



Market Facts (Qld.) Pty. Ltd.

Market Research Consultants ABN 40 009 940 265

60-68 Byng Road Birkdale Q 4159

Telephone (07) 3822-9588

PO Box 3196 Birkdale Q 4159

Facsimile (07) 3822-9577

Email: marketfacts@ozemail.com.au



COMMUNITY RESPONSE TO A PROPOSED SUPERMARKET AT MALENY -Report of Findings-

Client : The Range News

Reference No. : J 2066

Date : July 20, 2005

CONTENTS

1. INTRODUCTION	3
2. SUMMARY OF FINDINGS	4
3. DETAILED FINDINGS	5
3.1. Grocery shopping habits.....	5
3.1.1. Location for main grocery shopping & reasons thereof.....	5
3.1.2. Grocery store preferred & reasons thereof.....	7
3.2. Response to development of Woolworths supermarket	9
3.2.1. Response to Woolworths at Obi Obi Creek, Maleny	9
3.2.2. Response to building a supermarket elsewhere in Maleny	10
3.3. Respondent profile.....	13

Appendix : Research Instrument

1. INTRODUCTION

The supermarket chain - Woolworths is considering the development of an outlet in Maleny. A survey was undertaken, among the residents of the Maleny area, to gain an insight into their grocery shopping habits in general and to obtain their response to the idea of Woolworths developing at the Obi Obi Creek site.

Market Facts was commissioned to conduct the market research study for **The Range News**, the weekly newspaper of the **Caloundra City and Maroochy Shire hinterlands**.

Telephone interviews were carried out among **300 Residents in the area of Maleny**. Men and women (18 years and above) spread among the various age groups were interviewed. The survey was conducted between July 14 to 17, 2005.

This document details the findings of the research study carried out.

2. SUMMARY OF FINDINGS

Grocery shopping habits

It was observed that, majority of the residents (83%) usually did their main grocery shopping in Maleny itself. 17% shopped elsewhere - while a tenth of the residents shopped at the Coast and 6% shopped elsewhere in the hinterland.

The main reasons given by the residents who shopped at Maleny, for preferring to shop there were – convenience (84%), preference for supporting the local retailers (61%), local shops catering to all their requirements (43%) and competitive prices of groceries (30%).

The grocery store where most of the residents of Maleny (83%) preferred to do their main weekly shopping was IGA. They shopped there for reasons of convenience (57%), good customer service (46%) and were generally satisfied with the IGA store (24%). Some of the shoppers stated that they found the store to have competitive prices (16%) and a broader range of groceries (13%). 12% said that they shopped there to support the local business.

About a tenth shopped at Woolworths. The main reasons cited by them for shopping at Woolworths were competitive prices (55%) and availability of a wider range of groceries (58%).

Response to development of Woolworths supermarket at Maleny

As many as 79% of the residents did not support the development of a Woolworths supermarket beside the Obi Obi Creek in Maleny. The main reasons for this negative response were - anticipated future traffic problems (82%), environmental concerns (73%), negative effect on local business (48%) and Maleny-not a place for national corporate retailers (38%).

A fifth of the residents supported the idea and the reasons for the favourable response were - competitive prices of groceries (80% of those who supported the idea), wider range of groceries (77%), convenient location (47%), one-stop shopping and more jobs for locals (both 23%).

The residents, who were not in favour of the development of a Woolworths store beside Obi Obi Creek, were further questioned on their views on building of a supermarket elsewhere in Maleny. The response in this case was relatively more positive – with 53% supporting the idea. While one half suggested that this store be built outside the town, the other half wanted it “in town” or elsewhere in the area.

When queried specifically on whether they would shop at Woolworths supermarket if it was built in Maleny, a large proportion of these residents (who were not in favour of Woolworths beside Obi Obi Creek) – 69% stated that they would not shop there. Only 17% of them gave a favourable response and 13% were non-committal. Majority of the residents who supported the development of Woolworths at Obi Obi Creek said that they would shop at the supermarket if it was built in Maleny (88%).

