



City of Playford Council

2015 Resident Satisfaction Survey Summary of Key Findings

Prepared by: Micromex Research
Date: August 2015

Background and Methodology

City of Playford Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- 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 satisfaction with regards to contact they have had with Council staff

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with City of Playford Council, developed the questionnaire.

The survey was conducted by telephone with n=601 households.

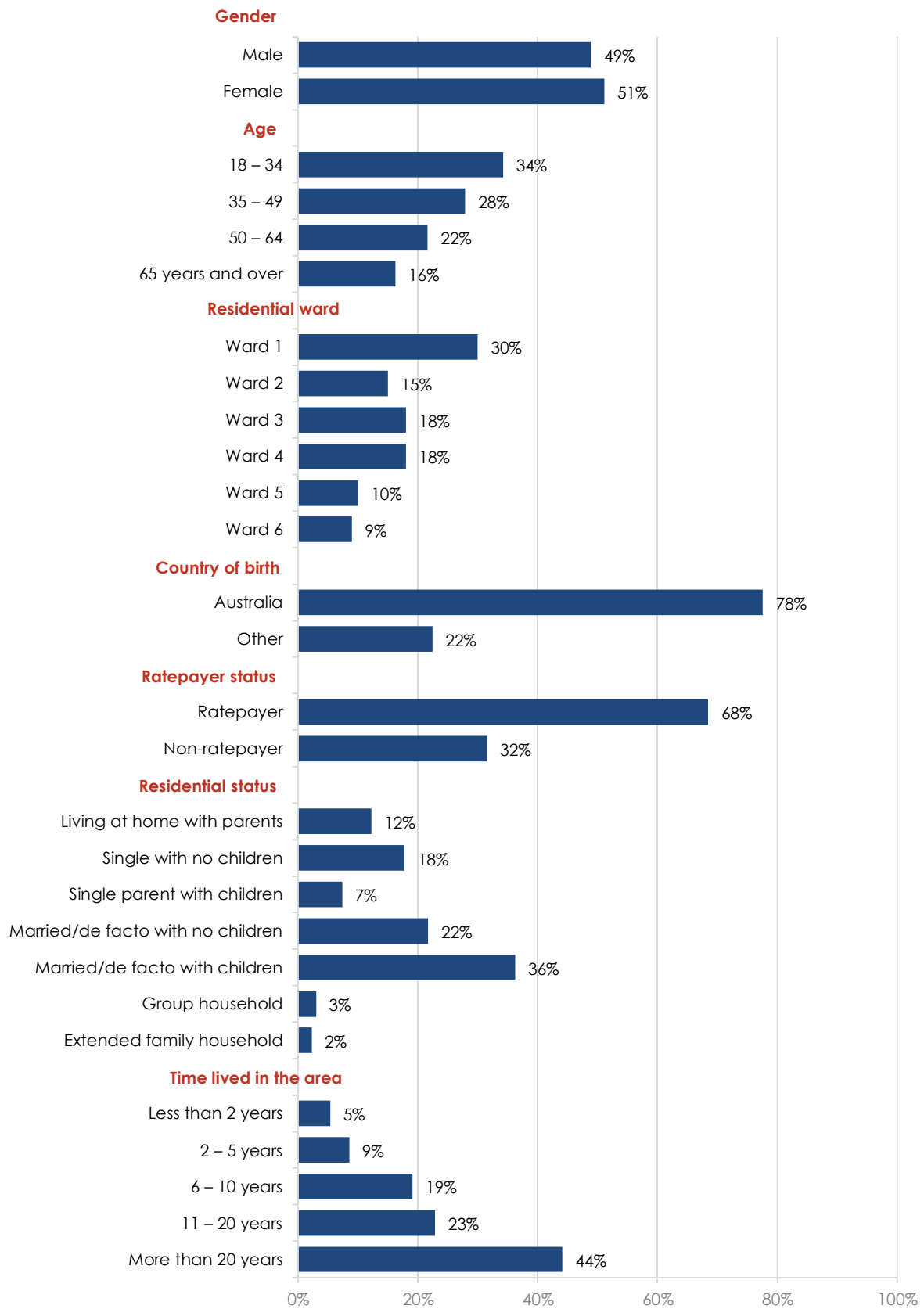
For the survey under discussion the greatest margin of error is 4.0%. This means, for example that the answer "satisfied" (50%) to the overall satisfaction question could vary from 46% to 54%.

Data collection

The survey was conducted during the period 11th – 20th July 2015.



Sample Profile



Base: n = 601



Key Findings

1. Overall Satisfaction with Council

93% of residents were at least 'somewhat satisfied' with the performance of Council in the last 12 months, a strong result for City of Playford. This outcome generates a mean score significantly higher than the LGA benchmark, and somewhat above the metropolitan standard.

There was a significant increase in overall satisfaction since 2014, with the mean rating returning to similar levels to 2013 and earlier.

Q11. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issue but across all responsibility areas?

	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	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*	69%	65%	68%	68%	70%	71%	74%	74%	73%	72%	75%	72%	69%

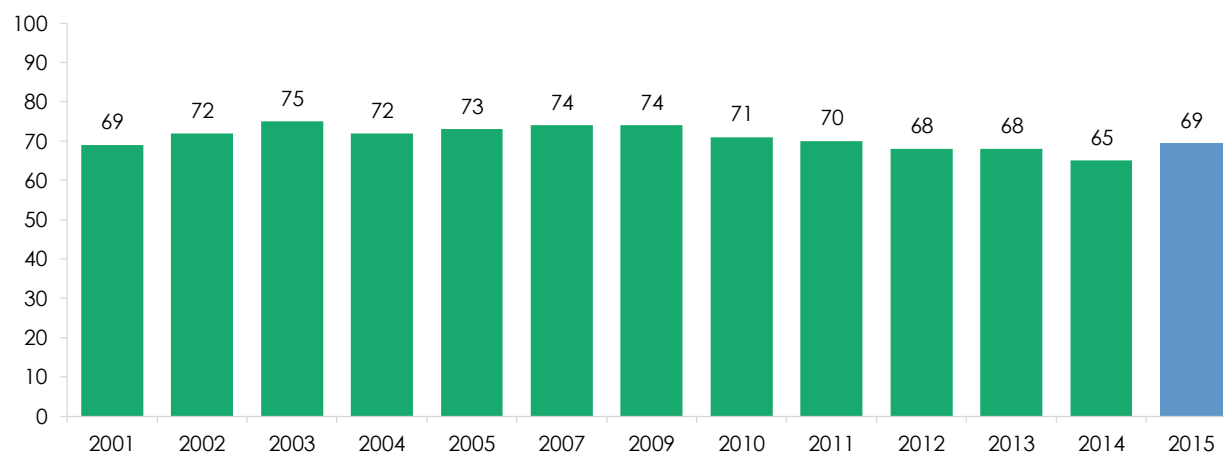
LGA BRAND SCORES	Metro	All Councils	City of Playford 2015
Mean ratings	3.45	3.31▼	3.57▲

2014 LGA Study T3 Box %	City of Playford T3 Box %
86%	93%

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

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

Overall Satisfaction Score as a Percentage*



* A noticeable improvement is the introduction of a 5 point scale. In comparison to a 10 point scale, a scale of 5 allows us to anchor residents' opinions in language, i.e. '7 out of 10' may mean different things to different people, but 'I am satisfied' within a 5 point scale has a concrete meaning.



Key Findings

2. Council's Key Performance Indicators

Measure	2015	2014	2013	2012	2011	2010
Overall Satisfaction	3.57▲	3.35	3.50	3.50	3.60	3.65
Planning for the future	3.55▲	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.32▲	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.23▲	2.80	3.05	3.05	2.95	2.60
Council provide value for money for the rates paid	3.00▲	2.60	2.85	2.65	2.80	2.85
Presentation of the City	3.57	3.50	3.45	3.45	3.35	N/A
Overall satisfaction with Council's level of customer service	3.76	3.90	3.90	4.00	3.80	3.60

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

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

3. Satisfaction with Council Services and Facilities

We Explored Resident Response to 37 Service Areas

Our Places, Our Spaces

Condition of local streets
 Presentation of street trees
 Condition of footpaths
 Condition of bicycle paths
 Presentation of street verges
 Condition of street kerbs
 Condition of rural roads
 Removal of graffiti
 Removal of illegally dumped rubbish
 Rapid response service
 Adequate stormwater drainage
 Presentation of parks and gardens
 Safety of playgrounds
 Presentation of ovals and sportsgrounds

Our Natural Environment

Protecting and improving native vegetation and biodiversity
 Kerbside waste collection
 Hard waste collection



Proud Place, Great Lifestyle

Access to community venues
 Civic events
 Library service
 Providing support and facilities for sporting clubs
 Availability of community services
 Supporting local community development
 Immunisation service
 Enforcement of local laws
 Health initiatives
 Public health and safety
 Planning and building advice and assessment

Connected and Collaborative Community Leaders

Support for volunteer programs
 Planning for the future
 Managing growth and major urban developments
 Supporting business and industry development
 Being open and accountable to the community
 Community input to Council decision-making
 Council provide value for money for the rates paid
 Communication on Council's visions and goals
 Representation by Elected Members

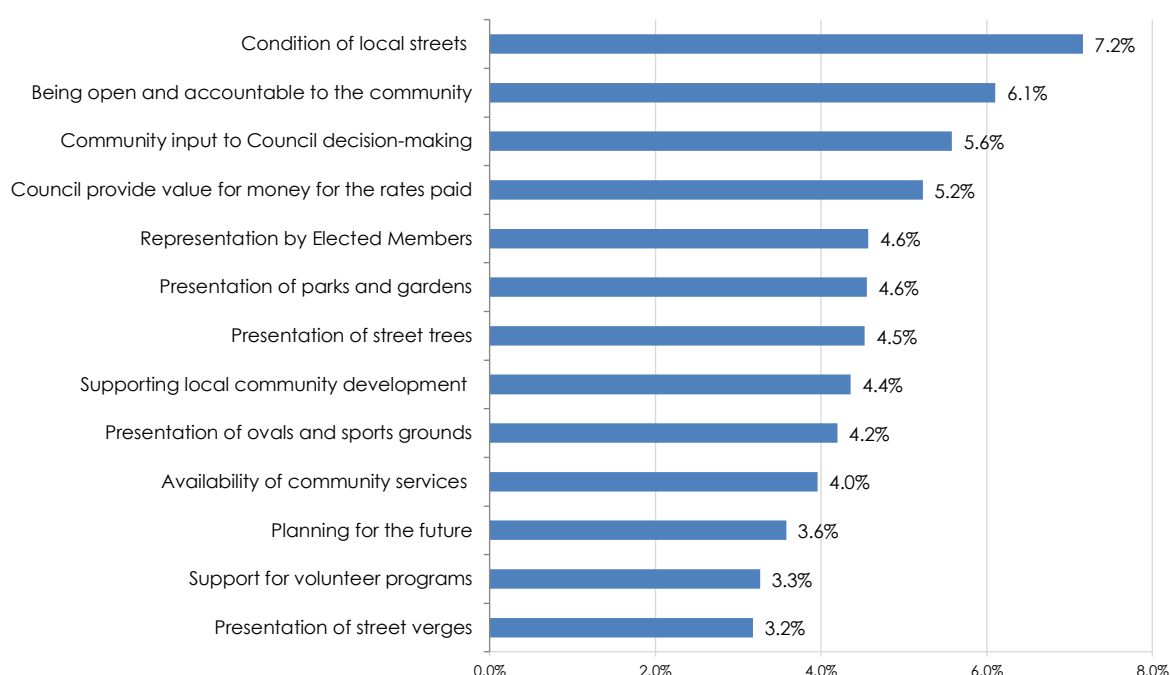
Key Findings

4. Key Drivers of Satisfaction with City of Playford

The results in the chart below provide City of Playford with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 13 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with City of Playford performance. Therefore, whilst all 37 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute to Over 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 13 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, 'presentation of street verges' contributes 3.2% towards overall satisfaction, while 'condition of local streets' (7.2%) is a far stronger driver, contributing over twice as much to overall satisfaction with Council.

Key Findings

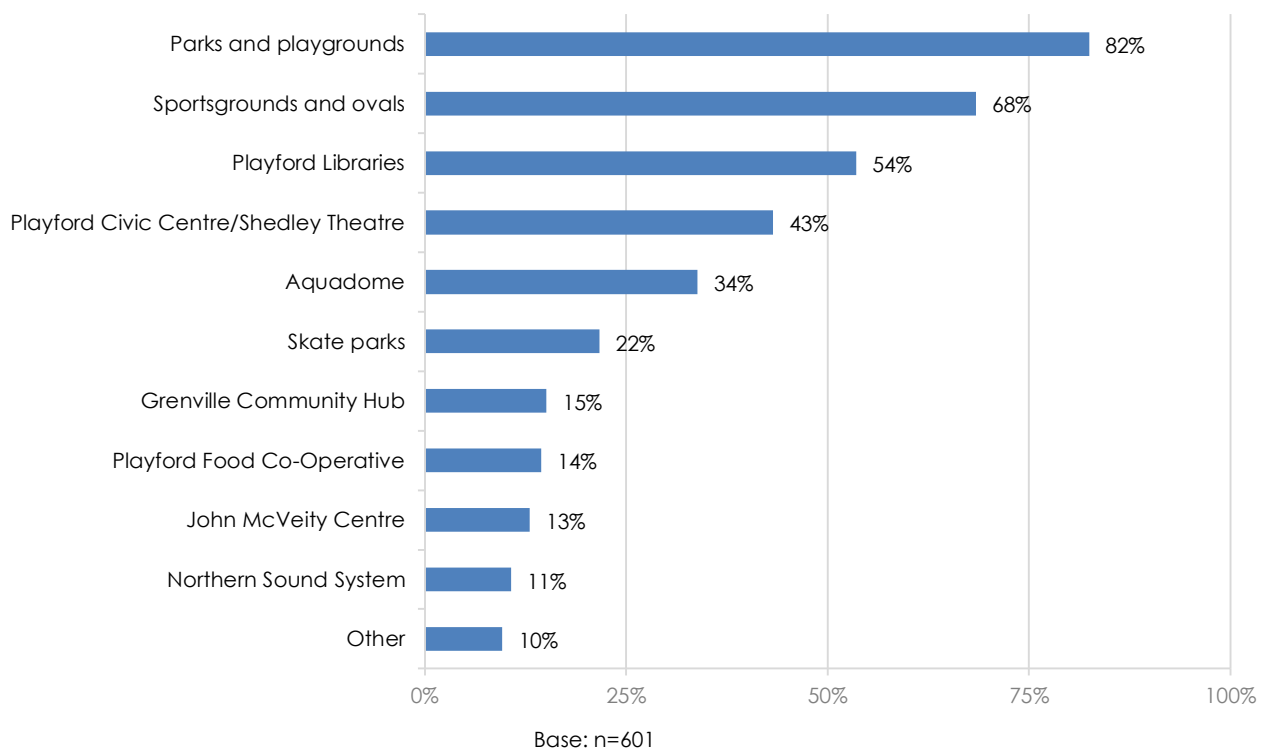
5. Use of Council Facilities

The most widely visited of the prompted Council facilities were 'parks and playgrounds' (82%), with 'sportsgrounds and ovals' (68%) and 'Playford libraries' (54%) also visited by a majority of the community.

Perhaps not surprisingly, those aged 65 and over were significantly less likely to have visited 'parks and playgrounds' (69%), 'sportsgrounds and ovals' (52%), and the 'Aquadome' (16%); however, these residents were markedly more likely to have visited 'Grenville Community Hub' (37%). Those aged 50 and over were significantly less likely to have visited 'skate parks' in the last 12 months (11%).

Non-ratepayers were significantly more likely to have visited 'Playford Food Co-Operative' (25%).

Q10. In the last 12 months, which of the following Council facilities have you visited?

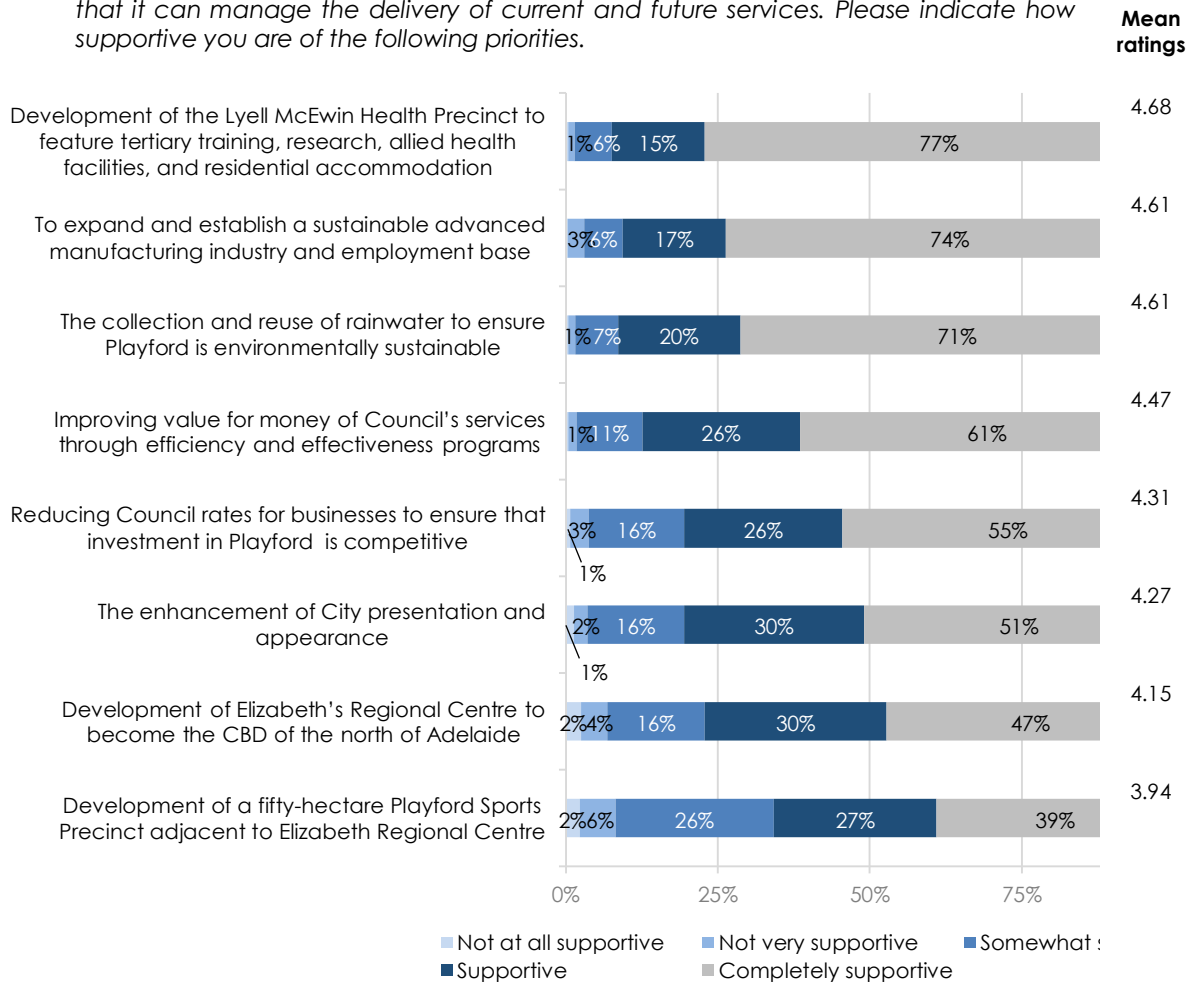


Key Findings

6. Support for Council's Strategic Goals

Support for the Strategic Goals was generally high, with a majority of residents indicating they were 'completely supportive' of 6 of the 8 proposed schemes, and no more than 8% indicating that they were 'not very supportive' or 'not at all supportive' of any one priority. 'Development of the Lyell McEwin Health Precinct...', 'to expand and establish a sustainable advanced manufacturing industry and employment base', and 'the collection and reuse of rainwater...' received the highest mean ratings, all suggesting 'extremely high' support levels and affirming their status as key priorities for the Playford community.

Q12a. City of Playford has identified 8 priorities for delivery in the coming four years, as outlined in Council's Strategic Plan Delivery Program. Council is seeking your opinion on these priorities so that it can manage the delivery of current and future services. Please indicate how supportive you are of the following priorities.



Base: n=600-601

Scale: 1 = not at all supportive, 5 = completely supportive

Key Findings

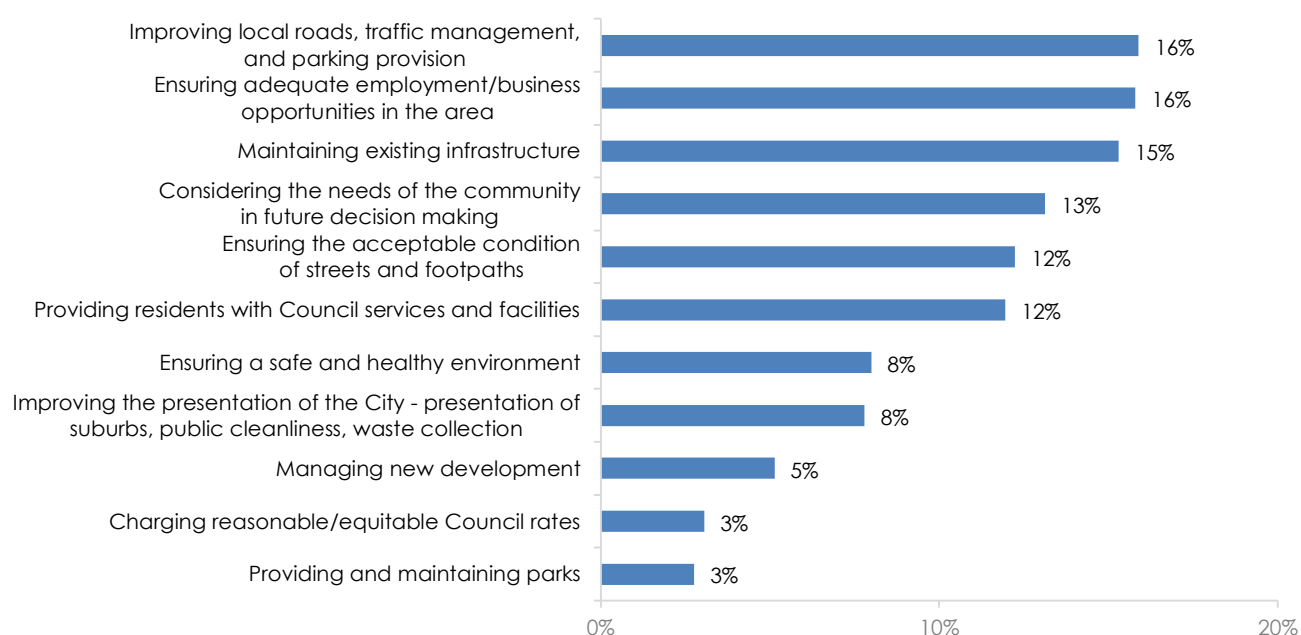
7. Priorities for the Local Area

The most commonly cited areas which residents perceived as priorities for Council were 'improving local roads, traffic management, and parking provision' (16%), 'ensuring adequate employment/business opportunities in the area' (16%), and 'maintaining existing infrastructure' (15%). There were also notable minorities of residents who were most concerned that Council adequately consider community needs, maintain streets and footpaths, and provide Council-led services and facilities to a good standard.

Q12b. What do you think are the key priorities for Council in the local area?

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.



Base: n=601

Summary and Recommendations

Summary

City of Playford Council is performing at a high level overall, with 93% of residents indicating they are at least 'somewhat satisfied' with the performance of Council over the last 12 months. The mean satisfaction score recorded by Playford residents significantly exceeds the Micromex benchmark generated from extensive consultation with numerous Councils, and as such should be seen as a clear positive response from the community. Of all 37 prompted service areas, only one – 'condition of footpaths' – recorded a satisfaction mean of less than 3.00. As such, the vast majority of measures should be seen as areas in which improvements would bolster resident satisfaction, rather than issues in need of urgent attention.

When asked the key priorities for Council in the LGA, residents were similarly likely to cite 'improving local roads, traffic management, and parking provision', 'ensuring adequate employment/business opportunities in the area', and 'maintaining existing infrastructure'. The lack of a clear primary concern among residents reflects their general contentment with living in the region. However, these most common suggestions do represent opportunities toward which Council may direct policy to capitalise on residents' top of mind concerns.

The most impactful drivers of satisfaction tend to revolve around issues of community engagement, with 'being open and accountable to the community', 'community input to Council decision-making', and 'Council provide value for money for the rates paid' among the strongest contributors to overall satisfaction. These outcomes may be symptomatic of a community with few concerns about the everyday service provision offered by Council, which is instead looking for local government to more effectively and ethically communicate its practices. The single strongest driver of overall satisfaction, though, is 'condition of local streets', a reminder that practical management of local infrastructure remains a vital component of residents' experience.

Recommendations

Based on the results of this research, Council should:

- Clarify resident expectations with regard to community engagement and Council management metrics, in order to develop the key drivers of overall satisfaction. The apparent need to improve areas such as 'community input into Council decision-making' and 'being open and accountable to the community' should prompt Council to uncover current practices and behaviours which residents find problematic.
- Seek to improve the few key infrastructural issues with which residents are only moderately satisfied, namely 'condition of local streets', 'presentation of street trees', and 'presentation of street verges'. Where possible, pairing developments in local streetscape management with improvements to other frequently cited local issues such as employment infrastructure would likely receive the most positive reaction from the community.
- Look to consult further with the community regarding its Strategic Goals, which typically received high levels of support across all demographics. Which of the programs, though, are considered comparatively more and less important for the coming four years, and which will function as motivators of, or barriers to, satisfaction with Council performance?





City of Playford Council

2015 Resident Satisfaction Survey Full Report

Prepared by: Micromex Research
Date: August 2015

The information contained herein is believed to be reliable and accurate. However, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



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Background and Methodology

Background and Methodology

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- Identifying the community's level of satisfaction with regards to contact they have had with Council staff

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with City of Playford Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 11th – 20th July 2015 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

City of Playford Local Government Area.

Sample selection and error

The sample consisted of a total of 601 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 601 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=601 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 the answer "satisfied" (50%) to the overall satisfaction question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2011 ABS census data.

Interviewing

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



Background and Methodology

Prequalification

Participants in this survey were pre-qualified as not being employed or having an immediate family member employed by Playford Council.

Data analysis

The data within this report was analysed using Q Professional. 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.

Ratings questions

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

This scale allowed for a mid-range position for those who had a divided or neutral opinion.

Note: Residents ascribing comparably low levels of importance to a service or facility, if asked, may assign satisfaction ratings to that service based on different criteria to others. They may indicate low satisfaction if they feel that the service is provided too widely, i.e. they feel that it is carried out to too high a standard, or high satisfaction if they perceive that the service is currently provided to an appropriately low standard. As such, only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Percentages

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

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of City of Playford Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

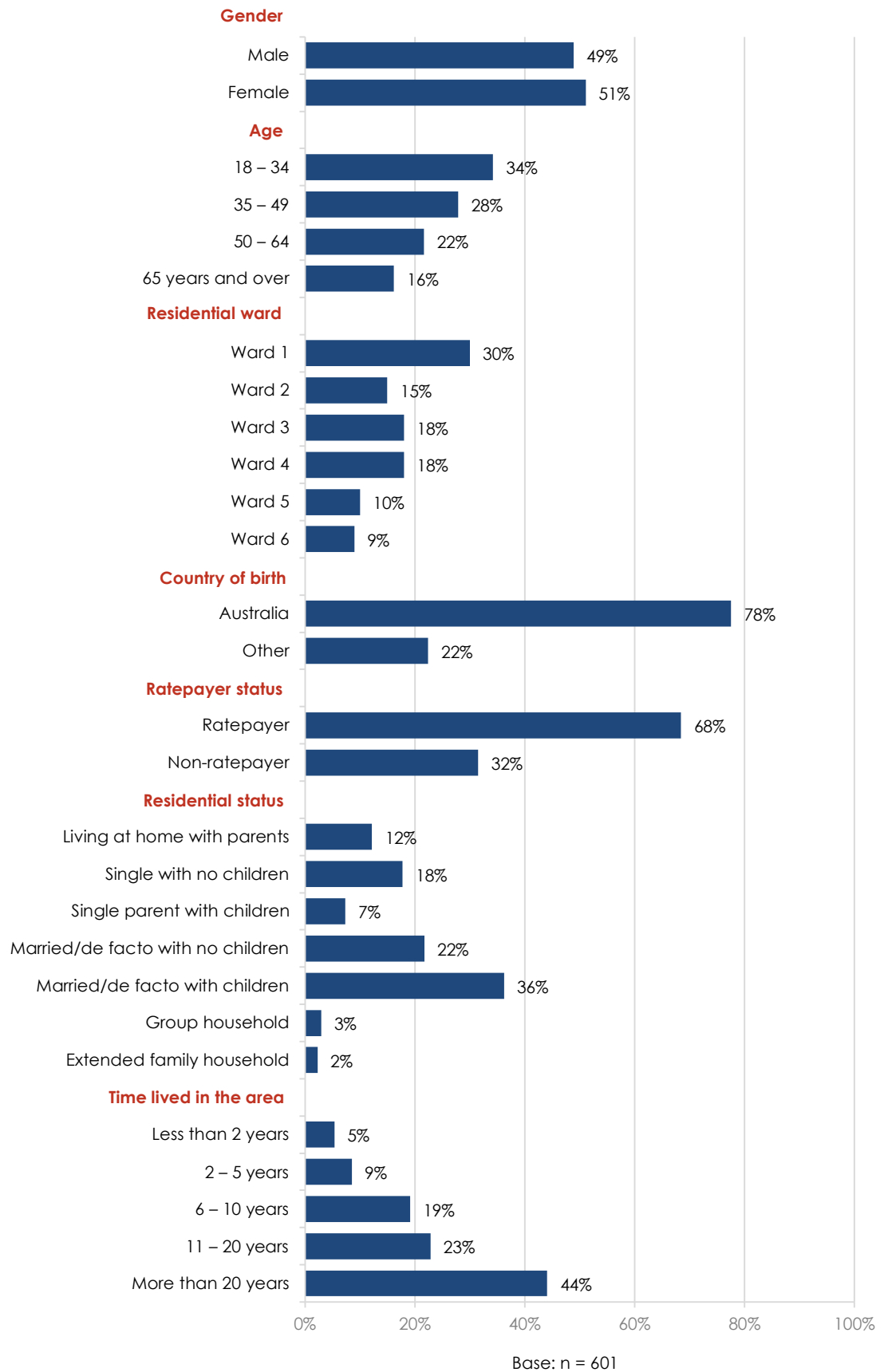


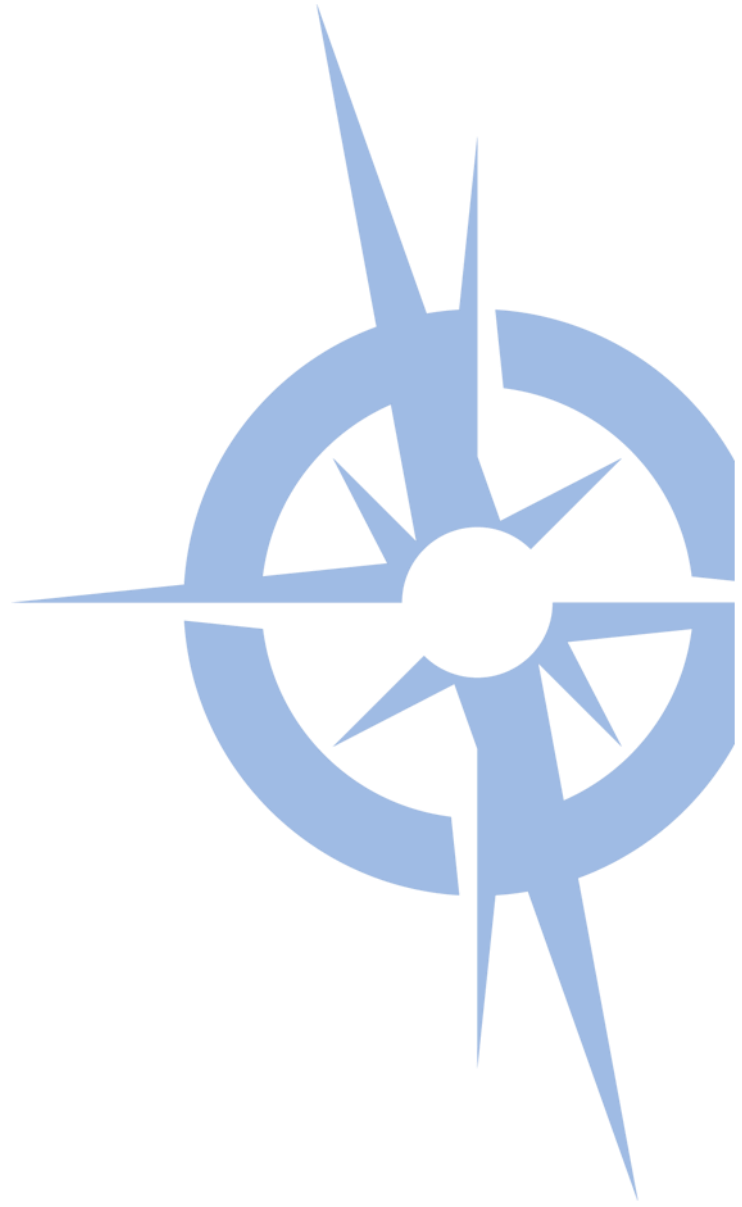


Sample Profile



Sample Profile





Key Findings



Key Findings

Overview (Overall satisfaction)

Summary

93% of residents were at least 'somewhat satisfied' with the performance of Council in the last 12 months, a strong result for City of Playford. This outcome generates a mean score significantly higher than the LGA benchmark, and somewhat above the metropolitan standard.

There were similar levels of satisfaction across the demographics.

There was a significant increase in overall satisfaction since 2014, with the mean rating returning to similar levels to 2013 and earlier.

