

COMMUNITY PERCEPTIONS SURVEY FINAL REPORT

Prepared for: Jane Miller
Manager, Marketing and Communications
City of Salisbury

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Consultants: Frances Eltridge and Helen Fischer

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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 the current survey being in 2011.
- 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 random sample extracted from an electronic residential telephone listing. The survey was conducted using Computer Aided Telephone Interviewing (CATI), between 23 July and 29 July 2012. 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=600 surveys with Salisbury Council residents, with the sample randomly selected across the eight Wards. Note that the sample size reflects a decrease compared with previous surveys (down from n=800 in 2011, 2009 and 2008) due to changes in the budget allocated for this project in the current year. The n=600 sample offers a margin of error of $\pm 3.99\%$ @ 95% confidence level, compared with a n=800 sample providing a margin of error of $\pm 3.45\%$ @ 95% confidence level. The 0.54% difference will not make a significant difference to the outcomes at the total sample level, but may have slightly more of an impact on sub-group analysis (depending on the size of the sub-group, each will vary). Analysis has been undertaken to highlight statistically significant differences between the 2011 and 2012 outcomes, to ensure that any recent changes (say, in satisfaction with specific services) are highlighted.
- Another variation compared with previous years was the omission of quotas by Ward. A randomising technique was used instead, which ensured that the final sample would represent residents from across the whole Council area. This change will have no impact on the reliability of the outcomes.
- Data was weighted by gender and age to ensure that the sample was in line with population distribution across the City, using the recently released ABS 2011 Census population data for the Salisbury Local Government Area (LGA) rather than the 2006 Census data currently available on the City of Salisbury website under Community Profile.
- Note that the weighted sample size was n=598 (due to rounding down when the data was weighted).

EXECUTIVE SUMMARY

Executive summary

Perceptions of Salisbury

- The majority of Salisbury Council residents have been living in the Salisbury area for 20 years or more (44%), slightly higher than was recorded in 2011 but still below the proportion noted in 2009 (51%).
- The most common reason for moving to the Salisbury area was the cost of housing, an aspect which has taken on greater emphasis in housing decision making in the last year (29%, up from 15%). Conversely, location and also availability of housing have taken on less importance in terms of their housing decisions, both showing a downward trend over the last few years since 2009.
- The parks and gardens, open spaces and playgrounds were thought to be the key strength of the City, followed closely by the shopping centres and proximity to the CBD.
- From their responses, community resilience appears to be strong, with high levels of agreement that: *'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). On the other hand, social capital may not be as strong, with a lower volunteer participation rate compared with the state (27% agreed versus 45% across the state who volunteer in 2012). There is also a comparatively low level of agreement that respondents feel part of their community (6.1 mean) and also that neighbours can be trusted (6.7 mean), outcomes which appear to be at odds with the statements which attracted the highest agreement.

Community Safety

- Respondents tend to feel safe within the community, rating this aspect at 6.7 mean, consistent over time. Those aged over 65 felt the safest giving a high rating of 7.4.
- The area around the train station was where respondents felt the least safe (31%, up significantly from 16% last year). This was followed by the interchange (22%, on par with 2011) and Salisbury/Salisbury North or Salisbury Centre, although this aspect has declined significantly compared with last year in terms of mentions (21% down from 32%).
- Half of these respondents reported 'hoons, gangs, youths loitering' as the reason they felt unsafe, as was noted last year. This was followed by crime (muggings, assaults, shootings) at 34%, representing a significant increase compared with last year (7%) and then vandalism and violence by youth (25%), drug and alcohol problems (21%) and lack of policing (19%).

Community involvement

- More than one in four respondents attend organised sport, church or community groups (30% attend at least once per week or more often, up marginally from 28% last year). Local recreation centres also attract regular attendance, with 19% stating they were involved at least weekly or more often (up from 16%).
- Worth noting is the finding that the proportion of residents who reported they never attend each of these community activities is increasing over time.

Executive summary

Contact with Council staff or elected members

- Respondents were slightly less likely to report they have had contact with either Council staff or elected members (73% have not had contact versus 68% in 2011).
- Among those who did have contact (23% with staff, and 7% with elected members) were predominantly in the young and middle family life-stages (35 to 54 years), a finding inconsistent with last year when older respondents were most likely to have made contact. On the other hand, the youngest cohort (15 to 34 years) showed a low incidence of contact (10% with staff and 6% with elected member).
- Consistent with previous surveys, staff's general courtesy received the highest mean score rating (8.3), followed by general effectiveness (7.6) and the responsiveness to complaints (7.1). Each of these aspects are showing slightly increasing trends over time in satisfaction levels.
- Conversely, the same three aspects tested for contact with elected members are showing a slightly decreasing trend compared with last year. That is, general courtesy declined from 8.1 mean score to 7.5, responsiveness to complaints (7.2, down from 7.7) and general effectiveness (6.8 mean versus 7.3 in 2011).

Quality of life

- When it came to rating specific quality of life elements, positively the majority of elements remained stable or increased slightly in terms of satisfaction. The quality of life elements with which respondents are most satisfied are; access to parks and reserves, access to good shopping, childcare and availability of public transport.
- Respondents rated their overall quality of life at 7.7, on par with last year. The main suggestions to improve the quality of life were; improve streets, including verges footpaths and general cleanliness, policing (less crime, make safer and control undesirables) and beautification / better streetscapes / tree selections.

Communication from Council

- Nearly 9 out of 10 respondents could name at least one method in which Council informs residents about events and services, although this declined to 8 out of 10 among 15 to 34 year olds. The main modes of communication were letter box drops, Messenger newspaper and Salisbury Aware magazine, all of which have increased in mentions compared with 2011.
- Half of all respondents recalled receiving Salisbury Aware in July and a fifth recalled receiving Salisbury Snapshots in May. They are clearly meeting respondents' information needs, showing an increasing trend in satisfaction with this aspect (7.3, up from 6.9 mean last year). How they read the Salisbury Aware magazine has not changed over time, while the Snapshots is read (either selected articles or thoroughly) by more than half of those who recall receiving it.

Satisfaction with services

- When asked to give a rating for a list of services conducted by Council, the 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.
- However, several aspects of Council services could be higher in terms of customer satisfaction. These were hard waste collection, street maintenance and planning and development (similar to 2011, although each has increased marginally in satisfaction score but remain at or below 7.0). Overall satisfaction with Council services was identical to 2011, at a mean of 7.4. Over time, however, satisfaction with Council services is showing an increasing trend.

Executive summary

Environmental and economic management

- Respondents agree that Council plays an appropriate role in management of environmental issues, with a mean score of 7.8 (up from 7.7). Awareness of specific Council initiatives in environmental issues has remained similar over time, with one exception. Respondents were less likely to be aware of solar initiatives (46%, down from 58%).
- Respondents also agree that the Salisbury Council play an appropriate role in supporting the local economy, (7.1 mean, down marginally from 7.2 last year).
- Skill development programs, employment programs and the Town Centre Renewal were the most well recognised initiatives, on par with last year.

Housing and affordability

- Three in four respondents own their own home, either with a mortgage or outright, whilst 12% rent.
- Compared to other areas across Adelaide, Salisbury Council area is perceived to be reasonably affordable (7.2 mean score, identical to 2011), with the youngest cohort (15 to 34 year olds, peak target market for new housing developments) showing a lower affordability rating than other age cohorts (7.1 mean versus 7.3 and 7.4 among those in the middle and mature family life-stages).

Advertising

- Just under 4 out of 10 respondents reported to have seen advertising by the Council, up significantly on last year (38% versus 21% respectively).
- Signage within the community was the most common medium noted (47%, up from 30%), followed by newspapers or Messenger Newspaper (31%) and pamphlets / flyers (26%, up considerably from just 5% last year).
- The advertising message most often recalled was about parks, reserves or green areas within Salisbury Council (10%), followed by upgrading the Salisbury Town Centre (9% recall versus 1% last year) and great or nice place to live/the place to live (7%).
- When prompted with specific events or programs recognition was high, ranging from 75% for Council signage around the area down to 42% for Council's school holiday program. Just 4% of respondents were not aware of any specific events.

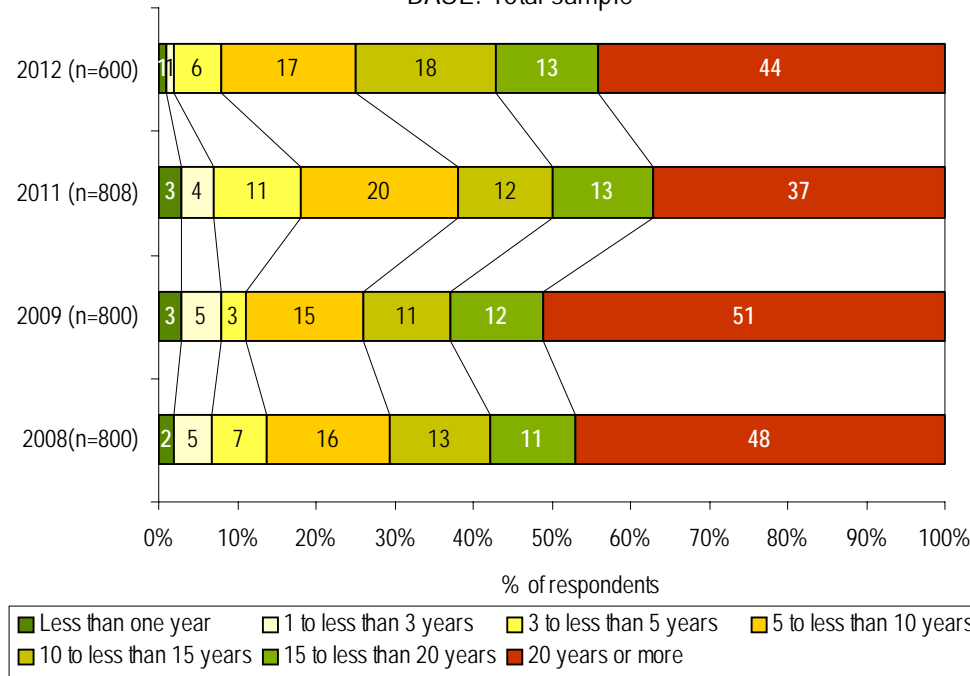
KEY FINDINGS

Perceptions of Salisbury Council area

How long lived in Salisbury Council area & what attracted you

HOW LONG LIVED IN SALISBURY COUNCIL AREA

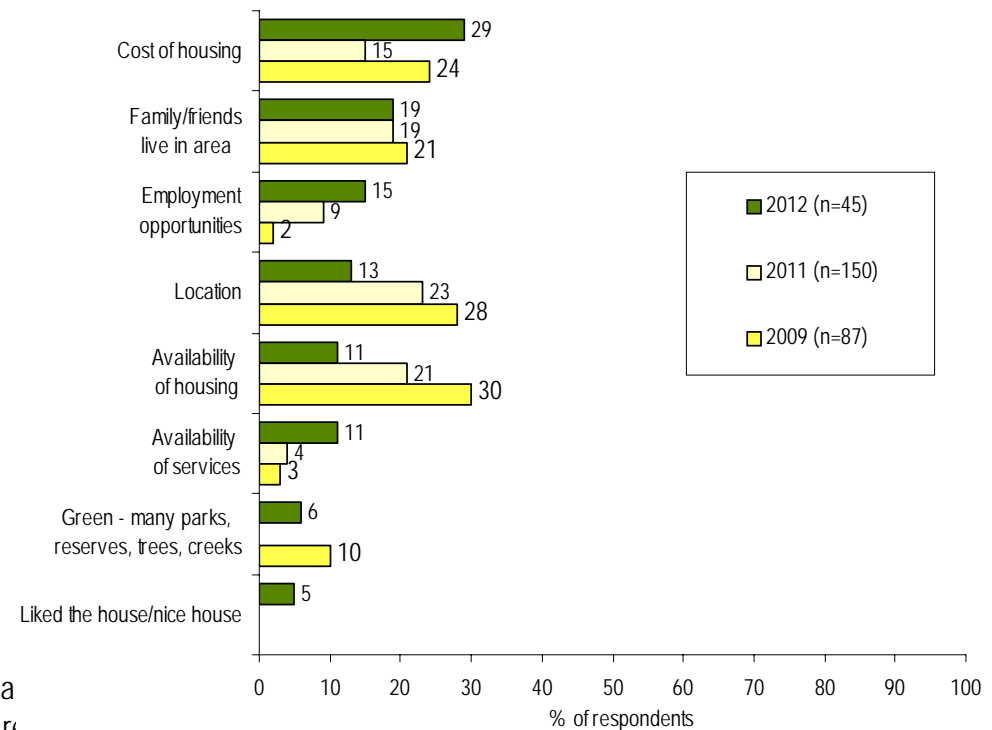
BASE: Total sample



WHAT ATTRACTED YOU TO LIVING IN AREA - MAIN RESPONSES

ONLY (Incl. multiple responses)

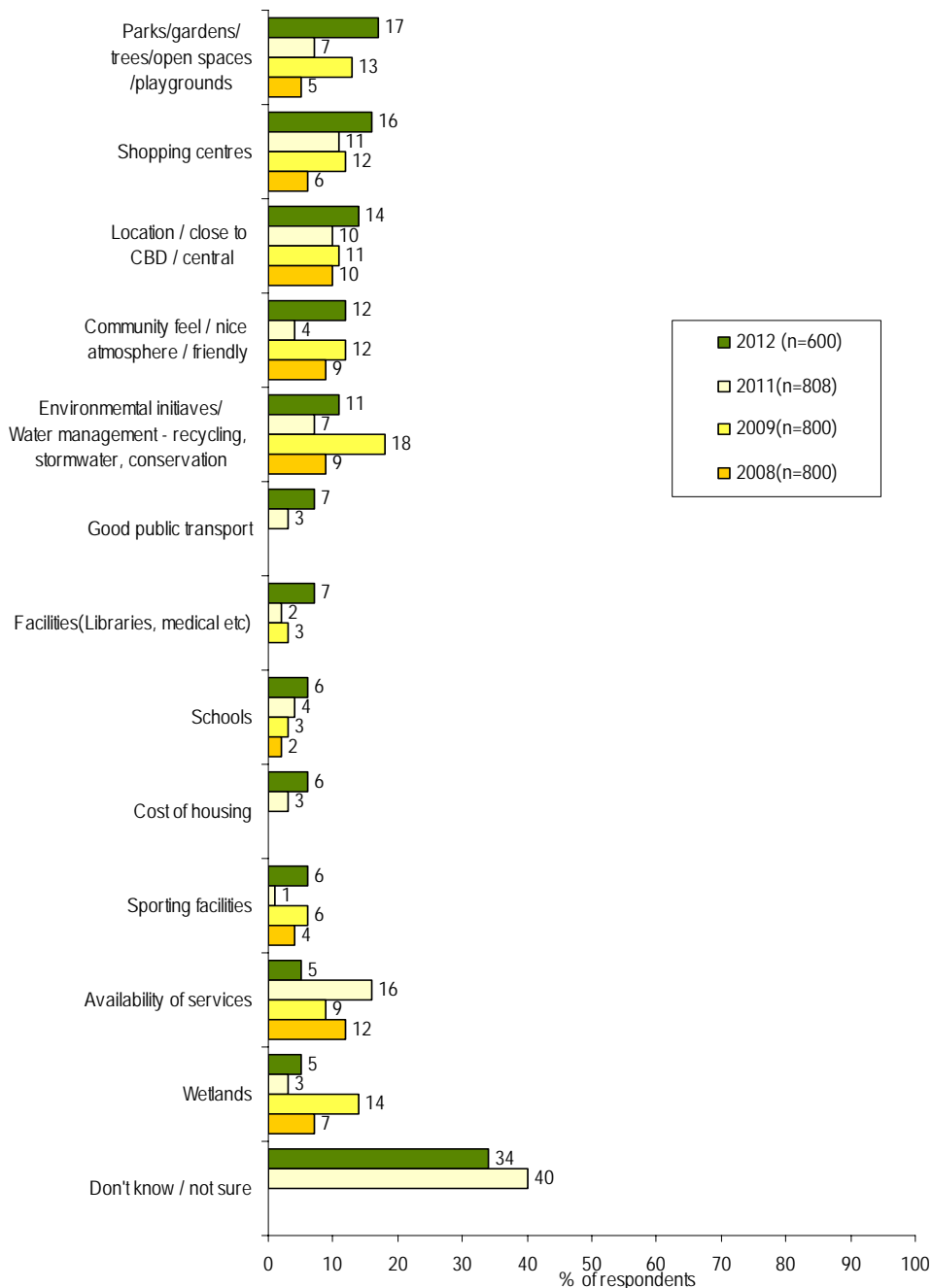
BASE: In area 5 years or less



- In 2012, 45% of respondents reported they had lived in the Salisbury City Council area years or more, still slightly below the high reported in 2009 (51%), but more than was reported in 2011. On the other hand, those who reported less than 5 years declined compared with previous years (and particularly compared with 2011). These findings may 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 55 years or older (70% vs 45% total sample), retired (72%), use the internet less often than once a fortnight (70%), older couple with no children household (72%).
- 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'.
- Respondents who reported they have lived in the Salisbury Council area for less than 5 years (n=45 in 2012) were asked what attracted them to move to the area. The most common response was the cost of housing (29%, increasing from 15% last year).
- The incidence of citing availability of housing has shown a corresponding decline over the last 3 years (as has location, refer to graph above).
- Citing employment opportunities as the aspect which attracted them has steadily increased over the last 3 years (15%, up from 2% in 2009).

CITY OF SALISBURY'S STRENGTHS-MAIN RESPONSES

(Includes multiple responses) BASE: Total sample



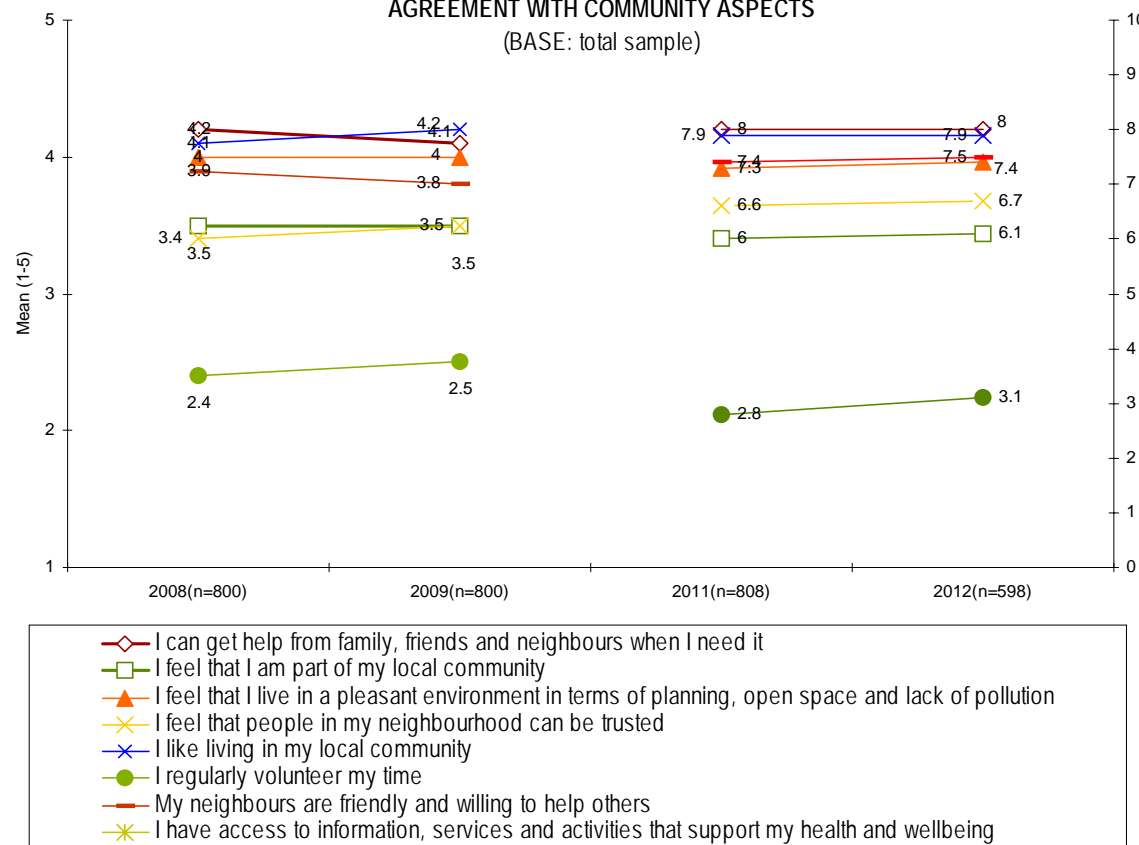
City of Salisbury's strengths

- Respondents were asked what they thought were, if any, the City of Salisbury's strengths.
- One in three residents could not venture an opinion (did not know / unsure), slightly below the proportion who reported they did not know / uncommitted, in 2011 (not reported in 2008 & 2009).
- The top response was comments related to the parks/gardens/trees/open spaces and/or playgrounds (17% of mentions), followed closely by the shopping centers (16%) and the location / proximity to the CBD (14%).
- With around one in ten nominations each, community feel / nice atmosphere (12%, on par with 2009 but increasing from a low of 4% last year) and also environmental initiatives, including water management, recycling and stormwater (11%, up from 7% last year but still lower than the high of 18% in 2009) were the next most often mentioned strengths of the City of Salisbury.
- Interestingly, whilst the cost of housing was a factor in choosing the area among those who have lived in Salisbury area for 5 years or less (as per previous page), it was perceived as much lower, in terms of strengths of the City, among all respondents (6% versus 29% stating it was influential in moving to the area).

Agreement with community aspects

AGREEMENT WITH COMMUNITY ASPECTS

(BASE: total sample)

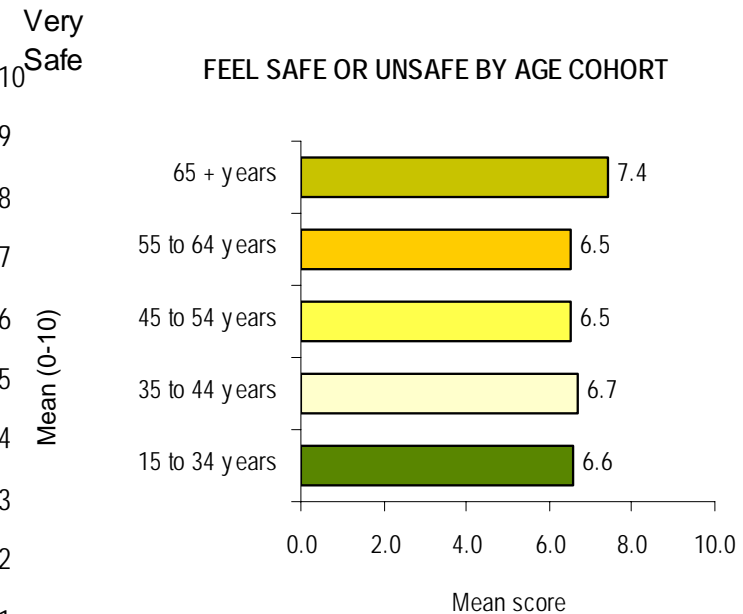
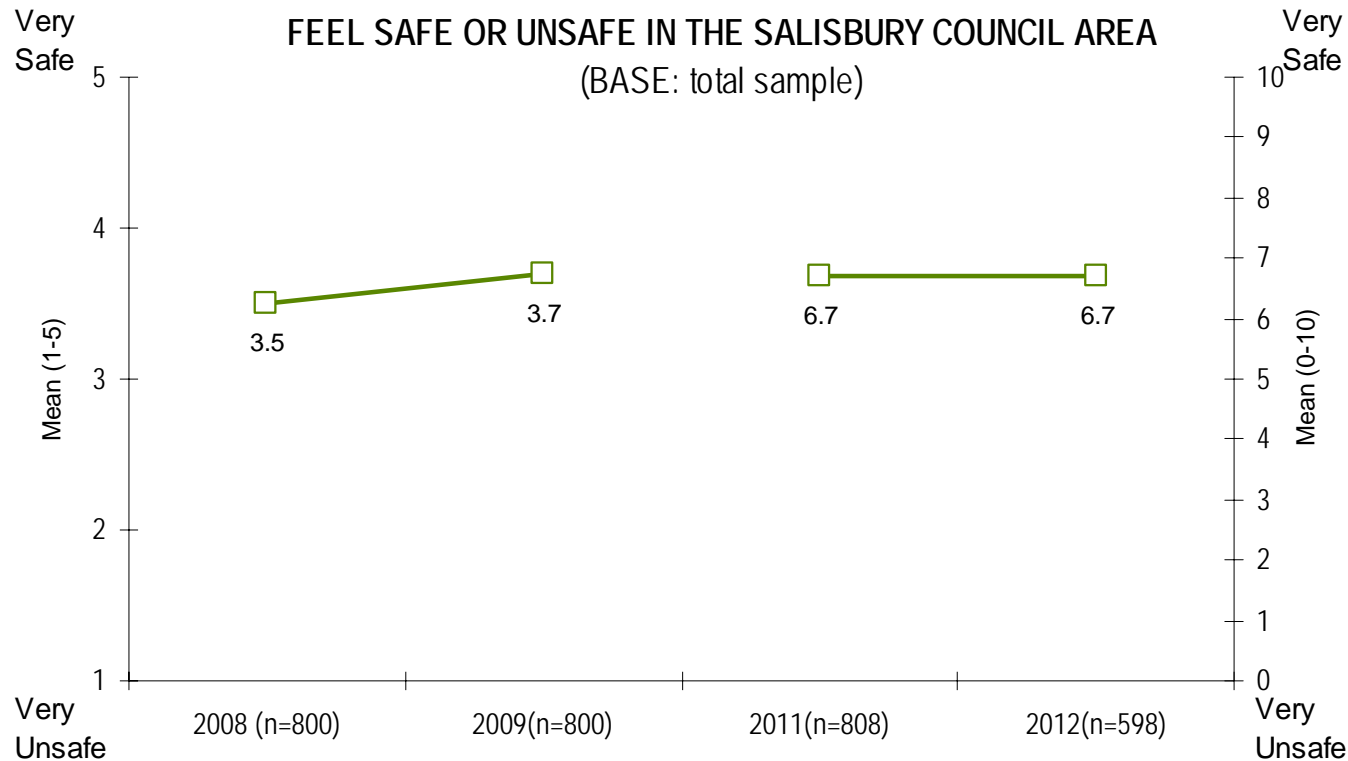


- Respondents were asked to rate their agreement with aspects of the community, using a 0-10 scale, with 0 being strongly disagree and 10 being strongly agree. Note that previous ratings are shown alongside.
- The results were similar to those reported in 2011, with only minor variations (by one point only, upwards in most cases). There was one exception, that being agreement with *"I regularly volunteer my time"* which increased by 3 points. Having said this, the proportion agreeing with this statement (rated 5 + / 10) was 27%, which is well below the formal volunteering rates for South Australia (45% in 2012). This finding suggests that there may be room to improve social capital in the City of Salisbury, perhaps confirmed by the comparatively low agreement for the statement *"I feel that I am part of my local community"* at 6.1 mean (although interpretation of the term 'volunteering' may also account for some of the variation).
- 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), both identical to last year.
- Encouragingly, there were four community aspects which increased slightly since 2011, as shown in the table below.

- As noted last year, older residents (65 plus years) showed higher levels of agreement across all of these social community aspects compared with other age cohorts.
- Also noteworthy was the finding that younger residents (15 to 34 years) were less likely to agree with the statement *"I feel that I am part of my local community"* than any other cohort (5.7 mean). Indeed, this age cohort showed lower agreement with all of these statements.

