



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS

Cabramatta Circle Public Opinion Research

Leanne White

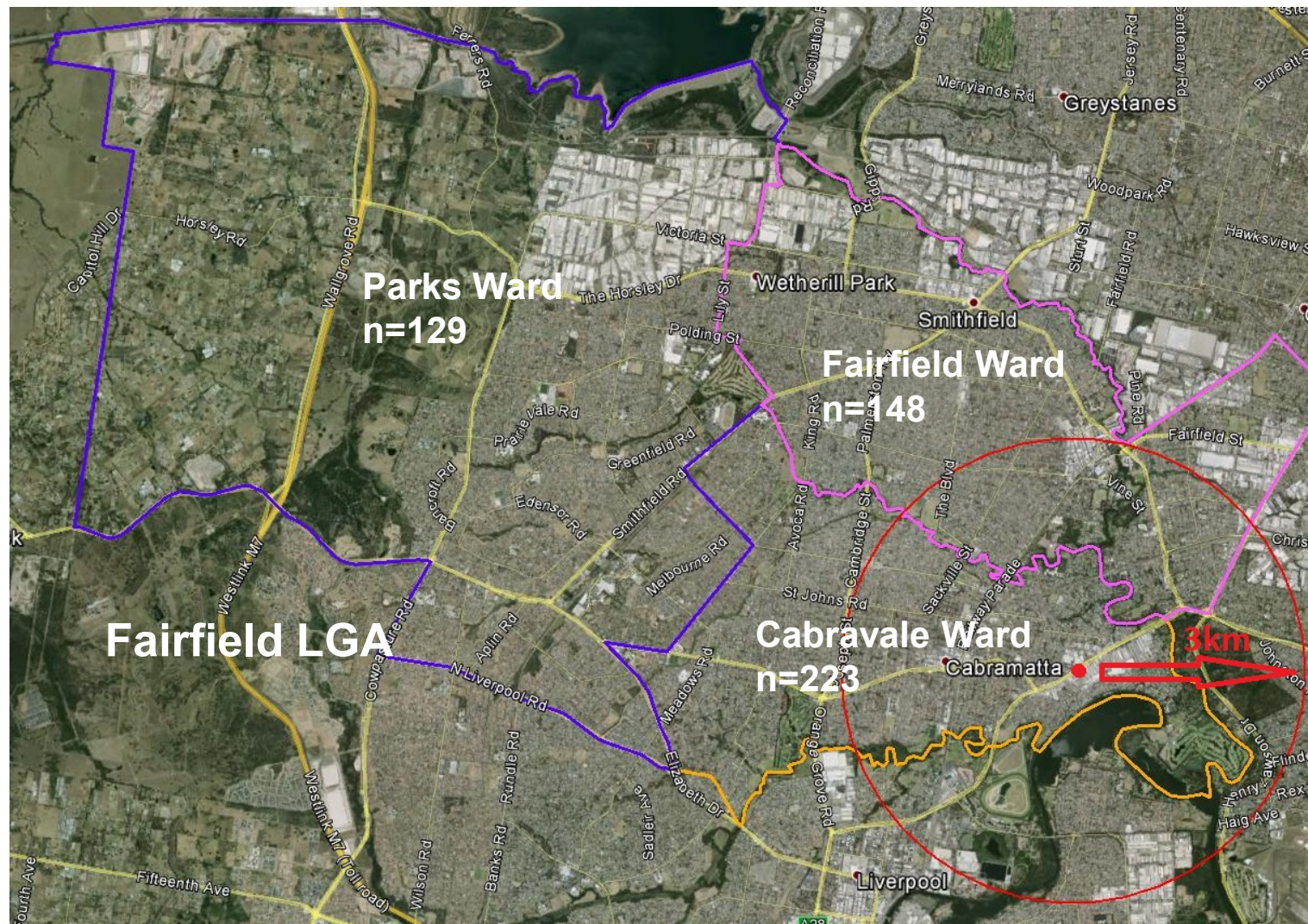
June 2015



Aim & Summary Methodology

- To understand community awareness and perception of the Cabramatta Circle development proposal in Longfield Road, and understand which positive and negative messages – and visual stimuli – influence locals' opinions of the proposal.
- **Quantitative Research (19th June - 29th June 2015)**
 - > Survey of n=500 randomly selected Fairfield LGA residents including:
 - n=223 in the **Cabravale Ward**
 - n=129 in the **Parks Ward**,
 - n=148 in the **Fairfield Ward**.
 - > **Vietnamese** ethnicity is also identified, and results reported for this group (n=75)
 - > **Online** subsample of n=100 who were shown visual stimulus of the proposal
 - > The CATI (telephone) sub-sample is divided by distance from the proposed site into 'adjacent' and 'non-adjacent' groups:
 - n=130 in the '**adjacent**' suburbs 0-3km from the site, and
 - n=369 in the '**non-adjacent**' suburbs 3+kms from the site
 - > Total sample accurate to +/-4% margin of error (at the 95% confidence interval)
 - > Minimum quotas and data weighting on area, sex and age to ensure accurate representation

Sample Breakdown of total n=500



Adjacent Suburbs – 3km radius of site (inside Fairfield LGA only) n=130

Non-adjacent Suburbs n= 369

Vietnamese ethnicity respondents n=75

Online respondents (shown visual stimulus) n=100

Telephone (CATI) respondents n=400

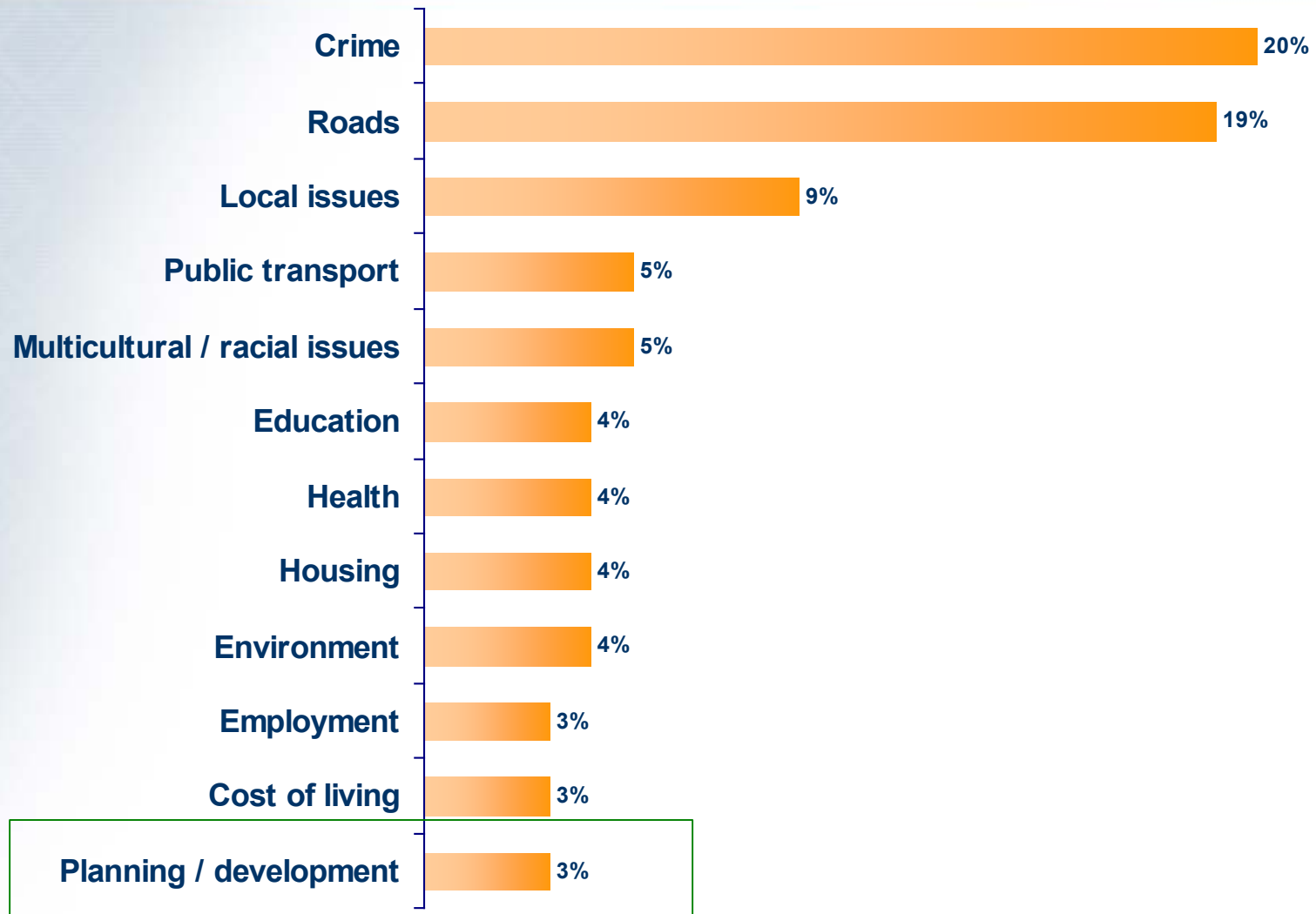


The Context: Spontaneous & Prompted Issues

Crime and roads/traffic are the two major issues in Fairfield by a long way; planning and development is very much a lower order issue



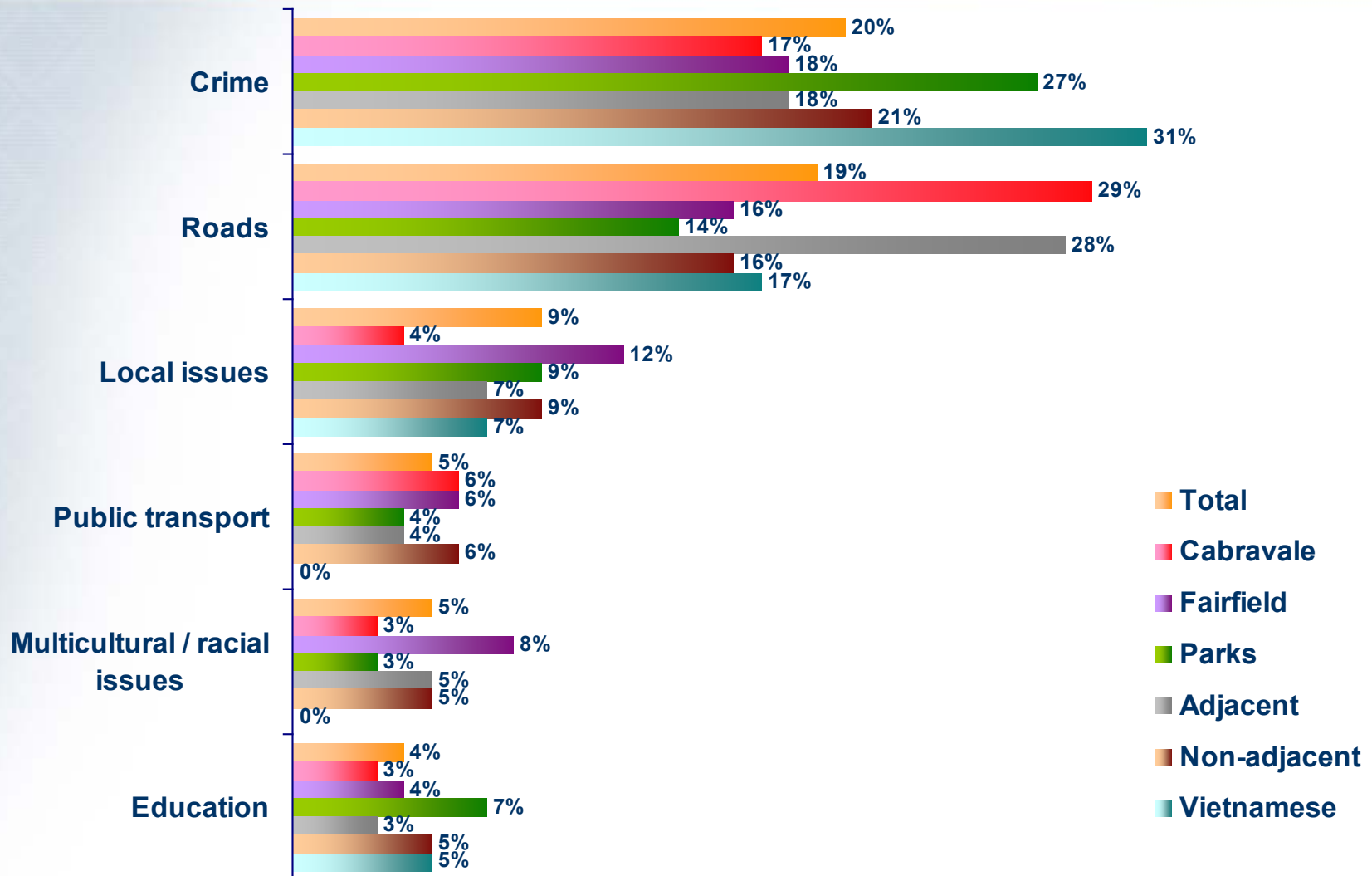
CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



Roads are the most important issue to those in suburbs adjacent to the proposed Cabramatta Circle site; for the Vietnamese community, crime is the biggest issue *Slide 1 of 2*



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS

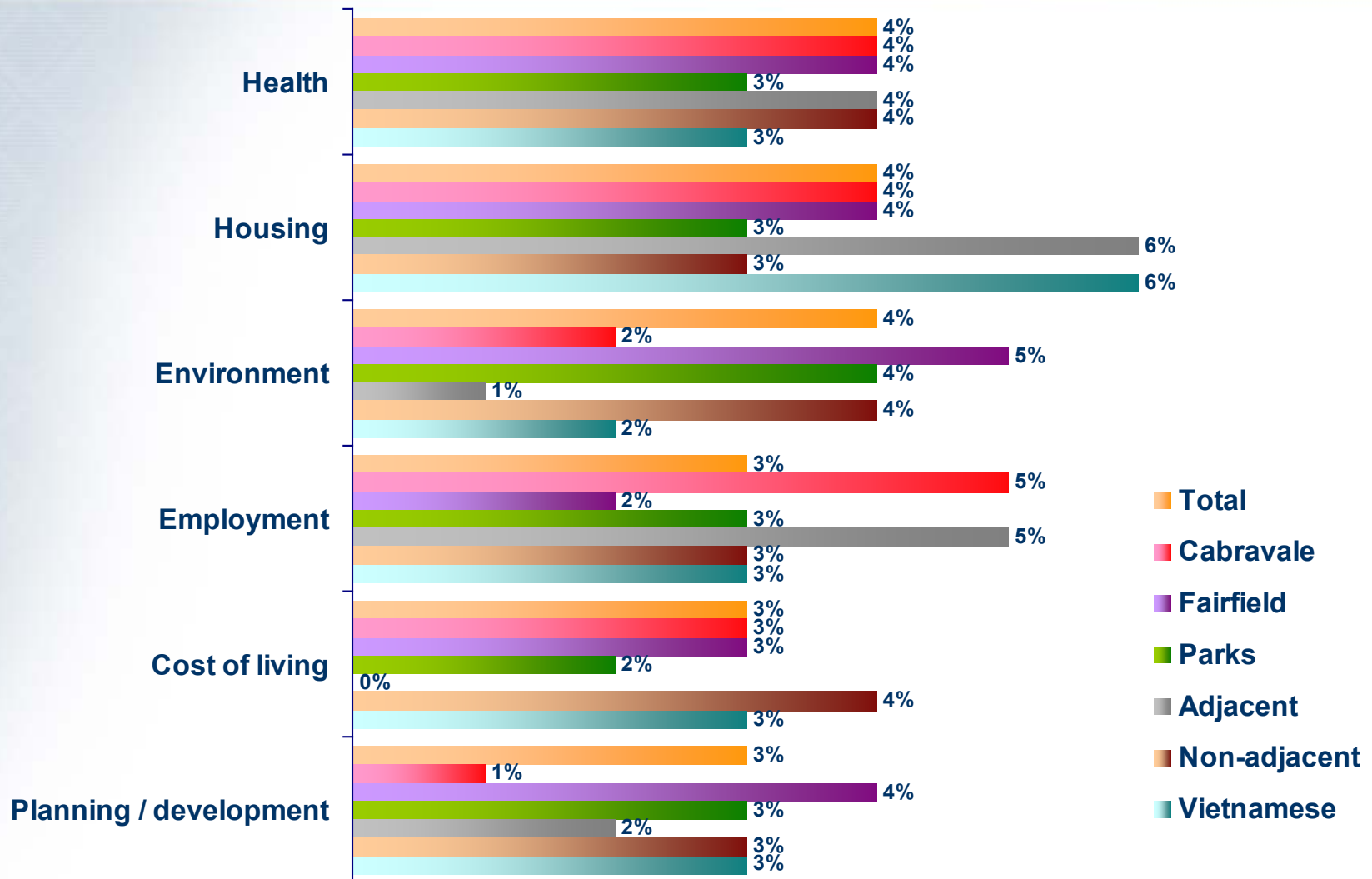


Housing is a bigger issue of concern to the Vietnamese community and those who live within 3km of the proposed development

