Results of the Sunday Mail SA Survey 2011

Online survey running for 24 days
from Sat 12 Nov-11 to Mon 5 Dec-11

Conducted by
Marketing Department
Advertiser Newspapers Pty Limited
December 2011

Copyright - Advertiser Newspapers Pty Limited 2011
No part of this report may be reproduced without the prior written consent of Advertiser Newspapers Pty Limited

CONTENTS

INTRODUCTION 4

ABOUT OUR SAMPLE 5

FAMILY & NEIGHBOURS 6
Q03. Would you have had more children if your financial situation was stronger? 6
Q04. About how much time do your children spend on the following activities? 7

EDUCATION 8
Q05. If money was no issue, would you send your child to a state or private school? 8
Q06. Do you support or reject state school amalgamations? 9

SAFETY 10
Q07. Do you feel more or less safe in the community than this time last year? 10

ENVIRONMENT 11
Q08. Have you recently made, or do you intend to make, any of the following changes to your home to be more eco-friendly? 11
Q09. Do you support or reject the general concept of a carbon tax? 12
Q10. Was it a good idea to build the Port Stanvac desalination plant? 13

TECHNOLOGY 14
Q11. Which of the following items do you or someone else in your household currently own? 14
Q12. Are you or anyone else in your household considering the purchase of any of the following items in the next 12 months? 15
Q13. How have your television viewing habits changed in the past 12 months? 16

RELIGION 17
Q14. Do you attend a church or place of worship? 17
Q15. Do you believe in an afterlife? 18
Q16. Do you support or oppose religious preaching in Rundle Mall? 19

YOUR LIFESTYLE 20
Q17. How happy are you with your lifestyle in SA? 20
Q18. Are you more financially secure now living in South Australia or were you better off...? 21
Q19. Overall, are you optimistic about South Australia's future? 22
Q20. Which South Australian do you most admire? 23

FAMILY 24
Q21. Are you cooking more or fewer meals at home as a result of television cooking shows? 24
Q22. Do you support or reject the Federal Government's changes to childcare legislation (which include increasing the ratio of staff to children and having a university trained early childhood teacher at each centre)? 25
Q23. If you use childcare, would you be willing to pay higher fees to implement the changes? 26
Q24. Should vaccinations be mandatory for children? 27

Q25. Should home births be banned? 28
Q26. Should gay marriage be legalised? 29

TRANSPORT 30
Q27. Should the open road speed limit be 100 or 110 km per hour? 30
Q28. Do you agree or disagree with changing the law so that 18 is the youngest age that a person can drive unaccompanied? 31
Q29. What do you think are the major road safety issues facing South Australian road users? 32
Q30. If you use public transport, are you more or less satisfied with public transport than you were 12 months ago? 33

SHOPPING 34
Q31. Do you think you will shop on public holidays? 34
Q32. Have you bought any goods on the internet in the past 12 months? 35
Q33. If there's no difference in price would you prefer to shop online or at a retail outlet? 37
Q34. Are you loyal to a particular supermarket chain? 38
Q35. How have recent interest rate cuts affected your retail spending? 39
Q36. Have you purchased a group buying coupon in the last 12 months? 40

TRAVEL 41
Q37. What is your favourite South Australian holiday destination? 41
Q38. In the next 12 months do you intend to...? 42
Q39. Would you be more or less likely to fly Qantas in light of the recent industrial action? 43

POLITICS 44
Q40. Do you think our politicians are overpaid, underpaid or paid appropriately? 44

AGED PENSIONERS / RETIREES 46
Q41. Are you retired or on a full or part aged pension? 46
Q42. Do you assist in caring for grandchildren? 47
Q43. Do you believe you have enough money to live comfortably in your retirement years? 48
Q44. If you retired from paid employment, what was the main reason you retired? 49
Q45. What are your greatest fears of growing older? 50
Q46. Which bills provide the most financial concern for you? 51
Q47. In general are the elderly treated better or worse than younger people by staff in shops? 52

OTHER ISSUES 53
Q48. Given that Osama Bin Laden has been killed, when do you think our troops should return home from Afghanistan? 53
Q49. What do you think are the three most pressing challenges facing South Australia? 54

INTRODUCTION

In order to investigate public opinion on a wide variety of issues, the Sunday Mail editorial department commissioned the ANPL marketing information services department to create an online reader survey.

The questionnaire was developed by the Sunday Mail editorial department in conjunction with the marketing information services department.

Issues explored by the survey included:

- Family and neighbourhood issues
- State school amalgamations
- Support for a carbon tax
- Church attendance & belief in an afterlife
- General happiness with South Australia and optimism about the future of the state.
- Most admired South Australians
- Road safety
- Levels of concern with a range of topical issues
- Perceptions of the most pressing issues facing SA
- And demographics such as gender, age, area, marital & parental status and highest level of education attained.

The survey was built and hosted on surveymonkey.com for 24 days from Sat 12th Nov-11 to Mon 5th Dec-11, attracting some 2,109 responses to the redirected **www.adelaidenow.com.au/sasurvey** URL.

This response was 20% above the 2010 response but 12% down on the 2009 response.

To encourage response, ten randomly selected survey respondents were each sent a $50 Caltex StarCash fuel card (as we did for the 2010 survey).

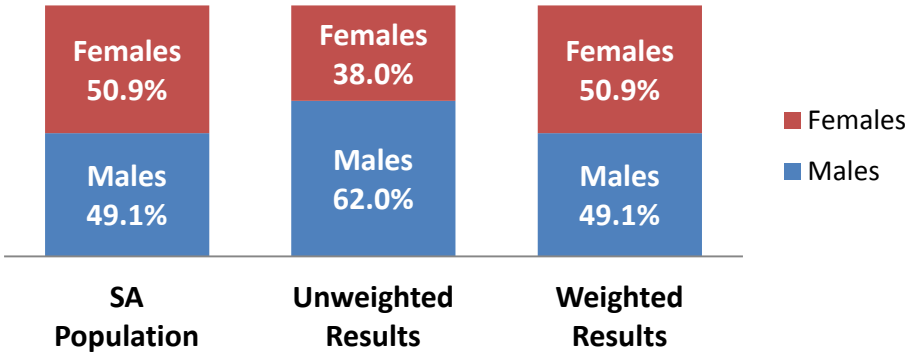
The data was processed by the ANPL marketing information services department using SPSS statistical software. Results were weighted by age, gender and area to be more representative of the South Australian population.

Care must always be taken when interpreting the results of online surveys. While it is an inexpensive and fun way to encourage reader involvement, the results are not necessarily representative of the views of all South Australians since it relies on a “self selected” sample.

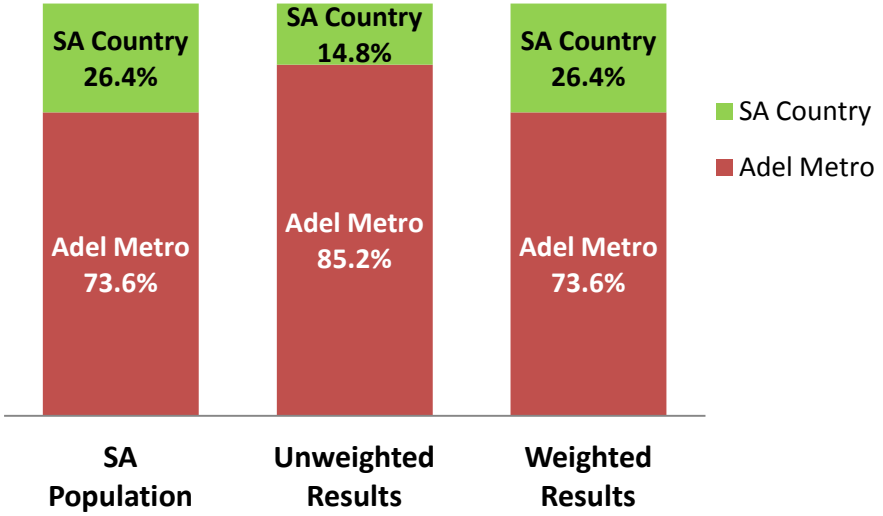
ABOUT OUR SAMPLE

Results were weighted by age, gender and area to more accurately reflect the demographic profile of South Australia.

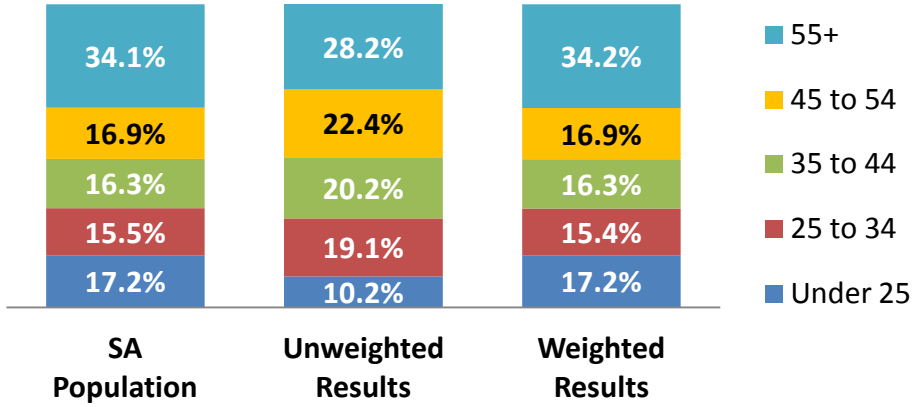
Gender



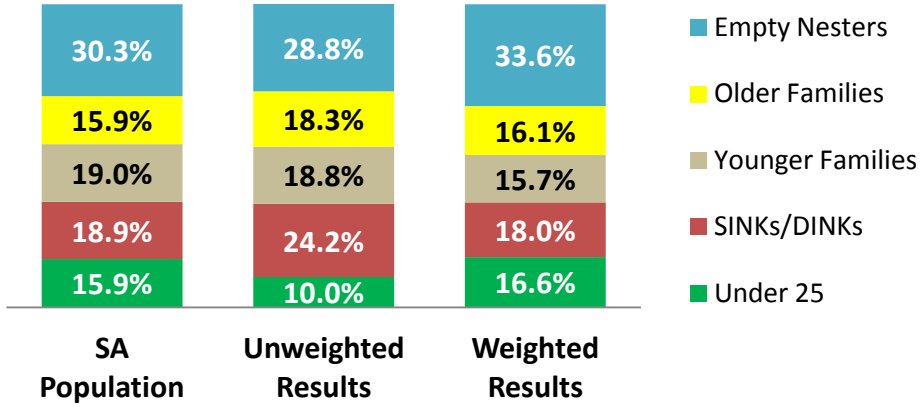
Region



Age



Lifestage



Respondent data is drawn from the Sunday Mail SA Survey 2011 and SA% data is taken from the Roy Morgan Single Source database for the twelve months to the end of September 2011.

