



# CITY OF SALISBURY COMMUNITY PERCEPTIONS

DECEMBER 2020 | REF 11681

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## MCGREGOR TAN

Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while welcoming new ideas and technologies. This combination of new meets old allows us to offer relevant, trusted and contemporary research solutions for our clients.

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# METHODOLOGY

This research was conducted by McGregor Tan from Friday 23 October to Monday 18 November 2020.



The purpose of the research is to achieve two key objectives:

- Measure the perception of Council performance against a ranges of services and attributes
- Communication preference, including analysis of different channels across the different touchpoints and purposes



Market research has been conducted in accordance with ISO 20252.

A mixed methodology was used to collect the data including Face to Face interviews in the Council area, Telephone interviews, Paper copies available at Council touch points, Social media and the McGregor Tan's online panel, the largest panel of South Australians used exclusively for market research purposes.

Participants were provided with at least 3 reminders or call backs to encourage and provide opportunity for participation.



A sample of 600 ratepayers and residents were surveyed for the 2020 Community Perceptions Research.

Data was collected by a variety of methods:

- 262 McGregor Tan Online Panel
- 263 McGregor Tan Face to Face and CATI Teams
- 42 Social media
- 33 Council touch points self completion

The sample is weighted to be representative of age and gender as per ABS 2016 Census statistics for the City of Salisbury.



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# SUMMARY

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# EXECUTIVE SUMMARY

## Overall satisfaction

At an overall level, seven in ten respondents were satisfied with the City of Salisbury Council (71%). **The level of satisfaction has increased** by 4 percentage points from the 2018 survey results. There is also a continuous improvement in those somewhat satisfied with the Council (51%), an increase of 4 percentage points compared to 2018.

At an overall level, the responsiveness of elected members / councillors has improved from 2018 with more than three in five satisfied with all aspects tested, ranging from 64% to 83% satisfied. While satisfaction was on par with 2018 results for council staff – again with more than three in five satisfied with all aspects tested (range 67% to 79% satisfaction).

Those residing in the South ward (79%) were most satisfied while the East (76%) and Central wards (73%) also recorded a higher than average satisfaction. West ward residents were least satisfied (64%), along with the Para (66%) and North wards (67%) all recording under the average satisfaction of 71%.

## NPS

Over a quarter (27%) of respondents were promoters for the City of Salisbury with a similar proportion likely to be detractors (29%). The Council recorded a overall NPS of -2, **a significant improvement** to the -20 recorded in 2018.

NPS was higher among those in the East (12), Hills (7) and Para (2) wards, while those residing in the West ward (-19) recorded significantly lower than the average NPS.

Those living in the area for more than 10 years recorded a higher NPS than the average. Those who have lived in the area for less than 10 years (-21) and younger respondents (-10) recorded a significantly lower than average NPS.

## Strengths

The past 4 years have seen a **significant increase** in the perception of Salisbury's strengths with an average rating of 3.1 being recorded, ranging from 2.7 in the South and Central wards to 3.6 in the East ward.

The top 3 perceived strengths were 'cost of housing' (53%, **↑ 40pp** from 13% in 2016), 'parks and reserves' (48%, **↑ 40pp** from 8% in 2016) and 'location' (44%, **↑ 20pp** from 24% in 2016).

## Services

More than a quarter of respondents (28%) indicated there were services the Council should deliver that they currently do not. Those residing in the Central (38%), South (32%) and North wards (30%) were most likely to agree with this.

Service suggestions included 'better/more waste management' for the Hills, South, North and East wards. 'Footpath maintenance and verge cutting for those in the North, West and Para wards. 'Tree maintenance and management for West and Para wards. More 'disability services, community programs and playgrounds for the North, East and Central wards. 'Safety and policing' for the Para ward and 'better traffic management for those residing in the Hills ward.

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# EXECUTIVE SUMMARY (CONT.)

## Drivers of satisfaction

In order to drive higher satisfaction among the residents of the City of Salisbury, the Council should focus on 'road maintenance', 'footpath maintenance' and 'services for the disabled and aged'. All these services are of high importance.

Key drivers of satisfaction are 'green waste collection and services', 'footpath maintenance', 'verge cutting', and 'services for the disabled'. These services should be maintained and improved to drive a higher satisfaction rating.

## Quality of life

Residents are more satisfied with the quality of life in the City of Salisbury (75%) than they were in 2018 (↑ 7pp, 68%). Those most satisfied were promoters (92%), those living in the South ward (88%), aged 55 plus (81%), have lived in the area for more than 20 years (80%) and males (76%).

Those residing in the South (88%), East (85%) and Hills (82%) wards all recorded a higher level of satisfaction than the average with their quality of life in the council area while those living in the Central (70%), North (66%), Para (64%) and West (62%) wards all recorded a lower than average satisfaction.

Suggestions for improving the quality of life included 'better streets (Hills, South and Para wards)', 'policing (North, West and Para wards)', parks and reserves (Hills and Central wards) and 'elderly support' and 'better communication' (Central ward).

## Safety

Three in five residents (60%) feel safe within the City of Salisbury, an increase of 5pp from 55% in 2018, however more residents also feel unsafe (18%, ↑ 6pp from 12% in 2018). 'Crime', 'drugs and alcohol' and 'lack of policing' were stated as the main reasons for feeling unsafe with Salisbury Centre and Parabanks being the places residents felt unsafe. On a positive note, the train station and interchange have improved with less people indicating they feel unsafe in 2020 than 2018.

## Living in the City of Salisbury

The cost of housing (54%) was an attraction for more than half the residents when moving into the Salisbury Council area. There is also a perception that it is more affordable to rent or buy housing (62%).

For those living in area for less than 5 years, the cost of housing has significantly increased as an attractive attribute of the area from 25% in 2016 to 57% in 2020.

More than half of all respondents provided a high or moderate level of agreement with the majority of the community aspects tested, with three quarters agreeing they 'like living in the community' (75%), they can 'get help from family, friends and neighbours when needed' (75%) and they 'live in a pleasant environment' (74%).

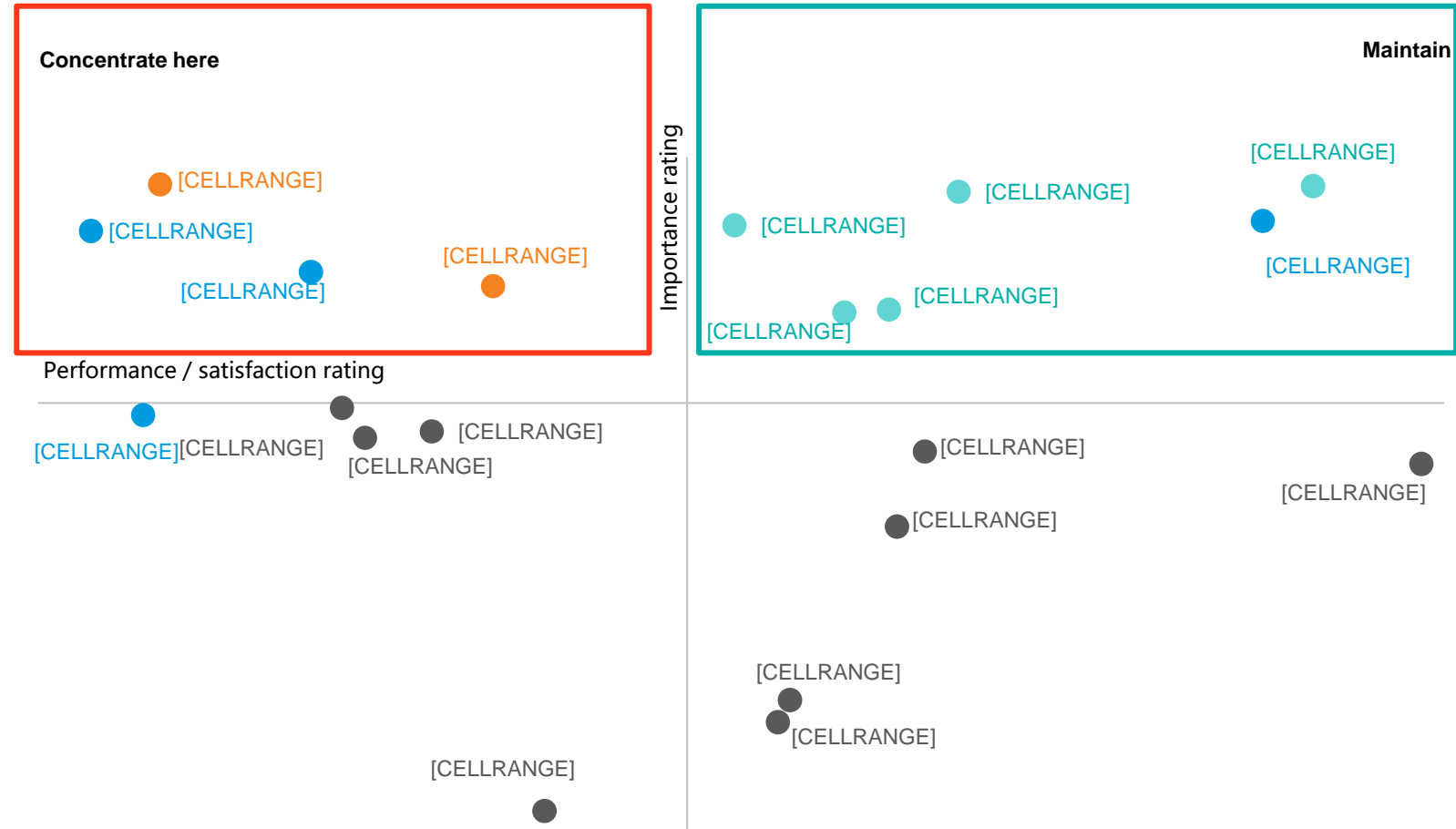
Residents in the City of Salisbury frequent community activities on a regular basis with almost a third indicating they attend 'organised sport, church or community groups' (32%), 'visit the Council libraries' (29%) and 'attend local sports and recreation centres' (18%) at least once a month.

Two in five residents were satisfied (40%) with accessibility, inclusivity and mobility within the City of Salisbury.

## EXECUTIVE SUMMARY- OPPORTUNITIES

In order to drive higher satisfaction among the residents of the City of Salisbury, the Council should focus on:

CONTINUE DELIVERING ON:	FOCUS ON:
<ul style="list-style-type: none"> <li>• Recycling collection and services</li> <li>• Green waste collection and services</li> <li>• Health services</li> <li>• Water recycling</li> <li>• Hard waste services</li> <li>• Parks and reserves maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Road maintenance</li> <li>• Footpath maintenance</li> <li>• Service for the disabled</li> <li>• Services for the aged</li> </ul>
<p>The key drivers of satisfaction:</p> <ul style="list-style-type: none"> <li>• Green waste collection and services</li> <li>• Footpath maintenance</li> <li>• Verge cutting, and</li> <li>• Services for the disabled</li> </ul>	





## EXECUTIVE SUMMARY (CONT.)

	Overall	Hills	South	North	West	East	Para	Central
Overall satisfaction	71%	71%	79%	67%	64%	76%	66%	73%
NPS	-2	7	-7	-2	-19	12	2	-9
Strengths (avg nomination)	3.1	3.5	2.7	3.0	2.8	3.6	2.8	2.7
Drivers of satisfaction	Green waste, footpaths, verges, disabled support							
Importance / performance	Roads, footpaths, disabled support, aged support							
Quality of life	75%	82%	88%	66%	62%	85%	64%	70%
Safety	60%	62%	76%	53%	52%	61%	60%	57%

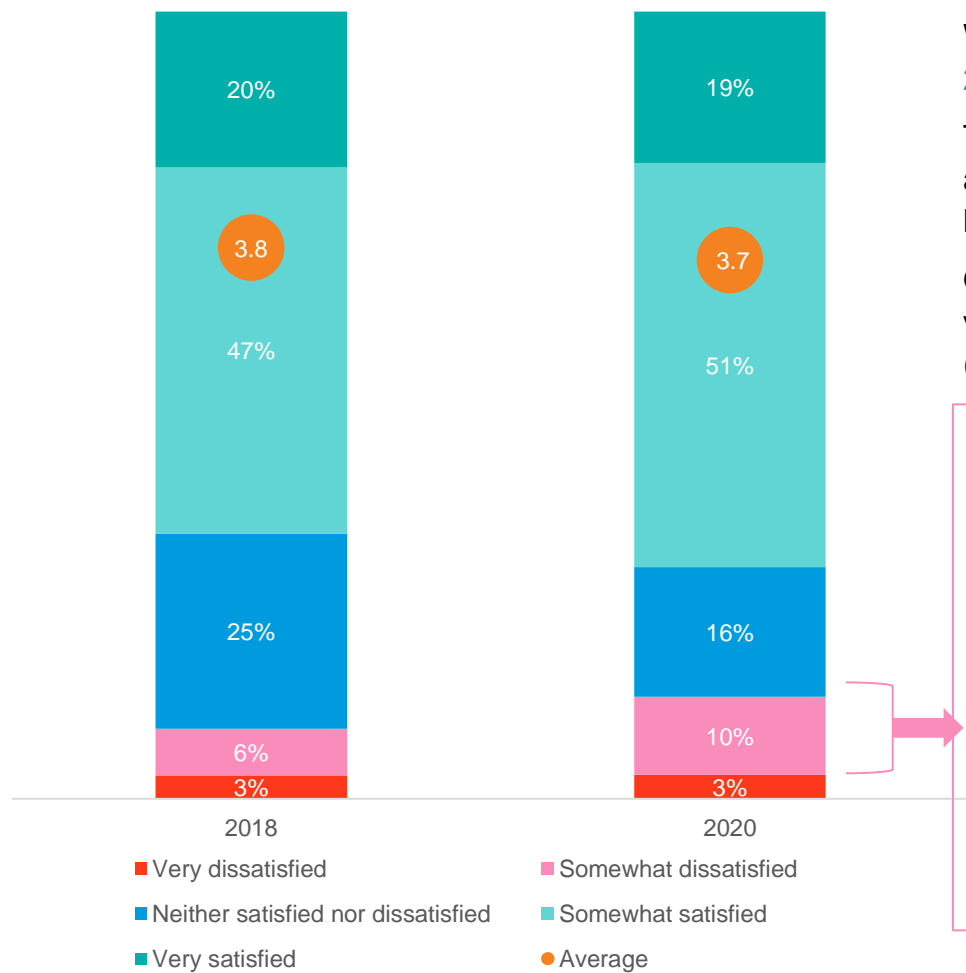


# ANALYSIS



# COUNCIL PERFORMANCE

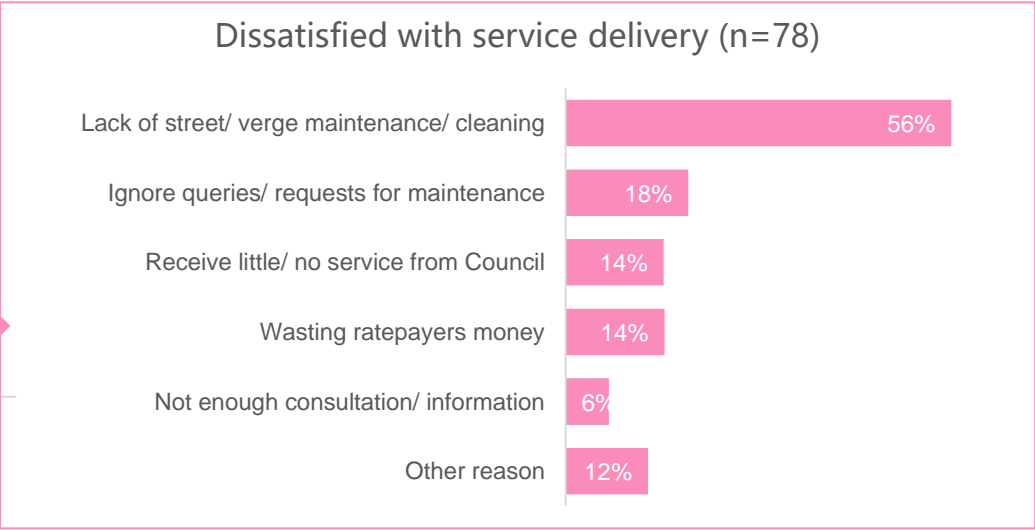
# OVERALL SATISFACTION WITH SERVICES



While satisfaction with the delivery of services rose by 4 percentage points in 2020 (71% : 67%, 2018) dissatisfaction also rose by a similar amount (13%, 2020 : 8%, 2018).

Those most satisfied with services have lived in the area for more than 20 years (76%), were aged 55 plus (75%) and reside in the South Ward (79%) while those in the West ward were the least satisfied of the wards (64%).

Of the small amount of residents dissatisfied (13%) with delivery of services, lack of street and verge maintenance and cleaning was clearly the most common reason for this dissatisfaction (56%).



11 Using a scale of 1-5, 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the service delivered by the City of Salisbury Council? Base: All respondents  
12. Why are you dissatisfied with the service delivered by Salisbury Council? Base: Dissatisfied (n=78)



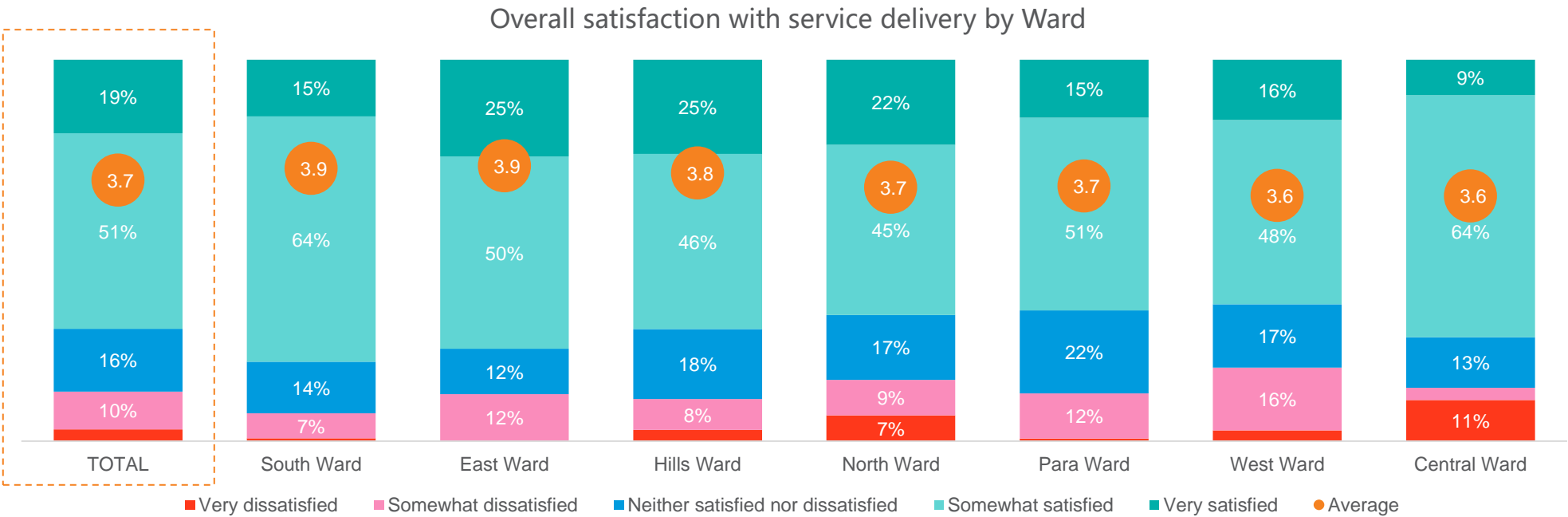
# OVERALL SATISFACTION WITH SERVICES BY WARD

South, East and Hills wards all scored above the average of 3.7 for overall satisfaction with service delivery.

North and Para matched the average and West and Central were slightly below.

South had the highest total satisfaction at 79% and West had the lowest (64%). While those in the Central ward had a lower average satisfaction their total satisfied was above by 2pp (73% to 71% average).

Along with other wards, Central residents were most dissatisfied with the lack of street and verge maintenance and cleaning 44%.



# RESIDENTIAL COUNCIL BENCHMARKING

When comparing the overall satisfaction rating of the City of Salisbury Council (3.7 out of 5) to that of other councils (an average mean of 3.2), Salisbury outperformed other metropolitan councils.

	Salisbury Mean	Average Mean of Councils A-F	SA Metropolitan Councils				
			Council A	Council B	Council C	Council D	Council E
			Mean	Mean	Mean	Mean	Mean
Overall satisfaction	3.7	3.2	3.8	2.8	3.2	2.6	3.4

# NET PROMOTER SCORE

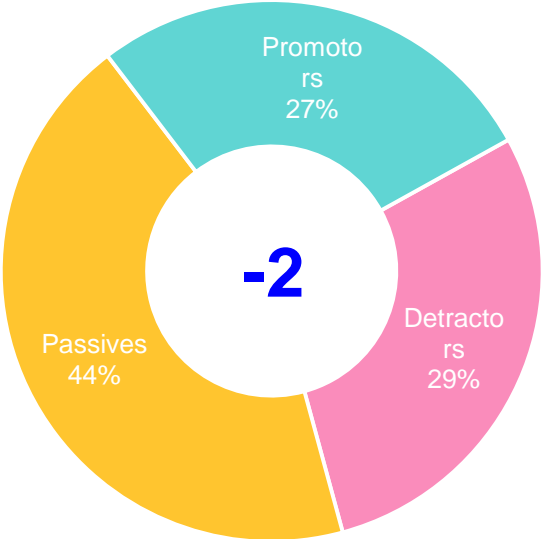
The City of Salisbury achieved a Net Promoter Score ('NPS') of -2.

The NPS measures loyalty rather than satisfaction. The more people out there recommending the Salisbury Council to family and friends (promoters) the better and the higher the NPS will be. On the other hand, the more 'detractors' there are i.e. those that spread bad word of mouth, the lower the NPS will be.

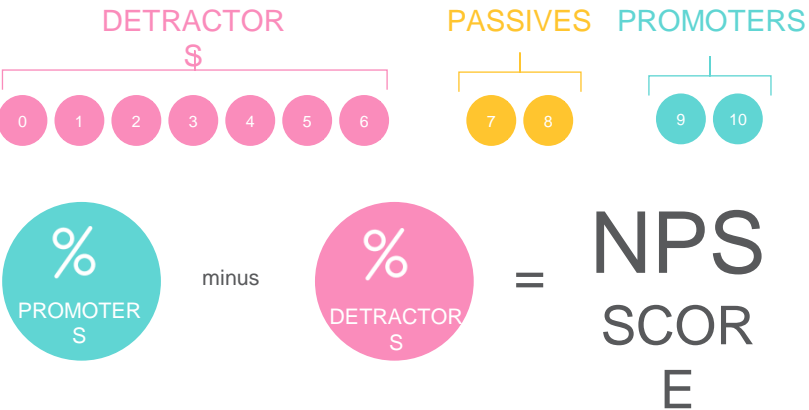
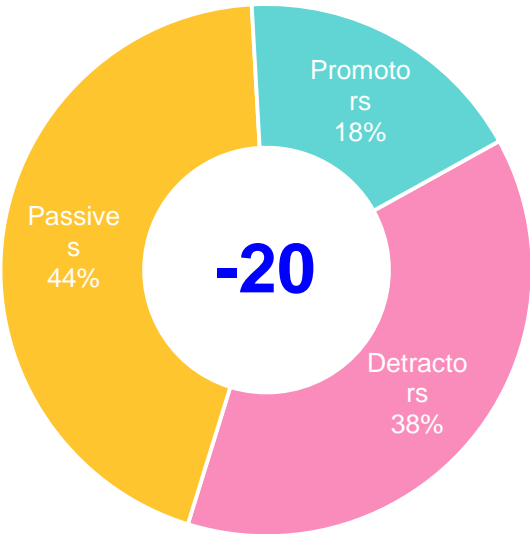
Over a quarter (27%) indicated that they are highly likely to recommend the City of Salisbury. These respondents are defined as "promoters" and can be classified as "super fans" of the council area, compared to a similar amount (29%) who are classified as "detractors" and would not recommend the City of Salisbury to others. Almost half were "passives" (44%).

Promoters increased significantly from 2018 increasing the NPS from -20 to -2.

2020 Net Promoter Score  
Salisbury Council Residents



2018 Net Promoter Score  
Salisbury Council Residents



23. Using a score of 0 to 10 where 0 is not at all likely 10 is would definitely recommend, how likely are you to recommend living in the City of Salisbury to others? Base: All respondents

# COUNCIL BENCHMARKING OF NET PROMOTER SCORE

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

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

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

City of Salisbury residents recorded a net promoter score of -2 for the likelihood of recommending living in the Council area. This score is higher than the City of Salisbury benchmark score of -11.



<b>Overall benchmark net promoter score</b>	<b>16</b>
City Of Holdfast Bay	47
Town Of Walkerville	46
City Of Unley	46
City Of Prospect	44
City Of Burnside	38
City Of Norwood, Payneham and St Peters	35
City Of West Torrens	33
Adelaide Hills Council	32
Adelaide City Council	30
Campbelltown City Council	27
City Of Mitcham	26
City Of Tea Tree Gully	21
City Of Charles Sturt	12
Mount Barker District Council	7
City Of Port Adelaide Enfield	6
City Of Marion	3
Town Of Gawler	2
City Of Onkaparinga	-4
City Of Salisbury	-11
City Of Playford	-42



# NET PROMOTER SCORE BY WARD

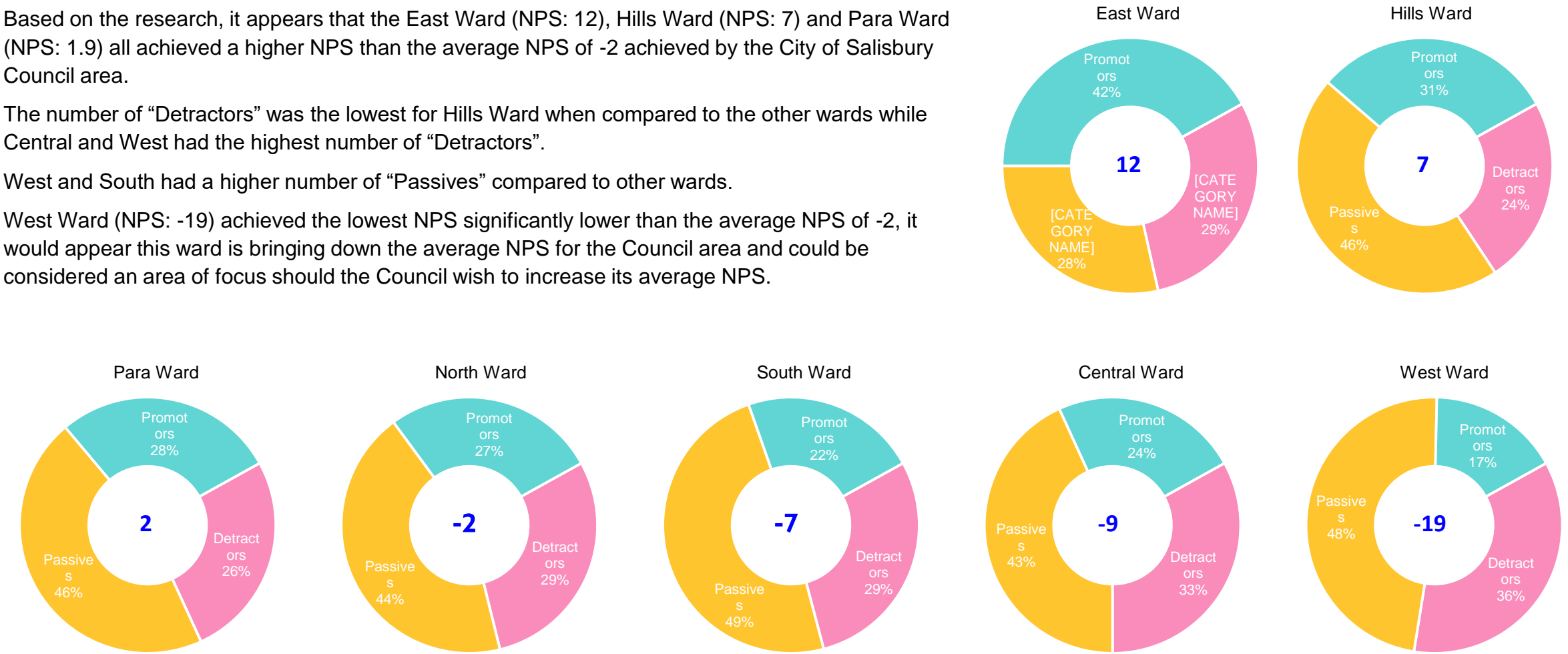
Based on the research, it appears that the East Ward (NPS: 12), Hills Ward (NPS: 7) and Para Ward (NPS: 1.9) all achieved a higher NPS than the average NPS of -2 achieved by the City of Salisbury Council area.

