



Asset Research
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Information for Success

Report on the City of Melville
Underground Power Survey
– Attadale North

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Prepared by

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Underground Power Survey – Attadale North

TABLE OF CONTENTS

1.0	METHODOLOGY	3
2.0	EXECUTIVE SUMMARY	4
3.0	RESULTS OF THE SURVEY	
3.1	Support for Underground Power proposal	5
3.2	Preferred contribution option	7
3.3	Preferred payment option	9
3.4	General Comments	11
APPENDIX 1	Questionnaire	
APPENDIX 2	Statistical Results	
APPENDIX 3	Verbatim Comments	

1.0 METHODOLOGY

The City of Melville Attadale North Underground Power Survey was designed to determine the level of support among property owners within the North Attadale area of the City for the introduction of underground power.

The survey was conducted through the use of a postal survey, with approximately 950 information packages and surveys distributed to property owners within the designated area.

The packages contained:

- A brochure providing information on the proposed underground power amendments within the Attadale North area of the City of Melville;
- A printed self-completion questionnaire; and
- A reply paid envelope for return of the survey to Asset Research.

Property owners were asked to complete the questionnaire and return it to Asset Research in the reply paid envelope. As of the 13th of May closing date 527 completed surveys have been received. These responses have provided results within a sampling error of +/- 3% at the 95% confidence level for all overall results. The response rate for the survey was 55.5% indicating a very high degree of survey reliability.

The resultant data was collated using Asset's statistical analysis software and used to form the basis of this report.

2.0 EXECUTIVE SUMMARY

The City of Melville Attadale North Underground Power Survey was designed to determine the level of support among property owners within the North Attadale area of the City for the introduction of underground power.

A total of 527 completed surveys were obtained from respondents completing and posting in the survey. The number of responses was sufficient to be able to report on all overall results within a sampling error of +/- 3% at the 95% confidence level.

Support for underground power proposal

90.5% of respondents indicated that they were in support of the proposal to install underground power in the proposed Attadale North underground power project area. **9.5%** of respondents indicated that they did not support the proposal.

Preferred contribution option

The largest proportion of respondents (**83.6%**) preferred option 1 – “I am willing to financially contribute to the installation of underground power as indicated in the brochure”. **13.9%** of respondents indicated that they were not willing to make a financial contribution. **2.5%** of respondents did not complete this question.

Preferred payment option

The largest proportion of respondents (**54.9%**) preferred option 1 – full up-front payment. The next most popular payment option was option 2b, with payments made by instalments over a period of 3 years (**24.4%**). This was followed by option 2a (**13.1%**) with payments over 2 years. No other response options were provided for this question, however some of the respondents who indicated in question 2 that they were unwilling to make a financial contribution chose not to participate in this question. The respondents that gave no response represented 7.6% of the sample.

3.0 RESULTS OF THE SURVEY

This section summarises the results of the survey. The results are presented in broad category headings representing the general topic areas included in the questionnaire.

Demographic cross-tabulations are included in Appendix 2, and are only mentioned in the body of the report if they demonstrate significant differences.

