



harrison research
health - market - social



Community Perceptions Survey 2014

Prepared for: Communications and Customer Relations
 City of Salisbury

Project #: 8676

Principal Consultant: Sophie Tuckey

Report Date: 2014

Lvl 1, 69 Fullarton Rd
Kent Town SA 5067
p (08) 8490 4200

CONTENTS

1. SETTING THE SCENE.....	5
1.1 Background.....	6
1.2 Methodology.....	6
2. EXECUTIVE SUMMARY	7
2.1 Perceptions of Salisbury.....	8
2.2 Community safety	8
2.3 Community involvement	8
2.4 Contact with Council staff or elected members	9
2.5 Quality of life	9
2.6 Perception of and satisfaction with services.....	9
2.7 Communication from Council	10
2.8 Housing and affordability	10
2.9 Overall satisfaction with Council	11
3. PRINCIPAL FINDINGS.....	12
3.1 Perceptions of Salisbury Council area	13
3.1.1 How long lived in Salisbury Council area.....	13
3.1.2 What attracted residents to living in the area	13
3.1.3 City of Salisbury’s strengths	14
3.1.4 Agreement with community aspects.....	16
3.2 Community safety	18
3.2.1 Feel safe or unsafe	18
3.2.2 Where feel unsafe	18
3.2.3 Why feel unsafe	20
3.3 Community involvement	23
3.4 Satisfaction with Council staff and elected members	25
3.4.1 Interacted with Council staff or elected members	25
3.4.2 Satisfaction with staff	26

3.4.3	Satisfaction with Elected members	27
3.5	Quality of life in Salisbury Council area.	29
3.5.1	Explanation of ratings and derived importance.....	29
3.5.2	Satisfaction with quality of life elements.....	29
3.5.3	Overall satisfaction with quality of life.....	32
3.5.4	Derived importance of quality of life elements	33
3.5.5	Ways in which quality of life could be improved	35
3.6	Perceptions of Council Services	37
3.6.1	Satisfaction with Council Services.....	37
3.6.2	Most important Council services.....	41
3.6.3	Core Council services	43
3.6.4	Additional Council services	45
3.6.5	Health and aging services.....	49
3.7	Communication	51
3.7.1	Current ways in which Council communicates.....	51
3.7.2	Other ways would like Council to communicate	52
3.8	Housing	54
3.8.1	Current tenancy	54
3.8.2	Perception of affordability	54
3.9	Overall satisfaction with Council	56
3.9.1	Why not satisfied with Council	57
3.9.2	Drivers of satisfaction with Council	59
APPENDIX A1:	DEMOGRAPHICS.....	61
APPENDIX A2:	QUESTIONNAIRE	64

TABLE OF FIGURES

Fig.1:	How long lived in Salisbury area	13
Fig.2:	Attractants to living in Salisbury area	14
Fig.3:	City of Salisbury's strengths	15
Fig.4:	Agreement with community aspects.....	16
Fig.5:	Perceptions of safety in Salisbury Council area	18
Fig.6:	Location where feel unsafe.....	19

Fig.7: Reason why feel unsafe	21
Fig.8: Agree/disagree with change statements	24
Fig.9: Contact with staff or elected members	25
Fig.10: Satisfaction with Council staff interactions by age and gender - Unweighted	26
Fig.11: Satisfaction with Council staff interactions unweighted	27
Fig.12: Satisfaction with elected member interactions	28
Fig.13: Satisfaction with quality of life elements	31
Fig.14: Overall satisfaction with quality of life in Salisbury area	32
Fig.15: Derived importance of quality of life elements to overall quality of life	34
Fig.16: Suggestions to improve quality of life in Salisbury area	36
Fig.17: Satisfaction with Council services (over time)	38
Fig.18: Satisfaction with Council services (new measures).....	40
Fig.19: Most important services.....	42
Fig.20: Core Council services.....	44
Fig.21: Proportion of sample suggesting other organisational body for services	45
Fig.22: Additional services Council should deliver	45
Fig.23: Prepared to pay higher rated for the delivery of health and aging services	50
Fig.24: Ways in which Council communicates	51
Fig.25: Others ways would like Council to communicate	53
Fig.26: Current tenancy	54
Fig.27: Perception of housing affordability in Salisbury Council area.....	55
Fig.28: Proportion visited each venue in last 3 months	56
Fig.29: Overall satisfaction with Council by key demographics	57
Fig.30: Why not satisfied with overall service.....	58
Fig.31: Derived importance of individual Council services to satisfaction with Council's delivery of services overall	60

1. SETTING THE SCENE

1.1 Background

The City of Salisbury has been conducting periodic surveys among its residential population since 2001. The most recent survey prior to the current monitor was conducted in 2012.

Key objectives are to:

- Track the perceptions of the area among residents, compare with previous surveys
- Prioritise quality of life attributes
- Track residents' perceptions of Council's performance
- Identify opportunities for change or improvement

1.2 Methodology

All interviews were conducted by Harrison Research, from a random sample extracted from an electronic residential telephone listing. The survey was conducted using Computer Aided Telephone Interviewing (CATI), between 4 August and 13 August 2014. The average length of the survey was just over 20 minutes. The survey instrument reflected questions used in previous years, with some additional questions designed by Council staff and refined by Harrison Research.

We planned to achieve a total of n=600 surveys with Salisbury Council residents, with the sample randomly selected across the eight Wards. Note that the sample size reflects a decrease compared with previous surveys (down from n=800 in 2011, 2009 and 2008) due to changes in the budget allocated for this project in the current year. The n=600 sample offers a margin of error of $\pm 3.99\%$ @ 95% confidence level. Analysis has been undertaken to highlight statistically significant differences between the 2012 and 2014 outcomes, to ensure that any recent changes (say, in satisfaction with specific services) are highlighted.

A randomising technique was used to provide a roughly stratified sample without the need for quotas. Data was then weighted by gender and age to ensure that the sample was in line with population distribution across the City, using ABS 2011 Census population data for the Salisbury Local Government Area (LGA). Unweighted versus weighted number and proportions can be found in Appendix A1: Demographics.

Note that the final weighted sample size was n=599, as one participant refused to give a date of birth.

2. EXECUTIVE SUMMARY

2.1 Perceptions of Salisbury

The majority of Salisbury Council residents have been living in the Salisbury area for 20 years or more (38%), slightly lower than was recorded in 2012 but on par with 2011 (37%).

The most common reason for moving to the Salisbury area was the cost of housing, an aspect which has taken on much greater emphasis in housing decision making over the last two monitors (63%, up from 29% in 2012 and 15% in 2011). Family and friends living in the area and the availability of housing were the second and third most common reasons. When it came to identifying strengths of the City, the most common strengths mentioned were the availability of services, followed by the proximity to the CBD and then shopping centres.

Agreement with positive community statements was relatively high overall, especially for 'I like living in my local community' (8.0) and 'I can get help from family, friends and neighbours when I need it' (7.9). However, volunteering rates continued to be low as did agreement with the statements 'I feel that I am part of my community' (6.1) and 'I feel that people in my neighbourhood can be trusted' (6.7).

2.2 Community safety

Compared to previous monitors respondents feel significantly safer within the community, rating this aspect at 7.0 mean versus 6.7 achieved in the last two monitors. Consistent over time, those aged over 65 felt the safest with a mean score of 7.6.

The train station continued to be the most common area mentioned when respondents who reported lower feelings of safety were asked where they felt unsafe (22%, a non-significant decrease from 31% in 2012). The interchange was the second most common specific location named (10%), although the proportion of the sample naming this location decreased significantly compared to 2012 (22%).

Just over a quarter of these respondents (26%) reported 'hoons, gangs, youths loitering' as the reason why they felt unsafe. This was followed by drug and alcohol problems (25%), crime/mugging/assaults/shootings (18%) and then home invasions/break-ins (13%).

2.3 Community involvement

Council libraries and community events such as fetes festivals and school concerts had the most reported attendance across the respondents (when frequency of attendance is disregarded). Topping the activities which are most frequently attended was "organised sport, church or community groups", with almost one in three respondents attending once a week or more often. Activities which drew the least involvement were "senior centres", "local neighbourhood centres" and "local Council events such as Matsuri and Salisbury Writers Festival".

2.4 Contact with Council staff or elected members

In the past 12 months a quarter of respondents (25%) had contact with a Council staff member and 10% had contact with an elected member. Contact rates did not differ significantly from 2012 figures, but a higher proportion made contact with elected members in 2014 compared to 2011.

Females and those aged 65 years or older were more likely to have made contact with Council staff (as opposed to those in the middle family life-stages found in 2012), whereas there were no age or gender groups more likely to have had contact with elected members.

Consistent with previous surveys, staff's general courtesy received the highest mean score rating, followed by general effectiveness and the responsiveness to complaints. Satisfaction with each of these aspects was lower than recorded previously, which may be in part due to the 15-34 cohort.

The aspects measuring satisfaction with contact with elected members were all non-significantly lower than the 2012 monitor, continuing an apparent trend of decreasing satisfaction. A newly included measure, "the accessibility and visibility of elected members" received a score of 5.8 out of 10.

2.5 Quality of life

The quality of life elements with which respondents are most satisfied are; access to parks and reserves, access to streets and walkways and access to good shopping opportunities. While satisfaction with two elements increased significantly, satisfaction with four elements decreased significantly.

Respondents rated their overall quality of life at 7.3, significantly lower than 7.7 achieved in both 2011 and 2012. The main suggestions to improve the quality of life were in line with 2012; improve streets, including verges footpaths and general cleanliness, beautification (better streetscapes, tree selections) and policing (less crime, make safer and control undesirables).

2.6 Perception of and satisfaction with services

After increases observed in 2012, satisfaction with a number of services decreased back to levels seen in 2011. However most services retained a high level of satisfaction, with satisfaction for hard waste collection the only service with a mean score lower than 7 out of 10 (although satisfaction with this service continues to show an increasing trend).

The current monitor measured resident satisfaction with ten Council services not previously measured. Seven of these ten services received satisfaction scores which were considered below optimal. Of particular mention were economic development (mean score of 6.1 out of a possible 10), footpath maintenance (6.3) and services for the youth (6.5).

One in five respondents (19%) named general rubbish collection as their most important service while parks and reserves maintenance and health services were each named as the most important service by 10% of respondents. The most mentioned service overall was parks and reserves maintenance, with a total of 36% of respondents mentioning the service as either their first, second or third most important service.

The vast majority of respondents felt that most services discussed should be core Council services, with 80% or more of respondents providing this response for 14 of the 21 services named. Transport services were the largest exception with 55% of respondents indicating it should be delivered by an organisational body other than Council.

When asked if there were any additional services they would like Council to perform 12% of respondents responded in the affirmative and named a service. Most respondents named services which the Council already deliver while others put forward suggestions for extending/improving existing services or made comment on Council's delivery of service. The main themes identified were aged and disability services, plant maintenance and hard rubbish collection.

Over one third of respondents (36%) said that they would be prepared to pay higher rates for Council to deliver health and ageing services (considering the impact of recent federal and state budget cuts the delivery of these services). Half of respondents (50%) said they would not be prepared and a further 14% were unsure.

2.7 Communication from Council

Nearly 9 out of 10 respondents could name at least one method in which Council informs residents about events and services. The main modes of communication were letter box drops, Messenger newspaper and Salisbury Aware magazine.

The majority of respondents were satisfied with the way Council communicates with 64% indicating there were no other ways in which they would like Council to communicate with them. Communications via email and via letter box drop were the most commonly requested ways for Council to communicate (12% and 11% of the total sample respectively requesting these methods). Some respondents requested these communications more regularly and while others were seemingly unaware that the Council currently communicates in the ways they were requesting.

2.8 Housing and affordability

Current tenancy types were on par with 2012 results. Three in four respondents own their own home, either with a mortgage or outright, whilst 14% rent.

Compared to other areas across Adelaide, Salisbury Council area is perceived to be reasonably affordable with a mean score of 7.3 out of 10 (a non-significant increase from 7.2 achieved in 2012 and 2011).

2.9 Overall satisfaction with Council

Satisfaction with the overall service delivered by Salisbury Council remained high (mean score of 7.4, as in 2012 and 2011). Females, older respondents and those residing in the Central and Para wards tended to give higher satisfaction ratings.

Only 9% of respondents indicated they were dissatisfied (i.e. a satisfaction rating of 5 or less out of 10). The most common reasons for dissatisfaction were lack of street/verge maintenance/cleaning, followed by ignored queries/requests for maintenance and not enough communication/lack of consultation/information.

When the relationship between services and overall satisfaction was examined there were no stand out services that drive satisfaction with Council, but there were a number of services with an elevated and equal influence on satisfaction. Of these key services economic development and footpath maintenance were earmarked for potential improvement to effectively raise satisfaction with Council.

3. PRINCIPAL FINDINGS

3.1 Perceptions of Salisbury Council area

3.1.1 How long lived in Salisbury Council area

In 2014, 38% of respondents reported they had lived in the Salisbury City Council area for 20 years or more; significantly lower than 45% recorded in 2012 but on par with 2011. On the other hand, the proportion of those who indicated they have lived in the area for 5 to less than 10 years increased to 21%, from 17% in 2012.

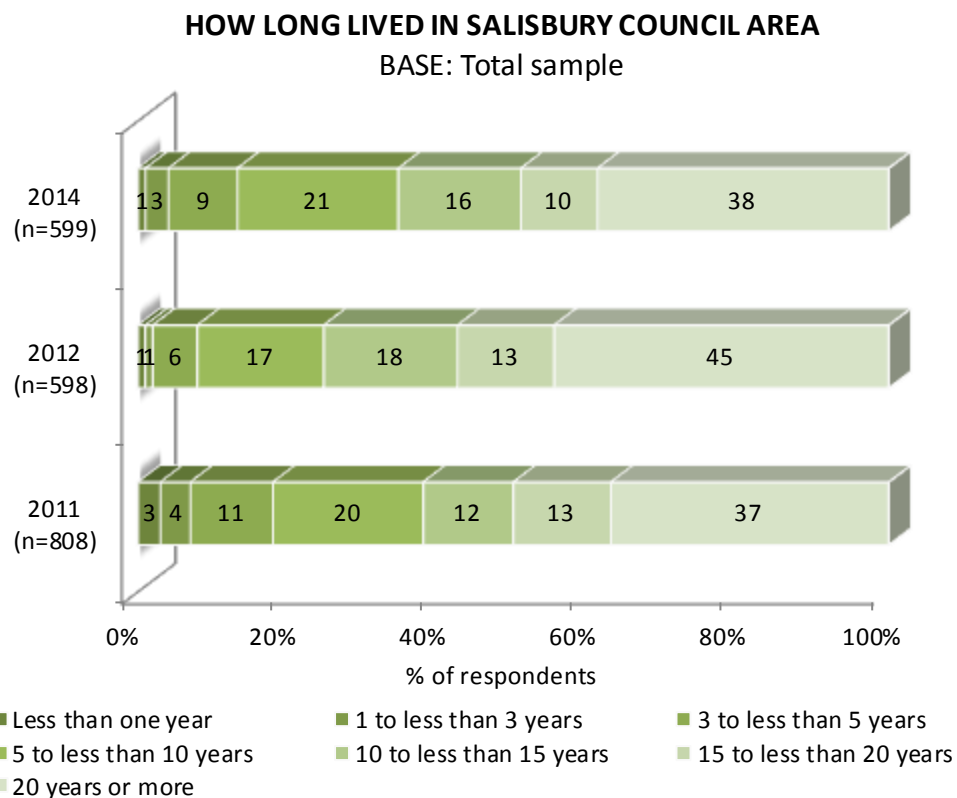


Fig.1: How long lived in Salisbury area

Those who have resided in the Council area for less than three years were significantly more likely to be living in the West or Para wards (12% and 10%, respectively vs. 4% total sample), renting (12%) and have a household income between \$50,000 and \$74,999 per annum (9%).

3.1.2 What attracted residents to living in the area

Respondents who reported they have lived in the Salisbury Council area for less than 5 years (n=81 in 2014) were asked what attracted them to move to the area.

As with 2012, the most common response was the cost of housing, which showed a large significant increase from 29% in 2012 to 63% in 2014. Part of this increase may be explained by an increase in the average number of responses per respondent from an average of 1.4 answers given to this question in 2012 to 1.6 answers given in 2014.

Citing family and/or friends already living in the area as the aspect which attracted them displayed a similar increase from 19% in the last two monitors to 43% in the current monitor; whereas, proportions citing location has shown a decrease over the last three monitors.

WHAT ATTRACTED YOU TO LIVING IN AREA-MAIN RESPONSES ONLY

BASE: lived in council area <5 years, Incl. multiple responses

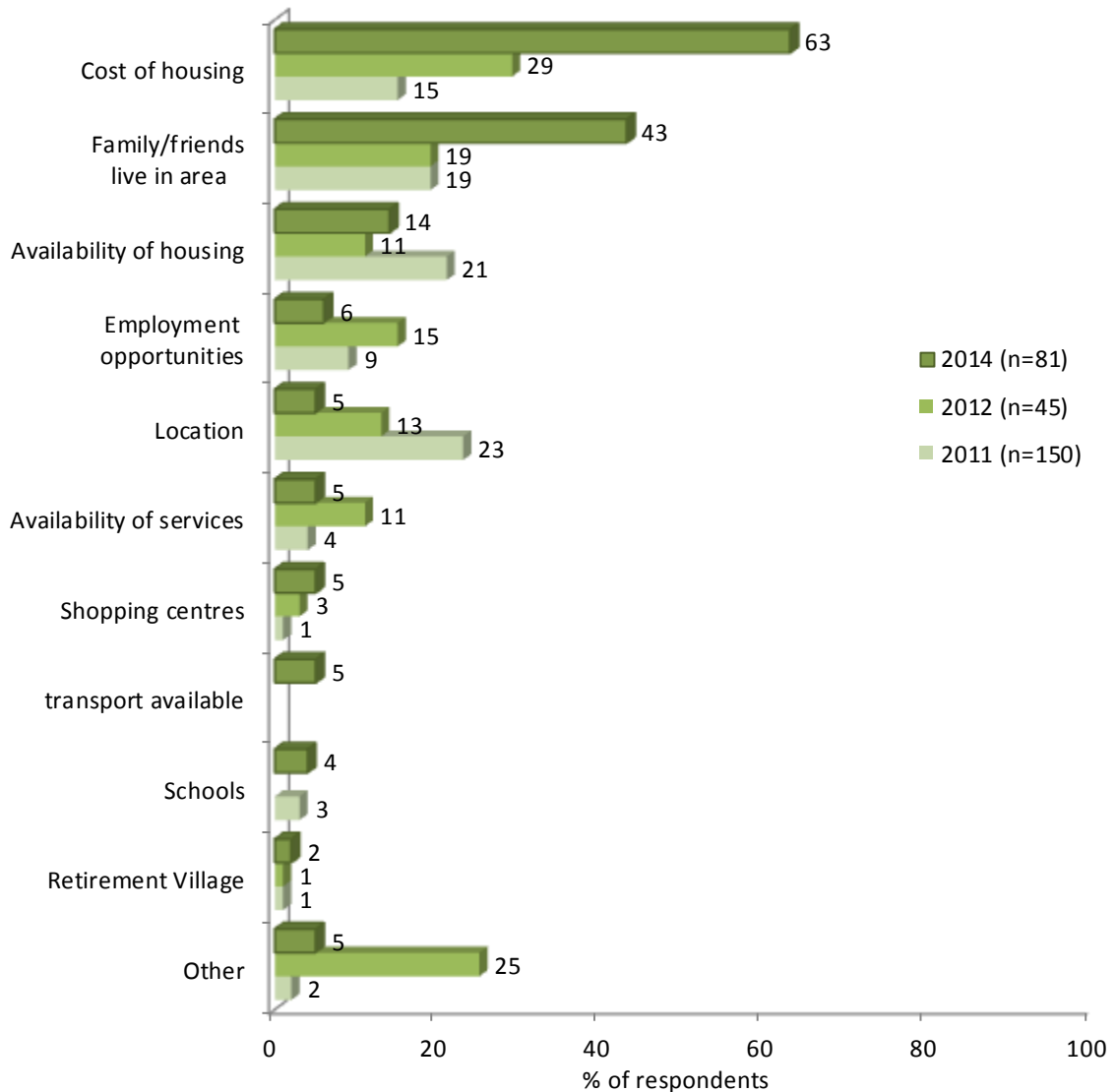


Fig.2: Attractants to living in Salisbury area

3.1.3 City of Salisbury’s strengths

Respondents were asked what they thought the City of Salisbury’s strengths were, if any.

Similarly to the last two monitors, over one in three residents (37%) responded that they did not know or were unsure.

As in 2011, the most common strength put forward by respondents in 2014 was the availability of services (18%, a significant increase from 5% in 2012). This was followed closely by location/proximity to the CBD, which has shown a steady increase over the previous monitors (10% in 2011 to 17% in 2014).

Mentions of shopping centres, community feel/nice atmosphere and environmental initiatives all significantly decreased in 2014 after showing increases in 2012.

