



259 Glen Osmond Rd  
Frewville South Australia 5063  
Telephone: 08 8338 2340  
Fax: 08 8338 2360  
email: [research@mcgregor.com.au](mailto:research@mcgregor.com.au)  
[www.mcgregor.com.au](http://www.mcgregor.com.au)



Local Government Association of South Australia

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## Ranking of Councillors and Government

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Prepared for: Jane Hyatt  
Project No: 6786  
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Contact: Christy Arnott; Peter Hine

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# *Ranking of Councillors and Government At a Glance*

## *Introduction*

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As part of the July 2003 McGregor Tan Household Omnibus Survey, 3 questions were asked of 400 Adelaide and 100 Regional 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*

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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 of government. In the past, this has been followed by the **State Government** and then the **Federal Government**. In the current Monitor, however, the **Federal Government** performs a little better than, if not on par with the **State Government** in these areas. It would also seem that in 2003 **Local Government** trust, performance and value for money has, however, fallen slightly in favour of either the **Federal** or **State Governments**.

Findings show that of the three tiers of Government (Local, State and Federal), **Local Government** continues to be seen as **trustworthy** by the highest proportion of respondents (31%, down from 45% in July 2001 yet still higher than in June 1999, 26%). **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** of the three spheres (57%, down from 77% in 2001). It would seem that trust in the State and Federal Governments is growing, with each named by 15% of respondents as the most trusted in 2003, levels much higher than recorded in 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 (28%) as **the best performer**. This proportion is, however, lower than the level recorded in 2001 (39%). Conversely, both **State** and **Federal Governments** have registered increases in being

named as the best performers of the three spheres, with **Federal** named as first by 23% (from 14% in 2001) and **State** named as first by 19% (15% in 2001). The **Federal Government** still registers a slightly higher level of being named as the poorest performer of the three spheres (40%) although this is much lower than that recorded in 2001 (64%).

The value for money question found that the highest proportion (33%) of the survey population regarded **Local Government** as the best sphere of Government for providing **value for money**. As with Trust and Performance, there have been small increases in the naming of **State** (13% in 2001 to 15% in 2003) and **Federal Governments** (15% in 2001 to 18% in 2003) as first in terms of value for money.

## *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.

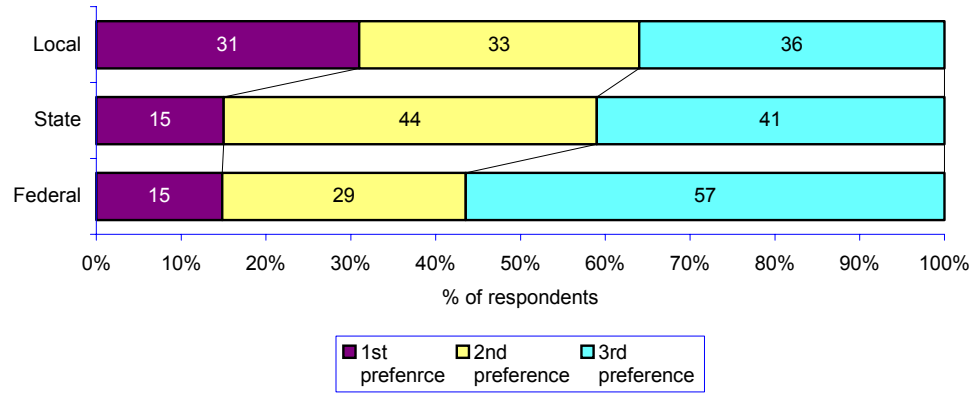
### ***Trust in Politicians and Government***

