

# Landcare and Coastcare Awareness Survey 2011

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*- Prepared for -*  
**Landcare Australia Limited**  
Level 1, 6 Help Street  
Chatswood, New South Wales 2067

*- Prepared by -*  
**Roy Morgan Research**  
232 Sussex Street  
Sydney NSW 2000

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## **1. EXECUTIVE SUMMARY**

Roy Morgan Research was re-commissioned in 2011 to conduct another wave of the Landcare Awareness Survey.

Issues of interest for Landcare Australia were:

- Awareness of Landcare;
- Awareness of Coastcare;
- Recognition of the Landcare logo; and
- Likely impact of purchase donation on brand purchase intention.

In total, 1,055 interviews were achieved from a nationally representative sample. Questions were included on the Roy Morgan Research face-to-face omnibus, with fieldwork conducted on the 21<sup>st</sup> and 22<sup>nd</sup> of May 2011. This is the fifteenth in a series of surveys stretching back to 1994.

### **Landcare Awareness**

In 2011, two-thirds (68%) of the Australian population aged 14 years and over claimed to have heard of 'Landcare'. While still below its peak in 2001 of 85%, awareness levels have remained steady over the past five studies after declines in 2002 and 2004.

People living in country areas were significantly more likely to be aware of Landcare than those in city areas (84%\* vs. 59%). As with previous studies, Tasmania continued to have the highest percentage of people aware of Landcare (88%), whereas Western Australia, Victoria and New South Wales had the lowest figures (57%, 66% and 67% respectively).

Awareness of Landcare continued to increase with age. The gap between the awareness level of younger Australians (14-24 year olds) and those aged 50 years and over continued to broaden (33%\* vs. 83%).

### **Coastcare Awareness**

Just under a half (46%) of the population claimed to have heard of 'Coastcare', which was significantly lower than the awareness level for 'Landcare'. The awareness level of Coastcare shows an upward trend since 2004 with a significant 7%\* increase between 2008 and 2011.

As seen with Landcare, people living in country areas were significantly more likely to be aware of Coastcare than those living in capital cities (51%\* vs. 42%). Tasmania continued

a trend from previous years, recording the highest level of awareness of Coastcare among all states with 71%, followed by South Australia (66%). Although the level of awareness for New South Wales has significantly increased since the last study in 2008 (35%\* in 2008 vs. 42% in 2011), this awareness level remained one of the lowest with Queensland (39%).

### **Recognition of Landcare Logo**

Three-quarters (77%) of Australians indicated that they had seen the Landcare logo.

As in previous years, residents from capital cities were less likely to have seen the Landcare logo compared to those who live in country areas (70%\* vs. 87% respectively). Tasmania continued to have the highest proportion aware of the Landcare logo at 88%. Residents from Queensland and South Australia were significantly more likely to have seen the Landcare logo than people in other states (81% and 83% respectively). Conversely, people living in Victoria were the least likely to have seen the logo before (69%).

Although the youngest age cohort exhibited a relatively low level of awareness of Landcare (33%) and Coastcare (29%), they have a relatively strong level of awareness of the Landcare logo (65%).

### **Likely Impact of Donation on Purchase Intention**

Just over half (55%) of the population stated that they were 'more likely' to purchase the brand if part of the purchase price is donated to Landcare or Coastcare environmental projects. A third (35%) said that it would have no impact on their purchase intention.

Those aware of 'Landcare' or 'Coastcare' or the Landcare logo were significantly more likely to say that they would be *more* likely to purchase a brand if part of the purchase price is donated to Landcare or Coastcare environmental projects.

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## 2. INTRODUCTION AND BACKGROUND

### 2.1 Overview

Roy Morgan Research was re-commissioned in 2011 to conduct what is now the fifteenth wave of the Landcare Awareness Survey. A sample of 1,055 was achieved, with interviews conducted nationally amongst a representative sample of people aged 14 and over. This survey was conducted on the 21<sup>st</sup> and 22<sup>nd</sup> of May 2011 with questions included on the Roy Morgan Research face-to-face Omnibus.

A total of four questions were included in this wave of research. The inclusion of Landcare questions in the Roy Morgan Research Establishment Survey since the early stages of this survey, has allowed for comparative analysis across its many waves.

Issues addressed in the current study were:

- Awareness of Landcare;
- Awareness of Coastcare;
- Recognition of the Landcare logo; and
- Likely impact of a Landcare donation by a brand on purchase intention (Note: the question wording in the 2011 study was slightly different compared to the 2009 study)<sup>1</sup>.

### 2.2 Landcare Awareness Results

This report provides a discussion of the main findings of the 2011 Landcare Awareness Survey. An accompanying volume of cross-tabulations has also been provided. The questionnaire and showcards used for this research are included in Appendix 1.

Some analysis is undertaken in this report using the Roy Morgan Research Values Segments<sup>2</sup>. An explanation of the Value Segments is included in Appendix 2.

Testing for statistical significance has been conducted and where appropriate, results that are statistically significant at a 95% confidence interval are marked with a “\*”. The report

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<sup>1</sup> In 2011: Thinking now about buying a product or service you need, where several brands of similar quality and price are available. If some of the money from each purchase of one brand is donated by that brand to a Landcare or Coastcare environmental projects, would that make you more or less likely to buy that brand, or would it have no impact on you at all.

In 2009: Thinking now about buying a product or service you need, where several brands of similar quality and price are available. If some of the money from each purchase of one brand is donated by that brand to environmental repair projects managed by Landcare, would that make you more or less likely to buy that brand, or would it have no impact on you at all.

<sup>2</sup> Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network

notes where the sample size of demographic sub-groups is very small and the results should therefore be regarded as indicative estimates only. An example of this is the sample size of Tasmania (n=40). Results shown for Tasmania throughout this report are indicative only, due to the small sample size.

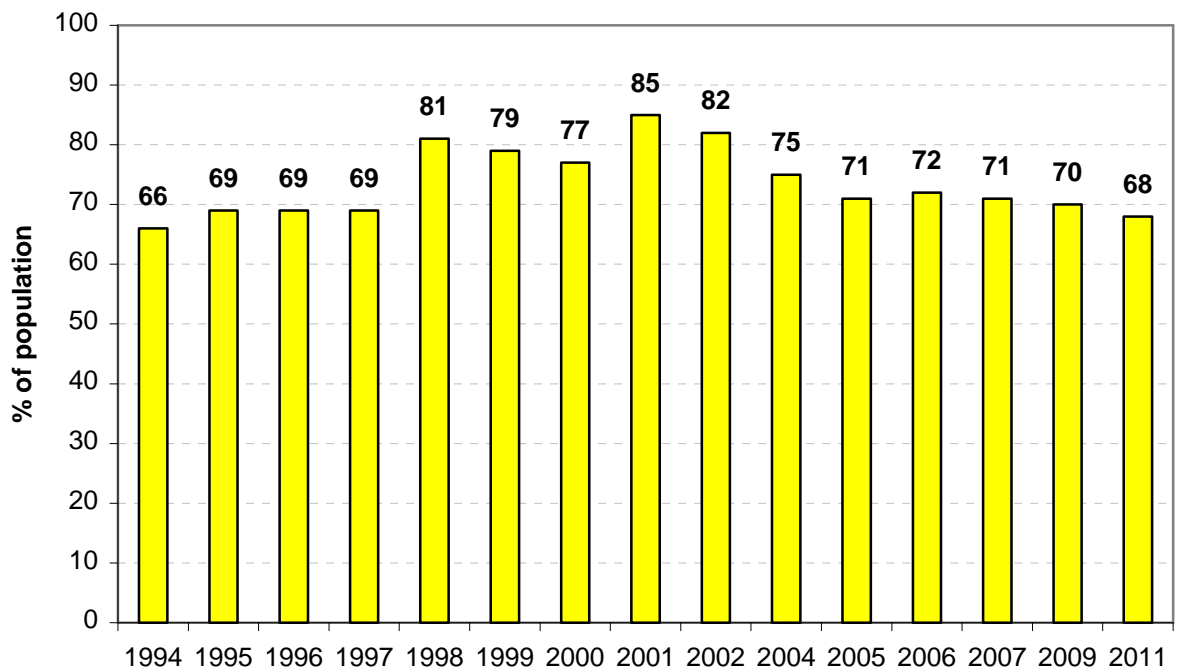
### 3. LANDCARE AND COASTCARE AWARENESS

#### 3.1 Landcare Awareness

In 2011, two-thirds (68%) of Australians aged 14 years and over had heard of Landcare. The graph below shows the trend of Landcare awareness over the fifteen studies that have been conducted. Two-thirds (66%) were aware of Landcare in 1994. Compared to 2011, awareness levels were significantly higher between 1998 and 2002, reaching a peak of 85% in 2001. Awareness levels fell in 2002 and 2004 and have been relatively steady over the past five studies varying between 68% and 72%. However, it is worth noting the downward trend since 2001.

