



**Attitudes Towards the Pacific Pines Estate:
Final Report on a Telephone Survey of 300 Lennox Head Residents**

March 2007

Prepared By UMR Research Pty Ltd



www.umar.com.au

<p align="center"><u>SYDNEY</u> Level 1, Suite 105 332-342 Oxford Street Bondi Junction NSW 2022 <u>AUSTRALIA</u></p> <p>Tel: +61 2 9386 1622 Fax: +61 2 9386 1633</p>	<p align="center"><u>WELLINGTON</u> 3 Collina Terrace Thorndon <u>WELLINGTON</u> <u>NEW ZEALAND</u></p> <p>Tel: +64 4 473 1061 Fax: +64 4 472 3501</p>	<p align="center"><u>AUCKLAND</u> 11 Earle Street Parnell <u>AUCKLAND</u> <u>NEW ZEALAND</u></p> <p>Tel: +64 9 372 8700 Fax: +64 9 373 4203</p>	<p align="center"><u>QUEENSLAND</u> PO Box 972 Robina DC QLD 4226 <u>AUSTRALIA</u></p> <p>Tel: +61 7 5562 2230 Fax: +61 4 3316 3995</p>
--	--	---	---

Table of Contents

Summary.....	5
Summary of Key Findings.....	8
Length of Residency in Lennox Head.....	16
Previous Place of Residence.....	17
Current Housing Type.....	18
Considering Moving in Next 1-2 Years?	19
Residential Destination for Those Considering Moving.....	20
Housing Product for Those Considering Moving.....	21
Satisfaction With Lennox Head Amenities and Services.....	22
Lennox Head Sporting Facilities.....	23
Community Activities and the Arts.....	24
Local Primary Schools.....	25
Local High Schools.....	26
Childcare Services.....	27
Aged Care Facilities Such As Nursing Homes.....	28
Retirement Housing.....	29
Bars, Pubs and Taverns.....	30
Cafes and Restaurants.....	31
Small Specialty Shops.....	32
Supermarkets.....	33
Chemists and Medical Services.....	34
Bus Services.....	35
Car Parking in the Village.....	36
Message Testing.....	37
The Rate of Growth in Lennox Head Is Too Fast.....	38
The Rate of Growth in Lennox Head Is About Right.....	39
Lennox Head Is in Danger of Losing Its Village Character and Strong Community Spirit.....	40
There Are Not Enough Job Opportunities in the Area.....	41
Lennox Head Needs More Carefully Planned Medium Density Housing.....	42
Lennox Head Needs a New High School.....	43
Lennox Head Needs a New Primary School.....	44
Lennox Head Needs More Retail Outlets.....	45
More Residential Growth Would Bring Better Facilities and Services To Lennox Head.....	46
Lennox Head Needs a Large Supermarket.....	47
Bus Services to the Surrounding Towns Are Totally Inadequate.....	48
Parking Is a Major Problem in the Village.....	49
Traffic Congestion On the Coast Road Is a Serious and Increasing Problem.....	50
Workplace Location.....	51
Mode of Transport to Workplace.....	52
Food and Grocery Shopping.....	53

Furniture and Whitegoods Shopping	54
Clothing and Accessories Shopping	55
Medical, Dental and Other Services	56
Doctors and Medical Service	57
Dental Services	58
Veterinary Services	59
Chemist	60
Banking	61
Frequency of Trips to Ballina	62
Awareness of Pacific Pines Estate	63
Awareness of Ownership Change	64
Attitude Towards Options for Inclusion in the Plan for the Estate	65
A Diverse Range of Housing Styles and Types	66
Small Specialty Shops	67
Accommodation Specifically Designed for Older People	68
A Childcare Centre	69
Sporting Complex	70
A Primary School	71
A Tavern	72
Cycleways	73
Walkways	74
Parkland and Open Space	75
A Centre for Artistic Activities	76
A Supermarket	77
A Cafe or Coffee Shop	78
A Video Store	79
A Public Pool	80
Community Hall	81
Medical Centre	82
Adult Education Facility	83
Housing Options for the Residential Development	84
Larger, More Expensive Houses	85
Smaller More Affordable Houses	86
Villas or Courtyard Homes	87
Low Rise Apartments	88
A Mix of Housing Styles and Prices	89
A Nursing Hostel for People Who Require Regular Care	90
Concerns about the Development	91
Who would consider Living in the Pacific Pines Estate?	92

Introduction

This report sets out the main findings of a quantitative research program aimed at investigating awareness of, and attitudes towards the Pacific Pines Estate among residents of Lennox Head. It also sought to establish in a preliminary sense the size of the potential *local* market and to get an early read out of what inclusions and facilities would make Pacific Pines a more desirable place to live

The survey sample was 300 residents living in Lennox Head. Field work dates were the 10th to the 13th of March 2007. The margin for error on a sample of 300 is around +/- 5%. Caution should be used when interpreting results for some of demographic and other breakdowns-in some cases the sample sizes are too small to be robust, and these results should be considered as indicative only. Please note that figures have been rounded to the nearest integer. Figures with a value less than 1% are denoted in the tables by the symbol '@'.

The results are weighted on age and gender to be representative of the adult population across the area.

Executive Summary

- Lennox Head residents like their town for its beaches and coastal lifestyle-which they see as being simple and relaxed, and for its village feel and strong sense of community. Many see this being threatened by what they describe as over development and too rapid population growth. And this is exacerbated by the influx of tourists in holiday periods and the overcrowding problems referred to by some residents.
- There is almost universal awareness (95%) of the Pacific Pines Estate, although understandably, awareness of the change in ownership (of the remaining 80 hectares) is much lower (57%). Among those who are aware of the estate, there is little knowledge of the detail-what they do know, of course, is that there will be residential development, but estimates volunteered of the number of new homes range from 250 to 700. There is also a lower level of awareness of plans for a tavern and sporting field.
- Encouragingly, after being informed of the plans for the remaining undeveloped parcel of land and presented with some options for inclusion, over half (53%) say that they have no major concerns. Among those who *are* concerned, the two major, and interrelated worries, are that infrastructure will not cope with the increase in population and that traffic congestion will become even more of a problem as current access to North Creek Road is inadequate. Of lesser, but significant concern is the fear of the loss of character, the “killing of the village feel” of Lennox, and the impact of development on the natural environment.

- Perhaps the key finding from the survey is that, at this stage, there is no groundswell of opposition to the development. Residents certainly have concerns, but they would also welcome all the options for inclusion with which they were presented. Interestingly, and most encouragingly, it appears that Pacific Pines is in effect seen as a potentially separate community from Lennox Head. To cite just one finding which substantiates this differentiation: whereas most *disagree* with the statement that *Lennox* needs a large supermarket, they believe that its inclusion in the Estate would be a good idea. In fact all the suggested options were enthusiastically received-predictably those with most resonance and persuasive power being parklands and open space. The selling power of open space and parklands cannot be over stated-it is a powerful factor in making PPE an attractive place to live.

- Also encouragingly for early planning for development of the estate and its promotion as a retirement destination (as part of a housing mix), there is agreement that current levels of provision of retirement housing and aged care facilities such as nursing homes are not satisfactory. This is substantiated by the findings that over 80% think accommodation specifically designed for older people would be a good idea for inclusion in the estate and 79% would feel more favourable towards PPE if a nursing hostel was one of the housing options.

- Support for all of the outcomes tested was strong. And in some cases just short of unanimous: parklands and open space (96% total good idea, of 59% very good idea); walkways(95%, 43%); cycleways (94%, 50%); sporting complex (91%, 37%). A video store and small specialty shops had least impact but were still positively received.

- Clearly, the most contentious issue for Pacific Pines is the *type* and *density* of housing. Larger more expensive homes and low rise apartments are not well received, with most suggesting that they would feel *less* favourable towards the development if these were included. Residents overwhelmingly favour a *mix* of housing styles and prices, and not surprisingly, “bigger blocks” and “low density housing” are the top of the mind issues when residents are asked what would make PPE a more attractive residential proposition.
- Overall, it will be important to present the residential aspects of the development as part of a package which will bring benefits not only to residents of the Estate, but to the broader Lennox Head community. Highlighting benefits such as improved sporting facilities, the provision of parklands and open space, family facilities such as a childcare centre, as well as cultural and community facilities is essential. And housing and services for older people will be crucially important: residents see this as an area where current services are totally inadequate. Stressing other benefits of development—such as job opportunities (73% of residents agreed with the argument that there are not enough job opportunities in the area) and giving local youth a greater range of activities (lack of youth facilities, an inadequate bus service, particularly at night, to Byron Bay and a low level concern about youth crime were all raised as problems in the research) would also enhance the image of the proposed development.
- It will be critical to highlight not only the benefits to the community, but also to address their concerns: most particularly the capacity of the current infrastructure to cope (stress what new infrastructure will be provided, especially in relation to access to North Creek Road and traffic congestion generally). Particular attention should also be paid to allaying fears that the “village feel” and the lifestyle Lennox Head residents currently enjoy and value will be threatened by development of the estate.

Summary of Key Findings

The Lennox Head lifestyle

- Residents of Lennox like their community. They like it not only for its beaches and coastal lifestyle (30% volunteered in response to the question "*What do you like about living in Lennox Head?*") but also for its small village feel and atmosphere and strong sense of community (25%) and the fact that it is a relaxed, simpler lifestyle (12%). Other attractions of Lennox Head living are its climate (8%); the scenery and environment generally (4%) and its proximity to major centres such as Brisbane, the Gold Coast, Ballina and Byron Bay (4%). Other lower level reasons offered were: safety, "it's safer; proximity to work, study and family; its general facilities and its suitability as a place for retirement.

"It's physically beautiful, it has a small village atmosphere; it has a nice demographic (sic) of people...a good climate"

" a pleasant little village that's started to outgrow itself"

- On the downside, some see that lifestyle as under threat. In response to "*What don't you like about living in Lennox Head?*" population growth as a result of what they describe as overdevelopment, plus overcrowding in holiday times by tourists top the list (25%), followed a long way behind by transport (the inadequacy of the bus service); the mosquito problem; the lack of retail facilities; the lack of youth facilities and crime, particularly youth crime (all of these between 6-8%)

"I think it's losing its character...people are not as nice to each other as they used to be...it is becoming too expensive to live here..there are no buses to Byron after dark to Byron to enjoy its nightlife"

"blow ins...people who come and go...cause increase in rents...main street is congested" "the fast growth of population... the village can't handle it"

A Brief Note on How Lennox Head Residents Live and Work

Workplace and Mode of Travel

Most residents, 6% in another town, work in Lennox itself (16%) or Ballina (24%), with a further 14% in Byron or Lismore and 5% from home; with 27%, predictably more likely to be female and over 50; not in paid work. A large majority (83%) of those in paid work drive to their workplace, with only 2% travelling by bus and a further 15% reporting "other"-most of these travelling on foot or bicycle.

Reported frequency of trips to Ballina is understandably very high: just under a quarter (24%) make daily trips and overall 95% go there at least once a week.