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- ❖ 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 on which to rank them, where 1 denoted the greatest amount of trust and 3 the least amount of trust. **Local Councillors** continue to be 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.
- ❖ The ranking of **Local Councillors** as **first preference** seems to fluctuate over time. The July 2003 shows a lower proportion ranking Local Councillors as most trusted (31%) than that recorded in July 2001 (45%). When combining the incidence of Local Councillors being ranked first or second, however, the proportion has not varied over the last 2 Monitors (June 1999 60%, July 2001 64%, July 2003 64%).
- ❖ Furthermore, it would seem that trust in **State** and **Federal** politicians has grown somewhat, with incidences of ranking these politicians as **first preference** at a higher level in 2003 than that recorded in any of the previous Monitors.
- ❖ **Federal politicians** continue to register the highest incidence of being selected as engendering the least amount of trust of the three, with more than half (57%) listing them as third preference. This is, however, a lower incidence of being named third preference than recorded in any of the previous Monitors.
- ❖ In 2001, a number of demographic variations in preferences were noted (such as 18-39 year olds showing a higher incidence of ranking Local Councillors as first). In the current Monitor, there are few significant variations in preferences when analysing by age, gender, occupation or household status, although **females**

show a slightly higher incidence of ranking **Local Councillors** as most trusted (37%, compared to 24% males).

**RANKING OF LEVEL OF TRUST IN  
LOCAL COUNCILLORS AND POLITICIANS  
JULY 2003**



### LGA SURVEY - JULY 2003

**Question 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?

	Total	Greatest Trust 1	→ 2	Least Trust 3	N.R.
Local Councillors	486 100%	150 31%	159 33%	177 36%	14
State Politicians	488 100%	74 15%	216 44%	198 41%	12
Federal Politicians	487 100%	72 15%	139 29%	276 57%	13

**Question 1a:** 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?

#### Local Councillors

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	150 31%	57 24%	93 37%	23 35%	22 48%	17 18%	45 33%	17 28%	26 30%	62 30%	88 31%
2	159 33%	81 35%	78 31%	21 32%	14 30%	36 39%	45 33%	14 23%	29 33%	71 35%	88 31%
3	177 36%	96 41%	81 32%	21 32%	10 22%	40 43%	45 33%	29 48%	32 37%	71 35%	106 38%
NO RESPONSE	14 100%	7 100%	7 100%	2 100%	4 100%	2 100%	2 100%	1 100%	3 100%	8 100%	6 100%

	Total	OCCUPATION					EMPLOYMENT			HOUSEHOLD STRUCTURE					
		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	150 31%	15 29%	45 31%	31 33%	15 29%	27 29%	17 33%	91 31%	59 30%	25 35%	13 39%	15 23%	16 32%	28 32%	53 29%
2	159 33%	24 46%	47 33%	27 29%	13 25%	31 33%	17 33%	98 34%	61 31%	28 39%	11 33%	22 34%	19 38%	30 34%	49 27%
3	177 36%	13 25%	52 36%	35 38%	23 45%	36 38%	18 35%	100 35%	77 39%	19 26%	9 27%	27 42%	15 30%	29 33%	78 43%
NO RESPONSE	14 100%	4 100%	3 100%	3 100%	0 100%	2 100%	2 100%	10 100%	4 100%	4 100%	1 100%	1 100%	1 100%	3 100%	4 100%

### LGA SURVEY - JULY 2003

**Question 1b:** 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?

#### State Politicians

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	74 15%	43 18%	31 12%	10 15%	6 13%	13 14%	27 20%	6 10%	12 14%	29 14%	45 16%
2	216 44%	92 39%	124 49%	32 49%	26 55%	43 46%	56 41%	26 44%	33 38%	101 49%	115 41%
3	198 41%	98 42%	100 39%	23 35%	15 32%	37 40%	53 39%	27 46%	43 49%	75 37%	123 43%
NO RESPONSE	12	8	4	2	3	2	1	2	2	7	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Total	OCCUPATION						EMPLOYMENT		HOUSEHOLD STRUCTURE					
		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	74 15%	15 29%	20 14%	15 16%	7 14%	10 11%	7 14%	50 17%	24 12%	10 14%	5 15%	12 19%	5 10%	15 17%	27 15%
2	216 44%	23 44%	65 45%	38 40%	26 51%	37 39%	27 53%	126 43%	90 46%	40 54%	17 52%	28 44%	23 46%	36 41%	72 40%
3	198 41%	14 27%	59 41%	43 45%	18 35%	47 50%	17 33%	116 40%	82 42%	24 32%	11 33%	24 38%	22 44%	36 41%	81 45%
NO RESPONSE	12	4	3	0	0	2	3	7	5	2	1	1	1	3	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

