



**COUNCIL  
ELECTION  
SURVEY**

**DOUGLAS SHIRE**

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**Ref: J2728**  
**November 2013**

## Contents

	Pg
<b>1. INTRODUCTION .....</b>	<b>3</b>
1.1 General .....	3
1.2 Methodology .....	3
1.3 Statistical Accuracy .....	3
1.4 Timing .....	3
<b>2. VOTING INTENTIONS .....</b>	<b>4</b>
<b>3. IMPORTANT ISSUES .....</b>	<b>6</b>
<b>4. DE-AMALGAMATION VOTE .....</b>	<b>7</b>
 <b>APPENDICES</b>	
1. Questionnaire.....	9
2. Details other responses .....	11

## 1. INTRODUCTION

### 1.1 GENERAL

Compass Research was asked by the Cairns Post to carry out a survey of residents of voting age in the Douglas Shire to ascertain voting intention for the mayoralty and other issues in the forthcoming Council elections to be held on 9<sup>th</sup> November 2013.

### 1.2 METHODOLOGY

Telephone interviews were carried out using a set questionnaire of a random sample of approximately 200 households with fixed telephone lines in the Douglas Shire area (actual total achieved was 193).

Questionnaire is given as **Appendix 1**. It first asks to confirm that residents live in the shire, what part and how long.

Respondents were asked which three of a list of seven issues that could affect the Douglas Shire area were most important to them, and then any other issues important to them.

They were then asked their voting intention for the mayoralty.

They were then asked how they had voted in the de-amalgamation referendum earlier in the year and whether they would still vote the same way.

Age and gender were recorded.

Final results were weighted by age group appropriate to the area.

### 1.3 STATISTICAL ACCURACY

When results are about 50% one way, 50% the other way, it can be expected at a 95% level of certainty for a random sample of 200, that survey results can be expected to lie within  $\pm 6.9$  percentage points of the true position.

### 1.4 TIMING

The surveys were carried out over the period Thursday 31<sup>st</sup> October 2013 to Monday 4<sup>th</sup> November 2013, between 5PM and 8PM on week nights, 9AM to 5PM on Saturdays and 10AM to 5PM on Sundays.

## 2. VOTING INTENTIONS

**Table #1: Q3 – Vote on Mayoralty**

	<b>% of sample</b>	<b>(% of sample excluding don't know)</b>
J Leu	56%	(66%)
G Pitt	18%	(21%)
J Dormer	11%	(13%)
Not sure/Don't know	15%	-
<b>Total</b>	<b>100%</b>	<b>(100%)</b>

**Table #2: Q3 x Q7 – Vote on Mayoralty by Gender**

	<b>Male</b>		<b>Female</b>	
	<b>% of sample</b>	<b>(% of sample excluding don't know)</b>	<b>% of sample</b>	<b>(% of sample excluding don't know)</b>
J Leu	58%	(66%)	54%	(65%)
G Pitt	19%	(22%)	16%	(20%)
J Dormer	11%	(12%)	12%	(15%)
Not sure/Don't know	12%	-	18%	-
<b>Total</b>	<b>100%</b>	<b>(100%)</b>	<b>100%</b>	<b>(100%)</b>

**Table #3: Q3 x Q6 – Vote on Mayoralty by Age Group**

	<b>18-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
J Leu	55%	70%	45%	49%	56%
G Pitt	17%	13%	20%	22%	18%
J Dormer	15%	6%	14%	12%	11%
Not sure/Don't know	13%	11%	21%	17%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b><u>(Excluding don't know)</u></b>					
J Leu	(63%)	(78%)	(57%)	(59%)	(66%)
G Pitt	(20%)	(15%)	(25%)	(27%)	(21%)
J Dormer	(17%)	(7%)	(18%)	(14%)	(13%)
<b>Total</b>	<b>(100%)</b>	<b>(100%)</b>	<b>(100%)</b>	<b>(100%)</b>	<b>(100%)</b>

**Table #4: Q3 x Q4 – Vote on Mayoralty by Way Voted in Referendum**

	<b>For</b>	<b>Against</b>
J Leu	70%	38%
G Pitt	11%	29%
J Dormer	7%	19%
Not sure/Don't know	12%	14%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Table #5: Q3 x Q1 – Vote on Mayoralty by Area**

	Mossman	Pt Douglas	Other
J Leu	62%	64%	50%
G Pitt	18%	7%	22%
J Dormer	11%	14%	11%
Not sure/Don't know	9%	15%	17%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Even given the substantial 'don't know' factor and the limitations of the sample size, the survey results indicate it is almost certain that Julia Leu will be elected as Mayor by a substantial margin.

