



City of Playford

Community Satisfaction Research

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Background and Methodology

Why?

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding community pride/trust
- Identifying methods of communication and engagement with Council
- Understand community priorities for Council's new Strategic Plan
- Comparing results to research conducted in 2019 in order to identify changes/trends

How?

- Telephone survey (landline and mobile) to N = 606 households
- 92 acquired through number harvesting (in 2019)
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.0%

When?

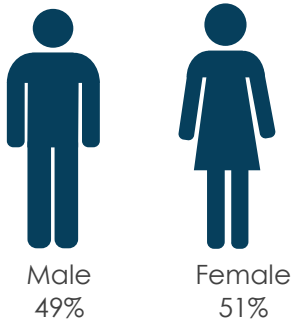
- Implementation 6th – 13th July 2020



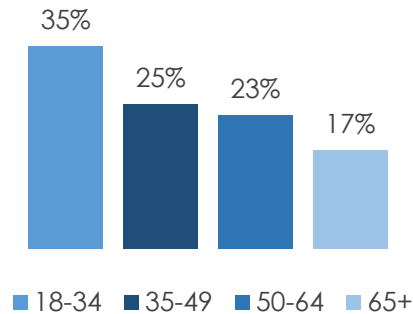
Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Playford City Council

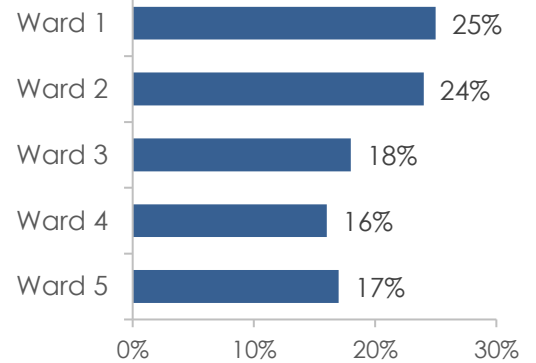
Gender



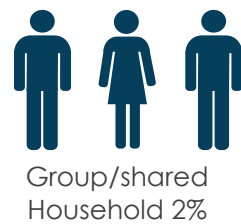
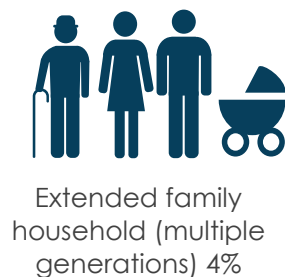
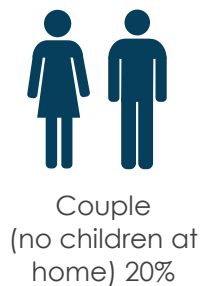
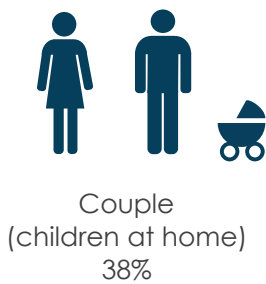
Age



Ward



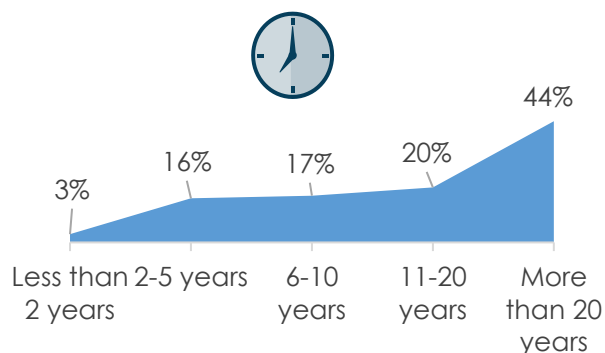
Household type



Country of birth



Time lived in the area



Ratepayer status



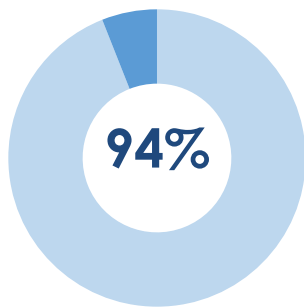
Base: N = 606



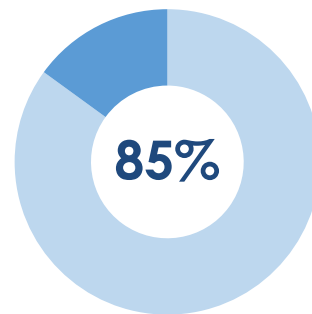
Key Findings



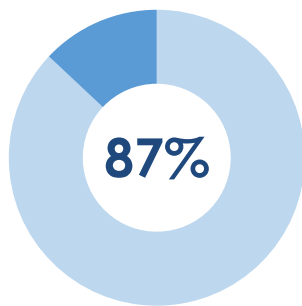
Key Findings - Summary



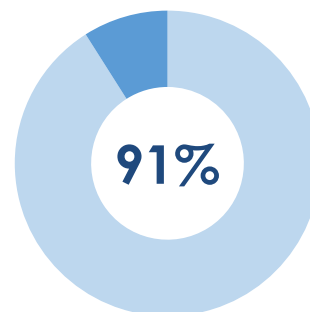
at least somewhat satisfied with the **performance** of Council in the last 12 months



of residents that had contact are at least somewhat satisfied with Council's level of **customer service**



at least somewhat satisfied with the level of **communication** with the community



at least somewhat satisfied with the **presentation** of the City of Playford

Top Drivers of Overall Satisfaction



Being open and accountable to the community



Council provide value for money for the rates paid



Communication on Council's strategies and plans



Planning for the future

Most Important Strategic Plan Key Areas

The key areas that Council have identified for investigation as part of the new Strategic Plan align closely with what the community are looking for in terms of priorities and improvements.



1. Local economy/ economic growth



2. City connection/ transport



3. Green spaces



4. City growth/ infrastructure



Key Areas for Engagement

Residents continue to have very high levels of satisfaction with the overall performance of Council, and trust that Council is doing its best for the City of Playford. In order to maintain these results, and possibly even increase satisfaction further, City of Playford should look to explore 4 key themes that emerged in this report:

Communication and Consultation with the Community



Residents want Council to be open and accountable to the community, whilst providing opportunities to have input in decision making. 85% of residents stated that they are at least somewhat satisfied with the level of communication Council has with the community, so Council is already performing well in this area, however, lifting satisfaction further may have a large impact on overall satisfaction:

- 'The level of communication City of Playford currently has with the community', 'trust Council is doing its best for the City of Playford' and 'being open and accountable to the community' were identified in the Shapley Regression analysis as the top 3 drivers of overall satisfaction.
- 'Being open and accountable to the community' was one of the top 5 services/facilities in importance, but had one of the largest performance gaps between stated importance and rated satisfaction.
- Of the residents that are not very/not at all satisfied with the level of communication from Council, the leading reason was that there is not enough communication.

Financial management, Economic Development and Planning for the Future



The financial management of Council, economic development within the local area and ensuring that the future is being planned for, were key themes throughout the report. Whilst these subjects are arguably always important to the community, they may be particular areas of concern to residents at present considering the economic uncertainty that is occurring due to the COVID-19 pandemic.

- 'Council provide value for money for rates paid' and 'planning for the future' were all among the top 6 drivers of overall satisfaction.
- 'Local economy/economic growth' was the key Strategic Plan area residents believe is important for Council to focus on.
- When residents were asked, unprompted, what they believe is the most critical thing Council should focus on in the next 4 years, 13% of residents stated 'employment opportunities/supporting local industry'.
- Of the residents that stated they have low levels of trust of City of Playford, the leading reasons related to poor financial management.



Key Areas for Engagement

Cleanliness and Appearance of the Area



Waste, cleanliness and presentation of the local area are important Council services to residents. 91% of residents are at least somewhat satisfied with the presentation of Council, a very positive result, and as the level of pride that residents have in living within the City of Playford correlates to satisfaction with the presentation of the area, this is an important attribute to maintain:

- 'Kerbside waste collection' and 'public health and safety (inspections of local businesses for food)' were two of the top 5 services/facilities in importance.
- 'Presentation of street verges' was one of the lowest services/facilities in terms of satisfaction.
- Removal of illegally dumped rubbish had the second largest performance gap between stated importance and rated satisfaction.

Transport and Movement around the LGA



Whilst communities inevitably always state that road networks could be improved, the issue of public transport and the condition of roads and footpaths were frequently mentioned by residents as important areas for Council:

- 'City connections/transport' was the second highest key Strategic Plan area residents believe is important for Council to focus on.
- The condition of footpaths significantly increased in importance in 2020.
- 'Condition of local street', 'condition of footpaths' and 'condition of rural roads' were all in the bottom three services/facilities in terms of satisfaction.
- When residents were asked, unprompted, what they believe is the most critical thing Council should focus on in the next 4 years, 17% of residents stated 'road maintenance and infrastructure' and 8% stated 'improve and provide more footpaths/cycleways'.



Key Areas for Engagement

Recommendations

Council communication to the community is critical in this period of uncertainty from COVID-19, with Council needing to continue to reassure residents that they are planning for the future and growth of the local economy. Based on the results within this report, Council should look to maintain, or even elevate, the current high levels of satisfaction that residents have by:

- Exploring opportunities to improve the financial management of Council, communicating to the community changes that are implemented and the decision making process on how funds are allocated.
- Focusing on economic growth in the area, including supporting local employment and businesses.
- Understanding needs in relation to cleanliness in the area, and continuing to provide adequate waste services to the community.
- Working with the community to understand and explore expectation with regards to the local road and transport network, particularly in regards to the Strategic Plan.



Unique Differences

As a point of interest, compared to our benchmarks we have identified unique aspects of City of Playford Council compared to other Metro councils, these include:

- City of Playford residents place a higher level of importance on **cleanliness and appearance** in their area, with 'removal of graffiti', 'presentation of parks and reserves', 'public health & safety', 'presentation of street verges' and 'presentation of landscapes verges' all demonstrating higher importance scores than the metro benchmark norms.



- Residents additionally place higher importance on services/facilities relating to **events and recreational activities**, with 'access to community venues', 'providing support & facilities for sporting clubs' and 'Council events' also demonstrating higher importance.



- Residents appeared to be more satisfied with **development**, for example 'planning and building advice & assessment' and 'managing growth and major urban developments' both demonstrated higher satisfaction scores than our metro benchmark norms.



- Residents also demonstrated higher satisfaction than our metro benchmarks norms in relation to the **presentation and improvement of the local area and outdoor green spaces**, such as 'removal of graffiti', 'presentation of ovals and sports grounds', 'protecting & improving native vegetation and biodiversity', 'presentation of street trees' and 'presentation of parks and reserves'.





Performance of Council



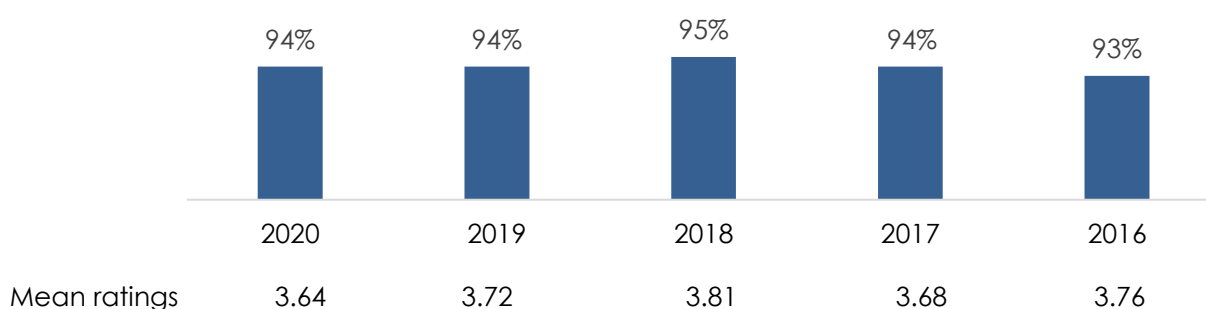
Overview (Overall Satisfaction)

Summary

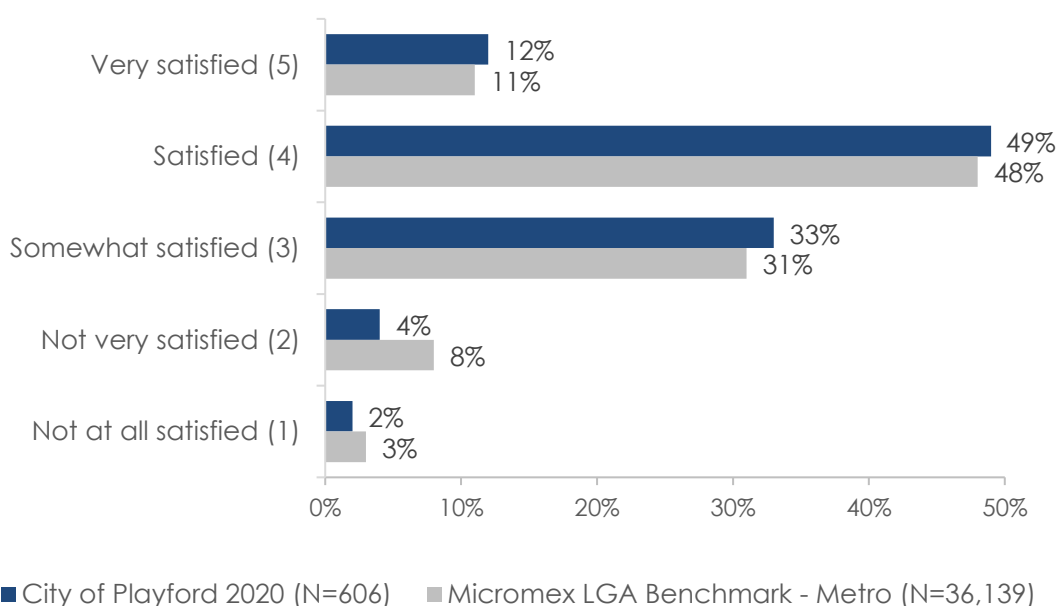
Overall, 94% of residents stated that they are at least somewhat satisfied with the performance of City of Playford Council over the past 12 months – on par with 2019 and above both Micromex's Metro LGA Benchmarks normative data.

Q9. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

T3B Satisfaction Scores



	City of Playford	Metro Benchmark
Mean rating	3.64▲	3.55
T3 Box	94%▲	89%



Scale: 1 = not at all satisfied, 5 = very satisfied

▲ ▼ = A significantly higher/lower level of satisfaction (compared to the Benchmark)



Overall Satisfaction

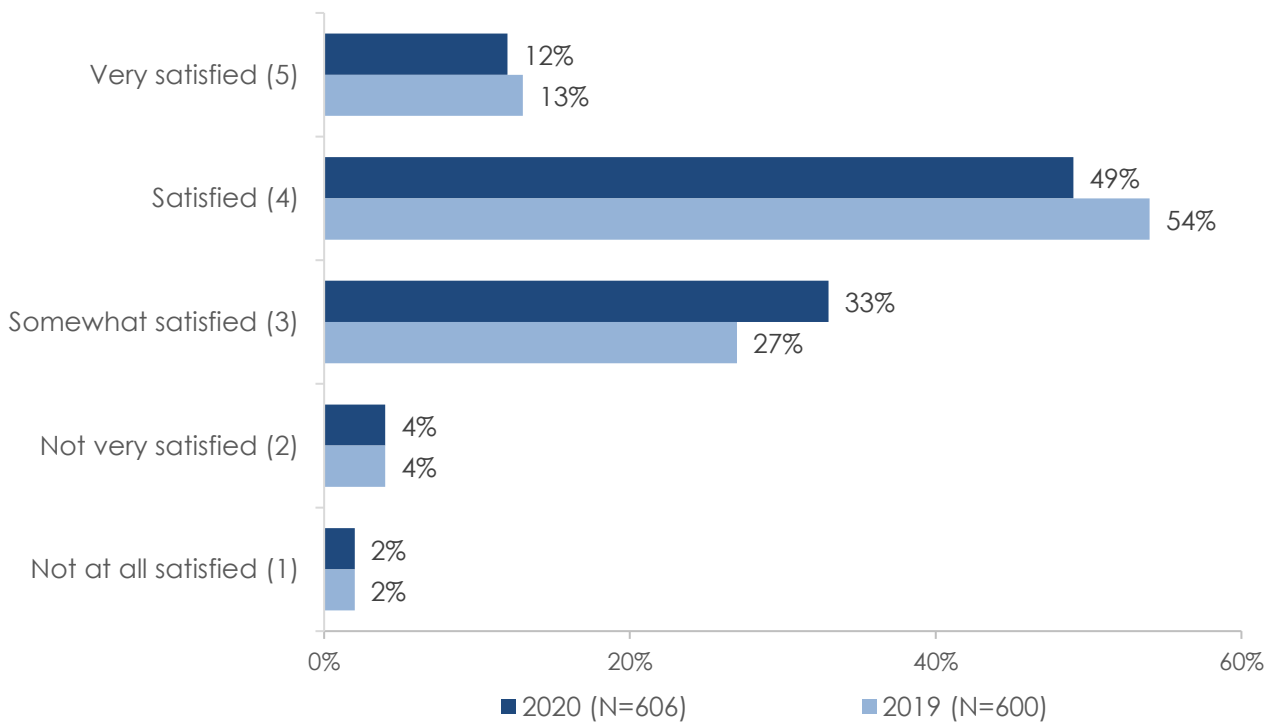
Summary

Whilst the proportion of residents stating they are at least somewhat satisfied with the performance of City of Playford has remained steady with 2019, there has been a slight softening in residents committing to the top two boxes (satisfied/very satisfied) – this is reflected in the marginally lower mean rating in 2020. Residents of Ward 5 and those aged 65+ have higher levels of satisfaction.

Q9. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

	2020	2019	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.64	3.72	3.60	3.68	3.63	3.59	3.59	3.82▲
Base	606	600	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.61	3.73	3.51	3.61	3.62	3.67	3.86▲
Base	449	156	148	148	110	98	101



Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = A significantly higher/lower level of satisfaction (by group)



Overall Satisfaction – Yearly Tracker

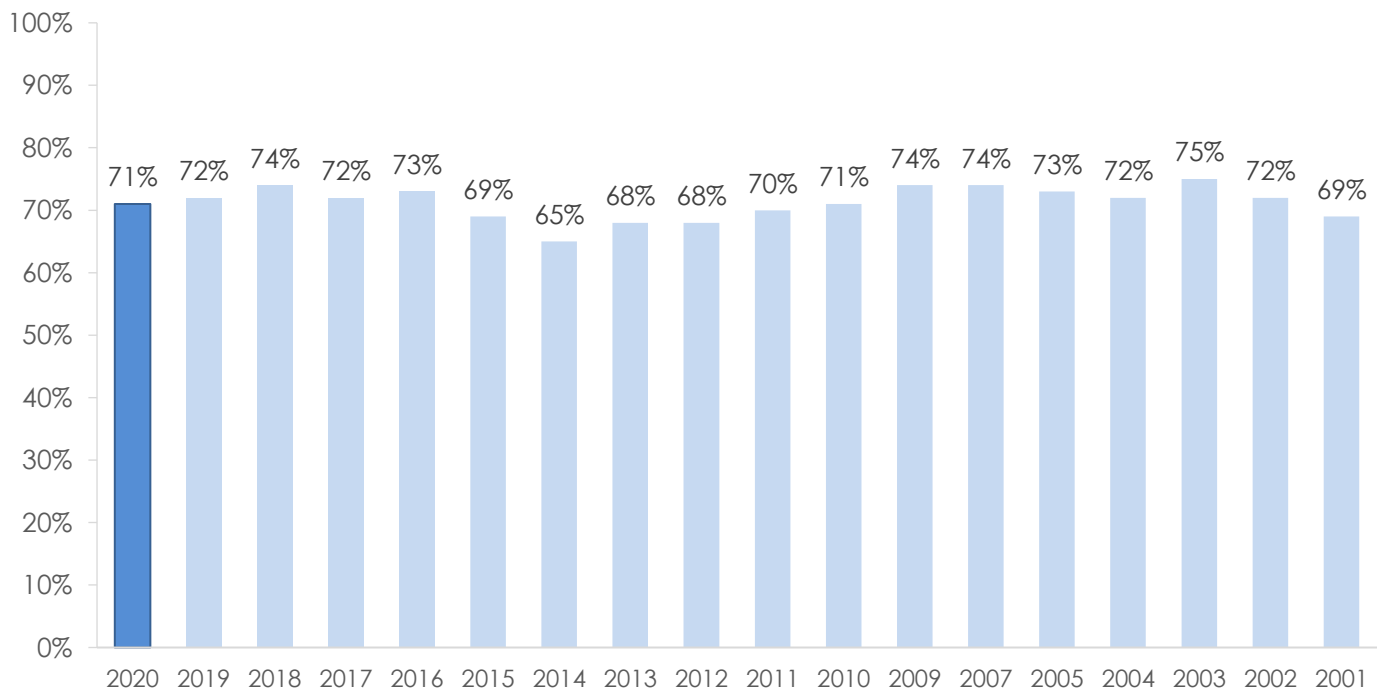
Summary

Converting the mean satisfaction rating into a percentage score produces a result of 71%.

Q9. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.64	3.72	3.81	3.68	3.76	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55
Percentage conversion	71%	72%	74%	72%	73%	69%	65%	68%	68%	70%	71%	74%	74%	73%	72%	75%	72%	69%

Overall Satisfaction Score as a Percentage



Base: N = 606

Scale: 1 = not at all satisfied, 5 = very satisfied



Summary of Council Services and Facilities



Importance & Satisfaction – Key Trends

Key Importance Trends

Compared to 2019 research, there were significant **increases** in residents' levels of **importance** for 1 of the 40 comparable services/facilities provided by Council, being:

	2020	2019
Condition of footpaths	4.33	4.18

There were no significant **declines** in **importance** compared to 2019.

Key Satisfaction Trends

Over the same period there has been a significant **increase** in resident **satisfaction** for 1 of the 40 comparable services/facilities provided by Council, specifically:

	2020	2019
Hard waste collection	4.30	4.10

There were no significant **declines** in **satisfaction** compared to 2019.

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The below analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

The following services/facilities received the highest importance mean ratings:

Top 5 for importance	Mean	T2 Box
Public health & safety	4.77	94%
Kerbside waste collection	4.74	95%
Being open & accountable to the community	4.64	90%
Planning for the future	4.62	90%
Rapid response service	4.61	90%

The following services/facilities received the lowest importance mean ratings:

Bottom 5 for importance	Mean	T2 Box
Condition of bicycle paths	3.31	47%
Wi-Fi within Council facilities and parks	3.45	50%
Council events	3.86	65%
Presentation of landscapes verges	3.99	69%
Presentation of street trees	4.00	70%

Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

Top 5 for satisfaction	Mean	T3 Box
Library service	4.39	96%
Immunisation service	4.33	97%
Kerbside waste collection	4.31	95%
Hard waste collection	4.30	93%
Presentation of ovals and sports grounds	4.17	98%

The following services/facilities received the lowest satisfaction mean ratings:

Bottom 5 for satisfaction	Mean	T3 Box
Council provide value for money for the rates paid	2.90	63%
Condition of footpaths	3.12	72%
Condition of local streets	3.14	74%
Presentation of street verges	3.16	69%
Condition of rural roads	3.20	75%

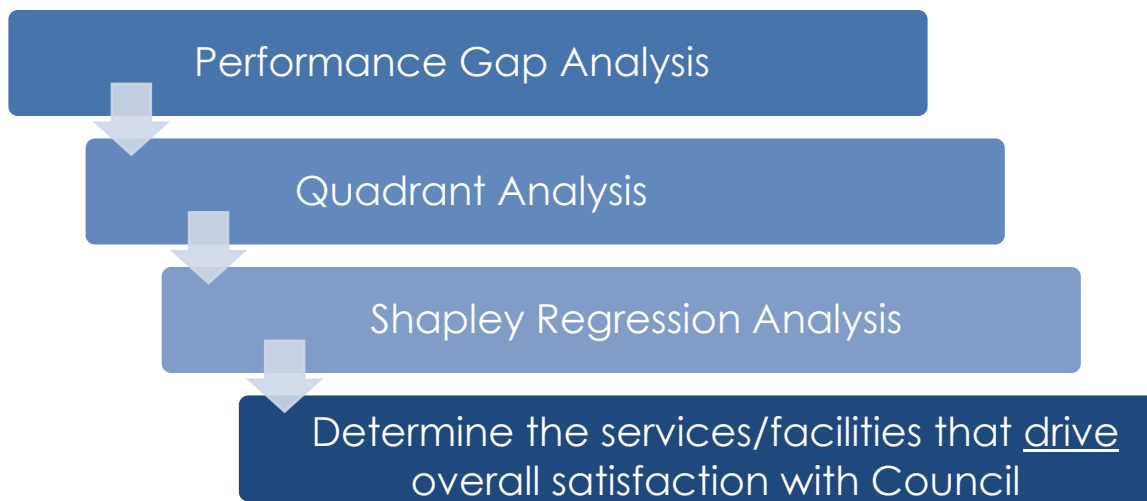


Identifying Priorities via Specialised Analysis

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2-step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining these approaches to analysis, we have been able to:

- Identify and understand the hierarchy of community priorities
- Inform the deployment of Council resources in line with community aspirations



Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by City of Playford and the expectation of the community for that service/facility.

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.

Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as very high in importance, whilst resident satisfaction for all of these areas is between 63% and 74%.

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Council provide value for money for the rates paid	88%	63%	25%
Removal of illegally dumped rubbish	88%	70%	18%
Being open & accountable to the community	90%	74%	16%
Condition of local streets	89%	74%	15%

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'Council provide value for money for the rates paid' is the area of least relative satisfaction.

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Please see Appendix A for full Performance Gap Ranking



Quadrant Analysis

Step 2. Quadrant Analysis

Explaining the 4 quadrants (overleaf)

	City of Playford	Micromex Metro Benchmark
Average Importance	80%	79%
Average Satisfaction	85%	82%

Attributes in the top right quadrant, **MAINTAIN**, such as 'kerbside waste collection', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'being open and accountable to the community' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'condition of bicycle paths', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Council events', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

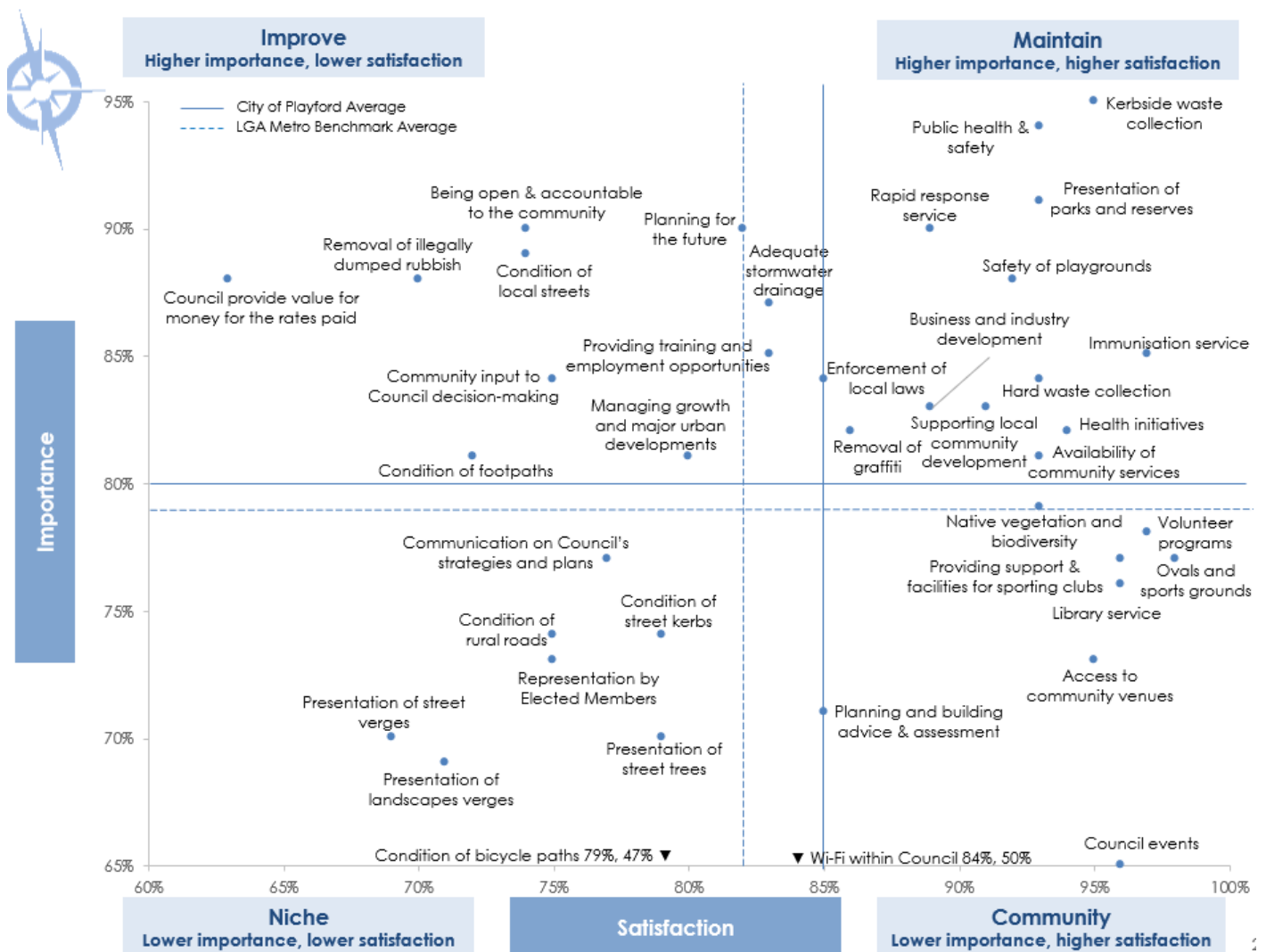


Quadrant Analysis – Importance T2B Vs Satisfaction T3B

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, City of Playford residents rated services/facilities relatively on par with our Benchmark, and their satisfaction was, on average, higher.