Over the whole sample of residents, the response was as follows:

No - not shop there - 55%; Yes - shop at Woolworths – 32%; Maybe - 13%

3. DETAILED FINDINGS

3.1. Grocery shopping habits

3.1.1. Location for main grocery shopping & reasons thereof

Majority of the residents (83%) usually did their main grocery shopping in Maleny itself. Just a tenth shopped at the Coast and 6% shopped elsewhere in the hinterland. There were no variations in response by gender or age of respondents. The residents who shopped at Maleny, when asked for the reasons for preferring to shop there, stated:

- It is convenient – 84%
- Prefer to support local retailers – 61%
- Local shops have everything – 43%
- Cost of groceries is competitive – 30%

Few respondents (5%) also said that the customer service at the local shops was good.

1 At which location do you usually do your main grocery shopping?

	Gender			Age Group					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	300	146	154	10	29	45	64	78	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		48.7	51.3	3.3	9.7	15.0	21.3	26.0	24.0
In Maleny	83.3	81.5	85.1	70.0	86.2	75.6	89.1	79.5	87.5
At the Coast	10.3	12.3	8.4	20.0	10.3	13.3	7.8	14.1	5.6
Elsewhere in the hinterland	6.3	6.2	6.5	10.0	3.4	11.1	3.1	6.4	6.9

1(a) Why do you prefer to do your grocery in Maleny?

	Gender		Age Group						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	250	119	131	7	25	34	57	62	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		47.6	52.4	2.8	10.0	13.6	22.8	24.8	25.2
It is convenient	83.6	85.7	81.7	100.0	88.0	70.6	87.7	79.0	87.3
						--			
Prefer to support local retailers	60.8	54.6	66.4	28.6	60.0	70.6	64.9	59.7	57.1
		-	+						
Local shops have everything I need	43.2	42.0	44.3	14.3	40.0	52.9	52.6	33.9	42.9
								-	
Cost of groceries is competitive	29.6	28.6	30.5	-	24.0	41.2	36.8	22.6	28.6
Customer service	5.2	4.2	6.1	-	4.0	2.9	8.8	1.6	6.3

3.1.2. Grocery store preferred & reasons thereof

The grocery store where majority of the residents of Maleny (83%) preferred to do their main weekly shopping was IGA. They shopped there primarily as:

- It was convenient - 57%
- It had good customer service - 46%
- The customers were on the overall happy with the store - 24%.

Some of the shoppers stated that they found the store to have:

- Competitive prices (16%) and
- A broader range of groceries (13%).

12% said that they shopped there to support the local business.

About a tenth shopped at Woolworths. The main reasons cited by them for shopping at Woolworths were competitive prices (55%) and availability of a wider range of groceries (58%).

2 At which grocery store do you prefer to do your main weekly shopping?

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	300	146	154	10	29	45	64	78	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		48.7	51.3	3.3	9.7	15.0	21.3	26.0	24.0
IGA	83.3	80.8	85.7	70.0	89.7	75.6	87.5	79.5	87.5
Wooworths	11.0	13.0	9.1	20.0	6.9	15.6	6.3	14.1	9.7
Coles	3.0	3.4	2.6	-	3.4	6.7	3.1	3.8	-
Bi-Lo	1.7	2.1	1.3	10.0	-	2.2	1.6	1.3	1.4
Action / Franklins	1.0	0.7	1.3	-	-	-	1.6	1.3	1.4

3 Why do you prefer to shop at.....

	Total	Woolworths	Coles	IGA	Action / Bi-lo
Unweighted Base	300	33	9	250	5
	100.0	100.0	100.0	100.0	100.0
		11.0	3.0	83.3	1.7
Convenient	49.0	9.1	11.1	56.8	-
		---		+++	
Customer service	38.0	-	-	45.6	-
				+++	
Cost of groceries is competitive	22.3	54.5	44.4	15.6	80.0
		+++		---	
There is a broader range of groceries	20.0	57.6	44.4	12.8	60.0
		+++		---	
Very happy with IGA	20.0	-	-	24.0	-
				+++	
Only one in town	12.7	-	-	15.2	-
				+++	
Support Local business	10.3	-	-	12.4	-
				+++	
I like to visit the Coast at least once a week	5.3	27.3	55.6	-	40.0
		+++			
I work outside Maleny /it is convenient to work	3.0	18.2	22.2	-	20.0
		+++			