Most household shopping is done in Ballina; 94% shop in Ballina for food and groceries, 83% to purchase major household items such as furniture and whitegoods and 73% for clothes and accessories.

Residents tend to use Lennox itself, rather than Ballina for chemists (73%), medical (71%) and to a lesser extent dental services (49%). Most banking is transacted in Ballina (77%).

Current Services in Lennox Head

- Overall there is a high level of satisfaction with current amenities and services in Lennox Head: cafes and restaurants, primary schools, chemists and medical services, shops, bars and taverns, supermarkets (here presumably they are thinking of ease of access to Ballina), childcare services, high schools and sporting facilities. However the lack of retirement housing and aged care facilities is a matter of concern, particularly for the over 50s, and parking in the village is an obvious source of dissatisfaction.

Message Testing

- Residents were asked whether they agreed or disagreed with several statements about Lennox. The strongest level of agreement was with the statement that "*Lennox Head is in danger of losing its village character and strong community spirit*" (74% agree, 23% disagree). Agreement with this is highest among long term residents (83%) Overall, there was a high level of agreement with most of the negative statements: that parking is a problem; that the roads are congested; that there are not enough employment opportunities and that bus services are inadequate. The issue of whether or not Lennox Head needs "more carefully planned medium density housing" polarises local residents-just under half (47%) agree and just under half (47%) disagree. All the messages that related to growth in Lennox Head *itself* (whether they be facilities or retail) got a negative reaction: there was a very strong level of disagreement with the proposition that Lennox needs more retail outlets (75% disagree); that Lennox needs a large supermarket (69% disagree) and that Lennox needs a new primary or high school (53% and 50% disagree respectively). Importantly, with implications for the development, 50% of residents disagree with the contention that residential growth would bring better facilities and services to Lennox Head (40% agree, 50% disagree).

Pacific Pines Estate

The Prospective Local Market

- At this stage, 20% of current indicate they are thinking of moving and over half of these plan to stay in Lennox Head (35%) or at least within the Ballina shire (20%). Most of those contemplating a move have lived in Lennox for over ten years (42%) or between five and ten years (26%). At this stage, around one in four residents overall say they would consider living at PPE.

Awareness of Pacific Pines Estate and the Change in Ownership

- There is almost universal awareness of the Pacific Pines Estate (95%) and this awareness is slightly higher among the higher household income groups and mortgagees. It is slightly *lower* among those considering a move (90%). Over half were aware of the ownership change (57%).
- Detailed knowledge of plans for the land is not great. When asked what they know about the plan, most mentioned residential development-“more houses” and “land release” (35%) and at much lower levels mention was made of the plans for a tavern (12%); a “retail shopping centre” (12%) sporting field (12%); new roads (5%); a school (5%); a “supermarket” (4%); a community centre (4%); unprompted mention of the new owners (4%) and at around 1% each: a lake, a swimming pool, the fact that a master plan already exists and that the new owners “want to change it”

“some land directly on north Creek Rd that the present owners are keeping and is not going to be used for development, but other land will be developed...and some retail facilities”

“it will be developed for more housing and there is a proposal for a shopping centre I believe”

"they're going to obliterate it with more houses and a tavern and heaps more people...there are not enough places for these people"

Outcomes: Options for Inclusion

- Overall support for most of the outcomes is high. There is firm support (50% very good idea) and almost unanimous backing (96%) for parklands and open space, cycleways (50% very good, 94% total); walkways (43% very good idea, 95% total). Support is also very high (between 75%-91% total good idea) for a sporting complex, accommodation specifically designed for older people, a childcare centre, a café and coffee shops, a centre for artistic activities, a community hall, a public pool, a medical centre and reassuringly, a "diverse range of housing styles and types". Demand for a primary school, a supermarket, a video store a tavern and an adult education facility is also high and is broadly supported, but with lower levels of intensity.
- The finding that a supermarket is embraced as an outcome for Pacific Pines Estate, as is a primary school-both of which were rejected in research message testing, suggests that residents differentiate between the Pacific Pines Estate development and Lennox Head. PPE is seen as a potentially discrete community.

Housing Products

- A mix of housing styles and prices is a powerful driver of support for the development, (39% indicate that this would make them feel a lot more favourable, with a total more favourable of 79%). A nursing hostel also receives robust support (36% a lot more favourable, 72% total more favourable) and there is softer support for the notion of smaller more affordable homes (26% a lot more favourable, 57% total more favourable). There is certainly a market for larger more expensive homes and low rise apartments (37% and 35% more favourable respectively)

however for a majority of residents at the moment these are not attractive options. This of course is offset by the very high and robust level of support for "a mix of housing styles and prices".

Concerns about Pacific Pines development

- The development causes concern among 44% of Lennox Head residents. Concern is lower among the over 50s (39% of over 50s who have concerns compared with 44% of the total sample). The greatest concerns are the impact of overdevelopment and rapid population growth (20% volunteering); resulting traffic congestion and impact on roads, particularly access to North Creek Road (20%) and the overall capacity of infrastructure to cope with the population growth (17%). Environmental impact is also a top level cause for concern (13%) with some referring to an environmental buffer zone, as is the potential for the loss of the "village feel" (10%). There are many lower level concerns, most prominent among them a concern that the residential development might be of inferior quality, with some suggesting that this might impact negatively on house prices and the image of the area (6%); water supply problems and sewage runoff (5%) and the area mosquito problem (4%).

"the impact on the environment if any natural habitats are lost...the capacity of infrastructure to service the population"

"the number of house will mean such a rise in local population that traffic congestion will be a real issue"

"too many people for the good of the existing community and the health of the lake and I'm worried that high density housing and units will create a new slum"

"any more development threatens the sense of community and puts pressure on infrastructure"

"Limited development is ok but I don't want to lose the village feel"

"I just want it to be quality. I don't want just bricks and tile. I want contemporary coastal architecture"

Pacific Pines Estate: an Attractive Residential Destination

- At this stage around one out of four would consider living at Pacific Pine Estate. This is higher among the younger age group, lower household income group (under 50s and under \$70,000). All were asked what would make the estate a more attractive place to live: more open space and parklands (12%); bigger blocks and low density housing options (10%); improved access to North Creek Road and road problems generally (8%); sporting facilities (8%); bike tracks and walkways (6%); improved bus services (5%); the problem of being too far from the beach-improve beach access (5%); more affordable housing options (4%); more shops (4%); accommodation and care facilities for the aged (4%); get rid of the mosquito problem (4%) a skate park (4%). Raised at levels of less than 4% were: the inclusion of more family areas; a cinema; a community hall; a medical centre; a video store, a wildlife sanctuary and a police station.

TABLES

Length of Residency in Lennox Head

How long have you lived in Lennox Head?

	Less than a year %	1-2 years %	2-5 years %	5-10 years %	More than ten years %	Unsure %
All Respondents	2	10	16	27	45	-
Male	-	6	17	30	47	-
Female	4	14	14	24	43	1
Under 50	3	10	20	32	34	1
50 & Over	1	10	10	21	58	-
Time lived in Lennox						
0-5 years	8	36	56	-	-	-
5-10 years	-	-	-	100	-	-
More than 10	-	-	-	-	100	-
Considering moving	8	14	10	26	42	-
Freehold owners	1	7	12	21	58	1
Mortgagees	1	8	15	40	36	-
Renting and other	7	18	22	25	28	-
Kids	1	4	17	40	37	1
No Kids	3	13	15	20	49	-
Under \$70,000	3	12	13	23	49	-
Over \$70,000	-	7	22	30	41	-

Previous Place of Residence

Where did you live before Lennox Head?

	Lismore %	Ballina %	Another town in same area %	Brisbane or Gold Coast %	Another part of Queensland %	Sydney %	Another part of NSW %	Somewhere else in Australia %	Overseas %	Unsure %
All Respondents	11	16	9	3	5	17	25	9	3	2
Male	10	15	9	4	7	14	23	10	4	4
Female	11	16	10	3	3	20	27	8	1	1
Under 50	7	20	12	4	4	14	23	11	2	3
50 & Over	15	11	6	2	6	21	27	7	4	1
Time lived in Lennox										
0-5 years	7	20	16	2	11	10	18	14	2	-
5-10 years	11	15	8	8	2	13	31	8	4	-
More than 10	12	14	6	1	4	25	25	6	2	5
Considering moving	9	15	12	4	3	25	15	15	-	2
Freehold owners	15	14	9	4	6	15	27	7	2	1
Mortgagees	8	18	7	2	4	22	26	7	3	3
Renting and other	5	18	14	3	5	13	20	17	2	3
Kids	6	18	8	5	5	15	30	9	3	1
No Kids	13	15	10	2	5	18	22	9	3	3
Under \$70,000	9	18	8	3	4	16	27	12	2	1
Over \$70,000	12	15	10	5	8	22	19	3	3	3

Current Housing Type

What type of housing do you currently live in:

	Separate house-single story %	Separate house-2 story plus %	Attached house (duplex, townhouse or terrace) %	Flat, unit, apartment %	Other %
All Respondents	42	32	19	5	2
Male	42	35	16	4	3
Female	42	28	22	6	2
Under 50	42	30	22	5	1
50 & Over	41	34	15	6	4
Time lived in Lennox					
0-5 years	39	23	28	8	2
5-10 years	49	28	17	3	3
More than 10	40	39	14	5	2
Considering moving	32	30	30	3	5
Freehold owners	41	41	10	4	4
Mortgagees	49	27	22	2	-
Renting and other	34	18	35	10	3
Kids	48	34	16	1	1
No Kids	39	31	21	7	2
Under \$70,000	44	26	20	7	3
Over \$70,000	39	39	16	4	2

Considering Moving in Next 1-2 Years?

Are you considering moving from your current home in the next 1-2 years?

	Yes %	No %	Unsure %
All Respondents	20	77	3
Male	18	80	2
Female	23	74	3
Under 50	28	69	3
50 & Over	11	87	2
Time lived in Lennox			
0-5 years	23	75	2
5-10 years	19	78	3
More than 10	19	78	3
Considering moving	100	-	-
Freehold owners	11	86	3
Mortgagees	15	82	3
Renting and other	45	52	3
Kids	21	76	3
No Kids	20	78	2
Under \$70,000	23	73	4
Over \$70,000	15	84	1

Residential Destination for Those Considering Moving

Where are you thinking of moving to?:

	Lennox Head	Ballina shire	Somewhere else in the north coast area OR	To another area altogether	Unsure
	%	%	%	%	%
All Respondents	34	19	20	24	3
Male	21	21	26	32	-
Female	43	17	16	18	6
Under 50	35	20	18	24	3
50 & Over	29	16	26	24	5
Time lived in Lennox					
0-5 years	44	10	24	15	7
5-10 years	28	22	22	24	4
More than 10	29	25	16	30	-
Considering moving	34	19	20	24	3
Freehold owners	34	26	20	20	-
Mortgagees	19	45	11	14	11
Renting and other	39	6	23	30	2
Kids	43	16	20	15	6
No Kids	28	21	20	29	2
Under \$70,000	38	17	21	20	4
Over \$70,000	16	45	19	20	-

Housing Product for Those Considering Moving

What type of housing will you be looking for looking for?