**Figure 1: Awareness of Landcare**

Q11a. Before today had you ever heard of Landcare?



Base: All Respondents, N=1,055.

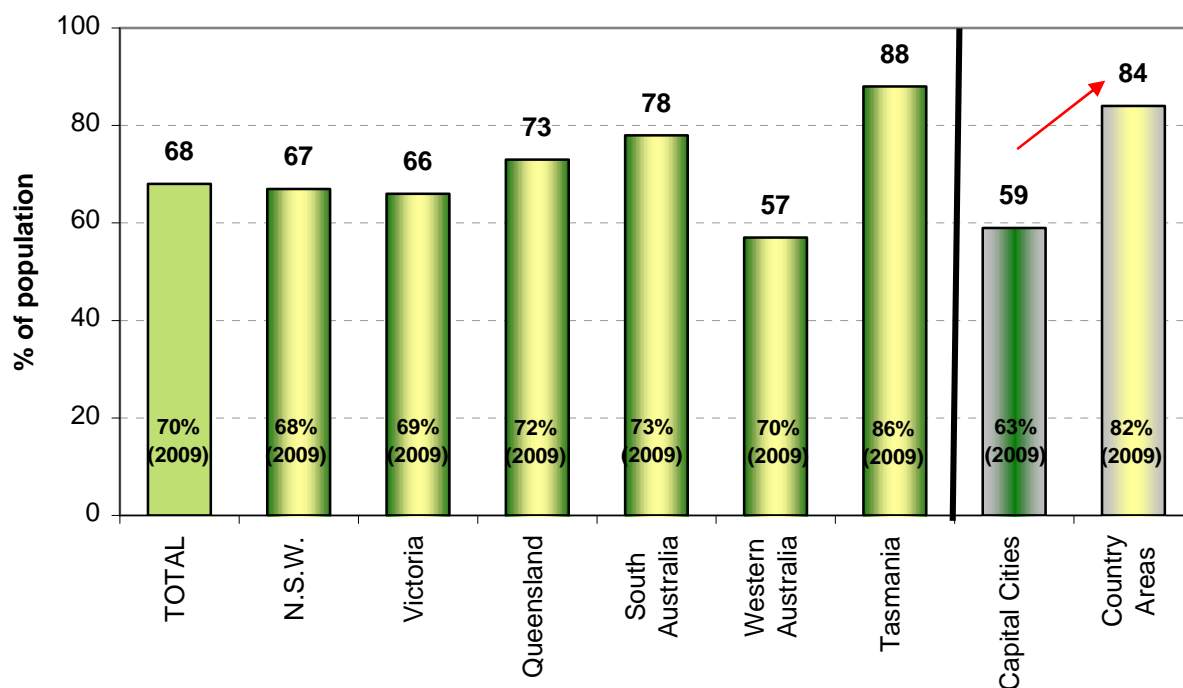
As shown in Figure 2, Western Australia, Victoria and New South Wales had the lowest levels of awareness (57%, 66% and 67% respectively). Compared to 2009, the levels of awareness remained steady for most states with the exception of Western Australia, where the awareness level significantly decreased from 70%\* in 2009 to 57% in 2011.

Australians living in capital cities continued to have a lower level of awareness compared to those living in country areas (59%\* and 84% respectively). The gap in awareness between capital cities and country areas increased with a difference of 25% in 2011 compared with a difference of 19% in 2009.

Low awareness levels for Western Australia, Victoria and New South Wales, coupled with low awareness levels in capital cities resulted in just over half of the Perth, Melbourne and Sydney populations being aware of Landcare (53%, 60% and 52% respectively). These awareness levels were well below the high levels recorded in country Victoria (81%) and country NSW (90%).

**Figure 2: Awareness of Landcare -by state & region**

Q11a. Before today had you ever heard of Landcare?



Base: All Respondents, N=1,055.

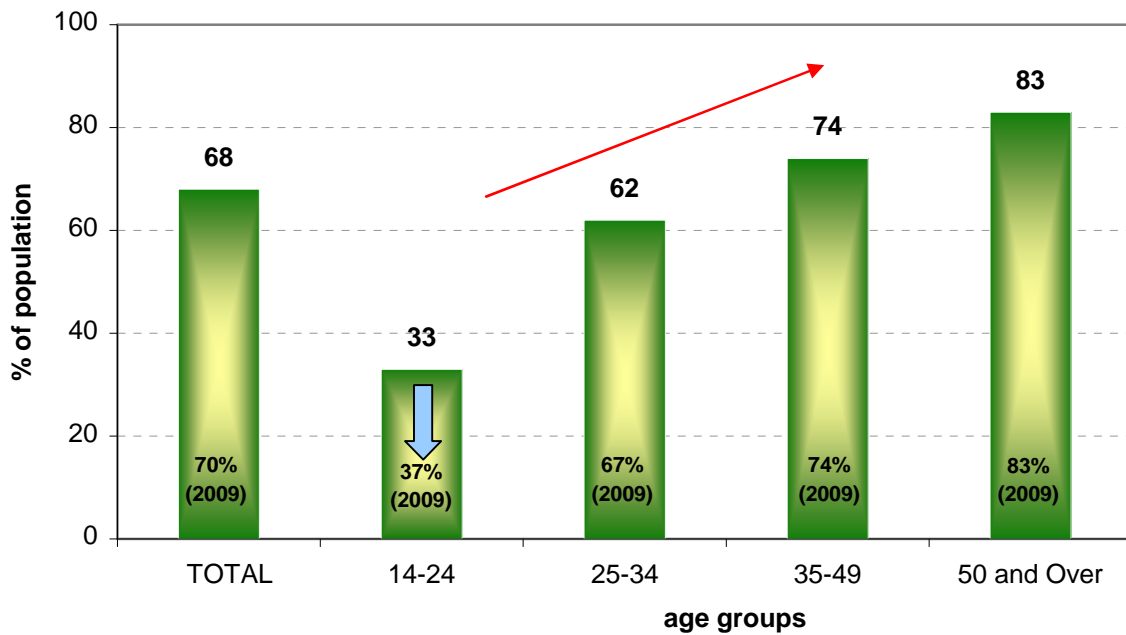
NSW (n=357); Victoria (n=223); Queensland (n=250); South Australia (n=89); Western Australia (n=96); Tasmania (n=40); Capital Cities (n=586); Country Areas (n=469).

The gap between the awareness level of younger Australians (14-24 year olds) and those aged 50 and over continued to broaden (33%\* vs. 83%). Since 2009 the level of awareness of those aged 50 and over remained constant (83% in 2009 and in 2011), whereas the level of awareness of the 14-24 age group continued to decline (33% in 2011 vs. 37% in 2009). The peak of awareness for this younger group occurred in 2002 with an awareness level at 72%.

Compared to the 2009 study, there were no significant shifts in awareness in the age groups 25-34, 35-49 or 50 years and over, and as in the previous studies awareness of Landcare increased with age.

**Figure 3: Awareness of Landcare -by age**

Q11a. Before today had you ever heard of Landcare?



Base: All Respondents, N=1,055.

14-24 (n=146); 25-34 (n=170); 35-49 (n=256); 50 and over (n=483).

Roy Morgan Values Segments<sup>3</sup> are a marketing tool that identifies how people think, their aspirations, self-image, behaviour and more.

Those classified as ‘Real Conservatism’ (84%), those who were ‘Traditional Family Life’ (85%) and those who were part of the ‘Basic Needs’ segment were significantly more likely to be aware of Landcare.

On the other hand, the ‘Look at Me’ and the ‘Young Optimism’ segments ranked the lowest with an awareness level of 35% and 51% respectively.

Since 2006 the ‘Look at Me’ segment has the lowest levels of awareness and the level continued to decrease over time (50% in 2006, 49% in 2007, 44% in 2009, and 35% in 2011).

