



# City of Playford

## 2018 Resident Satisfaction Survey Summary of Key Findings

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Date: August 2018

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# **Summary and Recommendations**

# Summary and Recommendations

## Summary

Overall results are very positive for City of Playford, with resident satisfaction significantly increasing over the past 12 months and achieving its highest level since 2003.

Two key themes were identified as being the drivers of overall satisfaction:

1. **Communication and consultation:** Residents want an open and accountable Council that allows input on decision-making for the future of the LGA, and clearly communicates these strategies and ideas back to the community. Continuing to grow the current level of communication and consultation opportunities available within the City of Playford will help to create an atmosphere of openness and accountability, with residents receiving fair representation by Council and possessing a greater understanding of the value they receive for their rates paid.
2. **Condition and presentation of the area:** The condition of local streets was the top driver of overall satisfaction, with presentation of street verges and the removal of graffiti also among the leading drivers. As respondents expressed a high level of pride in living within the City of Playford, there appears to be desire for the area to continue to visually match how residents feel about the region.

Key measures relating to the presentation of the City, planning for the future, Council being open and accountable to the community, community input to Council decision-making and value for rates paid all strengthened in 2018, possibly accounting for the significant increase observed in overall satisfaction. Satisfaction with the level of communication City of Playford has with the community, however, remained the same level as 2017, suggesting this could be an opportunity area for Council to continue to target in order to raise overall satisfaction even further.

Residents showed support for all 6 of Council's strategic priorities, with the majority significantly increasing in support in 2018.

## Recommendations

- Continue to build on the high level of communication that Council currently has with residents about the plans and strategies in place for the future, clearly identifying to the community how they can provide input/ideas.
- Maintain current service levels in regards to the presentation and maintenance of the area, possibly further exploring expectations beyond the current level and identifying specific areas residents would like to see addressed.
- Continue to promote the importance of the different strategic priorities that Council are targeting, and the high level of investment that Council is dedicating to these projects.





# **Background and Methodology**

# Background and Methodology

City of Playford 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 agreement with prompted statements surrounding community pride/connectedness
- Identifying methods of communication and engagement with Council
- Comparing results to research conducted in 2017 in order to identify changes/trends

To facilitate this, Micromex Research updated the 2017 survey template, enabling Council to effectively analyse attitudes and trends within the community.

## Questionnaire

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

A copy of the questionnaire is provided in Appendix B.

## Data collection

The survey was conducted during the period 7<sup>th</sup> – 14<sup>th</sup> July 2018 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

A total of 601 resident interviews was completed.

537 of the 601 respondents were selected by means of a computer based random selection process using the SamplePages. The remaining 64 respondents were 'number harvested' via face-to-face intercept at a number of areas around the City of Playford LGA, i.e. Smithfield Train Station, Elizabeth Train Station, Blakes Crossing Shopping Centre, Craigmore Shopping Centre, Bunnings Munno Para West and Elizabeth Shopping Centre.

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 an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data.

## 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 being over the age of 18, and not working for, nor having an immediate family member working for, City of Playford.

## Data analysis

The data within this report was analysed using Q Professional. 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 us to identify different levels of importance and satisfaction across respondents.

**Note:** 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%.

## Micromex Benchmarks

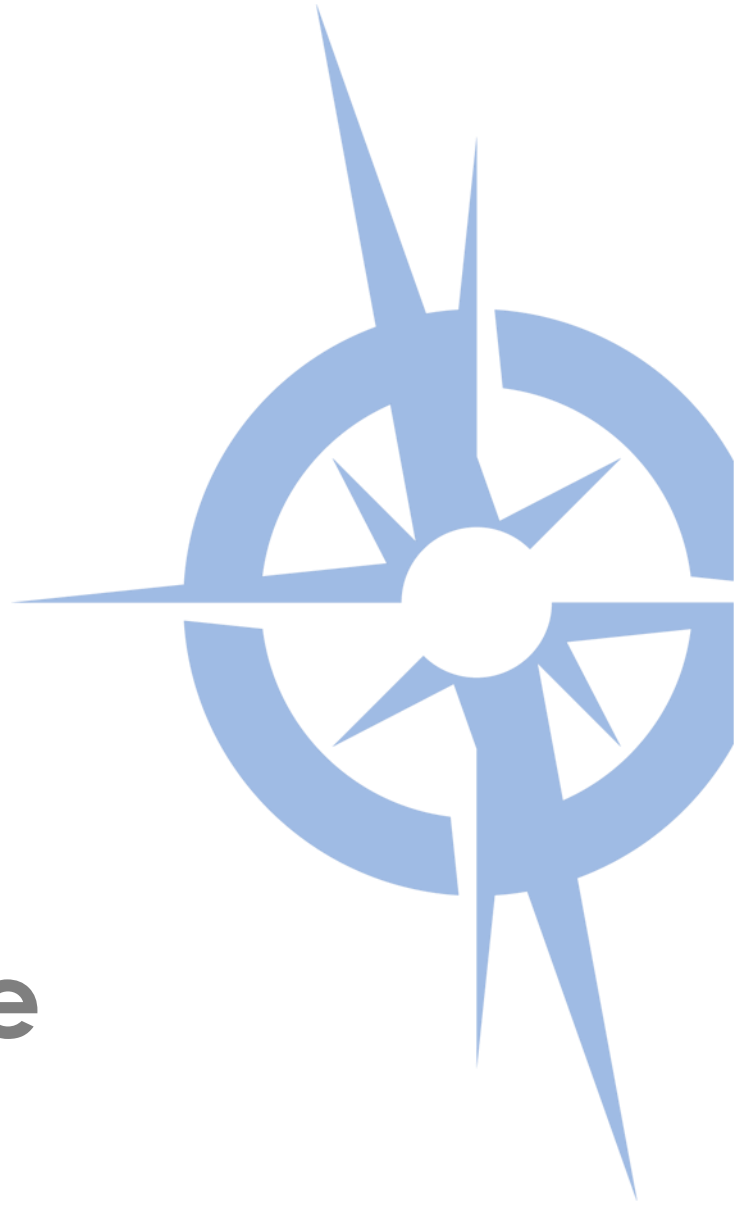
These benchmarks are based on 60 LGAs that we have conducted community research for and were revised in 2017 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 councils and conducted 100+ community satisfaction surveys.

## LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2017, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

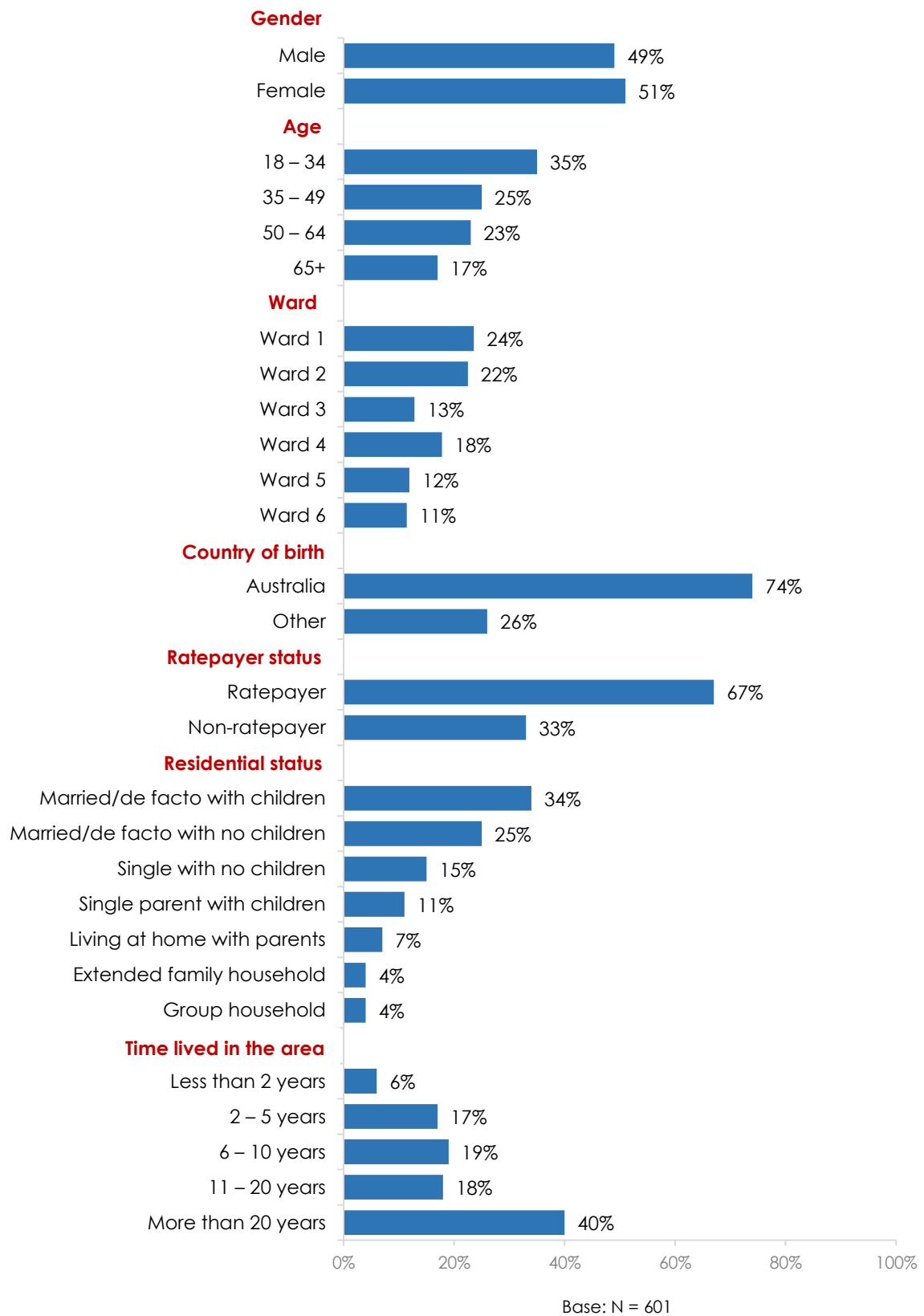




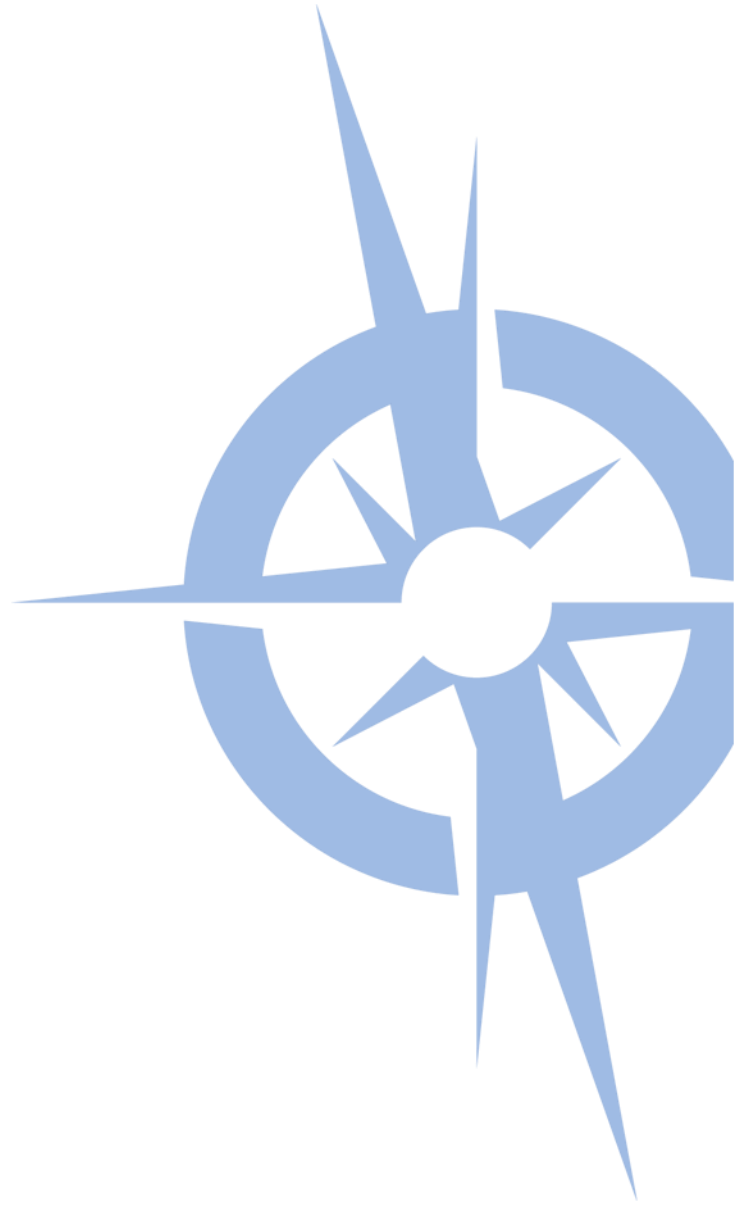


# Sample Profile

# Sample Profile



A sample size of 601 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of the City of Playford.



# Key Findings

# Key Findings

## Overview (Overall Satisfaction)

### Summary

Overall satisfaction with City of Playford was high, with 95% of residents at least 'somewhat satisfied' with the performance of Council, and a mean rating the highest achieved since 2003.

When compared to the 2017 research, resident satisfaction with the performance of Council has significantly increased and is significantly higher than the LGA Brand Scores for both Metro areas and all Councils combined.

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

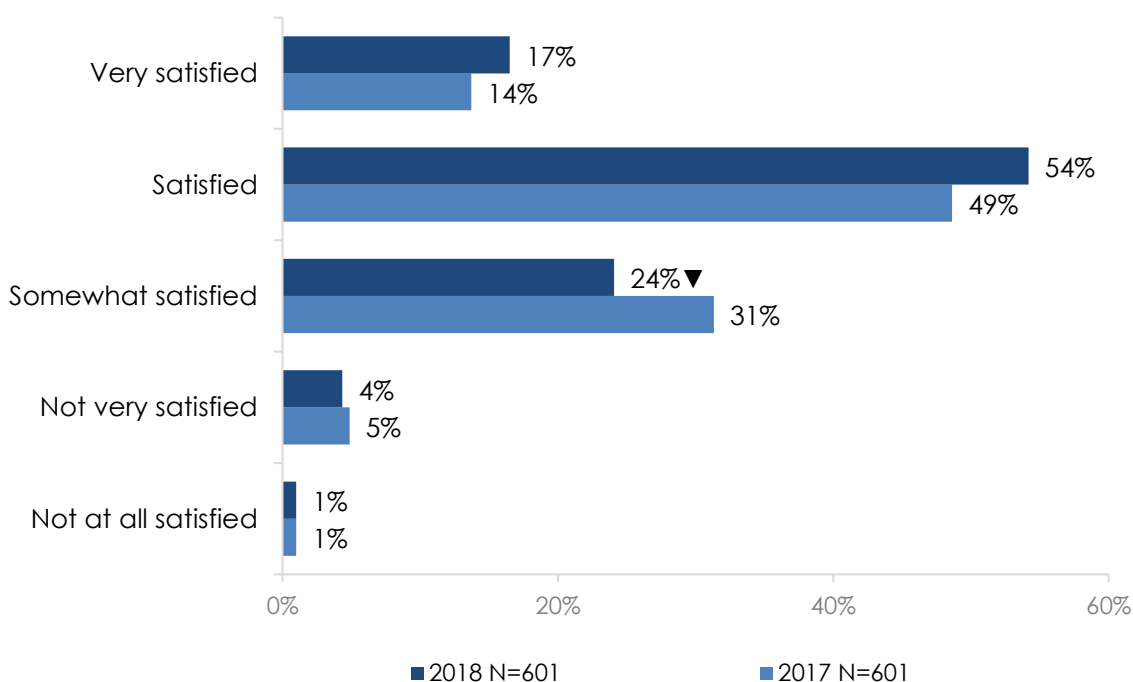
	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.81 ▲	3.68	3.81	3.81	3.81	3.69	3.75	4.06 ▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.76	3.90	3.81	3.76	3.78	3.77	3.84	3.98

LGA Brand Scores	City of Playford	Metro	All Councils
Mean ratings	3.81 ▲	3.55	3.342

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

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



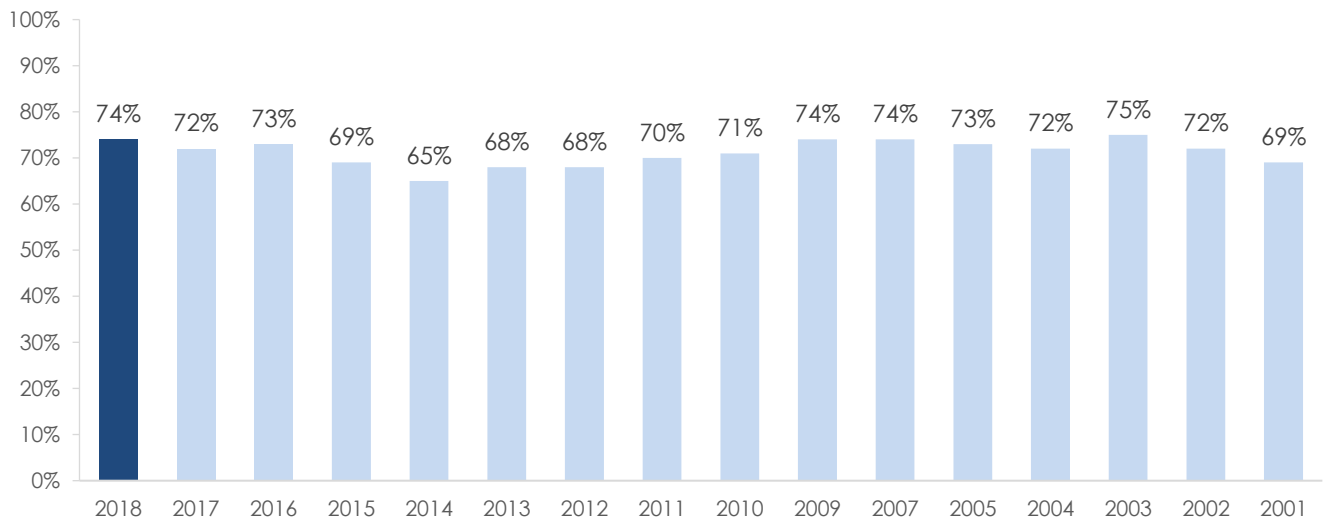
# Key Findings

## Overview (Overall satisfaction Cont'd)

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

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

### Overall Satisfaction Score as a Percentage



# Key Findings

## Key Performance Indicators – Year-on-Year Change

### Summary

Across the 7 key performance indicators City of Playford has achieved very positive results, with increases in resident satisfaction recorded across the board.

Resident satisfaction with 'Council's level of customer service' and their 'overall satisfaction with Council' increased significantly in 2018.

Measure	2018	2017	2016	2015	2014	2013	2012	2011	2010
Overall satisfaction with Council	3.81▲	3.68	3.76	3.57	3.35	3.50	3.50	3.60	3.65
Overall satisfaction with Council's level of customer service	4.18▲	3.83	3.95	3.76	3.90	3.90	4.00	3.80	3.60
Presentation of the City	3.67	3.56	3.64	3.57	3.50	3.45	3.45	3.35	N/A
Planning for the future	3.65	3.55	3.56	3.55	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.38	3.36	3.25	3.32	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.30	3.25	3.16	3.23	2.80	3.05	3.05	2.95	2.60
Council provide value for money for the rates paid	3.11	2.98	2.94	3.00	2.60	2.85	2.65	2.80	2.85

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Overall satisfaction with Council	3.81	3.68	3.76	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55

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

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

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 2016 results



# Key Findings

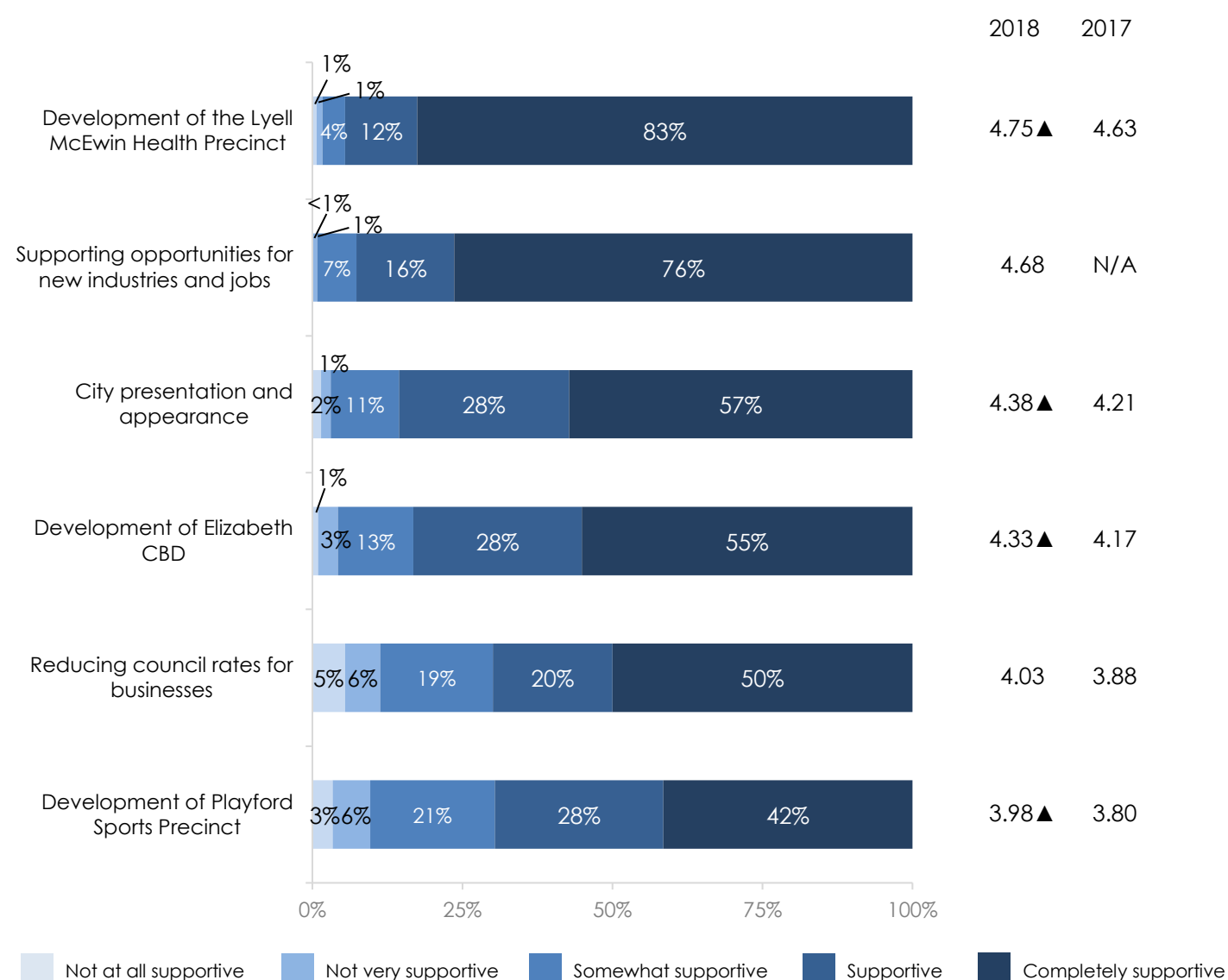
## Overview (Strategic priorities)

### Summary

Support was high ( $\geq 70\%$ ) across all strategic priorities, though there was an 'extremely high' level of support in particular for the 'development of the Lyell McEwin Health Precinct' and 'supporting opportunities for new industries and jobs'.

Comparisons with the 2017 research results have found residents' support for all comparable strategic priorities have increased significantly in 2018, with the exception of 'reducing Council rates for businesses', which increased only moderately.

Q6. Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs.



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

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



# Key Findings

## Overview (Overall Satisfaction with Council's Level of Customer Service)

### Summary

Of those who had contacted Council in the last 12 months, 94% of residents were at least 'somewhat satisfied' with Council's level of customer service.

Compared to the previous year's results, residents were significantly more satisfied with Council's level of customer service provided, with a significant increase in the proportion of residents specifically stating they are 'very satisfied'.

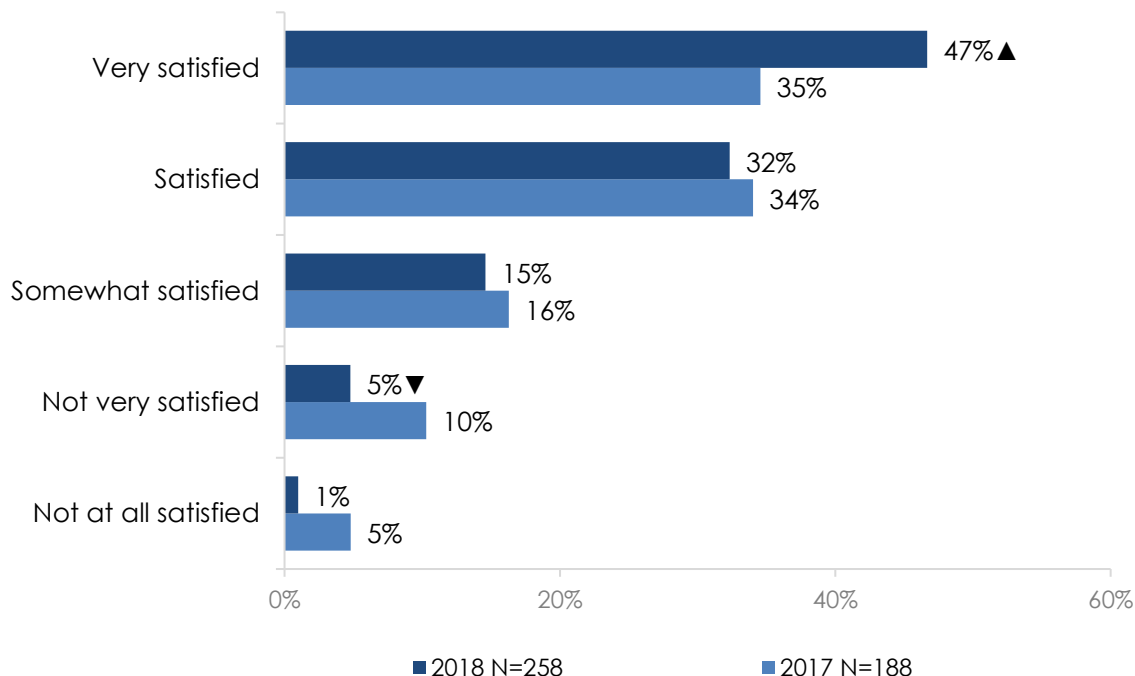
Q1e. How would you rate your overall satisfaction with Council's level of customer service?

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	4.18▲	3.83	4.09	4.25	4.10	4.20	4.16	4.26

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	4.03	4.51▲	4.05	4.10	4.18	4.22	4.46	4.22

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

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





# Key Findings

## Overview (Satisfaction with Level of Communication Council has with the Community)

### Summary

90% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Resident satisfaction with Council's level of communication with the community has remained relatively unchanged since 2016.

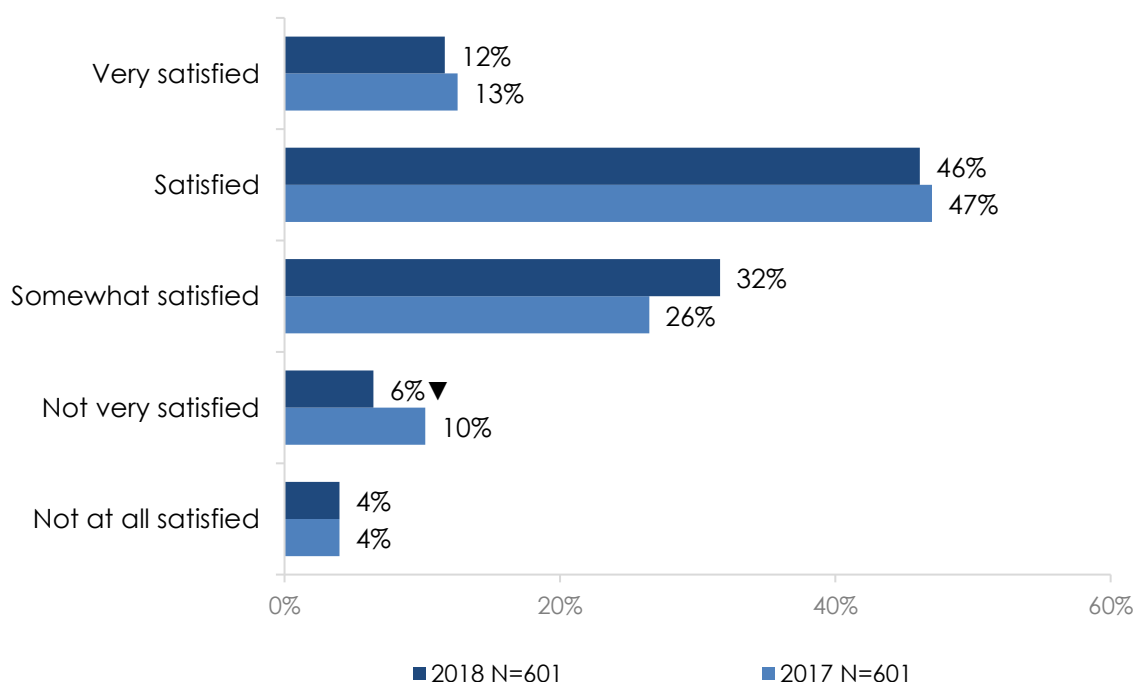
Q2b. How satisfied are you with the level of communication City of Playford currently has with the community?