Interestingly, while the cost of housing was the most common factor given for choosing the area among those who have lived in Salisbury area for 5 years or less, it was perceived as much lower in terms of strengths of the City (6%).

CITY OF SALISBURY'S STRENGTHS - MAIN RESPONSES

BASE: Total sample, includes multiple responses

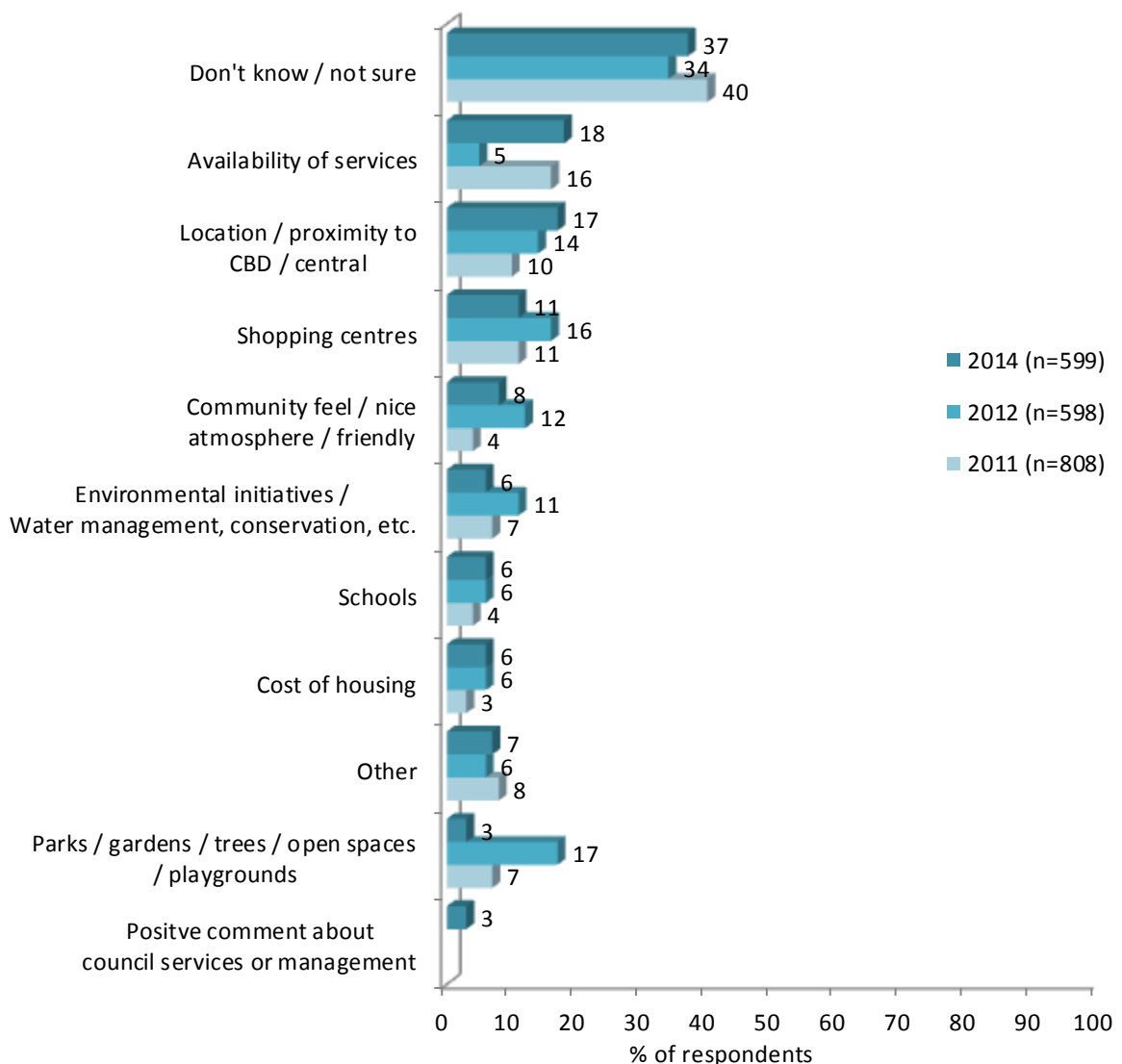


Fig.3: City of Salisbury's strengths

3.1.4 Agreement with community aspects

Respondents were asked to rate their agreement with aspects of the community, using a 0-10 scale, with 0 being strongly disagree and 10 being strongly agree.

Results have remained largely the same over time, with only minor non-significant variations between years. The aspects receiving the highest mean agreement were “I like living in my local community” (8.0) and “I can get help from family, friends and neighbours when I need it” (7.9). “I regularly volunteer my time” continued to receive the lowest agreement at 3.1 (no change from 2012).

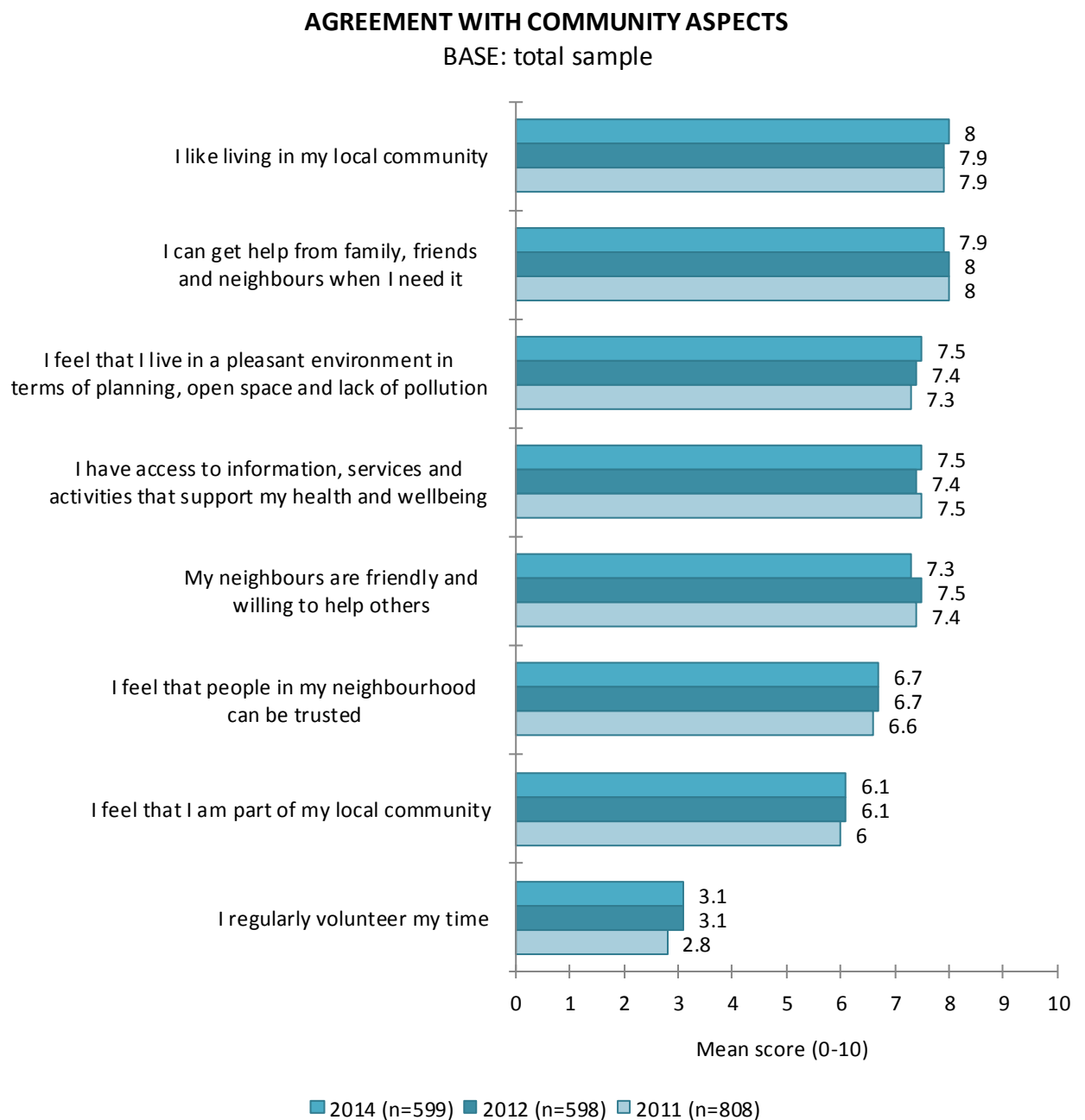


Fig.4: Agreement with community aspects

As in previous years, older residents (65 plus years) showed higher levels of agreement across all community aspects compared with other age cohorts.

Compared to the total sample, those from the North and the East wards were significantly more likely to agree with “I can get help from family friends and neighbours when I need it” (8.7 and 8.4, respectively vs 7.9 total sample). While those who reside in the Levels ward and those who gave their occupation as home duties or unemployed had significantly lower agreement on average (mean scores of 7.3, 6.4 and 6.9 respectively).

Respondents who reside in the North ward were also significantly more likely to agree with “I like living in my local community” (8.7 vs. 8.0 total sample mean score) and those in the East were significantly more likely to agree with “I regularly volunteer my time” (4.0 vs. 3.1.). Residents of the Levels ward were significantly less likely to agree with “I regularly volunteer my time” (2.3).

Those residing in the West ward had a significantly higher mean score for “I feel that I am part of my local community” (6.8) and yet, a significantly lower mean score for “I feel that people in the neighbourhood can be trusted” (5.6) compared to the total sample (6.1 and 6.7, respectively). Additionally, respondents who were renting their homes had a lower mean score for both these measures (5.0 and 5.8, respectively).

3.2 Community safety

3.2.1 Feel safe or unsafe

Respondents were asked to indicate how safe or unsafe they felt within the City of Salisbury area, using a 0-10 scale, 0 being very unsafe and 10 being very safe.

In the current monitor the mean score rating was 7.0 out of 10, significantly higher than 6.7 out of 10 achieved in the last two monitors. Residents of the Hills ward gave a significantly higher mean score compared to the total sample (7.6), no other wards showed a significant difference.

As was previously found, respondents aged 65 years or more (and those who gave their occupation as retired) were significantly more likely to report a higher rating for feeling safe in the Salisbury Council area (both 7.6 compared to 7.0 at the total level).

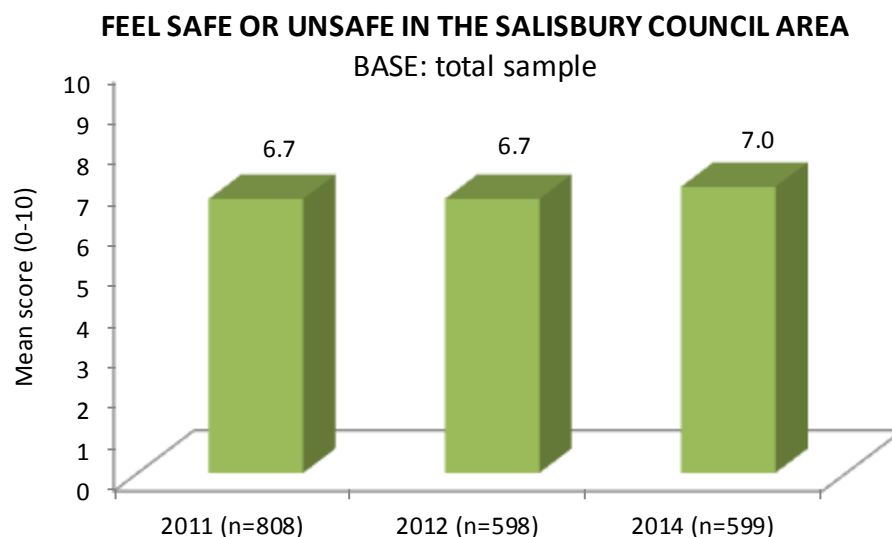


Fig.5: Perceptions of safety in Salisbury Council area

3.2.2 Where feel unsafe

Respondents who reported that they feel unsafe (0-5 out of 10, n=143 in 2014) were asked whether there was a specific location where they felt unsafe.

As in 2012, the most common response was the train station, as mentioned by over 1 in 5 respondents 22% (non-significantly lower than 31% in 2012). The second most common response in 2014 was “No, can’t think of any” (15%), which displayed a large increase from previous years. Mentions of the interchange as a location in which residents feel unsafe decreased significantly to 10% in 2014 (down from 22% in 2012 and 21% in 2011).

Though 13% of respondents mentioned they felt unsafe in Elizabeth in 2012, in the current monitor no respondents mentioned Elizabeth.

PARTICULAR LOCATION WHERE FEEL UNSAFE

BASE: Those that feel unsafe within Salisbury Council area, includes multiple response

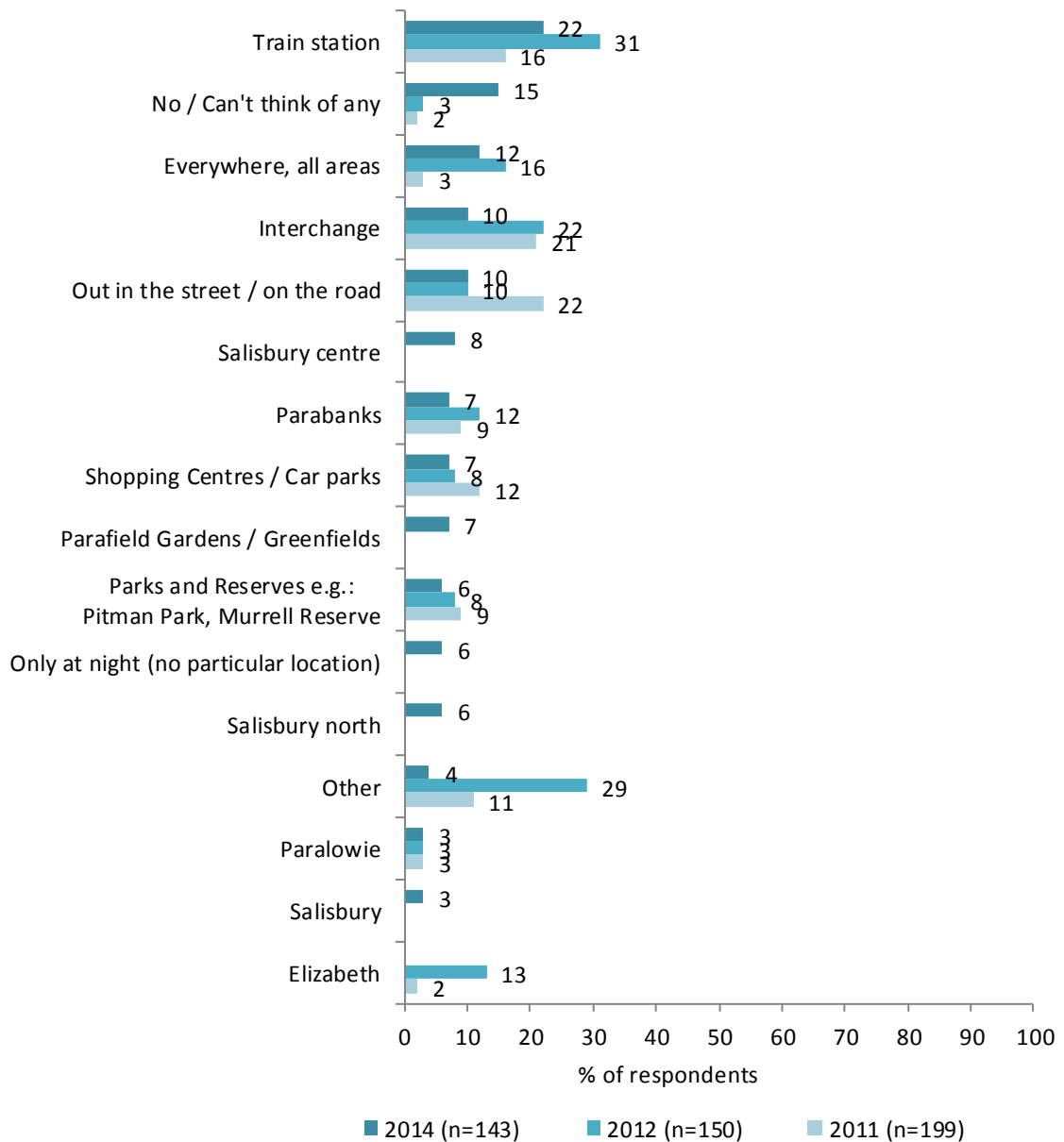


Fig.6: Location where feel unsafe

Due to small numbers representing each sub-group there were few significant variations across most socio-demographic sub-groups in terms of locations where they feel unsafe. One exception was when locations were analysed by gender. Females showed a significantly higher incidents of citing out in the street/on the road (17% females vs. 3% males) and Parafield Gardens/Greenfields (13% females vs. 0% males), whereas males were more likely to be unable to name a specific location in which they feel unsafe (i.e. “no/can’t think of any”, 30% males vs. 1% females).

3.2.3 Why feel unsafe

The same respondents were asked why they feel unsafe in the Salisbury area. Multiple responses were accepted.

As in previous years, the top response was “hoons, gangs, youths loitering”, however the proportion of respondents providing this answer in 2014 (26%) almost halved compared to previous years (47% in 2012 and 51% in 2011). A similar drop in mentions can be seen for the reasons “crime – muggings/assaults/shootings” (18%, down from 34%), “vandalism and violence” (10% down from 25%¹) and “lack of policing/non-attendance of police/lack of action and protection” (5%, down from 19%).

The proportion of respondents citing drug and alcohol problems increased non-significantly from the last monitor (from 21% to 25%). However it is significantly higher when compared to 2011’s results (12%), which may be indicative of a slight upward trend over time.

¹ Please note that in the “vandalism and violence” code was “vandalism and violence by youth” in previous monitors and results may not be directly comparable.

PARTICULAR REASON WHY FEEL UNSAFE

BASE: Those who feel unsafe within Salisbury Council area, includes multiple response

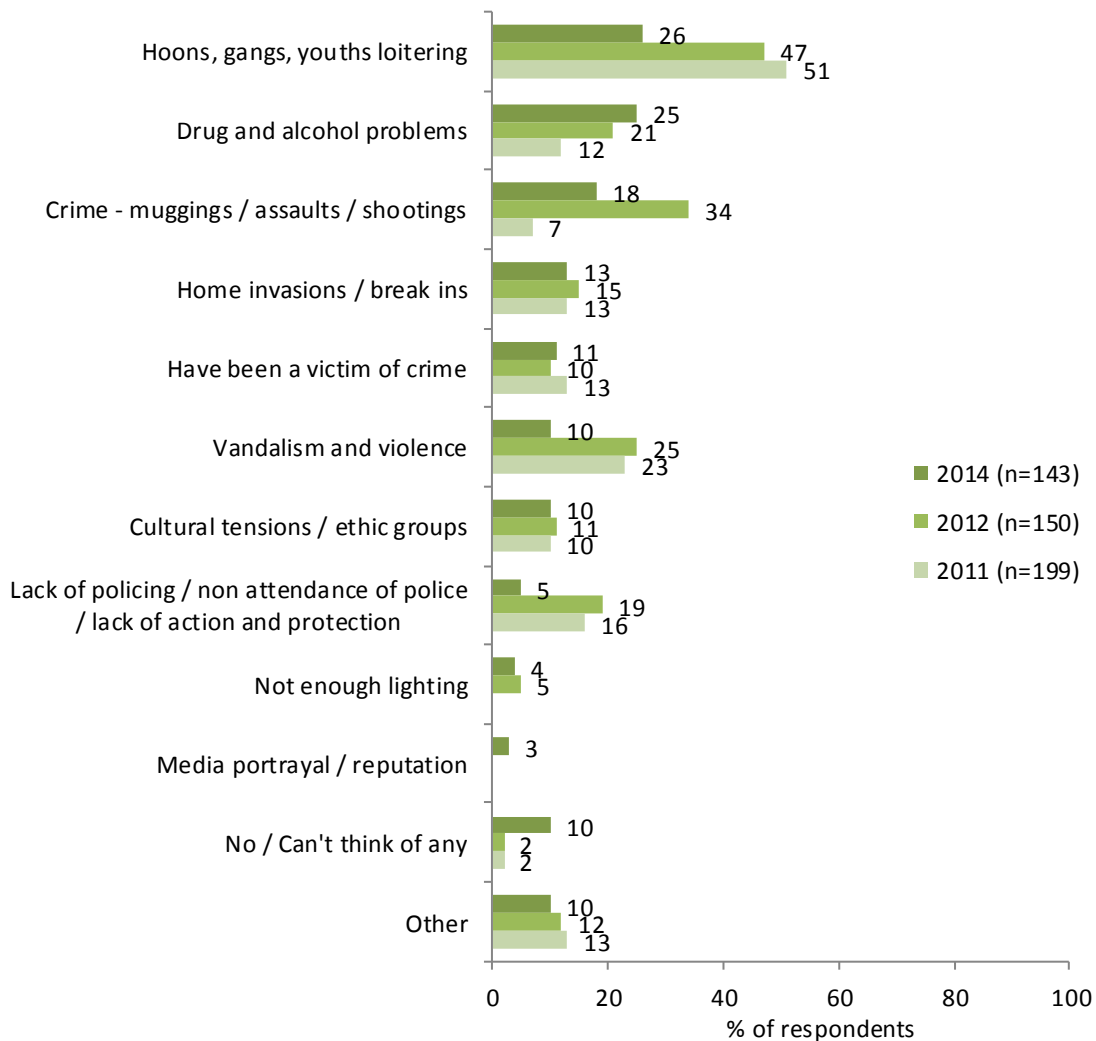


Fig.7: Reason why feel unsafe

As with the previous question numbers within socio-demographic subgroups were mostly too small to be able to confirm significant variations between groups. The only notable subgroups difference that achieved significance was that males were significantly more likely to report ‘have been a victim of a crime’ than females (21% vs 3%).

