



MCGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.

CITY OF SALISBURY

COMMUNITY SATISFACTION SURVEY REPORT

Project 11201 | NOVEMBER 2018

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Research Methodology

RESEARCH PURPOSE

McGregor Tan was commissioned to conduct the 2018 community satisfaction survey for the City of Salisbury to track key measures such as quality of life, council services, city strengths, safety aspects, communication, and attractions to living in the city.

METHODOLOGY

Market research has been conducted in accordance with ISO 202520.



The research was conducted between 5th October and 23rd October via mixed methodology of Computer Assisted Telephone Interviewing (CATI) and online.

SAMPLE

600 City of Salisbury residents participated in the survey.

The survey was conducted across the 8 City of Salisbury wards:

- Hills
- Levels
- West
- Central
- South
- North
- Para
- East

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

McGregor Tan was commissioned by the City of Salisbury to conduct an annual survey with households within the City to measure the community's perceptions on a range of services and attributes of the City, by tracking key measures such as quality of life, council services, city strengths, safety aspects, communication, and attractions to living in the City.

The research was conducted between 5th October and 23rd October via mixed methodology of Computer Assisted Telephone Interviewing (CATI) and online. 600 City of Salisbury residents participated in the survey that was conducted across the 8 City of Salisbury wards: Hills, Levels, West, Central, South, North, Para, and East.

QUALITY OF LIFE

Research revealed a moderate level of satisfaction (mean rating of 6.9, down from 7.5 in 2016) with the quality of life in the Salisbury Council area, with respondents most satisfied with access to parks and reserves, access to good shopping opportunities, and access to streets and walkways, however they are least satisfied with development of job opportunities in the Salisbury area, childcare and having a sense of community.

Five key attribute drivers determined the overall satisfaction with the quality of life in the Salisbury Council area –

- Access to parks and reserves
- Development of job opportunities in the Salisbury area
- Having a diverse community
- Having a sense of community
- Managing local environmental sustainability

COUNCIL SERVICES

Satisfaction with the services delivered by Salisbury Council has decreased, with two thirds (65%) of residents indicating they were satisfied with the services delivered, recording a moderate rating of 6.8 (down from 7.4 in 2016).

Respondents from the Central Ward (81%) are most satisfied with the Council's services compared to other wards, whilst only 51% of those in the East Ward were satisfied. The top 3 services respondents are most satisfied with include general rubbish collection and services, recycling collection and services, and green waste collection and services, while the 3 services respondents are least satisfied with include services for the disabled, the youth and the aged. The main reason respondents felt dissatisfied was due to the Council ignoring queries and requests for maintenance.

EXECUTIVE SUMMARY

STRENGTHS

Parks and reserves (37%, up from 8% in 2016) and cost of housing (33%, up from 13% in 2016) were identified as key strengths of the City of Salisbury. Those who would be likely to promote living in the City of Salisbury mentioned location (40%), shopping centres (39%) and availability of services (38%) as strengths of the City of Salisbury.

The top 3 services that are most important to respondents include general rubbish collection and services, parks and reserves maintenance, and road maintenance.

NET PROMOTER SCORE

One in ten (18%) respondents indicated that they are highly likely to recommend living in the Salisbury Council area. City of Salisbury residents recorded a net promoter score of -20 for likelihood of recommending living in the Council area. This score is higher than the City of Salisbury benchmark score of -34.

DEMOGRAPHICS

The highest level of satisfaction with the quality of life was at North Ward (74%) and lowest in the Levels Ward (59%). A higher percentage of male respondents (67%) were satisfied compared to females (64%). Respondents who have lived in the council area for less than 1 year seem to be more

satisfied (84%) than others, while satisfaction levels are lowest (45%) for those who have lived between 5 and 10 years. Respondents aged between 18 and 24 are least satisfied with the quality of life in the City (48%), while those aged 65 plus are most satisfied (87%).

CORE COUNCIL SERVICES

Each Council service was identified as a core service by City of Salisbury residents, with Parks and reserves maintenance (95%, down from 98% in 2016), Footpath maintenance (94%, down from 96% in 2016), Green waste collection and services (94%, down from 97% in 2016) and General rubbish collection services (94%, down from 96% in 2016) being the 4 top responses.

The respondents held the Council and State Government mainly responsible for the listed services. Other council services mentioned by respondents include animal and pest control, better communication, community bus, community gardens, green waste collection, home care services, more activities for the youth and elderly, and more services for the elderly and disabled.

EXECUTIVE SUMMARY

SAFETY

More than half (55%) indicated they felt safe in the Salisbury Council area, recording a moderate rating of 6.2 (down from 7.1 in 2016). The main reason respondents felt unsafe was due to the people in the area (38%). Of those who scored a 0-5 for safety, the top locations respondents felt unsafe in are the train station (18%, unchanged from 2016), everywhere, all areas (15%, up from 14% in 2016) and Parabanks (15%).

When asked their particular reason for feeling unsafe, respondents cited drug and alcohol problems (58%, up from 27% in 2016), hoons, gangs and youths loitering (50%, up from 27% in 2016) and home invasions / break ins (47%, up from 25% in 2016) as the main reasons mentioned by residents.

COMMUNICATION

Responses showed a significant increase in all types of current communication for the City of Salisbury residents, who are currently informed about Council events, services and Council's key directions by mail / letterbox drop (56%, up from 53% in 2016), brochures / flyers / other publication (55%, up from 17% in 2016) and Salisbury Aware Magazine (43%, up from 28% in 2016).

Residents indicated they would prefer to find out about Council events, services and Council's key directions via mail / letterbox drop (53%),

Facebook (33%) and brochures / flyers / other publications (32%). While Facebook is not in the top three current methods of communication for keeping informed, it is a preferred way to find out about events, services and Council's key directions, especially for the younger residents as they are more likely to use social media. Those older, preferred over the phone or in-person communications.

Research indicated moderate to high levels of satisfaction when residents were asked to rate their satisfaction with the contact they had with Council staff, and with elected members or councillors.

ATTRACTIONS

Cost of housing and location were listed as top responses to why residents were attracted to living in the area. Respondents agreed with the fact that they liked living in their local community and could get help from family, friends and neighbours. The majority of respondents however, stated they do not participate in any of the community activities listed.

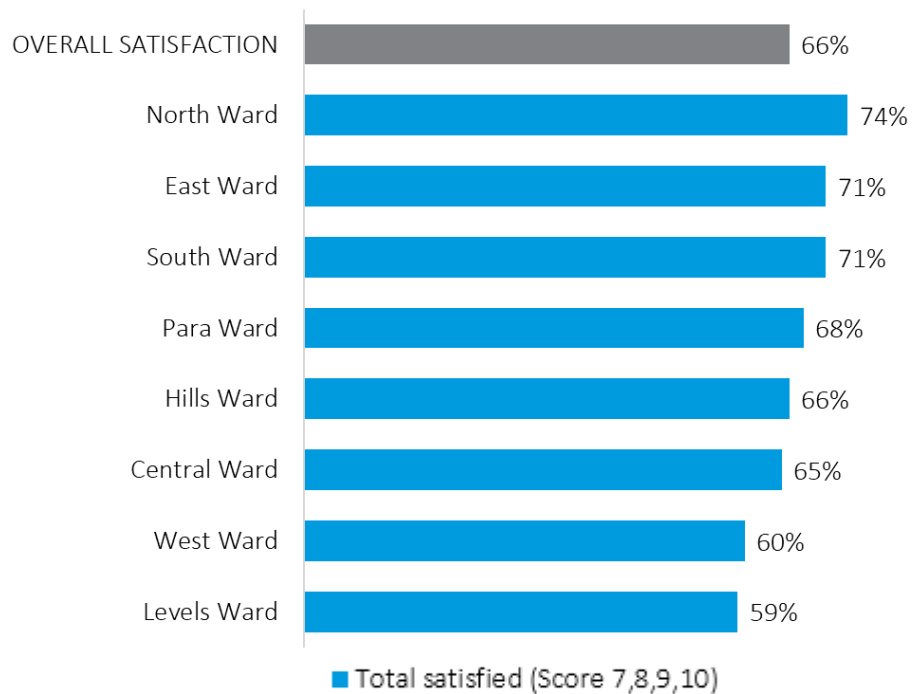
ANALYSIS

SATISFACTION WITH QUALITY OF LIFE IN SALISBURY COUNCIL AREA

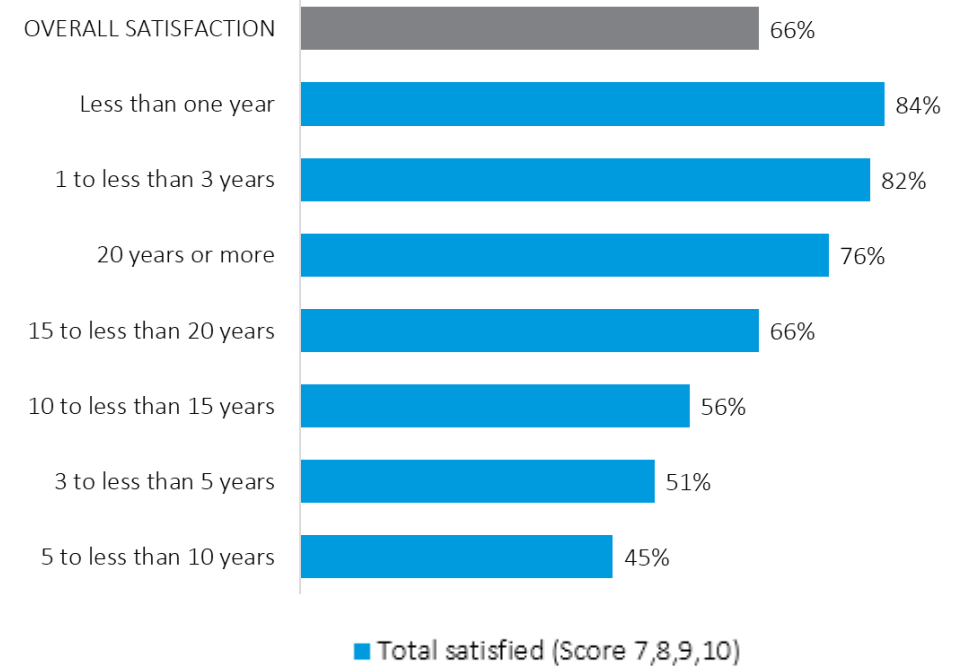


Overall Satisfaction Summary of Quality of Life in the Salisbury Council Area

WARD BY QUALITY OF LIFE SATISFACTION

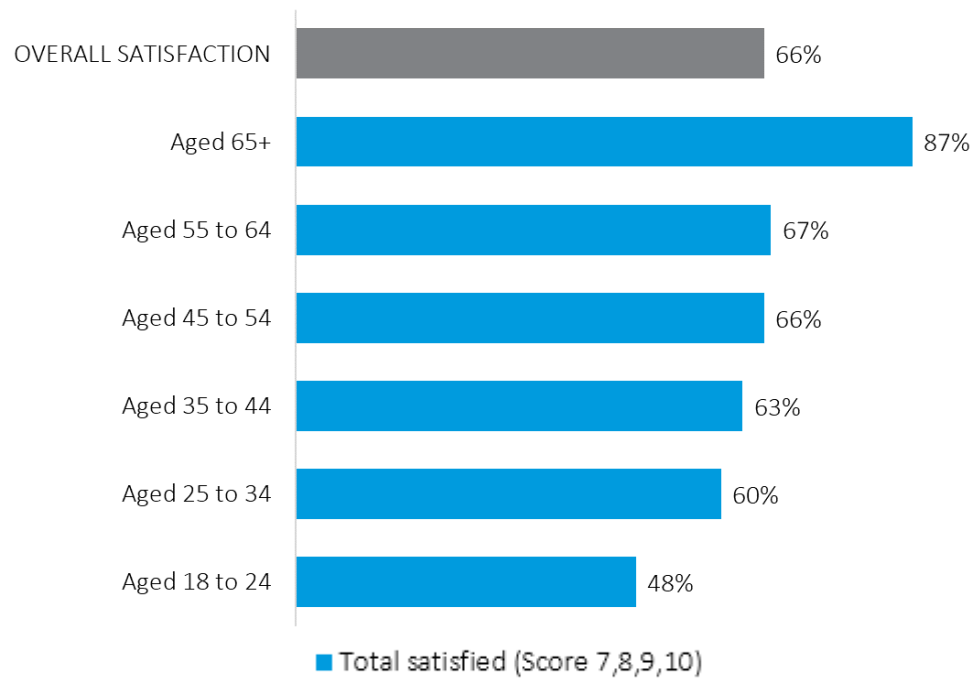


LENGTH OF TIME LIVED IN COUNCIL AREA BY QUALITY OF LIFE SATISFACTION

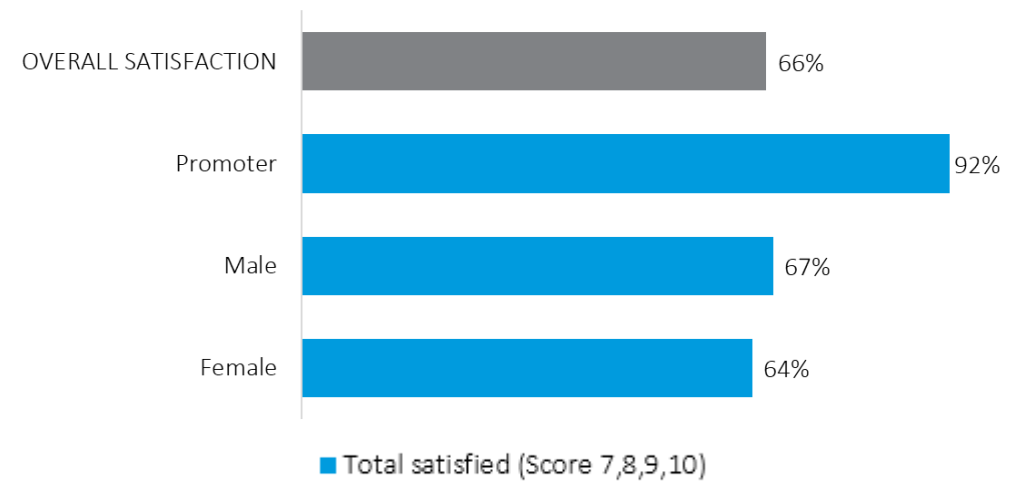


Overall Satisfaction Summary of Quality of Life in the Salisbury Council Area (cont.)

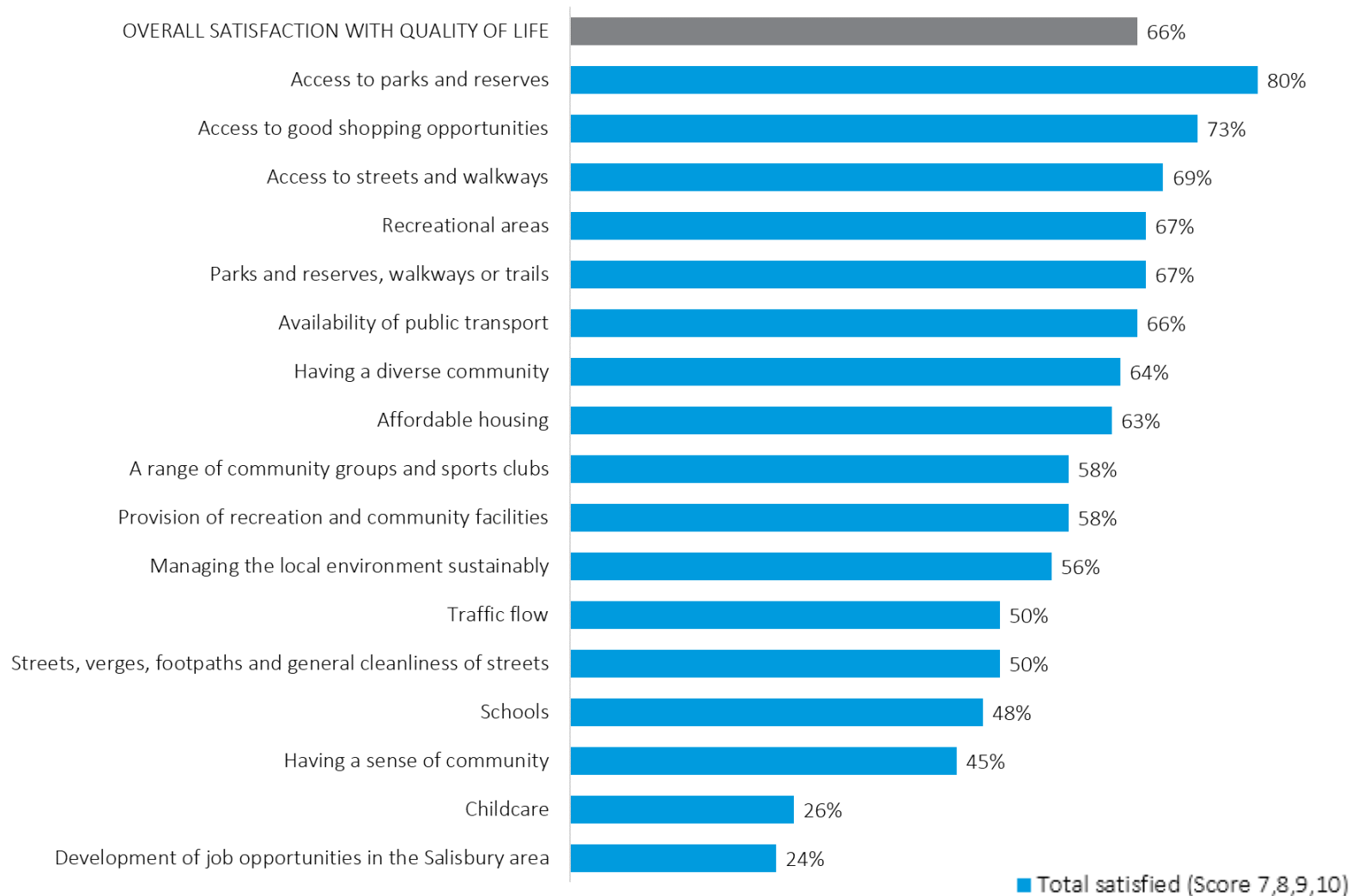
AGE GROUP BY QUALITY OF LIFE SATISFACTION



PROMOTERS AND GENDER BY QUALITY OF LIFE SATISFACTION



Summary of Quality of Life Satisfaction in the Salisbury Council Area (cont.)

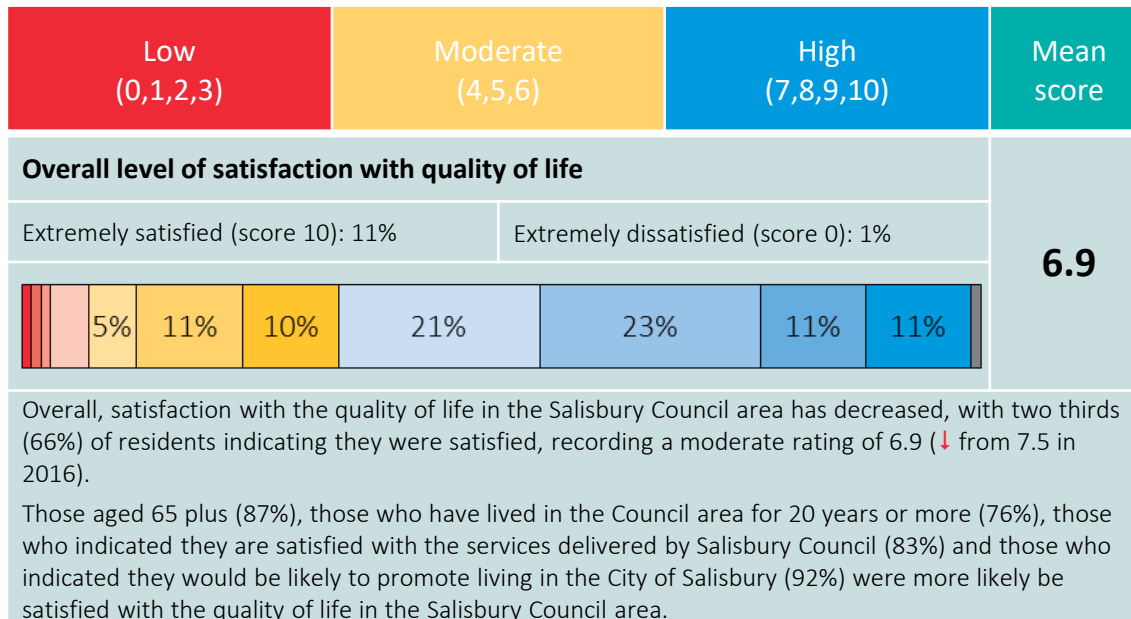


18. Overall, how satisfied are you with the quality of life in the Salisbury Council area? Using the same 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.

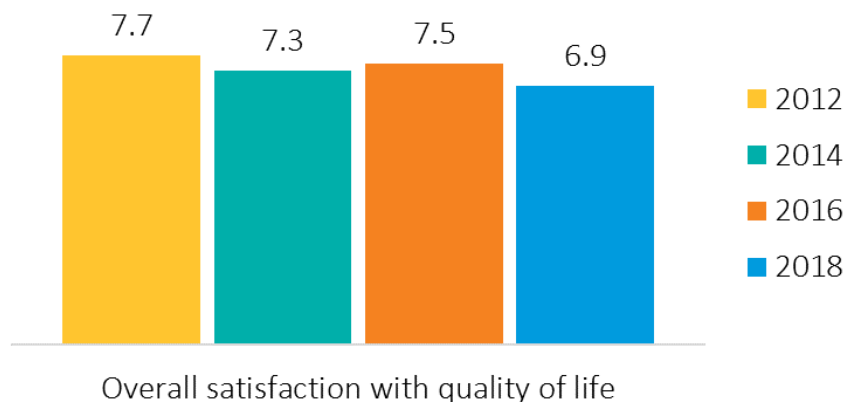
19. Thinking about the quality of life where you live, on a scale of 0 to 10, where 0 is extremely dissatisfied and 10 is extremely satisfied, please rate your level of satisfaction or dissatisfaction with the following... Read out Both Base: All respondents (n=600)

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

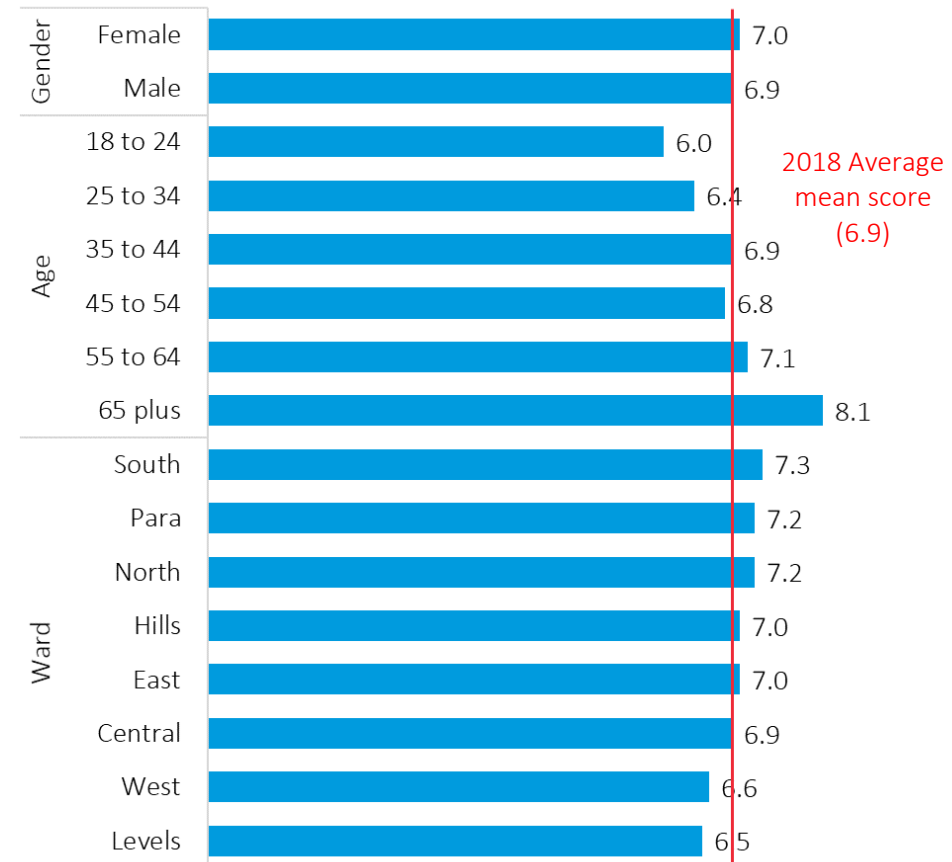
Overall Satisfaction with Quality of Life in Salisbury Council Area



TRACKING LEVEL OF OVERALL SATISFACTION WITH QUALITY OF LIFE



OVERALL SATISFACTION WITH QUALITY OF LIFE BY KEY DEMOGRAPHICS



Multiple Regression

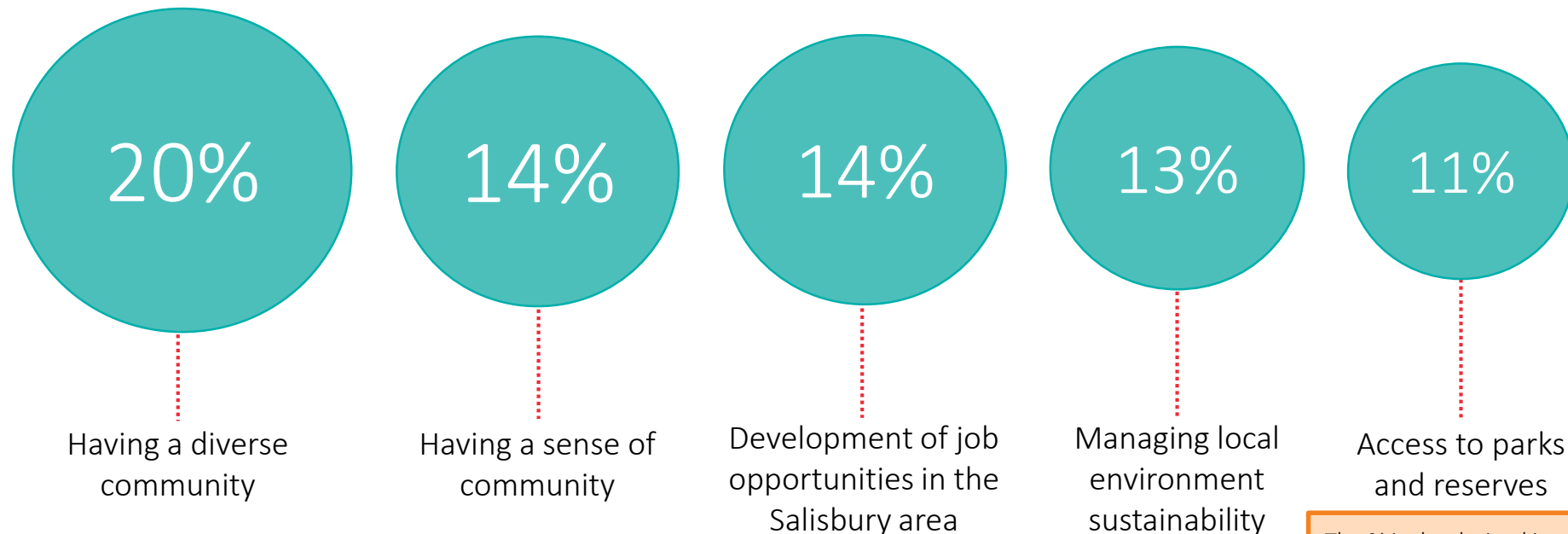
Key Drivers of Satisfaction for Quality of Life



An overall level of satisfaction of 6.9 (66% satisfied) for the quality of life in the Salisbury Council area was recorded by residents.

