



Australian Government
Australian Public Service Commission

Public perceptions of civic engagement and representation

2024 TAPS Module Survey Results



Executive Summary

A module of questions was designed for and deployed in the May, June, and July 2024 waves of the [Survey of Trust in Australian public services \(TAPS\)](#) to understand different communities' perceptions and preferences for engagement in the design and shaping of services in the future. The module was designed to identify potential barriers and enablers the Government could face working with communities across agencies and jurisdictions, including those that arise from current structures and ways of operating.

The results show a nuanced picture of community sentiment and level of involvement in government services in Australia. Generally, Australians prefer there to be a wide range of services and for those services to be tailored to specific needs and characteristics of different people, as compared with a smaller range of services delivered in a standardised manner. For most people, the difference between their preference for how public services are delivered and their current perceptions of how they are being delivered is relatively small, which is consistent across age groups, genders, regions, and states.

Despite perception and preference being generally aligned overall, when breaking down results further by demographic variables, we can see that certain types of people may be less satisfied with the current approach. For example, we see less representation of women, people who live outside of cities and those with an income of less than \$52,000 per annum amongst those whose perceptions and preferences are aligned.

The most common characteristic identified by the public as important for services to be tailored to is 'Physical and/or mental abilities', followed by 'Age/Generation', and 'Location/Place of residence'.

When it comes to being consulted on the design and delivery of services, a greater proportion of respondents would like to be involved in some decision making, but not to the point where they are responsible for making the decisions. They are also prepared to defer to people with characteristics like them instead of doing it themselves.

The area of 'Health' was selected as a life event that the public would like to be involved in service design the most. This is consistent with the most people deeming 'physical and/or mental abilities' as an important characteristic, indicating a strong preference for government services to be designed with the health needs of the Australian public in mind.

While 17% of respondents have engaged with government on the design and/or delivery of services in the last 12 months, more respondents would like to be engaged than have recently engaged, with 86% of respondents indicating a preference to be personally engaged to some extent on the design and/or delivery of services moving forward. There is clearly an appetite to engage more with the Government, but a need to find ways to enable the public to more easily engage.

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Introduction

About the survey module

A module of 5 questions was included in the May, June, and July waves of the 2024 Trust in Australian public services survey (TAPS survey).

The 5 questions aimed to assist in answering the following research questions:

- What services do people need and how might these change in the future?
- What do people from different communities want from the service delivery system?
- How do people in different communities want to work with government to design and deliver services?
- What values and principles shape people's expectations for government services (types of services; how they are designed and delivered)?

The questionnaire design was quality assured by the Behavioural Economics Team of the Australian Government (BETA).

The module (and TAPS survey as a whole) was completed online by a non-probability sample of 4,109 Australian adults. Of the total sample 3,611 were nationally representative based on quotas for age, gender and location. There were 498 people in demographic groups who were oversampled to allow direct comparisons. Groups that were oversampled were culturally and linguistically diverse (CALD) people, unemployed people, people with a disability, people from outer regional areas, people from the Northern Territory, Tasmania, the Australian Capital Territory and First Nations' peoples (the First Nations' demographic sampled is not representative of First Nations' peoples as a whole. Please see the appendix for more details). Weighting was applied using the raking method to approximate a nationally representative sample.

About this report

This report is organised into two main sections.

Section 1: Overall results

This section sets out the basic results for each of the 5 questions and highlights differences in the responses of different demographic groups to the questions.

Section 2: Segment analysis

This section segments people into groups based on their answers to Question 2 and examines the differences in demographic groups to draw insights into people's current perception of and future preferences for the design of Australian services.

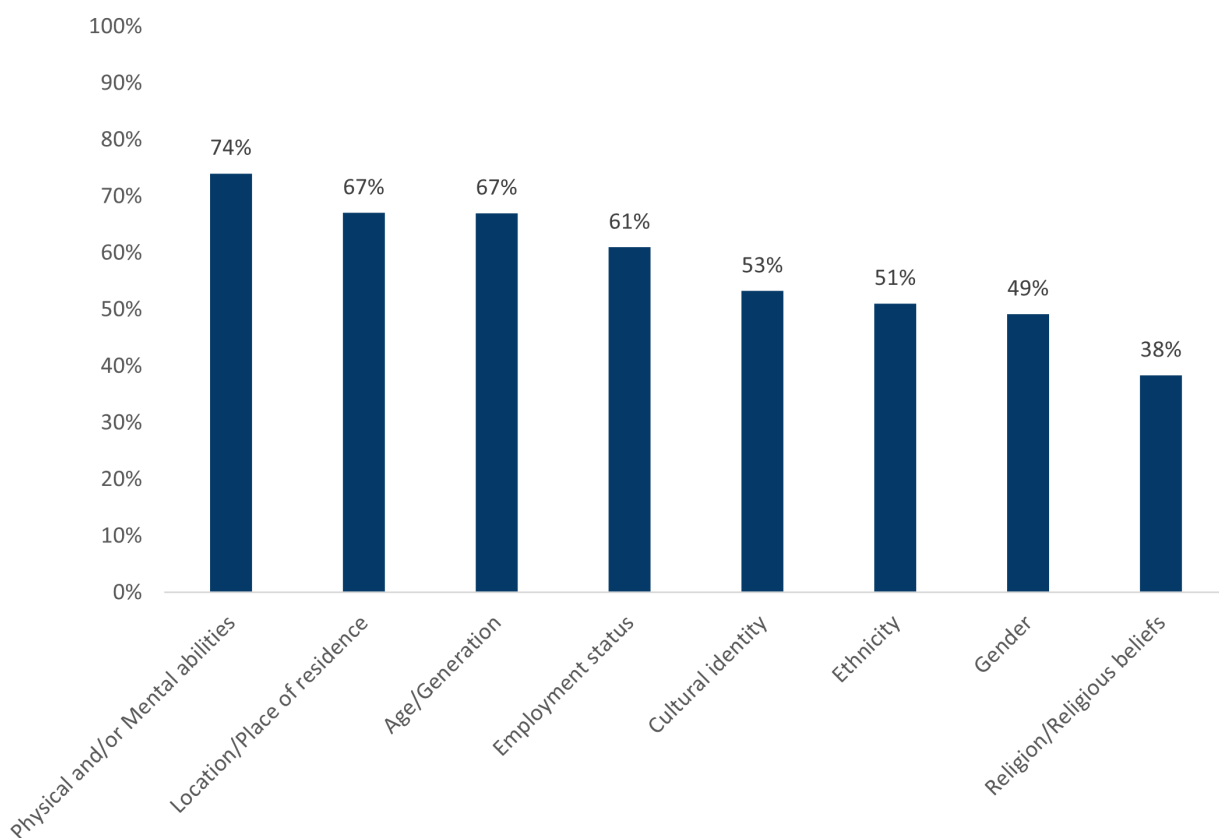
Full results by demographics are available in the Appendix.

Section 1: Overall Results

Part 1 – Important characteristics for design and delivery

We first asked respondents to rate the importance of a range of personal characteristics for the government to factor in when designing and delivering services. As shown in Figure 1, the characteristic most often rated as important was physical and/or mental abilities (74% of respondents), followed by location/place of residence (67%) and Age/Generation (67%). The characteristic that least often rated as important was Religion (38%). It was also the characteristic most often rated as “Not important at all” (36%).

Figure 1: Proportion of respondents who thought each characteristic was important to consider when designing and delivering services

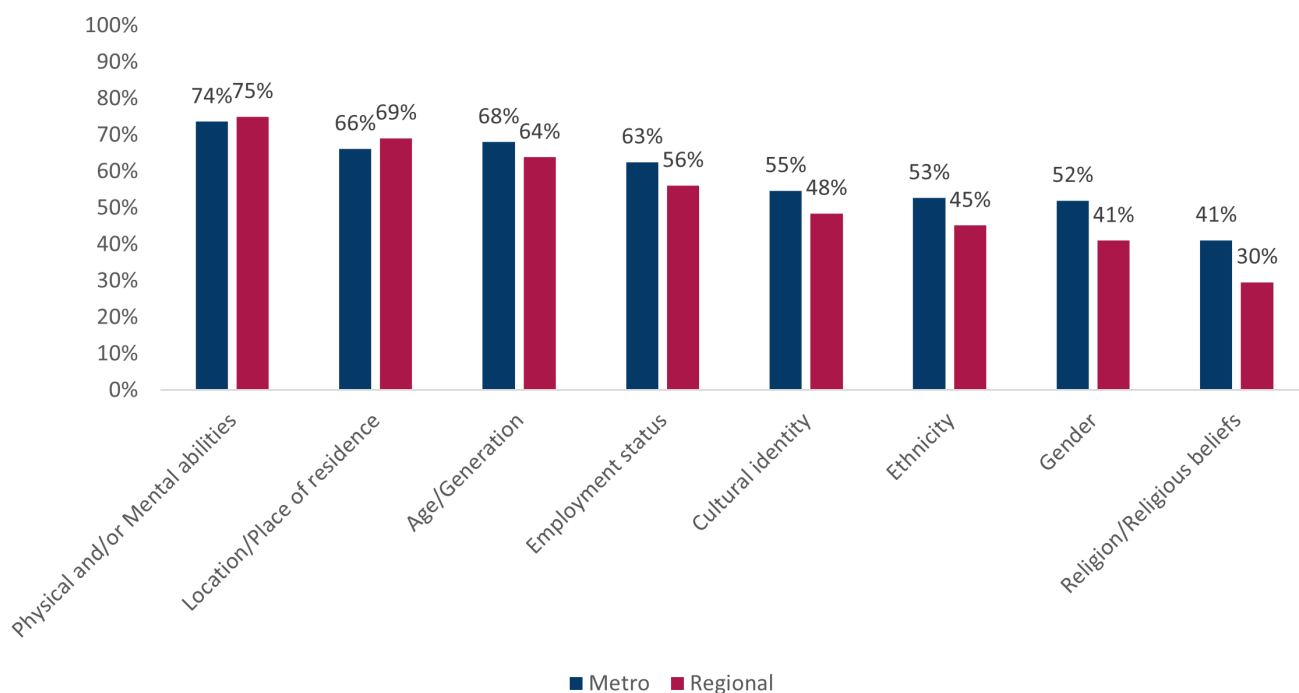


Source: Q1. “How important to you are each of the following characteristics for the government to consider when designing and delivering services for Australians?” Response: ‘Important’ or ‘Very important’. Base: All respondents (n=4,109)

When broken down by demographics, including gender, age, state and regional location, the pattern of results is largely similar. However, some notable differences emerged based on regional location (Figure 2) and age (Figure 3).

More people in regional areas thought designing services with location/place of residence in mind was important than people in metro locations, though the difference was small. While people in metro locations were more likely to report age/generation, employment status, cultural identity, ethnicity, gender, and religion/religious beliefs are important.