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.55	3.55	3.46	3.63	3.53	3.52	3.43	3.78▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.51	3.62	3.48	3.41	3.52	3.57	3.74	3.76

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

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



# Key Findings

## Overview (Satisfaction with the Presentation of City of Playford)

### Summary

93% of residents were at least 'somewhat satisfied' with the presentation of City of Playford.

The 2018 research has seen a significant increase in the proportion of residents who were 'very satisfied' with the presentation of the local area.

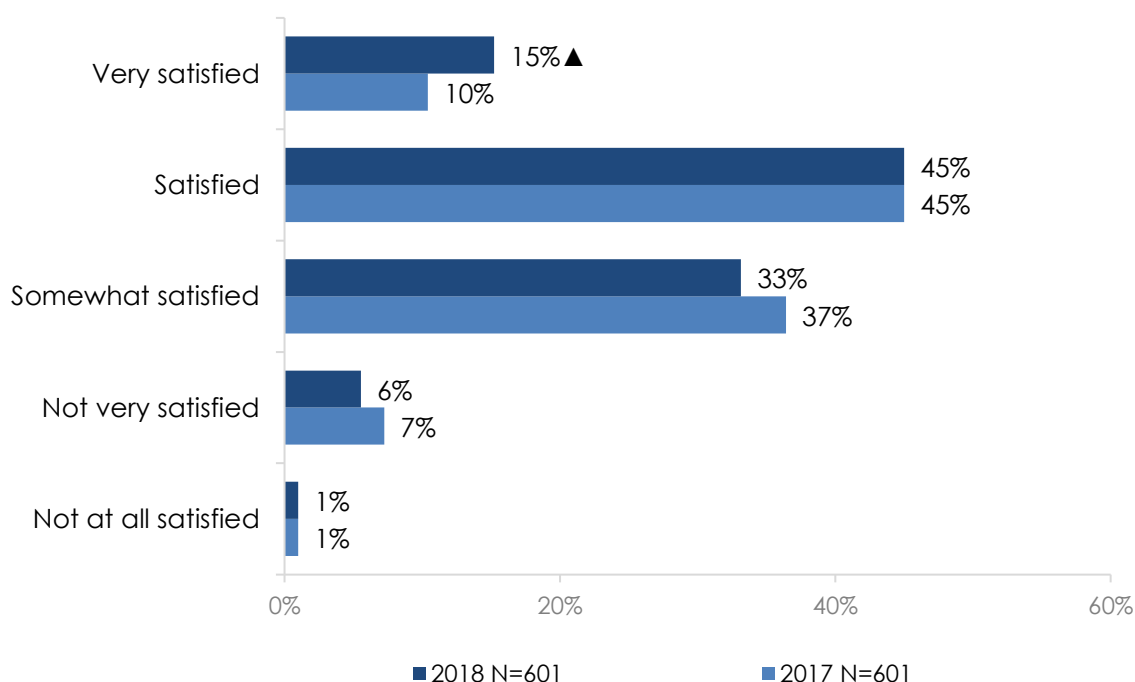
Q4. Overall, how would you rate your satisfaction with the presentation of the City of Playford?

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.67	3.56	3.68	3.65	3.62	3.60	3.64	3.89▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.59	3.81▲	3.57	3.55	3.68	3.76	3.76	3.82

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

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



# Key Findings

## Overview (Level of trust that Council is doing its Best for City of Playford)

### Summary

87% of residents at least 'somewhat trust' that Council is doing its best for the City of Playford. Only 13% of residents do not trust that Council is 'doing its best' for the local area.

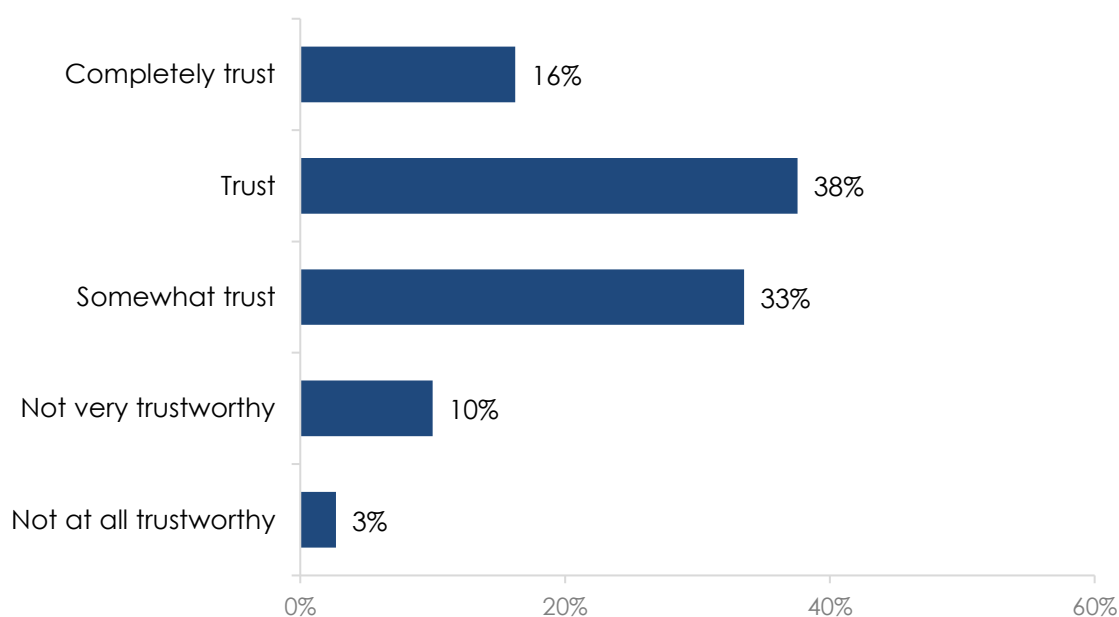
Q7a. To what degree do you trust Council is doing its best for the City of Playford?

	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.55	3.53	3.57	3.65	3.40▼	3.32▼	3.85▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.46	3.73▲	3.49	3.44	3.48	3.73	3.61	3.61

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

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



Base: N = 600



# Key Findings

## Overview (Agreement with the statement 'I am proud to live in the City of Playford')

### Summary

Agreement with the statement 'I am proud to live in the City of Playford' is high, with 74% of residents stating they 'agree' or 'completely agree' and just 7% disagreeing.

Residents' level of agreement has marginally increased from the 2017 results.

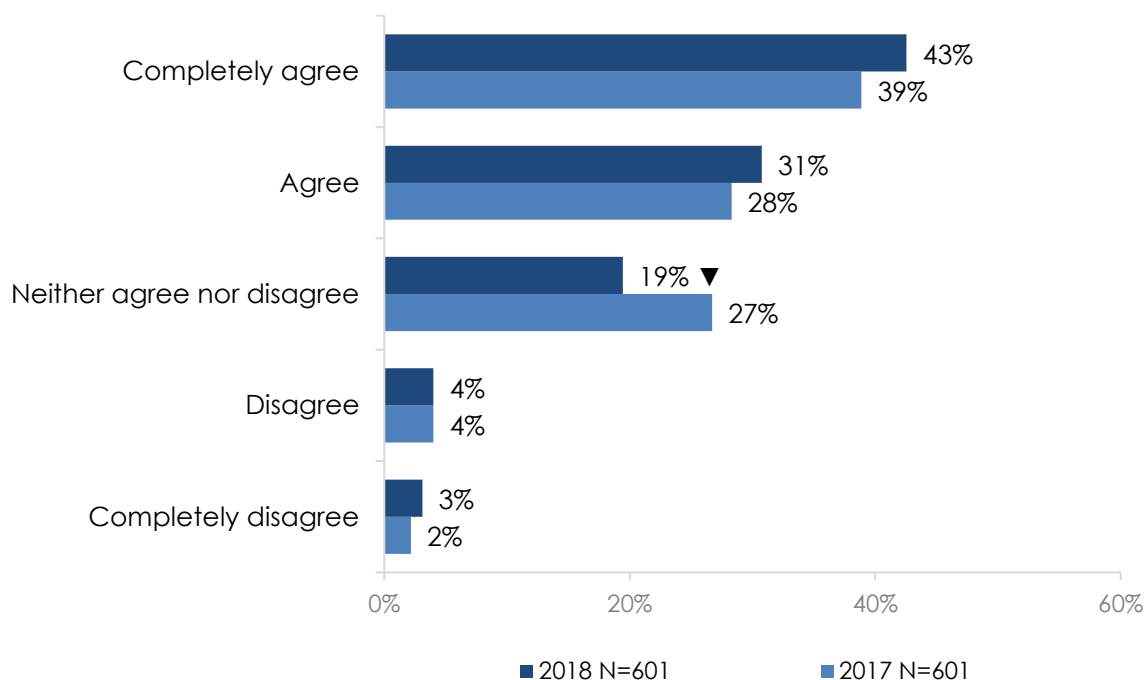
Q8a. To what extent do you agree or disagree with the statement, 'I am proud to live in the City of Playford'?

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	4.06	3.98	4.12	3.99	3.86▼	4.00	4.10	4.49▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	4.01	4.14	3.98	3.97	4.11	4.11	4.20	4.10

Scale: 1 = completely disagree, 5 = completely agree

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



# Key Findings

## Key Importance Trends

Compared to the previous research conducted in 2017, there were significant increases in the importance of 36 of the 39 comparable measures.

	2018	2017
Public health & safety	4.80	4.65
Being open & accountable to the community	4.77	4.52
Planning for the future	4.76	4.54
Removal of illegally dumped rubbish	4.74	4.50
Safety of playgrounds	4.71	4.41
Rapid response service	4.71	4.47
Providing training and employment opportunities	4.69	4.34
Adequate stormwater drainage	4.68	4.38
Council provide value for money for the rates paid	4.67	4.32
Presentation of parks and reserves	4.66	4.47
Enforcement of local laws	4.63	4.50
Condition of local streets	4.59	4.31
Health initiatives	4.59	4.34
Immunisation service	4.58	4.35
Community input to Council decision-making	4.58	4.32
Hard waste collection	4.58	4.40
Supporting business and industry development	4.57	4.31
Managing growth and major urban developments	4.53	4.19
Availability of community services	4.51	4.24
Removal of graffiti	4.45	4.22
Supporting local community development	4.42	4.16
Presentation of ovals and sports grounds	4.39	4.14
Support for volunteer programs	4.38	4.15
Condition of footpaths	4.37	4.20
Access to community venues	4.33	4.05
Condition of rural roads	4.33	3.86
Communication on Council's strategies and plans	4.31	4.03
Providing support & facilities for sporting clubs	4.31	3.89
Representation by Elected Members	4.30	4.05
Planning and building advice & assessment	4.23	3.93
Library service	4.23	4.00
Condition of street kerbs	4.19	3.93
Presentation of street verges	4.13	3.86
Presentation of street trees	4.12	3.86
Council events	3.99	3.71
Condition of bicycle paths	3.39	3.14

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

# Key Findings

## Key Satisfaction Trends

Compared to the previous research conducted in 2017, there were significant increases in residents' level of satisfaction with 6 of the 39 comparable measures.

	2018	2017
Kerbside waste collection	4.35	4.19
Supporting business and industry development	3.74	3.48
Adequate stormwater drainage	3.65	3.37
Condition of street kerbs	3.45	3.17
Condition of footpaths	3.28	2.98
Presentation of street verges	3.25	3.03

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

There were no significant decreases in 2018 in the importance or satisfaction of the 39 comparable measures.



# 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 39 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 'extremely 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, 'public health & safety' was given an importance score of 4.80, 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 3.82, which indicates that residents have 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 'condition of bicycle paths' (3.39 importance vs. 3.50 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community and for residents who feel that this facility is important, it is providing a 'moderate' 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 2017	Ranking 2018	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
2	1	Removal of illegally dumped rubbish	4.74	3.14	1.60
1	2	Council provide value for money for the rates paid	4.67	3.11	1.56
5	3	Being open & accountable to the community	4.77	3.38	1.39
4	4	Condition of local streets	4.59	3.24	1.35
7	5	Providing training and employment opportunities	4.69	3.36	1.33
6	6	Community input to Council decision-making	4.58	3.30	1.28
9	7	Planning for the future	4.76	3.65	1.11
3	8	Condition of footpaths	4.37	3.28	1.09
17	9	Condition of rural roads	4.33	3.28	1.05
7	10	Adequate stormwater drainage	4.68	3.65	1.03
13	11	Communication on Council's strategies and plans	4.31	3.30	1.01
10	12	Representation by Elected Members	4.30	3.30	1.00
14	13	Public health & safety	4.80	3.82	0.98
15		Enforcement of local laws	4.63	3.65	0.98
18	15	Managing growth and major urban developments	4.53	3.62	0.91
20		Removal of graffiti	4.45	3.54	0.91
11	17	Presentation of street verges	4.13	3.25	0.88
19	18	Rapid response service	4.71	3.87	0.84
11	19	Supporting business and industry development	4.57	3.74	0.83
25	20	Safety of playgrounds	4.71	3.93	0.78
21	21	Presentation of parks and reserves	4.66	3.92	0.74
15		Condition of street kerbs	4.19	3.45	0.74
23	23	Health initiatives	4.59	3.87	0.72
24	24	Presentation of street trees	4.12	3.43	0.69
30	25	Availability of community services	4.51	3.83	0.68
22	26	Protecting & improving native vegetation and biodiversity	4.40	3.77	0.63
28	27	Supporting local community development	4.42	3.86	0.56
29	28	Planning and building advice & assessment	4.23	3.69	0.54
27	29	Hard waste collection	4.58	4.12	0.46
26	30	Kerbside waste collection	4.75	4.35	0.40
31		Support for volunteer programs	4.38	3.98	0.40
32	32	Presentation of ovals and sports grounds	4.39	4.06	0.33
35	33	Providing support & facilities for sporting clubs	4.31	3.99	0.32
34	34	Immunisation service	4.58	4.27	0.31
33		Access to community venues	4.33	4.02	0.31
38	36	Library service	4.23	4.27	-0.04
39	37	Council events	3.99	4.04	-0.05
35	38	Wi-Fi within Council facilities and parks	3.52	3.62	-0.10
37	39	Condition of bicycle paths	3.39	3.50	-0.11

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





# Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' or 'extremely high' in importance. Resident satisfaction for all of these areas is between 3.11 and 3.65, which indicates that their satisfaction for these measures is 'moderate' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Removal of illegally dumped rubbish	4.74	3.14	1.60
2	Council provide value for money for the rates paid	4.67	3.11	1.56
3	Being open & accountable to the community	4.77	3.38	1.39
4	Condition of local streets	4.59	3.24	1.35
5	Providing training and employment opportunities	4.69	3.36	1.33
6	Community input to Council decision-making	4.58	3.30	1.28
7	Planning for the future	4.76	3.65	1.11
8	Condition of footpaths	4.37	3.28	1.09
9	Condition of rural roads	4.33	3.28	1.05
10	Adequate stormwater drainage	4.68	3.65	1.03

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'removal of illegally dumped rubbish' 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.



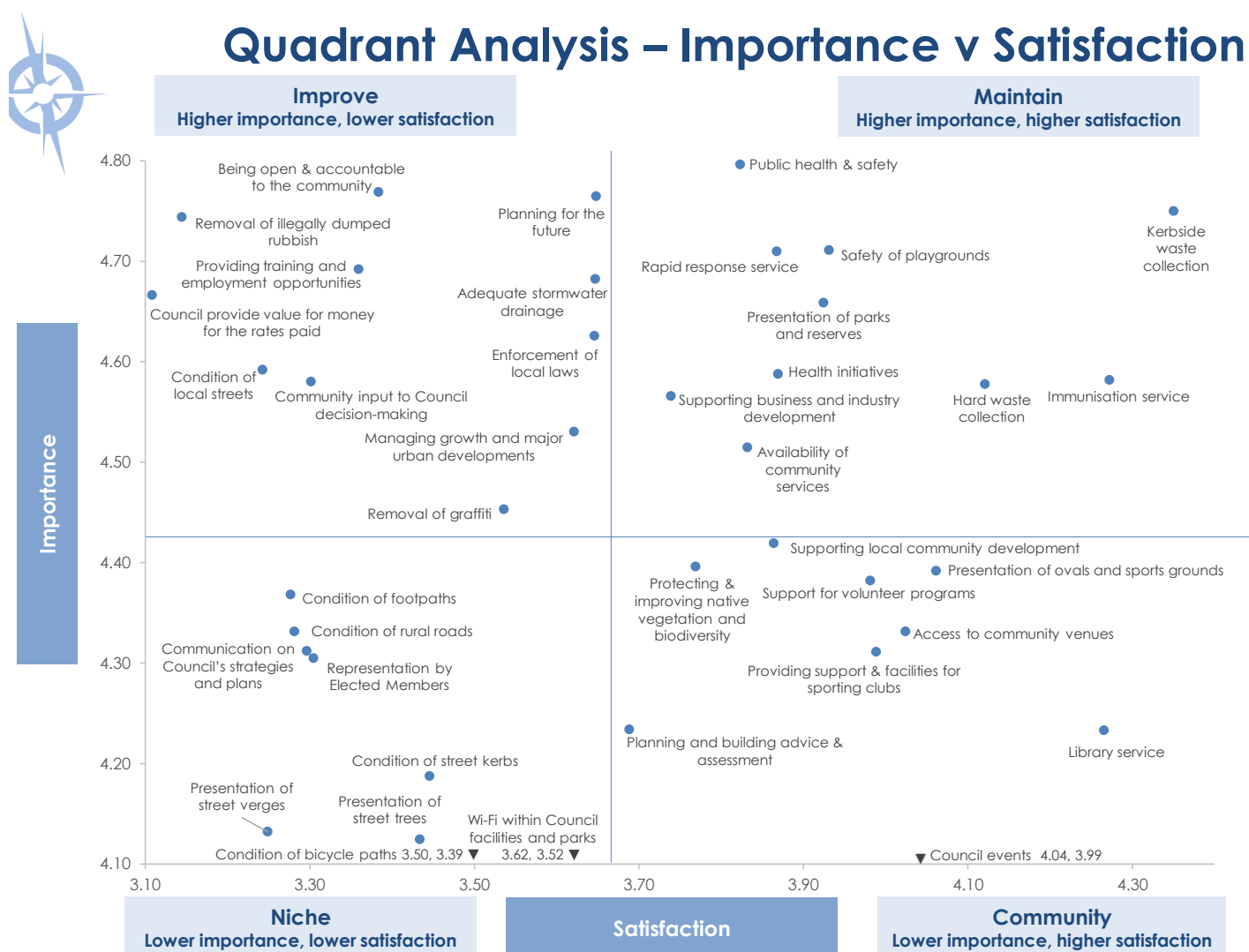
# Key Findings

## Quadrant Analysis

### Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the 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 4.43 and the average rated satisfaction score was 3.68. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.43$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.43$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.68. 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 'public health and safety', 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 & accountable to the community' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

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

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Council events', are core strengths, but in relative terms they are 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 the 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

## Comparison to Previous Quadrant Analysis

Service/ Facility	2018 Quadrant	2017 Quadrant	2016 Quadrant	2015 Quadrant
Adequate stormwater drainage	Improve	Improve	Improve	Maintain
Being open & accountable to the community	Improve	Improve	Improve	Improve
Community input to Council decision-making	Improve	Improve	Improve	Improve
Condition of local streets	Improve	Improve	Improve	Improve
Council provide value for money for the rates paid	Improve	Improve	Improve	Improve
Enforcement of local laws	Improve	Maintain	Maintain	Maintain
Managing growth and major urban developments	Improve	Improve	Improve	Improve
Planning for the future	Improve	Improve	Improve	Improve
Providing training and employment opportunities	Improve	Improve	Maintain	Maintain
Removal of graffiti	Improve	Improve	Community	Community
Removal of illegally dumped rubbish	Improve	Improve	Improve	Improve
Kerbside waste collection	Maintain	Maintain	Maintain	Maintain
Availability of community services	Maintain	Maintain	Community	Maintain
Hard waste collection	Maintain	Maintain	Maintain	Maintain
Health initiatives	Maintain	Maintain	Maintain	Maintain
Immunisation service	Maintain	Maintain	Maintain	Maintain
Presentation of parks and reserves	Maintain	Maintain	Maintain	Maintain
Public health & safety	Maintain	Maintain	Maintain	Maintain
Rapid response service	Maintain	Maintain	Maintain	Maintain
Safety of playgrounds	Maintain	Maintain	Maintain	Maintain
Supporting business and industry development	Maintain	Improve	Improve	Improve
Communication on Council's strategies and plans	Niche	Niche	Niche	Niche
Condition of bicycle paths	Niche	Niche	Niche	Niche
Condition of footpaths	Niche	Improve	Niche	Improve
Condition of rural roads	Niche	Niche	Niche	Niche
Condition of street kerbs	Niche	Niche	Niche	Niche
Presentation of street trees	Niche	Niche	Niche	Niche
Presentation of street verges	Niche	Niche	Niche	Niche
Representation by Elected Members	Niche	Niche	Niche	Niche
Wi-Fi within Council facilities and parks	Niche	Niche		
Access to community venues	Community	Community	Community	Community
Council events	Community	Community	Community	Community
Library service	Community	Community	Community	Community
Planning and building advice & assessment	Community	Niche	Niche	Community
Presentation of ovals and sports grounds	Community	Community	Community	Community
Protecting & improving native vegetation and biodiversity	Community	Maintain	Maintain	Maintain
Providing support & facilities for sporting clubs	Community	Community	Community	Community
Support for volunteer programs	Community	Community	Community	Maintain
Supporting local community development	Community	Community	Community	Maintain

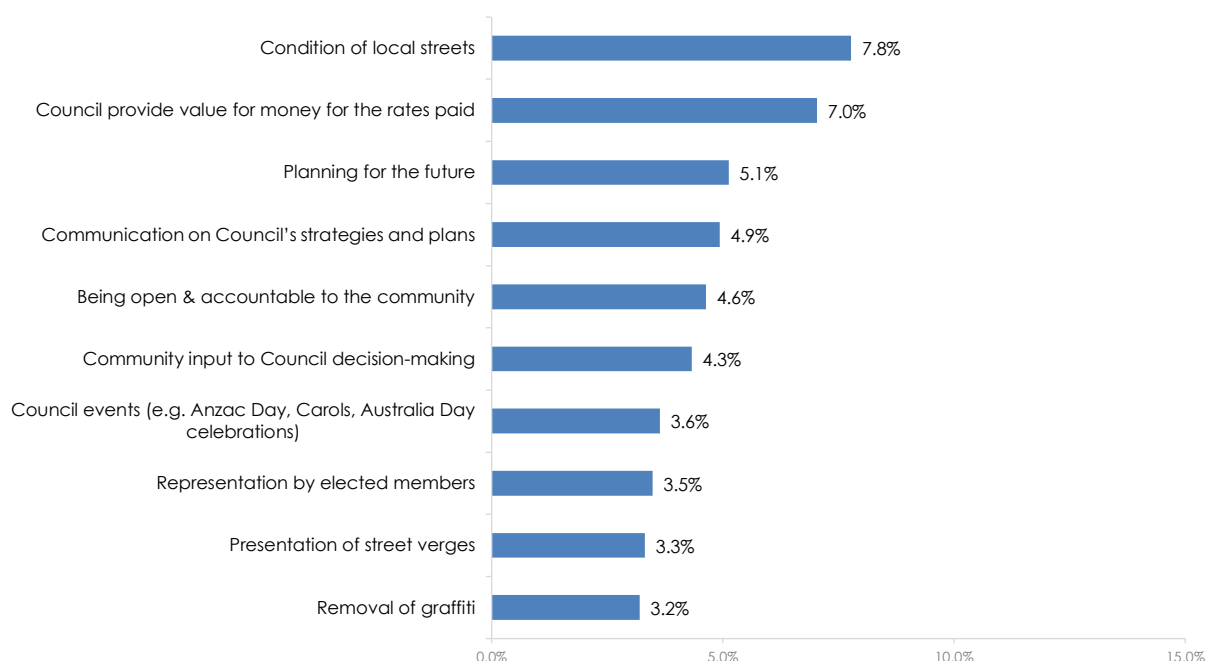
# Key Findings

## Key Drivers of Satisfaction with the City of Playford

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

These top 10 services/facilities account for almost 50% of overall satisfaction with Council. This indicates that the remaining 29 attributes we obtained measures on have only a limited impact on the community's satisfaction with the City of Playford's performance. Therefore, whilst all 39 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

## These Top 10 Indicators Contribute to Almost 50% of Overall Satisfaction with Council



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

These 10 services/facilities are the key community priorities and by addressing these, City of Playford will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'removal of graffiti' contributes 3.2% towards overall satisfaction, while the 'condition of local streets' (7.8%) is a far stronger driver, contributing more than twice as much to overall satisfaction with Council.

# Key Findings

## Key Drivers of Satisfaction with City of Playford: Comparison to Previous Years

5 of the 10 key drivers reported an increase compared to the 2017 results, with the 'condition of local streets' contributing to overall satisfaction by over 5 times as much this year. 'Community input to Council decision-making', 'Council events', 'representation by elected members' and the 'removal of graffiti' also all experienced an increase in contribution when compared to 2017.

The 5 key drivers that experienced a reduction in contribution in 2018 included:

- Council provide value for money for the rates paid
- Planning for the future
- Communication on Council's strategies and plans
- Being open & accountable to the community
- Presentation of street verges

Measure	2018	2017	2016	2015
Condition of local streets	7.8%	1.4%	2.6%	7.2%
Council provide value for money for the rates paid	7.0%	8.0%	4.1%	5.2%
Planning for the future	5.1%	7.3%	3.8%	3.6%
Communication on Council's strategies and plans	4.9%	5.5%	4.2%	2.7%
Being open & accountable to the community	4.6%	9.1%	2.3%	6.1%
Community input to Council decision-making	4.3%	3.3%	5.2%	5.6%
Council events (e.g. Anzac Day, Carols, Australia Day celebrations)	3.6%	0.9%	4.2%	1.4%
Representation by elected members	3.5%	2.2%	1.3%	4.6%
Presentation of street verges	3.3%	3.8%	5.8%	3.2%
Removal of graffiti	3.2%	0.9%	0.9%	1.8%



# Key Findings

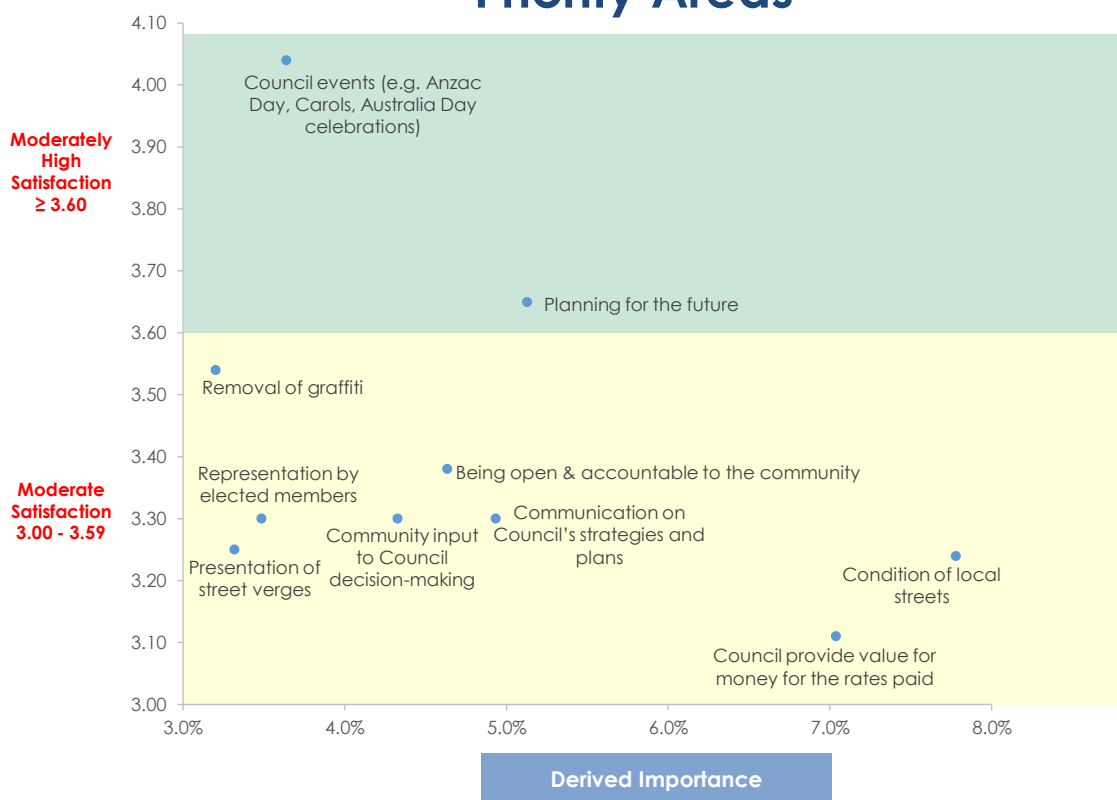
## Clarifying Priorities

By mapping satisfaction against derived importance, we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'Council events' and 'planning for the future'. 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' regions of the chart. If City of Playford can address these core drivers, they will be able to improve resident satisfaction with their performance.



