

# South Australia's Strategic Plan Household Survey 2010

## SUMMARY OF RESULTS

### Introduction

A telephone survey of approximately 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, sex, 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).

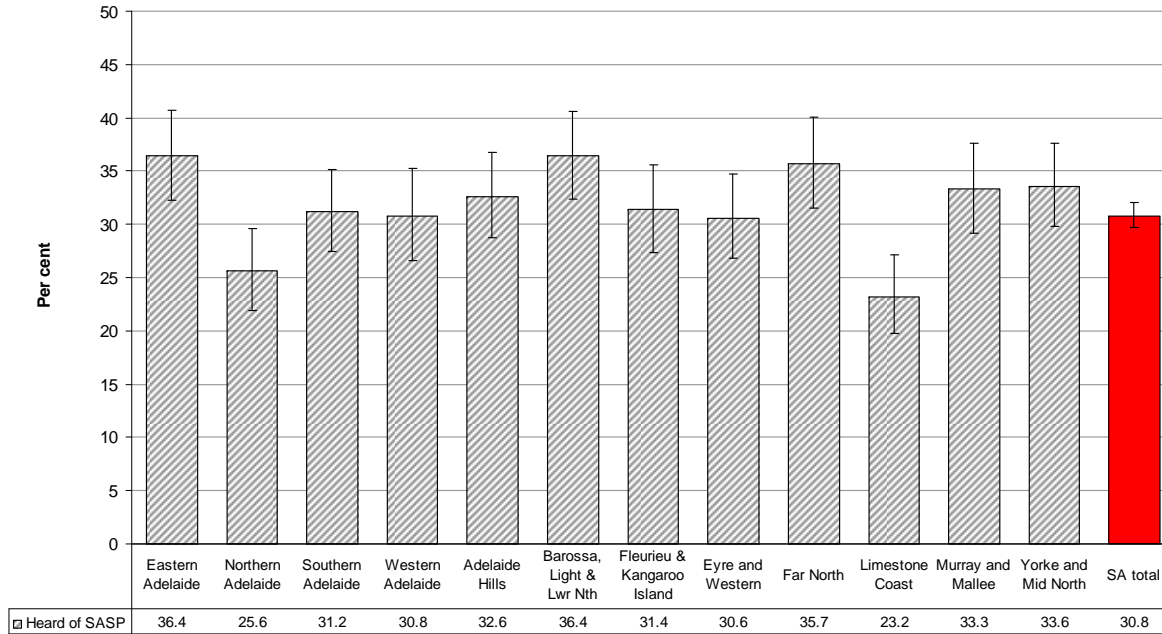
In 2009 the survey was expanded to collect data on other areas, such as public transport usage, waste recycling, recreation and sport, social inclusion, economic disadvantage and housing stress (relevant to targets T3.6, T3.8, T2.3, T6.5, T6.8).

In 2010 the survey collected data on customer satisfaction with government services, attendance at cultural institutions and arts events, public transport usage, broadband usage, volunteering and multiculturalism, recreation and sport and social inclusion (T1.7, T4.3, T4.4, T3.6, T4.8, T5.6, T5.8, T2.3 and T6.5).

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](http://www.saplan.org.au).

# Knowledge of South Australia's Strategic Plan

Knowledge of South Australia's Strategic Plan, by region, 2010



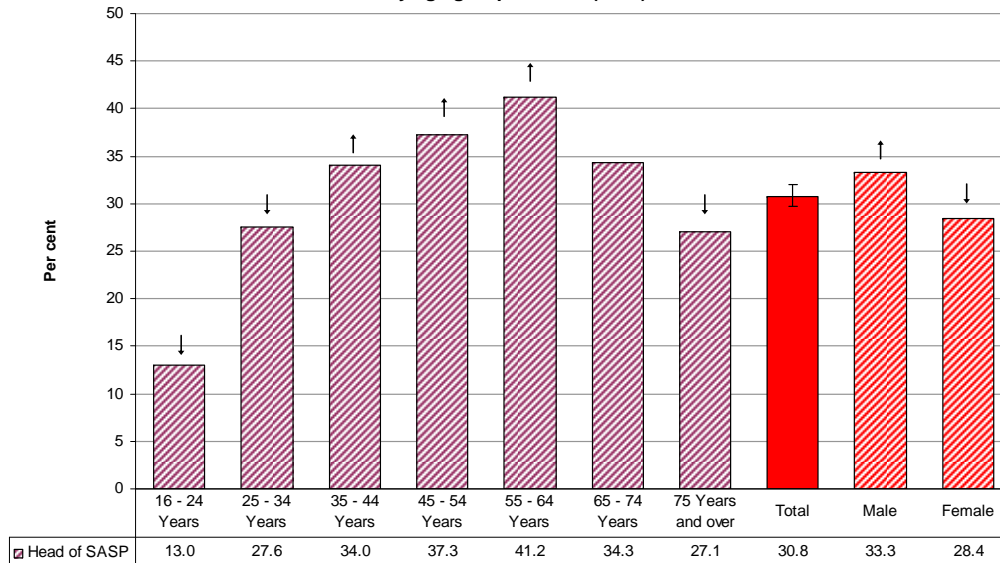
## Key points

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

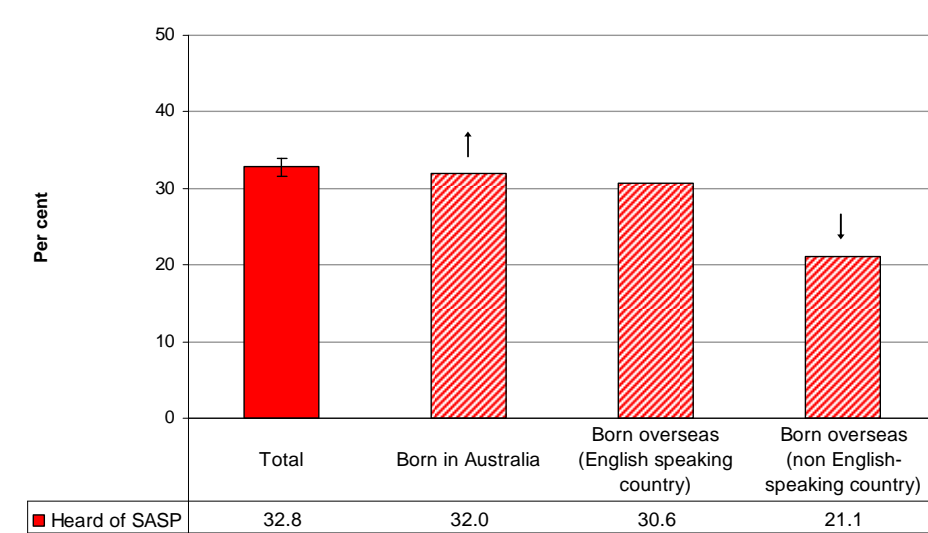
Knowledge of the Plan was particularly strong in the Eastern Adelaide, Barossa, Light and Lower North, and Far North regions.

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 sex (2010)

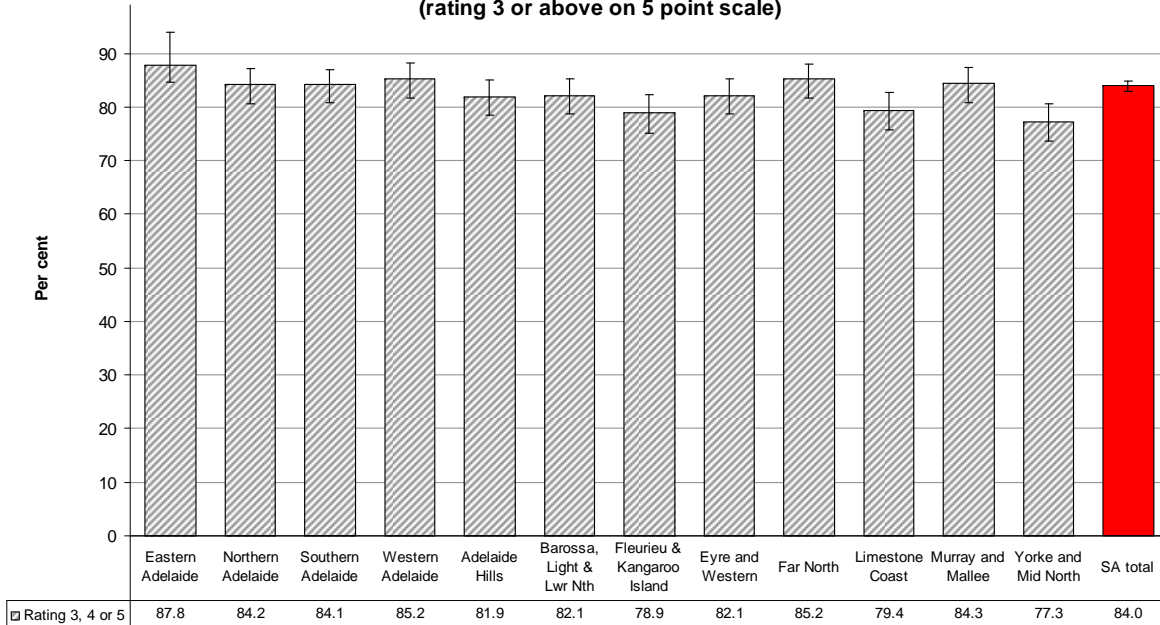


Knowledge of South Australia's Strategic Plan, by birthplace (2010)



# Satisfaction with government services (T1.7)

Overall satisfaction with South Australian government services by region, 2010  
(rating 3 or above on 5 point scale)