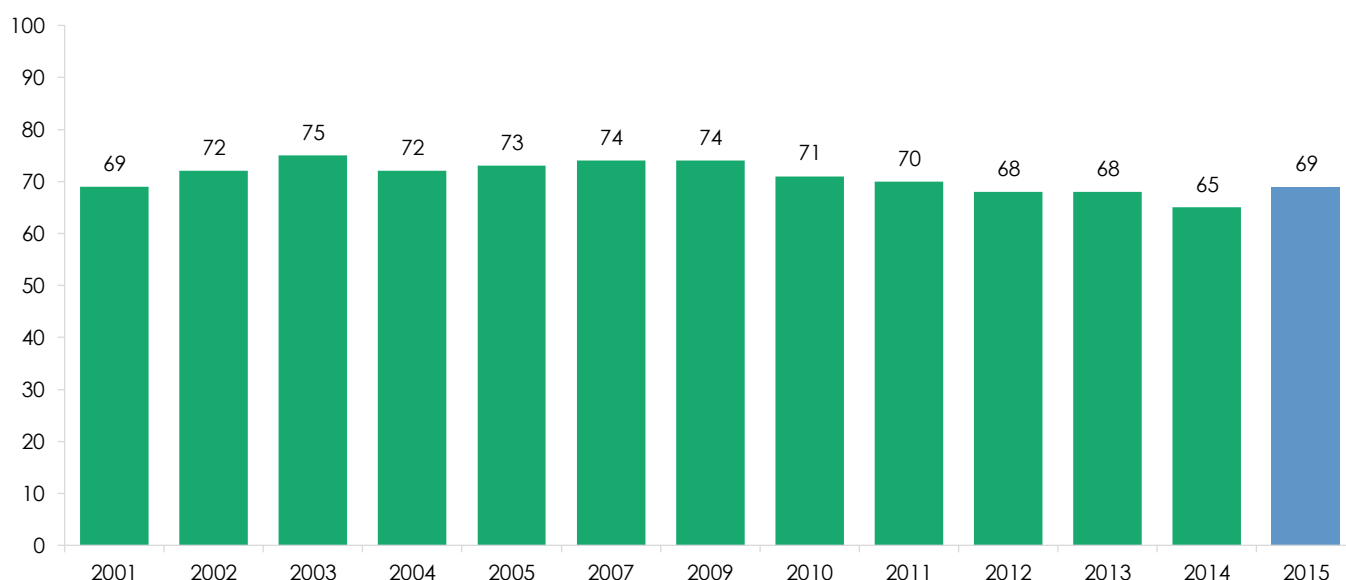
Q11. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all performance areas?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.57	3.55	3.60	3.50	3.66	3.51	3.63	3.54	3.63

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.57	3.59	3.53	3.62	3.69	3.41

	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	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	69%	65%	68%	68%	70%	71%	74%	74%	73%	72%	75%	72%	69%

Overall Satisfaction Score as a Percentage*



* A noticeable improvement is the introduction of a 5 point scale. In comparison to a 10 point scale, a scale of 5 allows us to anchor residents' opinions in language, i.e. '7 out of 10' may mean different things to different people, but 'I am satisfied' within a 5 point scale has a concrete meaning. [Visit page 25 – 'Interpreting Mean Scores'.](#)

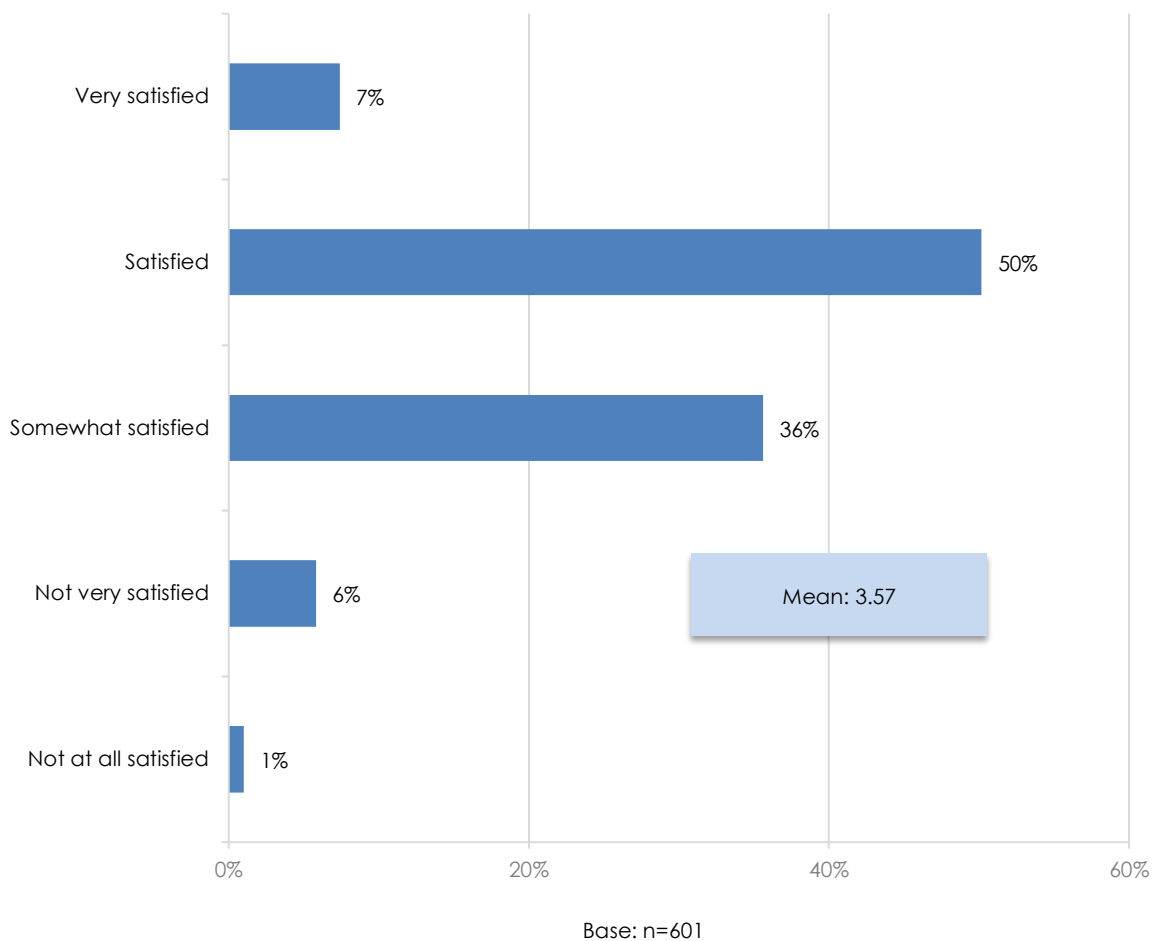
Key Findings

Overview (Overall satisfaction) continued...

LGA BRAND SCORES	Metro	All Councils	City of Playford 2015	Top SA Council T2 Box Benchmark*	City of Playford		2014 LGA Study T3 Box Benchmark
					T2 Box %	T3 Box %	
Mean ratings	3.45	3.31 ▼	3.57 ▲	70%	57%	93%	86%

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

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



*Note: South Australian T2 Box Benchmark represents the highest score recorded in 2014 for any SA Council, while the T3 Box Benchmark is the mean score from various studies undertaken in 2014.



Key Findings

Key Performance Indicators – Year-on-Year Change

5 of the 7 Key Performance Indicators recorded significant increases in resident satisfaction compared to 2014, with each returning a 'moderate' or 'moderately high' satisfaction level.

5 measures – 'presentation of the City', 'planning for the future', 'being open and accountable to the community', 'community input to Council decision-making', and 'Council provide value for money for the rates paid' – recorded the highest satisfaction rating of the five- or six-year reporting period.

'Overall satisfaction with Council's level of customer service' was the only continuous measure to see a decline in satisfaction, mirroring its performance below the Micromex benchmark. This metric appears to be an opportunity area for Council.

Note: due to a change in methodology, mean scores taken from 2014 and earlier have been recalculated to fit a 5-point scale in order to compare against the 2015 results

Measure	2015	2014	2013	2012	2011	2010
Overall Satisfaction with Council	3.57	3.35	3.50	3.50	3.60	3.65
Overall satisfaction with Council's level of customer service	3.76	3.90	3.90	4.00	3.80	3.60
Presentation of the City	3.57	3.50	3.45	3.45	3.35	N/A
Planning for the future	3.55▲	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.32▲	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.23▲	2.80	3.05	3.05	2.95	2.60
Council provide value for money for the rates paid	3.00▲	2.60	2.85	2.65	2.80	2.85

Measure	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Overall satisfaction with the performance of Council	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

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



Key Findings

Council's Image within the Community

Summary

74% of residents assigned a positive rating of 'good' or better to Council's image within the local community. This result was steady through all demographics, notwithstanding somewhat stronger rating of Council's brand image among non-ratepayers and those aged 18-34. The Council image mean score significantly exceeds the Micromex benchmark.

Q14. Overall, how would you rate Council's image within the local community?

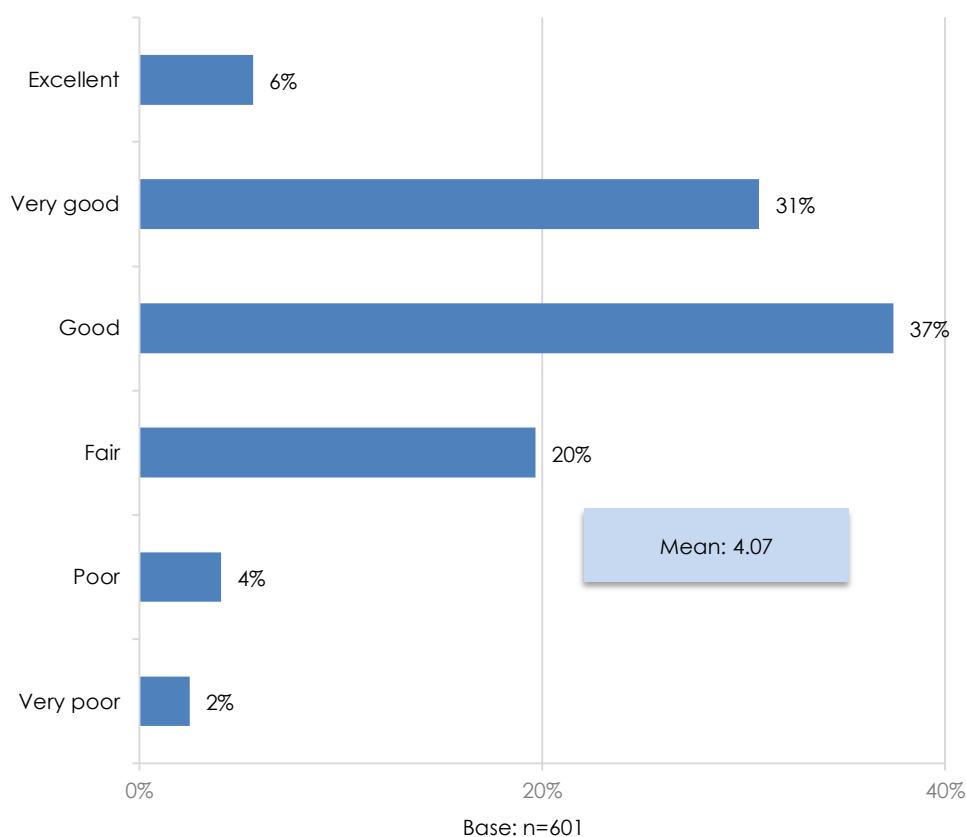
	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	4.07	4.20	4.01	3.86	4.17	3.94	4.19	4.01	4.20

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	4.19	4.16	4.09	4.00	3.97	3.71

LGA BRAND SCORES	Metro	All Councils	City of Playford 2015
Mean ratings	3.83	3.55▼	4.07▲

Scale: 1 = very poor, 6 = excellent

▲ ▼ = significantly higher/lower rating (by group)



Key Findings

Comparison to LGA Benchmarks

City of Playford residents are noticeably more satisfied than the LGA Benchmark score for 9 of the 17 comparable measures and below the Benchmark for 1 of the comparable measures.

Service/Facility	City of Playford Satisfaction Scores	Benchmark Variances
Planning for the future	3.55	+0.48▲
Adequate stormwater drainage	3.66	+0.36▲
Presentation of ovals and sports grounds	4.01	+0.29▲
Access to community venues	3.92	+0.27▲
Condition of local streets	3.06	+0.27▲
Community input into Council decision-making	3.23	+0.25▲
Supporting business and industry development	3.39	+0.21▲
Presentation of parks and gardens	3.92	+0.20▲
Kerbside waste collection	4.28	+0.18▲
Protecting and improving native vegetation and biodiversity	3.66	+0.10
Condition of bicycle paths	3.31	+0.10
Overall satisfaction with the performance of Councillors	3.26	+0.02
Communication on Council's visions and goals	3.36	+0.02
Overall satisfaction with the level of communication Council has with the community	3.52	+0.02
Library service	4.07	-0.07
Condition of footpaths	2.93	-0.11
Overall satisfaction with Council's level of customer service	3.76	-0.18▼

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

▲▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



Key Findings

Council Priorities

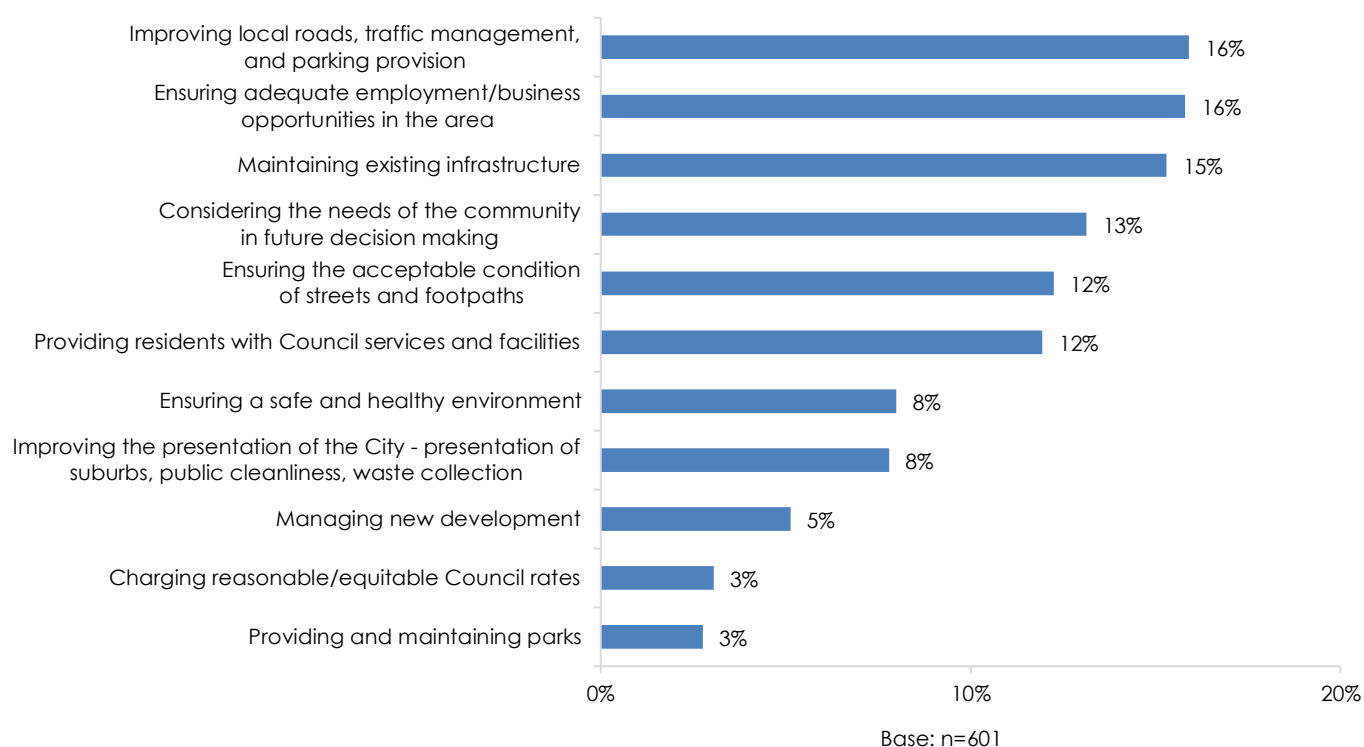
Summary

The most commonly cited areas which residents perceived as priorities for Council were 'improving local roads, traffic management, and parking provision' (16%), 'ensuring adequate employment/business opportunities in the area' (16%), and 'maintaining existing infrastructure' (15%). There were also notable minorities of residents who were most concerned that Council adequately consider community needs, maintain streets and footpaths, and provide Council-led services and facilities to a good standard.

Q12b. What do you think are the key priorities for Council in the local area?

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.



Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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 both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. 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 mean satisfaction score from the mean 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 37 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with City of Playford's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'rapid response service' was given an importance score of 4.54, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.66, which indicates that residents indicated a 'moderately high' level of satisfaction with City of Playford's performance and focus on that measure.

In the case of a performance gap such as for 'civic events' (3.97 importance vs. 4.20 satisfaction), we can identify that while the facility/service has 'high' importance to the broader community, for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

Ranking 2015	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Council provide value for money for the rates paid	4.44	3.00	1.44
2	Condition of local streets	4.47	3.06	1.41
3	Condition of footpaths	4.32	2.93	1.39
4	Removal of illegally dumped rubbish	4.67	3.29	1.38
5	Being open and accountable to the community	4.68	3.32	1.36
6	Community input to Council decision-making	4.44	3.23	1.21
7	Supporting business and industry development	4.50	3.39	1.11
8	Condition of rural roads	4.13	3.07	1.06
	Planning for the future	4.61	3.55	1.06
10	Rapid response service	4.54	3.66	0.88
	Representation by Elected Members	4.14	3.26	0.88
12	Communication on Council's visions and goals	4.23	3.36	0.87
	Managing growth and major urban developments	4.38	3.51	0.87
14	Adequate stormwater drainage	4.51	3.66	0.85
15	Public health and safety	4.57	3.80	0.77
16	Enforcement of local laws	4.46	3.74	0.72
17	Availability of community services	4.34	3.64	0.70
18	Protecting and improving native vegetation and biodiversity	4.34	3.66	0.68
19	Safety of playgrounds	4.61	3.94	0.67
20	Hard waste collection	4.44	3.79	0.65
	Supporting local community development	4.30	3.65	0.65
22	Presentation of street verges	3.81	3.17	0.64
23	Health initiatives	4.43	3.82	0.61
24	Removal of graffiti	4.26	3.66	0.60
25	Support for volunteer programs	4.31	3.75	0.56
26	Condition of street kerbs	3.93	3.42	0.51
	Presentation of parks and gardens	4.43	3.92	0.51
28	Kerbside waste collection	4.78	4.28	0.50
29	Planning and building advice and assessment	4.10	3.64	0.46
	Presentation of street trees	3.82	3.36	0.46
31	Providing support and facilities for sporting clubs	4.07	3.78	0.29
32	Presentation of ovals and sports grounds	4.26	4.01	0.25
33	Immunisation service	4.49	4.30	0.19
34	Access to community venues	3.96	3.92	0.04
35	Condition of bicycle paths	3.33	3.31	0.02
36	Library service	3.99	4.07	-0.08
37	Civic events	3.97	4.20	-0.23

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



Key Findings

When we examine the 9 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.93 and 3.55, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Council provide value for money for the rates paid	4.44	3.00	1.44
2	Condition of local streets	4.47	3.06	1.41
3	Condition of footpaths	4.32	2.93	1.39
4	Removal of illegally dumped rubbish	4.67	3.29	1.38
5	Being open and accountable to the community	4.68	3.32	1.36
6	Community input to Council decision-making	4.44	3.23	1.21
7	Supporting business and industry development	4.50	3.39	1.11
8	Condition of rural roads	4.13	3.07	1.06
9	Planning for the future	4.61	3.55	1.06

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.



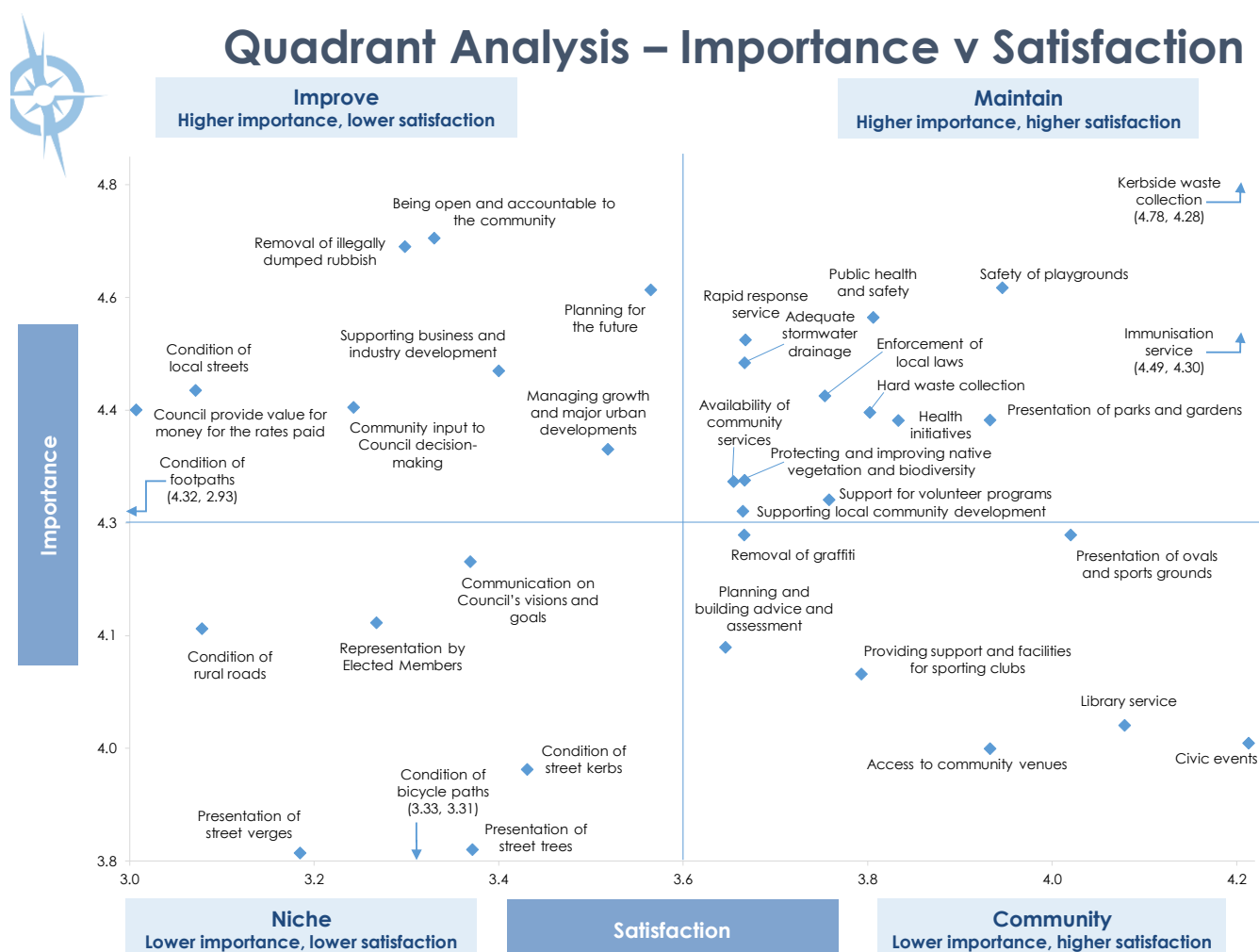
Key Findings

Quadrant Analysis

Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses City of Playford's performance 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.30 and the average rated satisfaction score was 3.60. Therefore, any facility or service that received a mean stated importance score of ≥ 4.30 would be plotted in the higher importance section and, conversely, any that scored < 4.30 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.60. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Key Findings

Explaining the 4 quadrants

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 areas where Council is perceived to be currently under-performing and 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 'communication on Council's vision and goals', 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 'presentation of ovals and sports grounds', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to the '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.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

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'.



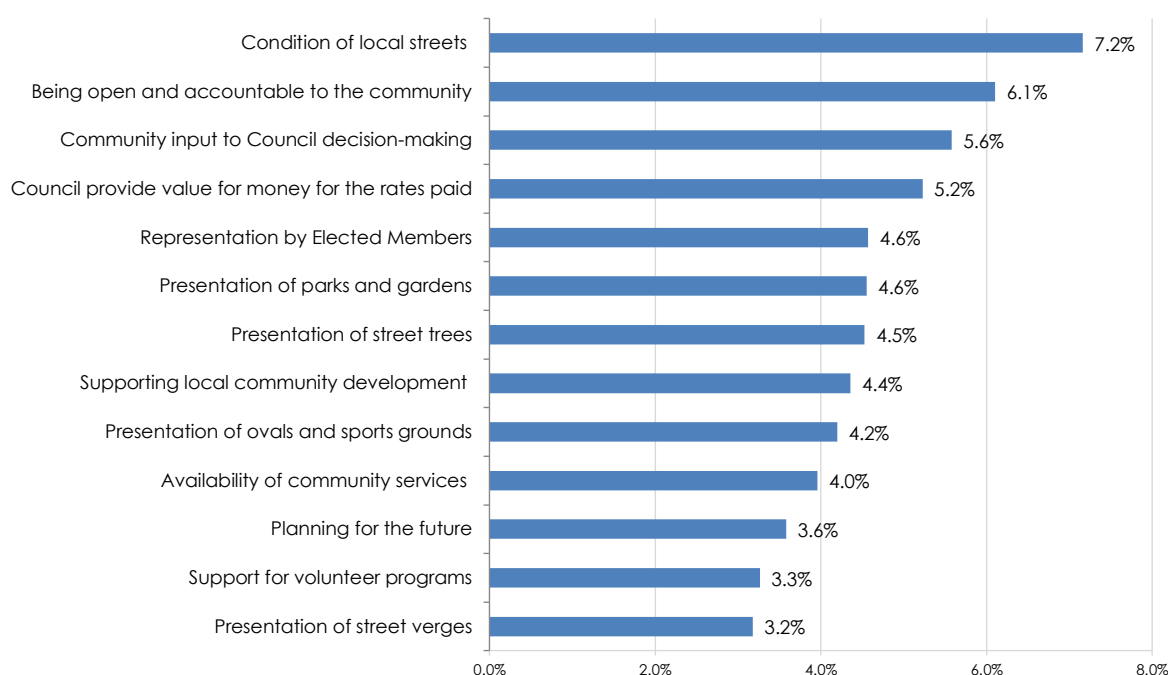
Key Findings

Key Drivers of Satisfaction with City of Playford

The results in the chart below provide City of Playford with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 13 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with City of Playford performance. Therefore, whilst all 37 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute to Over 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 13 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, 'presentation of street verges' contributes 3.2% towards overall satisfaction, while 'condition of local streets' (7.2%) is a far stronger driver, contributing over twice as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

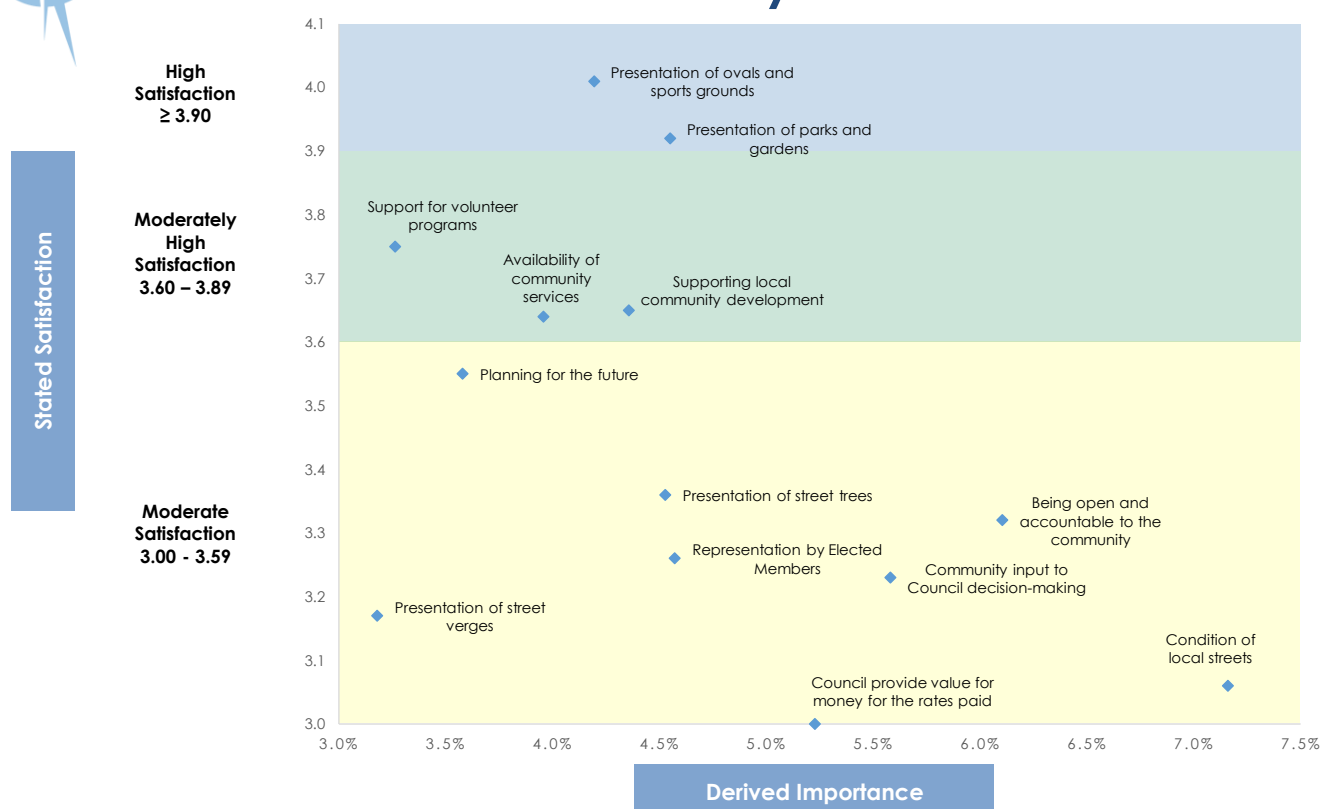
By mapping satisfaction against derived importance we can see for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'presentation of ovals and sports grounds' and 'presentation of parks and gardens'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'moderate satisfaction' region of the chart. If City of Playford can address these core drivers, they will be able to improve resident satisfaction with their performance.

This is an encouraging result, as none of these core drivers fell into the 'low satisfaction' region, and the two highest performing service areas are already achieving 'high satisfaction'.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that involvement/engagement areas such as 'being open and accountable to the community', 'community input to Council decision-making', 'Council provide value for money for the rates paid', and 'representation by Elected Members', while performing adequately, are the primary areas to be targeted for optimisation.

Furthermore, areas related to the presentation and infrastructural upkeep of the City, such as 'condition of local streets', 'presentation of street trees', and 'presentation of street verges', are all issues upon which Council can act in order to drive overall satisfaction upward, through both clarifying resident expectation and introducing schematics for future improvement.



Key Findings

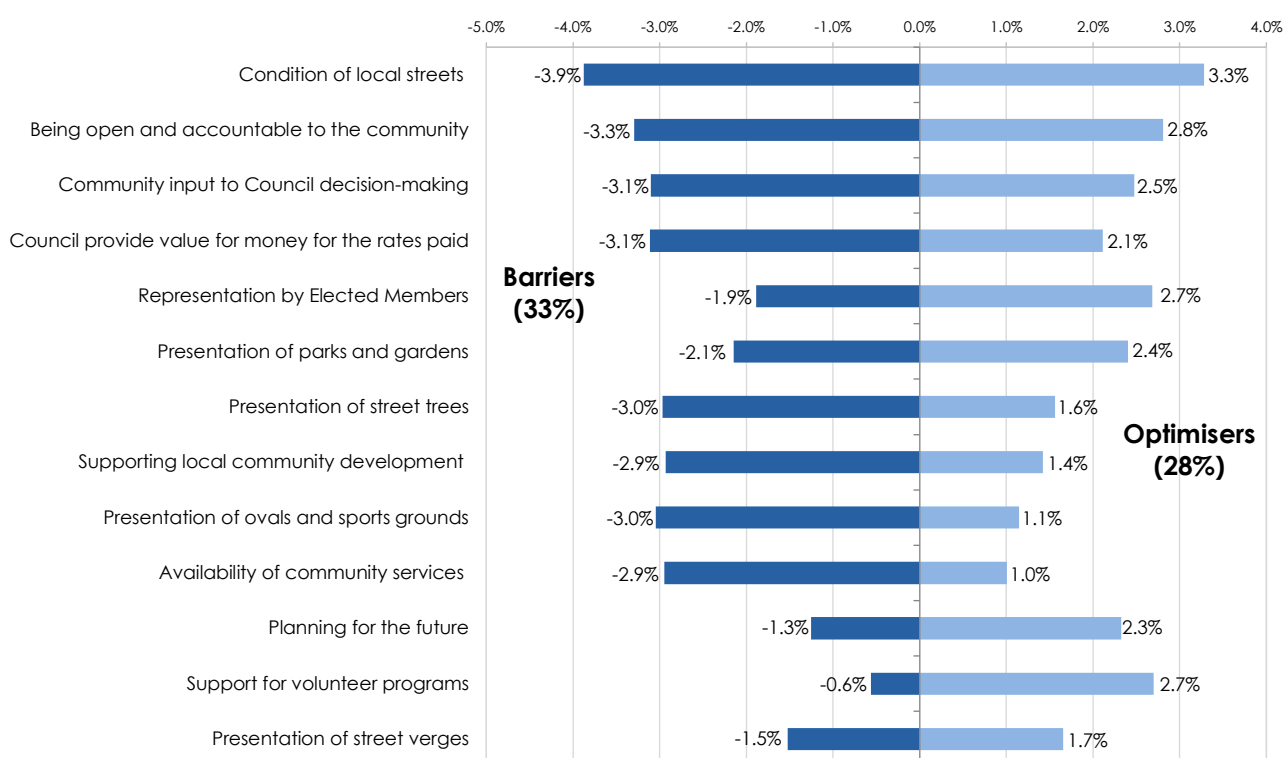
Advanced Shapley Outcomes

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 we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

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

Key Contributors to Barriers/Optimisers



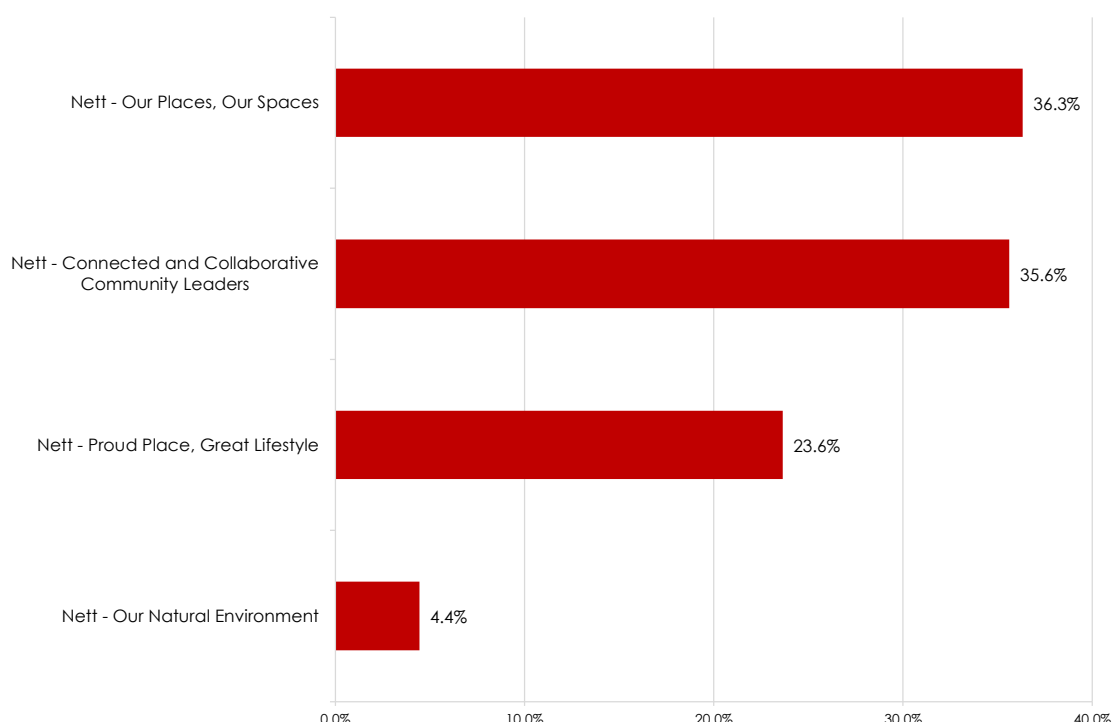
Different levers address the different levels of satisfaction across the community

Key Findings

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance



'Our Places, Our Space' (36.2%) and 'Connected and Collaborative Community Leaders' (35.6%) are the key contributor toward overall satisfaction with Council performance. The services and facilities grouped under these banner include:

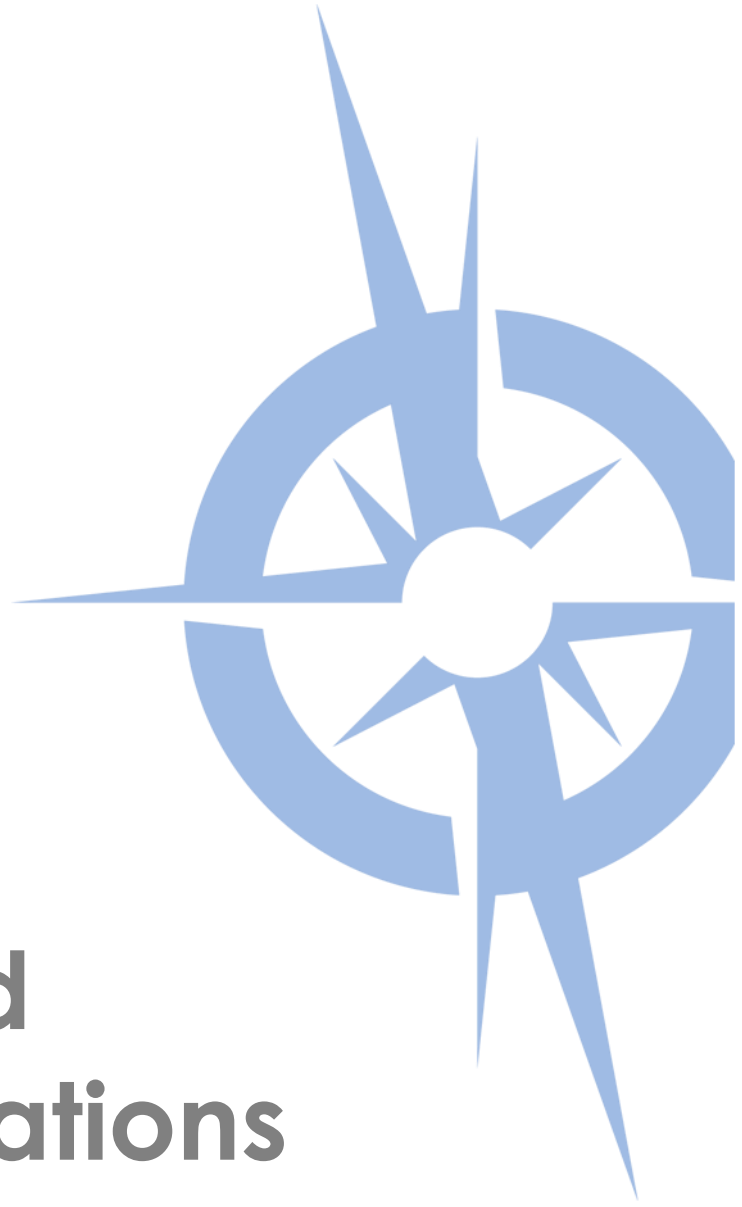
Our Places, Our Spaces

- Condition of local streets
- Presentation of street trees
- Condition of footpaths
- Condition of bicycle paths
- Presentation of street verges
- Condition of street kerbs
- Condition of rural roads
- Removal of graffiti
- Removal of illegally dumped rubbish
- Rapid response service
- Adequate stormwater drainage
- Presentation of parks and gardens
- Safety of playgrounds
- Presentation of ovals and sports grounds

Connected & Collaborative Community Leaders

- Support for volunteer programs
- Planning for the future
- Managing growth and major urban developments
- Supporting business and industry development
- Being open and accountable to the community
- Community input to Council decision-making
- Council provides value for money for the rates paid
- Communication on Council's visions and goals
- Representation by Elected Members

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Our Places, Our Spaces' and 'Connected and Collaborative Community Leaders' are core drivers of resident satisfaction.