Those who responded with “Hoons, gangs, youths loitering” and “cultural tensions/ethnic groups” were asked to elaborate on their responses. For “hoons gangs, youths loitering” the following comments were received:

Abusing swearing, rough behaviour.

Around railway station.

Around the parks.

Driving hoons. Black South Africans in area bang on fence, outside yelling all the time, and park cars illegally down side of residents' house. School kids parents park illegally, children remove plants from front garden.

Dubious people around.

Hangout for misguided youth.

Heard a number of police cars in that area and incident reports.

Hoon driving.

Hoons used to bang on windows and doors.

In the Salisbury area behind Parabanks there is a Park. The gangs have been observed here. They seem to have taken drugs.

Itinerants hanging around.

Kinds of people that live in the area.

Near Hotel (Salisbury Hotel).

No hoppers collected there.

Rowdy people walking down the street.

Shady people around just lately few weirdos dodgy looking people.

Skate Park at Salisbury North.

Some of types you see walking around the street a lot of unemployment people are desperate that sort of thing.

The hoons congregate around the bus and train stations and frighten me.

The youth (less than 20yrs) that tend to hang around.

There up to no good, hanging around in groups of them - concerned about influence 'my' children through peer pressure.

Too much unemployment and unemployed people.

Type of people loitering are ferals.

We back on to Harry Bowey Reserve and there are Housing Trust tenants there has been a few problems with drugs and riding dirt bikes up and down the street and in the reserve at night time.

Yahoos coming out of the pub in John St at night time.

Young men hanging around in groups.

Younger people hanging around that harass and intimidate and will take too long for police to respond to an incident.

Youths loitering and threatening in valley view.

Youths loitering in Salisbury downs.

For cultural tensions/ethnic groups there were 7 open ended responses, 4 stated Aboriginals, 2 stated African or Sudanese and one stated "generally".

3.3 Community involvement

Respondents were read out a number of community activities and asked how often, if at all, they were involved in each of them.

As can be seen in the chart overleaf, the activities which gained the most attendance across the respondents (regardless of frequency), were “community events such as fetes, festivals and school concerts” and “Council libraries”, both of which 63% of respondents said they have attended at some frequency, while only 37% said they have never attended.

The most frequently attended community activities were “organised sport, church or community groups” (32% attend at least once per week or more often) and “local recreation centres” (19% attend at least once per week or more often). Both of these results are similar to that of previous monitors

The Council Libraries attract relatively regular community involvement, with more than one in three (33%, up from 29% in 2012) residents reporting they visit at least once a month or more often.

At the other end of the scale, “attending local Council events such as Matsuri and Salisbury Writers Festival”, “attending local neighbourhood centres” and “visiting Senior centres”, were again least likely to draw involvement (75%, 80% and 83% respectively said they never get involved in these community activities).

HOW OFTEN INVOLVED IN COMMUNITY ACTIVITIES

BASE: Total sample (n=599)

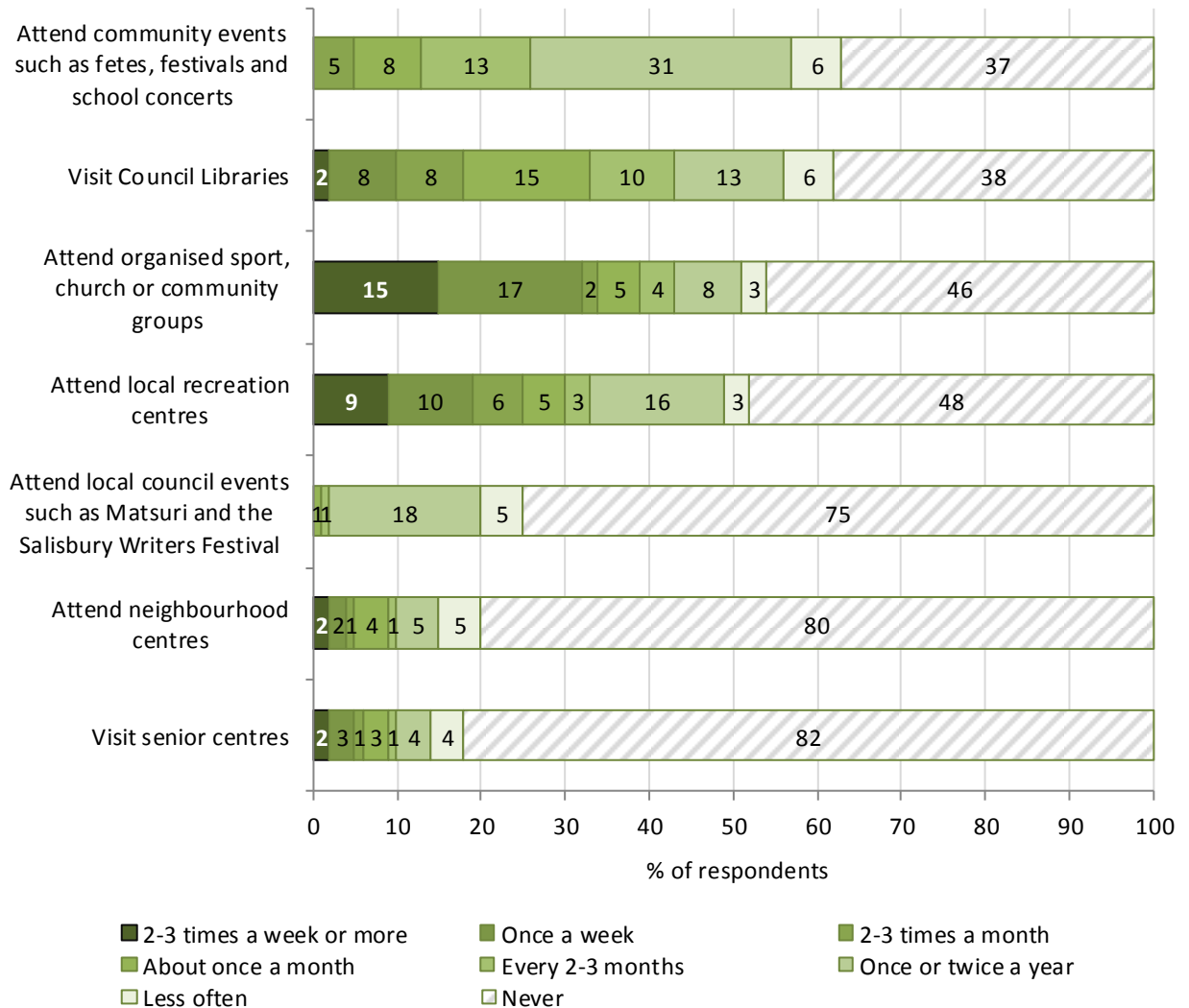


Fig.8: Agree/disagree with change statements

When analysed by demographic subgroups there were only two significant differences of note:

- Older respondents were less likely to involve themselves in most community activities, with the exception of neighbourhood centres, Council libraries and senior centres.
- Compared to females, males were significantly more likely to say they have never visited Council libraries (42% males never visited vs. 33% females) and seniors' centres (87% males never visited vs. 79% females).

3.4 Satisfaction with Council staff and elected members

3.4.1 Interacted with Council staff or elected members

Respondents were asked whether they have had contact with either a Salisbury City Council staff member or elected member within the last 12 months.

Three in 10 respondents (30%) had some form of contact, 25% had contact with Council staff, 10% with an elected member (i.e. 5% of respondents had contact with both Council staff and an elected member).

These proportions are on par with 2012, however the proportion of respondents having had contact with an elected member has increased significantly compared to 2011 (6%). This may be indicative of a growing trend in contact with elected members.

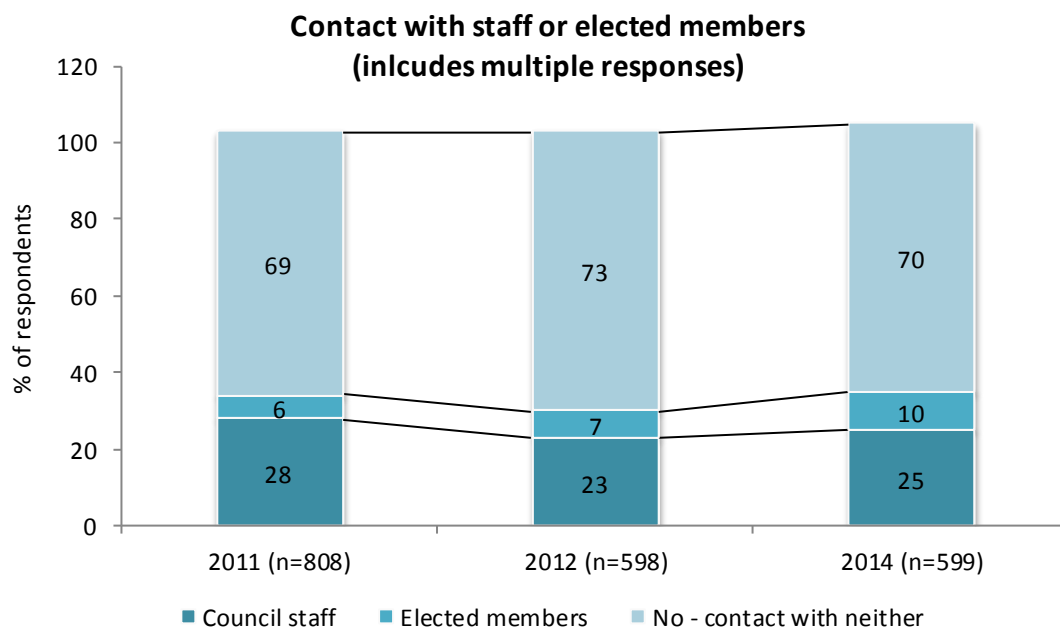


Fig.9: Contact with staff or elected members

Females (31%), respondents aged 65 years or older (32%) and those residing in the Para ward (36%) were significantly more likely to have contacted Council staff (versus 45-54 year olds last year at 35%).

No particular age group or gender were more or less likely to have had contact with elected members, although residents of the North ward (18%) were significantly more likely to have had contact as well as those who own their own home with a mortgage (14%).

In 2012, 15 to 34 year olds were more likely not to have had contact with either Council staff or elected members. In the current monitor this was no longer the case and this age group was no different to other groups in their contact.

Another interesting finding was that those who reside in the Central ward were more than twice as likely to have made contact with both Council staff and elected members compared to the total sample (14% vs. 5%).

3.4.2 Satisfaction with staff

Respondents who had contact with a Council staff member or with an elected member, were asked to rate their satisfaction with staff's general courtesy, general effectiveness and responsiveness to complaints.

As in previous monitors it was found that satisfaction with Council staff interactions increases with age. Further analysis showed that the mean scores of the 15-34 and 35-44 age groups scored much lower across all measures.

It is important to note that during the process of weighting the data to be in line with the population (a standard practice in Council surveys and the methodology employed in the current survey since its inception); scores from groups that are underrepresented in the data (such as the younger cohorts and males) are inflated so that the group is representative of the population.

In the case of this question, 9 individuals aged 15-34 reported having contact with Council staff and were therefore asked about their satisfaction with aspects of the interaction. As mentioned earlier the mean scores from this cohort were lower across all measures as seen in the table of unweighted results below.

	The general courtesy of Council staff	The general effectiveness of Council staff	Staffs responsiveness to complaints
Male (n=56)	8.2	7.2	7.2
Female (n=115)	8.1	7.7	7.0
15-34 (n=9)	6.2	4.8	3.8
35-44 (n=10)	6.3	6.6	5.2
45-54 (n=27)	7.7	7.2	7.2
55-64 (n=42)	8.1	7.5	7.1
65+ (n=83)	8.6	8.1	7.9

Fig.10: Satisfaction with Council staff interactions by age and gender - Unweighted

As 15-34 year olds were underrepresented in the data (and especially in this question due to a lower rate of contact with Council staff), weighting the data inflated the scores of these 9 individuals to be representative of a total of 51 people, or 34% of all weighted responses, lowering the weighted mean across the total sample substantially.

This does not mean that the data should not be weighted or that the results should be discounted. As similarly low mean scores were received from the 35-44 age cohort for Council staff and elected member interactions and also the 45-54 age cohort for elected member interactions (more on this below), there is a strong indication that less satisfaction with Council staff and elected member interactions, especially among younger cohorts, is a legitimate finding.

The graph below shows the unweighted results. Please keep in mind that the unweighted results are heavily biased towards the opinions of females and those over the age of 55, who were over-represented in the data.

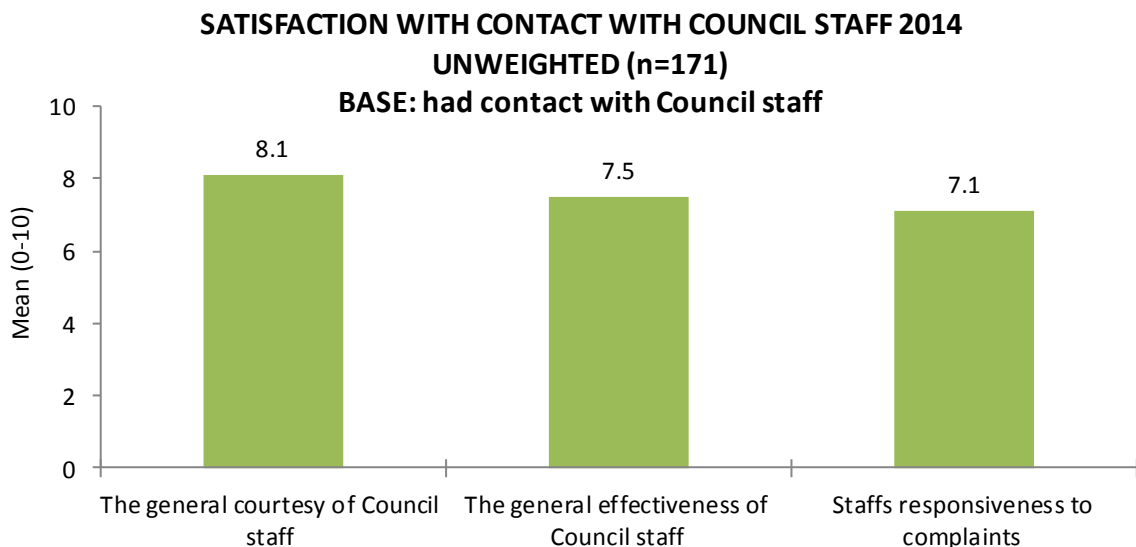


Fig.11: Satisfaction with Council staff interactions unweighted

3.4.3 Satisfaction with Elected members

Those who indicated they had contact with an elected member were asked to rate their satisfaction with the same three performance indicators. In 2014 a new performance indicator was added “accessibility and visibility of elected members”.

Results were similar to that of the previous question; satisfaction with all aspects appears to have decreased since the 2012 monitor, but in this case, the declines were not statistically significant. They are however significantly lower than scores achieved in 2011.

The general courtesy of the elected members remained the aspect of the interaction with the highest satisfaction score (7.3) followed by the elected members responsiveness to complaints, the general effectiveness of elected members (both 6.4). The newly included measure, the accessibility and visibility of elected members received a score of 5.8 out of 10.

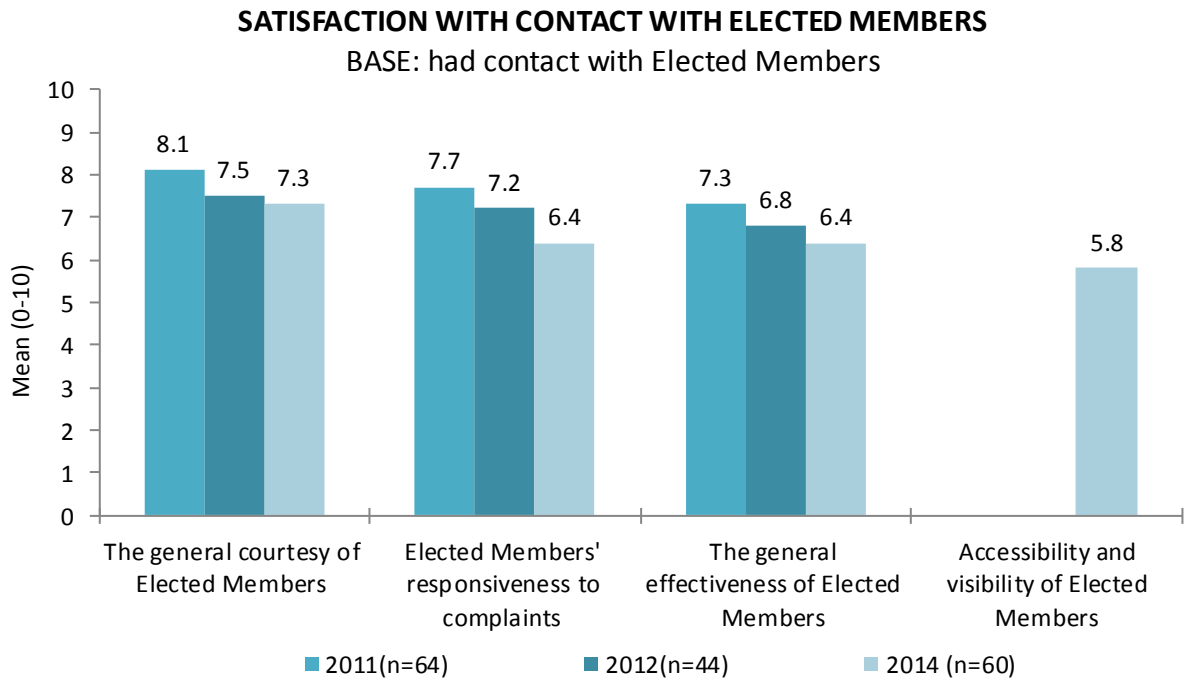


Fig.12: Satisfaction with elected member interactions

Compared to the total sample, females were significantly more satisfied with three of the four aspects, namely; the general courtesy (8.0), the general effectiveness (7.2) and accessibility and visibility of elected members (7.2).

Due to small numbers of respondents qualifying for this question, analysis by subgroup could not be achieved reliably. However, two age groups rated their satisfaction consistently lower. They were 35-44 year olds and 55-64 year olds. 55-64 year olds were over represented in the data, this finding is likely not reflective of weighting, but legitimately lower scores received from individuals within these age groups.

3.5 Quality of life in Salisbury Council area.

3.5.1 Explanation of ratings and derived importance

The following questions, about satisfaction with specific aspects which represent quality of life for residents, have used a 0 to 10 scale (0 being extremely dissatisfied and 10 being extremely satisfied).

As a general rule, ratings can be interpreted as follows:

Ratings of between 7.0 and 8.0 are considered satisfactory. However, the relative importance of these factors should be examined to determine which factors are the main drivers of overall satisfaction, and will therefore drive dissatisfaction if not performed to a satisfactory level.

Ratings under 7.0 are considered to be below a satisfactory level. However, resources need to be allocated to improve performance of these elements depending on the relative importance of the aspects to the community.

Ratings above 8.0 are an indication that satisfaction is at a better than satisfactory level and a maintenance strategy should be employed to ensure continued satisfaction is maintained.

As mentioned above, an aspect of either quality of life attributes or service elements which rates above or below 7.0 out of 10.0 does not necessarily change the priority of that attribute in the overall operation of Council services. This will depend on the derived importance of each element or attribute. The derived importance graphs are shown at the end of the satisfaction with quality of life attributes and also at the end of the section on satisfaction with Council Services.

3.5.2 Satisfaction with quality of life elements

Respondents were read out a list of quality of life elements, and asked to rate their satisfaction with each, using a scale of 0-10, with 0 being extremely dissatisfied, and 10 being extremely satisfied.

The graph on page 31 shows the mean satisfaction ratings achieved for each of the quality of life elements, ordered from the element that received the highest to the element that received the lowest.

As shown, almost all elements received satisfactory scores. Access to parks and reserves and availability of public transport received the highest satisfaction, both with mean scores of 7.9 out of 10. They were followed closely by access to streets and walkways and access to good shopping opportunities (both 7.8) and then affordable housing and having a diverse community (both 7.5).

