



# Adelaide Water Supply Public Opinion Survey

**Presented by**  
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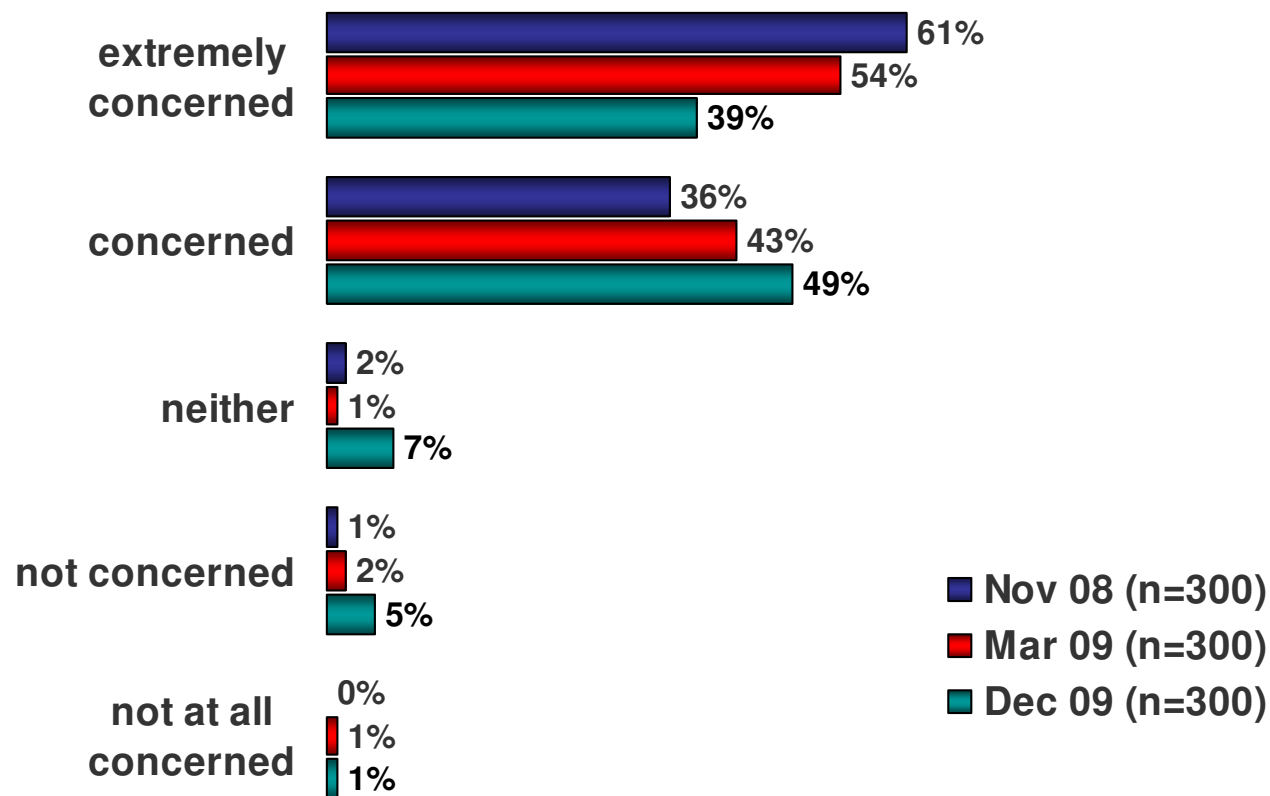
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# Background and Sample

- ❖ new**focus** is an independent national **research, strategy** and **implementation** consultancy
  
- ❖ **Measuring public opinion on:**
  - **Level of concern** about Adelaide's future water supply
  - **Solutions** for Adelaide's future water supply
  
- ❖ **Random sample of n=900 Adelaide residents**
  - Wave 1 conducted November 20<sup>th</sup> 2008 (n=300 responses)
  - Wave 2 conducted March 21<sup>st</sup> and 22<sup>nd</sup> 2009 (n=300 responses)
  - Wave 3 conducted December 17<sup>th</sup> 2009 (n=300 responses)
  