Multiple regression analysis revealed that these five attributes had a significant role in determining the overall satisfaction with the quality of life in the Salisbury Council area. Together these attributes accounted for 51% of variability existing in residents overall satisfaction.

Improvement in the satisfaction of the following drivers is likely to improve the overall satisfaction of quality of life within the Salisbury Council area.



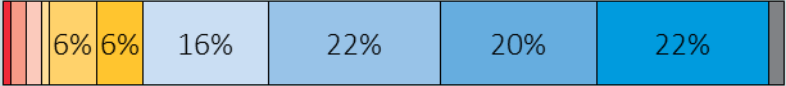
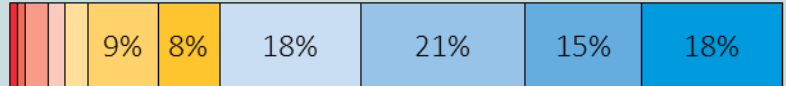
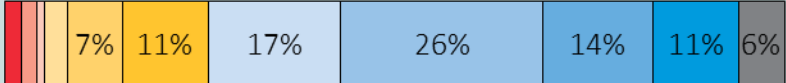
The % is the derived importance of each of the factors for quality of life.

The higher the % the more likely this factor is to be a key driver of overall satisfaction.

Satisfaction with Quality of Life



Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with statements relating to quality of life in the Salisbury Council areas.

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary
			7.8	Access to parks and reserves
				Extremely satisfied (score 10): 22% Extremely dissatisfied (score 0): 1%
				Four in five (80%) residents were satisfied with access to parks and reserves, recording a high rating of 7.8 (↔ from 7.8 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (27%) and those who indicated they would be likely to promote living in the City of Salisbury (45%) were more likely to score a 10.
			7.4	Access to good shopping opportunities
				Extremely satisfied (score 10): 18% Extremely dissatisfied (score 0): 1%
				Almost three quarters (73%) were satisfied with access to good shopping opportunities, recording a high rating of 7.4 (↓ from 7.8 in 2016). Those aged 65 plus (29%), those who reside in the South Ward (30%), those who indicated they are satisfied with the service delivered by Salisbury Council (24%) and those who indicated they would be likely to promote living in the City of Salisbury (49%) were more likely to score a 10.
			7.3	Recreational areas
				Extremely satisfied (score 10): 11% Extremely dissatisfied (score 0): 2%
				Two thirds (67%) of residents were satisfied with recreational areas, recording a high rating of 7.3 (↔ from 7.3 in 2016). Those aged 55 to 64 (19%), those who indicated they are satisfied with the service delivered by Salisbury Council (16%) and those who indicated they would be likely to promote living in the City of Salisbury (37%) were more likely to score a 10.

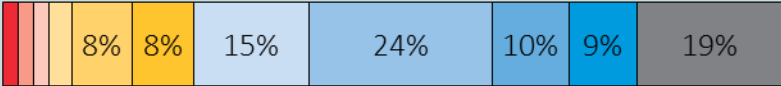
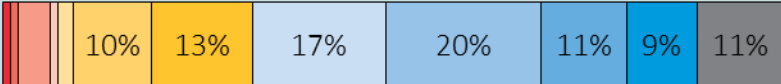
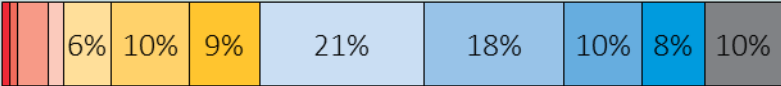
Satisfaction with Quality of Life (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.3	Availability of public transport	
				Extremely satisfied (score 10): 16%	Extremely dissatisfied (score 0): 3%
				Two thirds (66%) of residents were satisfied with the availability of public transport, recording a high rating of 7.3 (↓ from 7.6 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (22%) and those who indicated they would be likely to promote living in the City of Salisbury (39%) were more likely to score a 10.	
			7.2	Parks and reserves, walkways or trails	
				Extremely satisfied (score 10): 14%	Extremely dissatisfied (score 0): 1%
				Approximately two thirds (67%) were satisfied with parks and reserves, walkways or trails, recording a high rating of 7.2 (↓ from 7.3 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (20%) and those who indicated they would be likely to promote living in the City of Salisbury (36%) were more likely to score a 10.	
			7.2	Having a diverse community	
				Extremely satisfied (score 10): 15%	Extremely dissatisfied (score 0): 2%
				Almost two thirds (64%) of residents were satisfied with having a diverse community, recording a high rating of 7.2 (↓ from 7.5 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (18%) and those who indicated they would be likely to promote living in the City of Salisbury (35%) were more likely to score a 10.	


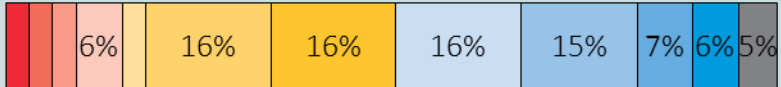
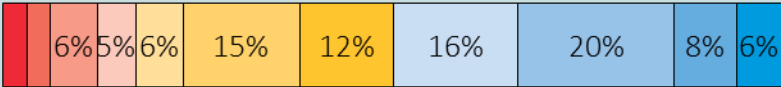
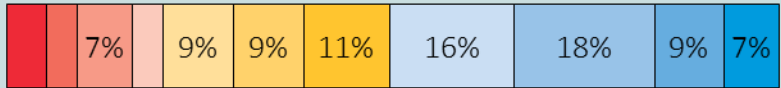
Satisfaction with Quality of Life (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.2	Affordable housing	
				Extremely satisfied (score 10): 13%	Extremely dissatisfied (score 0): 2%
				More than three in five (63%) residents were satisfied with affordable housing, recording a high rating of 7.2 (↑ from 7.1 in 2016). Those who reside in the West Ward (25%), those who indicated they are satisfied with the service delivered by Salisbury Council (15%) and those who indicated they would be likely to promote living in the City of Salisbury (32%) were more likely to score a 10.	
			7.2	Schools	
				Extremely satisfied (score 10): 10%	Extremely dissatisfied (score 0): 1%
				Almost half (48%) were satisfied with schools, recording a high rating of 7.2 (↓ from 7.7 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (14%) and those who indicated they would be likely to promote living in the City of Salisbury (30%) were more likely to score a 10.	
			7.1	Access to streets and walkways	
				Extremely satisfied (score 10): 14%	Extremely dissatisfied (score 0): 2%
				Seven in ten (69%) residents were satisfied with access to streets and walkways, recording a high rating of 7.1 (↓ from 7.4 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (18%) and those who indicated they would be likely to promote living in the City of Salisbury (37%) were more likely to score a 10.	

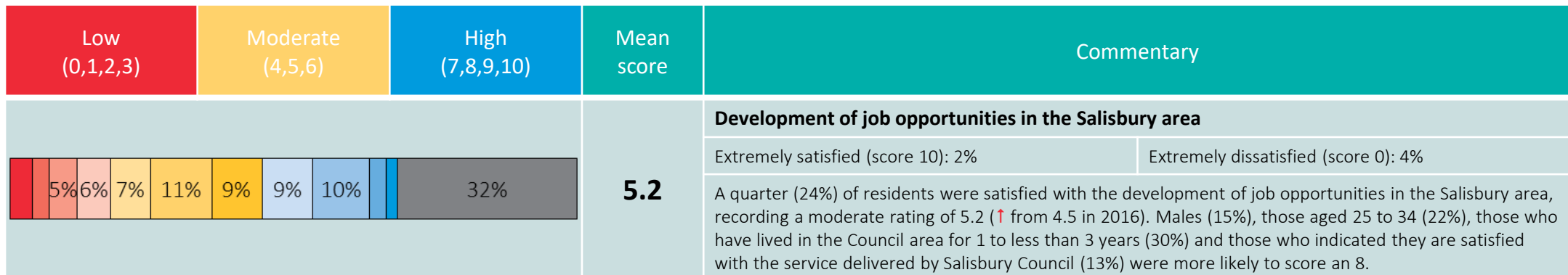
Satisfaction with Quality of Life (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary		
			7.1	A range of community groups and sports clubs		
				Extremely satisfied (score 10): 9%		Extremely dissatisfied (score 0): 2%
				Almost three in five (58%) residents were satisfied with the range of community groups and sports clubs, recording a high rating of 7.1 (↓ from 7.5 in 2016). Those who reside in the Para Ward (22%), those who have lived in the Council area for 15 to less than 20 years (17%), those who indicated they are satisfied with the service delivered by Salisbury Council (12%) and those who indicated they would be likely to promote living in the City of Salisbury (16%) were more likely to score a 9.		
			7.0	Provision of recreation and community facilities		
				Extremely satisfied (score 10): 9%		Extremely dissatisfied (score 0): 1%
				Almost three in five (58%) residents were satisfied with the provision of recreation and community facilities, recording a high rating of 7.0 (↓ from 7.3 in 2016). Those aged 65 plus (18%), those who reside in the South Ward (24%), those who have lived in the Council area for 1 to less than 3 years (30%), those who have lived in the Council area for 15 to less than 20 years (23%), those who indicated they are satisfied with the service delivered by Salisbury Council (15%) and those who indicated they would be likely to promote living in the City of Salisbury (19%) were more likely to score a 9.		
			6.7	Managing the local environment sustainability		
				Extremely satisfied (score 10): 8%		Extremely dissatisfied (score 0): 1%
				More than half (56%) of residents were satisfied with managing the local environment sustainability, recording a moderate rating of 6.7 (↓ from 7.0 in 2016). Males (14%), those aged 35 to 44 (18%), those who indicated they are satisfied with the service delivered by Salisbury Council (14%) and those who indicated they would be likely to promote living in the City of Salisbury (17%) were more likely to score a 9.		

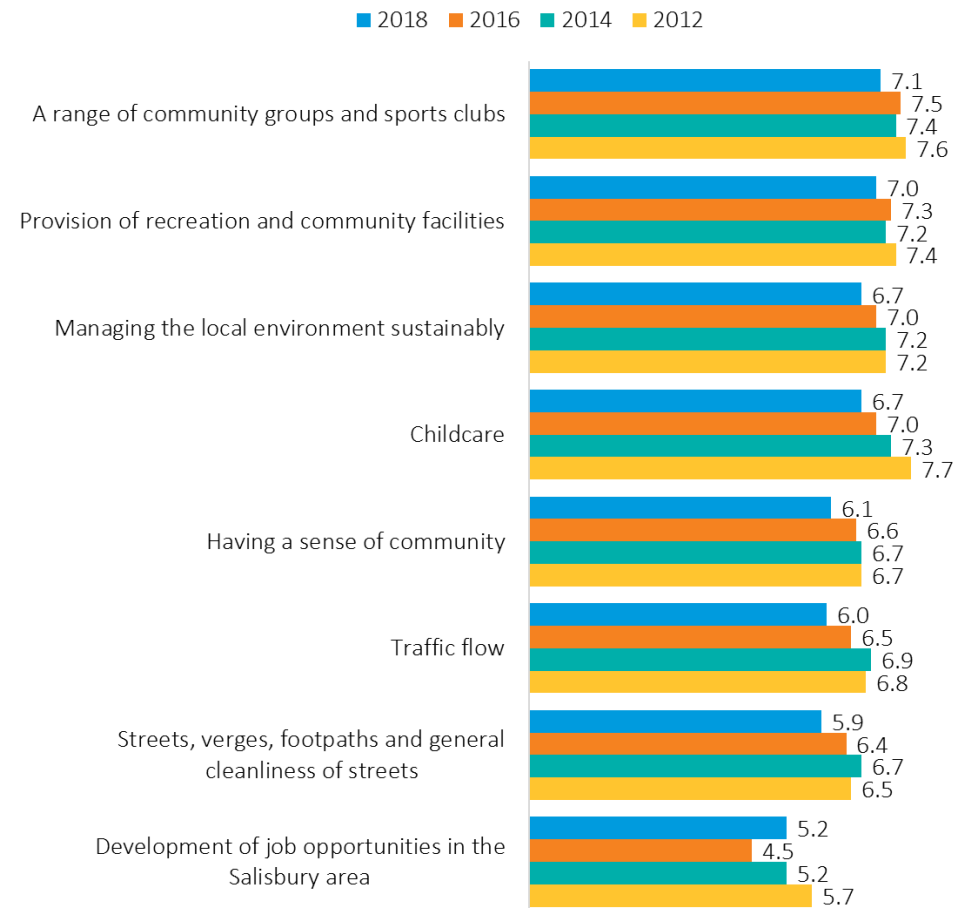
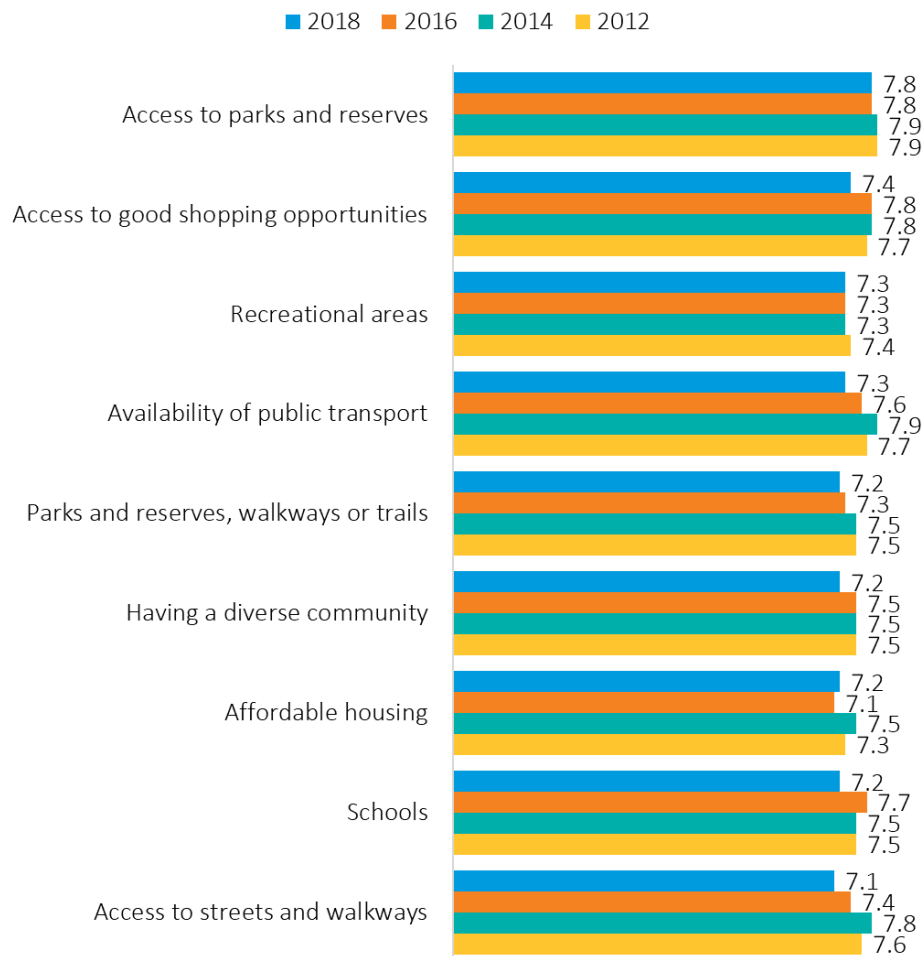
Satisfaction with Quality of Life (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			6.7	Childcare	
				Extremely satisfied (score 10): 6% Extremely dissatisfied (score 0): 1%	
				A quarter (26%) of residents were satisfied with childcare, recording a moderate rating of 6.7 (↓ from 7.0 in 2016). Those who indicated they would be likely to promote living in the City of Salisbury (16%) and those from the Levels Ward (12%) were more likely to score a 10.	
			6.1	Having a sense of community	
				Extremely satisfied (score 10): 6% Extremely dissatisfied (score 0): 3%	
				More than two in five (45%) residents were satisfied with having a sense of community, recording a moderate rating of 6.1 (↓ from 6.6 in 2016). Those aged 65 plus (24%), those who have lived in the Council area for 20 years or more (21%) and those who indicated they are satisfied with the service delivered by Salisbury Council (21%) were more likely to score an 8.	
			6.0	Traffic flow	
				Extremely satisfied (score 10): 6% Extremely dissatisfied (score 0): 3%	
				Half (50%) of residents were satisfied with the traffic flow, recording a moderate rating of 6.0 (↓ from 6.5 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (25%) were more likely to score an 8.	
			5.9	Streets, verges, footpaths and general cleanliness of streets	
				Extremely satisfied (score 10): 7% Extremely dissatisfied (score 0): 5%	
				Half (50%) of residents were satisfied with streets, verges, footpaths and general cleanliness of streets, recording a moderate rating of 5.9 (↓ from 6.4 in 2016). Those aged 65 plus (29%), those who have lived in the Council area for 20 or more years (24%) and those who indicated they are satisfied with the service delivered by Salisbury Council (25%) were more likely to score an 8.	

Satisfaction with Quality of Life (cont.)



Satisfaction with Quality of Life (cont.)

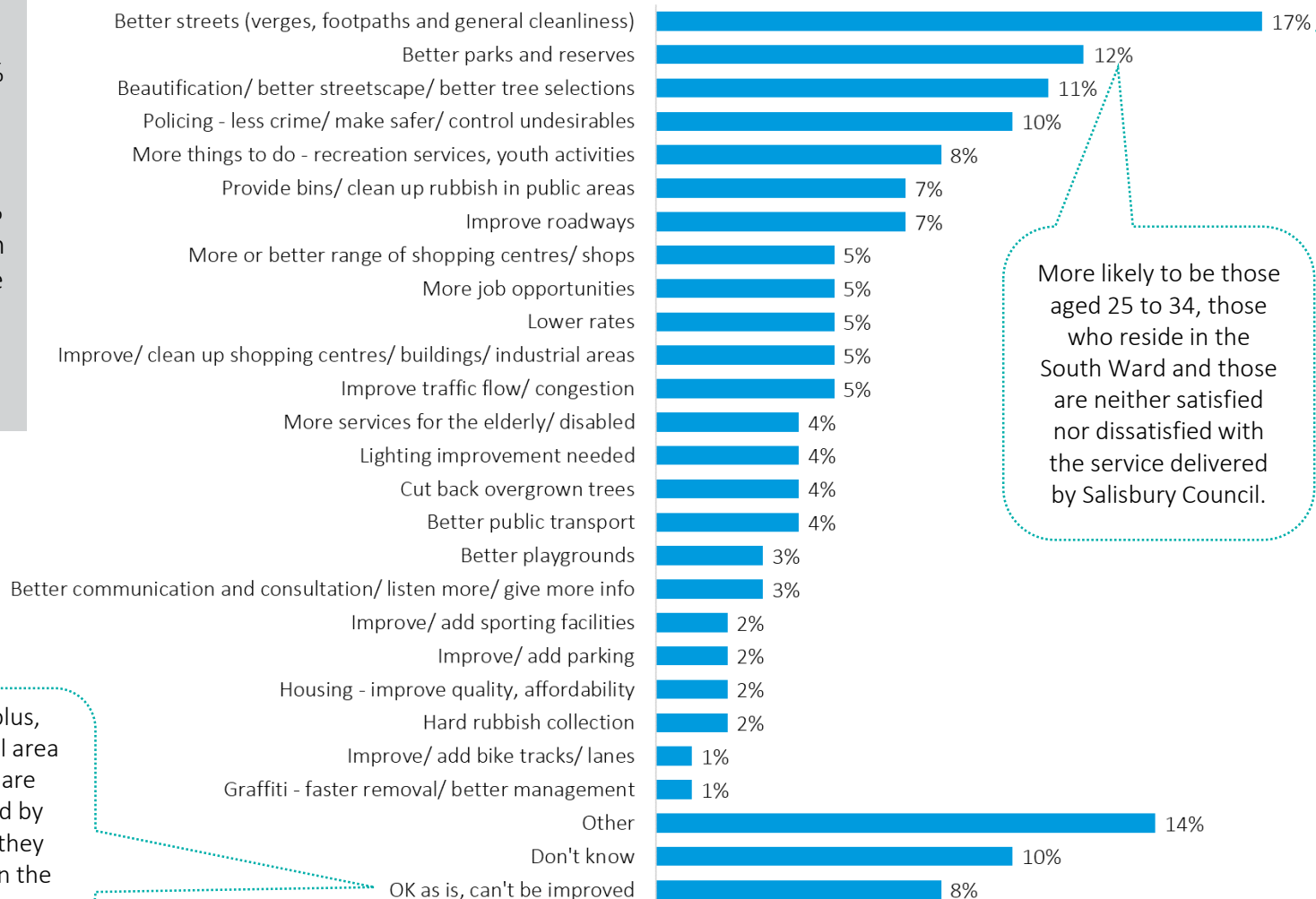


Overall, the majority of satisfaction attributes has decreased from 2016, however, there were still moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with statements relating to quality of life in the Salisbury Council areas. Access to parks and reserves (7.8, ↔ from 7.8 in 2016) recorded the highest satisfaction rating of all statements.

Improving the Salisbury Council Area



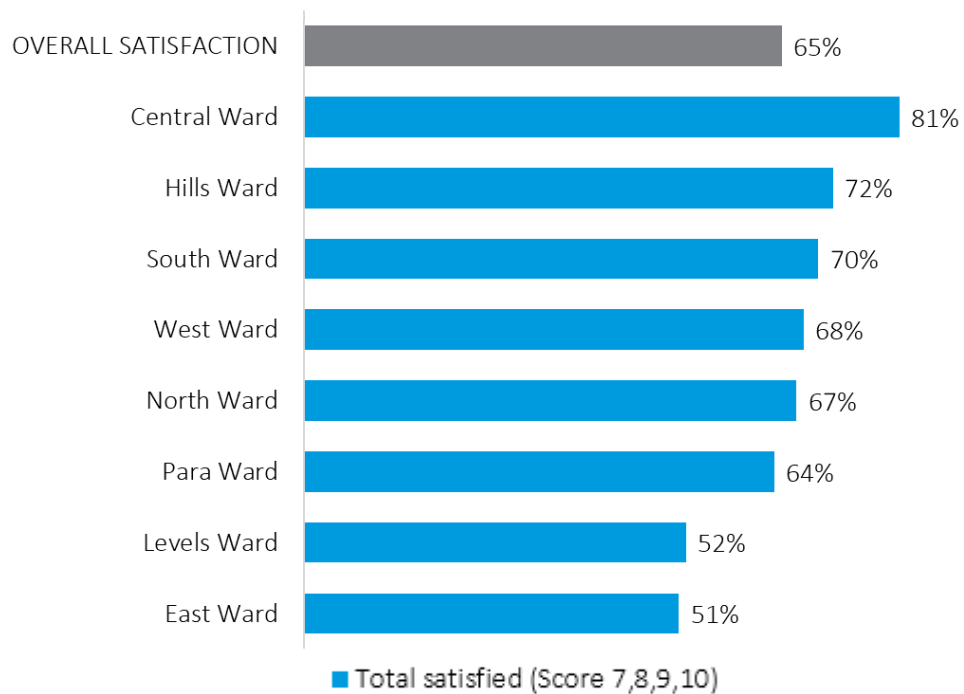
Better streets (17%↓ from 21% in 2016), better parks and reserves (12%, ↔ in 2016) and beautification of the Salisbury Council area (11%, ↓ from 12% in 2016) were all ways in which residents feel the quality of life in the Salisbury Council area could be improved.



