



CITY OF HOLDFAST BAY  
COMMUNITY ENGAGEMENT 2017  
RESIDENTS QUALITY OF LIFE SURVEY  
FINAL REPORT  
DATED 11 JANUARY 2018  
PREPARED BY INTUITO PTY LTD

intuito  
market research

## CONTENTS

1. Introduction	3
2. The brief and situation analysis	4
3. Market research objectives	5
4. Methodology	6
5. Executive summary	7
6. Key findings	12
Part 1 - Quality of Life	12
Safety	12
Social	13
Quality of Life	14
City of Holdfast Bay as a place to live	16
Likelihood of recommending	17
Overall satisfaction	19
Part 2 – Service Satisfaction	20
Building a Strong Community	20
Creating a Sustainable Environment	23
Delivering Economic Prosperity	24
Place making	26
Satisfaction with two Jetty Roads	27
Satisfaction with design of new development	29
City Management	31
Satisfaction with overall quality of service provided by Council	33
Aspects for Council to focus on	33
Other feedback for Council	35
7. Demographics	38
8. Tabulations	44
9. Questionnaire	119



## 1. INTRODUCTION

Intuito is pleased to provide this final report to the City of Holdfast Bay for market research amongst the community entitled Quality of Life. There were no issues with the interviewing (other than the Council requesting that we not contact a very small number of people). We conducted the telephone surveys within the allocated time between the 13<sup>th</sup> November and 15<sup>th</sup> December. All interviews were conducted over the telephone.

We had no complaints this year from any resident and were not made aware of any complaints made directly to Council.





## 2. THE BRIEF AND SITUATION ANALYSIS

### *Background to the brief*

The City of Holdfast Bay has conducted an annual survey of residents entitled 'Quality of Life' for the past 7 years although there was a small gap between the 2014 survey and the 2015 survey. Its primary purpose is to measure the quality and level of satisfaction with Council's services and to provide community input into Council's Annual Business Plan and budget process. Methodology for the survey changed in 2014 because previous surveys were disappointing because of small sample sizes and sample skews to the older demographic which were not reflective of the diversity and evolution of residents living in the City of Holdfast Bay but it has not changed since 2014 (4 consecutive survey periods).

There are two clear parts to the survey. Part 1 is about quality of life and Part 2 is about service satisfaction. There are five strategic key result areas that relate to service and program delivery that work towards delivering the 2030 Strategic Plan and these include a healthy, creative, connected **community**; a diverse and resilient local **economy**; a community connected to your natural **environment**, an accessible, **place making** and **culture** and city management. Throughout the survey, and where applicable, we have applied Net Promoter Score calculations to give you a better understanding of how highly or otherwise residents are likely to promote various aspects of living in the area. We have applied a traffic light system to the scores with minus scores attracting a red light, positive scores between 1 and 50 attracting an amber light and anything over 50 a green light.

### *Project Scope*

The 2017 research project should measure residents' level of satisfaction with and perception of the quality of services that the Council delivers. The key deliverables include:

- Develop and conduct Community Survey to achieve Council's objectives.
- Refine the survey questionnaire for the Community applicable to recent developments within the Council area.
- Conduct a survey, achieving a minimum of 400 ratepayer respondents ensuring the sample is balanced to reflect the community profile.
- Collate all data and provide a quantitative report on the findings to Council.
- Manage any complaints received during the delivery of the survey and report same to Council along with actions taken to rectify issues.
- Present an overview of the report to the Senior Leadership Team and to Elected Members.



### 3. MARKET RESEARCH OBJECTIVES

The overarching objective of this market research is to gauge ratepayers' perceptions of their neighbourhood and Council area as a community and place to live, gauge awareness of Council's services, perceptions of and levels of satisfaction of these services and to seek community ideas on how the area and Council services may be developed and be improved into the future.

Specific objectives for this survey include:

- To ascertain the community's feelings about the quality of life in the City, enabling Council to capitalise on those unique elements of the local area that enhance people's feelings of well-being, and identify issues where Council may have an impact.
- To seek community ideas on how the area and Council services may be developed and be improved in to the future.
- To seek community opinion on Council strategic, financial, and asset objectives and principles.
- To understand the community's satisfaction with Council service delivery.
- To assess how likely people are to recommend living in the area to family and friends (Net Promoter Score).

Deliverables:

- Survey a sample size of 400 with the following quotas:
  - Suburb quotas with approximately 20% from each of Glenelg, Somerton, Hove, Brighton, Seacliff/Kingston Park.
  - Age quotas in the following age brackets:

Age	Quota Target	Achieved
18-24 years	9%	6%
25-30 years	8%	5%
31-39 years	12%	14%
40-54 years	26%	24%
55-64 years	18%	23%
65+ years	27%	28%
Suburb	Quota Target	Achieved
Glenelg	20%	20%
Brighton	20%	20%
Somerton Park	20%	20%
Hove	20%	21%
Seacliff/Kingston Park	20%	19%



## 4. METHODOLOGY

As the City of Holdfast Bay Council did not have sufficient ratepayer records with telephone numbers appended, Intuito used a database of property owners. The Council wrote to 3000 residents advising that they may be contacted regarding a forthcoming survey. This database of addresses was cross referenced where possible with the Intuito database. Following receipt of the letter from Council, three residents specifically requested to be interviewed and three asked that they (or their aged parents) not be included.

All interviews were conducted by telephone during the period 13<sup>th</sup> November – 15th December 2017 with responses entered directly into the survey table application.

The final survey comprised 49 questions which were selected from the previous study and supplemented with several new questions. Interview length was an average of 15 minutes. The 49<sup>th</sup> question is designed to facilitate feedback from residents. The question is not mandatory but provides residents with the opportunity to express any views they may feel strongly about that are outside of the survey scope.

400 surveys were completed against a quota of a representative sample from each of the main suburbs in the City of Holdfast Bay and age groups from 18 years onwards.



## 5. EXECUTIVE SUMMARY

The following chart compares the various measurement attributes (that are comparable and have been asked roughly the same over the past 4 years) and indicates where there has been a  $\pm 3\%$  shift up or down. Pleasingly, all measurements have remained in minimum scores of six out of ten with most scoring 7 or 8 which should be regarded as very good. Improvements this year include ratings for plenty of lighting (safety), all social aspects, most community aspects, all environment aspects, both economic aspects and most of the place making aspects. There were however a number of minus scores in this survey and these include safety in the neighbourhood, all three quality of life measurements, library services and programs, providing and maintaining footpaths, and satisfaction with the overall quality of service provided by Council.

Council should be very proud that 24 out of a total of 35 measurements have improved. A further six were on par with the previous study and one was a new question. Therefore there are only four significant declines.

### Safety

	2014	2015	2016	2017	Shift
I feel safe in my neighbourhood		8.0	8.5	8.3	=
Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	8.3	7.7	8.3	8.3	=
There is plenty of lighting along paths and in parks in the City of Holdfast Bay	6.95	6.7	7.3	7.5	+

### Social

	2014	2015	2016	2017	Shift
I am able to get to places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.)			8.4	8.5	+
The City of Holdfast Bay provides programs that foster social interaction and community wellbeing	7.5	7.0	7.7	8.0	+

### Quality of Life

	2014	2015	2016	2017	Shift
Overall, how would you rate the City of Holdfast Bay area as a place to live?	8.7	8.3	9.2	8.5	-
How likely is it that you would recommend the City of Holdfast Bay as a place to live to others?			9.2	8.3	-
Overall how satisfied are you with living in the City of Holdfast Bay	8.7	8.4	9.1	8.6	-



**Community**

	2014	2015	2016	2017	Shift
Providing and maintaining sporting facilities	7.9	7.6	8.0	8.25	+
Providing and maintaining open space and reserves			7.8	8.3	+
Providing and maintaining playgrounds			7.9	8.45	+
Providing library services and programs	8.9	8.1	8.7	8.5	=
Providing and maintaining community centres and programs				7.9	
Providing services and programs for older people and people living with disability	8.3	7.6	7.6	7.6	=
Providing services and programs for young people aged 14-24 years	7.4	7.3	7.1	8.3	+
Providing services and programs for families with young children	7.4	7.3	7.5	8.6	+
Providing services and programs that encourage a healthy and active lifestyle	8.0	7.7	8.1	8.6	+
Providing services and programs for those from a variety of ethnic and multicultural backgrounds	5.3	6.1	6.9	7.3	+

**Environment**

	2014	2015	2016	2017	Shift
The management of storm water drainage	6.65	7.0	6.6	7.3	+
Maintaining beaches and coastal areas	7.8	7.4	7.6	8.35	+
Protecting native vegetation, and natural environment	6.9	7.1	7.4	8.1	+
Providing adequate waste management services	8.3	7.3	7.5	8.1	+
Planting and maintaining street trees			6.8	7.75	+

**Economy**

	2014	2015	2016	2017	Shift
Supporting and promoting tourism and events	7.4	6.6	8.0	8.5	+
Range of businesses/services and local conveniences in the area			8.2	8.6	+





**Place making**

	2014	2015	2016	2017	Shift
Providing and maintaining roads and kerbing	6.7	6.9	7.0	7.35	+
Providing and maintaining footpaths	5.7	6.35	6.8	6.7	=
Providing and maintaining cycle networks	7.6	7.2	7.9	8.2	+
Providing and maintaining public toilets	6.5	6.1	6.7	7.25	+
Satisfaction with the two major main streets – Jetty Road Glenelg, Jetty Road Brighton			7.5	8.0	+
Satisfaction with design of new development in the area			6.4	7.1	+

**Culture/City Management**

	2014	2015	2016	2017	Shift
How strongly do you agree that Council provides good financial management and value for your rate dollar?		6.4	6.7	7.35	+
How satisfied are you with the distribution of information and consultation with the community?			7.0	7.6	+
How would you rate your overall satisfaction with the performance of Council?	7.5	7.2	7.1	7.1	=
How would you rate your satisfaction with the overall quality of service provided by Council?	7.5	7.9	8.0	7.2	-

**Aspects most valued about living in the area**

The things people value most about living in the City of Holdfast Bay were very consistent with the key aspects being the beach/foreshore, close to shops (including Marion), community, close to everything, close to transport, great cafes/restaurants, the lifestyle, a great area to live and amenities and services. These aspects have not altered over the course of the surveys we have conducted but have shifted in terms of prevalence of response amongst residents.

**Rating, recommendation and satisfaction with living in the area**

We asked people how they would rate the area as a place to live and have already indicated a high score of 8.5 although disappointingly this is down from 9.2 in the last survey but is consistent with previous surveys in 2015 and 2014. We applied a Net Promoter Score to this rating and it is a competent +47.5 down from a very impressive +77 out of 100 in the last survey. Residents' likelihood to recommend as a place to live to others also declined to 8.3 from a previous score of 9.2 which equates to a Net Promoter Score of +47.5 (down from +75) out of 100. The key reasons why they would recommend the area are the beach/foreshore (although this has seen a substantial decline in mention over the past surveys), great area/atmosphere/beautiful/quiet, lifestyle, close to everything and community as the main reasons. The stand out reason this year compared to others was the strength of 'great area/atmosphere/quiet/beautiful' and this was at the expense of beach/foreshore as the key aspect. Overall satisfaction rated well at 8.6 but well below the last survey at 9.1 out of 10 and the Net Promoter Score is +50.4 well done on +73 out of 100 for the last survey. The decline in these aspects belies the rest of the ratings which is very interesting in this survey and may be influenced by sample variances between surveys.



### *Which types of businesses/services would residents like more of in the area*

Those people who scored range of businesses/services in the area poorly (0-6 out of 10) were asked which types of businesses, services or local conveniences they would like to see more of in the area. There were only 17 residents who were critical (3% of the total sample) and their suggestions were better and more varied retail (some calling for more male clothing shops, a hardware store and better retail overall), and better and more variety in restaurants/cafes.

### *Satisfaction with the two major main streets*

The average rating for both Jetty Road Glenelg and Brighton has improved this survey from 7.5 out of 10 last survey to 8 out of 10 this survey. This translates into a better Net Promoter Score of +19.8 compared to only +4.5 in the last survey.

Those who rated it 6 or less did so for a variety of reasons with the most prevalent being traffic/parking/busy streets. The less common reasons included retail offering being poor; and the look of Jetty Road Glenelg being tired. There were some positives regarding the appeal of Brighton.

Those who rated it 7 or above did so in the negative because of parking issues, traffic management/dangerous cars and trams, Jetty Road Glenelg needing to be improved, too busy in Glenelg, and better shopping and dining options needed. The positives however outweighed the negatives by 50% with many applauding the excellent shopping, good choice of eateries, Brighton being good, the atmosphere/vibe/community feel, everything is available locally, both streets are good and a good place to meet family and friends.

### *Satisfaction with design of new development in the area*

Residents were asked to rate their satisfaction with design of new development and the average score was greatly improved on the last survey from 6.35 to the current rating of 7.1. The Net Promoter Score picture still looks a little grim with a score of -9, but much improved on last survey's -33. This still means that more people rated it 6 and under than rated it highly at 9 or 10.

Those who rated it 7 or above were more likely to talk positively (151 comments) versus negatively (69 comments). The positives include development is good, don't go overboard though, and like specific aspects. The negatives included not suitable for the area, parking and traffic, small block sizes and housing, and don't over develop.

Those who rated it 6 or less were nearly all negative (74 comments) with the exception of 6 responses. The negative responses included loss of character/no character, loss of the past, old homes, parking, traffic and congestion, dislike too much high density, dislike the design of the new development, and don't make us look like the Gold Coast. The positives with all okay, area needs more development.

### *Satisfaction with the overall performance of Council*

The satisfaction average score given to performance of Council is 7.1 (the same as the previous survey) and the Net Promoter Score is -12.8 compared to -8 last survey indicating that more people rated Council poorly than excellently. Over the past 3 years the overall satisfaction rating has shown a slight downward trend from 7.5 in 2014 to 7.1 in 2017.

### *Satisfaction of overall quality of service provided by Council*

The rating given for satisfaction with the overall quality of service provided by Council declined this survey to 7.2 from 8 out of 10 last survey but the last survey only asked people who had dealt with Council to answer this question. The Net Promoter Score was -10.3 compared to +35 last survey which is probably the result of the survey forcing people to rate this question even though they may not have dealt with Council recently or ever. We believe residents may have opted to provide a 'neutral' rating of 5 out of 10 which would have impacted the total scores – this is proven to some degree by the high percentage of people who could not provide a reason for their score (21.5% of the total sample). Many residents found this question difficult to answer.



Residents were asked why they rated customer service the way they did. The majority gave positive responses stating that Council was doing a good job, they liked or were impressed with specific aspects or services provided such as maintaining the beaches, foreshore, parks, etc., or that staff were friendly, helpful or responsive.

The negative responses related to no action taken on issues that residents had identified such as trees needing pruning, draining, road sweeping, parking and traffic, poor performance such as taking too long and not doing a good job, poor or lack of communication/consultation, and predictably 'keep the rates down'.

#### *Aspects that Council should focus on over the next four years*

Three quarters of all residents interviewed offered a response with many multifaceted. The majority of responses (194) were related to place making (development, footpaths, pathways, roads, crossings, traffic/congestion, car parking, upgrading Jetty Roads, and developing or upgrading infrastructure). Environment was the second highest strategic pillar to win attention from 95 residents with most suggesting maintenance of beaches and coastal areas, waste management, planting for more gardens, green areas, etc., managing native vegetation and sand dunes, planning and maintaining street trees and managing storm water and drainage. The economy was the recipient of 40 comments particularly tourism and events and business and services. Community received 38 comments (maintenance of sporting facilities, beaches, playgrounds, and the provision of community centres and programs, and services for the elderly and disabled). City Management received 24 comments, Safety 16 and Social 3.

#### *Conclusions*

Despite a few measurements declining this survey, we still believe Council should be very pleased with the overall results. To realise improvements in 24 out of the total of 35 measurements is an exceptional result and realising relatively high scores in the 8s for many of the measurements is a credit to the organisation. We rarely see Net Promoter Scores over +50 so the results are good in this area as well. Council has a tough job satisfying a total Council area (macro) and balancing this against the individual resident needs and wants (micro) and we think this study proves you do this well. There is good evidence too that a number of areas of Council's strategic focus are gaining traction with residents seeing improvements and crediting them to your management.



## 6. KEY FINDINGS

### PART 1 – QUALITY OF LIFE

#### Safety

Please rate the following statements on a scale 0 to 10 where 0 = disagree and 10 = strongly agree.



#### Q1. I feel safe in my neighbourhood

Respondents were asked to provide a rating out of 10, with 0 being strongly disagree and 10 being strongly agree, to the statement 'I feel safe in my neighbourhood'. 398 people were able to provide a response to this question, resulting in an average score of 8.3 out of 10 (slightly down from 8.5 in 2016, up from 8 in 2015). 2 people were unable to provide an answer.

There were some differences in ratings by demographic with those rating this aspect higher aged under 30 years (8.8), professional/executive (8.6), and in other roles (8.6), living in young single (8.6), young couple (8.6) and mature family (8.6) households, with incomes of \$80,000-\$99,999pa (8.6), and come from Hove (9.1).

Those rating this aspect lower than the average were described as aged over 65 years (7.9), with incomes less than \$20,000pa (8.0), and come from Somerton (7.9) and Seacliff (7.5).

#### Q2. Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds

Respondents were asked to provide the same rating to the statement 'Parks and reserves are well laid out and allow me to keep an eye on my children/surrounds'. 345 respondents were able to provide a response to this question, resulting in an average score of 8.3 out of 10 (equal to 8.3 in 2016, up from 7.7 in 2015, equal to 8.3 in 2014). 55 respondents were unsure and did not provide a rating.

Looking at demographics, those more likely to rate this question above average were aged 25-30 years (8.8), professional/executive (8.6), with incomes \$80,000-\$99,999pa (8.9), living in Hove (9.4) and Kingston Park (8.8). Those rating this question below average were aged over 65 years (8.0), with incomes \$40,000-\$59,999pa (7.8), and come from Somerton (7.6) and Seacliff (7.8).

#### Q3. There is plenty of lighting along paths and in parks in the City of Holdfast Bay

Respondents were asked to provide the same rating to the statement 'There is plenty of lighting along paths and in parks in the City of Holdfast Bay'. 326 respondents were able to provide a response to this question, resulting in an



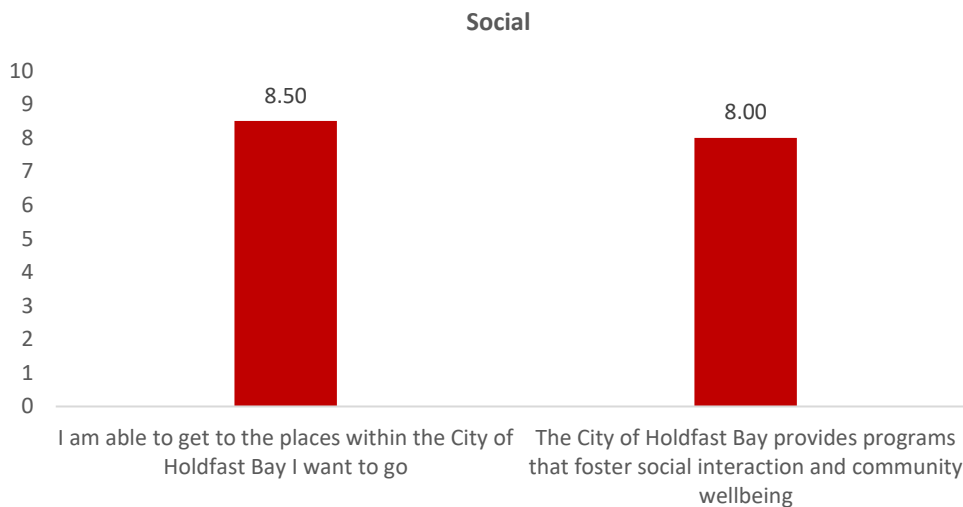


average score of 7.5 out of 10. 74 respondents were unsure and did not provide a rating. This year's result is slightly improved on that recorded in 2016 (7.3), up from 6.7 in 2015 and up from 6.95 in 2014).

Those more likely to rate this question above average were people aged under 30 years (18-24 years 8.7, 25-30 years 8.4), professional/executive (7.8), and in other employment (8.3), living in young single households (8.4), with incomes under \$20,000pa (7.9), \$80,000-\$99,999pa (7.9) and over \$150,000pa (8.0), come from Glenelg (7.8), Hove (8.6) and Seacliff (7.8).

Those more likely to rate this questions below average were described as over 65 years (7.0), retired (7.2), living in mature couple or single households (7.2), and come from Brighton (6.75), Kingston Park (6.7) and Somerton (7.0).

## Social



### ***Q4. I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space etc.)***

Respondents were asked to provide the same rating to the statement 'I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space etc.)'. 397 respondents were able to provide a response to this question, resulting in an average score of 8.5 out of 10, comparable with 8.4 recorded in 2016 (the first time asked). 3 respondents were unsure and did not provide a rating.

Those people more likely to rate this question above average are those people aged under 30 years (18-24 years 9.2, 25-30 years 9.1) and 55-64 years (8.8), professional/executive (8.9), undertaking home duties (8.9) and in other roles (9.1), living in young single (8.9), young couple (8.8), and mature family (8.8) households, with incomes \$80,000-\$99,999pa (9.0), and come from Hove (9.7) and Kingston Park (9.0).

Those people more likely to rate this question below average were aged over 65 years (8.0), in white collar (8.2) and blue collar (8.2) roles, with incomes less than \$20,000pa (8.0) and \$40,000-\$60,000pa (8.2), and come from Glenelg (8.2), Somerton (7.9), and Seacliff (8.2).

### ***Q5. The City of Holdfast Bay provides programs that foster social interaction and community wellbeing***

Respondents were asked to provide the same rating to the statement 'The City of Holdfast Bay provides programs that foster social interaction and community wellbeing'. 282 respondents were able to provide a response to this question, resulting in an average score of 8.0 out of 10. 118 respondents were unsure and did not provide a rating. This question was directly comparable to the 2016, 2015 and 2014 studies and scored 7.7, 7 and 7.5 respectively so once again there has been an improvement in the rating this year (and the number of people able to provide an answer this year – up from 249 people).



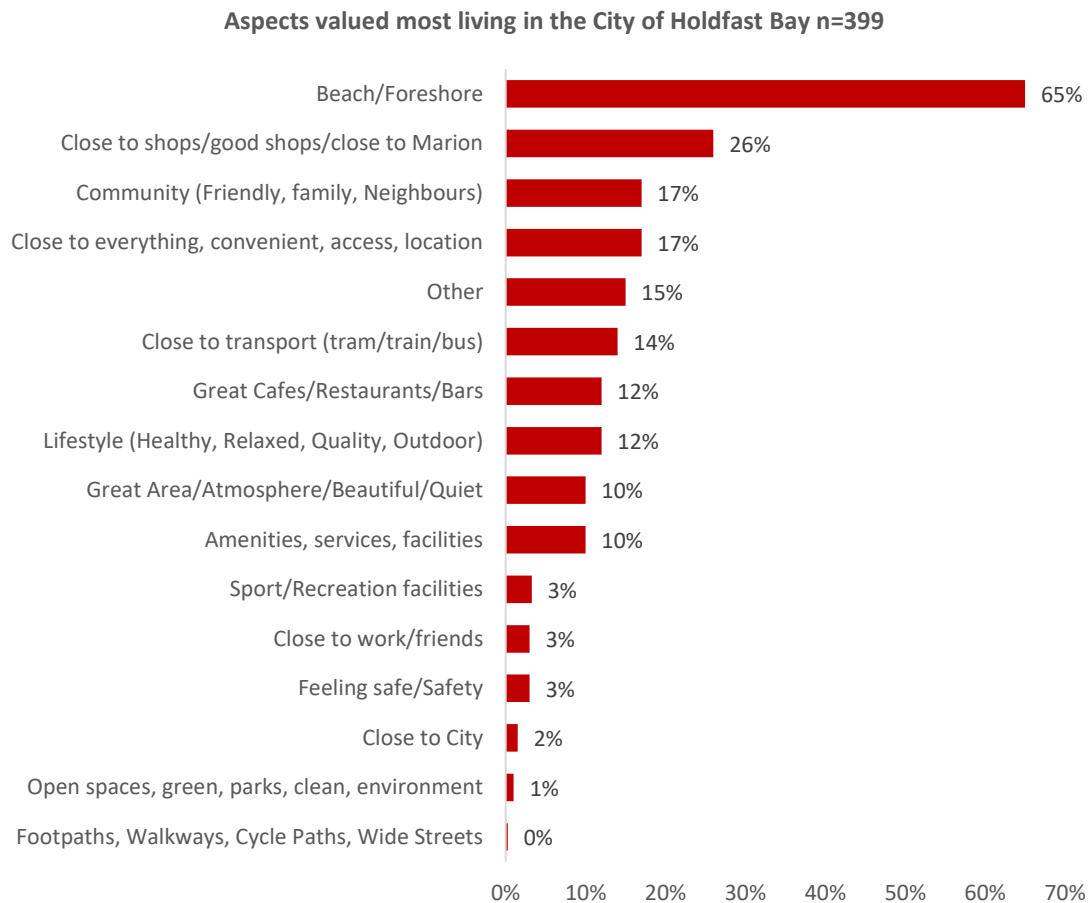
Those people more likely to rate this question above average are described as professional/executives (8.3), undertaking home duties (8.3), living in young family households (8.3), with incomes between \$60,000pa and \$99,999pa (\$60,000pa-\$79,999pa 8.4, \$80,000-\$99,999pa 8.6), and come from Hove (8.8).

Those more likely to rate this question below average are employed in white collar (7.6) and other roles (7.6), with incomes less than \$20,000pa (7.3) and over \$150,000pa (7.7), and come from Glenelg (7.5), Somerton (7.6) and Seacliff (7.6).

## Quality of Life

### Q6. What do you value most about living in the City of Holdfast Bay?

The majority of respondents (399) were able to provide a response to this open ended question. Responses were post-coded for analysis. Interestingly there was some growth in response on previous surveys in the areas of being close to good shops/shopping and close to Marion, along with community such as living in a friendly area being close to family and having good neighbours and having great cafes, restaurants and bars.



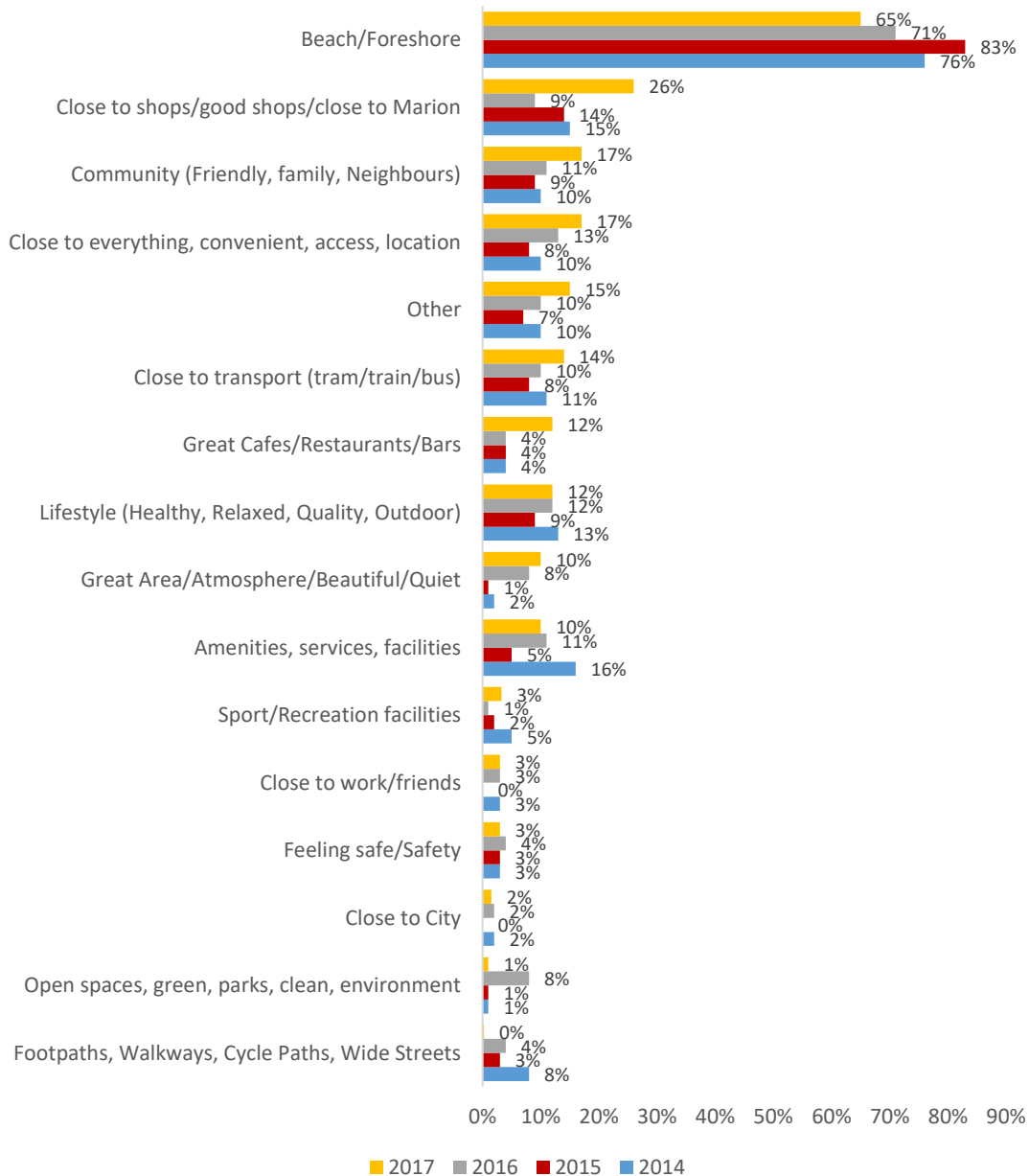
Once again being close to the beach is the most dominant of all responses (65%). Convenience is highly valued with factors such as being close to shops and having good shops and being close to Marion (26%), being close to everything, accessibility and location (17%), being close to transport (14%), access to amenities, services and facilities (10%), being close to work and friends (3%) and close to the City (2%). Community factors play a major role in respondent's value equations with friendliness, family and neighbours (17%), the lifestyle being healthy, relaxed and outdoors (12%), feeling safe (3%). The atmosphere is important for 10% who claim great area, atmosphere, beautiful and quiet and a further 1% who mention the open spaces, green, parks and clean environment. Having great cafes, restaurants and bars was valued by 12%. Less than 1% mentioned footpaths, walkways, cycle paths, wide streets.



Other responses included (and in some cases rounded out the category responses) being close to good schools (3 responses), the night life (2 responses), being able to exercise, St Jude's Players, yacht clubs (2 responses), events such as NYE and Sculptures by the sea, pet friendly and good for walking dogs, low crime rate, the weather, don't need to go to the City for doctors or hospitals, Jetty Road Brighton (3 responses), good mix of age groups and social groups, sentimental, close to McLaren Vale, easy parking, cosmopolitan, close to university, coastal views, near Glenelg, good waste removal and volunteer program, unique area, lots of history, and several people who have lived here for years and just love it.

The following chart compares the outcome from previous surveys 2014 – 2017.

Aspects valued most living in the City of Holdfast Bay - comparison 2014-2017



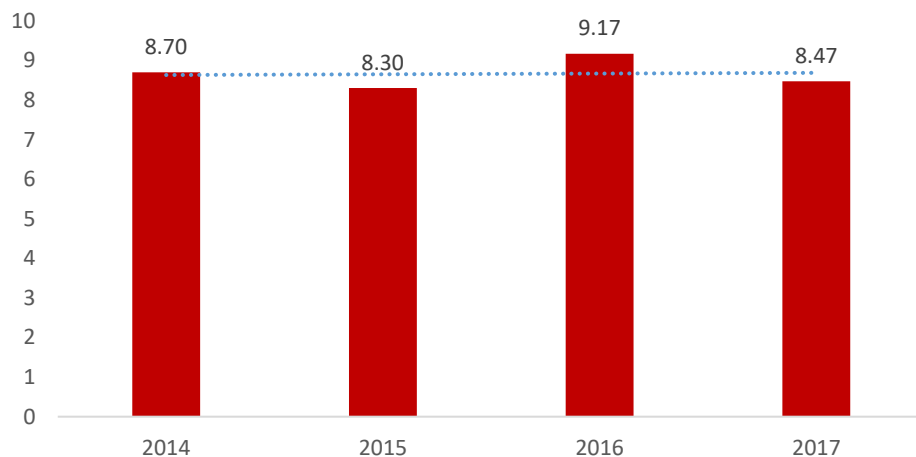
**Q7. Overall, how would you rate the City of Holdfast Bay area as a place to live?**

Overall, how would you rate the City of Holdfast Bay area as a place to live? n=400



Respondents were asked to provide an overall rating out of 10 on how they would rate the City of Holdfast Bay area as a place to live. All respondents provided a response to this question, resulting in an average rating of 8.5 out of 10. This is a decline from the 2016 result of 9.2, however comparable with the outcomes of 2015 and 2014 with ratings of 8.3 and 8.7 respectively.