FAMILY & NEIGHBOURS

Q03. Would you have had more children if your financial situation was stronger?

People with children

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Would you have had more children if your financial situation was stronger?	Yes		64.7%	41.2%	21.8%	12.7%	20.9%	31.6%	26.5%
	No	100.0%	35.3%	58.8%	78.2%	87.3%	79.1%	68.4%	73.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=2	N=77	N=179	N=183	N=339	N=372	N=408	N=780

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

People with children

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Would you have had more children if your financial situation was stronger?	Yes	30.7%	25.6%	21.9%	30.8%	27.2%	25.1%
	No	69.3%	74.4%	78.1%	69.2%	72.8%	74.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=171	N=178	N=116	N=80	N=546	N=232

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

People with children

		Number of kids			
		One	Two	Three	Four+
Would you have had more children if your financial situation was stronger?	Yes	42.4%	23.4%	17.5%	22.7%
	No	57.6%	76.6%	82.5%	77.3%
	Total	100.0%	100.0%	100.0%	100.0%
		N=191	N=512	N=203	N=112

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q04. About how much time do your children spend on the following activities?

(average minutes on a weekday during school term)

People with children (average minutes per weekday during school term)

	Area				SA Region		
	Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country	ALL
Watching television	113	83	108	76	97	76	90
Playing video games	90	42	41	25	55	37	50
Surfing the web	98	49	55	31	63	32	54
Playing outside	88	72	99	99	87	146	105
Doing school homework	69	37	72	51	56	39	51
Reading for pleasure	39	27	37	31	34	28	32
Helping with housework	21	15	29	14	19	89	41

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that the numbers in this table are average number of minutes on an average weekday during school term.

People with children (average minutes per weekday during school term)

	Number of kids				
	None	One	Two	Three	Four+
Watching television		66	102	82	116
Playing video games		34	60	42	60
Surfing the web		27	61	49	92
Playing outside		102	109	76	108
Doing school homework		42	58	54	40
Reading for pleasure		34	36	23	27
Helping with housework		19	62	18	23

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that the numbers in this table are average number of minutes on an average weekday during school term.

EDUCATION

Q05. If money was no issue, would you send your child to a state or private school?

People with children

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
If money was no issue, would you send your child to a state or private school?	State school	33.9%	18.7%	27.9%	26.5%	31.2%	29.2%	27.1%	28.1%
	Private school	66.1%	81.3%	72.1%	73.5%	68.8%	70.8%	72.9%	71.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=3	N=80	N=177	N=185	N=338	N=370	N=413	N=783

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

People with children

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
If money was no issue, would you send your child to a state or private school?	State school	27.1%	26.3%	30.0%	19.9%	26.4%	32.2%
	Private school	72.9%	73.7%	70.0%	80.1%	73.6%	67.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=165	N=188	N=114	N=77	N=544	N=237

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q06. Do you support or reject state school amalgamations?

People with children

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you support or reject state school amalgamations?	Support		16.5%	13.6%	16.7%	26.8%	24.5%	17.2%	20.6%
	Reject		45.2%	46.6%	55.7%	48.6%	48.0%	49.8%	49.0%
	Unsure	100.0%	38.2%	39.8%	27.5%	24.6%	27.5%	32.9%	30.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=9	N=84	N=185	N=201	N=419	N=416	N=482	N=899

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

People with children

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you support or reject state school amalgamations?	Support	19.8%	21.2%	21.8%	17.2%	20.3%	21.1%
	Reject	50.1%	53.5%	48.6%	47.8%	50.5%	45.4%
	Unsure	30.1%	25.2%	29.6%	35.0%	29.2%	33.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=191	N=205	N=133	N=97	N=626	N=271

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

SAFETY

Q07. Do you feel more or less safe in the community than this time last year?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you feel more or less safe in the community than this time last year?	More safe	3.2%	5.2%	4.1%	2.2%	1.0%	3.1%	2.4%	2.8%
	Just as safe	80.4%	80.2%	69.4%	62.2%	60.1%	70.5%	66.7%	68.5%
	Less safe	16.3%	14.7%	26.5%	35.7%	38.9%	26.4%	30.9%	28.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you feel more or less safe in the community than this time last year?	More safe	3.2%	5.2%	4.1%	2.2%	1.0%	3.1%	2.4%	2.8%
	Just as safe	80.4%	80.2%	69.4%	62.2%	60.1%	70.5%	66.7%	68.5%
	Less safe	16.3%	14.7%	26.5%	35.7%	38.9%	26.4%	30.9%	28.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you feel more or less safe in the community than this time last year?	More safe	3.5%	5.4%	2.7%	.9%
	Just as safe	78.4%	70.1%	63.4%	58.3%
	Less safe	18.0%	24.5%	33.9%	40.9%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

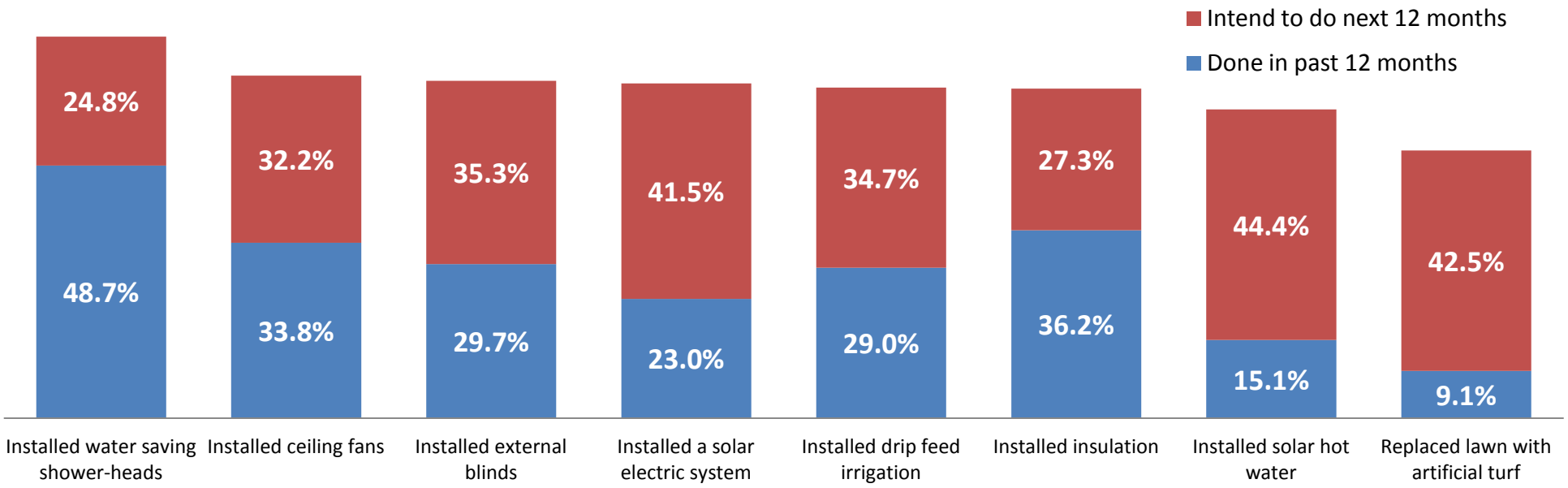
Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

ENVIRONMENT

Q08. Have you recently made, or do you intend to make, any of the following changes to your home to be more eco-friendly?

	Done in past 12 months	Intend to do next 12 months	Not Applicable	Total
Installed water saving shower-heads	48.7%	24.8%	26.5%	100.0%
Installed external blinds	29.7%	35.3%	35.0%	100.0%
Installed ceiling fans	33.8%	32.2%	33.9%	100.0%
Installed drip feed irrigation	29.0%	34.7%	36.3%	100.0%
Replaced lawn with artificial turf	9.1%	42.5%	48.4%	100.0%
Installed insulation	36.2%	27.3%	36.5%	100.0%
Installed solar hot water	15.1%	44.4%	40.5%	100.0%
Installed a solar electric system	23.0%	41.5%	35.4%	100.0%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area.