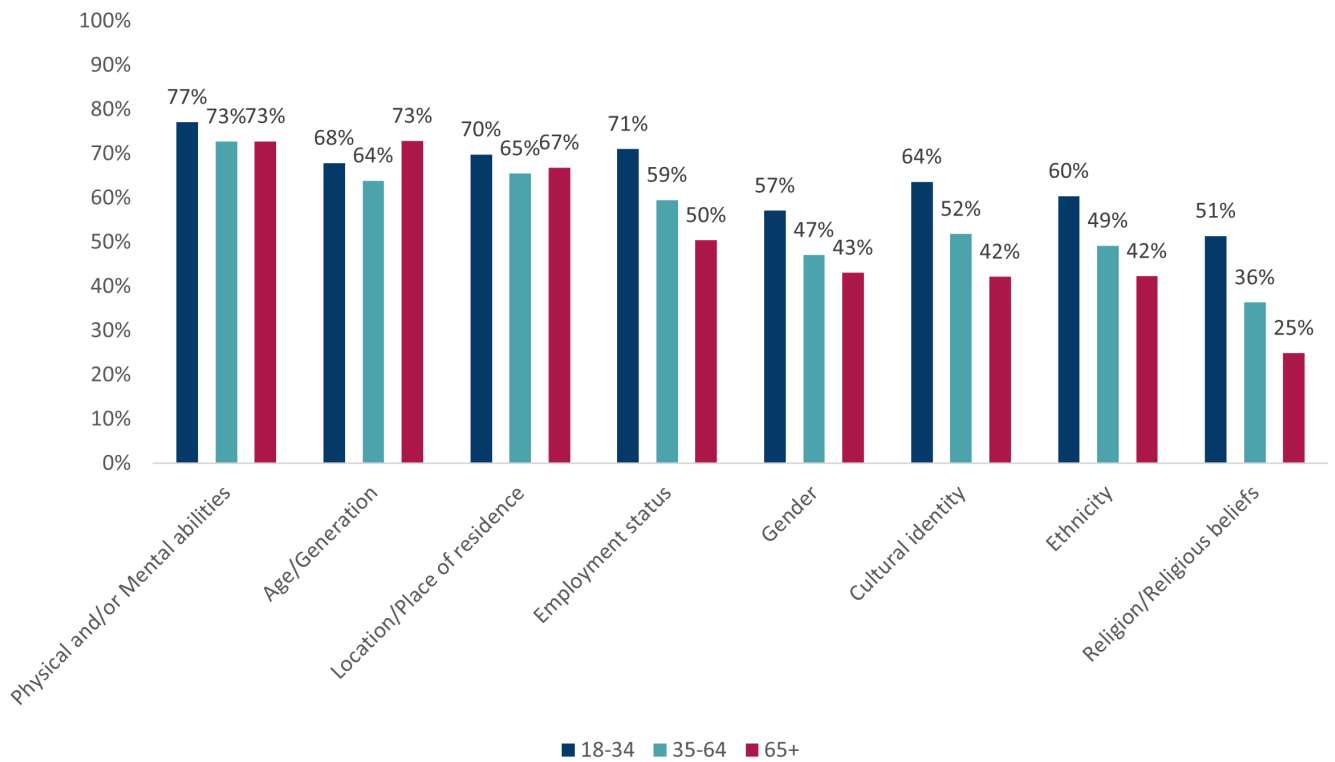
Figure 2: Proportion of respondents who thought each characteristic was important when designing and delivering services by location



Source: Q1. “How important to you are each of the following characteristics for the government to consider when designing and delivering services for Australians?” Response: ‘Important’ or ‘Very important’. Base: All respondents (n=4,109)

More people aged 18-35 thought designing services with physical and/or mental abilities, location/place of residence, employment status, cultural identity, gender, ethnicity, age and religious beliefs in mind than those in other age groups.

Figure 3: Proportion of people who thought each characteristic was important when designing and delivering services by age



Source: Q1. "How important to you are each of the following characteristics for the government to consider when designing and delivering services for Australians?" Response: 'Important' or 'Very important'. Base: All respondents (n=4,109)

Part 2 – Perceptions and preferences

We asked respondents a 4-part question regarding their perceptions of how government services are currently being designed and delivered for communities in Australia, as well as their preferences for how they would like those services to be designed and delivered.

In Q2a1 people were asked to indicate on a slider (using a marker) how *widely available* they think government services are *currently* being delivered. The far-left end of the slider was labelled “Government services provide only essential safety needs and administrative services (involving less government spending)”, while the far-right end of the slider said was labelled “Government services provide a wide range of services and for different needs (involving more government spending)”. The closer that respondents placed the marker to either end of the slider, the more the respondent indicated that they agreed with that statement. In Q2a2 people were presented with a slider with the same options, but this time they were asked what their *preference* would be for how they are delivered.

In Q2b1, people were asked to indicate on the slider how much they believe government services are currently being designed and delivered in relation to the level of *tailoring* to the specific needs of different types of people. The label on the left end of the slider was “Government services are designed and delivered in a standardised and uniform manner across all people (with the same level of support for all people)”, while the far right end of the slider was “Government services are designed and delivered based on the specific needs and characteristics of different people (with more support for those who need it more)”. In Q2b2 people were presented with a slider with the same options, but this time asked what their preference would be.

For each slider question, a score was assigned to the response based on where the marker was placed on the slider. The far-left end of the slider was assigned a score of ‘0’, the far right end was assigned a score of ‘100’, and the centre was assigned a score of ‘50’. This score informed how we grouped respondent’s answers for further analysis.

To understand people’s perceptions of the government’s current approach, respondents were placed into one of four groups based on their scores for both 2a1 and 2b1 (referred to as ‘current quadrants’). The segmenting was based on the following parameters:

- Top right current quadrant: Right side of slider for both Q2a1 and Q2b1
- Bottom right current quadrant: Right side of slider for Q2a1 and left side for Q2b1
- Top left current quadrant: Left side of slider for Q2a1 and right side for Q2b1
- Bottom left current quadrant: Left side of slider for both Q2a1 and Q2b1

We then did the same for the 2a2 and 2b2, which shows preferences for the government’s approach.

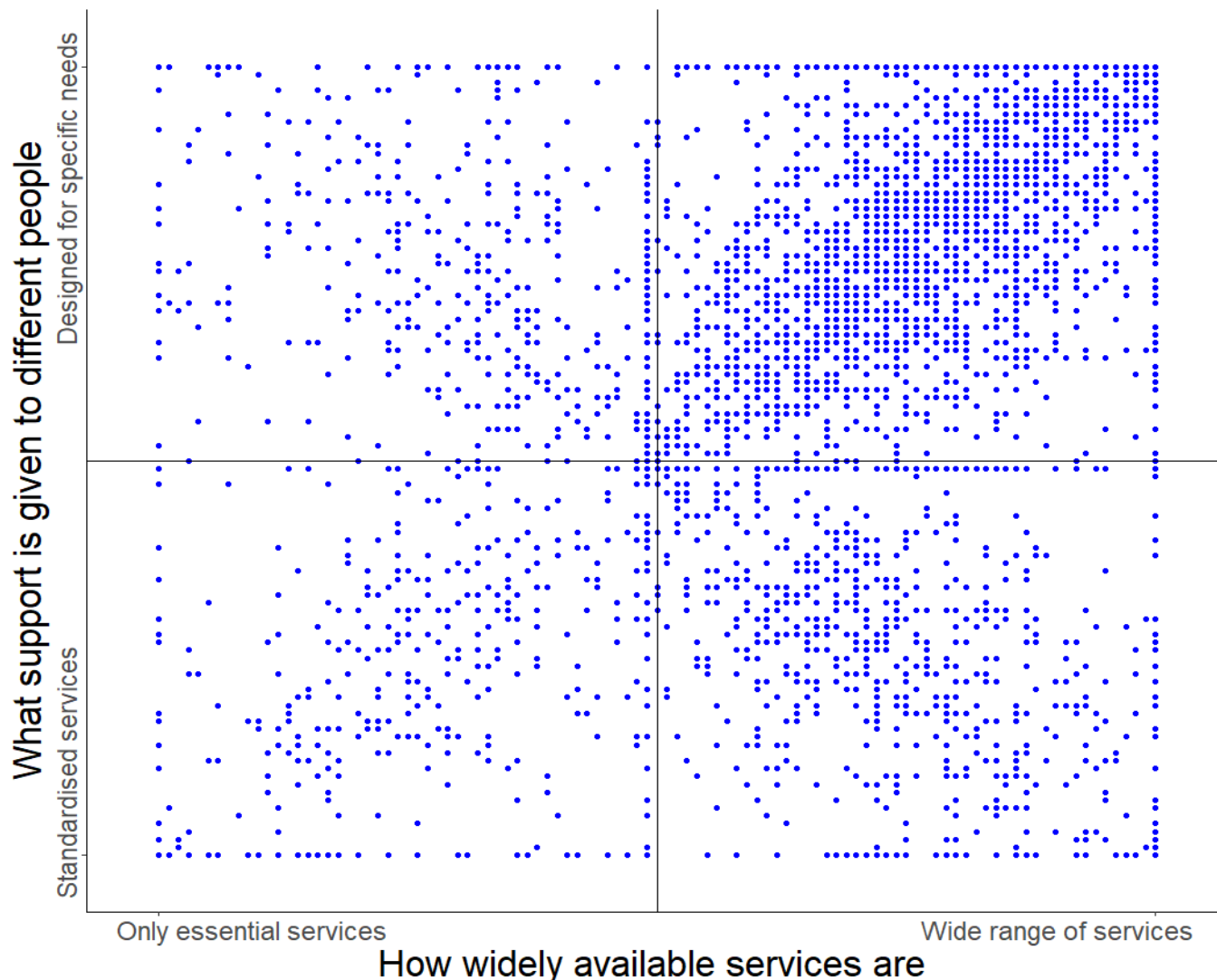
The segmenting was based on the following parameters:

- Top right current quadrant: Right side of slider for both Q2a2 and Q2b2
- Bottom right current quadrant: Right side of slider for Q2a2 and left side for Q2b2
- Top left current quadrant: Left side of slider for Q2a2 and right side for Q2b2
- Bottom left current quadrant: Left side of slider for both Q2a2 and Q2b2

These responses regarding perceptions of how government services are currently being designed and delivered for communities in Australia, as well as their preferences, are able to be grouped into quadrants on scatterplots

(see Figures 4 and 5). Greater detail on the analysis of these responses is provided in the segment analysis of this report (see Section 2).