Summary and Recommendations

Summary and Recommendations

Summary

City of Playford Council is performing at a high level overall, with 93% of residents indicating they are at least 'somewhat satisfied' with the performance of Council over the last 12 months. The mean satisfaction score recorded by Playford residents significantly exceeds the Micromex benchmark generated from extensive consultation with numerous Councils, and as such should be seen as a clear positive response from the community. Of all 37 prompted service areas, only one – 'condition of footpaths' – recorded a satisfaction mean of less than 3.00. As such, the vast majority of measures should be seen as areas in which improvements would bolster resident satisfaction, rather than issues in need of urgent attention.

When asked the key priorities for Council in the LGA, residents were similarly likely to cite 'improving local roads, traffic management, and parking provision', 'ensuring adequate employment/business opportunities in the area', and 'maintaining existing infrastructure'. The lack of a clear primary concern among residents reflects their general contentment with living in the region. However, these most common suggestions do represent opportunities toward which Council may direct policy to capitalise on residents' top of mind concerns.

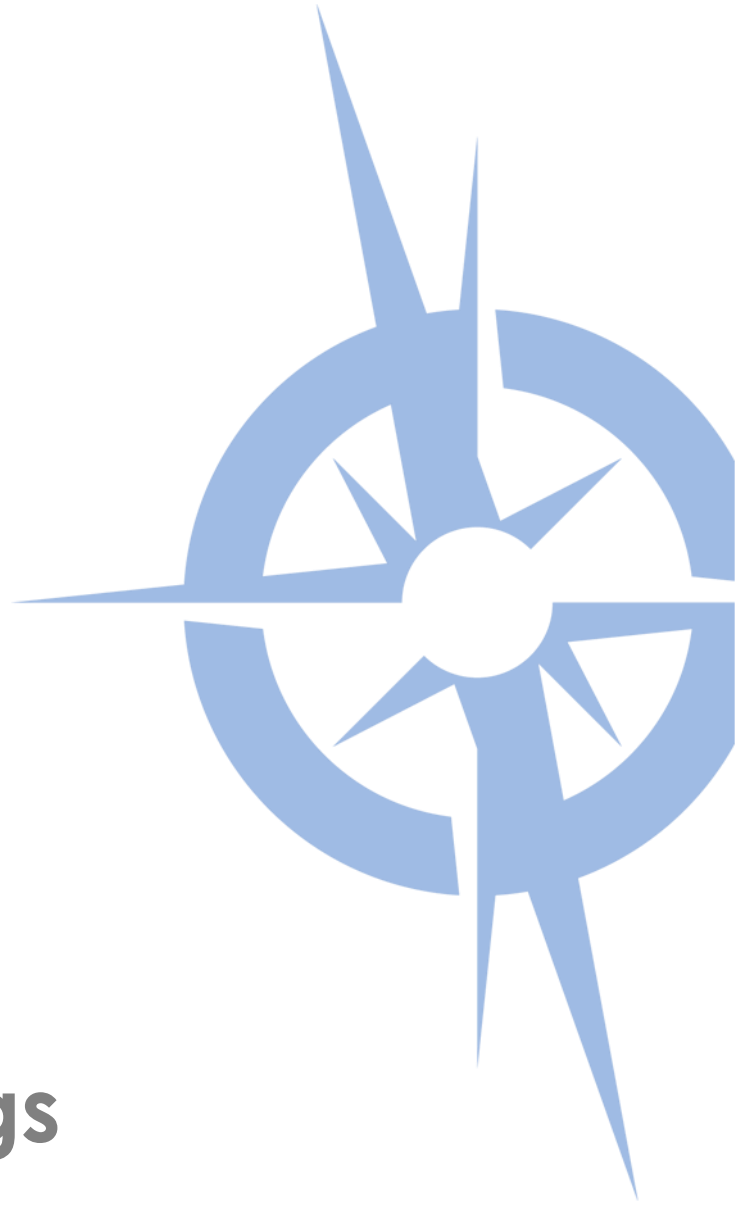
The most impactful drivers of satisfaction tend to revolve around issues of community engagement, with 'being open and accountable to the community', 'community input to Council decision-making', and 'Council provide value for money for the rates paid' among the strongest contributors to overall satisfaction. These outcomes may be symptomatic of a community with few concerns about the everyday service provision offered by Council, which is instead looking for local government to more effectively and ethically communicate its practices. The single strongest driver of overall satisfaction, though, is 'condition of local streets', a reminder that practical management of local infrastructure remains a vital component of residents' experience.

Recommendations

Based on the results of this research, Council should:

- Clarify resident expectations with regard to community engagement and Council management metrics, in order to develop the key drivers of overall satisfaction. The apparent need to improve areas such as 'representation by Elected Members' and 'being open and accountable to the community' should prompt Council to uncover current practices and behaviours which residents find problematic.
- Seek to improve the few key infrastructural issues with which residents are only moderately satisfied, namely 'condition of local streets', 'presentation of street trees', and 'presentation of street verges'. Where possible, pairing developments in local streetscape management with improvements to other frequently cited local issues such as employment infrastructure would likely receive the most positive reaction from the community.
- Look to consult further with the community regarding its Strategic Goals, which typically received high levels of support across all demographics. Which of the programs, though, are considered comparatively more and less important for the coming four years, and which will function as motivators of, or barriers to, satisfaction with Council performance?





Section A

Detailed Findings

Importance of, and Satisfaction with, Council Services and Facilities

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

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low'
2.00 – 2.49	'Low'
2.50 – 2.99	'Moderately low'
3.00 – 3.59	'Moderate'
3.60 – 3.89	'Moderately high'
3.90 – 4.19	'High'
4.20 – 4.49	'Very high'
4.50 +	'Extremely high'

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

We Explored Resident Response to 37 Service Areas

Our Places, Our Spaces

Condition of local streets
Presentation of street trees
Condition of footpaths
Condition of bicycle paths
Presentation of street verges
Condition of street kerbs
Condition of rural roads
Removal of graffiti
Removal of illegally dumped rubbish
Rapid response service
Adequate stormwater drainage
Presentation of parks and gardens
Safety of playgrounds
Presentation of ovals and sportsgrounds

Our Natural Environment

Protecting and improving native vegetation and biodiversity
Kerbside waste collection
Hard waste collection

Proud Place, Great Lifestyle

Access to community venues
Civic events
Library service
Providing support and facilities for sporting clubs
Availability of community services
Supporting local community development
Immunisation service
Enforcement of local laws
Health initiatives
Public health and safety
Planning and building advice and assessment

Connected and Collaborative Community Leaders

Support for volunteer programs
Planning for the future
Managing growth and major urban developments
Supporting business and industry development
Being open and accountable to the community
Community input to Council decision-making
Council provide value for money for the rates paid
Communication on Council's visions and goals
Representation by Elected Members

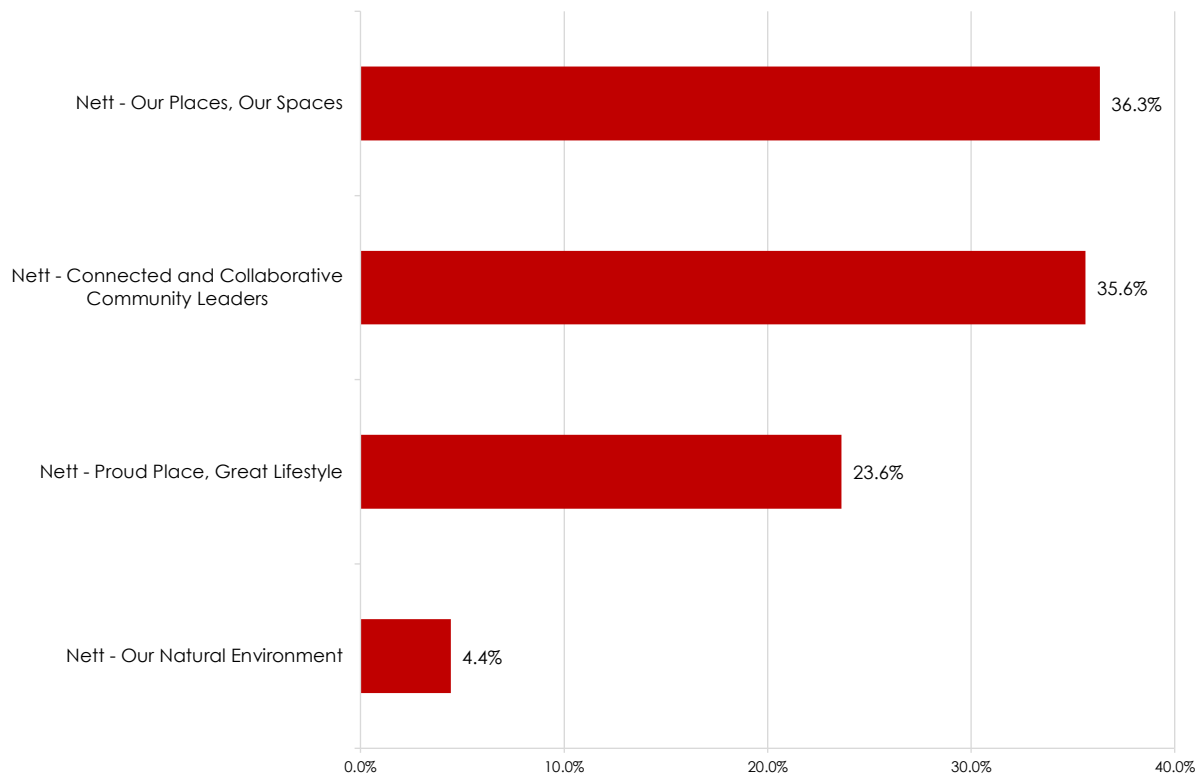


Importance of, and Satisfaction with, Council Services and Facilities

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Net Priority Areas.

Contribution to Overall Satisfaction with Council's Performance



Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

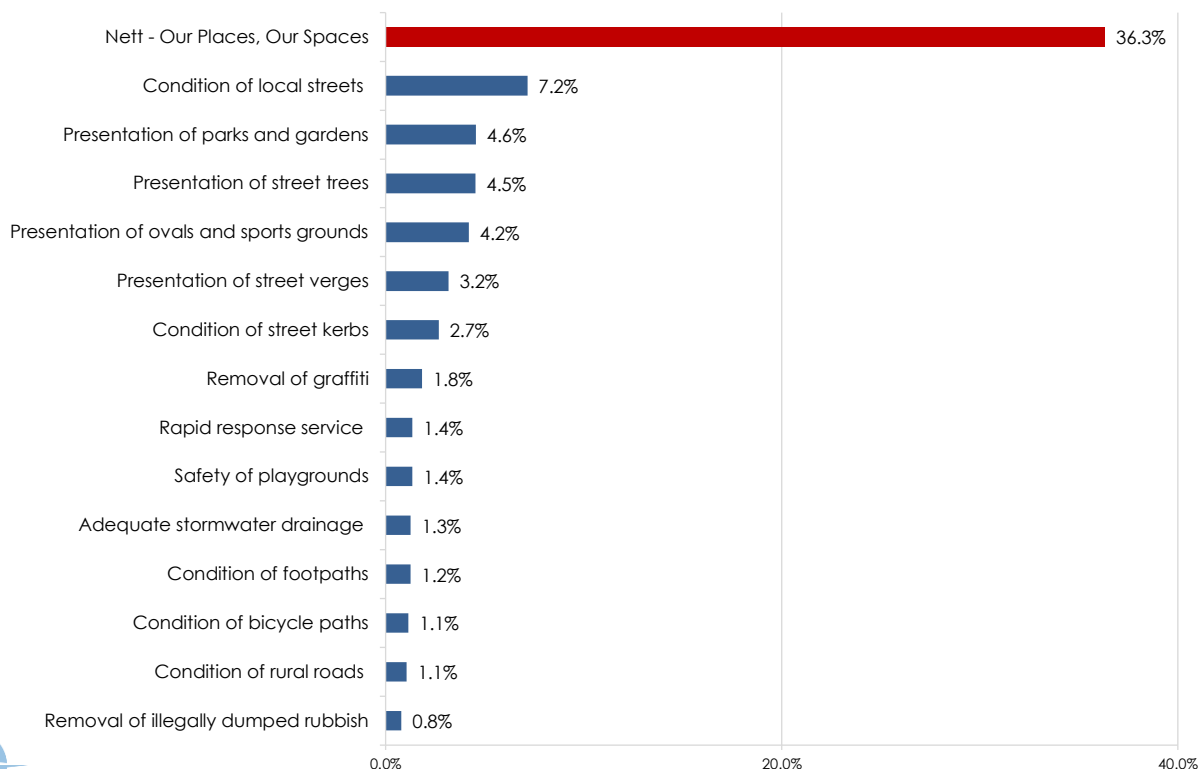
Services and facilities explored included:

- Condition of local streets (e.g. road surface and line marking)
- Presentation of street trees (i.e. pruning and care)
- Condition of footpaths
- Condition of bicycle paths
- Presentation of street verges (e.g. mowed regularly, free from weeds, tidy appearance)
- Condition of street kerbs
- Condition of rural roads (e.g. road surface, line marking, grading)
- Removal of graffiti
- Removal of illegally dumped rubbish
- Rapid response service (i.e. responding to high risk situations, e.g. fallen trees, immediate footpath repair)
- Adequate stormwater drainage (i.e. to reduce flooding in streets)
- Presentation of parks and gardens
- Safety of playgrounds
- Presentation of ovals and sports grounds

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 36% of overall satisfaction, based on the regression analysis.

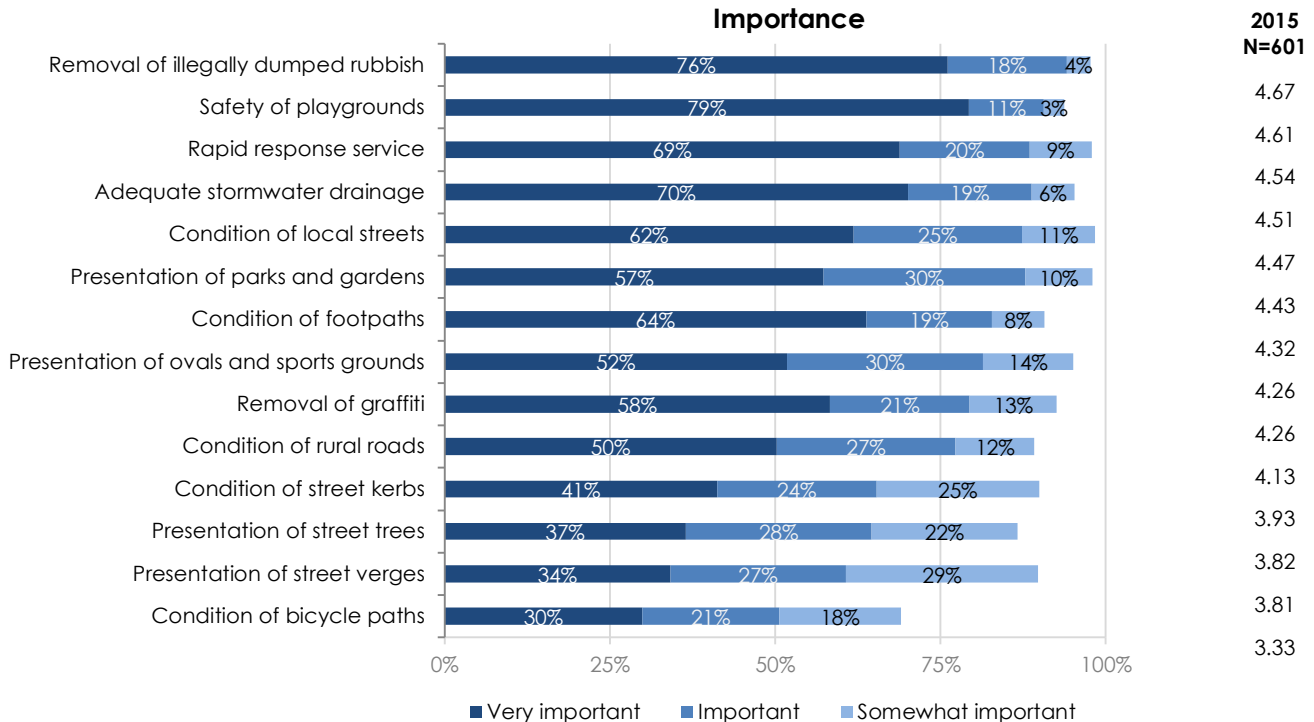
Our Places, Our Spaces – Contributes to Over 36% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

Note: The hierarchical sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

	Performance Gap
Condition of local streets	1.41
Condition of footpaths	1.39
Removal of illegally dumped rubbish	1.38
Condition of rural roads	1.06
Rapid response service	0.88
Adequate stormwater drainage	0.85
Safety of playgrounds	0.67
Presentation of street verges	0.64
Removal of graffiti	0.60
Condition of street kerbs	0.51
Presentation of parks and gardens	0.51
Presentation of street trees	0.46
Presentation of ovals and sports grounds	0.25
Condition of bicycle paths	0.02



Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

Overview of Rating Scores

Importance – overall

Extremely high	Removal of illegally dumped rubbish Safety of playgrounds Rapid response service Adequate stormwater drainage
Very high	Condition of local streets Presentation of parks and gardens Condition of footpaths Presentation of ovals and sports grounds
High	Removal of graffiti Condition of rural roads Condition of street kerbs
Moderately high	Presentation of street trees Presentation of street verges
Moderate	Condition of bicycle paths

Importance – by age

Those aged 50 and over found 'presentation of street verges' to be significantly more important, while those aged 18-34 indicated that this measure was significantly less important. Residents aged 35-49 believed 'condition of bicycle paths' and 'removal of graffiti' to be significantly more important; this second measure was also found to be markedly higher in importance by those aged 65 and over.

Importance – by gender

Females ascribed significantly higher levels of importance to 6 of the 14 measures, including:

- Safety of playgrounds
- Rapid response service
- Adequate stormwater drainage
- Condition of local streets
- Condition of footpaths
- Presentation of street verges

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – by ward

Residents of Ward 2 ascribed significantly higher levels of importance to 'rapid response service', 'adequate stormwater drainage', and 'safety of playgrounds'. Those living in Ward 3 found 'presentation of parks and gardens' to be significantly less important, while those in Ward 5 believed this measure to be significantly more important, along with 'presentation of ovals and sports grounds'. Residents of Ward 4 ascribed significantly higher importance to 'condition of footpaths'.



Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

Overview of Rating Scores

Satisfaction – overall

High	Presentation of ovals and sportsgrounds Safety of playgrounds
Moderately high	Presentation of parks and gardens Adequate stormwater drainage Rapid response service Removal of graffiti
Moderate	Condition of street kerbs Presentation of street trees Condition of bicycle paths Removal of illegally dumped rubbish Presentation of street verges Condition of rural roads Condition of local streets
Moderately low	Condition of footpaths

Satisfaction – by age

There were no significant differences in satisfaction between age groups.

Satisfaction – by gender

Males were significantly more satisfied with 'adequate stormwater drainage'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'presentation of street verges'.

Satisfaction – by ward

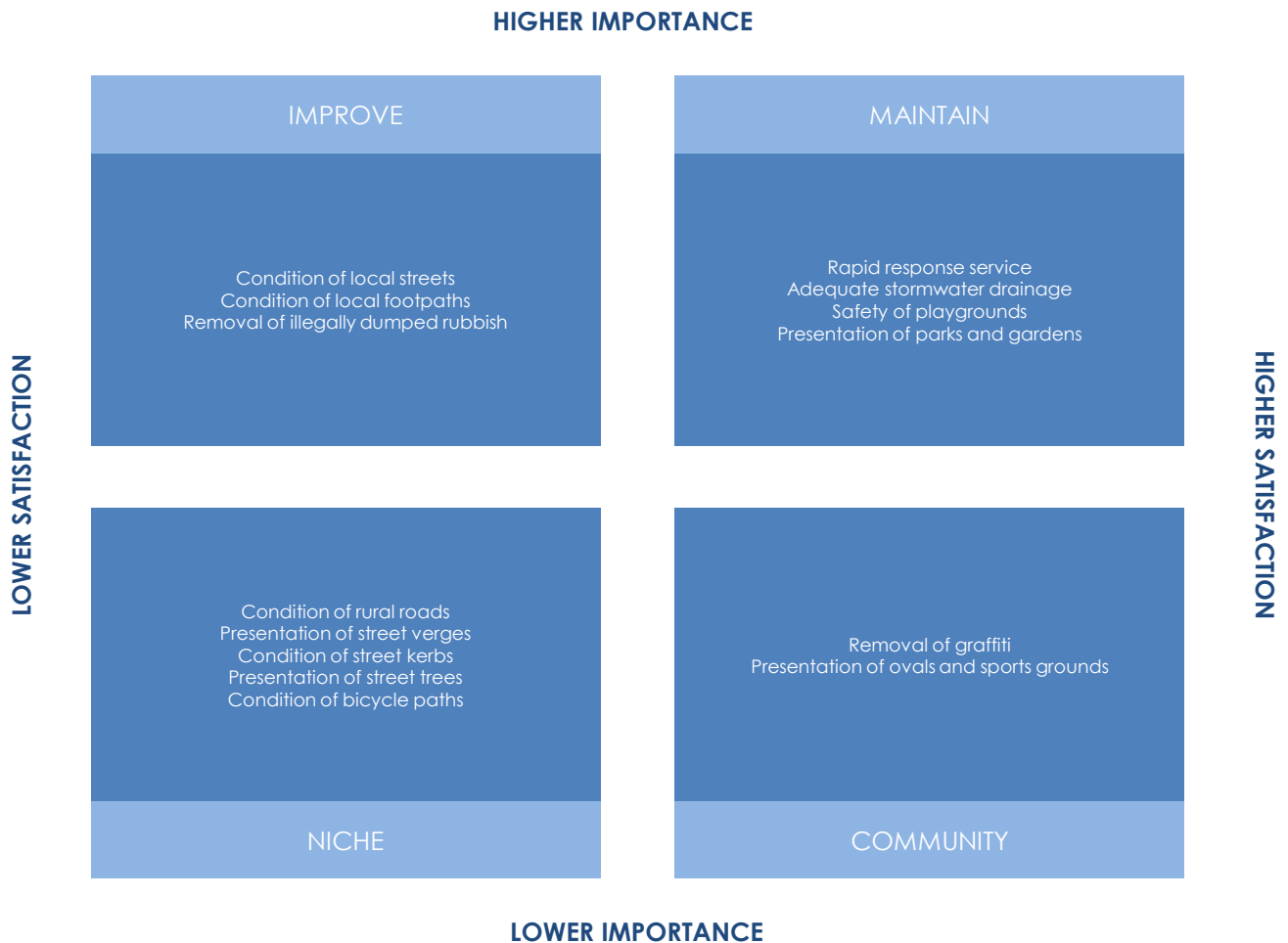
There were no significant differences in satisfaction between wards.



Importance of, and Satisfaction with, Council Services and Facilities

Our Places, Our Spaces

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, City of Playford needs to improve resident satisfaction with:

- Condition of local streets
- Condition of local footpaths
- Removal of illegally dumped rubbish

City of Playford also needs to maintain resident satisfaction with:

- Rapid response service
- Adequate stormwater drainage
- Safety of playgrounds
- Presentation of parks and gardens



Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

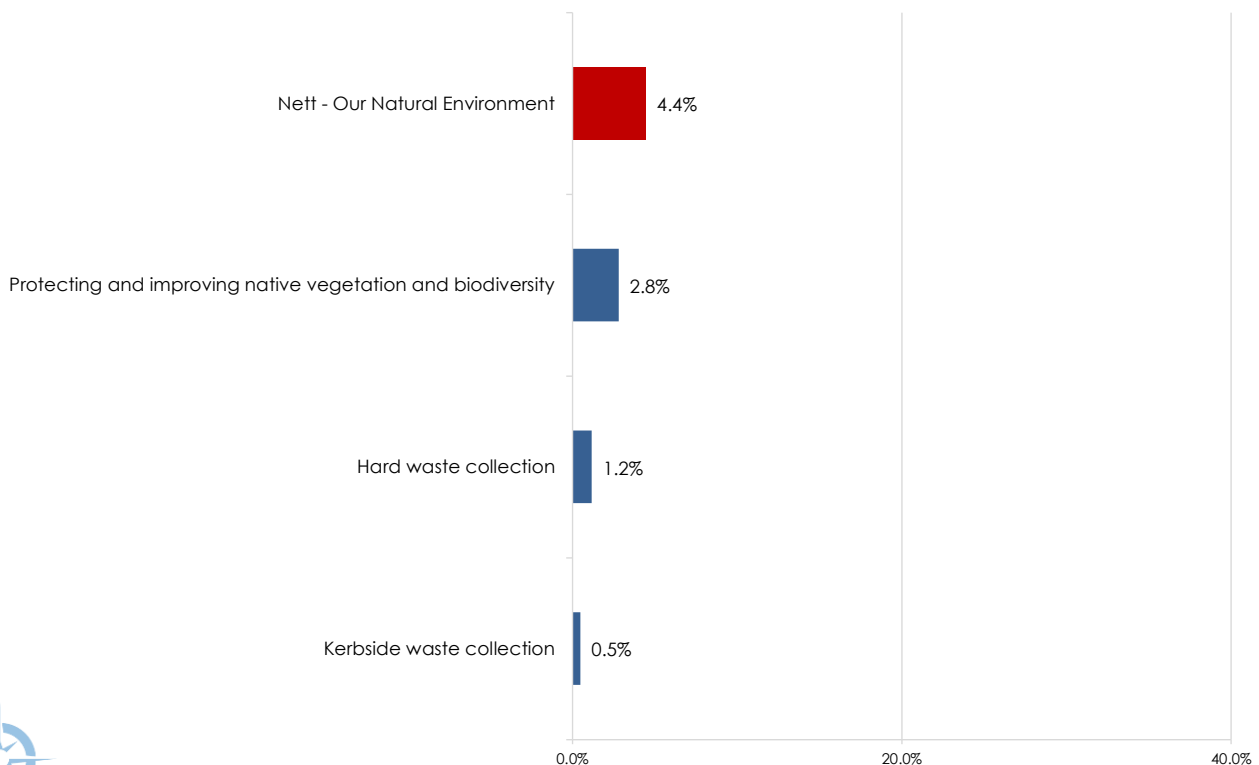
Services and facilities explored included:

- Protecting and improving native vegetation and biodiversity
- Kerbside waste collection (i.e. your wheelie bin collection)
- Hard waste collection

Contribution to Overall Satisfaction with Council (Regression Data)

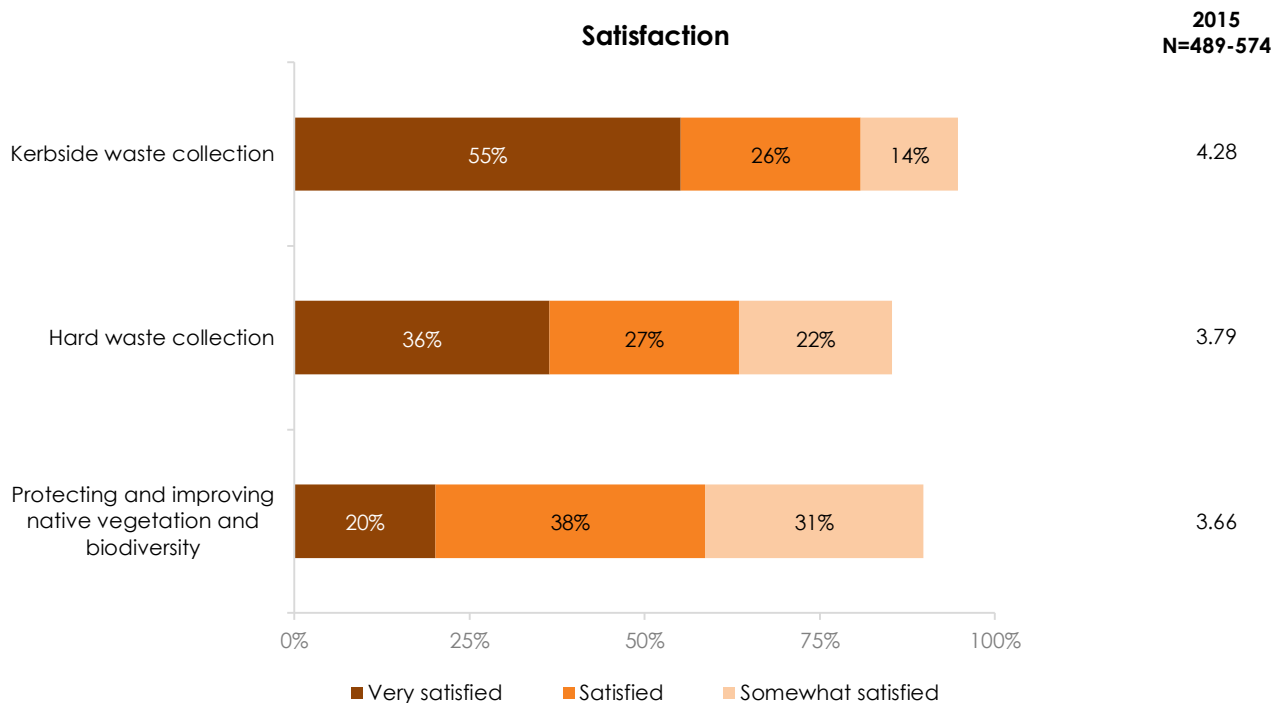
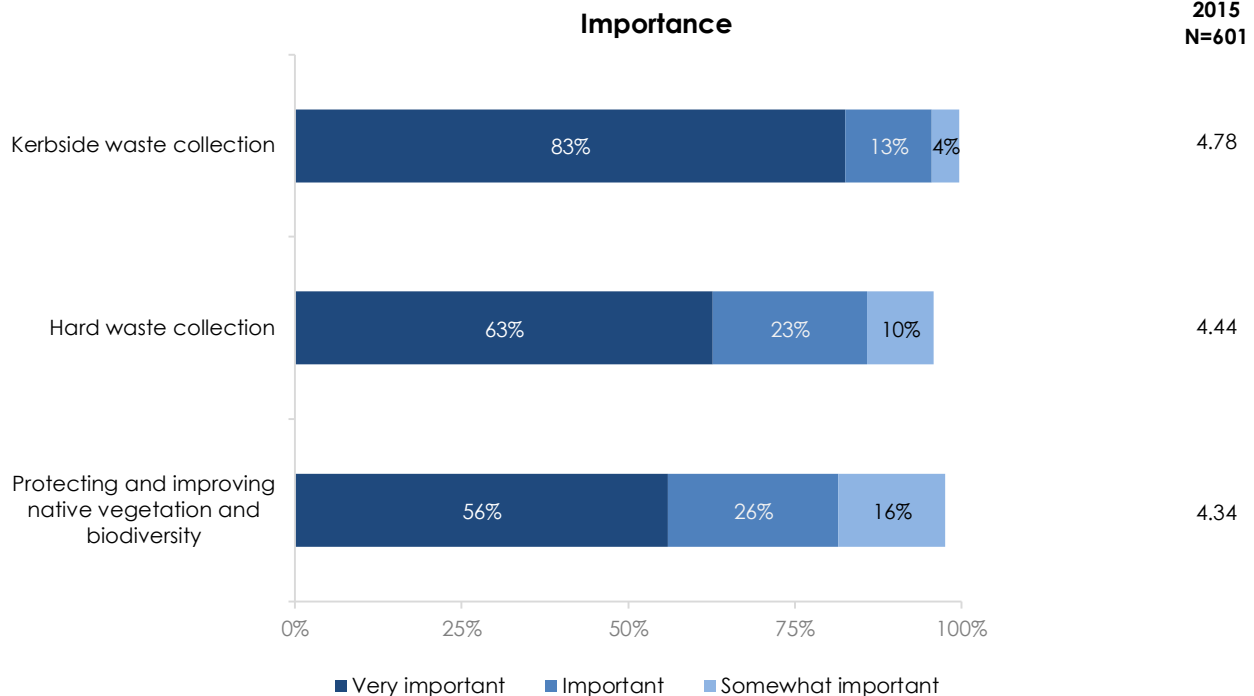
Council's performance in the areas below accounts for over 4% of overall satisfaction, based on the regression analysis.