3.2. Response to development of Woolworths supermarket

3.2.1. Response to Woolworths at Obi Obi Creek, Maleny

When asked about their views on whether they supported the development of a Woolworth's supermarket beside the Obi Obi Creek in Maleny, **as many as 79% of the residents did not favour the idea.** The main reasons given for this response were:

- Anticipate future traffic problems – 82%
- Environmental concerns – 73%
- Negative affect on local business – 48%
- Maleny-not a place for national corporate retailers – 38%
- Too many/enough shops in the area – 20%
- Lead to parking problems – 16%

A fifth of the residents supported the idea and the reasons for the favourable response were:

- Competitive prices of groceries – 80% of those who supported the idea
- Broader range of groceries – 77%
- Convenient – 47%
- One-stop shopping – 23%
- More jobs for locals – 23%

On further analysis, it was observed that a large number of those favourably inclined (about a third), were currently shopping at Woolworths.

4 Do you support the development of Woolworths supermarket beside the Obi Obi Creek in Maleny?

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	300	146	154	10	29	45	64	78	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		48.7	51.3	3.3	9.7	15.0	21.3	26.0	24.0
No	78.7	71.9	85.1	60.0	89.7	84.4	79.7	82.1	68.1
		---	+++						--
Yes	21.3	28.1	14.9	40.0	10.3	15.6	20.3	17.9	31.9
		+++	---						++

3.2.2. Response to building a supermarket elsewhere in Maleny

The residents who were not in favour of the development of a Woolworths store beside Obi Obi Creek, were further questioned on their views on building of another supermarket elsewhere in Maleny. The response in this case was relatively more positive – with 53% supporting the idea.

Suggestions given by these respondents on the location of this supermarket were:

- 52% said “outside of town”, whereas 41% said the opposite – “in town.

5 (If NO at Q4) Would you support the building of another supermarket elsewhere in Maleny?

	Gender			Age Group					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	236	105	131	6	26	38	51	64	49
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		44.5	55.5	2.5	11.0	16.1	21.6	27.1	20.8
Yes	53.0	60.0	47.3	66.7	57.7	55.3	54.9	54.7	42.9
		+	-						
No	47.0	40.0	52.7	33.3	42.3	44.7	45.1	45.3	57.1
		-	+						

(IF YES) Where would you suggest it be built in Maleny

	Gender			Age Group					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	125	63	62	4	15	21	28	35	21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.4	49.6	3.2	12.0	16.8	22.4	28.0	16.8
Outside of town	52.0	46.0	58.1	50.0	33.3	57.1	71.4	45.7	42.9
In town	41.6	46.0	37.1	50.0	53.3	42.9	28.6	51.4	33.3
Elsewhere	6.4	7.9	4.8	-	13.3	-	-	2.9	23.8

When queried specifically on whether they would shop at Woolworths supermarket if it was built in Maleny, a large proportion of these residents (who were not in favour of Woolworths beside Obi Obi Creek) – 69% stated that they would not shop there. 17% of them gave a favourable response and 13% were non-committal.

Majority of the residents who supported the development of Woolworths at Obi Obi Creek said that they would shop at the supermarket if it was built in Maleny (88%).

Over the whole sample of residents, the response was as follows:

No- not shop there - 55%; Yes - shop at Woolworths – 32%; Maybe - 13%

Q4X 6 If the Woolworths supermarket is built in Maleny will you shop there?

	Total	Yes support devpt. of Woolies		No – do not support					
Unweighted Base	300	64		236					
	100.0	100.0		100.0					
		21.3		78.7					
Will shop at Woolies:									
No	55.0	3.1		69.1					
		---		+++					
Yes	32.0	87.5		16.9					
		+++		---					
Maybe	13.0	9.4		14.0					

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Unweighted Base	300	146	154	10	29	45	64	78	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		48.7	51.3	3.3	9.7	15.0	21.3	26.0	24.0
No	55.0	48.6	61.0	40.0	55.2	51.1	65.6	53.8	51.4
		--	++				+		
Yes	32.0	37.7	26.6	50.0	20.7	33.3	26.6	32.1	38.9
		++	--						
Maybe	13.0	13.7	12.3	10.0	24.1	15.6	7.8	14.1	9.7

