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Woolworths Taren Point Proposal Research

SUMMARY REPORT

December 2016



Aims & Summary Methodology

- The aim of this survey was to provide public opinion-based insights to the Woolworths team and other key decision-makers on the proposed supermarket development at Taren Point in the Sutherland Shire LGA.
- *N.B. This second piece of research updates and supersedes the March 2016 consultation, which is now outdated, included the views of the entire LGA (rather than just the immediate area in Ward C) and looked at the general concept of a local development (rather than this specific supermarket proposal).*
- The latest survey methodology was designed and administered as follows:
 - > A representative telephone (CATI) survey of local residents in Ward C (only).
 - > A sample size of n=400, accurate to a +/-4.9% max. margin of error (at the 95% CI).
 - > Data collected between 9th and 12th December 2016.
- Questionnaire design included the following lines of questioning:
 - > Issue agenda (spontaneous and prompted).
 - > Awareness of and support for the proposed supermarket development.
 - > Reasons for support or opposition (spontaneous and prompted).
- Indicative trends have been presented against past results in Ward C (only).



Survey Analysis Groups

<u>Group</u>	<u>Definition</u>
Total Mar 2016	Weighted results for all residents in Ward C in the March 2016 CATI survey. N.B. This uses a limited sample size as a sub-set of the total Sutherland Shire LGA survey, and should be treated with caution
Total Dec 2016	Weighted results for all residents in Ward C in the December 2016 CATI survey
East	Results for those residing in postcodes 2229 and 2230 (this area encompasses Taren Point)
Centre	Results for those residing in postcodes 2224 and 2228
West	Results for those residing in postcodes 2225, 2226, 2227, 2232 and 2234



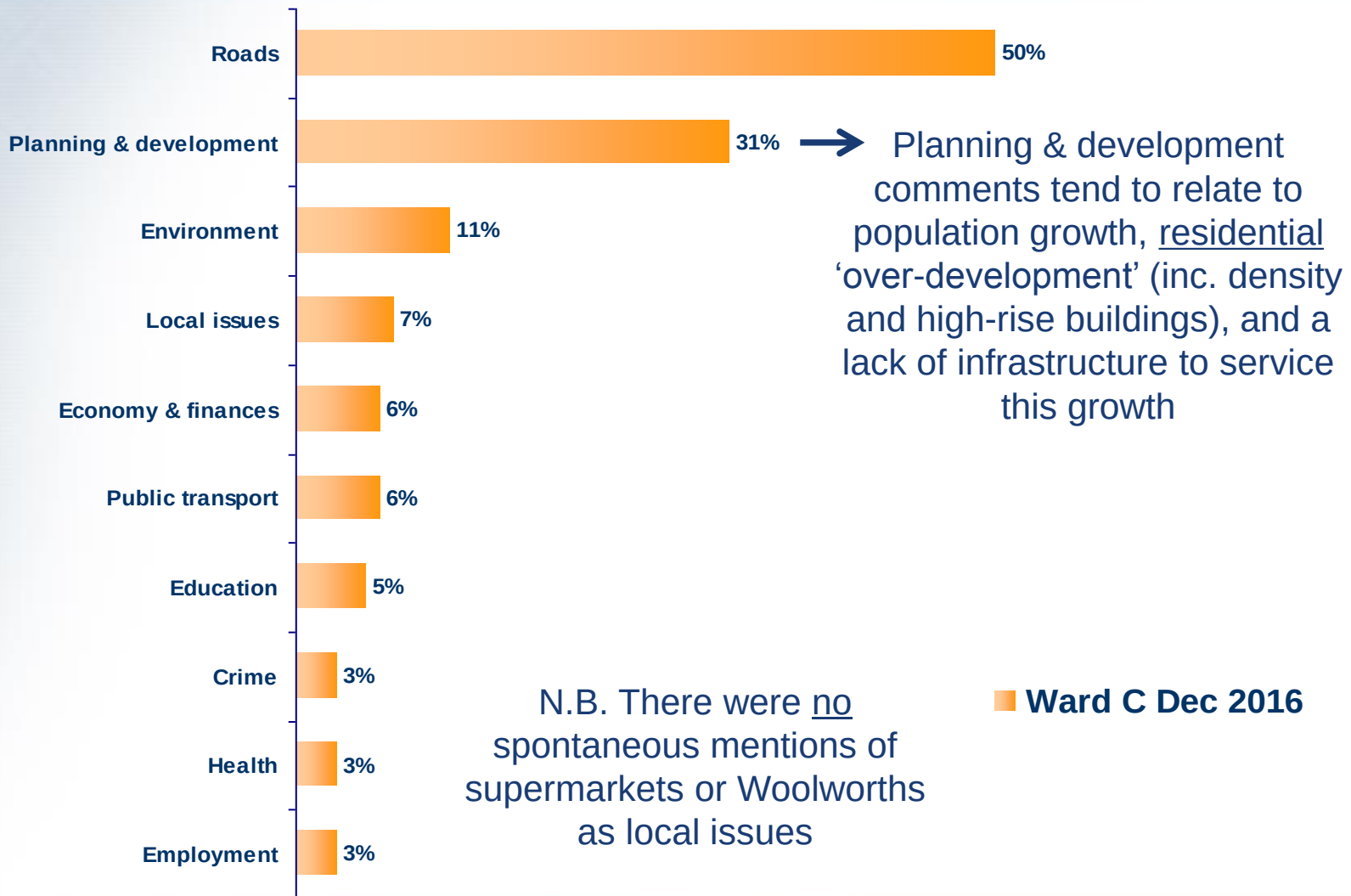
Summary Findings

- Ward C residents already recognise that the area's population is growing, and hold concerns that this may make existing living pressures – notably traffic, housing density and job opportunities – worse.
- These residents are as yet unaware of the Woolworths Taren Point supermarket proposal, but once introduced it receives immediate majority support of two-thirds (with only less than a fifth opposed to any extent). This is positive.
- It must be stated that shopping facilities are not a salient issue right now, and some in Ward C find current facilities adequate, but this majority support does stem from desired choice, competition and convenience in light of growth.
- Further, local residents do not seem to view this proposed supermarket as part of an 'over-development problem'; instead, agreeing that it will help to service the population, provide jobs and facilitate urban renewal at Taren Point.
- They do not generally believe that this new supermarket would necessarily solve their very salient traffic issues, but also do not think they would be made worse either (and would reduce at least some people's travel and parking times).
- Indeed, the only consistent reason for the minority opposition is that some do not see that a store is needed right now, e.g. they may have others closer.