The number of “Detractors” was the lowest for Hills Ward when compared to the other wards while Central and West had the highest number of “Detractors”.

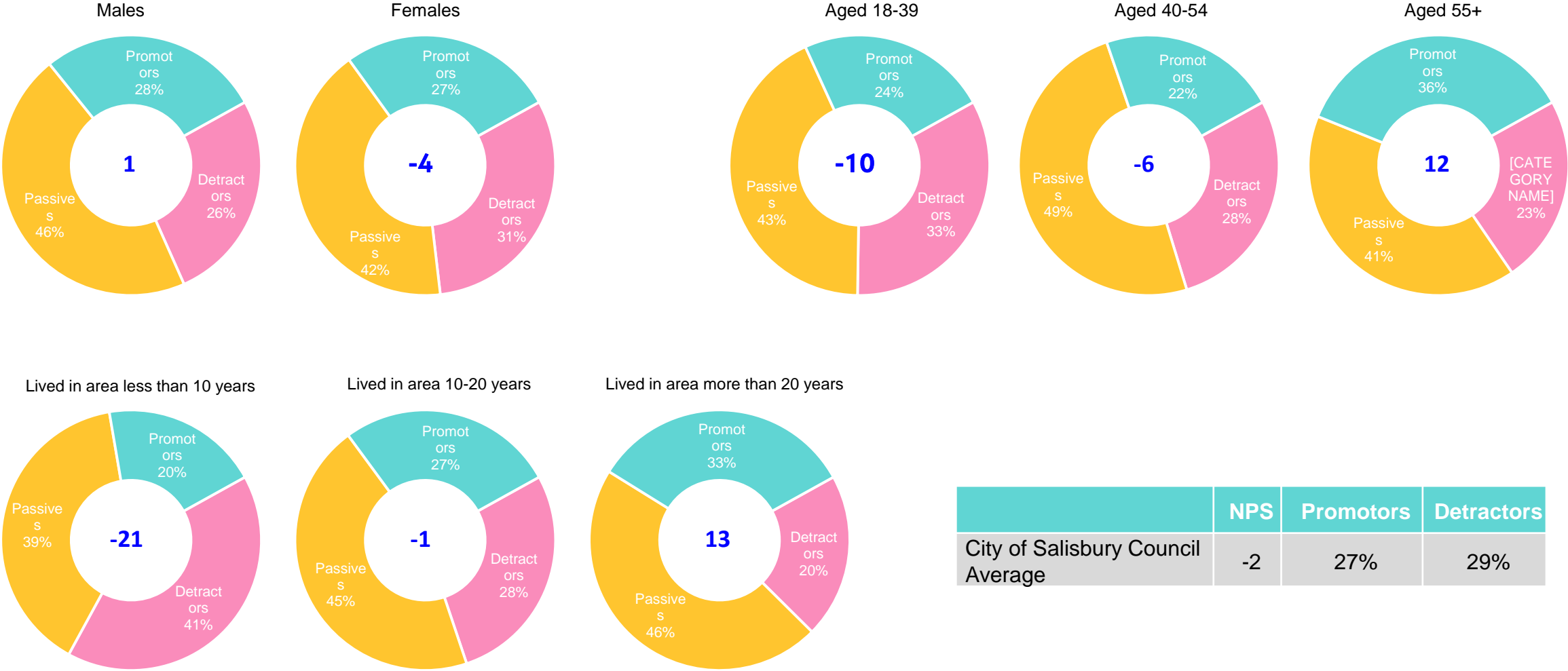
West and South had a higher number of “Passives” compared to other wards.

West Ward (NPS: -19) achieved the lowest NPS significantly lower than the average NPS of -2, it would appear this ward is bringing down the average NPS for the Council area and could be considered an area of focus should the Council wish to increase its average NPS.

	NPS	Promoters	Detractors
City of Salisbury Council Average	-2	27%	29%



# NET PROMOTER SCORE BY DEMOGRAPHICS



	NPS	Promoters	Detractors
City of Salisbury Council Average	-2	27%	29%

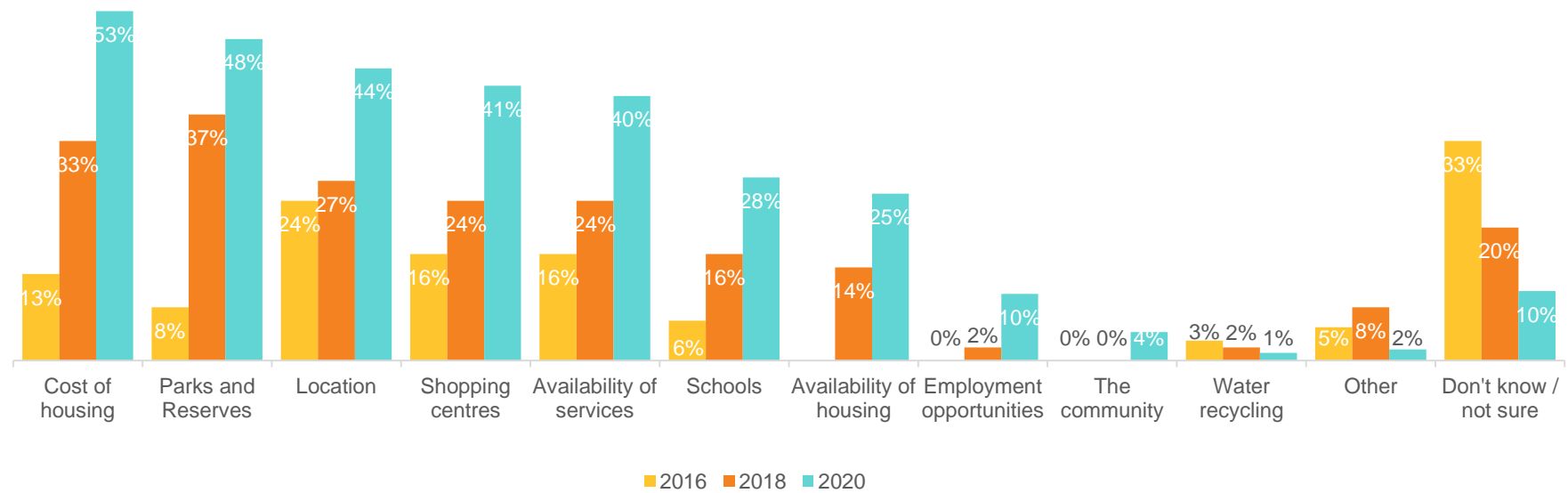
# CITY OF SALISBURY STRENGTHS

The past 4 years have seen a significant increase in the perception of Salisbury's strengths.

Residents who reside in the East Ward were more likely to identify parks and reserves (60%) and cost of housing (67%) as strengths of the City of Salisbury.

Residents aged 18 to 39 (62%) and those who have lived in the area for less than 10 years (62%) were also likely to identify cost of housing as a strength.

Those likely to promote living in the City of Salisbury stated parks and reserves (69%), availability of services (65%) and location (60%) as strengths of the City of Salisbury.



TOP 3

53%

↑ 40 pp (13% in 2016)  
Cost of housing

48%

↑ 40 pp (8% in 2016)  
Parks and Reserves

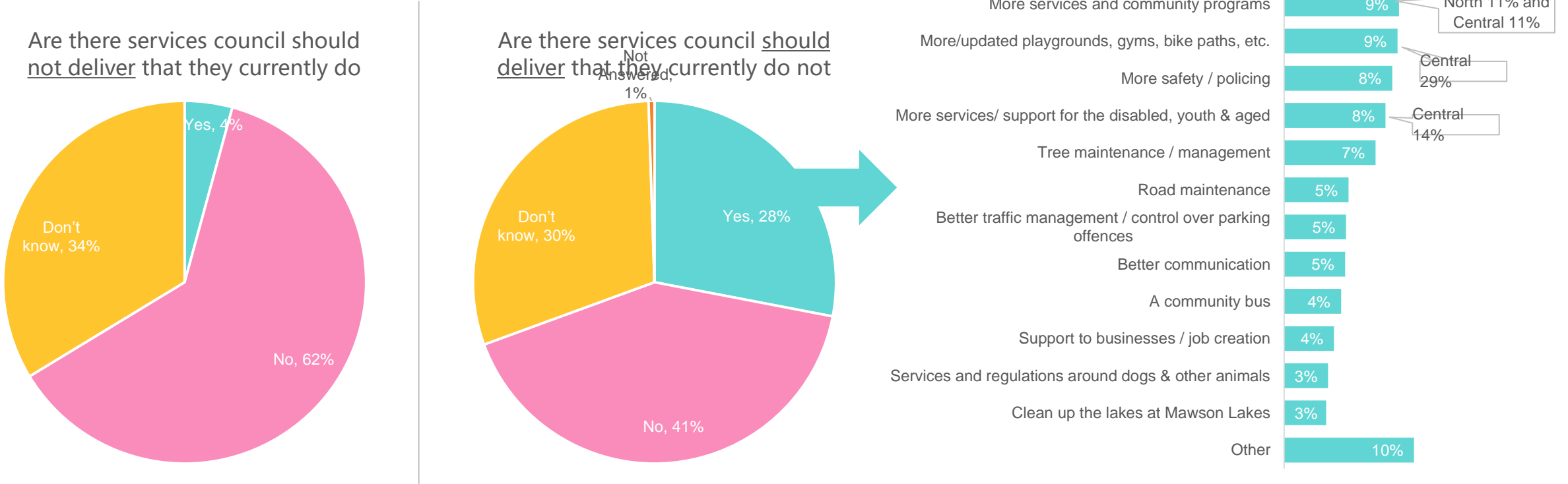
44%

↑ 20 pp (24% in 2016)  
Location

# OVER AND UNDER DELIVERY OF SERVICES

Three in five residents were satisfied there were no services the council should not deliver that they currently do (62%).

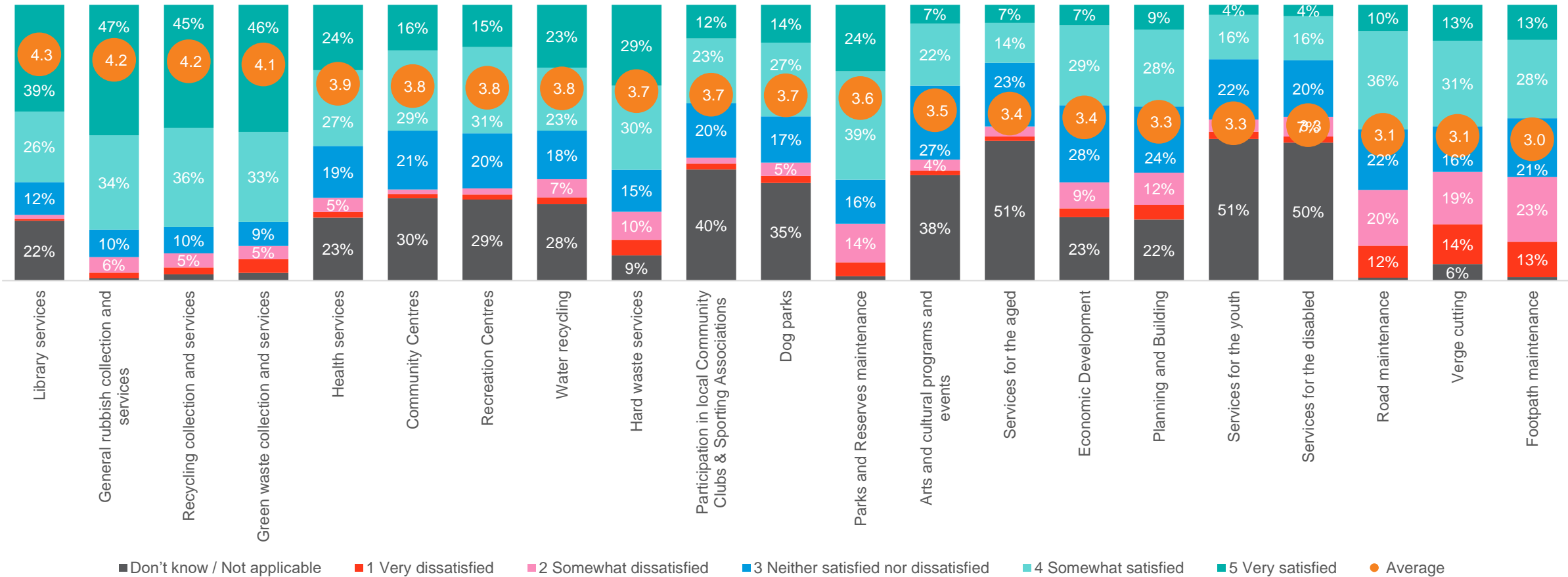
Over a quarter, however, believe there were some services council should be delivering that they currently do not (28%). Central (38%), South (32%) and North wards (30%) were most likely to agree with this. A variety of services were nominated with the top two identified as being better or more waste management (20%) and footpath maintenance and verge cutting (14%).



9. Are there any other services you believe council should deliver that they currently do not? Base: All respondents | 9b. Which services do you believe council should deliver that they currently do not? Base: Yes in Q9 (n=168)  
10. And, are there any other services you believe council should not deliver that they currently do?



# SATISFACTION WITH SERVICES



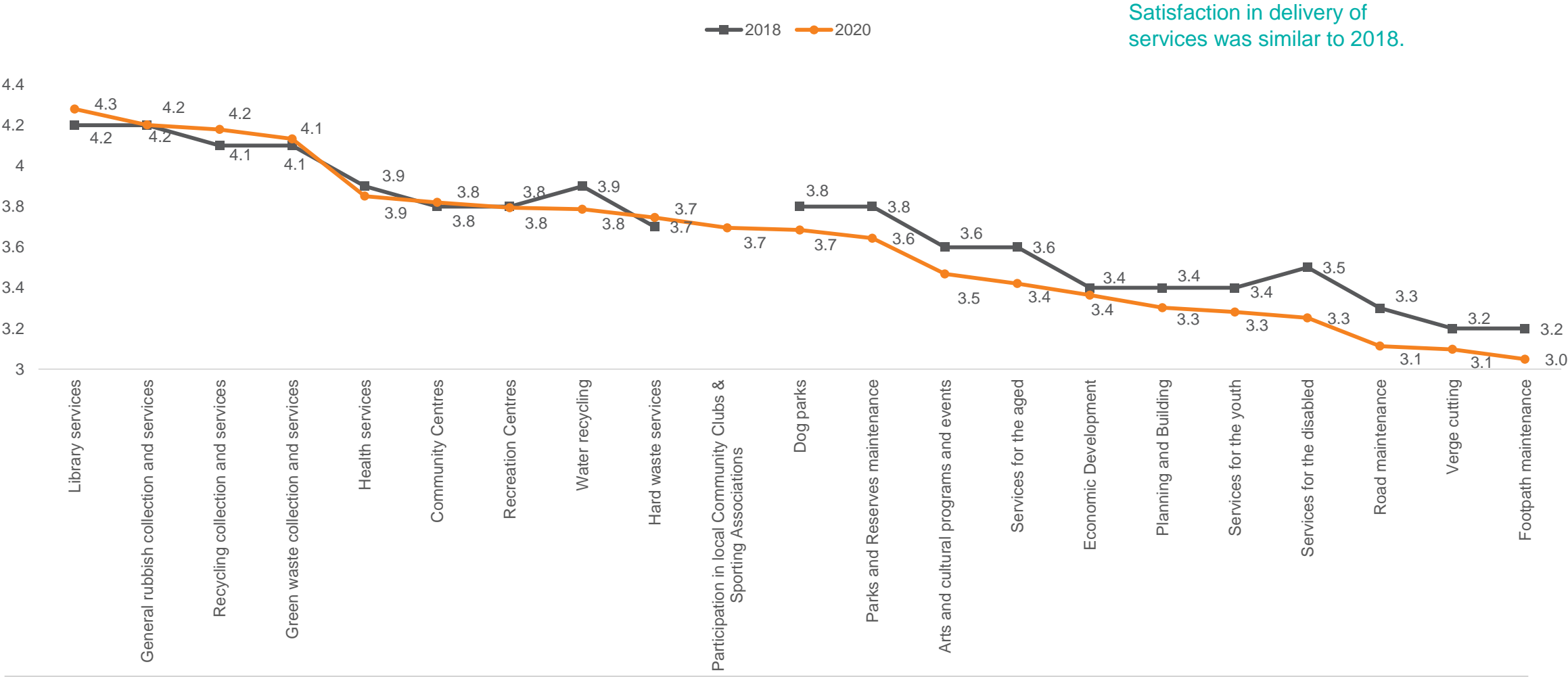
## KEY DRIVERS OF SATISFACTION WITH SERVICES

	Relative Importance (%)
Green waste collection and services	10.1
Footpath maintenance	9.4
Verge cutting	9.2
Services for the disabled	8.4
Planning and Building	7.5
Hard waste services	6.0
Economic Development	6.0
Recycling collection and services	5.6
Health services	4.8
General rubbish collection and services	4.7
Arts and cultural programs and events	4.3
Water recycling	3.9
Community Centres	3.3
Recreation Centres	3.1
Library services	2.2
Participation in local Community Clubs & Sporting Associations	-0.8
Dog parks	-1.2
Parks and Reserves maintenance	-1.4
Services for the youth	-1.4
Services for the aged	-1.6
Road maintenance	-5.0
R-Squared (%)	48.7

The top 4 drivers of satisfaction are:

- Green waste collection and services
- Footpath maintenance
- Verge cutting, and
- Services for the disabled


# SATISFACTION WITH SERVICES



# SATISFACTION WITH SERVICES COMPARED TO OTHER COUNCILS

The highest satisfaction rating compared to other councils was achieved Dog parks and Off leash areas.

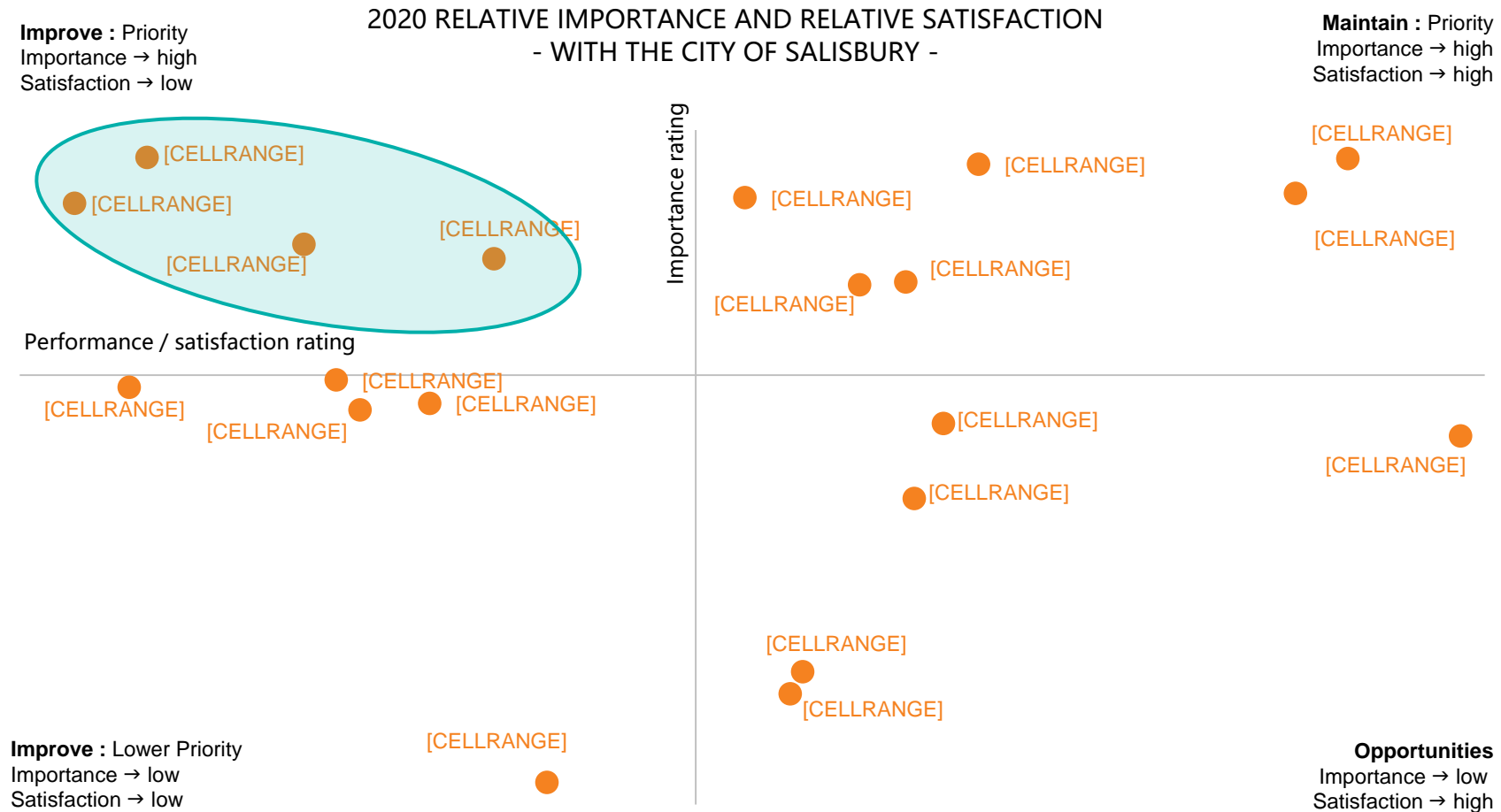
While the City of Salisbury recorded the lowest score in Footpath maintenance in services overall when compared to other councils it was higher than two other councils.

Satisfaction with Services <sup>7</sup>	Salisbury	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
	Mean	Mean	Mean	Mean	Mean	Mean
Library services	4.3		3.5	4.3	3.9	3.6
General rubbish collection and services	4.2			4.4		
Recycled materials collection	4.2			4.3		
Green waste collection and services	4.1			4.4		
Planning, building and development advice	4.0		2.8	4.3	2.8	3.1
Health services	3.9					
Community centres	3.8					
Recreation centres	3.8					
Water recycling services	3.8					
Participation in local Community Clubs & Sporting Associations	3.7					
Dog parks / Off-leash areas	 3.7			3.2		
Parks / reserves /playgrounds	3.6	4.1		3.9	3.6	3.6
Arts and cultural programs and events	3.5	3.8			3.5	
Economic Development	3.4					
Services for the aged	3.4					
Services for disabled	3.3					
Hard waste collection	3.3				3.7	3.7
Youth and children's programs	3.3					
Road maintenance	3.1	3.4	2.8		2.5	
Verge cutting	3.1					
Footpath maintenance	3.0		2.8	3.4		2.9



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Those in the improve section but are of a lower priority are Verge cutting, Planning and building, Services for the youth, Economic Developments and Arts and cultural programs and events, these aspects have lower importance and a lower satisfaction level.

