

LIVING IN THE REGIONS

THE VIEWS OF WESTERN AUSTRALIANS

The State Report

A Study Undertaken for

DEPARTMENT OF COMMERCE AND TRADE

•

REGIONAL DEVELOPMENT COUNCIL

•

MINISTRY FOR PLANNING

•

REGIONAL DEVELOPMENT COMMISSIONS

[Gascoyne Development Commission](#)

[Goldfields-Esperance Development Commission](#)

[Great Southern Development Commission](#)

[Kimberley Development Commission](#)

[Mid West Development Commission](#)

[Peel Development Commission](#)

[Pilbara Development Commission](#)

[South West Development Commission](#)

[Wheatbelt Development Commission](#)

By

Patterson Market Research

in conjunction with Focused Management and Hames Sharley

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LIVING IN THE REGIONS: THE VIEWS OF WESTERN AUSTRALIANS
THE STATE REPORT

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FOREWORD

The Living in the Regions project was commissioned by the Regional Development Council to provide much needed information about why people decide to live in or move away from the regional areas of the State.

The Regional Development Council is the peak advisory body to Regional Development Minister, Hendy Cowan. The Council is made up of the Chairs of the nine Regional Development Commissions, a representative of the Department of Commerce and Trade and representation from Local Government.

The Living in the Regions reports provide statistical data which will be useful for all spheres of government, the private sector and community groups. There will no longer be the need to rely on anecdotal data in areas such as policy, planning or preparing submissions in matters relating to the retention or attraction of people to live in regional Western Australia.

The suite of ten reports contain the results of a statewide study which involved over 20 focus groups and 1500 telephone interviews. The State Report provides the survey findings for all of the nine regions in the one document. There is also one report for each of the nine Regional Development Commission regions of Western Australia, which highlight significant regional results.

I would like to thank all the people who took part in the surveys. Through the contribution of their time we now have a much greater understanding of why Western Australians choose to live where they do, what makes them stay and what makes them decide to move on.

This project will point the way to further research into issues such as higher education and professional development. The Regional Development Council would welcome any feedback you may have on the Living in the Regions project or suggestions for further research, both within the regions and the Perth metropolitan area.

A handwritten signature in black ink, appearing to read 'S. Morgan'.

STUART MORGAN, AM
CHAIRPERSON
REGIONAL DEVELOPMENT COUNCIL

BACKGROUND

In June, 1996, the Ministry for Planning released its population report *Migration Trends in Western Australia 1986-1991* which used census data to show the number of people migrating to, from and within Western Australia. This provided valuable data on population movement but did not set out to give reasons why migration occurs.

With 72 per cent of the State's population living in Perth (and this figure is showing a gradual increase) there is a need to determine if more should be done to encourage people to move to the regions and persuade those already there to remain.

The purpose of the Living in the Regions project is to determine the key factors which influence individuals and families on where they will or will not live in Western Australia. It also looks at likely movement in the future.

The information will assist Western Australia's nine Regional Development Commissions and other agencies and organisations to form policies and strategies which address misconceptions and also promote the benefits of regional living.

The nine non-metropolitan regions in Western Australia are the Kimberley, Pilbara, Gascoyne, Mid West, Wheatbelt, Goldfields-Esperance, Peel, South West and Great Southern.

SURVEY OWNERSHIP

The Living in the Regions project was conceived by the Regional Development Council and the State's nine Regional Development Commissions in conjunction with the Department of Commerce and Trade and the Ministry for Planning. The project management committee commissioned a consortium led by Patterson Market Research with Focused Management and Hames Sharley in an open tender process to undertake the comprehensive survey which forms the basis of this report.

SURVEY AIMS

The survey sought to identify:

- Why people have moved to the regions.
- What people consider necessary to attract them to move to a region.
- Why people have moved from a region.
- Why people would not consider moving to or from a region.
- The key issues for each region which affect people's decisions to live there.
- Priority issues for each region to attract new residents or retain existing residents.

SURVEY METHOD

The survey was conducted in two stages. First, an extensive series of focus discussion groups were established to gather profile information on attitudes to living in the regions and the propensity for movement. This information was used to help develop the survey questionnaires.

The focus groups, comprising people who had moved or were considering moving to or from the regions, included two groups in each of the nine regions and two in Perth, augmented, at the request of individual Development Commissions, by an extra group in the Pilbara and two extra groups in the Wheatbelt. The discussion groups took place in August 1997.

While the main purpose of the focus discussion groups was development of the survey questionnaire, relevant quotes are used in this report to help provide an 'interpretive framework' for the survey results.

The second stage of the survey involved extensive telephone interviews with 1500 people aged 18 years and over across the whole of Western Australia in October and November 1997.

This included 150 telephone interviews in Perth using a Perth-specific questionnaire and 1350 throughout regional Western Australia (150 in each of the nine regions) using a regions-specific questionnaire.

Sampling was by random selection of numbers listed in the White Pages CD-ROM. This inevitably means that households without a phone, people in remote or other communities serviced by a 'communal phone' and households with an unlisted number are not represented.

Because of the disparity in population sizes, it was inevitable that some regions were over-sampled relative to their more populated neighbours. This was adjusted using correction weights to align the regional survey numbers with populations from the 1996 census.

The effect of the weighting procedure is that each region has survey estimates based on 150 interviews, producing a sample error of plus or minus 5.5 per cent at the 80 per cent level of confidence, but the all-regions averages reflect the average of all people in non-metropolitan Western Australia. In other words, the all-regions averages are not simply a matter of adding the results for each of the nine regions and dividing them by nine. They include correction weighting to take account of population relativities. The Perth sample, while small in comparison to the total population, provides a guide to the attitudes of people living in Perth.

HIGHLIGHTS OF THE STATE REPORT

Mobility:

The survey shows that regional Western Australia is highly mobile. Only 16 per cent of respondents had grown up in the area where they now live. More than half had been in their current region for 10 years or less and a third for five years or less.

The survey suggests that about a third of people who move to the regions come from Perth and a quarter from overseas or interstate. The remainder move from within their current region or from another Western Australian region.

One in five reported moving three or more times in the last 10 years.

The Mid West had the highest proportion of people who had not moved from their current town or district in the last 10 years, while the Peel and the Pilbara were the most mobile.

Motivation:

Employment is the key factor prompting movement, followed by family/marriage influences and then lifestyle.

People living in the regions indicated they felt safe, had a strong affinity with their location and were generally happy with community facilities (particularly sports). Perceived safety was the most universally held attitude throughout the regions.

While in some regions there is a strong trend towards moving when children reach high school age, the survey suggests that overall 78 per cent of regional people with high school children send them to local high schools.

Attitudes to health care varied across regions, with particular concern evident in the northern regions. Overall, the standard of medical general practice was considered good, but the availability of specialist medical services was a significant concern.

The Future:

Only half the people in regional Western Australia plan to stay where they are indefinitely, although another 11 per cent say they have no firm plans to move.

This leaves a solid 33 per cent of the population who say they will either definitely or probably move on. The residual 6 per cent are not sure.

The survey suggests that a fifth of the regional population will move from their current region within five years.

Asked where they would most prefer to live, two-thirds of the total sample chose a regional area in Western Australia. In other words, the majority of people living in regional Western Australia prefer that lifestyle to any other.

In total, 21 per cent said they would prefer to stay in their current location, 44 per cent said they would either transfer to another region or to another place in their current region, 19 per cent chose Perth, five per cent interstate and one per cent overseas. (A further eight per cent said they did not know and two per cent named places that could not be identified through the Department of Land Administration database.)

The Perth Perspective:

Forty-two per cent of Perth respondents said they had lived at some stage in regional Western Australia, although most did not grow up there.

More than half said they would not move away from Perth, but a massive 43 per cent indicated they were open to the possibility. The South West was the most preferred destination (nominated by 16 per cent) followed by the Great Southern (nine per cent).

Major motivations for remaining in Perth include family and the availability of good services/facilities/shopping.

Major motivations for moving to the regions are a quieter lifestyle and country atmosphere.

Perth residents who wanted to move to the regions, but had not, said career structure was the overwhelming reason (28 per cent), followed by financial constraints (18 per cent) and children's education (14 per cent). There was a strong perception that they would not find suitable employment in the regions.

The view from Perth showed relatively little understanding of the economic opportunities available in regional Western Australia. Lifestyle values rather than economic opportunities were overwhelmingly the key attractions.

There was also limited awareness of specific regions, particularly those in the north. A significant number of respondents could not name any towns in some regions. Questions about perceived quality of life and essential services also drew a significant 'don't know' response.

There were clearly people in Perth who would like to live in the regions for perceived lifestyle benefits that appear to be borne out by the experiences of those living there. But most do not pursue a move unless they happen upon employment related opportunities.

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WHERE

1.0 WHERE PEOPLE LIVE

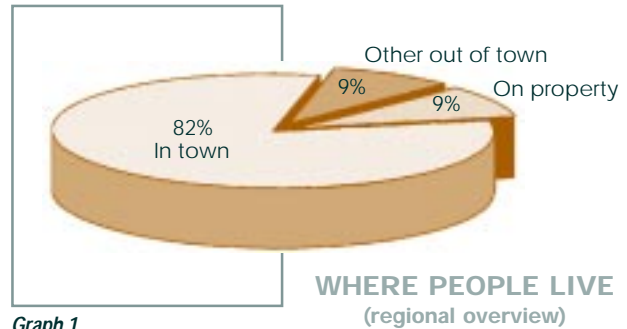
While it may be tempting to think of people living in regional Western Australia as people who live on the land, the great majority live in towns or regional cities.

This is not surprising considering the huge extent to which the regional economy is based on non-farm sector industries, but the figures also reflect that farming is now far less labour intensive.

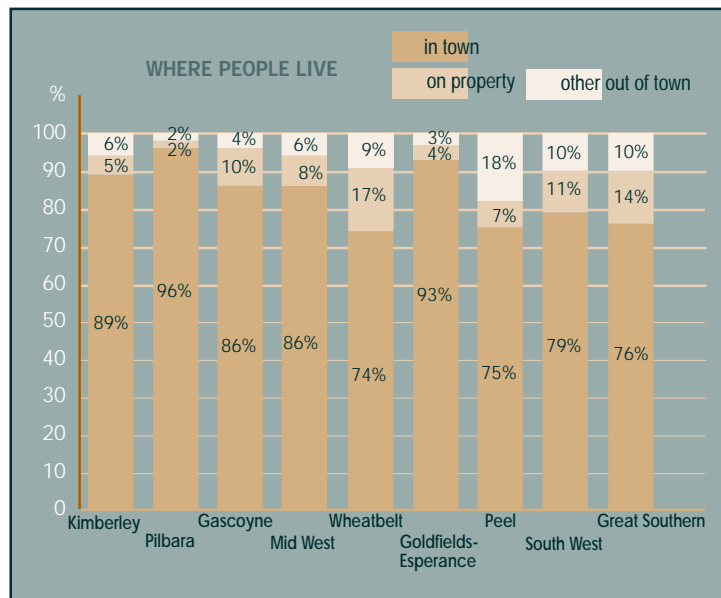
The survey suggests that 82 per cent of regional people live in a town or city, just nine per cent on a rural property and nine per cent in some other situation, such as at a mine site.

It was noticeable that considerably more people grew up on rural properties than those who now live there. For example, at the higher end, around 34 per cent of Wheatbelt respondents grew up on a rural property while just 17 per cent now live on one.

Along with the impact of technology, feedback from the focus discussion groups suggests another contributing factor to the decline in people 'living on the land' is that many farm properties have become bigger. Some farmers who manage multiple properties are also finding it easier and cheaper to live in town and commute to their properties.



Graph 1



Graph 2

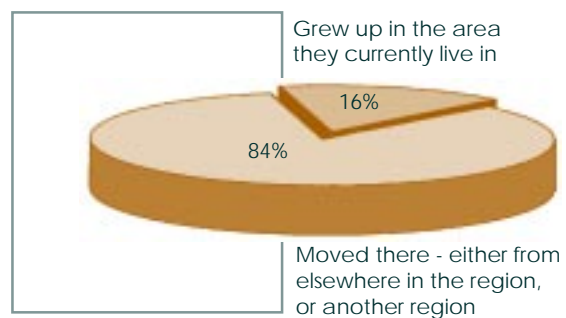
1.1 Who's home grown?

Most regional people were not born in their current locality.

Just 16 per cent of respondents said they grew up in the area in which they now live, while a further 16 per cent came from somewhere else in the same region.

This leaves a massive 68 per cent who came to their region from elsewhere.

One implication is that relatively few regional people will have multiple generations of their families living nearby. The extent of this dislocation varied between regions.

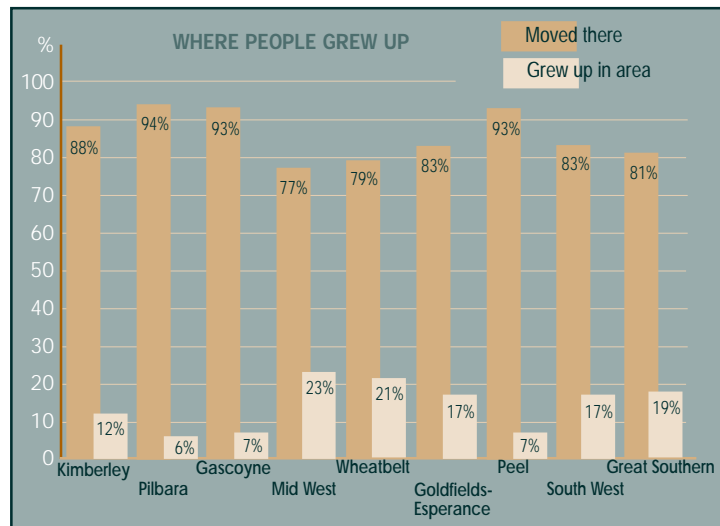


Graph 3

WHERE PEOPLE GREW UP (regional overview)

While movement varies across the State, even in places with the greatest number of people who grew up locally (the Mid West, Wheatbelt and Great Southern), only around one in five said they grew up in the specific area in which they now live.

Overall, more than half the people surveyed had lived in their current region for 10 years or less, including about one-third who had been there just five years or less. However, this propensity to move differed sharply between regions.

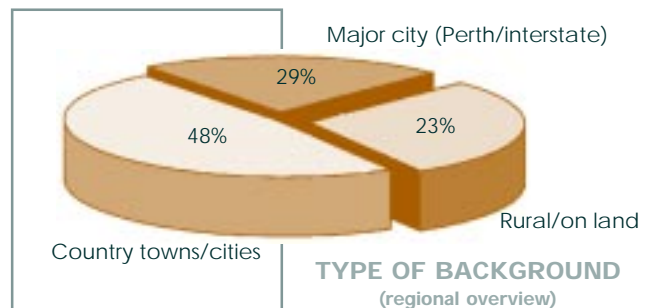


Graph 4

PERIOD IN REGION

Period	Regional Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Under 6 years	34	40	47	39	28	30	36	39	28	31
6-10 years	19	25	16	19	16	17	20	24	20	13
11-20 years	20	16	23	20	25	13	21	21	21	23
21+ years	27	19	14	22	31	40	23	16	31	33
Total	100	100	100	100	100	100	100	100	100	100

Table T.1

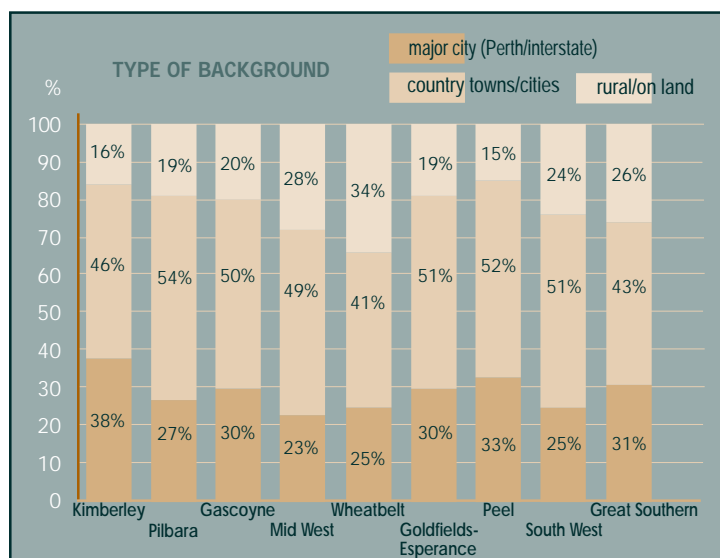


Graph 5

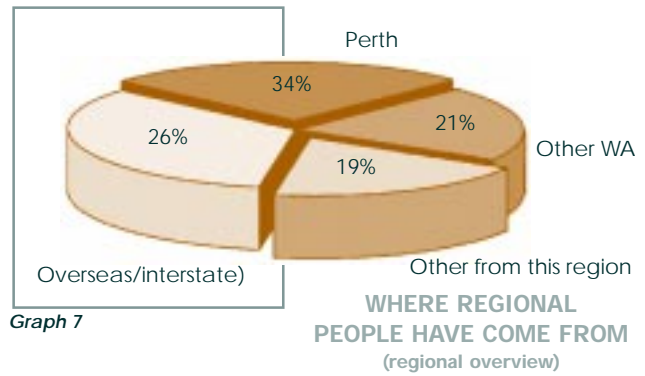
1.2 Type of background

While noting the tendency for regional people to come from another location - there is no suggestion that the regions are hugely populated by people escaping the pressures of big city living. The majority of regional people come from a regional background.

