



COMMUNITY PERCEPTIONS SURVEY

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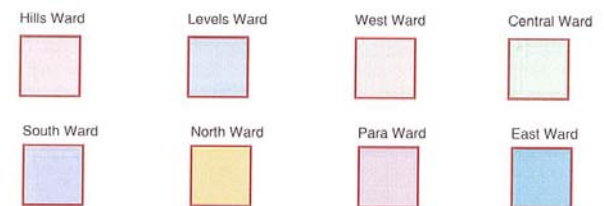
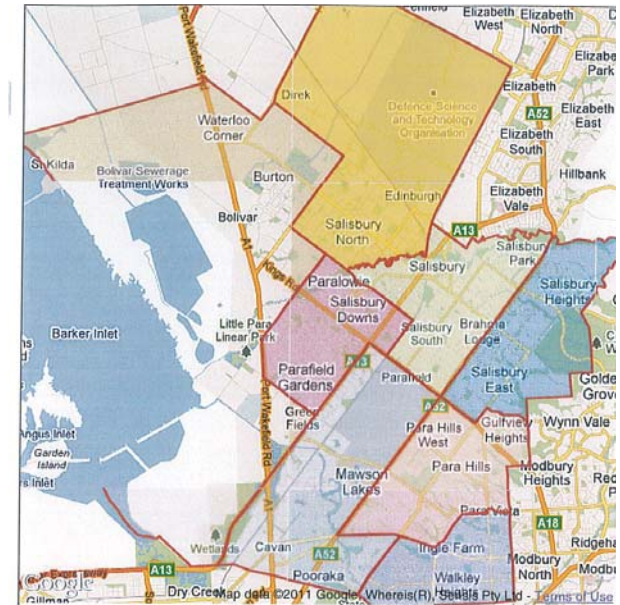


INTRODUCTION: Background Objectives



Background, Objectives & Methodology

- The City of Salisbury has been conducting periodic surveys among its residential population since 2001, with the most recent one prior to this being in 2009. The key objective of the research is for Council to continue to track the perceptions of its residents about both the area and the organisation's performance, so that Council may review what is perceived well and where there may be opportunities for change or improvement.
- All interviews were conducted by Harrison Research, from a stratified random sample from an electronic residential telephone listing. The survey was conducted using Computer Aided Telephone Interviewing (CATI), between 27 July and 01 August. The average length of the survey was just under 18 minutes. The survey instrument generally reflected the questions used in previous years, with some additional questions designed by Council staff and refined by Harrison Research.
- We planned to achieve a total of n=800 surveys with Salisbury Councils residents, with the sample split evenly across the eight Wards. We achieved n=808 surveys, as shown in the table below.
- Data were weighted by gender and age to ensure the sample is in line with population distribution. Please note that the data from previous Community Surveys were not weighted to reflect the demographic profile of the Council area. The sample in 2009, for example, considerably over-represented older residents and females, who are known throughout the research industry as more likely to agree to do surveys*.
- The change to a weighted sample is likely to result in some downward pressure on results due to the more realistic representation of younger people and males and the research industry's experience over time that females and older people tend to rate more positively than other demographic segments.
- However, balancing this downward pressure is another change made to the way the questions have been designed. Within the questionnaire, there are a number of ratings questions which, in past years, used a simple 1-5 scale. In 2011, on Harrison Research's recommendation, the scale has been changed to a more robust 0-10 scale. The advantages include improved ability for respondents to give a favourable score between the minimum positive (4 out of 5) and maximum positive (5 out of 5). Given most people's reluctance to assign top ratings, with a 1-5 scale their only option is a 4. In contrast, a 0-10 scale provides more options (6,7,8,9,10) and therefore can more accurately reflect people's opinions. Consequently, using a 0-10 scale tends to have a positive impact on mean scores as people who would not assign a 5 or 10 might assign an 8 or 9, both of which are higher than the equivalent of 4/5, which equates to 7.5/10. Comparisons over time are not impacted by the change in scale due to our use of two scale axes on graphs.



* This is borne out by the fact that the 2009 sample of 800 included 45% males (should have been 50%) and 11% aged 18-30 (should have been 24%). In other words, the views of Salisbury's males and younger people are clearly under-represented.

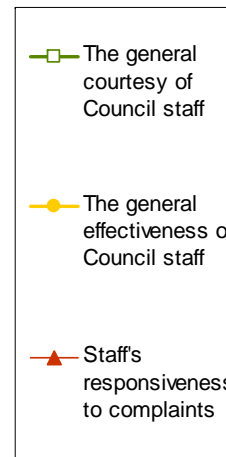
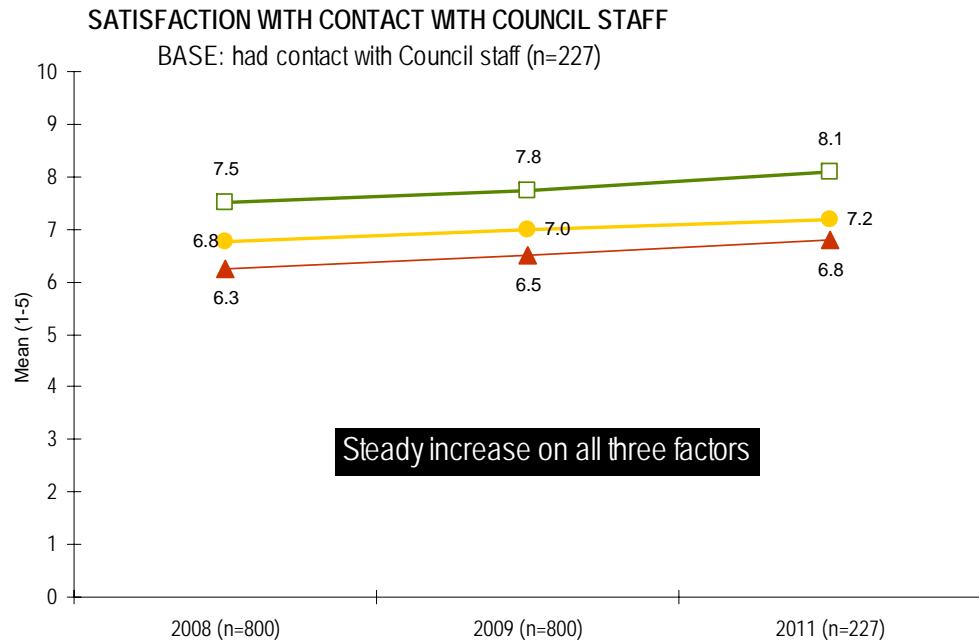
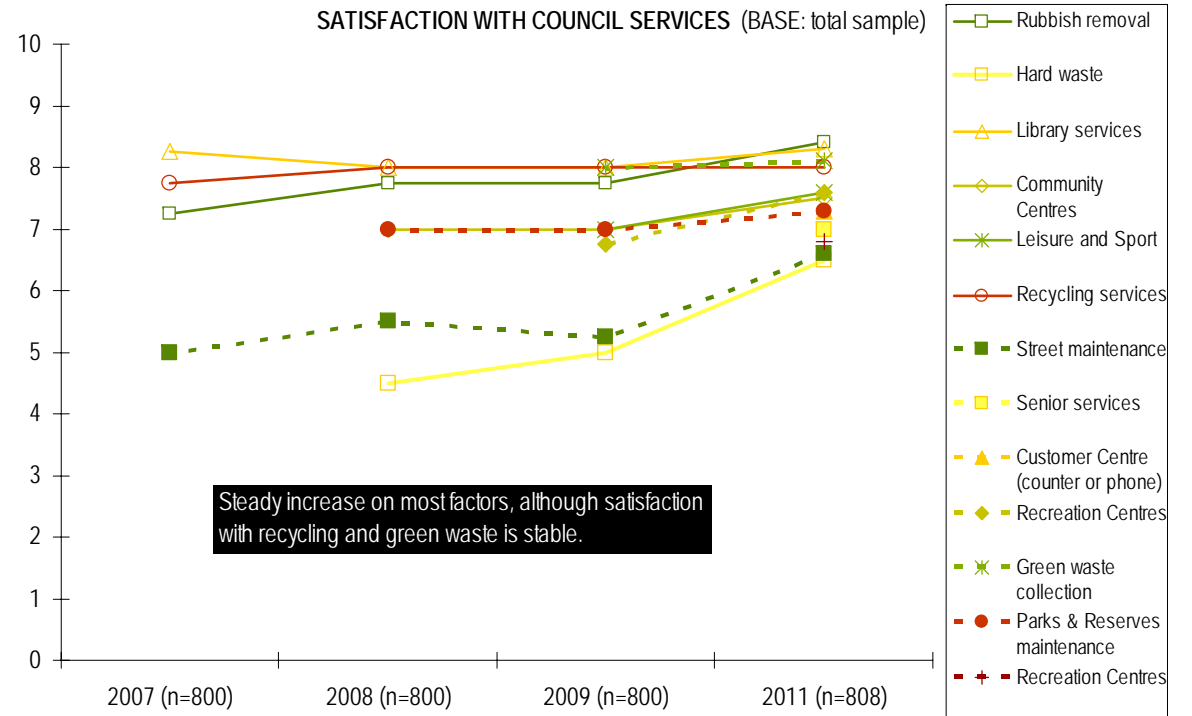
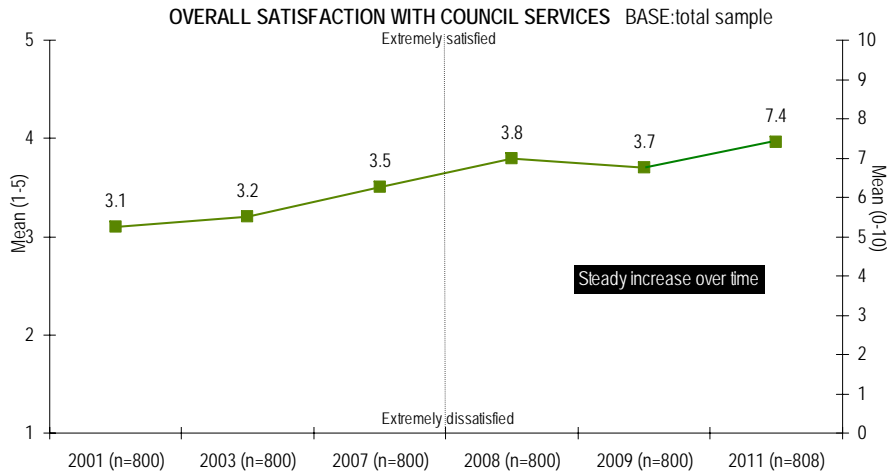
	Central Ward	East Ward	Hills Ward	Levels Ward	North Ward	Para Ward	South Ward	West Ward	TOTAL SAMPLE
Weightted	78	97	111	111	102	90	71	148	808
Unweighted	100	100	105	100	111	100	100	101	817



EXECUTIVE SUMMARY



30-second summary - Council aspects

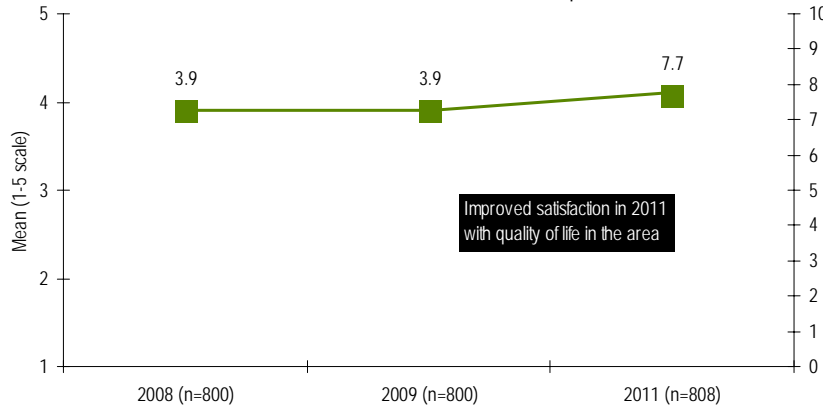


Please note: in this section, we have chosen to recalculate previous years' results in many instances, and show everything on a 0-10 scale, to facilitate reading the graphs with multiple lines

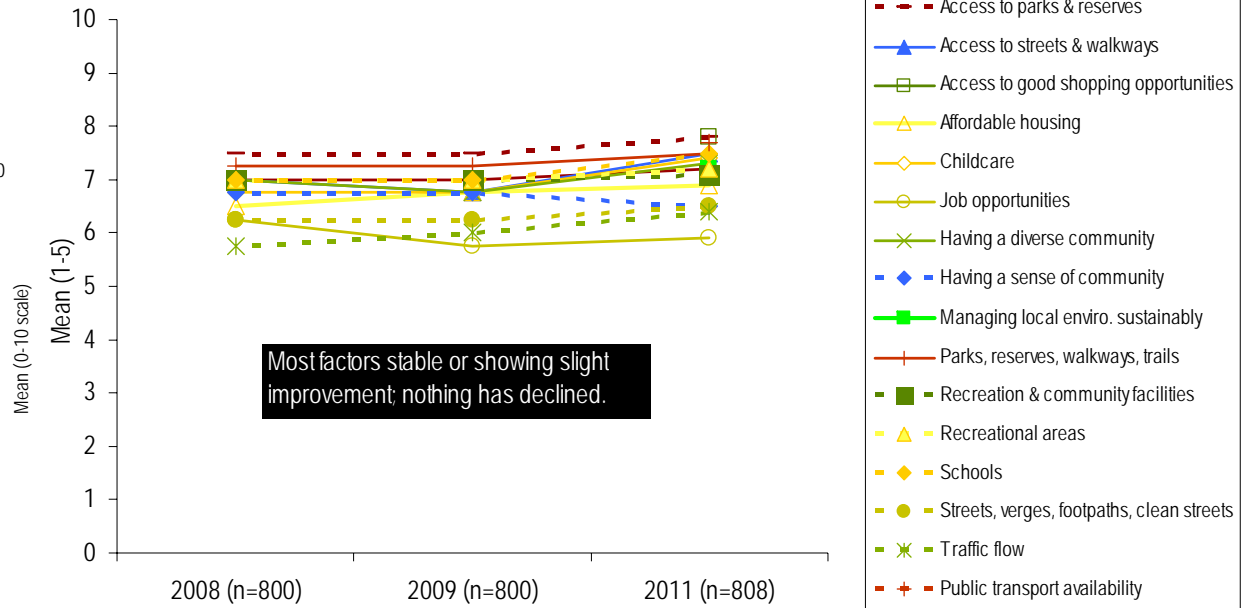


30-second summary - community aspects

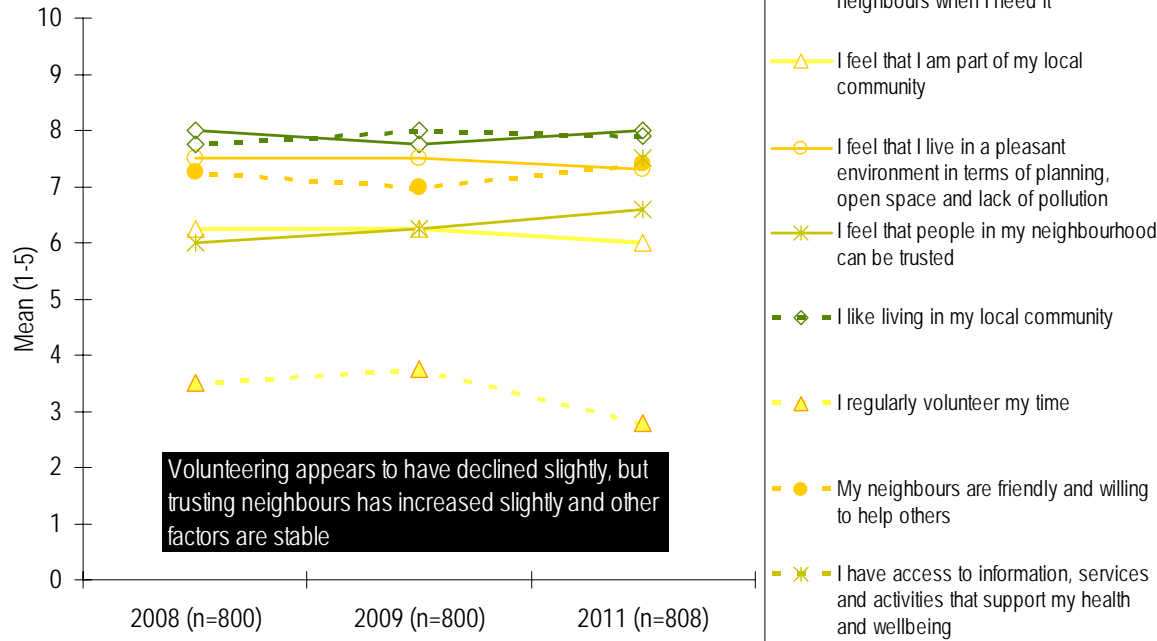
OVERALL SATISFACTION WITH QUALITY OF LIFE IN SALISBURY COUNCIL AREA BASE: Total sample



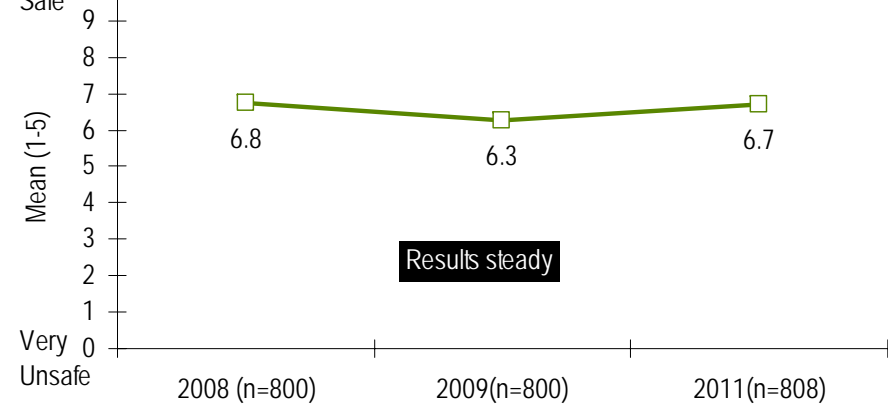
QUALITY OF LIFE ASPECTS BASE: total sample



AGREEMENT WITH COMMUNITY ASPECTS (BASE: total sample)



FEEL SAFE OR UNSAFE IN THE SALISBURY COUNCIL AREA (BASE: total sample)





KEY FINDINGS

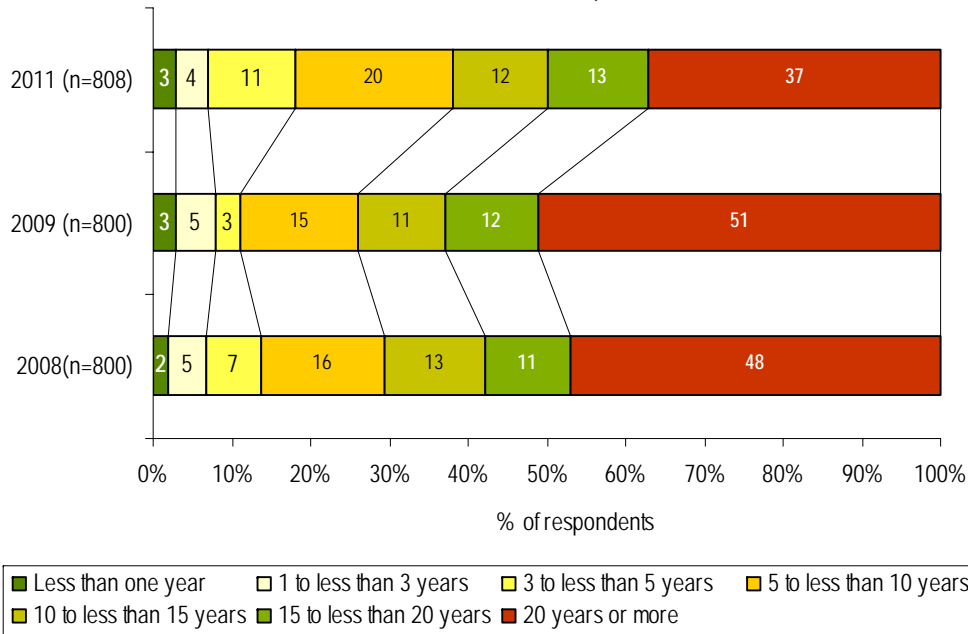


Perceptions of Salisbury Council area

How long lived in Salisbury Council area & what attracted you

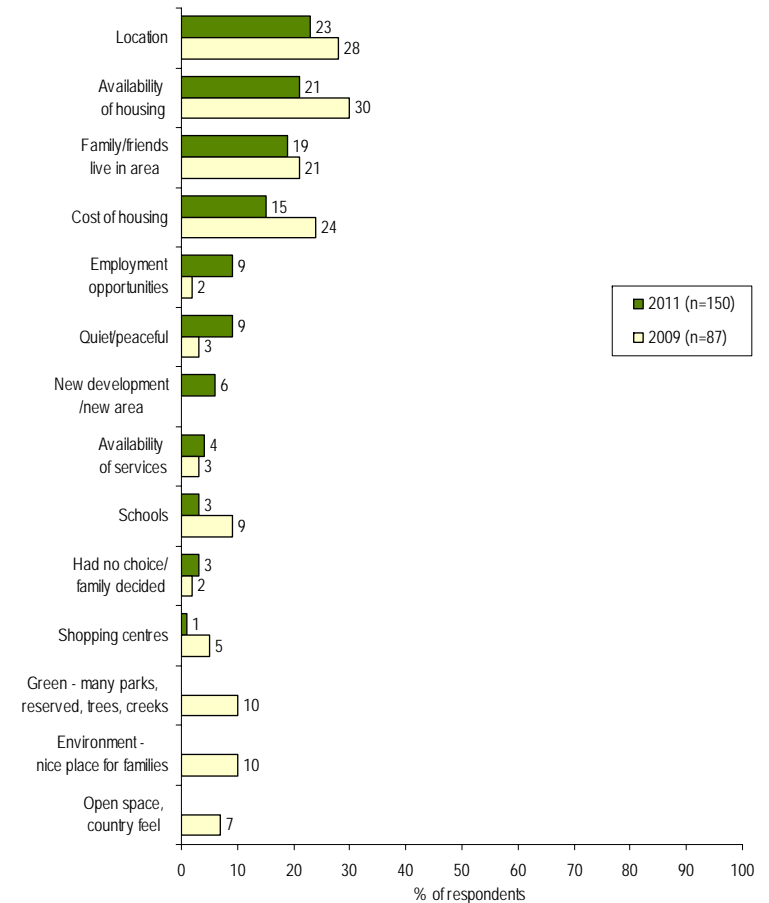
HOW LONG LIVED IN SALISBURY COUNCIL AREA

BASE: Total sample



- In 2011, 37% of respondents reported they had lived in the Salisbury City Council area 20 years or more, a significant drop from 2009 (51%), while those who reported less than 5 years has significantly increased from 11% in 2009 to 18% in 2011. These findings may well reflect the weighting of the data to represent the population's age and gender profile, rather than actual changes in the City's population.
- Not surprisingly, those residing in the Salisbury Council area for 20 years or more are significantly more likely to be 45 years or older (58% vs 37% total sample), retired (67%), have a household annual income of less than \$25,000 (66%), older couple with no children (64%).
- Those residing three years or less are significantly more likely to be lone person households (22% vs 7% total sample), while those with a bachelor degree or higher are significantly more likely to report '1 to less than 3 years'.

WHAT ATTRACTED YOU TO LIVING IN AREA-MAIN RESPONSES ONLY (Incl. multiple responses) BASE: lived in Salisbury Council area for <5 yrs

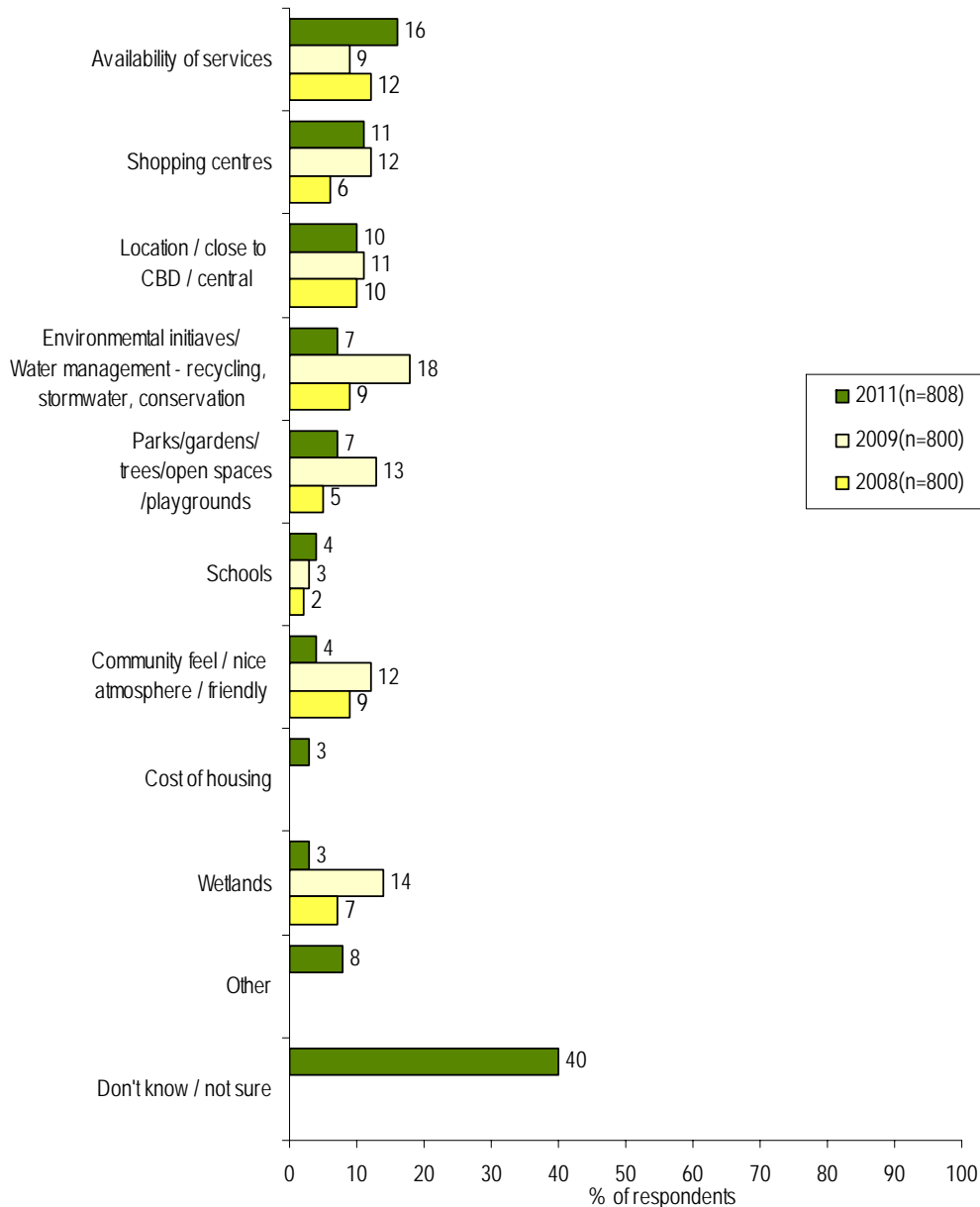


- Respondents who reported they have lived in the Salisbury Council area for less than 5 years were asked what attracted them to moving to the area. The most common response was location (23%), followed by family/friends live in area (19%) and the cost of housing (15%).
- Couples with children, teenagers or adult children living at home are significantly more likely to report location (35% vs 23% total sample)

City of Salisbury's strengths

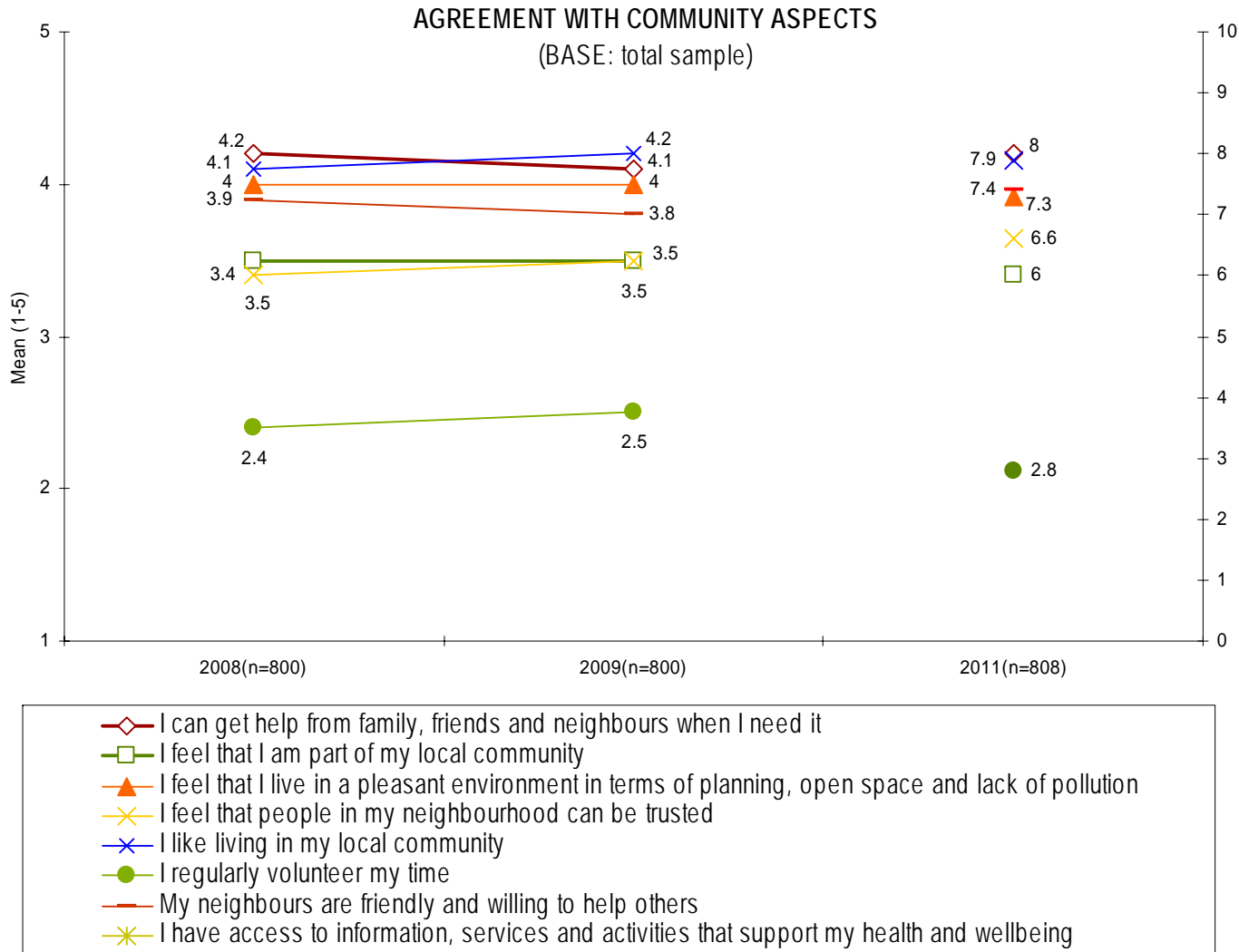
CITY OF SALISBURY'S STRENGTHS-MAIN RESPONSES

(Includes multiple responses) BASE: Total sample



- Respondents were asked what they thought were, if any, the City of Salisbury's strengths. 16% of respondents reported availability of services (a significant increase from 9% in 2009), 11% shopping centers and 10% location.
- Environmental initiatives, including water management, recycling and stormwater, significantly decreased from 18% in 2009 to 7% in 2011 as well as the proportion of those who mentioned parks, reserves and open spaces (7% from 13% in 2009), community feel/nice atmosphere (significant decrease from 14% in 2009 to 3% in 2011).
- 4 out of 10 respondents could not name a strength. Note that the proportion of respondents who could not venture an opinion about Salisbury's strengths were not reported in previous years so comparative data is unavailable.
- Those respondents significantly more likely to have mentioned location were those within the Central and Para Ward (21% and 19% compared to 10% total sample), and 45-54 year olds (16%) and those in clerical sales or service (18%).
- Those significantly more likely to report availability of services were respondents residing in the East Ward (23% compared to 16% total sample), respondents with high school education (20%) and those with a household income between \$25,000 and \$50,000 per annum (21%).
- Respondents within North and Para Ward were significantly more likely to mention shopping centres (17%-18% vs 11% total sample) as well as trade or laborers (19%), those with high school educations (14%) and those in households earning between \$25,000 and \$50,000 per year.