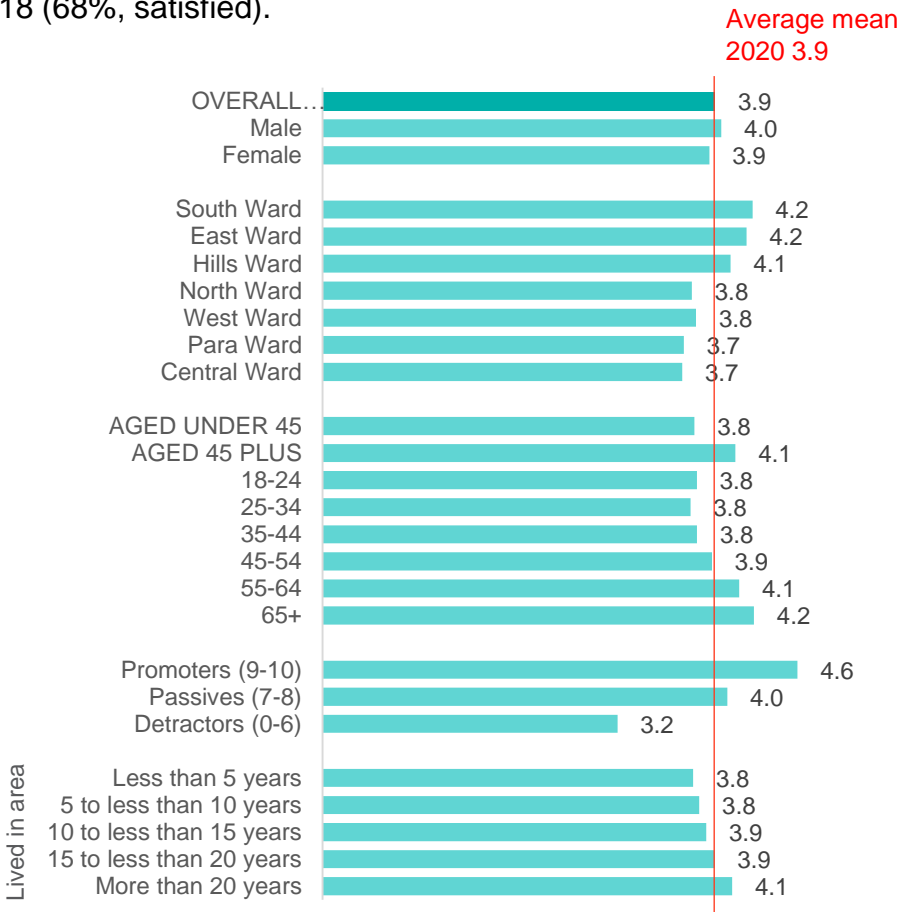
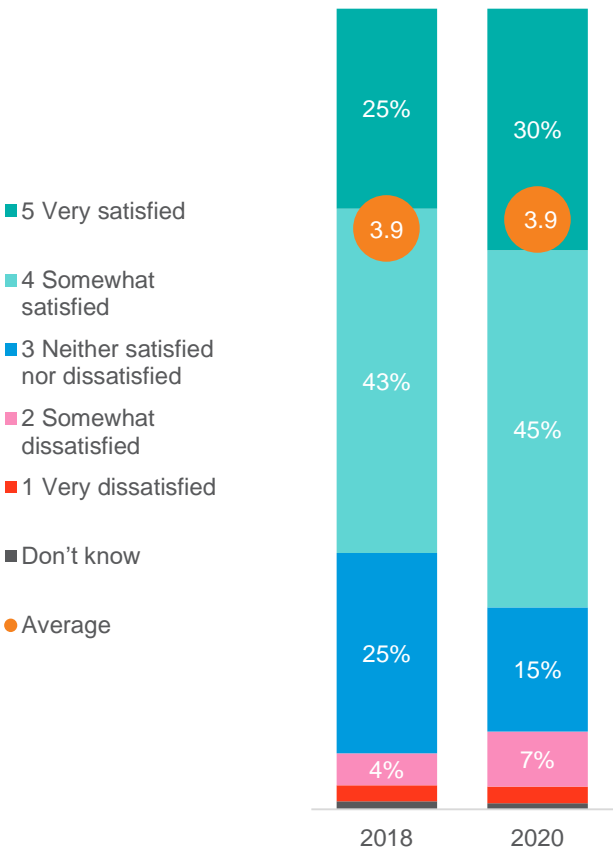


A close-up photograph of a standard incandescent lightbulb. Inside the glass bulb, a small globe of the Earth is visible, glowing with a warm, yellow light. The bulb is positioned on a dark, textured surface. In the foreground, the base of another lightbulb is visible, slightly out of focus. The background is a soft, out-of-focus grey. The image is framed by large, diagonal geometric shapes in teal, white, and red.

# QUALITY OF LIFE

# SATISFACTION WITH QUALITY OF LIFE

Three quarters of respondents (75%) were satisfied with their quality of life in the Salisbury Council area. This is an increase of 7 percentage points from 2018 (68%, satisfied).



75%  
↑ 7 pp (68% in 2018)  
Satisfied

Most Satisfied (4+5)

92%  
Promoters

88%  
South Ward

81%  
Aged 55 plus

80%  
Lived in area more than 20 years

76%  
Males

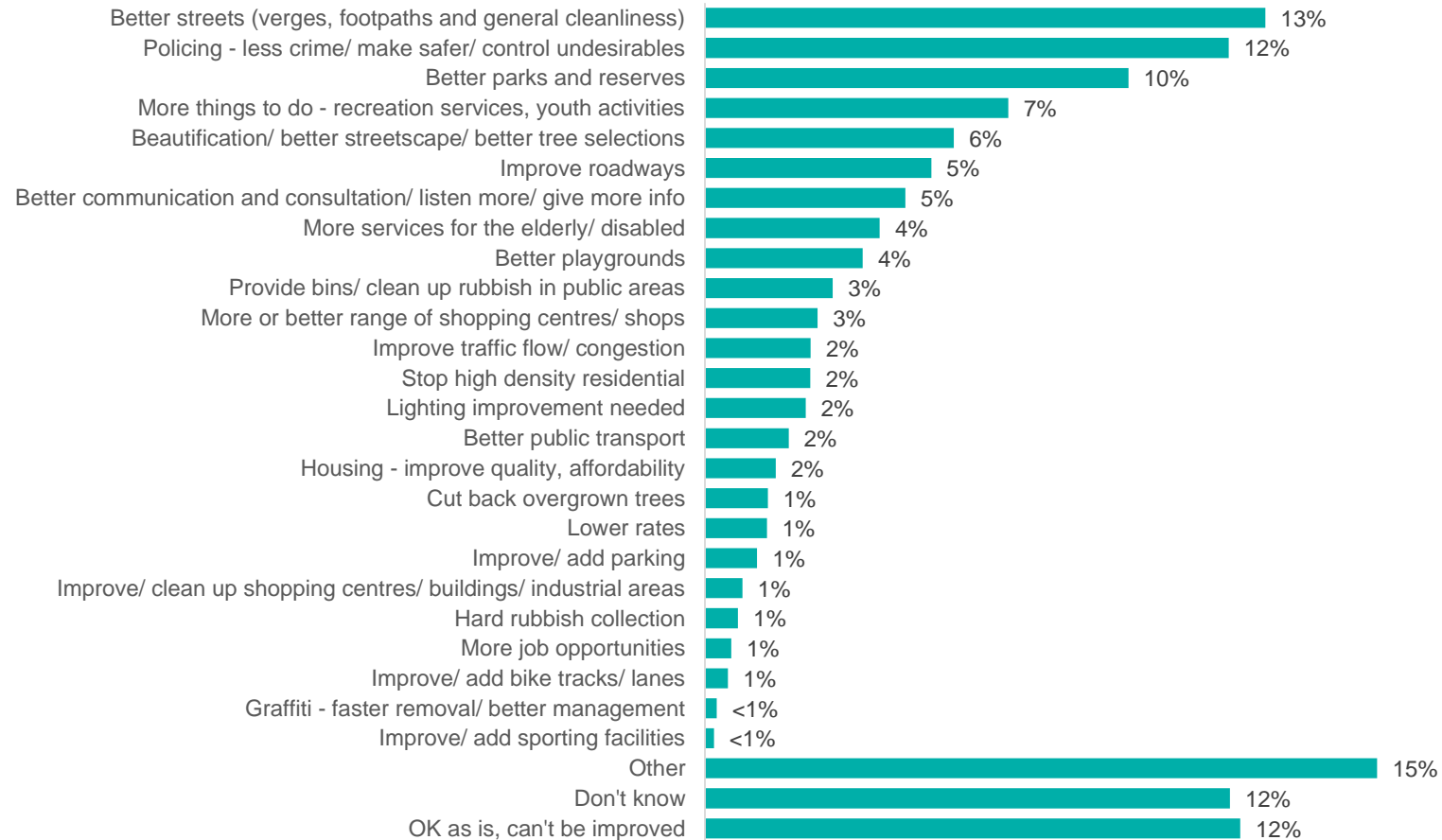
# IDEAS TO IMPROVE QUALITY OF LIFE IN THE CITY OF SALISBURY

In what ways could the quality of life in the Salisbury Council area could be improved?

When asked how the quality of life in the City of Salisbury could be improved there were a large variety of responses, however none were cited by more than 13% of respondents.

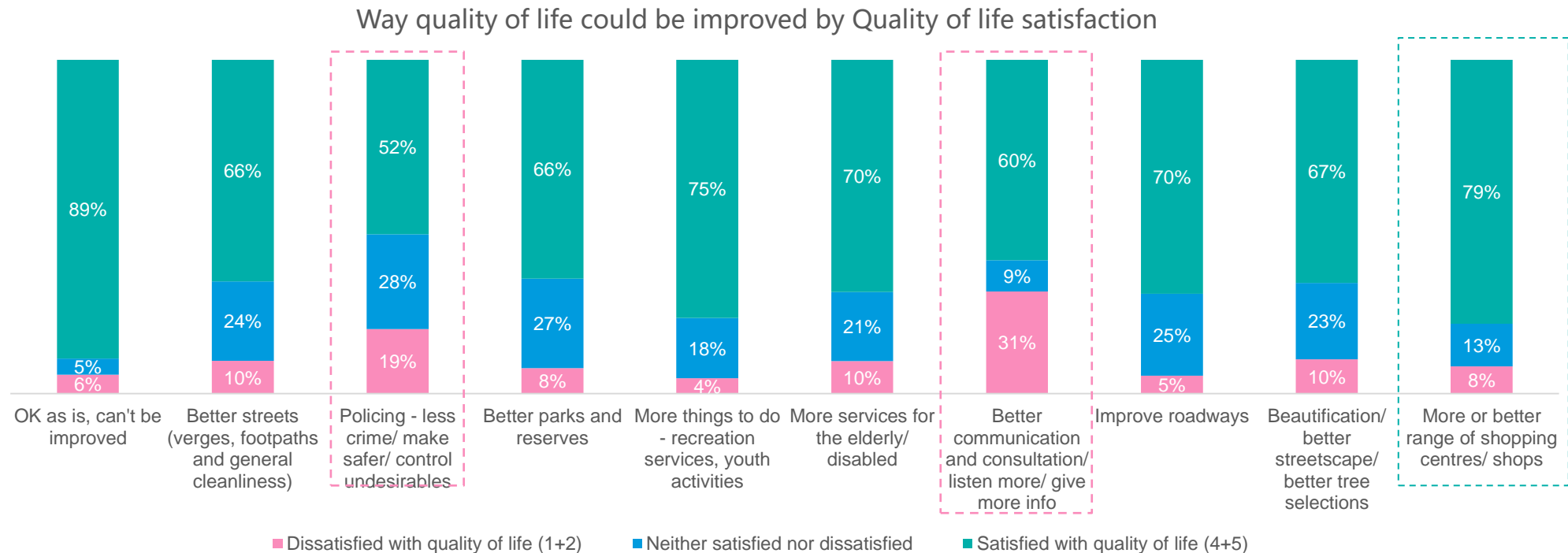
'Better streets (verges, footpaths and general cleanliness)' (13%) and 'Policing – less crime/ make safer/ control undesirables' (12%) were the top two ways respondents indicated could improve the quality of life in the City of Salisbury.

One in ten stated the quality of life is 'Ok as it, can't be improved' (12%), these participants were more likely to be from the Hills and North Wards, aged 55 plus, have lived in the area for less than 5 years and promoters of the City of Salisbury.



# IDEAS TO IMPROVE THE QUALITY OF LIFE IN THE CITY OF SALISBURY (CONT.)

Those dissatisfied with their quality of life in the City of Salisbury cited 'Better communication and consultation' and 'Policing' as improvements while those satisfied with their life indicated 'More or a better range of shopping options' would improve their quality of life further.



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# IDEAS TO IMPROVE THE QUALITY OF LIFE IN THE CITY OF SALISBURY (CONT.)

To increase quality of life within the wards the following improvement suggestions were provided.

Better streets (verges, footpaths and general cleanliness) : average 13%

- Hills 20%, South 15% and Para 14%

Policing - less crime/ make safer/ control undesirables : average 12%

- North 21%, Para 18% and West 14%

Better parks and reserves : average 10%

- Hills 13%, Central, 13%, South 11%, West 11% and East 11%

More things to do - recreation services, youth activities : average 7%

- West 16%, Para 12%, Central 10% and East 8%

Beautification/ better streetscape/ better tree selections : average 6%

- Hills 12%, South 7% and Para 7%

Better communication and consultation/ listen more/ give more info : average 5%

- Central 10%, North 7% and West 7%

Improve roadways : average 5%

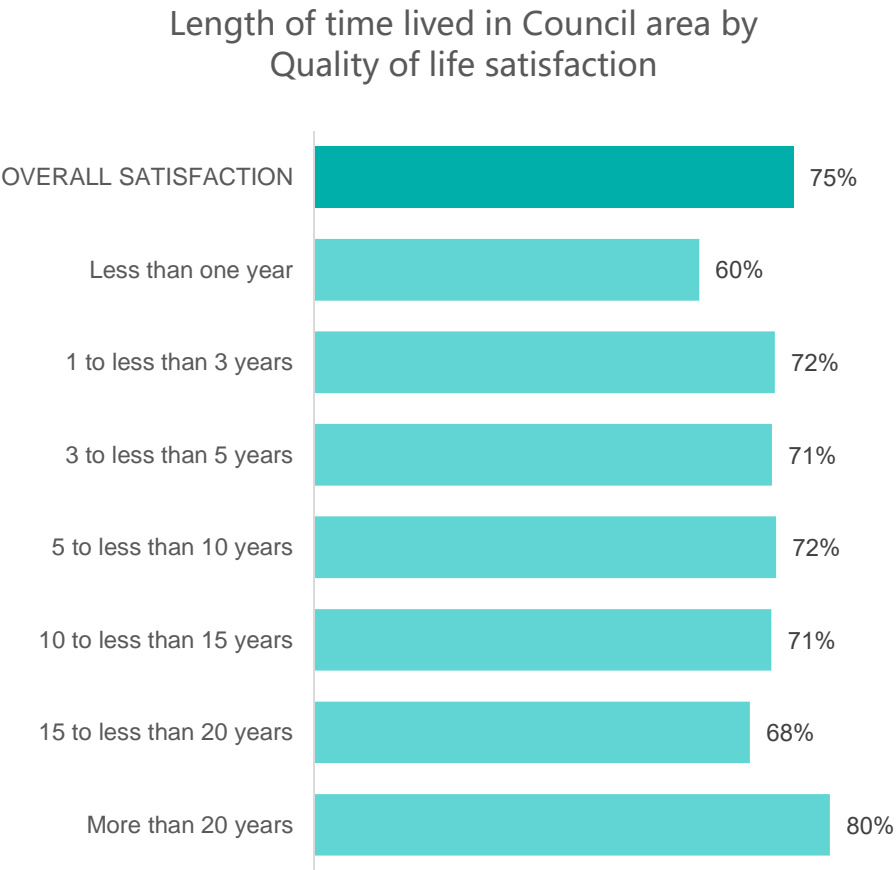
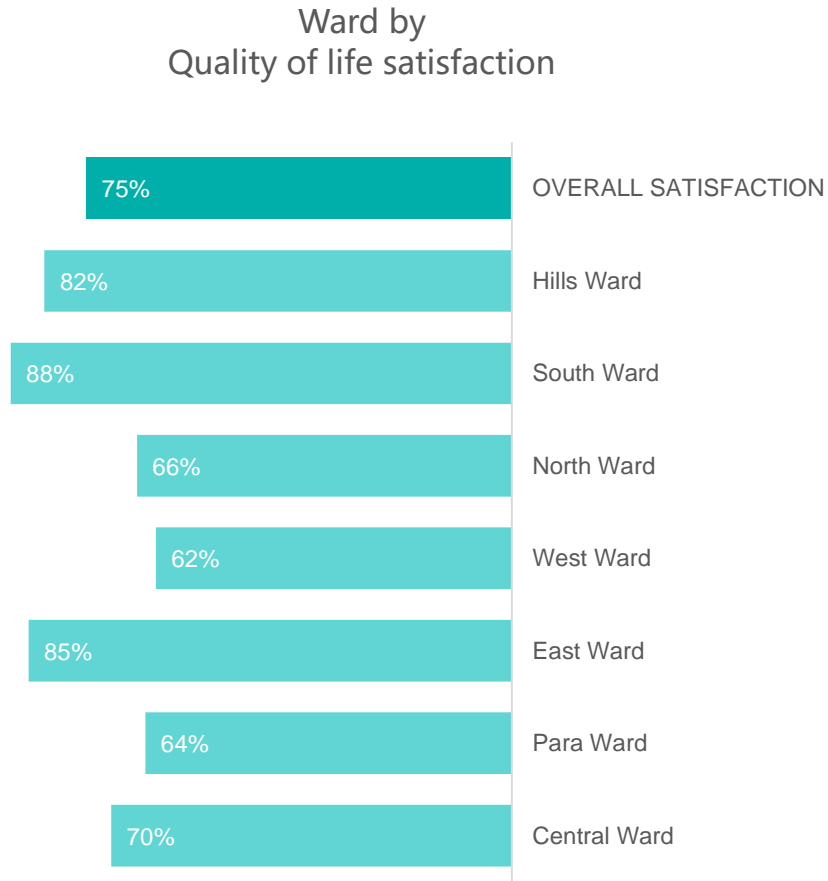
- Para 11%, East 7% and West 6%



# IDEAS TO IMPROVE THE QUALITY OF LIFE BY WARD

	WARD							
	TOTAL	Hills Ward	South Ward	North Ward	West Ward	East Ward	Para Ward	Central Ward
OK as is, can't be improved	12%	16%	9%	18%	3%	11%	14%	13%
Better streets (verges, footpaths and general cleanliness)	13%	20%	15%	11%	9%	8%	14%	3%
Policing - less crime/ make safer/ control undesirables	12%	10%	4%	21%	14%	9%	18%	7%
Better parks and reserves	10%	13%	11%	7%	11%	11%	3%	13%
More things to do - recreation services, youth activities	7%	1%	4%	4%	16%	8%	12%	10%
More services for the elderly/ disabled	4%	3%	4%	4%	3%	2%	5%	12%
Better communication and consultation/ listen more/ give more info	5%	3%	1%	7%	7%	4%	2%	10%
Improve roadways	5%	2%	4%	3%	6%	7%	11%	5%
Beautification/ better streetscape/ better tree selections	6%	12%	7%	3%	2%	1%	7%	3%
More or better range of shopping centres/ shops	3%	5%	2%	0%	1%	7%	1%	0%
Better playgrounds	4%	10%	1%	0%	2%	8%	0%	6%
Better public transport	2%	4%	1%	1%	1%	3%	1%	3%
Improve traffic flow/ congestion	2%	0%	1%	3%	5%	2%	3%	6%
Lighting improvement needed	2%	3%	0%	1%	5%	3%	2%	2%
Provide bins/ clean up rubbish in public areas	3%	5%	2%	6%	1%	1%	2%	0%
Stop high density residential	2%	3%	6%	3%	1%	1%	0%	0%
Cut back overgrown trees	1%	2%	3%	1%	0%	1%	2%	3%
Housing - improve quality, affordability	2%	1%	0%	2%	3%	0%	4%	3%
Improve/ add parking	1%	0%	2%	0%	4%	0%	2%	0%
Improve/ clean up shopping centres/ buildings/ industrial areas	1%	0%	1%	0%	1%	3%	2%	0%
Lower rates	1%	2%	1%	1%	0%	3%	2%	0%
More job opportunities	1%	0%	1%	1%	1%	1%	1%	0%
Hard rubbish collection	1%	1%	0%	1%	0%	0%	0%	5%
Improve/ add bike tracks/ lanes	1%	1%	1%	0%	0%	2%	0%	0%
Graffiti - faster removal/ better management	0%	0%	1%	1%	1%	0%	0%	0%
Improve/ add sporting facilities	0%	0%	0%	0%	0%	2%	0%	0%
Other	15%	12%	26%	12%	17%	17%	11%	31 14%
Don't know	12%	13%	13%	13%	10%	14%	11%	7%

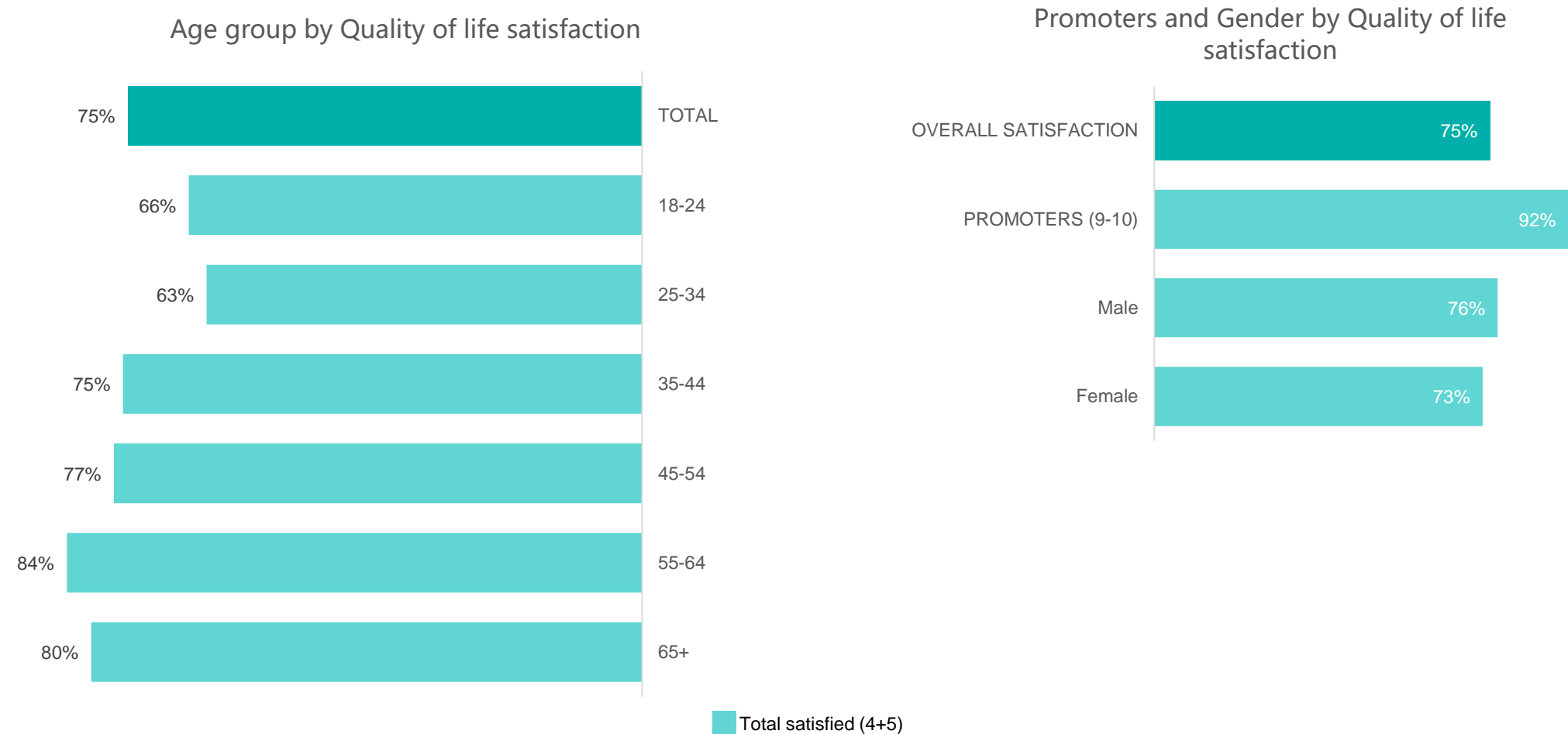
# OVERALL SATISFACTION SUMMARY OF QUALITY OF LIFE IN THE SALISBURY COUNCIL AREA



Total satisfied (4+5)

13. Overall, how satisfied are you with the quality of life in the Salisbury Council area? Using the same 1-5 scale where 1 is very dissatisfied and 5 is very satisfied. Base: All respondents

# OVERALL SATISFACTION SUMMARY OF QUALITY OF LIFE IN THE SALISBURY COUNCIL AREA (CONT.)



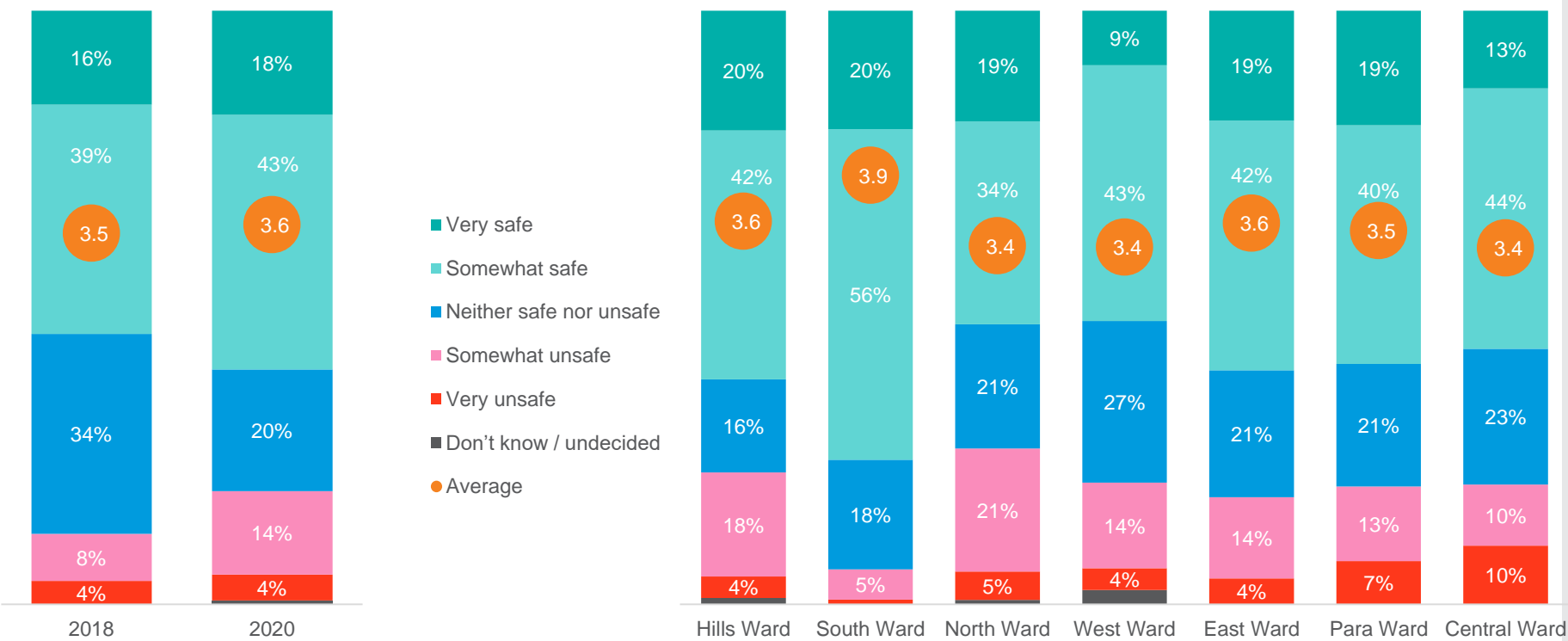
A close-up photograph of a standard incandescent lightbulb. Inside the glass bulb, a small globe of the Earth is visible, representing the concept of safety and community. The bulb is resting on a dark, textured surface. Another lightbulb is partially visible in the foreground, out of focus.

# SAFETY IN THE COMMUNITY

# LEVEL OF SAFETY

Residents feel safer in the council area in 2020 with three in five residents stating they feel safe (60%) compared to 55% in 2018.

More likely to be Males (67%, compared to females 54%), living in the South Ward (76%, compared to all other wards), and those aged 55 plus (73%, compared to those aged 18 to 39 53%).



