

Marsfield Common Planning Proposal

YouGov®

Prepared for Polis Partners on behalf of North Ryde RSL and Eastwood
Rugby Club

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- YouGov is the most respected polling house in Australia and by far the most frequently quoted source of public opinion data. We conduct Newspann for The Australian. Our origins began in political polling in the UK. YouGov publishes American polling in The Economist, UK polling in The Times, and Australian polling for local mastheads throughout Australia.
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About YouGov

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Methodology

- The goal of this study was to objectively measure opinions about the Marsfield Common planning proposal, and to see how different messages changed levels of support and opposition to the proposal.
- This study was conducted on live telephone to mobiles and landlines (n=402). This is a robust methodology capable of producing high-quality data that stands up to vigorous scrutiny.
- All interviews were with citizens of the City of Ryde LGA aged 18 or over who are eligible to vote.
- One third of those interviewed live within 1km of the site, one third live 1 to 3.5 km from the site, and one third live more than 3.5 km from the site.
- Interviewing was conducted from Friday 5th August to Monday 8th August inclusive. 334 interviews were completed on mobiles, and 68 on landlines. Over 14,000 numbers were called, so as to fill representative quotas on age by gender, and distance from the Marsfield Common site.

Methodology

- Following the completion of interviewing, the data was weighted by age, gender, ethnicity and location to reflect the latest ABS population estimates for City of Ryde LGA.
- Note, figures may total 99% or 101% because of rounding to whole numbers.
- Respondents were asked if they supported or opposed the development, they were then presented with positive and negative messages about the development, before being asked again if they supported or opposed it.

Key Findings

Just over two in five people (41%) were aware of the proposal before the poll. Older people (aged 50+) were more likely to be aware. Chinese and Korean Australians were less likely to be aware of the proposal.

Those that were aware of the proposal and older people, were far more likely to oppose it.

Whilst the message about a public park had the most people saying it would make them more supportive, the regression showed that helping the two community clubs had the most effect on change in support.

A public park was much preferred over a rectangular sports field. This was particularly the case with younger people (ages 18-34), and the Chinese and Korean Australians.

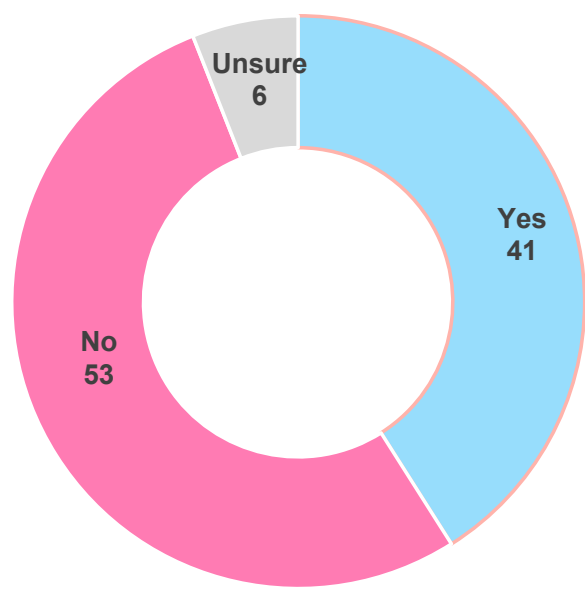
Support for the proposal increased after hearing the messages about the development.

Main reasons for supporting the proposal were: a green space for the community and families and children to enjoy, affordable housing, no high-rise buildings, and a place for sport, exercise, dog walking.

Elected representatives' position on the development would have very little effect on voting.

Only 4 in 10 are aware of the proposal: older people and those who live nearby are more likely to be aware

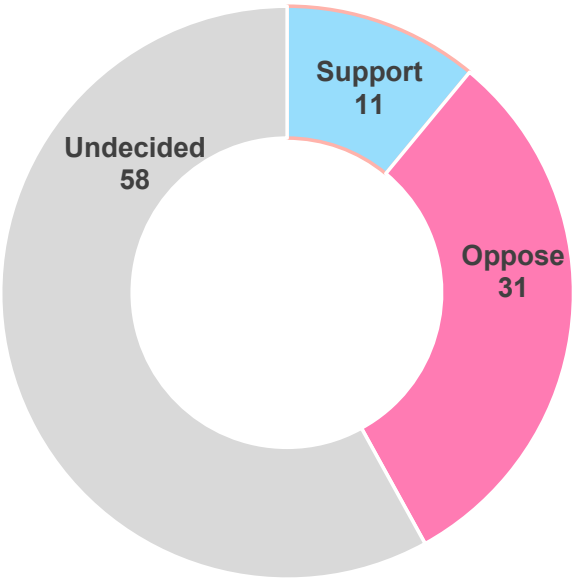
Question: There is a proposal to develop the TG Milner site in Marsfield, which is called Marsfield Common. A planning proposal has been released by the North Ryde RSL Club and Eastwood Rugby Club. Before today, were you aware of this proposal to restore and redevelop the TG Millner site?