Overall, around half grew up in a regional town or city, just over a quarter grew up on the land and a quarter grew up in a major city (Perth/interstate).



Graph 6

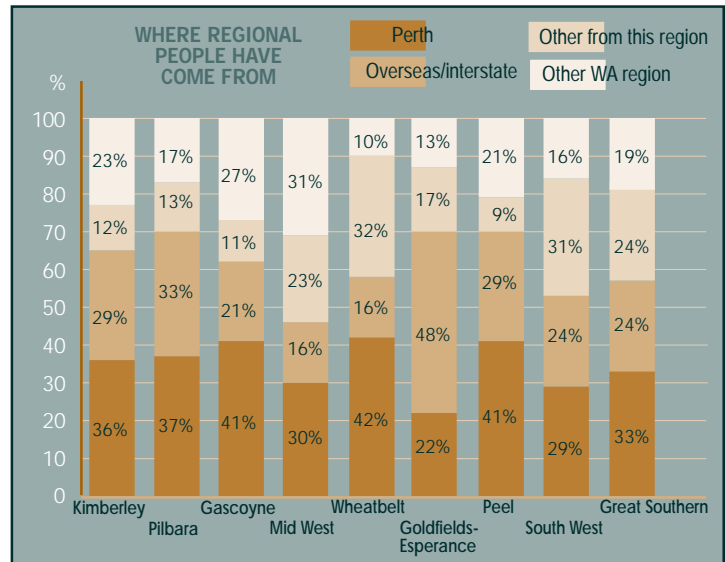


Graph 7

1.3 Where we come from

About a third of the 68 per cent of people who have moved said they came to their region from Perth. A quarter were from overseas/interstate, a fifth from elsewhere in the same region and a fifth from another Western Australian region.

The Wheatbelt and South West have the most people who have moved from within the same region, the Goldfields-Esperance the highest proportion from interstate or overseas, and the Wheatbelt, Peel and Gascoyne the most people from Perth.

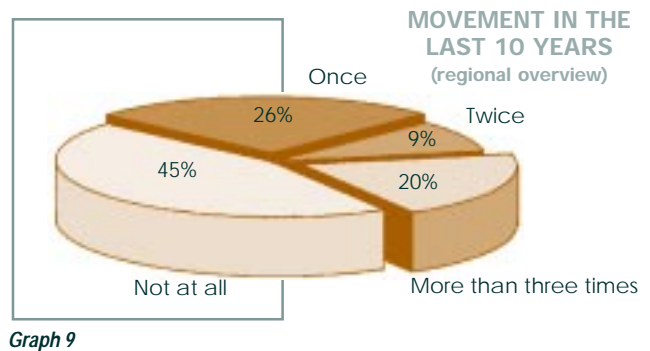


Graph 8

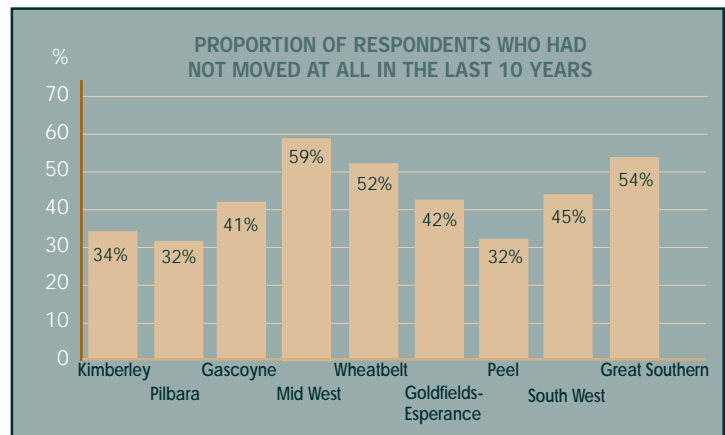
Most people move repeatedly. In fact, over the last 10 years, almost a third of the regional population moved at least twice and more often three times.

The pattern of mobility varies considerably, with the Pilbara and Peel the most mobile and the Mid West the most stable.

This fits with current perceptions of the Pilbara as a region with a highly mobile workforce and the Peel as a region undergoing strong population growth.



Graph 9



Graph 10

WHY

2.0 WHY PEOPLE MOVE

Anecdotal evidence from the focus discussion groups indicated that movement to the regions, whether from Perth, outside Western Australia or across regional boundaries, was mostly a function of employment opportunities, family extension/reunion or a change in lifestyle.

This was also reflected in the phone survey. While the relative importance of each factor varies from one region to another, they are a common thread across the State.

Respondents were asked an unprompted question about their single main reason for moving. This showed employment as the principal reason for moving in almost half the cases recorded.

Once the single main reason for moving was ascertained, the survey asked for any other major influences. This produced an interesting result as lifestyle gained substantially more prominence.

Table T.3 shows that while employment or family/marriage were most often stated as the primary influence, when you factor in everybody's secondary reasons as well, lifestyle gets a mention by 67 per cent of respondents - higher than the proportion naming either employment or family/marriage. This indicates that while lifestyle is only occasionally the principal reason for moving to a region, it is still a key consideration for most people.

While employment was consistently the main reason for people moving to the regions, its importance depended on where people went. For example, more than three-quarters of Pilbara respondents said employment was the main reason for their move, compared with little more than a quarter in the Peel.

In regions where employment was not such an overwhelming factor, a much higher proportion listed family/marriage as their primary reason for moving. This was most apparent in southern regions. Lifestyle was most influential in the Peel, South West and Gascoyne.

SINGLE MAIN REASON FOR MOVING TO REGIONS

Single Main Reason	All Regions Sample		
	Regions Average %	18-39 Age Group %	40+ Age Group %
New job	22	27	17
Career move/promotion	25	29	21
Net employment	47	56	38
Family/marriage	21	20	22
Lifestyle	9	9	9
Environment	2	1	4
Education	2	2	3
Cheap housing	2	2	2
Climate	2	2	2
Ocean	2	1	2
Other	13	7	18
Total	100	100	100

Table T.2

In the older age group, the relatively large number of 'other' issues mainly related to retirement.

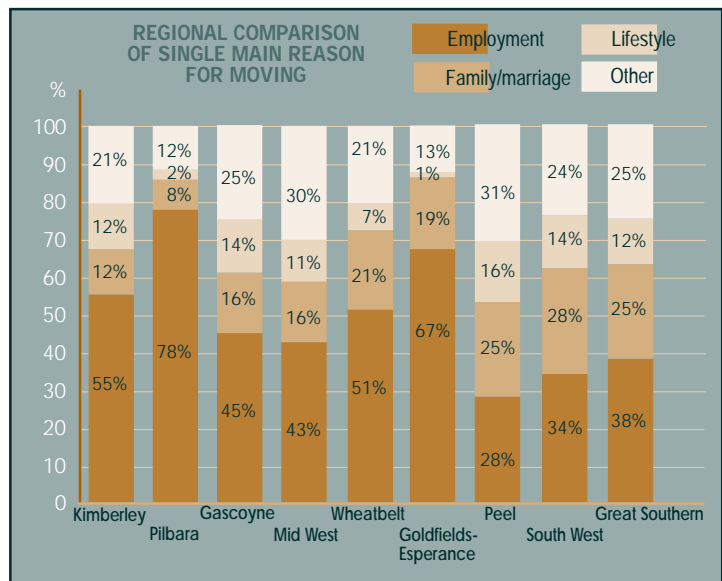
MAIN REASONS FOR MOVING TO THE REGIONS

Net Main Reason For Moving	Total Sample %	18-39 Age Group %	40+ Age Group %
Lifestyle	67	69	76
Employment	58	73	49
Family/marriage	29	30	30
Environment	14	8	19
Education	10	11	9
Cheap Housing	10	11	10
Retirement	10	3	5
Climate	15	10	8
Health facilities	4	3	5
Ocean/seaside	9	7	11

Table T.3

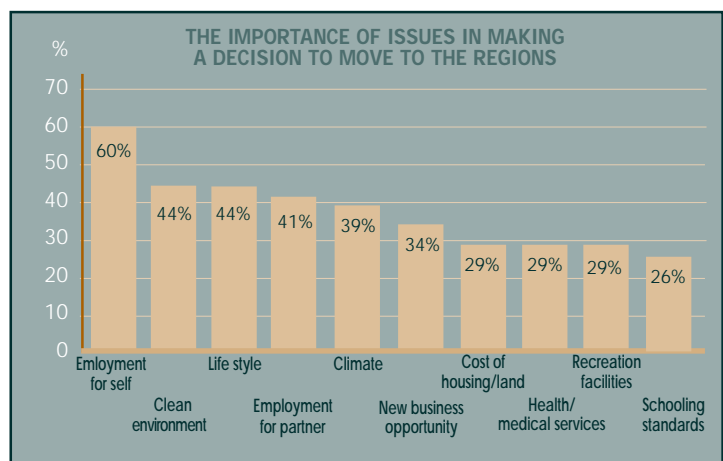
Table adds beyond 100% because it includes multiple reasons from respondents.

Because most people consider a whole range of issues before deciding to move often great distances, the survey sought to gauge the relative importance people placed on some specific factors. With the aid of information gained from the focus discussion groups, a list of 10 key influences was compiled and read to survey respondents who rated the importance of each with a score from one to five.



Graph 11

While employment was again the dominant factor, the results also show the importance people place on clean environment and lifestyle when deciding if they will move. While schooling, recreation and health ranked relatively low, this should be read in the context that not all issues are relevant to everyone. For example, singles and retirees will not place great weight on schooling standards when deciding to move, but this does not negate its importance.



Graph 12

ATTITUDES

3.0 ATTITUDES TO LIVING IN THE REGIONS

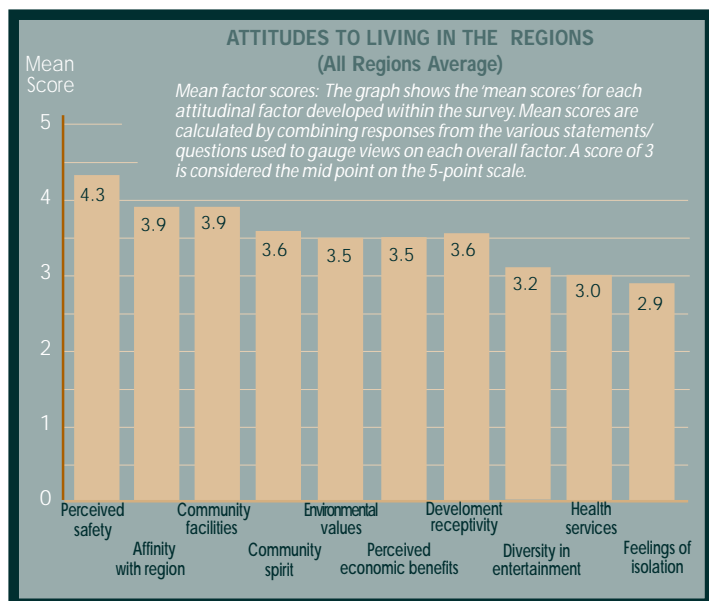
Respondents were asked to agree or disagree with a series of short statements to ascertain their attitude to living in the regions. Scores from one to five were assigned according to the level of agreement or disagreement.

Strong agreement was worth five points and strong disagreement one point. When the statement was negative, i.e. "The lack of modern communications is a real problem in this area", reverse values were used so that strong agreement was worth one point and strong disagreement five.

The scores for related statements were combined to create mean scores on the underlying dimension that the statements were measuring.

It is apparent that many people living in the regions feel safe, have a strong affinity with their location and enjoy high standards of community facilities. However, health services - particularly the availability of specialist medical services - are a particular concern. The factors in Graph 13 are analysed in greater depth in the following pages.

	Column A "Normal Values"	Column B "Reverse Score Values"
Strong Agree	5	1
Generally Agree	4	2
Not Sure	3	3
Generally Disagree	2	4
Strong Disagree	1	5



Graph 13

3.1 Feeling safe

Perceived safety was the most universally held attitude throughout the regions. In line with the survey findings, the focus groups often referred to the safety of the regions for children to roam free without the potential ‘stranger danger’ they associate with larger centres, notably Perth.

With a mean score of 4.3 out of a possible five, it is difficult to imagine a more firmly held view. There was very little variation across the regions.

The measure used to assess perceived safety was:

- *“I feel much safer here than I would in a place like Perth.”*

“I feel much safer here than I would in a place like Perth”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	38	48	86
Great Southern	32	64	96
Kimberley	37	55	92
South West	42	50	92
Pilbara	35	55	90
Wheatbelt	34	52	86
Gascoyne	29	55	84
Goldfields-Esperance	47	33	80
Mid West	37	41	78
Peel	37	34	71

Table T.4

When the scores for each region are combined to give an all regions view of perceived safety, a mean score of 4.3 is achieved.

3.2 Affinity with the region

To determine affinity with a region, the survey asked respondents to agree or disagree with the following statement:

- *“I would be sad to leave this place to live in Perth.”*

Comments from the focus discussion groups in Perth suggested people who moved to Perth had been generally reluctant to leave the regions and held a genuine fondness for them.

The phone survey of regional residents supports that view with 41 per cent of the overall sample strongly agreeing with the statement and another 32 per cent in general agreement. This means almost three-quarters of respondents at least generally agreed they would be sad to leave the regions for Perth.

“I would be sad to leave this place to live in Perth”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	32	41	73
Peel	28	54	82
Great Southern	26	54	80
Kimberley	32	47	79
Wheatbelt	40	36	76
South West	34	42	76
Pilbara	35	35	70
Gascoyne	29	41	70
Mid West	29	41	70
Goldfields-Esperance	26	23	49

Table T.5

When the scores for each region are combined to give an all regions view of affinity, a mean score of 3.9 is achieved.

3.3 Community facilities

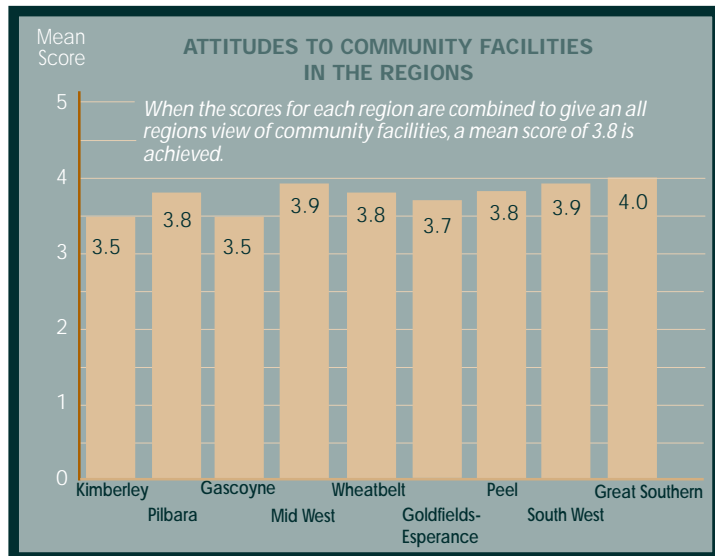
Respondents were asked to assess the quality of community facilities by agreeing or disagreeing with three statements:

- “The sporting facilities are good in this area.”
- “The general recreation facilities are good in this area.”
- “The lack of modern communications is a problem in this area.” (reverse scored)

The results suggest a high level of satisfaction across the board with all regions scoring comfortably above the mid point of 3.

Sporting facilities were particularly well regarded with 83 per cent of people in strong or general agreement that sports facilities in their area were good. There was a fair degree of variation, with satisfaction highest in the Great Southern and lowest in the Kimberley, but even the lowest score still represented a 70 per cent approval rate.