Road issues are the dominant local bugbear in Ward C right now, followed by development (relating to growth), with other spontaneous issues less salient.



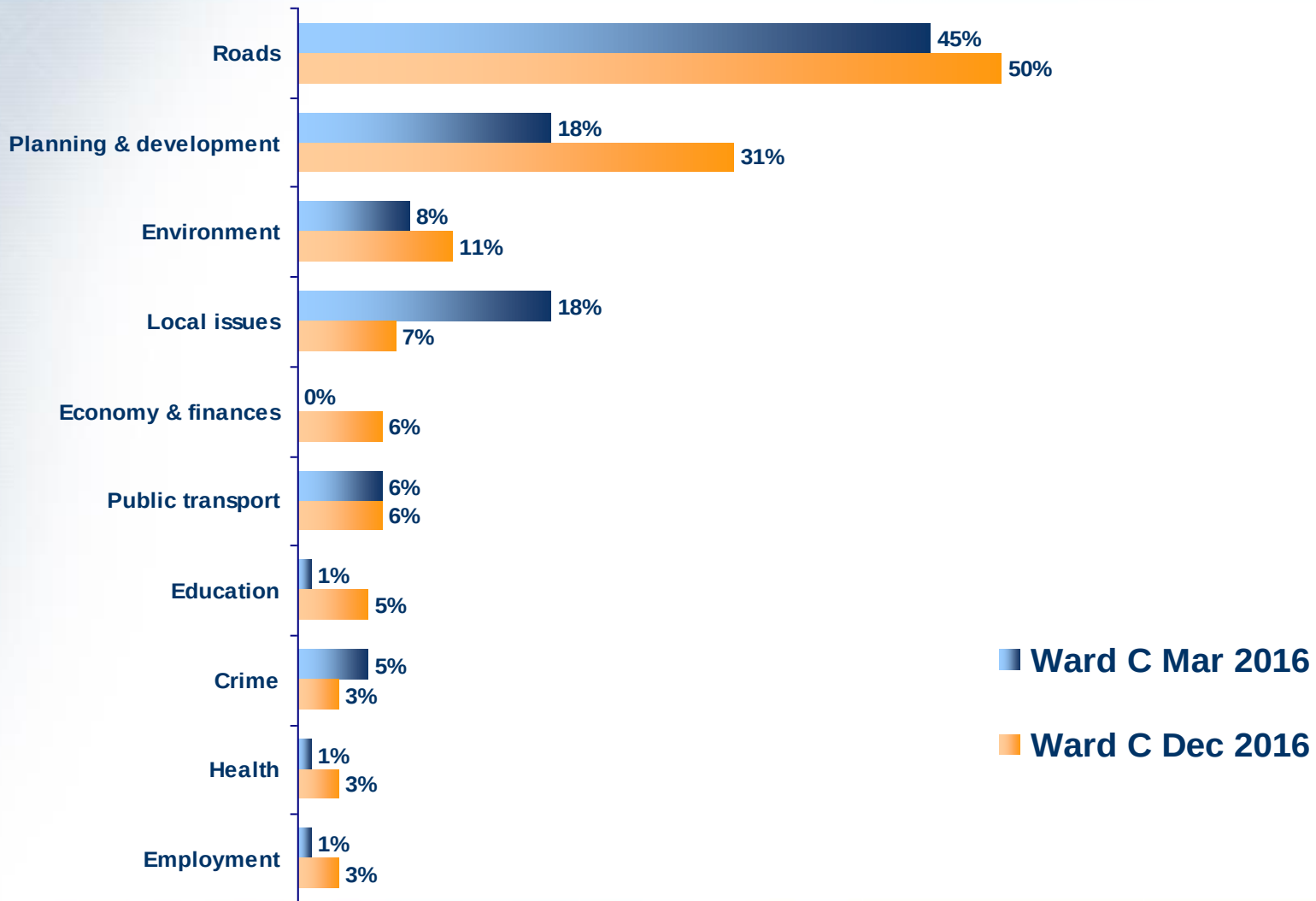
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Taking into account the small sample in Ward C in March, there is not a great deal of change in their issue agenda, though 'growth' concerns have risen.