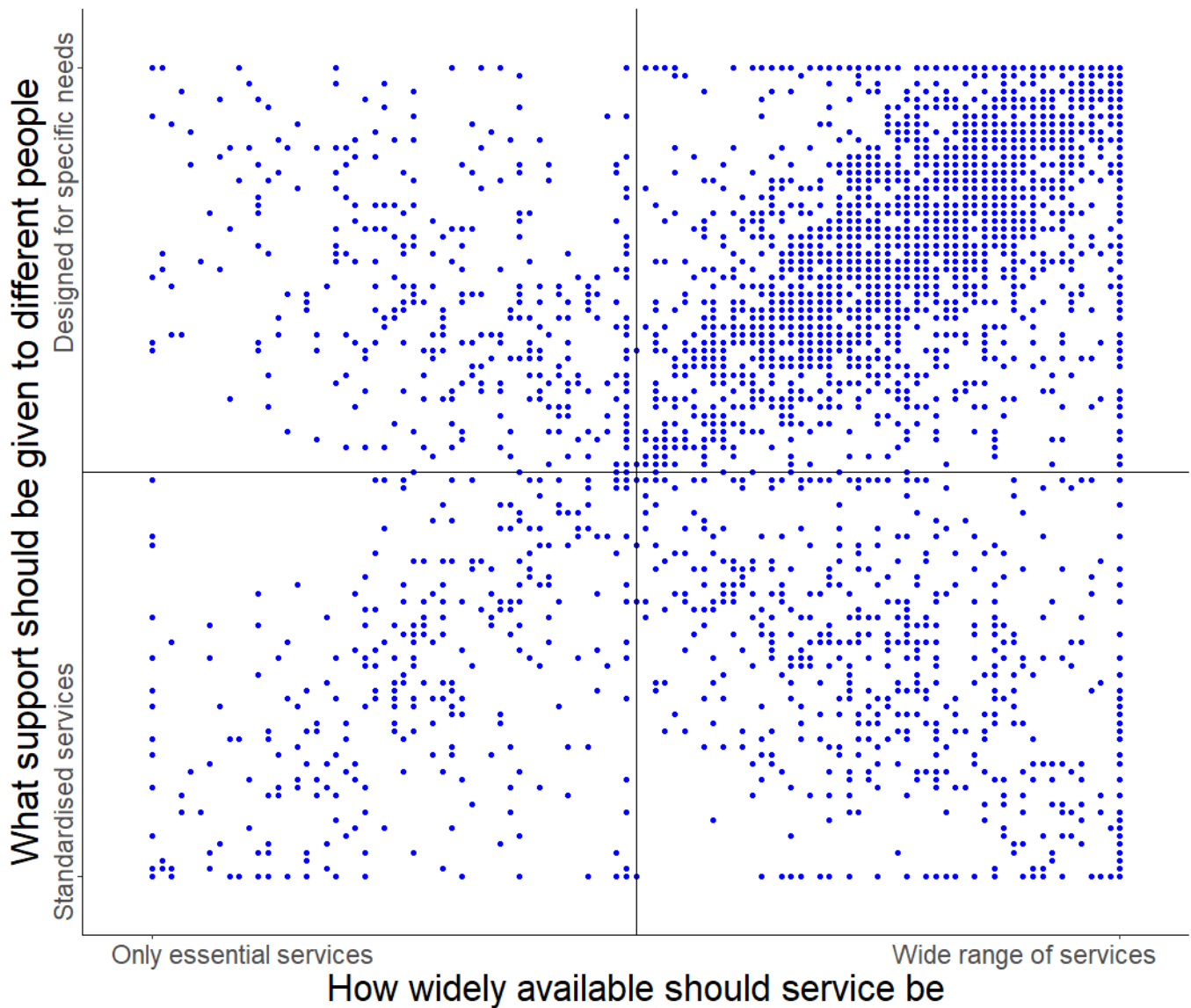
Figure 4: How widely delivered and tailored to specific needs services are perceived to be currently



Source: Q2A1 ‘Use the slider to indicate how widely available you see government services are currently being delivered’. Responses: Far left - Government services provide only essential safety needs and administrative services (involving less government spending), far right - Government services provide a wide range of services and for different needs (involving more government spending). Q2A2 ‘What would you prefer’. Base: All respondents that answered both questions (n = 4,050)

As can be seen in Figure 4, the top right quadrant has the greatest proportion of responses (59%). This where people indicated that they think the government currently delivers a ‘wide range of services for different needs’, as well as ‘services based on the specific needs and characteristics of different people’.

Figure 5: How widely delivered and tailored to specific needs services are preferred to be



Source: Q2B1 'Use the slider to indicate the type of support you see government services providing to different people'. Responses: Far left - Government services are designed and delivered in a standardised and uniform manner across all people (with the same level of support for all people), far right - Government services are designed and delivered based on the specific needs and characteristics of different people (with more support for those who need it more). Q2B2 'What would you prefer'. Base: All respondents that answered both questions (n = 4,050)

In Figure 5, we see that once again the quadrant with the greatest proportion of responses is the top right quadrant (67%), which in this case shows the people that would prefer a wide range of services designed for specific needs.

For findings regarding the characteristics of the people who provided these responses, see the segment analysis in Section 2 of this report.

For the second part of this analysis, we segmented people's responses into 3 groups based on the difference between how people would *prefer* current services to be and how they *currently see* those services being delivered. This could tell us the difference between people's expectations and their reality in terms of the government's approach. Here are the three groups respondents were placed into based on perceptions and preferences for the width of delivery (Q2a1 and Q2a2):

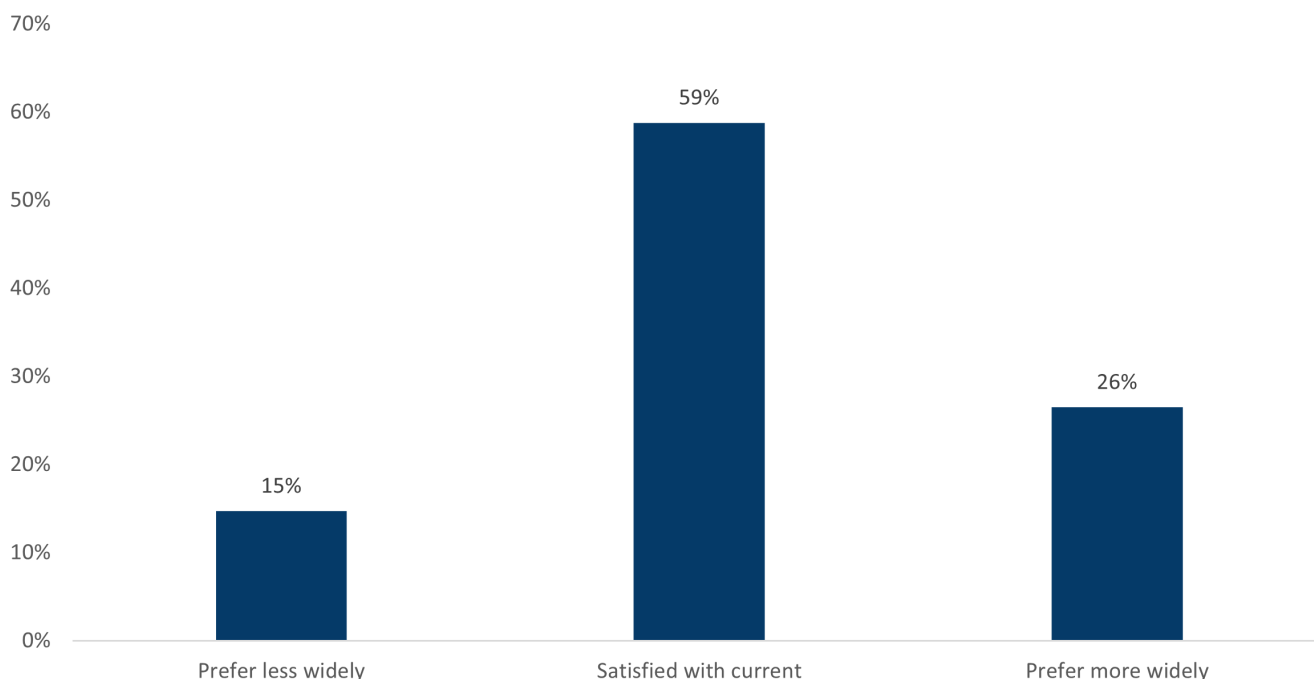
Group 1 - 'Too much': People were placed in this group if the difference between their preference and perception of current state was between -11 and -100. This means they would prefer for government services to be less widely distributed.

Group 2 - 'About right': People were placed in this group if the difference between their preference and perception of current state was between -10 and 10. This means that there wasn't a large difference between their perception of the current state and their preference.

Group 3 - 'Not enough': People were placed in this group if the difference between their preference and perception of current state was between 11 and 100. This means that they think that they would prefer for government services to be more widely distributed.

We found that in both sets of preference/current perception questions, the majority of people fell into the 'about right' group. For the question regarding how widely available services should be, this comprised 59% of respondents. While 26% felt there was too much and 15% felt there was not enough, as shown in Figure 4.

Figure 6: Difference between how widely available people think services should be and widely available they think they are



Source: Difference between Q2A2 How widely you would like government services to be delivered and Q2A1 how widely you think government services are currently being delivered. Base: All respondents that answered both questions (n=4,050).

Figure 6 shows people who thought there should be a wider range of services on the right (positive numbers) and those who thought there should be only essential services (negative numbers). Most respondents' preferences

were close to their perception of service delivery currently (59%), while 26% of people would prefer services to be more widely distributed, and 15% thought that services should be less widely distributed.

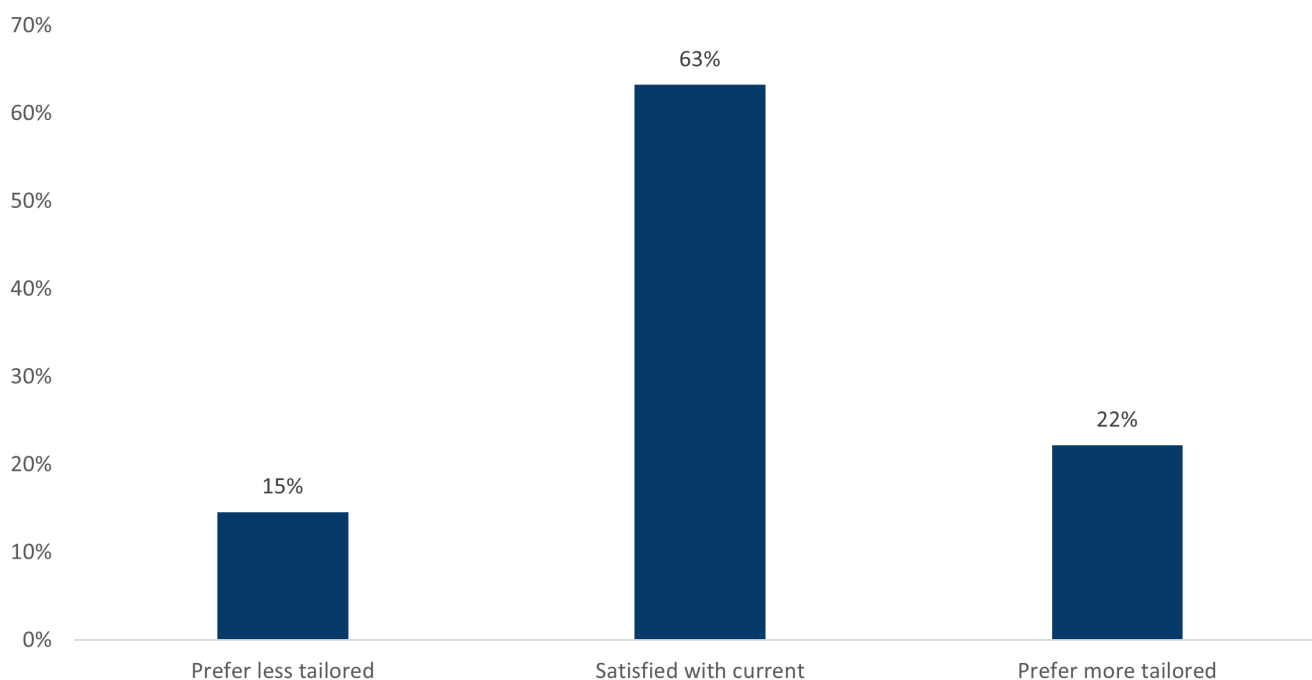
We similarly grouped respondents into three groups, but this time based on differences in perceptions and preferences for the tailoring of services to the specific needs of different types of people (2b1 and 2b2 of the survey):

Group 1 - 'Too much': Respondents were placed in this group if the difference between their preference and perception of current state was between -11 and -100. This means they would prefer for government services to be *less tailored* to the needs of different people.