Recreation facilities were also a source of strong satisfaction, although not quite so enthusiastic as for sporting facilities. There was 77 per cent net agreement (general plus strong agreement) that recreation facilities were good, varying from 89 per cent in the Great Southern to 63 per cent in the Kimberley. While the Great Southern top scored for both sporting and recreation facilities, the Kimberley, Gascoyne and Goldfields-Esperance were equally consistent in their lower level of satisfaction with each.



Graph 14

“The sporting facilities are good in this area.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	59	24	83
Great Southern	57	34	91
Mid West	61	29	90
South West	62	26	88
Pilbara	60	25	85
Wheatbelt	58	26	84
Peel	61	19	80
Goldfields-Esperance	58	18	76
Kimberley	58	12	70
Gascoyne	54	16	70

Table T.6

“The general recreation facilities are good in this area.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	60	17	77
Great Southern	67	22	89
Peel	62	20	82
Mid West	60	20	80
Wheatbelt	68	11	79
South West	59	17	76
Pilbara	52	20	72
Gascoyne	59	13	72
Goldfields-Esperance	53	15	68
Kimberley	53	10	63

Table T.7

Modern communications was the third dimension for assessing satisfaction with community amenities. Overall, 19 per cent of respondents were unhappy with the 'modern communications' available in their area. As would be expected, the areas more remote from the hi-tech surrounds of Perth were the ones which believed they were less well served. Respondents in the South West and Peel were happiest, while the Gascoyne and Kimberley were least satisfied.

3.4 Perceived community spirit

Five statements were combined to create the net assessment on community spirit:

- *"This is a really friendly place to live."*
- *"There is a lot of division in this community." (reverse scored)*
- *"There are great stresses on family life in this area." (reverse scored)*
- *"Sometimes the size of this community means you have no privacy." (reverse scored)*
- *"This area is great for kids to grow up in."*

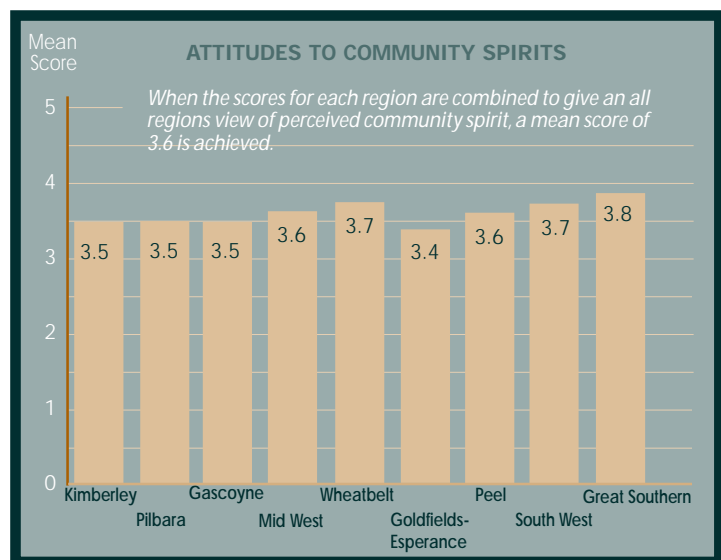
The survey response was very positive, supporting a widely held perception that country areas are friendly and thrive on community spirit. There was little variation across the regions, although mean scores were marginally higher in the Wheatbelt and southern regions.

Friendliness: An overwhelming number of respondents in all parts of the State felt their region was a friendly place to live. The Pilbara top-scored with 93 per cent, but well over three-quarters of people in all regions held a similar view. Feelings ran particularly high in the Kimberley, which had the most people who 'strongly' agreed. The Mid West fared least well but still achieved a credible 79 per cent net agreement.

"The lack of modern communications is a problem in this area."

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	14	5	19
Gascoyne	22	11	33
Kimberley	17	11	28
Wheatbelt	19	5	24
Pilbara	17	5	22
Mid West	17	2	19
Goldfields-Esperance	11	6	17
Great Southern	12	5	17
Peel	9	7	16
South West	13	2	15

Table T.8



Graph 15

"This is a really friendly place to live."

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	54	31	85
Pilbara	51	42	93
Wheatbelt	55	35	90
Kimberley	44	45	89
Great Southern	49	38	87
Peel	65	21	86
Gascoyne	52	33	85
Goldfields-Esperance	56	29	85
South West	57	23	80
Mid West	48	31	79

Table T.9

“ There is a lot of division in this community.”

Division: While friendliness may not be an issue, the survey found a quite high perception of division in regional communities. This corresponds with an element of discontent on the issue uncovered by the focus discussion groups. While few people ‘strongly’ agreed there was a lot of division, more than a third were in at least general agreement. Feelings ran highest in the Gascoyne where more than half the respondents felt there was division. In contrast, three-quarters of Pilbara respondents disagreed. Overall, it should be noted that almost twice as many regional people disagreed there was division than those who agreed.

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	28	8	36
Gascoyne	41	17	58
Mid West	33	16	49
Kimberley	40	7	47
Goldfields-Esperance	33	11	44
Great Southern	29	9	38
Peel	28	7	35
Wheatbelt	25	6	31
South West	23	6	29
Pilbara	20	4	24

Table T.10

Family stress: A quite significant number of respondents - albeit a minority - felt there were great stresses on family life in their locality, although the strength of that concern varied greatly between regions. There was a particularly stark perception of stress in the Pilbara and Goldfields-Esperance. Well over half the respondents agreed there were stresses on family life, and the fact that 21 per cent and 18 per cent respectively ‘strongly’ agreed indicates some potential issues may exist in those areas. It should be acknowledged, however, that issues such as family breakdown and stresses on family life have currency worldwide, not just in the regions of Western Australia. The South West recorded the lowest perception of stress on family life, registering less than half the level of concern evident in some regions.

“ There are great stresses on family life in this area.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	30	9	39
Pilbara	41	21	62
Goldfields-Esperance	41	18	59
Kimberley	29	15	44
Gascoyne	30	7	37
Peel	31	6	37
Great Southern	29	6	35
Mid West	25	7	32
Wheatbelt	26	6	32
South West	24	3	27

Table T.11

Small town effects: Just over a quarter of respondents felt their privacy was reduced because of the size of their community. This is not particularly surprising when you consider the small size of some regional communities where everyone seems to know everyone. The perception of reduced privacy was strongest in the northern regions and lowest in the Peel.

“ Sometimes the size of this community means you have no privacy.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	20	7	27
Kimberley	26	11	37
Gascoyne	29	7	36
Pilbara	24	10	34
Wheatbelt	21	9	30
Mid West	21	7	28
Great Southern	20	7	27
South West	19	6	25
Goldfields-Esperance	14	7	21
Peel	15	3	18

Table T.12

“ This area is great for kids to grow up in.”

Great place for kids: There was widespread agreement that the regions are a great place to bring up children - an aspect of regional life which was often quoted in the focus discussion groups. The perception was so strong in some areas you would be hard pressed to find any solid opposition. In the Great Southern there was 97 per cent agreement, including 64 per cent who strongly agreed. The South West was next with 96 per cent. The sole departure was the Goldfields-Esperance which had a quite low level of strong agreement. Nevertheless, three-quarters of Goldfields-Esperance respondents at least generally felt it was a great place for kids to grow up.

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	46	43	89
Great Southern	33	64	97
South West	45	51	96
Wheatbelt	54	37	91
Mid West	45	45	90
Kimberley	48	41	89
Peel	52	34	86
Gascoyne	45	38	83
Pilbara	36	44	80
Goldfields-Esperance	51	24	75

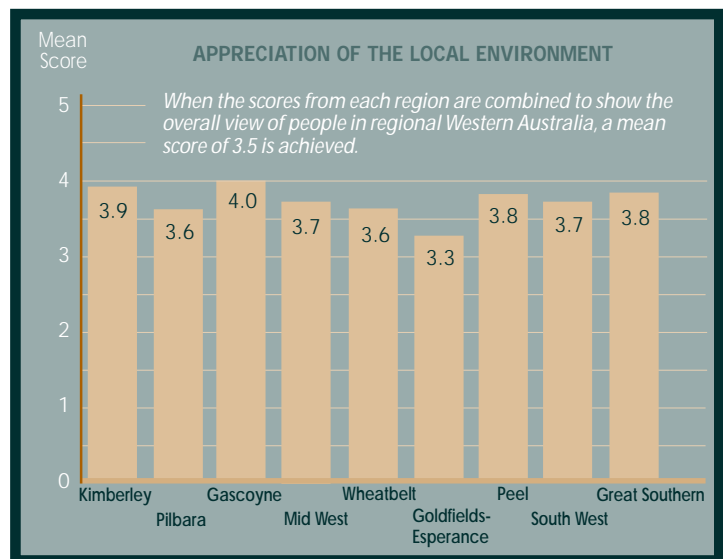
Table T.13

3.5 Environmental values

Environmental values were assessed by asking people to agree or disagree with three statements:

- “ One of the best things about this area is the clean air.”
- “ I would accept some environmental cost in exchange for more job opportunities in the region.” (reverse scored)
- “ The climate here is a major benefit.”

When factored together, the survey shows that people in regional areas have a generally very positive attitude to the environment. All regions scored above the mid point of 3.0, with the Gascoyne top scoring at 4.0. Responses to each statement are looked at more closely in the following pages.



Graph 16

Clean air: It is important to recognise that the statement here did not simply say “this area has clean air”, but stated that one of the best things about the area was the clean air. This sought to measure the extent to which residents appreciate the clean air as being a benefit of living in their region. Overall, the response was very positive. Top scores ranged across the regions with the Gascoyne, Kimberley and Great Southern all recording net agreement of 96 per cent. Only in the Goldfields-Esperance Region does the level of agreement (60 per cent) fall materially away from the regional average of 88 per cent.

Environmental cost: In examining this issue, it should be recognised that acceptance of environmental cost in exchange for jobs will be influenced to some extent by the availability of jobs in a particular region. The survey nevertheless gives an indication of the extent to which people are prepared to trade environmental cost for economic benefits. Respondents overall were evenly divided, with about half indicating acceptance and half against. It should be noted, however, that the agreement was cautious with very few people reporting ‘strong’ acceptance of environmental cost in exchange for jobs. The findings suggest there is a desire to maintain the high environmental values inherent in the regions but that balanced development resulting in jobs is negotiable.

Climate: In regional Western Australia there are climates to suit just about any taste, but in the Gascoyne in particular, people really like what they get. A massive 93 per cent of Gascoyne respondents agreed climate was a major benefit in their region, more than half indicating ‘strong’ rather than general agreement. Overall, most regions had a very positive attitude to their climate. The Goldfields-Esperance and the Wheatbelt were least inclined to view climate as a major benefit.

“ One of the best things about this area is the clean air.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	47	41	88
Kimberley	39	57	96
Gascoyne	35	61	96
Great Southern	39	57	96
Wheatbelt	46	46	92
Peel	53	39	92
South West	56	34	90
Mid West	47	40	87
Pilbara	44	36	80
Goldfields-Esperance	36	24	60

Table T.14

“ I would accept some environmental cost in exchange for more job opportunities in the region.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	41	8	49
Mid West	46	13	59
Great Southern	45	10	55
South West	47	5	52
Gascoyne	42	8	50
Pilbara	43	6	49
Wheatbelt	36	12	48
Goldfields-Esperance	38	7	45
Peel	35	7	42
Kimberley	32	9	41

Table T.15

“ The climate here is a major benefit.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	50	26	76
Gascoyne	35	58	93
Mid West	43	45	88
South West	64	19	83
Kimberley	41	41	82
Great Southern	49	32	81
Peel	51	24	75
Pilbara	45	27	72
Wheatbelt	49	14	63
Goldfields-Esperance	46	15	61

Table T.16

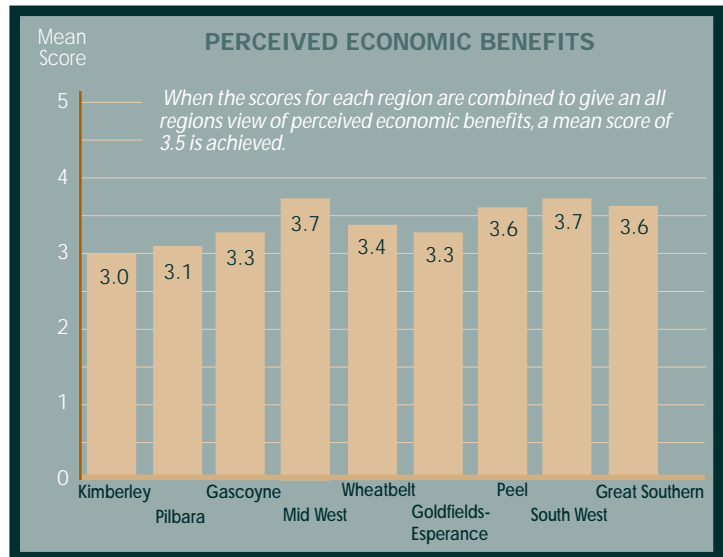
3.6 Perceived economic benefits

The survey examined a range of issues in assessing how residents perceive the economic well-being of their region. Respondents were asked to agree or disagree with four statements:

- “The cost of living here is not too bad compared to other places.”
- “You can earn a lot of money here if you work hard.”
- “The cost of living makes it hard for people to retire here.” (reverse scored)
- “This area has a strong economic future.”

Cost of living: Attitudes to cost of living varied sharply between regions but the survey suggests that the Peel, Mid West, South West and Great Southern have the most acceptable cost of living. Pilbara and Kimberley residents, and to a lesser extent those in the Goldfields-Esperance Region, appear to find their cost of living unacceptable.

Earning potential: While the Pilbara was least happy with cost of living it was most happy with earning potential. There is a strong perception both in the Pilbara and Goldfields-Esperance regions that you can earn a lot of money if you work hard. While not nearly so enthusiastic, the Mid West, Kimberley and South West also had a solid portion of the population (around two-thirds) who felt good money was available for hard work. The Pilbara viewpoint is borne out by the 1996 census figures which suggest that four times as many households earn more than \$50,000 in the Pilbara than in the State as a whole.



Graph 17

“The cost of living here is not too bad compared to other places.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	56	8	64
Peel	71	13	84
Mid West	66	13	79
South West	68	9	77
Great Southern	61	14	75
Wheatbelt	57	8	65
Gascoyne	56	8	64
Goldfields-Esperance	41	4	45
Kimberley	27	3	30
Pilbara	23	0	23

Table T.17

“You can earn a lot of money here if you work hard.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	44	18	62
Pilbara	37	45	82
Goldfields-Esperance	46	31	77
Mid West	52	16	68
Kimberley	44	22	66
South West	53	12	65
Gascoyne	49	9	58
Great Southern	43	9	52
Wheatbelt	37	12	49
Peel	36	11	47

Table T.18

Retirement affordability: The statement that “cost of living makes it hard for people to retire here” was generated from the focus discussion groups after Pilbara retirees interviewed in Perth said they had to move after retirement because they could not afford to remain in their region. The question was inserted into the survey to ascertain the extent to which this sentiment is felt throughout the regions. The results indicate real difficulties in the Pilbara and Kimberley, down to minimal concerns in the southern regions, particularly in the South West. The responses generally correspond with the views expressed earlier regarding cost of living.

“ The cost of living makes it hard for people to retire here.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	20	14	34
Pilbara	30	50	80
Kimberley	35	37	72
Goldfields-Esperance	32	22	54
Gascoyne	28	15	43
Wheatbelt	18	10	28
Mid West	18	7	25
Great Southern	13	5	18
Peel	13	4	17
South West	11	3	14

Table T.19

Perceived economic future: The most striking thing here is that overall, people living in the regions perceive a strong economic future. There was 73 per cent net agreement, but attitudes varied between regions. The Pilbara is clearly the strongest performer with 88 per cent agreement that the region has a strong future. While the Goldfields-Esperance, South West and Mid West came next, it was interesting that in terms of ‘strong’ agreement alone (i.e. not taking account of general agreement) the Kimberley ranked much higher than all of these three.

“ This area has a strong economic future.”