Slide 2 of 2



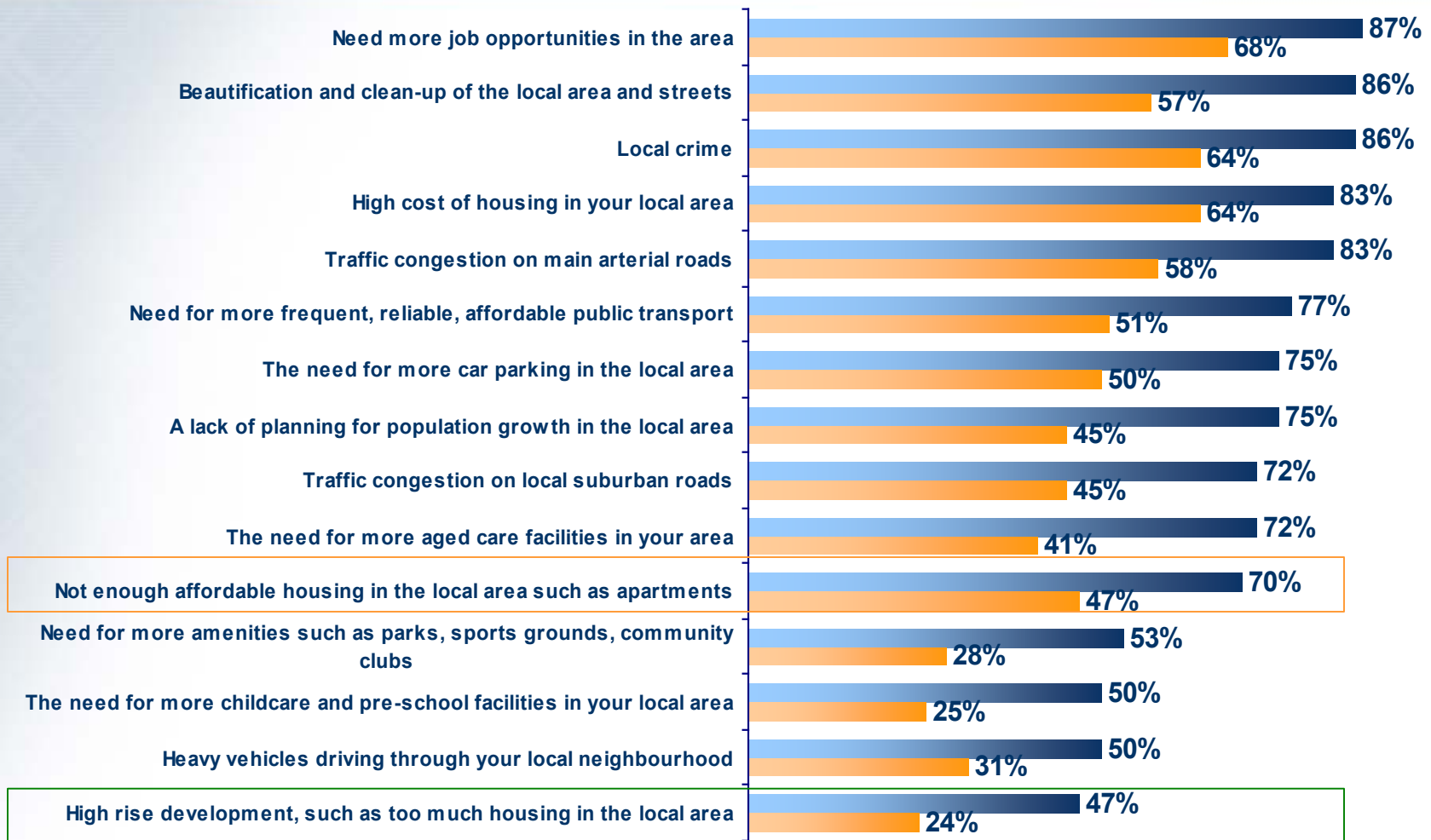
CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



On a prompted basis, high rise development is the lowest issue of importance, falling well behind jobs, crime, local amenity, high cost of housing and traffic congestion.



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS

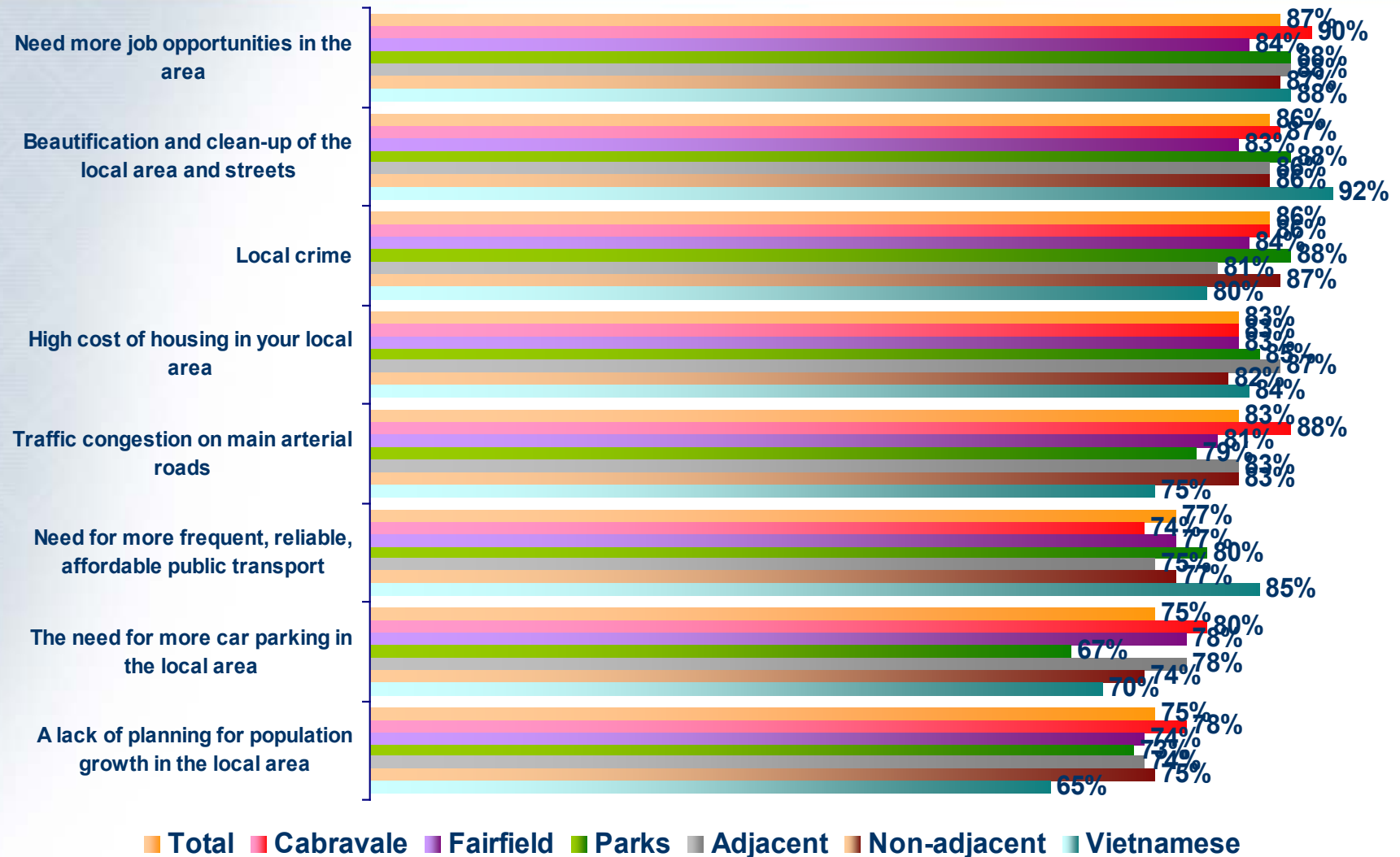


■ Total important ■ Very important

Q2) Below is a list of different local issues and situations other people we have surveyed have said are important to the local area. For each one I'd like you to please indicate whether each is very important, somewhat important, not very important or not at all important.

There is little variation in importance of issues across the various sub-groups

Slide 1 of 2



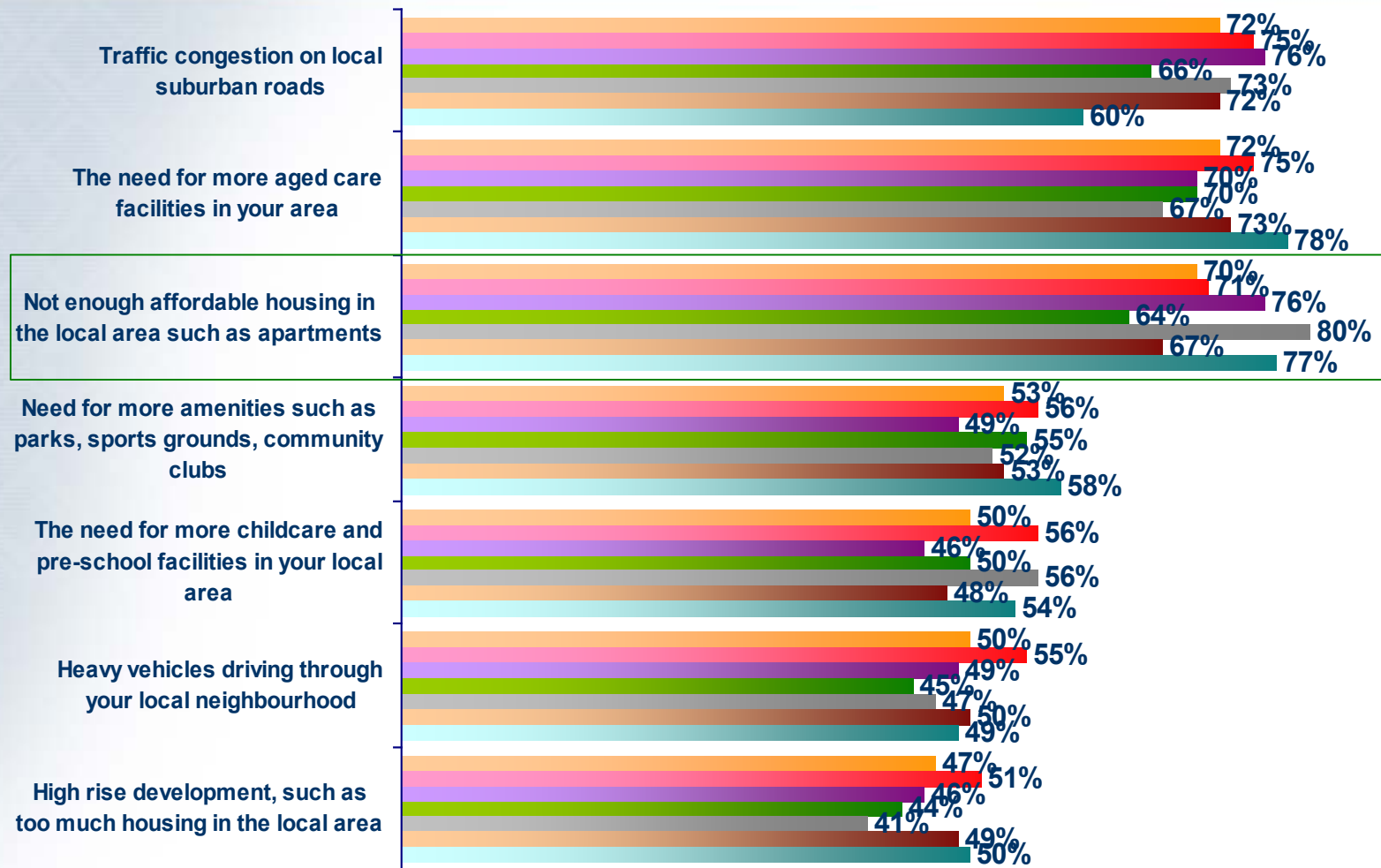
Q2) Below is a list of different local issues and situations other people we have surveyed have said are important to the local area. For each one I'd like you to please indicate whether each is very important, somewhat important, not very important or not at all important.

Those within 3km of the Longfield Street site are also more likely to find important a lack of affordable housing, such as apartments

Slide 2 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



■ Total
 ■ Cabravale
 ■ Fairfield
 ■ Parks
 ■ Adjacent
 ■ Non-adjacent
 ■ Vietnamese

Q2) Below is a list of different local issues and situations other people we have surveyed have said are important to the local area. For each one I'd like you to please indicate whether each is very important, somewhat important, not very important or not at all important.



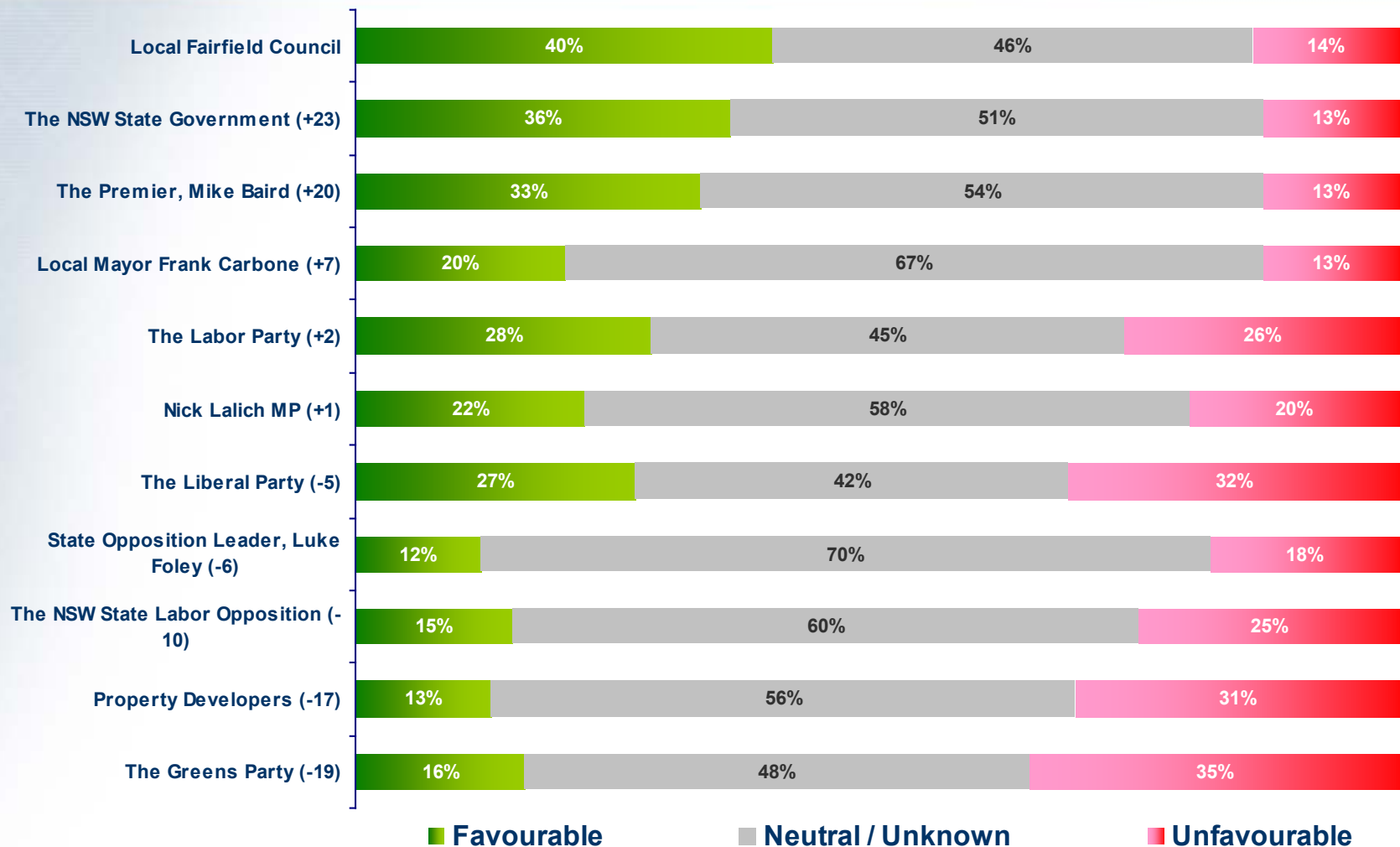
CROSBY | TEXTOR
RESEARCH STRATEGIES RESULTS

People & Groups: Awareness & Favourability

Council, the Mayor and Conservative figures are viewed favourably overall, while property developers, Labor and the Greens are viewed negatively.



