

CITY OF ADELAIDE

2019 CITY USER PROFILE

TOPLINE REPORT

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To conduct the 2019 City User Profile for the City of Adelaide to obtain the latest 'snapshot' of the people that frequent the city on any given day.



Market research has been conducted in accordance with ISO 202520.



Data was collected using CAPI (tablets) across the City (in high pedestrian areas, including parklands) during weekdays and weekends (day and evening).



An intercept survey of 2,005 respondents was conducted between 10th May and 31st May 2019.

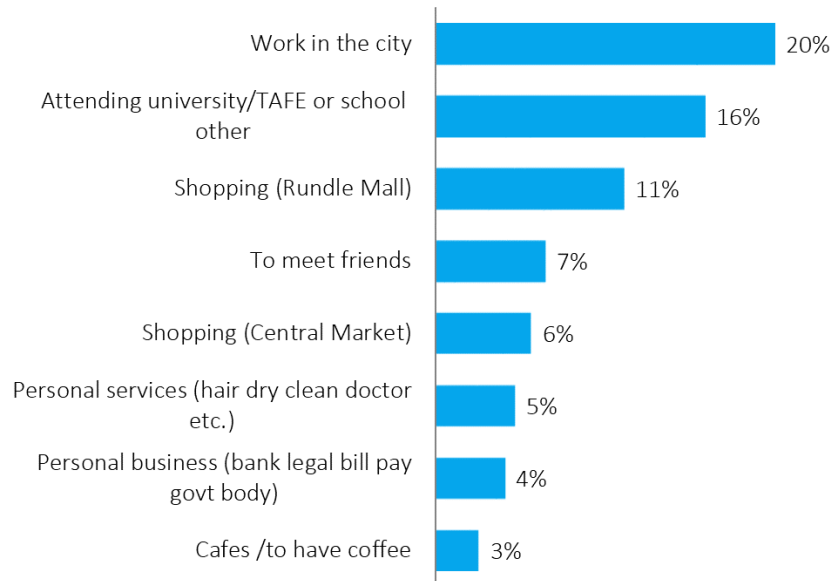
TOPLINE SUMMARY

TOPLINE SUMMARY



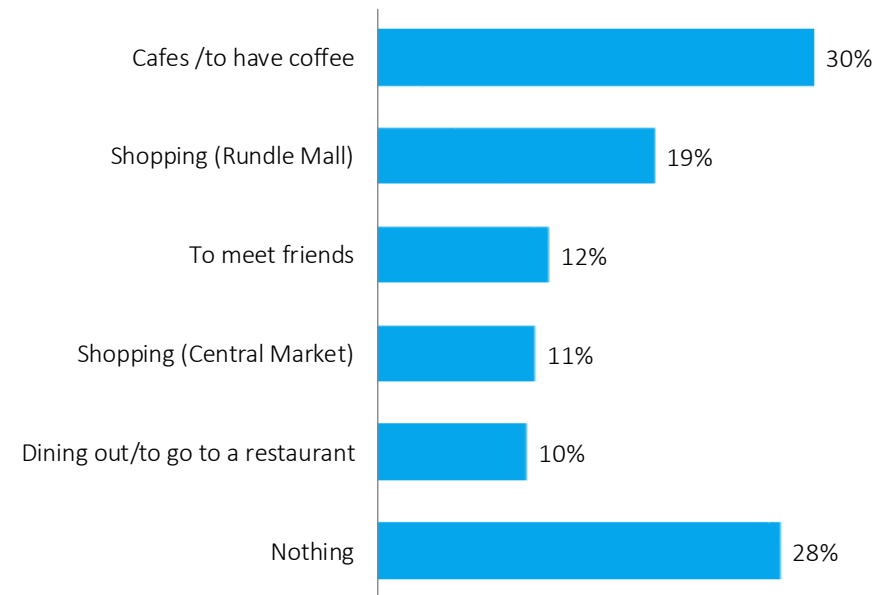
Working in the city (20%) and attending university / TAFE or school (16%) were the main reasons mentioned when respondents were asked why they were in the city on the day of the survey.

TOP RESPONSES



Almost one third (30%) of city users indicated they had or would go to a café / or to have coffee. A further three in ten (28%) stated they would not be doing anything else while in the city.

TOP RESPONSES

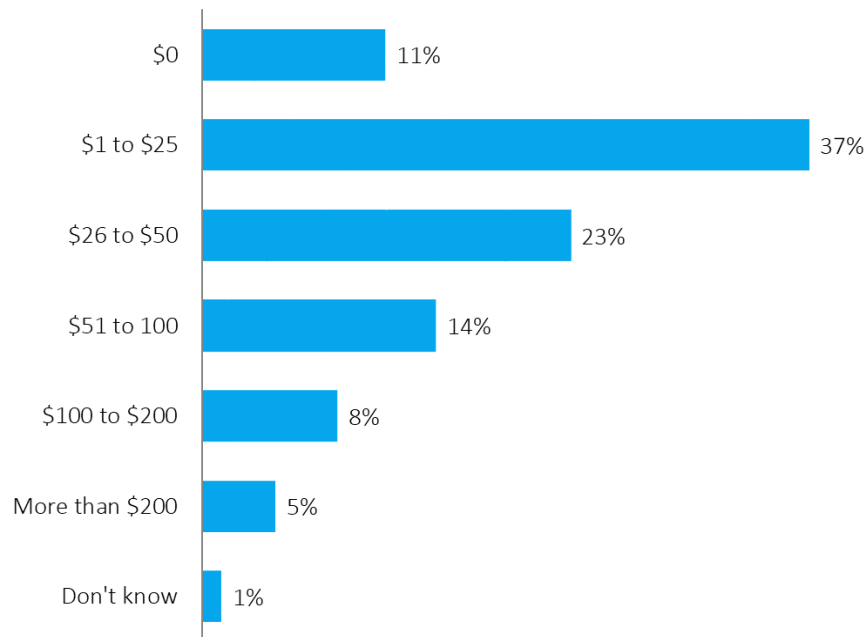


TOPLINE SUMMARY (CONT.)

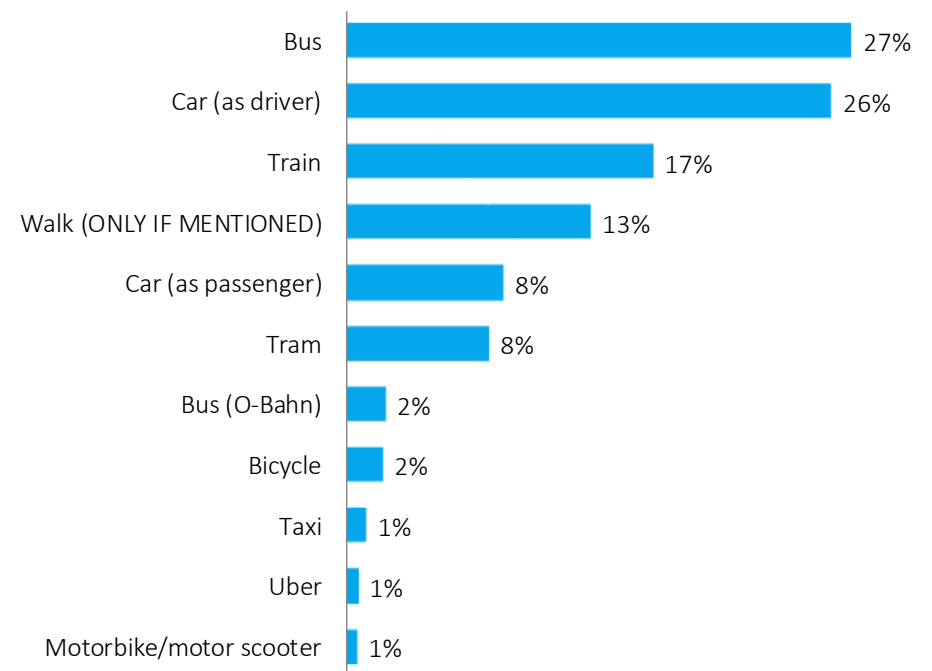


On average, respondents indicated they spent or will spend \$65.10 in the city today.