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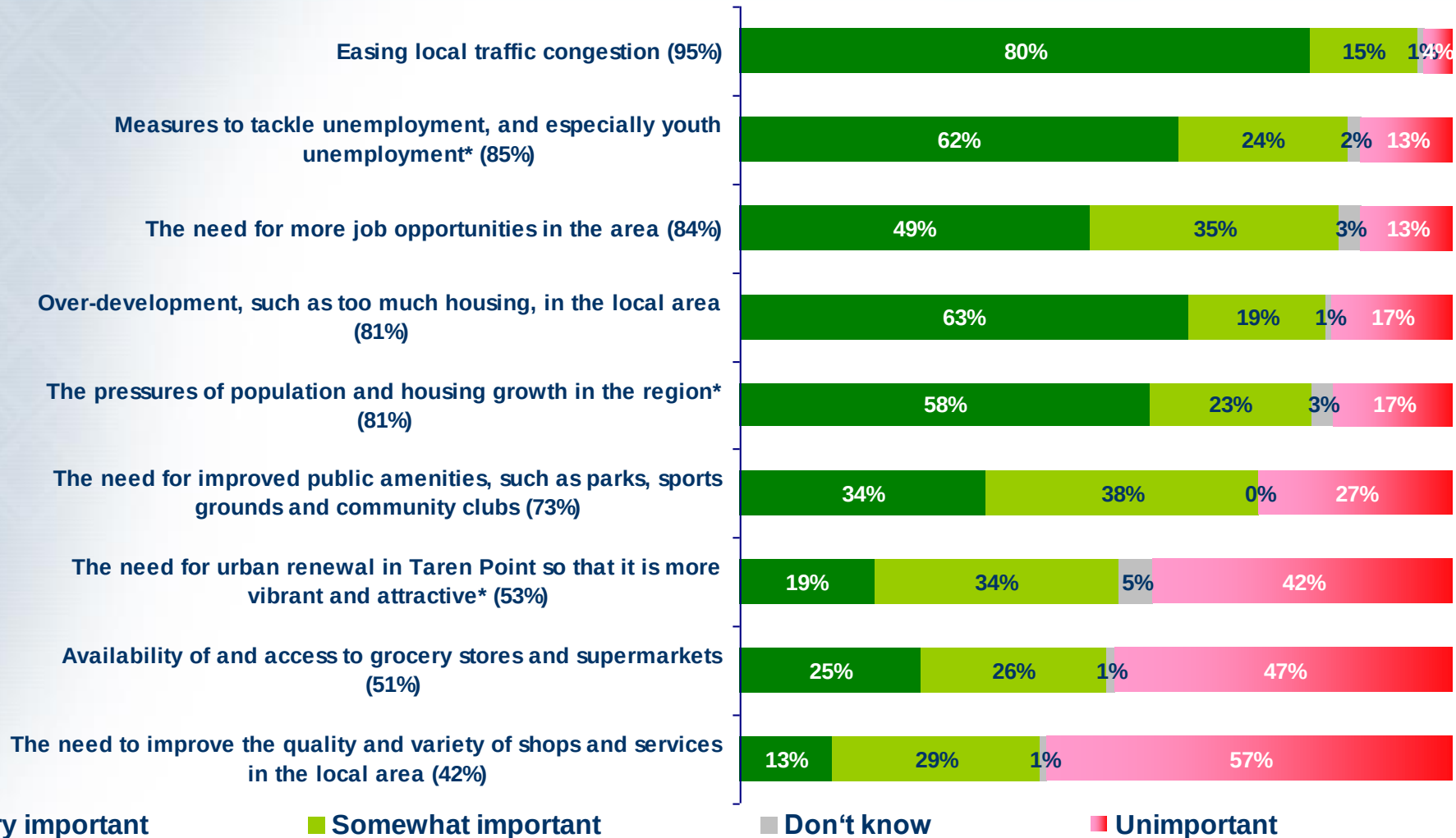


Q) What are the most important issues of concern to you in your local area that you would like your local council or representatives to do something about? What else? What else?

On prompted basis the focus on traffic is also apparent, but also employment, residential growth and the need for renewal. Shopping is a lesser issue.



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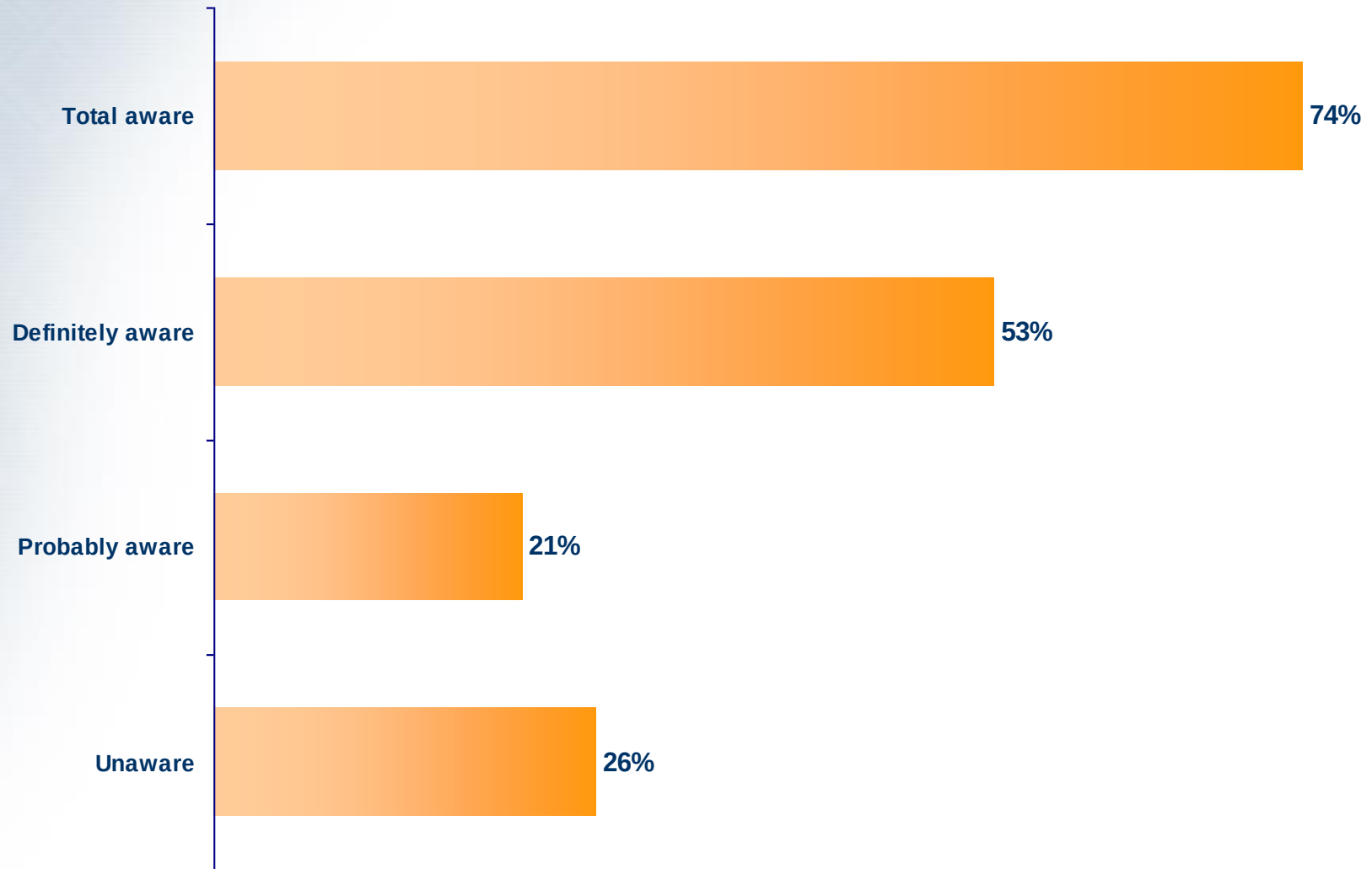
N.B. Sorted by Total important (given in brackets)