60%

↑ 5pp (55% in 2018)  
Feel safe

20%

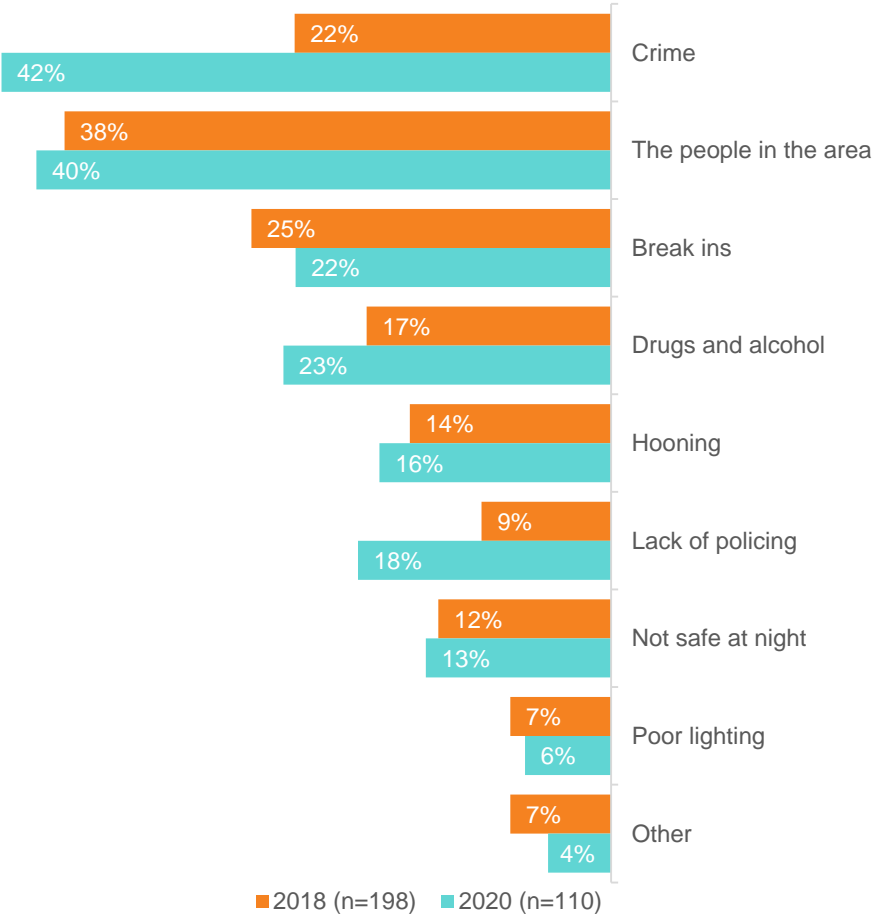
↓ 14pp (34% in 2018)  
Feel neither safe nor unsafe

18%

↑ 6pp (12% in 2018)  
Feel unsafe

# REASONS AND LOCATIONS FOR FEELING UNSAFE

Reasons for feeling unsafe



Almost 1 in 5 residents (18%) stated they felt unsafe in the City of Salisbury.

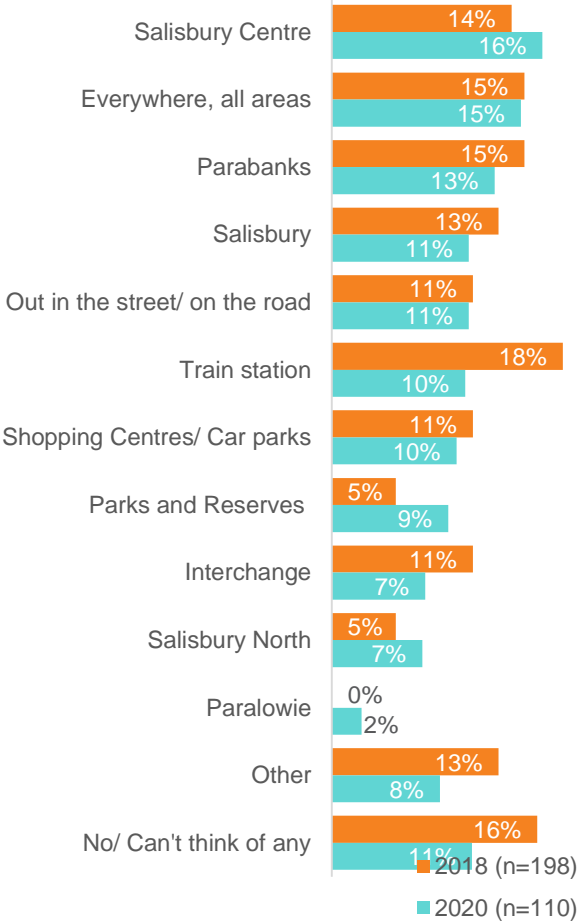
Salisbury Centre (16%), Parabanks (13%) and all areas in general (15%) were the locations residents cited as feeling unsafe in.

The train station and interchange have improved with less people indicating they feel unsafe in 2020 than 2018.

Crime, (42%), drugs and alcohol (23%) and lack of policing (18%) all significantly increased as a reason for feeling unsafe in 2020 from 2018.

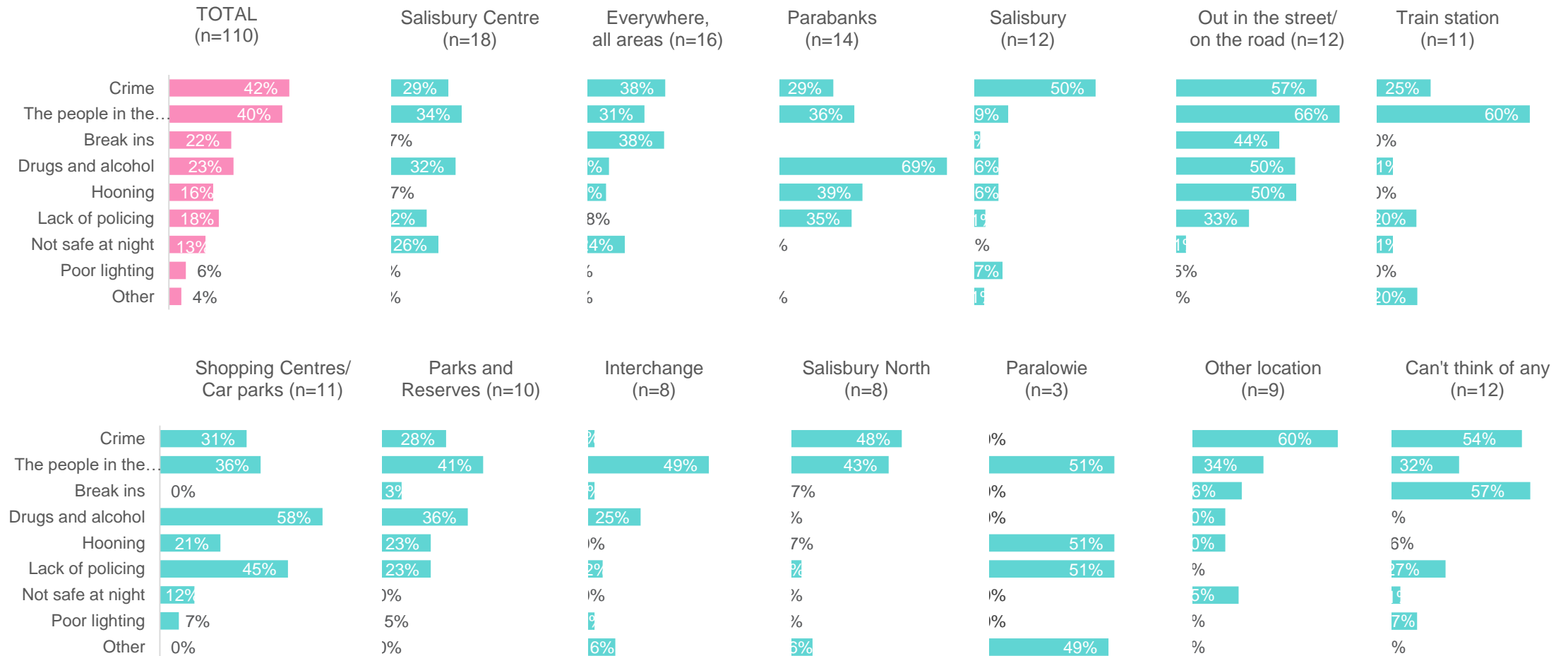


Locations feel unsafe in





# REASONS FOR FEELING UNSAFE BY LOCATIONS



\* Caution: small sample sizes



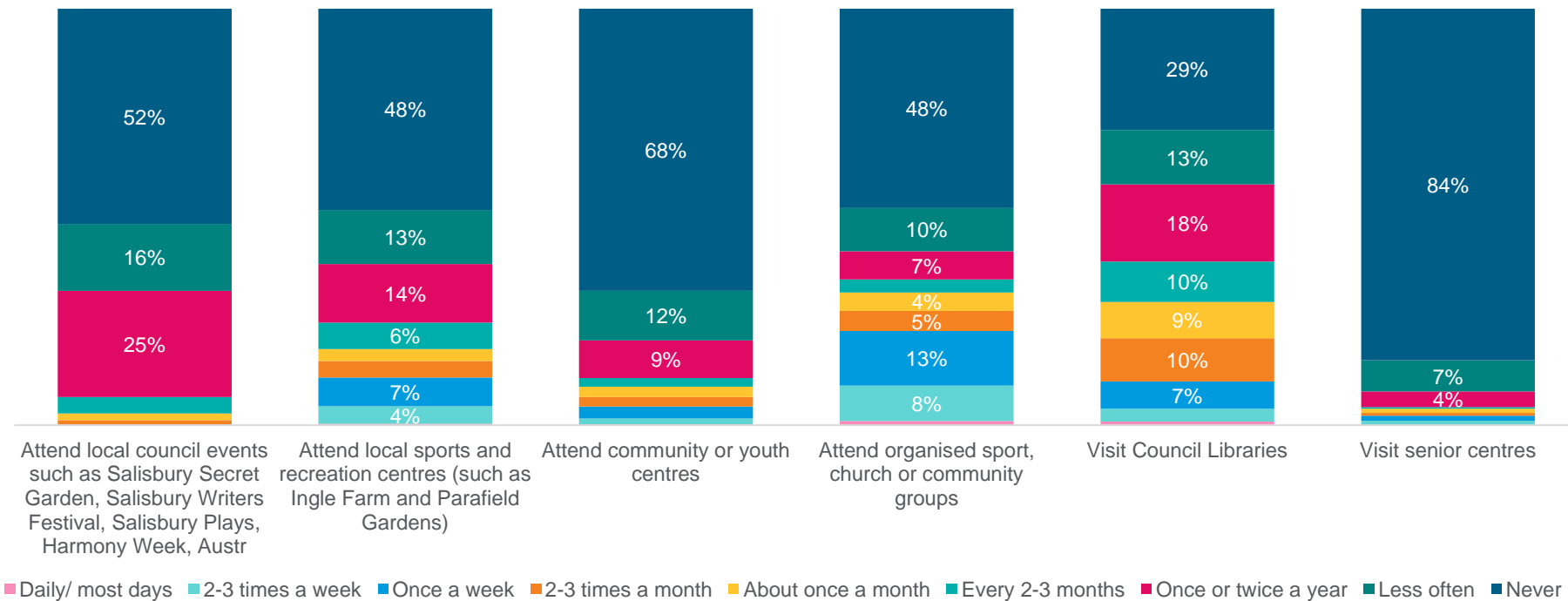
# LIVING IN THE CITY OF SALISBURY

# FREQUENCY OF ATTENDING COMMUNITY ACTIVITIES

Residents in the City of Salisbury frequent community activities on a regular basis with one in three attending organised sport, church or community groups (32%), visit the Council libraries (29%) and attend local sports and recreation centres (18%) at least once a month.

A quarter of residents indicated they attend community events such as Salisbury Secret Garden, Salisbury Writers Festival, Salisbury Plays, Harmony Week etc. once or twice a year (25%).

The majority of respondents stated they do not visit community or senior centres (84%) or youth centres (68%).



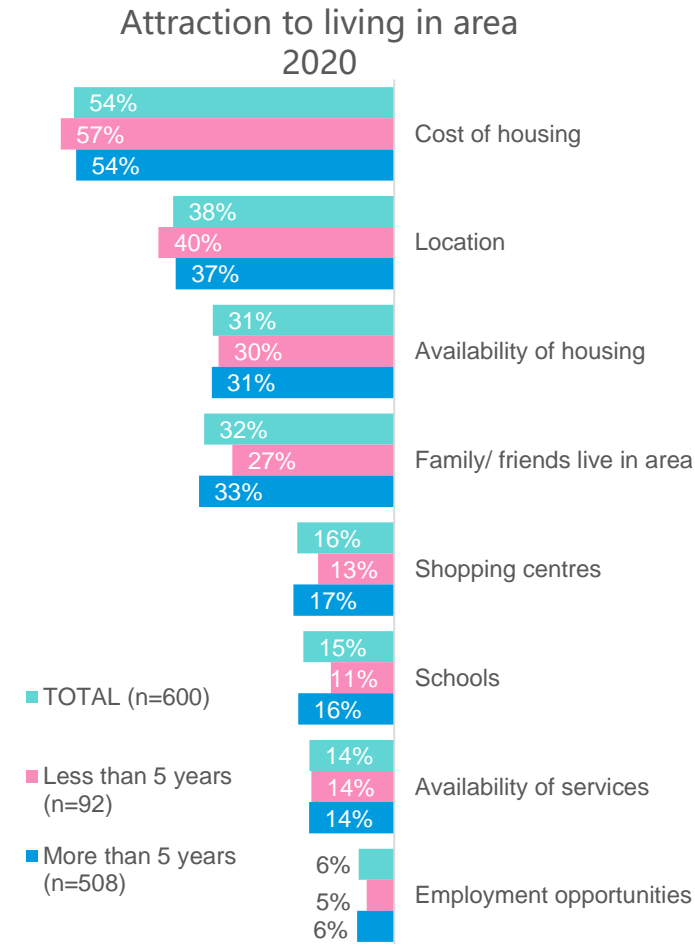
Most Frequent

Organised  
sport, church  
or  
community  
groups

Visit Council  
Libraries

Local sports  
and  
recreation  
centres

# ATTRACTION TO LIVING IN SALISBURY COUNCIL AREA

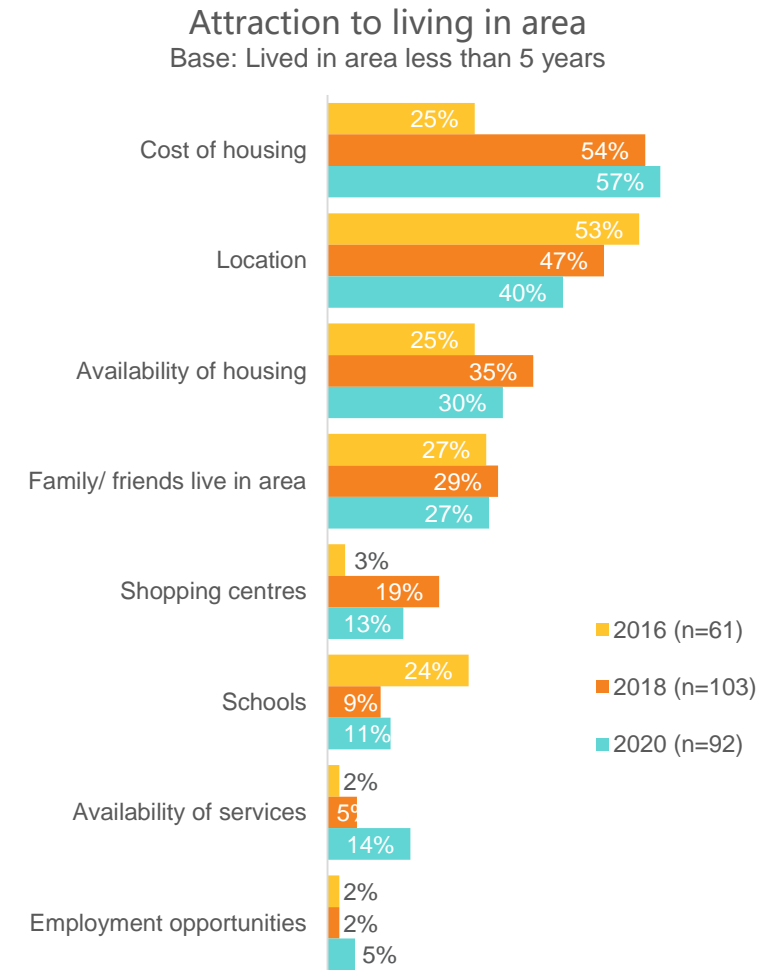


The cost of housing (54%) was an attraction for more than half the residents when moving into the Salisbury Council area.

For those living in area for less than 5 years, the cost of housing has significantly increased in attraction from 25% in 2016 to 57% in 2020, while the location itself decreased (53%, 2016 : 40%, 2020).

Family and friends living in the area was considered an attraction to those aged 18 to 39 (44%) more so than those aged 55 plus (21%).

Other attractions to living in the area that scored less than 5% included 'no other option', 'lived here most of my life', 'good public transport', and 'retirement village'.

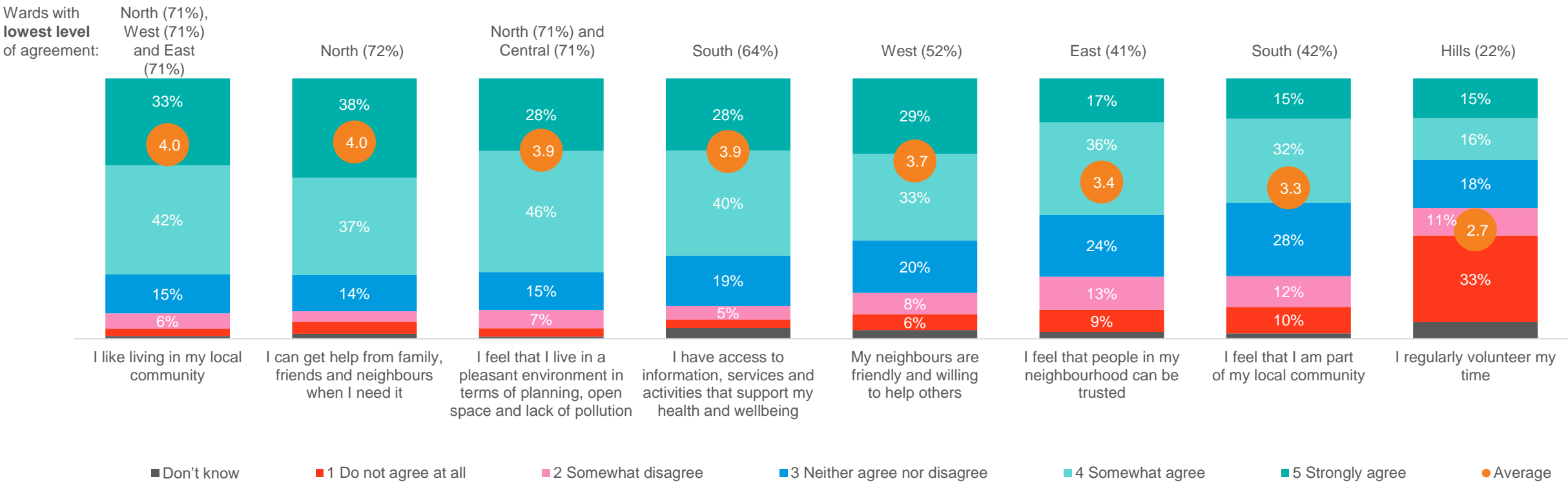


# AGREEMENT WITH ASPECTS OF COMMUNITY LIFE

More than half of all respondents provided a high or moderate level of agreement with the majority of the community aspects tested, with three quarters agreeing they ‘like living in the community (75%)’, they can ‘get help from family, friends and neighbours when needed’ (75%) and they ‘live in a pleasant environment’ (74%).

Less than half agreed they ‘felt they were part of the community’ (48%) or ‘regularly volunteered their time’ (31%).

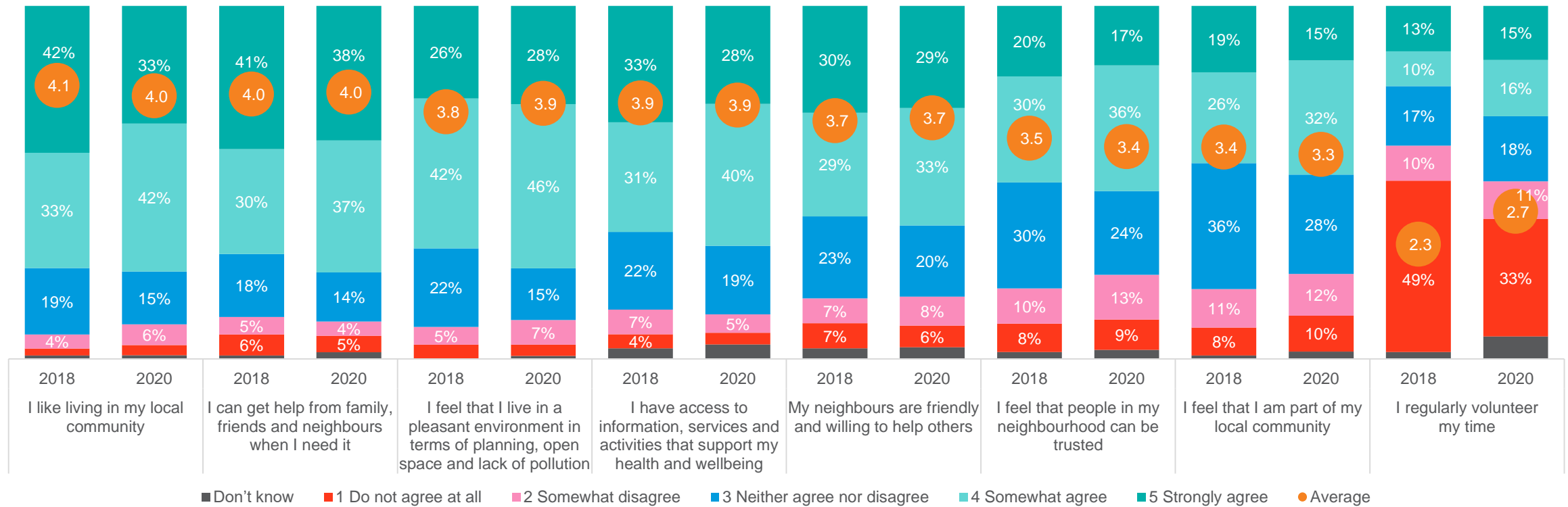
Those most likely to ‘regularly volunteer their time’ have lived in the area for more than 20 years (38%), aged 55 plus (39%) and were from the South Ward (38%).



# AGREEMENT WITH ASPECTS OF COMMUNITY LIFE

## 2020 vs. 2018

Similar results were recorded for most aspects from 2018, however residents indicated they volunteer their time more in 2020 than 2018 (average of 2.7 vs 2.3).

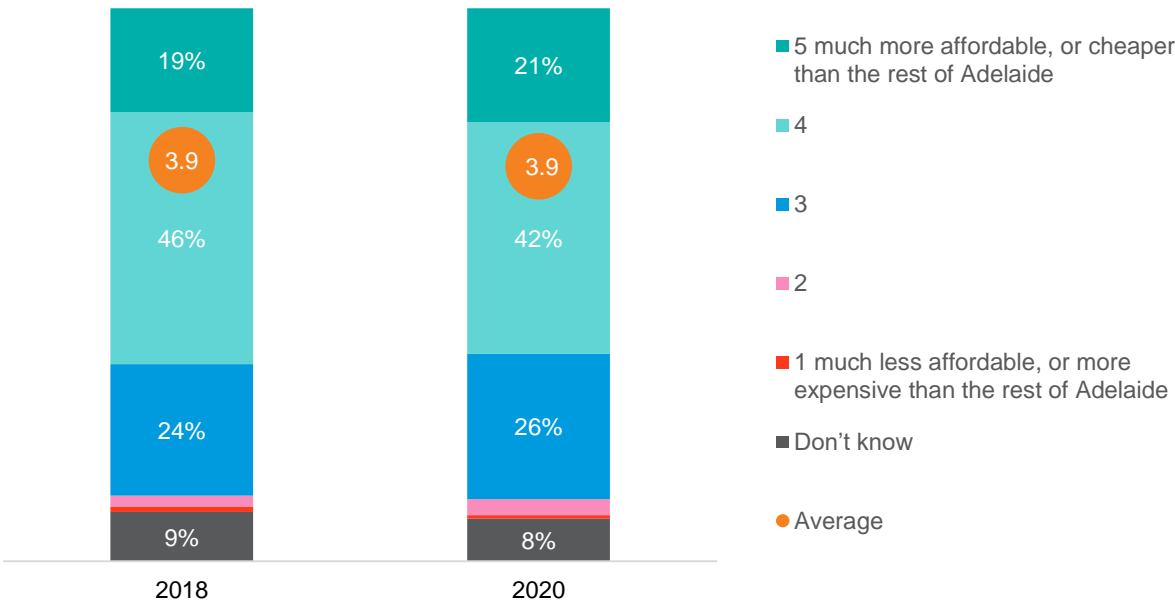


# PERCEPTIONS OF HOUSING AFFORDABILITY

Similar to 2018, three in five (62%) residents mentioned housing is more affordable or it is cheaper to rent or buy in the Salisbury Council area, compared to the rest of Adelaide, recording a moderate rating of 3.9.

Respondents who reside in the East (74%) and Para Wards (72%) indicated housing was more affordable while those in the West Ward were less likely to agree with this (47%).

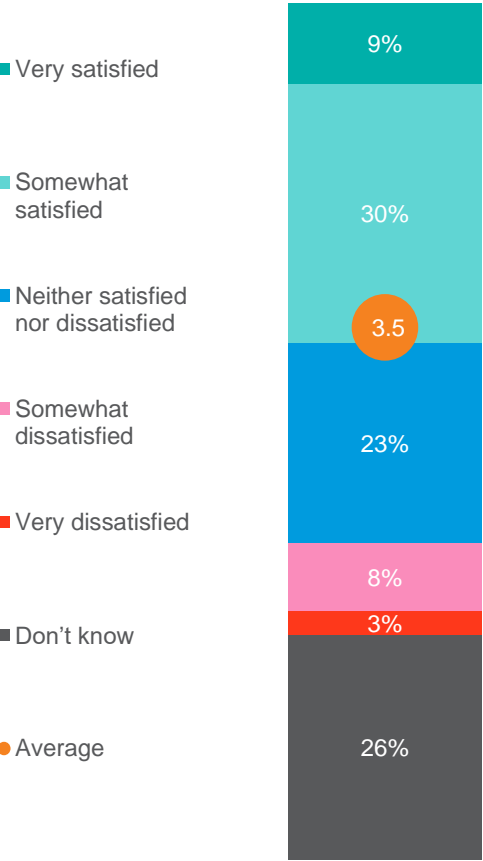
Those who have lived in the area for less than 10 years (67%) were more likely to indicate housing was affordable compared to those who have lived there for more than 20 years (59%).



