



## DOUGLAS SHIRE



# BRIDGE / FERRY FOR THE DAINTREE SURVEY

## Results Report

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# 1. INTRODUCTION

## 1.1 General

Douglas Shire Council has sought to obtain a feedback on community opinions about whether the current ferry crossing of the Daintree River should be replaced by two ferries or a bridge.

## 1.2 Role of Compass Research

Compass Research was retained by Council as a well-established professional market research firm:

- a) To advise on methodology;
- b) To advise on the text and layout of a reply-paid response card and an online survey;
- c) To set up the online survey;
- d) To receive through its mail box the reply-paid response cards;
- e) To analyse and report to Council on the results.

As a professional market research firm of long standing, and as a member of the Australian Social and Market Research Society, Compass Research adheres to a code of practice that includes maintenance of strict confidentiality of individual responses.

## 1.3 Methodology

The Shire organised surveys among residents (as recorded on the Electoral Roll for Douglas Shire), and among non-resident ratepayers (as recorded on the Ratepayers Register), with ability of others not in either of those categories to respond.

The survey was organised in two ways as follows.

### Electronic

Compass Research developed in consultation with Council an online response form.

The Council emailed out to a list of known email addresses of residents and ratepayers, advice of an online response site where respondents could register their preference. The Shire also advised through media and the mailout (see below) of the existence of the online site to register preferences. A print out copy of the online response form is given as Appendix 1.

### Mail Back

The Council developed a printed reply-paid response card (coloured red for residents and blue for non-resident ratepayers), that was letterbox dropped to residents and mailed to non-resident ratepayers. The card invited recipients to respond with their preferences. Through media, advice was given that residents or non-resident ratepayers could pick up copies of the reply-paid card at the Council offices. Copies of the printed reply-paid card are given as Appendix 2.

## 1.4 The Questions

The questionnaire used aimed to be as simple as possible. Background to the survey was given in a report prepared by Council setting out information about options that could be accessed for further information.

The first question simply sought a preference between a bridge and a second ferry on the assumption that a decision had already been made as set out in the Council report that continuation of the current single ferry option was not viable.

The second question sought views on whether, in setting cost recovery charges for the ferry or bridge, the Council should seek to cover costs only or provide a revenue stream for Council (as happens at present).

Further questions were designed to verify the status of the respondent as a resident or as a non-resident ratepayer or other.

## 1.5 Verification

Responses received were verified against the latest Electoral Roll for Douglas Shire and the Douglas Shire Ratepayers Register.

This process also allowed checks to be made of any duplication of returns. If duplications were received, a policy was adopted of recording only one as valid.

In practice, there was substantial difficulty in verifying whether some returns actually represented residents or non-resident ratepayers. The responses of those excluded in this process were recorded separately for analysis as to whether their inclusion would have changed the results.

A decision was made to accept returns by persons who were neither residents or non-resident ratepayers but to record their responses separately under the heading “Other”.

In the process, a few respondents contacted Compass Research directly or through Council requesting opportunity to change their responses and this was accepted.

A few contacted Compass Research and requested verification that their electronic responses had been received. In all cases, verification was given that a response had been received. As from 19<sup>th</sup> October 2020, automatic electronic verification of receipt of response was installed.

## 1.6 Close-off Date

Close off for online responses was midnight on 26<sup>th</sup> October 2020.

For mail back responses, especially due to potential delay from posting to receipt by Compass Research from non-resident ratepayers, responses received up to the morning of Friday 30<sup>th</sup> October 2020 were accepted.

There were some received after those times and these responses have been recorded among those rejected as received after the cut off time. However, they have been analysed with a view to identifying whether they would have changed the results.

## 2. OVERALL RESULTS

### 2.1 Number of Responses by Response Method

<i>Table 1: Total Responses by Response Method</i>		
	No.	%
Online	2697	68%
Reply Paid Mail	1295	32%
<b>Total</b>	<b>3992</b>	<b>100%</b>

About two-thirds were recorded “online”.

### 2.2 Verification

Checking of responses against the Electoral Roll and Ratepayer Register resulted in the following classification of responses.

