

# COMMUNITY VIEWS SURVEY MARCH / APRIL 2019

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## BACKGROUND

- The ACT Government engaged ORIMA Research to conduct a telephone survey to ascertain community views in relation to Directorate-driven topics of interest. These topics varied from overall priorities of the ACT Government to proposed policies and initiatives.
- The annual program consists of three surveys comprising of 600 respondents using Computer Assisted Telephone Interviewing (CATI) methodology. Overall results are provided at 95% ± 5pp confidence level and at a regional confidence of 90% ± 10pp.
- For this round telephone research was undertaken in two cycles. Each survey lasted approximately 15 minutes and were conducted in the field during March and April 2019.

## TOPICS

### DEMOGRAPHICS

- Respondents were stratified and randomly sampled across the seven regions; Belconnen, Tuggeranong, North Canberra, Gungahlin, Woden, South Canberra, and Weston Creek. Reporting is able to be segmented on this regional basis.
- To correct skewed results due to unequal sample sizes within each region, the data has been reweighted to accurately reflect the relative size of each region in the final reporting figures presented here.

### ACT GOVERNMENT PRIORITIES

- The [Chief Minister, Treasury and Economic Development Directorate](#) (CMTEDD) wanted to measure how satisfied the community is with the range and quality of ACT Government services provided, as well as how informed members of the community feel they are.
- Overall impressions remained steady compared to March 2018. Satisfaction with the range of services delivered by the ACT government is at 71%, and satisfaction with the quality of those services is at 74%. The proportion of respondents who felt they were 'well informed' about ACT government services at the suburb level is 61%, and territory-level, 72%.
- Consistent with previous research; 'health services', 'education', 'other urban services', 'justice and community safety' and 'managing the environment' were rated by the community as of the highest importance.
- Just over half of all respondents (56%) identified additional issues that they consider highly important for the ACT Government to focus on. The most notable were: public transport, environment, climate change and energy and social services.

## COMMUNICATION CHANNELS AND INFORMATION USAGE

- The [Chief Minister, Treasury and Economic Development Directorate](#) (CMTEDD) wanted to better understand what information residents prefer to receive from the ACT Government and which sources of information they use most often.
- The preferred channels for receiving communications were a newsletter sent via mail (31%), email (17%) social media (11%) and advertising on TV (9%). The findings were benchmarked against similar research conducted 2016 to determine whether there have been any changes in respondent preferences.
- The notable difference is a 7% increase in the proportion of respondents whose preferred channel is a newsletter sent by mail.
- When searching for ACT Government information, 76% found the information they were looking for. ACT Government websites (47%) and Google searches (18%) were the channels respondents most frequently used to find out information from the ACT Government.
- Information on urban services, such as maintaining parks and public areas, was the most frequently searched subject (18%) followed by transport infrastructure (9%) and health services (9%).

## YOURSAY

- The [Chief Minister, Treasury and Economic Development Directorate](#) (CMTEDD) sought to gauge the community's awareness of the ACT Government's 'YourSay' website compared to March 2018. Respondents were also asked if they might be interested in joining up to the YourSay Community Panel – a new research panel soon to be launched by the ACT Government.
- Of the 20% who said that they have accessed or provided feedback on YourSay, 83% were interested in providing feedback after accessing the website, 73% felt that the YourSay website was easy to use and 73% felt as though they were given the opportunity to have their say through the website.
- There was strong interest from respondents in joining the new YourSay Community Panel, with 45% of respondents providing an email address so that they can be advised about its launch.

## LIGHT RAIL

- [Transport Canberra and City Services](#) (TCCS) sought information to anticipate attendance at the April launch of the Canberra Light Rail to inform event and traffic management planning as well as community awareness surrounding recent safety messaging.
- About 1 in 10 respondents (9%) said they were interested in attending the light rail launch. It is estimated that 29,000 passengers rode it on the day.

- Respondents were then asked whether they had heard anything about safety around the light rail. The majority of respondents (72%) said yes, 21% said no and 7% said yes, they believed so. Of those that were aware, almost two out of three (65%) recalled seeing a safety campaign in a particular place, publication or website.
- This information will be used to assist in evaluating the effectiveness of the light rail safety campaign, and to inform future public information.