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



This analysis indicates that areas such as 'removal of graffiti', 'being open & accountable to the community', 'communication on Council's strategies and plans', 'community input to Council decision-making', 'representation by elected members', 'presentation of street verges', 'condition of local streets' and 'Council provide value for money for the rates paid' could possibly be targeted for optimisation.

# Key Findings

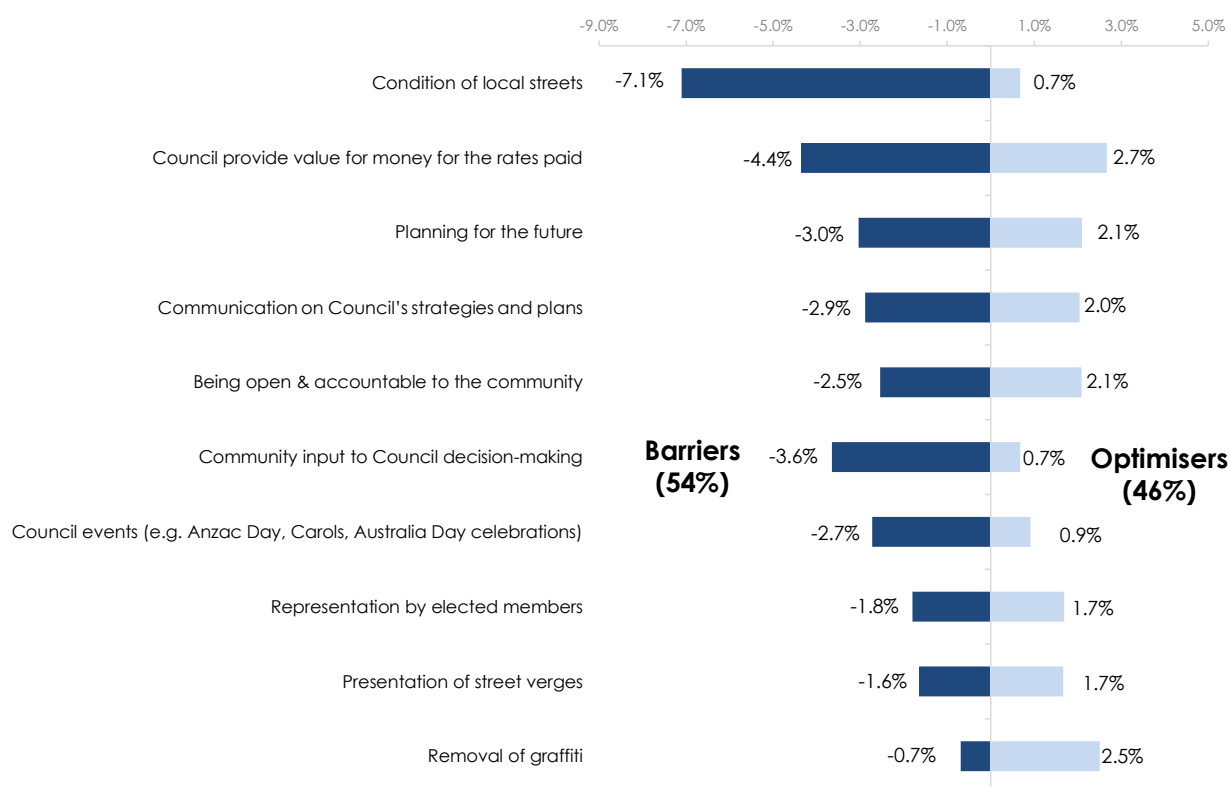
## Advanced Shapley Outcomes

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

## Comparison to LGA Benchmarks

16 of the 20 comparable measures were rated above benchmark threshold of 0.15, these included, the 'condition of rural roads', 'planning for the future', 'supporting business and industry development', 'managing growth and major urban developments', 'access to community venues', 'condition of local streets', 'protecting & improving native vegetation and biodiversity', 'kerbside waste collection', 'Council events', 'community input to Council decision-making', 'adequate stormwater drainage', 'condition of bicycle paths', 'presentation of ovals and sports grounds', 'condition of footpaths', 'presentation of street trees' and 'presentation of parks and reserves'.

Only 1 of the measures was rated lower than the benchmark threshold of -0.15, this was 'removal of illegally dumped rubbish'.

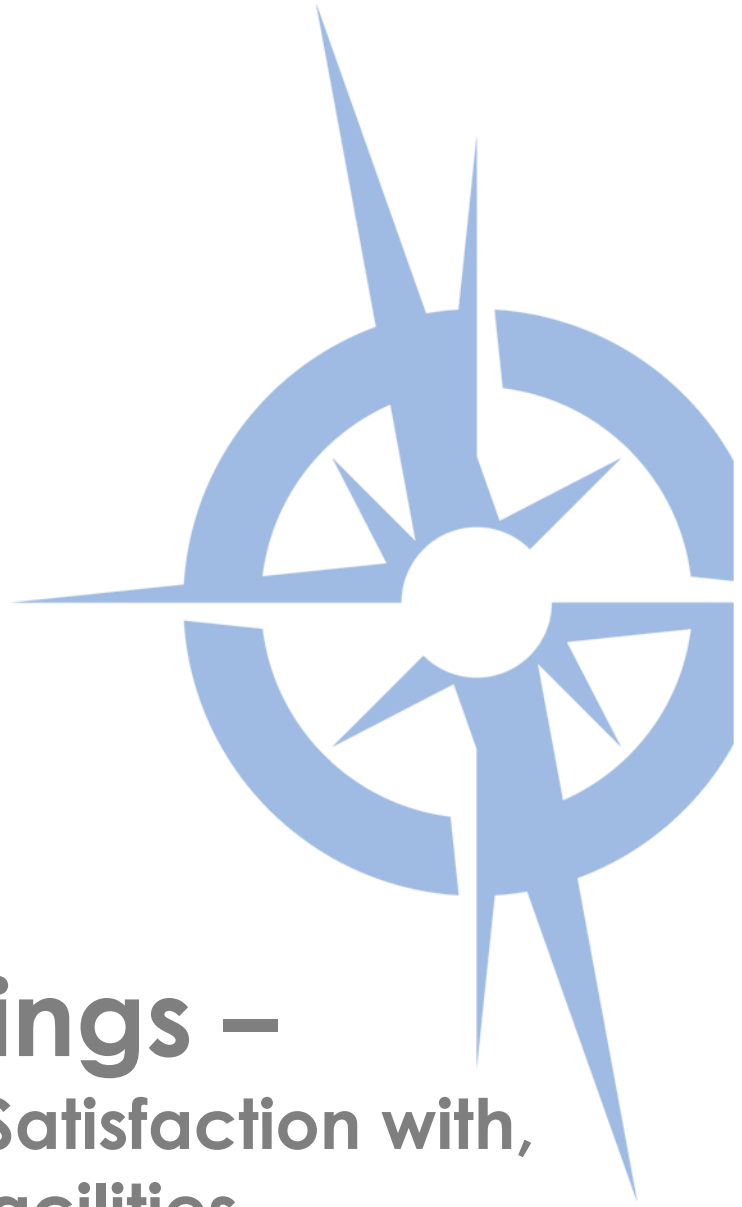
Service/Facility	City of Playford Satisfaction Scores	Benchmark Variances
Condition of rural roads	3.28	0.78▲
Planning for the future	3.65	0.56▲
Supporting business and industry development	3.74	0.55▲
Managing growth and major urban developments	3.62	0.50▲
Access to community venues	4.02	0.36▲
Condition of local streets	3.24	0.35▲
Protecting & improving native vegetation and biodiversity	3.77	0.33▲
Kerbside waste collection	4.35	0.33▲
Council events	4.04	0.29▲
Community input to Council decision-making	3.30	0.28▲
Adequate stormwater drainage	3.65	0.28▲
Condition of bicycle paths	3.50	0.27▲
Presentation of ovals and sports grounds	4.06	0.24▲
Condition of footpaths	3.28	0.19▲
Presentation of street trees	3.43	0.17▲
Presentation of parks and reserves	3.92	0.16▲
Library service	4.27	0.12
Presentation of street verges	3.25	-0.02
Communication on Council's strategies and plans	3.30	-0.05
Removal of illegally dumped rubbish	3.14	-0.35▼

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





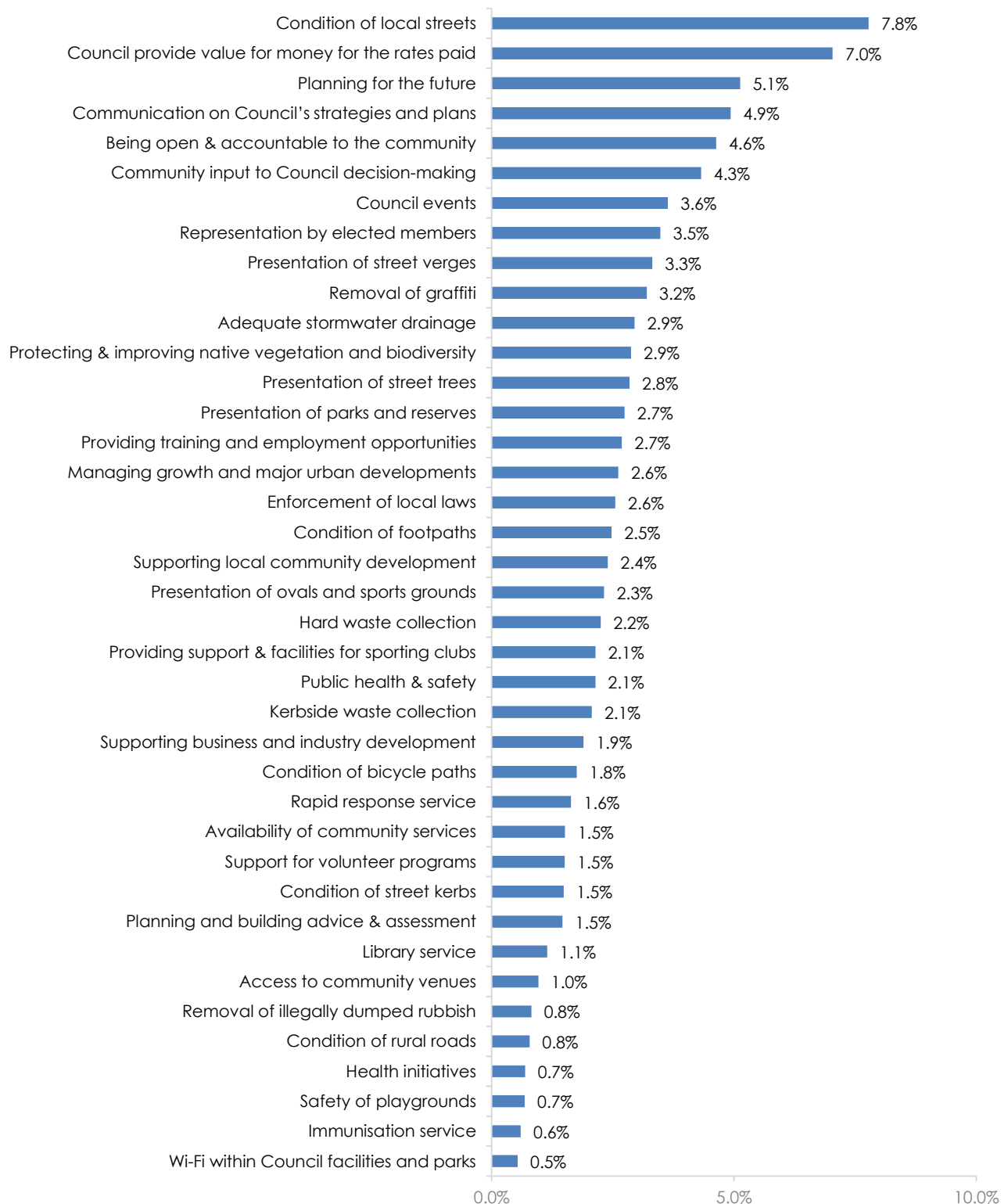
# **Detailed Findings –**

## **Importance of, and Satisfaction with, Council Services & Facilities**

# Influence on Overall Satisfaction

A core element of this community survey was the rating of 39 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 39 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



# Service Areas

Each of the 39 facilities/services were grouped into service areas as detailed below

## **City Maintenance & Presentation**

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

## **Health, Environment & Regulatory Services**

Public health & safety  
Kerbside waste collection  
Hard waste collection  
Immunisation service  
Enforcement of local laws  
Protecting & improving native vegetation and biodiversity

## **Community Services**

Support for volunteer programs  
Supporting business and industry development  
Planning and building advice & assessment  
Access to community venues  
Council events  
Library service  
Providing support & facilities for sporting clubs  
Availability of community services  
Supporting local community development  
Health initiatives  
Providing training and employment opportunities  
Wi-Fi within Council facilities and parks

## **Accountability, Advocacy & Management**

Planning for the future  
Managing growth and major urban developments  
Being open & accountable to the community  
Community input to Council decision-making  
Council provide value for money for the rates paid  
Communication on Council's strategies and plans  
Representation by Elected Members

## **An Explanation**

The following pages detail the Shapley findings for each service area and summarise the stated importance and satisfaction ratings by key demographics.

### *Importance*

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

### *Satisfaction*

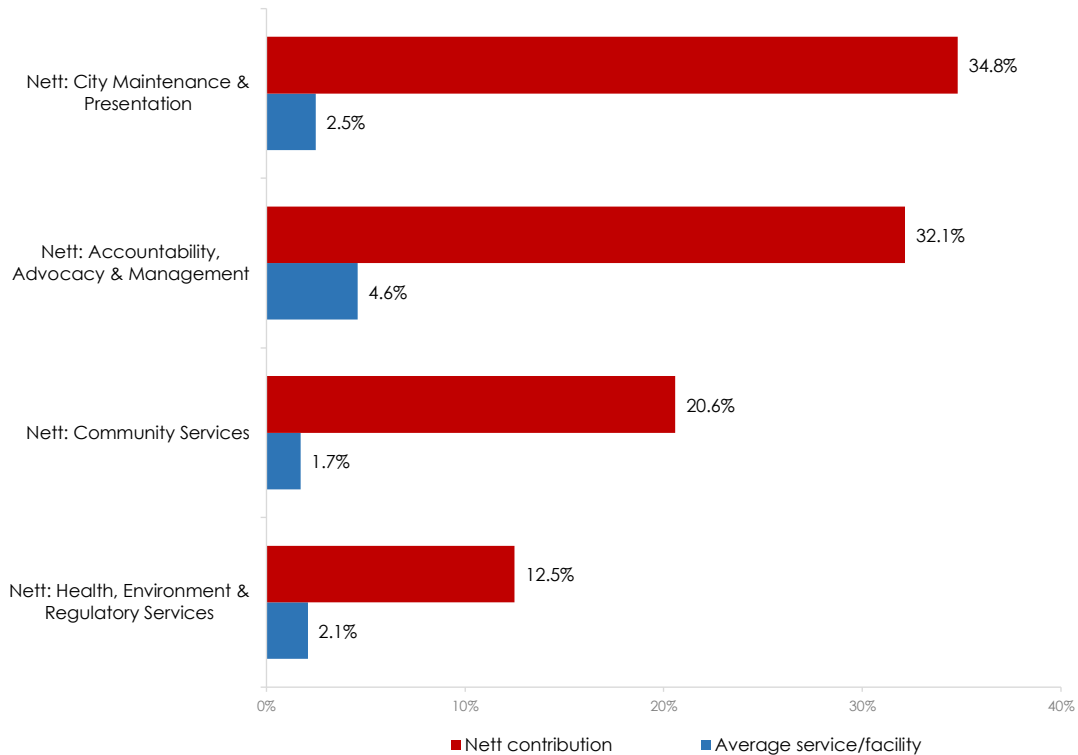
Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular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



# 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

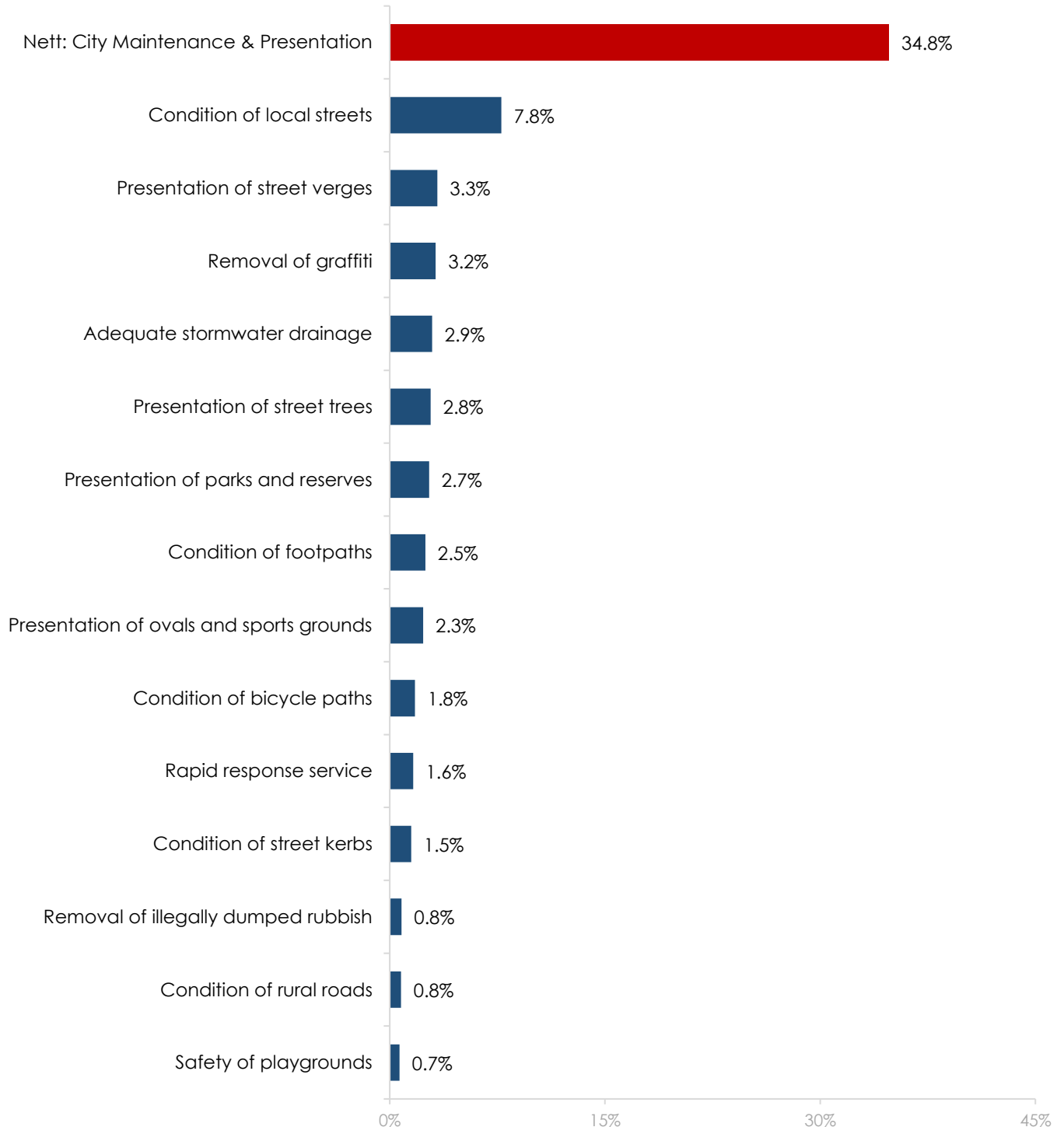


'City Maintenance & Presentation' (34.8%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area average 2.5%, whilst the services/facilities grouped under 'Accountability, Advocacy & Management' average 4.6%.

# Service Area 1: City Maintenance & Presentation

Shapley Regression

Contributes to Over 34% of Overall Satisfaction with Council



# Service Area 1: City Maintenance & Presentation

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

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

### Importance – by gender

Female residents rated the importance of the 'condition of footpaths', 'condition of bicycle paths', 'presentation of street verges', 'presentation of street trees', 'condition of rural roads' and the 'presentation of parks and reserves' significantly higher.

### Importance – by age

Residents aged 35-49 rated the 'condition of bicycle paths' and 'adequate stormwater drainage' significantly more important.

Those aged 18-34 deemed the importance of the 'removal of graffiti' significantly less important, whilst those aged 50-64 rated the importance of the 'safety of playgrounds' significantly less important.

Residents aged 65+ rated the 'presentation of street trees' and the 'removal of graffiti' significantly higher in importance and the importance of the 'condition of bicycle paths' significantly lower.

### Importance – by ratepayer status

Non-ratepayers rated the importance of the 'condition of bicycle paths', 'presentation of parks and reserves' and 'rapid response service' significantly higher.

### Importance – by ward

Residents in Ward 1 rated the importance of the 'condition of bicycle paths' significantly higher.

Those from Ward 3 rated the importance of the 'condition of rural roads' significantly higher, whilst those from Ward 2 rated it significantly lower.

Residents from Ward 4 rated the importance of the 'removal of illegally dumped rubbish' significantly more important, whilst those from Ward 5 rated the 'safety of playgrounds' significantly more important.

### Importance – by year

Residents rated all City Maintenance & Presentation services/facilities significantly higher in importance in 2018.



# Service Area 1: City Maintenance & Presentation

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+
Condition of footpaths	4.37	4.24	4.49	4.31	4.40	4.37	4.45
Condition of bicycle paths	3.39	3.13	3.63	3.44	3.69	3.19	3.08
Presentation of street verges	4.13	3.99	4.27	4.03	4.22	4.21	4.11
Condition of street kerbs	4.19	4.15	4.23	4.05	4.26	4.28	4.25
Presentation of street trees	4.12	4.01	4.23	3.98	4.22	4.07	4.37
Condition of local streets	4.59	4.54	4.64	4.60	4.61	4.58	4.58
Adequate stormwater drainage	4.68	4.67	4.69	4.59	4.79	4.74	4.65
Condition of rural roads	4.33	4.21	4.45	4.35	4.35	4.34	4.26
Removal of illegally dumped rubbish	4.74	4.72	4.77	4.80	4.72	4.72	4.69
Removal of graffiti	4.45	4.47	4.44	4.27	4.53	4.54	4.60
Presentation of parks and reserves	4.66	4.57	4.74	4.64	4.67	4.60	4.76
Presentation of ovals and sports grounds	4.39	4.33	4.45	4.35	4.38	4.40	4.48
Safety of playgrounds	4.71	4.66	4.76	4.79	4.78	4.59	4.62
Rapid response service	4.71	4.70	4.71	4.75	4.71	4.70	4.63

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	4.36	4.38	4.44	4.41	4.16	4.36	4.36	4.38
Condition of bicycle paths	3.27	3.62	3.67	3.27	3.29	3.30	3.49	3.17
Presentation of street verges	4.14	4.11	4.22	4.11	4.17	4.02	4.15	4.12
Condition of street kerbs	4.19	4.18	4.27	4.15	4.08	4.26	4.27	4.01
Presentation of street trees	4.06	4.25	3.97	4.25	3.95	4.26	4.25	4.04
Condition of local streets	4.59	4.59	4.63	4.63	4.56	4.52	4.60	4.60
Adequate stormwater drainage	4.66	4.72	4.69	4.71	4.69	4.61	4.77	4.64
Condition of rural roads	4.29	4.41	4.30	4.13	4.56	4.47	4.34	4.31
Removal of illegally dumped rubbish	4.71	4.81	4.72	4.78	4.69	4.85	4.71	4.66
Removal of graffiti	4.44	4.48	4.39	4.48	4.48	4.44	4.59	4.37
Presentation of parks and reserves	4.60	4.78	4.61	4.70	4.64	4.67	4.75	4.57
Presentation of ovals and sports grounds	4.34	4.50	4.40	4.26	4.43	4.41	4.59	4.34
Safety of playgrounds	4.68	4.78	4.71	4.73	4.55	4.66	4.89	4.75
Rapid response service	4.64	4.84	4.69	4.75	4.68	4.75	4.67	4.69

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

Significantly higher/lower level of importance (by group)





# Service Area 1: City Maintenance & Presentation

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of footpaths	2%	4%	11%	21%	62%	601
Condition of bicycle paths	18%	11%	18%	19%	33%	601
Presentation of street verges	4%	3%	17%	29%	47%	601
Condition of street kerbs	4%	3%	15%	25%	53%	601
Presentation of street trees	4%	4%	16%	27%	49%	601
Condition of local streets	1%	1%	6%	23%	69%	601
Adequate stormwater drainage	1%	1%	5%	15%	78%	601
Condition of rural roads	3%	4%	12%	18%	62%	601
Removal of illegally dumped rubbish	<1%	1%	4%	15%	80%	601
Removal of graffiti	1%	3%	11%	20%	65%	601
Presentation of parks and reserves	<1%	1%	4%	22%	72%	601
Presentation of ovals and sports grounds	2%	2%	10%	25%	60%	601
Safety of playgrounds	2%	1%	4%	11%	83%	601
Rapid response service	1%	1%	5%	14%	80%	601



# Service Area 1: City Maintenance & Presentation

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

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

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'condition of footpaths', 'condition of rural roads' and 'rapid response service', whilst those aged 35-49 were significantly less satisfied with the 'condition of rural roads'.

Residents aged 50-64 were significantly less satisfied with the 'condition of footpaths', 'condition of street kerbs', 'condition of local streets', 'condition of rural roads', 'removal of illegally dumped rubbish' and the 'rapid response service'.

Those aged 65+ expressed a significantly higher level of satisfaction with the 'presentation of street trees', 'removal of graffiti', 'presentation of parks and reserves', 'presentation of ovals and sports grounds' and the 'safety of playgrounds'.

### Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with the 'condition of bicycle paths', 'presentation of street verges', 'condition of street kerbs' and the 'condition of local streets'.

### Satisfaction – by ward

Residents of Ward 6 were significantly more satisfied with the 'condition of footpaths', 'condition of street kerbs', 'condition of local streets' and 'presentation of parks and reserves', whilst those from Ward 5 were significantly more satisfied with the 'presentation of street verges' and the 'condition of rural roads'.

Residents of Ward 1 were significantly less satisfied with the 'condition of local streets', 'removal of illegally dumped rubbish' and 'presentation of ovals and sports grounds', whilst those from Ward 2 were significantly less satisfied with the 'presentation of street verges' and 'condition of street kerbs'.

### Satisfaction – by year

Residents in 2018 were significantly more satisfied with the 'condition of footpaths', 'presentation of street verges', 'condition of street kerbs' and 'adequate stormwater drainage'.