Our Natural Environment – Contributes To Over 4% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

Note: The hierarchical sorting of each graph is relative to the criteria's importance mean ratings.



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



Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

	Performance Gap
Protecting and improving native vegetation and biodiversity	0.68
Hard waste collection	0.65
Kerbside waste collection	0.50

Overview of Rating Scores

Importance – overall

Extremely high Kerbside waste collection
Very high Hard waste collection
 Protecting and improving native vegetation and biodiversity

Importance – by age

There were no significant differences in importance between age groups.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – by ward

Residents of Ward 2 considered 'kerbside waste collection' to be significantly more important, while those living in Ward 5 ascribed a significantly greater level of importance to 'hard waste collection'.

Satisfaction – overall

Very high Kerbside waste collection
Moderately high Hard waste collection
 Protecting and improving native vegetation and biodiversity

Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with 'kerbside waste collection'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

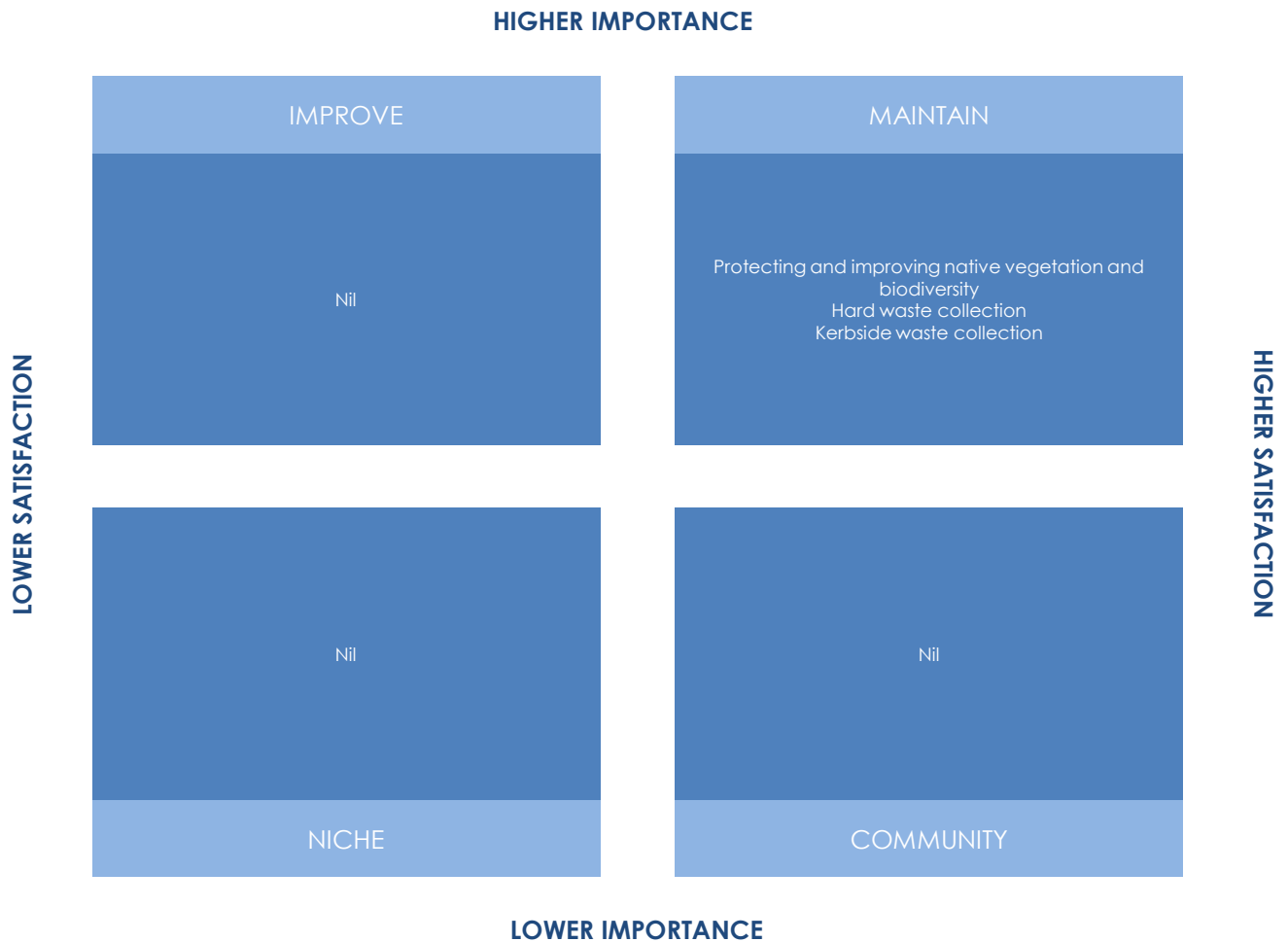
Importance – by ward

There were no significant differences in importance between wards.



Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, City of Playford needs to maintain resident satisfaction with:

- Protecting and improving native vegetation and biodiversity
- Hard waste collection
- Kerbside waste collection



Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

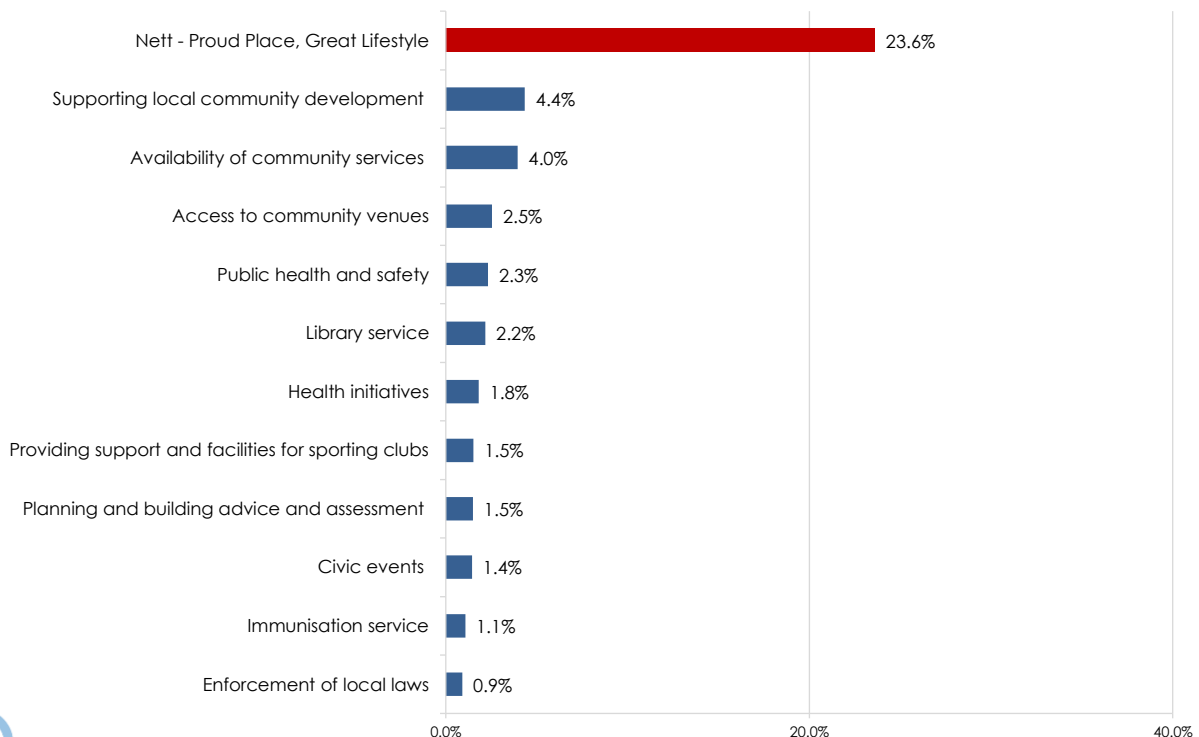
Services and facilities explored included:

- Access to community venues (Civic Centre, Shedley Theatre, Northern Sound System)
- Civic events (e.g. Anzac Day, Australia Day celebrations)
- Library service
- Providing support and facilities for sporting clubs
- Availability of community services (through aged, youth, disability, mental health programs)
- Supporting local community development (through grants and programs like Youth Advisory Committee)
- Immunisation service
- Enforcement of local laws (animal management, parking compliance, other by laws)
- Health initiatives (e.g. Obesity Prevention and Active Lifestyle, and Playford Co-op)
- Public health and safety (inspections of local businesses for food safety)
- Planning and building advice and assessment

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 24% of overall satisfaction, based on the regression analysis.

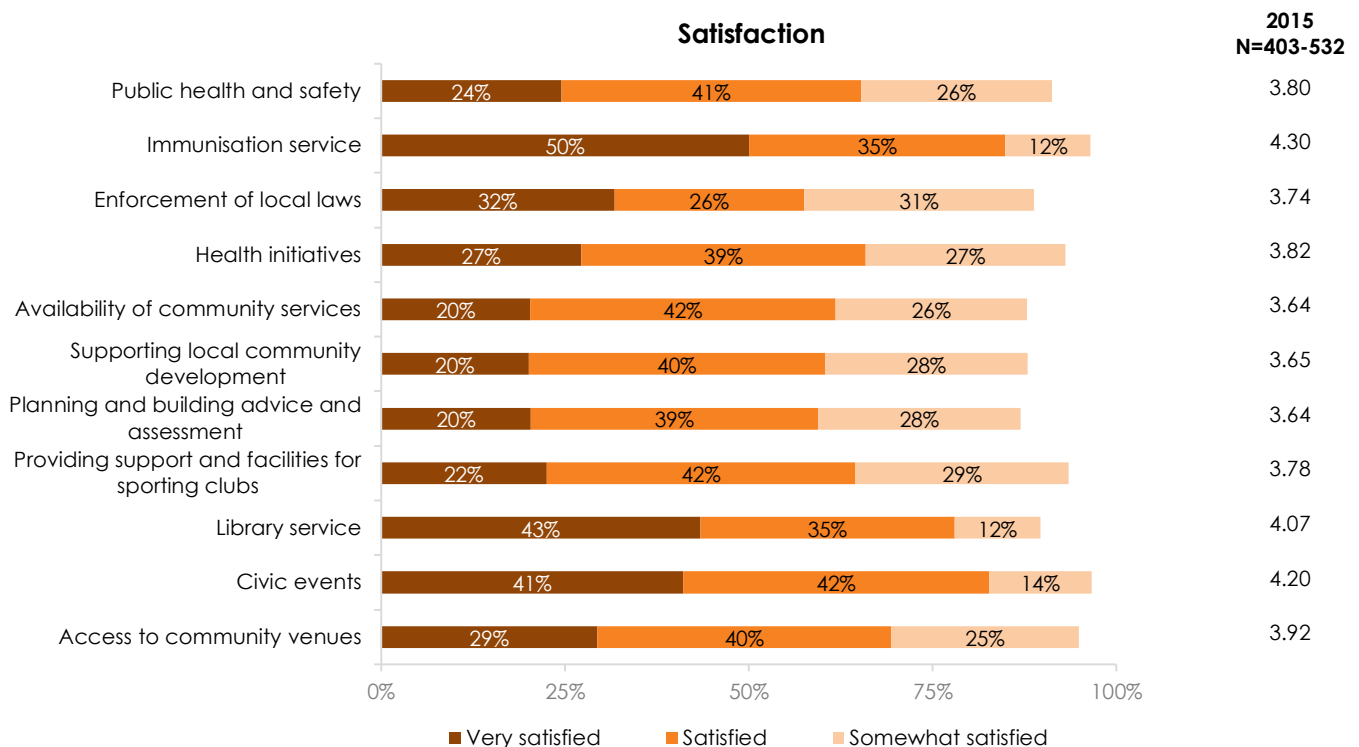
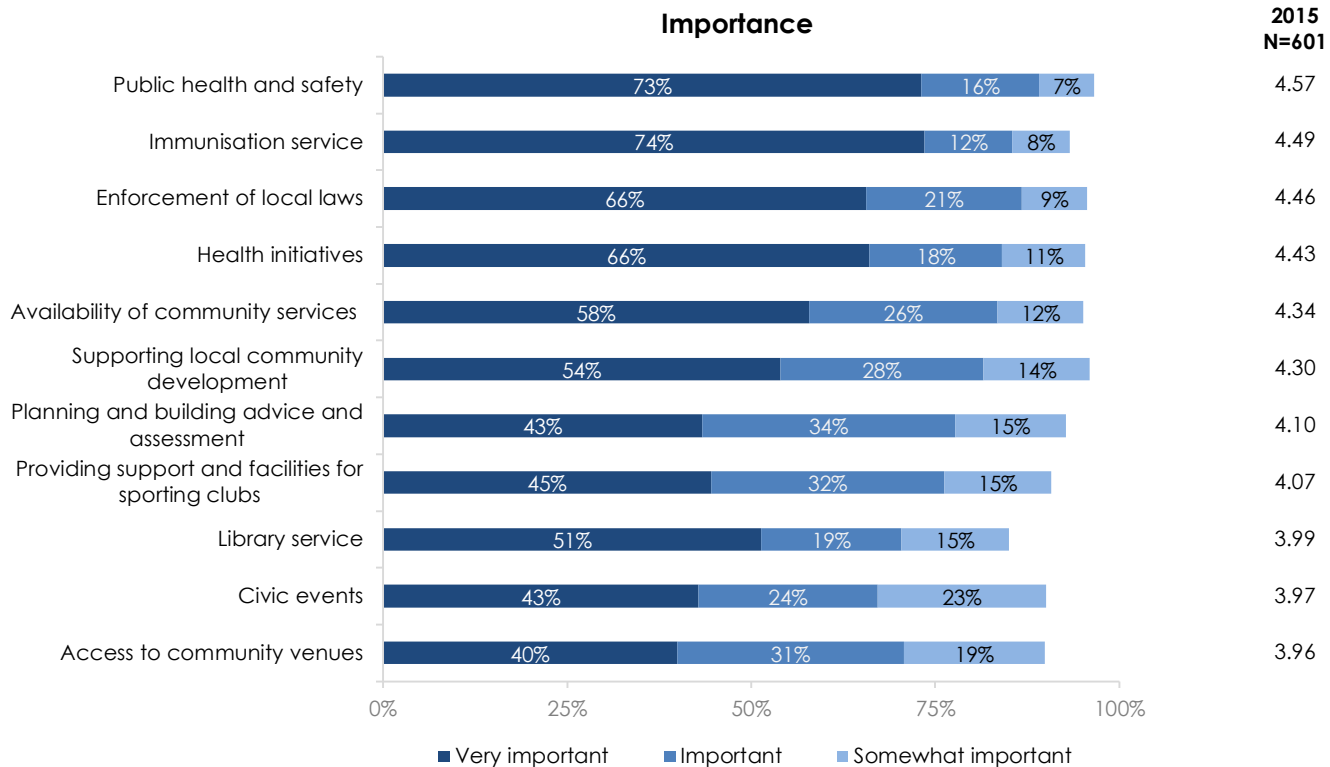
Proud Place, Great Lifestyle – Contributes To Almost 24% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

	Performance Gap
Public health and safety	0.77
Enforcement of local laws	0.72
Availability of community services	0.70
Supporting local community development	0.65
Health initiatives	0.61
Planning and building advice and assessment	0.46
Providing support and facilities for sporting clubs	0.29
Immunisation service	0.19
Access to community venues	0.04
Library service	-0.08
Civic events	-0.23



Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

Overview of Rating Scores

Importance – overall

Extremely high	Public health and safety
Very high	Immunisation service
	Enforcement of local laws
	Health initiatives
	Availability of community services
	Supporting local community development
High	Planning and building advice and assessment
	Providing support and facilities for sporting clubs
	Library service
	Civic events
	Access to community venues

Importance – by age

Residents aged 65 and over indicated that 'access to community venues' was significantly higher in importance.

Importance – by gender

Females ascribed significantly higher importance to 7 of the 11 measures, including:

- Public health and safety
- Enforcement of local laws
- Health initiatives
- Availability of community services
- Supporting local community development
- Library service
- Access to community venues

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – by ward

Residents of Ward 2 ascribed significantly higher importance to 7 of the 11 measures, including:

- Public health and safety
- Immunisation service
- Enforcement of local laws
- Health initiatives
- Providing support and facilities for sporting clubs
- Civic events
- Access to community venues

Those living in Ward 5 found 'library service' to be significantly more important, while residents of Ward 3 found this measure to be significantly less important, alongside 'availability of community services' and 'providing support and facilities for sporting clubs'. Residents of Ward 4 indicated that they believed 'availability of community services' to be significantly more important.



Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

Overview of Rating Scores

Satisfaction – overall

Very high	Immunisation service
	Civic events
High	Library service
	Access to community venues
Moderately high	Health initiatives
	Public health and safety
	Providing support and facilities for sporting clubs
	Enforcement of local laws
	Supporting local community development
	Availability of community services
	Planning and building advice and assessment

Satisfaction – by age

There were no significant differences in satisfaction between age groups.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

There were no significant differences in satisfaction by ratepayer status.

Satisfaction – by ward

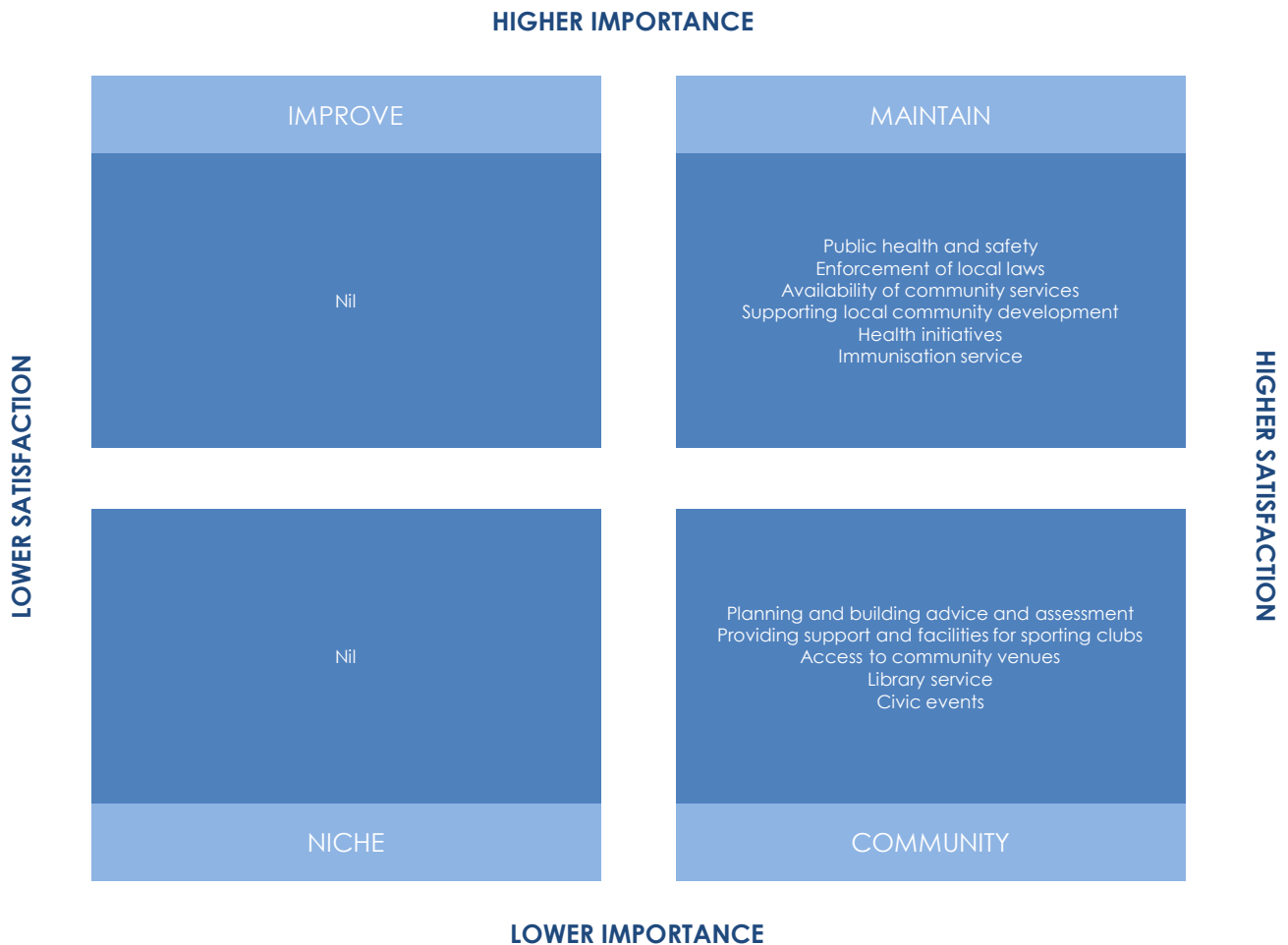
There were no significant differences in satisfaction by ward.



Importance of, and Satisfaction with, Council Services and Facilities

Proud Place, Great Lifestyle

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, City of Playford needs to maintain resident satisfaction with:

- Public health and safety
- Enforcement of local laws
- Availability of community services
- Supporting local community development
- Health initiatives
- Immunisation service



Importance of, and Satisfaction with, Council Services and Facilities

Connected and Collaborative Community Leaders

Services and facilities explored included:

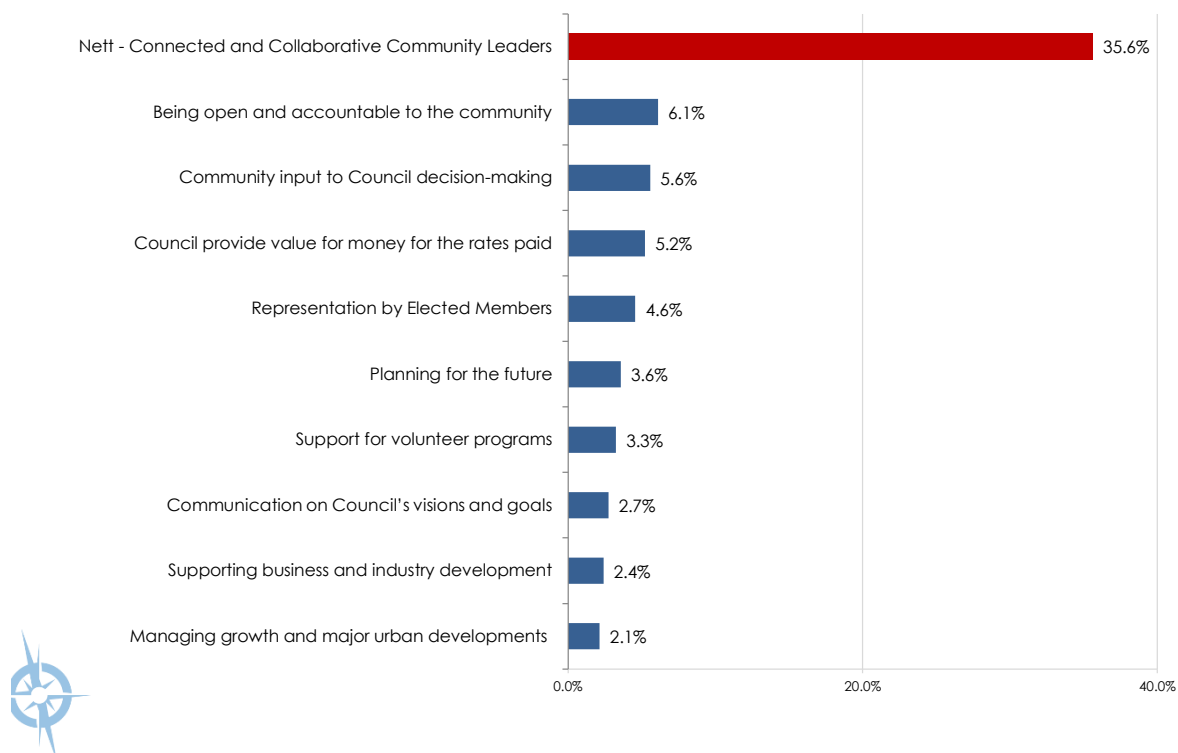
- Support for volunteer programs
- Planning for the future
- Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)
- Supporting business and industry development
- Being open and accountable to the community
- Community input to Council decision-making
- Council provides value for money for the rates paid
- Communication on Council's visions and goals
- Representation by Elected Members

Of these, 'planning for the future', 'being open and accountable to the community', 'community input into Council decision-making', and 'Council provides value for money for the rates paid' are continuous measures, which are comparable to results from the 2014 study. Statistical comparisons have been made where appropriate.

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 36% of overall satisfaction, based on the regression analysis.

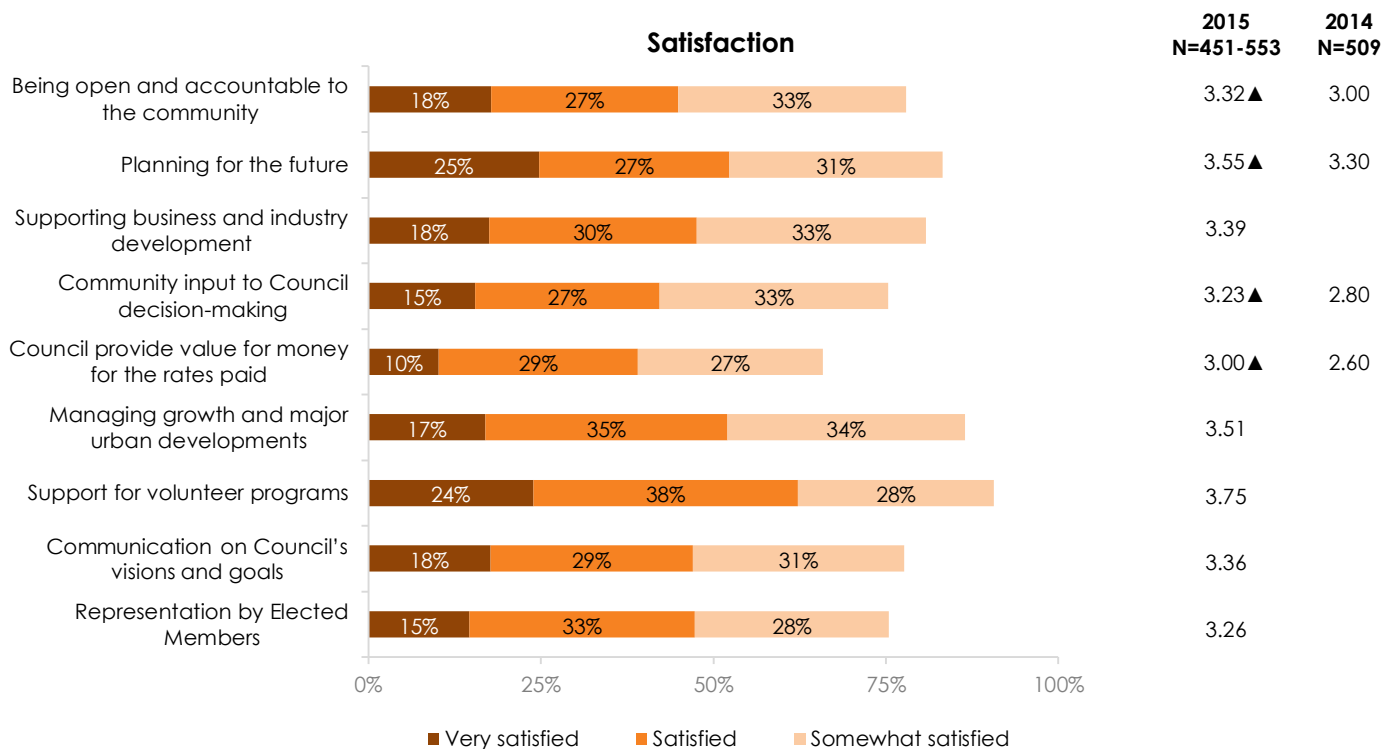
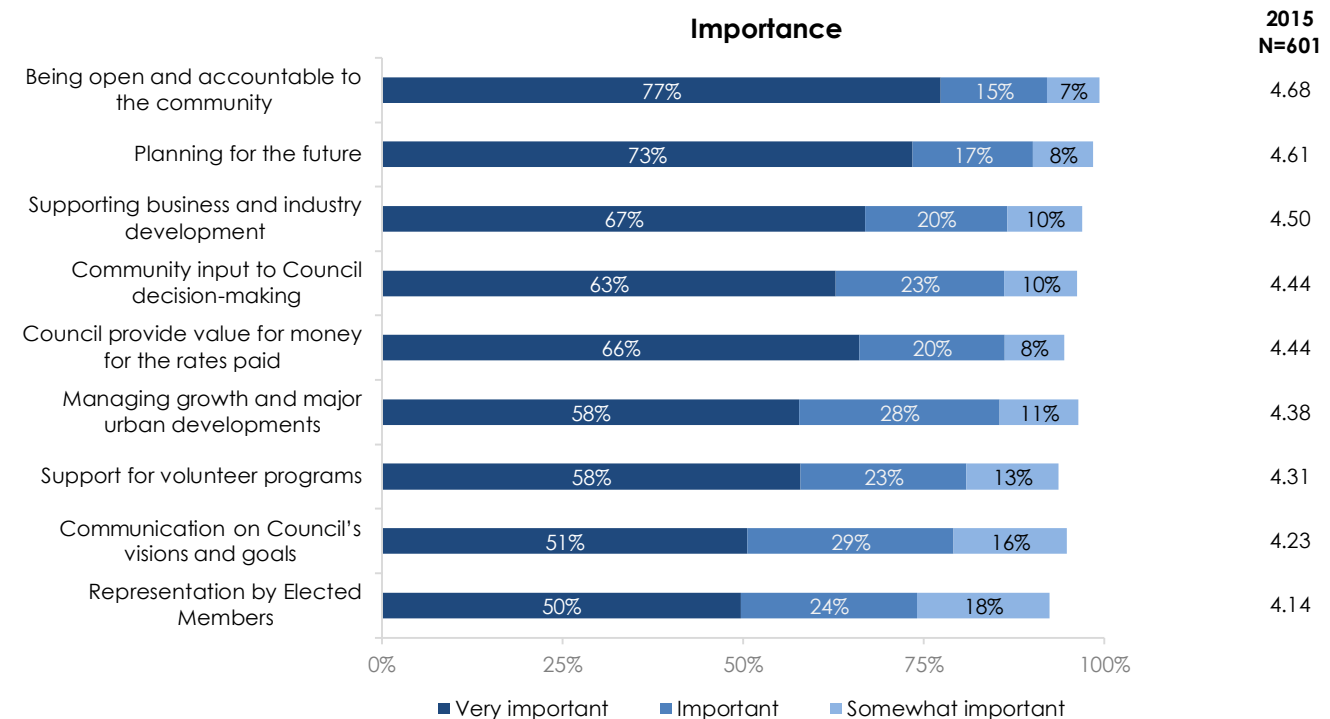
Connected and Collaborative Community Leaders – Contributes to Almost 36% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities

Connected and Collaborative Community Leaders

Note: The hierarchical sorting of each graph is relative to the criteria's importance mean ratings.



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

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

Importance of, and Satisfaction with, Council Services and Facilities

Connected and Collaborative Community Leaders

	Performance Gap
Council provide value for money for the rates paid	1.44
Being open and accountable to the community	1.36
Community input to Council decision-making	1.21
Supporting business and industry development	1.11
Planning for the future	1.06
Representation by Elected Members	0.88
Communication on Council's visions and goals	0.87
Managing growth and major urban developments	0.87
Support for volunteer programs	0.56

Overview of Rating Scores

Importance – overall

Extremely high	Being open and accountable to the community Planning for the future
Very high	Supporting business and industry development Community input to Council decision-making Council provide value for money for the rates paid Managing growth and major urban developments Support for volunteer programs
High	Communication on Council's visions and goals Representation by Elected Members

Importance – by age

Residents aged 65 and over ascribed significantly higher importance to 'representation by Elected Members'.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance by ratepayer status.

Importance – by ward

There were no significant differences in importance by ward.



Importance of, and Satisfaction with, Council Services and Facilities

Connected and Collaborative Community Leaders

Overview of Rating Scores

Satisfaction – overall

Moderately high	Support for volunteer programs
Moderate	Planning for the future
	Managing growth and major urban developments
	Supporting business and industry development
	Communication on Council's visions and goals
	Being open and accountable to the community
	Representation by Elected Members
	Community input to Council decision-making
	Council provide value for money for the rates paid

Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with 'support for volunteer programs'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'representation by Elected Members'.

Satisfaction – by ward

There were no significant differences in satisfaction by ward.