		Age				Distance from site			Ethnicity	
		18-34	35-49	50-64	65+	<1km	1-3.5 km	>3.5km	Chinese Korean	Other
Yes	41	19	38	65	62	49	49	32	17	48
No	53	73	55	31	38	46	47	60	70	49
Unsure	6	9	7	4	0	5	4	7	14	4

Most residents are neutral about the project, but those who were previously aware are opposed to it

Question: Do you currently support, oppose, or are undecided about the proposal to develop the TG Milner site in Marsfield?



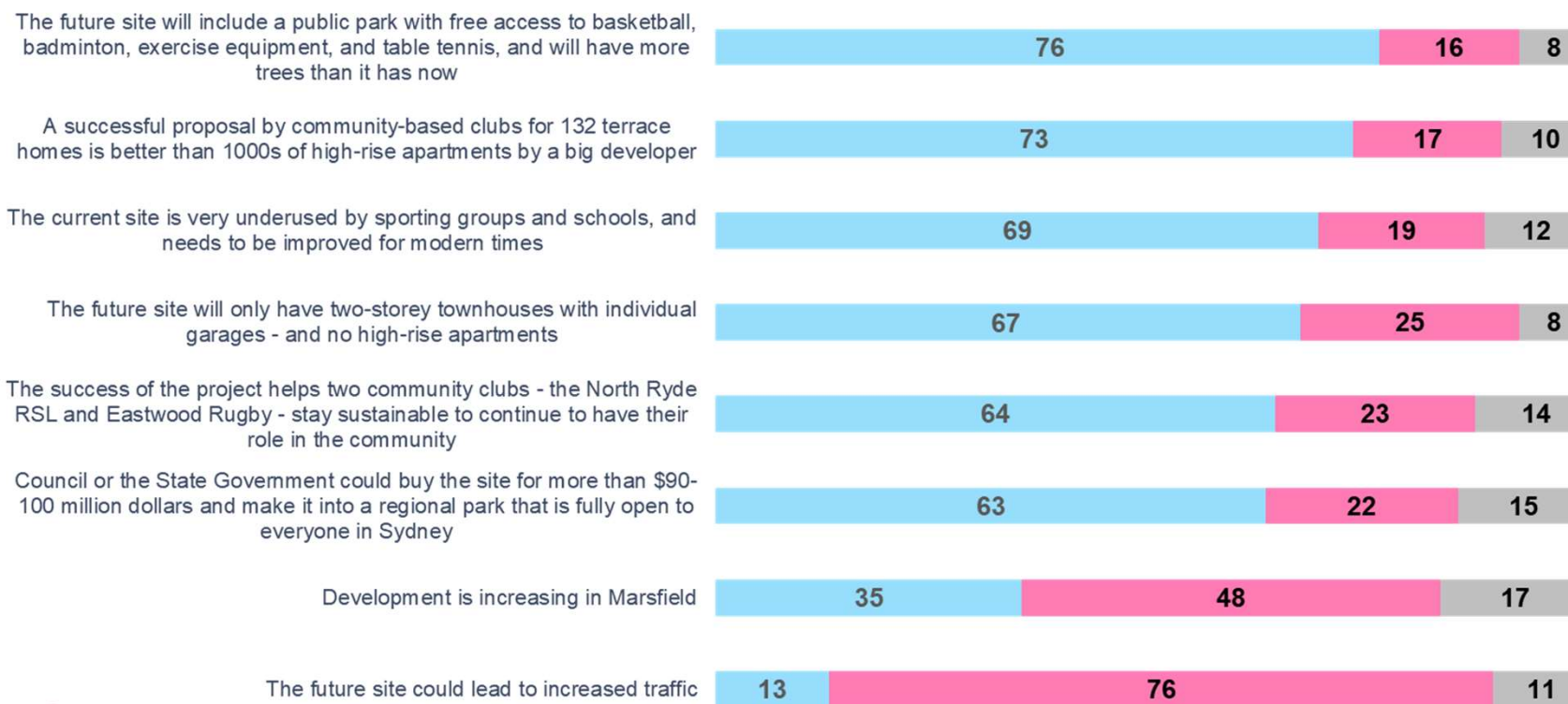
		Age				Distance from site			Aware		Ethnicity	
	All	18-34	35-49	50-64	65+	<1km	1-3.5 km	>3.5km	Yes	No	Chinese Korean	Other
Support	11	12	13	9	8	6	12	12	13	10	8	12
Oppose	31	15	30	47	48	42	34	26	58	12	15	36
Undecided	58	73	57	44	44	52	54	62	28	78	77	52