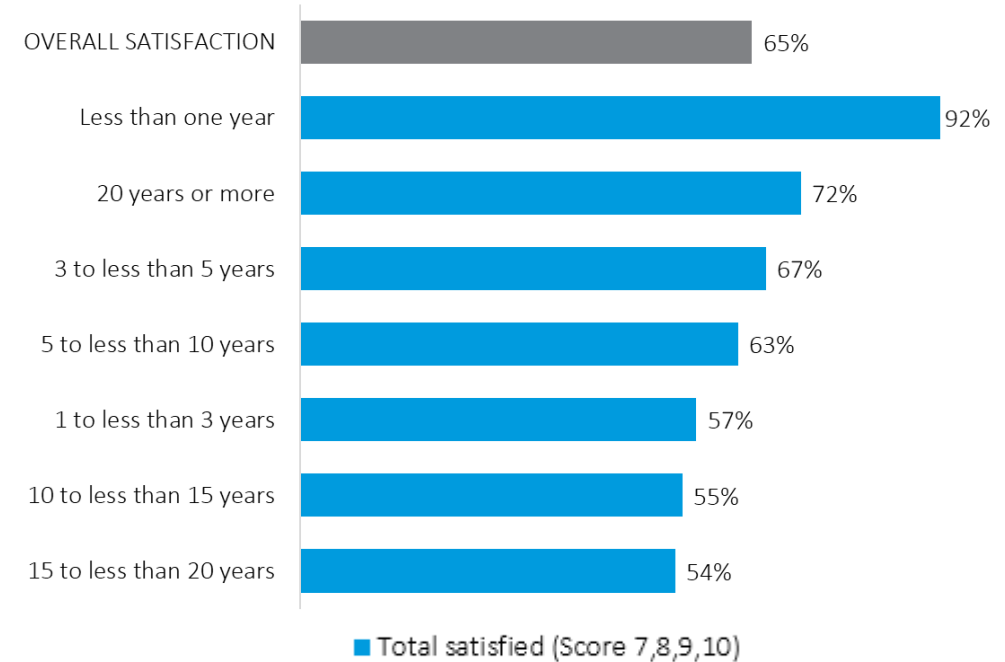
SATISFACTION WITH COUNCIL SERVICES

Overall Satisfaction Summary of Services Delivered by Salisbury Council

WARD BY QUALITY OF LIFE SATISFACTION

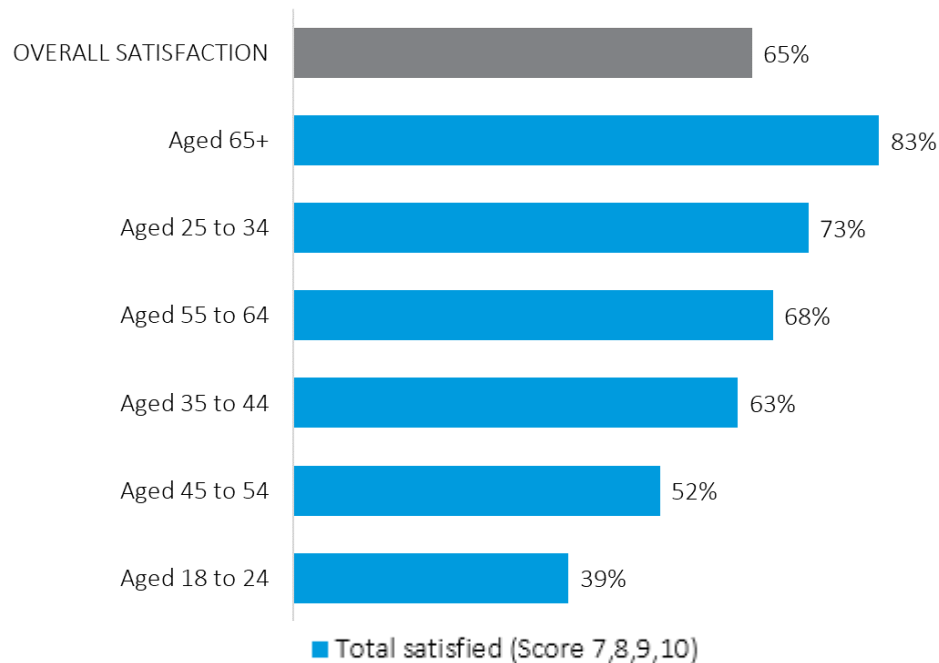


LENGTH OF TIME LIVED IN COUNCIL AREA BY QUALITY OF LIFE SATISFACTION

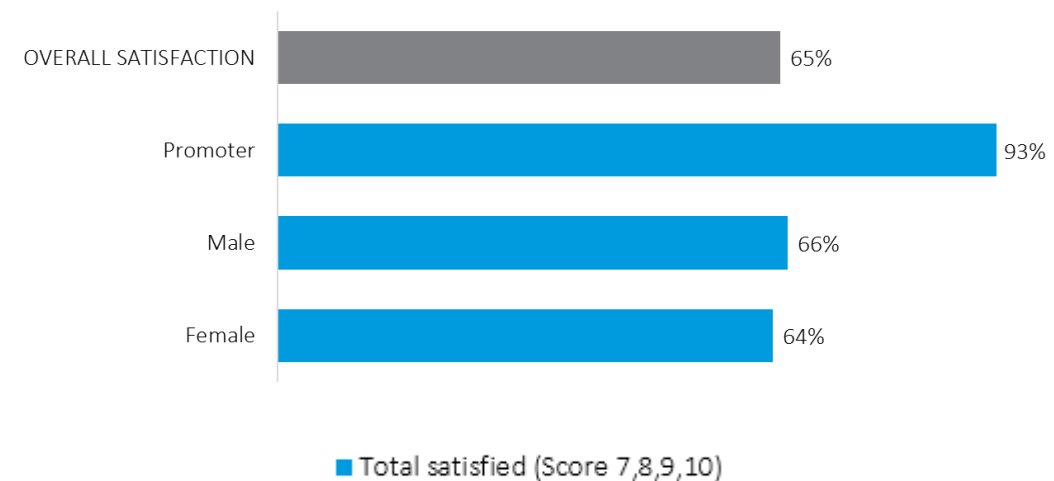


Overall Satisfaction Summary of Services Delivered by Salisbury Council (cont.)

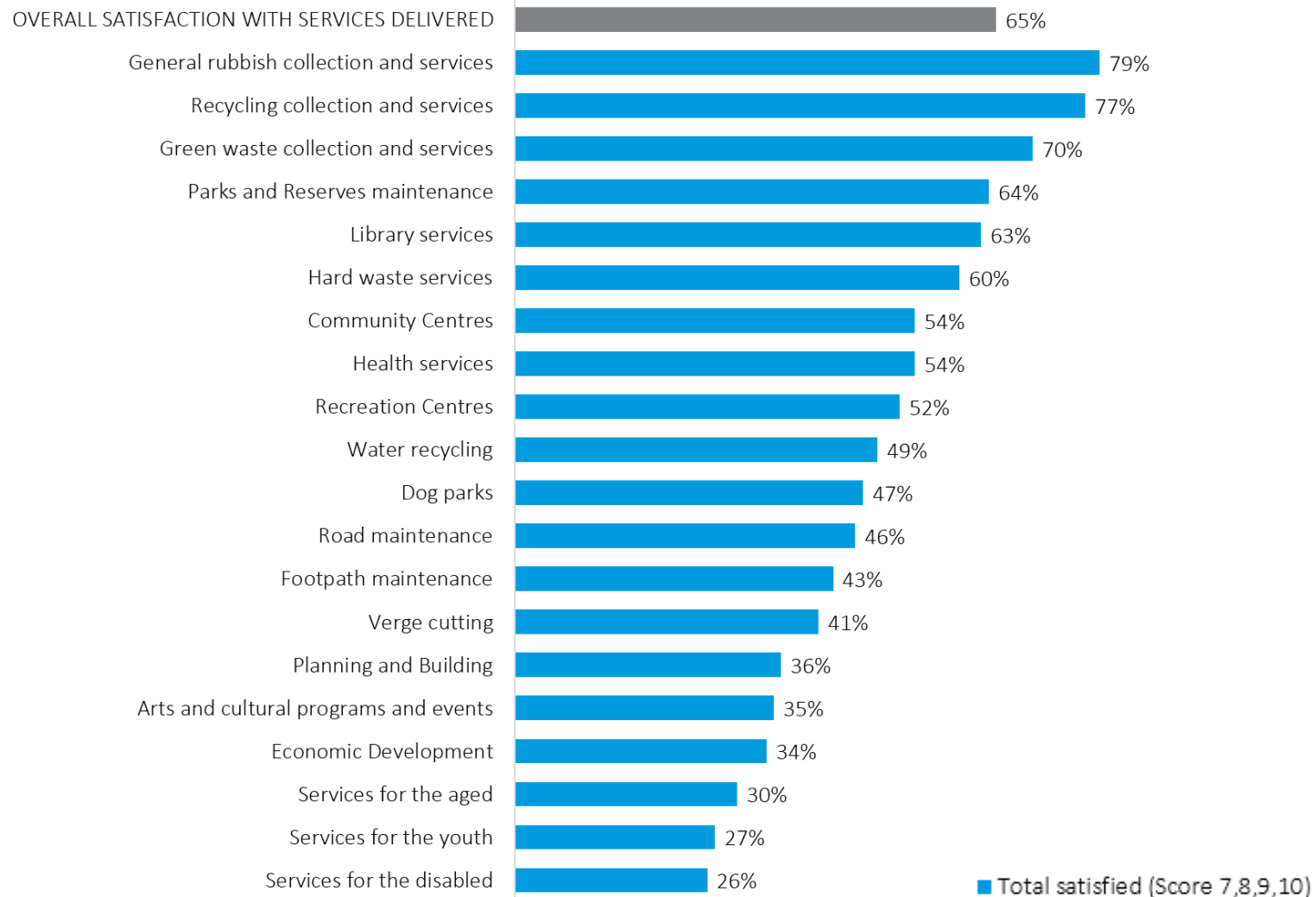
AGE GROUP BY QUALITY OF LIFE SATISFACTION



PROMOTERS AND GENDER BY QUALITY OF LIFE SATISFACTION



Satisfaction Summary of Services Delivered by Salisbury Council



30. 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?

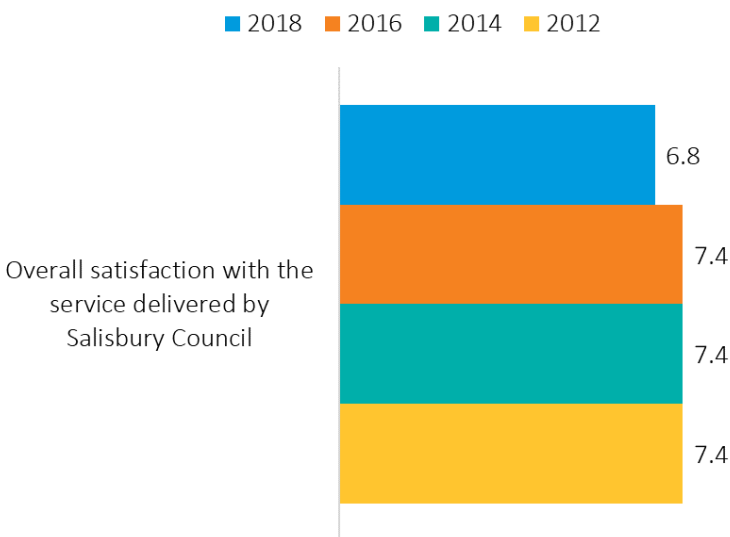
21. The following list of services are delivered by the City of Salisbury, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied, and I'd like you to say how satisfied or dissatisfied you are in each of the following areas. Read out Both Base: All respondents (n=600)

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

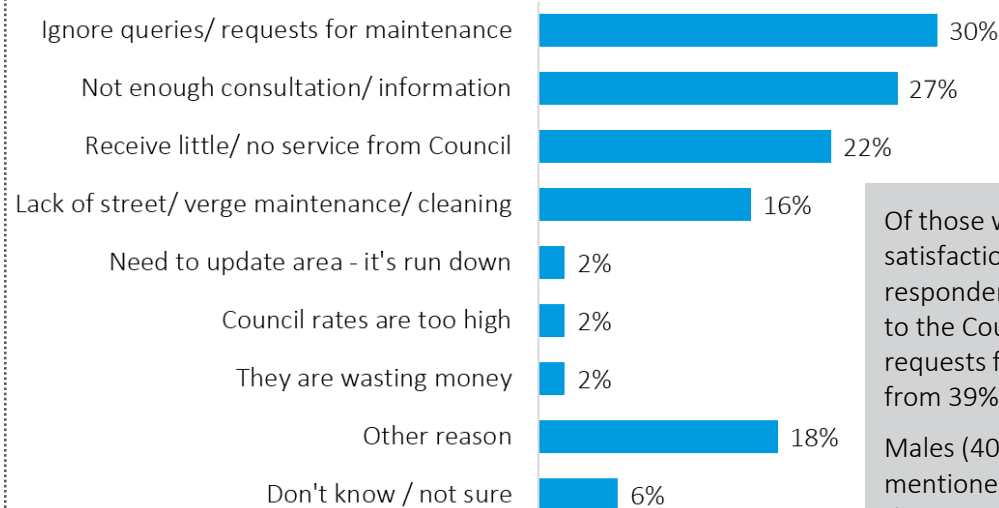
Overall Satisfaction with Services Delivered by Salisbury Council



TRACKING LEVEL OF OVERALL SATISFACTION WITH COUNCIL SERVICES



REASONS FOR DISSATISFACTION



Of those who scored a 0-5 for satisfaction, the main reason respondents felt dissatisfied was due to the Council ignoring queries and requests for maintenance (30%, ↓ from 39% in 2016).

Males (40%) were more likely to have mentioned this as a reason to why they were dissatisfied.



30. 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

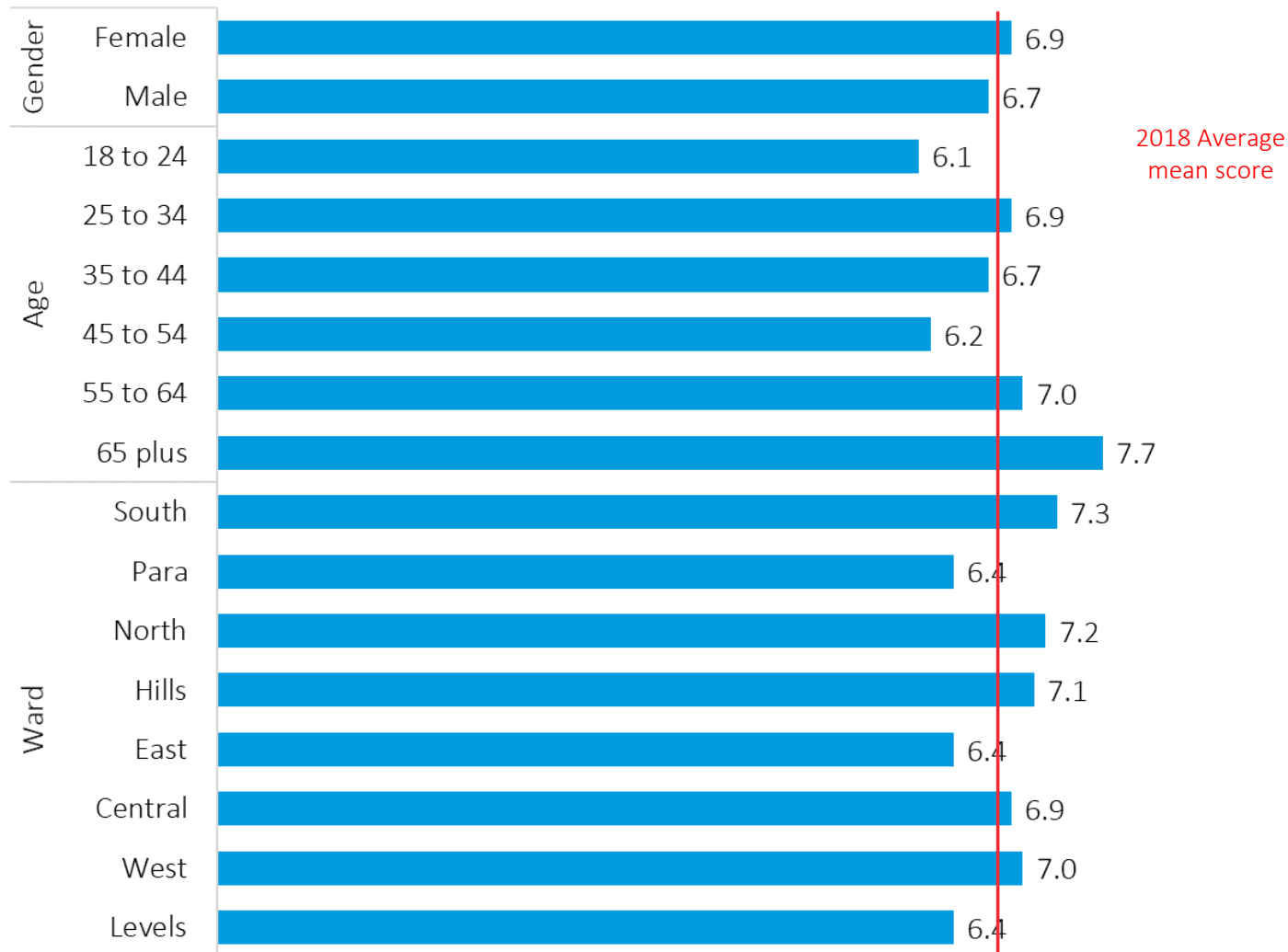
by Salisbury Council OVERALL? Base: All respondents (n=600)

31. Why are you not satisfied with the service delivered by Salisbury Council? (unprompted, multiple response)

Base: Dissatisfied with Overall service (score 0-5) (n=129)

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

Overall Satisfaction with Services Delivered by Salisbury Council by Key Demographics



City of Salisbury's Strengths



Parks and reserves (37%, ↑ from 8% in 2016) and cost of housing (33%, ↑ from 13% in 2016) were identified as strengths of the City of Salisbury.

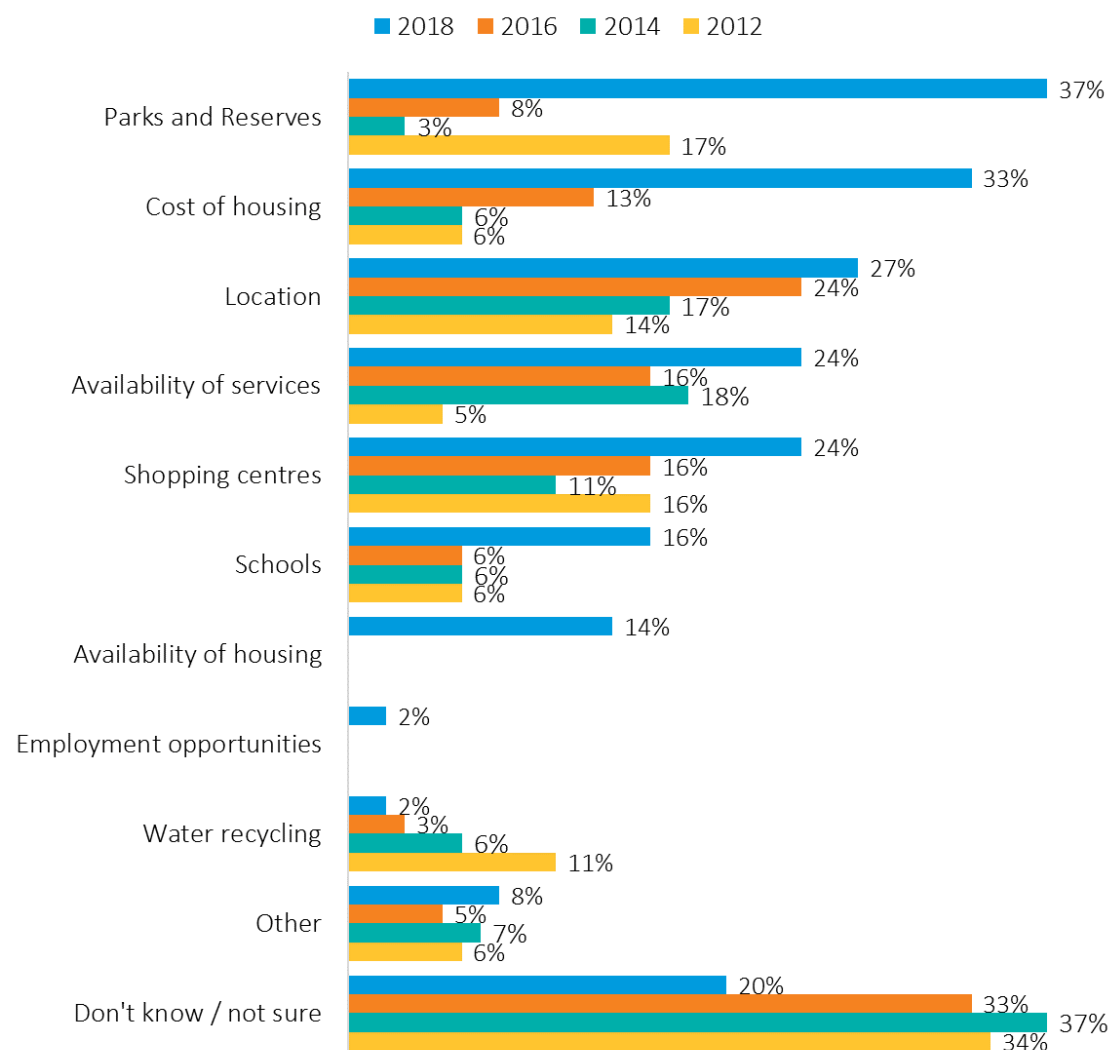
Residents who reside in the East Ward were more likely to identify parks and reserves (58%) and cost of housing (47%) as strengths of the City of Salisbury.

Residents aged 25 to 34 (55%) were also likely to identify cost of housing as a strength.

Those who have lived in the Salisbury Council area for 1 to less than 3 years were also likely to mention parks and reserves (68%) and cost of housing (60%).

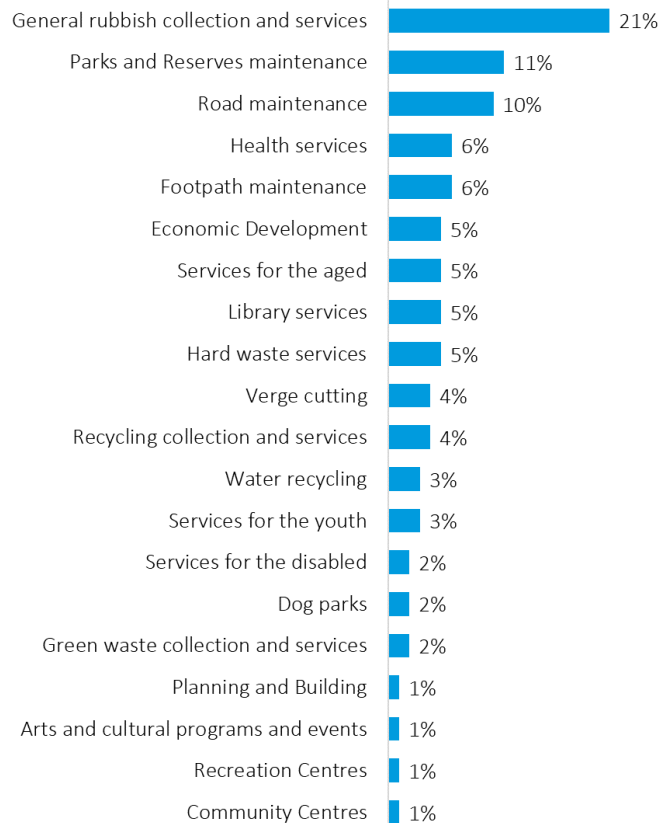
While those who indicated they are satisfied with the service delivered by the Salisbury Council mentioned shopping centres (29%) and availability of services (29%) as strengths.

Those who would be likely to promote living in the City of Salisbury mentioned location (40%), shopping centres (39%) and availability of services (38%) as strengths of the City of Salisbury.

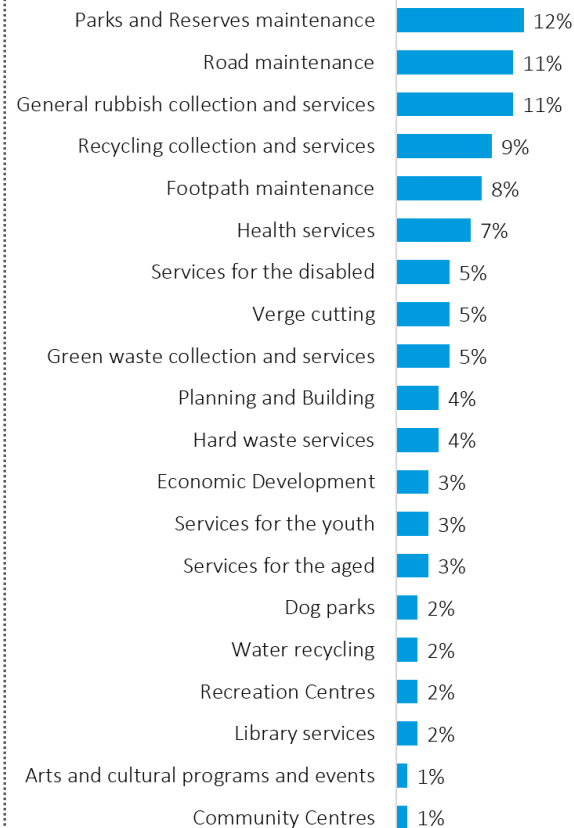


Importance of Services

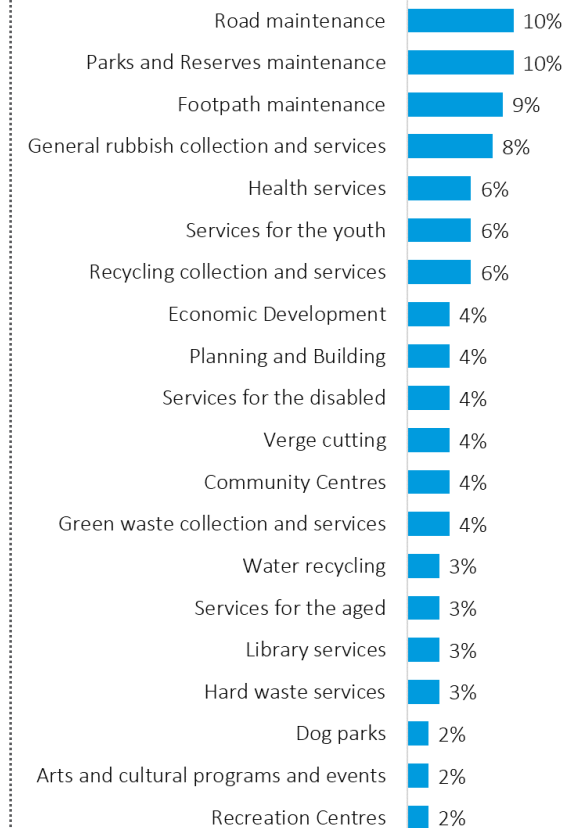
MOST IMPORTANT SERVICE



SECOND MOST IMPORTANT SERVICE



THIRD MOST IMPORTANT SERVICE



General rubbish collection (21%, ↑ from 12% in 2016) was identified by residents as the service that is most important to them.

Males (25%), those aged 55 to 64 (28%), those who reside in the Central Ward (28%) and those who have lived in the Council area for 20 years or more (26%) were more likely to identify General rubbish collection as the most important service to them.

Parks and reserves (12%, ↑ from 11% in 2016) was identified by residents as the service that is second most important to them.

Those aged 25 to 34 (25%), those who have lived in the Council area for 3 to less than 5 years (22%) and those who have lived in the Council area for 10 to less than 15 years (19%) were more likely to identify Parks and reserves as the second most important service to them.