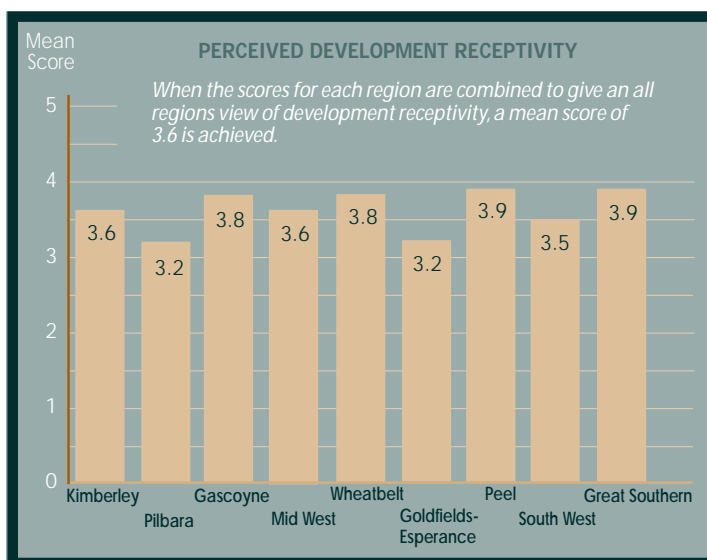
	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	51	22	73
Pilbara	43	45	88
Goldfields-Esperance	60	22	82
South West	61	21	82
Mid West	52	26	78
Kimberley	40	31	71
Great Southern	45	20	65
Wheatbelt	52	11	63
Gascoyne	42	20	62
Peel	46	9	55

Table T.20

3.7 Employment perceptions and attitudes

To give an indication of how receptive people in the regions are to new development, the survey examined attitudes to existing employment opportunities and the need for more options to be available.

Respondents were asked to agree or disagree with statements relating to job security, diversity and the need for new development to provide more jobs. The responses were factored together to give an overall indication of development receptivity, as shown in Graph 18.



Graph 18

- *“I am often concerned about the security of jobs in this region.”*

A relatively small number of people (15 per cent) strongly agreed with this statement but a further 39 per cent said they generally agreed. This means more than half of all respondents had some concerns on the issue of job security. The Peel recorded the highest level of concern and the Goldfields-Esperance, Pilbara and Kimberley the least.

“ I am often concerned about the security of jobs in this region.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	39	15	54
Peel	40	27	67
Great Southern	39	22	61
Wheatbelt	44	14	58
Gascoyne	42	14	56
South West	45	10	55
Mid West	38	15	53
Kimberley	31	14	45
Pilbara	34	10	44
Goldfields-Esperance	33	10	43

Table T.21

- *“ This area needs a wider range of job opportunities.”*

A substantial number of respondents at least generally agreed with this statement but attitudes varied across regions. The Peel had the strongest desire for more job opportunities while the Goldfields-Esperance Region appeared least concerned.

“ This area needs a wider range of job opportunities.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	46	25	71
Peel	49	35	84
Gascoyne	50	31	81
Wheatbelt	49	28	77
Great Southern	37	40	77
Mid West	47	26	73
Kimberley	49	24	73
South West	54	17	71
Pilbara	35	19	54
Goldfields-Esperance	32	17	49

Table T.22

- *“ There aren’t many career opportunities for people with higher education.”*

In the focus discussion groups it was noted in several regions that while jobs were there to be found they tended to be less skilled. In a couple of groups, well educated respondents reported difficulty finding ‘suitable’ employment. There seemed to be a general perception that if you want to work hard you can earn a good living in the regions but if you have a high level of education your opportunities are limited.

The Goldfields-Esperance and Pilbara showed the lowest levels of concern, possibly reflecting their industry base which provides specific and diverse opportunities for people such as mining engineers and others with high technical qualifications.

“ There aren’t many career opportunities for people with higher education.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	42	23	65
Wheatbelt	48	31	79
Gascoyne	39	39	78
Great Southern	39	36	75
Peel	44	28	72
Mid West	50	19	69
Kimberley	45	18	63
South West	43	17	60
Pilbara	32	17	49
Goldfields-Esperance	33	13	46

Table T.23

- *“ This area needs new development to provide more jobs.”*

This statement specifically addressed the notion of new development, and while the strength of support varied, there was at least general agreement from roughly three-quarters of people in most regions. The Pilbara and Goldfields-Esperance were the exceptions, although both still achieved almost two-thirds net support. The South West had the lowest level of ‘strong’ agreement - less than half that recorded in most regions - even though a clear majority ‘generally’ agreed that new development was needed. The results suggest that all three of these regions (Pilbara, Goldfields-Esperance and South West) do not see an urgent need for new development.

“ This area needs new development to provide more jobs.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	48	25	73
Wheatbelt	56	29	85
Great Southern	40	43	83
Gascoyne	47	33	80
Mid West	47	28	75
Kimberley	44	27	71
Peel	41	30	71
South West	56	15	71
Pilbara	45	18	63
Goldfields-Esperance	41	19	60

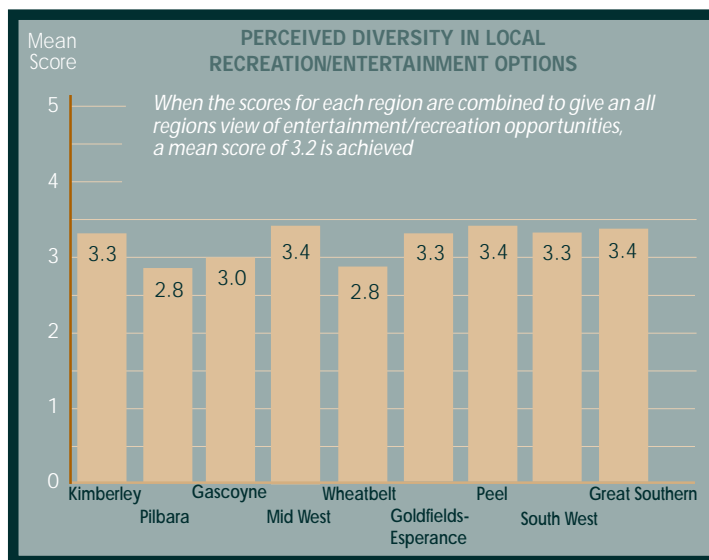
Table T.24

3.8 Diversity in recreation/entertainment

Respondents were asked to agree or disagree with five statements to determine attitudes to recreation available in the regions:

- “This area relies on sport to keep it together socially.” (reverse scored)
- “If you are not into sport there is not much to do here.” (reverse scored)
- “I miss the entertainment that comes with a large city.” (reverse scored)
- “There is a good range of eating places in this region.”
- “This area has enough nightlife for me.”

The fact that seven of the nine regions have mean factor scores at or above the mid point of 3.0 suggests that on the whole, the recreation expectations of people living in the regions are not greatly removed from the availability. However, there was some variation between regions.



Graph 19

A sports culture: The importance of sport in regional communities was assessed using two statements. When asked if their area relied on sport to keep it together socially, about half the respondents generally agreed, although relatively few held a strong view. But there was quite significant variation. Two-thirds of Wheatbelt respondents saw sport as a key to socialising, compared with little more than a third in the Peel.

“ This area relies on sport to keep it together socially.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	38	13	51
Wheatbelt	45	22	67
Pilbara	36	23	59
Mid West	41	14	55
South West	40	11	51
Great Southern	39	11	50
Kimberley	38	11	49
Gascoyne	34	10	44
Goldfields-Esperance	35	9	44
Peel	30	7	37

Table T.25

The suggestion that there was not much to do if you were not into sport had relatively little support. Overall, about a quarter generally agreed and less than one in 10 people strongly agreed - a net agreement of 36 per cent. The Peel again showed the least reliance on sport, compared with relatively high reliance in the Pilbara and Wheatbelt. The survey suggests that areas with low levels of agreement - the Peel, Kimberley, Mid West, Great Southern and South West - have a wider range of alternative activities.

Missing the Big City: To assess the desire of people in the regions for a more sophisticated array of entertainment opportunities, respondents were asked if they missed the entertainment that comes with a large city. As may be expected, the younger participants were more likely to agree with this statement. For example, 47 per cent of those aged 18 to 39 at least generally agreed, compared with 30 per cent of those aged 40 and over. There was little difference in male/female responses. Overall, about two-thirds of residents seem happy with what they have, although satisfaction was relatively low in the Pilbara and Gascoyne. However, both of these regions have a particularly high proportion of residents from Perth and overseas/interstate (rather than a regional background).

Eating out: Respondents were asked to agree or disagree that there was a good range of eating places in their area, and overall, the response was positive. Agreement was highest in regions with larger urban centres. The Pilbara, Wheatbelt and Gascoyne were unconvinced, with little more than a third of people agreeing these areas had a good range of eating establishments.

“ If you are not into sport there is not much to do here.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	27	9	36
Pilbara	31	19	50
Wheatbelt	34	16	50
Gascoyne	30	9	39
Goldfields-Esperance	29	9	38
South West	27	6	33
Great Southern	27	6	33
Mid West	25	7	32
Kimberley	26	5	31
Peel	16	8	24

Table T.26

“ I miss the entertainment that comes with a large city.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	25	12	37
Pilbara	32	18	50
Gascoyne	30	18	48
Wheatbelt	30	14	44
Goldfields-Esperance	26	14	40
South West	24	10	34
Great Southern	21	13	34
Kimberley	23	10	33
Mid West	26	7	33
Peel	21	10	31

Table T.27

“ There is a good range of eating places in this region.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	46	20	66
Peel	57	24	81
South West	50	30	80
Great Southern	40	38	78
Mid West	49	28	77
Goldfields-Esperance	59	12	71
Kimberley	42	17	59
Gascoyne	37	4	41
Wheatbelt	33	6	39
Pilbara	33	3	36

Table T.28

“ This area has enough nightlife for me.”

The nightlife: Around two-thirds of respondents seemed happy with the nightlife in their area, with the Mid West posting the strongest result at 74 per cent. Interestingly, while the younger age groups (18-39) may have been expected to have quite different views from older people, there was not all that much difference between the two. The data showed that 11 per cent of the 18-39 year age group strongly agreed there was enough nightlife and 49 per cent generally agreed, creating a net 60 per cent agreement. This compares with 67 per cent among older people aged 40 plus.

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	52	12	64
Mid West	56	18	74
Goldfields-Esperance	56	14	70
Great Southern	48	20	68
Kimberley	54	12	66
Peel	56	7	63
South West	48	15	63
Pilbara	52	9	61
Gascoyne	46	8	54
Wheatbelt	52	2	54

Table T.29

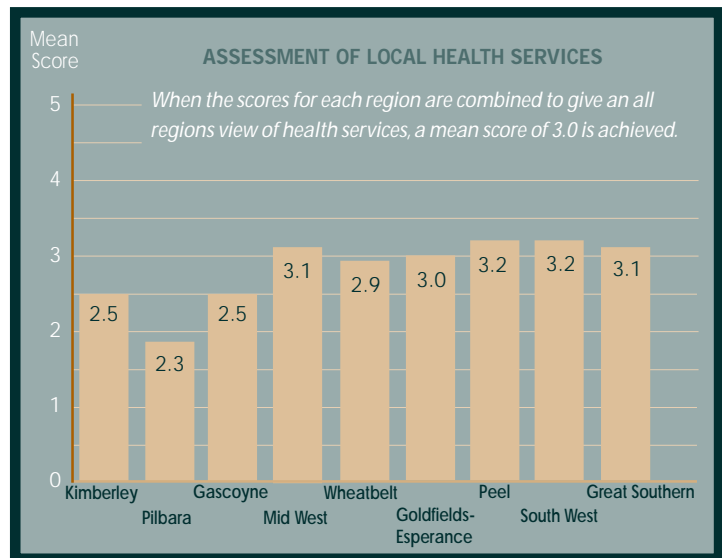
3.9 Standard of health services

Two statements were used to determine attitudes to health care standards:

- “ *The standard of medical general practice is good in this area.*”
- “ *The availability of specialist medical services here is a real concern to me.*” (reverse scored)

The Peel, South West, Mid West and Great Southern showed the highest levels of satisfaction while the northern regions had a definite pattern of concern. There was anecdotal evidence from the focus discussion groups that people were generally happy with GPs but concerned about a lack of specialist care. This view is generally borne out when responses to each question are looked at separately further on. Specialist medical services were a particular concern.

Note that respondents were also asked a third ‘health’ question relating to services for the aged, and this is examined shortly. However, the results were not used in compiling the factor scores on perceptions of health care shown in graph 20.



Graph 20

Medical general practice: The survey found that communities in the Great Southern, South West and broadly other regions from the Mid West south were mostly satisfied with the service provided by local GPs. But the level of contentment deteriorates as you head north. Less than half in the Pilbara and Gascoyne and only slightly more in the Kimberley thought the standard of general medical practice was good.

Specialist care: Overall, 63 per cent of residents were concerned about the availability of specialist care, including a substantial number who had strong concerns. The alarm bells rang loudest in the Pilbara, followed by the Kimberley and Gascoyne. The Peel and South West were the least concerned but even in these localities there was strong concern by a fifth of the community and at least some concern by more than half.

Aged care: The provision of good aged care facilities was important to people of all ages, not just the elderly. Asked if it was important that there were good aged health and care facilities in the area, 84 per cent of people said it was. This included almost nine out of 10 people aged 40 and over and almost eight out of 10 in the 18-39 year age group. Feelings ran highest in the Wheatbelt (it was notable that older people in the Wheatbelt focus discussion groups had cited aged health care as a factor in their plans to move away in retirement) and in the Mid West. The Pilbara had the lowest score, which was probably a reflection of the low proportion who intend staying in the region indefinitely. It should be noted that the statement on aged facilities was not a judgement of the services now offered so it was not included in the factor score (Graph 20) on the delivery of health services.

“ The standard of medical general practice is good in this area.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	53	16	69
Great Southern	57	23	80
South West	58	19	77
Goldfields-Esperance	58	15	73
Peel	58	15	73
Wheatbelt	54	17	71
Mid West	51	19	70
Kimberley	43	9	52
Gascoyne	40	8	48
Pilbara	40	5	45

Table T.30

“ The availability of specialist medical services here is a real concern to me.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	33	30	63
Pilbara	29	51	80
Kimberley	29	44	73
Gascoyne	32	41	73
Wheatbelt	32	33	65
Great Southern	37	28	65
Mid West	39	23	62
Goldfields-Esperance	32	28	60
South West	34	22	56
Peel	29	22	51

Table T.31

“ It is important to me that this area has good aged health and care facilities.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	51	33	84
Wheatbelt	49	41	90
Mid West	51	39	90
Peel	58	30	88
Great Southern	45	43	88
South West	55	30	85
Kimberley	49	33	82
Goldfields-Esperance	51	26	77
Gascoyne	48	28	76
Pilbara	40	25	65

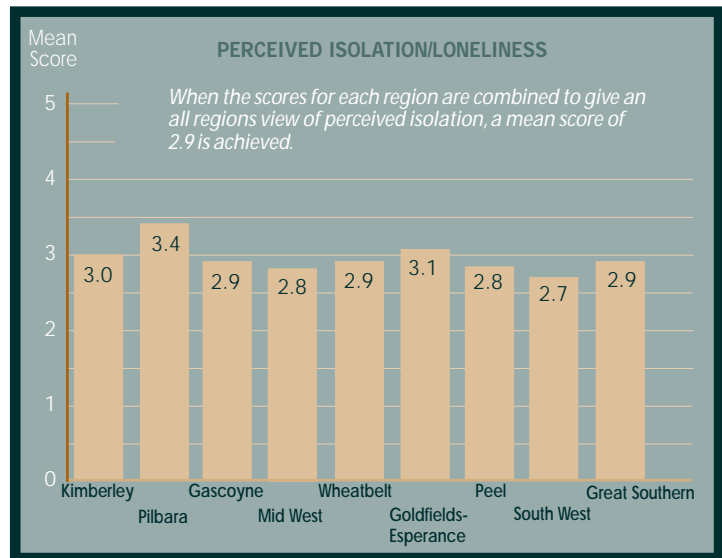
Table T.32

3.10 Perceived isolation

Two statements were used to assess the perceived isolation of people in the regions:

- *“ This place can be lonely for homemakers.”*
- *“ I would like to live closer to my extended family.”*

Bearing in mind the relative remoteness of some regions, the increased propensity in some for more isolated living through pastoral and farming activities and the already established variations in population mobility and the consequent dislocation of families, the findings in this section are not particularly surprising. Overall, feelings of isolation were most evident in the Pilbara and least in the South West.



Graph 21

Loneliness of homemakers: The survey uncovered a fair degree of perceived loneliness for homemakers, particularly in the northern regions. Overall, 40 per cent of respondents felt their area could be lonely for homemakers, although fewer than one in 10 had strong feelings on the issue. There was little difference in male/female responses and also no significant age effect. In the 18-39 year age group, 41 per cent generally agreed their area could be lonely for homemakers, compared with 39 per cent in the 40 plus age group.