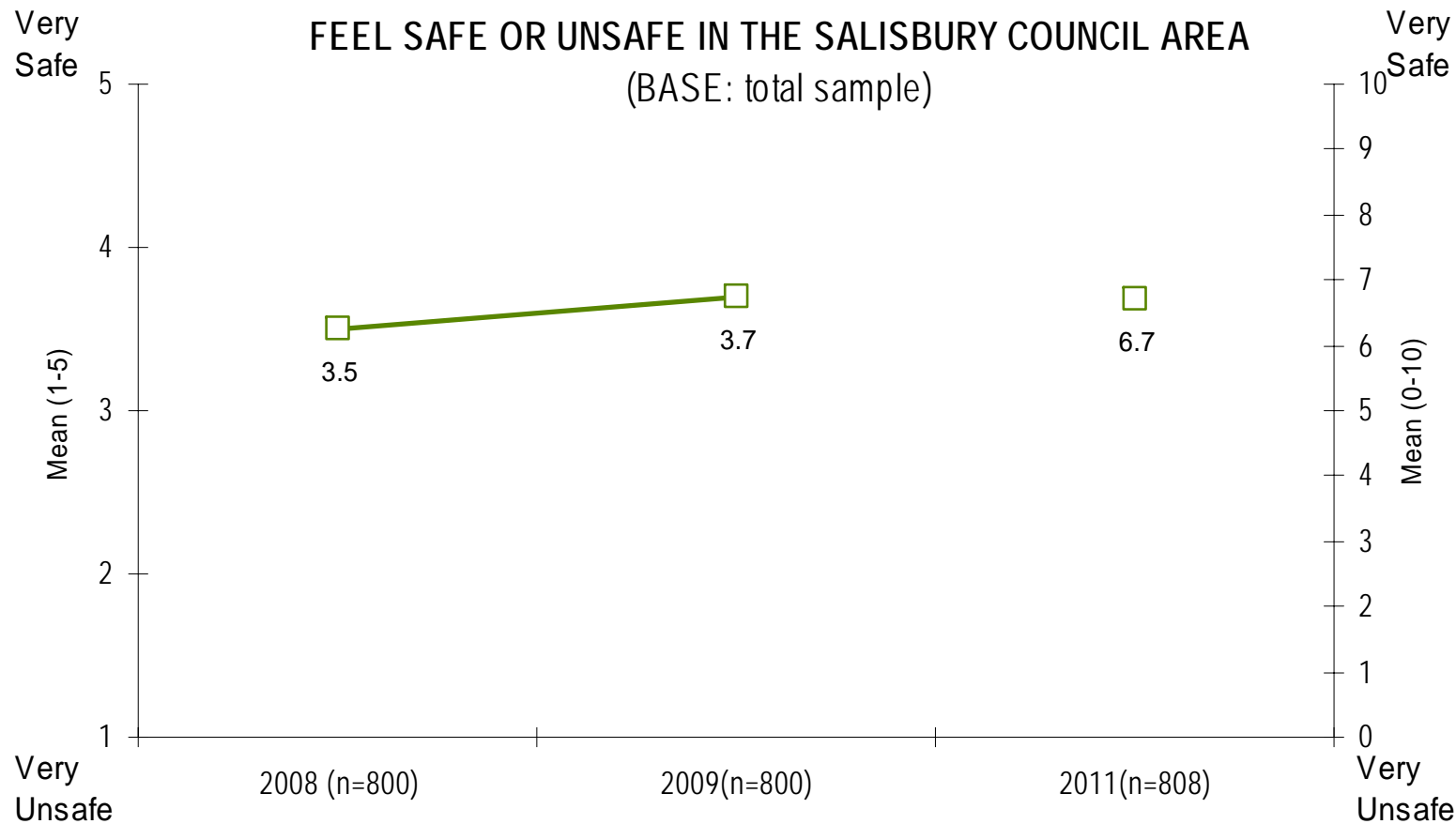
Agreement with community aspects



- Respondents were asked to rate their agreement with aspects of the community, using a 0-10 scale, with 0 being strongly disagree and 10 being strongly agree. Note that previous ratings are shown alongside.
- The aspects receiving the highest mean agreement were 'I can get help from family, friends and neighbours when I need it' (8.0) and "I like living in my local community" (7.9).
- In 2008 and 2009, 'I regularly volunteer my time' received quite a low mean score rating and has dropped slightly more in 2011. Encouragingly 'I feel that people in my neighborhood can be trusted' has increased slightly since the previous research.
- Respondents aged 65 and older were significantly more likely to give a higher agreement rating for every community aspect.

	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
2011(n=808)	8.0	6.0	7.3	6.6	7.9	2.8	7.4	7.5

Feeling of safety within Salisbury Council area

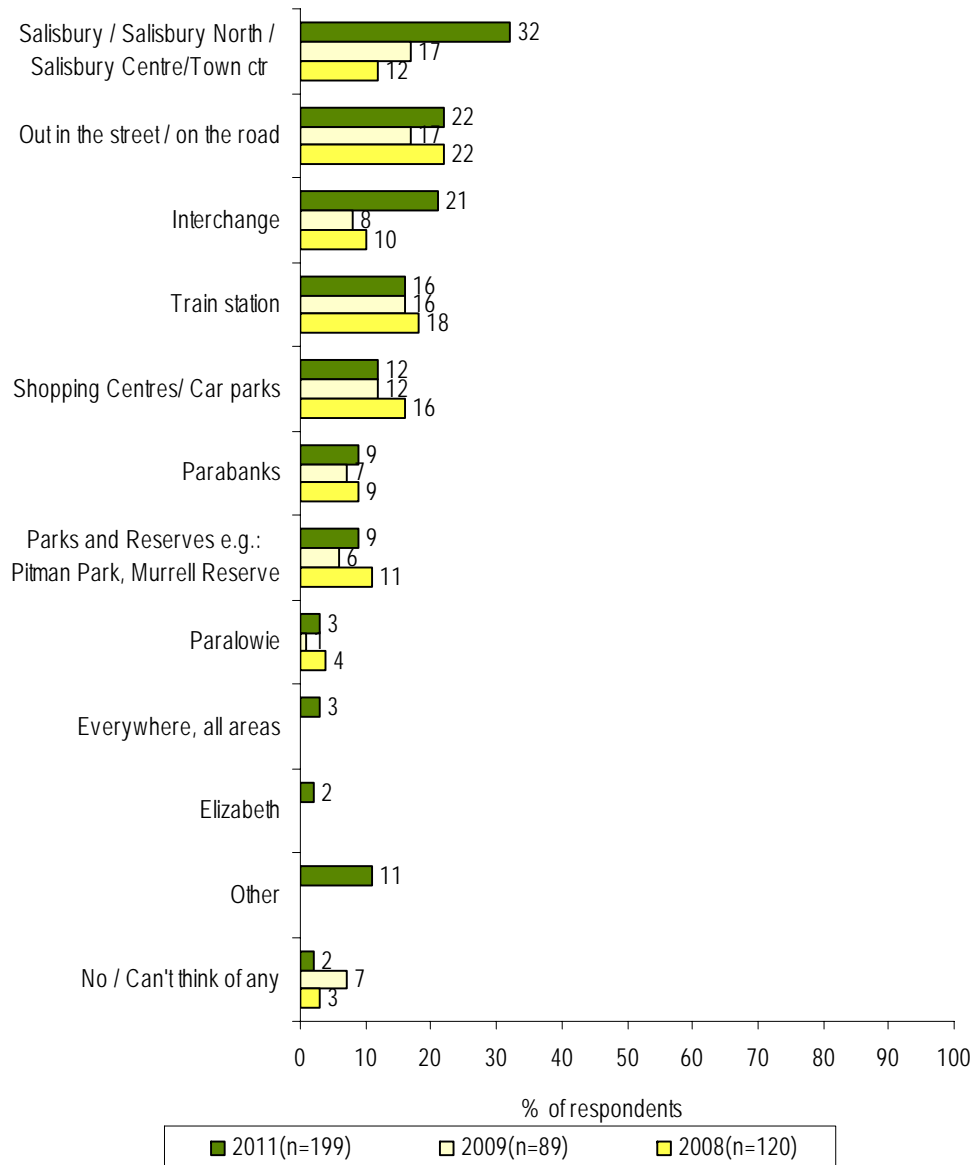


- Respondents were asked to indicate how safe or unsafe they felt within the City of Salisbury area, using a 0-10 scale, 0 being very unsafe and 10 being very safe. In 2011 the mean score rating was 6.7 out of 10, consistent with 2009 results (both 3.7 mean, if a 1-5 scale was used).
- Respondents aged over 65, and respondents who were retired, were significantly more likely to report a higher rating for feeling safe in the Salisbury Council area (7.4 and 7.2 compared to 6.7 at the total level).
- Although slight fluctuations, there were no significant differences between Wards.

Location where feel unsafe in Salisbury Council area

PARTICULAR LOCATION WHERE FEEL UNSAFE

(Includes multiple responses) BASE: Those that feel unsafe within Salisbury Council area

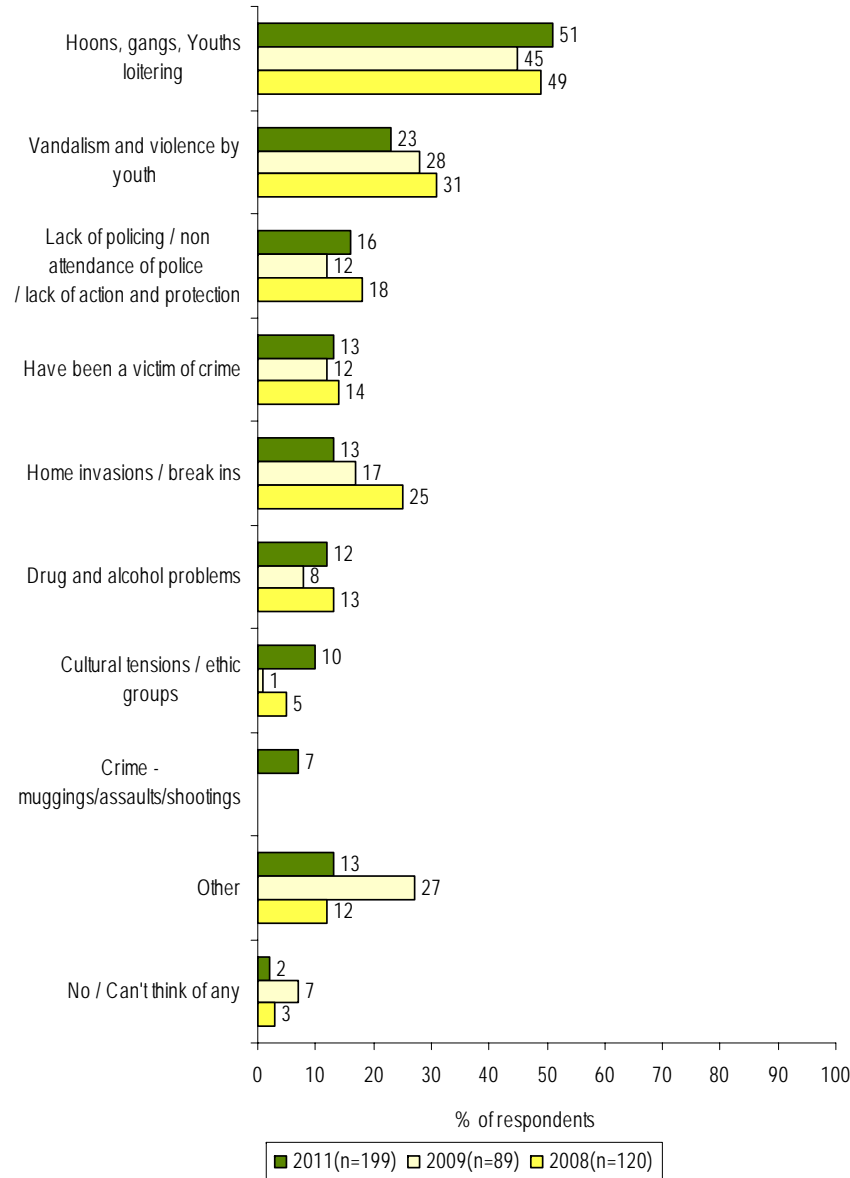


- Respondents who reported that they feel unsafe (0-5 out of 10, n=199) were asked whether there was a specific location where they felt unsafe, followed by whether there was a particular reason why they felt that way.
- A third (32%) of these respondents reported Salisbury, Salisbury North or Salisbury centre or town centre as the main locations they felt unsafe (a significant increase from 17% in 2009). This was followed by on the road/street (22%) and at the interchange (21%, a significant increase from 8% in 2009).
- In 2011, those residing in the North Ward were significantly more likely to mention the interchange (38% vs 21% total sample) and the train station (38% vs 16% total sample), while those in the West Ward were more likely to nominate Salisbury/Salisbury North/Salisbury Centre or Town centre (48% compared to 32% total sample).
- Residents within lone person or group households were significantly more likely to report they feel unsafe out in the street or on the roads (42% compared to 22%).
- Couples with children, teens or adult children at home and those currently unemployed were significantly more likely to report Salisbury, Salisbury North, Salisbury Centre or town centre (44% and 51% respectively vs 32%), whilst older couples with no children were significantly more likely to state they cannot think of any (22% compared to 11% at the total level).

Reason feel unsafe in Salisbury Council area

PARTICULAR REASON WHY FEEL UNSAFE

(Includes multiple responses) BASE: Those that feel unsafe within Salisbury Council area



- 51% of respondents reported 'hoons, gangs, youths loitering' as the reason they felt unsafe, followed by vandalism and violence by youth (23%) and lack of policing (16%). Respondents living in the West Ward and those unemployed were significantly more likely to report cultural tensions (23% and 24% compared to 10% total sample),
- Females were significantly more likely to report 'hoons, gangs and youths loitering' (60% vs 40% males), while lone person or group households were more likely to cite 'drug and alcohol problems' (34% vs 12%).



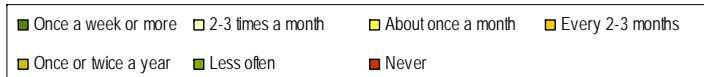
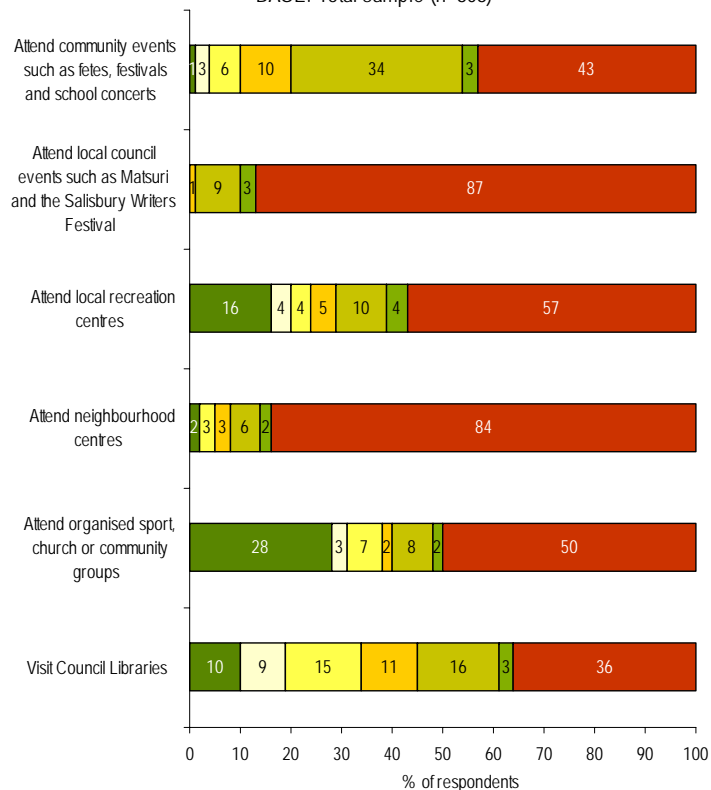
Involvement in the Community

How often involved in community activities

- Respondents were read out a number of community activities and then asked how often, if at all, they were involved in each of them. As can be seen in the chart on the left, the activity which gained the most frequent involvement was “attending organised sport, church or community groups” (28% attend at least once per week or more often). Local recreation centres also attract regular attendance, with 16% stating they are involved with local recreation centres at least weekly or more often. The Council Libraries attract habits in terms of community involvement, with a third (34%) of residents reporting they visit at least once a month or more often, a similar proportion (30%) visiting less frequently and a third (36%) who never visit a Council library.
- At the other end of the scale, “visiting Senior Centre's”, “attending local Council events such as Matsuri and Salisbury Writers Festival” and “attending local neighborhood centres” were least likely to draw involvement (90%, 87% and 84% respectively said they never get involved in these community activities).
- When compared with 2009 findings for involvement in community activities, a standout finding is the higher proportions who are never involved in community activities in the current survey. This is likely to be more representative of involvement across the whole community as the 2009 findings were weighted in favour of older respondents.

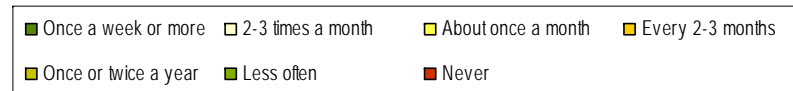
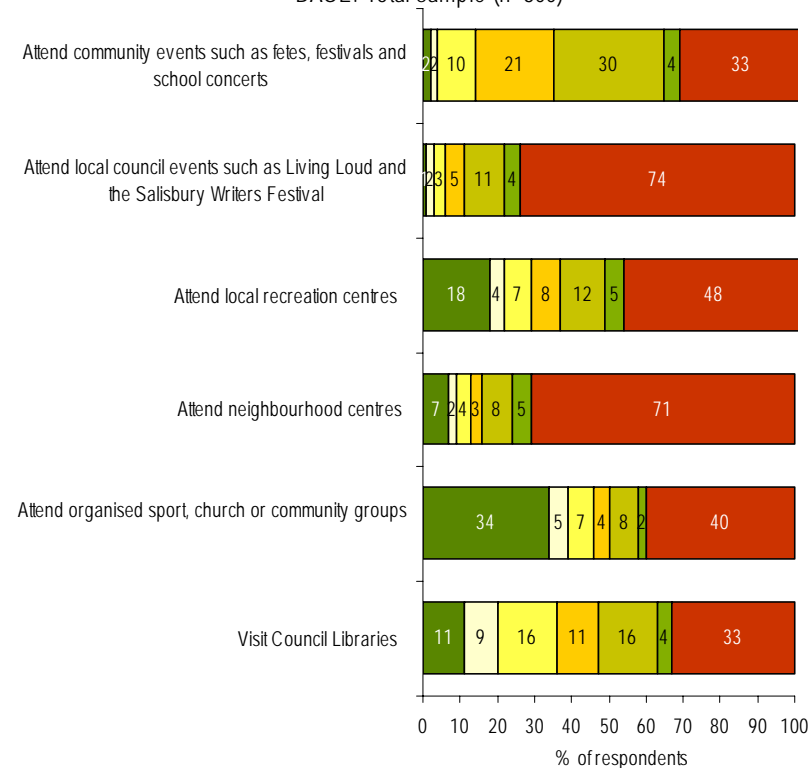
HOW OFTEN INVOLVED IN COMMUNITY ACTIVITIES - 2011

BASE: Total sample (n=808)



HOW OFTEN INVOLVED IN COMMUNITY ACTIVITIES - 2009

BASE: Total sample (n=800)

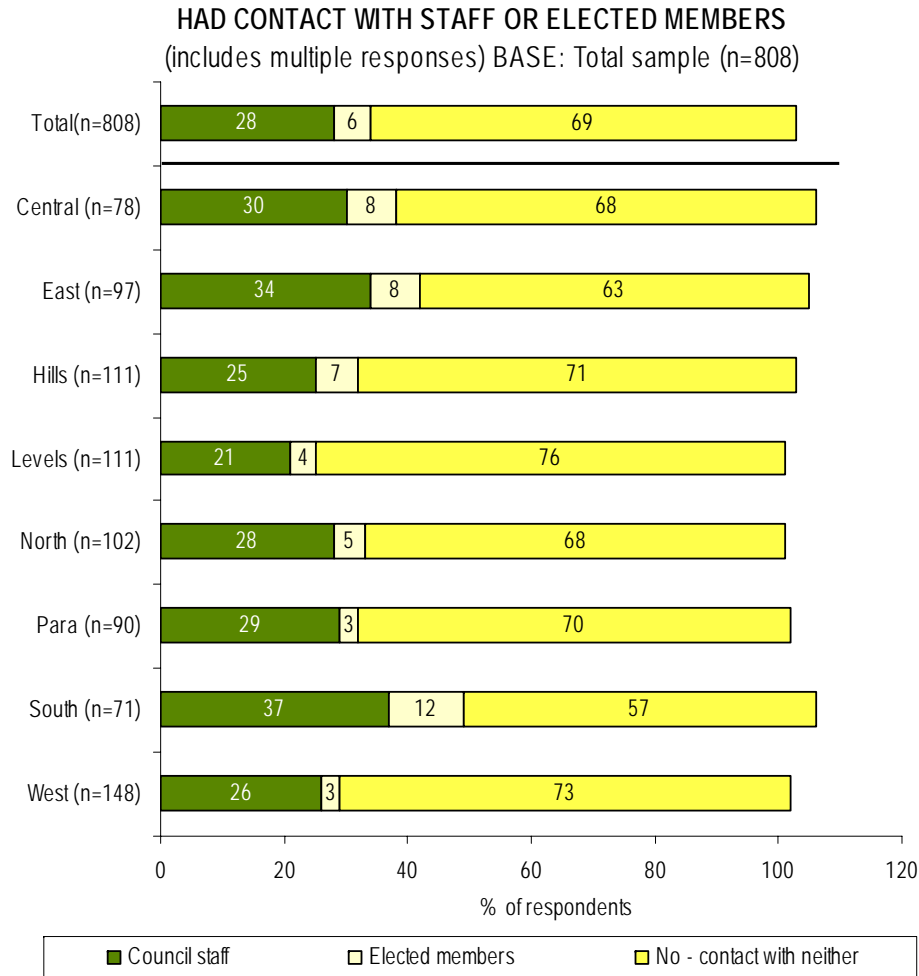




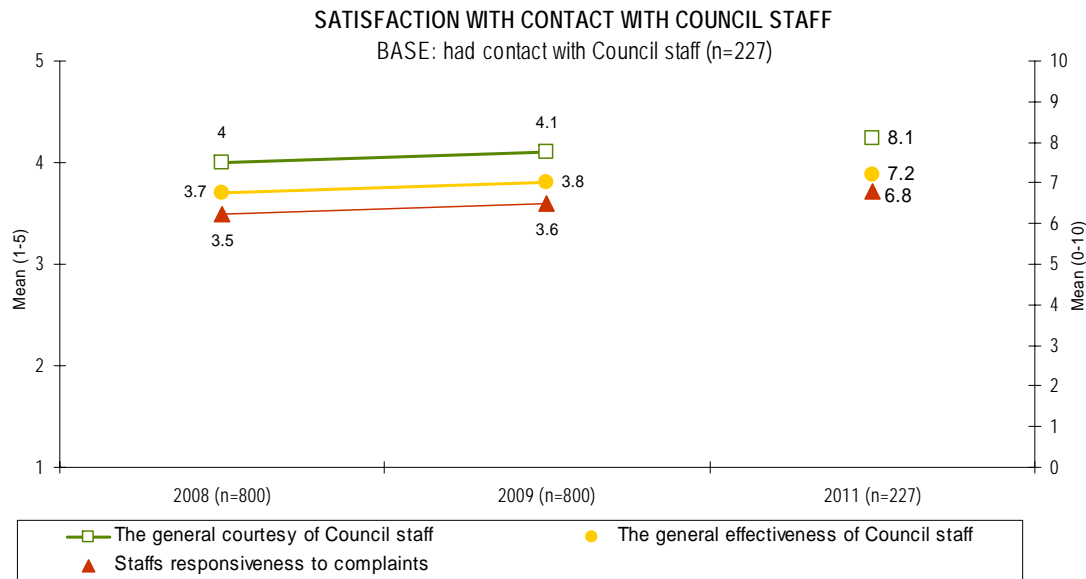
Interaction and satisfaction with Council staff and Elected Members

Had contact with Council staff or elected members

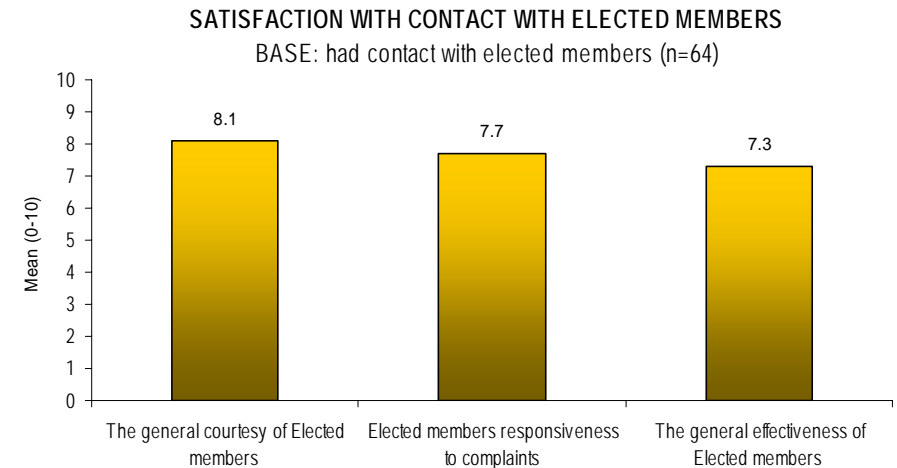
- Respondents were asked whether they have had contact with either a Salisbury City Council staff member or elected member within the last 12 months.
- The results in the chart indicate a large proportion of respondents have not had contact with either Council staff or Elected members. Those who did have contact were predominantly older respondents, as noted below.
- 34% of all respondents have had some form of contact, 28% of which was with a staff member, and 6% with an elected member.
- Respondents within the South Ward were significantly more likely in both cases to report they have had contact - staff members (37%), elected members (12%).
- Respondents significantly more likely to report contact with a staff member include:
 - ~ Respondents aged 55-64 (41%)
 - ~ Older couples, no children at home (34%)
 - ~ Clerical sales/service (37%)
 - ~ Those with a certificate or diploma (36%)
 - ~ Households earning \$25,000-\$50,000 per year (42%)
- Respondents significantly more likely to report contact with an elected member:
 - ~ Those aged 65 and over (10%)
 - ~ Retired or aged pensioner (9%)
- Respondents significantly more likely to report they had not had contact at all were:
 - ~ Those aged 15-34 (80%)
 - ~ Those currently unemployed (79%)
 - ~ Respondents with a high school education (73%)
- Note that this question was not asked in previous surveys.