Q09. Do you support or reject the general concept of a carbon tax?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you support or reject the general concept of a carbon tax?	Support	27.5%	28.5%	28.8%	20.4%	33.3%	28.5%	28.8%	28.6%
	Reject	50.6%	49.1%	55.9%	65.4%	54.0%	59.4%	50.5%	54.9%
	Unsure	21.9%	22.4%	15.3%	14.2%	12.6%	12.1%	20.7%	16.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you support or reject the general concept of a carbon tax?	Support	22.2%	32.6%	34.5%	33.2%	30.2%	24.5%
	Reject	58.5%	50.4%	51.4%	48.1%	52.6%	61.2%
	Unsure	19.3%	17.0%	14.2%	18.7%	17.2%	14.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you support or reject the general concept of a carbon tax?	Support	32.6%	25.5%	20.8%	32.3%
	Reject	46.5%	58.0%	62.7%	56.9%
	Unsure	20.9%	16.5%	16.5%	10.9%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q10. Was it a good idea to build the Port Stanvac desalination plant?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Was it a good idea to build the Port Stanvac desalination plant?	Yes	29.4%	36.7%	36.5%	30.2%	33.1%	38.8%	27.6%	33.1%
	No	35.4%	37.0%	42.0%	51.8%	50.4%	46.5%	42.8%	44.6%
	Unsure	35.2%	26.3%	21.5%	17.9%	16.5%	14.8%	29.5%	22.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Was it a good idea to build the Port Stanvac desalination plant?	Yes	26.7%	32.0%	42.4%	40.4%	34.3%	29.9%
	No	44.0%	45.7%	37.1%	45.6%	43.2%	48.4%
	Unsure	29.3%	22.3%	20.5%	13.9%	22.5%	21.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Was it a good idea to build the Port Stanvac desalination plant?	Yes	40.5%	34.0%	28.1%	32.4%
	No	38.0%	40.0%	54.0%	51.4%
	Unsure	21.5%	26.0%	17.8%	16.3%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

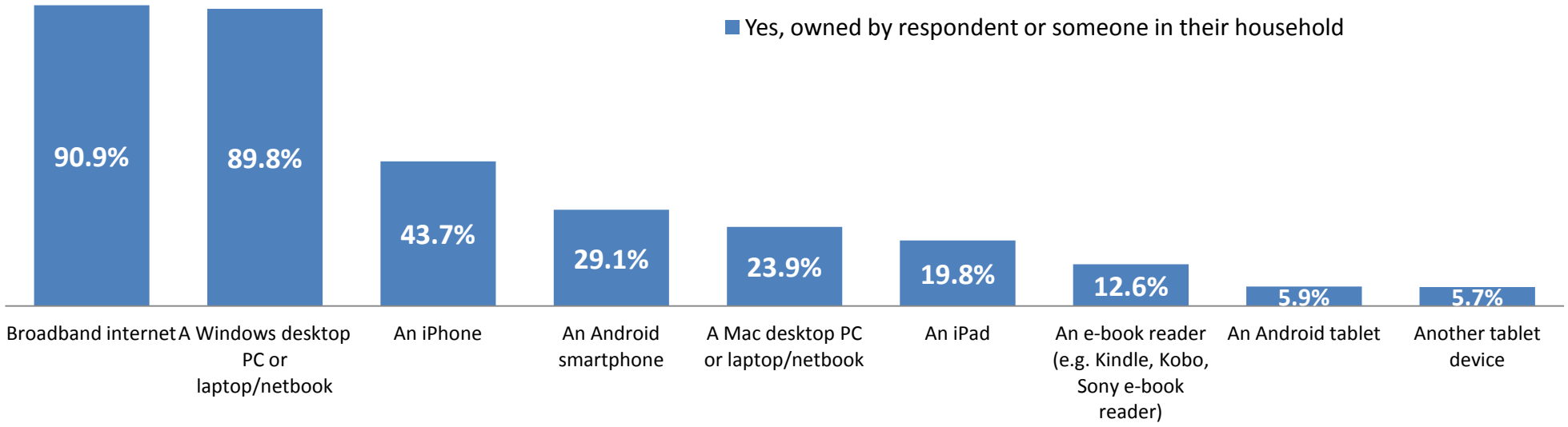
Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

TECHNOLOGY

Q11. Which of the following items do you or someone else in your household currently own?

	Yes	No	Total
An iPad	19.8%	80.2%	100.0%
An Android tablet	5.9%	94.1%	100.0%
Another tablet device	5.7%	94.3%	100.0%
An e-book reader (e.g. Kindle, Kobo, Sony e-book reader)	12.6%	87.4%	100.0%
An iPhone	43.7%	56.3%	100.0%
An Android smartphone	29.1%	70.9%	100.0%
A Windows desktop PC or laptop/netbook	89.8%	10.2%	100.0%
A Mac desktop PC or laptop/netbook	23.9%	76.1%	100.0%
Broadband internet	90.9%	9.1%	100.0%

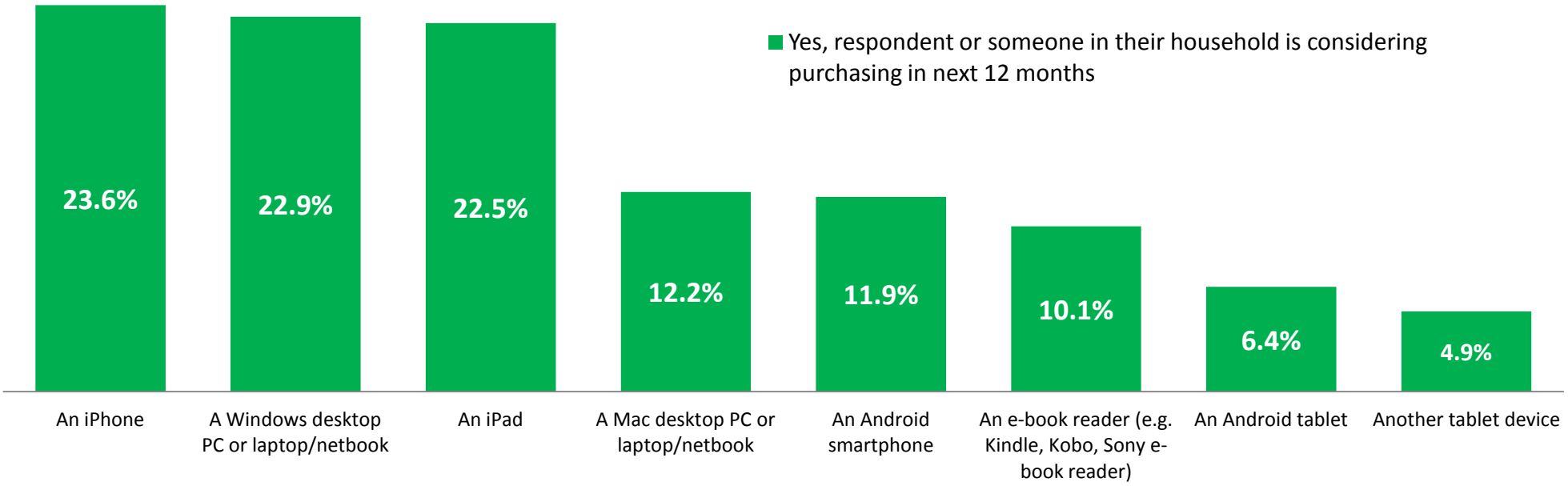
Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area.



Q12. Are you or anyone else in your household considering the purchase of any of the following items in the next 12 months?

	Yes	No	Total
An iPad	22.5%	77.5%	100.0%
An Android tablet	6.4%	93.6%	100.0%
Another tablet device	4.9%	95.1%	100.0%
An e-book reader (e.g. Kindle, Kobo, Sony e-book reader)	10.1%	89.9%	100.0%
An iPhone	23.6%	76.4%	100.0%
An Android smartphone	11.9%	88.1%	100.0%
A Windows desktop PC or laptop/netbook	22.9%	77.1%	100.0%
A Mac desktop PC or laptop/netbook	12.2%	87.8%	100.0%

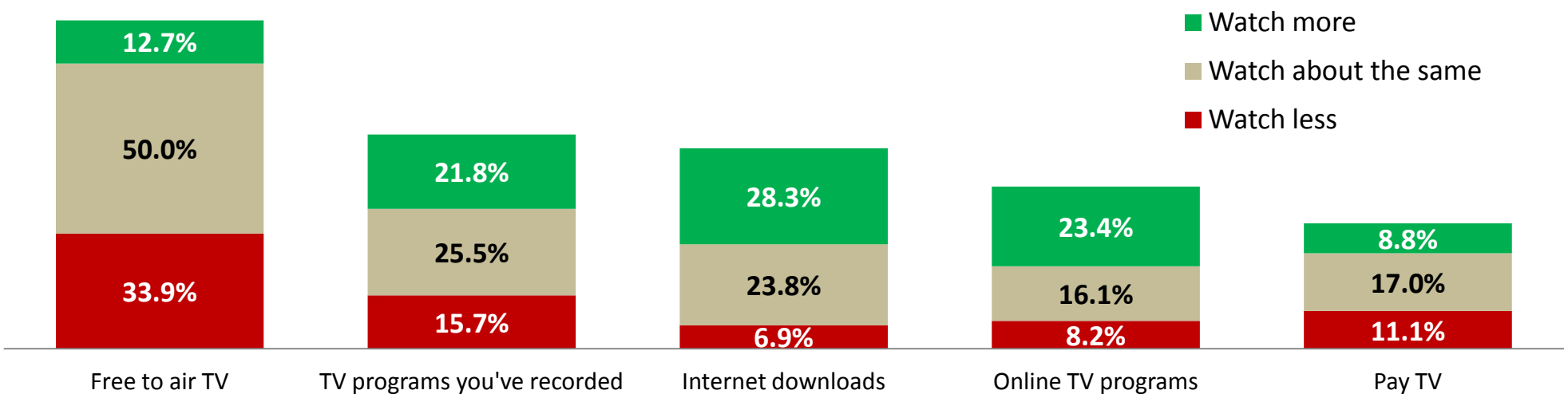
Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area.



Q13. How have your television viewing habits changed in the past 12 months?

	Watch less	Watch about the same	Watch more	Not applicable	Total
Free to air TV	33.9%	50.0%	12.7%	3.3%	100.0%
Pay TV	11.1%	17.0%	8.8%	63.1%	100.0%
Online TV programs	8.2%	16.1%	23.4%	52.2%	100.0%
TV programs you've recorded	15.7%	25.5%	21.8%	37.1%	100.0%
Internet downloads	6.9%	23.8%	28.3%	41.0%	100.0%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area.