“ This place can be lonely for homemakers.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	32	8	40
Pilbara	41	18	59
Gascoyne	40	6	46
Kimberley	37	8	45
Wheatbelt	33	12	45
Goldfields-Esperance	33	12	45
Great Southern	28	7	35
Mid West	29	5	34
South West	30	4	34
Peel	26	4	30

Table T.33

Missing your relatives: Respondents were asked if they would like to live closer to their extended family in order to test a sense of isolation from family alluded to in the focus discussion groups. Overall, less than four out of 10 people said they would like to live closer to their extended families, suggesting people did not feel overwhelmingly dislocated from family. While the numbers already living close to relatives would influence the findings, it may also be the case that in some of the more rapid turnover regions, people temper their concerns with the knowledge that they will be back in touch at some stage in the short to medium term.

The Pilbara, which has previously been shown to have the most mobile regional population, reported the highest desire to live closer to extended family. The South West, Wheatbelt and Mid West were at the other extreme and it is probably more than coincidence that they are regions which have a long history of development.

“ I would like to live closer to my extended family.”

	Generally Agree %	Strongly Agree %	Net Agree %
All Regions	27	10	37
Pilbara	40	19	59
Goldfields-Esperance	32	14	46
Great Southern	30	13	43
Kimberley	26	12	38
Gascoyne	28	9	37
Peel	22	12	34
Mid West	25	6	31
Wheatbelt	24	6	30
South West	23	5	28

Table T.34

4.0 FOCUS ON SCHOOLING

Only a third of respondents reported they had children of school age, which corresponds with the overall number of people (just 32 per cent) who rated schooling standards in the regions as being at least 'quite important'.

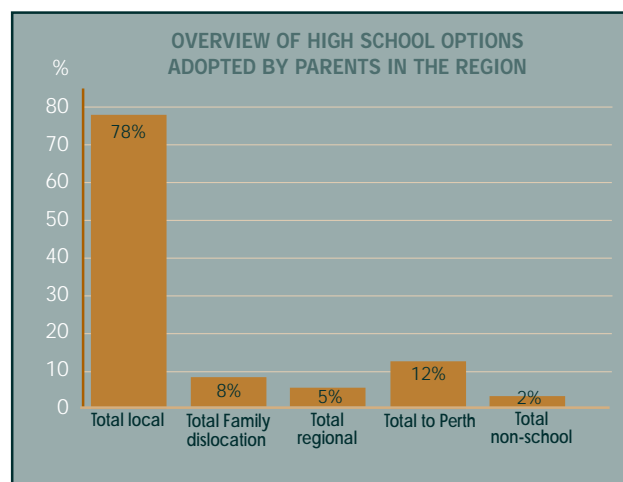
To provide a realistic assessment of issues such as the propensity for regional people to use local schools, send their children to be educated elsewhere or even leave a region so their children could be better educated, only people with school age children (470 respondents) were asked to answer questions for this section of the survey.

It is acknowledged that the sampling methodology may have under-sampled the very remote communities due to irregularities in some remote phone systems. One consequence is that the number of people using distance education may be understated. The survey estimated the distance education proportion to be one per cent of households with school age children.

With just 470 parents taking part, the results need to be viewed with care. For example, the distance education proportions may be reasonable indications across the whole survey but will be unreliable for any one region.

4.1 Plans for high school education

One of the first questions asked of parents was what they were doing about their children's high school education. The results show that a local high school is the most common option (78 per cent), followed by sending children to Perth (12 per cent). Eight per cent move or split the family, five per cent use a regional school away from home and two per cent use non-school options such as distance education or a private tutor.



Graph 22

High school solutions adopted by parents in the regions

	Average Score %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Commute to local:										
Government school	63	66	56	37	69	54	58	59	74	67
Non-Government school	15	2	11	10	16	6	7	43	14	17
Total local	78	68	67	47	85	60	65	102	88	84
Move family to area served by school	7	4	23	16	4	10	13	-	2	-
Split family	1	2	2	-	-	2	-	-	-	-
Total family dislocation	8	6	25	16	4	12	13	-	2	-
Send away to:										
Regional Government school	3	2	1	3	3	7	-	2	-	8
Non-Government school	2	-	1	3	1	2	2	-	4	-
Total Regional	5	2	2	6	4	9	2	2	4	8
Send to Perth:										
Government school	3	6	6	-	1	7	2	-	4	-
Non-Government school	9	22	7	23	4	17	12	2	2	9
Total to Perth	12	28	13	23	5	24	14	2	6	9
Distance Education	1	2	-	8	1	5	-	-	-	2
Private Tutor	1	-	-	-	-	-	3	-	-	-
Total non school	2	2	-	8	1	5	3	-	-	2

Table T.35

Note that the above table includes some multiple responses due to parents opting for different education options for their children, and therefore does not equal 100%. For example, they might use a local school for one child and send another to Perth. As well, a small number of parents had not yet made a decision so did not give a response.

Having noted the survey limitations, it was nevertheless interesting to see the high proportion of parents who use some local schooling. This averaged 78 per cent, ranging from effectively 100 per cent in the Peel (this added to 102 per cent due to multiple responses), down to 47 per cent in the Gascoyne.

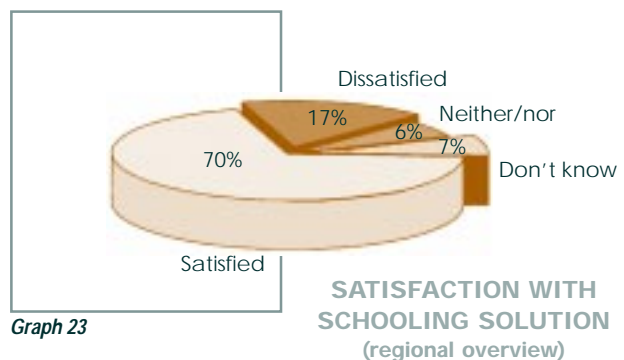
Overall, seven per cent said they had either moved or plan to move to an area served by a high school. The Pilbara showed the highest propensity to do this (27 per cent), and it appears from other data in this survey (see section 5.2) that this will in the main be a move to Perth. The notion of 'splitting the family' that was raised in the focus discussion groups surfaced at a low level of one per cent. In this instance, typically a mother and student move to an area served by adequate schooling (usually a regional centre or Perth) and the husband remains on the property/near work.

When children are sent away, around six out of 10 attend a boarding school or hostel and about a quarter stay with relatives. (Around a quarter of parents planning to send their children away have yet to decide on the accommodation.)

4.2 Satisfaction with schooling solution

Respondents were asked how satisfied they were with the schooling solution they had chosen. A quarter were 'very satisfied' and almost half 'quite satisfied', making a net 70 per cent satisfaction.

There were significant differences between regions. While 70 per cent were satisfied overall, this ranged as high as 82 per cent in the Wheatbelt down to 46 per cent in the Gascoyne.



Graph 23

Satisfaction with schooling solutions

	Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Dissatisfied	17	22	24	39	22	6	20	11	13	21
Neither/Nor	6	15	8	9	3	10	5	4	2	6
Satisfied	70	57	52	46	72	82	68	81	79	66
Don't Know	7	6	16	6	3	2	7	4	6	7
Total	100	100	100	100	100	100	100	100	100	100

Table T.36

Further investigation shows satisfaction with schooling is clearly related to distance from home. Parents are happiest the less distance their children have to travel. Local schooling generally brought the most satisfaction followed by regional schooling and then the Perth or 'family disruption' options.

Satisfaction with schooling solutions (all regions combined)

	Net Local School %	Net Regional School %	Net Perth %	Net Family Disruption %
Dissatisfied	16	25	32	34
Neither	5	-	15	10
Satisfied	77	69	49	48
Don't Know	2	6	4	8
Total	100	100	100	100

Table T.37

The findings above suggest that parental satisfaction will be improved, and possibly the propensity to leave the regions reduced, if regional schooling options are enhanced. However, there are mitigating factors at work. The first is that some parents seem to use entry to high school as the trigger to put into effect a predetermined intention to leave a region. The second is an apparent traditional view among many in the rural community that sending their children to board in Perth will meet a perceived need to expose their children to the 'wider world'.

Future

5.0 FUTURE MOVEMENT

The survey found a tremendous propensity for continued movement. Only half the regional population plan to definitely stay in their area, although a number of others had no particular plans to leave.

Overall, 50 per cent say they will stay, 11 per cent have no plans to move but are unsure, 15 per cent have a firm plan to leave and another 18 per cent say they will probably move but have no fixed time frame. The remainder have not given the matter any consideration.

The figures equate to 61 per cent of people with a 'tendency' to stay. That is, they definitely plan to stay or have no plans to leave. But this leaves a third of the population with a tendency to move.

As would be expected, there were stark differences between regions.

Plans for the future

	Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Plan to stay	50	39	23	44	52	50	32	65	62	63
Not sure, no plans to move	11	10	7	12	17	10	11	12	10	9
Tending to stay	61	49	30	56	69	60	43	77	72	72
Definite plans to move	15	17	36	18	11	16	25	8	10	7
Will probably move	18	27	30	25	14	16	29	11	13	17
Tending to move	33	44	66	43	25	32	54	19	23	24
Not sure	6	7	4	1	6	8	3	4	5	4
Total	100	100	100	100	100	100	100	100	100	100

Table T.38

Two regions stand out in particular. That is, the Pilbara, where 66 per cent will at least 'probably' move on and the Goldfields-Esperance with 54 per cent.

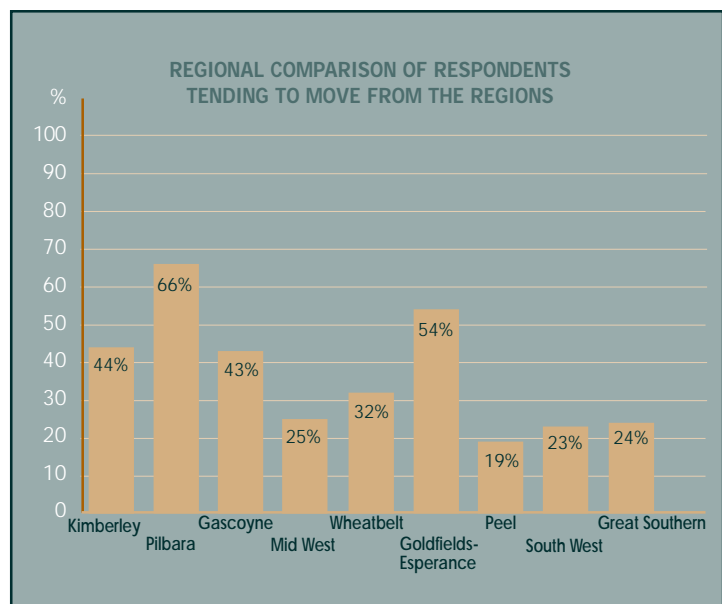
At the other end of the scale, only 19 per cent in the Peel, 23 per cent in the South West, 24 per cent in the Great Southern and 25 per cent in the Mid West plan to move from their region.

To determine the imminence of future movements, respondents were asked to give a rough time frame. This revealed that almost six out of 10 people who intend to move believe they will do so within five years.

The Goldfields-Esperance and Gascoyne regions, which respectively had the second and fourth highest proportion of people tending to move, stood out for the relative imminence of those moves. Around two-thirds of people planning to leave those regions expected to do so within five years. The Great Southern had a similarly high proportion of its 'movers' nominating a five year time frame, but the findings there were far less dramatic because a much smaller portion of the population was actually planning to leave.

While only 19 per cent of regional people overall plan to move within five years, the impact is considerably higher in the Pilbara and Goldfields-Esperance where respectively 39 per cent and 36 per cent of current residents will have left within five years.

The information, while dramatic, is not alarming when read in context with previously discussed data on the proportion of people who have lived in the regions for less than five years. High turnover will not be a new phenomenon, but the survey underlines the importance of the regions maintaining a steady influx of 'fresh residents' from Perth and other key centres.



Graph 24

The tables below show both the time frame for people planning to move from their region [Table 39 (a)] and the likely impact this movement will have on the local population [Table 39 (b)]. Note, however, that Table 39a only reflects people who plan to move. Therefore, a high percentage nominating a particular time frame will not necessarily equate to a high impact from their movement on the population as a whole.

Time frame for people who plan to move

When Plan to Move	Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Within 2 years	27	29	27	29	26	24	32	25	22	26
2 – 5 years	31	34	31	35	26	18	35	29	38	38
Within 5 years	58	63	58	64	52	42	67	54	60	64
5 – 10 years	19	18	25	15	22	22	16	19	14	14
10+ years	9	4	8	11	19	16	4	5	7	7
Not sure when moving	14	15	9	10	7	20	13	22	19	15
	100	100	100	100	100	100	100	100	100	100

Table T.39 (a)

Movers' estimated impact on the total population

When Plan to Move	Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Within 2 years	9	13	18	13	7	8	17	5	5	6
2 – 5 years	10	15	21	15	7	6	19	6	9	9
Within 5 years	19	28	39	28	14	14	36	11	14	15
5 – 10 years	6	8	17	6	6	7	9	4	3	3
10+ years	3	2	5	5	5	5	2	1	2	2
Not sure when moving	5	6	5	4	2	6	7	3	4	4
Not sure about moving	6	7	4	1	4	8	3	4	5	4
No plans to move	61	49	30	56	69	60	43	77	72	72
	100	100	100	100	100	100	100	100	100	100

Table T.39 (b)

5.1 Where people would go

If all obstacles were magically removed and people could live anywhere they chose in Western Australia, only 19 per cent of regional people would choose to live in Perth. The overwhelming majority say they would stay in the regions.

One in five would not leave their current location regardless of any inducement, but most regional people would use their lucky break to either move around in their current region or simply transfer from one region to another.

The results suggest a significant vote of confidence in regional living.

The South West emerged as the most consistently popular regional destination, attracting a solid vote from people across the State. Its attractions were also

well appreciated by current residents. Almost half said they would either stay exactly where they were or simply move to another part of the South West.

The Kimberley also had solid appeal, particularly among other northern regions. There was little significant interest overall from people in southern areas to move north, regardless of the region.

The Gascoyne and Pilbara were least popular with their existing residents. Pilbara residents in particular had a strong interest in Perth as a desirable location. This would be influenced by the high number of residents originally from Perth but pursuing work opportunities in the Pilbara.

The Peel had the most people who would not leave their current location for any inducement, although the impact is reduced when you consider the relatively small associated vote for movement within the region. For example, 30 per cent in the Peel said they would stay where they were and another two per cent would move to other parts of the Peel - a total of 32 per cent. This compares with a total of 48 per cent in the South West who would stay within their region and 35 per cent in the Great Southern.

Where people would move

Desired Location	Average %	Current Location								
		Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Will not move	21	17	9	8	21	20	13	30	25	26
Perth	19	21	28	20	17	22	26	15	15	17
Kimberley	7	16	9	13	14	7	1	5	4	6
Pilbara	3	2	3	5	3	3	1	4	2	1
Gascoyne	1	2	1	4	2	1	-	4	1	-
Mid West	5	6	8	13	9	4	3	1	3	2
Wheatbelt	2	1	3	2	1	6	2	-	-	3
Goldfields-Esperance	3	1	5	2	-	2	10	1	1	3
Peel	3	1	3	2	5	5	4	2	3	4
South West	14	7	11	13	6	14	10	18	23	13
Great Southern	6	3	2	2	3	6	6	7	9	9
Interstate/overseas	6	14	12	7	4	1	11	5	5	6
Other	2	2	1	5	6	3	2	7	1	4
Don't Know	8	7	5	4	9	6	11	1	8	6
Total	100	100	100	100	100	100	100	100	100	100

Table T.40

In the above table, the light shaded cells indicate the proportion of people moving from one part of a region to another. For example, at the top left shaded cell, you find 16% of people in the Kimberley would move elsewhere within the Kimberley given their choice of living anywhere in Western Australia.

The table reflects the fact that while respondents were asked to nominate a place in Western Australia, a percentage nevertheless nominated interstate and overseas destinations. As well, a small proportion named places which could not be identified through the Department of Land Administration database. These were categorised as 'other'.

Having determined where people would go, the obvious question is why. The survey found a number of factors at play, with people citing everything from family reunion to climate and recreation opportunities.

The reasons people gave were unprompted and multiple responses were allowed. However, only reasons with an incidence of 10 per cent or greater have been reproduced for this report.