Followed by road maintenance (10%, ↔ from 10% in 2016) which was identified as the service that is third most important to them.

Males (14%), those aged 35 to 44 (19%), those who reside in the Central Ward (23%) and those who have lived in the Council area for 20 years or more (13%) were more likely to identify Road maintenance as the third most important service to them.

22. Of these services which is the most important to you? Prompted, single response

23. Which is the next most important to you, and

24. Which is the third most important to you?

Base: All respondents (n=600)

Satisfaction with Council Services



A decrease in satisfaction, overall, was seen from 2016 to 2018, however, moderate to high levels of satisfaction were still recorded when residents were asked to rate their satisfaction with City of Salisbury's council services.

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.8	General rubbish collection and services	
				Extremely satisfied (score 10): 24%	Extremely dissatisfied (score 0): 1%
				Four in five (79%) residents were satisfied with general rubbish collection and services, recording a high rating of 7.8 (↓ from 8.5 in 2016). Those aged 65 plus (34%), those who are satisfied with the service delivered by Salisbury Council (31%) and those who indicated they would be likely to promote living in the City of Salisbury (54%) were more likely to score a 10.	
			7.7	Recycling collection and services	
				Extremely satisfied (score 10): 24%	Extremely dissatisfied (score 0): 1%
				More than three quarters (77%) of residents were satisfied with recycling collection and services, recording a high rating of 7.7 (↓ from 8.3 in 2016). Those who have lived in the Council area for 3 to less than 5 years (51%), those who are satisfied with the service delivered by Salisbury Council (32%) and those who indicated they would be likely to promote living in the City of Salisbury (56%) were more likely to score a 10.	
			7.7	Library services	
				Extremely satisfied (score 10): 17%	Extremely dissatisfied (score 0): 1%
				More than three in five (63%) residents were satisfied with library services, recording a high rating of 7.7 (↓ from 8.3 in 2016). Those aged 65 plus (26%), those who are satisfied with the service delivered by Salisbury Council (20%) and those who indicated they would be likely to promote living in the City of Salisbury (45%) were more likely to score a 10.	

Satisfaction with Council Services

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary																		
<table border="1"><thead><tr><th>Score</th><th>Percentage</th></tr></thead><tbody><tr><td>0</td><td>5%</td></tr><tr><td>1</td><td>13%</td></tr><tr><td>2</td><td>8%</td></tr><tr><td>3</td><td>7%</td></tr><tr><td>4</td><td>22%</td></tr><tr><td>5</td><td>13%</td></tr><tr><td>6</td><td>21%</td></tr><tr><td>7</td><td>5%</td></tr></tbody></table>			Score	Percentage	0	5%	1	13%	2	8%	3	7%	4	22%	5	13%	6	21%	7	5%	7.5	Green waste collection and services
Score	Percentage																					
0	5%																					
1	13%																					
2	8%																					
3	7%																					
4	22%																					
5	13%																					
6	21%																					
7	5%																					
Extremely satisfied (score 10): 21%			Extremely dissatisfied (score 0): 1%																			
Seven in ten (70%) were satisfied with green waste collection and services, recording a high rating of 7.5 (↓ from 8.3 in 2016). Those aged 65 plus (32%), those who are satisfied with the service delivered by Salisbury Council (28%) and those who indicated they would be likely to promote living in the City of Salisbury (52%) were more likely to score a 10.																						
<table border="1"><thead><tr><th>Score</th><th>Percentage</th></tr></thead><tbody><tr><td>0</td><td>22%</td></tr><tr><td>1</td><td>11%</td></tr><tr><td>2</td><td>7%</td></tr><tr><td>3</td><td>20%</td></tr><tr><td>4</td><td>15%</td></tr><tr><td>5</td><td>9%</td></tr><tr><td>6</td><td>9%</td></tr><tr><td>7</td><td>9%</td></tr></tbody></table>			Score	Percentage	0	22%	1	11%	2	7%	3	20%	4	15%	5	9%	6	9%	7	9%	7.2	Community centres
Score	Percentage																					
0	22%																					
1	11%																					
2	7%																					
3	20%																					
4	15%																					
5	9%																					
6	9%																					
7	9%																					
Extremely satisfied (score 10): 11%			Extremely dissatisfied (score 0): 1%																			
More than half (54%) of residents were satisfied with community centres, recording a high rating of 7.2 (↓ from 7.3 in 2016). Those who have lived in the Council area for 3 to less than 5 years (26%), those who are satisfied with the service delivered by Salisbury Council (14%) and those who indicated they would be likely to promote living in the City of Salisbury (29%) were more likely to score a 10.																						
<table border="1"><thead><tr><th>Score</th><th>Percentage</th></tr></thead><tbody><tr><td>0</td><td>19%</td></tr><tr><td>1</td><td>10%</td></tr><tr><td>2</td><td>11%</td></tr><tr><td>3</td><td>20%</td></tr><tr><td>4</td><td>12%</td></tr><tr><td>5</td><td>10%</td></tr><tr><td>6</td><td>7%</td></tr></tbody></table>			Score	Percentage	0	19%	1	10%	2	11%	3	20%	4	12%	5	10%	6	7%	7.1	Health services		
Score	Percentage																					
0	19%																					
1	10%																					
2	11%																					
3	20%																					
4	12%																					
5	10%																					
6	7%																					
Extremely satisfied (score 10): 11%			Extremely dissatisfied (score 0): 1%																			
More than half (54%) were satisfied with health services, recording a high rating of 7.1 (↓ from 7.3 in 2016). Those aged 65 plus (17%) those who are satisfied with the service delivered by Salisbury Council (14%) and those who indicated they would be likely to promote living in the City of Salisbury (28%) were more likely to score a 10.																						

Satisfaction with Council Services (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.1	Water recycling	
				Extremely satisfied (score 10): 11%	Extremely dissatisfied (score 0): 2%
				Half (49%) of residents were satisfied with water recycling, recording a high rating of 7.1 (↓ from 7.3 in 2016). Those aged 65 plus (21%) those who are satisfied with the service delivered by Salisbury Council (15%) and those who indicated they would be likely to promote living in the City of Salisbury (34%) were more likely to score a 10.	
			7.0	Recreation centres	
				Extremely satisfied (score 10): 7%	Extremely dissatisfied (score 0): 1%
				Half (52%) of residents were satisfied with recreation centres, recording a high rating of 7.0 (↓ from 7.5 in 2016). Those aged 18 to 24 (22%) and those who reside in the Levels Ward (17%) were more likely to score a 9.	
			6.9	Parks and reserves maintenance	
				Extremely satisfied (score 10): 10%	Extremely dissatisfied (score 0): 2%
				Almost two thirds (64%) of residents were satisfied with parks and reserves maintenance, recording a moderate rating of 6.9 (↓ from 7.0 in 2016). Those who have lived in the Council area for 1 to less than 3 years (25%), those who are satisfied with the service delivered by Salisbury Council (15%) and those who indicated they would be likely to promote living in the City of Salisbury (31%) were more likely to score a 10.	
			6.9	Dog parks	
				Extremely satisfied (score 10): 8%	Extremely dissatisfied (score 0): 1%
				47% of residents were satisfied with dog parks, recording a moderate rating of 6.9 (↔ from 6.9 in 2016). Those aged 18 to 24 (22%) and those who have lived in the Council area for 1 to less than 3 years (28%) were more likely to score a 9.	

Satisfaction with Council Services (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			6.7	Hard waste services	
				Extremely satisfied (score 10): 14%	Extremely dissatisfied (score 0): 3%
				Three in five (60%) residents were satisfied with hard waste services, recording a moderate rating of 6.7 (↓ from 7.3 in 2016). Those who are satisfied with the service delivered by Salisbury Council (17%) and those who indicated they would be likely to promote living in the City of Salisbury (38%) were more likely to score a 10.	
			6.5	Arts and cultural programs and events	
				Extremely satisfied (score 10): 6%	Extremely dissatisfied (score 0): 1%
				Approximately a third (35%) of residents were satisfied with arts and cultural programs and events, recording a moderate rating of 6.5 (↓ from 6.9 in 2016). Those who reside in the Para Ward (34%) and those who are satisfied with the service delivered by Salisbury Council (17%) were more likely to score an 8.	
			6.5	Services for the aged	
				Extremely satisfied (score 10): 5%	Extremely dissatisfied (score 0): 1%
				Three in ten (30%) residents were satisfied with services for the aged, recording a moderate rating of 6.5 (↓ from 6.9 in 2016). Those aged 65 plus (18%), those who have lived in the Council area for 20 years or more (17%) and those who indicated they are satisfied with the services delivered by Salisbury Council (15%) were more likely to score an 8.	
			6.3	Services for the disabled	
				Extremely satisfied (score 10): 4%	Extremely dissatisfied (score 0): 2%
				A quarter (26%) of residents were satisfied with services for the disabled, recording a moderate rating of 6.3 (↓ from 6.5 in 2016).	

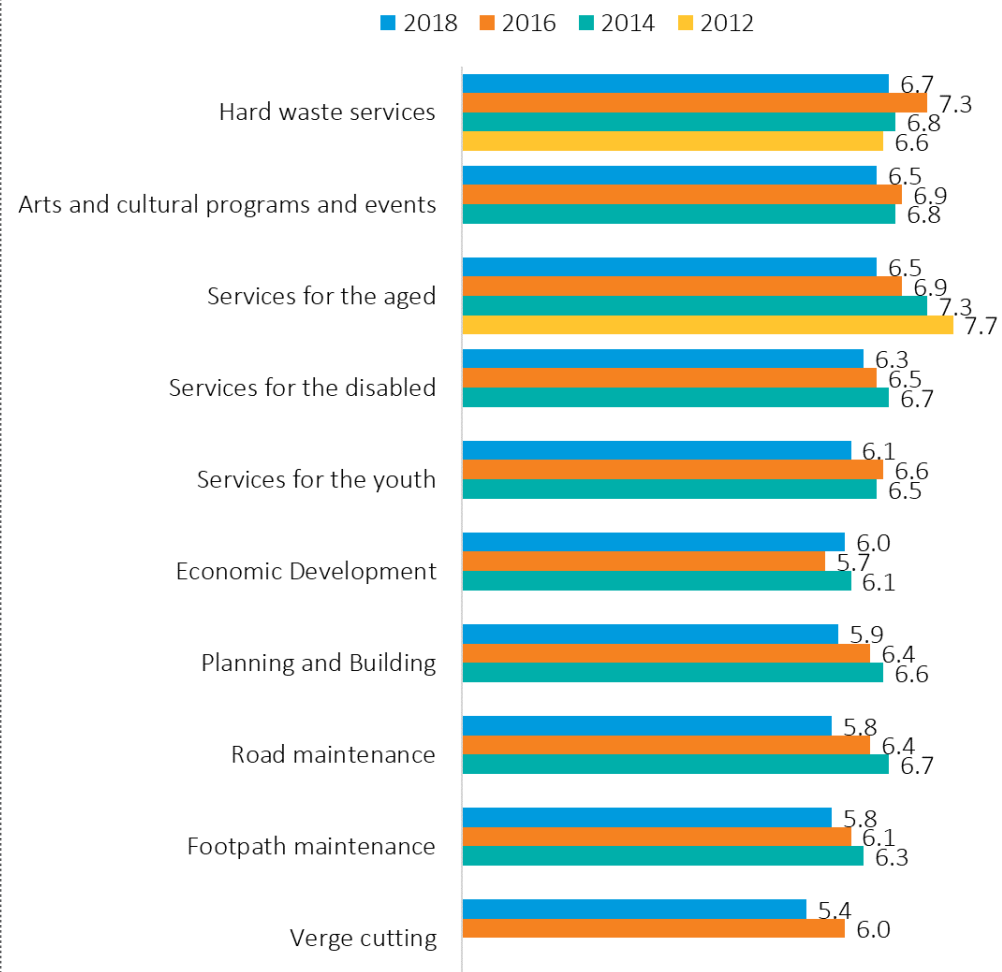
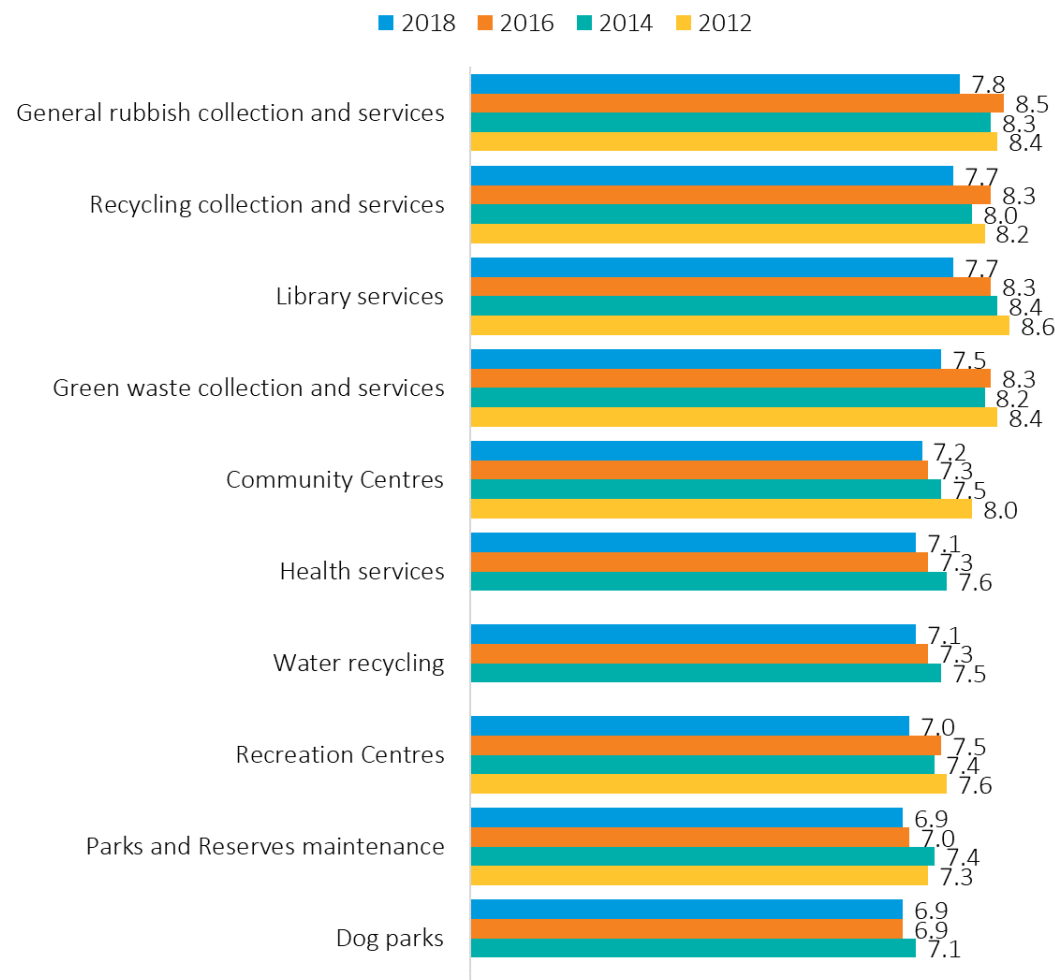
Satisfaction with Council Services (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			6.1	Services for the youth	
				Extremely satisfied (score 10): 3% Extremely dissatisfied (score 0): 2%	
				Just over a quarter (27%) of residents were satisfied with services for the youth, recording a moderate rating of 6.1 (↓ from 6.6 in 2016). Those aged 25 to 34 (20%) and those who indicated they are satisfied with the services delivered by Salisbury Council (14%) were more likely to score an 8.	
			6.0	Economic development	
				Extremely satisfied (score 10): 4% Extremely dissatisfied (score 0): 3%	
				A third (34%) of residents were satisfied with economic development, recording a moderate rating of 6.0 (↑ from 5.7 in 2016). Those aged 25 to 34 (23%) and 65 plus (21%) and those who are satisfied with the service delivered by Salisbury Council (21%) were more likely to score a 8.	
			5.9	Planning and building	
				Extremely satisfied (score 10): 4% Extremely dissatisfied (score 0): 3%	
				Just over a third (36%) of residents were satisfied with planning and building, recording a moderate rating of 5.9 (↓ from 6.4 in 2016). Those aged 25 to 34 (24%) and those who indicated they are satisfied with the services delivered by Salisbury Council (18%) were more likely to score a 10.	
			5.8	Road maintenance	
				Extremely satisfied (score 10): 4% Extremely dissatisfied (score 0): 4%	
				Almost half (46%) of residents were satisfied with road maintenance, recording a moderate rating of 5.8 (↓ from 6.4 in 2016). Those who reside in the Central Ward (35%) and those who indicated they are satisfied with the services delivered by Salisbury Council (27%) were more likely to score an 8.	

Satisfaction with Council Services (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			5.8	Footpath maintenance	
				Extremely satisfied (score 10): 6%	
				Extremely dissatisfied (score 0): 6%	
				More than two in five (43%) residents were satisfied with footpath maintenance, recording a moderate rating of 5.8 (↓ from 6.1 in 2016). Those aged 65 plus (22%), those who reside in the Hills Ward (23%) and those who indicated they are satisfied with the services delivered by Salisbury Council (22%) were more likely to score an 8.	
			5.4	Verge cutting	
				Extremely satisfied (score 10): 6%	
				Extremely dissatisfied (score 0): 8%	
				Two in five (41%) residents were satisfied with verge cutting, recording a moderate rating of 5.4 (↓ from 6.0 in 2016). Those who reside in the Central Ward (30%) and those who indicated they are satisfied with the services delivered by Salisbury Council (20%) were more likely to score an 8.	

Satisfaction with Council Services (cont.)



Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with the services delivered by the City of Salisbury. General rubbish collection and services (7.8, ↓ from 8.5 in 2016) recorded the highest satisfaction rating of all services.

NET PROMOTER SCORE (NPS)

Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: ‘using a 0-10 scale, how likely is it that you would recommend living in the Salisbury Council area to others?’

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts, or ‘super fans’, who will keep buying and refer others, fuelling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

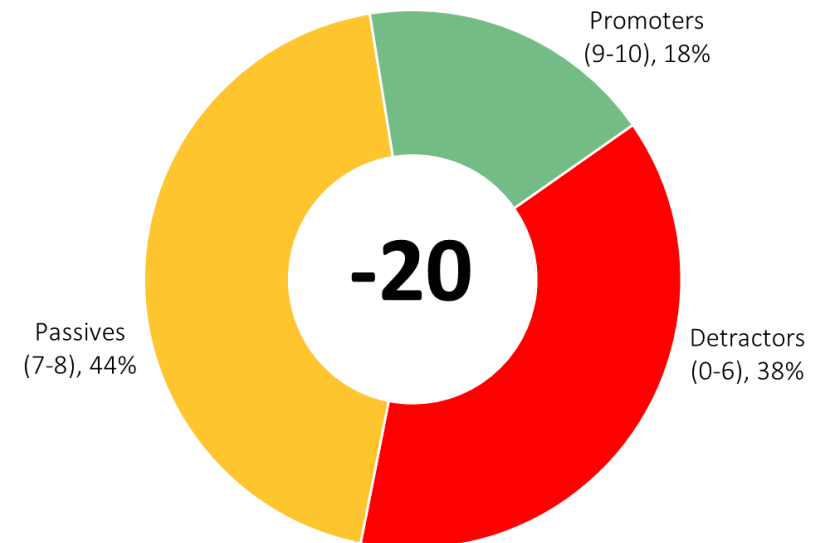
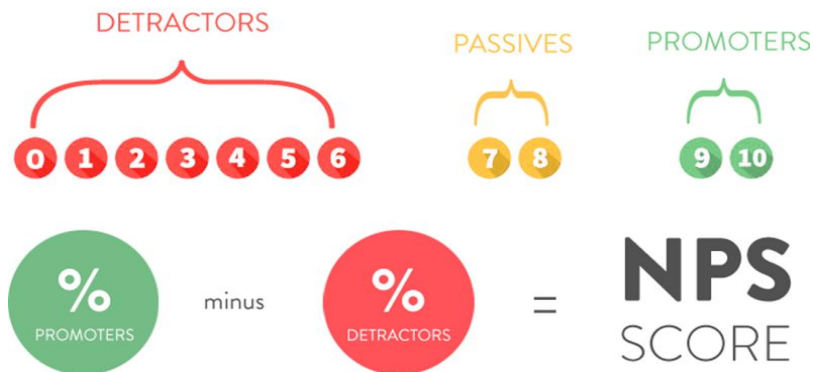


The City of Salisbury achieved a Net Promoter Score (‘NPS’) of -20.

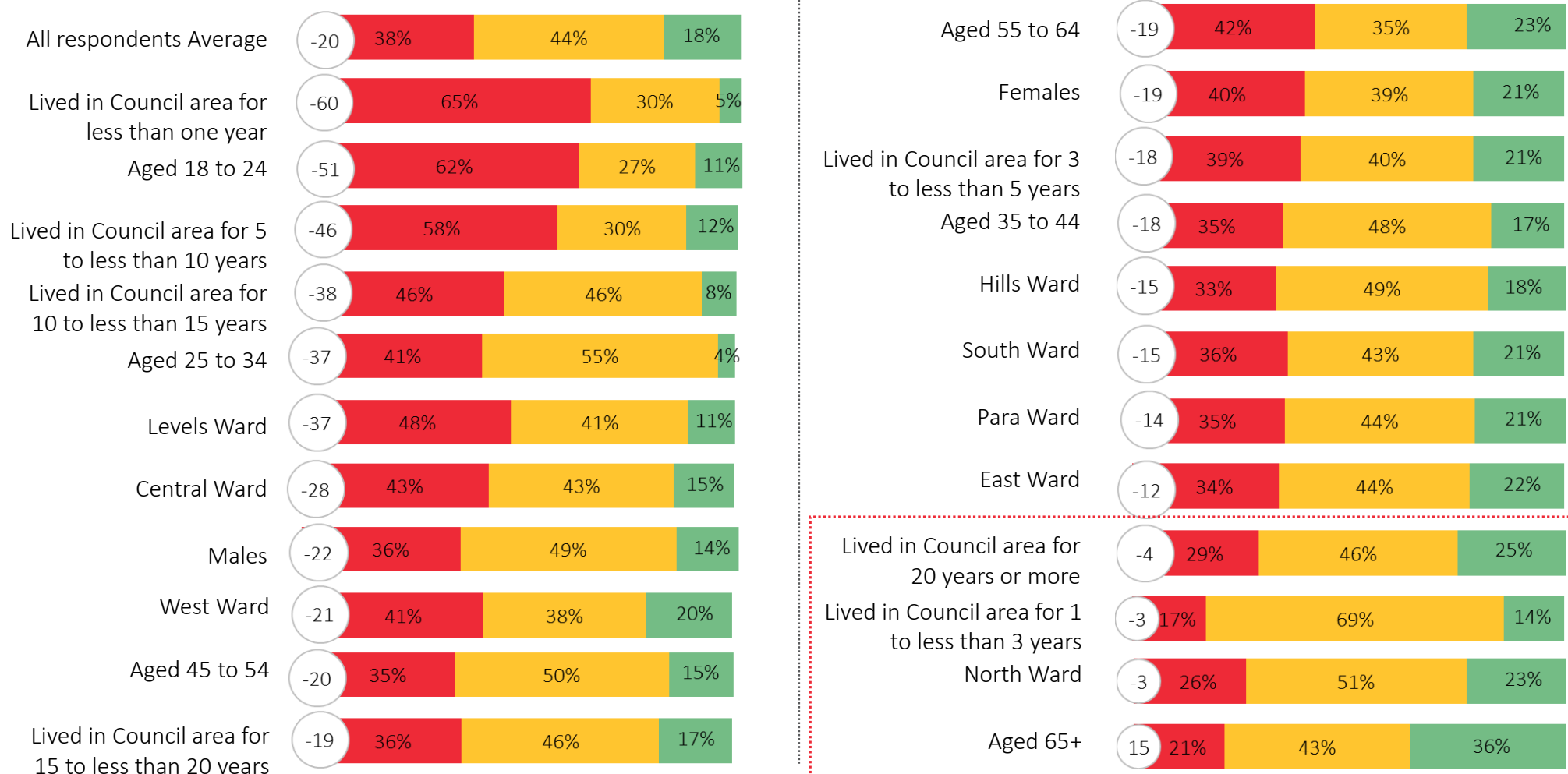
An average rating of 6.7 out of 10 was recorded when respondents were asked how likely they would be to recommend living in the Salisbury Council area.

One in ten (18%) respondents indicated that they are highly likely to recommend living in the Salisbury Council area. These respondents are defined as “promoters” and can be classified as “super fans” of the City of Salisbury compared to 38% who are classified as ‘detractors’ and would not recommend living in the Salisbury Council area.

Likelihood of recommending living in the Salisbury Council area



Net Promoter Score (cont.)



Residents aged 65 plus (NPS: 15), those who reside in the North Ward (NPS: -3), those who have lived in the Council area for 1 to less than 3 years (NPS: -3) and those who have lived in the Council area for 20 years or more (NPS: -4) were far more likely than other demographic groups to recommend living in the City of Salisbury Council area. They all recorded a high net promoter score than the all respondent average.

Council Benchmarking of Net Promoter Score



McGregor Tan's experience in conducting research in the area of Local Government provides valuable insights into comparative performance levels.

Where the same or similar questions are asked in the City of Salisbury community survey as that of other Local Government organisations we are able to provide commentary and indicative benchmark comparisons against other councils for the same performance indicators.

The benchmarking net promoter scores are based on McGregor Tan's Omnibus survey data, conducted during 2018.

City of Salisbury residents recorded an net promoter score of -20 for likelihood of recommending living in the Council area. This score is higher than the City of Salisbury benchmark score of -34.