Excluding those who 'don't know', the figures indicate that Julia Leu is ahead overall at 66% compared with George Pitt 21% and James Dormer 13%, is ahead in all age groups, ahead among males and females, and ahead in Mossman, Port Douglas and the rest of the Shire.

The figures indicate that those who voted for de-amalgamation are strongly in favour of Julia Leu. However for those who voted against de-amalgamation, while Julia Leu is ahead of the other two candidates individually, their total exceeds that of Julia Leu.

### 3. IMPORTANT ISSUES

Respondents were asked, “I’m going to read out a list of issues that could be important for the Douglas Shire area during the term of the next Council. Which are the three most important issues for you?”

The following table gives results from those who responded.

**Table #6: Q2a – Three Most Important Issues**

	1 <sup>st</sup> most important	2 <sup>nd</sup> most important	3rd most important	Total
Maintaining infrastructure roads, parks, town services	41	50	49	140
Development & economic opportunities	21	18	32	71
Forward regional planning	11	24	29	64
Water & resources	16	24	25	65
Protection of the environment	34	18	15	57
Rates/financial stability	58	42	22	122
Youth/sporting facilities	8	14	17	39

The most important in first ranking and in total were “Maintaining infrastructure roads, parks, town services” and “Rates/financial stability”.

“Other” important issues mentioned are given in [Appendix 2](#).

#### 4. DE-AMALGAMATION VOTE

Respondents were asked, “Which way did you vote in the de-amalgamation referendum held earlier this year?”

They were then asked, “If the referendum were being held today, would you vote the same way?”

The following table gives responses.

**Table #7: Q4 x Q5 – Voted For or Against De-amalgamation by Whether Still Vote that Way**

	Vote Same Way			Total
	Yes	No	Not sure/ don't know	
For de-amalgamation	<b>95</b>	6	2	<b>104</b>
Against de-amalgamation	64	5	3	<b>73</b>
Didn't vote/Not sure/No response	4	-	10	<b>126</b>
<b>Total</b>	<b>163 (84%)</b>	<b>11 (6%)</b>	<b>15 (10%)</b>	<b>193 (100%)</b>

The actual vote in the referendum was, for de-amalgamation 58%, against de-amalgamation 42%.

The sample interviewed in this survey recorded 59% who had voted in favour of de-amalgamation (ie. almost the same results as the actual referendum).

Only a small proportion (6%) definitely indicated they would change their vote with six among those who voted “for de-amalgamation” and five of those who voted “against”.

While there is a small ‘don’t know’ factor, and there are limitations in potential accuracy due to the limited sample size, the indication from the figures is that if the referendum had been held today, there would still be a majority in favour of de-amalgamation by a similar margin.

# COUNCIL ELECTION SURVEY DOUGLAS SHIRE

## Appendices

- Questionnaire
- Q2b - Details Other Responses



Appendix 1



**Regional Council Elections**  
Ref: J2728  
Nov 2013  
Douglas Shire



Hello my name is  from Compass Research Cairns. We are doing a short survey of peoples opinions about important issues in the Douglas Shire Council elections to be held on 9th November. It will take just a few minutes, we don't ask your name. Could I speak to the youngest person in the household?

**Q1.** First, could I just check what part of the Douglas Shire Council area you live in?

Mossman	<input type="radio"/>	Daintree	<input type="radio"/>	Mowbray	<input type="radio"/>
Port Douglas	<input type="radio"/>	Dayman Point	<input type="radio"/>	Newell	<input type="radio"/>
Bamboo	<input type="radio"/>	Diwan	<input type="radio"/>	Oak Beach	<input type="radio"/>
Bloomfield	<input type="radio"/>	Finlay Vale	<input type="radio"/>	Shannonvale	<input type="radio"/>
Cape Kimberley	<input type="radio"/>	Four Mile Beach	<input type="radio"/>	Stewart Creek Valley	<input type="radio"/>
Cape Tribulation	<input type="radio"/>	Killaloe	<input type="radio"/>	Thornton Beach	<input type="radio"/>
Cassowary	<input type="radio"/>	Low Isles	<input type="radio"/>	Wangetti	<input type="radio"/>
Cooya Beach	<input type="radio"/>	Miallo	<input type="radio"/>	Whyanbeel	<input type="radio"/>
Cow Bay	<input type="radio"/>	Mossman Gorge	<input type="radio"/>	Wonga	<input type="radio"/>
Craiglie	<input type="radio"/>	Other	<input type="text"/>		<input type="radio"/>

**Q2a.** I'm going to read out a list of issues that could be important for the Douglas Shire area during the term of the next council. Which are the 3 most important issues for you?

