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LOCAL GOVERNMENT ASSOCIATION

Ranking of Councillors and Government

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CONTENTS

At a Glance.....	1
Introduction	1
What does the research show	1
Key Findings.....	3
Trust in Politicians and Government.....	3
Performance of Spheres of Government.....	9
Value for Money of Spheres of Government	15
Appendix 1 Questions Asked	21
Appendix 2 Background	22
Appendix 3 Sampling Tolerance.....	26
Appendix 4 How To Read The Computer Tabulations	27

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Ranking of Councillors and Government At a Glance

Introduction

As part of the July 2001 McGregor Tan Household Omnibus Survey, 3 questions were asked of 400 Adelaide adults (aged 18+) for the Local Government Association in order to investigate peoples trust in, the perceived performance of and value for money of the different spheres of politicians and government.

What does the research show

In the case of trust, performance and value for money, findings consistently show that **Local Government** is viewed most favourably of each of the three tiers, followed by the **State Government** and then the **Federal Government**.

The survey research shows that of the three tiers of Government (Local, State and Federal), **Local Government** is the one which was seen as **trustworthy** by the highest proportion of respondents (45%). **Federal Government**, on the other hand, is the sphere which is looked upon by the highest proportion of respondents with the **least amount of trust** (77%) of the three spheres. These findings are relatively similar to previous years.

In regards to **performance** by the three spheres of government, **Local Government** once again was named by the **highest percentage** of those surveyed (39%) as **the best performer**. The **Federal Government** was perceived by the majority of respondents to have the **worst performance** of the three tiers of Government, with 64% assigning this tier the **worst performance ranking**.

The value for money question found that the highest proportion (35%) of the survey population regarded **Local Government** as the best sphere of Government for providing **value for money**. 37% of respondents, however, did regard **Local**

Government as being the **provider of least value for money**. This was in comparison to 62% of respondents who felt that the **Federal Government** was in fact the **provider of least value for money**, with the **State Government** receiving 51% of the **worst performance rankings**.

Key Findings

This section outlines the key findings of the research. For further analysis by age, gender, occupation, household composition etc. please refer to the Computer Tabulations.

Trust in Politicians and Government

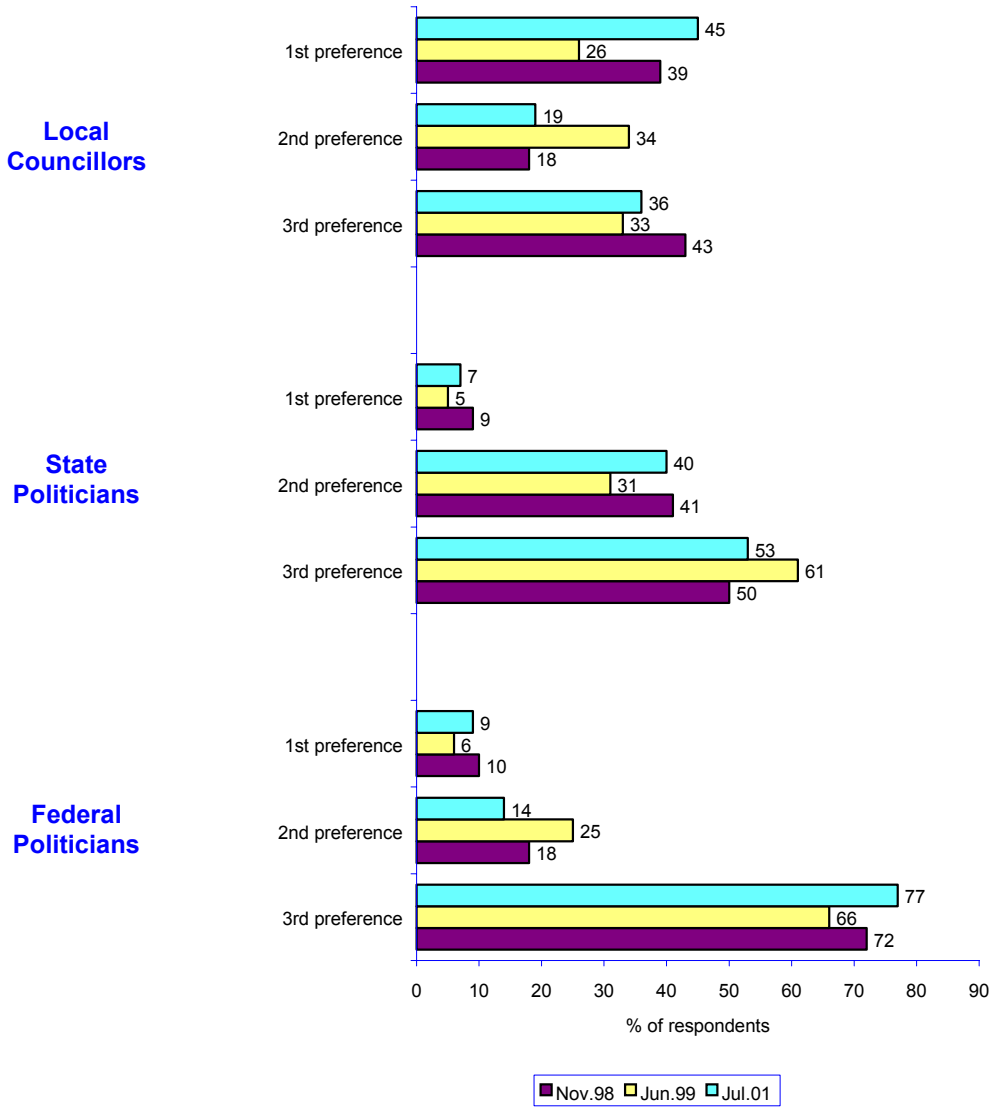
- ❖ The survey respondents were asked to rank local councillors, state politicians and federal politicians in relation to the trust they had in them. They were provided with a scale of 1 to 3 to score them by, where 1 denoted the greatest amount of trust and 3 the least amount of trust. **Local Councillors** were named by the greatest proportion of respondents as being the tier to which they assign the most trust, followed by the **State** and **Federal Governments**.