LGA SURVEY - JULY 2003

**Question 1c:** 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?

**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	72 15%	42 18%	30 12%	9 14%	2 4%	17 18%	16 12%	6 10%	22 25%	28 14%	44 16%
2	139 29%	61 26%	78 31%	18 27%	15 33%	23 25%	45 33%	17 29%	21 24%	56 27%	83 29%
3	276 57%	130 56%	146 57%	39 59%	29 63%	53 57%	75 55%	36 61%	44 51%	121 59%	155 55%
NO RESPONSE	13	8	5	1	4	2	1	2	3	7	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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 13+	Family teens+	Mature no kids at home
1	72 15%	7 13%	19 13%	11 12%	5 10%	20 21%	10 19%	37 13%	35 18%	12 16%	4 12%	10 16%	4 8%	7 8%	35 20%
2	139 29%	16 31%	46 32%	22 23%	13 25%	26 28%	16 31%	84 29%	55 28%	19 26%	8 24%	17 27%	19 38%	26 30%	50 28%
3	276 57%	29 56%	79 55%	61 65%	33 65%	48 51%	26 50%	169 58%	107 54%	42 58%	21 64%	37 58%	27 54%	55 63%	94 53%
NO RESPONSE	13	4	3	2	0	2	2	9	4	3	1	1	1	2	5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

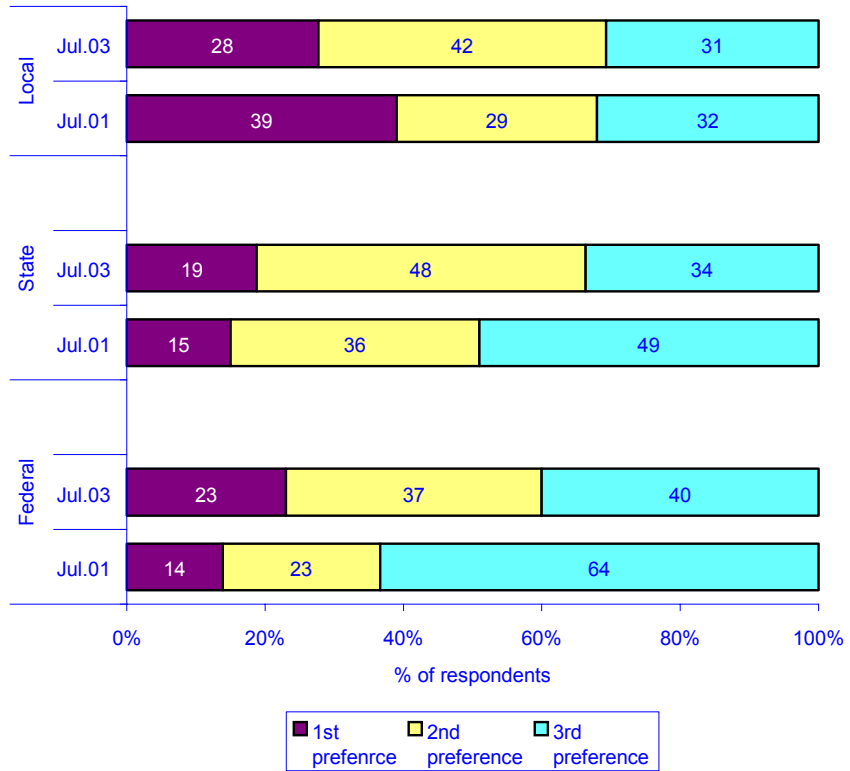
Prepared by McGregor Tan Research (REF: 6786)

## ***Performance of Spheres of Government***

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- ❖ The survey respondents were then 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 **Local Government**, with 28% of the respondents **ranking them as performing the best**. This was only slightly higher than **Federal Government**, which elicited a first preference from 23% of respondents.
  
- ❖ In 2001, the incidence of Local Government as being named as performing the best was far higher than that for State Government and Federal Government. It would seem that the performance of the latter two spheres has improved over the last 2 years, and it now stands that each of the three levels of government are now ranked closer in terms of performance.
  
- ❖ Despite these findings, the Federal Government was still recorded the highest proportion of lowest performing rankings (40%), ahead of state (34%) and local (31%) governments.