The Shapley Value Regression

Step 3. The Shapley Value Regression

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'condition of local streets', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local streets can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how City of Playford can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a Shapley regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

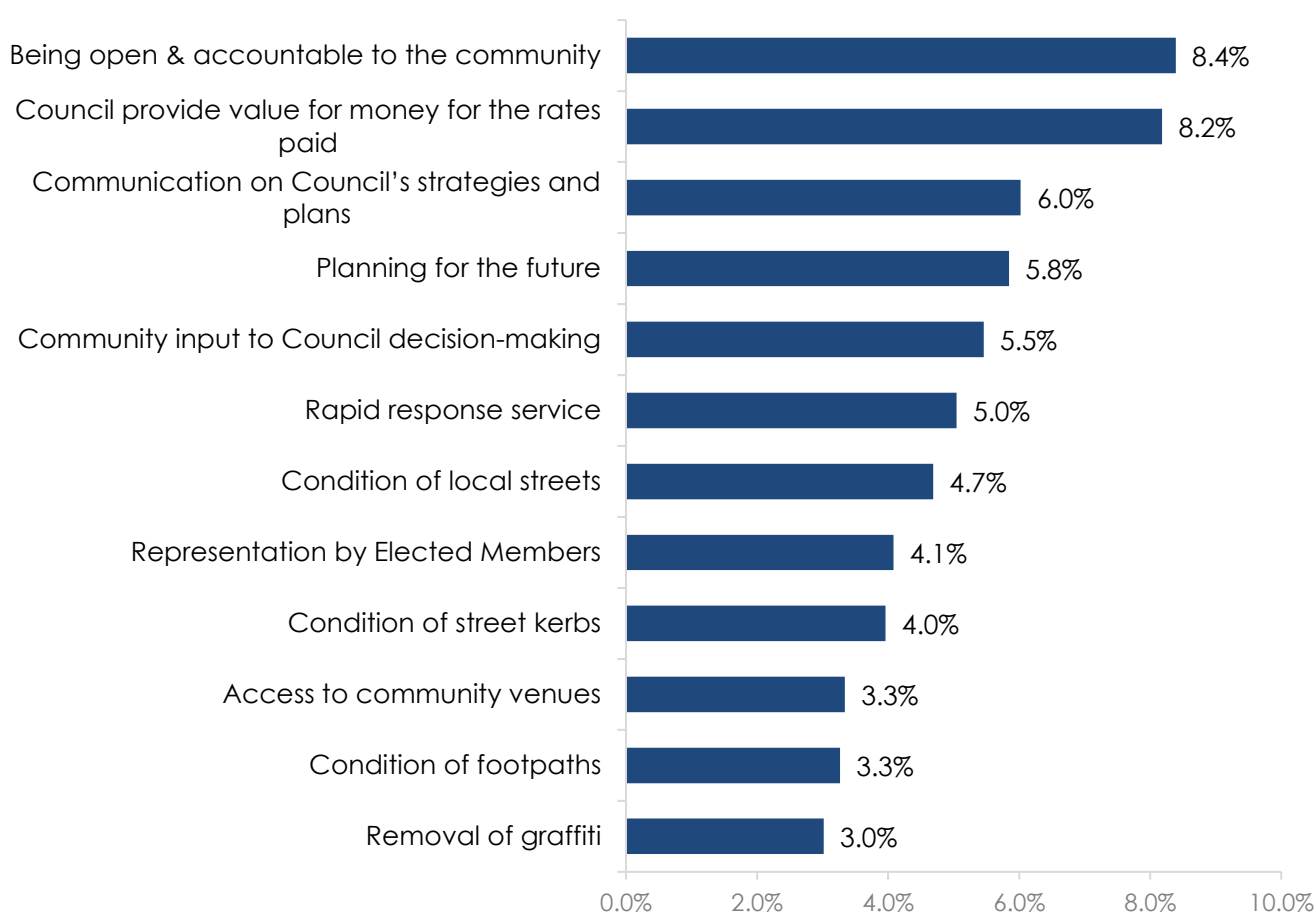


Key Drivers of Overall Satisfaction with Council

The results in the chart below identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

These top 12 services/facilities (so 30% of the 40 services/facilities) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 40 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 28 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Dependent variable: Overall satisfaction with the performance of City of Playford



These 12 services/facilities are the key community priorities and by addressing these, City of Playford will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'removal of graffiti' contributes 3.0% towards overall satisfaction, while 'being open and accountable to the community' (8.4%) is a far stronger driver, contributing nearly three times as much to overall satisfaction with Council.

Note: Please see Appendix A for complete list

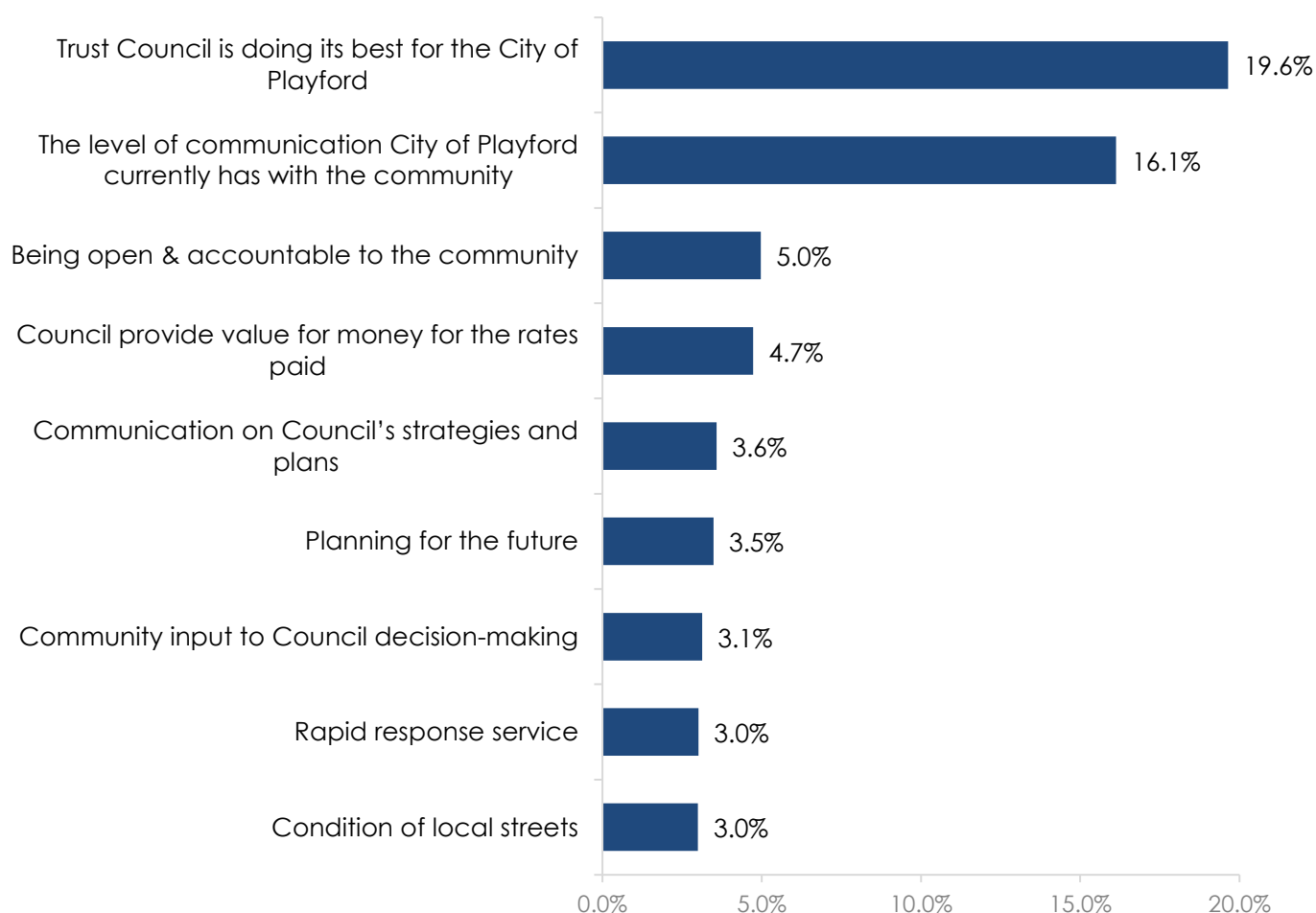


Key Drivers of Overall Satisfaction with Council

In order to explore the drivers of overall satisfaction further, we ran an additional Shapley Regression analysis that included satisfaction with the level of communication City of Playford currently has with the community, and trust that Council is doing its best for the City of Playford.

The hierarchy of the other service/facility drivers has not changed in this new analysis, but rather the new Shapley provides a greater understanding of what is driving overall satisfaction, with how well Council are able to communicate to the community, particularly that they are open and trustworthy, acting as the key drivers.

Dependent variable: Overall satisfaction with the performance of City of Playford



These 9 services/facilities are the key community priorities and by addressing these, City of Playford will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'condition of local streets' contributes 3.0% towards overall satisfaction, while 'trust Council is doing its best for the City of Playford' (19.6%) is a far stronger driver, contributing over six times as much to overall satisfaction with Council.

Note: Please see Appendix A for complete list

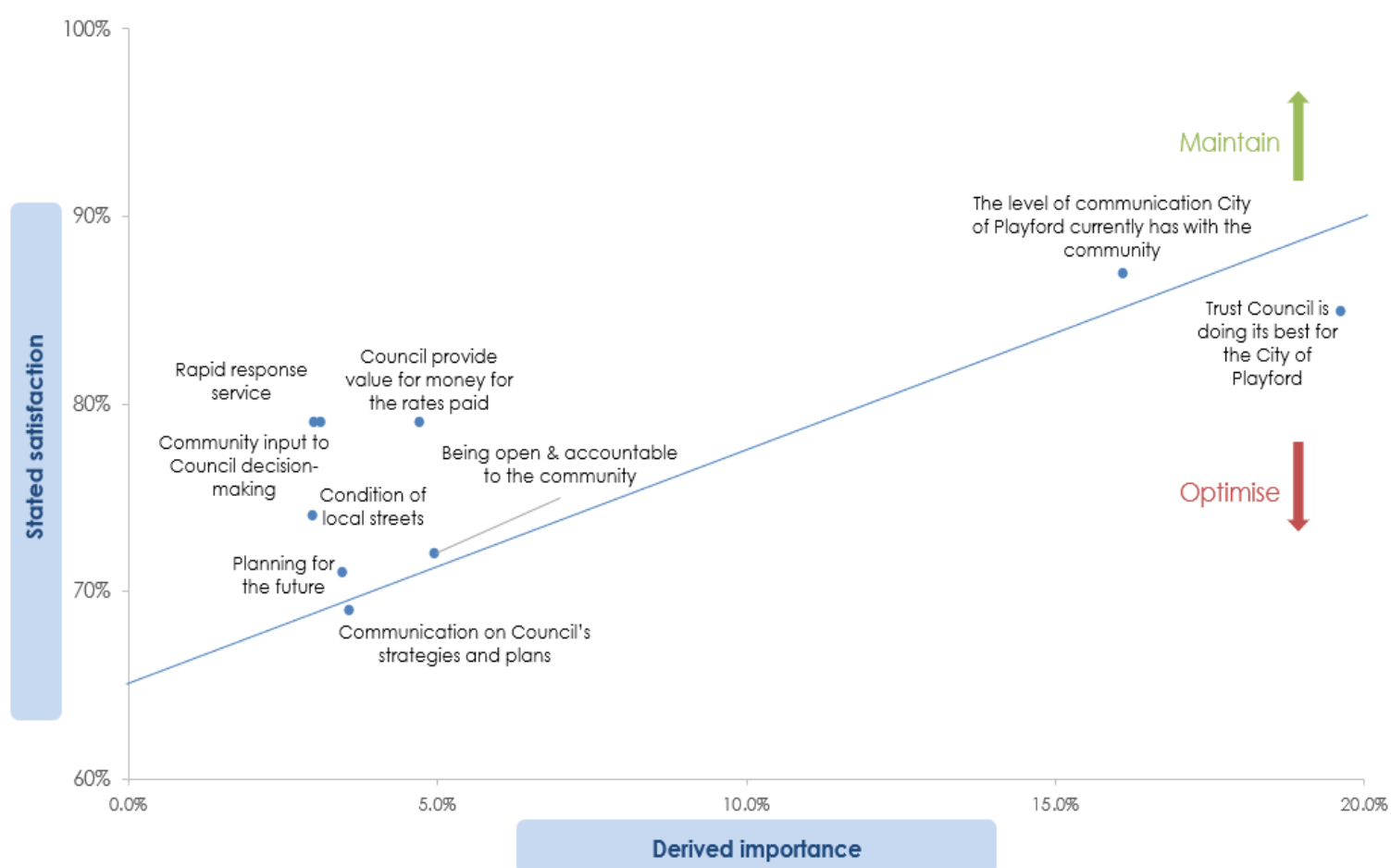


Mapping Stated Satisfaction and Derived Importance

Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Shapley result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

**Mapping Stated Satisfaction and Derived Importance
Identifies the Community Priority Areas**

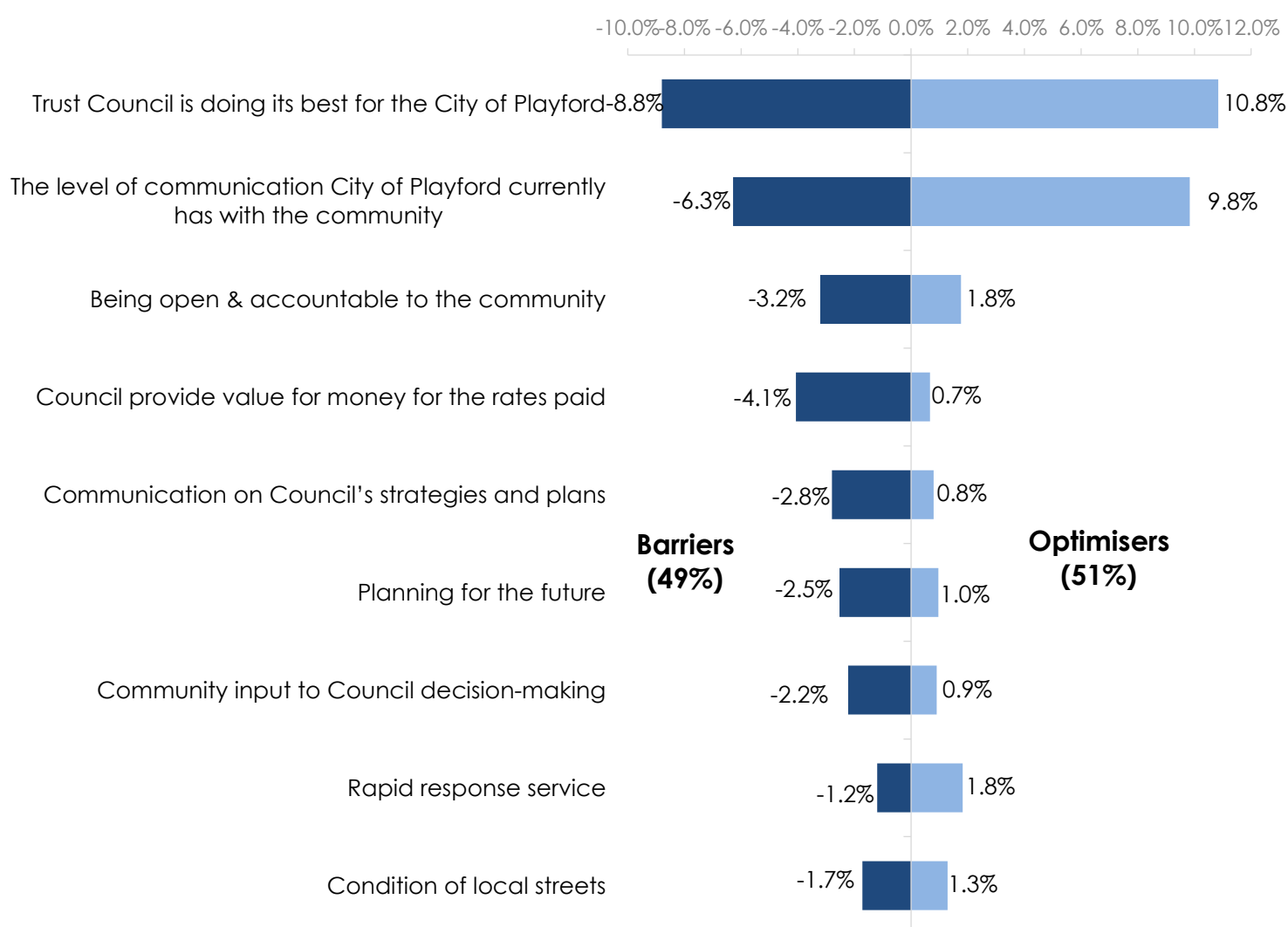


Key Contributors to Barriers/Optimisers

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

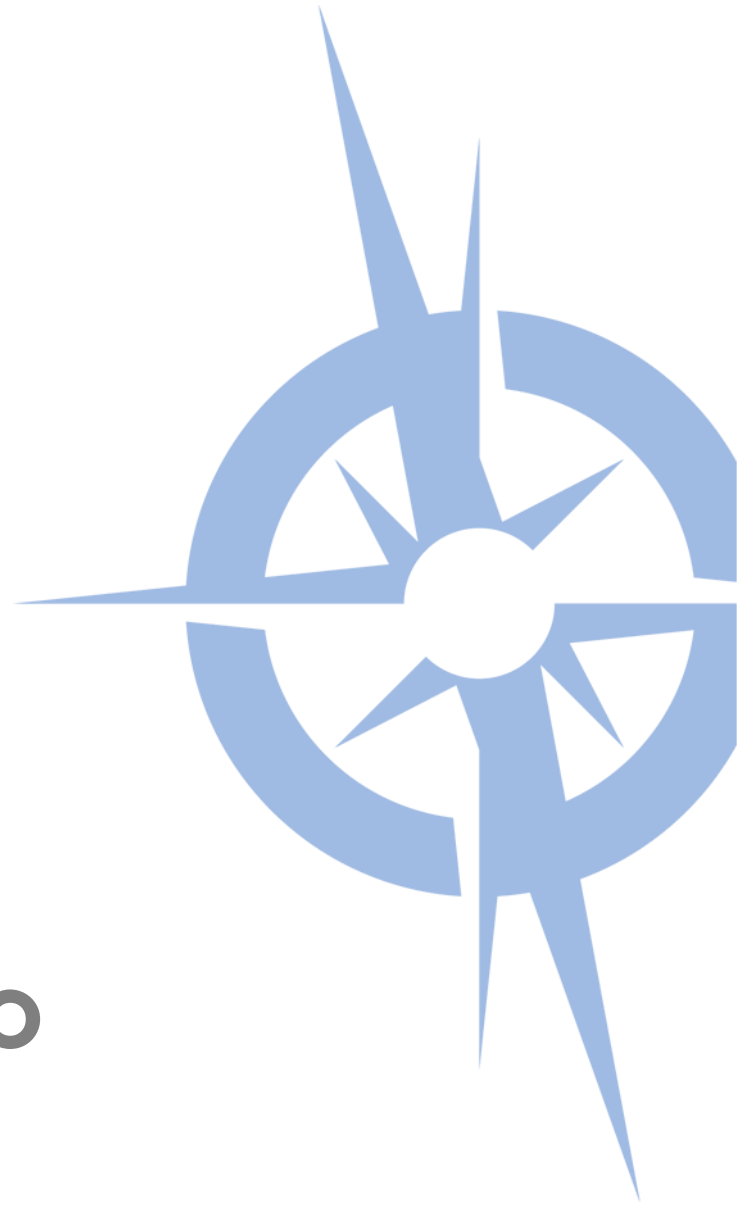
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If Council can improve scores in these areas, they will see a lift in future overall satisfaction results, as they will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.



Different levers address the different levels of satisfaction across the community





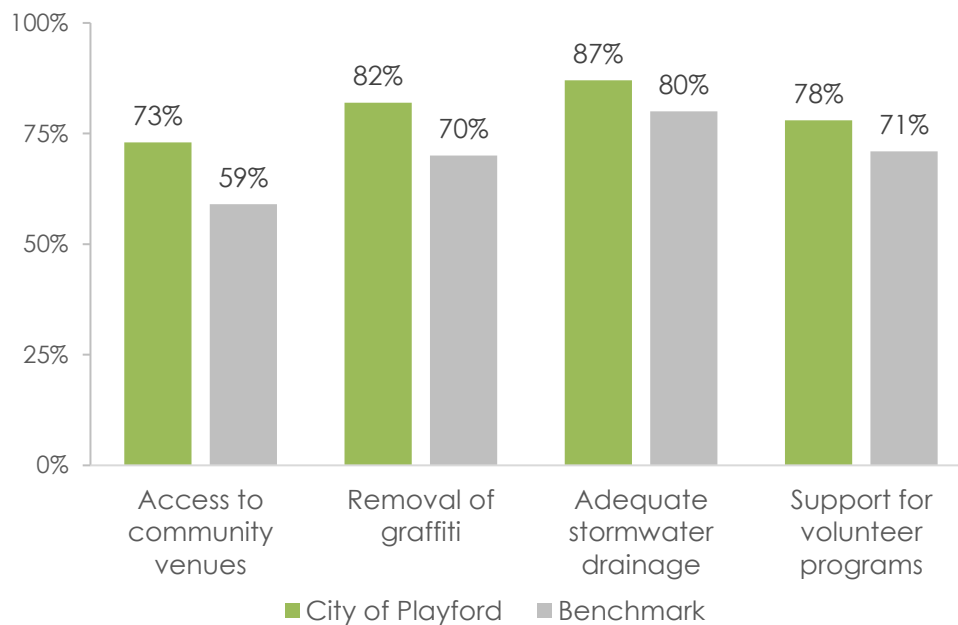
Comparison to Micromex Benchmarks



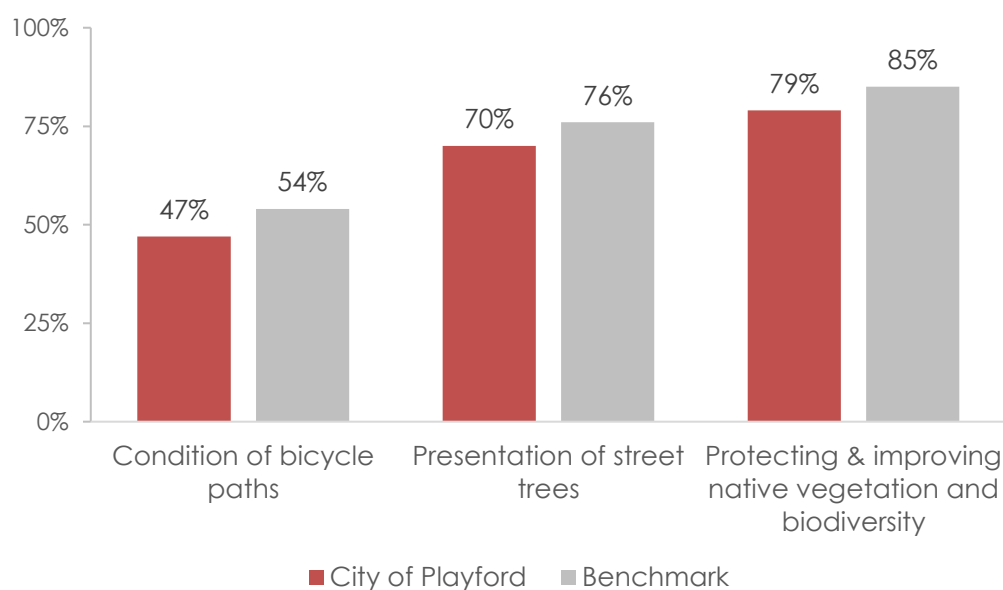
Comparison to the Micromex LGA Benchmark – Largest Importance Gaps

The charts above display the largest variances between City of Playford top 2 box importance scores and the Micromex LGA Benchmark (Metro). City of Playford LGA residents place higher importance (than benchmark norms) on access to community venues, removal of graffiti, adequate storm water drainage and support for volunteer programs. But, relatively lower importance on the condition of bicycle paths and street trees/vegetation related measures.

Higher Community Priorities (compared to Benchmark norms)



Lower Community Priorities (compared to Benchmark norms)



Importance Compared to the Micromex LGA Benchmark

The table below shows the largest variances between City of Playford's Council's top 2 box importance scores and the Micromex LGA Benchmark. We can see that for 2 of the 33 comparable services/facilities, residents' top 2 box scores are higher than 10% above the benchmark score. For those that are lower than Benchmark norms, none experienced a variance of $\geq 10\%$.

Service/Facility	City of Playford T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Access to community venues (Civic Centre, Shedley Theatre, Northern Sound System)	73%▲	59%	14%
Removal of graffiti	82%▲	70%	12%
Adequate stormwater drainage (e.g. to reduce flooding in streets)	87%	80%	7%
Support for volunteer programs	78%	71%	7%
Presentation of parks and reserves (e.g. mowed regularly, free from weeds, tidy appearance)	91%	85%	6%
Providing support & facilities for sporting clubs	77%	71%	6%
Public health & safety (inspections of local businesses for food safety)	94%	88%	6%
Communication on Council's strategies and plans	77%	82%	-5%
Condition of footpaths	81%	86%	-5%
Presentation of street trees (e.g. pruning and general maintenance)	70%	76%	-6%
Protecting & improving native vegetation and biodiversity	79%	85%	-6%
Condition of bicycle paths	47%	54%	-7%

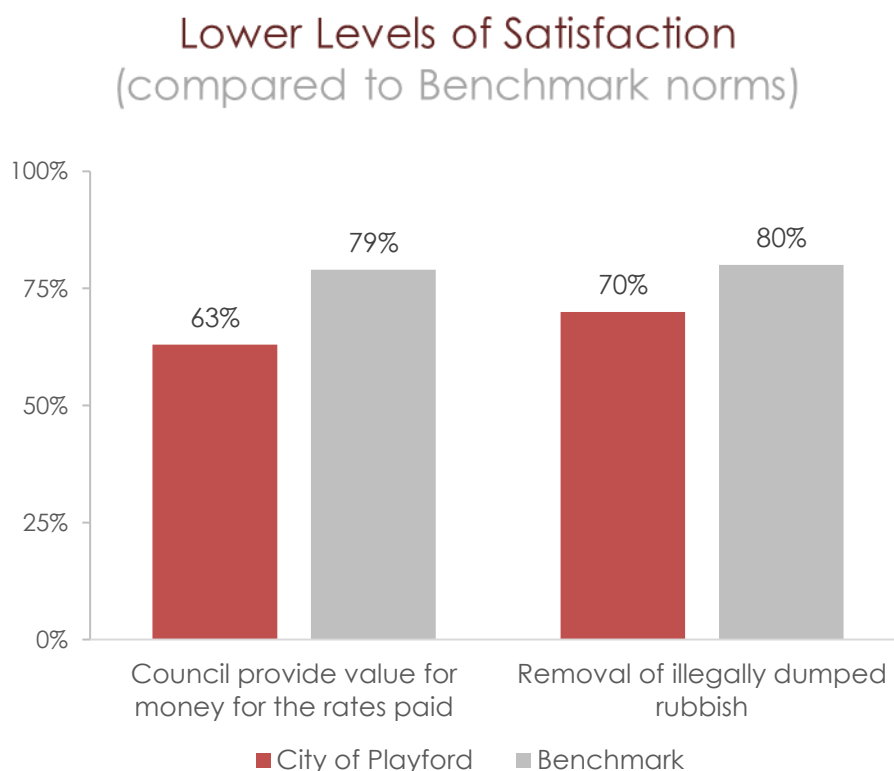
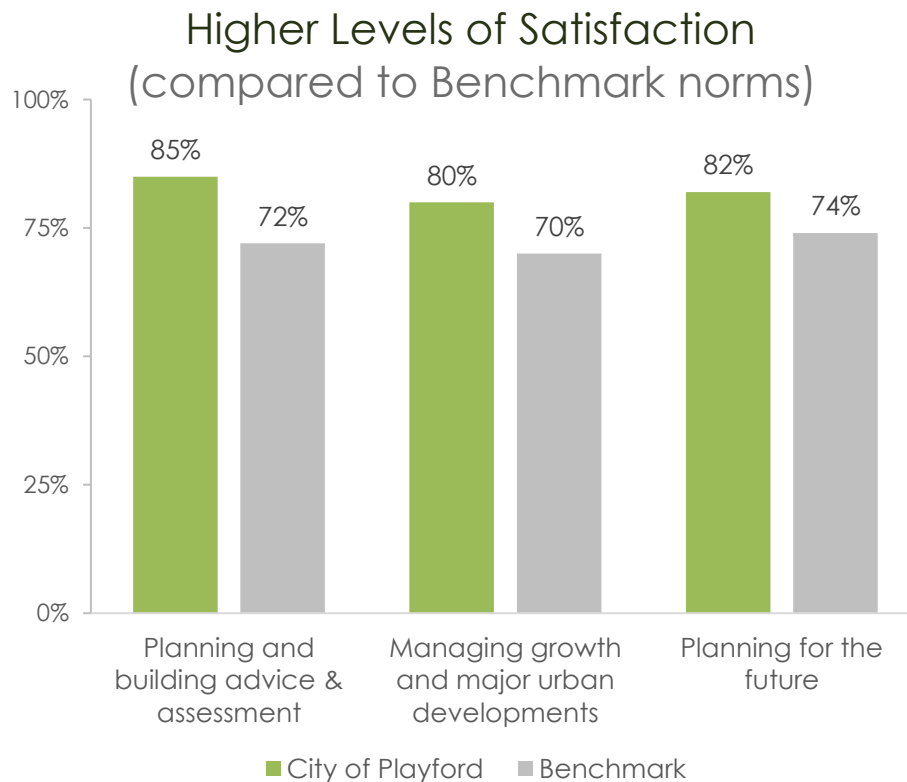
Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities



Comparison to the Micromex LGA Benchmark – Largest Satisfaction Gaps

The charts below display the largest variances between City of Playford top 3 box satisfaction scores and the Micromex LGA Benchmark (Metro). City of Playford LGA residents have higher satisfaction with planning and development measures, compared to benchmark norms, but lower levels for council providing value for money for rates paid and the removal of illegally dumped rubbish.



