Resident Survey
Market Research Report 2021

City of Norwood Payneham & St Peters

11 February 2022

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Contents

1. Introduction

Intuito is delighted to present the findings of a resident community survey to the City of Norwood Payneham & St Peters.

The Council conducts a community survey every two years to establish how the Council is performing on a number of key indicators and has done so since 2009 with this being the fifth survey in the series (noting that the survey was not undertaken in 2015). Intuito conducted the resident fieldwork for this project between 1 November and 30 November, 2021. A total of 601 residents were surveyed with broad representation from across the entire Council area.

We stationed interviewers in libraries, in the Customer Centre on Norwood Parade, in shopping centres in Norwood and Marden. We also undertook door to door interviews in various suburbs including Firle and Heathpool to obtain a representation from across the Council area.

Ten interviews were also undertaken in Italian to cater for residents where English is their second language.

A survey of 200 Norwood, Payneham and St Peters businesses was also conducted simultaneously and is presented as a separate report.

2. Brief and background

Project background and general information

The Council's Strategic Management Plan, *CityPlan 2030: Shaping Our Future*, commits the Council to monitoring and reporting on the Council's progress in achieving the various outcomes and objectives contained in the Plan. The Community Survey, undertaken by the Council every two (2) years, provides valuable data to assist in this task. It also enables changes in community satisfaction levels to be compared over time.

CityPlan 2030 is updated every four (4) years with the last update occurring in 2020 as a Mid Term Review. *CityPlan* is based on four (4) outcome areas: Social Equity, Cultural Vitality, Economic Prosperity and Environmental Sustainability. Based on community feedback received as part of the Mid Term Review consultation process, minor amendments were made relating to sustainable transport, traffic management, stormwater management and sustainability.

The reporting framework was also amended as part of the Mid Term Review, with the view to simplifying the reporting approach. Metrics, measurement and targets are now arranged within Macro Targets, Council Targets and Community Targets. The Community Targets relate specifically to information obtained through the Community Surveys.

When *CityPlan 2030* was first developed in 2007, extensive community consultation was undertaken to determine the community's aspirations and priorities for a preferred future. Further feedback has been sought through each subsequent review.

In consideration of this, the Community Survey did not seek feedback about what respondents like or dislike about the area or broad directions for the future. However, a question relating to key priority issues was seen as appropriate in order to monitor changes in community priorities. Given the disrupting impacts of Covid-19 over the past 18 months, a few additional questions were asked relating to the pandemic.

Community surveys have been conducted in 2009, 2011, 2013, 2017 and 2019 and now in 2021.

It was the aim of this study to survey a minimum of 600 residents of the Norwood Payneham & St Peters Council area. To enable comparisons to previous surveys, the questionnaire contained the same demographic information and many of the same questions.

3.   Research objectives, methodology and interpretation

Purpose of the research

To explore and measure the resident community satisfaction, performance ratings, and importance of key areas across a range of Council services and facilities.

Specific research objectives

- To measure overall satisfaction with the Council and the services it provides
- To measure the importance of Council's services to the community
- Determine if respondents use specific services, which they have rated, and if not, why
- To collect data which tracks progress in achieving the *CityPlan 2030* targets, and
- Monitor change in community perceptions over time.

Methodology

The survey was undertaken in two parts, the residential component and the business component.

- The resident survey was conducted face-to-face with randomly selected residents within the Council area at centrally located shopping centres, libraries and then was supplemented with door-to-door interviews for representation across Council wards.
- The business survey was conducted face-to-face and online (emailing a business list supplied by the Council). The main business areas within the Council area were targeted for the face-to-face intercepts and in some instances business emails were captured and an invitation sent later to complete the survey online if they were unavailable to do so in person.

The following table shows the number of surveys completed and the method in which they were conducted.

	Residents	Businesses
Sample achieved	601	200
	601 face-to-face	98 online/102 face-to-face
Distribution of survey	Intuito	Intuito
Av. questionnaire length	21 minutes	16 minutes
Margin of error	3.9% at a confidence level of 95%	7.9% at a confidence level of 95%
Collection dates	1 November-1 December 2021	1 November-25 November 2021

Sampling and Statistical Validity

Statistical accuracy is a function of the sample size. The larger the sample size, the greater the statistical accuracy of the results.

Sampling tolerance

To assist in the interpretation of the survey data, the chart below shows the approximate plus or minus sampling tolerances for which allowance should be made. It should be remembered that all data based on sample surveys are subject to a sampling tolerance, that is, where a sample is used to represent an entire population, the resulting figures should be not regarded as absolute values, but rather as the mid-point of a range plus or minus x% as the tables below show. So, if you require a robust sample size, a sample of 600 provides a maximum 2-4% margin of error depending on the confidence level within a particular population.

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

SOURCE: MARKET RESEARCH SOCIETY OF AUSTRALIA 1986

Representative sample

The aim on the 2021 survey was to maintain consistency with the previous samples with a representative ward distribution as well as age and gender. The resident sample achieved was largely representative of the South Australian population in age and gender (not exact but representative). See the demographics for a breakdown in Chapter 6 of this report.

The questionnaire

The survey questions remained predominantly consistent with previous surveys although there were some new questions relevant to the Council's response to COVID-19 and also responsiveness of staff and Elected Members. Some questions also had minor amendments made to them and these have been highlighted in this report.

The survey used a 5-point Likert scale to determine satisfaction (1 being very dissatisfied, 5 being very satisfied), and a 'don't know' response. The mean score is derived from this five-point satisfaction scale. Since the mid-point of the scale is 3, responses above 3.0 indicate higher satisfaction and responses below 3.0 indicate lower satisfaction.

A copy of the Residential questionnaire is contained in Chapter 8 of this report.

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Analysis

Analysis was conducted to compare the following:
- Resident responses in 2021 compared with 2019
- Analysis by ward to identify any similarities or differences
- Resident demographic analysis
- Analysis against early surveys conducted in 2017, 2013, 2011 and 2009

Regression Analysis

Regression analysis has been used previously to identify attributes that have the most impact on overall satisfaction. A regression analysis is a statistical analysis that helps describe the relationship between variables, for example an independent variable (overall satisfaction) and a dependent variable (satisfaction) of sub attributes that affect overall satisfaction.

The figures on the regression analysis graph can be interpreted as below:
<0.2 – Weak impact
0.2-0.3 – Moderate impact
>0.3 – Strong impact

Report Notes
Throughout the report there may be very slight differences in numbers due to rounding up or down which is why totals can sometimes be slightly less than 100 or slightly above 100.

Statistical significance
Generally, and with a sample size of 600, statistical significance is a movement of plus or minus 3%. This means that some movements in percentage scoring (i.e. 4.1 to 4.2) is not statistically significant. Many of the minor movements in scoring is therefore not significant and more than likely a result of sampling. Trends, however, can be significant (i.e. 3.8 to 4.2 over an extended number of surveys).

Net Promoter Score
A net promoter score is designed to determine resident's likelihood of positively talking about the Council to family and friends. Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

NPS is calculated using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague? Respondents are grouped as follows:
- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

Regression analysis and ranking of issues of importance
These are two different things. A regression analysis will show sub-categories that if manipulated (improved) will result in a better overall satisfaction score with Council. It should be noted that the significant sub-categories may not be significant issues of importance to residents. For instance, providing and maintaining footpaths is a sub-category of infrastructure but this may not be an important sub-category of overall satisfaction. The issues of importance to residents are those that have been chosen and ranked (i.e. Q23 What in your opinion are the three major issues that Council should be addressing in the next three years?).

4. Summary of findings

The following chart shows the top scoring individual attributes (those scoring 4.0 or more out of 5) taken from each of the performance areas that were the subject of this survey (i.e. infrastructure, waste collection & recycling, environmental management, Council and community services, economic development, quality of life and leadership).

Top areas of satisfaction (4 and above out of 5)

Residents	
Feeling safe in the daytime	4.6
Weekly collection of household waste	4.5
Library services	4.4
Fortnightly collection of recyclables	4.4
Fortnightly collection of green organics	4.3
Provision and maintenance of parks & recreational areas	4.2
The presentation and cleanliness of the Council area	4.2
Recreational and sporting facilities	4.2
Customer service	4.2
Access to services and facilities	4.2
Swimming pools	4.1
Childcare services	4.1
Public and environmental health services	4.1
The ability to become involved in community life and activities	4.1
Community halls and centres	4.1
Feeling safe at night	4.0

There were 49 sub-areas across 7 performance areas in the 2021 survey for residents. Some key changes and results were as follows:

- 31 increased (0.3 or less)
- 4 increased (by more than 0.3)
- 7 saw no change
- 6 decreased (0.3 or less)
- 1 decreased (by more than 0.3 – Range of housing options)

Resident overall satisfaction

The above shows a minor improvement in resident satisfaction in 2021 compared to 2019.

2021 3.9   **2019 3.8**

Overall satisfaction is at an all-time high at 3.9 out of 5 with waste and recycling scoring the highest at 4.3. The performance areas all scored on par or slightly better than the previous. Four areas improved significantly on the previous survey and they were:

- Council and community services (+0.4)
- Environmental management performance (+0.4)
- Leadership (+0.4)
- Economic development (+0.3)

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Net Promoter Score

The net promoter score (the likelihood that residents will speak positively about the Council), however, is -7.5 which is lower than desirable, but within the range of other Councils in metropolitan Adelaide (-11.8 to +13.5).

Net Promoter Score -7.5

Overall satisfaction, aggregated from each performance area (residents) (Q2, 3, 4, 5, 6, 7, 8, 14)

Waste & recycling services
- 4.3
- 4.2
- 4.5
- 4.4
- 4.4
- 4.3

Quality of life
- 3.9
- 3.9
- 4.1
- 4.4
- 4.4
- 4.0

Infrastructure
- 3.9
- 3.8
- 3.8
- 4.0
- 4.0
- 3.6

Council and community services
- 4.1
- 3.7
- 4.0
- 3.9
- 4.1
- 3.7

Economic development
- 3.8
- 3.5
- 3.7
- 3.7
- 3.8
- 3.6

Environmental management performance
- 3.8
- 3.4
- 3.7
- 3.9
- 4.0
- 3.7

Leadership
- 3.7
- 3.3
- 3.7
- 3.5
- 3.7
- 3.4

Overall satisfaction with Council
- 3.9
- 3.8
- 3.8
- 3.5
- 3.5
- 3.6

Legend: ■ 2021 ■ 2019 ■ 2017 ■ 2013 ■ 2011 ■ 2009

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Statistically significant increases can be seen in four of the above performance areas, namely Council and community services, economic development, environmental management performance and leadership.

Overall satisfaction has increased across almost all attributes and residents are generally feeling more confident toward the Council which is pleasing to see. We think the COVID measures that were put in place during the pandemic have improved resident opinion.

The increases in overall satisfaction are all statistically significant particularly for satisfaction with Council and community services (up from 3.7 in 2019 to 4.1 in 2021). It is interesting to note, however, that resident satisfaction is generally higher than that of business satisfaction as the following chart shows:

2021 Comparison Resident vs Business satisfaction	Resident	Business
Waste & recycling services	4.3	4.0
Quality of Life	3.9	3.8
Infrastructure	3.9	3.5
Economic development	3.8	3.4
Leadership	3.7	3.5
Environmental management	3.8	3.6
Overall performance of Council	3.9	3.6

Performance areas – regression analysis

Based on the regression analysis conducted on each of the performance areas, these following are the top-scoring sub-areas. Improving in the following areas will have the great impact on overall satisfaction:

- The weekly collection of household waste
- The presentation and cleanliness of the Council area
- Managing street trees
- Library services
- Promoting and attracting special events
- Feeling safe in the daytime
- Keeping the community informed about current issues

Use of various Council services and facilities (Q9, 10)

Parks and playgrounds were the most used Council facility in 2021 (81%), followed by library services (75%), and bus stops (74%). There have been decreases in the usage of parks & playgrounds, bus stops, bicycle pathways, cultural or entertainment facilities, swimming pools, sporting facilities and community halls and centres possibly due to COVID-19 restrictions and uncertainty.

The main reason for not using various facilities is that there is no need or that there are lower levels of awareness of services and facilities such as youth and older resident programs, cultural or entertainment facilities and built cultural heritage services / advice.

Perception statements (Q11, 12)

All of the perception statements tested in 2021 scored lower than 2019.

Residents	
The mix of businesses in the business precincts contributes to the prosperity of the area	↓
I believe that cultural diversity is a positive influence in the community	↓

I am satisfied with the character of my local area	↓
I feel part of my local community	↓
The Council provides sufficient opportunities for community engagement	↓
There is a good communication between businesses and residents	↓
I am happy with the balance between Council rates and the services and standard of infrastructure provided*	↓

*Of those who rated this statement 1 or 2 out of 5, 49% said their preference is for maintaining the quality of services and the standard of infrastructure rather than keeping rates low, compared to 35% who think Council should keep rates as low as possible.

Preference between rates and services/infrastructure (Q13)
49% of all residents said they would prefer maintaining services and the standard of infrastructure compared to 35% who said they would prefer the Council to keep rates as low as possible.

Resident overall satisfaction (Q14)
The overall satisfaction with the City of Norwood Payneham & St Peters is at an all time high at 3.9 out of 5.

Attendance at Council-run events (Q15)
Zest for Life Festival claimed top position amongst the Council-run events with 33% of residents attending, followed by Symphony in the Park (28%), Twilight Carols & Christmas Market (24%), and Taste Glynde (24%). Overall, 77% of residents said they had attended one of the events on the list presented in the survey.

Participation in selected activities (Q16)
Weekly usage has declined slightly for shopping in the Council area and physical exercise activity but using parks and reserves in the Council area has increased dramatically from a very low level in 2019 of 19% to 58% of all residents. Usage is either up or on par for every 6 months and once a year.

Engaging with Council (Q17, 18, 19, 20)
22% of all residents have ever interacted with an Elected Member in some capacity compared to 69% with staff. 14% can't recall if they've interacted with an Elected Member compared to 10% with staff. 63% have never interacted with an Elected Member compared to 21% with staff.

There are higher levels of overall satisfaction with staff (4.1) than Elected Members (3.7). Interestingly, Elected Members scored higher (3.9) on reacting positively and speed of response (4.0) than resolution of an issue (3.4). The same can be said for staff.

Receiving information from Council (Q21)
Council's website is the preferred avenue to receive information with 45% of residents, followed by LookEast (39%), social media pages (39%), libraries / noticeboards (35%).

Engagement sessions with Council (Q22)
Considerably more residents say they are interested in participating in Council engagement sessions this survey compared to the 2019 survey (83% compared to only 67%). Evening sessions were preferred as were weekends.

Issues of importance (Q23)
Improving infrastructure is the top issue (38%), followed by preserving heritage buildings and character areas (36%) and environmental sustainability (35%). Car parking ranked 8th and was cited by 21% of residents.

Response to COVID-19 (Q24)

The most effective Council responses for residents were JP services open throughout (4.3), followed by increased cleaning in public areas (4.1) and frozen Council rates (4.0).

Final suggestions (Q25)

Better communication and consultation/responsiveness (103 responses)
Development / planning aspects (62 responses)
Maintenance of infrastructure (54 responses)

Demographics (Q26, 27, 28, 29, 30, 31, 32, 33)

There were 61% females compared to 38% males surveyed. The age distribution is reflective of the population in the council area with 31% aged under 40 compared to 69% aged over 40. 50% of respondents were unemployed and 50% were employed. 6% of the total respondents claimed to operate a home-based business. All household structures were representative with the largest group reflecting the older population of mature couples or singles. 86.5% of those surveyed identified as Australian / no particular group, and 12.5% were from other ethnic or cultural group (European, Indian, Chinese, other Asian, British Isles and Americas) and 1% were Aboriginal / Torres Strait Islanders.

All wards were represented with the highest percentage of those surveyed living in Maylands Trinity Ward. 36% of the sample have lived in the area for 5 years or less, 33% for 6-20 years, and 31% for more than 30 years.

CityPlan 2030 Outcomes

CityPlan 2030 (Mid Term Review 2020) contains nine targets across the four outcome areas that are tied to specific measures in the community survey. The measurement approach was changed in the mid-term review 2020, requiring the 2021 results to be higher than the average of the previous four surveys rather than an improvement on just the previous survey. The results of the 2021 survey are assessed against the CityPlan targets in the following tables.