More than one third of city users mentioned they have or would spend between \$1 and \$25 (37%).



Bus (27%) and car (as the driver) (26%) were the top responses when city users were asked how they travelled to the city today.



TOPLINE SUMMARY (CONT.)



Shopping in the city at least once a year (51%) and visiting the city for leisure or entertainment at least once a year (49%) were identified by respondents as reasons for visiting the city at any time.



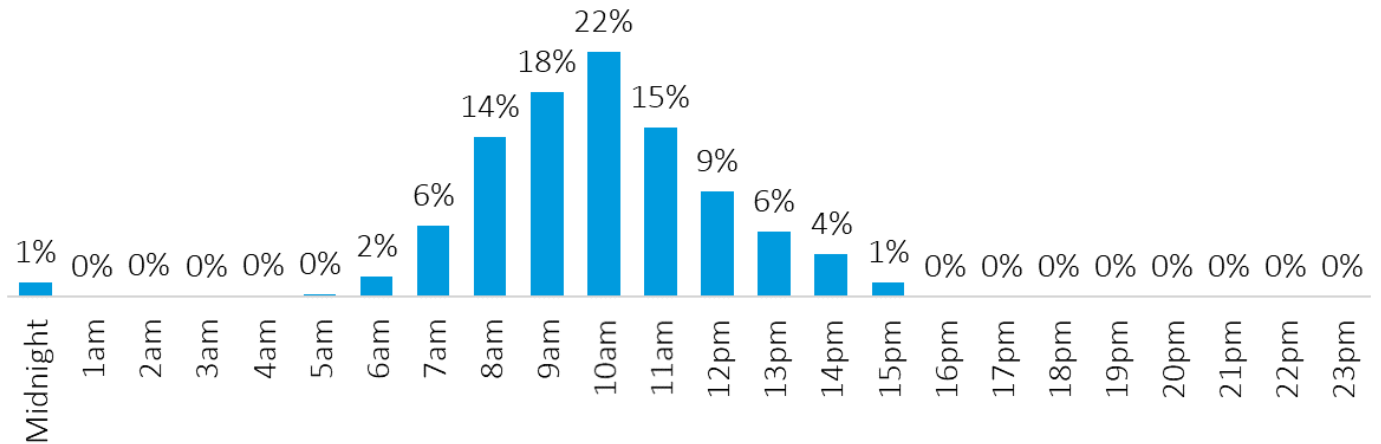
TOPLINE SUMMARY (CONT.)



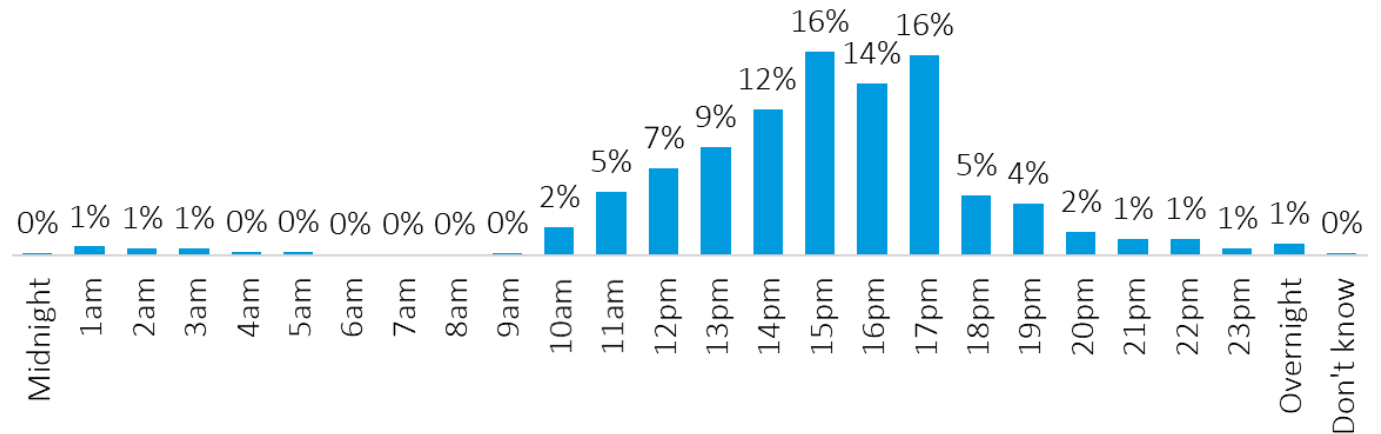
Most city users arrived in the city between 8am and 12pm, with 22% indicating they arrived at 10am.

While, many city users expected to leave the city between 14pm and 17pm. This peaked at 15pm and 17pm (16% respectively).