**RANKING OF GOVERNMENT PERFORMANCE**



- ❖ In regards to a **worst performance ranking**, all three registered similar levels of being ranked third, with Federal Government showing a slightly higher incidence of coming last.

### LGA SURVEY - JULY 2003

**Question 2:** Thinking about state government, federal government and local 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?

	Total	Best	→	Worst	N.R.
		Performance 1	2	Performance 3	
State Government	486 100%	91 19%	232 48%	163 34%	14
Federal Government	485 100%	112 23%	180 37%	193 40%	15
Local Government	483 100%	133 28%	201 42%	149 31%	17

**Question 2a:** Thinking about state government, federal government and local 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

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	91 19%	45 19%	46 18%	10 15%	12 26%	17 18%	20 15%	14 23%	18 20%	39 19%	52 18%
2	232 48%	110 47%	122 48%	32 49%	20 43%	44 48%	73 54%	28 47%	35 40%	96 47%	136 48%
3	163 34%	78 33%	85 34%	23 35%	15 32%	31 34%	41 31%	18 30%	35 40%	69 34%	94 33%
NO RESPONSE	14 100%	8 100%	6 100%	2 100%	3 100%	3 100%	3 100%	1 100%	2 100%	8 100%	6 100%

	Total	OCCUPATION					EMPLOYMENT			HOUSEHOLD STRUCTURE					
		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	91 19%	17 32%	21 14%	14 15%	10 20%	21 22%	8 16%	52 18%	39 20%	13 18%	5 16%	15 23%	5 10%	15 17%	38 21%
2	232 48%	20 38%	76 52%	45 48%	24 47%	40 43%	27 54%	141 48%	91 47%	36 51%	17 53%	26 40%	30 60%	44 51%	79 44%
3	163 34%	16 30%	48 33%	34 37%	17 33%	33 35%	15 30%	98 34%	65 33%	22 31%	10 31%	24 37%	15 30%	28 32%	64 35%
NO RESPONSE	14 100%	3 100%	2 100%	3 100%	0 100%	2 100%	4 100%	8 100%	6 100%	5 100%	2 100%	0 100%	1 100%	3 100%	3 100%

LGA SURVEY - JULY 2003

**Question 2b:** Thinking about state government, federal government and local 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**

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	112 23%	60 26%	52 21%	16 25%	4 9%	24 26%	29 22%	16 27%	23 26%	44 21%	68 24%
2	180 37%	83 35%	97 39%	25 38%	18 38%	34 37%	50 37%	23 39%	30 34%	77 38%	103 37%
3	193 40%	92 39%	101 40%	24 37%	25 53%	34 37%	55 41%	20 34%	35 40%	83 40%	110 39%
NO RESPONSE	14	6	8	2	3	2	3	2	2	7	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Total	OCCUPATION						EMPLOYMENT		HOUSEHOLD STRUCTURE					
		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	112 23%	14 26%	33 23%	19 20%	10 20%	25 27%	11 22%	66 23%	46 24%	13 19%	4 12%	16 25%	11 22%	16 18%	52 29%
2	180 37%	22 42%	58 40%	31 33%	16 31%	33 35%	20 40%	111 38%	69 35%	29 41%	17 52%	20 31%	20 40%	29 33%	65 36%
3	193 40%	16 30%	54 37%	43 46%	25 49%	36 38%	19 38%	113 39%	80 41%	28 40%	12 36%	28 43%	19 38%	42 48%	64 35%
NO RESPONSE	14	3	2	3	0	2	4	8	6	6	1	0	1	3	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Prepared by McGregor Tan Research (REF: 6786)

LGA SURVEY - JULY 2003

**Question 2c:** Thinking about state government, federal government and local 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**

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	133 28%	54 23%	79 32%	19 30%	17 36%	22 24%	40 30%	13 22%	22 25%	58 29%	75 27%
2	201 42%	95 41%	106 43%	21 33%	24 51%	43 47%	55 41%	24 41%	34 39%	88 43%	113 40%
3	149 31%	85 36%	64 26%	24 38%	6 13%	27 29%	38 29%	22 37%	32 36%	57 28%	92 33%
NO RESPONSE	17	7	10	3	3	3	4	2	2	9	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