Q) Now I'm going to read you some local issues and situations other people we have surveyed have said are important to the local area...important, somewhat important, not very important or not at all important.

A clear majority of Ward C residents are aware that the area is growing, and will continue to do so, with obvious consequences for those issues.



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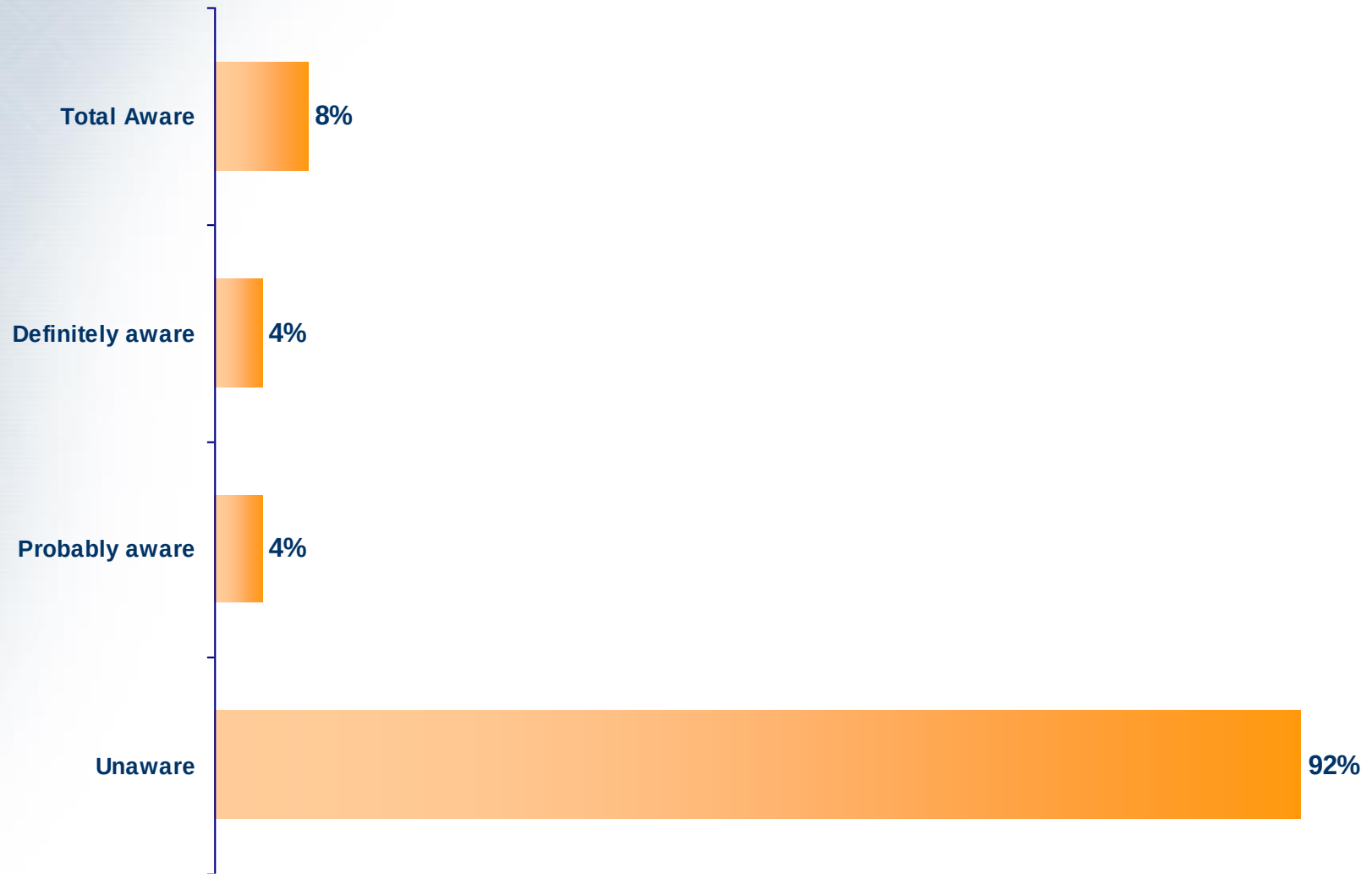


Q) The Sutherland Shire Council area is the second most populous in the State, and according to the ABS the population has grown steadily for the last decade. Before today, were you aware that the local area's population was growing in this manner?

