



Community Perceptions Survey 2016

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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 2014.

The key objectives of the research 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 landline and mobile phone listing. The survey was conducted using Computer Aided Telephone Interviewing (CATI), between the 18th of August and the 1st of September 2016.. All interviews were conducted by Harrison Research's experienced interviewers in accordance with the Market and Social Research Privacy Principles (M&SRPPs) and Harrison Research's ISO 20252 accredited processes. The average length of the survey was just under 20 minutes.

The survey instrument was largely consistent with previous years, with the exception of some minor alterations and additional questions requested by City of Salisbury, these are noted where relevant (for full questionnaire see Appendix A2).

Attaining an adequate (i.e. statistically sound) sample of younger respondents proved to be particularly difficult in 2016. This is primarily due to a large increase in non-listed mobile phone only persons and households in recent years and secondly due to the general disinclination of younger respondents to participate in phone surveys. Therefore, in order to achieve a suitable sample of younger residents the introduction was altered in 2016 to target those in the household under the age of 45 in the first instance. It is recommended that quotas be implemented in the survey in future to ensure an adequate sample of younger respondents is attained.

The target sample of n=600 was achieved, with the sample randomly selected across the eight Wards. Based on the estimated total population of the City of Salisbury area, a sample of this size offers a margin of error of $\pm 3.99\%$ to 95% confidence at the total sample level. Note that the sample size reflects a decrease compared with earlier surveys (down from n=800 in 2011, 2009 and 2008).

Upon completion of the fieldwork, the raw data was weighted by gender and age to ensure that the sample is in line with population distribution across the City of Salisbury Council area (using ABS 2011 Census population data for the Salisbury Local Government Area). Unweighted versus weighted number and proportions can be found in Appendix A1: Demographics.

Analysis has been undertaken to highlight statistically significant differences between key demographic subgroups in 2016 and also to compare the current results against the outcomes of the previous two surveys in order to highlight any significant variations or trends over time.

2. EXECUTIVE SUMMARY

2.1 Perceptions of Salisbury

The vast majority of those surveyed had been residing in the Salisbury area for 10 years or more (73%, 43% for 20 years or more), while only a small proportion had moved in to the area within the last 5 years (10%, non-significantly lower than 13% in 2014).

The most common reason for moving to the Salisbury area among newcomers was the location (53%). Family and friends living in the area, the cost of housing and the availability of housing were the second, third and fourth most common reasons (17%, 25% and 25%, respectively). When it came to identifying strengths of the City, the most common strength mentioned was the location/proximity to the CBD (24%), this was followed by the availability of services (16%), the shopping centres (16%) and the cost of housing (13%).

Agreement with statements regarding the community and community feel was relatively high overall, especially for 'I like living in my local community' and 'I can get help from family, friends and neighbours when I need it' (both with average agreement scores of 7.9 out of a possible 10). As in previous years, "I regularly volunteer my time" attained the lowest agreement, albeit with a significant increase compared to 2012-2014 (3.4, up from 3.1 in the last two monitors). This finding suggests that there has been an increase in residents engaging in volunteering activities within the last two years.

2.2 Community Safety

Respondents feel reasonably safe within the community, with an average safety score of 7.1 out of 10 (significantly higher than 6.7 in 2012). In a very consistent finding over time, those aged over 65 felt the safest with a mean score of 7.6.

When respondents who reported lower feelings of safety were asked where they felt unsafe, train stations continued to be the most common area mentioned (18%). However, the proportion of residents supplying this answer continues to decrease from a high of 31% in 2012). Mentions of feeling unsafe at the interchange have similarly decreased, from 22% in 2012 to just 6% in 2016. The other most common locations where residents felt unsafe in 2016 were Salisbury North (15%), followed by "everywhere, all areas" (14%) and "out in the street/on the road" (13%).

When these same respondents were asked the reasons they felt unsafe the top responses were "hoons, gangs, youths loitering", "drug and alcohol problems" (both 27%), "home invasions/break-ins" (25%) and "crime/mugging/assaults/shootings" (20%).

2.3 Community Involvement

Council libraries and community events such as fetes festivals and school concerts had the highest reported attendance or engagement across the respondents (when disregarded frequency of visitation). The most frequently attended community oriented activities or facilities were "organised sport, church or community groups" (27% attend once a week or more often) and "local recreation centres (16% once a week or more often). As in previous years, the activities/facilities which drew the least involvement were "senior centres" and "local Council events such as Matsuri and Salisbury Writers Festival".

2.4 Contact with Council Staff or Elected Members/Councillors

In the past 12 months just over one quarter of residents surveyed had contact with a Council staff member, while 5% had had contact with an Elected Member/Councillor. Contact rates with Council staff did not differ significantly from 2014 figures, but a lower proportion had made contact with Elected Members in 2016 compared to 2014.

Almost half of those who had contact with Council staff did so in order to make a service request (47%), one quarter (26%) were contacting Council to make a payment i.e. rates or dog registration and just under one in five (18%) were requesting information about a development or other Council project.

Consistent with previous surveys, residents who had made contact with Council staff displayed a high level of satisfaction with staff's general courtesy (average score of 8 out of 10) and moderate levels of satisfaction with the staff's general effectiveness of Council staff (7.1) and responsiveness to complaints (6.7). Satisfaction with each of these aspects was higher than 2014 but largely on par with 2012.

From highest to lowest levels of mean satisfaction, interactions with Elected Members/Councillors were as follows:

- The general courtesy of the Elected Member/Councillor (7.7, up from 7.3 in 2014)
- The accessibility and visibility of the Elected Member/Councillor (7.6, a large increase from an average satisfaction rating of 5.8 in 2014)
- The general effectiveness of Elected Members/Councillors (6.9, up from 6.4 in 2014 but on par with 2012)
- The Elected Members/Councillors responsiveness to complaints (6.4, unchanged from 2014, reinforcing a significant decrease in satisfaction compared to 7.2 in 2012)

2.5 Quality of Life in the City of Salisbury Area

the highest mean satisfaction scores were attained for access to parks and reserves and access to good shopping opportunities, both with mean scores of 7.8 out of 10. Other aspects which received higher satisfaction scores on average included; schools (7.7), availability of public transport (7.6), having a diverse community (7.5) and a range of community groups/sports clubs (also 7.5).

When residents were asked to think about the quality of life where they live and rate their level of satisfaction with a number of elements almost all elements received satisfactory scores (an average satisfaction rating of 7 or more out of 10). The elements respondents were most satisfied with in 2016 were; access to parks and reserves, good shopping opportunities, schools, availability of public transport and having a diverse community.

Respondents rated their overall quality of life at 7.5, significantly higher than 7.3 achieved in 2014, but still lower than 7.7 in 2012. The two main suggestions to improve the quality of life were in line with 2014; improve streets (including verges footpaths and general cleanliness) and beautification (including better streetscapes, tree selections).

2.6 Perceptions of and Satisfaction with Council Services

When asked to rate their level of satisfaction with twenty services delivered by Council, four services received above optimal satisfaction scores, these were:

- General rubbish collection and services (8.5, significantly increasing from 8.3 in 2014)
- Library services (8.3)
- Green waste collection and services (8.3) and
- Recycling collection and services (8.3, significantly increasing from 8.0 in 2014)

Although all remaining services assessed received positive mean satisfaction scores (i.e. above >5, or neutral), six received good mean satisfaction scores (between 7 and 8) while the remainder scored below the optimal level (scoring less than 7 out of 10 on average). The services with the lowest satisfaction were economic development (5.7), verge cutting (6.0), footpath maintenance (6.1) and services for the youth (6.6).

A correlation was undertaken between quality of life elements and overall quality of life, providing a measure of derived importance for each element. “Having a sense of community” and “streets, verges, footpaths/general cleanliness” were identified as the third and fifth most important quality of life elements respectively, given that residents were not as satisfied with these elements (rated at 6.6 and 6.4 for satisfaction, respectively) they are marked as priorities for resource allocation. In other words, the results suggest that there is room to improve these elements and improvements would likely have a strong positive impact on overall quality of life satisfaction.

When asked what they consider to be the first, second and third most important services out of the twenty being assessed, road maintenance received the highest mention, with a total of 36% of respondents mentioning the service as either their first, second or third most important service. In terms of the single most important service as identified by residents, one in six (16%) named health service. Other which were commonly mentioned as being the most important to residents were road maintenance (15%), parks/reserves maintenance (12%), general rubbish collection/services (12%) and economic development (11%).

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 17 of the 20 services named. Health services were the largest exception, with 35% of respondents indicating health services should be delivered by an organisational body other than Council.

When asked if there were any other services they would like Council to perform one in ten residents (10%) 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 current delivery of service. The main themes identified were aged and disability services, general maintenance and rubbish collection.

2.7 Communication from Council

Nearly 9 out of 10 respondents (89%) were able to name at least one method in which Council informs residents about events and services. The main modes of communication recalled by residents were mail/letter box drops (53%, up from 44% in 2014), the Messenger newspaper (33%) and the Salisbury Aware magazine (28%).

The majority of respondents were satisfied with the way Council communicates with three quarters indicating there were no other ways in which they would like Council to communicate with them (74%, up from 64% in 2014). Communications via email and via letter box drop were the most commonly requested ways for Council to communicate (8% and 6% of the total sample respectively requesting these methods). When it came to residents preferred way of contacting Council, half (47%) prefer to contact Council via phone, 31% prefer to make contact in person and 17% prefer to make contact over the internet.

2.8 Housing and Affordability

In 2016, 38% of respondents indicated that they own their home with a mortgage (38%, down from 42% in 2014 and 2012) and a further 31% own their own home outright. One in ten respondents (10%) rent their home, a significantly lower proportion than 14% of the sample in 2014. The remainder live or board with friends or family that own or rent their home (19% in total, up from 10% in 2014) or live in a retirement village (just 1%).

Compared to other areas across Adelaide, Salisbury Council area is perceived to be reasonably affordable with a mean score of 7.0 out of 10. However, this result marks a significant decrease in perceptions of affordability, which achieved a mean score of 7.3 in 2014 and 7.2 in 2012.

2.9 Overall Satisfaction with Council

Satisfaction with the overall service delivered by Salisbury Council remained high (mean score of 7.4, as in 2014 and 2012). Females, older respondents and those residing in the North, South and East wards tended to give higher satisfaction ratings.

In 2016, 70 respondents indicated they were not satisfied, representing 12% of the total sample (a slight increase from 9% in 2014). The most common reason for their dissatisfaction given by these residents was "receive little or no service from Council" (64%, a considerable increase on 17% in 2014). Other common reasons for dissatisfaction included; lack of street/verge maintenance/cleaning (42%, on par with previous monitors), Ignore queries/requests for maintenance (39%, up from 23% in 2014) and not enough communication/lack of consultation/information (32%, up from 21% in 2014).

Four services were identified as having an elevated influence on overall satisfaction with Council in 2016, these being: services for the aged, economic development, services for the disabled and services for the youth. However economic development, planning and building and verge cutting were earmarked for as the areas where service improvement would likely produce the largest increase in satisfaction with Council across the community as a whole.

3. PRINCIPAL FINDINGS

3.1 Perceptions of Salisbury Council Area

3.1.1 Duration of Residence in Salisbury Council Area

Respondents were firstly asked how long they had been residing in the Salisbury Council area. As in previous years, the vast majority of those surveyed had been residing in the area for more than 10 years (73% of the total sample), while only a small proportion had moved to the area within the last 5 years (10%, non-significantly lower than 13% in 2014).

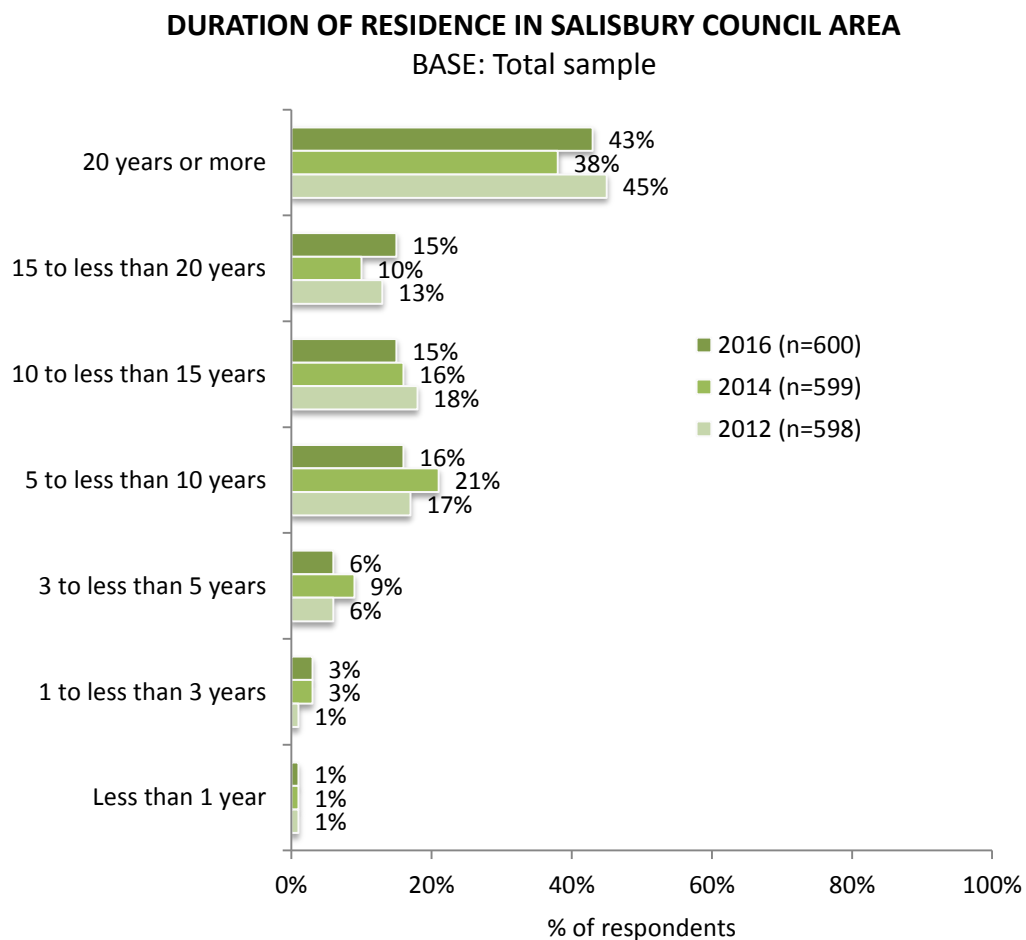


Fig.1: How long lived in Salisbury area

As would be expected, those who had been living in the Salisbury Council area for 20 years or more were more likely to be home owners (69%) aged 55-64 (67%) and 65+ (75%). The newer residents, i.e. those who had been residing in the area for less than 5 years were significantly more likely to be aged 15-34 (18%), renting (27%) and located in the Central ward (25%).

3.1.2 Attractants for New Residents

Respondents who had lived in the Salisbury Council area for less than 5 years (n=61 in 2016) were asked what attracted them to move to the area. As seen in the following chart, responses received in 2016 were significantly varied from previous monitors in a number of ways.

In previous monitors the most common response tended to be “the cost of housing” (63% in 2014) the proportion of respondents who named the cost of housing as an attractant more than halved, significantly decreasing to 25%. Mention of the availability of housing appeared to have slightly increased, however this difference was not statistically significant.

The main attractant to moving to the area identified in 2016 was instead “the location”, which displayed a very large significant increase from just 5% in 2014 to 53% in 2016. Being attracted to the area due to family and/or friends in the area remained in place as the second most common response, although its mention decreased significantly to 27% (down from 43% in 2014).

Of note, the proportion of newer residents stating they were attracted to the area because of its schools displayed a six fold increase (from 4% in 2014 to 24% in 2016), while proportions citing employment opportunities and availability of services have shown steady decreases over the last three monitors.

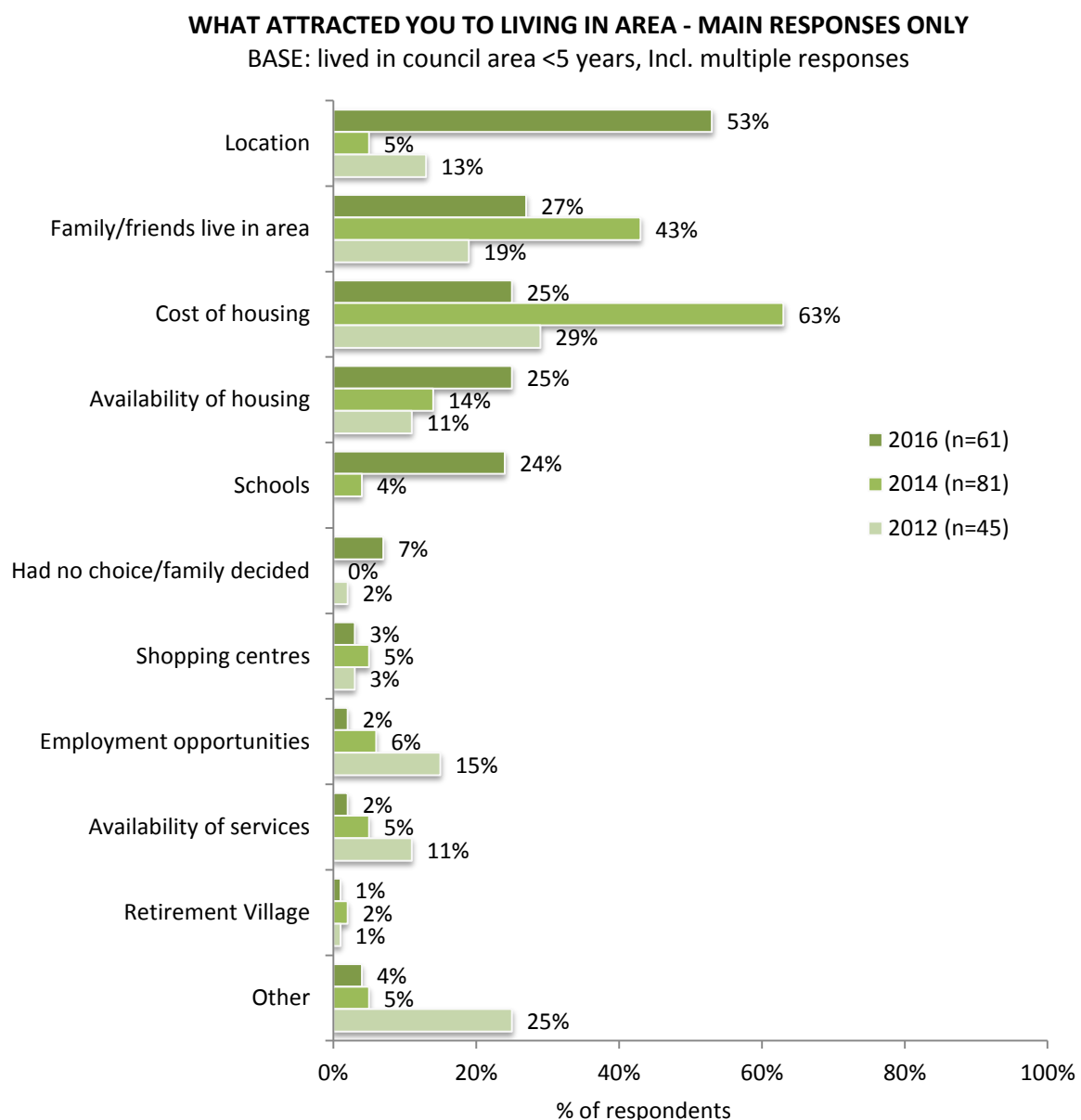


Fig.2: Attractants to living in Salisbury area

Results were consistent across the socio-demographic subgroups identified.