The elements with the lowest ratings were traffic flow (6.9), having a sense of community (6.7), streets, verges, footpaths and general cleanliness of streets (6.7) and development of job opportunities in the Salisbury area (5.2)

Resident satisfaction with access to streets and walkways and affordable housing continued a gradual increase over time, both with significant increases compared to 2012's results. Satisfaction with access to streets and walkways reached 7.8 (a significant increase from 7.6 in 2012) and satisfaction with affordable housing reached 7.5 (a significant increase from 7.3). Positively, though traffic flow is one of the lower rated elements it is also showing a similar increasing trend over a longer period of time (6.9, a significant increase from 6.4 in 2011).

Satisfaction ratings significantly decreased for four elements, which were:

- A range of community groups and sports clubs (7.4, down from 7.6 in 2012);
- Childcare (7.3, down from 7.7 in 2012);
- Provision of recreation and community facilities (7.2, down from 7.4 in 2012); and
- Development of job opportunities in the Salisbury area (5.2, down from 5.7 in 2012)

The last of these continues to be the only element to show a trend of decreasing satisfaction over time.

SATISFACTION WITH QUALITY OF LIFE ELEMENTS

BASE: total sample

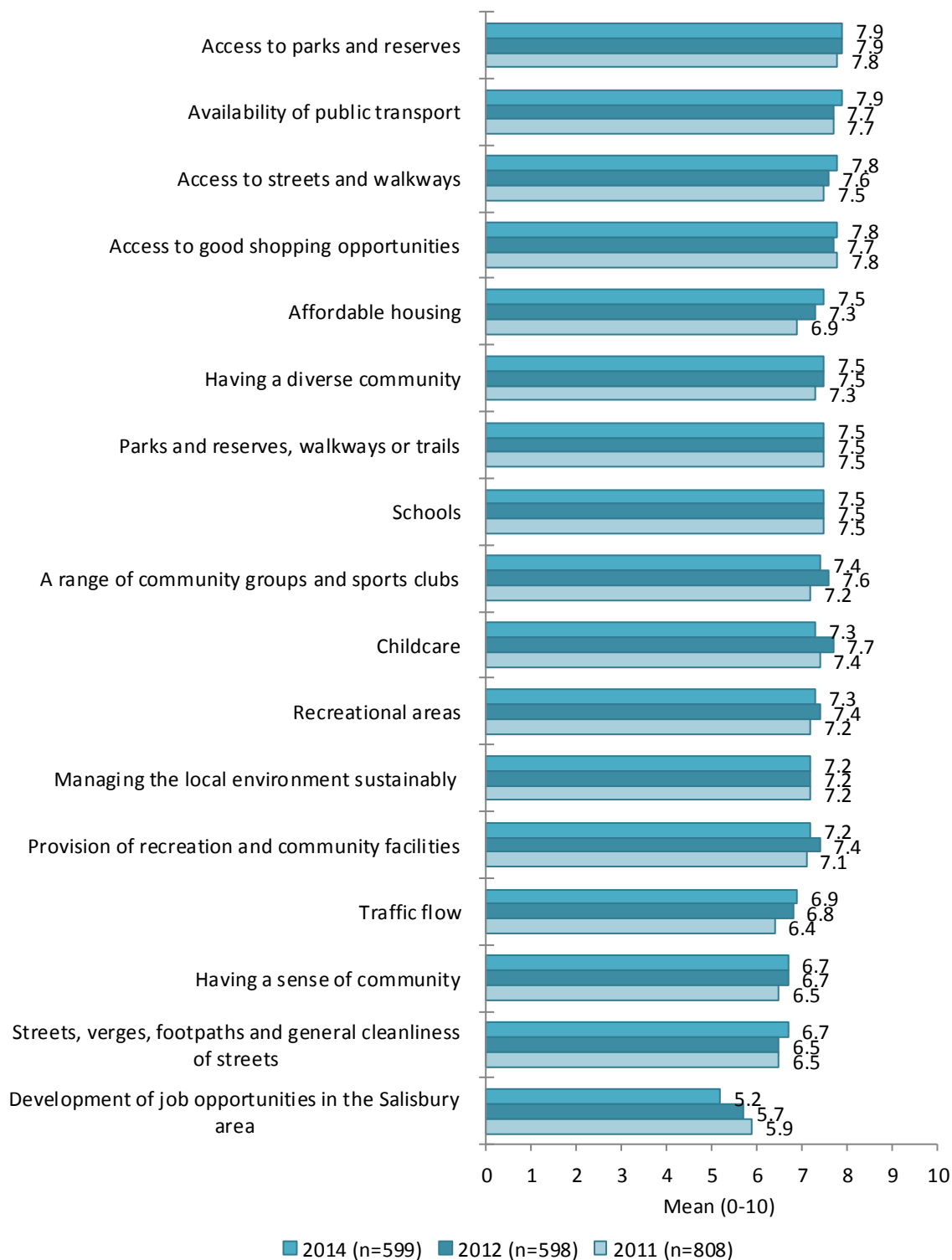


Fig.13: Satisfaction with quality of life elements

3.5.3 Overall satisfaction with quality of life

Respondents were then asked, overall, how satisfied they were with the quality of life in the Salisbury Council area, using a 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.

Respondents rated this aspect at a mean score of 7.3, significantly lower than 7.7 achieved in both 2011 and 2012.

Compared to 2012, mean scores were lower across all subgroups indicating that there is no particular group or weighting effect that could have contributed to the lower decrease in overall satisfaction with quality of life.

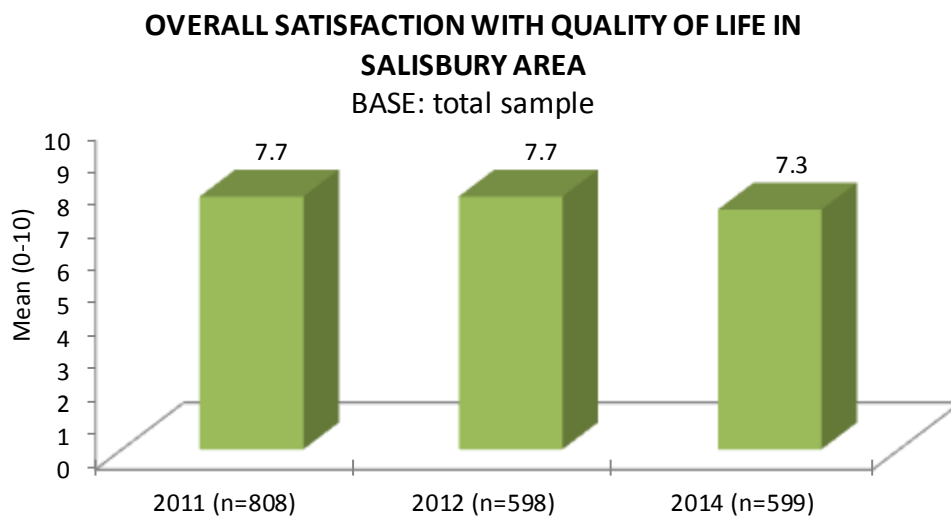


Fig.14: Overall satisfaction with quality of life in Salisbury area

Compared to the total sample, subgroups who were significantly more satisfied with the quality of life were 65+ year olds (8.1) and those who reside in the North and South wards (both 7.7). Other subgroups were also significantly more satisfied, such as retired individuals (8.1) and those who have a household income of less than \$25,000 per annum (7.9). However, this is likely due to the high proportions of 65+ year olds within these subgroups.

Only one subgroup had significantly lower satisfaction quality of life overall, those with a trade/apprenticeship as their highest qualification (6.8).

3.5.4 Derived importance of quality of life elements

As in previous monitors, a correlation was undertaken, providing a measure of derived importance for each of the quality of life elements and thereby determining their role in driving overall satisfaction with quality of life.

As can be seen overleaf, there are no stand out elements that have a high importance in terms of driving quality of life. Half of the elements play a relatively equal role in the overall quality of life, while the other half are less important.

The relationship between managing the local environment sustainably and access to parks and reserves were the only elements to have taken on greater importance in the last 24 month as drivers of overall quality of life satisfaction.

Compared to 2012, a number of elements have become less important to residents overall quality of life. Of particular note is schools, which had a moderate to strong relationship with overall quality of life satisfaction in 2012, but in 2014 shows a weak relationship. Other elements with the large decreases in derived importance include development of job opportunities in the Salisbury area, availability of public transport and access to good shopping opportunities.

Whilst managing the local environment sustainably was shown to be the most important quality of life element (0.55 importance factor) and therefore is something of a priority, given residents were not as satisfied with this element (rated at 7.2 for satisfaction) as other important elements (i.e. 7.9 for access to parks and reserves).

CORRELATIONS BETWEEN SATISFACTION WITH QUALITY OF LIFE FACTORS AND OVERALL SATISFACTION WITH QUALITY OF LIFE

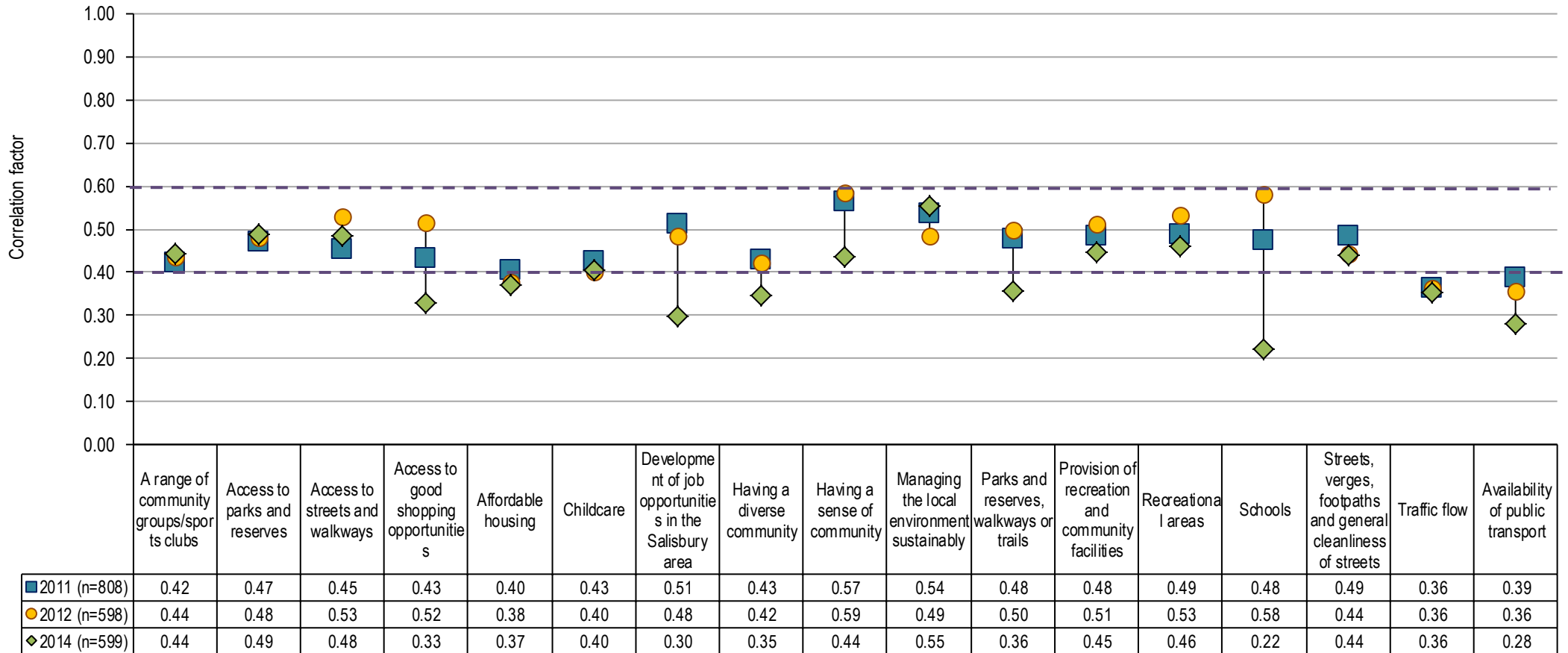


Fig.15: Derived importance of quality of life elements to overall quality of life

3.5.5 Ways in which quality of life could be improved

Respondents were asked in what ways, if any, they think the quality of life in the Salisbury Council area could be improved. A quarter of respondents (24%) did not know what ways quality of life could be improved, while one in ten (9%) stated that quality of life is acceptable as it is and requires no improvements.

The main suggestions to improve the quality of life were;

- Improve streets, including verges footpaths and general cleanliness (17%, on par with 2012),
- Beautification, including improving streetscape, better tree selection (11%, also on par with 2012), and
- Policing, including to encourage less crime, make the community safer and control undesirables (8%, a large significant decrease from 16% in 2012).

Mentions of maintaining overgrown trees or cutting back trees, providing more job opportunities and better communication from Council significantly increased since the last monitor (4% to 8%, 1% to 8% and 2% to 5%, respectively). All other suggestions remained on par with 2012.

When viewing the top three suggestions by subgroup data, 45-54 year olds (25%) and those in the Levels ward were significantly more likely to suggest improving streets (25%). 45-54 year olds (18%) were also more likely to suggest beautification along with those who gave their occupation as home duties (24%) and residents of the Para (23%) and East wards (20%). Policing was more likely to be raised by females (11%) and those residing in the central ward (18%).

WAYS IN WHICH QUALITY OF LIFE COULD BE IMPROVED, MAIN RESPONSES ONLY

BASE: total sample, includes multiple response

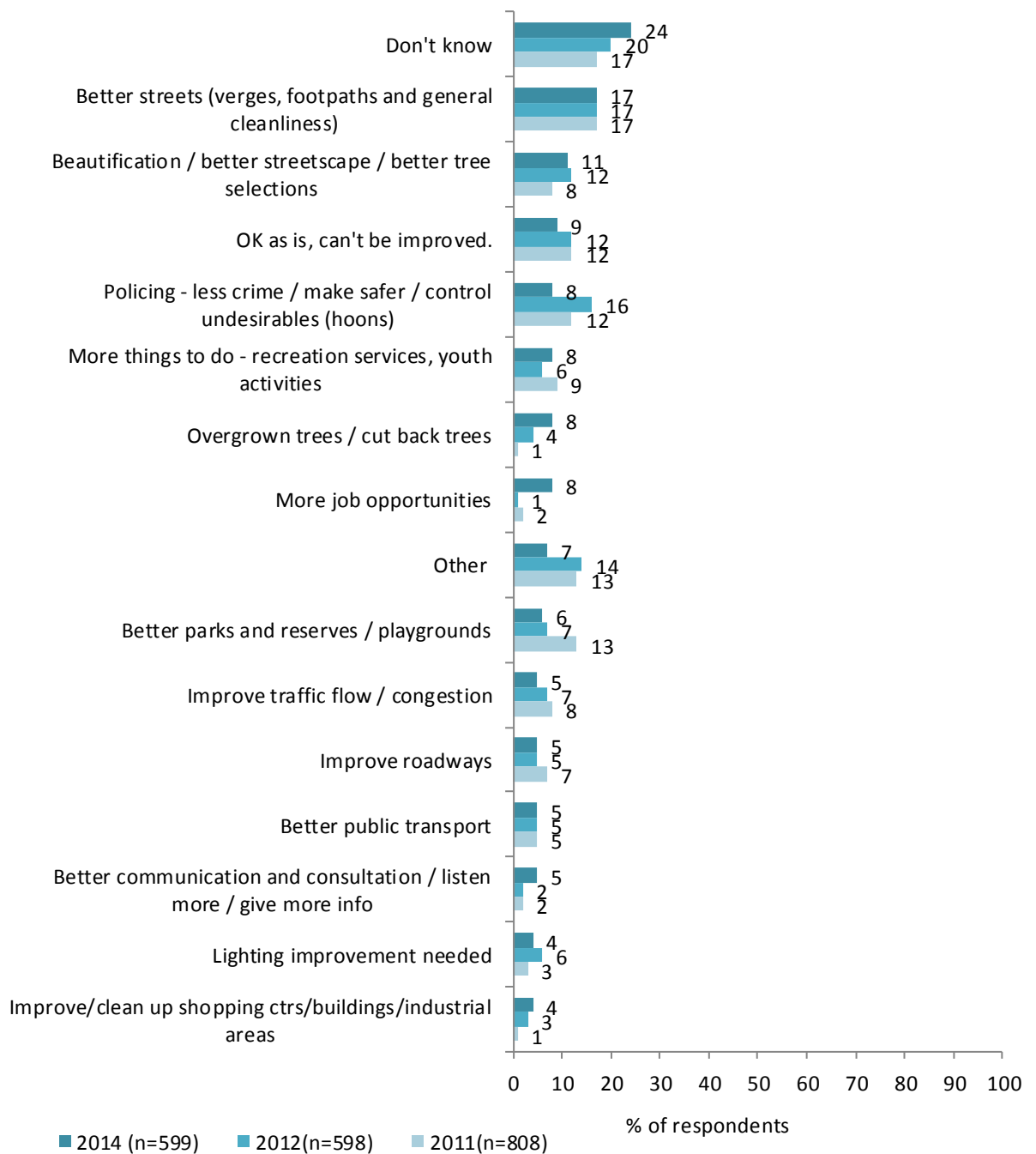


Fig.16: Suggestions to improve quality of life in Salisbury area

3.6 Perceptions of Council Services

3.6.1 Satisfaction with Council Services

Respondents were read a list of services performed by Salisbury Council, and asked to rate their satisfaction with each of them, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied. In previous monitors a list of 13 services were rated. In 2014, three previously measured services were removed or adapted and several were added to form a total of 19 service measurements.

The two graphs in this section display the results from highest to lowest mean satisfaction score. The first graph shows the services that can be compared over time², while the second graph displays the results of the new measures.

3.6.1.1 Services tracked over time

Overall results show a positive level of satisfaction across all services. Of the 9 services that were measured in previous monitors, all but one scored at a satisfactory level (7.0 out of 10 or above). There were significant decreases in satisfaction for 6 of the 9 services when compared to 2012 results, however satisfaction with these services is still at a high level and all scores have returned to levels seen in 2011. These services were:

- Library services (8.4, decreasing from 8.6)
- Green waste collection (8.2, decreasing from 8.4)
- Recycling services (8.0, decreasing from 8.2)
- Community centres (7.5, decreasing from 8.0)
- Recreation centres (7.4, decreasing from 7.6)
- Services for the aged (7.3, decreasing from 7.7)

Hard waste collection non-significantly increased from 2012 but showed a significant increase from 2011 results, indicating that satisfaction with hard waste collection is improving over time.

² Note that general “rubbish collection” and “services for the aged” were worded as “rubbish removal” and “senior services” in past monitors. As wording differences may cause differences in interpretations and responses, consideration should be taken when viewing these results comparatively across years.

SATISFACTION WITH COUNCIL SERVICES (OVER TIME)

BASE: total sample

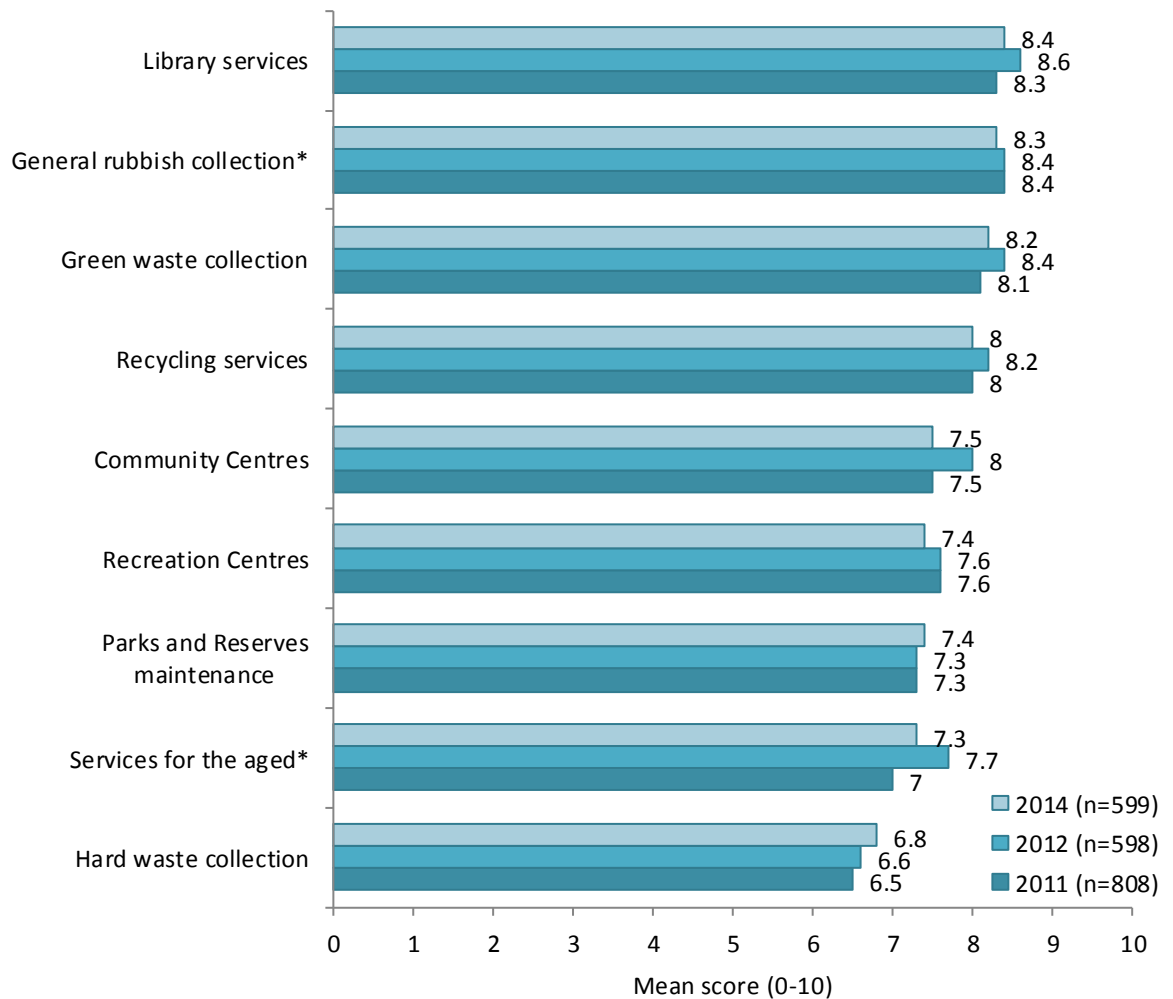


Fig.17: Satisfaction with Council services (over time)

When mean scores for the nine services displayed in the graph above were analysed by demographic subgroups, the following significant differences were noted. Female respondents gave on average higher ratings for general rubbish collection, hard rubbish collection, green waste collection, library services and recreation centres

When viewed by age 65+ year olds were more gave significantly higher satisfaction ratings on average for all nine services, compared to the total sample. 55-64 year olds also gave significantly higher scores for general rubbish collection and green waste collection. Of particular note is the finding that while 65+ year olds gave higher satisfaction ratings for services for the aged (7.6 vs 7.3 total sample), 35-44 year olds and 55-64 year olds gave significantly lower satisfaction ratings (6.2 and 6.6 respectively).

