

# Community Priorities Survey 2022

Research Report



**ACT**  
Government

**YOUR SAY**  
PANEL



# Background

The ACT Government engaged the YourSay Panel to undertake a survey on current community priorities and communication preferences for keeping informed. This was supplemented by additional promotion of the survey with the public on social media.

The research will be used to inform Government planning and approaches to program and service delivery along with communication of related information to communities across the ACT.

## Methodological notes:

- The results have been weighted by age, gender and location to reflect relative population proportions based on 2021 ABS Census data
- The methodology is biased towards those with internet and computer literacy, which may impact data relating to communication preferences
- In single choice questions, results may not add up to 100% due to rounding



How many?

**2,023**

(1,915 Panel, 108 Public)

Who?

**Canberrans 18+**

When?

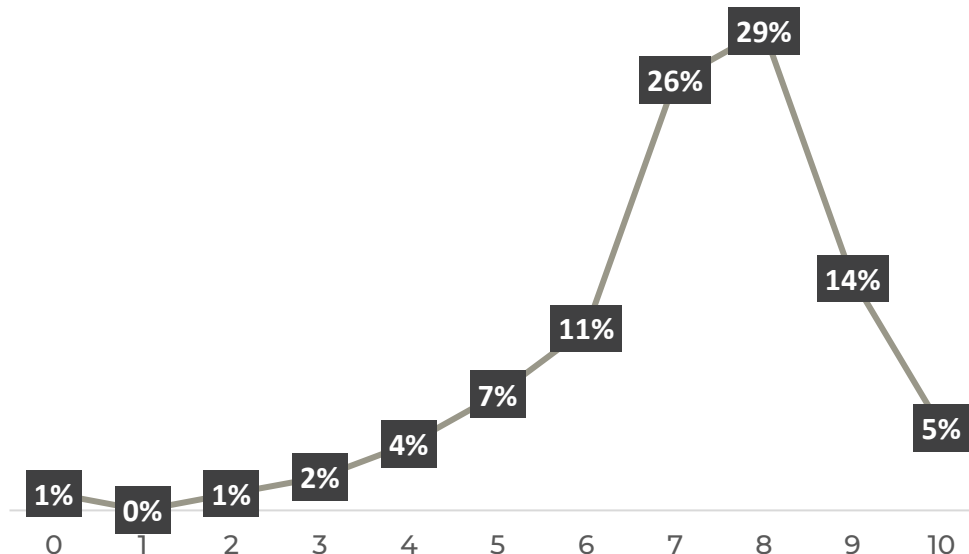
**23 – 29 Sep 2022**

# Current life satisfaction

# Life satisfaction

Results are identical to findings from December 2020\*

*Q. All things considered, how satisfied are you with your life at the moment? Please answer out of 10, where 0 means 'completely dissatisfied' and 10 means 'completely satisfied'.*



Average life satisfaction

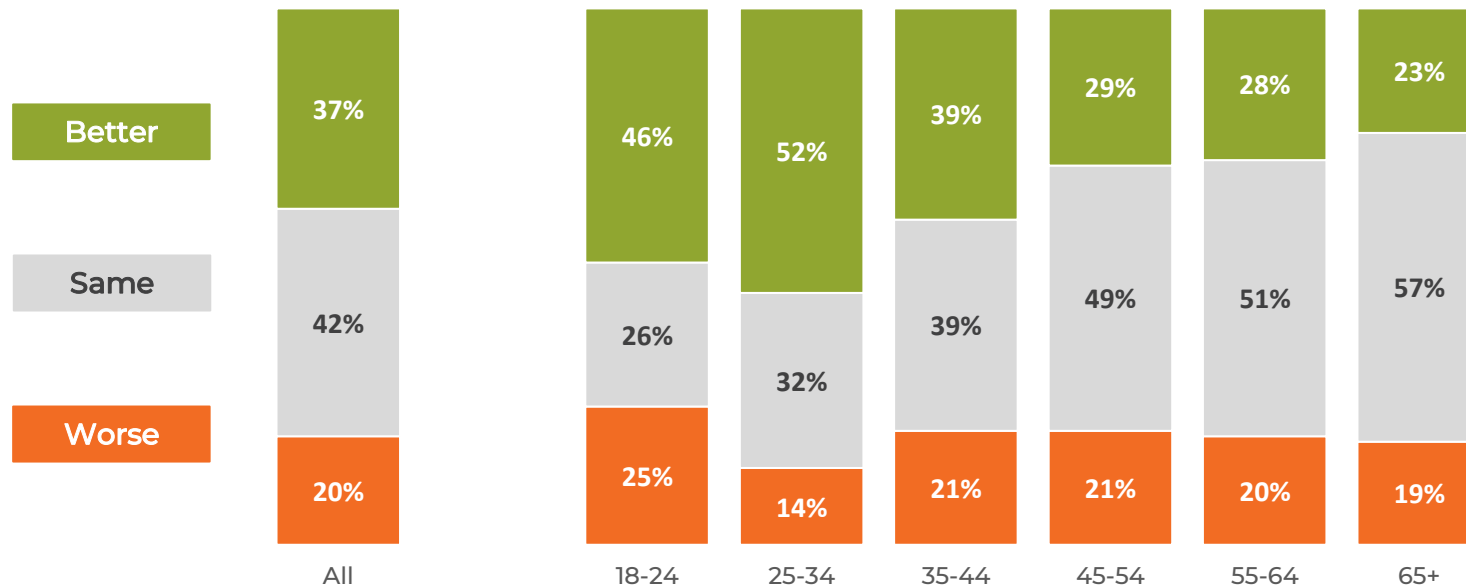
**7.1**  
out of 10

Average life satisfaction is significantly lower for 18-24 year olds (6.1 out of 10)

# Life satisfaction

More Canberrans feel life has improved compared to a year ago

*Q. And do you think your life has become better or worse than it was a year ago, or is it about the same?*



