

DI MARZIO RESEARCH

MARKETING AND STRATEGIC RESEARCH CONSULTANCY

Survey Data Report on:

SWITCHING FOR A CAUSE

Actual not intention



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Study no. 11/03/1392

April 2011

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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. 10, 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:	80.1% (as at August 2009). Source: AC 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:	30 March – 5 April, 2011.

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 Cavil & 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 – Gender & Age Analysis

- ❖ *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 (1,201) %	Gender		Age				
		Male (610) %	Female (591) %	18-24 (110) %	25-34 (228) %	35-44 (249) %	45-54 (264) %	55+ (346) %
Agree strongly	5	5	5	5	6	6	4	5
Agree a little	19	14	23	19	21	16	19	17
Neutral	44	47	42	46	40	40	48	48
Disagree	23	24	22	22	24	24	23	22
Total Agree	24	20	28	25	27	22	24	21
Don't Know	9	9	8	8	9	13	6	9

NOTES:

1. Rounding Occurs.

Table 2 – State & Location Analysis

- ❖ *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 (1,201) %	State					Location	
		NSW (352) %	VIC (301) %	QLD (200) %	SA (173) %	WA (175) %	Metro (793) %	Reg/Rural (408) %
		Agree strongly	5	7	4	4	6	4
Agree a little	19	21	16	16	18	21	19	18
Neutral	44	43	41	53	47	40	43	47
Disagree	23	28	20	20	24	25	24	21
Total Agree	24	28	20	20	24	25	24	24
Don't Know	9	9	11	8	5	9	9	8

NOTES:

1. Rounding Occurs.

Table 3 – Generation, Work Status & Occupation Analysis

❖ *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 (1,201) %	Generation				Work Status				Occupation	
		Pre-Boomers (179) %	Boomers (431) %	Gen X (362) %	Gen Y (225) %	Full Time (516) %	Part Time (163) %	Retired (249) %	Not Working (499) %	Blue Collar (155) %	White Collar (511) %
Agree strongly	5	5	4	6	5	6	5	5	4	4	6
Agree a little	19	20	17	17	21	21	16	18	17	16	22
Neutral	44	48	48	42	42	39	53	43	47	51	39
Disagree	23	18	25	23	24	24	23	25	22	21	25
Total Agree	24	25	21	23	26	27	21	23	22	20	28
Don't Know	9	9	6	12	8	10	3	9	9	8	7

NOTES:

1. Rounding Occurs.
2. Pre- Boomers are aged 65 plus, Boomers 46-64 years, Gen X 30-44 years, Gen Y 18-30 years.

Table 4 – Marital Status & Household Size Analysis

- ❖ *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 (1,201) %	Marital Status					Household Size			
		Single (279) %	Couple No Child (179) %	Family Child At Home (377) %	Empty Nesters (226) %	Wid/Div/ Sep (118) %	One (204) %	Two (464) %	3-4 (429) %	5+ (104) %
Agree strongly	5	5	5	7	4	4	5	5	5	8
Agree a little	19	19	21	18	12	27	24	17	18	20
Neutral	44	43	41	44	52	42	41	44	45	46
Disagree	23	24	25	22	22	22	24	26	20	22
Total Agree	24	24	26	25	16	31	29	22	23	28
Don't Know	9	9	8	9	10	5	6	8	12	5

NOTES:

1. Rounding Occurs.

Table 5 – Education, Country of Birth & Family Background Analysis

- ❖ ***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 (1,201) %	Education				Country of Birth		Family B/Ground		
		Sec. Incomp (151) %	Sec. Comp (311) %	Trade Vocat (248) %	Tertiary (456) %	Aust. (863) %	O/seas (338) %	NESB (181) %	ATSI (13) %	Neither (981) %
Agree strongly	5	1	5	6	6	4	9	8	5	5
Agree a little	19	15	14	21	22	18	20	24	27	17
Neutral	44	51	49	44	40	47	37	40	29	46
Disagree	23	20	26	21	24	23	22	18	12	25
Total Agree	24	16	19	28	29	22	28	33	32	22
Don't Know	9	12	7	7	7	8	12	9	27	8

NOTES:

1. Rounding Occurs.

Table 6 – Home Ownership & Household Income Analysis

❖ *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 (1,201) %	Home Ownership				Household Income			
		Own (476) %	Buying (207) %	Renting (327) %	Live with Parents (122) %	Under \$30K (210) %	\$30K - \$50K (212) %	\$50K - \$75K (181) %	\$75k+ (375) %
Agree strongly	5	6	6	6	2	6	7	6	6
Agree a little	19	20	16	20	16	17	22	24	19
Neutral	44	45	46	41	49	47	43	41	43
Disagree	23	22	27	23	23	21	21	22	26
Total Agree	24	26	22	27	19	24	29	30	25
Don't Know	9	8	5	10	9	9	7	8	6

NOTES:

1. Rounding Occurs.

SAMPLE



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DETAILS

Gender, Age, Location, State

Gender	
	<i>Total Sample (1,201) %</i>
Male	49
Female	51

Location	
	<i>Total Sample (1,201) %</i>
Metropolitan	63
Regional	30
Rural	7

Age	
	<i>Total Sample (1,201) %</i>
18 – 24	17
25 – 34	19
35 – 44	21
45 – 54	19
55 – 64	11
65 +	12

State	
	<i>Total Sample (1,201) %</i>
New South Wales	36
Victoria	26
Queensland	20
South Australia	8
Western Australia	11

Marital Status, Work Status, Education, Occupation

Marital Status	
	Total Sample (1,201) %
Single, never married	29
Couple, no children	15
Couple, children at home	26
Single parent, children at home	4
Couple, children left home	15
Widowed/divorced/separated	8

Work Status	
	Total Sample (1,201) %
Self Employed	7
Work full-time	36
Work part-time	13
Retired on pension	15
Self funded retiree	2
Home duties	9
Student	9
Not employed	7

Education	
	Total Sample (1,201) %
Secondary incomplete	11
Secondary completed	27
Trade qualification	12
Vocational certificate	9
Tertiary qualification	39

Occupation (if working)	
	Total Sample (679) %
Upper/middle white collar	12
Lower white collar	65
Skilled blue collar	8
Unskilled/semi-skilled blue collar	13
Full time student	0

Household Income, Household Size, Home Ownership

Household Income	
	<i>Total Sample (1,201) %</i>
Under \$30,000 p.a.	17
\$30,000 to \$50,000 p.a.	18
\$50,000 to \$75,000 p.a.	15
Over \$75,000 p.a.	31
Don't know	5
Prefer not to say	15

Home Ownership	
	<i>Total Sample (1,201) %</i>
Home owner	36
Currently buying	16
Currently renting	28
Living with parents	14
Other	3
Prefer not to say	2

Household Size	
	<i>Total Sample (1,201) %</i>
One	15
Two	36
3 – 4	38
5+	10

NESB / ATSI Background, Country of Birth

<i>NESB / ATSI Background</i>	
	<i>Total Sample (1,201) %</i>
Yes, non English speaking (NESB)	17
Yes, Aboriginal/Torres Strait Islander (ATSI)	1
No, neither	79
Prefer not to say	2

<i>Where Born</i>	
	<i>Total Sample (1,201) %</i>
Australia	74
United Kingdom	7
USA or Canada	1
New Zealand	2
Asia	9
Europe	4
Africa	1
The Middle East	0
Elsewhere	2
Prefer not to say	1