Reasons for moving to regions

Reason for Choice of Region	Region Would Move To									
	Perth %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Career move	30	25	42	8	24	7	17	5	22	17
Lifestyle	6	25	15	37	8	26	14	11	25	19
Family	37	3	12	11	17	13	14	21	11	12
Ocean	4	10	5	8	14	32	11	13	15	16
Attractive Environment	9	15	4	5	9	21	30	22	27	29
Retirement	7	9	4	20	11	11	16	12	12	11
Education	20	-	4	-	7	-	10	5	7	4
Fishing	-	3	4	34	6	6	14	13	3	1
Climate	4	51	2	53	22	14	32	4	20	33
Social/culture	17	10	2	2	5	4	11	17	13	7
Health Services	11	4	-	2	10	14	9	4	9	5

Table T.41

Career was clearly a significant factor for people choosing Perth as their ideal location. For many, this will reflect the fact that they originally moved to the regions from Perth for career reasons and see their return as a way to further their career. It is not surprising that family reunion was even more of a factor. Roughly a third of the people who move to the regions have come from Perth, and this 'origin' of people living in the regions would be reflected in any desire to move to Perth. It is interesting that only 11 per cent mentioned the health services offered in Perth. That is, while health services may influence decisions to move around the State (particularly late in life) they do not feature prominently as a reason for nominating a particular ideal location.

The Kimberley climate is clearly a major drawcard. In fact, the Kimberley has one of the most preferred climates in the State. While one in four mentioned career move, the issues of climate, lifestyle and environment were dominant in choosing the Kimberley as an 'ideal' place to live.

Perth

- 37% Family influences
- 30% Career move
- 20% Education
- 17% Social/cultural influences
- 11% Health services

The Kimberley

- 51% Climate
- 25% Career move
- 25% Lifestyle
- 15% Attractive environment
- 10% The ocean

The wide perception of employment opportunity in the Pilbara is clearly evident. When asked why people would move to the Pilbara, only three reasons surfaced at above the 10 per cent incidence rate and career was very dominant. Four out of five mentioned career move compared just one in eight or below for lifestyle and family influences.

The Pilbara

- 42% Career move
- 15% Lifestyle
- 12% Family influences

As with the Kimberley, climate was a dominant force shaping perceptions of the Gascoyne as an ideal location, but lifestyle and the fishing environment also had a strong vote. Note that one in five mentioned retirement as a reason for moving to the Gascoyne - the highest proportion to mention retirement in response to this question.

The Gascoyne

- 53% Climate
- 37% Lifestyle
- 34% Fishing
- 20% Retirement
- 11% Family influences

Only one in four mentioned career as a reason for choosing the Mid West, ranking its importance at about the same level as climate. Interestingly, the Mid West was one of only two regions where health services were nominated on any significant level as a major reason for moving there.

The Mid West

- 24% Career move
- 22% Climate
- 17% Family influences
- 14% The ocean
- 11% Retirement
- 10% Health Services

The dominant influence of the ocean at 32 per cent reflects the popularity of areas around Jurien as desirable destinations in the Wheatbelt. There was a clear focus on lifestyle and environmental attractions, while the region was also one of only two destinations with a significant mention of health services.

The Wheatbelt

- 32% The ocean
- 26% Lifestyle
- 21% Attractive environment
- 14% Climate
- 14% Health services
- 13% Family influences
- 11% Retirement

The influence of the Esperance area can be clearly seen in these figures. The issues of climate and attractive environment were strongly associated with Esperance in feedback from the focus discussion groups. The relatively high retirement factor may be influenced by anecdotal evidence from the focus discussion groups of people retiring from Kalgoorlie to Esperance.

The Goldfields-Esperance	
• 32%	Climate
• 30%	Attractive environment
• 16%	Retirement
• 14%	Lifestyle
• 14%	Family influences
• 14%	Fishing
• 11%	The ocean
• 11%	Social/cultural opportunities

The figures suggest that people would choose to live in the Peel for its attractive environment and associated social and recreation features. The Peel's close proximity to Perth enables people to keep in touch with family there, and this will have contributed to the relatively high family influences vote.

The Peel	
• 22%	Attractive environment
• 21%	Family influences
• 17%	Social/cultural opportunities
• 13%	Fishing
• 13%	The ocean
• 12%	Retirement
• 11%	Lifestyle

While environment and lifestyle were the major attractions, it was notable that 22 per cent said career would be part of their decision to move, indicating a perception of the South West as a place of economic opportunity.

The South West	
• 27%	Attractive environment
• 25%	Lifestyle
• 22%	Career move
• 20%	Climate
• 15%	The ocean
• 13%	Social/cultural opportunities
• 12%	Retirement
• 11%	Family influences

Climate and environmental attractions were the chief drawcard in the Great Southern. Only about one in six nominated career as a major reason for choosing the Great Southern as an ideal location.

The Great Southern	
• 33%	The climate
• 29%	Attractive environment
• 19%	Lifestyle
• 17%	Career move
• 16%	The ocean
• 12%	Family influences
• 11%	Retirement

5.2 Factors in the decision to move or stay

Respondents were asked to assess the importance they would place on each of eight factors when making a decision to either stay or move from their region. This produced a ranking of the most important to the least important.

Interestingly, while career opportunity again emerged as a significant force, clean environment was shown to have a much wider impact. However, this finding should be read in the context that not everyone in the survey would have an employment interest (i.e. retirees) whereas clean environment has a general relevance.

The regional breakdown suggests the southern regions (Peel, Great Southern and South West) were particularly conscious of clean environment as a reason for moving or staying, with around three-quarters or more seeing it as quite or very important. This compares with only around half who listed career opportunity as quite or very important.

In the northern regions such as the Pilbara and Kimberley, clean environment and career opportunity were nominated by similar numbers - around half the community. The results support earlier suggestions that retirees tend to leave the northern regions in search of a location with a lower cost of living.

% Quite or very important in a decision to leave/stay in regions

	Average %	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Clean Environment	67	53	54	66	65	61	61	81	73	74
Career opportunity	48	53	56	54	45	45	53	40	47	46
Simpler Lifestyle	47	36	42	44	45	40	53	60	47	43
Community Services	45	29	41	43	42	55	42	52	43	44
Children's Education	44	50	59	44	44	36	45	42	40	43
Cost of Living	44	43	51	40	35	40	50	52	40	43
Family Reunion	40	45	39	32	44	34	52	45	36	42
More Sophisticated Lifestyle	15	15	19	14	11	15	14	13	20	9

Table T.42

View

6.0 THE VIEW FROM PERTH

The 150 interviews conducted in Perth sought to ascertain the extent to which people in Perth have come from the regions or have experience living in the regions, their knowledge and understanding of the regions and the areas they would move to if they had the opportunity.

The survey found that 42 per cent of respondents had lived at some stage in regional Western Australia. This should **not** be interpreted as a finding that 42 per cent of people living in Perth grew up in regional Western Australia and moved to Perth. In fact, this applied to only about 15 per cent.

But there was a large body of people (approximately another 29 per cent of adults) who had grown up in Perth and then moved in and out of the regions during the course of their lifetime. This was mainly due to career moves either for themselves, their spouse/partner or their parents.

The Perth sample, while smaller in comparison to the total population, provides a guide to the attitudes of people living in Perth.

6.1 Where Perth people want to live

When asked where in Western Australia they would like to live, 57 per cent of Perth residents said they simply would not move away from Perth.

But this leaves 43 per cent who would prefer to live elsewhere in Western Australia. The South West and Great Southern were the most preferred destinations.

6.2 Perth view of regional locality attractions

When asked why they would choose to leave or remain in Perth, a number of common themes emerged - most notably, environment and lifestyle in the regions versus family and services in Perth.

Reasons for choosing Perth: Those who chose Perth did so on the basis of family connections, the facilities and lifestyle. It was noticeable that 'safe environment' (something regional people treasure most about their location) was suggested by very few people as a reason for staying in Perth.

Where Perth people want to live	%
Perth	57
Kimberley	4
Pilbara	2
Gascoyne	1
Mid West	3
Wheatbelt	4
Goldfields-Esperance	1
Peel	3
South West	16
Great Southern	9
Don't Know	3

Table T.43 Note: Multiple responses were allowed, so the table adds beyond 100%

Reasons for choosing Perth	%
Family	26
Good services/facilities/shopping	26
Entertainment/social/cultural opportunities	18
Climate	16
Coastal lifestyle	16
Quiet lifestyle	16
Friendly people	14
Employment/better income	9
Clean environment	8
Education	8
Beautiful scenery	8
Sporting facilities/recreational activities	5
Safe environment	4
Easy commuting	2

Table T.44 Note: Multiple responses were allowed, so the table adds beyond 100%

Attractions of the regions: The people who indicated they would like to live out of Perth cited physical environment and a quieter, more relaxed lifestyle as their major motivations. It was interesting that few people nominated employment/better income as a key attraction, yet these have been major factors in the decisions of people who have actually made the move.

Attractions of the regions	%
Quiet lifestyle	35
Coastal lifestyle	34
Scenery	32
Climate	25
Country atmosphere	23
Friendly people	15
Cleaner environment	11
Sporting facilities/recreational activities	9
Family	8
Easy commuting to Perth	6
A safe environment	3
Employment/good income prospects	3
Entertainment and social opportunities	2

Table T.45 Note: Multiple responses were allowed, so the table adds beyond 100%

6.3 Perception of things not available elsewhere

When asked what attractions were not available to them in Perth, almost half the people opting to leave said a quieter lifestyle. This factor seems entrenched in the Perth perception of regional living.

It was notable that very few of those opting to leave (just eight per cent) seemed to have a focus on the possibility of 'safer environment' in the regions. This does not mean Perth people do not see the regions as safer, but shows that the issue is not foremost in their minds when asked unprompted to name regional attractions not available in Perth.

Those opting to remain in Perth were most inclined to list services and shopping as things which they would miss in the regions.

Aspects of desired location that are not available	%
A quieter lifestyle	49
Country atmosphere	25
A coastal lifestyle	11
A safe environment	8
Sporting and recreational facilities	8
Good climate	8
Beautiful scenery	6
Friendly people	6
A cleaner environment	5

Table T.46 Note: Multiple responses were allowed, so the table adds beyond 100%

Aspects of Perth considered not available in the regions	%
Services/shopping	35
Family	22
Entertainment/cultural opportunities	15
Better employment options	11

Table T.47 Note: Multiple responses were allowed, but table lists only the most often repeated responses.

6.4 Obstacles to leaving Perth for the regions

When people who preferred to live outside Perth were asked what was stopping them, the most common response related to career structure. This was followed by financial situation and children's schooling.

When the 57 per cent of Perth respondents who preferred to stay in Perth were asked if anything could encourage them to move, more than half (55 per cent) said they could think of nothing. However, 27 per cent gave unprompted responses suggesting that the notion of a career move or better job opportunity might be an inducement. There were no other significant factors nominated.

Obstacles to moving to the regions	%
My own work opportunities	28
Financial constraints	18
Children's schooling education	14
Extended family in Perth	9
Too old to move/already retired	6
Career options for my partner/harmful to business career	5
Poor living conditions	3
"Missing the fast lane"	3
Health services	3

Table T.48 Note: The table does not add to 100% because only factors nominated by at least 3% of respondents are included.

6.5 Perth awareness of the regions

To ascertain levels of awareness of regional Western Australia, Perth respondents were asked if they could name any towns in each of the nine regions. The survey found that a significant proportion could think of no towns at all in the northern regions, but in the Goldfields-Esperance Region and southern half of the State, most people could name more than one town. (Towns was an overall term but also encapsulates regional cities.)

6.5.1 KIMBERLEY

Thirty per cent of respondents were unable to name any towns in the Kimberley. There was a particular tendency to name Pilbara towns in error, while a small proportion also mentioned Gascoyne towns such as Carnarvon and Exmouth. Broome and Kununurra were best known.

Kimberley towns known	%
Don't Know	30
Broome	27
Kununurra	23
Derby	15
Wyndham	13
Halls Creek	5
Fitzroy	7
Argyle	1
Pilbara Towns in Error: Port Hedland (11%), Newman (3%), Karratha (7%), Dampier (2%), Wittenoorn (1%), Marble Bar (1%), Tom Price (1%), Paraburdoo (1%)	
Gascoyne Towns in Error: Carnarvon (3%), Exmouth (3%)	
Others in Error: Geraldton (1%), Kalbarri (1%), Meekatharra (1%), Kalgoortie (1%), Ayres Rock (1%), York (1%)	

Table T.49

6.5.2 PILBARA

Thirty-nine per cent of respondents were unable to name any towns in the Pilbara. Even the best known town, Port Hedland, was nominated by only one in four people. There was also a tendency to confuse Kimberley towns with the Pilbara.

Pilbara towns known	%
Don't Know	39
Port Hedland	25
Karratha	17
Newman	10
Dampier	7
Tom Price	6
Paraburdoo	5
Onslow	3
Roebourne	3
Wittenoom	3
Marble Bar	1
Shay Gap	1
Goldsworthy	1
Kimberley Towns in Error: Broome (5%), Derby (1%), Kununurra (3%), Fitzroy (1%)	
Others in Error: Darwin (1%), Geraldton (2%), Meekatharra (2%), Carnarvon (1%), Exmouth (3%), Kalgoorlie (2%), Cue (1%), Mt Magnet (1%)	

Table T.50

6.5.3 GASCOYNE

When asked if they knew any towns in the Gascoyne, a massive 56 per cent of Perth respondents were unable to mention any. A noticeably large number also had their facts wrong. For example, nine per cent mentioned Geraldton and five per cent Meekatharra. Only 27 per cent of people mentioned Carnarvon, while the next best known town, Exmouth, was nominated by only five per cent.

Gascoyne towns known	%
Don't Know	56
Carnarvon	27
Exmouth	5
Gascoyne Junction	3
Shark Bay	2
Denham	1
Towns Mentioned in Error: Geraldton (9%), Jurien (1%), Meekatharra (5%), Kalbarri (5%), (remainder at 1% or less) Tom Price, Onslow, Kalgoorlie, Yalgoo, Wittenoom, Marble Bar.	

Table T.51

6.5.4 MID WEST

Forty-six per cent of people were unable to name any of the major towns that make up the Mid West. Geraldton was best known, although it was named by only one in five respondents. The term Mid West seemed to cast a wide footprint in the minds of Perth residents, with a large number of towns named in error. Only a relatively small proportion appear to have any knowledge of the towns in the Mid West.

Mid West towns known	%
Don't Know	46
Geraldton	21
Meekatharra	5
Dongara	3
Kalbarri	1
Greenough	1
Towns Mentioned in Error: Kalgoorlie (8%), Merredin (3%), Moora (3%), Northam (2%), York (2%), (remainder at 1% or less) Newman, Karratha Carnarvon, Norseman, Narrogin, Wongan Hills, Tom Price, Leonora	

Table T.52

6.5.5 WHEATBELT

Twenty-nine per cent of people were unable to name any towns in the Wheatbelt, although it was noticeable that those who had some awareness cast a fairly wide net, naming a whole range of small towns sprinkled throughout the Wheatbelt. The best known town was Merredin.

Wheatbelt towns known	%
Don't Know	29
Merredin	19
Northam	12
Narrogin	10
York	6
Kellerberrin	5
Cunderdin	5
Wongan Hills	3
Southern Cross	3
Meckering	3
Moora	3
Quairading	2
At 1% or Less: Corrigin, Wagin, Bencubbin, Dalwallinu, Moore River, Dowerin, Kulin, Hyden, Dumbleyung, Beverley, Cadoux, Koorda, Gingin, Goomalling, Toodyay, Beacon, New Norcia, Bruce Rock.	
Towns Mentioned in Error: Katanning (5%), Esperance (3%), Albany (2%), Meekatharra (2%), (remainder at 1% or less) Pemberton, Morawa, Busselton, Collie, Kalgoorlie, Geraldton, Three Springs, Kojonup, Mullewa.	

Table T.53

6.5.6 GOLDFIELDS-ESPERANCE

Only 10 per cent of people could not name any towns in the Goldfields-Esperance Region, an apparently strong awareness level, but the result was clearly boosted by a widespread knowledge of Kalgoorlie (named by 79 per cent). It was noticeable that relatively few errors were made and nine out of 10 people were able to mention at least one town.

Goldfields-Esperance towns known	%
Don't Know	10
Kalgoorlie	79
Coolgardie	26
Esperance	17
Boulder	13
Kambalda	8
Norseman	6
Leinster	5
Leonora	5
Laverton	4
Eucla	3
Ravensthorpe	1
Towns Mentioned in Error: Southern Cross (5%), Albany (4%), (remainder at 1% or less) Lake Grace, Katanning	

Table T.54

6.5.7 PEEL

Twenty-eight per cent of people were unable to name any towns in the Peel district, and many errors were made, indicating a relatively poor comprehension of Peel boundaries. Mandurah was the only location with a strong recognition factor.