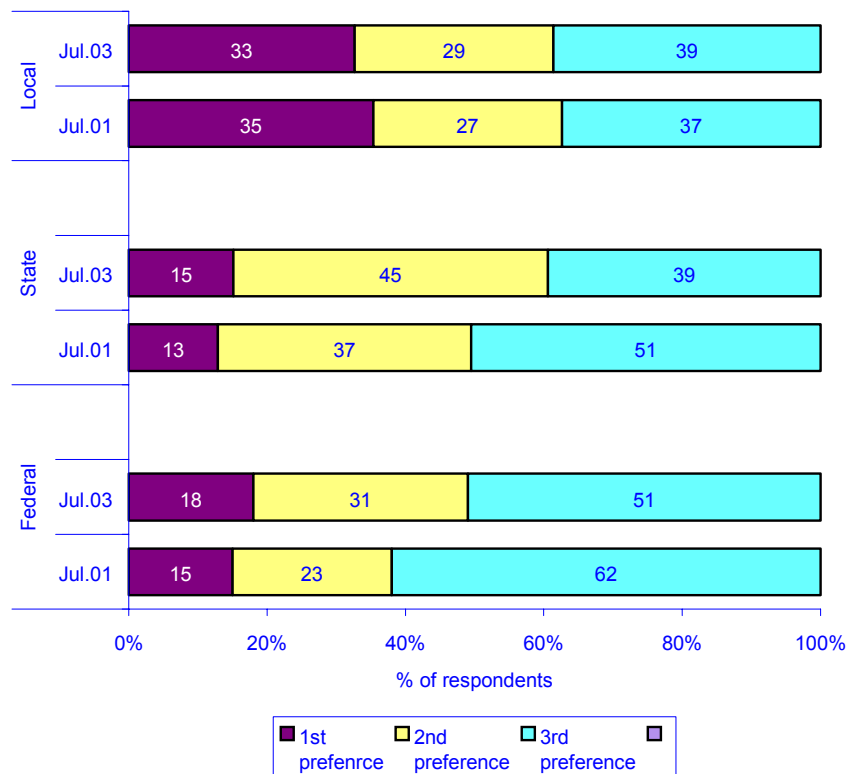
	Total	OCCUPATION					EMPLOYMENT			HOUSEHOLD STRUCTURE					
		Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h/hold	Younger couple no kids	Family yngst under 6	Family yngst under 13	Family teens+ at home	Mature no kids at home
1	133 28%	10 19%	47 33%	26 28%	16 31%	20 21%	14 28%	83 29%	50 26%	23 33%	10 31%	18 28%	15 30%	20 23%	47 26%
2	201 42%	31 58%	50 35%	40 43%	22 43%	39 41%	19 38%	121 42%	80 41%	29 42%	13 41%	30 46%	22 44%	39 45%	68 38%
3	149 31%	12 23%	46 32%	26 28%	13 25%	35 37%	17 34%	84 29%	65 33%	17 25%	9 28%	17 26%	13 26%	27 31%	66 36%
NO RESPONSE	17	3	4	4	0	2	4	11	6	7	2	0	1	4	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Prepared by McGregor Tan Research (REF: 6786)

*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 33% of the surveyed respondents believed that **Local Government** provided them with the **greatest value for money**. In contrast, only 18% 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 15% of those surveyed. These proportions are all relatively similar to those recorded in July 2001.

**RANKING OF VALUE FOR MONEY (TAXES)**



- ❖ Just over half (51%) of the respondents felt that the **Federal Government** provided the least value for money, a fall of around 10% from July 2001 (62%).