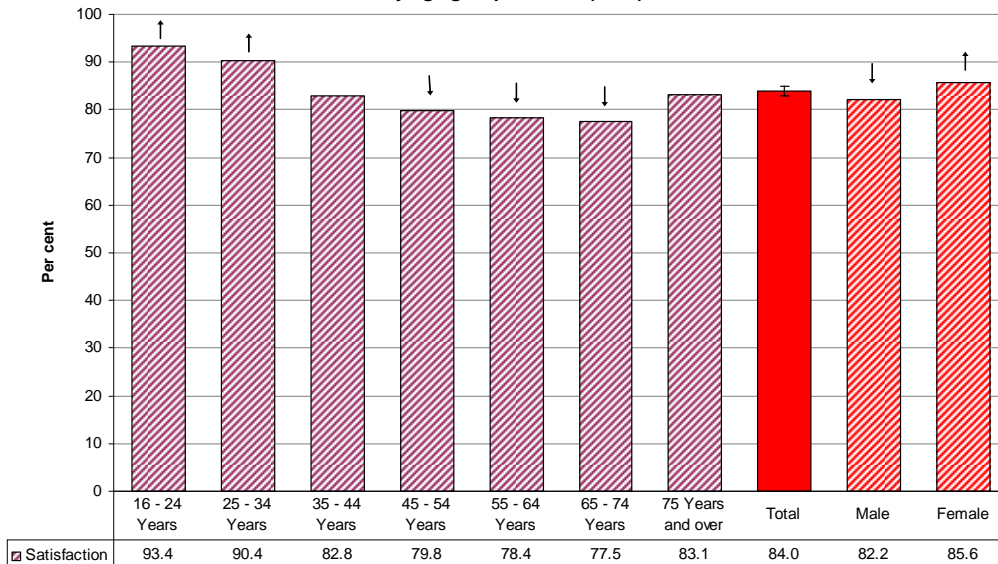


## Key points

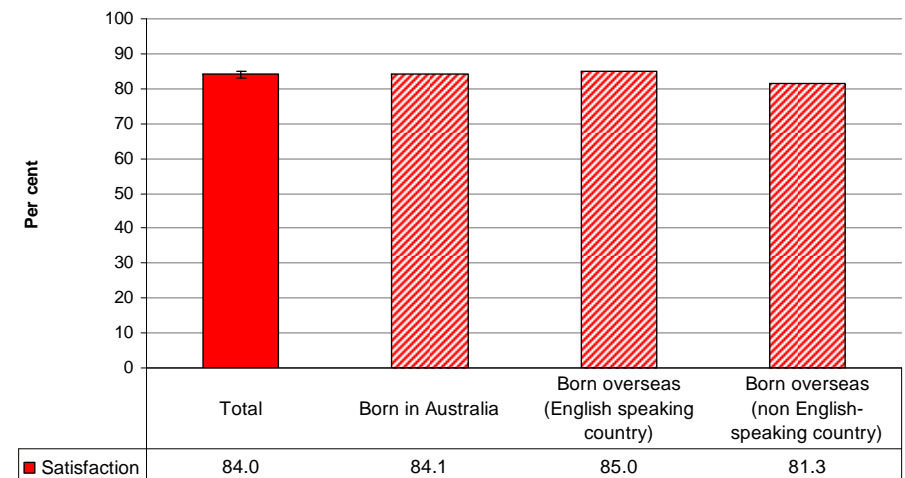
84.0 per cent of respondents rated satisfaction with South Australian government services at level 3 or above on a 5 point scale.

Satisfaction was higher amongst women than men, and higher amongst those aged less than 34 years.

Satisfaction with government services (rating 3 or above on a 5 point scale), by age group and sex (2010)

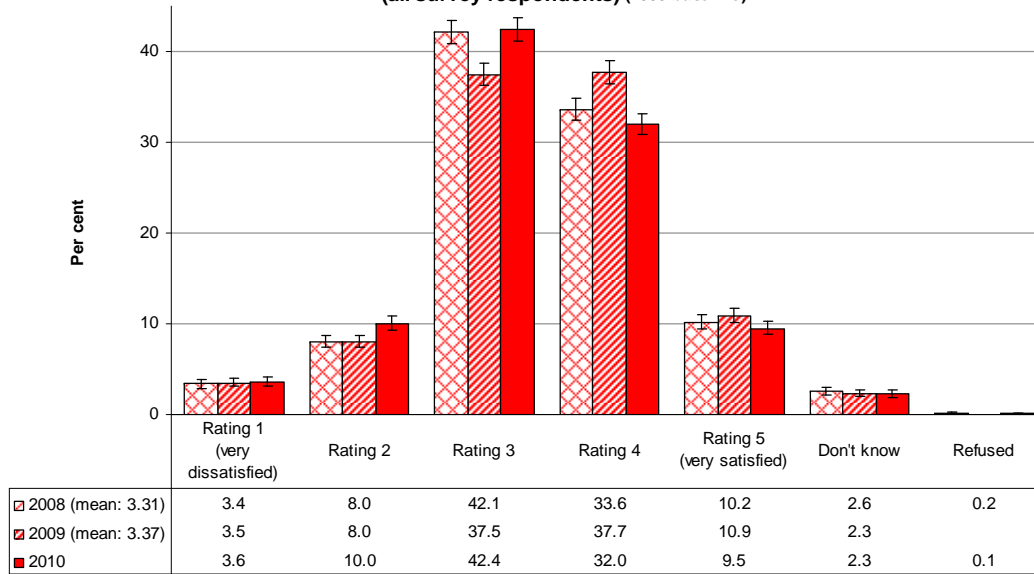


Overall satisfaction with government services (rating 3 or above on a 5 point scale), by birthplace (2010)



# Satisfaction with government services (T1.7) continued

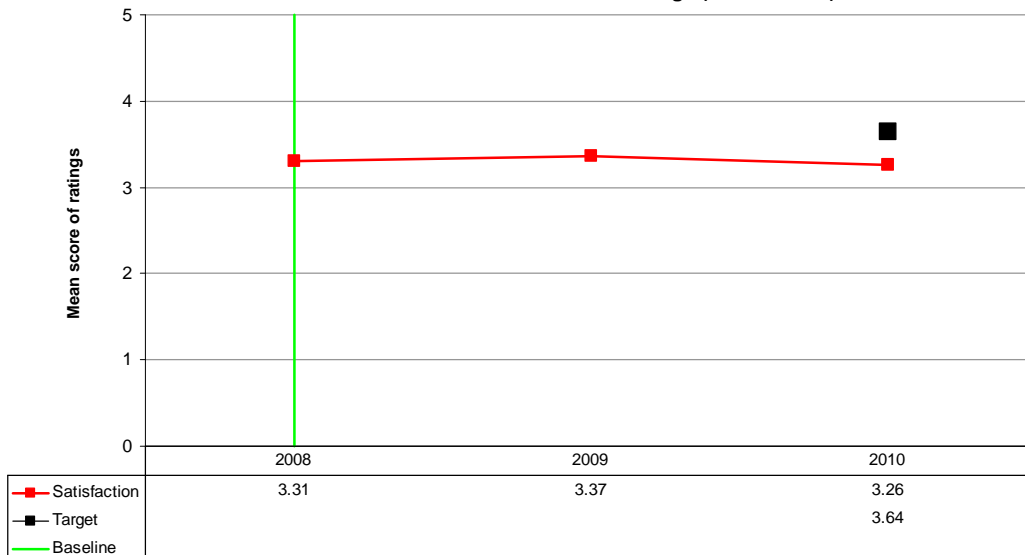
Satisfaction with government services in South Australia: distribution of ratings (all survey respondents) (2008 baseline)



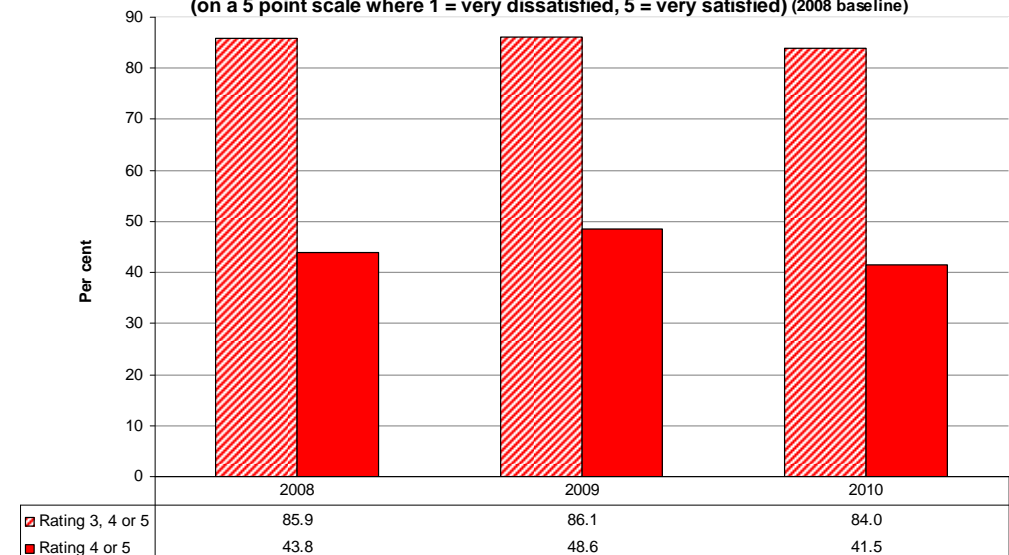
## Key points

There was a decrease in the proportion of respondents who rated satisfaction as 3 or above between 2009 and 2010, and a corresponding decrease in the calculated mean score of satisfaction ratings from 3.37 in 2009 to 3.26 in 2010.