# Service Area 1: City Maintenance & Presentation

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+
Condition of footpaths	3.28	3.36	3.21	3.54	3.10	3.01	3.34
Condition of bicycle paths	3.50	3.53	3.47	3.56	3.33	3.51	3.70
Presentation of street verges	3.25	3.34	3.17	3.39	3.18	3.08	3.34
Condition of street kerbs	3.45	3.46	3.44	3.52	3.52	3.18	3.56
Presentation of street trees	3.43	3.44	3.43	3.41	3.40	3.34	3.64
Condition of local streets	3.24	3.23	3.26	3.39	3.11	3.08	3.38
Adequate stormwater drainage	3.65	3.74	3.56	3.79	3.54	3.48	3.74
Condition of rural roads	3.28	3.21	3.34	3.52	3.07	3.09	3.38
Removal of illegally dumped rubbish	3.14	3.13	3.16	3.19	3.12	2.95	3.35
Removal of graffiti	3.54	3.54	3.53	3.48	3.48	3.42	3.89
Presentation of parks and reserves	3.92	3.88	3.96	3.85	3.80	3.83	4.39
Presentation of ovals and sports grounds	4.06	3.99	4.12	4.00	3.95	3.95	4.51
Safety of playgrounds	3.93	3.94	3.92	3.88	3.78	3.87	4.37
Rapid response service	3.87	3.82	3.91	4.05	3.78	3.64	3.91

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	3.22	3.38	3.23	3.16	3.23	3.16	3.31	3.79
Condition of bicycle paths	3.35	3.74	3.32	3.50	3.49	3.49	3.75	3.65
Presentation of street verges	3.11	3.53	3.12	2.94	3.24	3.34	3.72	3.52
Condition of street kerbs	3.29	3.78	3.38	3.22	3.55	3.47	3.58	3.76
Presentation of street trees	3.39	3.51	3.21	3.40	3.63	3.29	3.64	3.71
Condition of local streets	3.15	3.44	3.03	3.16	3.29	3.24	3.45	3.59
Adequate stormwater drainage	3.60	3.74	3.51	3.74	3.59	3.55	3.86	3.75
Condition of rural roads	3.23	3.38	3.09	3.12	3.15	3.46	3.58	3.52
Removal of illegally dumped rubbish	3.10	3.23	2.89	3.25	3.30	3.09	3.27	3.23
Removal of graffiti	3.53	3.55	3.36	3.75	3.62	3.35	3.57	3.65
Presentation of parks and reserves	3.88	4.02	3.92	3.83	3.87	3.87	4.00	4.20
Presentation of ovals and sports grounds	4.07	4.04	3.88	4.13	4.11	3.96	4.26	4.19
Safety of playgrounds	3.91	3.96	3.91	3.91	3.99	3.91	3.88	4.06
Rapid response service	3.81	3.97	3.72	3.85	4.03	3.91	3.99	3.83

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

Significantly higher/lower level of satisfaction (by group)



# Service Area 1: City Maintenance & Presentation

## Detailed Overall Response for Satisfaction

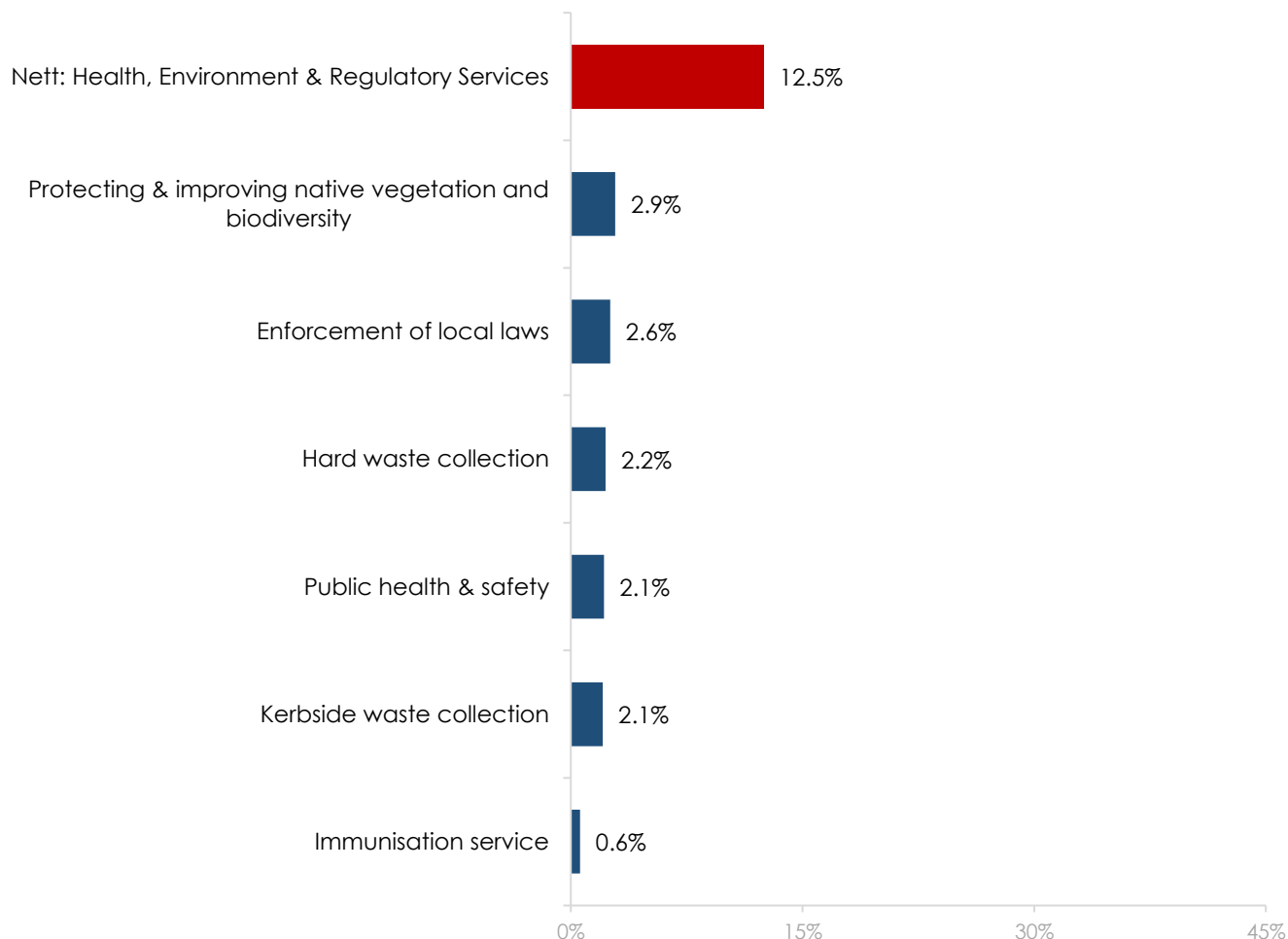
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Row Population
Condition of footpaths	11%	14%	34%	19%	22%	499
Condition of bicycle paths	6%	11%	31%	28%	23%	316
Presentation of street verges	11%	15%	30%	28%	17%	461
Condition of street kerbs	7%	14%	28%	29%	22%	465
Presentation of street trees	8%	13%	27%	32%	20%	457
Condition of local streets	8%	18%	34%	23%	18%	553
Adequate stormwater drainage	6%	10%	26%	29%	29%	571
Condition of rural roads	8%	15%	33%	28%	16%	481
Removal of illegally dumped rubbish	14%	18%	30%	18%	21%	572
Removal of graffiti	7%	15%	24%	28%	27%	511
Presentation of parks and reserves	3%	5%	23%	35%	34%	568
Presentation of ovals and sports grounds	1%	4%	20%	40%	36%	511
Safety of playgrounds	2%	6%	22%	37%	34%	557
Rapid response service	3%	6%	24%	34%	33%	545



# Service Area 2: Health, Environment & Regulatory Services

Shapley Regression

Contributes to Over 12% of Overall Satisfaction with Council



# Service Area 2: Health, Environment & Regulatory Services

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Public health & safety Kerbside waste collection Enforcement of local laws Hard waste collection Immunisation service
Very high	Protecting & improving native vegetation and biodiversity

### Importance – by gender

Female residents rated all criteria significantly more important.

### Importance – by age

Residents aged 18-34 rated the importance of 'kerbside waste collection' significantly lower, whilst those aged 65+ rated it significantly higher.

### Importance – by ratepayer status

Non-ratepayers rated the importance of 'enforcement of local laws' significantly higher

### Importance – by ward

Residents from Ward 4 rated the importance of 'protecting & improving native vegetation and biodiversity' significantly higher.

### Importance – by year

Residents rated the importance of the following criteria significantly more important in 2018:

- Public health & safety
- Hard waste collection
- Immunisation service
- Enforcement of local laws



# Service Area 2: Health, Environment & Regulatory Services

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+
Public health & safety	4.80	4.74	4.85	4.84	4.75	4.80	4.77
Kerbside waste collection	4.75	4.68	4.81	4.62	4.78	4.83	4.87
Hard waste collection	4.58	4.45	4.70	4.52	4.53	4.65	4.68
Immunisation service	4.58	4.39	4.77	4.62	4.57	4.56	4.56
Enforcement of local laws	4.63	4.50	4.74	4.66	4.69	4.52	4.60
Protecting & improving native vegetation and biodiversity	4.40	4.27	4.51	4.34	4.36	4.45	4.50

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	4.78	4.83	4.75	4.83	4.77	4.79	4.88	4.76
Kerbside waste collection	4.78	4.69	4.69	4.82	4.83	4.74	4.63	4.79
Hard waste collection	4.55	4.63	4.55	4.57	4.66	4.57	4.52	4.63
Immunisation service	4.56	4.63	4.60	4.69	4.39	4.55	4.71	4.46
Enforcement of local laws	4.55	4.79	4.64	4.76	4.38	4.54	4.71	4.64
Protecting & improving native vegetation and biodiversity	4.35	4.49	4.26	4.44	4.28	4.58	4.50	4.33

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

Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Row Population
Public health & safety	1%	<1%	3%	12%	85%	601
Kerbside waste collection	1%	<1%	5%	13%	81%	601
Hard waste collection	1%	1%	7%	20%	71%	601
Immunisation service	4%	2%	4%	11%	79%	601
Enforcement of local laws	2%	1%	6%	15%	76%	601
Protecting & improving native vegetation and biodiversity	2%	2%	13%	22%	61%	601



# Service Area 2: Health, Environment & Regulatory Services

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Very high	Kerbside waste collection
	Immunisation service
High	Hard waste collection
Moderately high	Public health & safety
	Protecting & improving native vegetation and biodiversity
	Enforcement of local laws

### Satisfaction – by gender

Female residents were significantly more satisfied with the 'immunisation service' and 'enforcement of local laws'.

### Satisfaction – by age

Residents aged 65+ were significantly more satisfied with 'kerbside waste collection', 'hard waste collection', 'immunisation service' and 'protecting & improving native vegetation and biodiversity'.

Residents aged 35-49 were significantly less satisfied with 'public health & safety', whilst those aged 50-64 were significantly less satisfied with the 'immunisation service' and 'enforcement of local laws'.

### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

### Satisfaction – by ward

Residents from Ward 3 were significantly more satisfied with 'public health & safety', whilst those from Ward 1 were significantly less satisfied.

Residents from Ward 2 were significantly more satisfied with 'kerbside waste collection' and those from Ward 5 were significantly more satisfied with the 'immunisation service'.

### Satisfaction – by year

Residents were significantly more satisfied with 'kerbside waste collection' in 2018.





# Service Area 2: Health, Environment & Regulatory Services

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 –34	35 – 49	50 – 64	65+
Public health & safety	3.82	3.80	3.85	3.94	3.64	3.75	3.96
Kerbside waste collection	4.35	4.31	4.39	4.28	4.28	4.39	4.55
Hard waste collection	4.12	4.02	4.21	4.11	4.03	4.08	4.33
Immunisation service	4.27	4.06	4.45	4.33	4.22	4.10	4.47
Enforcement of local laws	3.65	3.51	3.77	3.80	3.51	3.45	3.80
Protecting & improving native vegetation and biodiversity	3.77	3.71	3.82	3.71	3.71	3.73	4.01

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	3.84	3.80	3.65	3.78	4.07	3.78	3.96	3.92
Kerbside waste collection	4.40	4.25	4.23	4.55	4.30	4.18	4.46	4.41
Hard waste collection	4.13	4.10	4.01	4.28	4.12	4.02	4.32	4.00
Immunisation service	4.26	4.30	4.17	4.30	4.34	4.13	4.52	4.34
Enforcement of local laws	3.60	3.73	3.56	3.58	3.60	3.80	3.87	3.53
Protecting & improving native vegetation and biodiversity	3.75	3.80	3.73	3.70	3.80	3.83	3.91	3.69

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

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

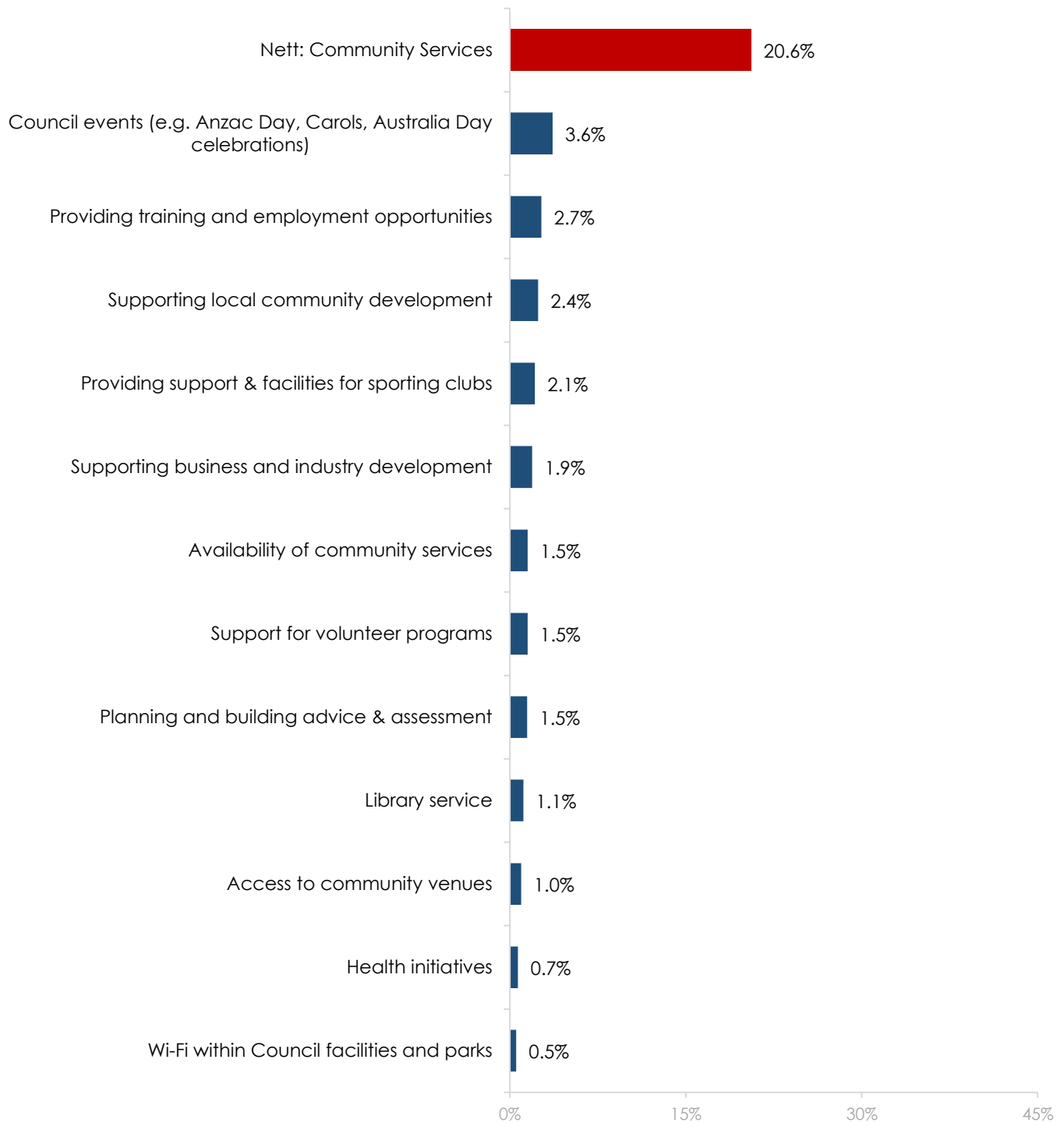
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Row Population
Public health & safety	1%	8%	27%	35%	29%	574
Kerbside waste collection	1%	4%	11%	25%	58%	572
Hard waste collection	3%	7%	14%	26%	50%	542
Immunisation service	1%	3%	18%	24%	54%	529
Enforcement of local laws	5%	10%	27%	31%	27%	546
Protecting & improving native vegetation and biodiversity	2%	8%	28%	37%	25%	500



# Service Area 3: Community Services

Shapley Regression

Contributes to Over 20% of Overall Satisfaction with Council



# Service Area 3: Community Services

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Providing training and employment opportunities Health initiatives Supporting business and industry development
Very high	Availability of community services Supporting local community development Support for volunteer programs Access to community venues Providing support & facilities for sporting clubs Planning and building advice & assessment Library service
High	Council events
Moderately high	Wi-Fi within Council facilities and parks

### Importance – by gender

Female residents rated the importance of 'support for volunteer programs', 'Council events', 'library service', 'availability of community services', 'supporting local community development', 'health initiatives' and 'Wi-Fi within Council facilities and parks' significantly higher.

### Importance – by age

Residents aged 18-34 viewed the importance of 'providing training and employment opportunities' significantly higher.

Residents aged 50-64 rated the importance of 'Council events' and 'library service' significantly lower.

Residents aged 65+ rated the 'library service' and 'Wi-Fi within Council facilities and parks' significantly higher in importance, whilst 'providing training and employment opportunities' was rated significantly lower.

### Importance – by ratepayer status

Non-ratepayers rated the importance of 'support for volunteer programs', 'access to community venues', 'Council events' and 'library service' significantly higher.

### Importance – by ward

Residents from Ward 5 rated the importance of 'supporting business and industry development', 'Council events', the 'library service', the 'availability of community services', 'health initiatives' and 'providing training and employment opportunities' significantly higher.

Residents from Ward 2 rated the importance of 'Council events' as significantly lower and those from Ward 3 rated the 'library service', 'health initiatives' and 'Wi-Fi within Council facilities and parks' significantly lower.

### Importance – by year

With the exception of 'Wi-Fi within Council facilities and parks', all remaining criteria were rated significantly more important in 2018.

# Service Area 3: Community Services

## Importance Mean Scores by Key Demographics

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Support for volunteer programs	4.38	4.25	4.51	4.32	4.38	4.38	4.51
Supporting business and industry development	4.57	4.54	4.59	4.59	4.63	4.52	4.48
Planning and building advice & assessment	4.23	4.22	4.25	4.15	4.30	4.22	4.32
Access to community venues	4.33	4.26	4.40	4.33	4.37	4.24	4.40
Council events	3.99	3.88	4.10	4.09	3.92	3.81	4.14
Library service	4.23	4.06	4.39	4.27	4.20	4.04	4.47
Providing support & facilities for sporting clubs	4.31	4.33	4.30	4.29	4.32	4.29	4.36
Availability of community services	4.51	4.42	4.60	4.46	4.52	4.54	4.59
Supporting local community development	4.42	4.32	4.51	4.41	4.45	4.44	4.37
Health initiatives	4.59	4.48	4.69	4.59	4.52	4.59	4.68
Providing training and employment opportunities	4.69	4.64	4.74	4.81	4.66	4.66	4.53
Wi-Fi within Council facilities and parks	3.52	3.38	3.65	3.46	3.31	3.58	3.86

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	4.29	4.56	4.39	4.30	4.37	4.36	4.58	4.38
Supporting business and industry development	4.55	4.61	4.58	4.50	4.47	4.51	4.81	4.61
Planning and building advice & assessment	4.21	4.28	4.21	4.20	4.12	4.21	4.42	4.34
Access to community venues	4.26	4.48	4.37	4.29	4.23	4.44	4.48	4.14
Council events	3.86	4.26	4.04	3.77	3.99	3.99	4.26	4.04
Library service	4.14	4.42	4.23	4.13	3.98	4.38	4.55	4.18
Providing support & facilities for sporting clubs	4.27	4.39	4.36	4.17	4.32	4.29	4.41	4.39
Availability of community services	4.47	4.60	4.54	4.46	4.44	4.53	4.70	4.45

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

Significantly higher/lower level of importance (by group)



# Service Area 3: Community Services

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Row Population
Support for volunteer programs	3%	1%	11%	26%	60%	601
Supporting business and industry development	1%	1%	7%	22%	69%	601
Planning and building advice & assessment	4%	3%	14%	25%	54%	601
Access to community venues	1%	3%	13%	27%	56%	601
Council events	4%	5%	23%	27%	42%	601
Library service	4%	5%	13%	20%	58%	601
Providing support & facilities for sporting clubs	4%	3%	9%	26%	58%	601
Availability of community services	1%	1%	8%	24%	65%	601
Supporting local community development	2%	1%	11%	26%	60%	601
Health initiatives	1%	2%	5%	19%	72%	601
Providing training and employment opportunities	2%	1%	4%	13%	80%	601
Wi-Fi within Council facilities and parks	13%	11%	22%	18%	36%	601



# Service Area 3: Community Services

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Very high	Library service
High	Council events
	Access to community venues
	Providing support & facilities for sporting clubs
	Support for volunteer programs
Moderately high	Health initiatives
	Supporting local community development
	Availability of community services
	Supporting business and industry development
	Planning and building advice & assessment
	Wi-Fi within Council facilities and parks
Moderate	Providing training and employment opportunities

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'library service'.

Residents aged 35-49 were significantly less satisfied with 'supporting business and industry development', the 'library service', 'providing support & facilities for sporting clubs', 'health initiatives', 'availability of community services' and 'providing training and employment opportunities'.

Residents aged 50-64 were significantly less satisfied with 'support for volunteer programs', 'access to community venues' and 'supporting local community development'.

Residents aged 65+ were significantly more satisfied with all criteria.

### Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'planning and building advice & assessment' and the 'library service'.

### Satisfaction – by ward

Residents from Ward 5 were significantly more satisfied with 'planning and building advice & assessment', 'Wi-Fi within Council facilities and parks' and 'access to community venues', whilst those from Ward 1 were significantly less satisfied.

Residents from Ward 2 were significantly less satisfied with the 'library service'. Residents from Ward 1 were significantly less satisfied with 'planning and buildings advice & assessment', 'access to community venues', 'health initiatives' and 'Wi-Fi within Council facilities and parks'.

### Satisfaction – by year

Residents were significantly more satisfied with 'supporting business and industry development' in 2018.



# Service Area 3: Community Services

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 –34	35 – 49	50 – 64	65+
Support for volunteer programs	3.98	4.04	3.93	4.01	3.89	3.82	4.29
Supporting business and industry development	3.74	3.74	3.74	3.83	3.56	3.60	4.01
Planning and building advice & assessment	3.69	3.66	3.72	3.70	3.58	3.60	3.95
Access to community venues	4.02	4.10	3.96	4.12	3.92	3.84	4.22
Council events	4.04	4.01	4.06	4.00	4.03	3.96	4.21
Library service	4.27	4.21	4.32	4.43	3.97	4.21	4.42
Providing support & facilities for sporting clubs	3.99	3.99	3.99	4.02	3.83	3.91	4.29
Availability of community services	3.83	3.81	3.86	3.87	3.67	3.79	4.04
Supporting local community development	3.86	3.87	3.86	4.00	3.73	3.64	4.10
Health initiatives	3.87	3.90	3.84	3.95	3.60	3.83	4.15
Providing training and employment opportunities	3.36	3.35	3.37	3.36	3.17	3.27	3.81
Wi-Fi within Council facilities and parks	3.62	3.56	3.67	3.62	3.42	3.49	4.01

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	3.97	4.00	3.85	4.03	3.90	4.08	4.09	3.98
Supporting business and industry development	3.72	3.78	3.68	3.67	3.67	3.82	3.94	3.74
Planning and building advice & assessment	3.60	3.86	3.41	3.69	3.64	3.83	4.07	3.70
Access to community venues	3.98	4.11	3.87	4.03	3.88	4.10	4.28	4.12
Council events	4.06	3.99	3.95	3.96	4.02	4.06	4.17	4.16
Library service	4.20	4.38	4.33	4.01	4.32	4.41	4.32	4.26
Providing support & facilities for sporting clubs	3.94	4.08	3.98	3.98	3.89	3.93	4.13	4.08
Availability of community services	3.82	3.86	3.71	3.76	3.91	3.94	3.92	3.89

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

Significantly higher/lower level of satisfaction (by group)



# Service Area 3: Community Services

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Row Population
Support for volunteer programs	<1%	4%	23%	41%	31%	505
Supporting business and industry development	2%	6%	33%	34%	25%	536
Planning and building advice & assessment	3%	8%	30%	37%	23%	468
Access to community venues	<1%	4%	22%	42%	33%	495
Council events (e.g. Anzac Day, Carols, Australia Day celebrations)	1%	3%	22%	39%	35%	413
Library service	1%	3%	15%	30%	51%	464
Providing support & facilities for sporting clubs	1%	5%	22%	40%	33%	499
Availability of community services	1%	7%	28%	37%	28%	533
Supporting local community development	1%	4%	30%	37%	28%	515
Health initiatives	2%	5%	28%	36%	29%	541
Providing training and employment opportunities	7%	15%	34%	24%	20%	550
Wi-Fi within Council facilities and parks	6%	10%	28%	27%	29%	314

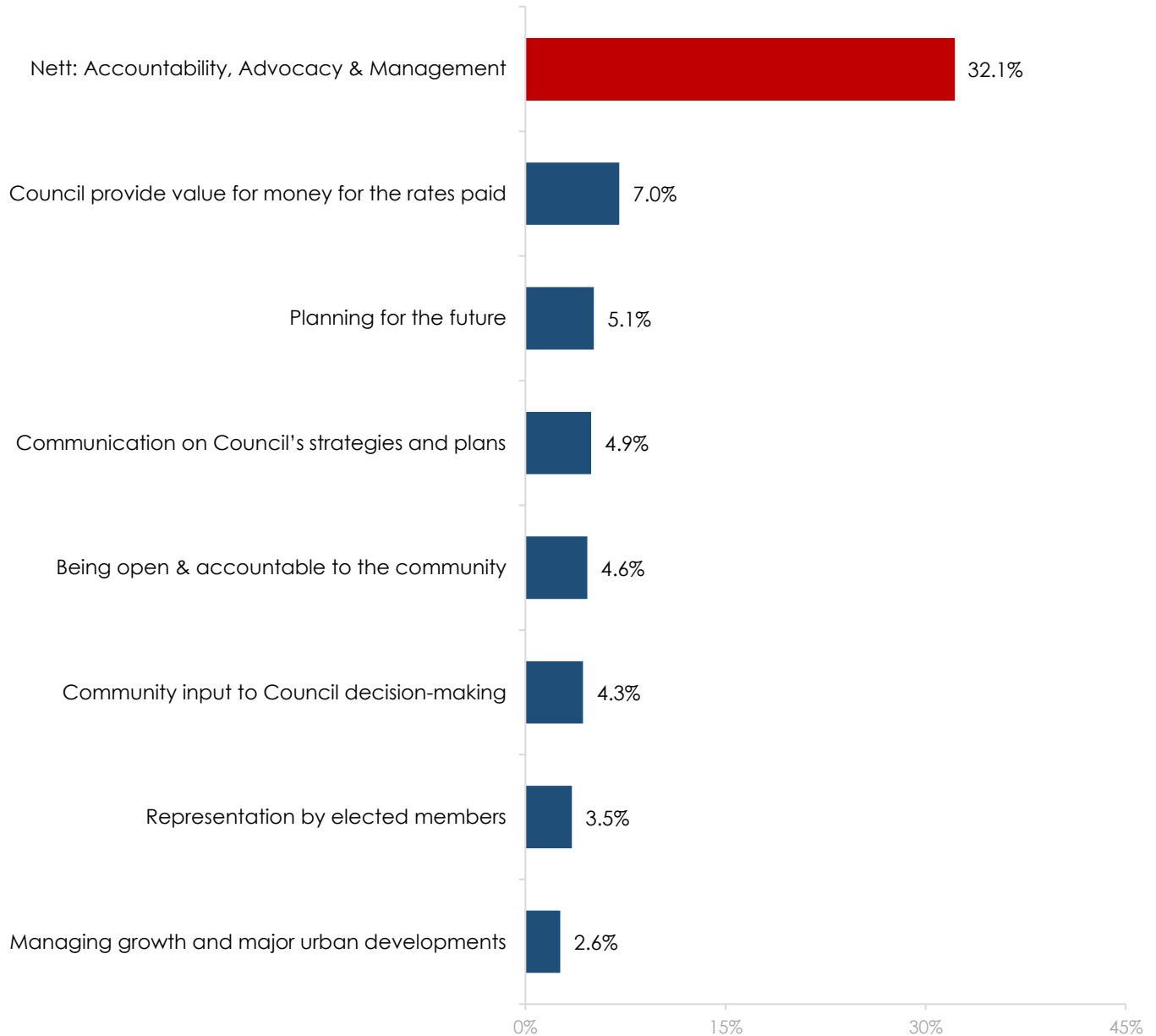




# Service Area 4: Accountability, Advocacy & Management

Shapley Regression

Contributes to Over 32% of Overall Satisfaction with Council



# Service Area 4: Accountability, Advocacy & Management

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Being open & accountable to the community Planning for the future Council provide value for money for the rates paid Community input to Council decision- making
Very high	Managing growth and major urban developments Communication on Council's strategies and plans Representation by Elected Members

### Importance – by gender

There were no significant differences by gender.