Those living closest to Marsfield Common were more likely to be opposed to the proposal. The highest levels of undecided were those aged 18 to 34, unaware of the proposal, and those of Chinese or Korean ethnicity.

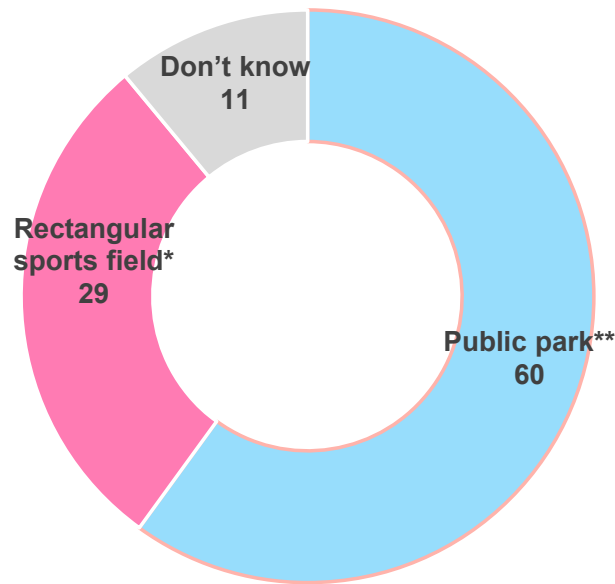
Message about public park has most effect on support for proposal

Question: I'm going to read you some statements about the proposal to develop TG Millner Fields - called Marsfield Common. Regardless of your overall view, I want you to tell me if each statement makes you more or less supportive of the proposal



Most people prefer a public park, however those aware of the proposal prefer a rectangular sports field

Question: If the site is to be redeveloped, which one of the following would you prefer it to include?



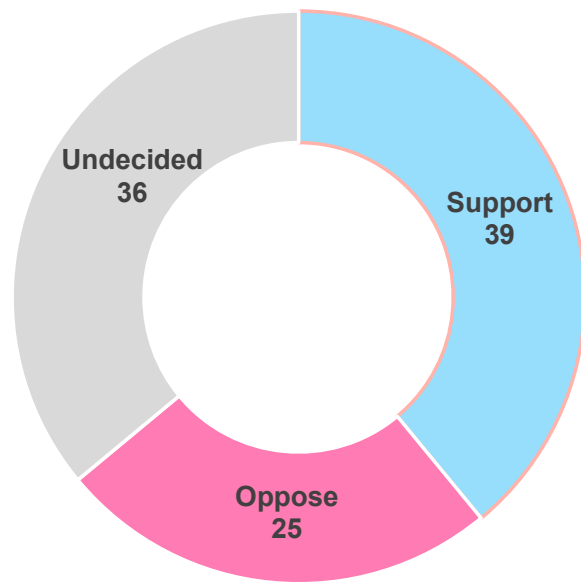
		Age				Aware		Ethnicity	
		18-34	35-49	50-64	65+	Yes	No	Chinese Korean	Other
Public Park	60	74	53	43	61	42	72	80	54
Rectangular sports field	29	18	34	45	25	46	17	11	34
Don't know	11	8	13	12	14	13	10	9	12

*A rectangular sports field with ample lighting to host evening training and games for local sport groups and active recreation

** A public park with open green space for passive recreation, including a picnic pavilion and native grove with BBQ facilities, and a multi-purpose court space for badminton, volleyball and basketball

After hearing statements, support for proposal has greatly increased

Question: Now that you have heard some more about the Marsfield Common proposal do you support it or oppose it or are undecided?