Social Equity

Metric	Target	2021 Results	Difference
Level of community satisfaction with safety during the day and night	Achieve a resident perception rating higher than the average from the previous four surveys (>4.7 day) (>4.1 night)	Day 4.6 Night 4.0	0.1 decrease 0.1 decrease
Level of community satisfaction with access to services and facilities	Achieve a resident perception rating of higher than the average of the previous four surveys (>4.1)	4.2	0.1 improvement

Cultural Vitality

Metric	Target	2021 Results	Difference
Level of community satisfaction with the nature of new development within the Council area	Achieve a resident perception rating of higher than the average of the previous four surveys (>3.2)	3.3	0.1 improvement
Level of community satisfaction with cultural heritage programs provided by the Council	Achieve a resident perception rating higher than the average of the previous four surveys (>3.8)	3.9	0.1 improvement

Economic Prosperity

Indicator	Target	2021 Results	Difference
Level of community satisfaction with the Council's performance in attracting and supporting businesses	Achieve a resident perception rating of higher than the average of the previous four surveys (>3.65)	3.7	0.05 improvement
Level of community satisfaction with the mix of businesses in the city's precincts contributes to the prosperity of the area.	Achieve a resident perception rating higher than the average of the previous four surveys (>4.2)	4.2	No change

Environmental sustainability

Metric	Target	2021 Results	Difference
Level of community satisfaction with the Council's response to climate change	Achieve a resident perception rating of higher than the average of the previous four surveys (>3.0)	3.3	0.3 improvement
Level of community satisfaction with the Council's management and use of water	Achieve a resident perception rating higher than the average of the previous four surveys (>3.5)	3.7	0.2 improvement

5. Survey results

Q1:   Do you live in the City of Norwood Payneham & St Peters? *(Single response)*

This was a qualifying question to ensure that the respondents were actually residents. Everyone that completed the survey were residents.

Waste collection & recycling

Q2:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the waste and recycling services provided by the City of Norwood Payneham & St Peters.

Satisfaction with waste collection & recycling remains relatively stable over the past 5 survey periods. There are notable and positive changes in satisfaction with hard waste collection (3.9) and electronic waste collection (3.6).

Satisfaction with waste collection & recycling
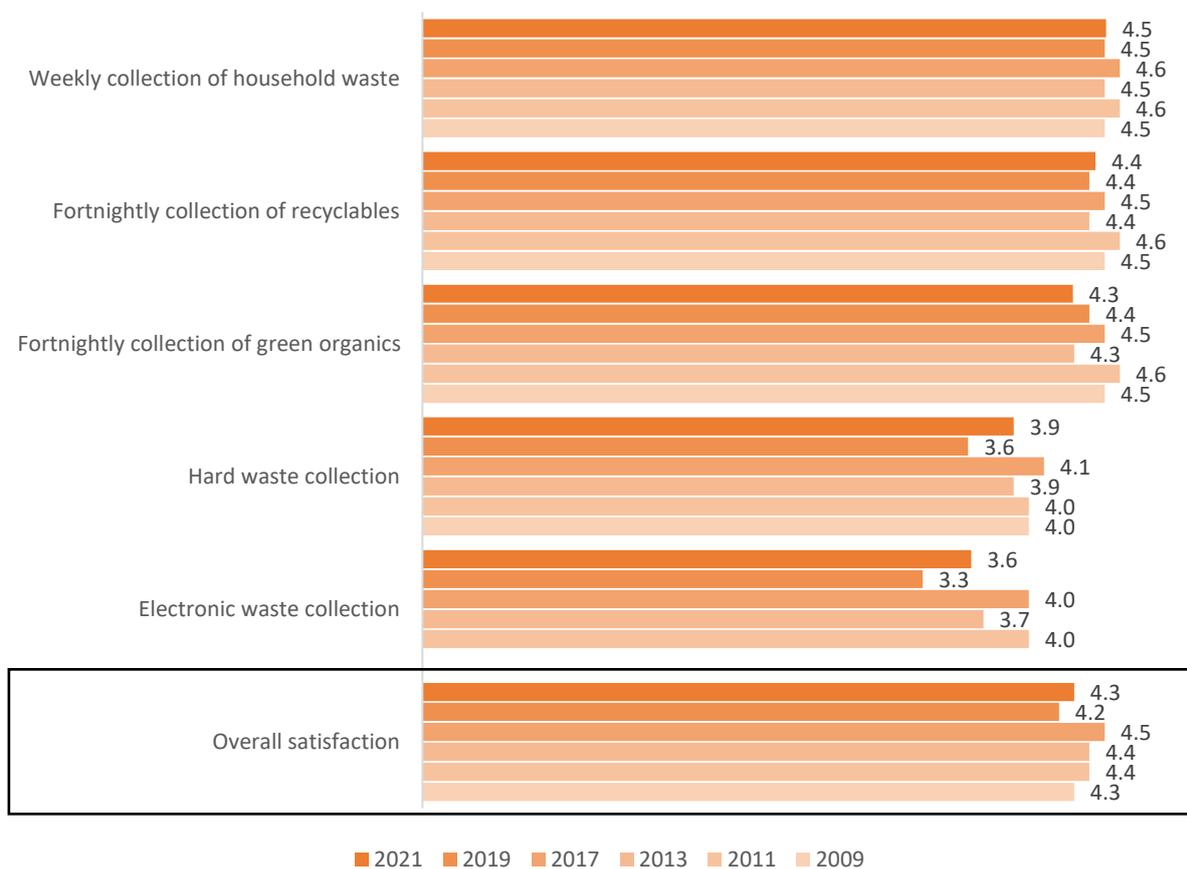
*Please note that electronic waste collection has only been asked for the last 5 surveys hence a gap in 2009.

Waste collection & recycling is the highest scoring performance measure at 4.3 (compared to next highest performance measure of quality of life at 3.9). Two significant gains in this survey period are hard waste collection (up 0.3 points) and electronic waste collection (up 0.3 points).

After completing a regression analysis, weekly collection of household waste is the greatest contributor to overall satisfaction, followed by a moderate contributor, fortnightly collection of recyclables. Focus on these areas are important to maintaining resident satisfaction.
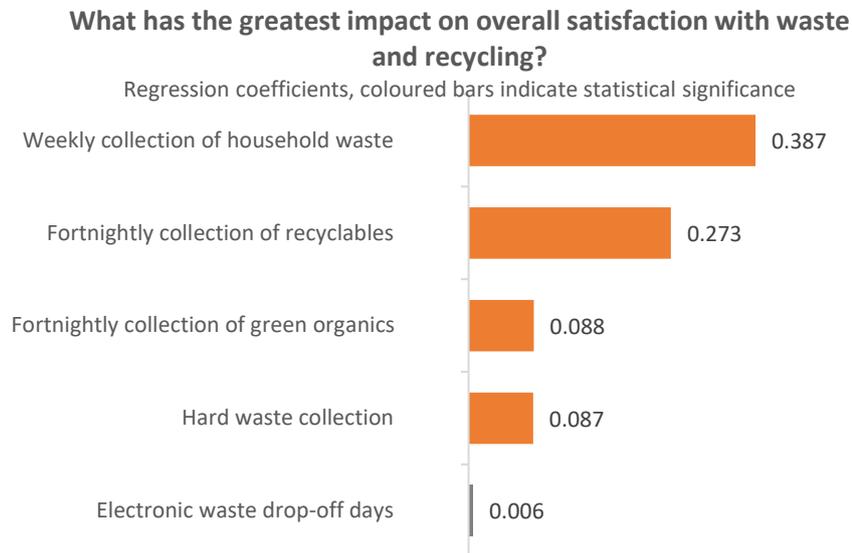
What has the greatest impact on overall satisfaction with waste and recycling?

Regression coefficients, coloured bars indicate statistical significance

Measure	Coefficient
Weekly collection of household waste	0.387
Fortnightly collection of recyclables	0.273
Fortnightly collection of green organics	0.088
Hard waste collection	0.087
Electronic waste drop-off days	0.006

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of .1 in satisfaction with weekly collection of household waste, overall satisfaction with waste & recycling collection increase by 0.387, making it the most significant contributor to overall satisfaction, followed by fortnightly collection of recyclables (0.273).

This remains the same as in 2019.

Infrastructure

Q3: On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the infrastructure assets in the City of Norwood Payneham & St Peters.

Satisfaction with infrastructure remains stable and in fact all aspects saw improvements from 2019 most notably in providing and maintaining roads (3.7), providing and maintaining footpaths (3.4), and the provision and maintenance of cycling pathways (3.8). Residents are most satisfied with provision and maintenance of parks & recreational areas (4.2) and the presentation and cleanliness of the Council area (4.2).

Satisfaction with infrastructure

Provision and maintenance of parks & recreational areas	4.2 / 4.2 / 4.1 / 4.2 / 4.3 / 3.9
The presentation & cleanliness of the council area	4.2 / 4.1 / 4.1 / 4.2 / 4.1 / 4.0
The provision & maintenance of cycling pathways	3.8 / 3.6 / 3.6 / 3.7 / 3.7 / 3.3
Providing & maintaining roads	3.7 / 3.3 / 3.6 / 3.8 / 3.8 / 3.6
Availability of car parking within the council area	3.4 / 3.3 / 3.6 / 3.6 / 3.7 / 3.3
Providing & maintaining footpaths	3.4 / 3.2 / 3.2 / 3.4 / 3.3 / 3.1
Overall satisfaction	3.9 / 3.8 / 3.8 / 4.0 / 4.0 / 3.6

■2021 ■2019 ■2017 ■2013 ■2011 ■2009

Providing and maintaining roads showed a significant gain of +0.4 this survey period.

A regression analysis shows the presentation and cleanliness of the Council area has the strongest impact on overall satisfaction towards infrastructure.

What has the greatest impact on overall satisfaction with infrastructure?
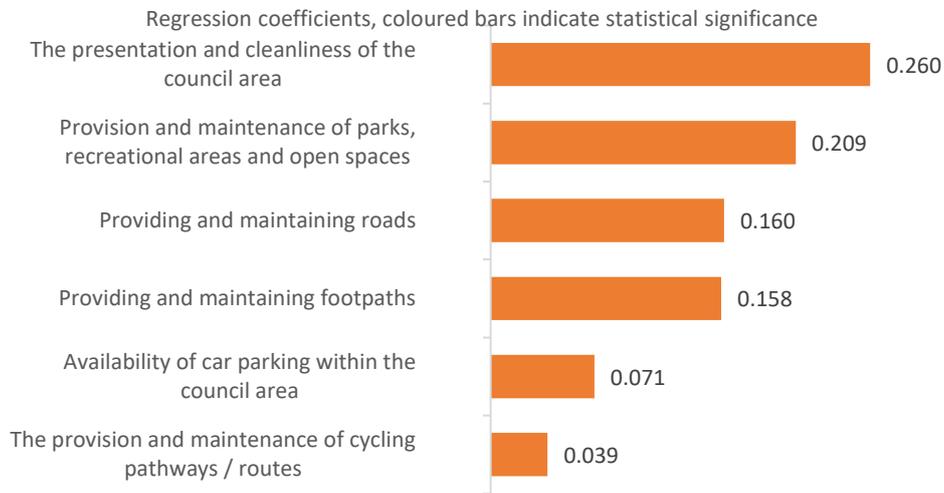
Regression coefficients, coloured bars indicate statistical significance

The presentation and cleanliness of the council area	0.260
Provision and maintenance of parks, recreational areas and open spaces	0.209
Providing and maintaining roads	0.160
Providing and maintaining footpaths	0.158
Availability of car parking within the council area	0.071
The provision and maintenance of cycling pathways / routes	0.039

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 in satisfaction with the presentation and cleanliness of the Council area, overall satisfaction with infrastructure increases by 0.260, making it the most significant contributor to satisfaction.

Environmental management

Q4: On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the environmental management performance of the City of Norwood Payneham & St Peters.

Satisfaction with protecting native flora & fauna is the highest rated sub-category which is consistent with previous surveys but increases have been realised across the board with all other aspects which have translated into a significant increase in overall satisfaction with environmental management (3.8). Responding to climate change (a new aspect in 2019) scores the lowest at 3.3 although still an improvement from the 2019 survey.

Satisfaction with environmental management

Legend: ■ 2021 ■ 2019 ■ 2017 ■ 2013 ■ 2011 ■ 2009

	2021	2019	2017	2013	2011	2009
Protecting native flora & fauna	3.9	3.8	3.8	3.8	3.9	3.6
Enhancing the natural environment	3.8	3.7	3.8	3.8	3.9	3.5
Managing watercourses	3.7	3.5	3.4	3.6	3.6	3.6
Water, management & use	3.7	3.2	3.4	3.7	3.5	3.6
Undertaking environmental initiatives	3.7	3.4	3.5	3.2	3.2	3.0
Managing street trees	3.6	3.2	3.4	3.6	3.6	3.4
Responding to climate change	3.3	3.0				
Overall satisfaction	3.8	3.4	3.7	3.9	4.0	3.7

*Please note that responding to climate change has only been asked in 2019 and 2021 hence a gap from 2009 to 2017.

Significant gains have been seen in water, management & use (+0.5), managing street trees (+0.4), overall satisfaction (+0.4), undertaking environmental initiatives (+0.3) and responding to climate change (+0.3).

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Managing street tress and enhancing the natural environment contribute most to the overall satisfaction with environmental management according to the following regression analysis.
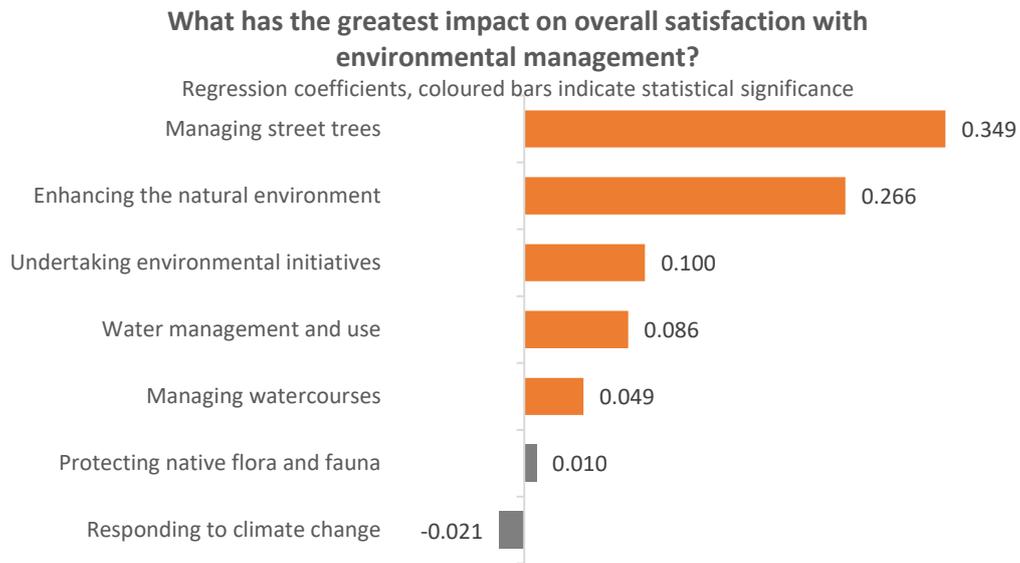
What has the greatest impact on overall satisfaction with environmental management?
Regression coefficients, coloured bars indicate statistical significance

Category	Coefficient
Managing street trees	0.349
Enhancing the natural environment	0.266
Undertaking environmental initiatives	0.100
Water management and use	0.086
Managing watercourses	0.049
Protecting native flora and fauna	0.010
Responding to climate change	-0.021

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 in the satisfaction with managing street trees, overall satisfaction towards environmental management increases by 0.349, making it the most significant contributor to overall satisfaction. Enhancing the natural environment also contributes to overall satisfaction but only in a moderate way. This result is the same as it was in 2019.

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Council and community services

Q5:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction with the following Council & community services provided by the City of Norwood Payneham & St Peters.

Satisfaction with almost all community services remained stable this survey period with the exception of increases in community halls and centres, public and environmental health services, arts & cultural initiatives, cultural heritage programs and youth programs which all increased and contributed to an overall satisfaction score increase from 3.7 to 4.1. Library services are the highest scored aspect.

Satisfaction with community services

	2021	2019	2017	2013	2011	2009
Library services	4.4	4.5	4.4	4.2	4.3	4.2
Recreational & sporting facilities	4.2	4.1	4.1	4.0	4.0	4.0
Swimming pools	4.1	4.1	4.1	4.0	4.0	3.9
Childcare services	4.1	4.0	4.0	3.8	3.9	3.7
Community halls & centres	4.1	3.9	4.0			
Customer service centre	4.2	3.9	4.1	3.8		
Public & environmental health services	4.1	3.9	4.0	3.9	4.0	3.9
Arts & cultural initiatives	4.0	3.8	3.9	3.8	3.5	
Services & programs for older residents	3.8	3.8	3.9	3.8	4.0	3.7
Cultural heritage programs	3.9	3.7	3.8	3.9	3.5	
Youth programs	3.8	3.6	3.6	3.4	3.6	3.4
Overall satisfaction	4.1	3.7	4.0	3.9	4.1	3.7

■ 2021 ■ 2019 ■ 2017 ■ 2013 ■ 2011 ■ 2009

*Please note that community halls & centres has only been asked in the last three surveys hence a gap from 2009 to 2013 and customer service centre has only been asked in the last four surveys hence a gap from 2009 to 2011.
A regression analysis of satisfaction with each services shows that several factors such as library services and recreational and sporting facilities and customer service have had a moderate impact on overall satisfaction. An increase in these aspects will help improve satisfaction with the overall Council and Community Services category.

The overall satisfaction of Council and community services rose by +0.4 this survey period.