Overall, how would you rate the City of Holdfast Bay area as a place to live? 2014 - 2017

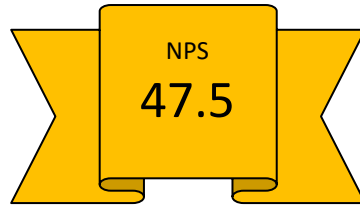


Those more likely to provide a rating above the average of 8.5 were described as those living in young couple (8.8) and middle family 8.7 households, with incomes above \$80,000pa (\$80,000-\$99,999pa 8.7, \$100,000-\$149,999pa 9.0, \$150,000+pa 9.3), come from Glenelg (9.5), Hove (8.9) and Kingston Park (9.1).

Those rating below the average were described as blue collar (8.2), living in young single households (8.1), with incomes less than \$20,000pa (8.2) and between \$40,000pa and \$79,999pa (\$40,000-\$59,999pa 8.0, \$60,000-\$79,999pa 8.2), and come from Somerton (7.3) and Seacliff (7.8).

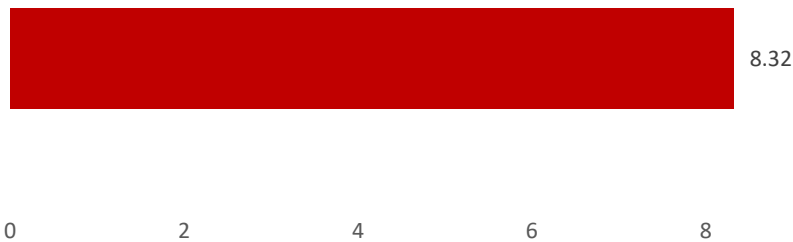


Asking respondents how they would rate the City of Holdfast Bay area as a place to live on a scale of 0 – 10 allows the outcome to be calculated as a Net Promoter Score, derived by adding the percentage of those who rated 9 or 10 out of 10 and minus those who rated it 6 or below. The calculation does not factor in those rating 7 or 8 as these respondents are classified as passive. Whilst the score is a positive 47.5, it is significantly less than that of 2016 which scored 77 out of 100. The traffic light colour coding indicates the score is in the amber zone, attributed to scores above zero and below 50.



**Q8. On a scale of 0-10, where 0 is very unlikely and 10 is very likely, how likely is it that you would recommend the City of Holdfast Bay as a place to live to others?**

How likely is it that you would recommend the City of Holdfast Bay as a place to live to others? n=400

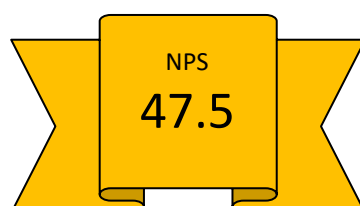


For the past two surveys likelihood to recommend the City of Holdfast Bay as a place to live to others has been asked on a 0 – 10 point scale and allows for the calculation of a true Net Promoter Score.

The rating this survey is 8.3 out of 10, significantly down from 9.1 in 2016. Those rating above the average were described as aged under 40 years (18-24 years 8.7, 25-30 years 8.8, 31-39 years 8.6) and 55-64 years (9.0), professional/executives (9.2), undertaking homes duties (8.6) and in other roles (8.8), living in middle family (8.8) and mature family (8.6) households, with incomes over \$80,000pa (\$80,000-\$99,999pa 9.0, \$100,000-\$149,999pa 9.2, \$150,000+ pa 9.3), and come from Glenelg (9.5), Hove (9.4) and Kingston Park (9.3).

Those rating below the average were described as over 65 years (7.7), blue collar (7.5), and retirees (8.0), living in mature couple/single households (8.1), with incomes between \$20,000pa and \$79,999pa (\$20,000-\$59,999pa 7.9, \$60,000-\$79,999pa 7.4), and come from Somerton (6.6) and Seacliff (7.2).

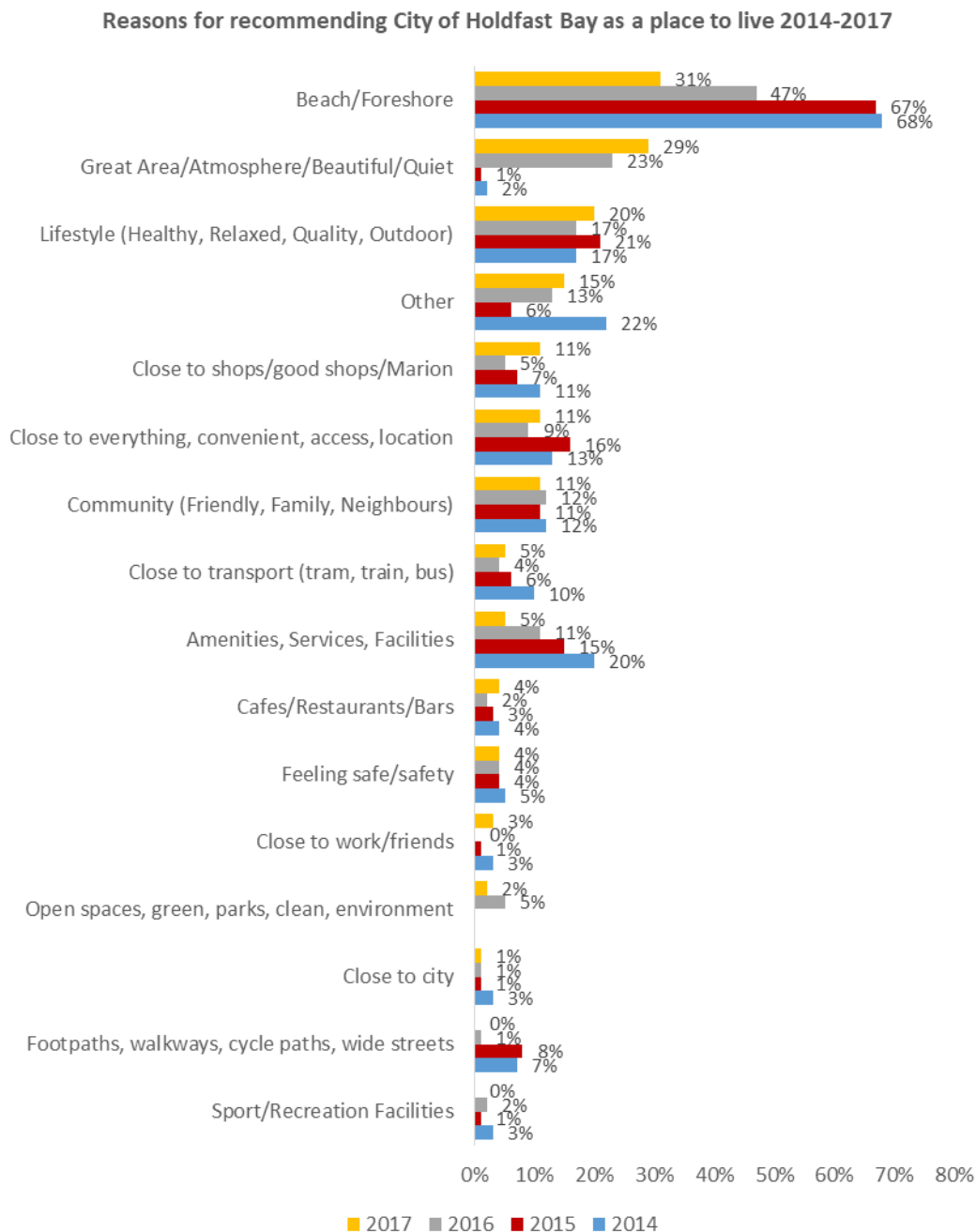
Applications of a Net Promoter Score revealed the same score as the previous question of positive 47.50 which is significantly below that of the 2016 study which scored positive 75. Once again this score falls within the positive amber zone.



**Q9. Why did you rate your answer this way?**

This year we have analysed this open ended question based on score. There were 44 people who scored it poorly (0-6) and did not give a reason why they would recommend the City of Holdfast Bay as a place to live. The remaining 356 scored the question well (7-10) and did provide reasons for recommending the area. Those 44 who would not recommend did so because they would not want to impose or intrude on others or they have no-one to tell. There were a few double or single responses ranging from disputes with Council, to too much residential capacity, parking issues, dogs, etc. but these were all given by at the most two people.

356 people said they would recommend and the responses were post-coded as follows:



This survey period showed a decline in the beach/foreshore as the reason for recommending in favour of a substantial increase in Great Area/Atmosphere/Beautiful/Quiet. Lifestyle was the second most prevalent reason for people's



recommendation. There were 15% of respondents who gave other reasons and these included needing more young families, Jetty Road Brighton, Jetty Road Glenelg, have lived in the area for 30-50 years, maybe my friends would move a bit closer, would like to share with others what I have, and other single responses.

**Q10. Overall how satisfied are you with living in the City of Holdfast Bay?**

Overall, how satisfied are you living in the City of Holdfast Bay?  
n=400

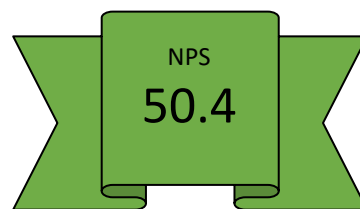


All respondents were asked to indicate how satisfied they were with living in the City of Holdfast Bay by providing a score out of 10, where 0 is the lowest and 10 is the highest. The outcome this survey is 8.6 out of 10, significantly down from 9.1 scored in 2016, however on par with 8.4 in 2015 and 8.7 in 2014.

Respondents rating above the average of 8.6 were aged 55-64 years (9.0), professional/executives (9.0), undertaking home duties (9.0), living in young couple (8.9), middle family (8.9), and mature family (8.9) households, with incomes over \$80,000pa (\$80,000-\$149,999pa 9.1, over \$150,000pa 9.3), and come from Glenelg (9.5), Hove (9.2) and Kingston Park (8.9).

Those rating below the average were aged over 65 years (8.1), blue collar (8.3), living in young single households (8.2), with incomes less than \$20,000pa (8.1) and \$40,000-\$59,999pa (8.2), and come from Somerton (7.4) and Seacliff (8.0).

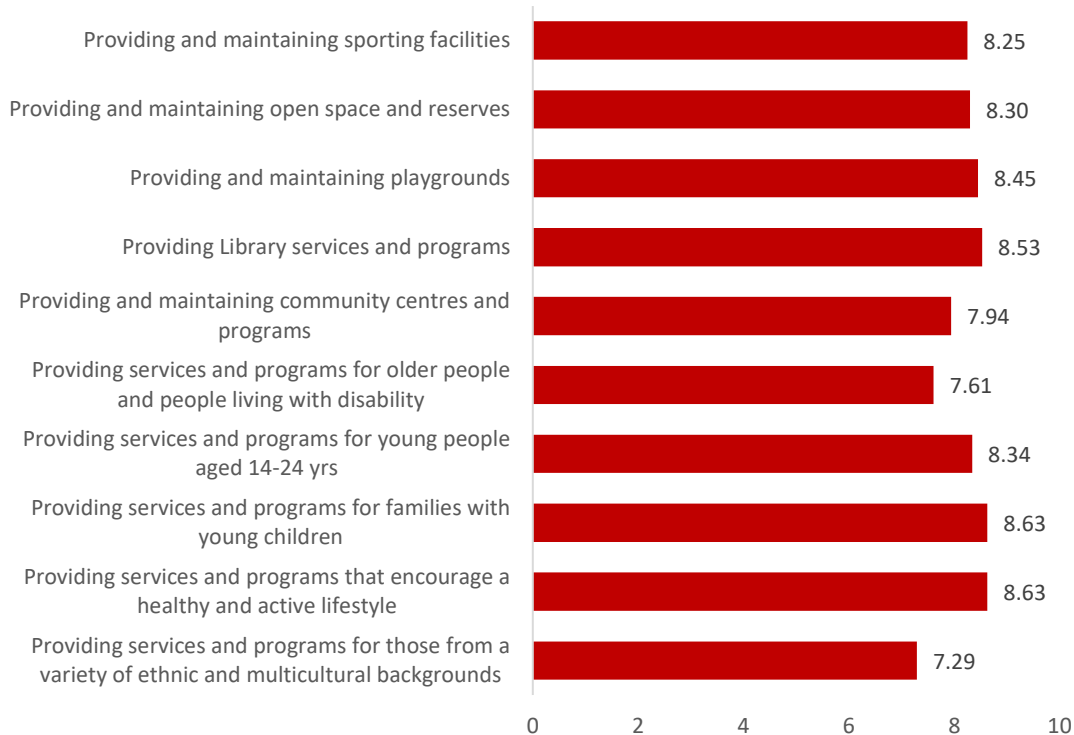
If we apply Net Promoter Score to this question by adding up the percentage of those who rated their likelihood 9 or 10 out of 10 and minus those who rated it 6 or below the score is positive 50.4 out of 100. Whilst lower than the positive 73 recorded in 2016, the score still indicates a high degree of satisfaction for living in the City of Holdfast Bay. Additionally, the score remains in the green traffic light zone.



## PART 2 – SERVICE SATISFACTION

Council provides a range of services and facilities. The following questions are about how satisfied you are with Council's performance in the delivery of these services and facilities. This will involve a scale of 0 – 10, where 0 means you are very dissatisfied and 10 means you are very satisfied.

### Community



Pleasingly there has been some marked improvement in scores for aspects relative to building the City of Holdfast Bay community. Please note that there were some minor changes to seven of these questions with the addition of the words 'and programs' but as we believe these changes do not affect the integrity of the questions, comparisons to previous studies have been provided where applicable.

#### Q11. Providing and maintaining sporting facilities? (e.g. ovals, tennis courts)?

Respondents were asked to provide an overall rating out of 10, with 0 being very dissatisfied and 10 being very satisfied, on providing and maintaining sporting facilities. 329 respondents provided a response to this question, resulting in an average score of 8.3 out of 10 (up from 8 in 2016, 7.6 in 2015). 71 respondents were unsure and did not provide a rating.

Those more likely to provide a rating above the average were described as aged 18-24 years (9.0) and 31-39 years (8.5), with incomes less than \$20,000pa (8.6), and \$80,000-\$99,999pa (8.7), and come from Hove (8.9) and Kingston Park (8.7). Those rating this aspect below the average were more likely aged over 65 years (8.0), with incomes between \$40,000pa and \$79,999pa (\$40,000-\$59,999pa 7.9, \$60,000-\$79,999pa 7.8), and come from Seacliff (7.4) and Somerton (8.0).

#### Q12. Providing and maintaining open space and reserves?

Respondents were asked to provide the same rating on providing and maintaining open space and reserves. This question was previously placed in the Environment section of the report and asked for the first time in 2016. 373 respondents provided a response to this question, resulting in an average score of 8.3 out of 10, up from 7.8 out of 10. 27 respondents were unsure and did not provide a rating.



Those rating this aspect above the average were aged 18-24 years (8.7) and 31-39 years (8.6), undertaking home duties roles (8.6), living in young single households (8.7), with incomes \$80,000-\$99,999pa (9.0), and come from Hove (9.2). Those rating below the average were aged over 65 years (8.0), with incomes under \$40,000pa (under \$20,000pa 8.0, \$20,000-\$39,999pa 8.1), \$60,000-\$79,999pa (8.0) and over \$150,000pa (8.1), and come from Glenelg (8.0), Somerton (8.0), and Seacliff (7.5).

#### ***Q13. Providing and maintaining playgrounds?***

Respondents were asked to provide the same rating on the provision and maintenance of playgrounds (not previously asked in 2014 or 2015). 273 respondents provided a response to this question, resulting in an average score of 8.5 out of 10, up from 7.9. 127 respondents were unsure and did not provide a rating.

Those more likely to rate this aspect higher than the average were described as aged 55-64 years (8.7), have incomes of \$80,000-\$99,999pa (9.0), and come from Hove (9.4). Respondents rating this aspect lower than the average were employed in white collar (8.0) and blue collar (8.0) roles, live in young couple households (8.2), with incomes between \$40,000pa and \$79,999pa (\$40,000-\$59,999pa 8.2, \$60,000-\$79,999pa 8.0) and over \$150,000pa (7.9), and come from Glenelg (7.6), Somerton (8.2) and Seacliff (7.5).

#### ***Q14. Providing Library services and programs?***

Respondents were asked to provide the same rating on the provision of library services. 268 respondents provided a response to this question, resulting in an average score of 8.5 out of 10, slightly lower than 8.7 recorded in 2016. 132 respondents were unsure and did not provide a rating.

Those rating this aspect higher than the average were retirees (8.8), with incomes below \$60,000pa (under \$20,000pa 8.9, \$20,000-\$39,999pa 9.0, \$40,000-\$59,999pa 9.1), and come from Glenelg (8.9). Those rating this aspect lower than average were aged under 40 years (18-24 years 8.4, 25-30 years 7.8, 31-39 years 8.1), blue collar (8.2), undertaking home duties (8.2) and other roles (8.2), living in young single (8.1) and young couple (8.0), with incomes between \$60,000pa and \$99,999pa (\$60,000-\$79,999pa 7.9, \$80,000-\$99,999pa 8.2), and come from Seacliff (7.8) and Kingston Park (7.9).

#### ***Q15. Providing and maintaining community centres and programs?***

Respondents were asked to provide the same rating on the provision and maintenance of community centres and programs. This is a new question this survey. 259 people were able to provide an answer which resulted in an average rating of 7.9 out of 10. 132 people were unsure and did not provide a rating.

Those rating this aspect higher than the average were 18-24 years (8.2) and 55-64 years (8.2), with incomes \$40,000-\$59,999pa (8.2) and \$80,000-\$79,999pa (8.3), and come from Hove (8.6). Those rating this aspect below the average were employed in white collar (7.7) and in other roles (7.4), living in young couple households (7.5), with incomes less than \$20,000pa (7.4) and over \$150,000pa (7.6), and come from Glenelg (7.6), and Seacliff (7.2).

#### ***Q16. Providing services and programs for older people and people living with disability?***

Respondents were asked to provide the same rating on providing services and programs for older people and people living with disability. 227 respondents provided a response to this question, resulting in an average score of 7.6 out of 10 which is comparable to 7.55 out of 10 recorded in 2016. 173 respondents were unsure and did not provide a rating.

Respondents rating this aspect above the average were aged over 65 years (7.8), with incomes \$40,000-\$59,999pa (8.1), and come from Somerton (8.2). Those rating below the average were aged 18-24 years (7.0) and 40-54 years (7.3), white collar (7.1) and undertaking home duties (7.3), living in young couple (7.3) and mature family (6.8) households, with incomes \$60,000-\$79,999pa (7.2) and over \$100,000pa (\$100,000-\$149,999pa 7.0, \$150,000+pa 7.1), and come from Glenelg (7.1), and Kingston Park (6.0).



***Q17. Providing services and programs for young people aged 14-24 years?***

Respondents were asked to provide the same rating on providing services and programs for young people aged 14-24 years. 201 respondents provided a response to this question, resulting in an average score of 8.3 out of 10, up from 7.1 in 2016. 199 respondents were unsure and did not provide a rating.

Those more likely to rate this question above the average were aged over 55 years (55-64 years 8.7, 65+ years 8.6), retirees (8.9), with incomes \$80,000-\$99,999pa (8.9), and come from Hove (9.4) and Kingston Park (9.0). Those rating this question below average were aged 30 years and under (18-24 years 7.9, 25-30 years 7.8) and 40-54 years (8.0), employed in white collar (7.9) and blue collar (7.5) roles, living in young single (7.9), young couple (7.7) households, with incomes under \$20,000pa (7.3), \$60,000-\$79,999pa (7.9), and over \$100,000pa (\$100,000-\$149,999pa 7.9, \$150,000+pa 7.6), and come from Glenelg (7.7), Brighton (7.5), Somerton (7.8) and Seacliff (7.2).

***Q18. Providing services and programs for families with young children?***

Respondents were asked to provide the same rating on providing services and programs for families with young children. 223 respondents provided a provided a response to this question, resulting in an average score of 8.6 out of 10. 177 respondents were unsure and did not provide a rating. The question is slightly different to that asked in 2016 which centred on the promotion of services for families with young children and yielded an average rating 7.5 out of 10.

Those more likely to rate this question above average were aged 55-64 years (9.0), retirees (9.0), with incomes between \$20,000pa and \$59,999pa (\$20,000-\$39,999pa 8.9, \$40,000-\$59,999pa 9.0) and \$80,000-\$99,999pa (9.1), and come from Hove (9.7) and Kingston Park (9.0). Those rating this question below average were aged 25-30 years (8.3) and 40-54 years (8.2), employed in white collar (8.0) and blue collar (8.2), with incomes \$60,000-\$79,999pa (8.2) and over \$100,000pa (\$100,000-\$149,999pa 8.1, \$150,000+pa 7.6), and come from Glenelg (7.6), Brighton (8.3), Somerton (8.2), Seacliff (7.8).

***Q19. Providing services and programs that encourage a healthy and active lifestyle?***

Respondents were asked to provide the same rating on providing services and programs that encourage a healthy and active lifestyle. 350 respondents provided a response to this question, resulting in an average score of 8.6 out of 10, up from 8.1 out of 10 recorded in 2016. 50 respondents were unsure and did not provide a rating.

Respondents rating this question above average were aged under 40 years (18-30 years 9.1, 31-39 years 9.0), professional/executives (9.0), undertaking home duties (8.9), and other roles (9.2), living in young single (9.1) and young couple (9.1) households, with incomes \$80,000-\$99,999pa (9.1), and come from Hove (9.8) and Kingston Park (9.2). Those rating this question below the average were described as over 65 years (8.2), in white collar employment (8.4), living in mature couple/single households (8.4), with incomes between \$40,000pa and \$79,999pa (\$40,000-\$59,999pa 8.3, \$60,000-\$79,999pa 8.4), and over \$150,000pa (8.2), and come from Glenelg (8.2), Somerton (8.2) and Seacliff (8.1).

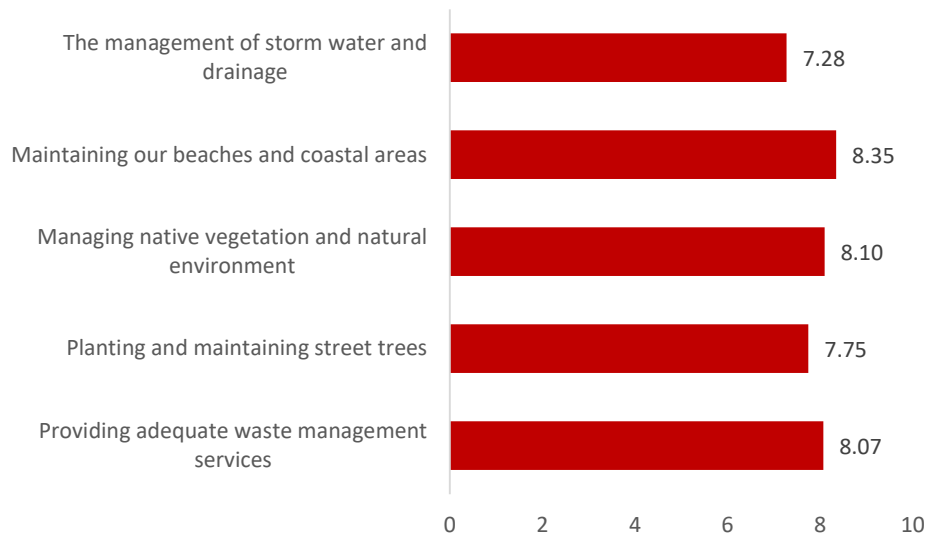
***Q20. Providing services and programs for those from a variety of ethnic and multicultural backgrounds?***

Respondents were asked to provide the same rating on providing services for those from a variety of ethnic and multicultural backgrounds. 98 respondents provided a response to this question, resulting in an average score of 7.3 out of 10, significantly up from 6.9 recorded in 2016. 302 respondents were unsure and did not provide a rating.

Respondents rating this question above average were aged 31-39 years (7.8) and 55-64 years (7.6), retirees (7.6), living in young single (7.9) and middle family households (7.5), with incomes \$20,000-\$39,999pa (8.2) and \$80,000-\$99,999pa (7.7), and come from Somerton (7.9), Hove (7.7) and Kingston Park (10.0). Those rating below the average were aged 25-30 years (5.3) and 40-54 years (6.9), professional/executives (6.6) and blue collar (6.8), living in young couple (6.0) and mature family (6.9) households, with incomes less than \$20,000pa (7.0), and come from Glenelg (6.8), Brighton (6.7) and Seacliff (6.1).



## Environment



### *Q21. The management of storm water and drainage.*

Respondents were asked to provide the same rating as previous on the management of storm water and drainage. 370 respondents provided a response to this question, resulting in an average score of 7.3 out of 10 which is significantly improved on the last survey which recorded 5.6 out of 10. 30 respondents were unsure and did not provide a rating.

Those more likely to rate this aspect higher than average were 30 years and under (18-24 years 8.3, 25-30 years 7.6), and 55-64 years (7.6), professional/executives (7.6), with incomes \$40,000-\$59,999pa (7.5), and over \$80,000pa (\$80,000-\$99,999pa 7.7, \$100,000-\$149,999pa 7.9, \$150,000+pa 8.0), and come from Glenelg (8.1), Hove (8.2) and Kingston Park (7.6). Those rating this question lower than average were described as blue collar (6.9), with incomes under \$20,000pa (6.5) and \$60,000-\$79,999pa (6.8), and come from Somerton (5.5), and Seacliff (6.3).

### *Q22. Maintaining our beaches and coastal areas.*

Respondents were asked to provide the same rating on maintaining our beaches and coastal areas. 383 respondents provided a response to this question, resulting in an average score of 8.4 out of 10, up from 7.6 recorded in 2016 and 7.4 in 2015. 17 respondents were unsure and did not provide a rating.

Respondents more likely to rate this question above average were aged 18-24 years (8.7) and 55-64 years (8.6), with incomes \$20,000-\$39,999pa (8.6), and come from Brighton (9.2) and Hove (8.9). Those rating below the average were described as living in young couple (7.7) and young family (8.0) households, with incomes \$60,000-\$79,999pa (8.0), and come from Somerton (7.5) and Kingston Park (8.1).

### *Q23. Managing native vegetation, and natural environment.*

Respondents were asked to provide the same rating on managing native vegetation and natural environment. 370 respondents provided a response to this question, resulting in an average score of 8.1 out of 10. 30 respondents were unsure and did not provide a rating. This question is worded slightly differently this survey whereby it was previously '**protecting** native vegetation and natural environment'. For the purposes of comparison the former ratings were 7.4 out of 10 in 2016 and 7.1 out of 10 in 2015.

Respondents more likely to rate this question above average were aged 18-24 years (8.7), in other roles (8.4), with incomes \$80,000-\$99,999pa (8.5) and come from Hove (9.1) and Kingston Park (8.6). Those rating below the average were employed in white collar roles (7.8), living in young family (7.7) households, with incomes \$60,000-\$79,999pa (7.6), and come from Somerton (7.3) and Seacliff (7.2).



**Q24. Planting and maintaining street trees.**

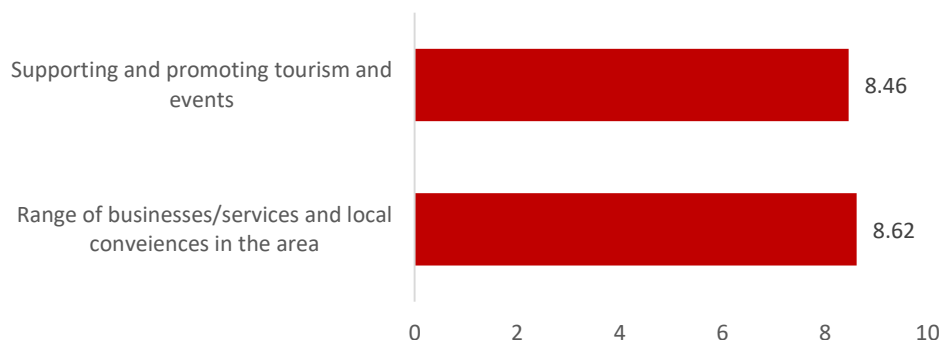
Respondents were asked to provide the same rating on planting and maintaining street trees. 382 respondents provided a response to this question, resulting in an average score of 7.8 out of 10, significantly up from 6.8 first asked in 2016. 18 people were unsure and did not provide a rating. (This question was previously placed in the former category of Enhancing City Design, now Placemaking.)

Respondents more likely to rate this question above average were aged 18-24 years (8.6) and 55-64 years (8.0), professional/executives (8.1) and in other roles (8.2), living in young single households (8.1), with incomes less than \$20,000pa and \$80,000-\$99,999pa (8.3), and come from Hove (9.1) and Kingston Park (8.5). Those rating this question below average were aged over 65 years (7.5), in white collar employment (7.4), living in young family households (7.3), and come from Brighton (7.5), Somerton (6.6) and Seacliff (7.2).

**Q25. Providing adequate waste management services**

Respondents were asked to provide the same rating on providing adequate waste management services. 370 respondents provided a response to this question, resulting in an average score of 8.1 out of 10, significantly increased from 7.5 recorded in 2016, and higher than 7.30 in 2015. 30 respondents were unsure and did not provide a rating.

Those more likely to rate this question above average were aged 18-24 years (8.7) and 55-64 years (8.4), in other roles (8.4), with incomes \$80,000-\$99,999pa (8.5), and come from Brighton (8.8) and Hove (8.8). Those rating below the average were living in young family households (7.6), with incomes \$60,000-\$79,999pa (7.8), and come from Somerton (7.2), Seacliff (7.3) and Kingston Park (7.6).

**Economy**

These two questions were first asked in 2016 with both showing significant increases this survey.

**Q26. Supporting and promoting tourism and events?**

Respondents were asked to provide an overall rating out of 10 for supporting and promoting tourism and events. 349 respondents provided a response to this question, resulting in an average score of 8.5 out of 10, up from 8.0 out of 10 and significantly up on 6.6 in 2015 and 7.4 in 2014). 51 respondents were unsure and did not provide a rating.

Those more likely to rate this question higher than the average are aged between 25 years and 39 years (25-30 years 9.0, 31-39 years 8.9), professional/executives (8.7) and those undertaking home duties (9.0), living in young couple (9.0), young family (8.7), middle family (8.7) and mature family (8.7) households, with incomes between \$80,000pa and \$149,999pa (\$80,000-\$99,999pa 9.0, \$100,000-\$149,999pa 8.8), and come from Hove (9.2) and Kingston Park (8.8). Those rating below the average were more likely aged over 65 years (7.9), retirees (8.1), living in mature couple/single households (8.1), with incomes less than \$60,000pa (under \$20,000pa 7.9, \$20,000pa-\$39,999pa 8.2, \$40,000-\$59,999pa 7.9), and come from Somerton (7.6) and Seacliff (8.0).





***Q27. Range of businesses/services and local conveniences in the area?***

Respondents were asked to provide the same rating on range of businesses/services and local conveniences in the area. The question is slightly different to that of last year with the addition of 'local conveniences'. 395 respondents provided a response to this question, resulting in an average score of 8.6 out of 10, up from 8.2 out of 10 in 2016 – the first time this question had been asked. 5 respondents were unsure and did not provide a rating.

Those more likely to rate this question higher than the average are aged between 25 years and 39 years (25-30 years 9.1, 31-39 years 8.9), undertaking home duties (9.1), and come from Hove (9.6) and Kingston Park (9.4). Those rating this question lower than the average are aged 40-54 years (3.4), white collar (8.3), blue collar workers (8.4), with incomes less than \$20,000pa (8.0) and over \$150,000pa (8.1), and come from Somerton (8.0) and Seacliff (8.3).

***Q28. Which types of businesses/services and local conveniences would you like more of?***

Respondents rating between zero and six when rating Q27 'Range of businesses/services and local conveniences in the area' were asked 'which types of businesses/services would you like more of?' Sixteen responses were received and are summarised as follows:

**Shopping and retail (5 responses)**

- Better restaurants and better retail outlets
- Bigger range of shops i.e. hardware
- Clothing. But maybe a bit difficult
- Hardware stores
- More male clothing shops

**Restaurants and dining (5 responses)**

- Better restaurants and better retail outlets
- More cafe for ice creams and fish and chips to buy for nightly beach feasts.
- More middle range restaurants
- More restaurants
- Restaurant variety

**Local business and services (3 responses)**

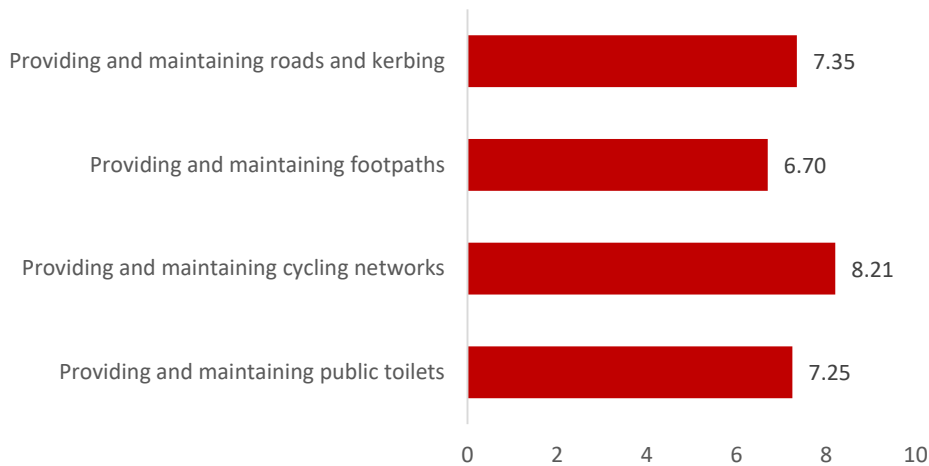
- More businesses i.e. convenience stores
- More free buses to shopping centres Marion
- Need crossing from other side of Brighton Road

**Other (4 responses)**

- Don't know (3 responses)
- More cultural programs



## Place making



Under the category of place making we compared the results this year to last. There have been significant improvements in the provision and maintenance of public toilets, cycling networks and roads and kerbing however the provision and maintenance of footpaths remains comparable with the last survey in 2016.