**Table 1: Awareness of Landcare -by Values Segments**

Heard of Landcare	Total	Basic Needs	Fairer Deal	Traditional Family Life	Conventional Family Life	'Look At Me'	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
(n=)	1055	39 <sup>4</sup>	31 <sup>5</sup>	251	62	105	72	52	65	234	144
<b>Yes</b>	68%	81%*	61%	85%*	67%	35%	74%	84%*	51%	70%	71%
<b>No</b>	30%	19%	39%	14%	33%	60%*	24%	16%	48%*	28%	29%
<b>Can't say</b>	1%	0%	0%	0%	0%	4%	1%	0%	1%	2%	0%

<sup>3</sup> Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network

<sup>4</sup> Caution, very small sample size

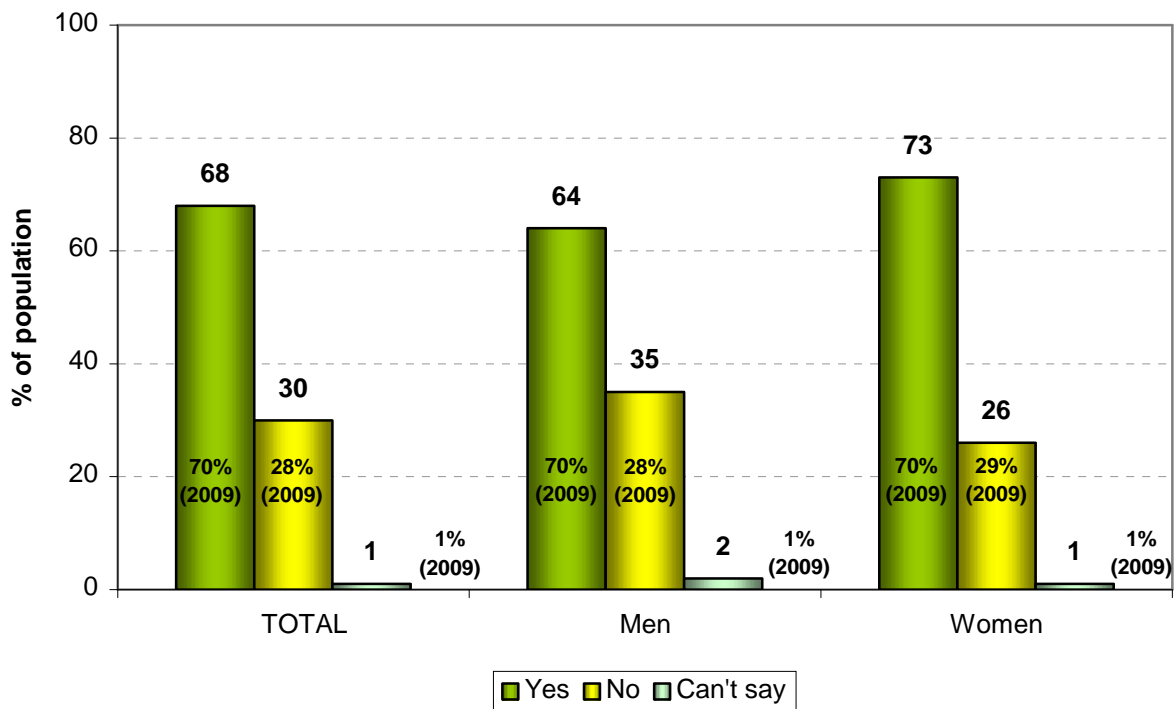
<sup>5</sup> Ibid

In 2011, women were more likely to be aware of Landcare than men (73%\* and 64% respectively). There was no difference in levels of awareness of Landcare by gender in 2007 and 2009.

Compared with 2009, the level of awareness has significantly decreased for men from 70%\* in 2009 to 64% in 2011. On the other hand the level of awareness for women has remained relatively constant (70% in 2009 and 73% in 2011).

**Figure 4: Awareness of Landcare - by gender**

Q11a. Before today had you ever heard of Landcare?



Base: All Respondents, N=1,055.

Men (n= 566); Women (n=489).

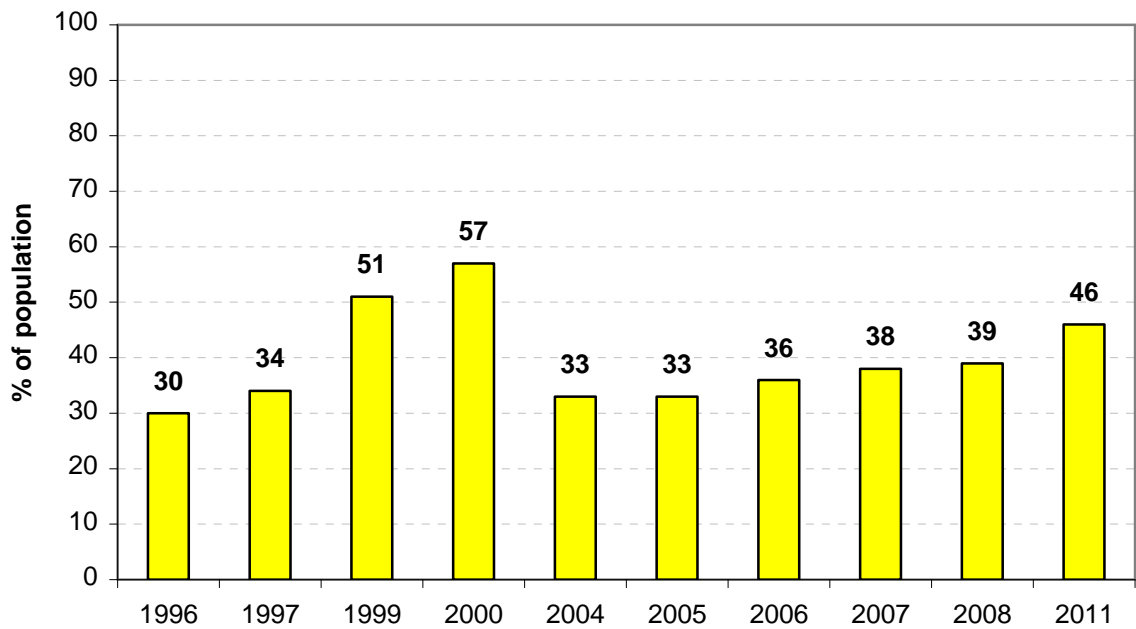
### 3.2 Coastcare Awareness

Respondents were also asked about their awareness of Coastcare. Just under a half (46%) of the Australian population aged 14 years and over are aware of 'Coastcare', which was significantly lower than the awareness level for 'Landcare' (68% in 2011).

The awareness level of Coastcare shows an upward trend since 2004 with a significant 7%\* increase between 2008 and 2011. Results were still lower than in 2000 (57%).

**Figure 5: Awareness of Coastcare**

*Q11b. Before today have you heard of Coastcare?*



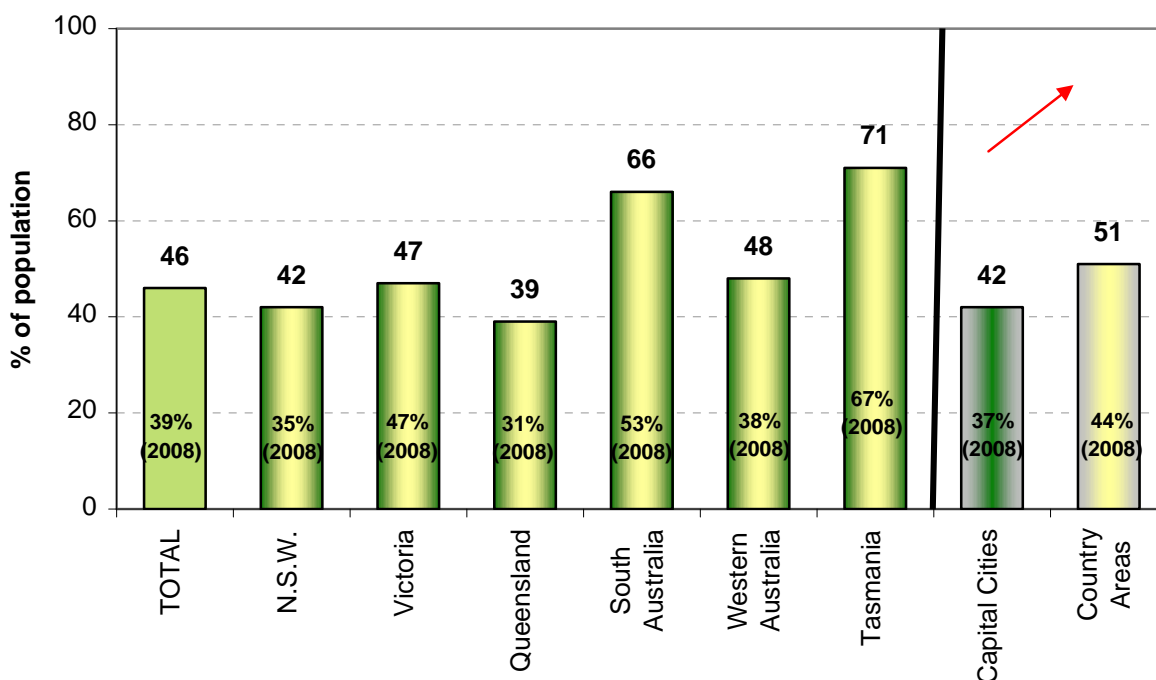
Base: All Respondents, N=1,055.