TIME ARRIVED IN THE CITY



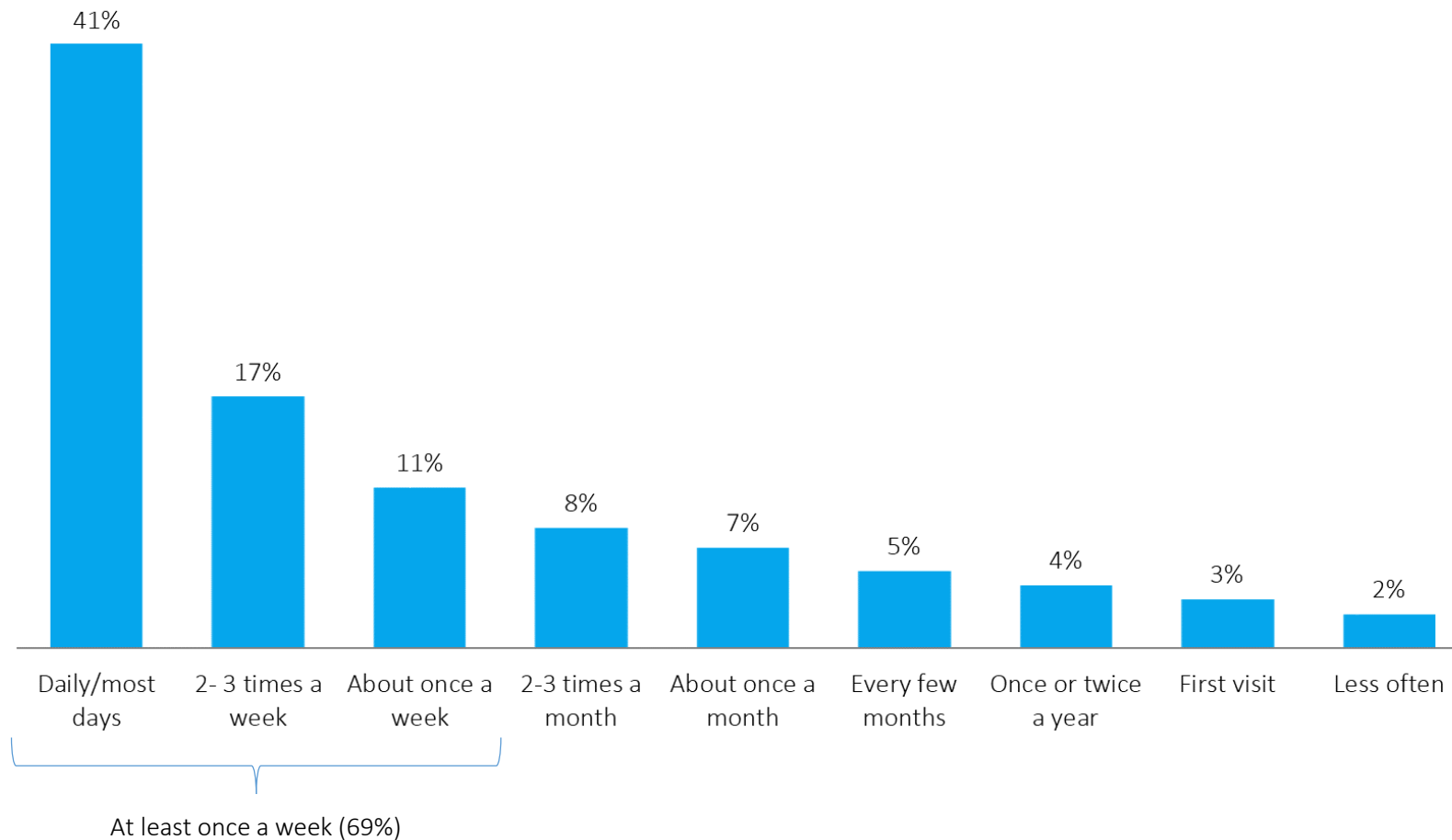
TIME DEPARTED FROM THE CITY



TOPLINE SUMMARY (CONT.)



Seven in ten (69%) city users stated they come to the city at least once a week, with 41% indicating they venture to the city daily or most days.



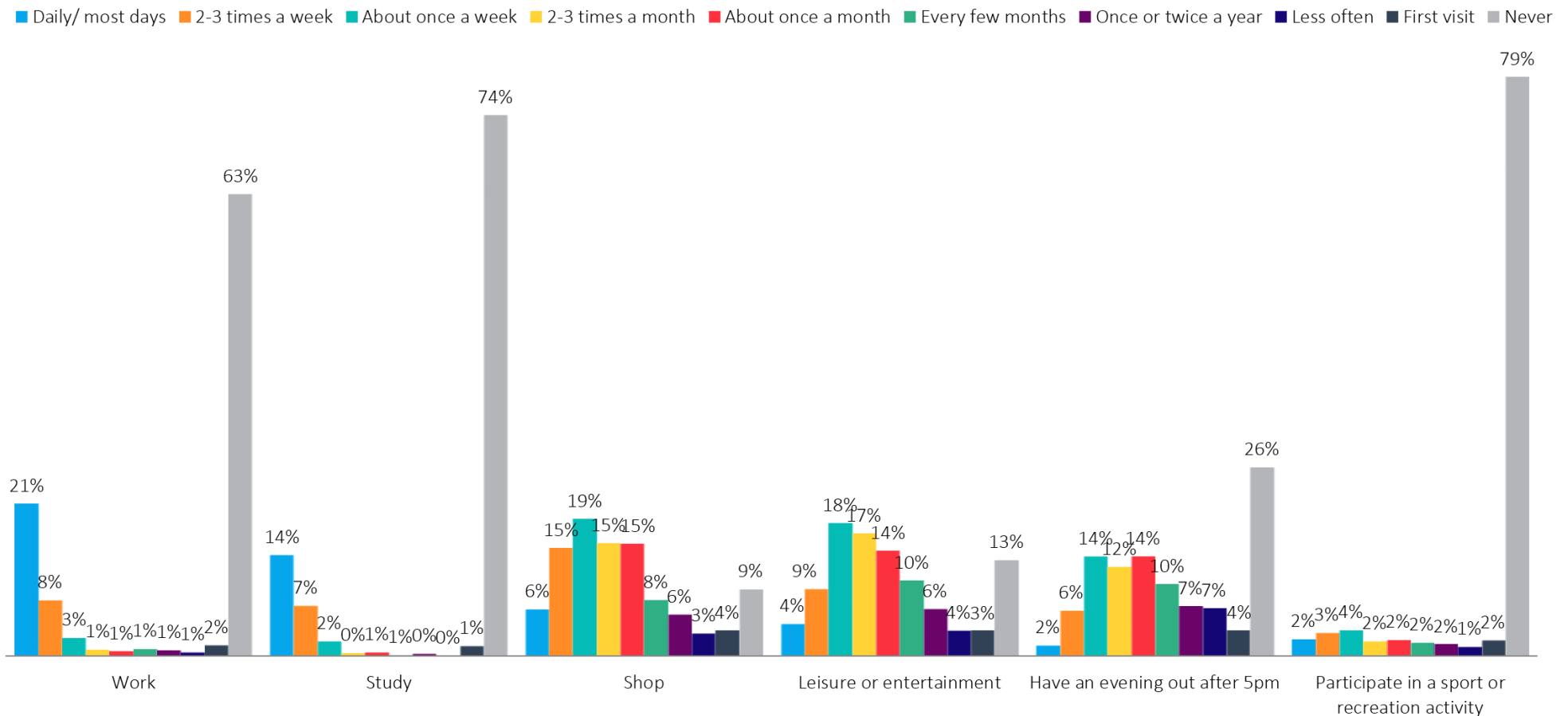
TOPLINE SUMMARY (CONT.)



More than one in five (21%) of those surveyed indicated they work in the city daily or most days, while 14% study in the city daily or most days.

However, high proportions of respondents indicated they never do the following in the city:

- Participate in a sport or recreation (79%),
- Study (74%), and
- Work (63%).



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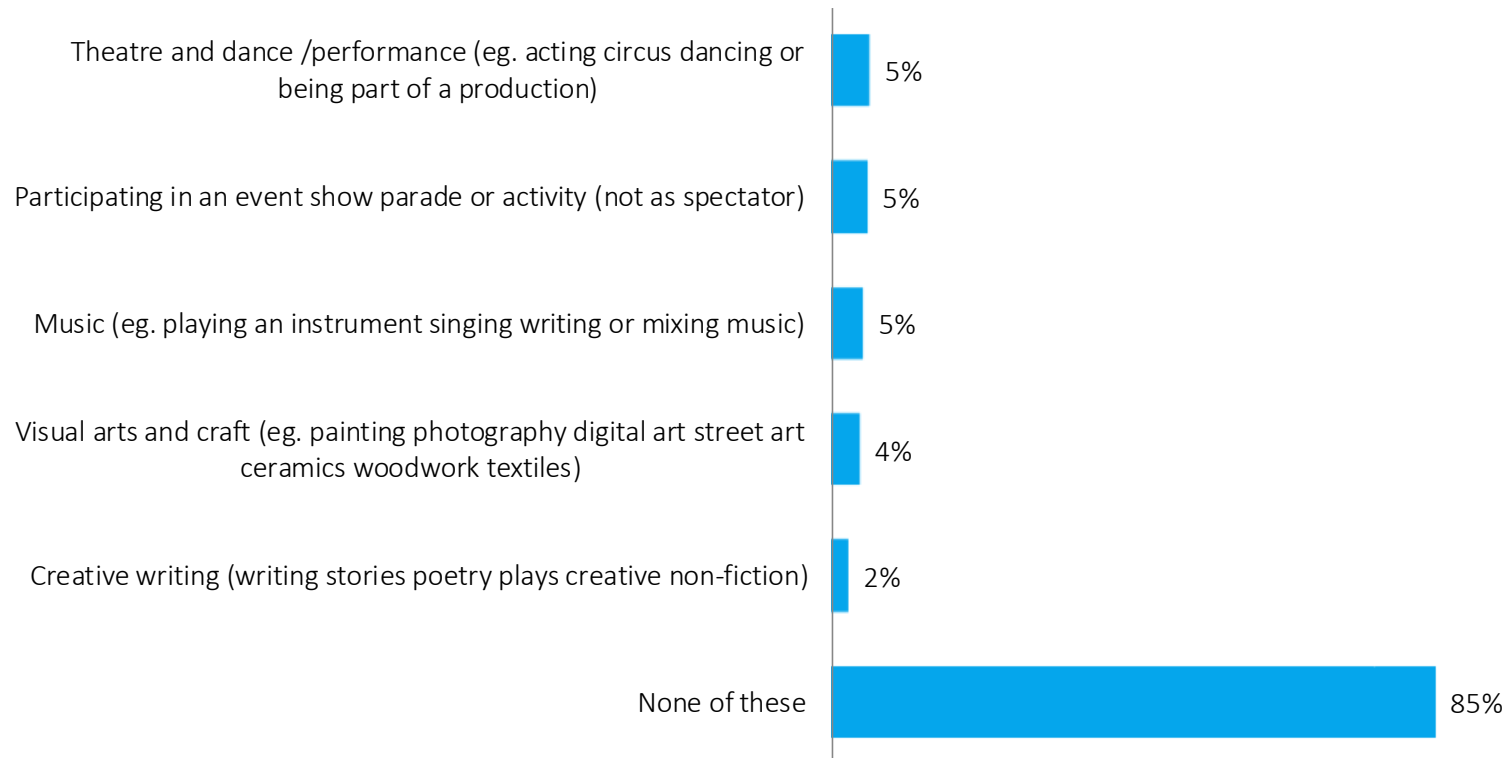
10