# ACT Government priorities



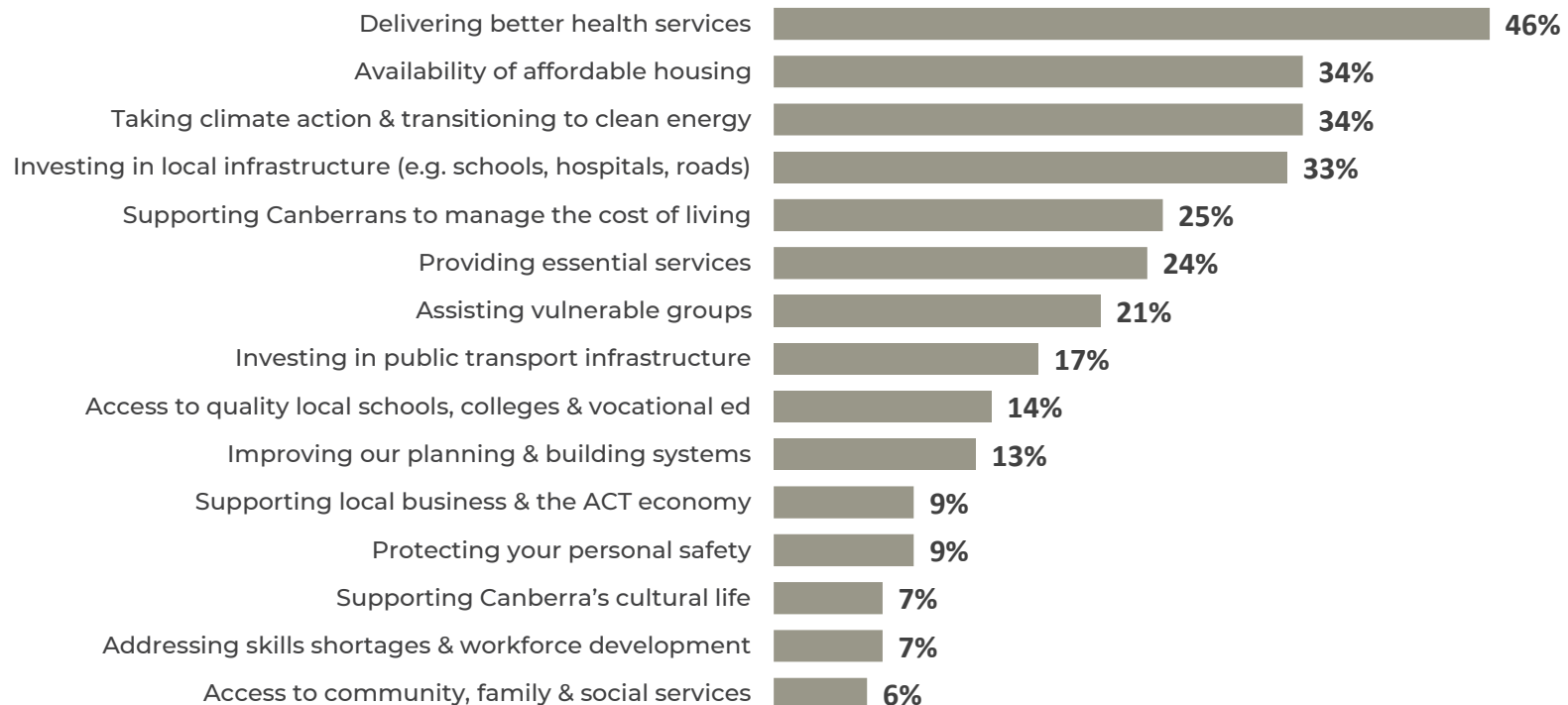
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# ACT Government priorities

Most common priorities for ACT Government to focus on are health, affordable housing, climate action and local infrastructure

*Q. Of the following areas, which do you feel are most important for the ACT Government to focus on?  
(Select up to three that you think are the most important)*