3.1.3 City of Salisbury's Strengths

When all respondents were asked what they thought the City of Salisbury's strengths were, the most commonly identified was the location/proximity to the CBD/central, which has shown a steady increase over the last few monitors (from 14% in 2012 to 24% in 2016).

The availability of services in the area and shopping centres were the next most common responses (both 16%), followed by the cost of housing (13%, doubling from 6% in 2014). Mentions of the area's community feel/nice atmosphere and environmental initiatives have shown a steady decrease over the last three monitors.

Around one third (33%) were unable to name a strength, instead stating that they did not know or were unsure, a proportion similar to previous monitors.

CITY OF SALISBURY'S STRENGTHS - MAIN RESPONSES

BASE: total sample, includes multiple responses

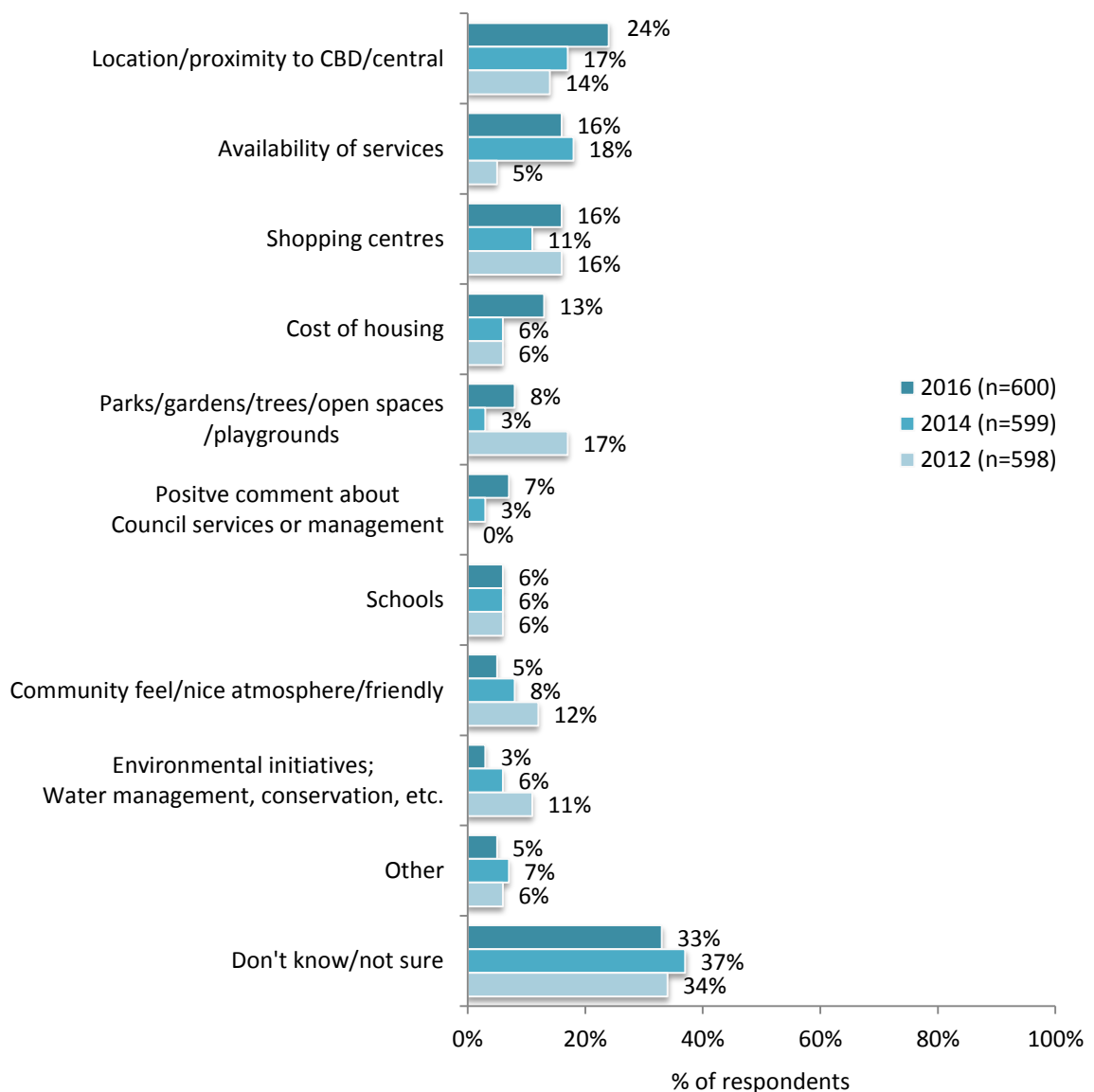


Fig.3: City of Salisbury's strengths

Respondents those aged 65 and over were more likely to identify the availability of services as a strength (29% vs 16% of the total sample).

3.1.4 Positive Community Experiences

Using a 0-10 scale, respondents were asked to rate their agreement with eight statements relating to their experience within the community, with 0 being strongly disagree and 10 being strongly agree.

As seen in the chart below, results have remained largely unchanged over time, the statements “I like living in my local community” and “I can get help from family, friends and neighbours when I need it” continued to receive exceptionally high levels agreement (both with a mean of 7.9 out of 10 in 2016).

The level of agreement with “I regularly volunteer my time” remains the lowest, albeit with a significant increase compared to previous years (3.4 up from 3.1 in the last two monitors). This finding suggests a likely increase in residents engaging in volunteering activities within the last two years.

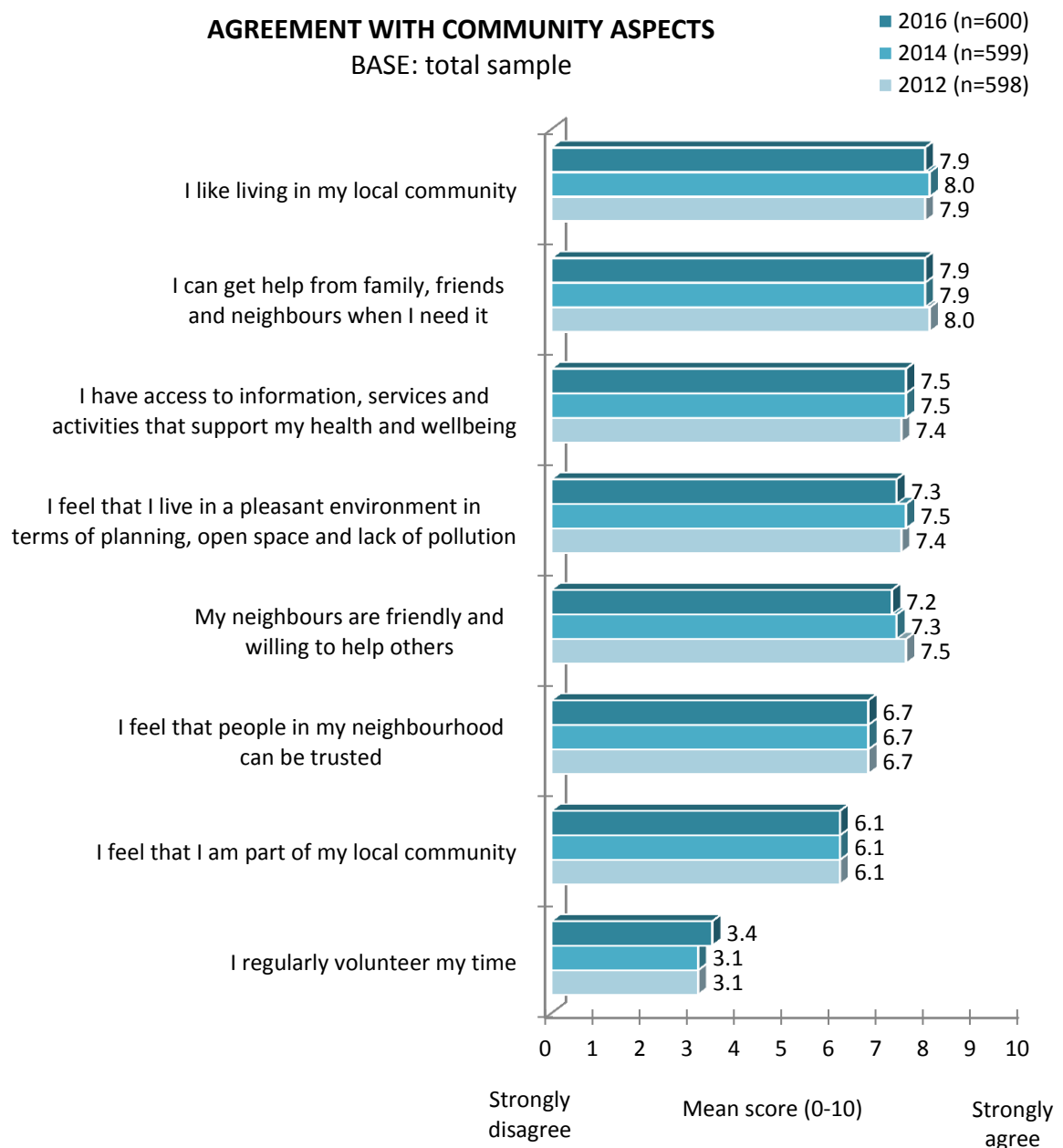


Fig.4: Agreement with community aspects

Compared with other age cohorts, residents aged 65 and over continued to display higher levels of agreement across all statements.

In 2016, residents of the South ward tended to display higher levels of agreement with most statements, while residents of the Para ward tended to display less agreement with most statements.

3.2 Community Safety

3.2.1 Feel Safe or Unsafe

Respondents were next 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 7.1 out of 10, on par with 2014 but significantly higher than 6.7 out of 10 achieved in 2012. Residents of the South and East wards gave significantly higher mean scores compared to the total sample (8.0 and 7.6, respectively). No other wards displayed a significant difference.

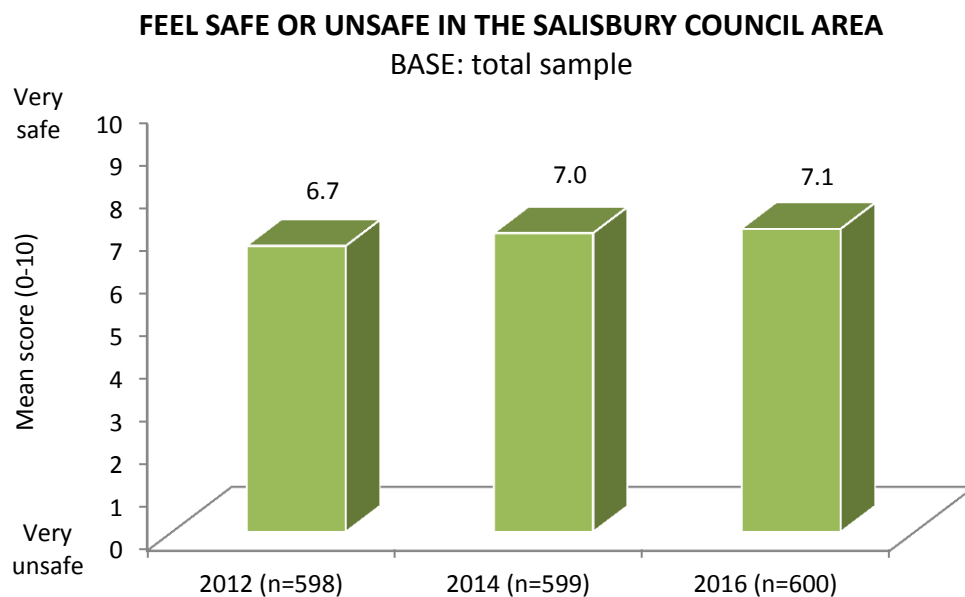


Fig.5: Perceptions of safety in Salisbury Council area

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 7.1 at the total level).

3.2.2 Where Feel Unsafe

Respondents who reported that they feel unsafe (i.e. provided a 0-5 rating out of 10 in the previous question; n=109 in 2016) were asked whether there was a specific location where they felt unsafe.

As previous years the most common response was “train station”, as mentioned by just under one in five respondents in 2016 (18%), however mentions of train stations has decreased significantly since 2012 (31% of response). The second most common response in 2016 was Salisbury North (15%), followed by “everywhere, all areas” (14%) and “out in the street/on the road” (13%). Mentions of the interchange continued to decrease from the high of 22% in 2012 to just 6% in the current monitor.

PARTICULAR LOCATION WHERE FEEL UNSAFE - MAIN RESPONSES ONLY

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

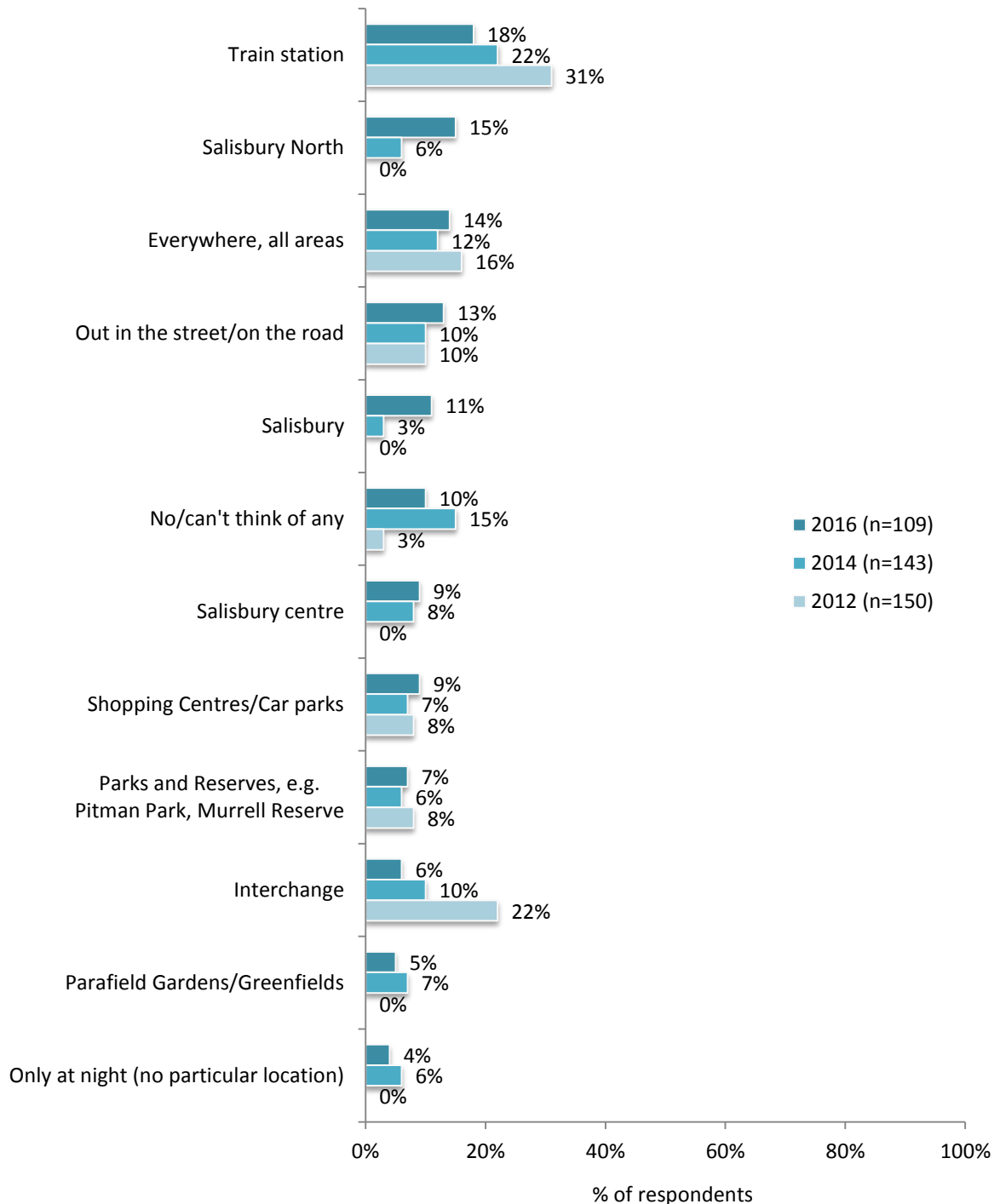


Fig.6: Location where feel unsafe

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. The only exceptions were by gender; males were significantly more likely to state they feel unsafe at train stations (27% males vs. 9% females), while females were more likely to name Salisbury Centre (17% vs. 2% males).

3.2.3 Why Feel Unsafe

The same respondents were asked to provide the reason or reasons why they feel unsafe in the Salisbury area.

In 2016, the top responses were “hoons, gangs, youths loitering” and “drug and alcohol problems” (both 27%), mirroring the result from 2014 and reinforcing the large significant drop in “hoons, gangs, youths loitering” compared to earlier years (47% in 2012 and 51% in 2011). On the other hand, the proportion of respondents citing drug and alcohol problems has steadily increased over the past two monitors to 27% in 2016 (notably males were significantly more likely to provide this response compared to females; 43% males vs. 13% females).

Other common reasons cited included; “home invasions/break-ins” (25%, up from 13% in 2014), “crime – mugging/assaults/shootings” (20%, on par with 2014 but lower than the high of 34% reported in 2012) and vandalism and violence (19%).