Satisfaction – compared to 2014

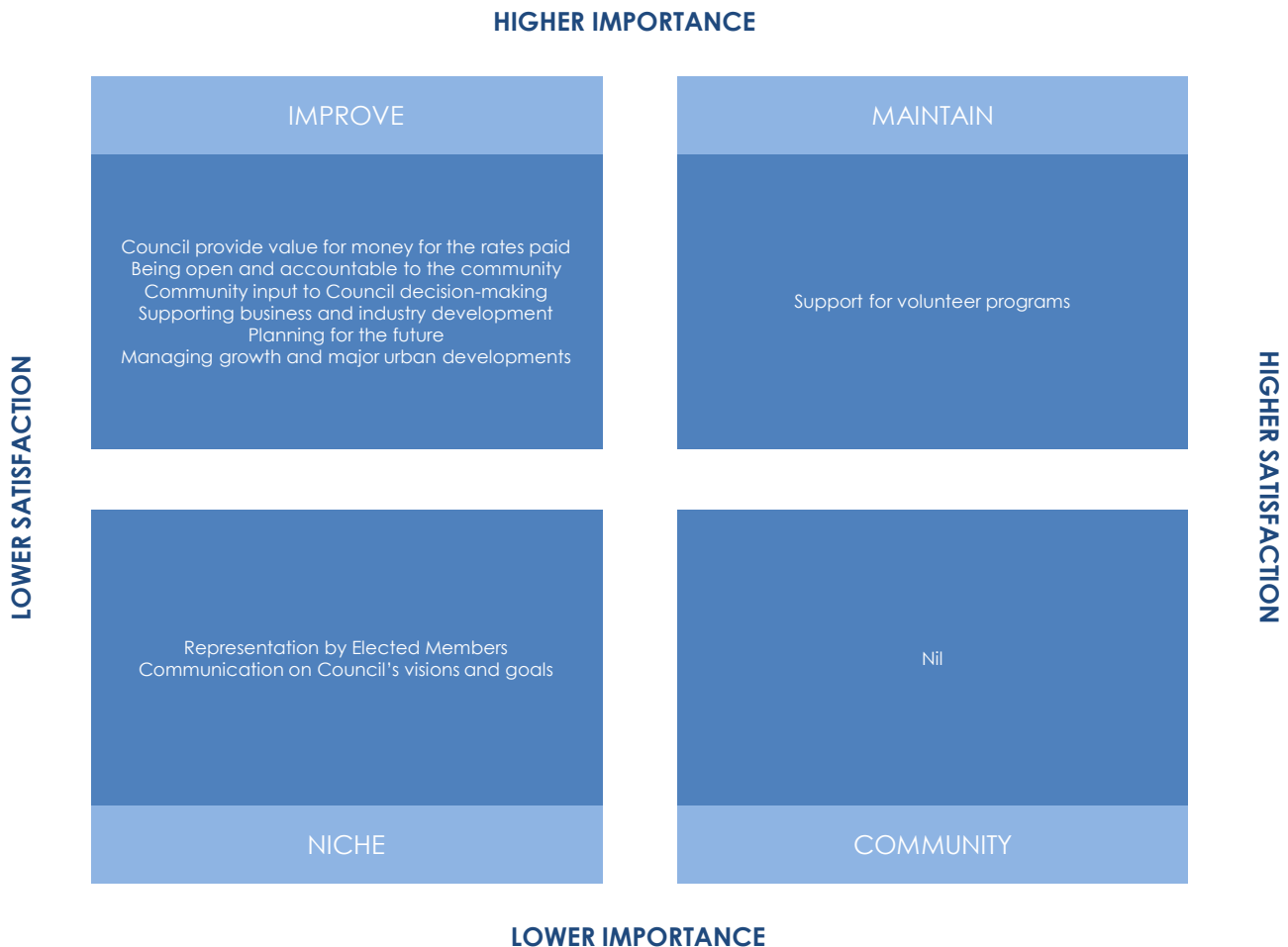
Satisfaction with all four compared measures – 'planning for the future', 'being open and accountable to the community', 'Community input to Council decision-making', and 'Council provide value for money for the rates paid' – has increased significantly since 2014.



Importance of, and Satisfaction with, Council Services and Facilities

Connected and Collaborative Community Leaders

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, City of Playford needs to improve resident satisfaction with:

- Council provide value for money for the rates paid
- Being open and accountable to the community
- Community input to Council decision-making
- Supporting business and industry development
- Planning for the future
- Managing growth and major urban developments

City of Playford also needs to maintain resident satisfaction with:

- Support for volunteer programs



Overall Satisfaction with Council

Summary

93% of residents were at least 'somewhat satisfied' with the performance of Council in the last 12 months, a strong result for City of Playford. This outcome generates a mean score significantly higher than the LGA benchmark, and somewhat above the metropolitan standard.

There were similar levels of satisfaction across the demographics.

There was a significant increase in overall satisfaction since 2014, with the mean rating returning to similar levels to 2013 and earlier.

Q11. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issue but across all responsibility areas?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.57	3.55	3.60	3.50	3.66	3.51	3.63	3.54	3.63

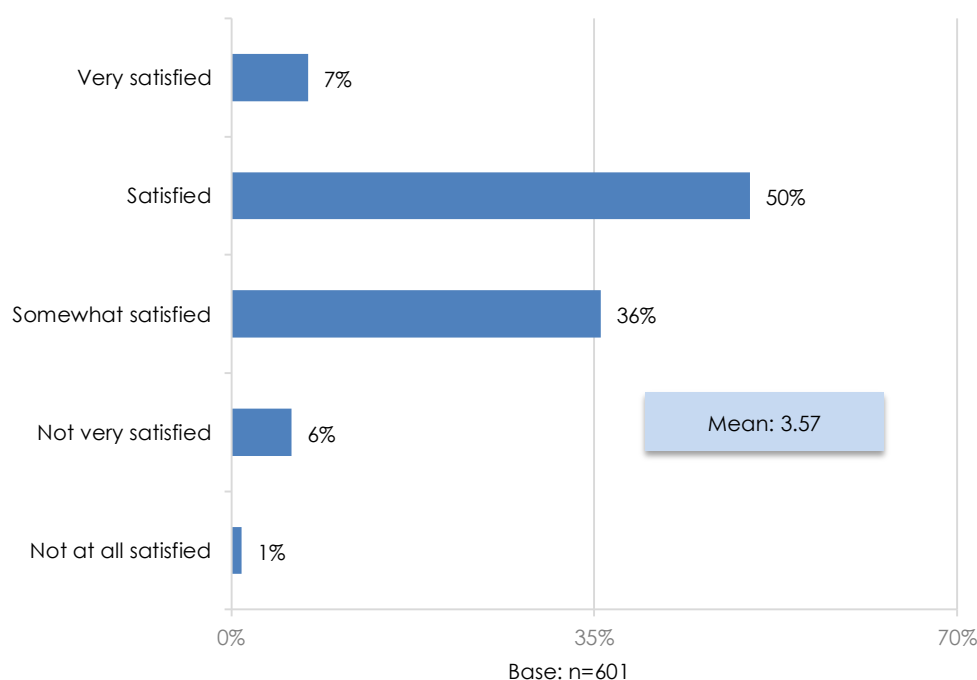
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.57	3.59	3.53	3.62	3.69	3.41

	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	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

LGA BRAND SCORES	Metro	All Councils	City of Playford 2015	Top SA Council T2 Box Benchmark	City of Playford T2 Box %
Mean ratings	3.45	3.31▼	3.57▲	70%	57%

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

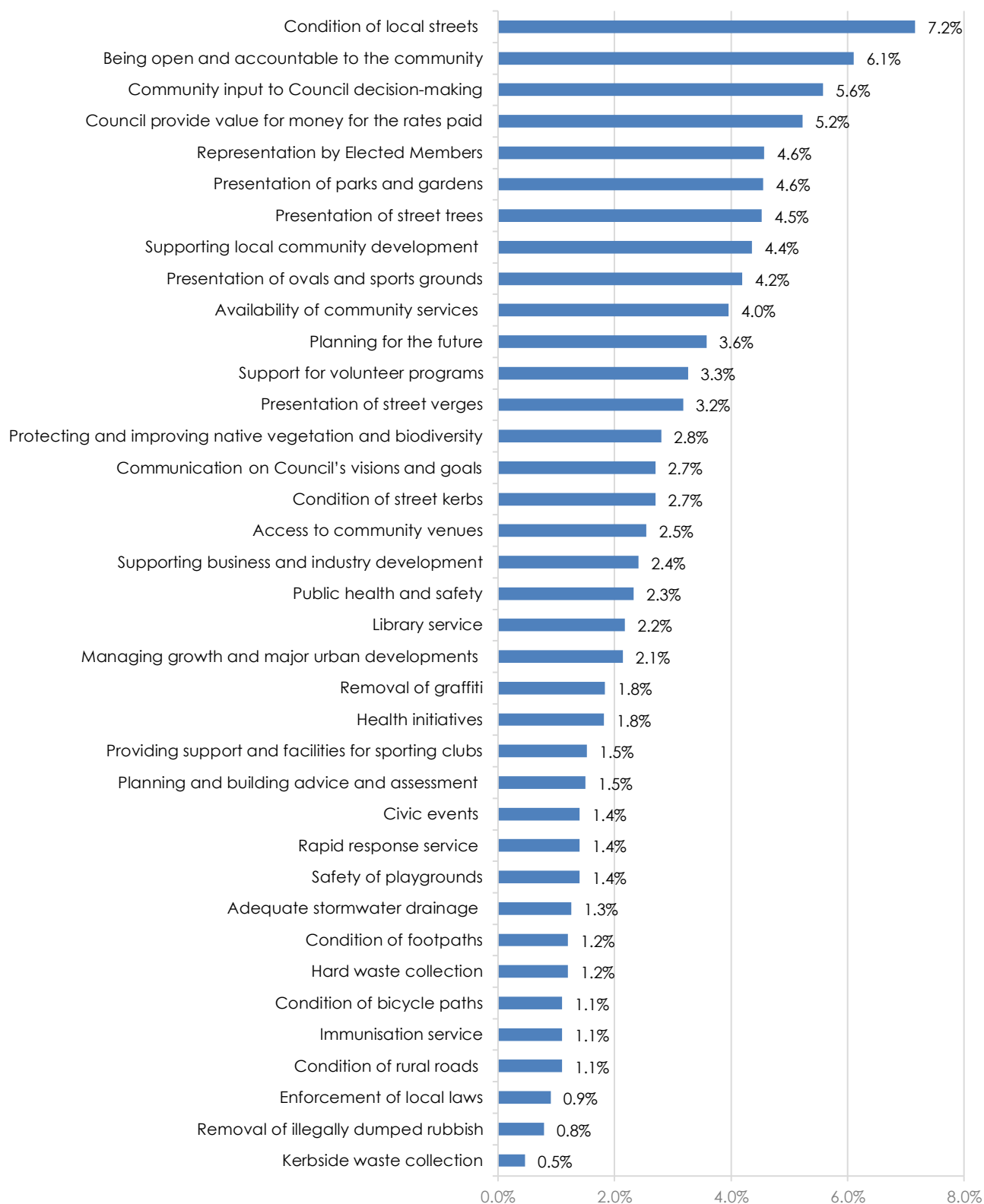
▲▼ = significantly higher/lower level of satisfaction (by group/year)



Improving Satisfaction with Council's Performance

Overview

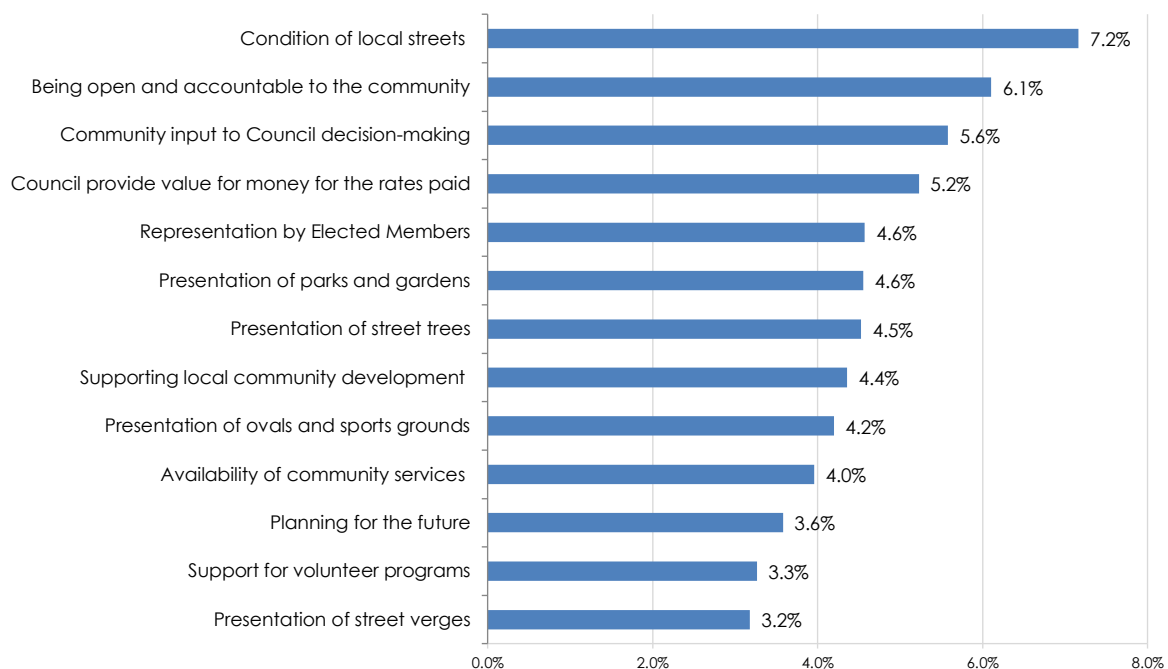
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



Importance of, and Satisfaction with, Council Services and Facilities

These 13 services/facilities are the key community priorities and by addressing these, City of Playford will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'condition of local streets' contributes 7.2% towards overall satisfaction.

These Top 13 Indicators Contribute to Over 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If City of Playford can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.

Importance of City of Playford Streetscapes

Five service areas – 'condition of local streets', 'presentation of street trees', 'condition of footpaths', 'condition of bicycle paths', and 'presentation of street verges' – were combined into a cumulative 'streetscape' measure.

Summary

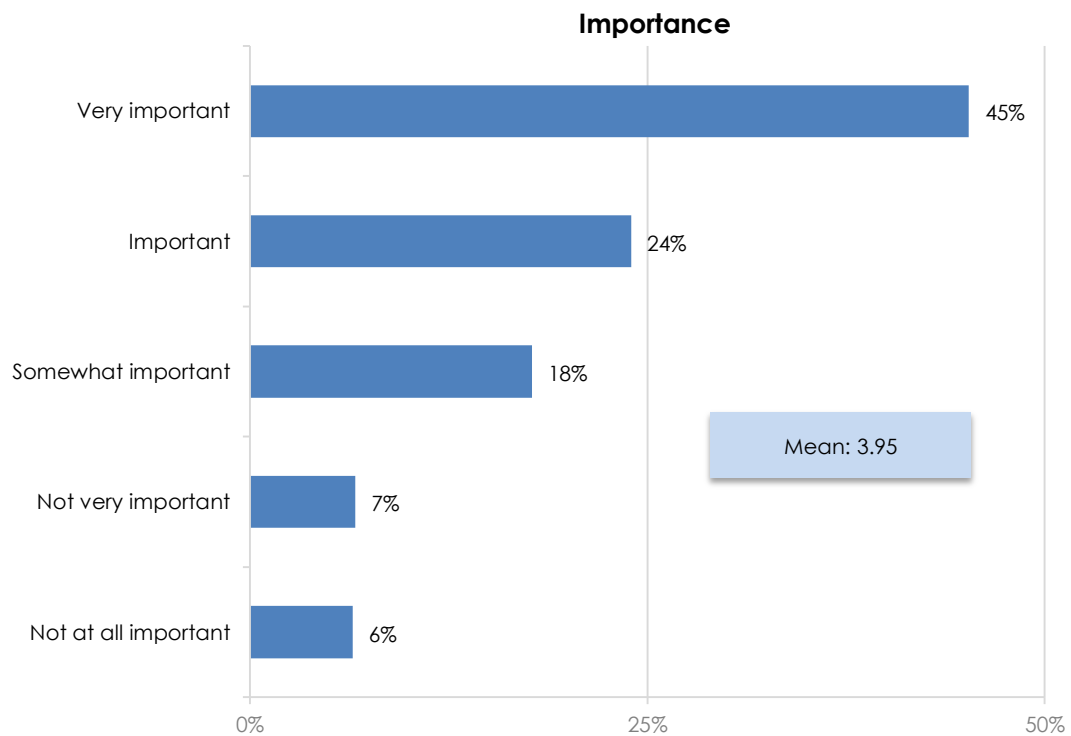
Females ascribed significantly greater importance to this measure, while residents of Ward 3 found it to be significantly less important.

Importance	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Importance mean ratings	3.95	3.80	4.06	4.03	3.96	3.78	4.11▲	3.97	3.91

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Importance mean ratings	3.94	4.11	3.56▼	4.02	4.16	4.06

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

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



n=3005 (total of all importance ratings for incorporated measures)



Satisfaction with City of Playford Streetscapes

Summary

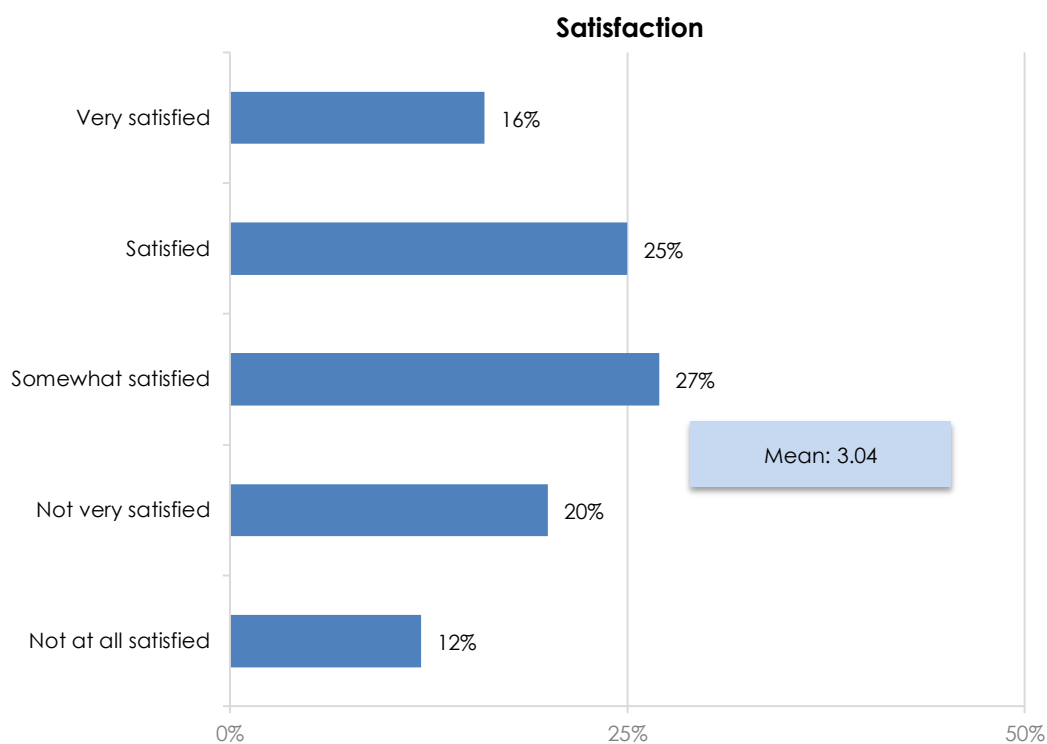
68% of residents' streetscape ratings were at least 'somewhat satisfied', a result generally consistent across all demographics.

Satisfaction	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Importance mean ratings	3.04	3.10	2.99	2.88	3.21	3.02	3.06	3.04	3.03

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Importance mean ratings	2.98	3.14	2.76	3.29	3.25	2.89

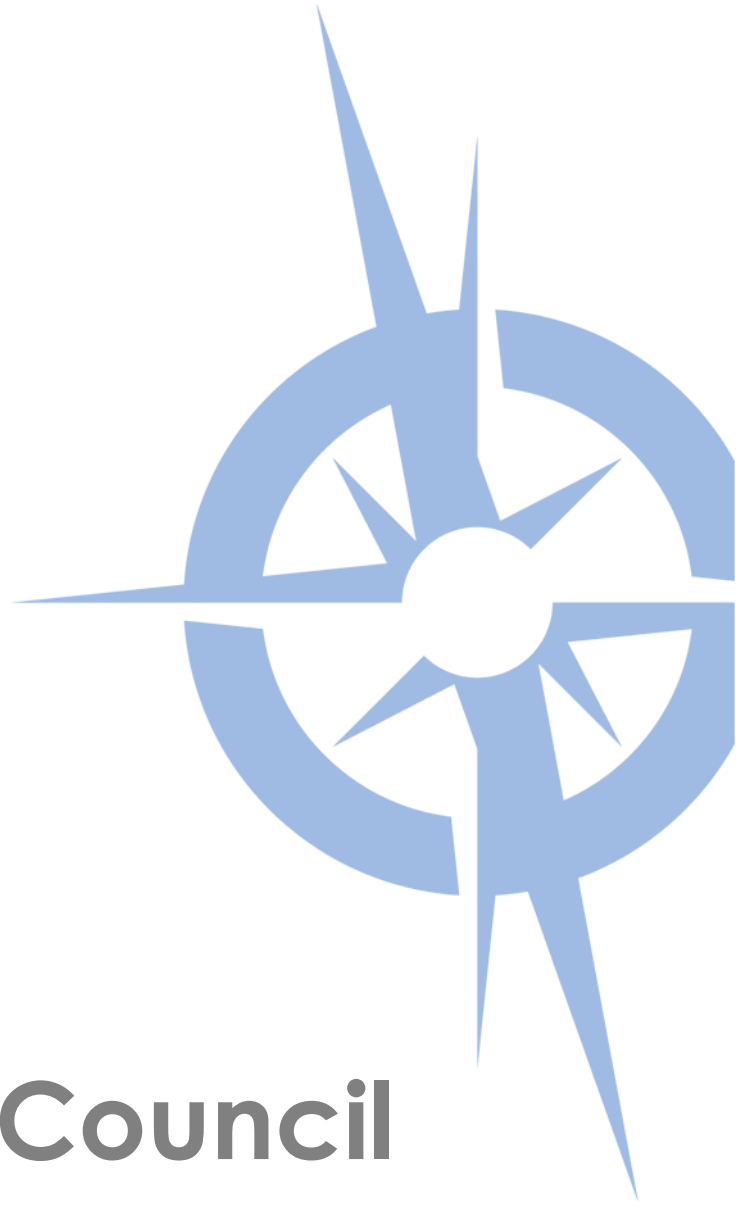
Scale: 1 = not at all satisfied, 5 = very satisfied

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



n=2150 (total of all satisfaction ratings for incorporated measures)





Section B

Contact with Council

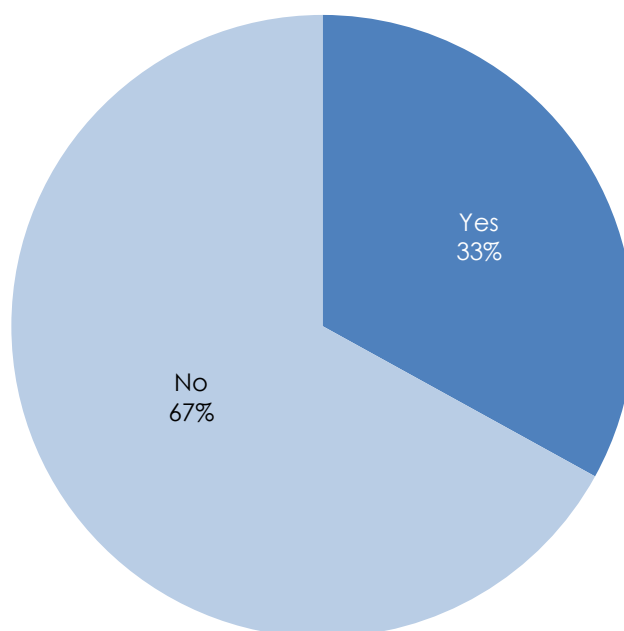
Contact with Council

Summary

33% of residents indicated that they had contacted Council in the last 12 months.

Those aged 18-34 were significantly less likely to have contacted Council (20%), while those aged 35-49 were the most likely to have done so (43%).

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



Base: n=601

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Yes	33%	20%▼	43%	37%	38%	28%	38%	36%	27%
No	67%	80%	57%	63%	62%	72%	62%	64%	73%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	30%	39%	36%	30%	35%	32%
No	70%	61%	64%	70%	65%	68%

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



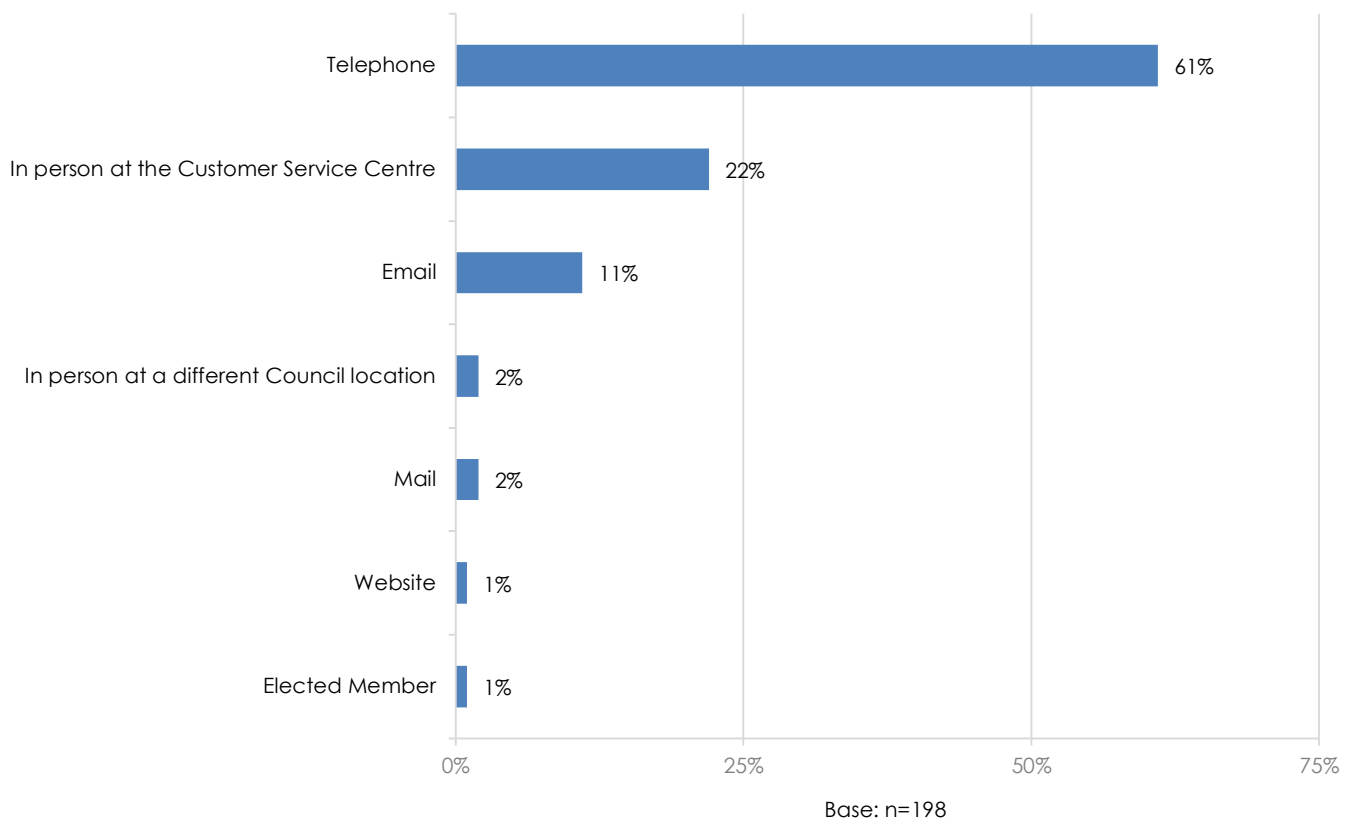
Contact with Council

Summary

The majority of residents who had contacted Council did so via 'telephone' (61%), followed by 'in person at the Customer Service Centre' (22%).

Usage of different means of making contact with Council was reasonably uniform across the demographics.

Q1b. When you last made contact with Council staff was it by:



Contact with Council

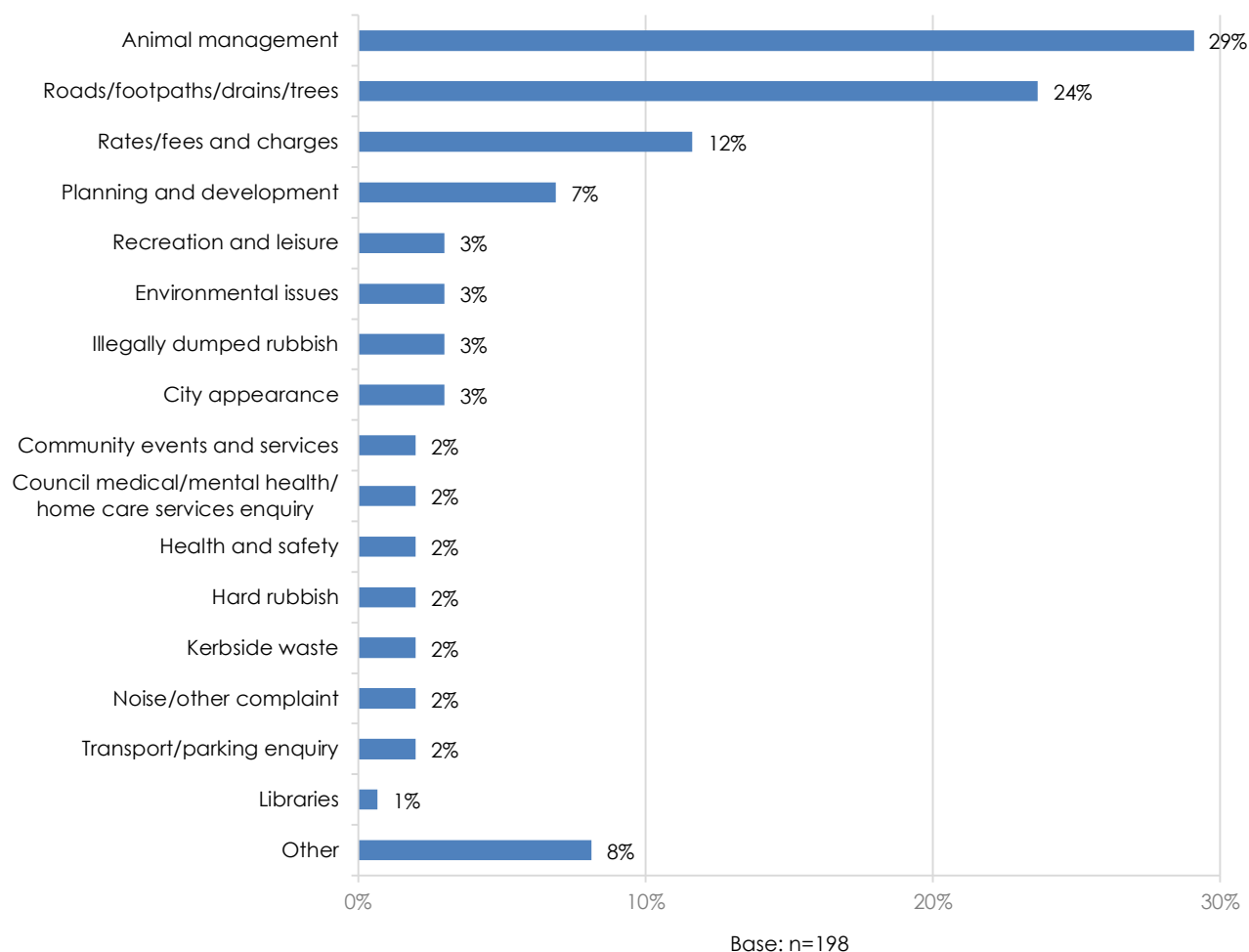
Summary

The most frequent reason for contacting Council was regarding 'animal management' (29% of those making contact), followed by enquiries related to 'roads/footpaths/drains/trees' (24%).

Residents aged 50-64 were significantly more likely to contact Council regarding 'kerbside waste' (6%), while those aged 65 and over were the only residents to make an enquiry related to 'libraries' (4%).

Those living in Ward 5 were significantly more likely to contact Council regarding 'hard rubbish' (11%).

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



Other	Count
Justice of the Peace enquiry	2
Reporting illegal parking	2
Abandoned property	1
Fire regulations enquiry	1
General enquiry	1
Internet provision issue	1
Land rights/legal issue	1
Providing feedback regarding Council services	1
Water service problem	1



Contact with Council

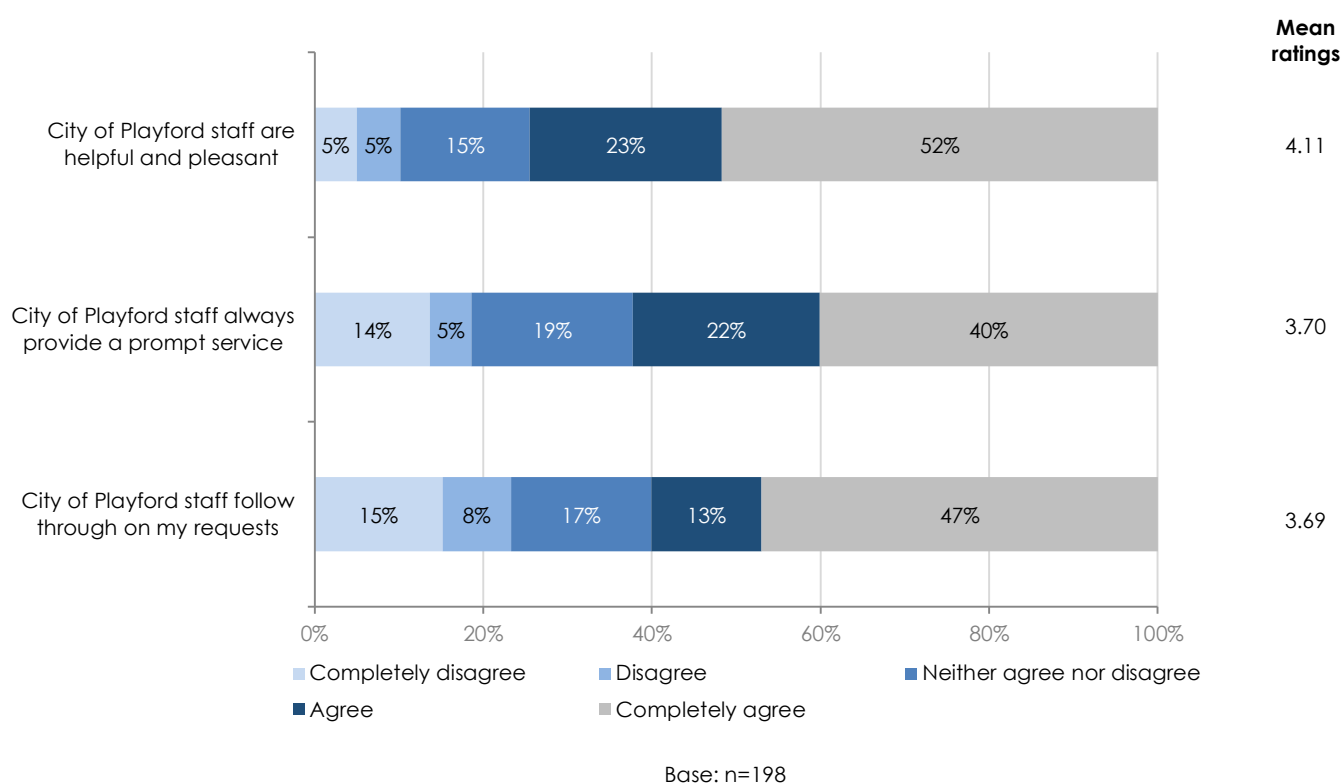
Summary

A majority of residents expressed some degree of agreement with each of the prompted statements, with between 60% and 75% indicating that they 'agree' or 'completely agree' with each, and fewer than 25% indicating any dissent in any case.

Residents of Ward 2 were significantly more likely to agree with each of the statements.