### *Q29. Providing and maintaining roads and kerbing?*

Respondents were asked to provide an overall rating out of 10 for providing and maintaining roads and kerbing. 383 respondents provided a response to this question, resulting in an average score of 7.4 out of 10, significantly up from 6.95 in both the 2016 and 2015 surveys. 17 people were unsure and did not provide a rating.

Respondents more likely to rate this question above average were aged under 30 years (18-24 years 8.3, 25-30 years 7.6), living in young single households (7.8), with incomes \$20,000-\$39,999pa (7.6) and over \$100,000pa (\$100,000-\$149,999pa 7.8, \$150,000+pa 7.8), and come from Glenelg (8.0). Those rating this question below the average were aged 40-54 years (7.1) and over 65 years (7.0), young couples (7.1), with incomes between \$40,000pa and \$79,999pa (\$40,000-\$59,999pa 7.0, \$60,000-\$79,999pa 7.1), and come from Somerton (6.1), and Seacliff (6.4).

### *Q30. Providing and maintaining footpaths?*

Respondents were asked to provide the same rating on providing and maintaining footpaths. 385 respondents provided a response to this question, resulting in an average score of 6.7 out of 10, comparable with 6.8 recorded in 2016, and up from 6.35 in 2015. 15 people were unsure and did not provide a rating.

Respondents more likely to rate this question above average were aged 30 years and under (18-24 years 7.8, 25-30 years 7.2) and 55-64 years (7.1), professional/executives (7.0) and in other employment (7.2), living in young single households (7.5), with incomes under \$20,000pa (7.0) and over \$100,000pa (\$100,000-\$149,999pa 7.3, \$150,000+pa 7.9), and come from Glenelg (8.0) and Hove (7.4). Those rating below average were over 65 years (6.2), retirees (6.5), with incomes \$40,000-\$59,999pa (6.5), and come from Brighton (6.2), Somerton (5.5), Seacliff (6.3), Kingston Park (5.8).

### *Q31. Providing and maintaining cycling networks*

Respondents were asked to provide the same rating on providing and maintaining cycling networks. 243 respondents provided a response to this question, resulting in an average score of 8.2 out of 10, which is significantly improved on 7.9 in 2016 and 7.2 in 2015. 157 respondents were unsure and did not provide a rating.

Respondents rating this question above the average were aged 18-24 years (8.8), professional/executives (8.6), in other employment (8.5), with incomes over \$100,000pa (\$100,000-\$149,999pa 8.7, over \$150,000pa 9.2), and come from Glenelg (9.2), Hove (8.5) and Kingston Park (9.0). Those rating below the average were aged over 65 years (7.9), retirees (7.9), young couples (7.9), with incomes \$60,000-\$79,999pa (7.8), and come from Brighton (7.8), Somerton (7.5) and Seacliff (6.6).



### Q32. Providing and maintaining public toilets?

Respondents were asked to provide the same rating on providing and maintaining public toilets. 288 respondents provided a response to this question, resulting in an average score of 7.3 out of 10, significantly improved on 6.7 in 2016 and 6.1 in 2015). 112 respondents were unsure and did not provide a rating.

Those more likely to rate this question above average were aged 18-24 years (7.7), 55-64 years (7.6), professional/executives (7.5), with incomes \$40,000-\$59,999pa (7.6), and come from Hove (7.9) and Kingston Park (7.6). Those more likely to rate this question below average were aged 25-30 years (6.6), white collar (6.7), living in young couple (6.8), young family (6.7) and mature family (6.9) households, with incomes less than \$20,000pa (6.9), and \$60,000-\$79,999pa (6.9), and over \$100,000pa (\$100,000-\$149,999pa 6.9 and \$150,000+pa 6.8), and come from Glenelg (6.4) and Somerton (7.0).

### Q33. Satisfaction with the two major main streets (Jetty Road, Glenelg and Jetty Road, Brighton)

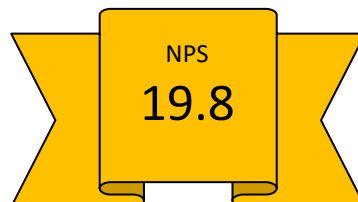
Satisfaction with the two major main streets (Jetty Road Glenelg and Jetty Road Brighton)



All respondents were asked to indicate how satisfied with the two major main streets (Jetty Road, Glenelg and Jetty Road, Brighton) by providing a score out of 10, where 0 is the lowest and 10 is the highest. 385 respondents provided a response to this question resulting in an average rating of 8.0 out of 10, significantly higher than 7.5 in 2016.

Respondents more likely to rate their overall satisfaction higher than the average are aged under 40 years (18-24 years 8.6, 25-30 years 8.7, 31-39 years 8.3) and 55-64 years (8.4), professional/executives (8.5), home duties (8.4) and in other employment (8.5), living in young single households (8.4), with incomes \$80,000-\$99,999pa (8.6), and come from Hove (9.6) and Kingston Park (9.8). Those more likely to rate their overall satisfaction lower than the average are aged 40-54 years (7.6), white collar (7.3), blue collar (7.5), with incomes between \$20,000pa and \$60,000pa (\$20,000-\$39,999pa 7.6, \$40,000-\$59,999pa 7.7) and over \$150,000pa (7.1), and come from Brighton (7.3) and Somerton (7.1).

We applied a Net Promoter Score to this question by adding up the percentage of those who rated their satisfaction 9 or 10 out of 10 and deducting those who rated it 6 or below the score is a positive 19.8 out of 100 indicating that more people rated it highly than rated it poorly. This rating is a vast improvement on the previous NPS score of positive 4.5.



### **Q34. Why?**

We asked all respondents after they had rated the two major main streets why they had rated them this way. A total of 400 respondents answered this question with 74 rating the main streets 0-6 and 326 rating them 7-10. Those who rated the streets 6 or less predominantly did so because they feel negative toward them whilst those who rated them higher were more positive toward them. There were many responses that commented on multiple facets so the numbers are of course much greater than 400 comments in total. Pleasingly there were 50% more positive responses than negative ones and many people gave positives and negatives in their one response, i.e. atmosphere, shopping and cafes are all good but parking is difficult.

#### **Rating 0-6**

##### **Negatives (63 responses)**

Too busy (22 responses)  
 N/A Don't go there (15 responses)  
 Parking issues (12 responses)  
 Jetty Road Glenelg has poor shopping – too much food (8 responses)  
 Jetty Road Glenelg looks pretty tired (6 responses)  
 Poor traffic management (5 responses)  
 Too noisy (4 responses)  
 Empty shops on Jetty Road Glenelg (2 responses)  
 And single responses for difficult to get to, Jetty Road Glenelg roadworks, potholes in both roads, Council caters only for tourists, dogs, not safe in the summer months, Jetty Road Glenelg footpaths too narrow, and make Jetty Road Glenelg a Mall in the summer months.

##### **Positives (11 responses)**

Brighton is appealing/lovely/good (7 responses)  
 Good variety of shops (2 responses)  
 And single responses for the Glenelg Playground being excellent and both streets are good.

#### **Rating 7-10**

##### **Positives (320 comments)**

Shopping (72 responses)  
 Good choice of eateries/great cafes/restaurants (54 responses)  
 Brighton is good (43 responses)  
 Atmosphere/vibe/community feel (30 responses)  
 Everything is available/no need to go anywhere else (28 responses)  
 Both streets are good (24 responses)  
 Good place to meet family/friends (23 responses)  
 Glenelg is good (12 responses)  
 Pet friendly (10 responses)  
 Easy access (7 responses)  
 Glenelg is easy to park (7 responses)  
 Very cultural (6 responses)  
 Nice tourists/touristy (6 responses)  
 Jetty Road Glenelg greatly improved (4 responses)  
 Good pubs and coffee shops (3 responses)  
 Like the pubs (2 responses)  
 Great night life (2 responses)  
 Good transport to Marion (2 responses)



And single responses for still pedestrian friendly, nice to have options, nice to relax, services good, sweeper comes once a fortnight, close to work and pubs, nice to walk around, they are trying their hardest, no issues, able to access tram, easy to walk on footpaths and just the way they have always been.

### Negatives (136 responses)

Parking (split between both Glenelg and Brighton) (24 responses)

Traffic management/dangerous cars and trams (18 responses)

Jetty Road Glenelg needs improving (17 responses)

Don't go (to either Glenelg or Brighton) (16 responses)

Too busy (mostly relating to Glenelg) (13 responses)

Better shopping needed/more upmarket (12 responses)

Some nicer cafes/dining options would be good (6 responses)

Access difficult (4 responses)

Both need improving (3 responses)

Empty shops at Glenelg (3 responses)

Nice men's shop would be good (3 responses)

Noisy/crowded (2 responses)

Glenelg roadworks (2 responses)

Nice to have some pop up or better bars (2 responses)

And single responses for Brighton unfriendly, need more shops (bedding), good deli would be good, prefer Marion, wider footpaths on Jetty Road Glenelg, footpath at Cambridge Tce is poor, Brighton very busy, Brighton Road is getting too busy maybe planter boxes to protect walkers, Vegetation around palm trees near the jetty needs to improve, Bike track Stop 16 is dangerous have to drive out into traffic and had a bad accident, and at front of no 37 storm water issues.

### Unsure rating

Don't go to either (9 responses)

Not sure (2 responses)

Glenelg needs better parking (1 response)

Community meeting place for beach, cafes and shopping (1 response)

Love all the shops and great atmosphere always busy (1 response)

Shops, cafes, amenities (1 response)

### Q35. Satisfaction with design of new development in the area?

Satisfaction with design of the new development in the area



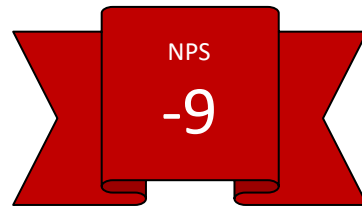
All respondents were asked to indicate how satisfied they were with the design of new development in the area by providing a score out of 10, where 0 is the lowest and 10 is the highest. 347 respondents were able to provide a rating which resulted in an average rating of 7.1 out of 10 which is significantly higher than 6.35 out of 10 recorded in 2016. 53 people were unsure and did not provide a rating.





Respondents more likely to rate their overall satisfaction higher than the average are aged under 40 years (18-24 years 7.9, 25-30 years 7.4, 31-39 years 8.0) and 55-64 years (7.6), professional/executives (7.7), in other employment (7.7), living in young single (7.9), young couple (7.5), young family 7.9) and middle family (7.6) households, with incomes over \$80,000pa (\$80,000-\$99,999pa 7.8, \$100,000-\$149,999pa 7.8, over \$150,000pa 8.2), and come from Glenelg (8.2) Hove (8.3) and Kingston Park (7.5). Those more likely to rate their satisfaction lower than the average are male (6.8), over 65 years (6.0), white collar (6.6), blue collar workers (6.1), retirees (6.6), living in mature couple/single households (6.6), with incomes \$40,000-\$59,999pa (6.8), and come from Brighton (5.9), Somerton (6.2) and Seacliff (6.3).

We applied a Net Promoter Score this question by adding up the percentage of those who rated their satisfaction 9 or 10 out of 10 and deducting those who rated it 6 or below, the score is a negative 9 out of 100 indicating that there are more people dissatisfied than satisfied. Whilst the NPS remains in negative it is vastly improved on the 2016 result of negative 33.



### Q36. Why?

There were overall 347 comments by those people who rated their satisfaction with the development design in the area. Responses were relatively evenly split with slightly more positive comments than negative (157 positive comments versus 143 negative comments). 28 respondents claimed that they were not interested or were not sure. Those rating 0-6 (117 comments) were almost all negative comments with just 6 people stating 'it's OK/we need more development. However, those rating 7-10 (230 comments including those who said they were unsure) were mostly positive with 65%/35% split. The positive comments mostly related to the development looking good, an improvement and development being good for the area. The negative comments were primarily related to a dislike for high density, loss of character and old style homes and the increased parking and traffic as a result of development. There were also a significant number of comments that were double barreled in that they claimed they were pro-development but did not like the increased parking or for Council to not go overboard. Responses have been summarised as follows:

#### Responses rated 7-10 (151 Positive comments)

Development is good (123 responses)  
Other various (15 comments)  
Don't go overboard (9 comments)  
Like specific aspects (4 comments)

#### Responses 7-10 (69 Negative comments)

Not suitable for the area (16 comments)  
Parking and traffic (14 comments)  
Small block sizes and housing (12 comments)  
Don't overdevelop (12 comments)  
Specific concerns/dislike (5 comments)  
Don't like multi-storey (5 comments)  
Other (5 comments)

#### Responses rated 0-6 (6 Positive comments)

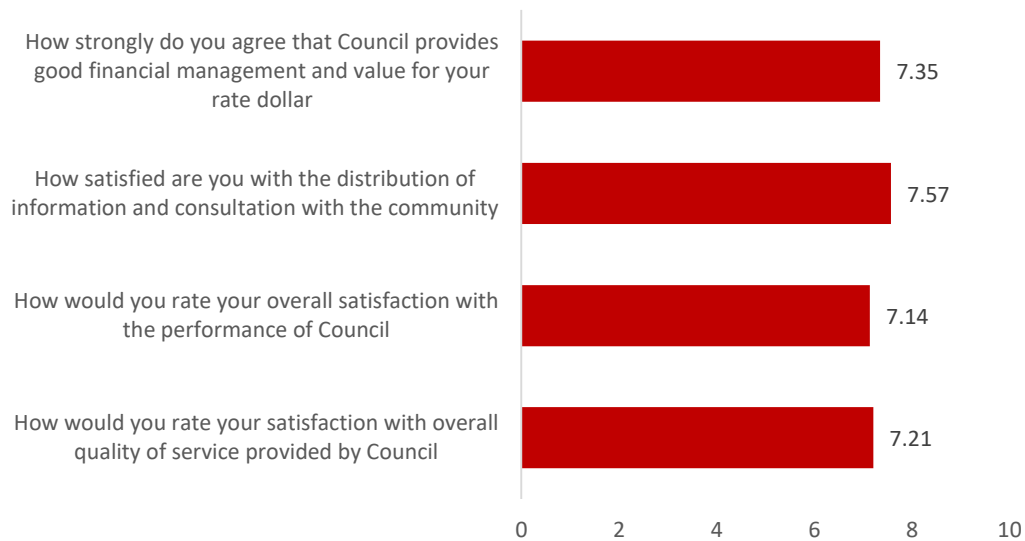
OK/Needs more development (6 responses)

#### Responses rated 0-6 (74 Negative comments)

Loss of character/no character, loss of the past, old homes (17 responses)  
 Parking, traffic, congestion (13 responses)  
 Dislike/too many high density (12 responses)  
 Dislike the design of new development (11 responses)  
 Other mixed responses (10 responses)  
 Don't make us the Gold Coast (5 responses)  
 Loss of green/parks/grassed area (4 responses)  
 Don't need development (3 responses)  
 Inconvenient (2 responses)

**Not interested/NA/Not sure (28 responses)**

### Culture/City Management



#### **Q37. How strongly do you agree that Council provides good financial management and value for your rate dollar?**

Respondents were asked to provide an overall rating out of 10 with 0 being totally disagree and 10 being totally agree to how strongly they agree that the Council provides good financial management and value for their rate dollar. 340 respondents provided a response to this question, resulting in an average score of 7.35 out of 10, significantly more agreement than 6.7 in 2016 and 6.4 in 2015. 60 respondents were unsure and did not provide a rating.

Those more likely to rate this question higher than the average are those aged 31-39 years (7.6) and 55-64 years (7.7), professional/executives (7.7), those in home duties roles (7.9), living in middle family households (7.6), with incomes \$80,000-\$99,999pa (7.8), and come from Hove (8.6) and Kingston Park (7.6). Those rating this question lower than the average are males (7.1), aged 30 years and under (18-24 years 6.8, 25-30 years 7.1) and over 65 years (6.9), in white collar (6.9) and blue collar (7.0) employment and in other roles (7.0), young couples (7.0), with incomes less than \$20,000pa (7.0) and over \$150,000pa (7.0), and come from Glenelg (7.1), Brighton (7.1), Somerton (6.3) and Seacliff (6.9).

#### **Q38. How satisfied are you with the distribution of information and consultation with the community?**

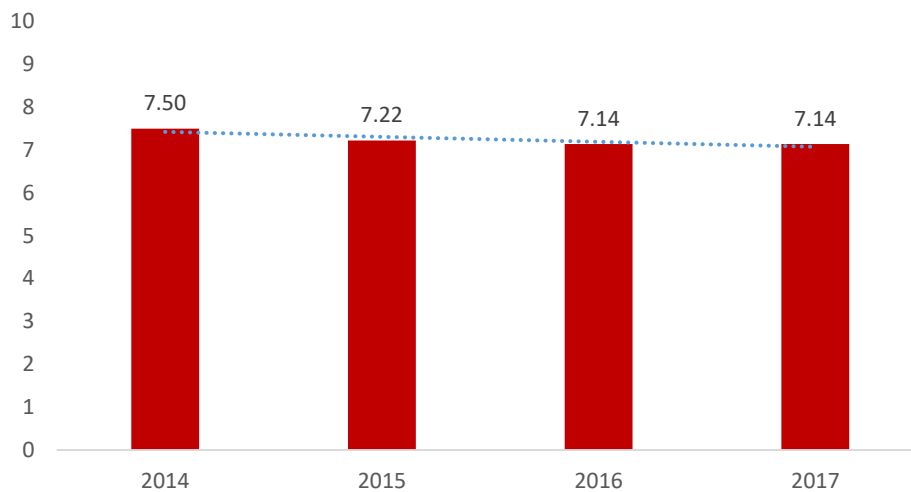
Respondents were asked to provide an overall rating out of 10, with 0 being very dissatisfied and 10 being very satisfied, with the distribution of information and consultation with the community. 346 respondents provided a response to this question, resulting in an average score of 7.6 out of 10, significantly up from 7.0 in 2016. 54 respondents were unsure and did not provide a rating.

Respondents more likely to rate this question higher than the average are those aged 18-24 years (7.8), in home duties roles (7.9), with incomes \$80,000-\$99,999pa (8.0), and come from Hove (8.6). Those rating below the average are males (7.3), aged 25-30 years (7.0), white collar (7.0), blue collar workers (7.2), living in young couple households (6.4), with incomes less than \$20,000pa (7.1), and over \$150,000pa (7.0), and come from Glenelg (7.1), Somerton (7.0), Seaclyff (7.2) and Kingston Park (7.3).

**Q39. On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your overall satisfaction with the performance of Council?**

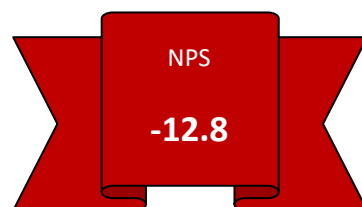
All respondents were asked to indicate their overall satisfaction with the performance of Council. All respondents provided a response to this question which resulted in an average score of 7.1, equal to 7.1 in 2016, comparable with 7.2 in 2015 and down from 7.5 in 2014.

**Overall satisfaction with the performance of Council 2014-2017**



Those rating their satisfaction with the performance of Council above average are aged 31-39 years (7.4) and 55-64 years (7.6), professional/executives (7.5), in home duties roles (7.8), living in young family (7.4) and middle family (7.6) households, those earning \$20,000-\$39,999pa (7.4), \$80,000-\$99,999pa (7.9), and come from Brighton (7.5), Hove (8.4) and Kingston Park (7.6). Those rating below the average are males (6.9), aged under 30 years (18-24 years 5.9, 25-30 years 6.4), white collar (6.8), blue collar workers (6.5), and in other employment (6.4), living in young single (6.0) and young couple (6.0) households, with incomes under \$20,000pa (6.3) and over \$150,000pa (6.7), and come from Glenelg (6.6), Somerton (6.2) and Seaclyff (6.8).

We applied a Net Promoter Score calculation to this question by adding up the percentage of those who rated their satisfaction 9 or 10 out of 10 and deducting those who rated it 6 or below. The score is a negative 12.8 indicating that more people are dissatisfied with Council performance than those that are satisfied. This score has moved further into the negative range, down on negative 8.2 recorded in 2016.

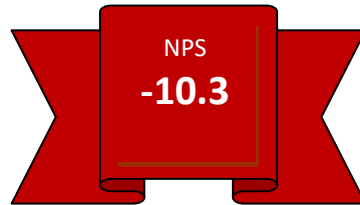


**Q40. On a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with the overall quality of service provided by Council, where 0 is very dissatisfied and 10 is very satisfied?**

This question was modified this year by asking all respondents to provide a rating for their satisfaction with the overall quality of service provided by Council. In previous years a rating was only given by those people who had dealt with Council. The average rating is 7.2 out 10. Interestingly the score in 2016 amongst those who had dealt with Council was significantly higher at 8.0 out 10, indicating that the average may have been reduced by forcing those with no experience with Council to provide a rating.

Those rating their overall satisfaction above average are professional/executives (7.4), in home duties (7.8), living in middle family households (7.6), with incomes \$20,000-\$39,999pa (7.5) and between \$60,000pa and \$99,999pa (\$60,000-\$79,999pa 7.5, \$80,000-\$99,999pa 7.9), and come from Brighton (7.6), Hove (8.4) and Kingston Park (7.6). Those rating below the average are aged 30 years and under (6.0), white collar (6.8), and blue collar workers (6.6), in other employment (6.4), living in young single (6.0) and young couple (5.9) households, with incomes less than \$20,000pa (6.6), and come from Glenelg (6.9), Somerton (6.1) and Seacliff (6.9).

Application of a Net Promoter Score to this question by adding the percentage of those who rated their satisfaction 9 or 10 out of 10 and deducting those who rated it 6 or below provided a score of negative 10.3 out of 100 indicating that more people are dissatisfied with Council performance than those who are satisfied. The previous 2016 score calculated amongst only those who had dealt with Council was positive 35.



**Q41. Why did you rate the quality of service this way?**

All 400 respondents were asked to provide a reason why they had rated the quality of service the way they had. 21.5% (86 people) were unable to provide a reason as they did not know or had not had any dealings with Council. Of those who did, many of the comments were multi-faceted with nearly two-thirds (63%, 254 people) giving positive responses stating that Council was doing a good job (158 responses), they liked or were impressed with specific aspects or services provided by Council such as the maintaining the beaches, foreshore, parks, green vegetable bags, library, rubbish removal aged/youth services etc. (43 responses), or that the staff were friendly, helpful or responsive (53 responses). 28 people claimed that the Council was doing a mediocre to OK job. Negative responses related to no action being taken on issues that residents had identified such as trees needing pruning, drainage, road sweeping, parking and traffic (31 responses), poor performance such as taking too long and not doing a good job (15 responses), poor or lack of communication/consultation (8 responses), keep the rates down (6 responses), and single responses for bureaucratic and poor performance. There were 18 responses that fell into the other category and these comprised: transparency with finances (2 responses), stop empire building, be more entrepreneurial, needs to be more things happening, councillors need to be more prominent, developments not energy efficient, car parking at Foodland too limited, create more excitement around the area, slow to move forward, more green areas, wasting money propping up Glenelg businesses, depends who is in Council, dog poo and glass on beaches annoying, parks and esplanade always looked after Brighton Road forgotten, Council staff have little respect for rate payers, would love the gardening maintenance and would pay for it, too much money spent on Glenelg.

**Q42. Which aspects do you think are the most important for Council to focus their efforts on over the next four years?**

All respondents were asked which aspects they thought were the most important for Council to focus their efforts on over the next four years. 310 people were able to provide a response with many of the comments multifaceted comprising several elements and in most cases relative to individual circumstances such as age or location. 90 people were unable to provide a response claiming they did not know.



Responses have been clustered into categories aligned to Council's strategic pillars and these can be summarised as follows:

**Place making (194 responses)**

Development – mindful of high rise, need more (65 responses)  
Footpaths and pathways – need repair, need levelling, need cleaning (55 responses)  
Roads/Crossings – need repair, not enough crossings, busy (35 responses)  
Traffic/congestion - a result of development, narrow roads, busy weekends, summer (28 responses)  
Car parking – not enough (26 responses)  
Jetty Roads – need upgrading, better shops (24 responses)  
Jetty/Esplanade/Foreshore – develop, upgrade infrastructure (9 responses)  
Cycle paths (2 responses)  
Toilets (2 responses)

**Environment (95 responses)**

Maintaining beaches and coastal areas (56 responses)  
Waste management (cleaning up beaches, supplying more bins, removing rubbish) (17 responses)  
Plant more gardens, green areas, landscape along train lines (12 responses)  
Managing native vegetation and natural environment (sand dunes) (11 responses)  
Planting more and maintaining street trees (and gum nuts!) (9 responses)  
Managing storm water and drainage (7 responses)  
Various specific waste issues (dog poo x 2, graffiti and Council e-waste) 3 responses

**Economy (40 responses)**

Tourism and events (24 responses)  
Business and services – improve Jetty Road offering, more pop up bars, markets (17 responses)

**Community (38 responses)**

Maintenance of sporting facilities (2 responses)  
Maintenance of beaches (4 responses)  
Maintenance of playgrounds (1 responses)  
Providing community centres and programs (8 responses)  
Providing services and programs for the elderly and disabled communities (19 responses)  
Providing youth programs (3 responses)  
Providing services and programs for families with young children (3 responses)  
Providing services and programs for ethnic/multicultural communities (1 responses)

**City Management (24 responses)**

Lower/stabilise rates (10 responses)  
Reduce debt/manage debt (7 responses)  
Think creatively/work smarter/better planning (3 responses)  
Boundaries and rezoning (2 responses)  
Government influencing locally (1 response)  
Councillor influencing Mayor (1 response)

**Safety (16 responses)**

Lack of safety in my neighbourhood (10 responses)  
Traffic concerns (speed along heavy pedestrian roads, time between crossings) (6 responses)  
Plenty of lighting (4 responses)  
Parks and reserves (1 response)





Good as is/like how everything is happening (9 responses)

**Social (3 responses)**

Access to shops/services/disabled access – 1

Community/social programs - 2

Other various (5 responses)

These responses included better bus services, better communication with residents if making changes e.g. tree trunks left on side of the road look disgusting, continual improvement, ensuring that services keep up with growth, getting the area to feel excited.

**Q49. Is there any feedback you would like to give Council?**

In previous years our interviewers have commented that some respondents want to provide additional feedback to Council and we have therefore included this question again this year to appease these residents. Most of the comments relate to individual residents' circumstances and are included here as verbatim comments:

All children high university degrees all had to move interstate no jobs here lost all their family

Allow the survey evaluations to become public. Congratulations on the NYE fireworks especially the family ones. Would be nice another fish and chips stores

Ask more questions about interaction with your neighbours. How locals interact with one another.

Attention is needed at the gardens around the train station. Lightening around Marlborough Street

Beach hire equipment would be good.

Better communicate e.g. dumping of trees near railway

Better lightening near Marlborough and footpaths in the side streets

Brighton Road traffic is getting too busy

Brighton Road needs another fish and chips store, one store is a pain

Build what's been promised if not, relay that back to residents

Can we see the results so we can ensure that feedback is utilised and benefit our neighbourhood.

Can you please inform us how to get rid of old tyres.

Cedar trees dropping round unsafe berries a hazard for elderly. Brighton train station surrounds ugly and in need of garden and amenity improvement

Consider closing off Jetty Rd Glenelg on weekends and proving free parking at Morphettville Racecourse when races are not on

Council need to improve the vegetation near the train station as it is messy. The lighting and paths can be improved away from the main traffic areas. More hard waste pickups. Fix the traffic congestion issue at the intersection of Sturt Road.

Council should not let street trees hang over other people's fences. Look at parking in side streets off Oaklands Road.

Gets very busy and dangerous

Crossings Brighton Rd Both Jetty Roads and reduce rates too high

Developments need to allow for visitor parking and could do with more greenery and trees.

Don't over develop the area

Don't push the development too hard

Finish the foreshore walk – it has taken way too long we can't enjoy our beach hard to even get onto the beach

Foodland staff park down Rutland Ave which is inconvenient. This street needs to a one way street and residential parking or reduce path size parking bays in front the homes. The street trees need pruning.

Footpaths in our area need lots of work

Get more events to the area

Get the community development at Brighton built.

Get younger people involved

Good job on quick graffiti removal



Harrow road needs path upgrade. I am 93 years old and have fallen but not hurt. Very happy with care given to the aged so they can continue to live in their home

Hate speed humps. Prefer more modern alternatives for traffic calming. You can hear every car hitting the humps. Braking noise. Re-acceleration noise.

Have lived in area for 20 years and very aggrieved with the council ignoring their own development strategy

I do not like the redevelopment of Minda.

Improve and keep consulting with the community

Involve the community more with future plans

Involve the public more on what's happening

Just remember to keep the community informed

Keep beaches cleaner and upgrade footpaths for elderly and more crossings

Keep buildings to 2 storey

Keep developing the area

Keep doing what you doing

Keep moving forward Council doing good job overall

Keeping beaches clean

Lives in retirement village would like more transport options for short journeys. Maybe a volunteer driver's network?

Many residents no longer have cars and struggle to get out.

Look at being able to put shade cloth in the front of house to shade from western sun approached council but was refused. The street needs to look the same. Ridiculous only 3 houses faced west in Amelia Street wants this rectified

Look into my storm water 36 & 37 Addison Road

Major problem when it rains in Margate Street with pooling water and poor drainage. Plus with uneven footpaths due to tree roots lifting them. Tripped twice recently.

Make sure Council continues to involve the community in decisions

Make sure council keeps involving rate payers

More communication with residents

More consultation with the community

Need to fix the footpath adjacent to the library, it is not useable for gophers. More street bushes near the Windsor Cinema, there is nowhere for our dog to sniff when we walk. Beautify the gardens near the train station. More exercise equipment for older people like the ones near the Buffalo (in China they provide and promote more exercise for older people). Beautify the roundabouts (in Italy they the local business all sponsor gardens and become competitive for the annual awards). More parking along the esplanade so the side streets do not get congested. Some upmarket restaurants and boutique stores would be nice. More weekend markets along the foreshore to promote local produce.

Not really doing a good job managing problems

Oraston Avenue slow down traffic control.

Parking issues and access to get in and out of your property. Narrow lanes should be one way. I have raised this issue on numerous times without appropriate responses and indication no action.

Parking needs to be addressed. Dumped logs along railway terrible.

Please do something about the street trees, we have being waiting for several years to get a new one

Please fix some footpaths, sometimes you end up on the road especially with a wheelchair.

Please fix the footpaths they are becoming such a trip hazard for older people and are useless for gophers and wheelchairs.

Please fix the issues around Sturt Road intersection and the lighting near train station

Please slow down the traffic in the side streets as this can be a problem with the children playing

Public toilet near the jetty would be helpful for tourists who come from the train at Brighton. A tourist would not know that the toilets are near the surf life saver cub rooms. More parking on the esplanade would be helpful.