However, awareness of the proposed Woolworths Store at Taren Point is extremely low, so this is not yet factored in to their issues or the potential benefits



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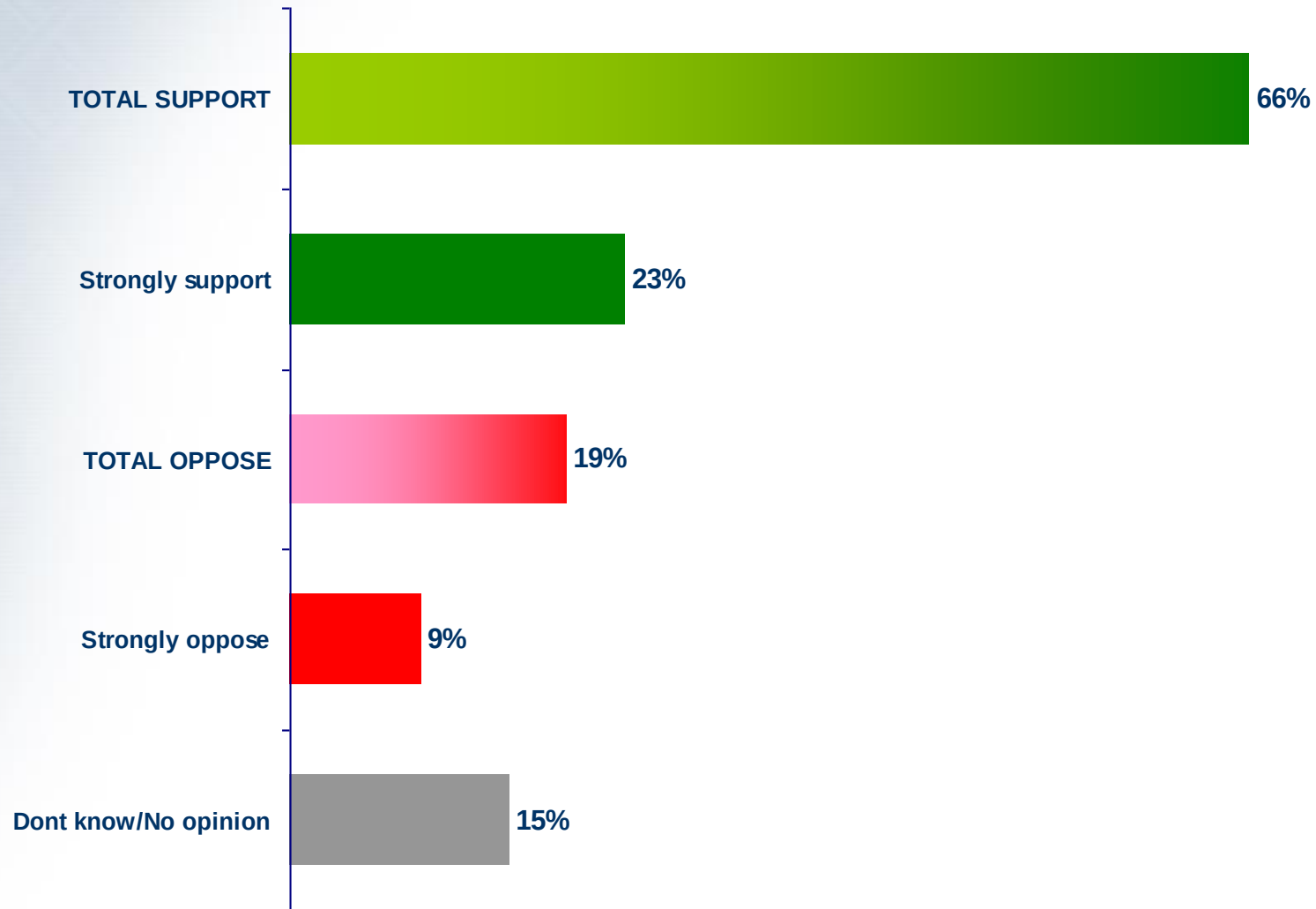


Q) Recognising the population growth, Woolworths is planning a new supermarket, where old industrial buildings currently are, in your local area at Taren Point... Before today, were you aware of this proposed new Woolworths store at Taren Point?

Whilst low awareness means that there is scope for (weak) opinion to change, the prejudice is very much in favour of the Woolworths store proposal.

