

South Australia's Strategic Plan Household Survey 2009

SUMMARY OF RESULTS

Introduction

A telephone survey of 6,000 South Australian households is conducted to collect data to measure a range of targets in South Australia's Strategic Plan (SASP).

The following criteria are used to determine the priority for including questions in the household survey:

- The survey data will be used as the key measure for a SASP target (especially if no other data source is regularly available, or reliable at the state level);
- The survey data will be useful to supplement the key measure and build a richer picture, for example to provide data at more frequent intervals than the key measure or to detect outcomes for different sub-groups of the population.

The large sample size allows results to be disaggregated by demographic variables, including by region, gender, age group, and birthplace (Australia, overseas-English speaking and non English-speaking background). Respondents were able to conduct the interview in English, Greek, Italian or Vietnamese.

Collating and publishing regional-level data has been important to the regionalisation of SASP. The SASP household survey was specifically designed to produce reliable single-year estimates for each of South Australia's 12 regions, and is the only regularly conducted survey in the state with a large enough sample to allow this to be done.

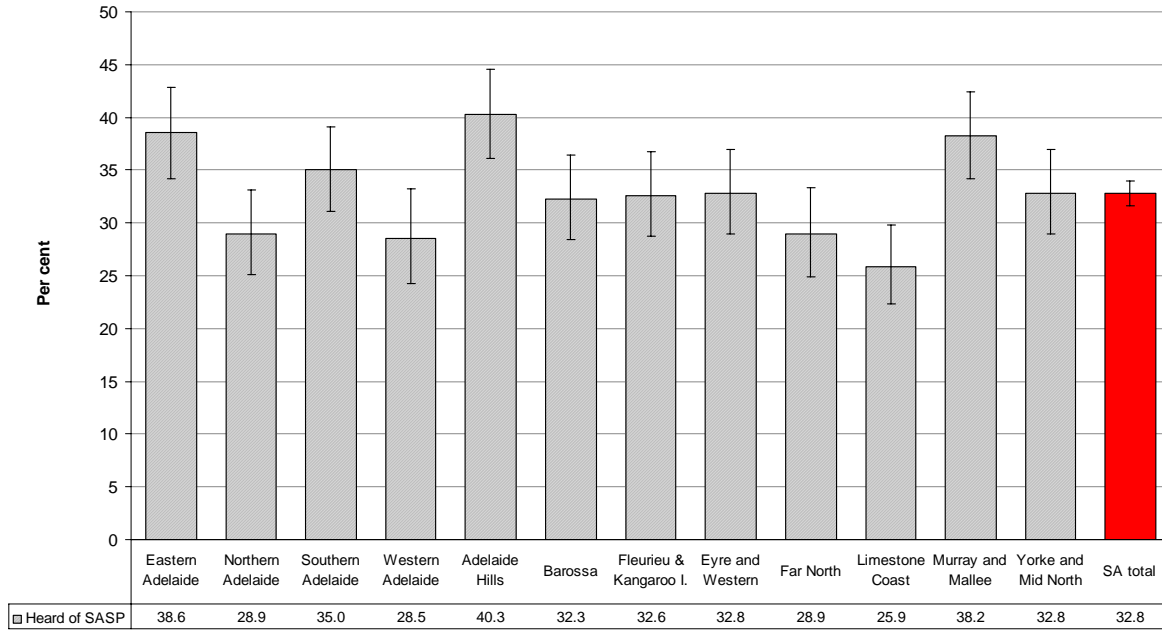
The first survey in 2008 included questions about customer satisfaction with government services, attendance at cultural institutions and arts events, broadband usage, volunteering and multiculturalism (relevant to SASP targets T1.7, T4.3, T4.4, T4.8, T5.6 and T5.8).

In 2009 the survey was expanded to collect data on other areas, such as public transport usage, waste recycling, recreation and sport, social inclusion, economic disadvantage and housing stress (relevant to targets T3.6, T3.8, T2.3, T6.5, T6.8).

The following graphs summarise the key results of the survey in graphical format. Significance of differences is indicated by error bars (representing 95% confidence intervals) or by arrows. The full report includes details of the methodology and questionnaire and is published on www.saplan.org.au.

Knowledge of South Australia's Strategic Plan

Knowledge of South Australia's Strategic Plan, by region, 2009



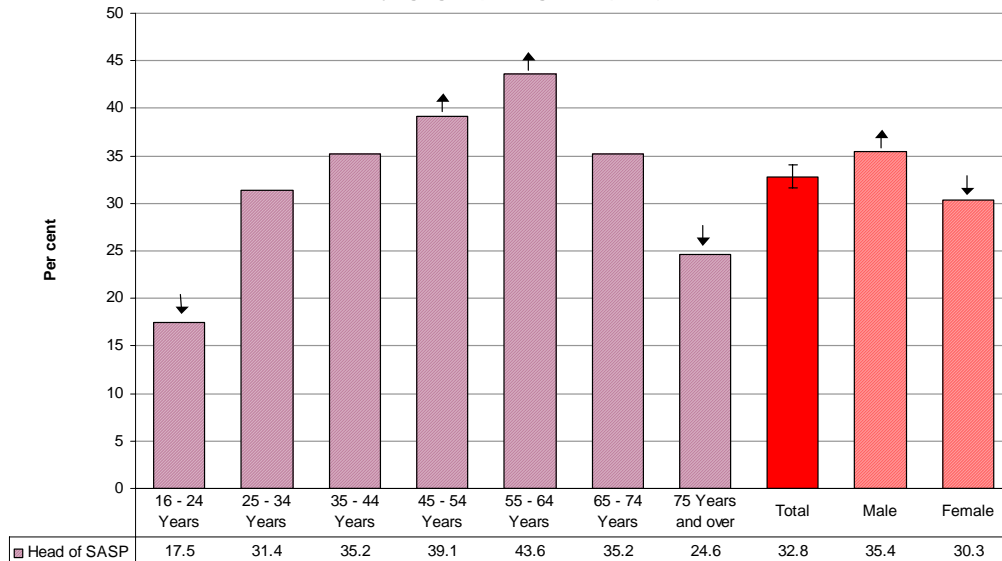
Key points

32.8 per cent of respondents had heard of South Australia's Strategic Plan.

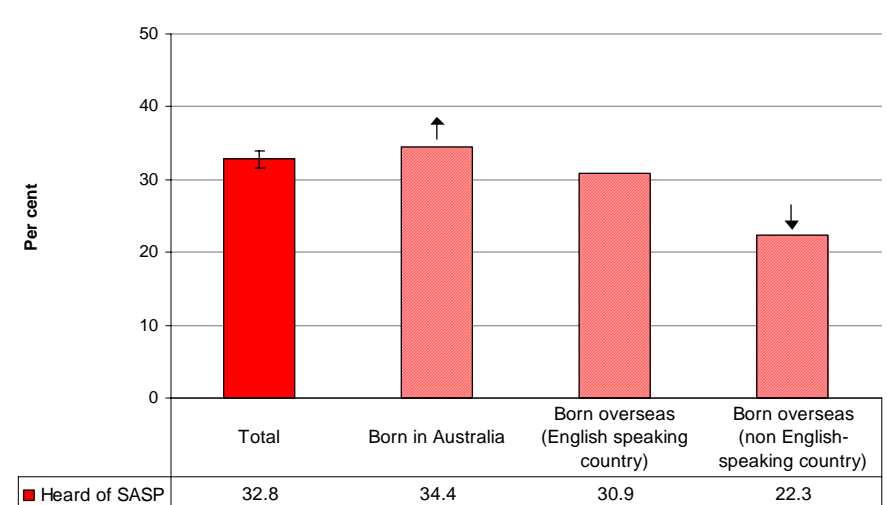
Knowledge of the Plan was particularly strong in the Eastern Adelaide, Adelaide Hills, and Murray and Mallee regions.

Knowledge of the Plan was higher amongst men than women, higher amongst those born in Australia, and higher amongst those aged between 45 and 64 years.

Knowledge of South Australia's Strategic Plan, by age group and gender (2009)

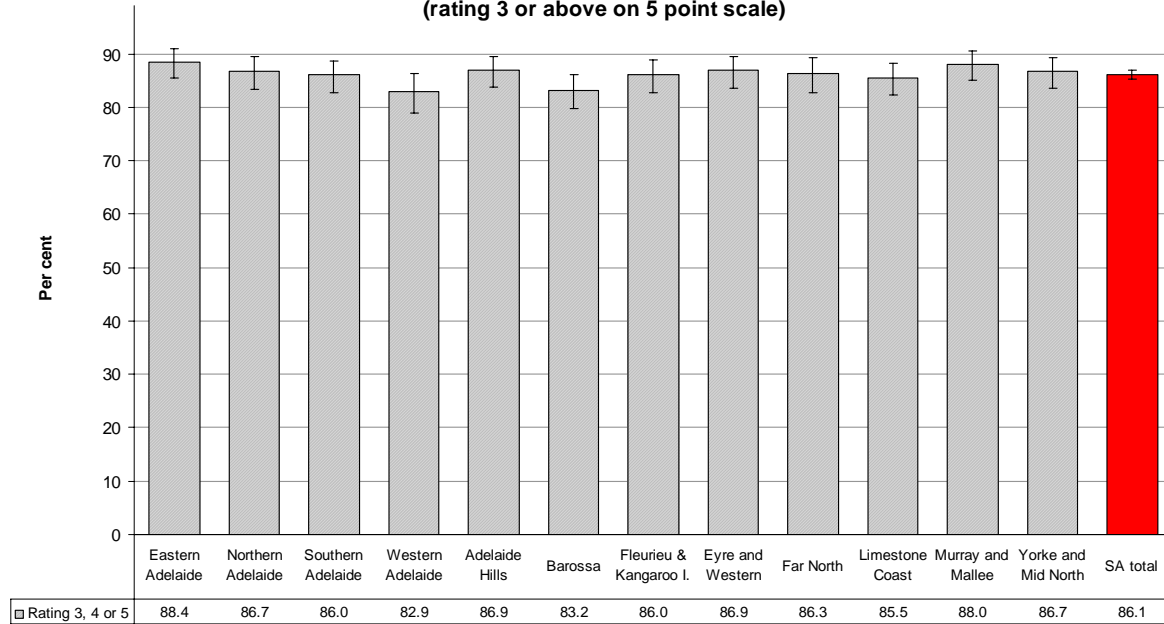


Knowledge of South Australia's Strategic Plan, by birthplace (2009)



Satisfaction with government services (T1.7)