	Separate house-single story %	Separate house-2 story plus %	Attached house (duplex, townhouse or terrace) %	Flat, unit, apartment %	Other %	Unsure %
All Respondents	44	13	9	17	10	7
Male	45	9	4	21	16	5
Female	42	16	13	14	6	9
Under 50	47	14	5	16	11	7
50 & Over	31	11	23	18	8	9
Time lived in Lennox						
0-5 years	58	10	17	-	-	15
5-10 years	49	9	6	20	7	9
More than 10	29	18	5	28	20	-
Considering moving	44	13	9	17	10	7
Considering Lennox / Ballina	39	19	19	9	5	9
Freehold owners	29	25	14	11	14	7
Mortgagees	48	17	6	-	18	11
Renting and other	49	6	8	26	5	6
Kids	50	20	3	8	16	3
No Kids	40	9	13	22	6	10
Under \$70,000	47	8	9	15	11	10
Over \$70,000	55	-	16	10	12	7

Satisfaction With Lennox Head Amenities and Services

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
Cafes and restaurants	1	5	93	1	91	8.1
Local primary schools	2	6	77	15	74	7.9
Chemists and medical services	4	7	88	1	84	7.9
Small specialty shops	10	17	71	2	61	6.8
Bars, pubs and taverns	14	17	63	6	49	6.6
Supermarkets	23	12	64	1	41	6.4
Childcare services	9	11	43	37	34	6.4
Local high schools	20	10	56	14	36	6.0
Lennox Head sporting facilities	26	16	53	5	27	5.7
Bus services	27	12	46	15	19	5.5
Community activities and the arts	31	22	37	10	6	5.1
Car parking in the village	51	14	34	1	-17	4.3
Retirement housing	38	9	23	30	-15	3.9
Aged care facilities such as nursing homes	45	8	21	26	-25	3.3

HIGH LEVELS OF DISSATISFACTION WITH PARKING AND AGED HOUSING AND FACILITIES

Lennox Head Sporting Facilities

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	26	16	53	5	27	5.7
Male	28	15	53	4	24	5.5
Female	24	18	53	5	28	5.9
Under 50	26	16	54	4	28	5.6
50 & Over	26	18	50	6	24	5.8
Time lived in Lennox						
0-5 years	11	22	60	7	49	6.4
5-10 years	32	11	54	3	22	5.5
More than 10	32	16	48	4	16	5.4
Considering moving	27	18	49	6	22	5.6
Freehold owners	30	19	47	4	17	5.5
Mortgagees	30	13	54	3	23	5.5
Renting and other	14	14	65	7	50	6.4
Kids	34	17	46	3	11	5.1
No Kids	22	16	57	5	35	6.1
Under \$70,000	23	16	56	5	33	6.0
Over \$70,000	31	13	53	3	22	5.6

Community Activities and the Arts

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	31	22	37	10	6	5.1
Male	26	24	37	13	10	5.2
Female	35	21	38	6	3	5.0
Under 50	37	23	35	5	-2	4.9
50 & Over	23	23	40	14	17	5.3
Time lived in Lennox						
0-5 years	29	24	36	11	7	5.1
5-10 years	36	27	34	3	-2	5.0
More than 10	29	18	41	12	12	5.2
Considering moving	46	15	30	9	-15	4.5
Freehold owners	24	22	42	12	18	5.3
Mortgagees	39	22	32	7	-7	4.9
Renting and other	38	24	31	7	-7	4.7
Kids	36	24	37	3	1	4.9
No Kids	28	22	37	13	9	5.2
Under \$70,000	27	22	41	10	13	5.2
Over \$70,000	38	22	37	3	-1	4.9

Local Primary Schools

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	2	6	77	15	74	7.9
Male	1	7	74	18	74	7.7
Female	4	6	78	12	75	8.1
Under 50	3	7	76	14	74	7.7
50 & Over	2	4	77	17	75	8.2
Time lived in Lennox						
0-5 years	1	5	69	25	68	8.0
5-10 years	8	3	77	12	69	7.6
ore than 10	-	8	81	11	81	8.0
Considering moving	1	6	80	13	78	7.9
Freehold owners	1	5	80	14	79	8.1
Mortgagees	3	6	78	13	75	7.8
Renting and other	2	8	71	19	69	7.8
Kids	4	4	85	7	81	7.8
No Kids	2	7	72	19	70	8.0
Under \$70,000	2	7	73	18	71	7.8
Over \$70,000	3	2	86	9	84	8.1

Local High Schools

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	20	10	56	14	36	6.0
Male	20	6	58	16	39	6.0
Female	20	15	53	12	33	6.0
Under 50	18	11	59	12	40	6.0
50 & Over	22	10	52	16	30	6.0
Time lived in Lennox						
0-5 years	19	11	48	22	29	5.8
5-10 years	22	7	60	11	38	5.9
More than 10	19	12	58	11	39	6.2
Considering moving	22	7	58	13	36	5.8
Freehold owners	21	10	55	14	34	6.0
Mortgagees	17	12	61	10	44	6.4
Renting and other	23	11	51	15	29	5.4
Kids	15	9	69	7	54	6.5
No Kids	23	12	48	17	25	5.7
Under \$70,000	20	10	56	14	37	6.1
Over \$70,000	20	12	58	10	38	6.1

Childcare Services

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	9	11	43	37	34	6.4
Male	8	11	46	35	37	6.4
Female	9	12	40	39	31	6.4
Under 50	12	12	46	30	34	6.3
50 & Over	5	11	39	45	34	6.5
Time lived in Lennox						
0-5 years	6	7	44	43	39	6.7
5-10 years	11	10	47	32	36	6.2
More than 10	9	14	40	37	30	6.4
Considering moving	13	13	40	34	27	6.0
Freehold owners	7	12	38	43	32	6.5
Mortgagees	11	13	46	30	35	6.3
Renting and other	9	8	49	34	40	6.4
Kids	15	14	47	24	32	6.2
No Kids	5	10	40	45	35	6.5
Under \$70,000	10	12	42	36	32	6.3
Over \$70,000	8	14	47	31	38	6.5

HIGHER LEVEL OF DISSATISFACTION, PREDICTABLY, AMONG THOSE WITH KIDS, BUT STILL OVERALL SATISFIED

Aged Care Facilities Such As Nursing Homes

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

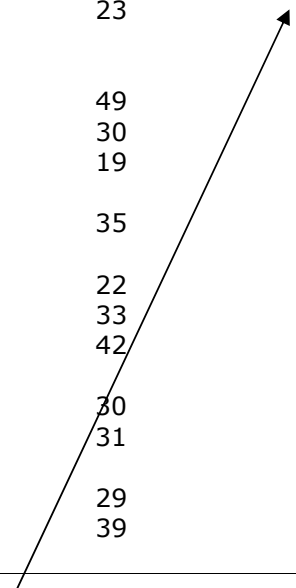
	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	45	8	21	26	-25	3.3
Male	44	5	20	31	-24	3.4
Female	47	11	21	21	-26	3.2
Under 50	37	11	20	32	-17	3.7
50 & Over	57	4	22	17	-35	2.9
Time lived in Lennox						
0-5 years	32	10	13	45	-19	3.7
5-10 years	48	7	18	27	-31	2.9
More than 10	52	7	28	13	-25	3.4
Considering moving	28	10	29	33	@	4.5
Freehold owners	57	3	24	16	-33	3.0
Mortgagees	49	11	12	28	-37	2.9
Renting and other	21	12	25	42	4	4.8
Kids	48	8	20	24	-27	3.2
No Kids	44	8	21	27	-23	3.4
Under \$70,000	45	7	23	25	-21	3.4
Over \$70,000	46	8	17	29	-30	3.2

HIGHER INCOME, OVER 50s LESS LIKELY TO BE SATISFIED WITH AGED CARE FACILITIES

Retirement Housing

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	38	9	23	30	-15	3.9
Male	32	11	23	34	-9	4.3
Female	43	8	22	27	-20	3.5
Under 50	30	10	24	36	-6	4.4
50 & Over	47	9	21	23	-26	3.3
Time lived in Lennox						
0-5 years	21	8	22	49	1	4.7
5-10 years	40	13	17	30	-22	3.8
More than 10	46	9	26	19	-20	3.6
Considering moving	25	6	34	35	8	4.8
Freehold owners	47	8	23	22	-23	3.6
Mortgagees	42	12	13	33	-29	3.2
Renting and other	16	10	32	42	15	5.4
Kids	39	12	19	30	-20	4.0
No Kids	36	8	25	31	-12	3.8
Under \$70,000	38	9	24	29	-13	4.0
Over \$70,000	35	8	18	39	-16	3.8



AGAIN, THE OVER 50S UNDERSTANDABLY THE GROUP MORE LIKELY TO BE DISSATISFIED

Bars, Pubs and Taverns

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	14	17	63	6	49	6.6
Male	15	18	61	6	46	6.5
Female	14	15	66	5	52	6.6
Under 50	18	18	61	3	43	6.3
50 & Over	9	16	66	9	57	6.9
Time lived in Lennox						
0-5 years	16	17	60	7	44	6.2
5-10 years	15	12	71	2	55	6.8
More than 10	13	19	61	7	49	6.6
Considering moving	27	12	59	2	32	5.9
Freehold owners	11	19	63	7	52	6.7
Mortgagees	21	16	60	3	39	6.2
Renting and other	15	8	73	4	57	6.8
Kids	15	20	62	3	48	6.5
No Kids	14	15	64	7	50	6.6
Under \$70,000	16	15	61	8	46	6.5
Over \$70,000	19	13	65	3	45	6.4

Cafes and Restaurants

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	1	5	93	1	91	8.1
Male	-	7	91	2	91	8.1
Female	3	3	94	-	91	8.2
Under 50	2	7	91	-	89	8.0
50 & Over	1	3	94	2	93	8.3
Time lived in Lennox						
0-5 years	1	6	92	1	91	8.0
5-10 years	1	4	95	-	95	8.3
More than 10	2	5	91	2	89	8.1
Considering moving	3	6	90	1	87	7.8
Freehold owners	1	4	93	2	92	8.2
Mortgagees	2	7	90	1	88	8.1
Renting and other	1	5	94	-	93	8.0
Kids	2	5	92	1	90	8.2
No Kids	1	6	92	1	91	8.1
Under \$70,000	1	5	93	1	92	8.2
Over \$70,000	3	6	91	-	89	7.9

Small Specialty Shops

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	10	17	71	2	61	6.8
Male	10	14	71	5	61	6.6
Female	10	19	70	1	61	6.9
Under 50	10	16	73	1	63	6.8
50 & Over	10	17	68	5	58	6.7
Time lived in Lennox						
0-5 years	6	18	73	3	67	6.6
5-10 years	11	18	69	2	58	6.7
More than 10	11	16	70	3	59	6.9
Considering moving	16	24	58	2	42	6.3
Freehold owners	7	16	72	5	65	6.8
Mortgagees	7	19	74	-	67	6.8
Renting and other	19	18	62	1	43	6.5
Kids	6	15	79	-	73	7.0
No Kids	12	18	66	4	54	6.6
Under \$70,000	12	18	67	3	55	6.7
Over \$70,000	5	14	79	2	74	7.0

Supermarkets

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	23	12	64	1	41	6.4
Male	30	11	58	1	28	6.0
Female	16	12	71	1	54	6.8
Under 50	21	10	68	1	47	6.5
50 & Over	25	14	59	2	34	6.3
Time lived in Lennox						
0-5 years	23	15	61	1	37	6.2
5-10 years	23	9	67	1	43	6.4
More than 10	23	11	65	1	42	6.6
Considering moving	31	9	60	-	29	6.2
Freehold owners	24	12	62	2	39	6.3
Mortgagees	20	13	67	-	47	6.5
Renting and other	27	8	65	-	38	6.5
Kids	22	11	67	-	45	6.5
No Kids	24	13	62	1	39	6.4
Under \$70,000	21	12	65	2	44	6.5
Over \$70,000	29	10	61	-	32	6.2

Chemists and Medical Services

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?.