Tasmania and South Australia achieved significantly higher levels of awareness of Coastcare (71%\* and 66%\* respectively) compared with the total population (46%). Tasmania continued a trend from previous years, recording the highest level of awareness of Coastcare among all states. Level of awareness for New South Wales residents has increased significantly since the last study in 2008 (35%\* in 2008 vs. 42% in 2011), while awareness levels of Coastcare in the other states has not significantly changed.

As seen with Landcare, people living in country areas were significantly more likely to be aware of Coastcare than those living in capital cities (51%\* vs. 42%). This result was consistent with the results attained in 2008 (44%\* in country areas vs. 37% in capital cities).

**Figure 6: Awareness of Coastcare - by state and region**

Q11b. Before today have you heard of Coastcare?



Base: All Respondents, N=1,055.

NSW (n=357); Victoria (n=223); Queensland (n=250); South Australia (n=89); Western Australia (n=96); Tasmania (n=40); Capital Cities (n=586); Country Areas (n=469).

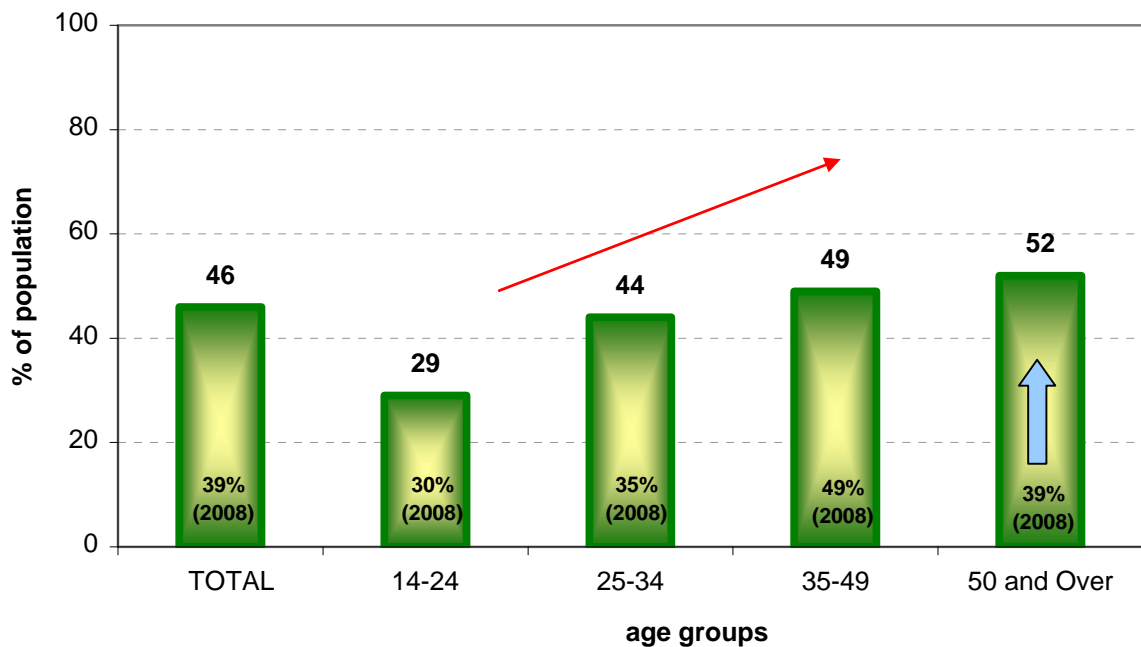
As with Landcare, awareness of Coastcare increases with age. People aged 50 years and over (52%\*) were significantly more likely to be aware of Coastcare, whereas those aged between 14 and 24 years (29%\*) were less likely to have heard of Coastcare. The gap between the awareness level of Coastcare for younger Australians (14-24 year olds) and those aged 50 and over has continued to broaden. Indeed, the awareness level of people aged 50 and over has significantly increased (39%\* in 2008 and 52% in 2011) while the level of awareness for the 14-24 age group has remained constant since 2008 (30% in 2008 and 29% in 2011).

There were no other significant differences compared to the 2008 study.

In line with the age, retirees were significantly more likely to be aware of Coastcare (54% vs. 46% overall) and students were less likely to be aware of it (26%).

**Figure 7: Awareness of Coastcare Australia - by age**

Q11b. Before today have you heard of Coastcare?



Base: All Respondents, N=1,055.

14-24 (n=146); 25-34 (n=170); 35-49 (n=256); 50 and over (n=483).

Compared to the overall population (46%), people classified as part of the ‘Traditional Family Life’ segment were significantly more likely to be aware of Coastcare (56 %\*). On the opposite, as in 2008, those from the ‘Look at me’ segment were significantly less likely to be aware (30%\* in 2008 and 28% in 2011).

**Table 2: Awareness of Coastcare - by Values Segments**

Heard of Coastcare	Total	Basic Needs	Fairer Deal	Traditional Family Life	Conventional Family Life	'Look At Me'	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
(n=)	1055	39	31	251	62	105	72	52	65	234	144
<b>Yes</b>	46%	40%	35%	56% *	44%	28%	51%	55%	41%	46%	47%
<b>No</b>	53%	56%	65%	43%	56%	72% *	49%	43%	58%	53%	51%
<b>Can't say</b>	1%	4%	0%	1%	0%	0%	0%	2%	1%	1%	2%

There was no significant difference in awareness level of Coastcare based on gender.

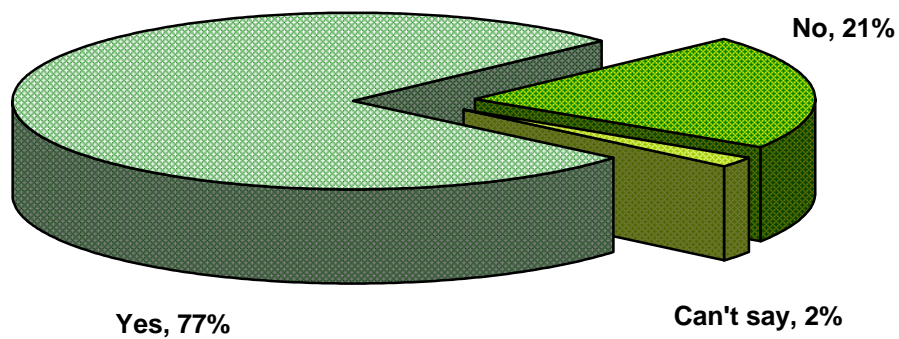
#### 4. AWARENESS OF LANDCARE LOGO



Respondents were then shown a picture of the Landcare logo and asked if they had seen it before (see Appendix 1 for full sized showcard). Three quarters of Australians (77%) indicated that they had seen the Landcare logo before.