What has the greatest impact on overall satisfaction with community services?
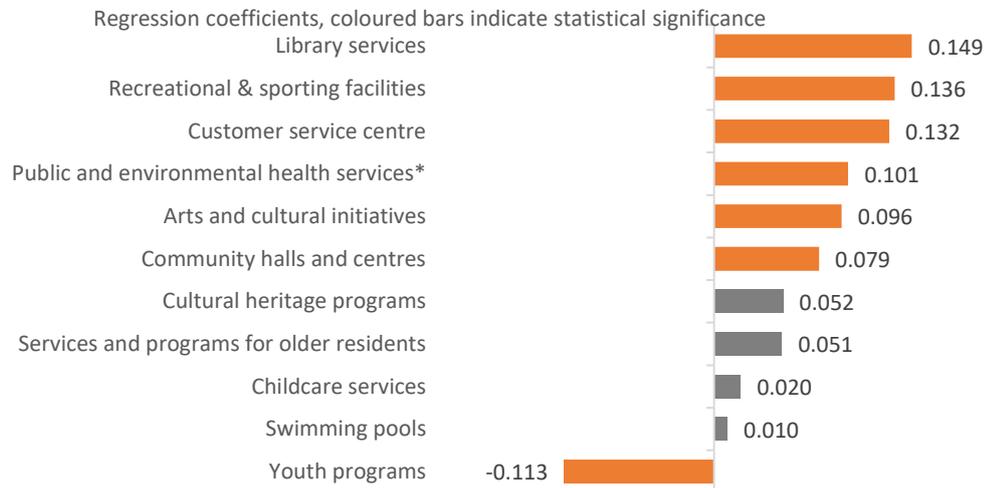
Regression coefficients, coloured bars indicate statistical significance

Service	Coefficient
Library services	0.149
Recreational & sporting facilities	0.136
Customer service centre	0.132
Public and environmental health services*	0.101
Arts and cultural initiatives	0.096
Community halls and centres	0.079
Cultural heritage programs	0.052
Services and programs for older residents	0.051
Childcare services	0.020
Swimming pools	0.010
Youth programs	-0.113

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).
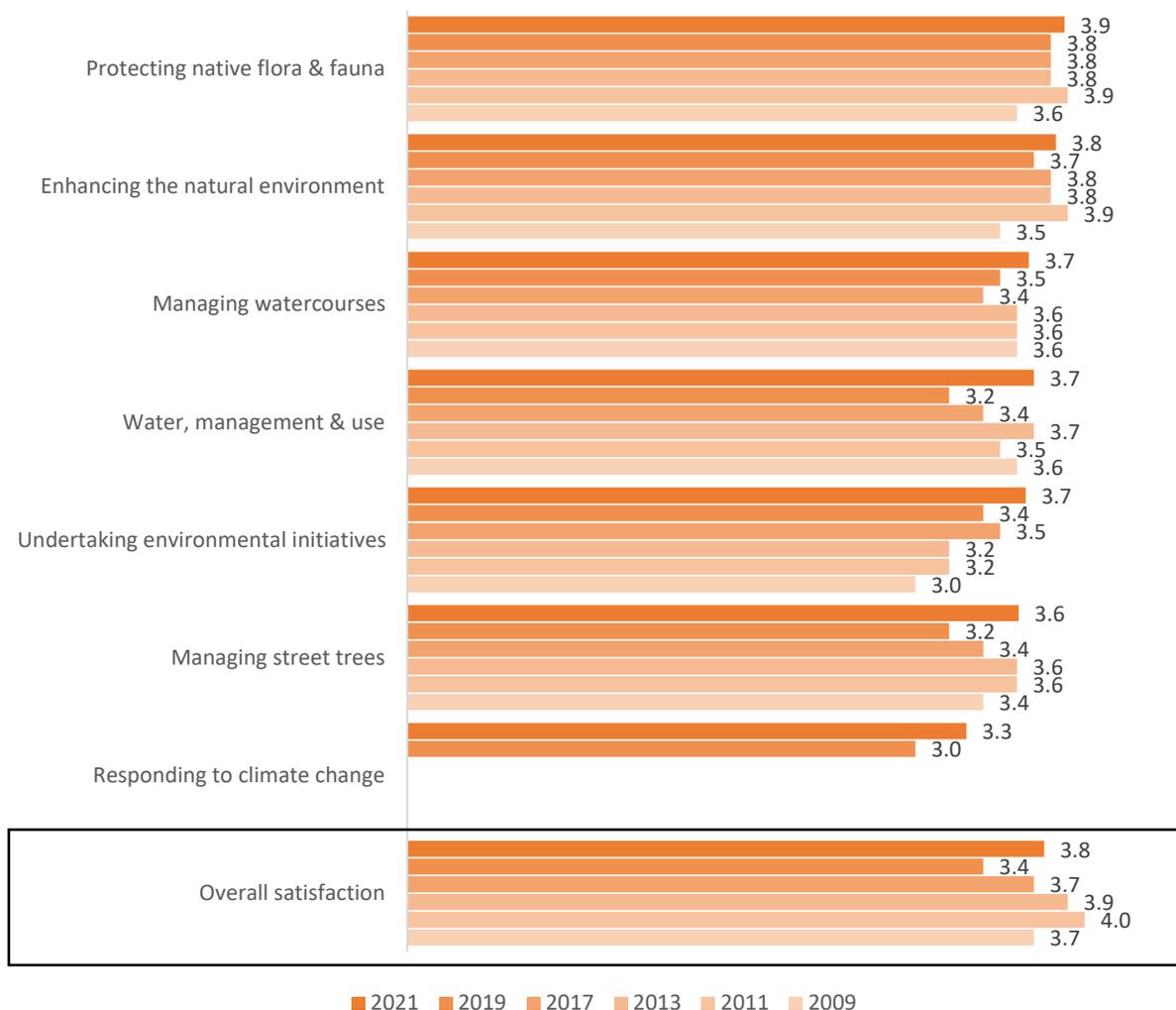
This regression tells us that for every increment of 1 in the satisfaction with library services, overall satisfaction with services increased by 0.149. This is the biggest contributor to overall satisfaction with community services and this is different to the regression analysis result in 2019.

Economic development

Q6:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate the performance of the City of Norwood Payneham & St Peters in the area of economic development.

Overall satisfaction with economic development increased across all aspects with the exception of promoting and attracting special events which declined very slightly. This is most likely due to COVID-19 and the cancellation of a number of events in 2020. Overall satisfaction has increased from 3.5 to 3.8.

Satisfaction with economic development

	2021	2019	2017	2013	2011	2009
Promoting and attracting special events	3.9	4.0	4.1	4.0	4.1	3.7
Promoting & supporting tourism	3.7	3.6	3.9	3.6	3.8	3.4
Attracting & supporting businesses	3.7	3.6	3.8	3.5	3.7	3.5
Promoting & supporting business precincts (e.g. Glynde, Magill Rd, etc.)	3.9	3.6	3.8	3.7	3.9	3.6
Assessment of development applications	3.3	3.0	3.2	3.2	3.5	3.1
Overall satisfaction	3.8	3.5	3.7	3.7	3.8	3.6

Regression analysis reveals promoting and attracting special events to have a large significant impact on overall satisfaction. Improving overall satisfaction requires the resumption in time of memorable special events for residents. Promoting supporting business precincts is also significant.

What has the greatest impact on overall satisfaction with economic development?
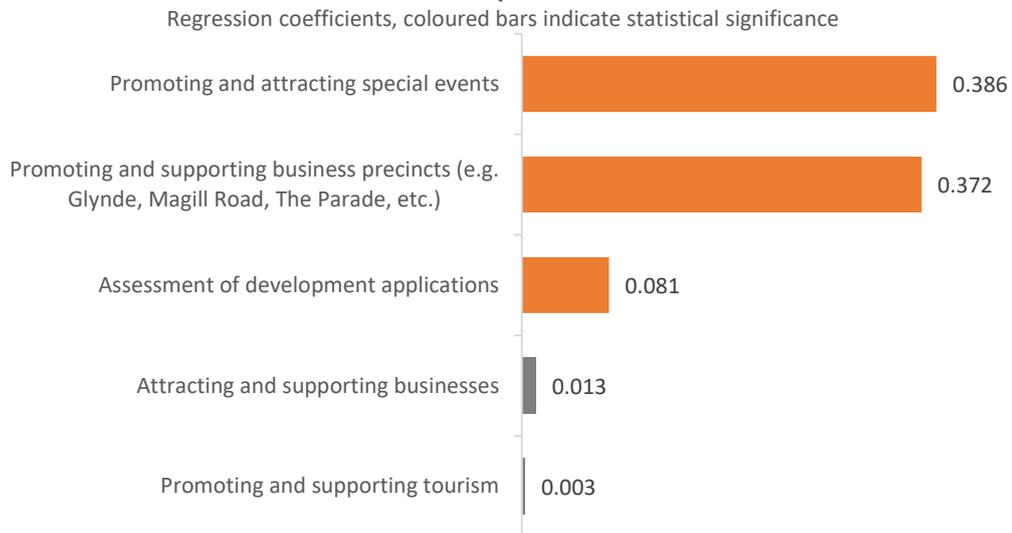
Regression coefficients, coloured bars indicate statistical significance

Promoting and attracting special events	0.386
Promoting and supporting business precincts (e.g. Glynde, Magill Road, The Parade, etc.)	0.372
Assessment of development applications	0.081
Attracting and supporting businesses	0.013
Promoting and supporting tourism	0.003

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 in the satisfaction with promoting and attracting special events, overall satisfaction towards economic development increases by 0.386 and promoting and supporting business precincts increases overall satisfaction by 0.372. These two attributes make the biggest contribution to overall satisfaction with economic development.

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Quality of life

Q7: On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your quality of life in the City of Norwood Payneham & St Peters.

Overall satisfaction with quality of life for residents remained stable this survey period despite a significant drop in a range of housing options (falling from 4.3 to 3.7). All other aspects were on par or slightly below the previous survey results. Feeling safe in the daytime continues to rate highly (4.6) followed by access to public open space (4.3).

Satisfaction with quality of life
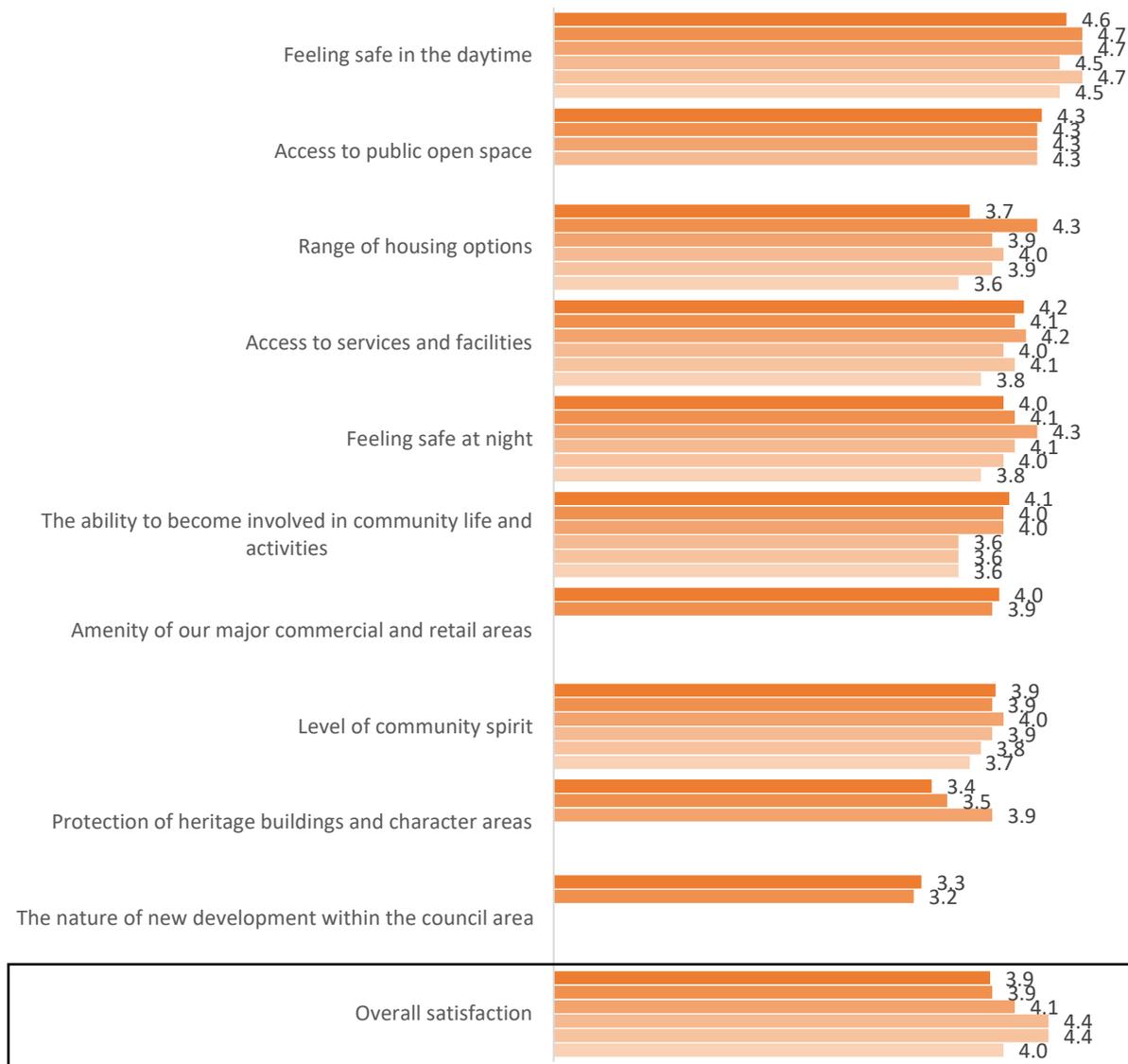
Legend: 2021 2019 2017 2013 2011 2009

*Please note that Access to public open space has only been asked for the last 4 surveys hence a gap from 2009 to 2013. Amenity of our major commercial and retail areas has only been asked for the last 2 surveys hence the gap from 2009 to 2017. Protection of heritage buildings and character areas has only been asked in the last 3 surveys hence the gap since 2009 to 2013.

There was no one significant measure that had a major impact on overall satisfaction with quality of life. Most sub-measures were found to have a moderate to mild effect on overall satisfaction. The nature of new development within the council area has only been asked in the last two surveys hence the gap from 2009 to 2017.

What has the greatest impact on overall satisfaction with Quality of Life?
Regression coefficients, coloured bars indicate statistical significance
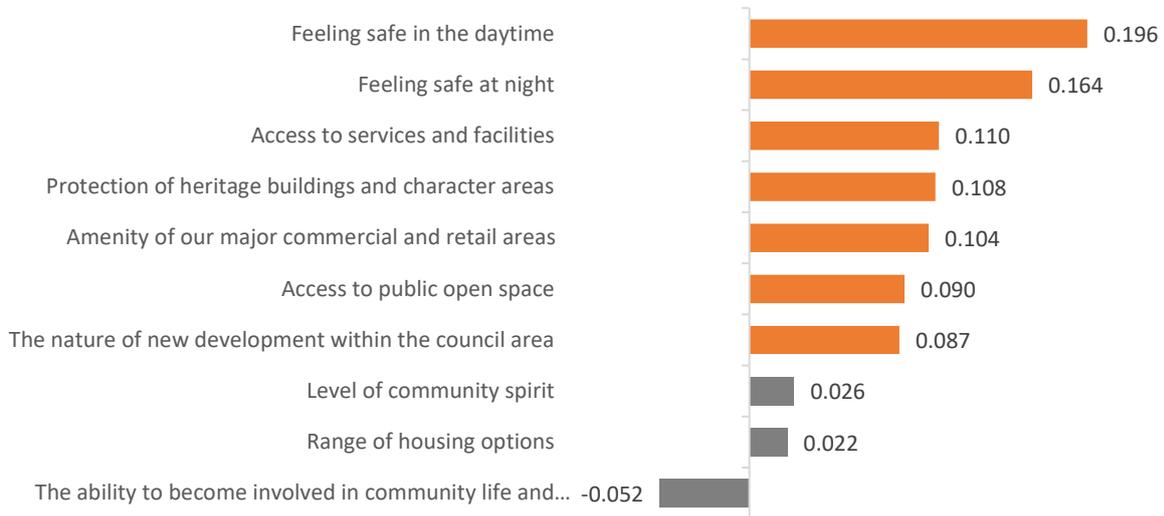
Measure	Coefficient
Feeling safe in the daytime	0.196
Feeling safe at night	0.164
Access to services and facilities	0.110
Protection of heritage buildings and character areas	0.108
Amenity of our major commercial and retail areas	0.104
Access to public open space	0.090
The nature of new development within the council area	0.087
Level of community spirit	0.026
Range of housing options	0.022
The ability to become involved in community life and…	-0.052