	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
2012 (n=598)	8	6.1	7.4	6.7	7.9	3.1	7.5	7.4
2011 (n=808)	8	6	7.3	6.6	7.9	2.8	7.4	7.5

Feeling of safety within Salisbury Council area

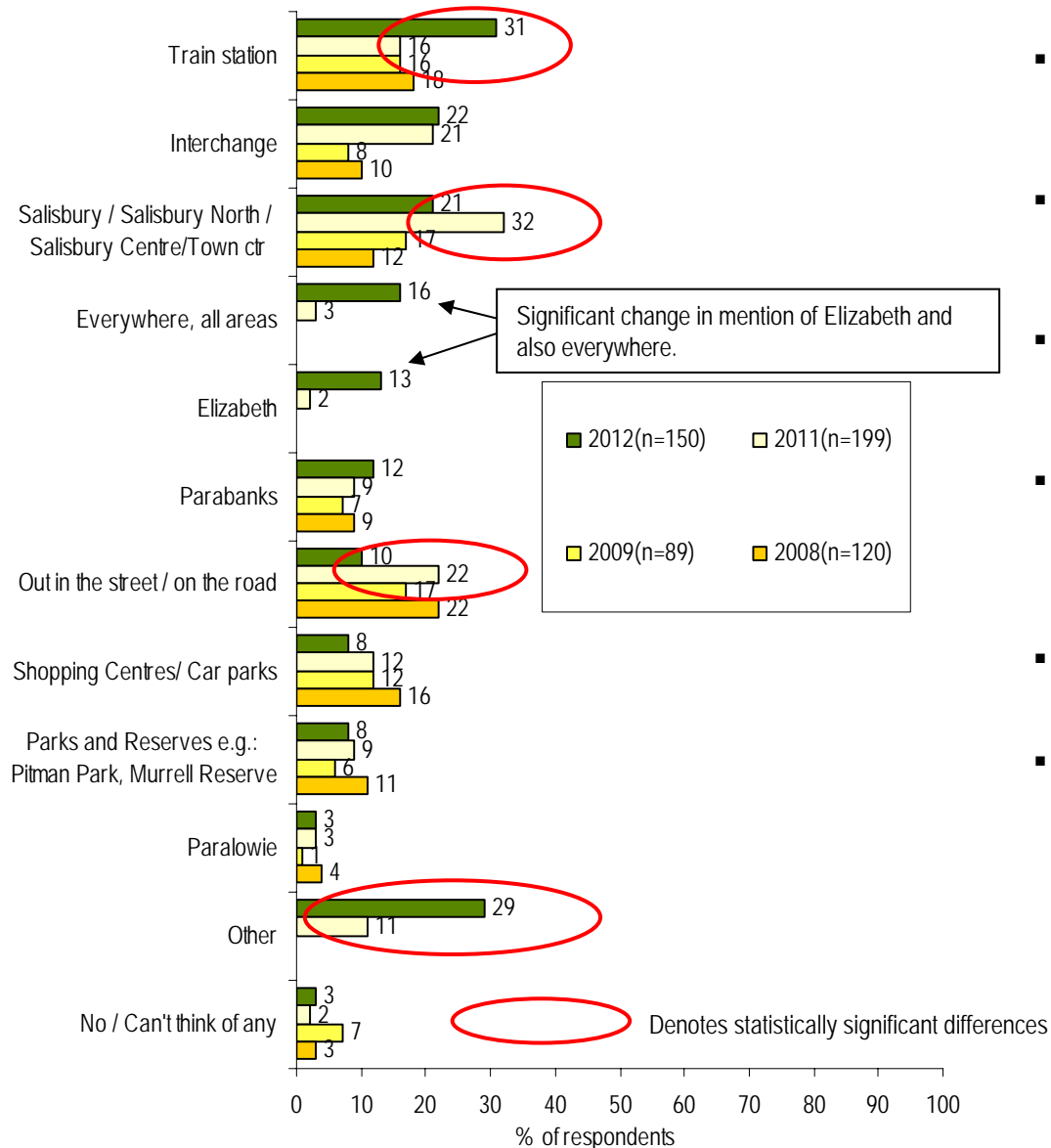


- Respondents were asked to indicate how safe or unsafe they felt within the City of Salisbury area, using a 0-10 scale, 0 being very unsafe and 10 being very safe.
- In the current monitor the mean score rating was 6.7 out of 10, consistent with the 2011 results.
- As was noted last year, respondents aged 65 years or more were significantly more likely to report a higher rating for feeling safe in the Salisbury Council area (7.4 compared to 6.7 at the total level).
- All other age cohorts showed similar ratings for feeling safe or unsafe in the Salisbury Council area (ranging from 6.5 to 6.7, as shown in the graph above right). Whilst males feel safer than females (6.9 mean versus 6.5), this variation was not statistically significant. Interestingly, employed residents feel less safe than those who are unemployed (6.5 versus 6.8 mean scores), although again this difference was indicative rather than statistically significant.

Location where feel unsafe in Salisbury Council area ¹⁵

PARTICULAR LOCATION WHERE FEEL UNSAFE

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



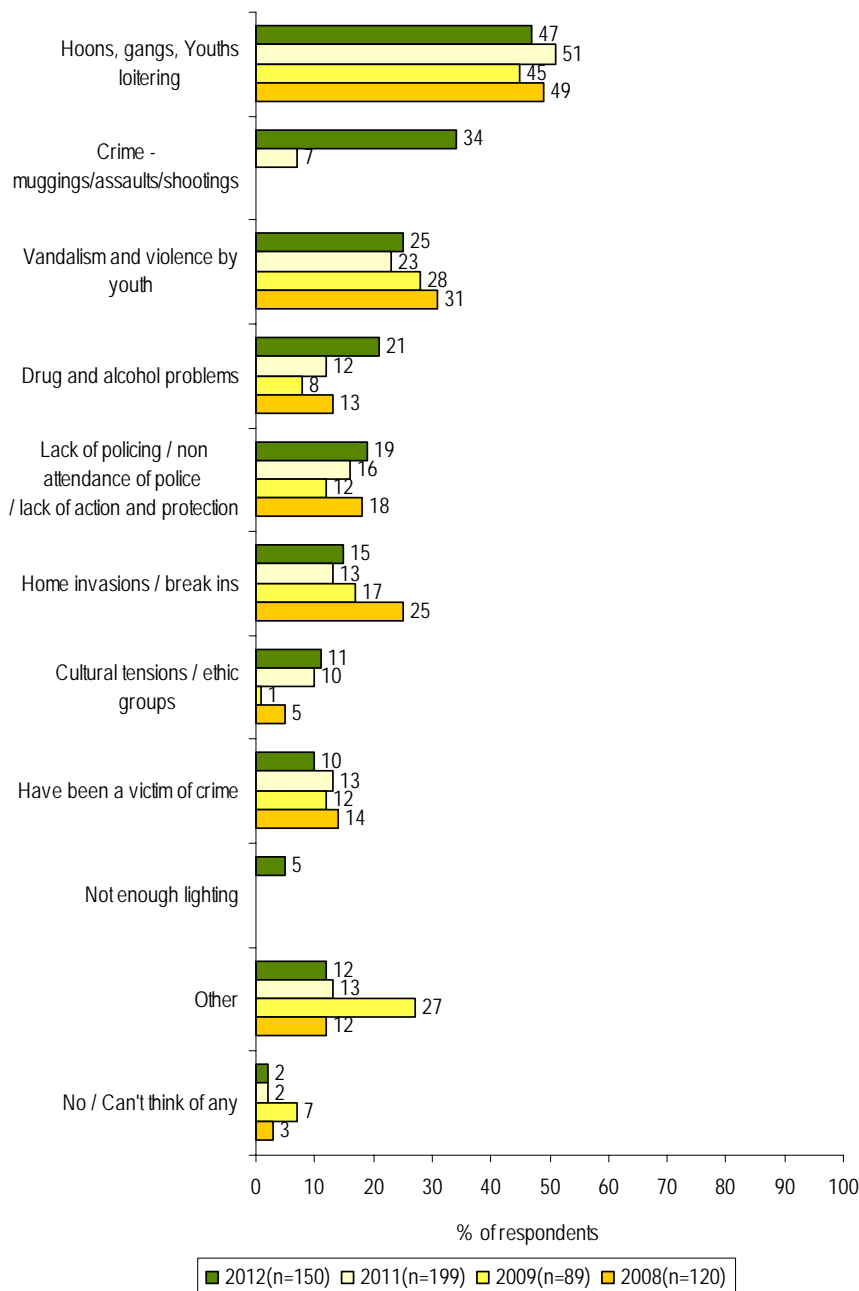
- Respondents who reported that they feel unsafe (0-5 out of 10, n=150 this year) were asked whether there was a specific location where they felt unsafe.
- Almost a third (31%) indicated that the train station was where they feel unsafe, reflecting a significant increase from 15% in 2011 and 16% in 2009.
- One in five (21%) of these respondents reported Salisbury/Salisbury North or Salisbury centre or town centre as the main locations they felt unsafe (a significant decrease from 32% in 2011).
- This was followed by the interchange (22%, a marginal increase from 21% in 2011), "all areas, everywhere" and Elizabeth (16% and 13% respectively) and Parabanks (12%).
- In addition, nearly a third (29%) of respondents made "other", un-coded responses (up significantly on 11% in 2011). A table of these other comments is shown overleaf, to provide more detail about specific areas where residents feel unsafe.
- There were relatively minor variations across most socio-demographic sub-groups in terms of locations where they feel unsafe.
- One notable exception was when locations were analysed by gender. Males showed a significantly high incidence of citing the Interchange as a place they feel unsafe (31% of males versus 14% of females) whereas females felt more vulnerable out on the street (17% versus 1% of males), in parks / reserves (13% versus 3% of males) and also at the train station (38% versus 22% of males).

Location where feel unsafe in Salisbury area – ‘Other’ comments

Where live:	Location where feel unsafe:
Ingle Farm	When getting petrol at night no specific one
Ingle Farm	The Paddocks (2 mentions)
Salisbury Park	Smithfield, Davoren Park and the general area around here
Ingle Farm	Pooraka interchange.
Paralowie	Parafield Gardens (4 mentions)
Burton	Walking the streets at night (4 mentions; Burton, Salisbury, Pooraka, Salis. East)
Mawson Lakes	Next door to where I live, have called police and council numerous times
Ingle Farm	Near North Ingle Primary School, gang of 49 hang around there and surrounding streets.
Walkley Heights	My street
Gulfview Heights	Main North Road side. Salisbury Park.
Para Vista	Para Vista
Ingle Farm	Para Hills wetlands
Para Hills West	Para Hills West
Brahma Lodge	John St (4 mentions)
Walkley Heights	Ingle Farm, backstreets
Burton	In my home
Salisbury North	In my home, been broken into 5 times
Paralowie	Cinemas
Salisbury Heights	Car parks
Paralowie	Boulevard Rd near KFC Junction/ Hungry Jack etc
Walkley Heights	Around our neighbourhood
Salisbury Downs	Areas around Eureka Hotel
Salisbury East	Adaleigh Avenue, Salisbury East

PARTICULAR REASON WHY FEEL UNSAFE

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



Reason feel unsafe in Salisbury Council area ¹⁷

- The same respondents were asked why they feel unsafe in the Salisbury area. Nearly half of these respondents reported 'hoons, gangs, youths loitering' as the reason they felt unsafe (47% versus 51% in 2011).
- Showing a dramatic increase in the incidence of being cited as the reason residents feel unsafe was the issue of violent crime, such as muggings, assaults, shootings (34% mentioned this, up from 7% in 2011 and not mentioned in the two previous monitors).
- A slightly higher proportion said they feel unsafe due to vandalism and violence by youth (25%, up from 23% last year and seeming to reverse a slight downward trend).
- Also showing slight increases compared with 2011 results were:
 - ~ Drug and alcohol problems (21%, up from 12%)
 - ~ Lack of policing / non-attendance of police (19% versus 16%)
 - ~ Home invasions / break-ins (15% versus 13%), and
 - ~ Cultural tensions / ethnic groups (11% versus 10% last year)
- Socio-demographic variations of significance were:
 - ~ Females were significantly more likely to report 'cultural tensions / ethnic groups compared with males' (18% vs 2% of males).
 - ~ Young residents (15 to 34 years) were more likely to cite 'drug and alcohol problems' than all other age cohorts (39% vs 21% overall).
 - ~ Lone / group households showed a significantly high incidence of citing 'hoons, gangs, youths loitering' (67% versus 47% of all of these respondents).

- Some of the "Other" responses (12%) included the following quotes:

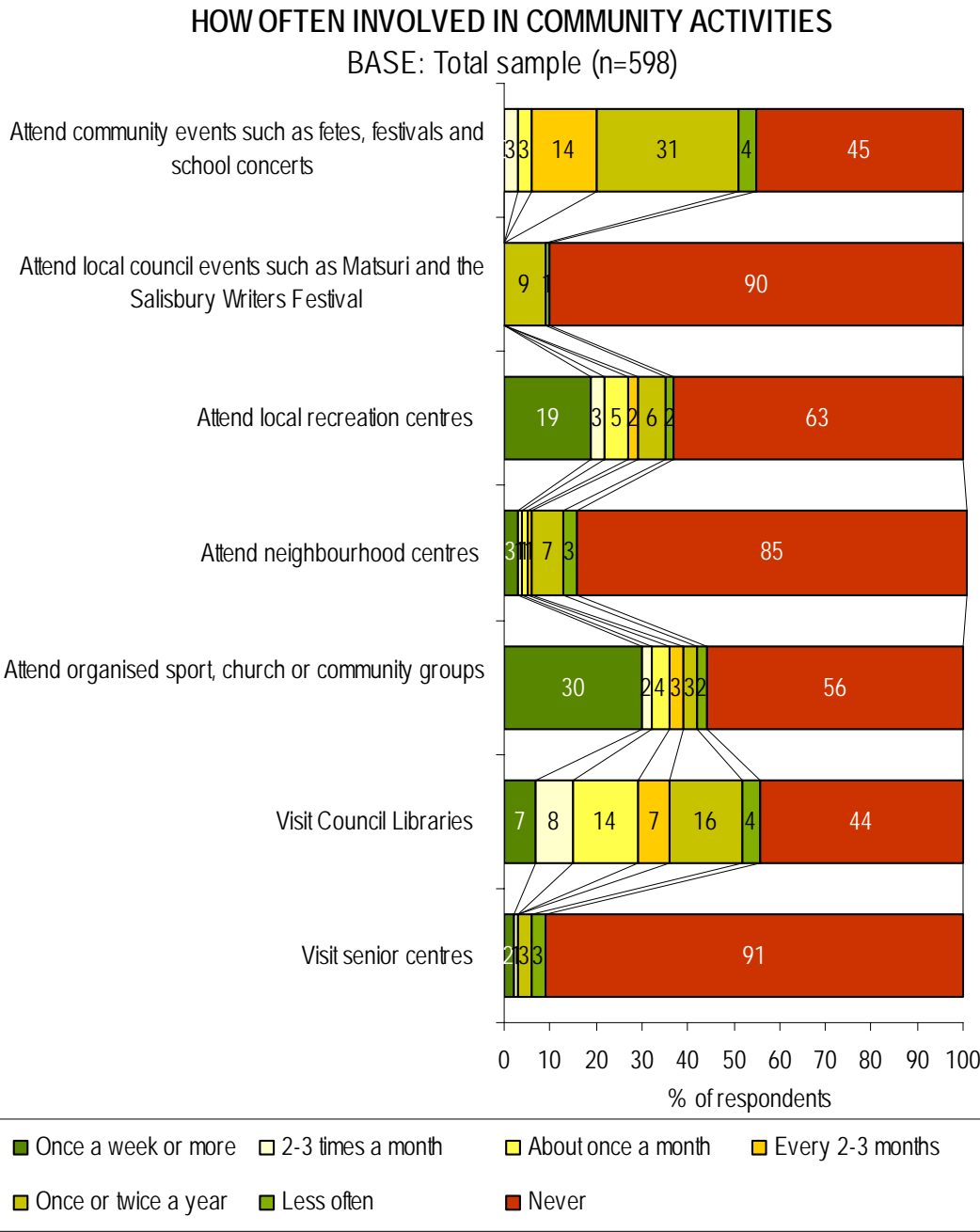
"Poor lighting in interchange locations, no security, would not park my car there night or day".

"Lake Windemere is too dark it makes me feel unsafe at night when there a unsavoury people around, gangs of youth."

Involvement in the Salisbury Council Community

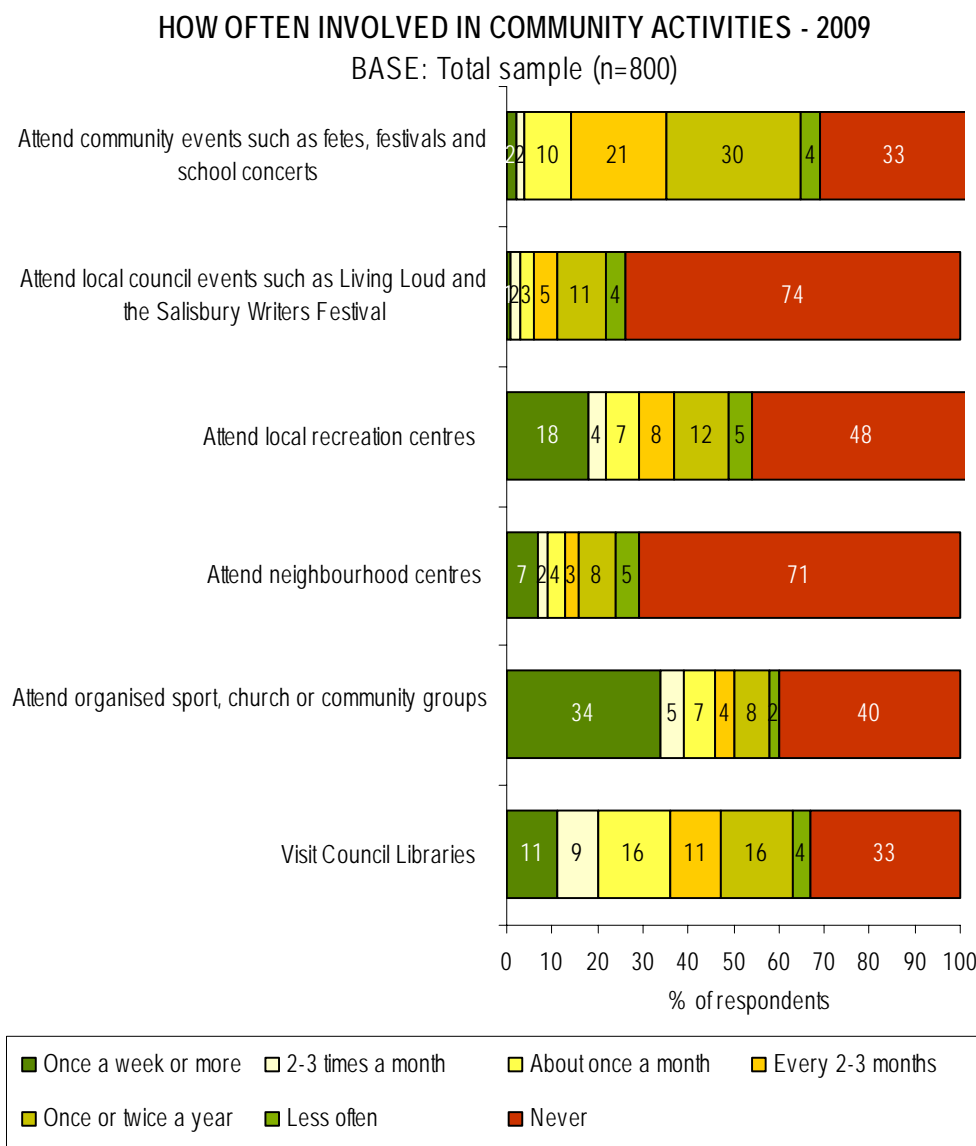
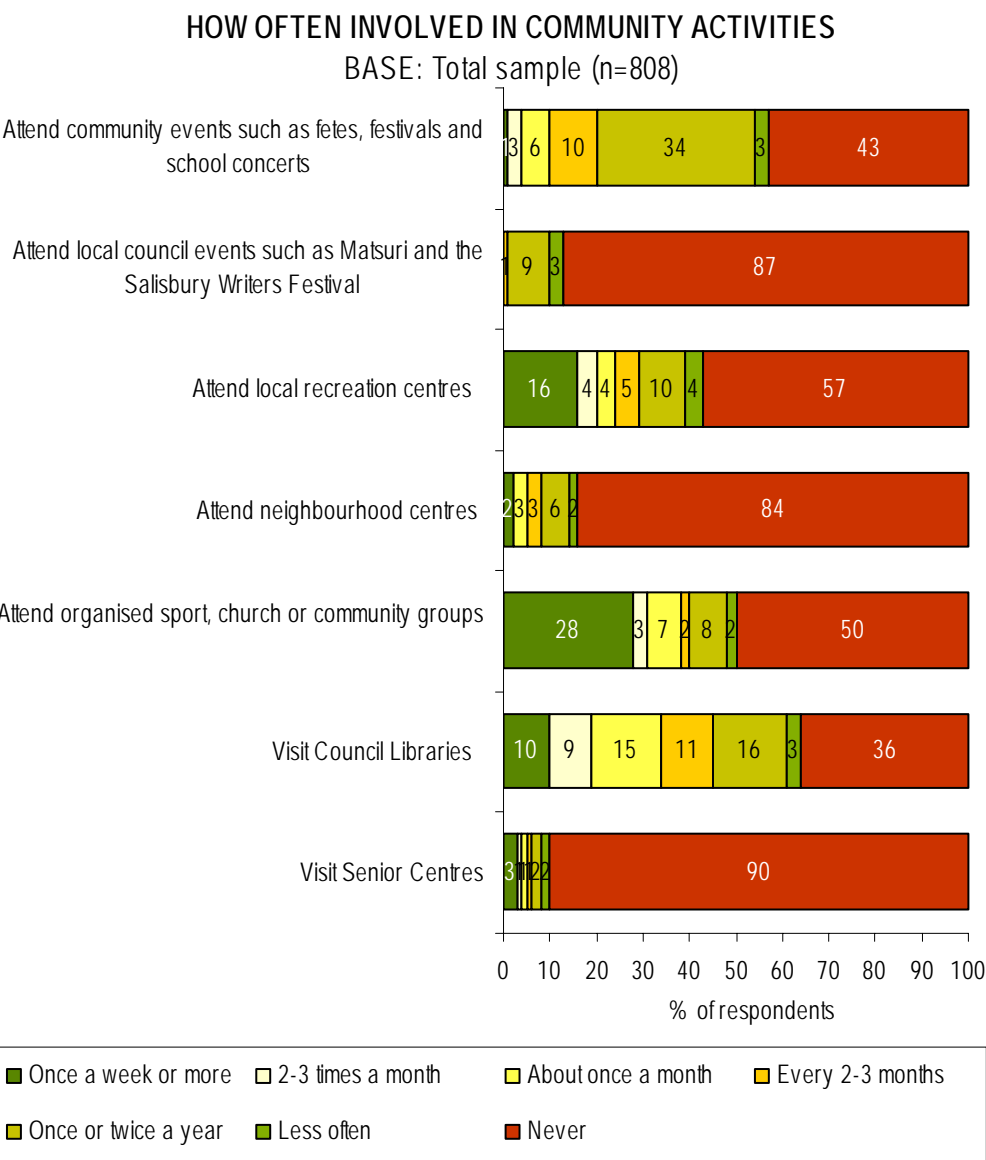
How often involved in community activities

- Respondents were read out a number of community activities and asked how often, if at all, they were involved in each of them.
- As can be seen in the chart alongside, the activity which gained the most frequent involvement was “attending organised sport, church or community groups” (30% attend at least once per week or more often). This is similar to the findings in 2011 (28% involved weekly), although the proportion who said they are never involved in this type of activity is increasing over time (56%, up from 50% in 2011 and 40% in 2009).
- Local recreation centres also attract regular attendance, with 19% stating they are involved with local recreation centres at least weekly or more often (similar to previous monitors).
- The Council Libraries attract relatively regular community involvement, with more than one in four (29%) residents reporting they visit at least once a month or more often. On the other hand, two fifths (44%, up from 36% last year) reported they 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 (91%, 90% and 85% respectively said they never get involved in these community activities).
- When compared with the findings for the last two monitors (as per graphs on the following page), higher proportions indicated they are never involved in community activities in the current survey, across all of these activity types.



How often involved in community activities

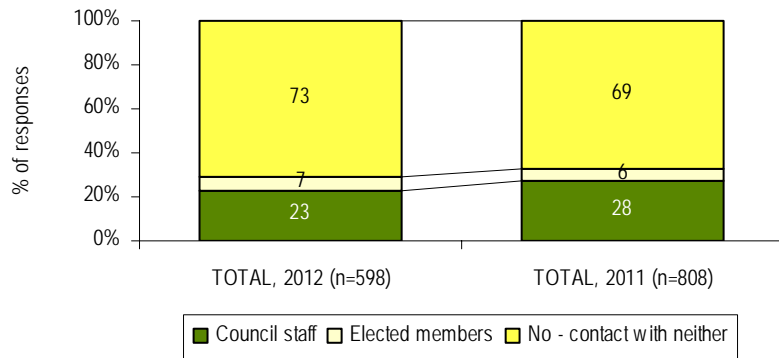
■ Involvement in community activities over time, results for 2011 and 2009 (NOTE: "Visit Senior Centres" was added in 2011).



Interaction and satisfaction with Council staff and Elected members

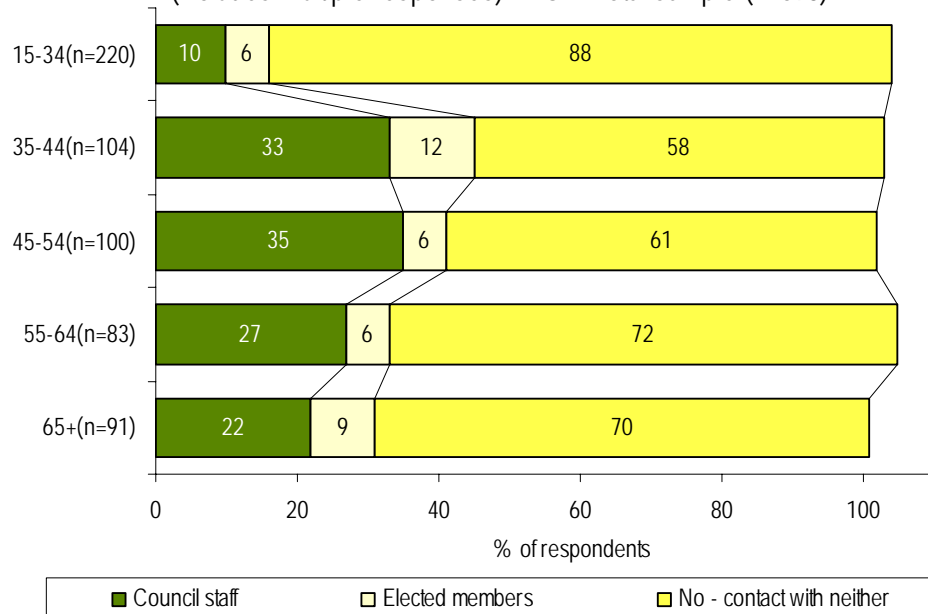
Had contact with Council staff or elected members

HAD CONTACT WITH STAFF OR ELECTED MEMBERS
(includes multiple responses) BASE: Total sample



- 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 top chart indicate a slightly larger proportion of respondents have not had contact with either Council staff or Elected members compared with last year (73% vs 69%).
- Less than one in three (30%) of all respondents have had some form of contact, 23% of which was with a staff member, and 7% with an elected member. This means that 3% of these respondents have had contact with both Council staff and elected members. The incidence of having had contact with Council staff has declined by 5% compared with last year.
- The age cohort most likely to report contact with a council staff member has also changed since last year. In the current monitor 45 to 54 year olds were most likely (35%) to have contacted Council staff (versus 55-64 year olds last year at 41%). However, if including elected members as well as Council staff, it is the 35 to 44 cohort (that is, families in the young to middle life-stages) who were most likely to report contact (45%).
- Notable also was the finding that, among respondents whose household income is \$100,000 or more, a high incidence of having made contact with Council was reported.
- Not surprisingly perhaps, least likely to have made contact were 15 to 34 year olds (16% had contact with Council staff or elected members).
- Another interesting finding was that unemployed residents (which includes anyone either not working or retired) showed a high incidence of having contacted their elected member (12% versus 7% overall).