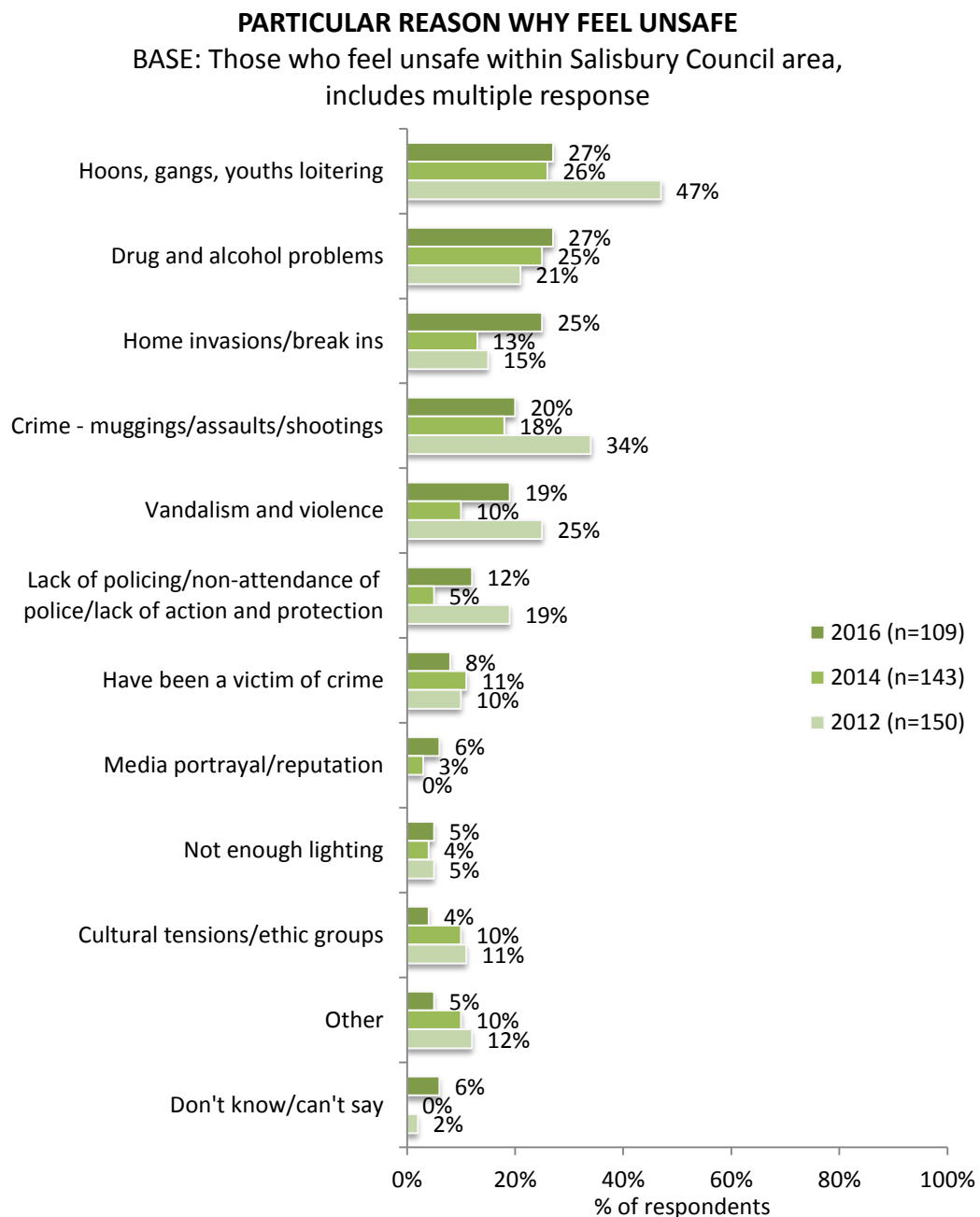


Fig.7: Reason why feel unsafe

3.3 Community Involvement

Respondents were read out a number of community oriented activities/facilities and asked how often, if at all, they visited or attended each.

As can be seen in the chart overleaf, the community events/facilities which gained the most visitation across the respondents (regardless of frequency of visitation), were “community events such as fetes, festivals and school concerts” and “Council libraries”, with around 60% of respondents having attended at any given frequency.

In 2016, the most frequently visited community events/facilities were “organised sport, church or community groups” (27% attend at least once per week or more often) and “local recreation centres” (16% attend at least once per week or more often).

At the other end of the scale, “local Council events such as Matsuri and Salisbury Writers Festival”, “local community or youth centres” and “senior centres”, were the least likely to draw community engagement (76%, 79% and 86% of respondents respectively said they had never attended or visited these events or locations).

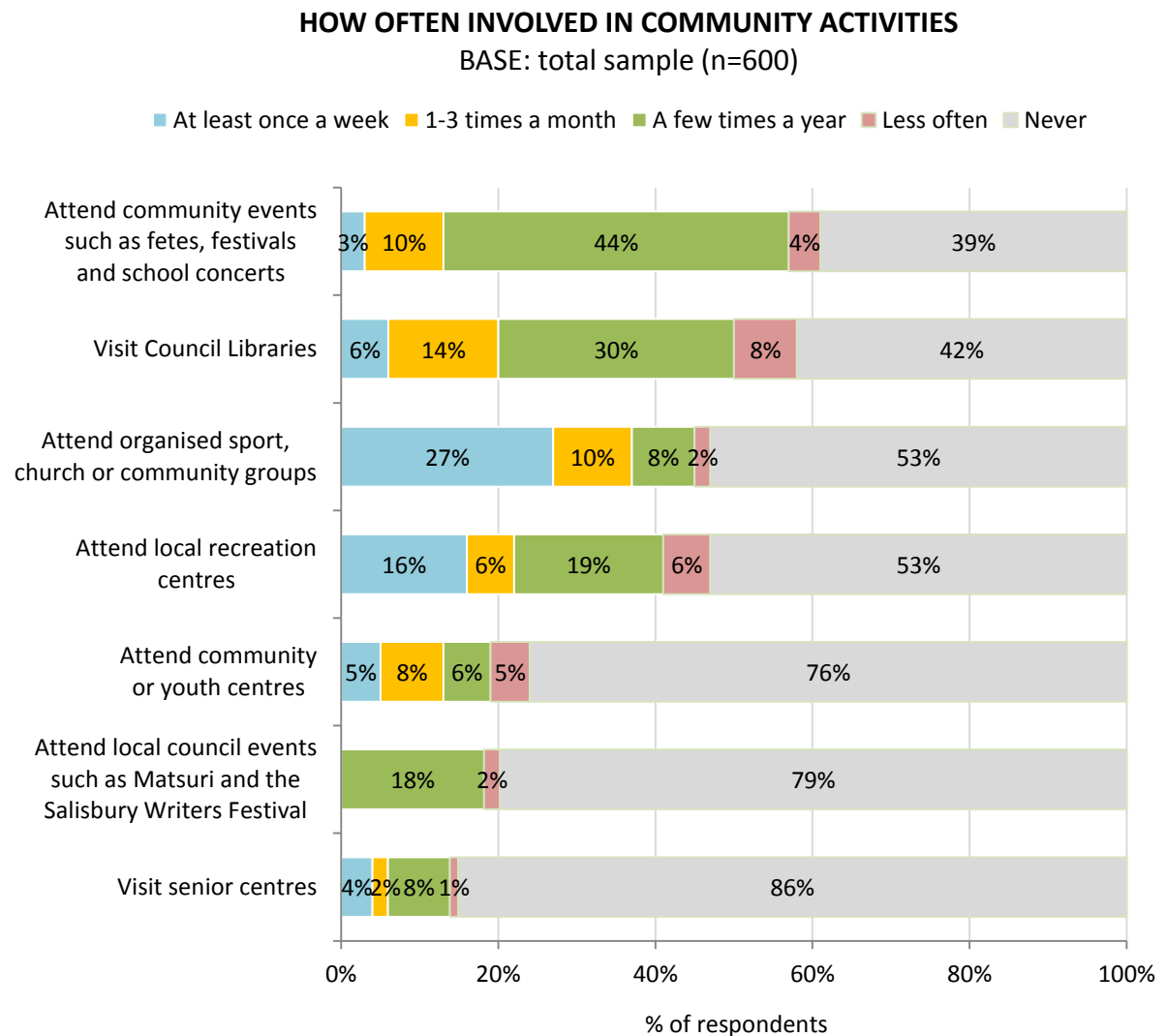


Fig.8: Involvement in community activities

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 Council libraries and senior centres.
- Males were significantly more likely to say they have never visited Council libraries (52% males vs. 32% females), while females were more likely to say they have never visited local recreation centres (59% females vs. 46% males).

3.4 Satisfaction with Council Staff and Elected Members/Councillors

3.4.1 Interactions with Council Staff or Elected Members/Councillors

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

While the majority of residents have not had contact with Council within the last 12 months (70%), just fewer than three in ten respondents (27%) had contact with Council staff (on par with previous years) and 5% had contact with an Elected Member/Councillor (significantly lower than 10% in 2014).

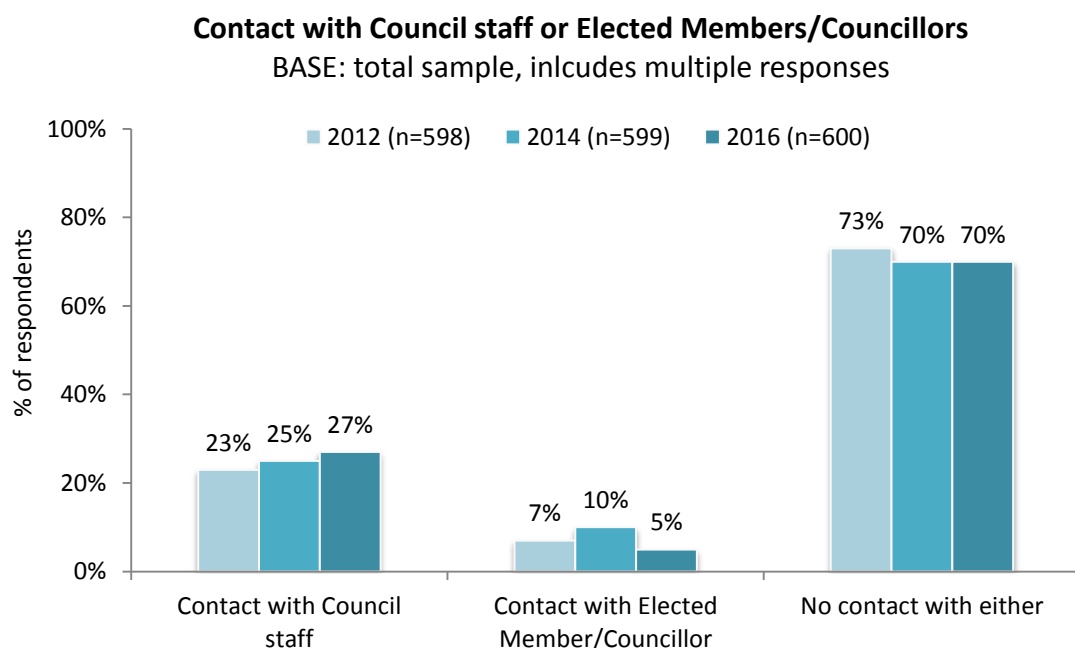


Fig.9: Contact with staff or elected members

Respondents aged 65 and over and residents of the Levels ward were found to be significantly more likely to have had contact with Council staff (33% and 41%, respectively), while those aged 15-34 were significantly less likely (16%).

Males, residents of the West ward and those born overseas were more likely to have had contact with Elected Members/Councillors (8%, 14% and 11% respectively).

3.4.2 Reason for Contacting Council Staff

In a new question introduced in 2016, respondents who had contact with Council staff within the last 12 months (n=160) were asked the purpose of their contact. Almost half of those who had contact with Council staff did so in order to make a service request (47%), one quarter (26%) were contacting Council to make a payment i.e. rates or dog registration and just under one in five (18%) were requesting information about a development or other Council project.

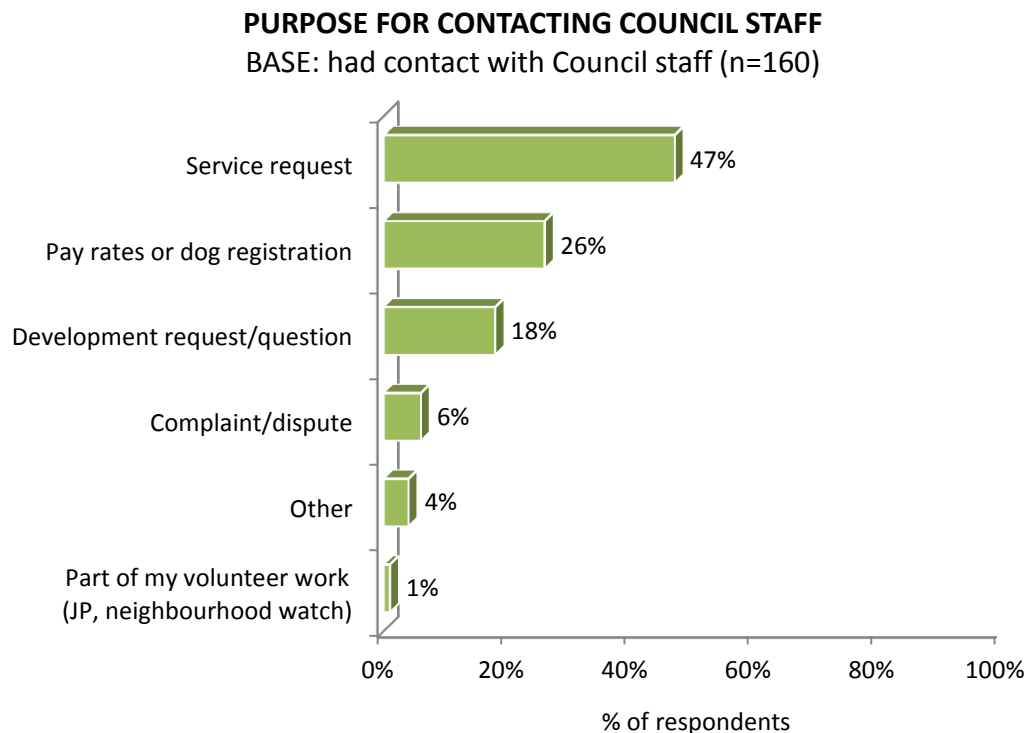


Fig.10: Purpose for contact with Council staff

Respondents who were born overseas and those who own their own home with a mortgage were significantly more likely to have made contact for the purpose of requesting information about a development or other Council project (45% and 31% of these subgroups respectively made contact for this purpose).

3.4.3 Satisfaction with Council Staff

Next, those who had contact with Council staff in the last 12 months were asked to rate their level of satisfaction with three aspects of the interaction;

1. The general courtesy of Council staff
2. The general effectiveness of the staff and
3. The staffs responsiveness to complaints

If an aspect was not relevant to their interaction, respondents were able to respond “not applicable”.

As seen in the following graph, satisfaction was highest for the general courtesy of staff (8.0), followed by the effectiveness of the staff (7.1) and then the staffs responsiveness to complaints (6.7). Satisfaction scores for all aspects appear to have increased significantly compared to 2014 but remain on par with 2012 staff satisfaction scores.

SATISFACTION WITH CONTACT WITH COUNCIL STAFF

BASE: had contact with Council staff

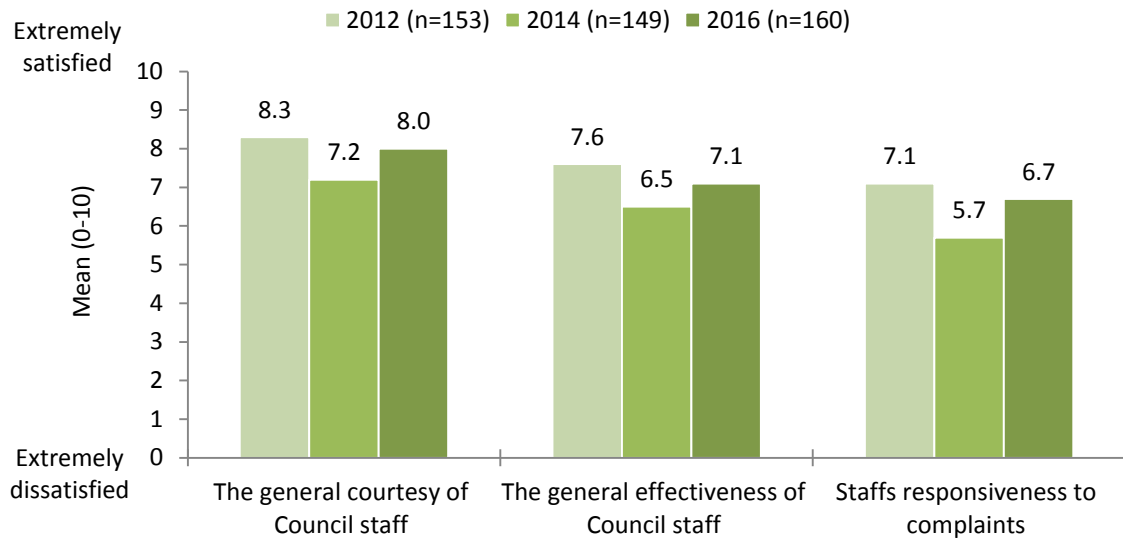


Fig.11: Satisfaction with Council staff interactions

In previous monitors it was found that satisfaction with Council staff interactions increased with age; younger respondents tended to give lower satisfaction scores for each of the three aspects, while those in the 65+ age group provided the highest. This was again the case in 2016 with one major exception; while satisfaction with staff increased with age for those aged 35 and over, those aged 15-34 appeared to display higher levels of satisfaction on average across the three aspects, however, the difference was not statistically significant due to the small numbers surveyed.

It is important to note that in 2014 the results of this question were somewhat influenced by the data weighting process¹. Therefore, to better understand satisfaction with Council staff it is useful to examine the raw or unweighted results for the key demographics. This provides a better understanding of how respondents within each demographic varied in their ratings of satisfaction with Council staff and contribute to satisfaction levels overall.

The table overleaf displays the unweighted results for the key demographic groups in 2014 versus the unweighted results from 2016. Although there appears to be various increases and decreases in satisfaction across time for each demographic, none of these variances were found to be statistically significant. The standout observation in these results, as in the weighted results, is that older respondents tend to have greater satisfaction with all aspects of their Council staff interactions than younger respondents.

¹ Weighting data is a standard practice in Council surveys (and employed in the current survey since its inception). It involves inflating the influence of, or 'giving a stronger voice' to, groups that are underrepresented in the raw data and downsizing the influence overrepresented groups so that the final results are representative of the community as a whole. In 2014, weighting inflated the scores of a small number of individuals aged 15 to 34 who tended to be unsatisfied, subsequently lowering the overall mean satisfaction scores across all aspects substantially. This does not mean that the data should not be weighted or that the 2014 results should be discounted as similarly low mean scores were received from those aged between 35 and 44 years of age indicating that lower levels of satisfaction with Council staff was a legitimate finding in 2014.

	Year (n)	The general courtesy of Council staff	The general effectiveness of Council staff	Staffs responsiveness to complaints
Males	2014 (n=56)	8.2	7.2	7.2
	2016 (n=75)	7.8	7.3	6.9
Females	2014 (n=115)	8.1	7.7	7.0
	2016 (n=112)	8.4	7.3	7.1
15-34	2014 (n=9)	6.2	4.8	3.8
	2016 (n=6)	8.8	7.3	7.3
35-44	2014 (n=10)	6.3	6.6	5.2
	2016 (n=23)	7.1	6.4	5.7
45-54	2014 (n=27)	7.7	7.2	7.2
	2016 (n=22)	7.9	6.6	6.4
55-64	2014 (n=42)	8.1	7.5	7.1
	2016 (n=38)	7.9	7.0	6.1
65+	2014 (n=83)	8.6	8.1	7.9
	2016 (n=98)	8.5	7.9	7.8

Fig.12: Unweighted satisfaction with Council staff interactions by key demographics 2014 vs. 2016

3.4.4 Satisfaction with Elected Members/Councillors

Those who indicated they had contact with an Elected Member/Councillor were asked to rate their satisfaction with the same three performance indicators as staff, namely the Elected Members/Councillors general courtesy, general effectiveness and responsiveness to complaints. An additional measure was introduced in 2014; the accessibility and visibility of elected members.