Put an overpass on Diagonal Road

Queensland box gumtrees is a safety hazard, the gum nuts are an issue with the elderly and children

Rates are too high for the retired pensioners and elderly should be tied to income

Rebuild bus shelter on corner of Jetty Road Glenelg and Brighton Road

Redevelop Glenelg Oval it's the new home of the State cricket team

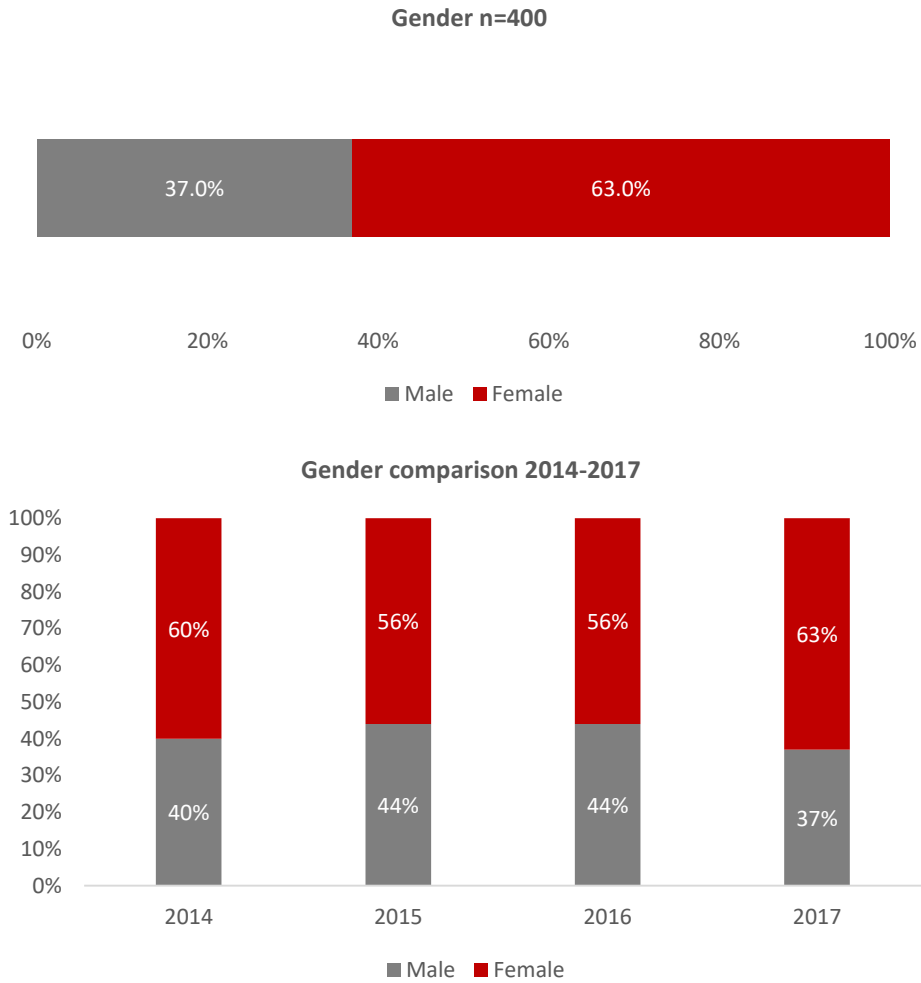


Regular garden services for the elderly would be lovely to introduce.  
Respondent very pleased that the council was conducting this survey  
Skate ok at Brighton very good, outdoor upgrades very good. Extra rubbish removal at Christmas needed  
Some of the staff seem exasperated at providing services  
Some public exercise equipment would be useful like Glenelg  
Sort out barking dogs  
Street tree out the front growing over hanging their fence on Addison Rd need to cut on Residents side and on Brown St side  
Street trees are dying as they have not been maintained and cared for.  
Suggestion to only allow tram and pedestrians down Jetty Road Glenelg during peak summertime only on weekends as long as you prove on the car parking options.  
Sweep up leaves more often.  
The Brighton Primary area needs attention I am worried that a child is going to get hit and there is not enough parking for pickup and drop off. How about another fish and chips store, it is hard to get food when it is busy  
The council are not supporting the residence at all just there as a stepping stone to move into Government we need people that care about our area and our issues. Councils are becoming politically orientated Liberal or Labor nothing to do with helping our Residents.  
The council needs to look at fixing the narrow roads traffic and parking, my friends and family have problems parking outside my home especially in summer, weekends and during local events.  
The fireworks are excellent family orientated event, especially the earlier ones, please keep them going. Also the sculptures by the sea is an excellent event that encourages spending in the area, the kids love exploring. One thing another fish and chips and more boutique stores instead of another hairdresser would be nice. Maybe some pop up bars and street food during the summer months would be nice. One negative, the some more maintenance on the jetty is needed.  
The gum nuts are a problem. And parking in the street is an issue especially for my family and visitors. Neighbourhood parking permits like other councils would help.  
The road sweepers around Medical centre and rail needs to come earlier as the cars park later and he can't clean.  
There is a major cat problem in my area bungee street that the council seems to not do anything about  
Think the rates should be more even, why do the people on the beach front more than other area (threshold and rates be spread over more evenly). Rates should be look at the number of residents per household. Council's role not promoting business e.g. the cinema and the parking issues at Glenelg. Would be nice to have some more choices (high quality and variety like Burnside and Norwood).  
Tidy up Jetty Road more car parks.  
Traffic on Nth Esplanade needs attention where it's one way as there are near misses all the time  
Trees lopped and make footpaths safer on Addison Rd  
Trees roots blocking drains in her street Bournemouth Avenue and not cleaned enough so storm water drains block up  
Waste bins green bins need to be weekly has terrible smell  
Well done overall. Believe that Council is trying to be generally proactive and progressive.  
Why did we spent so much of rate payer money for the bust of the First Lady councilor since we do not know her?  
Think it was a waste of money.  
Would love to know the results of this survey to see what other rate payers think. Thank you allowing our feedback.

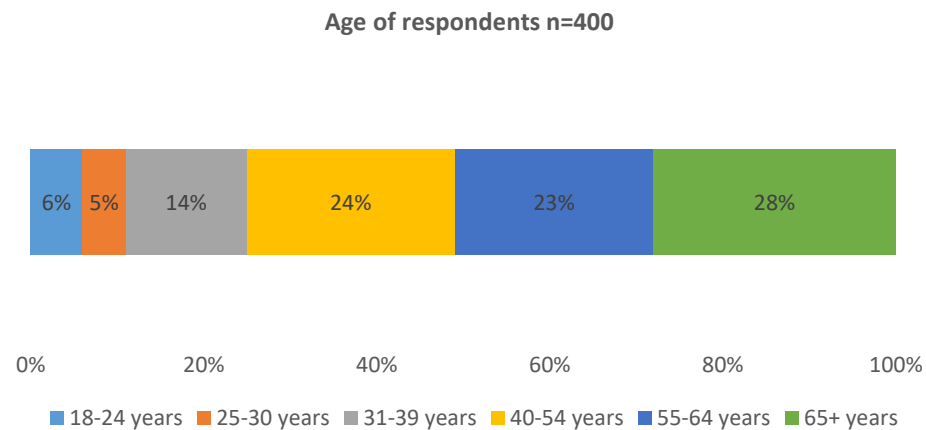


## 7. DEMOGRAPHICS

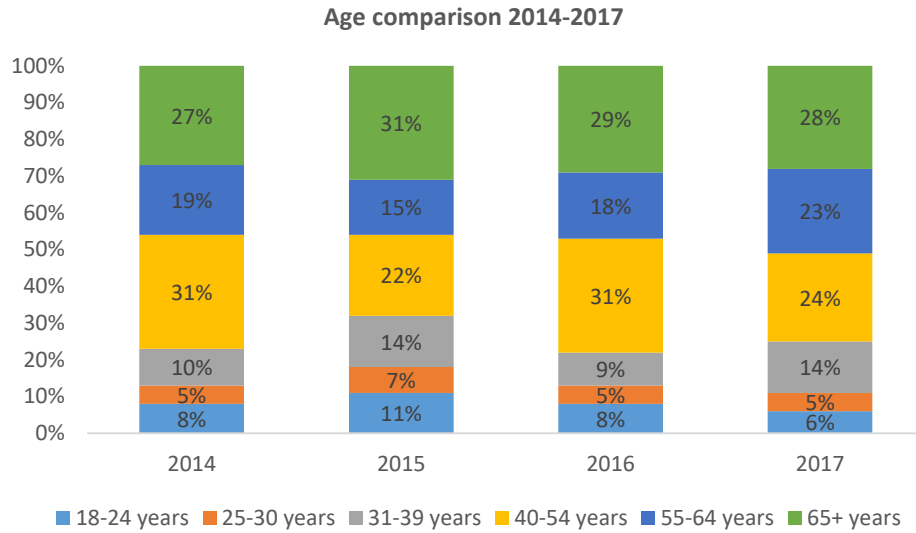
### Q43. Record gender



### Q44. In which of these age groups do you fall?

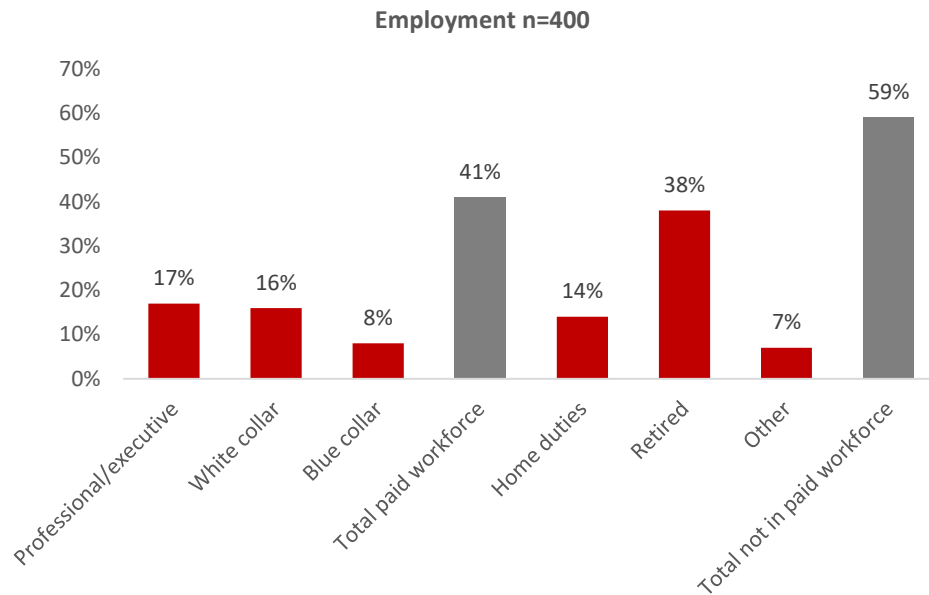


A quarter of respondents were aged under 40 years with 76% aged over 40 years.

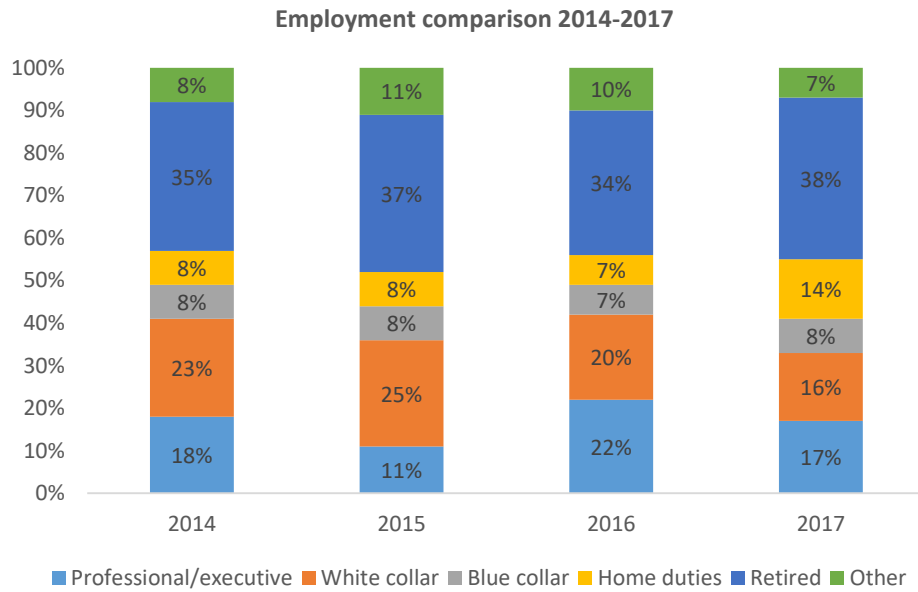


The pattern of age groups remains consistent with previous surveys.

**Q45. How would you describe your employment?**

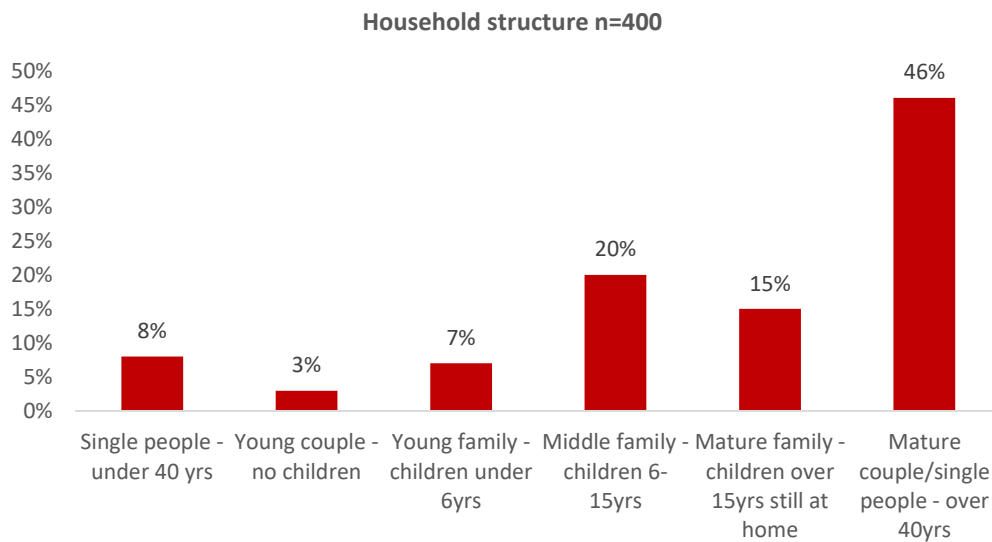


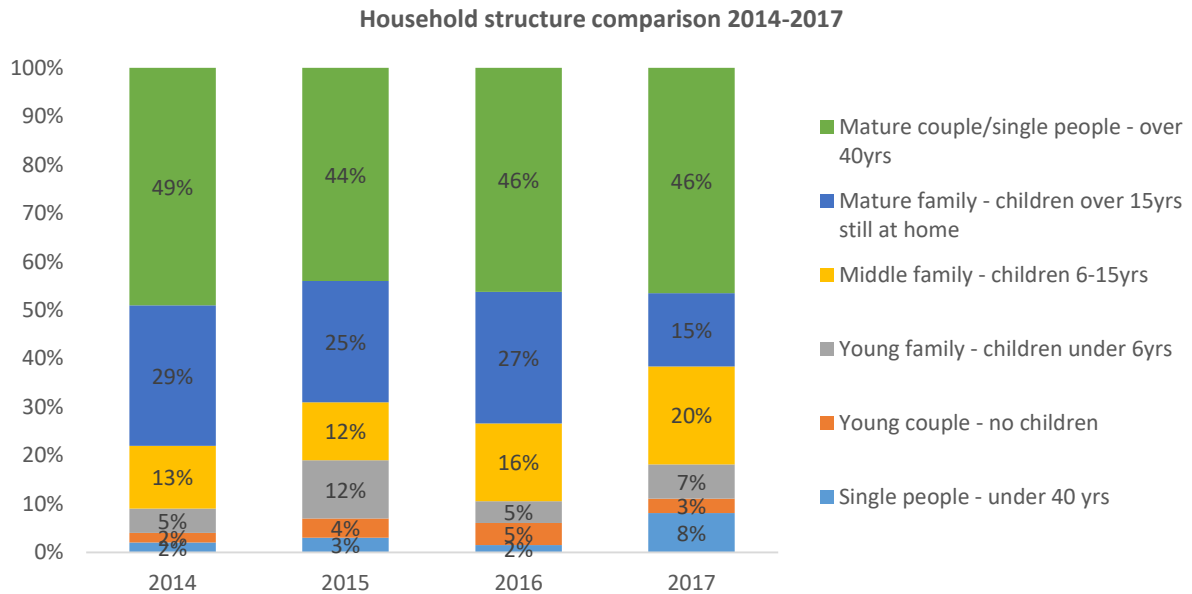




The employment categories remain relatively stable this survey with the exception of those in home duties which has a larger representation.

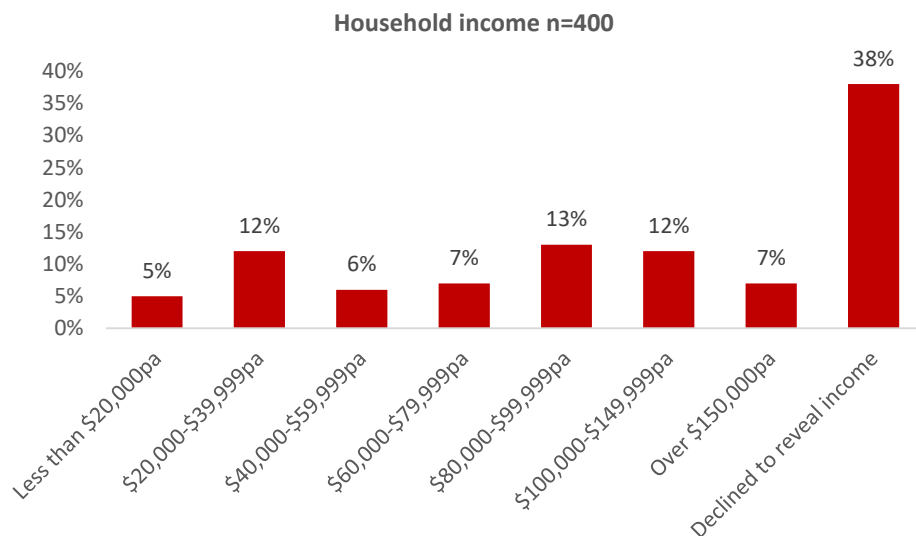
**Q46. Which of these groups' best describes your household?**

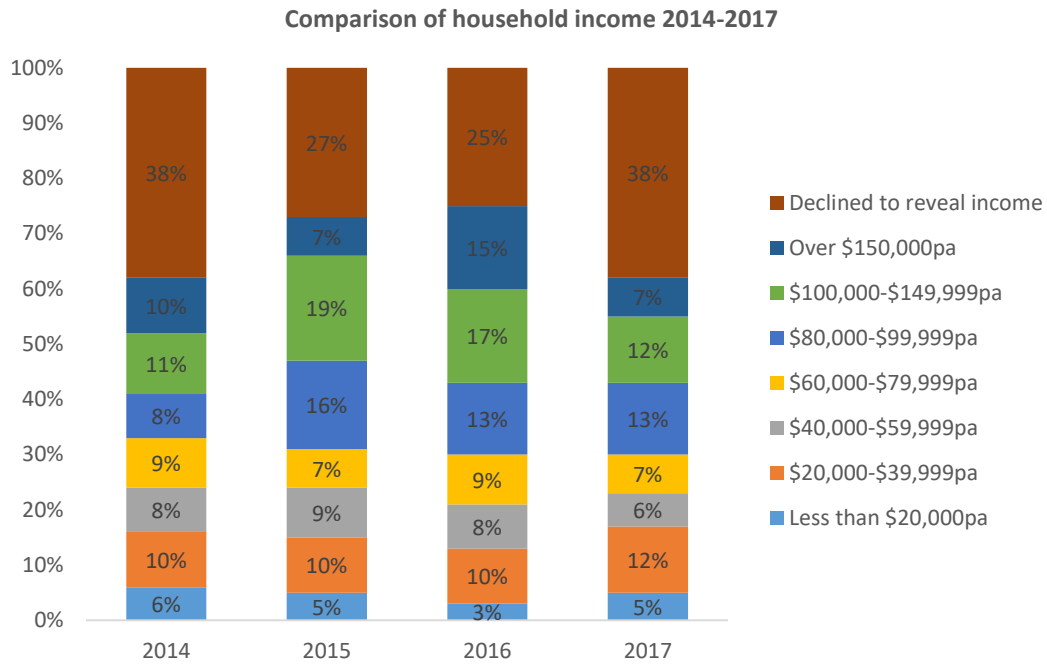




There were less mature family (with children over 15 years with at least one still living at home) households represented however they were replaced by middle family households with children 6-15 years old. This survey also saw a higher representation of young single people households than in previous years. The remaining household groupings (mature couple/single over 40yrs, young families and young couples) were stable.

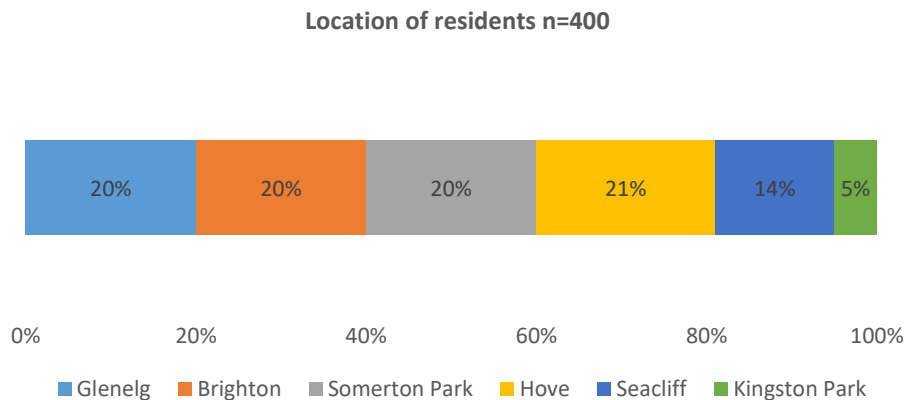
**Q47. Which of the following best describes your gross annual household income?**

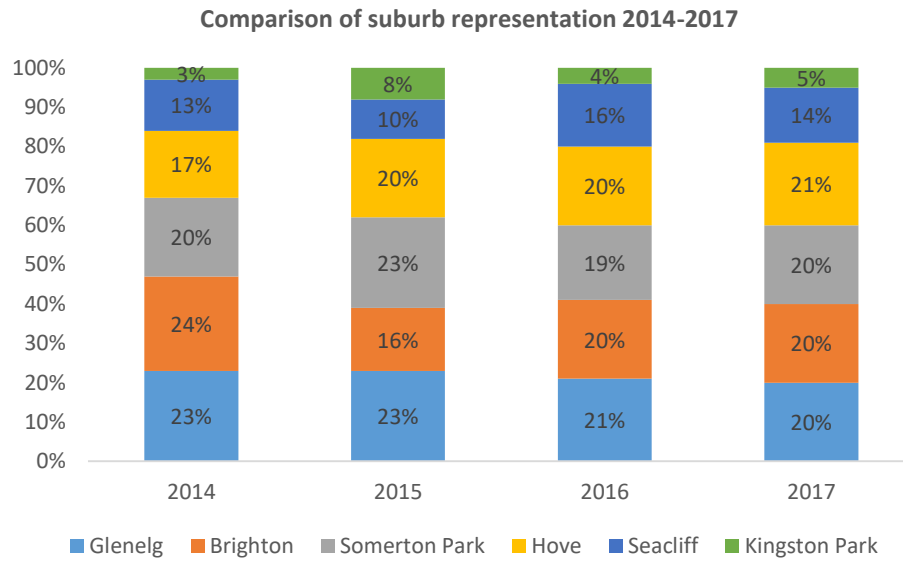




There were significantly more respondents choosing not to reveal their income this year, like that of 2014. This came at the expense of those with higher incomes of over \$100,000pa.

**Q48. Which City of Holdfast Bay suburb do you live in?**





Suburb representation has remained very stable over the survey periods in an attempt to get as even a representation as possible, noting that Seacliff and Kingston Park share a region.



## 8. TABULATIONS

### PART 1 – QUALITY OF LIFE

#### Safety

*Please rate the following statements on a scale 0 to 10 where 0 = disagree and 10 = strongly agree.*

#### *Q1. I feel safe in my neighbourhood*

		Mean
I feel safe in my neighbourhood		<b>8.33</b>

		I feel safe in my neighbourhood
		Mean
Gender	Male	<b>8.49</b>
	Female	<b>8.23</b>
Age group	18 to 24 years	<b>8.78</b>
	25 to 30 years	<b>8.84</b>
	31 to 39 years	<b>8.42</b>
	40 to 54 years	<b>8.41</b>
	55 to 64 years	<b>8.52</b>
	65+	<b>7.88</b>
Employment	Professional/executive	<b>8.64</b>
	White Collar	<b>8.33</b>
	Blue Collar	<b>8.41</b>
	Home duties	<b>8.46</b>
	Retired	<b>8.08</b>
	Other (student, unemployed, carer etc.)	<b>8.57</b>
Household	Single: (under 40yrs)	<b>8.64</b>
	Young couple	<b>8.58</b>
	Young family	<b>8.25</b>
	Middle family	<b>8.51</b>
	Mature family	<b>8.58</b>
	Mature couple or single	<b>8.11</b>
Income	Less than \$20,000 pa	<b>7.95</b>
	\$20,000-\$39,999 pa	<b>8.17</b>
	\$40,000-\$59,999 pa	<b>8.48</b>
	\$60,000-\$79,999 pa	<b>8.41</b>
	\$80,000-\$99,999 pa	<b>8.58</b>
	\$100,000-\$149,999 pa	<b>8.72</b>
	\$150,000+ pa	<b>8.48</b>
	Declined	<b>8.15</b>
Suburb	Glenelg	<b>8.35</b>
	Brighton	<b>8.41</b>
	Somerton	<b>7.94</b>
	Hove	<b>9.12</b>
	Seacliff	<b>7.53</b>
	Kingston Park	<b>8.40</b>

	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Total
I feel safe in my neighbourhood	1	1	1	1	6	11	11	39	122	135	70	398
	.3%	.3%	.3%	.3%	1.5%	2.8%	2.8%	9.8%	30.7%	33.9%	17.6%	100.0%

#### *Q2. Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds*

	Mean
Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	<b>8.28</b>





		Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds
		Mean
Gender	Male	8.37
	Female	8.22
Age group	18 to 24 years	8.33
	25 to 30 years	8.76
	31 to 39 years	8.44
	40 to 54 years	8.18
	55 to 64 years	8.48
	65+	7.99
Employment	Professional/executive	8.56
	White Collar	7.98
	Blue Collar	7.96
	Home duties	8.49
	Retired	8.24
	Other (student, unemployed, carer etc.)	8.39
Household	Single: (under 40yrs)	8.46
	Young couple	8.09
	Young family	8.42
	Middle family	8.42
	Mature family	8.44
	Mature couple or single	8.11
Income	Less than \$20,000 pa	8.50
	\$20,000-\$39,999 pa	8.16
	\$40,000-\$59,999 pa	7.78
	\$60,000-\$79,999 pa	8.30
	\$80,000-\$99,999 pa	8.85
	\$100,000-\$149,999 pa	8.34
	\$150,000+ pa	8.20
	Declined	8.16
Suburb	Glenelg	8.07
	Brighton	8.26
	Somerton	7.64
	Hove	9.36
	Seacliff	7.77
	Kingston Park	8.79

	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Total
Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	0	0	1	2	3	10	12	44	112	100	61	345
	.0%	.0%	.3%	.6%	.9%	2.9%	3.5%	12.8%	32.5%	29.0%	17.7%	100.0%

### Q3. There is plenty of lighting along paths and in parks in the City of Holdfast Bay

	Mean
There is plenty of lighting along paths and in parks in the City of Holdfast Bay	7.51



There is plenty of lighting along paths and in parks in the City of Holdfast Bay		
Mean		
Gender	Male	7.59
	Female	7.45
Age group	18 to 24 years	8.68
	25 to 30 years	8.44
	31 to 39 years	7.29
	40 to 54 years	7.54
	55 to 64 years	7.58
	65+	6.99
Employment	Professional/executive	7.78
	White Collar	7.30
	Blue Collar	7.54
	Home duties	7.69
	Retired	7.22
	Other (student, unemployed, carer etc.)	8.32
Household	Single: (under 40yrs)	8.39
	Young couple	7.70
	Young family	7.22
	Middle family	7.64
	Mature family	7.66
	Mature couple or single	7.23
Income	Less than \$20,000 pa	7.87
	\$20,000-\$39,999 pa	7.37
	\$40,000-\$59,999 pa	7.43
	\$60,000-\$79,999 pa	7.54
	\$80,000-\$99,999 pa	7.90
	\$100,000-\$149,999 pa	7.63
	\$150,000+ pa	8.04
	Declined	7.21
Suburb	Glenelg	7.81
	Brighton	6.75
	Somerton	7.02
	Hove	8.64
	Seacliff	7.77
	Kingston Park	6.72

	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Total
There is plenty of lighting along paths and in parks in the City of Holdfast Bay	0 .0%	0 .0%	3 .9%	5 1.5%	13 4.0%	18 5.5%	37 11.3%	64 19.6%	90 27.6%	66 20.2%	30 9.2%	326 100.0%

## Social

**Q4. I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space etc.)**

Mean
I am able to get to the places within the City of Holdfast Bay I want to go
8.50



		I am able to get to the places within the City of Holdfast Bay I want to go
		Mean
Gender	Male	8.56
	Female	8.47
Age group	18 to 24 years	9.17
	25 to 30 years	9.05
	31 to 39 years	8.69
	40 to 54 years	8.44
	55 to 64 years	8.76
	65+	8.03
Employment	Professional/executive	8.90
	White Collar	8.22
	Blue Collar	8.24
	Home duties	8.88
	Retired	8.26
	Other (student, unemployed, carer etc.)	9.11
Household	Single: (under 40yrs)	8.91
	Young couple	8.75
	Young family	8.46
	Middle family	8.65
	Mature family	8.75
	Mature couple or single	8.27
Income	Less than \$20,000 pa	8.00
	\$20,000-\$39,999 pa	8.33
	\$40,000-\$59,999 pa	8.16
	\$60,000-\$79,999 pa	8.52
	\$80,000-\$99,999 pa	9.00
	\$100,000-\$149,999 pa	8.49
	\$150,000+ pa	8.37
	Declined	8.53
Suburb	Glenelg	8.16
	Brighton	8.35
	Somerton	7.87
	Hove	9.66
	Seacliff	8.22
	Kingston Park	8.95

	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Total
I am able to get to the places within the City of Holdfast Bay I want to go	0	0	0	2	6	7	10	55	101	102	114	397
	.0%	.0%	.0%	.5%	1.5%	1.8%	2.5%	13.9%	25.4%	25.7%	28.7%	100.0%

**Q5. The City of Holdfast Bay provides programs that foster social interaction and community wellbeing**

	Mean
The City of Holdfast Bay provides programs that foster social interaction and community wellbeing	8.00



The City of Holdfast Bay provides programs that foster social interaction and community wellbeing		
Mean		
Gender	Male	7.78
	Female	8.11
Age group	18 to 24 years	7.78
	25 to 30 years	7.86
	31 to 39 years	8.12
	40 to 54 years	8.07
	55 to 64 years	8.17
	65+	7.77
Employment	Professional/executive	8.30
	White Collar	7.60
	Blue Collar	7.73
	Home duties	8.26
	Retired	7.99
	Other (student, unemployed, carer etc.)	7.64
Household	Single: (under 40yrs)	7.93
	Young couple	7.80
	Young family	8.25
	Middle family	8.11
	Mature family	8.05
	Mature couple or single	7.92
Income	Less than \$20,000 pa	7.31
	\$20,000-\$39,999 pa	7.86
	\$40,000-\$59,999 pa	7.72
	\$60,000-\$79,999 pa	8.37
	\$80,000-\$99,999 pa	8.61
	\$100,000-\$149,999 pa	8.03
	\$150,000+ pa	7.69
	Declined	7.95
Suburb	Glenelg	7.50
	Brighton	7.95
	Somerton	7.56
	Hove	8.79
	Seacliff	7.56
	Kingston Park	7.92

	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Total
The City of Holdfast Bay provides programs that foster social interaction and community wellbeing	0	0	2	0	4	4	14	57	90	96	15	282
	.0%	.0%	.7%	.0%	1.4%	1.4%	5.0%	20.2%	31.9%	34.0%	5.3%	100.0%

## Quality of Life

### Q6. What do you value most about living in the City of Holdfast Bay?

Access to all transport Marion shops and services

Access to amenities shopping beach safety

Access to beach and relaxed lifestyle

Access to beaches and parks.

Access to shops beaches restaurants everything is really close by

Access to the beach can walk lots of variety of shops services family and friends

Access to the beach can walk run

Accessibility to beach and Marion shopping centre

Activities/events e.g. NYE fireworks, sculptures by the sea. They are a great way to attract spending in the local area

Alive and bustling

Amenities available and the beach

Amenities shopping cafes beaches

Amenities shops cafes

Atmosphere and close to the beach

Away from hustle and bustle of suburbia great trains and transport walk to the beach nice walking areas



Beach (15 responses)

Beach access  
Beach accessibility  
Beach and being able to catch tram to work  
Beach and being close to work  
Beach and convenience. Not snooty.  
Beach and St Jude's players  
Beach and what it offers our family  
Beach and what it offers  
Beach busy shopping streets  
Beach close  
Beach close by  
Beach close public transport Jetty Road Brighton  
Beach close school Marion  
Beach close shops transport  
Beach close to friends  
Beach close to parents i.e. babysitters  
Beach close to shops restaurants  
Beach close to transport holiday feel sometimes  
Beach closeness to everything  
Beach comfortable lifestyle  
Beach eating areas improving parks well kept  
Beach Glenelg shopping is good  
Beach good environment to raise kids  
Beach good range of coffee places and bars  
Beach good restaurants shopping  
Beach holiday atmosphere  
Beach is lovely  
Beach is walking distance. Great on a summer night.  
Beach lifestyle  
Beach lifestyle yacht club sailing walking trails  
Beach most facilities I would want  
Beach near transport shops  
Beach nice neighbours close to my work  
Beach nice restaurants  
Beach nice vibe around shopping centres  
Beach restaurants  
Beach restaurants shops  
Beach shops  
Beach the area  
Beach the environment close to facilities  
Beach tourism  
Beach train shops  
Beach tram shopping  
Beach transport  
Beach young families coming in  
Beach, accessibility to city, public transport  
Beach, close to Marion shopping centre and good public transport  
Beach, family activities, sports, restaurants, cafes  
Beach. Great place to meet friends  
Beaches (3 responses)





Beaches and cafes

Beaches and lifestyle. If Brighton does not have what I need, Marion shopping centre is very close by

Beaches cafes restaurants amenities

Beaches cafes restaurants shopping

Beaches close to shops restaurants

Beaches shopping close to Marion cafes restaurants amenities

Beaches shops amenities everything is close

Beaches shops Marion good transport to city amenities

Beachside atmosphere

Beachside atmosphere.