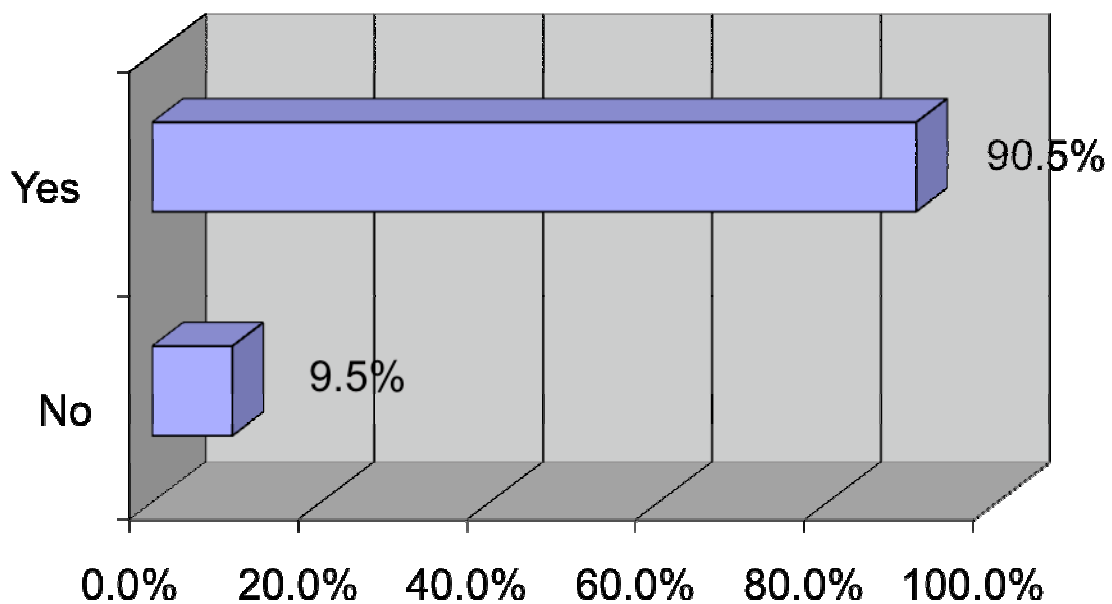
3.1 Support for Underground Power Proposal

In **question 1** survey respondents were asked:

“Do you support the proposal to install underground power in the proposed Attadale North underground power project area?”

Graph 1 shows that **90.5%** of respondents indicated that they were in support of the proposal to install underground power in the proposed Attadale North underground power project area. **9.5%** of respondents indicated that they did not support the proposal.

Graph 1 Support for Underground Power Proposal (n = 527)



3.2 Preferred Contribution Option

In **question 2** survey respondents were asked:

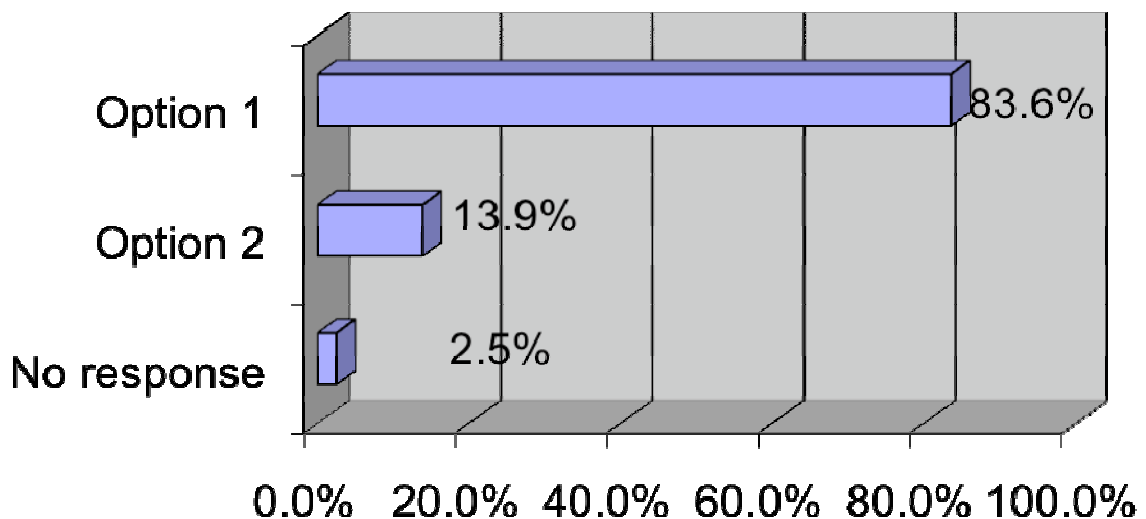
“Your contribution towards the Attadale North underground power project is indicated in the information included with the survey. Which of the following options would you prefer?”

The options provided were as follows:

- Option 1: I am willing to financially contribute to the installation of underground power as indicated in the brochure.
- Option 2: I am not willing to financially contribute to the installation of underground power as indicated in the brochure.

Graph 2 shows that the largest proportion of respondents (**83.6%**) preferred option 1 – “I am willing to financially contribute to the installation of underground power as indicated in the brochure”. **13.9%** of respondents indicated that they were not willing to make a financial contribution. **2.5%** of respondents did not complete this question.