Group 2 - 'About right': Respondents were placed in this group if the difference between their preference and perception of current state was between -10 and 10. This means that there wasn't a large difference between their perception of the current state and their preference.

Group 3 - 'Too much': Respondents were placed in this group if the difference between their preference and perception of current state was between 11 and 100. This means that they think that they would prefer for government services to be *more tailored* to the needs of different people.

Figure 7: The difference between how tailored to people's specific needs respondents think services should be and how tailored they think they are



Source: Difference between Q2B2 How tailored you would like government services to be delivered and Q2B1 how tailored you think government services are currently being delivered. Base: All respondents that answered both questions (n=4,050).

Figure 7 shows people who thought services should be more tailored to the specific needs of groups of people to the right (positive numbers) and those who thought services should be more standardised to the left (negative numbers). Similar to the previous question, most respondents' preferences were close to their perception of service delivery currently (63%), while 22% of people would prefer services to be more tailored to the specific needs of groups, and 15% thought that services should be more standardised.

Further information about the demographics of people who chose these answers can also be found in Section 2 of this report.

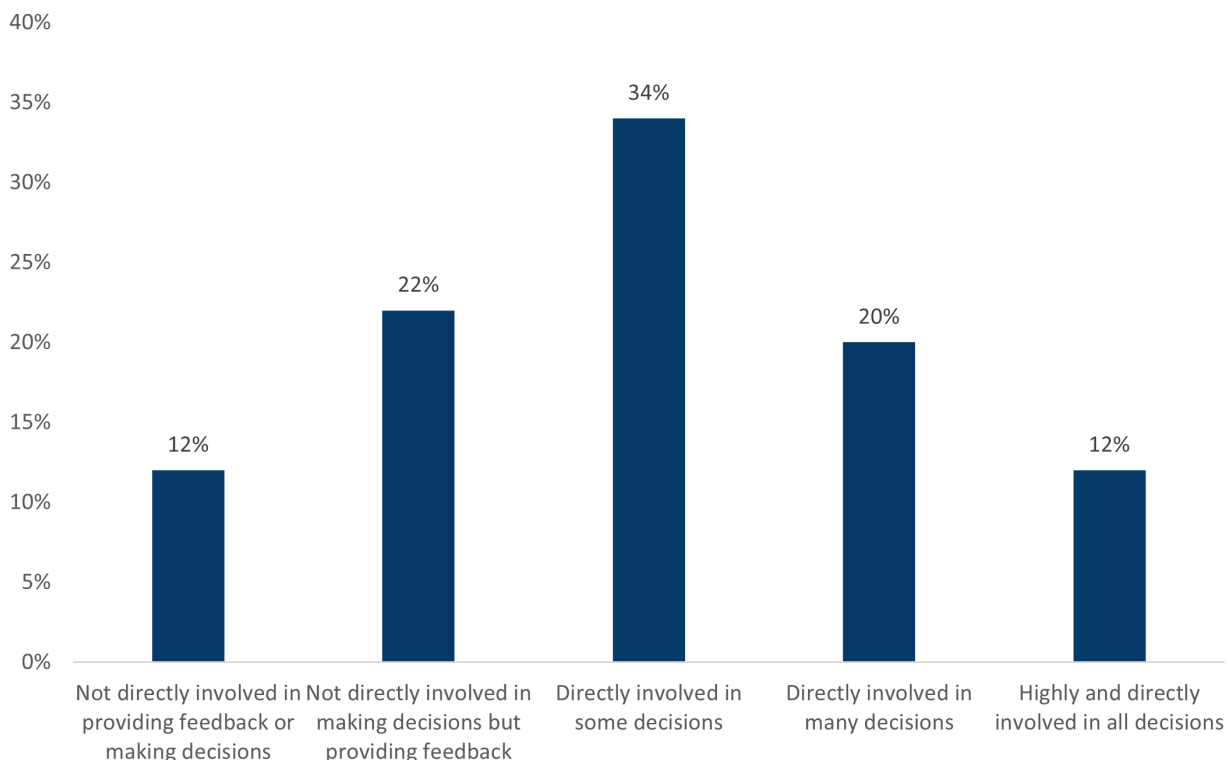
Part 3 – Consultation in design of public services

As part of Q3 in the survey module we asked respondents to what extent they would like to see people with characteristics like themselves be involved in the design of government services.

Overall, there was no overwhelming preference for a single type of involvement. The most frequent response was a preference for being directly involved in some decisions (34%), followed by not directly involved but providing feedback (22%) and directly involved in making many decisions (20%).

For differences between age groups, younger people (people aged 18-34) leaned towards more direct involvement while older people (people aged 65+) preferred less direct involvement. People aged 35-64 tended to be somewhere in between these two age groups. For example, 37% of people aged 18-34 selected 'Directly involved in many decisions' or 'Highly and directly involved in all decisions', compared with 24% of people aged 65+. While the 65+ age group had the greatest proportion of people that wanted people like them to be 'Not directly involved in making decisions but providing feedback' or 'Not directly involved in providing feedback or making decisions' (45%). There were no major differences between genders or between people living in metro or regional areas. First Nations' people were more likely to want people like them to be 'Directly involved in many decisions' or 'Highly and directly involved in all decisions' (45% compared to 30% Non-First Nations' people). More information on the demographic splits are available in the Appendix.

Figure 8: To what extent would you like to see people with characteristics like you involved in the design of government services



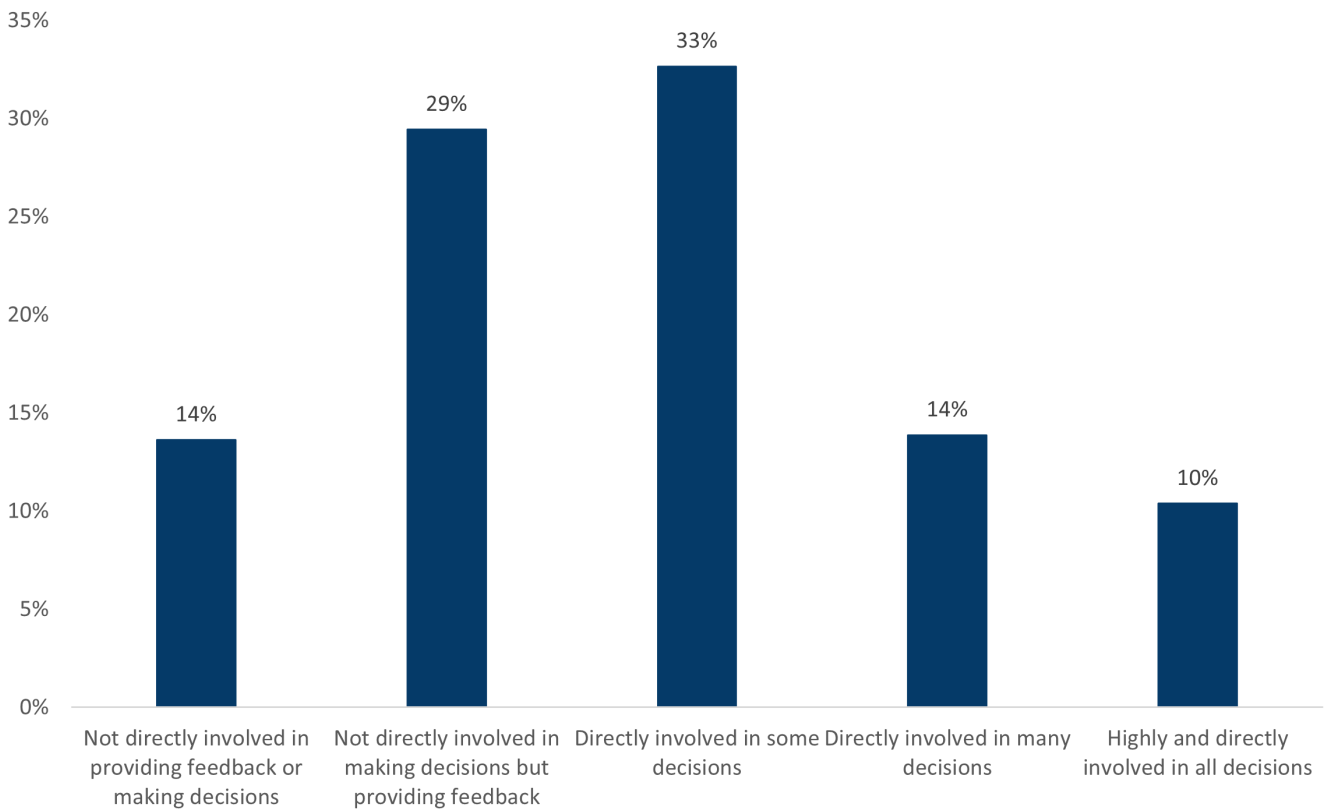
Source: Q3 "To what extent would you like to see people with characteristics like you (e.g. your gender, age, location of residence, etc.) involved in the design of government services?" Base: All respondents (n=4,109)

We also asked respondents to what extent they would like to personally be involved in the design of government services.

Overall, 86% of people would like to be involved in the design of government services to some extent. Most commonly, respondents reported a preference for being ‘Directly involved in some decisions’ (33%), followed by ‘Not directly involved in making decisions but providing some feedback’ (29%). These were selected significantly more than ‘Directly involved in many decisions (14%), ‘Not directly involved in providing feedback or making decisions’ (14%) and ‘Highly and directly involved in all decisions’ (10%).