62%  
↓ 3 pp (65% in 2018)  
Believe it is **affordable** to rent or  
buy housing in the Salisbury  
Council area



# MOBILITY CHALLENGES

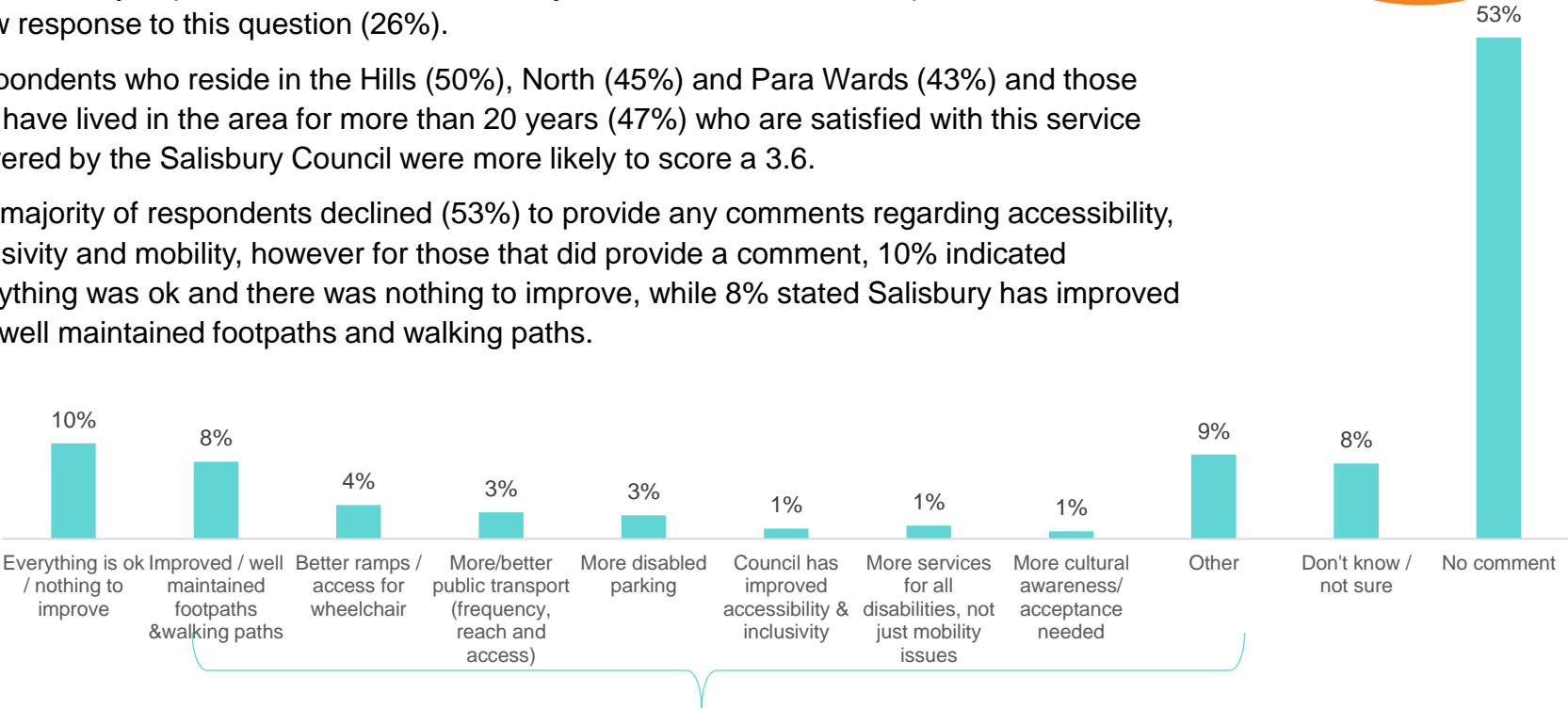


Two in five residents were satisfied (40%) with accessibility, inclusivity and mobility within the City of Salisbury. For those that provided a rating between very dissatisfied and very satisfied, a moderate **average rating** of 3.5 was recorded.

Approximately a quarter could not define if they were satisfied or not and provided a don't know response to this question (26%).

Respondents who reside in the Hills (50%), North (45%) and Para Wards (43%) and those who have lived in the area for more than 20 years (47%) who are satisfied with this service delivered by the Salisbury Council were more likely to score a 3.6.

The majority of respondents declined (53%) to provide any comments regarding accessibility, inclusivity and mobility, however for those that did provide a comment, 10% indicated everything was ok and there was nothing to improve, while 8% stated Salisbury has improved and well maintained footpaths and walking paths.



28% (n= 170 ) provided an action suggestion

31. How accessible do you feel the City of Salisbury is for those with mobility challenges? How would you rate your level of satisfaction when considering accessibility, inclusivity and mobility within the City of Salisbury?  
32. Please feel free to add any comments regarding accessibility, inclusivity and mobility within the City of Salisbury. Base: All respondents



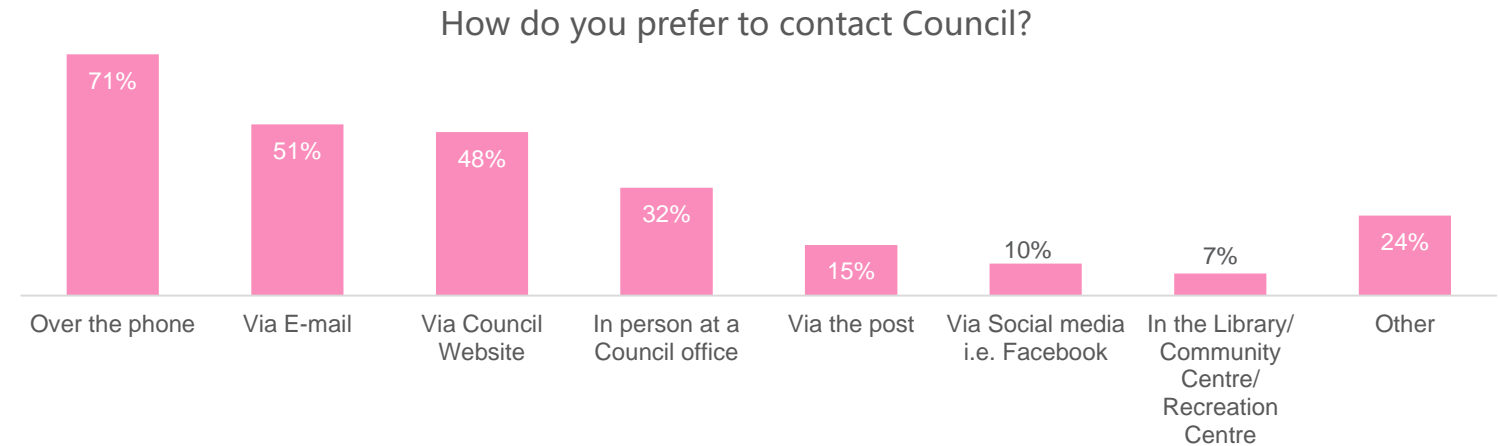
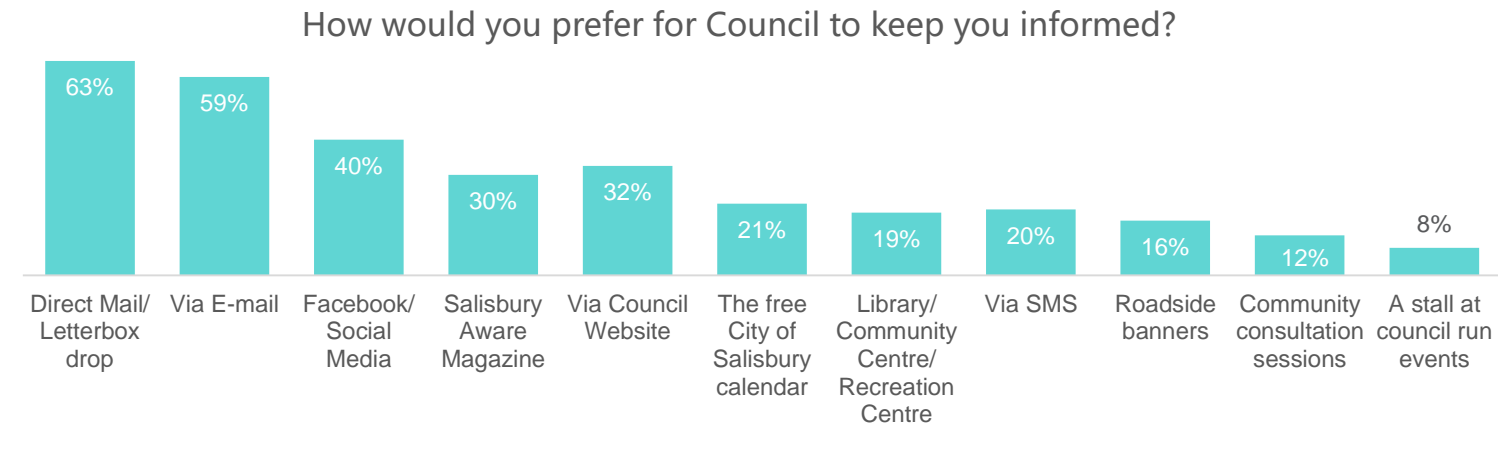
# COMMUNICATION AND CONTACT

# ENGAGING WITH COUNCIL

Respondents were asked how they would like the Council to keep them informed across a variety of areas.

Direct mail/ letterbox drop was the top response for all areas (63%) followed by email (59%) and social media (40%).

Residents prefer to contact council via phone (71%), email (51%) or the council website (48%).



21. How would you prefer for Council to keep you informed about the following areas. Base: All respondents  
22. How do you prefer to contact Council in regards to the following requests. Base: All respondents

# PREFERRED METHOD OF CONTACT FROM COUNCIL

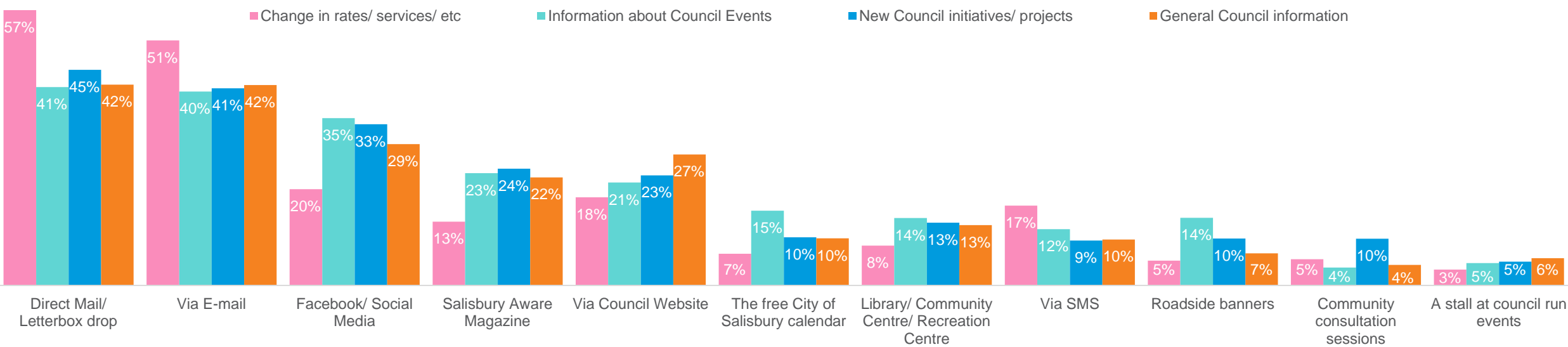
For a ‘change in rates and services etc.’ residents prefer to be contacted via direct mail/ letterbox drop (57%) and email (51%).

The most preferred method for ‘information about council events’ was also direct mail/ letterbox drop (41%) and email (40%) followed by social media (35%).

For ‘new council initiatives and projects’ residents indicated that direct mail/ letterbox drop (45%), email (41%) and social media (33%) were good choices to keep them informed.

While more than a quarter preferred the Council website (27%) as a means of communication for ‘general council information’, a higher preference was placed with direct mail/ letterbox drop (42%), email (42%) and social media (39%).

How would you prefer for Council to keep you informed about the following areas



# PREFERRED METHOD OF CONTACTING THE COUNCIL

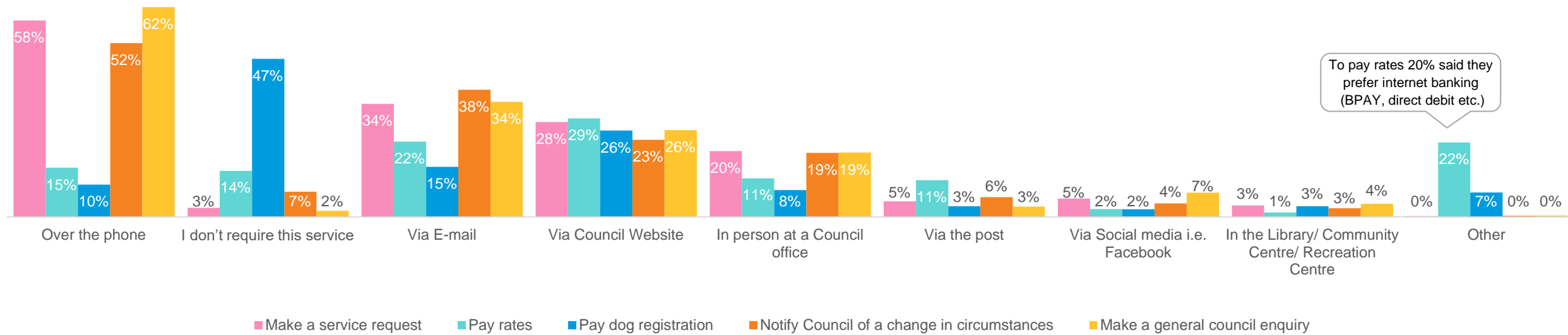
Residents prefer to contact council over the phone for ‘making general council enquiries’ (62%), ‘making a service request’ (58%) and ‘notifying council of a change in circumstances’ (52%).

Residents with dogs prefer to ‘pay the registration’ via the council website (26%) and email (15%).

One in five prefer ‘making a service request’ (20%), ‘notifying council of a change in circumstances’ (19%) or ‘making general enquiry’ (19%) in person at a Council office.

Paying rates is most preferred via the ‘council website (29%), however, one in five indicated they prefer to pay via internet banking such as BPAY or direct debit etc. (20%).

How do you prefer to contact Council in regards to the following requests

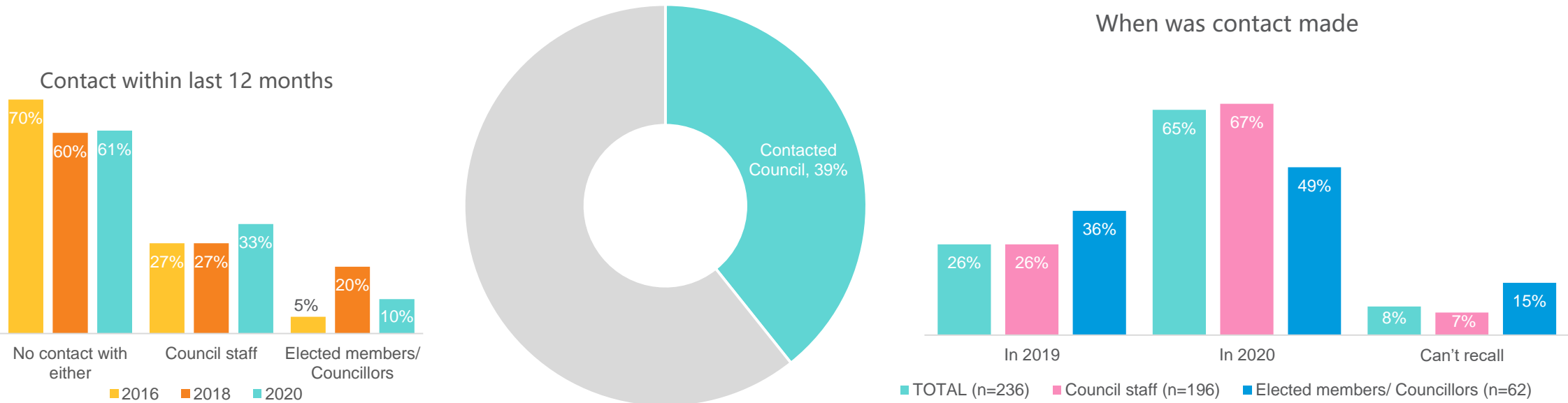


# CONTACT WITH COUNCIL

One in four indicated they have contacted the council within the past 12 months (39%), while similar to 2018 this is an increase in contact of 9 percentage points from 2016.

Over two thirds initiated contact with council staff (67%) while almost a half contacted an elected member/ councillor (49%) in 2020.

Residents in the West ward had a higher incidence of contacting an elected member/ councillor (22%) in the past 12 months than residents from other wards.



15. Within the last 12 months, have you initiated any contact with the City of Salisbury Council staff or Elected members/ Councillors? Base: All respondents  
16. When was that contact initially made? Base: Made contact (n=236)

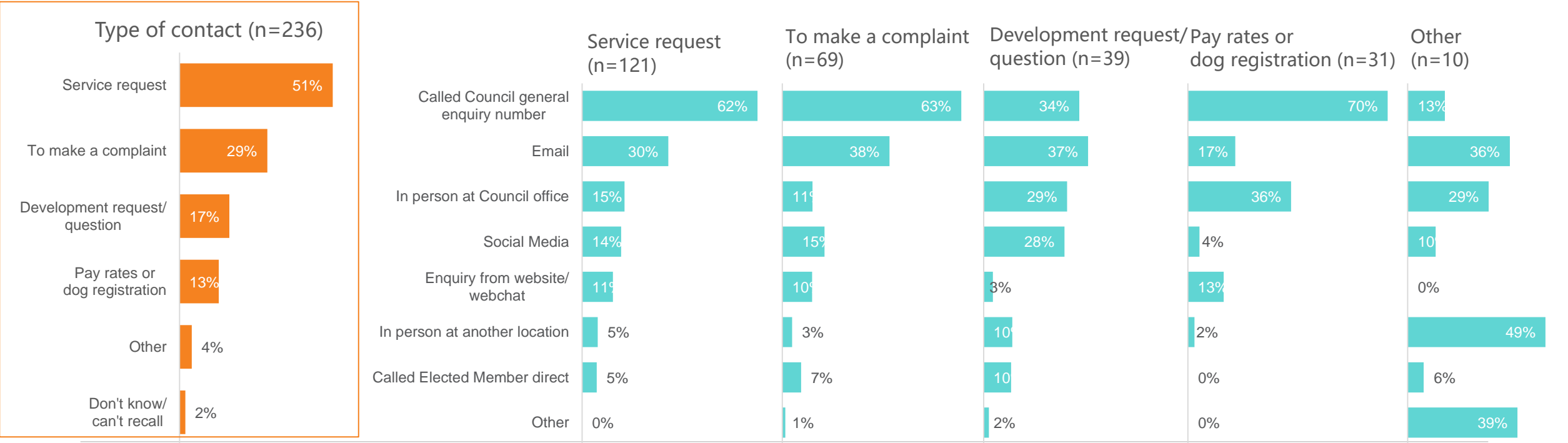
# REASON & METHOD OF CONTACT

To ‘make a service request’ was the most nominated reason for contacting Council (51%) and this contact was predominantly made via calling the council general enquiry number (62%) or email (30%).

Most made a complaint via the council general enquiry number (63%) or email (38%).

Development requests and questions were made by a variety of contacts including email (37%), the council general enquiry number (34%), in person at Council offices (29%) and via social media (28%).

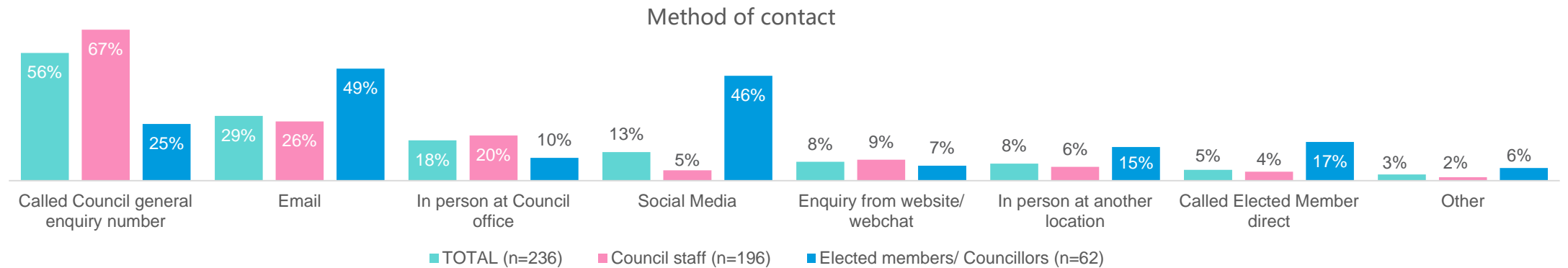
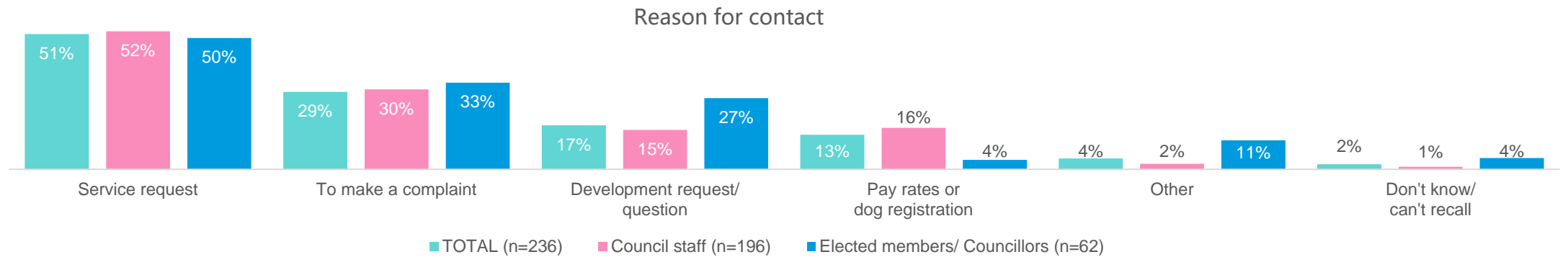
Those wishing to pay rates or a dog registration mainly contacted the council via the council general enquiry number (70%) or in person at Council offices (36%).



17. Thinking about that contact, which of the following methods did you use to make contact with Council staff or an Elected Member? Base: Made contact (n=236)  
18. What was your purpose for contacting Council staff or Elected members? Base: Made contact (n=236)



# REASON & METHOD OF CONTACT BY STAFF OR MEMBER



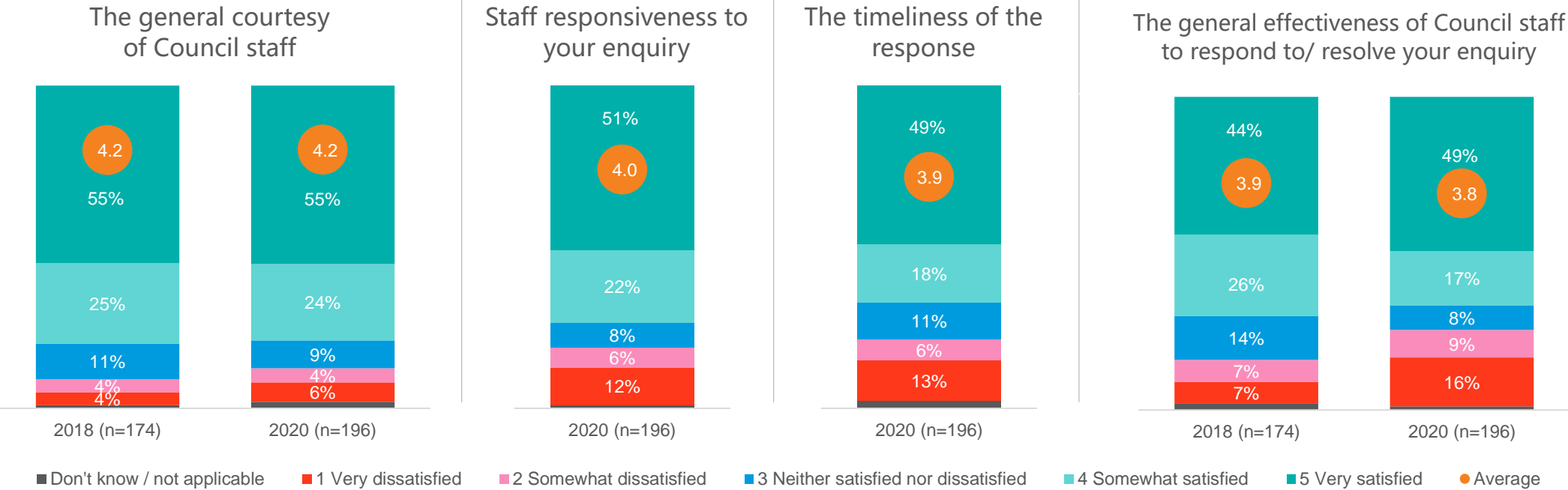
A photograph of a lit incandescent lightbulb on a dark wooden surface. The bulb is in sharp focus, with its filament glowing. Another unlit bulb is visible in the background, out of focus. The image is overlaid with large geometric shapes: a teal triangle on the left, a white diagonal band across the center, and a red triangle on the right.

# SATISFACTION WITH COUNCIL STAFF

# SATISFACTION WITH COUNCIL STAFF

Those who made contact with council staff (n=196), were generally happy, overall providing moderately high average scores from 3.8 to 4.2. These results are in line with 2018.

- General courtesy of council staff (79% satisfied : ↓1pp 80% 2018)
- Staff responsiveness to your enquiry (73% satisfied)
- The timeliness of the response by council staff (67% satisfied)
- The general effectiveness of council staff to respond to / resolve enquiry (67% satisfied : ↓3pp 70% 2018). Those dissatisfied contacted the council via email (28%) calling the enquiry number (27%) and in person (14%).