Overall satisfaction with South Australian government services by region, 2009
(rating 3 or above on 5 point scale)

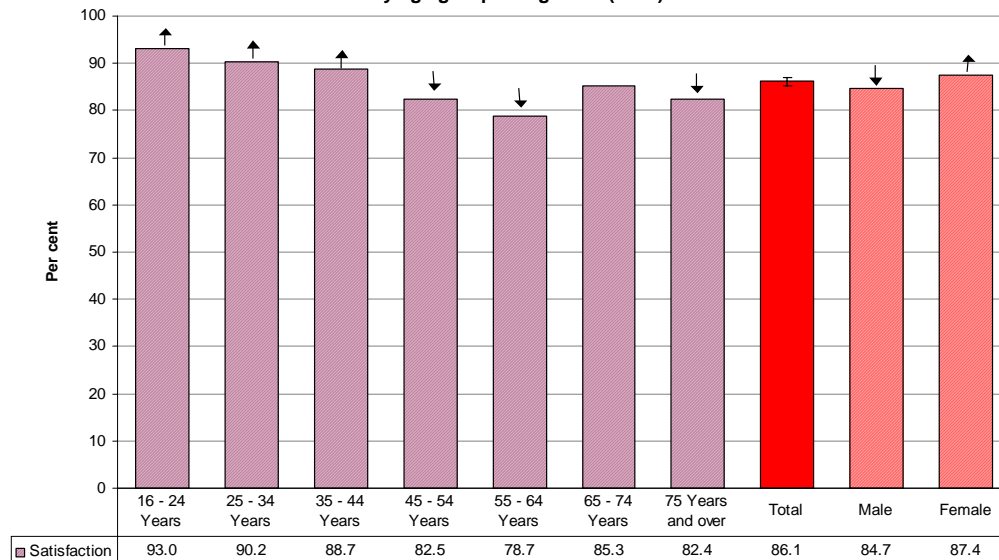


Key points

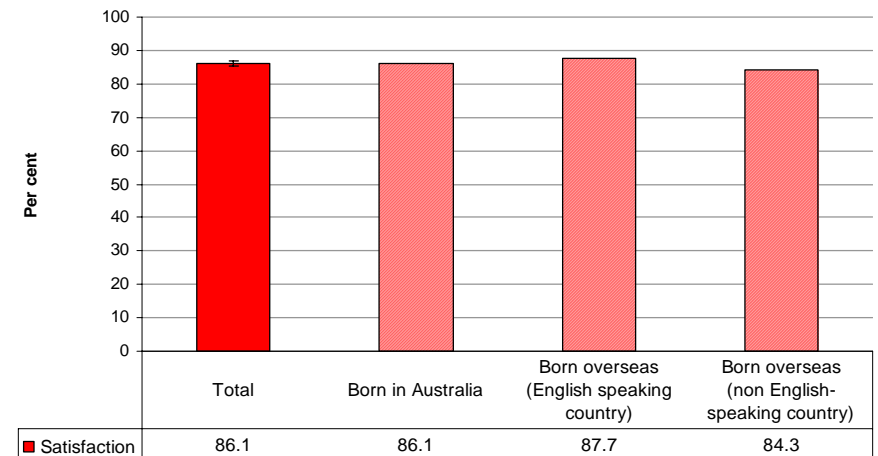
86.1 per cent of respondents rated satisfaction with South Australian government services at level 3 or above on a 5 point scale.

Satisfaction was higher amongst women than men, and higher amongst those aged less than 45 years.

Satisfaction with government services (rating 3 or above on a 5 point scale),
by age group and gender (2009)

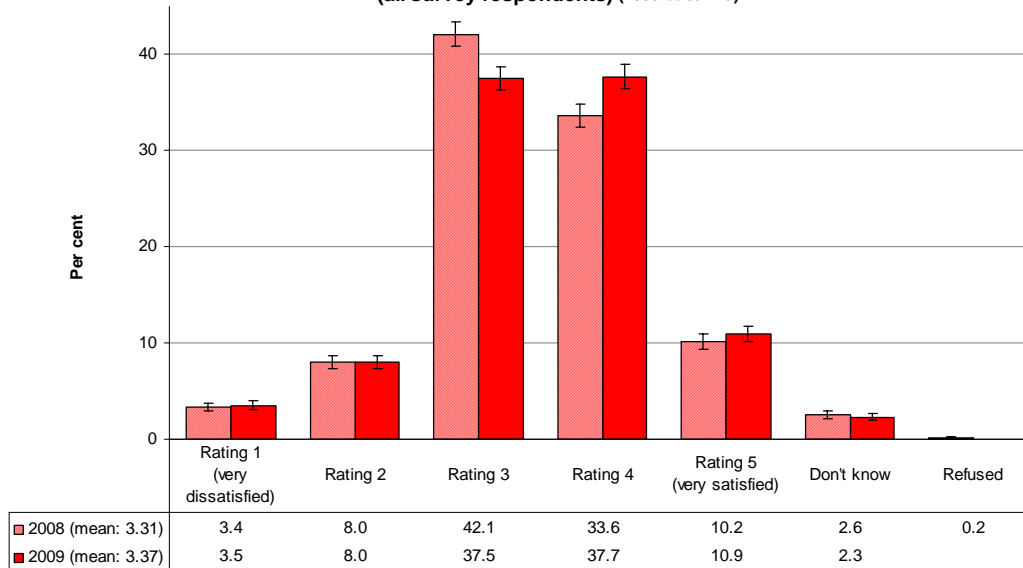


Overall satisfaction with government services
(rating 3 or above on a 5 point scale), by birthplace (2009)



Satisfaction with government services (T1.7) continued

Satisfaction with government services in South Australia: distribution of ratings (all survey respondents) (2008 baseline)

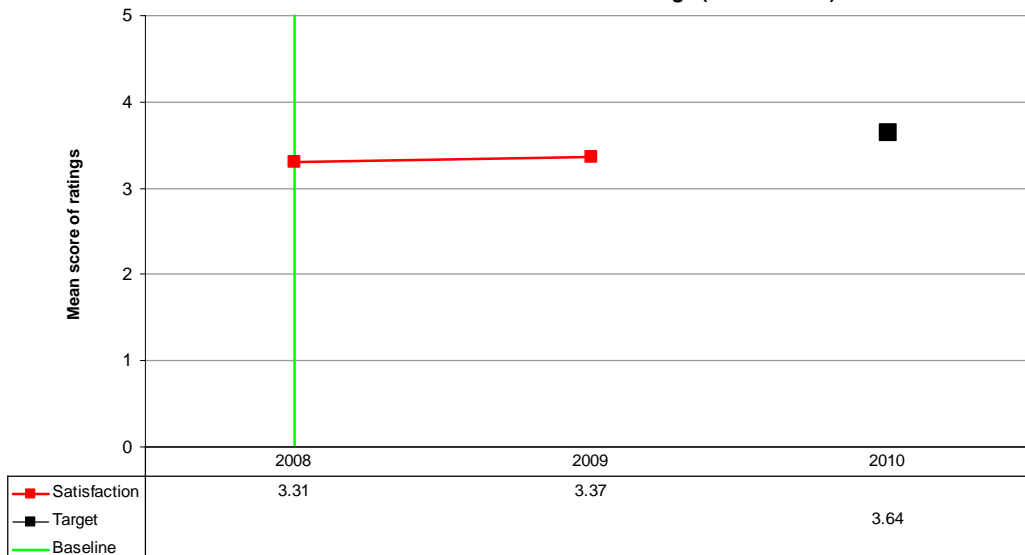


Key points

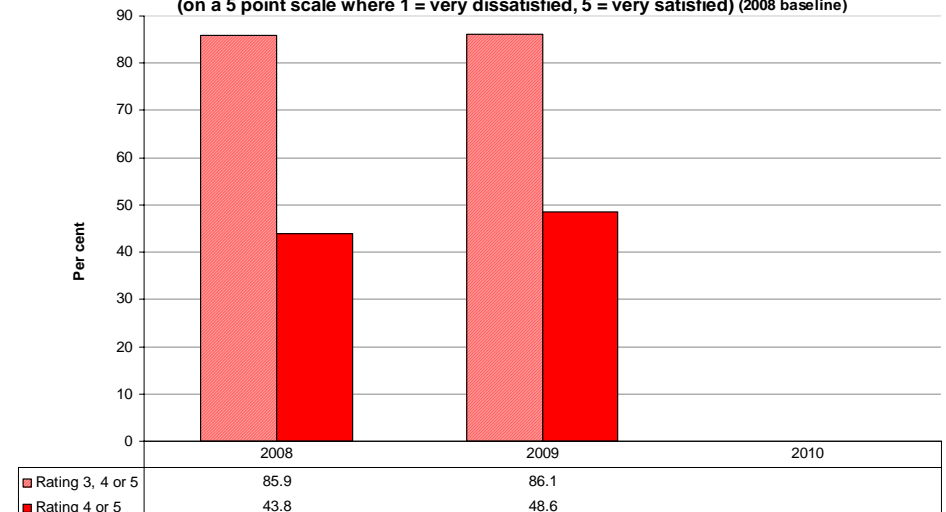
While there was no significant change between 2008 and 2009 in the proportion of respondents who rated satisfaction as 3 or above, there was an increase in the proportion of rating 4 and a corresponding decrease in the proportion of rating 3 responses.

This contributed to an increase in the calculated mean score of satisfaction ratings from 3.31 in 2008 to 3.37 in 2009.