RELIGION

Q14. Do you attend a church or place of worship?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you attend a church or place of worship?	Attend regularly	11.6%	11.7%	11.2%	4.7%	13.8%	10.7%	11.6%	11.1%
	Attend just for special occasions	27.6%	25.4%	28.3%	34.5%	33.8%	28.2%	33.0%	30.7%
	Never attend	60.8%	62.9%	60.5%	60.7%	52.4%	61.1%	55.4%	58.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=266	N=238	N=253	N=263	N=529	N=762	N=788	N=1550

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you attend a church or place of worship?	Attend regularly	10.2%	9.0%	12.5%	13.7%	10.9%	11.6%
	Attend just for special occasions	27.1%	28.2%	29.6%	37.9%	29.7%	33.1%
	Never attend	62.7%	62.8%	57.9%	48.4%	59.3%	55.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=322	N=365	N=274	N=177	N=1138	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you attend a church or place of worship?	Attend regularly	8.1%	12.2%	9.3%	12.9%
	Attend just for special occasions	24.2%	30.4%	34.5%	33.4%
	Never attend	67.6%	57.3%	56.2%	53.7%
	Total	100.0%	100.0%	100.0%	100.0%
		N=278	N=245	N=250	N=520

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q15. Do you believe in an afterlife?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you believe in an afterlife?	Yes	42.1%	53.3%	54.2%	51.8%	50.5%	42.0%	58.3%	50.3%
	No	57.9%	46.7%	45.8%	48.2%	49.5%	58.0%	41.7%	49.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=264	N=237	N=251	N=263	N=528	N=753	N=789	N=1542

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you believe in an afterlife?	Yes	53.0%	53.3%	44.7%	59.1%	52.0%	45.6%
	No	47.0%	46.7%	55.3%	40.9%	48.0%	54.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=322	N=365	N=273	N=174	N=1133	N=408

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you believe in an afterlife?	Yes	46.7%	55.5%	56.5%	50.4%
	No	53.3%	44.5%	43.5%	49.6%
	Total	100.0%	100.0%	100.0%	100.0%
		N=279	N=242	N=248	N=518

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Do you attend a church or place of worship?		
		Attend regularly	Attend just for special occasions	Never attend
Do you believe in an afterlife?	Yes	89.5%	64.3%	35.1%
	No	10.5%	35.7%	64.9%
	Total	100.0%	100.0%	100.0%
		N=180	N=497	N=933

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q16. Do you support or oppose religious preaching in Rundle Mall?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you support or oppose religious preaching in Rundle Mall?	Support	8.6%	10.2%	12.9%	9.5%	11.7%	13.1%	8.5%	10.7%
	Oppose	91.4%	89.8%	87.1%	90.5%	88.3%	86.9%	91.5%	89.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=237	N=252	N=262	N=529	N=761	N=786	N=1546

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you support or oppose religious preaching in Rundle Mall?	Support	9.2%	12.5%	9.1%	13.3%	10.9%	10.1%
	Oppose	90.8%	87.5%	90.9%	86.7%	89.1%	89.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=323	N=365	N=273	N=176	N=1137	N=408

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you support or oppose religious preaching in Rundle Mall?	Support	8.8%	13.2%	13.1%	10.7%
	Oppose	91.2%	86.8%	86.9%	89.3%
	Total	100.0%	100.0%	100.0%	100.0%
		N=279	N=241	N=249	N=519

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Do you attend a church or place of worship?		
		Attend regularly	Attend just for special occasions	Never attend
Do you support or oppose religious preaching in Rundle Mall?	Support	32.2%	11.2%	6.7%
	Oppose	67.8%	88.8%	93.3%
	Total	100.0%	100.0%	100.0%
		N=179	N=497	N=937

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

YOUR LIFESTYLE

Q17. How happy are you with your lifestyle in SA?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
How happy are you with your lifestyle in SA?	Very happy	24.9%	28.2%	29.7%	26.9%	33.9%	26.7%	32.4%	29.6%
	Happy	55.1%	62.4%	53.0%	52.4%	54.3%	54.6%	55.7%	55.1%
	Unhappy	16.3%	7.4%	13.7%	17.6%	9.1%	14.2%	10.4%	12.3%
	Very unhappy	3.6%	2.0%	3.7%	3.0%	2.7%	4.5%	1.6%	3.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
How happy are you with your lifestyle in SA?	Very happy	24.6%	30.4%	30.4%	29.5%	28.6%	32.5%
	Happy	59.3%	53.7%	56.4%	55.3%	56.2%	52.5%
	Unhappy	12.7%	12.4%	10.4%	11.7%	11.9%	12.9%
	Very unhappy	3.3%	3.5%	2.8%	3.4%	3.3%	2.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
How happy are you with your lifestyle in SA?	Very happy	27.1%	37.3%	27.6%	31.3%
	Happy	58.0%	53.1%	52.8%	55.3%
	Unhappy	11.7%	6.8%	17.3%	10.4%
	Very unhappy	3.1%	2.7%	2.3%	3.0%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q18. Are you more financially secure now living in South Australia or were you better off...?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Are you more financially secure now living in South Australia or were you better off?	Last year	14.3%	13.9%	6.9%	7.7%	5.8%	8.8%	9.2%	9.0%
	Two years ago	13.7%	15.7%	12.1%	12.2%	11.2%	12.4%	12.9%	12.6%
	5 years ago	13.0%	17.6%	25.4%	20.9%	22.6%	20.7%	20.0%	20.4%
	10 years ago	3.6%	6.2%	19.1%	21.5%	30.3%	17.9%	19.4%	18.7%
	Better off now	55.3%	46.7%	36.5%	37.7%	30.1%	40.2%	38.5%	39.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Are you more financially secure now living in South Australia or were you better off?	Last year	10.5%	8.1%	10.1%	12.6%	9.9%	6.4%
	Two years ago	14.3%	14.4%	12.6%	11.6%	13.5%	10.2%
	5 years ago	20.7%	18.2%	18.6%	20.1%	19.3%	23.1%
	10 years ago	17.9%	19.4%	17.4%	17.6%	18.2%	20.0%
	Better off now	36.6%	39.9%	41.3%	38.1%	39.0%	40.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Are you more financially secure now living in South Australia or were you better off?	Last year	12.4%	8.9%	6.0%	5.8%
	Two years ago	13.9%	10.2%	12.7%	12.3%
	5 years ago	14.2%	27.6%	21.3%	23.3%
	10 years ago	12.5%	13.6%	25.9%	28.3%
	Better off now	47.1%	39.7%	34.1%	30.4%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q19. Overall, are you optimistic about South Australia's future?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Overall, are you optimistic about South Australia's future?	Very optimistic	14.9%	14.6%	15.4%	16.0%	15.8%	15.9%	14.9%	15.4%
	Somewhat optimistic	55.4%	58.4%	47.2%	41.2%	44.2%	41.5%	54.8%	48.3%
	Somewhat pessimistic	19.9%	21.3%	24.5%	30.4%	29.8%	28.4%	23.8%	26.0%
	Very pessimistic	9.8%	5.7%	12.8%	12.4%	10.2%	14.2%	6.4%	10.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Overall, are you optimistic about South Australia's future?	Very optimistic	14.0%	13.4%	18.2%	17.1%	15.3%	15.9%
	Somewhat optimistic	53.1%	47.4%	50.8%	50.5%	50.3%	43.0%
	Somewhat pessimistic	24.6%	30.1%	20.8%	25.0%	25.5%	27.4%
	Very pessimistic	8.3%	9.1%	10.2%	7.4%	8.9%	13.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Overall, are you optimistic about South Australia's future?	Very optimistic	17.7%	17.8%	13.6%	15.1%
	Somewhat optimistic	53.5%	51.5%	44.1%	42.2%
	Somewhat pessimistic	21.7%	22.8%	29.2%	31.1%
	Very pessimistic	7.1%	7.9%	13.2%	11.6%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q20. Which South Australian do you most admire?

Most Admired South Australian	ALL
Nick Xenophon	9.3%
Don Dunstan	5.8%
Maggie Beer	3.9%
Mike Rann	3.6%
Andy Thomas	2.5%
Marjorie Jackson	2.3%
Tom Playford	2.3%
Julia Gillard	2.3%
Leon Byner	2.0%
Jay Weatherill	2.0%
Keith Conlon	1.9%