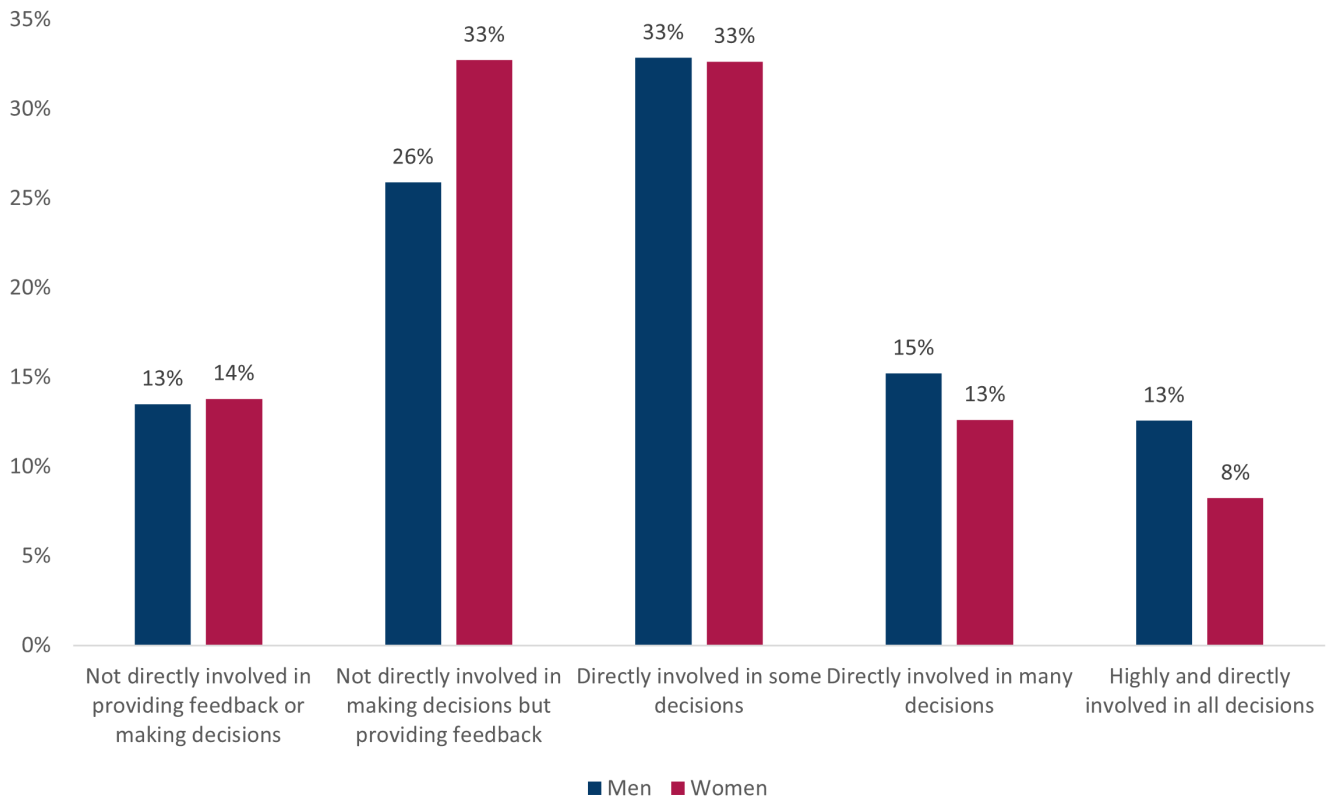
Comparing these results to Question 3, we see that people’s preference to have other people with characteristics like them involved in government decisions about the design of services was largely similar to their preferences for their own involvement. However, there was a lower desire for involvement personally than involvement of people with characteristics like themselves. We found that 57% of respondents had a preference to be directly involved personally (the top three response categories) compared with 65% preferring people with characteristics like them to be directly involved. More men would personally like to be ‘Directly involved in many decisions’ and ‘Highly and directly involved in all decisions’, while more women would like to be ‘Not directly involved in making decisions but providing feedback.’ Women and men chose how much they would personally like to be involved in decisions on the design of services around the same rate. As above, First Nations’ people were more likely than non-First Nations’ people to choose both ‘Highly and directly involved in all decisions’ (15% versus 10%) and ‘Directly involved in many decisions’ (25% versus 13%).

Figure 9: To what extent would you personally prefer to be involved in the design of government services that impact people with your characteristics



Source: Q3a “To what extent would you personally prefer to be involved in the design of government services that impact people with your characteristics (e.g. your gender, age, location of residence)?” Base: All respondents (n=4,109)

Figure 10: To what extent would you personally prefer to be involved in the design of government services that impact people with your characteristics by gender



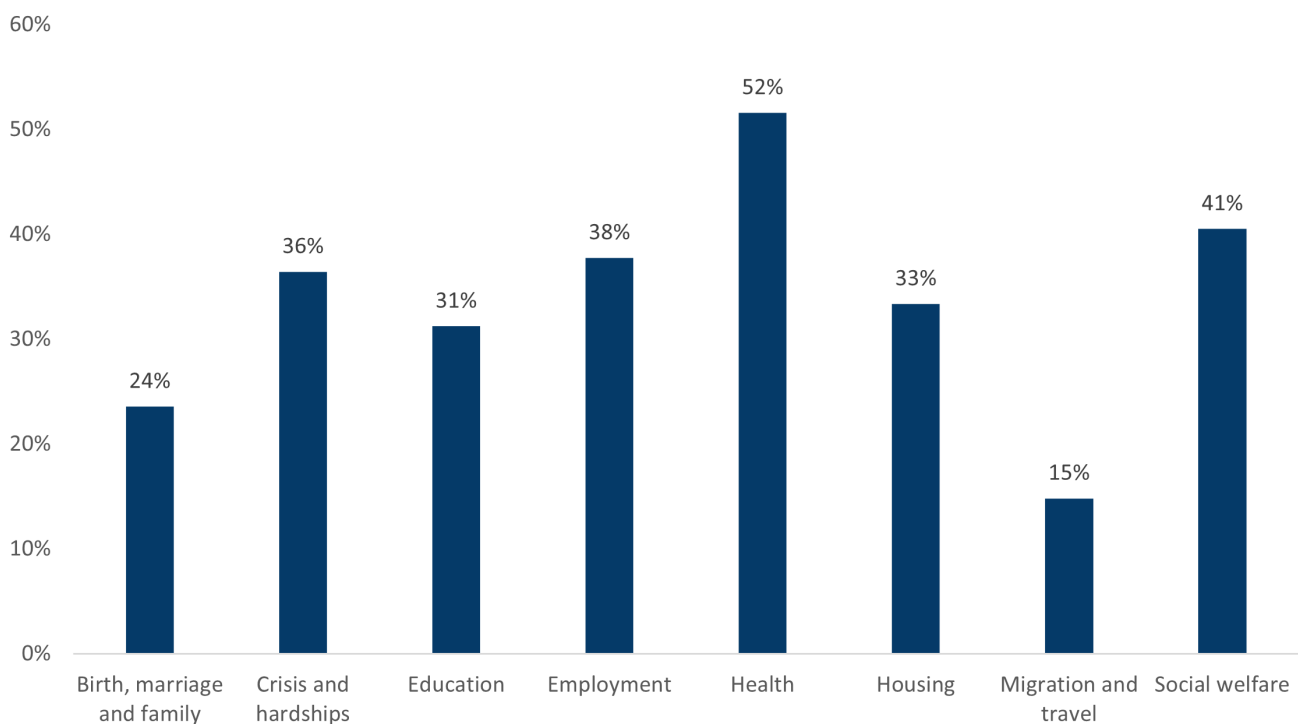
Source: Q3a “To what extent would you personally prefer to be involved in the design of government services that impact people with your characteristics (e.g. your gender, age, location of residence)?” Base: All respondents (n=4,109)

Part 4 – Design of public services for significant life events

For Question 4 we asked people about service design for significant events in their lives, and what areas they would like to be involved in. Respondents were free to choose any or all of the areas we asked about.

The area that the most people said they would like to be involved in when designing government services was 'Health' (52%), followed by 'Social welfare' (41%). The least people chose 'Migration and travel' as an area they would like to be involved in (15%).

Figure 11: Of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in?

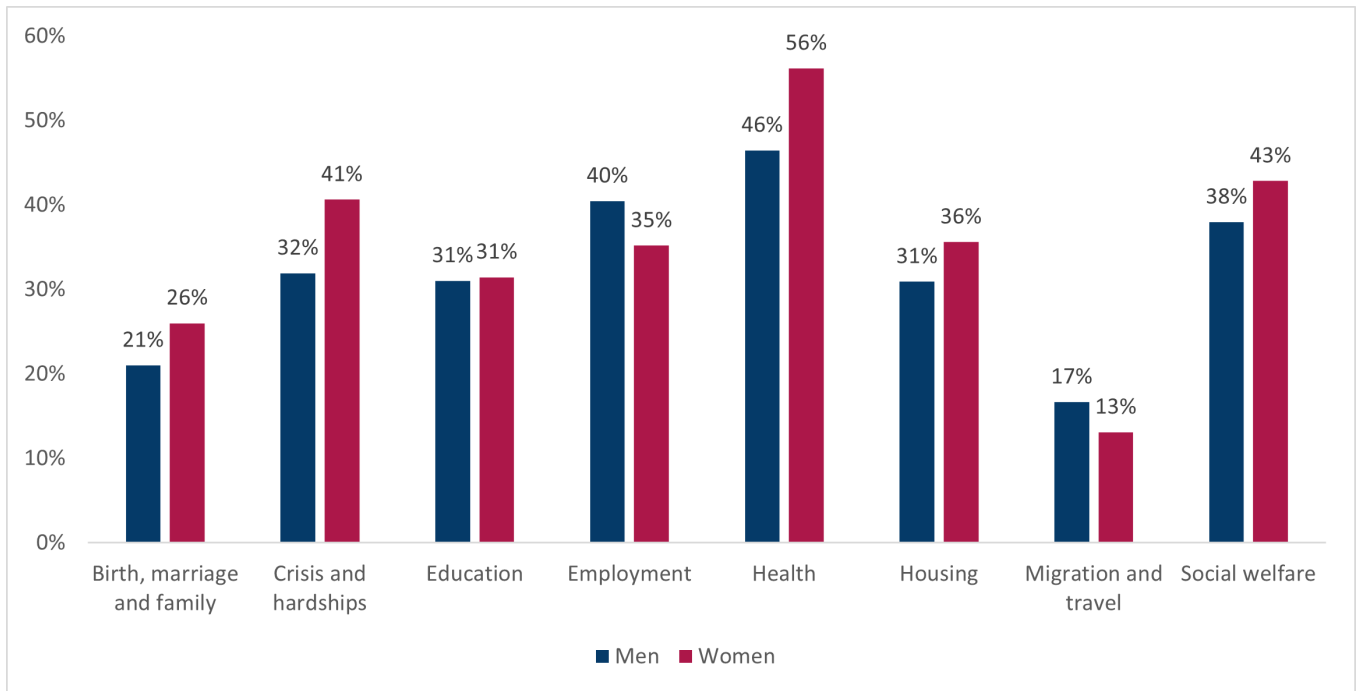


Source: Q4 "Thinking about service design in terms of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in? Select all that apply" Base: All respondents (n=4,109)

Women were more likely than men to choose 'Health' (55% as compared with 48%), 'Housing' (35% to 32%) and 'Crisis and hardships' (40% to 33%). Men were more likely than women to choose 'Employment' (41% to 34%).