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

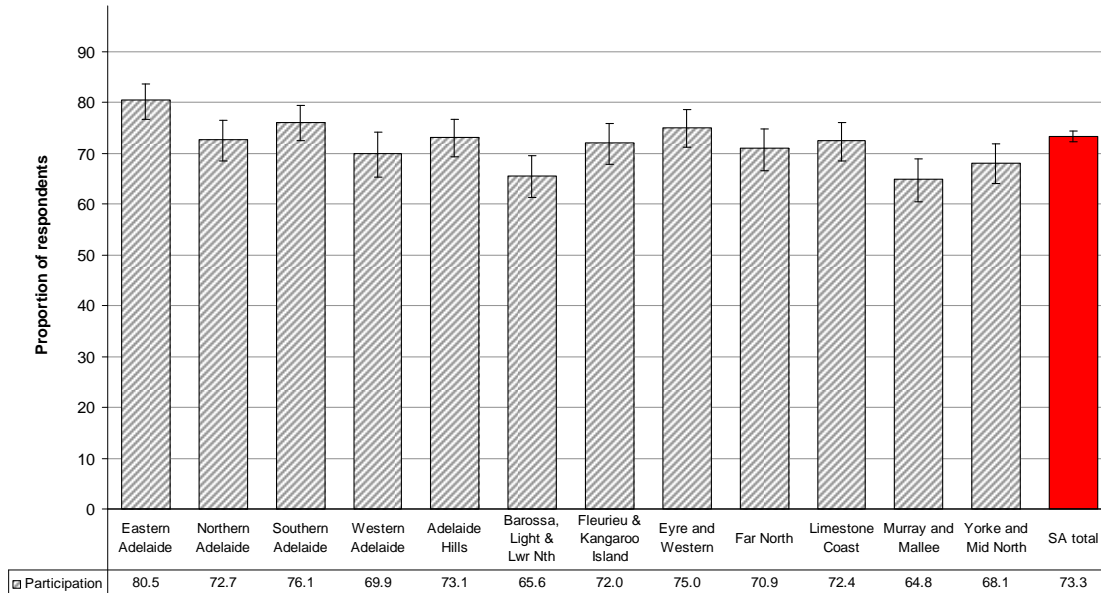


Satisfaction with government services in South Australia: satisfaction rating (on a 5 point scale where 1 = very dissatisfied, 5 = very satisfied) (2008 baseline)



# Recreation and Sport (T2.3)

Participation in recreation and sport in the past 12 months, by region, 2010



## Key points

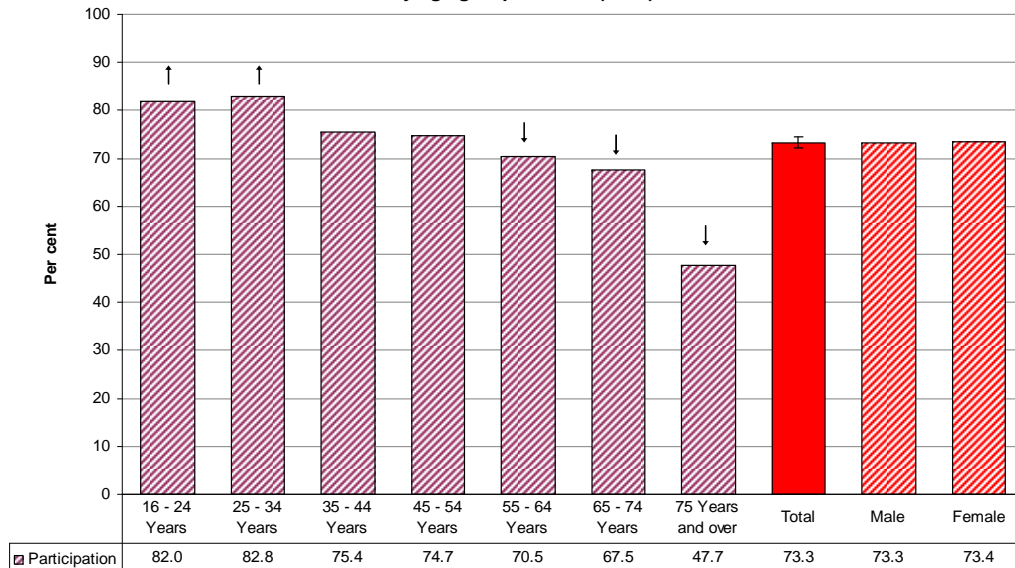
73.3 per cent of respondents had participated in recreation or sport in the last 12 months. Participation was highest in the Eastern Adelaide, Southern Adelaide and Eyre and Western regions. Participation was highest for those aged 25 to 34 years and declined with advancing age.

The most common reported activities were walking (42.9 per cent), aerobics/fitness (23.1 per cent), weight training (11.9 per cent), cycling (9.4 per cent), swimming (7.9 per cent), netball (7.7 per cent), running (7.6 per cent) and tennis (7.4 per cent).

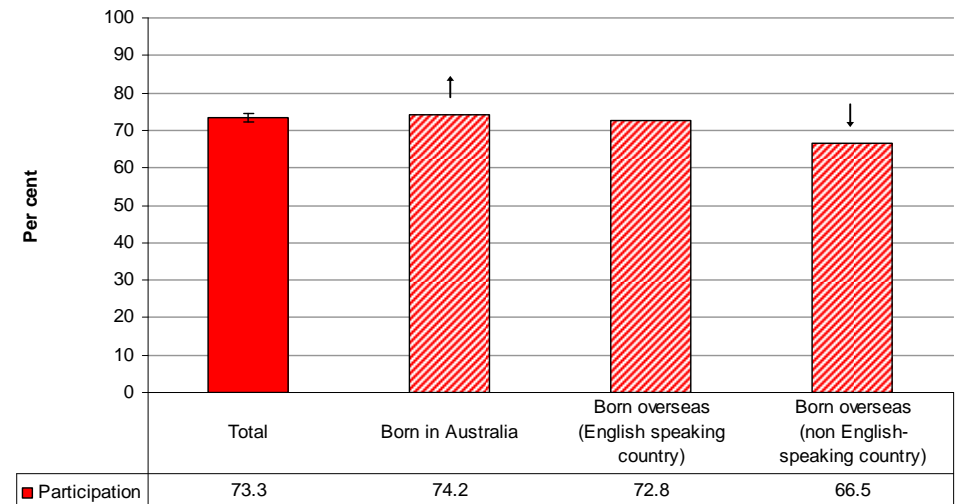
64.1 per cent of respondents had attended a sporting match or competition as a spectator, while 15.6 per cent had been involved as a coach, official, umpire or administrator.

51.5 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 sex (2010)

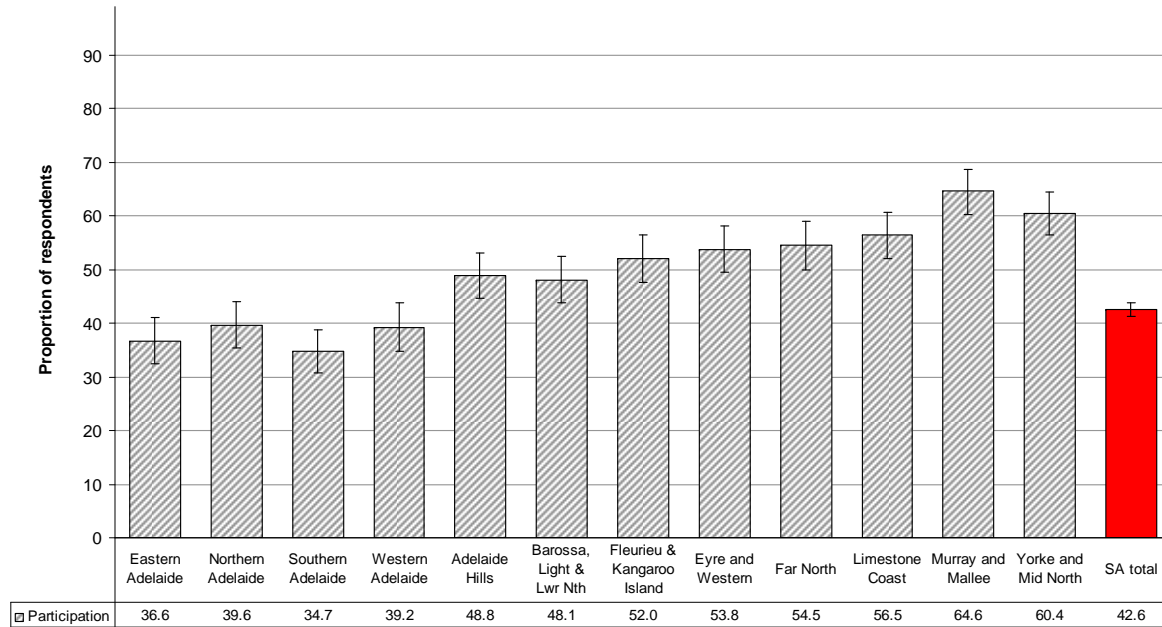


Participation in recreation and sport in last 12 months, by birthplace (2010)



# Social inclusion and involvement in the community

Participation in community activities in the past 12 months, by region, 2010



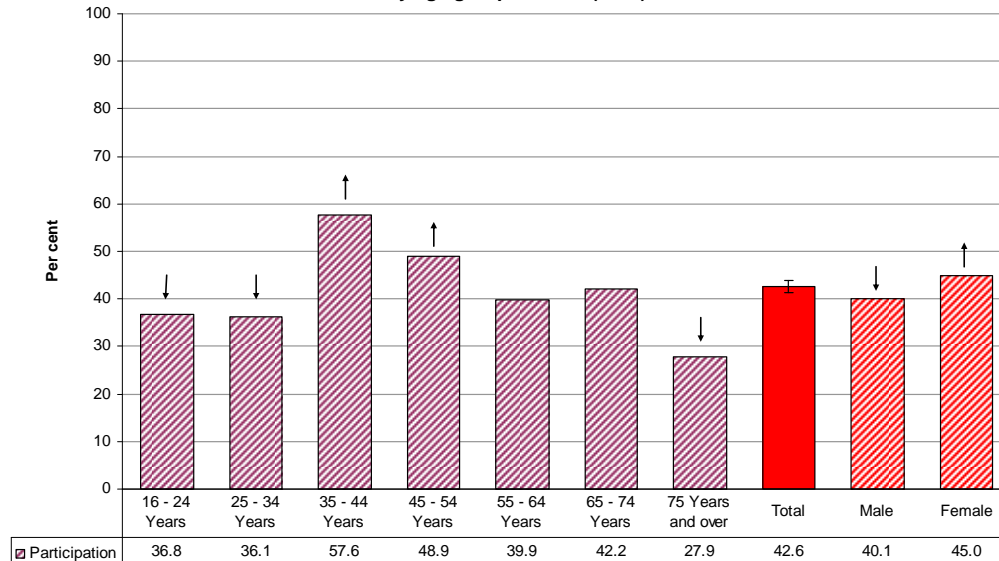
## Key points

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.