FAMILY

Q21. Are you cooking more or fewer meals at home as a result of television cooking shows?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Are you cooking more or fewer meals at home as a result of television cooking shows?	Cooking more	23.9%	19.1%	19.5%	12.4%	6.9%	12.5%	16.8%	14.7%
	Cooking the same	63.9%	73.7%	71.9%	80.8%	86.3%	78.7%	75.8%	77.2%
	Cooking less	12.2%	7.1%	8.6%	6.8%	6.9%	8.8%	7.4%	8.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Are you cooking more or fewer meals at home as a result of television cooking shows?	Cooking more	15.4%	14.5%	13.5%	14.9%	14.6%	15.1%
	Cooking the same	77.6%	74.7%	78.3%	77.1%	76.8%	78.6%
	Cooking less	6.9%	10.8%	8.2%	8.0%	8.6%	6.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Are you cooking more or fewer meals at home as a result of television cooking shows?	Cooking more	16.2%	22.8%	14.0%	6.6%
	Cooking the same	74.1%	71.7%	81.7%	85.4%
	Cooking less	9.7%	5.5%	4.3%	8.0%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q22. Do you support or reject the Federal Government's changes to childcare legislation (which include increasing the ratio of staff to children and having a university trained early childhood teacher at each centre)?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you support or reject the Federal Government's changes to childcare legislation (which include increasing the ratio of staff to children and having a university-trained early childhood teacher at each centre)?	Support	46.8%	48.4%	47.0%	40.8%	43.4%	39.3%	50.2%	44.9%
	Reject	12.9%	12.2%	20.2%	19.6%	24.4%	23.0%	15.2%	19.0%
	Unsure	40.3%	39.4%	32.9%	39.6%	32.2%	37.7%	34.5%	36.1%
	Total	100.0% N=267	100.0% N=240	100.0% N=253	100.0% N=263	100.0% N=531	100.0% N=763	100.0% N=792	100.0% N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you support or reject the Federal Government's changes to childcare legislation (which include increasing the ratio of staff to children and having a university-trained early childhood teacher at each centre)?	Support	44.4%	45.5%	49.0%	43.0%	45.6%	42.8%
	Reject	18.2%	18.1%	14.8%	18.7%	17.4%	23.4%
	Unsure	37.4%	36.3%	36.2%	38.3%	36.9%	33.9%
	Total	100.0% N=324	100.0% N=366	100.0% N=275	100.0% N=177	100.0% N=1143	100.0% N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you support or reject the Federal Government's changes to childcare legislation (which include increasing the ratio of staff to children and having a university-trained early childhood teacher at each centre)?	Support	43.3%	52.1%	46.2%	41.1%
	Reject	12.4%	18.8%	20.5%	25.1%
	Unsure	44.3%	29.1%	33.3%	33.8%
	Total	100.0% N=280	100.0% N=245	100.0% N=250	100.0% N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q23. If you use childcare, would you be willing to pay higher fees to implement the changes?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
If you use childcare, would you be willing to pay higher fees to implement the changes?	Yes	7.3%	11.7%	15.1%	6.6%	4.3%	8.8%	7.4%	8.1%
	No	22.8%	30.6%	29.5%	22.1%	11.2%	24.5%	17.6%	21.0%
	Not applicable	69.9%	57.7%	55.4%	71.4%	84.5%	66.7%	75.0%	70.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=239	N=248	N=261	N=528	N=760	N=783	N=1544

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
If you use childcare, would you be willing to pay higher fees to implement the changes?	Yes	7.3%	7.1%	11.3%	6.2%	8.0%	8.1%
	No	26.0%	19.9%	18.2%	20.0%	21.2%	20.2%
	Not applicable	66.8%	73.1%	70.4%	73.7%	70.7%	71.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=365	N=275	N=175	N=1139	N=403

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
If you use childcare, would you be willing to pay higher fees to implement the changes?	Yes	4.0%	21.5%	9.1%	3.8%
	No	15.3%	45.2%	22.6%	11.1%
	Not applicable	80.7%	33.4%	68.3%	85.1%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=243	N=244	N=518

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q24. Should vaccinations be mandatory for children?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Should vaccinations be mandatory for children?	Yes	78.5%	75.7%	77.5%	78.5%	82.0%	79.1%	79.0%	79.1%
	No	13.0%	14.6%	14.0%	10.8%	9.6%	11.8%	12.0%	11.9%
	Unsure	8.5%	9.7%	8.5%	10.7%	8.4%	9.1%	8.9%	9.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Should vaccinations be mandatory for children?	Yes	83.6%	80.8%	77.2%	70.3%	79.1%	79.0%
	No	11.1%	9.2%	12.1%	13.3%	11.1%	14.2%
	Unsure	5.3%	10.0%	10.6%	16.4%	9.8%	6.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Should vaccinations be mandatory for children?	Yes	73.3%	82.2%	75.6%	82.6%
	No	11.4%	13.5%	13.8%	10.1%
	Unsure	15.2%	4.2%	10.6%	7.3%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q25. Should home births be banned?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Should home births be banned?	Yes	34.9%	32.9%	38.5%	43.3%	47.8%	40.5%	41.4%	41.0%
	No	31.0%	38.9%	37.9%	28.2%	29.5%	33.0%	31.7%	32.3%
	Unsure	34.2%	28.2%	23.6%	28.6%	22.7%	26.4%	26.9%	26.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Should home births be banned?	Yes	46.8%	38.9%	35.8%	44.7%	41.3%	39.9%
	No	30.2%	34.3%	35.0%	26.4%	32.1%	33.3%
	Unsure	23.0%	26.8%	29.2%	28.9%	26.6%	26.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Should home births be banned?	Yes	32.4%	43.5%	36.6%	49.4%
	No	34.0%	34.3%	37.4%	28.5%
	Unsure	33.7%	22.2%	26.0%	22.1%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q26. Should gay marriage be legalised?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Should gay marriage be legalised?	Yes	68.5%	68.8%	59.0%	52.5%	39.1%	45.2%	63.0%	54.3%
	No	25.4%	24.8%	31.0%	34.5%	48.7%	44.7%	27.1%	35.7%
	Unsure	6.1%	6.4%	10.0%	13.0%	12.2%	10.2%	9.9%	10.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Should gay marriage be legalised?	Yes	55.7%	56.4%	59.7%	58.2%	57.3%	46.0%
	No	35.1%	33.1%	30.9%	31.3%	32.8%	43.4%
	Unsure	9.2%	10.5%	9.4%	10.5%	9.9%	10.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Should gay marriage be legalised?	Yes	66.1%	58.2%	50.6%	39.9%
	No	26.5%	32.2%	35.7%	48.3%
	Unsure	7.3%	9.6%	13.6%	11.8%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

TRANSPORT

Q27. Should the open road speed limit be 100 or 110 km per hour?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Should the open road speed limit be 100 or 110 km per hour?	100 km/hr	13.7%	14.0%	22.6%	24.2%	30.8%	14.5%	30.8%	22.8%
	110 km/hr	83.9%	83.2%	76.2%	73.4%	68.1%	83.9%	67.1%	75.4%
	Unsure	2.4%	2.8%	1.2%	2.4%	1.1%	1.6%	2.0%	1.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Should the open road speed limit be 100 or 110 km per hour?	100 km/hr	25.4%	24.8%	29.4%	27.8%	26.6%	12.5%
	110 km/hr	73.6%	72.7%	67.0%	69.8%	71.1%	87.1%
	Unsure	.9%	2.5%	3.7%	2.4%	2.3%	.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Should the open road speed limit be 100 or 110 km per hour?	100 km/hr	18.0%	21.5%	26.4%	28.6%
	110 km/hr	79.7%	76.9%	71.5%	70.2%
	Unsure	2.3%	1.6%	2.2%	1.1%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q28. Do you agree or disagree with changing the law so that 18 is the youngest age that a person can drive unaccompanied?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you agree or disagree with changing the law so that 18 is the youngest age that a person can drive unaccompanied?	Agree	35.7%	65.1%	60.1%	62.1%	75.4%	63.9%	60.6%	62.2%
	Disagree	59.8%	26.9%	32.1%	32.6%	21.4%	31.3%	33.6%	32.5%
	Unsure	4.5%	8.1%	7.8%	5.3%	3.2%	4.8%	5.8%	5.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you agree or disagree with changing the law so that 18 is the youngest age that a person can drive unaccompanied?	Agree	65.5%	65.2%	62.2%	68.1%	65.0%	54.1%
	Disagree	29.6%	31.1%	31.9%	25.7%	30.0%	39.5%
	Unsure	4.9%	3.6%	5.9%	6.3%	4.9%	6.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you agree or disagree with changing the law so that 18 is the youngest age that a person can drive unaccompanied?	Agree	63.5%	66.1%	56.7%	74.9%
	Disagree	25.6%	29.7%	36.0%	23.0%
	Unsure	10.9%	4.2%	7.3%	2.1%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q29. What do you think are the major road safety issues facing South Australian road users?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
What do you think are the major road safety issues facing South Australian road users?	Unsafe or unroadworthy vehicles	40.0%	35.2%	39.6%	35.9%	23.6%	35.6%	30.4%	32.9%
	Driver skills/education	66.5%	66.8%	73.6%	71.1%	74.1%	70.6%	71.5%	71.1%
	Drink driving	61.6%	65.8%	55.8%	64.6%	68.2%	54.3%	73.4%	64.1%
	Drug driving	32.5%	37.4%	42.3%	46.4%	52.9%	40.3%	47.9%	44.2%
	Poor roads	52.9%	55.5%	52.7%	50.3%	45.1%	54.3%	46.2%	50.2%
	Other	16.6%	22.6%	19.1%	18.9%	17.1%	19.2%	17.8%	18.5%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
What do you think are the major road safety issues facing South Australian road users?	Unsafe or unroadworthy vehicles	35.7%	33.3%	33.2%	26.9%	32.9%	32.5%
	Driver skills/education	71.2%	73.3%	71.6%	78.3%	73.1%	65.4%
	Drink driving	61.4%	66.0%	64.3%	62.3%	63.7%	65.0%
	Drug driving	47.9%	42.8%	42.0%	44.8%	44.4%	43.6%
	Poor roads	50.9%	48.2%	45.9%	43.1%	47.6%	57.0%
	Other	17.2%	20.5%	20.6%	19.8%	19.5%	15.8%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
What do you think are the major road safety issues facing South Australian road users?	Unsafe or unroadworthy vehicles	37.1%	38.3%	32.8%	24.0%
	Driver skills/education	71.3%	70.3%	74.2%	71.3%
	Drink driving	61.5%	63.0%	61.9%	68.2%
	Drug driving	34.9%	47.8%	46.3%	53.0%
	Poor roads	52.2%	52.4%	51.8%	46.5%
	Other	20.7%	18.2%	20.2%	17.3%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Q30. If you use public transport, are you more or less satisfied with public transport than you were 12 months ago?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
If you use public transport, are you more or less satisfied with public transport than you were 12 months ago?	More satisfied	8.1%	4.5%	6.6%	4.2%	6.8%	7.2%	5.2%	6.2%
	Less satisfied	36.7%	31.9%	28.9%	28.1%	28.0%	31.1%	29.5%	30.3%
	Unchanged	30.2%	22.1%	19.3%	23.2%	24.4%	24.9%	23.1%	24.0%
	Not applicable	25.0%	41.5%	45.2%	44.5%	40.8%	36.8%	42.2%	39.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
If you use public transport, are you more or less satisfied with public transport than you were 12 months ago?	More satisfied	5.6%	8.3%	7.8%	8.7%	7.5%	2.6%
	Less satisfied	40.6%	34.6%	34.4%	28.9%	35.4%	15.9%
	Unchanged	23.0%	22.8%	28.4%	36.8%	26.4%	17.3%
	Not applicable	30.8%	34.3%	29.4%	25.6%	30.8%	64.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
If you use public transport, are you more or less satisfied with public transport than you were 12 months ago?	More satisfied	6.3%	5.1%	6.3%	5.5%
	Less satisfied	33.9%	24.7%	35.7%	24.7%
	Unchanged	25.3%	22.9%	15.4%	24.8%
	Not applicable	34.5%	47.2%	42.7%	45.1%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