### Importance – by age

Residents aged 50-64 rated the importance of 'being open & accountable to the community' significantly higher, whilst those aged 18-34 rated it significantly lower.

### Importance – by ward

Residents from Ward 6 rated the importance of 'Council provide value for money for the rates paid' significantly higher, and those from Ward 4 rated 'communication on Council's strategies and plans' significantly higher.

### Importance – by ratepayer status

Ratepayers rated the importance of 'Council provide value for money for the rates paid' significantly higher, whilst non-ratepayers rated the importance of 'representation by elected members' significantly higher.

### Importance – by year

All criteria were rated significantly higher in importance in 2018.



# Service Area 4: Accountability, Advocacy & Management

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+
Planning for the future	4.76	4.77	4.76	4.82	4.75	4.76	4.67
Managing growth and major urban developments	4.53	4.55	4.51	4.53	4.52	4.56	4.50
Being open & accountable to the community	4.77	4.77	4.77	4.66	4.81	4.89	4.78
Community input to Council decision-making	4.58	4.56	4.60	4.53	4.62	4.60	4.60
Council provide value for money for the rates paid	4.67	4.62	4.71	4.59	4.74	4.74	4.62
Communication on Council's strategies and plans	4.31	4.26	4.36	4.23	4.33	4.35	4.41
Representation by Elected Members	4.30	4.26	4.34	4.22	4.24	4.40	4.43

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	4.75	4.79	4.82	4.75	4.72	4.73	4.80	4.76
Managing growth and major urban developments	4.49	4.61	4.48	4.51	4.53	4.55	4.67	4.50
Being open & accountable to the community	4.79	4.72	4.81	4.70	4.80	4.75	4.85	4.73
Community input to Council decision-making	4.59	4.55	4.69	4.51	4.54	4.56	4.71	4.43
Council provide value for money for the rates paid	4.75	4.50	4.61	4.64	4.77	4.66	4.60	4.80
Communication on Council's strategies and plans	4.34	4.25	4.26	4.32	4.26	4.47	4.32	4.19
Representation by Elected Members	4.24	4.44	4.37	4.20	4.22	4.30	4.50	4.27

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

Significantly higher/lower level of importance (by group)



# Service Area 4: Accountability, Advocacy & Management

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Row Population
Planning for the future	<1%	<1%	4%	13%	82%	601
Managing growth and major urban developments	1%	1%	7%	25%	66%	601
Being open & accountable to the community	<1%	1%	4%	12%	83%	601
Community input to Council decision-making	<1%	1%	8%	22%	69%	601
Council provide value for money for the rates paid	1%	<1%	7%	13%	78%	600
Communication on Council's strategies and plans	2%	2%	14%	27%	55%	601
Representation by Elected Members	2%	4%	13%	22%	58%	601



# Service Area 4: Accountability, Advocacy & Management

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Moderately high	Planning for the future
	Managing growth and major urban developments
Moderate	Being open & accountable to the community
	Community input to Council decision- making
	Communication on Council's strategies and plans
	Representation by Elected Members
	Council provide value for money for the rates paid

### Satisfaction – by gender

There was no significant difference by gender.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'managing growth and major urban developments', 'being open & accountable to the community', 'Council provide value for money for the rates paid' and 'representation by Elected Members'.

Those aged 35-49 were significantly less satisfied with 'managing growth and major urban developments'.

### Satisfaction – by ward

Residents from Ward 1 were significantly less satisfied with 'planning for the future', 'managing growth and major urban developments', 'being open & accountable to the community' and 'Council provide value for money for the rates paid'.

Residents from Ward 4 were significantly more satisfied with 'growth and major urban developments'.

With the exception of, 'community input to Council decision-making', residents from Ward 5 were significantly more satisfied with all criteria.

### Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with Council's delivery on all criteria.

### Satisfaction – by year

There was no significant difference by year.



# Service Area 4: Accountability, Advocacy & Management

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18 –34	35 – 49	50 – 64	65+
Planning for the future	3.65	3.62	3.67	3.69	3.54	3.41	4.07
Managing growth and major urban developments	3.62	3.61	3.63	3.88	3.39	3.38	3.77
Being open & accountable to the community	3.38	3.35	3.42	3.58	3.33	3.02	3.60
Community input to Council decision-making	3.30	3.23	3.37	3.47	3.23	3.03	3.43
Council provide value for money for the rates paid	3.11	3.14	3.08	3.38	2.95	2.77	3.26
Communication on Council's strategies and plans	3.30	3.25	3.34	3.46	3.18	3.09	3.42
Representation by Elected Members	3.30	3.18	3.42	3.57	3.14	2.98	3.44

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	3.57	3.81	3.37	3.62	3.66	3.84	3.95	3.67
Managing growth and major urban developments	3.51	3.83	3.25	3.58	3.67	3.91	3.90	3.65
Being open & accountable to the community	3.28	3.60	3.18	3.35	3.32	3.60	3.68	3.30
Community input to Council decision-making	3.22	3.47	3.11	3.35	3.15	3.52	3.55	3.20
Council provide value for money for the rates paid	2.90	3.56	2.79	3.08	2.90	3.35	3.60	3.19
Communication on Council's strategies and plans	3.12	3.68	3.17	3.18	3.13	3.47	3.73	3.18
Representation by Elected Members	3.11	3.69	3.18	3.14	3.44	3.38	3.65	3.25

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

Significantly higher/lower level of satisfaction (by group)



# Service Area 4: Accountability, Advocacy & Management

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Row Population
Planning for the future	4%	9%	29%	34%	24%	568
Managing growth and major urban developments	5%	9%	29%	34%	24%	544
Being open & accountable to the community	8%	13%	31%	28%	20%	570
Community input to Council decision-making	9%	14%	33%	27%	17%	539
Council provide value for money for the rates paid	16%	15%	29%	24%	17%	548
Communication on Council's strategies and plans	7%	16%	33%	29%	15%	491
Representation by Elected Members	11%	13%	30%	27%	19%	482



# Comparison to Previous Research

	Importance		Satisfaction	
	2018	2017	2018	2017
<b>City Maintenance &amp; Presentation</b>				
Condition of footpaths	4.37▲	4.20	3.28▲	2.98
Condition of bicycle paths	3.39▲	3.14	3.50	3.27
Presentation of street verges	4.13▲	3.86	3.25▲	3.03
Condition of street kerbs	4.19▲	3.93	3.45▲	3.17
Presentation of street trees	4.12▲	3.86	3.43	3.35
Condition of local streets	4.59▲	4.31	3.24	3.14
Adequate stormwater drainage	4.68▲	4.38	3.65▲	3.37
Condition of rural roads	4.33▲	3.86	3.28	3.12
Removal of illegally dumped rubbish	4.74▲	4.50	3.14	3.17
Removal of graffiti	4.45▲	4.22	3.54	3.56
Presentation of parks and reserves	4.66▲	4.47	3.92	3.82
Presentation of ovals and sports grounds	4.39▲	4.14	4.06	3.98
Safety of playgrounds	4.71▲	4.41	3.93	3.92
Rapid response service	4.71▲	4.47	3.87	3.80
<b>Health, Environment &amp; Regulatory Services</b>				
Public health & safety	4.80▲	4.65	3.82	3.87
Kerbside waste collection	4.75	4.67	4.35▲	4.19
Hard waste collection	4.58▲	4.40	4.12	3.96
Immunisation service	4.58▲	4.35	4.27	4.31
Enforcement of local laws	4.63▲	4.50	3.65	3.74
Protecting & improving native vegetation and biodiversity	4.40	4.27	3.77	3.66
<b>Community Services</b>				
Support for volunteer programs	4.38▲	4.15	3.98	3.85
Supporting business and industry development	4.57▲	4.31	3.74▲	3.48
Planning and building advice & assessment	4.23▲	3.93	3.69	3.54
Access to community venues	4.33▲	4.05	4.02	3.92
Council events	3.99▲	3.71	4.04	4.03
Library service	4.23▲	4.00	4.27	4.16
Providing support & facilities for sporting clubs	4.31▲	3.89	3.99	3.90
Availability of community services	4.51▲	4.24	3.83	3.88
Supporting local community development	4.42▲	4.16	3.86	3.73
Health initiatives	4.59▲	4.34	3.87	3.80
Providing training and employment opportunities	4.69▲	4.34	3.36	3.33
Wi-Fi within Council facilities and parks	3.52	3.37	3.62	3.38
<b>Accountability, Advocacy &amp; Management</b>				
Planning for the future	4.76▲	4.54	3.65	3.55
Managing growth and major urban developments	4.53▲	4.19	3.62	3.51
Being open & accountable to the community	4.77▲	4.52	3.38	3.36
Community input to Council decision-making	4.58▲	4.32	3.30	3.25
Council provide value for money for the rates paid	4.67▲	4.32	3.11	2.98
Communication on Council's strategies and plans	4.31▲	4.03	3.30	3.21
Representation by Elected Members	4.30▲	4.05	3.30	3.14

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

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





# **Section A – City of Playford Customer Service**

# Contact with Council

## Summary

43% of residents had contacted Council in the previous 12 months.

Analysing the data by demographics shows that residents aged 65+ were significantly more likely to have contacted Council, whilst those aged 18-34 were significantly less likely.

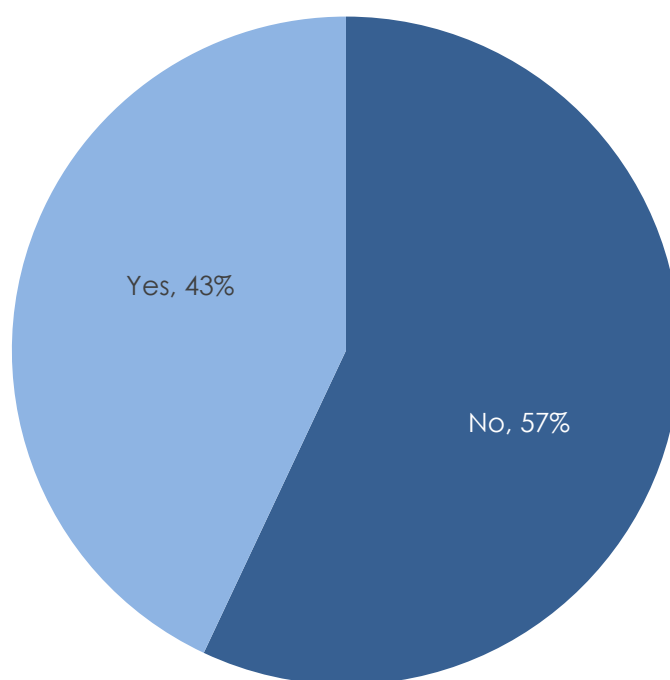
Residents in 2018 were significantly more likely to have contacted Council in the last 12 months.

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

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	43%▲	31%	43%	43%	34%	47%	45%	53%▲	45%	40%
No	57%	69%	57%	57%	66%▲	53%	55%	47%	55%	60%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	44%	40%	45%	42%	39%	49%
No	56%	60%	55%	58%	61%	51%

▲▼ = A significantly higher/lower percentage



Base: N=601



# Method of Contact with Council

## Summary

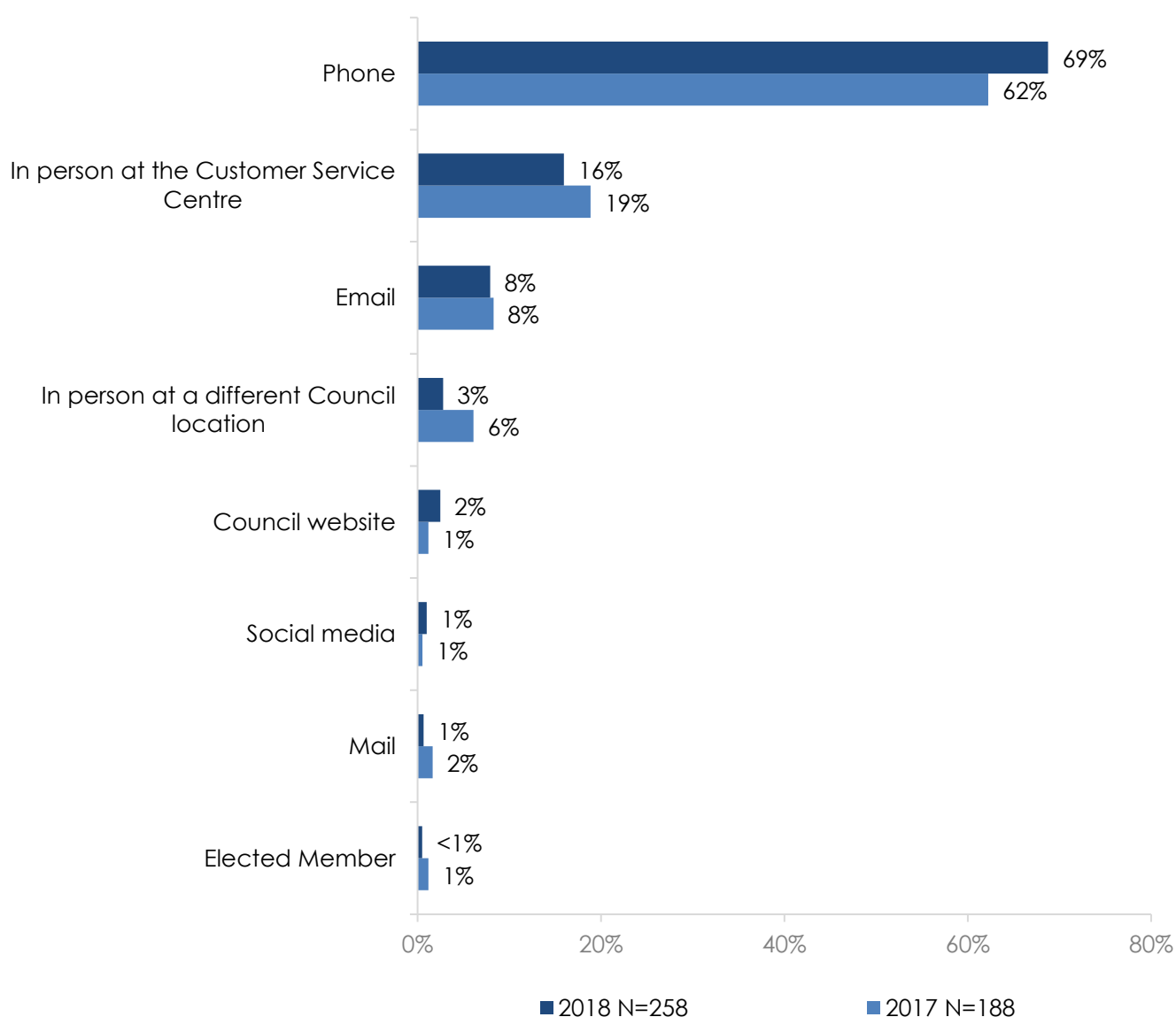
The primary method used to contact Council was phone (69%), followed by 'in person at the customer service centre' (16%).

Residents aged 35-49 were significantly more likely to have contacted Council by email, whilst those aged 18-34 were significantly more likely to have made contact via the website and those 65+ via an Elected Member.

Residents from Ward 3 were significantly more likely to have contacted Council via email, whilst those from Ward 6 were significantly more likely to have made contact social media.

Non-ratepayers were significantly more likely to have contacted Council 'in person at a different location'.

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



Note: Please see Appendix A for results by demographics



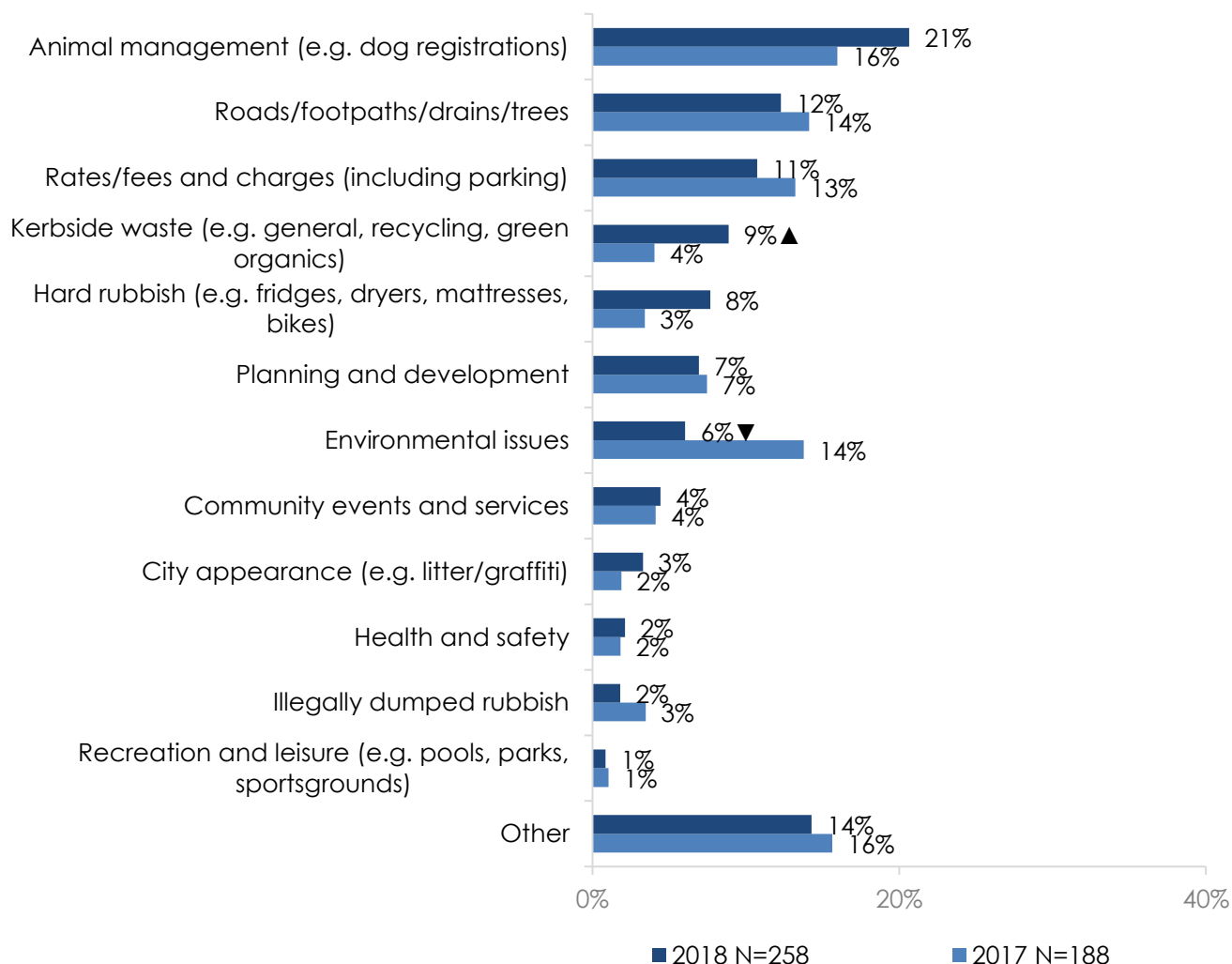
# Nature of Resident Enquiries

## Summary

The nature of resident enquiries were varied, with 'animal management' (21%), 'roads/footpaths/drains/trees' (12%) and 'rates/fees and charges' (11%) most predominant.

Compared to the 2017 results, residents were significantly more likely to cite 'kerbside waste' as the reason for their contact and significantly less likely to indicate 'environmental issues'.

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



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

Other (specified)	Count		Count
Reporting an issue/complaint	23	Enduring power of attorney for mother	1
Obtain a permit	3	Fine related matter	1
Small business planning advice	2	JP services	1
Access to an area	1	Local parking laws	1
Application	1	Medical transport	1
Appointment transfer	1	Seeking general information	1
Change of details due to the change of the suburb name to Eyre	1	Volunteering through Council	1

Note: Please see Appendix A for results by demographics

# Customer Service

## Summary

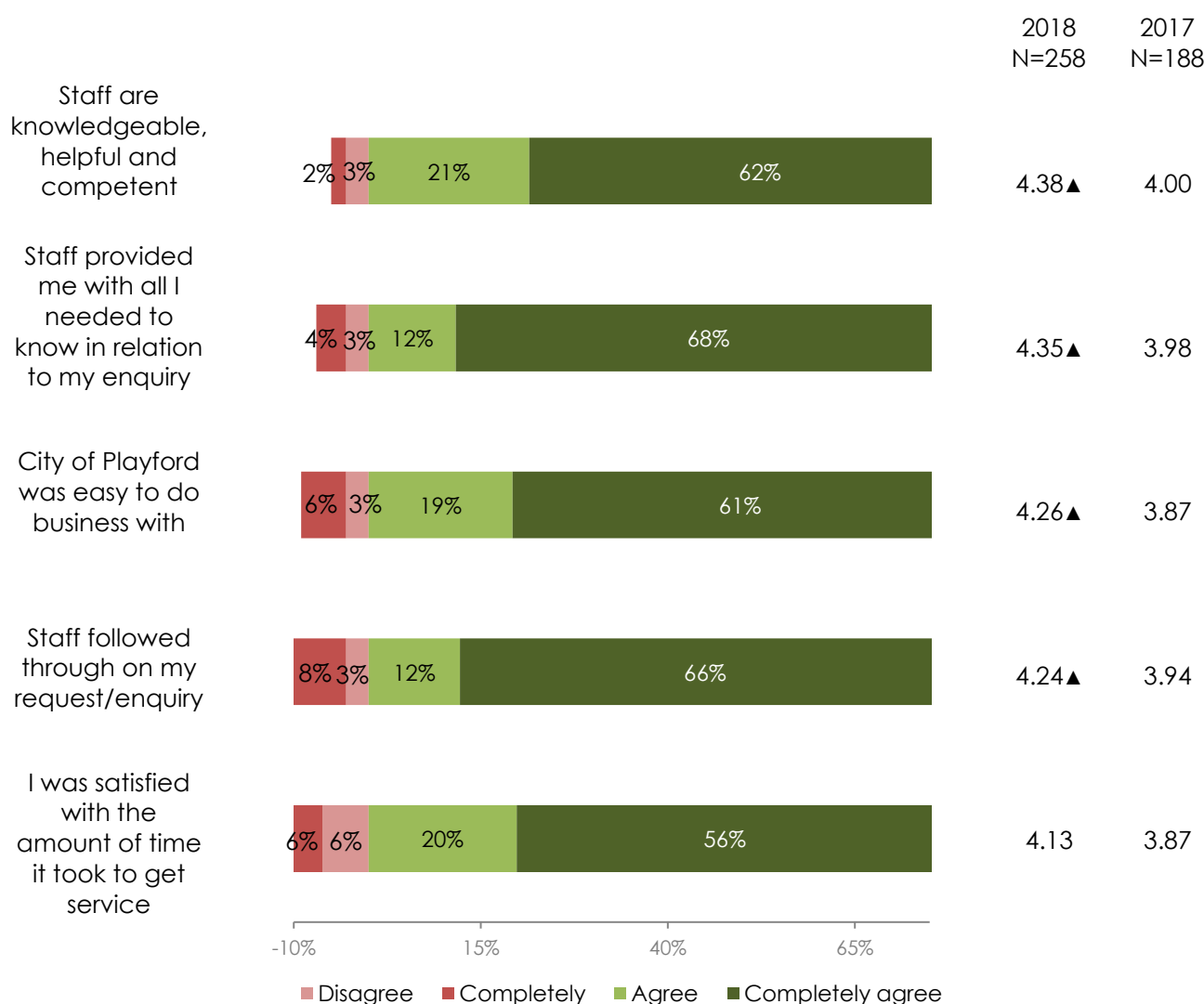
Agreement with all statements was high (≥76%).

Comparisons by ratepayer status show non-ratepayers were significantly more likely to agree with all prompted statements regarding their dealings with Council.

Residents from Ward 5 were significantly more likely to agree with the statement 'staff provided me with all I needed to know in relation to my enquiry' and 'City of Playford was easy to do business with', whilst those from Ward 1 were significantly less likely to agree with the statement 'I was satisfied with the amount of time it took to get service'.

Compared to 2017, residents were significantly more likely to agree that 'staff are knowledgeable, helpful and competent', 'staff provided me with all I needed to know in relation to my enquiry', 'City of Playford was easy to do business with' and 'staff followed through on my request/enquiry'.

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

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

Note: Please see Appendix A for results by demographics



# Customer Service

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

Q1d. (If completely disagree/disagree), may I ask why?

City of Playford was easy to do business with (9% disagree/completely disagree)	Count
Dissatisfied with Council's response/the outcome	5
Staff were rude/difficult to deal with	5
Staff were uncaring/did not listen	5
Council are yet to respond to the enquiry	4
Staff were unhelpful	3
Miscommunication/given different responses	2
Staff were unknowledgeable/unable to answer questions	2
More time was needed for enquiries	1
The online application took too long	1
Unresolved issue	1
Staff are knowledgeable, helpful and competent (5% disagree/completely disagree)	
Staff were rude	5
Staff were unknowledgeable/unable to answer questions	4
It was difficult to reach the correct staff member	2
Council have not yet responded to my enquiry	1
Council provided the incorrect information	1
Frequently put on hold	1
Had to contact Council multiple times	1
Staff were unhelpful	1
I was satisfied with the amount of time it took to get service (12% disagree/completely disagree)	
Council were slow to respond/return my call	8
Wait time was too long/was put on hold for too long	8
Lengthy process	7
Unresolved issue	3
Difficult to reach correct staff member	2
Council are yet to respond to my enquiry	1
Dissatisfied with Council's response/the outcome	1
Had to contact Council multiple times	1
Staff were rude	1
Staff were unhelpful	1



# Customer Service

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

Q1d. (If completely disagree/disagree), may I ask why? (Cont'd)

Staff followed through on my request/enquiry (11% disagree/completely disagree)	Count
Unresolved issue	8
Lengthy process	5
Council is yet to respond to my enquiry	5
Dissatisfied with Council's response/the outcome	3
Difficult to reach the correct staff member	2
Had to contact Council multiple times	2
Miscommunication/given different responses	2
Staff were unhelpful	2
No follow up was provided	1
Understaffed	1
Staff provided me with all I needed to know in relation to my enquiry (7% disagree/completely disagree)	
Staff were unknowledgeable/unable to answer questions	10
Dissatisfied with Council's response/outcome	5
Staff were unhelpful	4
Council is yet to respond to my enquiry	3
Miscommunication/given different responses	1
Unresolved issue	1



# Overall Satisfaction with Customer Service

## Summary

Of those who had contacted Council in the last 12 months, 94% of residents were at least 'somewhat satisfied' with Council's level of customer service.

Compared to the previous year's results, residents were significantly more satisfied with Council's level of customer service provided.

Non-ratepayers were significantly more satisfied with Council's level of customer service.