CROSBY | TEXTOR
RESEARCH STRATEGIES RESULTS



N.B. Sorted by net agreement = % agree - % disagree

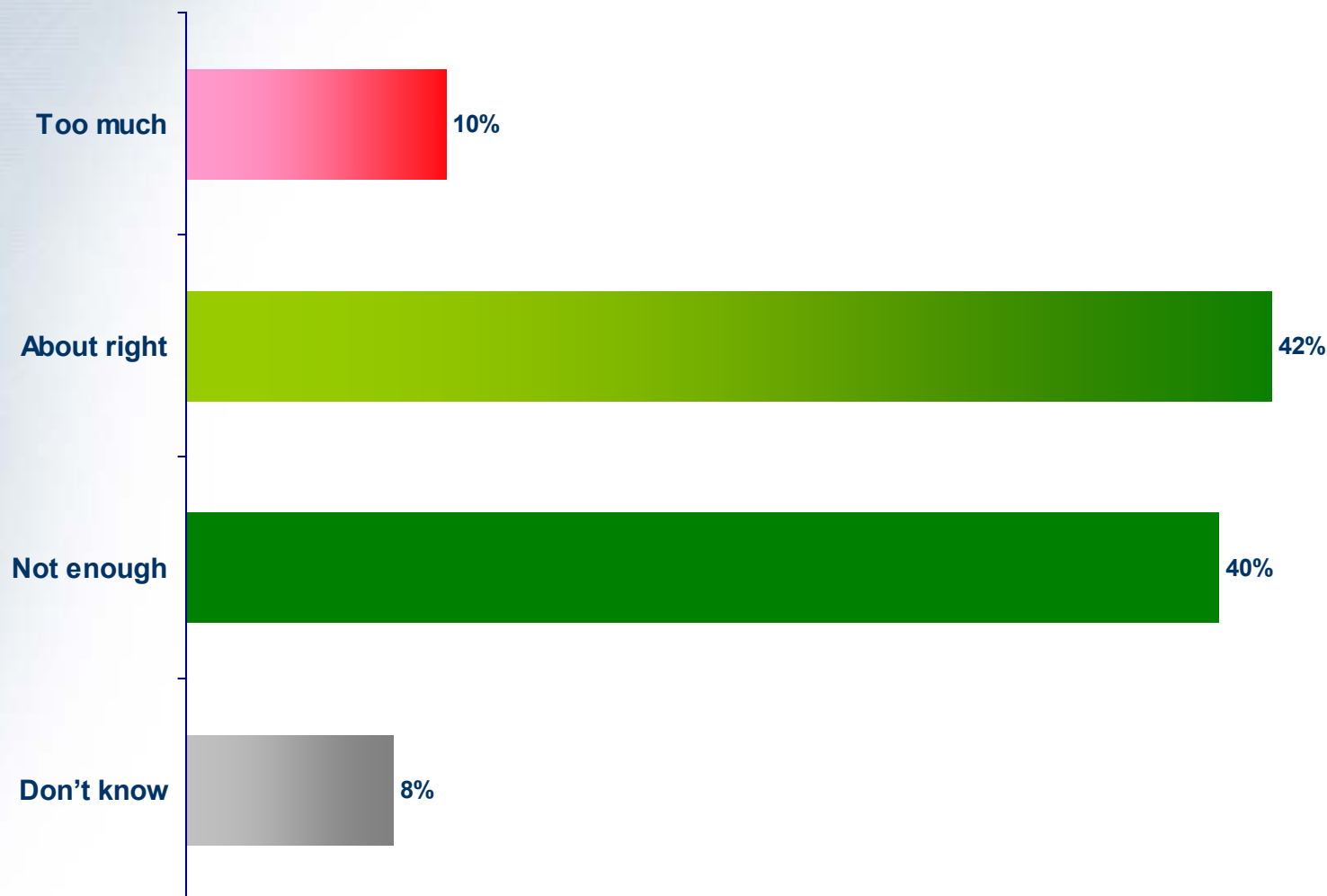
Q3) Below is a list of people, groups, and organisations, and for each I'd like you to please indicate whether you have a favourable, neutral or unfavourable view of them.



Development & Cabramatta Circle: Awareness & Opinion



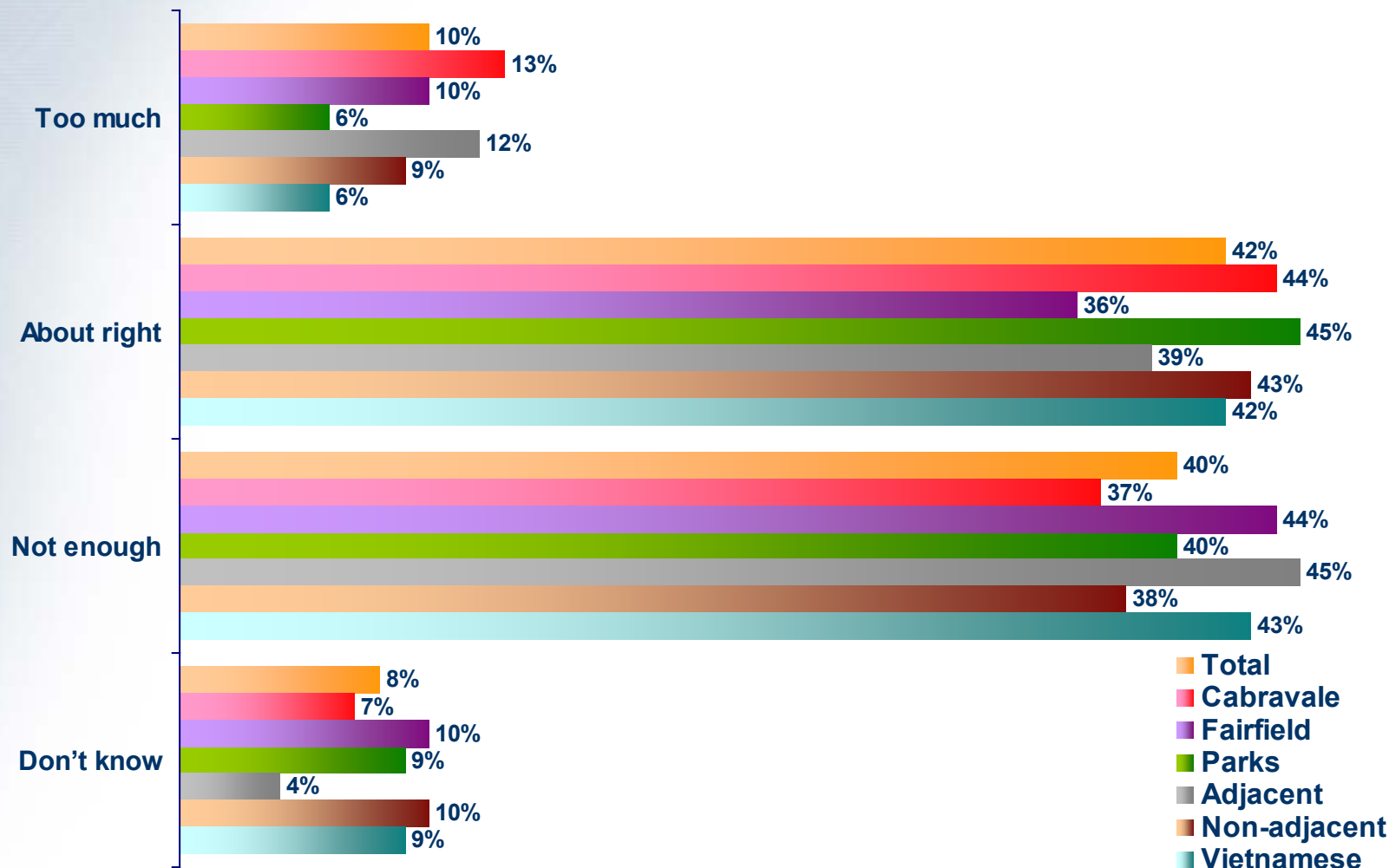
The vast majority think the supply of residential housing in the local area over the past few years has been either 'about right' or 'not enough'



Those in Fairfield ward, Vietnamese ethnicity residents, and those within 3km of the site, are more likely to say there has not been enough residential housing supply



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



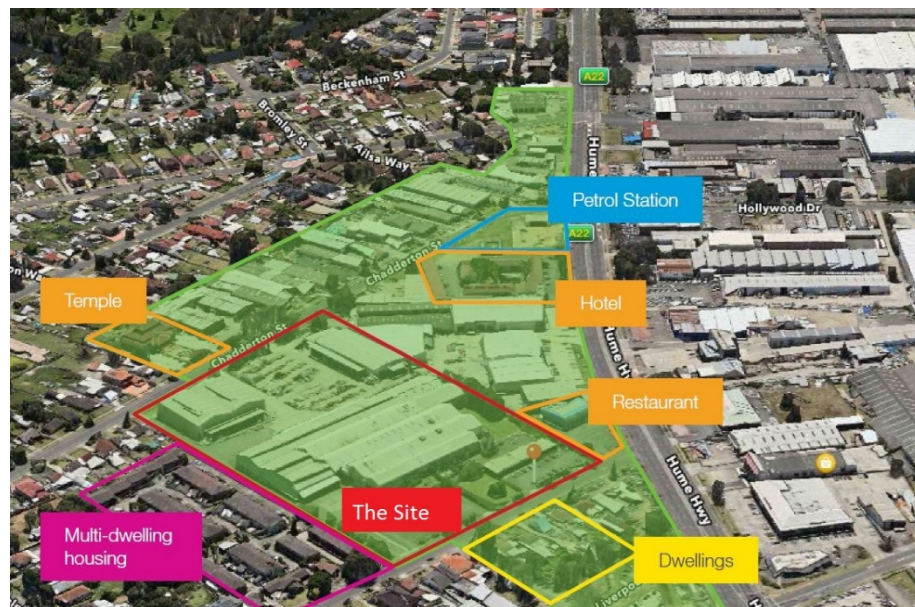


Prompted awareness:

(Factual information provided to survey respondents)

The proposed new residential development and new community amenities will include;

- Up to 600 new residential apartments catering for single person households to extended families,
- New housing close to existing transport,
- New public open space recreational areas and community services,
- Allowance for multi-generational living by including a 100-place child care centre and 120-bed nursing home;
- Provide local conveniences such as a shops, a medical centre and café.

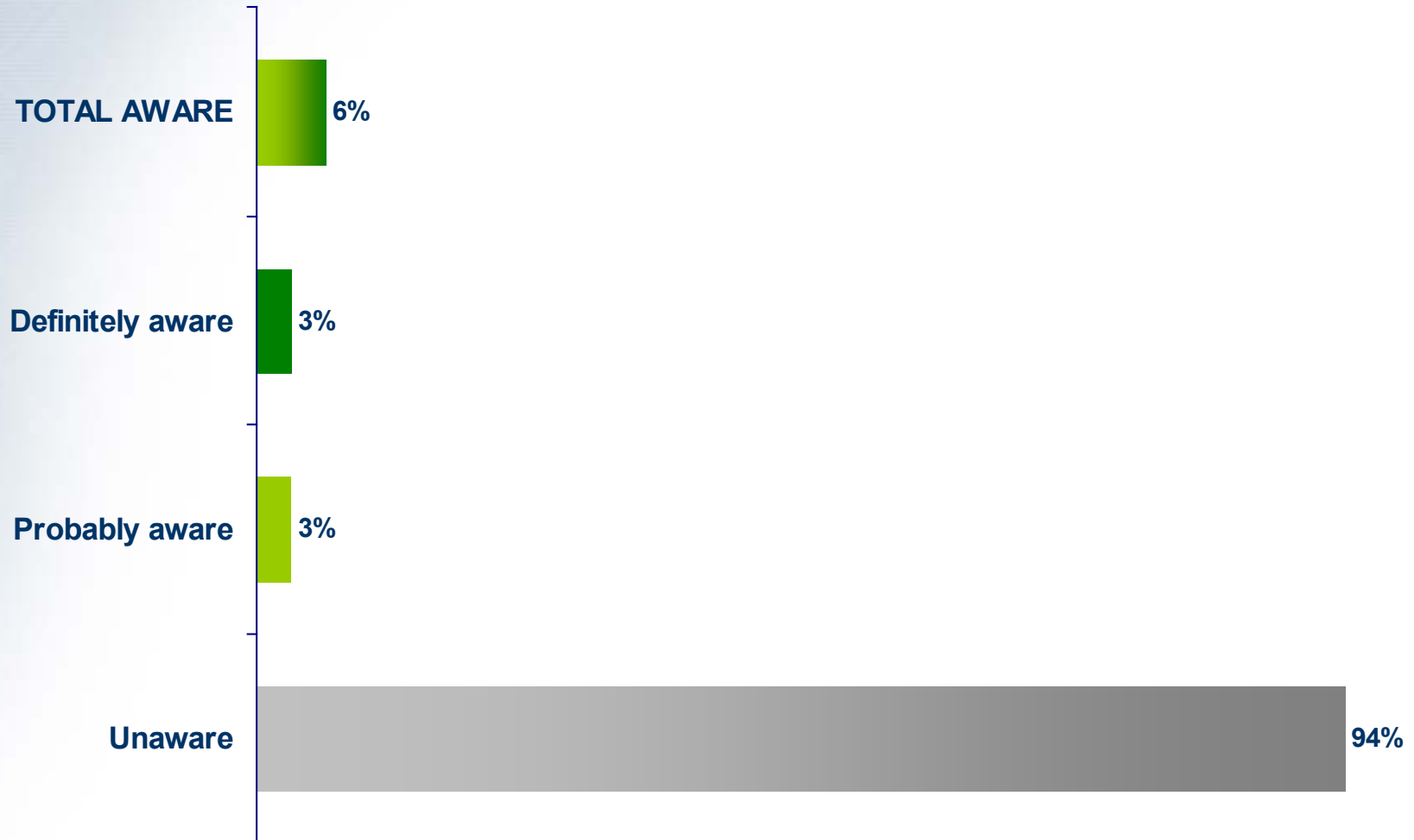


Map of site: Shown to online
survey respondents only

Not surprisingly, awareness of the proposed Cabramatta Circle development is very low across the Fairfield Council area



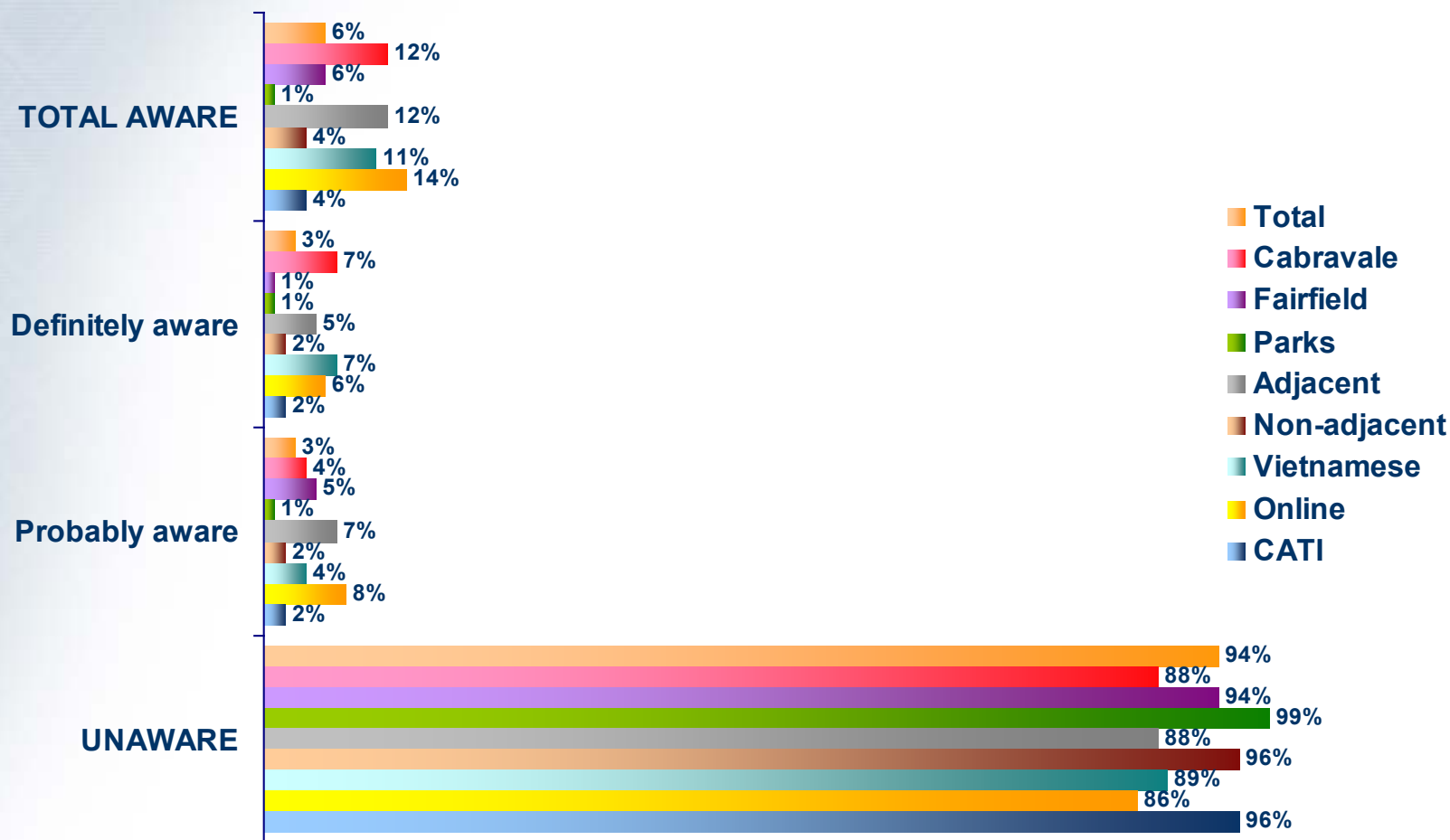
CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