Satisfaction with hard rubbish collection was fairly split across wards, those in the Levels, West, North and Para wards displayed high satisfaction, while those in the East and Hills wards showed low satisfaction.

Compared to the total sample:

- Residents of the Hills ward were less satisfied with hard rubbish collection but significantly more satisfied with general rubbish collection and green waste collection.
- Levels ward residents less satisfied with recreation centres.
- Those in the North ward were more satisfied with recreation centres and less satisfied with green waste.
- Central and Para ward respondents were more satisfied with Library services, recreation centres, community centres and services for the aged.
- East ward residents were generally less satisfied, showing lower satisfaction on average with general rubbish collection, hard rubbish collection, library services, community centres, recreation centres and services for the aged.
- South ward residents were less satisfied with library services, community centres and recreation centres.
- Other than high satisfaction with hard rubbish collection mentioned above the West ward was not significantly more or less satisfied with any other services measured.

3.6.1.2 Newly measured services in 2014

Although all new service measures received positive mean satisfaction scores (i.e. >5, or neutral), satisfaction with seven of the ten services fell below the level at which the service should be considered satisfactory.

The services which respondents were most satisfied with were health services (7.6), water recycling (7.5) and dog parks (7.1). The services with the lowest satisfaction were economic development (6.1), footpath maintenance (6.3) and services for the youth (6.5).

SATISFACTION WITH COUNCIL SERVICES (NEW MEASURES)

BASE: total sample, n=599)

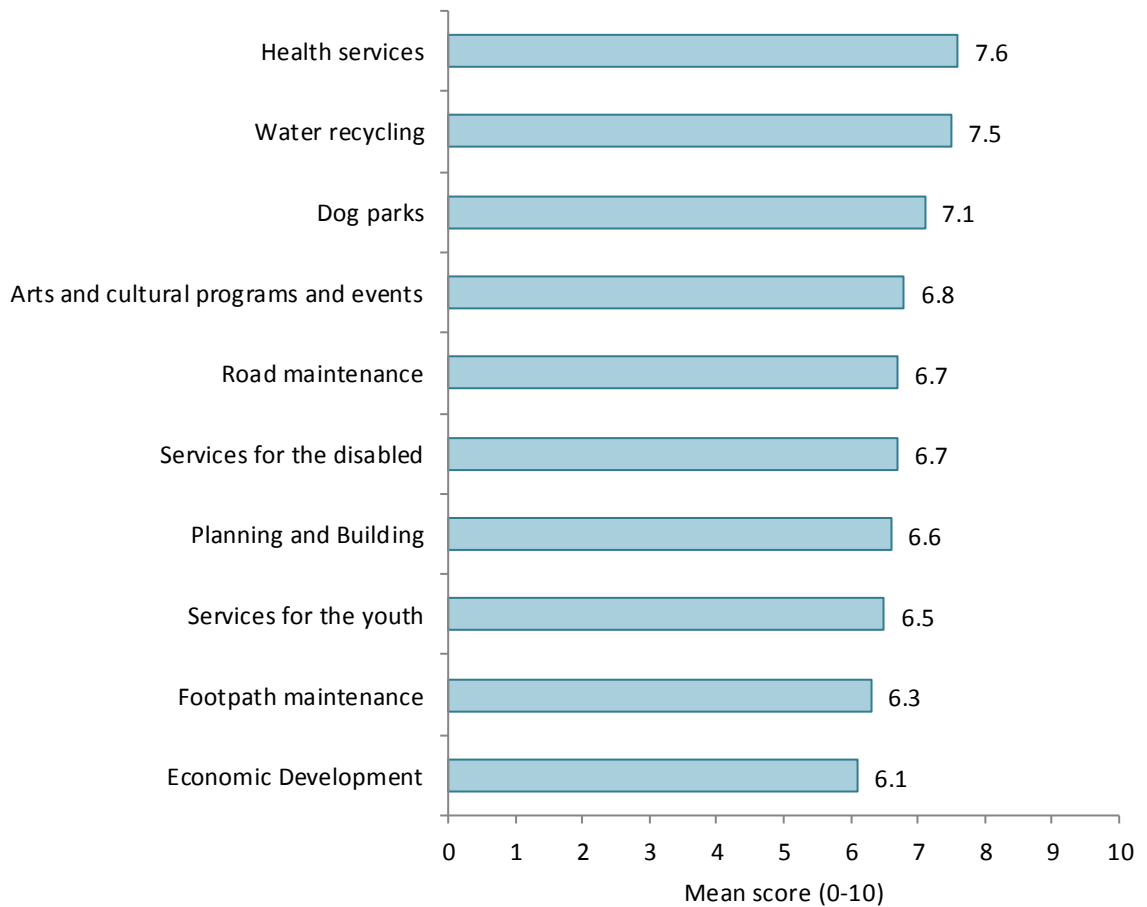


Fig.18: Satisfaction with Council services (new measures)

Females were more satisfied than males with planning and building and economic development.

65+ year olds were more satisfied with all services with the exception of services for the youth, footpath maintenance and road maintenance (where they gave ratings on par with most other age groups).

Of interest 15-34 year olds were more satisfied with road maintenance compared to the total sample, while 45-54 year olds were less satisfied. 45-54 year olds were also less satisfied with footpath maintenance (along with 55-64 year olds) and planning and building.

Compared to the total sample, those in the central ward were more satisfied with many services including road maintenance, footpath maintenance, services for the youth, services for the disabled, water recycling, arts and cultural programs/events and economic development.

Respondents residing in the Para ward were similarly positive, giving on average higher satisfaction ratings for footpath maintenance, services for the youth, services for the disabled, health services, planning and building and economic development. However, they were less satisfied with dog parks.

Other significant differences when analysing the data by ward compared to the total sample scores include:

- North ward residents were more satisfied with arts and cultural programs/events, dog parks and health services.
- Those in the West ward were more satisfied with dog parks.
- Hills ward residents were less satisfied with arts and cultural programs/events and services for the youth.
- East ward respondents were less satisfied with footpath maintenance, water recycling, dog parks and services for the disabled.
- Residents of the South ward were less satisfied with several services for vulnerable community members, namely, services for the youth, health services and services for the disabled. They were also less satisfied with water recycling and road maintenance.
- Finally Levels ward respondents were less satisfied with services for the disabled.

3.6.2 Most important Council services

In the first of several new questions asked in 2014, respondents were asked of the 19 services they rated, what are the first, second and third most important services to them.

Parks and reserves maintenance was the most mentioned service overall with a total of 36% of respondents mentioning the service as either their first, second or third most important service. This was followed by general rubbish collection (35%) and road maintenance (33%).

In terms of the single most important service, one in five respondents (19%) named general rubbish collection as their most important service. Parks and reserves maintenance and health services were mentioned equally as the first most important service (10% of respondents each).

FIRST, SECOND AND THIRD IMPORTANT COUNCIL SERVICES

BASE: total sample, n=599

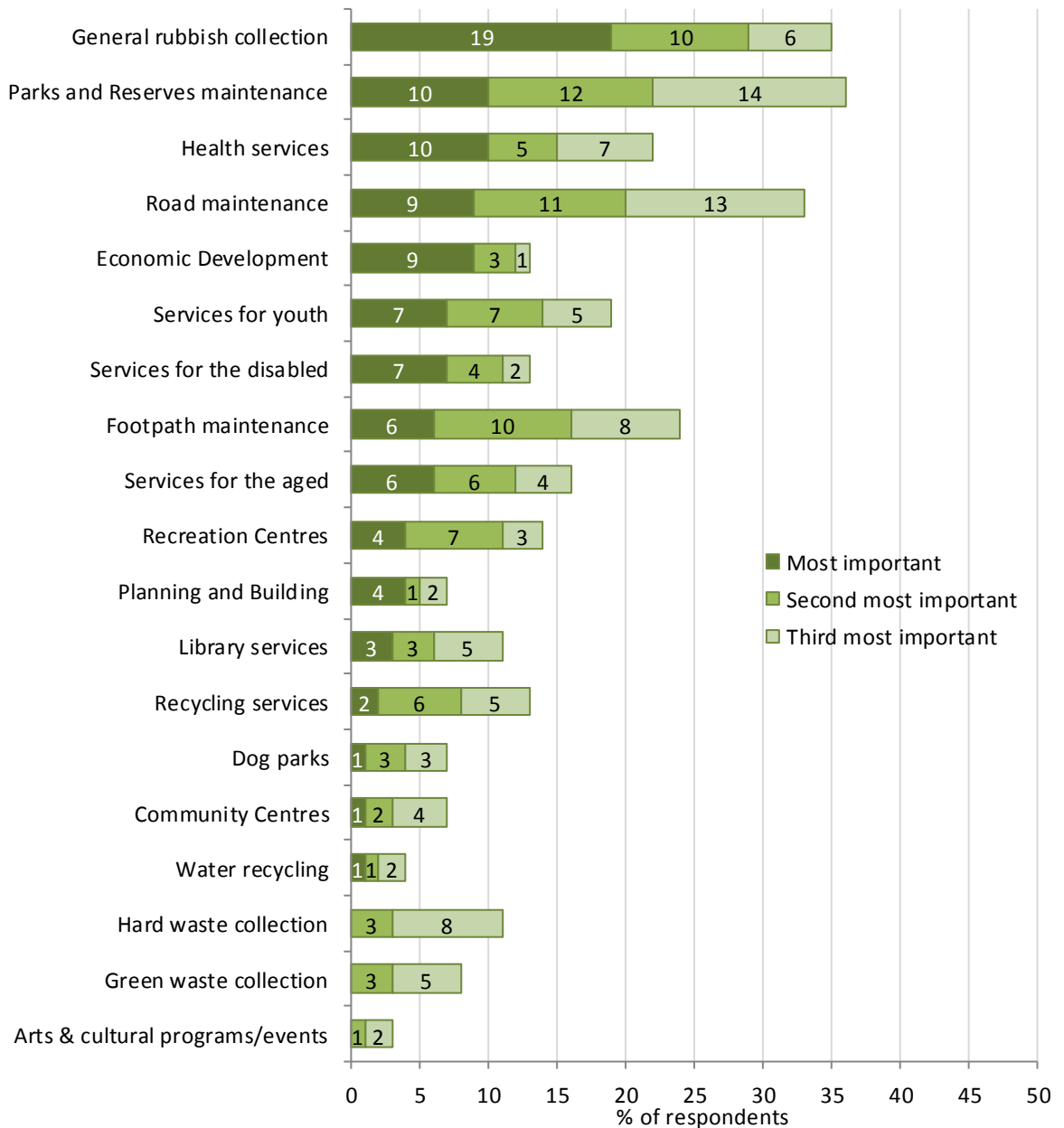


Fig.19: Most important services

Females were more likely than males to name general rubbish collection (23% female vs. 14% male), footpath maintenance (10% vs. 2%) and services for the disabled (9% vs 4%) as their most important services. On the other hand males were more likely than females to give economic development (13% male vs. 4% female), services for the youth (10% vs. 5%) and planning and building (7% vs 1%) as their most important services.

Compared to all respondents who considered general rubbish collection as their most important service (19%), it was more likely to be named by 55-64 year olds (26%), those aged 65 and over (24%) and residents of the Levels (35%) and South (31%) wards.

Parks and reserves maintenance (10%) was around twice as likely to be named as the most important service by those in the South (21%) and East (17%) wards.

Other subgroup differences of note were:

- While 65+ year olds were three times as likely to give services for the aged as their most important service (18% vs. 6% total sample), those in the West ward were almost five times as likely (28%).
- Along with 15-34 year olds, residents of the North and Para wards were more likely to consider services for youth to be their most important service (15%, 19% and 17%, respectively vs. 7% total sample).
- 15-34 year olds were also more likely to consider services for the disabled as their most important service, along with residents of the Central and Para wards (13%, 15% and 12%, respectively vs. 7% total sample).
- Finally planning and building was over twice as likely to be mentioned by those in the Levels (10%) and East (9%) wards versus the total sample (4%).

3.6.3 Core Council services

In another new question in 2014 respondents were asked “of the following services, which do you believe should be a core Council service?” and read out a list of 21 services. This list consisted of the 19 services used in previous questions as well as two additional services; ‘community buses’ and ‘transport services’. If they indicated that a service should not be a core Council service they were asked who they thought should be responsible for the delivery of the service.

As seen in the graph overleaf, the vast majority of respondents felt that most services should be core Council services, with 80% or more of respondents providing this response for 14 of the 21 services.

On the other hand, the majority of respondents (55%) indicated that transport services should not be a core Council service. Relatively larger proportions of respondents also indicated that services for the youth, aged and disabled and health services should be delivered by organisational bodies other than the Council (32%, 33%, 39% and 44%, respectively). The table at the top of page 45 displays the proportion of the total sample suggesting the 6 most common other organisational bodies suggested for the delivery of each service.

WHICH SERVICES SHOULD BE A CORE COUNCIL SERVICE

■ Council ■ Other

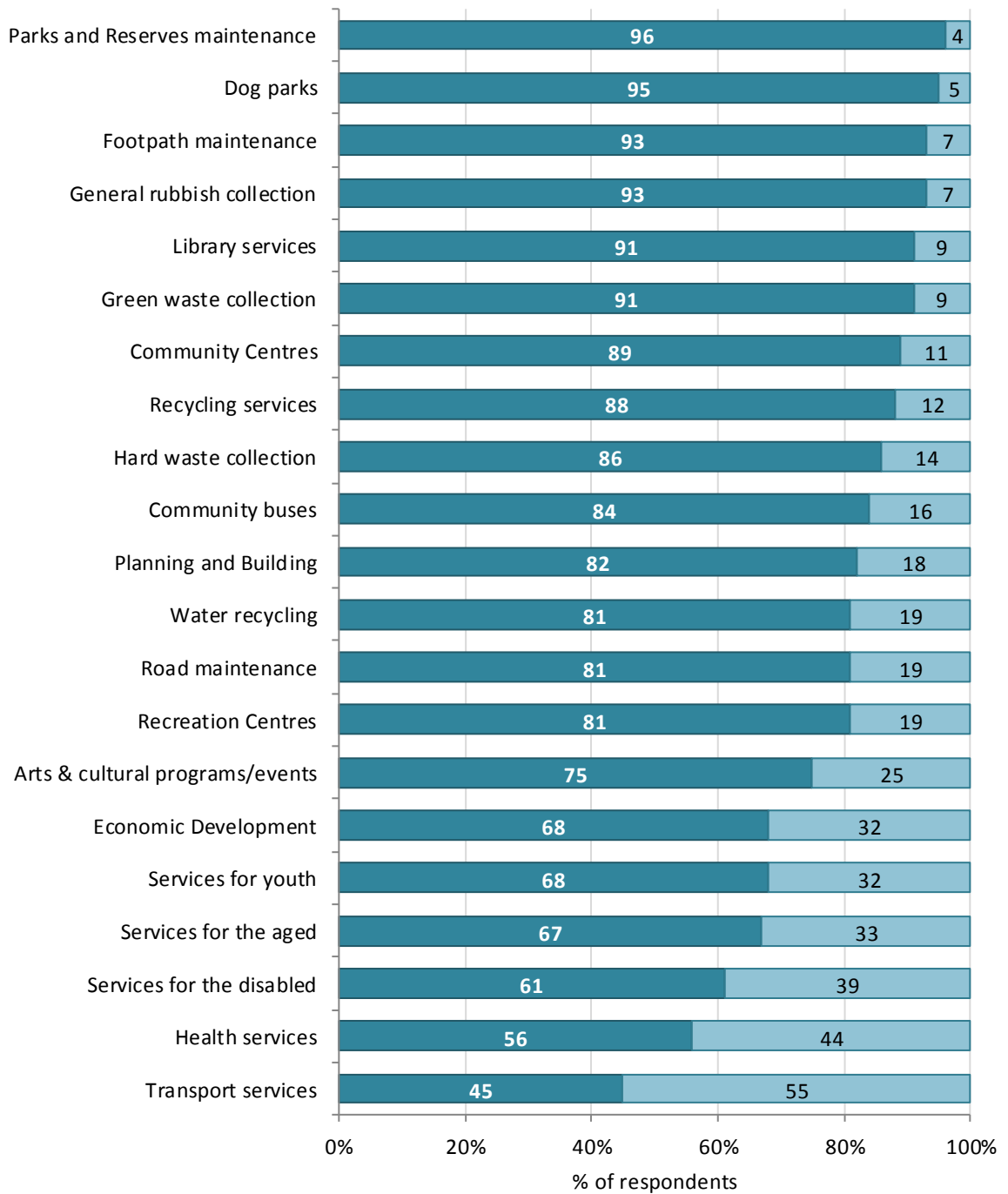


Fig.20: Core Council services

	State Govt.	Private/ business/ contractor	Multiple levels of Govt.	Federal Govt.	Local Govt.	Other
Transport services	39%	3%	2%	1%	1%	5%
Health services	23%	4%	5%	3%	3%	1%
Services for the disabled	21%	1%	7%	2%		4%
Services for the aged	15%	7%	5%	2%	3%	3%
Services for youth	13%	5%	4%	2%		6%
Economic Development	17%	3%	7%	1%	1%	
Arts & cultural programs/events	7%	5%	1%		3%	4%
Recreation Centres	2%	11%			3%	5%
Road maintenance	10%	2%	2%	1%		
Water recycling	12%	1%	1%	1%		2%
Planning and Building	9%	2%	3%			1%
Community buses	7%	2%	2%			2%
Hard waste collection	1%	4%				5%
Recycling services	2%	6%				1%
Community Centres	2%	5%				3%
Green waste collection		3%				1%
Library services	2%	3%				1%
General rubbish collection		3%				2%
Footpath maintenance	3%	1%				
Dog parks	3%					1%
Parks & Reserves maintenance	1%	2%				1%

Fig.21: Proportion of sample suggesting other organisational body for services

3.6.4 Additional Council services

When asked if there were any other services they believe Council should deliver, the vast majority of respondents (78%) responded 'no', 12% responded in the affirmative and 10% said they did not know. There were no differences in affirmative responses across subgroups.

ARE THERE ANY OTHER SERVICES COUNCIL SHOULD DELIVER

BASE: total sample (n=599)

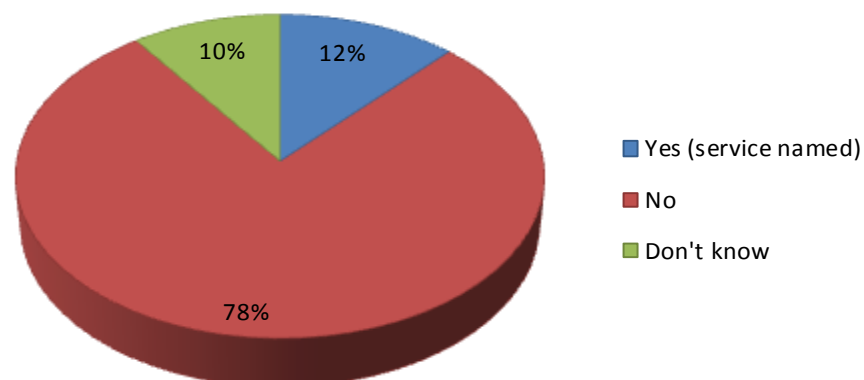


Fig.22: Additional services Council should deliver

Respondents who answered in the affirmative (n=74) were asked to name the service they think Council should deliver and then if they were prepared to pay higher rates for Council to deliver the service or services that they named.