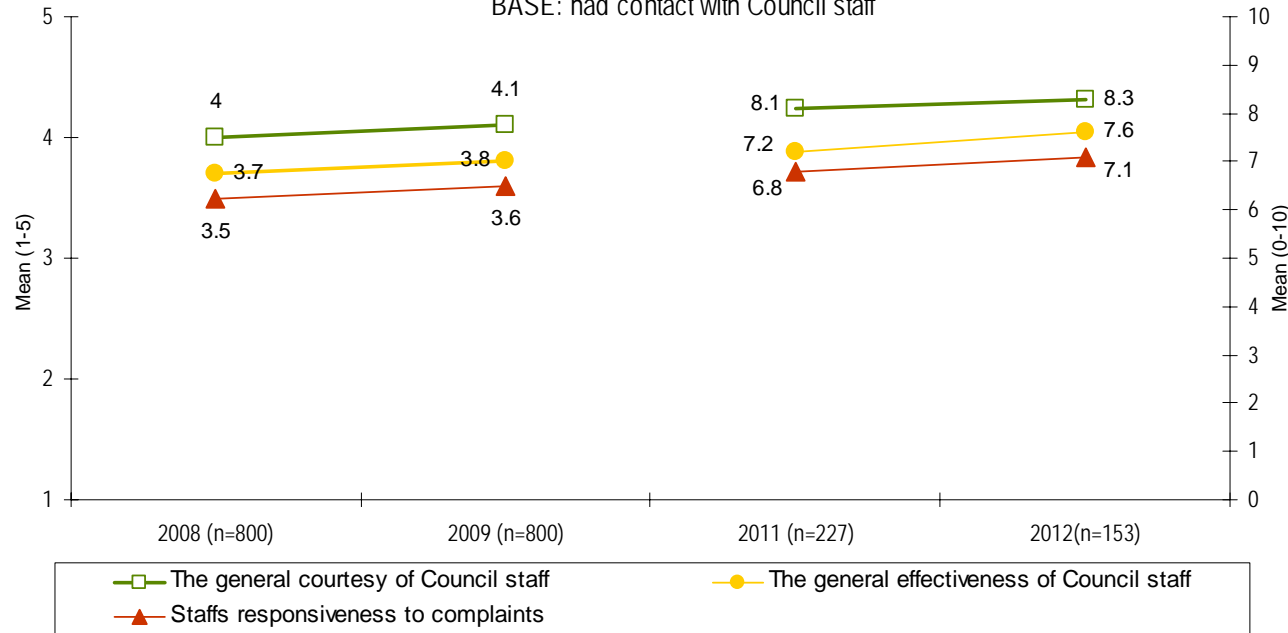
HAD CONTACT WITH STAFF OR ELECTED MEMBERS
(includes multiple responses) BASE: Total sample (n=598)



Satisfaction with contact

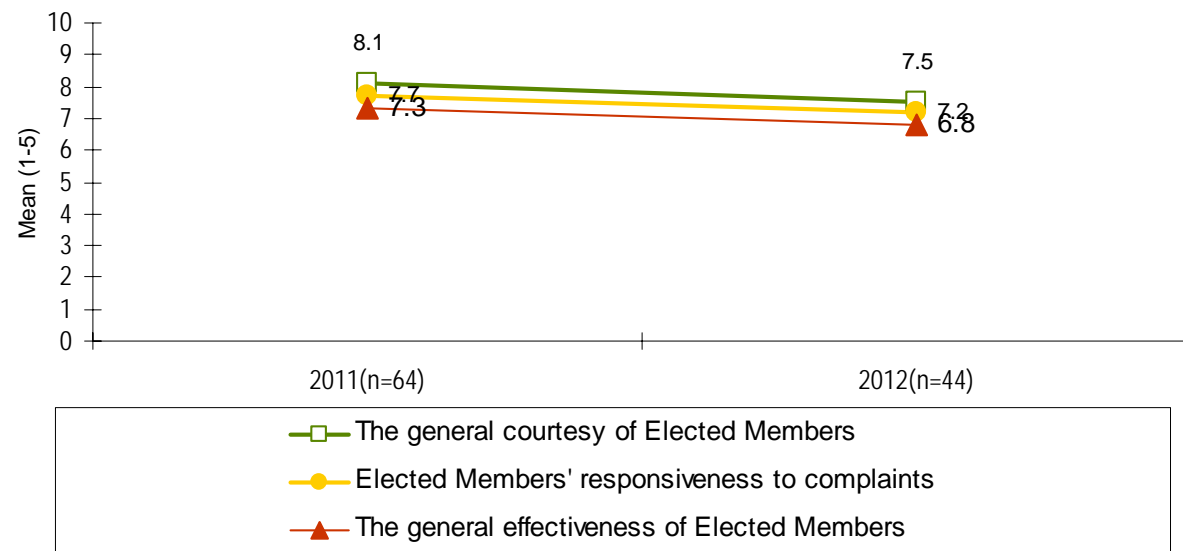
SATISFACTION WITH CONTACT WITH COUNCIL STAFF

BASE: had contact with Council staff



SATISFACTION WITH CONTACT WITH ELECTED MEMBERS

BASE: had contact with Elected Members



- Respondents who had contact with a council staff member (n=153), 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 (8.3 out of 10), followed by general effectiveness (7.6) and the responsiveness to complaints (7.1).
- Noteworthy was the comparison over time, with an upward trend in satisfaction with contact with Council staff noted across the four monitors.
- The most notable variation when analysed by socio-demographics was the finding that satisfaction with these aspects of contact with Council staff increased exponentially with age. Females also showed higher satisfaction with each aspect compared with males.
- Across the same three performance indicators, in terms of contact with elected members, declines in satisfaction rates were noted compared with last year (no previous data collected on this kpi):
 - ~ General courtesy (7.5 mean down from 8.1)
 - ~ Responsiveness to complaints (7.2 from 7.7)
 - ~ General effectiveness (6.8 from 7.3).
- There were no variations in satisfaction rates when analysed by socio-demographic or economic profile.

Quality of Life in Salisbury Council area

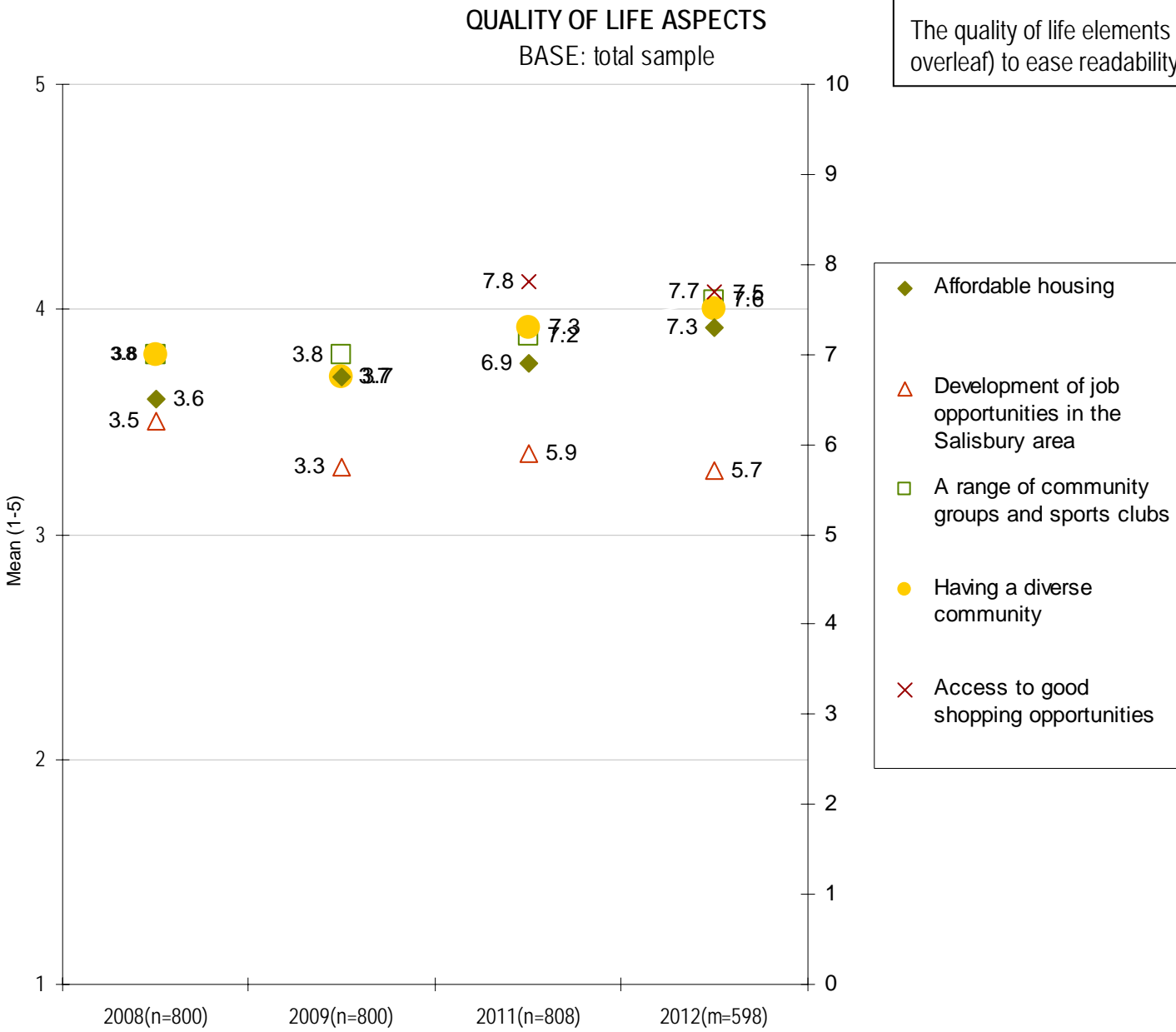
Ratings Explanation

- The following questions, about satisfaction with specific aspects which represent quality of life for residents, have used a 0 to 10 scale (0 being extremely dissatisfied and 10 being extremely satisfied).
- As a general rule, ratings can be interpreted as follows:
 - Ratings of between 7.0 and 8.0 are considered satisfactory. However, the relative importance of these factors should be examined to make sure that any services performing nearer to 7.0 out of 10.0 are not also important to residents and therefore will drive dissatisfaction if not performed to a satisfactory standard.
 - Ratings under 7.0 are considered to be below a satisfactory level. However, this does not necessarily mean that resources need to be allocated to improve performance of low rating services, this will depend on the relative importance of the aspects to the community.
 - Ratings above 8.0 are an indication that satisfaction is at a better than satisfactory level and a maintenance strategy should be employed to ensure continued satisfaction is maintained.
- As mentioned above, an aspect of either quality of life attributes or service elements which rates above or below 7.0 out of 10.0 does not necessarily change the priority of that attribute in the overall operation of Council services. This will depend on the derived importance of each element or attribute. The derived importance graphs are shown at the end of the satisfaction with Quality of Life attributes and also at the end of the section on satisfaction with Council Services.

Satisfaction with quality of life elements

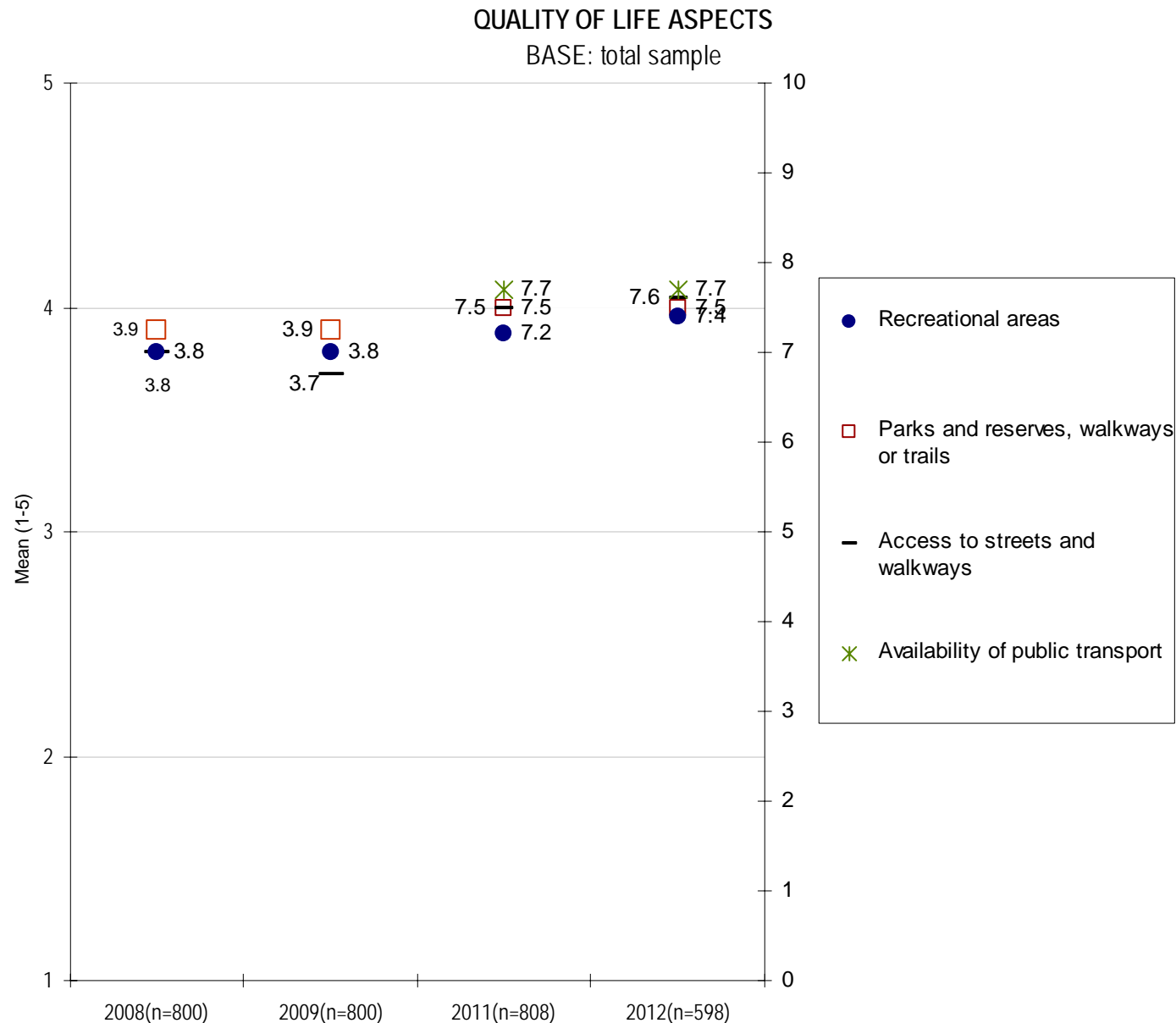
Respondents were read out a list of quality of life elements, and asked to rate their satisfaction with each, using a scale of 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.

The quality of life elements have been divided into four charts (found overleaf) to ease readability.



- As can be seen in the chart to the left, residents satisfaction with affordable housing has continued its gradual increase over time, reaching just under 7.3 in 2012.
- Development of job opportunities has slightly decreased, continuing an overall downward trend over time (5.7, down from 5.9 in 2011).
- Having a diverse community, and also a range of community groups and sports clubs have both increased slightly (7.5 rating for each).
- Access to good shopping opportunities, was rated at 7.7 mean, compared with 7.8 in 2011 (so, on par).

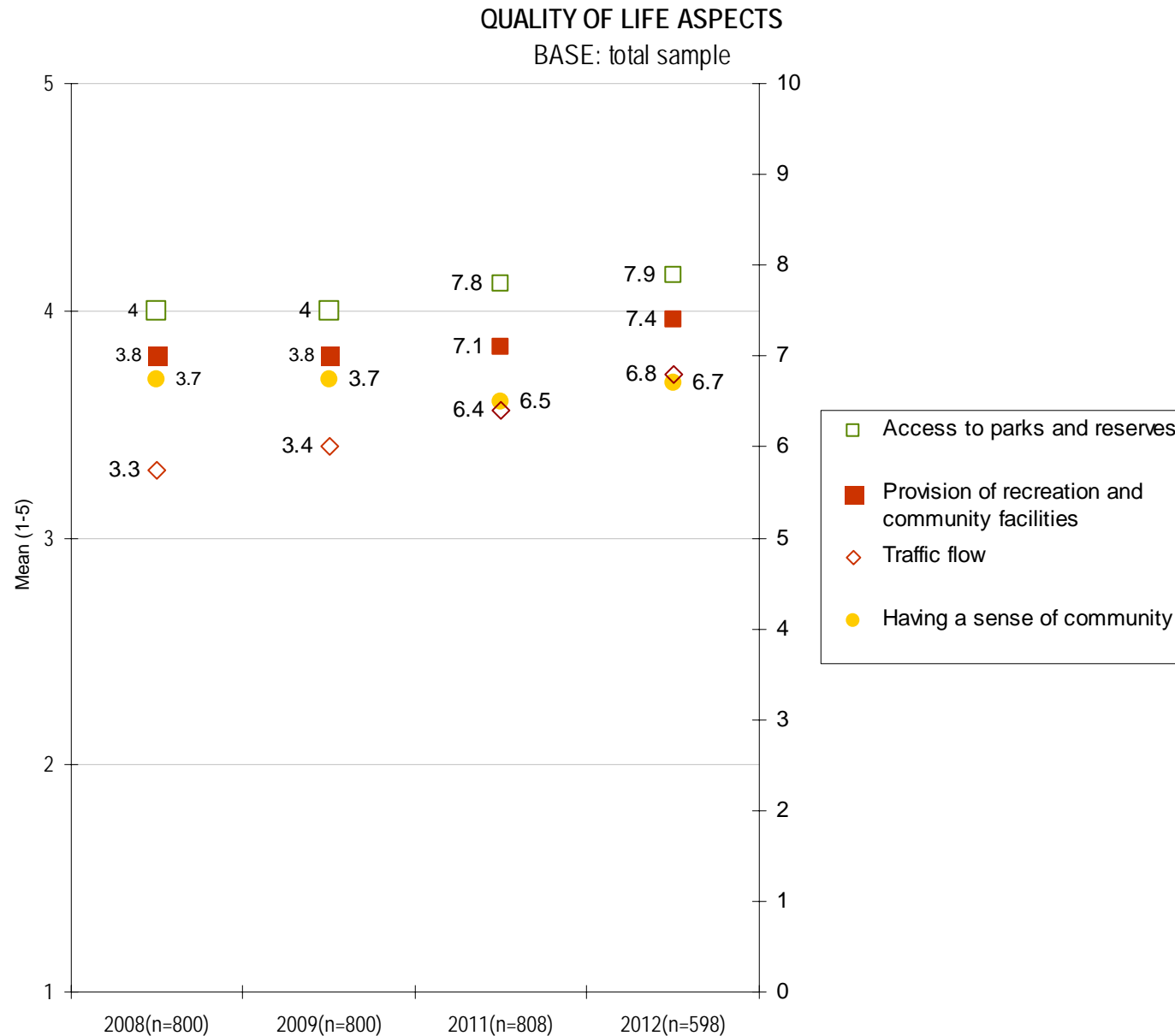
Satisfaction with quality of life elements



Satisfaction with recreational areas (7.4), access to streets and walkways (7.4), parks and reserves (7.5) and availability of public transport (7.7 mean) have all either remained stable or increased slightly since 2011.



Satisfaction with quality of life elements



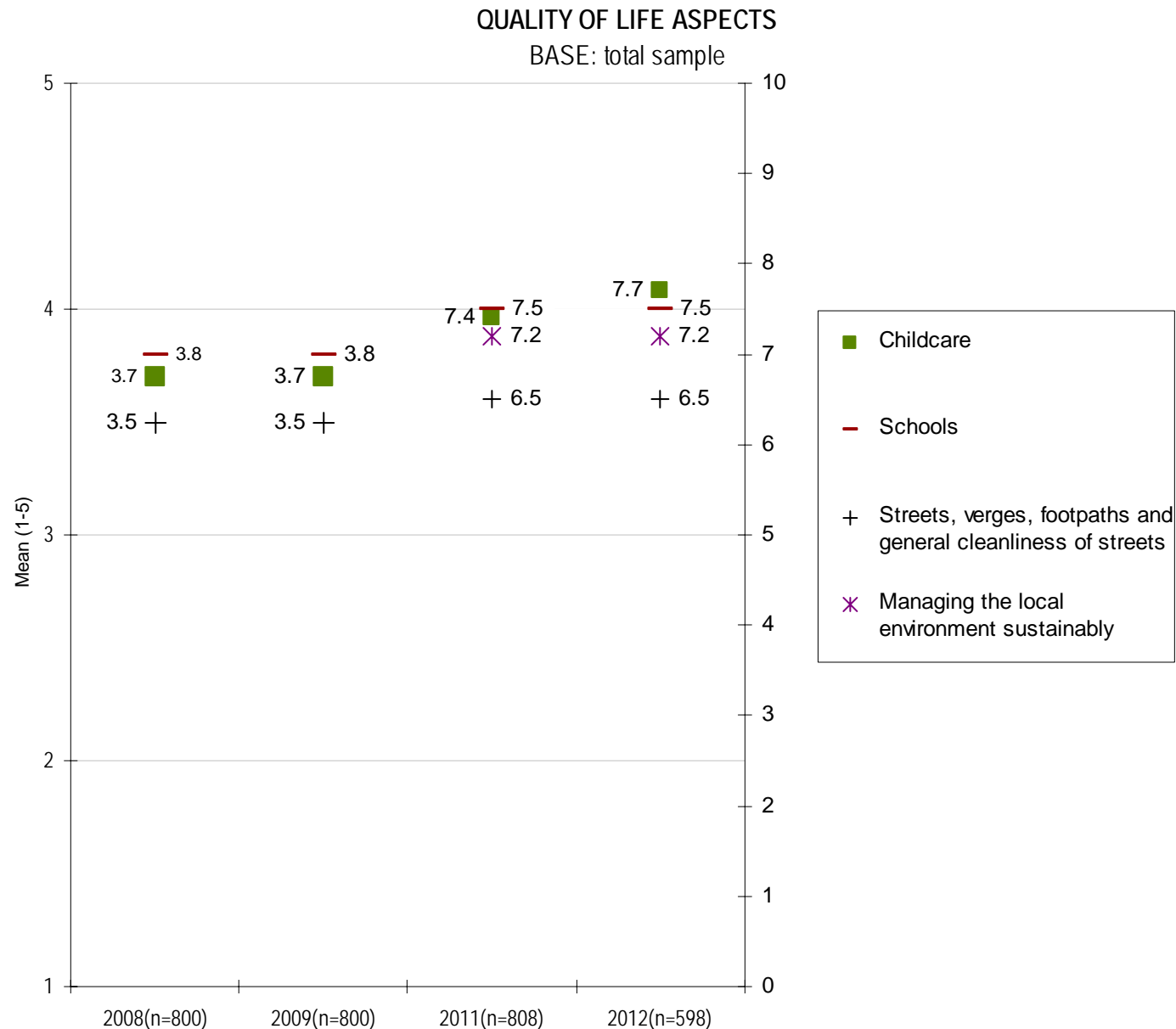
In the current monitor, access to parks and reserves, provision of recreation and community facilities, traffic flow and having a sense of community have all increased slightly since 2011.

Each of these quality of life elements are showing upward trends over time (except having a sense of community, which showed a decline in satisfaction in 2011 but is back to near former satisfaction levels).

The gradual increase in satisfaction with the other elements suggests that improvements to parks, facilities and traffic management have been recognised by the community and led to upward trends in satisfaction with these elements.



Satisfaction with quality of life elements

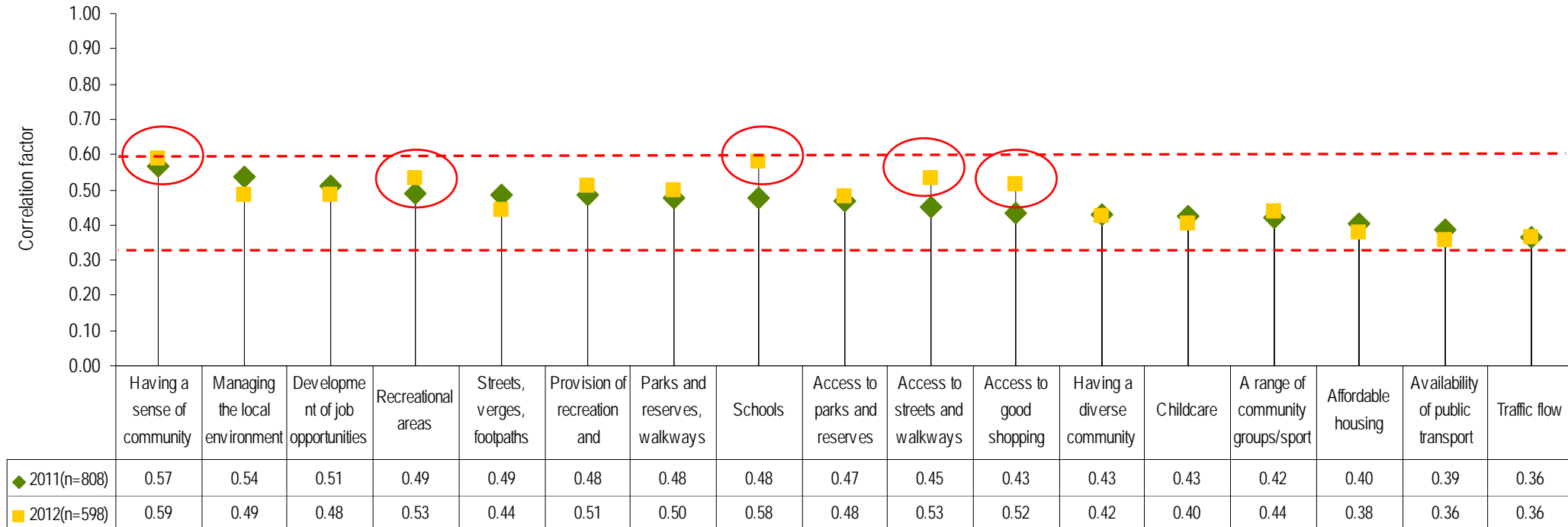


- Childcare has shown an increase in satisfaction, both with 2011 (7.7, up from 7.4 mean) and also over time since 2008.
- Schools, managing the local environment sustainably and also streets (including verges, footpaths and general cleanliness of streets) all remained stable compared with last year (7.5, 6.5 and 7.2 mean scores respectively).
- As was noted in 2011, 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

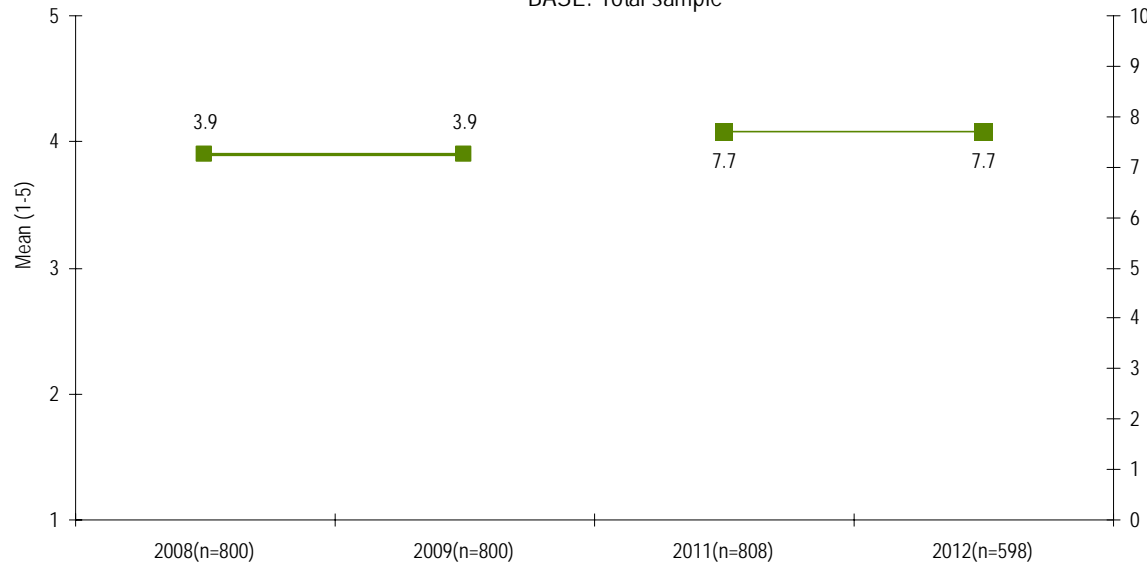


- Correlation was also undertaken to provide a measure of derived importance for each of the quality of life elements to determine their role in driving overall satisfaction with quality of life.
- As can be seen in the chart above, all elements play a role in the overall quality of life (no stand out elements), although the most influential have been circled. With the exception of “having a sense of community”, the other slightly more important elements, that is: “schools”, “access to streets and walkways”, “recreational areas” and “access to good shopping”, have taken on greater importance in the last 12 months in driving satisfaction with quality of life.
- Conversely, “managing the local environment”, “streets, verges and footpaths” and “development of job opportunities” have declined in importance since 2011.
- Whilst having “a sense of community” was shown to be the most important quality of life element (0.59 importance factor) and therefore is something of a priority, residents were clearly not as satisfied with this element as they could be (rated at 6.7 for satisfaction). The other four, important quality of life elements were rated quite highly for satisfaction (between 7.4 and 7.6 mean scores), suggesting that Council is prioritising these elements well enough to satisfy residents.