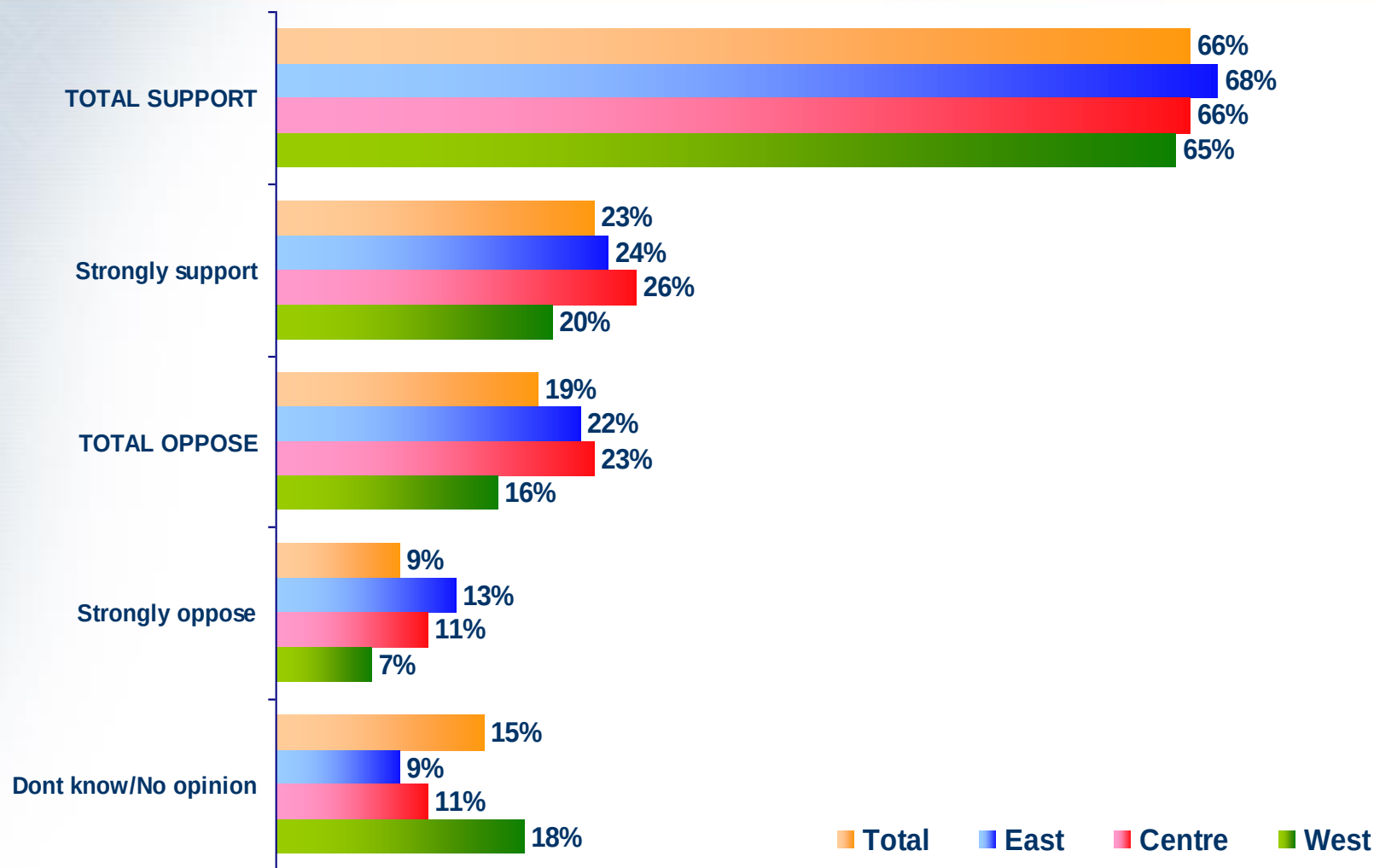


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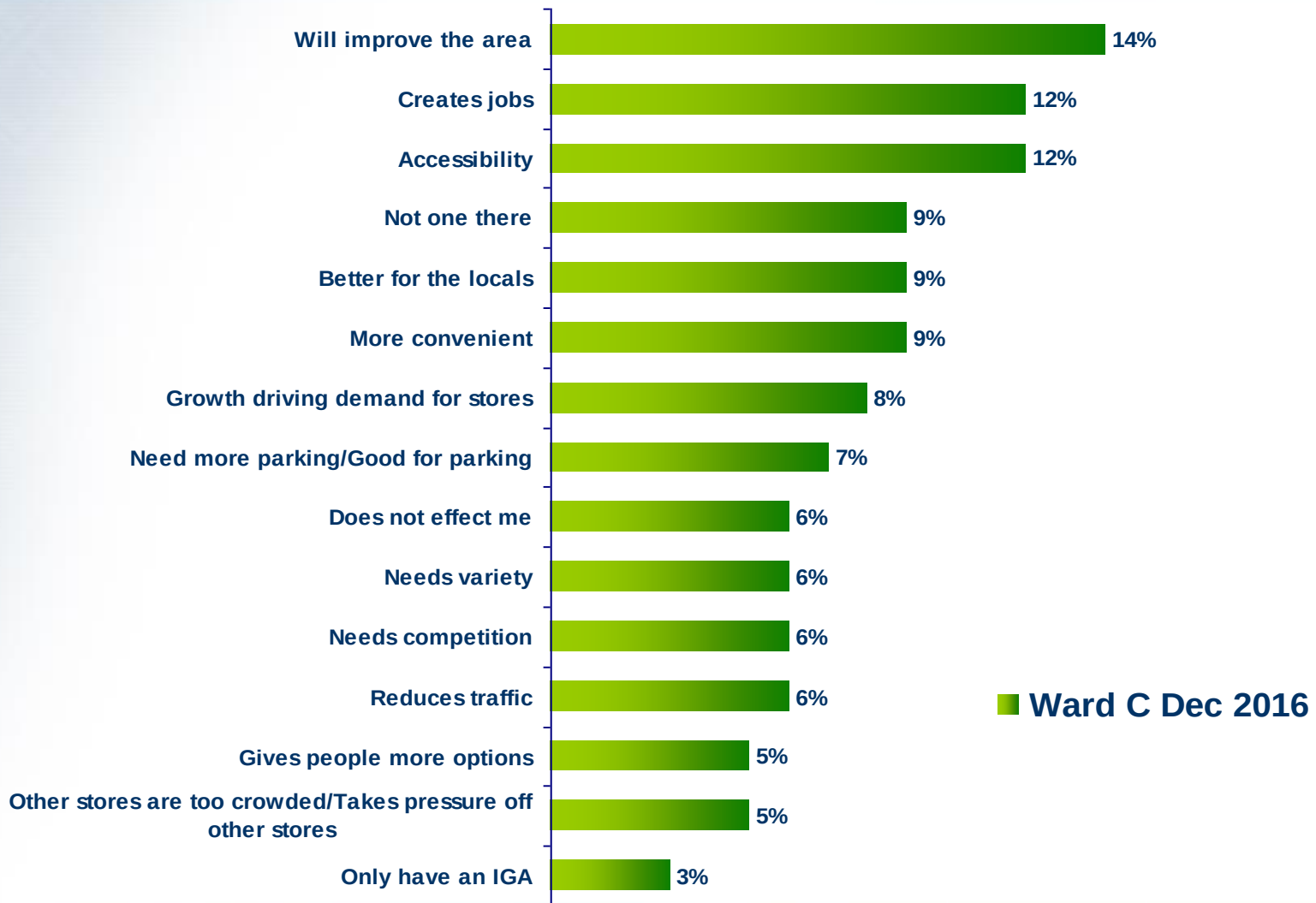
This majority support is felt in all areas of Ward C, including the immediate East area encompassing Taren Point.



The themes of general improvement (renewal), jobs, convenience and accessibility, and the need to meet growth are the top reasons for this support.