Beautiful area well maintained living near the beach very relaxing

Been here 50 years.

Being able to access the beach and right now no one on Burnham Rd (Kingston Park) can access the beach or even have friends and family over as the whole foreshore is dug up very unhappy.

Being able to access the beach easily

Being able to walk to shops everything very convenient

Being close to all I need and being able to access tram to city

Being close to beach (4 responses)

Being close to beach and casual lifestyle

Being close to beach and great pubs

Being close to beach and water

Being close to everything

Being close to family and the beach environment

Being close to the beach

Being close to the water

Being close to work and close to beach and night life

Being close to work and good schools and beach

Being near beach

Being near the beach (2 responses)

Beaches and accessibility to get to other areas like Marion and the McLaren wineries

Can walk to everything in Brighton shops services cafes beach

Can walk to most shops beach amenities

Can walk to shops and facilities

Central to everything shops cafes restaurants transport

Central to everywhere I go

Central to my work and friends and shopping

Close to everything easy to get around

Climate access accessibility to shops and transport

Close beach (3 responses)

Close beach close hospitals

Close knit community lived there 29 years

Close to all shopping centres lots of shops restaurants and cafes

Close to beach

Close to Beach and friends

Close to beach and shops (2 responses)

Close to beach quiet

Close to beach quiet except during holidays

Close to beach, cafes and great lifestyle

Close to beaches

Close to everything and it's by the water

Close to everything buses trains amenities great shops and beach lifestyle



Close to everything family shopping beaches good transport can walk to most places easily  
Close to everything here can walk to shops the beach and good transport  
Close to everything shops bus trains trams well serviced  
Close to family  
Close to family and friends great lifestyle  
Close to family and friends great shopping beaches  
Close to family friends cafes sporting facilities beaches healthy lifestyle  
Close to Marion buses and trains  
Close to Marion transport is great good shopping and beach lifestyle  
Close to Mosley Square and beach  
Close to my family  
Close to my family and friends Marion transport is great beach lifestyle  
Close to sea and Jetty Road  
Close to shopping and beach.  
Close to shops transport can walk to beach great community  
Close to the beach  
Close to the beach and friends  
Close to the beach trains shops  
Close to train and shops  
Close to university and beach  
Close to work, nice beach  
Closeness to facilities and beach  
Closeness to the beach and just a fabulous lifestyle  
Closeness to the beach shops restaurants  
Coastal area Marion shops cafes  
Coastal views  
Community  
Community and accessibility  
Community feel  
Community spirit  
Community, people, ability to exercise easily  
Convenience  
Convenience and beach  
Convenience for shopping and facilities.  
Convenience of everything  
Convenience of everything and the beach  
Convenience to facilities shops beach restaurant  
Convenience, shops, restaurants  
Convenient and the beaches  
Convenient to access beaches and public transport.  
Convenient to everything  
Cosmopolitan feel on Jetty Road Brighton  
Cost restaurants beach facilities  
Definitely the beach  
Doctor's services shopping Marion transport were very lucky here  
Don't like to go to those places  
Down near the beach and good facilities  
Easy access shops transport and beaches  
Easy access to beach like about to go now  
Easy access to everything and the leisurely lifestyle  
Easy access to everything I need



Easy access to most things including beach  
Enjoy the quiet  
Everything best place to live  
Everything close shops beach  
Everything is at your fingertips  
Everything is available in the area including the beach it's a great environment  
Everything is close by and of course the beach  
Everything is close can walk  
Everything is close shops services transport  
Everything is convenient and of course beach  
Everything is easily available and being close to the beach  
Everything is here shops amenities transport and sea  
Everything is here shops love Marion transport is the best beaches amenities  
Everything is here walk to beach shops restaurants great transport easy to get to the city  
Everything is very convenient  
Everything is very convenient  
Everything it offers in a beachside location -convenient to everything  
Fabulous lifestyle  
Family environment, beach, great neighbourhood  
Family feel. Relaxed atmosphere. People know each other and stop to talk.  
Family friendly  
Family friends the beach shops are great close to everything  
Family orientated great shops cafes the beach access to all services  
Feeling safe beach  
Feeling safe.  
Feels nice community feeling  
Friendly and close knit community  
Friendly and safe area.  
Friendly neighbourhood with low crime rate  
Friends are. Near me  
Friends around me  
Good community support beach  
Good mix of age groups and social groups great climate great shops good friends  
Good neighbourhood  
Good neighbours close beach shopping  
Good schools beach shopping  
Good shopping nice neighbours close beach  
Great accessibility  
Great amenities shops beaches cafes  
Great area close to everything Marion lots of shops cafes restaurants services  
Great family friendly pub and the beach is great for kids  
Great lifestyle and being close to beach  
Handy to beach cafes Glenelg  
Happy with safety shops beach  
Have been here over 30 years  
Have lived here all my life first with my Parents and now my family. Best lifestyle here beaches shops restaurants  
Marion and great transport to everywhere  
Holiday atmosphere with beaches shops services  
Holiday feel of the area  
Holiday feeling beaches cafes  
I can walk everywhere, shops, beach - we have good services and transport



I can walk to everything  
I don't have to travel far to get things and to go to appointments plus I love the beach  
I like that it has access to beaches, jetty road shops and restaurants and general meeting places to see friends and family.  
I work nearby  
Is still close to Marion if I cannot get what I want near my home  
Just a reasonable place to live  
Just love the beach and being to go for walks along foreshore  
Lifestyle (3 responses)  
Lifestyle along Jetty Road Brighton  
Lifestyle and convenience  
Lifestyle and great neighbourhood  
Lifestyle beach shops cafes great family living  
Lifestyle being close to beach  
Lifestyle cafes restaurants beaches  
Lifestyle, we walk the dogs every day, on the beach we go to cafes that are pet friendly our family all live close by  
Like being able to walk along Esplanade most days or down the Jetty  
Like cleanliness and relatively safe and of course beach together with great vibe  
Like the area, being living in 62 years  
Live on the seafront the Esplanade walk the dogs everyday love it here very happy  
Lived here all my life all my family and friends are here love the beach shopping restaurants just great lifestyle  
Lived here all my life close to family and friends shops cafes restaurants and transport  
Lived here all my life family friends love the area  
Lived here all my life first with my Parents now my family it's a beautiful lifestyle  
Lived here for 43 years  
Lived here for over 30 years now all my family and friends live here we all love this area  
Lived here most of my life great place to live close to everything  
Lived here over 40 years my life is here family friends services transport  
Liver here all my life living near the sea  
Living by the sea.  
Living close to family and friends the beach lifestyle  
Living near the beach  
Living there 50 years and very happy and just love it here  
Local amenities shops beach restaurants  
Location ambience close to beach shopping  
Location and the beach is easy to access  
Location beach close city transport  
Location to the sea  
Lots of shops easy sport and the beach  
Love it. Close to my friends beach shops  
Love living by the beach walk everyday great shops variety of supermarkets Close to everything  
Love the beach sailing and the walking trails  
Love the beaches Marion shops cafes restaurants  
Near beach (3 responses)  
Near beach and Glenelg  
Near beach close Glenelg  
Near beach good public transport to city  
Near beach pleasant people around  
Near beach quiet safe  
Near beach schools  
Near sea close to city easy to get around



Near the beach and great shops  
Near work close beach  
Near to beach  
Neighbours access good services in  
Close bus  
Next door to my family live in the same street always lived in this area  
Nice being near the beach and less congested from other area  
Nice family feel friendly welcoming neighbours  
Nice lifestyle  
Nice neighbours and local activities  
Nice neighbours good shops clean air  
Nice people no ruffians  
Open space,  
Peace and quiet and close to sea and casual atmosphere  
Position shops easy parking  
Proximity of everything I need  
Proximity of the seas, excellent waste removal and the volunteer program  
Proximity to sea and cafes  
Public transport, beach and shopping  
Quiet beach close shops  
Quiet beach privacy  
Quiet near beach and shops  
Quiet neighbourhood close beach shops transport  
Quite quiet and lovely walks on the beach  
Quite unique area Seacliff was a fishing village the heritage  
Recreation and beach  
Relaxation and great lifestyle. Close to beaches  
Relaxed lifestyle  
Access to almost everything  
Safety close beach shops  
Safety of children and no crime  
Safety quiet beach shopping  
Same as other areas  
Sea, lovely beach  
Seaside atmosphere  
Seaside living  
Security  
Sentimental family shops  
Services buses trains shops close to everything  
Services, doctors', hospital all close by transport is good lots of shops don't need to go to the City  
Services shopping Marion trams buses trains can walk everywhere  
Shopping cafes restaurants services  
Shopping close to everything Marion restaurants cafes beach great transport  
Shopping Marion amenities good transport close to everything  
Shops amenities  
Shops area esplanade  
Shops beaches amenities  
Shops Marion Brighton Rd  
So much has everything here close by  
So much shops beaches cafes family close by lots of services  
So much we are so lucky seaside location shopping transport and services





So much we have everything here shops beaches cafes shopping centres  
Still not sure only just moved in to my unit a week ago  
Street lighting from the train station and Marlborough street (Brighton road side is ok)  
Surrounded by friends.  
The 'holiday feel' of the sea  
The ambience of the area, close to family and the beach  
The beach (6 responses)  
The beach access is easy  
The beach and all it offers our family  
The beach and great night life  
The beach and yacht clubs are good  
The beach lifestyle  
The Beach walking dog shops  
The beaches family area great for young children shopping  
The beaches for the kids walking the dogs close to everything  
The beaches walking paths lifestyle  
The best place in the world lived there 40 years  
The Brighton beach  
The convenience of everything including access to tram to city  
The cosmopolitan atmosphere down Jetty Road Brighton  
The feel of the place  
The great lifestyle  
The great lifestyle including beach  
The great lifestyle living near the beach  
The great outdoor lifestyle  
The lifestyle we can enjoy  
The relaxed neighbourhood the beach been here 54 years  
The sea  
The sea, transport  
Transport to everything Marion shopping services holiday atmosphere close to all my family and friends  
Transport very convenient. Bus. Train.  
Transportation buses trams trains Marion shops cafes  
Variety of amenities available including beach  
Very comfortable living  
Very nice lifestyle  
Very nice spot 30 years so happy  
Vibrancy, beach and public transport  
Village convenient  
Walk to beaches parks playgrounds great family lifestyle  
Walk to everything I need food shops services close to family  
Walk to shops walk to beach close to family buses very happy with the area  
Walking to the beach shops services  
Walks along the beach  
Walks on beach  
We have everything here shops buses trains, trams and lots of services  
We live on the beach take our dog down walking every day great lifestyle  
We moved here for the beach sailing members of the yacht squad have lots of friends here  
Welcoming community friendly  
Wonderful lifestyle great for families with the beach boating skiing



**Q7. Overall, how would you rate the City of Holdfast Bay area as a place to live?**

	Mean
Overall, how would you rate the City of Holdfast Bay area as a place to live?	<b>8.47</b>

		Overall, how would you rate the City of Holdfast Bay area as a place to live?
		Mean
Gender	Male	<b>8.55</b>
	Female	<b>8.42</b>
Age group	18 to 24 years	<b>8.57</b>
	25 to 30 years	<b>8.58</b>
	31 to 39 years	<b>8.64</b>
	40 to 54 years	<b>8.38</b>
	55 to 64 years	<b>8.67</b>
	65+	<b>8.27</b>
Employment	Professional/executive	<b>8.87</b>
	White Collar	<b>8.47</b>
	Blue Collar	<b>8.21</b>
	Home duties	<b>8.61</b>
	Retired	<b>8.29</b>
	Other (student, unemployed, carer etc.)	<b>8.54</b>
Household	Single: (under 40yrs)	<b>8.06</b>
	Young couple	<b>8.75</b>
	Young family	<b>8.29</b>
	Middle family	<b>8.74</b>
	Mature family	<b>8.68</b>
	Mature couple or single	<b>8.36</b>
Income	Less than \$20,000 pa	<b>8.15</b>
	\$20,000-\$39,999 pa	<b>8.28</b>
	\$40,000-\$59,999 pa	<b>8.00</b>
	\$60,000-\$79,999 pa	<b>8.21</b>
	\$80,000-\$99,999 pa	<b>8.74</b>
	\$100,000-\$149,999 pa	<b>9.00</b>
	\$150,000+ pa	<b>9.30</b>
	Declined	<b>8.29</b>
Suburb	Glenelg	<b>9.52</b>
	Brighton	<b>8.40</b>
	Somerton	<b>7.31</b>
	Hove	<b>8.93</b>
	Seacliff	<b>7.80</b>
	Kingston Park	<b>9.05</b>

	0 Strongly disagree	1	2	3	4	5 Neutral	6	7	8	9	10 Very satisfied	Total
Overall, how would you rate the City of Holdfast Bay area as a place to live?	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>17</b>	<b>74</b>	<b>84</b>	<b>107</b>	<b>109</b>	<b>400</b>
	<b>.0%</b>	<b>.0%</b>	<b>.0%</b>	<b>.3%</b>	<b>.0%</b>	<b>2.0%</b>	<b>4.3%</b>	<b>18.5%</b>	<b>21.0%</b>	<b>26.8%</b>	<b>27.3%</b>	<b>100.0%</b>

**Net Promoter Score - How would you rate the City of Holdfast Bay area as a place to live?**

	Mean
NPS How would you rate the City of Holdfast Bay as a place to live?	<b>47.50</b>



**Q8. On a scale of 0-10, where 0 is very unlikely and 10 is very likely, how likely is it that you would recommend the City of Holdfast Bay as a place to live to others?**

		Mean
How likely is it that you would recommend the City of Holdfast Bay as a place to live to others?		<b>8.32</b>
		Mean
Gender	Male	<b>8.47</b>
	Female	<b>8.23</b>
Age group	18 to 24 years	<b>8.65</b>
	25 to 30 years	<b>8.79</b>
	31 to 39 years	<b>8.58</b>
	40 to 54 years	<b>8.08</b>
	55 to 64 years	<b>8.97</b>
	65+	<b>7.73</b>
Employment	Professional/executive	<b>9.15</b>
	White Collar	<b>8.22</b>
	Blue Collar	<b>7.52</b>
	Home duties	<b>8.64</b>
	Retired	<b>7.97</b>
	Other (student, unemployed, carer etc.)	<b>8.79</b>
Household	Single: (under 40yrs)	<b>8.15</b>
	Young couple	<b>8.25</b>
	Young family	<b>8.43</b>
	Middle family	<b>8.77</b>
	Mature family	<b>8.60</b>
Income	Mature couple or single	<b>8.05</b>
	Less than \$20,000 pa	<b>8.15</b>
	\$20,000-\$39,999 pa	<b>7.89</b>
	\$40,000-\$59,999 pa	<b>7.88</b>
	\$60,000-\$79,999 pa	<b>7.41</b>
	\$80,000-\$99,999 pa	<b>8.98</b>
	\$100,000-\$149,999 pa	<b>9.17</b>
	\$150,000+ pa	<b>9.33</b>
Suburb	Declined	<b>8.05</b>
	Glenelg	<b>9.53</b>
	Brighton	<b>8.28</b>
	Somerton	<b>6.60</b>
	Hove	<b>9.37</b>
	Seacliff	<b>7.16</b>
	Kingston Park	<b>9.30</b>

	0 Very unlikely	1	2	3	4	5	6	7	8	9	10 Very likely	Total
How likely is it that you would recommend the City of Holdfast Bay as a place to live to others?	<b>2</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>16</b>	<b>7</b>	<b>45</b>	<b>77</b>	<b>106</b>	<b>128</b>	<b>400</b>
	<b>.5%</b>	<b>.8%</b>	<b>2.5%</b>	<b>1.3%</b>	<b>.3%</b>	<b>4.0%</b>	<b>1.8%</b>	<b>11.3%</b>	<b>19.3%</b>	<b>26.5%</b>	<b>32.0%</b>	<b>100.0%</b>

**Net Promoter Score – Likelihood of recommending City of Holdfast Bay as a place to live to others**

	Mean
NPS Likely to recommend the City of Holdfast Bay as a place to live to others	<b>47.50</b>



		NPS Likely to recommend the City of Holdfast Bay as a place to live to others
		Mean
Gender	Male	52.03
	Female	44.84
Age group	18 to 24 years	52.17
	25 to 30 years	57.89
	31 to 39 years	52.73
	40 to 54 years	40.82
	55 to 64 years	73.91
	65+	26.55
Employment	Professional/executive	77.61
	White Collar	39.06
	Blue Collar	24.24
	Home duties	64.29
	Retired	34.87
	Other (student, unemployed, carer etc.)	57.14
Household	Single: (under 40yrs)	36.36
	Young couple	33.33
	Young family	46.43
	Middle family	64.63
	Mature family	56.67
	Mature couple or single	40.00
Income	Less than \$20,000 pa	40.00
	\$20,000-\$39,999 pa	36.96
	\$40,000-\$59,999 pa	32.00
	\$60,000-\$79,999 pa	24.14
	\$80,000-\$99,999 pa	69.81
	\$100,000-\$149,999 pa	74.47
	\$150,000+ pa	81.48
Suburb	Declined	36.60
	Glenelg	91.36
	Brighton	36.25
	Somerton	-7.50
	Hove	86.90
	Seacliff	3.64
	Kingston Park	90.00

#### Q9. Why did you rate your answer this way?

##### Open responses rated 0 – 6

Chose not to want to give a score for the question

Have had a dispute with Council

Don't want the responsibility

Don't want to get involved

Wouldn't impose

Aged care home on Chaplin Road is built right up to boundaries which is against the rules and council doesn't care

Because of dogs and the poor Council

Don't feel comfortable doing this

Don't like to bother people

Don't want to get involved

I'm only renting

Not my business

Not my business to tell people where to live

That would be intrusive

Wouldn't do it being nosy

Don't know anyone that wants to move

Don't know anyone to tell

Don't know many people you could move here we are renting

Don't like to get involved

Feel a bit uncomfortable coercing someone into living here



If they were good friends or relies  
An unusual question  
Difficult as is disabled  
Don't know anyone I could talk to  
Don't want to impose  
Don't want to impose on others  
Going down hill  
I'm pretty old and don't meet many people  
It's not my business to recommend  
No opinion  
Not interested (2 responses)  
Not my concern  
Not sure  
So far the area is nice  
That would be imposing on people  
Would like to stop the residential capacity  
Always been very happy here  
Don't know people looking like moving  
Happy to promote the area as long as the residential density does increase  
Nice place to live  
Seacliff isn't overly good that'd I'd do that  
That's what I believe  
The parking areas can be improved

**Open responses rated 7 – 10**

Atmosphere  
Atmosphere and beaches  
Be nice for my friends to be close  
Be nice if more people my age were around  
Be nice to share with friends and family  
Beach and good community services, choice with public transport and easy to get to other locations  
Beaches and shopping  
Beaches, nice cafes and family friendly pub  
Because I would  
Been there 50 Years  
Better for younger people now  
Close to beach  
Close to beach and shopping  
Close to everything  
Close to sea  
Convenient to shops and beach, neighbourhood is quite  
Fabulous area to live  
Family friendly beaches  
Friendly  
Good public transport  
Happy to share my feelings  
I enjoy the beach lifestyle  
I just would  
I'd like my friends to live closer  
It's a great place to live. It has everything you need in one area. As well you can meet near the beach at sunset.  
It's a nice place to live and raise a family





It's a pleasant place to live  
It's quiet where I live  
Jetty Road, Brighton is a nice place for a coffee  
Like to share these things  
Need more young people in the area  
Need to modernise a bit more like Henley. Fun vibes needed.  
Needs more young families  
Nice thing to do  
Only if the council doesn't build a block of flats next door  
Others would also enjoy living here  
Pleasant place to live  
Pleasant security  
Pretty buzzy living  
Probably tell other school parents who don't live in area  
Quite neighbourhood most of the time  
Safe beaches  
The beach and jetty road, Brighton  
Transport and shopping is convenient. Diversity of neighbourhood, people friendly and crime is not an issue  
Don't know  
A good life so close to everything  
A very pleasant and good spot for families  
Access to beach and close to Marion Shopping Centre  
Accessibility to everything  
Accessibility, nice beach and clean air  
Amenities shops Marion  
Be nice if my friends lived closer  
Be nice to get younger families in the area  
Beaches and accessibility  
Beaches cafes  
Beautiful place nice shopping  
Can walk to work and beach and shops.  
Close to beach  
Close to beach, good transport, close to Marion, good shops  
Close to everything. Shops. Hotels. Beach.  
Close to friends  
Convenience  
Convenience to the shops  
Due to convenience to everything and close to beach  
Don't know  
Family feel  
Family friendly  
Gets a bit busy in summer months  
Good lifestyle choices, nice beach, good selection of shops  
Good safe place to raise a family  
Good shops transport  
Great area to live and bring up your family  
Great atmosphere and a variety of public transport. Love to promote living here as long as the traffic does not impact on our streets (narrow streets)  
I believe it's a really nice suburb  
I love the area but it can be expensive for living  
I'm happy with the lot



I'm proud of where I live  
If they can afford it  
It's a good way of life close beach good for families  
It's a nice place to live  
It's good to share something that you enjoy  
It's great being near the beach but can get very busy in summer months  
It's the lifestyle  
Jetty Road, Brighton is a perfect place to shop, dine and socialise.  
Just a nice place (2 responses)  
Just a nice place to live  
Lifestyle and variety of stores/cafes  
Lived here for years we have everything here  
Lovely beaches  
Maybe my friends would move into area  
Maybe younger people will come into the area  
More younger people in area would be good  
My friends could be closer  
It's a good place  
Near beach  
Nice and safe beach  
Nice area  
Nice beach  
Nice living  
Nice location, good beach  
Nice people live here overall.  
Nice place to live come here and see  
Hard to say  
No answer  
Ok place to be  
Pretty good job foreshore looks great  
Proud to live here  
Proximity to beach  
Public transport (train and bus), beach, good coffee, relaxed, easy to get to Marion shopping centre, easy to visit other areas like the McLaren wineries, Aldinga and Sellicks. Still easy to get to the city via public transport if you need to.  
Quiet place to live  
Safe and clean beach  
Seems a much better community than a lot of council areas  
Shops beach safety  
Shops beaches  
The area has a lovely feel to it  
The atmosphere freshness from living on the sea  
The beach environment  
Think people would like to know about the area  
Transport beaches walking trails privacy  
Wonderful area to live  
Would like to share what I have got  
Already have recommended  
Amenities cafes restaurants beach  
Amenities shops services  
Beach, family activities, sports, restaurants, cafes  
As per comment before the location



Atmosphere and love the area  
Atmosphere on Jetty Road, Brighton  
Beach  
Beach lifestyle  
Beach shopping  
Beach shops and amenities  
Beaches - family oriented, jetty road Brighton  
Beaches cafes near the sea great appeal  
Beautiful area to Live love the natural environment  
Because everything is so convenient including good schools  
Because of all the services beach buses trains trams  
Best lifestyle area in Adelaide  
Best place to live we have everything here  
Best suburb in Adelaide to live  
Close to beach  
Close to beach Marion and services lots of space between houses  
Close to everything shops amenities  
Coast restaurants amenities  
Diverse opportunities, caters for all demographics  
Doing pretty good job  
Everything available  
Fabulous area to live  
Fabulous lifestyle  
Fantastic place to live wouldn't live anywhere else  
Friendly  
Friendly neighbourhood, family orientated beaches, good transport, and relaxed atmosphere down Jetty Road  
Brighton on weekends all year round  
Good schools. Jetty Road lovely. Great variety close by.  
Great area to live and able to see the sea  
Great area to live in  
Great beaches and convince for transports and shops  
Great for folks with kids and to be close to water  
Great lifestyle (2 responses)  
Great lifestyle and lovely beaches  
Great lifestyle at the beach  
Great place to live (2 responses)  
Great place to live for lifestyle  
Great place to live we have everything here walking bus trams trains Marion and great shopping  
Great relaxed lifestyle  
Great relaxed living  
Great seaside location  
Great suburb to live for families  
Great vibe and ambience and each and council considers residents to make the area better  
Have friends that moved here for the lifestyle  
I often tell people how good living is in my area  
I'm very happy here my family stayed living here when they left home have grandchildren now living down the road  
It has a lovely feel and lots to do for families  
It's a great beach lifestyle  
It's a wonderful lifestyle  
It's an easy lifestyle close to water - holiday atmosphere  
It's great being close to beach



It's great living near the water  
Just a nice place to live  
Lifestyle  
Lifestyle can you afford it  
Lived there over 50 years love beaches shops  
Love coming home to tranquillity at night.  
Love living here  
Love living here don't need to leave my area  
Love living here, great place to live  
Love living here great lifestyle  
Love this area best suburb in Adelaide  
Love where we live very happy  
More kids needed  
Nice beach, good places for a bite to eat  
Nice coastal suburb  
Nice people live here  
Nice places to eat  
Not happy about Council as refused putting up shade to from the westerly sun no 5 Amelia house has no shade at all  
People ought to know how good living here is  
Pleasant place to live  
Pleased to do so  
Recommend family and friends to move here for lifestyle  
Safe and comfortable and has a good vibe  
Safe, quiet, good facilities  
Safety mainly. Area feels relaxed.  
Same reasons as before plus good community  
Seems very comfortable suburb  
Seen developed from vacant land to housing done football yachting brother was the mayor  
Shops amenities Beaches  
Shops beach amenities  
Shops beaches services great for family's  
Shops trains shops situated  
The beach and convenience of everything  
The beach and everything you need is close by  
The beach and lifestyle  
The beach is first class  
The beach no bushfire risk and lifestyle  
The great lifestyle available in the area  
The lifestyle  
Usually relaxed area  
Very happy here great family lifestyle close to my family and friends  
Very happy living here we have everything here  
Very pleased with where I am  
Want new friends  
We have it all here  
We love it here spent my childhood growing up on the beach best place in Adelaide to live  
We love living her over 20 years now and I grew up here as well all my family and friends are close by  
We moved here because we love the lifestyle  
Welcoming friendly place  
Already have all my family have settled here and quite a few friends relocated here  
Already have family and friends that moved here as we love it so much



Already have my family living close by  
Family environment, beach, great neighbourhood  
Beach  
Beach and facilities fantastic.  
Beach and lifestyle  
Beach is fantastic  
Beautiful place to live close to everything  
Been here over 25 years very happy here  
Being close to beach (2 responses)  
Being close to sea is lovely  
Best area in to live  
Best area to live 30 years one home  
Best area to live close to everything has all you need close by  
Best family lifestyle area  
Best place to live for lifestyle  
Best place to live I wouldn't live anywhere else  
Best place to live in Adelaide (2 responses)  
Best suburb in Adelaide to live (2 responses)  
Best suburbs in Adelaide  
Close to beaches property prices general overall feeling  
Convenience  
Convenience and beach  
Convenience is such a great benefit to an easy lifestyle  
Definitely the beach  
Easy life close to beach  
Easy to get everywhere.  
Everything here don't need to leave our area  
Everything is available and the suburb has a nice feel to it  
Everything is here beach lifestyle shops services Marion transport  
Everything is very good  
Fabulous area to live  
Fabulous area to live couldn't ask for more  
Fabulous lifestyle (2 responses)  
Family bought here because of the lifestyle  
Good being close to beach in summer  
Great area to live  
Great area to live everything is here  
Great area to live has everything  
Great area too live  
Great environment  
Great environment near the beach  
Great lifestyle (4 responses)  
Great lifestyle and closeness to beach  
Great lifestyle close to beach  
Great lifestyle close to the beach  
Great lifestyle here  
Great location close to everything  
Great place to live (3 comments)  
Great place to live have envy thing here  
Great place to live near beach  
Great place to live near the beach





Great to be near the beach/water  
Happy here  
Have friends that moved here from eastern suburbs for a lifestyle change  
Have my best friends that recently moved here as they saw our lifestyle they are really happy here  
Healthy active lifestyle  
I am very happy with living here  
I can walk to Jetty Rd Brighton to meet friends, cafes, shops, and beach. Glenelg has great shops as well.  
I wouldn't live anywhere else great area to live in  
It feels like you are on holidays all the time  
It's a fabulous lifestyle close to the beach  
It's a good relaxed lifestyle  
It's a great location  
It's a great place to live everything is close by  
It's great living close to the beach  
It's great living near beach  
It's great living near the beach  
It's great living near the beach and what it offers  
It's great to be near the water  
It's great to live near the beach  
It's great to live near the beach kids love it  
It's great to live near the water  
Just love living near the beach  
Just love the friendliness of the area.  
Lifestyle beaches shopping Marion great transport amenities  
Lifestyle choices living in this area  
Lifestyle close to everything good shops transport  
Lived here all my life  
Living near the beach is a great lifestyle  
Love both roads for shopping cafes restaurants great meeting place for family and friends  
Love feel of the area  
Love living here wonderful area to live  
Love living in this area great place to live  
Love the beach  
Love the whole areas feel. Friendly  
Mainly Beach lifestyle  
My son moved here to be closer to me with his family and they enjoy the beach lifestyle  
Nice place to live  
Nice beachside suburb  
Nice feel to the place  
Parents lived here and we decided to locate here as well.  
Safe and friendly environment and good schools  
Safe pretty clean  
Safe. Nice people live here  
Safety beach  
Safety  
Seaside atmosphere 15 mins from CBD  
Such a great lifestyle  
The beach creates a great vibe  
The beach is a huge attraction  
The beach is just so nice to live near  
The beach lifestyle



The beach the area everything out together nice environment  
 The beachside location  
 The lifestyle here is amazing  
 Transport good. Amenities good. Homely.  
 Very happy here  
 Very happy here great place to live  
 Vibrant established area. Generally quiet area to live. Less young people living here means a bit quieter  
 We have everything here beaches shopping services and transport  
 We have everything here best suburb to live in Adelaide  
 We have everything here no need to go anywhere holiday atmosphere  
 Wonderful area to live we don't want for anything here  
 Wonderful lifestyle area beaches cafes shopping  
 Wouldn't live anywhere else has everything here  
 Wouldn't live anywhere else we have everything here  
 Wouldn't live anywhere else we have everything here great place to live

**Q10. Overall how satisfied are you with living in the City of Holdfast Bay?**

Overall, how satisfied are you with living in the City of Holdfast Bay?	<b>8.59</b>
-------------------------------------------------------------------------	-------------

		Overall, how satisfied are you with living in the City of Holdfast Bay?
Gender	Male	8.58
	Female	8.60
Age group	18 to 24 years	8.65
	25 to 30 years	8.79
	31 to 39 years	8.84
	40 to 54 years	8.60
	55 to 64 years	8.98
	65+	8.11
Employment	Professional/executive	9.01
	White Collar	8.58
	Blue Collar	8.27
	Home duties	8.89
	Retired	8.35
	Other (student, unemployed, carer etc.)	8.71
Household	Single: (under 40yrs)	8.21
	Young couple	8.92
	Young family	8.61
	Middle family	8.85
	Mature family	8.93
	Mature couple or single	8.41
Income	Less than \$20,000 pa	8.10
	\$20,000-\$39,999 pa	8.43
	\$40,000-\$59,999 pa	8.20
	\$60,000-\$79,999 pa	8.48
	\$80,000-\$99,999 pa	9.11
	\$100,000-\$149,999 pa	9.13
	\$150,000+ pa	9.33
	Declined	8.31
Suburb	Glenelg	9.46
	Brighton	8.57
	Somerton	7.44
	Hove	9.23
	Seacliff	7.95
	Kingston Park	8.90



	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Overall, how satisfied are you with living in the City of Holdfast Bay?	0	1	1	0	0	7	9	50	112	101	119	400
	.0%	.3%	.3%	.0%	.0%	1.8%	2.3%	12.5%	28.0%	25.3%	29.8%	100.0%

## PART 2 – SERVICE SATISFACTION

Council provides a range of services and facilities. The following questions are about how satisfied you are with Council's performance in the delivery of these services and facilities. This will involve a scale of 0 – 10, where 0 means you are very dissatisfied and 10 means you are very satisfied.