Overall satisfaction with quality of life

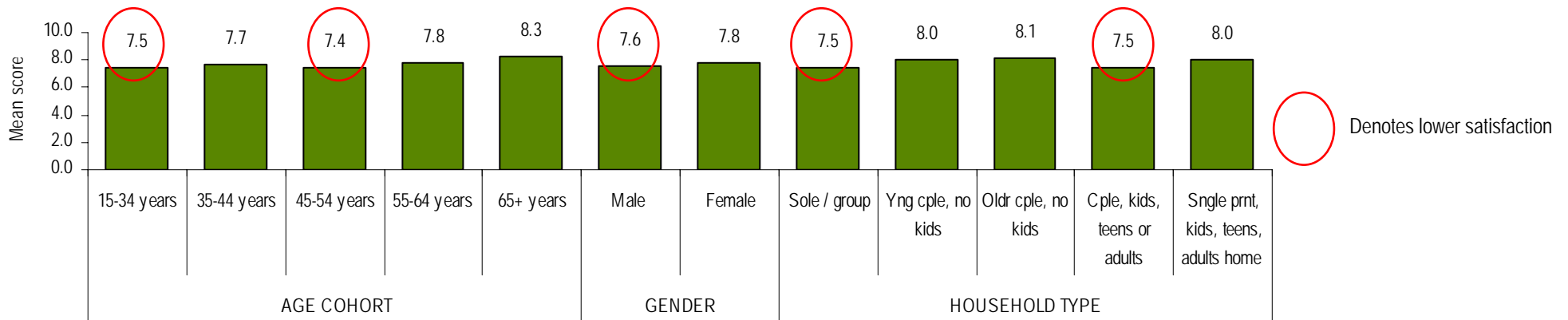
OVERALL SATISFACTION WITH QUALITY OF LIFE IN SALISBURY COUNCIL AREA

BASE: Total sample

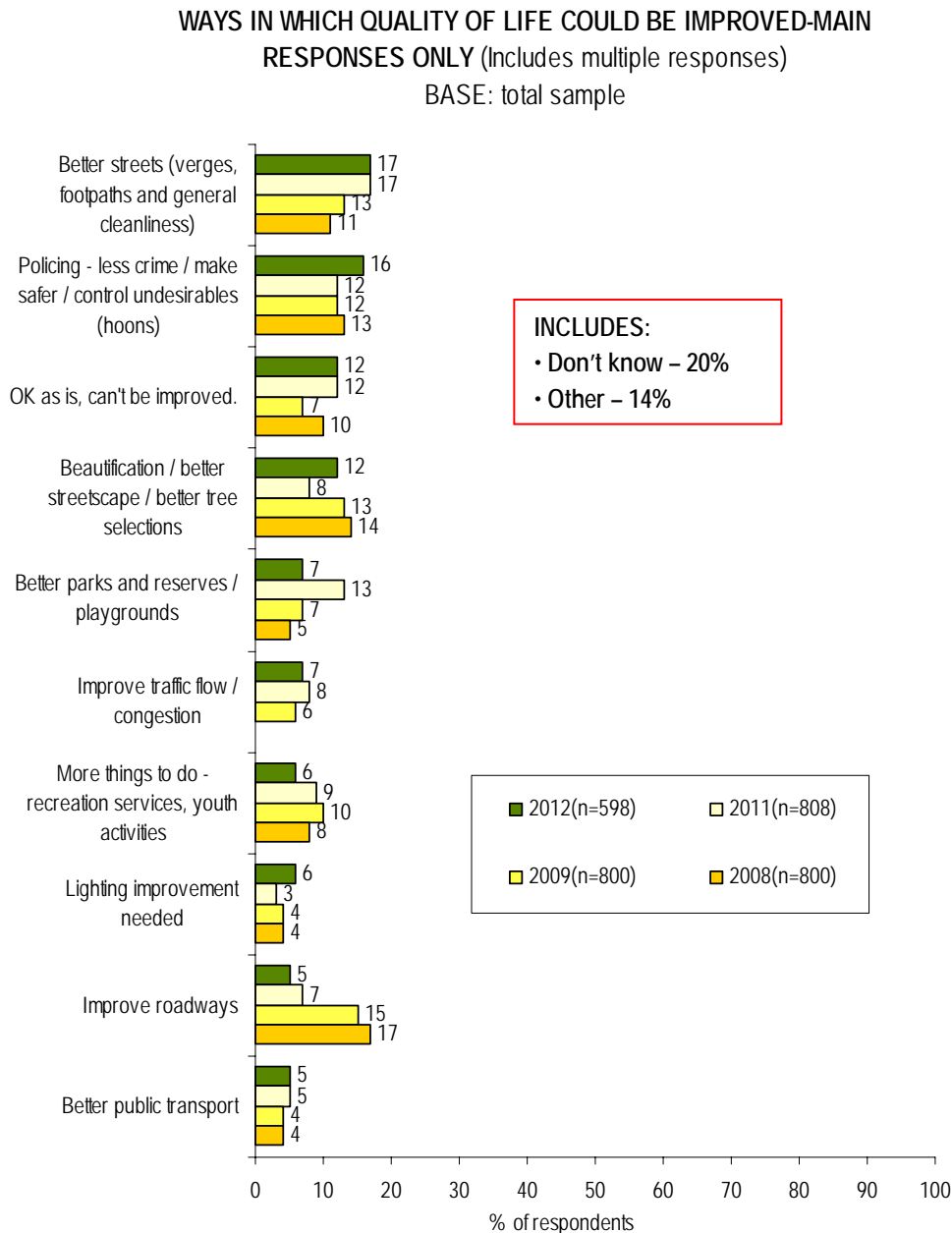


- Respondents were asked, overall, how satisfied they were with the quality of life in the Salisbury Council area, using a 0-10 scale, with 0 being extremely dissatisfied, and 10 being extremely satisfied.
- Respondents rated this aspect at a mean score of 7.7, on par with 2011.
- Interestingly, the youngest cohort, males and also those in the middle family life-stage were least satisfied with the quality of life.
- On the other hand, older respondents, either young or older families with no children and also single parents with children or young adults at home showed the highest levels of satisfaction with the quality of life.

OVERALL SATISFACTION WITH QUALITY OF LIFE, BY SOCIO-DEMOGRAPHICS



How could quality of life be improved

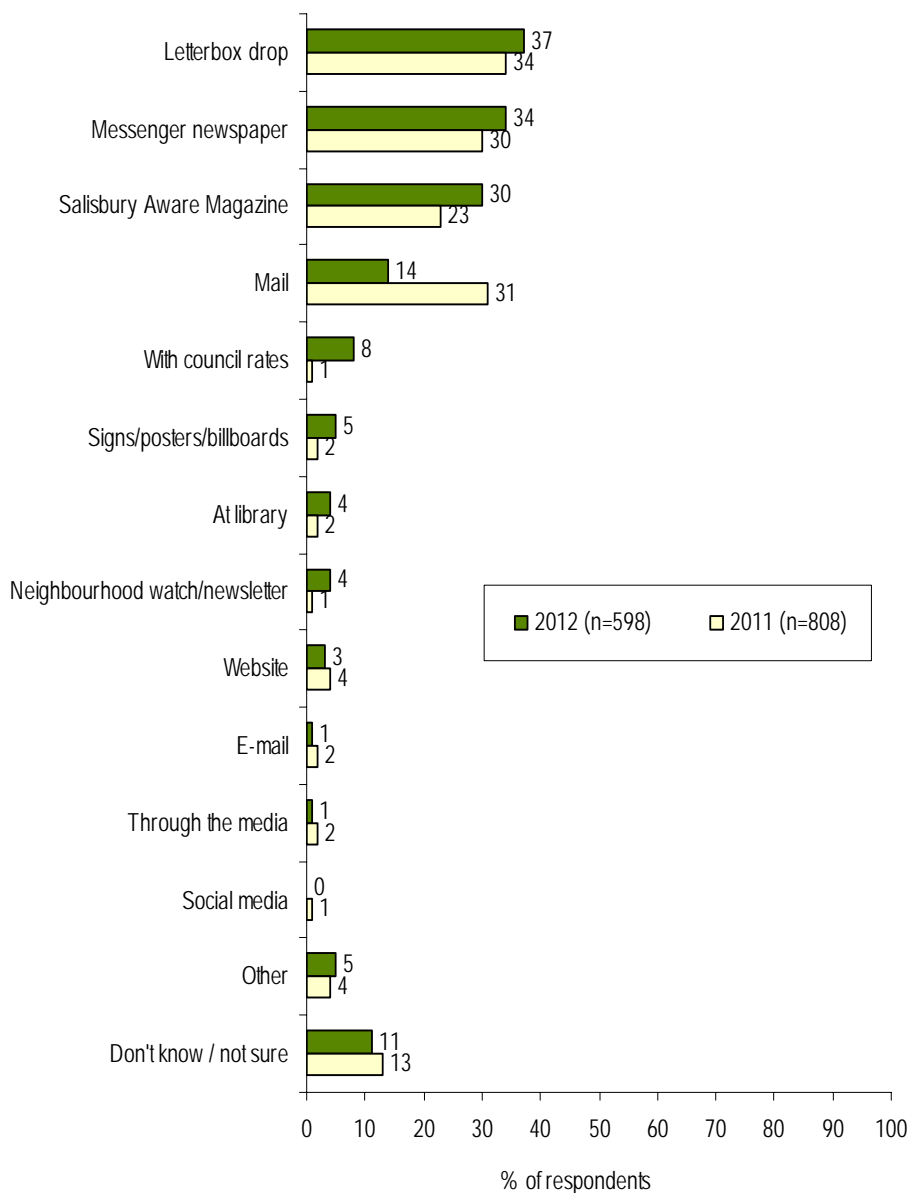


- Respondents were asked in what ways, if any, they think the quality of life in the Salisbury Council area could be improved.
- The main suggestions to improve the quality of life were;
 - ~ improve streets, including verges footpaths and general cleanliness (17%, on par with 2011),
 - ~ policing (less crime, make safer and control undesirables) (16%, up from 12% in 2011), and
 - ~ beautification (including improving streetscape, better tree selection) (12%, a slight increase compared with last year, but not at the 2008-09 levels).
- Other improvements mentioned by at least 5% of respondents were;
 - ~ Better parks, reserves and playgrounds (7%, reflecting a decline from 13% last year but on par with 2009).
 - ~ Improve traffic congestion and traffic flow (7%)
 - ~ More things to do (including recreational services, youth activities) (6%)
 - ~ Lighting improvement needed (6%, up from 3% last year).
 - ~ Improve roadways (5%), continuing a declining trend in mentions.
 - ~ Better public transport (5%).
- 12% of respondents reported comments along the lines of 'okay as is, can't be improved' (on par with 2011). A further one in five could not put forward an opinion.
- Younger respondents (15-34 year olds) were significantly more likely to report: policing (less crime, make safer and control undesirables) (24%), more things to do (including recreation services, youth activities) (11%) and graffiti, faster removal / better management (11%)..
- Females were significantly more likely to mention: better streets including verges footpaths and general cleanliness (22%), beautification (including improving streetscape, better tree selection) (16%) and also lighting improvement needed (9%).

Information and communication with Salisbury City Council

Communication from Salisbury City Council

WAYS IN WHICH COUNCIL COMMUNICATES
(Includes multiple responses) BASE: total sample



When asked how Salisbury City Council keeps them informed about events and services, the main sources of information were nominated by higher proportions of respondents than last year, indicating that more residents obtain information through a wider range of mediums.

Over a third of respondents reported letter box drops (37%, up from 34%) and Messenger newspaper (34%, up from 30% in 2011), followed closely by the Salisbury Aware Magazine (30%, up from 23%). This finding clearly demonstrates that Salisbury Aware is becoming nearly as widely read in the Council area as the Messenger newspaper.

Showing a decline in incidence of being nominated as a source of communication was mail (14%, down from 31% in 2011). All other sources were relatively minor, although 8% of respondents indicated they received communication with their Council rates (versus 1% in 2011).

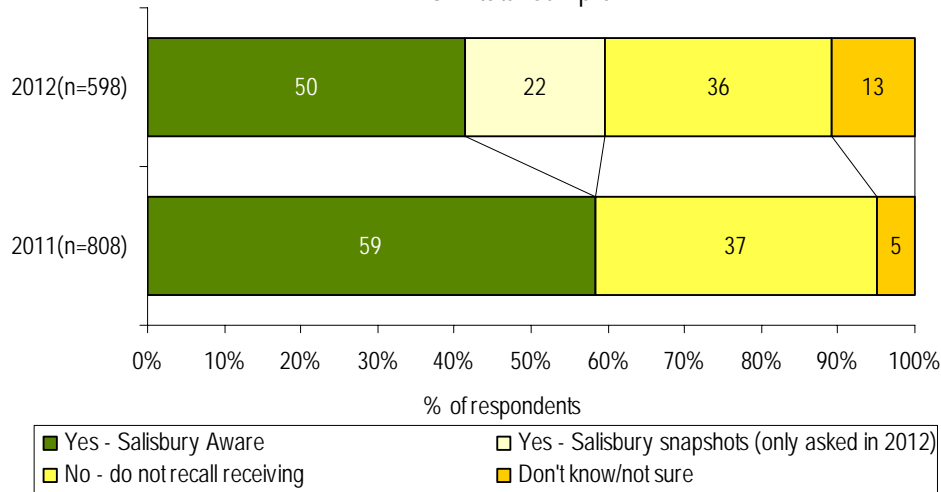
Significant variations by socio-demographic profile included the following:

- Among the youngest cohort (15 to 34 years) a relatively high 1 in 5 (21%) could not name a source of communication from Council, whilst this segment were slightly more likely to source information from signs / posters / billboards (9%) and at the Library (6%). One in three (33%) of these respondents access information from the letterbox drop, making this medium the most effective for reaching young people. None accessed information via social media.
- The oldest cohort (65+) were most likely to source information from Salisbury Aware (44%) and less inclined to source information from letterbox drop (26%).
- Females were more likely to nominate the Salisbury Aware magazine than males (39% and 22% respectively).
- Single parent families showed a quite high incidence of stating they source information from the Neighbourhood Watch newsletter (15% vs 4% overall).
- Among those who use the Internet daily or most days, 5% source information from the Council website (versus 3% overall), but none used social media.

Salisbury Aware and Salisbury Snapshots

RECALL RECEIVING SALISBURY AWARE MAGAZINE

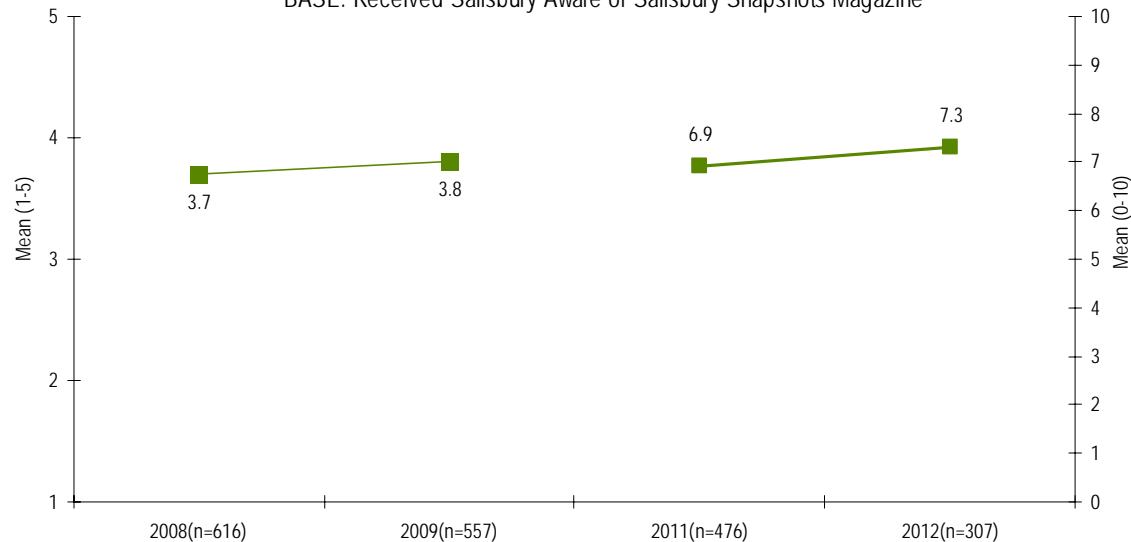
BASE: total sample



- Respondents were told that Salisbury Aware is published 3 times per year with the smaller Salisbury Snapshots in between. They were asked whether they recall receiving Salisbury Snapshots in May and Salisbury Aware in July this year.
- Note that, despite the graph alongside, these comparative results should be used with caution. Last year respondents were asked about a specific issue of Salisbury Aware published in March 2011 and Salisbury Snapshots was not mentioned. Therefore, the results are not directly comparable.
- Half (50%) of all respondents recalled receiving Salisbury Aware whilst a fifth (22%) recalled receiving Salisbury Snapshots.
- Just over a third (36%) of respondents do not recall receiving either of these publications and 13% don't know (meaning that nearly half are not sure or can't remember).

HOW WELL MAGAZINES MET INFO NEEDS

BASE: Received Salisbury Aware or Salisbury Snapshots Magazine



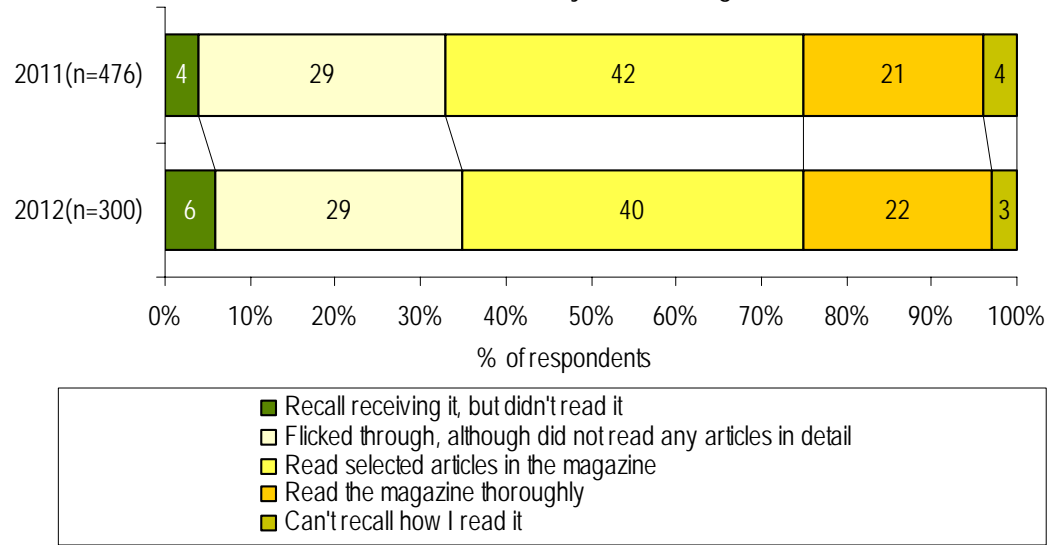
- Respondents who were aware of one or the other (or both) of these two magazines (n=307) were then asked how well they met their information needs, using a 0 to 10 scale. Note that, again, previously this question related only to Salisbury Aware Magazine, so care should be taken with comparisons over time.
- Having said this, there is a slight upward trend in rating the magazines for how well they meet residents' information needs (7.3 mean, up from 6.9 in 2011).
- There were no notable variations across socio-demographic sub-groups in terms of how well these magazines meet respondents' information needs.

How read Council magazines

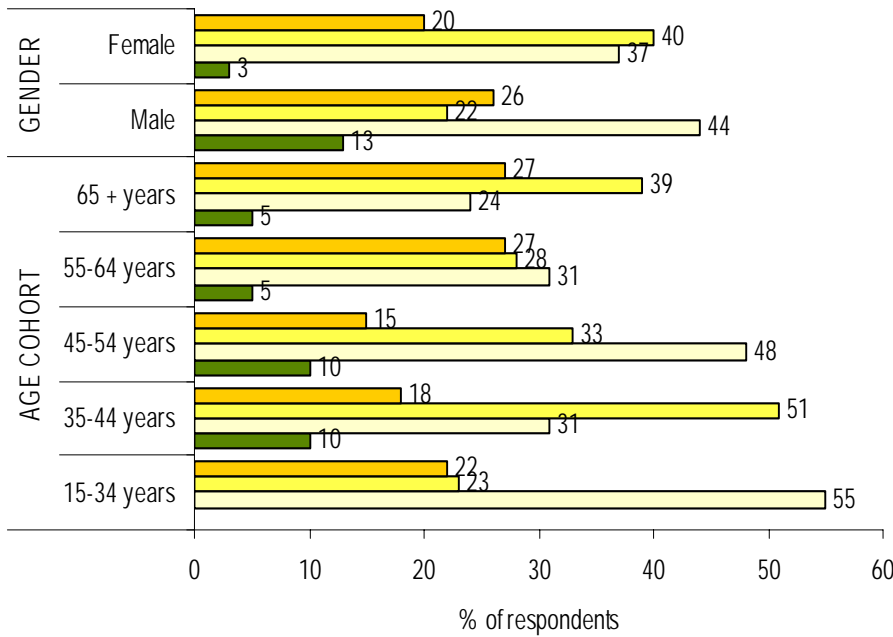
- Those who recalled receiving the Salisbury Aware magazine were also asked how they read it. This is shown in the chart below, compared with the same question asked in 2011.
- The magazine has a reasonable readership, with 40% indicating they read selected articles and a further 22% stating they read the magazine thoroughly. Nearly a third (29%) flick through but do not read any articles in detail.
- Just 6% did not read the magazine, although they recall receiving it whilst 3% cannot recall how they read the magazine.

HOW READ SALISBURY AWARE MAGAZINE

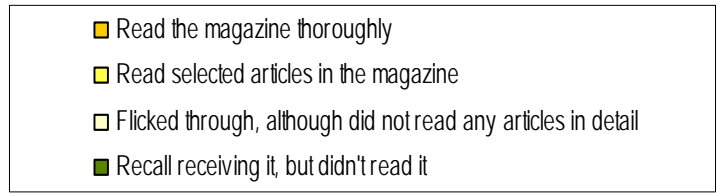
BASE: read Salisbury Aware Magazine



HOW READ SALISBURY AWARE MAGAZINE, BY DEMOGRAPHICS

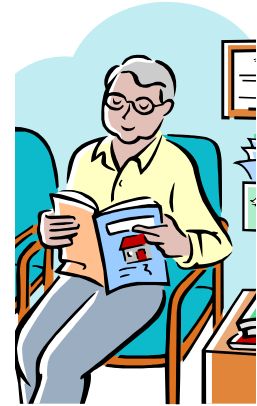


- There were some clear differences in how the magazine is read when analysed by socio-demographic segment.
 - ~ Females were more likely to have at least flicked through the magazine (13% of men didn't read it)
 - ~ Older respondents were more likely to state they read the magazine thoroughly (36% vs 22% overall)
 - ~ Families with teens / young adults at home (and 45 to 54 year olds) were more likely to flick through the magazine (38% and 52% respectively versus 29% overall).
 - ~ Those who are unemployed (including students, home duties, disability etc) were the least likely to state they read the magazine thoroughly (8% versus 22% overall).



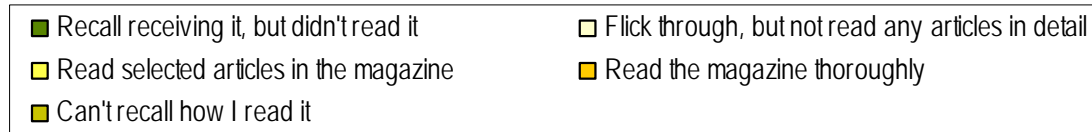
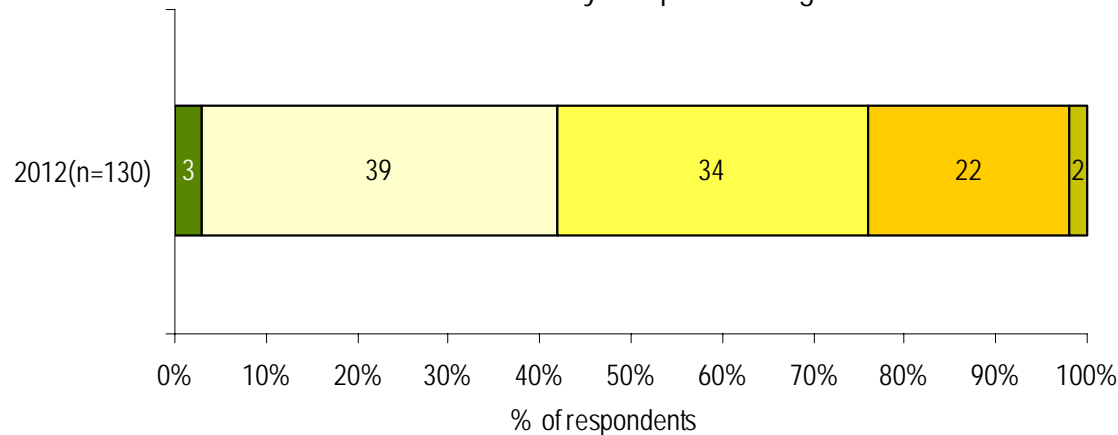
How read Council magazines

- Those who recalled receiving the Salisbury Snapshots were also asked how they read it. This is shown in the chart below, but the same question was not asked in 2011.
- Snapshots also has a reasonable readership, with 34% indicating they read selected articles and a further 22% stating they read the magazine thoroughly. Nearly two fifths (39%) flick through but do not read any articles in detail.
- Just 3% did not read the magazine, although they recall receiving it, whilst 2% cannot recall how they read the magazine.
- There were no statistically reliable differences in readership of the Salisbury Snapshots when analysed by demographic sub-group.