TOPLINE SUMMARY (CONT.)



Participation in activities in the city was low, with 85% stating they haven't participated in any within the last 12 months.

Almost one in twenty (5%) participated in theatre and dance / performance.

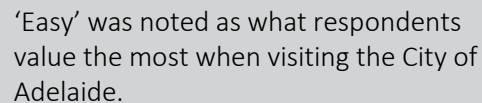


TOPLINE SUMMARY (CONT.)

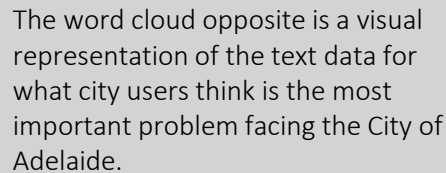


High levels of agreement were recorded when respondents were asked to rate their level of agreement with a variety of statements.

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%</div> <div>16%</div> <div>28%</div> <div>18%</div> <div>22%</div>			8.0	The City has great places for people to enjoy events activities art and culture
Total satisfied: 84%		Total neutral: 15%		Total dissatisfied: 1%
More than four in five (84%) city users agreed with this statement, recording a high level of agreement score of 8.0.				
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%</div> <div>8%</div> <div>18%</div> <div>25%</div> <div>17%</div> <div>20%</div>			7.8	Adelaide is a welcoming and dynamic city full of rich and diverse experiences
Total satisfied: 80%		Total neutral: 18%		Total dissatisfied: 2%
Four in five (80%) city users agreed with this statement, recording a high level of agreement score of 7.8.				
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%</div> <div>9%</div> <div>17%</div> <div>27%</div> <div>16%</div> <div>19%</div>			7.7	I am satisfied with the diversity and the quality of events and activities in the City
Total satisfied: 79%		Total neutral: 19%		Total dissatisfied: 2%
Approximately four in five (79%) city users agreed with this statement, recording a high level of agreement score of 7.7.				



Note: Expanded responses are contained within the raw data file.

[illegible]

Note: Expanded responses are contained within the raw data file.

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When city users were asked how they felt about these changes, three quarters (75%) stated they were positive (Very positive: 50% : Somewhat positive: 25%).

Sentiment	Percentage
Very Positive	50%
Somewhat Positive	25%
Neutral	11%
Somewhat negative	7%
Very negative	7%



Note: Expanded responses are contained within the raw data file.

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When city users were asked how they felt about these changes, just over three quarters (76%) stated they were positive (Very positive: 49% : Somewhat positive: 27%).

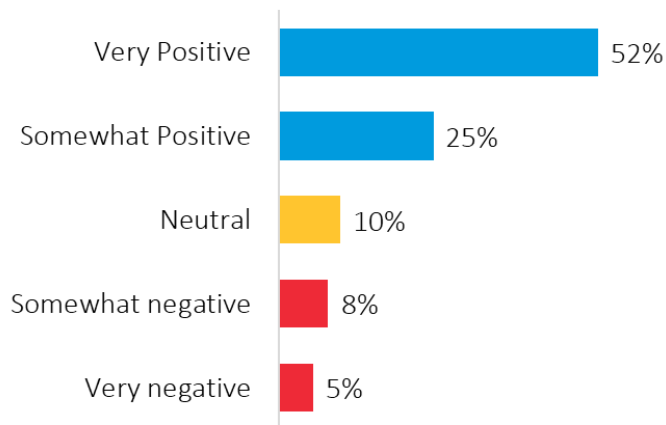
Sentiment	Percentage
Very Positive	49%
Somewhat Positive	27%
Neutral	11%
Somewhat negative	6%
Very negative	7%



Note: Expanded responses are contained within the raw data file.

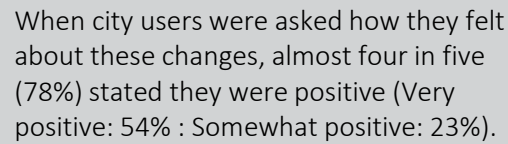
When city users were asked how they felt about these changes, more than three quarters (77%) stated they were positive (Very positive: 52% : Somewhat positive: 25%).

HOW CITY USERS FEEL ABOUT THE CHANGES



The importance of each word is shown with font size. The larger the word in the visual the more frequently the word was mentioned by respondents.

Note: Expanded responses are contained within the raw data file.



Sentiment	Percentage
Very Positive	54%
Somewhat Positive	23%
Neutral	9%
Somewhat negative	7%
Very negative	7%



Note: Expanded responses are contained within the raw data file.

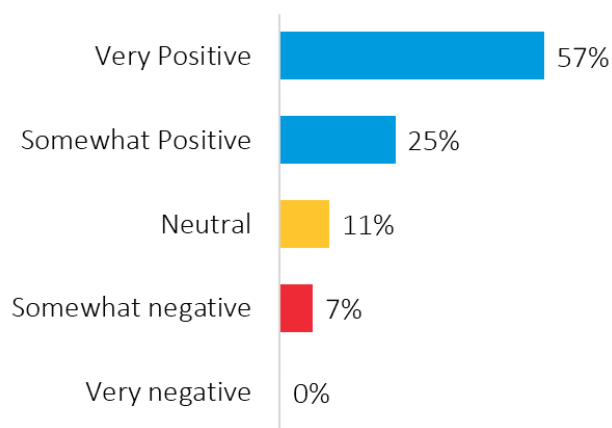
TOPLINE SUMMARY (CONT.)



The word cloud opposite is a visual representation of the text data for the fifth change noticed by respondents in the last three years within the City of Adelaide.

When city users were asked how they felt about these changes, more than four in five (82%) stated they were positive (Very positive: 57% : Somewhat positive: 25%).

HOW CITY USERS FEEL ABOUT THE CHANGES



The importance of each word is shown with font size. The larger the word in the visual the more frequently the word was mentioned by respondents.

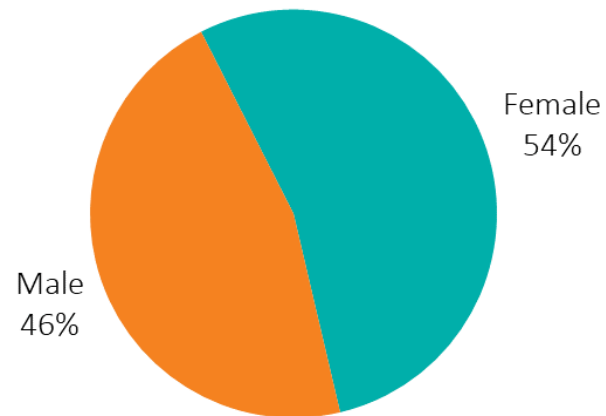
Note: Expanded responses are contained within the raw data file.