	All	Age				Distance from site			Aware		Ethnicity	
		18-34	35-49	50-64	65+	<1km	1-3.5 km	>3.5km	Yes	No	Chinese Korean	Other
Support	39	49	48	30	15	36	35	43	30	46	48	37
Oppose	25	8	25	43	36	33	27	20	43	12	7	29
Undecided	36	43	26	27	49	31	39	37	28	42	45	34

	All	Age				Distance from site			Aware		Ethnicity	
		18-34	35-49	50-64	65+	<1km	1-3.5 km	>3.5km	Yes	No	Chinese Korean	Other
Support	11	12	13	9	8	6	12	12	13	10	8	12
Oppose	31	15	30	47	48	42	34	26	58	12	15	36
Undecided	58	73	57	44	44	52	54	62	28	78	77	52

Support has increased across the board, after people heard more about the proposal. This was particularly evident amongst those aged 18 to 49, those of Chinese or Korean ethnicity, and those previously unaware of the proposal.

Reasons for supporting the proposal - verbatim

Question: You say you support the proposal. What are your reasons?

Community

Because it will be helping the community with more open spaces

Brings community together

Good to have community spaces and parks

It needs to be sustainable for 2022, needs to make sense to the area. It's good to bring people together. It would be more like a family community. The picnics and open parks will get people outside in the community after the covid crisis

Children / Families

Children need somewhere to play and go

Good idea to have more recreational activities for families

It is so important to have children in the area and they need space where they can play sport and get them away from the internet etc. I prefer them outside than indoors

Good idea to have more recreational activities for families

Development / Housing

Development is good. Housing in the area is quite expensive

The proposal sounds progressive and will create better housing options

Affordable housing is a big benefit for the community

No Highrise

I prefer the terrace homes instead of high rise buildings, and more housing and recreation parks

It is not going to be high rise buildings. I support it because people shouldn't live in one on top of the other, using more electricity, and people need their own backyard

I support it if it is not high rise. The club is an eyesore now. It is dreadful and needs redeveloping

As long as it's not high rise buildings I will support it

Sport / Exercise

I play basketball

Would like more open space for my dog

Better improvement for our area to play sports, and exercise

Green space

If it has more green and more recreational areas and sporting facilities I am supportive; however I do not want more cars and highrise in the area

Increasing green spaces where there is lots of development is really important

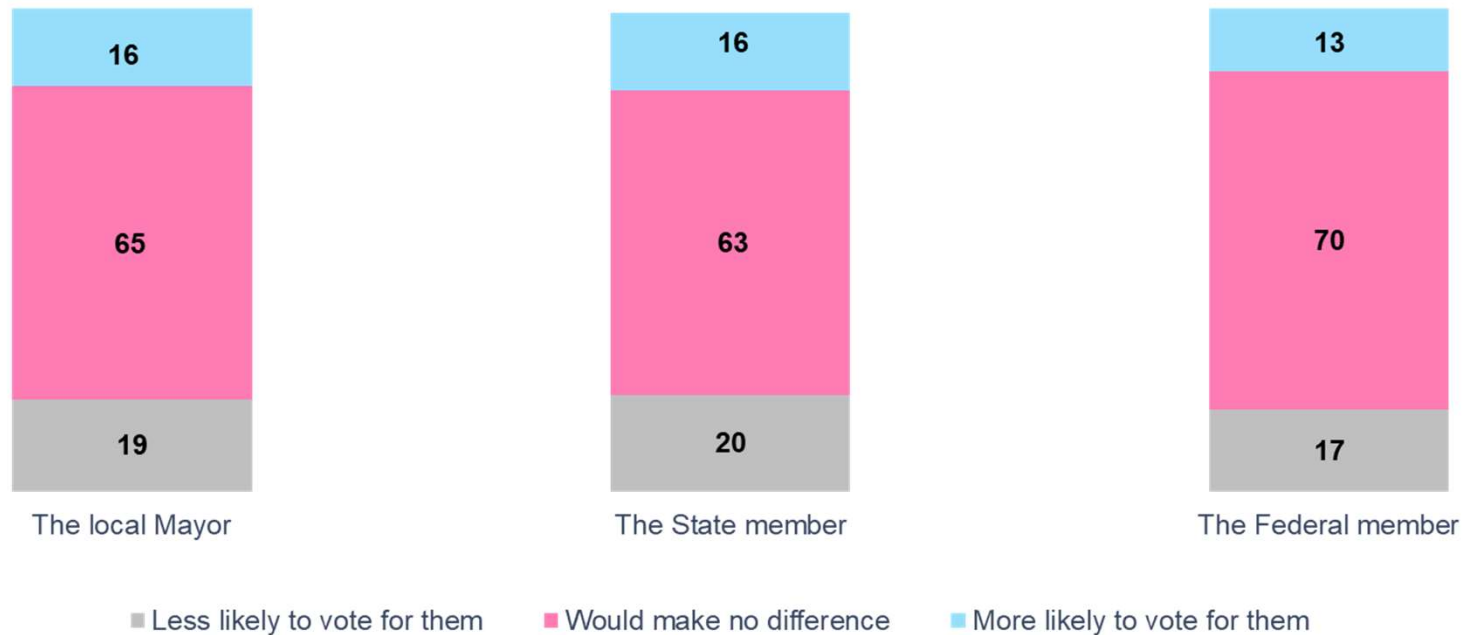
By keeping the area green and having more trees