Q5) There is a proposal to build a residential development in an old industrial precinct at 17-21 Longfield Street, Cabramatta, between Chadderton Street and Longfield Street. The development will include 7 buildings varying from 3 to 6 levels (development description),,, Before today, were you aware of this development proposal? [Online only: a map of the site is shown below] 17



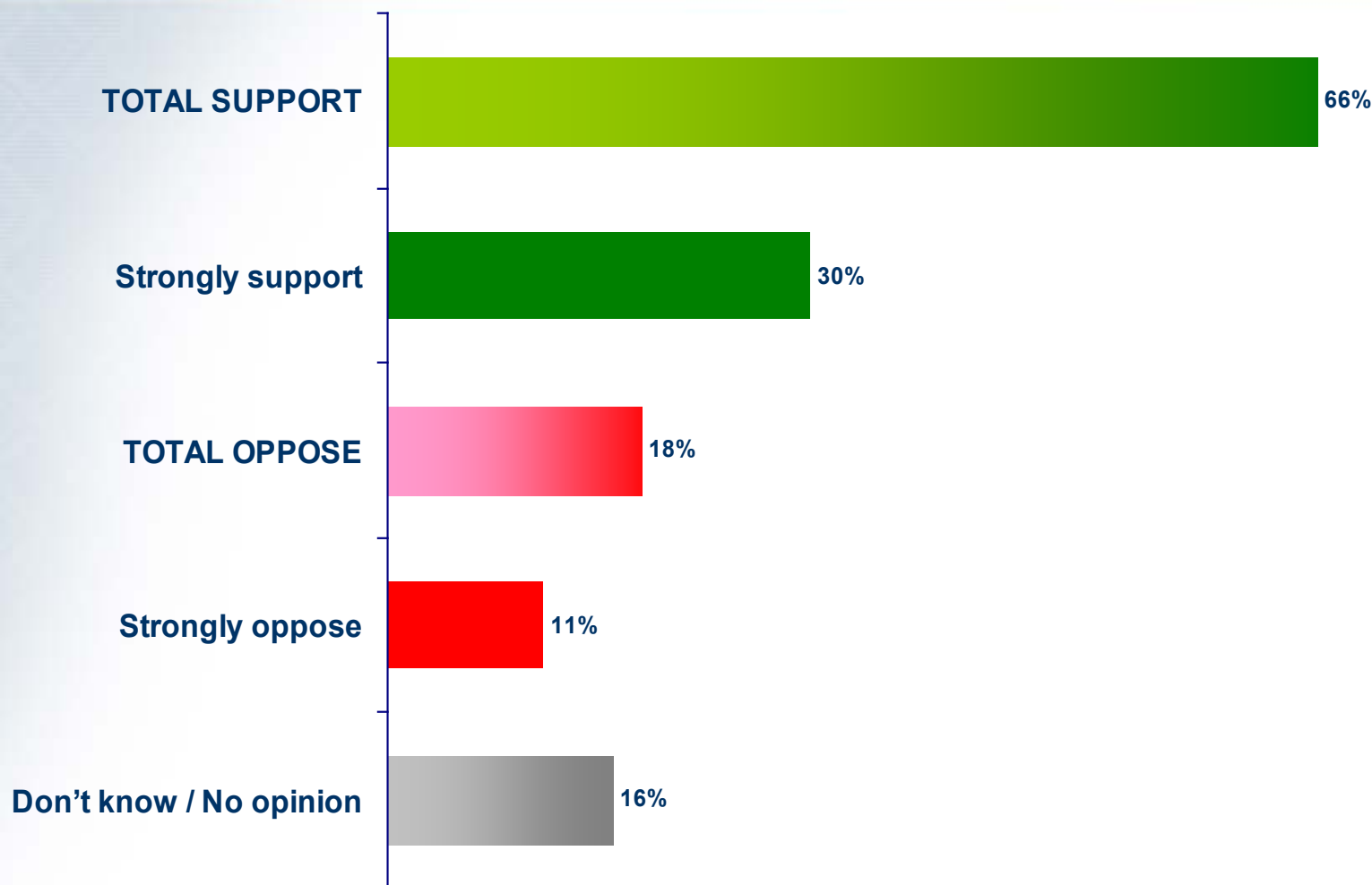
Some groups show slightly higher awareness than others, including Cabravale, adjacent, Vietnamese and those who completed the survey online (and were shown the map)



Q5) There is a proposal to build a residential development in an old industrial precinct at 17-21 Longfield Street, Cabramatta, between Chadderton Street and Longfield Street. The development will include 7 buildings varying from 3 to 6 levels (development description),,, Before today, were you aware of this development proposal? [Online only: a map of the site is shown below]

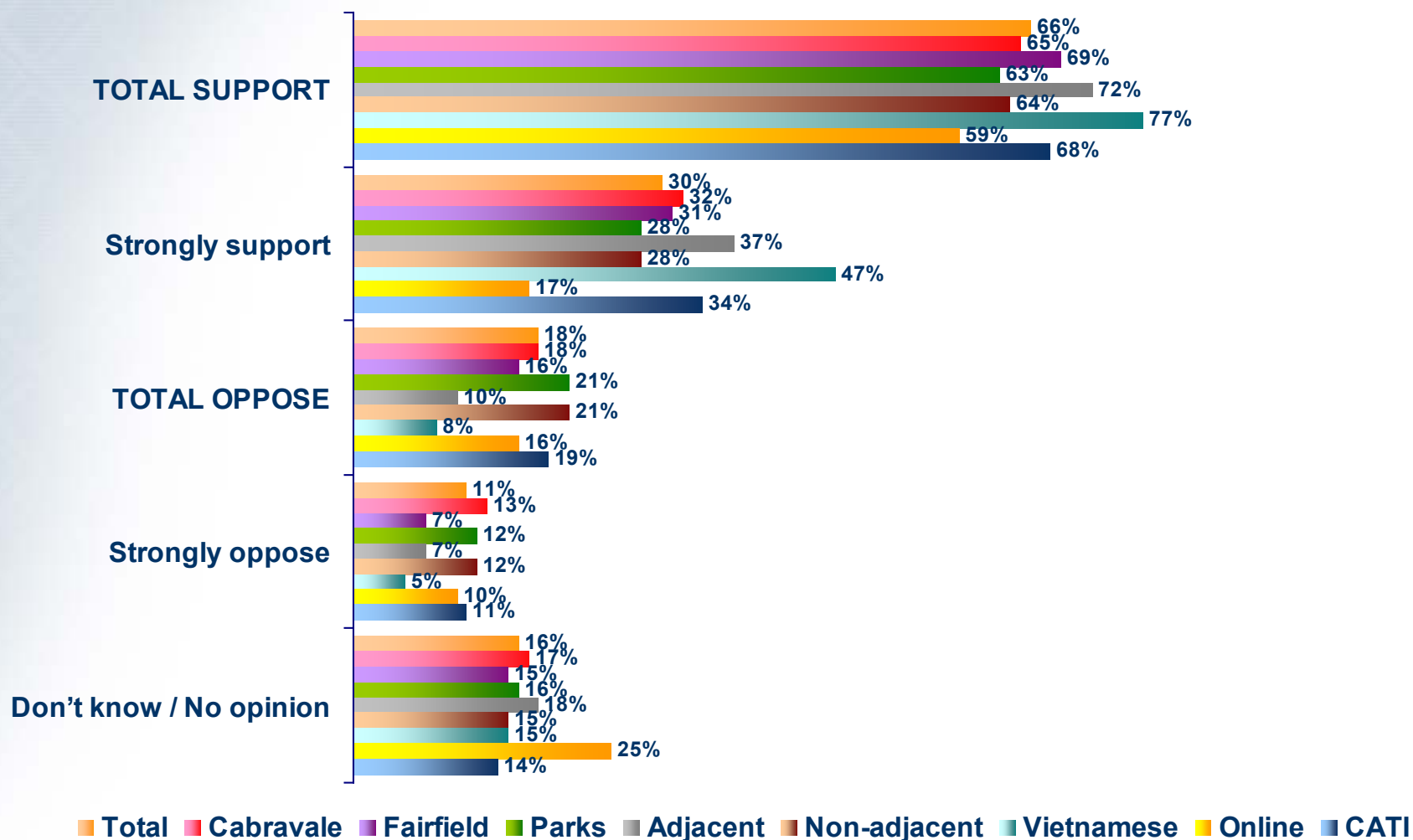


Despite low awareness, the overwhelming tendency is to support the Cabramatta Circle development, with nearly a third strongly supporting the proposal





Strong support for the project is nearly 50% among those of Vietnamese ethnicity, and more than one third who live within 3km of the site also strongly support it



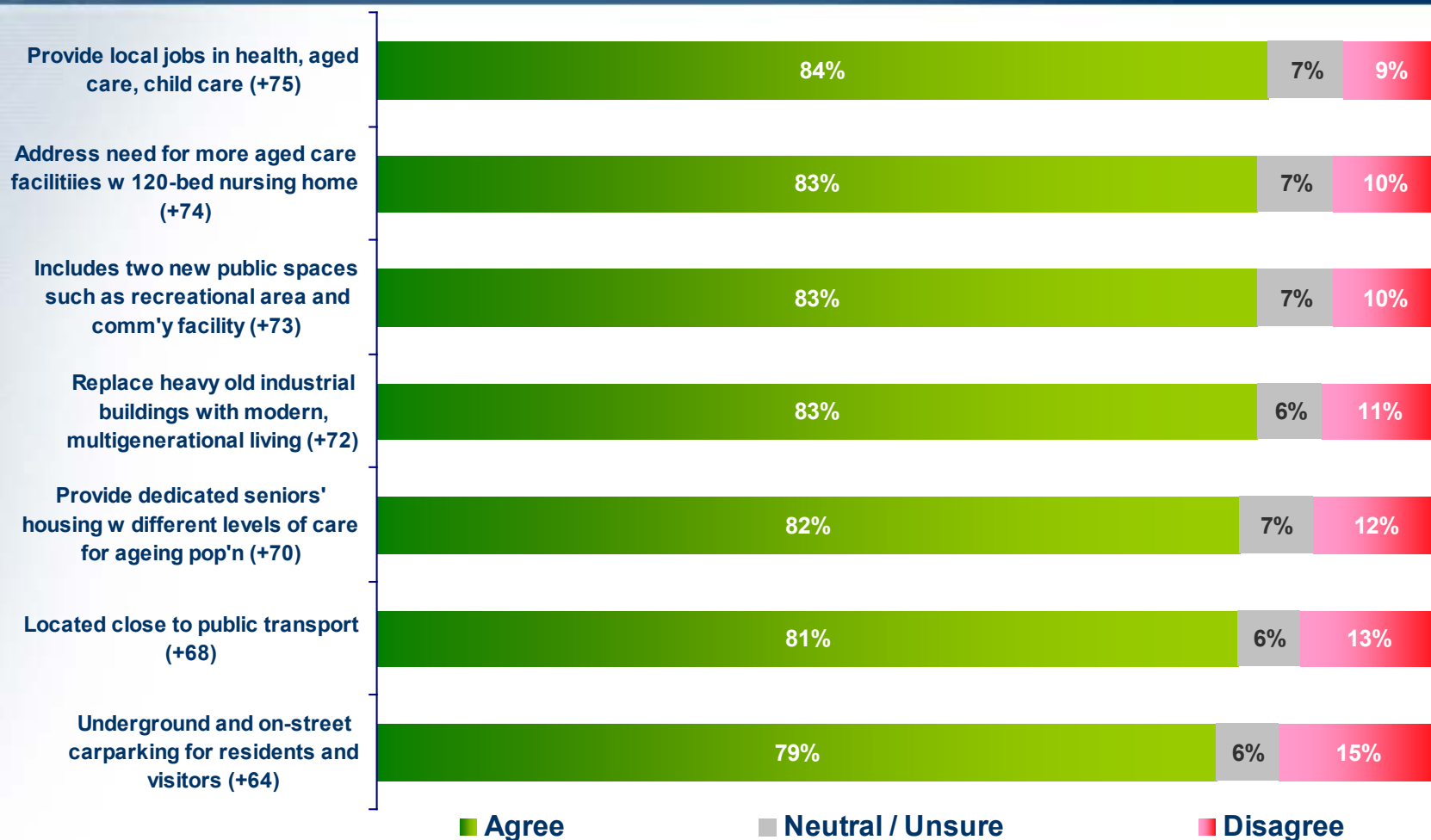


Prompted Messaging: Reasons for & against



When prompted with particular messages about the development, most are found credible

Slide 1 of 2



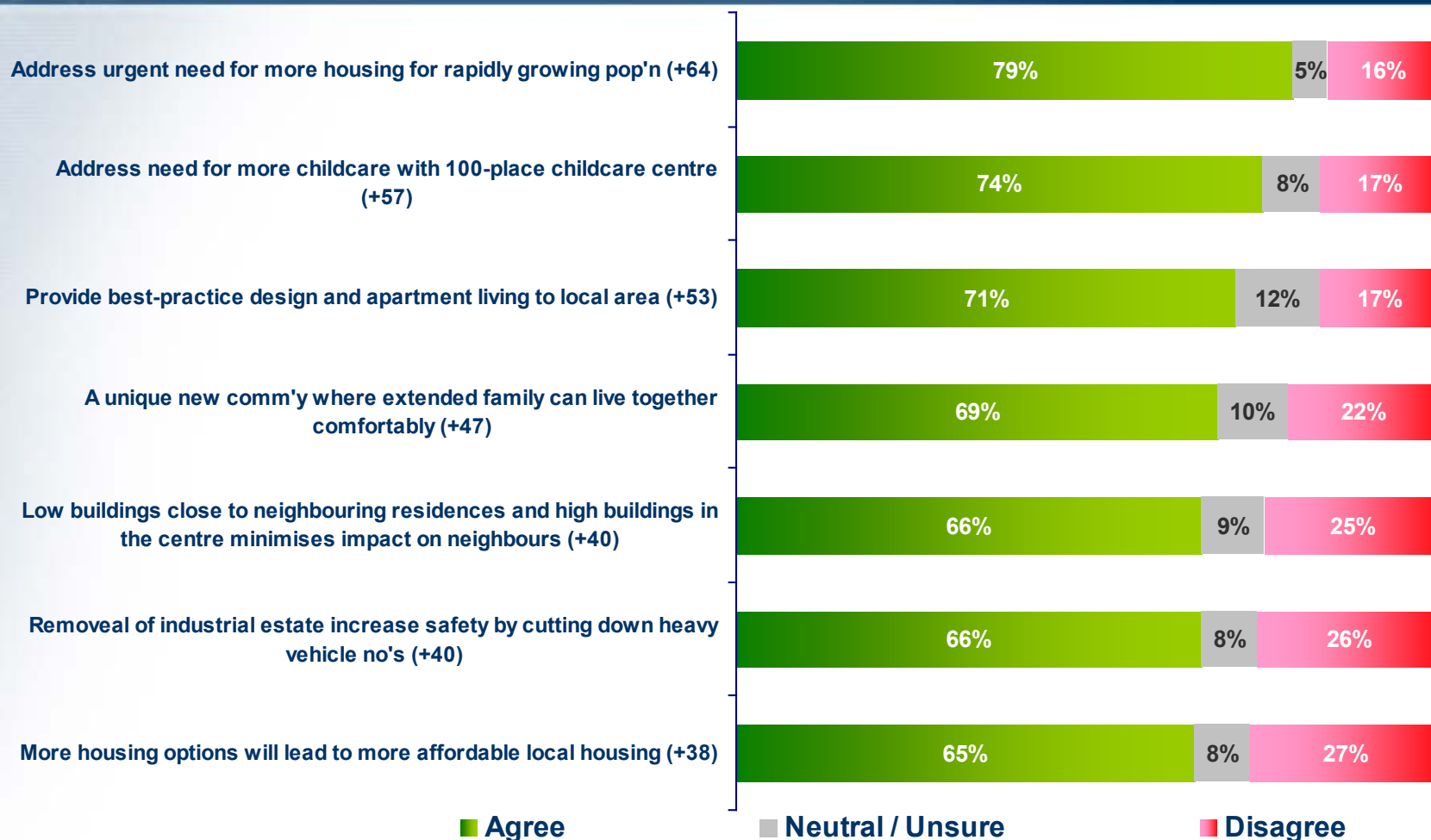
N.B. Sorted by net agreement (given in brackets) = % Agree - % Disagree

Q7a) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to support the development.