APPENDIX 1: RESPONDENT PROFILE

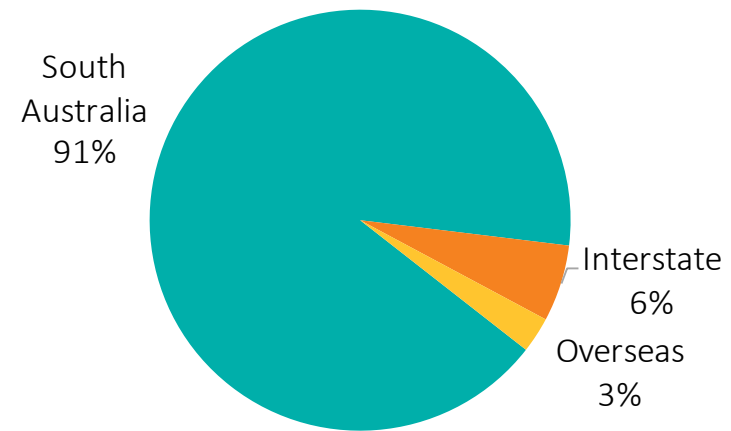


RESPONDENT PROFILE

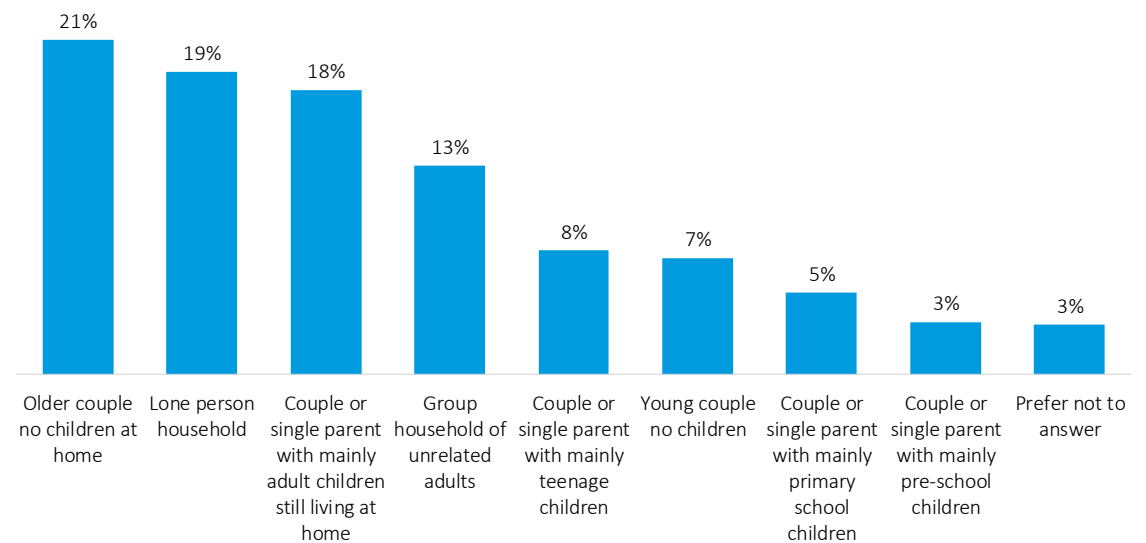
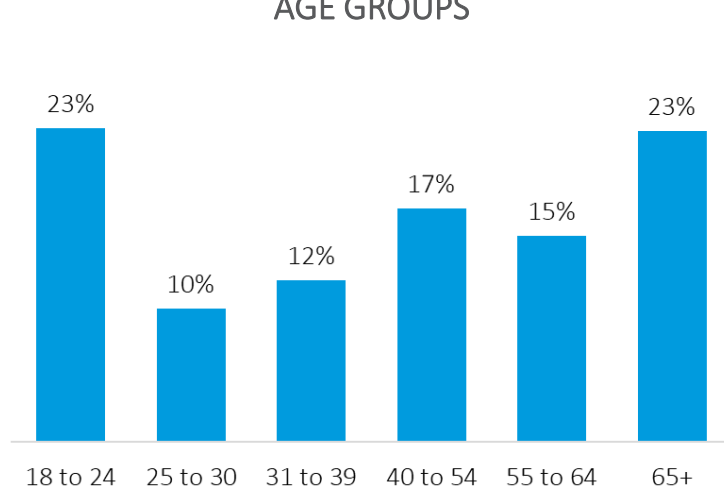
GENDER



LOCATION

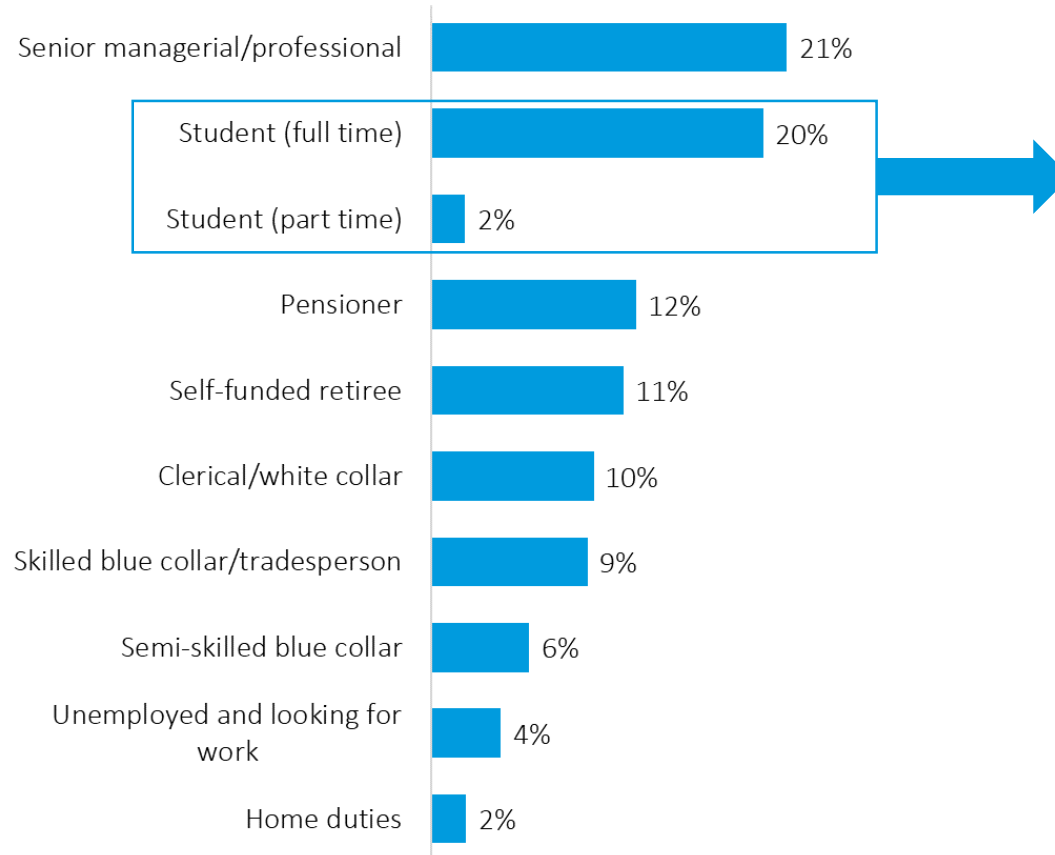


AGE GROUPS

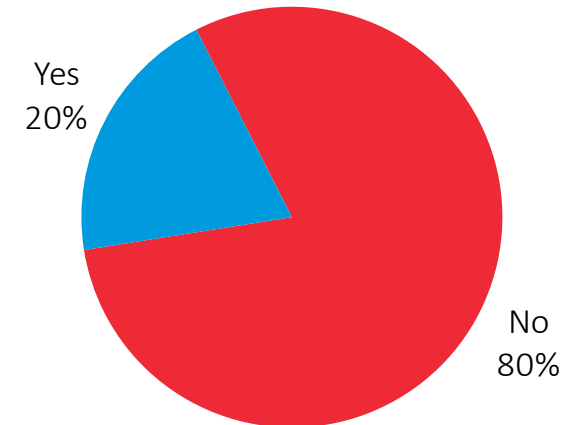


RESPONDENT PROFILE (CONT.)