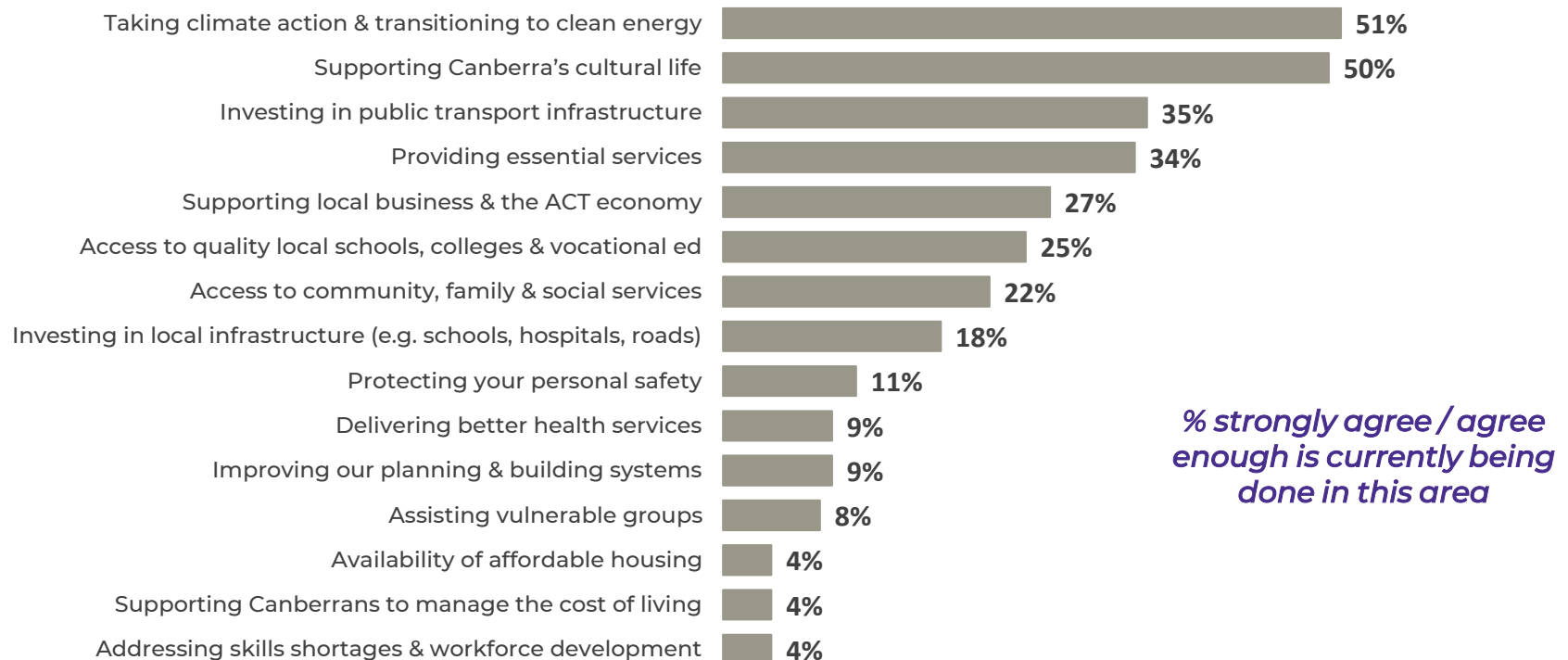


# ACT Government priorities

Climate action and cultural life are the priorities for which most respondents agree the most is being done

*If selected as a priority area:*

*Q. How much do you agree or disagree that enough is currently being done to address these issues?*





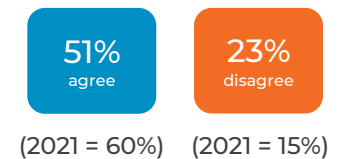
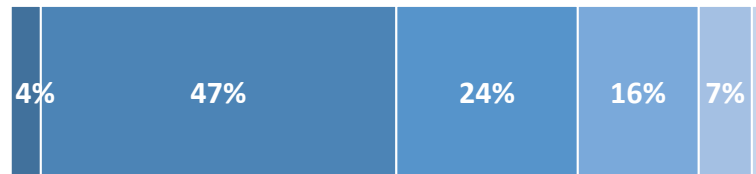
# Government services and information

# ACT Government services

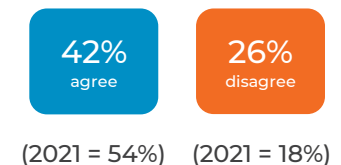
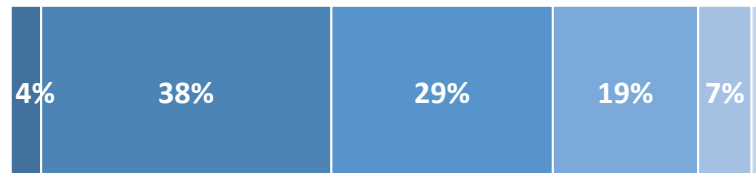
## Community satisfaction with service quality and offering

*Q. Considering everything, to what extent would you agree with the following statements:*

I am satisfied about the quality of services I have used



The range of services offered by the ACT Government meets my needs



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Can't say

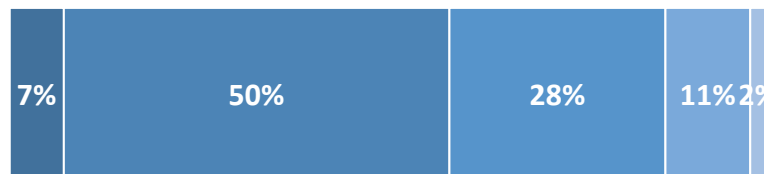
Results are lower than in August 2021, when 60% agreed they were satisfied with the quality of services and 54% that the range of services offered met their need

# ACT Government information

Sense of feeling informed about services is consistent with 2021

*Q. Considering everything, to what extent would you agree with the following statements:*

I am well informed about the range of ACT Government services offered across the ACT



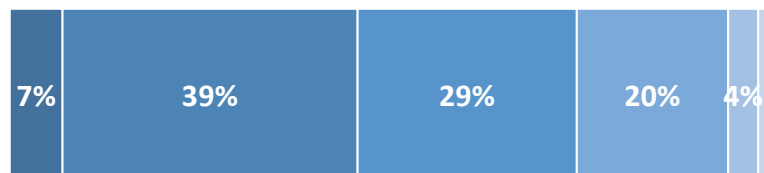
57%  
agree

(2021 = 59%)

13%  
disagree

(2021 = 14%)

I am well informed about the range of ACT Government services available in my suburb



46%  
agree

(2021 = 44%)

