

# COMMUNITY VIEWS SURVEY CYCLE 3 (PART D) NOVEMBER 2018

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## BACKGROUND

- ORIMA Research, a certified market research company, was engaged to design the omnibus research program to seek the community's views on the priorities, projects and programs of the ACT Government.
- The annual program consists of four surveys (this round being the fourth conducted in 2018) of 600 respondents each using Computer Assisted Telephone Interviewing (CATI) methodology. Respondents are stratified by region - North Canberra; South Canberra; Woden and Weston Creek; Belconnen and Gungahlin; and Tuggeranong. Overall results are provided at **95% ± 5% confidence level**.
- Each ACT Government Directorate was given the opportunity to include topics of interest to support policy, initiatives and project development. Approximately 85.7 households per region had the opportunity to respond to each topic.
- A 15-minute survey was conducted between 19-27 October 2018.

## TOPICS

### DEMOGRAPHICS

- The survey used a stratified random sampling approach across the seven broad regions within the ACT: Belconnen, Gungahlin, North Canberra, South Canberra, Woden, Weston Creek and Tuggeranong to enable some level of reporting on a region by region basis.
- In order to correct for the skews resulting from the equal sample sizes within each region, the data has been weighted so as to reflect the relative size of each survey region when reporting on the results for the ACT as a whole.

### CLIMATE CHANGE INITIATIVES

- The Environment, Planning and Sustainable Development Directorate (EPSDD) sought to better understand the willingness of the community to take actions to address climate change.
- ACT homeowners were asked about their attitudes towards a series of possible home improvements they could make to reduce their impact on the environment, or adapt to climate change.
- The research shows that 77% of homeowners had already or are planning to upgrade to energy-efficient insulation or planting a tree for shade, whilst 68% had already or are planning to upgrade to energy-efficient heating or cooling systems.
- ACT homeowners who said that they were unlikely or unable to make improvements to address climate change impacts were asked to explain the main reasons why. The main barriers were found to be cost (43%), the belief that these measures would not be effective (35%) and, 20% said they were not interested.

- Of those ACT homeowners who said that they were unlikely or unable to make improvements to address climate change impacts, 54% said that they would definitely or probably reconsider if there were financial subsidies available to help them do so.
- These insights will help in finalising the Climate Change Strategy and informing education and awareness campaigns run by EPSDD.

## REAL ESTATE TAXES AND FEES

- The [Chief Minister, Treasury and Economic Development Directorate](#) (CMTEDD) explored community views on a proposal to allow landlords to receive a land tax discount if they rented out their properties to low-income tenants and charge them rent below the market rate.
- Close to 3 in 4 respondents (73%) fully or somewhat supported the proposal to allow landlords to receive a land tax discount if they rent out their properties to low-income tenants and charge them rent below the market rate.

## STAMP DUTY

- CMTEDD was also interested in exploring the housing choices first home buyers will make following the decision to reduce stamp duty on first home purchases.
- The research shows that 31% of potential first homebuyers are likely to buy a home in the ACT in the next 5 years. Of those same respondents, 56% said that ACT stamp duty changes would positively impact their budget (i.e. it would increase their budget) and 34% said that they may look to buy earlier.
- The data will be used to inform future budget and policy considerations.

## SHORT TERM RENTAL ACCOMMODATION

- CMTEDD sought to understand the community's attitudes and awareness on regulatory approaches for short-term rental accommodation in the ACT.
- There was neither convincing agreement (24%) nor disagreement (26%) that Short-term rental accommodation providers are sufficiently regulated in the ACT. Close to half (49%) of all respondents provided a neutral or indifferent response to the question.
- Very few respondents said that they were likely to use short term rental accommodation services in the ACT either to rent out themselves (4%) or to rent out to a traveller over the next year (3%).
- The data will be used to inform regulation around short-term rental accommodation in the ACT.

## MANUKA OVAL

- Venues Canberra (CMTEDD) sought to understand the community's perspective on their match day experience at Manuka Oval.
- 67% of respondents said that they have attended Manuka Oval for a specific purpose.

- Attending a sporting event (58%) was the main driver for respondents attending Manuka Oval, with cricket (60%) and AFL (57%) the sporting type most viewed. Only 17% reported using the conference and hospitality spaces.
- The top three improvements that respondents would like to see to Manuka Oval were improvements to parking (27%), more roof coverage / shade over seats (22%) and more seating (16%).
- The data will help to guide future investment in the venue.

### **SOCIAL MEDIA USAGE**

- CMTEDD sought to understand the use of social media platforms in the ACT.
- The research shows that the most widely used form of social media was Youtube (77%) followed by Facebook (71%) and Instagram (34%), while Snapchat was the most frequently used (average use of 13 times daily by those who use it).
- Younger respondents (those aged under 35 years) were most likely to use Facebook (91% average), Youtube (91% average) and Instagram (58% average). Respondents aged 18-24 years were also frequent users of Snapchat (61%).
- The majority of respondents use social media primarily for personal reasons, with the exception of LinkedIn (53% use for work purposes only).
- Overall, 69% of respondents stated that they feel well informed about what is going on around the world, whilst 62% of respondents feel well informed about what is going on within Canberra.
- The data will be used to help track ongoing effectiveness of ACT Government communications channels and to enable future benchmarking.

### **LEGALISATION OF CANNABIS**

- [ACT Health](#) and the [Justice and Community Safety Directorate](#) (JACS) included questions on the community's perceptions around cannabis for personal use to inform policy work in drug law reform.
- Overall, 54% of respondents supported or strongly supported the legalisation of cannabis in the ACT, while 27% opposed or strongly opposed (19% provided a neutral response).