From highest to lowest levels of mean satisfaction the results were as follows:

- The general courtesy of the Elected Member/Councillor (7.7, up from 7.3 in 2014)
- The accessibility and visibility of the Elected Member/Councillor (7.6, a large increase from an average satisfaction rating of 5.8 in 2014)
- The general effectiveness of Elected Members/Councillors (6.9, up from 6.4 in 2014 but on par with 2012)
- The Elected Members/Councillors responsiveness to complaints (6.4, unchanged from 2014, reinforcing a significant decrease in satisfaction compared to 7.2 in 2012)

SATISFACTION WITH CONTACT WITH ELECTED MEMBERS/COUNCILLORS

BASE: had contact with Elected Members/Councillors

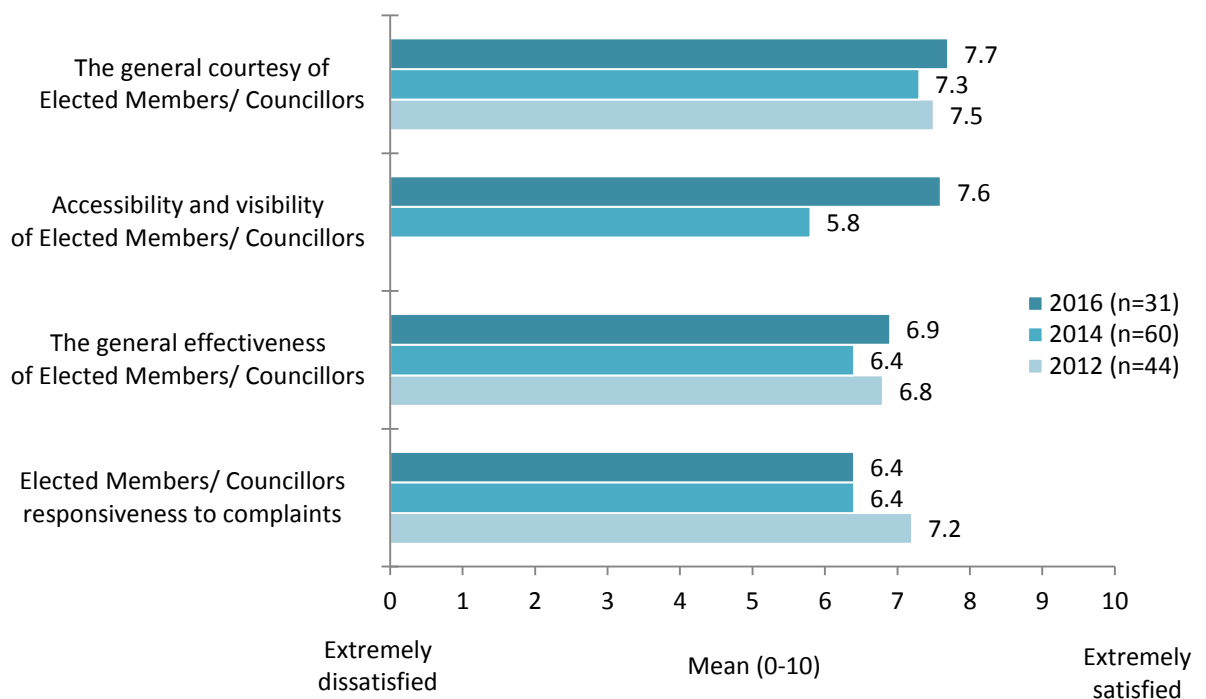


Fig.13: Satisfaction with elected member interactions

Due to the small numbers of respondents qualifying for this question, analysis by subgroup could not be achieved reliably. However, anecdotally females appeared to have consistently rated their satisfaction higher than males.

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 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.
- 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 attenuate satisfaction to a greater degree if not performed to a satisfactory level.
- Ratings under 7.0 are considered to be below a satisfactory level. However, resources only need to be allocated to improve performance of these elements dependent on the relative importance of the aspects to the community.

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.

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 following chart displays the mean satisfaction ratings achieved for each of the quality of life elements, ordered from the element that received the highest mean satisfaction score to the element that received the lowest.



Fig.14: Satisfaction with quality of life elements

As can be seen above, almost all elements received satisfactory scores. The highest mean satisfaction scores were attained for access to parks and reserves and access to good shopping opportunities, both with mean scores of 7.8 out of 10. Other aspects which received higher satisfaction scores on average included; schools (7.7), availability of public transport (7.6), having a diverse community (7.5) and a range of community groups/sports clubs (also 7.5).

The elements with the lowest rating was development of job opportunities in the Salisbury area (4.5), continuing a significant downward trend in satisfaction over time). Other elements which received lower satisfaction ratings included streets/verges/ footpaths/general cleanliness of streets (6.4), traffic flow (6.5), and having a sense of community (6.6).

Satisfaction with schools and provision of recreation and community facilities appeared to have increased in 2016, however these increases were not confirmed using tests for statistical significance. On the other hand when compared to 2014, satisfaction ratings were found to have significantly decreased for seven of the seventeen elements, from largest to smallest declines in mean satisfaction these were:

- Development of job opportunities in the area (4.5, down from 5.2)
- Access to streets and walkways (7.4, down from 7.8)
- Affordable housing (7.1, down from 7.5)
- Traffic flow (6.5, down from a high of 6.9)
- Streets, verges, footpaths/general cleanliness (6.4, down from 6.7)
- Availability of public transport (7.6, down from 7.9)
- Childcare (7.0, down from 7.3 in 2014, continuing a downward trend from a high of 7.7 in 2012)

3.5.3 Overall Satisfaction with Quality of Life

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

In 2016 the City of Salisbury residents surveyed generated a mean score of 7.5, significantly higher than 7.3 achieved in 2014, but still lower than 7.7 achieved in 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.

OVERALL SATISFACTION WITH QUALITY OF LIFE IN SALISBURY AREA

BASE: total sample

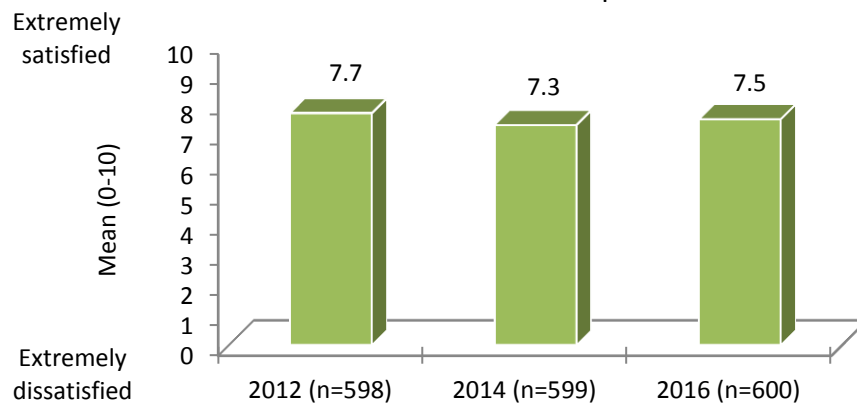


Fig.15: Overall satisfaction with quality of life in Salisbury area

As in previous years, subgroups who were significantly more satisfied with the quality of life were 65+ year olds (8.0) and those who reside in the North, South and East wards (8.5, 7.9 and 7.9 respectively). The 2016 results by age, gender and ward are displayed comparatively with 2014 in the chart below.

OVERALL SATISFACTION WITH QUALITY OF LIFE IN CITY OF SALISBURY AREA BY KEY DEMOGRAPHICS

2016 (dark) vs. 2014 (light)

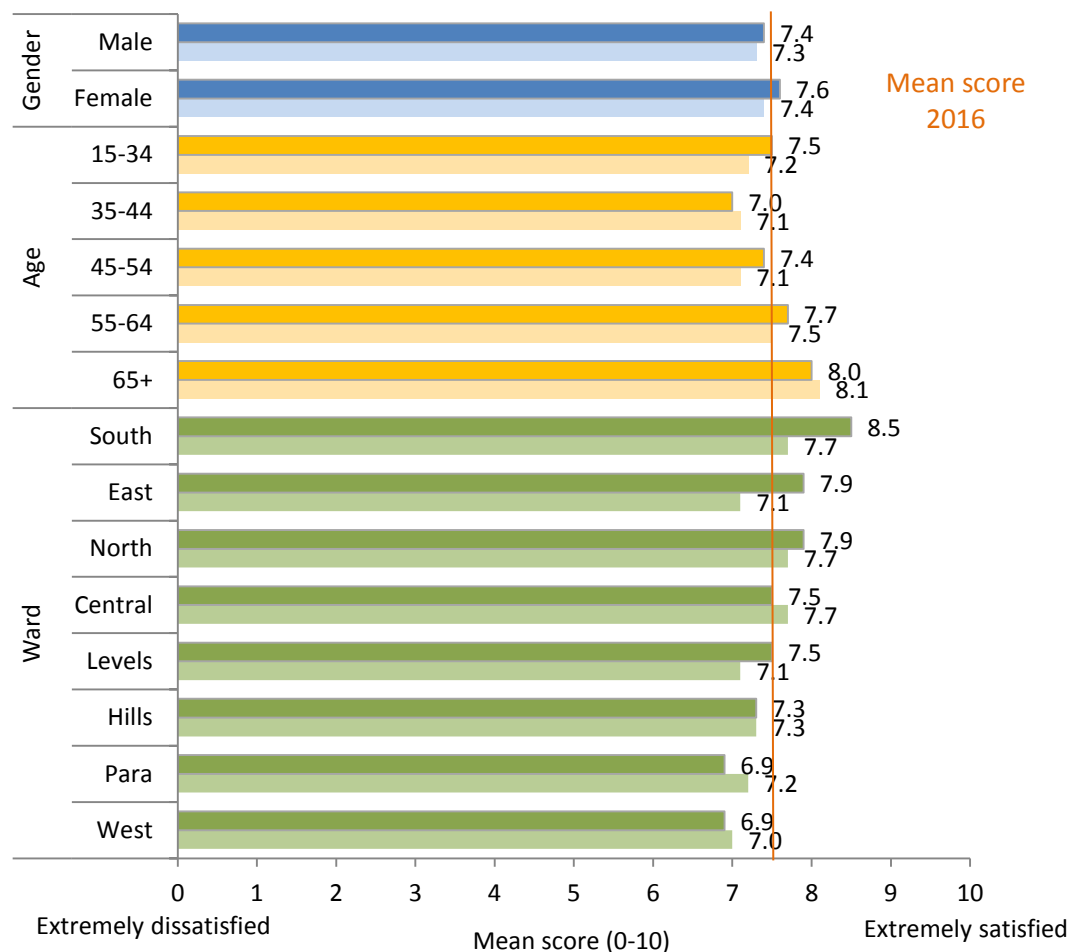


Fig.16: Overall satisfaction with quality of life in Salisbury area by key subgroups

3.5.4 Derived Importance of Quality of Life Elements

As in previous monitors, a correlation was undertaken between quality of life elements and overall quality of life, providing a measure of derived importance for each element. A higher correlation factor indicates a stronger relationship with quality of life overall while a smaller factor indicates a weaker relationship. This type of analysis can be used to highlight priorities in terms of resource allocation to services which are more important to residents.

The only downfall of this type of analysis is that it calculates the relationship between each element and overall satisfaction with quality of life in the area based on only those who provided a rating for both. In other words, the analysis excludes respondents who stated “don’t know” (for example, a retiree asked about the development of job opportunities in the area). As the strength of the relationship only applies to respondents who provided a response and not to the total sample, results should be read within this context.

As can be seen in the chart that follows, all elements appear to play a similar role in residents overall satisfaction with quality of life in the Salisbury area, with most elements moderately correlated with overall quality of life.

In 2016, recreational areas, schools and having a sense of community had the strongest relationship to overall satisfaction with quality of life (correlation factors ranging from .58 to .63). This is an interesting finding given that these elements were found to be only moderately to weakly related to overall satisfaction with quality of life in 2014, indicating that these elements have taken on greater importance within in the last 24 months as drivers of satisfaction with quality of life in the area overall.

“Having a sense of community” and “streets, verges, footpaths/general cleanliness” were identified as the third and fifth most important quality of life elements respectively, given that residents were not as satisfied with these elements (rated at 6.6 and 6.4 for satisfaction, respectively) they are marked as priorities for resource allocation. In other words, the results suggest that there is room to improve these elements and improvements would likely have a strong positive impact on overall quality of life satisfaction.

Interestingly, the least important elements in driving satisfaction were traffic flow and affordable housing (satisfaction ratings of 6.5 and 7.1, respectively). The lower derived importance scores do not imply that these two services are not important, as their correlation factors still indicate a weak relationship to overall quality of life. What it does mean however, is that improvements to these elements are unlikely to result in large increases in quality of life satisfaction among residents.

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

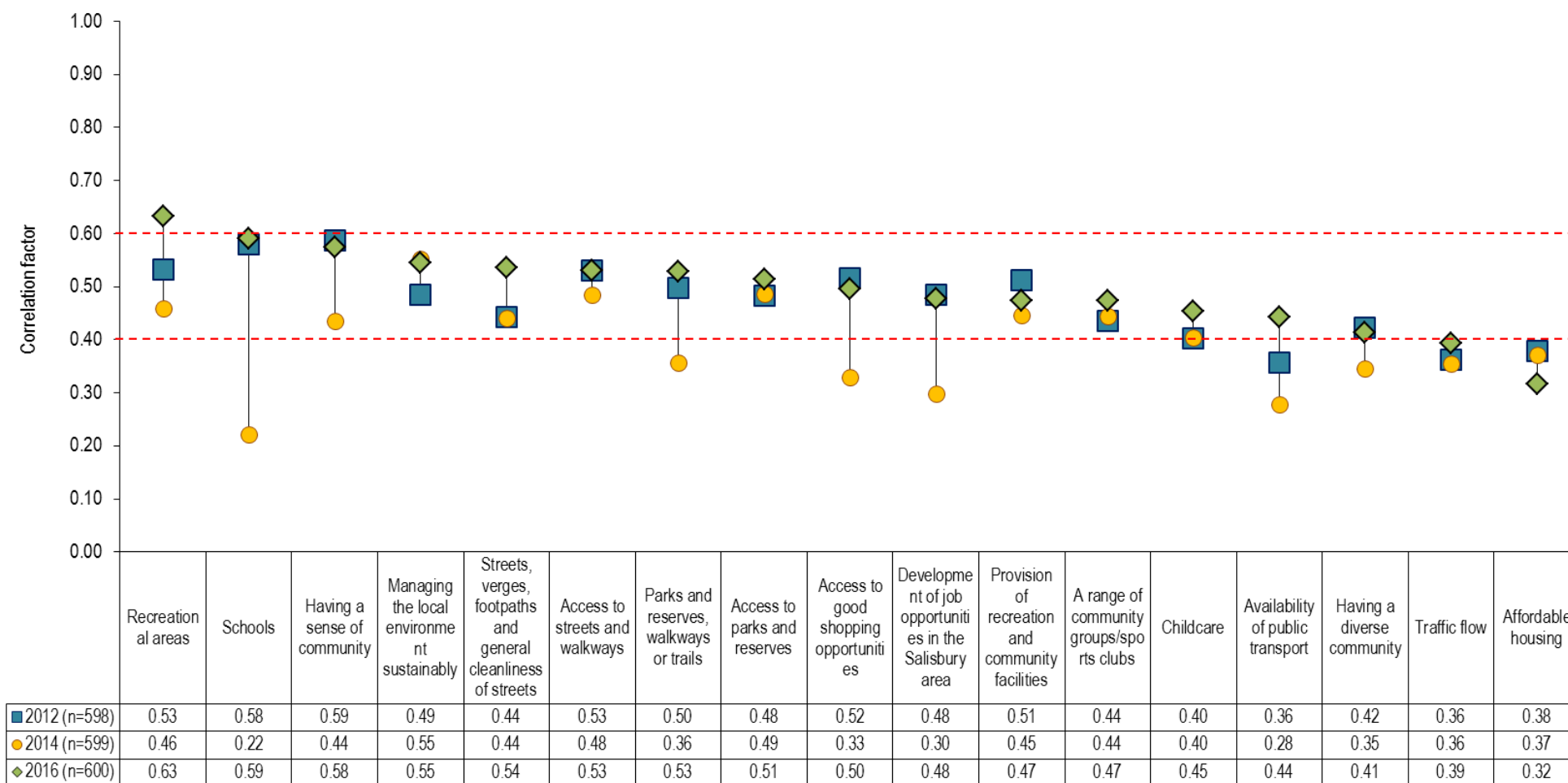


Fig.17: Derived importance of quality of life elements to overall quality of life

2016 n's	535	414	559	525	596	590	572	562	595	386	489	461	210	561	559	575	453
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3.5.5 Suggestions for Improving Quality of Life

Respondents were asked in what ways, if any, they think the quality of life in the Salisbury Council area could be improved. A total of 33% did not provide a response, with just under one in five (18%) stating they don't know what ways quality of life could be improved, while a further 15% stated that quality of life is acceptable as it is and requires no improvements (an increase on 9% providing this response in 2014).

The main suggestions to improve the quality of life in 2016 were;

- Better streets, including verges footpaths and general cleanliness (21%, on par with 17% in 2014),
- Beautification, including improving streetscape, better tree selection (12%, also on par with 2014), and
- Better parks, reserves and playgroups (12%, doubling from 6% in 2014, a significant increase).

Mentions of improving traffic flow and congestion and improving roadways significantly increased since the last monitor (5% to 10% and 5% to 8%, respectively), while mentions of policing, i.e. less crime/make safer/control undesirables continued a downward trend (to 5%, down from 16% of responses in 2012).

When viewing the top suggestions by subgroup data, males were more likely to provide a number of suggestions, specifically; improve traffic flow/congestion (15%), more job opportunities (14%), cut back overgrown trees (12%) and improve roadways (11%).

Respondents residing in the Central ward were more likely to suggest improving streets (37%), traffic flow/congestion (22%) and lighting (18%). Those in the West ward were more likely to suggest improving lighting (19%), cutting back overgrown trees (20%) and improving public transport (17%). North ward residents were significantly more likely to suggest improving streets, i.e. verges and footpaths (36%) and the beautification of streetscapes (23%).