This question was asked only of the 39% of people who said they supported the proposal after hearing the statements.

Support for the proposal would have negligible net impact on voting intention

Question: If the following people supported this proposal, would you be more or less likely to vote for them, or would it make no difference to your vote?



MESSAGING REGRESSION ANALYSIS

Testing message treatments: Methodology

- Effects of messages treatments tested using an ordinal logistic regression (more on next slide).
- This predicts the likelihood a respondent would change their support for the proposal.
- The outcome measured was units of change in support at the beginning and end of the survey:
 - A two unit increase in support (from opposed to support).
 - A one unit increase (from oppose to unsure, or unsure to support).
 - That their answer remains unchanged.
 - A one unit decrease in support (from support to unsure, or unsure to oppose)
 - And a two unit decrease in support (from support to oppose).
- The three model specifications are: Model 1 - treatments only; 2 - Treatments + Distance from the site; 3 - Treatments + Distance + Demographics.

Notes on regression

- Regression measures the relationship between an outcome variable and one or more predictors.
- In this example, change in support is the outcome variable.
- The predictors (or independent variables) are the message treatments, distance from the site and respondent demographic characteristics.
- The regression estimates how much support for the development at Marsfield Common is expected to change in response to a reaction to each of the message treatments, controlling for all the other independent variables. It does this for each of the predictors, one at a time.
- A positive result for each of the message treatments on slides 18 and 20 indicates it is associated with an increase in support (if the p-value is $< .05$ this is statistically significant). For the distance and demographic variables, the results show whether support increased more, or less, than the comparison group versus the baseline category (highlighted in the table).

Testing message treatments: Results

- Messages were tested by coding how respondents reacted as a numeric value: +1 for those who said a statement increased their support, -1 for those who said it reduced their support, and 0 for those who said they did not know.
- Two of the eight messages tested had a strong positive effect on support (see next slide for detailed results):
 - The success of the project helps two community clubs - the North Ryde RSL and Eastwood Rugby - stay sustainable to continue to have their role in the community.
 - The current site is very underused by sporting groups and schools, and needs to be improved for modern times.
- One message had a negative impact on support for the proposal:
 - The future site could lead to increased traffic.
- The inclusion of controls for distance from the site and demographics (cultural background, age, gender) had no significant impact on these results.