Satisfaction with contact with council staff



- Respondents who had contact with a council staff member (n=227), were asked to rate their satisfaction with staff's general courtesy, general effectiveness and responsiveness to complaints.
- Consistent with previous surveys, staff's general courtesy received the highest mean score rating (8.1 out of 10), followed by general effectiveness (7.2) and the responsiveness to complaints (6.8).
- Females, and those currently unemployed, were significantly more likely to give a higher rating for staff responsiveness to complaints (7.4 vs 5.9 males) and (8.1 vs. 6.4 employed or 6.7 retired), as well as those with annual incomes of \$25,000-\$50,000 per annum (7.3 compared to 6.8 total sample).



Respondents who had contact with an elected member (n=64) were also asked to rate their satisfaction with elected member's general courtesy, general effectiveness and responsiveness to complaints.

As with Council staff members, elected members' general courtesy received the highest mean score rating (8.1). 7.7 was the mean score rating for responsiveness to complaints, while general effectiveness received 7.3.

There were no statistically relevant differences between subgroups.

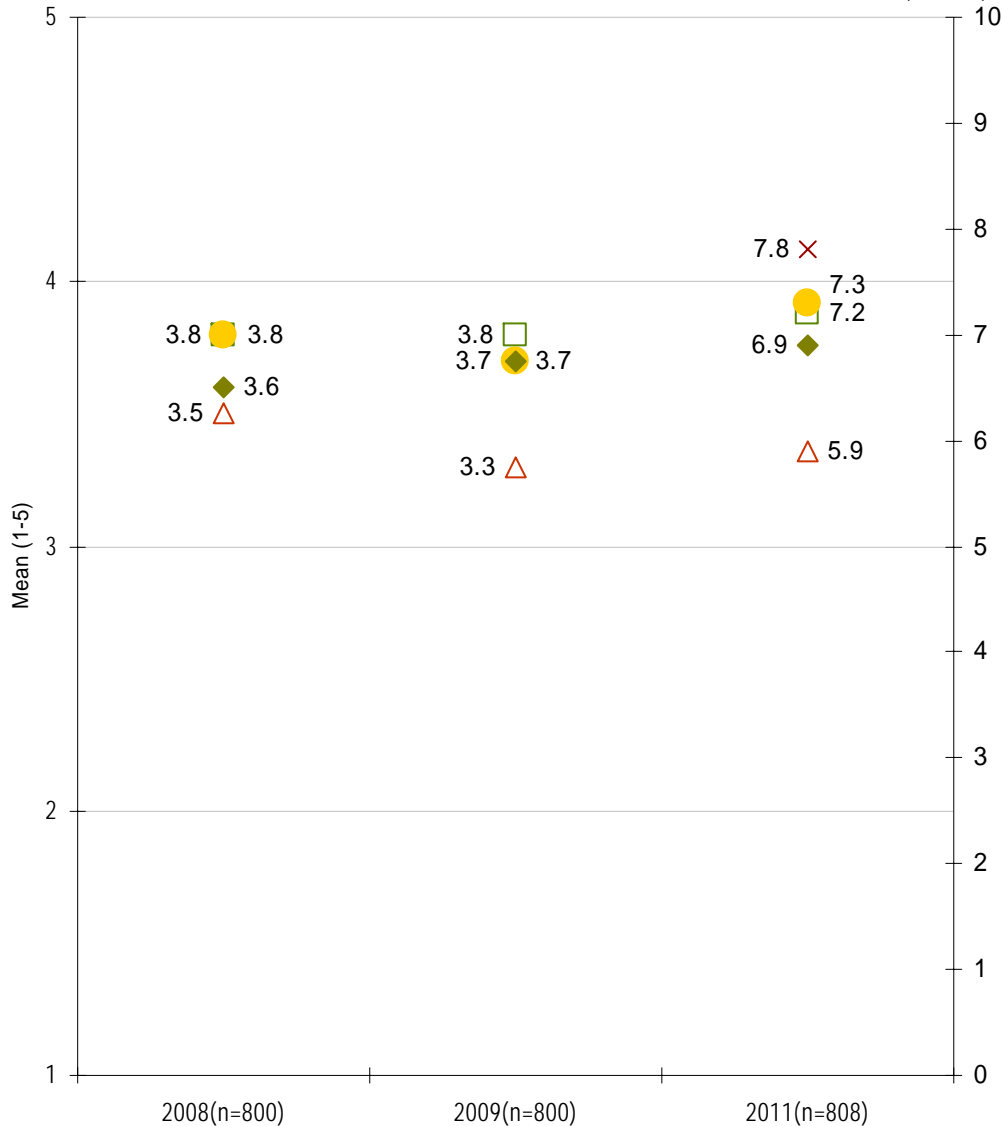
Note that comparative data is not available over time.



Quality of Life in Salisbury Council area

Satisfaction with quality of life elements

QUALITY OF LIFE ASPECTS
 BASE: had contact with Council staff (n=227)



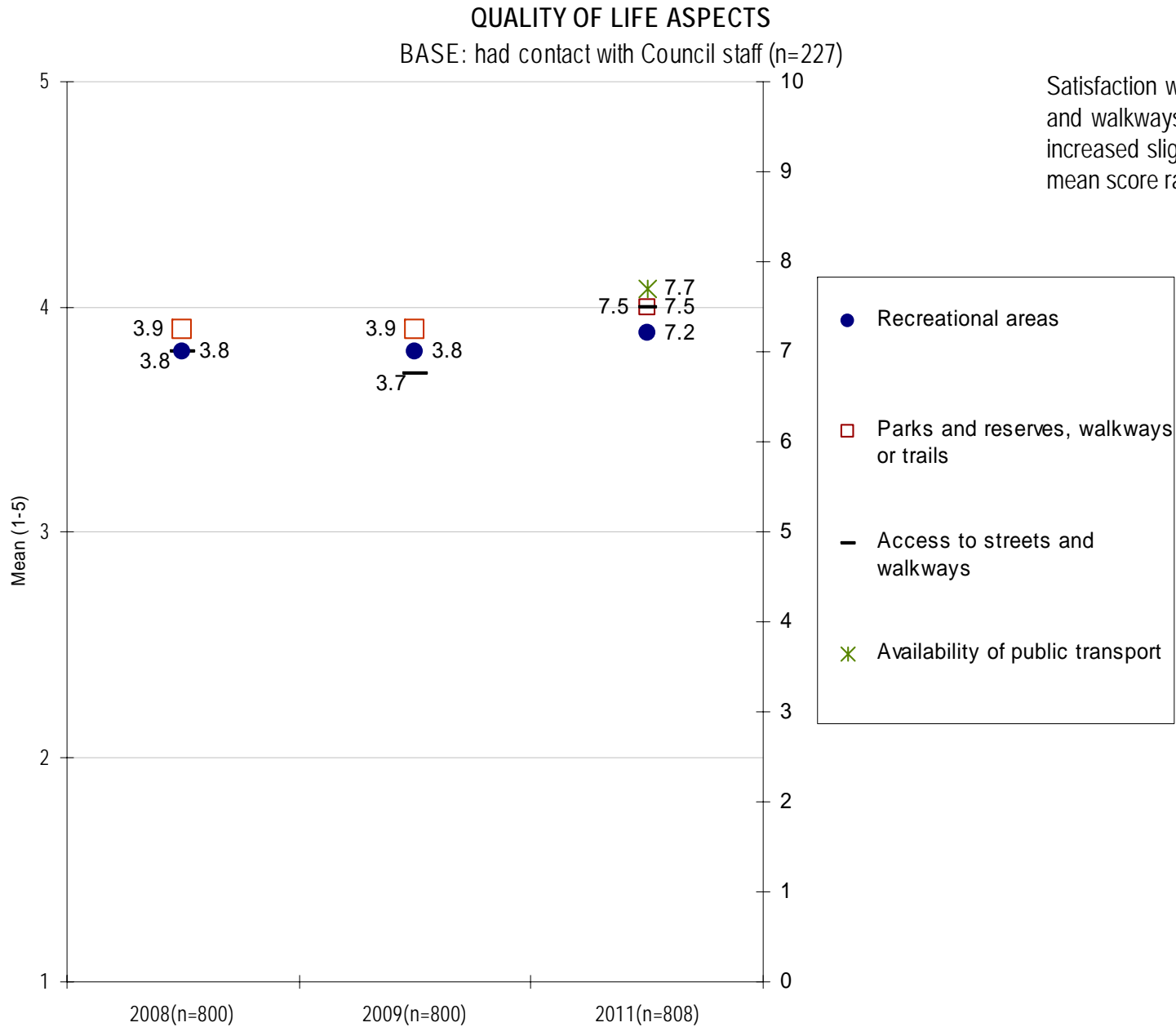
Respondents were read out a list of quality of life elements, and asked to rate their satisfaction with each, using a scale of 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.

The quality of life elements have been divided into four charts (found on this and subsequent pages) to ease readability.

- ◆ Affordable housing
- △ Development of job opportunities in the Salisbury area
- A range of community groups and sports clubs
- Having a diverse community
- × Access to good shopping opportunities

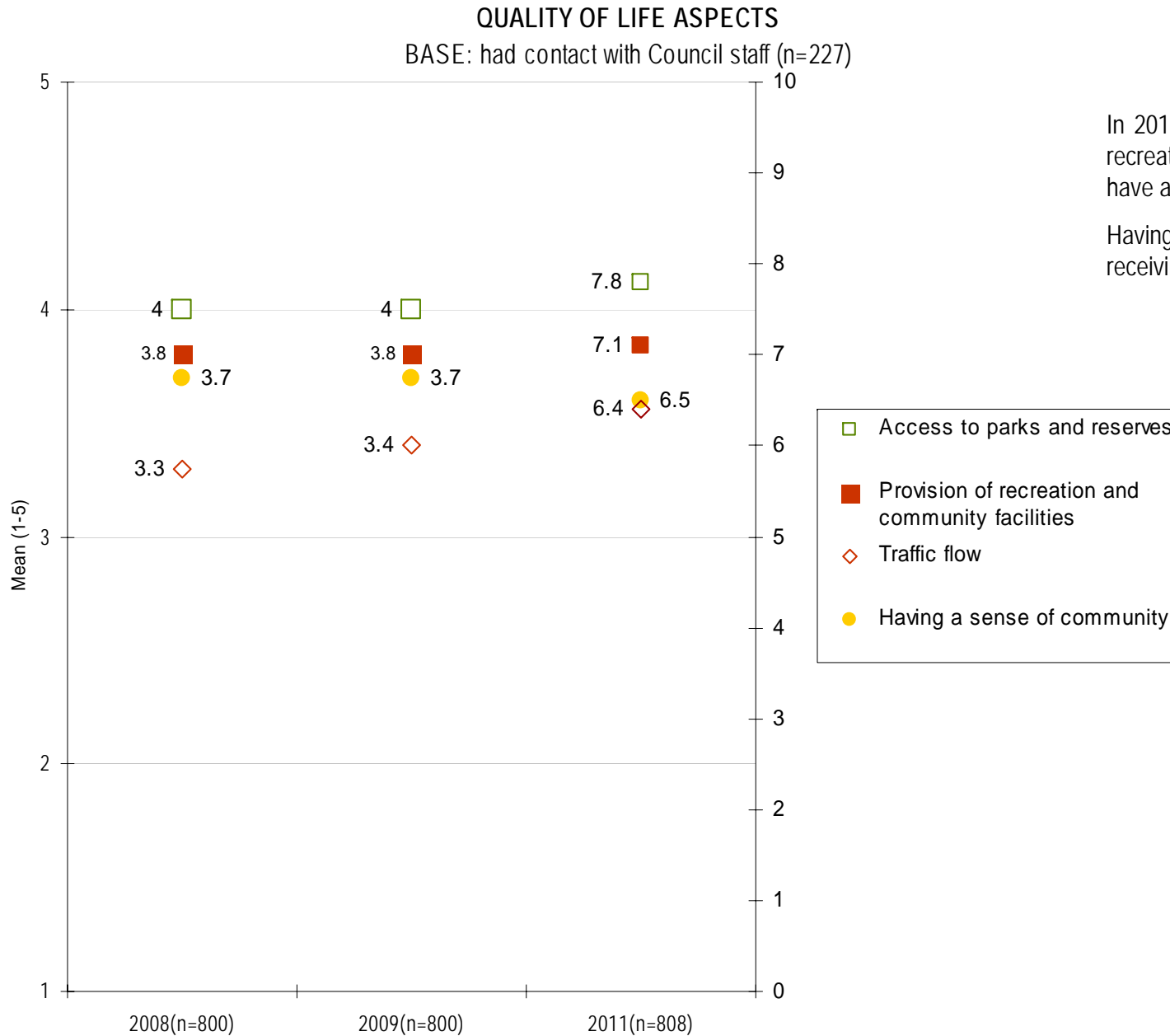
- As can be seen in the chart to the left, residents' satisfaction with affordable housing has gradually increased over time, reaching just under 7 in 2011.
- Development of job opportunities has slightly increased, although it remained relatively low (5.9).
- Having a diverse community, and a range of community groups and sports clubs have both increased slightly (7.3 and 7.2 respectively).
- A new quality of life aspect was introduced, access to good shopping opportunities, which received a mean rating of 7.8 out of a possible 10.

Satisfaction with quality of life elements



Satisfaction with recreational areas (7.2), access to streets and walkways (7.5) and parks and reserves (7.5) have all increased slightly. Availability of public transport received a mean score rating of 7.7.

Satisfaction with quality of life elements



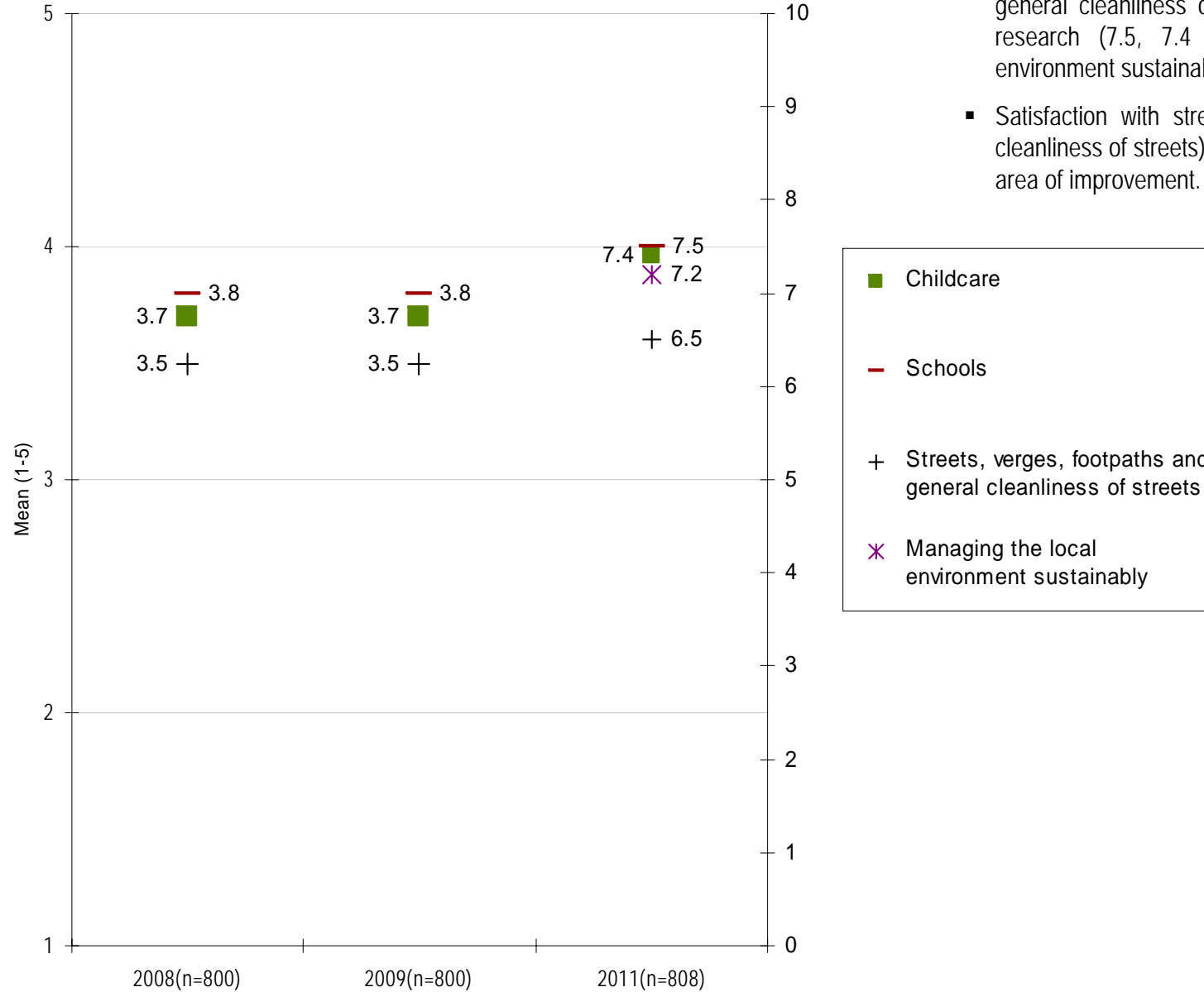
In 2011, access to parks and reserves, provision of recreation and community facilities, and traffic flow have all increased slightly.

Having a sense of community has decreased slightly, receiving a mean score of 6.5 out of 10.

Satisfaction with quality of life elements

QUALITY OF LIFE ASPECTS

BASE: had contact with Council staff (n=227)



- Childcare, schools and streets (including verges, footpaths and general cleanliness of streets) all increased slightly in the current research (7.5, 7.4 and 6.5 respectively). Managing the local environment sustainably received 7.2 out of 10.
- Satisfaction with streets (including verges, footpaths and general cleanliness of streets) remains lower than 7, indicating this may be an area of improvement.

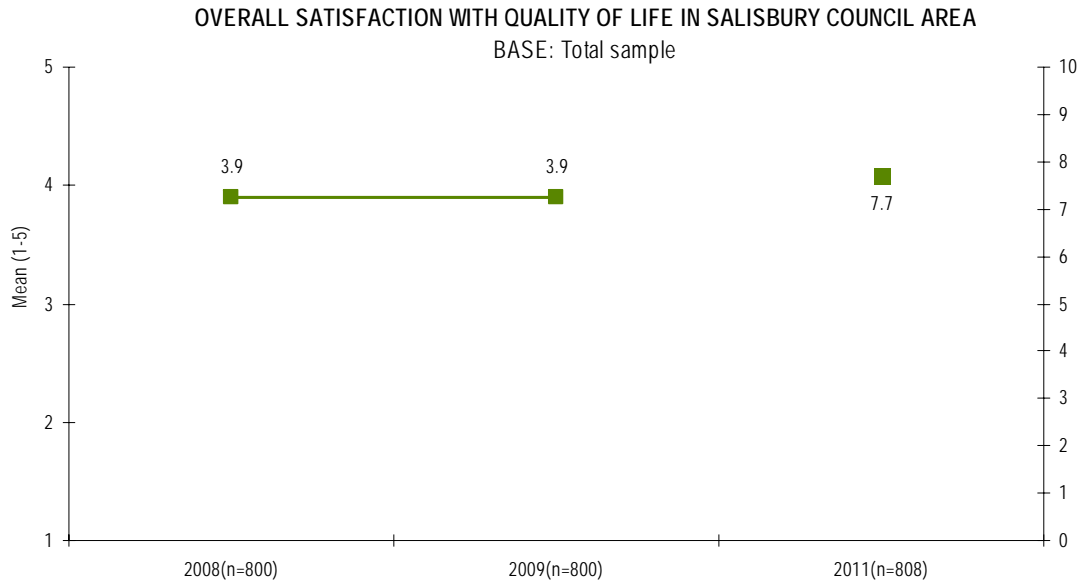
Derived importance of quality of life elements

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

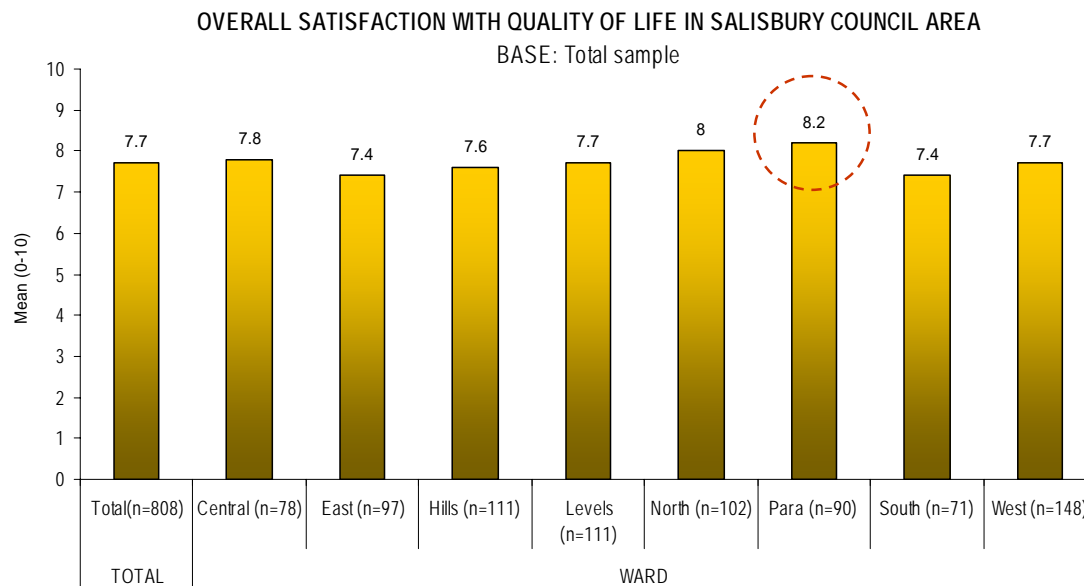


- In 2011, statistical correlation was undertaken to provide a measure of derived importance of each of the quality of life elements to determine their role in driving overall satisfaction with quality of life. As can be seen in the chart above, all elements play a role in the overall quality of life (no stand out elements), although the most influential were:
 - ~ Having a sense of community.
 - ~ Managing the local environment.
 - ~ Development of job opportunities.
 - ~ Recreational areas.
 - ~ Streets, verges and footpaths
- All these factors do correlate positively with overall satisfaction with the quality of life in the Council area, but none are particularly strong and there is less variability than might be expected. There might be other factors that drive satisfaction with the local quality of life.

Overall satisfaction with quality of life

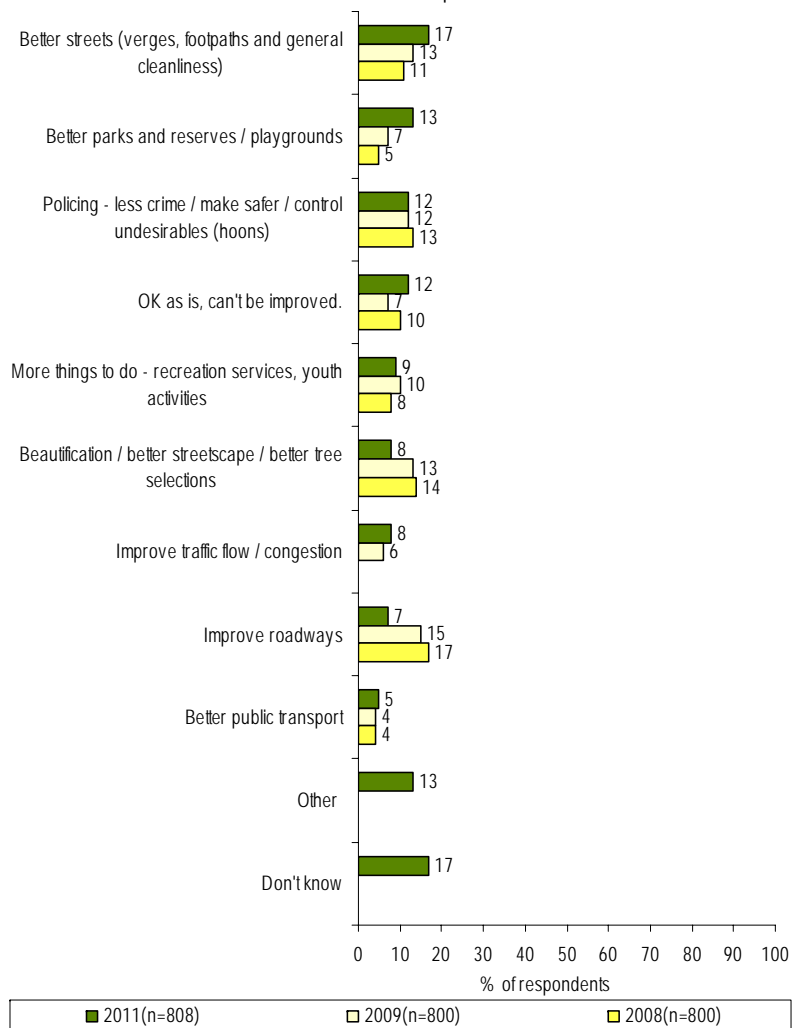


- Respondents were asked, overall, how satisfied were they with the quality of life in the Salisbury Council area, using a 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.
- In 2011, respondents rated this aspect at a mean score of 7.7 out of 10, slightly higher than in 2008 and 2009 (7.7 is equivalent to 4.1 on a 1 to 5 scale).
- Respondents residing within the Para Ward were significantly more likely to give a higher rating (8.2), as well as those aged over 65 (8.3) and those retired / aged pensioners (8.1)



How could quality of life be improved

WAYS IN WHICH QUALITY OF LIFE COULD BE IMPROVED-MAIN RESPONSES ONLY (Includes multiple responses) BASE: total sample

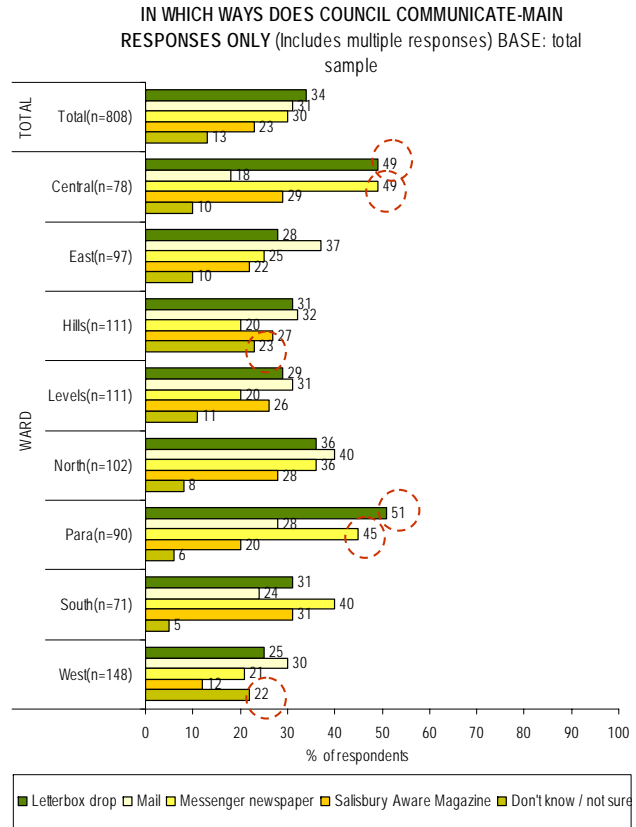
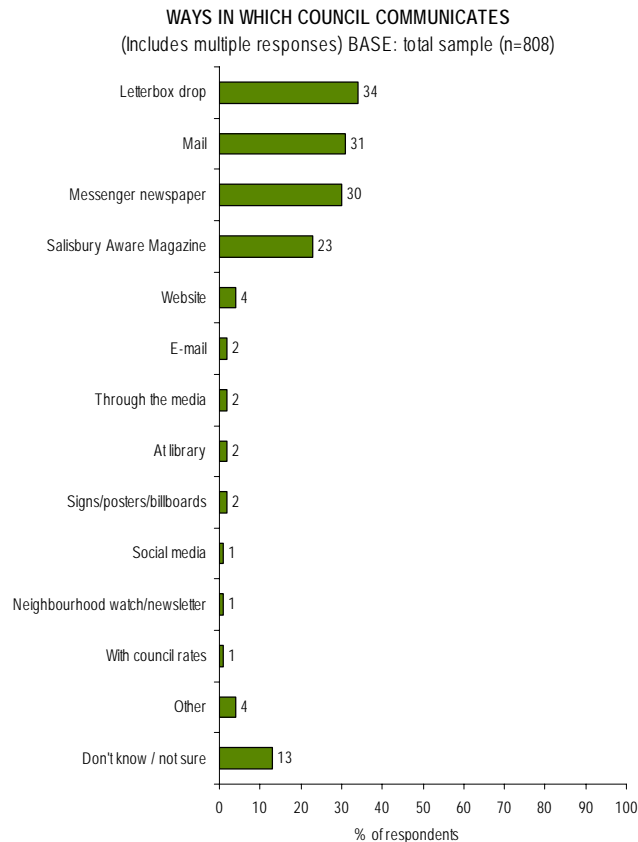


- Respondents were asked in what ways, if any, do they think the quality of life in the Salisbury Council area could be improved.
- The main suggestions to improve the quality of life were: improve streets, including verges footpaths and general cleanliness (17%, a significant increase from 13% in 2009), better parks, reserves and playgrounds (13%, a significant increase from 7% in 2009) and policing (less crime, make safer and control undesirables) (12%, statistically stable with 2009).
- Other improvements mentioned were:
 - ~ more things to do (including recreational services, youth activities) (9%)
 - ~ beautification (including improving streetscape, better tree selection) (8%, a significant decrease from 13% in 2009)
 - ~ improve traffic congestion and traffic flow (8%)
 - ~ improve roadways (7%) (a significant decrease from 15% in 2009)
 - ~ better public transport (5%).
- 12% of respondents reported 'ok as is, can't be improved' (a significant increase from 7% in 2009).
- When analysed by Ward, those within the Para Ward were significantly more likely to report better streets (verges, footpaths and general cleanliness) (27%), while East and West Wards were significantly more likely to mention more things to do (including recreation services, youth activities) (19% for both). Levels Ward residents were significantly more likely to report 'ok as is, can't be improved'.
- 15-34 year olds were significantly more likely to report better parks and reserves / better playgrounds (22%) and more things to do (including recreation services, youth activities) (17%).
- Respondents aged 45-54 were significantly more likely to state improve or add parking, and those aged 65 and over were significantly more likely report 'don't know', most likely due to the fact that their satisfaction is notably higher than younger residents.
- Females were significantly more likely to mention better playgrounds/ parks and reserves (18%) and more or a better range of shopping centres (7%) and couples with children, teenagers or adult children still at home were significantly more likely to report better parks and reserves.