EMPLOYMENT

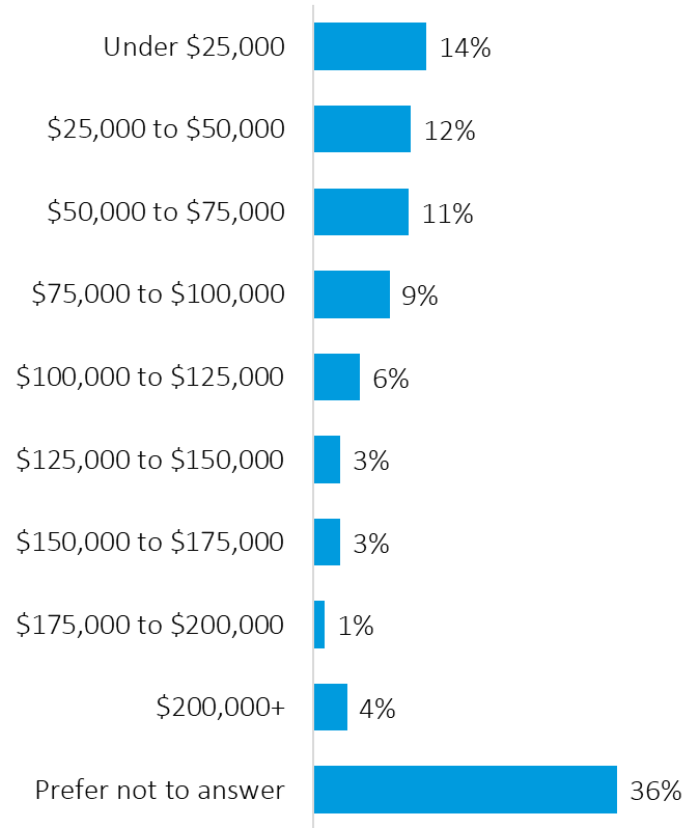


INTERNATIONAL STUDENT

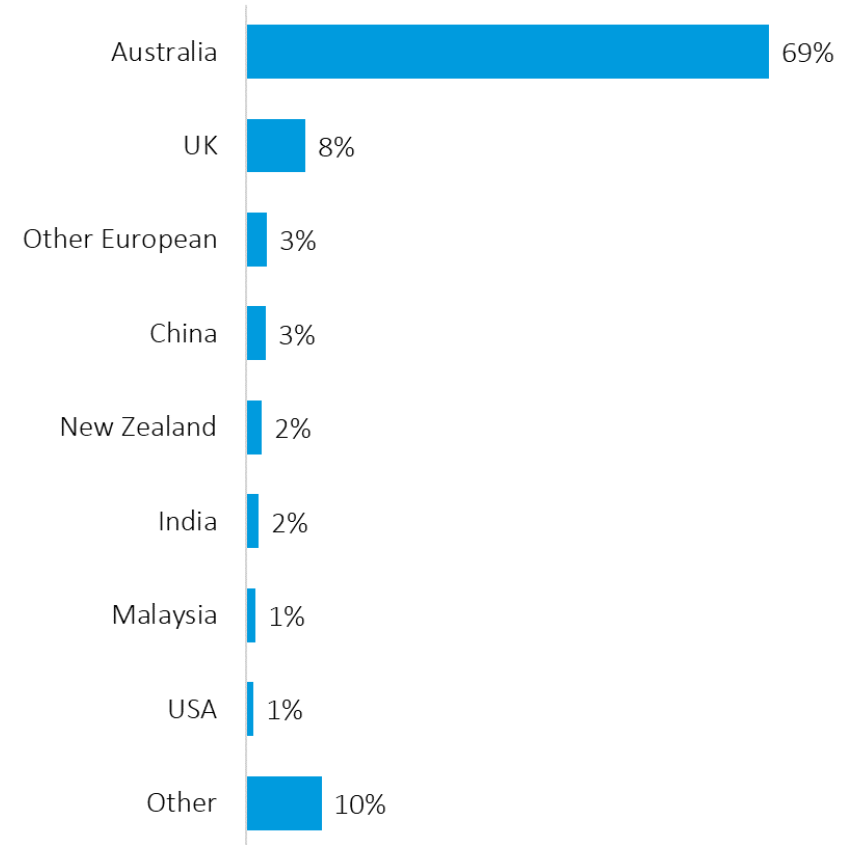


RESPONDENT PROFILE (CONT.)

INCOME



COUNTRY BORN IN



RESPONDENT PROFILE (CONT.)

Block ID	%	n=
1	1%	25
2	0%	10
3	2%	40
4	2%	31
5	2%	31
6	2%	42
7	5%	97
8	8%	167
9	6%	121
10	3%	51
11	1%	13
12	1%	19
13	0%	3
14	0%	0
15	0%	9
16	2%	34
17	0%	8
18	1%	22
19	2%	36
20	2%	38
21	1%	17
22	1%	12
23	0%	4
24	0%	2
25	0%	2

Block ID	%	n=
26	0%	1
27	1%	14
28	0%	8
29	1%	18
30	1%	25
31	0%	2
32	0%	10
33	0%	5
34	0%	1
35	0%	0
36	0%	0
37	0%	1
38	0%	3
39	0%	3
40	1%	20
41	1%	21
42	1%	11
43	0%	0
44	0%	1
45	0%	1
46	0%	0
47	0%	0
48	1%	12
49	0%	3
50	1%	18

Block ID	%	n=
51	1%	20
52	2%	48
53	0%	8
54	0%	0
55	0%	0
56	0%	2
57	0%	4
58	0%	1
59	0%	6
60	0%	0
61	0%	5
62	1%	22
63	2%	47
64	4%	85
65	0%	7
66	0%	1
67	0%	2
68	0%	4
69	0%	1
70	0%	4
71	0%	0
72	0%	0
73	0%	1
74	0%	2
75	0%	2

Block ID	%	n=
76	0%	10
77	1%	13
78	0%	7
79	0%	2
80	0%	0
81	0%	0
82	0%	1
83	0%	8
84	0%	2
85	0%	0
86	0%	0
87	0%	1
88	0%	1
89	0%	2
90	0%	4
91	0%	8
92	0%	3
93	0%	7
94	0%	9
95	0%	1
96	0%	9
97	0%	6
98	0%	0
99	0%	0
100	0%	0

RESPONDENT PROFILE (CONT.)