Satisfaction with government services in South Australia: mean score of satisfaction ratings (2008 baseline)

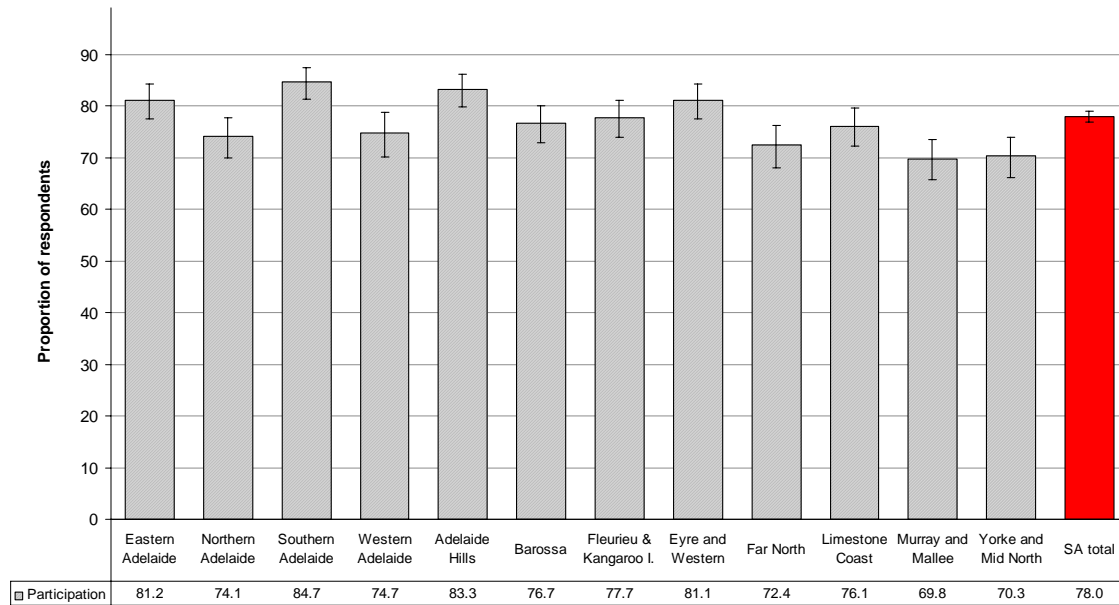


Satisfaction with government services in South Australia: satisfaction rating (on a 5 point scale where 1 = very dissatisfied, 5 = very satisfied) (2008 baseline)



Recreation and Sport (T2.3)

Participation in recreation and sport in the past 12 months, by region, 2009



Key points

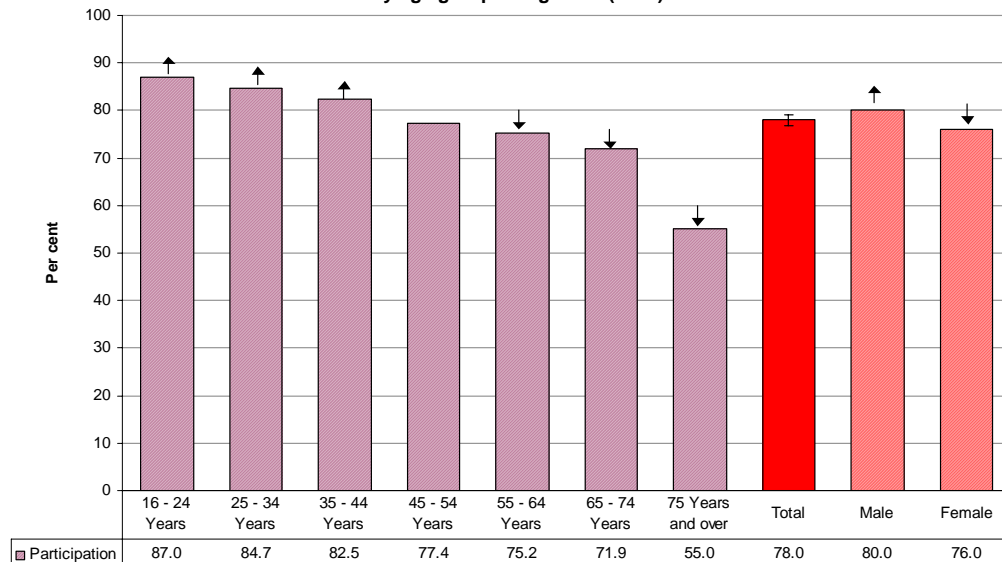
78.0 per cent of respondents had participated in recreation or sport in the last 12 months. Participation was highest in the Eastern Adelaide, Southern Adelaide, Adelaide Hills and Eyre and Western regions. Participation was highest for those aged 16 to 24 years and declined with advancing age.

The most common reported activities were walking (47.1 per cent), aerobics/fitness (16.8 per cent), cycling (11.5 per cent), and weight training (10.6 per cent), swimming (9.4 per cent), running (8.1 per cent), tennis (7.6 per cent) and football (7.5 per cent).

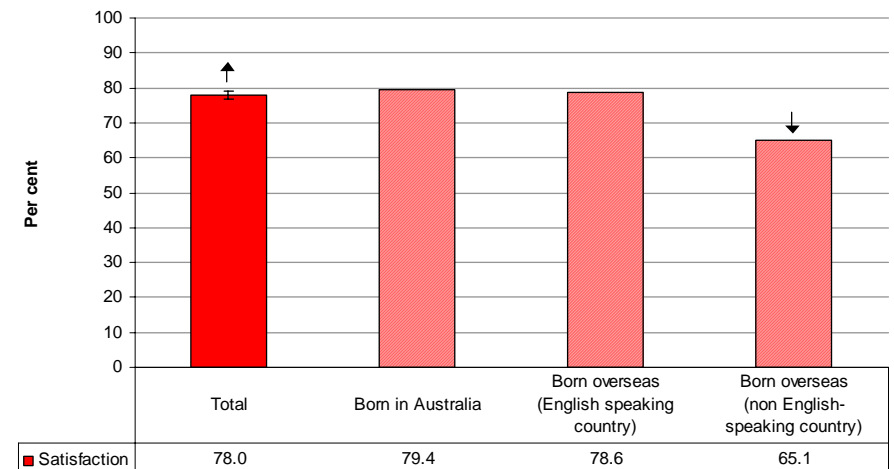
62.8 per cent of respondents had attended a sporting match or competition as a spectator, while 16.1 per cent had been involved as a coach, official, umpire or administrator.

40.3 per cent of respondents participated in some form of activity that was organised by a sporting or recreational club.

Participation in recreation and sport in last 12 months, by age group and gender (2009)

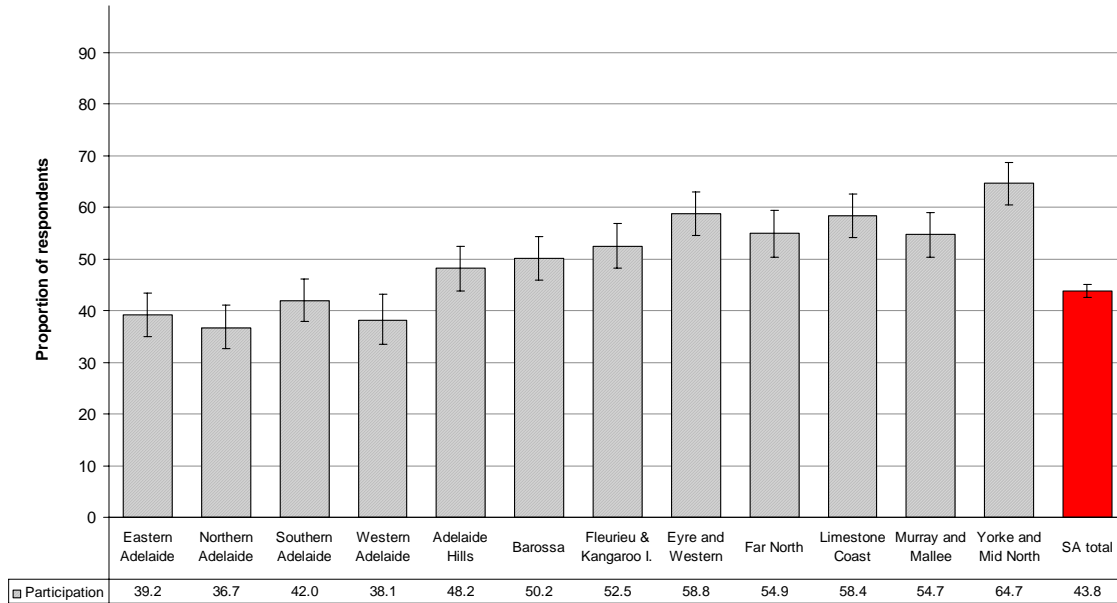


Participation in recreation and sport in last 12 months, by birthplace (2009)



Social inclusion (T6.5) and involvement in the community

Participation in community activities in the past 12 months, by region, 2009



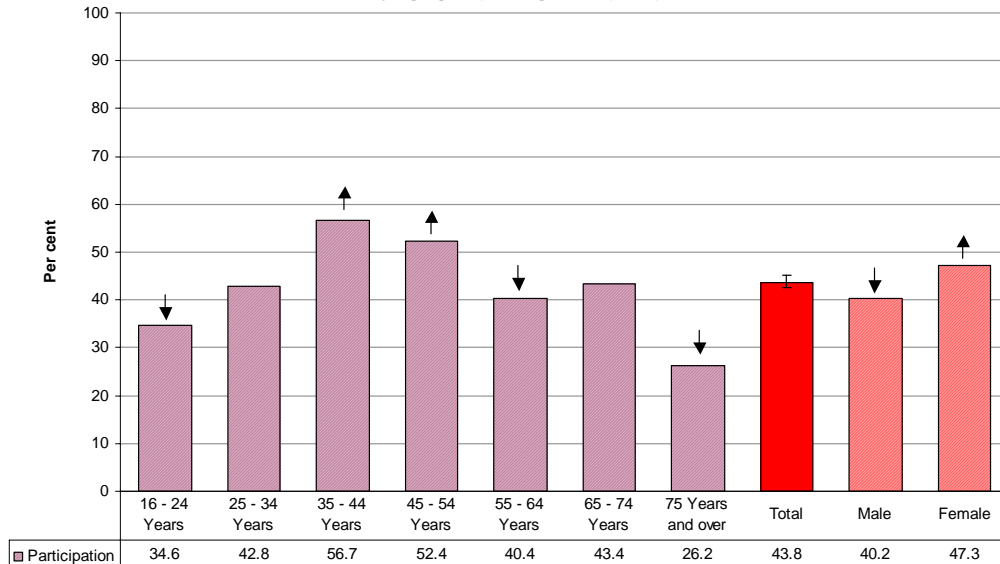
Key points

The involvement of older South Australians in the community was a target on the developmental list when South Australia's Strategic Plan was updated in 2007.