Satisfaction Compared to the Micromex LGA Benchmark

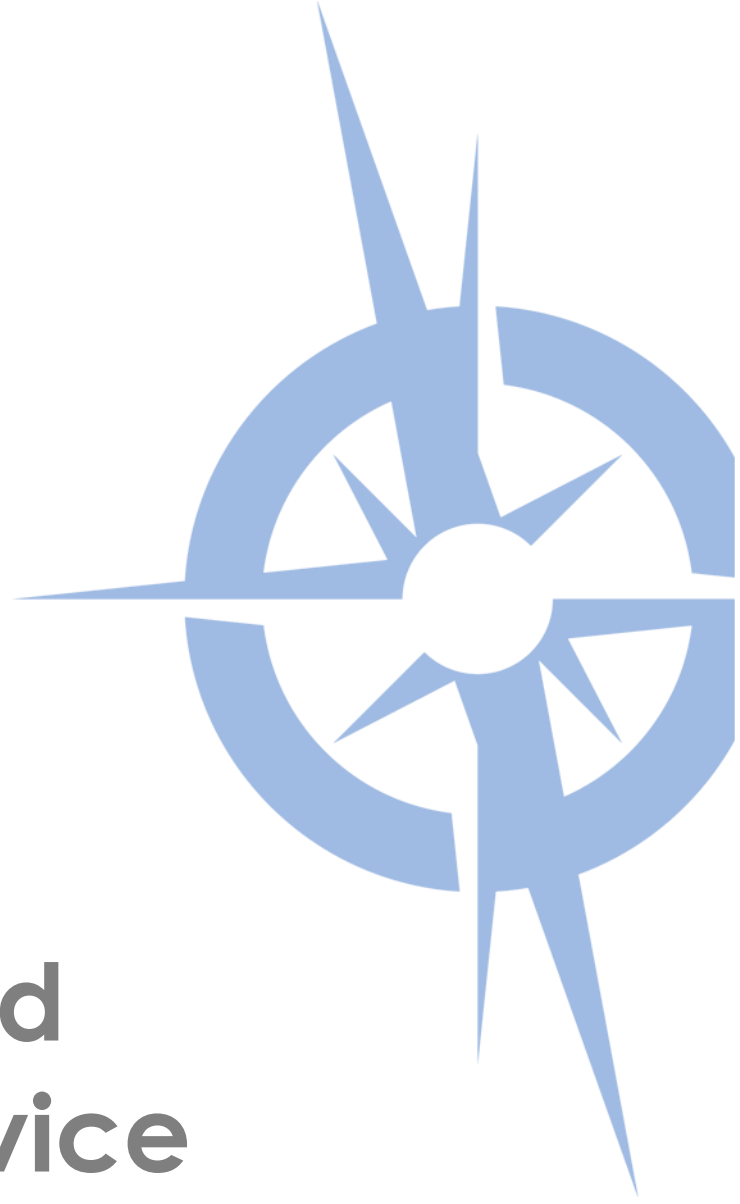
The table below shows the largest variances between City of Playford's Council's top 3 box satisfaction scores and the Micromex LGA Benchmark. We can see that for 2 of the 33 comparable services/facilities, residents' top 3 box scores are higher than, or equal to 10% above the Benchmark score. Interestingly, the 3 variables with the largest positive variance above the benchmark all related to planning/development. For those that are lower than Benchmark norms, 2 services, 'removal of illegally dumped rubbish', and 'council provide value for money for the rates paid', experienced a variance of $\geq 10\%$.

Service/Facility	City of Playford T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Planning and building advice & assessment	85%	72%	13%▲
Managing growth and major urban developments	80%	70%	10%▲
Planning for the future	82%	74%	8%
Condition of bicycle paths	79%	72%	7%
Removal of graffiti	86%	79%	7%
Presentation of ovals and sports grounds	98%	91%	7%
Support for volunteer programs	97%	90%	7%
Protecting & improving native vegetation and biodiversity	93%	87%	6%
Providing support & facilities for sporting clubs	96%	90%	6%
Removal of illegally dumped rubbish	70%	80%	-10%▼
Council provide value for money for the rates paid	63%	79%	-16%▼

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant

▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark Please see Appendix A for full list of services/facilities





City of Playford Customer Service

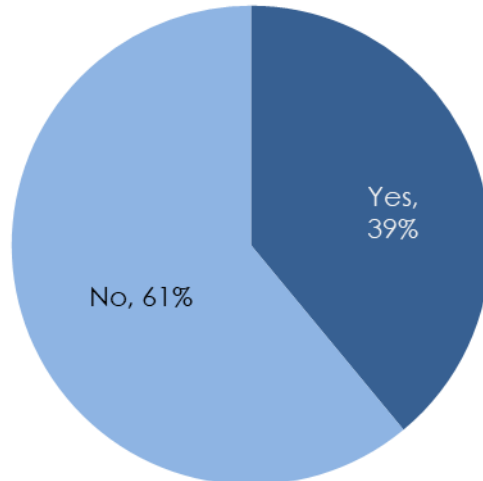


Contact with Council

Summary

39% of residents had made contact with Council in the last 12 months, on par with 2019. Females, ratepayers and residents of Ward 4 were more likely to have made contact.

Q1a. Have you contacted Council in the last 12 months?



Base: N = 606

	2020	2019	Male	Female	18-34	35-49	50-64	65+
Yes (%)	39%	40%	33%	44%▲	35%	36%	45%	40%
Base	606	600	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes (%)	43%▲	25%	37%	35%	42%	50%▲	32%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)

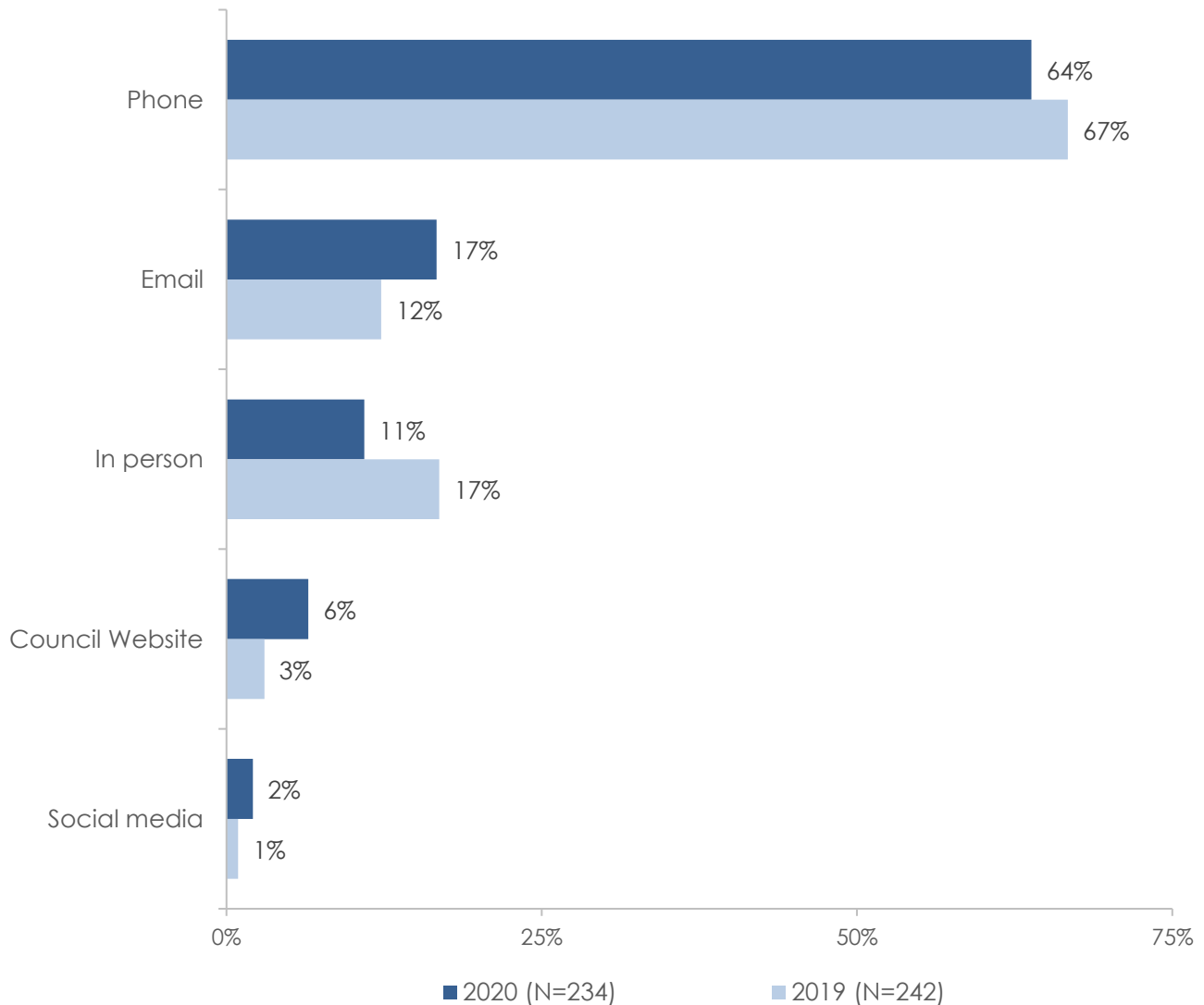


Method of Contact

Summary

Phone continues to be the dominant method that residents last made contact with Council by. There has been a slight increase in contact via online methods, with the proportion of residents last making contact by email, Council's website and social media increasing compared to 2019.

Q1b. When you last made contact with City of Playford staff was it by:



Note: 'In person' was two separate variables in 2019 as 'in person at the Customer Service Centre' and 'in person at a different Council location'.



Method of Contact

Summary

The likelihood that the last contact with Council was made in person was higher for females, and increased with age.

Contact via Council's website decreased with age, and non-ratepayers were more likely than ratepayers to use online methods (email, council website and social media).

Q1b. When you last made contact with City of Playford staff was it by:

	2020	2019	Male	Female	18-34	35-49	50-64	65+
Phone	64%	67%	61%	66%	72%	64%	56%	61%
Email	17%	12%	19%	15%	17%	18%	20%	8%▼
In person	11%	17%	16%▲	8%	0%▼	11%	15%	25%▲
Council Website	6%	3%	5%	8%	8%	7%	6%	4%
Social media	2%	1%	1%	3%	3%	0%	3%	2%
Base	234	258	97	137	76	55	63	40

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Phone	64%	63%	50%	68%	64%	73%	67%
Email	15%	23%	25%	17%	17%	7%	14%
In person	12%	5%	9%	11%	13%	8%	16%
Council Website	6%	7%	11%	4%	5%	9%	3%
Social media	2%	3%	5%	0%	2%	3%	0%
Base	194	40	55	51	47	49	32

Note: 'In person' was two separate variables in 2019 as 'in person at the Customer Service Centre' and 'in person at a different Council location'.

▲▼ = A significantly higher/lower percentage (by group)



Nature of Enquiry

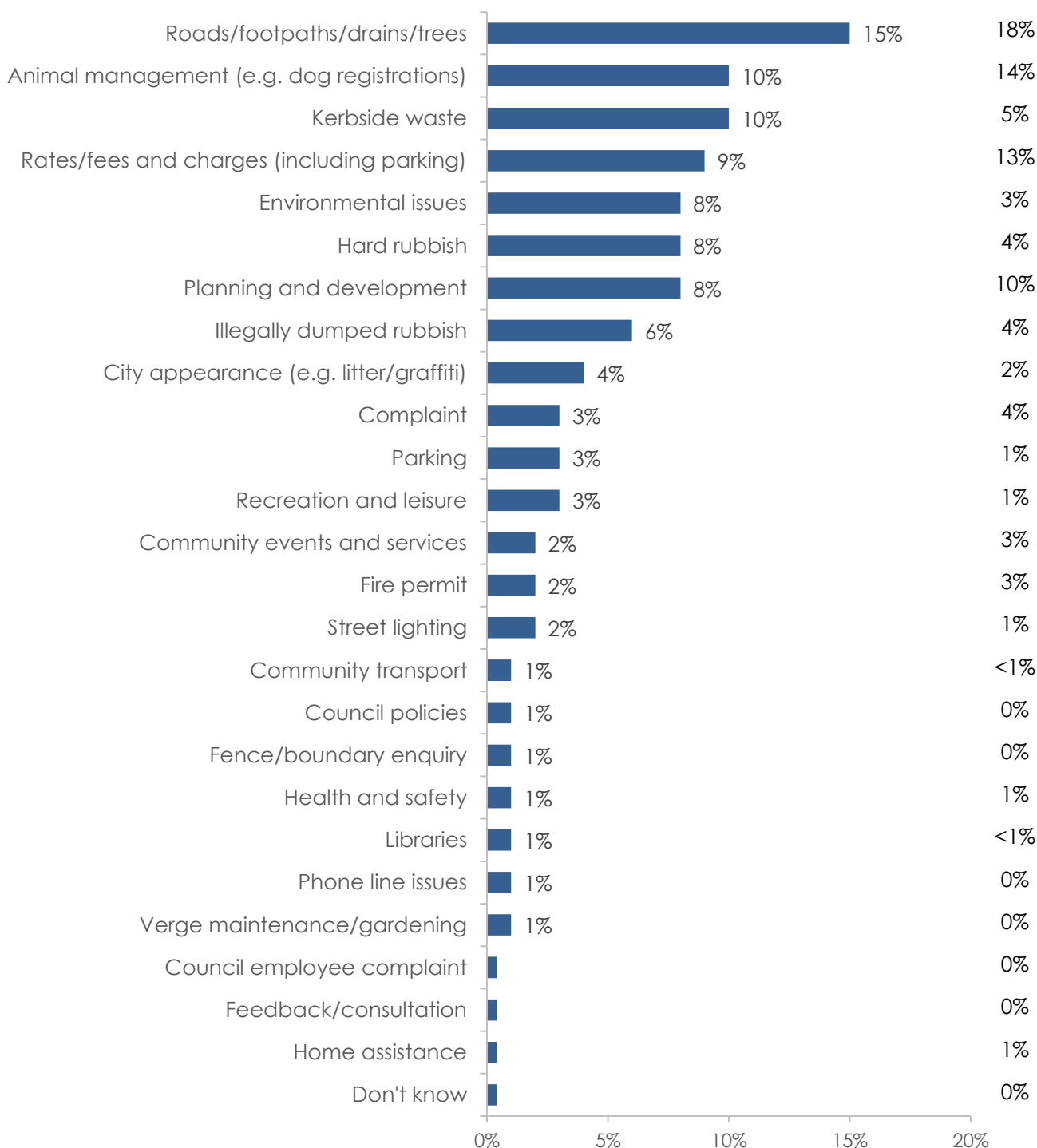
Summary

Residents contacted Council over the past 12 months for a large variety of reasons, with the most common enquiry relating to 'roads/footpaths/drains/trees'.

Compared to 2019, there were significant increases in enquiries relating to 'kerbside waste' and 'environmental issues'.

Q1c. How would you describe the nature of your enquiry?

2019 (N=242)



Base: 2020 N = 234

See Appendix A for results by demographics

▲▼ = A significantly higher/lower percentage (by year)

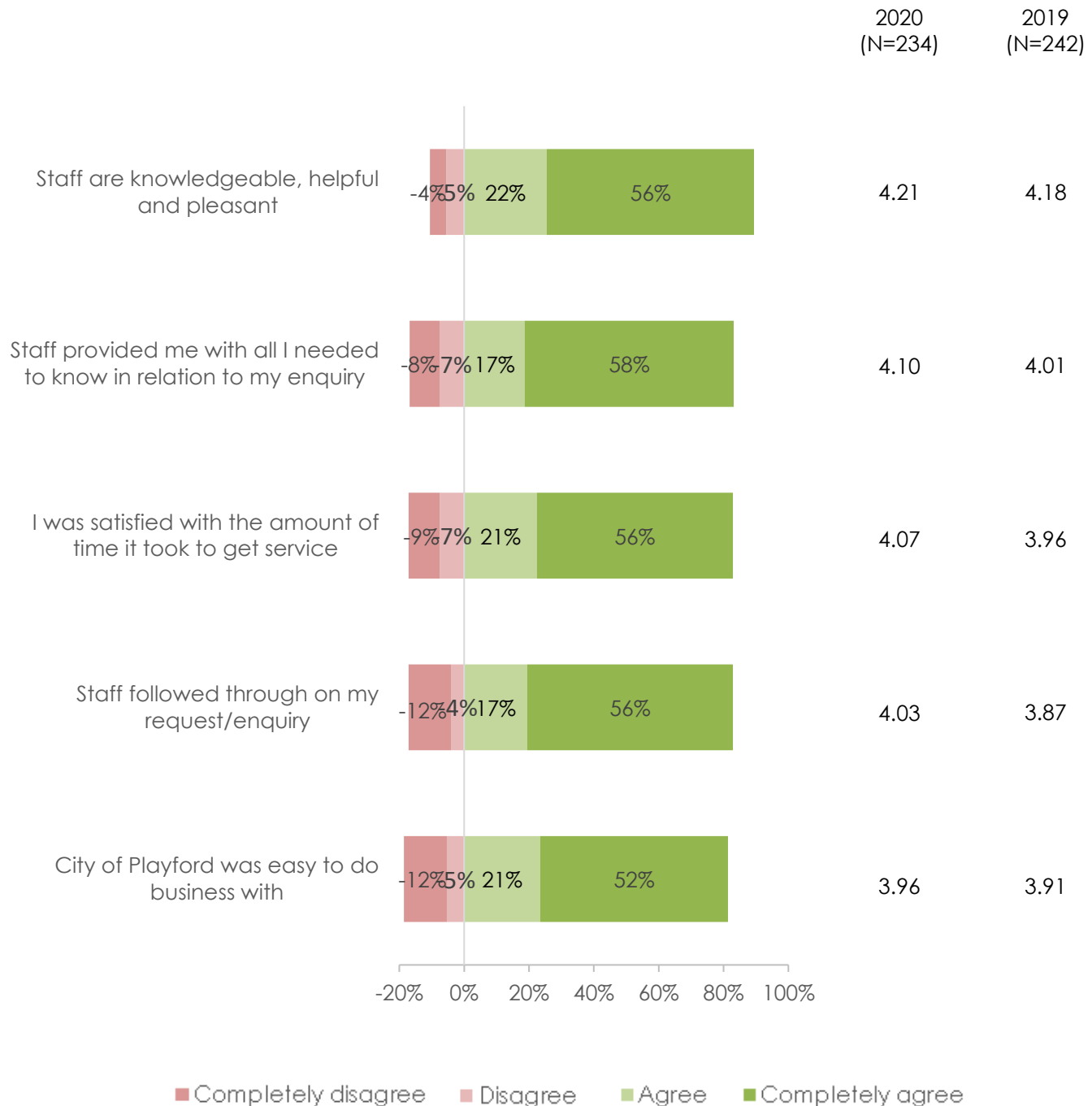


Customer Service – Agreement Statements

Summary

Agreement was high across all statements relating to Council's customer service ($\geq 73\%$ agree/strongly agree), and increased across all measures compared to 2019.

Q1d. Taking into account your enquiry, to what extent do you agree or disagree with the following statements?



Scale: 1=completely disagree, 5=completely agree



Customer Service – Agreement Statements

Summary

Females had higher levels of agreement with all customer service statements, whilst residents within Ward 1 had lower levels of agreement.

Q1d. Taking into account your enquiry, to what extent do you agree or disagree with the following statements?

	Male	Female	18-34	35-49	50-64	65+
Staff are knowledgeable, helpful and pleasant	4.06	4.31	3.97	4.23	4.39	4.34
Staff provided me with all I needed to know in relation to my enquiry	4.01	4.16	3.96	3.95	4.24	4.35
I was satisfied with the amount of time it took to get service	3.99	4.13	3.83	4.12	4.21	4.24
Staff followed through on my request/enquiry	3.93	4.09	3.81	3.86	4.41▲	4.07
City of Playford was easy to do business with	3.67	4.17▲	3.67	3.89	4.29▲	4.11
Base	97	137	76	55	63	40

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Staff are knowledgeable, helpful and pleasant	4.19	4.26	3.85▼	4.48	4.21	4.17	4.43
Staff provided me with all I needed to know in relation to my enquiry	4.12	3.99	3.89	4.25	4.13	3.99	4.34
I was satisfied with the amount of time it took to get service	4.10	3.93	3.82	4.27	3.90	4.22	4.21
Staff followed through on my request/enquiry	4.03	3.99	3.73	4.22	4.08	3.99	4.21
City of Playford was easy to do business with	3.91	4.20	3.44▼	4.18	4.00	4.07	4.28
Base	194	40	55	51	47	49	32

Scale: 1=completely disagree, 5=completely agree

▲▼ = A significantly higher/lower value (by group)



Customer Service – Reason for Disagreement

Q1d. Taking into account your enquiry, to what extent do you agree or disagree with the following statements?
Q1d. (If completely disagree/disagree), may I ask why?

City of Playford was easy to do business with	Count
Staff were difficult to work with	11
Staff did not seem to care/want to help/rude	10
Council have not yet responded to my enquiry	8
Staff were not knowledgeable/unable to answer questions	6
My issue has not yet been addressed/fixed	3
Slow response times	3
Council is expensive	2
Staff were unhelpful	1
Difficult to reach the correct staff member	1
Was provided with inconsistent information	1

Staff are knowledgeable, helpful and pleasant	Count
Staff were rude	8
Staff were not knowledgeable	6
Staff did not seem to care/want to help	3
Staff were unhelpful	3
Was provided with unclear information	3
Difficult to deal with	1
Council are yet to respond to my enquiry	1
Had to contact Council multiple times	1
Don't know/nothing	1

I was satisfied with the amount of time it took to get service	Count
Council is yet to respond to my enquiry	13
Took too long/lengthy process	11
Had to contact Council multiple times	6
Staff were unhelpful	4
Council didn't receive my email	3
Difficult to reach the correct staff member	3
My issue had not been addressed/fixed	3
Don't know/nothing	1



Customer Service – Reason for Disagreement

Q1d. Taking into account your enquiry, to what extent do you agree or disagree with the following statements?
Q1d. (If completely disagree/disagree), may I ask why?

Staff followed through on my request	Count
Council is yet to respond/follow up on my enquiry	10
My issue had not been addressed/fixed	8
Staff were unhelpful	7
Took too long to be actioned	5
Had to contact Council multiple times	3
Dissatisfied with Council's response/outcome	2
Staff did not seem to care/want to help	1
There was nothing they could do	1
Don't know/nothing	1

Staff are knowledgeable, helpful and pleasant	Count
Staff were not knowledgeable/helpful	15
There was no follow up from Council	6
The issue has not been rectified	4
Staff did not appear to care about the issue	3
Staff were unhelpful/did not have the information required	3
Council have not yet responded to my enquiry	2
Had to go through Parliament	2
Council don't let the community know what is happening	1
Had to contact Council multiple times	1
I had to attend a Council meeting	1

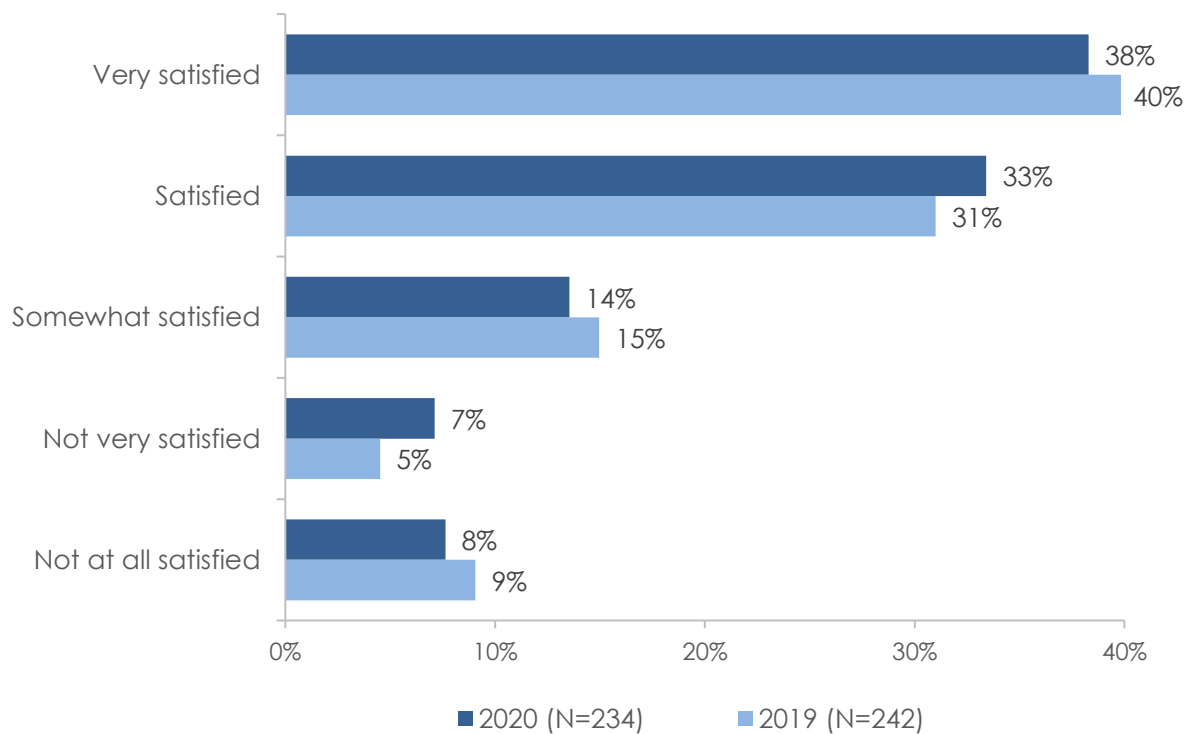


Overall Satisfaction with Customer Service

Summary

85% of residents that had made contact with Council in the last 12 months were at least 'somewhat satisfied' with Council's level of customer service, on par with 2019. Residents on Ward 1 were less satisfied with their customer service experience.

Q1e. How would you rate your overall satisfaction with Council's level of customer service?



	2020	2019	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.88	3.89	3.66	4.03	3.78	3.78	4.03	3.95
Base	234	242	97	137	76	55	63	40

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.89	3.82	3.41 ▼	3.95	4.13	3.92	4.13
Base	194	40	55	51	47	49	32

Scale: 1=not at all satisfied , 5=very satisfied

▲▼ = A significantly higher/lower value (by group)



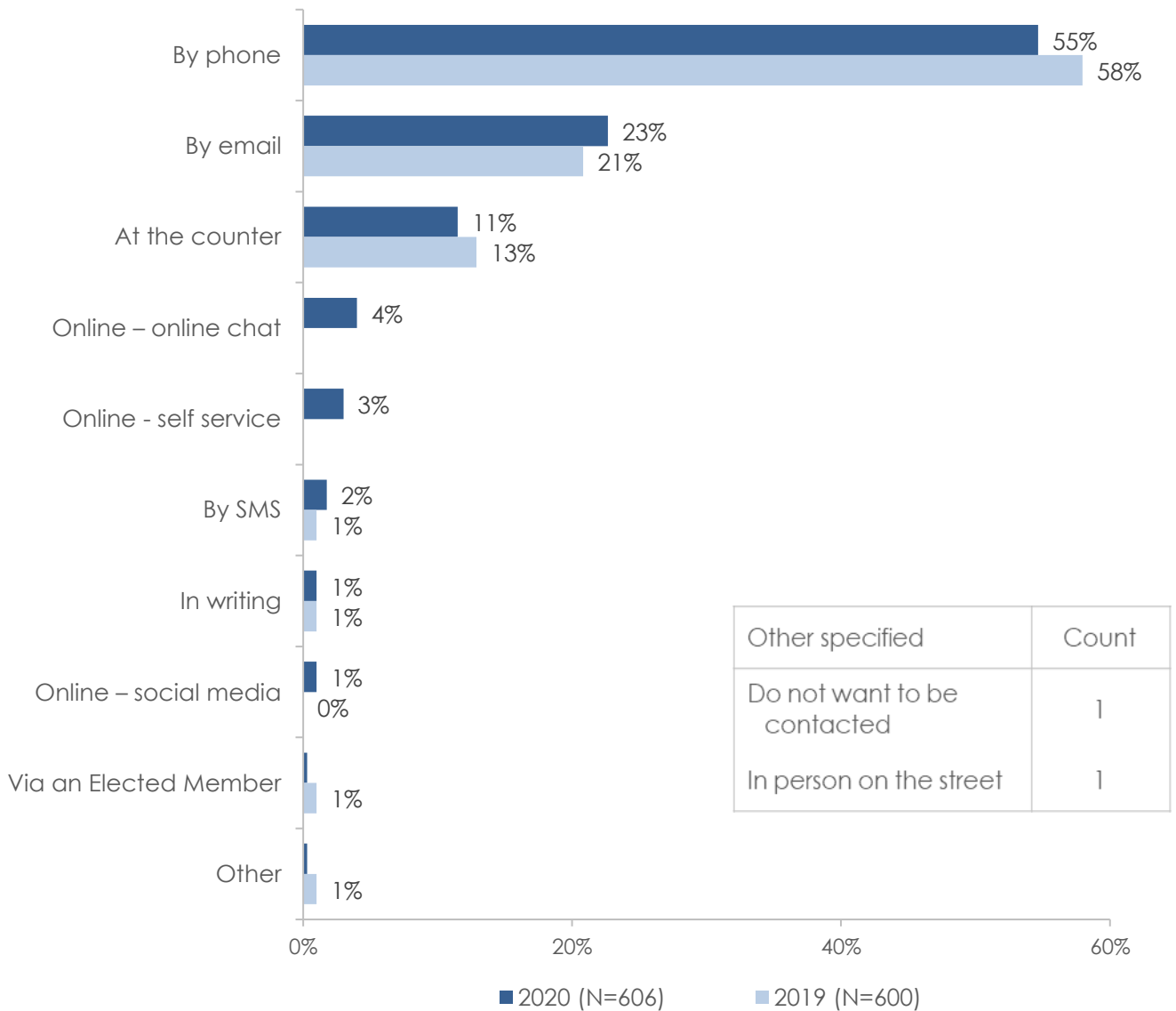
Preferred Method of Contacting Council

Summary

As with 2019, phone is the preferred method of contacting Council by residents (55%).