<i>Table 2: Verification Classification of Responses</i>	
	No.
Verified Residents	2139
Verified Non-Resident Ratepayers	618
<b>Sub Total Verified Residents &amp; Non-Resident Ratepayers</b>	<b>2757</b>
Other	652
<b>Sub Total Valid - Verified &amp; Other</b>	<b>3409</b>
Unverified no address	45
Unverified no name	13
Unverified not on Electoral Roll or Ratepayer Register	257
<b>Sub Total Unverified</b>	<b>315</b>
Rejected duplicate	212
Rejected received after cut off time	56
<b>Sub Total Rejected</b>	<b>268</b>
<b>Total</b>	<b>3992</b>

## 2.3 Responses by Area

Responses by area were as follows.

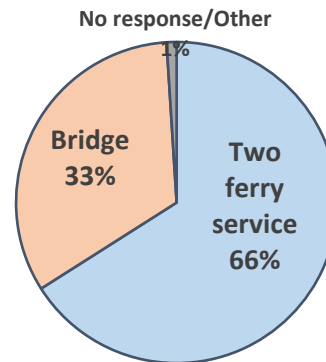
<b>Table 3: Responses by Area</b>		
	<b>Area</b>	<b>No.</b>
Verified Residents	Port Douglas	600
	Mossman	390
	North of Daintree	326
	Other South of Daintree	816
	No response	7
<b>Sub Total Verified Residents</b>		<b>2139</b>
Verified Non-Resident Ratepayers gave home address	Other Queensland	87
	Interstate	193
Verified Non-Resident Ratepayers gave property address	Port Douglas	186
	Mossman	11
	North of Daintree	66
	Other South of Daintree	74
	No response	1
<b>Sub Total Verified Non-Resident Ratepayers</b>		<b>618</b>
Other	Australia	552
	Overseas	27
	Via Mail Unspecified	72
	No response	1
<b>Sub Total Other</b>		<b>652</b>
<b>Total Valid Responses</b>		<b>3409</b>
Non-valid	Port Douglas	166
	Mossman	63
	North of Daintree	79
	Other South of Daintree	132
	Other Queensland	26
	Interstate	50
	No response	67
<b>Total Non-Valid Responses</b>		<b>583</b>
<b>Overall Total Responses</b>		<b>3992</b>

### 3. RESPONSES TO QUESTION ONE

Question: 1. Which Daintree River crossing do you prefer?

- Two ferry service
- Bridge

There was a clear majority of valid responses preferring a two ferry service option.



**Table 4: Analysis of Returns – Question 1**

		Bridge	Two Ferries	No Response/ Other <sup>(1)</sup>	Total
Residents	No.	689	1417	33	2129
	%	32%	66%	2%	100%
Non-Resident Ratepayers	No.	259	355	4	618
	%	42%	57%	1%	100%
<b>Sub Total</b>	<b>No.</b>	<b>948</b>	<b>1772</b>	<b>37</b>	<b>2757</b>
	<b>%</b>	<b>34%</b>	<b>64%</b>	<b>1%</b>	<b>100%</b>
Other	No.	180	468	4	652
	%	28%	72%	1%	100%
<b>Total Valid Residents, Non-Resident Ratepayers &amp; Other</b>	<b>No.</b>	<b>1128</b>	<b>2240</b>	<b>41</b>	<b>3409</b>
	<b>%</b>	<b>33%</b>	<b>66%</b>	<b>1%</b>	<b>100%</b>
Unverified & Rejected	No.	176	393	14	583
	%	30%	67%	2%	100%
<b>Total</b>	<b>No.</b>				<b>3992</b>

Note <sup>(1)</sup>: A number recorded responses that said they wanted the current arrangement of one ferry to continue.

Although the pattern varies, there is a clear preference recorded in favour of “Two ferry service” across all categories.

The following table gives more detail of those who were unverified or rejected. From the table, it can be seen that the inclusion of any of those excluded would not have changed the overall balance of preferences.

Examination of returns indicated that most of the duplicate responses received were of both an online electronic response and a mail response.