24%  
disagree

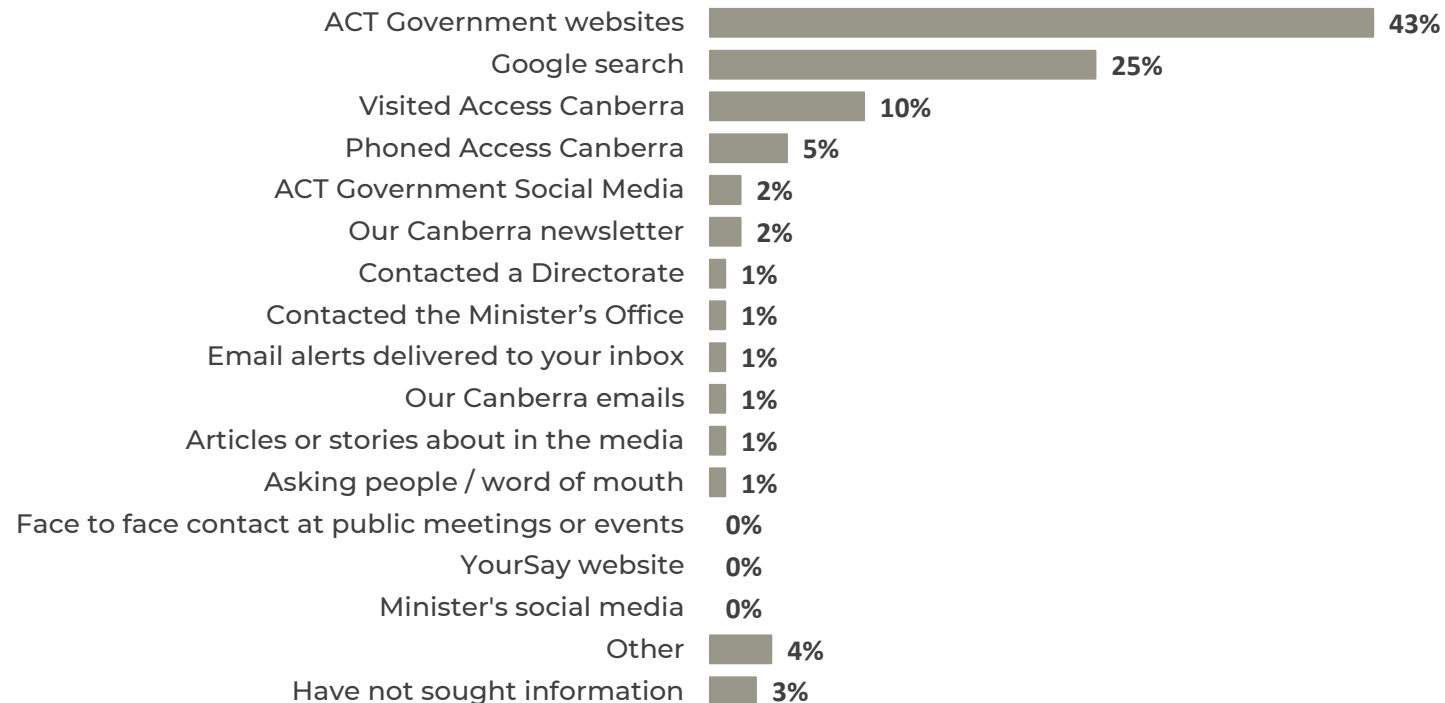
(2021 = 25%)

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Can't say

# ACT Government information

Websites continue to be the most common pathways when directly seeking information from the ACT Government

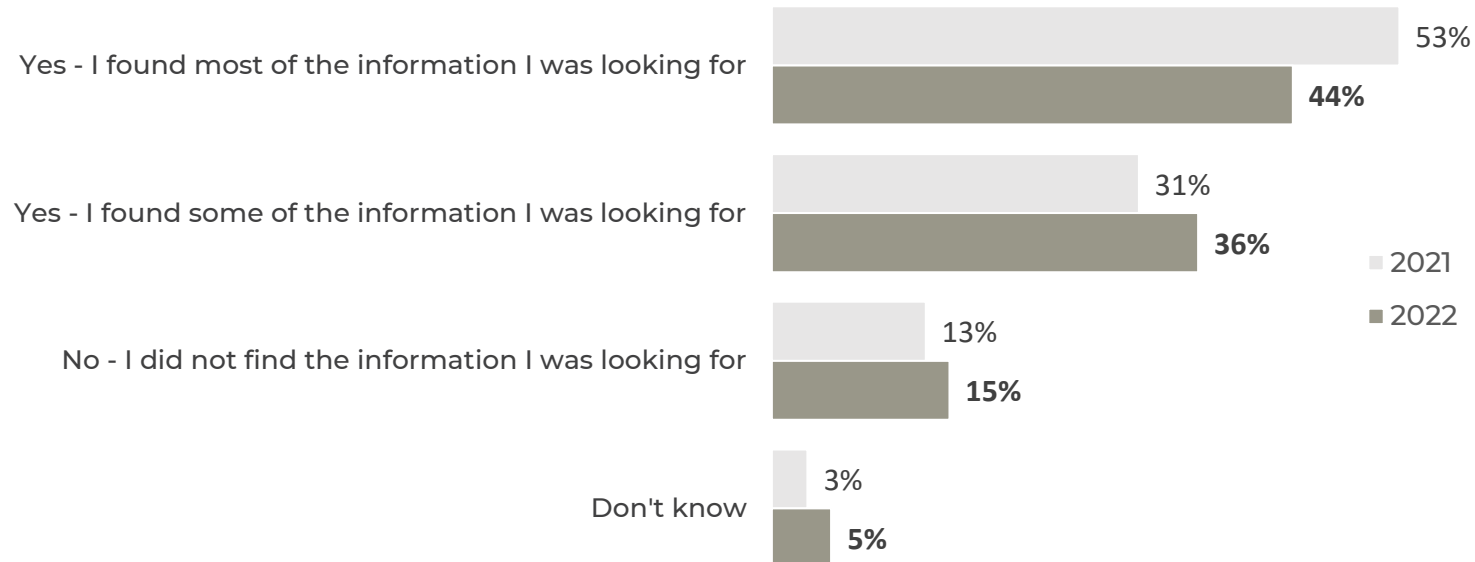
*Q. Again, thinking about the last time you were looking for information from the ACT Government, what was the main channel or source you used to find it?*



