

DI MARZIO RESEARCH

MARKETING AND STRATEGIC RESEARCH CONSULTANCY

Survey Data Report on:

SWITCHING BRANDS FOR A CAUSE

prepared for



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partnerships

Study no. 14/01/1456

March 2014

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About This Study

- ❖ This document contains the results of a question included for **Cavill + Co** in our Online Omnibus Survey No. 22, details of which are shown below:

Method:	Online e-mail survey.
Respondents:	A sample of people aged 18+ who use the internet
Sample Size:	1,200 across the mainland states
Source:	Online research panel – MyOpinions Australia
Internet Penetration in Australia:	90% (as at March 2012). Source: A.C. Nielsen.
Metro / Rural Split:	68 : 32 (815 metro / 385 non-metro).
Male / Female Split:	50 : 50.
Weighting:	To Census population statistics by age/gender/area.
Field Dates:	March 3– 8, 2014.

Methodology

- ❖ The top table (shown opposite) outlines the sample sizes sought in each state.
- ❖ Furthermore, ten demographics and classification variables are collected (as shown in the bottom table).
- ❖ The question included by Cavill + Co in this omnibus survey is shown at the top of each table in the tabular results section which follows.
- ❖ The results pertaining to the question asked have been provided in tabular format (no interpretative commentary is provided) for the total sample with cross-tabulations included by demographic variables of interest.
 - Details about our sample are also provided.

	Total	Metro	Rural
New South Wales	350	240	110
Victoria	300	200	100
Queensland	200	135	65
South Australia	175	120	55
West Australia	175	120	55
TOTAL	1,200	815	385

Demographic Variables	
Gender	Education
Age	Household size
Work Status	Household income
Occupation	Home ownership
Marital status / Lifecycle stage	NESB / ATSI background
Country of Birth	State

TABULAR



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RESULTS

Table 1 – Time Series Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample		
	2008* (500) %	2011 (1,201) %	2014 (1,200) %
Agree strongly	NA	5	5
Agree a little	NA	19	11
Neutral	NA	44	34
Disagree	NA	23	45
Total Agree	23	24	16
Don't Know	NA	9	5

Comment:

Q1 above was asked in Di Marzio Research online omnibus surveys in 2011 and 2014 using a consistent sampling approach with 1,200 adult Australians surveyed online which allows direct comparison of those results. The 2008* result is based on the Real Not Spiel study conducted by Sweeney Research involving 500 online interviews. Although the method was the same (online) and a national coverage was obtained, the questioning approach then was different even though it addressed the same issue. Accordingly we cannot directly compare the 2008 result with the 2011 and 2014 results but it does provide a guide to the behaviour of interest at the time and in our view provides a useful reference point. Whether we compare the latest finding against 2011 only or against 2008 and 2011 we still would conclude that fewer people agree with the statement now.

Table 2 – Gender & Age Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1,200) %	2014 Results for Gender and Age						
		Male (594) %	Female (606) %	18-24 (109) %	25-34 (268) %	35-44 (280) %	45-54 (265) %	55+ (275) %
Agree strongly	5	4	5	5	8	5	3	2
Agree a little	11	10	13	12	18	9	8	9
Neutral	34	33	36	35	31	35	36	36
Disagree	45	48	42	43	40	46	48	47
Total Agree	16	14	17	17	25	15	11	12
Don't Know	5	5	5	5	4	5	6	5

NOTES:

1. Rounding occurs.
2. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

Table 3 – State & Location Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1,200) %	2014 Results by State and Location						
		NSW (350) %	VIC (302) %	QLD (200) %	SA (171) %	WA (177) %	Metro (835) %	Reg/Rural (365) %
Agree strongly	5	8	2	4	1	3	5	3
Agree a little	11	13	9	10	14	12	11	11
Neutral	34	32	37	37	37	29	35	34
Disagree	45	43	46	45	41	51	44	47
Total Agree	16	21	10	14	16	15	16	15
Don't Know	5	4	6	4	7	5	5	5

NOTES:

1. Rounding Occurs.
2. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

Table 4 – Generation, Work Status & Occupation Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1,200) %	2014 Results by Generation, Work Status and Occupational Group									
		Pre-Boom. (125) %	Boomers (415) %	Gen X (425) %	Gen Y (232) %	FT (529) %	PT (203) %	Retired (176) %	NIWF (451) %	Blue Collar (286) %	White Collar (752) %
Agree strongly	5	1	3	7	5	6	2	2	4	5	5
Agree a little	11	7	9	12	14	11	14	8	10	14	11
Neutral	34	40	35	33	33	33	37	37	35	33	33
Disagree	45	47	48	43	43	46	42	48	45	45	47
Total Agree	16	8	12	19	19	17	16	10	14	18	16
Don't Know	5	6	5	4	4	4	5	5	5	4	4

NOTES:

1. Rounding Occurs.
2. Pre- Boomers were born before 1948, Boomers between 1948-1964, Gen X between 1965-1979, Gen Y between 1980-1994. Some Gen Z people are also in our sample now who were born in 1995 or 1996 but we have not shown them above although they are in the total sample results.
3. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.
4. **NIWF** = Not in workforce