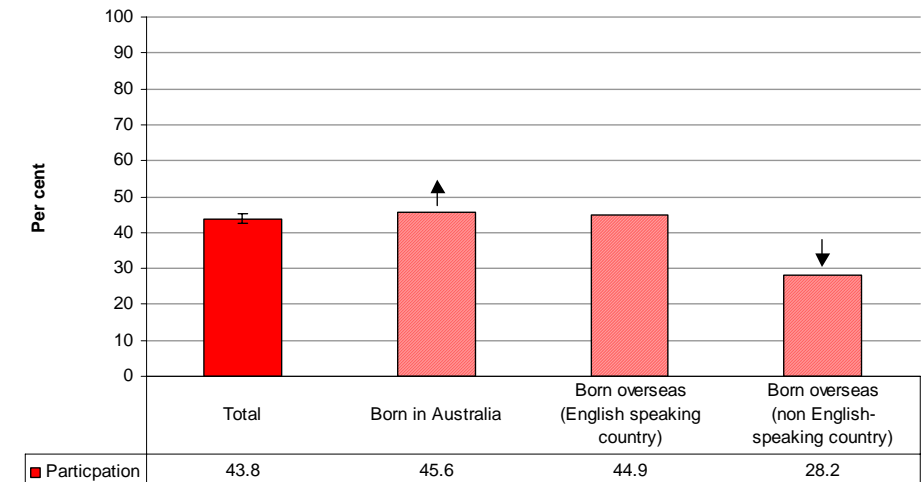
Respondents were asked whether they had been involved in the community, for example by assisting with school activities, helping with sporting events, selling raffle tickets, participating in local community discussions, attending Local or District Council meetings, etc.

43.8 per cent of respondents reported participation, with higher rates for those in the 35 to 54 year age group and for women. Rates for those aged 65 to 74 years were comparable to the state average.

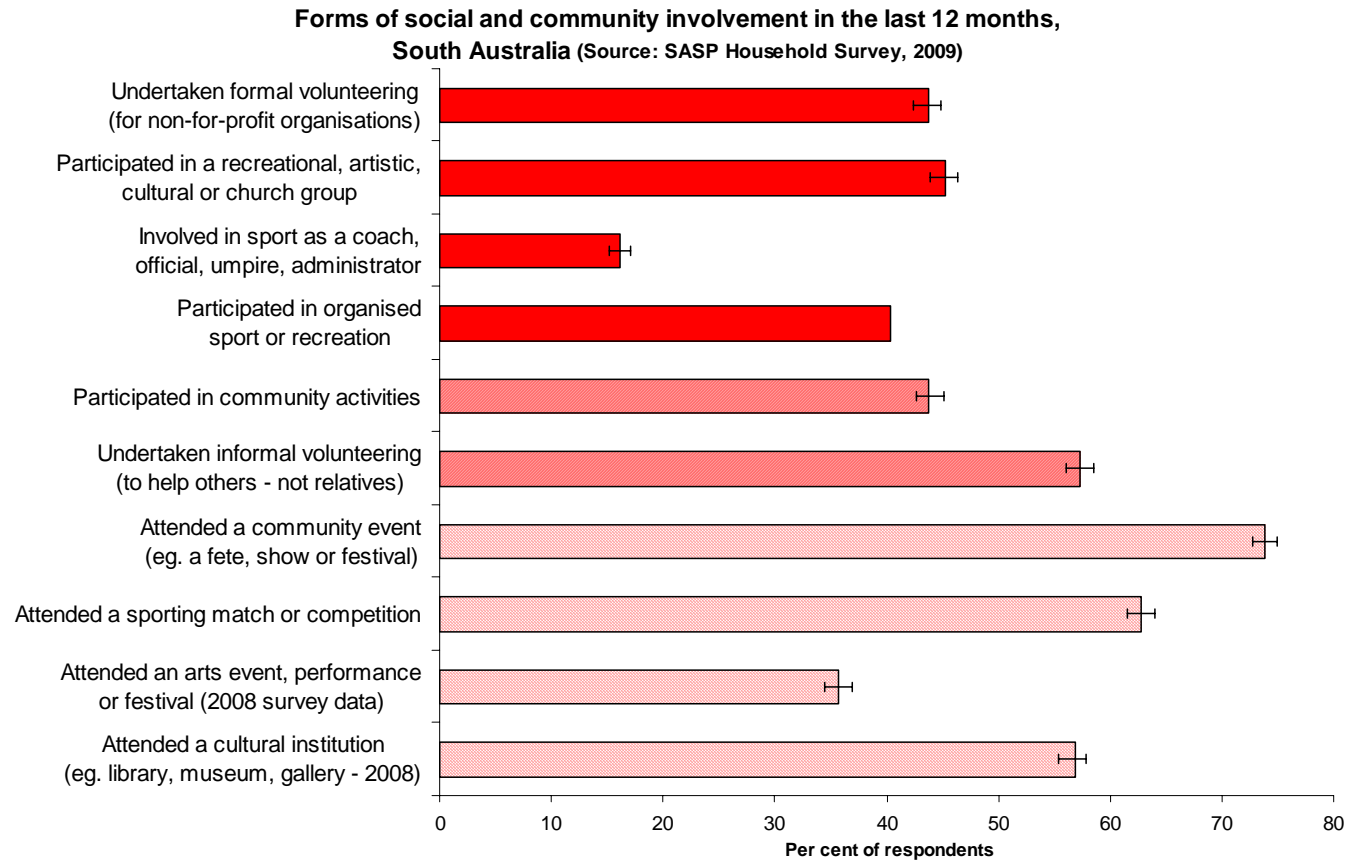
Participation in community activities in the last 12 months, by age group and gender (2009)



Participation in community activities in the last 12 months, by birthplace (2009)



Social Inclusion (T6.5) and involvement in the community



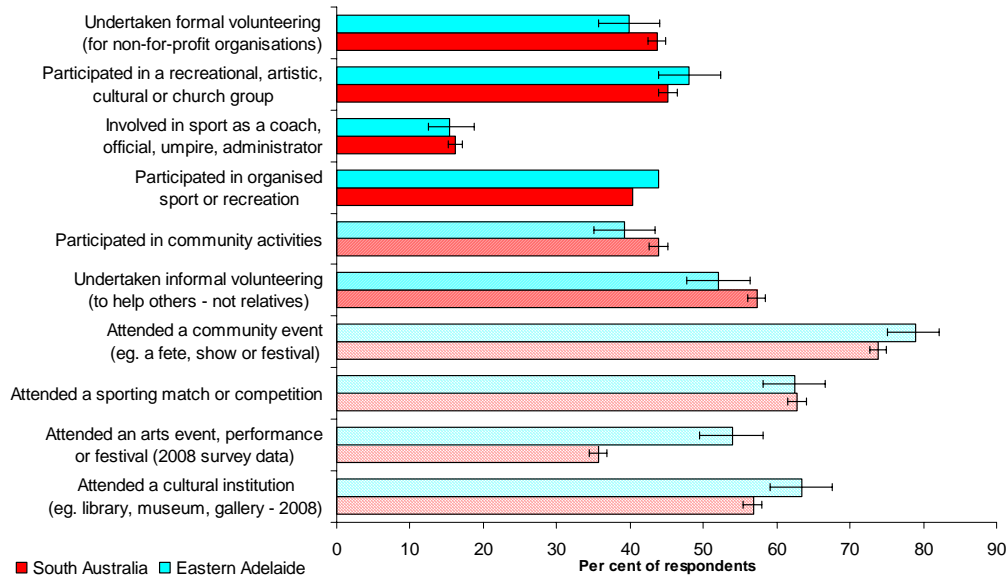
Key points

Besides participation in community activities, a range of other survey questions measured respondents' level of involvement in their communities.

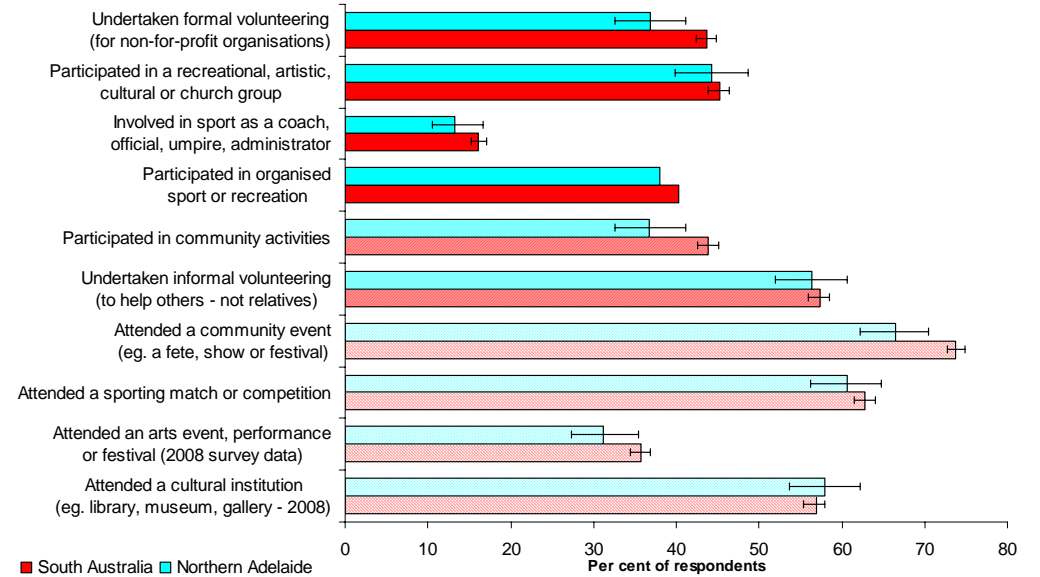
Responses to these questions have been grouped according to the level of time and strength of commitment typically associated with various activities. Results for each of South Australia's 12 regions are illustrated on the following pages, and compared to the state average.