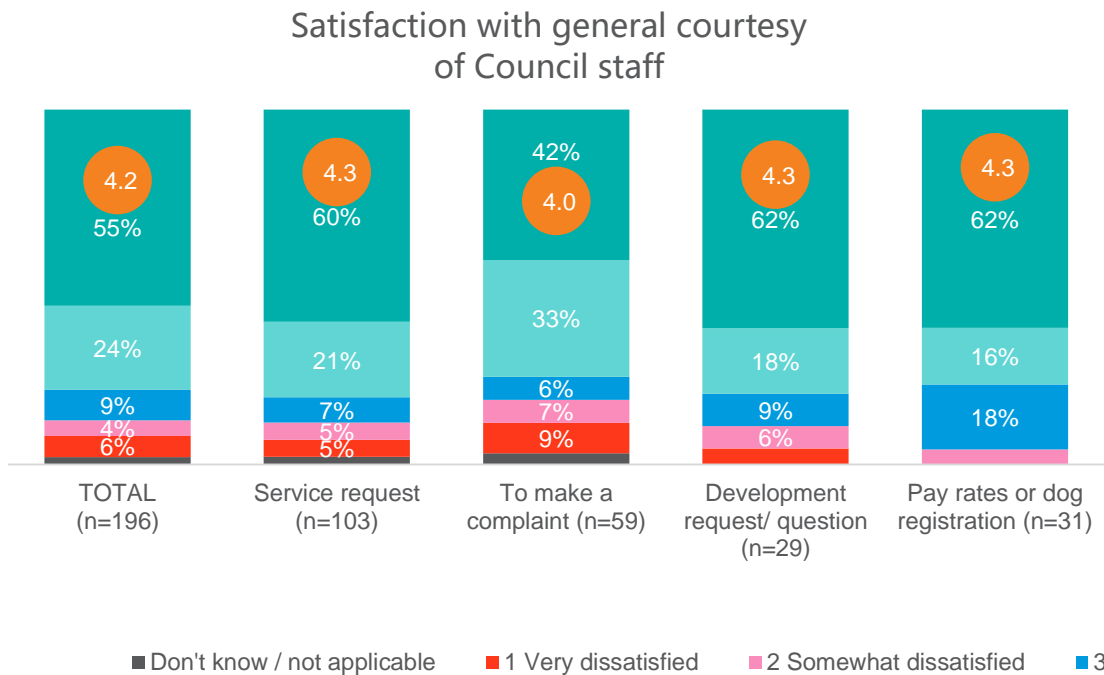


# SATISFACTION WITH COUNCIL STAFF (CONT.)

High satisfaction scores were recorded for the **general courtesy of council staff** - 79% satisfaction overall, average 4.2.

Service request (81%) and development requests/question (80%) recording the highest satisfaction.

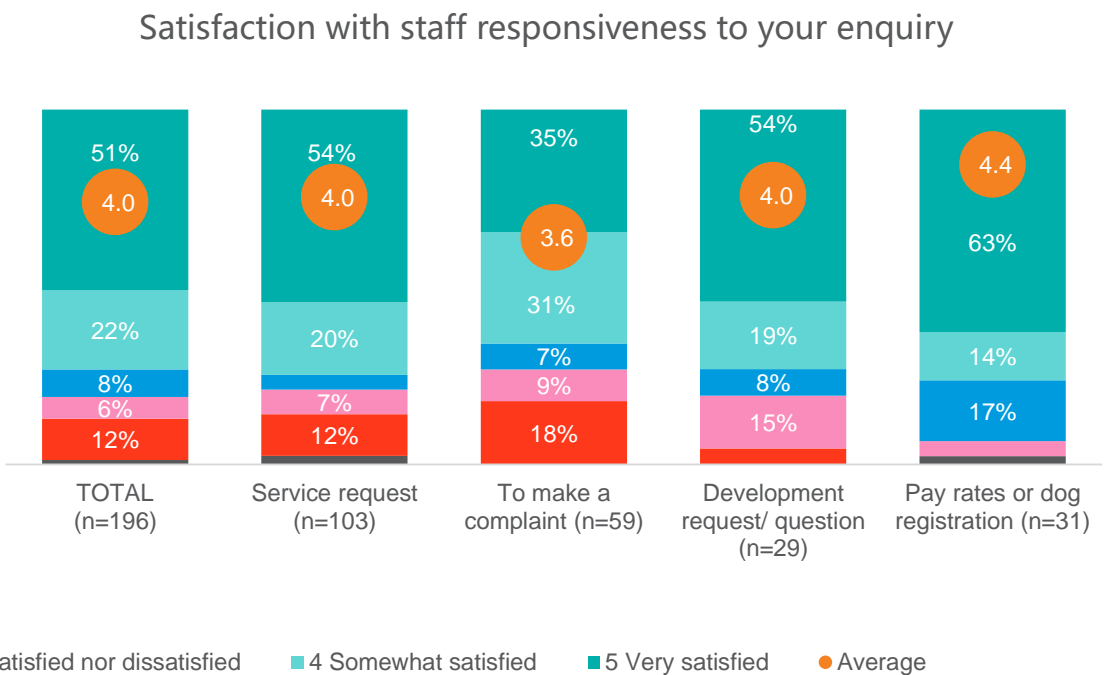
Three quarters were satisfied with staff courtesy when making a complaint (75%).



High satisfaction scores were recorded for **council staff responsiveness to enquiries** - 73% satisfaction overall, average 4.0.

Pay rates or dog registration (76%) and service request (75%) recording the highest satisfaction.

Two thirds were satisfied with staff responsiveness to enquiries when making a complaint (66%).



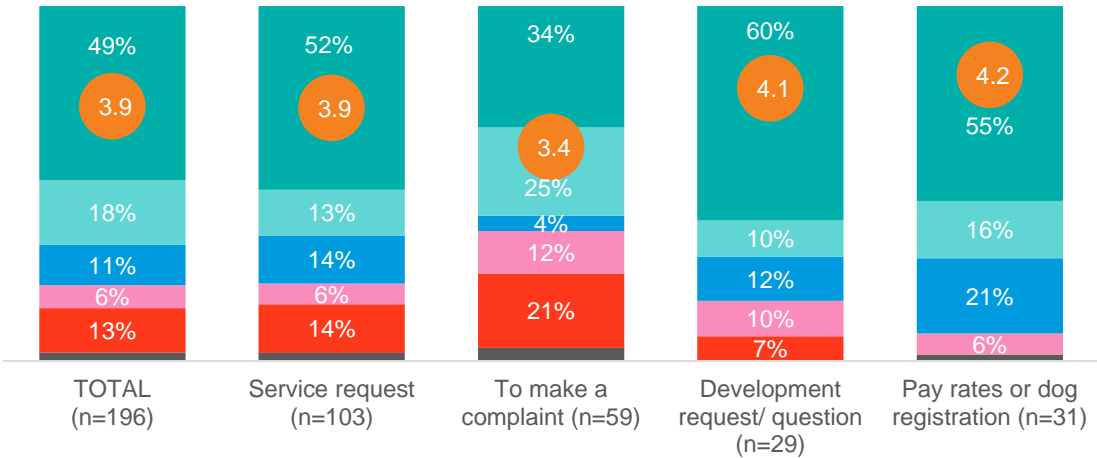
# SATISFACTION WITH COUNCIL STAFF (CONT.)

Moderate satisfaction scores were recorded for the **timeliness of the response by council staff** - 67% satisfaction overall, average 3.9.

Development requests/question (71%) and pay rates or dog registration (71%) recording the highest satisfaction.

Three in five were satisfied with timeliness of the response when making a complaint (59%).

Satisfaction with timeliness of the response

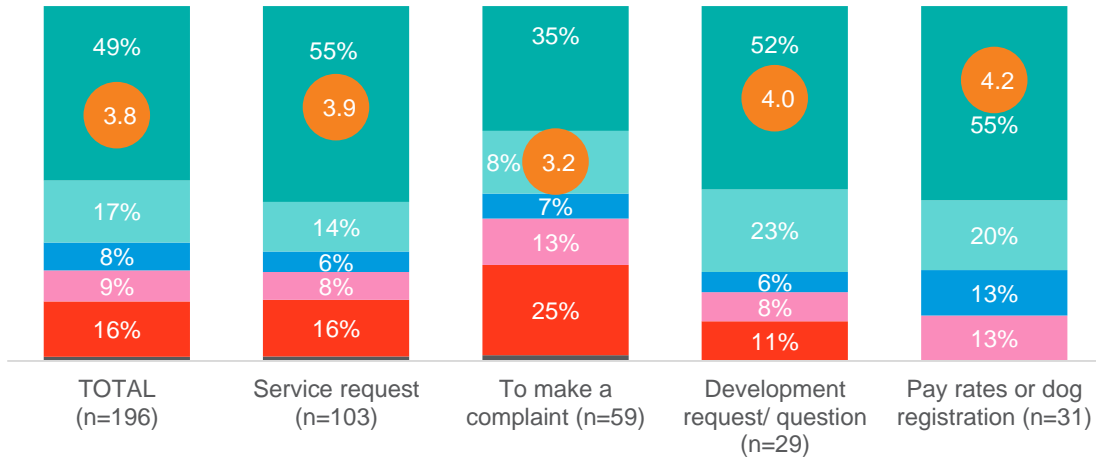


Moderate satisfaction scores were recorded for the **general effectiveness of council staff to respond to/ resolve a query** - 67% satisfaction overall, average 3.8

Development requests/question (75%) and pay rates or dog registration (74%) recording the highest satisfaction.

More than half were satisfied with the effectiveness of staff to respond to or resolve a query when making a complaint (53%).

Satisfaction with general effectiveness of Council staff to respond to/ resolve your enquiry

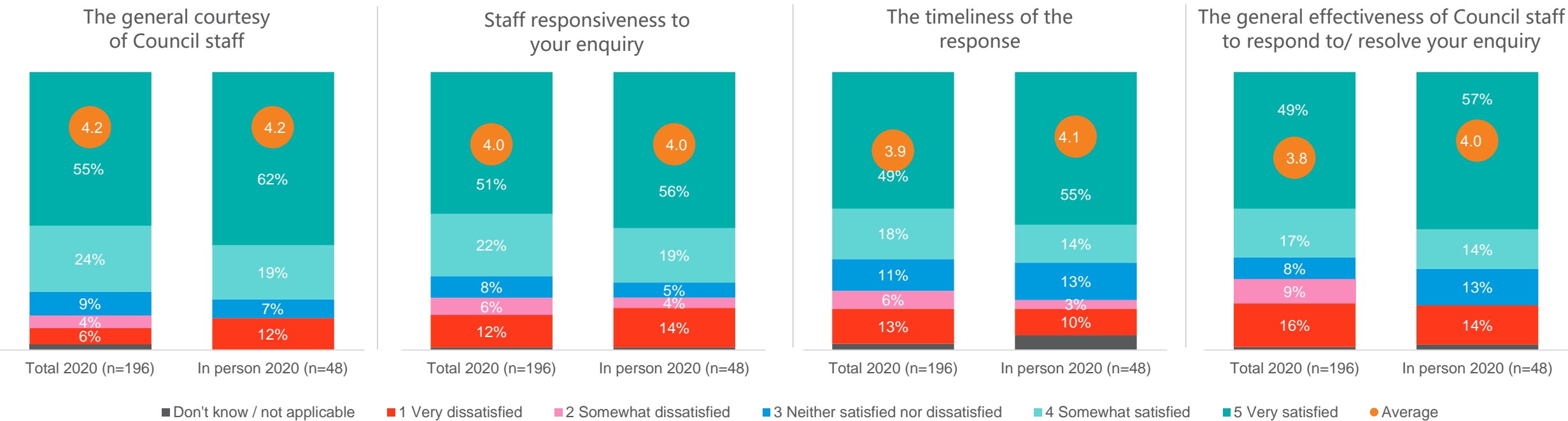


■ Don't know / not applicable ■ 1 Very dissatisfied ■ 2 Somewhat dissatisfied ■ 3 Neither satisfied nor dissatisfied ■ 4 Somewhat satisfied ■ 5 Very satisfied ● Average

# SATISFACTION WITH COUNCIL STAFF BY IN PERSON CONTACT

Those who made contact with council staff in person (n=48), were generally happy, overall providing high average scores from 4.0 to 4.2.

- General courtesy of council staff (82% satisfied : 12% dissatisfied)
- Staff responsiveness to your enquiry (76% satisfied : 18% dissatisfied)
- The timeliness of the response by council staff (69% satisfied : 13% dissatisfied)
- The general effectiveness of council staff to respond to / resolve enquiry (71% satisfied : 14% dissatisfied)





A photograph of a lit incandescent lightbulb on a dark wooden surface. The bulb is in sharp focus, showing its internal filament. To its right, another unlit bulb is out of focus. The image is overlaid with large, diagonal geometric shapes in teal, white, and red. The title text is positioned on the white background.

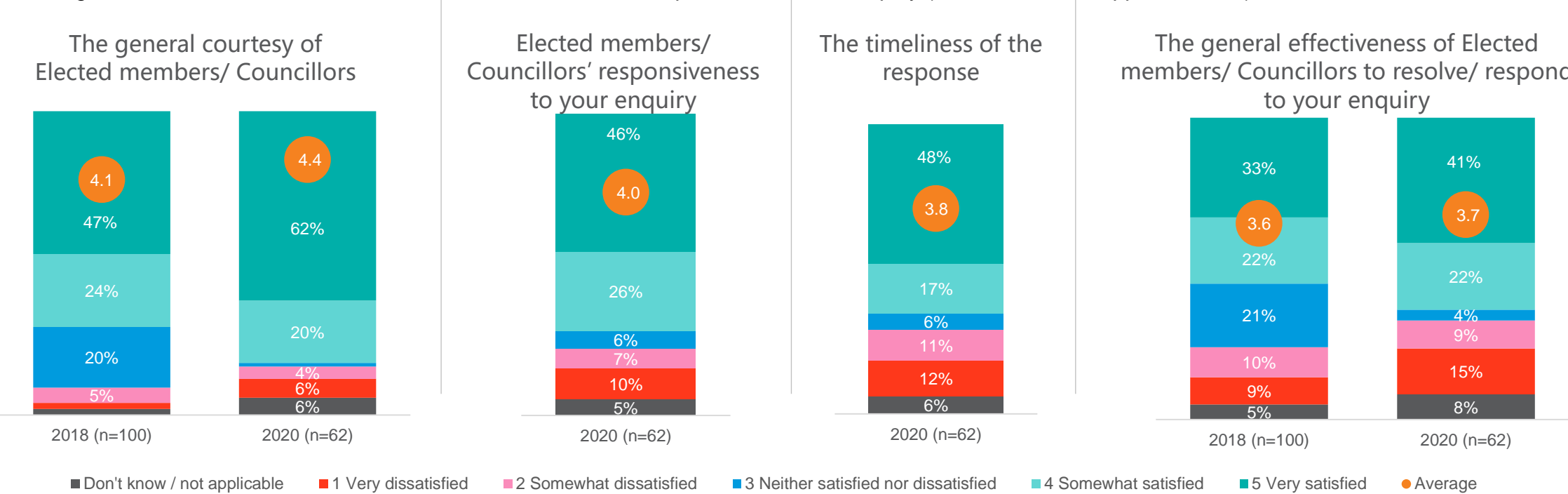
# **SATISFACTION WITH ELECTED MEMBERS / COUNCILLORS**



# SATISFACTION WITH ELECTED MEMBERS / COUNCILLORS

Those who made contact with **elected members / councillors** (n=62), were generally happy, overall providing moderately high average scores from 3.7 to 4.4. These results are higher than 2018.

- General courtesy of elected members / councillors (83% satisfied : ↑12pp 71% 2018)
- Elected members / councillors responsiveness to your enquiry (72% satisfied)
- The timeliness of the response by elected members / councillors (65% satisfied)
- The general effectiveness of elected members / councillors to respond to / resolve enquiry (64% satisfied : ↑9pp 55% 2018)



# SATISFACTION WITH ELECTED MEMBERS / COUNCILLORS (CONT.)

High satisfaction scores were recorded for the **general courtesy of elected members / councillors** - 83% satisfaction overall, average 4.4.

Pay rates or dog registration (100%) and Service request (90%) recording the highest satisfaction.

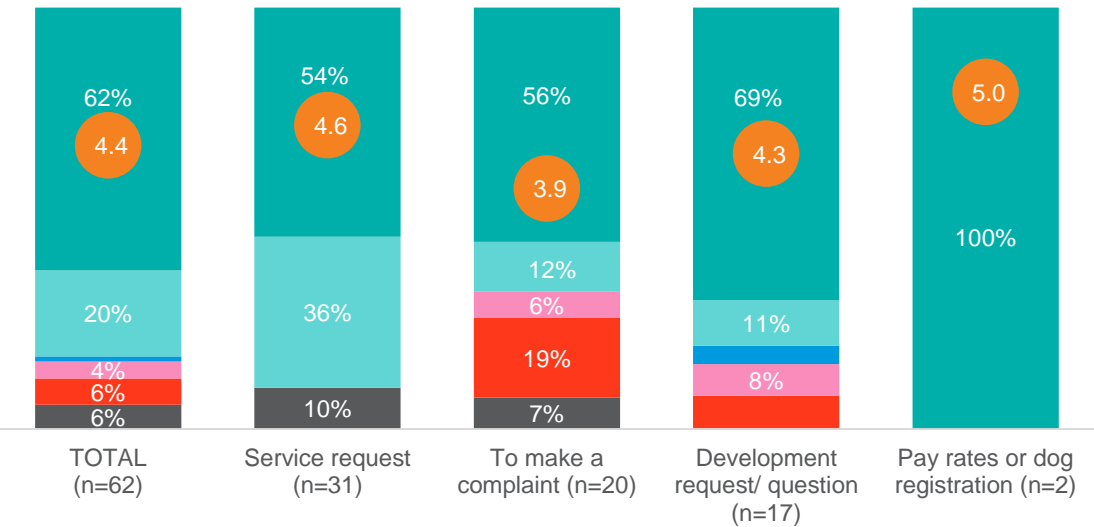
Two thirds were satisfied with elected members / councillors courtesy when making a complaint (67%).

High satisfaction scores were recorded for **elected members / councillors responsiveness to enquiries** - 72% satisfaction overall, average 4.0.

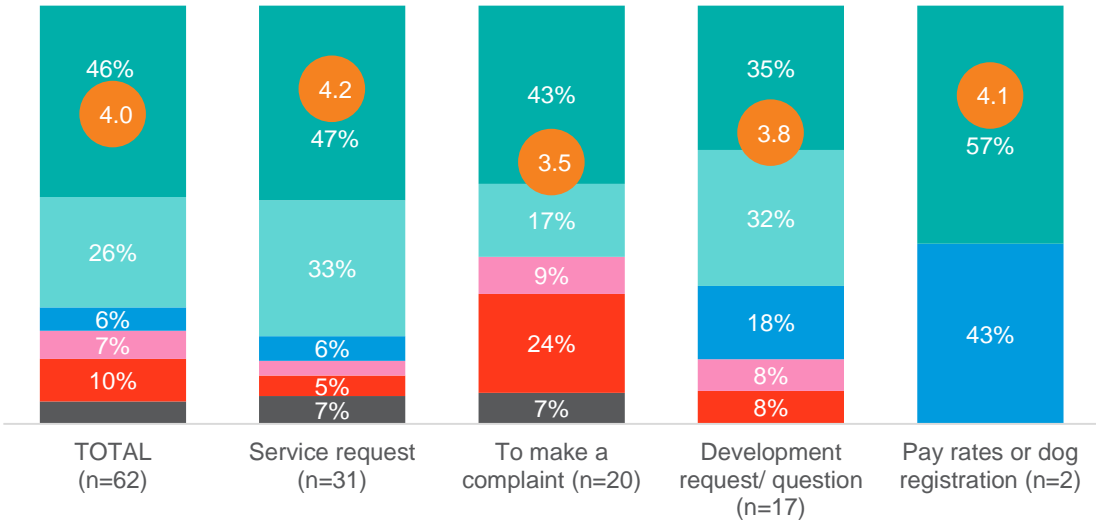
Service request (79%) and Development requests/question (67%) recording the highest satisfaction.

Three in five were satisfied with elected members / councillors responsiveness to enquiries when making a complaint (60%).

Satisfaction with the general courtesy of Elected members/ Councillors



Satisfaction with Elected members/ Councillors' responsiveness to your enquiry



■ Don't know / not applicable ■ 1 Very dissatisfied ■ 2 Somewhat dissatisfied ■ 3 Neither satisfied nor dissatisfied ■ 4 Somewhat satisfied ■ 5 Very satisfied ● Average

# SATISFACTION WITH ELECTED MEMBERS / COUNCILLORS (CONT.)

Moderate satisfaction scores were recorded for the **timeliness of the response by elected members / councillors** - 65% satisfaction overall, average 3.8.

Service request (79%) and pay rates or dog registration (57%) recording the highest satisfaction.

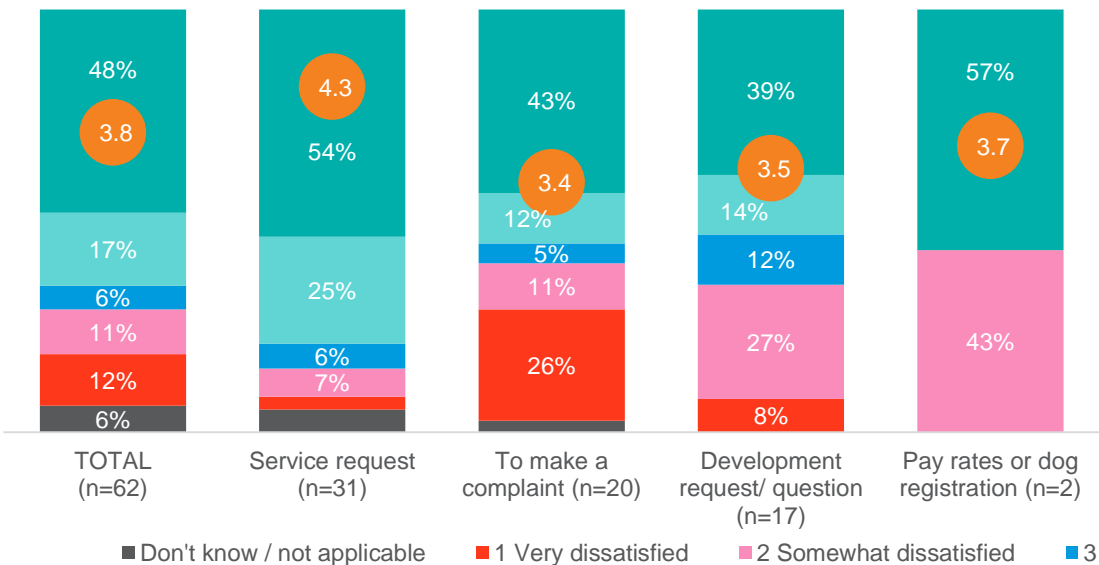
Over half were satisfied with timeliness of the response when making a complaint (55%).

Moderate satisfaction scores were recorded for the **general effectiveness of elected members / councillors to respond to or resolve a query** - 64% satisfaction overall, average 3.7

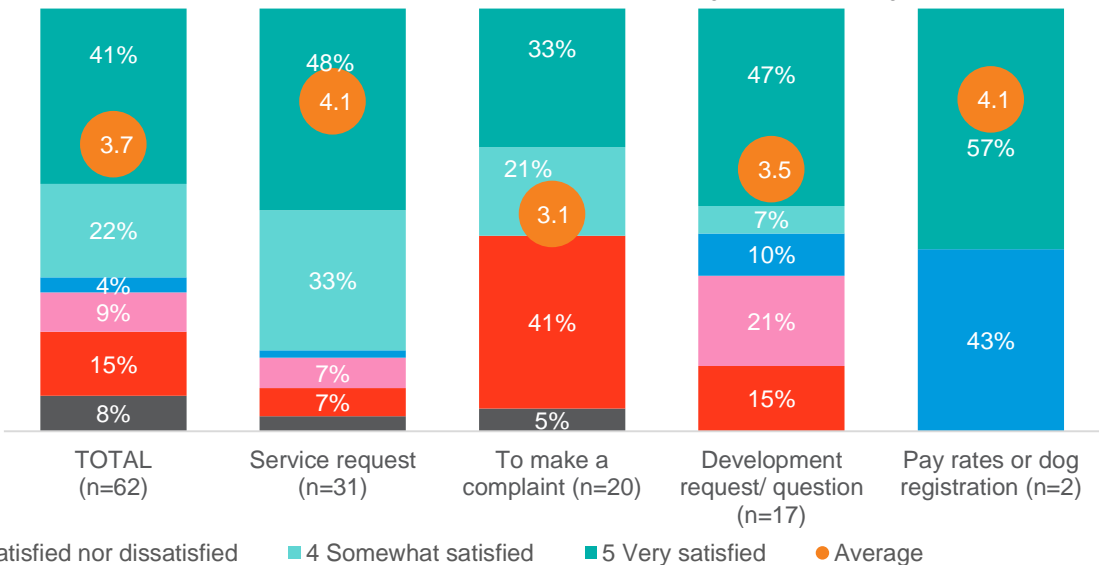
Service request (81%) and pay rates or dog registration (57%) recording the highest satisfaction.

Over half were satisfied with the effectiveness of elected members / councillors to respond to or resolved a query when making a complaint (54%).