Summary	NPS Score
Overall benchmark net promoter score	19
City of Prospect	57
City of Holdfast Bay	48
City of Unley	47
Adelaide Hills Council	42
Campbelltown City Council	42
City of Norwood, Payneham and St Peters	41
City of West Torrens	38
City of Mitcham	33
Adelaide City Council	31
City of Burnside	30
Town of Walkerville	27
City of Charles Sturt	14
City of Tea Tree Gully	8
City of Port Adelaide Enfield	4
City of Marion	-3
City of Onkaparinga	-4
Mount Barker District Council	-8
Town of Gawler	-17
City of Salisbury 2018 resident NPS score	-20
City of Playford	-29
City of Salisbury benchmark score*	-34

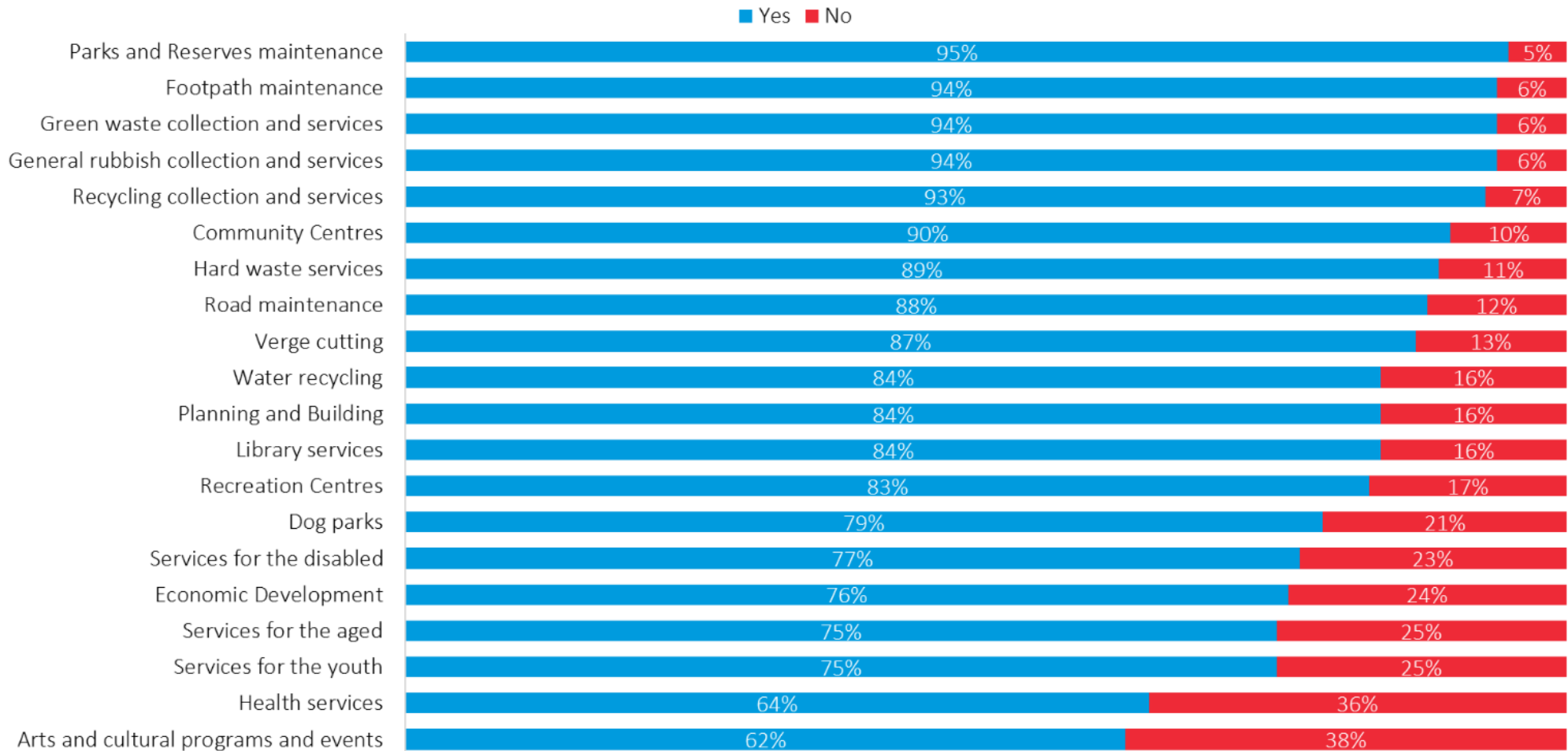
*Data is owned by McGregor Tan, conducted in the MGT Omnibus Survey (Oct – Dec 2017)

CORE COUNCIL SERVICES

MCGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.



Core Council Services



All Council services were identified as a core service by City of Salisbury residents, with Parks and reserves maintenance (95%, ↓ from 98% in 2016), Footpath maintenance (94%, ↓ from 96% in 2016), Green waste collection and services (94%, ↓ from 97% in 2016) and General rubbish collection services (94%, ↓ from 96% in 2016) being the top responses.

Core Council Services

- Who should be responsible



Respondents who mentioned 'no' for each Council service when asked if it should be a core Council service were then asked who should be responsible for the service.

Council and State Government were top responses in all services.

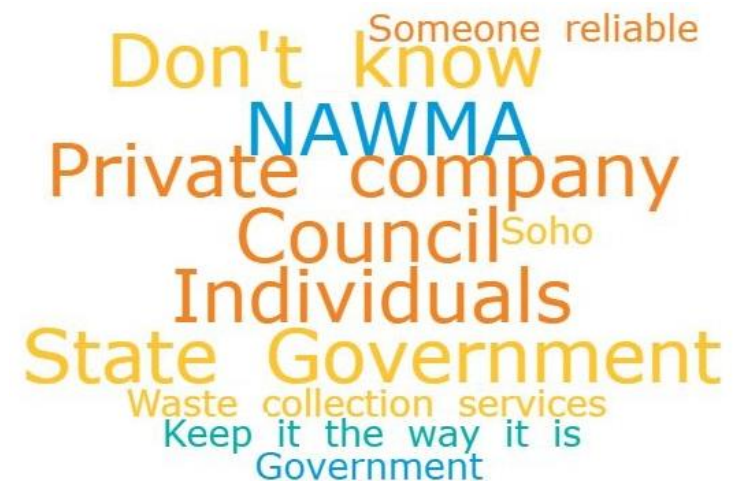
PARKS AND RESERVES MAINTENANCE



FOOTPATH MAINTENANCE



GREEN WASTE COLLECTION AND SERVICES



Core Council Services

- Who should be responsible (cont.)

GENERAL RUBBISH COLLECTION AND SERVICES

Cleanaway
Keep it the way it is
NAWMA
Private company
Council
Government
State Government
Waste collection services
Don't know

RECYCLING COLLECTION AND SERVICES

Government
Someone reliable
Individuals
Private company
Council
Federal Government
State Government
NAWMA
Don't know
Cleanaway

COMMUNITY CENTRES

Federal Government
Private company
Don't know
Council
TAFE
Community
State Government
Individuals
Government

HARD WASTE SERVICES

Keep it the way it is
NAWMA
Don't know
State Government
Individuals
Council
Private company
Government
Waste management authority

Core Council Services

- Who should be responsible (cont.)

ROAD MAINTENANCE

Services SA
Federal Government
DPTI
Council
Don't know
State Government
Government

VERGE CUTTING

Government Community
State Government
Don't know
Council
Individuals
Private company
Volunteers

WATER RECYCLING

Community
Private company
Council
SA Water
State Government
Individuals
Federal Government
Don't know
Government

PLANNING AND BUILDING

Private company
Federal Government
Government
Council DPTI
Builders Individuals
State Government
Don't know
Community

Core Council Services - Who should be responsible (cont.)



Core Council Services

- Who should be responsible (cont.)

ECONOMIC DEVELOPMENT

Private company
Government
State Government
Council
Federal Government
Don't know
Business SA

SERVICES FOR THE AGED

Don't know
Private company
Council
Federal Government
Government
Aged care services
State Government
SA Health

SERVICES FOR THE YOUTH

Headspace
Volunteers
Not for profit groups
Private company
Federal Government
Council
Government
State Government
Community groups
Don't know
Caretaker
SA Health

HEALTH SERVICES

Hospitals
Medical association
Doctors
Federal Government
SA Health
Council
Private company
State Government
Government
Don't know

Core Council Services

- Who should be responsible (cont.)

ARTS AND CULTURAL PROGRAMS AND EVENTS



Additional Council Services



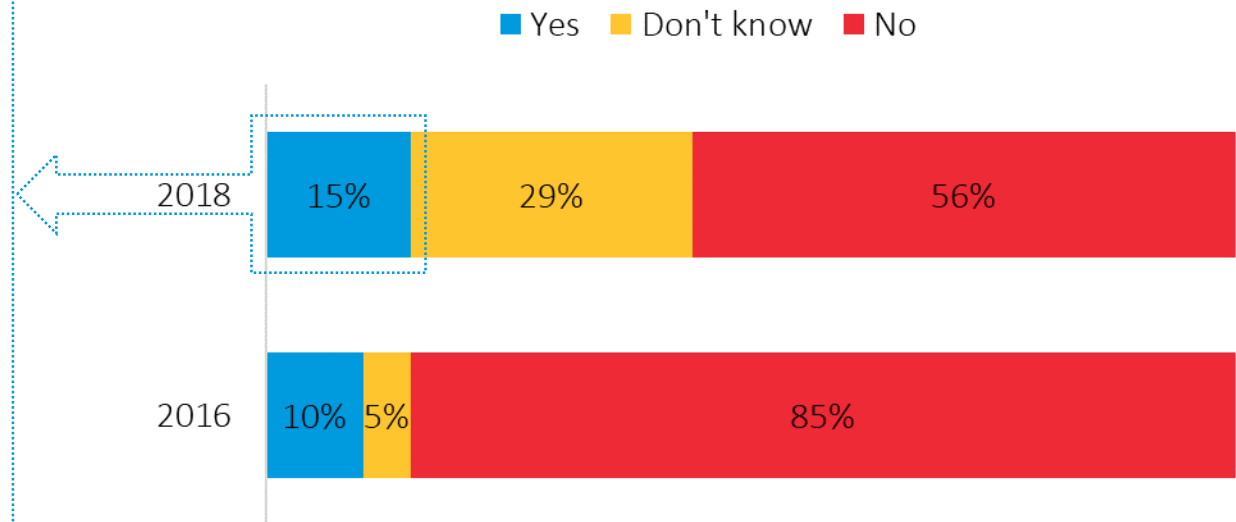
More than half (56%, ↓ from 85% in 2016) of residents mentioned that there are no services they believe Council should deliver that they currently do not.

Those aged 65 plus (78%), those who have lived in the Council area for 20 years or more (72%), those who are satisfied with the services delivered by Salisbury Council (67%) and those who indicated they would be likely to promote living in the City of Salisbury (72%) were more likely to indicate there are no services they believe Council should deliver that they currently do not.

Of the 15% (↑ from 10% in 2016) who mentioned they believe council should deliver other services, comments centred around:

- Animal and pest control,
- Better communication,
- Community bus,
- Community gardens,
- Green waste collection,
- Home care services (home visits),
- More activities for youths and elderly, and
- More services for the elderly and disabled.

Residents aged 18 to 24 (32%), those who are not satisfied with the service delivered by Salisbury Council (32%) and those who would not recommend living in the City of Salisbury (23%) were more likely to mention there are services that Council should deliver.



Additional Council Services (cont.)

Animal and pest control

Pest control could be more active. I know we can borrow cat traps but an active program would be good.

Cat control.

Pest control, waste from shops.

Better communication

Communication regarding community events.

Customer service, respond to people's requests for help when needed. E.g. dumping of rubbish in local parks.

Elected councillors won't return phone calls. Particularly in Para Ward.

Community bus

They should run more community buses.

Community bus for the physically disadvantaged, aged or handicapped children.

A free shuttle bus going a few times a week that goes from Parabanks to Ingle Farm shops for the elderly and people with disabilities. Like Tea Tree Gully has.

Community gardens

The development of community gardens, especially around the location of the community hub area.

Community gardens and accessible markets.

Green waste collection

Green waste service as Tea Tree Gully does.

Green / organic waste bin.

Provide leadership and representation on important matters to the community. Parafield airport planning and consultation (limited at the moment), defence, green waste collection site like Tea Tree Gully Council, increase consultation and communication with residents.

Home care services (home visits)

More home care services and promos of volunteer opportunities to get involved.

Private home maintenance at a small fee, especially for the disabled or elderly. Removal of large trees from residential properties, trimming of overhanging bushes and trees emanating from private residences. Cleaning up after verge cutting instead of just leaving the mess.

More help with gardening for people who are sick and elderly.

More activities for youths and elderly

More activity for the elderly.

Youth groups for youths on the streets. Kids are bored and do crime. Give kids something to do and somewhere to go.

Transport and outing services for the elderly to ensure they are having social interactions.

More services for the elderly and disabled


They need to look more at services for the disabled. Need more disabled car parks and to even out the footpaths for ease of wheelchair access. Need to get more information out regarding what services they can provide for the disabled.

Providing free transport for those with a disability.

More for kids. Buses for people with disabilities. Better shops.

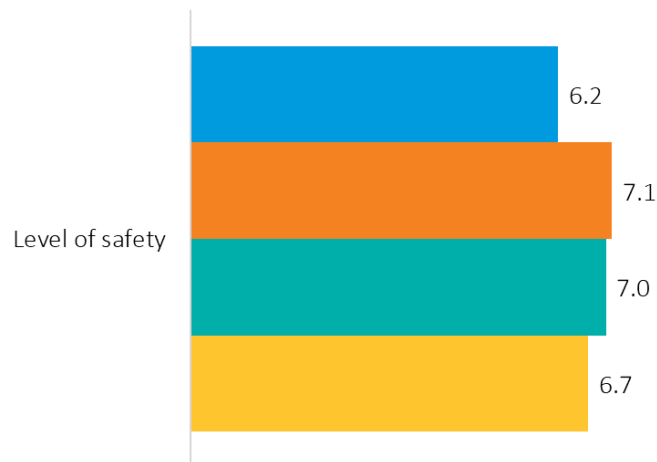
SAFETY IN THE SALISBURY COUNCIL AREA

Level of Safety in the Salisbury Council Area

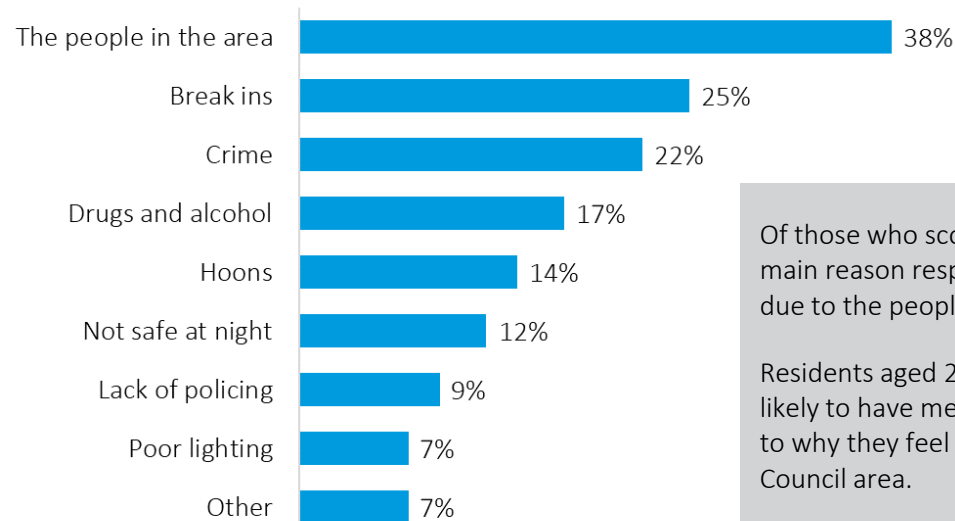
Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
				Feeling of safety in the Council area	
				Very safe (score 10): 7%	
				Very unsafe (score 0): 2%	
				More than half (55%) indicated they feel safe in the Salisbury Council area, recording a moderate rating of 6.2 (↓ from 7.1 in 2016). Those who reside in the Hills Ward (29%), those who have lived in the Council area for 20 years or more (25%) and those who indicated they are satisfied with the service delivered by the Salisbury Council (26%) were more likely to score an 8.	

TRACKING LEVEL OF SAFETY

■ 2018 ■ 2016 ■ 2014 ■ 2012



REASONS FOR FEELING UNSAFE



Of those who scored a 0-5 for safety, the main reason respondents felt unsafe was due to the people in the area (38%).

Residents aged 25 to 34 (59%) were more likely to have mentioned this as a reason to why they feel unsafe in the Salisbury Council area.



9. 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?

BASE: All respondents (n=600)

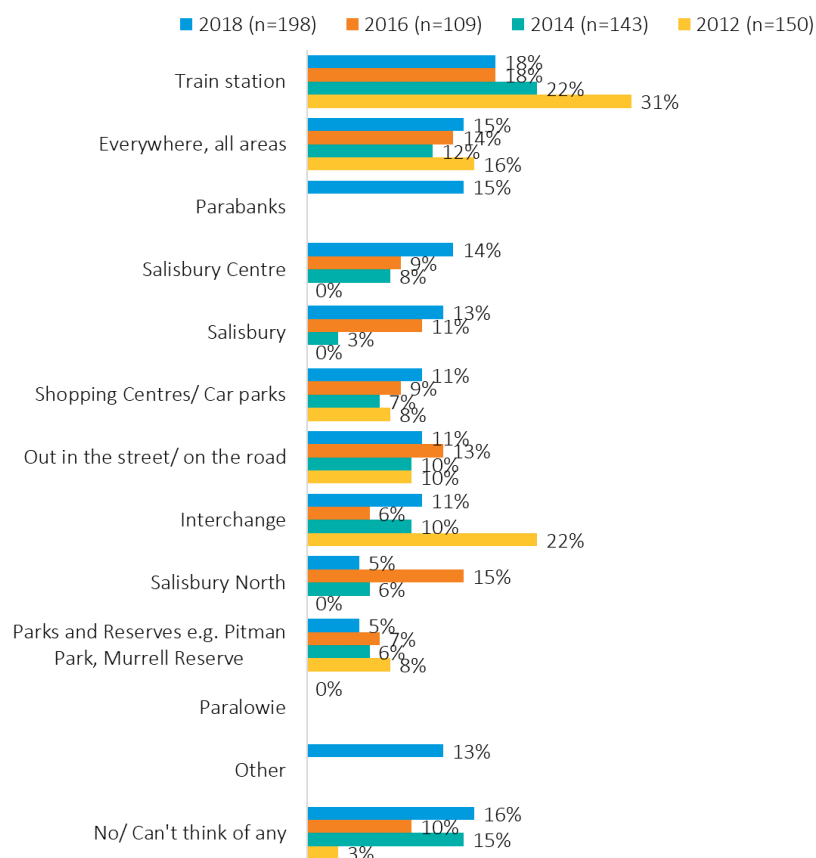
10. Why do you feel unsafe? Open ended

Base: Scored 0-5 for safety (n=198)

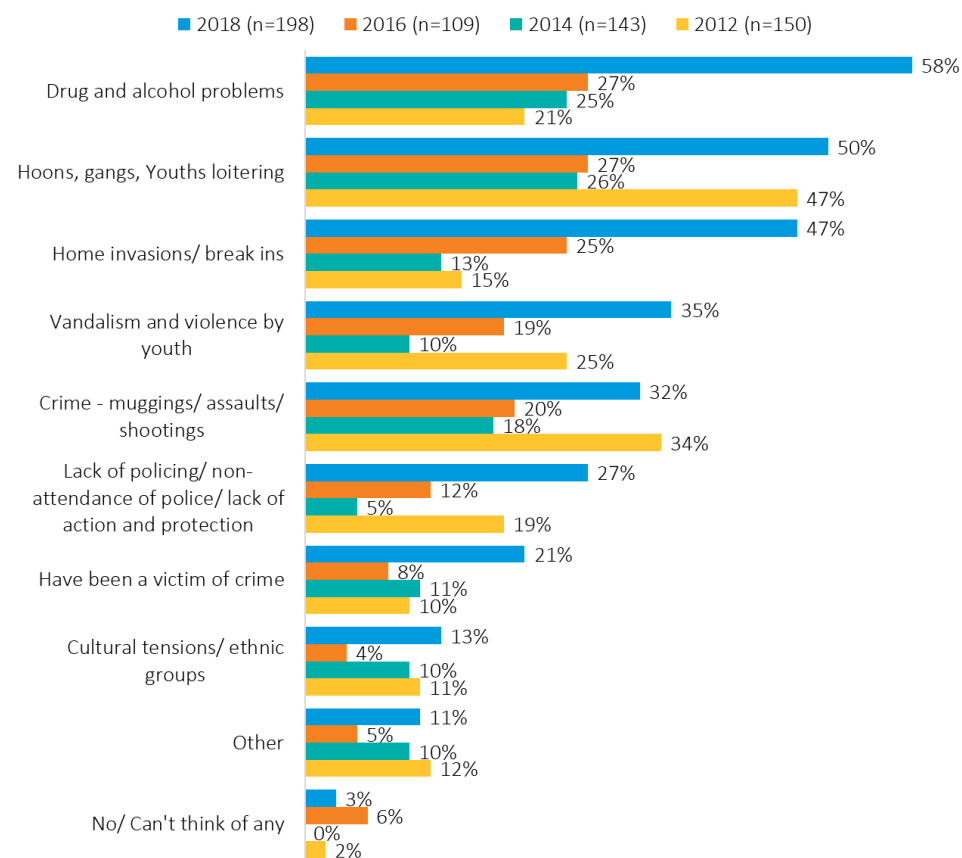
RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

Particular Locations and Reasons for Feeling Unsafe

PARTICULAR LOCATIONS WHERE FEEL UNSAFE



PARTICULAR REASONS FOR FEELING UNSAFE



Of those who scored a 0-5 for safety, the top locations respondents feel unsafe in are the train station (18%, ↔ from 18% in 2016), everywhere, all areas (15%, ↑ from 14% in 2016) and Parabanks (15%).

Residents aged 35 to 44 (38%) were more likely to feel unsafe at Parabanks, while those aged 25 to 34 (34%) were more likely to indicate they feel unsafe everywhere.

Those who scored a 0-5 for safety, were also asked their particular reason for feeling unsafe. Drug and alcohol problems (58%, ↑ from 27% in 2016), hoons, gangs and youths loitering (50%, ↑ from 27% in 2016) and home invasions / break ins (47%, ↑ from 25% in 2016) were the main reasons mentioned by residents.

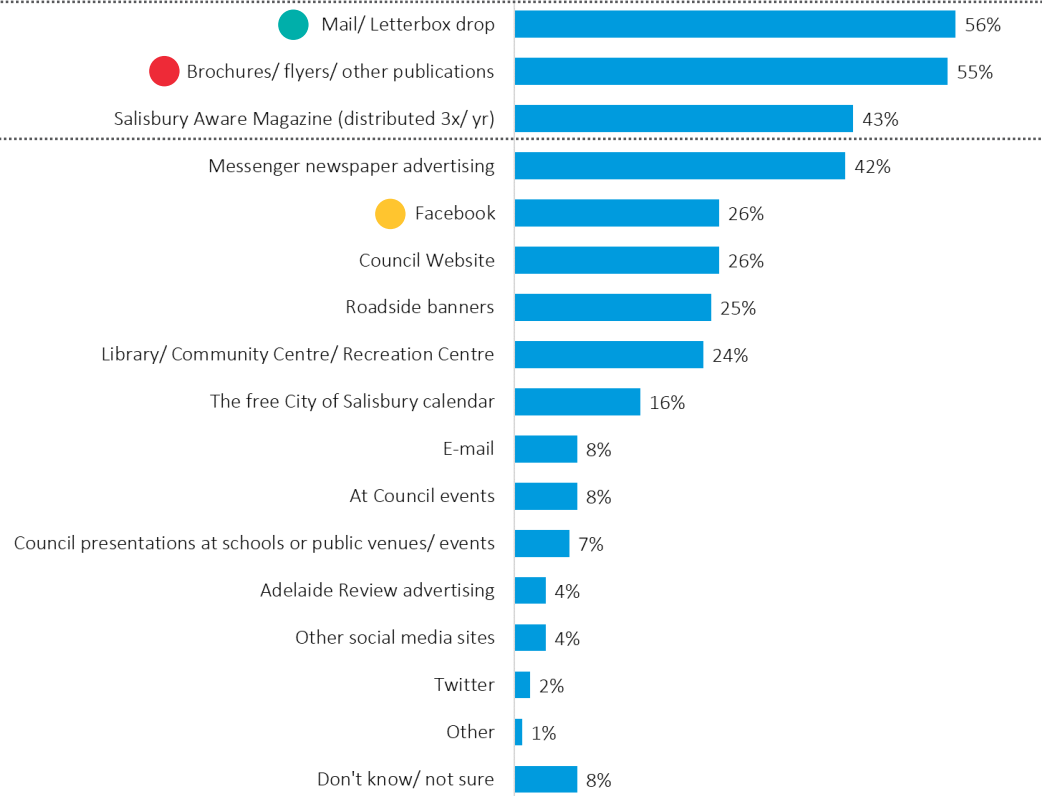
Those aged 25 to 34 (76%) were more likely to feel unsafe due to hoons, gangs and youths loitering.

COMMUNICATION AND CONTACT

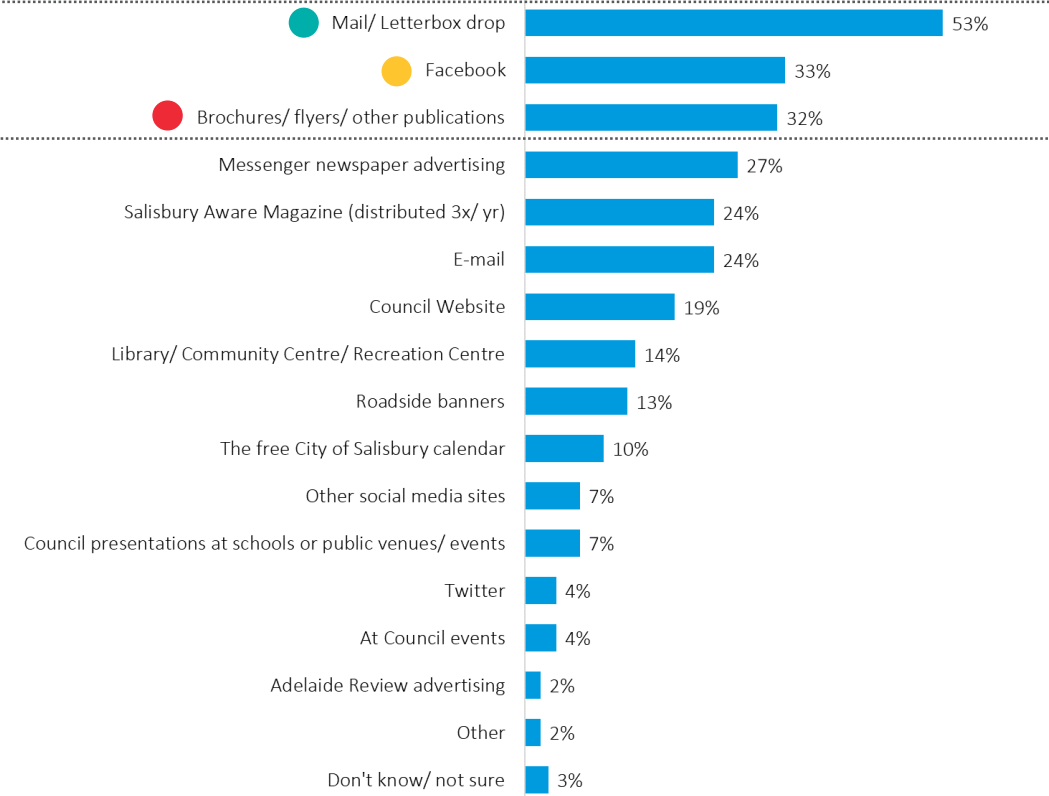


Method of Communication

CURRENT METHOD OF COMMUNICATION



PREFERRED METHOD OF COMMUNICATION



City of Salisbury residents are currently informed about Council events, services and Council's key directions by mail / letterbox drop (56%, ↑ from 53% in 2016), brochures / flyers / other publication (55%, ↑ from 17% in 2016) and Salisbury Aware Magazine (43%, ↑ from 28% in 2016). There was a significant increase in all types of current communication.