Even the lower order prompted messages attract significant agreement

Slide 2 of 2



N.B. Sorted by net agreement (given in brackets) = % Agree - % Disagree

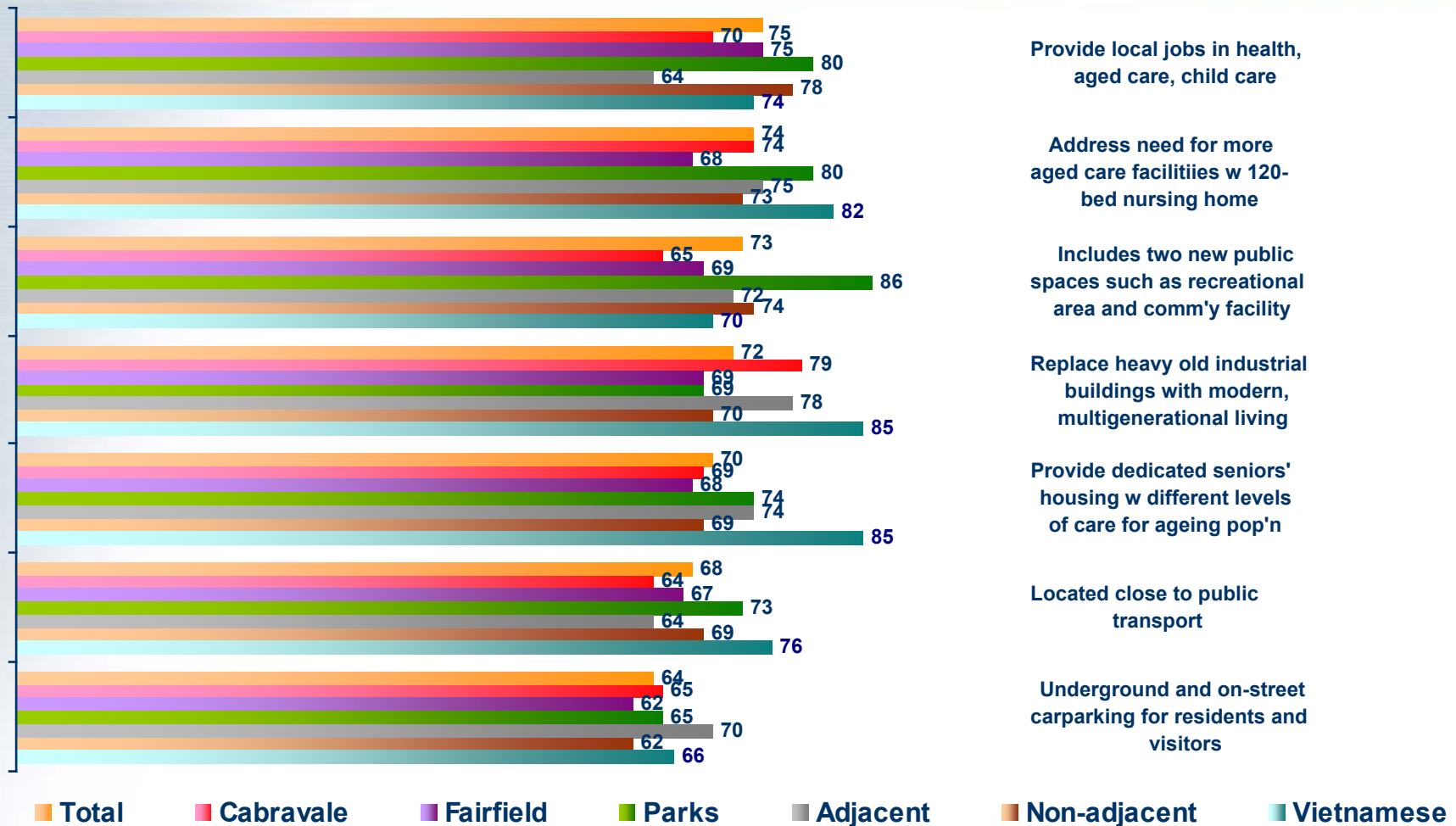
Q7a) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to support the development.

Those of Vietnamese ethnicity find the messages about multigenerational living and dedicated seniors' housing most credible

Slide 1 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



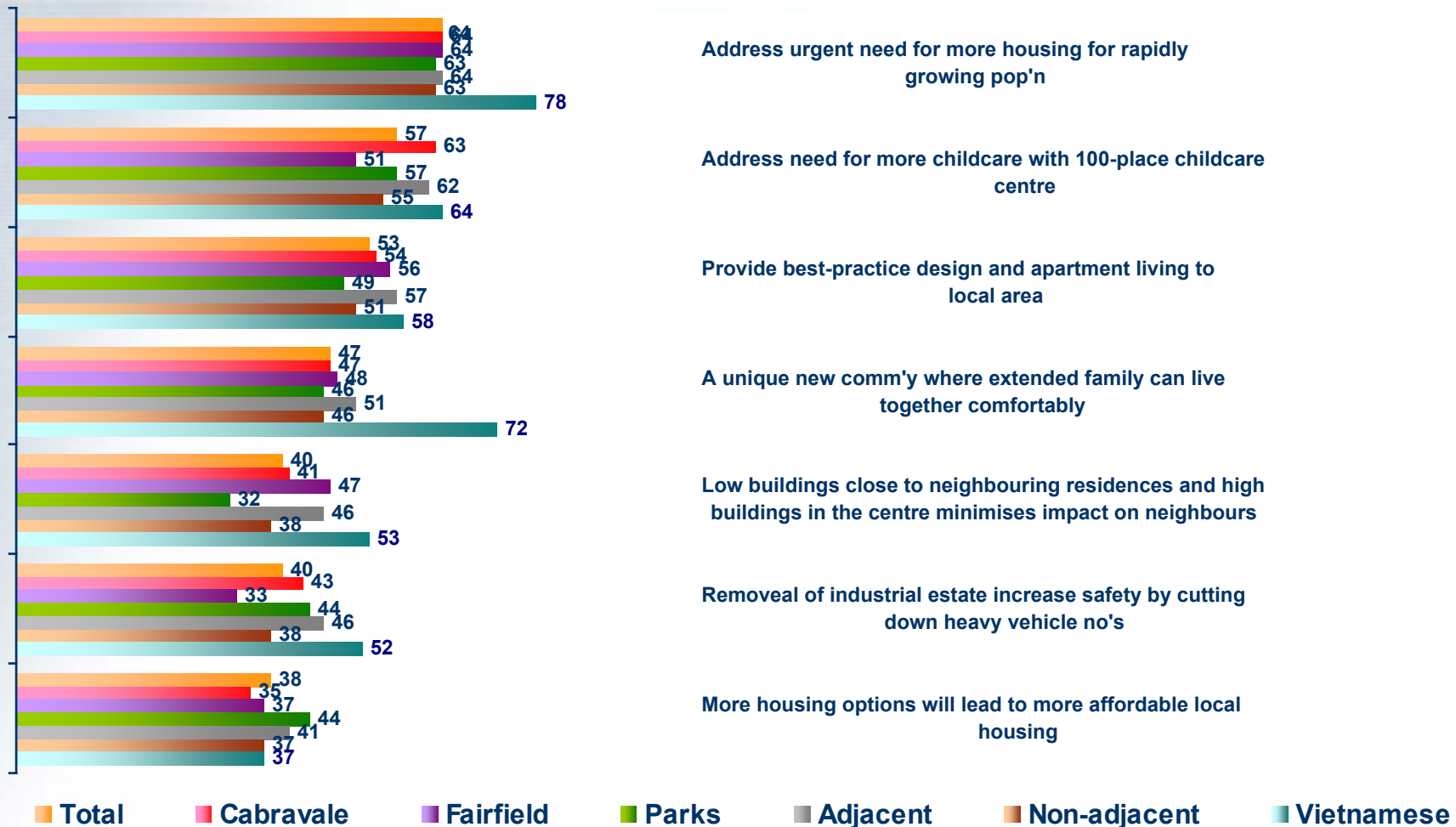
* Net agreement = % Agree - % Disagree

Q7a) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to support the development.

And the local Vietnamese community also finds very credible the message that Cabramatta Circle would allow the extended family to live together comfortably *Slide 2 of 2*



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



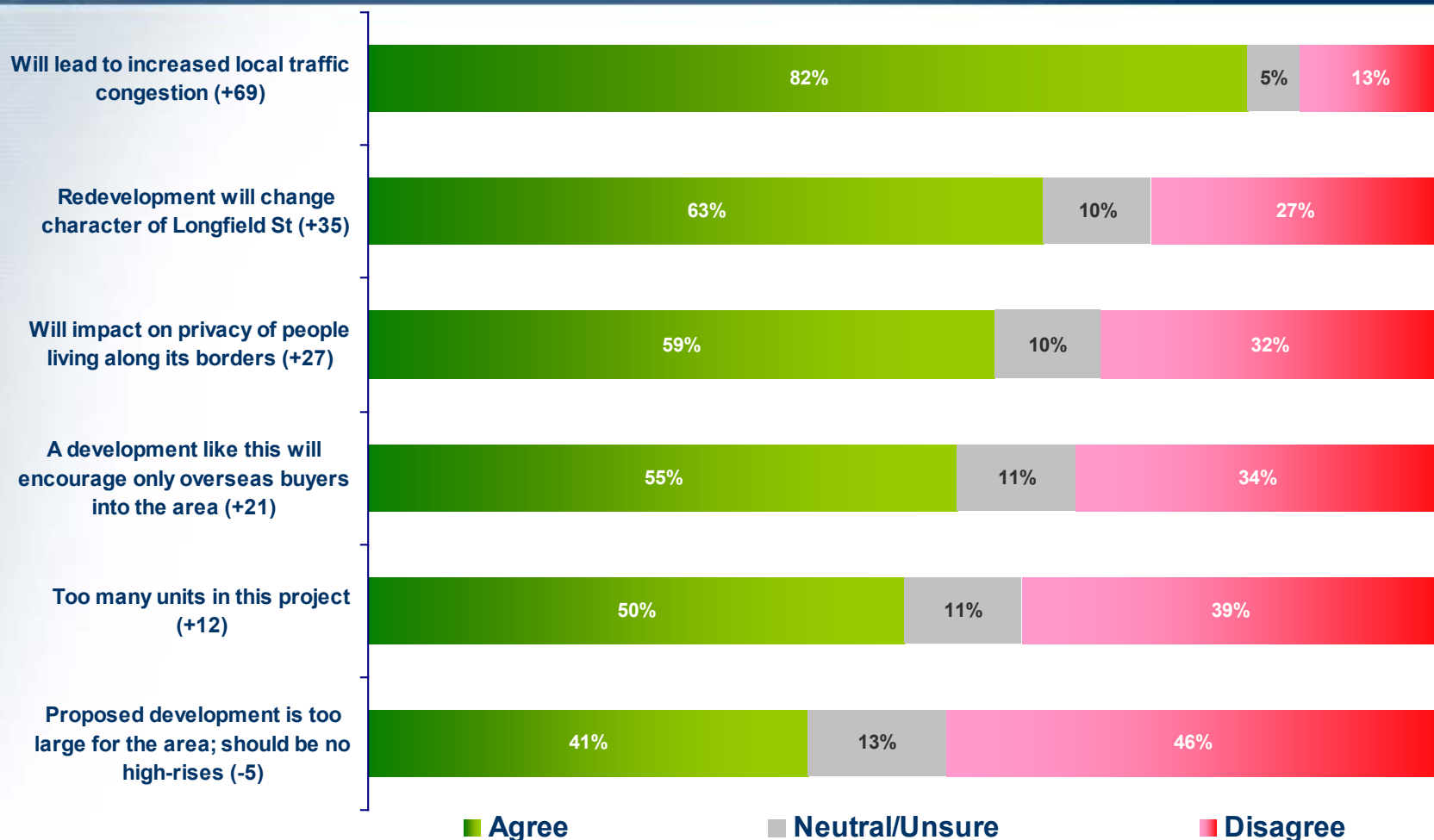
* Net agreement = % Agree - % Disagree

Q7a) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to support the development.



Broadly, the (prompted) negative messages are not as credible as the positive, though there are concerns about increased traffic congestion

Slide 1 of 2



N.B. Sorted by net agreement (given in brackets) = % Agree - % Disagree

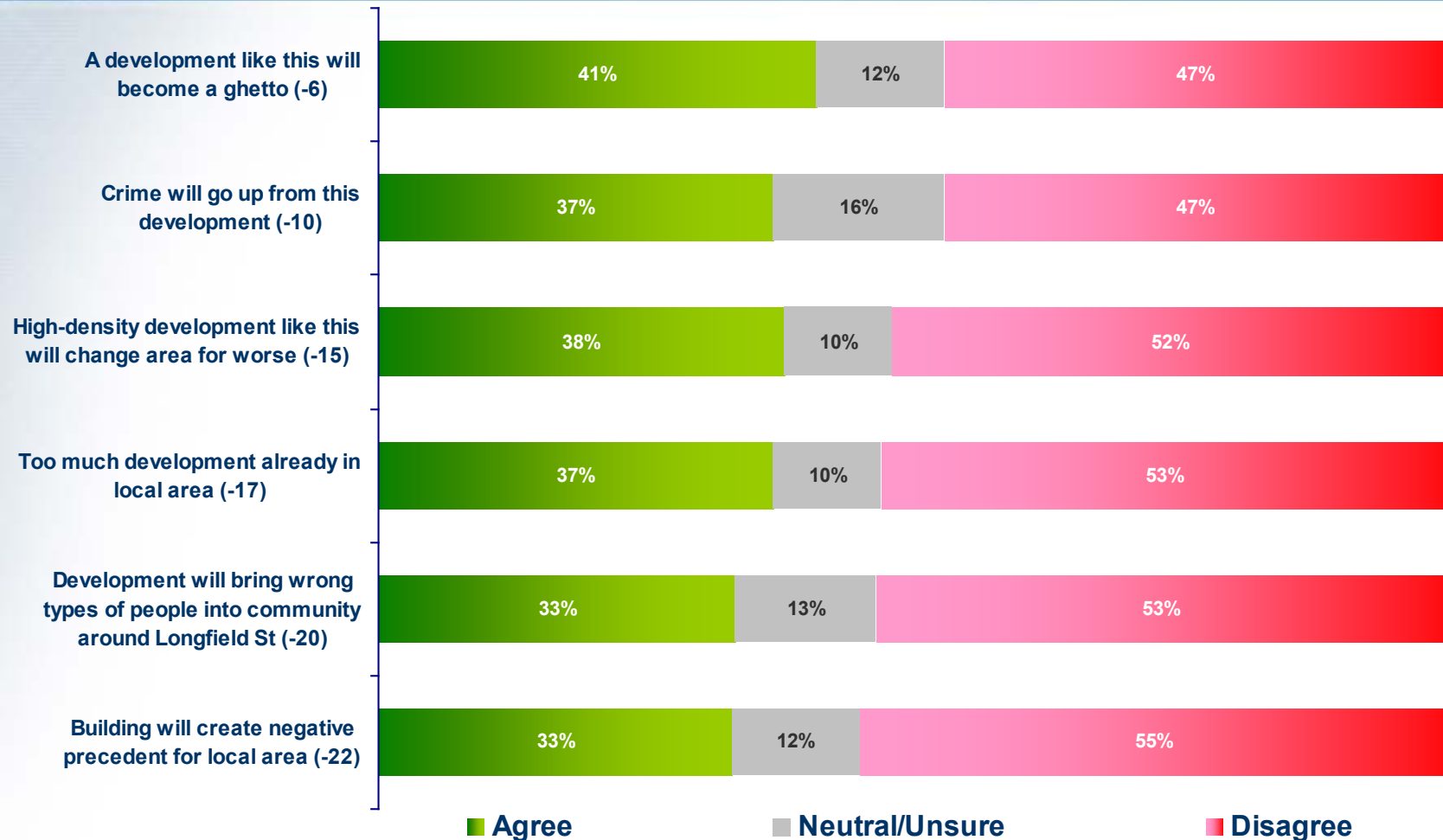
Q7b) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to oppose the development.