HOW READ SALISBURY SNAPSHOTS MAGAZINE

BASE: read Salisbury Snapshots Magazine

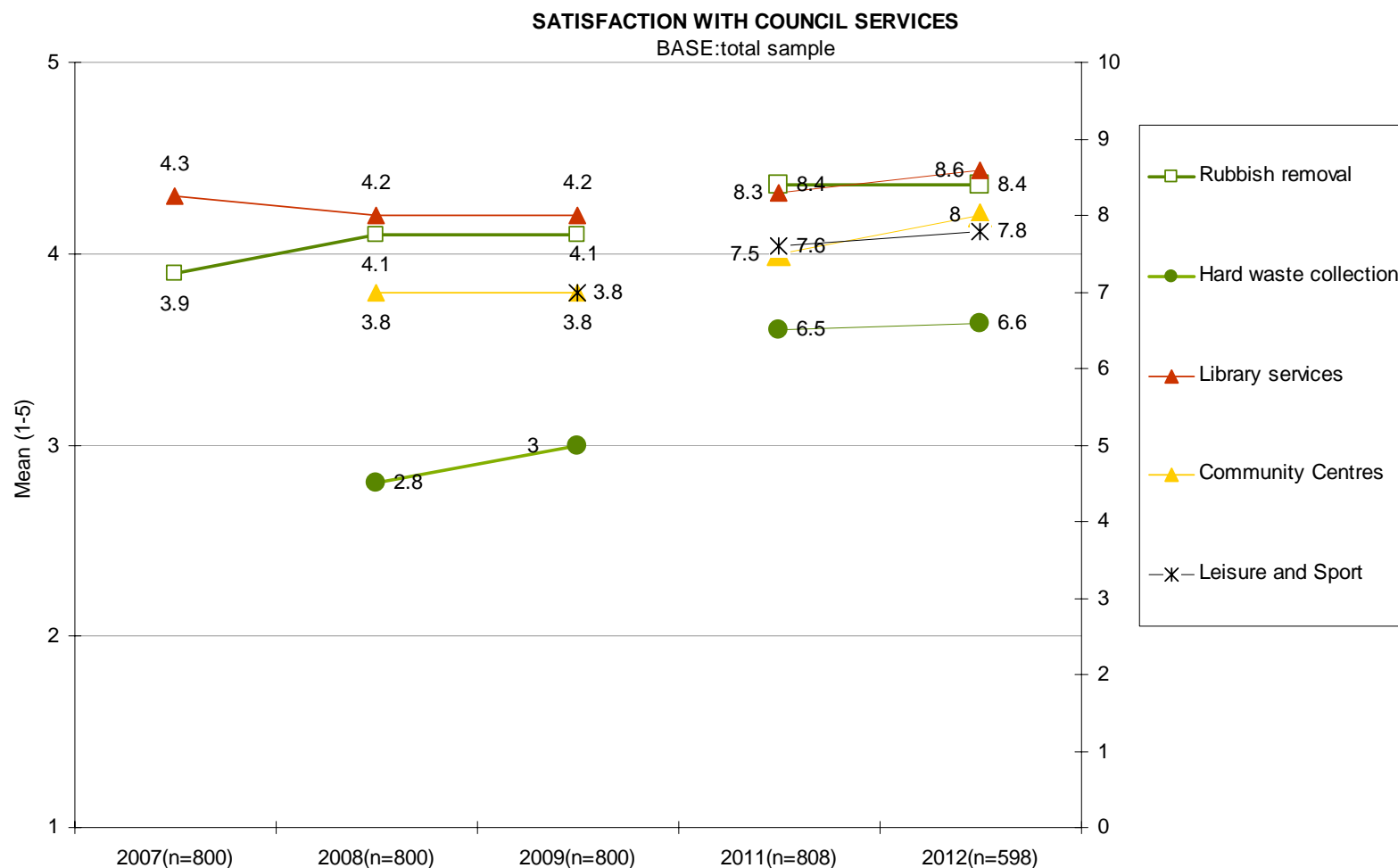


Council services

Satisfaction with Council Services

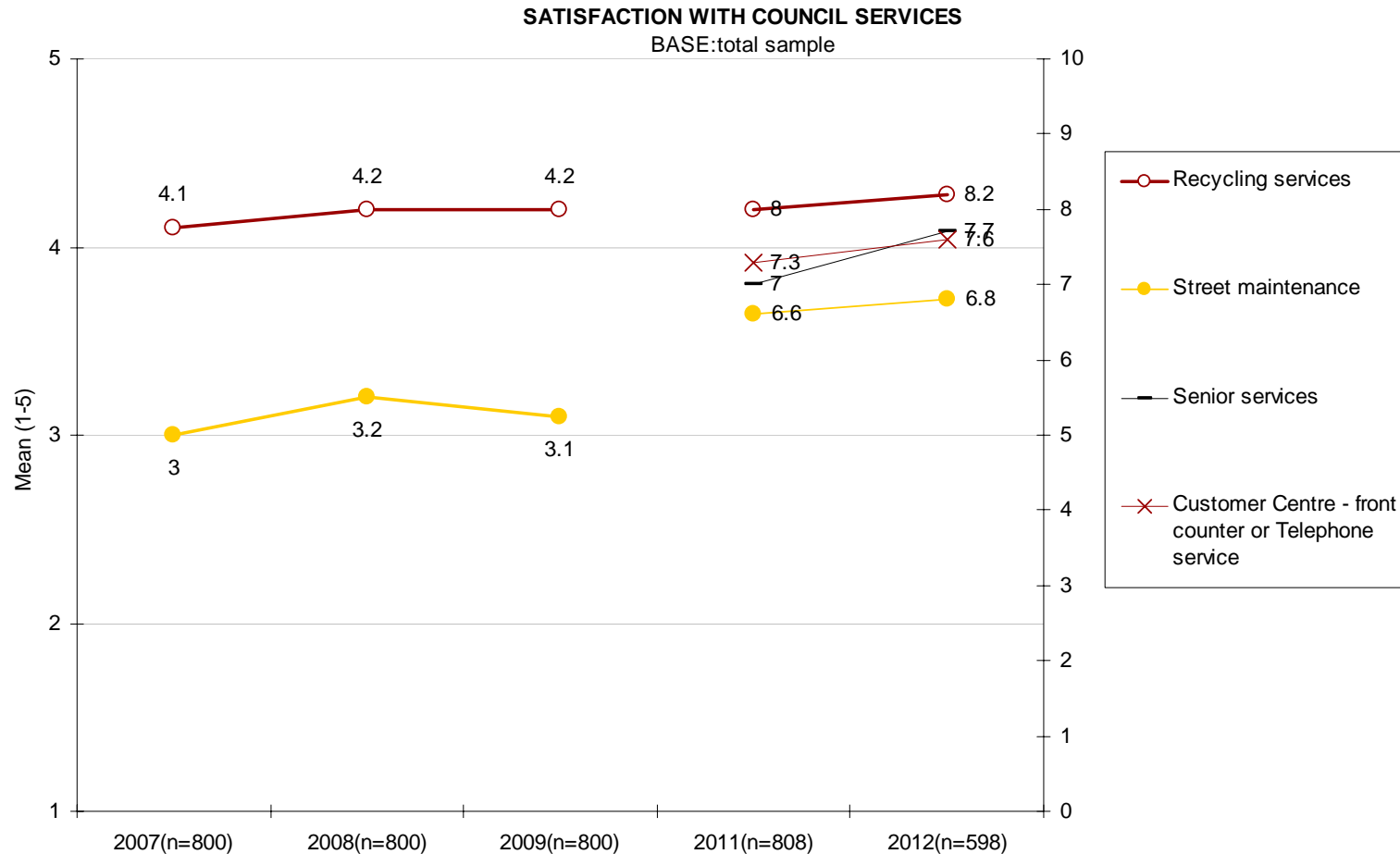
NOTE: Services have been separated into three charts (found overleaf) to aid readability.

- Respondents were read a list of services performed by Salisbury Council, and asked to rate their satisfaction with each of them, using a scale of 0-10, 0 being extremely dissatisfied and 10 being extremely satisfied.
- 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 below shows Rubbish removal (on par), library services (up three points), Community Centres (up 5 points), Leisure and Sport (up two points) and hard waste collection (up one point) have all remained stable or increased slightly since 2011.
- Satisfaction with hard waste collection remains below the benchmark of at least 7 out of 10 (to be satisfactory), which indicates there is still room for improvement.



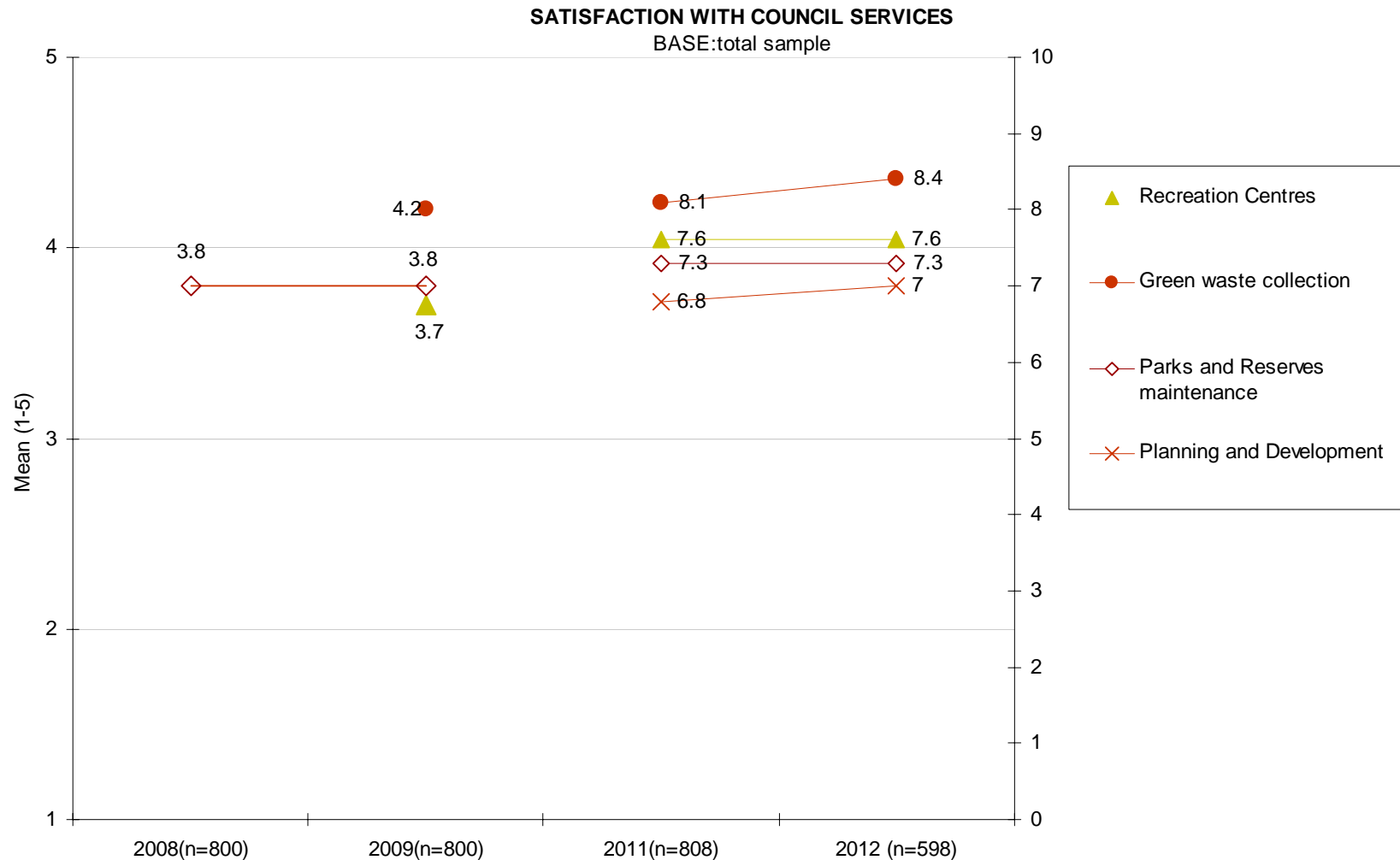
Satisfaction with Council Services

- Recycling services has continued to increase, showing a marginal upward trend compared with previous research (8.2 out of 10). Two new Council services being measured were Senior services, which received a mean score of 7.7 (up seven points compared with 2011), and Customer Centre (front counter or telephone service), which also showed an increase in satisfaction (7.7 mean, up from 7.3 last year).
- Street maintenance satisfaction has increased slightly (6.8 mean, up two points), although this aspect is still rated below 7 out of 10.



Satisfaction with Council Services

- The green waste collection showed the second highest rating across all of these Council services (behind Libraries) at a mean of 8.4 (up three points). Satisfaction with both Recreation Centres and Parks and Reserves maintenance have remained stable over the 12 months, whilst planning and development has shown a modest increase in satisfaction over the same time frame (up two points).

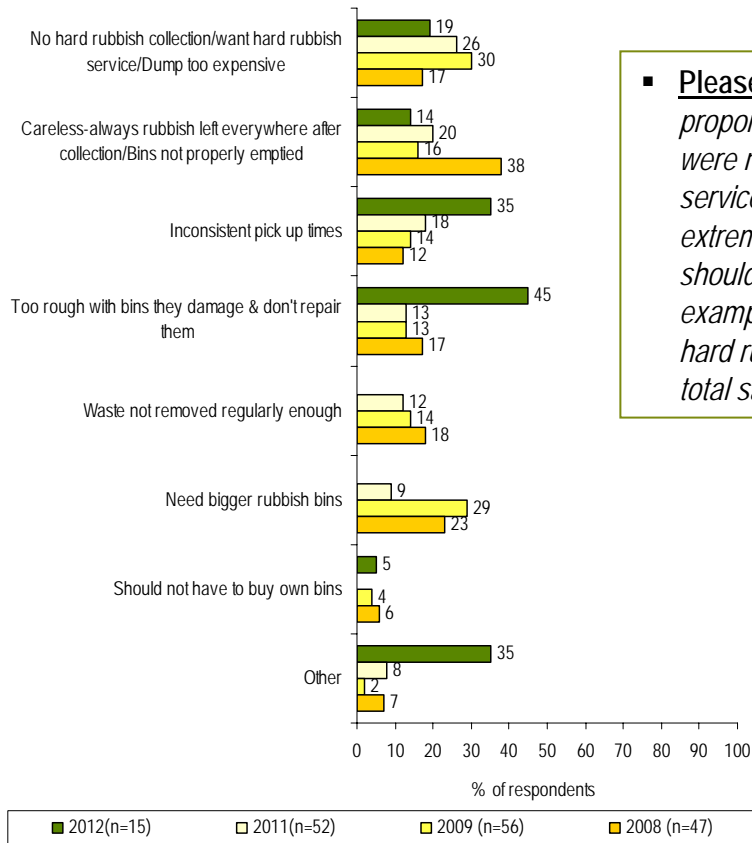


Why not satisfied with rubbish removal & hard rubbish

WHY NOT SATISFIED WITH RUBBISH REMOVAL - MAIN

RESPONSES (Includes multiple responses)

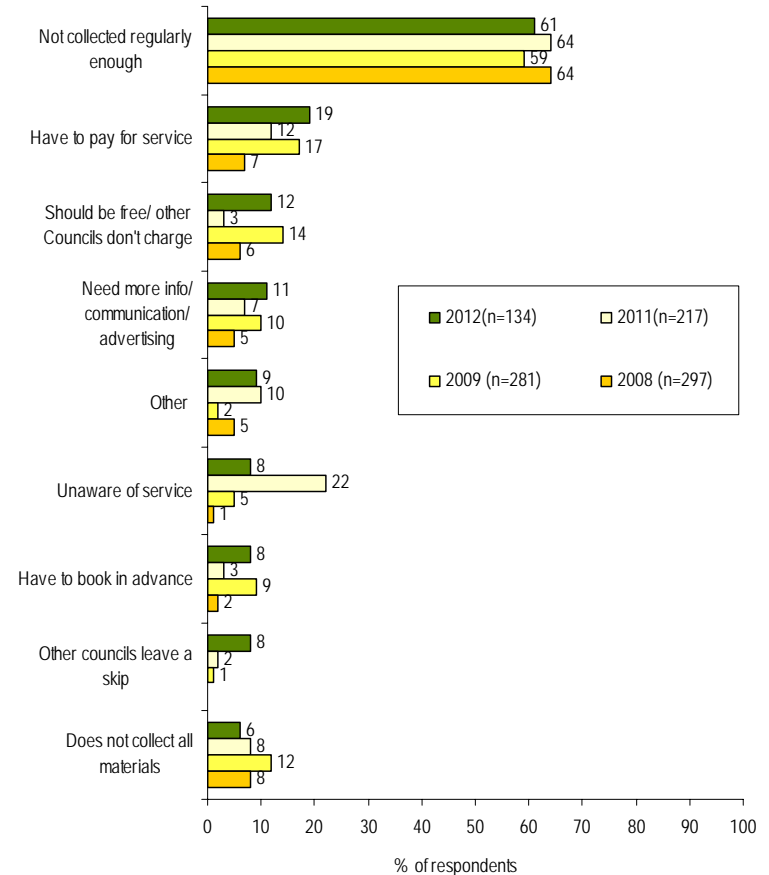
BASE: not satisfied with rubbish removal



■ 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 19% who reported no hard rubbish, represents 0.5% of the total sample.

WHY NOT SATISFIED WITH HARD RUBBISH

(Includes multiple responses) BASE: not satisfied with hard rubbish



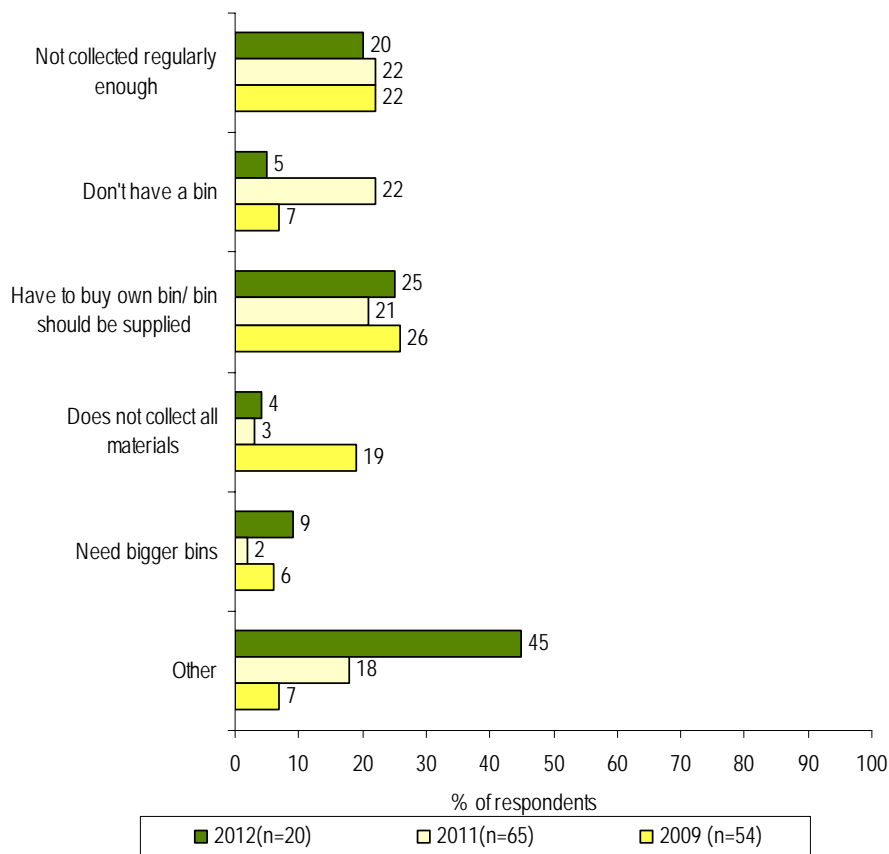
Hard rubbish **not collected regularly enough** was the number one reason for dissatisfaction with hard rubbish collection (61%, on par with previous findings.), followed by complaints that they **have to pay for the service** (31%).

- Respondents who claimed they were not satisfied with rubbish removal (that is, they rated a service at 0-5 out of 10) were asked why they were not satisfied.
- The most common response was a perception that rubbish collection was **too rough with bins / causes damage to bins** (45%), representing a considerable increase in mention of this reason. A further third (35%) indicated **inconsistent pick up times**, also higher than last year (18%).

Why not satisfied with green waste & recycling services

WHY NOT SATISFIED WITH GREEN WASTE - MAIN RESPONSES

(Includes multiple responses) BASE: not satisfied with green waste

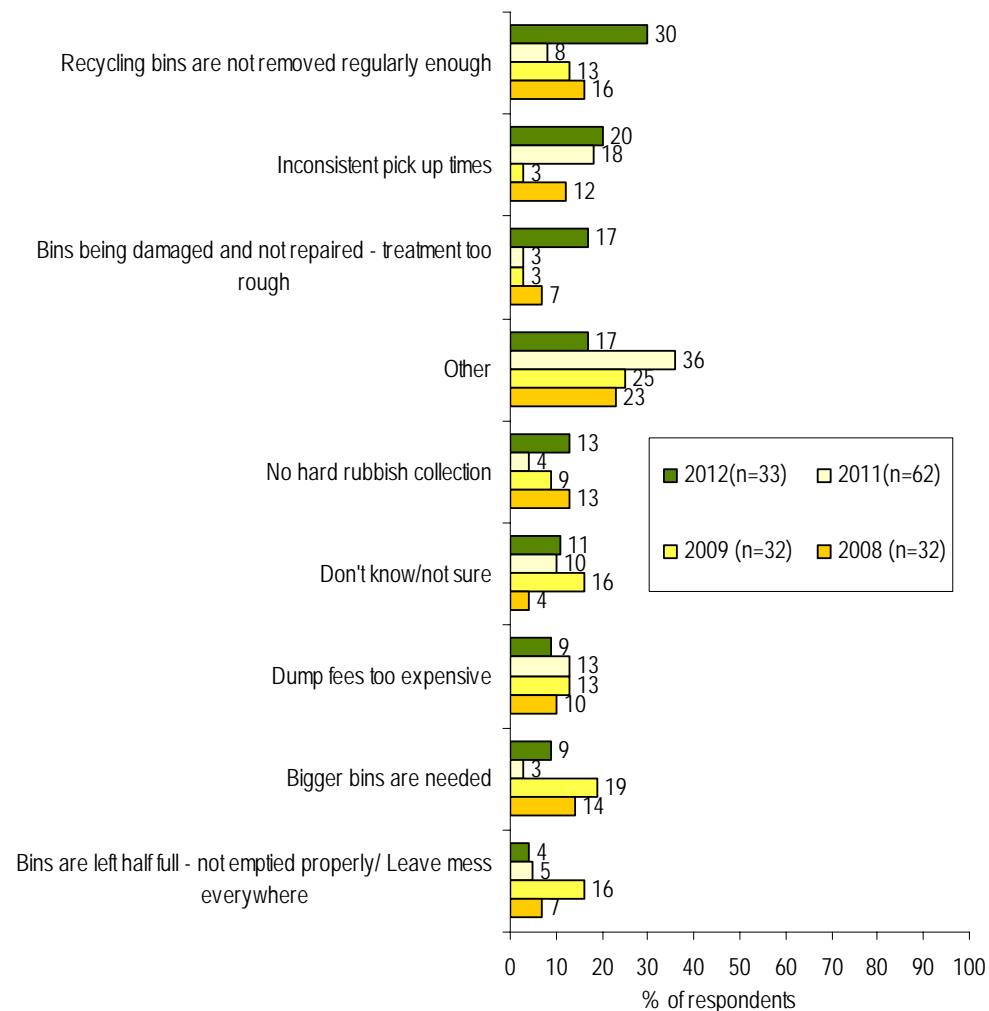


- The main reason for not being satisfied with green waste was reported as "have to buy own bin / should be supplied" (25%) followed by not collected regularly enough (20%).

WHY NOT SATISFIED WITH RECYCLING SERVICES - MAIN RESPONSES

(Includes multiple responses)

BASE: Not satisfied with recycling services



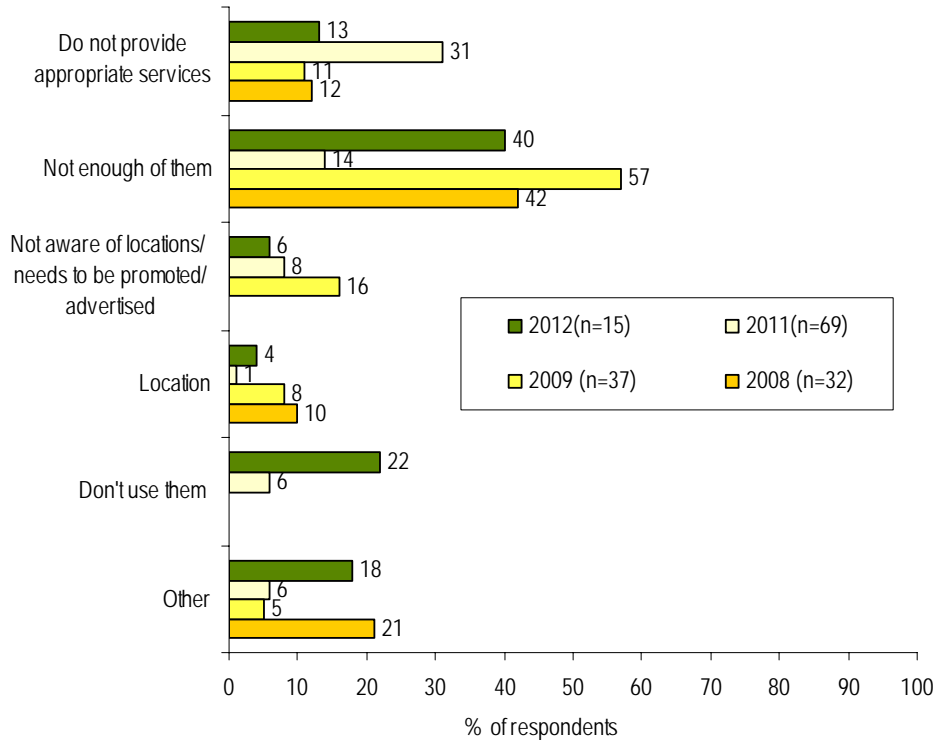
Of the 33 respondents who reported they were not satisfied with recycling services, 30% mentioned it was due to recycling bins not removed regularly enough and 20% said they were not satisfied with inconsistent pick up times.