Satisfaction with timeliness of response



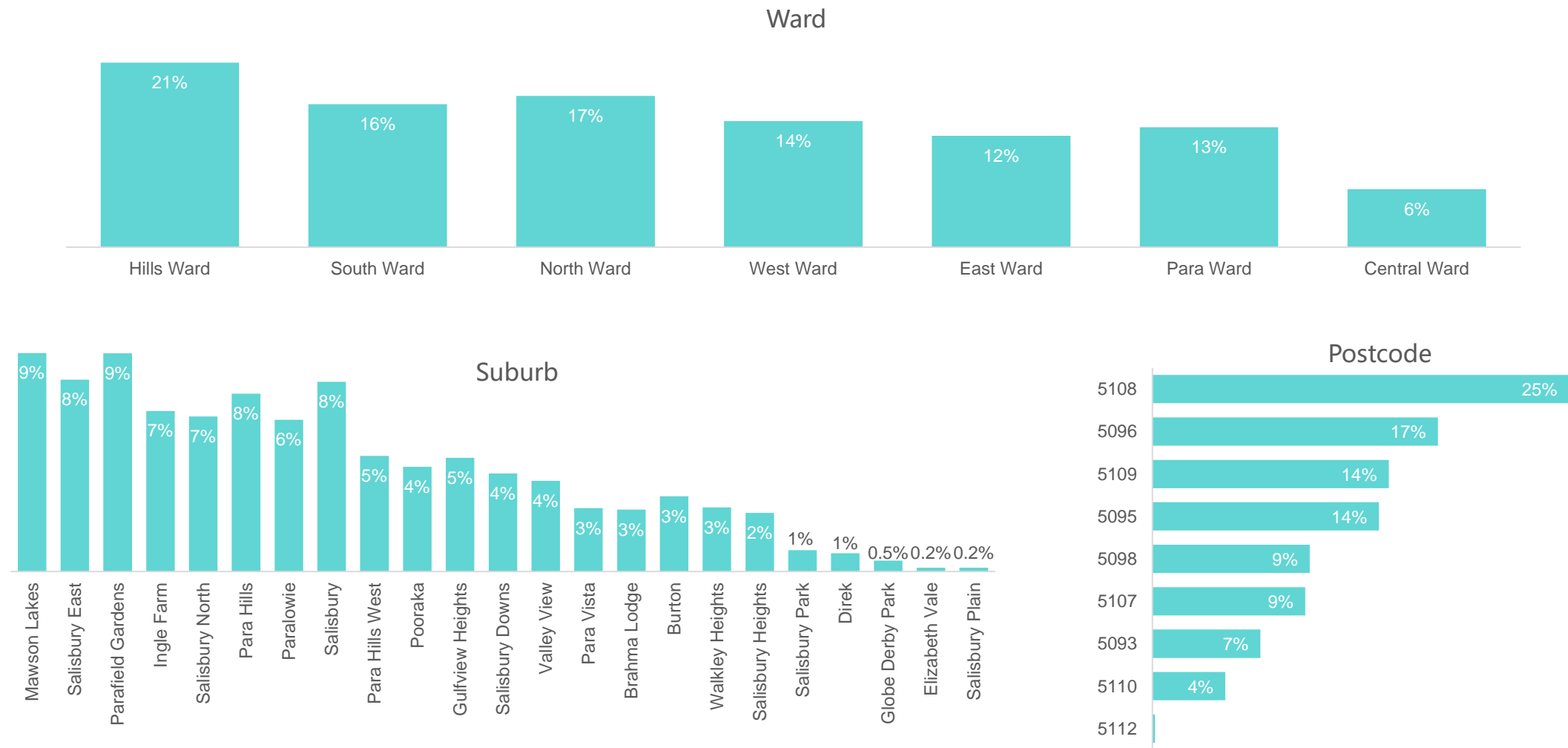
Satisfaction with the general effectiveness of Elected members/ Councillors to resolve/ respond to your enquiry





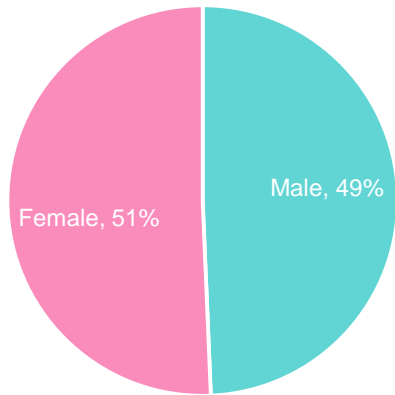
# APPENDIX 1: RESPONDENT PROFILE

# RESPONDENT PROFILE

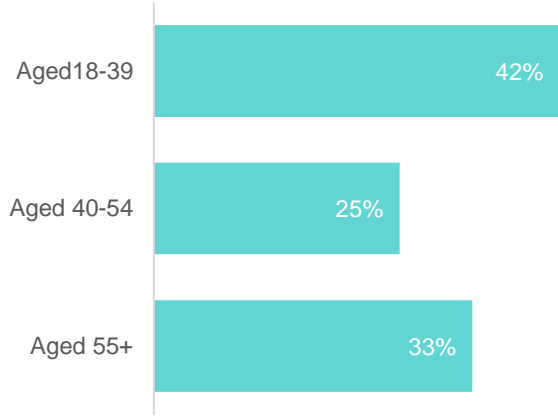


# RESPONDENT PROFILE

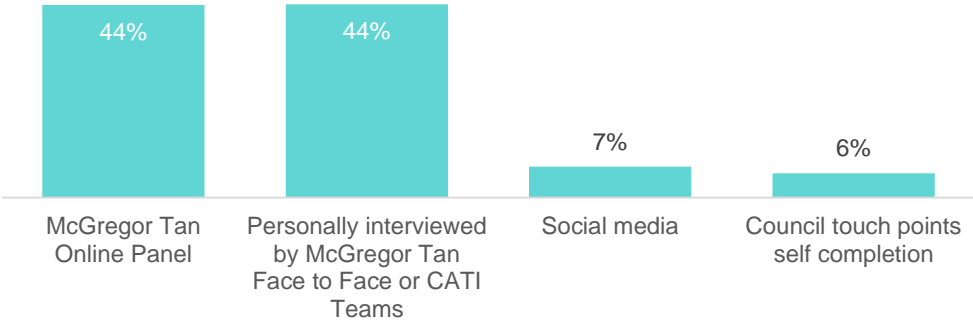
Gender



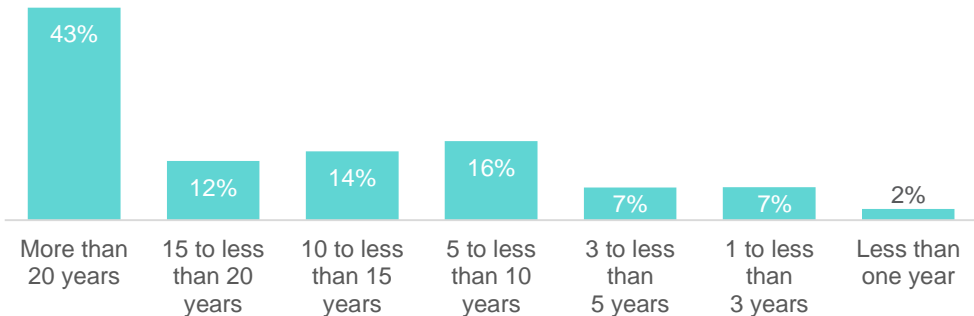
Age groups



Method of survey collection

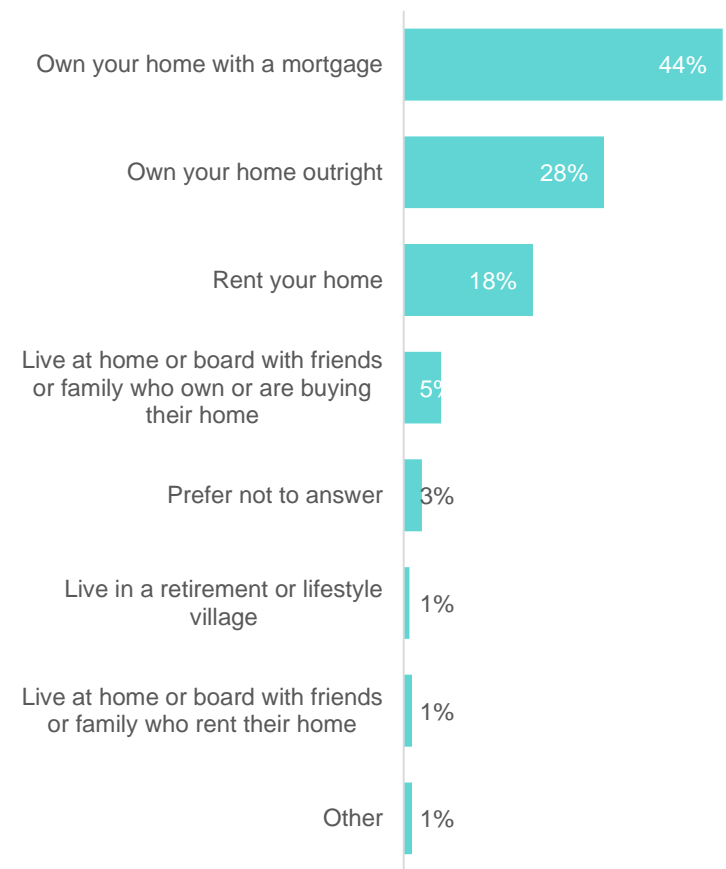


Length of time lived in Council area

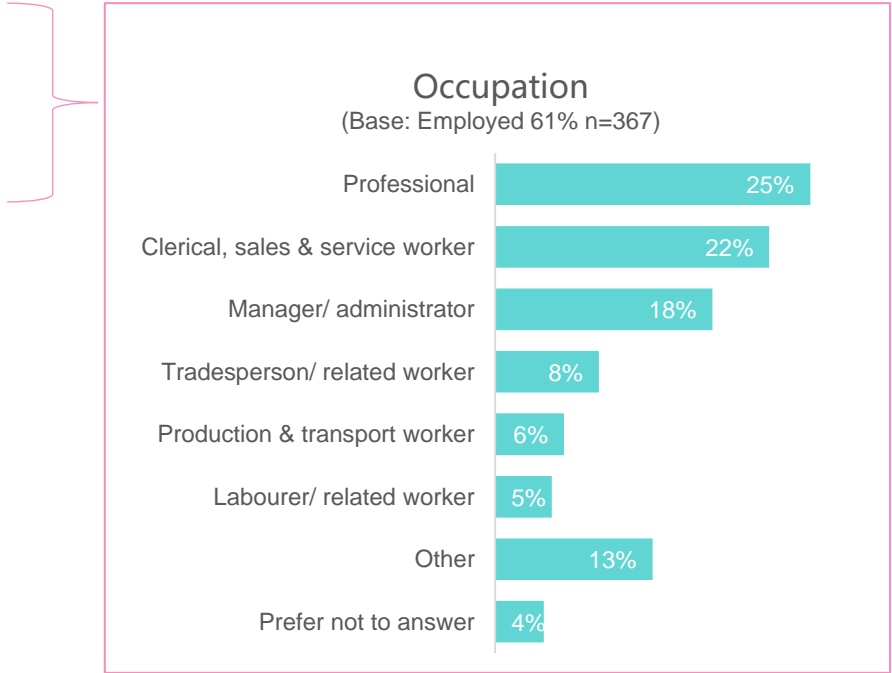
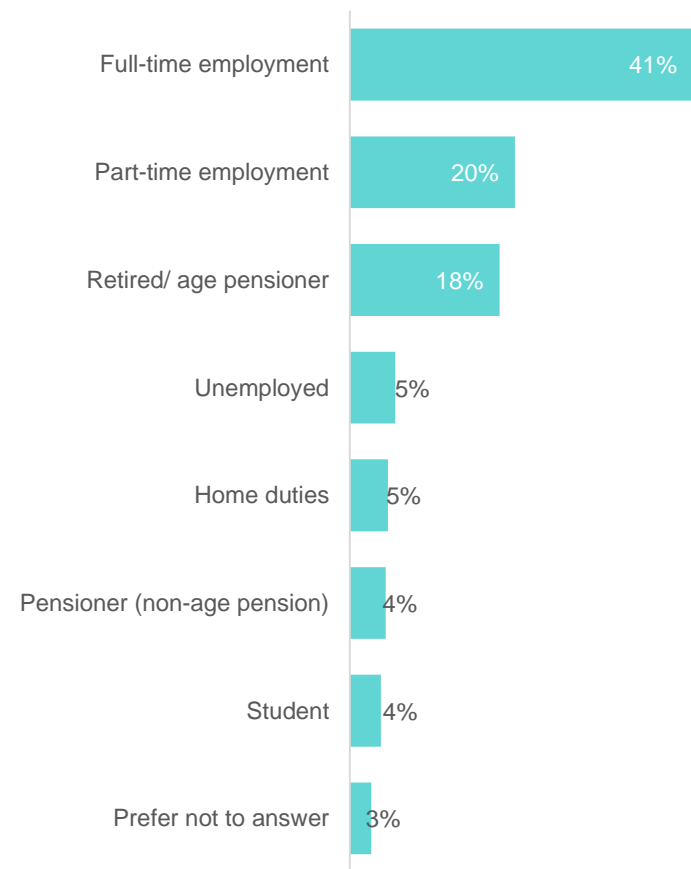


# RESPONDENT PROFILE

Current circumstances



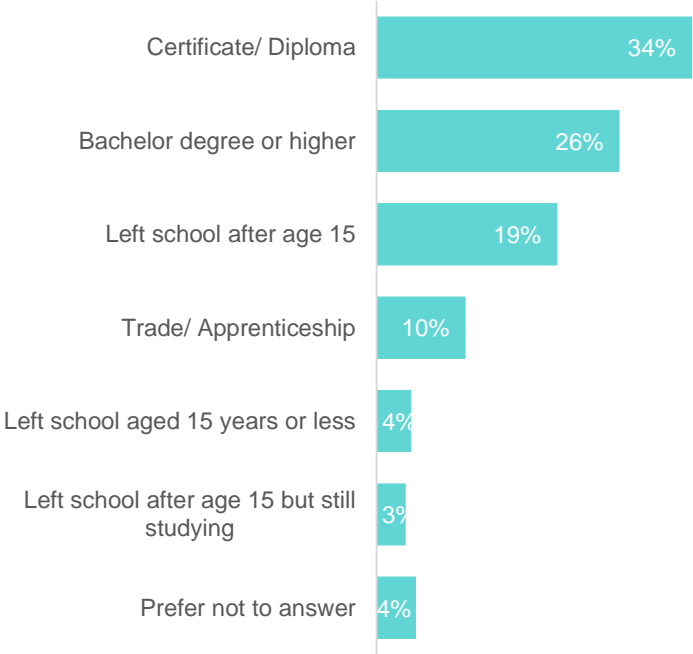
Employment status



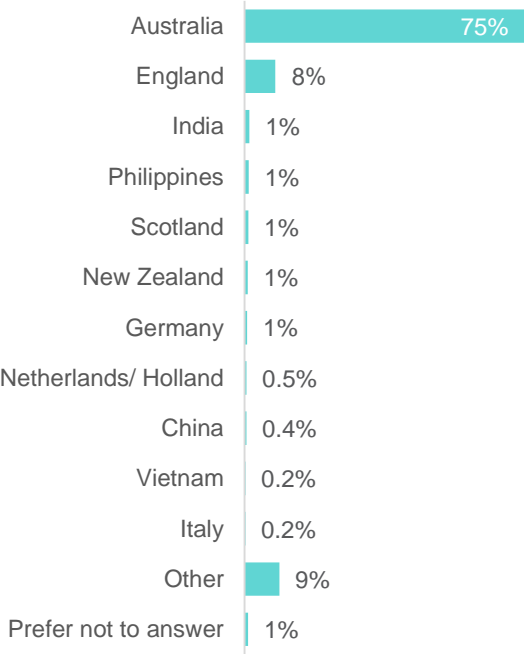


# RESPONDENT PROFILE

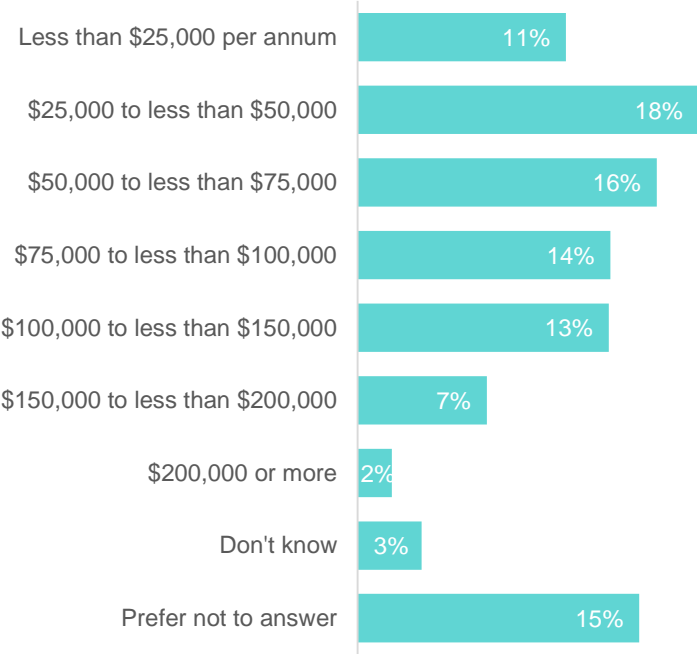
Education



Country of birth



Gross household income





## APPENDIX 2: ADDITIONAL COMMENTS

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Additional comments can provide a richness to the open ended questions, but in this report, where possible, comments have all been coded to quantify the responses.

**9b. Which services do you believe council should deliver that they currently do not? Other**

Ongoing health issues with the mosquito problems, as there are many water ways which are great mosquito breeding areas. We have been residents at globe derby park for over 20 years, the ongoing issues with not being able to enjoy the mornings, evenings outside due to being inundated by mosquitos. When the work on the new expressway was underway, spraying was every couple of weeks, I would expect this to continue into the future, as we as residents are as important as workers on the expressway.

Free mulch or compost 2 trailer loads per house per year.

Noise monitoring for aircraft training at Parafield airport. Fine them if they exceed EPA recommended levels. That would be a great income earner. There is no permanent noise monitoring. It appears that trainee pilots can make as much noise as they want to and people are fed up with the noise from early morning till after 11pm. It's very bad in some areas.

Council need to look at being able to have a say in federal government decisions that affect Salisbury Council residents. As in Parafield airport flight training schools with 2-minute breaks between planes going over all day, this creates an unliveable noise problem for residents, it also creates great unrest and distrust in Salisbury Council.

Preserving history and historical buildings within the Council area.

Salisbury Council needs more street lighting i.e. parks, streets, shopping centres.

They should have more drinking fountains in public places and grounds.

Recycled water to those areas where it is nearby e. g. 5162 Assistance with community gardens.

1. Could Council help people requiring knee/hip operations to more quickly have access to public hospitals. 2. Parking & pedestrian safety in the vicinity of the Para Hills hub.

Allow carp fishing in the wet-lands (for crabbing bait, not eating).

Abolish Council rates.

More hard waste pick ups/be stricter on people's maintenance of front gardens.

Reduce Council yearly fees - too high.

Community outings for the aged feral cat animal control.

We don't even know the people there they not introducing themselves to us.

Ant infestation needs to be addressed by Council by spraying during summer months.

---

### 10b. Which other services do you believe council should not deliver that they currently do? Other

Street scaping in areas that already have trees, focus on areas that have no trees.

Where I live, there are constantly hoon drivers, (around Wakeling Crescent, Sheperdson Road and Andrew Smith Drive). More things need to be done around this area as it's horrible knowing that our roads are being destroyed and other lives are at risk. And it's keeping me up for a night.

Planting out areas with unsuitable plants, then 4 months later remove the entire areas and have nothing but exposed and broken irrigation line, planting trees that are unsuitable (deciduous) for verges and not native to the area.

Far too many big community events. Should be no more than possibly one to two a year.

Mowing people's front lawn poorly that only spreads weeds and the grass goes all over the road.

Arts and culture events. Fix the parks and increase the green space. That will make the council area more liveable and cooler. It has also shown to improve mental health outcomes, in which this council area has a high proportion of mental health issues.

People could be encouraged to maintain their own verges where possible. Perhaps they should reconsider having grass on verges and use no mow or low growing, low maintenance plants instead. This has the potential to reduce costs and also poisoned grass clippings ending up in drains and waterways.

Get more people in the community involved in sports.

Arts services. I believe the money spent could be better used. For example, in the maintenance of footpaths.

Health, education and programs that State and Federal are responsible to deliver.

More parking for the disabled. I tried to visit the library twice over the last few weeks and could not get a park anywhere. There were no disabled parks at all in the uni car park and only one outside the library! Now Aldi have taken over the adjacent car park, it has become almost impossible to get a disabled park there.

Why waste council rates on "the arts". Pandering to a disconnected minority.

Giving choice for rubbish collections i.e., green, hard and recycling.

Council should not be outsourcing to private company to cut verges because the standard is no longer a high standard as it was when done by council employees.

Too much road maintenance.

Looking at how we can add more landscaping plants that cool the earth, things such as native succulent ground covers and planting them on vergers so we do have to mow the grass all the time and it's a plant that better absorbed carbon dioxide from our atmosphere, we could also plant them on all the round abouts making our area look pretty, I like the ones with the pink flowers, pig face or known as the Aussie Rambler, *Carpobrotus glanescens*.

---

Disabled, youth, aged, health services etc should not be council's job.

We spend too much on community centres because they are not being utilised.

They waste too much on footpaths and building flash offices.

Anti-loitering services around train station less focus on policies for immigrants and foreigners, more focus on what benefits local community.

Council should not give so many fines.

I think residents should maintain the verge in front of their own properties saving the council money. Only properties where disabled/elderly who cannot maintain these areas.

Spend less money.

## **12. Why are you dissatisfied with the service delivered by Salisbury council? Other**

Too secretive and self-involved. We need a new Mayor who is less involved in minorities and more interested in getting the basics right.

Parking problems in my street.

I am not.

For the reasons I just mentioned.

Should be no 4 previous question.

Because I'm a prisoner in my own home and local area.

The Mayor and Counsellors are useless.

Hard rubbish collection more often e.g., twice a year.

Considering.

They are subdividing with the room for only one car as the blocks are too small. They should plan subdivision with the consideration that there needs to be enough room for 2 cars per property nowadays as most households have at least two drivers.

---

**14. In what ways, if any, do you think the quality of life in the Salisbury council area could be improved? Other**

General feeling nothing specific.

Council does not get the basics right and focuses on other things first as a priority.

Less noisy/dusty/smelly factories close to homes.

Need more support for mental health and well-being.

N/A.

I know it's not a council area, but the planes from Parafield airport ruin our life here and are the only reason we would move. They are nonstop and fly super low, deafening.

Do not know, hopefully this survey will point out things that need fixing and improve quality of life.

Begin to look after ratepayers at the expense of overinflated salaries for council members and executives.

N/A.

N/A.

No.

Nil.

No.

N/A.

No.

Amalgamation of local councils.

As per my last comment.

N/A.

I would like if my greens/recycling could be collected more frequently as sometimes I have to throw stuff in the normal bin as I don't have space.

Too many phone towers.

No.

---

Money could be an issue if they need to do something more.

No.

No.

More on health issues.

Nothing.

No.

No.

N/A.

Home assistance list should be shortened.

Leave the TV on out front of council.

Quality of life.

It's a hole unlike Burnside.

Recycled water in my area would improve my quality of life.

It is a State and Federal issue that could improve the quality of life and not a council issue.

No.

Introduce a mosquito extermination program. We have the biggest mosquitoes on the planet. One can't go outside without being eaten.

As mentioned earlier.

N/A.

No.

More recycling places e.g., places for old phone, laptop bins.

I don't have any ideas. Reasonable medical services so nothing specific apart noise management.

No comments.

N/A.

Not answered.



---

No.

No.

Not answered.

Not answered.

Not answered.

Not answered.

Not answered.

Nothing.

Nothing.

Not answered.

N/A.

Not answered.

List of tradies that are reliable and good could be provided. Very daunting to search for workers.

Access to public services is good but I do feel there could be more done. Promoting diversity is also important which we don't get here in Mawson Lakes area.

Aim to increase the economic disparity in council areas i.e. bringing the less fortunate parts of the city up to speed. Bridging the gap by supporting the less fortunate.

Not answered.

Not answered.

Very good.

No, I think all covered.

Not answered.

Not answered.

Not answered.

---

Not answered.

Not answered.

No.

No comment - always room for improvement.

No answer.

**17. Thinking about that contact, which of the following methods did you use to make contact with council staff or an elected member?**

**Other**

Parliament.

School governing council meeting.

N/A.

At home.

Paper forms delivered in person, then by post.

---

**18. What was your purpose for contacting council staff or elected members? Other**

Car parking and general contact with local member.

Seeking rate relief.

Follow up on a letter that I received regarding gardening.

Didn't really contact him as was at meeting.

They asked me to dinner.

We were both at the meeting.

N/A.

Signature onto personal recreation card.

Clarification on council rates.

Query/inquiry regarding community centre.

**22c. You said "other" for pay dog registrations. Please specify which other ways you prefer to contact council for this.**

Website SA Dogs On-Line.

We do it all from the dog registration site.

Via internet.

Through bank website.

Post office.

Online.

Online via BPAY.

Online through Billpay.

---

Online banking.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online.

Online dog maintenance.

Online.

Online.

Online.

On Council website.

Not applicable.

I don't have animals.

I don't have a dog.

I don't have a dog - may be a 'N/A' column = not applicable would have been appropriate (lift your game) not everyone owns a mutt!!!!!!

---

EFT or BPAY.

Don't have a dog so not applicable.

Dog has passed away.

Dog has passed away.

Direct payment from my bank account.

Direct payment from bank.

Direct debit.

City of Salisbury mobile app would be good.

Cats and dogs on line.

BPAY.

BPAY.

BPAY.

BPAY.

Billpay.

Billpay.

Bank website for transfer.

Bank transfer via bank's site.

Bank transfer from bank's website previously required in-person for concession verification; Council should find a way to implement this on-line or with one-time-only verification.

BPAY.

BPAY.

---

**22d. You said "other" for notify council of a change in circumstances. Please specify which other ways you prefer to contact council for this.**

Not bothered about how I contact them.

In person at the council.

**22e. You said "other" for make a general council enquiry. Please specify which other ways you prefer to contact council for this. 1.**

Not fussed.

I like to give them a bell if I need a pothole filling.

**24. What do you consider to be the city of Salisbury's strengths? Other**

Very efficient.

The communication.

Mayor Gillian Aldridge.

They communicate.

Staff at Council chambers including garden staff, they are always courteous.

No strengths compared to other Councils.

Keeping the rates lower.

If you maintained them properly (i.e., deal with the rubbish, public drinking and motorbike use) then the answer would be 'parks and reserves'. But until you deal with this major problem the answer is nothing.

---

Not too dense.

Lower council rates.

Council staff are an asset they are always professional and informative.

**25. Thinking about when you moved into the Salisbury council area, what attracted you to living in the area? Other**

Mawson Lakes, new suburb with everything new, new shops, new parks, new paths, new house, as Elizabeth was 20-30 years ago.

Strong community.

Moved into a Housing SA property.

The house.

Liked the house.

Air clear and it was so silent.

The house we liked.

Where I could get a house.

Greenery and trees and open spaces.

Was a new development.

New subdivision.

Natural environment, quiet and peaceful.



---

**29. Why do you feel unsafe? Other**

Unsure.

Don't know.

Unknown.

**30. Is there a particular location within the Salisbury city council area where you feel unsafe? Other**

Areas which have concentration of taxpayer homes particularly multiple units.

Para Hills.

Not especially although Mawson Lakes seems to be a hot spot for car theft.

As above.

Ingle Farm, Department of Housing Salisbury, Property Manager.

Para Hills West.

Para Hills.

Southern side of Parafield West.

I feel safer here than I would in other parts. I wouldn't want to live anywhere else in the Salisbury area.

---

### 32. Please feel free to add any comments regarding accessibility, inclusivity and mobility within the city of Salisbury. Other

Do not have mobility issues.

Wheelchair user would have a problem with mobility around this area but its better some other area or Council areas.

Some roads need major maintenance.

Need some retrofitting of existing spaces.

Living in Springbank we quite often get the "smell" from Ighams Off Pt Wakefield Rd. Sometimes it's so strong it's unbearable. I am on a disability pension and I have some problems getting around but don't have any suggestions.

No experience except with strollers on well-maintained footpaths.

Doesn't seem very accessible for disabled people.