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	4	7	88	1	84	7.9
Male	3	6	90	1	86	7.8
Female	5	7	87	1	82	8.0
Under 50	6	9	85	-	79	7.5
50 & Over	2	4	92	2	89	8.3
Time lived in Lennox						
0-5 years	5	9	86	-	81	7.6
5-10 years	4	5	87	4	84	7.8
More than 10	4	6	90	-	86	8.1
Considering moving	3	7	88	2	85	7.7
Freehold owners	1	4	93	2	93	8.4
Mortgagees	10	12	78	-	68	7.3
Renting and other	5	4	91	-	86	7.7
Kids	6	7	86	1	80	7.6
No Kids	3	6	90	1	86	8.0
Under \$70,000	6	4	89	1	83	7.9
Over \$70,000	3	14	81	2	79	7.9

Bus Services

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all at and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	27	12	46	15	19	5.5
Male	28	13	42	17	14	5.3
Female	26	11	50	13	24	5.7
Under 50	32	9	45	14	14	5.3
50 & Over	21	16	47	16	26	5.8
Time lived in Lennox						
0-5 years	28	8	51	13	22	5.6
5-10 years	27	12	40	21	14	5.4
More than 10	26	15	46	13	19	5.5
Considering moving	29	14	47	10	17	5.3
Freehold owners	24	14	47	15	23	5.7
Mortgagees	28	14	38	20	11	5.4
Renting and other	33	8	52	7	18	5.3
Kids	29	9	49	13	20	5.5
No Kids	26	14	44	16	18	5.5
Under \$70,000	30	10	50	10	19	5.4
Over \$70,000	20	19	39	22	19	5.6

YOUNGER AGE GROUPS LESS SATISFIED WITH THE LOCAL BUS SERVICES

Car Parking in the Village

Thinking about Lennox Head, using a scale of 0-10, where 0 means not satisfied at all and 10 means very satisfied, are you satisfied or dissatisfied with the availability of the following?

	Dissatisfied (0-4) %	Neutral (5) %	Satisfied (6-10) %	Don't know %	NET SATISFIED %	Mean %
All Respondents	51	14	34	1	-17	4.3
Male	51	16	32	1	-19	4.4
Female	51	13	36	-	-15	4.3
Under 50	44	16	40	-	-4	4.6
50 & Over	59	12	27	2	-32	3.9
Time lived in Lennox						
0-5 years	36	14	49	1	13	5.2
5-10 years	46	18	36	-	-10	4.5
More than 10	63	12	24	1	-39	3.7
Considering moving	40	14	46	-	6	4.9
Freehold owners	56	15	27	2	-29	3.9
Mortgagees	56	16	28	-	-27	4.0
Renting and other	35	9	56	-	22	5.4
Kids	54	19	27	-	-28	4.1
No Kids	48	12	39	1	-9	4.5
Under \$70,000	52	13	34	1	-18	4.3
Over \$70,000	52	15	33	-	-20	4.5

OVER 50s MUCH MORE LIKELY TO BE DISSATISFIED WITH VILLAGE PARKING

Message Testing

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
Lennox Head is in danger of losing its village character and strong community spirit	74	23	2	1	51
Parking is a major problem in the village	73	25	1	1	47
There are not enough job opportunities in the area	69	24	1	6	45
Traffic congestion on the coast road is a serious and increasing problem	65	32	1	2	33
The rate of growth in Lennox Head is too fast	57	35	2	6	21
The rate of growth in Lennox head is about right	57	38	1	4	19
Bus services to the surrounding towns are totally inadequate	51	33	1	15	18
Lennox Head needs more carefully planned medium density housing	47	47	1	5	@
More residential growth would bring better facilities and services to Lennox Head	40	50	3	7	-10
Lennox Head needs a new high school	38	50	1	11	-12
Lennox Head needs a new primary school	25	53	2	20	-28
Lennox Head needs a large supermarket	30	69	1	-	-39
Lennox Head needs more retail outlets	23	75	1	1	-53

NEARLY THREE OUT OF FOUR WORRIED ABOUT LOSS OF VILLAGE CHARACTER

WHEN THE QUESTION IS LIMITED TO LENNOX HEAD ITSELF, THERE IS NO STRONG SUPPORT FOR ANY OF THESE, PARTICULARLY A SUPERMARKET OR ANY INCREASE IN RETAIL OUTLETS. BUT WHEN LOOKING AT OUTCOMES FOR PACIFIC PINES ESTATE, A DIFFERENT STORY EMERGES AND MORE RETAIL IS WELCOMED (P.65).

The Rate of Growth in Lennox Head Is Too Fast

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	57	35	2	6	21
Male	50	43	1	6	7
Female	63	28	2	7	35
Under 50	57	36	1	6	21
50 & Over	57	35	2	6	22
Time lived in Lennox					
0-5 years	50	34	3	13	16
5-10 years	48	47	1	4	2
More than 10	65	30	2	3	36
Considering moving	52	37	3	8	15
Freehold owners	59	35	1	5	24
Mortgagees	55	42	1	2	12
Renting and other	57	29	3	11	28
Kids	60	33	-	7	28
No Kids	55	37	3	5	18
Under \$70,000	57	33	2	8	24
Over \$70,000	54	39	3	4	15

The Rate of Growth in Lennox Head Is About Right

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	57	38	1	4	19
Male	60	34	1	5	26
Female	54	42	1	3	13
Under 50	58	39	-	3	19
50 & Over	55	37	3	5	18
Time lived in Lennox					
0-5 years	66	26	-	8	40
5-10 years	57	38	2	3	20
More than 10	52	45	1	2	7
Considering moving	52	41	2	5	11
Freehold owners	56	38	2	4	17
Mortgagees	62	37	1	-	26
Renting and other	56	38	-	6	17
Kids	56	40	-	4	16
No Kids	58	37	2	3	20
Under \$70,000	60	36	-	4	25
Over \$70,000	54	40	3	3	14

Lennox Head Is in Danger of Losing Its Village Character and Strong Community Spirit

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	74	23	2	1	51
Male	72	24	3	1	48
Female	76	22	1	1	54
Under 50	74	22	2	2	51
50 & Over	74	24	2	-	51
Time lived in Lennox					
0-5 years	68	32	-	-	36
5-10 years	65	26	5	4	39
More than 10	83	16	1	-	68
Considering moving	67	29	-	4	38
Freehold owners	76	21	3	-	54
Mortgagees	66	28	2	4	39
Renting and other	80	20	-	-	60
Kids	73	22	2	3	50
No Kids	75	23	2	-	51
Under \$70,000	76	23	-	1	53
Over \$70,000	73	26	-	1	47

There Are Not Enough Job Opportunities in the Area

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	69	24	1	6	45
Male	69	24	-	7	46
Female	68	24	2	6	43
Under 50	65	29	1	5	36
50 & Over	73	18	1	8	55
Time lived in Lennox					
0-5 years	65	29	1	5	37
5-10 years	71	21	-	8	50
More than 10	70	22	2	6	47
Considering moving	76	19	-	5	57
Freehold owners	69	23	2	6	46
Mortgagees	61	31	-	8	31
Renting and other	78	16	1	5	62
Kids	66	27	1	6	38
No Kids	71	22	1	6	49
Under \$70,000	70	21	2	7	49
Over \$70,000	66	28	-	6	38

Lennox Head Needs More Carefully Planned Medium Density Housing

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	47	47	1	5	@
Male	52	45	1	2	7
Female	42	49	2	7	-7
Under 50	44	50	2	4	-5
50 & Over	50	44	1	5	5
Time lived in Lennox					
0-5 years	48	43	-	9	5
5-10 years	49	47	3	1	2
More than 10	46	49	1	4	-4
Considering moving	45	49	-	6	-5
Freehold owners	50	45	2	3	5
Mortgagees	46	50	2	2	-5
Renting and other	43	48	-	9	-4
Kids	46	51	2	1	-5
No Kids	48	45	1	6	3
Under \$70,000	49	44	1	6	5
Over \$70,000	44	49	3	4	-5

Lennox Head Needs a New High School

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	38	50	1	11	-12
Male	36	52	1	11	-15
Female	39	48	2	11	-9
Under 50	39	51	2	8	-12
50 & Over	35	48	2	15	-13
Time lived in Lennox					
0-5 years	38	43	1	18	-4
5-10 years	44	44	2	10	@
More than 10	33	58	1	8	-25
Considering moving	39	53	-	8	-15
Freehold owners	32	54	1	13	-22
Mortgagees	41	48	3	8	-7
Renting and other	45	41	1	13	4
Kids	44	51	1	4	-8
No Kids	34	48	2	16	-14
Under \$70,000	40	46	1	13	-6
Over \$70,000	28	58	2	12	-31

Lennox Head Needs a New Primary School

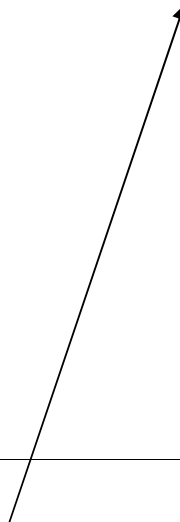
I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	25	53	2	20	-28
Male	28	49	2	21	-22
Female	22	56	2	20	-34
Under 50	25	58	2	15	-33
50 & Over	25	46	2	27	-21
Time lived in Lennox					
0-5 years	20	44	4	32	-24
5-10 years	28	59	-	13	-31
More than 10	26	54	3	17	-28
Considering moving	18	57	3	22	-39
Freehold owners	22	54	2	22	-32
Mortgagees	36	51	1	12	-14
Renting and other	16	54	4	26	-39
Kids	26	64	2	8	-38
No Kids	24	47	2	27	-23
Under \$70,000	28	50	4	18	-21
Over \$70,000	17	64	1	18	-47