Involvement in the community, by region (metropolitan Adelaide)

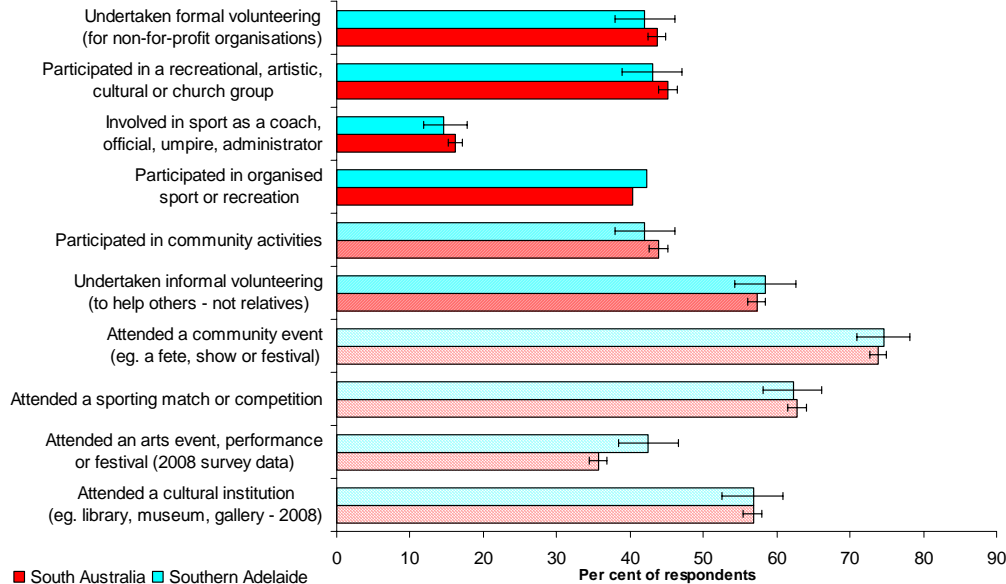
Forms of social and community involvement in the last 12 months, Eastern Adelaide and SA average, 2009



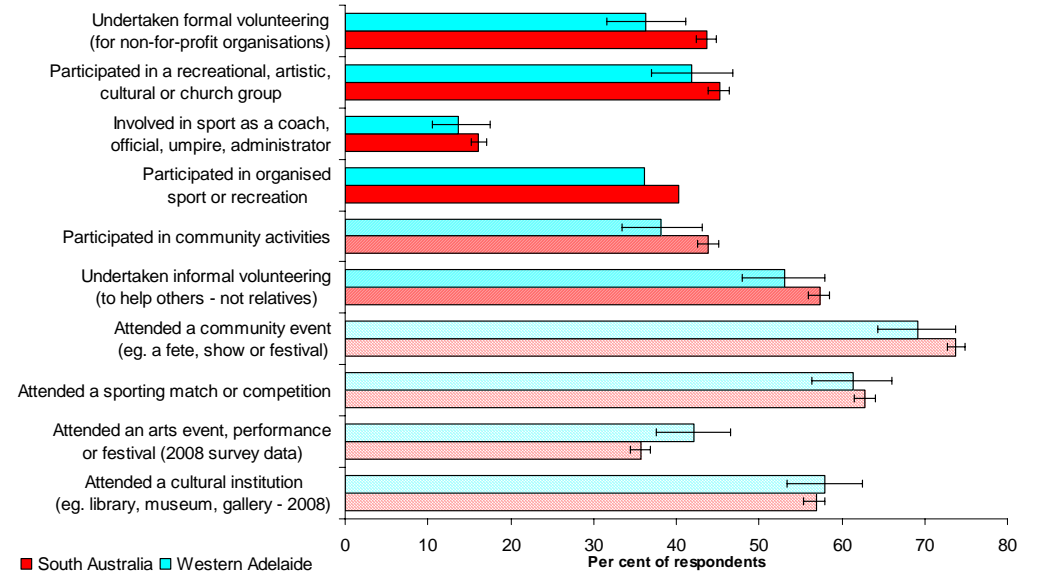
Forms of social and community involvement in the last 12 months, Northern Adelaide and SA average, 2009



Forms of social and community involvement in the last 12 months, Southern Adelaide and SA average, 2009

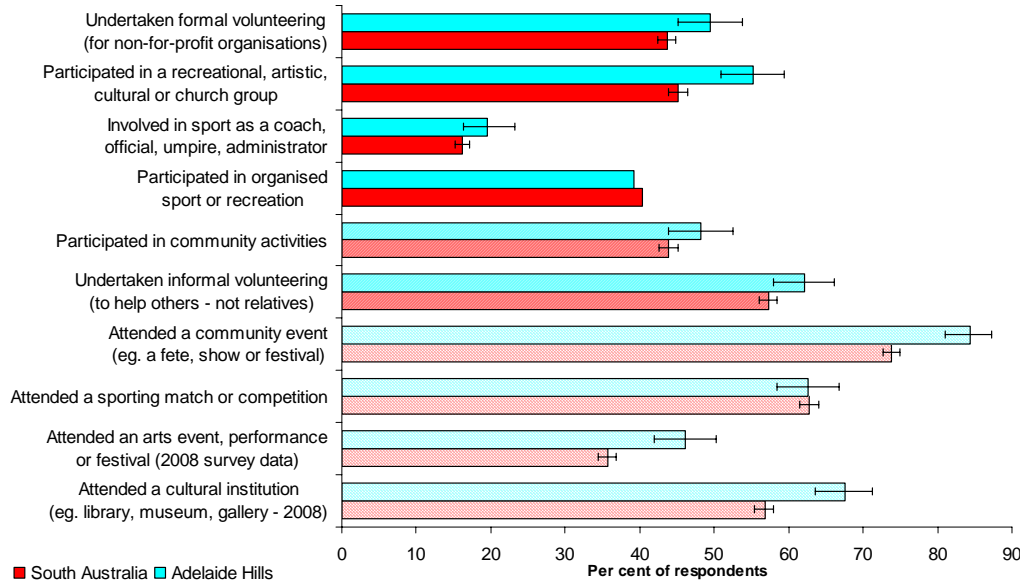


Forms of social and community involvement in the last 12 months, Western Adelaide region and SA average, 2009

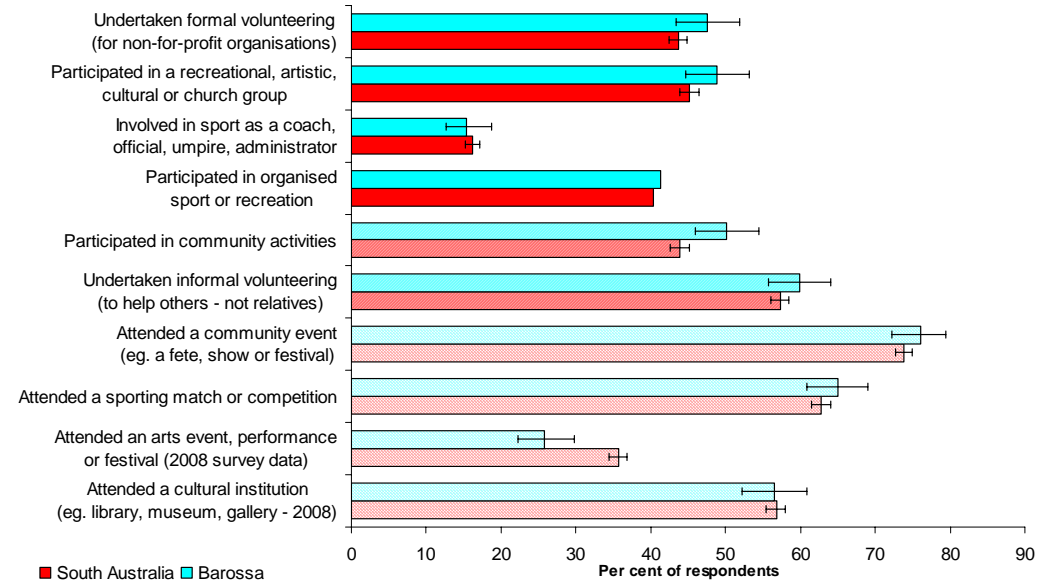


Involvement in the community, by region (greater metro and country regions)

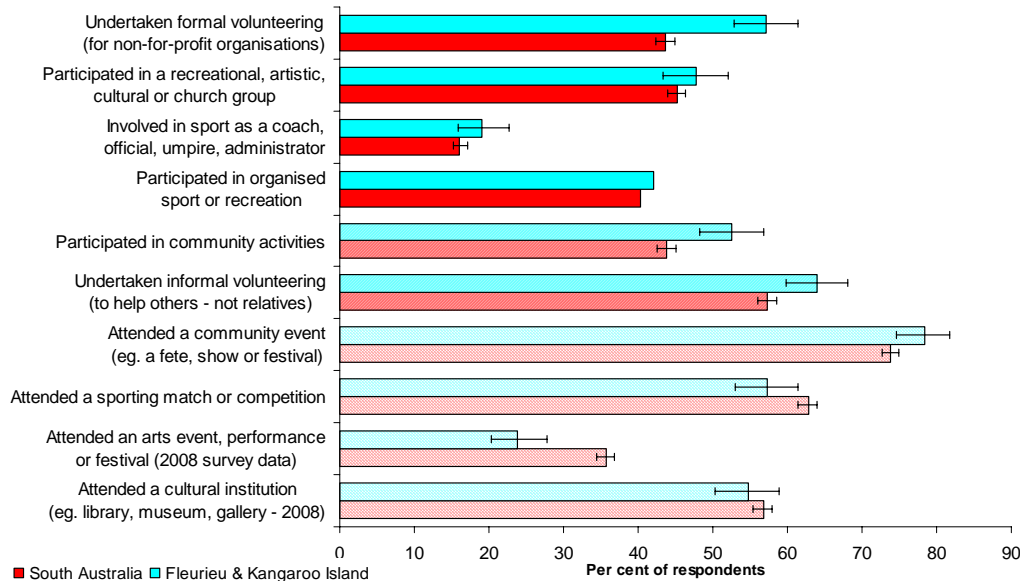
Forms of social and community involvement in the last 12 months, Adelaide Hills region and South Australian average, 2009



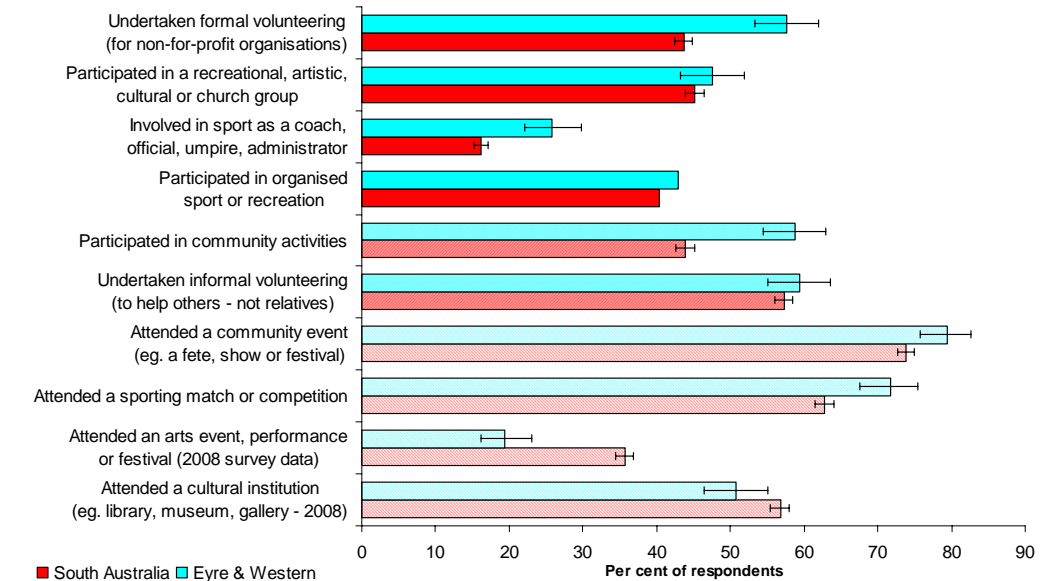
Forms of social and community involvement in the last 12 months, Barossa region and South Australian average, 2009



