



Insight for
Business & Government

Lane Cove Council Minimum Rates Variation Survey

Prepared for



by

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EXECUTIVE SUMMARY

This report presents the results of the Lane Cove Council minimum rate variation survey, 2014. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought to gauge community support for the proposal of lifting the minimum rates for apartments and units only, to 7% per annum for the next 5 years.

The key finding of the survey was that two thirds of all residents (64.8%) supported the increase to the minimum rate for apartments and units only, for the next 5 years.

1 INTRODUCTION

1.1 BACKGROUND

IRIS Research was commissioned by Lane Cove Council to undertake a survey of residents within the Lane Cove Local Government Area. The survey aimed to canvass the community on the proposal of lifting the minimum rates for apartments and units only, to 7% per annum for the next five years.

1.2 RESEARCH OBJECTIVES

The main objectives of this survey were;

- Assess the level of support for a minimum rate variation. The minimum rate variation has been proposed in order to ensure equity in the level of rates being paid.

1.3 RESEARCH METHODOLOGY

The survey was conducted following an information package being mailed out to all resident rate payers explaining Council's proposal of an application for a minimum rates variation. The questionnaire was only administered to those residents that were familiar with the minimum rate variation proposals and the reasons why Council is seeking the variation.

The questionnaire was administered using IRIS's CATI facility. CATI facilitates strategies to combat non response using time shifted retries for non contacts and a callback facility for the convenience of respondents. Adult decision makers were randomly selected across the local

government area in proportion to population densities ensuring a geographic spread.

The data in this report was weighted to reflect the number of residential rate payers on minimum and ad valorem rates in 2013/2014.

Table 1.1: Ad Valorem versus Minimum rate

	Residential	
On Minimum Rate	5,966	46.43%
On Ad Valorem Rate	6,884	53.57%
TOTAL Number of rate payers	12,850	100%

1.4 SURVEY RESPONSE

Interviews were conducted on the 18th to the 19th February 2014 between 4.00 and 8.30 p.m.

A final sample of 501 adult decision makers was achieved. The maximum error on proportion for the total sample is +/- 4.4%.



SURVEY RESULTS

2 Council rates

Question: *Do you or your family pay Council rates or do you leave this to the landlord if you rent?*

Table 2-1 Council rates (n=501)

	*Pay Council rates ourselves	*Landlord pays Council rates
Total	91.0%	9.0%
Dwelling type		
Single dwelling	95.6%	4.4%
Multi dwelling	83.0%	17.0%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area

3 Dwelling type

Question: *Is your dwelling a single house or part of a multi-dwelling structure (e.g. flats, units, town house)?*

Table 3-1 Dwelling type (n=501)

	*Single dwelling	*Multi dwelling
Total	53.5%	46.5%
Age		
18-29	75.0%	25.0%
30-49	52.8%	47.2%
50-64	65.0%	35.0%
65+	45.6%	54.4%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area

4 Suburb

Question: *What suburb do you live in?*

Table 3-1 Suburb (n=501)

	*Single Dwelling (n=268)	*Multi Dwelling (n=234)	*Total (n=502)
Greenwich	20.9%	16.2%	18.7%
Lane Cove	30.6%	64.5%	46.4%
Linley Point	1.1%	0.0%	0.6%
Longueville	12.3%	1.3%	7.2%
Lane Cove North	4.9%	11.1%	7.8%
Northwood	2.6%	0.4%	1.6%
Osborne Park	0.7%	0.0%	0.4%
Riverview	17.9%	1.3%	10.2%
Lane Cove West	9.0%	5.1%	7.2%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area

5 Support for minimum residential rate

Question: *Do you support Council's proposal to increase the minimum residential rate?*

Table 5-1 Do you support the increase

	*Single dwelling (n=268)	*Multi dwelling (n=234)	*Total (n=502)	Unweighted Total (n=502)
Yes – I Support the increase to the minimum rate	92.9%	32.3%	64.8%	70.9%
No – I do not support the increase	7.1%	67.7%	35.2%	29.1%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area

Question: *What are your main reasons for not supporting the proposal?*

Table 5-2 Main reason for not supporting

	*Single dwelling (n=22)	*Multi dwelling (n=157)	*Total (n=179)
Multi dwellers are on one parcel of land	13.3%	20.4%	19.6%
We pay enough	4.5%	15.3%	14.0%
Cannot afford to pay	4.5%	14.0%	12.8%
Too much of an increase	13.6%	12.7%	12.8%
Those in houses have more money / take from poor give to rich	4.5%	6.4%	6.1%
Don't use as many services as those in houses / no value for money	4.5%	5.1%	5.0%
Need more information	13.6%	3.8%	5.0%
Council does not do enough to warrant the increase	4.5%	3.8%	3.9%
Rent will go up	0.0%	2.5%	2.2%
Multi dwellers get the same benefits as single dwellers	0.0%	1.9%	1.7%
Too many units being built	4.5%	0.6%	1.1%
Can't say	9.1%	2.5%	3.4%
Other	22.7%	10.8%	12.3%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area



Question: *Can you identify any circumstances where you would support the proposal?*

Table 5-3 Any circumstances where you would support the proposal?

	*Single dwelling (n=22)	*Multi dwelling (n=157)	Total (n=179)
No	65.0%	73.4%	72.5%
Smaller increase	15.0%	9.5%	10.1%
Would need to see a report on how Council will spend the money	5.0%	5.1%	5.1%
If it was more equitable	5.0%	3.2%	3.4%
Need more information on the rise	5.0%	2.5%	2.8%
If I could see less wastage with Council resources	0.0%	1.9%	1.7%
If other costs were not so high e.g. strata, business rant	0.0%	1.9%	1.7%
If I was a home owner	0.0%	0.6%	0.6%
Based on property valuation	5.0%	0.0%	0.6%
Other	0.0%	1.9%	1.7%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area



Question: *What is your main reason for supporting the proposal?*

Table 5-3 Main reason for supporting the proposal

	*Single dwelling (n=249)	*Multi dwelling (n=76)	Total (n=325)
Fairer system	84.3%	82.9%	84.0%
My rates will be cheaper	14.1%	5.3%	12.0%
Other	1.6%	11.8%	4.0%

*Data weighted to reflect the ratio of Multi dwellings to single dwellings in the area