*(Read out & rotate) First the most important...then second... and then third?*

Issue	1st	2nd	3rd
1. Maintaining <b>infrastructure</b> : roads, parks, town services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. <b>Development</b> & economic opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. <b>Forward</b> regional <b>planning</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. <b>Water</b> & resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Protection of the <b>environment</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. <b>Rates</b> / financial stability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. <b>Youth</b> / sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q2b.** Are there any other issues that are important to you?

**Q3.** There are 3 candidates nominated for the position of Mayor. If the election was being held today, which one of the following would you most likely vote for?

*(Read out 1 to 3 & rotate) (who are you leaning towards?)*

<b>Julia Leu</b>	<input type="radio"/>
<b>George Pitt</b>	<input type="radio"/>
<b>James Dormer</b>	<input type="radio"/>
Not sure	<input type="radio"/>
Don't know	<input type="radio"/>

**Q4.** Which way did you vote in the deamalgamation referendum held earlier this year?

*(Read out 1 to 2 & rotate)*

<b>For deamalgantion</b>	<input type="radio"/>
<b>Against deamalgantion</b>	<input type="radio"/>
Not sure / don't know	<input type="radio"/>

Q5. If the referendum were being held today would you vote the same way?  
(Read out 1 to 2 & rotate)

Yes	<input type="radio"/>
No	<input type="radio"/>
Not sure / don't know	<input type="radio"/>

Q6. Finally, which age group do you fall into?

18-24 years	<input type="radio"/>
25-29 years	<input type="radio"/>
30-34 years	<input type="radio"/>
35-44 years	<input type="radio"/>
45-54 years	<input type="radio"/>
55-64 years	<input type="radio"/>
65+ years	<input type="radio"/>

Q7. Record Gender:

Male	<input type="radio"/>
Female	<input type="radio"/>

General Comments Box.

We appreciate your help. Your individual comments are confidential. My name is \_\_\_\_\_ from Compass Research.  
For your record our office number is 4031 2888. Thank you for your time & have a great day.

Phone Number:



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## Appendix 2

### Q2b - Details Other Responses

- A cohesive council
- Aged care facilities
- A harmonious and proactive council
- All of the above are important to me.
- All of the above.
- A team that works together
- Better bus services between Cairns and Port Douglas - non existence
- Better relations between council and residents
- Bowling club in Port Douglas
- Capping building heights
- Cost of electricity is causing large difficulties for us. Problem of homeless people in the area.
- Council with common sense
- Councillors who know what they are doing
- Development of community integrity and development,
- Don't want over development
- Drains near market need fumigating .palms need attention
- Entrepreneurial things, thinking outside the box.
- Environment protection, water, too.
- Financial viability of the council
- Footpaths
- Footpaths at Cooya Beach
- Health facilities
- I don't think we need a lagoon we need something like Muddy's in Cairns for young children.
- I would like to see more crocodile management in the Douglas Shire.
- Identity
- Identity of area north of river to be enhanced
- Improve radio and tv. reception
- Integrity of management of shire
- Issues to do with farming.
- Locals resent tourists so need to be better educated in that regard.
- Make up of young people
- Money taken from Douglas,better response after storms
- More focus on north of the river
- Need better tv reception in the area. Can't get east coast tv plus need improved mobile services.
- Need more aged care homes. Then people who live up here can visit them.
- Need power connection in this area
- Need reticulated power north of river
- No developments over 3 storeys
- No, but don't want opponents of de amalgamation on the council
- Offering support to the community where needed

- Public transport non-existent - difficult for those who are unable to drive, more affordable bus services
- Rates should not go up
- Reduction of crime ,need a 24 hour station
- Remove trees that have been cleared rather than leaving in the jungle Also we need a plan to restrict noisy generators
- Road maintenance is most important.
- Sort out waterfront development
- Speed limit reduced in area
- Sustainable tourism and agriculture
- That there's harmony, show good teamwork and no factional infighting and work for the ratepayers and not put their own interests first.
- The roads up to scratch is important.
- They are all important. Got to get the kids off the streets. Make the kids go to school.
- Tidying up the town itself
- Too much emphasis on tourism and hospitality
- Tourists use area - not encouraged to spend anything in area, bring own lunches
- Town planning scheme, impacts on north of the Daintree River.
- Transport is a huge issue up here. No public transport system.
- Transport, the lack of.
- Water
- We need more public transport
- Yes, in terms of Port Douglas and Mossman is to create unique identities to make it a special place to live. To create a unique face for tourists so that they want to come back to that place, not just about restaurants etc.