**Table 5: Not Verified & Rejected Responses to Question One by Reason**

q1.Ferry Bridge	Reason		No name		Not on database		Received after close		Double vote		Total	Total
	No address given		Count	%	Count	%	Count	%	Count	%	Count	%
Bridge	15	33%	6	46%	82	32%	8	14%	65	31%	176	31%
Two ferry service	30	67%	7	54%	174	68%	41	73%	141	67%	393	67%
(blank)		0%		0%	1	0%	7	13%	6	3%	14	2%
<b>Grand Total</b>	<b>45</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>257</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>583</b>	<b>100%</b>

q3.Live Own None	Reason		No name		Not on database		Received after close		Double vote		Total	Total
	No address given		Count	%	Count	%	Count	%	Count	%	Count	%
Residents	36	80%		0%	162	63%	31	55%	180	85%	409	70%
Other		0%		0%		0%	11	20%		0%	11	2%
Non-Resident Ratepayers	9	20%	13	100%	95	37%	11	20%	32	15%	160	27%
(blank)		0%		0%		0%	3	5%		0%	3	1%
<b>Grand Total</b>	<b>45</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>257</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>583</b>	<b>100%</b>



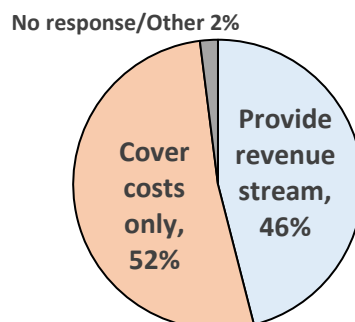


## 4. RESPONSES TO QUESTION TWO

Question: 2. Should the ferry ticket price or a bridge toll:

- Cover costs only?
- Provide a revenue stream for Douglas Shire Council?

Valid preferences were divided almost equally between “Cover costs only” and “Provide a revenue stream”.



		Cover Costs	Provide Revenue	No Response Other <sup>(1)</sup>	Total
Residents	No.	964	1132	43	<b>2139</b>
	%	45%	53%	2%	<b>100%</b>
Non-Resident Ratepayers	No.	374	234	10	<b>618</b>
	%	61%	38%	2%	<b>100%</b>
<b>Sub Total</b>	<b>No.</b>	<b>1338</b>	<b>1366</b>	<b>53</b>	<b>2757</b>
	<b>%</b>	<b>49%</b>	<b>50%</b>	<b>2%</b>	<b>100%</b>
Other	No.	439	198	15	<b>652</b>
	%	67%	30%	2%	<b>100%</b>
<b>Total Valid Residents, Non-Resident Ratepayers &amp; Other</b>	<b>No.</b>	<b>1777</b>	<b>1564</b>	<b>68</b>	<b>3409</b>
	<b>%</b>	<b>52%</b>	<b>46%</b>	<b>2%</b>	<b>100%</b>
Unverified & Rejected	No.	309	254	20	<b>583</b>
	%	53%	44%	3%	<b>100%</b>
<b>Total</b>	<b>No.</b>				<b>3992</b>

Note <sup>(1)</sup>: A number recorded residents should be free.

Preferences are divided on this question – Verified Residents in favour of a “revenue stream” but Non-Resident Ratepayers and Others in favour of “Cover costs only”.

The following table gives responses of those “not verified” or “rejected”.

From the table, it can be seen the balance of preferences varied. Those not verified recorded more responses for “Cover costs only”.

**Table 7: Not Verified & Rejected Responses to Question Two by Reason**

q2.Ticket Toll	Reason No address given		No name		Not on database		Received after close		Double vote		Total Count	Total %
	Count	%	Count	%	Count	%	Count	%	Count	%		
Cover costs	28	62%	12	92%	140	54%	29	53%	100	47%	<b>309</b>	<b>53%</b>
Revenue stream	17	38%	1	8%	111	43%	23	41%	102	48%	<b>254</b>	<b>44%</b>
(blank)		0%		0%	6	2%	4	7%	10	5%	<b>20</b>	<b>3%</b>
<b>Grand Total</b>	<b>45</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>257</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>583</b>	<b>100%</b>

q3.Live Own None	Reason No address given		No name		Not on database		Received after close		Double vote		Total Count	Total %
	Count	%	Count	%	Count	%	Count	%	Count	%		
Residents	36	80%		0%	162	63%	31	55%	180	85%	<b>409</b>	70%
Other		0%		0%		0%	11	20%		0%	<b>11</b>	2%
Non-Resident Ratepayers	9	20%	13	100%	95	37%	11	20%	32	15%	<b>160</b>	27%
(blank)		0%		0%		0%	3	5%		0%	<b>3</b>	1%
<b>Grand Total</b>	<b>45</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>257</b>	<b>100%</b>	<b>56</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>583</b>	<b>100%</b>



## 5. RESPONSES TO QUESTION ONE BY AREA

The following table gives responses to Question 1 by area.

