

## ReachTEL – Polling/Market Research – telephone script

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<b>Date prepared:</b>	28/11/2019
<b>Prepared for:</b>	Adelaide Park Lands Preservation Association
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<b>Target date for poll:</b>	Monday 02/12/19
<b>Price:</b>	\$3500 + GST
<b>Poll Options:</b>	Sample = 600, Federal electorate of Adelaide Weighted by Age and Gender, Crosstab breakdown by Gender, Age and Postcodes (5000, 5006, Other).

*If the survey results are released publicly then the following disclaimer is required:*

*The poll was conducted by ReachTEL, an independent market research company, and commissioned by Adelaide Park Lands Preservation Association. All analysis including any interpretation have been undertaken by Adelaide Park Lands Preservation Association.*

*(Note: text in **bold** is not recorded/read)*

<b>Intro:</b>	<i>Hello, this is a short automated survey about the Adelaide Park Lands and Aquatic Centre conducted by ReachTEL.</i>
<b>Privacy:</b>	<p>There are only two survey questions so the survey will take just a minute of your time., and you can answer the survey questions simply by pressing the buttons on your telephone keypad. By participating in this survey you consent to us collecting and using the information collected for the purposes of market research and modelling. No personal details will be disclosed.</p> <p>You can view our privacy policy at <a href="http://www.reachtel.com.au/privacy">www.reachtel.com.au/privacy</a></p> <p>To opt-out of this survey, please press * now.</p> <p>Thank you for taking the time to participate, and here comes your first question</p>
	<p><b>If * button pressed:</b></p> <p>You have now been opted out of this survey. Thank you and good bye.</p>
<b>Question 1:</b>	<p>The Adelaide City Council is considering commercially leasing its Aquatic Centre and part of the northern Park Lands to the Adelaide Football Club (the Crows) for redevelopment.</p> <p>The City Council has invited the Crows to submit plans for a multi-storey or multi-building commercial headquarters with privately-managed swimming facilities.</p> <p>The location is Denise Norton Park between Jeffcott Road and Prospect Road in the north Park Lands.</p> <p>In your opinion should areas of the Adelaide Park Lands be turned over to commercial re-developments?</p> <p><i>Please press 1 yes, press 2 for no or press 3 for unsure</i></p> <p><i>To hear these options again, please press zero.</i></p>

<b>Question 2:</b>	<p>Thank you. In determining what to do with the Adelaide Aquatic Centre, what should be the City Council's main priority?</p> <p>Please listen to all four options before pressing your choice</p>
	<p><i>Please press 1 for the Council should restore or upgrade the current public aquatic centre at relatively high cost</i></p> <p><i>press 2 for the Council should provide a smaller fit-for-purpose public aquatic centre in the north Park Lands at a lower cost</i></p> <p><i>press 3 for the Council should join with another suburban Council to provide a new public aquatic centre; or</i></p> <p><i>press 4 for the Council should offer the Adelaide Football Club a long term lease to build their commercial headquarters and a privately-managed aquatic centre in the north Park Lands?</i></p>
	<i>To hear these options again, please press zero.</i>
<b>Question 3:</b>	<p>Thank you. what is your postcode?</p>
	<i>Please key in your postcode as 4 digits</i>
	<i>To hear these options again, please press star.</i>
<b>Age/Gender:</b>	<p>Thank you. To help us to better understand your responses we ask you to please provide your age and gender.</p>
	<p><i>If you are under 18 years of age please press 1</i></p> <p><i>if you are between 18 and 34 years of age please press 2</i></p> <p><i>between 35 and 50 please press 3</i></p> <p><i>between 51 and 65 please press 4</i></p> <p><i>if you are older than 65 please press 5 or</i></p> <p><i>if you prefer not to disclose press 6</i></p> <p><i>Thank you</i></p> <p><i>please press 1 for male or</i></p> <p><i>press 2 for female.</i></p> <p><i>press 3 if you prefer not to disclose</i></p>
<b>Closing:</b>	<p><i>Thank you, this survey has been conducted by ReachTel Research, You can view our privacy policy at <a href="http://www.reachtel.com.au/privacy">www.reachtel.com.au/privacy</a> or call us on 1800 42 77 06 during business hours. Goodbye.</i></p>

## Adelaide Park Lands Poll

6 December 2019



ReachTEL conducted a survey of **763** respondents across **Adelaide (Electorate)**. The survey was conducted on **Thursday, 28 November 2019**. This polling was commissioned by **Adelaide Park Lands Preservation Association**.