Lennox Head Needs More Retail Outlets

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	23	75	1	1	-53
Male	20	78	1	1	-57
Female	25	73	1	1	-49
Under 50	24	75	-	1	-51
50 & Over	21	76	2	1	-55
Time lived in Lennox					
0-5 years	35	63	1	1	-28
5-10 years	21	79	-	-	-58
More than 10	17	81	1	1	-64
Considering moving	30	70	-	-	-40
Freehold owners	21	77	1	1	-57
Mortgagees	22	77	1	-	-55
Renting and other	30	69	-	1	-39
Kids	19	81	-	-	-62
No Kids	25	72	2	1	-47
Under \$70,000	22	77	-	1	-54
Over \$70,000	22	75	1	2	-53



RELATIVE NEWCOMERS TO LENNOX MORE LIKELY TO AGREE THAT MORE RETAIL OUTLETS ARE NEEDED
Indicative only

More Residential Growth Would Bring Better Facilities and Services To Lennox Head

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	40	50	3	7	-10
Male	43	47	1	9	-4
Female	38	53	5	4	-15
Under 50	45	48	2	5	-3
50 & Over	35	53	5	7	-18
Time lived in Lennox					
0-5 years	53	35	4	8	18
5-10 years	40	50	3	7	-10
More than 10	33	59	3	5	-26
Considering moving	51	44	3	2	7
Freehold owners	35	55	4	6	-20
Mortgagees	48	41	4	7	7
Renting and other	45	47	1	7	-3
Kids	38	51	5	6	-12
No Kids	42	50	2	6	-8
Under \$70,000	40	50	1	9	-11
Over \$70,000	45	45	7	3	@

YOUNGER RESIDENTS MORE LIKELY TO AGREE WITH THIS, AS ARE MORTGAGEES: NEED TO CONVINCING THE OLDER, LONG TERM RESIDENTS

Lennox Head Needs a Large Supermarket

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	NET AGREE %
All Respondents	30	69	1	-39
Male	31	69	-	-38
Female	29	69	2	-40
Under 50	29	71	-	-42
50 & Over	32	67	1	-36
Time lived in Lennox				
0-5 years	34	65	1	-31
5-10 years	30	70	-	-40
More than 10	27	71	2	-44
Considering moving	34	65	1	-31
Freehold owners	32	66	2	-35
Mortgagees	28	72	-	-45
Renting and other	30	70	-	-39
Kids	27	72	1	-46
No Kids	32	67	1	-35
Under \$70,000	32	67	1	-36
Over \$70,000	20	80	-	-59

VERY STRONG OPPOSITION AMONG HIGHER INCOME HOUSEHOLDS

Bus Services to the Surrounding Towns Are Totally Inadequate

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	51	33	1	15	18
Male	50	34	2	14	16
Female	51	31	1	17	20
Under 50	54	29	1	16	26
50 & Over	46	37	2	15	9
Time lived in Lennox					
0-5 years	55	26	1	18	29
5-10 years	53	29	1	17	23
More than 10	46	39	2	13	8
Considering moving	58	23	1	18	35
Freehold owners	47	36	1	16	10
Mortgagees	47	31	2	20	16
Renting and other	64	27	-	9	37
Kids	53	29	1	17	24
No Kids	50	34	1	15	15
Under \$70,000	51	32	2	15	19
Over \$70,000	50	34	1	15	16

Parking Is a Major Problem in the Village

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	73	25	1	1	47
Male	73	27	-	-	46
Female	73	24	1	2	49
Under 50	74	25	-	1	49
50 & Over	72	26	1	1	45
Time lived in Lennox					
0-5 years	61	35	1	3	27
5-10 years	68	31	1	-	37
More than 10	83	17	-	-	66
Considering moving	55	41	1	3	14
Freehold owners	76	23	1	-	53
Mortgagees	79	20	1	-	59
Renting and other	59	38	-	3	21
Kids	82	17	1	-	66
No Kids	67	31	-	2	36
Under \$70,000	70	27	1	2	44
Over \$70,000	71	29	-	-	42

HOUSEHOLDS WITH KIDS AND MORTGAGES MORE LIKELY TO SEE PARKING AS AN ISSUE

Traffic Congestion On the Coast Road Is a Serious and Increasing Problem

I'll read you some things people have said about Lennox Head. Tell me whether you agree or disagree with each one:

	Agree %	Disagree %	Neither %	Unsure %	NET AGREE %
All Respondents	65	32	1	2	33
Male	65	32	1	2	33
Female	66	32	1	1	33
Under 50	63	35	1	1	29
50 & Over	68	29	1	2	38
Time lived in Lennox					
0-5 years	67	31	1	1	36
5-10 years	60	37	1	2	24
More than 10	67	31	-	2	37
Considering moving	60	38	2	-	22
Freehold owners	70	28	1	1	41
Mortgagees	67	30	-	3	36
Renting and other	56	41	3	-	14
Kids	62	36	-	2	25
No Kids	67	30	2	1	37
Under \$70,000	65	32	1	2	32
Over \$70,000	63	35	2	-	28

Workplace Location

Where do you work?

	Lennox %	Ballina %	Byron %	Lismore %	Another town in the area %	Tweed or north of Tweed %	From home %	Not in paid work %	Other / Unsure / Refused %
All Respondents	16	24	6	8	6	-	5	27	8
Male	15	23	6	9	5	1	8	21	12
Female	17	24	5	8	7	-	2	32	5
Under 50	24	33	9	8	7	-	6	7	6
50 & Over	6	12	2	7	4	1	4	52	12
Time lived in Lennox									
0-5 years	15	20	8	8	6	-	4	30	9
5-10 years	13	32	4	13	7	1	8	15	7
More than 10	19	21	5	5	5	-	4	32	9
Considering moving	24	25	11	9	6	-	4	12	9
Freehold owners	9	20	1	6	6	-	4	44	10
Mortgagees	21	34	8	9	5	1	7	8	7
Renting and other	28	16	12	10	7	-	6	14	7
Kids	23	36	6	7	7	-	7	8	6
No Kids	13	16	6	8	5	1	3	38	10
Under \$70,000	15	19	5	6	7	-	4	32	12
Over \$70,000	21	29	6	15	8	2	7	7	5

Mode of Transport to Workplace

How do you currently travel there?

	Car %	Bus %	Other %
All Respondents	83	2	15
Male	89	1	10
Female	79	2	19
Under 50	81	2	17
50 & Over	90	-	10
Time lived in Lennox			
0-5 years	80	4	16
5-10 years	86	2	12
More than 10	85	-	15
Considering moving	72	6	22
Freehold owners	93	-	7
Mortgagees	89	-	11
Renting and other	64	5	31
Kids	90	-	10
No Kids	77	3	20
Under \$70,000	81	2	17
Over \$70,000	92	-	8

Food and Grocery Shopping

Which town do you generally go to for your main food and grocery shopping?

	Lennox %	Ballina %	Byron %	Lismore %
All Respondents	4	94	1	1
Male	3	96	-	1
Female	6	92	2	-
Under 50	5	92	2	1
50 & Over	3	97	-	-
Time lived in Lennox				
0-5 years	5	93	2	-
5-10 years	3	97	-	-
More than 10	4	94	1	1
Considering moving	3	94	-	3
Freehold owners	3	97	-	-
Mortgagees	2	96	2	-
Renting and other	8	87	3	2
Kids	2	95	1	2
No Kids	5	94	1	-
Under \$70,000	3	94	2	1
Over \$70,000	4	95	1	-

Furniture and Whitegoods Shopping

In which town do you generally buy major household items such as furniture and whitegoods?

	Lennox	Ballina	Byron	Lismore	Some other	Unsure / Refused
	%	%	%	%	%	%
All Respondents	-	83	1	7	7	2
Male	-	90	-	5	4	1
Female	-	77	1	10	11	1
Under 50	-	84	1	7	8	-
50 & Over	-	83	-	7	7	3
Time lived in Lennox						
0-5 years	-	82	2	8	5	3
5-10 years	-	88	-	6	6	-
More than 10	1	82	-	7	9	1
Considering moving	-	76	-	11	12	1
Freehold owners	-	84	-	7	6	3
Mortgagees	-	83	2	4	10	1
Renting and other	1	80	-	12	7	-
Kids	-	85	1	4	9	1
No Kids	-	82	1	9	6	2
Under \$70,000	-	84	-	9	6	1
Over \$70,000	-	81	1	6	12	-

Clothing and Accessories Shopping

In which town do you generally buy clothing and accessories?

	Lennox %	Ballina %	Byron %	Lismore %	Some other %	Unsure / Refused %
All Respondents	4	73	7	3	10	3
Male	2	76	4	4	10	4
Female	6	69	10	4	9	2
Under 50	5	69	11	5	9	1
50 & Over	2	77	3	2	11	5
Time lived in Lennox						
0-5 years	8	65	10	3	10	4
5-10 years	1	77	1	7	13	1
More than 10	3	75	8	2	8	4
Considering moving	8	57	11	4	17	3
Freehold owners	3	80	2	3	9	3
Mortgagees	4	75	6	1	12	2
Renting and other	6	59	17	8	7	3
Kids	3	75	6	4	11	1
No Kids	4	72	8	3	9	4
Under \$70,000	5	75	6	5	7	2
Over \$70,000	6	58	11	1	21	3

Medical, Dental and Other Services

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %	Unsure / Refused %
Chemist	73	24	2	-	1	-	-
Doctors and medical service	71	17	5	3	4	-	-
Veterinary services	40	18	1	-	1	40	-
Banking	11	77	4	2	4	2	-
Dental services	49	30	6	5	8	2	-

Doctors and Medical Service

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %
All Respondents	71	17	5	3	4	-
Male	63	21	6	5	4	1
Female	78	14	3	1	4	-
Under 50	68	19	4	4	4	1
50 & Over	74	15	6	2	3	-
Time lived in Lennox						
0-5 years	68	15	10	2	5	-
5-10 years	72	12	4	4	7	1
More than 10	72	22	1	3	2	-
Considering moving	71	14	8	5	2	-
Freehold owners	71	18	2	3	6	-
Mortgagees	70	21	4	1	4	-
Renting and other	70	14	9	6	-	1
Kids	68	19	3	3	7	-
No Kids	72	17	5	3	2	1
Under \$70,000	71	17	6	3	3	-
Over \$70,000	70	15	3	4	6	2

Dental Services

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %
All Respondents	49	30	6	5	8	2
Male	47	29	4	8	8	4
Female	50	31	7	3	8	1
Under 50	52	28	7	5	7	1
50 & Over	45	33	5	5	9	3
Time lived in Lennox						
0-5 years	43	26	13	6	10	2
5-10 years	56	22	3	8	9	2
More than 10	47	38	3	4	6	2
Considering moving	41	30	6	6	12	5
Freehold owners	52	29	3	6	9	1
Mortgagees	48	32	8	2	6	4
Renting and other	44	28	9	8	9	2
Kids	58	22	5	3	9	3
No Kids	44	34	6	6	8	2
Under \$70,000	49	31	5	5	7	3
Over \$70,000	57	22	8	5	8	-