It should be noted in interpreting these results that some Non-Resident Ratepayers have given their address as the address of their property in Douglas Shire rather than their home address.

<b>Table 8: Responses to Question 1 by Areas of Address Recorded – Verified &amp; Other Responses</b>					
<b>Douglas Shire</b>	<b>Bridge %</b>	<b>Two Ferries %</b>	<b>No Response %</b>	<b>Total %</b>	<b>Total No.</b>
<b>Verified Residents</b>					
Port Douglas	27%	71%	2%	100%	600
Mossman	30%	68%	2%	100%	390
North of Daintree	34%	64%	2%	100%	326
Other South of Daintree	37%	62%	1%	100%	816
<b>Verified Non-Resident Ratepayers</b>					
Port Douglas	39%	61%	0%	100%	186
Mossman	18%	82%	0%	100%	11
North of Daintree	53%	47%	0%	100%	66
Other South of Daintree	37%	62%	1%	100%	74
Other Queensland	56%	44%	0%	100%	87
Interstate	41%	57%	2%	100%	193
<b>Other</b>					
Australia	26%	73%	1%	100%	552
Overseas	7%	93%	0%	100%	27
<b>Non Valid</b>					
Port Douglas	37%	63%	0%	100%	166
Mossman	30%	70%	0%	100%	63
North of Daintree	36%	64%	0%	100%	79
Other South of Daintree	24%	73%	3%	100%	132
Other Queensland	40%	60%	0%	100%	26
Interstate	47%	51%	2%	100%	50

Responses in almost all categories and areas favoured “Two ferry service”.

<b>Table 9: Responses to Question 2 by Areas of Address Recorded – Verified &amp; Other Responses</b>					
<b>Douglas Shire</b>	<b>Cover Costs %</b>	<b>Provide Revenue %</b>	<b>No Response Other <sup>(1)</sup> %</b>	<b>Total %</b>	<b>Total No.</b>
<b>Verified Residents</b>					
Port Douglas	50%	49%	2%	100%	600
Mossman	43%	55%	2%	100%	390
North of Daintree	40%	58%	2%	100%	326
Other South of Daintree	45%	53%	2%	100%	816
<b>Verified Non-Resident Ratepayers</b>					
Port Douglas	68%	31%	1%	100%	186
Mossman	45%	55%	0%	100%	11
North of Daintree	45%	50%	5%	100%	66
Other South of Daintree	43%	54%	3%	100%	74
Other Queensland	64%	36%	0%	100%	87
Interstate	64%	34%	2%	100%	193
<b>Other</b>					
Australia	68%	30%	2%	100%	552
Overseas	67%	33%	0%	100%	27
<b>Non Valid</b>					
Port Douglas	54%	43%	4%	100%	166
Mossman	48%	50%	2%	100%	63
North of Daintree	49%	47%	4%	100%	79
Other South of Daintree	45%	52%	3%	100%	132
Other Queensland	50%	46%	4%	100%	26
Interstate	73%	24%	2%	100%	50

Note <sup>(1)</sup>: A number recorded residents should be free.

There was a substantial variety in the pattern of responses by category and area.

## 6. RESPONSES TO QUESTION TWO BY RESPONSES TO QUESTION ONE

The following table gives responses about whether preferred charges and tolls to “Cover costs only” or “Provide a revenue stream for Douglas Shire Council” by how they responded to the question of “Bridge” or “Two ferry service”.

**Table 10: Question 2 by Question 1 – Verified Resident Responses & Non-Resident Ratepayers**

q2.Ticket Toll	q1Ferry Bridge						Total Count	Total %
	Bridge		Two Ferry Service		No Responses			
	Count	%	Count	%	Count	%		
Cover costs	502	53%	830	47%	6	16%	<b>1338</b>	<b>49%</b>
Revenue stream	431	45%	912	51%	23	62%	<b>1366</b>	<b>50%</b>
No Response	15	2%	30	2%	8	22%	<b>53</b>	<b>2%</b>
<b>Grand Total</b>	<b>948</b>	<b>100%</b>	<b>1772</b>	<b>100%</b>	<b>37</b>	<b>100%</b>	<b>2757</b>	<b>100%</b>

Those responding “Two ferry service” were marginally in favour of providing a “revenue stream”. Those in favour of a “Bridge” recorded marginally more “Cover costs only”.