Messages about crime, the 'wrong types of people' and general overdevelopment are not credible reasons to oppose Cabramatta Circle

Slide 2 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



N.B. Sorted by net agreement (given in brackets) = % Agree - % Disagree

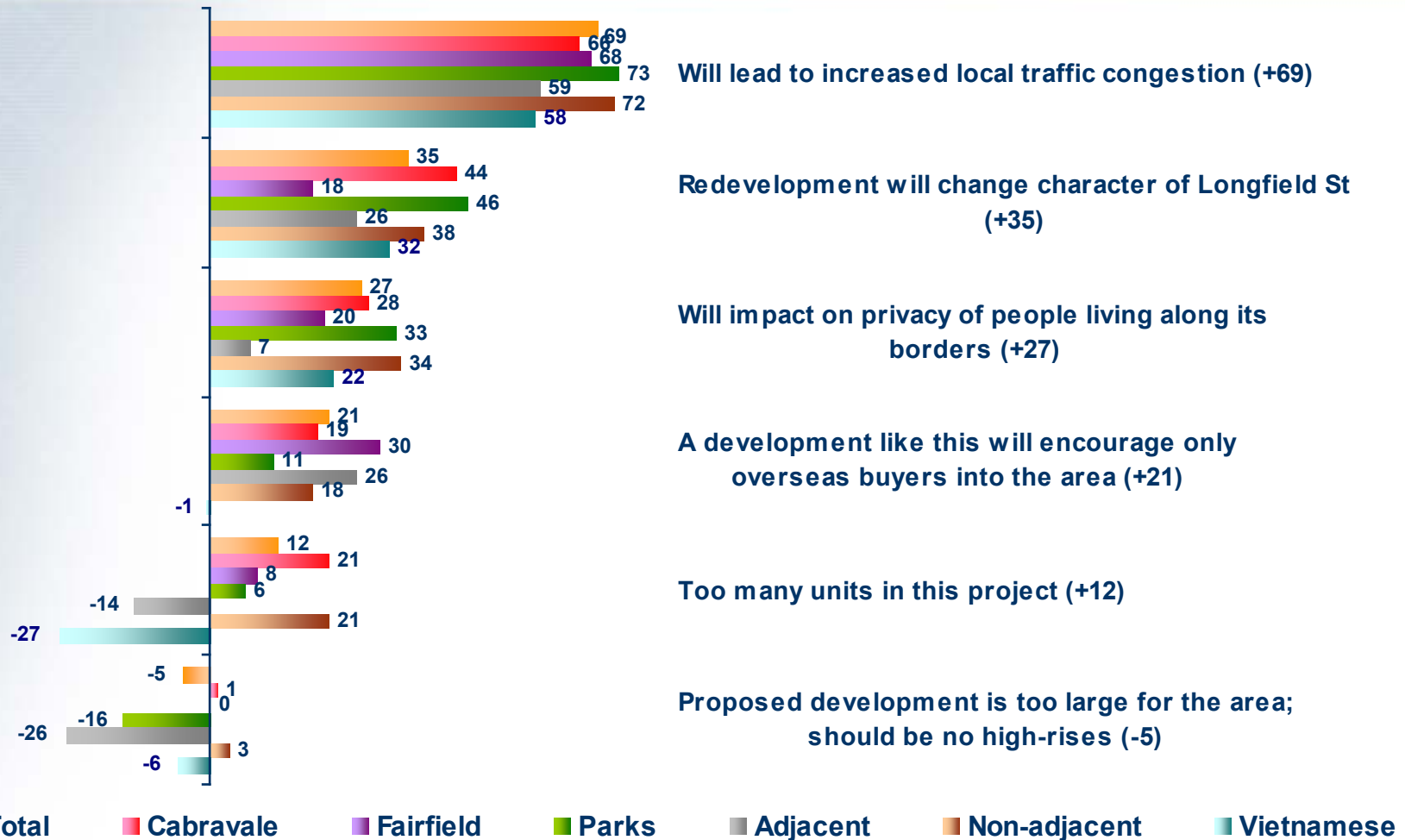
Q7b) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to oppose the development.

Respondents from the Parks ward, and those outside a 3km radius of the site find the negative messages more credible i.e. locals are less concerned

Slide 1 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



* Net agreement = % Agree - % Disagree

Q7b) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to oppose the development.

The Vietnamese community, and those living closest to the site find messages against the development lack credibility

Slide 2 of 2



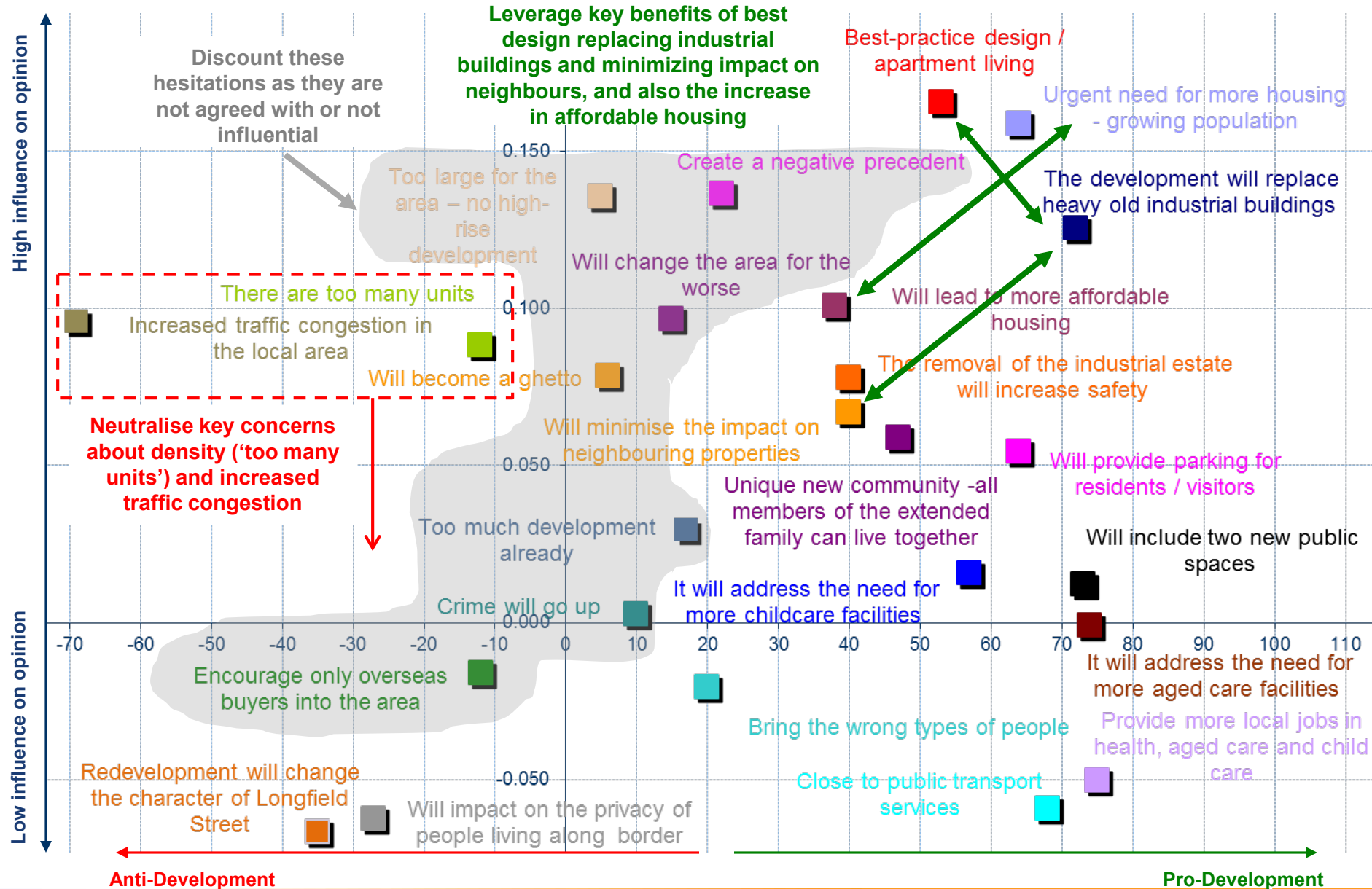
CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



* Net agreement = % Agree - % Disagree

Q7b) Below are statements that other people have said about this proposed development in an old industrial precinct at 17-21 Longfield St Cabramatta. Regardless of your overall view, please indicate whether you agree or disagree that each statement is a good reason to oppose the development.

Opinion Driver Map: Regression (CATI Sample)





Visual Stimulus for online respondents

The online respondents were asked to carefully consider some artists' impressions and visual concepts of the Cabramatta Circle development (shown here)



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



Image A: Artists' impression of dwellings exterior



Image B: Artists' impression of dwellings interior, which will range in size from studio to 3+ bedroom apartments



Image C: Artists' impression of public plaza

Q9) Below please find a set of artists' impressions and visual concepts of the proposed development. Please take your time to review these images for later question.



Visuals included the proposed building layout



Image D: Overhead view of site, public open space and buildings



Image E: Concepts of use of public open space and multigenerational living





Also included were photos of the existing site



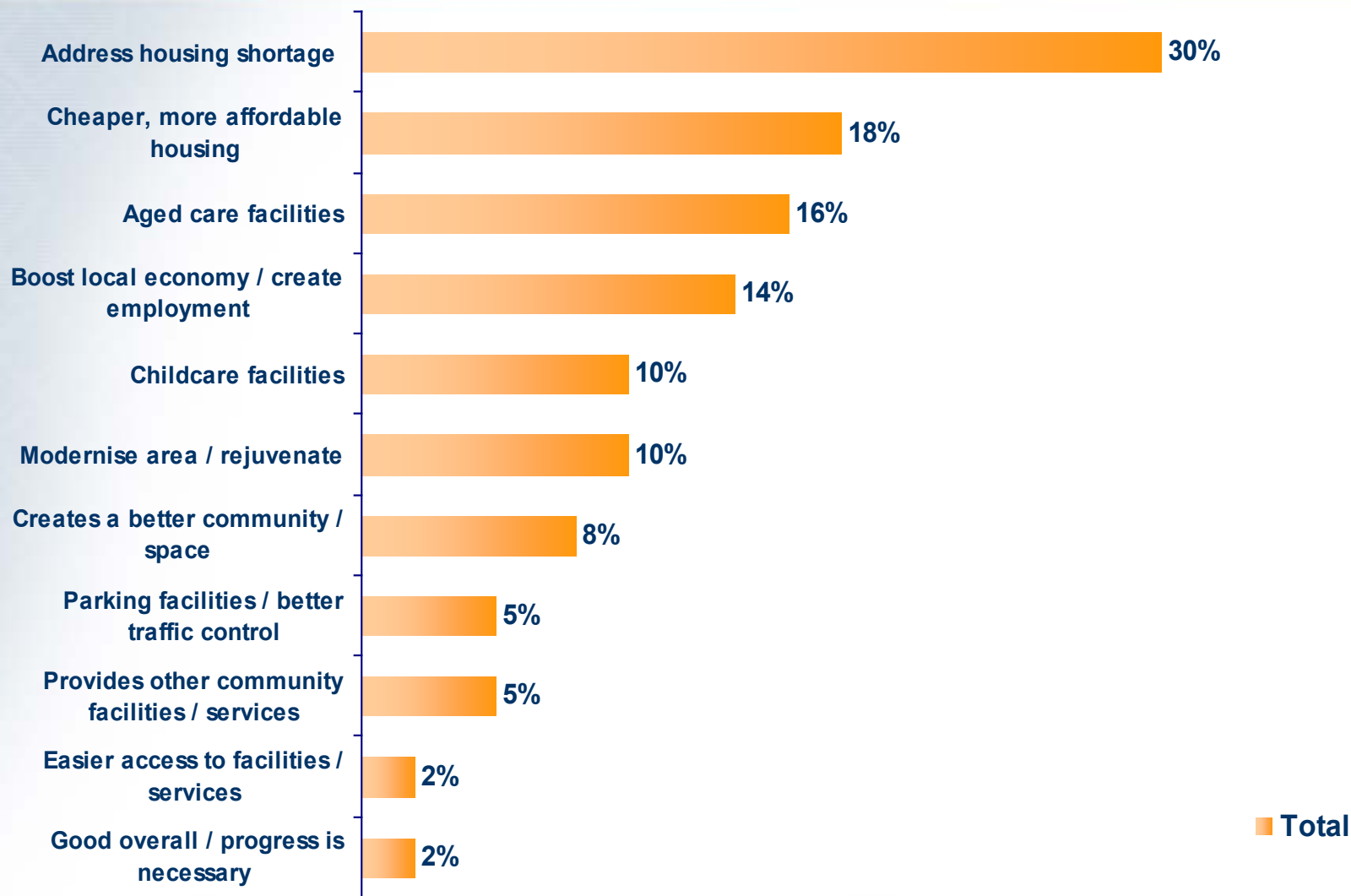
Image F: Actual images of existing site



Considered opinions

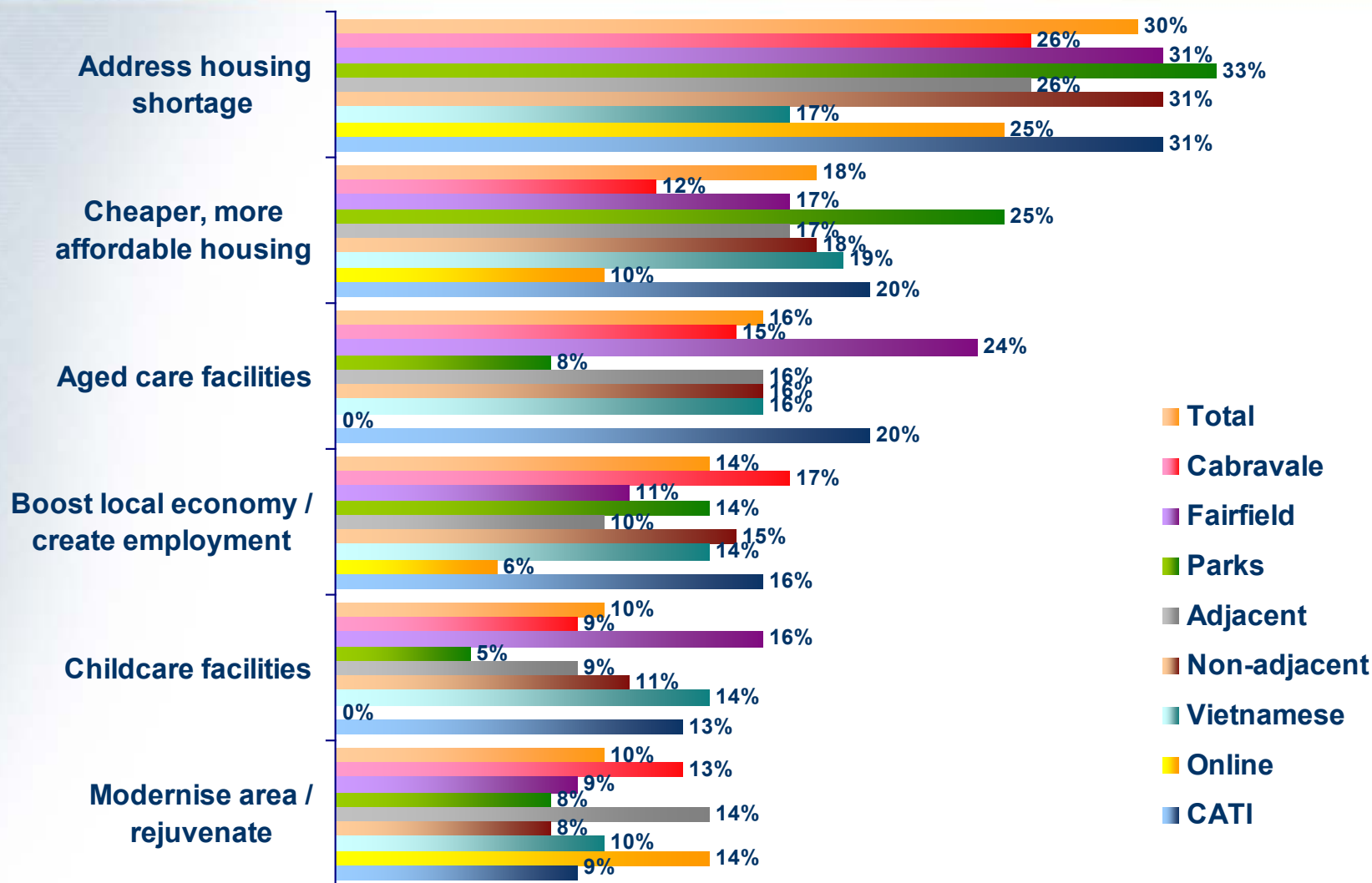


After considering messages for and against, the primary unprompted reasons to support the project are to address the local housing shortage with affordable housing options