SHOPPING

Q31. Do you think you will shop on public holidays?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Do you think you will shop on public holidays?	Yes	59.5%	68.4%	55.6%	56.1%	49.9%	58.6%	54.2%	56.4%
	No	24.3%	22.8%	32.9%	33.3%	37.6%	31.5%	31.6%	31.5%
	Unsure	16.2%	8.8%	11.5%	10.5%	12.6%	9.9%	14.2%	12.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you think you will shop on public holidays?	Yes	52.5%	53.9%	62.1%	57.6%	56.0%	57.1%
	No	30.7%	34.1%	30.0%	30.4%	31.6%	31.5%
	Unsure	16.8%	11.9%	7.9%	12.0%	12.4%	11.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Do you think you will shop on public holidays?	Yes	60.6%	63.1%	57.9%	49.2%
	No	29.2%	24.8%	32.8%	38.4%
	Unsure	10.1%	12.1%	9.4%	12.4%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q32. Have you bought any goods on the internet in the past 12 months?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Have you bought any goods on the internet in the past 12 months?	Clothing	71.7%	62.9%	53.6%	45.7%	26.6%	46.2%	50.4%	48.3%
	Shoes	36.6%	32.7%	30.2%	19.4%	9.1%	20.8%	25.4%	23.1%
	Books	47.8%	46.7%	56.7%	44.4%	42.2%	43.5%	49.9%	46.7%
	Homewares	24.4%	35.7%	35.8%	34.5%	28.4%	30.4%	31.8%	31.1%
	Electronic gadgets	59.0%	55.5%	52.8%	49.1%	37.0%	60.3%	37.4%	48.6%
	Food	12.3%	21.7%	14.4%	14.2%	6.1%	10.9%	14.1%	12.5%
	Music	46.5%	45.0%	44.2%	37.5%	24.9%	38.6%	36.3%	37.4%
	DVDs	35.0%	33.2%	33.4%	29.5%	27.6%	33.6%	28.7%	31.1%
	Other	10.6%	20.3%	25.4%	30.2%	32.5%	23.3%	26.7%	25.0%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Have you bought any goods on the internet in the past 12 months?	Clothing	52.1%	47.6%	47.1%	53.5%	49.6%	44.4%
	Shoes	20.6%	20.9%	24.8%	26.8%	22.7%	24.0%
	Books	39.6%	44.9%	55.3%	46.5%	46.2%	47.9%
	Homewares	28.3%	34.5%	27.5%	24.1%	29.5%	35.3%
	Electronic gadgets	45.7%	53.3%	45.3%	47.8%	48.4%	49.0%
	Food	14.0%	16.6%	16.1%	12.5%	15.2%	4.8%
	Music	37.6%	37.2%	41.1%	36.8%	38.2%	35.2%
	DVDs	33.6%	32.0%	25.1%	31.6%	30.7%	32.2%
	Other	24.7%	26.6%	24.9%	22.1%	25.0%	25.2%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Have you bought any goods on the internet in the past 12 months?	Clothing	53.1%	57.4%	47.4%	28.8%
	Shoes	28.4%	31.3%	21.3%	10.5%
	Books	46.9%	51.0%	51.2%	42.3%
	Homewares	28.5%	39.9%	38.3%	28.3%
	Electronic gadgets	51.6%	49.0%	56.9%	36.2%
	Food	18.7%	17.0%	11.0%	7.2%
	Music	45.0%	36.0%	42.4%	25.6%
	DVDs	34.2%	26.2%	36.1%	26.9%
	Other	23.8%	22.5%	22.6%	36.0%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Q33. If there's no difference in price would you prefer to shop online or at a retail outlet?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
If there's no difference in price would you prefer to shop online or at a retail outlet?	Prefer online	22.1%	25.0%	29.6%	22.6%	14.2%	20.5%	21.8%	21.2%
	Prefer retail outlet	70.7%	66.2%	62.4%	64.4%	77.2%	71.7%	68.0%	69.8%
	Unsure	7.2%	8.8%	8.1%	13.0%	8.5%	7.8%	10.2%	9.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
If there's no difference in price would you prefer to shop online or at a retail outlet?	Prefer online	18.8%	20.1%	19.8%	20.7%	19.8%	24.9%
	Prefer retail outlet	71.8%	71.0%	68.3%	71.8%	70.7%	67.4%
	Unsure	9.4%	8.8%	11.8%	7.5%	9.5%	7.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
If there's no difference in price would you prefer to shop online or at a retail outlet?	Prefer online	23.7%	30.5%	20.0%	15.5%
	Prefer retail outlet	66.2%	61.2%	67.1%	76.6%
	Unsure	10.2%	8.3%	12.9%	7.9%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q34. Are you loyal to a particular supermarket chain?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Are you loyal to a particular supermarket chain?	Other	4.6%	1.2%	1.1%	2.9%	2.4%	1.9%	3.0%	2.5%
	No	44.6%	54.0%	46.2%	49.3%	46.2%	53.7%	41.9%	47.7%
	Yes, Coles	11.7%	12.1%	10.9%	11.4%	10.9%	9.8%	12.8%	11.3%
	Yes, Woolworths	23.2%	17.9%	17.2%	12.1%	15.4%	14.9%	18.7%	16.9%
	Yes, Foodland	12.7%	12.5%	19.0%	18.6%	21.0%	16.4%	18.7%	17.5%
	Yes, IGA	3.2%	2.4%	5.5%	5.6%	4.0%	3.3%	4.9%	4.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Are you loyal to a particular supermarket chain?	Other	2.4%	2.9%	2.4%	2.5%	2.6%	2.2%
	No	46.5%	49.1%	48.2%	46.4%	47.7%	47.3%
	Yes, Coles	13.6%	9.1%	9.3%	17.1%	11.6%	10.4%
	Yes, Woolworths	19.4%	16.9%	16.5%	11.0%	16.6%	17.8%
	Yes, Foodland	17.4%	18.7%	18.7%	20.4%	18.6%	14.7%
	Yes, IGA	.7%	3.4%	4.9%	2.7%	2.9%	7.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Are you loyal to a particular supermarket chain?	Other	1.9%	1.1%	2.9%	2.1%
	No	53.3%	45.2%	49.2%	46.3%
	Yes, Coles	10.5%	13.1%	11.2%	10.8%
	Yes, Woolworths	16.1%	21.7%	12.8%	14.6%
	Yes, Foodland	14.5%	16.3%	18.7%	21.4%
	Yes, IGA	3.8%	2.6%	5.2%	4.9%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Q35. How have recent interest rate cuts affected your retail spending?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
How have recent interest rate cuts affected your retail spending?	Spending more	2.0%	3.6%	2.2%	3.4%	2.1%	2.2%	2.9%	2.6%
	Spending same	78.9%	79.8%	77.6%	75.7%	77.6%	83.7%	72.2%	77.8%
	Spending less	19.1%	16.7%	20.2%	20.9%	20.3%	14.1%	24.9%	19.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
How have recent interest rate cuts affected your retail spending?	Spending more	3.8%	3.4%	1.5%	1.1%	2.7%	2.2%
	Spending same	71.2%	75.4%	78.8%	82.3%	76.1%	82.6%
	Spending less	25.1%	21.2%	19.8%	16.5%	21.2%	15.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
How have recent interest rate cuts affected your retail spending?	Spending more	2.4%	3.8%	2.6%	2.3%
	Spending same	80.9%	77.8%	74.9%	77.3%
	Spending less	16.8%	18.4%	22.5%	20.4%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q36. Have you purchased a group buying coupon in the last 12 months?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Have you purchased a group-buying coupon in the last 12 months?	Yes	29.5%	30.7%	22.2%	18.4%	9.7%	15.1%	24.5%	19.9%
	No	70.5%	69.3%	77.8%	81.6%	90.3%	84.9%	75.5%	80.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Have you purchased a group-buying coupon in the last 12 months?	Yes	23.0%	24.3%	24.2%	24.1%	23.9%	8.7%
	No	77.0%	75.7%	75.8%	75.9%	76.1%	91.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Have you purchased a group-buying coupon in the last 12 months?	Yes	27.3%	25.8%	14.0%	11.0%
	No	72.7%	74.2%	86.0%	89.0%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