I'm pretty happy overall but had cars graffitiedm I've seen some violence and drug drops but that is everywhere not just here.

More accessible areas.

I think there should be another high school as most are already at capacity and have wait lists!

Please let the Council know to be engaging with the community! We don't even know who they are, nick is great but need them go engage more.

Mobility harder for those living on hills.

Drains and large curbs are hard for mobility.

Can't drive or walk far. Need more help to get around.

Salisbury need to improve.

Glad that new community hub has adult disability change table. Need more of these especially in shopping centres.

You should have green waste bins available as public bins in high traffic areas such as shopping centres where people use compostable coffee cups or fruit peel waste etc.

My mum is in a wheelchair and is limited in places to go and things able to do.

Often cars are blocking foot paths which makes it hard for people with mobility issues.

Clean it up, drugs, litter.

More car parks.

---

People should be available from the community to help those that are elderly and feel lonely who have no one to spend time with or help them with their needs.

Keep it up.

More signs for elderly and access in shops to enable quick service.

Accessibility.

Summer art and craft markets for local artists/craft people. Similar to Semaphore markets. Sunday mornings trash and treasure in the Big W side car park.

It would be good to have playgrounds to accommodate children with disabilities for younger children.

It's a big Council to get around.

It would be cool if recycling was collected weekly, and general rubbish every second week.

Rarely visit Salisbury shopping precinct anymore. It feels rundown and unsafe.

Security.

Accessibility is very important even to people without mobility issues themselves.

I am mobile myself but lots of friends can't get around but not sure how to comment on that. I do know they do not like to wait around the bus stops for very long.

More security at the train stations at Salisbury train station.

Mostly because of traffic. Lots of traffic here.

Lots of hill area where I am.

Because of the hills there.

Some of the streets are quite steep which makes going for walks an issue for some.

The dog parks could be better regarding access.

Not enough pedestrian crossing areas.

Inclusivity: I believe is cultural. Accessibility: better indicators/signals for visually impaired people within the community.

They don't police the disabled parking.

In hot weather the air conditioning in Woolworths, Mawson Lakes shopping centre is not adequate.

They are good for wheel chair access but not for disabled people with disabilities. My wife has epilepsy if she has a seizure people in general will help but there are other disabilities.

---

The Council needs to look at its pinnacle i.e. Mawson Lakes - make other Council areas to similar standard.

Certain hilly areas not accessible, not enough community buses.

The community hub which is closed (Salisbury John Street) is a great idea - the quiet room.

With a pram or stroller accessibility is poor, so it must be worse for people in wheelchairs etc.

Plenty of buses and train if needed.

### **37. How do you most commonly access the internet? Other**

Uni.

Ask others for help.

### **38. In which country were you born? Other**

Uganda.

Wales, UK.

Wales.

Wales.

Wales.

United States.

Uganda.

Sri Lanka.

South Africa.

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South Africa.

Russia.

Poland.

Poland.

Northern Ireland.

Northern Ireland.

Nepal.

Nepal.

Myanmar.

Malaysia.

Malaysia.

Malaysia.

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Malaysia.

Malaysia.

Macedonia.

Macedonia.

Ireland.

Iran.

Indonesia.

Hungary.

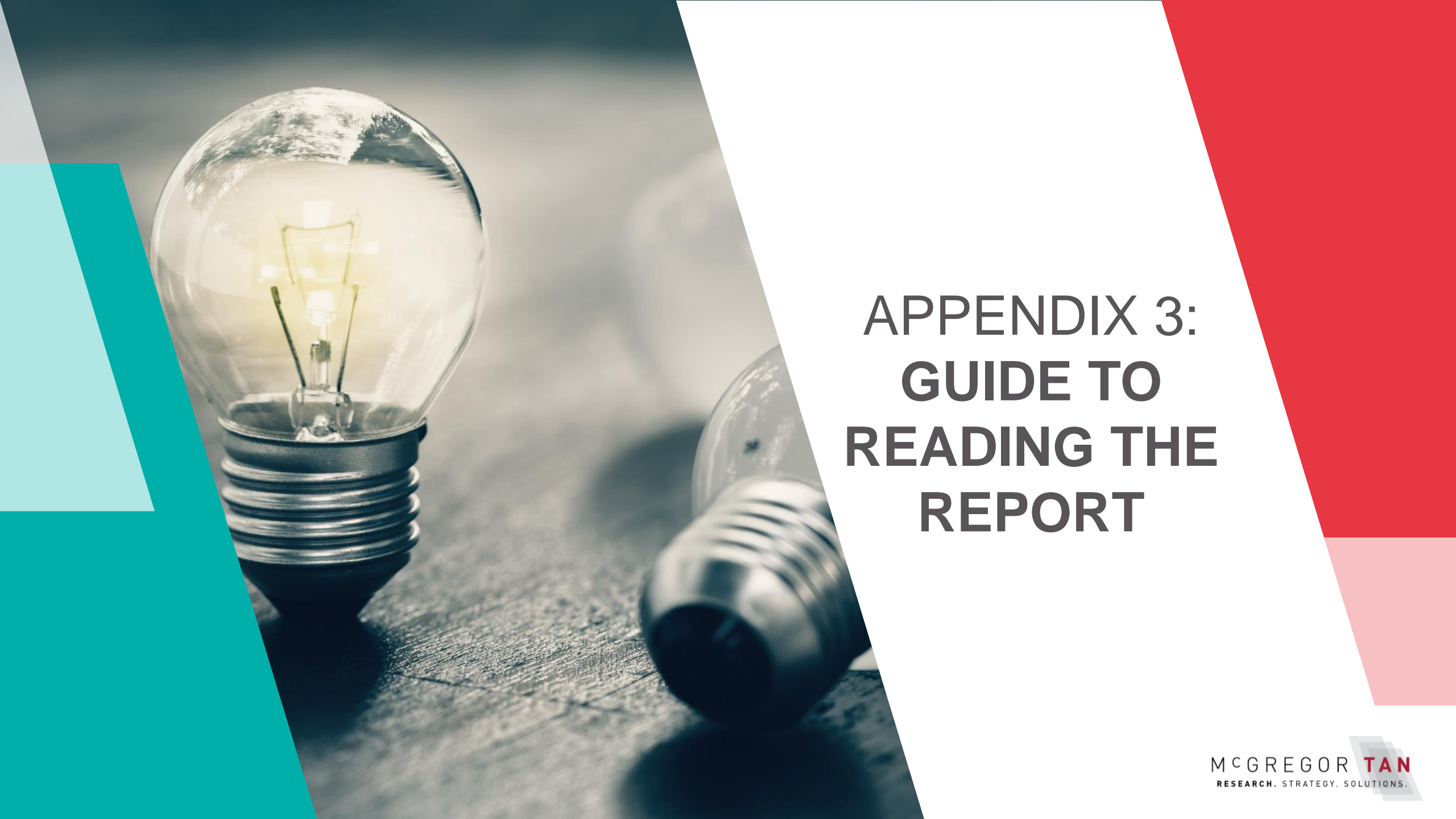
Hong Kong.

Guyana.

Greece.

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Fiji.  
Ex-Yugoslavia.  
El Salvador.  
Egypt.  
Egypt.  
Cyprus.  
Croatia.  
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## **APPENDIX 3: GUIDE TO READING THE REPORT**

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# GUIDE TO READING THE REPORT

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

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

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





# APPENDIX 4: SAMPLING TOLERANCE

# SAMPLING TOLERANCE

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

That is, where a of 600 sample is used to represent the Salisbury Council population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus 4% on a 50:50 response (see sampling tolerance table) i.e. if a response is 55% yes and 45% no – the Yes has a variance between 59%-51% and the No would have a variance between 49%-41% (+ or – 4 percentage points from the mid point).

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

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

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

A photograph of a lit incandescent lightbulb on a dark wooden surface. The bulb is in sharp focus, with its filament glowing. Another unlit bulb is visible in the background, out of focus. The image is framed by large, overlapping geometric shapes in teal, white, and red.

## APPENDIX 5: SURVEY TOOL

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Project No: 11681

City of Salisbury – 2020 Community Survey  
COMMERCIAL IN CONFIDENCE

FINAL

Sample:	n=600
Mixed methodology	Online / FTF / Self completion at Council Touch Points
Other information	
Representative of Gender and Age 18+	
Approximate length of survey 20-30 minutes depending on your answers	
Track where possible to 2018 survey (#11201)	
Total questions:	39

Online introduction:

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

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

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

*Text in green are programming notes – respondents do not see this text*

---

## QUALIFYING QUESTIONS

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

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

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

1.	Yes	Terminate
2.	No	Continue

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

1. What suburb do you live in?

1.	Bolivar
2.	Brahma Lodge
3.	Burton
4.	Cavan
5.	Direk
6.	Dry Creek
7.	Edinburgh
8.	Elizabeth Vale
9.	Globe Derby Park
10.	Green Fields
11.	Gulfview Heights
12.	Ingle Farm
13.	Mawson Lakes
14.	Para Hills

15.	Para Hills West	
16.	Para Vista	
17.	Parafield	
18.	Parafield Gardens	
19.	Paralowie	
20.	Pooraka	
21.	Salisbury	
22.	Salisbury Downs	
23.	Salisbury East	
24.	Salisbury Heights	
25.	Salisbury North	
26.	Salisbury Park	
27.	Salisbury Plain	
28.	Salisbury South	
29.	St Kilda	
30.	Valley View	
31.	Walkley Heights	
32.	Waterloo Corner	
33.	Prefer not to answer	Terminate

1b. Postcode (autocode)

5093	Para Vista (16)
	Valley View (30)
5094	Cavan (4)
	Dry Creek (6)
5095	Mawson Lakes (13)
	Pooraka (20)
5096	Gulfview Heights (11)
	Para Hills (14)

	Para Hills West (15)
5098	Ingle Farm (12)
	Walkley Heights (31)
5106	Parafield (17)
	Salisbury South (28)
5107	Green Fields (10)
	Parafield Gardens (18)
5108	Paralowie (19)
	Salisbury (21)
	Salisbury Downs (22)
	Salisbury North (25)
5109	Brahma Lodge (2)
	Salisbury East (23)
	Salisbury Heights (24)
	Salisbury Park (26)
	Salisbury Plain (27)
5110	Bolivar (1)
	Burton (3)
	Direk (5)
	Globe Derby Park (9)
	St Kilda (29)
	Waterloo Corner (32)
5111	Edinburgh (7)
5112	Elizabeth Vale (8)

\_\_\_\_\_





3.	Central Ward	
4.	South Ward	
5.	North Ward	
6.	Para Ward	
7.	East Ward	
8.	Don't know	Terminate - Thank you for your time, unfortunately we need to know your specific Ward to complete this survey

3. Do you identify as...

1.	Male
2.	Female
3.	Differently identify/ prefer not to answer

4. In which year were you born? Enter a number

Hidden: Automatic recode into the following age groups		
1.	18 to 24	1996-2002
2.	25 to 34	1986-1995
3.	35 to 44	1976-1985
4.	45 to 54	1966-1975
5.	55 to 64	1956-1965
6.	65+	1920-1955

- 
5. How long have you lived in the Salisbury Council area?  
(2018 : Q5)

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

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

6. How often are you involved in the following community activities?  
(rotate, 2018 : Q13)

	Daily/ most days	2-3 times a week	Once a week	2-3 times a month	About once a month	Every 2-3 month s	Once or twice a year	Less often	Never
Attend local council events such as Salisbury Secret Garden, Salisbury Writers Festival, Salisbury Plays, Harmony Week, Australia Day Celebrations or the Watershed Art Prize	1	2	3	4	5	6	7	8	9
Attend local sports and recreation centres (such as Ingle Farm and Parafield Gardens)	1	2	3	4	5	6	7	8	9
Attend community or youth centres	1	2	3	4	5	6	7	8	9

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

The next section is in regards to the services Council provides the community.

7. Using a scale of 1-5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you in each of the following areas.  
(rotate, allow a don't know/ not applicable, 2018 : Q21)

	1 Very dissatisfied	2 Somewhat dissatisfied	3 Neither satisfied nor dissatisfied	4 Somewhat satisfied	5 Very satisfied	Don't know / Not applicable
Arts and cultural programs and events	1	2	3	4	5	6
Community Centres	1	2	3	4	5	6
Dog parks	1	2	3	4	5	6
Economic Development	1	2	3	4	5	6
Footpath maintenance	1	2	3	4	5	6
General rubbish collection and services	1	2	3	4	5	6
Green waste collection and services	1	2	3	4	5	6
Hard waste services	1	2	3	4	5	6
Health services	1	2	3	4	5	6
Library services	1	2	3	4	5	6
Parks and Reserves maintenance	1	2	3	4	5	6

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Participation in local Community Clubs & Sporting Associations	1	2	3	4	5	6
Planning and Building	1	2	3	4	5	6
Recreation Centres	1	2	3	4	5	6
Recycling collection and services	1	2	3	4	5	6
Road maintenance	1	2	3	4	5	6
Services for the aged	1	2	3	4	5	6
Services for the disabled	1	2	3	4	5	6
Services for the youth	1	2	3	4	5	6
Verge cutting	1	2	3	4	5	6
Water recycling	1	2	3	4	5	6

8. On a scale of 1-5 how important are the following areas with 1 being not at all important and 5 being very important?  
 (rotate, allow a don't know/ not applicable, 2020 : New Q)

	1 Not at all important	2 Not important	3 Somewhat important	4 Moderately important	5 Very important	Don't know / Not applicable
Arts and cultural programs and events	1	2	3	4	5	6
Community Centres	1	2	3	4	5	6
Dog parks	1	2	3	4	5	6
Economic Development	1	2	3	4	5	6
Footpath maintenance	1	2	3	4	5	6
General rubbish collection and services	1	2	3	4	5	6

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Green waste collection and services	1	2	3	4	5	6
Hard waste services	1	2	3	4	5	6
Health services	1	2	3	4	5	6
Library services	1	2	3	4	5	6
Parks and Reserves maintenance	1	2	3	4	5	6
Participation in local Community Clubs & Sporting Associations	1	2	3	4	5	6
Planning and Building	1	2	3	4	5	6
Recreation Centres	1	2	3	4	5	6
Recycling collection and services	1	2	3	4	5	6
Road maintenance	1	2	3	4	5	6
Services for the aged	1	2	3	4	5	6
Services for the disabled	1	2	3	4	5	6
Services for the youth	1	2	3	4	5	6
Verge cutting	1	2	3	4	5	6
Water recycling	1	2	3	4	5	6

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9. Are there any other services you believe council should deliver that they currently do not?  
(2018 : Q26)

1.	Yes	Specify - add text box
2.	No	
3.	Don't know	

10. And, are there any other services you believe council should not deliver that they currently do?  
(2020 New Q)

1.	Yes	Specify - add text box
2.	No	
3.	Don't know	

11. Using a scale of 1-5, 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the service delivered by the City of Salisbury Council  
OVERALL?  
(2020 : Q30)

1.	Very dissatisfied
2.	Somewhat dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Somewhat satisfied
5.	Very satisfied

12. Dissatisfied (codes 1-2 in Q11):  
Why are you dissatisfied with the service delivered by Salisbury Council?  
(unprompted open text box, 2018 : Q31)

OPEN TEXT BOX
Coding frame to align with 2018 survey, multiple response allowed

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

13. Overall, how satisfied are you with the quality of life in the Salisbury Council area? Using the same 1-5 scale where 1 is very dissatisfied and 5 is very satisfied.

(allow a don't know, 2018 : Q18)

1.	Very dissatisfied
2.	Somewhat dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Somewhat satisfied
5.	Very satisfied
6.	Don't know

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

(unprompted open text box, 2018 : Q20)

OPEN TEXT BOX	
Coding frame to align with 2018 survey, multiple response allowed	
1.	Beautification/ better streetscape/ better tree selections
2.	Better communication and consultation/ listen more/ give more info
3.	Better parks and reserves
4.	Better playgrounds
5.	Better public transport
6.	Better streets (verges, footpaths and general cleanliness)
7.	Cut back overgrown trees

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8.	Graffiti - faster removal/ better management
9.	Hard rubbish collection
10.	Housing - improve quality, affordability
11.	Improve roadways
12.	Improve traffic flow/ congestion
13.	Improve/ add bike tracks/ lanes
14.	Improve/ add parking
15.	Improve/ add sporting facilities
16.	Improve/ clean up shopping centres/ buildings/ industrial areas
17.	Lighting improvement needed
18.	Lower rates
19.	More job opportunities
20.	More or better range of shopping centres/ shops
21.	More services for the elderly/ disabled
22.	More things to do - recreation services, youth activities
23.	Policing - less crime/ make safer/ control undesirables
24.	Provide bins/ clean up rubbish in public areas
25.	Don't know
26.	OK as is, can't be improved
27.	Other

The next few questions are about communications to and from Council

15. Within the last 12 months, have you initiated any contact with the City of Salisbury Council staff or Elected members/ Councillors?  
(rotate, multiple response allowed, 2018 : Q14)

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



- 
16. Contacted council (codes 1 or 2 in Q15):  
When was that contact initially made?  
(single response, 2020 New Q)

1.	2019
2.	2020
3.	Can't recall

17. Contacted council (codes 1 or 2 in Q15):  
Thinking about that contact, which of the following methods did you use to make contact with Council staff or an Elected Member?  
(multiple response allowed, 2020 New Q)

1.	Called Council general enquiry number	
2.	Called Elected Member direct	
3.	Email	
4.	Enquiry from website/ webchat	
5.	Social Media	
6.	In person at Council office	
7.	In person at another location	Specify - add text box

18. Contacted council (codes 1 or 2 in Q15):  
What was your purpose for contacting Council staff or Elected members?  
(multiple response allowed, 2018 : Q15)

1.	Service request	
2.	Development request/ question	
3.	Pay rates or dog registration	
4.	To make a complaint	
5.	Don't know/ can't recall	
6.	Other	Specify - add text box

19. **Contact with council staff (code 1 in Q15):**

Now thinking specifically about the contact with council staff, and using a scale of 1-5, 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with...

(rotate, allow a don't know/ not applicable, 2018 : Q16)

	1 Very dissatisfied	2 Somewhat dissatisfied	3 Neither satisfied nor dissatisfied	4 Somewhat satisfied	5 Very satisfied	Don't know / Not applicable
The general courtesy of Council staff	1	2	3	4	5	6
The general effectiveness of Council staff to respond to/ resolve your enquiry	1	2	3	4	5	6
The timeliness of the response	1	2	3	4	5	6
Staff responsiveness to your enquiry	1	2	3	4	5	6

20. **Contact with Elected members or Councillors (code 2 in Q15):**

Now thinking specifically about the contact with Elected Members and Councillors, and using a scale of 1-5, 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the following ...

(rotate, allow a don't know/ not applicable, 2018 : Q17)

	1 Very dissatisfied	2 Somewhat dissatisfied	3 Neither satisfied nor dissatisfied	4 Somewhat satisfied	5 Very satisfied	Don't know / Not applicable
The general courtesy of Elected members/ Councillors	1	2	3	4	5	6
The general effectiveness of Elected members/ Councillors to resolve/ respond to your enquiry	1	2	3	4	5	6
Elected members/ Councillors' responsiveness to your enquiry	1	2	3	4	5	6

The timeliness of your response	1	2	3	4	5	6
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21. How would you prefer for Council to keep you informed about the following areas?  
(rotate columns and rows, multiple response allowed, 2020 : New Q)

	A stall at council run events	Community consultation sessions	Via SMS	Via Council Website	Via E-mail	Facebook/Social Media	Library/ Community Centre/ Recreation Centre	Direct Mail/ Letterbox drop	Salisbury Aware Magazine	Roadside banners	The free City of Salisbury calendar
Change in rates/ services/ etc	1	2	3	4	5	6	7	8	9	10	11
Information about Council Events	1	2	3	4	5	6	7	8	9	10	11
New Council initiatives/ projects	1	2	3	4	5	6	7	8	9	10	11
General Council information	1	2	3	4	5	6	7	8	9	10	11

22. How do you prefer to contact Council in regards to the following requests?  
(rotate columns and rows up to code 7, multiple response allowed, 2020 : New Q)

	1 In person at a Council office	2 Over the phone	3 Via Council Website	4 Via E-mail	5 Via Social media i.e. Facebook	6 In the Library/Community Centre/Recreation Centre	7 Via the post	8 I don't require this service	9 Other specify
Make a service request	1	2	3	4	5	6	7	8	9
Pay rates	1	2	3	4	5	6	7	8	9
Pay dog registration	1	2	3	4	5	6	7	8	9
Notify Council of a change in circumstances	1	2	3	4	5	6	7	8	9
Make a general council enquiry	1	2	3	4	5	6	7	8	9

23. Using a score of 0 to 10 where 0 is not at all likely 10 is would definitely recommend, how likely are you to recommend living in the Salisbury Council area to friends or family?  
(Net Promoter Score, 2018 : Q33)

Enter a score between 0 and 10	
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24. What do you consider to be the City of Salisbury's strengths?  
(rotate, multiple response allowed, 2018 : Q7)

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

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5.	Location
6.	Parks and Reserves
7.	Schools
8.	Shopping centres
9.	Don't know/ not sure
10.	Other
	<a href="#">Specify - add text box</a>

25. Thinking about when you moved into the Salisbury Council area, what attracted you to living in the area?  
(rotate, multiple response allowed, 2018 : Q6)

1.	Availability of housing
2.	Availability of services
3.	Cost of housing
4.	Employment opportunities
5.	Location
6.	Schools
7.	Shopping centres
8.	Family/ friends live in area
9.	Retirement Village
10.	Don't know/ not sure
11.	Nothing
12.	No other option available
13.	Other
	<a href="#">Specify - add text box</a>

26. Please rate, on a scale of 1-5, 1 is do not agree at all and 5 strongly agree, your level of agreement with the following statements ...  
(rotate, allow a don't know, 2018 : Q8)

	1 Do not agree at all	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 Strongly agree	Don't know
I can get help from family, friends and neighbours when I need it	1	2	3	4	5	6
I feel that I am part of my local community	1	2	3	4	5	6
I feel that I live in a pleasant environment in terms of planning, open space and lack of pollution	1	2	3	4	5	6
I feel that people in my neighbourhood can be trusted	1	2	3	4	5	6
I like living in my local community	1	2	3	4	5	6
I regularly volunteer my time	1	2	3	4	5	6
My neighbours are friendly and willing to help others	1	2	3	4	5	6
I have access to information, services and activities that support my health and wellbeing	1	2	3	4	5	6

27. 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 1-5 scale where 1 means it is much less affordable, or more expensive, and 5 means it is much more affordable, or cheaper, than the rest of Adelaide.  
(allow a don't know, 2020 : New Q)

1.	1 much less affordable, or more expensive than the rest of Adelaide
2.	2
3.	3

4.	4
5.	5 much more affordable, or cheaper than the rest of Adelaide
6.	Don't know

28. When considering how safe you feel in the Salisbury Council area.....  
Using a scale of 1-5, 1 being very unsafe, and 5 being very safe, how safe do you feel?  
(allow a don't know/undecided, 2018 : Q9)

1.	Very unsafe
2.	Somewhat unsafe
3.	Neither safe nor unsafe
4.	Somewhat safe
5.	Very safe
6.	Don't know / undecided

29. Feel unsafe (codes 1 or 2 in Q28):  
Why do you feel unsafe?  
(unprompted open text box, 2018 : Q10)

OPEN TEXT BOX	
Coding frame to align with 2018 survey, multiple response allowed	
1.	Crime
2.	Drugs and alcohol
3.	Hooning
4.	Not safe at night
5.	Break ins
6.	Lack of policing
7.	Poor lighting
8.	The people in the area
9.	Other

- 
30. Feel unsafe (codes 1 or 2 in Q28): Is there a particular location within the Salisbury City Council area where you feel unsafe? (unprompted open text box, 2018 : Q11)

OPEN TEXT BOX	
Coding frame to align with 2018 survey, multiple response allowed	
1.	Interchange
2.	Out in the street/ on the road
3.	Parabanks
4.	Paralowie
5.	Other shopping precincts`
6.	Parks and Reserves e.g. Pitman Park, Murrell Reserve
7.	Salisbury
8.	Salisbury North
9.	Salisbury Centre
10.	Shopping Centres/ Car parks
11.	Train station
12.	Everywhere, all areas
13.	No/ Can't think of any
14.	Other

31. How accessible do you feel the City of Salisbury is for those with mobility challenges? How would you rate your level of satisfaction when considering accessibility, inclusivity and mobility within the City of Salisbury? (allow a don't know, 2020 : New Q)

1.	Very dissatisfied
2.	Somewhat dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Somewhat satisfied
5.	Very satisfied
6.	Don't know



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32. Please feel free to add any comments regarding accessibility, inclusivity and mobility within the City of Salisbury.  
(unprompted open text box, not required to answer question, 2020 : New Q)

OPEN TEXT BOX

#### RESPONDENT DEMOGRAPHICS

33. Which of the following best describes your current circumstances? Do you...  
(single response, 2018 : Q34)

1.	Rent your home
2.	Own your home outright
3.	Own your home with a mortgage
4.	Live at home or board with friends or family who rent their home
5.	Live at home or board with friends or family who own or are buying their home
6.	Live in a retirement or lifestyle village
7.	Other
8.	Prefer not to answer

34. What is your current employment status?  
(single response, 2018 : Q35)

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.	Prefer not to answer
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35. Employed (codes 1 or 2 in Q34): How do you describe your occupation?  
(single response, 2018 : Q36)

1.	Manager/ administrator
2.	Professional
3.	Tradesperson/ related worker
4.	Clerical, sales & service worker
5.	Production and transport worker
6.	Labourer/ related worker
7.	Other
8.	Prefer not to answer

36. Which of the following best describes the highest education level you have completed?  
(single response, 2018 : Q37)

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.	Prefer not to answer

37. How do you most commonly access the internet? (select which most apply)  
(multiple response allowed, 2018 : Q39)

1.	Internet connection at home
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2.	Internet connection at work	
3.	Free wifi	
4.	Library computers	
5.	Mobile data	
6.	Prefer not to answer	
7.	Other	Specify – add text box

38. In which country were you born?  
(single response, 2018 : Q40)

1.	Australia	
2.	England	
3.	New Zealand	
4.	India	
5.	Italy	
6.	Germany	
7.	Netherlands/ Holland	
8.	Scotland	
9.	Vietnam	
10.	China	
11.	Philippines	
12.	Bhutan	
13.	Prefer not to answer	
14.	Other	Specify - add text box

39. Which of the following ranges best describes your household's gross income?  
(single response, 2018 : Q41)

1.	Less than \$25,000 per annum
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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.	Prefer not to answer

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

ADD ACCESS

ADD PRIZE DRAW

We normally inform our winners by phone and email. If you wish to enter the prize draw and any future McGregor Tan market research activities, please fill in your details below:

First name	
Email	
Contact number	

MonthOfSurvey

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THANK YOU