# ACT Government information

Most found all or some of the information they were looking for

*Q. And were you able to find what you were looking for?*

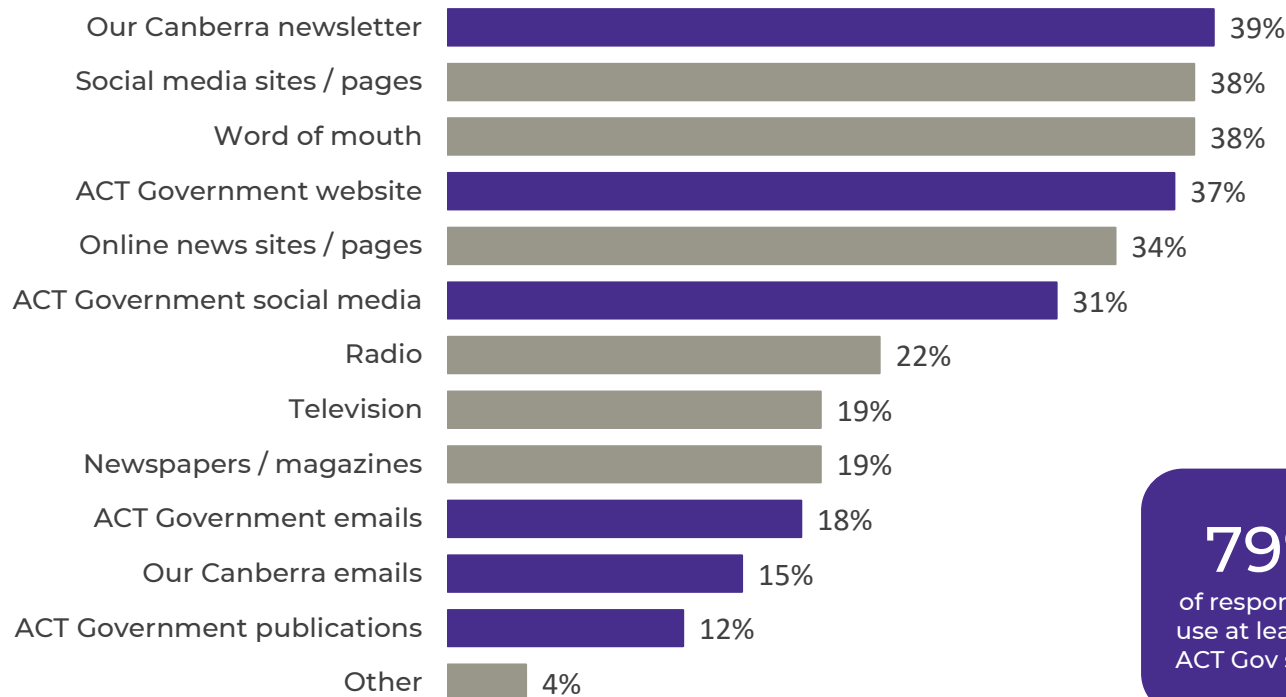


# Channel preferences for local information

# Channel preferences

ACT Government sources are a prominent channel for keeping Canberrans informed about local issues

*Q. Which of the following channels do you use most to keep informed about important issues which affect the area in which you live? (Select up to 5)*



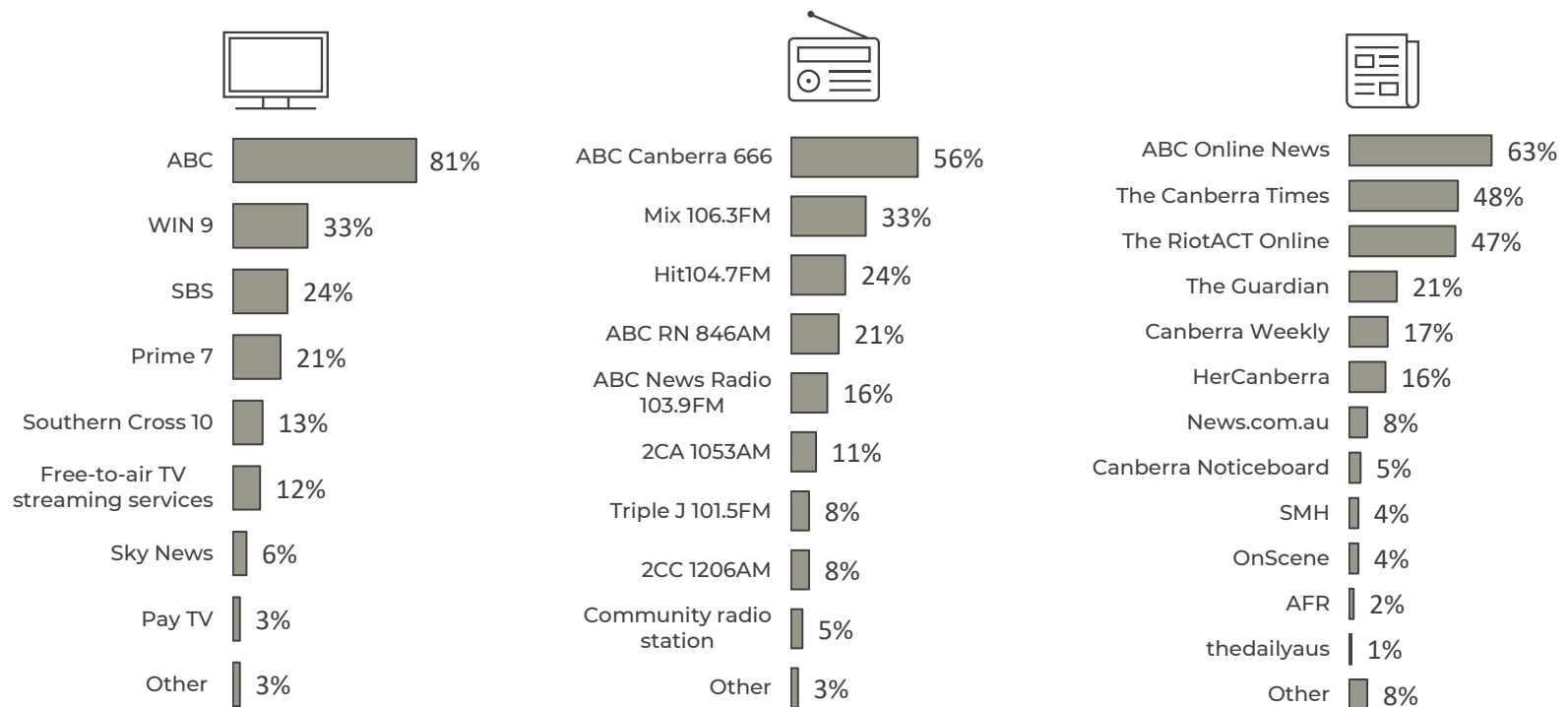
**79%**

of respondents  
use at least one  
ACT Gov source

# Traditional media channels

ABC channels feature as the most common traditional media source for local information