- ❖ **Robust sample delivering high accuracy:**
  - ± 5.7% per wave**

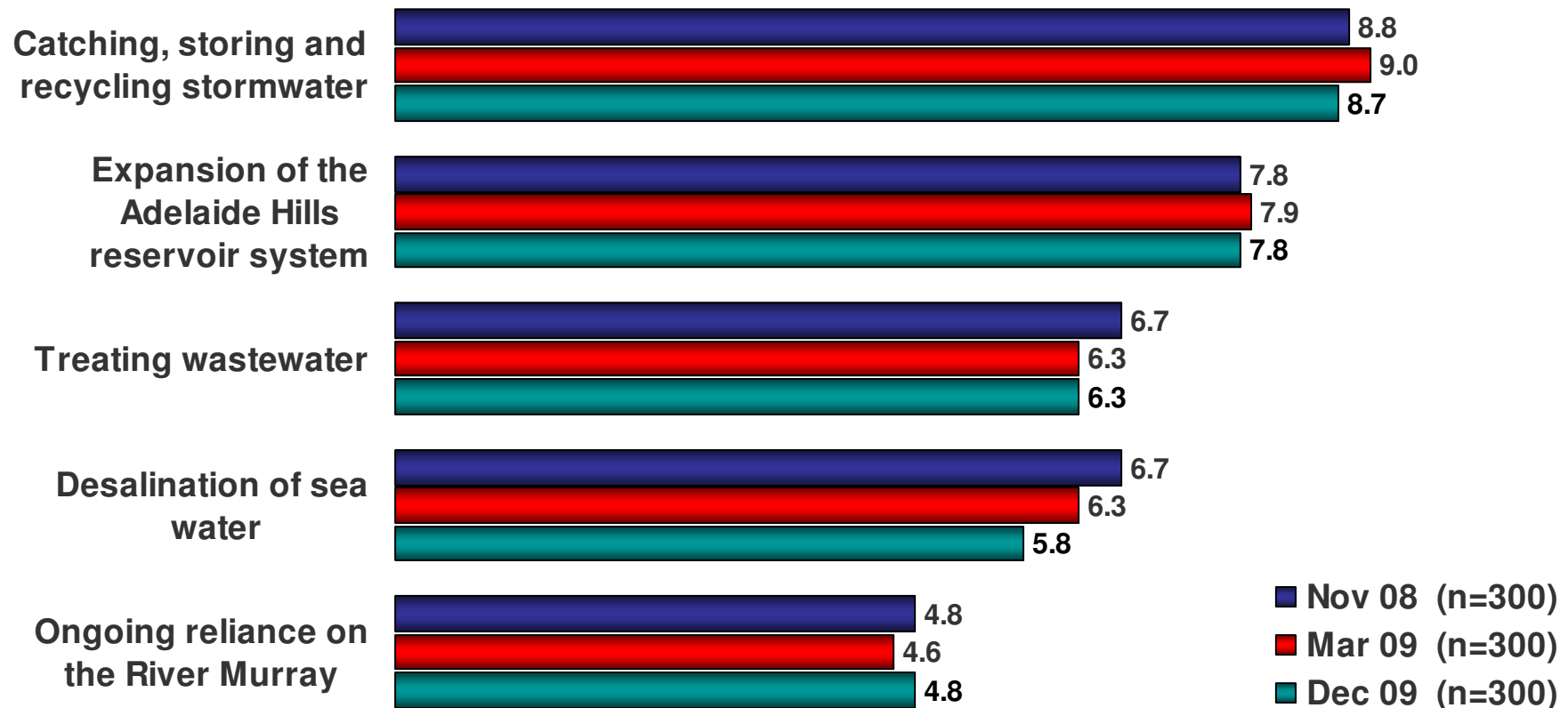
# Concern about future water supply

*How concerned are you about the future of Adelaide's water supply?*



# Solutions for future water supply

*How favourable do you feel towards the following solutions, for the future of Adelaide's water supply?*



*(mean scores: scale of 10 to 0, where 10 is very favourable and 0 is very unfavourable)*

# Solutions for future water supply

*How favourable would you feel towards a stormwater solution for Adelaide's water supply if the recycled stormwater was purified to the same standard as the current drinking water?*

Favourability towards catching, storing and recycling purified stormwater



8.4

■ Total  
Dec 09 (n=40)

*Base: those initially unfavourable or neutral towards catching, storing and recycling stormwater solution  
(mean scores: scale of 10 to 0, where 10 is very favourable and 0 is very unfavourable)*



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### **Market research:**

- new & existing products research
- customer satisfaction & benchmarking
- customer retention & loyalty measures
- website evaluation & electronic media evaluation
- advertising & communications testing & tracking
- consumer & corporate branding & image research
- staff/employee research
- market segmentation
- mystery shopping
- syndicated studies
- online interviewing
- business model evaluation & development

### **Implementation:**

- recruitment & retention strategies
- training needs analysis
- leadership development
- reward and recognition programs
- performance appraisal systems
- workshops

### **Social research:**

- community attitudes research
- communications & campaign research
- testing & evaluation
- social marketing
- social policy research
- program evaluation
- cross-cultural research
- stakeholder & community consultation research
- baby boomers

Specialist 'trends' division: alongside global partner **Kairos Future Group**, we conduct research related to key market trends impacting on your business:

- we identify the trends and how they will impact on your organisation
- we assist you to change and innovate to turn potential threats into commercial opportunities
- work is based on research & data, not hypothetical thinking