The response of the residents, when asked to further elaborate on why they thought they would or wouldn't shop at Woolworths if built in Maleny, was as follows:

Those saying "Yes"

- More variety/broader range } These were the two main
 - Cheaper prices } reasons given
-

- Have "specials"
- Convenient location, easy to get to
- Like to have a choice of stores
- Good competition
- Jobs in the area
- Not reason not to shop there
- Need to grow
- Shop there occasionally
- Provided no recriminations from the protestors

Those saying "No"

- Against big corporates, multinationals
- Prefer small businesses, support locals
- Appalled by the process, the way they have treated the town/people/treated the environment, the tactics were not right, arrogant, Bullies, dead against it
- They (Woolies) do not support the locals
- They do not support the community, not community minded, haven't consulted the community
- Against Woolies coming to Maleny, do not want Woolies
- Will not shop there, will not support it
- The site is not right, should have a park there, not good for the environment
- Happy with IGA, support IGA
- IGA is conveniently located, easy
- Enough local shops in the area, no need for another
- Lead to traffic and noise

3.3. Respondent profile

The residents interviewed were adults, aged 18 years and above. The sample of respondents was split near equally between men and women. The spread of the sample across the various age groups was as given below:

Gender	All (%)
Male	48.7
Female	51.3
Age	
18-24 years	3.3
25-34 years	9.7
35-44 years	15.0
45-54 years	21.3
55-64 years	26.0
65 years and above	24.0

Appendix: Research Instrument

MALENY SHOPPING SURVEY

Sample: 300 Residents of the Maleny area. Main grocery buyer of the household – a good spread of age groups

Introduction: Good morning/afternoon/evening my name is _____ of Market Facts, the Queensland research company. We are speaking to residents of the Maleny about general grocery shopping.

1. At which location do you usually do your main grocery shopping? (READ OUT)

- | | |
|-----------------------------|-------------------|
| In Maleny | 1 - GO TO Q 1.(a) |
| Elsewhere on the hinterland | 2 - GO TO Q 2 |
| At the Coast | 3 - GO TO Q 2 |
| Other (WRITE IN) | * - GO TO Q 2 |
-

1. (a) (IF SHOP AT MALENY) Why do you prefer to do your grocery shopping in Maleny?

- | | |
|---------------------------------------------------------|----|
| I prefer to support local retailers by shopping locally | 01 |
| The cost of groceries is competitive | 02 |
| Local shops have everything I need | 03 |
| It is convenient | 04 |
| Other (Write in) | * |
-

**2. At which grocery store do you prefer to do your main weekly shopping?
(State a brand chain e.g. Woolworths, Coles, IGA, Bi-Lo etc.)**

3. Why do you prefer to shop at ...(particular store)?

- | | |
|-----------------------------------------------------------------|----|
| The cost of groceries is competitive | 01 |
| There is a broader range of groceries | 02 |
| I work outside Maleny and it is convenient to shop where I work | 03 |
| I like to visit the Coast at least once a week | 04 |
| Other (Write in) | * |
-

4. Do you support the development of a Woolworths' supermarket beside the Obi Obi Creek in Maleny?

Yes 1 No 2

(If YES) Why do you support the development?

The cost of groceries is competitive	01	Better parking	06
There is a broader range of groceries	02	Other (Write In)	*
It would be convenient for me	03		
One-stop shopping	04		
More jobs for locals	05		

(If NO) Why do you NOT support the development?

Environmental concerns	01	Increased noise levels	06
Anticipated future traffic problems	02	Parking problems	07
Impact on independent local business	03	Used to the local shops/know them	08
Maleny not the place for national corporate retailers	04	Other (Write in)	*
Too many/enough shops in the area already	05		

5. (If NO at Q4) Would you support the building of another supermarket elsewhere in Maleny?

Yes 1 No 2

(If YES at Q5) Where would you suggest it be built in Maleny?

6. (ASK ALL) If the Woolworths supermarket is built Maleny will you shop there?

Yes 1
No 2
Maybe 3

Why do you say that?

Record Gender Male 1 Female 2

Age Group 18-24 1 25-34 2 35-44 3 45-54 4 55-64 5 65+ 6

Thank you for your assistance. For validation reasons could I just have your first name please _____ and the

telephone number I dialled was _____