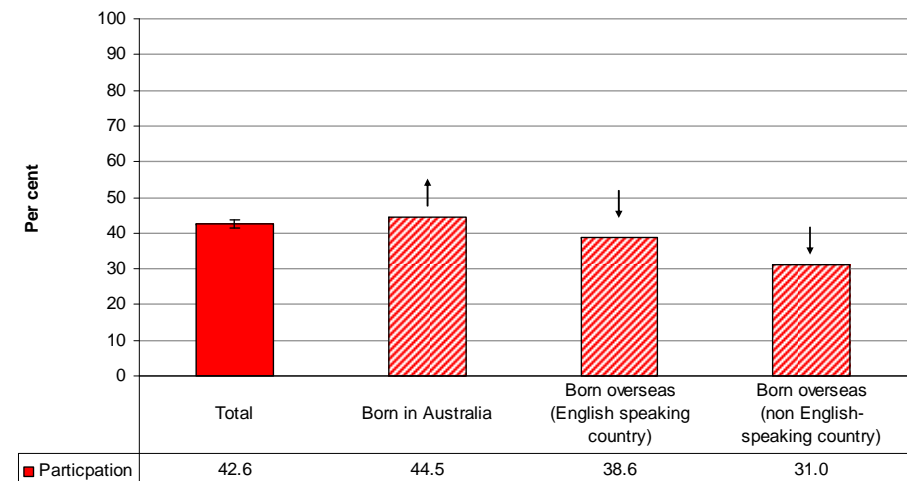
Respondents were asked whether they had been involved in the community, for example by assisting with school activities, helping with sporting events, selling raffle tickets, participating in local community discussions, attending Local or District Council meetings, etc.

42.6 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 sex (2010)

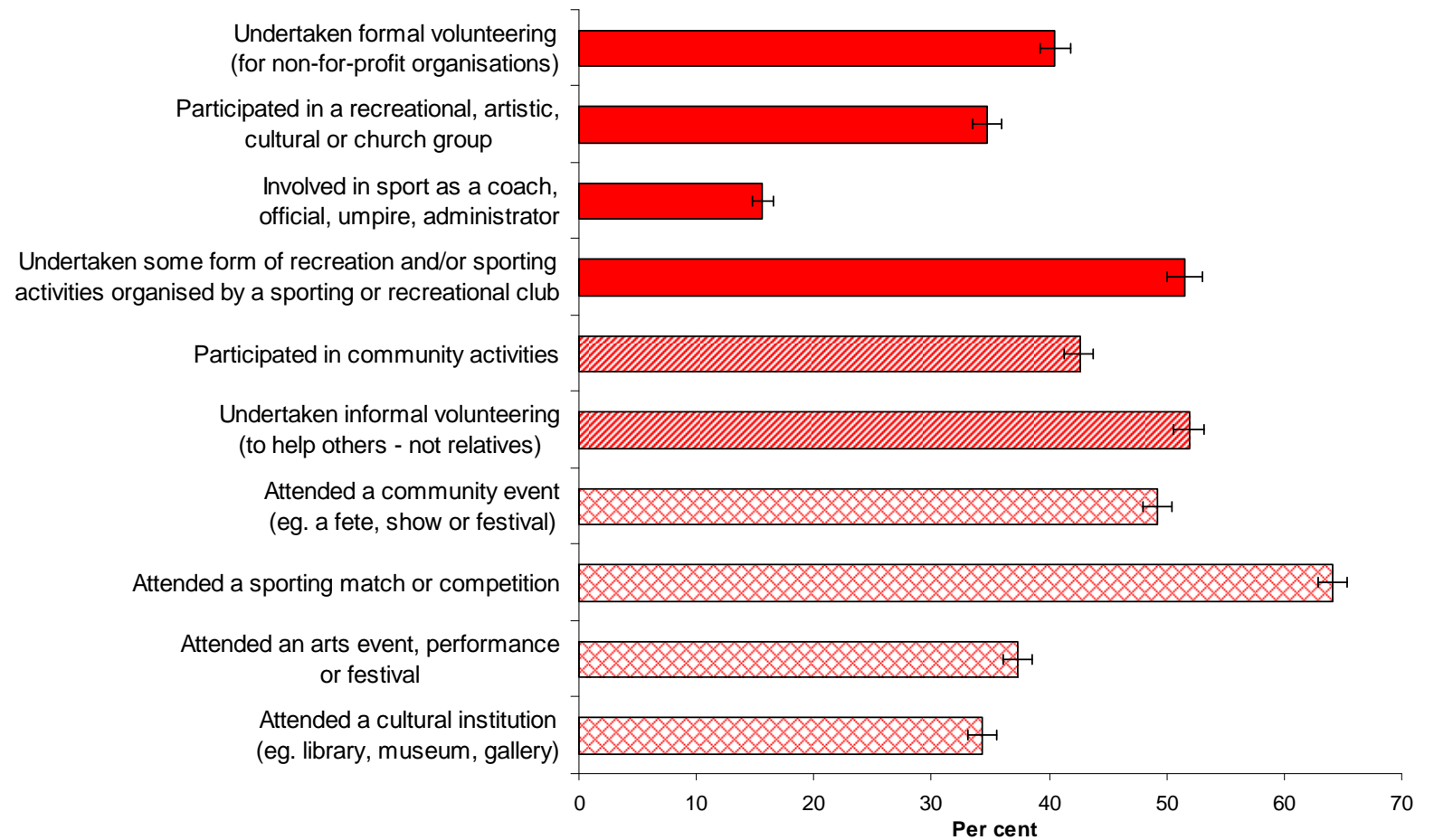


Participation in community activities in the last 12 months, by birthplace (2010)



## Social Inclusion and involvement in the community

Forms of social and community involvement in the last 12 months, South Australia, 2010



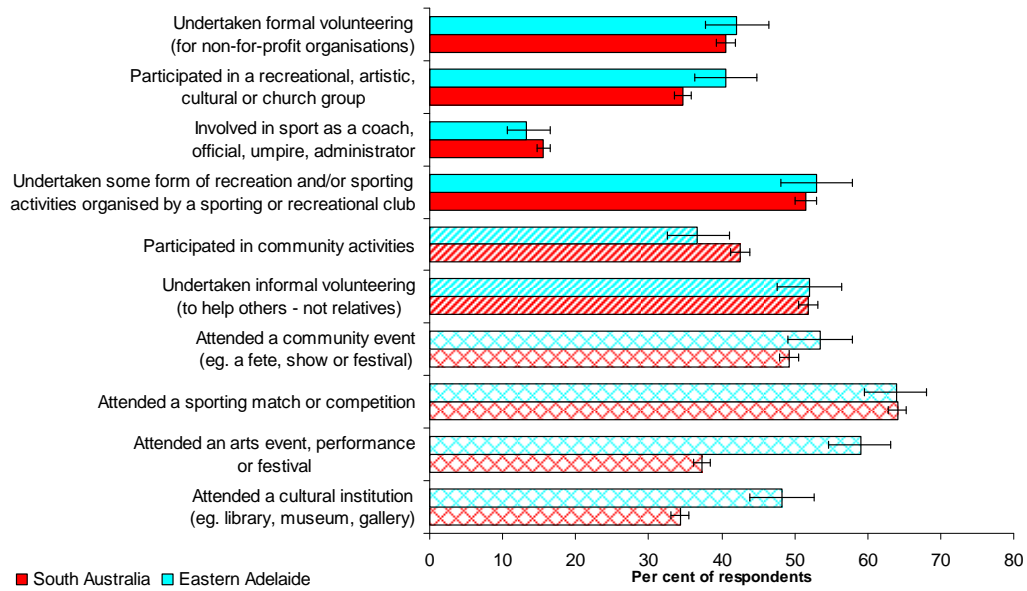
### Key points

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

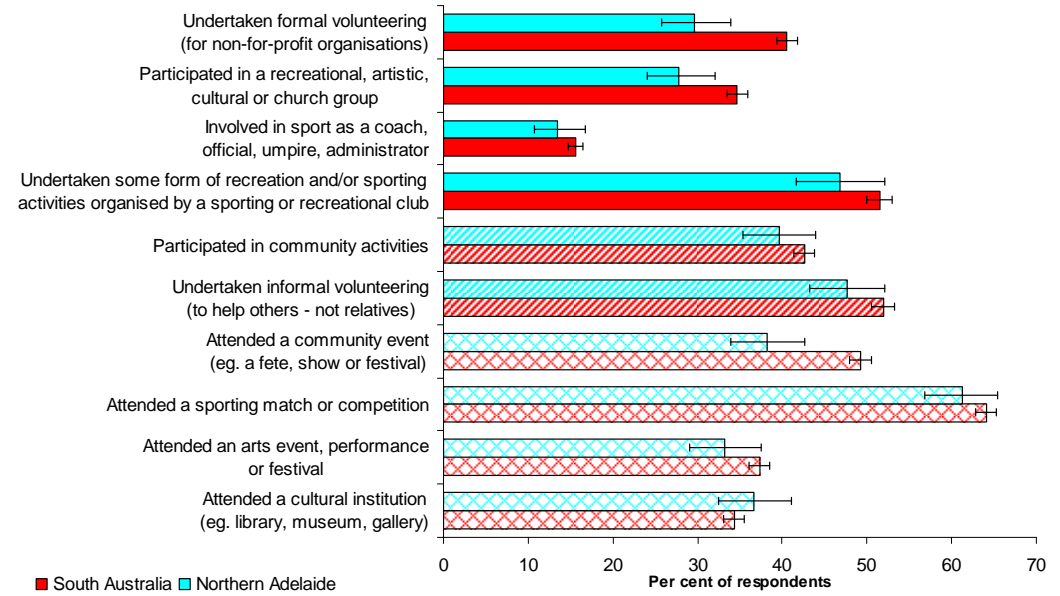
Responses to these questions have been grouped according to the level of time and strength of commitment typically associated with various activities. Results for each of South Australia's 12 regions are illustrated on the following pages, and compared to the state average.

