

Report on the Results of the Shire of Roebourne City Status Phone Poll February 2013

1. Introduction

Following a recommendation from the City Status Advisory Group, Council approved the commissioning of a random phone poll to ascertain residents' attitudes towards the Shire transitioning to City status as an initial community engagement strategy. Callbox Sales and Marketing Solutions were the successful contractor. The scope was to ring 500 Shire residents and ask the following questions:

1.1 Were you aware that the Shire of Roebourne is considering becoming a city?

Result: 89% aware

1.2 Do you support the Shire of Roebourne becoming a city?

Result: 70% in support

1.3 If council decides to become a city, what do you think it should be called?

Result: City of Karratha 81%

2. Methodology

Callbox were requested to secure a minimum 200 responses across the Shire. Further they were requested to endeavour to achieve a minimum number of responses in Dampier (30), Roebourne (20), Wickham (30) and Point Sampson (10). The Campaign commenced on Friday 1 February 2013 and concluded on Monday 26 February 2013. A media campaign was undertaken in the weeks leading up to the phone poll consisting of media releases and the publishing of a full page City Status Question and Answer in the local paper.

3. Survey Status

4500 calls were dialled of which 2,479 contacts were made. Of these a total of 289 responses were recorded. The breakdown by town: Karratha and suburbs (226), Dampier (32), Wickham (18), Roebourne (9) and Point Sampson (4).

4. Detailed Results

4.1 In response to Question One, 257 residents were aware of the Shire of Roebourne considering city status which represents 89% of the residents polled. 32 residents were not aware (11%).

4.2 In response to Question Two, 203 residents (70%) support the Shire of Roebourne becoming a city whilst 84 (29%) are against.

4.3 In response to Question Three, 46 residents suggest the new city should be called City of Roebourne (16%), 235 residents suggested City of Karratha (81%) and 1 suggested City of

Wickham. Other suggestions included Karratha City Council (1), Fly In Fly Out City (1), City of Greater Pilbara (1), City of Dampier (2) and North West City (1)

5. Analysis of responses as a percentage of the ABS 2011 Census of Population

Location	Population	Total number of responses	% of location population
Shire of Roebourne	22,900	289	1.26
Karratha (and suburbs)	16,476	226	1.37
Dampier	1,265	32	2.52
Wickham	1,651	18	1.09
Roebourne	1,410	9	0.63
Point Samson	298	4	1.34

6. Analysis of for/against city status responses as a percentage of the number of respondents from each location

Location	Total number of responses	Number against becoming a city	% against becoming a city	Number for becoming a city	% for becoming a city
Shire of Roebourne	289	84	29%	203	70%
Karratha	226	59	26%	166	73%
Dampier	32	8	25%	24	75%
Wickham	18	5	28%	13	72%
Roebourne	9	3	33%	5	56%
Point Samson	4	4	100%	0	0%