All additional services suggested by these respondents are listed below split by those who would be willing to pay higher rates for the service they suggested (41% of those who gave a suggestion), those who would not (54%) and those who don't know (5%). Please note that these individual comments are included to provide insight but they should be used with caution as they do not necessarily represent the wider population of the City of Salisbury.

As can be seen below, many respondents named services which the Council already deliver while others put forward suggestions for extending/improving existing services or made comment on the Council's delivery of service. The main themes identified in these suggestions were aged and disability services, plant maintenance and hard rubbish collection.

Prepared to pay higher rates:

Dump boxes at Salisbury north to put big items rubbish furniture broken up and stuff.

Buses locally and street lighting.

Neighbourhood watch should be supported.

Evening classes for those who work.

Activities for new residents from overseas.

Tree trimming.

There should be accommodation and safe places for mentally ill people.

Shopping area needs improvement and more car parks.

Assistance to recommend an electrician I am an 80yo home assist office told I am not registered there I do not know how I can be registered they were very indifferent to me when I approached them.

Social services, places people can get together, the elderly etc....senior citizens day/regular weekly activities.

Should deal with real hard waste properly.

Weed control.

Cable when dug Bolivar Road up put new sewerage in you would think they'd put in cable.

Infrastructure like the national broadband network in conjunction with the State and Federal governments.

More community buses for the disabled (shopping centres).

Information getting it out to people in time often in the messenger it has already happened

Putting out skips a few times a year so people can throw out junk and have it carted away.

We need more hard rubbish collection.

Council needs to improve welfare care and counselling.

Curfews of times when trucks use highway.

Improved communication with the senior population.

Not prepared to pay higher rates:

Better street lighting for safer environment.

Collecting hazardous waste.

Bus service from St Kilda to Salisbury/Elizabeth especially weekends and school holidays/bike track around St Kilda.

There needs to be more 'doggy bags' where dogs are walked.

Bins for hard waste.

Should provide much better road and footpath maintenance.

Community bus for Ingle farm.

Should cut trees more as can fall anytime and some not necessary.

Send the surveys by mail so we have time to think the answers properly.

Community buses for aged and disabled.

Removal of trees that are pushing up footpaths.

Look more after aged and disabled better.

Provide water meters for each housing SA household. I am a single person and has to pay the same amount as a household that has 2 or more residents with a car each. I see them washing their cars on a regular basis. I catch buses, and have a water tank. I don't use water anywhere near as much as them.

Keep the area a bit cleaner.

House repairs for the aged.

Verge mowing.

More regular notified hard waste collection. Sporting scholarships/encouragements/grants.

More information about the services available. Contact details for appropriate services. Provide newcomers to the Salisbury Council area with information about facilities available (as happens in Bendigo Council in Victoria).

Clean the streets in Globe Derby and mow the verges. Look after the trees. We are forgotten.

- Build a footpath across my front.*
- More car parking at Mawson Lakes train station.*
- Community buses, there is not many.*
- Honour claims against Council when Council property damages private property.*
- Lower rates.*
- Involvement in getting better internet connection and speed for the community.*
- Clean up after grass cutting so does not blow about.*
- More local suggestions for local problems, with traffic and other issues, especially traffic lights. Some do not work at all.*
- Doggy poo bags in all parks and reserves, shelters from the weather in parks and at transport stops.*
- Pest control, not for houses, but in the environment, wild animals like foxes and rats, etc.*
- Vacant lot next door is overgrown couldn't the Council do it and find out who owns it and charge them.*
- Safe crossing places at schools.*
- Community buses for elderly.*
- Tree cutting back when up to power lines.*
- No help for the elderly as far as the gardening goes i have trouble keeping my backyard clean from debris from the tree branches and bees we can't walk outside because of the bees.*
- Could use a community bus service.*
- Disappointed they do not concern themselves with speeding down the streets.*
- Better hard waste collection, to do with fees & collection.*
- Hard rubbish collection.*
- Have pepper trees in neighbours at the back, cause mess in my swimming pool. Council and they don't have responsibility for trees in private properties.*
- Services to youth & aged should be improved.*
- Monthly feedback and consultation with residents in individual suburbs or wards.*
- Neighbourhood watch.*
- Pest eradication.*
- Services for the aged.*
- Schools to have more high schools in the area there are about 10 primary schools and 2 high schools.*
- Probably more proactive about neighbourhood disputes.*

Trees more maintenance of the trees we have one which is growing into our power lines and nothing is being done about it.

Don't know if prepared to pay higher rates

Electricity and gas services in conjunction with other Councils.

Community bus.

Huge bin for everyone to put lounge suites & mattresses in.

Parenting services, helping families with problems, basic cooking classes, where a meal is provided, and cooking shown.

Help with gardening.

A hazardous waste pickup annually as it is such a pain to get to dispose of hazardous waste i.e. hazardous waste day stop people so people dispose of things correctly.

Trimming trees should be done either by the Council or ETSA, not both, one cuts a few branches and the other cuts the tops so they don't touch the wires. There should be more communication and cooperation between the groups, they seem to double up. The same with the roads, highways department come and rip the road up one day to fix it, a few days later the gas co comes and rips the road to put pipes in.

3.6.5 Health and aging services

In the last of the new questions introduced in 2014, respondents were made aware that recent federal and state budget cuts have impacted on the delivery of a number of services in the health and ageing sector and asked if they would be prepared to pay higher rates for Council to deliver these services.

Half of respondents (50%) said they would not be prepared to pay higher rates for Council to deliver these services, while over one third (36%) said that they would be prepared. A further 14% were unsure and responded that they did not know. The graph overleaf displays this data as well as the results by ward to illustrate differences that were identified by ward.

As can be seen, residents of the Central ward were significantly more likely to say they would be prepared to pay higher rates compared to all other wards. Those in the Levels, East, Hills and Para wards were significantly more likely to say that they would not be prepared to pay higher rates. Lastly those in the North, South and West wards were significantly more likely to indicate that they don't know.

PREPARED TO PAY HIGHER RATES FOR DELIVERY OF HEALTH AND AGING SERVICES BY WARD

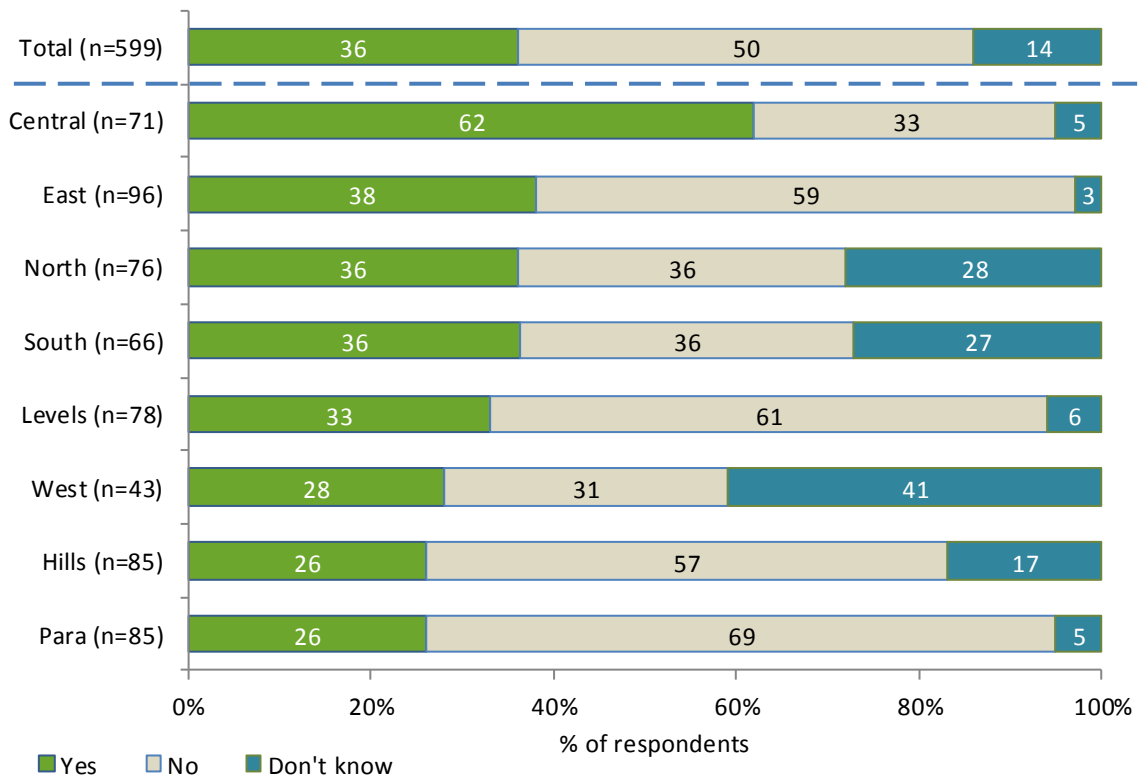


Fig.23: Prepared to pay higher rates for the delivery of health and aging services

Those who said they would be prepared to pay higher rates were more likely to be renting their home (62%), professionals or associate professionals (49%), have a bachelor degree or higher (52%) and with a household income of \$50,000 to \$75,000 per year.

65+ year olds were significantly more likely to say they would not be prepared to pay higher rates (62% vs 50% total sample), as were other demographics typically highly associated with this age group (i.e. own home outright, retired, left school aged 15 or less and those with a household income of \$25,000-\$50,00 a year). Of note, those who gave their occupation as home duties were also significantly more likely to say they would not pay higher rates (68%).

3.7 Communication

3.7.1 Current ways in which Council communicates

As in previous monitors, respondents were asked how Salisbury City Council keeps them informed about events and services. In 2014 the response options were changed to collapse responses and include more detailed responses.

Over 2 in 5 respondents (44%) reported mail or letter box drops, while almost a third mentioned advertising in the Messenger newspaper (32%) and the Salisbury Aware Magazine (31%).

Notably a number of communication channels were identified by <1% of the sample, specifically, Twitter, other social media sites (other than Twitter or Facebook), Council presentations at schools or public venues/events, at Council events, the free City of Salisbury calendar and word of mouth.

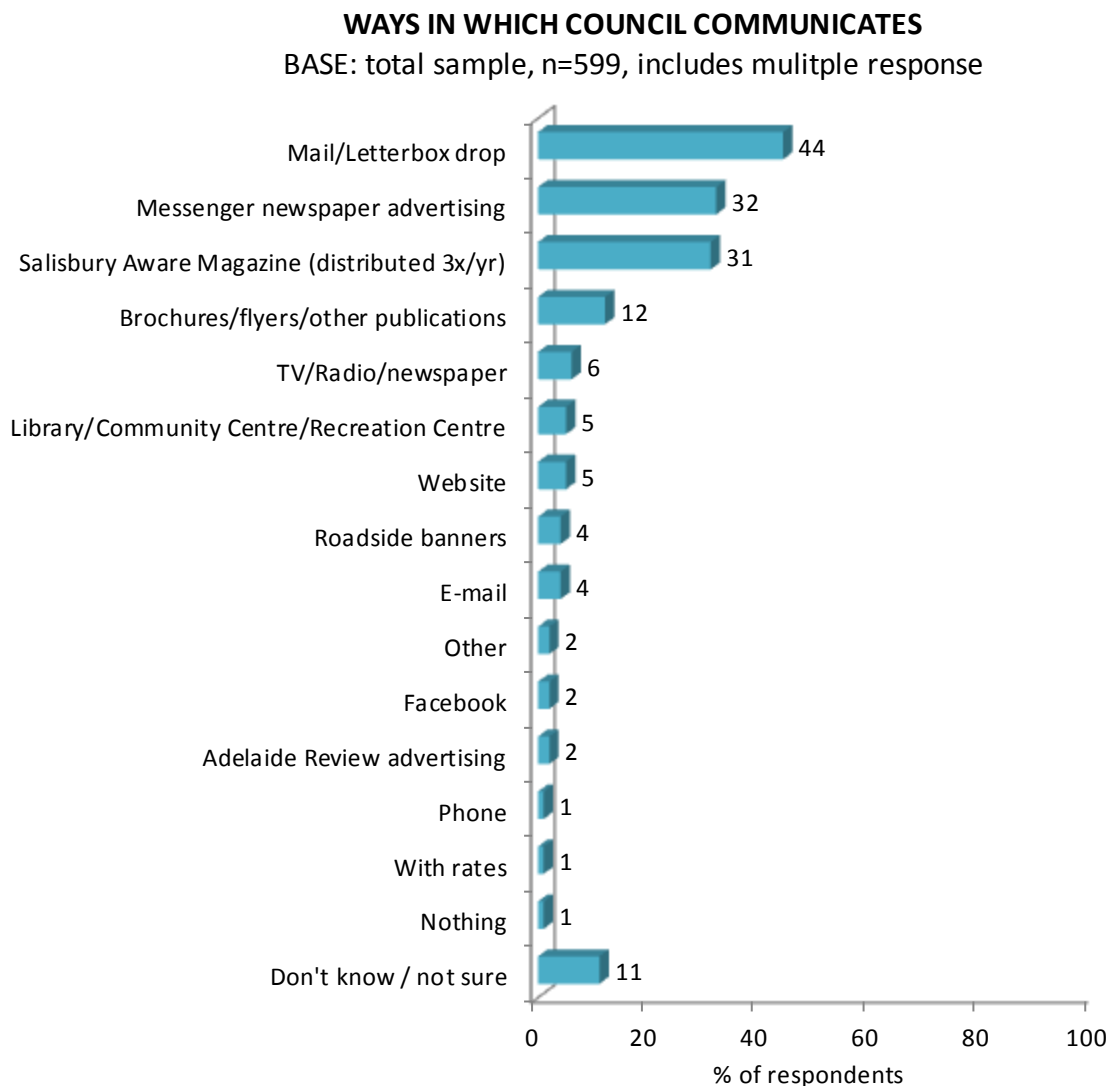


Fig.24: Ways in which Council communicates

Notable significant variations by socio-demographic profile included:

- Compared to males, females were more likely to identify advertising in the Messenger (36% vs 28%), the Salisbury Aware magazine (35% vs. 26%), and roadside banners (8% vs. 1%).
- The older cohorts (45-54, 55-64 and 65+) were most likely to source information from Salisbury Aware (43%, 42% and 41% respectively) and less inclined to source information from letterbox drop (26%).
- Residents of the North ward were almost half as likely to name the Salisbury Aware magazine as a way the Council communicates compared to the total sample (18% vs 31%).
- Para ward residents were more than twice as likely to mention they saw Council communications on roadside banners (14% vs 4% all respondents).

3.7.2 Other ways would like Council to communicate

When asked if there are any other ways they would like Council to communicate the majority of respondents (64%) said there were no other ways. Respondents who indicated they would like Council to communicate in another way were asked to specify in what way. These responses were post coded and results can be seen in the graph below.

The most common other mode in which residents would like Council to communicate was via email (12%), followed closely by letterbox drop (11%). Both of these responses included comments where respondents were requesting these existing communications more regularly and respondents who seemed unaware that the Council does communicate in these ways.

Responses that were not mentioned by enough individuals to form a new response were left as 'other' (5% of respondents), repeated mentions in these suggestions included:

- More regularity of Salisbury Aware magazine.
- More surveys.
- Billboards in a specific area advertising upcoming events.
- A booklet where residents can find Council relevant information such as services available.

OTHER WAYS WOULD LIKE COUNCIL TO COMMUNICATE

Base: total sample (n=599), includes multiple response

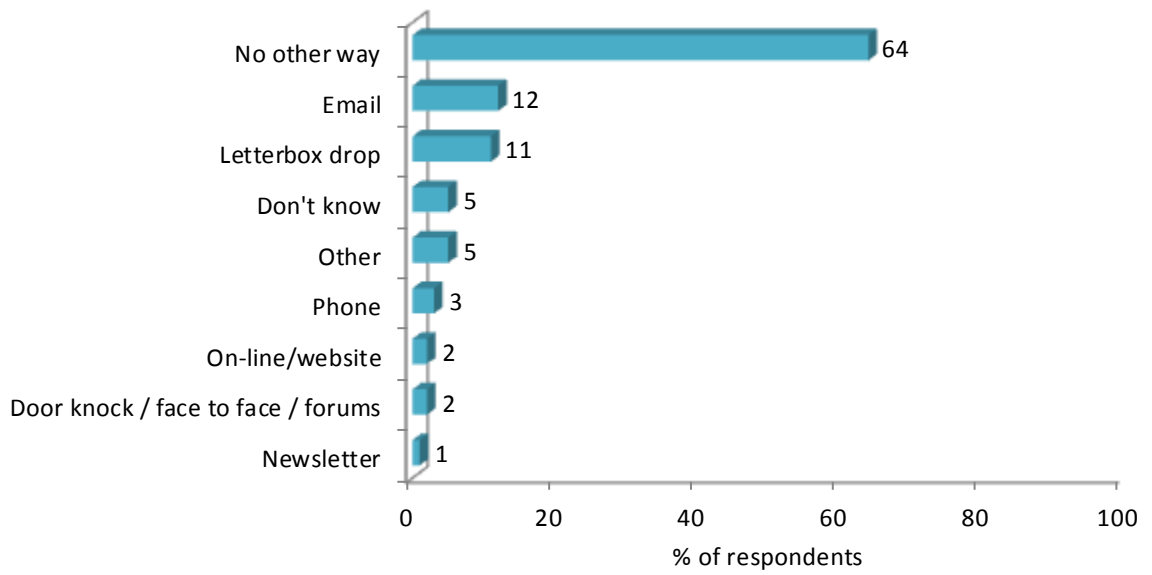


Fig.25: Others ways would like Council to communicate

3.8 Housing

3.8.1 Current tenancy

Respondents were read a list of tenancy types, and asked which one best describes their current housing circumstances.

Tenancy types were almost entirely on par with those reported in 2012. The majority of respondents (42%) reported they own their home with a mortgage, followed by owning their home outright (32%) and renting (14%). The only significant difference compared to 2012's results is that in 2014 a smaller proportion of respondents indicated they were living at home or boarding with friends or family who own or are buying their home (9% vs 13% in 2012).

Variations by subgroup were in line with what might be expected, in terms of life-stage and socio-economic indicators.

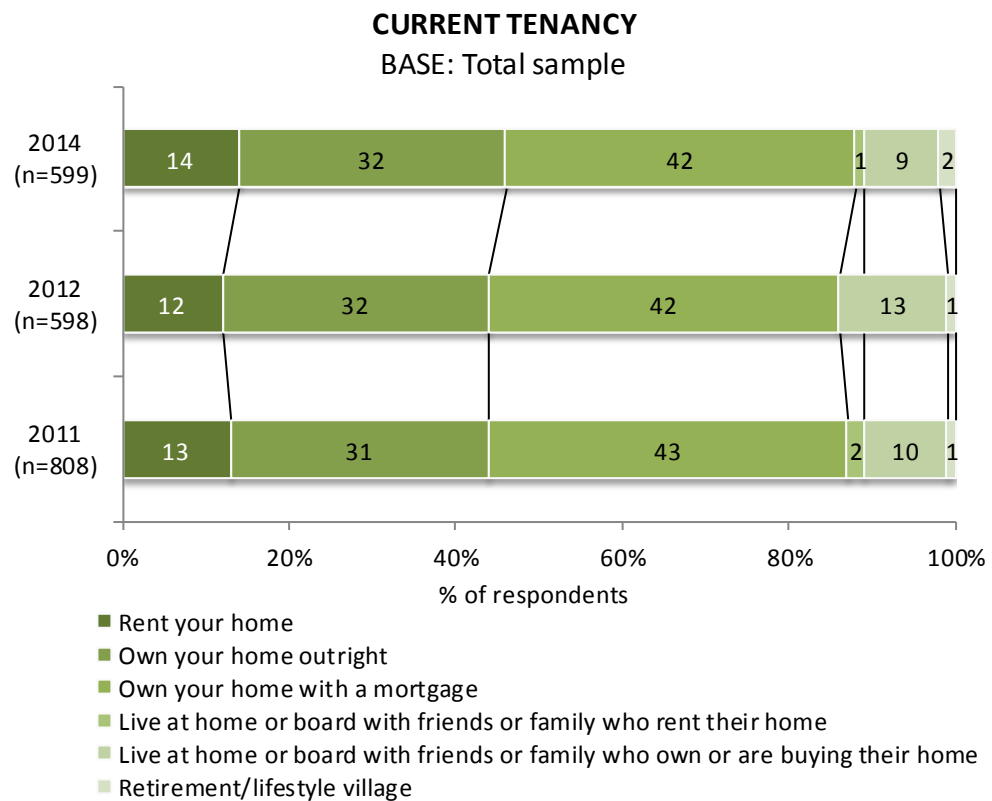


Fig.26: Current tenancy

3.8.2 Perception of affordability

Respondents were asked, compared to other areas across Adelaide, how affordable they would say it is to rent or buy housing in the Salisbury Council area, using a scale where 0 means it is much less affordable (or more expensive), and 10 means it is much more affordable than the rest of metropolitan Adelaide.