# Involvement in the community, by region (metropolitan Adelaide)

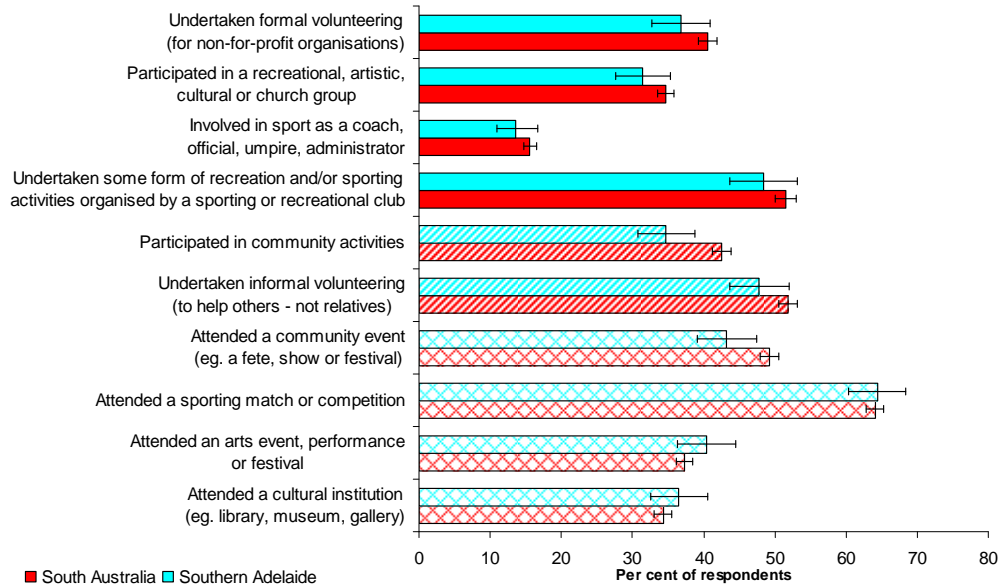
Forms of social and community involvement in the last 12 months, Eastern Adelaide and SA average, 2010



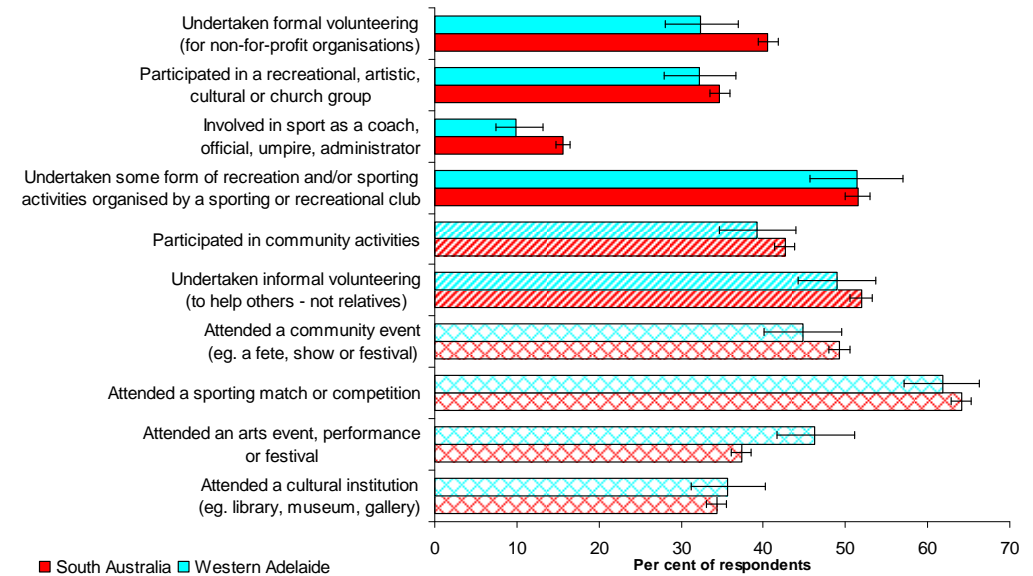
Forms of social and community involvement in the last 12 months, Northern Adelaide and SA average, 2010



Forms of social and community involvement in the last 12 months, Southern Adelaide and SA average, 2010



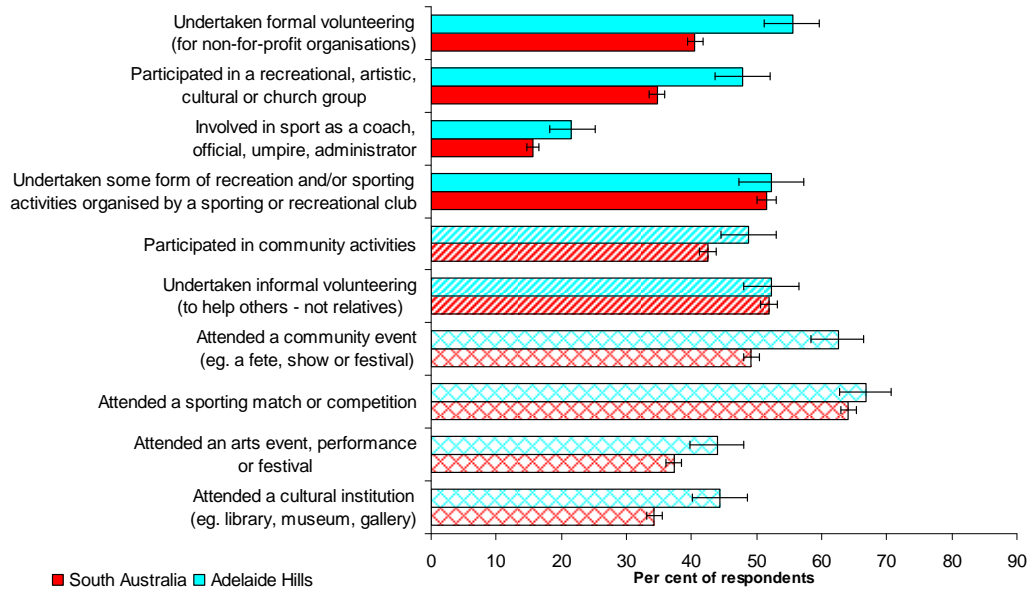
Forms of social and community involvement in the last 12 months, Western Adelaide region and SA average, 2010