Block ID	%	n=
101	0%	1
102	0%	1
103	0%	0
104	0%	0
105	0%	4
106	0%	4
107	0%	3
108	0%	1
109	0%	0
110	0%	1
111	0%	3
112	0%	2
113	0%	0
114	0%	0
115	0%	0
116	0%	0
117	0%	0
118	0%	1
119	0%	0
120	0%	0
121	0%	9
122	0%	4
123	0%	1
124	0%	0
125	0%	1

Block ID	%	n=
126	0%	5
127	0%	1
128	0%	1
129	0%	2
130	0%	1
131	0%	1
132	0%	0
133	0%	1
134	0%	0
135	0%	0
136	0%	0
137	0%	0
138	0%	0
139	0%	0
140	0%	0
141	0%	2
142	0%	4
143	0%	0
144	0%	0
145	0%	0
146	0%	0
147	0%	1
148	0%	8
149	0%	2
150	0%	0

Block ID	%	n=
151	0%	0
152	0%	0
153	0%	0
154	0%	2
155	1%	19
156	0%	3
157	0%	5
158	0%	0
159	0%	0
160	0%	0
161	0%	0
162	0%	0
163	0%	0
164	0%	3
165	0%	1
166	0%	0
167	0%	0
168	0%	1
169	0%	0
170	0%	1
171	0%	0
172	0%	0
173	0%	0
174	0%	0
175	0%	0

Block ID	%	n=
176	0%	0
177	0%	0
178	0%	0
179	0%	0
180	0%	1
181	0%	0
182	0%	0
183	0%	0
184	0%	1
185	0%	2
186	0%	0
187	0%	0
188	0%	0
189	0%	0
190	0%	0
191	0%	1
192	0%	2
193	0%	1
194	0%	3
195	0%	2
196	0%	5
197	0%	0
199	0%	2
200	9%	177
201	2%	39

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APPENDIX 2: GUIDE TO READING THE REPORT



GUIDE TO READING THE REPORT

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

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%.

Survey, participants may have been to rate a variety of aspects on a 1 to 10 scale for importance, satisfaction or agreement. 1 being the lowest rating and 10 being the highest rating possible.

Typically in studies of this nature, an average rating of:

- 9.0 or above represents an extremely high level of importance, satisfaction or agreement
- 7.0 to 8.9 a high level
- 5.0 to 6.9 a moderate level
- between 3.0 and 4.9 a mixed rating and
- 2.9 and below a low level of importance, satisfaction or agreement

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

Disclaimer Statement

The material in this report is assembled in good faith and is based on the perceptions of respondents who may have been surveyed. It is made available on the understanding that any views, suggestions or recommendations expressed in this report does not constitute professional advice, and McGregor Tan Research accepts no liability for its use.

APPENDIX 3: SAMPLING TOLERANCE



SAMPLING TOLERANCE

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

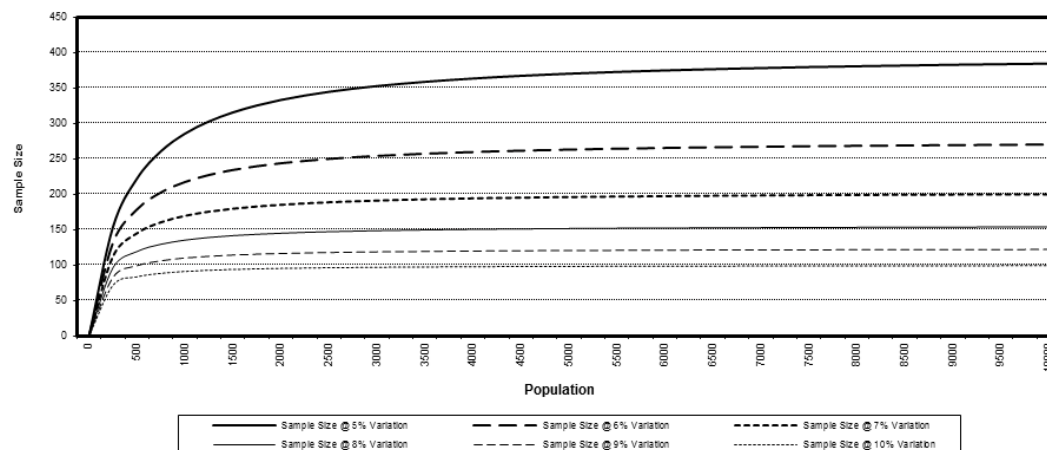
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation



A person with long hair, wearing a white shirt, is sitting at a wooden desk. Their hands are on a silver laptop, typing. In front of the laptop is a white pen and a spiral-bound notebook. The background is a blurred office setting with a window.

APPENDIX 4: **SURVEY TOOLS**

Project No:11353

City of Adelaide

City User Profile (CUP) 2019 Survey Questions

COMMERCIAL IN CONFIDENCE

Good morning/afternoon/evening, my name is ... from McGregor Tan.

We are conducting research on behalf of the City of Adelaide. Do you or does anyone in your household work for the City of Adelaide or is anyone an elected member of council?

(If yes, THANK AND TERMINATE)

Now before we start, I just want to explain that when I talk about 'the City', this means any part of Adelaide, North Adelaide or the Park Lands and includes any facilities in the Park Lands such as sports fields, the Zoo, Botanic Gardens and Adelaide Oval etc.

1. What is the main reason you are in the City today? Single [Response, Unprompted](#)

1.	Work in the city
2.	Work elsewhere, visited the city on business
3.	Attending university/TAFE or school other
4.	Visit a library
5.	Shopping - Central Market
6.	Shopping - Rundle Mall
7.	Shopping – other (SPECIFY)
8.	Personal business (bank, legal, bill pay, govt body,)
9.	Personal services (hair, dry clean, doctor, etc.)
10.	Hospital
11.	Cafés /to have coffee
12.	Cinema / theatre / concerts
13.	Cultural events / venues - galleries, museum
14.	Dining out/to go to a restaurant
15.	Nightclubs / pubs / Casino / bars etc.
16.	To meet friends

SURVEY TOOL (CONT.)

17.	Visit the Park Lands - playground visits
18.	Visit the Park Lands – informal recreation e.g. running, walking, cycling, dog walking, picnics
19.	Visit the Park Lands – organised sport and school use
20.	Visit the Park Lands – for large and small events (ticket or unticketed)
21.	Visit Botanic Gardens/ Adelaide Zoo/ River Torrens
22.	Visit Adelaide Oval /watch football/cricket
23.	Other (specify)

2. What else, if anything, have you done, or will you do, while you're here? [Multiple Response, Unprompted](#)

1.	Work in the city
2.	Work elsewhere, visited the city on business
3.	Attending university/TAFE or school other
4.	Visit a library
5.	Shopping - Central Market
6.	Shopping - Rundle Mall
7.	Shopping – other (SPECIFY)
8.	Personal business (bank, legal, bill pay, govt body,)
9.	Personal services (hair, dry clean, doctor, etc.)
10.	Hospital
11.	Cafés /to have coffee
12.	Cinema / theatre / concerts
13.	Cultural events / venues - galleries, museum
14.	Dining out/to go to a restaurant
15.	Nightclubs / pubs / Casino / bars etc.
16.	To meet friends
17.	Visit the Park Lands - playground visits
18.	Visit the Park Lands – informal recreation e.g. running, walking, cycling, dog walking, picnics
19.	Visit the Park Lands – organised sport and school use
20.	Visit the Park Lands – for large and small events (ticket or unticketed)

SURVEY TOOL (CONT.)

21.	Visit Botanic Gardens/ Adelaide Zoo/ River Torrens
22.	Visit Adelaide Oval /watch football/cricket
23.	Other (specify)
24.	Nothing

3. In total, how much have you spent or will you spend in the City today?

INTERVIEWER NOTE:

Enter 0 IF not spent anything OR will not spend anything

Leave BLANK IF don't know

\$				
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4. How did you travel to the City today? [Multiple Response, Unprompted](#)

INTERVIEWER NOTE:

If car – probe if driver or passenger

If bus probe if O'Bahn or another bus

1.	Car – as driver
2.	Car – as passenger
3.	Motorbike/motor scooter
4.	Truck
5.	Coach/minibus
6.	Taxi
7.	Uber
8.	Bicycle
9.	Walk – ONLY IF MENTIONED
10.	Bus
11.	Bus – O-Bahn
12.	Train
13.	Tram

SURVEY TOOL (CONT.)