The rating increased non-significantly compared to that recorded in 2012, with a mean score of 7.3 out of 10.

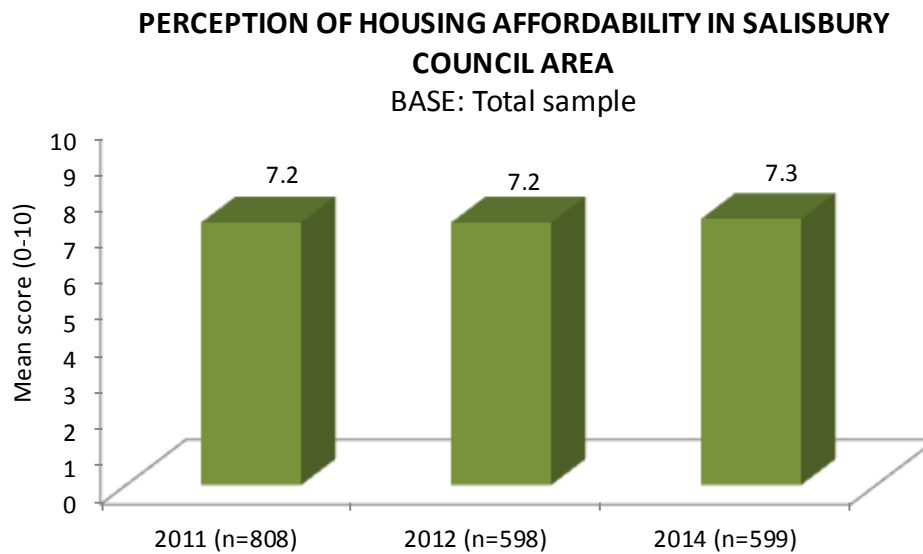


Fig.27: Perception of housing affordability in Salisbury Council area

Whilst there were some minor variations across socio-economic indicators, most differences were not statistically significant. Variations that were found to be significant were:

Females were more likely to rate housing in the Salisbury area as more affordable than males (7.5 vs. 7.1, respectively).

The only other differences across socio-economic indicators were for occupation type, Managers/administrators and professionals/associate professionals were more likely to rate housing as affordable (7.9 and 7.6, respectively), while tradespersons/labourers and those who described their occupation as 'home duties' had, on average, lower affordability ratings (6.8 and 6.4, respectively).

3.9 Overall satisfaction with Council

In the final few questions of the survey respondents were asked to rate their satisfaction with service delivered by Salisbury Council overall using a scale of 0-10, with 0 being extremely dissatisfied and 10 being extremely satisfied.

As can be seen in the chart below the overall satisfaction mean score rating was 7.4 out of 10, which is on par with results of the previous two monitors.

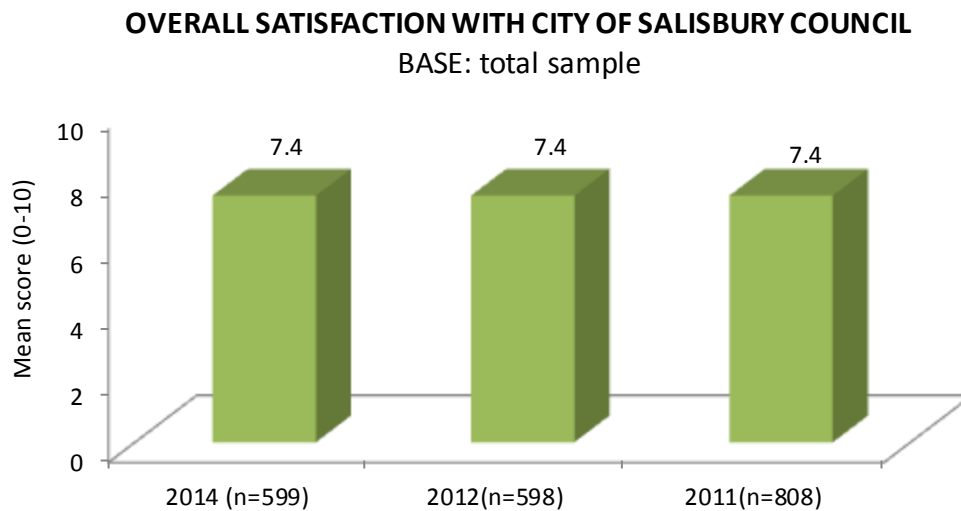


Fig.28: Proportion visited each venue in last 3 months

Results by gender, age and ward of residence are shown in the graph overleaf. Although there appears to be a few differences, the only variations that were statistically significant were as follows:

Subgroups which on average gave a higher satisfaction rating were females (7.6), those aged 65 or older (7.8) and those from the Central or Para wards (7.8 and 7.7, respectively).

The only subgroups which on average gave a lower satisfaction rating were the 35-44 and the 45-54 age groups (both 7.0).

**OVERALL SATISFACTION WITH CITY OF SALISBURY COUNCIL
MEAN SCORES BY KEY DEMOGRAPHICS**

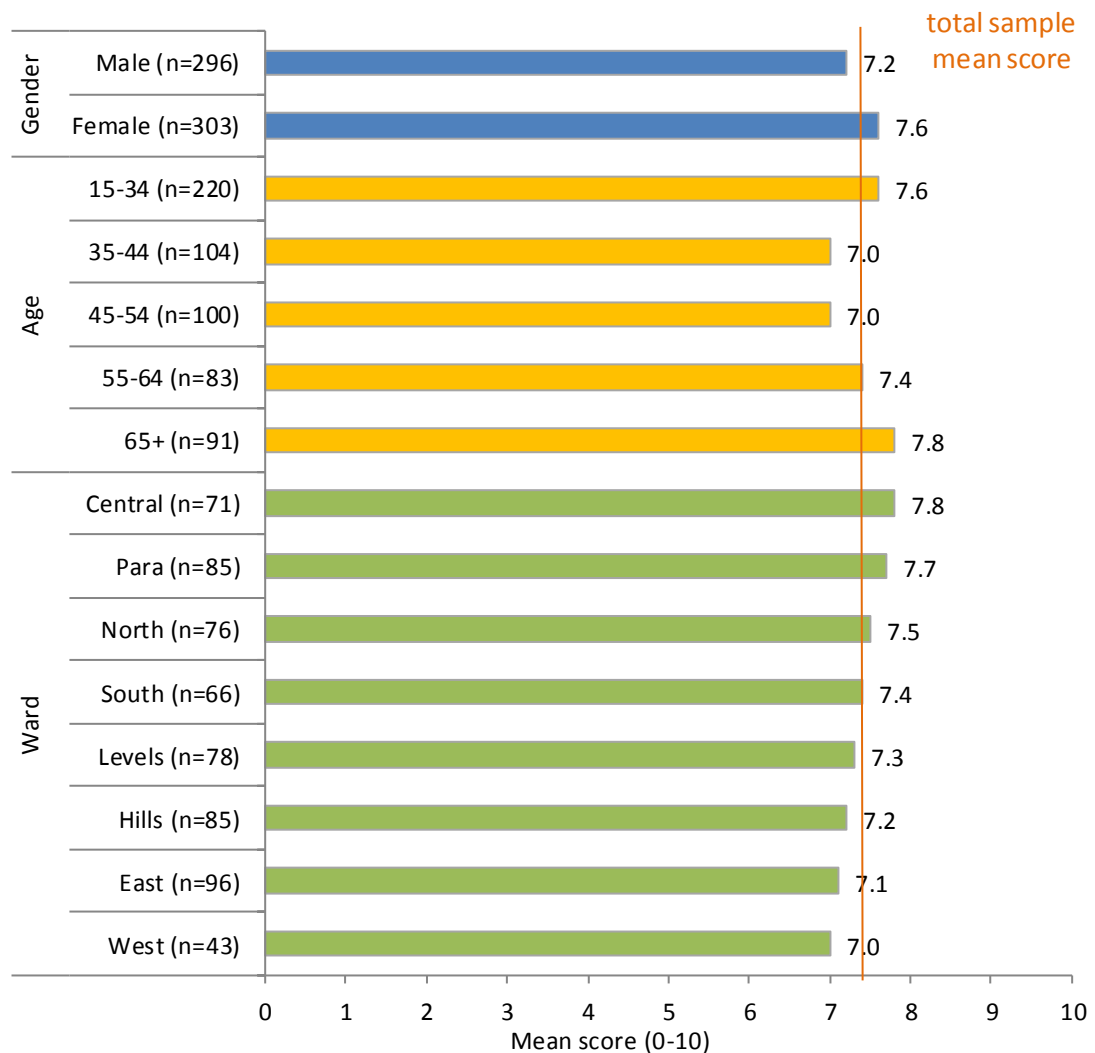


Fig.29: Overall satisfaction with Council by key demographics

3.9.1 Why not satisfied with Council

Respondents who indicated they were not satisfied with the service delivered by Salisbury Council overall (that is, they rated the Council ≤ 5 out of 10) were asked why they were not satisfied.

In 2014, 52 respondents out of the total 599 indicated they were not satisfied, representing 8.7% of the total sample. The most common reason given for their dissatisfaction was lack of street/verge maintenance/cleaning, which was given by 2 in 5 of this group (or 42%, on par with 2012). The second most common response was that they felt their queries or requests for maintenance were ignored. Almost one quarter of these respondents provided this reason (23%), however this figure is significantly lower than in 2012, where 43% of respondents gave this reason.

Similarly, the proportion of respondents who indicated they were dissatisfied as they receive little or no service from Council more than halved compared to 2012's figure (41% in 2012 to 17% in 2014).

Of note, 3% of this group indicated their dissatisfaction was due to not enough services for the aged and disabled, an issue which was not common enough to be noted in previous monitors.

Lastly, in 2014 hard rubbish was not raised as a reason for dissatisfaction with Council as it was in previous years.

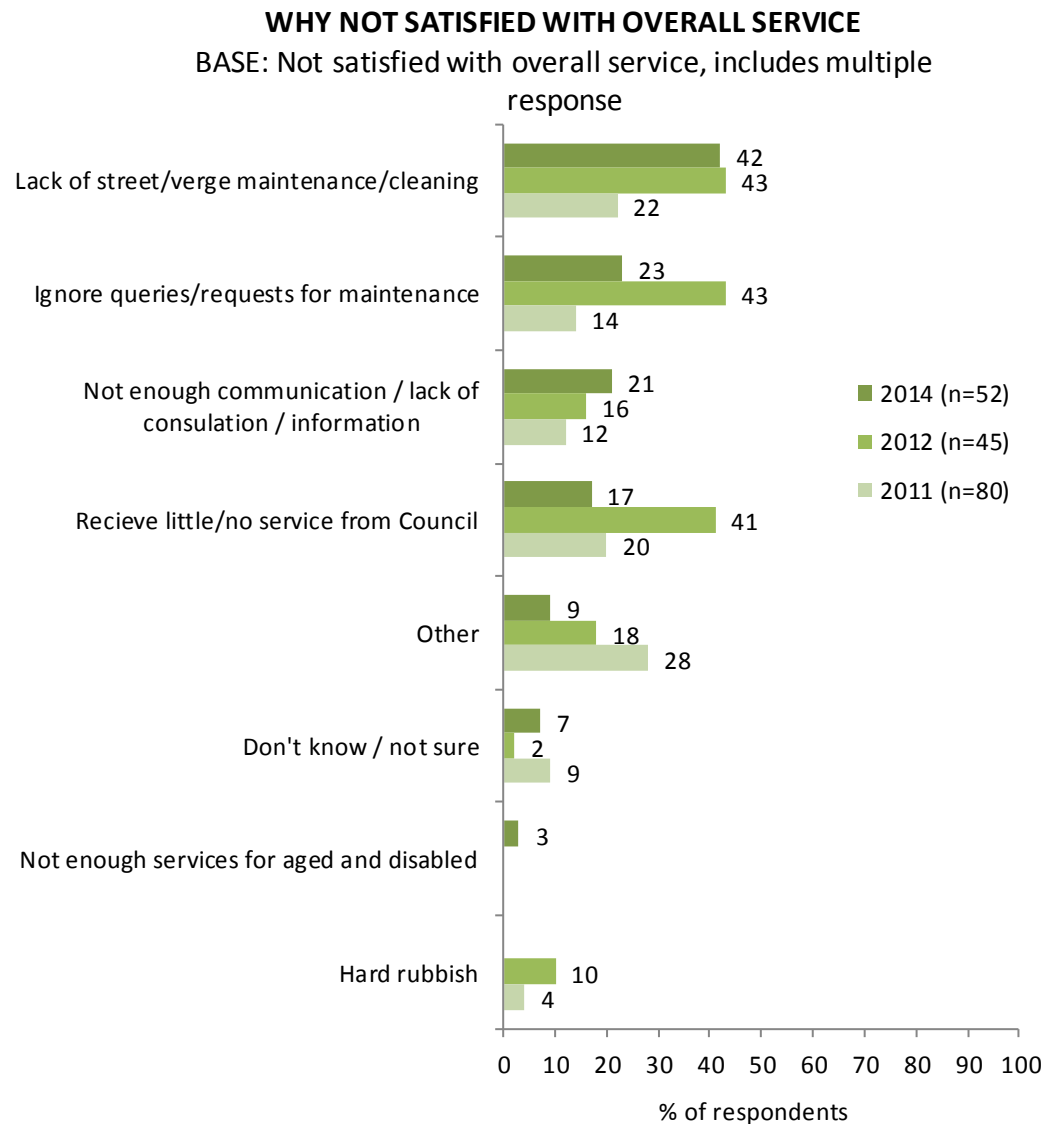


Fig.30: Why not satisfied with overall service

As low numbers of respondents answered this question, statistical confirmation of subgroup differences cannot be achieved.

3.9.2 Drivers of satisfaction with Council

In 2012 a correlation was undertaken to examine the relationship between satisfaction with individual Council services and satisfaction with Council overall. The result of this correlation provided a measure of derived importance for each of the Council services³, and determined their role in driving respondents overall satisfaction with Council. This is a valuable tool to assist in identifying priorities in terms of service improvement and resource allocation to services which will have the most impact on resident satisfaction.

As can be seen in the chart overleaf, a number of elements have become less important to residents overall satisfaction with Council since 2012 and there is no stand out services that drive satisfaction with Council. There are however, seven services which have a slightly elevated influence on satisfaction, these being: road and footpath maintenance, economic development and planning and building, services for the youth and aged and lastly, arts and cultural programs and events. However with correlation factors of just under 0.5 the strength of their relationship to overall satisfaction is considered moderate.

Notably, 6 of these 7 services are not highly rated in terms of satisfaction (under the 'satisfactory' mean score of 7.0 out of 10). Economic development and footpath maintenance in particular attained the lowest satisfaction scores (6.1 and 6.3, respectively) and yet have the two strongest relationships to overall satisfaction. This finding suggests that there is room to improve the performance of both these services and this would likely result in a positive impact on overall satisfaction with Council services.

Interestingly, arts and cultural programs and events received the least mention when respondents were asked to name the services which are most important to them (section 3.6.2). Yet it appears to have a moderately strong relationship to overall satisfaction.

The least important services in driving satisfaction were dog parks and recycling services (both with good satisfaction ratings of 7.1 and 8.0, respectively). The lower correlation factors do not imply that these two services are not important, but they do suggest that improvements to either service is unlikely to result in equivalent increases in satisfaction with Council overall.

³ In a new question introduced in 2014 (see section 3.6.2), respondents were asked to name their first, second and third most important services. Please note that although these measures appear to be assessing similar concepts, the question in section 3.6.2 is measuring respondents perceived most important services. These services, although important to the respondents, may not necessarily influence their overall satisfaction with Council. Additionally, responses to questions of this nature can be influenced by front of mind recall.

**CORRELATIONS BETWEEN SATISFACTION WITH SPECIFIC COUNCIL SERVICES
AND SATISFACTION WITH COUNCIL'S DELIVERY OF SERVICES OVERALL**

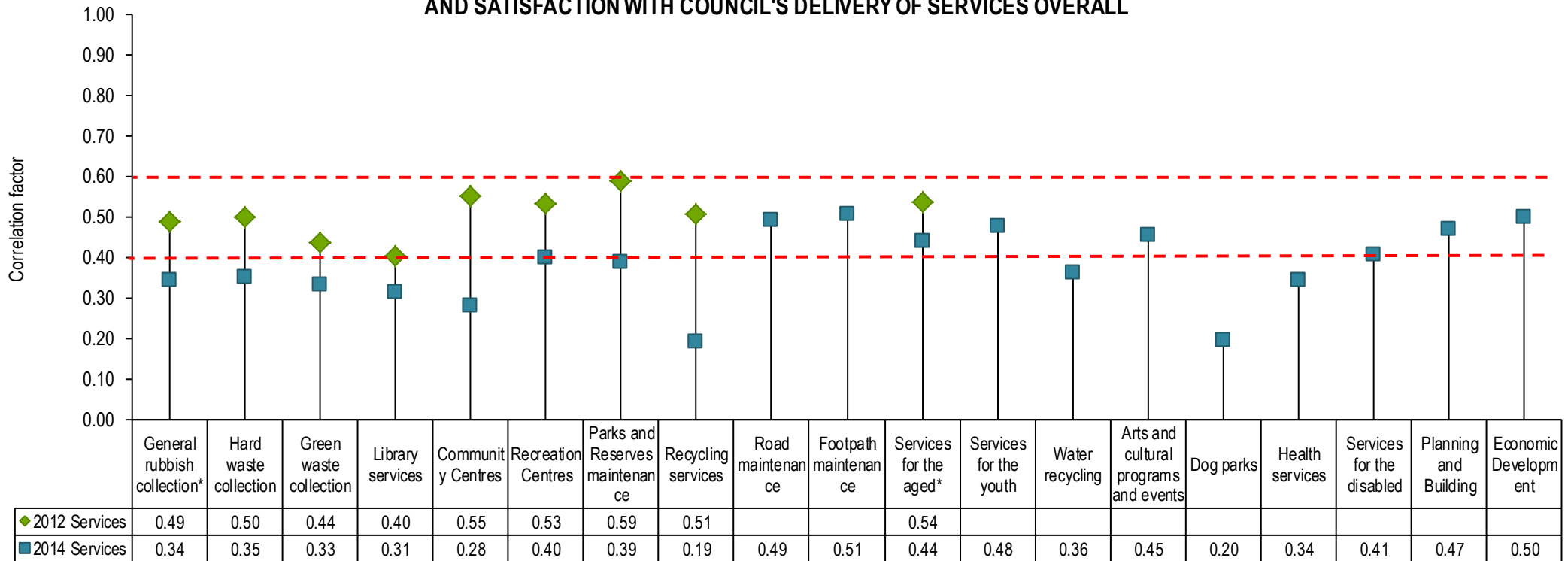


Fig. 31: Derived importance of individual Council services to satisfaction with Council's delivery of services overall

APPENDIX A1: DEMOGRAPHICS

The tables below show the raw sample achieved by the demographics, together with the weighted sample distributions.

SUB-GROUPS	Unweighted		Weighted	
	#	%	#	%
GENDER				
Male	221	37%	296	49%
Female	379	63%	303	51%
TOTAL	600	100%	599	100%
AGE				
15-34	41	7%	220	37%
35-44	47	8%	104	17%
45-54	107	18%	100	17%
55-64	145	24%	83	14%
65+	259	43%	91	15%
Refused	1	0%	n/a	n/a
TOTAL	600	100%	598	100%
WARD				
Hills	100	17%	85	14%
Levels	83	14%	78	13%
West	46	8%	43	7%
Central	76	13%	71	12%
South	72	12%	66	11%
North	69	12%	76	13%
Para	62	10%	85	14%
East	92	15%	96	16%
TOTAL	600	100%	600	100%
GROSS INCOME H/HOLD				
Less than \$25,000	154	26%	79	13%
\$25,000 - \$49,999	131	22%	93	16%
\$50,000 - \$74,999	79	13%	110	18%
\$75,000 - \$99,999	52	9%	78	13%
\$100,000 - \$149,999	39	7%	71	12%
\$150,000 - \$199,999	10	2%	22	4%
\$200,000+	4	1%	12	2%
Don't know	61	10%	83	14%
Refused	70	12%	51	9%
TOTAL	600	100%	599	100%

SUB-GROUPS	Unweighted		Weighted	
	#	%	#	%
OCCUPATION				
Manager/Administrator	39	7%	57	10%
Professional/Assoc Prof	59	10%	71	12%
Trade/Labourer	54	9%	79	13%
Adv. Clerical/Sales/Service	36	6%	46	8%
Intermed. Clerical/Sales/Service	28	5%	42	7%
Elementary Clerical/Sales/Service	6	1%	14	2%
Intermed. product/transport	18	3%	40	7%
Retired	276	46%	107	18%
Home duties	37	6%	44	7%
Student	7	1%	47	8%
Unemployed	40	7%	52	9%
TOTAL	600	100%	599	100%
EDUCATION				
Still at school	4	1%	26	4%
Left school age 15 or less	120	20%	49	8%
Left school after age 15	179	30%	159	27%
Left school after age 15 but still studying	14	2%	51	9%
Trade/Apprenticeship	79	13%	78	13%
Certificate/Diploma	131	22%	156	26%
Bachelor Degree or higher	73	12%	80	13%
TOTAL	600	100%	599	100%
INTERNET USE				
Daily/most days	355	59%	466	78%
1-3 times a week	81	14%	58	10%
Once a fortnight or less	164	27%	75	13%
TOTAL	600	100%	599	100%

APPENDIX A2: QUESTIONNAIRE

***8676 & CITY OF SALISBURY-COMMUNITY SURVEY ~ AUG 2014**

ALLFILE

Q99STRT

"PHONE: _[Q0PH]_"

Previously contacted [Q0DAT2] [Q0TIM2]

[Q0HIS] [Q0DAT] [Q0TIM]

[Q0COM]

ATTEMPT: [Q0CAL]"

BLANK

Q99INTRO

"Good afternoon/evening, my name is _[Q0IV]_ from Harrison Research. We are conducting a survey about living in the city of Salisbury on behalf of Salisbury City Council.