Information and communication with Salisbury City Council

Communication from Salisbury City Council



When asked how Salisbury City Council keeps them informed about events and services, over a third of respondents (34%) reported letter box drops, mail and Messenger newspaper, followed by the Salisbury Aware Magazine (23%).

When analysed by Ward, residents within the Central Ward and the Para Ward were significantly more likely to mention letter box drop (49% and 51% respectively compared to 34% total sample) and Messenger Newspaper (49% and 45% respectively vs 30% total sample). Hills and West Ward respondents were significantly more likely to state they did not know ways in which the Council communicates.

When analysed by age, older respondents were more likely to be aware of Council's communication channels.

Those significantly more likely to mention Messenger newspaper were (likely to be some of the same people):

- Those aged 55 and older (42%).
- Older couples with no children (41%).
- Retirees or aged pensioners (43%).

Those respondents significantly more likely to mention Salisbury Aware were:

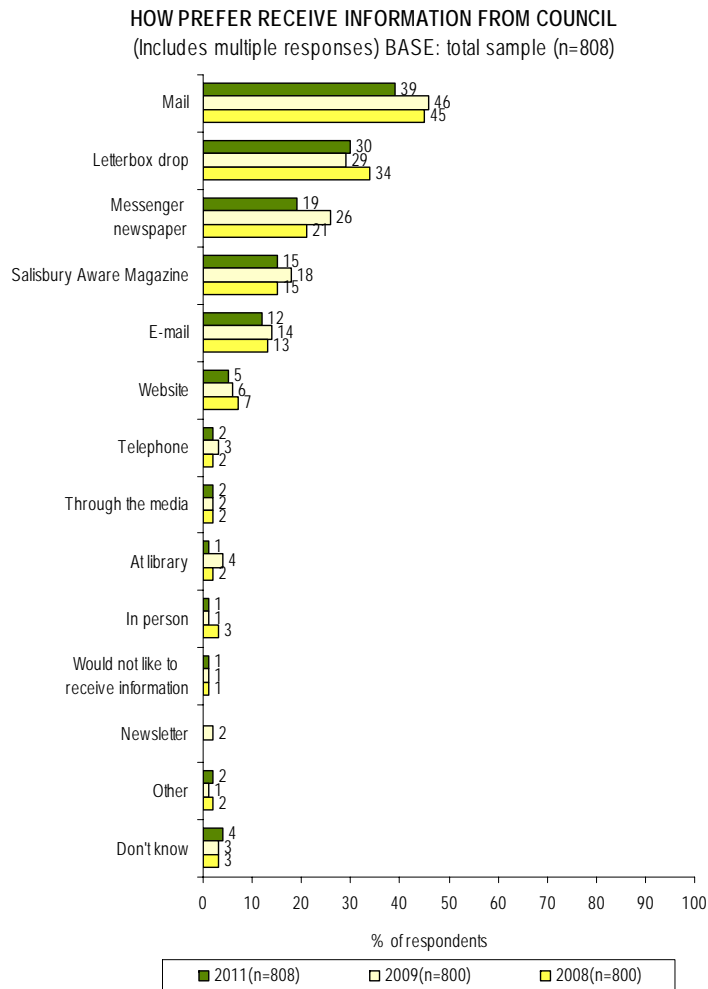
- Those aged 45-54 and 65+ (36% and 33%).
- Females (29% vs. 18% males).
- Older couples with no children at home(34%).
- Retired or aged pensioners (43%).

Respondents significantly more likely to mention letterbox drop:

- 55-64 year olds (41%).
- Those currently employed (37%).

Respondents aged 15-34 were significantly more likely to report social media (although this was still relatively insignificant; 3% vs 1% total sample), and 'don't know' (21%).

Preferred method communication from Salisbury City Council

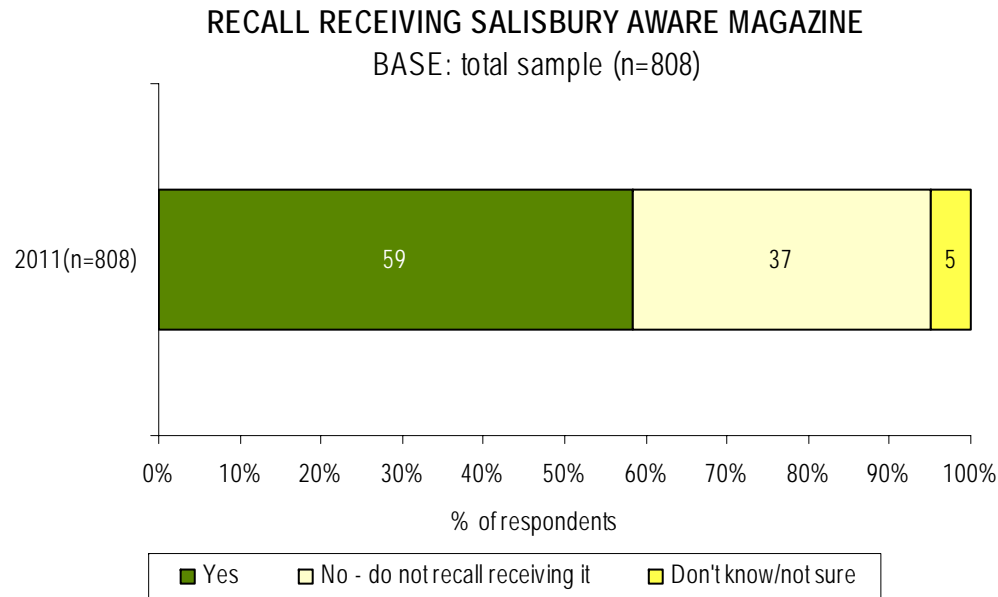


Respondents were asked how they would prefer to receive information from Council. In 2011 the most commonly mentioned communication method was mail (39%, a significant decrease from 46% in 2009), followed by letter box drop (consistent with previous research) and Messenger Newspaper (significant decrease from 26% in 2009).

Not surprisingly, it appears that older Salisbury Council residents preferred Messenger Newspapers or Salisbury Aware Magazine as a method of contact, while younger, educated and computer literate preferred alternate methods of communication, including websites and email.

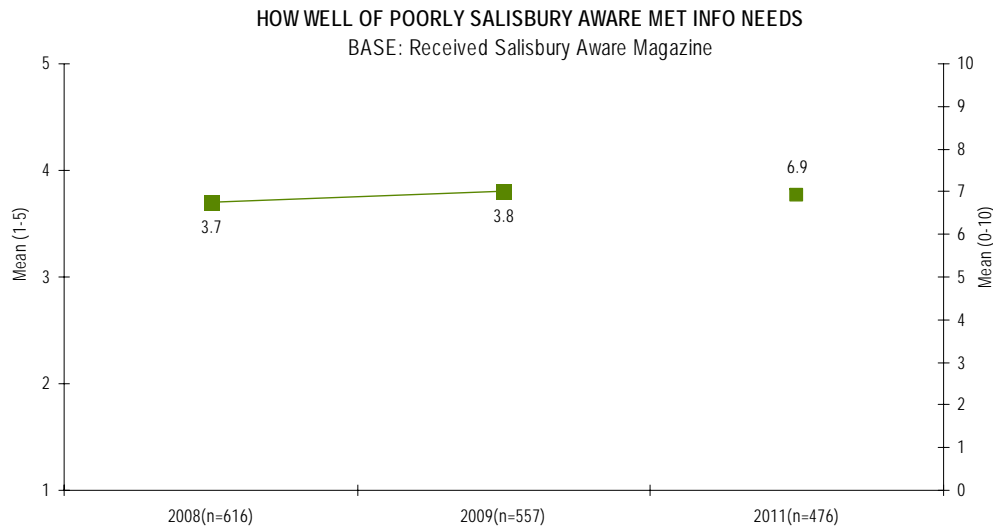
- Those significantly more likely to report Messenger Newspaper were:
 - ~ From the Central Ward (33%)
 - ~ 45 or older (27%)
 - ~ Older couples, no children (29%)
 - ~ Retired or aged pensioner (27%)
 - ~ Use the internet once a fortnight or less (28%)
- Those significantly more likely to report Salisbury Aware Magazine:
 - ~ 45-54 year olds and 65+ (26% and 25%)
 - ~ Older couple, no children (26%)
 - ~ Retired or aged pensioner (24%)
 - ~ Use the internet 1-3 times per week (24%)
- Those significantly more likely to report e-mail:
 - ~ Levels and South Ward (21% and 22%)
 - ~ 15-34 year olds (17%)
 - ~ Employed (15%)
 - ~ Bachelor degree or higher (18%)
 - ~ Use internet daily or most days (16%)
- Those significantly more likely to report website:
 - ~ 45-54 year olds (10%)
 - ~ Employed (7%)
 - ~ Professors or associate professors (14%)
 - ~ Bachelor degree or higher (10%)

Recall receiving Salisbury Aware Magazine



- Respondents were asked whether they recall receiving the Salisbury Aware Magazine in March this year. This question is not to be confused with the 2009 question 'Do you read your local council magazine Salisbury aware?' which includes those who have ever read the magazine.
- Just under 6 out of 10 respondents recalled receiving this specific issue in March 2011.
- Once again the older generation was significantly more likely to recall Salisbury Aware's arrival.
- Those significantly more likely to say they received the magazine include:
 - ~ Central and South Wards residents (79% and 72%)
 - ~ Those aged 45 and older (74%)
 - ~ Females (70% compared to 48% males)
 - ~ Older couples with no children (75%)
 - ~ Retired or aged pensioners (72%)
 - ~ Managers or administrators (75%)
 - ~ Those that use the internet 1-3 times a week or less (70%)
- Those significantly more likely to report they did not recall receiving it:
 - ~ Para and West Wards residents (46% and 45%)
 - ~ 15-34 year olds (53%)
 - ~ Males (48%)
 - ~ Couples with children, teens or adult children at home (43%)
 - ~ Trade or laborers (54%)
 - ~ Those who use the internet daily or most days (40%).

Salisbury Aware met needs & how read



- Respondents who recalled receiving the Salisbury Aware Magazine in March this year (n=476) were asked how well or poorly the magazine met their information needs, using a 0-10 scale, with 0 being extremely poorly and 10 being extremely well.
- The mean score received was 6.9 out of 10 (equivalent to 3.8 mean on a 1 to 5 scale), consistent with the previous research.

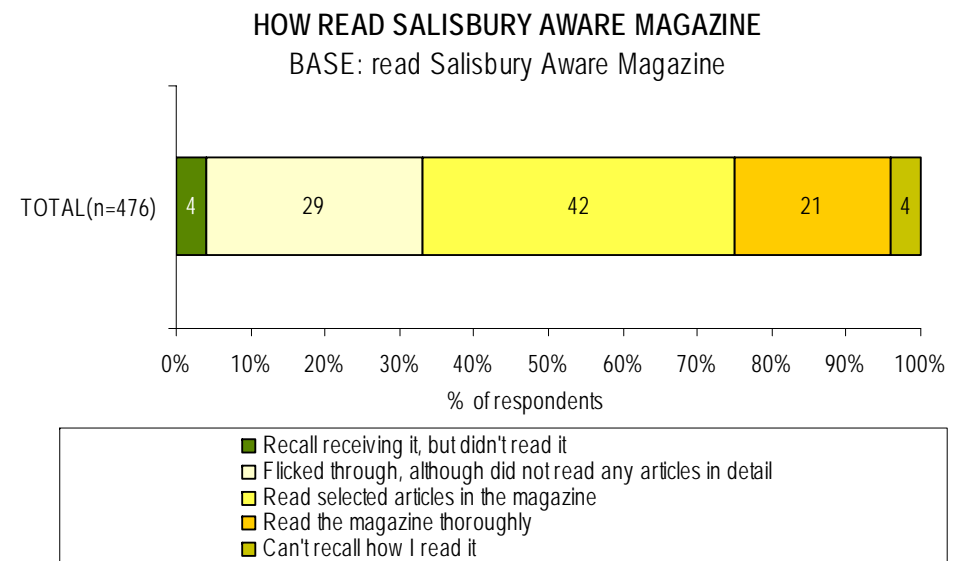
Those who recalled receiving the magazine were also asked how they read it. This is shown in the chart below.

Three out of ten respondents reported flicking through the magazine, although did not read it in detail, just over 4 out of 10 read selected articles, and 2 out of 10 read the magazine thoroughly.

Respondents who reported to have read the magazine thoroughly were;

- From the Hills Ward (33%).
- Aged 65 and over (46%).
- Older couples, no children (30%)
- Retired or aged pensioner (42%)
- High school education (26%)

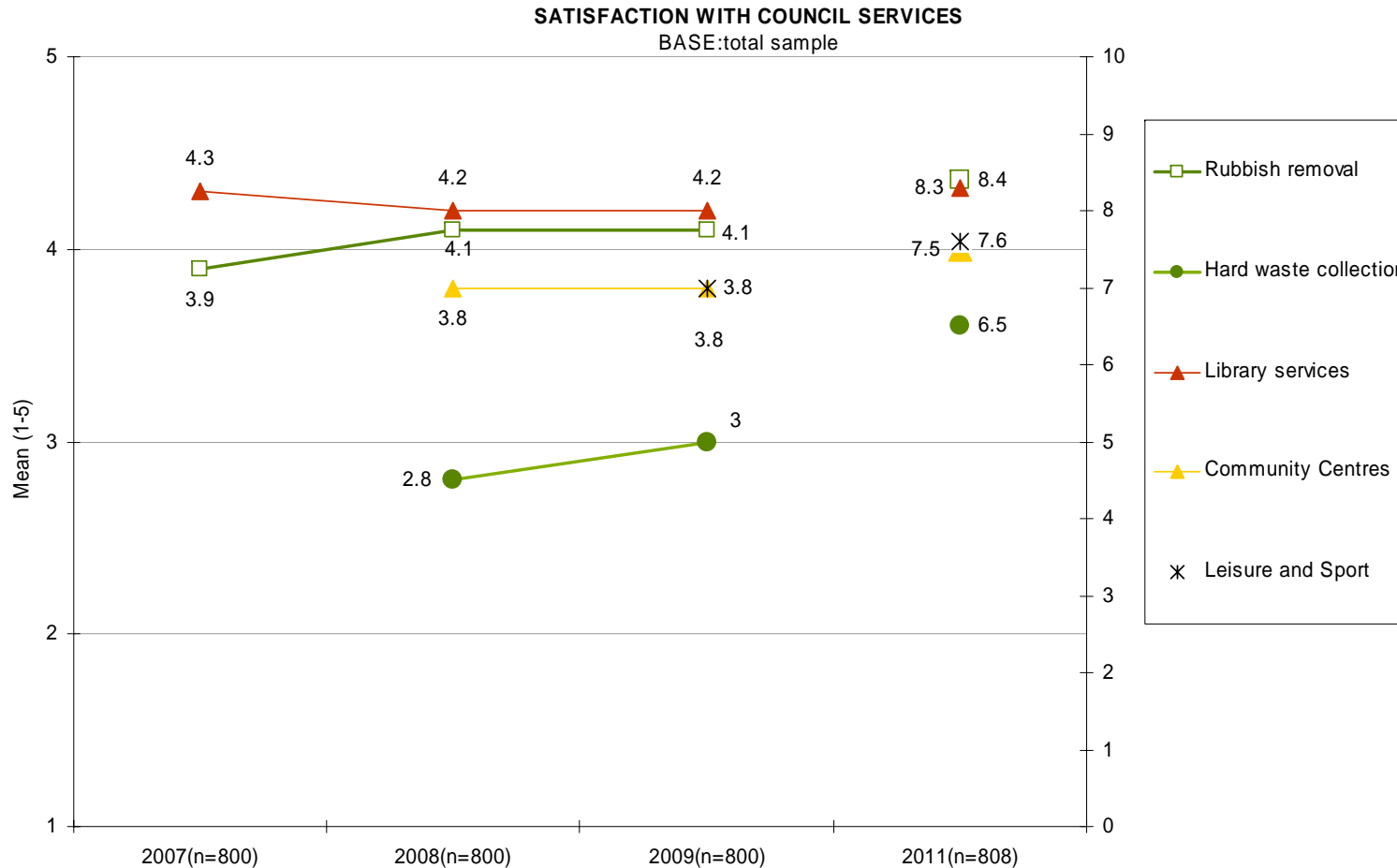
Younger respondents (15-34) and those currently employed were significantly more likely to report they flicked through the magazine and did not read any articles in detail (39% and 37% respectively).





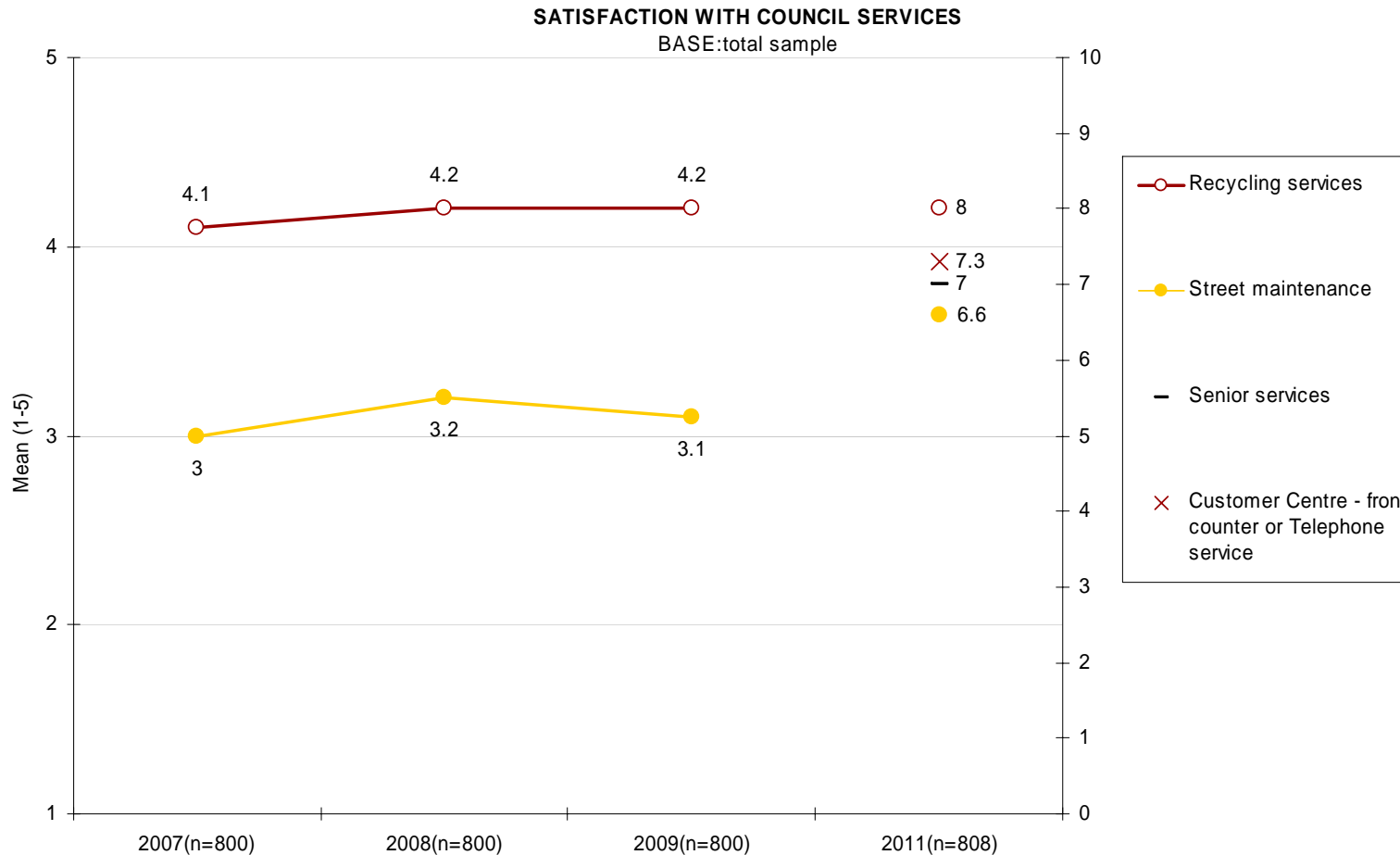
Council services

Satisfaction with Council Services



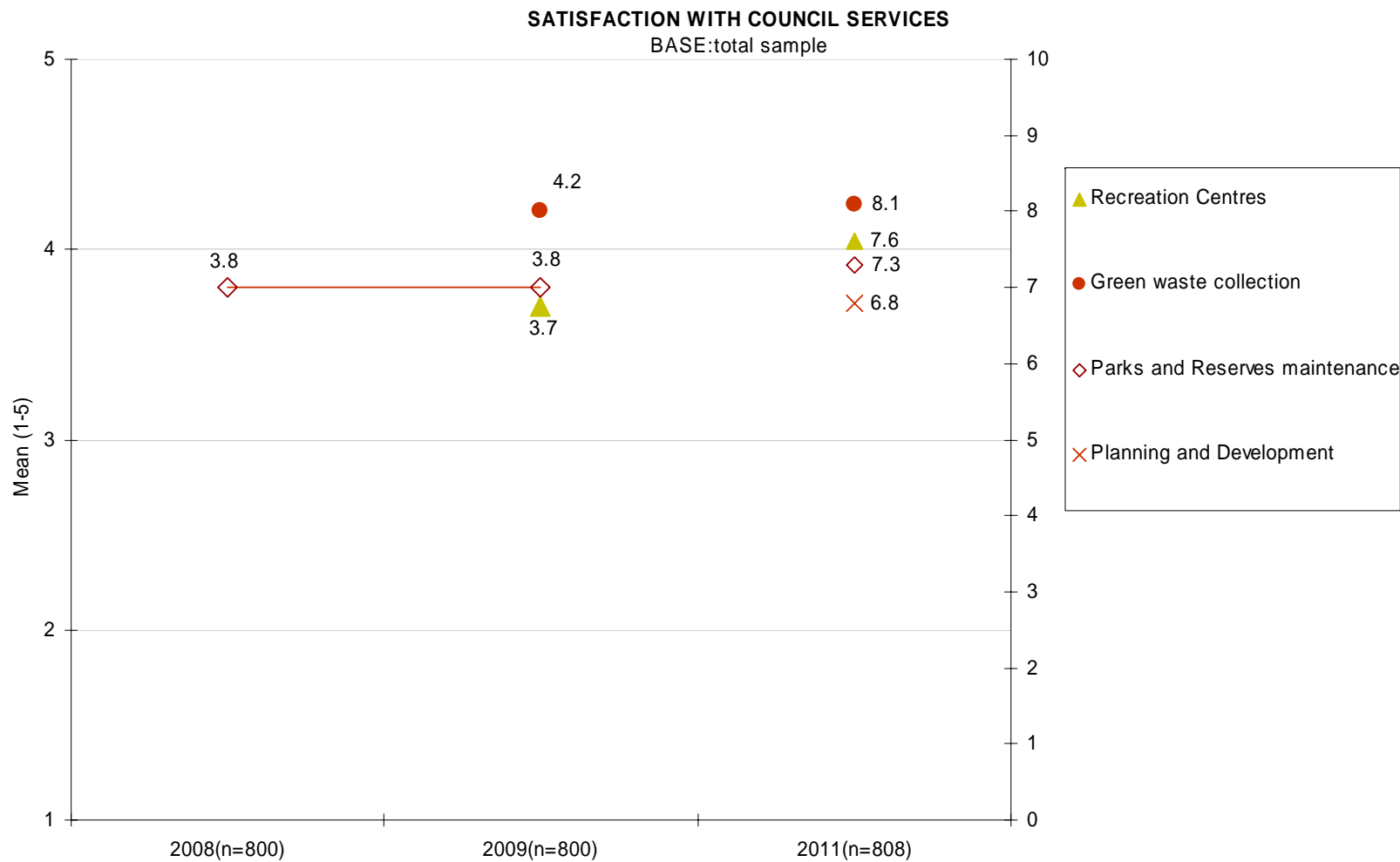
- Respondents were read out a list of services performed by Salisbury Council, and asked to rate their satisfaction with each of them, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied. Services were separated into three charts (found overleaf) to aid readability.
- These results show a positive level of satisfaction across all services, with most showing either a slight increase in resident satisfaction or at least remaining relatively stable compared with the previous survey findings
- The chart to the left shows Rubbish removal, library services, Community Centres and Leisure and Sport have all slightly increased since the previous research.
- Although there has been a large increase in satisfaction with hard waste collection, this service remains below 7 out of 10 (6.5), which indicates there is still room for improvement.

Satisfaction with Council Services



- Recycling services has remained high, consistent with previous research (8.0 out of 10). Two new Council services being measures were Senior services, which received a mean score of 7.0, and Customer Centre (front counter or telephone service), which received 7.3.
- Street maintenance satisfaction has increased considerably, although remains below 7 out of 10.

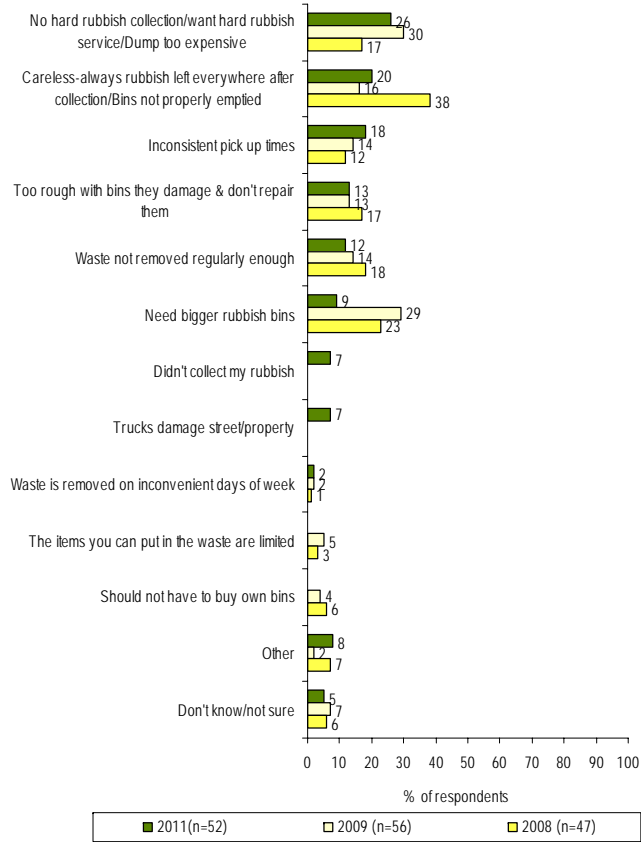
Satisfaction with Council Services



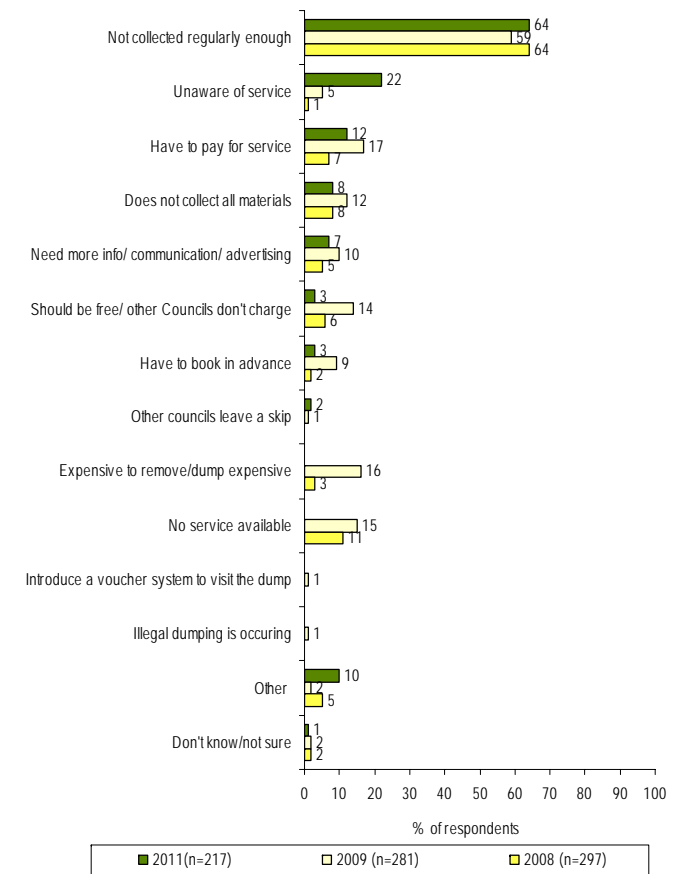
- Recreation Centres and Parks and Reserves maintenance has increased slightly since 2009, while green waste collection has remained high (8.1).
- Planning and Development (newly measured in 2011) received an mean score of 6.8 and, although not a negative result, could be increased.