However, whilst phone has been following a downward trend in the proportion of residents selecting it as their preferred method (2020: 55%, 2019: 58%, 2018: 63%, 2017: 69%) email has been following an upward trend across years (2020: 23%, 2019: 21%, 2018: 13%, 2017: 8%).

Q1f. Which of the following would be your preferred method of contacting Council?



*'Online – online chat' and 'Online – self service' were one combined option in 2019 (5%)

Preferred Method of Contacting Council

Summary

Phone, at the counter and in writing as the preferred methods of contacting Council all increase with age, whilst online methods (email, online chat, online self service and social media) all decrease with age.

Q1f. Which of the following would be your preferred method of contacting Council?

	Male	Female	18-34	35-49	50-64	65+
By phone	55%	54%	51%	49%	58%	67%▲
By email	23%	22%	32%▲	24%	17%	7%▼
At the counter	14%	9%	3%▼	13%	17%▲	20%▲
Online – online chat	3%	4%	5%	5%	3%	1%▼
Online - self service	1%	5%▲	5%	4%	1%	1%
By SMS	1%	3%	3%	3%	0%	0%
Online – social media	0%	2%	2%▲	1%	0%	0%
In writing	1%	0%	0%	0%	2%▲	2%
Via an Elected Member	1%	0%	0%	0%	1%▲	0%
Other	1%	0%	0%	1%	0%	0%
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By phone	54%	56%	40%▼	60%	55%	63%	59%
By email	23%	23%	36%▲	18%	24%	10%▼	20%
At the counter	12%	9%	8%	11%	8%	17%	16%
Online – online chat	4%	2%	7%	4%	3%	3%	2%
Online - self service	4%	3%	5%	3%	5%	2%	0%
By SMS	1%	3%	2%	2%	2%	2%	0%
Online – social media	0%	3%▲	0%	1%	2%	0%	1%
In writing	1%	1%	1%	0%	0%	2%	1%
Via an Elected Member	0%	0%	0%	0%	0%	0%	2%▲
Other	0%	0%	0%	1%	0%	0%	0%
Base	449	156	148	148	110	98	101



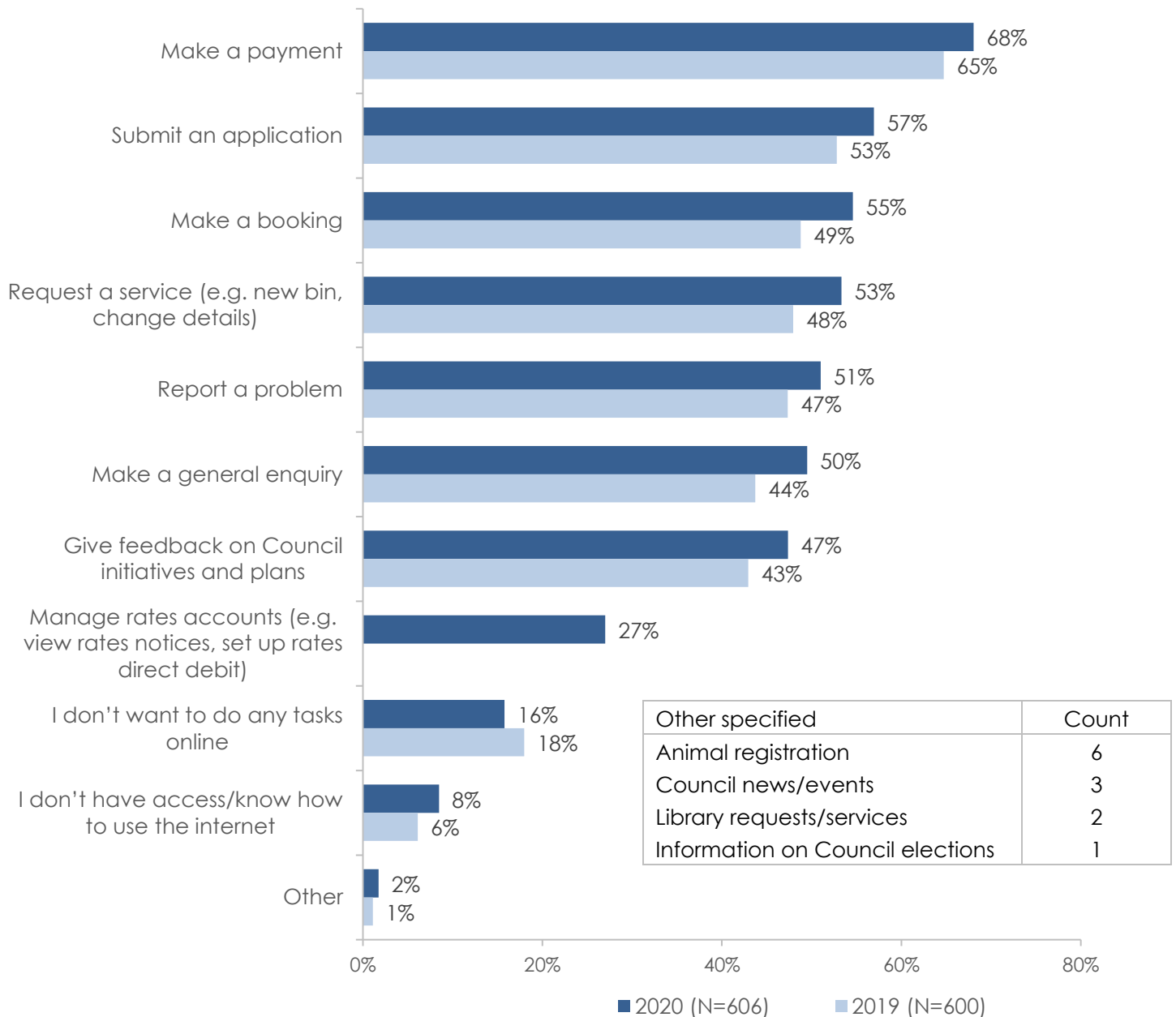
Online Tasks

Summary

Residents conduct a large variety of tasks online. The most common online activity is to make a payment (68%) and all tasks increased in participation compared to 2019.

18-34 year old's and residents of Ward 1 are more likely to conducted each of the tasks online, whilst those aged 50+ and residents of Ward 4 are less likely.

Q1g. What tasks do you do online?



Note: 'Manage rates accounts' is a new option in 2020

See Appendix A for results by demographics



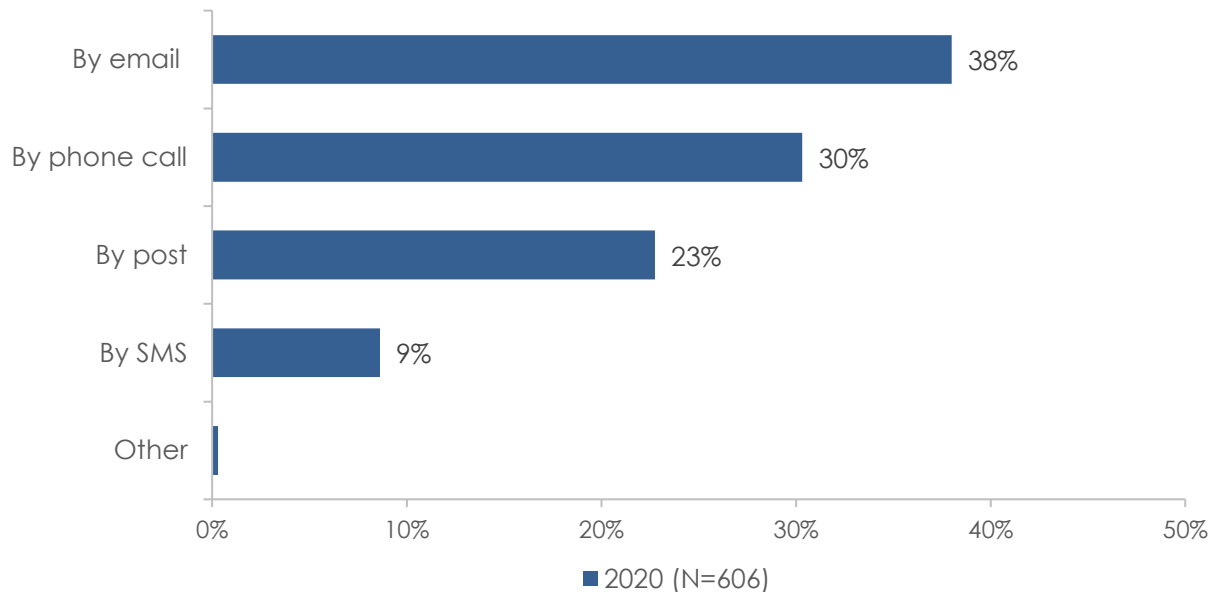
Preferred Method of Contact by Council

Summary

Overall, email is the preferred method residents would like to be contacted by Council (38%), closely followed by phone (30%).

Residents aged 65+, however, are significantly more likely to prefer to be contacted by Council by a phone call.

Q1h. Which would be your preferred method you would like to be contacted by council?



	Male	Female	18-34	35-49	50-64	65+
By email	35%	41%	44%	40%	37%	23%▼
By phone call	32%	29%	29%	25%	26%	46%▲
By post	27%	19%	14%▼	25%	30%	28%
By SMS	6%	11%	12%	9%	7%	3%▼
Base	296	310	214	151	140	101

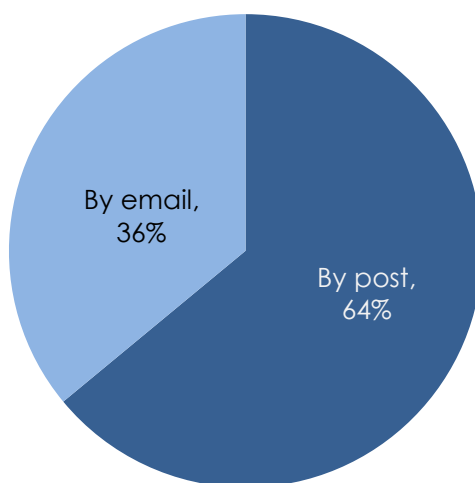
	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By email	39%	36%	39%	43%	51%▲	21%▼	31%
By phone call	31%	28%	23%	34%	21%▼	42%▲	35%
By post	23%	20%	32%▲	17%	17%	24%	22%
By SMS	6%	15%▲	5%	5%	11%	13%	12%
Base	449	156	148	148	110	98	101



Delivery of Invoices and Rates Notices

Summary

64% of residents prefer to receive invoices and rates notices from Council by post. However, there is a clear influence of age, with residents aged 50+ preferring the delivery method to be via post, whilst 18-49 year olds showed almost a 50/50 divide in their preference for delivery via post or email.



Base: N = 606

	2020	2019	Male	Female	18-34	35-49	50-64	65+
By post	64%	68%	68%	61%	51%	56%	76%▲	86%▲
By email	36%	32%	32%	39%	49%▲	44%▲	24%	14%
Base	606	557	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By post	65%	60%	62%	62%	58%	73%	68%
By email	35%	40%	38%	38%	42%	27%	32%
Base	449	156	148	148	110	98	101

Note: Preferred method of delivery in 2019 had additional options, to allow a comparison to 2020 only the respondents that selected post/email in 2019 are shown – results should therefore be viewed from a point of interest perspective only.

▲▼ = A significantly higher/lower percentage (by group)

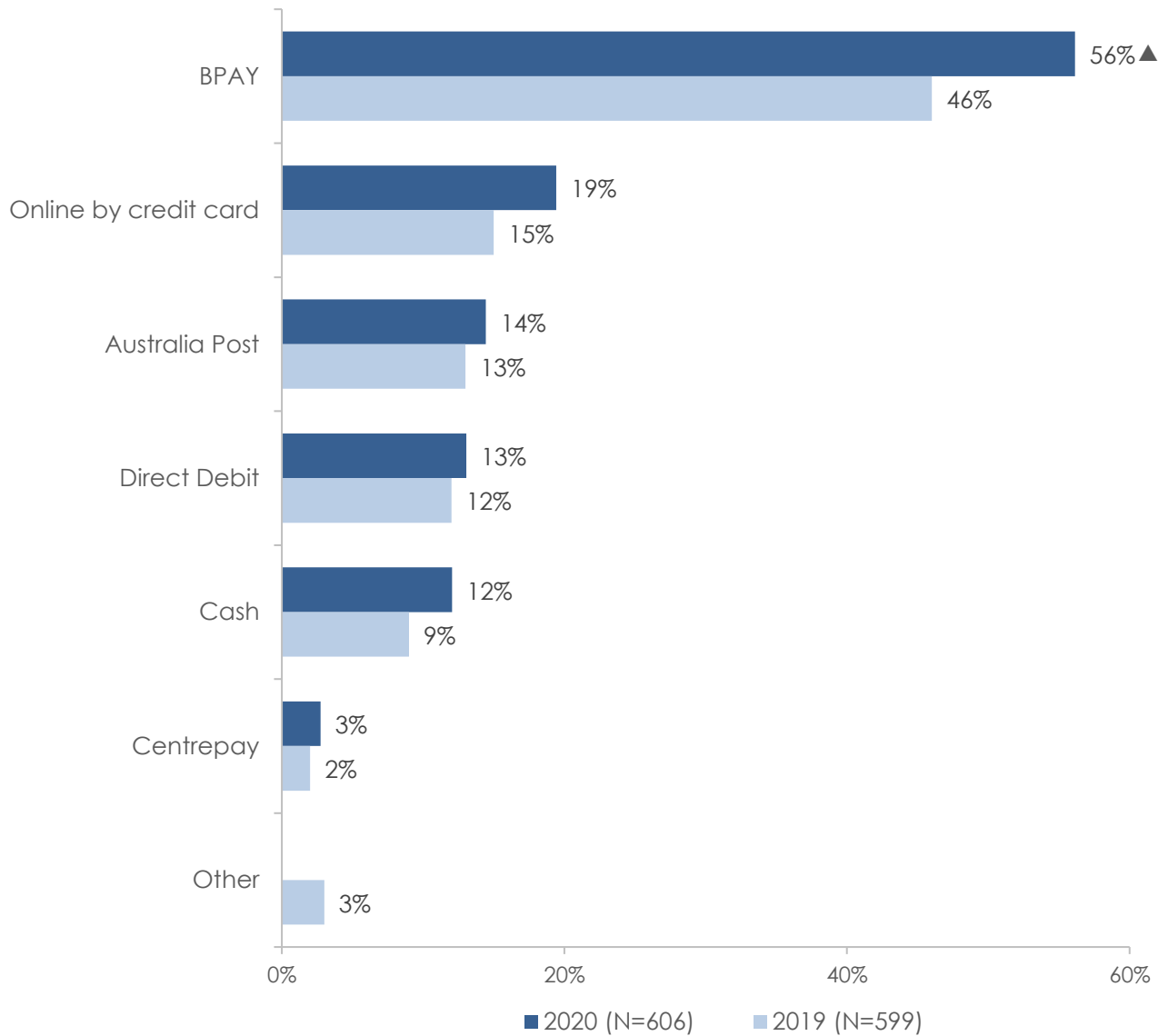


Delivery of Invoices and Rates Notices

Summary

BPAY is the preferred payment option for 56% of residents, significantly increasing from 2019. Overall, 75% of residents select an online payment option as their preferred method (BPAY/online by credit card).

Q1j. What are your preferred payment options?



Note: 'Other' was only an option in 2019.

▲▼ = A significantly higher/lower percentage (by year)



Delivery of Invoices and Rates Notices

Summary

18-49 year old's, ratepayers and residents of Ward 1 are more likely to prefer BPAY as their payment method.

Q1j. What are your preferred payment options?

	Male	Female	18-34	35-49	50-64	65+
BPAY	56%	56%	66%▲	65%▲	48%	34%▼
Online by credit card	15%	23%	21%	19%	20%	16%
Australia Post	17%	12%	6%▼	15%	20%	24%▲
Direct Debit	11%	15%	17%	11%	8%	14%
Cash	13%	11%	5%▼	9%	15%	28%▲
Centrepay	1%	5%▲	5%▲	2%	1%	1%▼
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
BPAY	60%▲	45%	70%▲	59%	66%	45%▼	32%▼
Online by credit card	18%	23%	23%	23%	23%	12%	13%
Australia Post	15%	13%	11%	15%	7%▼	19%	22%▲
Direct Debit	12%	14%	8%	16%	12%	12%	19%
Cash	12%	12%	11%	8%	8%	18%▲	19%▲
Centrepay	2%	6%▲	2%	1%	0%	6%	5%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)





City of Playford Communication



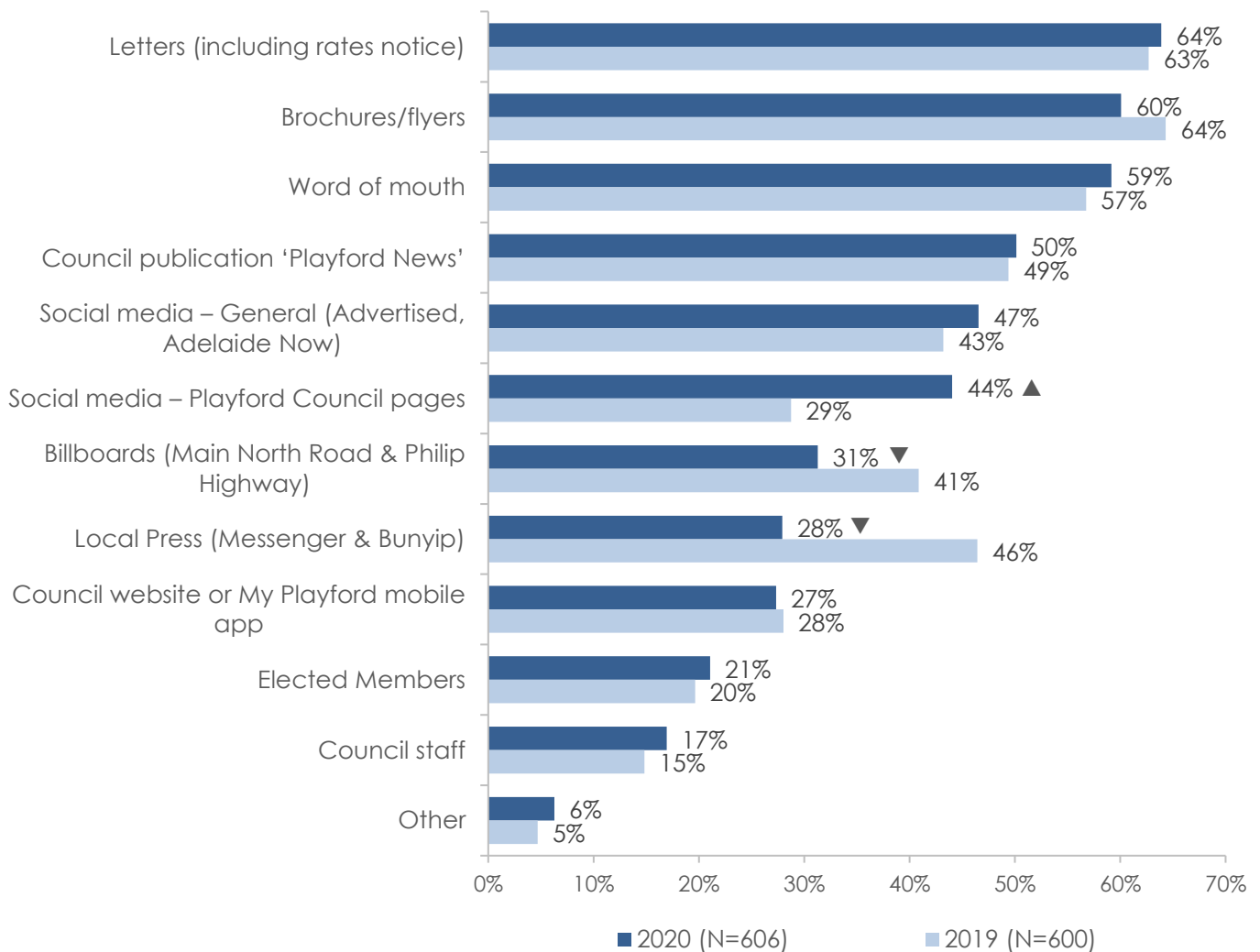
Awareness of Programs, Events and Initiatives

Summary

Written communication in the form of letters (64%) and brochures/flyers (60%) are the most common ways residents hear about Council's work, programs, events and initiatives, followed by simple word of mouth (59%).

There has been a large increase in 2020 in the proportion of residents stating that they receive information via social media – Playford Council pages (44% up from 29% in 2019).

Q2a. How do you hear about City of Playford's work, programs, events and initiatives?



▲▼ = A significantly higher/lower percentage (by year)
See Appendix A for results by demographics and 'other specified'

Note: 'Council website or My Playford mobile app' was just 'Council website' in 2019.

Satisfaction with Level of Communication

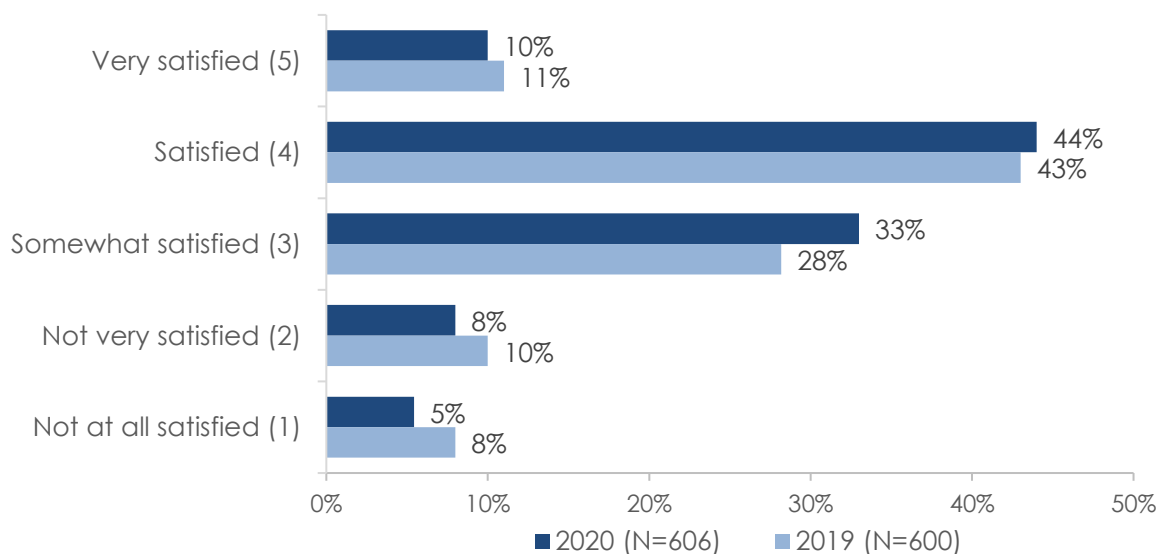
Summary

87% of residents are at least 'somewhat satisfied' with the level of communication City of Playford currently has with the community, with those aged 65+ having higher levels of satisfaction. Satisfaction has marginally increased in 2020, driven by a decrease in the proportion of residents selecting the bottom two boxes of 'not very satisfied/not at all satisfied'. Satisfaction is on par with the Metro LGA Benchmark for level of communication.

Q2b. How satisfied are you with the level of communication City of Playford currently has with the community?

	2020	2019	2018	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.46	3.40	3.55	3.42	3.50	3.50	3.35	3.40	3.61▲
Base	606	600	601	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.44	3.52	3.36	3.52	3.49	3.41	3.52
Base	449	156	148	148	110	98	101



	City of Playford	Metro Benchmark
Mean rating	3.46	3.47
T3 Box	87%	85%

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = A significantly higher/lower level of satisfaction (by group)



Reason for Low Satisfaction with Communication

Summary

A lack of communication and insufficient information about what is happening in the local area, are top reasons for residents stating that they are not very/not at all satisfied with the level of communication City of Playford has with the community (7% of all residents, which is 49% of residents that stated they are not very/not at all satisfied with the level of communication).

Q2b. How satisfied are you with the level of communication City of Playford currently has with the community?

Q2c. (If not at all satisfied/not very satisfied in Q2b), Why do you say that?

Not very satisfied/not at all satisfied (13%)	N = 606
Poor or little communication/do not hear from Council at all	7%
Not informed of things happening in the area e.g., events/developments	3%
Council do not consult/listen to residents concerns	2%
Communication is not equal across the different parts of the LGA	1%
Council is in unnecessary debt	1%
Don't trust what I hear/Council make excuses	1%
Information is difficult to access/not accessible to everyone	1%
Council do not follow up/respond/give feedback	<1%
Council do not seem to know what they are doing	<1%
Council only communicate the positive news	<1%
I don't feel safe in the area	<1%
Lack of Council presence in the community	<1%
Need to tidy up around the area	<1%
Negative personal experiences	<1%
Rarely receive newsletters/don't receive the local paper at all	<1%
Rates have increased/do not get enough services for rates paid	<1%
Requests are not followed through/things are not getting done	<1%
Don't know/nothing	<1%

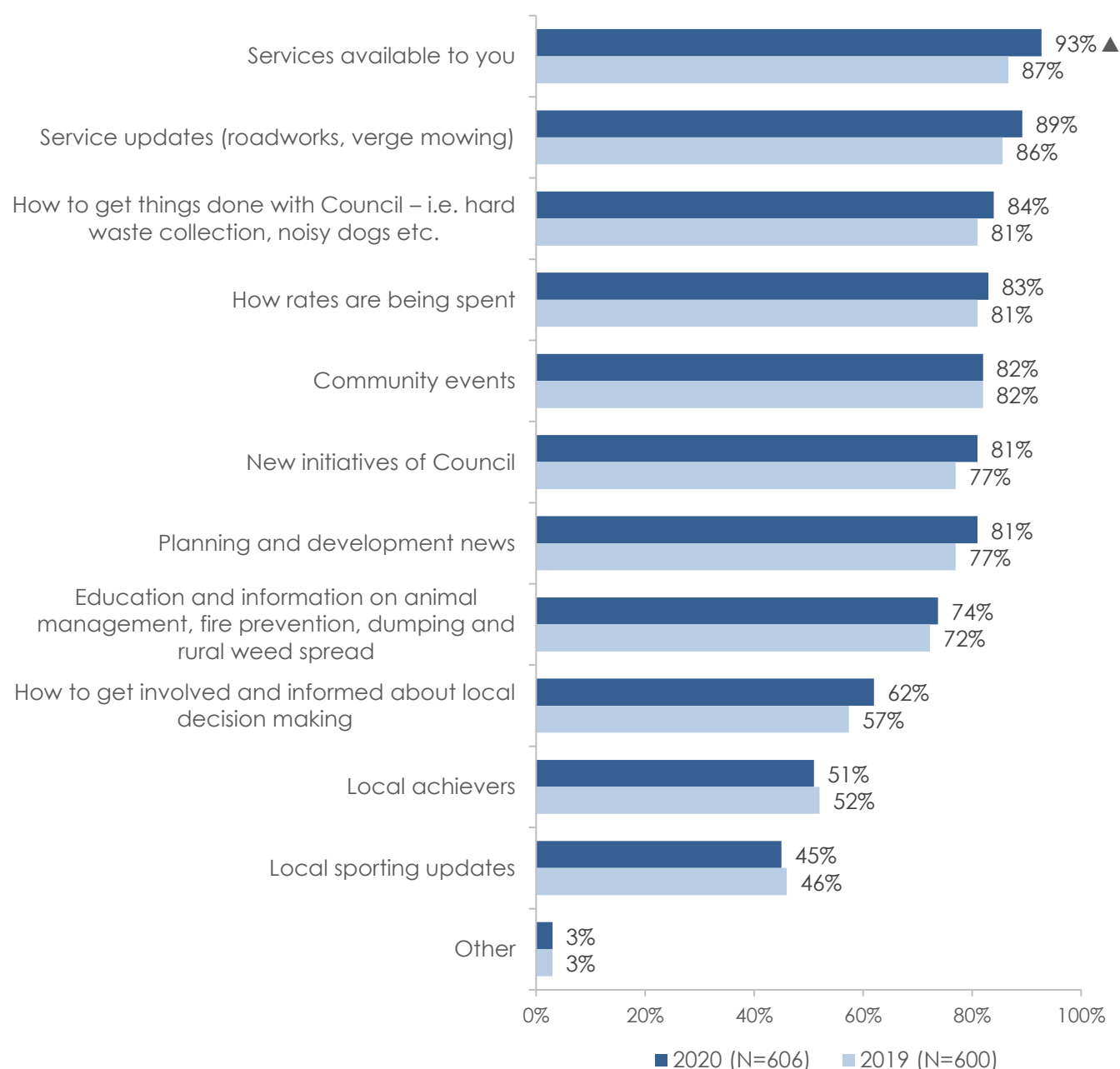


Types of Information Residents would Like to Receive

Summary

Interest in receiving information from Council across a large range of topics was high among residents, particularly in regards to services available (93%), service updates (89%) and how to get things done with Council (84%).

Q2d. What type of information would you like to receive from City of Playford?