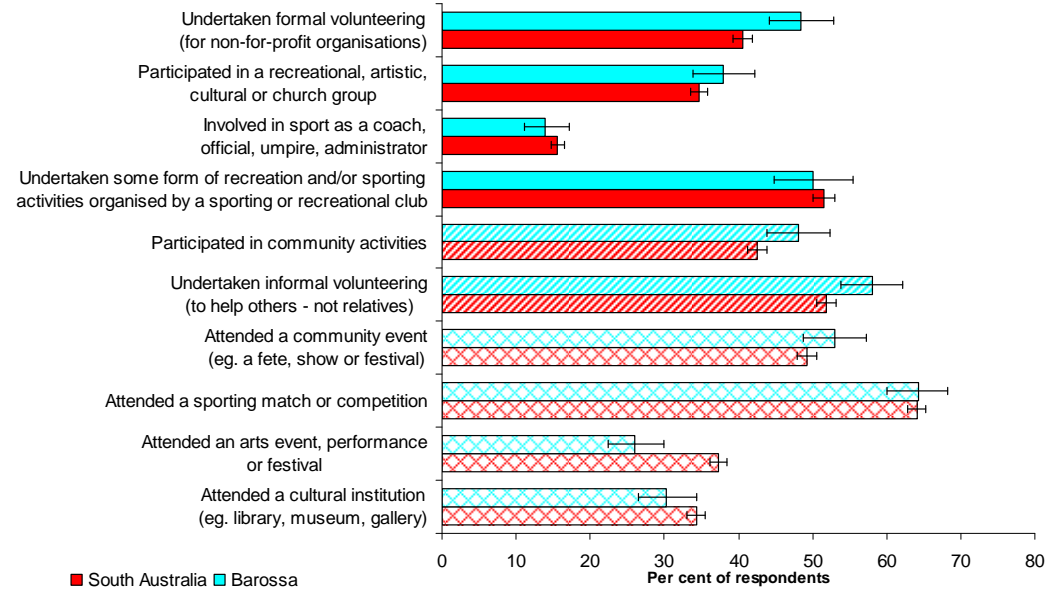


# Involvement in the community, by region (greater metro and country regions)

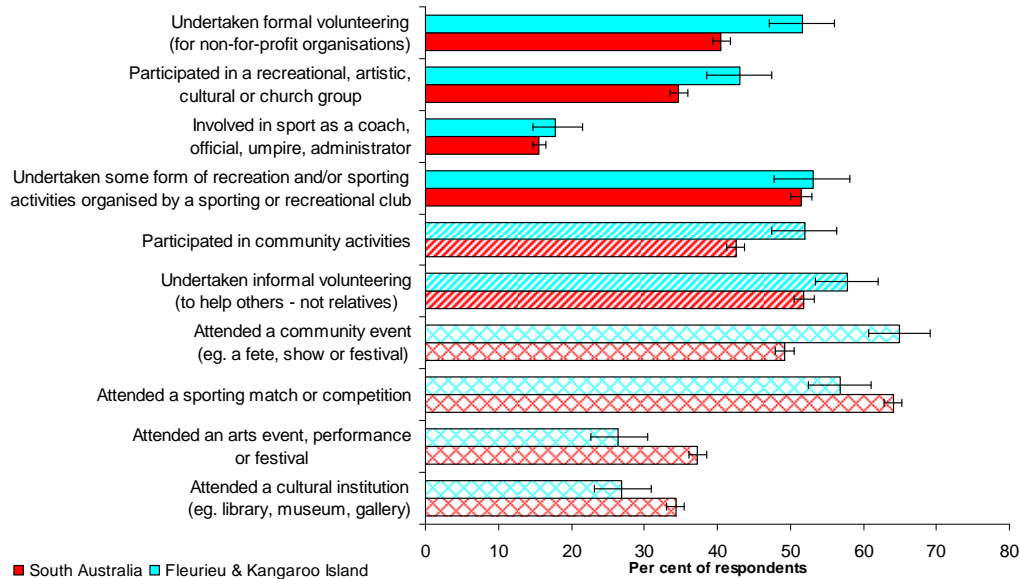
Forms of social and community involvement in the last 12 months, Adelaide Hills region and South Australian average, 2010



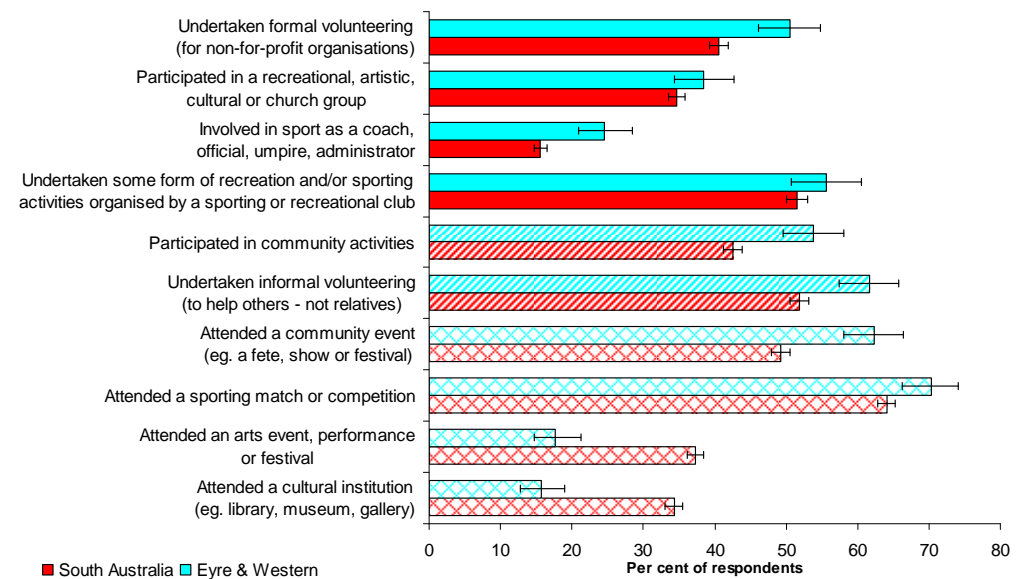
Forms of social and community involvement in the last 12 months, Barossa, Light and Lower North region and South Australian average, 2010



Forms of social and community involvement in the last 12 months, Fleurieu and Kangaroo Island region and SA average, 2010

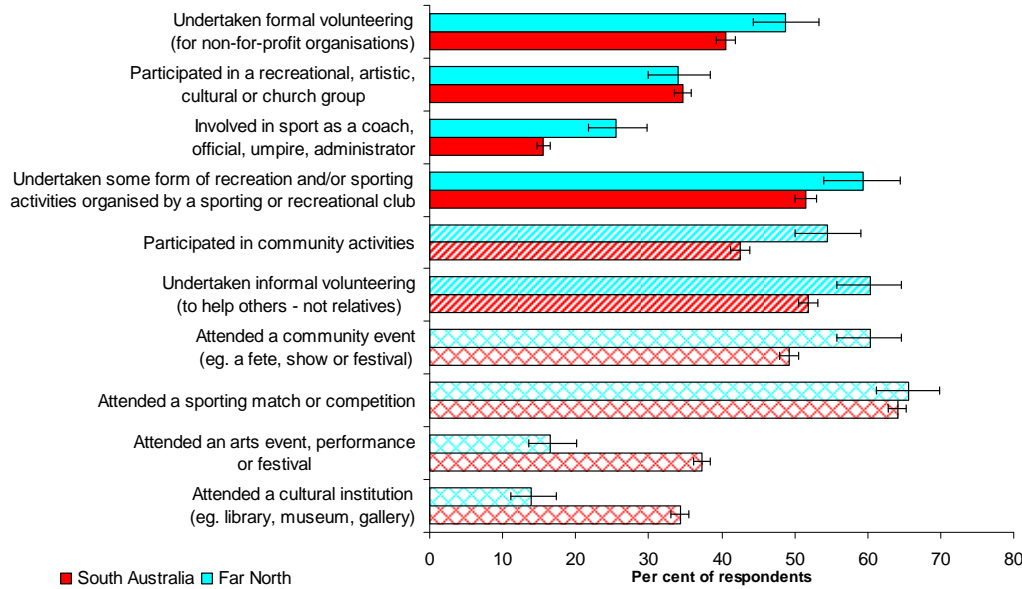


Forms of social and community involvement in the last 12 months, Eyre and Western region and SA average, 2010

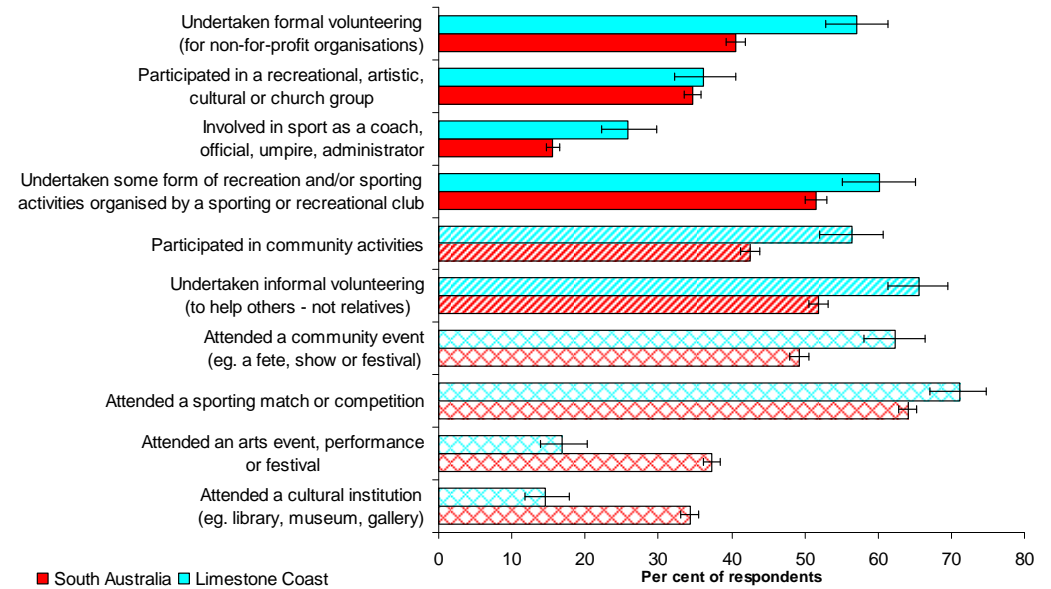


# Involvement in the community, by region (country regions)

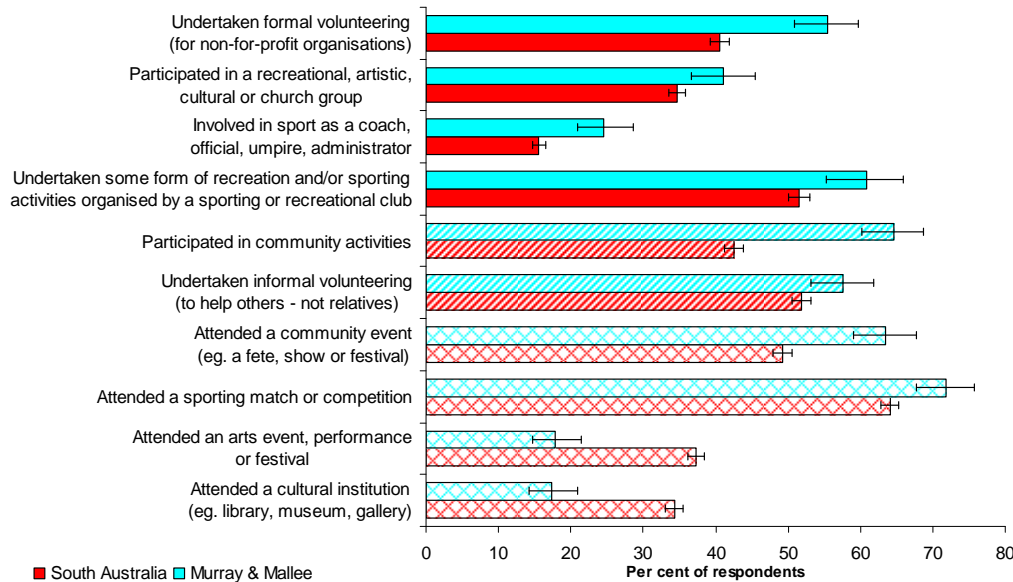
Forms of social and community involvement in the last 12 months, Far North region and SA average, 2010