### Community

#### Q11. Providing and maintaining sporting facilities? (e.g. ovals, tennis courts)?

	Mean
Providing and maintaining sporting facilities	8.25

		Mean
Gender	Male	8.29
	Female	8.22
Age group	18 to 24 years	9.00
	25 to 30 years	8.44
	31 to 39 years	8.52
	40 to 54 years	8.05
	55 to 64 years	8.30
	65+	7.96
Employment	Professional/executive	8.27
	White Collar	8.25
	Blue Collar	8.04
	Home duties	8.30
	Retired	8.12
	Other (student, unemployed, carer etc.)	8.90
Household	Single: (under 40yrs)	8.86
	Young couple	8.25
	Young family	8.37
	Middle family	8.27
	Mature family	8.30
	Mature couple or single	8.05
Income	Less than \$20,000 pa	8.56
	\$20,000-\$39,999 pa	8.29
	\$40,000-\$59,999 pa	7.86
	\$60,000-\$79,999 pa	7.77
	\$80,000-\$99,999 pa	8.67
	\$100,000-\$149,999 pa	8.48
	\$150,000+ pa	8.16
Suburb	Declined	8.11
	Glenelg	8.28
	Brighton	8.20
	Somerton	7.89
	Hove	8.89
	Seacliff	7.43
	Kingston Park	8.71

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining sporting facilities	0	1	0	0	2	1	18	42	128	97	40	329
	.0%	.3%	.0%	.0%	.6%	.3%	5.5%	12.8%	38.9%	29.5%	12.2%	100.0%



### Q12. Providing and maintaining open space and reserves?

	Mean
Providing and maintaining open space and reserves	<b>8.30</b>

		Providing and maintaining open space and reserves
		Mean
Gender	Male	<b>8.33</b>
	Female	<b>8.29</b>
Age group	18 to 24 years	<b>8.74</b>
	25 to 30 years	<b>8.41</b>
	31 to 39 years	<b>8.60</b>
	40 to 54 years	<b>8.22</b>
	55 to 64 years	<b>8.44</b>
	65+	<b>8.01</b>
Employment	Professional/executive	<b>8.55</b>
	White Collar	<b>8.19</b>
	Blue Collar	<b>8.21</b>
	Home duties	<b>8.60</b>
	Retired	<b>8.11</b>
	Other (student, unemployed, carer etc.)	<b>8.48</b>
Household	Single: (under 40yrs)	<b>8.68</b>
	Young couple	<b>8.18</b>
	Young family	<b>8.33</b>
	Middle family	<b>8.50</b>
	Mature family	<b>8.36</b>
	Mature couple or single	<b>8.13</b>
Income	Less than \$20,000 pa	<b>8.00</b>
	\$20,000-\$39,999 pa	<b>8.05</b>
	\$40,000-\$59,999 pa	<b>8.32</b>
	\$60,000-\$79,999 pa	<b>7.96</b>
	\$80,000-\$99,999 pa	<b>8.98</b>
	\$100,000-\$149,999 pa	<b>8.55</b>
	\$150,000+ pa	<b>8.07</b>
	Declined	<b>8.18</b>
Suburb	Gleneilg	<b>8.03</b>
	Brighton	<b>8.42</b>
	Somerton	<b>7.96</b>
	Hove	<b>9.21</b>
	Seacliff	<b>7.49</b>
	Kingston Park	<b>8.53</b>

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining open space and reserves	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>23</b>	<b>48</b>	<b>130</b>	<b>110</b>	<b>57</b>	<b>373</b>
	<b>.0%</b>	<b>.0%</b>	<b>.0%</b>	<b>.3%</b>	<b>.0%</b>	<b>1.1%</b>	<b>6.2%</b>	<b>12.9%</b>	<b>34.9%</b>	<b>29.5%</b>	<b>15.3%</b>	<b>100.0%</b>

### Q13. Providing and maintaining playgrounds?

	Mean
Providing and maintaining playgrounds	<b>8.45</b>



		Providing and maintaining playgrounds
		Mean
Gender	Male	8.26
	Female	8.54
Age group	18 to 24 years	8.29
	25 to 30 years	7.78
	31 to 39 years	8.66
	40 to 54 years	8.25
	55 to 64 years	8.71
	65+	8.33
Employment	Professional/executive	8.63
	White Collar	7.96
	Blue Collar	8.00
	Home duties	8.59
	Retired	8.60
	Other (student, unemployed, carer etc.)	8.43
Household	Single: (under 40yrs)	8.33
	Young couple	8.17
	Young family	8.61
	Middle family	8.45
	Mature family	8.31
	Mature couple or single	8.50
Income	Less than \$20,000 pa	8.43
	\$20,000-\$39,999 pa	8.48
	\$40,000-\$59,999 pa	8.21
	\$60,000-\$79,999 pa	8.00
	\$80,000-\$99,999 pa	9.00
	\$100,000-\$149,999 pa	8.41
	\$150,000+ pa	7.86
	Declined	8.43
Suburb	Glenelg	7.61
	Brighton	8.39
	Somerton	8.15
	Hove	9.44
	Seacliff	7.54
	Kingston Park	8.47

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining playgrounds	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	2 .7%	17 6.2%	33 12.1%	84 30.8%	79 28.9%	58 21.2%	273 100.0%

#### Q14. Providing Library services and programs?

	Mean
Providing and maintaining library services and programs	8.53





		Providing and maintaining library services and programs
		Mean
Gender	Male	8.62
	Female	8.48
Age group	18 to 24 years	8.13
	25 to 30 years	7.78
	31 to 39 years	8.14
	40 to 54 years	8.32
	55 to 64 years	8.56
	65+	8.86
Employment	Professional/executive	8.33
	White Collar	8.26
	Blue Collar	8.20
	Home duties	8.18
	Retired	8.84
	Other (student, unemployed, carer etc.)	8.20
Household	Single: (under 40yrs)	8.14
	Young couple	8.00
	Young family	8.29
	Middle family	8.29
	Mature family	8.34
	Mature couple or single	8.72
Income	Less than \$20,000 pa	8.91
	\$20,000-\$39,999 pa	8.95
	\$40,000-\$59,999 pa	9.13
	\$60,000-\$79,999 pa	7.85
	\$80,000-\$99,999 pa	8.24
	\$100,000-\$149,999 pa	8.48
	\$150,000+ pa	8.60
	Declined	8.44
Suburb	Glenelg	8.89
	Brighton	8.64
	Somerton	8.52
	Hove	8.64
	Seacliff	7.83
	Kingston Park	7.85

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining library services and programs	0	0	0	0	1	0	12	23	87	98	47	268
	.0%	.0%	.0%	.0%	.4%	.0%	4.5%	8.6%	32.5%	36.6%	17.5%	100.0%

#### Q15. Providing and maintaining community centres and programs?

	Mean
Providing and maintaining community centres and programs	7.94



		Providing and maintaining community centres and programs
		Mean
Gender	Male	7.83
	Female	8.00
Age group	18 to 24 years	8.20
	25 to 30 years	7.75
	31 to 39 years	7.94
	40 to 54 years	7.77
	55 to 64 years	8.22
	65+	7.86
Employment	Professional/executive	7.95
	White Collar	7.68
	Blue Collar	7.84
	Home duties	8.07
	Retired	8.04
	Other (student, unemployed, carer etc.)	7.42
Household	Single: (under 40yrs)	7.93
	Young couple	7.50
	Young family	8.10
	Middle family	7.85
	Mature family	7.89
	Mature couple or single	7.98
Income	Less than \$20,000 pa	7.36
	\$20,000-\$39,999 pa	8.10
	\$40,000-\$59,999 pa	8.18
	\$60,000-\$79,999 pa	7.65
	\$80,000-\$99,999 pa	8.34
	\$100,000-\$149,999 pa	7.77
	\$150,000+ pa	7.56
	Declined	7.95
Suburb	Glenelg	7.57
	Brighton	8.02
	Somerton	7.89
	Hove	8.59
	Seacliff	7.24
	Kingston Park	7.90

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining community centres and programs	0 .0%	0 .0%	0 .0%	0 .0%	2 .8%	3 1.2%	19 7.3%	60 23.2%	92 35.5%	66 25.5%	17 6.6%	259 100.0%

#### Q16. Providing services and programs for older people and people living with disability?

	Mean
Providing services and programs for older people and people living with disability	7.61



		Providing services and programs for older people and people living with disability
		Mean
Gender	Male	7.51
	Female	7.66
Age group	18 to 24 years	7.00
	25 to 30 years	7.40
	31 to 39 years	7.82
	40 to 54 years	7.25
	55 to 64 years	7.51
	65+	7.84
Employment	Professional/executive	7.66
	White Collar	7.07
	Blue Collar	7.40
	Home duties	7.32
	Retired	7.80
	Other (student, unemployed, carer etc.)	7.75
Household	Single: (under 40yrs)	7.70
	Young couple	7.33
	Young family	7.67
	Middle family	7.62
	Mature family	6.84
	Mature couple or single	7.78
Income	Less than \$20,000 pa	7.67
	\$20,000-\$39,999 pa	7.69
	\$40,000-\$59,999 pa	8.07
	\$60,000-\$79,999 pa	7.15
	\$80,000-\$99,999 pa	7.70
	\$100,000-\$149,999 pa	7.00
	\$150,000+ pa	7.13
	Declined	7.75
Suburb	Glenelg	7.05
	Brighton	7.75
	Somerton	8.15
	Hove	7.68
	Seacliff	7.62
	Kingston Park	6.00

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing services and programs for older people and people living with disability	0	1	0	0	2	4	31	72	61	39	17	227
	.0%	.4%	.0%	.0%	.9%	1.8%	13.7%	31.7%	26.9%	17.2%	7.5%	100.0%

#### Q17. Providing services and programs for young people aged 14-24 years?

	Mean
Providing services and programs for young people aged 14-24 years	8.34



		Providing services and programs for young people aged 14-24 years
		Mean
Gender	Male	8.18
	Female	8.43
Age group	18 to 24 years	7.92
	25 to 30 years	7.80
	31 to 39 years	8.51
	40 to 54 years	8.04
	55 to 64 years	8.72
	65+	8.59
Employment	Professional/executive	8.30
	White Collar	7.89
	Blue Collar	7.45
	Home duties	8.48
	Retired	8.91
	Other (student, unemployed, carer etc.)	8.13
Household	Single: (under 40yrs)	7.94
	Young couple	7.67
	Young family	8.41
	Middle family	8.45
	Mature family	8.22
	Mature couple or single	8.47
Income	Less than \$20,000 pa	7.29
	\$20,000-\$39,999 pa	8.57
	\$40,000-\$59,999 pa	8.45
	\$60,000-\$79,999 pa	7.88
	\$80,000-\$99,999 pa	8.87
	\$100,000-\$149,999 pa	7.87
	\$150,000+ pa	7.59
	Declined	8.61
Suburb	Glenelg	7.74
	Brighton	7.50
	Somerton	7.83
	Hove	9.42
	Seacliff	7.24
	Kingston Park	9.00

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing services and programs for young people aged 14-24 years	0	0	0	0	2	3	12	35	56	41	52	201
	.0%	.0%	.0%	.0%	1.0%	1.5%	6.0%	17.4%	27.9%	20.4%	25.9%	100.0%

#### Q18. Providing services and programs for families with young children?

	Mean
Providing services and programs for families with young children	8.63



		Providing services and programs for families with young children
		Mean
Gender	Male	8.41
	Female	8.73
Age group	18 to 24 years	8.43
	25 to 30 years	8.33
	31 to 39 years	8.77
	40 to 54 years	8.24
	55 to 64 years	9.02
	65+	8.80
Employment	Professional/executive	8.67
	White Collar	8.02
	Blue Collar	8.23
	Home duties	8.73
	Retired	9.04
	Other (student, unemployed, carer etc.)	8.70
Household	Single: (under 40yrs)	8.59
	Young couple	8.40
	Young family	8.70
	Middle family	8.53
	Mature family	8.45
	Mature couple or single	8.82
Income	Less than \$20,000 pa	8.80
	\$20,000-\$39,999 pa	8.94
	\$40,000-\$59,999 pa	9.00
	\$60,000-\$79,999 pa	8.17
	\$80,000-\$99,999 pa	9.09
	\$100,000-\$149,999 pa	8.10
	\$150,000+ pa	7.60
	Declined	8.76
Suburb	Glenelg	7.61
	Brighton	8.30
	Somerton	8.22
	Hove	9.65
	Seacliff	7.81
	Kingston Park	9.00

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing services and programs for families with young children	0	0	0	0	0	0	12	34	52	51	74	223
	.0%	.0%	.0%	.0%	.0%	.0%	5.4%	15.2%	23.3%	22.9%	33.2%	100.0%

**Q19. Providing services and programs that encourage a healthy and active lifestyle?**

	Mean
Providing services and programs that encourage a healthy and active lifestyle	8.63





		Providing services and programs that encourage a healthy and active lifestyle
		Mean
Gender	Male	8.56
	Female	8.68
Age group	18 to 24 years	9.11
	25 to 30 years	9.06
	31 to 39 years	9.04
	40 to 54 years	8.44
	55 to 64 years	8.85
	65+	8.20
Employment	Professional/executive	8.95
	White Collar	8.35
	Blue Collar	8.44
	Home duties	8.94
	Retired	8.41
	Other (student, unemployed, carer etc.)	9.18
Household	Single: (under 40yrs)	9.14
	Young couple	9.09
	Young family	8.88
	Middle family	8.81
	Mature family	8.66
	Mature couple or single	8.37
Income	Less than \$20,000 pa	8.45
	\$20,000-\$39,999 pa	8.56
	\$40,000-\$59,999 pa	8.26
	\$60,000-\$79,999 pa	8.36
	\$80,000-\$99,999 pa	9.08
	\$100,000-\$149,999 pa	8.62
	\$150,000+ pa	8.16
	Declined	8.72
Suburb	Glenelg	8.19
	Brighton	8.51
	Somerton	8.18
	Hove	9.76
	Seacliff	8.05
	Kingston Park	9.17

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing services and programs that encourage a healthy and active lifestyle	0	0	0	1	0	3	12	32	113	86	103	350
	.0%	.0%	.0%	.3%	.0%	.9%	3.4%	9.1%	32.3%	24.6%	29.4%	100.0%

**Q20. Providing services and programs for those from a variety of ethnic and multicultural backgrounds?**

	Mean
Providing services and programs for those from a variety of ethnic and multicultural backgrounds	7.29



Providing services and programs for those from a variety of ethnic and multicultural backgrounds		
Mean		
Gender	Male	7.34
	Female	7.26
Age group	18 to 24 years	7.25
	25 to 30 years	5.33
	31 to 39 years	7.77
	40 to 54 years	6.94
	55 to 64 years	7.55
	65+	7.44
Employment	Professional/executive	6.60
	White Collar	7.47
	Blue Collar	6.75
	Home duties	7.32
	Retired	7.57
	Other (student, unemployed, carer etc.)	7.50
Household	Single: (under 40yrs)	7.87
	Young couple	6.00
	Young family	7.50
	Middle family	7.52
	Mature family	6.88
	Mature couple or single	7.23
Income	Less than \$20,000 pa	7.00
	\$20,000-\$39,999 pa	8.20
	\$40,000-\$59,999 pa	7.22
	\$60,000-\$79,999 pa	7.44
	\$80,000-\$99,999 pa	7.71
	\$100,000-\$149,999 pa	6.30
	\$150,000+ pa	7.20
	Declined	7.11
Suburb	Glenelg	6.75
	Brighton	6.70
	Somerton	7.91
	Hove	7.74
	Seacliff	6.09
	Kingston Park	10.00

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing services and programs for those from a variety of ethnic and multicultural backgrounds	0 .0%	0 .0%	0 .0%	1 1.0%	3 3.1%	2 2.0%	18 18.4%	26 26.5%	36 36.7%	9 9.2%	3 3.1%	98 100.0%

## Environment

### Q21. The management of storm water and drainage.

Mean	
The management of storm water and drainage	7.28



		The management of storm water and drainage
		Mean
Gender	Male	7.15
	Female	7.35
Age group	18 to 24 years	8.25
	25 to 30 years	7.60
	31 to 39 years	7.15
	40 to 54 years	7.07
	55 to 64 years	7.60
	65+	7.09
Employment	Professional/executive	7.63
	White Collar	7.07
	Blue Collar	6.87
	Home duties	7.38
	Retired	7.26
	Other (student, unemployed, carer etc.)	7.16
Household	Single: (under 40yrs)	7.35
	Young couple	7.18
	Young family	7.16
	Middle family	7.27
	Mature family	7.22
	Mature couple or single	7.31
Income	Less than \$20,000 pa	6.54
	\$20,000-\$39,999 pa	7.36
	\$40,000-\$59,999 pa	7.50
	\$60,000-\$79,999 pa	6.78
	\$80,000-\$99,999 pa	7.69
	\$100,000-\$149,999 pa	7.89
	\$150,000+ pa	8.00
	Declined	6.89
Suburb	Glenelg	8.14
	Brighton	7.44
	Somerton	5.49
	Hove	8.17
	Seacliff	6.27
	Kingston Park	7.60

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
The management of storm water and drainage	2 .5%	2 .5%	5 1.4%	9 2.4%	11 3.0%	18 4.9%	37 10.0%	68 18.4%	149 40.3%	61 16.5%	8 2.2%	370 100.0%

## Q22. Maintaining our beaches and coastal areas.

	Mean
Maintaining our beaches and coastal areas	8.35



		Maintaining our beaches and coastal areas
		Mean
Gender	Male	8.35
	Female	8.36
Age group	18 to 24 years	8.74
	25 to 30 years	8.29
	31 to 39 years	8.20
	40 to 54 years	8.13
	55 to 64 years	8.64
	65+	8.32
Employment	Professional/executive	8.47
	White Collar	8.14
	Blue Collar	8.19
	Home duties	8.16
	Retired	8.46
	Other (student, unemployed, carer etc.)	8.58
Household	Single: (under 40yrs)	8.30
	Young couple	7.67
	Young family	8.04
	Middle family	8.39
	Mature family	8.32
Income	Mature couple or single	8.45
	Less than \$20,000 pa	8.25
	\$20,000-\$39,999 pa	8.64
	\$40,000-\$59,999 pa	8.14
	\$60,000-\$79,999 pa	7.96
	\$80,000-\$99,999 pa	8.53
	\$100,000-\$149,999 pa	8.55
	\$150,000+ pa	8.26
	Declined	8.28
Suburb	Glenelg	8.40
	Brighton	9.21
	Somerton	7.50
	Hove	8.93
	Seacliff	7.37
	Kingston Park	8.05

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Maintaining our beaches and coastal areas	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	7 1.8%	35 9.1%	37 9.7%	97 25.3%	143 37.3%	63 16.4%	383 100.0%

### Q23. Managing native vegetation, and natural environment.

	Mean
Managing native vegetation, and natural environment	8.10



		Managing native vegetation, and natural environment
		Mean
Gender	Male	8.12
	Female	8.09
Age group	18 to 24 years	8.72
	25 to 30 years	8.31
	31 to 39 years	7.98
	40 to 54 years	8.01
	55 to 64 years	8.28
	65+	7.93
Employment	Professional/executive	8.33
	White Collar	7.77
	Blue Collar	8.03
	Home duties	8.08
	Retired	8.12
	Other (student, unemployed, carer etc.)	8.37
Household	Single: (under 40yrs)	8.22
	Young couple	8.08
	Young family	7.72
	Middle family	8.12
	Mature family	8.09
	Mature couple or single	8.13
Income	Less than \$20,000 pa	8.07
	\$20,000-\$39,999 pa	8.29
	\$40,000-\$59,999 pa	8.24
	\$60,000-\$79,999 pa	7.61
	\$80,000-\$99,999 pa	8.47
	\$100,000-\$149,999 pa	8.28
	\$150,000+ pa	7.96
	Declined	7.95
Suburb	Glenelg	8.19
	Brighton	8.08
	Somerton	7.29
	Hove	9.07
	Seacliff	7.17
	Kingston Park	8.55

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Managing native vegetation, and natural environment	0 .0%	0 .0%	0 .0%	0 .0%	3 .8%	6 1.6%	42 11.4%	56 15.1%	93 25.1%	133 35.9%	37 10.0%	370 100.0%

#### Q24. Planting and maintaining street trees.

	Mean
Planting and maintaining street trees	7.75





		Planting and maintaining street trees
		Mean
Gender	Male	7.57
	Female	7.86
Age group	18 to 24 years	8.56
	25 to 30 years	7.94
	31 to 39 years	7.85
	40 to 54 years	7.61
	55 to 64 years	8.00
	65+	7.46
Employment	Professional/executive	8.09
	White Collar	7.35
	Blue Collar	7.77
	Home duties	7.80
	Retired	7.67
	Other (student, unemployed, carer etc.)	8.21
Household	Single: (under 40yrs)	8.12
	Young couple	7.75
	Young family	7.30
	Middle family	7.96
	Mature family	7.78
	Mature couple or single	7.66
Income	Less than \$20,000 pa	8.00
	\$20,000-\$39,999 pa	7.61
	\$40,000-\$59,999 pa	7.86
	\$60,000-\$79,999 pa	7.78
	\$80,000-\$99,999 pa	8.28
	\$100,000-\$149,999 pa	7.67
	\$150,000+ pa	7.54
	Declined	7.61
Suburb	Glenelg	7.78
	Brighton	7.46
	Somerton	6.63
	Hove	9.12
	Seacliff	7.20
	Kingston Park	8.50

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Planting and maintaining street trees	1	1	1	2	9	14	46	70	96	108	34	382
	.3%	.3%	.3%	.5%	2.4%	3.7%	12.0%	18.3%	25.1%	28.3%	8.9%	100.0%

#### Q25. Providing adequate waste management services

	Mean
Providing adequate waste management services	8.07



		Providing adequate waste management services
		Mean
Gender	Male	8.13
	Female	8.04
Age group	18 to 24 years	8.70
	25 to 30 years	7.41
	31 to 39 years	7.85
	40 to 54 years	8.03
	55 to 64 years	8.35
	65+	8.03
Employment	Professional/executive	7.97
	White Collar	7.98
	Blue Collar	8.21
	Home duties	8.02
	Retired	8.10
	Other (student, unemployed, carer etc.)	8.40
Household	Single: (under 40yrs)	7.90
	Young couple	7.92
	Young family	7.58
	Middle family	8.12
	Mature family	8.27
	Mature couple or single	8.09
Income	Less than \$20,000 pa	8.08
	\$20,000-\$39,999 pa	8.27
	\$40,000-\$59,999 pa	7.76
	\$60,000-\$79,999 pa	7.86
	\$80,000-\$99,999 pa	8.45
	\$100,000-\$149,999 pa	8.30
	\$150,000+ pa	8.16
	Declined	7.87
Suburb	Glenelg	7.99
	Brighton	8.78
	Somerton	7.15
	Hove	8.76
	Seacliff	7.26
	Kingston Park	7.60

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing adequate waste management services	0 .0%	0 .0%	0 .0%	2 .5%	1 .3%	9 2.4%	34 9.2%	46 12.4%	141 38.1%	92 24.9%	45 12.2%	370 100.0%

## Economy

### Q26. Supporting and promoting tourism and events?

	Mean
Supporting and promoting tourism and events	8.46



		Supporting and promoting tourism and events
		Mean
Gender	Male	8.30
	Female	8.56
Age group	18 to 24 years	8.64
	25 to 30 years	9.00
	31 to 39 years	8.91
	40 to 54 years	8.38
	55 to 64 years	8.62
	65+	7.90
Employment	Professional/executive	8.72
	White Collar	8.34
	Blue Collar	8.41
	Home duties	9.04
	Retired	8.14
	Other (student, unemployed, carer etc.)	8.48
Household	Single: (under 40yrs)	8.41
	Young couple	9.00
	Young family	8.71
	Middle family	8.71
	Mature family	8.71
Income	Mature couple or single	8.14
	Less than \$20,000 pa	7.87
	\$20,000-\$39,999 pa	8.17
	\$40,000-\$59,999 pa	7.91
	\$60,000-\$79,999 pa	8.52
	\$80,000-\$99,999 pa	9.02
	\$100,000-\$149,999 pa	8.80
	\$150,000+ pa	8.48
	Declined	8.34
Suburb	Glenelg	8.69
	Brighton	8.32
	Somerton	7.57
	Hove	9.23
	Seacliff	8.00
	Kingston Park	8.83

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Supporting and promoting tourism and events	0 .0%	0 .0%	0 .0%	1 .3%	1 .3%	3 .9%	21 6.0%	30 8.6%	118 33.8%	100 28.7%	75 21.5%	349 100.0%

**Q27. Range of businesses/services and local conveniences in the area?**

	Mean
Range of businesses/services and local conveniences in the area	8.62



		Range of businesses/services and local conveniences in the area
		Mean
Gender	Male	8.50
	Female	8.68
Age group	18 to 24 years	8.86
	25 to 30 years	9.06
	31 to 39 years	8.94
	40 to 54 years	8.36
	55 to 64 years	8.86
	65+	8.37
Employment	Professional/executive	8.79
	White Collar	8.25
	Blue Collar	8.35
	Home duties	9.05
	Retired	8.56
	Other (student, unemployed, carer etc.)	8.70
Household	Single: (under 40yrs)	8.77
	Young couple	8.73
	Young family	8.68
	Middle family	8.71
	Mature family	8.61
	Mature couple or single	8.53
Income	Less than \$20,000 pa	8.00
	\$20,000-\$39,999 pa	8.82
	\$40,000-\$59,999 pa	8.46
	\$60,000-\$79,999 pa	8.41
	\$80,000-\$99,999 pa	8.87
	\$100,000-\$149,999 pa	8.66
	\$150,000+ pa	8.07
	Declined	8.69
Suburb	Glenelg	8.43
	Brighton	8.41
	Somerton	8.01
	Hove	9.57
	Seacliff	8.32
	Kingston Park	9.35

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Range of businesses/services and local conveniences in the area	0	0	0	0	0	5	11	41	120	115	103	395
	.0%	.0%	.0%	.0%	.0%	1.3%	2.8%	10.4%	30.4%	29.1%	26.1%	100.0%

**Q28. Which types of businesses/services and local conveniences would you like more of?**

Better restaurants and better retail outlets

Bigger range of shops i.e. hardware

Clothing. But maybe a bit difficult

Don't know

Hardware stores

More businesses i.e. convenience stores

More cafe for ice creams and fish and chips to buy for nightly beach feasts.

More cultural programs

More free buses to shopping centres Marion

More male clothing shops

More middle range restaurants

More restaurants

Need crossing from other side of Brighton Rd

No

None

Restaurant variety



## Place making

### Q29. Providing and maintaining roads and kerbing?

		Mean
Providing and maintaining roads and kerbing		7.35

		Providing and maintaining roads and kerbing
		Mean
Gender	Male	7.25
	Female	7.41
Age group	18 to 24 years	8.31
	25 to 30 years	7.59
	31 to 39 years	7.56
	40 to 54 years	7.07
	55 to 64 years	7.72
	65+	7.00
Employment	Professional/executive	7.70
	White Collar	6.97
	Blue Collar	7.70
	Home duties	7.41
	Retired	7.21
	Other (student, unemployed, carer etc.)	7.65
Household	Single: (under 40yrs)	7.83
	Young couple	7.08
	Young family	7.26
	Middle family	7.44
	Mature family	7.37
	Mature couple or single	7.27
Income	Less than \$20,000 pa	7.21
	\$20,000-\$39,999 pa	7.60
	\$40,000-\$59,999 pa	7.00
	\$60,000-\$79,999 pa	7.07
	\$80,000-\$99,999 pa	7.45
	\$100,000-\$149,999 pa	7.79
	\$150,000+ pa	7.81
	Declined	7.13
Suburb	Glenelg	7.96
	Brighton	7.45
	Somerton	6.09
	Hove	8.24
	Seacliff	6.44
	Kingston Park	7.30

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining roads and kerbing	0	1	3	1	21	20	35	78	159	57	8	383
	.0%	.3%	.8%	.3%	5.5%	5.2%	9.1%	20.4%	41.5%	14.9%	2.1%	100.0%

### Q30. Providing and maintaining footpaths?

		Mean
Providing and maintaining footpaths		6.70





		Providing and maintaining footpaths
		Mean
Gender	Male	6.75
	Female	6.67
Age group	18 to 24 years	7.83
	25 to 30 years	7.18
	31 to 39 years	6.67
	40 to 54 years	6.57
	55 to 64 years	7.13
	65+	6.20
Employment	Professional/executive	7.02
	White Collar	6.65
	Blue Collar	6.80
	Home duties	6.63
	Retired	6.49
	Other (student, unemployed, carer etc.)	7.24
Household	Single: (under 40yrs)	7.46
	Young couple	6.83
	Young family	6.52
	Middle family	6.66
	Mature family	6.82
	Mature couple or single	6.58
Income	Less than \$20,000 pa	7.00
	\$20,000-\$39,999 pa	6.69
	\$40,000-\$59,999 pa	6.45
	\$60,000-\$79,999 pa	6.68
	\$80,000-\$99,999 pa	6.75
	\$100,000-\$149,999 pa	7.26
	\$150,000+ pa	7.85
	Declined	6.30
Suburb	Glenelg	8.02
	Brighton	6.15
	Somerton	5.51
	Hove	7.40
	Seacliff	6.28
	Kingston Park	5.75

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining footpaths	0	2	4	8	31	42	53	121	81	32	11	385
	.0%	.5%	1.0%	2.1%	8.1%	10.9%	13.8%	31.4%	21.0%	8.3%	2.9%	100.0%

### Q31. Providing and maintaining cycling networks

	Mean
Providing and maintaining cycling networks	8.21



		Providing and maintaining cycling networks
		Mean
Gender	Male	8.41
	Female	8.08
Age group	18 to 24 years	8.75
	25 to 30 years	8.40
	31 to 39 years	8.27
	40 to 54 years	8.07
	55 to 64 years	8.33
	65+	7.86
Employment	Professional/executive	8.55
	White Collar	8.25
	Blue Collar	8.19
	Home duties	8.10
	Retired	7.89
	Other (student, unemployed, carer etc.)	8.48
Household	Single: (under 40yrs)	8.07
	Young couple	7.89
	Young family	8.17
	Middle family	8.43
	Mature family	8.37
	Mature couple or single	8.06
Income	Less than \$20,000 pa	8.00
	\$20,000-\$39,999 pa	8.00
	\$40,000-\$59,999 pa	8.00
	\$60,000-\$79,999 pa	7.84
	\$80,000-\$99,999 pa	8.22
	\$100,000-\$149,999 pa	8.65
	\$150,000+ pa	9.23
	Declined	7.85
Suburb	Glenelg	9.20
	Brighton	7.83
	Somerton	7.54
	Hove	8.52
	Seacliff	6.56
	Kingston Park	9.00

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining cycling networks	0 .0%	0 .0%	1 .4%	1 .4%	1 .4%	8 3.3%	27 11.1%	27 11.1%	54 22.2%	76 31.3%	48 19.8%	243 100.0%

### Q32. Providing and maintaining public toilets?

	Mean
Providing and maintaining public toilets	7.25



		Providing and maintaining public toilets
		Mean
Gender	Male	7.42
	Female	7.16
Age group	18 to 24 years	7.67
	25 to 30 years	6.57
	31 to 39 years	7.11
	40 to 54 years	7.08
	55 to 64 years	7.55
	65+	7.17
Employment	Professional/executive	7.49
	White Collar	6.72
	Blue Collar	7.25
	Home duties	7.11
	Retired	7.35
	Other (student, unemployed, carer etc.)	7.38
Household	Single: (under 40yrs)	7.32
	Young couple	6.80
	Young family	6.68
	Middle family	7.41
	Mature family	6.93
	Mature couple or single	7.37
Income	Less than \$20,000 pa	6.93
	\$20,000-\$39,999 pa	7.41
	\$40,000-\$59,999 pa	7.62
	\$60,000-\$79,999 pa	6.90
	\$80,000-\$99,999 pa	7.44
	\$100,000-\$149,999 pa	6.92
	\$150,000+ pa	6.80
	Declined	7.34
Suburb	Glenelg	6.42
	Brighton	7.25
	Somerton	6.95
	Hove	7.91
	Seacliff	7.06
	Kingston Park	7.60

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Providing and maintaining public toilets	0 .0%	0 .0%	0 .0%	1 .3%	4 1.4%	19 6.6%	47 16.3%	80 27.8%	108 37.5%	23 8.0%	6 2.1%	288 100.0%

### Q33. Satisfaction with the two major main streets (Jetty Road, Glenelg and Jetty Road, Brighton)

	Mean
Satisfaction with the two major main streets	7.97



		Satisfaction with the two major main streets
		Mean
Gender	Male	7.89
	Female	8.02
Age group	18 to 24 years	8.61
	25 to 30 years	8.72
	31 to 39 years	8.28
	40 to 54 years	7.63
	55 to 64 years	8.40
	65+	7.49
Employment	Professional/executive	8.47
	White Collar	7.29
	Blue Collar	7.53
	Home duties	8.43
	Retired	7.85
	Other (student, unemployed, carer etc.)	8.50
Household	Single: (under 40yrs)	8.44
	Young couple	7.75
	Young family	8.12
	Middle family	8.21
	Mature family	7.97
	Mature couple or single	7.77
Income	Less than \$20,000 pa	7.74
	\$20,000-\$39,999 pa	7.62
	\$40,000-\$59,999 pa	7.72
	\$60,000-\$79,999 pa	7.74
	\$80,000-\$99,999 pa	8.55
	\$100,000-\$149,999 pa	7.91
	\$150,000+ pa	7.11
	Declined	8.16
Suburb	Glenelg	7.51
	Brighton	7.30
	Somerton	7.09
	Hove	9.63
	Seacliff	7.74
	Kingston Park	9.75

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Satisfaction with the two major main streets	0	0	0	5	8	14	46	75	88	43	106	385
	.0%	.0%	.0%	1.3%	2.1%	3.6%	11.9%	19.5%	22.9%	11.2%	27.5%	100.0%

### Q34. Why?

#### Open responses rated 3 – 6

Far too busy and noisy  
Hate Jetty Rd Glenelg for shopping-terrible shops and too busy - I shop elsewhere for food and either go to Marion or City for other items  
Parking  
Parking it's too busy  
Poor traffic management.  
A little too busy and noisy for me  
Both roads too busy and cluttered  
Brighton too bloody busy put in overpass on Diagonal Road been wanting this for 45 years  
Jetty Road Glenelg pretty tired  
Jetty Road Glenelg a bit sad with empty shops  
Too busy too noisy  
Traffic signals are ridiculous  
Very difficult to get to no transport where I live  
Brighton a bit too busy Glenelg a bit tatty  
Brighton is terrific Glenelg a bit ratty  
Don't really shop there  
Except when there is an accident when the roads pile up



### Getting busy

Getting busy at Brighton. Glenelg I do not know as I do not go there

Getting too busy for all the people to park

Good variety overall

I don't like the array of shops on Jetty Rd Glenelg - too many takeaway places which make it difficult for traffic - Jetty Rd Brighton very busy too but ok for a coffee when we walk there

I think the range of shops available could be improved i.e. from food to fashion

Road works on Jetty Road causing issues to trader turnover activity

There are a lot of pot holes and uneven surfaces along the major roads and streets.

