

Public Attitudes To Property Developer Donations Study

Prepared for: The Greens
September 2008





1. Methodology

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- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 29-31 August, 2008.
- ▶ The sample was 290 people aged 18 years and over, distributed throughout New South Wales, as follows:
 - ▶ Sydney 188
 - ▶ Rest of NSW 102
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, sex and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, sex and area to reflect the latest ABS population estimates.



2. Main Findings

Main Findings

- ▶ In answer to the question:

Thinking about the Local council elections to be held on Saturday 13 September. In your opinion, should political parties, councillors and candidates be banned from taking donations from property developers?

- ▶ People in NSW are over-whelmingly in favour of political parties, councillors and candidates being banned from taking donations from property developers with 82% saying 'yes' they should be banned from taking donations.



3. Detailed Tabular Findings

Tables

▶ **The tables of findings are set out such that they include the following details:**

- 1 BASE: Weighted Sample (000's):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.
- 2 WEIGHTS:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by gender, age and area.
- 3 FILTERS (Where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.
- 4 RESPONDENTS:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.
- 5 PERCENTAGE:**

This indicates the percentage of each measure based on the total for that column.

Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

→ **SEX:**

- Male
- Female

→ **AGE :**

- 18-24 years
- 24-34 years
- 35-49 years
- 50+ years

→ **MARITAL STATUS:**

- Married
- Not married

→ **MAIN GROCERY BUYER:**

- Yes/ Shared
- No

→ **CHILDREN:**

- Yes
- No

→ **WORK STATUS:**

- Working full-time
- Working part-time
- Not working

→ **SOCIO-ECONOMIC STATUS:**

- *Occupation of the main income earner of the household:*
 - White collar (professional/senior management, upper white collar, lower white collar)
 - Blue collar (upper blue collar, lower blue collar)

→ **LOCATION:**

- Sydney
- Rest of NSW

→ **HOUSEHOLD INCOME:**

- Under \$40,000
- \$40,000 - \$70,000
- More than \$70,000

→ **HIGHEST LEVEL OF SCHOOLING:**

- Below Year 12
- Year 12



RESEARCH & STRATEGIC PLANNING

For any questions
or comments, please contact
Peter Matthew
at Galaxy Research.
P (02) 8572 6812