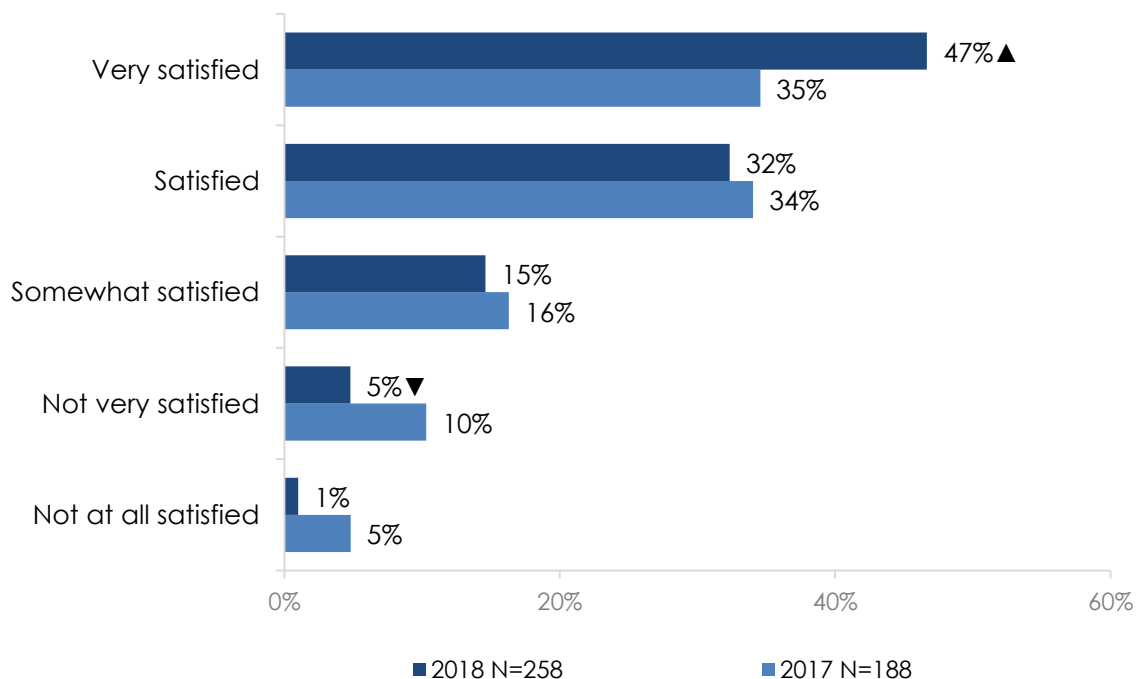
Q1e. How would you rate your overall satisfaction with Council's level of customer service?

	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	4.18▲	3.83	4.09	4.25	4.10	4.20	4.16	4.26

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	4.03	4.51▲	4.05	4.10	4.18	4.22	4.46	4.22

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

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





# Preferred Method of Contacting Council

## Summary

The majority of residents prefer to contact Council via 'phone' (63%), followed by 'at the counter' (15%) and by 'email' (13%).

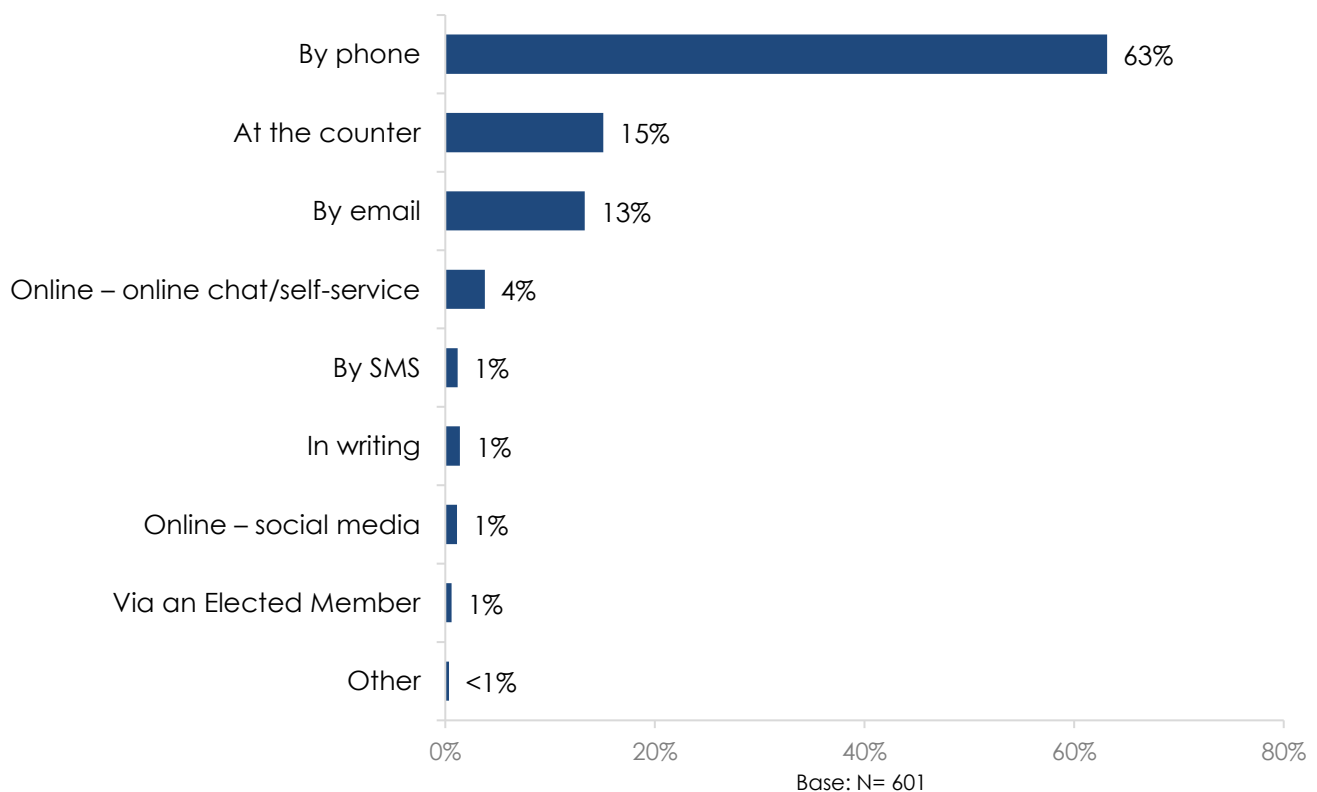
Female residents were significantly more likely to prefer contact via an 'online chat/self-service' (6%) and 'social media' (2%).

Residents aged 18-34 were significantly more likely to prefer contact via 'SMS' (3%), while those aged 65+ were significantly more likely to prefer contact 'at the counter' (23%).

Non-ratepayers were significantly more likely to prefer contact by 'SMS' (3%).

Residents of Ward 3 were significantly more likely to select 'phone' (76%) as their preferred method of contact and significantly less likely to select 'at the counter' (6%). Residents of Ward 1 were significantly less likely to prefer 'at the counter' (6%) and Ward 5 were significantly less likely to select 'email' (3%).

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



Other (specified)	Count
Council website	1
Mobile app, Playford Solve	1

Note: Please see Appendix A for results by demographics



# Online Tasks

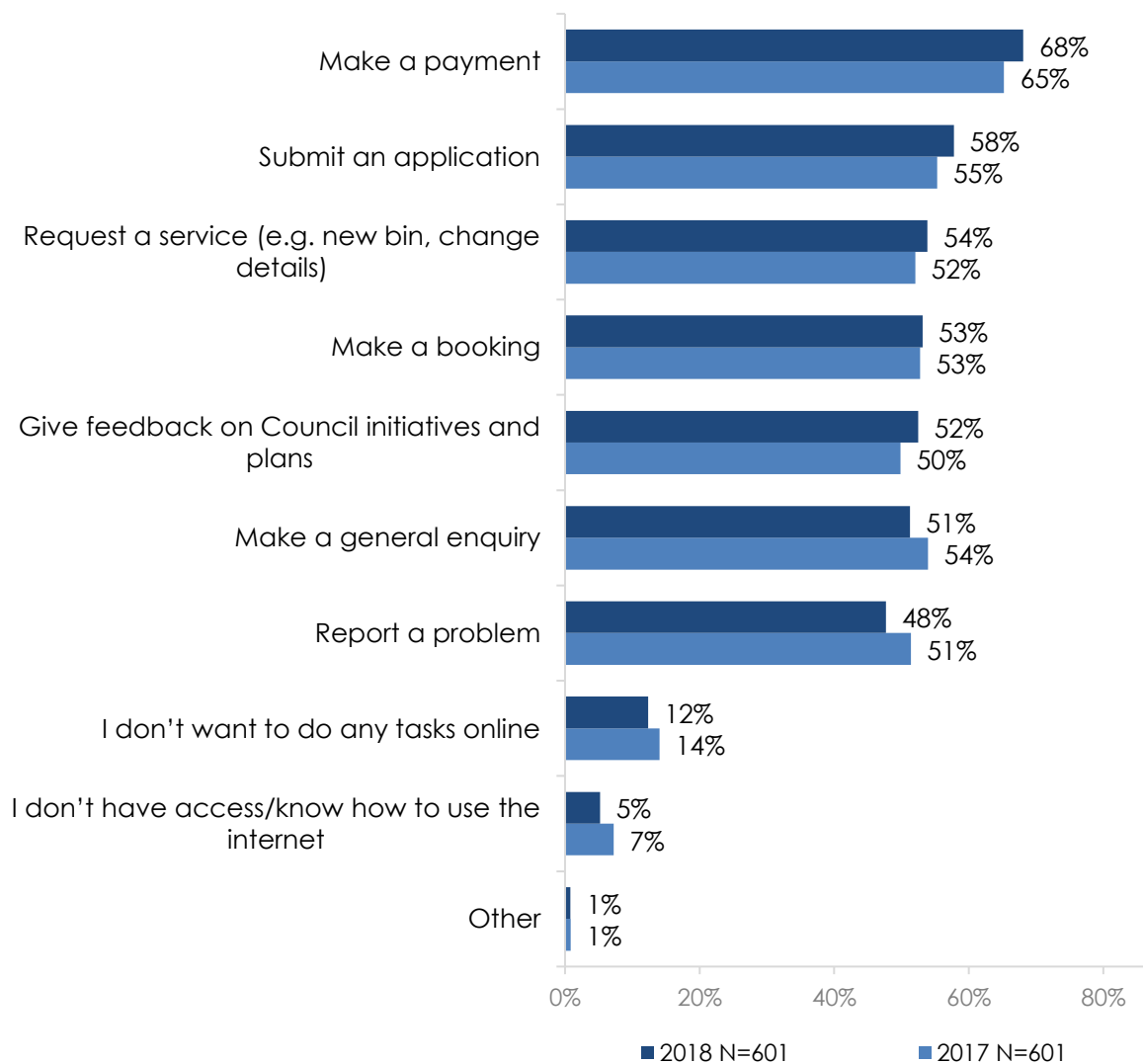
## Summary

Residents of the City of Playford complete a variety of tasks online, with making a payment (68%) and submitting an application (58%) most predominant. Only 5% of residents stated that they 'don't have access/know how to use the internet'.

Tasks undertaken online have remained similar to the 2017 results.

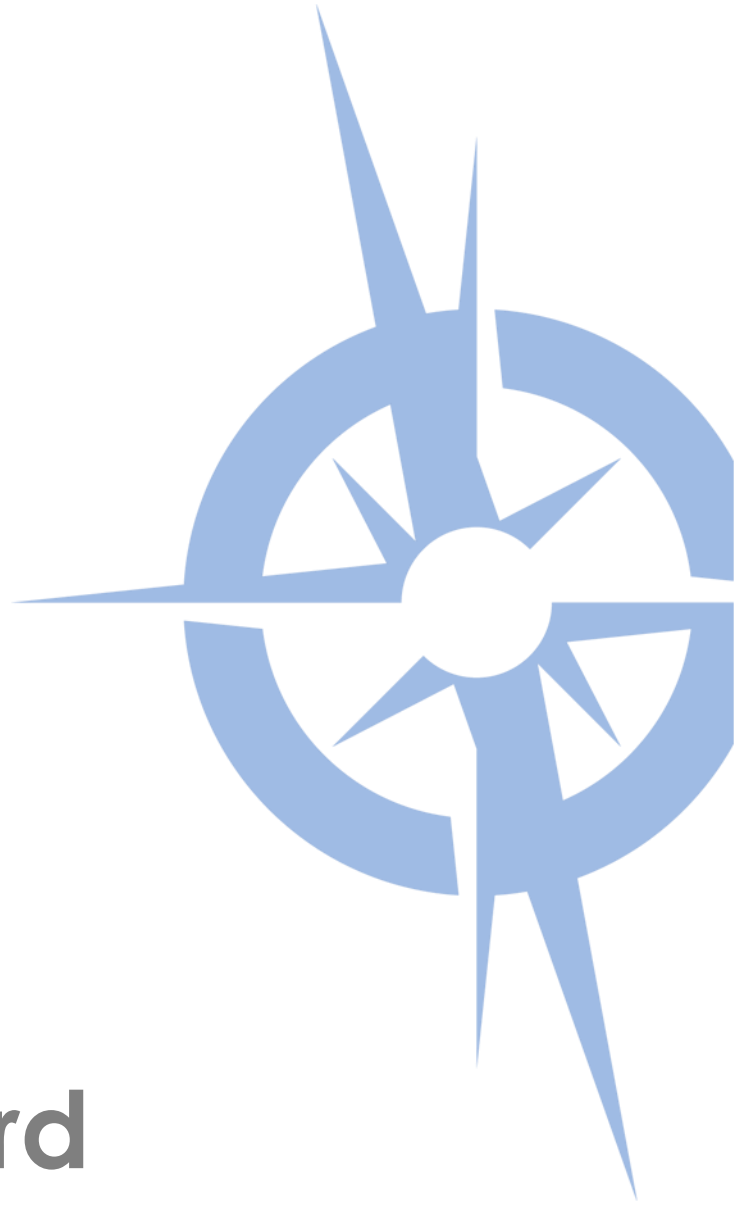
Females were significantly more likely to state they like to 'submit and application' or 'give feedback on Council initiatives and plans' online, whilst 18-34 year old's were significantly more likely to state they would like to do all task online.

Q1g. What tasks do you like to do online?



Other (specified)	
Check registration of a dog	2
Research the Council area	2
Check news updates	1

Note: Please see Appendix A for results by demographics



# **Section B – City of Playford Communication**

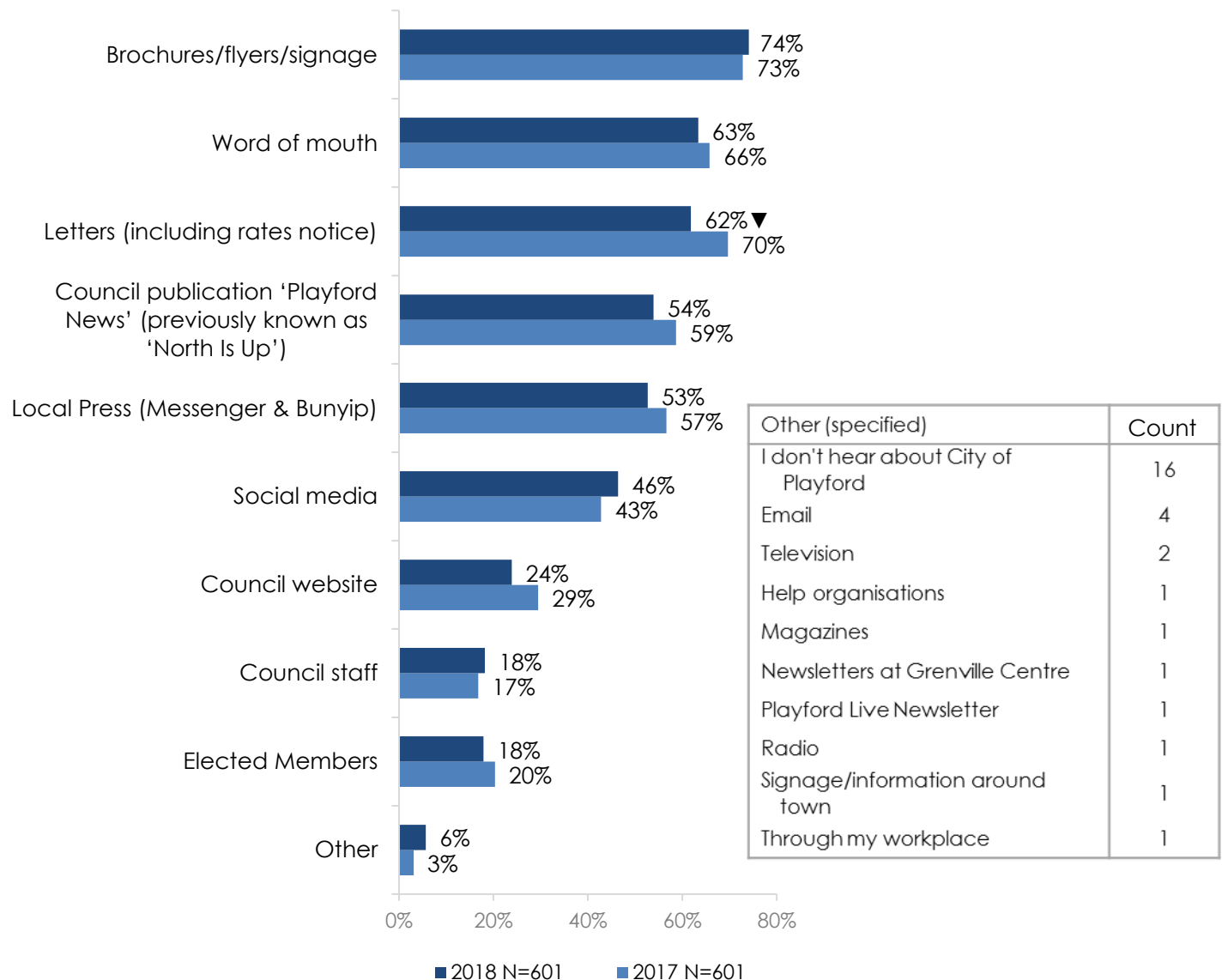
# Awareness of Programs, Events and Initiatives

## Summary

The majority of residents hear about City of Playford's work/programs and initiatives via 'brochures/flyers/signage' (74%), 'word of mouth' (63%) and 'letters (including rates notice' (62%).

Compared to 2017, the reach of 'letters (including the rates notice)' as a source of information about Council has significantly declined (62% cf. 70%), though females were significantly more likely to hear about City of Playford's work, programs, events and initiatives via 'letters' than males (females: 68%, males: 55%).

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



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

Note: Please see Appendix A for results by demographics



# Satisfaction with Council's level of Communication

## Summary

90% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Residents aged 65+ were significantly more satisfied with Council's level of communication.

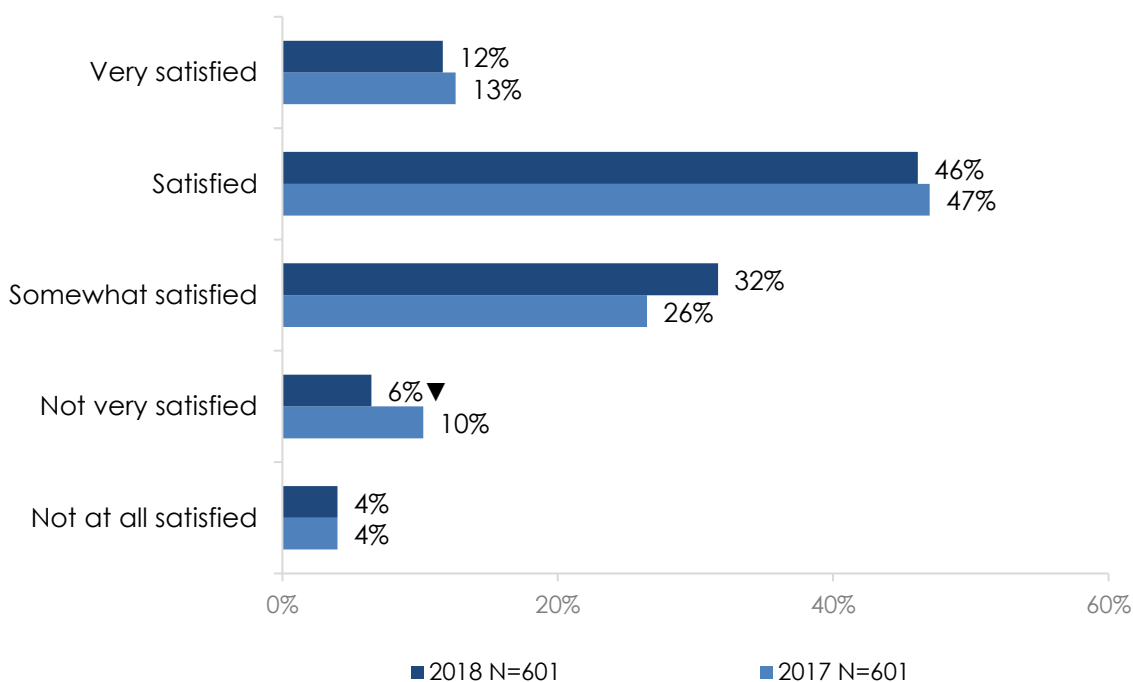
Q2b. How satisfied are you with the level of communication City of Playford currently has with the community?

	Overall 2018	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.55	3.55	3.52	3.46	3.63	3.53	3.52	3.43	3.78▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.51	3.62	3.48	3.41	3.52	3.57	3.74	3.76

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

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



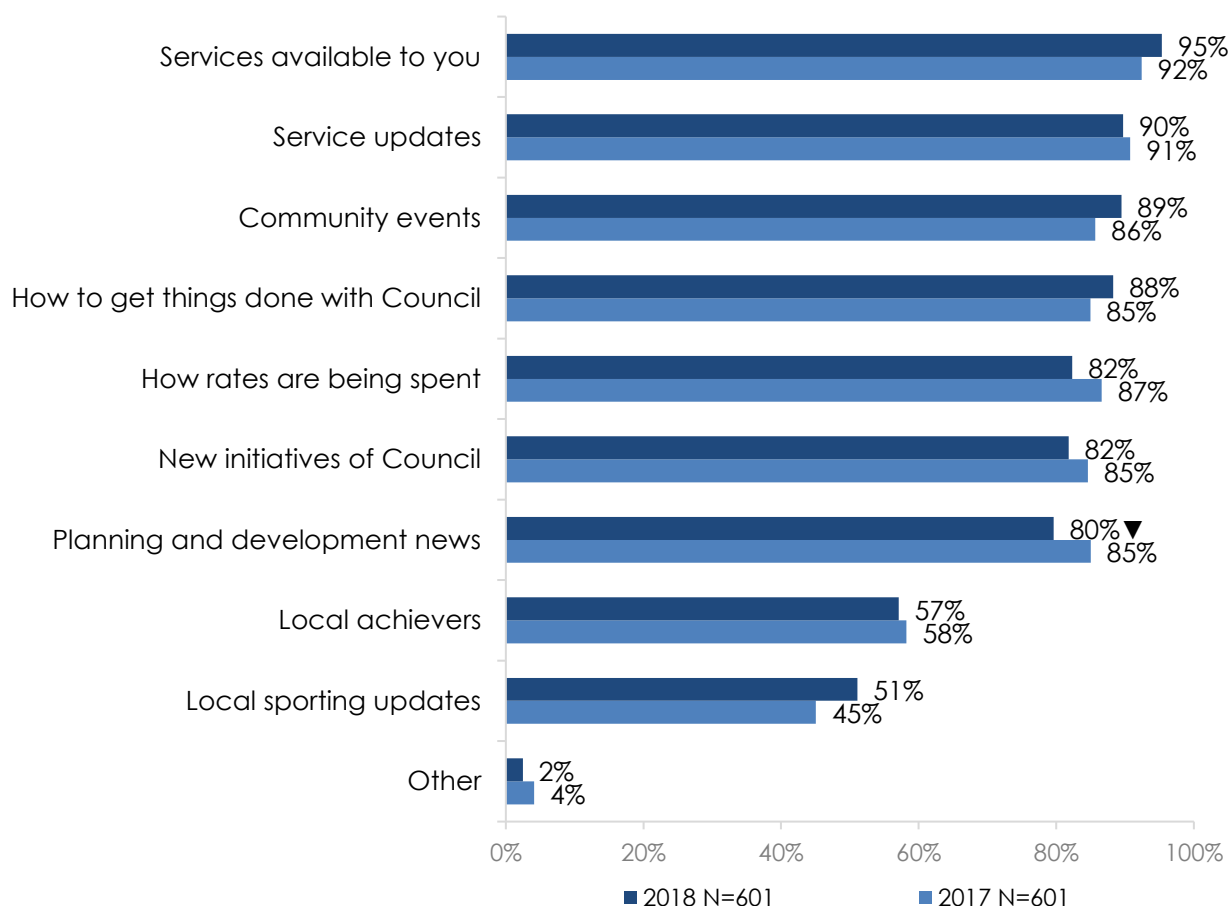
# Information for Residents

## Summary

Residents are keen to receive all types of information from City of Playford, especially when it directly affects the respondents themselves or the local area i.e. services, events, processes, rates, new initiatives and planning and development ( $\geq 80\%$ ).

Females were significantly more likely to want to hear about 'community events', whilst ratepayers were significantly more likely to want to receive information about 'how rates are being spent'.

Q2c. What type of information would you like to receive from City of Playford?

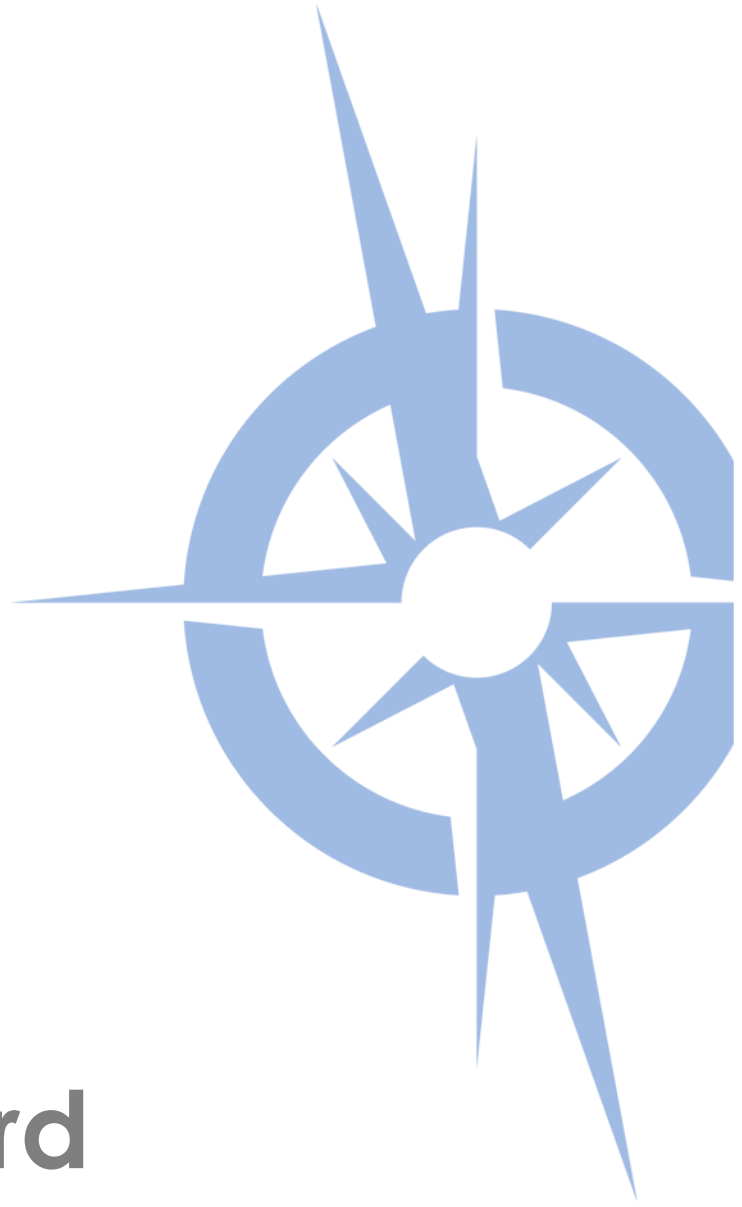


▲ ▼ = significantly higher/lower percentage (by year)

Other (specified)	Count
I would not like to receive any information	5
More accessible ways to find resources for small business owners	2
Notifications of activities e.g. activities for older people, children	2
Chemical disposal days	1
Dangerous driving incidents	1
Environmental management	1
Information about Councillors/Council staff	1
Information regarding animal regulations	1
Infrastructure issues	1

Note: Please see Appendix A for results by demographics





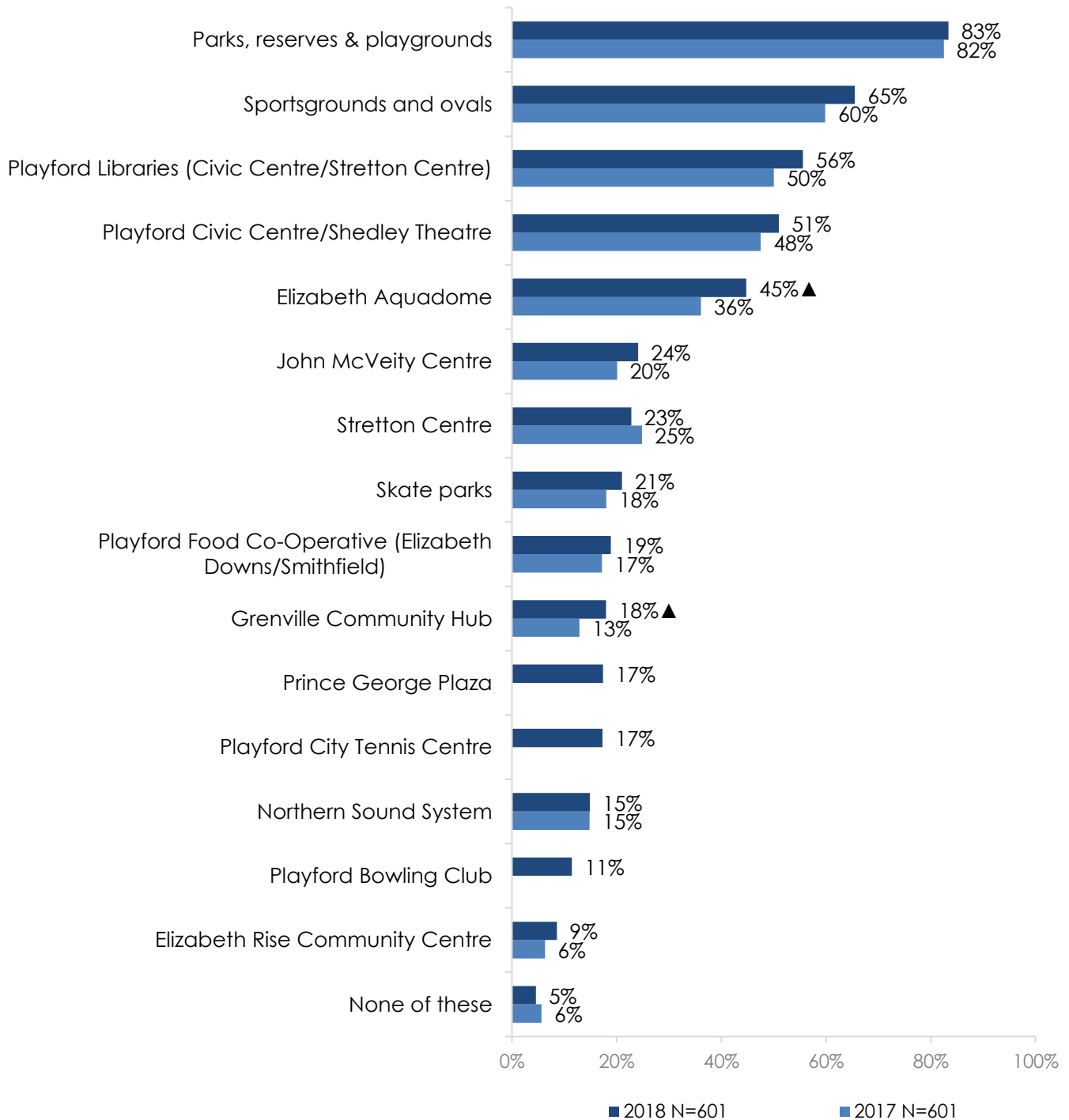
# **Section C – City of Playford Facilities**

# Facilities Visited in the City of Playford

## Summary

83% of residents have visited 'parks, reserves & playgrounds' in the last 12 months and 65% have visited 'sportsgrounds and ovals'. The proportion of residents that have visited 'Elizabeth Aquadome' and 'Grenville Community Hub' significantly increased in 2018.