*Q. Please select the sources you use the most to keep informed about important issues which affect the area in which you live (choose up to 3)*

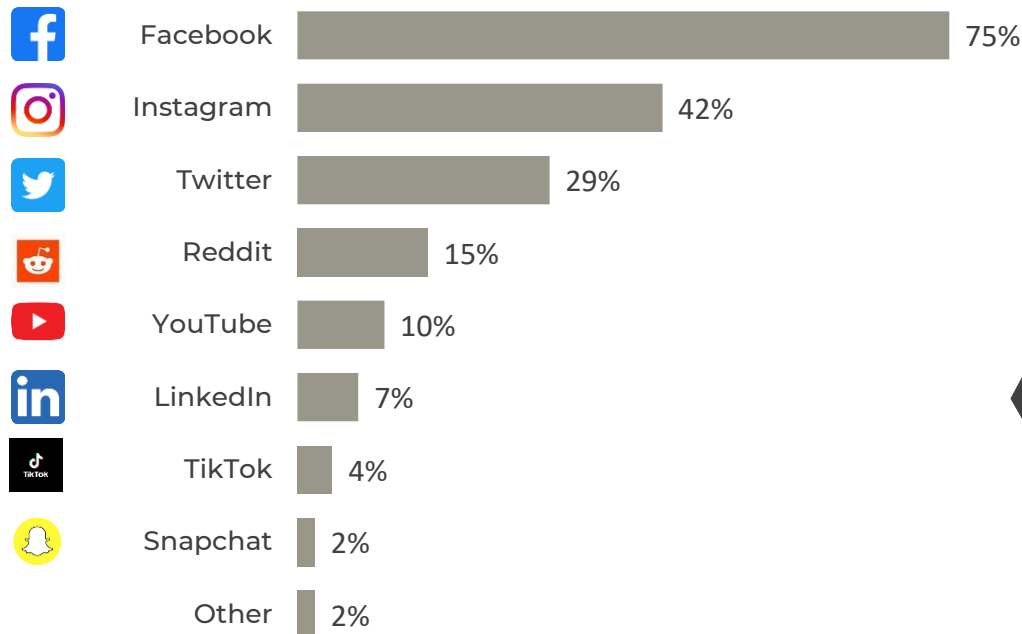




# Social media usage

Facebook remains the main social media platform most people use for local information

*Q. Please select the social media platform(s) you use the most to keep informed about important issues which affect the area in which you live. (Select up to three)*



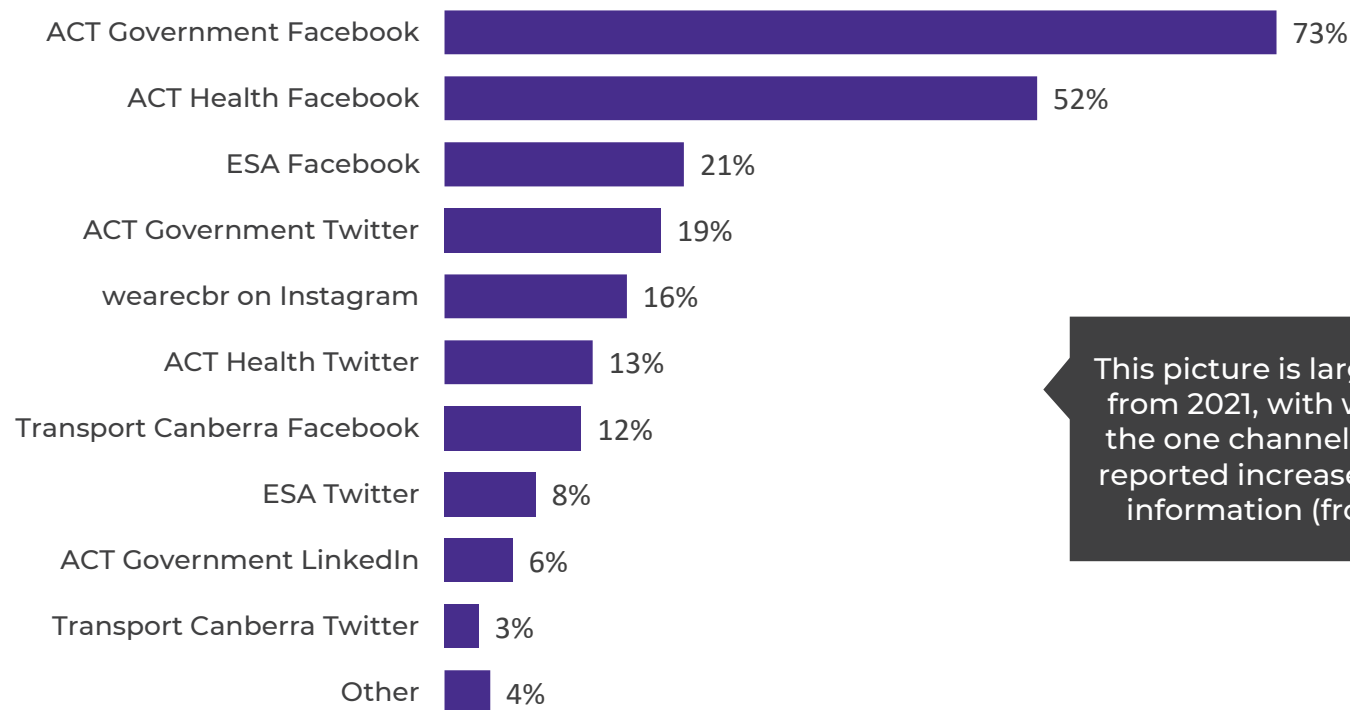
While the order is largely the same, reported use of Facebook for local info is lower (down 11%) compared to 2021 results