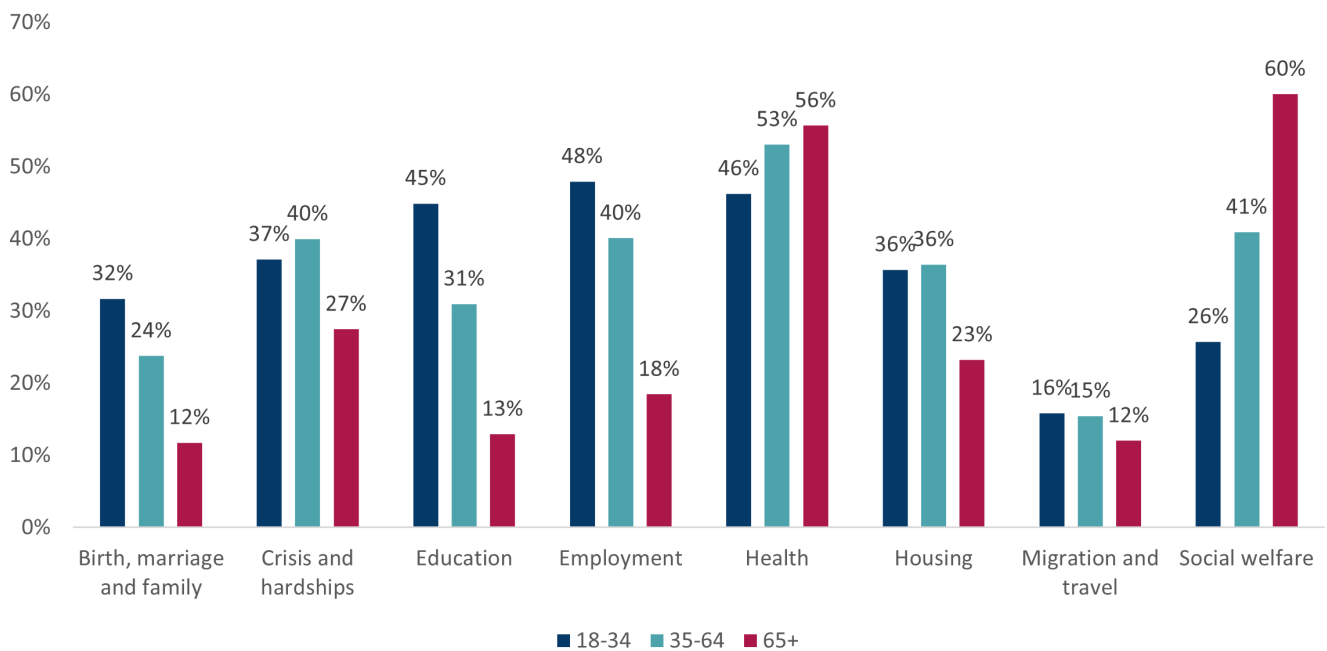
People 18-34 were more likely to choose 'Birth marriage and family' (31%), 'Education' (43%) and 'Employment' (46%) than both the 35-64 and 65+ age groups. People aged 35-64 were also more likely to choose 'Birth, marriage and family' (24%) than people aged 65+ (12%). People aged 65+ were the most likely to choose 'Social welfare' (62%) and were more likely to choose it when compared to people aged 18-34 (25%) and 35-64 (41%). People who have a disability were more likely to choose 'Health' (61% to 49%), 'Social welfare' (48% to 39%) and 'Crisis and hardships' (43% to 35%) than those who did not have a disability. People who were unemployed were more likely to choose 'Crisis and Hardships' (47% to 36%), 'Health' (58% to 48%), 'Housing' (43% to 34%) and 'Social Welfare' (48% to 32%) than employed people, but 'Employment' was similar for both groups (46% to 43%). First Nations' people were more likely to choose 'Crisis and Hardships' (45% to 36%), 'Education' (42% to 37%) and 'Birth, marriage and Family' (37% to 22%) than non-First Nations' people, but less likely to choose 'Health' and 'Social welfare' (25% to 42%).

Figure 12: Of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in by gender



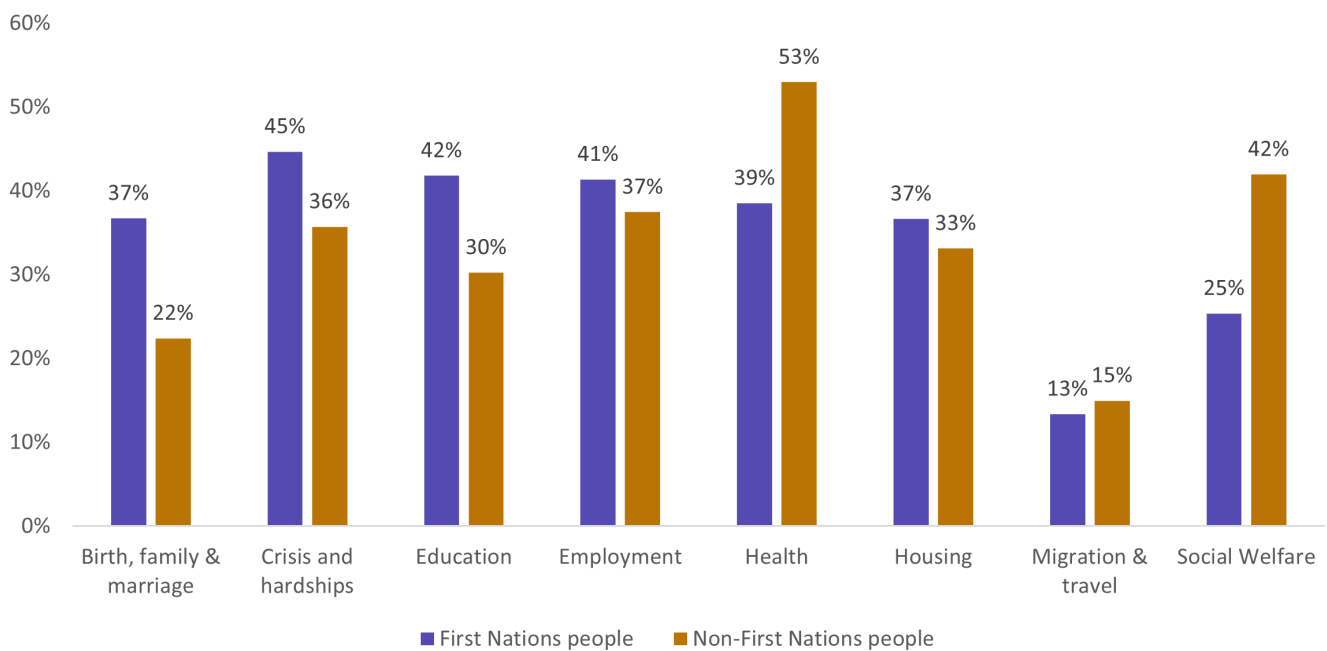
Source: Q4 “Thinking about service design in terms of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in? Select all that apply” Base: All respondents (n=4,109)

Figure 13: Of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in by age



Source: Q4 “Thinking about service design in terms of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in? Select all that apply” Base: All respondents (n=4,109)

Figure 14: Of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in by First Nations’



Source: Q4 “Thinking about service design in terms of the significant events in your life that government services are designed to help with, what areas would you prefer to be involved in? Select all that apply” Base: All respondents (n=4,109)

Part 5 – Engagement with government on design and delivery

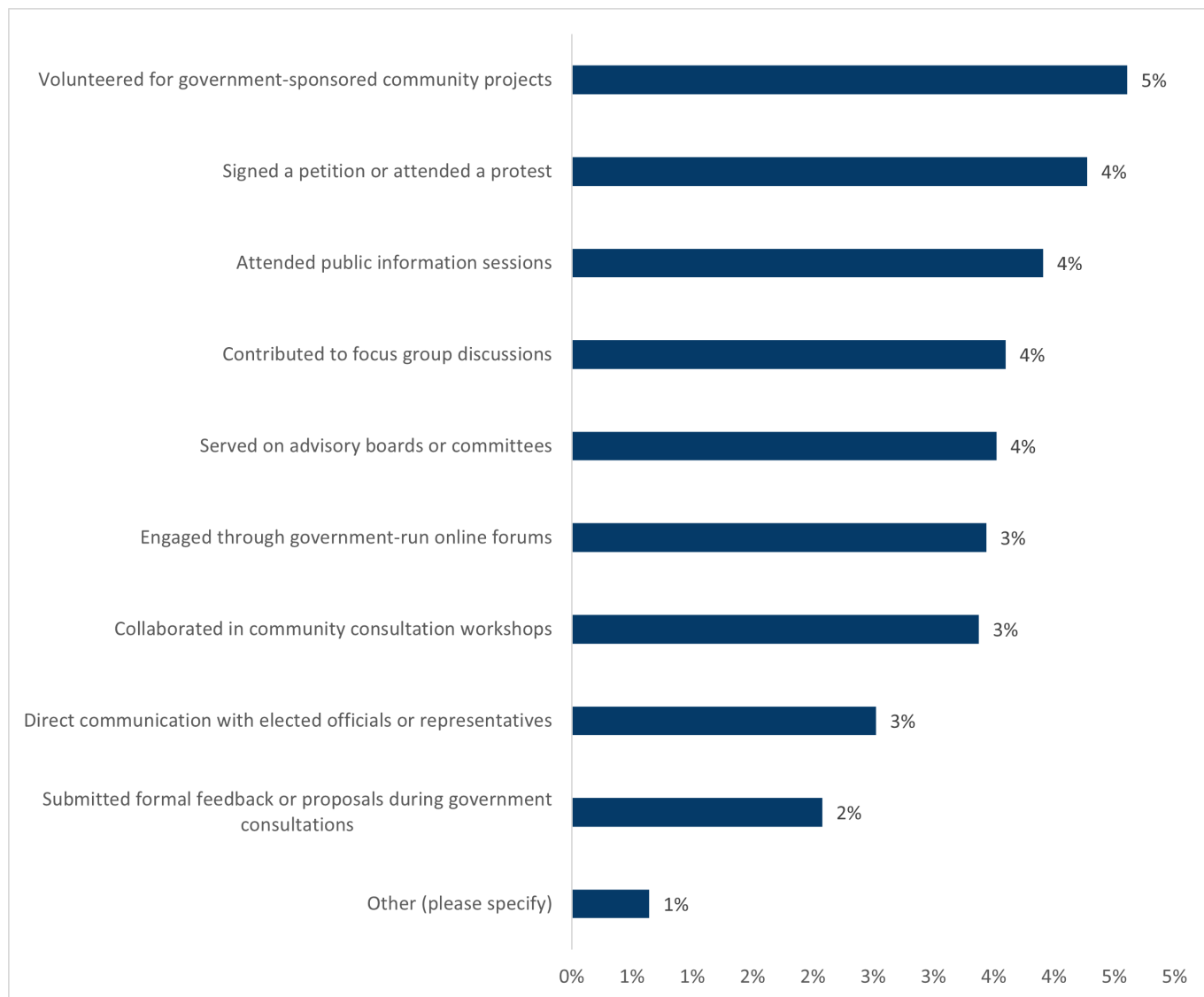
For Question 5 we asked people whether they had engaged with government on the design and / or delivery of services in the last 12 months, and if so, in what areas.

We found that 17% of respondents indicated they had engaged with the government on design and/or delivery of services in the last 12 months. This likely reflects a bias in the sample compared to the population. If this response proportion was representative of the general adult population, it would correspond with around 4-5 million adults having engaged with the government on the design of services in the last 12 months. Given the respondents to this survey are participants on an online panel which respond to surveys such as ours, they have likely completed other similar surveys in recent past, and so this likely reflects an over-estimate of the true rate of engagement.

Men were significantly more likely to have engaged with the government in the last 12 months (24% of men compared to 11% of women). People aged 18-34 were more likely to have engaged with the government on the design of services in the last 12 months (29%) than both people aged 35-64 (16%) and 65+ (3%).

In terms of engaging with government on the design and/or delivery of services in the last 12 months, 8% overall participated in public surveys or polls (44% of those who engaged) and 5% overall volunteered for government sponsored community projects (27% of those who engaged).

Figure 15: In what ways have you engaged with the government on the design and/or delivery of services in the last 12 months?



Source: Q5 “Have you engaged with the government on the design and/or delivery of services in the last 12 months? (e.g. engaging in government-run forums, submitting formal feedback during government consultation, etc.)” Base: All respondents (n=4,109) and Q5a “In what ways have you engaged with the government on the design and/or delivery of services in the last 12 months? [select all that apply]” Base: Respondents who answered “Yes” to Q5 (n= 705)

Section 2 – Segment analysis

The responses to question 2, regarding perceptions of how government services are currently being designed and delivered for communities in Australia, as well as their preferences, are able to be grouped into quadrants on scatterplots.

Part 1 – Segmenting based on perceptions of current government service design and delivery

The first segments were based on people’s responses to questions 2a1 and 2b1 of the survey. These questions asked about perceptions of the Government’s current approach to designing and delivering services for communities in Australia.