Why not satisfied with community & recreation centres

WHY NOT SATISFIED WITH COMMUNITY CENTRES - MAIN

RESPONSES (Includes multiple responses)

BASE: not satisfied with community centres

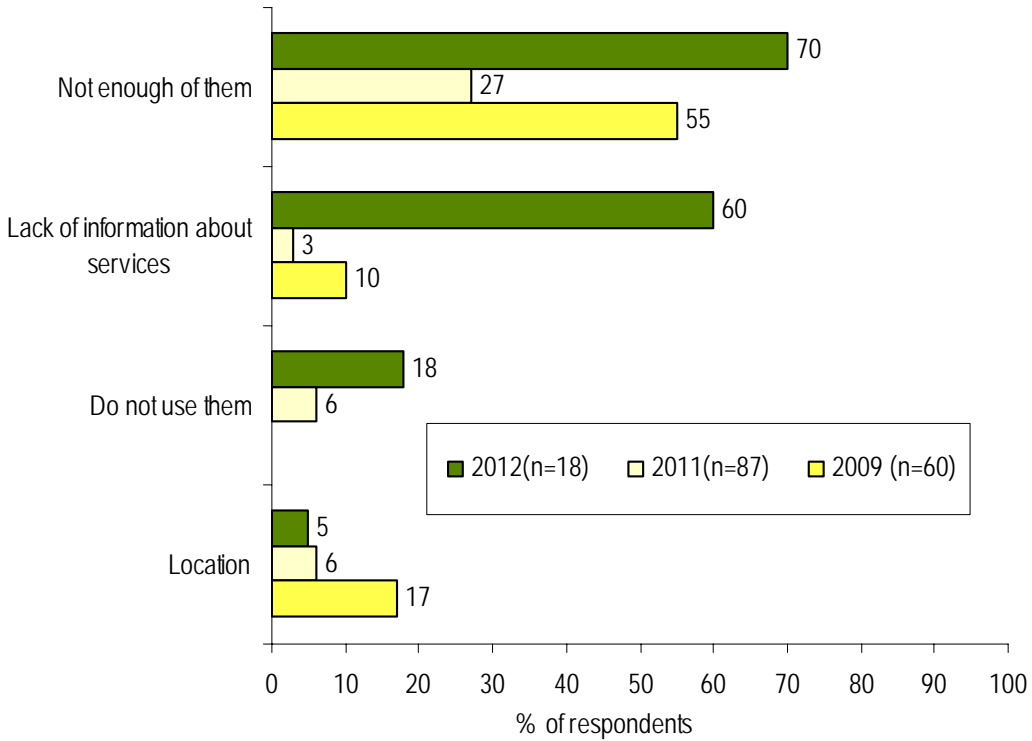


Two fifths (40%) of respondents reported the reason why they were not satisfied with community centres was because there were **not enough of them** and 22% said they **do not use** community centres.

WHY NOT SATISFIED WITH RECREATION CENTRES - MAIN

RESPONSES (Includes multiple responses)

BASE: not satisfied with recreation centres

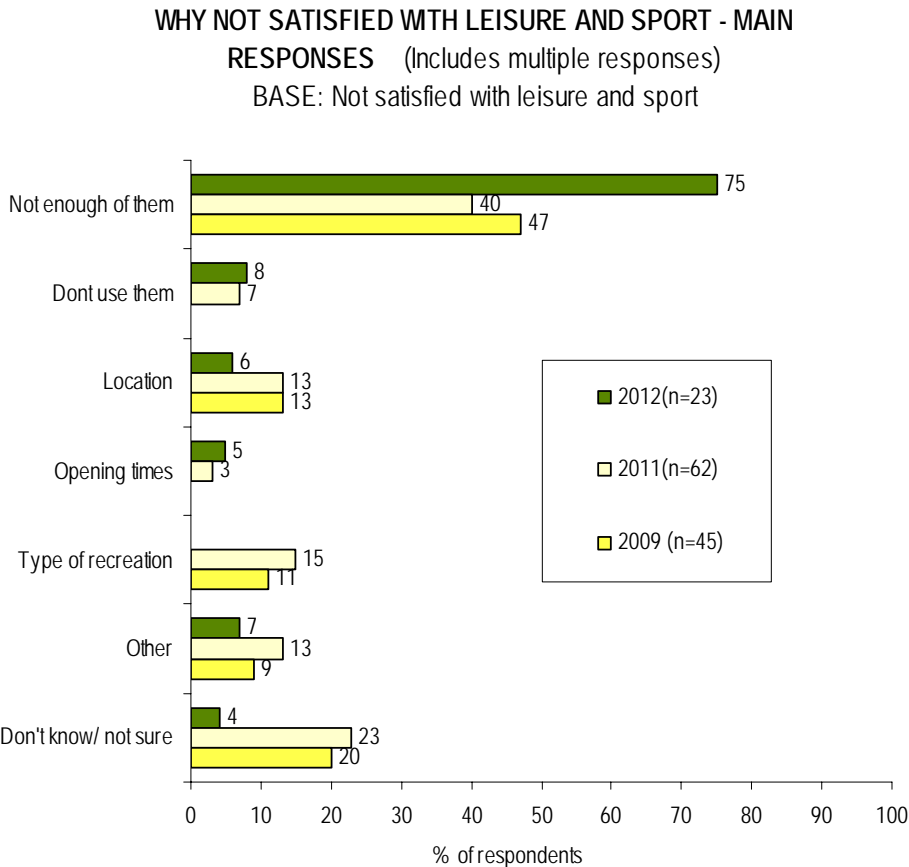


The most common reason for being dissatisfied with recreation centres was a perception that there was **not enough of them** (70%, significant increase from 27% in 2011), followed by a lack of information about the services available in recreation centres (60%, up from 3%).

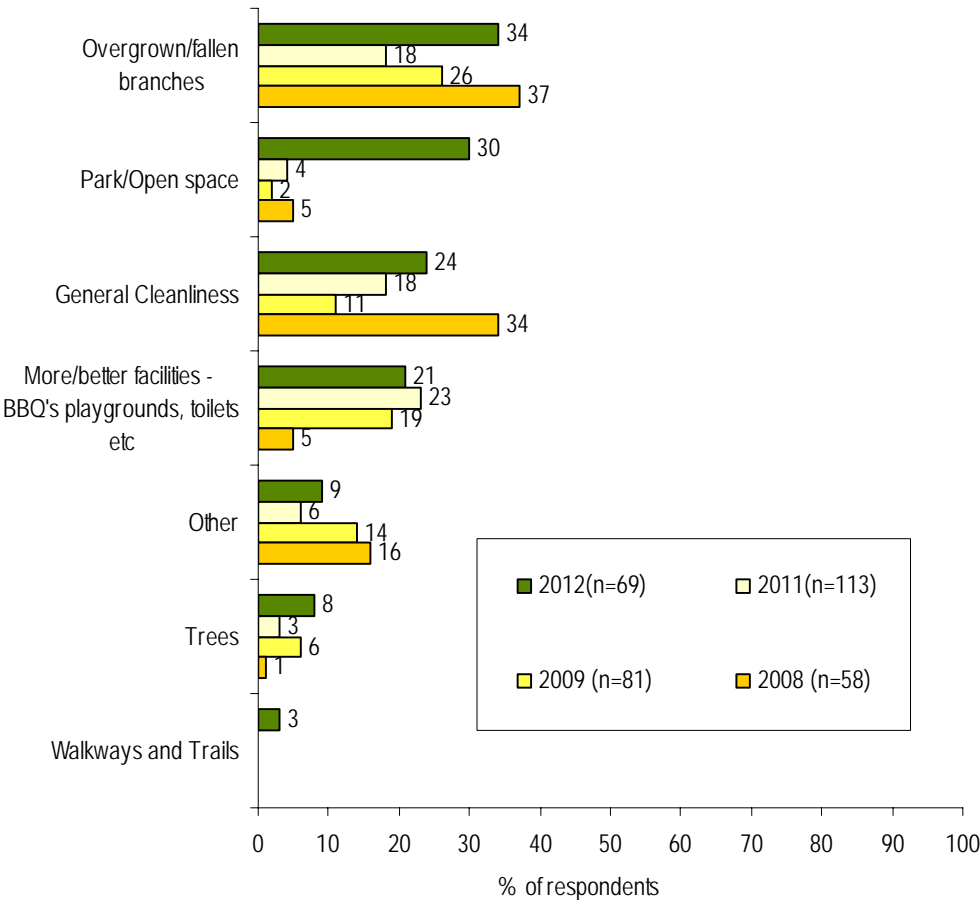
NOTE: Only 18 respondents, so 70% represents only 3% of the total sample.

Why not satisfied with leisure & sport or parks & reserves

WHY NOT SATISFIED WITH PARKS AND RESERVES - MAIN RESPONSES (Includes multiple responses)
BASE: Not satisfied with parks and reserves



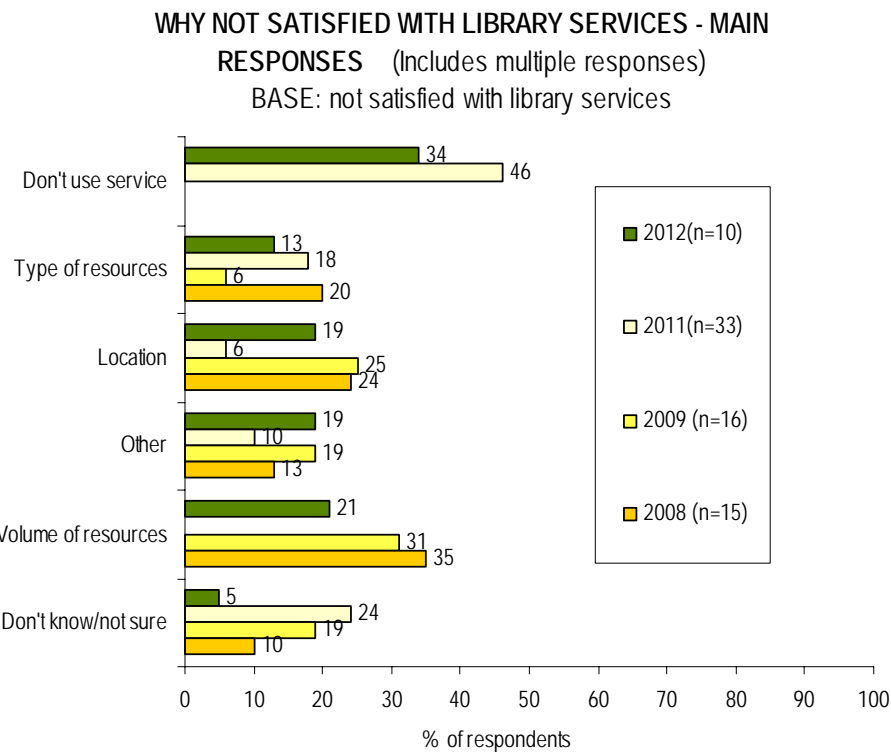
Among those reporting they were not satisfied with leisure and sport, their main reason was **not enough of them** (75%, up from 40% in 2011). However, this represents only 3.8% of the total sample.



Of the 69 respondents stating they were not satisfied with parks and reserves, 34% said it was because **plants were overgrown** or there were **fallen branches**, 30% said there should be more parks / open space, 24% indicated **general cleanliness** was as an issue and 21% wanted more / better facilities (such as BBQ's, playgrounds, seating, toilets etc.).

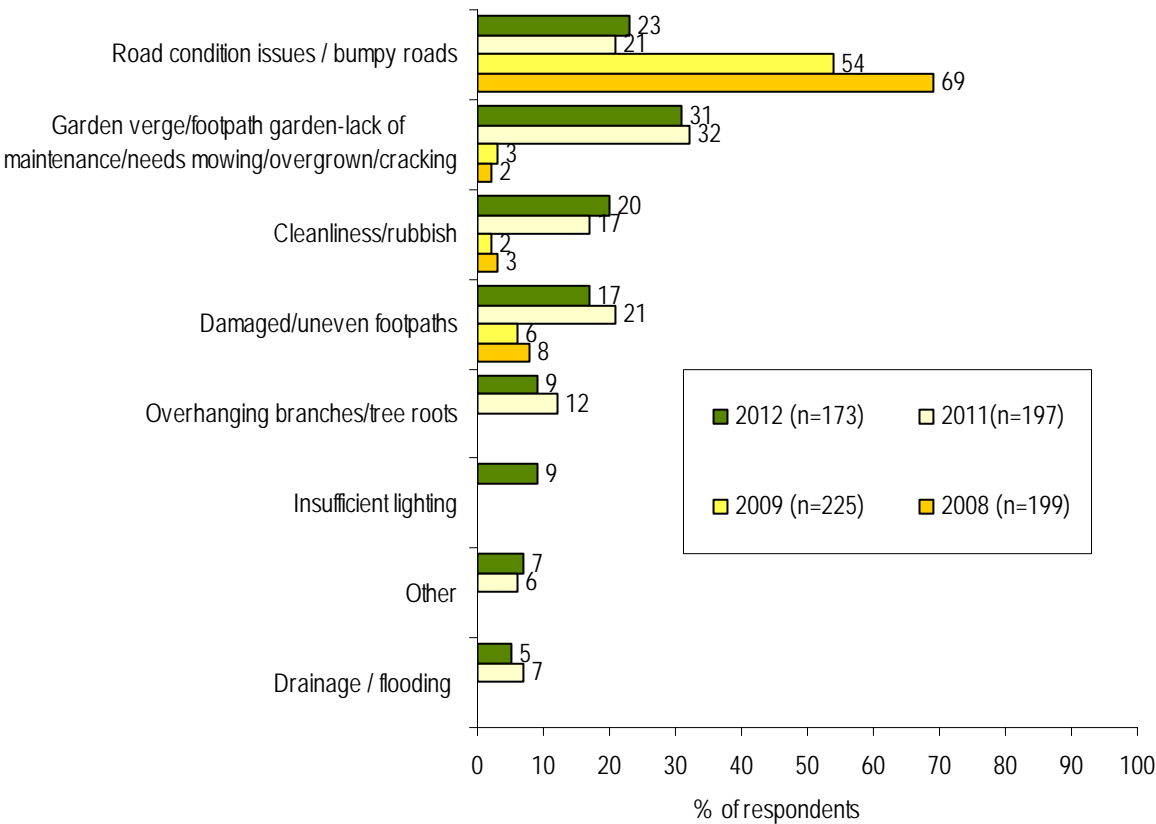
Why not satisfied with library services & street maintenance

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



A third of respondents who said they were not satisfied with library services reported they **'don't use the Library service'**, followed by **volume (range) of resources'** (21%) and **'location'** (19%).

Due to small sample sizes these figures are quite volatile.



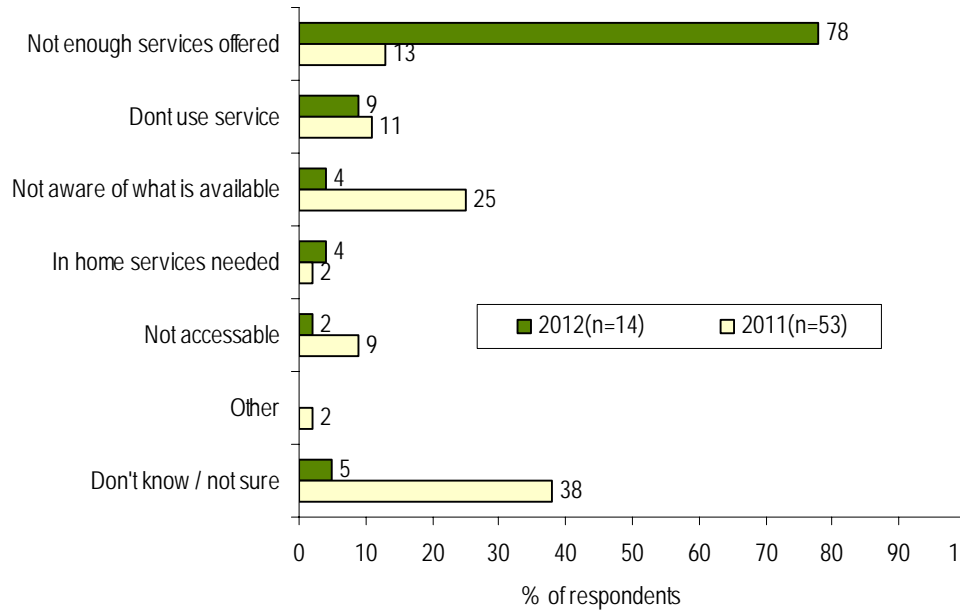
321 of respondents reported the reason why they were unsatisfied with street maintenance was due to **lack of maintenance of verges or garden footpaths** (on par with 2011).

Bumpy roads (23%), **cleanliness / rubbish** (20%) and **damaged or uneven footpaths** (17%) were the next most commonly raised reasons for not being satisfied with street maintenance.

Why not satisfied with senior services & customer centre

WHY NOT SATISFIED WITH SENIOR SERVICES

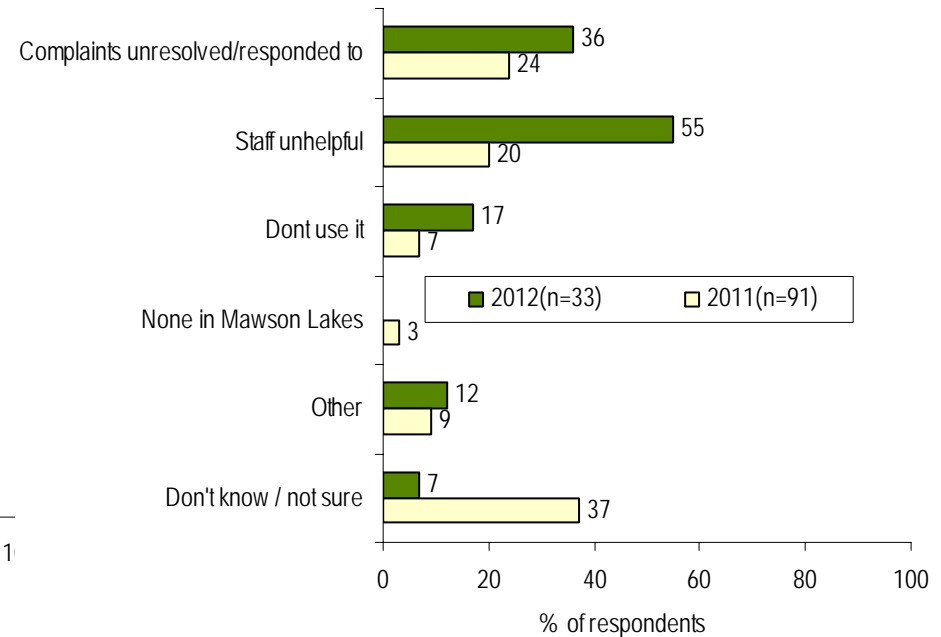
(Includes multiple responses) BASE: Not satisfied with senior services



- Nearly 8 out of 10 respondents who said they were not satisfied with Senior Services reported **not enough services** offered.
- However, note that this equates to 11 people or 1.8% of the total sample.

WHY NOT SATISFIED WITH CUSTOMER CENTRE

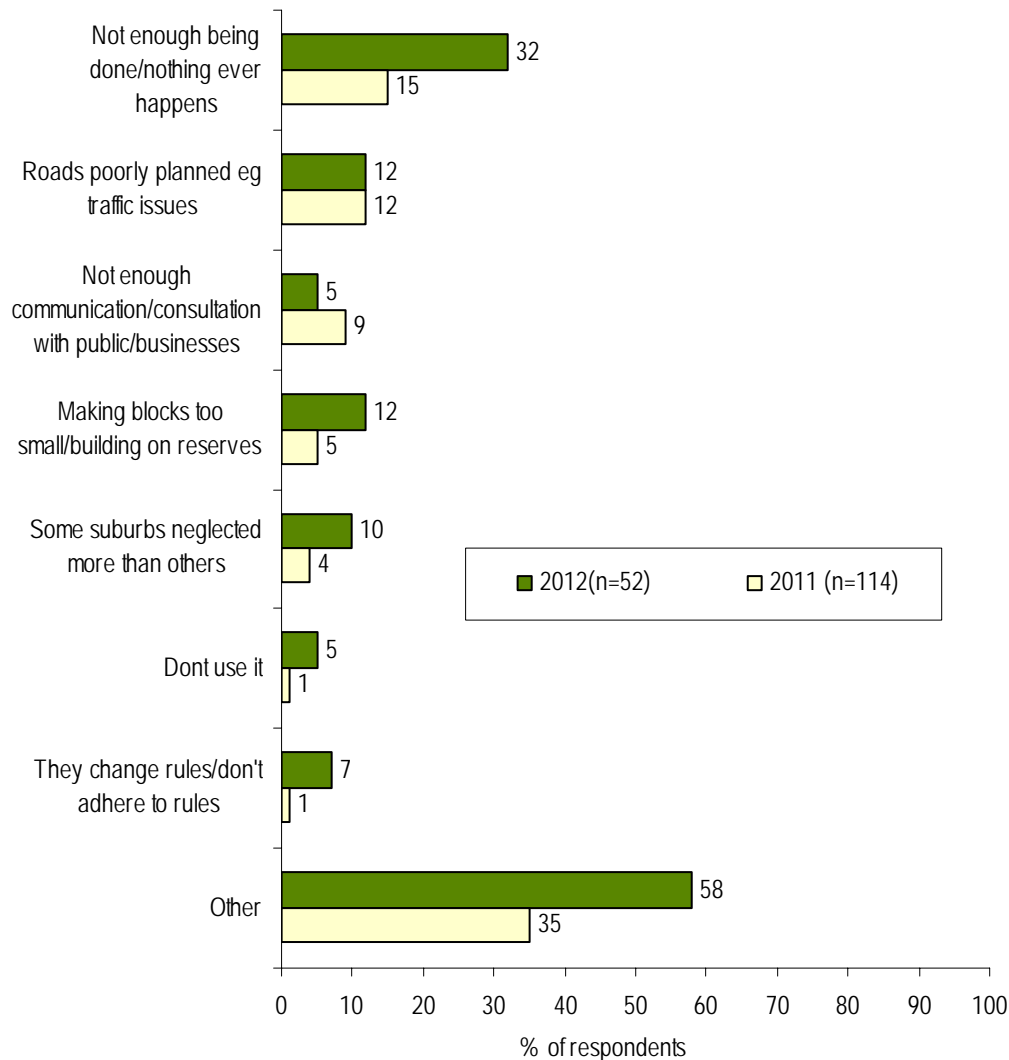
(Includes multiple responses) BASE: Not satisfied with customer centre



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 - MAIN RESPONSES (Includes multiple responses) BASE: Not satisfied with planning and development



- Respondents who reported they were not satisfied with planning and development indicated it was due to '**not enough being done / nothing ever happens**' (32%, up from 15% in 2011).

Other common responses included: **roads** are **poorly planned** or **traffic issues** (12%), making blocks too small (12%) and some suburbs neglected more than others (10%).

More than half of these respondents nominated other (un-coded) responses, including the following quotes:

Far too slow to react. When I applied for an extension to my house, there was a delay of almost two years and a lot nitpicking by Council about wording and they are over-zealous with their requirements."

"They are starting new developments but haven't completed ours yet."

City centre needing upgrade and traffic through the centre is ridiculous."

"Council is not forward thinking, they've got to change with the times."

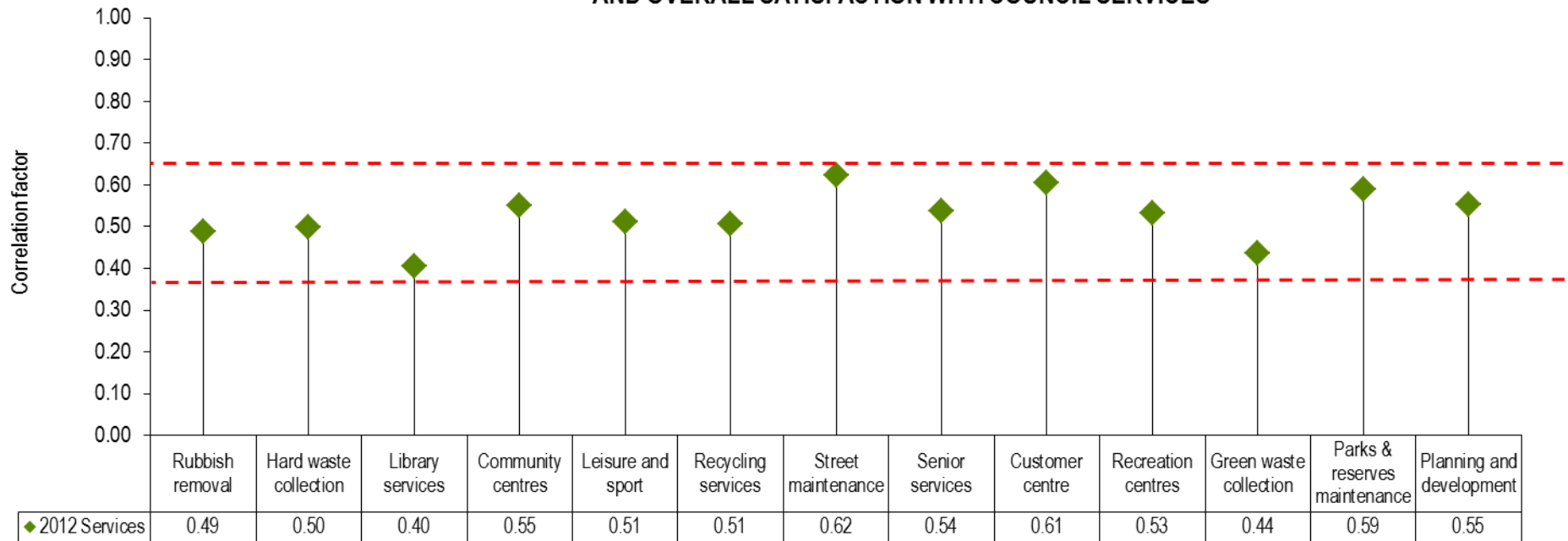




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Derived importance of Council Services

**CORRELATIONS BETWEEN SATISFACTION WITH SPECIFIC COUNCIL SERVICES
AND OVERALL SATISFACTION WITH COUNCIL SERVICES**

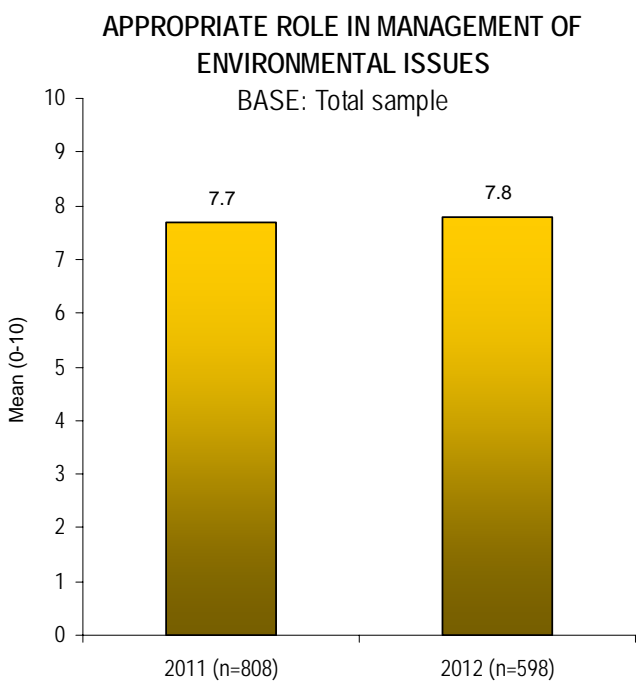


- Correlation was also undertaken to provide a measure of derived importance for each of the Council services, to determine their role in driving overall satisfaction with services and to highlight priorities in terms of resource allocation to services which are more important to residents.
- As can be seen in the chart above, all elements play a role in the overall satisfaction with Council services and there are no stand out elements either as drivers of satisfaction with services or drivers of dissatisfaction if services are not performed to a level which prompts satisfaction.
- There are three services which have a strong influence on satisfaction, these being: street maintenance, the Customer Centre and parks and reserves maintenance. It is worth noting that street maintenance and also parks and reserves maintenance are not highly rated in terms of satisfaction (6.8 and 7.3 mean scores respectively). This finding indicates that the derived importance, combined with comparatively low levels of satisfaction with each of these services, suggests that there is room to improve performance of both services and this would result in a positive impact on overall satisfaction with Council services.
- Interestingly, the least important services in driving satisfaction were: Library services and also green waste collection (both with high satisfaction ratings of 8.6 and 8.4 mean scores). The lower derived importance scores do not imply that these two services are not important, as at 0.40 or higher each still influences satisfaction overall with Council services. What it does mean however, is that improvements to either service is unlikely to result in equivalent increases in satisfaction with Council services overall.