Almost half (45%) of respondents in the July 2001 survey ranked **Local Councillors** as being the politicians that they were **most likely to trust**. This is compared with the June 1999 survey response of only 26%, an increase of 19%. **Local Council** was, however, also perceived with the **least amount of trust** by 36% of respondents.

Within the younger (**18-39**) age demographic there was an even higher response with 51% of those surveyed ranking **Local Council as the most trustworthy** of the three tiers of Government. Moreover, the youngest respondents, that is those aged **18-24 years** of age were the most likely to perceive **Local Council** as the **most trustworthy** tier of government (61%). By way of contrast, those respondents within the **65+** age bracket were more inclined to have the **least amount of trust** in **Local Councils** (48%).

In comparison, **Federal Politicians** were ranked as those politicians for which they have the greatest trust by only 9% of respondents whilst **State Politicians** received even less with only 7% of the survey respondents ranking them at this level.

RANKING OF LEVEL OF TRUST IN LOCAL COUNCILLORS AND POLITICIANS



McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 1: Thinking about councillors and politicians elected to represent you, could you please rank local councillors, state politicians and federal politicians in relation to the trust you have in them, where 1 is the greatest trust and 3 is the least?

	TOTAL	Rank in relation to the trust you have in...			N.R.
		1 - Greatest trust	2	3 - Least trust	
Local Councillors	377 100%	170 45%	70 19%	137 36%	23
State Politicians	382 100%	26 7%	154 40%	202 53%	18
Federal Politicians	385 100%	36 9%	54 14%	295 77%	15