Why not satisfied with rubbish removal & hard rubbish

WHY NOT SATISFIED WITH RUBBISH REMOVAL
(Includes multiple responses) BASE: not satisfied with rubbish removal



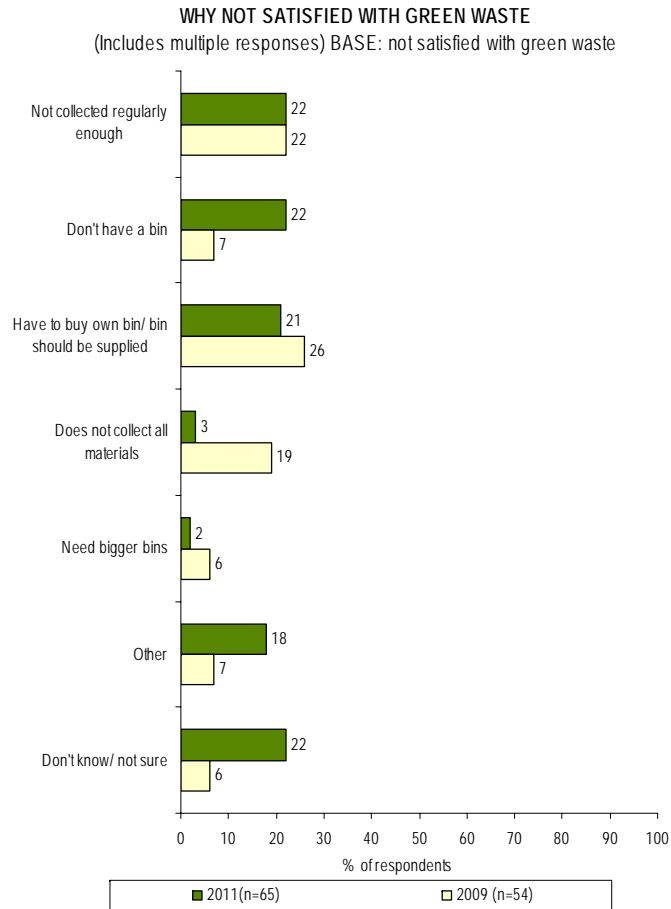
WHY NOT SATISFIED WITH HARD RUBBISH
(Includes multiple responses) BASE: not satisfied with hard rubbish



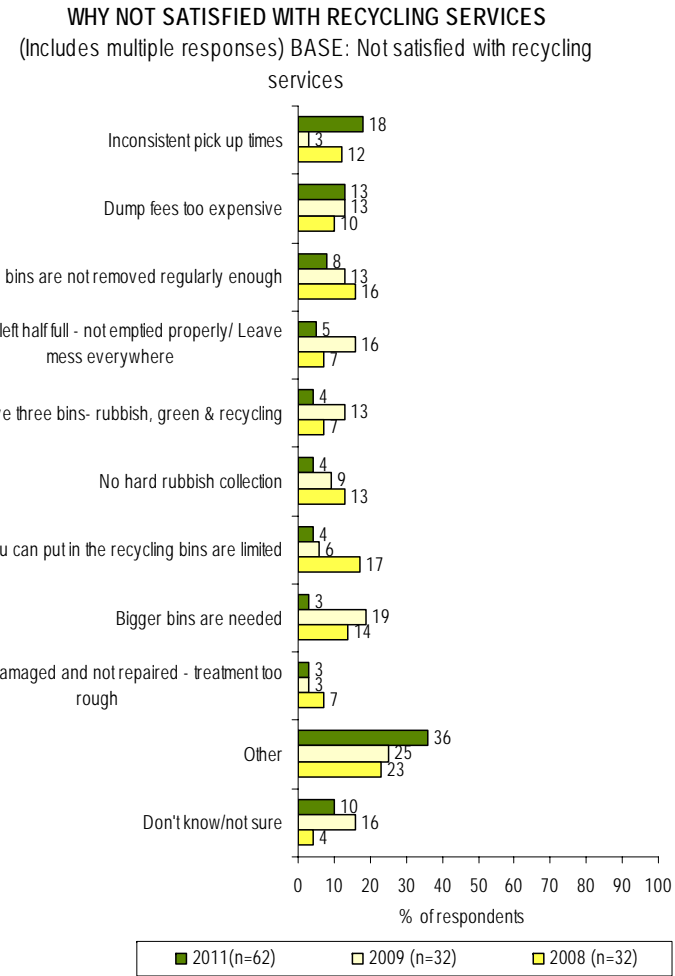
- Those respondents who claimed they were not satisfied with rubbish removal (gave a rating of 0-5 out of 10) were asked why. The most common responses included **no hard rubbish collection**, **careless** (leave rubbish everywhere, not emptied properly) and **inconsistent pick up times**.
- Please note:** Due to the small proportion of people reporting they were not satisfied with particular services, in some cases, leading to extremely small sample sizes, figures should be used with care. For example the 26% who reported no hard rubbish, is under 2% of the total sample.

Hard rubbish **not collected regularly** was the number one reason for dissatisfaction with hard rubbish collection (64%), followed by **unaware of service** (22%, a significant increase from 5% in 2009) and **have to pay** for service (12%).

Why not satisfied with green waste & recycling services



- The main reason reported behind not being satisfied with green waste was 'not collected regularly enough', and 'don't have a bin' (22%), followed by 'have to buy own bin / should be supplied' (21%).

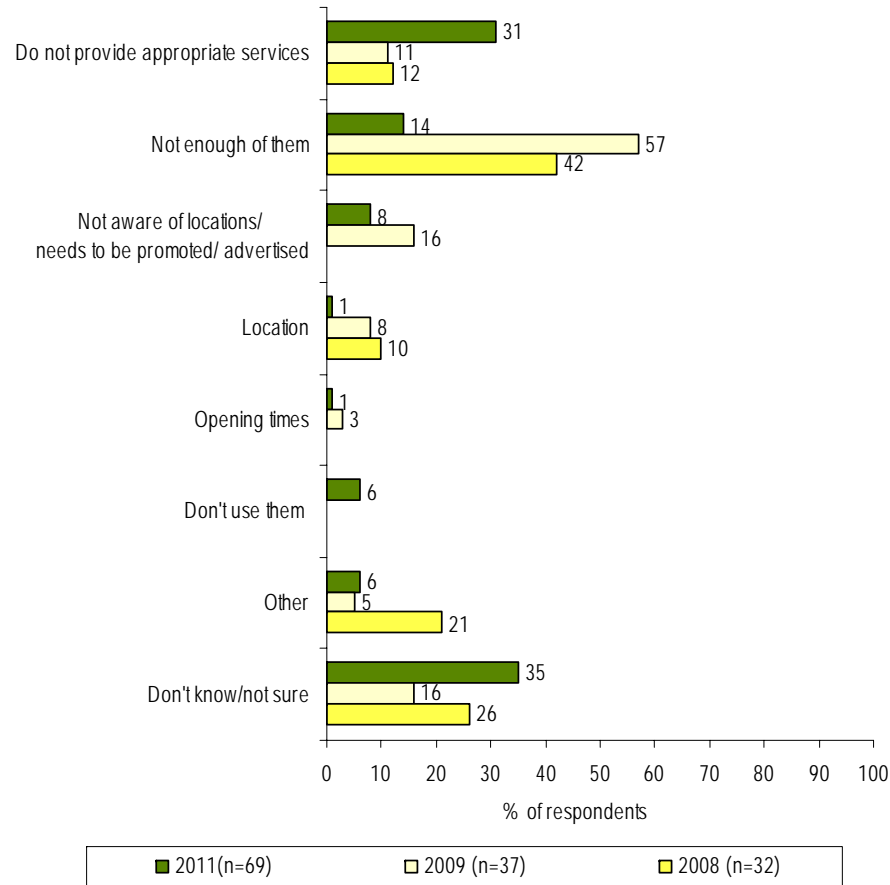


Of the 62 respondents who reported they were not satisfied with recycling services, 18% mentioned it was due to inconsistent pick up times, 13% dump fees were too expensive and 8% recycling bins were not removed regularly enough.

Why not satisfied with community & recreation centres

WHY NOT SATISFIED COMMUNITY CENTRES

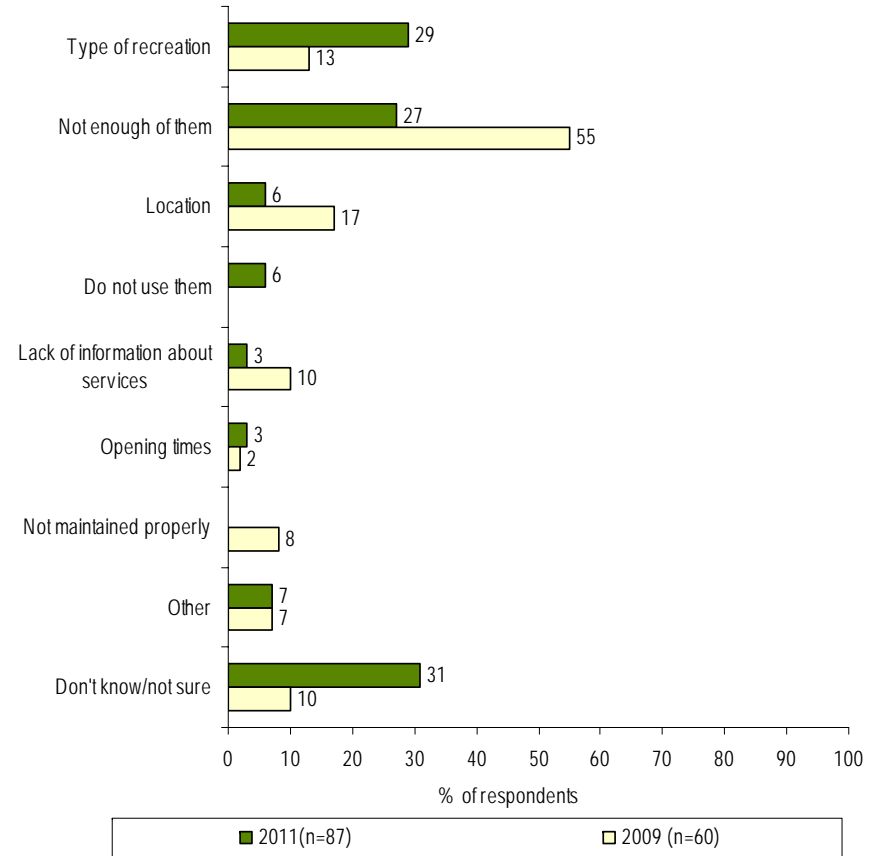
(Includes multiple responses) BASE: not satisfied with community centres



Three out of ten respondents reported the reason as to why they were not satisfied with community centres was because they **do not provide appropriate services**, 14% reported there were **not enough of them** and 8% that they were **not aware** of location or they needed to be promoted better.

WHY NOT SATISFIED WITH RECREATION CENTRES

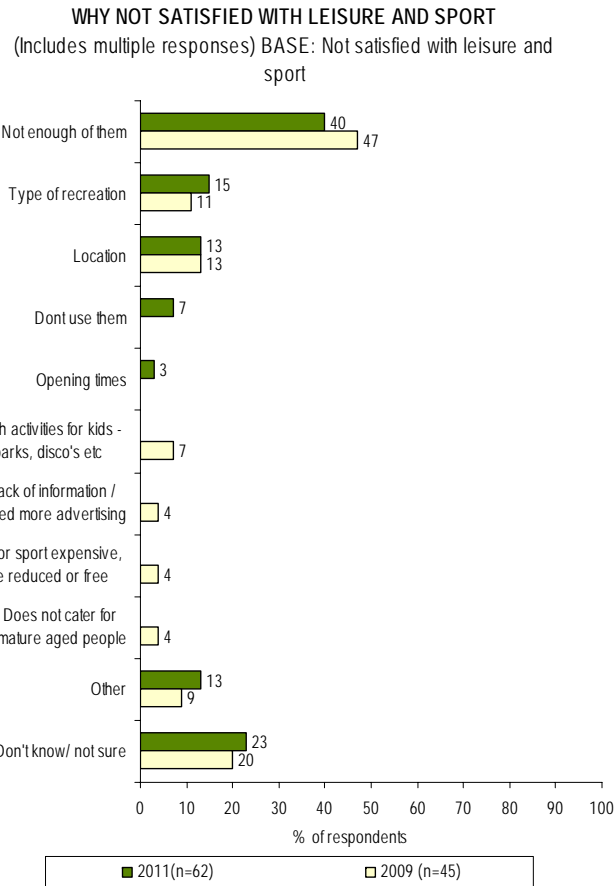
(Includes multiple responses) BASE: not satisfied with recreation centres



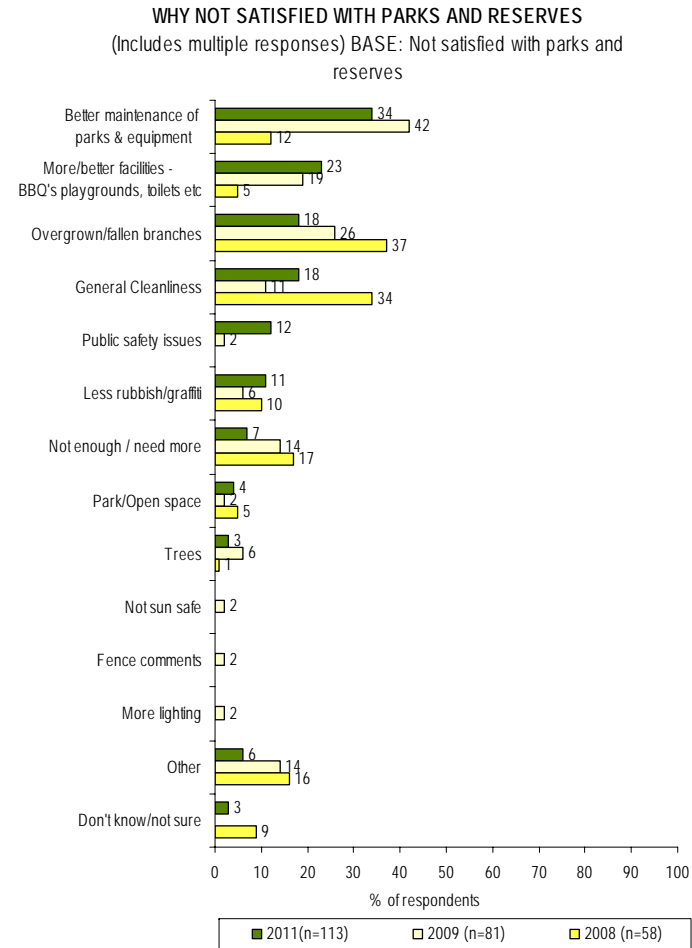
In 2011, 29% reported the type of **recreation** was **not suitable** (a significant increase from 13% in 2009), 27% of respondents claimed there was **not enough** recreational centres (significant decrease from 55%), and 6% **location** (significant decrease from 17%).

Nearly a third (31%) of respondents claimed they **did not know** (a significant increase from 10%).

Why not satisfied with leisure & sport or parks & reserves



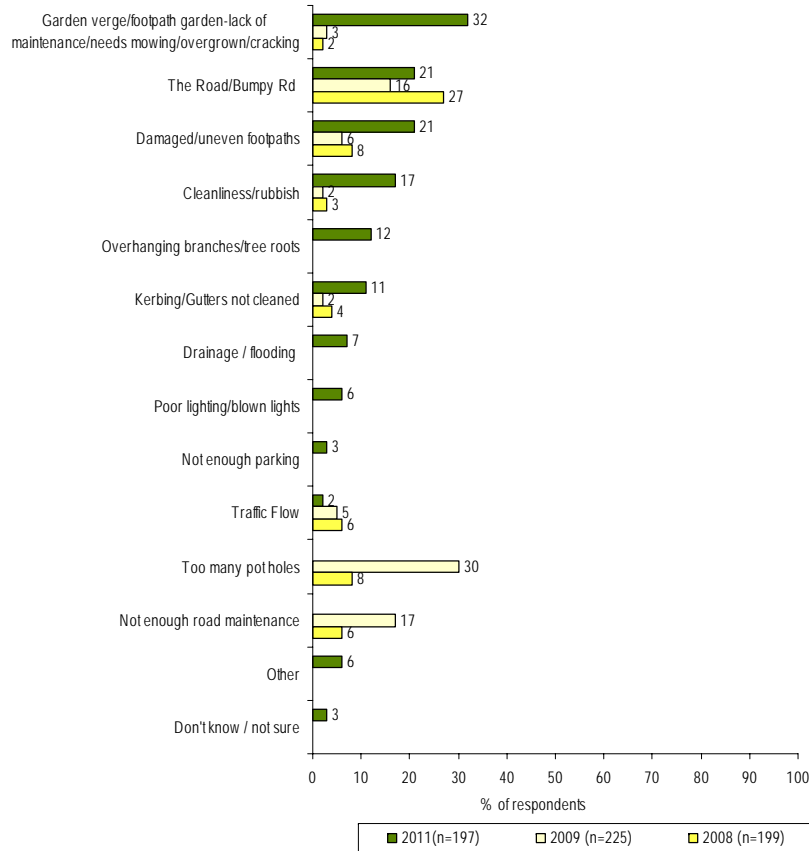
Those who reported they were not satisfied with leisure and sport within the Salisbury Council stated their main reason for dissatisfaction was simply **not enough of them** (40%), followed by **type of recreation** (15%) and **location**(13%). These results are consistent with previous research.



Of the 113 respondents claiming they were not satisfied with parks and reserves, 34% of them stated parks and equipment require **better maintenance**, 23% report they require **better facilities** (including playgrounds, toilets etc), 18% reported **plants were overgrown** or there were **fallen branches**, and 18% reported the **general cleanliness** of the parks was not of a high standard.

Why not satisfied with library services & street maintenance

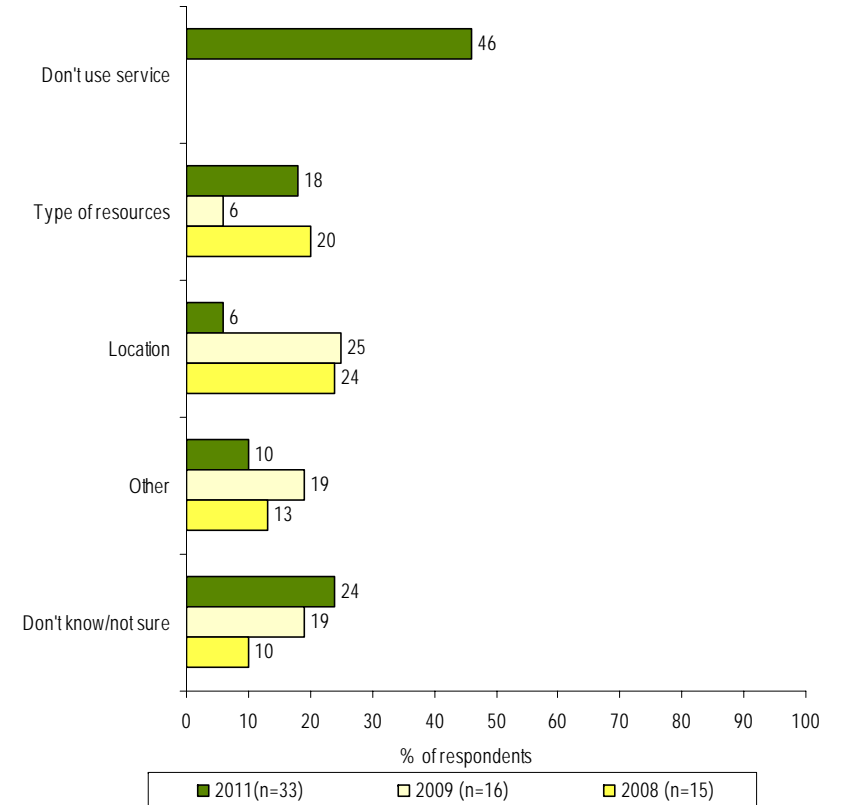
WHY NOT SATISFIED WITH STREET MAINTENANCE-MAIN RESPONSES
(Includes multiple responses) BASE: Not satisfied with recycling services



32% of respondents reported the reason why they were unsatisfied with street maintenance was due to **lack of maintenance of verges or garden footpaths** (significant increase from 2% in 2009), followed by **bumpy road** (21%, consistent with previous research) and **damaged or uneven footpaths** (21%, significant increase from 6%). **Cleanliness** and **rubbish** has also significantly increased from 2% in 2009 to 17% in the current research.

Please note: in 2011, this question was changed from 'Why are you not satisfied with road maintenance?' to 'Why are you not satisfied with street maintenance?'. The term street tends to encapsulate more than just the road itself, and in turn has influenced more respondents to mention footpaths, street verges and gardens.

WHY NOT SATISFIED WITH LIBRARY SERVICES
(Includes multiple responses) BASE: not satisfied with library services

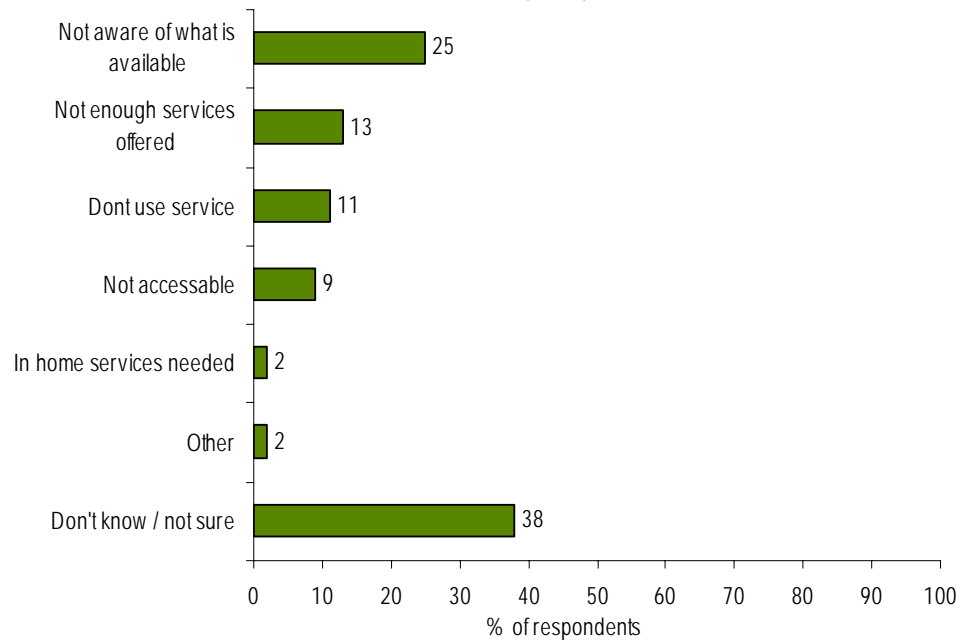


Respondents unsatisfied with library services reported the most common reason why was **'don't use service'**, followed by **'type of resources'** and **'location'**. Due to small sample sizes these figures are quite volatile.

Why not satisfied with senior services & customer centre

WHY NOT SATISFIED WITH SENIOR SERVICES

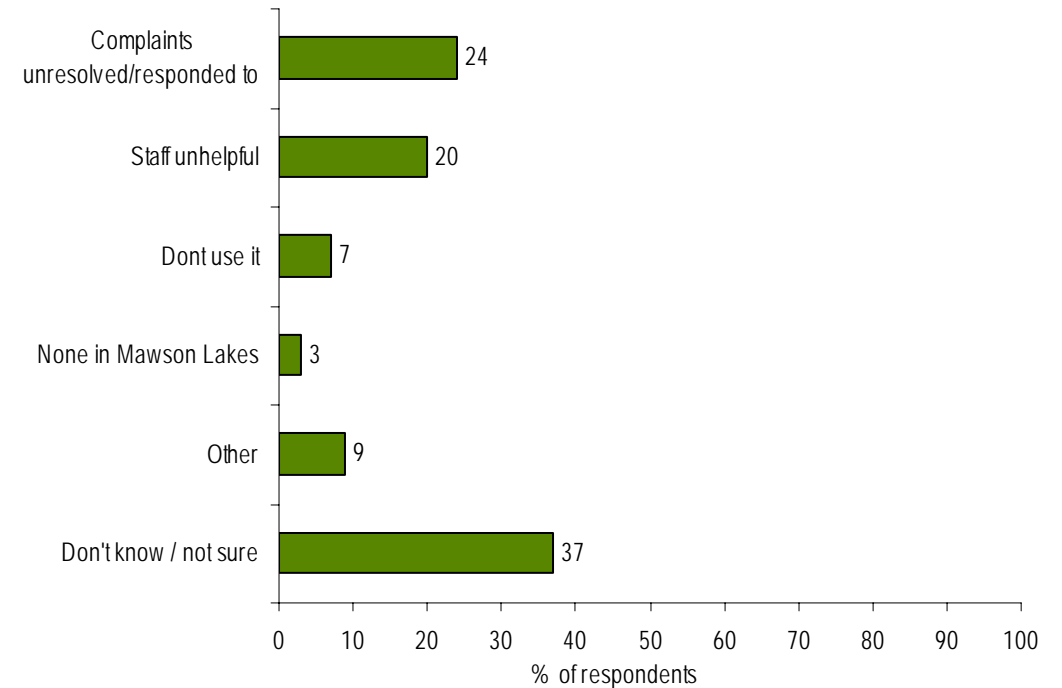
(Includes multiple responses) BASE: Not satisfied with senior services (n=53)



- One quarter of the respondents who claimed they were not satisfied with Senior Services reported they were **not aware** of the senior services available; 13% said there are **not enough services** offered and 11% said they **don't use** senior services.

WHY NOT SATISFIED WITH CUSTOMER CENTRE

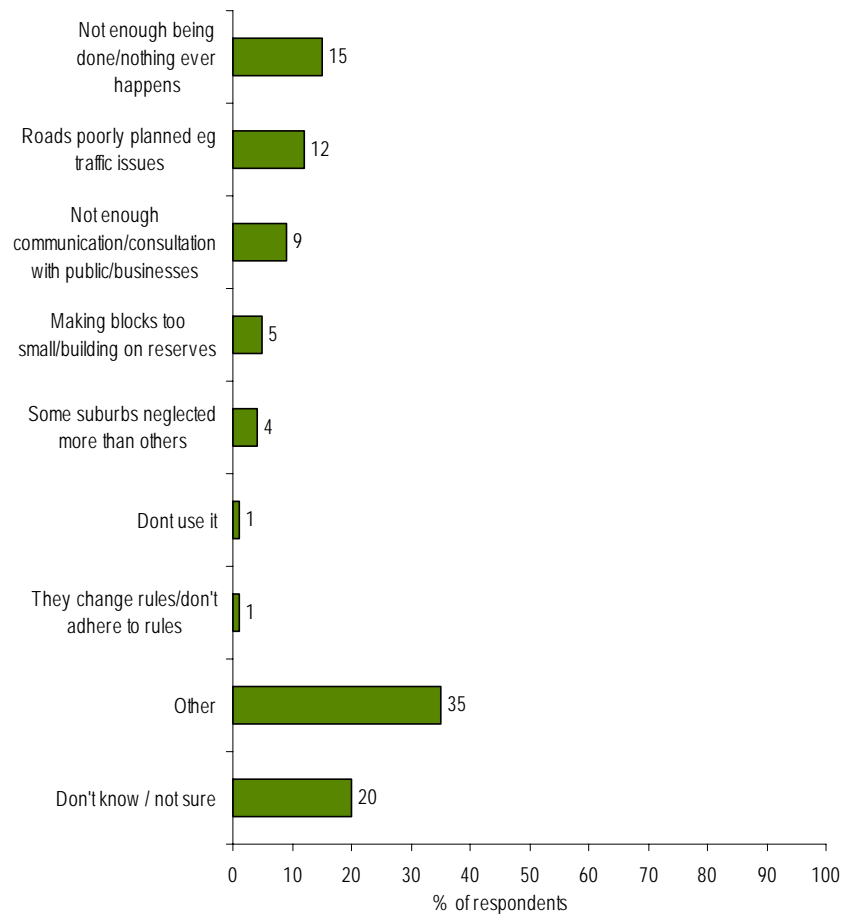
(Includes multiple responses) BASE: Not satisfied with customer centre (n=91)



Just under a quarter of respondents reported their dissatisfaction with the customer centre was due to **complaints not being responded to or resolved** and 20% the **staff were unhelpful**.