Peel towns known	%
Don't Know	28
Mandurah	63
Pinjarra	8
At 1%: Waroona, Dawesville, Lake Clifton, Serpentine, Dwellingup, Singleton	
Towns Mentioned in Error: Bunbury (12%), Rockingham (9%), Harvey (4%), Busselton (3%), (remainder at 1% or less) Yallingup, Dunsborough, Northam, Margaret River, Albany, Bridgetown, Safety Bay, Collie, Capel, Australind, Augusta, Manjimup, Esperance, Baldivis.	

Table T.55

6.5.8 SOUTH WEST

A relatively small but perhaps still rather surprising number of Perth people (11 per cent) were unable to name any towns in the South West. The coastal centres of Bunbury, Busselton and Margaret River were best known, but just as prominent was the mistaken belief that Albany was part of the South West rather than the Great Southern.

The fairly wide range of correct towns mentioned nevertheless suggests a reasonable awareness of the South West Region.

South West towns known	%
Don't Know	11
Bunbury	33
Busselton	32
Margaret River	27
Augusta	9
Dunsborough	6
Pemberton	5
Collie	5
Manjimup	5
Bridgetown	4
Gracetown	4
Northcliffe	2
At 1% or less: Donnybrook, Walpole, Harvey, Yallingup, Nannup, Cape Leeuwin, Australind, Capel, Boyup Brook	
Towns Mentioned in Error: Albany (33%), Denmark (6%), Mt Barker (3%), Esperance (3%), (remainder at 1% or less) Mandurah, Rockingham, Pinjarra, Wagin, Geraldton, Katanning	

Table T.56

6.5.9 GREAT SOUTHERN

Thirty-nine per cent of respondents were unable to name any major towns in the Great Southern. Albany was best known, but was followed (mistakenly) by Esperance, which was nominated by around one in five people. There appeared to be considerable confusion about Great Southern boundaries, with towns variously in the Goldfields-Esperance, South West and Wheatbelt regions mistakenly believed to be in the Great Southern.

Great Southern towns known	%
Don't Know	39
Albany	33
Katanning	6
Mt Barker	5
Denmark	5
At 1% or less: Tambellup, Broomehill, Jerramungup and Kojonup	
Towns Mentioned in Error: Esperance (19%), Augusta (4%), Narrogin (3%), Busselton (3%), Eucla (3%), Bunbury (2%), Lake Gracer (2%), Wagin (2%), Walpole (2%), (Remainder at 1% or less) Boddington, Margaret River, Yallingup, Donnybrook, Southern Cross, Williams, Northcliffe.	

Table T.57

6.6 Perth understanding of and attitudes to the regions

Respondents were asked a series of questions to ascertain their understanding of:

- *The economic future for the regions*
- *The quality of life in each of the regions*
- *The quality of essential services*
- *The quality of social life*
- *Attractions of the natural environment*

They were also asked to assess each region as “a place I would like to live” .

In all the assessments, there was a fairly significant don't know element. In the following tables, this 'don't know' element is recorded, but for the purposes of comparison of mean scores, it is treated as a 'neither good nor bad' assessment of the region.

6.6.1 ECONOMIC ASSESSMENTS

Respondents were asked to rate the economic future of each of the regions on a scale of 'very weak' to 'very strong'.

The South West, Pilbara, Kimberley, and Goldfields-Esperance came out in front with close to two-thirds of Perth people thinking they had a strong economic future.

The confusion about what constitutes the Gascoyne, Mid West and Great Southern (noted earlier in section 6.5) will have influenced the particularly large 'don't know' vote for these regions and the correspondingly low 'strong' vote regarding the economic future of these regions. Table T.58 summarises the overall assessments.

Economic Future

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Weak	3	3	9	13	21	9	9	8	17
Net Strong	61	62	35	31	39	61	47	63	34
Neither	10	6	11	17	17	14	16	12	11
Don't Know	26	29	45	39	23	16	28	17	38
Mean Score	3.7	3.8	3.3	3.3	3.3	3.7	3.5	3.7	3.2

Table T.58 *It is important to recognise that the 'net strong' and 'net weak' assessments are not reciprocal. For example, while it can be seen in Table T.58 that 61% of people believed the Kimberley had a 'net strong' economic future, the 'net weak' figure is just 3%, not 39%. Note that 10% thought that it was neither strong nor weak, and 26% were unable to form a view. It appears that Perth people either do not know about the regions or generally believe they have a strong economic future.*

6.6.2 PERCEPTION OF THE QUALITY OF LIFE

Perceptions about quality of life in the regions varied considerably, and the survey again had to contend with a significant 'don't know' vote for some regions. However, the findings suggest a particularly positive view of the South West with three-quarters of Perth respondents perceiving it has a good quality of life. This was well in front of other regions.

Quality of Life

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Poor	13	20	19	14	17	12	2	3	7
Net Good	44	41	33	39	43	60	64	75	53
Neither	10	12	10	10	17	11	8	5	7
Don't Know	33	27	38	37	23	17	26	17	33
Mean Score	3.3	3.3	3.2	3.3	3.3	3.6	3.5	4.0	3.6

Table T.59

6.6.3 ASSESSMENT OF THE QUALITY OF ESSENTIAL SERVICES

The survey found a strong perception that the provision of essential services throughout the northern regions in particular is poor. The Gascoyne, Kimberley and Pilbara were awarded 'net good' votes by only about a fifth of respondents. This contrasts with the figures for the Peel and South West where there were 'net good' votes from more than 50 per cent.

Quality of Essential Services

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Poor	32	29	31	26	26	15	9	12	20
Net Good	19	21	17	25	26	43	56	53	33
Neither	10	10	9	11	13	13	8	13	9
Don't Know	39	40	43	38	35	29	27	22	38
Mean Score	2.8	2.9	2.8	3.0	3.0	3.3	3.6	3.5	3.2

Table T.60

6.6.4 QUALITY OF SOCIAL LIFE

Perth perceptions of the quality of social life in the regions puts the South West and Peel well in front with mean scores of 3.7 and 'net good' scores of respectively 63 per cent and 61 per cent. The Pilbara is perceived to have the poorest quality of social life, although it is only marginally different from the score given to the Gascoyne, Mid West, Wheatbelt and Kimberley.

Quality of Social Life

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Poor	19	26	23	20	21	13	7	5	11
Net Good	34	31	30	29	35	50	61	63	45
Neither	11	10	6	10	9	10	6	11	9
Don't Know	36	33	41	41	35	27	26	21	35
Mean Score	3.1	3.0	3.1	3.1	3.1	3.4	3.7	3.7	3.4

Table T.61

6.6.5 THE ATTRACTIONS OF THE NATURAL ENVIRONMENT

There was a quite positive perception of the natural environment of all of the regions, with a particularly rosy view of the South West and the Kimberley, achieving very high scores of respectively 4.3 and 4.1 on the mean score scale. The figure of 87 per cent 'net good' for the South West stands apart as the highest figure.

Attractions of the Natural Environment

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Poor	7	15	17	21	33	21	9	2	6
Net Good	73	54	41	43	31	55	66	87	59
Neither	3	11	11	8	17	13	6	1	7
Don't Know	17	20	31	28	19	11	19	10	28
Mean Score	4.1	3.6	3.4	3.3	3.0	3.4	3.7	4.3	3.7

Table T.62

6.6.6 ASSESSMENT OF REGIONS AS "A PLACE I WOULD LIKE TO LIVE"

While all regions were attractive to a percentage of Perth respondents as a place they would like to live, there were sharp contrasts evident. In the South West, for example, 66 per cent of Perth people agreed it was a place they would like to live, compared with just 11 per cent for the Gascoyne and 13 per cent for the Wheatbelt and Mid West.

A Place I Would Like to Live

	Kimberley %	Pilbara %	Gascoyne %	Mid West %	Wheatbelt %	Goldfields-Esperance %	Peel %	South West %	Great Southern %
Net Disagree	58	67	68	63	69	63	37	21	41
Net Agree	23	14	11	13	13	22	42	66	35
Neither	7	5	5	8	7	7	7	6	7
Don't Know	12	14	16	16	11	8	14	7	17
Mean Score	2.5	2.2	2.2	2.3	2.2	2.4	3.1	3.6	2.9

Table T.63

6.7 Perth exposure to the regions

Respondents were asked if they had ever been to the regions on either business or holiday (assessed on their understanding of the perimeters of each region, not necessarily the true perimeters). The South West came out well in front with 88 per cent of Perth respondents saying they had been there, primarily on holidays. This was followed by the Peel and Great Southern. It was interesting that while so few people could name towns in the Great Southern (section 6.5.9), it was not for want of visiting the area. It appears that many people simply do not associate the term 'Great Southern' with the places in that region they have visited. The more remote regions were the least inclined to attract holiday visits but had a relatively high proportion of business visits. The table below summarises the extent to which Perth respondents said they had been to various regions on either business or holiday. The figures add beyond 100 per cent due to multiple visit purposes. That is, people indicated that they had been there for both business and holiday purposes.

Visits to the Regions

	Holiday Only %	Business Only %	Both %	Total Visitation %
South West	70	3	15	88
Peel	48	4	15	67
Great Southern	48	4	11	63
Goldfields-Esperance	39	11	10	60
Wheatbelt	34	12	6	52
Mid West	32	10	3	45
Gascoyne	29	7	5	41
Pilbara	20	10	7	37
Kimberley	20	12	5	37

Table T.64

APPENDICES

Q The Perth Questionnaire

Time commenced: _____
Time completed: _____
Total minutes: _____

Hello, my name is _____ from Patterson Market Research, the West Australian opinion-polling people. This evening, we are conducting a brief survey about life issues facing Western Australians. Could I please speak to the male/female (see quota sheet) aged 18 or over who will next have a birthday? (IF NOT AVAILABLE ARRANGE TIME TO CALL BACK. FLASHPOLL RULES APPLY).

The survey is on behalf of the State Government. Its purpose is to give people a chance to have a say on things that affect them about life in WA.

The survey is to find out what people know about regional Western Australia. By that I mean anywhere that's not Perth, whether the North, Goldfields, or South West parts of the state.

Q1 Firstly, did you grow up in Perth?

(IF MOVED AROUND, "MOSTLY")

OR

- YES 1 >Q2a
- NO, CAME FROM OVERSEAS 2
- NO, CAME FROM INTERSTATE 3
- MOVED HERE FROM COUNTRY WA 4->Q2a
- DON'T KNOW 5

Q1a PROBE: Was that mostly in a City or country environment?

- LARGE CITY 1
- REGIONAL CITY 2
- SMALL TOWN 3
- RURAL 4

Q2a Have you lived at all in regional WA?

- YES, HAVE GONE BACK & FORTH 1
- YES, LEFT REGIONS ONCE ONLY 2->Q3a
- NO 3->Q4

Q2b Why did you first move/come to Perth?

(FOR PEOPLE WITH MULTIPLE MOVEMENTS IN AND OUT OF PERTH, ESTABLISH WHAT PROMPTED THEIR FIRST MOVE TO PERTH)

- JOB TRANSFER/CAREER POSTING 1
- NEW JOB OPPORTUNITY 2
- EDUCATION 3
- GENERAL HEALTH SERVICES 4
- AGED CARE SERVICES 5
- BIG CITY LIFESTYLE 6

OTHER _____

Q3a *Where in the regions did you last live? _____*
If not recognised town, where is that near? _____

CODE 2 IN Q2a NOW SKIP TO Q3C

Q3b *Why did you go there?*

GREW UP THERE	1
JOB TRANSFER/CAREER POSTING	2
NEW JOB OPPORTUNITY	3
FAMILY REUNION	4
OTHER _____	

Q3c *Why did you move to Perth?*
 (FOR PEOPLE WITH MULTIPLE MOVEMENTS IN AND OUT OF PERTH,
 ESTABLISH WHAT PROMPTED THEIR FIRST MOVE TO PERTH)

JOB TRANSFER/CAREER POSTING	1
NEW JOB OPPORTUNITY	2
EDUCATION	3
GENERAL HEALTH SERVICES	4
AGED CARE SERVICES	5
BIG CITY LIFESTYLE	6
OTHER _____	

Q4 *If you could ignore any obstacles for a moment,
 and you had your choice of places to live ANYWHERE
 in Western Australia, where would you live?*

PERTH	1
BROOME	2
BUSSELTON	3
BUNBURY	4
MANDURAH	5
MARGARET RIVER	6
OTHER NEAR WINERIES	7
OTHER N WEST COASTAL	8
ALBANY	9
ESPERANCE	10
GERALDTON	11
CARNARVON	12
OTHER (SPECIFY) _____	

(If not recognised, where is that near?
 (_____)

Q4a *What is it about (that location) that would attract you to it/ keep you here?*

Q4b *What would you have there/here that is not available to you here in Perth/ elsewhere in W.A.?*

Q5 *Are there any drawbacks of (that place) that you would notice, but be happy to put up with?*

PEOPLE WHO NOMINATED PERTH (IE CODE 1 IN Q4) SKIP TO Q6a

Q6

What obstacles or issues are keeping you from following that idea of moving to (place from Q4)? (PROBE FOR "ANY OTHER ISSUES")

	Main	Other
Kids Education - School	1	1
Kids Education - Higher Education	2	2
Kids Career Options	3	3
Career options for spouse/partner	4	4
Loss of value of home assets	5	5
My own work opportunities	6	6
Harmful to career	7	7
Living conditions	8	8
Extended family in Perth	8	8
Range of recreational activities	9	9
Missing "the fast lane"	10	10
Health Services	11	11
General lack of sophistication	12	12

Other (Specify) _____

PEOPLE WHO PREFER PERTH IN Q4 - IE CODE 1 IN Q4

Q6a

Is there anything that could encourage you to move from Perth to live elsewhere in WA?

NO 1

Q7 There are nine regions of rural Western Australia. We're interested to find out how much people in Perth know about those regions, under the headings of: major towns, economic future, quality of life, the natural environment and, desirability to visit or live.
(ROTATE ORDER OF REGIONS)

	Kimberley	Pilbara	Gascoyne	Mid West	Wheatbelt	Goldfields-Esperance	Peel	South West	Great Southern
Q7a Name any major Towns									
Q7b Economic future Very weak 1 Weak 2 Neither 3 Strong 4 Very strong 5 Don't know 6									
Q7c Quality of life Very poor 1 Poor 2 Neither 3 Good 4 Very good 5 Don't know 6									
Q7d Quality of essential services (such as health & education) Very poor 1 Poor 2 Neither 3 Good 4 Very good 5 Don't know 6									
Q7e Quality of social/cultural life Very poor 1 Poor 2 Neither 3 Good 4 Very good 5 Don't know 6									
Q7f Attractions of the natural environment Very poor 1 Poor 2 Neither 3 Good 4 Very good 5 Don't know 6									
Q7g A place I would like to live Strongly disagree 1 Disagree 2 Neither 3 Agree 4 Strongly Agree 5 Don't know 6									
Q7h Have you been there on business or holiday? Business 1 Holiday 2 No 3 Don't know 4									

Thank you. Finally, to be sure we have a good cross section of the community, could you please tell me:

Q8 *Your age:* (___)

Q9 *Code sex:*

MALE	1
FEMALE	2

Q10 *The number of children and age groups:*

NUMBER OF:	(___)
AGE GROUP: 0 - 5	1
6 - 12	2
13 - 15	3
16 - 18	4
19+	5

Q11 *What is your occupation?*
(WRITE IN IF NOT SURE)

	SELF Q11	PARTNER Q12
PASTORALIST/FARMER	1	1
FARM WORKER	2	2
UNSKILLED WORKER	3	3
HOUSEWIFE	4	4
CLERICAL/SALES	5	5
SKILLED BLUE COLLAR	6	6
SUPERVISOR	7	7
MANAGER	8	8
PROFESSIONAL	9	9
SMALL BUSINESS OWNER	10	10
OTHER (SPECIFY)		

Q11a *Does your partner work?*

NO PARTNER	1>Q13
YES	2
NO	3>Q13

IF YES:

Q12 *What is their job?* (CODE ABOVE)

Q13 *What was the highest level of formal education you achieved?*

SOME HIGH SCHOOL	1
SCHOOL CERTIFICATE	2
TEE	3
TAFE QUALIFICATION	4
UNIVERSITY DEGREE	5
OTHER (SPECIFY)	

Q14 *And finally, into which category does your total household income fall?* (READ OUT)

UP TO \$20,000	1
FROM \$20,000 TO \$30,000	2
FROM \$30,000 TO \$40,000	3
FROM \$40,000 TO \$50,000	4
FROM \$50,000 TO \$60,000	5
OVER \$75,000	6
REFUSED	7

Thank you for your time. Just to remind you my name is _____ from Patterson Market Research. If you have any questions about this research you can telephone our office on 09 316 2322.