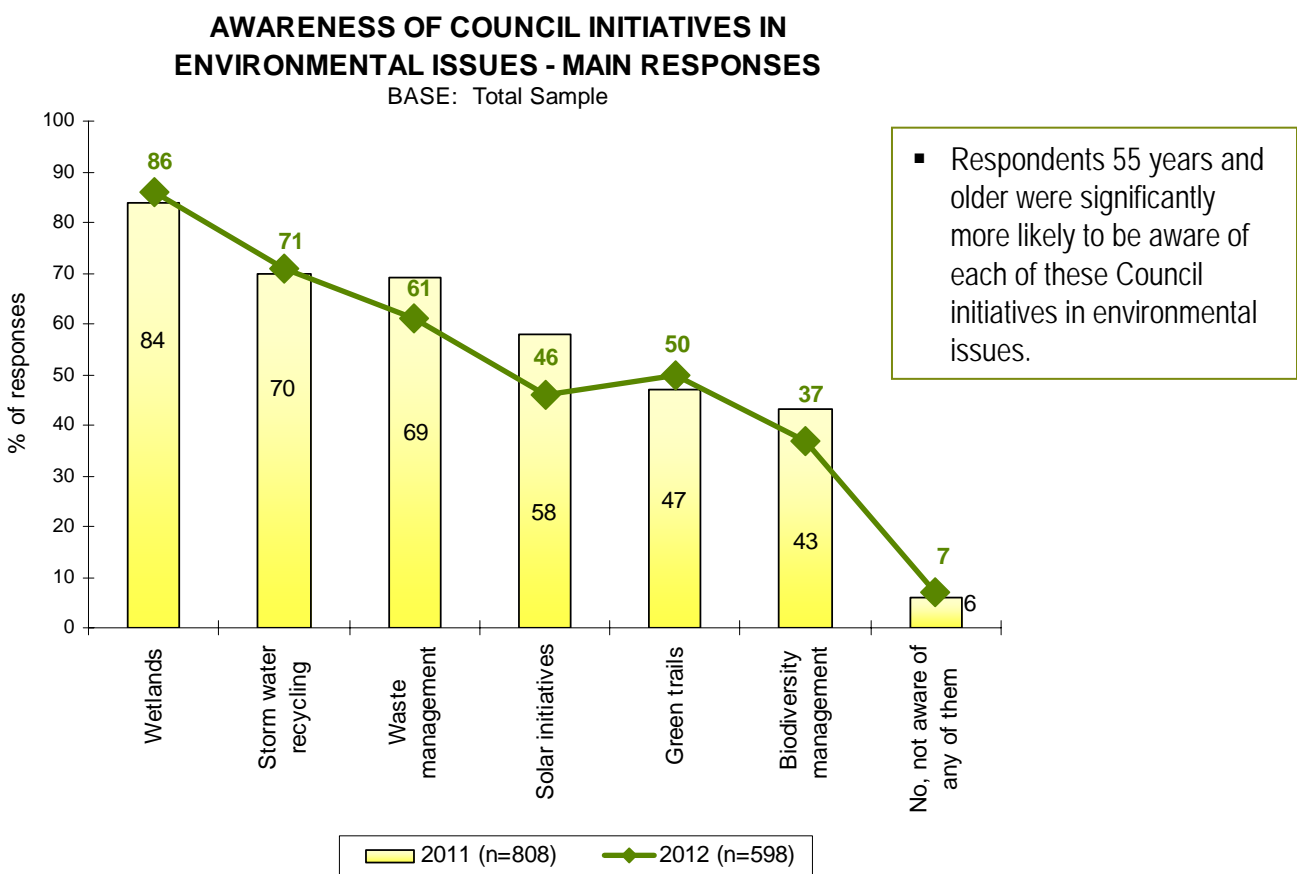
Economic and environmental initiatives

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 play an appropriate role in the management of environmental issues.
- The mean average score was 7.8, on par with 2011 at 7.7 mean.



- Respondents were also asked to indicate their awareness of specific Council initiatives in environmental issues.
- Awareness of initiatives such as the Wetlands (86%), Stormwater Recycling (71%), and Green Trails (50%) changed only nominally compared with 2011, as the graph below demonstrates.
- Awareness of Solar Initiatives (46%), Waste Management (61%) and also Biodiversity Management (37%) has declined over the last year, all three recording a statistically significant decrease in awareness. However, there was no corresponding higher incidence of reporting not being aware of any of these, so this finding does not represent a decline in overall awareness of Council's initiatives in environmental issues (i.e. about the same proportion were not aware of any of these initiatives).



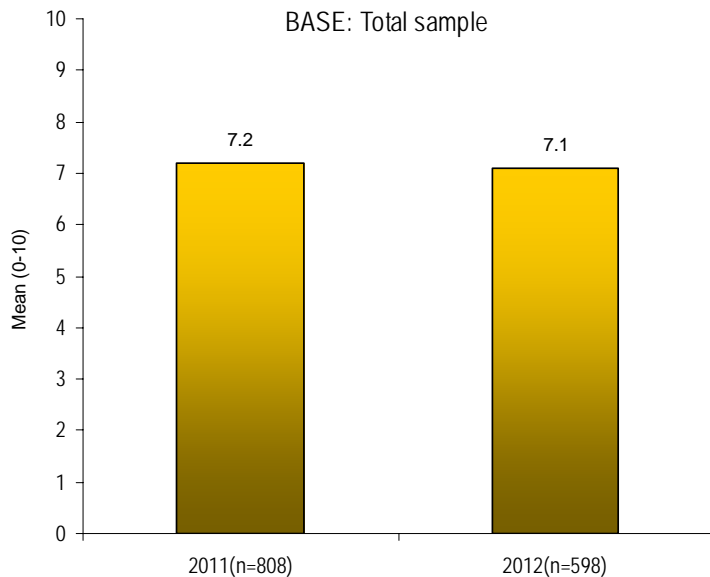
Salisbury Council's role in supporting economic activity

- 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 7.1 out of 10 was achieved, marginally below the 7.2 mean recorded in 2011.
- Although there were minor differences noted in terms of satisfaction with Council's role in economic support, these tended not to be statistically significant.

- Respondents were also asked if they were aware of specific economic / business initiatives by the Salisbury Council.
- As the graph below demonstrates, there were relatively minor variations in awareness across most of these economic initiatives compared with 2011.
- However, statistically significant declines in awareness were noted for the Makes Good Sense advertising campaign (19%, down from 24%) and also for the Salisbury BEC (15%, down from 20%).

AGREEMENT CITY OF SALISBURY PLAYS AN APPROPRIATE ROLE IN LOCAL ECONOMIC ACTIVITY

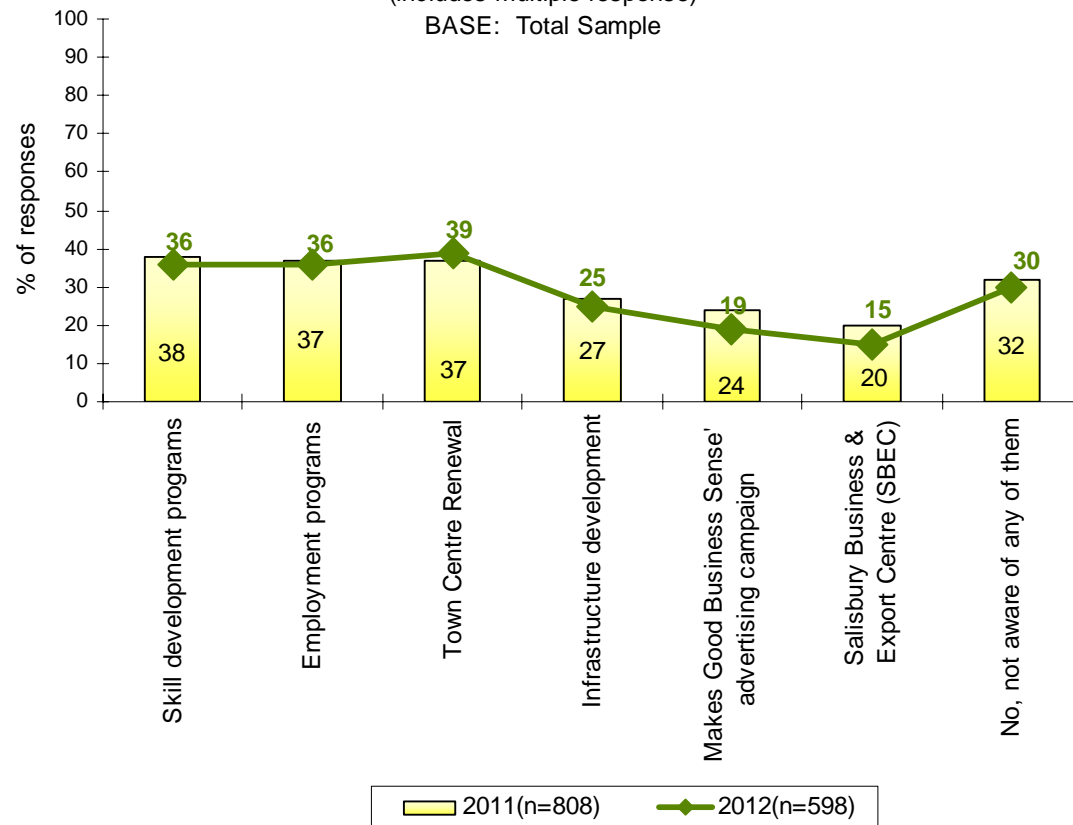
BASE: Total sample



AWARE OF ECONOMIC / BUSINESS INITIATIVES BY SALISBURY COUNCIL - MAIN RESPONSES

(includes multiple response)

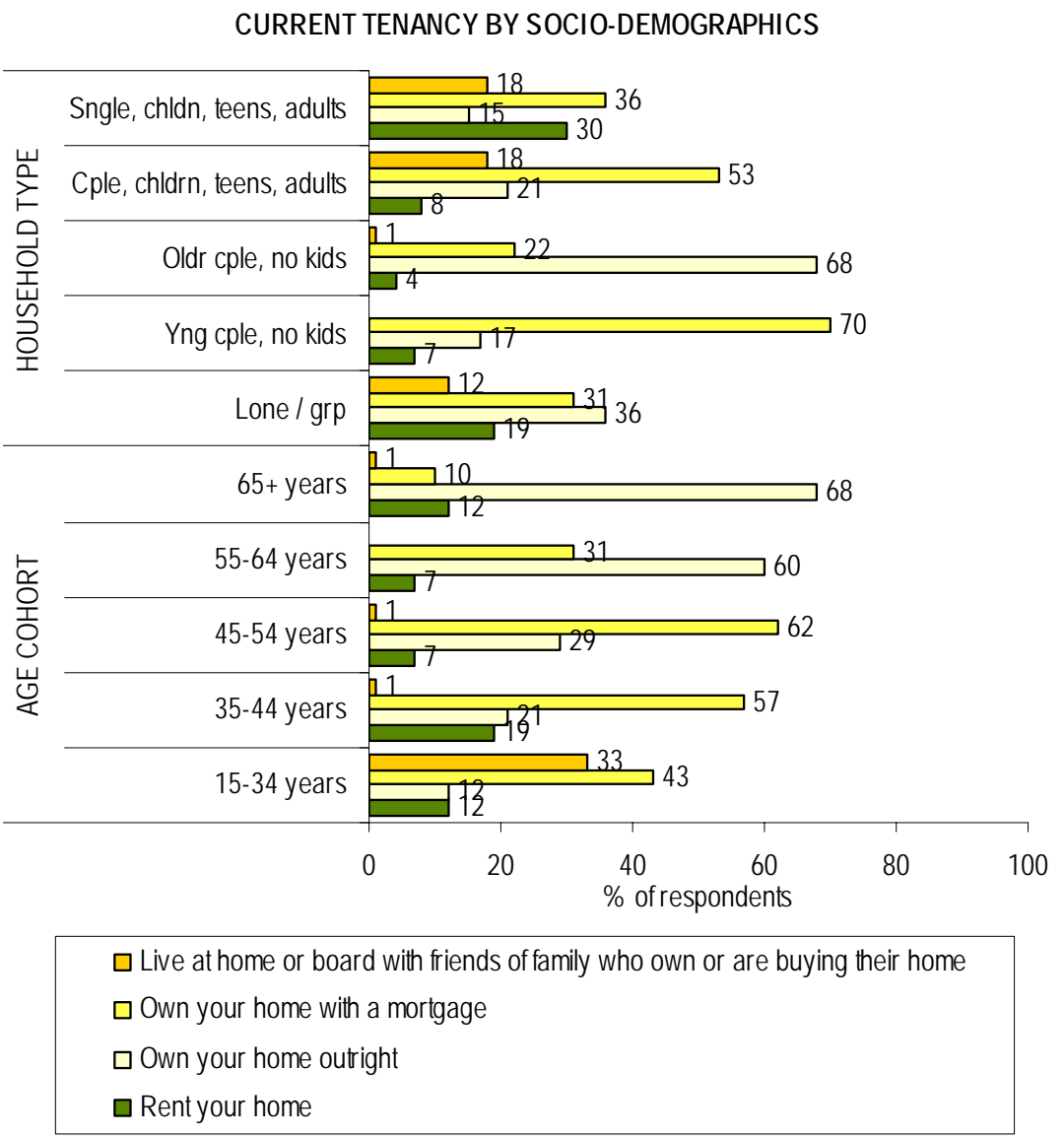
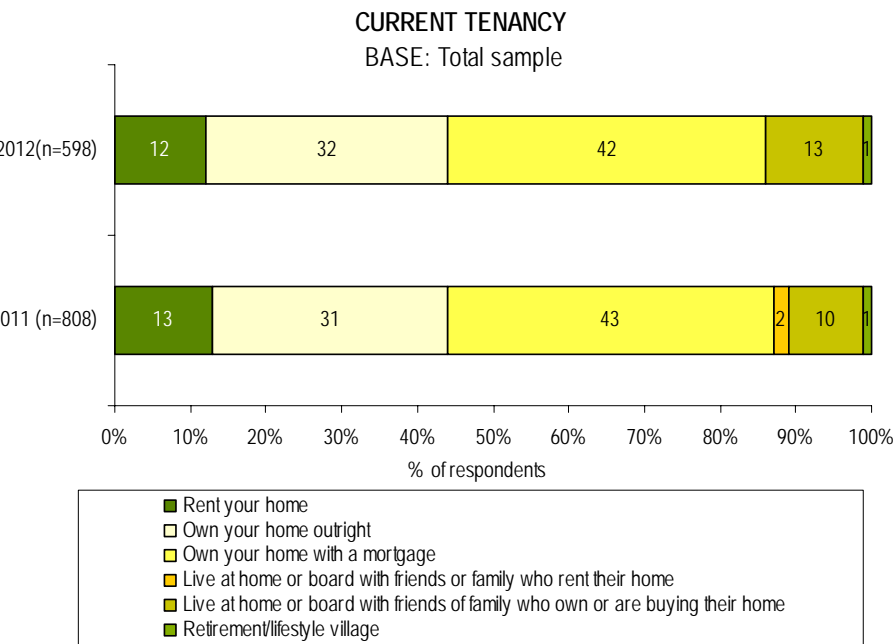
BASE: Total Sample



Housing

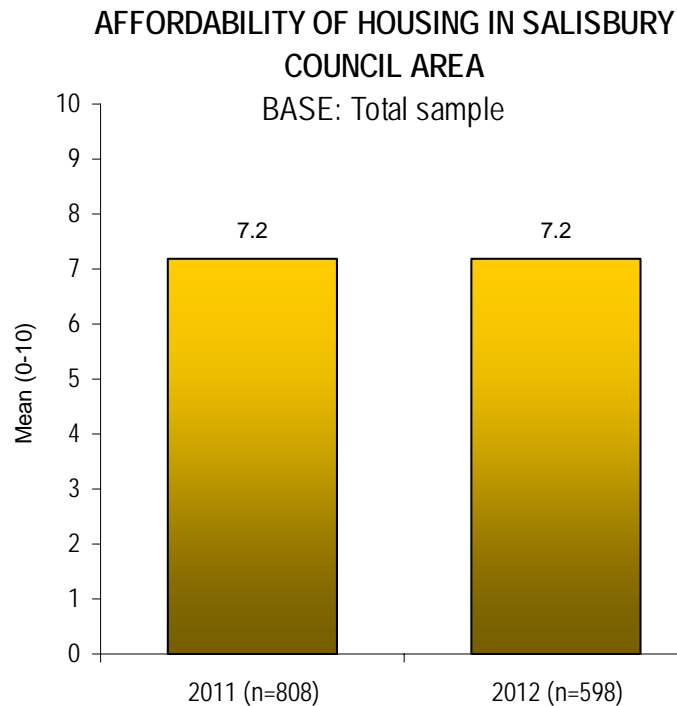
Current tenancy

- Respondents were read a list of tenancy types, and asked which one best describes their current housing circumstances.
- Tenancy types were on par with those reported in 2011. The majority of respondents (42%) reported they own their home with a mortgage, followed by owning their home outright (32%) and renting (12%).
- As might be expected, there were some significant variations across socio-demographic sub-groups, as the graph alongside demonstrates.
- Notable was the finding that single parent families were considerably more likely to be renting their home than any other sub-group, including lone person / group households (30% versus 19% respectively).
- Other variations were in line with what might be expected, in terms of life-stage and socio-economic indicators.

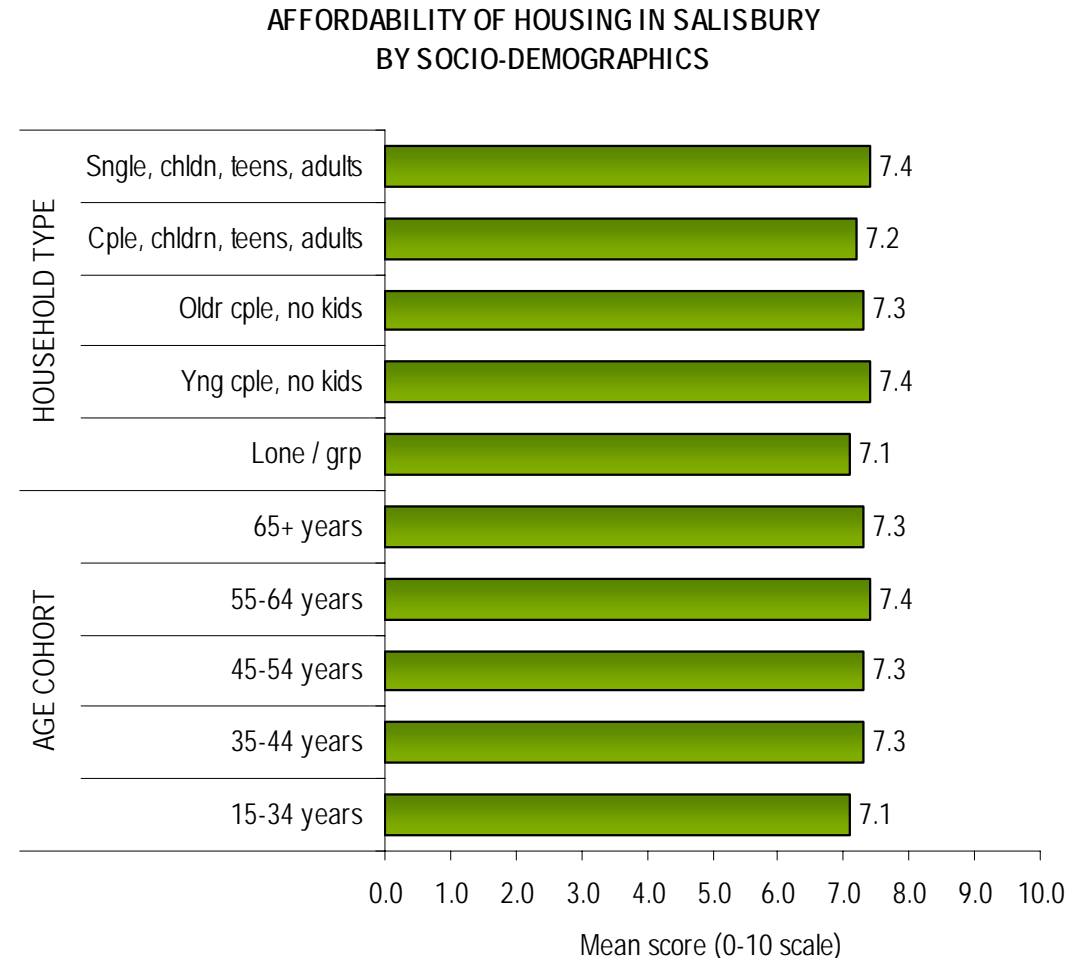


Perception of housing affordability

- 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.
- The rating was identical to that recorded in 2011, with a mean score of 7.2 out of 10.



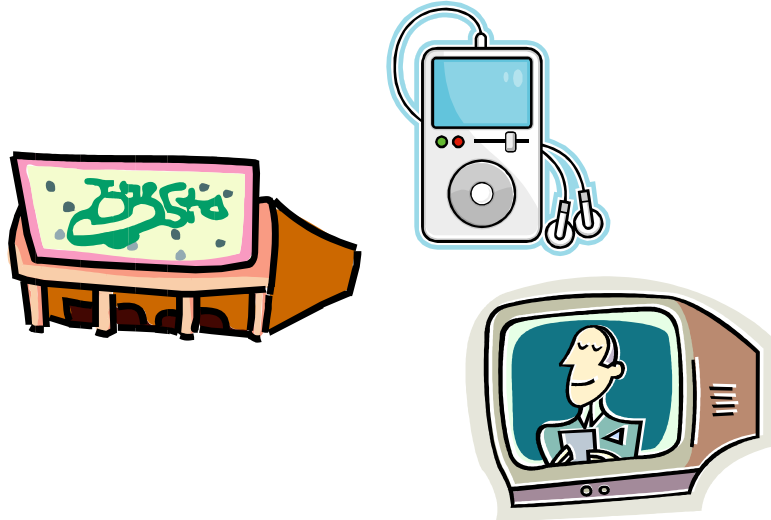
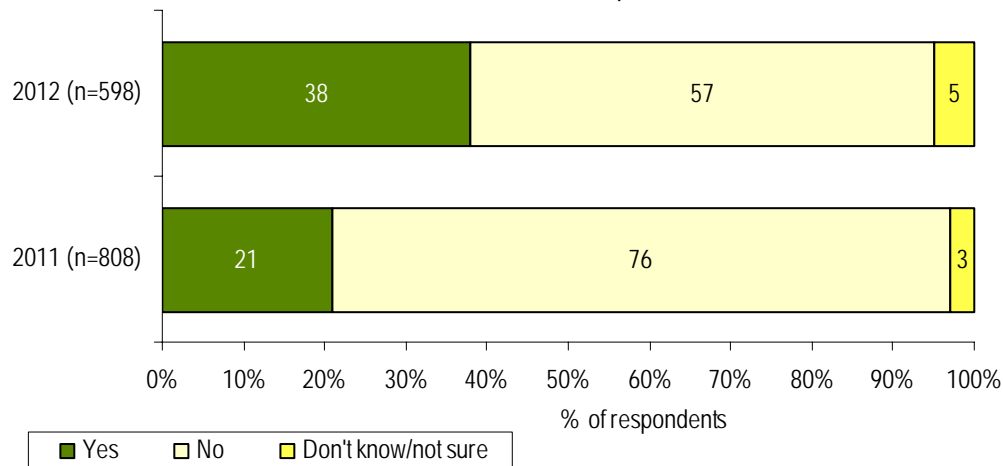
- Whilst there were some minor variations across socio-economic indicators, most were not statistically significant differences.
- Having said this, the youngest cohort rated the affordability of housing significantly lower than the oldest cohort (7.1 mean versus 7.3 mean), perhaps indicating that housing affordability is something of an issue among those who will be contemplating housing purchase in the future (although their opinion is perhaps also influenced by environmental factors such as the GFC, the media etc.).



