGE		GENDER		AREA		FEDERAL VOTING INTENT		
		Up to 36 yrs	36 yrs +	Male	Female	Metro	Country	ALP	LIBS/NATS	GREENS
	N=407 %	N=112 %	N=295 %	N=199 %	N=208 %	N=305 %	N=102 %	N=173 %	N=167 %	N=22 %
Yes	76	64	81	81	71	79	64	76	77	78
No	24	36	18	19	28	20	36	23	23	22
Don't know	0	-	0	-	0	0	-	1	-	-
Totals	100	100	100	100	100	100	100	100	100	100

Note from the above that awareness is effectively uniform across respondents with (federal) voting intent, but that males are more likely than females to be aware of the project, and older respondents are more likely than their younger counterparts to be aware of the North Port Quay project. These differences approximate the differences in newspaper readership. In other words, it is probable that the difference in awareness is more a function of media exposure than anything else.

2.2 SHOULD IT BE INVESTIGATED?

Amongst those who had awareness of the project so far, we asked if they believed that the project should be fully investigated to test its technical feasibility or dismissed as inappropriate for Western Australia. (For full wording of the question see question 2.2 in the Appendix).

As Table T2.2 below indicates, effectively seven out of 10 (69%) believe that it should be fully investigated, 30% believe that it should be ignored or dismissed as inappropriate for Western Australia with only 1% undecided. Interestingly, the notion of investigating the concept is equally found amongst Labor and Coalition voters, though Green voters are less likely to be of this view. Nonetheless, the majority of Green voters are in support of the project being fully investigated.

Table T2.2 Based on information so far, should project be investigated or dismissed?

	TOTAL	AGE		GENDER		AREA		FEDERAL VOTING INTENT		
		Up to 36 yrs	36 yrs +	Male	Female	Metro	Country	ALP	LIBS/NATS	GREENS
	N=311 %	N=70 %	N=241 %	N=164 %	N=147 %	N=246 %	N=65 %	N=134 %	N=129 %	N=17 %
Should be investigated	69	71	68	69	68	71	58	70	70	61
Should be ignored	30	29	30	30	30	27	42	29	28	39
Don't know	1	-	2	1	2	2	-	1	2	-
Totals	100	100	100	100	100	100	100	100	100	100

As is shown above, 70% of ALP and Coalition voters believe that the project should be fully investigated, as do 61% of Green voters. The reader is referred to Table three in the Appendix which shows an extension of the above table for household income. It shows that the “middle income” groups (household income of \$50,000 to \$100,000) have a heightened interest in the project being fully investigated. Nonetheless, all the demographic groups analysed showed a strong preference (seven out of 10 roughly) for the project to be fully investigated.

2.3 SHOULD THE PREMIER HAVE REJECTED IT?

All respondents (whether they had awareness of the project or not) were told that the project would be large scale, and be created by private developers. They were further told that in:

“a world first it would generate all its own power from solar, wind and wave energy, and be built to withstand the effects of global warming. They were told that it would “also create three new beaches without impacting on the existing beaches, and have marina facilities for more than 1000 boats. Yet the Premier has rejected the proposal before it has had any serious investigation.”

Respondents were then asked to indicate if they felt he was “right to do so (reject the project) or should he encourage technical investigation and public debate of the concept.”

As Table T2.3 below indicates, eight out of 10 respondents believe that he was wrong on this issue and believe that it should be tested and debated. Note in particular from Table T2.3 below, that 80% of ALP voters are of this view, as are 84% of Coalition voters. Indeed, even amongst Green voters, effectively seven out of 10 (69%) believe that the Premier was wrong, and that the project should be investigated and debated in the public arena.

Table T2.3 Was the Premier right to dismiss or should he encourage thorough assessment?