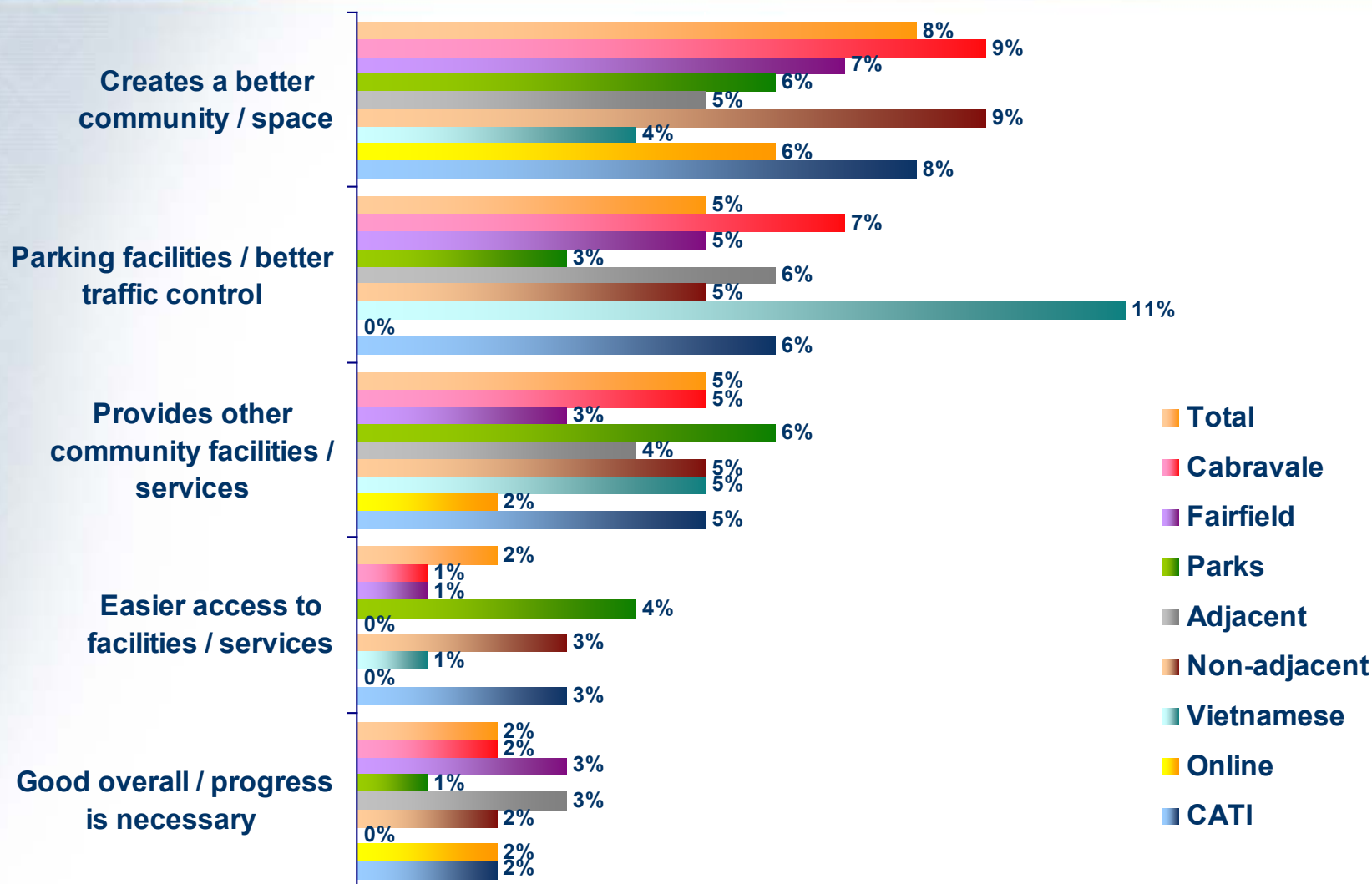


Reasons to support vary somewhat across analysis groups: Parks and Vietnamese respondents more focused on affordable housing, Fairfield ward on aged care Slide 1 of 2



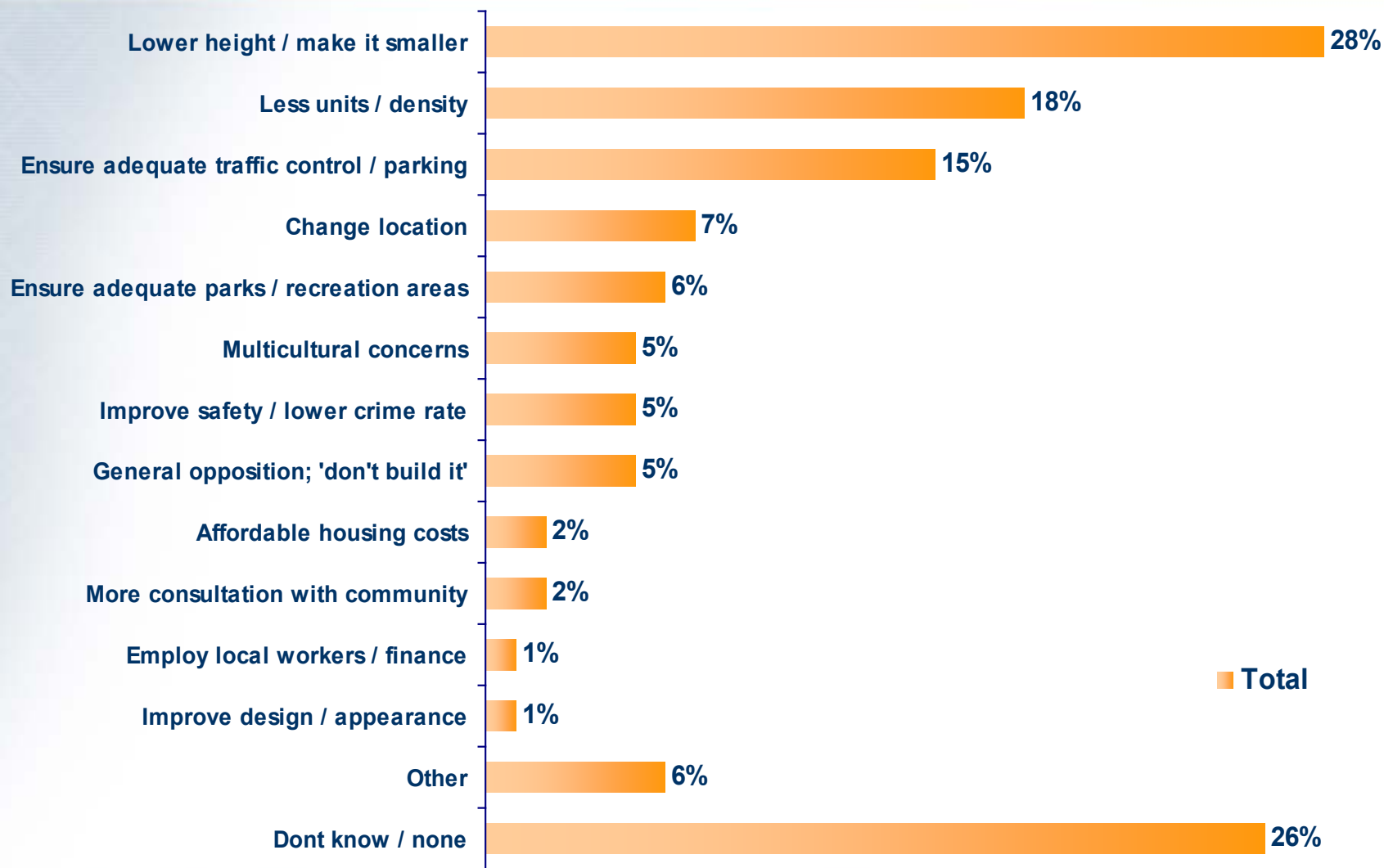


Lower order reasons to support the project are for its community space / facilities, but traffic is of particular importance among Vietnamese respondents *Slide 2 of 2*





After consideration, the primary reassurances people require about the project are about height, density and parking

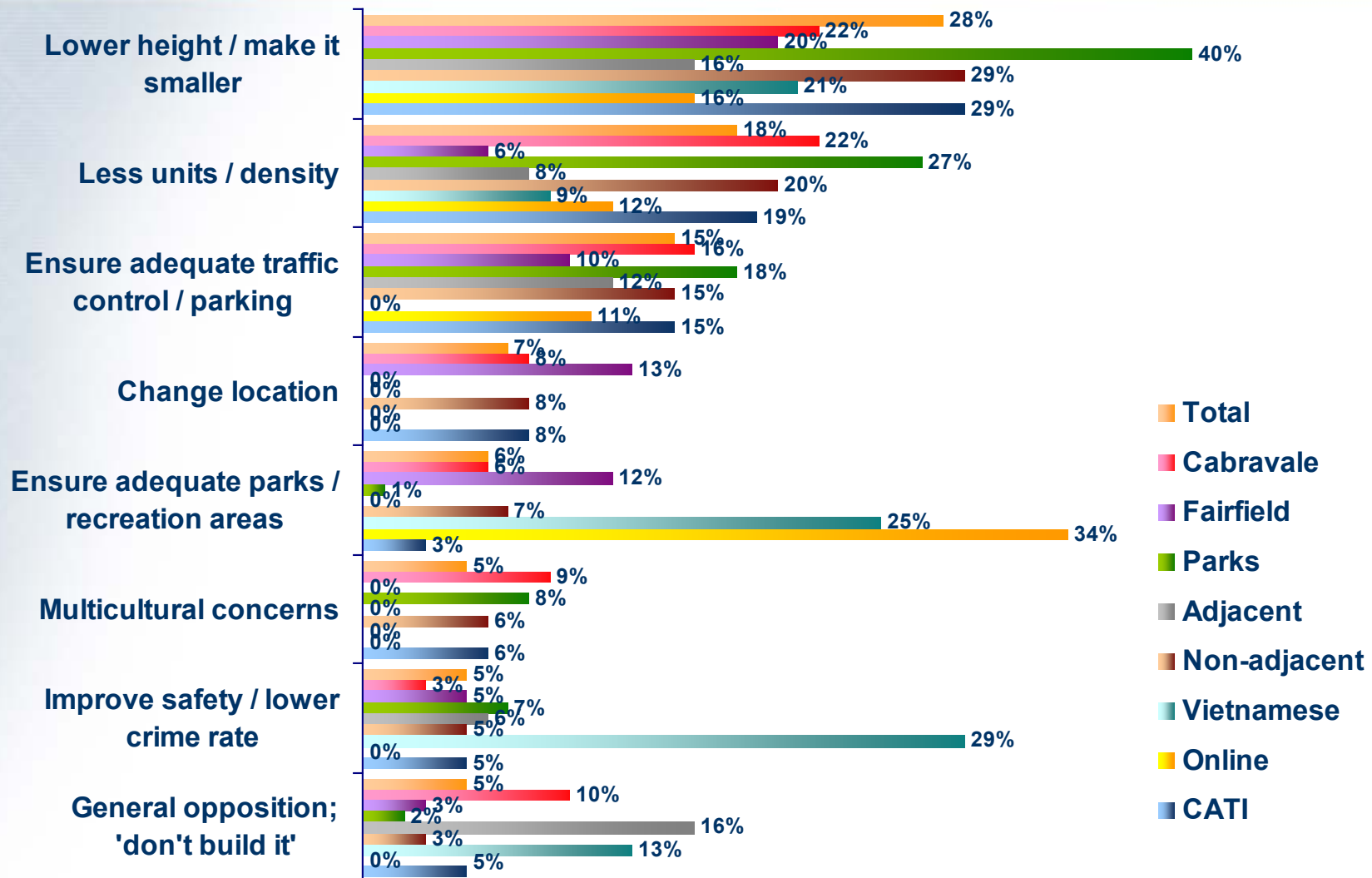


Reassurances vary across different analysis groups; those living within 3km are most likely to cite lower height, general opposition and a need for adequate parking

Slide 1 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS

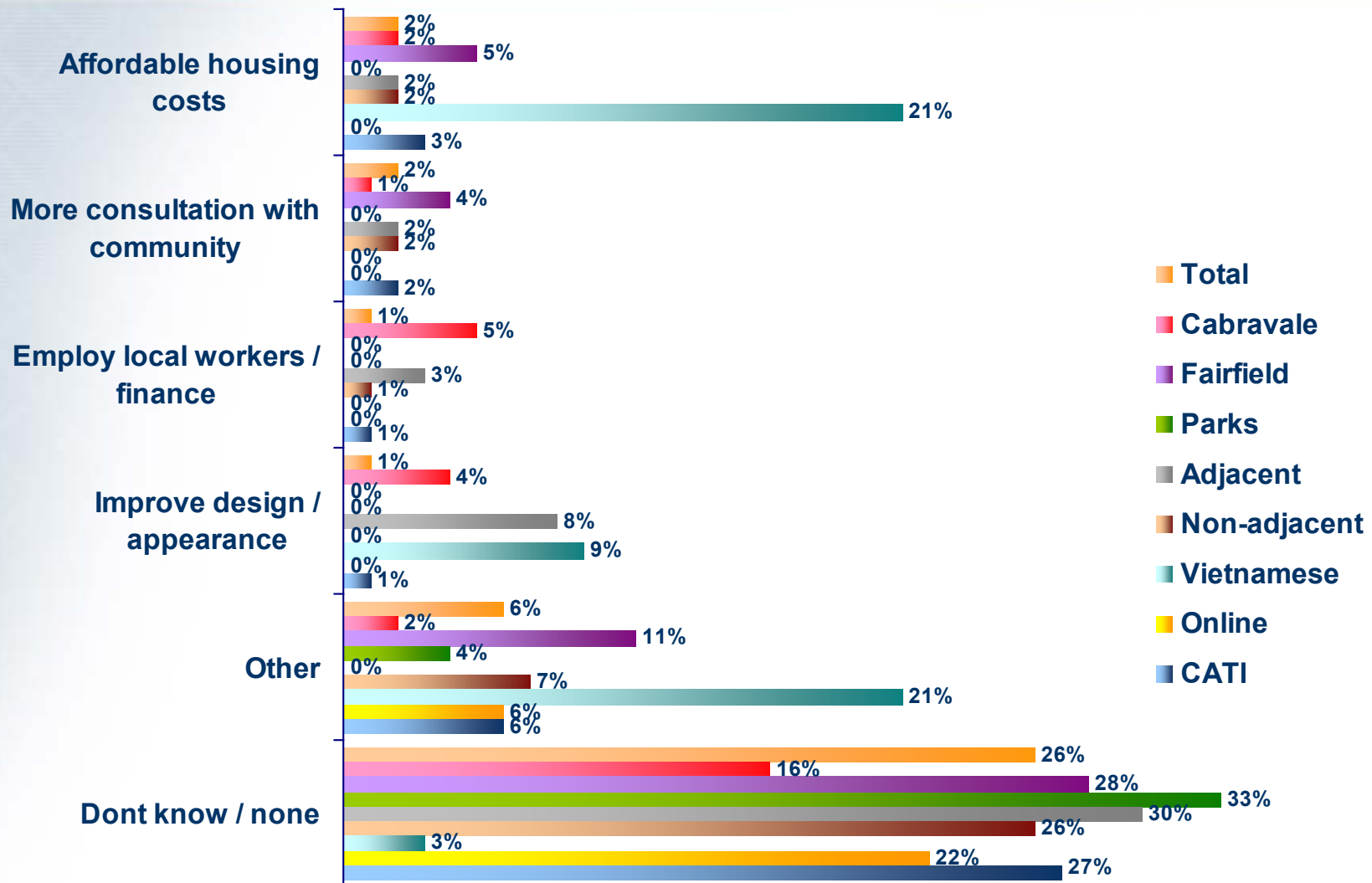


Vietnamese ethnicity respondents want reassurance that the development will address affordable housing concerns

Slide 2 of 2



CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS



Q11b) Despite your overall view of the development, from everything you have read and seen, what do you think could IMPROVE this development in your view?