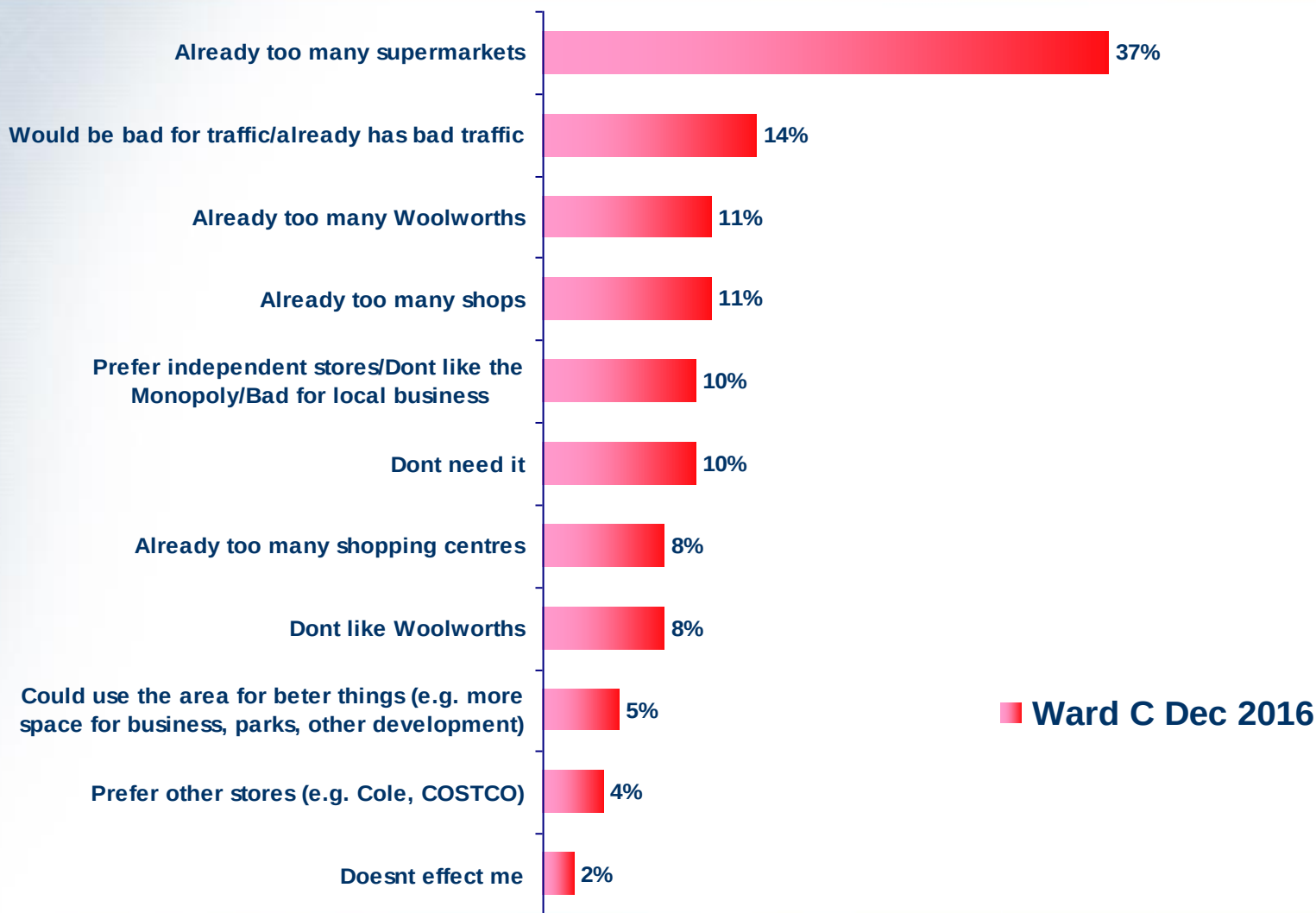


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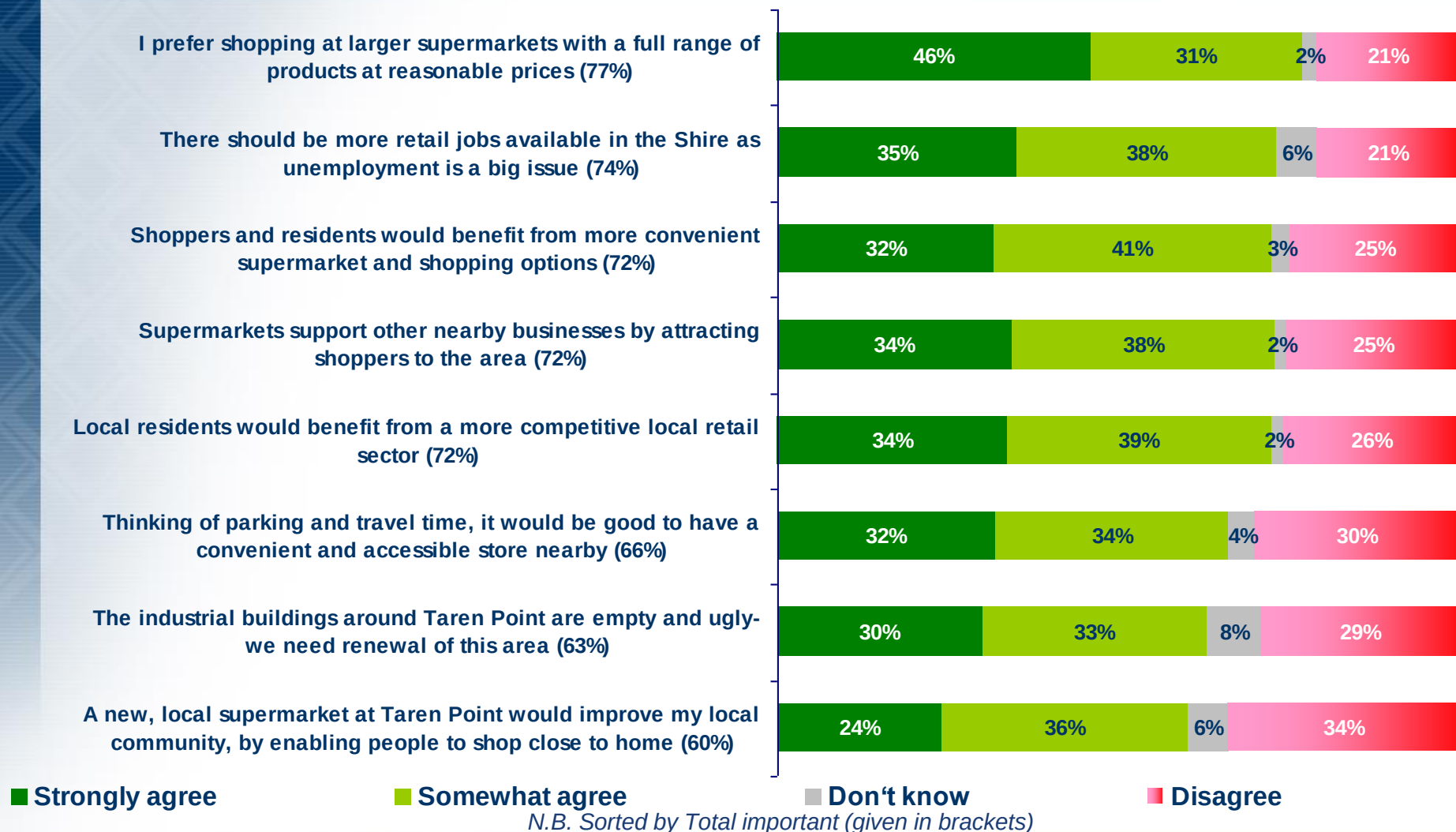