See Appendix A for results by demographics and 'other specified' ▲▼ = A significantly higher/lower percentage (by year)





City of Playford Facilities

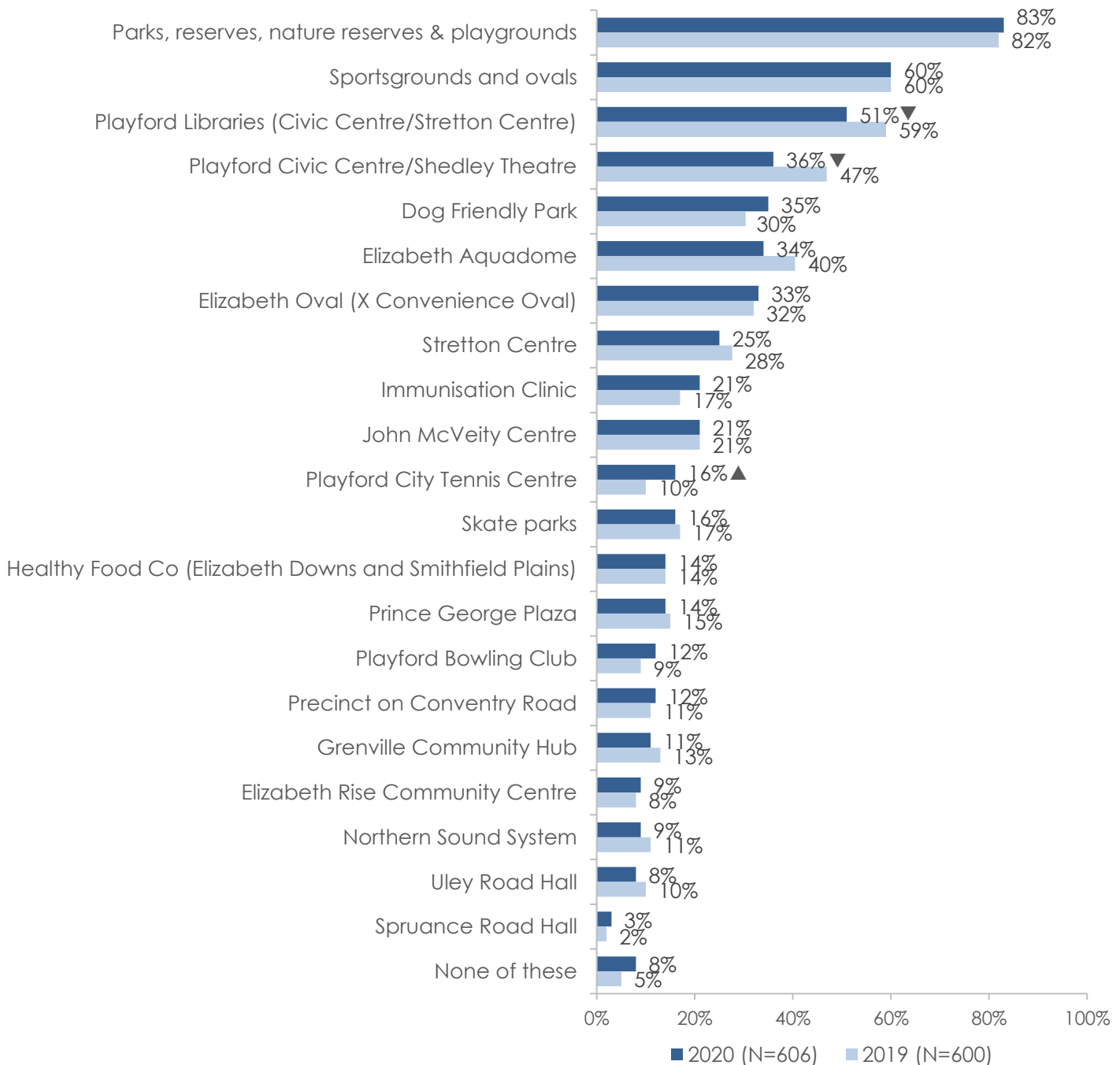


City of Playford Facilities Visited

Summary

Outdoor nature and sporting spaces continue to be the facilities the largest proportion of residents have visited in the last 12 months. The decline in visitation to Playford Libraries and Playford Civic Centre/Shedley Theatre in 2020, may be a reflection of the temporarily closure of some facilities due to COVID-19.

Q5. In the last 12 months, which of the following City of Playford facilities have you visited?



See Appendix A for results by demographics

▲▼ = A significantly higher/lower percentage (by year)

Satisfaction with the Presentation of City of Playford

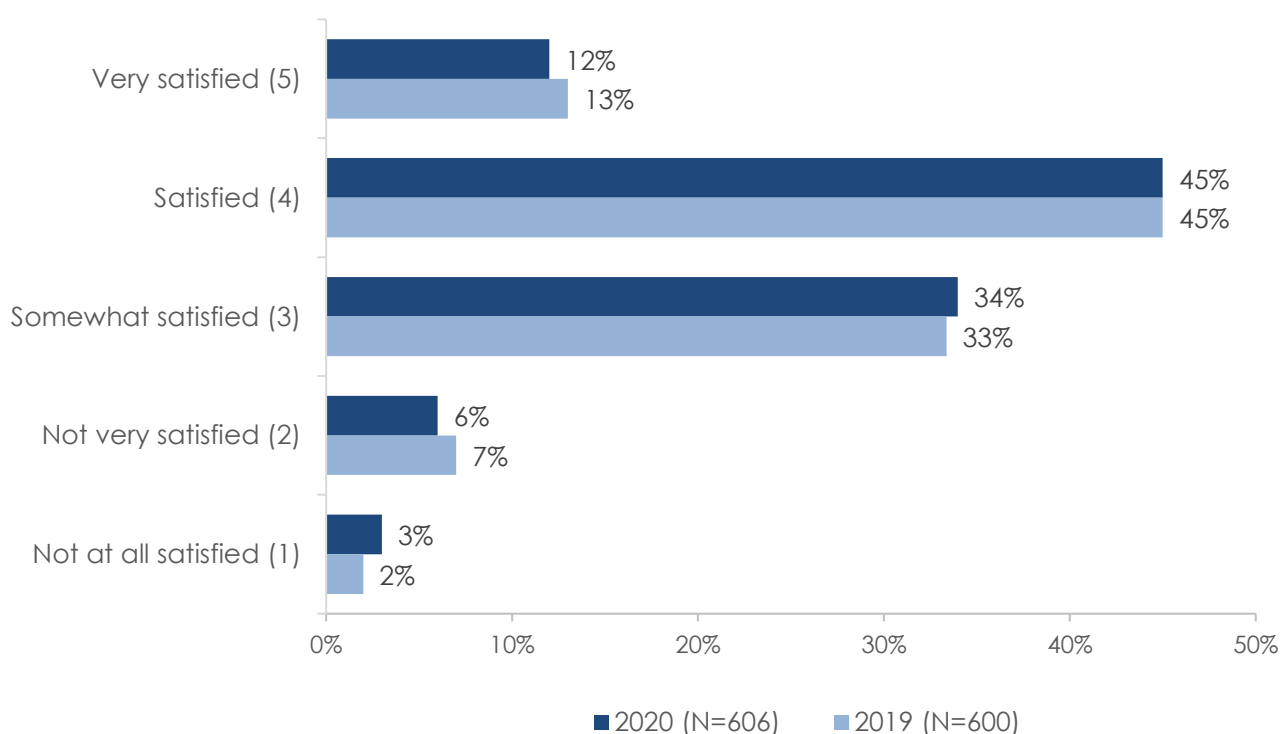
Summary

91% of residents are at least 'somewhat satisfied' with the presentation of the City of Playford. Those aged 65+, non-ratepayers and residents of Ward 5 have higher levels of satisfaction, whilst residents of Ward 1 have lower levels.

Q4. Overall, how would you rate your satisfaction with the presentation of the City of Playford?

	2020	2019	2018	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.58	3.61	3.67	3.61	3.55	3.54	3.49	3.57	3.79▲
Base	606	600	601	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.52	3.73▲	3.36▼	3.70	3.59	3.50	3.77▲
Base	449	156	148	148	110	98	101



Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = A significantly higher/lower level of satisfaction (by group)



City of Playford Strategic Priorities

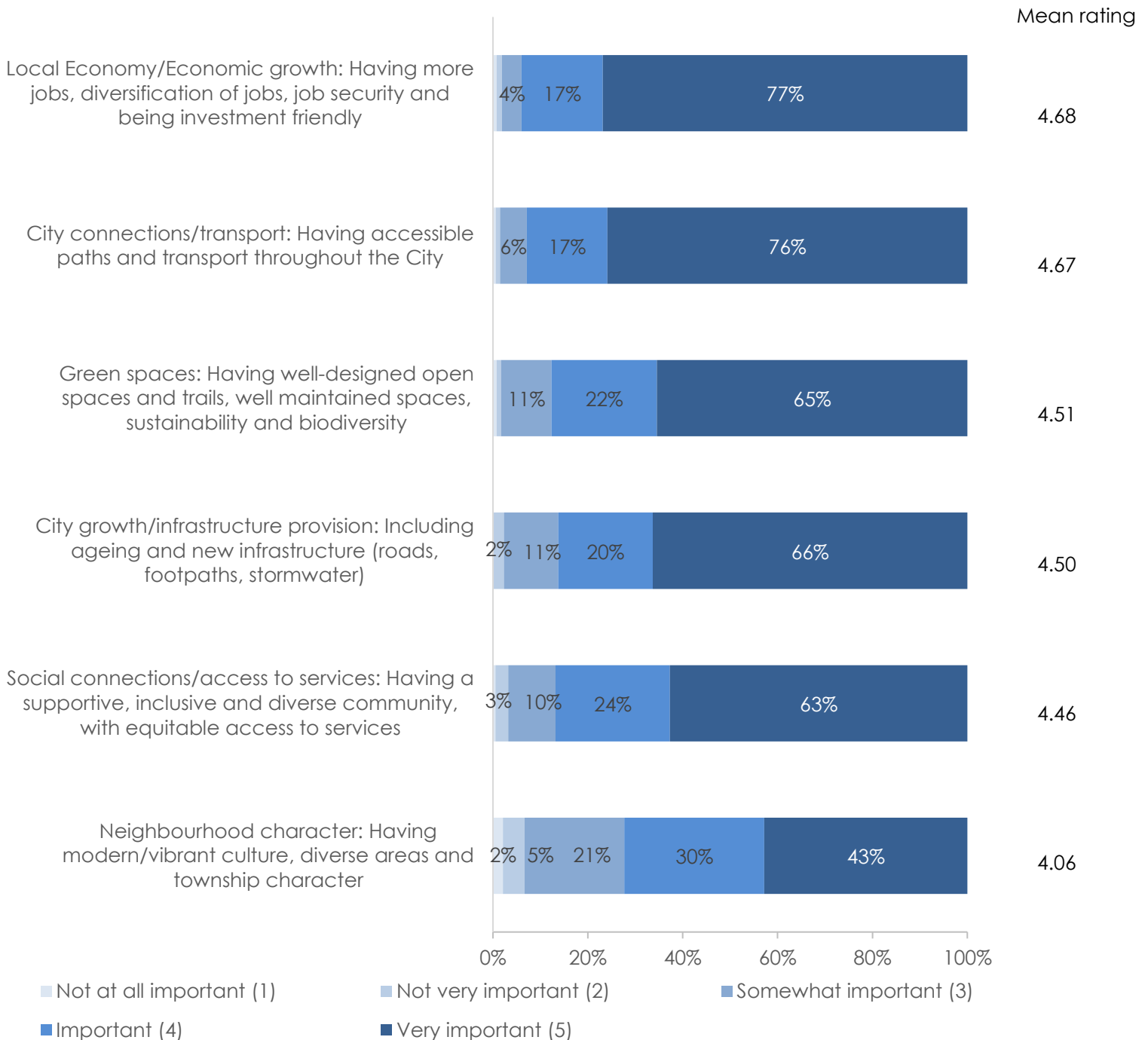


Importance on Strategic Plan Key Areas

Summary

Residents consider all Strategic Plan key areas to be very high in importance, though across all statements 'local economy/economic growth' and 'city connections/transport' were rated the highest in importance.

Q6a. Council is preparing a new Strategic Plan for the next four years and want to gather input from across their community. As a part of this we want to investigate a number of key areas. How important do you think it is we focus on:



Base: N=606

Scale: 1 = not at all important, 5 = very important

Note: Values <2% are not shown on the above chart



Importance on Strategic Plan Key Areas

Summary

Females considered all key areas to be higher in importance. Residents of Ward 2 viewed green spaces as higher in importance, whilst non-ratepayers attributed higher importance to city connections/transport.

Q6a. Council is preparing a new Strategic Plan for the next four years and want to gather input from across their community. As a part of this we want to investigate a number of key areas. How important do you think it is we focus on:

	Male	Female	18-34	35-49	50-64	65+
Local Economy/Economic growth	4.57	4.78▲	4.71	4.67	4.71	4.59
City connections/transport	4.60	4.73▲	4.75	4.55▼	4.71	4.60
Green spaces	4.42	4.59▲	4.51	4.49	4.55	4.48
City growth/infrastructure provision	4.49	4.51	4.42	4.56	4.56	4.50
Social connections/access to services	4.28	4.63▲	4.39	4.52	4.48	4.50
Neighbourhood character	3.98	4.14	4.06	4.02	4.06	4.14
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Local Economy/Economic growth	4.68	4.70	4.64	4.74	4.56	4.68	4.79
City connections/transport	4.63	4.79▲	4.58	4.65	4.63	4.78	4.75
Green spaces	4.53	4.45	4.37	4.66▲	4.50	4.51	4.48
City growth/infrastructure provision	4.50	4.50	4.46	4.52	4.32▼	4.59	4.64
Social connections/access to services	4.46	4.47	4.28▼	4.49	4.47	4.54	4.56
Neighbourhood character	4.09	4.00	3.97	4.22	3.93	4.13	4.05
Base	449	156	148	148	110	98	101

Scale: 1 = not at all important, 5 = very important

▲▼ = A significantly higher/lower level of importance (by group)

Trust in Council

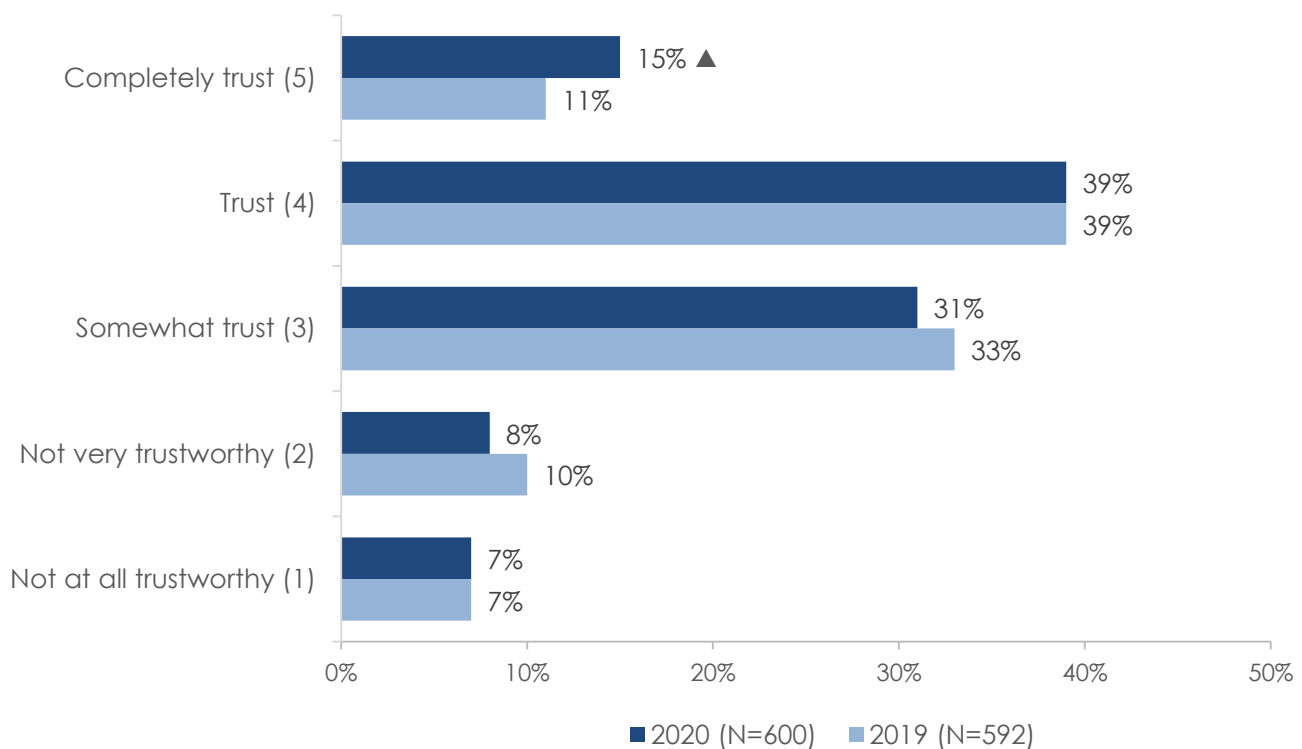
Summary

85% of residents at least 'somewhat trust' Council is doing its best for the City of Playford, an increase from 2019 and with significantly more residents selecting the top box of 'completely trust'. Residents of Ward 5 have higher levels of trust, whilst residents of Ward 1 have lower levels.

Q7a. To what degree do you trust Council is doing its best for the City of Playford?

	2020	2019	2018	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.47	3.37	3.55	3.45	3.49	3.55	3.40	3.37	3.56
Base	600	592	600	294	306	212	151	137	100

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.43	3.59	3.24▼	3.57	3.36	3.44	3.81▲
Base	443	156	148	148	106	97	101



Scale: 1 = not at all trustworthy, 5 = completely trust

▲▼ = A significantly higher/lower value (by group)

Trust in Council – Reason for Low Levels of Trust

Summary

Perceptions of poor financial management and disorganisation by Council were the leading reasons for residents having lower levels of trust.

Q7a. To what degree do you trust Council is doing its best for the City of Playford?

Q7b. (If not at all trustworthy – somewhat trustworthy) May I ask why?

Somewhat trustworthy (31%)	N = 606
Poor allocation of funds/rates are too high	8%
Council are not performing well/disorganised	6%
General lack of trust	6%
Lack of communication/consultation/provision of information	5%
Council are not transparent in their dealings	3%
Council is trying/performing well	2%
Too focused on their own interests/agenda	2%
Lack of maintenance/effort/poor prioritisation	1%
Too much development/unnecessary development	1%
Additional safety measures	<1%
Always room for improvement	<1%
Council is not approachable	<1%
Need to support the community more	<1%
Don't know/nothing	2%

Not very trustworthy/not at all trustworthy (15%)	N = 606
Council are not performing well/disorganised	5%
Poor allocation of funds/rates are too high	5%
Lack of communication/consultation/provision of information	4%
General lack of trust	3%
Council are not transparent in their dealings/don't know what Council does	1%
Council is corrupt/should be audited	1%
Too focused on their own interests/agenda	1%
Lack of Council presence	<1%
Too much development/unnecessary development	<1%
Don't know/nothing	<1%





Living in Playford



Pride with Living in the City of Playford

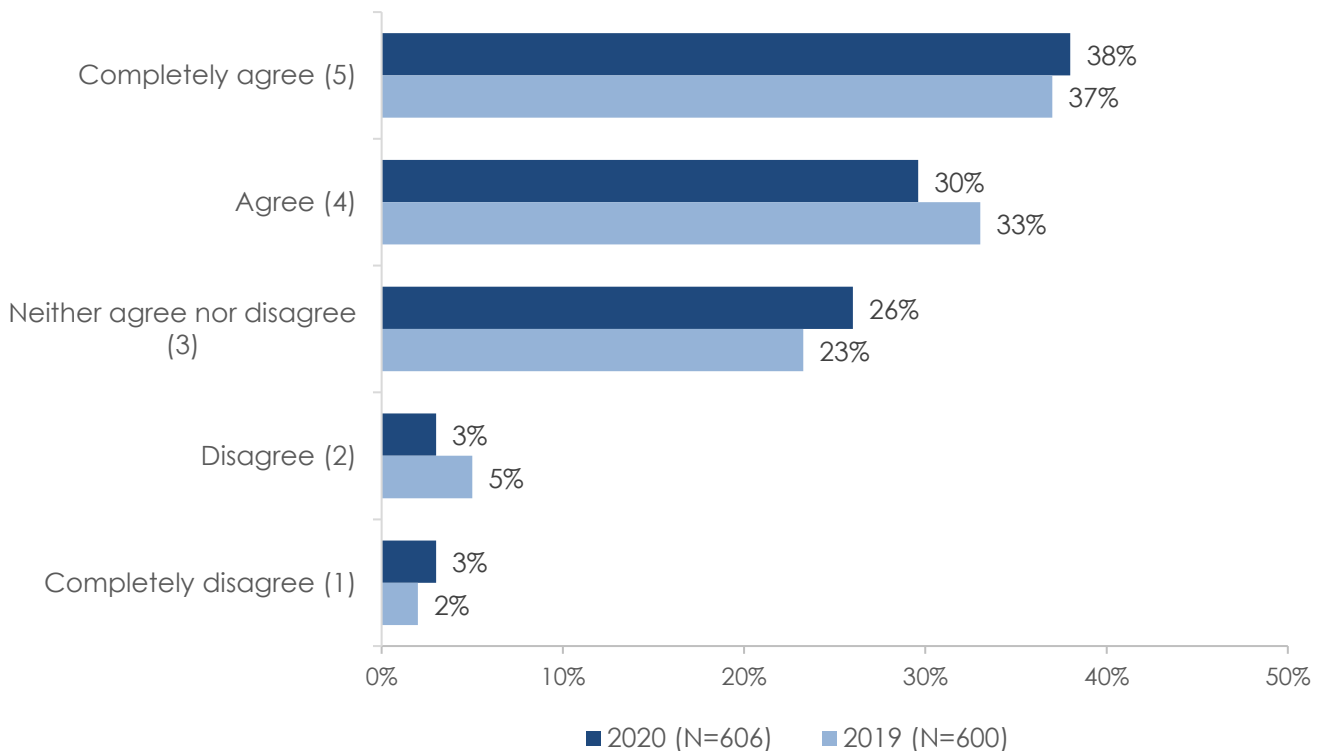
Summary

68% of residents agree/strongly agree that they are proud to live in the City of Playford. Pride follows an upward trend with age, with non-ratepayers and residents of Ward 5 having higher levels.

Q8a. To what extent do you agree or disagree with the following? 'I am proud to live in the City of Playford'

	2020	2019	2018	Male	Female	18-34	35-49	50-64	65+
Mean rating	3.96	3.99	4.06	3.97	3.95	3.76▼	3.90	4.06	4.31▲
Base	606	600	601	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean rating	3.90	4.13▲	3.74▼	3.97	3.84	4.08	4.27▲
Base	449	156	148	148	110	98	101



Scale: 1 = completely disagree, 5 = completely agree

▲▼ = A significantly higher/lower value (by group)

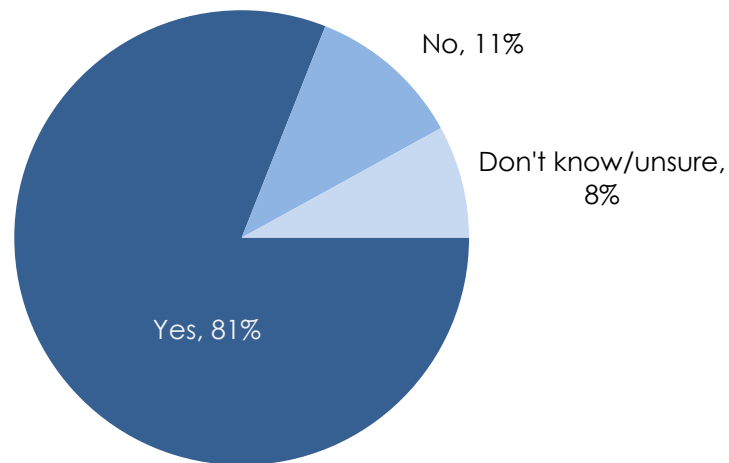


Continued Residence in the City of Playford

Summary

Consistent with 2019, overall 81% of residents intend to continue living in the City of Playford for the next 5 years. However, this falls to 71% for 18 to 34 year old's.

Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?



Base: N = 606

	2020	2019%	Male	Female	18-34	35-49	50-64	65+
Yes	81%	81%	83%	80%	71%▼	83%	85%	95%▲
No/don't know/unsure	19%	19%	17%	20%	29%	17%	15%	5%
Base	606	600	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes	83%	77%	81%	78%	83%	80%	85%
No/don't know/unsure	17%	23%	19%	22%	17%	20%	15%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)



Continued Residence in the City of Playford

Summary

Feeling like Playford is 'home' and having a long association with the area is the leading reason for residents intending to continue living in the City of Playford for the next 5 years.

Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?

Q8c. May I ask why?

Yes (81%)	N = 606
Playford is home/I own a house here/I have lived in the area a long time	29%
Happy/comfortable/ideal lifestyle	14%
Proximity to family and friends	11%
Convenient location/central to services and facilities	9%
Friendly/supportive community/safe neighbourhood	9%
Nice/likeable/quiet area	8%
Playford is affordable/cannot afford to move	7%
No desire/reason to leave	5%
Children are settled at school	4%
Employment/business opportunities	3%
Old age/retirement	3%
Like the parks/environment/native aspects	2%
Quality services/facilities that meet our needs	2%
Pleased with Council services/efforts	1%
Enjoy the open space/country/rural feel	1%
Room for growth and development	1%
Don't know	1%
No (11%)	N = 606
Dislike the area/don't want to live here	3%
Better educational opportunities elsewhere	1%
Career opportunities/work commitments elsewhere	1%
Dissatisfied with Council	1%
Expensive/rates are too high	1%
Moving closer to friends/family	1%
Personal reasons	1%
There is nothing to do in Playford	1%
Want a larger property	1%
Don't know/unsure (8%)	N = 606
Career opportunities/work commitments	1%
Dissatisfied with Council	1%
I like it here	1%
Moving dependent on new infrastructure	1%
Need to downsize/more space	1%
Old age/retirement	1%
The area needs to be revitalised	1%
Don't know/nothing	2%

See Appendix A for a full list of responses





Importance of, and Satisfaction with, Council Services & Facilities



Service Areas

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. Each of the 40 facilities/services were grouped into service areas as detailed below:

City Maintenance & Presentation	Community Services
Condition of footpaths Condition of bicycle paths Presentation of street verges Presentation of landscapes verges Condition of street kerbs Presentation of street trees Condition of local streets Adequate stormwater drainage Condition of rural roads Removal of illegally dumped rubbish Removal of graffiti Presentation of parks and reserves Safety of playgrounds Presentation of ovals and sports grounds Rapid response service	Support for volunteer programs Supporting business and industry development Planning and building advice & assessment Access to community venues Council events Library service Providing support & facilities for sporting clubs Availability of community services Supporting local community development Health initiatives Providing training and employment opportunities Wi-Fi within Council facilities and parks
Health, Environment & Regulatory Services	Accountability, Advocacy & Management
Public health & safety Immunisation service Enforcement of local laws Kerbside waste collection Hard waste collection Protecting & improving native vegetation and biodiversity	Planning for the future Managing growth and major urban developments Being open & accountable to the community Community input to Council decision-making Council provide value for money for the rates paid Communication on Council's strategies and plans Representation by Elected Members

An Explanation

The following pages detail the Shapley findings for each service area, rank services/facilities within each service area and identify the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

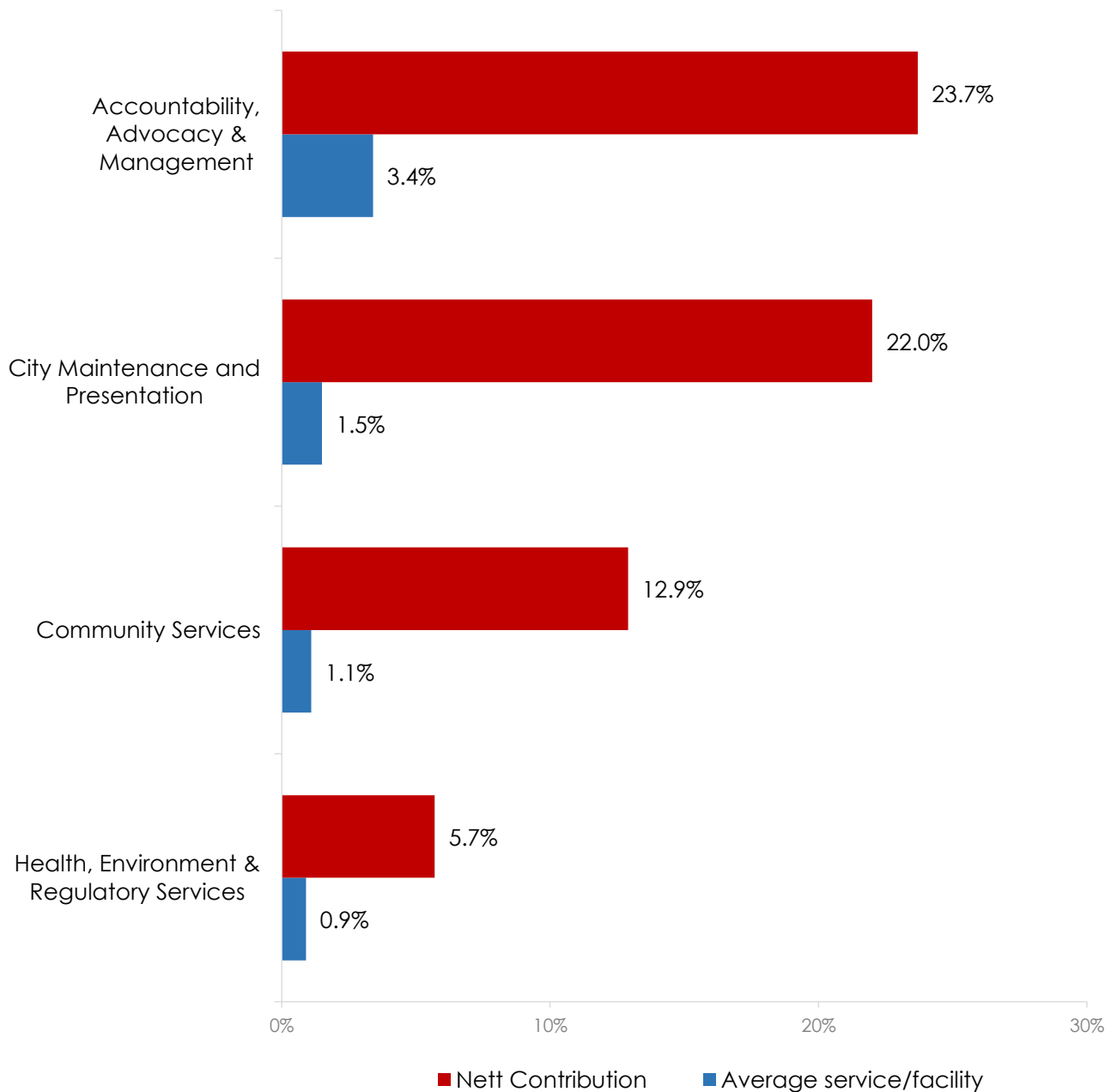
Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.