Forms of social and community involvement in the last 12 months, Fleurieu and Kangaroo Island region and SA average, 2009

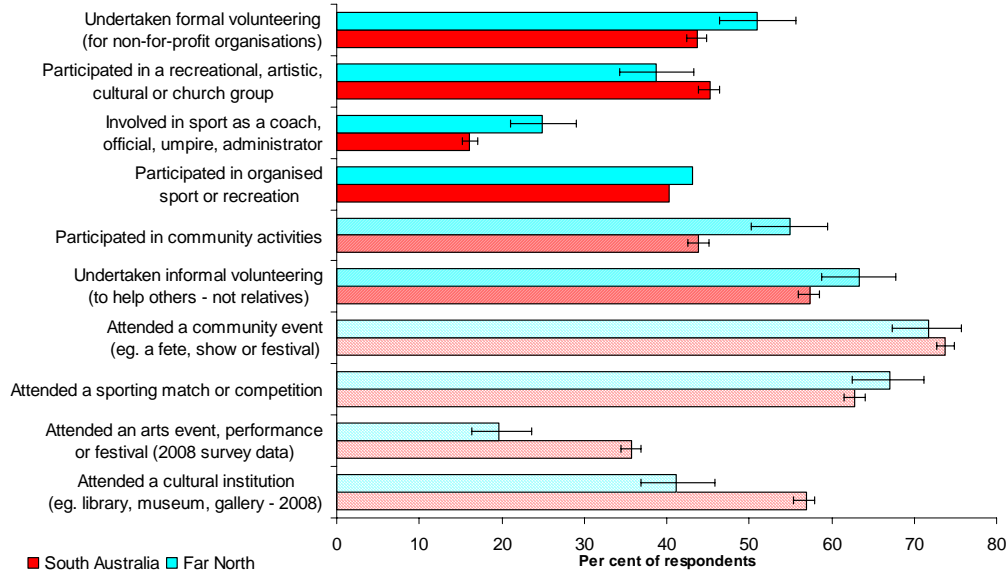


Forms of social and community involvement in the last 12 months, Eyre and Western region and SA average, 2009

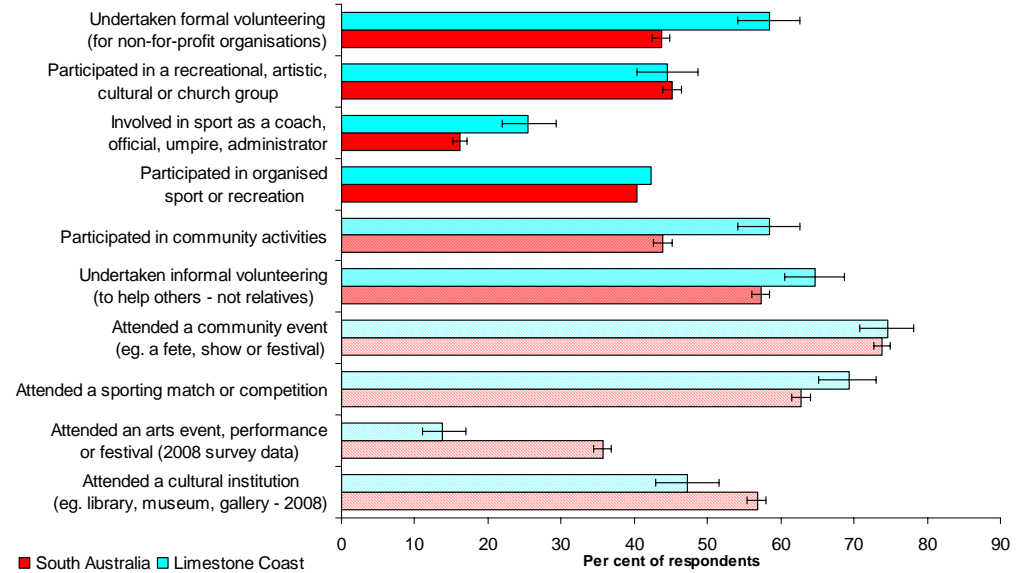


Involvement in the community, by region (country regions)

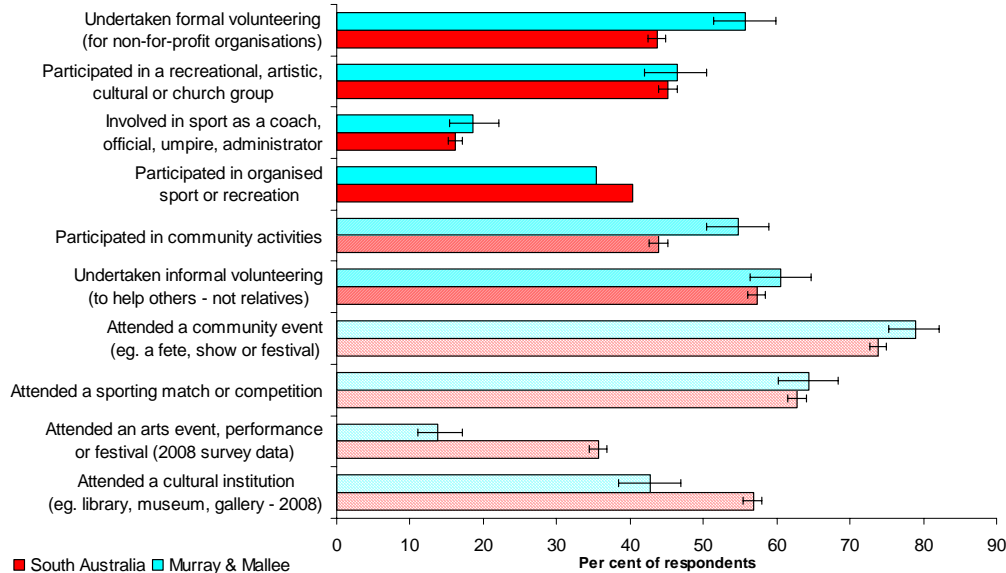
Forms of social and community involvement in the last 12 months, Far North region and SA average, 2009



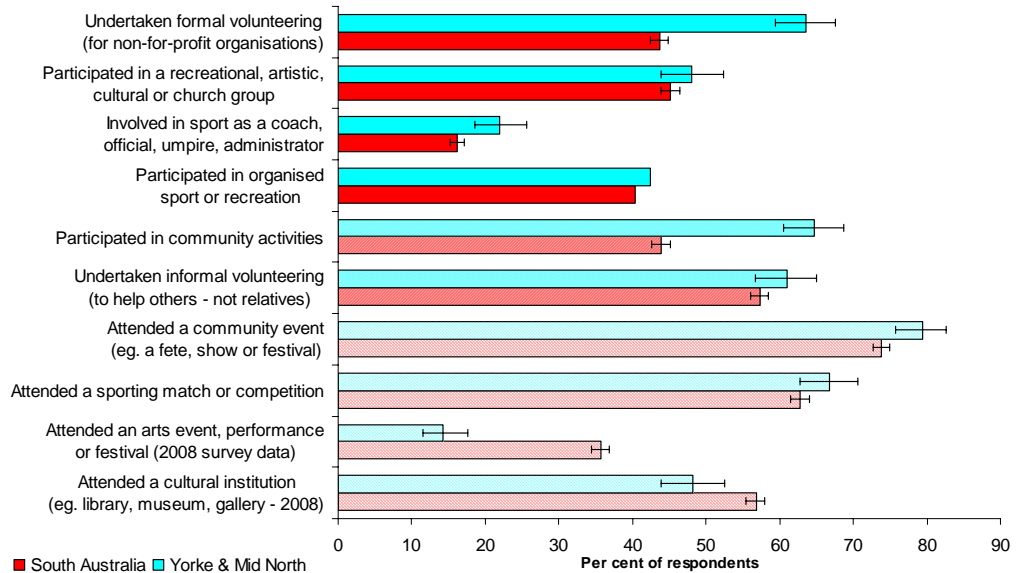
Forms of social and community involvement in the last 12 months, Limestone Coast region and SA average, 2009



Forms of social and community involvement in the last 12 months, Murray and Mallee region and SA average, 2009

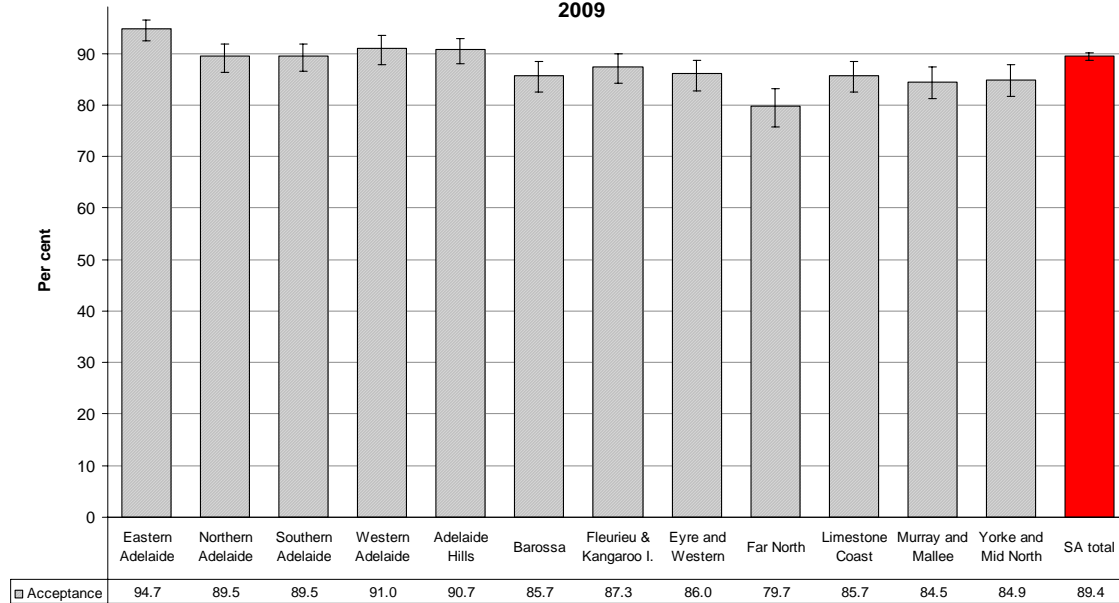


Forms of social and community involvement in the last 12 months, Yorke and Mid North region and SA average, 2009