Females, those aged 65 and over, and non-ratepayers all registered somewhat higher levels of agreement with all three statements.

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



Contact with Council

Summary

84% of residents were at least 'somewhat satisfied' with the level of customer service provided by Council.

Residents living in Ward 2 were significantly more satisfied with Council's customer service.

Those aged 50 and over were somewhat more satisfied than were younger residents.

Q2. Overall, how would you rate your satisfaction with Council's level of customer service?

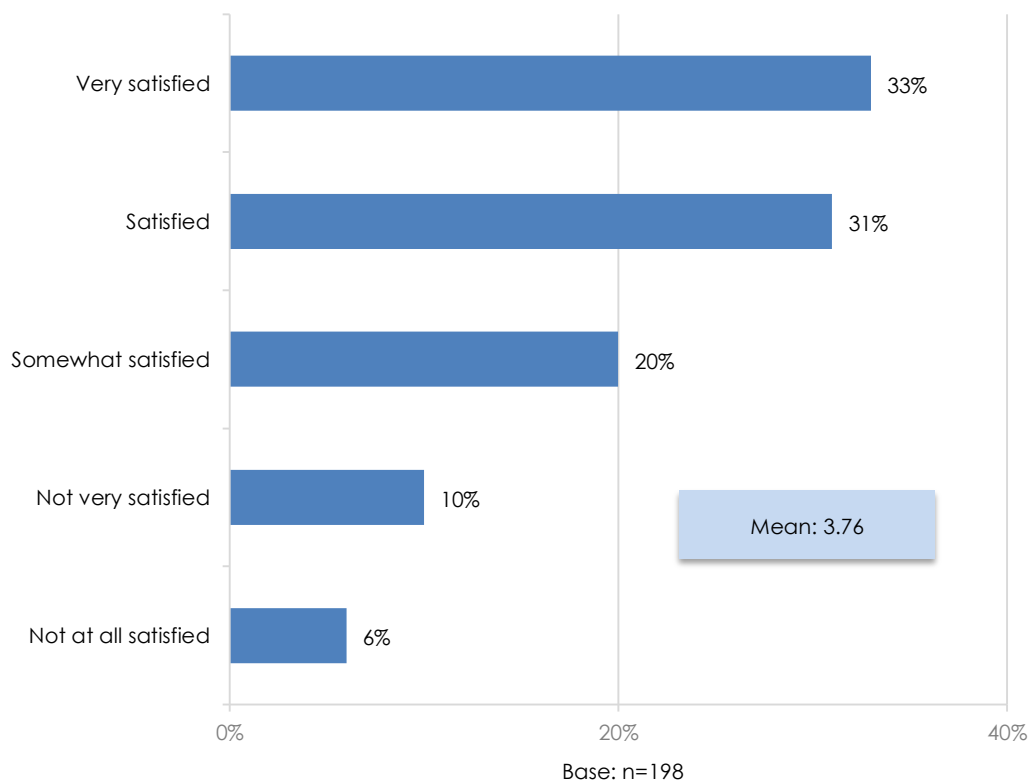
	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.76	3.52	3.67	3.98	3.92	3.68	3.82	3.73	3.86

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.68	4.37▲	3.55	3.70	3.78	3.29

	2015	2014	2013	2012	2011	2010
Satisfaction mean ratings	3.76	3.90	3.90	4.00	3.80	3.60

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

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



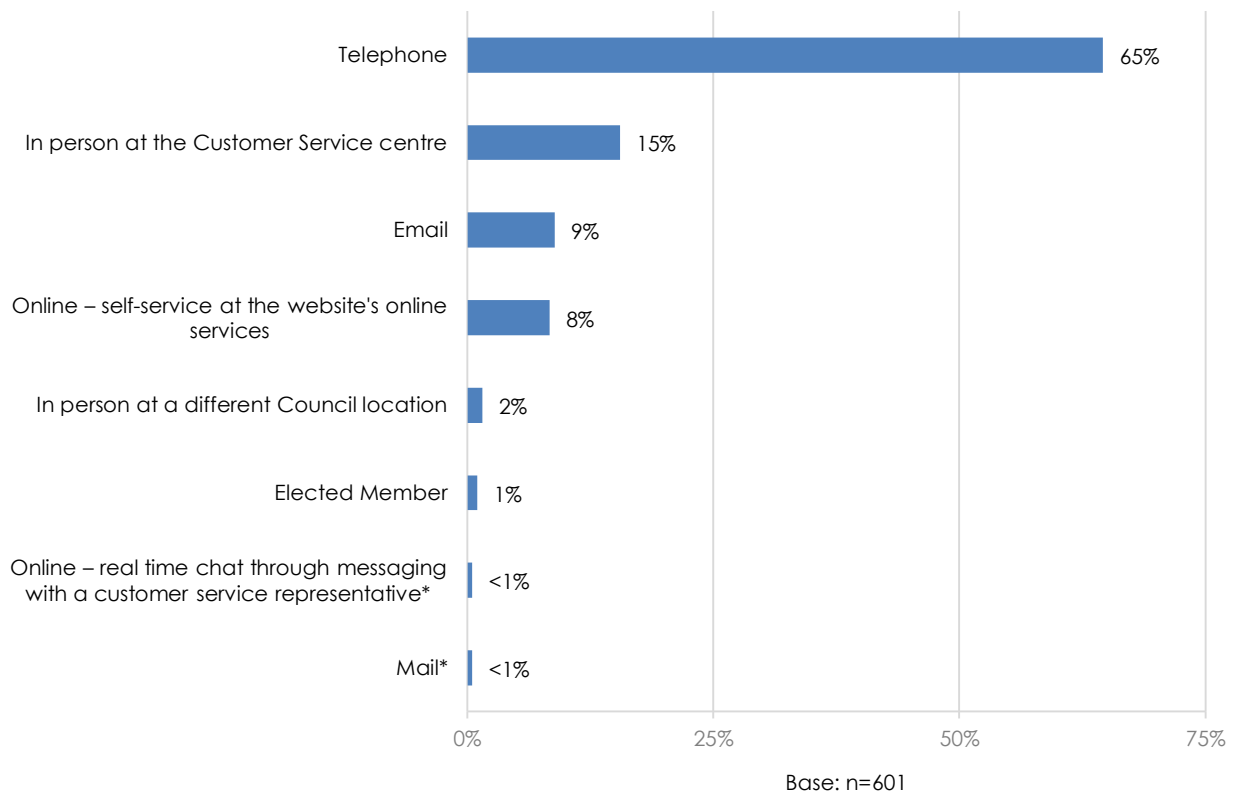
Contact with Council

Summary

The majority of residents (65%) indicated that they would most likely contact Council via 'telephone' in the future, with further minorities suggesting they would prefer to do so 'in person at the Customer Service Centre' (15%), 'email' (9%), or 'online – self-service at the website's online services' (8%).

Those aged 65 and over were significantly more likely to indicate that they would contact Council 'in person at the Customer Service Centre' (26%), while those aged 18-34 were significantly less likely to prefer this avenue (5%). The reverse was true of contacting Council 'online – self-service at the website's online service', which those aged 65 and over were significantly less likely to select (1%), and those aged 18-34 significantly more so (18%).

Q3. If required, how would you most likely contact Council in the future?



***Note:** One resident indicated that they would be most likely to contact Council via 'online – real time chat through messaging with a customer service representative', and one other indicated they would do so via 'mail'.



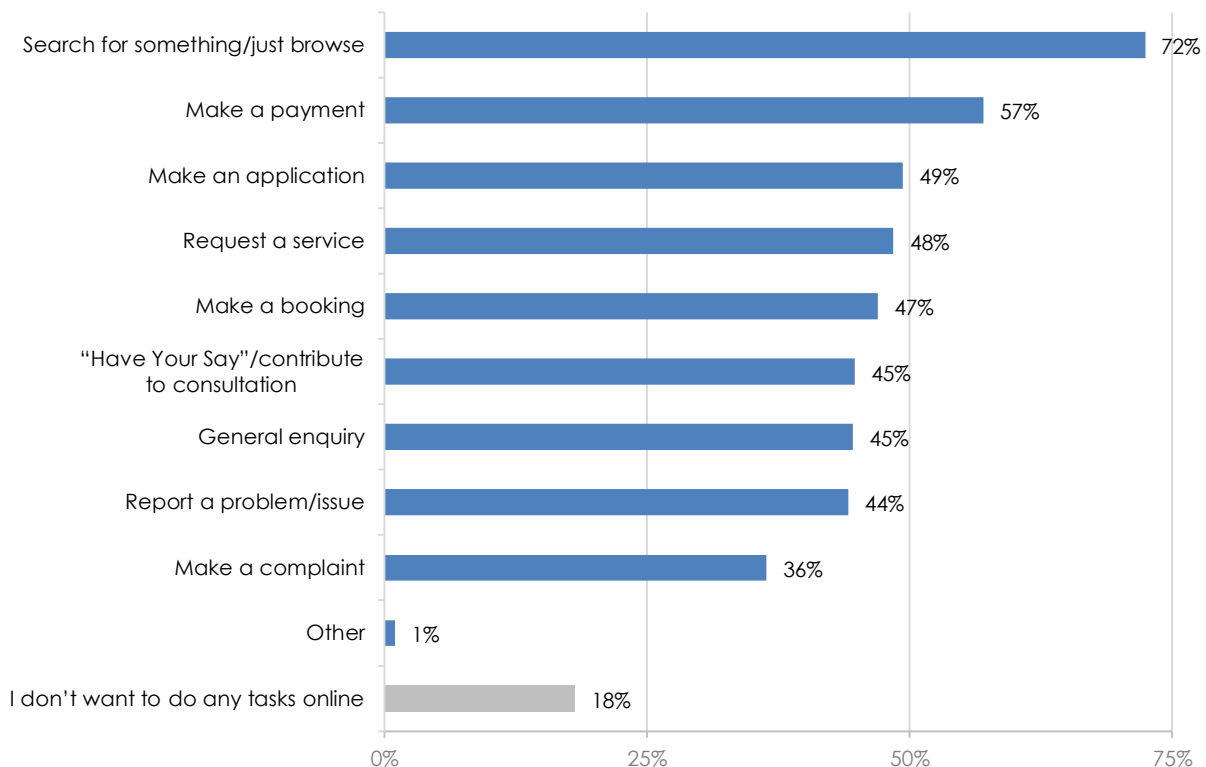
Contact with Council

Summary

A majority of residents indicated they would like to 'search for something/just browse' (72%), or 'make a payment' (57%), online.

These outcomes were strongly affected by residents' age, with those aged 18-34 significantly more likely to need or want to perform each of the prompted activities online, with the exception of 'make a payment'. Those aged 50 and over were significantly less likely to mention each activity, again except for 'make a payment'. Those aged 35-49, however, were significantly more likely to want to complete this task online (68%). Those aged 65 and over were significantly more likely to indicate 'I don't want to do any tasks online' (54%), while those aged 18-34 significantly less so (3%).

Q4. Which tasks do you need or want to do online?



Base: n=601

Other	Count
Animal registration	3
Obtain Council geographic information	1
Obtain details of Council meetings	1





Section C

Communication with Council

Communication with Council

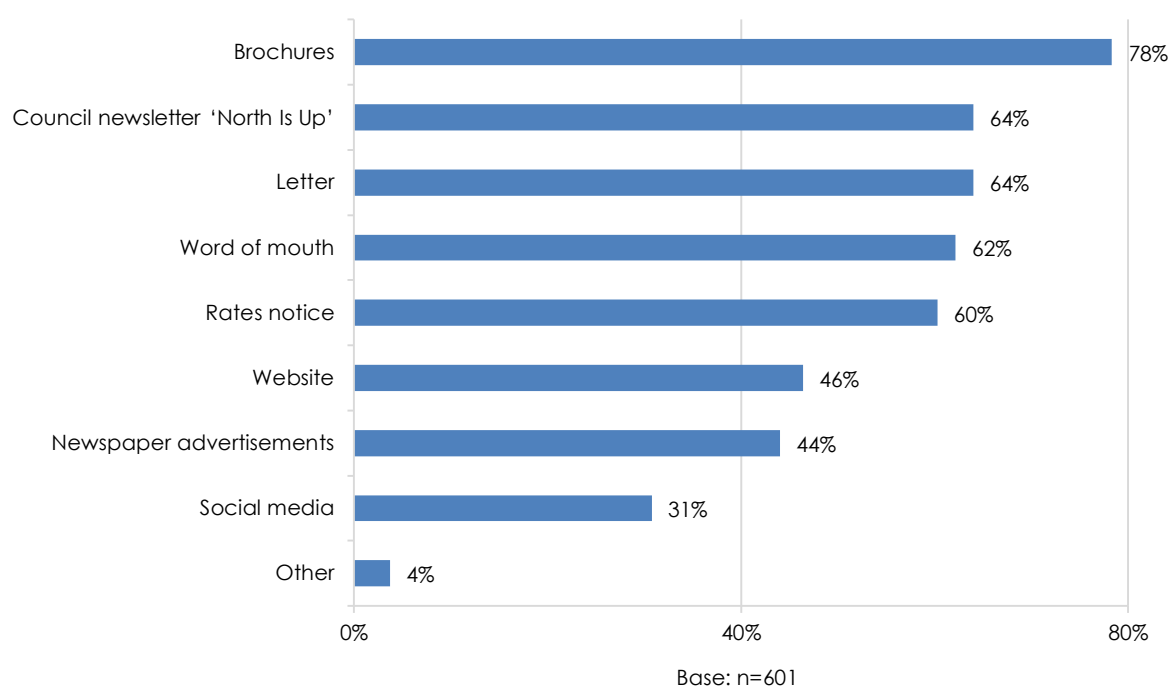
Summary

'Brochures' was the predominant means by which residents reported receiving information about Council (78%), with a majority also receiving communication via 'letters' (64%), 'Council newsletter 'North Is Up' (64%), 'word of mouth' (62%), and 'rates notices' (60%)

These results were affected a great deal by residents' age. Those aged 50-64 were significantly more likely to receive Council information via 'brochures' (86%) and 'rates notices' (72%), while those aged 18-34 were less likely to do so through the latter means (45%). Those aged 50 and over were significantly more likely to receive Council information from the 'Council newsletter – North Is Up' (81%), while those aged 18-34 were again less likely to do so (45%). This younger age group was markedly more likely to receive information via both the 'website' (62%) and 'social media' (43%), with those aged 50 and over significantly more likely to do so in both cases (27% and 19% respectively). Finally, those aged 65 and over were significantly more likely to receive information via 'newspaper advertisements' (55%).

Ratepayers, not surprisingly, were more likely to receive Council information via 'rates notices' (78%).

Q5. Through which of the following means do you receive information about Council?



Other	Count
Notice boards - Council office, Grenville Community hub, local library, public areas	8
In person from Council staff	3
None of the above	3
Resident newsletter	3
Via local elected Members	2
Local association	1
Open days at Council facilities	1
Other website(s)	1
Radio	1
Television	1



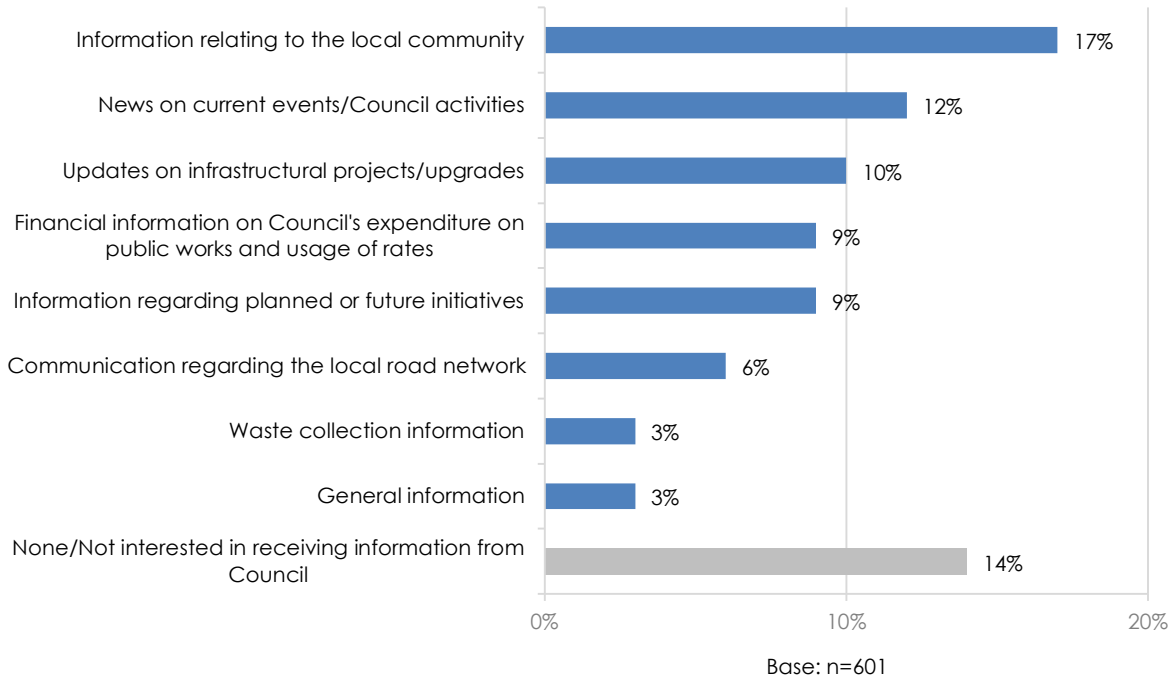
Communication with Council

Summary

Residents were most likely to indicate that they wished to receive information which was relevant to the local community. Specific areas of communication frequently mentioned included news on current local events and Council's activities, and updates on current projects/developments.

14% of residents indicated that they were not interested in receiving any information from Council.

Q6. What information would you like to receive from Council?



Communication with Council

Summary

90% of residents were at least 'somewhat satisfied' with Council's level of communication with the community, a positive result for City of Playford.

Those aged 65 and over were significantly more satisfied on average than were others, with residents of Ward 2 also registering higher satisfaction with the measure.

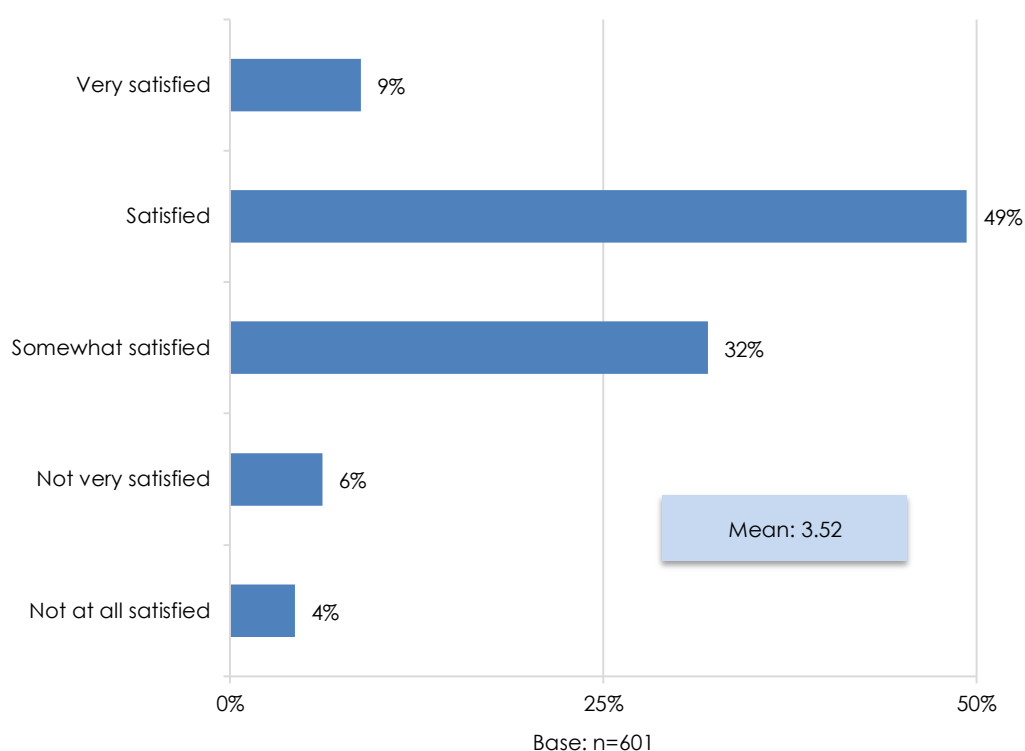
Q7. How satisfied are you with the level of communication Council currently has with the community?

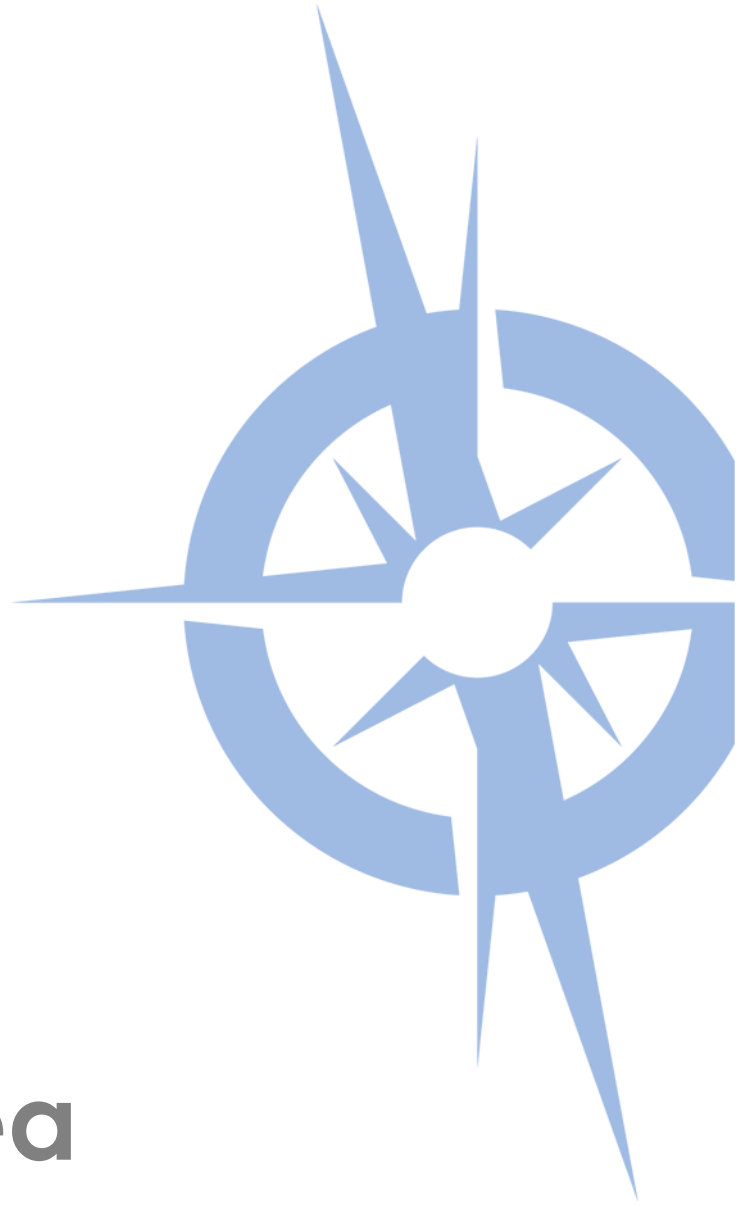
	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.52	3.58	3.40	3.43	3.73▲	3.43	3.60	3.51	3.54

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.46	3.69	3.45	3.64	3.45	3.44

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

▲▼ = significantly higher/lower (by group)





Section D

The Local Area

Presentation of the City

Summary

90% of residents were at least 'somewhat satisfied' with the presentation of the City, another strong outcome for Council.

Those aged 65 and over were significantly more satisfied with the measure than were younger residents, while results across the other demographics were typically steady.

While satisfaction only increased marginally since 2014, this result continues a trend of improvement in City presentation since 2011.

Q9. Overall, how would you rate your satisfaction with the presentation of the City of Playford?

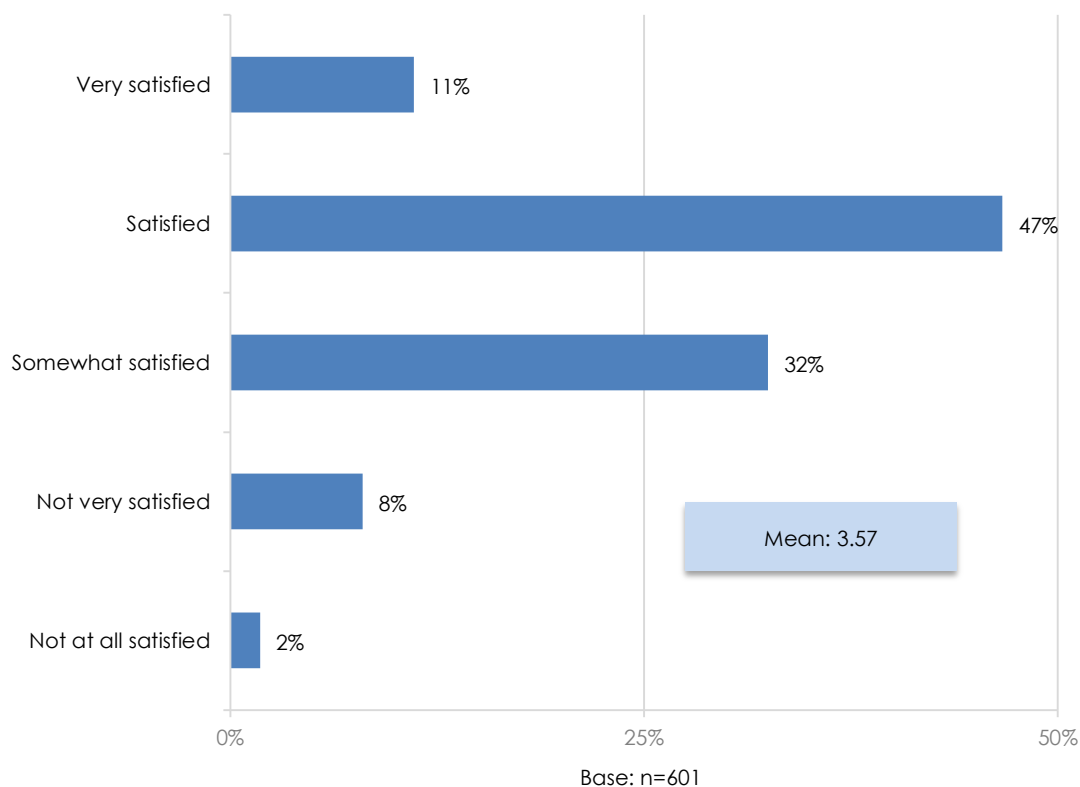
	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.57	3.52	3.52	3.51	3.85▲	3.50	3.64	3.58	3.55

	2015	2014	2013	2012	2011
Satisfaction mean ratings	3.57	3.50	3.45	3.45	3.35

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.68	3.54	3.57	3.65	3.45	3.31

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

▲▼ = significantly higher/lower (by group)



Use of Council Facilities

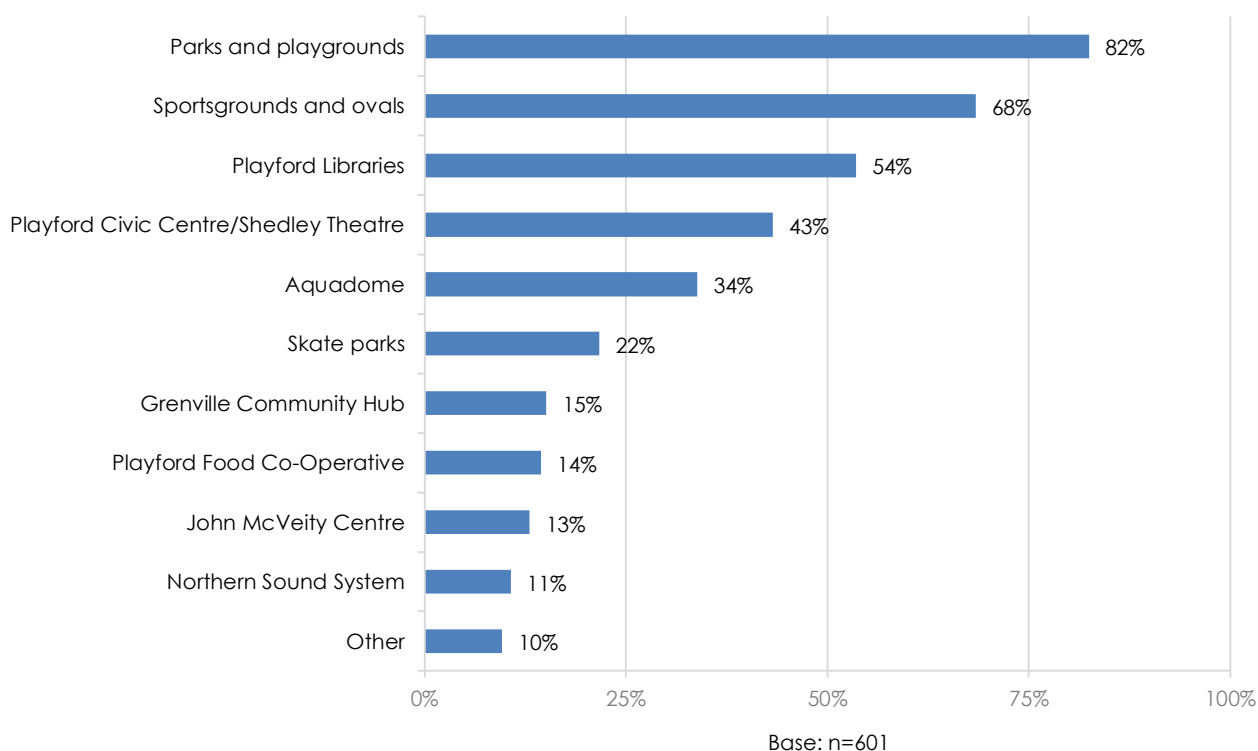
Summary

The most widely visited of the prompted Council facilities were 'parks and playgrounds' (82%), with 'sportsgrounds and ovals' (68%) and 'Playford libraries' (54%) also visited by a majority of the community.

Perhaps not surprisingly, those aged 65 and over were significantly less likely to have visited 'parks and playgrounds' (69%), 'sportsgrounds and ovals' (52%), and the 'Aquadome' (16%); however, these residents were markedly more likely to have visited 'Grenville Community Hub' (37%). Those aged 50 and over were significantly less likely to have visited 'skate parks' in the last 12 months (11%).

Non-ratepayers were significantly more likely to have visited 'Playford Food Co-Operative' (25%).

Q10. In the last 12 months, which of the following Council facilities have you visited?



Other	Count
NAWMA Resource Recovery Centre	10
Council Customer Service Centre	6
Dog park/dog walking facilities	3
Blakes Crossing waterway	1
Central District Football Club	1
Elizabeth Downs drop-in Centre	1
Community halls	1
Craigmore Gym	1
One Tree Hill Institute	1
Midway Road Community House	1
Mt Crawford Reserve	1
Nature walks	1
Playford Alive activities	1
Playford Nursery	1
None	40



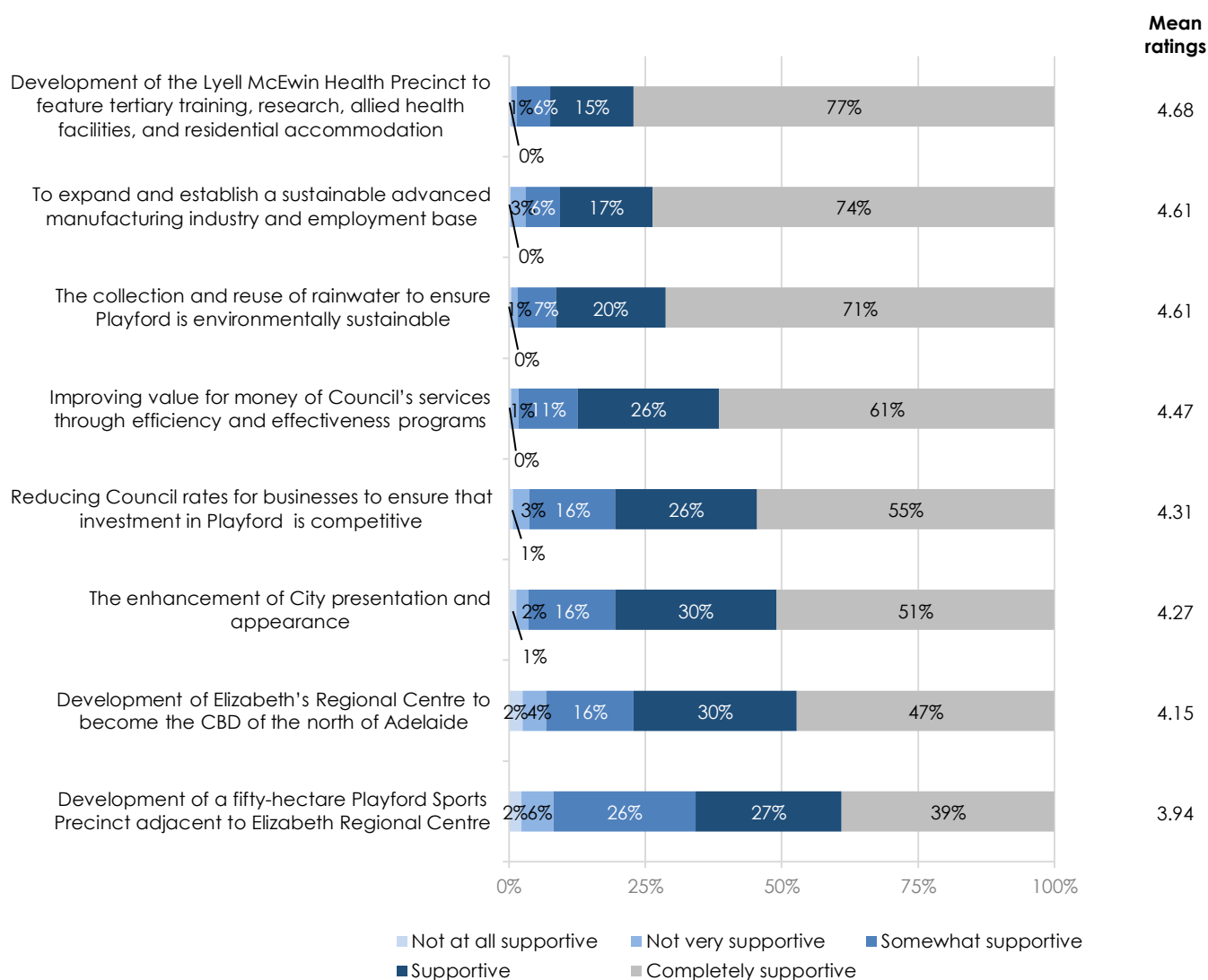
Strategic Goals

Summary

Support for the Strategic Goals was generally high, with a majority of residents indicating they were 'completely supportive' of 6 of the 8 proposed schemes, and no more than 8% indicating that they were 'not very supportive' or 'not at all supportive' of any one priority. 'Development of the Lyell McEwin Health Precinct...', 'to expand and establish a sustainable advanced manufacturing industry and employment base', and 'the collection and reuse of rainwater...' received the highest mean ratings, all suggesting 'extremely high' support levels and affirming their status as key priorities for the Playford community.

