

Victorian Local Government Disability Quantitative Research Case Study

Market Research Goal

A local Victorian city council sought **newfocus** to help develop a strategic document that would outline the ways in which the council could reduce barriers and create an accessible and inclusive community for people with disabilities.

newfocus conducted an extensive community consultation process involving a large phase of qualitative research to understand residents' perceptions towards people with a disability and their involvement within the community



Process - Market Research in Action

The development of the disability strategy was informed by undertaking research which included:

- ✳ A review and evaluation of the achievements as a result of past action plans
- ✳ A data profile providing information about the demography of people with a disability in the city council area
- ✳ A policy review, which presented an overview of legislation, policy and issues that would impact on the Council's Disability Strategy
- ✳ A consultation process with the broader community and people with a disability specifically

The project design involved community consultation using qualitative (focus groups) and quantitative (telephone survey) research techniques. The project collected the views of a representative sample of the population with stratification by age, gender and geographical location. The council's Social Planning developed the community survey, while **newfocus** reviewed, adapted to interviewing language and pilot tested the instrument.

Pilot testing the questionnaire insured that the questions aligned to a more simple and understandable language. It also ensured that questionnaires met the Code of Professional Behaviour and the Market & Social Research Privacy Code. **newfocus** pays special attention to questionnaire pilot testing. No data is useful unless the instrument used to collect the data is fully accurate and has been checked throughout before being spread to a broader audience. Taking the time to get it right eliminates the potential for ambiguities and issues (variation in responses, redundancy, double-barrelled questions, implicit assumptions, position bias, etc.)

Random samples of 300 residents were interviewed using **newfocus**' in-house CATI (Computer Assisted Telephone Interview) facilities. Random sampling means that each element of the population has a known and equal probability of participating in the survey.

Market Research Outcome

The results of the research found that people within the community felt that people with a disability can make positive contributions to community life, but there were too many barriers, hindering people with disabilities to participate in community life. It was in agreement that more should be done to ensure that people with disabilities can participate in the community. The research drawn from the survey were subsequently used as an indicator of change to measure the success of interventions developed, and the results from the research were implemented into the strategy.

SA District Council Brand Community Attitudes and Perceptions Research

Market Research Goal

The district council is currently experiencing significant population growth, which is expected to continue over the next twenty years. A large proportion of the growth is expected to come from new urban development, including the construction of new residential estates and homes. The council had identified a need to gain insight into the council as a brand, and gain vision into the perceptions amongst residents and business in Adelaide and the Adelaide Hills area.

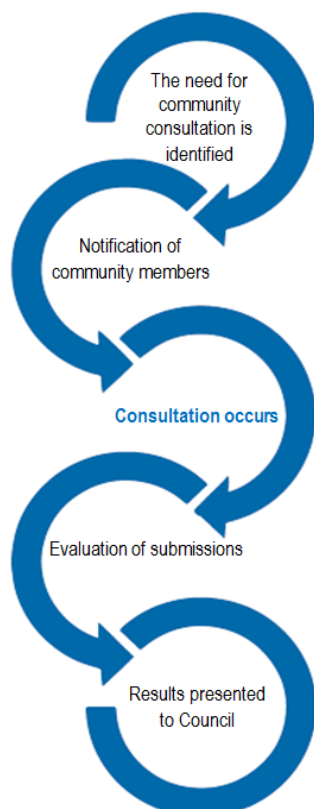
newfocus was commissioned by the council to undertake strategic market research around brand perception and a communication program to raise the profile of the council and to help in the development of strategies to improve perceptions and awareness of the attributes associated with the area. Objectives of the research included:

- ✘ Understand perceptions of the council area as a place to live, move into, rent or purchase an investment property
- ✘ Purchase intentions and appeal of the council area
- ✘ Uncover motivators and inhibitors in considering the council area as a place to live or rent
- ✘ How potential residents' views can be changed
- ✘ Perceptions of the council area as a place for business and investment
- ✘ Uncover motivators and inhibitors to doing business and investing in the council area
- ✘ Determining appropriate positioning and communication for the value proposition



Process - Market Research in Action

Model for Community Engagement developed by newfocus:



In the undertaking of the strategic research process, **newfocus** applied the Model for Community Engagement, which was developed by **newfocus** from previous research partnerships with local councils nationally. The model addresses key stages of local government research, starting with the identification of the research need, consultation, evaluation of findings, and strategic insights/recommendations.

The research process used a mixed model approach, first utilising qualitative research techniques and then backing up that process with quantitative research.

Qualitative Research Stage:

Residents: Four focus groups were conducted in gaining insight about the research objectives (2 x metro residents and 2 x hills residents)

Business: Two focus groups with greater metropolitan Adelaide

newfocus used a range of qualitative techniques to uncover emotional factors associated with peoples ways of thinking (eg pre task collages, and videos at the end of focus groups to summarise key findings).

The pre-task (task for respondent to complete before attending the focus group) was developed in order to collect respondents' perceptions about their ideal suburb to move or live, and another visually showing the main strengths and weaknesses of the area. The pre-task collage was also used as a visual piece of stimulus within the focus group. The video