Contribution to Overall Satisfaction with Council's Performance

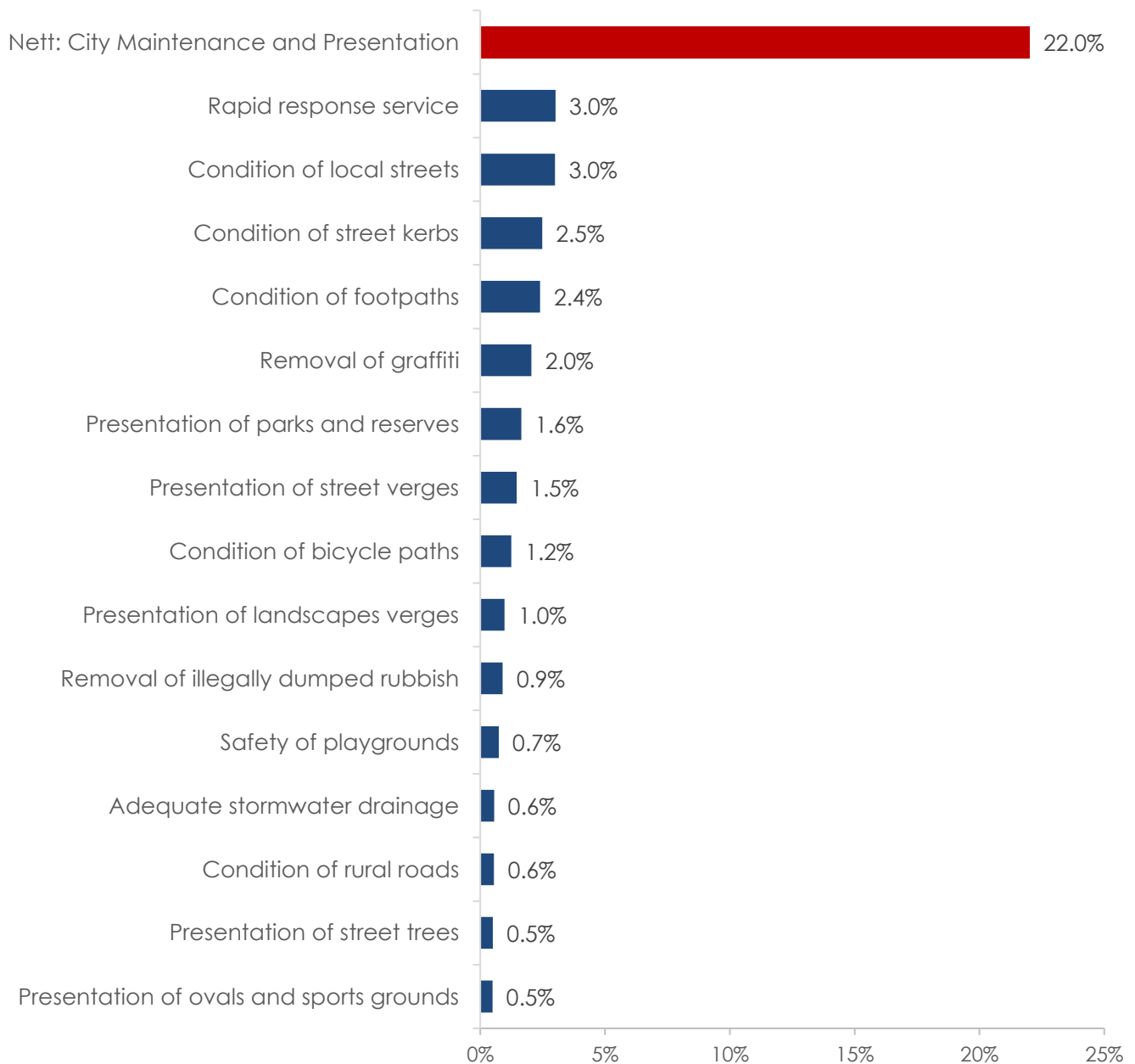
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Accountability, Advocacy & Management' (23.7%) is the key contributor toward overall satisfaction with Council's performance, with each of the services/facilities grouped under this area contributing on average 3.4%, towards the variation in overall satisfaction.



Service Area 1: City Maintenance & Presentation

Shapley Regression

Contributes to Over 22% of Overall Satisfaction with Council



Service Area 1: City Maintenance & Presentation

Hierarchy of Services/Facilities

Within the 'City Maintenance and Presentation' service area, 'presentation of parks and reserves' is considered to be the most important, whilst the 'condition of bicycle paths' is the facility of least relative importance. In terms of satisfaction, residents are most satisfied with 'presentation of ovals and sports grounds' and 'parks, reserves and playgrounds' and least satisfied with 'presentation of street verges'.

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Presentation of parks and reserves	91%	93%
Rapid response service	90%	89%
Condition of local streets	89%	74%
Removal of illegally dumped rubbish	88%	70%
Safety of playgrounds	88%	92%
Adequate stormwater drainage	87%	83%
Removal of graffiti	82%	86%
Condition of footpaths	81%	72%
Presentation of ovals and sports grounds	77%	98%
Condition of rural roads	74%	75%
Condition of street kerbs	74%	79%
Presentation of street trees	70%	79%
Presentation of street verges	70%	69%
Presentation of landscapes verges	69%	71%
Condition of bicycle paths	47%	79%



Service Area 1: City Maintenance & Presentation

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Condition of footpaths	4.33	4.19	4.46	4.31	4.27	4.43	4.32
Condition of bicycle paths	3.31	3.07	3.53	3.29	3.46	3.41	2.96
Presentation of street verges	4.03	3.97	4.09	3.75	4.14	4.27	4.11
Presentation of landscapes verges	3.99	3.95	4.03	3.83	3.96	4.15	4.17
Condition of street kerbs	4.12	4.00	4.24	3.99	4.04	4.30	4.28
Presentation of street trees	4.00	3.89	4.11	3.89	3.95	4.07	4.23
Condition of local streets	4.48	4.35	4.61	4.43	4.52	4.54	4.47
Adequate stormwater drainage	4.47	4.35	4.57	4.33	4.40	4.72	4.51
Condition of rural roads	4.10	3.94	4.26	4.03	4.14	4.17	4.12
Removal of illegally dumped rubbish	4.61	4.55	4.67	4.53	4.56	4.73	4.68
Removal of graffiti	4.33	4.32	4.34	4.16	4.29	4.51	4.50
Presentation of parks and reserves	4.54	4.43	4.66	4.54	4.48	4.63	4.54
Safety of playgrounds	4.60	4.48	4.72	4.61	4.69	4.66	4.39
Presentation of ovals and sports grounds	4.19	4.12	4.26	4.05	4.23	4.34	4.23
Rapid response service	4.61	4.48	4.73	4.64	4.60	4.64	4.53

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Condition of footpaths	4.35	4.28	4.29	4.31	4.16	4.49	4.44
Condition of bicycle paths	3.28	3.38	3.19	3.33	3.30	3.38	3.37
Presentation of street verges	4.07	3.92	4.00	4.01	4.08	3.95	4.12
Presentation of landscapes verges	4.04	3.83	4.07	4.01	3.93	4.06	3.82
Condition of street kerbs	4.15	4.06	4.01	4.19	4.10	4.14	4.18
Presentation of street trees	4.06	3.84	3.86	4.07	3.92	4.19	4.02
Condition of local streets	4.52	4.37	4.43	4.49	4.46	4.58	4.48
Adequate stormwater drainage	4.54	4.25	4.35	4.50	4.52	4.46	4.53
Condition of rural roads	4.18	3.87	4.16	4.03	4.22	3.91	4.19
Removal of illegally dumped rubbish	4.65	4.50	4.45	4.58	4.72	4.69	4.68
Removal of graffiti	4.40	4.13	4.19	4.35	4.43	4.41	4.31
Presentation of parks and reserves	4.57	4.48	4.42	4.56	4.61	4.55	4.62
Safety of playgrounds	4.62	4.55	4.60	4.67	4.49	4.52	4.72
Presentation of ovals and sports grounds	4.20	4.17	4.19	4.11	4.24	4.20	4.25
Rapid response service	4.64	4.51	4.46	4.63	4.73	4.63	4.65

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of footpaths	3%	1%	15%	21%	60%	606
Condition of bicycle paths	18%	12%	23%	15%	32%	606
Presentation of street verges	4%	6%	20%	24%	46%	606
Presentation of landscapes verges	4%	4%	24%	28%	41%	606
Condition of street kerbs	3%	3%	19%	27%	47%	606
Presentation of street trees	5%	5%	21%	26%	44%	606
Condition of local streets	1%	1%	8%	27%	62%	606
Adequate stormwater drainage	3%	3%	8%	19%	68%	606
Condition of rural roads	6%	6%	15%	20%	54%	606
Removal of illegally dumped rubbish	1%	1%	10%	14%	74%	606
Removal of graffiti	2%	5%	12%	22%	60%	606
Presentation of parks and reserves	1%	1%	6%	24%	67%	606
Safety of playgrounds	3%	2%	7%	8%	80%	606
Presentation of ovals and sports grounds	4%	3%	15%	25%	52%	606
Rapid response service	1%	1%	8%	15%	75%	606



Service Area 1: City Maintenance & Presentation

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Condition of footpaths	3.12	3.31	2.96	3.24	3.07	3.02	3.11
Condition of bicycle paths	3.50	3.88	3.26	3.43	3.54	3.36	3.82
Presentation of street verges	3.16	3.33	3.01	3.32	3.22	2.90	3.20
Presentation of landscapes verges	3.22	3.33	3.12	3.29	3.20	3.00	3.41
Condition of street kerbs	3.37	3.50	3.25	3.41	3.33	3.22	3.55
Presentation of street trees	3.52	3.59	3.46	3.47	3.70	3.33	3.62
Condition of local streets	3.14	3.24	3.05	3.07	3.10	3.09	3.43
Adequate stormwater drainage	3.58	3.64	3.53	3.67	3.52	3.48	3.67
Condition of rural roads	3.20	3.28	3.14	3.36	3.20	2.95	3.25
Removal of illegally dumped rubbish	3.24	3.36	3.13	3.15	3.28	3.14	3.49
Removal of graffiti	3.70	3.74	3.66	3.61	3.63	3.78	3.84
Presentation of parks and reserves	3.91	3.93	3.90	3.82	3.87	3.96	4.11
Presentation of ovals and sports grounds	4.02	4.11	3.94	4.03	3.94	3.98	4.17
Safety of playgrounds	4.17	4.15	4.19	4.15	4.05	4.28	4.27
Rapid response service	3.85	3.88	3.82	4.01	3.76	3.74	3.83

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Condition of footpaths	3.08	3.24	2.95	3.35	3.25	2.76	3.30
Condition of bicycle paths	3.42	3.69	3.24	3.71	3.24	3.48	3.74
Presentation of street verges	3.04	3.58	2.87	3.32	3.06	3.12	3.51
Presentation of landscapes verges	3.12	3.55	3.06	3.23	3.08	3.38	3.46
Condition of street kerbs	3.28	3.63	3.06	3.44	3.66	3.32	3.48
Presentation of street trees	3.48	3.65	3.00	3.54	3.65	3.76	3.80
Condition of local streets	3.16	3.07	3.05	3.17	3.02	3.12	3.38
Adequate stormwater drainage	3.51	3.83	3.06	3.71	3.65	3.87	3.72
Condition of rural roads	3.19	3.24	2.84	3.35	3.25	3.20	3.47
Removal of illegally dumped rubbish	3.29	3.08	3.03	3.22	3.40	3.40	3.18
Removal of graffiti	3.70	3.68	3.57	3.66	3.80	3.79	3.72
Presentation of parks and reserves	3.86	4.07	3.59	3.89	3.99	4.02	4.20
Presentation of ovals and sports grounds	3.98	4.14	3.97	3.86	4.20	4.04	4.11
Safety of playgrounds	4.12	4.35	3.87	4.12	4.30	4.32	4.45
Rapid response service	3.82	3.95	3.76	3.79	3.91	3.76	4.09

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Satisfaction

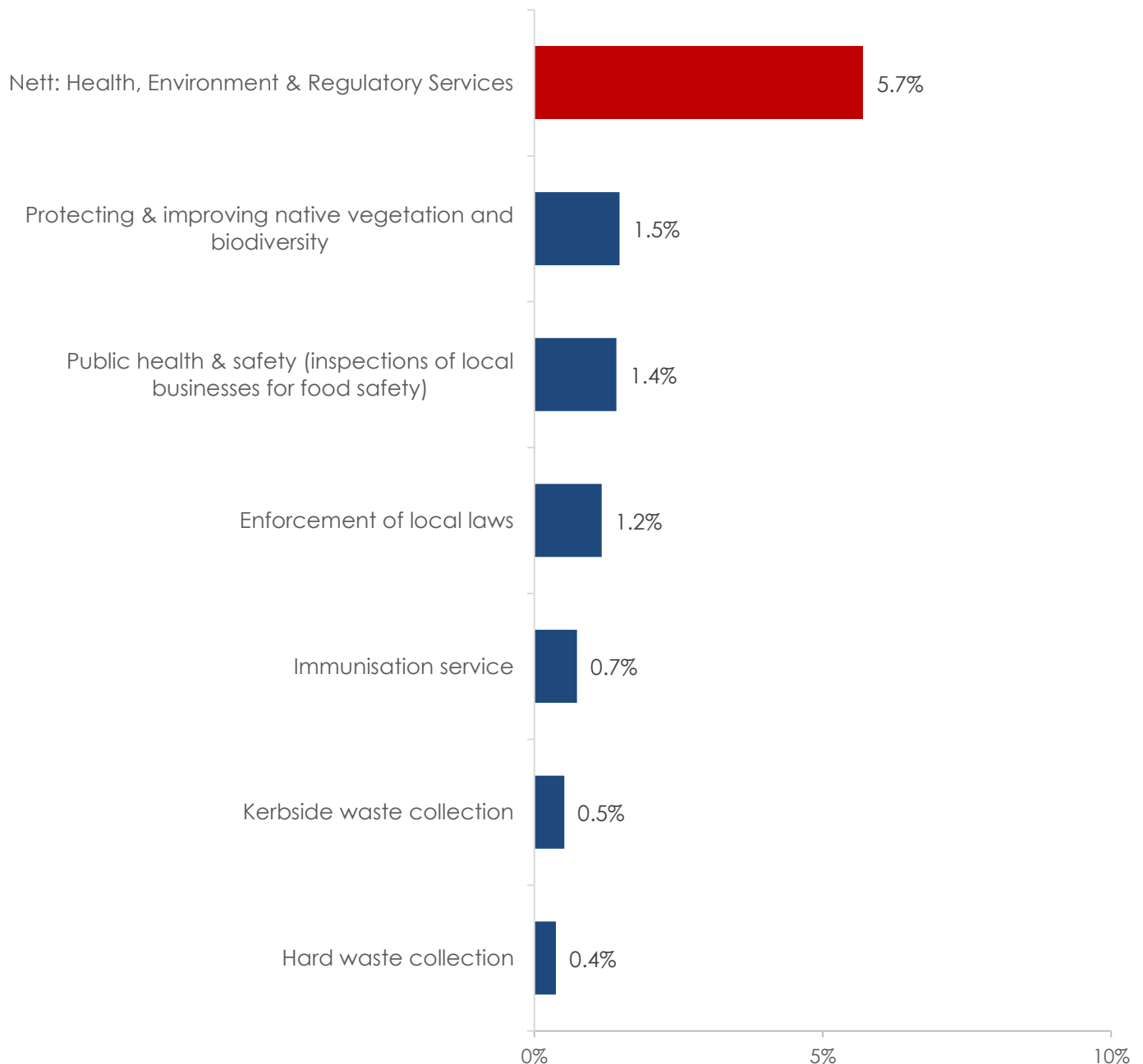
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Condition of footpaths	13%	15%	36%	20%	16%	487
Condition of bicycle paths	10%	11%	24%	29%	26%	272
Presentation of street verges	12%	19%	25%	27%	17%	428
Presentation of landscapes verges	12%	17%	29%	22%	20%	417
Condition of street kerbs	11%	10%	29%	30%	20%	449
Presentation of street trees	8%	12%	24%	31%	24%	421
Condition of local streets	10%	17%	36%	25%	13%	542
Adequate stormwater drainage	9%	9%	24%	32%	27%	515
Condition of rural roads	11%	14%	33%	29%	13%	436
Removal of illegally dumped rubbish	12%	18%	26%	23%	21%	535
Removal of graffiti	3%	11%	26%	31%	29%	483
Presentation of parks and reserves	3%	4%	23%	39%	31%	551
Presentation of ovals and sports grounds	1%	6%	19%	36%	37%	511
Safety of playgrounds	<1%	2%	15%	45%	38%	467
Rapid response service	4%	6%	24%	31%	34%	487



Service Area 2: Health, Environment & Regulatory Services

Shapley Regression

Contributes to Over 5% of Overall Satisfaction with Council



Service Area 2: Health, Environment & Regulatory Services

Hierarchy of Services/Facilities

Within the 'Health, Environment & Regulatory Services' service area, 'kerbside waste collection' is considered to be the most important, whilst the 'protecting & improving native vegetation and biodiversity' is the service of least relative importance. In terms of satisfaction, residents are most satisfied with 'immunisation service' and least satisfied with 'enforcement of local laws'.

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Kerbside waste collection	95%	95%
Public health & safety	94%	93%
Immunisation service	85%	97%
Enforcement of local laws	84%	85%
Hard waste collection	84%	93%
Protecting & improving native vegetation and biodiversity	79%	93%



Service Area 2: Health, Environment & Regulatory Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Public health & safety	4.77	4.72	4.82	4.73	4.82	4.82	4.74
Immunisation service	4.46	4.27	4.64	4.52	4.47	4.44	4.36
Enforcement of local laws	4.47	4.31	4.63	4.48	4.48	4.40	4.54
Kerbside waste collection	4.74	4.66	4.81	4.71	4.71	4.79	4.79
Hard waste collection	4.43	4.32	4.54	4.33	4.34	4.59	4.59
Protecting & improving native vegetation and biodiversity	4.28	4.17	4.39	4.28	4.18	4.38	4.28

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Public health & safety	4.78	4.75	4.76	4.87	4.66	4.75	4.80
Immunisation service	4.46	4.46	4.28	4.46	4.45	4.53	4.68
Enforcement of local laws	4.48	4.44	4.34	4.47	4.43	4.51	4.67
Kerbside waste collection	4.73	4.75	4.67	4.81	4.71	4.78	4.72
Hard waste collection	4.40	4.53	4.29	4.44	4.34	4.60	4.59
Protecting & improving native vegetation and biodiversity	4.26	4.32	4.13	4.26	4.29	4.39	4.41

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Public health & safety	1%	1%	5%	8%	86%	606
Immunisation service	6%	2%	7%	10%	75%	606
Enforcement of local laws	2%	2%	12%	15%	69%	606
Kerbside waste collection	<1%	<1%	4%	15%	80%	606
Hard waste collection	2%	2%	13%	18%	66%	606
Protecting & improving native vegetation and biodiversity	2%	3%	16%	23%	56%	606



Service Area 2: Health, Environment & Regulatory Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Public health & safety	3.96	4.03	3.90	4.15	3.88	3.75	4.01
Immunisation service	4.33	4.30	4.36	4.36	4.44	4.12	4.38
Enforcement of local laws	3.68	3.79	3.59	3.76	3.62	3.63	3.68
Kerbside waste collection	4.31	4.27	4.35	4.15	4.25	4.45	4.56
Hard waste collection	4.30	4.24	4.34	4.32	4.20	4.28	4.39
Protecting & improving native vegetation and biodiversity	3.90	3.91	3.89	4.00	3.87	3.72	4.00

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Public health & safety	3.93	4.06	3.83	4.08	4.06	3.83	4.01
Immunisation service	4.29	4.45	4.14	4.32	4.51	4.36	4.41
Enforcement of local laws	3.61	3.90	3.58	3.84	3.57	3.60	3.77
Kerbside waste collection	4.30	4.37	4.27	4.18	4.39	4.39	4.40
Hard waste collection	4.33	4.22	4.23	4.27	4.36	4.18	4.45
Protecting & improving native vegetation and biodiversity	3.86	4.02	3.83	4.03	3.71	4.01	3.91

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

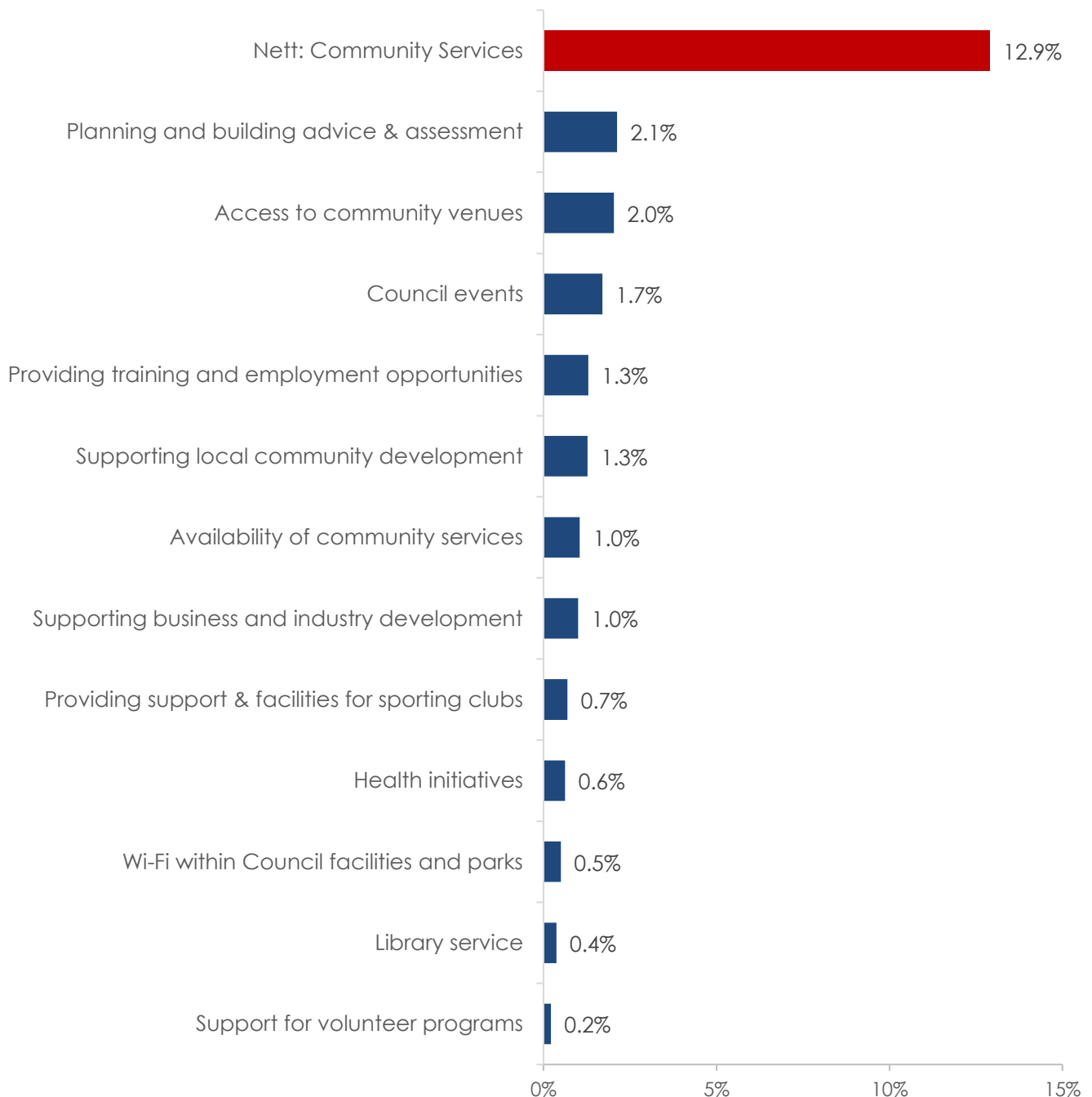
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Public health & safety	2%	5%	23%	35%	35%	538
Immunisation service	1%	1%	14%	30%	53%	478
Enforcement of local laws	4%	11%	26%	32%	27%	498
Kerbside waste collection	1%	4%	11%	29%	55%	575
Hard waste collection	3%	4%	10%	27%	56%	498
Protecting & improving native vegetation and biodiversity	1%	6%	23%	41%	29%	462



Service Area 3: Community Services

Shapley Regression

Contributes to Over 12% of Overall Satisfaction with Council



Service Area 3: Community Services

Hierarchy of Services/Facilities

Within the 'Community Services' service area, 'providing training and employment opportunities' is considered to be the most important, whilst the 'Wi-Fi within Council facilities and parks' is the facility of least relative importance. In terms of satisfaction, residents are most satisfied with 'support for volunteer programs' and least satisfied with 'providing training and employment opportunities'.

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Providing training and employment opportunities	85%	83%
Supporting business and industry development	83%	89%
Supporting local community development	83%	91%
Health initiatives	82%	94%
Availability of community services	81%	93%
Support for volunteer programs	78%	97%
Providing support & facilities for sporting clubs	77%	96%
Library service	76%	96%
Access to community venues	73%	95%
Planning and building advice & assessment	71%	85%
Council events	65%	96%
Wi-Fi within Council facilities and parks	50%	84%



Service Area 3: Community Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Support for volunteer programs	4.24	4.15	4.32	4.17	4.16	4.28	4.43
Supporting business and industry development	4.37	4.25	4.49	4.30	4.42	4.38	4.44
Planning and building advice & assessment	4.01	3.98	4.05	3.85	3.98	4.15	4.22
Access to community venues	4.14	4.02	4.25	3.93	4.13	4.29	4.38
Council events	3.86	3.73	3.98	3.74	3.85	3.93	4.00
Library service	4.15	4.01	4.28	4.02	4.12	4.27	4.29
Providing support & facilities for sporting clubs	4.14	4.13	4.15	3.99	4.20	4.27	4.19
Availability of community services	4.32	4.20	4.44	4.07	4.36	4.50	4.55
Supporting local community development	4.32	4.22	4.42	4.25	4.27	4.45	4.38
Health initiatives	4.37	4.21	4.52	4.29	4.40	4.45	4.39
Providing training and employment opportunities	4.45	4.25	4.65	4.39	4.61	4.44	4.37
Wi-Fi within Council facilities and parks	3.45	3.40	3.49	3.30	3.40	3.64	3.57

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Support for volunteer programs	4.16	4.46	4.19	4.22	4.06	4.39	4.36
Supporting business and industry development	4.38	4.36	4.30	4.40	4.32	4.42	4.45
Planning and building advice & assessment	4.06	3.86	4.04	3.99	3.95	3.98	4.10
Access to community venues	4.09	4.28	3.98	4.11	4.07	4.33	4.29
Council events	3.86	3.84	3.82	3.85	3.83	3.94	3.86
Library service	4.03	4.48	4.05	4.17	4.18	4.13	4.24
Providing support & facilities for sporting clubs	4.13	4.18	4.24	4.13	4.07	4.06	4.15
Availability of community services	4.32	4.34	4.22	4.28	4.28	4.43	4.47
Supporting local community development	4.33	4.30	4.15	4.36	4.40	4.31	4.45
Health initiatives	4.32	4.52	4.26	4.38	4.24	4.52	4.51
Providing training and employment opportunities	4.42	4.58	4.38	4.54	4.29	4.41	4.67
Wi-Fi within Council facilities and parks	3.40	3.57	3.55	3.42	3.05	3.57	3.64

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)

Service Area 3: Community Services

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Support for volunteer programs	3%	2%	17%	23%	55%	606
Supporting business and industry development	2%	3%	12%	21%	62%	606
Planning and building advice & assessment	5%	6%	18%	25%	46%	606
Access to community venues	2%	4%	21%	23%	50%	606
Council events	6%	4%	24%	27%	38%	606
Library service	6%	4%	14%	21%	55%	606
Providing support & facilities for sporting clubs	5%	3%	15%	27%	50%	606
Availability of community services	2%	1%	16%	24%	57%	606
Supporting local community development	2%	1%	13%	28%	55%	606
Health initiatives	4%	2%	12%	18%	64%	606
Providing training and employment opportunities	3%	3%	9%	15%	70%	606
Wi-Fi within Council facilities and parks	16%	10%	23%	14%	36%	606



Service Area 3: Community Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Support for volunteer programs	3.95	4.04	3.88	3.78	3.86	4.10	4.22
Supporting business and industry development	3.68	3.76	3.62	3.62	3.65	3.70	3.87
Planning and building advice & assessment	3.59	3.64	3.55	3.70	3.70	3.35	3.56
Access to community venues	4.11	4.12	4.09	4.16	4.08	4.07	4.08
Council events	4.11	4.08	4.14	4.04	4.01	4.26	4.22
Library service	4.39	4.37	4.42	4.34	4.45	4.36	4.46
Providing support & facilities for sporting clubs	3.96	3.98	3.94	3.81	4.06	4.02	4.04
Providing training and employment opportunities	3.89	3.94	3.83	3.85	3.95	3.81	3.96
Availability of community services	3.81	3.86	3.77	3.79	3.82	3.72	3.97
Supporting local community development	3.99	4.08	3.91	4.06	3.86	3.92	4.13
Health initiatives	3.42	3.48	3.37	3.42	3.36	3.31	3.74
Wi-Fi within Council facilities and parks	3.59	3.56	3.62	3.38	3.64	3.55	3.98