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

BASE: total sample, includes multiple response

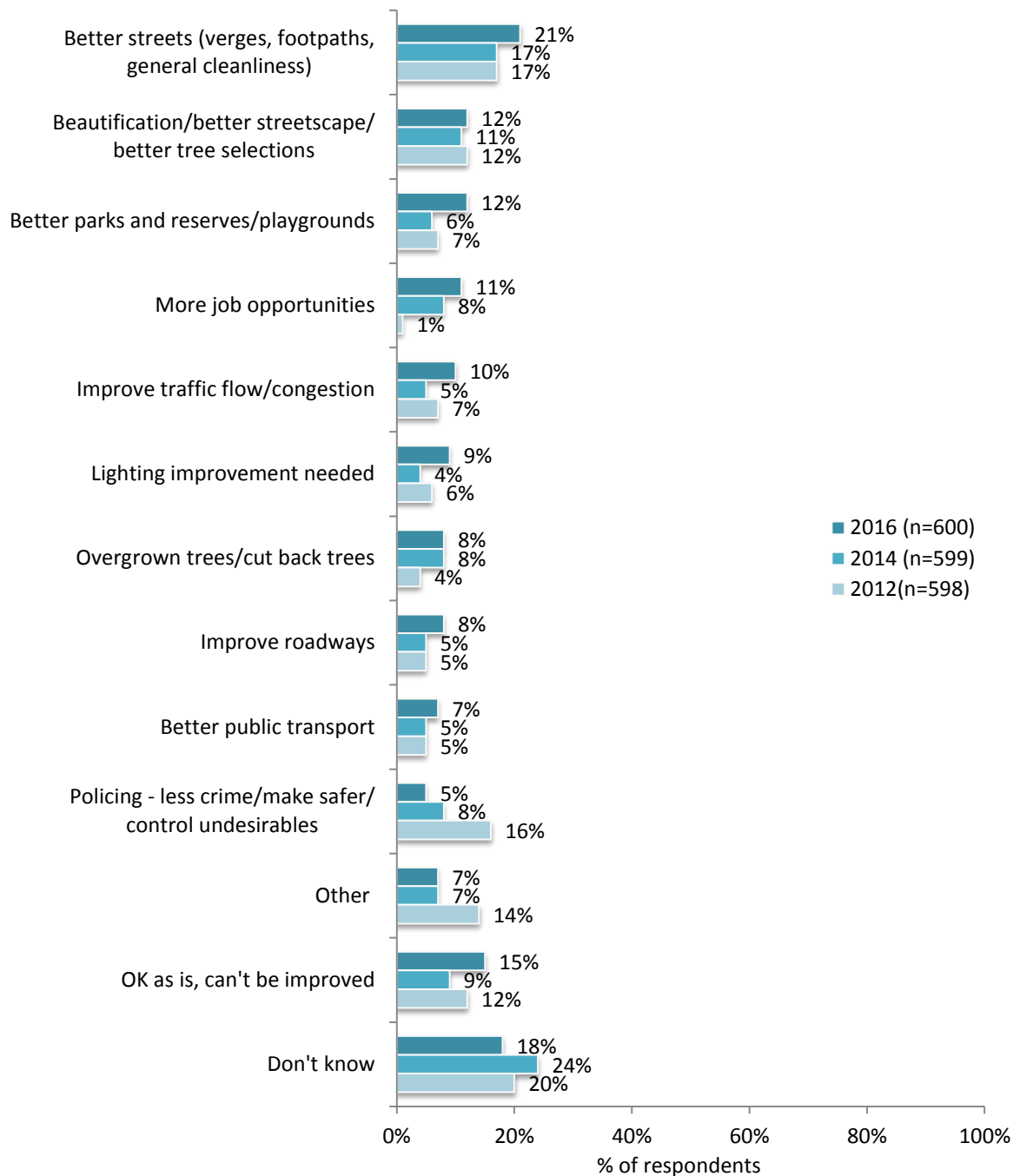


Fig.18: Suggestions to improve quality of life in Salisbury area

3.6 Perceptions of Council Services

3.6.1 Satisfaction with Council Services

Using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied respondents asked to rate their satisfaction with a number of services performed by Salisbury Council.

The chart overleaf displays the results tracked over time² from highest to lowest mean satisfaction score in 2016. Due to the number of services measured, results are split across two axes. A discussion of the key findings follows.

² Note that the wording of some services the number of services assessed and has undergone minor changes over time. As differences in wording may cause differences in interpretation and responses, consideration should be taken when viewing these results for comparatively across years. The changes to wording are noted in the table below.

2012 measures	2014 measures	2016 measures
Rubbish removal	General rubbish collection	General rubbish collection and services
Green waste collection	Green waste collection	Green waste collection and services
Hard waste collection	Hard waste collection	Hard waste services
Recycling services	Recycling services	Recycling collection and services
Senior services	Services for the aged	Services for the aged

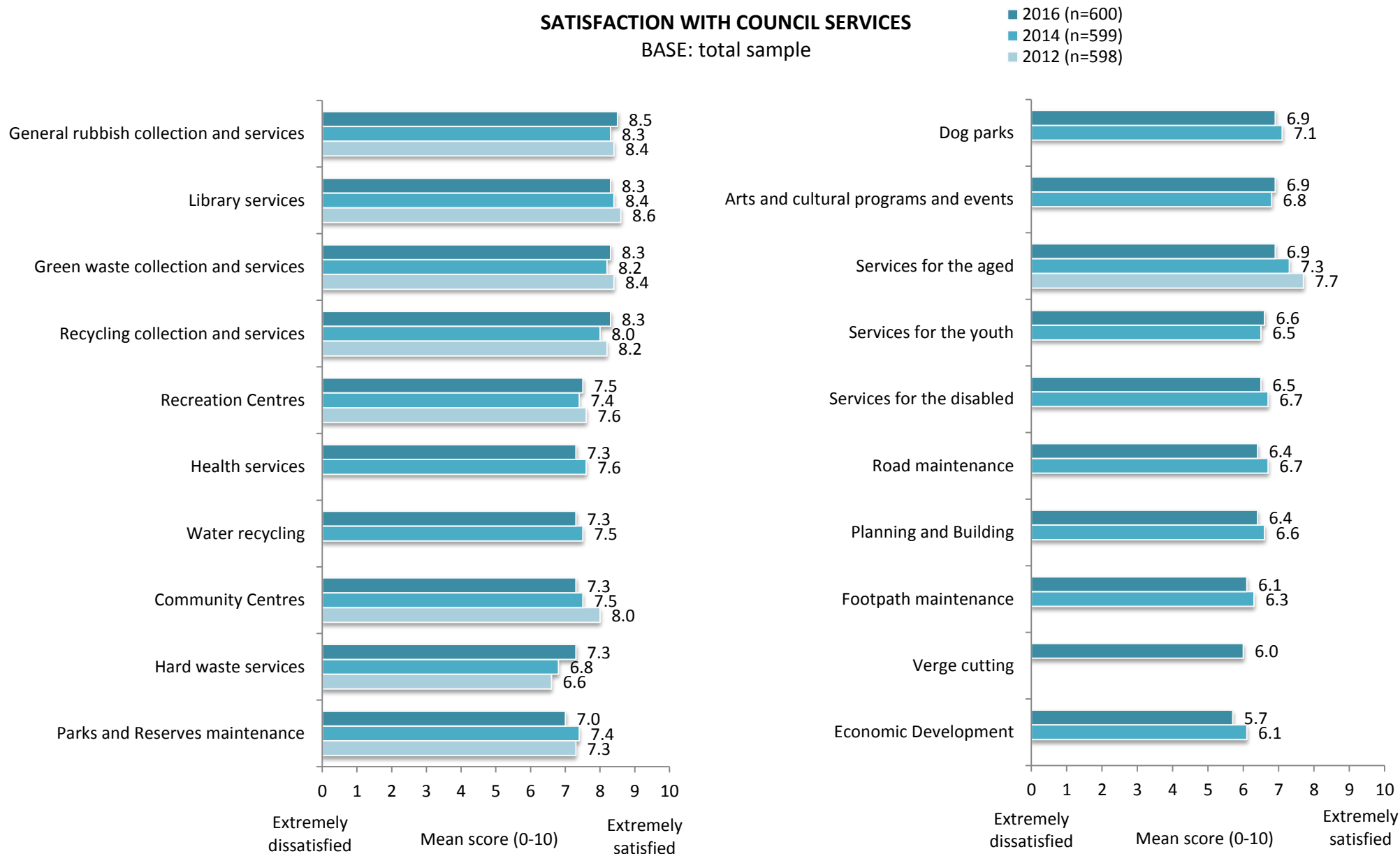


Fig.19: Satisfaction with Council services

In 2016, four of the services assessed received above optimal average satisfaction scores (8.0 or higher out of 10, from highest to lowest these were:

- General rubbish collection and services (8.5, significantly increasing from 8.3 in 2014)
- Library services (8.3)
- Green waste collection and services (8.3) and
- Recycling collection and services (8.3, significantly increasing from 8.0 in 2014)

In addition to the two significant increases in satisfaction noted above, the only other significant increase in satisfaction compared to 2014 was satisfaction with hard waste services; achieving a mean satisfaction score of 7.3, up from 6.8 in 2014.

Although all remaining services assessed received positive mean satisfaction scores (i.e. above >5, or neutral), six received good mean satisfaction scores (between 7 and 8) while the remainder scored below the optimal level (scoring less than 7 out of 10 on average). The services with the lowest satisfaction were economic development (5.7), verge cutting (6.0), footpath maintenance (6.1) and services for the youth (6.6).

Satisfaction with the following five services decreased significantly compared to 2014:

- Parks and Reserves maintenance (7.0, down from 7.4 in 2014)
- Services for the aged (6.9, down from 7.3 in 2014)
- Road maintenance (6.4, down from 6.7 in 2014)
- Health services (7.3, down from 7.6 in 2014)
- Economic Development (5.7, down from 6.1 in 2014)

Satisfaction with community centres was not significantly lower than seen in 2014 (7.3 in 2016 vs. 7.5 in 2014), but displays a downward trend over a longer period of time (decreasing from 8.0 in 2012).

When mean satisfaction scores were analysed by demographic subgroups, it was found that female respondents were more likely to give higher satisfaction ratings than males for a number of services, namely; recycling collection and services, library services, community centres, recreation centres, parks and reserves maintenance, services for the aged and arts and cultural programs and events.

Similarly, respondents aged 65+ year olds gave significantly higher satisfaction ratings on average for 13 of the 20 services. The exceptions to this rule were; footpath maintenance, verge cutting, services for the youth, services for the disabled, planning and building, economic development and arts and cultural programs and events (where they gave ratings on par with most other age groups).

When analysed by ward, the following significant differences were observed:

- Residents from the South ward were more likely to be satisfied with a number of services, namely; recycling collection and services, library services, community centres, recreation centres, parks and reserves maintenance, verge cutting, services for the aged, planning and building and economic development.
- Those in the North ward displayed higher satisfaction with recycling collection and services, library services, dog parks, health services and services for the youth.
- Levels ward residents were more satisfied with community centres, recreation centres, footpath maintenance, verge cutting and water recycling,
- Para ward respondents also displayed higher satisfaction with community centres and recreation centres, but also arts and cultural programs and events.
- East ward residents were more satisfied with green waste collection and services and recycling collection and services.
- Respondents from the Hills wards displayed no differences to the total sample scores with the exception of being generally more satisfied with recycling collection and services.
- Central ward residents displayed significantly lower satisfaction with green waste collection and services, road maintenance, footpath maintenance and arts and cultural programs and events.
- West ward residents were generally less satisfied overall; displaying lower satisfaction scores for general rubbish collection and services, recycling collection and services, green waste collection and services, library services, community centres, parks and reserves maintenance and dog parks.

3.6.2 Most Important Council Services (stated not derived)

Next, respondents were asked of the Council services they just rated, which were the first, second and third most important services to them. Respondents were only able to rank a service once, i.e. if they selected a service as their most important they were unable to select it as also their second most important.

Overall, the most mentioned service was road maintenance with a collective 39% of respondents mentioning road maintenance as either their first, second or third most important service. This was followed by general rubbish collection (36%), parks/reserves maintenance (34%) and footpath maintenance (28%).

In terms of the single most important service as identified by residents, the most commonly named was health services (16% of respondents). Other services that were mentioned commonly as being the most important to residents were road maintenance (15%), parks/reserves maintenance (12%), general rubbish collection/services (12%) and economic development (11%).

MOST IMPORTANT COUNCIL SERVICES 2016

BASE: total sample, n=600

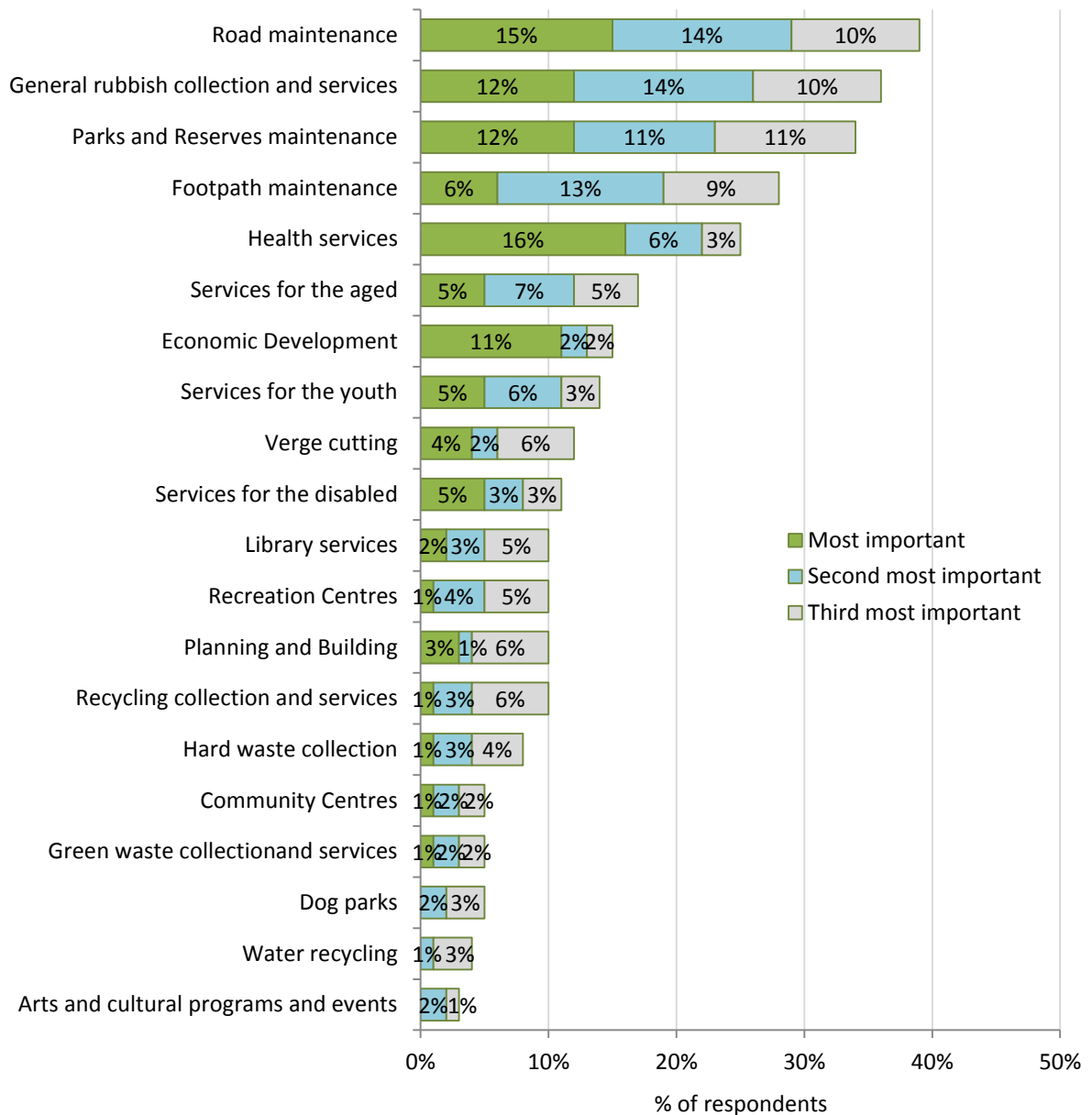


Fig.20: Most important services

When analysed by subgroups, males were more likely than females to name their most important services as road maintenance (26% males vs. 5% females) and economic development (15% vs. 8%), while females were more likely to name health services (23% vs. 8%) and services for the aged (7% vs 2%).

General rubbish collection and services was more likely to be named as the most important service by 55-64 year olds (23%), those aged 65 and over (25%) and residents of the Central ward (25%).

Compared to the total sample residents of the Hills ward were more likely to name road maintenance (25%) and parks and reserves maintenance (23%) as their most important services. Para ward residents were more likely to name health services (29%), Levels ward residents were almost three times more likely to name economic development (32%) and East ward residents were more than three times as likely to name footpath maintenance (20%).

3.6.3 Core Council Services

Next, respondents were asked “of the following services, which do you believe should be a core Council service?” and read out the same list of 20 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 chart overleaf, the vast majority of respondents felt that most of the services assessed should be core Council services, with 80% or more of respondents providing this response for 17 of the 20 services. The services which residents most commonly believed should be core council services were:

- Parks and reserves maintenance (98%)
- Dog parks (97%)
- Recycling collection and services (97%)
- Green waste collection and services (97%)

On the other hand, a quarter or more of the residents surveyed indicated that the following three services should not be core Council services:

- Health services (35%)
- Services for the disabled (28%)
- Services for the aged (24%)

The table at the top of page 44 displays the most common other organisational bodies suggested for the delivery of each service, and the proportions of the total sample suggesting each.

WHICH SERVICES SHOULD BE A CORE COUNCIL SERVICE

■ Council ■ Other

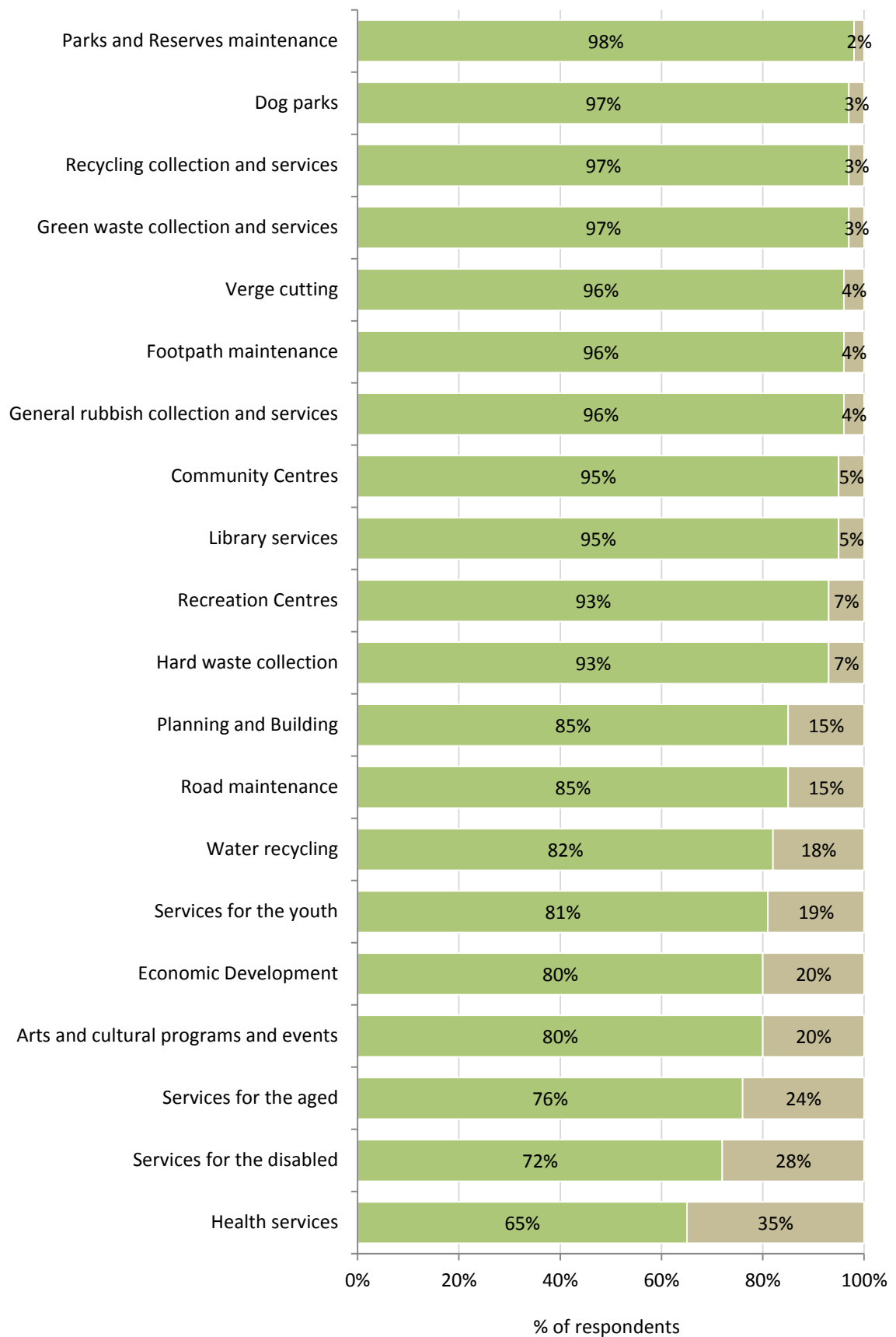


Fig.21: Core Council services

	State Govt.	Multiple levels of Govt.	Federal Govt.	Private/ business/ contractor	Don't know	Other
Health services	21%	9%	2%	1%	1%	1%
Services for the disabled	14%	8%	1%	1%	3%	1%
Water recycling	12%	2%	1%	2%	2%	
Road maintenance	10%	4%		1%		
Economic Development	9%	7%	1%		2%	
Services for the aged	9%	6%	2%	3%	3%	1%
Services for the youth	7%	5%	1%	1%	3%	1%
Planning and Building	7%	4%		3%	2%	
Arts & cultural programs and events	5%	3%		4%	2%	5%
Footpath maintenance	4%			1%		
Library services	3%	1%			1%	1%
Recreation Centres	2%	1%		4%	1%	1%
Hard waste services	1%			3%	1%	2%
Green waste collection & services	1%			1%		
Community Centres		1%		1%	3%	1%
General rubbish collection & services				1%		2%
Verge cutting				2%		2%
Recycling collection & services				3%		
Dog parks					1%	1%
Parks & Reserves maintenance				1%		

Fig.22: Proportion of sample suggesting other organisational body should be responsible for services³

3.6.4 Additional Council Services

When asked if there were any other services they believe Council should deliver, the vast majority of respondents (85%) responded 'no', 10% responded in the affirmative and 15% said they did not know. There were no notable significant differences between subgroups in the suggestion of additional Council services.