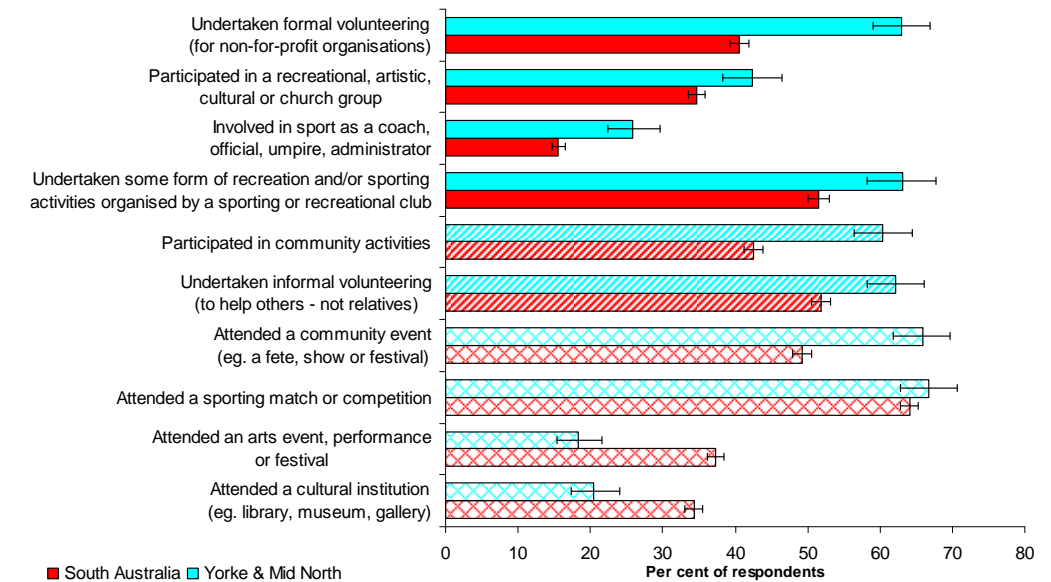
Forms of social and community involvement in the last 12 months, Limestone Coast region and SA average, 2010



Forms of social and community involvement in the last 12 months, Murray and Mallee region and SA average, 2010

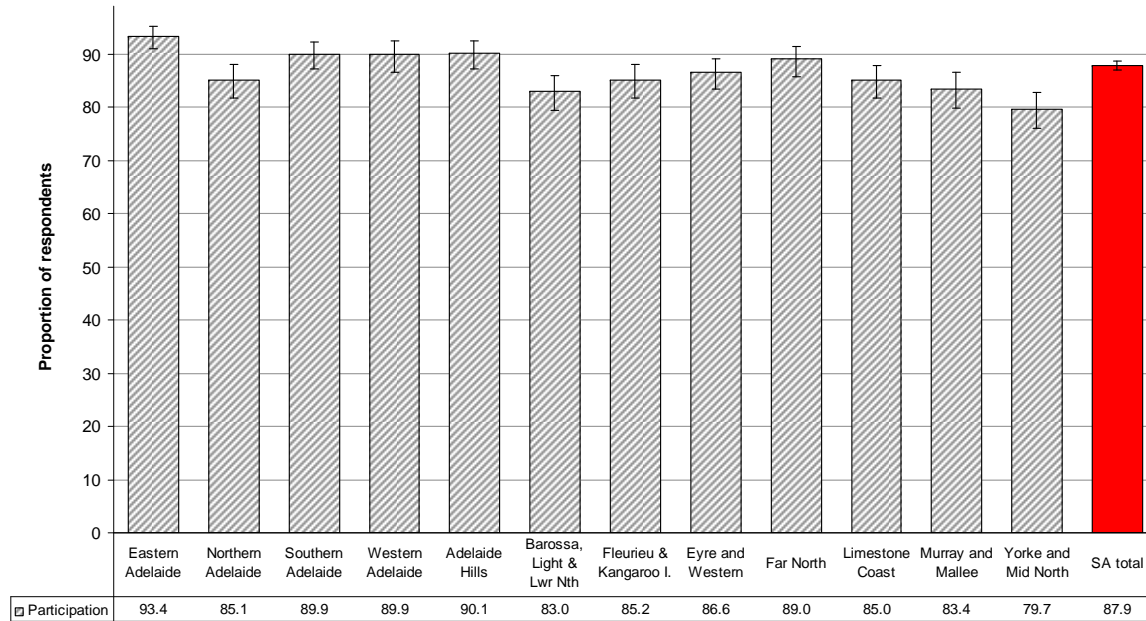


Forms of social and community involvement in the last 12 months, Yorke and Mid North region and SA average, 2010



# Multiculturalism (T5.8)

Acceptance of cultural diversity as a positive influence in the community, by region, 2010



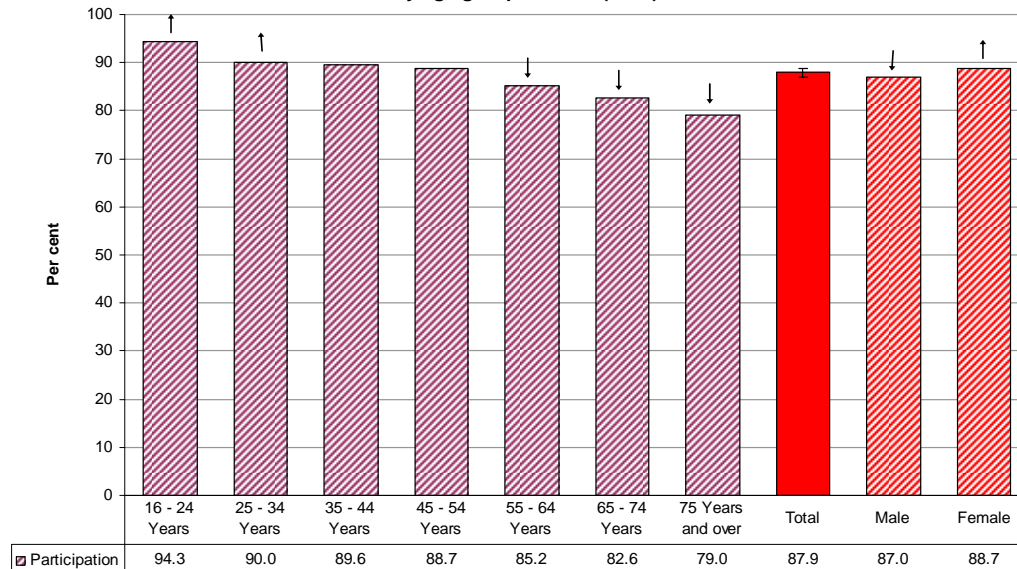
## Key points

87.9 per cent of respondents accepted cultural diversity as a positive influence in the community.

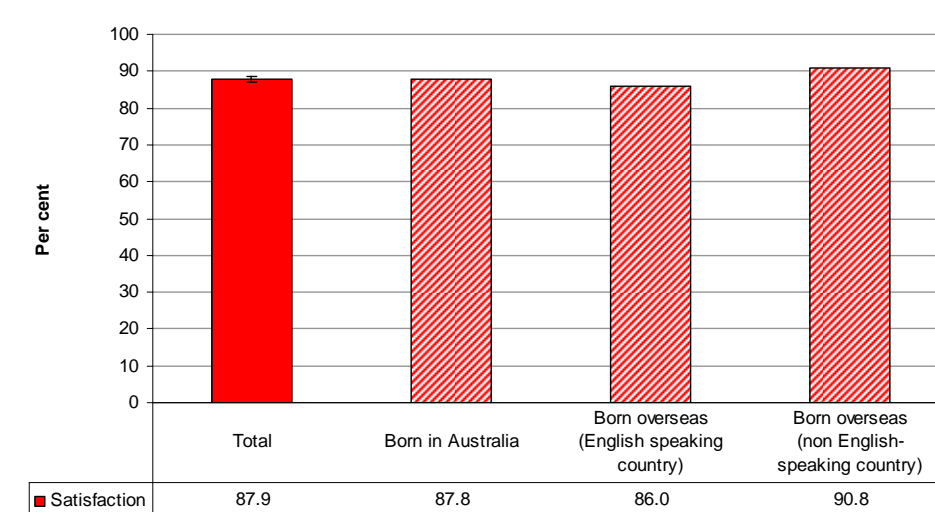
Acceptance was generally higher in metropolitan Adelaide, amongst those aged 16-34 and higher for women than men.