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).
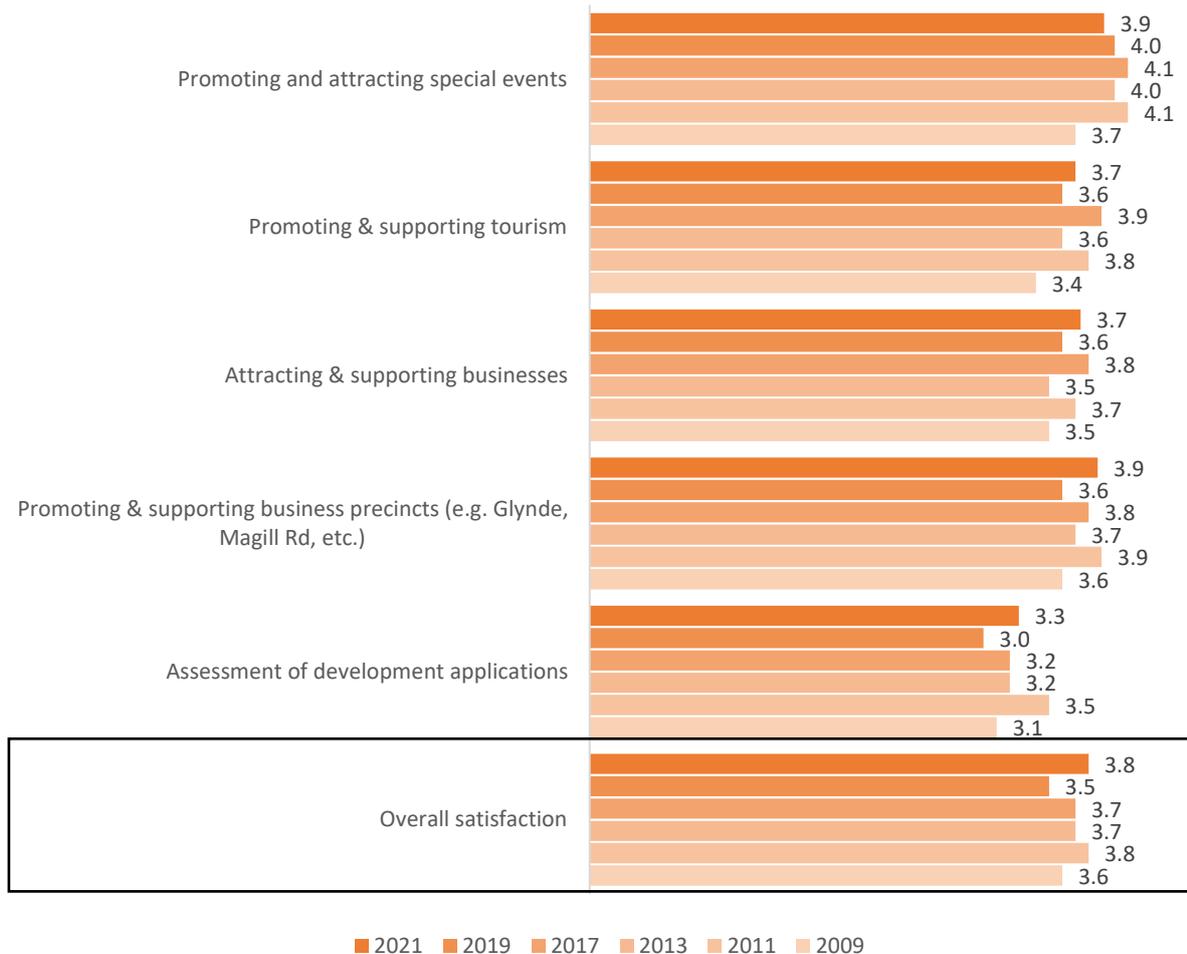
This regression tells us that for every increment of 1 in the satisfaction with feeling safe in the daytime, overall satisfaction increases by 0.196. Each sub-set contributes only a small amount to overall satisfaction, however their effects combined may be worth noting.

Leadership

Q8:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the leadership of the City of Norwood Payneham & St Peters.

Overall satisfaction has bounced back this survey period from 3.3 to 3.7 brought about by an increase in all sub-categories, most notably keeping the community informed about current issues (3.8), environmental sustainability (3.7) and providing leadership in the local community (3.6). Keeping the community informed was the highest contributor followed by Council financial management and environmental sustainability.

Satisfaction with leadership

	2021	2019	2017	2013	2011	2009
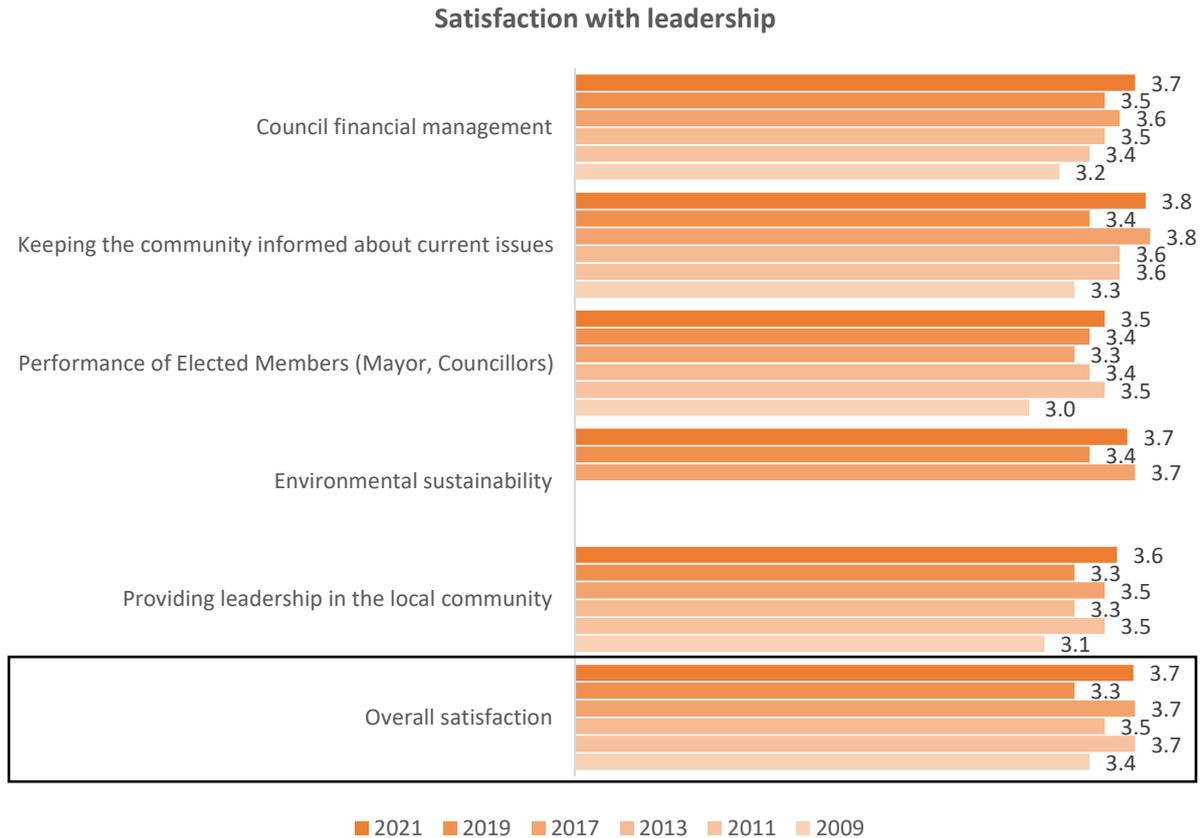
*Please note that environmental sustainability has only been asked in 2017, 2019 and 2021 hence a gap from 2009 to 2013.

Keeping the community informed about current issues rose by +0.4 this survey period.

A regression analysis shows that keeping the community informed about current issues has a significant impact on overall satisfaction. This should be very much a part of the Council's communication strategy as it has a high impact on overall leadership satisfaction.

What has the greatest impact on overall satisfaction with leadership?
Regression coefficients, coloured bars indicate statistical significance
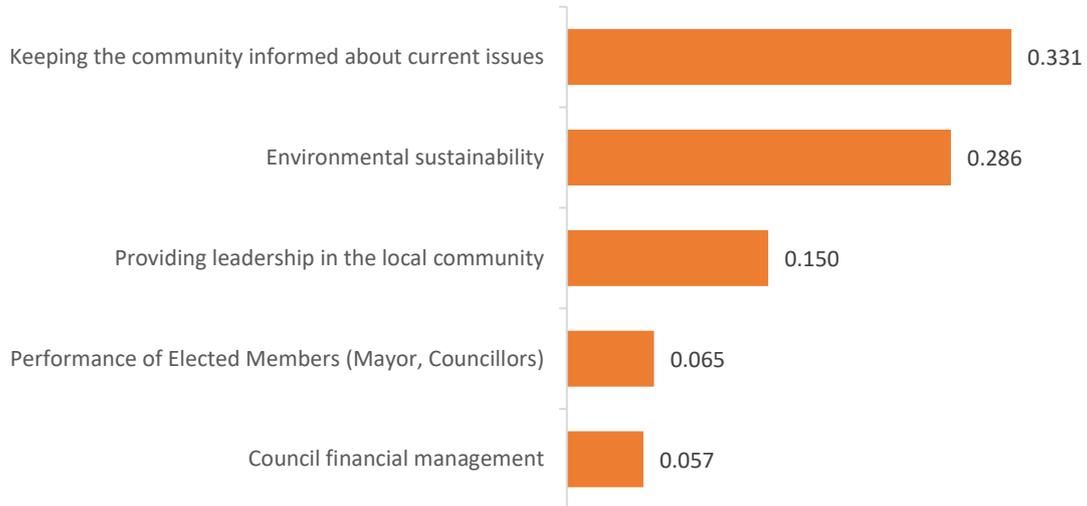
Keeping the community informed about current issues	0.331
Environmental sustainability	0.286
Providing leadership in the local community	0.150
Performance of Elected Members (Mayor, Councillors)	0.065
Council financial management	0.057

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 in the satisfaction with keeping the community informed about current issues, overall satisfaction increases by 0.331.

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Use of various Council services and facilities

Q9:   Does anyone in your household use the following services or facilities? If not, what are the barriers? *(Matrix, multiple choice)*

Use of various services and facilities are relatively stable although clearly COVID-19 has affected a number of services such as cultural or entertainment facilities and even possibly the use of bus stops (people not travelling on public transport as much as usual).

Current use (over time)	2011	2013	2017	2019	2021
Parks & playgrounds	-	80%	75%	88%	81%
Library services	63%	55%	54%	69%	75%
Bus stops	-	-	77%	82%	74%
Bicycle pathways	36%	42%	38%	46%	51%
Cultural or entertainment facilities	-	-	45%	68%	44%
Swimming pools	41%	40%	39%	45%	41%
Sporting facilities	-	-	30%	41%	37%
Community halls & centres	29%	16%	23%	31%	26%
Services & programs for older residents	16%	12%	14%	14%	14%
Built cultural heritage services/advice	19%	8%	9%	12%	12%
Youth programs	6%	4%	4%	4%	9%

Parks and playgrounds
81% of all people surveyed say they use parks and playgrounds whilst 14% say they have no need. Those more likely to use parks and playgrounds are aged 31-64 years, professional/executives/ managers, blue collar workers, those in home duties and in other employment, families, those who have lived in the area for 0-15 years, and those who live in the St Peters and West Norwood Kent Town Wards.

Library services
75% of all people surveyed say they use library services whilst 19% say they have no need. Those more likely to use libraries are females, those aged 18-24 years, 55-64 years, in other employment, young and middle families, and those who have lived in the area for 21-25 years and more than 30 years, and those who live in the Torrens and St Peters Wards.

Bus stops
74% of all people surveyed said they use bus stops, whilst 21% said they have no need. Those more likely to use bus stops are those aged 18-24 years, and 40-54 years, families, those who have lived in the area 21-25 years, and those live in the St Peters and West Norwood Kent Town Wards.

Bicycle pathways
51% of all people surveyed say they use bicycle pathways whilst 40% say they have no need and only 6% said it was because of a lack of awareness. Those more likely to use are males, aged 18-24 years and 31-54 years, professional/executive/managers, white- and blue-collar workers, and those in other employment, those who operate a home-based business, and those who have lived in the area 5 years or less and those who live in the Torrens and St Peters Wards.

Cultural or entertainment facilities
44% of those surveyed say they use these facilities, whilst 36% say they have no need and a further 17% say they don't due to a lack of awareness. Those more likely to use these facilities are females, those aged 31-54 years, professional/executives, middle families, those who are recent into the area (5

or less years) and those who have lived in the area for 16-25 years, and those who live in the West Norwood Kent Town and Kensington Wards.

Swimming pools

41% of the people surveyed said they use swimming pools, whilst 42% said they have no need and a further 10% say they don't due to lack of awareness. Those more likely to use swimming pools are aged 18-24 years, 40-54 years, professional/executives, white collar workers, young and middle families, those who have lived in the area for 15 years or less, and those who live in the Torrens and Kensington Wards.

Sporting facilities

37% of all people surveyed said they use sporting facilities, whilst 49% say they have no need for this service and 11% don't use sporting facilities because of a lack of awareness. Those more likely to use these facilities are males, those aged 18-24 years and 31-54 years, professional/executives, white- and blue-collar workers, and those in other roles, single people and couples/families, and those that live in the Maylands Trinity and Payneham Wards.

Community halls and centres

A quarter of all people said they use community halls and centres whilst three quarters do not. The main reason for not using was they have no need (55%) or they are just not aware of them (15%). Females are slightly more likely to use these services as are those aged 25-39 and white-collar workers and those who live in the Payneham Ward. Those more likely to say they have no need of the services are males, those aged 18-24 years, and those aged 55-74 years.

Services and programs for older residents

14% of all people surveyed use services and programs for older residents, whilst 67% say they have no need for these services and a further 17% say they don't due to a lack of awareness. Those more likely to use these services are aged 65+ years, in home duties roles, and retirees, operate a home-based business, mature couples/singles, those who have lived in the area 26 or more years, and those living in the Maylands Trinity Ward.

Built heritage services/advice

12% of all people said they use this service whilst 65% say they have no need or 20.5% who say they do not because they are not aware of the service.

Youth programs

Only 9% of all people use youth programs with 75% of people saying they have no need and a further 14% saying they don't due to a lack of awareness. Those more likely to access youth programs are aged 18-54 years, and live in the Maylands Trinity Ward.

Barriers to use

We looked again at the barriers for non-usage of services, and a high proportion of residents indicate that there is no need for the services.

	No need	Awareness	Cost	Transport / access	Timing / location
Youth programs	75%	14%	1%	0%	2%
Built cultural heritage services/advice	65%	21%	1%	0%	3%
Services & programs for older residents	67%	17%	1%	0%	2%
Community halls & centres	55%	15%	2%	2%	2%
Sporting facilities	49%	11%	2%	1%	2%
Swimming pools	42%	10%	3%	2%	5%
Bicycle pathways	40%	6%	1%	2%	3%
Cultural or entertainment facilities	36%	17%	1%	1%	2%
Library services	19%	4%	0%	0%	3%
Bus stops	21%	3%	0%	1%	2%
Parks & playgrounds	14%	2%	1%	1%	2%

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Q10: Are there any other reasons you don't use these services or facilities?

There were 53 other reasons given for not using the previous list of services or facilities and they were mostly age or disability related, some prefer to go to Burnside or another suburb in close proximity to the City or Norwood Payneham & St Peters, a few comments around safety of cycling paths, a number said they were not aware of the various services, time constraints or travel for work. Various verbatim comments are highlighted below:

Swimming pool
- Cannot swim/cycle due to disability
- Burnside pool and library better
- Pools too crowded
- Swimming pool not heated use North Adelaide instead
- The swimming pool location is inconvenient
- There are better pools in adjacent Council areas, e.g. Burnside

Libraries
- Burnside library better
- The library in Norwood is very small and the opening hours are very restricted
- We need a good central well-resourced library; at present I use the Burnside Library

Bicycle pathways
- Shared bike pathways very dangerous during peak hours due to excessive speed and disregard for pedestrians
- Bike paths are not linked together well and also not continuous, e.g. the new parade intersection
- Cannot swim/cycle due to disability
- I used to use bicycle but now have gammy knees
- I would like to cycle to work in the city more, but I don't feel safe doing so

Other comments
- I go to Burnside or the city to use other services instead
- I have my own means of entertainment and often walk around Norwood
- I'm at Joslin and don't have a car, it's easier to go to Walkerville or CBD if I want/need above services
- Lifestyle, we are near to city and prefer that
- Other commitments/time constraints (4 responses)
- The Perriam Centre was demolished so there is no senior facility in St Peters
- Tennis courts on Sixth Ave St Peters are non-functional and a disgrace to the Council
- Urban infill and the increased number of dogs in Payneham has resulted in Payneham Oval being over used for exercising dogs, both leashed and unleashed. It is a no-dog park but is not policed, making walking on the oval risky at times

Perception statements

Q11/12: On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please rate your level of agreement with the following statements.

Some perception statements in this survey period have declined including *the Council provides sufficient opportunities for community engagement* (3.6 down from 3.8, possibly due to COVID-19), *there is good communication between businesses and residents* (3.5 down from 4.1), and *I am happy with the balance between Council rates and the services and standard of infrastructure provided* (3.4 down from 3.9). All other perception statements stayed relatively stable.