ARE THERE ANY OTHER SERVICES COUNCIL SHOULD DELIVER

BASE: total sample (n=600)

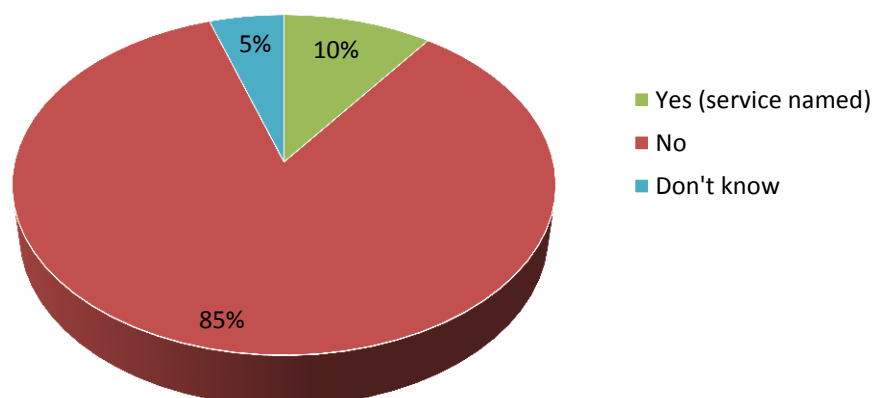


Fig.23: Additional services Council should deliver

³ Please note the proportions in this table combined with the proportion of respondents indicating each service should be a core Council service may not total to 100% due to rounding.

All additional services suggested by these respondents are listed below. 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 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, general maintenance and hard rubbish collection.

SERVICES FOR THE ELDERLY AND DISABLED

Activities for pensioners.

Community bus as there no Pooraka Montacute farm have to walk through all these bushes to get to bus and come back cross over 3 lines of traffic, 2 busses to get to the city.

Community bus for the Aged and more placers for young mothers and children.

Community bus for the elderly to take them to the library and to do their shopping.

I would like to see a Council bus service that takes people from local streets and take them to selected places like libraries, shopping centres, etc.

Local bus service around local area for the elderly.

Provide a community bus.

Gardening help on private property or meet half way on the cost.

Gardening services for aged and disabled.

Husband had an accident with the pavers, broken bone, all we wanted was council to do our lawns and they could not do it at that time (about 6-7 years ago).

More help for sick people as they offer for aged people. I had cancer and could not get help around the house.

Help with tree maintenance on my property.

Accessible toilets need more in the Salisbury area.

Better parking for the disabled, it is almost impossible to get a park.

I would like to see a place for children with special needs.

Improve access to and locations for transport for disabled people. Make the shops provide more disabled car parks. Make the shopping centres all provide toilets.

Not enough help for the disabled, services could be improved and the cost less for people who aren't on a pension.

GENERAL MAINTENANCE

Asked for street sign to be replaced 6 weeks ago but it hasn't been replaced yet.

Cut down dangerous gum trees.

Do more for the environment in my area.

I would like the Council to fix the roads and lighting in the Retirement Village.

Just general tidiness around the area. Keeping an eye on local houses making the streets look untidy.

Look after air pollution.

Making sure they maintaining the reserves and parks table and bench seats.

More environment protection.

More lights in the dark areas along the roads because it is not that safe.

More maintenance of burst water pipes - should be a focus!

Repaint all street signs in Pooraka/Montague Farm.

Should respond to lighting problems.

Verge cutting.

RUBBISH COLLECTION

A proper hard waste collection - a regular pick up say once a month to stop people dumping.

Cheaper dumping of rubbish.

Do more for people with hoarding issues. Such as skip bins for free.

Hard rubbish collection would be good as we don't get this service.

Hard waste collection.

More frequent hard rubbish collection.

Rubbish bags for green bins.

The hard Waste collection service should be improved were people no longer have to pay or have a large skip placed in the street for all residents to put there rubbish in.

PARKING

Need to look at wasted land and use it for parking.

Parking issues – there is lack of parking in our street and hard rubbish gets left on the footpath.

Some private parking should be all Council.

To police parked cars on resident streets we can't see behind them it's very dangerous.

YOUTH SERVICES/EDUCATION

Clean up all the graffiti. Get the kids to learn some skills

Maybe have a year twelve program where youth can get paid to learn a new skill.

Supporting youth sport development.

COMMUNICATION

A programme of contacting residents by elected members.

More notifications about things going on in the area.

They should send out the flyer that tells you when it is green waste collection and general rubbish.

OTHER

Council should be running helping hand. I can't afford to keep with care and rent payments.

Diversify staff in line with the diversity of the community.

Divert Aircraft from Parafield Airport.

Don't keep privatising the jobs.

Employ staff to do tree cutting and lawn mowing rather than contractors.

Improving the intersections of the interchange between Waterloo Road and Park Terrace.

Looking more security in my neighbourhood. There are too many gangs hanging in parks which are closed overnight. Also, more toilet facilities.

Make new Australians more welcome.

More cycle tracks - Salisbury to Semaphore.

More recreation for families.

Noise control especially barking dogs.

Rat Control.

Services to resolve disputes between neighbours.

Share services between Councils.

Should give dental service to everybody.

Should go around the streets and get these kids that ride around on motorbikes on the road, no helmets, bikes are not roadworthy, excessively noisy, making a nuisance.

They should encourage more alternative transport to cars.

Unemployment services, more training.

Would like the Council to have a trustworthy register of trades people to use, especially for single women, that won't rip us off.

Would like to see programs where people can come and learn about different electronic devices.

3.7 Communication

3.7.1 Current Council Communication

Respondents were asked how Salisbury City Council keeps them informed about events and services. In 2016, just over half reported receiving communication from Council via mail or letter box drops (53%, an increase from 44% in 2014), while around one third mentioned advertising in the Messenger newspaper (33%) and the Salisbury Aware Magazine (28%).

There was a significant decrease in the number of residents noting Council communications via brochures/flyers/other publications; however this may be accounted for within the increase of those mentioning letterbox drops if this was a delivery method for these publications. Despite the small proportions of respondents naming each there were significant increases in mention of the Council website (8%, up from 5%) and Facebook (4%, up from 2%) compared to 2014.

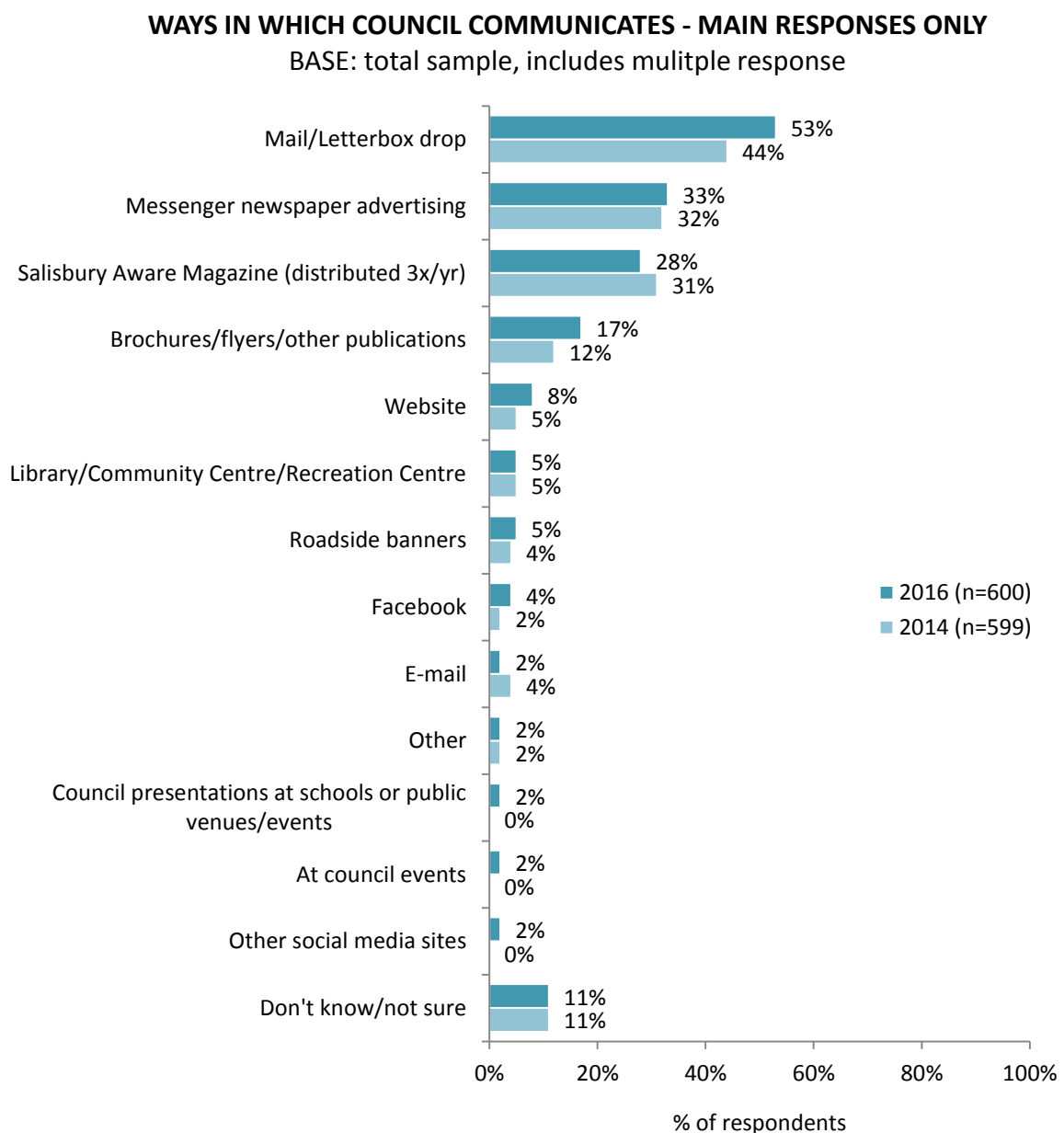


Fig.24: Ways in which Council communicates

Notable significant variations by socio-demographic profile included:

- The older cohorts (55-64 and 65+) were most likely to recall council communications via the Messenger newspaper (48% and 40%, respectively) and the Salisbury Aware Magazine (41% and 44%, respectively) and less inclined to recall letterbox drops (42% and 43% respectively%).
- As in 2014, 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 (16% vs 28%).
- Para ward residents were much more likely to recall Council communications via letterbox drops (71% vs 53% all respondents).

3.7.2 New Council Communication

When respondents asked if there were any other ways they would like Council to communicate three quarters (74%) responded that there were not. Respondents who indicated they would like Council to communicate in another way were asked to specify in what way.

As seen in the chart below, the most common medium via which residents would like Council to communicate was via email (8%), followed by letterbox drop (6%) and online/website (4%).

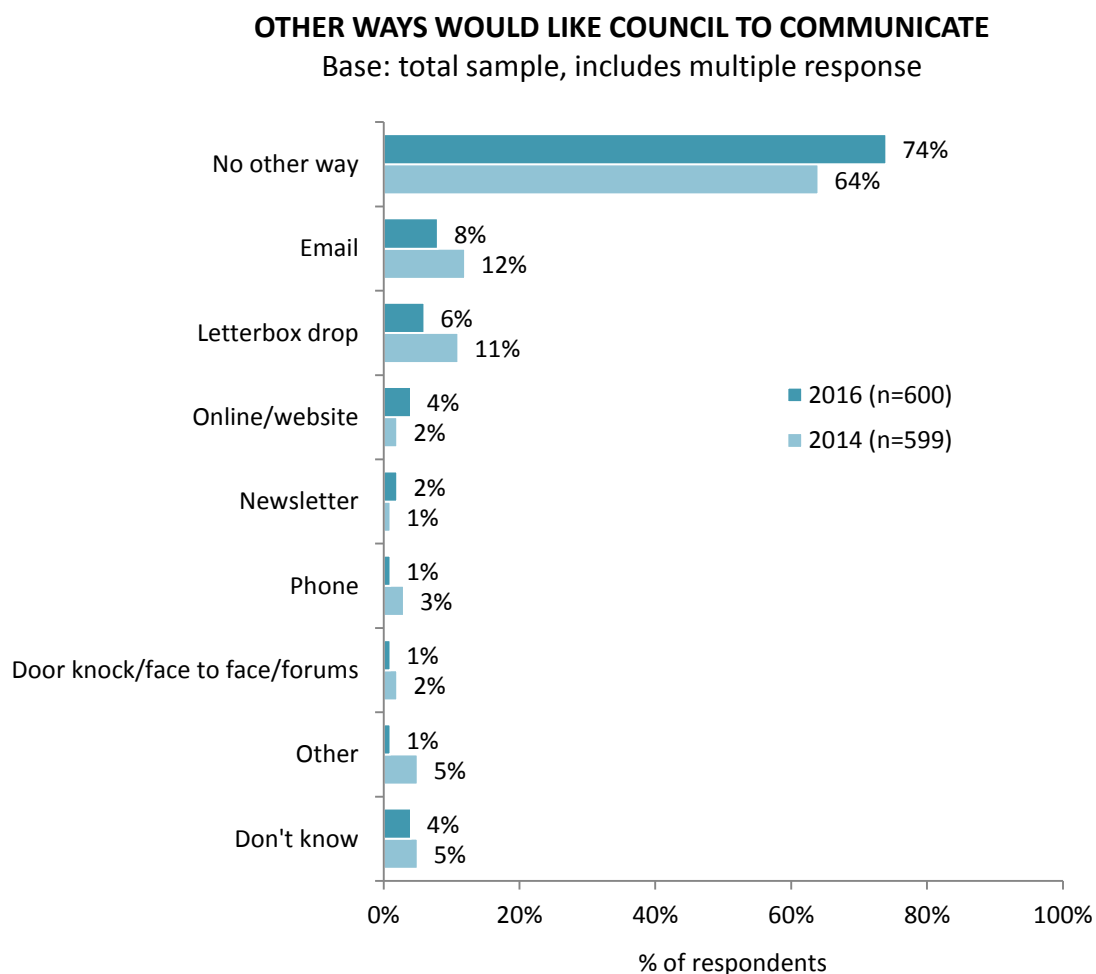


Fig.25: Others ways would like Council to communicate

3.7.3 Preference when Engaging Council

In a new question in 2016, all respondents were asked what their preferred method of contact is when engaging Council. The most common methods of contact identified were over the phone (47%), in person (31%) and via the web (17%).

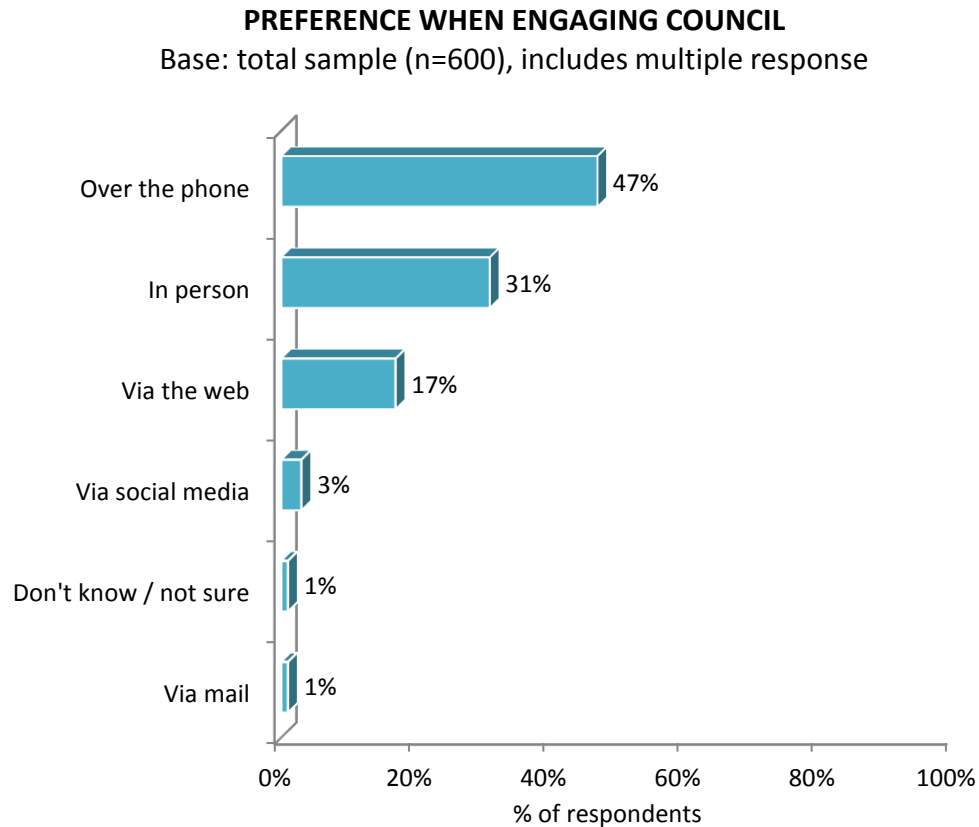


Fig.26: Resident preference when engaging with Council

Subgroup variations in preference were as follows:

- Females were more likely to prefer contact over the phone (54% females vs. 40% males), while males were more likely to prefer contact in person (37% vs. 26% females).
- Older residents (those aged 65 and over) displayed a stronger preference for making contact in person (45%), while the youngest cohort were more likely to prefer engaging with Council via the Council website (26%).