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 1a: Thinking about councillors and politicians elected to represent you, could you please rank local councillors, state politicians and federal politicians in relation to the trust you have in them, where 1 is the greatest trust and 3 is the least? **Local Councillors**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest trust	170 45%	77 43%	93 47%	31 60%	20 54%	33 43%	41 41%	22 46%	23 36%	84 51%	86 41%
2	70 19%	35 20%	35 18%	9 17%	10 27%	9 12%	20 20%	12 25%	10 16%	28 17%	42 20%
3 - Least trust	137 36%	67 37%	70 35%	12 23%	7 19%	34 45%	39 39%	14 29%	31 48%	53 32%	84 40%
No Response	23	8	15	4	4	3	7	2	3	11	12
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION						EMPLOYMENT			HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest trust	170 45%	16 53%	31 46%	42 42%	30 41%	19 39%	32 55%	89 45%	81 45%	28 48%	10 36%	27 55%	21 46%	38 41%	46 44%
2	70 19%	3 10%	14 21%	24 24%	13 18%	7 14%	9 16%	41 21%	29 16%	13 22%	8 29%	8 16%	7 15%	17 18%	17 16%
3 - Least trust	137 36%	11 37%	23 34%	33 33%	30 41%	23 47%	17 29%	67 34%	70 39%	17 29%	10 36%	14 29%	18 39%	37 40%	41 39%
No Response	23	0	3	9	3	3	5	12	11	3	0	1	6	8	5
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 1b: Thinking about councillors and politicians elected to represent you, could you please rank local councillors, state politicians and federal politicians in relation to the trust you have in them, where 1 is the greatest trust and 3 is the least? **State Politicians**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest trust	26 7%	14 8%	12 6%	1 2%	3 8%	4 5%	8 8%	5 10%	5 8%	8 5%	18 8%
2	154 40%	68 37%	86 43%	30 57%	20 53%	31 41%	38 37%	16 33%	19 30%	81 49%	73 34%
3 - Least trust	202 53%	100 55%	102 51%	22 42%	15 39%	41 54%	56 55%	28 57%	40 63%	78 47%	124 58%
No Response	18	5	13	3	3	3	5	1	3	9	9
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION						EMPLOYMENT			HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest trust	26 7%	3 10%	4 6%	6 6%	6 8%	0 0%	7 12%	13 6%	13 7%	4 7%	4 14%	2 4%	3 7%	4 4%	9 9%
2	154 40%	13 43%	30 44%	44 43%	26 36%	16 33%	25 42%	87 43%	67 37%	27 45%	13 46%	24 49%	19 41%	35 37%	36 34%
3 - Least trust	202 53%	14 47%	34 50%	53 51%	40 56%	33 67%	28 47%	101 50%	101 56%	29 48%	11 39%	23 47%	24 52%	55 59%	60 57%
No Response	18	0	3	5	4	3	3	8	10	1	0	1	6	6	4
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 1c: Thinking about councillors and politicians elected to represent you, could you please rank local councillors, state politicians and federal politicians in relation to the trust you have in them, where 1 is the greatest trust and 3 is the least? **Federal Politicians**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest trust	36 9%	20 11%	16 8%	5 9%	2 5%	6 8%	7 7%	6 12%	10 15%	13 8%	23 11%
2	54 14%	28 15%	26 13%	10 19%	6 16%	6 8%	13 13%	9 18%	10 15%	22 13%	32 15%
3 - Least trust	295 77%	135 74%	160 79%	38 72%	30 79%	64 84%	84 81%	34 69%	45 69%	132 79%	163 75%
No Response	15	4	11	3	3	3	3	1	2	9	6
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT		HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h/hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest trust	36 9%	2 7%	6 9%	8 8%	6 8%	6 12%	8 13%	16 8%	20 11%	5 8%	3 11%	3 6%	1 2%	9 9%	15 14%
2	54 14%	4 13%	8 12%	13 13%	9 12%	7 14%	13 22%	25 12%	29 16%	9 15%	5 18%	4 8%	6 13%	15 16%	15 14%
3 - Least trust	295 77%	24 80%	54 79%	82 80%	59 80%	37 74%	39 65%	160 80%	135 73%	46 77%	20 71%	42 86%	40 85%	71 75%	76 72%
No Response	15	0	3	5	2	2	3	8	7	1	0	1	5	5	3
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

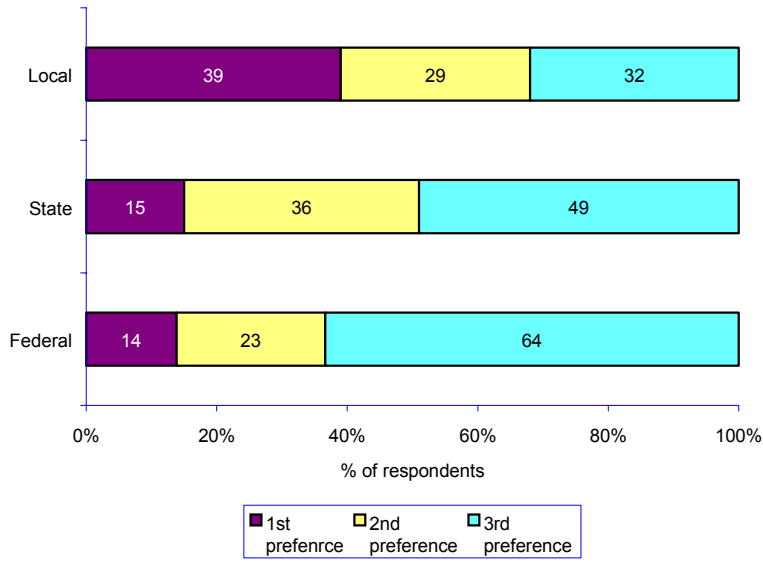
Performance of Spheres of Government

- ❖ The survey respondents were asked to rank the three different tiers of Government (Local, State and Federal) with regard to how well they thought each sphere is performing. A rank of 1 denoted the best performance whilst 3 was used for the worst performance.