Veterinary Services

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %
All Respondents	40	18	1	-	1	40
Male	37	21	-	-	2	40
Female	42	14	2	1	1	40
Under 50	41	19	1	-	2	37
50 & Over	38	16	-	1	1	44
Time lived in Lennox						
0-5 years	42	17	-	-	4	37
5-10 years	29	20	-	1	-	50
More than 10	45	17	2	-	1	35
Considering moving	46	14	3	-	-	37
Freehold owners	38	19	-	1	1	41
Mortgagees	44	21	-	-	1	34
Renting and other	39	10	3	-	3	45
Kids	42	21	1	-	-	36
No Kids	39	15	1	1	2	42
Under \$70,000	42	16	-	1	-	41
Over \$70,000	41	22	-	-	5	32

Chemist

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %
All Respondents	73	24	2	-	1	-
Male	72	23	3	-	1	1
Female	74	24	1	-	1	-
Under 50	72	24	2	-	1	1
50 & Over	73	23	2	1	1	-
Time lived in Lennox						
0-5 years	64	29	6	-	1	-
5-10 years	69	27	-	1	1	2
More than 10	80	18	1	-	1	-
Considering moving	74	21	3	-	-	2
Freehold owners	72	24	1	1	2	-
Mortgagees	69	30	1	-	-	-
Renting and other	79	14	5	-	-	2
Kids	74	25	-	-	1	-
No Kids	72	23	3	-	1	1
Under \$70,000	72	23	2	1	1	1
Over \$70,000	71	27	-	-	2	-

Banking

Please tell me where you mainly go for each of the following services:

	Lennox %	Ballina %	Byron %	Lismore %	Somewhere else %	Do not use service %	Unsure / Refused %
All Respondents	11	77	4	2	4	2	-
Male	10	76	4	3	5	2	-
Female	11	78	5	1	3	2	-
Under 50	12	76	6	2	3	1	-
50 & Over	9	79	2	2	5	3	-
Time lived in Lennox							
0-5 years	9	70	10	3	3	4	1
5-10 years	11	78	3	4	3	1	-
More than 10	11	82	2	-	4	1	-
Considering moving	17	75	6	2	-	-	-
Freehold owners	10	78	2	1	6	3	-
Mortgagees	8	84	3	2	1	2	-
Renting and other	16	68	10	3	3	-	-
Kids	12	79	4	-	3	2	-
No Kids	10	76	5	3	4	2	-
Under \$70,000	10	78	5	1	3	2	1
Over \$70,000	13	70	4	3	7	3	-

Frequency of Trips to Ballina

How often do you go to Ballina?

	Daily %	5-6 times a week %	3-4 times a week %	Once or twice a week %	Every two weeks %	Once a month %	Less frequently %
All Respondents	24	13	23	35	4	1	-
Male	27	14	24	30	2	2	1
Female	21	12	22	39	5	1	-
Under 50	28	18	22	28	4	-	-
50 & Over	18	7	25	43	4	2	1
Time lived in Lennox							
0-5 years	19	14	26	33	6	2	-
5-10 years	29	12	18	39	2	-	-
More than 10	23	13	25	34	3	1	1
Considering moving	26	11	25	34	4	-	-
Freehold owners	24	9	24	38	2	2	1
Mortgagees	31	22	18	25	3	1	-
Renting and other	13	12	28	38	8	1	-
Kids	28	23	20	27	1	1	-
No Kids	21	7	25	39	5	2	1
Under \$70,000	20	12	25	36	5	1	1
Over \$70,000	29	15	15	36	2	3	-

Awareness of Pacific Pines Estate

Are you aware of the Pacific Pines Estate?

	Yes %	No/Unsure %
All Respondents	95	5
Male	95	5
Female	95	5
Under 50	97	3
50 & Over	92	8
Time lived in Lennox		
0-5 years	91	9
5-10 years	96	4
More than 10	96	4
Considering moving	90	10
Freehold owners	94	6
Mortgagees	99	1
Renting and other	90	10
Kids	95	5
No Kids	95	5
Under \$70,000	91	9
Over \$70,000	100	-

Awareness of Ownership Change

Have you heard that the remaining 80 hectares of vacant Pacific Pines Estate land is changing ownership?

	Yes %	No/Unsure %
All Respondents	57	43
Male	61	39
Female	53	47
Under 50	50	50
50 & Over	65	35
Time lived in Lennox		
0-5 years	52	48
5-10 years	55	45
More than 10	61	39
Considering moving	55	45
Freehold owners	68	32
Mortgagees	47	53
Renting and other	47	53
Kids	54	46
No Kids	58	42
Under \$70,000	59	41
Over \$70,000	55	45

Attitude Towards Options for Inclusion in the Plan for the Estate

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea	Good idea	Bad idea	Very bad idea	No opinion either way	Unsure	TOTAL GOOD IDEA	TOTAL BAD IDEA	NET GOOD IDEA
	%	%	%	%	%	%	%	%	%
Parkland and open space	59	37	1	2	1	-	96	3	93
Walkways	43	52	2	2	1	-	95	3	91
Cycleways	50	43	2	2	2	1	94	4	89
Sporting complex	37	54	4	2	3	-	91	6	85
A childcare centre	29	60	3	2	6	-	89	5	84
Community hall	32	52	8	3	3	2	84	11	73
A centre for artistic activities	28	53	8	2	8	1	81	10	71
Accommodation specifically designed for older people	28	54	11	2	5	-	82	13	69
A diverse range of housing styles and types	27	53	9	2	6	3	80	11	69
A cafe or coffee shop	21	61	10	4	4	-	82	14	68
A public pool	28	48	14	3	6	1	76	17	59
Adult education facility	23	48	16	2	10	1	71	18	52
Medical centre	24	47	19	5	3	2	72	23	49
A primary school	15	53	15	4	9	4	68	19	49
A supermarket	17	51	21	7	4	-	68	28	40
A tavern	17	47	23	5	7	1	64	28	37
A video store	10	46	21	5	17	1	56	26	31
Small specialty shops	12	45	27	4	11	1	57	31	27

WHERE THESE WERE REJECTED FOR LENNOX HEAD (P. 37), THEY ARE SEEN AS DESIRABLE OUTCOMES FOR PACIFIC PINES, SUGGESTING DIFFERENTIATION

A Diverse Range of Housing Styles and Types

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	27	53	9	2	6	3	80	11	69
Male	30	56	6	1	4	3	86	7	79
Female	24	51	12	3	8	2	74	16	59
Under 50	29	47	11	3	6	4	77	14	63
50 & Over	24	60	8	1	6	1	84	9	75
Time lived in Lennox									
0-5 years	37	43	7	5	8	-	80	12	69
5-10 years	22	59	9	1	3	6	81	11	70
More than 10	23	55	11	1	7	3	79	12	67
Considering moving	25	54	11	1	9	-	79	12	67
Freehold owners	20	64	7	1	6	2	84	8	76
Mortgagees	38	41	12	-	5	4	79	12	67
Renting and other	27	48	11	5	6	3	75	16	59
Kids	28	50	12	2	4	4	78	14	65
No Kids	26	56	8	2	6	2	81	10	71
Under \$70,000	23	58	10	3	4	2	81	13	67
Over \$70,000	39	44	7	-	7	3	83	7	76

Small Specialty Shops

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	12	45	27	4	11	1	57	31	27
Male	8	46	28	2	15	1	53	31	23
Female	17	44	25	5	8	1	61	31	30
Under 50	14	47	24	6	8	1	61	30	32
50 & Over	10	42	30	2	15	1	52	32	20
Time lived in Lennox									
0-5 years	17	43	19	6	15	-	61	24	36
5-10 years	9	43	28	4	14	2	52	32	20
More than 10	11	47	31	3	8	-	59	34	24
Considering moving	11	56	24	2	7	-	67	27	40
Freehold owners	9	46	27	3	14	1	55	30	25
Mortgagees	17	41	28	3	11	-	59	31	28
Renting and other	14	46	26	6	8	-	59	33	27
Kids	11	47	26	5	10	1	58	31	26
No Kids	13	43	28	3	12	1	56	31	26
Under \$70,000	15	46	26	6	7	-	61	32	29
Over \$70,000	12	38	30	3	15	2	51	33	18

Accommodation Specifically Designed for Older People

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	28	54	11	2	5	-	82	13	69
Male	20	59	11	2	8	-	80	13	67
Female	35	49	10	3	2	1	84	13	71
Under 50	20	55	15	4	6	-	75	19	56
50 & Over	38	52	5	-	4	1	90	5	85
Time lived in Lennox									
0-5 years	30	51	11	2	6	-	81	13	67
5-10 years	24	58	7	4	6	1	82	11	71
More than 10	29	54	12	1	4	-	83	14	69
Considering moving	24	53	16	-	7	-	76	16	60
Freehold owners	33	52	11	-	3	1	85	11	74
Mortgagees	25	57	6	2	10	-	82	8	73
Renting and other	20	56	16	7	1	-	76	22	54
Kids	26	55	14	2	3	-	81	16	65
No Kids	29	54	9	2	5	1	83	11	72
Under \$70,000	30	51	11	3	5	-	81	15	66
Over \$70,000	24	53	14	2	7	-	77	16	61

OBVIOUSLY EVEN STRONGER SUPPORT AMONG OVER 50S

A Childcare Centre

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	29	60	3	2	6	-	89	5	84
Male	24	65	3	1	7	-	89	3	86
Female	33	55	3	3	5	1	88	6	82
Under 50	28	60	3	3	6	-	88	6	83
50 & Over	30	59	3	1	7	-	89	4	85
Time lived in Lennox									
0-5 years	35	50	2	2	10	1	85	4	82
5-10 years	26	66	4	1	3	-	92	5	86
More than 10	26	62	3	2	6	1	89	5	84
Considering moving	34	53	5	1	6	1	87	6	81
Freehold owners	30	60	5	-	5	-	90	6	84
Mortgagees	25	67	1	-	7	-	92	1	91
Renting and other	30	53	1	6	8	2	83	7	75
Kids	30	64	3	-	3	-	94	3	91
No Kids	27	58	3	3	8	1	85	6	79
Under \$70,000	30	57	2	3	7	1	88	4	83
Over \$70,000	32	58	6	1	3	-	90	7	82

Sporting Complex

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	37	54	4	2	3	-	91	6	85
Male	36	56	4	1	2	1	92	4	88
Female	38	52	4	3	3	-	89	7	83
Under 50	33	56	4	3	4	-	88	7	81
50 & Over	42	52	4	-	1	1	94	4	90
Time lived in Lennox									
0-5 years	38	49	7	2	2	2	87	8	79
5-10 years	40	53	3	3	1	-	93	6	87
More than 10	35	57	3	1	4	-	92	4	88
Considering moving	38	55	1	-	5	1	93	1	92
Freehold owners	40	54	3	-	2	1	94	3	91
Mortgagees	34	62	4	-	-	-	95	5	91
Renting and other	36	46	3	7	7	1	82	10	72
Kids	39	56	4	1	-	-	94	5	90
No Kids	36	53	4	2	4	1	89	6	83
Under \$70,000	33	57	4	2	3	1	90	6	84
Over \$70,000	41	56	2	1	-	-	97	3	94