Level of agreement with statements

Statement	2021	2019	2017	2013	2011	2009
The mix of businesses in the business precincts contributes to the prosperity of the area	4.2	4.3	4.2	4.1		
I believe that cultural diversity is a positive influence in the community	4.2	4.3	4.3	4.1		
I am satisfied with the character of my local area	3.9	4.1	4.2	4.2	4.2	4.0
I feel part of my local community	3.8	3.9	3.9	3.8	3.9	3.6
The council provides sufficient opportunities for community engagement	3.6	3.8	3.6	3.5	3.4	3.4
There is a good communication between businesses and residents	3.5	4.1	3.7	3.6	3.7	3.4
I am happy with the balance between council rates and the services and standard of infrastructure provided	3.4	3.9	3.2	3.4	3.5	3.2

*Please note that the first and second perception statements in the chart above have only been tested in the last four surveys hence the gaps in the chart.

Two perception statements this survey period improved significantly and are worth special noting. *'There is good communication between businesses and residents'* increased by +0.6 and *'I am happy with the balance between Council rates and the services and standard of infrastructure provided'* increased by +0.5.

A regression analysis shows that satisfaction with the character of the local area has a significant impact on overall satisfaction.

What has the greatest impact on overall satisfaction with perception statements?

Regression coefficients, coloured bars indicate statistical significance

Statement	Coefficient
I am satisfied with the character of my local area	0.360
I am happy with the balance between Council rates and the services and standard of infrastructure...	0.139
The council provides sufficient opportunities for community engagement	0.053
I believe that cultural diversity is a positive influence in the community	0.047
There is good communication between businesses and residents	0.011
The mix of businesses in the business precincts contributes to the prosperity of the area	-0.019
I feel part of my local community	-0.027

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 of the satisfaction with the character of their local area, overall satisfaction increases by 0.360.

Residents were asked if they would prefer maintaining quality of services and infrastructure more than keeping rates low. Among those who indicated dissatisfaction (16.5% of the residents), 49% preferred the maintenance over keeping rates low (35%) which is slightly opposed to the 2019 results where 45% preferred rates as low as possible and 40% preferred maintenance of services and standards.

Preference between rates and services/infrastructure provided

Maintaining services and the standard of infrastructure is more important	49%
Council should keep rates as low as possible	35%
Other	11%
Don't know	6%

When analysing the sample as a whole, 8% mentioned preference to keep low rates over maintaining services / infrastructure (6%). This indicates the majority of the dissatisfied residents are looking for a balance between low rates and maintenance of services / infrastructure.

Satisfaction with balance between rates and services/infrastructure provided
(Grey indicates those that rated 1=strongly disagree or 2=disagree)

Legend:
- Keep rates low
- Maintain services/infrastructure
- Change balance/combination of both/other
- Neutral/don't know if happy with balance
- Agree with balance

Year	Keep rates low	Maintain services/infrastructure	Change balance/combination of both/other	Neutral/don't know if happy with balance	Agree with balance
2021...	8%	6%	3%	33%	50%
2019...	7%	6%	2%	49%	35%
2017...	8%		11%	45%	36%
2013...	7%		5%	50%	38%
2011...	6%		5%	46%	41%
2009...	5%		10%	4%	44%	36%

Resident overall satisfaction

Q14:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with the City of Norwood Payneham & St Peters.

Overall satisfaction with the City of Norwood Payneham & St Peters

Year	Score
2021	3.9
2019	3.8
2017	3.8
2013	3.5
2011	3.5
2009	3.6
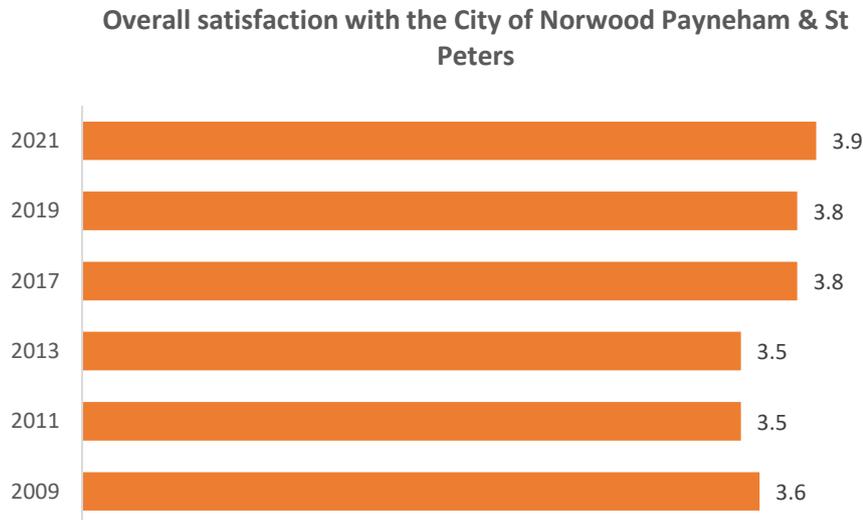
We have applied an NPS to the overall satisfaction question which was asked on a scale of 1 to 5, the 1-3 were scored as detractors, 4 are passive scorers and 5 are promoters. The NPS result of -7.5 is slightly negative, but this will provide a great benchmark for future years. Simply put, the score means there were more residents who scored the Council 3 and below than scored the Council 5.

Those more likely to rate their overall satisfaction with Council higher than the average are those aged under 40 years, blue collar workers, young couples and young families, ATSI (Aboriginal Torres Strait Islander) cultural group, those who have lived in the area for 1 – 5 years, and those who live in the Payneham Ward. Those more likely to rate their overall satisfaction with Council lower than the average are those people aged 65-74 years, middle families, in other cultural backgrounds, those who have lived in the are more than 16 years, and those that live in the Maylands Trinity Ward.

Regression analysis

When considering each performance area, the area which has the most impact on overall satisfaction is Quality of Life by a significant degree. Infrastructure and waste and recycling services had moderate impacts on overall performance, while environmental management, Council and community services and leadership had negligible effect.

What has the greatest impact on overall satisfaction with the 7 performance areas?
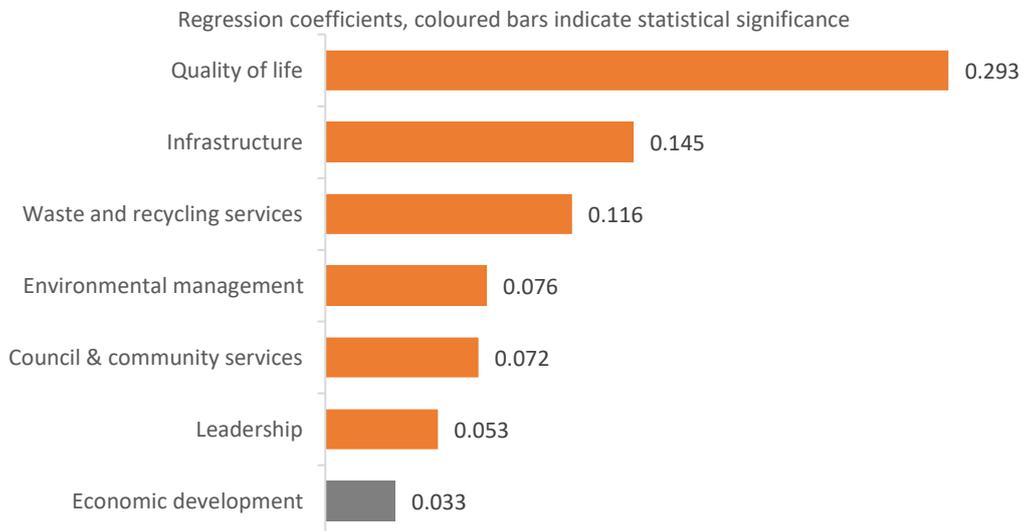
Regression coefficients, coloured bars indicate statistical significance

Performance area	Coefficient
Quality of life	0.293
Infrastructure	0.145
Waste and recycling services	0.116
Environmental management	0.076
Council & community services	0.072
Leadership	0.053
Economic development	0.033

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

A regression analysis was conducted to discern which areas had the greatest impact on overall satisfaction with the City of Norwood Payneham & St Peters.

This regression tells us that for every increment of 1 in overall satisfaction with Quality of life, overall satisfaction increases by 0.293, making it the most significant contributor to overall satisfaction with the Council.

This above regression analysis was specifically based on the overall satisfaction with Council (Q14).

The following graph is also a special regression analysis against overall satisfaction with Council (Q14) but taking it to the sub-area level.

Each performance area was also analysed to determine which particular attributes would affect overall satisfaction with the Council. It was found that managing street trees (Environment) offered the greatest opportunity to affect overall satisfaction.

What has the greatest impact on overall satisfaction with all sub-categories?

Regression coefficients, only statistically significant results depicted

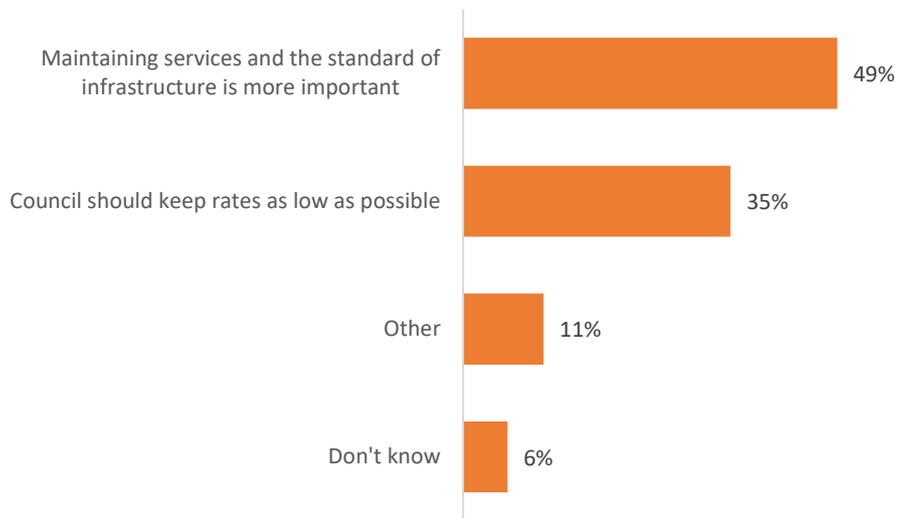| Attribute	Coefficient
Managing street trees	0.238
Resolution of issue (Elected Members)	0.193
Reacted positively (staff members)	0.187
Providing and maintaining roads	0.171
Weekly collection of household waste	0.167
Provision and maintenance of parks, recreational areas and open spaces	0.157
Keeping the community informed about current issues	0.155
The presentation and cleanliness of the council area	0.134
Promoting and attracting special events	0.115
Availability of car parking within the council area	0.115
Enhancing the natural environment	0.106
Promoting and supporting business precincts (e.g. Glynde, Magill Road, The Parade, etc.)	0.082
Environmental sustainability	0.069

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

The regression tells us that for every increment of 1 regarding satisfaction with managing street trees, overall satisfaction increases by 0.238, making it the most significant contributor to overall satisfaction, followed by resolution of issues (Elected Members) and reacted positively (staff).

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Attendance at Council-run events

Q15: Have you attended any of the following Council-run events in the last 3 years? Note that these events aren't necessarily current or ongoing. *(Multiple response)*

Zest for Life Festival had the highest attendance (33%), followed by Symphony in the Park, Twilight Carols & Christmas Market and Taste Glynde. The Norwood Christmas Pageant usually has the highest attendance of all Council-run events but only attracted 20% of those surveyed in 2021. The Christmas Pageant was not held in 2021.

	2011	2013	2017	2019	2021
Zest for Life Festival	-	-	-	6%	33%
Symphony in the Park*	-	-	-	-	28%
Twilight Carols & Christmas Market	-	-	17%	17%	24%
Taste Glynde	-	-	10%	16%	24%
Norwood on Tour Race (Tour Down Under)	34%	25%	30%	35%	20%
Norwood Christmas Pageant	38%	37%	42%	42%	20%
Melodies in the Park	-	-	4%	13%	16%
St Peters Fair	13%	16%	24%	26%	16%
Norwood on Tour Street Party (Tour Down Under)	-	-	24%	20%	15%
Fashion on the Parade*	-	-	-	-	13%
Australia Day and Citizen Ceremony**	4%	5%	10%	12%	13%
Youth Arts & Events (canvas, pool side)***	1%	4%	5%	3%	12%
Jazz in the park	-	-	-	16%	8%
Food Secrets of Glynde Bus Tour	-	-	7%	9%	5%
Cultural Heritage Events (such as history week)***	5%	6%	6%	12%	5%
Parades on Norwood Parade (Fashion on Parade)	11%	15%	34%	28%	-
Every Generation Concert	-	2%	3%	-	-
Attendance at any of these events	70%	70%	70%	74%	77%
Did not attend any of these events	30%	30%	30%	26%	23%

*New category in 2021

**Changed in 2021 from Australia Day Celebration

***Clarifying text added in 2021

Participation in selected activities

Q16:   How often do you participate in the following? *(Single response, this will be displayed in a matrix, with participants asked to rate each activity (e.g. volunteer activity) on a scale of daily to about once a year, with never and don't know / not sure as options)*

Usage at least weekly
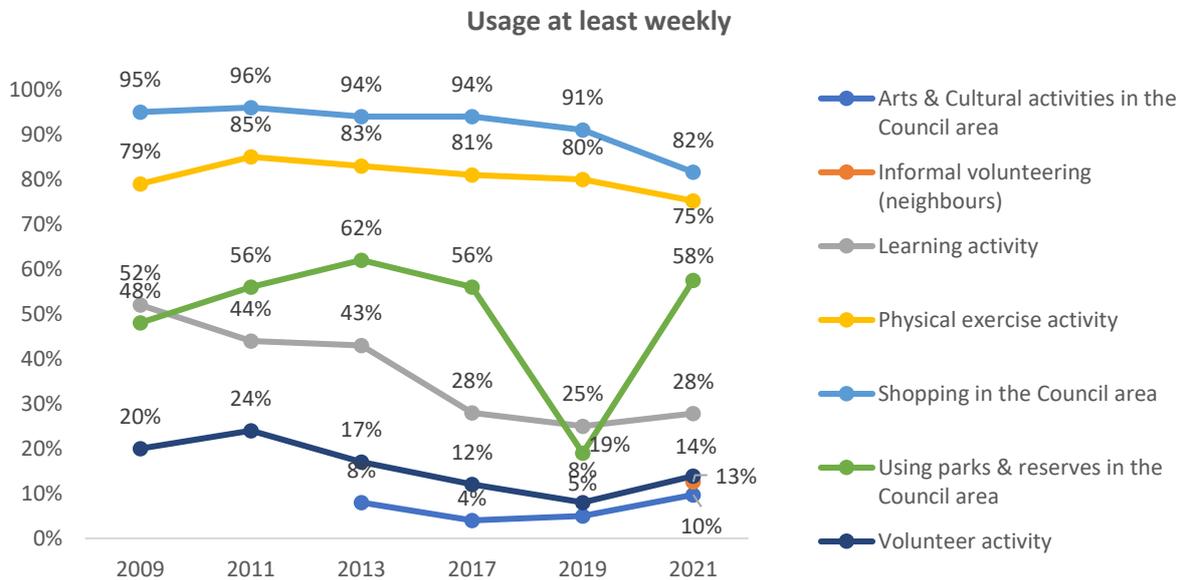
Overall, decreases were noticed in arts & cultural and physical exercise activities, however the usage of parks & reserves was up close to previous records, presumably because COVID restrictions were lifted. Attending arts & cultural activities in the Council area remains the highest score (82%) followed by physical exercise activity (75%). Informal volunteering is a new category this survey period with residents indicating 10% of them help neighbours and do other informal volunteering at least once a week.

Usage up to every 6 months
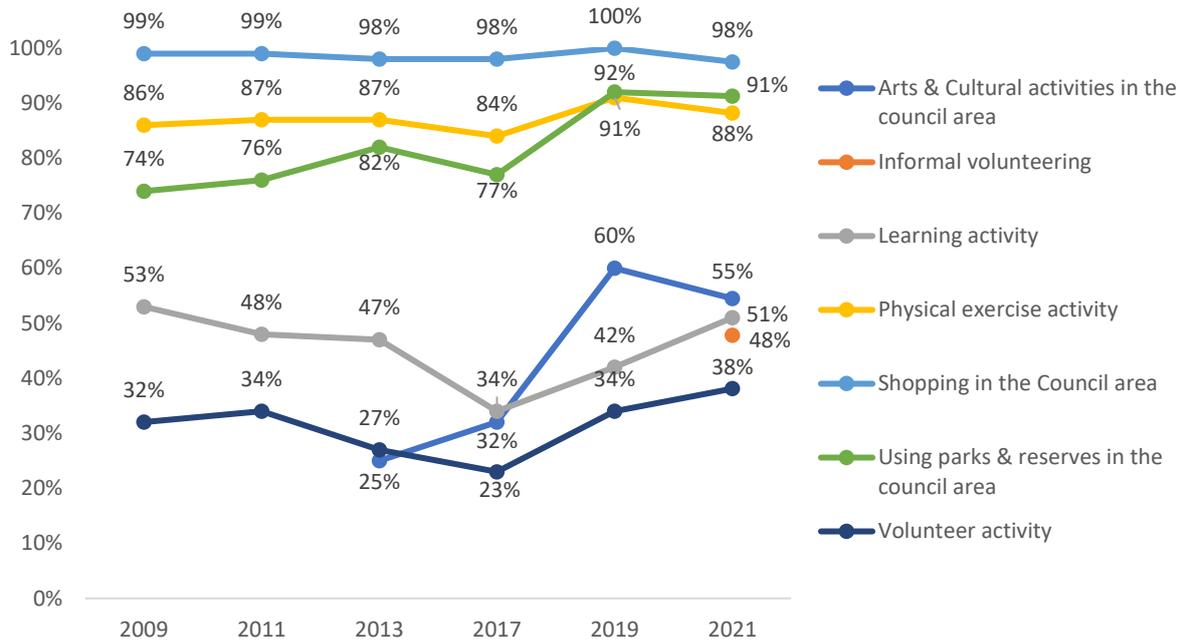
We analysed usage for various activities and cross tabulated this with usage every 6 months. Usage has seen excellent increases in almost all activities with the exception of arts & cultural activities in the Council area dipping from 60% in 2019 to 55% in 2021. The highest usage activities continue to be shopping in the council area, using parks & reserves in the council area and physical exercise activity. There have been significant increases in volunteering and leaning activities over the past 4 years.