Respondents aged 65 plus (67%) were more likely to currently be informed by mail / letterbox drop, while those aged 25 to 34 (72%) were more likely to be informed by brochures / flyers / other publications.

Residents indicated they would prefer to find out about Council events, services and Council's key directions via mail / letterbox drop (53%), Facebook (33%) and brochures / flyers / other publications (32%).

While Facebook is not in the top three current methods of communication for keeping informed, it is a preferred way to find out about events, services and Council's key directions. This is evident in the younger residents as they are more likely to use social media, with those aged 18-24 more likely to prefer Facebook (69%) as a means of communication

Preferred Way to Engage with Council

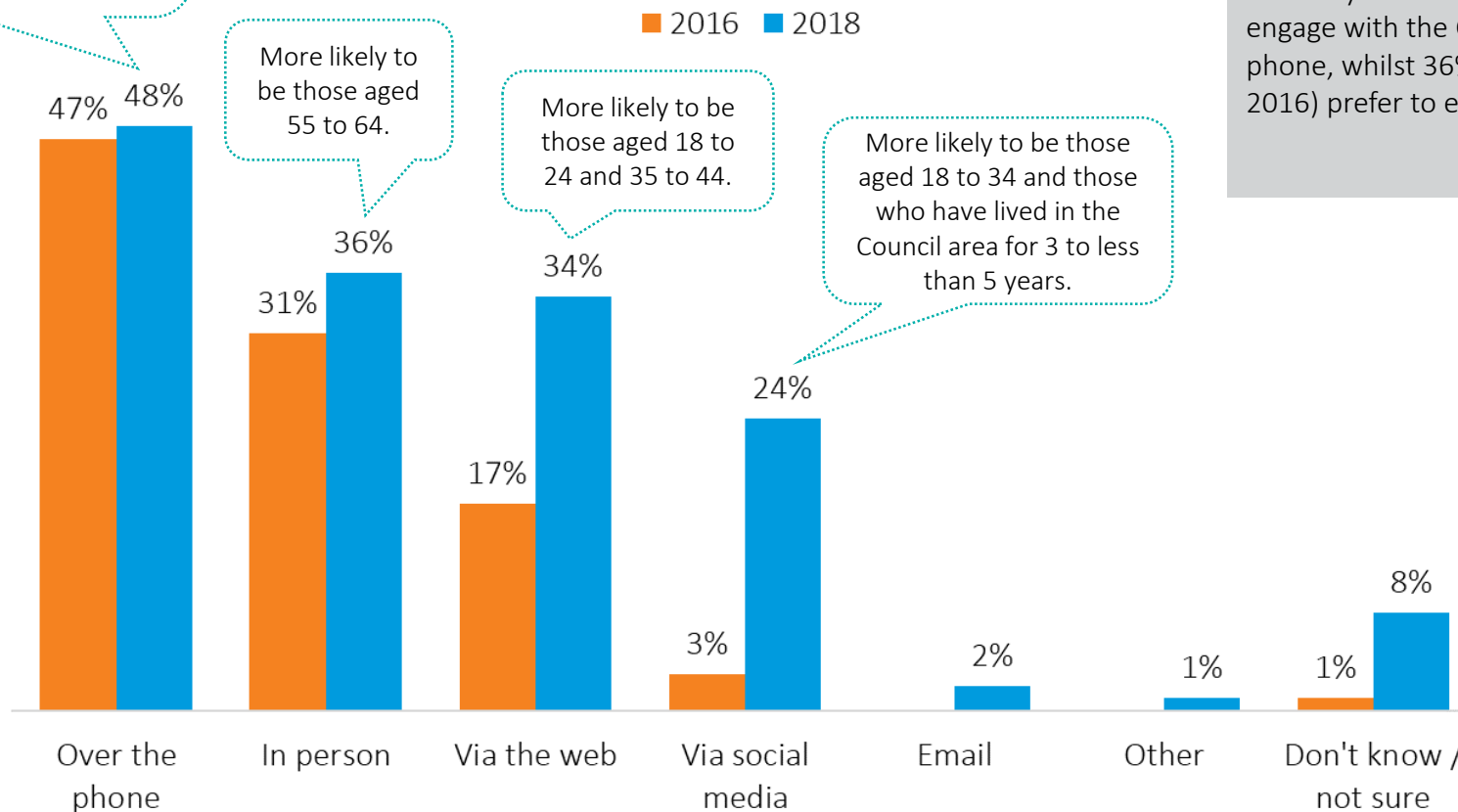
More likely to be those aged 65 plus, those who reside in the Hills Ward, those who have lived in the Council area for 20 years or more and those who are satisfied with the services delivered by Salisbury Council.

More likely to be those aged 55 to 64.

More likely to be those aged 18 to 24 and 35 to 44.

More likely to be those aged 18 to 34 and those who have lived in the Council area for 3 to less than 5 years.

Half (48%, ↑ from 47% in 2016) of Salisbury Council residents prefer to engage with the Council over the phone, whilst 36% (↑ from 31% in 2016) prefer to engage in person.

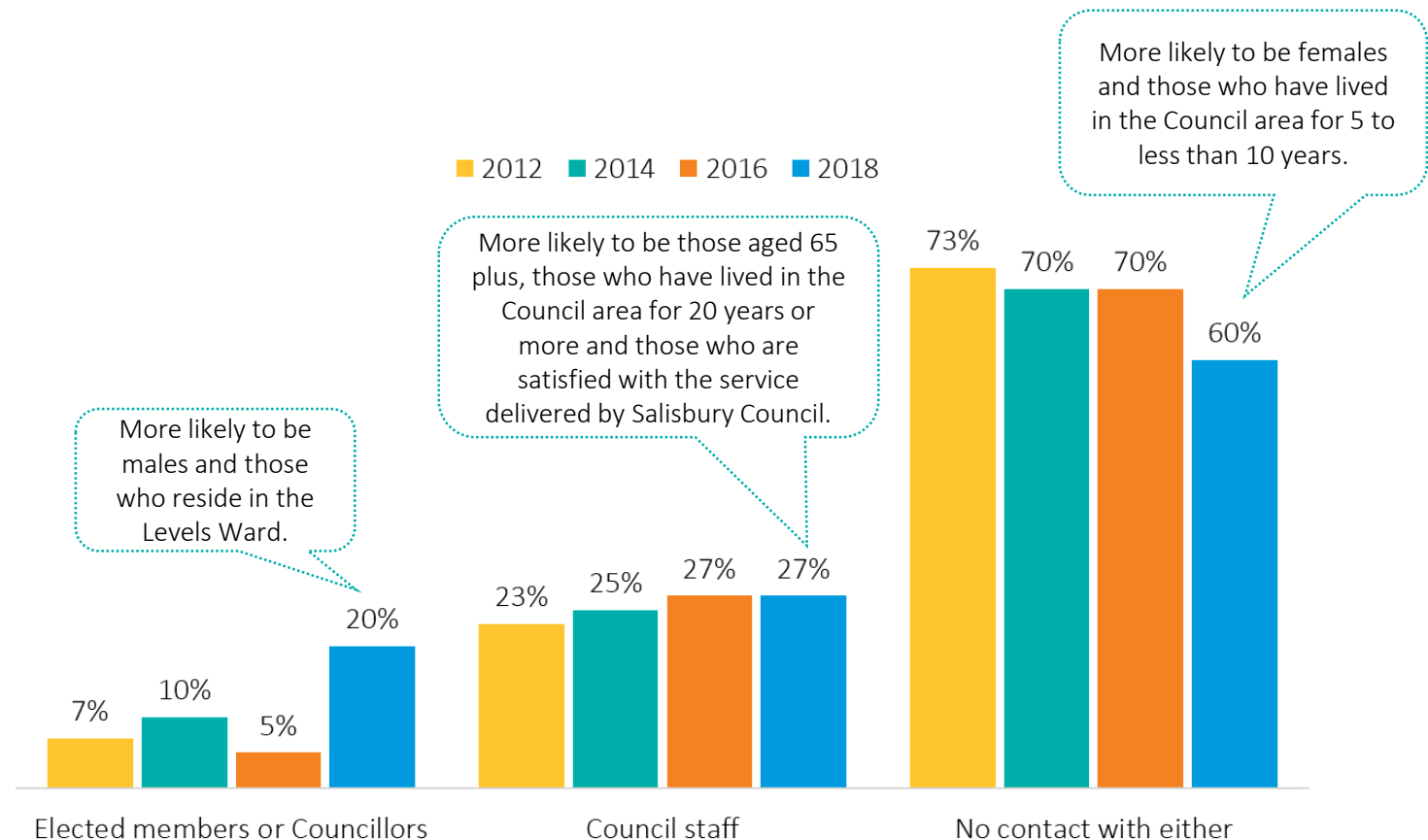


Contact with Council Staff and Elected Members or Councillors in the Last 12 Months



Three in five (60%, ↓ from 70% in 2016) residents indicated they have not had contact with either council staff or Elected Members or Councillors in the last 12 months.

Of those who did, 27% (↔ from 27% in 2016) had contact with Council staff and 20% (↑ from 5% in 2016) had contact with Elected Members or Councillors.



Satisfaction with Contact with Council Staff

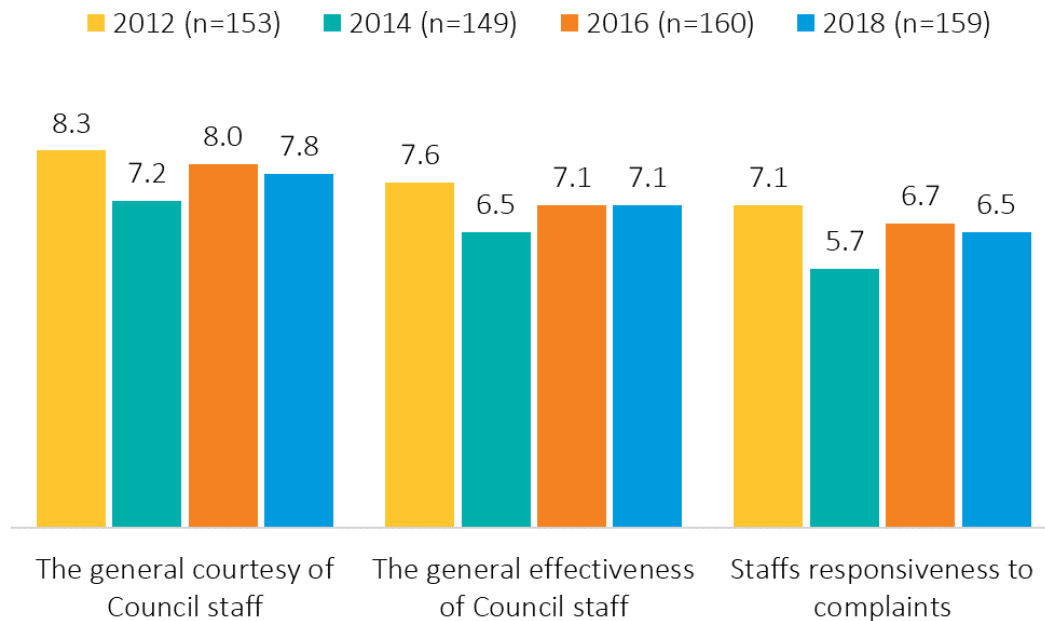


Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with their contact with Council staff.

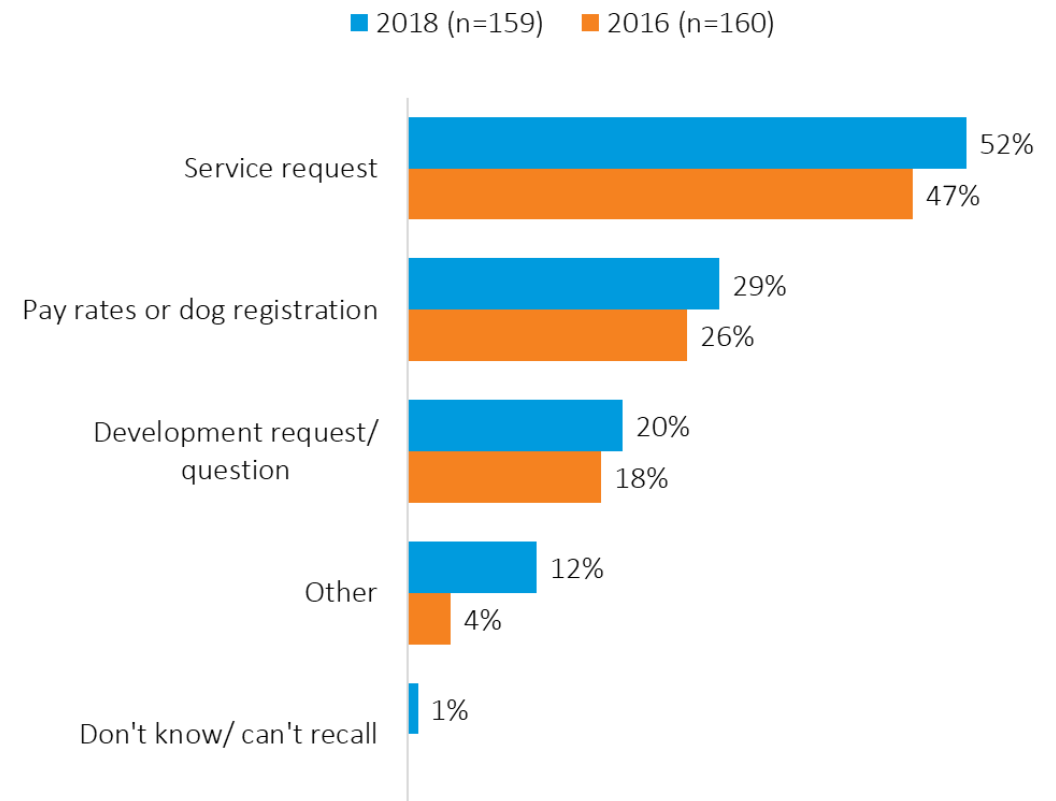
Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.8	The general courtesy of Council staff	
				Extremely satisfied (score 10): 31%	Extremely dissatisfied (score 0): 2%
				Almost four in five (78%) residents were satisfied with the general courtesy of the Council staff, recording a high rating of 7.8 (↓ from 8.0 in 2016). Residents aged 65 plus (47%) and those who indicated they would be likely to promote the City of Salisbury as a place to live (72%) were more likely to score a 10.	
			7.1	The general effectiveness of Council staff	
				Extremely satisfied (score 10): 25%	Extremely dissatisfied (score 0): 5%
				Seven in ten (69%) Salisbury Council residents were satisfied with the general effectiveness of the Council staff, recording a high rating of 7.1 (↔ from 7.1 in 2016). Those who indicated they are satisfied with the service delivered by Salisbury Council (31%) and those who indicated they would be likely to promote living in the City of Salisbury Council area (52%) were more likely to score a 10.	
			6.5	Staffs responsiveness to complaints	
				Extremely satisfied (score 10): 19%	Extremely dissatisfied (score 0): 6%
				Just under half (45%) of residents were satisfied with the staffs responsiveness to complaints, recording a moderate rating of 6.5 (↓ from 6.7 in 2016). Respondents who indicated they are satisfied with the service delivered by Salisbury Council (24%) and those who indicated they would be likely to promote living in the City of Salisbury Council area (43%) were more likely to score a 10.	

Contact with Council Staff

TRACKING LEVEL OF SATISFACTION WITH COUNCIL STAFF



REASONS FOR CONTACTING COUNCIL STAFF



Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with the contact they had with Council staff.

'The general courtesy of Council staff' and 'The general effectiveness of Council staff' recorded high level of satisfaction (7.8, ↓ from 8.0 in 2016 and 7.1, ↔ from 7.1 in 2016 respectively).

Just over half of those who indicated they had contact with Council staff in the last 12 months (52%, ↑ from 47% in 2016) mentioned the purpose for contacting Council staff was for a service request. Three in ten (29%, ↑ from 26% in 2016) also contacted Council staff to pay rates or dog registration.

Females (40%) were more likely to contact Council staff to pay rates or dog registration.

15. What was your purpose for contacting Council staff? Read out, multiple response

16. Now thinking specifically about the contact with council staff, and using a scale with 0 being extremely dissatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with.. Read out

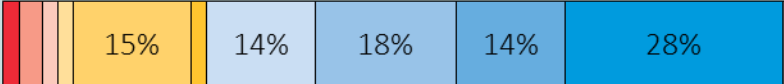
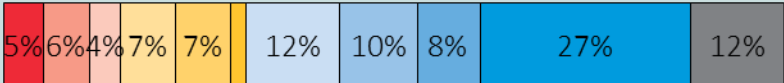
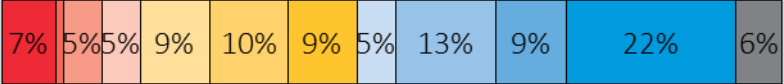
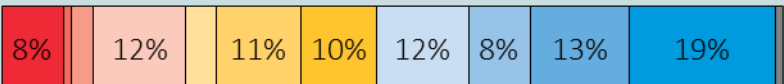
Both Base: Contacted Council staff (n=159)

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

Satisfaction with Contact with Elected Members / Councillors



Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with their contact with Elected Members or Councillors.

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.6	The general courtesy of Elected Members/ Councillors	
				Extremely satisfied (score 10): 28%	Extremely dissatisfied (score 0): 2%
				Three quarters (74%) of residents were satisfied with the general courtesy of Elected Members / Councillors, recording a high rating of 7.6 (↓ from 7.7 in 2016).	
			6.9	Elected Members/ Councillors' responsiveness to complaints	
				Extremely satisfied (score 10): 27%	Extremely dissatisfied (score 0): 5%
				Three in five (58%) Salisbury Council residents were satisfied with the Elected Members / Councillors' responsiveness to complaints, recording a moderate rating of 6.9 (↑ from 6.4 in 2016).	
			6.4	The general effectiveness of Elected Members/ Councillors	
				Extremely satisfied (score 10): 22%	Extremely dissatisfied (score 0): 7%
				Almost half (48%) of residents were satisfied with the general effectiveness of Elected Members / Councillors, recording a moderate rating of 6.4 (↓ from 6.9 in 2016).	
			6.2	Accessibility and visibility of Elected Members/ Councillors	
				Extremely satisfied (score 10): 19%	Extremely dissatisfied (score 0): 8%
				Half (51%) of Salisbury Council residents were satisfied with the accessibility and visibility of Elected Members / Councillors, recording a moderate rating of 6.2 (↓ from 7.6 in 2016). Females (33%) were more likely to score a 10.	

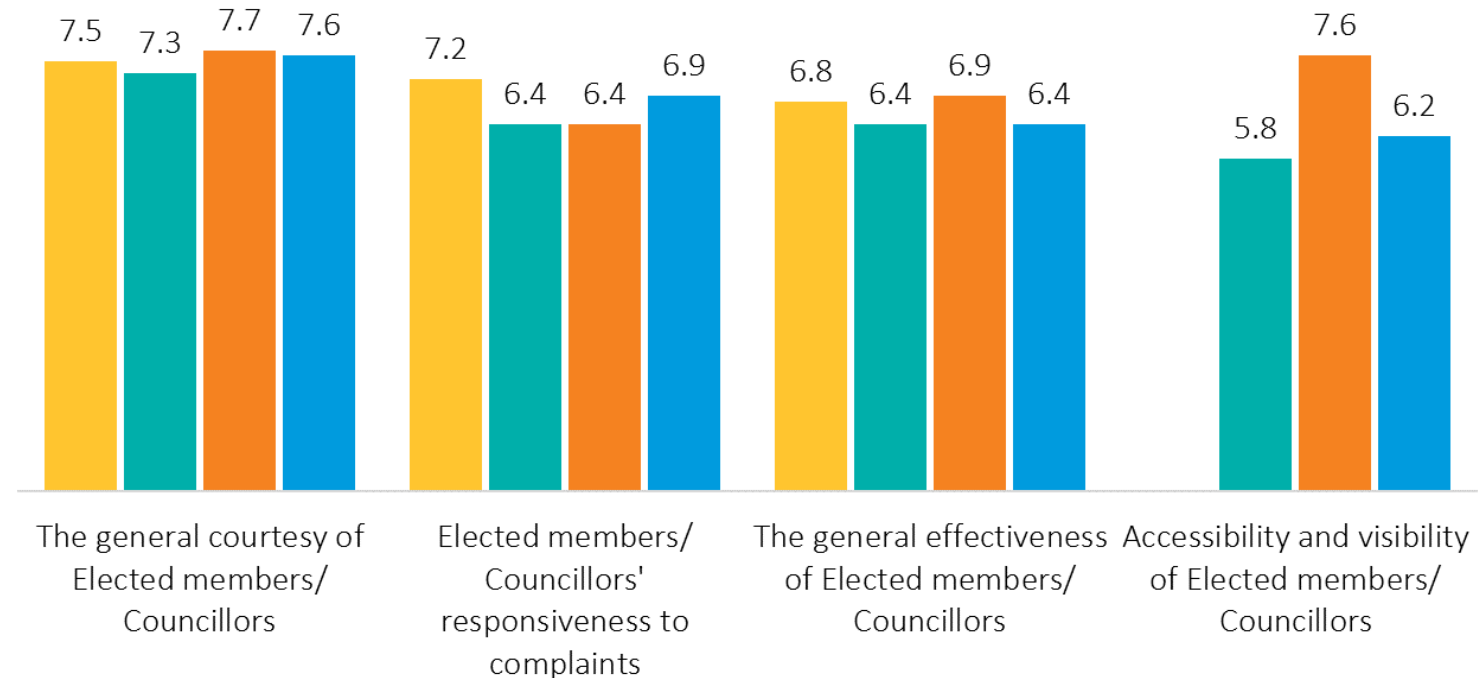
Satisfaction with Contact with Elected Members / Councillors (cont.)

■ 2012 (n=44) ■ 2014 (n=60) ■ 2016 (n=31) ■ 2018 (n=118)



Moderate to high levels of satisfaction were recorded when residents were asked to rate their satisfaction with the contact they had with Elected Members / Councillors.

'The general courtesy of Elected Members / Councillors' (7.6, ↓ from 7.7 in 2016) recorded a high level of satisfaction.



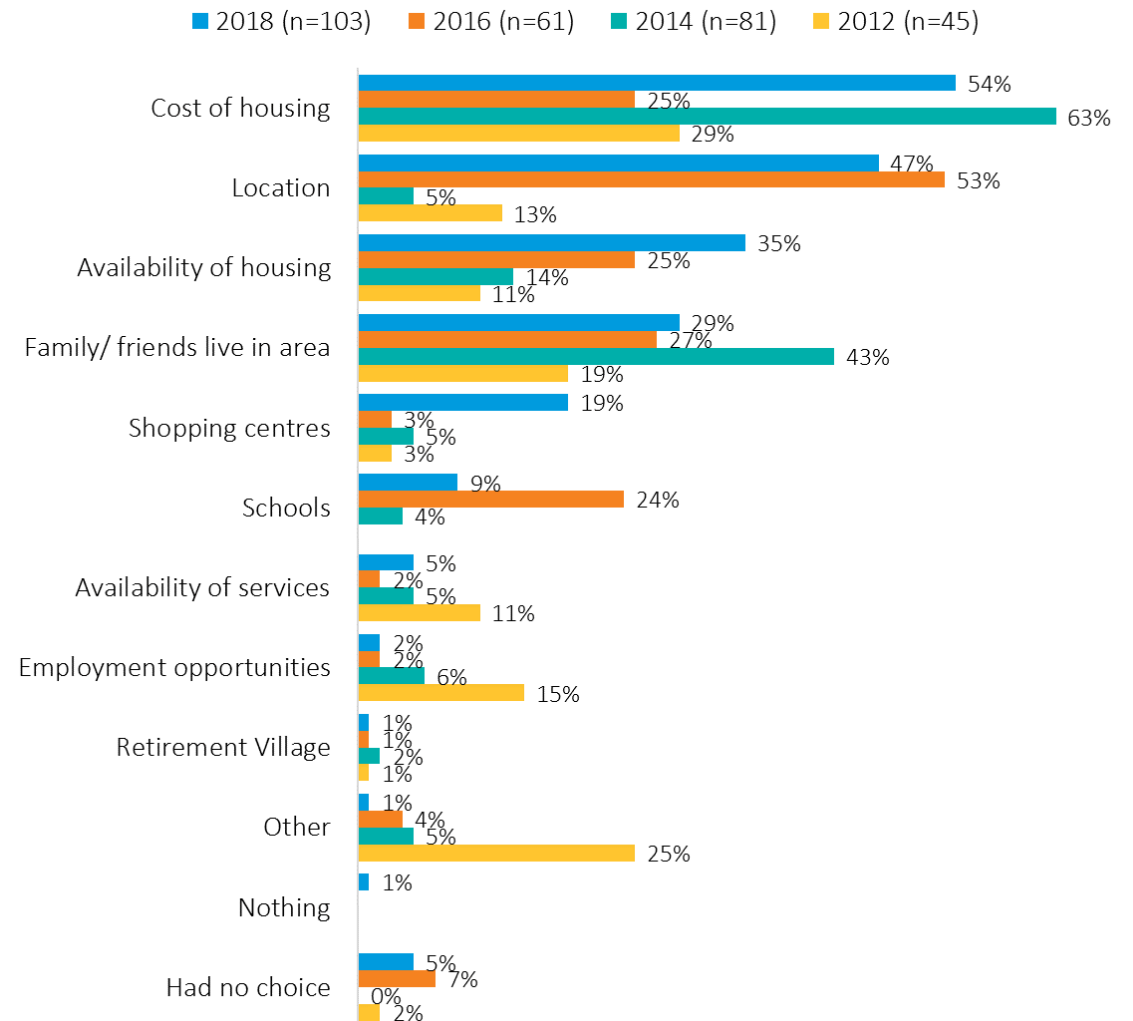
LIVING IN THE CITY OF SALISBURY



What Attracted Residents to Living in the Area



Those who have lived in the council area for less than 5 years mentioned that the cost of housing (54%, ↑ from 25% in 2016) was a main attraction when moving into the Salisbury Council area, followed by the location (47%, ↓ from 53% in 2016).