**Figure 8: Recognition of the Landcare logo**

*Q11c. On the page is a logo with the name Landcare underneath it. Have you ever seen this logo before?*

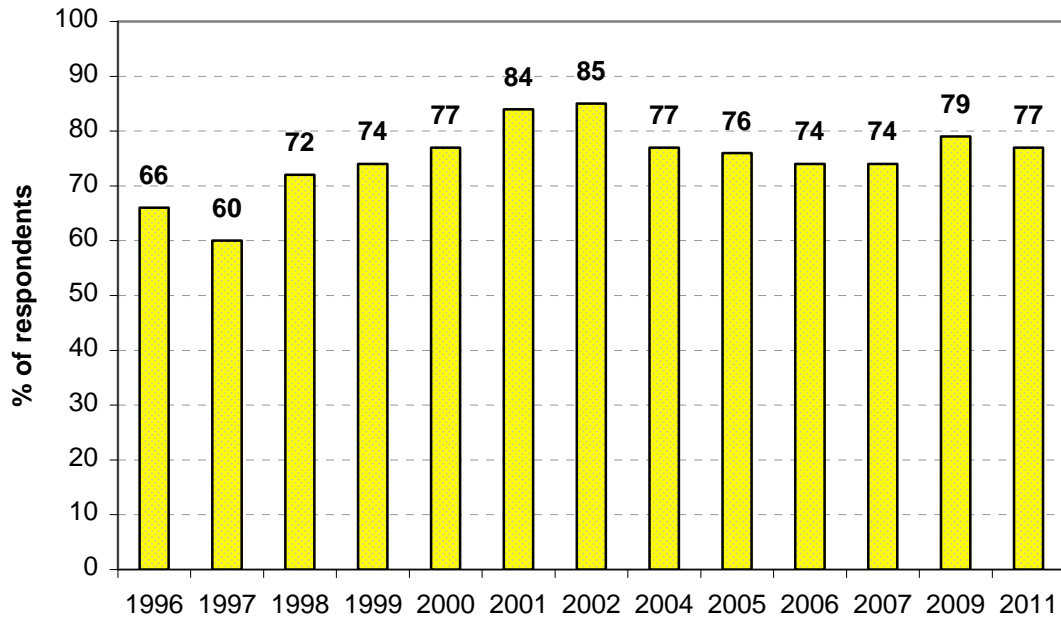


*Base: All Respondents, N=1,055.*

In 2011, awareness of the Landcare logo remained similar compared to 2009 (79% in 2009 and 77% in 2011).

**Figure 9: Recognition of the Landcare logo**

Q11c. On the page is a logo with the name Landcare underneath it. Have you ever seen this logo before?



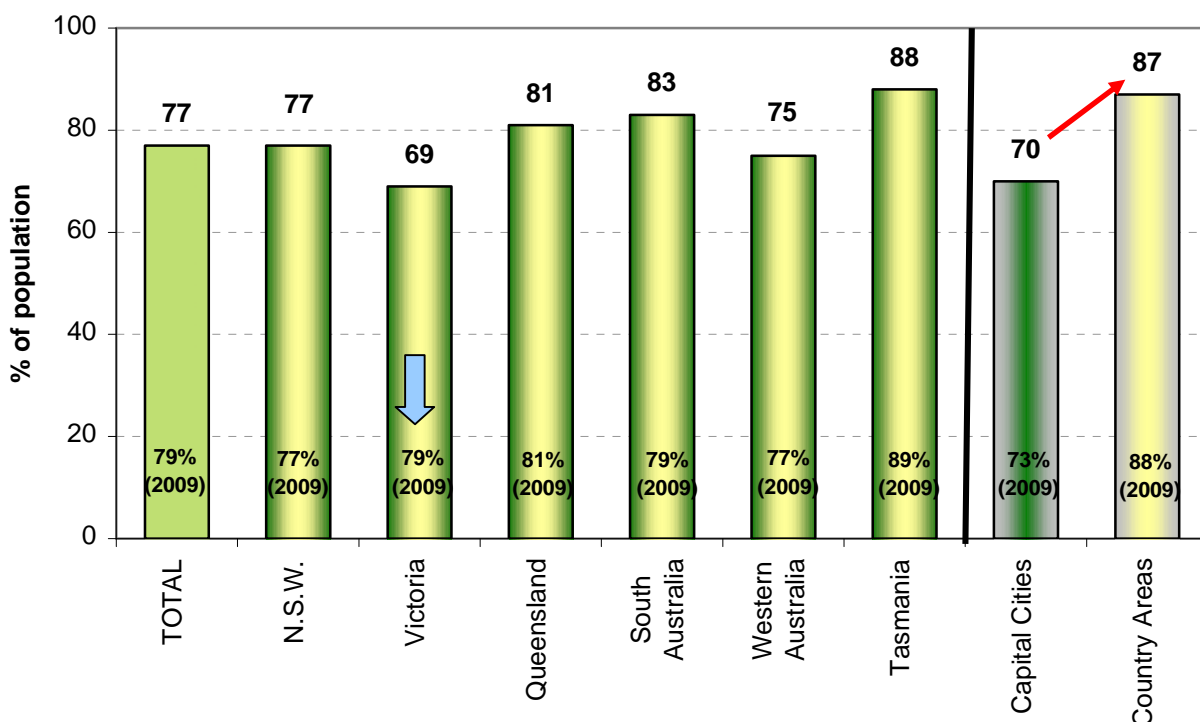
Base: All Respondents, N=1,055.

Tasmania continued to have the highest proportion aware of the Landcare logo at 88%. Residents from Queensland and South Australia were significantly more likely to have seen the Landcare logo than people in other states (81% and 83% respectively). Conversely, people living in Victoria were the least likely to have seen the logo before (69%). Indeed, the proportion of people who had seen the logo before significantly decreased in Victoria from 79% in 2009 to 69% in 2011. Awareness levels in other states have remained relatively similar.

As in previous years, residents from capital cities were less likely to have seen the Landcare logo compared to those who live in country areas (70%\* vs. 87% respectively).

**Figure 10: Recognition of the Landcare logo - by state & region**

Q11c. On the page is a logo with the name Landcare underneath it. Have you ever seen this logo before?



Base: All Respondents, N=1,055.

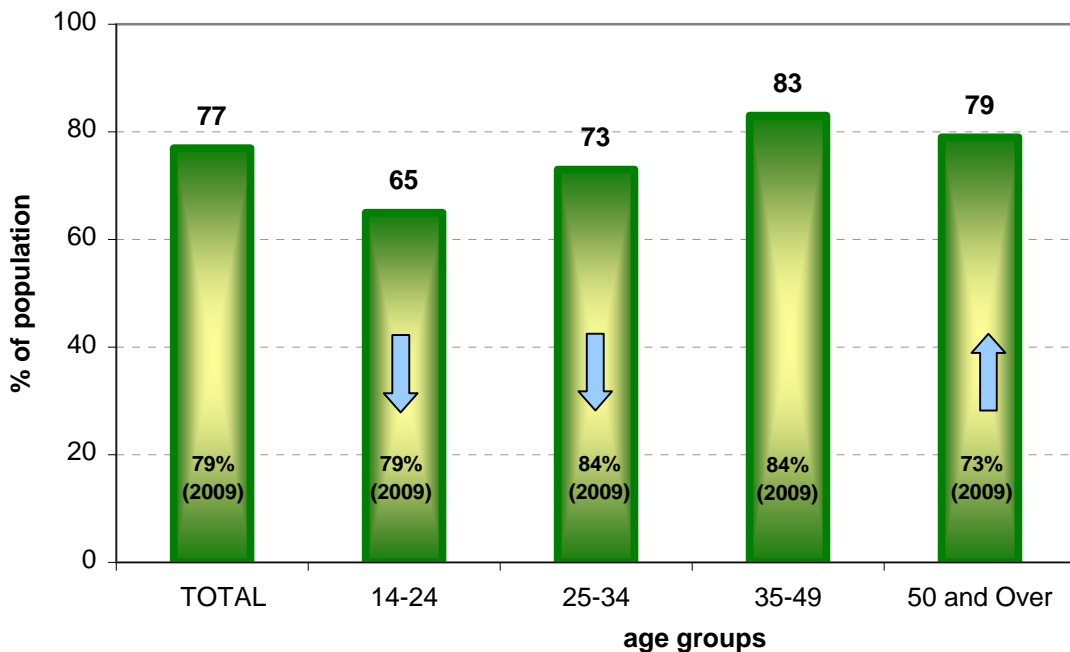
NSW (n=357); Victoria (n=223); Queensland (n=250); South Australia (n=89); Western Australia (n=96); Tasmania (n=40); Capital Cities (n=586); Country Areas (n=469).

Australians aged 35-49 years were significantly more likely to have seen the Landcare logo (83%) than any other age groups. As seen with Landcare and Coastcare awareness, the younger Australians (14-24 year olds) were less likely to have seen the logo before (65%). People aged 50 years and over have significantly increased their awareness levels of the logo from 73% in 2009 to 79% in 2011. Contrary to this, the awareness levels have significantly decreased for those aged 14-24 years and 25-34 years from 79% and 84% in 2009 to 65% and 73% in 2011 respectively.

It is worth noting that although the youngest age cohort exhibited a relatively low level of awareness of Landcare (33%) and Coastcare (29%), they have a relatively strong level of awareness of the Landcare logo (65%).

**Figure 11: Recognition of the Landcare logo - by age**

Q11c. On the page is a logo with the name Landcare underneath it. Have you ever seen this logo before?



Base: All Respondents, N=1,055.