That completes the actual survey, but in case my supervisor needs to check my work could I please have your name?

NAME _____ TELEPHONE NUMBER _____

INTERVIEWER NAME _____ INT NUMBER _____

I hereby certify that these interviews are accurate and complete, taken in accordance with my instructions and the ICC/ESOMAR international code.

INTERVIEWER SIGNATURE _____ DATE: _____

Q

The Regional Questionnaire

Time commenced: _____

Time completed: _____

Total minutes: _____

Hello, my name is _____ from Patterson Market Research, the West Australian opinion-polling people. This evening, we are conducting a brief survey about life issues facing Western Australians, and would like to include the opinions of this household. Could I please speak to the male/female (see quota sheet) aged 18 or over who will next have a birthday? (IF NOT AVAILABLE ARRANGE TIME TO CALL BACK. FLASHPOLL RULES APPLY).

The survey is on behalf of the State Government. Its purpose is to give people a chance to have a say on things that affect them about life in WA.

CODE REGION FROM CALL SHEET:	KIMBERLEY	1
	PILBARA	2
	GASCOYNE	3
	MIDWEST	4
	WHEATBELT	5
	GOLDFIELDS	6
	PEEL	7
	SOUTH WEST	8
	GREAT SOUTHERN	9

Q1 *I only have a phone number in front of me. Can you please tell me if you live in a town or on a property or another place out of a town?*

TOWN	1
ON PROPERTY	2
OTHER OUT OF TOWN	3

Q1a *What town is that/What is your nearest town?*

Q2 *Firstly, did you move to this area, or have you been here all your life?*

WHOLE LIFE IN AREA	1
MOVED HERE	2
LIVED HERE, MOVED AWAY & MOVED BACK	3

How long have you lived in this area?

Write in yrs _____

Q2a *Did you grow up on the land, in a town, or a city?*
(IF MULTIPLE, THE MAIN ONE FROM YEARS 0-20) (PROBE)

RURAL/ON THE LAND	1
A COUNTRY TOWN OF LESS THAN 5,000 PEOPLE	2
A COUNTRY TOWN OF MORE THAN 5,000 PEOPLE	3
REGIONAL CITY, MORE THAN 20,000 PEOPLE	4
MAJOR CITY, EG PERTH	5

NB LOCALS (SEE CODE 1 Q2) SKIP STRAIGHT TO Q 5)

Q2b *Where did you move from to come to this area?*

PERTH	1
ANOTHER TOWN IN THIS AREA	2
A RURAL PROPERTY IN THIS AREA	3
SOME OTHER REGIONAL CENTRE	
INTERSTATE OR TOWN INTERSTATE	4
OTHER CITY IN AUSTRALIA	5
OVERSEAS	6

OTHER (SPECIFY) _____ 7

Q2c *Why did you come specifically to* (place): (NB. IF "NICE PLACE TO LIVE"; PROBE WHAT IT WAS THAT MADE IT NICE, ETC)

	MAIN REASON	OTHER REASONS
CAREER MOVE (INVOLUNTARY TRANSFER)	1	1
NEW JOB	2	2
CHANCE FOR A BETTER JOB/ RAPID PROMOTION	3	3
CHANCE TO EARN BIG MONEY	4	4
EDUCATION FOR KIDS/SELF	5	5
SHOPPING FACILITIES AND SERVICES	6	6
TO BE CLOSE TO FAMILY	7	7
RETIREMENT	8	8
LIFESTYLE	9	9
CHEAP HOUSING	10	10
CLIMATE	11	11
RECREATIONAL ACTIVITIES	12	12
THE ENVIRONMENT	13	13
ACCESS TO MEDICAL FACILITIES	14	14
MOVED WITH PARENTS/FAMILY WHEN YOUNG	15	15
MARRIAGE	16	16
SAFETY FOR KIDS/SELF / LESS CRIME	17	17
CLOSE TO OCEAN/BEACH	18	18

OTHER (SPECIFY)

.....

Q2d *What is keeping you in this region?*

	MAIN REASON	OTHER REASONS
CLIMATE	1	1
GOOD EMPLOYMENT	2	2
OWN PROPERTY HERE (NOT FARM)	3	3
OWN FARM HERE	4	4
OWN BUSINESS HERE	5	5
PARENTS HERE	6	6
OTHER FAMILY HERE	7	7
LIFESTYLE	8	8
EMPLOYMENT OPPORTUNITIES FOR CHILDREN	9	9
SOCIAL/CULTURAL OPPORTUNITIES	10	10
CLEAN ENVIRONMENT	11	11
COMMUNITY SPIRIT/SENSE OF COMMUNITY	12	12
WORK COMMITMENTS - SELF/SPOUSE	13	13
SAFETY FOR KIDS/SELF / LESS CRIME	14	14
CLOSE TO OCEAN/BEACH	15	15
MONEY/CAN'T AFFORD TO MOVE	16	16
KIDS EDUCATION/SCHOOLING	17	17

OTHER

.....

Q3 *How many times have you moved from one town or district to another in the last ten years?* Write in number (.....)

Q4 Can you think back to when you decided to move here and tell me how important the following were in your decision to move to (region): using the scale of 1 to 5, where 5 is "VERY IMPORTANT" and 1 is "NOT AT ALL IMPORTANT"

- A NEW BUSINESS OPPORTUNITY ()
- EMPLOYMENT FOR YOURSELF ()
- EMPLOYMENT FOR YOUR PARTNER ()
- EDUCATION/SCHOOLING STANDARDS FOR CHILDREN ()
- HEALTH/MEDICAL FACILITIES ()
- COST OF HOUSING/LAND ()
- LIFESTYLE ()
- RECREATION FACILITIES AVAILABLE ()
- CLEAN ENVIRONMENT ()
- CLIMATE ()

Q5 I want now to read out a series of statements about living in (this region), and would like you to tell me if you personally agree or disagree with each statement. For example, if I said:
"We hardly ever get any sunshine in summer"
 you would probably strongly disagree.

ROTATE	STATEMENT	STRONG DISAGREE	GEN. DISAGREE	NEITHER AGREE OR DISAGREE	GEN. AGREE	STRONG AGREE	DON'T KNOW
	One of the best things about this area is the clean air	1	2	3	4	5	6
	This is a really friendly place to live	1	2	3	4	5	6
	This area relies on sport to keep it together socially	1	2	3	4	5	6
	The climate here is a major benefit	1	2	3	4	5	6
	The cost of living here is not too bad compared to other places	1	2	3	4	5	6
	If you're not into sport, there's not much to do here	1	2	3	4	5	6
	There is a lot of division in this community	1	2	3	4	5	6
	You can earn a lot of money here if you work hard	1	2	3	4	5	6
	This area needs a wider range of job opportunities	1	2	3	4	5	6
	There aren't many career opportunities here for people with higher education	1	2	3	4	5	6
	I miss the entertainment that comes with a large city	1	2	3	4	5	6
	The sporting facilities are good in this area	1	2	3	4	5	6
	The general recreational facilities are good in this area	1	2	3	4	5	6
	There is a good range of eating places in this region	1	2	3	4	5	6
	This area has enough nightlife for me	1	2	3	4	5	6
	This area needs new development to provide more jobs	1	2	3	4	5	6
	The standard of medical general practice is good in this area	1	2	3	4	5	6
	The availability of specialist medical services here is a real concern to me	1	2	3	4	5	6

ROTATE	STATEMENT	STRONG DISAGREE	GEN. DISAGREE	NEITHER AGREE OR DISAGREE	GEN. AGREE	STRONG AGREE	DON'T KNOW
	It is important to me that this area has good aged health and care facilities	1	2	3	4	5	6
	This area is great for kids to grow up in	1	2	3	4	5	6
	This area has a strong economic future	1	2	3	4	5	6
	I feel much safer here than I would in a place like Perth	1	2	3	4	5	6
	This place can be lonely for homemakers	1	2	3	4	5	6
	I would accept some environmental cost in exchange for more job opportunities in this region	1	2	3	4	5	6
	There are great stresses on family life in this area	1	2	3	4	5	6
	I would like to live closer to my extended family	1	2	3	4	5	6
	The lack of modern communications is a real problem in this area	1	2	3	4	5	6
	I would be sad to leave this place to live in Perth	1	2	3	4	5	6
	Sometimes the size of this community means you have no privacy	1	2	3	4	5	6
	I am often concerned about the security of jobs in this region	1	2	3	4	5	6
	The cost of living makes it hard for people to retire here	1	2	3	4	5	6

Q6 *Do you have children of school age?* YES 1
NO 2>Q8

Q6a *What are you doing/will you do for their high school education?*

CAN BE MULTIPLE RESPONSE

DAILY COMMUTING TO LOCAL GOVT SCHOOL 1>Q7
DAILY COMMUTING TO LOCAL PRIV SCHOOL 2>Q7
MOVE FAMILY TO AREA SERVED BY SCHOOL 3>Q7
SPLIT FAMILY - WIFE & CHILD MOVE TO TOWN, HUSB STAYS 4
SEND THEM AWAY TO REGIONAL GOVT 5
SEND THEM AWAY TO REGIONAL PRIV 6
SEND THEM AWAY TO PERTH GOVT 7
SEND THEM AWAY TO PERTH PRIV 8
OTHER

Q6b *Will your children board, live in a hostel or with family or friends?*

LIVE IN HOSTEL 1
BOARD AT SCHOOL 2
STAY WITH RELATIVES 3
STAY WITH FRIENDS 4

OTHER

Q7 *How satisfied are you with this solution?*

VERY DISSATISFIED 1
QUITE DISSATISFIED 2
NEITHER SATISFIED OR DISSATISFIED 3
QUITE SATISFIED 4
VERY SATISFIED 5
DON'T KNOW 6

Q8 *Do you think you will live in this area indefinitely, or do you think you may move to another area?*

PLAN TO STAY INDEFINITELY	1>Q9
NOT SURE BUT NO PLANS TO MOVE	2>Q9
HAVE FIRM PLANS TO MOVE ON	3
NO TIME FRAME BUT WILL PROBABLY MOVE ON	4
DON'T KNOW/HAVE NO PLANS	5

Q8a *When would you make such a move?*

WITHIN 2 YEARS	1
FROM 2 - 5 YEARS	2
FROM 5 - 10 YEARS	3
MORE THAN 10 YEARS	4
DON'T KNOW	5

Q9 *If you did leave this area, where would your preference take you in WA?*

(IF AN AREA IS GIVEN, WRITE DOWN THAT AREA, AND ASK FOR THE NEAREST TOWN)

NONE, WILL NOT MOVE	1>Q10b
PERTH	2
GERALDTON	3
BUSSELTON	4
MANDURAH	5
ALBANY	6
MARGARET RIVER	7
BUNBURY	8
BROOME	9
ESPERANCE	10
OTHER (SPECIFY)	

Q10a *What would be the main reasons for moving to that place?*

PROBE FOR "ANY OTHERS"	MAIN REASON	OTHER REASONS
EDUCATION (FOR SELF OR CHILDREN)	1	1
COST OF LIVING IN RETIREMENT	2	2
CAREER MOVE (involuntary)	3	3
CAREER OPPORTUNITY (voluntary)	4	4
JOB REDUNDANCY (expected)	5	5
FAMILY REUNION	6	6
JUST WANT A CHANGE	7	7
TO ESCAPE SMALL TOWN	8	8
NICER ENVIRONMENT	9	9
BETTER ACCESS TO HEALTH SERVICES	10	10
SOCIAL/CULTURAL OPPORTUNITIES	11	11
CLIMATE	12	12
PLACE TO RETIRE	13	13
TO ESCAPE POPULATION GROWTH/RAT RACE	14	14
SAFETY FOR KIDS/SELF / LESS CRIME	15	15
CLOSE TO OCEAN/COASTLINE	16	16
LIFESTYLE	17	17
USED TO LIVE THERE/GREW UP THERE	18	18
HAVE FRIENDS THERE	19	19
FISHING	22	22
PROXIMITY TO PERTH/CLOSE TO PERTH	23	23

Q10b Using a scale of 1 to 5, where 5 is very important, and 1 is not at all important, please tell me how important the following factors would be in any decision to stay or move on?

CHILDREN'S EDUCATION	(____)
YOUR CAREER OPPORTUNITY	(____)
ACCESS TO COMMUNITY SERVICES	(____)
FAMILY REUNION	(____)
COST OF LIVING	(____)
CLEAN ENVIRONMENT	(____)
MORE SOPHISTICATED LIFESTYLE	(____)
A SIMPLER LIFESTYLE	(____)

Thank you. Finally, to be sure we have a good cross section of the community, could you please tell me:

Q11 Your age: (____)

Q12 Code sex:

MALE	1
FEMALE	2

Q13 The number of children and age groups:

NUMBER OF:	(____)
AGE GROUP: 0 - 5	1
6 - 12	2
13 - 15	3
16 - 18	4
19+	5

Q14 What is your occupation?
(WRITE IN IF NOT SURE)

	SELF Q14	PARTNER Q15
PASTORALIST/FARMER	1	1
FARM WORKER	2	2
UNSKILLED WORKER	3	3
HOUSEWIFE	4	4
CLERICAL/SALES	5	5
SKILLED BLUE COLLAR	6	6
SUPERVISOR	7	7
MANAGER	8	8
PROFESSIONAL	9	9
SMALL BUSINESS OWNER	10	10
OTHER (SPECIFY) _____		

Q14a Does your partner work?

NO PARTNER	1>Q16
YES	2
NO	3>Q16

IF YES:
Q15 What is their job? (CODE ABOVE) _____

Q16 *What was the highest level of formal education you achieved?*

- | | |
|-----------------------|---|
| SOME HIGH SCHOOL | 1 |
| SCHOOL CERTIFICATE | 2 |
| TEE | 3 |
| TAFE QUALIFICATION | 4 |
| UNIVERSITY DEGREE | 5 |
| OTHER (SPECIFY) _____ | |

Q17 *And finally, into which category does your total household income fall?* (READ OUT)

- | | |
|---------------------------|---|
| UPTO \$20,000 | 1 |
| FROM \$20,000 TO \$30,000 | 2 |
| FROM \$30,000 TO \$40,000 | 3 |
| FROM \$40,000 TO \$50,000 | 4 |
| FROM \$50,000 TO \$60,000 | 5 |
| OVER \$75,000 | 6 |
| REFUSED | 7 |

Thank you for your time. Just to remind you my name is _____ from Patterson Market Research. If you have any questions about this research you can telephone our office on 09 316 2322.

That completes the actual survey, but in case my supervisor needs to check my work could I please have your name?

NAME _____ TELEPHONE NUMBER _____

INTERVIEWER NAME _____ INT NUMBER _____

I hereby certify that these interviews are accurate and complete, taken in accordance with my instructions and the ICC/ESOMAR international code.

INTERVIEWER SIGNATURE _____ DATE: _____

Demographic Table Response

Survey Error for Various Sample Sizes

Category	Sample	Confidence Level	
		80%	95%
GENDER			
Males	667	±2.5%	±3.8%
Females	684	±2.4%	±3.7%
Total regions	1351	±1.7%	±2.7%
AGE GROUP			
18 to 39 years	695	±2.4%	±3.7%
40+ years	656	±2.5%	±3.8%
Total regions	1351	±1.7%	±2.7%

Demographic Analysis of Survey Sample

Category	Survey Sample		Weighted Sample		ABS Data	
	Raw Score	%	Raw Score	%	(18+ Population)	%
GENDER						
Male	667	49	702	52	181,903	52.6
Female	684	51	649	48	163,981	47.4
Total regions	1351	100	1351	100	345,884	100
AGE GROUP						
18 to 39 years	695	51	635	47	163,433	47.3
40+ years	656	49	716	53	182,451	52.7
Total regions	1351	100	1351	100	345,884	100
REGIONS						
Kimberley	149	11	95	7	23,586	6.8
Pilbara	150	11	122	9	31,672	9.2
Gascoyne	152	11	41	3	11,561	3.3
Mid West	149	11	149	11	36,487	10.6
Wheatbelt	147	11	188	14	48,892	14.1
Goldfields-Esperance	154	11	149	11	41,277	11.9
Peel	151	11	176	13	43,406	12.6
South West	149	11	296	22	33,620	9.7
Great Southern	150	11	135	10	75,383	21.8
Total	1351	99	1351	100	345,884	100