- ❖ The sphere which was awarded the best performance by the highest proportion of survey respondents was the **Local Government** sphere with 39% of the respondents **ranking them as performing the best**. In comparison, **State Government** only received 15% of the respondents **ranking of 1**, closely followed by the **Federal Government** which received only 14% of the respondents **ranking of 1**.

- ❖ In regards to a **worst performance ranking**, **Local Government** received the least proportion of nominations (32%) with **State Governments** receiving 49% and the highest percentage going to the **Federal Government** who were nominated as the worst performer by 64% of the survey population.

THINKING ABOUT LOCAL GOVERNMENT, STATE GOVERNMENT AND FEDERAL GOVERNMENT, PLEASE RANK EACH WITH REGARD TO HOW WELL YOU THINK EACH SPHERE OF GOVERNMENT IS PERFORMING WHERE 1 IS THE BEST AND 3 IS THE WORST PERFORMANCE WISE.



McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 2: Thinking about local government, state government and federal government, please rank each with regard to how well you think each sphere of Government is performing where 1 is the best and 3 is the worst performance wise.

	Rank how well you think each sphere of Government is performing				N.R.
	TOTAL	1 - Best performance	2	3 - Worst performance	
Local Government	364 100%	141 39%	105 29%	118 32%	36
State Government	369 100%	57 15%	132 36%	180 49%	31
Federal Government	370 100%	50 14%	84 23%	236 64%	30

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 2a: Thinking about local government, state government and federal government, please rank each with regard to how well you think each sphere of Government is performing where 1 is the best and 3 is the worst performance wise. **Local Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Best performance	141 39%	71 41%	70 37%	18 38%	13 36%	31 44%	34 34%	17 37%	28 44%	62 40%	79 38%
2	105 29%	43 25%	62 33%	16 33%	15 42%	14 20%	30 30%	18 39%	12 19%	45 29%	60 29%
3 - Worst performance	118 32%	- 34%	+ 31%	14 29%	8 22%	26 37%	36 36%	11 24%	23 37%	48 31%	70 33%
No Response	36	13	23	8	5	8	7	4	4	21	15
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT			HOUSEHOLD STRUCTURE				
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Best performance	141 39%	12 43%	27 40%	37 37%	25 38%	22 45%	18 34%	76 39%	65 39%	17 30%	7 26%	23 50%	17 38%	34 38%	43 43%
2	105 29%	8 29%	18 26%	32 32%	17 26%	10 20%	20 38%	58 30%	47 28%	23 41%	12 44%	14 30%	9 20%	24 27%	23 23%
3 - Worst performance	118 32%	8 29%	23 34%	31 31%	24 36%	17 35%	15 28%	62 32%	56 33%	16 29%	8 30%	9 20%	19 42%	31 35%	35 35%
No Response	36	2	3	8	10	3	10	13	23	5	1	4	7	11	8
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 2b: Thinking about local government, state government and federal government, please rank each with regard to how well you think each sphere of Government is performing where 1 is the best and 3 is the worst performance wise. **State Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Best performance	57 15%	24 13%	33 17%	12 24%	6 16%	8 11%	17 17%	6 13%	8 13%	26 17%	31 15%
2	132 36%	62 35%	70 37%	20 41%	16 43%	31 44%	31 31%	16 34%	18 28%	67 43%	65 31%
3 - Worst performance	180 49%	92 52%	88 46%	17 35%	15 41%	32 45%	53 52%	25 53%	38 59%	64 41%	116 55%
No Response	31	9	22	7	4	8	6	3	3	19	12
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT			HOUSEHOLD STRUCTURE				
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Best performance	57 15%	3 10%	12 17%	14 14%	10 15%	2 4%	16 29%	29 15%	28 16%	15 26%	4 14%	8 17%	6 13%	12 13%	12 12%
2	132 36%	18 62%	17 25%	38 38%	26 40%	13 27%	20 36%	73 37%	59 35%	14 25%	12 43%	21 46%	18 40%	32 36%	35 34%
3 - Worst performance	180 49%	8 28%	40 58%	49 49%	29 45%	34 69%	20 36%	97 49%	83 49%	28 49%	12 43%	17 37%	21 47%	46 51%	56 54%
No Response	31	1	2	7	11	3	7	10	21	4	0	4	7	10	6
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 2c: Thinking about local government, state government and federal government, please rank each with regard to how well you think each sphere of Government is performing where 1 is the best and 3 is the worst performance wise. **Federal Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Best performance	50 14%	30 17%	20 10%	3 6%	5 14%	7 10%	16 16%	9 19%	10 16%	15 10%	35 16%
2	84 23%	45 25%	39 20%	12 24%	10 27%	11 15%	24 24%	11 23%	16 25%	- 21%	51 24%
3 - Worst performance	236 64%	103 58%	133 69%	34 69%	22 59%	53 75%	62 61%	27 57%	38 59%	109 69%	127 60%
No Response	30	9	21	7	4	8	5	3	3	19	11
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT		HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Best performance	50 14%	4 14%	8 12%	14 14%	9 14%	7 14%	8 14%	26 13%	24 14%	4 7%	5 18%	4 9%	5 11%	10 11%	22 21%
2	84 23%	6 21%	20 29%	23 23%	9 14%	14 29%	12 21%	49 25%	35 20%	17 30%	6 21%	9 20%	9 20%	16 18%	27 26%
3 - Worst performance	236 64%	19 66%	41 59%	64 63%	48 73%	28 57%	36 64%	124 62%	112 65%	36 63%	17 61%	33 72%	31 69%	65 71%	54 52%
No Response	30	1	2	7	10	3	7	10	20	4	0	4	7	9	6
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