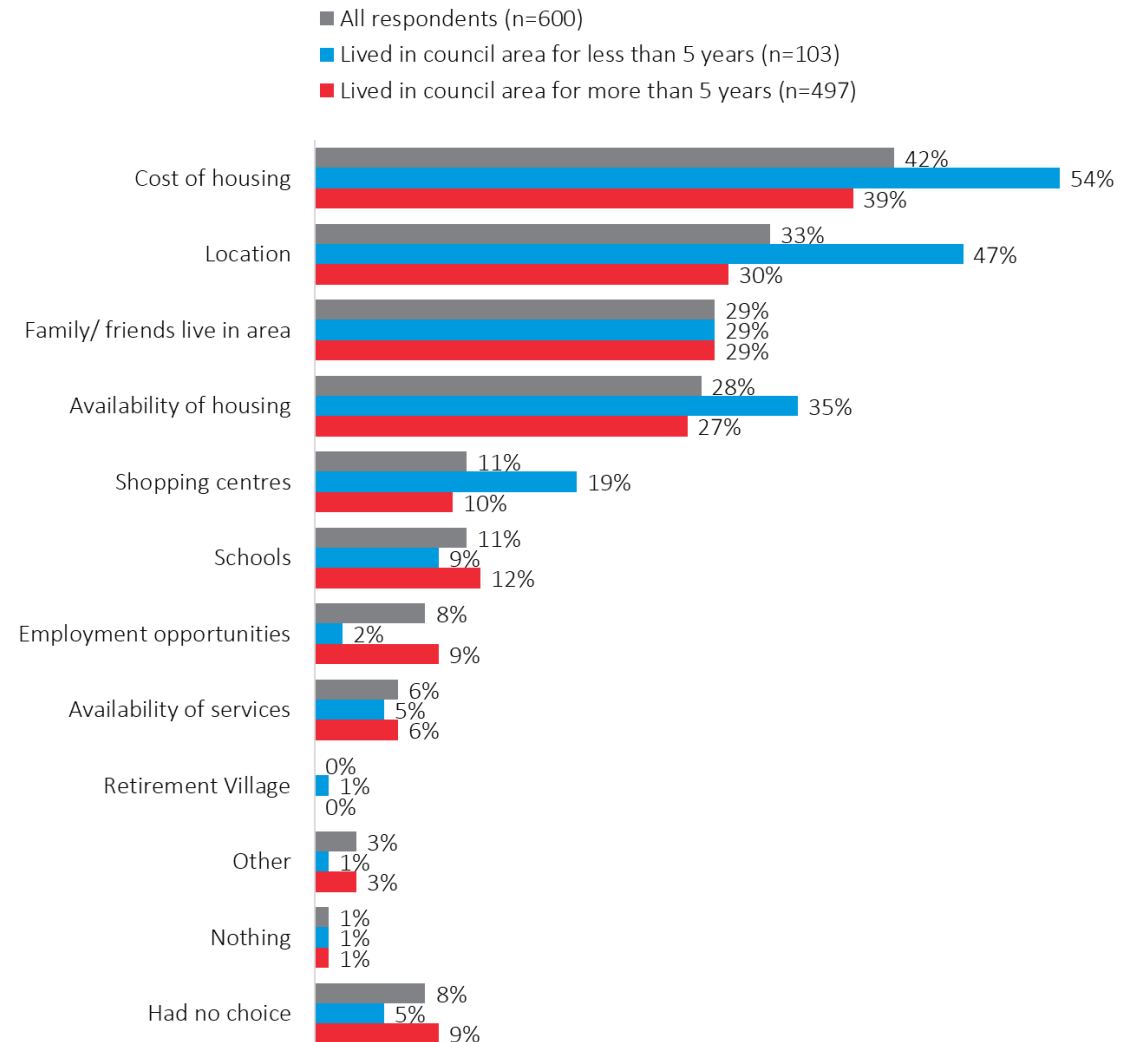
What Attracted Residents to Living in the Area (cont.)



The cost of housing (42%) was an attraction for all residents when moving into the Salisbury Council area.

- Lived in the council area for less than 5 years (54%),
- Lived in the council area for more than 5 years (39%).

Residents who have lived in the Council area for 5 years or more and reside in the East Ward (53%) were more likely to indicate the cost of housing is what attracted them to the area, while those who have lived in the Council area for 5 years or more and reside in the South Ward (48%) were more likely to mention the location.



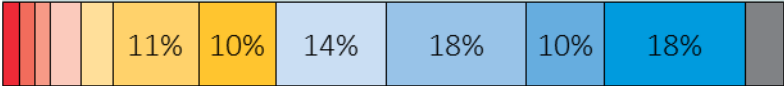
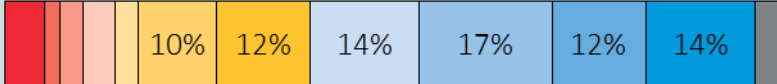
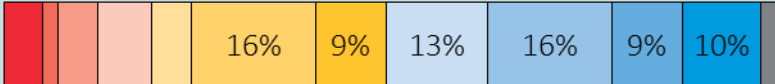
Agreement with Community Aspects



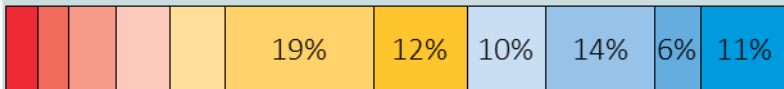
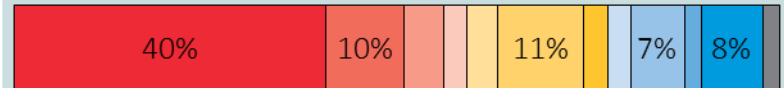
Mixed to high levels of agreement were recorded when residents were asked to rate their agreement with a variety of statements relating to living in the City of Salisbury.

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary	
			7.4	I like living in my local community	
				Strongly agree (score 10): 23%	Strongly disagree (score 0): 2%
				Almost three quarters (73%) of residents agreed they like living in their local community, recording a high rating of 7.4 (↓ from 7.9 in 2016). Those aged 55 to 64 (34%) and 65 plus (41%), those who have lived in the Council area for 20 years or more (30%), those who indicated they are satisfied with the service delivered by Salisbury Council (29%) and those who indicated they are likely to promote living in the City of Salisbury (66%) were more likely to score a 10.	
			7.2	I can get help from family, friends and neighbours when I need it	
				Strongly agree (score 10): 23%	Strongly disagree (score 0): 4%
				Seven in ten (71%) agreed they can get help from family, friends and neighbours when they need it, recording a high rating of 7.2 (↓ from 7.9 in 2016). Females (29%), those aged 65 plus (37%), those who have lived in the Council area for 20 years or more (32%) and those who indicated they are likely to promote living in the City of Salisbury (48%) were more likely to score a 10.	
			6.9	I feel that I live in a pleasant environment in terms of planning, open space and lack of pollution	
				Strongly agree (score 10): 13%	Strongly disagree (score 0): 2%
				Two thirds (66%) agreed that they feel they live in a pleasant environment, recording a moderate rating of 6.9 (↓ from 7.3 in 2016). Respondents aged 65 plus (23%), those who indicated they are satisfied with the service delivered by the Salisbury Council (18%) and those who indicated they are likely to promote living in the City of Salisbury (36%) were more likely to score a 10.	

Agreement with Community Aspects (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary		
			6.9	I have access to information, services and activities that support my health and wellbeing		
				Strongly agree (score 10): 18%		Strongly disagree (score 0): 2%
				Three in five (60%) agreed that they have access to information, services and activities that support their health and wellbeing, recording a moderate rating of 6.9 (↓ from 7.5 in 2016). Residents aged 65 plus (34%), those who indicated they are satisfied with the service delivered by Salisbury Council (23%) and those who indicated they are likely to promote living in the City of Salisbury (48%) were more likely to score a 10.		
			6.6	My neighbours are friendly and willing to help others		
				Strongly agree (score 10): 14%		Strongly disagree (score 0): 5%
				More than half (57%) agree that their neighbours are friendly and willing to help others, recording a moderate rating of 6.6 (↓ from 7.2 in 2016). Females (19%), those aged 65 plus (27%), those who have lived in the Council area for 20 years or more (20%), those who indicated they are satisfied with the service delivered by Salisbury Council (18%) and those who indicated they are likely to promote living in the City of Salisbury (39%) were more likely to score a 10.		
			6.0	I feel that people in my neighbourhood can be trusted		
				Strongly agree (score 10): 10%		Strongly disagree (score 0): 5%
				Almost half (48%) agreed that they feel that people in their neighbourhood can be trusted, recording a moderate rating of 6.0 (↓ from 6.7 in 2016). Residents aged 65 plus (18%) and those who indicated they are likely to promote living in the City of Salisbury (23%) were more likely to score a 10.		

Agreement with Community Aspects (cont.)

Low (0,1,2,3)	Moderate (4,5,6)	High (7,8,9,10)	Mean score	Commentary		
			5.8	I feel that I am part of my local community		
				Strongly agree (score 10): 11%		Strongly disagree (score 0): 4%
				Two in five (41%) agreed that they feel a part of their local community, recording a moderate rating of 5.8 (↓ from 6.1 in 2016). Residents aged 65 plus (22%), those who reside in the Levels Ward (21%) and those who indicated they are likely to promote living in the City of Salisbury (31%) were more likely to score a 10.		
			3.1	I regularly volunteer my time		
				Strongly agree (score 10): 8%		Strongly disagree (score 0): 40%
				One in five (21%) agreed that they regularly volunteer their time, recording a mixed rating of 3.1 (↓ from 3.4 in 2016).		

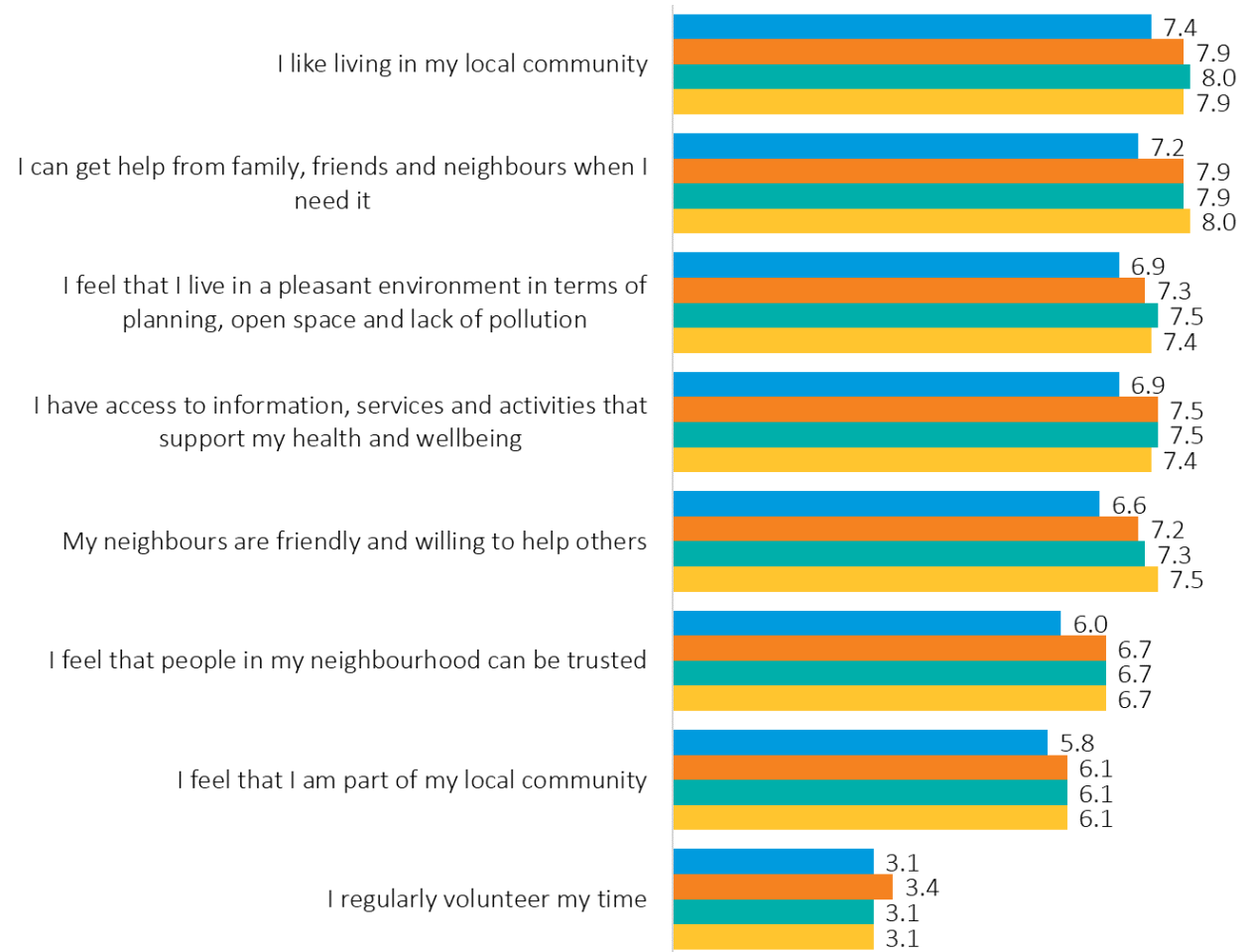
Agreement with Community Aspects (cont.)



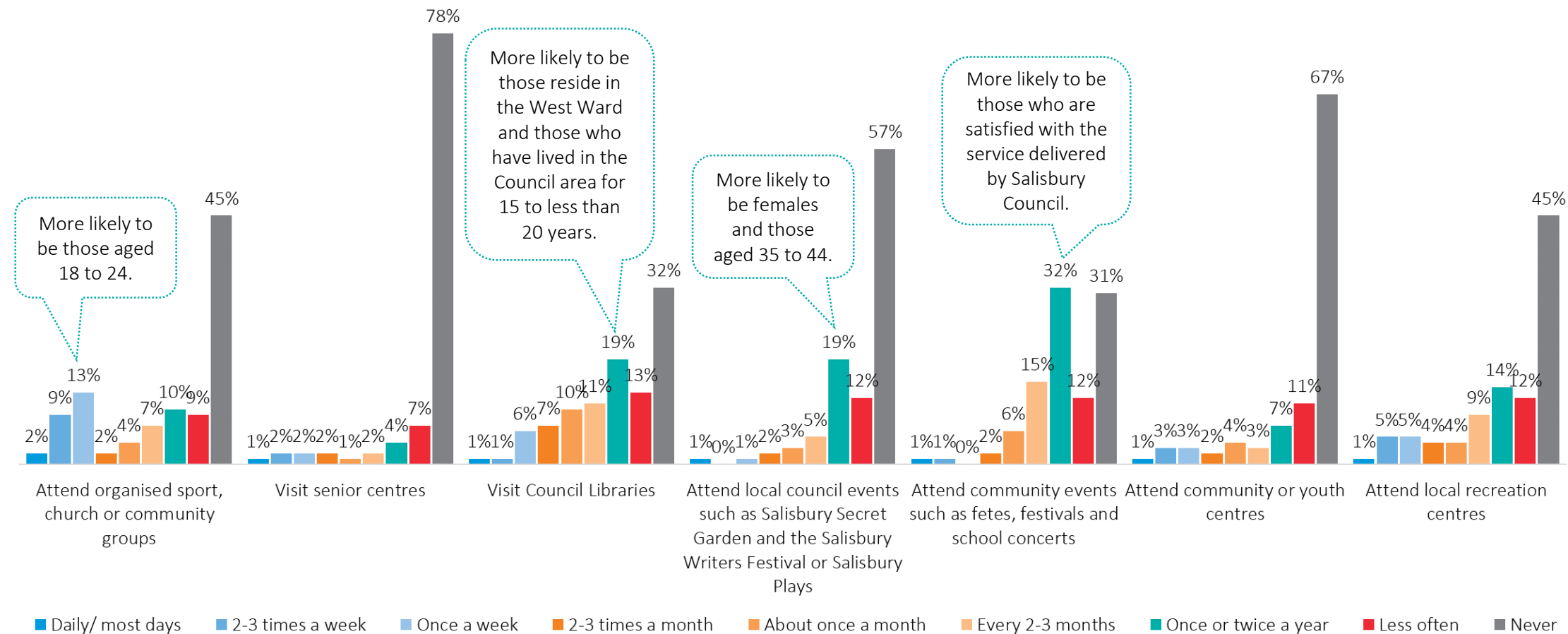
Mixed to high levels of agreement were recorded when residents were asked to rate their level of agreement with a variety of statements.

'I like living in my local community' and 'I can get help from family, friends and neighbours when I need it' recorded high levels of agreement (7.4, ↓ from 7.9 in 2016 and 7.2, ↓ from 7.9 in 2016 respectively).

■ 2018 ■ 2016 ■ 2014 ■ 2012



Involvement in Community Activities



32% of residents indicated they attend community events such as fetes, festivals and school concerts once or twice a year, while 19% attend local Council events once or twice a year and council libraries.

The majority of respondents however, stated they do not participate in any of the community activities listed in the graph above.

Length of Time lived in Salisbury Council Area

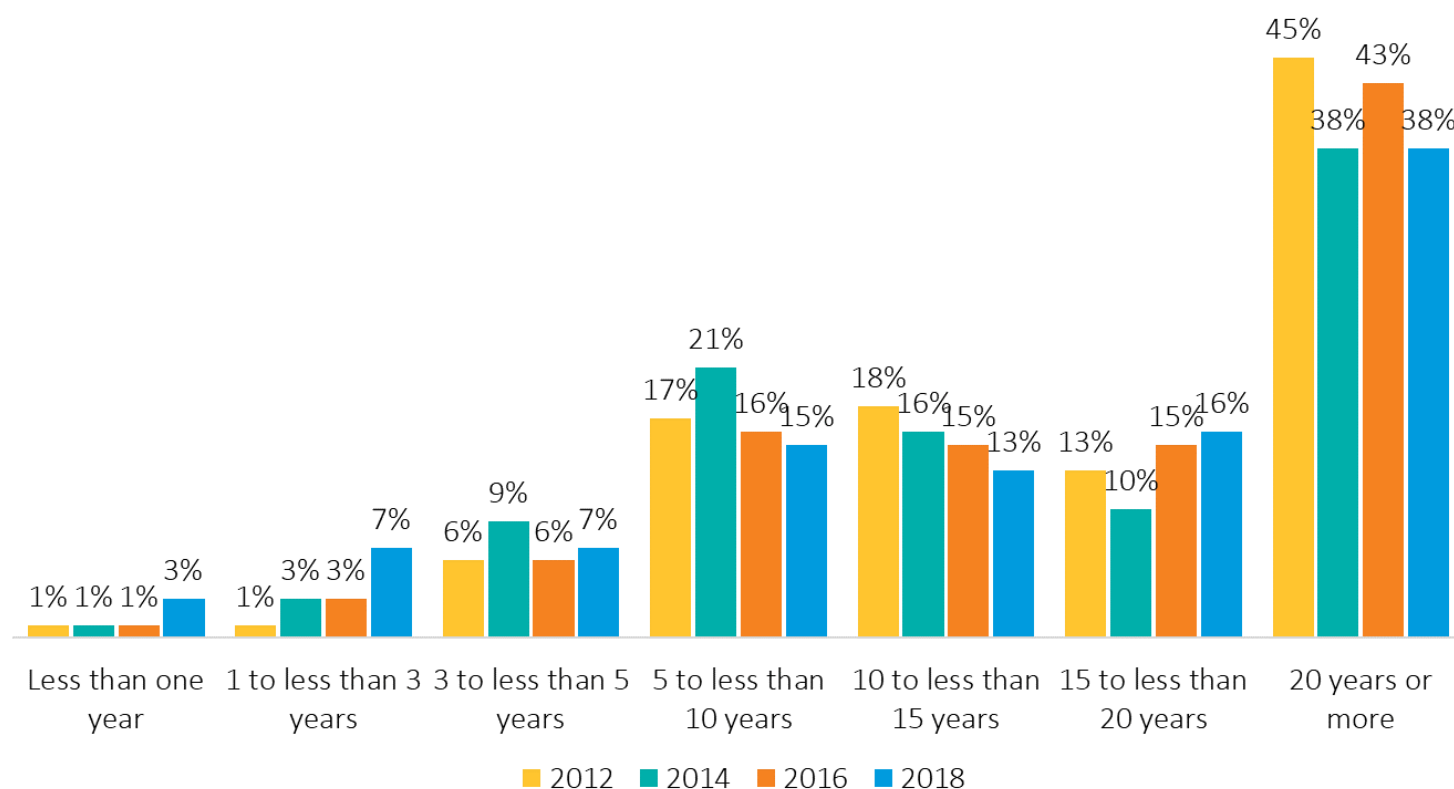


Two in five (38%, ↓ from 43% in 2016) Salisbury Council residents mentioned they have lived in the council area for 20 years or more.

A smaller proportion (17%, ↑ from 10% in 2016) mentioned they moved into the Council area within the last 5 years.

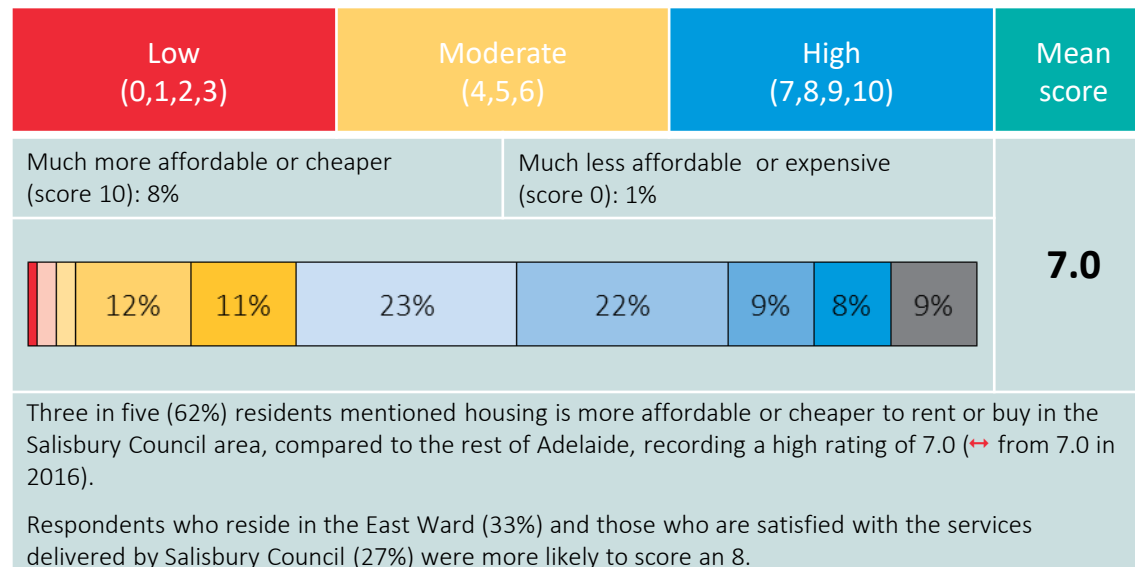
Older residents, those who would be likely to promote living in the City of Salisbury and those who indicated they are satisfied with the service delivered by Salisbury Council were more likely to state they have lived in the Council area for 20 years or more.

Younger residents however, were more likely to have lived in the area for less than 10 years.

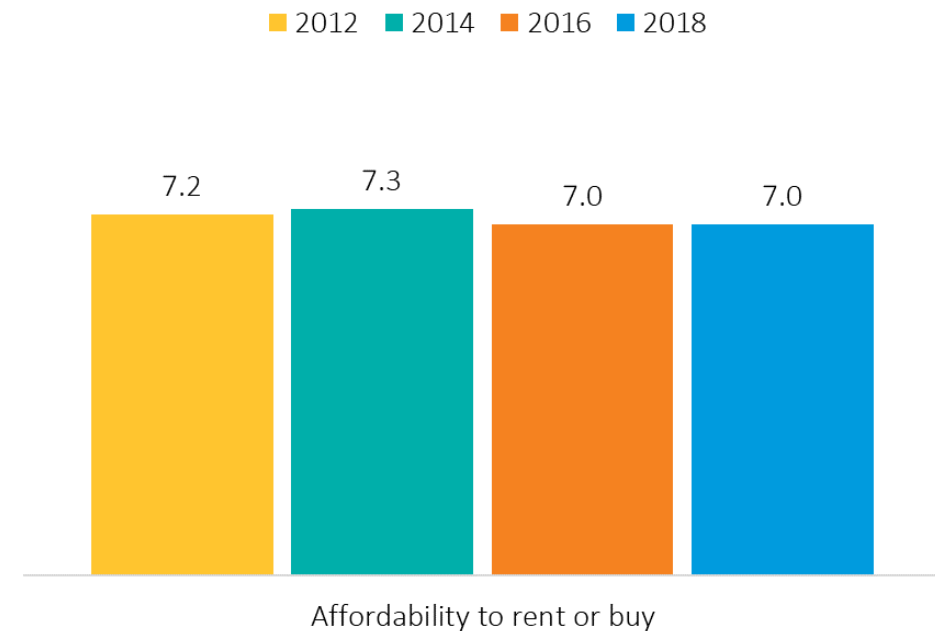


Perceptions of Housing Affordability

PERCEPTIONS OF HOUSING AFFORDABILITY IN SALISBURY COUNCIL AREA



TRACKING LEVEL OF HOUSING AFFORDABILITY



APPENDIX 1: RESPONDENT PROFILE



Respondent Profile

	UNWEIGHTED		WEIGHTED	
GENDER	Number of respondents	% of respondents	Number of respondents	% of respondents
Males	204	34%	296	49%
Females	396	66%	304	51%
Total	600	100%	600	100%
AGE	Number of respondents	% of respondents	Number of respondents	% of respondents
18 to 24	45	8%	77	13%
25 to 34	82	14%	120	20%
35 to 44	98	16%	104	17%
45 to 54	113	19%	101	17%
55 to 64	99	17%	87	15%
65 plus	163	27%	111	18%
Total	600	100%	600	100%

	UNWEIGHTED		WEIGHTED	
WARD	Number of respondents	% of respondents	Number of respondents	% of respondents
Hills	126	21%	113	19%
East	89	15%	87	14%
Levels	88	15%	113	19%
Central	78	13%	84	14%
South	60	10%	62	10%
North	55	9%	46	8%
Para	54	9%	46	8%
West	50	8%	49	8%
Total	600	100%	600	100%

Respondent Profile (cont.)