## ROAD SAFETY

- [Transport Canberra and City Services](#) (TCCS) wanted to better understand the community's view regarding road safety issues, awareness of default speed limits and the levels of support for lowering default speed limits.
- The two issues of greatest concern were people driving under the influence of alcohol or drugs (51% up from 37% in 2017), and driver distractions, such as mobile phone usage (48% down 10% from 2017). Road risks posed by pedestrians and to pedestrians were of the least concern (2% and 5% of respondents respectively).
- Ninety-six percent of respondents said they were aware of the default speed limit in residential areas with 93% of people correctly identifying 50kmph.
- There was strong opposition to reducing the default speed limits in school zones and residential zones. Sixty-four percent were opposed to lowering the default residential speed limit from 50kmph to 40 kmph and more than half (55%) were opposed to lowering the default school zone speed limit from 40kmph to 30kmph.

## SINGLE-USE PLASTICS

- [Transport Canberra and City Services](#) (TCCS) wanted to understand individual motivational factors towards reducing single-use plastics and how likely individuals were to support bans on selected single-use plastic products.
- Banning individual single-use plastic products was explored item by item. A large majority supported a ban on single-use plastic straws (77%), plastic-lined takeaway cups (71%) and single-use plastic cutlery (68%).
- Forty-three percent of respondents felt that extending the ban to cover more single-use plastics may reduce their single-use plastic consumption. Twenty-eight percent believed education about single-use plastic alternatives would reduce their single-use plastic product consumption.
- Some respondents had noted key areas to reduce their personal single-use plastic consumption. These areas included using alternative non-plastic packaging and supermarkets reducing the number of individual plastic-packed items.
- This will contribute to the current community engagement taking place on [Single-Use Plastics](#).

## PET REGISTRATION

- To contribute to government's policy work on responsible pet ownership, [Transport Canberra and City Services](#) (TCCS) sought community views on proposed changes to pet registration. This included asking whether cats should be registered, gauging support levels for annual animal registration.
- Animal and non-animal owners were asked if cat owners should be required to register their cats. Overall, 77% either strongly agreed or agreed with this proposal.
- Annual registration for both cats and dogs was also explored in the research. For annual cat registration, overall support was split. About half of all respondents (47%) were in support, while 41% opposed.
- For annual dog registration, overall support was more divergent, with over half (54%) in support and 45% opposed.

## CAT CONTAINMENT

- The [Environment, Planning and Sustainable Development Directorate](#) (EPSDD), sought to understand community sentiment towards increasing the number of cat containment suburbs to inform the ACT Cat Plan.
- Amongst cat owners, about half (53%) said they keep their cat contained at all times, with the Belconnen and South Canberra regions rating highest in this area. Twenty-nine percent said 'sometimes' and 17% did not confine their cats at all.
- Seven in 10 respondents (68%) supported increasing the number of cat containment suburbs, while 18% opposed. This figure segmented by cat and non-cat owners revealed that just over three-quarters (76%) of non-cat owners, and 46% of cat owners supported this proposition.

## HARM MINIMISATION

- [ACT Health](#) wanted to test community attitudes towards two harm minimisation proposals. These proposals are a medically-supervised injecting facility and pill testing in the CBD to contribute to policy work on alcohol and other drugs.
- This research asked respondents about their level of support for pill testing at CBD night spots on Friday and Saturday evenings.
- Overall, 70% of respondents were in support of this (with 21% in opposition).
- Sixty-seven percent of respondents supported a medically-supervised injecting facility in the ACT. Just over one-fifth (22%) opposed, which was the same proportion that opposed pill testing.

## INSURANCE TAX

- [Chief Minister, Treasury and Economic Development Directorate](#) (CMTEDD) was interested in understanding the types of insurance Canberrans held and understanding the reasons why people did not purchase additional insurance. This

cycle found that motor vehicle insurance (92%), house and contents insurance (82%) and health insurance (74%) were the most widely-held forms of insurance.

- Thirty-eight percent of respondents noted the reason they did not hold any more insurance was because they had nothing else to insure and 21% said the high cost of insurance was a factor for them.
- Respondents were asked if they were aware insurance duties of 10% had been abolished. Seven percent of respondents were aware.
- This information will inform future work and communications on tax reform policy and how it is implemented.