Value for Money of Spheres of Government

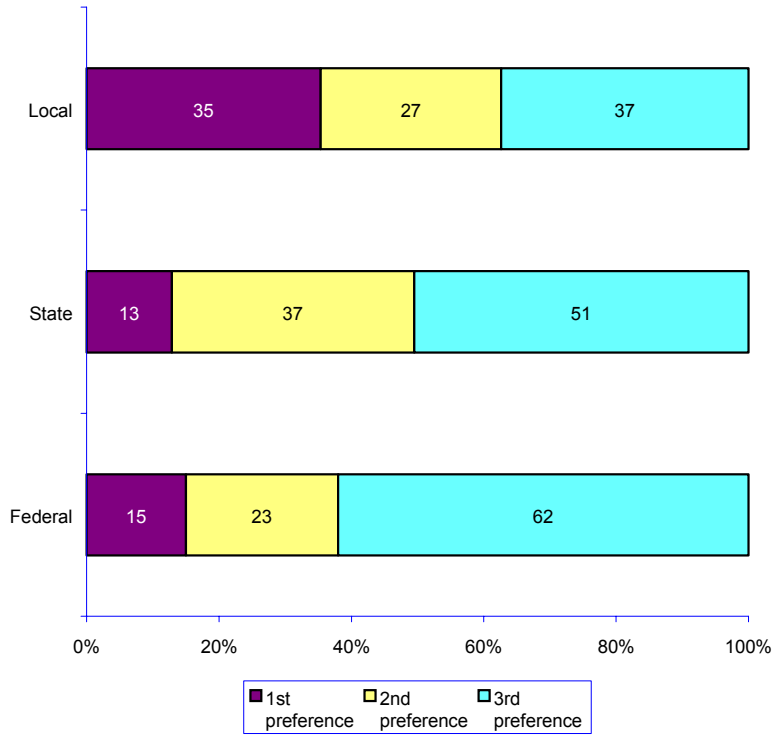
- ❖ The survey respondents were asked to rank the three different spheres of Government (Local, State and Federal), in order of which provides them with the greatest value for money, where 1 equals the greatest value and three equals the least.

- ❖ The value for money component found that 35% of the surveyed respondents believed that **Local Government** provided them with the **greatest value for money**. In contrast, only 15% of respondents felt that **Federal Government** gave them the **greatest value for their money**, with the **State Government** only considered the **greatest value for money** by 13% of those surveyed.

- ❖ 62% of the respondents felt that the **Federal Government provided the least value for money**, followed by **State Government** with 51% and **Local Government** with 37%.

- ❖ 62% of those surveyed between the age of 40 and 54 felt that **State Governments** provided them with **the worst value for money**, as did 58% of all respondents aged 40+ whom also felt that **State Government provided the least value for money**.

RANK THESE SPHERES OF GOVERNMENTS IN ORDER OF WHICH PROVIDES YOU WITH THE GREATEST VALUE FOR MONEY, WHERE 1 EQUALS THE GREATEST VALUE AND 3 EQUALS THE LEAST.



McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 3: Thinking about various taxes and rates that you pay to each of the three spheres of Government (Local, State and Federal), could you please rank these spheres of government in order of which provides you with the greatest value for money, where 1 equals the greatest value and 3 equals the least.

	Rank each sphere of Government in order of which provides greatest value for money				N.R.
	TOTAL	1 - Greatest value for money	2	3 - Least value for money	
Local Government	354 100%	125 35%	97 27%	132 37%	46
State Government	358 100%	46 13%	131 37%	181 51%	42
Federal Government	359 100%	54 15%	82 23%	223 62%	41

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 3a: Thinking about various taxes and rates that you pay to each of the three spheres of Government (Local, State and Federal), could you please rank these spheres of government in order of which provides you with the greatest value for money, where 1 equals the greatest value and 3 equals the least. **Local Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest value for money	125 35%	62 37%	63 34%	16 37%	15 38%	26 39%	33 33%	15 35%	20 32%	57 38%	68 33%
2	97 27%	41 24%	56 30%	12 28%	12 31%	17 25%	22 22%	14 33%	20 32%	41 28%	56 27%
3 - Least value for money	132 37%	65 39%	67 36%	15 35%	12 31%	24 36%	45 45% +	14 33%	22 35%	51 34%	81 40%
No Response	46	19	27	13	2	12	7	7	5	27	19
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT		HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest value for money	125 35%	11 39%	29 45% +	27 28%	19 28%	16 33%	23 46% +	67 36%	58 35%	17 32%	9 32%	15 33%	18 43%	31 36%	35 35%
2	97 27%	6 21%	19 29%	27 28%	16 24%	18 37%	11 22%	52 28%	45 27%	21 40%	11 39%	16 36%	5 12%	16 19%	28 28%
3 - Least value for money	132 37%	11 39%	17 26% --	41 43%	32 48% ++	15 31%	16 32%	69 37%	63 38%	15 28%	8 29%	14 31%	19 45%	39 45% +	37 37%
No Response	46	2	6	13	9	3	13	21	25	8	0	5	10	14	9
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 3b: Thinking about various taxes and rates that you pay to each of the three spheres of Government (Local, State and Federal), could you please rank these spheres of government in order of which provides you with the greatest value for money, where 1 equals the greatest value and 3 equals the least. **State Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest value for money	46 13%	20 12%	26 14%	8 19%	7 18%	10 15%	10 10%	3 7%	8 13%	25 17%	21 10%
2	131 37%	63 37%	68 36%	19 44%	18 46%	28 42%	29 28%	16 36%	21 33%	65 44%	66 32%
3 - Least value for money	181 51%	88 51%	93 50%	16 37%	14 36%	29 43%	63 62%	25 57%	34 54%	59 40%	122 58%
No Response	42	16	26	13	2	12	5	6	4	27	15
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION						EMPLOYMENT			HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest value for money	46 13%	4 14%	10 15%	13 14%	8 12%	5 10%	6 11%	27 14%	19 11%	8 15%	3 11%	11 24%	4 10%	7 8%	13 13%
2	131 37%	13 46%	19 29%	34 35%	24 36%	18 37%	23 43%	66 35%	65 38%	20 37%	12 43%	21 47%	12 29%	31 36%	35 34%
3 - Least value for money	181 51%	11 39%	36 55%	49 51%	35 52%	26 53%	24 45%	96 51%	85 50%	26 48%	13 46%	13 29%	26 62%	49 56%	54 53%
No Response	42	2	6	12	9	3	10	20	22	7	0	5	10	13	7
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - JULY 2001

Question 3c: Thinking about various taxes and rates that you pay to each of the three spheres of Government (Local, State and Federal), could you please rank these spheres of government in order of which provides you with the greatest value for money, where 1 equals the greatest value and 3 equals the least. **Federal Government**

	GENDER			AGE GROUPS						ALL 18-39	ALL 40+
	TOTAL	MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1 - Greatest value for money	54 15%	32 19%	22 12%	5 11%	6 15%	10 15%	11 11%	7 16%	15 24%	21 14%	33 16%
2	82 23%	37 22%	45 24%	9 20%	9 23%	16 24%	18 18%	13 29%	17 27%	34 23%	48 23%
3 - Least value for money	223 62%	102 60%	121 64%	30 68%	24 62%	41 61%	73 72%	25 56%	30 48%	95 63%	128 61%
No Response	41	16	25	12	2	12	5	5	5	26	15
No. of respondents	400 100%	187 100%	213 100%	56 100%	41 100%	79 100%	107 100%	50 100%	67 100%	176 100%	224 100%