TRAVEL

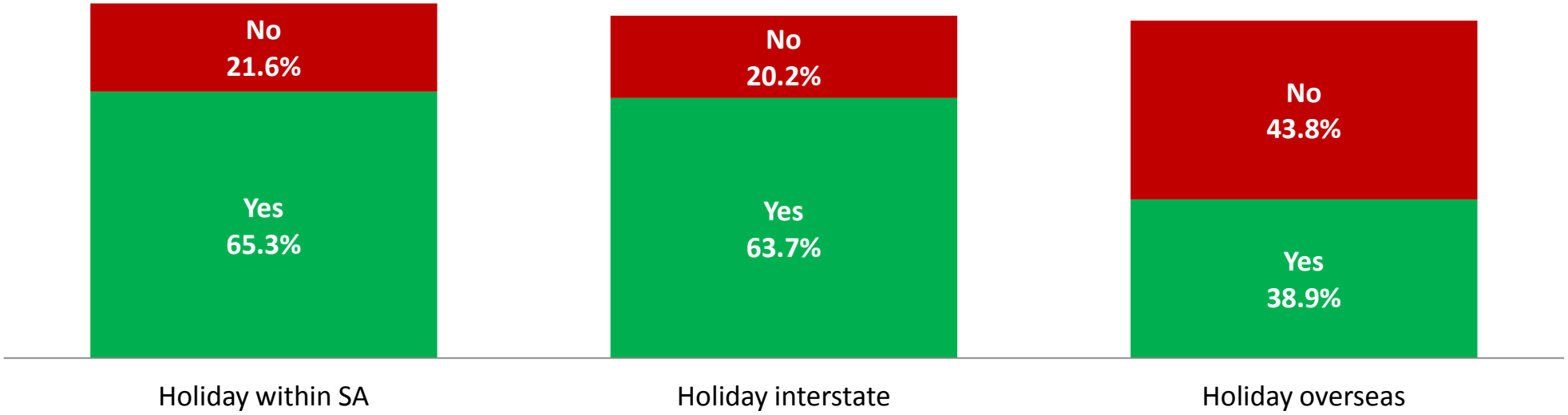
Q37. What is your favourite South Australian holiday destination?

Favourite SA Holiday Destination	ALL
Victor Harbor	9.3%
Kangaroo Island	8.9%
Yorke Peninsula	8.6%
Flinders Ranges	6.2%
Barossa Valley	4.3%
Clare Valley	3.1%
Robe	2.7%
Riverland	2.7%
Port Lincoln	2.4%
Goolwa	2.1%
Port Elliot	2.1%
Adelaide	1.6%
Eyre Peninsula	1.6%
Coffin Bay	1.5%

Q38. In the next 12 months do you intend to...?

	Yes	No	Unsure	Total
Holiday within SA	65.3%	21.6%	13.1%	100.0%
Holiday interstate	63.7%	20.2%	16.0%	100.0%
Holiday overseas	38.9%	43.8%	17.4%	100.0%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area.



Q39. Would you be more or less likely to fly Qantas in light of the recent industrial action?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Would you be more or less likely to fly Qantas in light of the recent industrial action?	More likely	9.1%	3.4%	6.3%	8.0%	9.0%	8.8%	6.3%	7.5%
	Less likely	50.2%	40.3%	40.6%	47.5%	40.4%	40.5%	46.1%	43.3%
	Unchanged	40.7%	56.3%	53.1%	44.5%	50.6%	50.7%	47.6%	49.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Would you be more or less likely to fly Qantas in light of the recent industrial action?	More likely	7.0%	7.6%	7.6%	9.5%	7.7%	6.8%
	Less likely	49.8%	42.3%	43.7%	41.7%	44.7%	39.7%
	Unchanged	43.1%	50.1%	48.7%	48.8%	47.6%	53.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Would you be more or less likely to fly Qantas in light of the recent industrial action?	More likely	3.7%	7.1%	6.7%	9.3%
	Less likely	41.3%	43.3%	48.8%	38.8%
	Unchanged	55.0%	49.6%	44.5%	51.9%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

POLITICS

Q40. Do you think our politicians are overpaid, underpaid or paid appropriately?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
State Politicians	Overpaid	61.5%	55.4%	63.4%	66.8%	61.2%	56.5%	66.6%	61.6%
	Paid Appropriately	19.8%	22.6%	24.0%	24.6%	26.9%	28.0%	20.4%	24.1%
	Underpaid	3.6%	8.2%	4.1%	5.0%	8.3%	9.2%	3.4%	6.2%
	Unsure	15.1%	13.8%	8.5%	3.7%	3.6%	6.4%	9.5%	8.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
State Politicians	Overpaid	66.9%	62.3%	53.0%	56.8%	60.5%	64.6%
	Paid Appropriately	21.9%	23.9%	29.7%	25.5%	25.0%	21.9%
	Underpaid	2.8%	6.6%	9.3%	8.5%	6.5%	5.7%
	Unsure	8.4%	7.2%	8.0%	9.3%	8.0%	7.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
State Politicians	Overpaid	57.5%	62.2%	69.0%	60.8%
	Paid Appropriately	26.3%	21.7%	19.8%	28.0%
	Underpaid	7.3%	5.2%	6.7%	7.2%
	Unsure	8.9%	10.9%	4.4%	4.0%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Federal Politicians	Overpaid	61.8%	52.1%	60.0%	66.0%	58.2%	52.5%	66.3%	59.5%
	Paid Appropriately	18.7%	24.2%	24.8%	23.4%	28.9%	29.9%	19.9%	24.8%
	Underpaid	8.1%	10.5%	6.3%	7.3%	9.1%	12.0%	4.8%	8.4%
	Unsure	11.4%	13.2%	8.9%	3.3%	3.8%	5.6%	9.0%	7.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Federal Politicians	Overpaid	67.2%	58.8%	48.5%	54.9%	58.1%	63.2%
	Paid Appropriately	20.1%	25.0%	31.0%	26.5%	25.3%	23.7%
	Underpaid	5.4%	9.2%	13.7%	9.3%	9.2%	6.0%
	Unsure	7.2%	7.0%	6.8%	9.3%	7.4%	7.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Federal Politicians	Overpaid	53.7%	57.7%	67.1%	58.9%
	Paid Appropriately	27.5%	24.0%	20.3%	29.1%
	Underpaid	9.8%	7.9%	7.8%	8.0%
	Unsure	8.9%	10.4%	4.8%	4.0%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

AGED PENSIONERS / RETIREES

Q41. Are you retired or on a full or part aged pension?

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
Are you retired or on a full or part aged pension?	No	67.8%	8.4%		40.7%	50.4%	45.7%
	Yes, living mainly on the aged pension	8.7%	56.4%	64.9%	24.3%	28.6%	26.5%
	Yes, living mainly on superannuation	11.3%	19.7%	28.0%	20.3%	9.5%	14.8%
	Yes, self-funded retiree	12.2%	15.5%	7.0%	14.7%	11.4%	13.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=336	N=172	N=22	N=257	N=274	N=531

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Are you retired or on a full or part aged pension?	No	49.6%	51.0%	41.7%	48.0%	47.8%	40.7%
	Yes, living mainly on the aged pension	28.2%	27.8%	20.9%	32.1%	26.8%	26.2%
	Yes, living mainly on superannuation	14.5%	10.3%	19.1%	12.0%	13.9%	16.4%
	Yes, self-funded retiree	7.7%	11.0%	18.4%	7.9%	11.6%	16.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=93	N=124	N=96	N=60	N=373	N=156

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q42. Do you assist in caring for grandchildren?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
Do you assist in caring for grandchildren?	No	40.3%	41.3%	54.1%	45.7%	37.7%	41.9%
	Yes, daily	3.1%	3.0%	7.0%	2.1%	4.8%	3.4%
	Yes, several times a week	11.1%	12.6%	7.0%	12.4%	10.6%	11.6%
	Yes, weekly	4.4%	5.6%		5.7%	3.6%	4.7%
	Yes, less often than weekly	17.8%	21.6%	14.0%	21.2%	17.8%	19.6%
	Not applicable	23.3%	15.8%	17.9%	12.9%	25.3%	18.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=108	N=158	N=22	N=152	N=136	N=288

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Retirees/Pensioners

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you assist in caring for grandchildren?	No	39.0%	25.0%	38.5%	46.0%	35.6%	54.5%
	Yes, daily	3.4%	2.7%	2.9%		2.5%	5.3%
	Yes, several times a week	8.4%	25.0%	8.6%	15.5%	14.7%	5.1%
	Yes, weekly	3.4%	7.9%	1.4%	10.2%	5.3%	3.6%
	Yes, less often than weekly	35.6%	18.4%	22.9%	10.2%	22.5%	13.7%
	Not applicable	10.2%	21.2%	25.7%	18.0%	19.3%	17.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=47	N=61	N=56	N=31	N=195	N=93

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q43. Do you believe you have enough money to live comfortably in your retirement years?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
Do you believe you have enough money to live comfortably in your retirement years?	Yes	44.5%	43.5%	38.8%	48.1%	38.4%	43.5%
	No	55.5%	56.5%	61.2%	51.9%	61.6%	56.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=108	N=158	N=22	N=152	N=136	N=288

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Retirees/Pensioners

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Do you believe you have enough money to live comfortably in your retirement years?	Yes	27.1%	39.5%	61.4%	35.8%	42.2%	46.8%
	No	72.9%	60.5%	38.6%	64.2%	57.8%	53.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=47	N=61	N=56	N=31	N=195	N=93

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q44. If you retired from paid employment, what was the main reason you retired?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
If you retired from paid employment, what was the main reason you retired?	Other	24.0%	18.8%	7.0%	14.9%	25.4%	19.8%
	I had to retire	4.1%	20.6%	39.5%	18.2%	13.8%	16.1%
	Health reasons	25.4%	27.0%	21.7%	27.6%	24.1%	26.0%
	Didn't enjoy job	8.7%	8.7%	3.5%	9.0%	7.5%	8.3%
	Expected to lose job	.8%	1.5%	7.0%	3.2%		1.7%
	Wanted to do other things	36.9%	23.3%	21.2%	27.1%	29.2%	28.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=101	N=154	N=22	N=148	N=129	N=278