Use of Instagram (+6%) and Reddit (+5%) for this purpose appears to have increased

# ACT Government social media

Facebook also remains the dominant ACT Government social media source for local info

*Q. Please select the ACT Government social media source(s) you use the most to keep informed about important issues which affect the area in which you live. (Select up to three)*



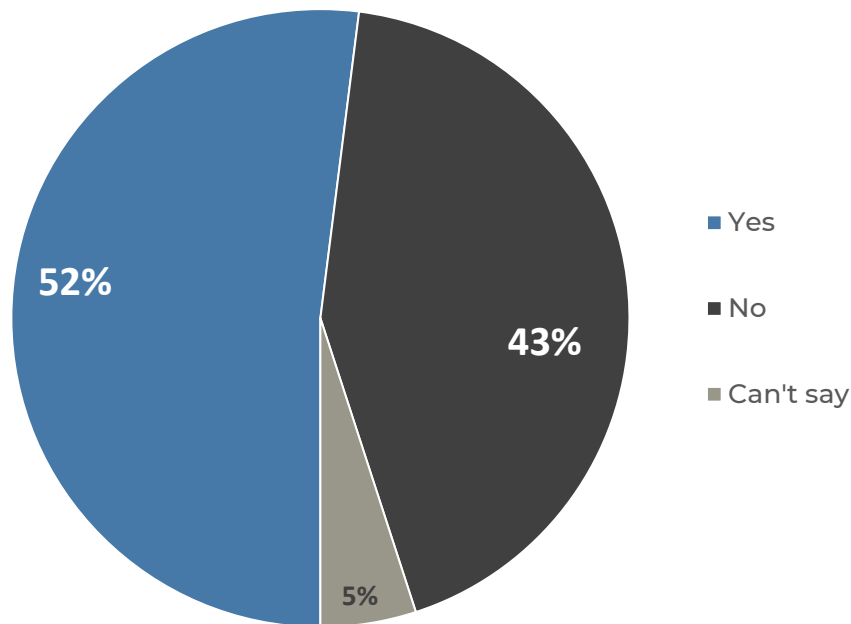
This picture is largely unchanged from 2021, with wearecbr being the one channel experiencing a reported increase in use for local information (from 11% to 16%)

# Budget awareness and engagement

# ACT Budget

One half of Canberrans heard something about the most recent ACT Budget

*Q. Before today, had you seen or heard anything about the 2022-23 ACT Budget, which was released in early August?*

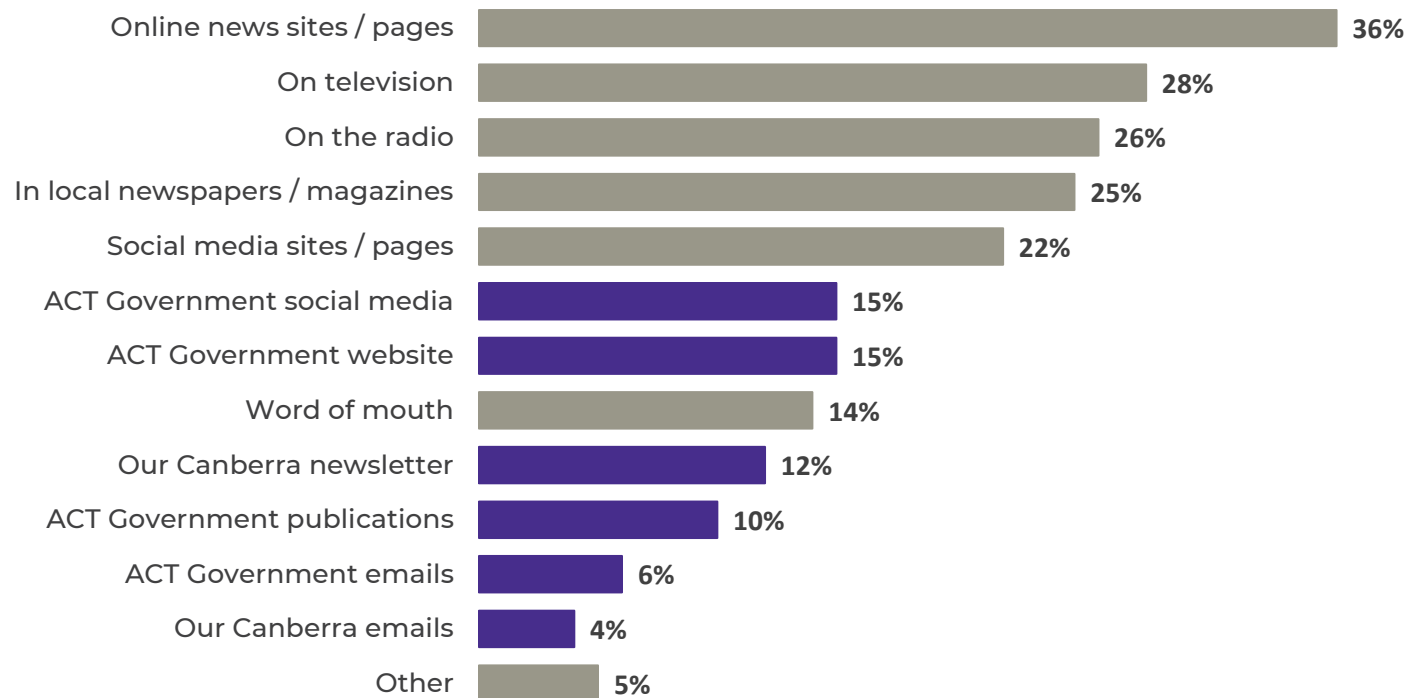


Awareness increased with age and was significantly higher among those aged 65 or older (68%)