While these results were otherwise steady across the community, residents' gender did affect their support for some of the Strategic Goals – females were significantly more supportive of 'development of the Lyell McEwin Health Precinct...', 'reducing Council rates for businesses...', and 'the collection and reuse of rainwater...'.

Q12a. City of Playford has identified 8 priorities for delivery in the coming four years, as outlined in Council's Strategic Plan Delivery Program. Council is seeking your opinion on these priorities so that it can manage the delivery of current and future services. Please indicate how supportive you are of the following priorities.



Scale: 1 = not at all supportive, 5 = completely supportive



Key Local Priorities

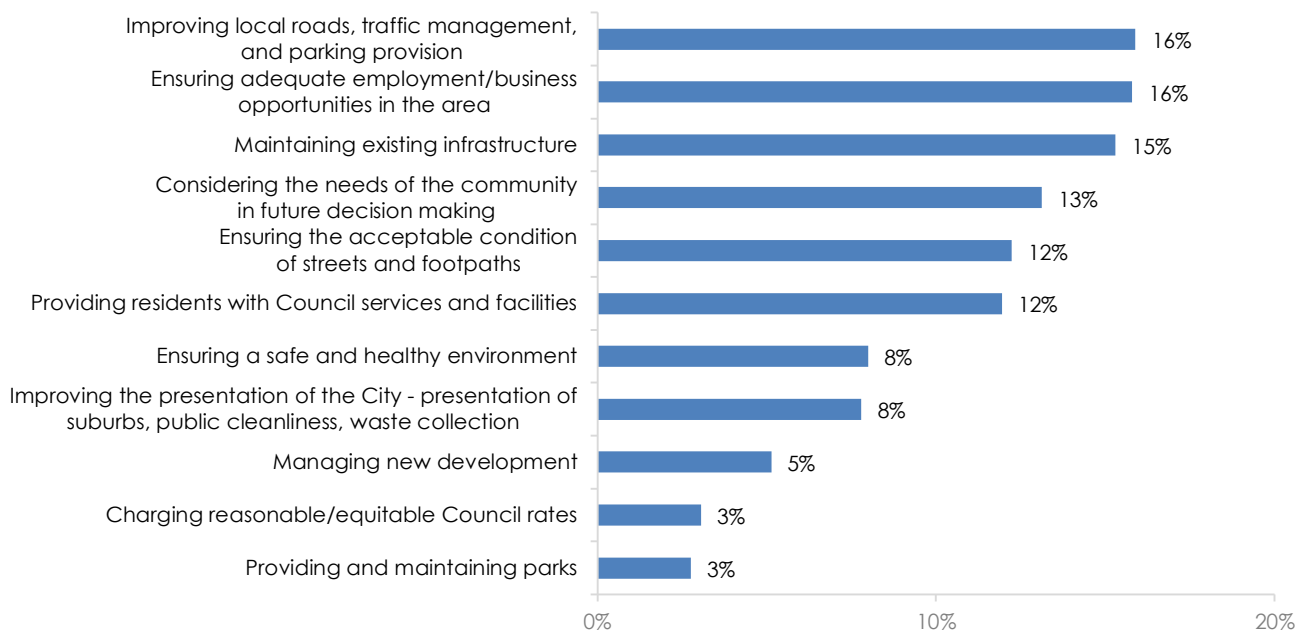
Summary

The most commonly cited areas which residents perceived as priorities for Council were 'improving local roads, traffic management, and parking provision' (16%), 'ensuring adequate employment/business opportunities in the area' (16%), and 'maintaining existing infrastructure' (15%). There were also notable minorities of residents who were most concerned that Council adequately consider community needs, maintain streets and footpaths, and provide Council-led services and facilities to a good standard.

Q12b. What do you think are the key priorities for Council in the local area?

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.



Base: n=601

Council's Image within the Community

Summary

74% of residents gave a rating of 'good' or better to Council's image within the local community. This result was steady through all demographics, notwithstanding somewhat stronger ratings of Council's brand image among non-ratepayers and those aged 18-34. The Council image mean score significantly exceeds the Micromex benchmark.

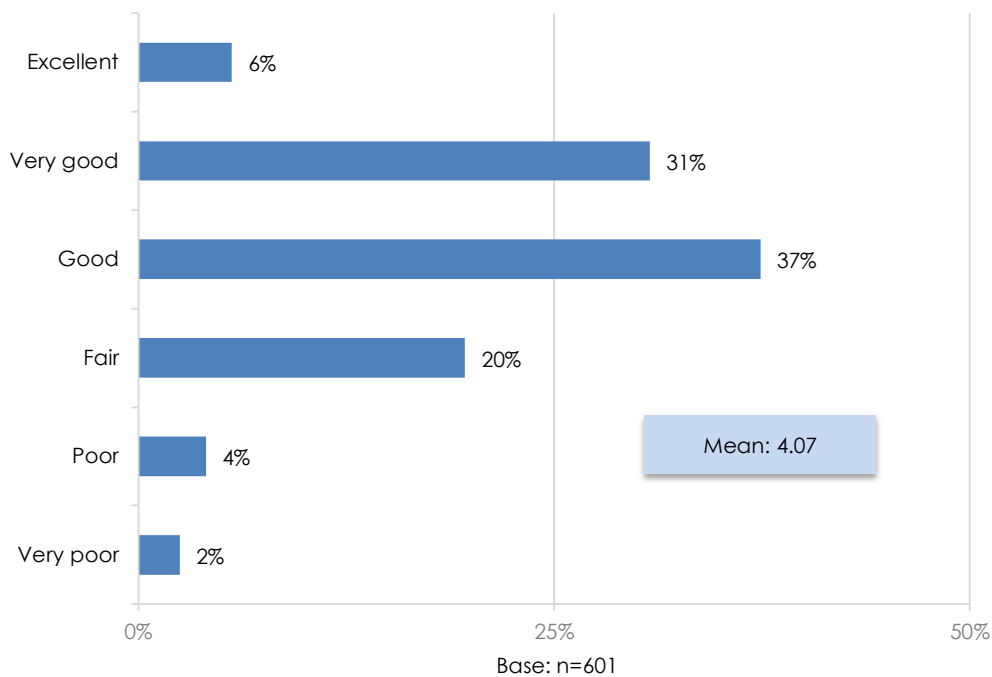
Q14. Overall, how would you rate Council's image within the local community?

	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	4.07	4.20	4.01	3.86	4.17	3.94	4.19	4.01	4.20

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	4.19	4.16	4.09	4.00	3.97	3.71

LGA BRAND SCORES	Metro	All Councils	City of Playford 2015
Mean ratings	3.83	3.55	4.07 ▲

Scale: 1= very poor, 6 = excellent



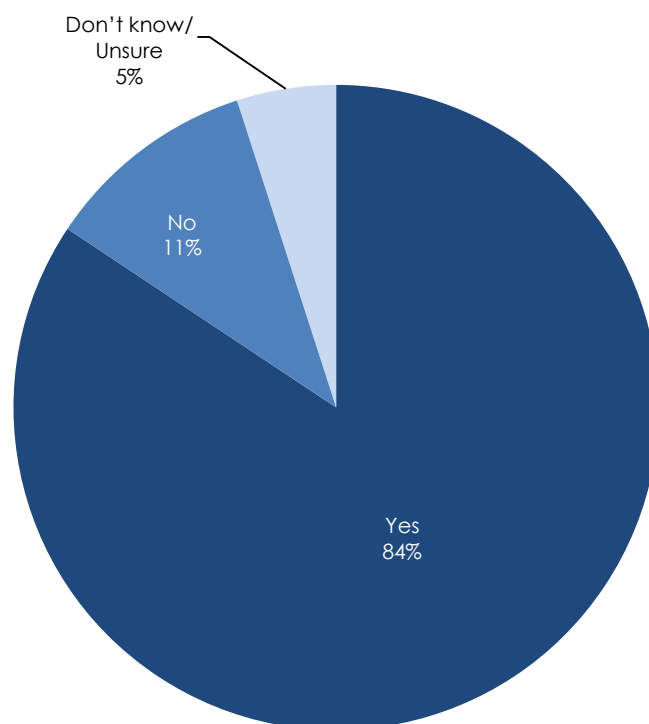
Future Residence in Playford

Summary

84% of City of Playford residents indicated an intention to reside within the LGA for the next 5 years, a reflection of the positive perception of Council' and the area within the community.

Those aged 65 and over were significantly more likely to plan to reside in the area for the next 5 years (92%), a result matched among those living in Ward 5.

Q15. Do you intend to continue to live in the City of Playford for the next 5 years?



Base: n=601

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Yes	84%	81%	82%	87%	92%▲	85%	84%	85%	82%
No	11%	14%	12%	9%	4%▼	11%	11%	10%	12%
Don't know/Unsure	5%	5%	6%	5%	4%	5%	5%	5%	6%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	85%	86%	81%	84%	92%	77%
No	12%	9%	14%	10%	3%	15%
Don't know/Unsure	3%	5%	6%	6%	5%	8%

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





Section E

Community Wellbeing

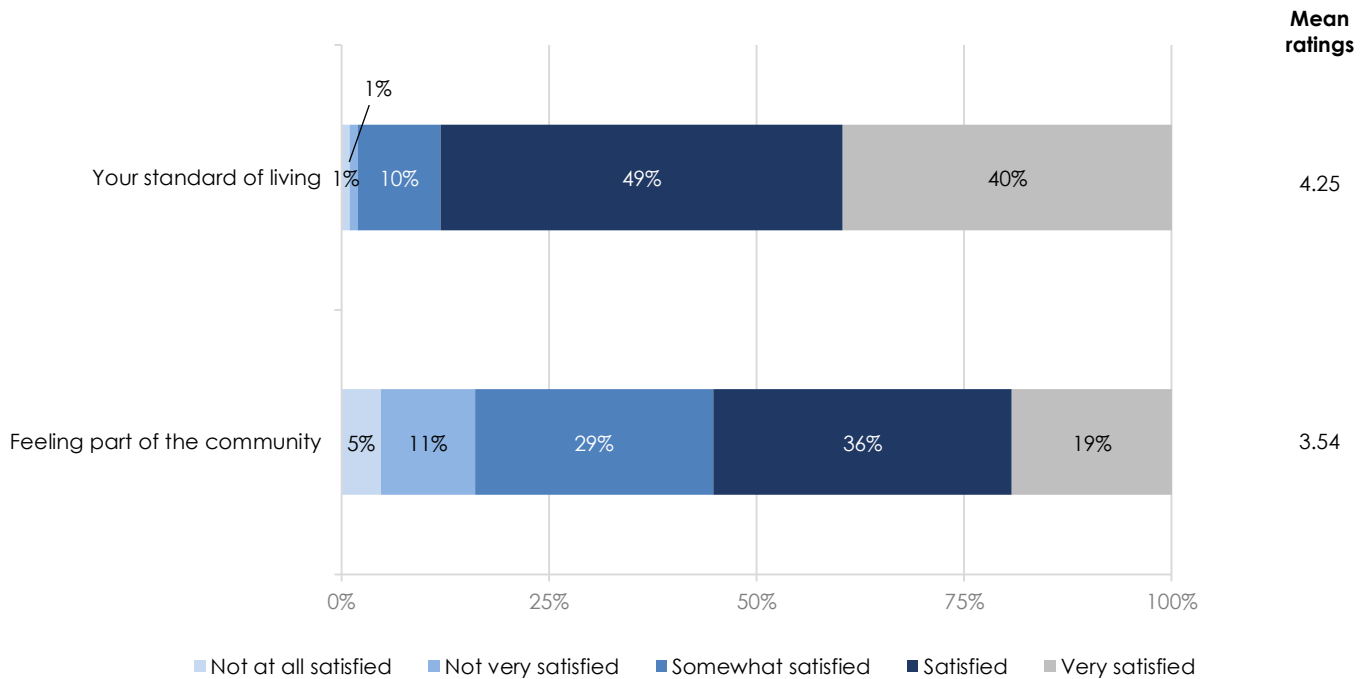
Community Wellbeing

Summary

89% of residents were 'satisfied' or 'very satisfied' with 'your standard of living', a good result for the community, and one which was very steady across all demographics.

A majority of residents (55%) were 'satisfied' or 'very satisfied' with 'feeling part of the community', a good but less emphatic outcome. Those aged 65 and over were significantly more satisfied with this measure than were other age groups.

Q13a. When thinking about your life in the City of Playford, how satisfied are you with the following aspects of your life?



Base: n=601

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



Community Wellbeing

Summary

96% of residents were 'somewhat satisfied' or higher with the quality of their life overall.

While this outcome was otherwise steady across the community, those living in Ward 2 were significantly more satisfied than were other residents.

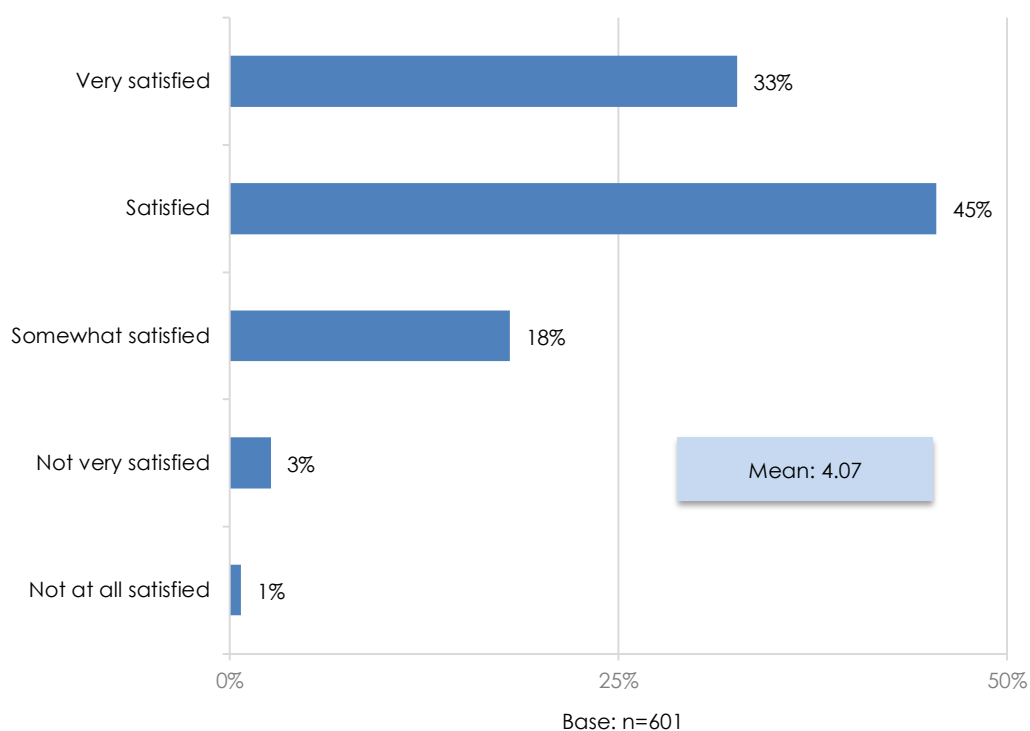
Q13b. *Thinking about the ratings you gave to your standard of living and feeling part of the community, I'd like you to also consider other aspects of your life, such as work/life balance, your health, occupation, future financial security, personal relationships, and what you are achieving in life. With these in mind, how satisfied are you with the quality of your life overall?*

	Overall	18 - 34	35 - 49	50 - 64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	4.07	4.07	3.97	4.11	4.16	4.10	4.03	4.13	3.93

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.93	4.40▲	4.17	4.08	3.76	4.07

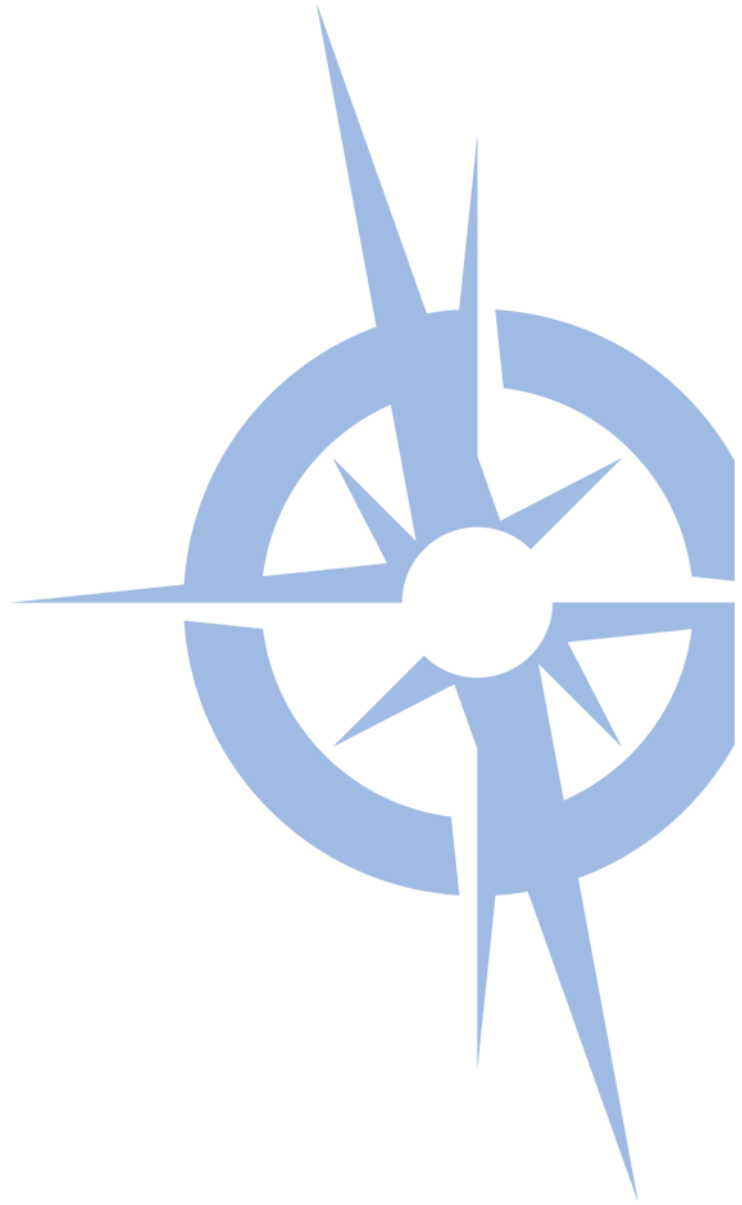
Scale: 1 = not at all satisfied, 5 = very satisfied

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



Section F

Demographics



Demographics

Q16. Please stop me when I read out your age group.

	%
18-34	34%
35-49	28%
50-64	22%
65+	16%

Q17. Which country were you born in?

	%
Australia	78%
Other	22%

Q18. Which of the following best describes the house where you are currently living?

	%
Ratepayer	68%
Non-ratepayer	32%

Q19. Which of the following best describes your status?

	%
Living at home with parents	12%
Single with no children	18%
Single parent with children	7%
Married/de facto with no children	22%
Married/de facto with children	36%
Group household	2%
Extended family household (multiple generation)	3%

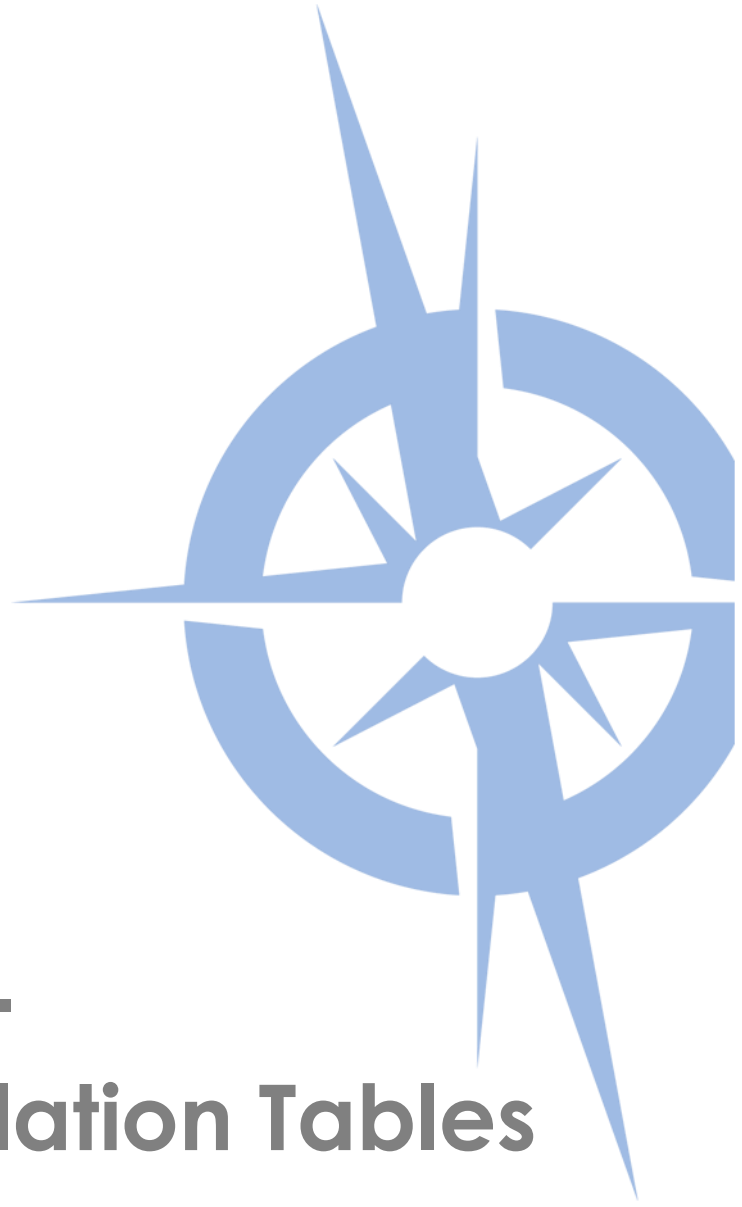
Q20. How long have you lived in the local area?

	%
Up to 2 years	5%
2 – 5 years	9%
6 – 10 years	19%
11 – 20 years	23%
More than 20 years	44%

Q21. Gender.

	%
Male	49%
Female	51%





Appendix A – Data and Correlation Tables

Importance/Satisfaction

Our Places, Our Spaces

Importance	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Removal of illegally dumped rubbish	4.67	4.68	4.70	4.64	4.65	4.58	4.76	4.65	4.71
Safety of playgrounds	4.61	4.70	4.61	4.53	4.54	4.46	4.76▲	4.58	4.70
Rapid response service	4.54	4.55	4.56	4.58	4.42	4.40	4.67▲	4.53	4.56
Adequate stormwater drainage	4.51	4.18	4.72	4.69	4.58	4.29	4.71▲	4.60	4.31
Condition of local streets	4.47	4.46	4.46	4.53	4.42	4.33	4.60▲	4.49	4.42
Presentation of parks and gardens	4.43	4.27	4.48	4.51	4.55	4.35	4.50	4.41	4.47
Condition of footpaths	4.32	4.22	4.43	4.43	4.16	4.09	4.53▲	4.35	4.24
Presentation of ovals and sports grounds	4.26	4.11	4.40	4.24	4.39	4.21	4.31	4.27	4.24
Removal of graffiti	4.26	3.95	4.51▲	4.25	4.52▲	4.17	4.35	4.35	4.07
Condition of rural roads	4.13	4.02	4.24	4.17	4.12	3.98	4.27	4.17	4.04
Condition of street kerbs	3.93	3.80	3.90	4.06	4.10	3.82	4.04	3.91	3.98
Presentation of street trees	3.82	3.65	3.82	3.89	4.07	3.72	3.91	3.80	3.86
Presentation of street verges	3.81	3.41▼	3.92	4.11▲	4.07▲	3.60	4.02▲	3.85	3.73
Condition of bicycle paths	3.33	3.27	3.67▲	3.17	3.09	3.16	3.49	3.35	3.29

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Removal of illegally dumped rubbish	4.61	4.74	4.69	4.68	4.72	4.67
Safety of playgrounds	4.60	4.84▲	4.32	4.69	4.67	4.61
Rapid response service	4.51	4.74▲	4.40	4.53	4.47	4.68
Adequate stormwater drainage	4.64	4.86▲	3.90	4.45	4.54	4.76
Condition of local streets	4.56	4.48	4.34	4.32	4.43	4.69
Presentation of parks and gardens	4.40	4.57	3.93▼	4.57	4.78▲	4.56
Condition of footpaths	4.21	4.56	3.74	4.67▲	4.54	4.43
Presentation of ovals and sports grounds	4.20	4.46	3.76	4.46	4.66▲	4.28
Removal of graffiti	4.28	4.32	3.98	4.39	4.19	4.49
Condition of rural roads	4.13	4.07	4.37	3.98	4.01	4.19
Condition of street kerbs	3.80	4.23	3.59	4.04	4.19	3.98
Presentation of street trees	3.80	4.07	3.43	3.75	4.21	3.87
Presentation of street verges	3.73	4.05	3.45	3.91	3.99	3.98
Condition of bicycle paths	3.41	3.41	2.82	3.44	3.64	3.33

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

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



Importance/Satisfaction

Our Places, Our Spaces

Satisfaction	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Removal of illegally dumped rubbish	3.29	3.38	3.18	3.14	3.47	3.37	3.21	3.31	3.24
Safety of playgrounds	3.94	3.95	3.88	3.83	4.15	3.86	4.00	3.96	3.89
Rapid response service	3.66	3.60	3.75	3.54	3.78	3.63	3.68	3.69	3.59
Adequate stormwater drainage	3.66	3.76	3.59	3.59	3.70	3.89▲	3.46	3.64	3.70
Condition of local streets	3.06	3.11	3.05	2.91	3.17	3.07	3.06	3.07	3.03
Presentation of parks and gardens	3.92	4.05	3.81	3.74	4.12	3.90	3.95	3.83	4.13
Condition of footpaths	2.93	3.16	2.85	2.75	2.83	3.10	2.78	2.81	3.21
Presentation of ovals and sports grounds	4.01	3.98	4.01	3.89	4.23	4.01	4.01	4.00	4.03
Removal of graffiti	3.66	3.44	3.77	3.62	3.84	3.65	3.67	3.64	3.70
Condition of rural roads	3.07	3.24	2.99	2.87	3.13	3.12	3.02	3.09	3.02
Condition of street kerbs	3.42	3.51	3.40	3.31	3.46	3.56	3.31	3.44	3.39
Presentation of street trees	3.36	3.46	3.26	3.12	3.62	3.31	3.41	3.23	3.64
Presentation of street verges	3.17	3.49	3.01	3.00	3.29	3.20	3.16	2.96	3.67▲
Condition of bicycle paths	3.31	3.66	3.07	3.03	3.32	3.36	3.26	3.19	3.54

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Removal of illegally dumped rubbish	3.22	3.34	3.15	3.49	3.18	3.41
Safety of playgrounds	3.99	3.72	3.89	4.11	3.97	3.87
Rapid response service	3.72	3.63	3.57	3.76	3.68	3.50
Adequate stormwater drainage	3.55	3.82	3.78	3.55	3.75	3.59
Condition of local streets	2.82	3.17	3.19	3.21	3.20	3.04
Presentation of parks and gardens	4.15	3.65	3.82	3.96	4.02	3.71
Condition of footpaths	2.89	2.86	3.04	2.91	3.27	2.66
Presentation of ovals and sports grounds	4.02	3.72	4.06	4.15	4.14	4.01
Removal of graffiti	3.73	3.47	3.66	3.91	3.41	3.50
Condition of rural roads	2.98	3.19	2.88	3.24	3.19	3.08
Condition of street kerbs	3.59	3.17	3.55	3.39	3.27	3.42
Presentation of street trees	3.39	3.37	3.08	3.58	3.61	2.98
Presentation of street verges	3.43	3.15	2.68	3.29	3.29	2.90
Condition of bicycle paths	3.63	3.42	2.80	3.38	2.98	2.91

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

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



Importance/Satisfaction

Our Places, Our Spaces

Importance	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Removal of illegally dumped rubbish	1%	2%	4%	18%	76%	100%	601
Safety of playgrounds	2%	4%	3%	11%	79%	100%	601
Rapid response service	1%	1%	9%	20%	69%	100%	601
Adequate stormwater drainage	3%	2%	6%	19%	70%	100%	601
Condition of local streets	1%	1%	11%	25%	62%	100%	601
Presentation of parks and gardens	1%	2%	10%	30%	57%	100%	601
Condition of footpaths	6%	4%	8%	19%	64%	100%	601
Presentation of ovals and sports grounds	2%	3%	14%	30%	52%	100%	601
Removal of graffiti	4%	3%	13%	21%	58%	100%	601
Condition of rural roads	4%	7%	12%	27%	50%	100%	601
Condition of street kerbs	3%	7%	25%	24%	41%	100%	601
Presentation of street trees	6%	7%	22%	28%	37%	100%	601
Presentation of street verges	3%	7%	29%	27%	34%	100%	601
Condition of bicycle paths	16%	14%	18%	21%	30%	100%	601

Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Removal of illegally dumped rubbish	9%	15%	30%	29%	17%	100%	565
Safety of playgrounds	1%	6%	21%	41%	31%	100%	539
Rapid response service	5%	8%	28%	37%	23%	100%	525
Adequate stormwater drainage	5%	10%	26%	32%	27%	100%	533
Condition of local streets	9%	24%	31%	23%	13%	100%	525
Presentation of parks and gardens	2%	6%	23%	38%	32%	100%	527
Condition of footpaths	15%	25%	27%	18%	15%	100%	497
Presentation of ovals and sports grounds	1%	4%	22%	41%	33%	100%	491
Removal of graffiti	4%	10%	26%	37%	24%	100%	476
Condition of rural roads	9%	19%	38%	24%	10%	100%	464
Condition of street kerbs	6%	12%	30%	37%	15%	100%	395
Presentation of street trees	8%	16%	25%	33%	18%	100%	388
Presentation of street verges	13%	17%	26%	27%	17%	100%	365
Condition of bicycle paths	12%	13%	29%	28%	20%	100%	302



Importance/Satisfaction

Our Natural Environment

Importance	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Kerbside waste collection	4.78	4.67	4.80	4.82	4.88	4.70	4.84	4.74	4.84
Hard waste collection	4.44	4.26	4.48	4.50	4.65	4.34	4.53	4.41	4.49
Protecting and improving native vegetation and biodiversity	4.34	4.35	4.33	4.28	4.42	4.25	4.43	4.28	4.47

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Kerbside waste collection	4.69	4.94▲	4.71	4.75	4.90	4.83
Hard waste collection	4.18	4.65	4.37	4.50	4.73▲	4.57
Protecting and improving native vegetation and biodiversity	4.18	4.53	4.37	4.33	4.58	4.24

Satisfaction	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Kerbside waste collection	4.28	4.06	4.37	4.29	4.54▲	4.23	4.33	4.32	4.19
Hard waste collection	3.79	3.81	3.83	3.60	3.95	3.82	3.77	3.73	3.94
Protecting and improving native vegetation and biodiversity	3.66	3.59	3.66	3.61	3.84	3.52	3.77	3.69	3.59

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Kerbside waste collection	4.12	4.32	4.35	4.42	4.34	4.24
Hard waste collection	3.70	3.81	3.77	3.85	3.82	3.90
Protecting and improving native vegetation and biodiversity	3.70	3.61	3.57	3.76	3.66	3.60

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

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

Importance	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Kerbside waste collection	0%	0%	4%	13%	83%	100%	601
Hard waste collection	1%	4%	10%	23%	63%	100%	601
Protecting and improving native vegetation and biodiversity	1%	1%	16%	26%	56%	100%	601

Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Kerbside waste collection	3%	2%	14%	26%	55%	100%	574
Hard waste collection	6%	9%	22%	27%	36%	100%	516
Protecting and improving native vegetation and biodiversity	3%	7%	31%	38%	20%	100%	489



Importance/Satisfaction

Proud Place, Great Lifestyle

Importance	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Public health and safety	4.57	4.39	4.62	4.65	4.75	4.38	4.76▲	4.60	4.50
Immunisation service	4.49	4.46	4.49	4.45	4.60	4.35	4.62	4.47	4.54
Enforcement of local laws	4.46	4.38	4.51	4.40	4.63	4.27	4.64▲	4.44	4.50
Health initiatives	4.43	4.50	4.25	4.45	4.54	4.24	4.60▲	4.36	4.57
Availability of community services	4.34	4.19	4.27	4.52	4.52	4.16	4.51▲	4.33	4.37
Supporting local community development	4.30	4.20	4.33	4.36	4.36	4.11	4.47▲	4.28	4.33
Planning and building advice and assessment	4.10	4.00	4.12	4.21	4.16	4.06	4.14	4.12	4.06
Providing support and facilities for sporting clubs	4.07	3.90	4.13	4.13	4.21	4.01	4.12	4.10	3.99
Library service	3.99	3.65	4.24	4.05	4.22	3.71	4.26▲	3.99	3.99
Civic events	3.97	3.93	3.87	3.99	4.18	3.81	4.12	3.92	4.06
Access to community venues	3.96	3.80	4.03	3.87	4.30▲	3.76	4.15▲	3.95	3.97

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health and safety	4.65	4.83▲	4.05	4.62	4.61	4.73
Immunisation service	4.47	4.73▲	4.21	4.56	4.61	4.39
Enforcement of local laws	4.38	4.72▲	4.35	4.49	4.40	4.50
Health initiatives	4.45	4.68▲	4.20	4.45	4.42	4.29
Availability of community services	4.30	4.56	3.82▼	4.62▲	4.52	4.35
Supporting local community development	4.38	4.47	3.85	4.43	4.35	4.28
Planning and building advice and assessment	4.12	4.15	3.95	4.02	4.42	4.04
Providing support and facilities for sporting clubs	3.90	4.45▲	3.62▼	4.25	4.36	4.15
Library service	4.06	4.11	3.40▼	4.15	4.50▲	3.84
Civic events	4.00	4.31▲	3.68	3.91	4.25	3.60
Access to community venues	4.03	4.34▲	3.40	4.01	4.08	3.91

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

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



Importance/Satisfaction

Proud Place, Great Lifestyle

Satisfaction	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Public health and safety	3.80	3.85	3.72	3.75	3.88	3.72	3.86	3.81	3.75
Immunisation service	4.30	4.18	4.45	4.22	4.38	4.21	4.38	4.33	4.23
Enforcement of local laws	3.74	3.80	3.76	3.54	3.86	3.70	3.78	3.67	3.90
Health initiatives	3.82	3.86	3.76	3.77	3.93	3.75	3.89	3.78	3.91
Availability of community services	3.64	3.54	3.58	3.70	3.89	3.49	3.78	3.72	3.48
Supporting local community development	3.65	3.72	3.53	3.61	3.81	3.51	3.78	3.65	3.67
Planning and building advice and assessment	3.64	3.78	3.59	3.45	3.67	3.52	3.75	3.61	3.69
Providing support and facilities for sporting clubs	3.78	3.90	3.68	3.67	3.87	3.71	3.86	3.70	3.96
Library service	4.07	4.32	4.00	3.79	4.13	4.00	4.12	3.98	4.27
Civic events	4.20	4.30	4.17	4.08	4.23	4.15	4.24	4.20	4.21
Access to community venues	3.92	3.99	3.76	3.91	4.06	3.86	3.97	3.91	3.94