Table 5 – Marital Status & Household Size Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1200) %	2014 Results by Marital Status and Household Size								
		Singles (290) %	Couple. No Child (213) %	Family, Child At Home (411) %	Empty Nesters (160) %	W/D/S (104) %	One (216) %	Two (407) %	3-4 (449) %	5+ (128) %
Agree strongly	5	6	6	5	1	-	6	4	4	5
Agree a little	11	15	11	9	11	10	13	10	11	14
Neutral	34	34	33	35	35	32	35	33	35	36
Disagree	45	41	45	47	48	50	43	45	46	42
Total Agree	16	21	16	15	12	10	19	14	15	18
Don't Know	5	4	6	4	4	8	4	7	4	3

NOTES:

1. Rounding Occurs.
2. W/D/S = widowed/divorced/separated.
3. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

Table 6 – Education, Country of Birth & Family Background Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1200) %	2014 Results by Education, Country of Birth and Family Background								
		Sec. Incomp (134) %	Sec. Comp (294) %	Trade/ Vocat. (248) %	Tertiary (500) %	Aust. (899) %	O/seas (301) %	NESB (213) %	ATSI (17) %	Neither (942) %
Agree strongly	5	5	4	3	6	5	4	11	5	3
Agree a little	11	8	9	11	14	11	12	12	23	11
Neutral	34	43	38	33	31	33	37	35	27	34
Disagree	45	39	44	49	45	46	41	37	45	47
Total Agree	16	13	14	14	20	16	16	22	28	14
Don't Know	5	6	5	5	4	5	6	5	-	4

NOTES:

1. Rounding Occurs.
2. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

Table 7 – Home Ownership & Household Income Analysis

Q1. On the scale shown, please indicate your level of agreement or disagreement with the following statement. In the last year I have switched from my usual product/service to another product/service because of its support of a cause or charity?

	Total Sample 2014 (1200) %	2014 Results by Home Ownership and Gross Annual Household Income							
		Own (499) %	Buying (207) %	Renting (328) %	With Parents (125) %	Under \$30K (164) %	\$30K - \$50K (194) %	\$50K - \$75K (212) %	\$75k+ (446) %
Agree strongly	5	4	2	7	4	5	4	7	3
Agree a little	11	11	9	12	12	11	12	12	10
Neutral	34	35	30	36	31	37	35	38	32
Disagree	45	44	57	41	46	42	43	41	52
Total Agree	16	15	11	19	16	16	16	19	14
Don't Know	5	6	2	4	7	5	6	2	3

NOTES:

1. Rounding occurs.
2. Space precludes us also showing 2011 results above by home ownership and income.
3. **Blue** and **green** figures indicate differences between segments that are respectively higher and lower to a statistically significant degree at the 95% confidence level.

SAMPLE DETAILS



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Gender, Age, Location, State

Gender	
	Total Sample (1200) %
Male	49
Female	51

Age	
	Total Sample (1200) %
18 – 24	17
25 – 34	20
35 – 44	21
45 – 54	19
55 – 64	12
65 +	11

Location	
	Total Sample (1200) %
Metropolitan	68
Regional	24
Rural	8

State	
	Total Sample (1200) %
New South Wales	37
Victoria	26
Queensland	20
South Australia	8
Western Australia	11

Marital and Work Status

Marital Status	
	Total Sample (1200) %
Single, never married	28
Couple, no children	18
Couple, children at home	27
Single parent, children at home	4
Couple, children left home	13
Widowed/divorced/separated	8

Education	
	Total Sample (1200) %
Secondary incomplete	10
Secondary completed	27
Trade qualification	10
Vocational certificate	9
Tertiary qualification	41

Education & Occupation



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Work Status	
	Total Sample (1200) %
Self Employed	6
Work full-time	35
Work part-time	17
Retired on pension	11
Self funded retiree	4
Home duties	7
Student	12
Not employed	8

Occupation (if working)	
	Total Sample (1200) %
Upper/middle white collar	12
Lower white collar	65
Skilled blue collar	9
Unskilled/semi-skilled blue collar	13

Household Income, Household Size, Home Ownership

Household Income	
	Total Sample (1200) %
Under \$30,000 p.a.	14
\$30,000 to \$50,000 p.a.	17
\$50,000 to \$75,000 p.a.	17
Over \$75,000 p.a.	36
Don't know	6
Prefer not to say	11

Home Ownership	
	Total Sample (1200) %
Home owner	39
Currently buying	15
Currently renting	28
Living with parents	14
Other	2
Prefer not to say	1

Household Size	
	Total Sample (1200) %
One	17
Two	33
3 – 4	37
5+	13

NESB / ATSI Background, Country of Birth

NESB / ATSI Background	
	2014 (1,200) %
NESB	18
ATSI	2
Neither	78
Prefer not to say	2

Where Born	
	2014 (1,200) %
Australia	76
United Kingdom	7
USA or Canada	1
New Zealand	2
Asia	8
Europe	3
Africa	1
The Middle East	0
Elsewhere	2
Prefer not to say	1