Opposition is largely confined to oversupply, though there are also some concerns about traffic effects.



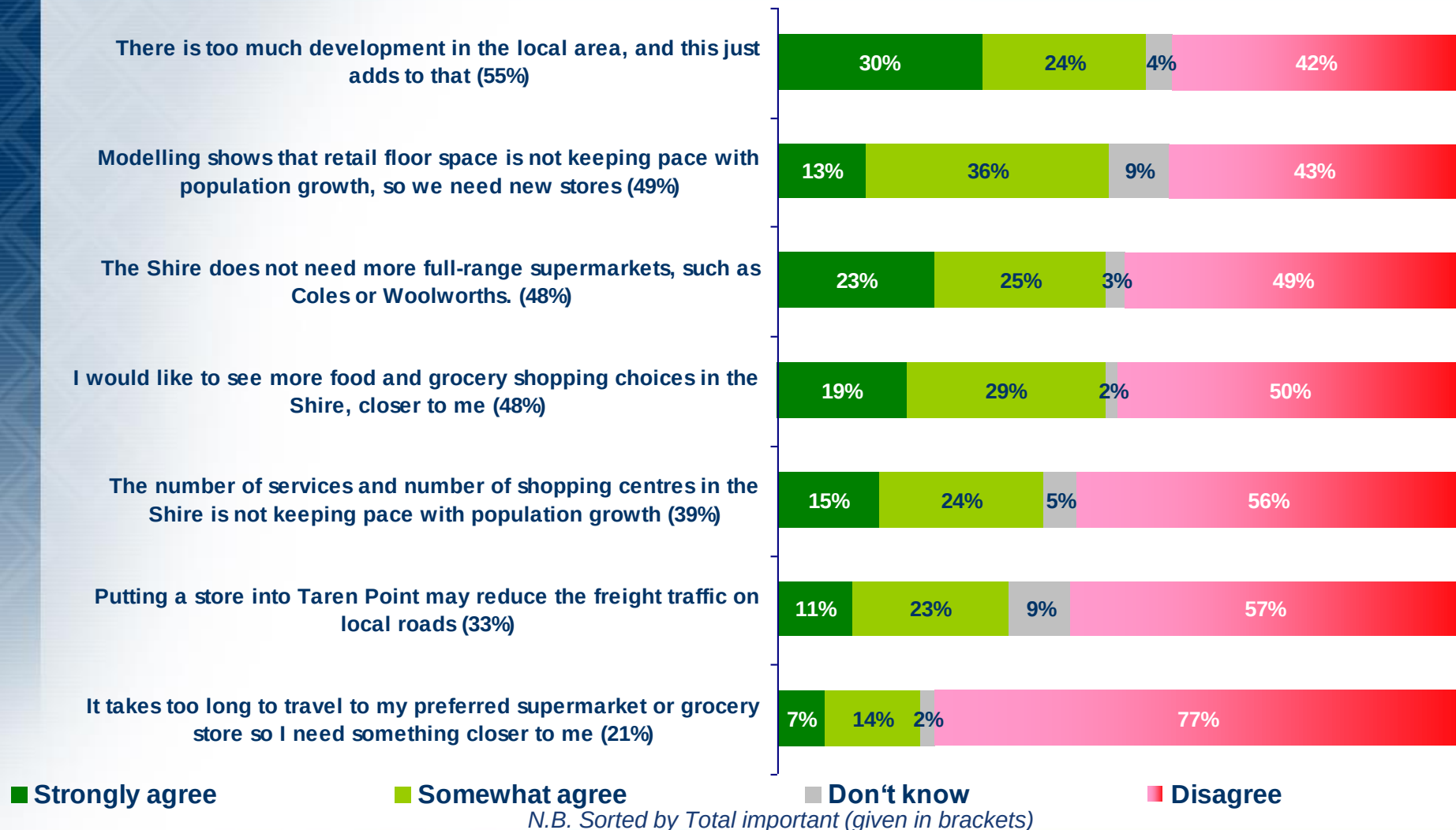


The messages to most resonate with locals relate to consumer choice / competition, jobs and business, convenience and the need for urban renewal.





Messages around traffic and the need for closer and larger stores (given pop. growth) are less compelling, and there are some concerns about over-development.





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