14-24 (n=146); 25-34 (n=170); 35-49 (n=256); 50 and over (n=483).

People classified as ‘Something Better’ (84%) and ‘Visible Achievement’ (81%) formed the segments with the highest levels of awareness of the Landcare logo. In contrast, the segments with the lowest levels of logo recognition were ‘Young Optimism’ (66%) and ‘Look at me’ (69%).

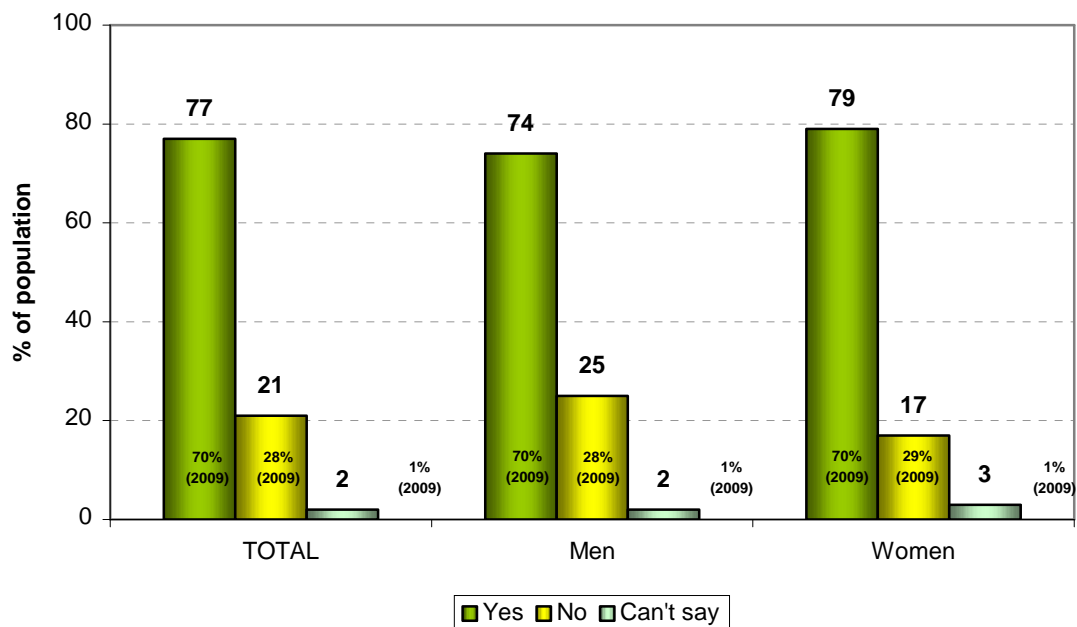
**Table 3: Recognition of the Landcare logo - by Values Segments**

Seen Landcare Logo	Total	Basic Needs	Fairer Deal	Traditional Family Life	Conventional Family Life	'Look At Me'	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
(n=)	1055	39 <sup>6</sup>	39 <sup>7</sup>	251	62	105	72	52	65	234	144
Yes	77%	78%	81%	77%	71%	69%	84%	78%	66%	81%	76%
No	21%	20%	19%	21%	27%	29%	12%	19%	33%	17%	19%
Can't say	2%	2%	0%	2%	1%	2%	4%	3%	1%	2%	5%

Women were statistically more likely to have seen the logo than men (79% vs. 74%).

**Figure 12: Recognition of the Landcare logo - by gender**

Q11c. On the page is a logo with the name Landcare underneath it. Have you ever seen this logo before?



Base: All Respondents, N=1,055.

Men (n= 566); Women (n=489).

<sup>6</sup> Caution, very small sample size

<sup>7</sup> Ibid

Nine in ten (91%) of those who had heard of Landcare reported that they had seen the Landcare logo before, while a small group (8%) claimed to have heard of Landcare but not seen the logo before.

The logo does seem to have a fairly high level of recognition even amongst those who have not heard of Landcare. Over two in five (45%) of those who had not heard of Landcare reported that they had seen the Landcare logo.

This suggests that stronger associations between the Landcare concept and the visual representation of the Landcare logo may assist in increasing awareness levels of Landcare itself.

**Table 4: Recognition of the Landcare logo - by Awareness of Landcare**

Seen Landcare Australia Logo	Heard of Landcare			
	Total (n=1055)	Yes (n=752)	No (n=290)	Can't say (n=13 <sup>8</sup> )
Yes	77%	91%	45%	71%
No	21%	8%	51%	29%
Can't say	2%	2%	4%	0%

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<sup>8</sup> Caution, very small sample size

## 5. TOTAL AWARE OF LANDCARE/COASTCARE/LANDCARE LOGO

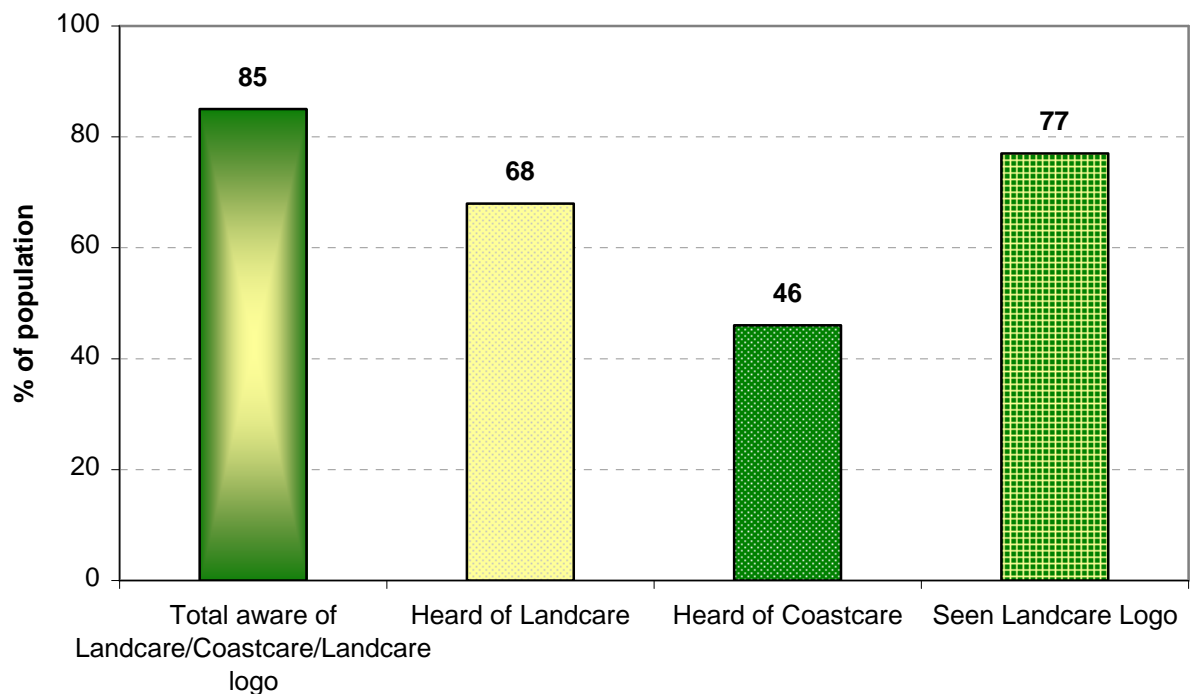
Most (85%) of the Australian population aged 14 years and over were aware of at least one brand; that is, heard of Landcare and/or heard of Coastcare and/or seen the Landcare logo. The figures below show that visual recognition of the Landcare logo continued to remain the highest at 77%, compared with awareness of Landcare or Coastcare.

**Figure 13: Total Awareness of Landcare /Coastcare /Landcare logo**

Q11a. Before today had you ever heard of Landcare?

Q11b. Before today have you heard of Coastcare?

Q11c. Have you ever seen this logo before?



Base: All Respondents, N=1,055.