Graph 2 Preferred Contribution Option (n = 527)



3.3 Preferred Payment Option

In **question 3** survey respondents were asked:

“Should the underground power project proceed, which of the following payment options would you prefer?”

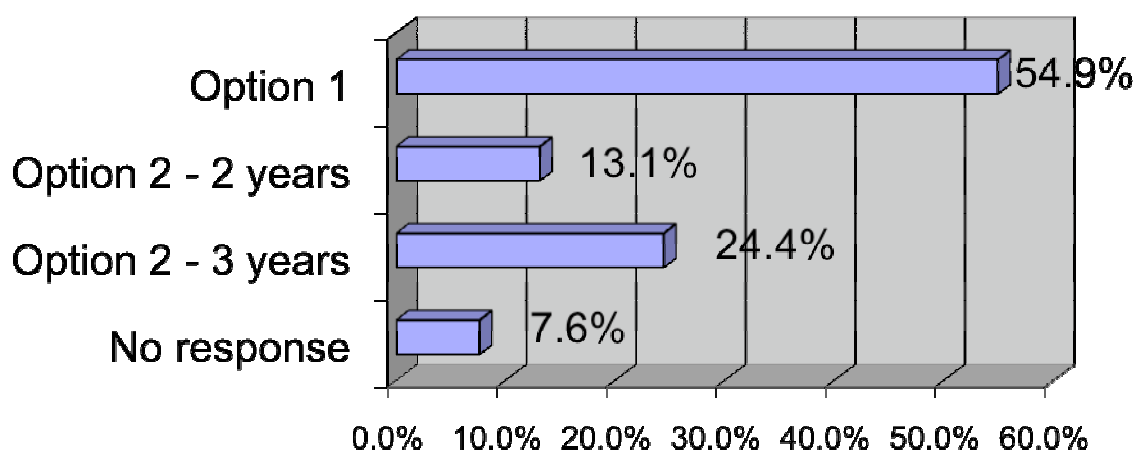
The options provided were as follows:

- Option 1: Full up-front payment.
- Option 2a: Payment by instalment with interest charged per annum (currently 5.5%) over a period of **2 years**.
- Option 2b: Payment by instalment with interest charged per annum (currently 5.5%) over a period of **3 years**.

Graph 3 shows that the largest proportion of respondents (**54.9%**) preferred option 1 – full up-front payment. The next most popular payment option was option 2b, with payments made by instalments over a period of 3 years (24.4%). This was followed by option 2a (**13.1%**) with payments over 2 years.

No other response options were provided for this question, however some of the respondents who indicated in question 2 that they were unwilling to make a financial contribution chose not to participate in this question. The respondents that gave no response represented 7.6% of the sample.

Graph 3 Preferred Payment Option (n = 527)



3.4 General Comments

Respondents to the survey were given the option to provide any comments that they wished to make on the back of the questionnaire. 105 of the 527 survey respondents chose to make a comment. While the full content of the comments is available for viewing in Appendix 3 of this report a summary of response categories is included in Table 4 below.

Responses are presented as frequencies as responses were requested on a 'top of mind' basis and some respondents may have chosen not to provide a comment despite feeling strongly on some of the issues listed below. To provide percentages in this instance would therefore be inappropriate. Table 4 shows the coded response categories developed from the comments and the frequencies with which they were provided.

Table 4 Coded General Comments

Comment	Response Frequency
No comment supplied	421
General support	29
Pensioner – too expensive/cannot afford/discount required	7
Alternate/more payment options	7
Need accurate costings/interest rate to make decision	7
Cost is too expensive/cannot afford	6
Respondent is not prepared to pay for it	5
Should not assess charge by GRV	4
Council should fund	3
Council should manage funds more effectively and contribute	3
Have Underground Power already installed – cost is too much/discount too small.	3
Query on fairness of charges across different types of property/different Councils	3
Choice of option is dependent on rate of interest charged	2
Should not pay for Western Power infrastructure	2
Interest should not be charged	2
Query on location of new infrastructure	2
Other	21
Total	527