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.

In 2016, 38% of respondents indicated that they own their home with a mortgage (38%, down from 42% in 2014 and 2012) and a further 31% own their own home outright. One in ten respondents (10%) rent their home, a significantly lower proportion than 14% of the sample in 2014. The remainder live or board with friends or family that own or rent their home (19% in total, up from 10% in 2014) or live in a retirement village (just 1%).

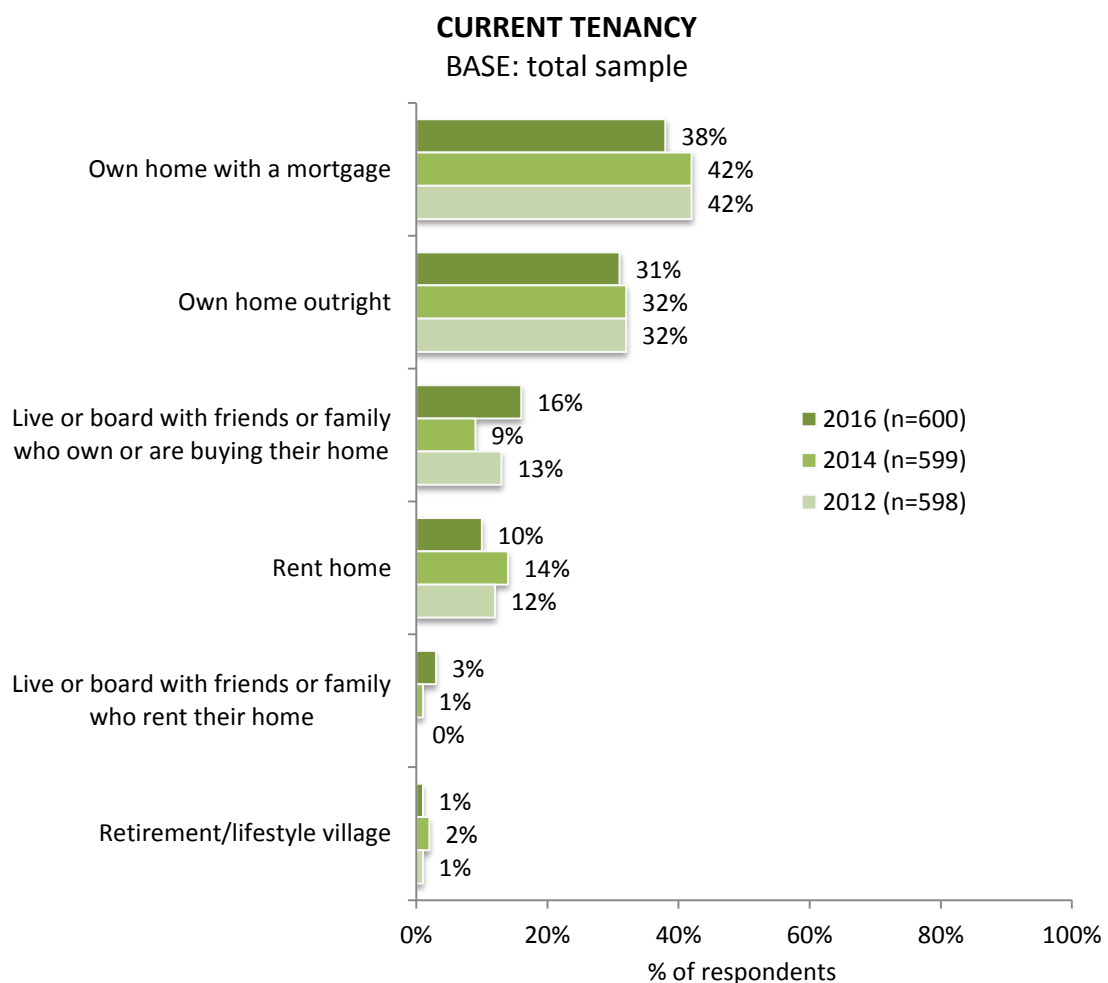


Fig.27: Current tenancy

Variations by subgroup were in line with what might be expected, in terms of life-stage and socio-economic indicators (i.e. the younger participants were more likely to be living with friends or family who are buying their own home, middle age participants were more likely to own their own home with a mortgage, while 55+ year olds were more likely to own their homes outright).

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 than the rest of Adelaide, and 10 means it is much more affordable.

In 2016 the mean rating was 7.0 out of 10, significantly lower than both 7.3 achieved in 2014 (and 7.2 achieved in 2012), indicating a shift in perceptions of affordability over the last 24 months.

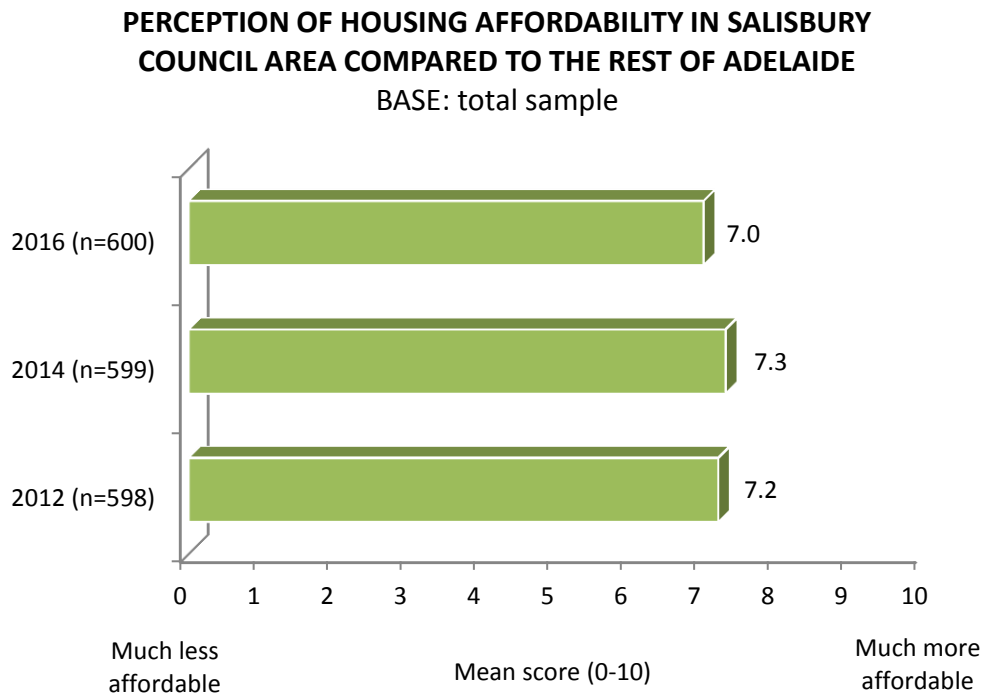


Fig.28: Perception of housing affordability in Salisbury Council area

Whilst there were some minor variations across socio-economic indicators, most differences were not statistically significant. The only exceptions were;

- Females were more likely to rate housing in the Salisbury area as more affordable than males (7.2 vs. 6.8, respectively)
- Perceptions of housing affordability increased with age, with respondents aged 15-34 years olds providing the lowest average affordability rating (6.8) and those aged 65 and over the highest (7.4)

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 the same 0-10 scale, with 0 being extremely dissatisfied and 10 being extremely satisfied).

In 2016, the overall satisfaction mean score rating was 7.4 out of 10, identical to that of the previous two monitors.

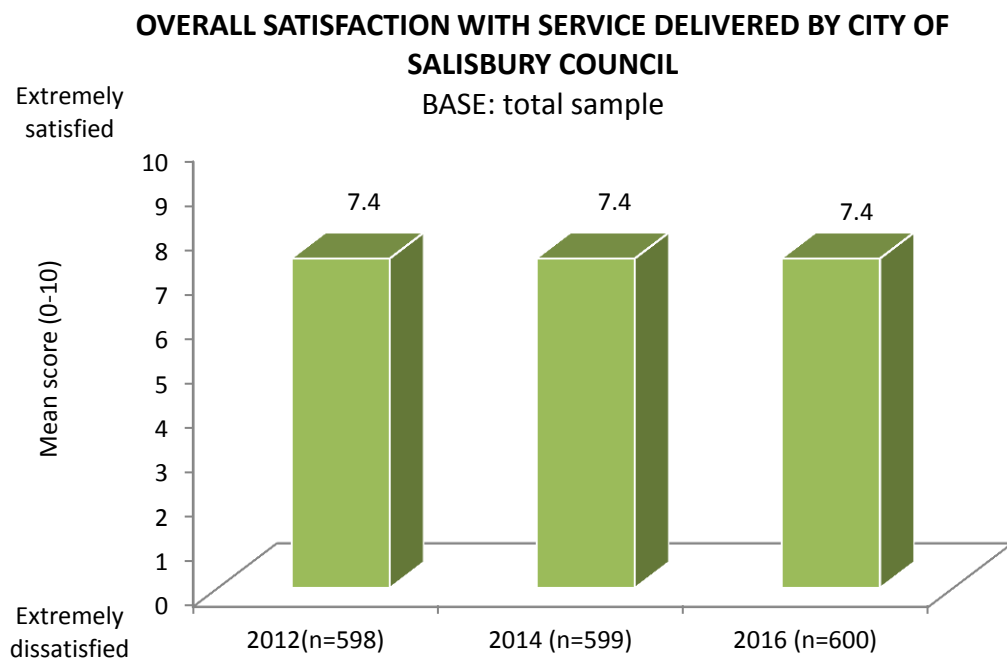


Fig.29: Overall satisfaction with service delivered

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

- Females were more likely to rate higher than males (7.6 vs 7.1)
- Those aged 65 or older were more satisfied when compared to the total sample (7.9)
- Residents of the North, South and East wards displayed significantly higher satisfaction (7.9, 7.9 and 7.8, respectively) while residents of the West ward displayed lower satisfaction (6.4)

**OVERALL SATISFACTION WITH CITY OF SALISBURY COUNCIL MEAN
SCORES BY KEY DEMOGRAPHICS**
2016 (dark) vs. 2014 (light)

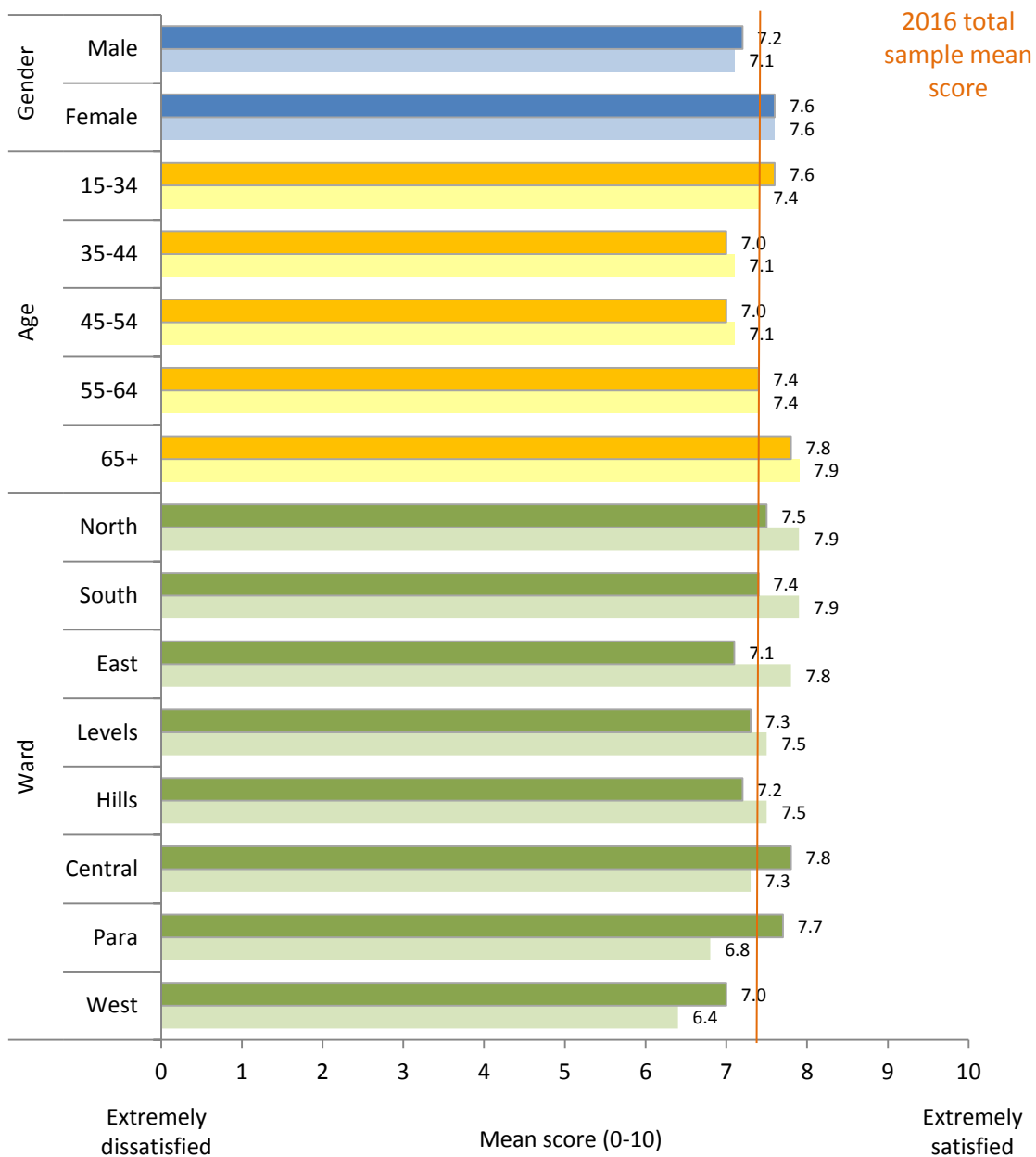


Fig.30: Overall satisfaction with Council by key demographics

3.9.1 Reasons for Dissatisfaction

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

In 2016, 70 respondents indicated they were not satisfied, representing 12% of the total sample (a slight increase from 9% in 2014). The average number of reasons or their dissatisfaction provided by individuals also increased; from 1.2 reasons on average in 2014 to 2.0 reasons on average in 2016, resulting in a significant proportional increase of most responses across the board.

The most common reason for their dissatisfaction given by respondents in 2016 was “receive little or no service from Council”, 64% of dissatisfied residents provided this as a response, a considerable increase on 17% in 2014.

Other common reasons for dissatisfaction included:

- Lack of street/verge maintenance/cleaning (42%, on par with previous monitors).
- Ignore queries/requests for maintenance (39%, up from 23% in 2014)
- Not enough communication/lack of consultation/information (32%, up from 21% in 2014)

WHY NOT SATISFIED WITH OVERALL SERVICE

BASE: dissatisfied with overall service, includes multiple responses

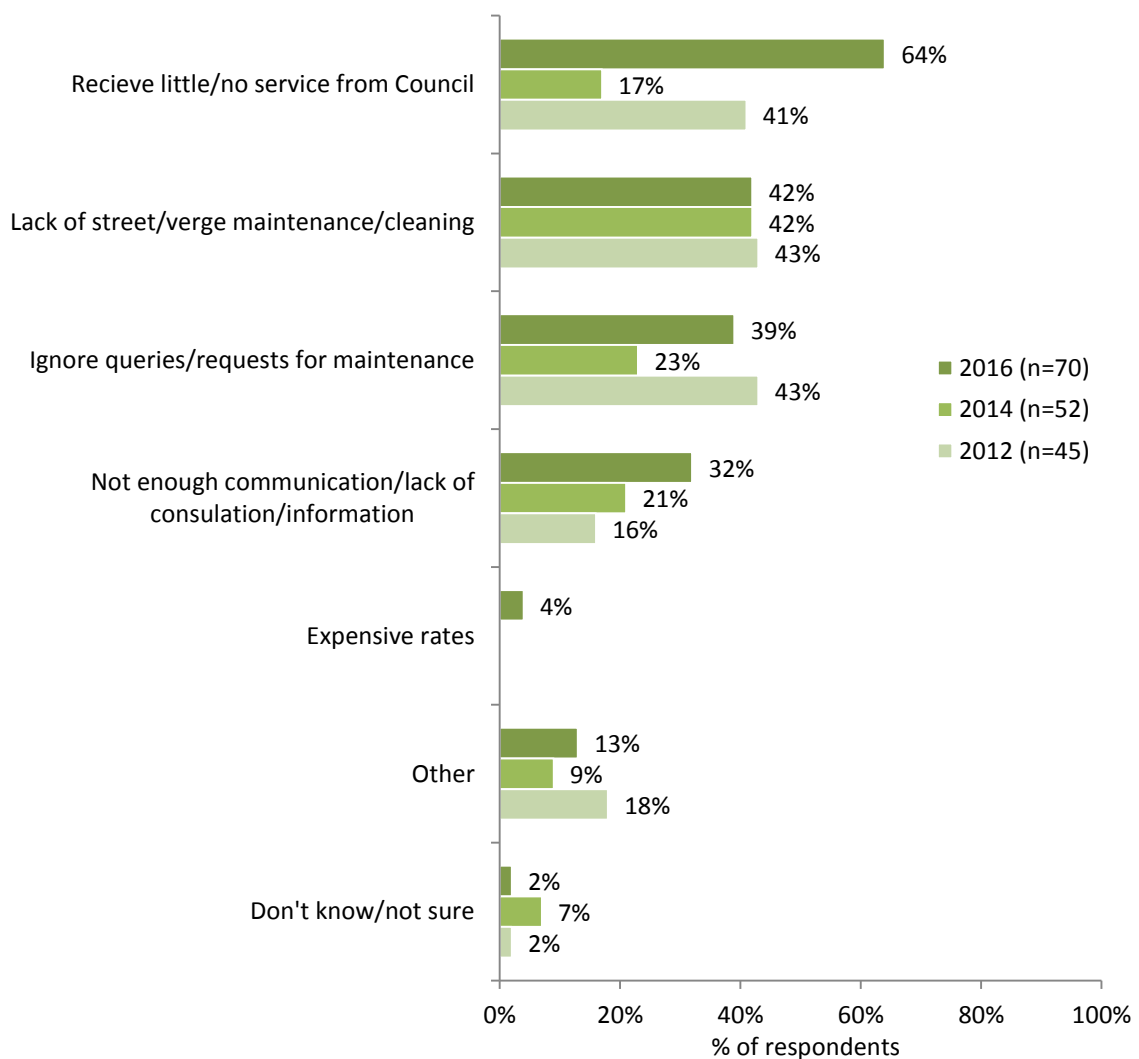


Fig.31: Why not satisfied with overall service

Of note, 13% of dissatisfied residents provided an “other” response; the majority of these were very specific issues:

Issues with renovations. A guy from the Council sat in his government car outside our house watching us work, and after a long while he came to us and said “Here now, you have been booked”. Services should be more worthwhile I thought.

I have a creek nearby that should be a running river but all it does is collect dirty water and breed mosquitos, the Council should better protect the environment and residents

They do not do due diligence on their contractors. Middle/support management are not really qualified to do the work they do. Poor contract arrangements. A lack of enforcement on contractors when they do crap work.

Not enough recreation centres. Lack of job opportunities

Open water storm drain that we didn't want – it's dangerous for children.