Why not satisfied with planning and development

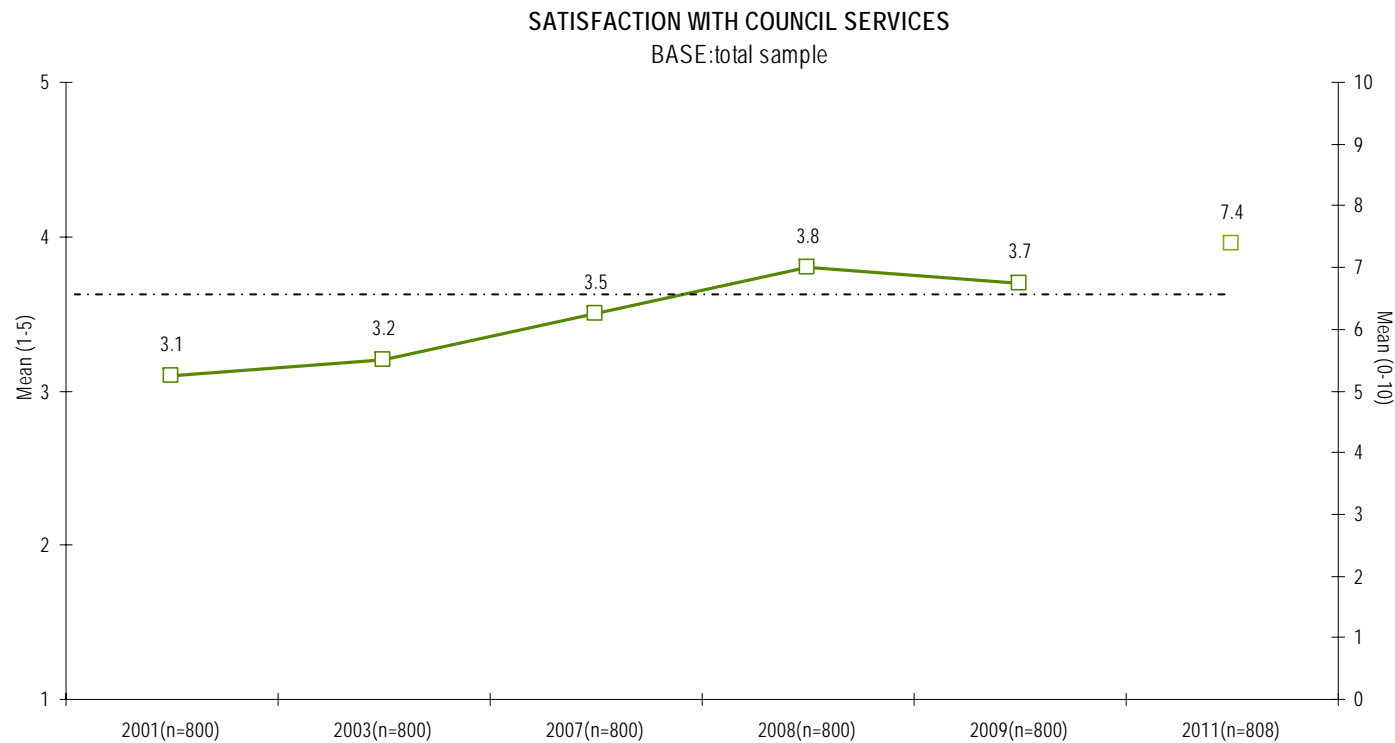
WHY NOT SATISFIED WITH PLANNING AND DEVELOPMENT
(Includes multiple responses) BASE: Not satisfied with planning and development (n=114)



- Respondents who reported they were not satisfied with planning and development reported it was due to 'not enough being done / nothing ever happens' (15%), roads are poorly planned or traffic issues (12%), and not enough consultation or communication with the public (9%).



Overall Satisfaction with Salisbury Council services

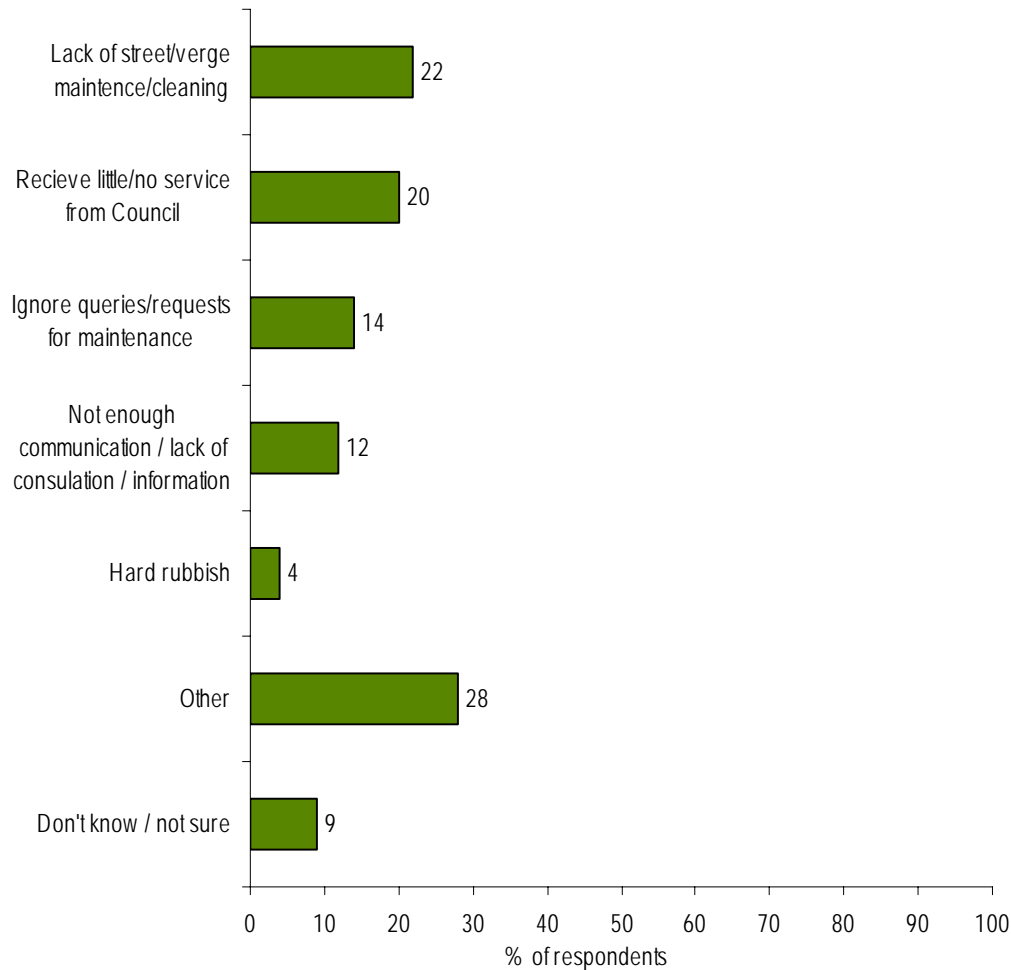


- Using a scale of 0-10, with 0 being extremely dissatisfied and 10 being extremely satisfied, respondents were asked to rate their overall satisfaction with services provided by Salisbury Council.
- As can be seen in the chart above the overall satisfaction mean score rating was 7.4 out of 10, which reflects an increase from the previous research (this rating is equivalent to 4.0 using the 1 to 5 scale).
- Those significantly more likely to give a higher satisfaction rating were:
 - ~ respondents within the West Ward (7.8)
 - ~ those aged 65 and over (7.8)
 - ~ single parent households with children, teenagers or adults children (8.3)
 - ~ households with an annual income between \$75,000 and \$100,000 (7.8).

Why not satisfied with overall service

WHY NOT SATISFIED WITH OVERALL SERVICE

(Includes multiple responses) BASE: Not satisfied with overall service (n=80)



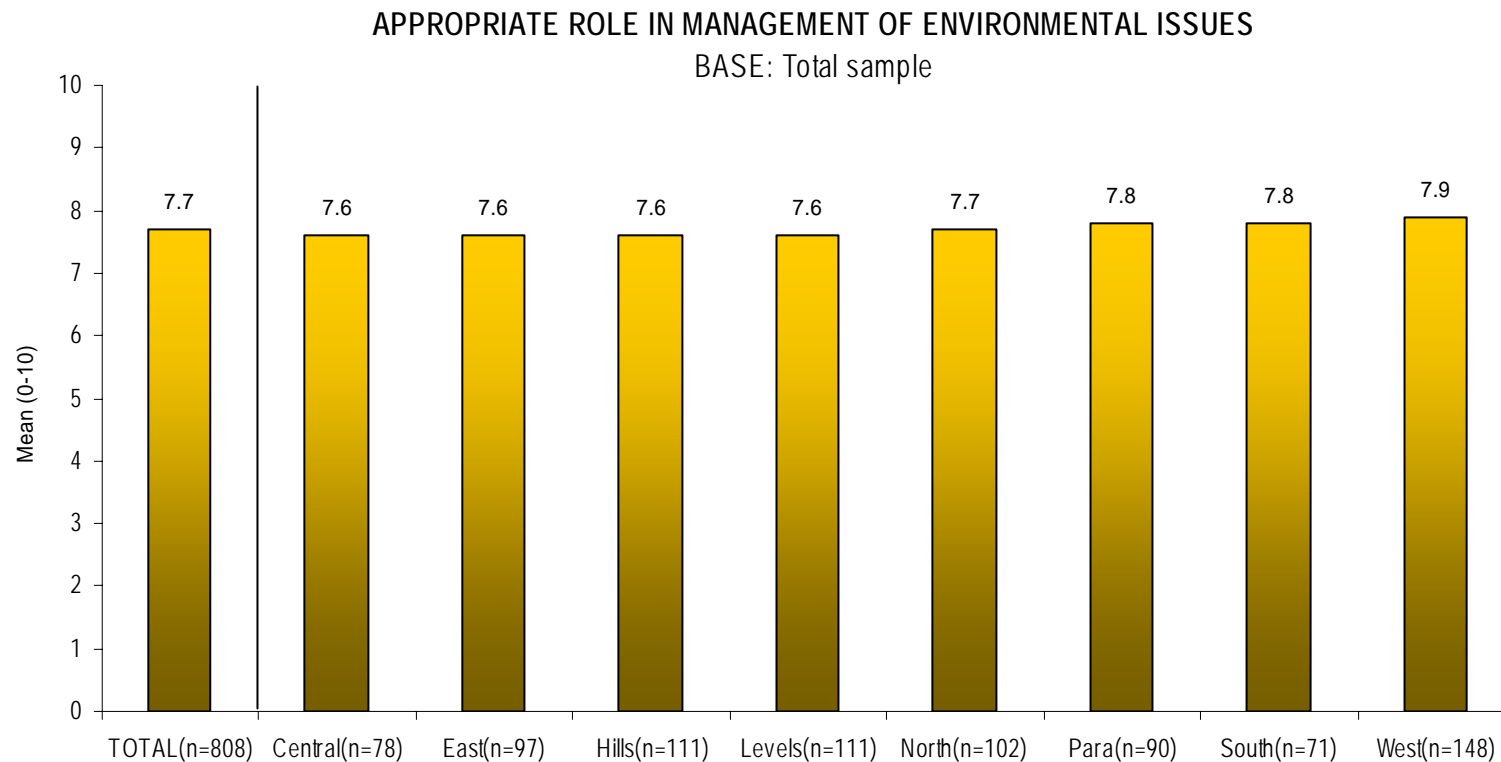
- Respondents who were not satisfied with the overall service of Salisbury Council (that is, rated at 5 or less out of 10, n=80) were asked why this was the case.
- 22% of these respondents claimed it was due to **lack of street or verge maintenance** and cleaning, 20% claimed they receive **little or no service** from Council, 14% said Council **ignore queries or requests** for maintenance and 4% said they had **hard rubbish** issues.
- Females, and couples with children, teenagers or adult children at home, are significantly more likely to report not enough communication, consultation or information (22% and 19% respectively), while males were significantly more likely to mention street or verge maintenance or cleaning (28%).



Economic and environmental initiatives

Salisbury Council's role in managing environmental issues

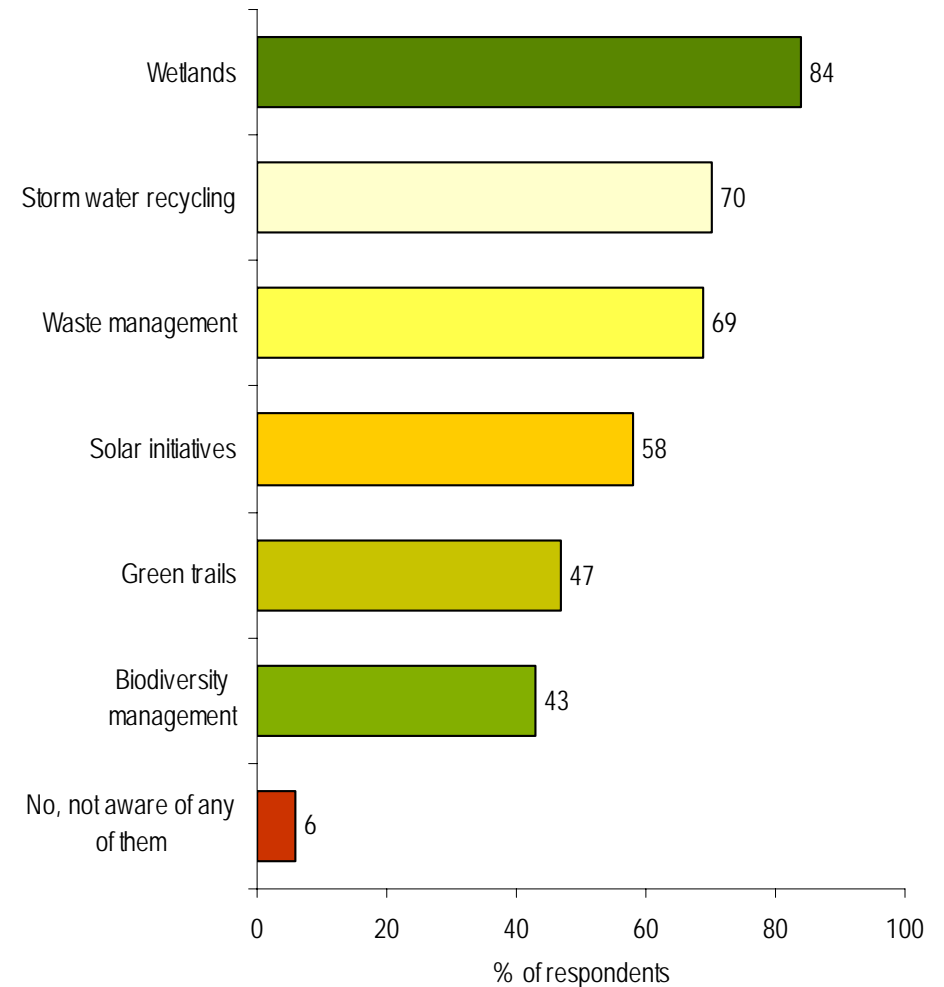
- Respondents were asked, using a scale of 0-10 with 0 being strongly disagree and 10 being strongly agree, how much they agree or disagree that the Salisbury Council plays an appropriate role in the management of environmental issues. The total mean score was 7.7 and relatively stable between different Wards.
- Older residents in the community were more likely to give a higher rating, with those aged 65 and over indicating a significantly higher agreement (8.3), as well as older couples with no children (8.1) and retirees (8.2).



Aware of environmental initiatives by Salisbury Council

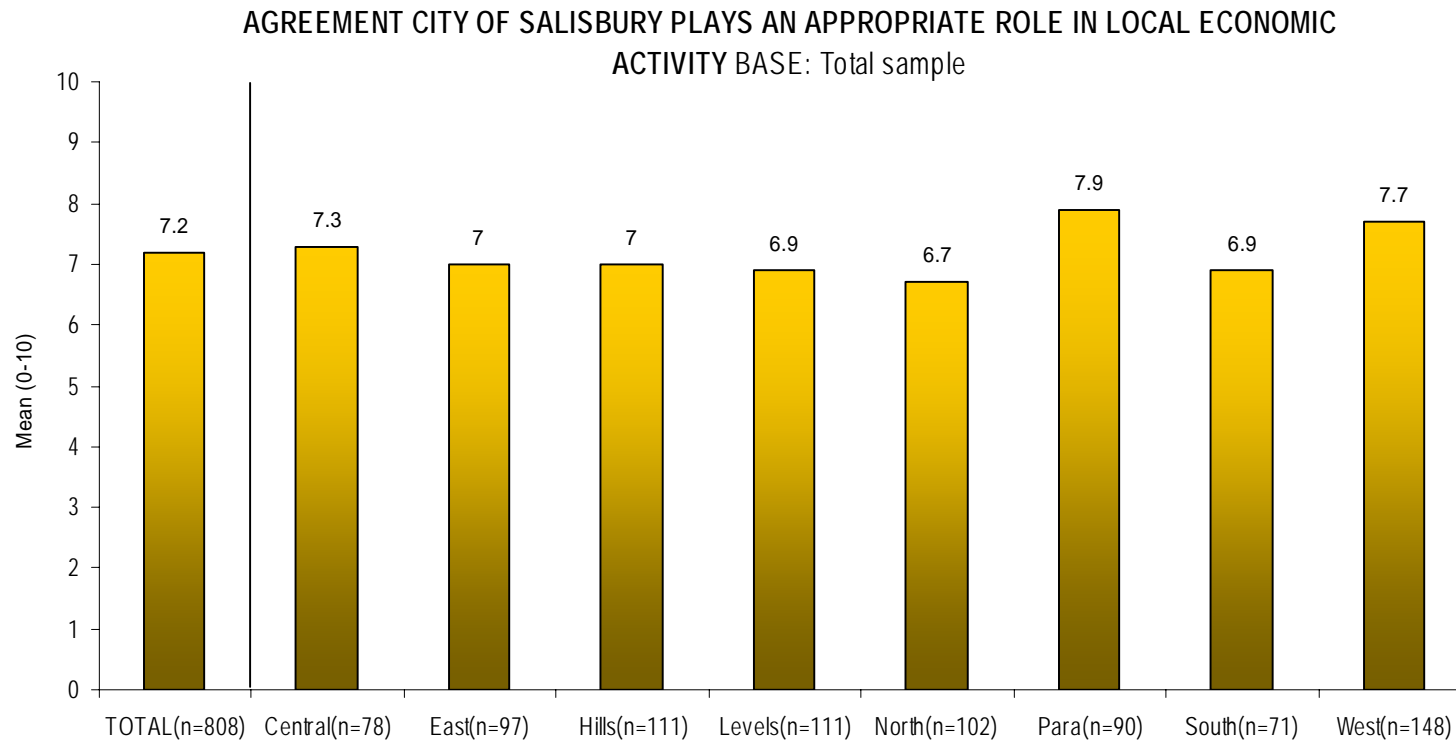
- Respondents were read a list of the current environmental initiatives being undertaken by Salisbury Council, and asked whether they were aware of them.
- The majority (84%) of respondents surveyed reported being aware of the Wetlands initiative. 7 out of 10 reported storm water recycling and waste management, and 58% mentioned Solar initiatives, 47% Green trails and 43% Biodiversity management. Just 6% of the total sample stated they were not aware of any of the environmental initiatives.
- When analysed by area, Levels Ward residents were significantly more likely to mention 4 out of the 6 initiatives; Storm water recycling (89%), Wetlands (96%), Biodiversity management ((58%) and Solar initiatives (68%). East Ward residents were significantly more likely to mention Green trails and Waste management (60% and 83% respectively), while Para Ward were significantly more likely to state they were not aware of any of them (18%).
- Age plays a major role in awareness of environmental initiatives; those aged 45 and over were significantly more likely to mention; Storm water recycling (81%), Wetlands (92%) and Biodiversity Management (53%). Those aged 55 and over were significantly more likely to mention Green trails. Older couples with no children and Retirees were also significantly more likely to mention these four environmental initiatives (likely to be the same respondents). Younger respondents were more likely to take note of newer technologies, with 15-34 year olds significantly more likely to report they were aware of Solar initiatives (65%).
- Females were significantly more likely to mention solar initiatives (64% vs 52% males), while males were significantly more likely to mention Storm water recycling (74% compared to total sample, 70%) and Wetlands (88% vs 80% females).
- Respondents with a bachelor degree or higher were significantly more likely to report they were aware of Biodiversity management (56%), while those with a trade or apprenticeship more often mentioned Green trails (57%) and Waste management (80%).
- Unemployed respondents were significantly more likely to report they were not aware of any of them (13%).

AWARE OF ENVIRONMENTAL INITIATIVES BY SALISBURY COUNCIL - MAIN RESPONSES ONLY
(includes multiple responses) BASE: Total sample



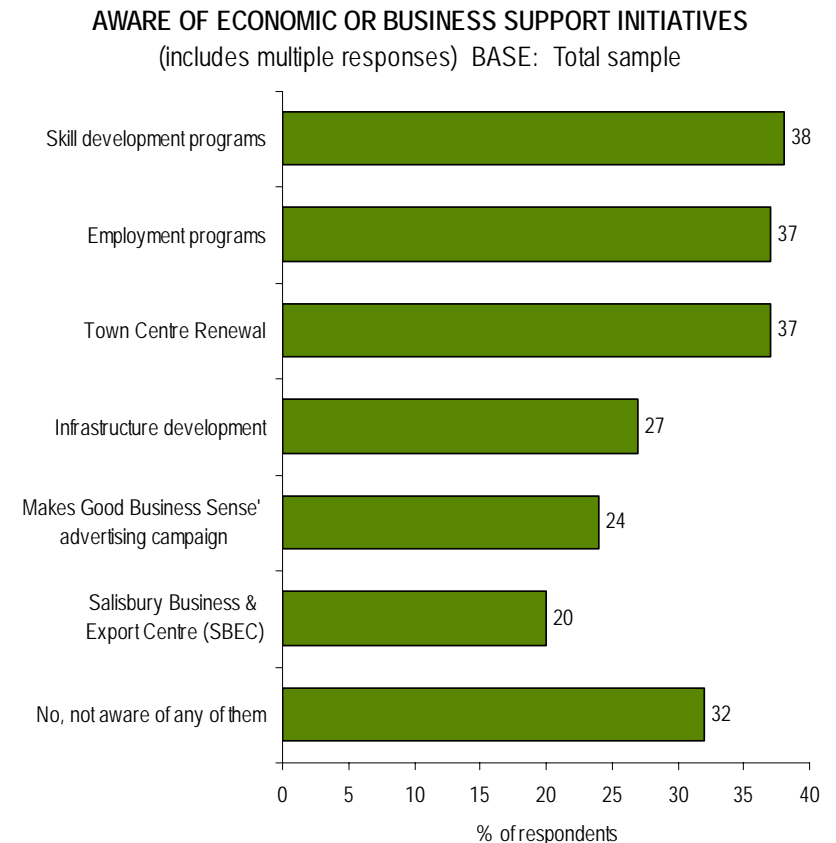
Salisbury Council's role in supporting economic activity

- Respondents were asked, using a scale of 0-10, 0 being strongly disagree and 10 being strongly agree, how much they agree or disagree that the Salisbury Council plays an appropriate role in supporting the local economy. A mean score rating of 7.2 out of 10 was achieved.
- When analysed by Ward, those within the Para and the West Ward were significantly more likely to give a higher rating than at the total level (7.9 and 7.7 respectively compared to 7.2).
- Generally, older residents were more satisfied with Council's role in economic support. Those aged 65 and over (7.6) and retirees (7.6) were significantly more likely to rate this aspect higher.



Aware of economic or business initiatives by Salisbury Council

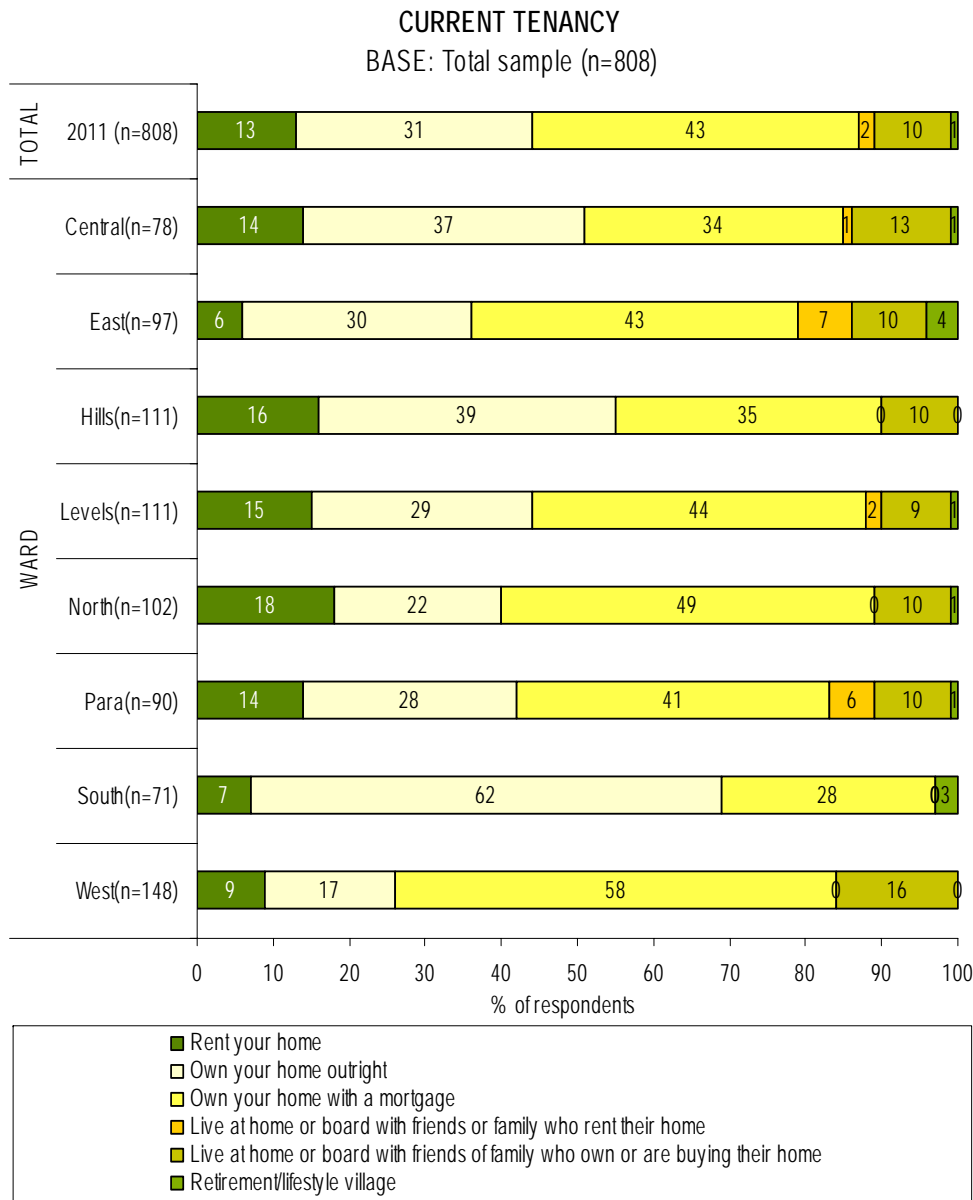
- Respondents were read a list of the current economic or business initiatives being undertaken by Salisbury Council and asked whether they were aware of them.
- Among the total sample, 38% of respondents reported they were aware of skill development programs, 37% employment programs, 37% Town Centre Renewal, 27% infrastructure development, 24% 'Makes Good Business Sense' advertising campaign and 20% Salisbury Business and Export Centre. 32% of respondents reported not being aware of any of the initiatives.
- When analysed by demographics, there were clear profile groups aware of particular economic or business initiatives. Salisbury Business Centre was identified typically by highly educated, employed professionals, while those aware of the Town Centre Renewal were more likely to be older respondents. Those who were not aware of any of the initiatives tended to be males within the labour intensive workforce.
- Respondents significantly more likely to mention Salisbury Business Export Centre were:
 - ~ respondents currently employed (24%)
 - ~ professionals or associate professionals (31%)
 - ~ those with a bachelor degree or higher (29%)
- Those significantly more likely to report they were aware of skills development programs were:
 - ~ respondents living in the East Ward (51%)
 - ~ females (43% compared to 33% males)
- Those significantly more likely to report Town Centre Renewal:
 - ~ Central Ward residents (49%)
 - ~ those aged 55 and over (53%)
 - ~ older couples with no children (52%)
 - ~ retired or aged pensioners (53%)
 - ~ those who use the internet once a fortnight or less (47%).
- Respondents significantly more likely to state they were not aware of any of the business or economic initiatives were:
 - ~ those in Levels or Para Ward (41% and 48%)
 - ~ males (38% vs 26% females)
 - ~ those in a trade or apprenticeship (43%).