LGA SURVEY - JULY 2003

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

	Total	Greatest value for money 1	→ 2	Least value for money 3	N.R.
Local Councillors	472 100%	154 33%	135 29%	183 39%	28
State Politicians	474 100%	73 15%	214 45%	187 39%	26
Federal Politicians	474 100%	84 18%	146 31%	244 51%	26

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

**Local Councillors**

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	154 33%	75 32%	79 33%	21 34%	22 45%	29 33%	45 34%	17 28%	20 25%	72 36%	82 30%
2	135 29%	64 28%	71 29%	17 28%	14 29%	23 26%	38 29%	14 23%	29 36%	54 27%	81 30%
3	183 39%	92 40%	91 38%	23 38%	13 27%	36 41%	50 38%	29 48%	32 40%	72 36%	111 41%
NO RESPONSE	28 100%	10 100%	18 100%	6 100%	1 100%	7 100%	4 100%	1 100%	9 100%	14 100%	14 100%

	Total	OCCUPATION				EMPLOYMENT				HOUSEHOLD STRUCTURE					
		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	154 33%	20 38%	46 32%	34 37%	14 29%	24 27%	16 33%	100 35%	54 29%	31 45%	13 41%	22 35%	13 27%	27 32%	48 27%
2	135 29%	18 35%	41 29%	23 25%	12 24%	29 33%	12 25%	82 29%	53 29%	18 26%	10 31%	17 27%	16 33%	20 24%	54 31%
3	183 39%	14 27%	56 39%	35 38%	23 47%	35 40%	20 42%	105 37%	78 42%	20 29%	9 28%	23 37%	19 40%	38 45%	74 42%
NO RESPONSE	28 100%	4 100%	4 100%	4 100%	2 100%	8 100%	6 100%	12 100%	16 100%	7 100%	2 100%	3 100%	3 100%	5 100%	8 100%

LGA SURVEY - JULY 2003

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

**State Politicians**

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	73 15%	34 15%	39 16%	14 22%	5 10%	10 11%	23 17%	9 15%	12 15%	29 14%	44 16%
2	214 45%	104 45%	110 45%	29 46%	31 63%	40 45%	57 43%	22 37%	35 43%	100 50%	114 42%
3	187 39%	94 41%	93 38%	20 32%	13 27%	38 43%	53 40%	29 48%	34 42%	71 35%	116 42%
NO RESPONSE	26 100%	9 100%	17 100%	4 100%	1 100%	7 100%	4 100%	1 100%	9 100%	12 100%	14 100%

	Total	OCCUPATION						EMPLOYMENT		HOUSEHOLD STRUCTURE					
		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 13 at home	Family teens+ no kids	Mature at home
1	73 15%	9 17%	19 13%	16 17%	4 8%	16 18%	9 18%	44 15%	29 16%	7 10%	5 16%	10 16%	10 21%	12 14%	29 16%
2	214 45%	24 46%	70 49%	38 41%	22 45%	37 42%	23 47%	132 46%	82 44%	38 54%	18 56%	28 45%	16 33%	40 47%	74 42%
3	187 39%	19 37%	54 38%	39 42%	23 47%	35 40%	17 35%	112 39%	75 40%	25 36%	9 28%	24 39%	22 46%	34 40%	73 41%
NO RESPONSE	26 100%	4 100%	4 100%	3 100%	2 100%	8 100%	5 100%	11 100%	15 100%	6 100%	2 100%	3 100%	3 100%	4 100%	8 100%

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

**Federal Politicians**

	Total	GENDER		AGE GROUPS						ALL 18-39	ALL 40+
		MALES	FEMALES	18-24	25-30	31-39	40-54	55-64	65+		
1	84 18%	43 19%	41 17%	11 17%	5 10%	14 16%	19 14%	10 17%	25 31%	30 15%	54 20%
2	146 31%	68 29%	78 32%	20 32%	9 18%	29 33%	44 33%	22 37%	22 27%	58 29%	88 32%
3	244 51%	121 52%	123 51%	32 51%	35 71%	45 51%	70 53%	28 47%	34 42%	112 56%	132 48%
NO RESPONSE	26 100%	9 100%	17 100%	4 100%	1 100%	7 100%	4 100%	1 100%	9 100%	12 100%	14 100%

	Total	OCCUPATION						EMPLOYMENT		HOUSEHOLD STRUCTURE					
		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 13 at home	Family teens+ no kids	Mature at home
1	84 18%	6 12%	25 17%	10 11%	8 16%	23 26%	12 24%	41 14%	43 23%	8 11%	2 6%	12 19%	9 19%	12 14%	41 23%
2	146 31%	17 33%	49 34%	25 27%	12 24%	28 32%	15 31%	91 32%	55 30%	19 27%	11 34%	14 23%	15 31%	28 33%	59 34%
3	244 51%	29 56%	69 48%	58 62%	29 59%	37 42%	22 45%	156 54%	88 47%	43 61%	19 59%	36 58%	24 50%	46 53%	76 43%
NO RESPONSE	26 100%	4 100%	4 100%	3 100%	2 100%	8 100%	5 100%	11 100%	15 100%	6 100%	2 100%	3 100%	3 100%	4 100%	8 100%

# *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**

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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.