Due to the low numbers of respondents who qualified for this question, statistical confirmation of response variations across subgroups could not be undertaken.

3.9.2 Drivers of Satisfaction with Council

A correlation was undertaken to examine the relationship between satisfaction with individual Council services and satisfaction with Council service overall. The result of this correlation provides a measure of derived importance for each of the Council services.

It should be noted that during the survey (see section 3.6.2) respondents were asked to name their first, second and third most important services. Although the concept of importance is being assessed in both this section and in section 3.6.2, the question in section 3.6.2 is measured respondents stated most important services. Self-reported importance as determined by ranking does not necessarily provide an indication on which services have the largest *influence* on overall satisfaction with Council, just which are perceived to be the most important.

Derived importance analysis determines the role of each service in terms of the strength of its relationship overall satisfaction with Council (among those who provided is a valuable tool to assist in identifying the drivers of satisfaction and earmarking priorities for service improvement.

The only downfall of this analysis as mentioned earlier is that it only calculates the relationship between services and overall satisfaction based on the respondents who provided a rating for both (i.e. those who responded "don't know" are excluded). Therefore the derived importance applies to those who provided a rating only and not to the total sample.

The chart overleaf displays the results of this analysis and is followed by a discussion of the findings.

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

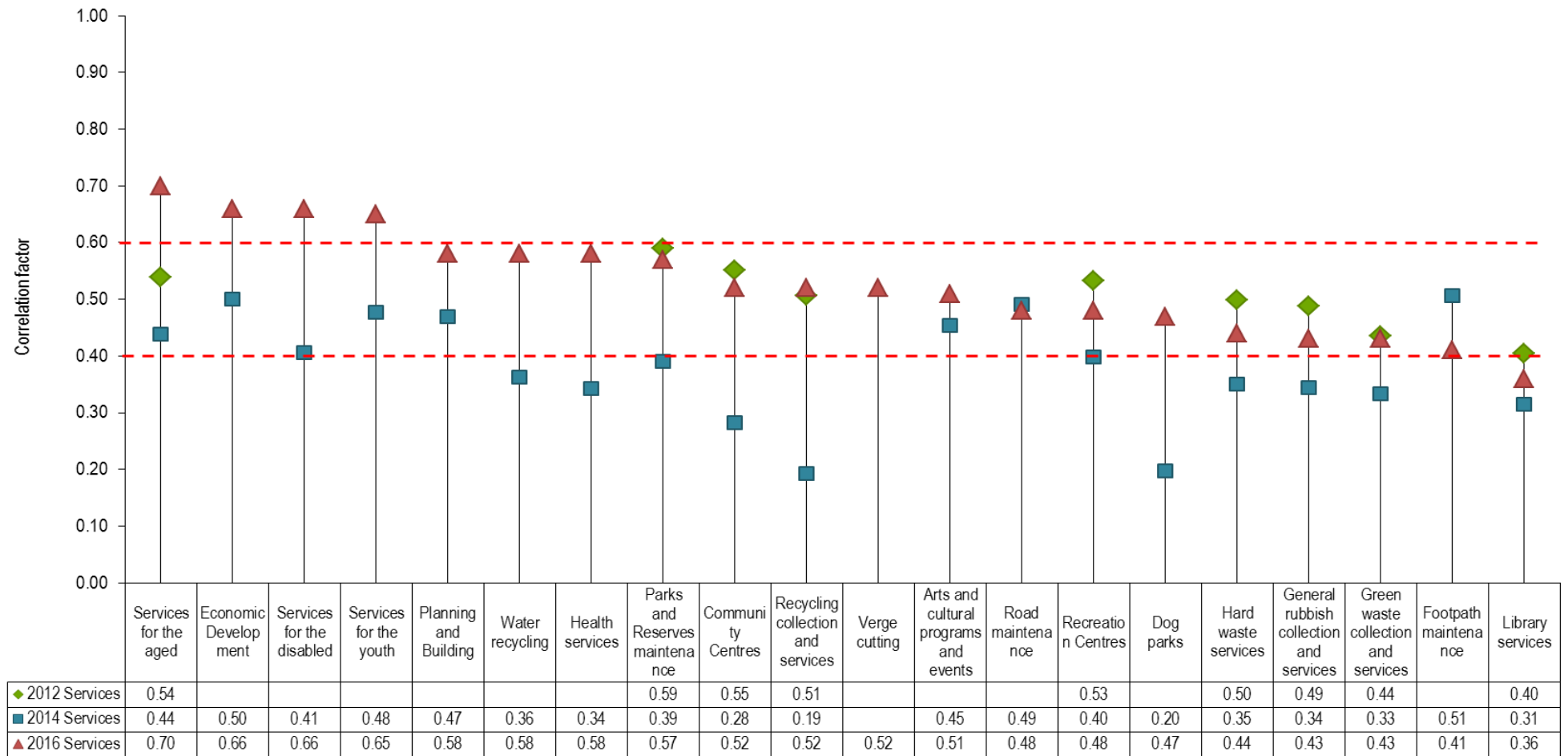


Fig.32: Derived importance of individual Council services to satisfaction with Council's delivery of services overall

2016 n's	198	340	204	238	351	311	488	562	317	586	552	322	586	361	412	462	587	566	593	372
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Compared to 2014, most services were found to be more strongly related to overall satisfaction. Four services were identified as having an elevated influence on overall satisfaction with Council in 2016, these being: services for the aged, economic development, services for the disabled and services for the youth. With correlation factors of over 0.6 the strength of their relationship to overall satisfaction is considered moderate to strong.

As these services also achieved below optimal satisfaction scores (6.9, 5.7, 6.5 and 6.6, respectively), the research suggests there is room for improvement and that improvement in these areas would produce positive results in terms of overall satisfaction with Council. However, as services for the aged, disabled and youth were each rated by less than half of the total sample (i.e. less than half of the total sample utilise these services or have knowledge enough of them to provide a rating) improving performance of these services may not result in the largest increases in overall satisfaction across the resident population as a whole.

On the other hand, economic development, planning and building and verge cutting were each rated by more than 56% of the sample (92% of the sample rated verge cutting) and each attained below optimal satisfaction scores (5.7 and 6.0 and 6.4, respectively). As all of these services displayed moderate relationships to overall satisfaction; improvements in these areas would likely have a larger impact on the community as a whole.

The least important services in terms of driving overall satisfaction in 2016 were footpath maintenance and library services. Footpath maintenance achieved a low satisfaction rating at 6.1 out of 10; however, its lower correlation factor suggests that improvement in this area is unlikely to result in a great increase in residents' overall satisfaction with Council.

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	219	37%	297	49%
Female	381	63%	303	51%
TOTAL	600	100%	600	100%
AGE				
15-34	45	8%	220	37%
35-44	63	11%	104	17%
45-54	71	12%	100	17%
55-64	118	20%	84	14%
65+	303	51%	92	15%
TOTAL	600	100%	600	100%
WARD				
Hills	105	18%	112	19%
Levels	86	14%	85	14%
West	52	9%	81	14%
East	93	16%	73	12%
Para	57	10%	67	11%
Central	74	12%	63	11%
North	66	11%	60	10%
South	67	11%	58	10%
TOTAL	600	100%	600	100%
COUNTRY OF BIRTH*				
Australia	425	71%	459	77%
Overseas	173	29%	140	23%
Refused	2	0%	1	0%
TOTAL	600	100%	599	100%
GROSS INCOME H/HOLD				
Less than \$25,000	145	24%	74	12%
\$25,000 - \$49,999	147	25%	101	17%
\$50,000 - \$74,999	69	12%	97	16%
\$75,000 - \$99,999	54	9%	83	14%
\$100,000 - \$149,999	30	5%	36	6%
\$150,000 - \$199,999	12	2%	18	3%
\$200,000+	4	1%	7	1%
Don't know	71	12%	116	19%
Refused	68	11%	69	12%
TOTAL	600	100%	600	100%

SUB-GROUPS	Unweighted		Weighted	
	#	%	#	%
OCCUPATION				
Clerical/Sales/Service	66	11%	93	16%
Professional/Assoc. Prof	50	8%	82	14%
Trade/Labourer	40	7%	69	12%
Manager/Administrator	44	7%	64	11%
Production/Transport worker	14	2%	20	3%
Retired	288	48%	98	16%
Non age pensioner	43	7%	31	5%
Home duties	22	4%	42	7%
Student	14	2%	60	10%
Unemployed	16	3%	39	7%
Refused	3	1%	2	0%
TOTAL	600	100%	600	100%
EDUCATION				
Still at school	5	1%	21	4%
Left school age 15 or less	112	19%	43	7%
Left school after age 15	188	31%	142	24%
Left school after age 15 but still studying	18	3%	67	11%
Trade/Apprenticeship	77	13%	76	13%
Certificate/Diploma	138	23%	165	28%
Bachelor Degree or higher	59	10%	85	14%
Refused	3	1%	1	0%
TOTAL	600	100%	600	100%
FREQUENCY OF INTERNET USE				
Daily/most days	364	61%	491	82%
1-3 times a week	73	12%	46	8%
Once a fortnight or less	43	7%	18	3%
Never	119	20%	44	7%
Refused	1	0%	1	0%
TOTAL	600	100%	600	100%
MOST COMMON INTERNET ACCESS				
Connection at home	371	62%	419	70%
Mobile data	37	6%	61	10%
Connection At work	40	7%	52	9%
Free wifi	7	1%	14	2%
Library computers	4	1%	3	1%
Do not use the internet	133	22%	49	8%
Refused	8	1%	2	0%
TOTAL	600	100%	600	100%

*It is not appropriate to weight country of origin data due to the small numbers originating from each country and therefore highly affected by the weighting process. Therefore, the table below displays the *unweighted* country of birth distribution across the total sample.

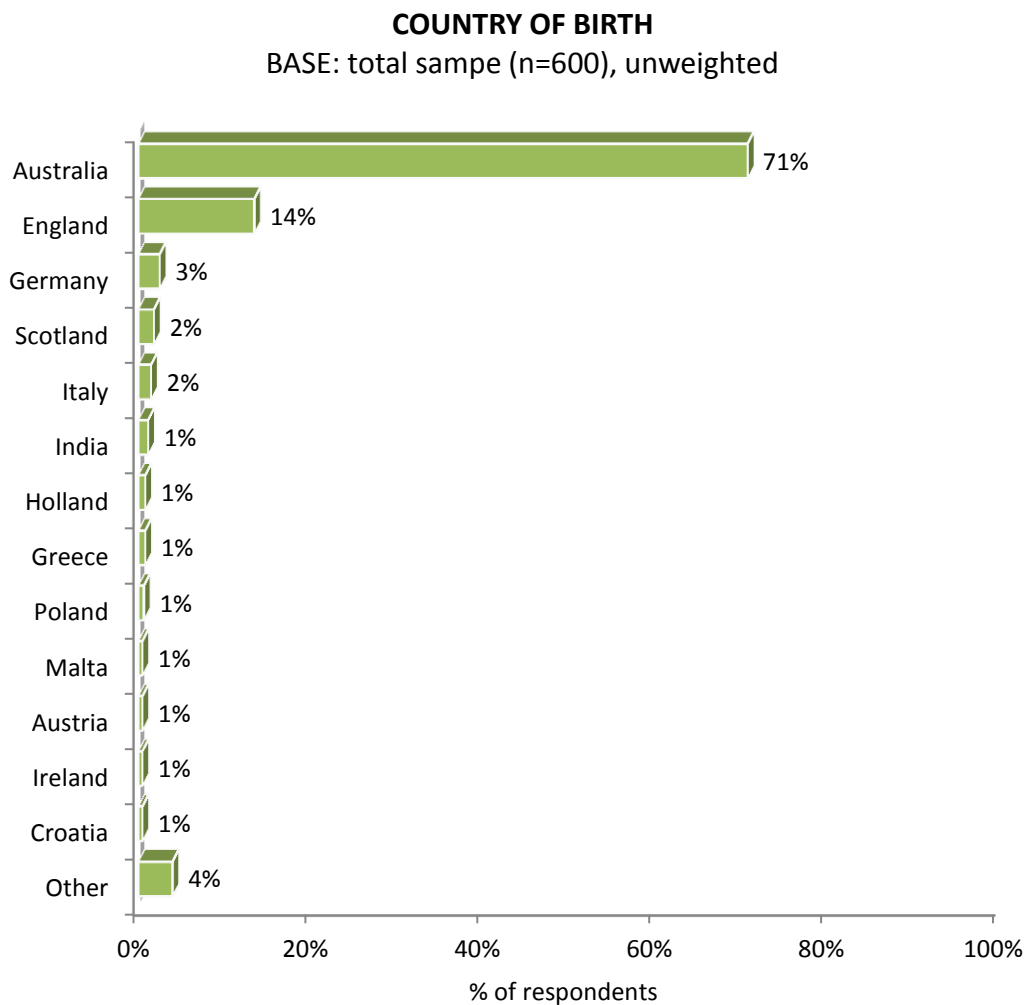


Fig.34: Specific Country of birth (unweighted)

APPENDIX A2: QUESTIONNAIRE

8941 CITY OF SALISBURY-COMMUNITY SURVEY ~ AUG 2016

ALLFILE

DISK

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_

As we are trying to talk to a good cross section of residents, is there anyone in living in this household aged under 45? _IF YES, ASK TO SPEAK WITH THEM OR ARRANGE CALLBACK - IF NO TERMINATE - RE-INTRODUCE AS REQUIRED_

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.

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? _unprompted, multiple response_"

MR

1. Availability of housing
2. Availability of services
3. Cost of housing
4. Employment opportunities
5. Location
6. Schools
7. Shopping centres
8. Family/friends live in area
9. Retirement Village
10. Other (SPECIFY Q401)

11. Don't know / not sure
12. Nothing
13. 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? _unprompted, multiple response_"

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? _unprompted, multiple response_"

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? _unprompted, multiple response_"

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/assaults/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 community or youth 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, multiple response_"

MR

1. Council staff
2. Elected members/Councillors

3. No - contact with neither

IF NOT 1 IN Q11 GO Q12JP

Q11A PURPOSE FOR CONTACTING STAFF

"Q11A What was your purpose for contacting Council staff? _unprompted, multiple response_"

MR

1. Service request
2. Development request/question
3. Pay rates or dog registration
4. Other (specify Q11A01)

5. Don't know/can't recall

GO Q12G

Q11A01 OTHER PURPOSE FOR CONTACTING STAFF

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

FOR EACH

Q13 SCALE

"Q13 Now thinking specifically about the contact with Elected Members/Councillors, 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? _unprompted, multiple response_"

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
15. Lower rates
16. Cut back overgrown trees
17. Graffiti - faster removal / better management
18. Better communication and consultation / listen more / give more info
19. More services for the elderly/disabled
20. Improve/add parking
21. Improve/clean up shopping ctrs/buildings/industrial areas

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

GO Q17G

Q1601 OTHER

Q17G LEVEL OF SAT

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

1. General rubbish collection and services
2. Hard waste services
3. Green waste collection and services
4. Recycling collection and services
5. Library services
6. Community Centres
7. Recreation Centres
8. Parks and Reserves maintenance
9. Road maintenance
10. Footpath maintenance
11. Verge cutting

12. Services for the aged
13. Services for the youth
14. Water recycling
15. Arts and cultural programs and events
16. Dog parks
17. Health services
18. Services for the disabled
19. Planning and Building
20. 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 and services
2. Hard waste services
3. Green waste collection and services
4. Recycling collection and services
5. Library services
6. Community Centres
7. Recreation Centres
8. Parks and Reserves maintenance
9. Road maintenance
10. Footpath maintenance
11. Verge cutting
12. Services for the aged
13. Services for the youth
14. Water recycling
15. Arts and cultural programs and events
16. Dog parks
17. Health services
18. Services for the disabled
19. Planning and Building
20. 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 Q23

Q2201 OTHER SERVICES

Q23 WAYS IN WHICH COUNCIL COMMUNICATES

"Q23 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? _unprompted, multiple response_"

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 Q2301)
-
17. Don't know / not sure

GO Q24

Q2301 OTHER

Q24 OTHER WAYS TO COMMUNICATE

"Q24 Are there any other ways you would like the City of Salisbury to communicate with you?"

1. Yes - SPECIFY (specify Q2401)
2. No
3. Don't know

GO Q25

Q2401 OTHER COMMUNICATION

Q25 PREFERENCE WHEN ENGAGING COUNCIL

"Q25 How do you prefer to engage with Council?"

1. In person
2. Over the phone
3. Via the web
4. Via social media

5. Other (specify Q2501)

6. Don't know / not sure

GO Q26

Q2501 OTHER PREFERENCE WHEN ENGAGING COUNCIL

Q26 OVERALL SAT WITH CITY OF SALISBURY

"Q26 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 0-5 IN Q26 SKIP Q27

GO Q28

Q27 WHY NOT SAT WITH OVERALL SERVICE

"Q27 Why are you not satisfied with the service delivered by Salisbury Council? _unprompted, multiple response_"

MR

1. Not enough communication / lack of consultation / information
2. Receive little/no service from Council
3. Lack of street/verge maintenance/cleaning
4. Ignore queries/requests for maintenance
5. Other reason (SPECIFY Q2701)

6. Don't know / not sure

GO Q28

Q2701 OTHER REASON DISSAT

Q28 PERCEPTIONS OF AFFORDABILITY

"Q28 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

Q29 CURRENT TENANCY

"Q29 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

Q30 EMPLOYMENT

"Q30 What is your current employment status?"

1. Part-time employment
2. Full-time employment
3. Unemployed

4. Home duties
5. Pensioner (non-age pension)
6. Retired / age pensioner
7. Student
8. Refused

IF 3-8 IN Q30 GO Q31

Q30A HOW DO YOU DESCRIBE YOUR OCCUPATION?

"Q30A How do you describe your occupation? _IF NECESSARY, MAKE A NOTE AND CHECK LIST FOR CORRECT CODE_"

1. Manager / administrator
2. Professional
3. Tradesperson / related worker
4. Clerical, sales & service worker
5. Production and transport worker
6. Labourer / related worker
7. Refused

Q31 EDUCATION

"Q31 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

Q32 HOW OFTEN USE INTERNET

"Q32 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
9. Refused
10. Never] Q33

Q32A HOW ACCESS INTERNET

"Q32A How do you most commonly access the internet? _interviewers: this is how they are connected, rephrase or read out if they do not understand_"

1. Internet connection at home
2. Internet connection at work
3. Free wifi
4. Library computers
5. Mobile data
6. Other (specify Q32A01)
7. Refused

GO Q33

Q32A01 OTHER INTERNET ACCESS

Q33 GENDER.

"Q33 _Record gender (do not ask unless can't tell)_"

1. Male
2. Female

Q34 COUNTRY OF BIRTH

"Q34 In which country were you born? _unprompted question_"

1. Australia
2. England
3. New Zealand
4. India
5. Italy
6. Germany
7. Netherlands/Holland
8. Scotland
9. Vietnam
10. Other (specify Q3401)
11. Refused

GO Q35

Q3401 OTHER COUNTRY OF BIRTH

Q35 YOB

"Q35 What year were you born? _RECORD NUMBER, D IF REFUSED_"
NUM 1900-2002, 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

Q99CLOSE

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

BLANK

Q99ISO 20252

"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."

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