5. Why do you visit the City (at any time, not just today)?

[Show Card, Select *All* That Apply](#)

1.	I work in the City
2.	I work elsewhere but visit the City for business-related purposes
3.	I am a student at one of the City's secondary schools
4.	I am a student at one of the City's post-secondary colleges or universities
5.	I shop in the City at least once a year
6.	I visit the Park Lands at least once a year
7.	I visit the City for leisure or entertainment at least once a year
8.	I visit the City in the early evening, night or late night at least once a year
9.	I am a tourist or visitor staying in short-term accommodation
10.	To attend specialist appointments (i.e. medical, financial, legal, banking etc.)
11.	I live in the City of Adelaide including North Adelaide

6. **Do not live in city (codes 1-10 in Q5): 6a:** Approximately what time did you arrive in the City today? Format hh:mm

INTERVIEWER NOTE:

1pm=13:00, 2pm=14:00, 3pm=15:00, 4pm=16:00, 5pm=17:00, 6pm=18:00, 7pm=19:00

8pm=20:00, 9pm=21:00, 10pm=22:00, 11pm=23:00, midnight=24:00

hh:mm

6b: And what time do you expect to leave the City?

INTERVIEWER NOTE:

99:98 = overnight or

99:99 = don't know)

1pm=13:00, 2pm=14:00, 3pm=15:00, 4pm=16:00, 5pm=17:00, 6pm=18:00, 7pm=19:00

8pm=20:00, 9pm=21:00, 10pm=22:00, 11pm=23:00, midnight=24:00

hh:mm

SURVEY TOOL (CONT.)

7. **Ask all:** Overall, how often do you come to the City? [Single Response, Prompt If Needed](#)

1.	Daily/most days
2.	2- 3 times a week
3.	About once a week
4.	2-3 times a month
5.	About once a month
6.	Every few months
7.	Once or twice a year
8.	Less often
9.	First visit

8. How often do you do the following in the City...? [Read out](#)

	Daily / most days	2- 3 times a week	About once a week	2-3 times a month	About once a month	Every few months	Once or twice a year	Less often	First visit	Never
Work	1	2	3	4	5	6	7	8	9	10
Study	1	2	3	4	5	6	7	8	9	10
Shop	1	2	3	4	5	6	7	8	9	10
Leisure or entertainment	1	2	3	4	5	6	7	8	9	10
Have an evening out after 5pm	1	2	3	4	5	6	7	8	9	10
Participate in a sport or recreation activity	1	2	3	4	5	6	7	8	9	10

SURVEY TOOL (CONT.)

9. **Shop at least once a year (codes 1-7 in Q8):** On a scale of 0 to 10 where 0 is extremely dissatisfied and 10 is extremely satisfied, how would you rate your most recent shopping experience in the city in terms of overall customer service?

	0 → 10 Extremely dissatisfied										
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10. **Ask all:** Within the last 12 months have you personally participated in any of the following in the City? Participation is where you have created or done the activity yourself or with a group either professionally or as a hobby. [Multiple response, read out](#)

INTERVIEWER NOTE:

Participated Only, Does Not Include Watching.

1.	Music (e.g. playing an instrument, singing, writing or mixing music)
2.	Theatre and dance /performance (e.g. acting, circus, dancing, or being part of a production)
3.	Participating in an event, show, parade or activity (not as spectator)
4.	Visual arts and craft (e.g. painting, photography, digital art, street art, ceramics, woodwork, textiles)
5.	Creative writing (writing stories, poetry, plays, creative, non-fiction)
6.	None of these

SURVEY TOOL (CONT.)

11. Thinking of the City, how do you rate your level of agreement with the following statements on a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree.

	0 → 10										
	Strongly Disagree					Strongly Agree					
The City has great places for people to enjoy events, activities, art and culture	0	1	2	3	4	5	6	7	8	9	10
I am satisfied with the diversity and the quality of events and activities in the City	0	1	2	3	4	5	6	7	8	9	10
Adelaide is a welcoming and dynamic city full of rich and diverse experiences	0	1	2	3	4	5	6	7	8	9	10

12. What do you value most about visiting the City of Adelaide? [\(open ended\)](#)

(insert text box)

13. What do you think is the most important problem facing the City of Adelaide today? [\(open ended\)](#)

(insert text box)

14. **NON-First time visitor (codes 1-8 in Q7):** The City of Adelaide's 2016-2020 Strategic Plan has four themes – Smart, Green, Liveable and Creative – with those themes in mind what changes have you noticed in the City of Adelaide in the last three years? (do not ask of first-time visitors)

Program note: Allow five spaces for respondents to state the changes noticed. For each one used they get directed to Q15.

Change 1:

SURVEY TOOL (CONT.)

Change 2:

Change 3:

Change 4:

Change 5:

15. **Program note: Overall for all changes**

How do you feel about those changes?

1.	Very negative
2.	Somewhat negative
3.	Neutral
4.	Somewhat positive
5.	Very positive

CLASSIFICATIONS:

16. **Where do you live?**

1.	South Australia (postcodes 5000-5999)	Specify suburb:	Postcode:				
2.	Interstate	Specify suburb:	Postcode:				
3.	Overseas	Specify country:					

17. What year were you born? (If refused, leave blank)

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18. Gender

1.	Male
2.	Female

SURVEY TOOL (CONT.)

19. Which of the following best describes your household? [Show Card](#)

1.	Lone person household
2.	Group household of unrelated adults
3.	Young couple, no children
4.	Older couple, no children at home
5.	Couple or single parent with mainly pre-school children
6.	Couple or single parent with mainly primary school children
7.	Couple or single parent with mainly teenage children
8.	Couple or single parent with mainly adult children still living at home
9.	Prefer not to answer

20. Which of the following best describes your occupation? [Show Card](#)

1.	Senior managerial/professional
2.	Clerical/white collar
3.	Skilled blue collar/tradesperson
4.	Semi-skilled blue collar
5.	Unemployed and looking for work
6.	Student – full time
7.	Student – part time
8.	Self-funded retiree
9.	Pensioner
10.	Home duties
11.	Prefer not to answer

21. **Student (codes 6-7 in Q20):** Do you identify as an International Student?

1.	Yes
2.	No

SURVEY TOOL (CONT.)

22. What is your annual household income before tax? [Show Card](#)

1.	Under \$25,000
2.	\$25,000 to \$50,000
3.	\$50,000 to \$75,000
4.	\$75,000 to \$100,000
5.	\$100,000 to \$125,000
6.	\$125,000 to \$150,000
7.	\$150,000 to \$175,000
8.	\$175,000 to \$200,000
9.	\$200,000+
10.	Prefer not to answer

23. In which country were you born? [Show Card](#)

1.	Australia
2.	New Zealand
3.	UK
4.	Other European
5.	China
6.	Hong Kong
7.	Singapore
8.	Malaysia
9.	India
10.	South Korea
11.	USA
12.	Saudi Arabia
13.	Other (specify)
14.	Refused

SURVEY TOOL (CONT.)

24. Block ID (see map)

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25. Date of interview.

26. Time of interview.

ADD MT PRIZE DRAW

ON BEHALF OF McGREGOR TAN, I WOULD LIKE TO THANK YOU FOR YOUR TIME AND COMMENTS THEY ARE VERY MUCH APPRECIATED

As part of quality control procedures my supervisor re-contacts a percentage of people I speak with, to check I have been doing my job properly. Once the validation period has finished your name and contact details will be removed from your responses to this survey. May I confirm your name and your preferred contact number?

Thank you for your participation.

Record Interviewee Name:	
Best contact number:	

McGregor Tan is accredited to the highest professional industry standards (CIRQ ISO 20252) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.



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