Multiculturalism (T5.8)

Acceptance of cultural diversity as a positive influence in the community, by region, 2009



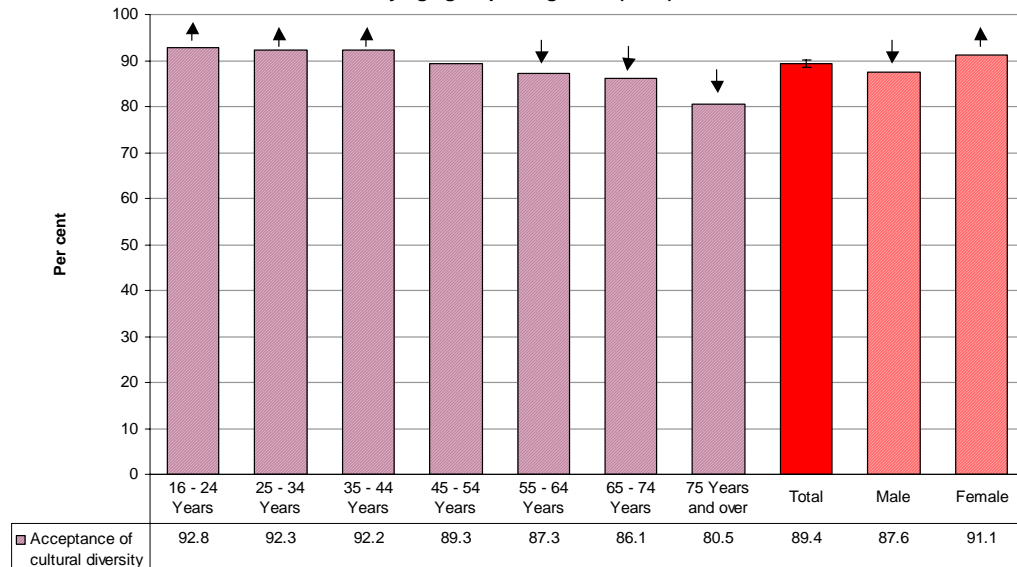
Key points

89.4 per cent of respondents accepted cultural diversity as a positive influence in the community, compared to 87.7 per cent in 2008.

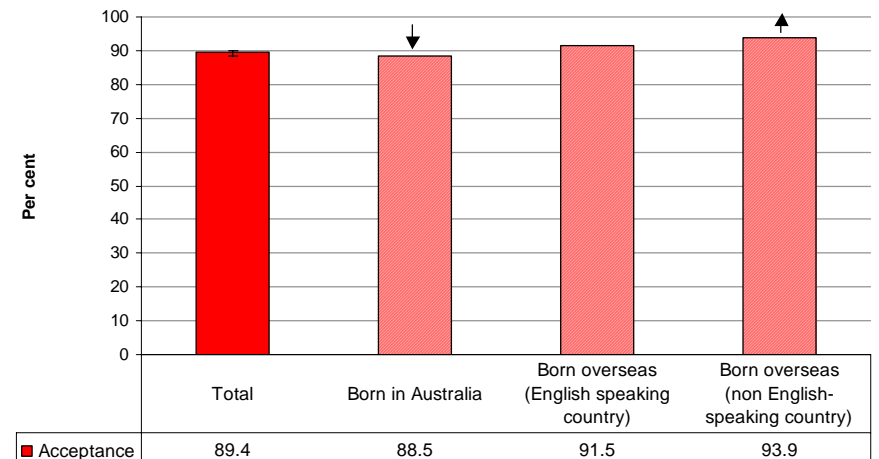
Acceptance was generally higher in metropolitan Adelaide, amongst younger people, higher for women than men, and higher amongst those born overseas (non English speaking background).

In addition to this headline question, breakdowns by birthplace have been published for all questions in the survey, to compare outcomes for those born in Australia, those born overseas (English speaking background) and born overseas (non English speaking background).

Acceptance of cultural diversity as a positive influence in the community, by age group and gender (2009)

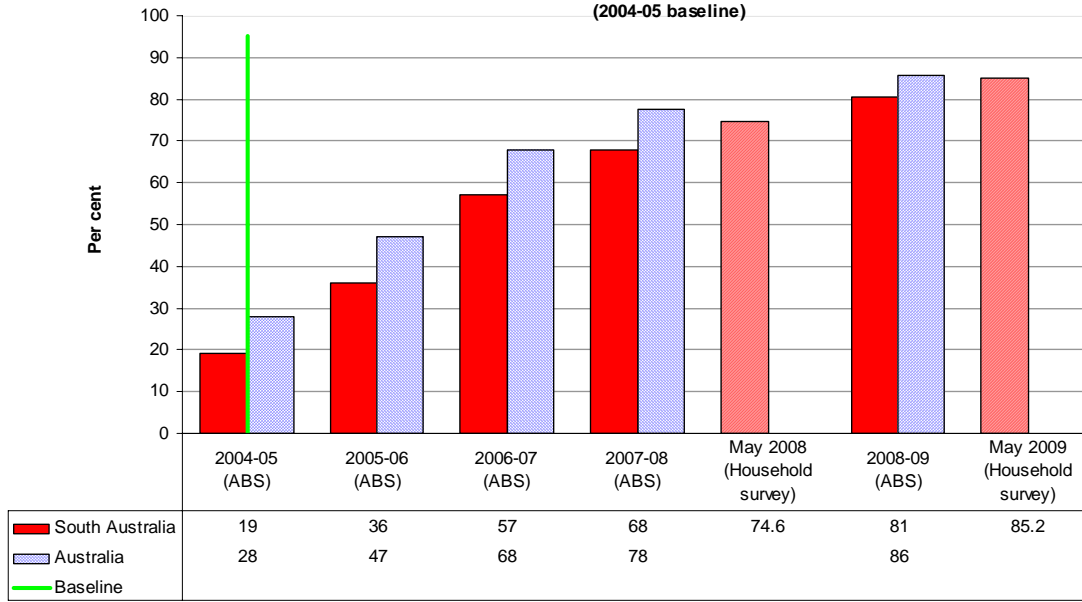


Acceptance of cultural diversity as a positive influence in the community, by birthplace (2009)



Broadband usage (T4.8)

Broadband as a percentage of internet connections in households
(2004-05 baseline)



Key points

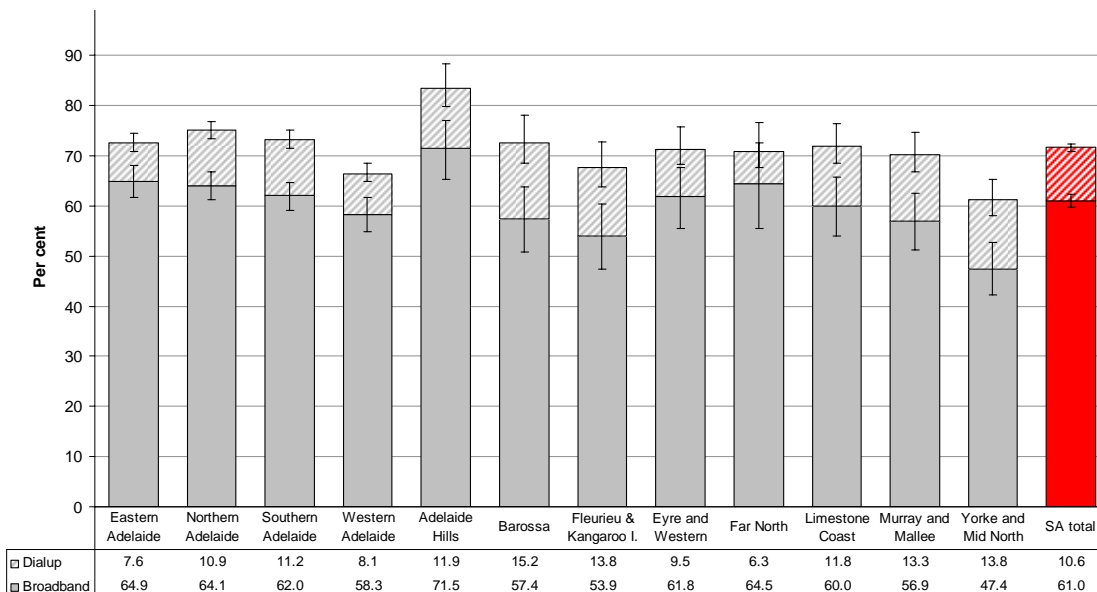
The proportion of household internet connections that are broadband connections (the target measure) was 85.2 per cent in 2009, up from 74.6 per cent in 2008.

A related statistic is the proportion of *all households* that have a broadband internet connection. Between 2008 and 2009 this rose from 51.6 to 61.0 per cent, with a corresponding drop in households with a dial-up connection or no internet connection.

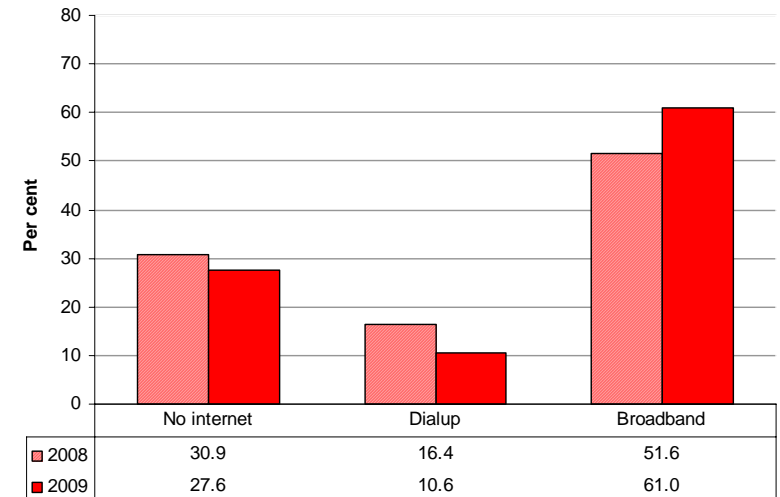
Broadband connection rates were highest in the Adelaide Hills and lowest in the Yorke and Mid North region.

Because this target and the weighting methodology for these questions are based on households rather than people, it is not meaningful to break down data by age, sex or birthplace.