Usage up to once a year

Legend:
- Arts & Cultural activities in the council area
- Informal volunteering
- Learning activity
- Physical exercise activity
- Shopping in the Council area
- Using parks & reserves in the council area
- Volunteer activity

Data points:

Activity	2009	2011	2013	2017	2019	2021
Shopping in the Council area	100%	100%	98%	98%	100%	99%
Physical exercise activity	88%	89%	88%	84%	92%	90%
Using parks & reserves	83%	87%	90%	79%	98%	95%
Arts & Cultural activities			55%	39%	76%	72%
Learning activity	59%	53%	49%	36%	46%	60%
Volunteer activity	42%	43%	34%	25%	40%	49%

We analysed usage for various activities and cross tabulated this with annual usage. The results mirror those of every 6 months with increases in almost all activities with the exception of arts & cultural activities in the Council area. The top three activities are shopping in the Council area, parks & reserves in the council area and physical exercise activity. Significant increases have been seen for volunteering and learning activities over the past four years.

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Engaging with Council

Q17/19: When was the last time you had any dealings with Council staff? When was the last time you had any dealings with any of the Elected Members (Mayor and Councillors)? *(Single response)*

Residents were asked when was the last time they dealt with Council staff or Elected Members. Clearly interactions with Council staff are more common than with Elected Members and also 2021 saw a slight dip in the overall percentage of residents interacting compared to 2019 but only in favour of residents inability to recall.

	2009	2011	2013	2017	2017	2019	2019	2021	2021
	Combined staff and Elected Members			Council Staff [n=421]	Elected Members [n=421]	Council Staff [n=401]	Elected Members [n=401]	Council Staff [n=601]	Elected Members [n=601]
Within the last week	10%	8%	9%	7%	1%	13%	2%	26%	2%
Within the last month	12%	11%	13%	9%	1%	14%	3%	10%	3%
Within the last 3 months	14%	11%	13%	11%	2%	16%	4%	12%	3%
Within the last 6 months	8%	8%	9%	12%	1%	10%	6%	8%	3%
Within the last year	13%	11%	9%	12%	3%	11%	7%	6%	3%
Within the last 2 years	7%	6%	4%	7%	3%	5%	3%	4%	3%
Within the last 5 years	8%	3%	3%	4%	3%	2%	3%	2%	3%
More than 5 years ago	2%	2%	2%	2%	3%	2%	3%	2%	4%
Ever interacted with Council	74%	61%	63%	63%	17%	74%	31%	69%	22%
Can't recall	5%	5%	11%	8%	10%	4%	5%	10%	14%
Never	21%	34%	26%	29%	72%	22%	65%	21%	63%

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Q18/20: How satisfied were you with the responsiveness of the staff member? How satisfied were you with the responsiveness of the Elected Member?

The satisfaction questions for both interactions with staff and Elected Members was re-engineered this survey so there is no historic data. The following chart shows greater satisfaction with staff (overall 4.1 out of 5 compared to 3.7 out of 5 for Elected Members). Interestingly the satisfaction levels are relatively similar across the four attributes for staff (all rating 4 out of 5 or more) but dissimilar for Elected Members (ratings ranged from as low as 3.4 to a high of 4 out of 5). This reflects a similar result to the business survey.

Satisfaction with the responsiveness of ... (Of those that interacted with a respective representative)

	Elected Members	Council staff
Overall satisfaction	3.7	4.1
Resolution of issue	3.4	4.0
Reacted positively	3.9	4.2
Speed of response	4.0	4.2
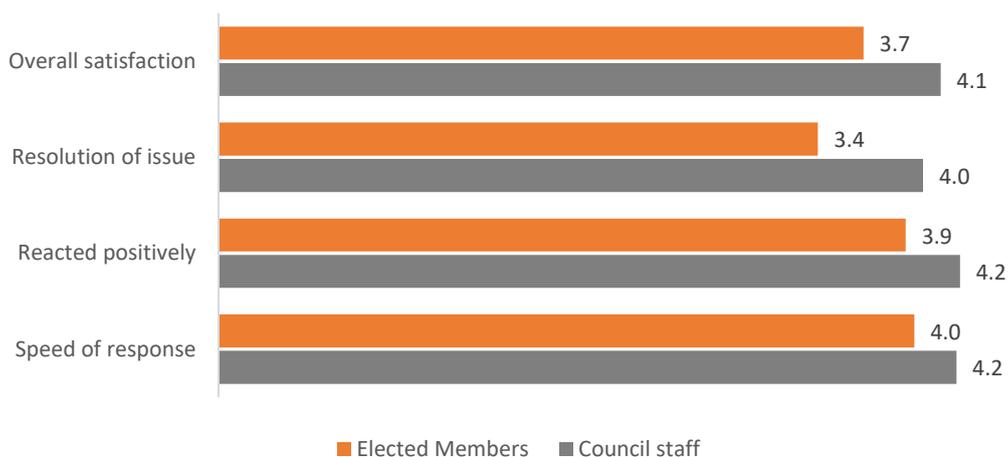
Council Staff
We completed a regression analysis on the staff responsiveness question to determine which aspect has the greatest effect on satisfaction.

What has the greatest impact on overall satisfaction with engaging with Council staff?

Regression coefficients, coloured bars indicate statistical significance
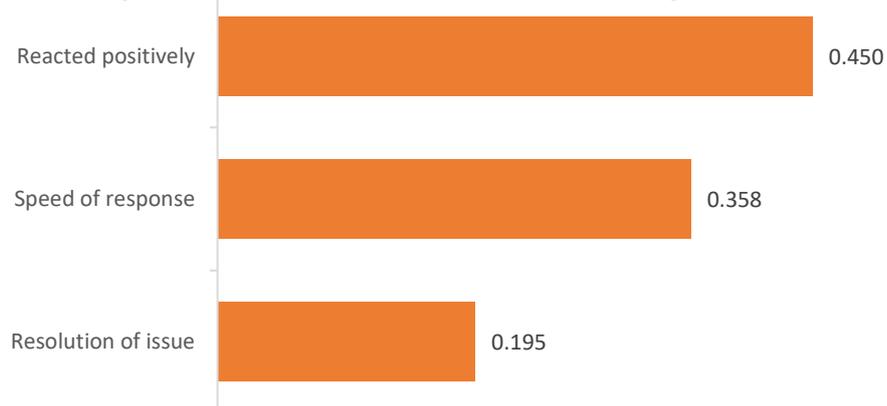
Reacted positively	0.450
Speed of response	0.358
Resolution of issue	0.195

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

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This regression tells us that for every increment of 1 of the satisfaction with a positive reaction by staff, overall satisfaction increases by 0.450, therefore positivity is a major factor in overall satisfaction. Speed of response also has a strong impact on satisfaction by 0.358.

Elected Members

We completed a regression analysis on the Elected Member responsiveness question to determine which aspect has the greatest effect on satisfaction.

What has the greatest impact on overall satisfaction with engaging with Elected Members?
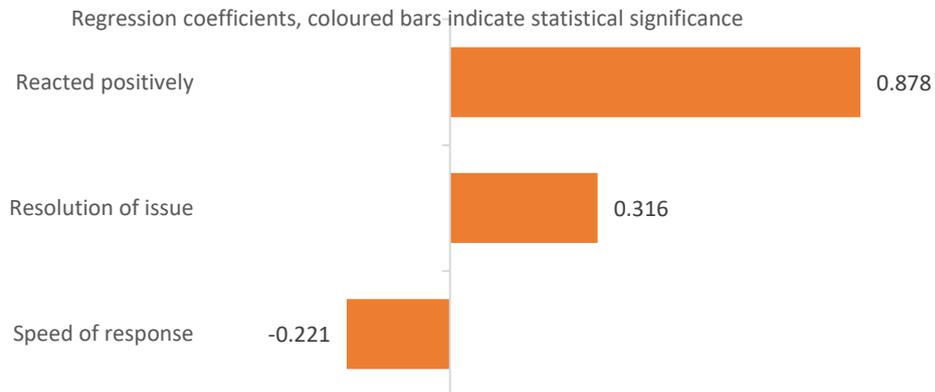
Regression coefficients, coloured bars indicate statistical significance

Reacted positively	0.878
Resolution of issue	0.316
Speed of response	-0.221

(Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, are not statistically significant and should be viewed as indicative).

This regression tells us that for every increment of 1 of satisfaction with a positive reaction by Elected Members, overall satisfaction increases by 0.878 (the highest regression score for the entire research project). This is a very significant regression score indicating that positivity has a very major impact on overall satisfaction. Resolution of issue also has a strong impact on satisfaction.

Elected members resolution of issue has slightly more impact on overall satisfaction with Elected Members (0.316) compared to staff (0.195).

Receiving information from Council

Q21: How would you prefer to receive information about the council's services and activities? *(Multiple response)*

Residents prefer to find out information regarding Council services and activities primarily through the Council's website (45%), LookEast (39%) and social media pages (37%). Social media pages have increased again this survey period making it an ideal communication platform for residents in the Council area. Libraries/noticeboards and other Council publications and fliers are also important.

Q21	2009	2011	2013	2017	2019	2021
Council's website	20%	29%	22%	32%	30%	45%
LookEast	4%	12%	5%	37%	32%	39%
Social media pages	-	-	-	10%	21%	37%
Libraries/noticeboards	1%	3%	1%	13%	16%	35%
Other Council publications/fliers	42%	34%	26%	46%	29%	29%
YourNPSP e-Newsletter*	-	-	-	-	-	26%
Word of mouth	2%	-	1%	15%	6%	18%
Community events	-	-	<1%	5%	3%	13%
Contact with Council staff**	10%	11%	13%	7%	5%	13%
Precinct websites and Facebook	-	-	1%	1%	3%	13%
Adelaide East Herald*	-	-	-	-	-	11%
Other	4%	2%	3%	14%	24%	5%
Do not find out information	3%	1%	3%	3%	1%	3%
Messenger articles***	2%	14%	15%	28%	16%	-
Council's monthly Messenger column***	13%	5%	5%	8%	5%	-

*New categories in 2021

**Wording changed in 2021 slightly

***Removed in 2021

It is worth noting that there have been significant increases in the reliance on digital forms of communication between 2017 and 2021 particularly social media which increased from 10% in 2017 to 37% in 2021. The importance of the Council's website is also worthy of note as it has increased from 30% in 2019 to 45% in 2021.

Council engagement sessions

Q22:   If you were to participate in a Council engagement session on a project (e.g. community workshop, information night, etc.) which of the following days and times would best suit you? *(Multiple response)*

Residents were given the opportunity to indicate if they would like to participate in Council engagement sessions and if so when would be the most suitable times and days for them to participate. 17% of residents (the same number as businesses) do not want to participate but of those that do, evening was preferred by 42% of residents and weekends by 44% of residents. There is a shift in residents' preference between weekdays and weekends with more now saying weekend than weekday.

Times	2017	2019	2021
Morning (between 9am and 12pm)	13%	16%	21%
Afternoon (between 12pm and 4pm)	16%	17%	32%
Evening (between 7pm and 9pm)	34%	31%	42%
All of the above / no preference	5%	6%	13%
None of the above - I don't want to participate	38%	33%	17%

Days	2017	2019	2021
Weekdays	44%	45%	28%
Weekends	15%	10%	44%
All of the above / no preference	7%	14%	11%
None of the above - I don't want to participate	38%	33%	17%

Issues of importance

Q23:   In your opinion, what are the three major issues that Council should be addressing in the next three years? Please rank the below issues in order of importance. *(First, second and third)*

Residents were asked to rank their top three major issues for Council to address in the next 3 years as a priority. The rest of the issues were ranked but with less emphasis as we asked them to focus on the top three. We have analysed only the top three issues below. Improving infrastructure ranked first followed by preserving heritage buildings and character areas second and environmental sustainability third.

	2011	2013	2017	2019	2021
Improving infrastructure	33%	29%	53%	48%	38%
Preserving heritage buildings and character areas	7%	8%	6%	31%	36%
Environmental sustainability	9%	11%	14%	36%	35%
Preserving & planting trees	12%	7%	11%	32%	33%
Waste management/recycling/reduction	8%	12%	9%	27%	29%
Issues with street trees	7%	19%	29%	31%	29%
Preserving/increasing areas of open space	7%	7%	11%	21%	25%
Car parking	5%	4%	17%	21%	21%
Urban design/planning issues	11%	18%	19%	24%	21%
Community health and wellbeing	-	-	-	-	17%
Access to support services	6%	4%	6%	11%	10%
Improving access to information from Council	4%	2%	6%	6%	7%
Other	16%	5%	7%	-	-
Total - specifying issues	77%	81%	84%	100%	100%
None/don't know	23%	19%	16%	-	-

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The graph below shows the breakdown of ranking given to each issue. Issues have been sorted based on the proportion of ranking; more important issues will generally have more votes than less important issues, whether they are first, second or third.

When analysing the ranking data, improving infrastructure was the top priority, with 62% of residents surveyed, indicating it is an issue to be addressed by Council (12% indicated it as a first-preference issue). Environmental sustainability was also ranked as an issue by over half of all residents (56%) followed by preserving and planting trees (52%).

Ranking priority issues

Issue	First	Second	Third	Not ranked
Improving infrastructure	12%	13%	37%	38%
Environmental sustainability	13%	11%	32%	44%
Preserving and planting trees	13%	11%	28%	48%
Preserving heritage buildings & character areas	20%	9%	20%	51%
Waste management/recycling/reduction	6%	13%	29%	52%
Preserving/increasing areas of open space	5%	9%	31%	55%
Issues with street trees	10%	10%	23%	57%
Urban design/planning issues	4%	7%	29%	60%
Car parking	6%	7%	23%	64%
Access to support services	3%	14%		80%
Improving access to information from Council	2%	9%		88%

■ First ■ Second ■ Third □ Not ranked

The graph also shows what percentage of those surveyed ranked a particular issue first, second and third. Interesting to note that Preserving heritage buildings & character areas had the highest first ranking but when you consider second and third rankings it comes in at fourth overall.

The following chart shows a slightly different view when we weight the rankings (first is given a weighted score of 3, second a weighted score of 2, and third a weighted score of 1). This only slightly alters the order of the top four issues which are Preserving heritage buildings & character area, improving infrastructure, environmental sustainability and preserving and planting trees. These priority areas are consistent across the three different analysis approaches.

Weighted ranking analysis of priority issues

Issue	Percentage
Preserving heritage buildings & character areas	14%
Improving infrastructure	13%
Environmental sustainability	12%
Preserving and planting trees	12%
Issues with street trees	10%
Waste management/recycling/reduction	9%
Preserving/increasing areas of open space	8%
Car parking	7%
Urban design/planning issues	6%
Access to support services	3%
Improving access to information from Council	2%

Response to COVID-19

Q24:   On a scale of 1 to 5, where 1 is not very effective and 5 is very effective, how effective do you think the following Council responses to the COVID-19 pandemic were.

Council responses to COVID-19

Response	Score
JP services open throughout	4.3
Increased cleaning in public spaces	4.1
Frozen Council rates	4.0
Public messaging	3.9
Relaxed parking controls	3.8
Business support	3.8
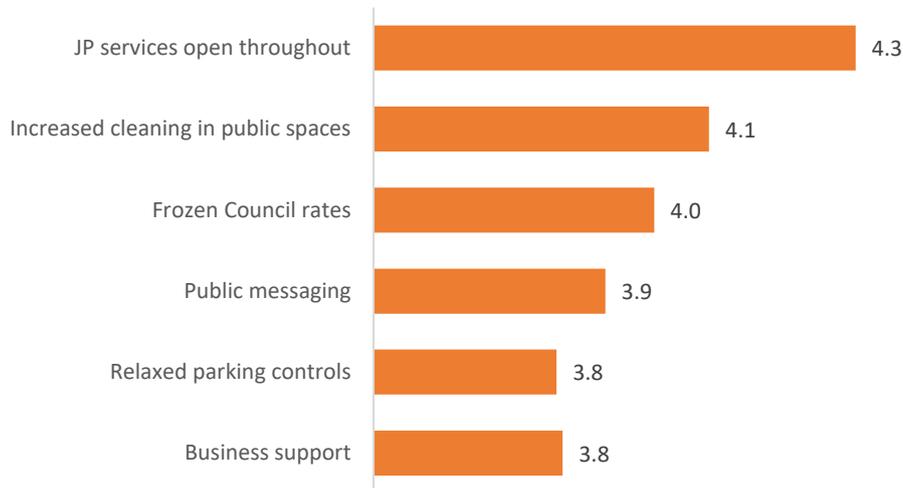
This was a new question in 2021. The most effective responses by Council to the COVID-19 pandemic were JP services open throughout (4.3 and clearly valued more than businesses) and increased cleaning in public spaces (4.1) followed by frozen Council rates (4.0).