City of Salisbury Advertising

AWARE OF SALISBURY COUNCIL ADVERTISING

BASE: Total sample

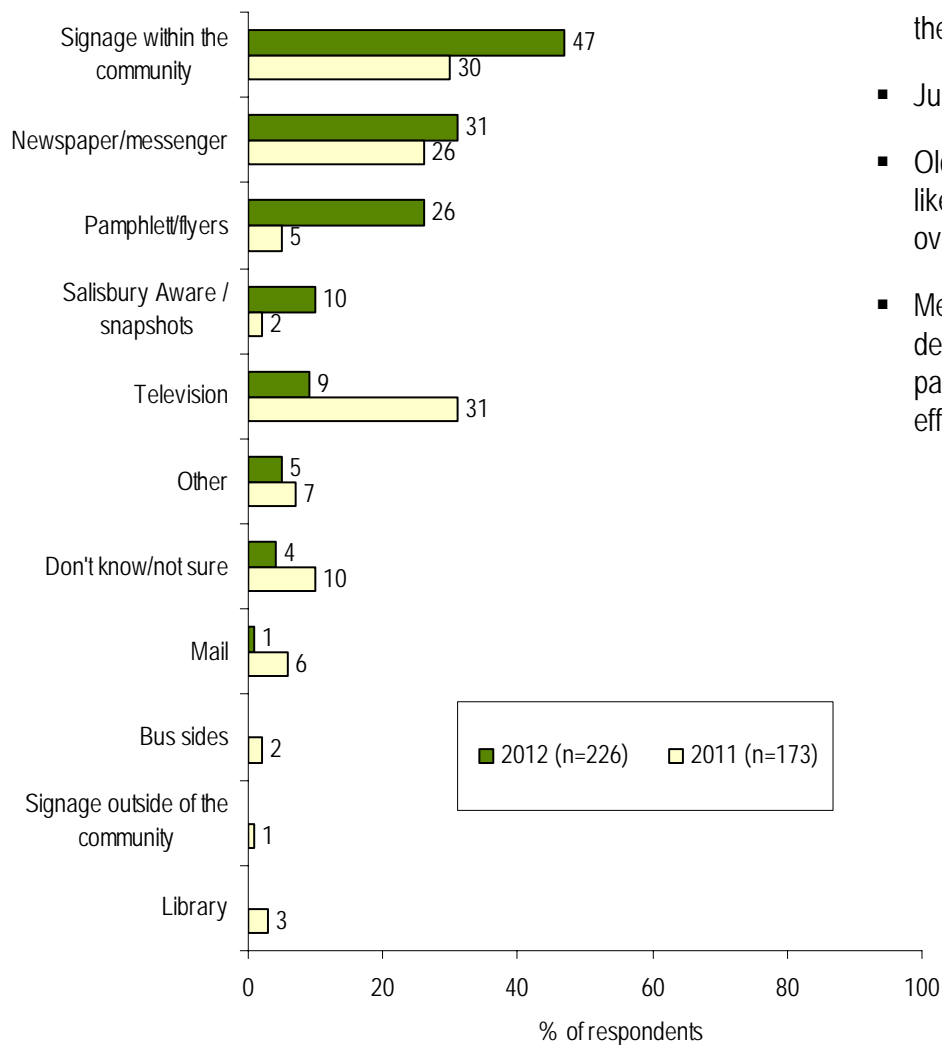


- Respondents were asked whether they recall seeing any advertising by the council.
- **Please note:** When this research was conducted (late July 2012) there had been no TV advertising in the year preceding the survey. Non-television advertising had been undertaken in January / February 2012, and online and radio advertising for economic development in the area was undertaken in March 2012. This is in addition to signage around the City, including billboard advertising of the Makes Good Business Sense campaign. Most promotion is program / event specific rather than City of Salisbury branding.
- Just under 4 out of 10 (38%) respondents reported having seen advertising by the Council, reflecting a significant increase compared with 2011 (21%).
- There were only a few significant variations across socio-demographic segments, in terms of awareness of advertising by Council. Statistically higher incidences of stating they are aware were noted among: females (42% vs 33% of males); professionals (53%); those with a bachelor degree or higher education (51%); and those with a household income of between \$75,000 and \$100,000 (53%).
- As noted previously, among those who were aware of Salisbury advertising showed a higher level of satisfaction with the overall services provided by the City of Salisbury

Where seen advertising

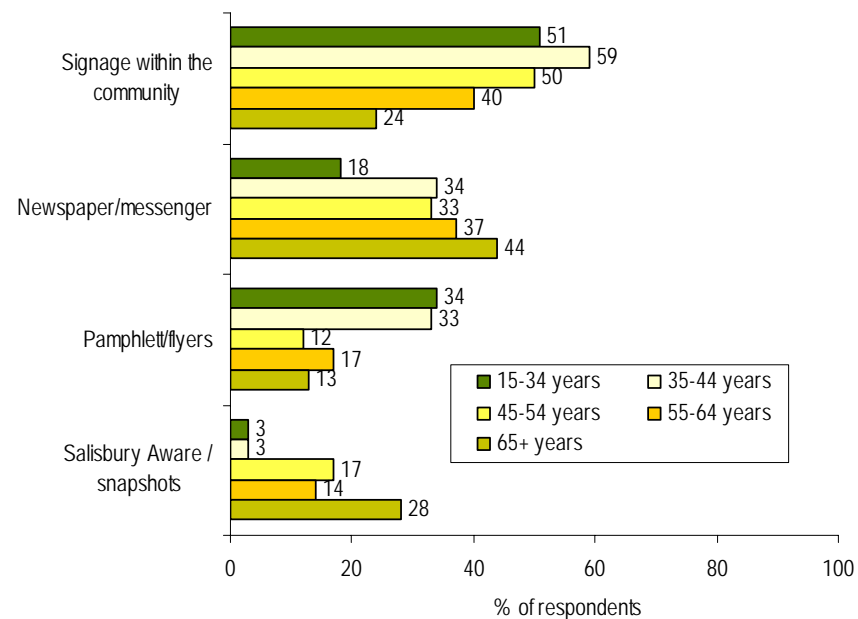
WHERE SEEN ADVERTISING

(includes multiple responses) BASE: Those who have seen Salisbury Council advertising



- Respondents who reported having seen the advertising (n=226) were asked where they had seen it.
- Nearly half (47%) of all respondents reported seeing advertising on signage within the community (up from 30% in 2011).
- A further third (31%) said newspaper / messenger (versus 26% in 2011). A quarter (26%) said they had seen advertising on pamphlets / flyers and 10% said Salisbury Aware / Snapshots.
- Just 9% indicated they had seen television advertising, compared with nearly a third last year.
- Older respondents (including 65 plus year olds, retirees and 'empty nest' households) were more likely to report having seen advertising by Salisbury Council in Salisbury Aware (28% versus 10% overall) and Messenger / newspaper (44% versus 29% overall) than other segments.
- Mention of signage within the community was raised by higher proportions of younger people and declined with increasing age. Also showing a similar pattern of declining recall with age was pamphlets / flyers. This finding suggests that local signage, and also flyers letterbox dropped, are effective mediums for attracting the attention of those under 45 years of age.

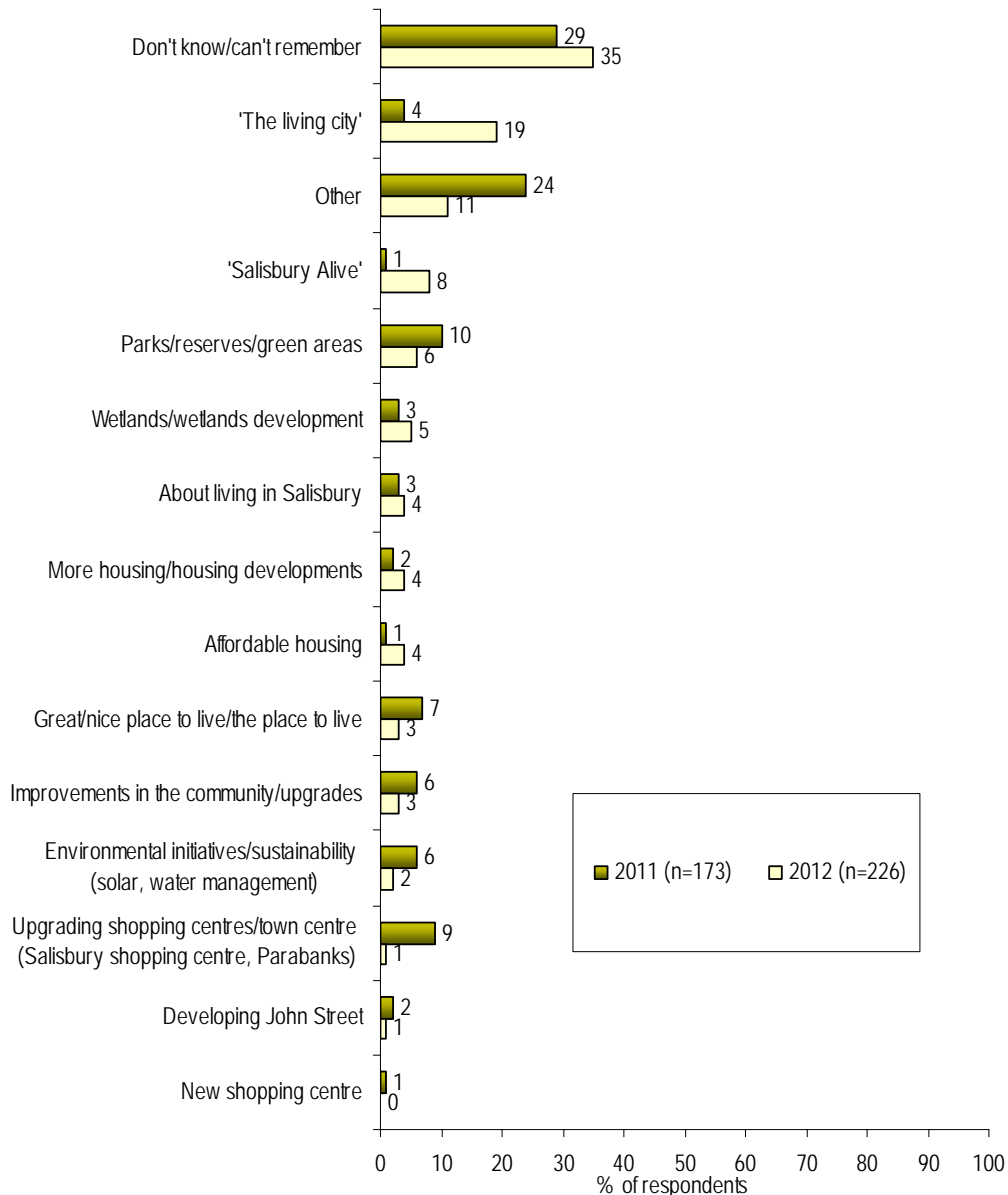
WHERE SEEN ADVERTISING, BY AGE COHORT



Main message of advertising

MAIN MESSAGE OF ADVERTISING

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



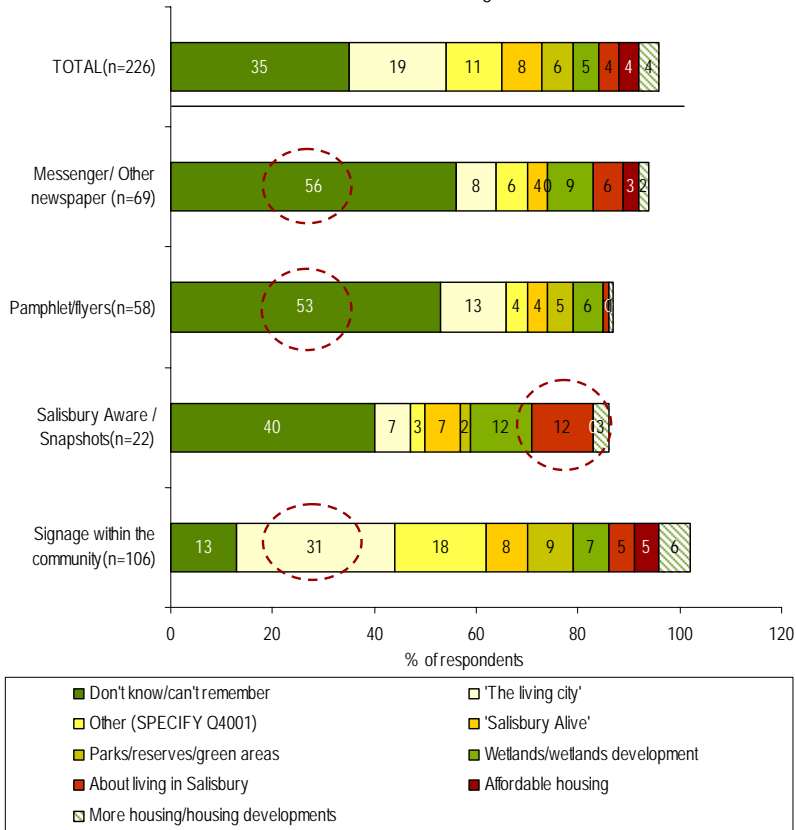
- The same respondents (had seen advertising, n=226) were asked what they thought the advertising's main message was.
- More than one in three (35%) could not recall the message of the advertising they had seen (versus 29% last year). This suggests that the message is not getting "cut through" or that it was too long ago since they had seen the advertising.
- One in ten (10%) respondents reported the advertising message to be about parks, reserves or green areas within Salisbury Council.
- A further 9% said the advertising was for the Town Centre Renewal project or upgrading the shopping / town centre.
- Other messages recalled included: 7% said a great place or the place to live; 6% said environmental initiatives or sustainability; and 6% community upgrades or improvements. Interesting to note, 4% of respondents could actually quote the slogan 'The Living City'.
- There was only minor differences in recall of main advertising message when analysed by socio-demographic segments.



Main message of advertising - continued

MAIN MESSAGE OF ADVERTISING-MAIN RESPONSES (4%+)

(Includes multiple responses) BASE: Those who have seen Salisbury Council advertising



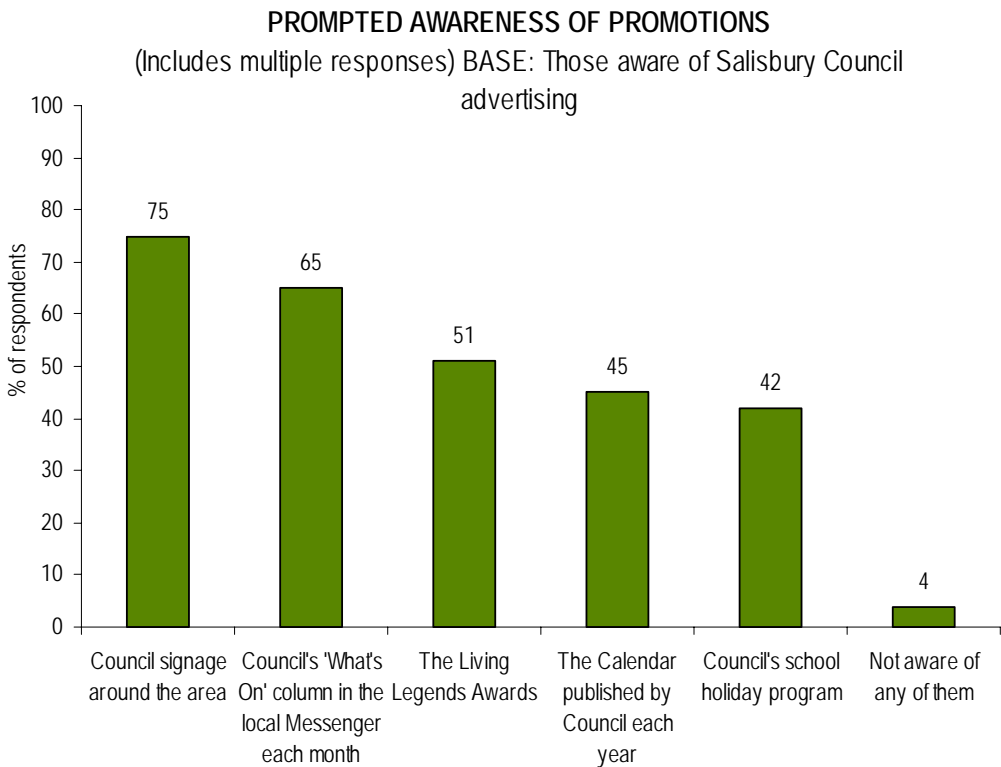
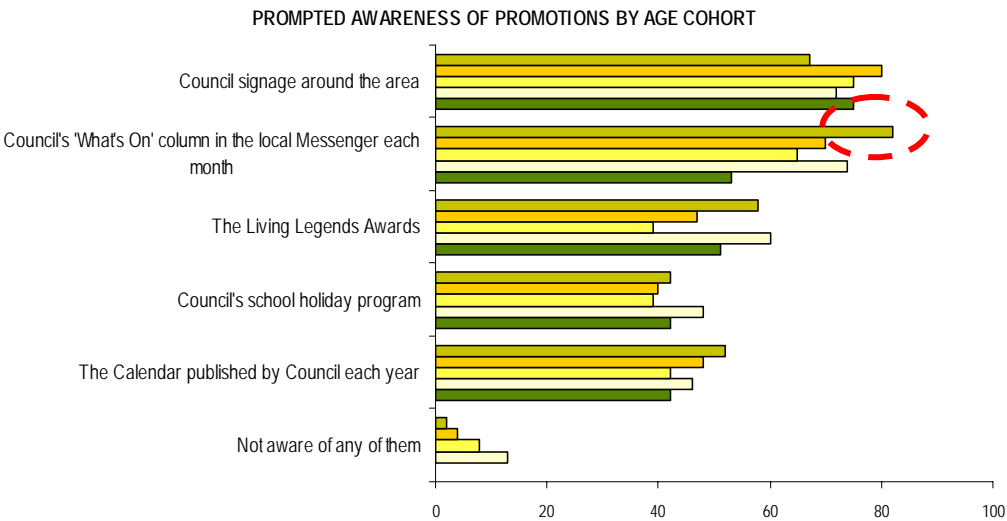
Activities for children	Live, work, play
Bin collection	Market John St/writers week/Aust Day BBQ
Calendars for rubbish removal	Members of council
City of Salisbury	Members of parliament visiting
Closing of the meal centre at the jack young centre and at paddocks house	Only when they are holding elections for Council members
Colours blue and yellow catches your eye	Photos of people in salisbury who have achieved awards
Council jobs	Pictures of playground about being adventurous for the adventure playground, DSTO, RAF base
Council spending etc.	Rates going up
	Rates returns expenditure
Dog registration (2)	Road works upgrades
Event in October at Mawson Lakes (Japanese culture thing)	Salisbury writers festival. Fun run by Salisbury council.
Events	School activities, craft fair, writers club
Events for youth and activities for young people in Council area, Blue Light discos, sporting events, community events, Christmas events	School holiday activities
Events in the different areas	Smilie faces
Fun run through Para trails	Sporting events
Health activities	Hard rubbish collection times
How they were going to spend monies	The logo
Information on events and services	Upgrade of Lake Windemere
Jobs Skilling	Walking programs
Just saying this is the district of Salisbury	Welcome to Salisbury Council area, also advertising events in area, also about dog registrations
Just the Salisbury City logo	What kids could do in the holidays and dog registration
Leaflets about what is on in school holidays, community events in Messenger, signage on roadsides promoting the area and technology and also about working smarter with a picture of two Army personnel	Whats going on

The table above 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.

- The chart shows the main advertising messages by the reported medium. The results show those who saw the advertising via signage within the community were significantly more likely to mention the main message was 'The living city' (31%), whilst also showing a low incidence of being unable to recall the main message.
- Respondents who identified the newspaper or the Messenger, or pamphlets / flyers found it difficult to recall the message (more than half who cited each of these sources said they did not know the main message of the advertising they had seen).
- 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.

Prompted awareness of specific events or programs

- When prompted about awareness of specific promotions, the most commonly recalled source of awareness was "Council signage around the area (75% were aware when prompted).
- Other promotions respondents were aware of once prompted were: What's On column (65%); Living Legends Awards (51%); Calendar (45%); and School Holiday program (42%).
- Just 4% of respondents were not aware of any of these, even when prompted.
- When analysed by age cohort (graph to the right), there was only one statistically significant difference (circled in red), with 65 plus year olds significantly more likely to be aware of Council's 'What's On' column (82%).
- Of note was the finding that females were significantly more likely to indicate they were aware of each of these sources of promotion than males.



	Not aware of any of them	The Calendar published	Council's school holiday	The Living Legends Awards	Council's 'What's On' column in	Council signage around the
65+ years	2	52	42	58	82	67
55-64 years	4	48	40	47	70	80
45-54 years	8	42	39	39	65	75
35-44 years	13	46	48	60	74	72
15-34 years	0	42	42	51	53	75

% of responses (incl. multiple response)



Demographics

Demographics

SUB-GROUPS		Unweighted		Weighted	
		#	%	#	%
GENDER					
	Male	218	36	293	49
	Female	382	64	302	51
	TOTAL	600	100	595	100
AGE*					
	15-34	48	8	220	37%
	35-44	76	13	104	17%
	45-54	105	18	100	17%
	55-64	140	23	83	14%
	65+	229	38	91	15%
	TOTAL	598	100	598	100
HOUSEHOLD*					
	Lone/group	149	25	114	19
	Young couple, no children	13	2	32	5
	Older couple, no children	219	36	112	19
	Couple with childn, teens, adults	176	30	217	46
	Single with childn, teens, adults	41	7	70	11
	TOTAL	598	100	545	100
EMPLOYMENT STATUS*					
	Part-time employment	98	16	108	20
	Full-time employment	161	27	231	40
	Unemployed	12	2	22	3
	Home Duties	41	7	42	7
	Pensioner (non-age pension)	39	7	28	4
	Retired/age pensioner	233	39	95	16
	Student	14	2	70	10
	TOTAL	598	100	596	100
GROSS INCOME H/HOLD					
	Less than \$25,000	173	29	87	15
	\$25,000 - \$49,999	131	22	126	21
	\$50,000 - \$74,999	72	12	76	13
	\$75,000 - \$99,999	61	10	74	12
	\$100,000 or more	63	11	105	18
	Refused/Don't know	100	16	129	21
	TOTAL	600	100	597	100

* EXCLUDES REFUSALS

SUB-GROUPS		Unweighted		Weighted	
		#	%	#	%
OCCUPATION					
	Manager/Administration	34	13	37	11
	Professional/Assoc Prof	101	20	71	21
	Trade/Labourer	68	26	97	29
	Clerical/Sales, service	100	39	121	35
	Intermed product/transport	4	2	13	4
	TOTAL	307	100	339	100
EDUCATION*					
	High school	356	60	323	54
	Trade/Apprenticeship	85	14	81	13
	Certificate/Diploma	105	18	123	21
	Bachelor Degree or higher	49	8	64	12
	TOTAL	595	100	591	100
INTERNET USE					
	Daily/most days	338	56	446	75
	1-3 times a week	56	9	47	8
	Once a fortnight or less	206	35	106	17
	TOTAL	600	100	599	100

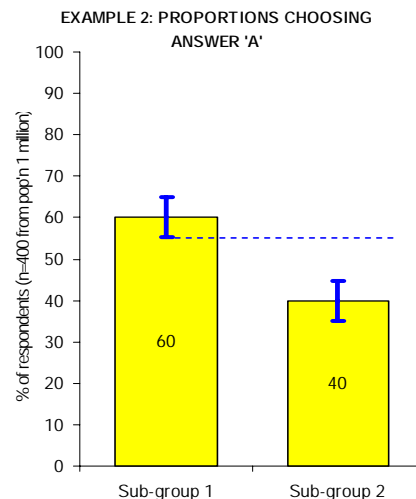
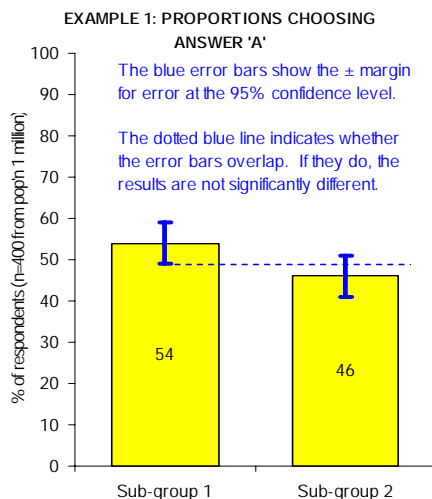
* EXCLUDES REFUSALS

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

8479 CITY OF SALISBURY COMMUNITY SURVEY - JULY 2012

"Good afternoon/evening, my name is _[Q01V]_ 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."

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

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 Q16

Q1401 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 do these magazines meet your needs for information about the area? _USE D FOR DON'T KNOW_"

NUM 0-10, D

IF NOT 1 IN Q16 SKIP TO Q57JP

Q18. HOW READ

"Q18 In July, when you received your Salisbury Aware magazine, did you.... READ OUT 1-4_"

1. Recall receiving it, but didn't read it
2. Flick through, but 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

Q57JP

=0

IF NOT 2 IN Q16 SKIP TO Q19G

Q57. HOW READ

"Q57 In May, when you received your Salisbury Snapshots magazine, did you.... READ OUT 1-4_"

1. Recall receiving it, but didn't read it
2. Flick through, but 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

NUM 0-10, D

Q19. SCALE

"Q19 _[Q19G]_"

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
18. Lower rates
19. Cut back overgrown trees
20. Graffiti - faster removal / better management
21. Better communication and consultation / listen more / give more info
22. More services for the elderly/disabled
23. Improve/add parking
24. Improve/clean up shopping ctrs/buildings/industrial areas
25. Improve/add sporting facilities
26. Provide bins/clean up rubbish in public areas
27. Improve/add bike tracks/lanes
15. Other (SPECIFY Q2101)

16. Don't know
17. OK as is, can't be improved.

GO Q22G
 Q2101 OTHERREAD

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
 "0-10, D

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
12. Didn't collect my rubbish
13. Trucks damage street/property
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

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
6. Have to pay for it / not free
7. Need more info / communication / advertising
8. Have to book in advance/inconvenient
9. Should be free / other Councils don't charge
10. Other Councils leave a skip/should have a skip
4. Other (SPECIFY Q2401)

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

5. Don't have bin
6. Have to pay for bin
7. Bin not big 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
7. Don't use the library services (PROBE WHY BEFORE USING THIS CODE)
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
7. Don't use community centres (PROBE WHY BEFORE USING THIS CODE)
8. Not enough information
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
7. Don't use recreation centres (PROBE WHY BEFORE USING THIS CODE)
8. Not enough Information given
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
7. Don't use leisure and sport (PROBE WHY BEFORE USING THIS CODE)
5. Other (SPECIFY Q2901)

6. Don't know/can't say

GO Q29JP

Q2901 OTHER

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

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

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

GO Q32JP
 Q3201 GARDEN VERGE / FOOTPATH GARDEN
 Q3202 FOOTPATH
 Q3203 KERBING / GUTTER
 Q3204 CLEANLINESS
 Q3205 THE ROAD
 Q3206 TREE
 Q3207 TRAFFIC FLOW
 Q3208 PARKING
 Q3209 DRAINAGE
 Q3210 LIGHTING
 Q3211 OTHER
 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?" MR

3. Don't use service
4. Not aware of what is available
5. Not accessible
6. Not enough services offered
7. In-home services needed
1. Other reason (SPECIFY Q3301)
2. Don't know / not sure

GO Q33JP

Q3301 REASON

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?" MR

3. Don't use it
4. Staff unhelpful
5. Complaints unresolved/not responded to
6. None in Mawson Lakes
1. Other reason (SPECIFY Q3401)
2. Don't know / not sure

GO Q34JP

Q3401 REASON

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?" MR

3. Don't use it
4. Not enough being done/nothing ever happens
5. Not enough communication/consultation with public/businesses
6. They change rules/don't adhere to rules
7. Making blocks too small/building on reserves
8. Some suburbs neglected more than others
9. Roads poorly planned e.g. traffic issues
1. Other 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?" MR

3. Not enough communication / lack of consultation / information
4. Receive little/no service from Council
5. Hard rubbish
6. Lack of street/verge maintenance/cleaning
7. Ignore queries/requests for maintenance
1. Other reason (SPECIFY Q3701)
2. Don't know / not sure

GO Q38

Q3701 REASON

Q38. AWARE OF SALISBURY ADVERTISING

"Q38 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 have seen advertising?" MR

1. Television
10. Newspaper - Messenger
2. Newspaper - other
8. Pamphlet/flyers
9. Mail
11. Salisbury Aware / Snapshots
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 advertising?"

MR

3. Environmental initiatives/sustainability (solar, water management)

Q40. MAIN MESSAGES OF ADVERTISING

"Q40 What do you remember about the advertising?"

MR

3. Environmental initiatives/sustainability (solar, water management)
4. New shopping centre
5. Upgrading shopping centres/ Salisbury Town Centre / Parabanks
7. 'The living city'
8. Developing John Street
9. Parks/reserves/green areas
10. 'Salisbury Alive'
11. Wetlands/wetlands development
12. About living in Salisbury
13. Affordable housing
14. Great/nice place to live/the place to live
15. Improvements in the community/upgrades
16. More housing/housing developments
1. Other (SPECIFY Q4001)

2. Don't know/can't remember

GO Q58

Q4001 OTHER

Q58 PROMPTED AWARENESS OF PROMOTIONS

"Q58 Can you tell me which, if any, of the following you have been aware of before now? _READ OUT 1-5_" MR RAND5

1. The Living Legends Awards
2. Council signage around the area
3. Council's school holiday program
4. The Calendar published by Council each year
5. Council's 'What's On' column in the local Messenger each month

6. Not aware of any of them

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
8. Live in a retirement or lifestyle village

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."

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

Q62 POSTCODE

"Q62 What is the postcode where you live? _ENTER NUMBER, 5999 IF DON'T KNOW_"

WIDTH=4

NUM 5000-5800, 5999

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

TOTAL=600

1.TOTAL