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



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

Note: Please see Appendix A for results by demographics





# Satisfaction with the Presentation of the City of Playford

## Summary

93% of residents were at least 'somewhat satisfied' with the presentation of the City of Playford.

The 2018 research has seen a significant increase in the proportion of residents who were 'very satisfied' with the presentation of the local area.

Residents aged 65+ and non-ratepayers expressed a significantly higher level of satisfaction with the presentation of the City of Playford.

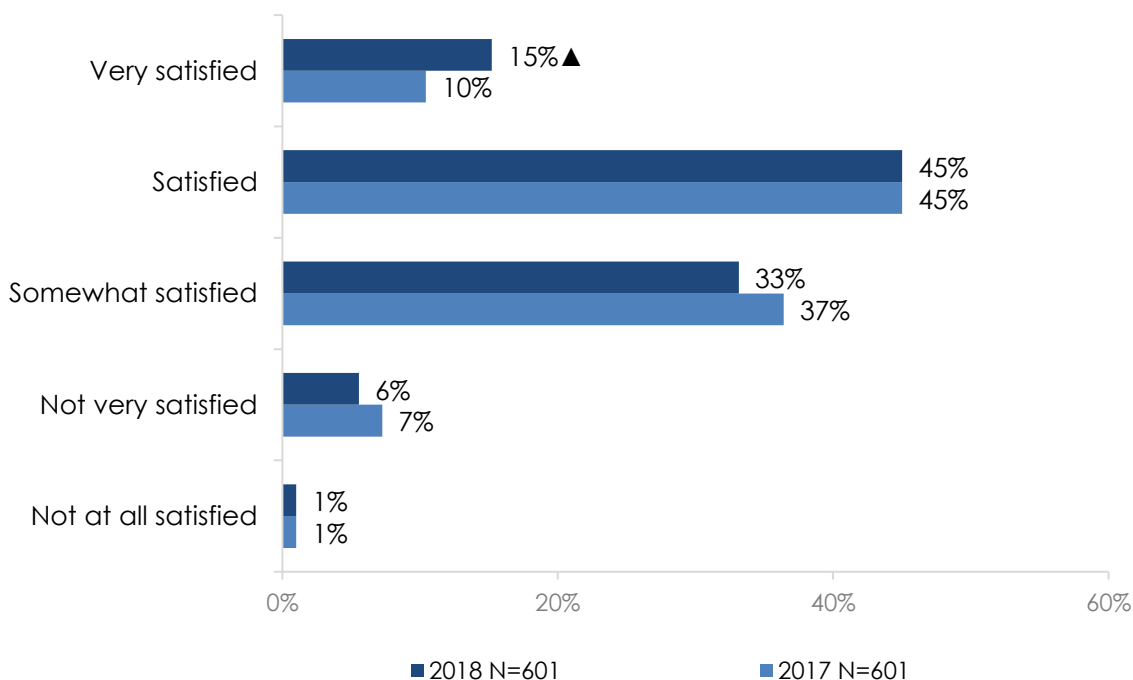
Q4. Overall, how would you rate your satisfaction with the presentation of the City of Playford?

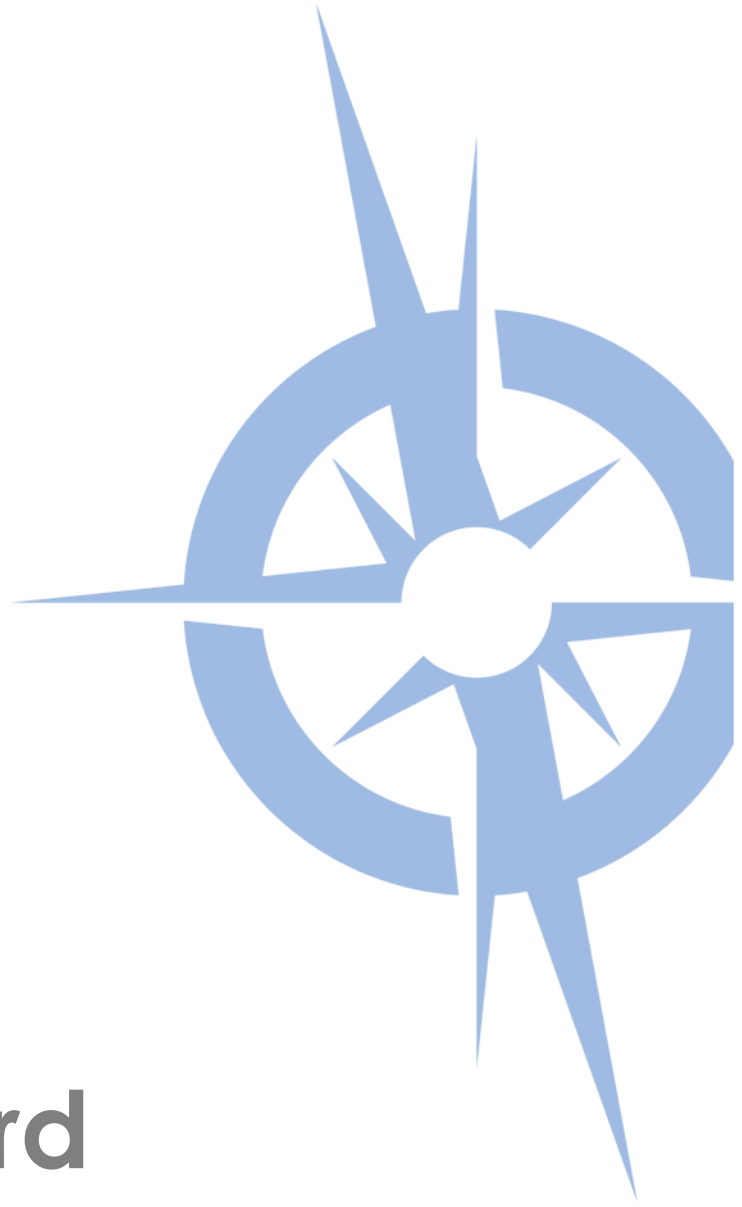
	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.67	3.56	3.68	3.65	3.62	3.60	3.64	3.89▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.59	3.81▲	3.57	3.55	3.68	3.76	3.76	3.82

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

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





# **Section D – City of Playford Strategic Priorities**

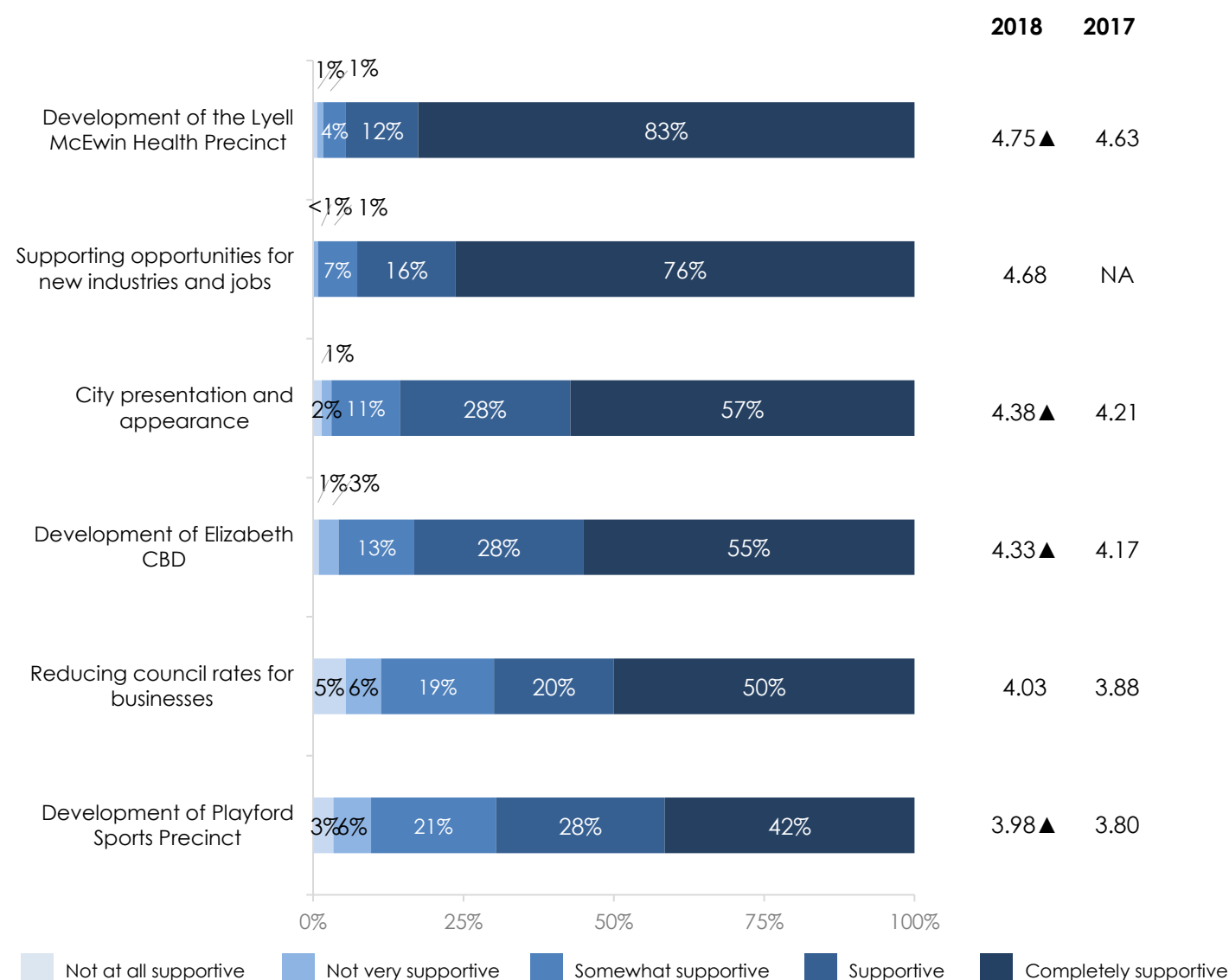
# Strategic Priorities

## Summary

Support was high ( $\geq 70\%$ ) across all strategic priorities, though there was an 'extremely high' level of support in particular for the 'Development of the Lyell McEwin Health Precinct' and 'supporting opportunities for new industries and jobs'.

Comparisons with the 2017 research results have found residents' support for all comparable strategic priorities have increased significantly in 2018, with the exception of 'reducing Council rates for businesses', which increased only moderately.

Q6. Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs.



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

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

Note: Please see Appendix A for results by demographics



# Trust in Council

## Summary

87% of residents at least 'somewhat trust' that Council is doing its best for the City of Playford. Only 13% of residents do not trust that Council is 'doing its best' for the local area.

Residents aged 35-64 were significantly less likely to trust that Council is doing its best for the City of Playford, while those aged 65+ were significantly more likely.

Non-ratepayers were significantly more likely to trust that Council is doing its best for the City of Playford.

For those who believe Council is 'not very' or 'not at all trustworthy', primary reasons centred on a perceived 'poor allocation of funds/rates are too high with little in return', a 'lack of maintenance/effort/poor prioritisation' and a 'general lack of trust'.

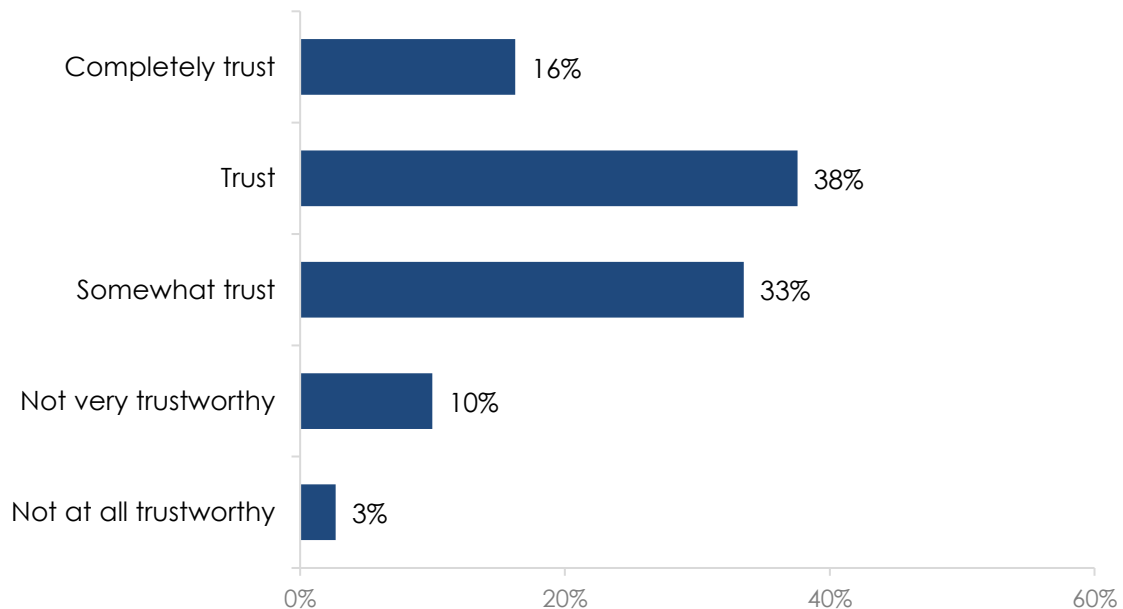
Q7a. To what degree do you trust Council is doing its best for the City of Playford?

	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.55	3.53	3.57	3.65	3.40▼	3.32▼	3.85▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.46	3.73▲	3.49	3.44	3.48	3.73	3.61	3.61

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

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



Base: N = 600



# Trust in Council

Q7a. To what degree do you trust Council is doing its best for the City of Playford?  
Q7b. (If rated 1-3), may I ask why?

Somewhat trust (33%)	Base N= 257
Poor allocation of funds/rates are too high with little in return	12%
Council are not transparent in their dealings/don't know what Council does	11%
Lack of communication/consultation/provision of information	11%
Lack of maintenance/effort/poor prioritisation	11%
Council is does not tell the truth/fulfil promises	8%
Too focused on their own interests/agenda	8%
Always room for improvement	5%
Council is trying/performing well	5%
Projects take too long/poorly managed	5%
General lack of trust	4%
Too much development/unnecessary development	4%
Lack of support for local business/employment opportunities	3%
Not very/not at all trustworthy (13%)	
Poor allocation of funds/rates are too high with little in return	9%
Lack of maintenance/effort/poor prioritisation	6%
General lack of trust	4%
Lack of communication/consultation/provision of information	4%
Too focused on their own interests/agenda	4%
Council are not performing well/disorganised	3%
Council are not transparent in their dealings/don't know what Council does	3%
Council does not tell the truth/fulfil promises	2%

Note: For responses fewer than 2% see Appendix A



# **Section E – Living in Playford**



# Playford Pride

## Summary

Agreement with the statement 'I am proud to live in the City of Playford' is high, with 74% of residents stating they 'agree' or 'completely agree', 19% stating 'neither agree nor disagree' and 7% disagreeing.

Residents' level of agreement has marginally increased from the 2017 results.

Residents aged 18-34 were significantly less likely to agree with the statement 'I am proud to live in the City of Playford', while those aged 65+ were significantly more likely.

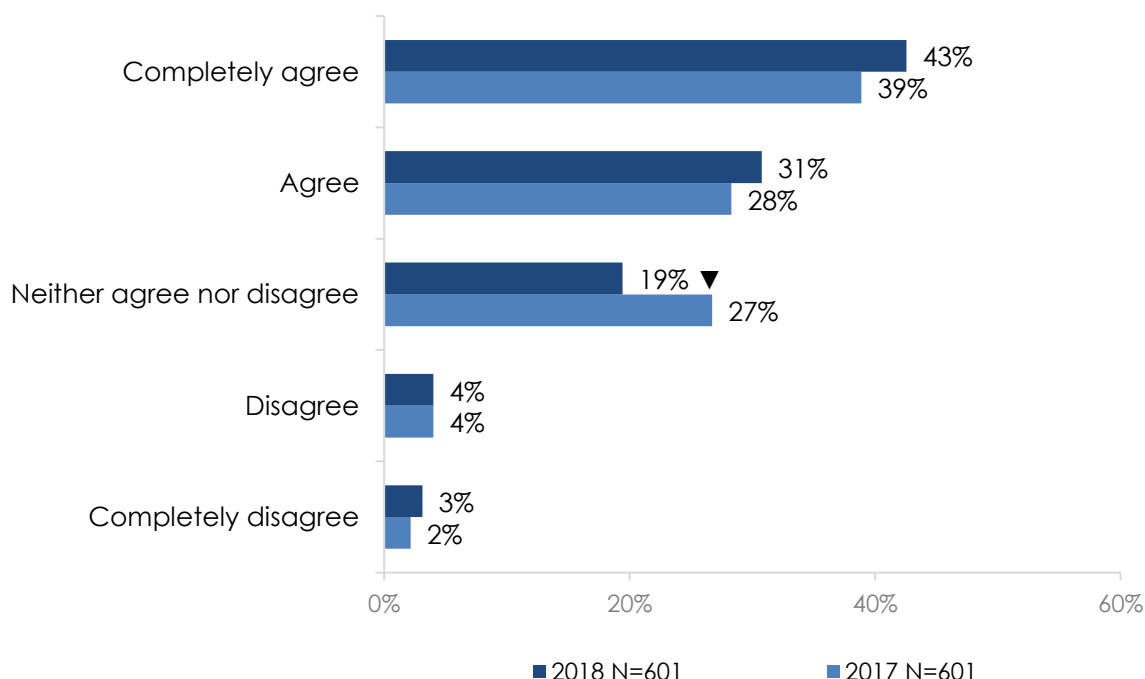
Q8a. To what extent do you agree or disagree with the statement, 'I am proud to live in the City of Playford'?

	Overall 2018	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	4.06	3.98	4.05	4.12	3.99	3.86▼	4.00	4.10	4.49▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	4.01	4.14	3.98	3.97	4.11	4.11	4.20	4.10

Scale: 1 = completely disagree, 5 = completely agree

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



# Continued Residence in the City of Playford

## Summary

83% of residents intend to continue living in the City of Playford for the next 5 years, with the primary reason given that Playford is viewed as their home, followed by the convenient location and access to services.

Compared to 2017, residents were significantly less likely to state that they did not plan to continue living in the City of Playford (10% cf. 16%).

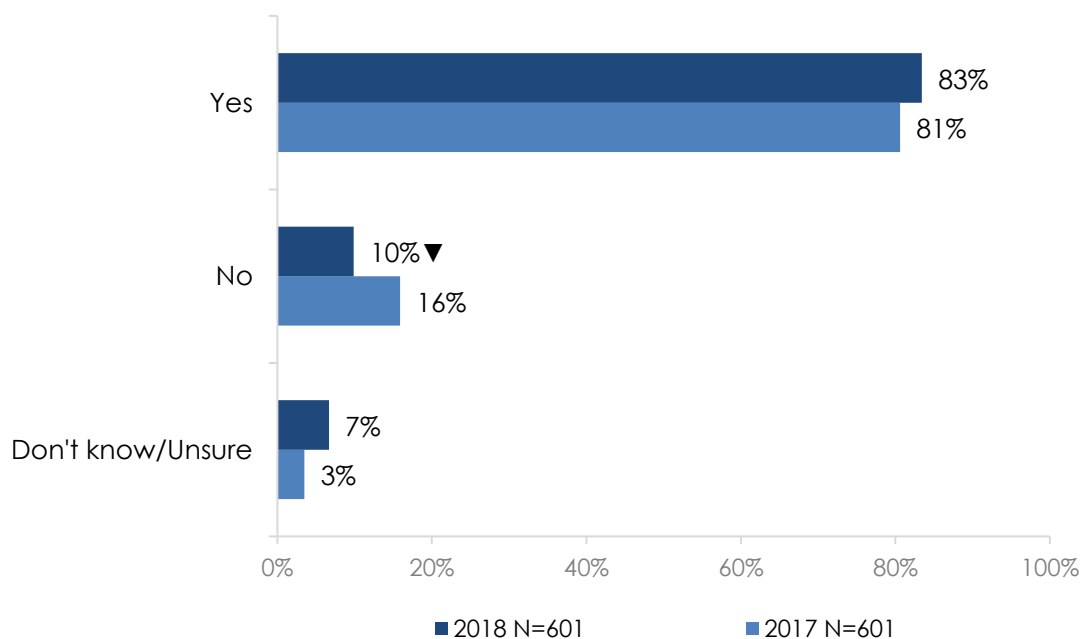
Residents aged 50+ were significantly more likely to state that they will continue to live in the City of Playford, whilst those aged 18-34 were significantly less likely.

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

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Yes	83%	81%	86%	81%	74%▼	83%	92%▲	92%▲	85%	80%
No	10%▼	16%	9%	11%	15%▲	11%	5%▼	4%▼	10%	10%
Don't know/Unsure	7%▲	3%	5%	8%	11%	7%	3%	3%	5%	10%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	81%	81%	78%	89%	85%	89%
No	13%	10%	13%	7%	6%	8%
Don't know/Unsure	6%	10%	9%	4%	8%	3%

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





# Continued Residence in the City of Playford

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

Q8c. May I ask why?

Yes - reason (83%)	Base N=582
Playford is home/I own a house here/I have lived in the area a long time	20%
Convenient location/central to services and facilities	16%
Proximity to family and friends	14%
Nice/likeable/quiet area	13%
Playford is affordable/cannot afford to move	10%
Friendly/supportive community/safe neighbourhood	8%
Quality services/facilities that meet our needs	7%
Happy/comfortable/ideal lifestyle	5%
No desire/reason to leave the area	5%
Quiet/relaxing place to live	4%
Old age/retirement	4%
Enjoy the open space/country/rural feel	4%
Employment/business opportunities	4%
Happy with Council services/efforts	4%
No - reason (10%)	
Career opportunities/work commitments elsewhere	2%
High crime rates/unsafe	1%
Planning to relocate	1%
Expensive/rates are too high	1%
Better opportunities for my child elsewhere	1%
Moving closer to friends/family/partner	1%
Moving elsewhere to retire	1%
Need a change	1%

Note: For a complete list of all responses, see Appendix A



# **Section F – Overall Satisfaction with the City of Playford**



# Overall Satisfaction with the City of Playford

## Summary

Overall satisfaction with the City of Playford was high, with 95% of residents at least 'somewhat satisfied' with the performance of Council, and a mean rating that is the highest achieved since 2003.

When compared to the 2017 research, resident satisfaction with the performance of Council has significantly increased and is significantly higher than the LGA Brand scores for both Metro areas and all Councils combined.

Residents aged 65+ were significantly more satisfied with the performance of Council overall.

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

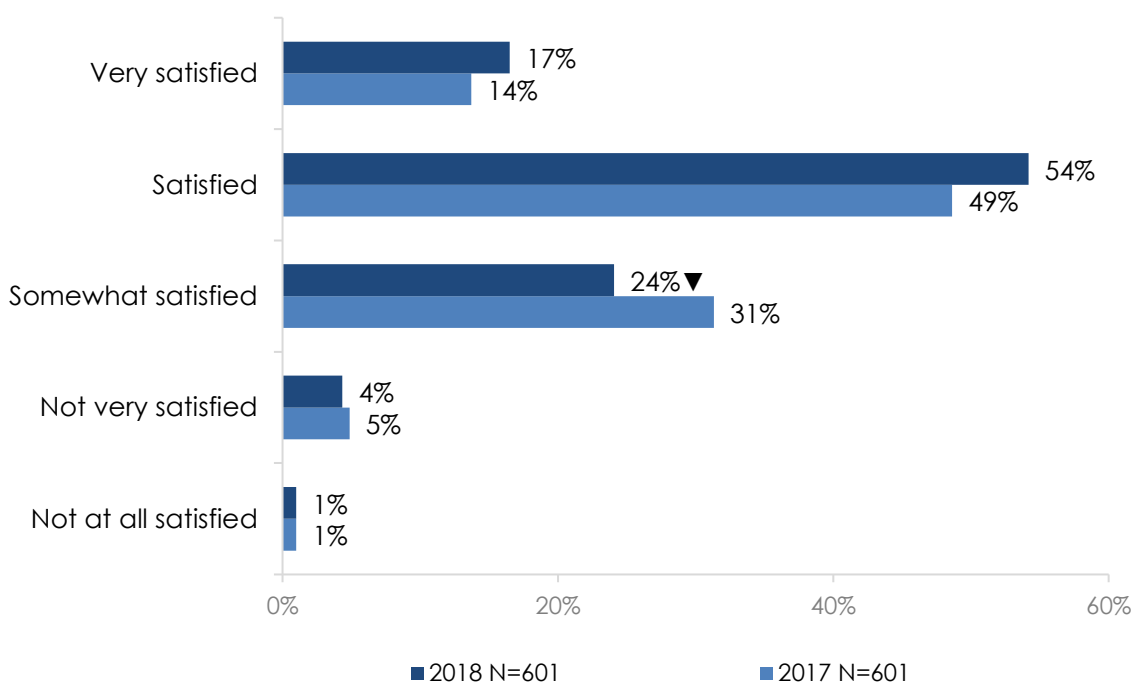
	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.81▲	3.68	3.81	3.81	3.81	3.69	3.75	4.06▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.76	3.90	3.81	3.76	3.78	3.77	3.84	3.98

LGA Brand Scores	City of Playford	Metro	All Councils
Mean ratings	3.81▲	3.55	3.42

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

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



# Demographics



# Demographics

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

	%
18 – 34	35%
35 – 49	25%
50 – 64	23%
65+	17%

Base: N = 601

Q11. Which country were you born in?