In the process, we are speaking with people aged 15 and over who currently live in the Salisbury Council area.

SCREEN 1: Is this household located in the Salisbury Council area? _IF NOT, THANK AND TERMINATE_

SCREEN 2: Does anyone in this household work in market research, or is anyone a staff member or an elected member of Salisbury City Council? _IF YES, THANK AND TERMINATE_

_ IF NECESSARY, SAY:_ This is genuine research and I guarantee we are not trying to sell you anything."

PAUSE

"The survey will take approximately 15 minutes to go through, depending on your answers. _IF THEY'RE HESITATING BECAUSE OF TIME_ We do need to get opinions from as wide a cross-section as possible; I could call back later if it would be more convenient. _ARRANGE CALLBACK IF REQUIRED OR CONTINUE_

IF CONCERNED ABOUT PRIVACY I assure you that any information you give will remain confidential. Any identifying information, such as this phone number, is removed before we analyse the results. No one's individual answers can be passed on to our clients or anyone else.

And before we start, I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes. May we begin? Thank you."

START

Q1. SUBURB

"Q1 Firstly, can I ask which suburb you live in?"

1. Bolivar
2. Brahma Lodge
3. Burton
4. Cavan
5. Direk
6. Dry Creek
7. Edinburgh
8. Elizabeth Vale
9. Globe Derby Park
10. Green Fields
11. Gulfview Heights
12. Ingle Farm
13. Mawson Lakes
14. Para Hills
15. Para Hills West
16. Para Vista
17. Parafield
18. Parafield Gardens
19. Paralowie
20. Pooraka
21. Salisbury
22. Salisbury Downs
23. Salisbury East
24. Salisbury Heights
25. Salisbury North
26. Salisbury Park
27. Salisbury Plain
28. Salisbury South
29. St Kilda
30. Valley View
31. Walkley Heights
32. Waterloo Corner
33. Refused

Q2. WARD

"Q2 Do you happen to know which Ward your household is located in? _PROMPT IF NEEDED_"

1. Hills Ward
2. Levels Ward
3. West Ward
4. Central Ward
5. South Ward
6. North Ward
7. Para Ward
8. East Ward

9. No / don't know

IF 1-8 IN Q2 SKIP Q3JP
IF 11 IN Q1 GO Q99GV
IF 12 IN Q1 GO Q99IF
IF 18 IN Q1 GO Q99PG
IF 19 IN Q1 GO Q99PARA
IF 20 IN Q1 GO Q99PKA
GO Q3JP

Q99GV

"To help us determine which Ward you are in. Are you BETWEEN Wynn Vale drive and McIntyre road?"

1. Yes - Hills Ward
2. No - East Ward
3. Don't know

FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"

IF 3 IN Q99GV ABORT "WARD UNKNOWN"

GO Q3JP

Q99IF

"To help us determine which Ward you are in, do you live within the boundaries of Bridge Road, Montague Road, Maxwell Road and Aragon Road?"

1. Yes - Hills Ward
2. No - South Ward
3. Don't know

FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"

IF 3 IN Q99IF ABORT "WARD UNKNOWN"

GO Q3JP

Q99PG

"To help us determine which Ward you are in, can you tell me whether your house is located between the boundaries of these roads? Is your house..."

1. Between Ryans road, Port Wakefield, Whites road, Kings road and the Salisbury Highway - Levels
2. Between Salisbury Highway and Parafield Airport - Para
3. Between Whites road, Port Wakefield road and Little Para River - West
4. None of these / do not know

FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"

IF 4 IN Q99PG ABORT "WARD UNKNOWN"

GO Q3JP

Q99PARA

"To help us determine which Ward you are in, can you tell me whether your house is located between the boundaries of these roads? Is your house..."

1. Between Little Para River, Bolivar road, Waterloo Corner road and Burton road - North
2. Between Whites road, Burton road and Port Wakefield road - West
3. Between Whites road, Burton road and Little Para River - Para
4. None of these / do not know

FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"

IF 4 IN Q99PARA ABORT "WARD UNKNOWN"

GO Q3JP

Q99PKA

"To help us determine which Ward you are in, can you tell me whether your house is located within the boundaries of Montague road, Bridge road, Main North road and Maxwell road?"

1. Yes - Hills Ward
2. No - Levels Ward
3. Don't know

FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"

IF 3 IN Q99PKA ABORT "WARD UNKNOWN"

Q3JP

=0

Q3. HOW LONG LIVED IN SALISBURY COUNCIL

"Q3 How long have you lived in Salisbury Council area?"

1. Less than one year
2. 1 to less than 3 years
3. 3 to less than 5 years
4. 5 to less than 10 years
5. 10 to less than 15 years
6. 15 to less than 20 years
7. 20 years or more

Q4. WHAT ATTRACTED YOU TO SALISBURY COUNCIL

"Q4 Thinking about when you moved into the Salisbury Council area, what attracted you to living in the area?"

MR

1. Availability of housing
2. Availability of services
3. Cost of housing
4. Employment opportunities

5. Location
6. Schools
7. Shopping centres
8. Other (SPECIFY Q401)
12. Family/friends live in area
13. Retirement Village
-
9. Don't know / not sure
10. Nothing
11. Had no choice

GO Q5

Q401 OTHER

Q5. CITY OF SALISBURY'S STRENGTHS

"Q5 What do you consider to be the City of Salisbury's strengths?"

MR

1. Availability of housing
2. Availability of services
3. Cost of housing
4. Employment opportunities
5. Location
6. Schools
7. Shopping centres
8. Other (SPECIFY Q501)
-
9. Don't know / not sure

GO Q6G

Q501 OTHER

Q6G COMMUNITY ASPECTS

RND

1. I can get help from family, friends and neighbours when I need it
2. I feel that I am part of my local community
3. I feel that I live in a pleasant environment in terms of planning, open space and lack of pollution
4. I feel that people in my neighbourhood can be trusted
5. I like living in my local community
6. I regularly volunteer my time
7. My neighbours are friendly and willing to help others
8. I have access to information, services and activities that support my health and wellbeing

FOR EACH

Q6. SCALE

"Q6 Please rate, on a scale of 0-10, where 0 is strongly disagree and 10 is strongly agree, your level of agreement with the following statements... _ D FOR DON'T KNOW _

[Q6G]"
NUM 0-10, D

Q7. FEEL SAFE IN SALISBURY COUNCIL AREA

"Q7 Using a scale of 0-10, with 0 being very unsafe, and 10 being very safe, how safe do you feel in the Salisbury Council area?"

NUM 0-10, D

IF NOT 0-5 IN Q7 GO Q10G

Q8. WHY FEEL UNSAFE

"Q8 Is there a particular location within the Salisbury City Council area where you feel unsafe?"

MR

1. Interchange
2. Out in the street / on the road
3. Parabanks
4. Paralowie
5. Parks and Reserves e.g.: Pitman Park, Murrell Reserve
6. Salisbury
7. Salisbury North
8. Salisbury Centre
9. Shopping Centres/ Car parks
10. Train station
11. Everywhere, all areas
12. Other (SPECIFY Q801)
-
13. No / Can't think of any

GO Q9

Q801 OTHER

Q9. WHY FEEL UNSAFE

"Q9 Is there a particular reason why you feel unsafe?"

MR

1. Cultural tensions / ethnic groups - SPECIFY (specify Q901)
2. Drug and alcohol problems
3. Have been a victim of crime
4. Home invasions / break ins
5. Hoons, gangs, Youths loitering - SPECIFY (specify Q902)
6. Lack of policing / non attendance of police / lack of action and protection
7. Vandalism and violence by youth
8. Crime - muggings/assualts/shootings
9. Other (SPECIFY Q903)
-

10. No / Can't think of any

GO Q10G

Q901 CULTURAL TENSION OTHER

Q902 HOONS/GANGS OTHER

Q903 OTHER

Q10G HOW OFTEN INVOLVED IN COMMUNITY ACTIVITIES

RND

1. Attend community events such as fetes, festivals and school concerts
2. Attend local Council events such as Matsuri and the Salisbury Writers Festival
3. Attend local recreation centres
4. Attend neighbourhood centres
5. Attend organised sport, church or community groups
6. Visit Council Libraries
7. Visit senior centres

FOR EACH

Q10. HOW OFTEN

"Q10 The next few questions are about community activities and community involvement. How often are you involved in the following community activities? READ OUT

Q10G"

1. Daily / most days
2. 2-3 times a week
3. Once a week
4. 2-3 times a month
5. About once a month
6. Every 2-3 months
7. Once or twice a year
8. Less often
9. Never

Q11. CONTACT WITH STAFF OR ELECTED MEMBERS

"Q11 Within the last 12 months, have you personally had any contact with .. READ OUT 1-2"

MR

1. Council staff
2. Elected members

3. No - contact with neither

IF NOT 1 IN Q11 GO Q12JP

Q12G CONTACT WITH COUNCIL STAFF

1. The general courtesy of Council staff
2. The general effectiveness of Council staff
3. Staffs responsiveness to complaints

FOR EACH

Q12. SCALE

"Q12 Now thinking specifically about the contact with Council staff, and using a scale with 0 being extremely unsatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with... _USE D IF DON'T KNOW OR NOT APPLICABLE_"

[Q12G]"
NUM 0-10, D

Q12JP
=0

IF NOT 2 IN Q11 GO Q14

Q13G CONTACT WITH ELECTED MEMBERS

1. The general courtesy of Elected members
2. The general effectiveness of Elected members
3. Elected members responsiveness to complaints
4. Accessibility and visibility of Elected members

FOR EACH

Q13. SCALE

"Q13 Now thinking specifically about the contact with Elected Members, and using a scale of 0-10, 0 being extremely unsatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with.._USE D IF DON'T KNOW OR NOT APPLICABLE_"

[Q13G]"
NUM 0-10, D

Q14. OVERALL SAT QUALITY OF LIFE

"Q14 Overall, how satisfied are you with the quality of life in the Salisbury Council area? Using the same 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied. _USE D FOR DON'T KNOW"

NUM 0-10, D

Q15G SAT WITH QUALITY OF LIFE

RND

1. A range of community groups and sports clubs
2. Access to parks and reserves
3. Access to streets and walkways
4. Access to good shopping opportunities

5. Affordable housing
6. Childcare
7. Development of job opportunities in the Salisbury area
8. Having a diverse community
9. Having a sense of community
10. Managing the local environment sustainably
11. Parks and reserves, walkways or trails
12. Provision of recreation and community facilities
13. Recreational areas
14. Schools
15. Streets, verges, footpaths and general cleanliness of streets
16. Traffic flow
17. Availability of public transport

FOR EACH

Q15. SCALE

"Q15 Thinking about the quality of life where you live, on a scale of 0 to 10, where 0 is extremely dissatisfied and 10 is extremely satisfied, please rate your level of satisfaction or dissatisfaction with the following. _D FOR DON'T KNOW_"

[Q15G]"
NUM 0-10, D

Q16. HOW IMPROVE QUALITY OF LIFE

"Q16 In what ways, if any, do you think the quality of life in the Salisbury Council area could be improved?"

MR

1. Better streets (verges, footpaths and general cleanliness)
2. Beautification / better streetscape / better tree selections
3. Better parks and reserves
4. Better playgrounds
5. Better public transport
6. Improve traffic flow / congestion
7. Hard rubbish collection
8. Housing - improve quality, affordability
9. Improve roadways
10. Lighting improvement needed
11. More job opportunities
12. More things to do - recreation services, youth activities
13. Policing - less crime / make safer / control undesirables
14. More or better range of shopping centres / shops
18. Lower rates
19. Cut back overgrown trees
20. Graffiti - faster removal / better management
21. Better communication and consultation / listen more / give more info
22. More services for the elderly/disabled
23. Improve/add parking

24. Improve/clean up shopping ctrs/buildings/industrial areas
25. Improve/add sporting facilities
26. Provide bins/clean up rubbish in public areas
27. Improve/add bike tracks/lanes
15. Other (SPECIFY Q1601)
-
16. Don't know
17. OK as is, can't be improved.

GO Q17G

Q1601 OTHER

Q17G LEVEL OF SAT.

1. General rubbish collection
2. Hard waste collection
3. Green waste collection
4. Library services
5. Community Centres
6. Recreation Centres
7. Parks and Reserves maintenance
8. Recycling services
9. Road maintenance
10. Footpath maintenance
11. Services for the aged
12. Services for the youth
13. Water recycling
14. Arts and cultural programs and events
15. Dog parks
16. Health services
17. Services for the disabled
18. Planning and Building
19. Economic Development

FOR EACH

Q17. RATING

"Q17 I am going to read out a list of services delivered by the City of Salisbury, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied, and I'd like you to say how satisfied or dissatisfied you are in each of the following areas. _ USE D FOR DON'T KNOW_"

[Q17G]"
NUM 0-10, D

Q18 MOST IMPORT SERVICES

"Q18 Of these services which is the most important to you?"

1. General rubbish collection
2. Hard waste collection
3. Green waste collection
4. Library services
5. Community Centres
6. Recreation Centres
7. Parks and Reserves maintenance
8. Recycling services
9. Road maintenance
10. Footpath maintenance
11. Services for the aged
12. Services for youth
13. Water recycling
14. Arts and cultural programs and events
15. Dog parks
16. Health services
17. Services for the disabled
18. Planning and Building
19. Economic Development

Q19 NEXT MOST IMPORTANT SERVICE

"Q19 Of these services which is the next most important to you?"

SEE Q18

NOT Q18

Q20 THIRD MOST IMPORTANT SERVICE

"Q20 Of these services which is the third most important to you?"

SEE Q18

NOT Q18

NOT Q19

Q21G CORE COUNCIL SERVICES GRID

1. General rubbish collection
2. Hard waste collection
3. Green waste collection
4. Library services
5. Community Centres
6. Recreation Centres
7. Parks and Reserves maintenance
8. Recycling services
9. Road maintenance
10. Footpath maintenance
11. Services for the aged
12. Services for youth
13. Water recycling
14. Arts and cultural programs and events
15. Dog parks
16. Health services
17. Services for the disabled

- 18. Community buses
- 19. Transport services
- 20. Planning and Building
- 21. Economic Development

FOR EACH Q21DUM

Q21 CORE COUNCIL SERVICES

"Q21 Of the following services which do you believe should be a core Council service? _If no, ask 'Who do you think should be responsible for their delivery?'_"

[Q21G]"

- 1. Yes - Council service
- 2. No - specify 'who' (specify Q2101)

GO Q21DUM

Q2101 OTHER PERSON RESPONSIBLE

Q21DUM

=0

Q22 OTHER SERVICES COUNCIL SHOULD DELIVER

"Q22 Are there any other services you believe Council should deliver that they currently do not?"

- 1. Yes (specify Q2201)
- 2. No
- 3. Don't know

GO Q23JP

Q2201 OTHER SERVICES

Q23JP

=0

IF 2-3 IN Q22 SKIP Q24

Q23 PAY HIGHER RATES

"Q23 Would you be prepared to pay higher rates for Council to deliver this service/these services?"

- 1. Yes
- 2. No
- 3. Don't know

Q24 HIGHER RATES FOR SERVICES TO HEALTH/AGEING

"Q24 You may be aware that recent federal and state budget cuts have impacted on the delivery of a number of services in the health and ageing sector. Would you be prepared to pay higher rates for Council to deliver these services?"

1. Yes
2. No
3. Don't know

Q25. WAYS IN WHICH COUNCIL COMMUNICATES

"Q25 The next few questions are about the Council's communication with residents. In which ways does Council keep you informed about events, services etc in the Council area?"

MR

1. E-mail
2. Mail/Letterbox drop
3. Messenger newspaper advertising
4. Adelaide Review advertising
5. Salisbury Aware Magazine (distributed 3x/yr)
6. Website
7. Library/Community Centre/Recreation Centre
8. Facebook
9. Twitter
10. Other social media sites
11. Brochures/flyers/other publications
12. At Council events
13. The free City of Salisbury calendar
14. Roadside banners
15. Council presentations at schools or public venues/events
16. Other (specify Q2501)

17. Don't know / not sure

GO Q26

Q2501 OTHER

Q26 OTHER WAYS TO COMMUNICATE

"Q26 Are there any other ways you would like the City of Salisbury to communicate with you?"

1. Yes - SPECIFY (specify Q2601)
2. No
3. Don't know

GO Q27

Q2601 OTHER COMMUNICATION

Q27 OVERALL SAT WITH CITY OF SALISBURY

"Q27 Using a scale of 0-10, with 0 being extremely dissatisfied and 10 being extremely satisfied, how satisfied or dissatisfied are you with the service delivered by Salisbury Council OVERALL? _D FOR DON'T KNOW_"

NUM 0-10, D

IF NOT 1-5 IN Q27 SKIP Q29

Q28. WHY NOT SAT WITH OVERALL SERVICE

"Q28 Why are you not satisfied with the service delivered by Salisbury Council?"

MR

1. Not enough communication / lack of consultation / information
2. Recieve little/no service from Council
3. Lack of street/verge maintenance/cleaning
4. Ignore queries/requests for maintenance
5. Other reason (SPECIFY Q2801)

6. Don't know / not sure

GO Q29

Q2801 OTHER REASON DISSAT

Q29 PERCEPTIONS OF AFFORDABILITY

"Q29 Compared to other areas across Adelaide, how affordable would you say it is to rent or buy housing in the Salisbury Council area? Please use a 0-10 scale where 0 means it is much less affordable, or more expensive, and 10 means it is much more affordable, or cheaper, than the rest of Adelaide. _D FOR DON'T KNOW_"

NUM 0-10, D

Q30. CURRENT TENANCY

"Q30 Which of the following best describes your current circumstances. Do you...? _READ OUT 1-5_"

1. Rent your home
2. Own your home outright
3. Own your home with a mortgage
4. Live at home or board with friends or family who rent their home
5. Live at home or board with friends of family who own or are buying their home
6. Live in a retirement or lifestyle village
7. Other
8. Refused

Q31. HOW DO YOU DESCRIBE YOUR OCCUPATION?

"Q31 How do you describe your occupation? _IF NECESSARY, MAKE A NOTE AND CHECK LIST FOR CORRECT CODE_"

1. Manager / administrator
2. Professional
3. Associate professional
4. Tradesperson / related worker
5. Advanced clerical, sales & service worker
6. Intermediate clerical, sales & service worker
7. Intermediate production and transport worker

8. Elementary clerical, sales & service worker
9. Labourer / related worker

Q32. EDUCATION

"Q32 Which of the following best describes the highest education level you have completed? _READ OUT 1-7_"

1. Still at school
2. Left school aged 15 years or less
3. Left school after age 15
4. Left school after age 15 but still studying
5. Trade/Apprenticeship
6. Certificate/Diploma
7. Bachelor degree or higher
8. Refused

Q33. HOW OFTEN USE NET

"Q33 How often do you use the internet? _READ OUT_"

1. Daily / most days
2. 2-3 times a week
3. Once a week
4. Once a fortnight
5. 2-3 times a month
6. Once a month
7. Once every few months
8. Less often / never

Q34. GENDER.

"Q34 _Record gender (do not ask unless can't tell)_"

1. Male
2. Female

Q35. YOB

"Q35 What year were you born? _RECORD NUMBER, D IF REFUSED_"
NUM 1900-1999, D

Q36. HOUSEHOLD GROSS INCOME

"Q36 Which of the following ranges best describes your household's gross income? _READ OUT 1-7_"

1. Less than \$25,000 per annum
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 to less than \$150,000
6. \$150,000 to less than \$200,000
7. \$200,000 or more
8. Don't know
9. Refused

Q37. CLOSE

"Q37 That concludes the survey. On behalf of the City of Salisbury and Harrison Research, thank you for your time."

BLANK

Q38. ISO 20252

"Q38 By pressing enter at this screen, I certify that this is a true, accurate and complete interview, conducted in accordance with the ISO 20252 standards and the AMSRS Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."

BLANK