Housing

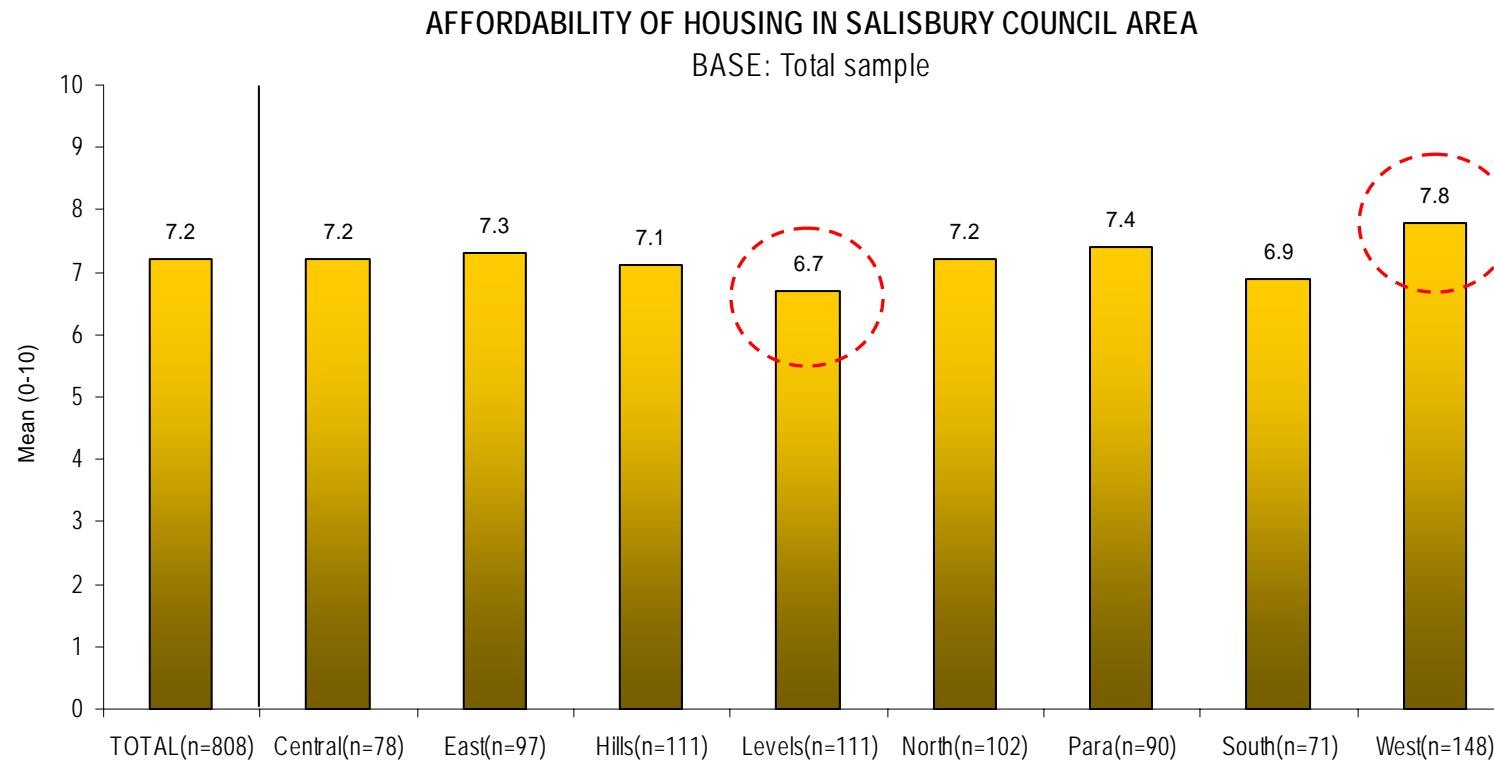
Current tenancy



- Respondents were read a list of tenancy types, and asked which one best describes their current housing circumstances.
- The largest proportion of respondents (43%) reported they own their home with a mortgage, followed by owning their home outright (31%) and renting (13%).
- Respondents who were significantly more likely to own their own home outright were:
 - ~ residents of the South Ward (62%)
 - ~ those aged 55 and over (69%)
 - ~ lone or group households and older couples with no children (40% and 66%)
 - ~ retired or aged pensioners (74%)
 - ~ trade or apprenticeship (47%)
- Respondents who were significantly more likely to have a mortgage were:
 - ~ those in the West Ward (58%)
 - ~ 35-54 year olds (65%)
 - ~ females (48%)
 - ~ couples with children, teenagers or adult children at home (61%)
 - ~ employed (54%)
 - ~ professionals or associate professionals (62%) or clericals sales or service industry (57%)
 - ~ those with a certificate, diploma or a bachelor degree (52%)
- Respondents significantly more likely to be living or boarding with friends or family who are buying their home were:
 - ~ residing in the West Ward (16%)
 - ~ 15-34 (27%)
 - ~ male (16%)
 - ~ in a couple household with children, teens or adults children (15%)
 - ~ unemployed (25%)
- Respondents who were significantly more likely to be renting their home were lone person or group households (22%) and single parent households with children, teens or adult children at home (23%).

Perception of housing affordability

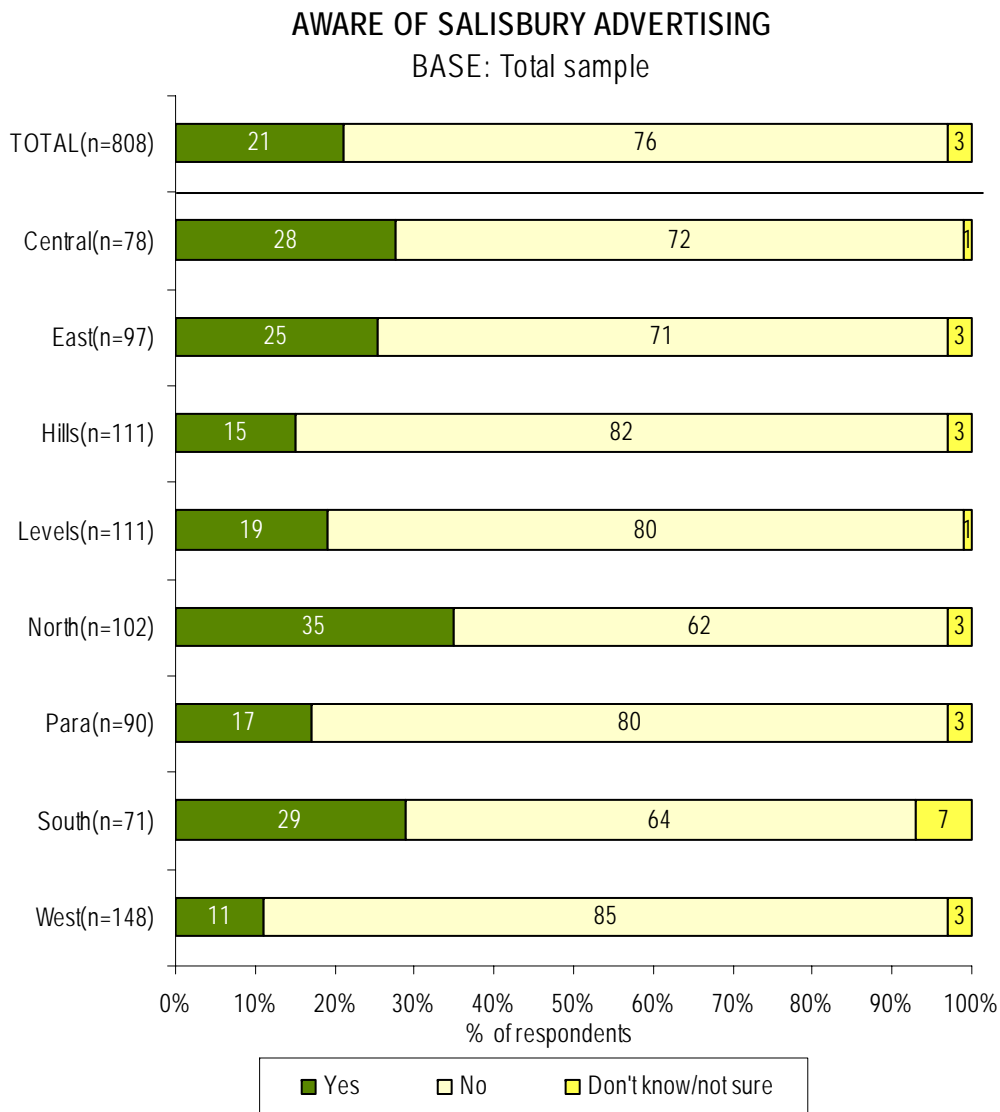
- Respondents were asked, compared to other areas across Adelaide, how affordable they would say it is to rent or buy housing in the Salisbury Council area, using a scale where 0 means it is much less affordable (or more expensive), and 10 means it is much more affordable than the rest of metropolitan Adelaide.
- In 2011, respondents gave a mean score of 7.2 out of 10.
- When analysed by Wards, the Levels Ward reported a significantly lower mean score rating (6.7) than the total sample, while the West Ward reported a significantly higher mean score rating (7.8).
- There were no other significant differences between subgroups.





City of Salisbury Advertising

Aware of advertising by Salisbury Council

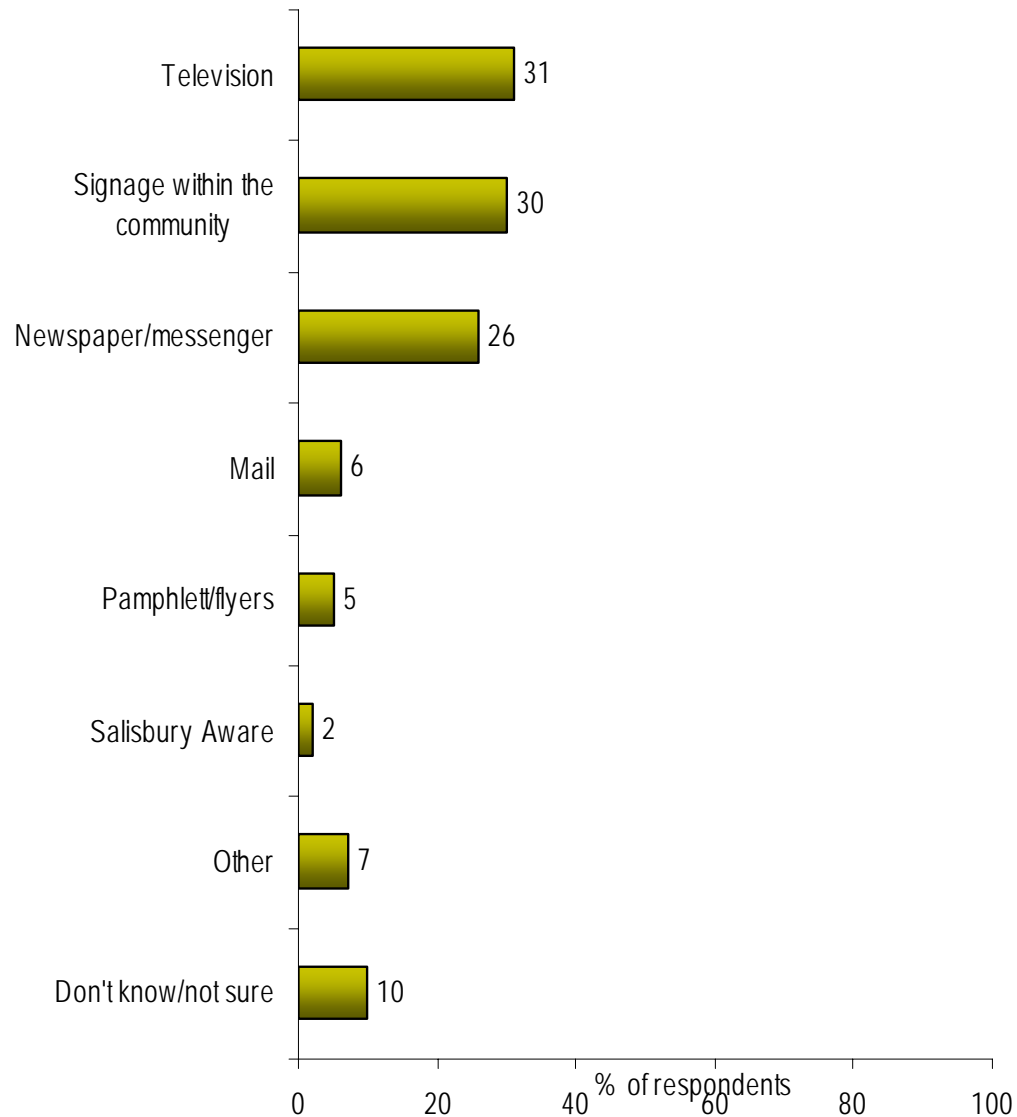


- Respondents were told that the City of Salisbury is currently undertaking an advertising campaign and were asked whether they recall seeing any advertising by the council.
- **Please note:** When this research was conducted (late July, early August 2011) the TV advertising had been off air for over a month and the TV advertising that was shown had been low in the months preceding the survey (known as a 'drip strategy'), therefore it was no longer 'top of mind' in most cases. Television advertising was shown in 'off peak' periods on one channel.
- Just over 2 out of 10 respondents reported having seen advertising by the Council.
- Those respondents living in the North Ward were significantly more likely to mention they had seen advertising (35%), while West Ward residents were significantly less likely to report they had seen advertising (11%).
- Older respondents were much more likely to have seen Salisbury advertising; those aged 55 and over (30%), older couples with no children (28%) and retirees (33%) were significantly more likely to answer in the affirmative.
- Those aged 15-34 were significantly more likely to state they had not seen any Salisbury Council advertising (84%), as well as unemployed (83%), trade or laborers (84%) and those who use the internet daily or most days (78%).
- These results suggest that in order to reach younger respondents with advertising and promotional material, the internet or social media is an appropriate medium to reach this group.

Where seen advertising

WHERE SEEN ADVERTISING

(includes multiple responses) BASE: Those that have seen Salisbury Council advertising (n=173)

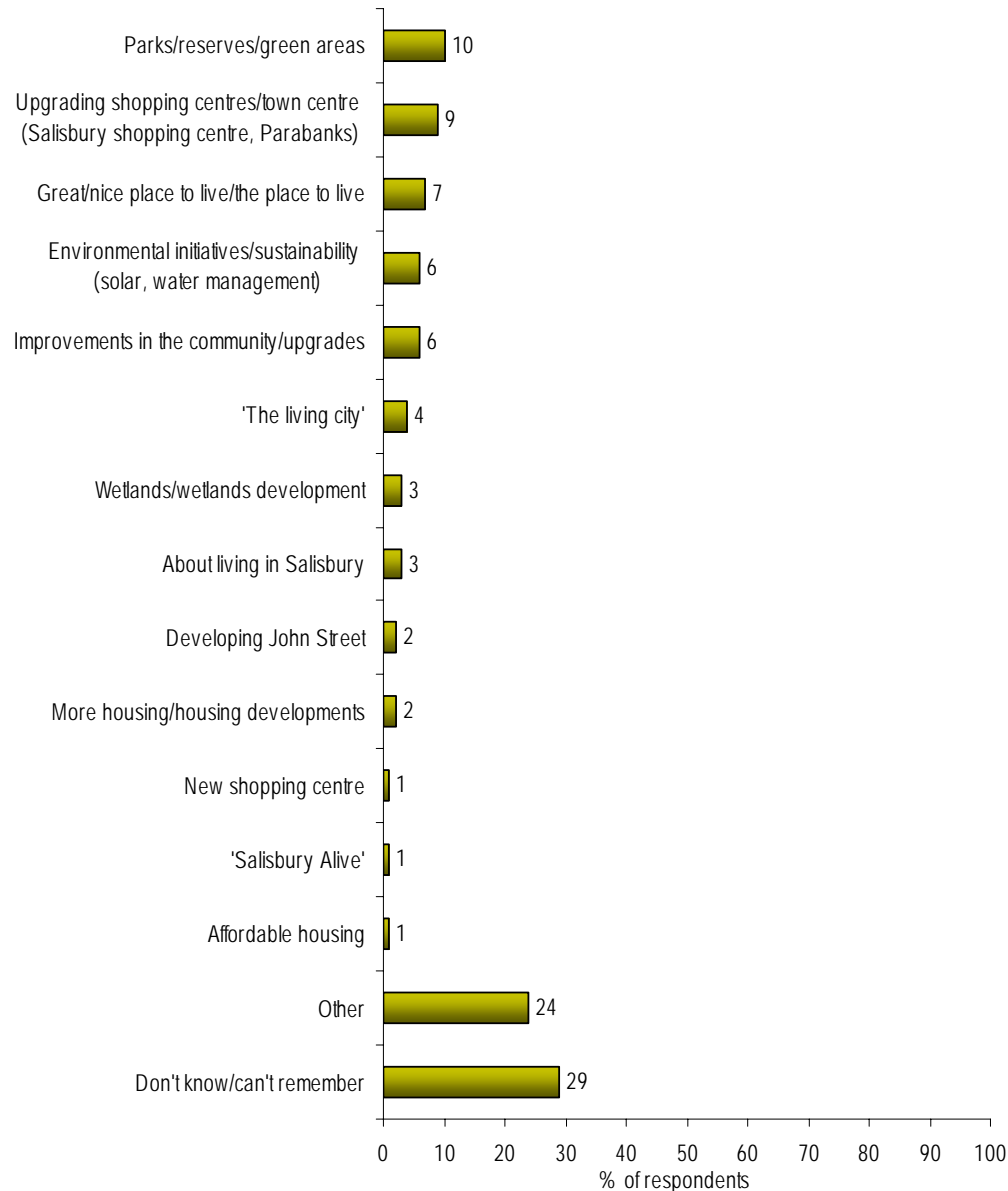


- Respondents who reported having seen the advertising (n=173) were asked where they had seen it.
- Three out of ten respondents reported they had seen the Salisbury Council advertising on television as well as signage within the community. Just over one in four (26%) respondents reported they had seen it in newspapers or the Messenger newspaper.
- Respondents who live in the North Ward were significantly more likely to report they received Salisbury Council advertising in the mail (20% vs 6% total sample).
- Those aged 45-54 were significantly more likely to mention television (56%), while those aged 65 and over and retirees newspaper (both 40%).
- Couples with children, teenagers or adult children living in the home, and those who use the internet daily or most days, were significantly more likely to report they did not know where they saw the advertising (15% and 14% respectively compared to 10% total sample).

Main message of advertising

MAIN MESSAGE OF ADVERTISING

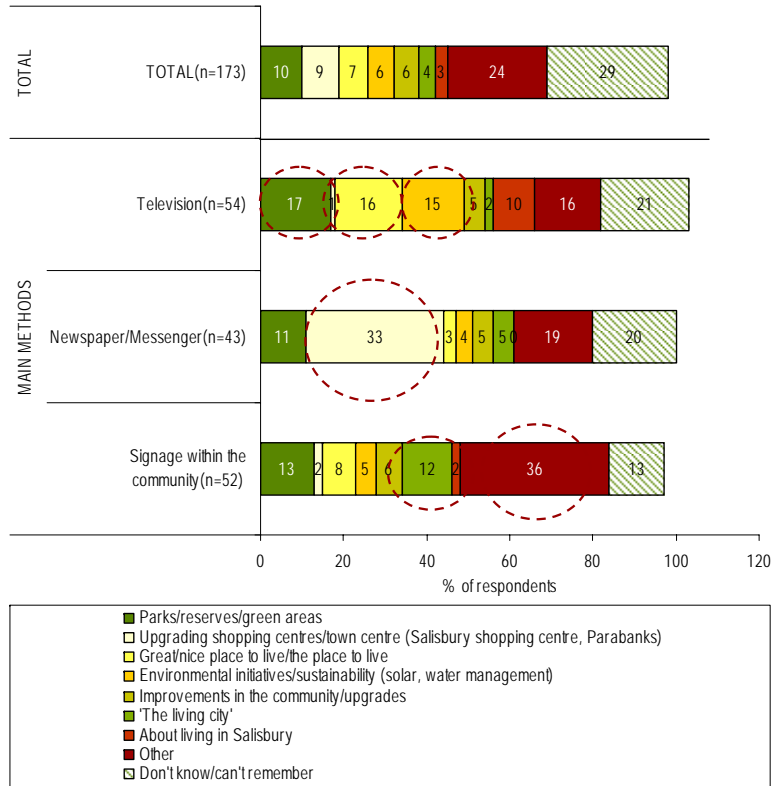
(Includes multiple responses) BASE: Those that have seen Salisbury Council advertising (n=173)



- Those same respondents (had seen advertising, n=173) were asked what they thought was the advertising's main message.
- One in ten (10%) respondents reported the advertising message to be about parks, reserves or green areas within Salisbury Council, 9% upgrading shopping or town centre, 7% a great place or the place to live, 6% environmental initiatives or sustainability and 6% community upgrades or improvements. Interesting to note, 4% of respondents could actually quote the slogan 'The Living City'.
- When analysed by Ward, East Ward residents were significantly more likely to suggest the main message of advertising was environmental initiatives or sustainability (16%), while Central Ward respondents mentioned 'about living in Salisbury' (9%).
- 45-54 year olds were significantly more likely to state environmental initiatives or sustainability (21%) and 'about living in Salisbury' (15%).
- Males were significantly more likely to report they could not remember what the advertising message was (46% vs 14% females).

Main message of advertising - continued

MAIN MESSAGE OF ADVERTISING
(Includes multiple responses) BASE: Those that have seen Salisbury Council advertising (n=173)



- The chart shows the main advertising messages by the reported medium. The results show those who saw the advertising via television were significantly more likely to mention the main message was 'Parks/reserves or green areas' (17%), great or nice place to live/the place to live (16%) and environmental initiatives or sustainability (15%).
- Respondents who identified the newspaper or the Messenger as the medium were significantly more likely to mention upgrading the shopping centre or town centre (33%).
- And respondents who reported the medium was signage within the community were significantly more likely to quote 'the living city' and mention another (un-coded) response. All 'other' responses are shown in the table to the right.

The table below lists the 'other' responses which could not be categorised into a code frame.

Please note: Method of advertising is a multiple response, therefore message of advertising can appear more than once.

Other - Signage within the community	Other - newspaper/messenger	Other - television
Nice and bright signage. TV ads tell you what you need to know.	Jobs and news in Salisbury	Represented salisbury
Bright with pictures of people in the community	photograph people involved in planning committee	It didn't show all the things the council dont do.
They seem to be getting ahead and are getting on top of the problems	residents opinions what can be done to improve the City	The music
Tell you about what different activities are on	Picture of people on the front	I thought it was a waste of money.
Mawson Lakes-live work & play	Go into traffic conditions, and sport mainly	airforce base is close to salisbury/houses
On stone as you drive into developments	About pollution or something like that.	The name City of Salisbury.
It was for some function coming up.	prices of set top boxes	The words live and play.
Promotes the multicultural community	All the streets marked off that are going to be upgrading the gas pipes	Different people doing different things and it says city of salisbury
Being industrious	The micro - chipping for cats.	Growing and more jobs are available they are offering more to the community
Eat well, and be active	Advert about how easy it was to get jobs	Inject goodness in the area
you dont just have to be smart.be industrious	Want to shift air port	Nice and bright signage. TV ads tell you what you need to know.
Planning to do around that area. Doing that area on Kings Road about the re-development		They seem to be getting ahead and are getting on top of the problems
About the roads being fixed up		
the people of the City of Salisbury they show photographs in the signage advertising the City of Salisbury		
Style of living		
Big happy smiley people. Big face and big smiles.		
Self promoting		
Pictures of people on billboards		



Demographics

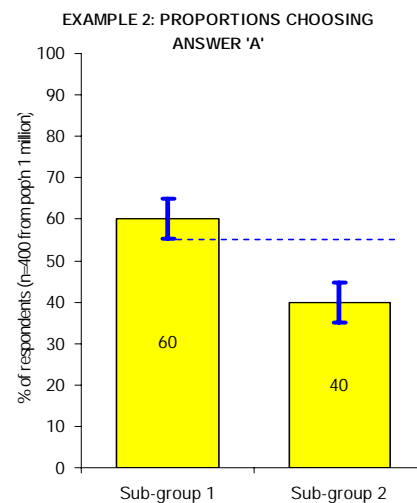
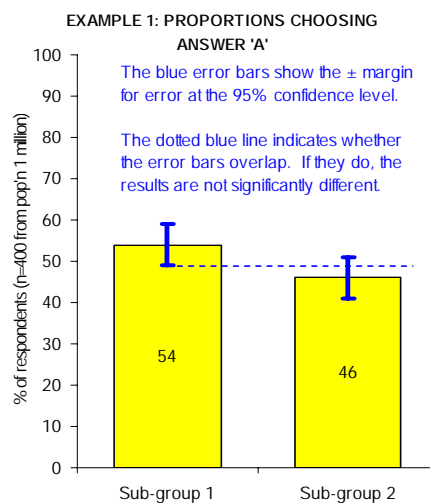


APPENDIX 1:

Margin for error & statistical significance

Explaining margin for error

- Because nearly all market and social research evaluates results based on population *samples*, rather than a census where everyone is consulted, there is an inherent degree of error in the results. However, if the sample obtained is a properly randomised section of the target population, there are statistical tests that will calculate the degree of accuracy for those results - known as the margin for error or Confidence Interval.
- Unfortunately for the layperson, there is no single figure that says, 'this is a statistically significant difference'. The factors that go into the calculation of statistical differences include:
 - ~ **population size** - the total number of people in the target audience, not in the whole population. For example, if an organisation were researching its casual staff's views on weekend work, the 'population' would be the total number of casual staff.
 - ~ **sample size** - the number of respondents, or people taking part in a survey.
 - ~ the **desired level of confidence** in the result - for example, a 95% confidence level simply means that, if we ran the identical survey and sampling methodology 100 times, you would expect to get a result within the calculated margin for error 95 times out of 100.
 - ~ the **proximity of the result to the midpoint**.
- This latter element (proximity to the midpoint) means that, regardless of sample or population size, a figure close to 50% is inherently less reliable than a figure close to 100%. As an example, if you wish to be 95% confident in the results for a population (N) of 1 million and a sample (n) of 400, a result of 50% would be subject to a $\pm 4.9\%$ maximum margin for error. In other words, you could be 95% confident that the real result would be somewhere between 45.1% and 54.9%. However, with the same population, sample and 95% Confidence Level, a result of 90% saying yes or no would be subject to a margin for error of only $\pm 2.94\%$, i.e. the real result would be between 87.06% and 92.94%.
- The following graphs may illustrate more clearly the way margin for error works. In each case, we have calculated the confidence interval for the results. If the intervals overlap, then the differences are not statistically significant; if there is no overlap, they are reliably different.



INTERPRETING RESULTS:

- Fortunately, researchers no longer have to check every result manually; our statistical analysis software packages tell us when figures are statistically different from one another and at what confidence level. However, the skill of the trained researcher is in *interpreting* the results and considering context, not just checking the numbers.
- For example, suppose that significantly more people aged 65-74 were aware of advertising for a sports store than people aged 75-84. It is significant, but is it relevant - in the context of the product and its major target audience of, say; active people aged 15-54? It is critical to good analysis that we judge relevance and highlight the key issues, not waste clients' time by just regurgitating numbers that the computer says are statistically different.