Final Suggestions

Q25: If you had one suggestion or comment for the Council as to how it could improve its service delivery, what would it be? *(Open ended)*

The following are verbatim resident comments that have been grouped under major themes.

Communication and consultation/Responsiveness (103 Responses)
- Being more prompt to follow up resident enquiries and returning phone calls in a timely manner. Also having more arborists available in the street tree management area.
- Engage in what matters to residents
- Easier access to information on services
- Happy with the info coming out at the moment
- Improve My Aged Care services by Council staff
- Social media messaging is much more engaging
- To respond to the draft consultation on parking in The Parade area and to be mindful of residents' requirements as much as Business and workers of such businesses

Development/Planning Aspects (62 Responses)
- Employ universal design in all future planning and sustainable planning in everything
- Fewer two-storey McMansions!
- Have a bit more clout in some of the massive destructive changes to the character of the area. The monstrous Portrush/Magill Rd intersection, the proposed apartment development of the Oriental/Republican Hotel. Otto apartments, may cause big parking problems. Magill Rd is likely to be chocked with traffic compounded by these developments plus Norwood Green. Be a bit more sensitive with some of the old historical houses that get houses that get demolished.
- Increase community engagement/ interaction in projects and future planning. There are modern ways to connect which should be explored. We are new to the area and it seems like you need to personally be proactive to be involved rather than council reaching out. Was
- Please protect our heritage and stop allowing reduction in home sizes
- STOP allowing people / developers building 2 houses on a block. It is ridiculous the number of housing developments that are happening. STOP IT PLEASE!!
- Stop subdividing and allowing destruction of old homes with character!

Infrastructure and Maintenance (54 Responses)
- Inspect the footpaths continually so that their danger to pedestrians through lack of repairs is minimised.
- Maintenance of roads and pavements should be more regular, and the old houses should be maintained not allowing everyone permission to sub divide and build units.
- Footpaths in Maylands/Stepney around the Avenues precinct are awful and not safe, barely accessible
- Better maintain and prune council trees, sidewalk footpath weeds/weeding, road, footpath maintaining (my mum in law fell over n tripped badly due to up lifted concrete path/slab from roots of nearby council trees). We have over-hanging council trees near the roof and gutters if the house, over hanging branches which when low can injure the head/eyes of walkers or kids riding on bikes or scooters

Traffic Management and Parking (46 Responses)
- Accessible during weekends, at least parking inspectors

- Address the issue of noise of council workers using blower at 5.30am, and address the issue of traffic jams being caused by St Ignatius parents every day
- Have more parking patrols out in the suburbs to see how some people park regularly and illegally!
- Improve parking
- Speeding in the streets
- traffic calming and speed reduction

Services (26 Responses)
- Easier access to information on services
- Install rubbish collection for apartments
- Provide 2 lots of green compost bin liners per year (of the big roll)
- The issues of waste management, collecting refuse, and cleaning the streets with a leaf blower are issues that I do not understand. The leaf blower operates at 5.30am - earlier than in the past so that is good, but it does not keep the footpaths clean. I do not understand what they are trying to clean!!
- Weekly collection of green bins

Rates/Rent (18 Responses)
- A new system of rates
- All suburbs pay rates within NPS but the focus for council is mainly reflected in St. Peter and Norwood only.
- Let me pay my rates by direct debit
- Rates Are Too High Per Property Value

Other (92 Responses)
- More community and cultural events and family-friendly facilities e.g.: bring back the pageant, more outdoor movie nights, skate park and upgrade the pools with better family-friendly features and trees.
- Rates Are Too High Per Property Value
- Don't have any suggestions as so far have only had positive interactions
- Bring back the local paper weekly news
- Treat residents as important as the golden goose of traders on the parade...
- Don't increase rates because of Covid when the council has not lost any funds due to the pandemic

6.   Resident demographics

There were 61% females compared to 38% males surveyed. The age distribution is reflective of the population in the council area with 31% aged under 40 compared to 69% aged over 40. 50% of respondents were unemployed and 50% were employed. 6% of the total respondents claimed to operate a home-based business. All household structures were representative with the largest group reflecting the older population of mature couples or singles. 86.5% of those surveyed identified as Australian / no particular group, and 12.5% were from other ethnic or cultural group (European, Indian, Chinese, other Asian, British Isles and Americas) and 1% were Aboriginal / Torres Strait Islanders.

All wards were represented with the highest percentage of those surveyed living in Maylands Trinity Ward. 36% of the sample have lived in the area for 5 years or less, 33% for 6-20 years, and 31% for more than 30 years.

Q26:   What is your gender *(Single response)*

Gender n=601

- Male   ■ Female   ■ Other
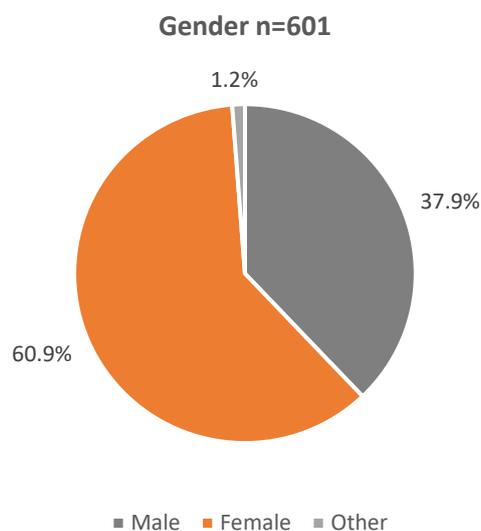
61% of the sample were female this year (compared to 58% in 2019) and 38% male (compared to 42% in 2019) with only 1.2% other. The 2019 survey did not allow for 'other'.

Q27: In which of these age groups do you fall? *(Single response)*

Age breakdown of sample n=601

18-24	25-30	31-39	40-54	55-64	65-74	75+
7.3%	9.2%	14.1%	20.5%	16.1%	18.5%	14.3%
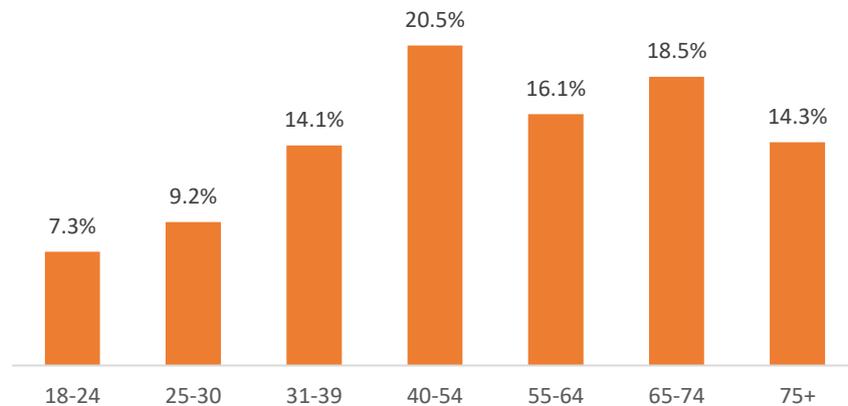
Age demographics were similar in 2021 compared to 2019. 31% of those interviews in 2021 were aged under 40 (compared to 30% in 2019). 20.5% were aged 40-54 (21% in 2019), 16% were aged 55-64 (21% in 2019), 18.5% were aged 65-74 (20% in 2019) and 14% were aged 75+ (9% in 2019).

Q28: Are you in paid employment irrespective of full or part time work? (If yes, what is your occupation? If no, how would you describe what you do?) *(Single response)*

Occupation of sample n=601

Unemployed	50.3%
Employed	49.7%
Retired	32.1%
Professional/executive/manager	22.6%
White collar	22.4%
Other (unemployed, student, carer)	12.0%
Home duties	6.2%
Blue collar	4.7%
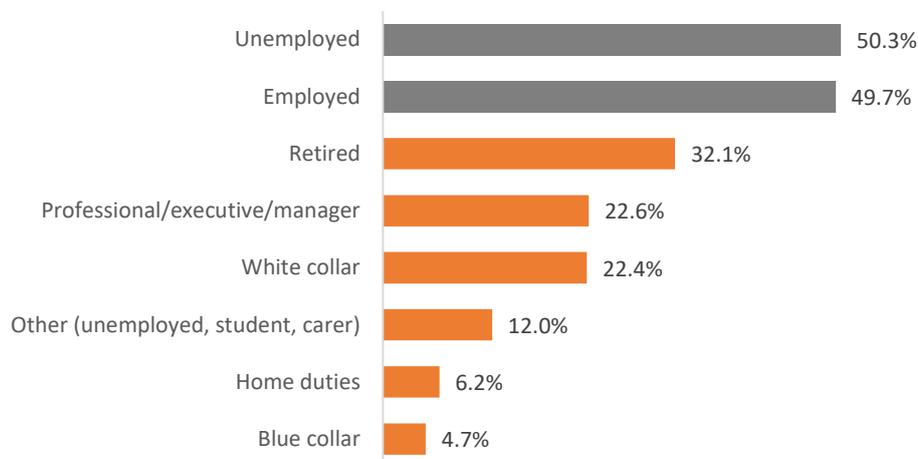
50.3% of the sample in 2021 were unemployed compared to 43% in 2019 and 49.7% were employed compared to 57% in 2019. The sample in 2021 had 22.6% professional/executives (compared to 34% in 2019, 32.1% were retired in 2021 compared to 29% in 2019. White collar workers made up 22.4% in 2021 compared to 12% in 2019 and blue collar was 4.7% in 2021 compared to 11% in 2019. Home duties were similar in both years (6.2% in 2021 compared to 5% in 2019, and other represented 12% in 2021 compared to 9% in 2019.

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Q29: Do you operate a home-based business? *(Single response)*

Home based business? n=601

5.8%

94.2%

■ Yes ■ No
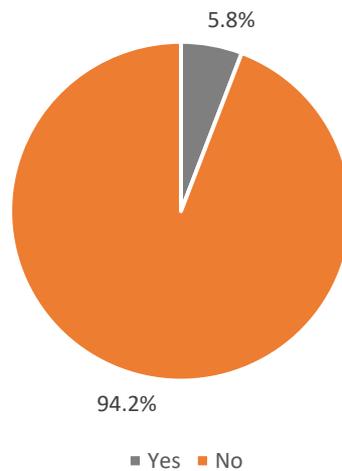
5.8% of all respondents (35 people) said they operated a home-based business slightly less than 8% of the sample in 2019 (32 people).

Q30: Which of these groups best describes your household? *(Single response)*

Household structure of sample n=601

12.3%	8.2%	8.2%	13.6%	12.1%	45.6%
Single person: people under 40 living along or sharing accommodation	Young couple: married or living together with no children in the home	Young family: couple or single parent with most children under 6 years	Middle family: couple or single parent with most children aged from 6 to 15 years	Mature family: couple or single parent with most children aged over 15 years and 1+ at home	Mature couple or single: In middle/late age group no children at home

The highest household structure was mature couples or singles which represented 45.6% of the total sample in 2021 compared to 42% in 2019. Middle families with children aged over 15 years represented 12.1% of the sample compared to 19% in 2019), middle families with children aged 6-15 years represented 13.6% in 2021 compared to 12% in 2019. Young families were 8.2% in 2021 compared to 7% in 2019, young couples were 8.2% in 2021 compared to 7% in 2019 and single people were 12.3% in 2021 compared to 13% in 2019.

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Q31: What cultural group do you consider you belong to? *(Single response)*

Cultural background of sample n-601

■ Australian / no particular group   ■ Aboriginal / Torres Strait Islander   ■ Other
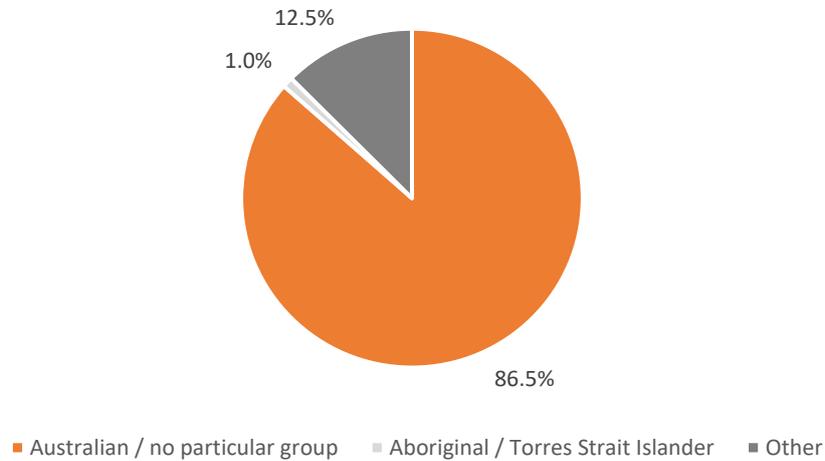
12.5% of all respondents identified with an ethnic or cultural group other than Australian (compared to 15% in 2019). 1% identified as Aboriginal or Torres Strait Islander.

	2013	2017	2019	2021
European	7%	5%	6%	4%
Indian subcontinent	6%	5%	4%	2%
Chinese	2%	2%	2%	2%
Other Asian	4%	2%	2%	2%
British Isles	5%	2%	1%	1%
Americas	-	-	1%	1%
Other	1%	1%	-	1%
African	2%	1%	-	-

Other responses included:
- Italian (14 comments)
- Chinese (11 comments)
- Indian (8 comments)
- Asian (7 comments)
- Colombian (4 comments)
- English (4 comments)
- Iranian (4 comments)
- International (3 comments)
- International students (3 comments)
- Argentinean (2 comments)
- British (2 comments)
- European (2 comments)
- Greek (2 comments)
- Latin American

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- Hungarian
- Nepalese
- Polish
- Russian
- Spanish-German/European
- Swiss
- Vietnamese

Q32: What suburb (clustered into Wards) do you live in? *(Single response)*

Sample by Ward n=601
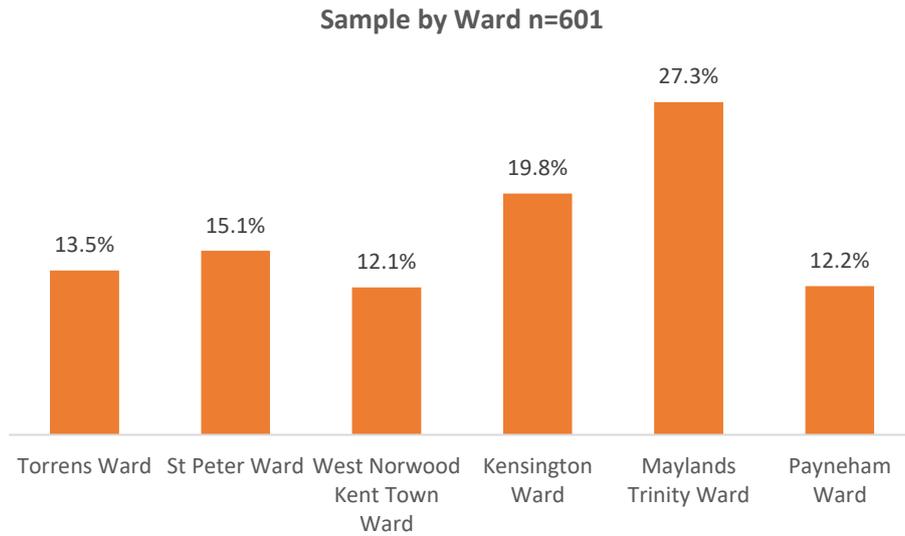
Maylands Trinity Ward had the highest representation at 27.3% compared to 27% in 2019. Kensington Ward was the second highest at 19.8% of the total sample compared to 12% in the 2019 survey. St Peter Ward was 15.1% compared to 13% in 2019, Torrens Ward 13.5% compared to 17% in 2019, Payneham Ward was 12.2% compared to 13% in 2019 and West Norwood Kent Town Ward was 12.1% compared to 17% in 2019.

The following is a breakdown by suburbs clustered into their relevant wards.