Regression results – predicting change in support

	Model 1	(SE)	P-value	Model 2	(SE)	P-value	Model 3	(SE)	P-value
Treatment (increases support)									
The success of the project helps two community clubs - the North Ryde RSL and Eastwood Rugby - stay sustainable to continue to have their role in the community	0.66	0.17	0	0.67	0.17	0	0.67	0.17	0
The current site is very underused by sporting groups and schools, and needs to be improved for modern times	0.38	0.16	0.02	0.39	0.16	0.01	0.37	0.16	0.02
The future site will only have two-storey townhouses with individual garages - and no high-rise apartments	0.27	0.16	0.06	0.28	0.16	0.06	0.27	0.16	0.06
The future site will include a public park with free access to basketball, badminton, exercise equipment, and table tennis, and will have more trees than it has now	0.14	0.18	0.23	0.17	0.18	0.19	0.19	0.18	0.15
Development is increasing in Marsfield	0.18	0.14	0.11	0.18	0.14	0.11	0.18	0.14	0.1
Council or the State Government could buy the site for more than \$90-100 million dollars and make it into a regional park that is fully open to everyone in Sydney	0.18	0.13	0.09	0.16	0.13	0.11	0.16	0.13	0.12
A successful proposal by community-based clubs for 132 terrace homes is better than 1000s of high-rise apartments by a big developer	-0.06	0.17	0.36	-0.08	0.17	0.33	-0.08	0.17	0.33
The future site could lead to increased traffic	-0.35	0.16	0.03	-0.33	0.16	0.03	-0.33	0.16	0.03
Distance (baseline = over 3.5km)									
Respondent <1km from site	-	-	-	0.4	0.26	0.08	0.4	0.26	0.07
Respondent 1-3.5km from site	-	-	-	-0.11	0.26	0.34	-0.13	0.26	0.31
Cultural background (baseline = All others)									
Chinese or Korean Australian	-	-	-	-	-	-	-0.08	0.35	0.41
Age (baseline = 18-34)									
35-64	-	-	-	-	-	-	0.13	0.27	0.32
65 and over	-	-	-	-	-	-	-0.04	0.32	0.45
Gender (baseline = Men)									
Women	-	-	-	-	-	-	0.25	0.21	0.13
Intercept									
Slightly more supportive > Much more supportive	4.89	0.39	-	5.01	0.43	-	5.19	0.49	-
Same > Slightly more supportive	1.53	0.21	-	1.64	0.27	-	1.81	0.36	-
Slightly less supportive > same	-2.55	0.25	-	-2.49	0.3	-	-2.33	0.38	-

Testing message treatments: Subgroups

- Individual models were run for subgroups in the sample: Chinese and Korean Australians, residents under 50 years of age, and those aged 50 and over (detailed results on following slide).
- Note: Small sample sizes increase the level of uncertainty in the estimates (n=44 for Chinese and Korean Australians, n=189 under 50, n=213 for 50 and over).
- We found that as with the whole sample, the messages most strongly associated with increased support for Chinese and Korean Australians', and residents aged 50+, was the argument that: The success of the project helps two community clubs - the North Ryde RSL and Eastwood Rugby - stay sustainable to continue to have their role in the community.
- For residents aged under 50 years, the argument most strongly associated with an increase in support was: The future site will only have two-storey townhouses with individual garages - and no high-rise apartments.

Regression – change in support for sub-groups

	Age <50	(SE)	P-value	Age 50+	(SE)	P-value	Chinese/Korean	(SE)	P-value
The future site will only have two-storey townhouses with individual garages - and no high-rise apartments	0.63	0.24	0.01	-0.07	0.23	0.38	0.6	0.48	0.12
The success of the project helps two community clubs - the North Ryde RSL and Eastwood Rugby - stay sustainable to continue to have their role in the community	0.51	0.24	0.03	0.95	0.26	0	1.68	0.86	0.04
Council or the State Government could buy the site for more than \$90-100 million dollars and make it into a regional park that is fully open to everyone in Sydney	0.3	0.2	0.08	0.09	0.18	0.32	0.37	0.48	0.22
The current site is very underused by sporting groups and schools, and needs to be improved for modern times	0.27	0.22	0.12	0.46	0.24	0.04	0.3	0.68	0.34
Development is increasing in Marsfield	0	0.19	0.5	0.35	0.21	0.06	-0.04	0.42	0.46
A successful proposal by community-based clubs for 132 terrace homes is better than 1000s of high-rise apartments by a big developer	-0.12	0.24	0.31	-0.01	0.25	0.48	-0.14	0.58	0.41
The future site will include a public park with free access to basketball, badminton, exercise equipment, and table tennis, and will have more trees than it has now	-0.15	0.28	0.3	0.36	0.26	0.1	-1.5	1.05	0.09
The future site could lead to increased traffic	-0.27	0.23	0.13	-0.34	0.23	0.08	-1.26	0.6	0.03
Intercept									
Slightly more supportive > Much more supportive	4.94	0.59	-	4.89	0.55	-	142.07	0.81	-
Same > Slightly more supportive	1.15	0.3	-	1.92	0.33	-	1.53	0.81	-
Slightly less supportive > same	-2.08	0.35	-	-3.32	0.41	-	-1.19	0.78	-

Prepared for Polis Partners on behalf of North Ryde RSL and Eastwood Rugby Clubs

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