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Support for volunteer programs	4.02	3.79	3.77	3.93	4.17	4.03	4.00
Supporting business and industry development	3.69	3.68	3.41	3.75	3.63	3.85	3.87
Planning and building advice & assessment	3.55	3.77	3.36	3.63	3.38	3.74	3.98
Access to community venues	4.03	4.30	4.24	3.96	4.13	4.02	4.19
Council events	4.06	4.27	4.13	4.00	4.24	4.11	4.14
Library service	4.41	4.37	4.36	4.32	4.36	4.60	4.38
Providing support & facilities for sporting clubs	3.93	4.05	3.75	3.98	4.11	4.04	4.04
Providing training and employment opportunities	3.86	3.95	3.88	3.73	4.04	4.01	3.86
Availability of community services	3.79	3.86	3.51	3.83	3.74	4.03	4.06
Supporting local community development	3.97	4.03	3.82	3.90	3.96	4.21	4.16
Health initiatives	3.43	3.41	3.39	3.32	3.51	3.59	3.40
Wi-Fi within Council facilities and parks	3.52	3.77	3.10	3.76	3.63	3.73	3.89

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



Service Area 3: Community Services

Detailed Overall Response for Satisfaction

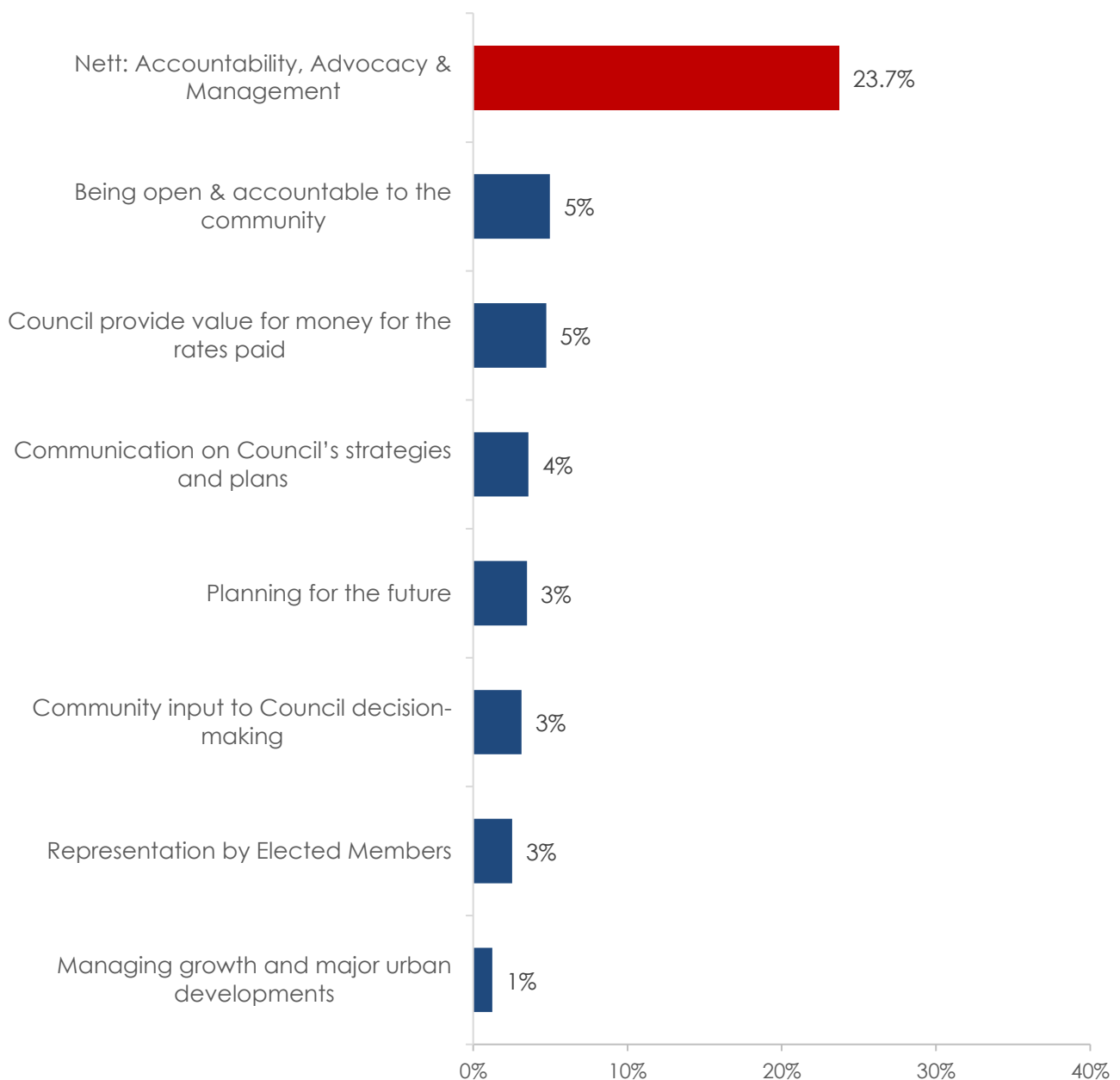
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Support for volunteer programs	1%	3%	26%	41%	30%	425
Supporting business and industry development	2%	9%	29%	38%	22%	468
Planning and building advice & assessment	5%	10%	26%	37%	22%	403
Access to community venues	1%	4%	16%	42%	37%	423
Council events	1%	3%	19%	38%	39%	383
Library service	<1%	4%	10%	29%	57%	451
Providing support & facilities for sporting clubs	<1%	4%	26%	38%	32%	438
Providing training and employment opportunities	1%	6%	25%	40%	28%	460
Availability of community services	1%	8%	25%	41%	25%	480
Supporting local community development	1%	4%	23%	38%	33%	481
Health initiatives	4%	12%	39%	25%	19%	474
Wi-Fi within Council facilities and parks	8%	9%	25%	33%	26%	277



Service Area 4: Accountability, Advocacy & Management

Shapley Regression

Contributes to Over 23% of Overall Satisfaction with Council



Service Area 4: Accountability, Advocacy & Management

Hierarchy of Services/Facilities

Within the 'Accountability, Advocacy & Management' service area, 'being open & accountable to the community' and 'planning for the future' are considered to be the most important, whilst the 'representation by Elected Members' is the service area of least relative importance. In terms of satisfaction, residents are most satisfied with 'planning for the future' and least satisfied with 'Council provide value for money for the rates paid'.

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Being open & accountable to the community	90%	74%
Planning for the future	90%	82%
Council provide value for money for the rates paid	88%	63%
Community input to Council decision-making	84%	75%
Managing growth and major urban developments	81%	80%
Communication on Council's strategies and plans	77%	77%
Representation by Elected Members	73%	75%



Service Area 4: Accountability, Advocacy & Management

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Planning for the future	4.62	4.55	4.69	4.58	4.67	4.68	4.55
Managing growth and major urban developments	4.34	4.31	4.37	4.24	4.22	4.61	4.34
Being open & accountable to the community	4.64	4.63	4.65	4.41	4.74	4.85	4.69
Community input to Council decision-making	4.41	4.38	4.44	4.23	4.45	4.61	4.48
Council provide value for money for the rates paid	4.56	4.58	4.55	4.43	4.64	4.70	4.54
Communication on Council's strategies and plans	4.24	4.23	4.24	4.14	4.21	4.43	4.22
Representation by Elected Members	4.11	4.07	4.15	3.83	4.11	4.41	4.30

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Planning for the future	4.59	4.69	4.61	4.65	4.67	4.54	4.62
Managing growth and major urban developments	4.35	4.31	4.30	4.39	4.30	4.36	4.33
Being open & accountable to the community	4.66	4.58	4.71	4.56	4.76	4.58	4.60
Community input to Council decision-making	4.42	4.40	4.48	4.29	4.47	4.53	4.33
Council provide value for money for the rates paid	4.63	4.35	4.59	4.49	4.67	4.54	4.53
Communication on Council's strategies and plans	4.22	4.28	4.33	4.16	4.23	4.26	4.19
Representation by Elected Members	4.07	4.23	4.12	4.19	4.01	4.08	4.12

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 4: Accountability, Advocacy & Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Planning for the future	2%	1%	6%	14%	76%	606
Managing growth and major urban developments	2%	3%	14%	22%	59%	606
Being open & accountable to the community	1%	1%	8%	13%	77%	606
Community input to Council decision-making	2%	2%	12%	21%	63%	606
Council provide value for money for the rates paid	2%	2%	8%	14%	74%	606
Communication on Council's strategies and plans	3%	2%	18%	22%	55%	606
Representation by Elected Members	6%	3%	18%	22%	51%	606



Service Area 4: Accountability, Advocacy & Management

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Planning for the future	3.54	3.48	3.60	3.68	3.48	3.32	3.66
Managing growth and major urban developments	3.42	3.47	3.38	3.55	3.43	3.16	3.57
Being open & accountable to the community	3.24	3.09	3.38	3.41	3.11	3.10	3.28
Community input to Council decision-making	3.21	3.15	3.26	3.32	3.24	2.96	3.33
Council provide value for money for the rates paid	2.90	2.86	2.95	3.00	2.75	2.71	3.20
Communication on Council's strategies and plans	3.27	3.27	3.27	3.46	3.32	2.92	3.34
Representation by Elected Members	3.33	3.23	3.43	3.57	3.34	3.09	3.26

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Planning for the future	3.47	3.76	3.20	3.68	3.40	3.65	3.89
Managing growth and major urban developments	3.40	3.50	3.07	3.35	3.47	3.57	3.84
Being open & accountable to the community	3.21	3.33	2.93	3.25	3.08	3.56	3.56
Community input to Council decision-making	3.15	3.41	2.84	3.37	3.08	3.47	3.47
Council provide value for money for the rates paid	2.82	3.21	2.46	2.97	2.85	2.93	3.51
Communication on Council's strategies and plans	3.22	3.43	3.07	3.25	3.04	3.48	3.66
Representation by Elected Members	3.29	3.44	3.22	3.14	3.58	3.22	3.61

Scale: 1 = not at all satisfied, 5 = very satisfied
Significantly higher/lower level of satisfaction (by group)



Service Area 4: Accountability, Advocacy & Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Planning for the future	5%	13%	31%	26%	25%	518
Managing growth and major urban developments	7%	14%	32%	27%	21%	481
Being open & accountable to the community	11%	16%	31%	25%	18%	542
Community input to Council decision-making	10%	14%	36%	23%	16%	494
Council provide value for money for the rates paid	18%	18%	31%	20%	12%	513
Communication on Council's strategies and plans	11%	11%	35%	24%	18%	449
Representation by Elected Members	12%	14%	26%	27%	22%	425



Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2020	2019	2020	2019
Condition of footpaths	4.33▲	4.18	3.12	3.17
Condition of bicycle paths	3.31	3.33	3.50	3.42
Presentation of street verges	4.03	4.01	3.16	3.20
Presentation of landscapes verges	3.99	3.94	3.22	3.29
Condition of street kerbs	4.12	4.10	3.37	3.37
Presentation of street trees	4.00	4.10	3.52	3.50
Condition of local streets	4.48	4.48	3.14	3.17
Adequate stormwater drainage	4.47	4.55	3.58	3.47
Condition of rural roads	4.10	4.24	3.20	3.15
Removal of illegally dumped rubbish	4.61	4.60	3.24	3.17
Removal of graffiti	4.33	4.26	3.70	3.68
Presentation of parks and reserves	4.54	4.48	3.91	3.93
Safety of playgrounds	4.60	4.62	4.02	3.95
Presentation of ovals and sports grounds	4.19	4.24	4.17	4.14
Rapid response service	4.61	4.60	3.85	3.85
Public health & safety	4.77	4.75	3.96	3.82
Immunisation service	4.46	4.53	4.33	4.35
Enforcement of local laws	4.47	4.48	3.68	3.66
Kerbside waste collection	4.74	4.69	4.31	4.36
Hard waste collection	4.43	4.44	4.30▲	4.10

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

▲ ▼ = A significantly higher level of importance/satisfaction (by year)



Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2020	2019	2020	2019
Protecting & improving native vegetation and biodiversity	4.28	4.33	3.90	3.81
Support for volunteer programs	4.24	4.28	3.95	3.91
Supporting business and industry development	4.37	4.37	3.68	3.58
Planning and building advice & assessment	4.01	4.08	3.59	3.62
Access to community venues	4.14	4.19	4.11	4.02
Council events	3.86	3.87	4.11	4.11
Library service	4.15	4.14	4.39	4.33
Providing support & facilities for sporting clubs	4.14	4.15	3.96	3.94
Availability of community services	4.32	4.35	3.89	3.76
Supporting local community development	4.32	4.35	3.81	3.72
Health initiatives	4.37	4.46	3.99	3.86
Providing training and employment opportunities	4.45	4.45	3.42	3.34
Wi-Fi within Council facilities and parks	3.45	3.43	3.59	3.69
Planning for the future	4.62	4.66	3.54	3.66
Managing growth and major urban developments	4.34	4.39	3.42	3.49
Being open & accountable to the community	4.64	4.70	3.24	3.22
Community input to Council decision-making	4.41	4.49	3.21	3.16
Council provide value for money for the rates paid	4.56	4.55	2.90	2.97
Communication on Council's strategies and plans	4.24	4.23	3.27	3.22
Representation by Elected Members	4.11	4.12	3.33	3.33

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

▲▼ = A significantly higher level of importance/satisfaction (by year)





Appendix A: Additional Analysis

Importance & Satisfaction

The following tables show the hierarchy of the 40 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is 'kerbside waste collection', with a top 2 box importance score of 95%. For the most part, the majority of services/facilities provided by City of Playford are considered highly important, with only 4 measures falling below a 70% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Kerbside waste collection	95%	95%
Public health & safety	94%	93%
Presentation of parks and reserves	91%	93%
Being open & accountable to the community	90%	74%
Planning for the future	90%	82%
Rapid response service	90%	89%
Condition of local streets	89%	74%
Council provide value for money for the rates paid	88%	63%
Removal of illegally dumped rubbish	88%	70%
Safety of playgrounds	88%	92%
Adequate stormwater drainage	87%	83%
Immunisation service	85%	97%
Providing training and employment opportunities	85%	83%
Hard waste collection	84%	93%
Community input to Council decision-making	84%	75%
Enforcement of local laws	84%	85%
Supporting local community development	83%	91%
Supporting business and industry development	83%	89%
Health initiatives	82%	94%
Removal of graffiti	82%	86%



Importance & Satisfaction

Continued...

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Availability of community services	81%	93%
Condition of footpaths	81%	72%
Managing growth and major urban developments	81%	80%
Protecting & improving native vegetation and biodiversity	79%	93%
Support for volunteer programs	78%	97%
Communication on Council's strategies and plans	77%	77%
Presentation of ovals and sports grounds	77%	98%
Providing support & facilities for sporting clubs	77%	96%
Library service	76%	96%
Condition of rural roads	74%	75%
Condition of street kerbs	74%	79%
Access to community venues	73%	95%
Representation by Elected Members	73%	75%
Planning and building advice & assessment	71%	85%
Presentation of street trees	70%	79%
Presentation of street verges	70%	69%
Presentation of landscapes verges	69%	71%
Council events	65%	96%
Wi-Fi within Council facilities and parks	50%	84%
Condition of bicycle paths	47%	79%



Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Council provide value for money for the rates paid	88%	63%	25%
Removal of illegally dumped rubbish	88%	70%	18%
Being open & accountable to the community	90%	74%	16%
Condition of local streets	89%	74%	15%
Community input to Council decision-making	84%	75%	9%
Condition of footpaths	81%	72%	9%
Planning for the future	90%	82%	8%
Adequate stormwater drainage	87%	83%	4%
Providing training and employment opportunities	85%	83%	2%
Public health & safety	94%	93%	1%
Presentation of street verges	70%	69%	1%
Rapid response service	90%	89%	1%
Managing growth and major urban developments	81%	80%	1%
Kerbside waste collection	95%	95%	0%
Communication on Council's strategies and plans	77%	77%	0%
Condition of rural roads	74%	75%	-1%
Enforcement of local laws	84%	85%	-1%
Presentation of parks and reserves	91%	93%	-2%
Presentation of landscapes verges	69%	71%	-2%
Representation by Elected Members	73%	75%	-2%



Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

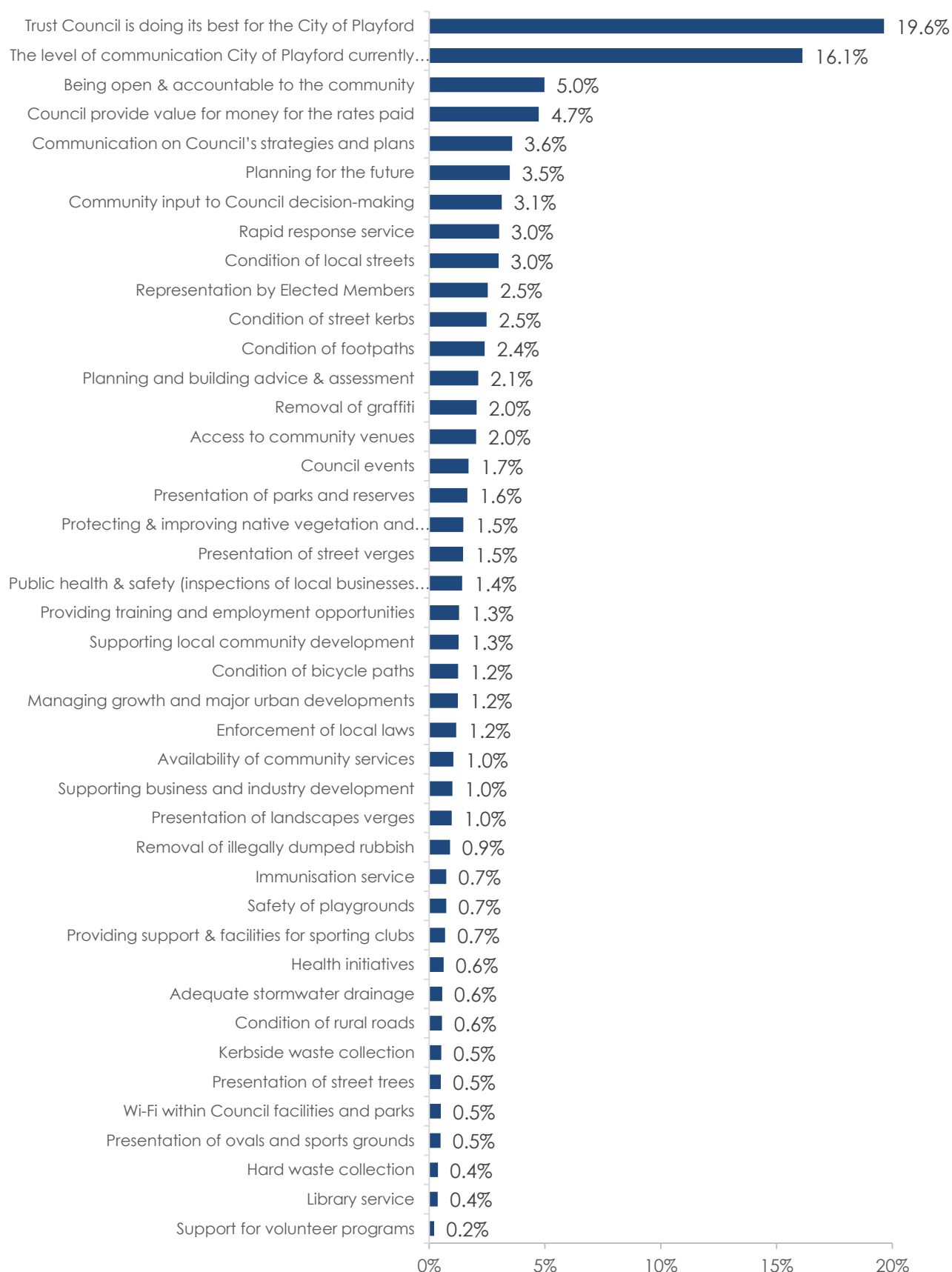
Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Safety of playgrounds	88%	92%	-4%
Removal of graffiti	82%	86%	-4%
Condition of street kerbs	74%	79%	-5%
Supporting business and industry development	83%	89%	-6%
Supporting local community development	83%	91%	-8%
Hard waste collection	84%	93%	-9%
Presentation of street trees	70%	79%	-9%
Health initiatives	82%	94%	-12%
Immunisation service	85%	97%	-12%
Availability of community services	81%	93%	-12%
Protecting & improving native vegetation and biodiversity	79%	93%	-14%
Planning and building advice & assessment	71%	85%	-14%
Support for volunteer programs	78%	97%	-19%
Providing support & facilities for sporting clubs	77%	96%	-19%
Library service	76%	96%	-20%
Presentation of ovals and sports grounds	77%	98%	-21%
Access to community venues	73%	95%	-22%
Council events	65%	96%	-31%
Condition of bicycle paths	47%	79%	-32%
Wi-Fi within Council facilities and parks	50%	84%	-34%



Influence on Overall Satisfaction

The chart below summarises the influence of the 40 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



Comparison to the Micromex LGA Benchmark - Importance

Service/Facility	City of Playford Council's T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Access to community venues	73%▲	59%	14%
Removal of graffiti	82%▲	70%	12%
Adequate stormwater drainage	87%	80%	7%
Support for volunteer programs	78%	71%	7%
Presentation of parks and reserves	91%	85%	6%
Providing support & facilities for sporting clubs	77%	71%	6%
Public health & safety	94%	88%	6%
Condition of street kerbs	74%	70%	4%
Council events	65%	61%	4%
Council provide value for money for the rates paid	88%	84%	4%
Library service	76%	73%	3%
Safety of playgrounds	88%	85%	3%
Presentation of street verges	70%	67%	3%
Planning for the future	90%	88%	2%
Providing training and employment opportunities	85%	83%	2%
Presentation of landscapes verges	69%	67%	2%
Community input to Council decision-making	84%	84%	0%
Kerbside waste collection	95%	95%	0%
Presentation of ovals and sports grounds	77%	77%	0%
Supporting business and industry development	83%	83%	0%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Comparison to the Micromex LGA Benchmark – Importance, Continued

Service/Facility	City of Playford Council's T2 box importance score	Micromex LGA Benchmark – Metro T2 box importance score	Variance
Hard waste collection	84%	85%	-1%
Condition of local streets	89%	90%	-1%
Being open & accountable to the community	90%	92%	-2%
Condition of rural roads	74%	76%	-2%
Managing growth and major urban developments	81%	83%	-2%
Removal of illegally dumped rubbish	88%	90%	-2%
Planning and building advice & assessment	71%	74%	-3%
Enforcement of local laws	84%	88%	-4%
Communication on Council's strategies and plans	77%	82%	-5%
Condition of footpaths	81%	86%	-5%
Protecting & improving native vegetation and biodiversity	79%	85%	-6%
Presentation of street trees	70%	76%	-6%
Condition of bicycle paths	47%	54%	-7%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
 ▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Comparison to the Micromex LGA Benchmark - Satisfaction

Service/Facility	City of Playford Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Planning and building advice & assessment	85%▲	72%	13%
Managing growth and major urban developments	80%▲	70%	10%
Planning for the future	82%	74%	8%
Condition of bicycle paths	79%	72%	7%
Removal of graffiti	86%	79%	7%
Presentation of ovals and sports grounds	98%	91%	7%
Support for volunteer programs	97%	90%	7%
Protecting & improving native vegetation and biodiversity	93%	87%	6%
Providing support & facilities for sporting clubs	96%	90%	6%
Community input to Council decision-making	75%	70%	5%
Council events	96%	91%	5%
Hard waste collection	93%	88%	5%
Access to community venues	95%	90%	5%
Supporting business and industry development	89%	84%	5%
Presentation of street trees	79%	75%	4%
Public health & safety	93%	90%	3%
Library service	96%	94%	2%
Presentation of parks and reserves	93%	91%	2%
Kerbside waste collection	95%	94%	1%
Safety of playgrounds	92%	91%	1%
Condition of local streets	74%	74%	0%
Condition of rural roads	75%	75%	0%
Condition of street kerbs	79%	79%	0%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Comparison to the Micromex LGA Benchmark – Satisfaction, Continued

Service/Facility	City of Playford Council T3 box satisfaction score	Micromex LGA Benchmark – Metro T3 box satisfaction score	Variance
Adequate stormwater drainage	83%	84%	-1%
Condition of footpaths	72%	73%	-1%
Providing training and employment opportunities	83%	84%	-1%
Presentation of landscapes verges	71%	72%	-1%
Enforcement of local laws	85%	87%	-2%
Presentation of street verges	69%	72%	-3%
Being open & accountable to the community	74%	77%	-3%
Communication on Council's strategies and plans	77%	80%	-3%
Removal of illegally dumped rubbish	70%▼	80%	-10%
Council provide value for money for the rates paid	63%▼	79%	-16%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Nature of Enquiry

Q1c. How would you describe the nature of your enquiry?

	Male	Female	18-34	35-49	50-64	65+
Roads/footpaths/drains/trees	17%	14%	21%	16%	8%	14%
Animal management (e.g. dog registrations)	5%	14%▲	6%	14%	10%	16%
Kerbside waste (e.g. general, recycling, green organics)	7%	12%	16%	11%	6%	6%
Rates/fees and charges (including parking)	6%	11%	14%	8%	6%	7%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	9%	7%	8%	8%	9%	5%
Environmental issues	9%	7%	7%	5%	11%	6%
Planning and development	10%	6%	4%	10%	11%	4%
Illegally dumped rubbish	5%	6%	6%	8%	6%	5%
City appearance (e.g. litter/graffiti)	7%	2%	4%	1%	2%	11%▲
Parking	4%	3%	3%	8%	3%	0%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	3%	4%	6%	0%	4%	2%
Complaint	2%	3%	3%	3%	3%	2%
Community events and services	3%	2%	0%	0%	3%	7%▲
Street lighting	0%	3%	3%	1%	2%	0%
Permits	2%	2%	0%	0%	6%▲	1%
Health and safety	2%	0%	0%	0%	3%	3%
Verge maintenance/gardening	2%▲	0%	0%	2%	0%	3%
Fence/boundary enquiry	0%	1%	0%	0%	3%▲	0%
Libraries	1%	1%	0%	1%	0%	2%
Community transport	1%	0%	0%	2%▲	0%	1%
Council policies	2%	0%	0%	0%	3%	0%
Phone line issues	2%	0%	0%	0%	3%	0%
Home assistance	1%	0%	0%	0%	0%	2%▲
Feedback/consultation	1%	0%	0%	0%	0%	1%▲
Council employee complaint	1%	0%	0%	0%	0%	1%▲
Don't know	1%	0%	0%	0%	0%	2%▲
Base	97	137	76	55	63	40

▲▼ = A significantly higher/lower percentage (by group)



Nature of Enquiry

Q1c. How would you describe the nature of your enquiry?

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Roads/footpaths/drains/trees	16%	9%	21%	15%	8%	18%	11%
Animal management (e.g. dog registrations)	10%	11%	8%	9%	10%	14%	12%
Kerbside waste (e.g. general, recycling, green organics)	10%	9%	13%	8%	10%	13%	4%
Rates/fees and charges (including parking)	10%	3%	2%▼	17%	5%	11%	12%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	6%	18%▲	4%	11%	4%	13%	9%
Environmental issues	9%▲	1%	5%	8%	10%	3%	14%
Planning and development	9%	0%	14%	6%	9%	3%	6%
Illegally dumped rubbish	5%	9%	4%	4%	11%	5%	7%
City appearance (e.g. litter/graffiti)	2%	12%▲	7%	3%	3%	5%	2%
Parking	2%	9%	4%	4%	2%	3%	4%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	3%	5%	7%	3%	6%	0%	0%
Complaint	2%	7%	0%	5%	2%	5%	1%
Community events and services	2%	3%	0%	2%	5%	1%	3%
Street lighting	2%	0%	1%	2%	5%	0%	0%
Permits	2%	0%	4%	0%	3%	0%	0%
Health and safety	1%	0%	0%	2%	3%	0%	1%
Verge maintenance/gardening	1%	0%	2%	0%	0%	1%	3%
Fence/boundary enquiry	1%	0%	0%	0%	0%	0%	6%▲
Libraries	1%	0%	1%	0%	1%	0%	1%
Community transport	1%	0%	0%	1%	3%▲	0%	0%
Council policies	1%	0%	0%	0%	0%	0%	5%▲
Phone line issues	0%	4%▲	0%	0%	0%	3%	0%
Home assistance	0%	0%	0%	0%	0%	2%▲	0%
Feedback/consultation	0%	0%	1%	0%	0%	0%	0%
Council employee complaint	0%	0%	0%	0%	1%▲	0%	0%
Don't know	0%	0%	0%	0%	1%	1%	0%
Base	194	40	55	51	47	49	32

▲▼ = A significantly higher/lower percentage (by group)



Online Tasks

Q1g. What tasks do you do online?

	Male	Female	18-34	35-49	50-64	65+
Make a payment	66%	70%	89%▲	75%	54%▼	32%▼
Submit an application	54%	60%	81%▲	64%	41%▼	17%▼
Make a booking	50%	59%	76%▲	60%	42%▼	20%▼
Request a service (e.g. new bin, change details)	53%	53%	72%▲	61%▲	39%▼	21%▼
Report a problem	50%	52%	69%▲	57%	36%▼	24%▼
Make a general enquiry	49%	50%	71%▲	54%	33%▼	19%▼
Give feedback on Council initiatives and plans	43%	52%	67%▲	50%	38%▼	14%▼
I don't want to do any tasks online	17%	15%	3%▼	12%	27%▲	33%▲
I don't have access/know how to use the internet	9%	8%	2%▼	2%▼	10%	32%▲
Other	2%	2%	1%	2%	3%	2%
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Make a payment	70%	64%	80%▲	70%	81%▲	48%▼	55%▼
Submit an application	55%	62%	68%▲	61%	61%	40%▼	47%
Make a booking	53%	59%	64%▲	57%	62%	38%▼	46%
Request a service (e.g. new bin, change details)	51%	59%	67%▲	57%	56%	36%▼	42%▼
Report a problem	48%	59%	66%▲	47%	54%	39%▼	43%
Make a general enquiry	48%	55%	64%▲	45%	51%	37%▼	46%
Give feedback on Council initiatives and plans	44%	56%	60%▲	48%	56%	28%▼	38%
I don't want to do any tasks online	17%	13%	8%▼	18%	10%	23%▲	23%▲
I don't have access/know how to use the internet	8%	9%	4%▼	7%	5%	19%▲	11%
Other	2%	1%	1%	3%	3%	1%	2%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)



Awareness of Programs, Events and Initiatives

Q2a. How do you hear about City of Playford's work, programs, events and initiatives?