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Retirees/Pensioners

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
If you retired from paid employment, what was the main reason you retired?	Other	18.0%	22.3%	20.0%	20.5%	20.3%	18.9%
	I had to retire	17.9%	26.4%	9.9%	12.8%	17.3%	12.7%
	Health reasons	28.5%	23.6%	14.2%	43.7%	25.3%	27.8%
	Didn't enjoy job	7.1%	11.1%	15.8%		9.7%	5.4%
	Expected to lose job	5.3%	1.4%			1.7%	1.8%
	Wanted to do other things	23.2%	15.3%	40.1%	23.0%	25.8%	33.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=45	N=57	N=56	N=31	N=189	N=88

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q45. What are your greatest fears of growing older?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
What are your greatest fears of growing older?	Failing health	45.8%	38.5%	45.8%	44.0%	39.3%	41.8%
	Declining standard of living	26.0%	19.9%	14.0%	20.7%	22.9%	21.7%
	No family support	9.0%	6.3%		2.1%	12.2%	6.9%
	Unable to support myself	15.8%	11.3%	14.8%	11.0%	15.8%	13.2%
	Losing my partner	31.5%	26.8%	10.5%	31.0%	23.1%	27.3%
	Losing my friends	1.5%	1.0%		1.0%	1.2%	1.1%
	Losing my mind	24.5%	25.4%	18.3%	17.6%	32.3%	24.5%
	None of the above	4.5%	4.5%	7.2%	4.7%	4.7%	4.7%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Retirees/Pensioners

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
What are your greatest fears of growing older?	Failing health	66.1%	43.4%	38.5%	46.1%	47.9%	29.3%
	Declining standard of living	34.0%	22.3%	12.9%	20.6%	22.1%	21.1%
	No family support	5.1%	6.6%	7.2%	7.7%	6.6%	7.5%
	Unable to support myself	13.5%	11.9%	8.6%	18.0%	12.3%	14.3%
	Losing my partner	25.4%	13.1%	37.1%	17.9%	23.7%	35.1%
	Losing my friends	1.7%	2.7%		2.5%	1.6%	
	Losing my mind	23.8%	30.4%	34.3%	18.0%	27.9%	17.7%
	None of the above	1.7%	9.2%	10.0%		6.1%	1.7%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Q46. Which bills provide the most financial concern for you?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
Which bills provide the most financial concern for you?	Electricity	73.5%	83.4%	78.8%	75.8%	83.2%	79.3%
	Water	67.2%	67.4%	64.1%	63.8%	70.7%	67.1%
	Telephone	21.7%	22.0%	21.7%	16.8%	27.5%	21.9%
	Council Rates	57.8%	59.5%	57.0%	59.5%	57.7%	58.7%
	Gas	23.2%	33.0%	28.1%	28.4%	29.6%	29.0%
	Other	15.0%	15.8%	7.0%	16.3%	13.2%	14.8%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Retirees/Pensioners

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Which bills provide the most financial concern for you?	Electricity	89.6%	76.4%	79.7%	84.2%	81.8%	74.1%
	Water	89.7%	72.4%	59.4%	79.0%	73.9%	52.6%
	Telephone	25.9%	29.0%	16.0%	26.3%	24.1%	17.5%
	Council Rates	67.3%	68.5%	53.6%	47.1%	60.6%	54.3%
	Gas	62.1%	44.8%	21.7%	28.9%	39.8%	6.8%
	Other	15.5%	18.5%	13.1%	7.8%	14.5%	15.6%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

Q47. In general are the elderly treated better or worse than younger people by staff in shops?

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
In general are the elderly treated better or worse than younger people by staff in shops?	Treated better	.7%	4.6%	14.0%	6.2%	1.3%	3.9%
	Treated the same	45.4%	42.4%	72.0%	51.4%	39.7%	45.9%
	Treated worse	39.0%	45.9%	14.0%	33.1%	49.4%	40.8%
	Unsure	14.9%	7.1%		9.3%	9.7%	9.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=108	N=158	N=22	N=152	N=136	N=288

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Retirees/Pensioners

		Age			Gender		
		55 to 64	65 to 74	75+	Male	Female	ALL
In general are the elderly treated better or worse than younger people by staff in shops?	Treated better	.7%	4.6%	14.0%	6.2%	1.3%	3.9%
	Treated the same	45.4%	42.4%	72.0%	51.4%	39.7%	45.9%
	Treated worse	39.0%	45.9%	14.0%	33.1%	49.4%	40.8%
	Unsure	14.9%	7.1%		9.3%	9.7%	9.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=108	N=158	N=22	N=152	N=136	N=288

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

OTHER ISSUES

Q48. Given that Osama Bin Laden has been killed, when do you think our troops should return home from Afghanistan?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
Given that Osama Bin Laden has been killed, when do you think our troops should return home from Afghanistan?	Immediately	32.9%	24.3%	28.1%	34.0%	37.6%	31.5%	33.6%	32.6%
	Within 12 months	32.5%	31.1%	28.4%	26.8%	28.6%	24.2%	34.3%	29.3%
	Within 2 years	19.3%	25.4%	21.5%	18.3%	19.3%	21.1%	19.8%	20.4%
	Within 5 years	10.1%	13.0%	11.4%	15.2%	9.7%	13.6%	9.4%	11.5%
	Within 10 years	5.3%	6.2%	10.5%	5.7%	4.7%	9.6%	2.8%	6.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=267	N=240	N=253	N=263	N=531	N=763	N=792	N=1554

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
Given that Osama Bin Laden has been killed, when do you think our troops should return home from Afghanistan?	Immediately	35.3%	30.0%	31.2%	29.6%	31.7%	35.0%
	Within 12 months	31.9%	30.2%	25.6%	36.1%	30.5%	26.1%
	Within 2 years	17.7%	19.4%	23.5%	18.6%	19.8%	22.4%
	Within 5 years	10.9%	11.9%	13.6%	10.1%	11.8%	10.6%
	Within 10 years	4.1%	8.5%	6.1%	5.6%	6.2%	5.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		N=324	N=366	N=275	N=177	N=1143	N=409

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
Given that Osama Bin Laden has been killed, when do you think our troops should return home from Afghanistan?	Immediately	24.4%	31.5%	35.4%	36.6%
	Within 12 months	29.1%	29.7%	25.6%	29.6%
	Within 2 years	25.6%	18.4%	20.3%	18.9%
	Within 5 years	13.9%	14.2%	11.5%	9.4%
	Within 10 years	7.1%	6.2%	7.2%	5.4%
	Total	100.0%	100.0%	100.0%	100.0%
		N=280	N=245	N=250	N=521

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. N represents weighted respondents.

Q49. What do you think are the three most pressing challenges facing South Australia?

		Age					Gender		
		Under 25	25 to 34	35 to 44	45 to 54	55+	Male	Female	ALL
What do you think are the three most pressing challenges facing South Australia?	Water	23.9%	33.3%	36.7%	39.4%	46.1%	33.9%	41.3%	37.6%
	Jobs	43.3%	46.6%	41.6%	40.6%	32.1%	39.7%	38.8%	39.2%
	Crime	19.5%	23.8%	29.5%	34.7%	40.1%	30.8%	32.0%	31.4%
	Managing urban growth	31.2%	40.0%	24.7%	27.9%	30.3%	35.6%	25.9%	30.6%
	Immigration	26.6%	12.4%	17.0%	23.7%	19.8%	17.2%	22.7%	20.0%
	Health	45.0%	47.8%	60.3%	60.3%	60.1%	48.2%	62.9%	55.7%
	Education	26.0%	30.1%	36.5%	23.4%	23.6%	22.8%	31.3%	27.1%
	Roads	36.7%	34.0%	27.0%	27.5%	22.7%	35.1%	21.9%	28.4%
	Public Transport	40.0%	27.8%	19.8%	17.8%	17.6%	27.8%	19.1%	23.4%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Area				SA Region	
		Northern suburbs	Southern suburbs	Eastern suburbs	Western suburbs	Adel Metro	SA Country
What do you think are the three most pressing challenges facing South Australia?	Water	33.3%	32.2%	44.2%	41.0%	36.8%	40.0%
	Jobs	45.7%	39.5%	41.8%	41.1%	42.0%	31.4%
	Crime	38.3%	28.1%	25.4%	38.6%	32.0%	29.8%
	Managing urban growth	21.1%	31.3%	34.5%	31.7%	29.2%	34.7%
	Immigration	24.6%	18.0%	16.0%	21.7%	20.0%	20.3%
	Health	57.2%	56.2%	49.0%	49.9%	53.8%	61.1%
	Education	27.8%	28.2%	31.2%	16.3%	27.0%	27.4%
	Roads	26.6%	30.2%	19.5%	24.7%	25.8%	35.7%
	Public Transport	18.3%	30.6%	27.7%	26.6%	25.8%	16.7%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.

		Lifestage			
		SINKs/DINKs	Younger Families	Older Families	Empty Nesters
What do you think are the three most pressing challenges facing South Australia?	Water	40.0%	31.3%	35.6%	46.7%
	Jobs	47.3%	38.1%	44.2%	30.7%
	Crime	29.4%	26.8%	32.4%	40.8%
	Managing urban growth	37.4%	28.7%	28.0%	28.8%
	Immigration	13.1%	16.8%	22.3%	20.5%
	Health	48.1%	62.0%	57.6%	61.9%
	Education	20.1%	45.1%	29.6%	21.5%
	Roads	30.9%	29.7%	24.2%	24.7%
	Public Transport	29.0%	16.4%	18.5%	17.2%

Source: Sunday Mail SA Survey, Nov 2011. Results weighted by age, gender and area. Note that this question permitted multiple responses so percentages can sum vertically to over 100%.