They don't compare to Marion shopping centre.

Too crowded on Jetty Rd Glenelg we only do food shopping there

Assortment of shops and coffee places good

At both locations it's very hard to park on Jetty Roads - and very busy

Both streets are getting too busy

Brighton is getting busy, Glenelg I have not gone there since they started the tram redevelopment

Brighton is good, but could have some variety of restaurants. Glenelg is the lesser appealing since the tram development; it seems that there a lot of shops empty and lack of variety and the parking is horrible. One good thing about Glenelg is the interactive playground, children love it in summer.

Brighton is great, but the Glenelg is a bit dead

Brighton is very convenient, Glenelg is tired and not appealing

Brighton mainly coffee shops and food need more shops Glenelg not bad go once pw

Brighton yes

Car parking on both streets is an issue

Congestion issues near the train station

Council seems to cater for tourists rather than ratepayers

Delis seem to attract people with dogs which is a bit annoying

Don't get there much

Don't go there

Don't go there much

Don't go to either one hardly at all

Don't go to Glenelg but Brighton quite nice but busy

Don't go to those streets

Don't tend to go to Glenelg often. More so Marion. But like Brighton shops and cafes.

Don't use them much

Getting busy

Glenelg parking is inadequate

Good and close places to catch up with friends

I feel it's not safe when there are too many people around in the summer months

It's difficult to park when you have young children with you and some nicer retail shops would be good

It's too crowded for me I don't like going there I shop at Brighton and Marion

Jetty Rd Glenelg can be very busy and noisy - maybe have as a Mall in summer months

Jetty Rd Glenelg needs wider footpaths for ease of walking and Jetty Rd Brighton is good for weekend coffee

Jetty Rd Glenelg traffic in summer and weekends is not good it's too busy especially with the tram it can be dangerous - Jetty Rd Brighton always hard to park

Jr Glenelg is a bit shabby my shops

Like jetty road at Brighton

Needs better restaurants and shops - lacking in style

Nice for coffee on the weekend, but we need some variety of high quality shops/boutiques.

Not really my thing to shop and drink coffee

Parking a problem.

Parking at Glenelg is a problem so I do not go there. Brighton is lovely, nice variety of places to eat.





Score 3 for Glenelg, no soul and no community. Score 8 for Brighton, great heart of community  
Seem a bit tired  
Sometimes hard to access Glenelg. Bit tired  
Tend to shop at Marion but do like dining at Brighton  
The roads are getting too busy especially the summer periods. I am worried about the children safety near the beach ends  
There are getting busy for pedestrians  
They are a long way away  
Too far away  
Too busy for me

#### **Open comments rated 7 – 10**

A good atmosphere a nice feeling good shops  
A nice men's shop would be good plus a nice deli  
Both our too busy and at Glenelg there are more upmarket clothes shops needed and some nicer cafes  
Brighton is a very pleasant place to eat and socialise  
Brighton is nice with good variety of shops.  
Brighton is very convenient  
Brighton road is nice, Glenelg needing improvement  
Don't go to Brighton but Glenelg is quite good  
Don't go to either much but think ok for general shopping e.g. food etc.  
Don't really spend much time at either location just do food shopping and occasionally dine there  
Everything available in the area  
Everything is convenient- could have some better fashion - but traffic/pedestrians are a problem- even Jetty Rd  
Brighton is very congested and very hard to find a park  
Footpath at Cambridge Terrace is poor  
Getting there is difficult  
Glenelg good place to meet. Brighton not so much  
Glenelg is only ok. Brighton Road Friendly with variety  
Glenelg lost its vibe in recent times. Decisions made a bit hastily. Brighton good though. More village feel.  
Glenelg needs an overhaul very ordinary  
Glenelg often difficult for getting around  
Glenelg touristy so it gets a bit overcrowded. Brighton outside eating can be a bit tight with people walking past. Squeezy.  
Good eateries good shops in Glenelg  
Good shops  
Good variety. Bit old to frequent now.  
Hardly ever go to Jetty Rd Glenelg as I work in the city only occasionally for a meal it does need some more upmarket cafes-Brighton the same  
I think a nicer array of shops would be good to give it a bit of a lift - too many takeaway food shops  
I think they both still need improvement in all areas  
It can be a bit dangerous at times with cars, people and trams but a good array of services  
It still needs to be a little more upmarket  
It's just average- type of shops need upgrading and get rid of some of this takeaway shops it downgrades the Tea  
It's still a bit ordinary  
It's still a little grubby  
Jetty Rd Glenelg can be very busy and dangerous  
Jetty Rd Glenelg can be very busy at times and hard to park especially in school holidays but over good  
Jetty Rd Glenelg has improved but needs further work with traffic congestion  
Jetty Rd Glenelg has improved but weekend traffic can be hazardous  
Jetty Rd Glenelg improved but some more upmarket shops would be good



Jetty Rd Glenelg is improving in quality although sometimes it's hard to park  
Jetty Rd Glenelg is reasonable although busy in summer - Jetty Rd Brighton don't go there much no time  
Jetty Rd Glenelg is still a bit down market needs further upgrading of shops  
Jetty Rd Glenelg needs to be more like Hutt St. - wider footpaths too  
More men's clothes shops not for old people  
Needs some more upmarket fashion and food shops  
Nice places to meet up with friends  
Nice to have options of places to go  
Nice to relax with a coffee and friends  
Nice tourists being looked after  
Not bad but busy and parking is a problem  
Not bad the bay could be better lots of empty shops bit of a ghost town sometimes  
Parking at Brighton is a problem  
Prefer Marion  
Probably shop at Marion more  
Quite good shopping my real good men's stores  
Quite nice places to go for a coffee  
Seem to be quite popular. Glenelg a bit raggedy I don't go there  
Services are good but traffic chaotic  
Some better retail outlets would be good on Jetty Rd Glenelg and less traffic  
Some more upmarket shops at Glenelg and perhaps some nice cafes along foreshore  
Sometimes it's dangerous when busy  
Sometimes too noisy and crowded  
Still needs further development at Jetty Rd Glenelg - too much traffic up and down  
Still needs improvement during busy times but shops improving  
Streets not bad but Glenelg is tired and Brighton very busy  
There are too many cars and with tram it can be dangerous  
These street have a nice holiday feel all the time  
They are ok but neither are brilliant they could both be manages a lot better  
They aren't bad more variance of shops less young fashion shops  
They're only ok  
They're both nice for their differences in look and tenants. But difficult to compete with Marion who are able to  
Manage the overall tenancy mix.  
Too busy no parking dangerous driving down Jetty Road Brighton  
Too Many eateries too many closed shops in Glenelg  
Traffic/tram is still a problem especially on weekends  
Two different streets loves jetty Road Brighton  
Walking distance to Brighton Road  
Both are good but Brighton better for family and for restaurants  
Both areas vibrant and offering different aspects for community  
Both have great eating options although parking can be difficult at especially at weekends  
Both roads offer different shopping experiences  
Both too busy and no parking  
Brighton an 8 and Glenelg a 5 Glenelg more greenery along the road  
Brighton in nice to have a coffee and socialise with my friends and family. Glenelg I am not sure  
Brighton is cool and more variety compare with Glenelg. Don't generally go to Glenelg  
Brighton is good but need to improve car parking  
Brighton is great, not sure about Glenelg as I have not down there since the tram renovations. Prior I thought the road  
was not pedestrian friendly and the parking was horrible  
Brighton is lovely  
Brighton is nice, not sure about Glenelg as I do not go there



Brighton lovely dining atmosphere. Glenelg don't go there often  
Brighton parking a hassle Glenelg a bit better  
Brighton road at Brighton is getting too busy, maybe planter boxes to protect walkers  
Can be difficult to access Glenelg  
Could be less disruptions? Could roadworks be done at night to have less impact on businesses?  
Dining shopping  
Don't go to Glenelg hard to park. Brighton is nice for coffee etc.  
Don't spend much time on Jetty Rd but happy with dining options on both streets  
Easy access  
Everything accessible, great cafes on both streets  
Everything is convenient for me for shopping  
Glenelg is good don't know about Brighton  
Glenelg is ok business area Brighton is better for coffees etc.  
Glenelg needs improvement, but I don't think it is all up to the council; businesses need to chip in  
Glenelg seems to have lost its friendliness a bit. Shop owners seem to frown more these days.  
Good cafes shopping parking  
Good holiday feel on these streets  
Good places to meet friends  
Good pubs and coffee shops  
Good selection of bars and meeting spots  
Good shopping great areas  
Good variety  
Great choice of eateries  
Happy with both  
Happy with what I need on Jetty Rd Glenelg don't do much there  
I can get what I need at Glenelg -don't go to Brighton that often  
I don't go there but they seem popular  
It would be nice to have some pop up bars in summer otherwise both locations are good  
It's improved greatly over the last year or so  
It's really improved over the last 2 years  
Jetty Road Brighton is lovely  
Jetty Road Glenelg a bit ordinary and somewhat of an embarrassment  
Jetty Rd Glenelg has everything I need  
Jetty Rd Glenelg imp icing all the time and Jetty Rd Brighton has great cafes  
Jetty Rd Glenelg is convenient I can walk there so it's good but can be very busy  
Jetty Rd Glenelg is convenient so that's good don't go to Brighton that often only for coffee occasionally but it's ok  
Jetty Rd Glenelg slowly improving  
Like Brighton. Not Glenelg as the street is too busy and lack of high quality variety  
Love Brighton cafe scene  
Love jetty road at Brighton. Good range of boutique stores and variety of food. The pub is family friendly.  
Lucky to have these two streets  
Mainly enjoy Brighton dining options. But Glenelg does have a good different mix of things not at Brighton.  
Most things are there. But can get missing stuff in city or Marion. They can't be all things to everyone. Glenelg more shopping. Brighton more dining. Good mix I guess  
Most things available on Jetty Rd Glenelg  
Needs more shops i.e. bedding  
Nice and busy a bit buzzy  
Nice places to go for a few drinks and watch people Brighton better than Glenelg  
Nice places to meet bit of a holiday feel  
Nice places to meet with friends and see what's going on  
Nice social streets



Nice to have streets like this close to home  
Nice vibes touristy  
Nice, but the vegetation around the palm trees near the jetty needs to improve  
Not sure  
Ok variety. Sometimes hard to get to.  
Parking in Glenelg sometimes difficult  
Parking is an issue  
Parking is the problem at both streets  
Pleasant places to meet other mums  
Prefer Brighton as less busy is good though  
Pretty much everything is there - some more name brand shops would be good  
Range of shops. Glenelg easy parking but not great at Brighton  
Selection of shops convenient parky ok  
Shopping cafes  
Shops are ok a few more upmarket ones would be good  
Shops cafes variety of shops  
Still pedestrian friendly no tall buildings  
Sweeper comes every fortnight  
These roads have a nice holiday feel  
These streets are a focal point for going out  
Think Glenelg needs some attention, but don't think the council just injecting rate payer's dollars as a solution. I believe shop owners need to be involved. Happy Glenelg attracts tourists and the party goes, and Brighton is for the more mature and family groups. Brighton is great place to catch with friends and family for a coffee and strolling along the foreshore.  
Traffic too busy  
Use both and generally happy  
We can usually find what we want in either location.  
What I need is available there but some more upmarket dining locations would be great  
Because I can walk there and everything is there that I need or I need to go to  
Both really good for me and what I need and what I do  
Brighton cafes shops needs more. Glenelg not a lot - Bike track Stop 16 is really dangerous have to drive out into traffic  
I had a bad accident at that point  
Brighton has come a long way mix of businesses good  
Brighton has improved and empty shops in Glenelg are filling up  
Brighton well maintained Easy walking to the beach  
Cafes can walk Glenelg shopping  
Casual atmosphere  
Easy access to both and shops overall for day to day goods  
Everything available and great entertainment options  
Everything that I need  
Glenelg always good for parking  
Glenelg good for younger people and tourists. Brighton a bit more family orientated.  
Glenelg parking is big problem stops me going often Brighton not so much  
Good cafes and shop and you still drive down them  
Good range of shops  
Great restaurants cafes and shops and walk to the beach  
Jetty Rd close to everything I need -close to work and pubs  
Jetty road Brighton can't find a park often Glenelg don't go due to parking as well  
Jetty road Glenelg not a lot Jetty road Brighton love the precinct great atmosphere short walk to everything  
Lots of good fashion shops  
Love meeting friends and hanging out there. Pubs good. Safe



More car parks need at Brighton  
 Quite nice to walk about  
 Need more small upmarket bars instead on pubs  
 Nice atmosphere  
 Nice places for a coffee with friends and family  
 Nice places to sit and meet with friends  
 No complaints there  
 Not really often go there  
 Restaurants wide streets trees parking could be better  
 Shops are good woollies  
 Shops cafes restaurants  
 They are accessible  
 They are trying their hardest  
 Too much traffic not a lot of parking  
 Use both frequently and happy  
 Variety and local convenience  
 Variety of restaurants shops and the beach  
 Very cultural cafes restaurants shops  
 Wonderful range of food shops good meeting places  
 Yes for Brighton. I don't go to Glenelg, too busy in summer  
 Never any issues  
 Able to access tram and great night life  
 At front of no 37 storm water and it can't take all the water from all the developments and huge water problems  
 Beach eateries cafes  
 Best collection of shops in both streets eat at the cafes and Restaurants regularly  
 Bit of a buzz on these streets  
 Both have problems traffic build up is terrible hard for locals to enjoy  
 Brighton communal don't go to Glenelg too busy should be paved all the through Glenelg no trams just open space for family's  
 Brighton does not have enough parking Glenelg is a disgrace no parking  
 Brighton is 5 mins from home walk there meet family and friends love walking along the beach  
 Brighton is a great meeting place for friends and families cafe lifestyle the beach. Glenelg has great shops and good parking can get too busy with Tourists.  
 Brighton is wonderful have my favourite shops but don't like the pavers quite dangerous  
 Brighton Jetty Rd frequent them Glenelg less frequently Glenelg has lost its heritage  
 Cafes restaurant  
 Can walk to Jetty Rd Brighton and beach Glenelg has good services and shops  
 Can walk to Jetty Rd Brighton with the kids and dogs great cafes beach Glenelg has good selection of shops and always get a park.  
 Can walk with our dog to the beaches great cafes shopping amenities  
 Car parking hard and crossings Brighton Rd  
 Destination areas for shopping cafes variety of different food family atmosphere  
 Destination areas for shopping meeting family and friends at cafes and restaurants right on the beach. Holiday feel all year round  
 Don't go to Glenelg as much as need to drive but always find what I want. Jetty Rd Brighton I walk to nearly every day great cafes restaurants  
 Don't go to Glenelg much but when I do easy parking for shopping. I walk to Brighton - it's fabulous great food shops and beach  
 Don't need to anywhere else we have great shops and services and right on the beach  
 Don't have any complaints  
 Easy to access both locations





Easy to walk on foot paths easy to have street parking access to the beaches  
Easy to walk to Brighton cafes restaurants and Beach. Don't go to Glenelg as much but always get a park when I go and easy to get around.  
Easy walk to Brighton great little shops cafes pet friendly and beautiful beach. Don't get to Glenelg much but if I do usually get a park easily.  
Everything I want is on Jetty Rd or close by  
Everything is there that I need and what I like to do  
Fabulous shopping dinning and love the beach also animal friendly  
Fabulous shops great meeting place family and friends  
Footpaths and roads need work  
Good assortment of shops easy walking don't have to leave our area  
Good mix of retail and eateries good atmosphere  
Good mix of shops different food cafes beaches  
Good taste well done Brighton is my favourite environmentally friendly not too busy  
Great atmosphere shops cafes beaches  
Great atmosphere variety of shops cafes  
Great community area meeting places cafes restaurants shopping  
Great family spot for dining out pet friendly everything there  
Great food shopping atmosphere  
Great food shops cafes pet friendly village feel  
Great night life - don't really shop there as I work in the city - easy access to tram  
Great restaurants cafes the beaches  
Great shopping meeting place cafes cultural community feel  
Great shopping on both streets variety of different food cafes restaurants  
Great shopping pet friendly good meeting place  
Great shopping walking distance pet friendly  
Great shops always find what I want don't have to leave the area. Casual beach lifestyle  
Great shops cafes community atmosphere  
Great shops cafes food walking distance to Brighton go there more than Glenelg  
Great shops cafes restaurants lifestyle  
Great shops cafes restaurants village feeling and meeting place  
Great shops cates right on the beach  
Great shops restaurants beaches  
Great shops restaurants cafes and beaches  
Great shops selection of food don't need to leave the area  
Great shops selection of foods and walk to beaches  
Great shops services restaurants beachside lifestyle  
Great shops variety of food the location and dog friendly  
Great shops village cultural living very friendly  
Great shops village feel love the beaches  
Great social area to meet up with family and friends shopping transport Marion  
Great variety of shops food beaches pet friendly  
Has everything I need grocery shopping clothes cafes and I can walk to Jetty Rd Brighton love it  
Have everything we need we don't need to leave our area  
It has pretty much everything  
Jetty Rd Glenelg very accessible although it can get busy with cars  
Just the way they have always been  
Lifestyle shopping cafes beaches great for families  
Like the pubs  
Local meeting place for family and friends shops cafes walking distance to Brighton pet friendly  
Love all the shops great meeting place for family and friends



Love Jetty Rd Glenelg as I work there and the cafes are great too  
Love shopping restaurants beaches  
Love shopping there great for families has everything we need.  
Love the cafes shops restaurants Marion  
Love the shops beach cafes  
Love the shops cafes  
Love them both Brighton the favourite  
Mainly go to Brighton love the shops the cafes and Beach. Glenelg is good but very busy and spread out.  
Selection of shops different food very cultural community feel  
Shopping cafes walk everywhere  
Shopping close to the beach  
Shops cafes restaurants  
Shops cafes restaurants walk to the beach animal friendly  
Shops friendly people village atmosphere  
Shops great selection of food pubs beaches  
Shops, cafes, bars and access to tram are good  
Spend a lot of time on Jetty Rd Brighton walk to beach shops cafes. Glenelg has good shops and services don't need to go outside our area.  
They do their job  
Tourist destination beaches shops cafes restaurants  
Variety of shops different cultural food the atmosphere  
Variety of shops food atmosphere is vibrant and community orientated  
Variety of shops food cafes close to the beach walking distance  
Very cultural lifestyle area different food shops great meeting places for families and friends  
Very happy with Brighton but car parking is a huge issue on weekend we are lucky we can walk Glenelg needs more free parking is very difficult on weekends  
Vibrant cafes shops hotels lots of people all enjoying themselves lovely spot  
Visit both streets regularly with family and friends cafes restaurants and the beaches are beautiful  
Walk there daily with the dog meet friends on Jetty Rd Brighton for coffee great atmosphere  
Walk to Brighton every day love the shops beach and pets  
We frequent Brighton love the cafes selection of food walking distance from home. Glenelg not so much prefer Marion fore shopping always parking problems in Glenelg and we hate paying  
We go to Brighton weekly but not so much Glenelg always parking problems and have to walk too far to get to all the shops – it is way too expensive to pay for car parking it's a real problem  
We have everything here good shops supermarkets cafes restaurants  
We love walking to shops and cafes from home it's wonderful  
We walk to Brighton every other day enjoy the cafes and range of food also great for the kids

**Open comments rated 'unsure'**

Community meeting place for cafes beach shopping  
Don't go down there my son takes me to Marion  
Don't go there these days  
Don't not need to leave the area everything you need is here  
Don't really visit them much now. Go to Marion or catch train to city or Noarlunga  
Don't visit them these days  
Have never liked Jetty Rd Glenelg so don't really go there or to Brighton  
I don't get involved in these things  
I don't normally shop there as too busy and but it's improving  
Jetty road is good but could improve on the parking.  
Love all the shops and great atmosphere always busy  
Not convenient for me to go to either much at all



Not sure (2 comments)  
Shops cafes amenities

### Q35. Satisfaction with design of new development in the area?

	Mean
Satisfaction with design of new development in the area	<b>7.09</b>

		Satisfaction with design of new development in the area
		Mean
Gender	Male	<b>6.84</b>
	Female	<b>7.23</b>
Age group	18 to 24 years	<b>7.87</b>
	25 to 30 years	<b>7.38</b>
	31 to 39 years	<b>8.04</b>
	40 to 54 years	<b>7.07</b>
	55 to 64 years	<b>7.55</b>
	65+	<b>6.03</b>
Employment	Professional/executive	<b>7.71</b>
	White Collar	<b>6.64</b>
	Blue Collar	<b>6.09</b>
	Home duties	<b>8.19</b>
	Retired	<b>6.62</b>
	Other (student, unemployed, carer etc.)	<b>7.65</b>
Household	Single: (under 40yrs)	<b>7.86</b>
	Young couple	<b>7.50</b>
	Young family	<b>7.89</b>
	Middle family	<b>7.61</b>
	Mature family	<b>6.93</b>
	Mature couple or single	<b>6.61</b>
Income	Less than \$20,000 pa	<b>7.15</b>
	\$20,000-\$39,999 pa	<b>6.88</b>
	\$40,000-\$59,999 pa	<b>6.75</b>
	\$60,000-\$79,999 pa	<b>7.04</b>
	\$80,000-\$99,999 pa	<b>7.75</b>
	\$100,000-\$149,999 pa	<b>7.76</b>
	\$150,000+ pa	<b>8.22</b>
	Declined	<b>6.53</b>
Suburb	Glenelg	<b>8.22</b>
	Brighton	<b>5.87</b>
	Somerton	<b>6.19</b>
	Hove	<b>8.32</b>
	Seacliff	<b>6.32</b>
	Kingston Park	<b>7.50</b>

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
Satisfaction with design of new development in the area	<b>2</b>	<b>2</b>	<b>10</b>	<b>9</b>	<b>17</b>	<b>20</b>	<b>57</b>	<b>38</b>	<b>106</b>	<b>74</b>	<b>12</b>	<b>347</b>
	<b>.6%</b>	<b>.6%</b>	<b>2.9%</b>	<b>2.6%</b>	<b>4.9%</b>	<b>5.8%</b>	<b>16.4%</b>	<b>11.0%</b>	<b>30.5%</b>	<b>21.3%</b>	<b>3.5%</b>	<b>100.0%</b>

### Q36. Why?

#### Open responses rated 0 – 6

Minda development will cause issues on their street, Grantham, as it will be very busy, needs slip lane.

Parking is an issue

A big two storey home going up and going to block view of ocean

Too many houses on one block too close together

Foodland complex is an issue, is an inconvenient while is being developed

Glenelg looked ok before high rise



Hate them look terrible Council don't care what it looks like brought the living standards down its Council greed for more rates  
I do not like that they are has being re-zoned for three storey residential. We are losing the greenery and sense of open space. This is also causing more traffic  
Keep older character. Not above 2storeys  
Multi storied building views and many have no character  
Not a lot of development in the area. Worried about traffic around Minda development.  
Ruining the area houses too big for small blocks  
Understand that we can't stop the progress but I am sure the council could influence the type of building  
We don't need these new buildings  
Do not like the subdividing and the modern style of homes, they are is losing its character  
Do not like the subdivisions and double storeys. It is a pity that the old homes are getting knocked down as the surroundings is losing its heritage. Also the new developments means more traffic.  
Don't like the new Foodland complex  
Like the older style of houses  
Sad to see the gardens are disappearing, I not sure about all this development especially the two storeys  
Taking forever - tram maintenance on jetty road. Lack of parking. Understand Development takes time but the red tape just slows things down  
Too many beautiful old homes being demolished  
Unhappy with Minda development  
Very cross with lovely homes being demolished for high rise  
It am not sure about the State Government's intention of the rezoning of our area to include 3 storey  
Blocks too small. Area looks to becoming crowded out  
Developments getting out of hand too many multi storied buildings in the way of views  
Don't agree with high rise  
Don't try to make our area like overseas location. Recognise our own culture. Make us look like Adelaide.  
High density development is losing the appeal of the area, we are losing the greenery. The Minda development is a problem now we lost the oval.  
High rise development causing the area to lose its charm  
Making the roads too busy with the subdivisions  
New homes are built too close together  
Not sure with the sub diving of properties  
Shouldn't be putting these modern homes in heritage areas. Retain our heritage.  
Too many 2 storey and the knocking down of old places, this lose the atmosphere. Businesses are losing shade  
Too many high rise apartments  
Too many high rise buildings please stop  
Too many high rise will spoil foreshore  
Traffic  
Unhappy with Minda development  
Too keen with high-rise  
Bit worried about volume of subdivision  
Bit worried too much infill forcing more street parking which often ends up full.  
Can't avoid change.  
Council is getting greedy for extra rates  
Don't want to turn coast line into the gold coast  
High density means more cars with makes the streets unsafe for kids  
I don't want too much development-don't want it to be like the Gold Coast  
It's ok  
Lack communication regarding redevelopment.  
Like space not high density living. If I wanted this style I would leave and buy an apartment  
Made a big headache for the residence not planned well too much concrete not enough lawns



Negative - road traffic is increasing. Positive there is younger families coming in to the neighbourhood so it becomes safer

Not sure about the high density option

Not sure that you stop progress

Our outlook is community centre and what was proposed is not what's been provided

Think the council are rushing through planning approval for multi storied developments and incurring the wrath of many ratepayers

Too many not very nicely designed buildings

Too much paving no grass no trees all concrete look ugly 9 units on a block and looks terrible

Worried about too much high rise on foreshore ruining aesthetics

Bit worried about high density developments too high

Can't remember any new developments

Developments are too big

Don't want too much new development

Don't have an interest

Don't know these things

Don't know what they do

Don't know what's going on

Don't like seeing older houses being demolished.

Don't like the infill knock down 1 put 4

Don't like the Minda development and do not want to see houses that look like the Gold Coast

Don't take an interest (2 responses)

Don't take any notice

Don't take much notice

Don't think rate payers can make a difference to what the council does

Don't think we have a say on the redevelopment

Don't want it to become like Las Vegas

Don't want to get involved

Edwards street and Brighton road a nightmare with traffic management.

Getting a bit crowded with subdivision

Good homes are being demolished for awful high rise

I don't want over-development in the area

I like the feel of how it was before not too much development

Losing the appeal

No comment

Need new development lots of old places that could come down

No interest

No real interest

Not enough car parking

Not happy with demolition of nice old homes

Not happy with losing grass trees just boxes not a good look

Not interested (2 comments)

Not my concern

Not overly interested

Not overly interested

Not really some very grey dull brown concrete

Not sure about the increase high density living

Not sure of the style of the new development

Not sure with the losing the character of Brighton, I like the green and gardens.

Not sure with the modern types of buildings. All the old homes are being knocked down instead of renovating. And they usually either build a mansion or multiple homes on one block.





Pity that properties are being subdivided as this will mean more traffic  
Problems with car parking and traffic it's a nightmare  
Sad to see so many older homes being demolished  
Seem to doing it ok  
Some developments are an eyesore  
Some of the new development is too big, I am worried that soon I will look out the window all I will see is a brick wall.  
More thought needs to be taken before approving the new buildings  
Some properties on Brighton Road are very blocky and ugly  
These new designs are really appropriate for my area  
Think new buildings are need to demonstrate progress  
Too much concrete jungle  
Traffic and parking  
And the worst thing I am aware that neighbours have solar cells and there is not consideration when the next block land is built on and it blocks the sun on the cells. Council you should inspect the land before accepting the redevelopment.  
Unsure  
Unsure about what's happening  
Yes we need development to rejuvenate the area but I believe the council needs to be more proactive to ensure that we do not lose the heritage e.g. new homes that look like bungalows and no concrete high rises like Glenelg and neighbouring foreshore. It is nice walking along the beach as still have sight of the Adelaide Hills. We are losing too much greenery and backyards for our future children to play, streets are not safe to play on. Why do new developments have no eaves especially with our hot summers?  
And the worst thing I am aware that neighbours have solar cells and there is not consideration when the next block land is built on and it blocks the sun on the cells. Council you should inspect the land before accepting the redevelopment.