# ACT Budget

Mainstream media are the most common pathways for information on the ACT Budget

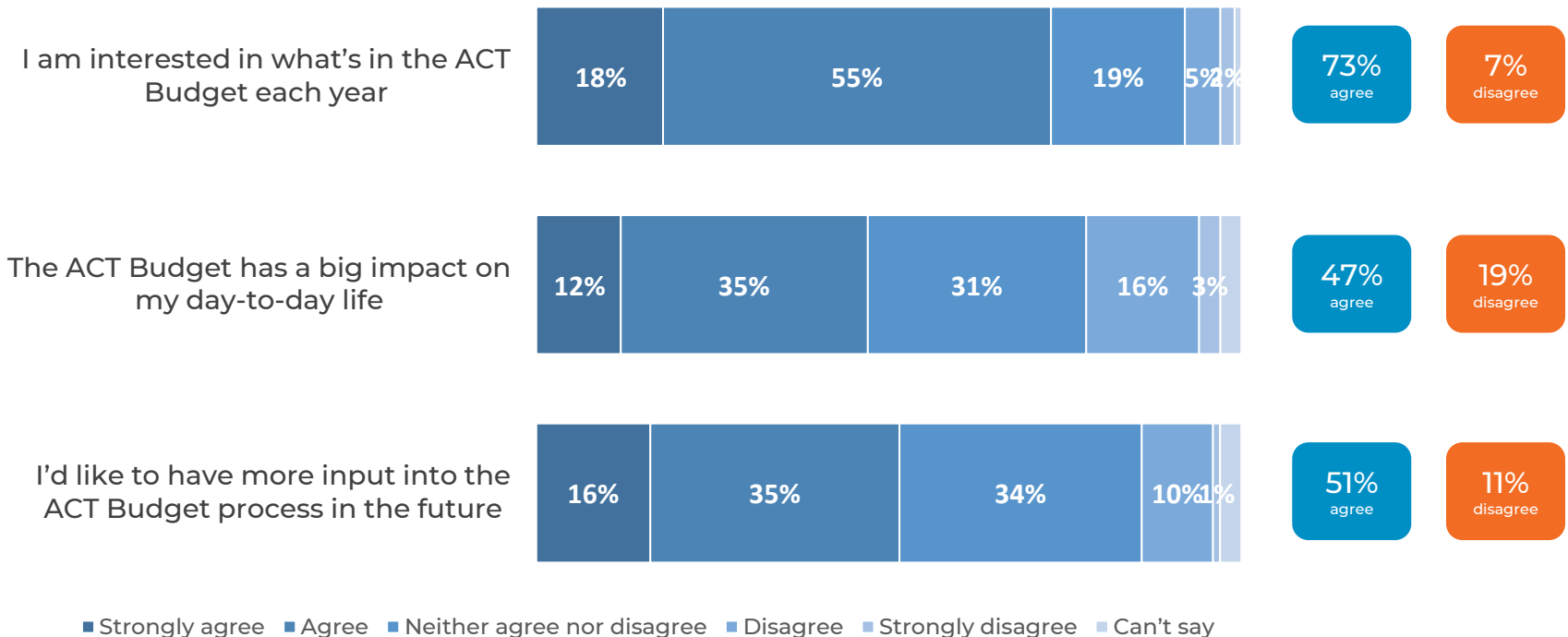
*Q. And where did you see or hear this information?*



# ACT Budget

Most are interested in what's in the ACT Budget each year but desire for further engagement is more muted

*Q. Considering everything, to what extent would you agree with the following statements:*



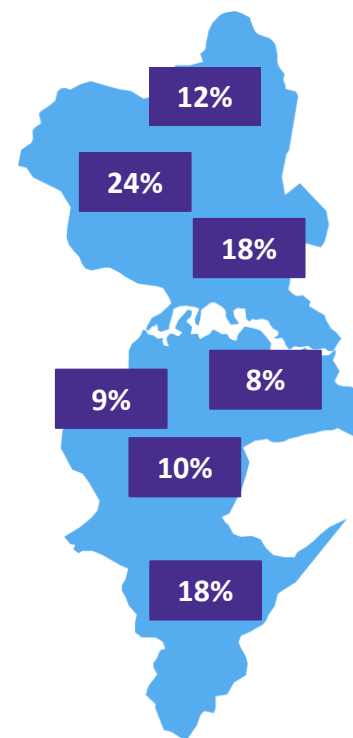
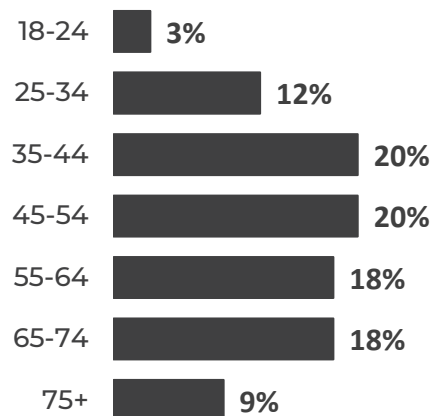
# Appendix



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## Sample profile (unweighted)





# About the YourSay Panel

- Around **6,000** Canberrans have signed up to have their say through the YourSay Community Panel
- The Panel captures the pulse of the community at a given point in time through regular online surveys about a range of topics
- Panellists are recruited through a mix of online and offline channels but must have internet access and an email account to take part
- The Panel closely resembles the overall ACT population by age, gender, region as well as a range of other demographic characteristics
- Members are invited to take part in approximately two activities per month and participation is completely voluntary
- The membership base is highly active with around three or four in 10 members completing each survey on average
- Regular checks are made to ensure results are accurate by comparing them to other independent survey research

**5,992**

Current members

**32%**

Survey response rate

**50+**

Major surveys  
completed



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