Approach

A score was assigned to responses based on where the marker was on the slider for each question. The far-left end of the slider was assigned a score of ‘0’, the far right end was assigned a score of ‘100’, and the centre was assigned a score of ‘50’. Based on their scores for both 2a1 and 2b1, people were placed into one of four groups (referred to as ‘current quadrants’). The segmenting was based on the following parameters:

- Top right current quadrant: Right side of slider for both Q2a1 and Q2b1
- Bottom right current quadrant: Right side of slider for Q2a1 and left side for Q2b1
- Top left current quadrant: Left side of slider for Q2a1 and right side for Q2b1
- Bottom left current quadrant: Left side of slider for both Q2a1 and Q2b1

Each quadrant represents a type of perspective on the current state of government design and delivery. Below is a short description of the perception each quadrant represents:

Figure 16: Current quadrant descriptions

<p>Top Left</p> <p><i>The current approach provides only essential safety needs, but still takes into account the specific needs and characteristics of different people.</i></p>	<p>Top Right</p> <p><i>The current approach offers a wide range of services that are tailored based on the specific needs and characteristics of different people.</i></p>
<p>Bottom Left</p> <p><i>The current approach provides only essential safety needs that are designed and delivered in a standardised and uniform manner across all people.</i></p>	<p>Bottom Right</p> <p><i>The current approach offers a wide range of services that are delivered in a standardised and uniform manners across all people.</i></p>

We calculated the proportion of people within each quadrant for different variables of interest (e.g. demographic, trust in others, life satisfaction).

Results

People in the bottom left quadrant tend toward a more disempowered and marginalised group of people. They report lower life satisfaction, lower trust in others, and have largely not engaged with the government. A greater share of this group are women, unemployed, earn less income, and live outside a city, compared to other groups. The inverse is true of the top right quadrant, who appear to be less disadvantaged than other groups. They have higher life satisfaction, higher trust in others and are more likely to have engaged with the government. They are also more likely to live in a city and earn a higher income.

People in the bottom right group also tend toward a more marginalised group, having higher proportions of unemployment and disability, and are more likely than to live in a regional area. Here we can establish a connection between the characteristics of people in this quadrant and the characteristics that a majority of respondents said are important for tailoring services in Q1 of the survey (e.g. 'physical and/or mental abilities', 'location/place of residence' and 'employment status'). This may help to explain why they perceive services to be widely distributed but not tailored to the specific needs of different types of people.

It is harder to get a clearer sense from the data as to the reasons for the top left and bottom right groups' stances. While they feel that the government is only providing essential safety needs, the data does not point to clues as to why they feel under-served in terms of services reaching them, such as being economically marginalised or living far away from the reach of services.

As reported in Section 1, there is a gap between intention and action when it comes to engaging with the government on the design and delivery of services in Australia. This gap is greater for the bottom left, bottom right, and top left quadrants.

Trust and satisfaction ratings:

Around half (52%) of people in the top right quadrant have trust in others compared to around a quarter (23%) of people in the bottom left quadrant. Similarly for overall life satisfaction, 65% of people in the top right quadrant are generally satisfied with life compared to 33% of people in the bottom left quadrant.

Demographic variables:

When quadrants are broken down by demographics we can see:

- A greater proportion of people in the bottom left quadrant live outside a city (39%) compared to the sample proportion (62%).
- A greater proportion of people in the bottom left quadrant (57%) and bottom right quadrant (62%) are women compared to the top right quadrant (49%) and sample proportion (52%).
- A smaller proportion of people in the top right quadrant (32%) earn an income of less than \$52,000 compared to the bottom left quadrant (39%) and sample proportion (34%).
- A greater proportion of people in the bottom left quadrant earn an income less than \$52,000 (39%) compared to the top right quadrant (32%).

Comparing answers to other questions from the module:

A greater proportion of the top right quadrant selected each characteristic as being important for Q1 compared to the other quadrants. The greatest differences were for the characteristics of 'cultural identity', 'ethnicity', and 'religion/religious beliefs'.

Greater proportions of the bottom right and bottom left quadrant selected 'social welfare' (46% and 43%) and 'health' (59% and 54%) compared to the top left and top right quadrants (39% and 39%) and (49% and 51%) respectively.

For Q3a, similar proportions of people in each quadrant want to be 'directly involved in many decisions' or 'highly and directly involved in all decisions'. However, when we observe the results for Q5, a greater proportion of people in the top right quadrant have actually engaged with the Government in the past 12 months (21%) compared to the top left quadrant (12%), bottom right quadrant (10%) and bottom left quadrant (10%). This shows a greater gap between intention and action for these groups in terms of government engagement.

For Q3, a larger proportion of people in the bottom left quadrant said they would prefer for others with characteristics like them to be 'Not directly involved in making decisions or making decisions' (19%) compared to the top right quadrant (11%). Overall, there were no large differences amongst the quadrants in terms of preferred level of involvement for themselves and others.

Part 2 – Segmenting based on *preferences* for government service design and delivery

The next segments were based on people’s responses to questions 2a2 and 2b2 of the module within the survey. These questions asked about *preference* when it comes to the government’s approach to designing and delivering services for communities in Australia.

Approach

As with the approach for the current situation quadrants, people were placed into one of four groups (referred to as ‘preferred quadrants’) based on their answers to Q2a2 and Q2b2. The segmenting was based on the following parameters:

- Top right preferred quadrant: Right side of slider for both Q2a2 and Q2b2
- Bottom right preferred quadrant: Right side of slider for Q2a2 and left side for Q2b2
- Top left preferred quadrant: Left side of slider for Q2a2 and right side for Q2b2
- Bottom preferred quadrant: Left side of slider for both Q2a2 and Q2b2

Below is a short description of the preference each quadrant represents:

Figure 17: Preferred quadrant descriptions

<p>Top Left</p> <p><i>I would prefer that the government provides only essential safety needs while still taking into account the specific needs and characteristics of different people.</i></p>	<p>Top Right</p> <p><i>I would prefer that the government offers a wide range of services that are tailored based on the specific needs and characteristics of different people.</i></p>
<p>Bottom Left</p> <p><i>I would prefer that the government provides only essential safety needs that are designed and delivered in a standardised and uniform manner across all people.</i></p>	<p>Bottom Right</p> <p><i>I would prefer that the government offers a wide range of services that are delivered in a standardised and uniform manners across all people.</i></p>

Results

The types of people in each quadrant look very different from part 1. We see what looks like a relatively large shift in people across quadrants, with proportions across the board looking more similar. This makes sense, as the questions have moved from perception of the government's approach, to preferences for the government's approach, and we could naturally hypothesise that a proportion of those who view the government's approach as being low in relation to the distribution of services and tailoring of services to different needs in part 1 would also prefer the government offers more in relation to both these dimensions. Hence, we would expect a number of people from the bottom left group to move to the top right quadrant here. Unfortunately, we are unable to track these kinds of individual shifts, but we can get a clearer picture of changes by going to part 3 and part 4 of this section, where we analysed differences between perception and preference to see the types of people whose preferences are far from their perception of what's currently occurring.

From a demographic and socioeconomic perspective, there are no large differences between the groups, although the top right group has a greater proportion of women than the bottom left (52% versus 45%), as well as people who report having a disability (19% versus 15%). The most obvious difference between the two groups is their level of trust in others, with 49% of the top right quadrant having trust compared to 30% for the bottom left quadrant.

It is harder to get a clearer sense from the data as to why the bottom right and top left groups would prefer more of only one approach (wider distribution or tailoring of services to different types of people) but not the other.

Trust and satisfaction ratings:

We found that 49% of people in the top right quadrant have trust in others compared to 30% of people in the bottom left quadrant. Similar results were found for overall life satisfaction, with 61% of people in the top right quadrant saying they are generally satisfied with life compared to 45% of people in the bottom left quadrant.

Demographic variables:

Overall, we see smaller differences between the quadrant proportions for the demographic variables when compared to the current quadrants. Notable exceptions include a switching of the majority gender for the bottom left quadrant, which is 55% male for the bottom left quadrant compared to 43% male in the bottom left 'current quadrant'.

Comparing answers to other questions from the module:

For Q1, smaller proportions of the bottom left quadrant (people who prefer that the government provides only essential safety needs that are delivered in a standardised and uniform manner) selected each characteristic as important compared to people that prefer that the government provides a wide range of services (top right quadrant). The biggest differences were observed for the characteristics 'Gender', 'Employment status', 'Cultural identity', and 'Ethnicity'.

For Q3, a greater proportion of people in the top right quadrant said they would prefer for others with characteristics like themselves to be 'Directly involved in many decisions' (22%) compared to the bottom left quadrant (12%), whereas a greater proportion of people in the bottom left quadrant said that they would rather be 'Not directly involved in providing feedback or making decisions' (21%) compared to the top right quadrant (12%).

At least half of each quadrant would like to be personally directly involved in shaping the design of government services (Q3a), yet when asked if they've engaged with the government in the past year (Q5), a much smaller proportion indicated that they have actually done so. This is consistent across the segment analysis and indicates a potential behaviour-action gap in government service engagement that may be the result of barriers preventing Australians from turning motivation into engagement, such as a lack of awareness of opportunities, or a lack of the opportunities themselves.

For Q4, a greater proportion of people in the top right quadrant said they would prefer to be involved in the area of 'social welfare' (44%) compared to the bottom left and bottom right quadrants (32% and 31%). Overall, the top right quadrant tended to have greater proportions selecting each area as important compared to the others, except for 'employment', which was selected by the bottom left quadrant in similar proportions to the other quadrants, and more than the top right quadrant (35% versus 29%). So even for people who prefer a government approach to services that's more standardised and only essential in nature, 'employment' is still an area of interest.

For Q5, the top right quadrant had the greatest proportion of people who engaged with the government in the past 12 months (19%), while the top left quadrant had the smallest (10%). This shows that even for those who prefer for the government to have an approach that is designed for the specific needs of different people, it doesn't mean they are more likely to have engaged with the government in the design and delivery of services recently.

Part 3 – Segmenting based on gap between perception and preference – breadth of services

People were next segmented into three groups based on the difference between their responses to questions 2a1 and 2a2 of the survey. It shows the difference between how widely available people would prefer current services to be compared to how widely available they currently see those services to be.

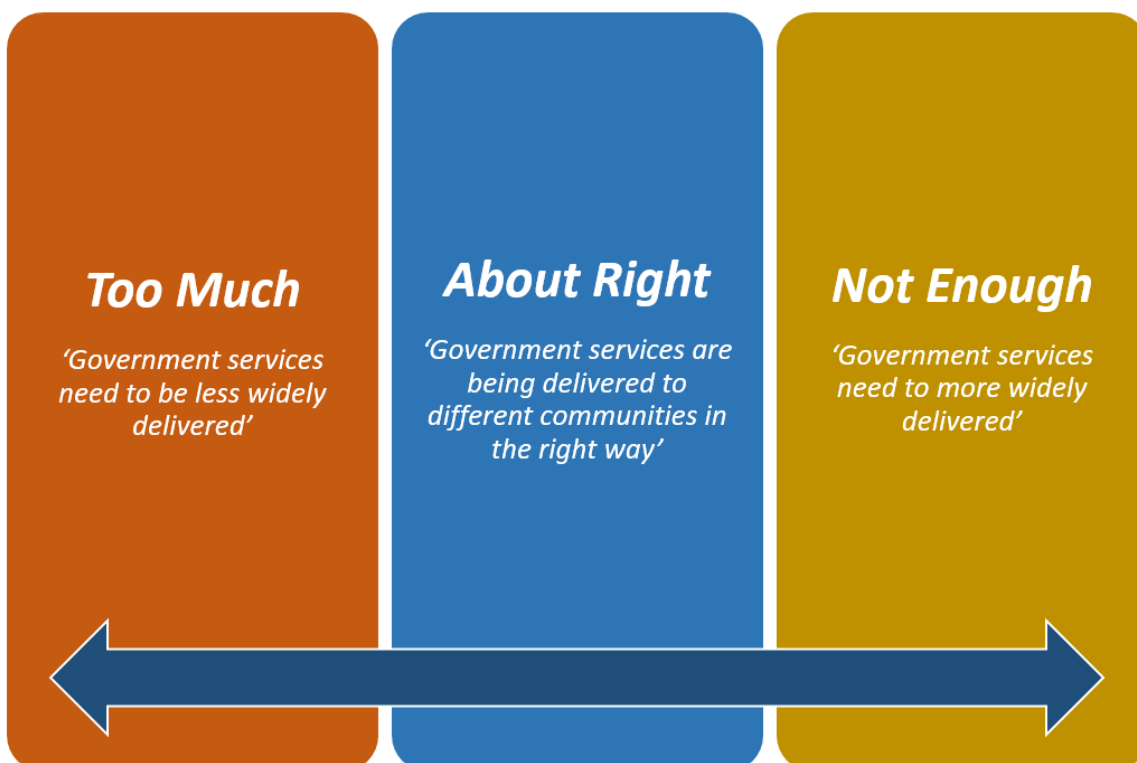
Approach

Group 1 - 'Too much': People were placed in this group if the difference between their preference and perception of current state was between -11 and -100. This means they would prefer for government services to be less widely distributed.