	Male	Female	18-34	35-49	50-64	65+
Letters (including rates notice)	66%	62%	62%	55%▼	70%	73%▲
Brochures/flyers	60%	60%	56%	57%	66%	66%
Word of mouth	57%	61%	61%	64%	56%	53%
Council publication 'Playford News'	50%	50%	38%▼	43%	64%▲	68%▲
Social media – General (Advertised, Adelaide Now)	41%	52%▲	65%▲	50%	36%▼	17%▼
Social media – Playford Council pages	37%	51%▲	67%▲	51%	23%▼	13%▼
Billboards (Main North Road & Philip Highway)	32%	31%	35%	34%	28%	24%▼
Local Press (Messenger & Bunyip)	30%	26%	23%	28%	31%	35%▲
Council website or My Playford mobile app	28%	26%	32%	34%	22%	16%▼
Elected Members	21%	22%	20%	24%	19%	23%
Council staff	16%	18%	19%	15%	12%	22%
Other	6%	7%	6%	10%	5%	5%
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Letters (including rates notice)	68%▲	54%	67%	56%	70%	65%	64%
Brochures/flyers	59%	64%	58%	56%	55%	70%▲	64%
Word of mouth	59%	61%	70%▲	57%	53%	50%	62%
Council publication 'Playford News'	51%	48%	43%	54%	52%	55%	48%
Social media – General (Advertised, Adelaide Now)	45%	52%	52%	52%	43%	38%	41%
Social media – Playford Council pages	41%	53%▲	54%▲	48%	40%	33%▼	39%
Billboards (Main North Road & Philip Highway)	30%	35%	27%	37%	28%	29%	35%
Local Press (Messenger & Bunyip)	26%	32%	32%	28%	26%	24%	27%
Council website or My Playford mobile app	26%	32%	28%	25%	23%	25%	36%
Elected Members	22%	20%	28%	16%	23%	16%	21%
Council staff	18%	15%	14%	18%	11%	18%	25%
Other	5%	10%	1%▼	9%	3%▼	12%▲	7%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)



Awareness of Programs, Events and Initiatives

Q2a. How do you hear about City of Playford's work, programs, events and initiatives?

Other specified	N = 606
Do not hear any information/news	2%
Email	1%
Library	1%
Radio	1%
TV	1%
Google searches	<1%
Grenville Hub	<1%
School	<1%
Through local clubs	<1%
Post	<1%



Types of Information Residents would Like to Receive

Q2d. What type of information would you like to receive from City of Playford?

	Male	Female	18-34	35-49	50-64	65+
Services available to you	93%	93%	94%	94%	92%	91%
Service updates	88%	91%	90%	91%	91%	82%▼
How to get things done with Council	85%	83%	87%	81%	91%▲	71%▼
How rates are being spent	87%	80%	80%	88%	86%	80%
Community events	74%	89%▲	86%	87%	78%	70%▼
Planning and development news	82%	80%	81%	82%	87%	72%▼
New initiatives of Council	77%	85%▲	82%	84%	83%	72%▼
Education and information on animal management, fire prevention, dumping and rural weed spread	72%	76%	75%	76%	77%	62%▼
How to get involved and informed about local decision making	61%	63%	68%	62%	66%	44%▼
Local achievers	45%	57%▲	45%	53%	58%	53%
Local sporting updates	46%	44%	51%	47%	45%	30%▼
Other	4%	3%	2%	3%	5%	3%
Base	296	310	214	151	140	101

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Services available to you	92%	94%	97%	92%	92%	91%	90%
Service updates	90%	88%	89%	89%	88%	93%	88%
How to get things done with Council	84%	83%	82%	82%	88%	83%	88%
How rates are being spent	86%	77%	88%	79%	91%▲	79%	78%
Community events	79%	88%	84%	84%	86%	77%	75%
Planning and development news	85%▲	71%	88%▲	81%	83%	76%	75%
New initiatives of Council	84%▲	74%	83%	85%	80%	73%	80%
Education and information on animal management, fire prevention, dumping and rural weed spread	73%	76%	72%	72%	78%	79%	70%
How to get involved and informed about local decision making	61%	66%	65%	63%	68%	60%	51%▼
Local achievers	52%	51%	47%	48%	55%	57%	53%
Local sporting updates	46%	43%	47%	44%	47%	41%	47%
Other	4%	1%	2%	5%	2%	4%	2%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)



Types of Information Residents would Like to Receive

Q2d. What type of information would you like to receive from City of Playford?

Other specified	N = 606
Do not want to receive information	1%
Bus timetables	<1%
Council's response/actions to community feedback	<1%
Crime statistics	<1%
Disabled/elderly access and services	<1%
How Council decisions are made	<1%
Local businesses	<1%
Local news	<1%
Local rules and regulations	<1%
Projects/actions Council is considering	<1%
Repair and maintenance plans	<1%



City of Playford Facilities Visited

Q5. In the last 12 months, which of the following City of Playford facilities have you visited?

	Male	Female	18-34	35-49	50-64	65+
Parks, reserves, nature reserves & playgrounds	81%	84%	89%▲	87%	84%	59%▼
Sportsgrounds and ovals	63%	58%	68%	71%▲	55%	34%▼
Playford Libraries (Civic Centre/Stretton Centre)	51%	51%	48%	58%	51%	47%
Playford Civic Centre/Shedley Theatre	34%	38%	32%	40%	39%	34%
Dog Friendly Park	36%	34%	47%▲	34%	32%	17%▼
Elizabeth Aquadome	29%	39%▲	35%	50%▲	28%	16%▼
Elizabeth Oval (X Convenience Oval)	36%	30%	35%	34%	35%	24%▼
Stretton Centre	23%	27%	27%	37%▲	15%▼	15%▼
Immunisation Clinic	19%	22%	31%▲	28%▲	7%▼	7%▼
John McVeity Centre	19%	22%	26%	25%	14%	12%▼
Playford City Tennis Centre	18%	15%	23%▲	14%	12%	12%
Skate parks	19%	13%	21%▲	23%▲	6%▼	7%▼
Healthy Food Co (Elizabeth Downs and Smithfield Plains)	12%	16%	21%▲	18%	5%▼	7%▼
Prince George Plaza	15%	12%	8%▼	19%	14%	19%▲
Precinct on Coventry Road	14%	11%	14%	11%	14%	8%
Playford Bowling Club	12%	12%	22%▲	9%	2%▼	8%
Grenville Community Hub	13%	9%	5%▼	8%	13%	23%▲
Elizabeth Rise Community Centre	9%	9%	11%	13%	5%	4%▼
Northern Sound System	8%	9%	12%	12%	5%	2%▼
Uley Road Hall	8%	8%	10%	9%	4%	7%
Spruance Road Hall	3%	3%	4%	3%	3%	1%
None of these	8%	7%	6%	4%	8%	16%▲
Base	296	310	214	151	140	101

▲▼ = A significantly higher/lower percentage (by group)



City of Playford Facilities Visited

Q5. In the last 12 months, which of the following City of Playford facilities have you visited?

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Parks, reserves, nature reserves & playgrounds	82%	83%	77%	91%▲	87%	79%	77%
Sportsgrounds and ovals	60%	61%	64%	63%	68%	47%▼	53%
Playford Libraries (Civic Centre/Stretton Centre)	50%	54%	44%	63%▲	53%	49%	45%
Playford Civic Centre/Shedley Theatre	35%	39%	33%	37%	36%	36%	39%
Dog Friendly Park	34%	37%	33%	41%	35%	23%▼	43%
Elizabeth Aquadome	34%	34%	29%	31%	36%	41%	37%
Elizabeth Oval (X Convenience Oval)	31%	38%	38%	26%	30%	34%	37%
Stretton Centre	23%	29%	25%	39%▲	19%	17%	19%
Immunisation Clinic	20%	22%	21%	23%	19%	17%	21%
John McVeity Centre	19%	26%	23%	21%	18%	20%	20%
Playford City Tennis Centre	16%	17%	20%	13%	16%	10%	23%
Skate parks	15%	17%	20%	22%	9%	12%	12%
Healthy Food Co (Elizabeth Downs and Smithfield Plains)	12%	20%	18%	9%	11%	14%	20%
Prince George Plaza	14%	11%	11%	12%	14%	17%	17%
Precinct on Coventry Road	12%	14%	12%	15%	8%	18%	7%
Playford Bowling Club	9%	19%▲	13%	12%	10%	10%	13%
Grenville Community Hub	10%	14%	8%	8%	11%	17%	13%
Elizabeth Rise Community Centre	8%	12%	6%	11%	4%	5%	20%▲
Northern Sound System	7%	14%▲	11%	11%	3%	5%	11%
Uley Road Hall	8%	9%	6%	6%	11%	5%	12%
Spruance Road Hall	3%	3%	0%	3%	2%	1%	9%▲
None of these	8%	6%	11%	2%▼	7%	9%	10%
Base	449	156	148	148	110	98	101

▲▼ = A significantly higher/lower percentage (by group)



Continued Residence in the City of Playford

Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?

Q8c. May I ask why?

Yes (81%)	N = 606
Playford is home/I own a house here/I have lived in the area a long time	29%
Happy/comfortable/ideal lifestyle	14%
Proximity to family and friends	11%
Convenient location/central to services and facilities	9%
Friendly/supportive community/safe neighbourhood	9%
Nice/likeable/quiet area	8%
Playford is affordable/cannot afford to move	7%
No desire/reason to leave	5%
Children are settled at school	4%
Employment/business opportunities	3%
Old age/retirement	3%
Like the parks/environment/native aspects	2%
Quality services/facilities that meet our needs	2%
Pleased with Council services/efforts	1%
Enjoy the open space/country/rural feel	1%
Room for growth and development	1%
Beautiful scenery/views	<1%
Caring for my father	<1%
Dog is buried in the back yard	<1%
Need for a new Council	<1%
Don't know	1%

No (11%)	N = 606
Dislike the area/don't want to live here	3%
Better educational opportunities elsewhere	1%
Career opportunities/work commitments elsewhere	1%
Dissatisfied with Council	1%
Expensive/rates are too high	1%
Moving closer to friends/family	1%
Personal reasons	1%
There is nothing to do in Playford	1%
Want a larger property	1%
Area is ugly	<1%
Community feel has changed	<1%
Health reasons	<1%
In the ADF and have been posted elsewhere	<1%
Moving elsewhere to retire	<1%
Need for more open spaces	<1%
Too far away from services/facilities	<1%
Too far from the city	<1%
Want to be near the beach	<1%
We move frequently/living in Playford was temporary	<1%



Continued Residence in the City of Playford

Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?

Q8c. May I ask why?

Don't know/unsure (8%)	N = 606
Career opportunities/work commitments	1%
Dissatisfied with Council	1%
I like it here	1%
Moving dependent on new infrastructure	1%
Need to downsize/more space	1%
Old age/retirement	1%
The area needs to be revitalised	1%
City of Playford lacks services/facilities	<1%

	N = 606
Community feel	<1%
Current health issues	<1%
I want to buy a house but I am not sure where	<1%
May move overseas to be with spouse	<1%
Might be offered alternative housing as I am renting	<1%
Own a house here but want to move	<1%
People in the area are rude	<1%
Want to move out of home	<1%
Don't know	2%





Appendix B: Methodology and Demographics



Background & Methodology

Sample selection and error

A total of 606 resident interviews were completed. 514 of the 606 respondents were chosen by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 92 respondents were 'number harvested' via face-to-face intercept at several locations around the City of Playford LGA, i.e. Elizabeth Train Station, Smithfield Train Station, Blakes Crossing Shopping Centre, Angle Vale Shopping Centre and Farmers Markets. New number harvesting would normally be conducted each year for the community satisfaction research, however, due to social distancing restrictions from COVID-19, this sample of number harvested respondents were recruited in 2019, but did not participate in the 2019 survey.

A sample size of 606 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=606 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for City of Playford LGA.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, City of Playford.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and Ward.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.



Background & Methodology

Ratings questions

The Unipolar Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important and agree & strongly agree)

Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Top 3 (T3) Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 120 surveys and over 68,000 interviews since 2012.

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Demographics

QA2. In what suburb do you live in?

Suburb	N = 606
Craigmore	12%
Andrews Farm	11%
Munno Para West	8%
Angle Vale	7%
Blakeview	7%
Davoren Park	7%
Elizabeth Downs	5%
Hillbank	5%
Munno Para	5%
Elizabeth East	4%
Smithfield	4%
Elizabeth Vale	3%
Elizabeth Grove	3%
Elizabeth North	3%
Elizabeth Park	3%
One Tree Hill	3%

Suburb	N = 606
Elizabeth South	2%
Smithfield Plains	2%
Elizabeth	1%
Eyre	1%
MacDonald Park	1%
Penfield	1%
Virginia	1%
Waterloo Corner	1%
Bibaringa	<1%
Buckland Park	<1%
Hillier	<1%
Humbug Scrub	<1%
Munno Para Downs	<1%
Penfield Gardens	<1%
Sampson Flat	<1%
Uleybury	<1%



Demographics

Q10. Please stop me when I read out your age group?

	N = 606
18-34	35%
35-49	25%
50-64	23%
65+	17%

Q14. How long have you lived in the local area?

	N = 606
Less than 2 years	3%
2 - 5 years	16%
6 - 10 years	17%
11 - 20 years	20%
More than 20 years	44%

Q11. Which country were you born in?

	N = 606		N = 606
Australia	78%	Indonesia	<1%
United Kingdom	13%	Ireland	<1%
Afghanistan	1%	Malaysia	<1%
Africa	1%	Malta	<1%
Asia	1%	Mauritius	<1%
Italy	1%	Nepal	<1%
New Zealand	1%	Netherlands	<1%
Papua New Guinea	1%	Russia	<1%
Philippines	1%	Singapore	<1%
Austria	<1%	South Africa	<1%
Belgium	<1%	South Sudan	<1%
Bhutan	<1%	Sri Lanka	<1%
Canada	<1%	Sudan	<1%
Cook Islands	<1%	Thailand	<1%
Germany	<1%	United States	<1%
Holland	<1%	Vietnam	<1%
India	<1%		



Demographics

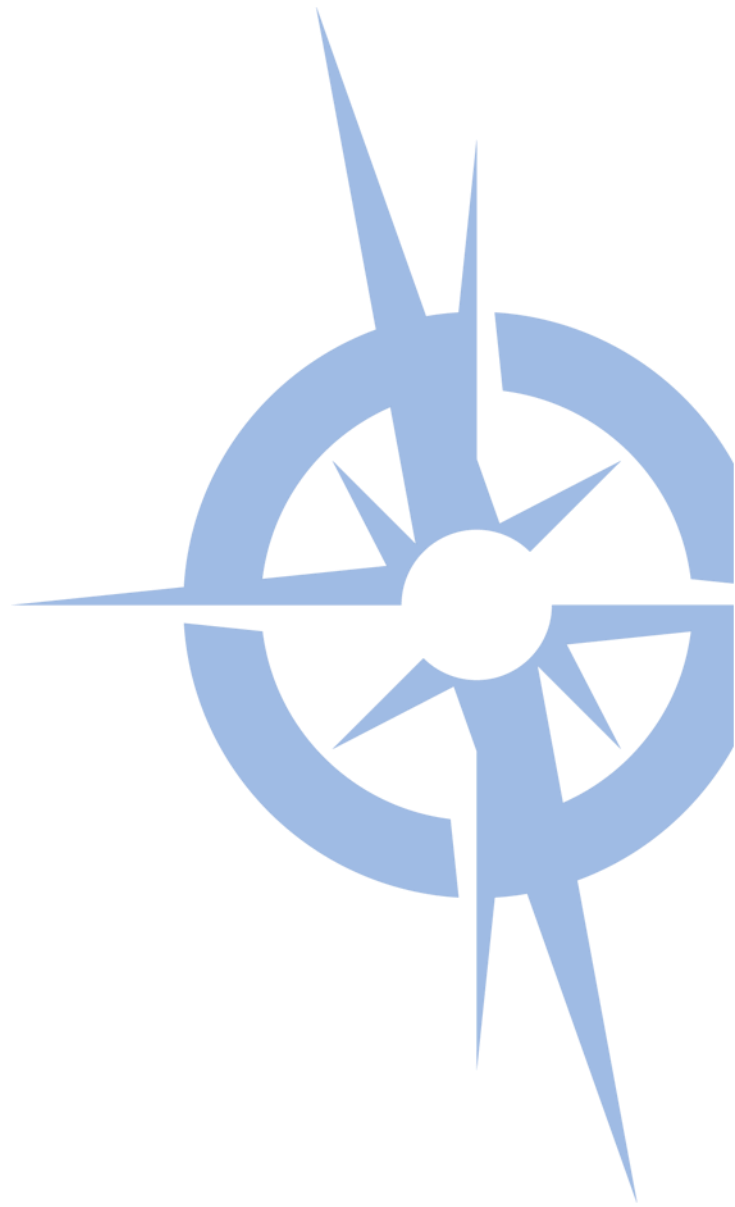
Q12. Which of the following best describes the house where you are currently living?

	N = 605
Ratepayer	74%
Non-ratepayer	26%

Q13. Which of the following best describes your status?

	N = 605
Married/de facto with children	38%
Married/de facto with no children	20%
Single with no children	16%
Single parent with children	11%
Living at home with parents	9%
Extended family household (multiple generations)	4%
Group household	2%





Appendix C: Questionnaire



**City of Playford
Resident Satisfaction Survey
July 2020**

Good morning/afternoon/evening, my name is.....and I'm calling on behalf of City of Playford Council from a company called Micromex Research. We are conducting research with residents regarding services, facilities and priorities in the area to help Council better understand the diverse needs of its residents.

QA1. Before we start I would like to check whether you or an immediate family member work for City of Playford?

- ☐ Yes **(Terminate survey)**
☐ No

QA2. In which suburb do you live?

Ward 1

- | | |
|--------------------------------------|--|
| <input type="radio"/> Andrews Farm | <input type="radio"/> Penfield |
| <input type="radio"/> Angle Vale | <input type="radio"/> Penfield Gardens |
| <input type="radio"/> Buckland Park | <input type="radio"/> Smithfield Plains |
| <input type="radio"/> Eyre | <input type="radio"/> Virginia |
| <input type="radio"/> MacDonald Park | <input type="radio"/> Waterloo Corner (Part) |

Ward 2

- | | |
|--------------------------------------|--|
| <input type="radio"/> Blakeview | <input type="radio"/> Munno Para Downs |
| <input type="radio"/> Hillier (Part) | <input type="radio"/> Munno Para West |
| <input type="radio"/> Munno Para | <input type="radio"/> Smithfield |

Ward 3

- | | |
|--|---|
| <input type="radio"/> Bibaringa | <input type="radio"/> Humbug Scrub (Part) |
| <input type="radio"/> Craigmore (Part) | <input type="radio"/> One Tree Hill |
| <input type="radio"/> Evanston Park (Part) | <input type="radio"/> Sampson Flat |
| <input type="radio"/> Gould Creek | <input type="radio"/> Uleybury |
| <input type="radio"/> Hillbank | <input type="radio"/> Yattalunga |

Ward 4

- | | |
|---------------------------------------|---------------------------------------|
| <input type="radio"/> Davoren Park | <input type="radio"/> Elizabeth North |
| <input type="radio"/> Edinburgh North | <input type="radio"/> Elizabeth South |
| <input type="radio"/> Elizabeth | <input type="radio"/> Elizabeth Vale |

Ward 5

- | | |
|--|---------------------------------------|
| <input type="radio"/> Craigmore (Part) | <input type="radio"/> Elizabeth Grove |
| <input type="radio"/> Elizabeth Downs | <input type="radio"/> Elizabeth Park |
| <input type="radio"/> Elizabeth East | |

Section A – City of Playford Customer Service

I'd like you now to please think about your experiences with City of Playford.

Q1a. Have you contacted Council in the last 12 months?

- ☐ Yes
☐ No **(Go to Q1f)**

Q1b. When you last made contact with City of Playford staff was it by: Prompt

- ☐ Phone
☐ Mail
☐ Email
☐ Council Website
☐ Social media
☐ Elected Member
☐ In person

Q1c. How would you describe the nature of your enquiry? Do not prompt

- ☐ City appearance (e.g. litter/graffiti)
☐ Roads/footpaths/drains/trees
☐ Animal management (e.g. dog registrations)
☐ Planning and development
☐ Rates/fees and charges (including parking)
☐ Kerbside waste (e.g. general, recycling, green organics)
☐ Hard rubbish (e.g. fridges, dryers, mattresses, bikes)
☐ Illegally dumped rubbish
☐ Community events and services
☐ Environmental issues
☐ Health and safety
☐ Libraries
☐ Recreation and leisure (e.g. pools, parks, sportsgrounds)
☐ Other (please specify).....

Q1d. Taking into account your enquiry, to what extent do you agree or disagree with the following statements? Please answer on a scale of 1 to 5, where 1 means Strongly disagree and 5 means Strongly agree. Prompt

	Strongly disagree			Strongly agree		(If rated 1 or 2) May I ask why?
	1	2	3	4	5	
City of Playford was easy to do business with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff are knowledgeable, helpful and pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was satisfied with the amount of time it took to get service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff followed through on my request/enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff provided me with all I needed to know in relation to my enquiry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1e. How would you rate your overall satisfaction with Council's level of customer service? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied

Q1f. Which of the following would be your preferred method of contacting Council? Prompt

- ☐ By phone
- ☐ By email
- ☐ By SMS
- ☐ In writing
- ☐ At the counter
- ☐ Online – online chat
- ☐ Online – self-service
- ☐ Online – social media
- ☐ Via an Elected Member
- ☐ Other (please specify).....

Q1g. What tasks do you do online? Please answer yes or no as I read each one. Prompt

- ☐ Make a payment
- ☐ Make a booking
- ☐ Manage rates accounts (e.g. view rates notices, set up rates direct debit)
- ☐ Submit an application
- ☐ Request a service (e.g. new bin, change details)
- ☐ Report a problem
- ☐ Make a general enquiry
- ☐ Give feedback on Council initiatives and plans
- ☐ I don't want to do any tasks online
- ☐ I don't have access/know how to use the internet
- ☐ Other (please specify).....

Q1h. Which would be your preferred method you would like to be contacted by council? Prompt

- ☐ By email
- ☐ By phone call
- ☐ By post
- ☐ By SMS
- ☐ Other (please specify).....

Q1i. What is your preferred method of delivery of invoices and rates notices? Prompt

- ☐ By post
- ☐ By email

Q1j. What are your preferred payment options? Prompt

- ☐ BPAY
- ☐ Online by credit card
- ☐ Direct Debit
- ☐ Centrepay
- ☐ Australia Post
- ☐ Cash



Section B – City of Playford Communication

Q2a. How do you hear about City of Playford's work, programs, events and initiatives? Prompt

- ☐ Council publication 'Playford News'
- ☐ Council website or My Playford mobile app
- ☐ Social media – Playford Council pages
- ☐ Social media – General (Advertised, Adelaide Now)
- ☐ Local Press (Messenger & Bunyip)
- ☐ Letters (including rates notice)
- ☐ Council staff
- ☐ Elected Members
- ☐ Brochures/flyers
- ☐ Billboards (Main North Road & Philip Highway)
- ☐ Word of mouth
- ☐ Other (please specify).....

Q2b. How satisfied are you with the level of communication City of Playford currently has with the community? Prompt

- ☐ Very satisfied **(Go to Q2d)**
- ☐ Satisfied **(Go to Q2d)**
- ☐ Somewhat satisfied **(Go to Q2d)**
- ☐ Not very satisfied
- ☐ Not at all satisfied

Q2c. Why do you say that?

.....

Q2d. What type of information would you like to receive from City of Playford? Prompt

- ☐ How rates are being spent
- ☐ Community events
- ☐ New initiatives of Council
- ☐ Local achievers
- ☐ Local sporting updates
- ☐ Service updates (roadworks, verge mowing)
- ☐ Services available to you
- ☐ Planning and development news
- ☐ How to get things done with Council – i.e. hard waste collection, noisy dogs etc.
- ☐ Education and information on animal management, fire prevention, dumping and rural weed spread
- ☐ How to get involved and informed about local decision making?
- ☐ Other (please specify).....



Section C - Importance & Satisfaction with City of Playford Services

Still thinking specifically about City of Playford...

Q3. In this section I will read out different City of Playford services or facilities. For each of these could you please indicate your opinion of the importance of the following service/facility to you, and in the second part, your level of satisfaction with the performance of that service? The scale is from 1 to 5, where 1 is low importance and low satisfaction, and 5 is high importance and high satisfaction.

City Maintenance and Presentation

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Condition of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of bicycle paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of street verges* (e.g. mowed regularly, tidy appearance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of landscaped verges (e.g. free from weeds, well maintained)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of street kerbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of street trees (e.g. pruning and general maintenance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of local streets (e.g. road surface, signage, and line marking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adequate stormwater drainage (e.g. to reduce flooding in streets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of rural roads (e.g. road surface, signage, line marking, grading)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removal of illegally dumped rubbish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removal of graffiti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of parks and reserves (e.g. mowed regularly, free from weeds, tidy appearance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety of playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of ovals and sports grounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rapid response service (e.g. responding to high risk situations - fallen trees, immediate footpath repair)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Verge: the portion of land between the street and a property. Not including the footpath.

Health, Environment & Regulatory Services

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Public health & safety (inspections of local businesses for food safety)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immunisation service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of local laws (animal management, parking compliance, other by laws)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kerbside waste collection (e.g. your wheelie bin collection)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard waste collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Protecting & improving native vegetation and biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
---	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Community Services

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Support for volunteer programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting business and industry development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and building advice & assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to community venues (Shedley Theatre, function/meeting space & community halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council events (e.g. Anzac Day, Carols, Australia Day celebrations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing support & facilities for sporting clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of community services (e.g. through aged, youth, family, disability, mental health programs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local community development (e.g. community centres, community programs and Men's Shed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health initiatives (e.g. Healthy Food Co & health and active programs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing training and employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-Fi within Council facilities and parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Accountability, Advocacy & Management

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Planning for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being open & accountable to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council provide value for money for the rates paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication on Council's strategies and plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Representation by Elected Members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Presentation of the City of Playford

Q4. Overall, how would you rate your satisfaction with the presentation of the City of Playford? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied

City of Playford Facilities

Q5. In the last 12 months, which of the following City of Playford facilities have you visited? Please answer yes or no as I read each one. Prompt

- ☐ Sportsgrounds and ovals
- ☐ Parks, reserves, nature reserves & playgrounds
- ☐ Skate parks
- ☐ Playford Libraries (Civic Centre/Stretton Centre)
- ☐ Playford Civic Centre/Shedley Theatre
- ☐ Stretton Centre
- ☐ Elizabeth Aquadome
- ☐ Elizabeth Rise Community Centre
- ☐ Grenville Community Hub
- ☐ John McVeity Centre
- ☐ Northern Sound System
- ☐ Healthy Food Co (Elizabeth Downs and Smithfield Plains)
- ☐ Prince George Plaza
- ☐ Playford City Tennis Centre
- ☐ Playford Bowling Club
- ☐ Elizabeth Oval (X Convenience Oval)
- ☐ Dog Friendly Park
- ☐ Immunisation Clinic
- ☐ Precinct on Conventry Road
- ☐ Spruance Road Hall
- ☐ Uley Road Hall

Section D - City of Playford Strategic Priorities

Q6a. Council is preparing a new Strategic Plan for the next four years and want to gather input from across their community. As part of this we want to investigate a number of key areas. On a scale of 1 - 5, where 1 is low importance and 5 is high importance, how important do you think it is we focus on: Prompt

	Low		High		
	1	2	3	4	5
Local Economy/Economic growth: Having more jobs, diversification of jobs, job security and being investment friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social connections/access to services: Having a supportive, inclusive and diverse community, with equitable access to services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green spaces: Having well-designed open spaces and trails, well maintained spaces, sustainability and biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighbourhood character: Having modern/vibrant culture, diverse areas and township character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City connections/transport: Having accessible paths and transport throughout the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City growth/infrastructure provision: Including ageing and new infrastructure (roads, footpaths, stormwater)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6b. Thinking about these areas, and more broadly of Council as a whole, what is the most critical thing you would like Council to focus on in next four years?

.....

Q7a. To what degree do you trust Council is doing its best for the City of Playford? Please answer on a scale of 1 to 5, where 1 means not at all trustworthy and 5 means completely trust.

- ☐ 5 – Completely trustworthy (Go to Q8a)
- ☐ 4 (Go to Q8a)
- ☐ 3
- ☐ 2
- ☐ 1 – Not at all trustworthy
- ☐ N/A (Go to Q8a)

Q7b. May I ask why?

.....

Section E - Living in Playford

Q8a. To what extent do you agree or disagree with the following? Please answer on a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree.

'I am proud to live in the City of Playford'

- ☐ 5 - Completely agree
- ☐ 4
- ☐ 3
- ☐ 2
- ☐ 1 - Completely disagree

Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

Q8c. May I ask why?

.....

Overall Satisfaction with City of Playford

Q9. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas? Prompt

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied

Section F – Demographic & Profiling questions

Q10. Please stop me when I read out your age group. Prompt

- ☐ 18 – 34
- ☐ 35 – 49
- ☐ 50 – 64
- ☐ 65 years and over



Q11. Which country were you born in?

- ☐ Australia
- ☐ Other (please specify)

Q12. Which of the following best describes the house where you are currently living?

- ☐ I/We own/are currently buying this property
- ☐ I/We currently rent this property

Q13. Which of the following best describes your status? Prompt

- ☐ Living at home with parents
- ☐ Single with no children
- ☐ Single parent with children
- ☐ Married/de facto with no children
- ☐ Married/de facto with children
- ☐ Group household
- ☐ Extended family household (multiple generations)

Q14. How long have you lived in the local area? Prompt

- ☐ Less than 2 years
- ☐ 2 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

Q15. Gender (determine by voice):

- ☐ Male
- ☐ Female

R1. Would you be interested in participating in future research?

- ☐ Yes
- ☐ No **(Go to end)**

R2. What are your contact details?

Name.....
Telephone.....
Email.....

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of City of Playford.