	%
Australia	74%
Other	26%

Base: N = 601

Other country (specified)	Count	Other country (specified)	Count
United Kingdom	124	Cambodia	1
New Zealand	7	Central African Republic	1
Germany	4	Fiji	1
USA	4	Malta	1
Afghanistan	3	Malaysia	1
Italy	3	Nigeria	1
Netherlands	3	Pakistan	1
Croatia	2	Palestine	1
Democratic Republic of the Congo	2	Russia	1
India	2	Serbia	1
Kenya	2	South Africa	1
Philippines	2	South America	1
Poland	2	South Sudan	1
Africa	1	Syria	1
Austria	1	Taiwan	1
Bhutan	1	Uzbekistan	1
Burma	1	West Africa	1
Burundi	1	Zimbabwe	1



# Demographics

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

	%
I/We own/are currently buying this property	67%
I/We currently rent this property	33%

Base: N = 601

Q13. Which of the following best describes your status?

	%
Married/de facto with children	34%
Married/de facto with no children	25%
Single with no children	15%
Single parent with children	11%
Living at home with parents	7%
Extended family household (multiple generations)	4%
Group household	4%

Base: N = 601

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

	%
Less than 2 years	6%
2 – 5 years	17%
6 – 10 years	19%
11 – 20 years	18%
More than 20 years	40%

Base: N = 601

Q15. Gender.:

	%
Male	49%
Female	51%

Base: N = 601



**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 the City of Playford, 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.



# **Appendix A – Data Correlations**





# Method of Contact with Council

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Phone	69%	64%	73%	72%	67%	66%	68%
Mail	1%	1%	1%	0%	1%	0%	1%
Email	8%	7%	9%	5%	14%	6%	7%
Council website	2%	5%	0%	6%	0%	3%	0%
Social media	1%	0%	2%	2%	1%	0%	0%
Elected Member	<1%	1%	0%	0%	0%	0%	2%
In person at the Customer Service Centre	16%	18%	14%	11%	14%	22%	18%
In person at a different Council location	3%	4%	2%	3%	3%	3%	2%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Phone	72%	62%	70%	78%	73%	66%	65%	55%
Mail	1%	0%	1%	0%	0%	0%	0%	2%
Email	10%	3%	9%	6%	19%	5%	9%	0%
Council website	2%	4%	1%	0%	0%	5%	3%	7%
Social media	1%	1%	0%	0%	0%	2%	0%	5%
Elected Member	<1%	1%	1%	0%	0%	0%	2%	0%
In person at the Customer Service Centre	13%	22%	16%	11%	8%	18%	20%	26%
In person at a different Council location	1%	7%	1%	4%	0%	4%	2%	5%

Significantly higher/lower percentage (by group)



# Nature of Resident Enquiries

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
City appearance (e.g. litter/graffiti)	3%	5%	2%	6%	3%	1%	2%
Roads/footpaths/drains/trees	12%	11%	14%	8%	14%	12%	16%
Animal management (e.g. dog registrations)	21%	17%	24%	19%	21%	27%	15%
Planning and development	7%	10%	4%	11%	6%	7%	3%
Rates/fees and charges (including parking)	11%	11%	10%	14%	7%	10%	12%
Kerbside waste (e.g. general, recycling, green organics)	9%	8%	10%	12%	9%	8%	5%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	8%	7%	8%	8%	6%	9%	8%
Illegally dumped rubbish	2%	2%	2%	0%	1%	5%	1%
Community events and services	4%	4%	5%	5%	1%	1%	12%
Environmental issues	6%	9%	3%	6%	5%	5%	9%
Health and safety	2%	2%	3%	0%	4%	0%	4%
Libraries	0%	0%	0%	0%	0%	0%	0%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	1%	1%	1%	0%	3%	0%	0%
Other	14%	14%	14%	11%	18%	15%	12%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
City appearance (e.g. litter/graffiti)	3%	4%	2%	2%	7%	0%	0%	11%
Roads/footpaths/drains/trees	14%	8%	15%	12%	14%	12%	0%	16%
Animal management (e.g. dog registrations)	12%	39%	17%	15%	5%	25%	39%	31%
Planning and development	10%	0%	2%	15%	4%	12%	0%	5%
Rates/fees and charges (including parking)	13%	5%	11%	10%	11%	11%	20%	3%
Kerbside waste (e.g. general, recycling, green organics)	7%	12%	13%	8%	10%	10%	7%	0%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	6%	11%	10%	4%	10%	7%	16%	0%
Illegally dumped rubbish	2%	2%	1%	1%	4%	2%	3%	0%
Community events and services	5%	3%	5%	6%	2%	3%	0%	9%
Environmental issues	8%	2%	2%	7%	18%	2%	5%	7%
Health and safety	2%	2%	2%	0%	6%	0%	3%	3%
Libraries	0%	0%	0%	0%	0%	0%	0%	0%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	1%	2%	1%	2%	0%	0%	0%	0%
Other	17%	9%	17%	16%	9%	17%	8%	14%

Significantly higher/lower percentage (by group)

# Customer Service

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Staff are knowledgeable, helpful and competent	4.38	4.33	4.43	4.36	4.39	4.29	4.52
Staff provided me with all I needed to know in relation to my enquiry	4.35	4.27	4.43	4.40	4.30	4.33	4.40
City of Playford was easy to do business with	4.26	4.12	4.39	4.03	4.36	4.24	4.45
Staff followed through on my request/enquiry	4.24	4.19	4.30	4.16	4.34	4.08	4.43
I was satisfied with the amount of time it took to get service	4.13	3.98	4.28	3.90	4.10	4.25	4.34

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Staff are knowledgeable, helpful and competent	4.28	4.62	4.37	4.42	4.54	4.26	4.63	4.14
Staff provided me with all I needed to know in relation to my enquiry	4.23	4.63	4.23	4.17	4.45	4.36	4.82	4.39
City of Playford was easy to do business with	4.12	4.56	4.17	4.25	4.04	4.25	4.73	4.27
Staff followed through on my request/enquiry	4.13	4.49	4.08	4.18	4.32	4.23	4.44	4.42
I was satisfied with the amount of time it took to get service	3.98	4.48	3.81	4.09	4.11	4.37	4.41	4.25

Scale: 1 = completely disagree, 5 = completely agree

Significantly higher/lower level of agreement (by group)



# Preferred Method of Contacting Council

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
By phone	63%	64%	62%	61%	61%	67%	65%
By email	13%	11%	15%	14%	16%	13%	7%
By SMS	1%	2%	1%	3%	0%	1%	0%
In writing	1%	2%	1%	2%	0%	1%	3%
At the counter	15%	17%	13%	12%	15%	15%	23%
Online – online chat/self-service	4%	2%	6%	5%	4%	3%	1%
Online – social media	1%	0%	2%	2%	1%	0%	0%
Via an Elected Member	1%	1%	0%	0%	1%	1%	1%
Other	<1%	0%	0%	0%	1%	0%	0%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
By phone	63%	63%	62%	61%	76%	63%	65%	53%
By email	15%	10%	18%	13%	11%	12%	3%	19%
By SMS	<1%	3%	1%	0%	0%	2%	4%	0%
In writing	2%	0%	3%	1%	2%	0%	4%	0%
At the counter	13%	19%	6%	19%	6%	21%	21%	18%
Online – online chat/self-service	4%	4%	6%	4%	4%	1%	2%	4%
Online – social media	1%	<1%	2%	1%	0%	0%	0%	4%
Via an Elected Member	1%	<1%	1%	1%	2%	0%	0%	1%
Other	<1%	<1%	1%	0%	0%	1%	0%	0%

Significantly higher/lower percentage (by group)



# Online Tasks

Q1g. What tasks do you like to do online?

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Make a payment	68%	65%	71%	84%	70%	63%	38%
Make a booking	53%	49%	57%	73%	55%	43%	23%
Submit an application	58%	53%	62%	80%	64%	42%	23%
Request a service (e.g. new bin, change details)	54%	50%	58%	73%	58%	39%	30%
Report a problem	48%	49%	47%	66%	49%	34%	27%
Make a general enquiry	51%	48%	54%	66%	59%	36%	31%
Give feedback on Council initiatives and plans	52%	46%	59%	72%	56%	38%	26%
I don't want to do any tasks online	12%	14%	10%	4%	12%	16%	24%
I don't have access/know how to use the internet	5%	4%	6%	1%	1%	4%	23%
Other	1%	0%	1%	1%	1%	0%	1%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Make a payment	70%	64%	80%	68%	72%	53%	62%	70%
Make a booking	52%	55%	71%	46%	58%	41%	49%	50%
Submit an application	55%	64%	69%	56%	62%	47%	58%	51%
Request a service (e.g. new bin, change details)	51%	60%	62%	49%	54%	53%	52%	50%
Report a problem	44%	56%	56%	41%	37%	50%	49%	51%
Make a general enquiry	45%	64%	58%	45%	42%	52%	57%	52%
Give feedback on Council initiatives and plans	49%	59%	65%	49%	48%	43%	58%	49%
I don't want to do any tasks online	14%	9%	7%	16%	14%	12%	14%	13%
I don't have access/know how to use the internet	5%	7%	1%	3%	2%	10%	10%	9%
Other	1%	0%	1%	1%	2%	0%	0%	1%

Significantly higher/lower percentage (by group)

# Awareness of Programs, Events and Initiatives

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Council publication 'Playford News'	54%	53%	55%	34%	52%	66%	83%
Council website	24%	25%	23%	28%	25%	20%	19%
Social media	46%	43%	50%	66%	51%	25%	27%
Local Press	53%	53%	53%	42%	56%	59%	62%
Letters (including rates notice)	62%	55%	68%	61%	63%	61%	62%
Council staff	18%	20%	17%	16%	17%	12%	32%
Elected Members	18%	18%	18%	20%	14%	12%	26%
Brochures/flyers/signage	74%	71%	77%	81%	72%	73%	64%
Word of mouth	63%	62%	65%	67%	66%	57%	62%
Other	6%	7%	5%	7%	7%	5%	2%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Council publication 'Playford News'	57%	47%	53%	49%	55%	62%	47%	59%
Council website	23%	25%	28%	23%	27%	17%	22%	27%
Social media	42%	55%	61%	49%	31%	40%	43%	42%
Local Press	55%	48%	42%	59%	65%	49%	61%	46%
Letters (including rates notice)	62%	61%	68%	54%	74%	56%	63%	59%
Council staff	19%	17%	14%	20%	17%	24%	16%	20%
Elected Members	16%	21%	21%	14%	21%	20%	14%	16%
Brochures/flyers/signage	72%	79%	74%	74%	78%	72%	76%	72%
Word of mouth	62%	67%	59%	66%	63%	69%	64%	60%
Other	6%	6%	9%	6%	2%	4%	4%	6%

Significantly higher/lower percentage (by group)



# Information for Residents

Q2c. What type of information would you like to receive from City of Playford?

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
How rates are being spent	82%	84%	81%	80%	86%	87%	75%
Community events	89%	87%	92%	93%	92%	89%	79%
New initiatives of Council	82%	83%	81%	78%	86%	86%	78%
Local achievers	57%	53%	61%	53%	61%	57%	59%
Local sporting updates	51%	54%	49%	53%	59%	46%	41%
Service updates	90%	89%	91%	87%	95%	91%	85%
Services available to you	95%	94%	96%	97%	97%	93%	93%
Planning and development news	80%	77%	83%	81%	88%	74%	71%
How to get things done with Council	88%	86%	90%	91%	91%	86%	80%
Other	2%	3%	2%	2%	3%	3%	3%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
How rates are being spent	90%	68%	80%	86%	94%	79%	72%	83%
Community events	88%	91%	89%	89%	88%	90%	87%	94%
New initiatives of Council	82%	81%	83%	86%	85%	75%	79%	82%
Local achievers	55%	61%	60%	49%	64%	59%	62%	52%
Local sporting updates	49%	56%	49%	44%	56%	54%	59%	50%
Service updates	89%	90%	95%	88%	91%	88%	88%	85%
Services available to you	95%	95%	97%	96%	97%	92%	98%	90%
Planning and development news	81%	76%	88%	79%	86%	71%	76%	75%
How to get things done with Council	87%	91%	90%	89%	89%	83%	92%	86%
Other	1%	5%	1%	2%	0%	3%	5%	5%

Significantly higher/lower percentage (by group)



# Facilities Visited in the City of Playford

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

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65 years and over
Sportsgrounds and ovals	65%	68%	63%	74%	73%	56%	48%
Parks, reserves & playgrounds	83%	81%	86%	91%	90%	77%	65%
Skate parks	21%	21%	21%	27%	31%	10%	8%
Playford Libraries	56%	52%	59%	57%	68%	39%	56%
Playford Civic Centre/Shedley Theatre	51%	52%	50%	48%	58%	44%	57%
Stretton Centre	23%	23%	22%	29%	23%	16%	19%
Elizabeth Aquadome	45%	46%	44%	61%	48%	32%	23%
Elizabeth Rise Community Centre	9%	8%	9%	13%	6%	5%	8%
Grenville Community Hub	18%	20%	16%	11%	14%	15%	41%
John McVeity Centre	24%	23%	25%	30%	26%	15%	22%
Northern Sound System	15%	15%	15%	23%	15%	9%	6%
Playford Food Co-Operative	19%	20%	17%	24%	23%	11%	14%
Prince George Plaza	17%	18%	17%	15%	15%	14%	31%
Playford City Tennis Centre	17%	20%	15%	18%	20%	14%	17%
Playford Bowling Club	11%	13%	10%	15%	9%	6%	16%
None of these	5%	6%	3%	3%	3%	6%	8%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Sportsgrounds and ovals	65%	66%	70%	64%	75%	49%	66%	72%
Parks, reserves & playgrounds	82%	85%	88%	86%	83%	74%	84%	84%
Skate parks	20%	23%	32%	22%	14%	20%	15%	12%
Playford Libraries	56%	54%	56%	57%	55%	58%	49%	55%
Playford Civic Centre/Shedley Theatre	50%	52%	48%	46%	50%	53%	69%	47%
Stretton Centre	22%	25%	26%	23%	19%	21%	29%	15%
Elizabeth Aquadome	40%	54%	49%	44%	43%	47%	47%	33%
Elizabeth Rise Community Centre	8%	11%	6%	12%	2%	8%	14%	10%
Grenville Community Hub	16%	21%	12%	22%	9%	24%	21%	19%
John McVeity Centre	24%	24%	37%	21%	23%	23%	10%	21%
Northern Sound System	12%	21%	16%	8%	10%	17%	26%	15%
Playford Food Co-Operative	17%	23%	21%	18%	12%	23%	15%	19%
Prince George Plaza	18%	16%	10%	15%	19%	21%	22%	25%
Playford City Tennis Centre	19%	13%	15%	12%	19%	20%	18%	26%
Playford Bowling Club	12%	10%	13%	10%	11%	11%	17%	5%
None of these	5%	5%	5%	3%	2%	8%	5%	5%

Significantly higher/lower percentage (by group)



# Strategic Priorities

Q6. Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs.

	2018	Male	Female	18 – 34	35 – 49	50 – 64	65+
Development of the Lyell McEwin Health Precinct	4.75	4.66	4.83	4.67	4.77	4.83	4.75
Supporting opportunities for new industries and jobs	4.68	4.67	4.69	4.72	4.64	4.69	4.65
City presentation and appearance	4.38	4.28	4.49	4.47	4.31	4.29	4.44
Development of Elizabeth CBD	4.33	4.22	4.43	4.28	4.29	4.33	4.50
Reducing council rates for businesses	4.03	3.93	4.13	4.03	4.06	3.96	4.10
Development of Playford Sports Precinct	3.98	3.98	3.99	4.01	3.99	3.80	4.14

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Development of the Lyell McEwin Health Precinct	4.74	4.75	4.82	4.80	4.76	4.60	4.68	4.77
Supporting opportunities for new industries and jobs	4.65	4.74	4.74	4.66	4.59	4.68	4.76	4.62
City presentation and appearance	4.33	4.48	4.34	4.42	4.28	4.34	4.60	4.36
Development of Elizabeth CBD	4.32	4.36	4.13	4.30	4.37	4.43	4.56	4.37
Reducing council rates for businesses	3.92	4.27	4.10	4.09	3.99	3.88	4.27	3.80
Development of Playford Sports Precinct	3.92	4.10	4.01	3.86	4.12	3.99	4.09	3.89

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

Significantly higher/lower level of support (by group)



# Trust in Council

Q7a. To what degree do you trust Council is doing its best for the City of Playford?  
 Q7b. (If rated 1-3), may I ask why?

Somewhat trust	Base N=257
Lack of activities/community hubs	1%
Natural beauty of the area is being ruined	1%
Council does not proactively monitor segments of the community	1%
Difficult to contact Council	1%
Not enough parking	1%
Change the Womma Rd intersection to a roundabout	<1%
Council is not fair/transparent when it comes to emergency services	<1%
Lack of safety	<1%
Library was removed	<1%
Not very/not at all trustworthy	
Development/street appearance is unsatisfactory	1%
Greedy/unnecessary fines and fees	1%
Too much development/unnecessary development	1%
Lack of accountability	1%
Lack of Council presence	1%
Lack of stormwater drainage	1%
Poor traffic management	1%
Council doesn't adequately work with local government to address larger issues	<1%
Lack of family events	<1%
Lack of mental health/rehab/lower socio-economic services	<1%
Lack of security for older people	<1%
Lack of support for local business/employment opportunities	<1%



# Continued Residence in the City of Playford

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

Q8c. May I ask why?

Yes - reason (83%)	Base N=529
Playford is developing/adapting	3%
Like the parks/environment/native aspects	3%
Children are settled at school	3%
Beautiful scenery/views	2%
Has everything we need	2%
Involved in community groups/clubs/activities	1%
Quality schools	1%
To support my family/keep kids happy	1%
Familiar to me	1%
Can't move due to disability/illness/unable to sell house	1%
Clean place to live	1%
Family commitments	1%
No opportunity to move/expand	1%
Good climate	<1%
Quality infrastructure	<1%
Sentimental value	<1%
No - reason (10%)	
Dislike the local community	<1%
Dissatisfied with Council	<1%
Looking to buy/sell	<1%
Moving interstate	<1%
Personal reasons	<1%
Poor services/infrastructure	<1%
Too far from the city	<1%
Area is ugly/unkempt	<1%
Moving closer to the beach	<1%
Moving to a larger property	<1%
Moving to a rural area	<1%
Need to downsize	<1%
There is nothing to do in Playford	<1%

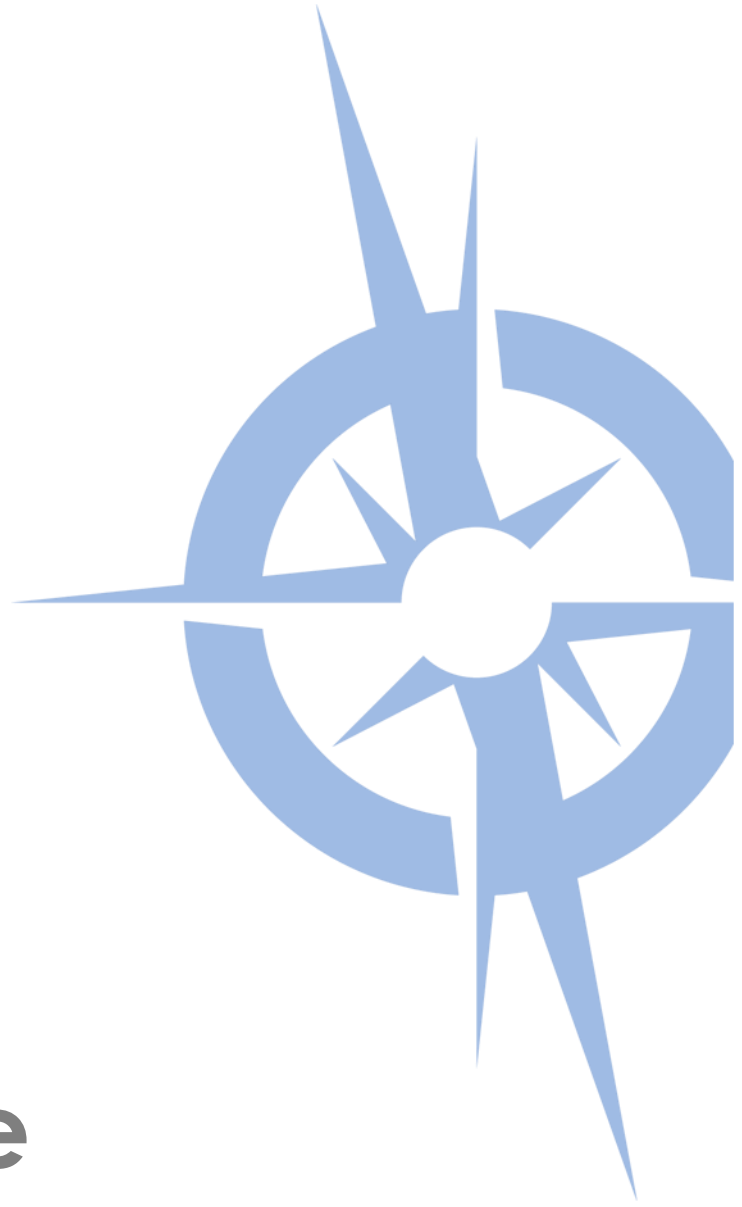


# Continued Residence in the City of Playford

- Q8b. Do you intend to continue to live in the City of Playford for the next 5 years?  
 Q8c. May I ask why?

Don't know - reason (7%)	Base N=529
Career opportunities/work commitments	1%
Family commitments	1%
Need to downsize	1%
Planning to relocate	1%
Unsure of next location	1%
Expensive/rates are too high	<1%
High crime rates/unsafe	<1%
Houses too close/streets too narrow	<1%
Looking to travel	<1%
Moving closer to friends/family/partner	<1%
Moving interstate	<1%
Moving to a larger property	<1%
Need a change	<1%
Old age/retirement	<1%
Too much noise	<1%





# **Appendix B– Questionnaire**

**City of Playford  
Resident Satisfaction Survey  
July 2018**

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

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

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

**QA2. In which suburb do you live?**

**Ward 1**

- |   |   |
|---|---|
| <input type="radio"/> Andrews Farm                                | <input type="radio"/> Munno Para Downs<br>(west of Coventry Rd) |
| <input type="radio"/> Angle Vale                                  | <input type="radio"/> Munno Para West                           |
| <input type="radio"/> Buckland Park                               | <input type="radio"/> Penfield                                  |
| <input type="radio"/> Edinburgh North<br>(west of Stebonheath Rd) | <input type="radio"/> Penfield Gardens                          |
| <input type="radio"/> Eyre  | <input type="radio"/> Smithfield Plains                         |
| <input type="radio"/> Hillier                                     | <input type="radio"/> Virginia                                  |
| <input type="radio"/> Macdonald Park                              | <input type="radio"/> Waterloo Corner                           |
| <input type="radio"/> Munno Para<br>(west of Coventry Rd)         |   |

**Ward 2**

- |   |   |
|---|---|
| <input type="radio"/> Blakeview                               | <input type="radio"/> Munno Para<br>(east of Coventry Rd)       |
| <input type="radio"/> Craigmore<br>(west of Adams Rd)         | <input type="radio"/> Munno Para Downs<br>(east of Coventry Rd) |
| <input type="radio"/> Elizabeth Downs<br>(north of Midway Rd) | <input type="radio"/> Smithfield                                |

**Ward 3**

- |  |                                     |
|--|-------------------------------------|
| <input type="radio"/> Bibaringa  | <input type="radio"/> Humbug Scrub  |
| <input type="radio"/> Craigmore<br>(east of Adams Rd and north of Yorktown Rd) | <input type="radio"/> One Tree Hill |
| <input type="radio"/> Evanston Park  | <input type="radio"/> Sampson Flat  |
| <input type="radio"/> Gould Creek  | <input type="radio"/> Uleybury      |
|  | <input type="radio"/> Yattalunga    |

**Ward 4**

- |   |   |
|---|---|
| <input type="radio"/> Davoren Park<br>(all suburbs)<br>Rd)        | <input type="radio"/> Elizabeth East<br>(north and northwest of Midway) |
| <input type="radio"/> Edinburgh North<br>(east of Stebonheath Rd) | <input type="radio"/> Elizabeth North                                   |
| <input type="radio"/> Elizabeth Downs<br>(south of Midway Rd)     | <input type="radio"/> Elizabeth Park                                    |

**Ward 5**

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="radio"/> Elizabeth       | <input type="radio"/> Elizabeth South |
| <input type="radio"/> Elizabeth Grove | <input type="radio"/> Elizabeth Vale  |

**Ward 6**

- |   |                                |
|---|--------------------------------|
| <input type="radio"/> Craigmore (south of Yorktown Rd)                  | <input type="radio"/> Hillbank |
| <input type="radio"/> Elizabeth East (south and southeast of Midway Rd) |                                |

## **Section A – City of Playford Customer Service**

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

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

- ☐ Yes  
☐ No **(If no, go to Q1f)**

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

- ☐ Phone  
☐ Mail  
☐ Email  
☐ Council Website  
☐ Social media  
☐ Elected Member  
☐ In person 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 (e.g. general, recycling, green organics)  
☐ Hard rubbish (e.g. fridges, dryers, mattresses, bikes)  
☐ Illegally dumped rubbish  
☐ Community events and services  
☐ Environmental issues  
☐ Health and safety  
☐ Libraries  
☐ Recreation and leisure (e.g. pools, parks, sportsgrounds)  
☐ Other (please specify).....

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

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

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

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

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

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

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

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

## **Section B – City of Playford Communication**

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

- ☐ Council publication 'Playford News' (previously known as 'North Is Up')
- ☐ Council website
- ☐ Social media
- ☐ Local Press (Messenger & Bunyip)
- ☐ Letters (including rates notice)
- ☐ Council staff
- ☐ Elected Members
- ☐ Brochures/flyers/signage
- ☐ Word of mouth
- ☐ Other (please specify) .....

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

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



**Q2c. What type of information would you like to receive from City of Playford? Prompt**

- ☐ How rates are being spent
- ☐ Community events
- ☐ New initiatives of Council
- ☐ Local achievers
- ☐ Local sporting updates
- ☐ Service updates (roadworks, verge mowing)
- ☐ Services available to you
- ☐ Planning and development news
- ☐ How to get things done with Council – i.e. hard waste collection, noisy dogs etc.
- ☐ Other (please specify).....

**Section C - Importance & Satisfaction with City of Playford Services**

**Still thinking specifically about City of Playford...**

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

**Q3a. City Maintenance & Presentation**

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

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

**Q3b. Health, Environment & Regulatory Services**

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

**Q3c. Community Services**

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

**Q3d. Accountability, Advocacy & Management**

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

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

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

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

- ☐ Sportsgrounds and ovals
- ☐ Parks, reserves & playgrounds
- ☐ Skate parks
- ☐ Playford Libraries (Civic Centre/Stretton Centre)
- ☐ Playford Civic Centre/Shedley Theatre
- ☐ Stretton Centre
- ☐ Elizabeth Aquadome
- ☐ Elizabeth Rise Community Centre
- ☐ Grenville Community Hub
- ☐ John McVeity Centre
- ☐ Northern Sound System
- ☐ Playford Food Co-Operative (Elizabeth Downs/Smithfield)
- ☐ Prince George Plaza
- ☐ Playford City Tennis Centre
- ☐ Playford Bowling Club

## **Section D - City of Playford Strategic Priorities**

**Q6. Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs. Please indicate how supportive you are on each priority on a scale of 1 to 5, where 1 is not at all supportive and 5 is completely supportive. Prompt**

	Not at all supportive		3	Completely supportive		N/A
	1	2		4	5	
Development of the Lyell McEwin Health Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of Elizabeth CBD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of Playford Sports Precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City presentation and appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting opportunities for new industries and jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing council rates for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- ☐ 5 – Completely trust
- ☐ 4
- ☐ 3
- ☐ 2
- ☐ 1 – Not at all trustworthy
- ☐ N/A

**Q7b. (If 1-3 on Q6a) May I ask why?**

.....

## **Section E - Living in Playford**

**Q8a. To what extent do you agree or disagree with the following? Please answer on a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree.**  
**'I am proud to live in the City of Playford'**

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

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

- ☐ Yes (please specify why) .....
- ☐ No (please specify why) .....
- ☐ Don't know/Unsure (please specify why) .....

## **Overall Satisfaction with City of Playford**

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

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

## **Section F – Demographic & Profiling questions**

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

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

**Q11. Which country were you born in?**

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

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

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

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

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

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

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

**Q15. Gender (determine by voice):**

- ☐ Male
- ☐ Female

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

- ☐ Yes
- ☐ No **(If no, go to end)**

**R2. (If yes), what are your contact details?**

Name .....

Telephone .....

Email .....

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