HOME CIRCUMSTANCES	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Own your home outright	217	36%	178	30%
Own your home with a mortgage	212	35%	210	35%
Rent your home	104	17%	120	20%
Live at home or board with friends or family who own or are buying their home	31	5%	55	9%
Live at home or board with friends or family who rent their home	9	2%	15	3%
Live in a retirement or lifestyle village	14	2%	10	2%
Other	7	1%	6	1%
Refused	6	1%	5	1%
Total	600	100%	600	100%

GROSS HOUSEHOLD INCOME	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Less than \$25,000 per annum	91	15%	75	12%
\$25,000 to less than \$50,000	130	22%	121	20%
\$50,000 to less than \$75,000	98	16%	106	18%
\$75,000 to less than \$100,000	77	13%	87	14%
\$100,000 to less than \$150,000	69	12%	71	12%
\$150,000 to less than \$200,000	31	5%	44	7%
\$200,000 or more	6	1%	11	2%
Don't know	35	6%	29	5%
Refused	63	11%	58	10%
Total	600	100%	600	100%

Respondent Profile (cont.)

EMPLOYMENT STATUS	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Full-time employment	186	31%	236	39%
Part-time employment	127	21%	138	23%
Retired / age pensioner	157	26%	111	18%
Pensioner (non-age pension)	40	7%	35	6%
Home duties	28	5%	22	4%
Student	20	3%	21	3%
Unemployed	28	5%	25	4%
Refused	14	2%	12	2%
Total	600	100%	600	100%

OCCUPATION BASE: EMPLOYED	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Professional	93	30%	110	29%
Clerical, sales & service worker	89	28%	94	25%
Manager / administrator	76	24%	82	22%
Tradesperson / related worker	26	8%	46	12%
Production and transport worker	15	5%	21	6%
Labourer / related worker	9	3%	16	4%
Refused	5	2%	6	2%
Total	313	100%	375	100%

Respondent Profile (cont.)

EDUCATION	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Still at school	7	1%	7	1%
Left school aged 15 years or less	54	9%	39	7%
Left school after age 15	128	21%	118	20%
Left school after age 15 but still studying	10	2%	8	1%
Trade/ Apprenticeship	54	9%	58	10%
Certificate/ Diploma	207	35%	210	35%
Bachelor degree or higher	127	21%	148	25%
Refused	13	2%	12	2%
Total	600	100%	600	100%

COUNTRY OF BIRTH	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Australia	464	77%	472	79%
Overseas	136	23%	128	21%
Total	600	100%	600	100%

TYPE OF SURVEY	UNWEIGHTED		WEIGHTED	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Online	318	53%	347	58%
CATI	282	47%	253	42%
Total	600	100%	600	100%

Respondent Profile (cont.)

	UNWEIGHTED		WEIGHTED	
Frequency of internet use	Number of respondents	% of respondents	Number of respondents	% of respondents
Daily/ most days	504	84%	530	88%
2-3 times a week	23	4%	18	3%
Once a week	10	2%	7	1%
Once a fortnight	1	0%	1	0%
2-3 times a month	3	1%	2	0%
Once a month	4	1%	3	1%
Once every few months	2	0%	2	0%
Less often	2	0%	2	0%
Never	49	8%	34	6%
Refused	2	0%	2	0%
Total	600	100%	600	100%

	UNWEIGHTED		WEIGHTED	
Most common internet access BASE: Use internet	Number of respondents	% of respondents	Number of respondents	% of respondents
Internet connection at home	507	92%	525	93%
Mobile data	272	50%	309	55%
Internet connection from work	148	27%	171	30%
Free wi-fi	94	17%	93	16%
Library computers	23	4%	30	5%
Refused	1	0%	1	0%
Total	549	100%	564	100%



APPENDIX 2: MULTIPLE REGRESSION TABLES

Multiple Regression

Key Drivers of Satisfaction for Quality of Life

19. 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...

Stepwise Multiple Regression

Dependent Variable: OVERALL SATISFACTION WITH QUALITY OF LIFE

Final Equation

Multiple r	=	.7139	F Ratio	=	48.580
r Square	=	.5096	Probability	=	.001
Standard	=	1.5180	Cases	=	192

Independent Variable	Coeff.	Beta	F Ratio	Prob.
Access to parks and reserves	.1786	.1849	8.602	.004
Development of job opportunities in the Salisbury area	.1560	.1836	9.378	.003
Having a diverse community	.2218	.2484	10.997	.001
Having a sense of community	.2242	.2715	13.368	.001

Constant 1.6031

Multiple Regression Derived Importance

19. 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...

Multiple Regression

Dependent Variable: OVERALL SATISFACTION WITH QUALITY OF LIFE

Final Equation

Multiple r	=	.7306	F Ratio	=	11.717
r Square	=	.5338	Probability	=	.001
Standard	=	1.5344	Cases	=	192

	Derived Importance	Coeff.	Beta	F Ratio	Prob.
A range of community groups and sports clubs	2%	.0163	.0170	.042	.832
Access to parks and reserves	11%	.1076	.1114	1.401	.236
Access to streets and walkways	-8%	-.0829	-.0977	1.285	.257
Access to good shopping opportunities	4%	.0358	.0394	.283	.602
Affordable housing	-8%	-.0844	-.0956	1.532	.215
Childcare	3%	.0255	.0298	.138	.712
Development of job opportunities in the Salisbury area	14%	.1429	.1682	5.267	.022
Having a diverse community	20%	.2038	.2282	7.191	.008
Having a sense of community	14%	.1447	.1752	3.819	.049

	Derived Importance	Coeff.	Beta	F Ratio	Prob.
Managing the local environment sustainability	13%	.1279	.1410	2.609	.104
Parks, reserves, walkways or trails	0%	.0015	.0016	.0000	.984
Provision of recreation and community facilities	3%	.0263	.0267	.082	.772
Recreational areas	1%	.0147	.0150	.026	.866
Schools	0%	.0030	.0034	.002	.963
Streets, verges, footpaths and general cleanliness of streets	3%	.0293	.0387	.238	.632
Traffic flow	3%	.0347	.0386	.284	.601
Availability of public transport	8%	.0821	.0891	1.545	.213

Constant 1.3339

18. 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.

19. 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... Read out

Both Base: All respondents (n=600)

APPENDIX 3: GUIDE TO READING THE REPORT



Guide to Reading the Report

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.

The use of arrows may have been used in this report to show movement between surveys.

- ⬆ The current year % is up from the previous survey
- ⬇ The current year % is down from the previous survey
- ↔ The current year % is the same as the previous survey

Survey, participants may have been to rate a variety of aspects on a 1 to 10 scale for importance, satisfaction or agreement. 1 being the lowest rating and 10 being the highest rating possible.

Typically in studies of this nature, an average rating of:

- 9.0 or above represents an extremely high level of importance, satisfaction or agreement
- 7.0 to 8.9 a high level
- 5.0 to 6.9 a moderate level
- between 3.0 and 4.9 a mixed rating and
- 2.9 and below a low level of importance, satisfaction or agreement

RATING LEVEL: Extremely High: 9.0 and above High: 7.0 – 8.9
Moderate: 5.0 – 6.9 Mixed: 3.0 – 4.9 Low: 2.9 and below

Disclaimer Statement

The material in this report is assembled in good faith and is based on the perceptions of respondents who may have been surveyed. It is made available on the understanding that any views, suggestions or recommendations expressed in this report does not constitute professional advice, and McGregor Tan Research accepts no liability for its use.

APPENDIX 4: SAMPLING TOLERANCE



Sampling Tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

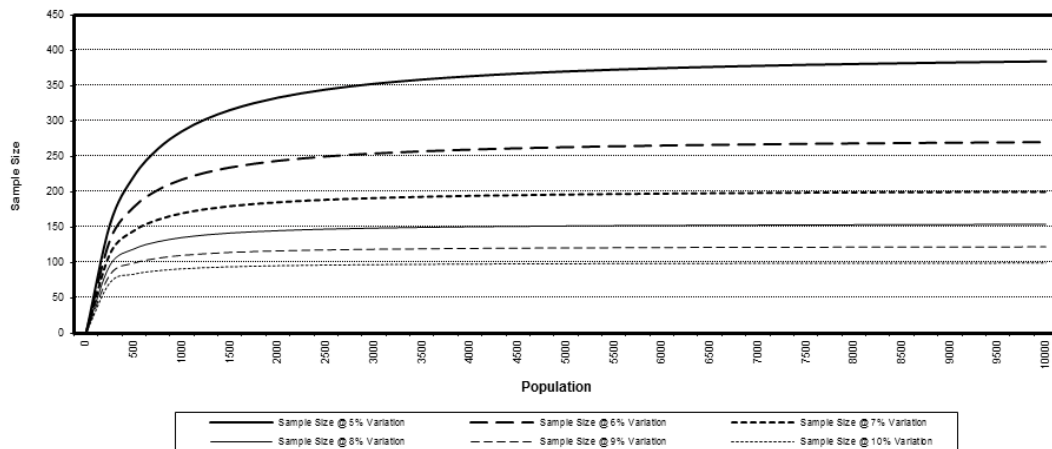
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation



A person with long hair, wearing a white long-sleeved shirt, is sitting at a wooden desk. Their hands are on a silver laptop, typing. In front of the laptop is a white pen and a spiral-bound notebook. The background is a bright, out-of-focus window. A large red vertical bar is on the left side of the image, containing white text.

APPENDIX 5: **SURVEY TOOLS**

Survey Tool

Project No: 11201

City of Salisbury – 2018 Community Survey
COMMERCIAL IN CONFIDENCE

FINAL

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a survey about living in the City of Salisbury on behalf of Salisbury City Council and would appreciate your opinion.

All completed surveys go into a draw for a chance to win \$200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of \$1,000.

CATI INTRODUCTION

Good afternoon/ evening, my name is ... from McGregor Tan. We are conducting a survey about living in the city of Salisbury on behalf of Salisbury City Council.

We are speaking with people aged 15 and over who currently live in the Salisbury Council area.

All completed surveys go into a draw for a chance to win \$200 at the end of the month. You will also be entered into our annual McGregor Tan cash draw of \$1,000.

We do not sell, promote or endorse any product or service, there are no right or wrong answers, Participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

Screeners 1: Is your household located in the Salisbury Council area?

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

Survey Tool (cont.)

Screeners 2: Does anyone in this household work in market research, or is anyone a staff member or an elected member of Salisbury City Council?

1.	Yes	Terminate
2.	No	Continue

CATI ONLY:

As we are trying to talk to a good cross section of residents, is there anyone living in this household aged under 45?

Yes	Try to arrange a call-back
No	Continue

We do not sell, promote or endorse any product or service, there are no right or wrong answers, Participation in the survey is voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party. 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."

The first few questions are so we can achieve a good demographic spread of respondents within the Council area.

1. What suburb do you live in?

1.	Bolivar
2.	Brahma Lodge
3.	Burton
4.	Cavan
5.	Direk
6.	Dry Creek
7.	Edinburgh
8.	Elizabeth Vale

Survey Tool (cont.)

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	Terminate

Survey Tool (cont.)

1b. Postcode (autocode)

5093	Para Vista (16)
	Valley View (30)
5094	Cavan (4)
	Dry Creek (6)
5095	Mawson Lakes (13)
	Pooraka (20)
5096	Gulfview Heights (11)
	Para Hills (14)
	Para Hills West (15)
5098	Ingle Farm (12)
	Walkley Heights (31)
5106	Parafield (17)
	Salisbury South (28)
5107	Green Fields (10)
	Parafield Gardens (18)
5108	Paralowie (19)
	Salisbury (21)
	Salisbury Downs (22)
	Salisbury North (25)
5109	Brahma Lodge (2)
	Salisbury East (23)
	Salisbury Heights (24)
	Salisbury Park (26)
	Salisbury Plain (27)
5110	Bolivar (1)
	Burton (3)

Survey Tool (cont.)

	Direk (5)
	Globe Derby Park (9)
	St Kilda (29)
	Waterloo Corner (32)
5111	Edinburgh (7)
5112	Elizabeth Vale (8)

2. Which ward you live in?

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

2a. Gulfview Heights AND do not know ward (code 11 in Q1 AND code 9 in Q2):

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

1.	Yes (Hills Ward)	
2.	No (East Ward)	
3.	Don't know	Terminate: Thank you for your time, unfortunately we need to know specific Wards to complete this survey

Survey Tool (cont.)

2b. Ingle Farm AND do not know ward (code 12 in Q1 AND code 9 in Q2):

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

1.	Yes (Hills Ward)	
2.	No (South Ward)	
3.	Don't know	Terminate: Thank you for your time, unfortunately we need to know specific Wards to complete this survey

2c. Parafield Gardens AND do not know ward (code 18 in Q1 AND code 9 in Q2):

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 Rd, Port Wakefield, Whites Rd, Kings Rd and the Salisbury Highway (Levels Ward)	
2.	Between Salisbury Highway and Parafield Airport (Para Ward)	
3.	Between Whites Rd, Port Wakefield Rd and Little Para River (West Ward)	
4.	None of these/ don't know	Terminate: Thank you for your time, unfortunately we need to know specific Wards to complete this survey

2d. Paralowie AND do not know ward (code 19 in Q1 and code 9 in Q2)

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 Rd, Waterloo Corner Rd and Burton Rd (North Ward)	
2.	Between Whites Rd, Burton Rd and Port Wakefield Rd (West Ward)	
3.	Between Whites Rd, Burton Rd and Little Para River (Para Ward)	

Survey Tool (cont.)

4.	None of these/ don't know	Terminate: Thank you for your time, unfortunately we need to know specific Wards to complete this survey
----	---------------------------	--

2e. Pooraka AND do not know ward (code 20 in Q1 and code 9 in Q2):

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

1.	Yes (Hills Ward)	
2.	No (Levels Ward)	
3.	Don't know	Terminate: Thank you for your time, unfortunately we need to know specific Wards to complete this survey

2a – 2e (code back into appropriate ward)

3. Do you identify as...

1.	Male
2.	Female

4. In what year were you born?

<i>Hidden: Automatic recode into the following age groups</i>		
1.	18 to 24	1994-2000
2.	25 to 34	1984-1993
3.	35 to 44	1974-1983
4.	45 to 54	1964-1973
5.	55 to 64	1954-1963

Survey Tool (cont.)

6.	65+	1918-1953
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5. 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.	More than 20 years

6. Thinking about when you moved into the Salisbury Council area, what attracted you to living in the area? [\[unprompted CATI, prompted ONLINE multiple response\]](#)

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)
11.	Don't know/ not sure
12.	Nothing
13.	Had no choice

Survey Tool (cont.)

7. What do you consider to be the City of Salisbury's strengths? [\[unprompted CATI, prompted ONLINE multiple response\]](#)

1.	Availability of housing
2.	Availability of services
3.	Cost of housing
4.	Employment opportunities
5.	Location
6.	Parks and Reserves
7.	Schools
8.	Shopping centres
9.	Other (specify)
10.	Don't know/ not sure

8. 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 [\[rotated\]](#) (add don't know)

	0-10
I can get help from family, friends and neighbours when I need it	
I feel that I am part of my local community	
I feel that I live in a pleasant environment in terms of planning, open space and lack of pollution	
I feel that people in my neighbourhood can be trusted	
I like living in my local community	
I regularly volunteer my time	
My neighbours are friendly and willing to help others	
I have access to information, services and activities that support my health and wellbeing	

Survey Tool (cont.)

9. 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? (add don't know)

	0-10
Level of safety	

10. F1: If 0-5 in Q9: Why do you feel unsafe?

(insert text box)

11. F1: If 0-5 in Q9: Is there a particular location within the Salisbury City Council area where you feel unsafe? [\[unprompted, multiple response\]](#)

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)
13.	No/ Can't think of any

12. F1: If 0-5 in Q9: Is there a particular reason why you feel unsafe? [\[unprompted CATI, prompted ONLINE multiple response\]](#)

1.	Cultural tensions/ ethnic groups (specify)
----	--

Survey Tool (cont.)

2.	Drug and alcohol problems
3.	Have been a victim of crime
4.	Home invasions/ break ins
5.	Hoons, gangs, Youths loitering (specify)
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)
10.	No/ Can't think of any

The next few questions are about community activities and community involvement.

13. ASK ALL: How often are you involved in the following community activities? [\[read out\]](#) [\(rotated\)](#)

	Daily/ most days	2-3 times a week	Once a week	2-3 times a mont h	About once a mont h	Every 2-3 mont hs	Once or twice a year	Less often	Never
Attend community events such as fetes, festivals and school concerts	1	2	3	4	5	6	7	8	9
Attend local council events such as Salisbury Secret Garden and the Salisbury Writers Festival or Salisbury Plays	1	2	3	4	5	6	7	8	9
Attend local recreation centres	1	2	3	4	5	6	7	8	9

Survey Tool (cont.)

Attend community or youth centres	1	2	3	4	5	6	7	8	9
Attend organised sport, church or community groups	1	2	3	4	5	6	7	8	9
Visit Council Libraries	1	2	3	4	5	6	7	8	9
Visit senior centres	1	2	3	4	5	6	7	8	9

14. Within the last 12 months, have you personally had any contact with Council staff or Elected members or Councillors? [\[multiple choice\]](#)

1.	Council staff
2.	Elected members or Councillors
3.	No contact with either

15. F2: Contacted council staff (code 1 in Q14): What was your purpose for contacting Council staff? [\[prompted CATI, prompted ONLINE multiple response\]](#)

1.	Service request
2.	Development request/ question
3.	Pay rates or dog registration
4.	Other (specify)
5.	Don't know/ can't recall

16. F2: Contacted council staff (code 1 in Q14): Now thinking specifically about the contact with council staff, and using a scale with 0 being extremely dissatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with... [\[read out\]](#) [\(rotated\)](#) (add don't know/ not applicable)

	0-10
The general courtesy of Council staff	
The general effectiveness of Council staff	

Survey Tool (cont.)

Staffs responsiveness to complaints	
-------------------------------------	--

17. F2: Contacted Elected members or Councillors (code 2 in Q14): Now thinking specifically about the contact with Elected Members and Councillors, and using a scale of 0-10, 0 being extremely dissatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with... [\[read out\]](#) [\(rotated\)](#) (add don't know/ not applicable)

	0-10
The general courtesy of Elected members/ Councillors	
The general effectiveness of Elected members/ Councillors	
Elected members/ Councillors' responsiveness to complaints	
Accessibility and visibility of Elected members/ Councillors	

18. Ask all: 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. (add don't know/ not applicable)

	0-10
Satisfaction with quality of life	

19. 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... [\[read out\]](#) [\(rotated\)](#) (add don't know/ not applicable)

	0-10
A range of community groups and sports clubs	
Access to parks and reserves	
Access to streets and walkways	
Access to good shopping opportunities	
Affordable housing	

Survey Tool (cont.)

Childcare	
Development of job opportunities in the Salisbury area	
Having a diverse community	
Having a sense of community	
Managing the local environment sustainably	
Parks and reserves, walkways or trails	
Provision of recreation and community facilities	
Recreational areas	
Schools	
Streets, verges, footpaths and general cleanliness of streets	
Traffic flow	
Availability of public transport	

20. In what ways, if any, do you think the quality of life in the Salisbury Council area could be improved? [\[unprompted, multiple response\]](#)

1.	Beautification/ better streetscape/ better tree selections
2.	Better communication and consultation/ listen more/ give more info
3.	Better parks and reserves
4.	Better playgrounds
5.	Better public transport
6.	Better streets (verges, footpaths and general cleanliness)
7.	Cut back overgrown trees
8.	Graffiti - faster removal/ better management
9.	Hard rubbish collection
10.	Housing - improve quality, affordability
11.	Improve roadways
12.	Improve traffic flow/ congestion
13.	Improve/ add bike tracks/ lanes

Survey Tool (cont.)

14.	Improve/ add parking
15.	Improve/ add sporting facilities
16.	Improve/ clean up shopping centres/ buildings/ industrial areas
17.	Lighting improvement needed
18.	Lower rates
19.	More job opportunities
20.	More or better range of shopping centres/ shops
21.	More services for the elderly/ disabled
22.	More things to do - recreation services, youth activities
23.	Policing - less crime/ make safer/ control undesirables
24.	Provide bins/ clean up rubbish in public areas
25.	Other (specify)
26.	Don't know
27.	OK as is, can't be improved

21. 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. [\[read out\]](#) [\(rotated\)](#) (add don't know/ not applicable)

	0-10
General rubbish collection and services	
Hard waste services	
Green waste collection and services	
Recycling collection and services	
Library services	
Community Centres	
Recreation Centres	
Parks and Reserves maintenance	

Survey Tool (cont.)

Road maintenance	
Footpath maintenance	
Verge cutting	
Services for the aged	
Services for the youth	
Water recycling	
Arts and cultural programs and events	
Dog parks	
Health services	
Services for the disabled	
Planning and Building	
Economic Development	

22. Of these services which is the most important to you? [\[read out, single response\]](#) (rotated)
23. Which is the next most important to you, and
24. Which is the third most important to you?

	Q22 Most important	Q23 Second important	Q24 Third important
General rubbish collection and services	1	2	3
Hard waste services	1	2	3
Green waste collection and services	1	2	3
Recycling collection and services	1	2	3
Library services	1	2	3
Community Centres	1	2	3
Recreation Centres	1	2	3

Survey Tool (cont.)

Parks and Reserves maintenance	1	2	3
Road maintenance	1	2	3
Footpath maintenance	1	2	3
Verge cutting	1	2	3
Services for the aged	1	2	3
Services for the youth	1	2	3
Water recycling	1	2	3
Arts and cultural programs and events	1	2	3
Dog parks	1	2	3
Health services	1	2	3
Services for the disabled	1	2	3
Planning and Building	1	2	3
Economic Development	1	2	3

25. 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 [\[pipe in response\]](#) delivery?'

	Yes	No
1. General rubbish collection and services	1	2
2. Hard waste services	1	2
3. Green waste collection and services	1	2
4. Recycling collection and services	1	2
5. Library services	1	2
6. Community Centres	1	2
7. Recreation Centres	1	2
8. Parks and Reserves maintenance	1	2
9. Road maintenance	1	2
10. Footpath maintenance	1	2

Survey Tool (cont.)

11. Verge cutting	1	2
12. Services for the aged	1	2
13. Services for the youth	1	2
14. Water recycling	1	2
15. Arts and cultural programs and events	1	2
16. Dog parks	1	2
17. Health services	1	2
18. Services for the disabled	1	2
19. Planning and Building	1	2
20. Economic Development	1	2

26. Are there any other services you believe council should deliver that they currently do not?

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

The next few questions are about the Council's communication with residents.

27. In which ways does council keep you informed about events, services or Council's key directions in the council area? [\[prompted CATI, prompted ONLINE, multiple response\]](#)

1.	At Council events
2.	Brochures/ flyers/ other publications
3.	Council presentations at schools or public venues/ events
4.	Council Website
5.	E-mail
6.	Facebook

Survey Tool (cont.)

7.	Twitter
8.	Other social media sites
9.	Library/ Community Centre/ Recreation Centre
10.	Mail/ Letterbox drop
11.	Messenger newspaper advertising
12.	Salisbury Aware Magazine (distributed 3x/ yr)
13.	Adelaide Review advertising
14.	Roadside banners
15.	The free City of Salisbury calendar
16.	Other (specify)
17.	Don't know/ not sure

28. How would you prefer the council to keep you informed about events, services or Council's key directions in the council area? [\[read out, multiple response\]](#)

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

Survey Tool (cont.)

15.	The free City of Salisbury calendar
16.	Other (specify)
17.	Don't know/ not sure

29. 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)
6.	Don't know/ not sure

30. 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. (add don't know)

	0-10
Overall satisfaction with the service delivered by Salisbury Council	

31. F4: Dissatisfied (0-5 in Q30): Why are you not satisfied with the service delivered by Salisbury Council? (unprompted, multiple response)

1.	Not enough 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)
6.	Don't know/ not sure

Survey Tool (cont.)

32. 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.. (add don't know)

	0-10
Affordability to rent or buy	

33. Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Salisbury Council area to others? (Net Promoter Score)

34. Which of the following best describes your current circumstances. Do you...? [\[read out 1-6\]](#)

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 or family who own or are buying their home
6.	Live in a retirement or lifestyle village
7.	Other
8.	Refused

35. What is your current employment status? [\[read out 1-7\]](#)

1.	Part-time employment
2.	Full-time employment
3.	Unemployed
4.	Home duties

Survey Tool (cont.)

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

36. F5: Employed (codes 1-2 in Q35): How do you describe your occupation?

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

37. Ask all: 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

Survey Tool (cont.)

38. 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

39. F6: Use internet (codes 1-8 in Q37): How do you most commonly access the internet? [\[read out, multiple choice\]](#)
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)
7.	Refused

40. Ask all: In which country were you born? [\(unprompted CATI, prompted ONLINE\)](#)

1.	Australia
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Survey Tool (cont.)

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

41. 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

Survey Tool (cont.)

That concludes the survey. On behalf of the City of Salisbury and McGregor Tan, thank you for your time.

ADD PRIZE DRAW

McGregor Tan is accredited to the highest professional industry standards (CIRQ ISO 20252) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.



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