	OCCUPATION							EMPLOYMENT		HOUSEHOLD STRUCTURE					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1 - Greatest value for money	54 15%	4 14%	9 14%	11 11%	10 15%	10 20%	10 19%	24 13%	30 18%	6 11%	7 25%	7 16%	3 7%	11 13%	20 20%
2	82 23%	7 25%	13 20%	20 21%	14 21%	13 27%	15 28%	40 21%	42 25%	11 20%	5 18%	10 22%	14 33%	16 18%	26 26%
3 - Least value for money	223 62%	17 61%	43 66%	65 68%	43 64%	26 53%	29 54%	125 66%	98 58%	38 69%	16 57%	28 62%	25 60%	61 69%	55 54%
No Response	41	2	6	12	9	3	9	20	21	6	0	5	10	12	8
No. of respondents	400 100%	30 100%	71 100%	108 100%	76 100%	52 100%	63 100%	209 100%	191 100%	61 100%	28 100%	50 100%	52 100%	100 100%	109 100%

Prepared by McGregor Tan Research (ref: 6027)

Appendix 1

Questions Asked

1. Thinking about the councillors and politicians elected to represent you, could you please rank local councillors, state politicians and federal politicians in relation to the trust you have in them, where 1 is the greatest trust and 3 is the least? **Insert dashes if unable to rank - Show card 2**
 - Local Councillors
 - State Politicians
 - Federal Politicians

2. Thinking about local government, state government and federal government, please rank each with regard to how well you think each sphere of Government is performing, where 1 is the best and 3 is the worst performance wise. **Insert dashes if unable to rank - Show card 3**
 - Local Government
 - State Government
 - Federal Government

3. Thinking about the various taxes and rates that you pay to each of the three spheres of Government (Local, State and Federal), could you please rank these spheres of government in order of which provides you with the greatest value for money, where 1 equals the greatest value and 3 equals the least? **Insert dashes if unable to rank - Show card 3**
 - Local Government
 - State Government
 - Federal Government

Appendix 2

Background

What is the McGregor Tan Household Omnibus Survey

The McGregor Tan Household Omnibus Survey is a shared cost survey of 400 Adelaide adults (aged 18+) where several clients place questions on the same questionnaire, but none see any other's questions or answers. People are interviewed face-to-face at their place of residence on weekday evenings or weekends to ensure the proper representation of people in the work force.

Selection of the people to be interviewed is based on a random probability design which ensures that each and every adult in the metropolitan area has an equal chance of being selected for interview. Therefore, results gathered are representative of the correct age/gender breakdown of the Adelaide adult population. A cluster sampling technique is employed whereby 10 interviews are conducted in 40 localities throughout the metropolitan area of Adelaide.

Classifications used for analysis

McGregor Tan Household Omnibus Survey results are all analysed by gender, age (18-24, 25-30, 31-39, 40-54, 55-64 and 65+), occupation & household composition. The definitions used for occupation and household composition are provided below.

Occupation

Paid work - 5hrs+/wk regular paid work.

Professional/Executive - Director/manager of a large business (50+ staff), senior manager in a larger corporation, senior public servant, grazier, police officer (assistant commissioner and more senior), armed forces (colonel and more senior), town clerk, professional/technical executive e.g. law, medicine, engineering, architecture, academic etc.

White collar - Owner/manager of business (up to 50 employees), para professionals, computer programmer, teacher, nurse, minister of religion, sales representative, farmer or farm manager (with employees), police officer (inspector to commander), armed forces (lieutenant/major), office-based public servant, department manager, bank manager, accountant, bookkeeper, drafter clerk, typist, secretary, key punch operator, etc.

Blue collar - Tradesperson, process worker, labourer, technician, driver, shop assistant, shop keeper, care assistant, fisher, farm worker (up to overseer), forestry worker, police officer (up to senior sergeant), fire officer (up to sergeant).

Not in paid employment - Less than 5hrs/week of paid employment i.e retired/ aged pensioner, home duties, unemployed, full time student, invalid pension, etc.

Household composition

Single or shared household, no children

Younger couple, no children

Family, youngest child under 6 years

Family, younger child under 13 years

Family, teenage children or older at home

Mature couple or single, no children at home

Who was interviewed

The following table outlines the sample characteristics and makes comparisons with population figures gathered by the Australian Bureau of Statistics for the Adelaide Statistical Division. The table shows the sample is almost identical to the actual population.