## 6. LIKELY IMPACT OF DONATION ON PURCHASE INTENTION

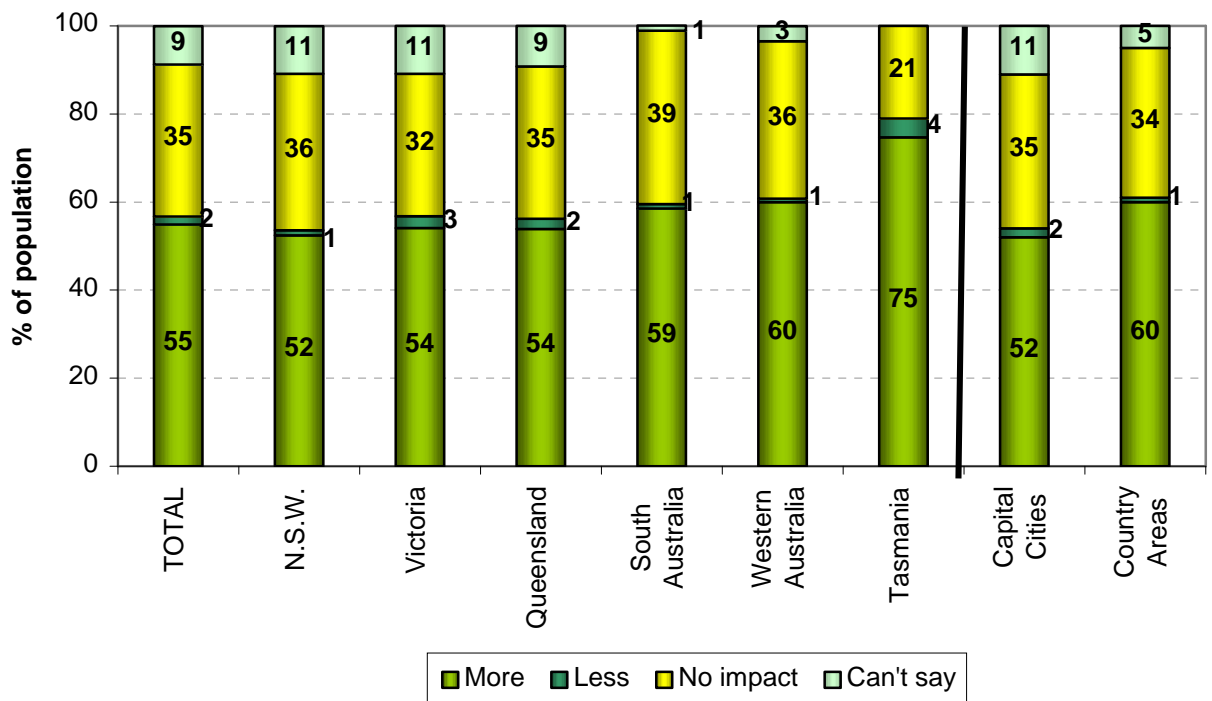
In 2009, a new question was added to measure the likely impact on purchase intention of a brand if some of the money from the purchase price goes towards **environmental repair projects managed by Landcare**.

In 2011, this question has been modified to measure the likely impact on purchase intention of a brand if some of the money from the purchase price goes towards **Landcare or Coastcare environmental projects**.

Respondents were asked to rate the impact of purchase intention on a scale of ‘more likely’, ‘less likely’ or ‘no impact’. Just over half (55%) of the population stated that they were ‘more likely’ to purchase the brand if part of the purchase price is donated to Landcare or Coastcare environmental projects. A third (35%) said that it would have no impact on their purchase intention.

**Figure 14: Likely impact of donation on purchase intention - by state and region**

*Q11d. Thinking now about buying a product or service, if some of the money from each purchase of one brand is donated by that brand to Landcare or Coastcare environmental projects, would that make you more or less likely to buy that brand, or would it have no impact on you at all?*

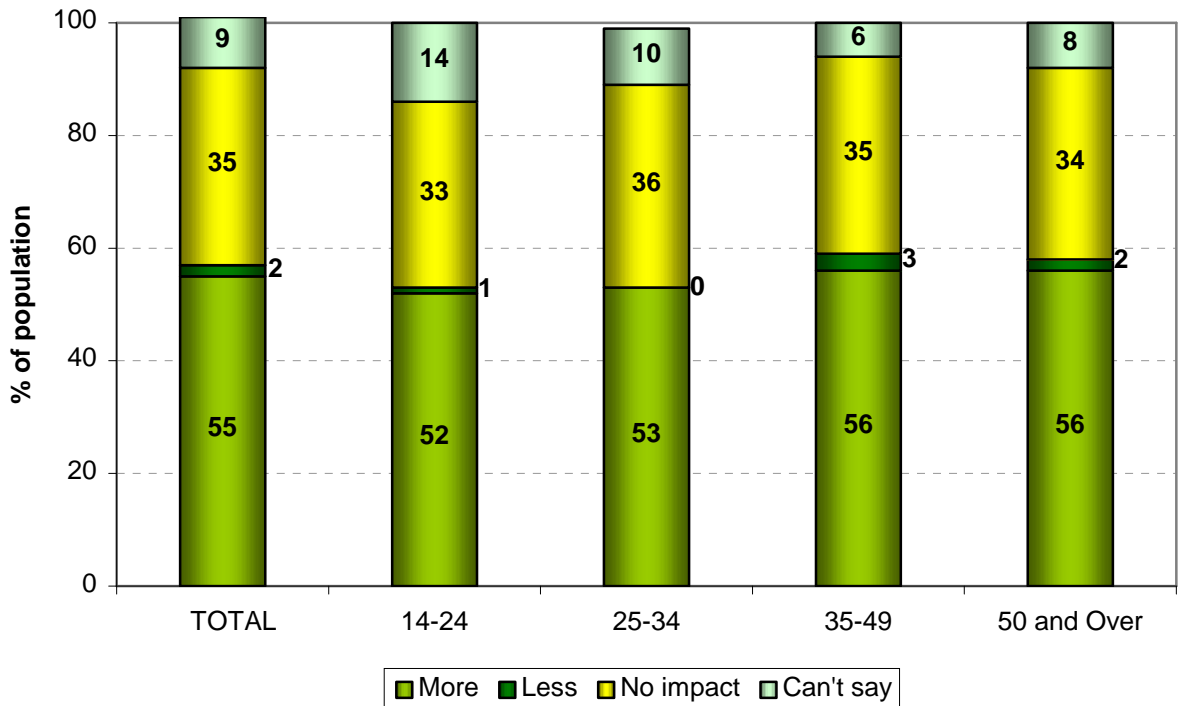


Base: All Respondents, N=1,055.

As in the 2009 study, there was no significant difference in regard to impact on purchase intention based on age.

**Figure 15: Likely impact of donation on purchase intention - by age**

Q11d. Thinking now about buying a product or service, if some of the money from each purchase of one brand is donated by that brand to Landcare or Coastcare environmental projects, would that make you more or less likely to buy that brand, or would it have no impact on you at all?

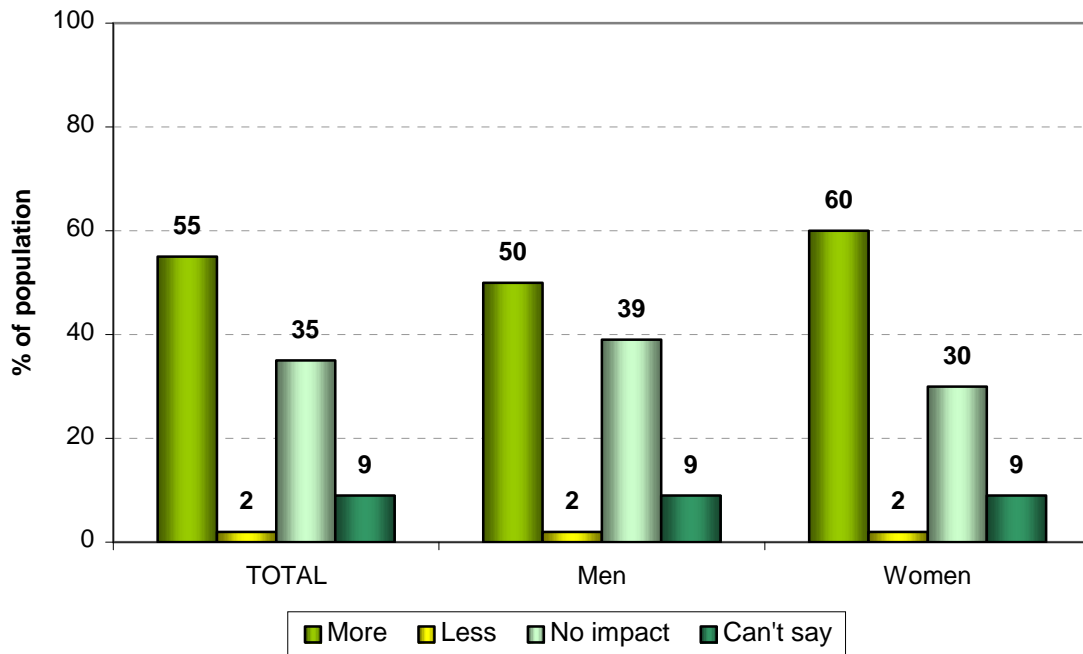


Base: All Respondents, N=1,055.