APPENDIX 2: Questionnaire

- *8330 & CITY OF SALISBURY-COMMUNITY SURVEY ~ JUNE 2011
- "Good afternoon/evening, my name is _[Q0IV]_ from Harrison Research. We are conducting a survey about living in the city of Salisbury on behalf of Salisbury City Council.
- In the process, we are speaking with people aged 15 and over who currently live in the Salisbury Council area.
- _SCREEN 1:_ Is this household located in the Salisbury Council area? _IF NOT, THANK AND TERMINATE_
- _SCREEN 2:_ Does anyone in this household work in market research, or is anyone a staff member or an elected member of Salisbury City Council? _IF YES, THANK AND TERMINATE_
- _ IF NECESSARY, SAY:_ This is genuine research and I guarantee we are not trying to sell you anything."
- "The survey will take approximately 15 minutes to go through, depending on your answers. _IF
- THEY'RE HESITATING BECAUSE OF TIME_ We do need to get opinions from as wide a cross-section as possible; I could call back later if it would be more convenient. _ARRANGE CALLBACK IF REQUIRED OR CONTINUE_
- _IF CONCERNED ABOUT PRIVACY_ I assure you that any information you give will remain confidential. Any identifying information, such as this phone number, is removed before we analyse the results. No one's individual answers can be passed on to our clients or anyone else.
- And before we start, I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes. May we begin? Thank you."
- Q1. SUBURB
- "Q1 Firstly, can I ask which suburb you live in? We need to make sure we get a good representation of the whole Salisbury Council area."
- 1. Bolivar
- 2. Brahma Lodge
- 3. Burton
- 4. Cavan
- 5. Direk
- 6. Dry Creek
- 7. Edinburgh
- 8. Elizabeth Vale
- 9. Globe Derby Park
- 10. Green Fields
- 11. Gulfview Heights
- 12. Ingle Farm
- 13. Mawson Lakes
- 14. Para Hills
- 15. Para Hills West
- 16. Para Vista

- 17. Parafield
- 18. Parafield Gardens
- 19. Paralowie
- 20. Pooraka
- 21. Salisbury
- 22. Salisbury Downs
- 23. Salisbury East
- 24. Salisbury Heights
- 25. Salisbury North
- 26. Salisbury Park
- 27. Salisbury Plain
- 28. Salisbury South
- 29. St Kilda
- 30. Valley View
- 31. Walkley Heights
- 32. Waterloo Corner
- 33. Refused

- IF 11 IN Q1 GO Q2
- IF 18-20 IN Q1 GO Q2
- GO Q3JP

- Q2. WARD
- "Q2 Do you happen to know which Ward your household is located in? _PROMPT IF NEEDED_"
- 1. Hills Ward
- 2. Levels Ward
- 3. West Ward
- 4. Central Ward
- 5. South Ward
- 6. North Ward
- 7. Para Ward
- 8. East Ward
- 9. No / don't know

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

- Q99GV
- "To help us determine which Ward you are in. Are you BETWEEN Wynn Vale drive and McIntyre road, or near Kara Crescent?"
- 1. Yes
- 2. No
- 3. Don't know

- FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"
- IF 3 IN Q99GV ABORT "WARD UNKNOWN"

- GO Q3JP

- Q99PG
- "To help us determine which Ward you are in, can you tell me whether your house is located between the boundaries of these roads? Is your house..."
- 1. Between Ryans road, Port Wakefield, Whites road, Kings road and the Salisbury Highway
- 2. Between Salisbury Highway and Parafield Airport
- 3. Between Whites road, Port Wakefield road and Little Para River
- 4. None of these / do not know

- FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"
- IF 4 IN Q99PG ABORT "WARD UNKNOWN"

- GO Q3JP

- Q99PARA
- "To help us determine which Ward you are in, can you tell me whether your house is located between the boundaries of these roads? Is your house..."
- 1. Between Little Para River, Bolivar road, Waterloo Corner road and Burton road
- 2. Between Whites road, Burton road and Port Wakefield road
- 3. Between Whites road, Burton road and Little Para River
- 4. None of these / do not know

- FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"
- IF 4 IN Q99PARA ABORT "WARD UNKNOWN"

- GO Q3JP

- Q99PKA
- "To help us determine which Ward you are in, can you tell me whether your house is located within the boundaries of Montague road, Bridge road, Main North road and Maxwell road?"
- 1. Yes
- 2. No
- 3. Don't know

- FAIL "Thank you for your time, unfortunately we need to know specific Wards to complete this survey"
- IF 3 IN Q99PKA ABORT "WARD UNKNOWN"

- Q3. HOW LONG LIVED IN SALISBURY COUNCIL
- "Q3 How long have you lived in Salisbury Council area?"
- 1. Less than one year
- 2. 1 to less than 3 years
- 3. 3 to less than 5 years
- 4. 5 to less than 10 years
- 5. 10 to less than 15 years
- 6. 15 to less than 20 years
- 7. 20 years or more

- Q4. WHAT ATTRACTED YOU TO SALISBURY COUNCIL
- "Q4 Thinking about when you moved into the Salisbury Council area, what attracted you to living in the area?"
- MR
- 1. Availability of housing
- 2. Availability of services
- 3. Cost of housing
- 4. Employment opportunities
- 5. Location
- 6. Schools
- 7. Shopping centres
- 8. Other (SPECIFY Q401)
- 12. Family/friends live in area
- 13. Retirement Village
- ---
- 9. Don't know / not sure
- 10. Nothing
- 11. Had no choice

- GO Q5

- Q401 OTHER

- Q5. CITY OF SALISBURY'S STRENGTHS
- "Q5 What do you consider to be the City of Salisbury's strengths?"
- MR
- 1. Availability of housing
- 2. Availability of services
- 3. Cost of housing
- 4. Employment opportunities
- 5. Location
- 6. Schools
- 7. Shopping centres
- 8. Other (SPECIFY Q501)
- ---
- 9. Don't know / not sure

- GO Q6G

- Q501 OTHER

- Q6G COMMUNITY ASPECTS
- "Q6G Please rate, on a scale of 0-10, where 0 is strongly disagree and 10 is strongly agree, your level of agreement with the following statements? _ D FOR DON'T KNOW_"
- RND
- 1. I can get help from family, friends and neighbours when I need it
- 2. I feel that I am part of my local community
- 3. I feel that I live in a pleasant environment in terms of planning, open space and lack of pollution
- 4. I feel that people in my neighbourhood can be trusted
- 5. I like living in my local community
- 6. I regularly volunteer my time
- 7. My neighbours are friendly and willing to help others
- 8. I have access to information, services and activities that support my health and wellbeing

- FOR EACH

- Q6. SCALE
- "Q6 _[Q6G]_"
- NUM 0-10, D

- Q7. FEEL SAFE IN SALISBURY COUNCIL AREA
- "Q7 Using a scale of 0-10, with 0 being very unsafe, and 10 being very safe, how safe do you feel in the Salisbury Council area?"
- NUM 0-10, D

- IF NOT 0-5 IN Q7 GO Q10G

- Q8. WHY FEEL UNSAFE
- "Q8 Is there a particular location within the Salisbury City Council area where you feel unsafe?"
- MR
- 1. Interchange
- 2. Out in the street / on the road
- 3. Parabanks
- 4. Paralowie
- 5. Parks and Reserves e.g.: Pitman Park, Murrell Reserve
- 6. Salisbury / Salisbury North / Salisbury Centre
- 7. Shopping Centres/ Car parks
- 8. Train station
- 9. Other (SPECIFY Q801)
- ---
- 10. No / Can't think of any

- GO Q9

- Q801 OTHER

- Q9. WHY FEEL UNSAFE
- "Q9 Is there a particular reason why you feel unsafe?"
- MR
- 1. Cultural tensions / ethnic groups
- 2. Drug and alcohol problems
- 3. Have been a victim of crime
- 4. Home invasions / break ins
- 5. Hoons, gangs, Youths loitering
- 6. Lack of policing / non attendance of police / lack of action and protection
- 7. Vandalism and violence by youth
- 8. Other (SPECIFY Q901)
- ---
- 9. No / Can't think of any

- GO Q10G

- Q901 OTHER

- Q10G HOW OFTEN INVOLVED IN COMMUNITY ACTIVITIES
- "Q10G The next few questions are about community activities and community involvement. How often are you involved in the following community activities..._READ OUT_"
- RND
- 1. Attend community events such as fetes, festivals and school concerts
- 2. Attend local council events such as Matsuri and the Salisbury Writers Festival
- 3. Attend local recreation centres
- 4. Attend neighbourhood centres
- 5. Attend organised sport, church or community groups
- 6. Visit Council Libraries
- 7. Visit senior centres

- FOR EACH

- Q10. HOW OFTEN
- "Q10 _[Q10G]_"
- 1. Daily / most days
- 2. 2-3 times a week
- 3. Once a week
- 4. 2-3 times a month
- 5. About once a month
- 6. Every 2-3 months
- 7. Once or twice a year
- 8. Less often
- 9. Never

- Q11. CONTACT WITH STAFF OR ELECTED MEMBERS
- "Q11 Within the last 12 months, have you personally had any contact with _READ OUT 1-2_"
- MR
- 1. Council staff
- 2. Elected members
- ---
- 3. No - contact with neither

- IF NOT 1 IN Q11 GO Q12JP

- Q12G CONTACT WITH COUNCIL STAFF
- "Q12G Now thinking specifically about the contact with council staff, and using a scale with 0 being extremely unsatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with... _USE D IF DON'T KNOW OR NOT APPLICABLE_"
- 1. The general courtesy of Council staff
- 2. The general effectiveness of Council staff
- 3. Staffs responsiveness to complaints

- FOR EACH

- Q12. SCALE
- "Q12 _[Q12G]_"
- NUM 0-10, D

- Q12JP
- =0

- IF NOT 2 IN Q11 GO Q14

- Q13G CONTACT WITH ELECTED MEMBERS
- "Q13G Now thinking specifically about the contact with Elected Members, using a scale of 0-10, 0 being extremely unsatisfied, and 10 being extremely satisfied, how satisfied or dissatisfied are you with... _USE D IF DON'T KNOW OR NOT APPLICABLE_"
- 1. The general courtesy of Elected members
- 2. The general effectiveness of Elected members
- 3. Elected members responsiveness to complaints

- FOR EACH

- Q13. SCALE
- "Q13 _[Q13G]_"
- NUM 0-10, D

- Q14. WAYS IN WHICH COUNCIL COMMUNICATES
- "Q14 The next few questions are about the Council's communication with residents. In which ways does council keep you informed about events, services etc in the council area?"
- MR
- 1. E-mail
- 2. Letterbox drop
- 3. Mail
- 4. Messenger newspaper
- 5. Salisbury Aware Magazine
- 6. Through the media
- 7. Website
- 8. At library
- 9. Social media
- 10. Other (SPECIFY Q1401)
- ---
- 11. Don't know / not sure

- GO Q15

- Q1401 OTHER

- Q15. HOW PREFER RECEIVE INFO FROM COUNCIL
- "Q15 How would you prefer to receive information from the Council?"
- MR
- 1. At library
- 2. E-mail
- 3. Letterbox drop
- 4. In person
- 5. Mail
- 6. Messenger newspaper
- 7. Salisbury Aware Magazine
- 8. Telephone
- 9. Through the media
- 10. Website
- 11. Social media
- 12. Other (SPECIFY Q1501)
- ---
- 13. Don't know
- 14. Would not like to receive information

- GO Q16

- Q1501 OTHER

- Q16. RECEIVED SALISBURY COUNCIL MAG
- "Q16 Salisbury Council's magazine Salisbury Aware is published 3 times a year, most recently in March this year. Do you recall receiving the magazine?"
- 1. Yes
- 2. No - do not recall receiving it] Q19G
- 3. Don't know/not sure]

- Q17. MET NEEDS
- "Q17 Using a scale of 0-10, with 0 being extremely poorly, and 10 being extremely well, how well or poorly did it meet your needs for information about the area? _USE D FOR DON'T KNOW_"
- NUM 0-10, D

- Q18. HOW READ
- "Q18 In March, when you received your Salisbury Aware magazine, did you.... READ OUT 1-4_"
- 1. Recall receiving it, but didn't read it
- 2. Flicked through, although did not read any articles in detail
- 3. Read selected articles in the magazine
- 4. Read the magazine thoroughly
- 5. Can't recall how I read it

- Q19G SAT WITH QUALITY OF LIFE
- "Q19G Thinking about the quality of life where you live, on a scale of 0 to 10, where 0 is extremely dissatisfied and 10 is extremely satisfied, please rate your level of satisfaction or dissatisfaction with the following. _D FOR DON'T KNOW_"
- RND
- 1. A range of community groups and sports clubs
- 2. Access to parks and reserves
- 3. Access to streets and walkways
- 4. Access to good shopping opportunities
- 5. Affordable housing
- 6. Childcare
- 7. Development of job opportunities in the Salisbury area
- 8. Having a diverse community
- 9. Having a sense of community
- 10. Managing the local environment sustainably
- 11. Parks and reserves, walkways or trails
- 12. Provision of recreation and community facilities
- 13. Recreational areas
- 14. Schools
- 15. Streets, verges, footpaths and general cleanliness of streets
- 16. Traffic flow
- 17. Availability of public transport

- FOR EACH

- Q19. SCALE
- "Q19 _[Q19G]_"
- NUM 0-10, D

- Q20. OVERALL SAT QUALITY OF LIFE
- "Q20 Overall, how satisfied are you with the quality of life in the Salisbury Council area? Using the same 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied. _USE D FOR DON'T KNOW"
- NUM 0-10, D

- Q21. HOW IMPROVE QUALITY OF LIFE
- "Q21 In what ways, if any, do you think the quality of life in the Salisbury Council area could be improved?"
- MR
 - 1. Better streets (verges, footpaths and general cleanliness)
 - 2. Beautification / better streetscape / better tree selections
 - 3. Better parks and reserves
 - 4. Better playgrounds
 - 5. Better public transport
 - 6. Improve traffic flow / congestion
 - 7. Hard rubbish collection
 - 8. Housing - improve quality, affordability
 - 9. Improve roadways
 - 10. Lighting improvement needed
 - 11. More job opportunities
 - 12. More things to do - recreation services, youth activities
 - 13. Policing - less crime / make safer / control undesirables
 - 14. More or better range of shopping centres / shops
 - 15. Other (SPECIFY Q2101)
 - ---
 - 16. Don't know
 - 17. OK as is, can't be improved.
- GO Q22G
- Q2101 OTHER
- Q22G LEVEL OF SAT.
 - "Q22G I am going to read out a list of services delivered by the City of Salisbury, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied, and I'd like you to say how satisfied or dissatisfied you are in each of the following areas..._ USE D FOR DON'T KNOW_"
 - 1. Rubbish removal
 - 2. Hard waste collection
 - 3. Green waste collection
 - 4. Library services
 - 5. Community Centres
 - 6. Recreation Centres
 - 7. Leisure and Sport
 - 8. Parks and Reserves maintenance
 - 9. Recycling services
 - 10. Street maintenance
 - 11. Senior services
 - 12. Customer Centre - front counter or Telephone service
 - 13. Planning and Development
- FOR EACH

- Q22. RATING
- "Q22_[Q22G]_"
- NUM 0-10, D

- IF 1 IN Q22G AND NOT 0-5 IN Q22 GO Q23JP
- IF 1 IN Q22G AND "D" IN Q22 GO Q23JP

- Q23. WHY NOT SAT WITH RUBBISH REMOVAL
- "Q23 Why are you not satisfied with Rubbish removal?"
- MR
- 1. Careless - always rubbish left everywhere after collection / Bins not properly emptied
- 2. Inconsistent pick up times
- 3. Need bigger rubbish bins
- 4. No hard rubbish collection/want hard rubbish service/Dump too expensive
- 5. Should not have to buy own bins
- 6. The items you can put in waste are limited
- 7. Too rough with bins / they damage and don't repair them
- 8. Waste is removed on inconvenient days of the week
- 9. Waste is not removed regularly enough
- 10. Other (SPECIFY Q2301)
- ---
- 11. Don't know/not sure

- GO Q23JP

- Q2301 OTHER

- Q23JP
- =0

- IF 2 IN Q22G AND NOT 0-5 IN Q22 GO Q24JP
- IF 2 IN Q22G AND "D" IN Q22 GO Q24JP

- Q24. WHY NOT SAT WITH HARD WASTE
- "Q24 Why are you not satisfied with hard waste collection?"
- MR
- 1. Does not collect all materials
- 2. Not collected regularly enough
- 3. Unaware of service
- 4. Other (SPECIFY Q2401)
- 6. Have to pay for it / not free
- ---
- 5. Don't know/not sure

- GO Q24JP

- Q2401 OTHER

- Q24JP
- =0

- IF 3 IN Q22G AND NOT 0-5 IN Q22 GO Q25JP
- IF 3 IN Q22G AND "D" IN Q22 GO Q25JP

- Q25. WHY NOT SAT WITH GREEN WASTE
- "Q25 Why are you not satisfied with Green waste collection?"
- MR
- 1. Does not collect all materials
- 2. Not collected regularly enough
- 3. Other (SPECIFY Q2501)
- ---
- 4. Don't know/not sure

- GO Q25JP

- Q2501 OTHER

- Q25JP
- =0

- IF 4 IN Q22G AND NOT 0-5 IN Q22 GO Q26JP
- IF 4 IN Q22G AND "D" IN Q22 GO Q26JP

- Q26. WHY NOT SAT WITH LIBRARY SERVICES
- "Q26 Why are you not satisfied with Library services?"
- MR
- 1. Location
- 2. Opening times
- 3. Type of resources
- 4. Volume of resources
- 5. Other (SPECIFY Q2601)
- ---
- 6. Don't know / not sure

- GO Q26JP

- Q2601 OTHER

- Q26JP
- =0

- IF 5 IN Q22G AND NOT 0-5 IN Q22 GO Q27JP
- IF 5 IN Q22G AND "D" IN Q22 GO Q27JP

- Q27. WHY NOT SAT WITH COMM CENTRE
- "Q27 Why are you not satisfied with Community centres?"
- MR
- 1. Do not provide appropriate service
- 2. Location
- 3. Not enough of them
- 4. Opening times
- 5. Other (SPECIFY Q2701)
- ---
- 6. Don't know/not sure

- GO Q27JP

- Q2701 OTHER

- Q27JP
- =0

- IF 6 IN Q22G AND NOT 0-5 IN Q22 GO Q28JP
- IF 6 IN Q22G AND "D" IN Q22 GO Q28JP

- Q28. WHY NOT SAT WITH REC CENTRES
- "Q28 Why are you not satisfied with Recreation centres?"
- MR
- 1. Location
- 2. Not enough of them
- 3. Opening times
- 4. Type of recreation
- 5. Other (SPECIFY Q2801)
- ---
- 6. Don't know/can't say

- GO Q28JP

- Q2801 OTHER

- Q28JP
- =0

- IF 7 IN Q22G AND NOT 0-5 IN Q22 GO Q29JP
- IF 7 IN Q22G AND "D" IN Q22 GO Q29JP

- Q29. WHY NOT SAT WITH LEISURE AND SPORT
- "Q29 Why are you not satisfied with Leisure and sport?"
- MR
- 1. Location
- 2. Not enough of them
- 3. Opening times
- 4. Type of recreation
- 5. Other (SPECIFY Q2901)
- ---
- 6. Don't know/can't say

- GO Q29JP

- Q2901 OTHER

- Q29JP
- =0

- IF 8 IN Q22G AND NOT 0-5 IN Q22 GO Q30JP
- IF 8 IN Q22G AND "D" IN Q22 GO Q30JP

- Q30. WHY NOT SAT WITH PARKS AND RESERVES
- "Q30 Why are you not satisfied with Parks and Reserves?"
- MR
- 1. Trees - specify where (SPECIFY Q3001)
- 2. Parks/Open space - specify where (SPECIFY Q3002)
- 3. General cleanliness - specify where (SPECIFY Q3003)
- 4. Overgrown - specify where (SPECIFY Q3004)
- 5. Walkways and Trails (SPECIFY Q3005)
- 6. Playgrounds (SPECIFY Q3006)
- 7. Other (SPECIFY Q3007)
- ---
- 8. Don't know/can't say

- GO Q30JP

- Q3001 TREES
- Q3002 PARKS/OPEN SPACES
- Q3003 CLEANLINESS
- Q3004 OVERGROWN
- Q3005 WALKWAYS/TRAILS
- Q3006 PLAYGROUNDS
- Q3007 OTHER

- Q30JP

- Q30JP
- =0
- IF 9 IN Q22G AND NOT 0-5 IN Q22 GO Q31JP
- IF 9 IN Q22G AND "D" IN Q22 GO Q31JP

- Q31. WHY NOT SAT WITH RECYCLING SERVICE
- "Q31 Why are you not satisfied with Recycling service?"
- MR
- 1. Bigger bins are needed
- 2. Bins are left half full / not emptied properly / leave mess everywhere
- 3. Bins are damaged and not repaired / treated too rough
- 4. Dump fees too expensive
- 5. Inconsistent pick up times
- 6. No hard rubbish collection
- 7. Not enough people recycling - monitor more
- 8. Recycling bins are not removed regularly enough
- 9. Recycling bins are removed on inconvenient days of the week
- 10. Should have three bins, rubbish, green and recycling.
- 11. The items you can put in the recycling bin are limited
- 12. Other (SPECIFY Q3101)
- ----
- 13. Don't know / not sure

- GO Q31JP

- Q3101 OTHER

- Q31JP
- =0
- IF 10 IN Q22G AND NOT 0-5 IN Q22 GO Q32JP
- IF 10 IN Q22G AND "D" IN Q22 GO Q32JP

- Q32. WHY NOT SAT WITH STREET MAINTENANCE
- "Q32 Why are you not satisfied with street maintenance?"
- MR
- 1. Garden verge / footpath garden - specify where (SPECIFY Q3201)
- 2. Footpath - specify where (SPECIFY Q3202)
- 3. Kerbing / gutter - specify where (SPECIFY Q3203)
- 4. Cleanliness - specify where (SPECIFY Q3204)
- 5. The road / bumpy road - specify where (SPECIFY Q3205)
- 6. Tree - specify where (SPECIFY Q3206)
- 7. Traffic flow - specify where (SPECIFY Q3207)
- 8. Parking - specify where (SPECIFY Q3208)
- 9. Drainage / flooding - specify where (SPECIFY Q3209)
- 10. Lighting - specify where (SPECIFY Q3210)
- 11. Other (SPECIFY Q3211)
- ----
- 12. Don't know / not sure

- Q32JP
- =0
- IF 11 IN Q22G AND NOT 0-5 IN Q22 GO Q33JP
- IF 11 IN Q22G AND "D" IN Q22 GO Q33JP

- Q33. WHY NOT SAT WITH SENIOR SERVICES
- "Q33 Why are you not satisfied with Senior services?"
- 1. Reason (SPECIFY Q3301)
- 2. Don't know / not sure

- GO Q33JP

- Q3301 REASON

- Q33JP
- =0
- IF 12 IN Q22G AND NOT 0-5 IN Q22 GO Q34JP
- IF 12 IN Q22G AND "D" IN Q22 GO Q34JP

- Q34. WHY NOT SAT WITH CUST CENTRE
- "Q34 Why are you not satisfied with the Customer Centre?"
- 1. Reason (SPECIFY Q3401)
- 2. Don't know / not sure

- GO Q34JP

- Q3401 REASON

- Q34JP
- =0
- IF 13 IN Q22G AND NOT 0-5 IN Q22 GO Q36
- IF 13 IN Q22G AND "D" IN Q22 GO Q36

- Q35. WHY NOT SAT WITH PLANNING AND DEV
- "Q35 Why are you not satisfied with Planning and Development?"
- 1. Reason (SPECIFY Q3501)
- 2. Don't know / not sure

- GO Q36

- Q3501 REASON

- Q36. OVERALL SAT WITH CITY OF SALISBURY
- "Q36 Using a scale of 0-10, with 0 being extremely dissatisfied and 10 being extremely satisfied, how satisfied or dissatisfied are you with the service delivered by Salisbury Council OVERALL? _D FOR DON'T KNOW_"
- NUM 0-10, D

- IF 6-10 IN Q36 GO Q38
- IF "D" IN Q36 GO Q38

- Q37. WHY NOT SAT WITH OVERALL SERVICE
- "Q37 Why are you not satisfied with the service delivered by Salisbury Council?"
- 1. Reason (SPECIFY Q3701)
- 2. Don't know / not sure

- GO Q38

- Q3701 REASON

- Q38. AWARE OF SALISBURY ADVERTISING
- "Q38 The City of Salisbury is currently undertaking in a advertising campaign. Do you recall seeing any advertising by the council?"
- 1. Yes
- 2. No] Q41
- 3. Don't know/not sure]

- Q39. WHERE SEEN ADVERTISING
- "Q39 Do you recall where you saw the advertisement?"
- MR
- 1. Television
- 2. Newspaper
- 3. Bus sides
- 4. Signage within the community
- 5. Signage outside of the community
- 6. Other (SPECIFY Q3901)
- --
- 7. Don't know/not sure

- GO Q40

- Q3901 OTHER

- Q40. MAIN MESSAGES OF ADVERTISING
- "Q40 What do you remember about the advertisement?"
- 1. Specify (SPECIFY Q4001)
- 2. Don't know/can't remember

- GO Q41

- Q4001 OTHER

- Q41. PERCEPTIONS OF AFFORDABILITY
- "Q41 Compared to other areas across Adelaide, how affordable would you say it is to rent or buy housing in the Salisbury Council area? Please use a 0-10 scale where 0 means it is much less affordable, or more expensive, and 10 means it is much more affordable, or cheaper, than the rest of Adelaide. _D FOR DON'T KNOW_"
- NUM 0-10, D

- Q42. CURRENT TENANCY
- "Q42 Which of the following best describes your current circumstances. Do you...? _READ OUT 1-5_"
- 1. Rent your home
- 2. Own your home outright
- 3. Own your home with a mortgage
- 4. Live at home or board with friends or family who rent their home
- 5. Live at home or board with friends of family who own or are buying their home
- 6. Other (SPECIFY ?Q4201)
- 7. Refused

- GO Q43

- Q4201 OTHER TENANCY

- Q43. PLAY APPROP ROLE IN ENVIRON ISSUES
- "Q43 Using a scale of 0-10, with 0 being strongly disagree and 10 being strongly agree, how much do you agree or disagree, that the City of Salisbury plays an appropriate role in the management of environmental issues?_D FOR DON'T KNOW_"
- NUM 0-10, D

- Q44. AWARE OF ENVIRON INITIATIVES BY COUNCIL
- "Q44 Are you aware of any of the following environmental initiatives being undertaken by the City of Salisbury? _READ OUT 1-7_"
- MR
- 1. Storm water recycling
- 2. Wetlands
- 3. Biodiversity management
- 4. Green trails
- 5. Solar initiatives
- 6. Waste management
- 7. Any others (SPECIFY Q4401)
- ---
- 8. No, not aware of any of them
- 9. Don't know / not sure

- GO Q45

- Q4401 OTHER

- Q45. PLAYS APPROP ROLE IN ECONOMIC ACTIVITY
- "Q45 Using a scale of 0-10, with 0 being strongly disagree and 10 being strongly agree, how much do you agree or disagree that the City of Salisbury plays an appropriate role in supporting local economic activity?_USE D FOR DON'T KNOW_"
- NUM 0-10, D

- Q46. ECONOMIC INITIATIVES
- "Q46 Are you aware of any of the following economic or business support initiatives undertaken by the City of Salisbury? _READ OUT 1-7_"
- MR
- 1. 'Makes Good Business Sense' advertising campaign
- 2. Salisbury Business & Export Centre (SBEC)
- 3. Employment programs
- 4. Skill development programs
- 5. Infrastructure development
- 6. Town Centre Renewal
- 7. Any others? (SPECIFY Q4601)
- ---
- 8. No, not aware of any of them
- 9. Don't know / not sure

- GO Q99DEM

- Q4601 OTHER

- **DEMOGRAPHIC QUESTIONS

- Q99DEM
- "The next few questions are about you, to help us analyse the results."
- BLANK

- Q47. GENDER.
- "Q47 Record gender (do not ask unless can't tell)"
- 1. Male
- 2. Female

- Q48. YOB
- "Q48 What year were you born? _RECORD NUMBER, D IF REFUSED_"
- NUM 1900-1996, D

- Q49. HOUSEHOLD
- "Q49 Which of the following best describes your household? _READ OUT 1-12_"
- 1. Lone person household
- 2. Group household of related or unrelated adults
- 3. Young couple, no children
- 4. Older couple, no children at home
- 5. Couple with mainly pre-school children
- 6. Couple with mainly primary-school children
- 7. Couple with mainly teenage children
- 8. Couple with mainly adult children still living at home
- 9. Single parent with mainly pre-school children
- 10. Single parent with mainly primary-school children
- 11. Single parent with mainly teenage children
- 12. Single parent with mainly adult children still living at home
- 13. Refused

- Q50. EMPLOYMENT
- "Q50 What is your current employment status?"
- 1. Part-time employment
- 2. Full-time employment
- 3. Unemployed
- 4. Home duties
- 5. Pensioner (non-age pension)
- 6. Retired / age pensioner
- 7. Student
- 8. Refused

- IF 3-8 IN Q50 GO Q52

- Q51. HOW DO YOU DESCRIBE YOUR OCCUPATION?
- "Q51 How do you describe your occupation? _IF NECESSARY, MAKE A NOTE AND CHECK LIST FOR CORRECT CODE_"
- 1. Manager / administrator
- 2. Professional
- 3. Associate professional
- 4. Tradesperson / related worker
- 5. Advanced clerical, sales & service worker
- 6. Intermediate clerical, sales & service worker
- 7. Intermediate production and transport worker
- 8. Elementary clerical, sales & service worker
- 9. Labourer / related worker

- Q52. EDUCATION
- "Q52 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

- Q53. HOW OFTEN USE NET
- "Q53 How often do you use the internet? _READ OUT_"
- 1. Daily / most days
- 2. 2-3 times a week
- 3. Once a week
- 4. Once a fortnight
- 5. 2-3 times a month
- 6. Once a month
- 7. Once every few months
- 8. Less often / never

- Q54. HOUSEHOLD GROSS INCOME
- "Q54 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

- Q55. CLOSE
- "Q55 That concludes the survey. On behalf of the City of Salisbury and Harrison Research, thank you for your time."
- BLANK

- Q56. ISO 20252
- "Q56 By pressing enter at this screen, I certify that this is a true, accurate and complete interview, conducted in accordance with the ISO 20252 standards and the AMSRS Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."
- BLANK

- GO Q0QUO

- Q99FAIL
- =0

- FAIL "Thanks for your time, the quota for your area is full"
- ABORT "QUOTA FULL"

- Q0QUO

- TOTAL=800

- 1. 100 Central Ward
- 2. 100 East Ward
- 3. 100 Hills Ward
- 4. 100 Levels Ward
- 5. 100 North Ward
- 6. 100 Para Ward
- 7. 100 South Ward
- 8. 100 West Ward