<b>Sample characteristics - gender and age</b>	<b>No. of Respondents</b>	<b>% of respondents</b>	<b>% of Adel. 18+<sup>1</sup></b>
Males	241	48	48
Females	259	52	52
Age groups:			
18-24	67	13	14
25-30	50	10	12
31-39	95	19	18
40-54	137	27	27
55-64	61	12	11
65+	90	18	18
<b>Total sample</b>	<b>500</b>	<b>100</b>	<b>100</b>

<sup>1</sup> Adelaide Statistical Division; Source: 1996 Census; Australian Bureau of Statistics.

### ***Employment and occupation***

<b>Sample characteristics - employment and occupation</b>	<b>No. of respondents</b>	<b>% of respondents</b>
Professional/executive	56	11
White collar	147	29
Blue collar	96	19
<b>Total in paid employment</b>	<b>299</b>	<b>60</b>
Home duties	51	10
Retired	96	19
Other (student, unemployed, etc.)	54	11
<b>Total not in paid employment</b>	<b>201</b>	<b>40</b>

### ***Household composition***

<b>Sample characteristics - household characteristics</b>	<b>No. of respondents</b>	<b>% of respondents</b>
Single or shared household, no children	76	15
Younger couple, no children	34	7
Family, youngest child under 6 years	65	13
Family, younger child under 13 years	51	10
Family, teenage children or older at home	90	18
Mature couple or single, no children at home	184	37

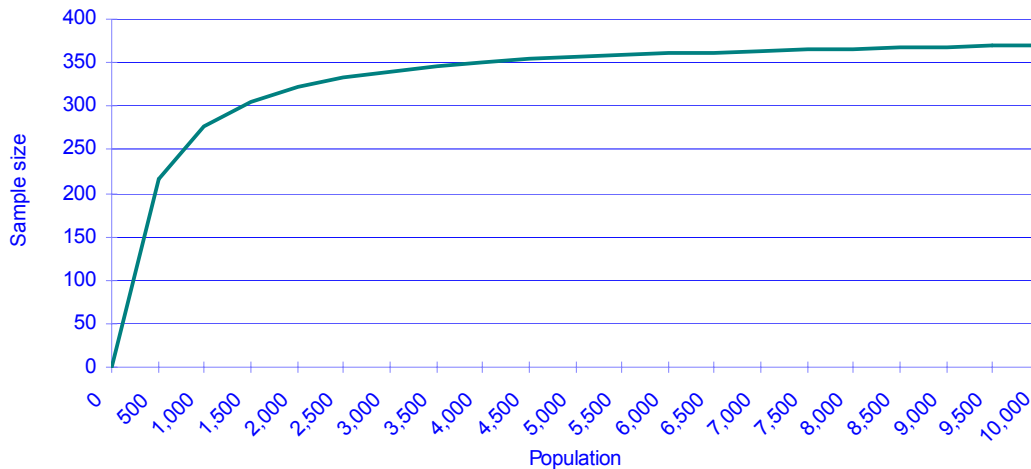
# Appendix 3

## 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).

<b>MARGIN OF ERROR TABLE</b>										
<b>(95% confidence level)</b>										
<b>SAMPLE SIZE ↓</b>	<b>Percentages giving a particular answer</b>									
	<b>5% 95%</b>	<b>10% 90%</b>	<b>15% 85%</b>	<b>20% 80%</b>	<b>25% 75%</b>	<b>30% 70%</b>	<b>35% 65%</b>	<b>40% 60%</b>	<b>45% 55%</b>	<b>50% 50%</b>
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
<b>400</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>

**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)