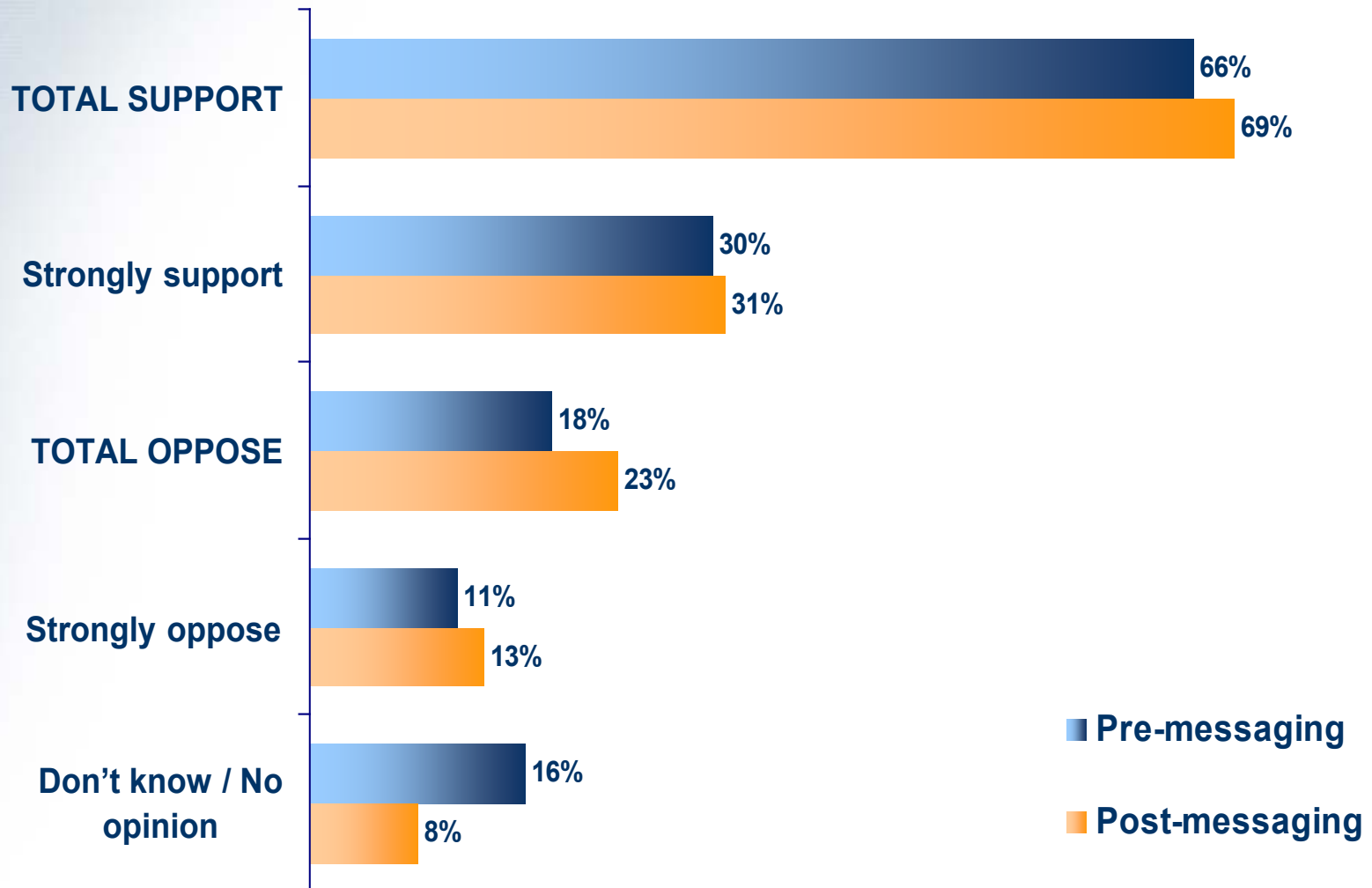


Considered support: The effect of communications

After messaging for and against the proposal, support for the project is more polarised; there are fewer who 'don't know' whether they support or oppose it



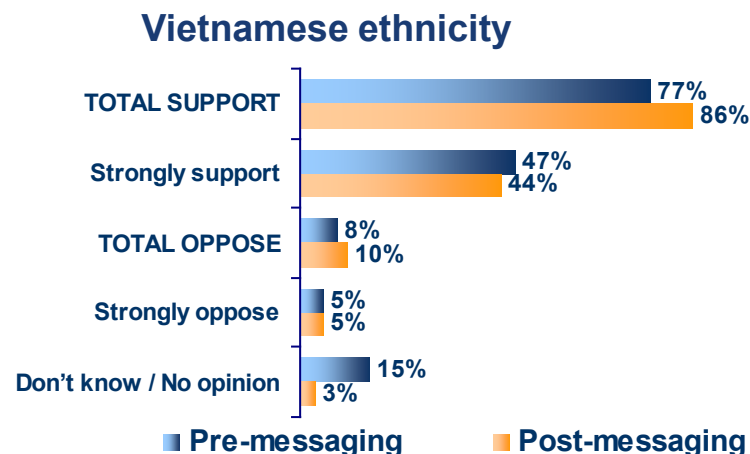
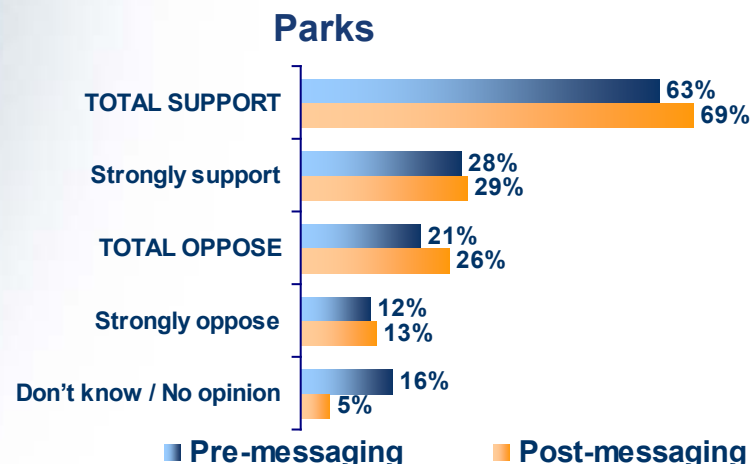
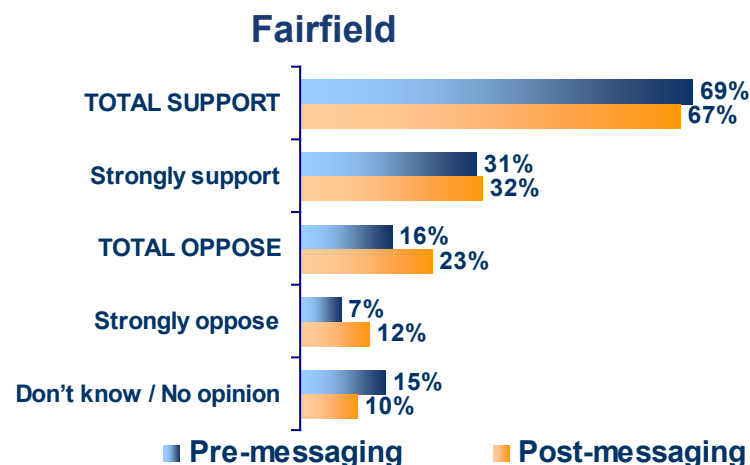
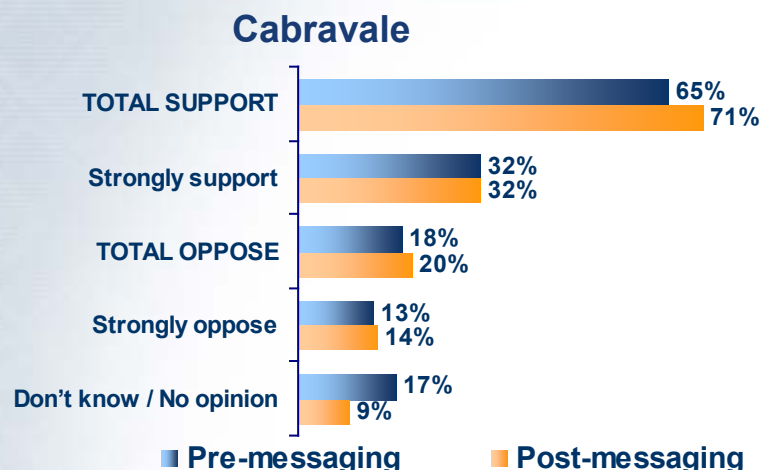
CROSBY | TEXTOR
RESEARCH STRATEGIES RESULTS



Q13) Sometimes people change their minds on a subject after they have heard some arguments for or against a proposal, and seen what the development could potentially look like. Would you say that you now support or oppose the proposed development in Ashbury?



After messaging support for Cabramatta Circle rises significantly among Vietnamese ethnicity respondents



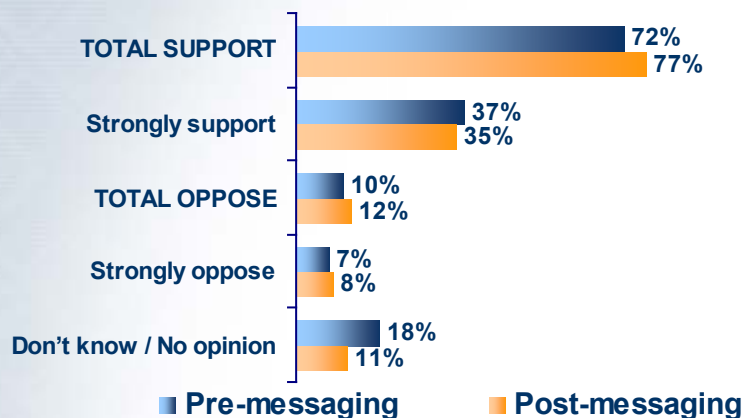
Q13) Sometimes people change their minds on a subject after they have heard some arguments for or against a proposal, and seen what the development could potentially look like. Would you say that you now support or oppose the proposed development in Ashbury?

Support for the project also rises significantly among those who have seen the artists' impressions of the development (online)

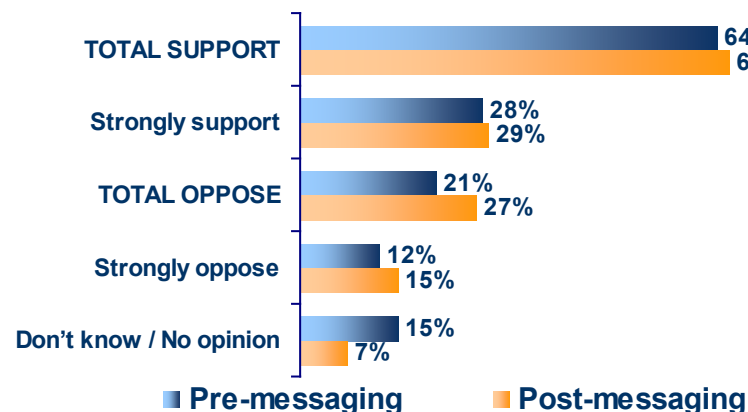


CROSBY|TEXTOR
RESEARCH STRATEGIES RESULTS

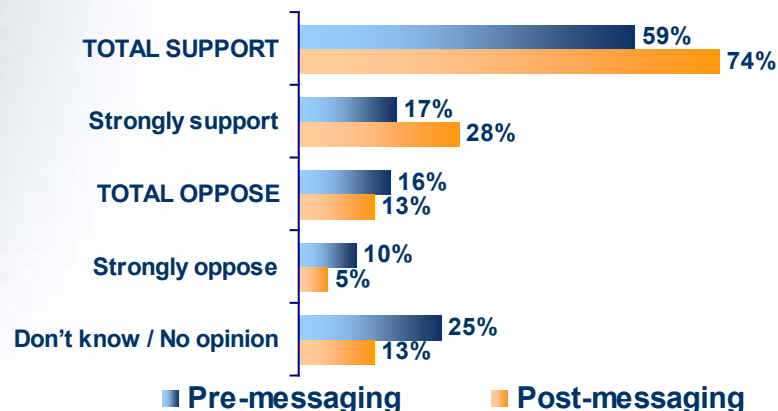
Adjacent suburbs



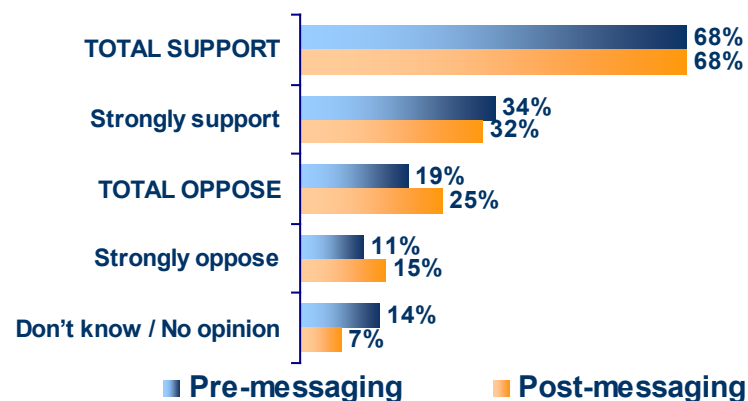
Non-adjacent suburbs



Online respondents (with images)



Telephone (CATI) respondents



Q13) Sometimes people change their minds on a subject after they have heard some arguments for or against a proposal, and seen what the development could potentially look like. Would you say that you now support or oppose the proposed development in Ashbury?



Strategic Summary



Summary Findings

- Crime and roads are the two biggest unprompted issues of concern in the Fairfield council area
 - > Housing is a lower order issue
 - > Planning and development only receives 3% of mentions
- There is some variation in the importance of issues across the analysis groups
 - > Those living 'adjacent' to the development (within 3km of the site) are much more concerned about roads and traffic than crime
 - > The Vietnamese community are more concerned about crime and so will need reassurance that the development will be a safe community and will not contribute to local crime issues
- On a prompted basis, important issues are jobs, crime and local cleanliness / beautification
 - > 70% agree it is important that there is not enough affordable housing including apartments



Summary Findings

- Incumbent political groups and individuals (i.e. Council, Carbone, Baird, State Gov't) are viewed relatively favourably as opposed to property developers
 - > Support from trusted / favourable representatives may help increase local support for the project
- Local people recognise the need for more affordable housing in the area, but it must be shown how Cabramatta Circle can help address this recognised problem
 - > People in Fairfield and within 3km of the site, and Vietnamese ethnicity respondents are more likely to want more affordable housing
- Awareness of the development is, as yet, very low (in the absence of significant advertising to date)
- Despite this, support is high at 66% of the local population
 - > This rises to a very high 72% and 77% among the adjacent and Vietnamese ethnicity communities respectively



Summary Findings

- There is general agreement with the positive messages about the development
 - > Vietnamese respondents agree most strongly with the messaging around multigenerational living and new, affordable housing and aged care for seniors
- People's biggest concerns about the project are around increased traffic congestion and direct local impacts such as changing the character of Longfield Street and privacy for neighbours
 - > On the whole, negative messages are not as credible as positive messages
- After messaging (and after seeing visual stimulus for the online respondents) the strongest reason given to support the project is to address local housing shortage and affordability
 - > Aged care and childcare facilities (and jobs) are a bonus
- Locals need reassurance on height, density, parking and traffic



Summary Findings

- Importantly, after messaging, support increases among these groups
 - > Those who live within 3km of the site
 - > Those with Vietnamese ethnicity
 - > Those in the Parks and Cabravale wards and
 - > The online survey respondents
- Support grew most strongly among online respondents, demonstrating visual stimulus will help reassure people about their concerns and persuade them about the benefits i.e. 'seeing is believing'



Summary findings

- The regression analysis shows which messages are most influential on people's support for, and opposition to, the development
 - > And therefore provides a basis for a simple and powerful narrative
- Neutralise the biggest concerns influencing people's opposition are
 - > There are too many units in the development
 - > The development will increase traffic congestion in the area
- Leverage the key benefits (which are more influential than concerns)
 - > The development will use **best-practice design in apartment living** to replace heavy old industrial buildings
 - Leading to increased safety, more public spaces
 - While the design minimises impact on neighbours
 - > The development will **address the urgent need for more housing** in the area and provide **affordable** housing
 - With the added bonus of increased housing for seniors, increased aged care, more childcare, and (for the Vietnamese community) multigenerational living



CROSBY | TEXTOR
RESEARCH STRATEGIES RESULTS

Cabramatta Circle Public Opinion Research

Leanne White

June 2015