A Primary School

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	15	53	15	4	9	4	68	19	49
Male	10	60	16	2	9	3	70	17	53
Female	19	47	13	7	10	4	66	20	46
Under 50	14	47	18	7	11	3	61	25	36
50 & Over	16	61	10	2	7	4	76	12	65
Time lived in Lennox									
0-5 years	14	53	11	4	16	2	67	14	53
5-10 years	17	54	15	3	7	4	71	19	53
More than 10	13	53	17	5	7	5	66	22	44
Considering moving	12	50	15	8	11	4	62	23	39
Freehold owners	16	56	13	2	7	6	72	16	57
Mortgagees	16	50	19	1	13	1	66	20	46
Renting and other	11	50	13	12	11	3	61	25	36
Kids	20	48	21	4	5	2	68	25	43
No Kids	12	56	11	5	12	4	68	16	52
Under \$70,000	17	52	17	5	7	2	69	22	47
Over \$70,000	10	54	15	4	12	5	65	19	46

A Tavern

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	17	47	23	5	7	1	64	28	37
Male	21	43	26	4	6	-	64	30	34
Female	13	52	20	5	8	2	65	25	39
Under 50	20	48	20	5	6	1	68	25	44
50 & Over	12	47	27	5	9	-	59	32	28
Time lived in Lennox									
0-5 years	14	50	21	3	11	1	63	24	39
5-10 years	18	48	24	4	5	1	67	27	39
More than 10	18	45	24	6	6	1	63	30	33
Considering moving	12	54	29	3	1	1	66	32	34
Freehold owners	16	46	26	3	8	1	62	29	34
Mortgagees	25	48	16	4	5	2	73	20	54
Renting and other	12	49	25	8	6	-	60	33	27
Kids	24	47	21	2	5	1	71	23	48
No Kids	13	48	24	6	9	-	61	30	30
Under \$70,000	18	48	22	6	6	-	66	28	39
Over \$70,000	15	39	29	3	12	2	54	32	21

Cycleways

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	50	43	2	2	2	1	94	4	89
Male	42	51	3	1	2	1	93	3	90
Female	58	36	2	3	1	-	94	5	89
Under 50	55	40	-	4	1	-	95	4	91
50 & Over	43	48	5	-	3	1	91	5	87
Time lived in Lennox									
0-5 years	56	37	2	2	3	-	93	4	90
5-10 years	51	43	2	1	3	-	95	3	92
More than 10	45	48	3	2	-	2	93	6	88
Considering moving	66	30	2	-	2	-	96	2	94
Freehold owners	45	47	4	1	2	1	92	5	87
Mortgagees	53	43	1	-	3	-	96	1	95
Renting and other	59	35	-	5	-	1	94	5	89
Kids	55	40	1	2	2	-	95	3	93
No Kids	48	45	3	2	1	1	93	5	87
Under \$70,000	48	46	1	2	2	1	94	3	90
Over \$70,000	51	41	4	2	2	-	92	6	85

Walkways

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	43	52	2	2	1	-	95	3	91
Male	38	58	2	-	2	-	97	2	95
Female	47	46	2	3	1	1	93	5	88
Under 50	45	49	2	3	1	-	94	5	89
50 & Over	40	56	2	-	2	-	96	2	94
Time lived in Lennox									
0-5 years	53	41	2	2	2	-	94	4	90
5-10 years	40	56	2	-	2	-	96	2	95
More than 10	38	57	2	2	1	-	95	5	90
Considering moving	43	57	-	-	-	-	100	0	100
Freehold owners	42	54	3	-	1	-	96	3	93
Mortgagees	38	56	3	1	2	-	94	4	90
Renting and other	51	43	-	5	-	1	94	5	89
Kids	42	53	2	1	2	-	95	3	93
No Kids	43	52	2	2	1	-	95	4	91
Under \$70,000	41	53	2	2	2	-	94	4	90
Over \$70,000	49	47	3	-	1	-	96	3	93

Parkland and Open Space

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	59	37	1	2	1	96	3	93
Male	51	46	2	-	1	97	2	96
Female	67	28	1	3	1	95	4	90
Under 50	60	36	-	3	1	95	3	92
50 & Over	58	39	3	-	-	97	3	94
Time lived in Lennox								
0-5 years	71	25	2	2	-	96	4	93
5-10 years	51	46	-	1	2	97	1	96
More than 10	56	39	2	2	1	95	4	91
Considering moving	71	27	-	-	2	98	0	98
Freehold owners	61	36	3	-	-	97	3	94
Mortgagees	49	47	1	-	3	96	1	96
Renting and other	70	25	-	5	-	95	5	90
Kids	60	37	1	1	1	98	2	96
No Kids	59	36	2	2	1	95	4	91
Under \$70,000	57	38	2	2	1	95	4	91
Over \$70,000	66	33	1	-	-	99	1	98

A Centre for Artistic Activities

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	28	53	8	2	8	1	81	10	71
Male	23	50	12	2	11	2	73	14	59
Female	32	56	3	3	6	-	88	6	83
Under 50	34	48	7	4	5	2	82	11	71
50 & Over	20	60	8	-	12	-	80	8	71
Time lived in Lennox									
0-5 years	41	45	2	2	10	-	86	4	82
5-10 years	25	58	8	3	6	-	83	11	72
More than 10	21	55	11	2	8	3	76	12	64
Considering moving	32	53	6	1	6	2	85	7	78
Freehold owners	25	57	8	-	9	1	83	8	75
Mortgagees	27	51	8	1	11	2	78	9	69
Renting and other	35	46	5	8	4	2	81	13	69
Kids	37	49	6	1	6	1	86	7	79
No Kids	23	55	8	3	10	1	78	11	68
Under \$70,000	30	51	8	3	7	1	81	11	69
Over \$70,000	33	49	8	1	7	2	82	9	73

A Supermarket

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	17	51	21	7	4	-	68	28	40
Male	13	55	22	5	5	-	68	27	41
Female	20	47	19	10	4	-	67	29	39
Under 50	16	50	20	10	4	-	66	30	35
50 & Over	18	52	21	4	5	-	70	25	45
Time lived in Lennox									
0-5 years	21	52	16	9	2	-	73	25	48
5-10 years	12	57	23	2	6	-	69	25	44
More than 10	16	48	22	9	5	-	64	31	33
Considering moving	19	37	27	8	9	-	56	35	21
Freehold owners	16	58	16	6	4	-	74	22	53
Mortgagees	18	49	27	5	1	-	67	32	35
Renting and other	17	38	24	12	9	-	55	36	19
Kids	14	52	25	6	3	-	65	31	34
No Kids	18	50	18	8	5	1	69	26	42
Under \$70,000	18	44	24	8	6	-	62	31	31
Over \$70,000	15	56	21	6	2	-	71	27	44

SUPPORT FOR SUPERMARKET STRONGER AMONG OVER 50S FREEHOLD OWNERS AND NEWER RESIDENTS

A Cafe or Coffee Shop

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	21	61	10	4	4	-	82	14	68
Male	15	70	9	1	4	1	85	11	74
Female	26	53	11	6	4	-	79	17	62
Under 50	19	59	11	6	4	1	78	17	61
50 & Over	23	63	10	-	4	-	86	10	76
Time lived in Lennox									
0-5 years	23	60	8	3	6	-	83	12	71
5-10 years	15	73	8	3	1	-	89	11	78
More than 10	23	54	13	5	4	1	77	18	59
Considering moving	17	66	10	7	-	-	83	17	66
Freehold owners	25	60	10	1	4	-	85	11	73
Mortgagees	17	68	13	1	1	-	85	14	71
Renting and other	19	55	9	11	5	1	74	20	55
Kids	18	60	15	2	5	-	78	17	61
No Kids	22	62	8	4	3	1	84	12	71
Under \$70,000	22	61	9	4	4	-	82	13	69
Over \$70,000	26	57	10	4	3	-	83	14	68

A Video Store

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	10	46	21	5	17	1	56	26	31
Male	7	46	22	3	21	1	53	26	27
Female	13	47	19	6	13	2	60	25	34
Under 50	12	44	22	8	13	1	56	30	26
50 & Over	7	49	19	2	22	1	57	21	36
Time lived in Lennox									
0-5 years	16	48	13	2	19	2	63	16	48
5-10 years	8	47	26	3	15	1	54	29	25
More than 10	8	46	21	8	17	-	54	29	25
Considering moving	16	40	26	7	10	1	56	33	22
Freehold owners	7	46	21	4	20	2	53	26	27
Mortgagees	9	46	26	1	18	-	54	27	27
Renting and other	18	45	15	11	9	2	63	26	37
Kids	11	41	28	4	15	1	52	32	20
No Kids	10	49	17	5	18	1	59	22	37
Under \$70,000	10	50	20	6	13	1	60	26	33
Over \$70,000	6	39	25	6	21	3	44	31	13

A Public Pool

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	28	48	14	3	6	1	76	17	59
Male	22	53	17	3	4	1	75	19	56
Female	34	43	12	4	6	1	77	16	62
Under 50	29	46	13	5	6	1	75	18	58
50 & Over	27	51	16	1	4	1	77	17	60
Time lived in Lennox									
0-5 years	35	43	10	4	6	2	79	14	64
5-10 years	23	50	18	3	5	1	73	21	52
More than 10	27	50	14	3	5	1	77	17	61
Considering moving	30	48	9	1	11	1	79	10	69
Freehold owners	28	51	13	2	5	1	78	15	64
Mortgagees	28	45	20	1	5	1	73	21	51
Renting and other	32	43	12	7	6	-	76	18	57
Kids	31	47	13	3	5	1	79	16	62
No Kids	26	48	15	4	6	1	75	18	56
Under \$70,000	28	48	15	3	5	1	76	19	57
Over \$70,000	34	41	11	5	7	2	75	16	60

Community Hall

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	32	52	8	3	3	2	84	11	73
Male	25	58	8	1	5	3	84	9	75
Female	39	45	8	5	2	1	84	13	72
Under 50	32	52	6	5	3	2	84	11	73
50 & Over	33	51	10	-	4	2	85	10	75
Time lived in Lennox									
0-5 years	36	50	5	4	4	1	86	9	77
5-10 years	32	48	8	4	4	4	81	11	70
More than 10	29	55	10	1	3	2	84	11	73
Considering moving	37	53	7	-	2	1	90	7	83
Freehold owners	30	58	9	-	1	2	88	9	79
Mortgagees	34	45	9	1	7	4	80	10	70
Renting and other	36	46	5	9	3	1	82	14	68
Kids	35	52	6	1	3	3	87	7	79
No Kids	31	52	9	3	3	2	83	13	70
Under \$70,000	35	50	9	4	-	2	85	13	72
Over \$70,000	35	54	5	2	3	1	89	7	82

Medical Centre

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	24	47	19	5	3	2	72	23	49
Male	18	55	21	1	3	2	73	22	50
Female	31	40	17	7	3	2	71	24	47
Under 50	21	50	18	7	3	1	71	26	45
50 & Over	29	45	19	1	3	3	73	21	53
Time lived in Lennox									
0-5 years	31	38	18	5	5	3	69	23	46
5-10 years	18	62	12	2	2	4	80	14	66
More than 10	24	45	24	5	2	-	69	29	40
Considering moving	19	51	23	4	3	-	69	27	42
Freehold owners	24	49	19	2	2	4	73	21	51
Mortgagees	31	48	14	3	4	-	80	17	63
Renting and other	17	45	23	12	3	-	63	34	28
Kids	23	52	19	2	3	1	74	22	53
No Kids	26	45	18	6	3	2	71	24	47
Under \$70,000	23	45	22	5	4	1	69	27	42
Over \$70,000	23	53	12	6	3	3	76	18	58

Adult Education Facility

I'll read you some things that could be included in the plan for the estate. Tell me if you think each one would be a very good idea, a good idea, a bad idea or a very bad idea or do you have no opinion either way?