Torrens	13.4%
Felixstow	4.3%
Marden	4.8%
Royston Park	4.3%

St Peters	15.1%
Joslin	3.3%
St Peters	8.5%
College Park	2.3%
Hackney	1.0%

West Norwood Kent Town	12.1%
Norwood (West of Edward)	8.8%
Kent Town	3.3%

Kensington	19.8%
Norwood (East)	14.0%
Kensington	3.5%
Marryatville	1.5%
Heathpool	0.8%

Maylands Trinity	27.4%
Trinity Gardens	1.3%
St Morris	1.7%
Firle	7.0%
Payneham South (Coorara/Divett)	0.7%
Evandale	4.7%
Maylands	6.7%
Stepney	5.3%

Payneham	12.2%
Glynde	1.0%
Payneham	8.7%
Payneham South	2.5%

Q33:   How long have you lived within the City of Norwood Payneham & St Peters? *(Single response)*

Length living in the area n=601

More than 30 years	15.9%
26-30 years	7.3%
21-25 years	7.2%
16-20 years	12.0%
11-15 years	9.8%
6-10 years	11.6%
1-5 years	27.0%
Less than a year	9.2%
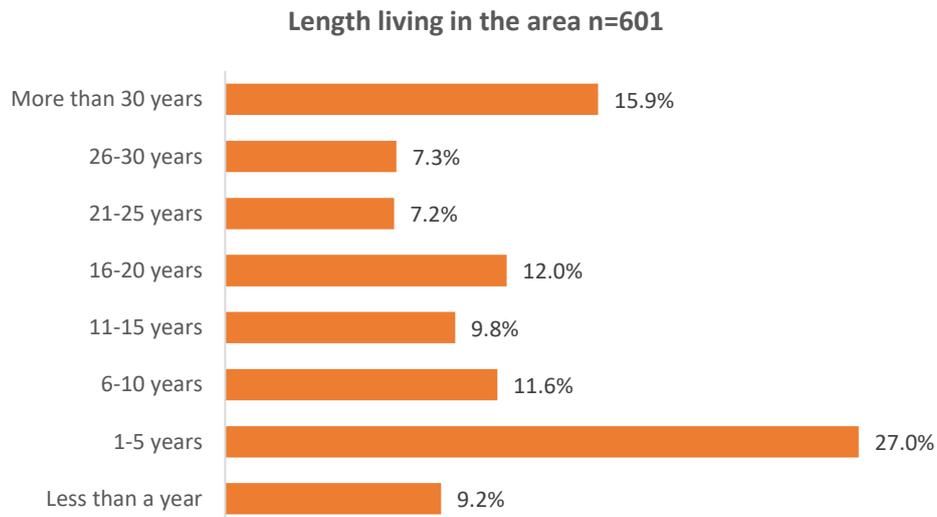
9% of all respondents have lived in the Council area for less than a year (11% in 2019), 27% for 1-5 years (23% in 2019), 11.6% for 6-10 years (16% in 2019), 9.8% for 11-15 years (9% in 2019), 12% for 16-20 years (13% in 2019), 7.2% for 21-25 years (7% in 2019), 7.3% for 26-30 years (7% in 2019) and 15.9% for more than 30 years (14% in 2019).

7. Recommendations

Focus areas

Despite some issues with the gathering of the data, the final reports are very rich in insights to assist Council to make strategic and operational decisions. We have produced a residential document and a separate business document and have provided the statistics which will enable each of your departments to look further into the findings. It is possible for topics such as environmental sustainability to drill down to gender, age, profession and location to determine who is or is not more likely to rate Council's efforts highly in this or any other area. This could be very useful for future communications.

Priorities for council

Resident	Business
Improving infrastructure	Car parking
Preserving heritage buildings and character areas	Improving infrastructure
Environmental sustainability	Environmental sustainability
Preserving and planting trees	

Improvement in and subsequent communication about the following activities will potentially affect future satisfaction scores and will have the greatest impact on overall satisfaction according to the regression analysis.

- The weekly collection of household waste
- The presentation and cleanliness of the Council area
- Managing street trees
- Promoting and attracting special events
- Promoting and supporting business precincts
- Keeping the community informed about current issues
- Environmental sustainability

Staff and Elected Member positive responsiveness to resident queries also has a surprisingly high impact on satisfaction so KPIs should be enforced for positiveness toward a query and resolution.

The survey approach

As has been reported in previous surveys, the questionnaire was very lengthy and took an average of 21 minutes to complete and there was considerable feedback from residents that it was too long. There were a number of new and additional questions this year that added to the length of the survey. Toward the end of the surveying period, we needed to incentivise residents with a CIBO coffee voucher to encourage them to complete the survey and this was much appreciated.

We did want to highlight that the community generally (residents and businesses) were experiencing significant survey fatigue at the time of our fieldwork particularly with a high number of surveys coming out of the State government.

We do believe that the survey should be shortened and streamlined for the next round in two years' time and more time be allocated to allow for obtaining permission by centre management at shopping centres such as the Avenues and Firle.

8.   Questionnaire

City of Norwood Payneham & St Peters October 2021 (Resident)

Intuito is conducting a survey amongst residents of the City of Norwood Payneham & St Peters on behalf of the Council.

The Council values your opinions, and these will be used to improve the services delivered to you by your Council. The survey should take about 10-15 minutes.

We're offering a chance to win one of two $100 vouchers, given randomly to one person who has completed the survey. If you would like to go into the running to win one of the vouchers, please fill in your details at the end of the survey. Please note that your details will not be used for any other purpose.

We hope you enjoy completing this survey and thank you for your time!

Please note your responses will be 100% anonymous and confidential. Intuito Market Research abides by The Research Society's Privacy Code for Market and Social Research. All data gathered will be treated with the strictest confidentiality and will only be used for research purposes. Intuito is a member of The Research Society and works to the highest privacy standards.

Q1:   Do you live in the City of Norwood Payneham & St Peters? *(Single response)*
- o   Yes
- o   No (thank and terminate)

Q2:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the waste and recycling services provided by the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Weekly collection of household waste
- Fortnightly collection of recyclables
- Fortnightly collection of green organics
- Hard waste collection
- Electronic waste drop-off days
- Overall satisfaction

Q3:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the infrastructure assets in the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Providing and maintaining roads
- Providing and maintaining footpaths
- Availability of car parking within the Council area
- Provision and maintenance of parks, recreational areas and open spaces
- The presentation and cleanliness of the Council area
- The provision and maintenance of cycling pathways / routes
- Overall satisfaction

Q4:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the environmental management performance of the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Protecting native flora and fauna
- Enhancing the natural environment
- Managing street trees
- Undertaking environmental initiatives
- Responding to climate change
- Water management and use
- Managing watercourses
- Overall satisfaction

Q5:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction with the following Council & community services provided by the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Library services
- Recreational & sporting facilities
- Swimming pools
- Public and environmental health services*
- Childcare services
- Youth programs
- Services and programs for older residents
- Cultural heritage programs
- Arts and cultural initiatives
- Community halls and centres
- Customer service centre
- Overall satisfaction

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Immunisation, food inspection and food handling requirements, inspections of hairdressers, tattooists for compliance with hygiene standards; noise and nuisance complaints; storm water and pollution complaints.

Q6:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate the performance of the City of Norwood Payneham & St Peters in the area of economic development.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Promoting and supporting tourism
- Promoting and attracting special events
- Attracting and supporting businesses
- Promoting and supporting business precincts (e.g. Glynde, Magill Road, The Parade, etc.)
- Assessment of development applications
- Overall satisfaction

Q7:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your quality of life in the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Feeling safe in the daytime
- Feeling safe at night
- The ability to become involved in community life and activities
- Level of community spirit
- Access to services and facilities
- Range of housing options
- Access to public open space
- The nature of new development within the council area
- Protection of heritage buildings and character areas
- Amenity of our major commercial and retail areas
- Overall satisfaction

Q8:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your level of satisfaction in relation to the leadership of the City of Norwood Payneham & St Peters.

Very dissatisfied				Very satisfied	Don't know
1	2	3	4	5	

- Council financial management
- Keeping the community informed about current issues
- Providing leadership in the local community
- Performance of Elected Members (Mayor, Councillors)
- Environmental sustainability

- Overall satisfaction

Q9: Does anyone in your household use the following services or facilities? If not, what are the barriers? *(Matrix, multiple choice)*
- ☐ Community halls and centres
- ☐ Built heritage services/advice
- ☐ Bicycle pathways
- ☐ Parks and playgrounds
- ☐ Library services
- ☐ Youth programs
- ☐ Services and programs for older residents
- ☐ Sporting facilities
- ☐ Swimming pools
- ☐ Bus stops
- ☐ Cultural or entertainment facilities

Options:
- Yes
- No, due to awareness
- No, due to cost
- No, due to transport / access
- No, due to timing / location
- I have no need for this service

Q10: Are there any other reasons you don't use these services or facilities?

Q11: On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please rate your level of agreement with the following statements.

Strongly Disagree				Strongly Agree	Don't know
1	2	3	4	5	

- The council provides sufficient opportunities for community engagement
- I believe that cultural diversity is a positive influence in the community
- The mix of businesses in the business precincts contributes to the prosperity of the area
- I feel part of my local community
- I am satisfied with the character of my local area
- There is good communication between businesses and residents

Q12:   On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please rate your agreement with this statement: I am happy with the balance between Council rates and the services and standard of infrastructure provided. *(This question has been separated from the previous question to allow us to apply logic to the answers and find out why those who rated it low, did so)*
   o   1 - Strongly disagree (Go to Q12)
   o   2 (Go to Q12)
   o   3 (Go to Q13)
   o   4 (Go to Q13)
   o   5 - Strongly agree (Go to Q13)
   o   Don't know (Go to Q13)

Q13:   Which of the following would you prefer? *(Single response)*
   o   Council should keep rates as low as possible
   o   Maintaining the quality of services and the standard of infrastructure is more important than keeping the rates low
   o   Don't know
   o   Other (please specify) _____

Q14:   On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with the City of Norwood Payneham & St Peters.

Very dissatisfied   Very satisfied   Don't know
1   2   3   4   5

Q15:   Have you attended any of the following Council-run events in the last 3 years? Note that these events aren't necessarily current or ongoing. *(Multiple response)*
   ☐   Fashion on the Parade (fashion parade)
   ☐   Australia Day and Citizenship Ceremony
   ☐   Melodies in the Park
   ☐   Jazz in the Park
   ☐   Youth arts & events (canvas, poolside)
   ☐   Cultural heritage events (such as history week)
   ☐   Food Secrets of Glynde bus tour
   ☐   Zest for Life festival
   ☐   Norwood Christmas pageant
   ☐   Twilight Carols and Christmas market
   ☐   St Peters fair
   ☐   Taste Glynde
   ☐   Norwood on tour race (Tour Down Under)
   ☐   Norwood tour street party (Tour Down Under)
   ☐   Symphony in the Park
   ☐   None of these

Q16:   How often do you participate in the following? *(Single response, this will be displayed in a matrix, with participants asked to rate each activity (e.g. volunteer activity) on a scale of daily to about once a year, with never and don't know / not sure as options)*

- o   Daily
- o   Several times a week
- o   2-4 times a month
- o   Once a month
- o   Every three to six months
- o   About once a year or less
- o   Never
- o   Don't know / not sure

Rate the following:

- Volunteer activity
- Informal volunteering (e.g. non-paid work helping neighbours)
- Physical exercise activity
- Learning activity (such as online studies, adult education, etc.)
- Shopping in the council area
- Using parks and reserves in the council area
- Arts and cultural activities in the council area

Q17:   When was the last time you had any dealings with Council staff? *(Single response)*

- o   Within the last week (Go to Q17)
- o   Within the last month (Go to Q17)
- o   Within the last three months (Go to Q17)
- o   Within the last six months (Go to Q17)
- o   Within the last year (Go to Q17)
- o   Within the last two years (Go to Q17)
- o   Within the last five years (Go to Q17)
- o   More than five years ago (Go to Q17)
- o   Can't recall (Go to Q17)
- o   Never (Go to Q18)

Q18:   And how satisfied were you with the responsiveness of the staff member?

Very dissatisfied				Very satisfied	Don't know/NA
1	2	3	4	5	

- Speed of response
- Reacted positively
- Resolution of issue
- Overall satisfaction

Q19:   When was the last time you had any dealings with any of the Elected Members (Mayor and Councillors)? *(Single response)*
- o   Within the last week (Go to Q19)
- o   Within the last month (Go to Q19)
- o   Within the last three months (Go to Q19)
- o   Within the last six months (Go to Q19)
- o   Within the last year (Go to Q19)
- o   Within the last two years (Go to Q19)
- o   Within the last five years (Go to Q19)
- o   More than five years ago (Go to Q19)
- o   Can't recall (Go to Q19)
- o   Never (Go to Q20)

Q20:   And how satisfied were you with the responsiveness of the Elected Member?

Very dissatisfied				Very satisfied	Don't know/NA
1	2	3	4	5	

- •   Speed of response
- •   Reacted positively
- •   Resolution of issue
- •   Overall satisfaction

Q21:   How would you prefer to receive information about the council's services and activities? *(Multiple response)*
- ☐   At community events
- ☐   Council's website
- ☐   Precinct website (e.g. Magill Road, The Parade)
- ☐   Social media pages
- ☐   LookEast publication (Council newsletter published 6 monthly)
- ☐   Other Council publications / fliers / mailouts / fridge magnets
- ☐   YourNPSP e-Newsletter
- ☐   Council Libraries / Library noticeboards
- ☐   Contact with Council staff (at customer service centre, phone calls, etc.)
- ☐   Word of mouth (friend / family / colleagues)
- ☐   Adelaide East Herald
- ☐   Do not find out information about the council's services and activities
- ☐   Other (please specify) _____

Q22:   If you were to participate in a Council engagement session on a project (e.g. community workshop, information night, etc.) which of the following days and times would best suit you? *(Multiple response)*
- ☐   Times - morning (between 9 am to 12 pm)
- ☐   Times - afternoon (between 12 pm and 4 pm)
- ☐   Times - evening (between 7 pm and 9 pm)
- ☐   Days - Weekdays

☐ Days - Weekends
☐ None of the above – I do not want to participate
☐ All the above / no preference

Q23: In your opinion, what are the three major issues that Council should be addressing in the next three years? Please rank the below issues in order of importance. *(First, second and third)*
- Preserving heritage buildings and character areas
- Preserving and planting trees
- Issues with street trees (roots, leaf litter)
- Preserving / increasing areas of open space
- Environmental sustainability
- Waste management / recycling / reduction
- Improving infrastructure (roads, footpaths, drains etc)
- Improving access to information from Council
- Access to support services
- Urban design / planning issues
- Car parking
- Community health and wellbeing

Q24: On a scale of 1 to 5, where 1 is not very effective and 5 is very effective, how effective do you think the following Council responses to the COVID-19 pandemic were.

Not at all effective   Extremely effective   Don't know
1   2   3   4   5
- Increased cleaning in public spaces
- Business support
- Frozen Council rates
- Relaxed parking controls
- JP services open throughout
- Public messaging
- None of these
- Other (please specify) _____

Q25: If you had one suggestion or comment for the Council as to how it could improve its service delivery, what would it be? *(Open ended)*

Demographics

Q26: What is your gender *(Single response)*
o Male

- o Female
- o Other

Q27: In which of these age groups do you fall? *(Single response)*
- o 18-24
- o 25-30
- o 31-39
- o 40-54
- o 55-64
- o 65-74
- o 75+

Q28: Are you in paid employment irrespective of full or part time work? (If yes, what is your occupation? If no, how would you describe what you do?) *(Single response)*
- o Professional / executive / manager (Go to Q28)
- o White collar (office workers, retail assistant, nurse, teacher, etc.) (Go to Q28)
- o Blue collar (trades, manufacturing, agriculture, etc.) (Go to Q28)
- o Home duties (Go to Q29)
- o Retired (Go to Q29)
- o Other (unemployed, student, carer) (Go to Q29)

Q29: Do you operate a home-based business? *(Single response)*
- o Yes
- o No

Q30: Which of these groups best describes your household? *(Single response)*
- o Single person: people under 40 living alone or sharing accommodation
- o Young couple: married or living together with no children in the home
- o Young family: couple or single parent with most children under 6
- o Middle family: couple or single parent with most children aged from 6-15 years
- o Mature family: couple or single parent with most children aged over 15 and 1+ at home
- o Mature couple or single in middle / late age group – no children at home

Q31: What cultural group do you consider you belong to? *(Single response)*
- o Australian / no particular group
- o Aboriginal / Torres Strait Islander
- o Other (please specify)

Q32: What suburb do you live in? *(Single response)*
Torrens Ward

- o Felixstow
- o Marden
- o Royston Park

St Peters Ward
- o Joslin
- o St Peters
- o College Park
- o Hackney

West Norwood Kent Town Ward
- o Norwood (West of Edward)
- o Kent Town

Kensington Ward
- o Norwood (East)
- o Kensington
- o Marryatville
- o Heathpool

Maylands Trinity Ward
- o Trinity Gardens
- o St Morris
- o Firle
- o Payneham South (Coorara / Divett)
- o Evandale
- o Maylands
- o Stepney

Payneham Ward
- o Glynde
- o Payneham
- o Payneham South

Q33:   How long have you lived within the City of Norwood Payneham & St Peters? *(Single response)*
- o Less than a year
- o 1-5 years
- o 6-10 years
- o 11-15 years
- o 16-20 years
- o 21-25 years
- o 26-30 years
- o More than 30 years