Women were significantly more likely to purchase a brand if part of the purchase price is donated to Landcare or Coastcare environmental projects than men (60%\* vs. 50% respectively). Men were more likely than women to report that it would have ‘no impact’ on their purchase decision (39%\* vs. 30%).

**Figure 16: Likely impact of donation on purchase intention - by gender**

*Q11d. Thinking now about buying a product or service, if some of the money from each purchase of one brand is donated by that brand to Landcare or Coastcare environmental projects, would that make you more or less likely to buy that brand, or would it have no impact on you at all?*



Base: All Respondents, N=1,055.

People considered as part of the ‘Socially Aware’ segment had the highest proportion (64%) of those who indicated they would be ‘more likely’ to purchase a brand that donates to Landcare or Coastcare environmental projects.

There were no other significant differences.

**Table 5: Likely impact of donation on purchase intention - by Values Segments**

Likely impact of donation on purchase intention	Total	Basic Needs	Fairer Deal	Traditional Family Life	Conventional Family Life	'Look At Me'	Something Better	Real Conservatism	Young Optimism	Visible Achievement	Socially Aware
(n=)	1055	39 <sup>9</sup>	31 <sup>10</sup>	251	62	105	72	52	65	234	144
More Likely	55%	51%	40%	53%	46%	56%	53%	63%	53%	55%	64%*
Less Likely	2%	5%	0%	2%	3%	0%	5%	2%	2%	1%	1%
No Impact	35%	32%	54%	35%	45%	30%	36%	32%	31%	37%	27%
Can't Say	9%	11%	6%	10%	6%	14%	6%	3%	14%	7%	8%

There was no significant difference on likely impact of donation on purchase intention based on occupation.

Tables 6a, 6b, 6c and 6d below summarise the results of the purchase intention question by awareness of Landcare, Coastcare and Landcare logo. In all cases, those aware of Landcare or Coastcare or had seen the Landcare logo were significantly more likely to say that the donation would make them *more* likely to purchase a brand if part of the purchase price is donated to Landcare or Coastcare environmental projects.

<sup>9</sup> Caution, very small sample size

<sup>10</sup> Ibid

**Table 6a: Likely impact of donation on purchase intention - by Awareness of Landcare**

Likely impact of donation on purchase intention	Heard of Landcare			
	Total (n=1055)	Yes (n=752)	No (n=290)	Can't say (n=13)
More Likely	55%	61%*	40%	72%
Less Likely	2%	2%	2%	07%
No impact	35%	33%	39%*	22%
Can't say	9%	4%	19%*	0%

**Table 6b: Likely impact of donation on purchase intention - by Awareness of Coastcare**

Likely impact of donation on purchase intention	Heard of Coastcare			
	Total (n=1055)	Yes (n=493)	No (n=550)	Can't say (n=12)
More Likely	55%	63%*	47%	74%
Less Likely	2%	2%	2%	0%
No impact	35%	31%	38%*	17%
Can't say	9%	4%	13%*	9%

**Table 6c: Likely impact of donation on purchase intention - by Recognition of Landcare Logo**

Likely impact of donation on purchase intention	Seen Landcare Logo			
	Total (n=1055)	Yes (n=820)	No (n=209)	Can't say (n=26)
More Likely	55%	62%*	32%	35%
Less Likely	2%	2%	3%	3%
No impact	35%	32%	44%*	38%
Can't say	9%	5%	21%*	24%

**Table 6d: Likely impact of donation on purchase intention - by Total Awareness of Landcare /Coastcare /Landcare logo)**

Likely impact of donation on purchase intention	Heard of Landcare or Coastcare or seen Landcare Logo		
	Total (n=1055)	Yes (n=905)	No/ Can't Say (n=150)
More Likely	55%	60%*	29%
Less Likely	2%	2%	3%
No impact	35%	33%	41%*
Can't say	9%	5%	27%*

7. APPENDIX 1: QUESTIONNAIRE AND SHOWCARD

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→ ASK EVERYONE:

11a. Next about another topic. Before today had you ever heard of **Landcare**?

YES ..... 1  
 NO ..... 2  
 CAN'T SAY ..... 3

11b. Before today had you ever heard of **Coastcare**?

YES ..... 1  
 NO ..... 2  
 CAN'T SAY ..... 3

11c. Turning to page 2 (PAUSE) On the page is a logo with the name **Landcare** underneath it, have you ever seen that logo before?

YES ..... 1  
 NO ..... 2  
 CAN'T SAY ..... 3

11d Thinking now about buying a product or service you need, where several brands of similar quality and price are available. (PAUSE)

If some money from each purchase of one brand is donated by that brand to a **Landcare** or **Coastcare** environmental project, would that make you **more** or **less** likely to buy that brand, or would it have **no impact** on you at all?

MORE LIKELY ..... 1  
 LESS LIKELY ..... 2  
 NO IMPACT ..... 3  
 CAN'T SAY ..... 4



## **8. APPENDIX 2: ROY MORGAN VALUES SEGMENTS™**

### **Basic Needs®<sup>1</sup>**

This pattern of thinking or MINDSET™<sup>2</sup> is usually associated with older people who are retired, pensioners or people on social security payments who have an active community focus to their lives, and with people on sickness benefits or workers compensation who have to reduce their expectations in line with reduced income.

### **A Fairer Deal®<sup>1</sup>**

This pattern of thinking is generally found amongst unskilled and semi-skilled workers who left school to start learning from friends who share blue denim values. This MINDSET™<sup>2</sup> is more likely to experience unemployment, family pressures, and the feeling of getting a raw deal out of life.

### **Traditional Family Life®<sup>1</sup>**

This pattern of thinking personifies middle-ageing Australia – home owners with relatively stable incomes that meet the needs of the smaller household. Energies revolve around the ideal of becoming grandparents or getting children to come home for visits or at least to keep in touch. Health and spirituality dominates a sense of meaning and purpose in life and being well respected in the community is very important.

### **Conventional Family Life®<sup>1</sup>**

This pattern of thinking is mostly associated within suburban families devoting all their time and efforts to building a “home” to give their children the opportunities they deserve, striving to improve their home, enjoying family life and having enough time to keep in touch with their parents and friends.

### **Look at Me®<sup>1</sup>**

This pattern of thinking is associated with active, unsophisticated, somewhat self-centred and peer-driven behaviour that sees success as a kind of game and not to be measured by family standards. This is the pattern of the “decibel generation” that lives in McDonalds, drinks Pepsi, burns up money (their own and their parents’), spends hours watching commercial TV and can’t wait to be somewhere else.

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**Something Better<sup>®1</sup>**

This pattern of thinking is associated with people who are very competitive, seeking to clinch a bigger, better deal that will develop a little bit more to help pay off an excessive mortgage on the new family home. This MINDSET<sup>™2</sup> has extensive debts and a strong preference for more power, improved status and security.

**Real Conservatism<sup>®1</sup>**

This pattern of thinking is associated with people who are mature and mid-career, holding conservative social, moral and ethical values, and seeking a disciplined, ordered society which is safe and predictable. There is a strong tendency towards authoritarian, blue-chip, business-oriented preferences that offer security and the feeling of being very much in control. This is a common pattern in rural settings.

**Young Optimism<sup>®1</sup>**

This pattern of thinking is associated with young professionals, technocrats and students whose thoughts are focused on achieving a good career, overseas travel and generally improving their prospects in life, having a sense of fulfilment and a chance to enjoy an outgoing lifestyle. It is generally more prevalent in inner city and urban lifestyle settings.

**Visible Achievement<sup>®1</sup>**

This pattern of thinking is associated with the proof of having made it up the seemingly never-ending social ladder. Personal recognition, higher incomes, job satisfaction and other tangible rewards of success such as travel, recreation and high quality homes, vehicles and holiday locations provide the very best of visible good living.

**Socially Aware<sup>®1</sup>**

This pattern of thinking is usually associated with the highest socio-economic group in the community. This MINDSET<sup>™2</sup> is the specialty of public servants, pressure groups, business analysts and politicians of all colours. These “insatiable information vacuum cleaners” are addicted to finding out or trying anything that’s new or different and persuading others to accept their opinions, priorities and lifestyle preferences.

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<sup>1</sup> Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network.

<sup>2</sup> MINDSETS<sup>™</sup>©1995 Intellectual Property Holdings Pty. Ltd.