## APPENDIX 1 – Online Response Form

   
**BRIDGE OR FERRY**  
FOR THE DAINTREE RIVER?

The Daintree River Crossing Options Report examines a two-ferry service and bridge option, and compares them against the current single ferry arrangement.

The full [report](#) is on [Council's website](#). The link is on the home page.

As a resident and or ratepayer, you are invited to complete an online survey indicating your preference for either a two-ferry service, or a bridge.

Deadline October 26, 2020

Individual responses and comments are treated strictly confidential and only aggregate data reported. Compass Research is a [Australian Market & Social Research Society](#) member and adheres to their rules and regulations.

Start Survey

Which Daintree River crossing do you prefer?

Two ferry service

Bridge

Back

Next

Should the ferry ticket price or a bridge toll:

Cover costs only?

Provide a revenue stream for Douglas Shire Council?

Back

Next

Do you live in, or own property in Douglas Shire?

Live in Douglas Shire

Don't live in but own property in Douglas Shire

Don't live or own property in Douglas Shire

Back

Next

Could you please supply your name & your property address as per your rates notice for your preference to be counted as valid.

Could you please supply your name & address as per the electoral roll for your preference to be counted as valid.

First Name

Last Name

Address

Suburb

Where do you live?

Do you have any further comments?

Thank you for your participation & time, have a great day.

Individual responses and comments are treated strictly confidential and only aggregate data reported. Compass Research is a [Australian Market & Social Research Society](#) member and adheres to their rules and regulations.

APPENDIX 2 – Copies of Printed Reply-Paid Cards

# BRIDGE OR FERRY FOR THE DAINTREE RIVER?

The Daintree River Crossing Options Report examines a two-ferry service and bridge option, and compares them against the current single ferry arrangement.

The full report is on Council's website. The link is on the home page.

As a resident, you are invited to complete an online survey indicating your preference for either a two-ferry service, or a bridge. Scan the QR code to connect directly to the survey, or go to [www.douglassurvey.com](http://www.douglassurvey.com) or fill in the questions on the back of this card and pop into the post.

You may also send a separate submission to Douglas Shire Council, PO Box 723, Mossman, Qld 4873 or email [communityliaison@douglas.qld.gov.au](mailto:communityliaison@douglas.qld.gov.au)

Deadline October 26, 2020



1. Which Daintree River crossing do you prefer?  
 Two ferry service  
 Bridge
2. Should the ferry ticket price or a bridge toll:  
 Cover costs only?  
 Provide a revenue stream for Douglas Shire Council?
3. Are you a resident of Douglas Shire?  
 No  
 Yes – to be counted as a resident, please print name & address as per electoral roll.

Delivery Address:  
PO Box 2148,  
CAIRNS QLD 4870

No stamp required  
if posted in Australia



First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Address \_\_\_\_\_  
Suburb \_\_\_\_\_

Compass Research  
Daintree River Crossing Survey  
Reply Paid 88272  
CAIRNS QLD 4870





# BRIDGE OR FERRY FOR THE DAINTREE RIVER?

The Daintree River Crossing Options Report examines a two-ferry service and bridge option, and compares them against the current single ferry arrangement.

The full report is on Council's website. The link is on the home page.

As a non-resident ratepayer, you are invited to complete an online survey indicating your preference for either a two-ferry service, or a bridge. Scan the QR code to connect directly to the survey, or go to [www.douglassurvey.com](http://www.douglassurvey.com), or fill in the questions on the back of this card and pop into the post.

You may also send a separate submission to Douglas Shire Council, PO Box 723, Mossman, Qld 4873 or email [communityliaison@douglas.qld.gov.au](mailto:communityliaison@douglas.qld.gov.au)

Deadline October 26, 2020



1. Which Daintree River crossing do you prefer?

- Two ferry service
- Bridge

2. Should the ferry ticket price or a bridge toll:

- Cover costs only?
- Provide a revenue stream for Douglas Shire Council?

3. Are you a non-resident ratepayer of Douglas Shire?

- No
- Yes – To be counted as a non-resident ratepayer, please print name or company & address as per your rates notice.

Delivery Address:  
PO Box 2148,  
CAIRNS QLD 4870

No stamp required  
if posted in Australia



Name / Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_



Compass Research  
Daintree River Crossing Survey  
Reply Paid 88272  
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