	AGE		GENDER		AREA		FEDERAL VOTING INTENT			
	Up to 36 yrs	36 yrs +	Male	Female	Metro	Country	ALP	LIBS/NATS	GREENS	
	N=407 %	N=112 %	N=295 %	N=199 %	N=208 %	N=305 %	N=102 %	N=173 %	N=167 %	N=22 %
Right to dismiss	17	15	18	17	17	15	24	17	16	31
Should be tested	80	79	80	81	79	82	73	80	84	69
Don't know	3	6	2	2	4	3	4	3	1	-
Totals	100	100	100	100	100	100	100	100	100	100

Further details on the above table may be found in the Appendix (table 4) which shows that upper income groups are more likely than their lower income counterparts to believe that the Premier should encourage technical investigation and public debate of the concept.

However, even amongst more modest income households (household income of up to \$50,000) we found almost eight out of 10 (77%) believing that the Premier should encourage technical investigation and public debate on the concept.

2.4 SUPPORT OR OPPOSE THE CONCEPT IF GAINED APPROVAL

Respondents were told that the concept:

“includes the creation of high value real estate development for 10,000 people that would fund the development of a major tourism attraction and residential marine precinct that would feature world leading carbon free power generating technology”.

Based on this information, they were asked if they would support or oppose the concept if it gained environmental and planning approval. As Table T2.4 below indicates, six out of 10 (60%) of voters indicated that they would support the concept, and just 27% opposed it. In other words, support for the concept is running at the order of two to one compared to those who oppose it.

Table T2.4 Support or oppose concept if gained environment and planning approval?

	TOTAL N=407 %	AGE		GENDER		AREA	
		Up to 36 yrs	36 yrs +	Male	Female	Metro	Country
		N=112 %	N=295 %	N=199 %	N=208 %	N=305 %	N=102 %
Support	60	71	55	62	57	61	53
Neither one nor the other	11	5	14	10	13	11	14
Oppose	27	24	28	28	26	27	29
Don't know	2	-	3	0	3	1	4
Totals	100	100	100	100	100	100	100

Table T2.4 (extension)

	TOTAL N=407 %	FEDERAL VOTING INTENT			HOUSEHOLD INCOME			
		ALP	LIBS/ NATS	GREENS	<\$50K	\$51- \$70K	\$71- \$100K	\$101K+
		N=173 %	N=167 %	N=22 %	N=136 %	N=57 %	N=66 %	N=101 %
Support	60	61	61	48	49	68	69	70
Neither one nor the other	11	10	10	17	14	11	13	7
Oppose	27	27	27	35	34	21	18	23
Don't know	2	1	2	-	3	-	-	-
Totals	100	100	100	100	100	100	100	100

As is evident from the above, even amongst ALP voters, we find 61% who would support it. It is the same level of support that we find amongst Coalition voters. Only amongst Green voters do we find less than 50% support (48%) but even amongst Greens, supporters outweigh those in opposition (48% support to 35% oppose). We should caution however that the Green sample is based on only 22 interviews, so whilst these figures for the Greens are intuitively logical, they should not be quoted in a public forum as being definitive measures of Green voter attitudes.

Note that support for the concept is related to household income, with 70% of respondents in a household income of over \$100,000 supporting the notion compared to just 49% of those with a household income of less than \$50,000. Nonetheless, across all demographic and income groups, we find the level of support for the concept to be greater than the level of opposition.

3.0 SURVEY DETAILS

The survey was conducted by telephone. The sample was drawn from the Perth and regional White pages (on CD Rom).

Interviewing was conducted between the hours of 4.30pm and 9pm each evening from a central phone room. The sample composition was carefully monitored as the survey was in progress, and any sample aberrations corrected by quota sampling.

The data was carefully weighted to an 8 cell age/gender/region weights matrix to replicate the ABS profile of the Western Australian adult population.

For details on the survey method, go to www.marketresearch.com.au.

4.0 SAMPLE RELIABILITY

Any survey poll is subject to sample error. We apply stringent quality control to our sample selection, call-back procedures, and interviewing technique.

Nonetheless, at the proportions we are estimating in this series, (sample error is reduced as the estimate moves away from the 50% level) a simple random sample of 400 voters will be within 2.5% of the "real figure" in about 7 out of 10 cases. The survey error at the 95% level of confidence would be +/- 4.9%. The "Metropolitan Only" component of 300 respondents will produce a survey error of +/- 5.7% at the 95% level of confidence, or +/- 2.8% in about 7 out of 10 cases.