**Question 1:**

In your opinion should areas of the Adelaide Park Lands be turned over to commercial re-developments?

	Female	Male	Total
1_YES	25.1%	34.3%	29.6%
2_NO	67.5%	56.2%	61.9%
3_UNSURE_DON_T_KNOW	7.4%	9.5%	8.5%
Grand Total	100.0%	100.0%	100.0%

	18 - 34	35 - 50	51 - 65	65 Plus	Total
1_YES	27.2%	34.5%	29.2%	26.8%	29.6%
2_NO	58.5%	58.4%	63.9%	70.2%	61.9%
3_UNSURE_DON_T_KNOW	14.3%	7.1%	7.0%	2.9%	8.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

	5000	5006	Other	Grand Total
1_YES	23.2%	27.3%	30.5%	29.6%
2_NO	67.9%	63.8%	61.1%	61.9%
3_UNSURE_DON_T_KNOW	8.8%	8.9%	8.4%	8.5%
Grand Total	100.0%	100.0%	100.0%	100.0%

## Adelaide Park Lands Poll



### Question 2:

In determining what to do with the Adelaide Aquatic Centre, what should be the City Council's main priority?

	Female	Male	Total
1_THE_COUNCIL_SHOULD_RESTORE_OR_UPGRADE_	32.0%	30.2%	31.1%
2_THE_COUNCIL_SHOULD_PROVIDE_A_SMALLER_F	16.1%	17.3%	16.7%
3_THE_COUNCIL_SHOULD_JOIN_WITH_ANOTHER_S	29.4%	22.4%	26.0%
4_THE_COUNCIL_SHOULD_OFFER_THE_ADELAIDE_	22.5%	30.2%	26.3%
Grand Total	100.0%	100.0%	100.0%

	18 - 34	35 - 50	51 - 65	65 Plus	Total
1_THE_COUNCIL_SHOULD_RESTORE_OR_UPGRADE_	28.4%	31.8%	32.6%	31.8%	31.1%
2_THE_COUNCIL_SHOULD_PROVIDE_A_SMALLER_F	16.4%	17.3%	16.8%	15.8%	16.7%
3_THE_COUNCIL_SHOULD_JOIN_WITH_ANOTHER_S	31.3%	21.5%	24.4%	26.6%	26.0%
4_THE_COUNCIL_SHOULD_OFFER_THE_ADELAIDE_	23.9%	29.4%	26.2%	25.7%	26.3%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

	5000	5006	Other	Grand Total
1_THE_COUNCIL_SHOULD_RESTORE_OR_UPGRADE_	31.6%	33.4%	30.9%	31.1%
2_THE_COUNCIL_SHOULD_PROVIDE_A_SMALLER_F	20.2%	28.0%	15.4%	16.7%
3_THE_COUNCIL_SHOULD_JOIN_WITH_ANOTHER_S	26.4%	9.6%	27.1%	26.0%
4_THE_COUNCIL_SHOULD_OFFER_THE_ADELAIDE_	21.9%	29.1%	26.6%	26.3%
Grand Total	100.0%	100.0%	100.0%	100.0%

## Adelaide Park Lands Poll



This survey was conducted using an automated telephone based survey system among 763 resposnerds. Telephone numbers and the person within the household were selected at random. The results have been weighted by gender and age to reflect the population according to ABS figures. Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary. Copyright ReachTEL Pty Ltd.