	Very good idea %	Good idea %	Bad idea %	Very bad idea %	No opinion either way %	Unsure %	TOTAL GOOD IDEA %	TOTAL BAD IDEA %	NET GOOD IDEA %
All Respondents	23	48	16	2	10	1	71	18	52
Male	19	50	17	1	11	2	70	18	52
Female	26	46	15	4	8	1	72	19	52
Under 50	25	48	14	3	8	2	72	18	54
50 & Over	21	49	18	1	10	1	69	19	50
Time lived in Lennox									
0-5 years	29	51	8	4	8	-	79	12	67
5-10 years	23	52	11	3	10	1	75	14	61
More than 10	19	43	24	2	10	2	63	25	37
Considering moving	32	46	12	1	8	1	78	13	65
Freehold owners	21	48	20	1	8	2	69	21	48
Mortgagees	21	45	19	-	14	1	66	19	47
Renting and other	30	50	6	7	7	-	80	12	68
Kids	24	49	18	1	7	1	73	19	53
No Kids	23	47	15	3	11	1	70	18	52
Under \$70,000	28	47	16	3	6	-	75	19	56
Over \$70,000	17	48	21	2	8	4	65	22	43

Housing Options for the Residential Development

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you.

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
A mix of housing styles and prices	39	40	5	4	11	1	79	9	70
A nursing hostel for people who require regular care	36	36	8	6	12	2	72	15	58
Smaller more affordable houses	26	31	16	15	11	1	57	31	26
Villas or courtyard homes	12	37	17	16	17	1	49	33	16
Larger, more expensive houses	9	28	23	21	18	1	37	45	-8
Low rise apartments	13	23	21	31	11	1	35	53	-17

LARGE EXPENSIVE HOUSES AND APARTMENTS HAVE NEGATIVE IMPACT, ALTHOUGH POTENTIAL MARKET STILL OVER A THIRD. REINFORCES THE VALUE OF HOUSING MIX.

Larger, More Expensive Houses

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	9	28	23	21	18	1	37	45	-8
Male	6	32	24	17	19	2	38	41	-3
Female	12	24	23	25	16	-	36	48	-12
Under 50	10	28	22	23	16	1	37	46	-8
50 & Over	9	27	24	19	20	1	36	44	-8
Time lived in Lennox									
0-5 years	8	24	20	28	19	1	32	48	-16
5-10 years	10	27	25	16	21	1	37	41	-3
More than 10	10	29	24	21	15	1	39	45	-6
Considering moving	12	24	21	24	17	2	37	45	-8
Freehold owners	9	32	23	17	18	1	41	41	@
Mortgagees	14	28	19	20	19	-	42	38	4
Renting and other	6	16	29	32	15	2	22	61	-39
Kids	15	31	20	17	15	2	47	36	10
No Kids	6	24	25	25	19	1	30	50	-20
Under \$70,000	6	33	22	22	15	2	39	44	-5
Over \$70,000	16	21	23	21	19	-	38	44	-6

Smaller More Affordable Houses

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	26	31	16	15	11	1	57	31	26
Male	27	32	17	11	11	2	60	28	32
Female	25	30	16	19	10	-	55	35	20
Under 50	25	29	15	19	11	1	55	33	22
50 & Over	27	33	19	10	10	1	59	29	30
Time lived in Lennox									
0-5 years	34	35	7	8	16	-	69	16	53
5-10 years	23	30	17	22	7	1	52	39	13
More than 10	22	30	22	15	10	1	52	37	15
Considering moving	29	33	15	11	9	3	62	26	36
Freehold owners	25	30	20	14	10	1	55	34	21
Mortgagees	17	30	18	21	14	-	47	39	7
Renting and other	42	33	7	9	7	2	75	16	59
Kids	20	22	21	24	12	1	42	45	-2
No Kids	29	36	14	10	10	1	65	24	41
Under \$70,000	29	31	16	13	9	2	60	29	31
Over \$70,000	19	32	18	17	13	1	51	35	16

Villas or Courtyard Homes

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	12	37	17	16	17	1	49	33	16
Male	11	43	12	13	19	2	54	25	29
Female	13	31	21	19	15	1	44	40	4
Under 50	9	36	19	19	17	-	44	38	6
50 & Over	15	39	14	12	17	3	55	25	29
Time lived in Lennox									
0-5 years	15	34	15	14	21	1	49	29	20
5-10 years	11	36	22	17	14	-	47	39	8
More than 10	11	40	14	17	17	1	50	31	19
Considering moving	5	48	25	7	15	-	53	32	21
Freehold owners	14	40	16	13	15	2	55	28	26
Mortgagees	8	32	19	21	20	-	40	40	@
Renting and other	13	36	16	15	20	-	49	31	18
Kids	10	26	28	22	14	-	36	50	-14
No Kids	13	43	11	12	19	2	56	23	34
Under \$70,000	13	39	15	17	15	1	52	32	20
Over \$70,000	10	37	19	16	18	-	47	35	12

Low Rise Apartments

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	13	23	21	31	11	1	35	53	-17
Male	15	26	22	24	12	1	40	46	-6
Female	11	20	21	37	10	1	31	58	-28
Under 50	10	20	25	37	8	-	30	62	-32
50 & Over	16	26	18	23	15	2	43	40	2
Time lived in Lennox									
0-5 years	15	20	20	35	10	-	34	55	-21
5-10 years	12	23	23	28	13	1	34	52	-17
More than 10	12	25	20	31	10	2	37	51	-14
Considering moving	12	19	30	30	9	-	31	60	-30
Freehold owners	12	26	22	23	15	2	38	45	-7
Mortgagees	8	21	17	45	8	1	29	62	-33
Renting and other	19	18	28	29	6	-	37	57	-21
Kids	11	17	23	37	11	1	28	61	-33
No Kids	14	26	21	27	11	1	40	48	-8
Under \$70,000	13	28	26	24	8	1	41	49	-8
Over \$70,000	8	17	21	40	14	-	25	61	-36

A Mix of Housing Styles and Prices

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	39	40	5	4	11	1	79	9	70
Male	41	41	1	1	15	1	82	2	81
Female	37	39	9	7	7	1	76	16	60
Under 50	39	41	5	5	10	-	80	10	70
50 & Over	39	39	5	3	12	2	78	8	70
Time lived in Lennox									
0-5 years	43	37	3	3	13	1	80	6	74
5-10 years	41	40	8	1	10	-	81	9	72
More than 10	35	42	5	6	11	1	77	12	66
Considering moving	45	39	4	1	11	-	84	5	79
Freehold owners	39	41	5	2	11	2	80	8	72
Mortgagees	37	40	6	4	13	-	77	10	67
Renting and other	41	38	4	5	12	-	79	9	70
Kids	35	42	6	5	12	-	78	10	67
No Kids	41	38	5	4	11	1	80	8	71
Under \$70,000	35	45	5	3	11	1	80	8	72
Over \$70,000	44	40	5	3	8	-	84	8	76

A Nursing Hostel for People Who Require Regular Care

The master plan allows for new homes to be built. I'll read you some suggested types of housing. Tell me if each one would make you feel more favourable or less favourable towards the development or does it make no difference to you. [PROBE: Would that be a lot or a little?]

	Lot more favourable %	Little more favourable %	Little less favourable %	Lot less favourable %	No difference %	Unsure %	TOTAL MORE FAVOURABLE %	TOTAL LESS FAVOURABLE %	NET MORE FAVOURABLE %
All Respondents	36	36	8	6	12	2	72	15	58
Male	31	39	10	4	14	2	70	14	56
Female	41	33	7	8	10	1	74	15	59
Under 50	28	40	9	8	13	2	67	18	50
50 & Over	46	32	7	4	9	2	78	11	67
Time lived in Lennox									
0-5 years	38	36	4	8	11	3	73	13	61
5-10 years	29	42	11	5	12	1	71	16	55
More than 10	39	33	10	6	11	1	72	15	57
Considering moving	22	50	13	5	10	-	71	19	53
Freehold owners	44	34	6	5	9	2	78	11	68
Mortgagees	29	34	12	4	19	2	63	16	46
Renting and other	29	44	8	11	8	-	73	19	54
Kids	33	36	7	7	15	2	68	14	54
No Kids	38	36	9	6	10	1	74	15	59
Under \$70,000	35	39	8	6	10	2	73	14	59
Over \$70,000	32	36	12	6	13	1	67	18	49

Concerns about the Development

Do you have any concerns about the Pacific Pines Estate development?

	Yes %	No %	Unsure %
All Respondents	44	53	3
Male	42	58	-
Female	45	50	5
Under 50	47	51	2
50 & Over	39	58	3
Time lived in Lennox			
0-5 years	42	53	5
5-10 years	47	50	3
More than 10	43	55	2
Considering moving	46	51	3
Freehold owners	40	57	3
Mortgagees	45	54	1
Renting and other	47	49	4
Kids	42	56	2
No Kids	44	53	3
Under \$70,000	45	52	3
Over \$70,000	45	52	3

UNDER 50S MORE LIKELY TO HAVE CONCERNS ABOUT PPE

Who Would Consider Living in the Pacific Pines Estate?

Would you consider living in Pacific Pines Estate?

	Yes %	No %	Unsure %
All Respondents	24	73	3
Male	25	72	3
Female	24	74	2
Under 50	29	70	1
50 & Over	19	76	5
Time lived in Lennox			
0-5 years	32	64	4
5-10 years	25	74	1
More than 10	19	78	3
Considering moving	32	65	3
Freehold owners	17	82	1
Mortgagees	28	69	3
Renting and other	38	57	5
Kids	23	75	2
No Kids	26	71	3
Under \$70,000	33	65	2
Over \$70,000	18	81	1

NEWER, YOUNGER RESIDENTS AND LOWER HOUSEHOLD INCOME GROUPS MORE LIKELY TO CONSIDER PPE AS RESIDENTIAL OPTION THAN OLDER, LONG TERM RESIDENTS