Sample characteristics - gender and age	No. of Respondents	% of respondents	% of Adel. 18+¹
Males	187	47	48
Females	213	53	52
Age groups:			
18-24	56	14	14
25-30	41	10	12
31-39	79	20	18
40-54	107	27	27
55-64	50	13	11
65+	67	17	18
Total sample	400	100	100

¹ Adelaide Statistical Division; Source: 1996 Census; Australian Bureau of Statistics.

Employment and occupation

Sample characteristics - employment and occupation	No. of respondents	% of respondents
Professional/executive	30	8
White collar	71	18
Blue collar	108	27
Total in paid employment	209	52
Home duties	76	19
Retired	52	13
Other (student, unemployed, etc.)	63	16
Total not in paid employment	191	48

Household composition

Sample characteristics - household characteristics	No. of respondents	% of respondents
Single or shared household, no children	61	15
Younger couple, no children	28	7
Family, youngest child under 6 years	50	13
Family, younger child under 13 years	52	13
Family, teenage children or older at home	100	25
Mature couple or single, no children at home	109	27

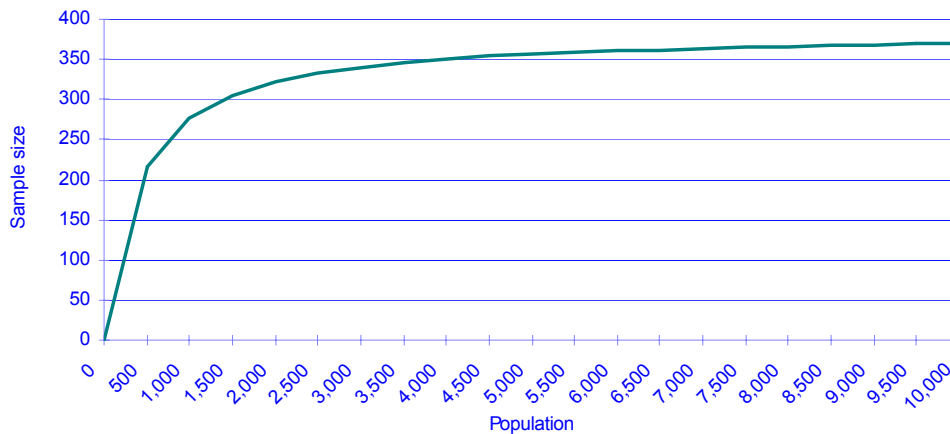
Appendix 3

Sampling Tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance - that is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table below).

MARGIN OF ERROR TABLE										
(95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5

**OPTIMUM SAMPLE SIZES TO ENSURE A MAXIMUM VARIATION OF
±5% GIVING A PARTICULAR ANSWER (at the 95% confidence level)**



Appendix 4

How To Read The Computer Tabulations

The computer tabulations in the report show the comparisons between [1] the answers given by the total number of respondents and [2] those given by the various subgroups. This is done in the form of percentages. Under certain data, you may notice the presence of + or - signs. These indicate where there is a statistically significant difference between the responses of the subgroup (e.g. males, people over 65, etc) and the group as a whole. When the responses of the subgroup are significantly less than the group as a whole, this is shown by a minus (-) sign. If, on the other hand, there is a significantly higher response by the subgroup, then a plus (+) sign appears. The degree of significance of difference is also indicated. Where a single (- or +), double (-- or ++) or triple (--- or +++) sign occurs, you can be, respectively, 90%, 95% or 99% sure that the subgroup is in fact answering differently to the group as a whole, and that it is not just a random fluctuation in the data. (See example below)

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of *respondents* answering a particular question (rather than the number of *responses*) multiple response questions sum to more than 100%.

Example: How would you describe yourself?

	GENDER			AGE GROUP				
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55+
Complete non-smoker	298 72%	148 70%	150 74%	59 67%	56 63%	55 69%	78 76%	50 89% +++
No. of respondents	416 100%	212 100%	204 100%	88 100%	89 100%	80 100%	103 100%	56 100%

72% of all respondents said that they were complete non-smokers

74% of all females surveyed said that they were complete non-smokers. This is not a significantly different proportion to the total of 72% (no plus or minus signs)

63% of all 25-34 year olds said that they were complete non-smokers. We are 90% sure that this age group's response is significantly fewer than the total of 72% (single minus (-) sign)

89% of all 55+ year olds said that they are complete non-smokers. We are 99% sure that this age group's response is significantly higher than the total of 72% (triple plus (+++) sign)