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 sex (2010)

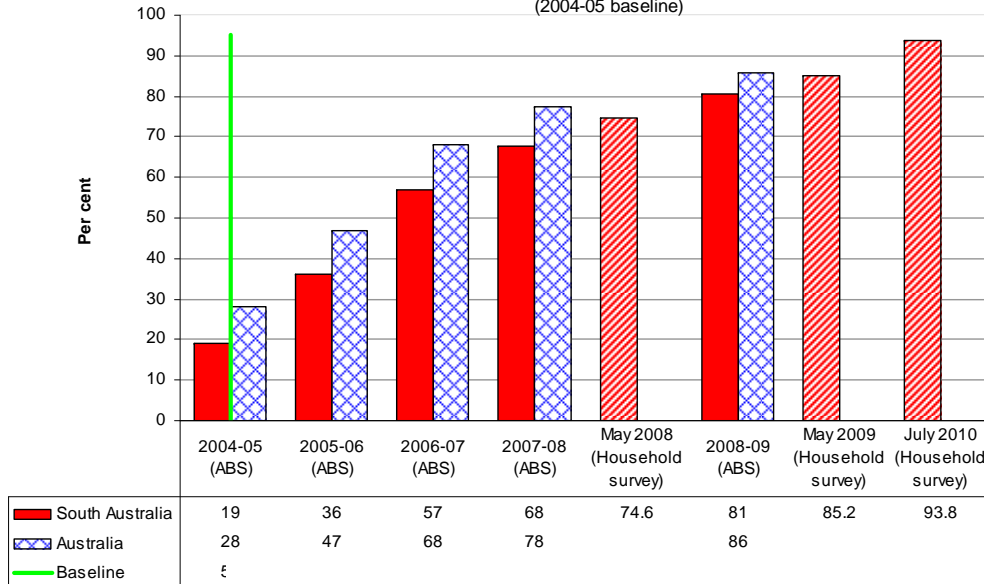


Acceptance of cultural diversity as a positive influence in the community, by birthplace (2010)



# Broadband usage (T4.8)

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



## Key points

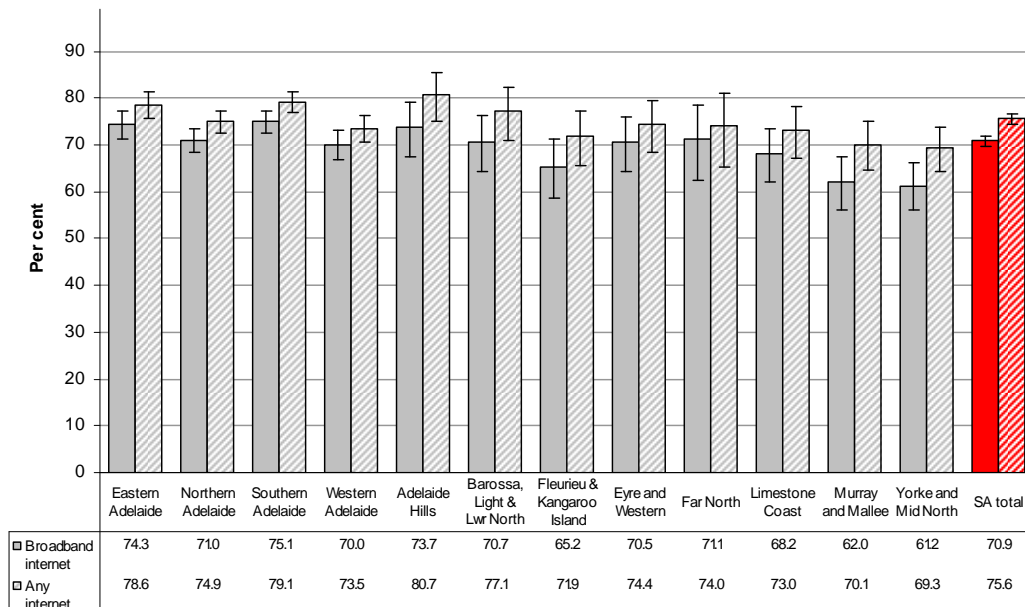
The proportion of household internet connections that are broadband connections (the target measure) was 93.8 per cent in 2010, up from 85.2 per cent in 2009.

A related statistic is the proportion of *all households* that have a broadband internet connection. Between 2008 and 2009 this rose from 61.0 to 70.9 per cent, with a corresponding drop in households with a dial-up connection or no internet connection or no computer.

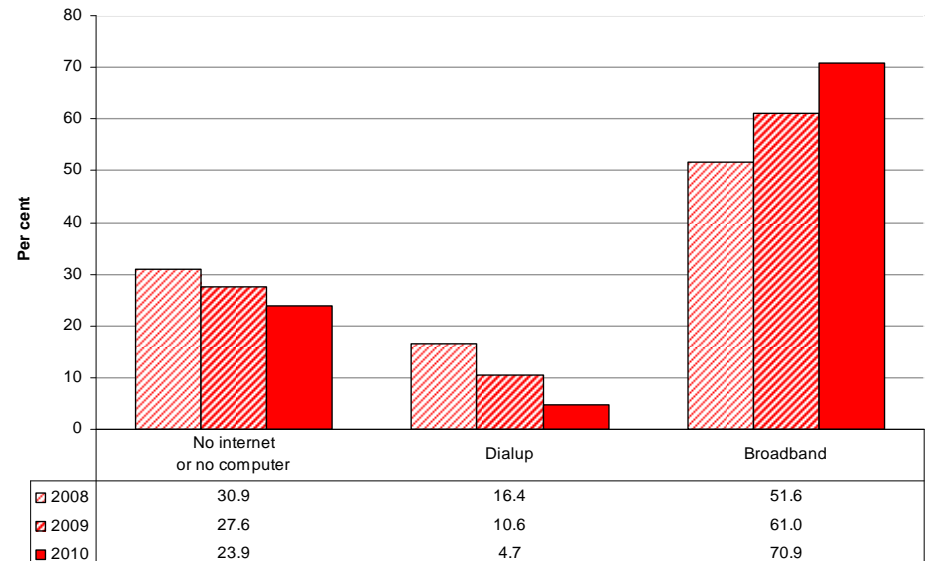
Broadband connection rates were highest in the Southern Adelaide region and lowest in the Yorke and Mid North region.

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 (2010)

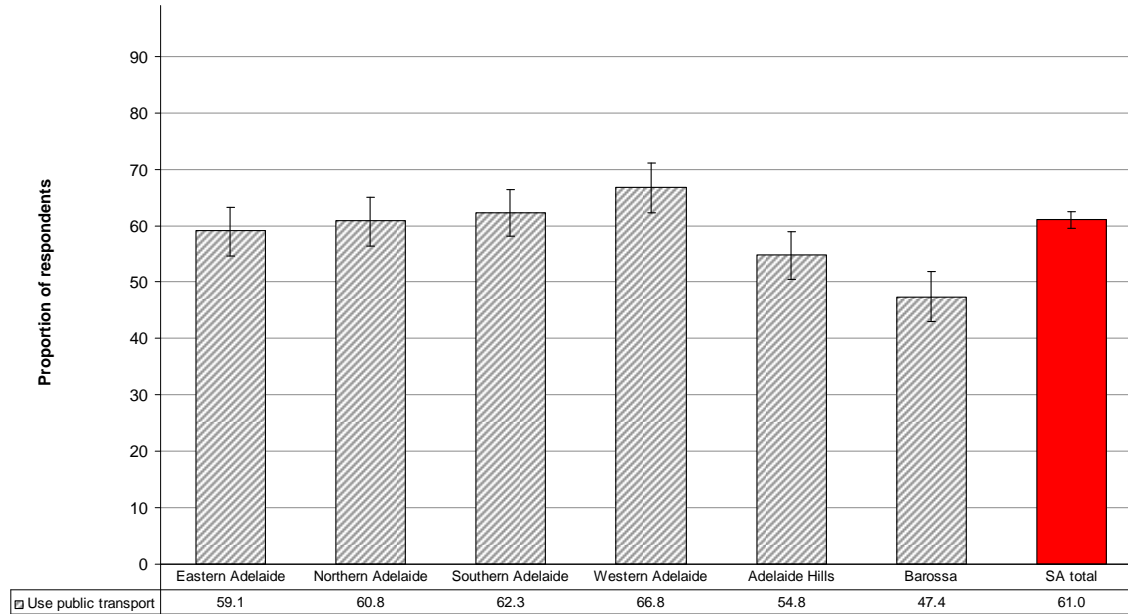


Type of internet connection, South Australia



# Public Transport (T3.6)

Use of public transport, by region, 2010



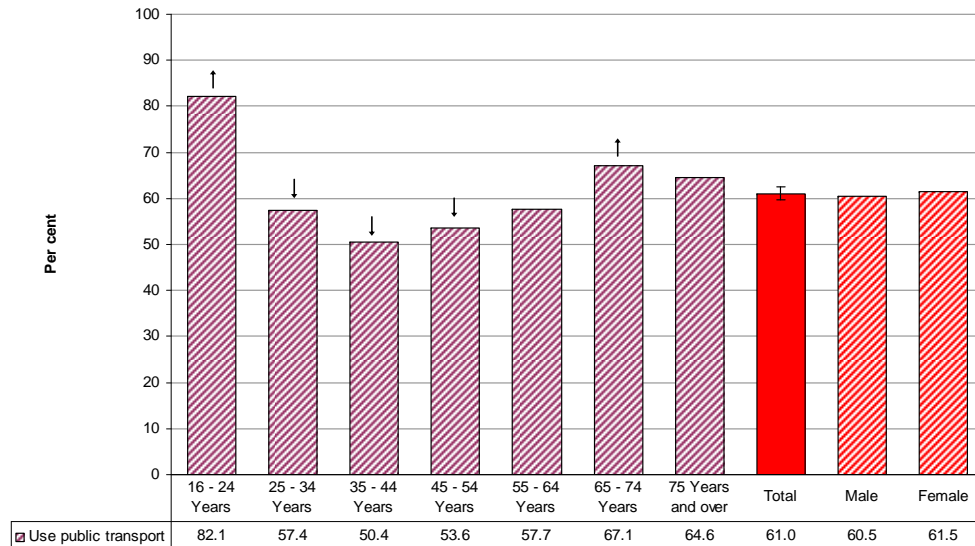
## Key points

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

61.0 per cent of respondents used public transport. Public transport use was highest in the Western Adelaide and Southern Adelaide regions, 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 sex (2010)



Use of public transport, by birthplace (2010)