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health and safety	3.98	3.58	3.83	3.92	3.44	3.70
Immunisation service	4.34	4.46	4.28	4.39	3.74	4.40
Enforcement of local laws	3.73	3.76	3.74	3.79	3.81	3.58
Health initiatives	3.92	3.88	3.98	3.70	3.43	3.82
Availability of community services	3.74	3.61	3.78	3.58	3.41	3.59
Supporting local community development	3.79	3.70	3.71	3.59	3.41	3.44
Planning and building advice and assessment	3.95	3.46	3.49	3.53	3.65	3.35
Providing support and facilities for sporting clubs	3.83	3.65	3.74	3.93	3.84	3.58
Library service	4.02	3.78	4.16	4.16	4.30	4.12
Civic events	4.33	4.15	4.28	4.37	3.75	4.06
Access to community venues	3.98	3.82	4.15	4.01	3.60	3.81

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

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



Importance/Satisfaction

Proud Place, Great Lifestyle

Importance	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Public health and safety	2%	2%	7%	16%	73%	100%	601
Immunisation service	3%	3%	8%	12%	74%	100%	601
Enforcement of local laws	2%	2%	9%	21%	66%	100%	601
Health initiatives	3%	2%	11%	18%	66%	100%	601
Availability of community services	3%	2%	12%	26%	58%	100%	601
Supporting local community development	2%	2%	14%	28%	54%	100%	601
Planning and building advice and assessment	3%	4%	15%	34%	43%	100%	601
Providing support and facilities for sporting clubs	5%	4%	15%	32%	45%	100%	601
Library service	7%	8%	15%	19%	51%	100%	601
Civic events	3%	7%	23%	24%	43%	100%	601
Access to community venues	5%	6%	19%	31%	40%	100%	601

Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Public health and safety	1%	7%	26%	41%	24%	100%	532
Immunisation service	2%	2%	12%	35%	50%	100%	510
Enforcement of local laws	4%	7%	31%	26%	32%	100%	522
Health initiatives	4%	3%	27%	39%	27%	100%	502
Availability of community services	5%	7%	26%	42%	20%	100%	503
Supporting local community development	3%	9%	28%	40%	20%	100%	493
Planning and building advice and assessment	3%	10%	28%	39%	20%	100%	460
Providing support and facilities for sporting clubs	2%	4%	29%	42%	22%	100%	464
Library service	4%	6%	12%	35%	43%	100%	422
Civic events	0%	3%	14%	42%	41%	100%	403
Access to community venues	1%	4%	25%	40%	29%	100%	424



Importance/Satisfaction

Connected and Collaborative Community Leaders

Importance	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Being open and accountable to the community	4.68	4.57	4.69	4.80	4.77	4.63	4.74	4.65	4.75
Planning for the future	4.61	4.49	4.67	4.66	4.69	4.57	4.65	4.59	4.66
Supporting business and industry development	4.50	4.38	4.55	4.53	4.60	4.40	4.59	4.48	4.53
Community input to Council decision-making	4.44	4.30	4.46	4.58	4.53	4.30	4.59	4.43	4.48
Council provide value for money for the rates paid	4.44	4.26	4.57	4.57	4.43	4.28	4.59	4.56	4.19
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	4.38	4.29	4.42	4.47	4.41	4.32	4.45	4.35	4.46
Support for volunteer programs	4.31	4.21	4.24	4.41	4.51	4.15	4.47	4.26	4.43
Communication on Council's visions and goals	4.23	4.15	4.14	4.31	4.40	4.08	4.36	4.28	4.11
Representation by Elected Members	4.14	3.91	4.09	4.34	4.44▲	3.95	4.32	4.18	4.06

Importance	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Being open and accountable to the community	4.67	4.81	4.57	4.75	4.67	4.62
Planning for the future	4.55	4.75	4.51	4.73	4.58	4.57
Supporting business and industry development	4.47	4.51	4.25	4.62	4.63	4.64
Community input to Council decision-making	4.37	4.59	4.35	4.53	4.49	4.41
Council provide value for money for the rates paid	4.41	4.68	4.21	4.44	4.34	4.71
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	4.41	4.40	4.20	4.47	4.55	4.28
Support for volunteer programs	4.30	4.60	3.90	4.47	4.44	4.23
Communication on Council's visions and goals	4.17	4.45	3.92	4.34	4.33	4.28
Representation by Elected Members	4.12	4.26	3.88	4.26	4.23	4.17

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

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



Importance/Satisfaction

Connected and Collaborative Community Leaders

Satisfaction	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Being open and accountable to the community	3.32	3.43	3.20	3.21	3.46	3.13	3.49	3.28	3.40
Planning for the future	3.55	3.55	3.40	3.59	3.77	3.42	3.68	3.57	3.53
Supporting business and industry development	3.39	3.61	3.15	3.26	3.57	3.30	3.47	3.34	3.50
Community input to Council decision-making	3.23	3.33	3.10	3.17	3.33	3.12	3.33	3.12	3.49
Council provide value for money for the rates paid	3.00	3.10	2.84	2.96	3.14	2.89	3.09	2.90	3.26
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	3.51	3.55	3.44	3.46	3.61	3.37	3.65	3.51	3.50
Support for volunteer programs	3.75	3.55	3.78	3.79	4.01▲	3.62	3.85	3.82	3.61
Communication on Council's visions and goals	3.36	3.43	3.28	3.25	3.49	3.22	3.48	3.24	3.67
Representation by Elected Members	3.26	3.38	3.21	3.05	3.39	3.12	3.37	3.06	3.73▲

Satisfaction	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Being open and accountable to the community	3.47	3.29	3.37	3.52	2.87	2.89
Planning for the future	3.89	3.53	3.27	3.68	3.16	3.30
Supporting business and industry development	3.63	3.39	3.29	3.37	3.15	3.14
Community input to Council decision-making	3.45	3.10	3.28	3.31	2.91	2.97
Council provide value for money for the rates paid	3.22	3.04	2.83	2.97	2.80	2.82
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	3.68	3.50	3.35	3.50	3.49	3.31
Support for volunteer programs	3.81	3.84	3.83	3.79	3.32	3.69
Communication on Council's visions and goals	3.43	3.29	3.19	3.53	3.41	3.15
Representation by Elected Members	3.23	3.38	3.08	3.52	3.20	2.96

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

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



Importance/Satisfaction

Connected and Collaborative Community Leaders

Importance	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Being open and accountable to the community	0%	0%	7%	15%	77%	100%	601
Planning for the future	1%	1%	8%	17%	73%	100%	601
Supporting business and industry development	1%	2%	10%	20%	67%	100%	601
Community input to Council decision-making	1%	3%	10%	23%	63%	100%	601
Council provide value for money for the rates paid	3%	3%	8%	20%	66%	100%	601
Managing growth and major urban developments	1%	2%	11%	28%	58%	100%	601
Support for volunteer programs	1%	5%	13%	23%	58%	100%	601
Communication on Council's visions and goals	2%	3%	16%	29%	51%	100%	601
Representation by Elected Members	2%	5%	18%	24%	50%	100%	601

Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Being open and accountable to the community	9%	13%	33%	27%	18%	100%	553
Planning for the future	5%	12%	31%	27%	25%	100%	538
Supporting business and industry development	7%	12%	33%	30%	18%	100%	519
Community input to Council decision-making	10%	15%	33%	27%	15%	100%	512
Council provide value for money for the rates paid	15%	19%	27%	29%	10%	100%	508
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	5%	9%	34%	35%	17%	100%	513
Support for volunteer programs	2%	7%	28%	38%	24%	100%	481
Communication on Council's visions and goals	6%	16%	31%	29%	18%	100%	476
Representation by Elected Members	12%	13%	28%	33%	15%	100%	451



Contact with Council

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

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Yes	33%	20% ▼	43%	37%	38%	28%	38%	36%	27%
No	67%	80%	57%	63%	62%	72%	62%	64%	73%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	30%	39%	36%	30%	35%	32%
No	70%	61%	64%	70%	65%	68%

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

Q1b. When you last made contact with Council staff was it by:

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Telephone	61%	52%	68%	60%	60%	59%	63%	63%	56%
In person at the Customer Service Centre	22%	20%	17%	24%	30%	20%	23%	19%	29%
Email	11%	28%	10%	7%	1%	14%	10%	11%	12%
In person at a different Council location	2%	0%	0%	3%	5%	4%	0%	3%	0%
Mail	2%	0%	1%	1%	4%	1%	2%	2%	1%
Website	1%	0%	1%	3%	0%	2%	1%	2%	0%
Elected Member	1%	0%	1%	1%	0%	0%	1%	0%	2%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Telephone	63%	49%	62%	59%	72%	66%
In person at the Customer Service Centre	20%	38%	10%	19%	28%	17%
Email	8%	4%	21%	20%	0%	14%
In person at a different Council location	2%	2%	5%	0%	0%	0%
Mail	3%	3%	0%	0%	0%	3%
Website	3%	0%	2%	0%	0%	0%
Elected Member	0%	3%	0%	2%	0%	0%



Contact with Council

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

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Animal management (e.g. dog registrations)	29%	33%	38%	26%	13%	29%	29%	25%	41%
Roads/footpaths/drains/trees	24%	28%	23%	23%	20%	28%	20%	22%	28%
Rates/fees and charges (including parking)	12%	7%	13%	8%	19%	11%	12%	13%	9%
Planning and development	7%	13%	3%	7%	8%	6%	8%	9%	1%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	3%	7%	3%	3%	1%	4%	3%	4%	0%
Environmental issues	3%	0%	1%	4%	9%	2%	4%	4%	1%
Illegally dumped rubbish	3%	0%	6%	3%	1%	2%	4%	3%	3%
City appearance (e.g. litter/graffiti)	3%	7%	1%	2%	3%	1%	4%	4%	0%
Health and safety	2%	0%	3%	0%	5%	4%	1%	3%	0%
Hard rubbish (fridges, dryers, mattresses, bikes)	2%	0%	3%	3%	1%	1%	3%	3%	0%
Kerbside waste (general, recycling, green organics)	2%	0%	0%	6%▲	2%	1%	2%	2%	0%
Community events and services	2%	0%	0%	6%	2%	3%	1%	2%	3%
Libraries	1%	0%	0%	0%	4%▲	1%	1%	1%	1%
Other	8%	7%	6%	11%	11%	7%	9%	6%	13%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Animal management (e.g. dog registrations)	30%	45%	9%	32%	32%	29%
Roads/footpaths/drains/trees	35%	18%	26%	27%	14%	3%
Rates/fees and charges (including parking)	6%	16%	21%	5%	10%	13%
Planning and development	7%	1%	15%	1%	4%	14%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	0%	0%	8%	3%	0%	14%
Environmental issues	0%	4%	1%	6%	7%	5%
Illegally dumped rubbish	5%	0%	3%	3%	6%	0%
City appearance (e.g. litter/graffiti)	2%	0%	0%	11%	5%	2%
Health and safety	1%	1%	6%	2%	0%	0%
Hard rubbish (fridges, dryers, mattresses, bikes)	2%	0%	0%	0%	11%▲	3%
Kerbside waste (general, recycling, green organics)	2%	2%	3%	0%	2%	0%
Community events and services	1%	1%	2%	6%	0%	0%
Libraries	0%	0%	2%	0%	0%	2%
Other	9%	11%	3%	5%	8%	14%

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



Contact with Council

Q1d. To what extent do you agree or disagree with the following statements?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
City of Playford staff are helpful and pleasant	4.11	3.93	3.99	4.28	4.32	3.88	4.28	4.02	4.38
City of Playford staff always provide a prompt service	3.70	3.52	3.65	3.78	3.88	3.51	3.83	3.63	3.89
City of Playford staff follow through on my requests	3.69	3.89	3.54	3.61	3.83	3.45	3.86	3.50	4.20

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
City of Playford staff are helpful and pleasant	4.10	4.70▲	4.05	4.11	3.99	3.23
City of Playford staff always provide a prompt service	3.61	4.47▲	3.59	3.43	3.76	3.07
City of Playford staff follow through on my requests	3.50	4.27▲	3.74	3.53	3.95	2.91

Scale: 1 = completely disagree, 5 = completely agree

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

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Agree	Completely agree	Total %	Base
City of Playford staff are helpful and pleasant	5%	5%	15%	23%	52%	100%	198
City of Playford staff always provide a prompt service	14%	5%	19%	22%	40%	100%	198
City of Playford staff follow through on my requests	15%	8%	17%	13%	47%	100%	198

Q2. Overall, how would you rate your overall satisfaction with Council's level of customer service?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.76	3.52	3.67	3.98	3.92	3.68	3.82	3.73	3.86

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.68	4.37▲	3.55	3.70	3.78	3.29

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

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

	%
Very satisfied	33%
Satisfied	31%
Somewhat satisfied	20%
Not very satisfied	10%
Not at all satisfied	6%
Base	198



Contact with Council

Q3. If required, how would you most likely contact Council in the future?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Telephone	65%	60%	68%	68%	63%	60%	69%	61%	72%
In person at the Customer Service centre	15%	5%▼	17%	22%	26%▲	17%	14%	18%	9%
Email	9%	13%	9%	5%	5%	11%	7%	9%	7%
Online – self-service at the websites online services	8%	18%▲	4%	3%	1%▼	8%	8%	9%	7%
In person at a different Council location	2%	3%	0%	1%	2%	3%	1%	1%	4%
Elected Member	1%	0%	1%	1%	2%	1%	1%	1%	0%
Online – real time chat through messaging with a customer service representative	0%	0%	1%	0%	0%	0%	0%	0%	0%
Mail	0%	0%	0%	0%	1%	0%	0%	0%	0%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Telephone	64%	64%	58%	64%	77%	66%
In person at the Customer Service centre	12%	24%	8%	18%	17%	20%
Email	7%	8%	18%	7%	4%	9%
Online – self-service at the websites online services	13%	1%	15%	8%	2%	4%
In person at a different Council location	4%	2%	0%	0%	0%	1%
Elected Member	0%	1%	0%	3%	1%	1%
Online – real time chat through messaging with a customer service representative	1%	0%	0%	0%	0%	0%
Mail	0%	0%	1%	0%	0%	0%

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



Contact with Council

Q4. Which tasks do you need or want to do online?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Search for something/just browse	72%	92%▲	80%	63%▼	31%▼	74%	71%	72%	74%
Make a payment (e.g. rates, fine, permit, application fees)	57%	65%	68%▲	55%	24%▼	54%	60%	61%	48%
Make an application (e.g. job, permit, licence, grant, development)	49%	72%▲	52%	36%▼	14%▼	50%	49%	47%	54%
Request a service (e.g. new bin, library item, change details)	48%	70%▲	49%	34%▼	21%▼	44%	53%	49%	47%
Make a booking (e.g. community facility, sports grounds, workshop)	47%	69%▲	49%	34%▼	16%▼	46%	48%	47%	48%
"Have Your Say"/contribute to consultation	45%	58%▲	51%	33%▼	22%▼	39%	51%	46%	42%
General enquiry	45%	62%▲	43%	35%▼	24%▼	46%	44%	42%	49%
Report a problem/issue (e.g. animal problem, graffiti, hazard)	44%	57%▲	51%	33%▼	21%▼	40%	48%	45%	43%
Make a complaint	36%	53%▲	39%	23%▼	15%▼	33%	40%	37%	34%
I don't want to do any tasks online	18%	3%▼	12%	23%	54%▲	16%	20%	18%	19%
Other	1%	1%	2%	2%	0%	1%	2%	1%	2%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Search for something/just browse	80%	67%	79%	64%	59%	74%
Make a payment (e.g. rates, fine, permit, application fees)	61%	57%	55%	55%	38%	72%
Make an application (e.g. job, permit, licence, grant, development)	53%	41%	64%	50%	28%	48%
Request a service (e.g. new bin, library item, change details)	53%	40%	52%	52%	38%	46%
Make a booking (e.g. community facility, sports grounds, workshop)	46%	49%	55%	46%	37%	42%
"Have Your Say"/contribute to consultation	44%	39%	61%	43%	36%	38%
General enquiry	46%	37%	55%	51%	36%	29%
Report a problem/issue (e.g. animal problem, graffiti, hazard)	50%	35%	49%	44%	34%	42%
Make a complaint	30%	31%	54%	45%	28%	25%
I don't want to do any tasks online	10%	26%	15%	22%	30%	16%
Other	1%	0%	4%	0%	2%	3%

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



Communication with Council

Q5. Through which of the following means do you receive information about Council?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Brochures	78%	71%	77%	86%▲	86%	80%	76%	80%	76%
Letter	64%	66%	61%	61%	70%	64%	64%	66%	59%
Council newsletter 'North Is Up'	64%	45%▼	63%	79%▲	83%▲	63%	64%	67%	56%
Word of mouth	62%	59%	64%	63%	64%	59%	65%	61%	66%
Rates notice	60%	45%▼	66%	72%▲	67%	59%	61%	78%▲	21%
Website	46%	62%▲	53%	34%▼	18%▼	46%	47%	46%	48%
Newspaper advertisements	44%	31%	50%	48%	55%▲	44%	44%	47%	37%
Social media	31%	43%▲	31%	21%▼	18%▼	27%	34%	27%	39%
Other	4%	4%	3%	4%	4%	2%	5%	4%	2%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Brochures	81%	69%	71%	85%	77%	89%
Letter	64%	58%	62%	75%	57%	67%
Council newsletter 'North Is Up'	56%	68%	55%	72%	72%	76%
Word of mouth	64%	61%	61%	59%	64%	63%
Rates notice	51%	58%	65%	69%	55%	74%
Website	53%	38%	54%	52%	25%	36%
Newspaper advertisements	36%	51%	34%	57%	56%	40%
Social media	36%	30%	25%	37%	29%	18%
Other	2%	6%	4%	3%	1%	11%

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

Q7. How satisfied are you with the level of communication Council currently has with the community?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.52	3.58	3.40	3.43	3.73▲	3.43	3.60	3.51	3.54

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.46	3.69	3.45	3.64	3.45	3.44

	%
Very satisfied	9%
Satisfied	49%
Somewhat satisfied	32%
Not very satisfied	6%
Not at all satisfied	4%
Base	601

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

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



Presentation of the City

Q9. Overall, how would you rate your satisfaction with the presentation of the City of Playford?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.57	3.52	3.52	3.51	3.85▲	3.50	3.64	3.58	3.55

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.68	3.54	3.57	3.65	3.45	3.31

	%
Very satisfied	11%
Satisfied	47%
Somewhat satisfied	32%
Not very satisfied	8%
Not at all satisfied	2%
Base	601

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

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



Use of Council Facilities

Q10. In the last 12 months, which of the following Council facilities have you visited?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Parks and playgrounds	82%	85%	91%	78%	69%▼	83%	82%	85%	77%
Sportsgrounds and ovals	68%	73%	78%	60%	52%▼	72%	65%	71%	63%
Playford Libraries	54%	46%	61%	53%	57%	52%	55%	56%	48%
Playford Civic Centre/Shedley Theatre	43%	38%	45%	44%	51%	40%	47%	45%	40%
Aquadome	34%	46%	37%	24%	16%▼	29%	39%	31%	39%
Skate parks	22%	32%	23%	9%▼	14%	26%	17%	20%	26%
Grenville Community Hub	15%	8%	9%	18%	37%▲	13%	17%	14%	18%
Playford Food Co-Operative	14%	16%	13%	15%	13%	14%	15%	10%	25%▲
John McVeity Centre	13%	12%	17%	11%	10%	12%	14%	13%	14%
Northern Sound System	11%	11%	11%	9%	11%	9%	12%	7%	18%
Other	10%	6%	9%	14%	14%	11%	8%	11%	6%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Parks and playgrounds	81%	84%	80%	80%	87%	87%
Sportsgrounds and ovals	63%	76%	65%	71%	78%	65%
Playford Libraries	49%	61%	53%	50%	63%	53%
Playford Civic Centre/Shedley Theatre	38%	37%	48%	47%	54%	40%
Aquadome	38%	40%	33%	28%	31%	25%
Skate parks	21%	19%	20%	24%	31%	15%
Grenville Community Hub	15%	15%	8%	22%	18%	13%
Playford Food Co-Operative	18%	16%	8%	14%	15%	12%
John McVeity Centre	19%	13%	6%	17%	7%	5%
Northern Sound System	12%	9%	7%	11%	21%	6%
Other	5%	9%	17%	10%	4%	18%

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



Overall Satisfaction with Council

Q11. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	3.57	3.55	3.60	3.50	3.66	3.51	3.63	3.54	3.63

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.57	3.59	3.53	3.62	3.69	3.41

	%
Very satisfied	7%
Satisfied	50%
Somewhat satisfied	36%
Not very satisfied	6%
Not at all satisfied	1%
Base	601

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



Strategic Goals

Q12a. Please indicate how supportive you are of the following priorities.

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Development of the Lyell McEwin Health Precinct to feature tertiary training, research, allied health facilities, and residential accommodation	4.68	4.70	4.62	4.67	4.75	4.49	4.85▲	4.65	4.73
To expand and establish a sustainable advanced manufacturing industry and employment base	4.61	4.43	4.68	4.71	4.75	4.51	4.70	4.62	4.60
The collection and reuse of rainwater to ensure Playford is environmentally sustainable	4.61	4.65	4.54	4.52	4.75	4.47	4.74▲	4.55	4.73
Improving value for money of Council's services through efficiency and effectiveness programs	4.47	4.34	4.54	4.49	4.57	4.33	4.60	4.51	4.38
Reducing Council rates for businesses to ensure that investment in Playford is competitive	4.31	4.30	4.30	4.22	4.45	4.13	4.48▲	4.28	4.36
The enhancement of City presentation and appearance	4.27	4.21	4.35	4.18	4.36	4.22	4.31	4.24	4.33
Development of Elizabeth's Regional Centre to become the CBD of the north of Adelaide	4.15	3.99	4.19	4.23	4.34	4.04	4.25	4.19	4.06
Development of a fifty-hectare Playford Sports Precinct adjacent to Elizabeth Regional Centre	3.94	3.90	3.94	3.91	4.08	3.90	3.99	3.95	3.92

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Development of the Lyell McEwin Health Precinct to feature tertiary training, research, allied health facilities, and residential accommodation	4.67	4.81	4.58	4.69	4.74	4.56
To expand and establish a sustainable advanced manufacturing industry and employment base	4.51	4.73	4.64	4.57	4.72	4.64
The collection and reuse of rainwater to ensure Playford is environmentally sustainable	4.62	4.67	4.42	4.66	4.78	4.53
Improving value for money of Council's services through efficiency and effectiveness programs	4.47	4.59	4.37	4.39	4.50	4.54
Reducing Council rates for businesses to ensure that investment in Playford is competitive	4.19	4.40	4.28	4.46	4.32	4.25
The enhancement of City presentation and appearance	4.08	4.48	4.29	4.35	4.38	4.20
Development of Elizabeth's Regional Centre to become the CBD of the north of Adelaide	4.00	4.47	3.95	4.12	4.45	4.24
Development of a fifty-hectare Playford Sports Precinct adjacent to Elizabeth Regional Centre	3.87	4.12	3.73	3.87	4.33	3.99



Strategic Goals

Q12a. Please indicate how supportive you are of the following priorities.

	Not at all supportive	Not very supportive	Somewhat supportive	Supportive	Completely supportive	Total %	Base
Development of the Lyell McEwin Health Precinct to feature tertiary training, research, allied health facilities, and residential accommodation	0%	1%	6%	15%	77%	100%	600
To expand and establish a sustainable advanced manufacturing industry and employment base	0%	3%	6%	17%	74%	100%	601
The collection and reuse of rainwater to ensure Playford is environmentally sustainable	0%	1%	7%	20%	71%	100%	601
Improving value for money of Council's services through efficiency and effectiveness programs	0%	1%	11%	26%	61%	100%	600
Reducing Council rates for businesses to ensure that investment in Playford is competitive	1%	3%	16%	26%	55%	100%	601
The enhancement of City presentation and appearance	1%	2%	16%	30%	51%	100%	601
Development of Elizabeth's Regional Centre to become the CBD of the north of Adelaide	2%	4%	16%	30%	47%	100%	601
Development of a fifty-hectare Playford Sports Precinct adjacent to Elizabeth Regional Centre	2%	6%	26%	27%	39%	100%	601

Scale: 1 = not at all supportive, 5 = completely supportive

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



Community Wellbeing

Q13a. When thinking about your life in the City of Playford, how satisfied are you with the following aspects of your life?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Your standard of living	4.25	4.34	4.13	4.21	4.35	4.20	4.31	4.25	4.27
Feeling part of the community	3.54	3.35	3.49	3.54	4.04▲	3.44	3.64	3.61	3.40

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Your standard of living	4.28	4.23	4.34	4.25	4.18	4.12
Feeling part of the community	3.56	3.52	3.60	3.54	3.59	3.34

	Not at all satisfied	Not very satisfied	Somewhat satisfied	satisfied	Very satisfied	Total %	Base
Your standard of living	1%	1%	10%	49%	40%	100%	601
Feeling part of the community	5%	11%	28%	36%	19%	100%	601

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

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

Q13b. Thinking about the ratings you gave to your standard of living and feeling part of the community, I'd like you to also consider other aspects of your life, such as work/life balance, your health, occupation, future financial security, personal relationships, and what you are achieving in life. With these in mind, how satisfied are you with the quality of your life overall?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	4.07	4.07	3.97	4.11	4.16	4.10	4.03	4.13	3.93

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	3.93	4.40▲	4.17	4.08	3.76	4.07

	%
Very satisfied	33%
Satisfied	45%
Somewhat satisfied	19%
Not very satisfied	3%
Not at all satisfied	1%
Base	601

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

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



Council's Image within the Community

Q14. Overall, how would you rate Council's image within the local community?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Satisfaction mean ratings	4.07	4.20	4.01	3.86	4.17	3.94	4.19	4.01	4.20

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Satisfaction mean ratings	4.19	4.16	4.09	4.00	3.97	3.71

	%
Excellent	6%
Very good	31%
Good	37%
Fair	20%
Poor	4%
Very poor	2%
Base	601

Scale: 1 = very poor, 5 = excellent

Future Residence in Playford

Q15. Do you intend to continue to live in the City of Playford for the next 5 years?

	Overall	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer
Yes	84%	81%	82%	87%	92%	85%	84%	85%	82%
No	11%	14%	12%	9%	4%▼	11%	11%	10%	12%
Don't know/Unsure	5%	5%	6%	5%	4%	5%	5%	5%	6%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	85%	86%	81%	84%	92%	77%
No	12%	9%	14%	10%	3%	15%
Don't know/Unsure	3%	5%	6%	6%	5%	8%

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





Appendix B – Questionnaire



Playford Council
Resident Satisfaction Survey
July 2015

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 and facilities 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 Playford Council?

- ☐ Yes
☐ No **(If yes, terminate survey)**

QA2. In which suburb do you live?

Ward 1

- ☐ Andrews Farm
- ☐ Angle Vale
- ☐ Buckland Park
- ☐ Edinburgh North (west of Stebonheath Rd)
- ☐ Hillier
- ☐ Macdonald Park
- ☐ Munno Para (west of Coventry Rd)
- ☐ Munno Para Downs (west of Coventry Rd)
- ☐ Penfield
- ☐ Penfield Gardens
- ☐ Smithfield Plains
- ☐ Virginia
- ☐ Waterloo Corner

Ward 2

- ☐ Blakeview
- ☐ Craigmore (west of Adams Rd)
- ☐ Elizabeth Downs (north of Midway Rd)
- ☐ Munno Para (east of Coventry Rd)
- ☐ Munno Para Downs (east of Coventry Rd)
- ☐ Smithfield

Ward 3

- ☐ Bibaringa
- ☐ Craigmore (east of Adams Rd and north of Yorktown Rd)
- ☐ Evanston Park
- ☐ Gould Creek
- ☐ Humbug Scrub
- ☐ One Tree Hill
- ☐ Sampson Flat
- ☐ Uleybury
- ☐ Yattalunga



Ward 4

- ☐ Davoren Park (all suburbs)
- ☐ Edinburgh North (east of Stebonheath Rd)
- ☐ Elizabeth Downs (south of Midway Rd)
- ☐ Elizabeth East (north and northwest of Midway Rd)
- ☐ Elizabeth North
- ☐ Elizabeth Park

Ward 5

- ☐ Elizabeth
- ☐ Elizabeth Grove
- ☐ Elizabeth South
- ☐ Elizabeth Vale

Ward 6

- ☐ Craigmore (south of Yorktown Rd)
- ☐ Elizabeth East (south and southeast of Midway Rd)
- ☐ Hillbank

Section A - Customer Service/Contact with Council

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

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

- ☐ Yes
- ☐ No **(If no, go to Q3)**

Q1b. When you last made contact with Council staff was it by: *Prompt*

- ☐ Telephone
- ☐ Mail
- ☐ Email
- ☐ Website
- ☐ Social media
- ☐ Elected Member
- ☐ In person at the Customer Service Centre
- ☐ In person at a different Council location



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 (general, recycling, green organics)
- ☐ Hard rubbish (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 completely disagree and 5 means completely agree. Prompt

	Completely disagree			Completely agree	
	1	2	3	4	5
City of Playford staff are helpful and pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City of Playford staff always provide a prompt service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City of Playford staff follow through on my requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. Overall, 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

Q3. If required, how would you most likely contact Council in the future? Prompt

- ☐ Telephone
- ☐ Mail
- ☐ Email
- ☐ Online – self-service at the websites online services
- ☐ Online – real time chat through messaging with a customer service representative
- ☐ Online – real time chat through video with a customer service representative
- ☐ Online – social media
- ☐ In person at the Customer Service centre
- ☐ In person at a different Council location
- ☐ Elected Member



Q4. Which tasks do you need or/want to do online? Please answer yes or no as I read each one.

Prompt

- ☐ Make a payment (e.g. rates, fine, permit, application fees)
- ☐ Make a booking (e.g. community facility, sports grounds, workshop)
- ☐ Request a service (e.g. new bin, library item, change details)
- ☐ Report a problem/issue (e.g. animal problem, graffiti, hazard)
- ☐ Make an application (e.g. job, permit, licence, grant, development)
- ☐ General enquiry
- ☐ Make a complaint
- ☐ "Have Your Say"/contribute to consultation
- ☐ Search for something/just browse
- ☐ I don't want to do any tasks online
- ☐ Other (please specify).....

Section B – Communication with Council

Q5. Through which of the following means do you receive information about Council? Prompt

- ☐ Brochures
- ☐ Council newsletter 'North Is Up'
- ☐ Letter
- ☐ Newspaper advertisements
- ☐ Rates notice
- ☐ Social media
- ☐ Website
- ☐ Word of mouth
- ☐ Other (please specify).....

Q6. What information would you like to receive from Council?

.....

Q7. How satisfied are you with the level of communication Council currently has with the community? Prompt

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



Section C - Importance of, and Satisfaction with, Council Services

Still thinking specifically about Playford Council..

Q8a. In this section I will read out different Council 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.

Our Places, Our Spaces

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	
Condition of local streets (e.g. road surface 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"/>
Presentation of street trees (i.e. pruning and care)	<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 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, 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"/>
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"/>
Condition of rural roads (e.g. road surface, 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 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"/>
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"/>
Rapid response service (i.e. responding to high risk situations, e.g. 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"/>
Adequate stormwater drainage (i.e. 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"/>
Presentation of parks and gardens	<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"/>

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

Q8b. Our Natural Environment

Our Natural Environment											
	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Protecting and 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"/>
Kerbside waste collection (i.e. 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"/>



Q8c. Proud Place, Great Lifestyle

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	5	
Access to community venues (Civic Centre, Shedley Theatre, Northern Sound System)	<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"/>
Civic events (e.g. Anzac Day, 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 and 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 (through aged, youth, 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 (through grants and programs like Youth Advisory Committee)	<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"/>
Health initiatives (e.g. Obesity Prevention and Active Lifestyle, and Playford Food Co-op)	<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"/>
Public health and 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"/>
Planning and building advice and 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"/>

Q8d. Connected and Collaborative Community Leaders

	Importance					Satisfaction					N/A
	Low		High			Low		High			
	1	2	3	4	5	1	2	3	4	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"/>
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"/>
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"/>
Being open and 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 visions and goals	<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"/>



Q9. 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

Facilities

Q10. In the last 12 months, which of the following Council facilities have you visited? Please answer yes or no as I read each one. Prompt

- ☐ Aquadome
- ☐ Grenville Community Hub
- ☐ John McVeity Centre
- ☐ Northern Sound System
- ☐ Parks and playgrounds
- ☐ Playford Civic Centre/Shedley Theatre
- ☐ Playford Food Co-Operative
- ☐ Playford Libraries
- ☐ Skate parks
- ☐ Sportsgrounds and ovals
- ☐ Other (Please specify).....

Overall Satisfaction

Q11. Overall for the last 12 months, how satisfied are you with the performance of Council, 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



Strategic Goals

Q12a. City of Playford has identified 8 priorities for delivery in the coming four years, as outlined in Council's Strategic Plan Delivery Program. Council is seeking your opinion on these priorities so that it can manage the delivery of current and future services. Please indicate how supportive you are of the following priorities, on a scale of 1 to 5, where 1 is not at all supportive and 5 is completely supportive. *Prompt*

	Not at all supportive		Completely supportive			N/A
	1	2	3	4	5	
Development of the Lyell McEwin Health Precinct to feature tertiary training, research, allied health facilities, and residential accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of Elizabeth's Regional Centre to become the CBD of the north of Adelaide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of a fifty-hectare Playford Sports Precinct adjacent to Elizabeth Regional Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The enhancement of City presentation and appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To expand and establish a sustainable advanced manufacturing industry and employment base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing Council rates for businesses to ensure that investment in Playford is competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The collection and reuse of rainwater to ensure Playford is environmentally sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving value for money of Council's services through efficiency and effectiveness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12b. What do you think are the key priorities for Council in the local area?

.....

Community Wellbeing

Q13a. When thinking about your life in the City of Playford, how satisfied are you with the following aspects of your life, on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied. *Prompt*

	Not at all satisfied			Very satisfied	
	1	2	3	4	5
Your standard of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling part of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13b. Thinking about the ratings you gave to your standard of living and feeling part of the community, I'd like you to also consider other aspects of your life, such as work/life balance, your health, occupation, future financial security, personal relationships, and what you are achieving in life. With these in mind, how satisfied are you with the quality of your life overall? *Prompt*

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



Playford Branding

Q14. Overall, how would you rate Council's image within the local community?

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor

Q15. Do you intend to continue to live in the City of Playford for the next 5 years?

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

Section D – Demographic & Profiling questions

Q16. Please stop me when I read out your age group.

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

Q17. Which country were you born in?

- ☐ Australia
- ☐ Other (please specify).....

Q18. 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

Q19. 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)

Q20. 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



Q21. Gender (determine by voice):

- ☐ Male
- ☐ Female

After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions.

Q22a. Would you be interested in participating in these focus groups?

- ☐ Yes
- ☐ No **(If no, go to end)**

Q22b. (If yes), what are your contact details?

Name

Telephone

Email

We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.

Thank you very much for your time, enjoy the rest of your evening.