Group 2 - 'About right': People were placed in this group if the difference between their preference and perception of current state was between -10 and 10. This means that there wasn't a large difference between their perception of the current state and their preference.

Group 3 - 'Not enough': People were placed in this group if the difference between their preference and perception of current state was between 11 and 100. This means that they would prefer for government services to be more widely distributed.

Figure 18: Preference groups – width of government service delivery



Results

When comparing the demographics and responses of the three distinct groups, we can see that the results of the 'Not enough' group would suggest a group of people that tend to be more disempowered and marginalised. People in this group report lower general life satisfaction, lower trust in others, and have also engaged with the government in the shaping of services only half as much as the other two groups. A greater share of this group are women, unemployed, have a disability, and live outside a city, compared to other groups.

The 'Too much' and 'About right' groups share more in common, especially when it comes to socioeconomic factors such as employment and income. The 'Too much' group has lower trust in others than the 'About right' group, as their slider responses indicates that they are less satisfied with the government's current approach. A potential clue as to why they share a lot of similarities from a demographic and socioeconomic perspective yet have different responses, could be differences in age group makeup. The 'Too much' group has a higher proportion of people age 18-34 and a lower proportion of people age 35-64 than the 'About right' group. This suggests that younger people, who make up a greater proportion of this group, are more likely to feel like they don't need all the services being provided by the government, or that those services aren't as relevant to them.

Trust and satisfaction ratings:

Of people who believe that services should be more widely distributed ('Not enough' group), 47% are generally satisfied with life, compared to 62% of people in the 'About right' group and 61% of people in the 'Too much' group. About 49% of the 'About right' group has trust in others compared to 37% of the 'Not enough' group and 43% of the 'Too much' group.

Demographic variables:

Women make up the majority of the 'Not enough' group (64%), whereas more men are in the 'About right' group (53%). The 'Too much' group has a greater proportion of people aged 18-34 (36%) compared to 'About right' and 'Not enough' (29%), and a smaller proportion of those aged 35-64 (42%) compared to 'About right' and 'Not enough' (50% and 49%).

Unemployed people make up 23% of 'Not enough' compared to 17% of 'About right' and 'Too much', and people with a disability make up 22% of 'Not enough' versus 17% of 'About right' and 16% of 'Too much'.

Comparing answers to other questions from the module:

The 'Too much' group has smaller proportions of people saying that the characteristics in Q1 are important compared to 'About right' and 'Not enough'. There is also a greater variation in the 'Not enough' group's responses; while 70% of 'Not enough' said that 'Physical and/or mental abilities' is important, only 33% said 'Religion/religious beliefs' is important.

Overall, there is a smaller proportion of people wanting to be personally directly involved in shaping services compared to people they consider to be like them, similar to the overall results. For both Q3 and Q3a there is a greater proportion of the 'Too much' group preferring to not be involved at all in the design of government services compared to 'About right' and 'Not enough'. A greater proportion from this group would prefer to be personally 'Not directly involved in providing feedback or making decisions' (17%) compared to 12% of the 'Not enough group'.

For Q4, we see some large differences in groups in the areas that they say they would like to be involved in when designing government services, particularly in the 'Not enough' group. For this group, 45% would like to be

involved in services for 'Crisis and hardships' compared to 34% of 'About right' and 29% of 'Too much'. There were similar differences for 'Health', 'Housing' and 'Social welfare'.

For Q5 a smaller proportion of people in 'Not enough' indicated they engaged in government service design in the past year (10%) compared to 'About right' (19%) and 'Too much' (20%).

Part 4 – Segmenting based on gap between perception and preference – tailoring of services

People were then segmented into three groups based on the difference between their responses to questions 2b1 and 2b2 of the survey. It shows the difference between how people would prefer current services to be and how they currently see those services to be in terms of *how tailored to different types of people* these services are/should be.

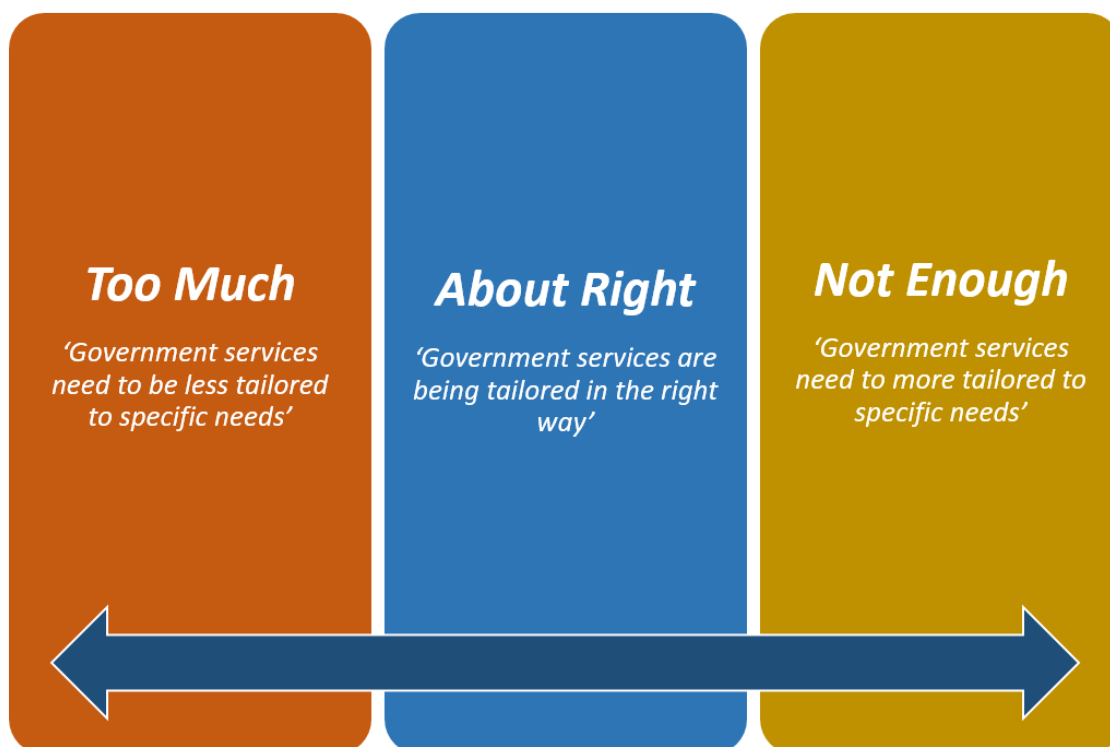
Approach

Group 1 - 'Too much': Respondents were placed in this group if the difference between their preference and perception of current state was between -11 and -100. This means they would prefer for government services to be *less tailored* to the needs of different people.

Group 2 - 'About right': Respondents were placed in this group if the difference between their preference and perception of current state was between -10 and 10. This means that there wasn't a large difference between their perception of the current state and their preference.

Group 3 - 'Too much': Respondents were placed in this group if the difference between their preference and perception of current state was between 11 and 100. This means that they would prefer for government services to be *more tailored* to the needs of different people.

Figure 19: Preference groups – tailoring of government service delivery



Results

In our analysis we see more similarities between the three groups than in part 3, although the 'Not enough' group still tends towards a more disempowered and marginalised group of people. Overall, we don't see a clear pattern of differences between these groups beyond perceptions and preferences related to the dimensions of the slider questions. The inference here is that the public may not necessarily be able to distinguish between the concepts of wider distribution of services and more tailored services in a particularly meaningful way, or the data isn't clear enough to show in a meaningful way what these differences are.

Trust and satisfaction ratings:

We found that 60% of 'About right' are generally satisfied with life compared to 52% of 'Not enough' and 54% of 'Too much'. Around 47% of 'About right' have trust in others compared to 42% of 'Too much' and 39% of 'Not enough'.

'Demographic variables:

Women make up the majority of the 'Not enough' group (57%). A greater proportion of people age 65+ are in 'About right' than 'Too much' and 'Not enough' (24% compared to 18%) and people aged 18-34 make up less of that group, than the other groups (27% in 'About Right' compared to 34% in 'Not enough' and 35% in 'Too much').

Comparing answers to other questions from the module:

For Q1 we see some narrowing of the differences in proportions between groups, although a greater proportion of 'Not enough' sees 'cultural identity' and 'physical and/or mental abilities as important than 'Not enough' (55% versus 49% and 76% versus 71% respectively).

Again, for all groups we see smaller proportions of people wanting to be personally directly involved in shaping services (as seen in Q3a) compared to people they consider to be like them (Q3).

For Q4, we see smaller differences between the 'Not enough' group and the other two groups for which things they would like to be involved in for the design of services compared to part 3. This might indicate that those who believe services are not being distributed widely enough are more eager to be involved in the design of certain services than people who believe services are not being tailored enough. The biggest difference is in 'health', with 57% of people in 'Not enough' selecting this area compared to 46% of 'Too much'.

For Q5 a smaller proportion of people in 'Not enough' indicated they engaged in government service design in the past year (14%) compared to 'About right' and 'Too much' (18%).

Appendix A

Recruitment, sample and weighting

All participants were recruited via the online research panel provider Dynata. This is an established online panel consisting of people who answer surveys in exchange for minor rewards (e.g. gift cards, airline miles). This is a non-probability based sample.

The sample comprised 4,019 adult Australians. Of the total sample 3,611 were nationally representative based on quotas for age, gender and location. There were 498 people in demographic groups who were oversampled to allow direct comparisons. Groups that were oversampled were First Nations' peoples, culturally and linguistically diverse (CALD) people, unemployed people, people with a disability, people from outer regional areas, and people from the Northern Territory, Tasmania and the Australian Capital Territory. Weighting was applied using the raking method to approximate a nationally representative sample.

A sample limitation of the survey relates to the representativeness of First Nations people who have taken the survey. The First Nations respondents to this survey have higher socio-economic characteristics than is representative of the population.

Data Tabulations

All data tabulations were made using analysis software Q, and R statistical analysis software and can be found in the attached excel documents.