Proportion of households with broadband internet access, by region, 2009

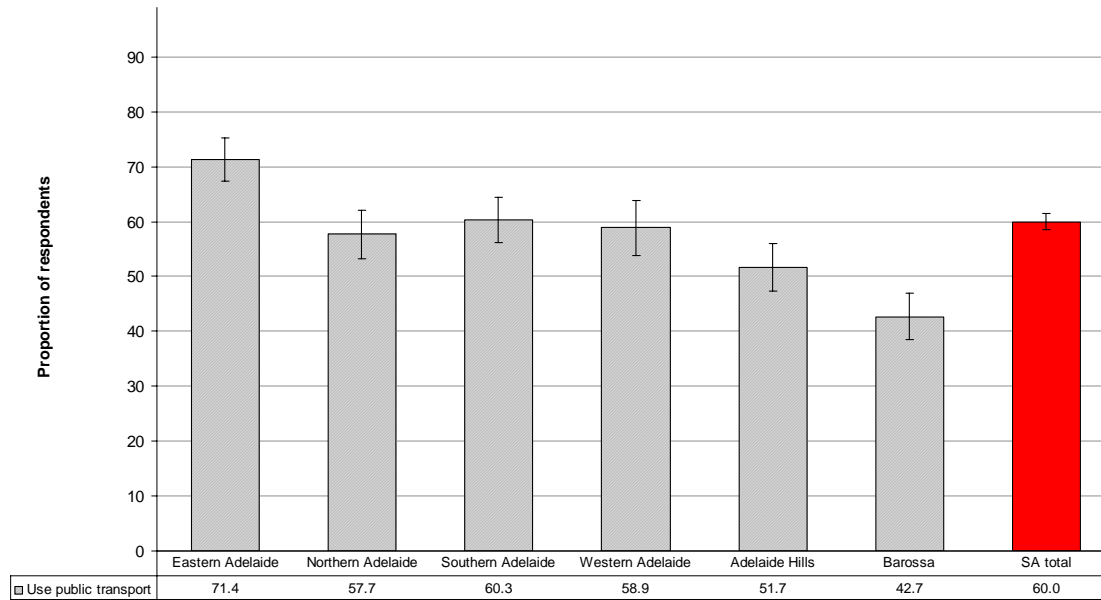


Type of internet connection, South Australia



Public Transport (T3.6)

Use of public transport, by region, 2009



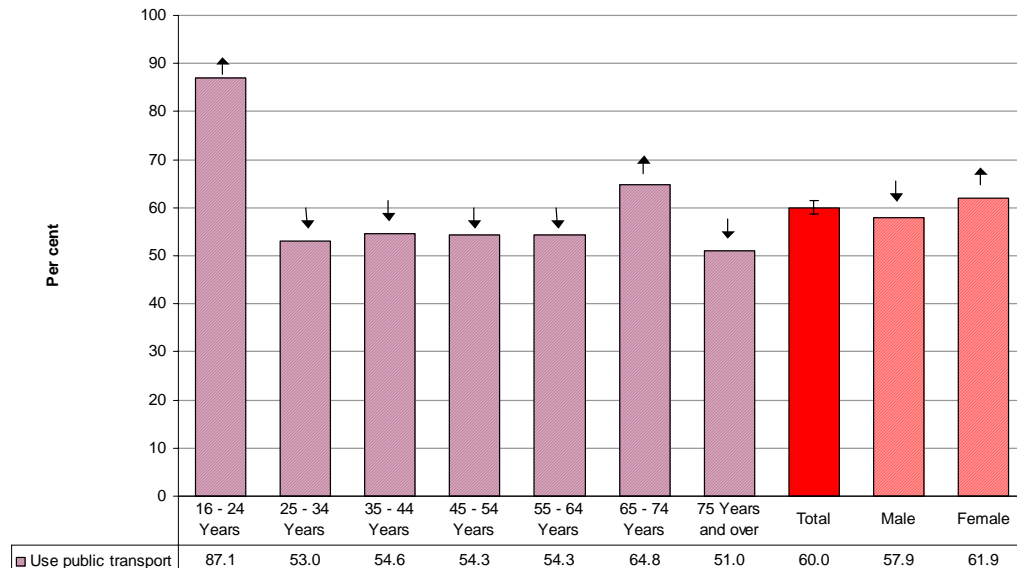
Key points

The key measure for T3.6 is the proportion of weekday kilometres travelled by public transport, rather than by private vehicle (ABS survey data); a supplementary measure used is the number of weekday public transport boardings (administrative data).

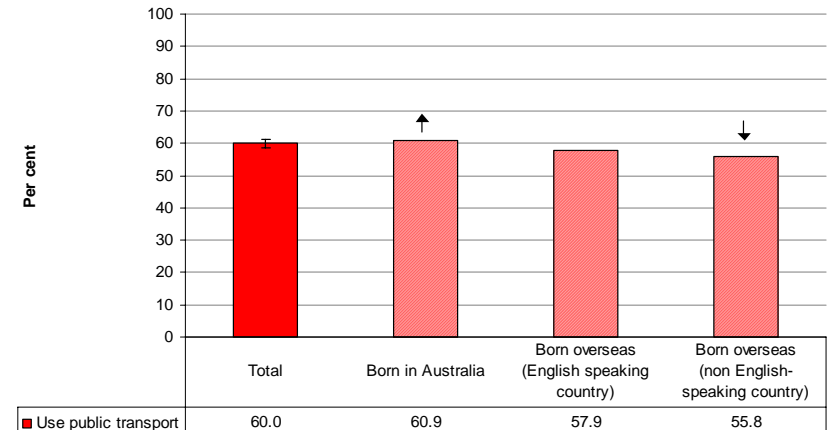
Questions on public transport use were included in the Household Survey in 2009 to give some information on the demographics and distribution of public transport use. These questions were included in areas served by public transport.

60.0 per cent of respondents used public transport. Public transport use was highest in the Eastern Adelaide region, above average for those aged 65 to 74 years, and well above average for those in the 16 to 24 year age group.

Use of public transport, by age group and gender (2009)

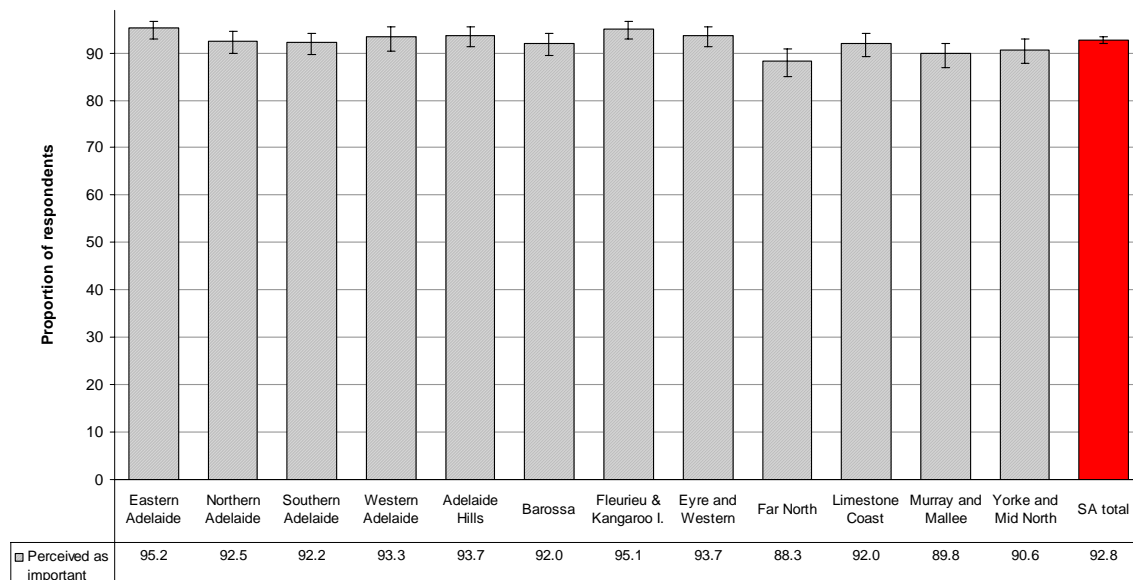


Use of public transport, by birthplace (2009)



Zero Waste (T3.8)

Perception of recycling and avoiding waste as important (rated 6 or higher on a scale of 1 to 10), by region, 2009



Key points

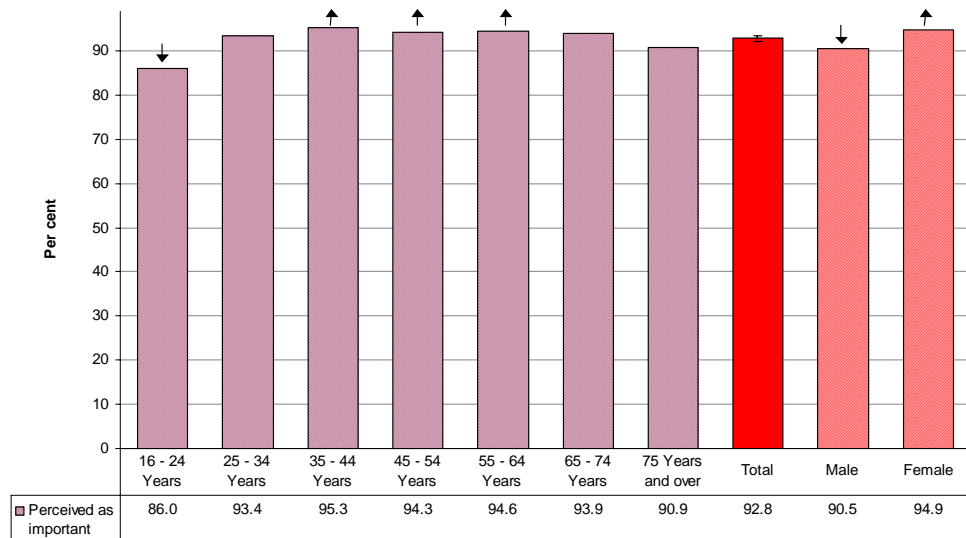
The key measure for this target is the volume of waste going to landfill.

Questions were included in the household survey about the perceived importance of recycling and waste avoidance (summarised here), saving water, and saving energy (published in the full report).

The perception of recycling as important was higher for women over than men, and highest amongst those aged between 35 and 65 years.

67 per cent of respondents rated saving water as the most important of the three issues.

Perception of recycling and avoiding waste as important (rated 6 or higher on a scale of 1 to 10), by age and gender (2009)



Perception of recycling and avoiding waste as important (rated 6 or higher on a scale of 1 to 10), by birthplace (2009)