#### **Open responses rated 7 – 10**

Bit too much subdivision.  
Concerned with subdivision of properties  
Don't construct too many high rise developments  
Don't go berserk with too many developments  
Don't know too much about it yet but from what I've heard it should be ok  
Don't care much  
Don't have a big interest  
Don't like them much too much concrete no grass anywhere squashed onto small blocks  
Don't really like the modern look small houses on one block not my style  
Don't really like them not enough open space greenery and car parking  
Don't take a big interest  
Don't want high rise  
Don't want high rise in Brighton  
Getting a bit too busy but I guess that is just a very unfortunate side effect of subdivisions and infill.  
Has to happen, think the state government has influenced council's decision on the high density living which is a shame  
High density living can be an issues especially on corner blocks  
I don't want overdevelopment of the area  
I don't want too many high rises  
I just don't want council to go overboard with developments  
It is inevitable managed fairly well  
Its progress I guess  
N/A  
Nice new food land. New properties are not keeping with the style of area. Shops with awnings would be useful especially in summer





No real problems at the moment  
Not really some look ugly too small it's a shame they allow too many homes on 1 block now causes parking problems as well  
Not so good building next door in Kingston Park doesn't suit the area at all looks awful  
Progress  
Progress is good but not too much  
Retail the area too much in Glenelg. The re-zoning for residential is going to lose the character especially the concrete jungle around the beach area.  
Seem to be reasonable  
Should not be high rise anywhere near the foreshore.  
So far so good just don't make the area too overdeveloped  
Some development is not suited to the area, getting too big and worried that support structures are not in place  
The design is fairly good, just a lot of trucks travelling along the roads.  
There is not enough visitor parking to cope with all the new developments  
Think they are losing the lovely old character homes. I know we need redevelopment but more thought needs to be done to keep the appeal. Don't want it like Glenelg north  
Too many houses going onto single blocks. Particularly narrow streets.  
What I've seen and heard should be good for Glenelg  
All look good modern and new  
Are ok  
Area looks good some don't complement older homes in the street  
Becoming of age finally  
Blend in look good  
Brighton not bad but don't want to see the large scale tall buildings start to appear along our coastline. Keep the Adelaide coastal feel that residents and tourists love. Our current look is what makes us unique.  
Council done good job where they have jurisdiction to do so  
Council has a strict policy on developments which is a good thing  
Council not doing a bad job considering  
Designs are not bad  
Development natural part of life. Still looks OK.  
Doesn't offend me. Do not want to see high rise sneaking in down our way though.  
Don't like the high rises like Colley Rd too over populated  
Don't like the concrete boxes that fill my street with visitor car parking, too busy  
Don't mind them at all though Foodland seems to be taking forever to complete causing parking issue  
Don't mind what's happening  
Easy to get around to shopping centres beach and cafes  
Finally good to see that something is happening in the area to bringing it up to speed  
From what I've heard it should be great  
Further development will be good for the bay as long as it's not over the top  
Generally like the look around Brighton  
Good  
Great to finally have some developments happening  
Great to see more development in the area  
Great to see that the area will finally be upgrading  
Happy with new housing and development  
Happy with the modern look and lifts the look of the area  
Has improved a lot of old areas made it look modern  
Hopefully it will be good for the area  
I don't mind them doesn't affect me  
I guess it is all progress  
I like what could be happening it's good to see some development



I like what's proposed for the area  
I think it will be a huge boost to the area  
I think it will be good for the area (2 responses)  
I think they look good  
In building looks good needs better parking  
It probably needs to happen  
It will be good to see more developments  
It will be great but will create a problem with parking  
It's finally so good to see future developments happening  
It's great to see development of the area  
It's inevitable  
It's ok  
Just love what's happening in the area  
Like the modern look some look out of place next to the older homes  
Like the way new houses being built  
Long overdue hopefully it will go ahead  
Look fine just hope we don't get too overpopulated  
Look fine parking can be a problem  
Look good but don't overdo it as need to keep the natural open feel  
Look good but they do put too many homes on 1 block looks crowded  
Look good though some don't suit the old home areas  
Look great  
Looks good (2 responses)  
Looks good improved the old look of the area  
Looks good modern  
Looks good some don't fit in with the older homes  
Looks good some need more trees and lawns  
Looks quite consistent along foreshore  
Looks quite good  
Makes the area look great very modern  
Modernises the old areas  
Most are good some don't suit the streets too modern and too much concrete lost lots of trees and grass area  
Most look good some I don't like at all  
Most seem to be ok  
No comment given (2 responses)  
Need progress in architecture  
New architecture the way of the future  
New development is always good for the area but if there is increased crowds this will make Jetty Rd Glenelg impossible to walk down  
New development is good for the area let's hope it goes ahead  
No issues look ok  
No issues progress  
No issues they look good and modern  
Not all of them and parking problems none near railways  
Not bad some cheaply built look tacky too much concrete need more trees  
Not too bad some look like all concrete  
Progress looks good  
Quite happy, love modern buildings but need to ensure some context with streetscape  
Seem to be doing ok  
Seems to be ok  
Seem to be reasonably responsible



Seems as though Council is trying  
Some are good but look cheap  
Some are out of place don't suit the older homes but overall look good  
Some don't fit in with the older style homes and cause parking problems as not enough visitor parking allowed for in most cases  
Some good some awful not enough greenery and don't suit the older Styled homes and streets  
Some look good some Edmonton fit in and cause a lot of car parking problems  
Some look good some look like small boxes squashed into a small block. Most have no visitor parking and often our visitors can't get parks nearby.  
Some look out of place don't blend with housing in the area  
Some of the developments are pretty ordinary, which is a shame.  
There are some interesting designs  
They are ok but some have too many homes or units squashed onto one block and look very crowded  
They are ok I think they have lost the feel of the heritage of our area and a lot don't suit at all  
They are ok I wouldn't buy them not my style some don't suit the heritage look of the area at all  
They are ok not all suit the area look too small next to big older styled homes with large land trees and grass.  
They are still contemplating ideas but overall it's good to see that developments are happening  
They make the area look modern and updated  
We don't mind it some don't suit the area too much concrete no grass or trees though  
Well laid out shopping and restaurants  
What's planned will be fabulous if it proceeds  
Would prefer not see too much high rise along beach  
All for progress  
Always good to see further development of the area  
An upmarket development would be great if it happens  
Area looks good very modern  
Area needs some modern buildings  
Been good for the area look modern need more parking causing congestion at the new Foodland never can get a park for the post office  
Chapel Street into a promenade is good  
Designed well  
Don't like them  
Don't mind them so don't fit in but overall they look good  
Don't do two storey ones doesn't suit being next to old houses  
Finally good to see upgrading happening to bring more people to the area  
Good to see progression at last  
From what I've heard it's going to be fabulous if it goes ahead which it needs too  
Good new development  
Good to see new style architecture  
Great to see development happening in the area -progression is good  
Great to see developments happening (2 responses)  
Great to see future developments happening  
Happy with how the area looks really modern  
I like all the developments  
I like the new modern look gives the area a good feel  
I like what they are doing in the area  
I think they look good very modern  
It think it looks ok I like the modern look  
It will be good to see hopefully - it can only improve the are overall  
It will be great to see the area come alive  
It will be great to see the area upgraded



It would be good to see some new developments in the area  
It's progressive and modern some I personally don't like  
It's progress - not all suit surrounds some seem all concrete with little or no grass or greenery  
Just what the area needs - outstanding  
Keeping up with the standard of the area looks great  
Like the designs looks fresh modern  
Like the modern look lifts the area  
Like the more modern design styles replacing some pretty run down homes. Improving the aesthetics of the area.  
Look good  
Look great lifts the area  
Look great very happy and modern  
Looking forward to some new developments hopefully  
Looks good but don't go too high on the esplanade  
Looks good pretty happy  
Looks great  
Looks modern  
Looks Ok  
Looks Ok a bit over populated now it's progressed but needs to managed  
Minda client apartment and housing is excellent  
Modern and make the area look good  
No comment  
New buildings need to be modern and lift old feel which it currently has  
No complaints look fine  
No issues  
No issues modern look good  
No issues they make the area look good  
Not all look good don't suit the streets with the large older homes then two small homes n same size block  
Pretty happy look modern and lift the area  
Pretty good  
Progress not all.  
Really like the modern look  
Seen plans for commercial and aged care and are quite good  
Some not suitable  
The area looks very modern  
The houses close to her look fine on the northern side taking a long time  
They are not too bad  
They make the older areas look good like the designs  
Think they look great  
This will enhance the area greatly  
Very modern has been good for the area  
Very modern looks good  
Very progressive developments  
We need more developments in the area  
We subdivided and built two homes sold one live in the other we like the modern look  
Would be great to see more developments and upgrade the area  
Always good to see more development in the area  
Best place to live in Adelaide  
Great to see developments happening  
Great to see developments hopefully happening  
Great to see more development  
Improved the look of the older areas and adds more services and supermarket choices



It will be great for Glenelg and attract more people  
 It will make the area a better place to live  
 It's good to develop the area and have more options  
 It's good to see new developments happening  
 Look good some have parking problems in side streets over crowded  
 Look good very modern good for young people

### Culture/City Management

*Q37. How strongly do you agree that Council provides good financial management and value for your rate dollar?*

	Mean
How strongly do you agree that Council provides good financial management and value for your rate dollar	<b>7.35</b>

		How strongly do you agree that Council provides good financial management and value for your rate dollar
		Mean
Gender	Male	<b>7.07</b>
	Female	<b>7.50</b>
Age group	18 to 24 years	<b>6.80</b>
	25 to 30 years	<b>7.11</b>
	31 to 39 years	<b>7.60</b>
	40 to 54 years	<b>7.29</b>
	55 to 64 years	<b>7.76</b>
	65+	<b>6.94</b>
Employment	Professional/executive	<b>7.72</b>
	White Collar	<b>6.85</b>
	Blue Collar	<b>7.00</b>
	Home duties	<b>7.85</b>
	Retired	<b>7.26</b>
	Other (student, unemployed, carer etc.)	<b>7.00</b>
Household	Single: (under 40yrs)	<b>7.31</b>
	Young couple	<b>7.00</b>
	Young family	<b>7.46</b>
	Middle family	<b>7.59</b>
	Mature family	<b>7.18</b>
	Mature couple or single	<b>7.28</b>
Income	Less than \$20,000 pa	<b>7.00</b>
	\$20,000-\$39,999 pa	<b>7.49</b>
	\$40,000-\$59,999 pa	<b>7.52</b>
	\$60,000-\$79,999 pa	<b>7.35</b>
	\$80,000-\$99,999 pa	<b>7.80</b>
	\$100,000-\$149,999 pa	<b>7.54</b>
	\$150,000+ pa	<b>7.00</b>
Suburb	Declined	<b>7.13</b>
	Glenelg	<b>7.06</b>
	Brighton	<b>7.12</b>
	Somerton	<b>6.29</b>
	Hove	<b>8.64</b>
	Seacliff	<b>6.88</b>
	Kingston Park	<b>7.63</b>





	0 Totally disagree	1	2	3	4	5	6	7	8	9	10 Totally agree	Total
How strongly do you agree that Council provides good financial management and value for your rate dollar	0	0	3	2	7	21	43	90	104	67	3	340
	.0%	.0%	.9%	.6%	2.1%	6.2%	12.6%	26.5%	30.6%	19.7%	.9%	100.0%

**Q38. How satisfied are you with the distribution of information and consultation with the community?**

	Mean
How satisfied are you with the distribution of information and consultation with the community	7.57

		How satisfied are you with the distribution of information and consultation with the community
		Mean
Gender	Male	7.31
	Female	7.71
Age group	18 to 24 years	7.80
	25 to 30 years	7.00
	31 to 39 years	7.77
	40 to 54 years	7.51
	55 to 64 years	7.75
	65+	7.41
Employment	Professional/executive	7.76
	White Collar	7.04
	Blue Collar	7.20
	Home duties	7.94
	Retired	7.62
	Other (student, unemployed, carer etc.)	7.36
Household	Single: (under 40yrs)	7.62
	Young couple	6.43
	Young family	7.56
	Middle family	7.73
	Mature family	7.56
	Mature couple or single	7.54
Income	Less than \$20,000 pa	7.08
	\$20,000-\$39,999 pa	7.73
	\$40,000-\$59,999 pa	7.38
	\$60,000-\$79,999 pa	7.37
	\$80,000-\$99,999 pa	7.96
	\$100,000-\$149,999 pa	7.70
	\$150,000+ pa	6.95
	Declined	7.55
Suburb	Glenelg	7.07
	Brighton	7.58
	Somerton	6.98
	Hove	8.62
	Seacliff	7.17
	Kingston Park	7.29

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
How satisfied are you with the distribution of information and consultation with the community	0	2	1	1	7	5	44	87	112	81	6	346
	.0%	.6%	.3%	.3%	2.0%	1.4%	12.7%	25.1%	32.4%	23.4%	1.7%	100.0%





**Q39. On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your overall satisfaction with the performance of Council?**

	Mean
How would you rate your overall satisfaction with the performance of Council	<b>7.14</b>

		How would you rate your overall satisfaction with the performance of Council
		Mean
Gender	Male	<b>6.92</b>
	Female	<b>7.26</b>
Age group	18 to 24 years	<b>5.91</b>
	25 to 30 years	<b>6.37</b>
	31 to 39 years	<b>7.44</b>
	40 to 54 years	<b>7.19</b>
	55 to 64 years	<b>7.60</b>
	65+	<b>6.94</b>
Employment	Professional/executive	<b>7.48</b>
	White Collar	<b>6.80</b>
	Blue Collar	<b>6.48</b>
	Home duties	<b>7.77</b>
	Retired	<b>7.16</b>
	Other (student, unemployed, carer etc.)	<b>6.43</b>
Household	Single: (under 40yrs)	<b>6.03</b>
	Young couple	<b>6.00</b>
	Young family	<b>7.43</b>
	Middle family	<b>7.56</b>
	Mature family	<b>7.25</b>
	Mature couple or single	<b>7.14</b>
Income	Less than \$20,000 pa	<b>6.30</b>
	\$20,000-\$39,999 pa	<b>7.35</b>
	\$40,000-\$59,999 pa	<b>6.92</b>
	\$60,000-\$79,999 pa	<b>7.07</b>
	\$80,000-\$99,999 pa	<b>7.91</b>
	\$100,000-\$149,999 pa	<b>7.17</b>
	\$150,000+ pa	<b>6.70</b>
	Declined	<b>7.03</b>
Suburb	Gleneilg	<b>6.58</b>
	Brighton	<b>7.47</b>
	Somerton	<b>6.21</b>
	Hove	<b>8.37</b>
	Seacliff	<b>6.75</b>
	Kingston Park	<b>7.60</b>

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
How would you rate your overall satisfaction with the performance of Council	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>66</b>	<b>29</b>	<b>115</b>	<b>132</b>	<b>43</b>	<b>8</b>	<b>400</b>
	<b>.0%</b>	<b>.0%</b>	<b>.5%</b>	<b>.5%</b>	<b>.8%</b>	<b>16.5%</b>	<b>7.2%</b>	<b>28.7%</b>	<b>33.0%</b>	<b>10.8%</b>	<b>2.0%</b>	<b>100.0%</b>

**Net Promoter Score – overall satisfaction with the performance of Council**

	Mean
NPS Overall satisfaction with the performance of Council	<b>-12.75</b>



**Q40. On a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with the overall quality of service provided by Council, where 0 is very dissatisfied and 10 is very satisfied?**

	Mean
How would you rate your satisfaction with the overall quality of service provided by Council	<b>7.21</b>

		How would you rate your satisfaction with the overall quality of service provided by Council
		Mean
Gender	Male	<b>7.06</b>
	Female	<b>7.30</b>
Age group	18 to 24 years	<b>6.00</b>
	25 to 30 years	<b>5.95</b>
	31 to 39 years	<b>7.36</b>
	40 to 54 years	<b>7.21</b>
	55 to 64 years	<b>7.72</b>
	65+	<b>7.19</b>
Employment	Professional/executive	<b>7.42</b>
	White Collar	<b>6.83</b>
	Blue Collar	<b>6.58</b>
	Home duties	<b>7.84</b>
	Retired	<b>7.35</b>
	Other (student, unemployed, carer etc.)	<b>6.36</b>
Household	Single: (under 40yrs)	<b>6.03</b>
	Young couple	<b>5.92</b>
	Young family	<b>7.25</b>
	Middle family	<b>7.62</b>
	Mature family	<b>7.28</b>
	Mature couple or single	<b>7.30</b>
Income	Less than \$20,000 pa	<b>6.55</b>
	\$20,000-\$39,999 pa	<b>7.50</b>
	\$40,000-\$59,999 pa	<b>7.00</b>
	\$60,000-\$79,999 pa	<b>7.45</b>
	\$80,000-\$99,999 pa	<b>7.85</b>
	\$100,000-\$149,999 pa	<b>7.13</b>
	\$150,000+ pa	<b>7.04</b>
	Declined	<b>7.04</b>
Suburb	Gleneilg	<b>6.89</b>
	Brighton	<b>7.57</b>
	Somerton	<b>6.11</b>
	Hove	<b>8.35</b>
	Seacliff	<b>6.89</b>
	Kingston Park	<b>7.60</b>

	0 Very dissatisfied	1	2	3	4	5	6	7	8	9	10 Very satisfied	Total
How would you rate your satisfaction with the overall quality of service provided by Council	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>80</b>	<b>18</b>	<b>91</b>	<b>144</b>	<b>49</b>	<b>13</b>	<b>400</b>
	<b>.0%</b>	<b>.0%</b>	<b>.3%</b>	<b>.3%</b>	<b>.8%</b>	<b>20.0%</b>	<b>4.5%</b>	<b>22.8%</b>	<b>36.0%</b>	<b>12.3%</b>	<b>3.3%</b>	<b>100.0%</b>

**Net Promoter Score – Satisfaction with the overall quality of service provided by Council**

	Mean
NPS Satisfaction with the overall quality of service provided by Council	<b>-10.25</b>



**Q41. Why did you rate the quality of service this way?**

**Open responses rated 2 to 6**

Trees need lopping hanging over power lines lights covered by trees and footpaths are really poor and are dangerous. I'm furious we have been calling and calling about how dangerous it is along Burnham Rd it's been unsafe for all residents' families and children for months and months to be told it won't be completed until April 2018. So we are all living a nightmare no access to the beach no safe walk ways and no parking.

Have little confidence in the council

Needs more personal interaction with rate payers

The council do a lot of road works along major roads at the wrong times.

Can't comment don't know?

Can't comment don't really deal with them

Can't comment- don't deal with them

Community needs footpaths, guttering and stormwater upgrade. Also street lighting needs improving where older trees are restricting lighting

Could have more hard waste disposal services

Council not doing enough to capitalise on the area they have i.e. beaches etc.

Council too bureaucratic

Couple of times contacted council about trees and drainage. But Council does not follow up with feedback after investigating.

Don't care

Don't get involved (2 responses)

Don't have an interest

Don't keep an interest

Don't keep up with what's going on

Don't know if they do

Don't know much about what they do

Don't know what's going on (2 responses)

Don't really keep up with what they do

Don't really understand much about what they do

Don't see a lot of innovation in the area

Don't think about it much

Don't deal with Council

Don't deal with them so can't comment?

Don't deal with them so can't rate?

Don't deal with them so unsure

Don't ever deal with Council

Don't have a comment (2 responses)

Don't have an opinion as I don't deal with them

Don't have any contact with them

Don't have any dealings with them

Don't have anything much to do with them

Don't have anything to do with them

Don't have nothing to do with them so can't comment

Don't have that much to do with them but staff are friendly

Don't really deal with Council so can't comment

Don't really have anything to do with council

Have had no interaction with them

Have nothing to do with them

Haven't dealt with them only at library

Haven't dealt with them so can't comment



Haven't dealt with them yet  
Haven't had anything to do with them  
Haven't had much contact with council  
Haven't had any contact recently  
I assume they are doing the right thing  
I don't have any reason to involve myself with the Council  
I don't have anything to do with the Council  
I don't pay any rates. In a retirement village  
I don't really have an interest  
I don't have much to do with council  
I really don't know if they are good or not  
I'm a renter  
Kindy gum tree causes much mess and needs cleaning regularly. Only clean-up when contacted. Should be on the calendar  
More open consultation  
My husband looks after these things  
Need more green areas instead of development  
Never dealt with them only at Library  
Not brilliant not bad  
Not interested  
Not interested a renter  
Not on my radar  
Not overly interested in what they do  
Not overly proactive only do what they have to  
Not sure (2 responses)  
Not sure if they are doing a good or bad job  
Not very interested in thee council  
Pretty uneventful council  
Renter don't want to get involved  
Seem to be ok but not my business  
Staff at their office are very friendly and courteous  
They are not brilliant at their job  
They sometimes are lazy  
Unsure how good they are  
Unsure what's going on?  
Waste money prop up Glenelg businesses.  
Wouldn't know (2 responses)  
About what is expected?  
Council has so many facets depends who is in Council  
Council needs to listen to the public more, the traffic issues is a constant issue  
Dog poo and glass on beaches annoying but not sure what Council can actually do about that  
Doing a reasonable job  
Don't see them much around my place  
Good  
Lack of response when asked for road upgrade. Reinstate hard rubbish removal more than twice per year  
Not overly interested  
Out of sight out of mind  
Parks and esplanade always looked after however the area Brighton Road to the city is forgotten  
Quality of service is always good  
Respond relatively quickly to issues  
See a fair few of their trucks and workmen around



Seem to be doing ok  
Street trees need cleaning up  
They are a reasonable but unspectacular council  
They aren't doing anything spectacular

**Open responses rated 7 to 10**

Bike accident at tram tracks at Glenelg no resolution after many complaints  
Can't complain about the regular rubbish removal, allow hard rubbish services, the veggie bags, good library services.  
But there is a problem with maintenance of the footpaths and the gardens near the train station. The street lighting can be improved in some places.  
Could be creating much more excitement about the area. Seem to very slow in moving forward  
Council do prove help when needed  
Council seems to be reasonable  
Council staff have little respect for rate payers  
Councils services no complaints  
Couple of times difficult to get a return phone call. Pretty minor though.  
Dealings I've had have been good - staff on most occasions always willing to help  
Developments not energy efficient should be managed by council also car parking problems at New Foodland should not have been approved with such small amount of car parking  
Doing a reasonable job  
Doing ok only  
Doing quite a good job. Bit slow on the uptake sometimes  
Don't deal with council very much but seems to do a good job  
Don't have any complaints  
Don't interact with Council directly very much  
Don't really keep up to date but I have few grizzles with them  
Don't really use them much  
Don't seem to be doing too bad  
Don't use Council services much.  
Don't have much to do with them but service generally is very good  
Friendly administrative people  
Friendly and helpful  
Generally they provide adequate services, but many be need more for the elderly.  
Good  
Good environment  
Had an accident on Lavinia Street pavers sticking up roots of the tree pushed up and has been reported but not repaired satisfactory  
Happy  
Have only had minimal contact with them but that was excellent  
I am quite happy  
I get good support from the council people  
I would love to have the gardening maintenance service even as a pensioner I would pay for it. Our families are so busy these days to help  
It's infrequent  
Just a feeling I have of them  
Keep improving  
Library are good for older people.  
Love the community bus  
Love the green waste bags for my vegetable scraps  
Love the way council cares for the foreshore and look after residents, visitors and tourists alike. Improve area around Brighton train station though.



Most people seem to be quite happy  
Mostly do a good job. Waste management needs improvement  
Mostly my husband looks at these things  
N/A (3 responses)  
No answer  
Not enough communication I find half the information out on FB  
Not happy with re zoning not happy with all the logs dumped around the street kids use them to climb fence to railway dangerous  
Not happy with footpaths and lighting along Addison Road  
Not perfect can do better  
Not sure we get our money's worth anymore  
Over the years seem to have done their job.  
Parking issues everywhere  
Planning approvals are sometimes difficult to understand  
Presume council is doing a reasonable job  
Problems reported to council that on Waratah Street you can't get out of our drive as street is small and people park blocking our driveway no action whatsoever from Council after many complains  
Put an overpass on Diagonal Road.  
Rates could be cheaper more transparency with finances  
Rates going up and up  
Reasonable at spending  
Reception and administrative services at Brighton are friendly and helpful  
Road sweeper does not adequate. Council need to be more transparent on the services, planning and were the rate dollar is being used. Promote the good services better  
Seem to be quite good  
Seem to be trying hard but need to be a bit more entrepreneurial  
Seems to be ok from the dealings I've had  
Service of staff is good but think councillors should be more prominent  
Services I've used are ok but there needs to be more happening  
Staff are friendly and helpful  
Staff great but more services are needed for the younger demographics  
Staff seem nice and friendly  
Storm drainage needs to improve in corner King Street and Esplanade  
That's what I reckon they are doing a reasonable job  
The council is helpful and informative  
The dealings that I've had has always been positive -friendly staff  
They always seem to be out doing something  
They are doing reasonable job  
They are not overly special  
They are ok  
They do a reasonable job overall  
They need to make sure storm water drainage is large enough to take in all the new developments where land split into 2 huge water problems in my storm water and no one has looked at it  
They seem to be quite responsive  
Things seem to run well  
Think they are quiet achievers  
Think they are trying quite hard  
Too much money spent on Glenelg strip nothing on Seacliff and Kingston Park  
Variety of things  
Very helpful





We are very unhappy with the foreshore upgrade its taking way too long and it's very hard for the residents to get onto the beach and dangerous with all the works going on. Also the parking is awful all blocked off everywhere. What services they provide, overall they are on par with other councils.

Wide variety of services

A nice place to live

Active council pretty happy no issues

Actively doing things for our area all the time

Adequate

All good no real issues planted trees on verge the paving on foreshore lifts and very dangerous the old concrete

All seems quite pleasant and work hard

All staff very helpful

Always actively doing things to upkeep the area pretty happy

Always get good friendly and helpful service

Always happy with service I receive at Council or library

Always room for improvement

Are doing ok (2 responses)

Area is maintained well

At times I have had to contact Council I have found them polite and friendly. Got the info I need without major issues.

Community bus is good, the library staff are friendly, love the little veggie bags.

Council staff are always helpful and get back to you quickly when you have my problems

Daughter and services for all ages

Doing a good job (3 responses)

Doing a good job for the area

Doing a good job no issues

Doing a good job no issues

Doing a good job no problems

Doing a good job not much to do with them

Doing a good job very satisfied

Doing a good job with the area

Doing a good job (2 responses)

Doing a reasonable job just beaches and footpaths need more attention

Doing a reasonable job we haven't had much to do with them

Doing a reasonable job we need more lighting in the Forrest Park off Burnham Rd we have to take torches

Don't feel as if anything missing really

Don't feel we get enough communication feel disconnected not well informed

Don't have much to do with them seem to be doing a reasonable job

Don't hear of too many complaints

Don't really hear from them doing a good job the foreshore looks great. Our foreshore has taken way too long to complete very unhappy

Don't have much to do with them but my experience has always been good

Excellent customer service at Brighton, good library services.

Excellent quality of service

Found it simple to deal with Council with his recent redevelopment

Friendly

Friendly and helpful.

Generally find we can get help from council on anything we've needed

Generally it's really good in the dealing I've had with Council which haven't been many

Good

Good public works

Good service by the council

Good services



Good services for retirees and grandchildren. Also the beaches are lovely  
Good services overall  
Good variety  
Great service by staff  
Great services for our elderly neighbour e.g. the bus services and great program for school age children vocational program  
Good job  
Have always had good responses from Council when I've contacted them.  
Helpful and friendly. But I think they need to be more proactive when there is a problem, I think they sometimes procrastinate  
I have a good relationship over the years and have always looked after me  
I like events that council put on  
I never have an issue with staff they're always helpful  
Issues always resolved quickly  
It is above average  
It's good - can't complain  
It's very good - lovely staff  
Know that this is a difficult job so they are doing a bad job  
Limited  
Look after the area well  
Love the green waste bags. Overall I am happy  
Lovely staff at Brighton, they are helpful and friendly when I go in  
Margate Street amount of traffic very difficult with cars parked on both sides. Too dangerous.  
More money needs to be spent on Seacliff Kingston Park areas it's seems it's all on Brighton and Glenelg  
Need better can't communication re arborists dropping logs etc no notification at all  
Never had a problem always doing something  
Never had a problem area looks good  
Never had a problem doing a good job  
Never had a problem doing a good job  
Never had a problem or any issues  
Never had a problem seem active doing a good job overall  
No issues (6 responses)  
No issues active council  
No issues doing a good job  
No issues happy  
No issues really  
No issues really seem to be actively maintaining the area  
No problems rates need to be adjusted for elderly and people on pensions  
No problems seem active area is well maintained  
No reason to think otherwise  
Not had any personal problems.  
Not much to do with them seem to be very active  
Not overly concerned  
Not unhappy!  
On most occasions council very informative and staff helpful  
Overall it's very good the staff are always helpful  
People seem to be happy with them  
Place seems to run smoothly. Clean and well kept  
Pretty good job  
Quality of service is always professional and staff helpful  
Quality provided by staff is always good



Reasonable job  
Reasonable job need to put more thought and planning into Kingston Park.  
Satisfied  
Seem a bit tardy sometimes  
Seem to be active always doing stuff.  
Seem to keep the area clean and running pretty well  
Seems good footpaths need work and cleaner beaches  
Seems that services for elderly have been cut back  
Service is always first rate  
Service is always very good and staff friendly and professional  
Service offers is always first rate  
So far I am happy  
Staff always seem to be out and about doing stuff  
Staff are always happy to help  
Staff are always helpful  
Staff are always very obliging and happy  
Staff are always willing to help  
Staff are keen to help and accessible  
Staff at council are very helpful  
Staff our always friendly  
Stop empire building and keep rates down  
The dealings I've had have been good  
The dealings I've had with them have been always good - friendly and helpful  
The library services are good. Staff are friendly  
The service I receive is always first class very friendly staff  
The services for the elderly is worthy  
There is always roads being maintained looks clean and tidy  
They are diligent with their work  
They are doing a lot of upgrading all the time even though a lot are way too slow  
They do a good job  
They do a pretty good job  
They need to respond more to resident's enquiries concerns and complaints  
They seem to get onto things pretty quick. Area kept clean. New features keep being added over the years. Always improving.  
They seem to provide good services for the demographic of the neighbourhood. The staff at Brighton are very friendly, excellent customer service. Well done  
Value for money  
Very active Council always doing something to improve and maintain the area it's great  
Would like extra hard rubbish pick up services?  
Yacht club very good  
Bins on beach emptied regularly. Spot on. Well done.  
Can't complain about anything  
Council staff always very helpful great customer service  
Dealings I've had with Council have been very good  
Doing a great job no complaints  
Done a great job with updating the foreshore program great for family's  
Good managers  
Good services for the elderly rate payers, the council bus is a blessing  
Great job very active  
Great proactive council doing a good job  
Happy with their results and activity



Have done a great job with our foreshore and playgrounds very happy  
Helpful staff, clean parks and roads.  
Huge amount of work on the beach foreshores for family's parks playgrounds looks great  
I do volunteer work for the Aged Care through the Council  
I'm think the service provided is excellent  
Never had a problem always doing something in the area  
Never had a problem or any issues doing a huge job  
Never had a problem they are always doing something in the area  
Never had a problem we had an extension and was done quickly with no issues  
Never had an issue  
Never had an issue always doing things everywhere very active  
Never had any issues trees in our street needed lopping and done very quickly  
No complaints  
No complaints very active Council  
No issues  
No issues approachable easy to deal with  
No issues  
No problems ever  
Overall good care for area.  
Overall they are doing a good job though lots of residents not happy with the foreshore upgrade it is taking way too long.  
Pretty happy rates keep going up too high need to cap especially for pensioners  
Quality of service is always very good  
Seems to be good  
Staff are fabulous and very friendly and helpful  
They're very accessible and they provide some good services  
They are very actively doing things all the time to up keep the area  
They respond quickly with any queries  
They seem to provide all that young people want  
Very active always doing something to maintain and improve the area  
Very active Council can't complain  
Very active Council no issues  
Very active council something always going on roads parks  
Very active they are always are doing something roads beaches parks  
Very happy  
Very happy never a problem  
Very happy our beach side is fabulous family friendly for young children  
Very proactive always doing something roads streets beaches great foreshore areas for the community  
Council always helpful and the girls are lovely  
Done a good job by large  
Done a great job upgrading and maintaining the area  
Had many dealings with renovation always have had good outcomes good service  
I've had many dealings over the years for renovations and never had a problem doing a good job  
No issues doing a good job with the area  
Quality of service e is first rate  
Service and staff are very good  
The area is always improving and being updated love the foreshore playgrounds and beach walkways  
The girls that I've spoken with at Council are lovely  
They seem to do a good job  
Very happy no complaints



## PART 3 – DEMOGRAPHICS

*Now we would like to ask some questions about you so that we can ensure we have an even representation of the community.*

### Q43. Record gender

Gender	Male	148
		37.0%
	Female	252
		63.0%
Total		400
		100.0%

### Q44. In which of these age groups do you fall?

Age group	18 to 24 years	23
		5.8%
	25 to 30 years	19
		4.8%
	31 to 39 years	55
		13.8%
	40 to 54 years	98
		24.5%
	55 to 64 years	92
		23.0%
	65+	113
		28.2%
Total		400
		100.0%

### Q45. How would you describe your employment?

Employment	Professional/executive	67
		16.8%
	White Collar	64
		16.0%
	Blue Collar	33
		8.3%
	Home duties	56
		14.0%
	Retired	152
		38.0%
	Other (student, unemployed, carer etc.)	28
		7.0%
Total		400
		100.0%





**Q46. Which of these groups' best describes your household?**

Household	Single: (under 40yrs)	33
		8.3%
	Young couple	12
		3.0%
	Young family	28
		7.0%
	Middle family	82
		20.5%
	Mature family	60
		15.0%
	Mature couple or single	185
		46.3%
	Total	400
		100.0%

**Q47. Which of the following best describes your gross annual household income?**

Income	Less than \$20,000 pa	20
		5.0%
	\$20,000-\$39,999 pa	46
		11.5%
	\$40,000-\$59,999 pa	25
		6.3%
	\$60,000-\$79,999 pa	29
		7.2%
	\$80,000-\$99,999 pa	53
		13.3%
	\$100,000-\$149,999 pa	47
		11.8%
	\$150,000+ pa	27
		6.8%
	Declined	153
		38.3%
	Total	400
		100.0%

**Q48. Which City of Holdfast Bay suburb do you live in?**

Suburb	Glenelg	81
		20.3%
	Brighton	80
		20.0%
	Somerton	80
		20.0%
	Hove	84
		21.0%
	Seacliff	55
		13.8%
	Kingston Park	20
		5.0%
	Total	400
		100.0%

**Q49. Is there any feedback you would like to give Council?**

The verbatim comments are in the main part of the document.



## 9. QUESTIONNAIRE

Good morning/afternoon, my name is.....from ..... I am not selling anything; we are conducting research on behalf of the City of Holdfast Bay. You may have received a letter from the Council advising that you may be contacted by us. Are you happy to participate? The survey will take about 15 minutes.

The Council is committed to improving the services it delivers to the community and is interested in your opinions and your answers will remain confidential.

The council is interested in getting a broad response to this survey across age groups. So after you have completed the survey can we talk to someone else in the household ..... (*Depending on survey demographics*)

The first set of questions I am going to ask you relate to Safety. First, please rate the following statements on a scale of 0 to 10 where 0 = Strongly Disagree and 10 = Strongly Agree.

### 2017 QUESTIONNAIRE – QUALITY OF LIFE STUDY

#### PART 1 - QUALITY OF LIFE

##### Safety

Q#	Question	Measure
Q1.	I feel safe in my neighbourhood	Rate 1-10
Q2.	Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	Rate 1-10
Q3.	There is plenty of lighting along paths and in parks in the City of Holdfast Bay	Rate 1-10

##### Social

Q#	Question	Measure
Q4.	I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.)	Rate 1-10
Q5.	The City of Holdfast Bay provides programs that foster social interaction and community wellbeing	Rate 1-10

##### Quality of Life

Q#	Question	Measure
Q6.	What do you value most about living in the City of Holdfast Bay?	Open
Q7.	Overall, how would you rate the City of Holdfast Bay area as a place to live	Rate 1-10
Q8.	On a scale of 0-10, where 0 is very unlikely and 10 is very likely, how likely is it that you would recommend the City of Holdfast Bay as a place to live to others?	Rate 1-10
Q9.	Why did you rate your answer this way?	Open
Q10.	Overall how satisfied are you with living in the City of Holdfast Bay?	Rate 1-10



## PART 2 – SERVICE SATISFACTION

### Community

Q#	Question	Measure
Q11.	Providing and maintaining sporting facilities? (e.g. ovals, tennis courts)?	Rate 1-10
Q12.	Providing and maintaining open space and reserves?	Rate 1-10
Q13.	Providing and maintaining playgrounds?	Rate 1-10
Q14.	Providing Library services and programs?	Rate 1-10
Q15.	Providing and maintaining community centres and programs?	Rate 1-10
Q16.	Providing services and programs for older people and people living with disability?	Rate 1-10
Q17.	Providing services and programs for young people aged 14-24 years?	Rate 1-10
Q18.	Providing services and programs for families with young children?	Rate 1-10
Q19.	Providing services and programs that encourage a healthy and active lifestyle?	Rate 1-10
Q20.	Providing services and programs for those from a variety of ethnic and multicultural backgrounds?	Rate 1-10

### Environment

Q#	Question	Measure
Q21.	The management of storm water and drainage	Rate 1-10
Q22.	Maintaining our beaches and coastal areas	Rate 1-10
Q23.	Managing native vegetation, and natural environment	Rate 1-10
Q24.	Planting and maintaining street trees	Rate 1-10
Q25.	Providing adequate waste management services	Rate 1-10

### Economy

Q#	Question	Measure
Q26.	Supporting and promoting tourism and events?	Rate 1-10
Q27.	Range of businesses/services and local conveniences in the area?	Rate 1-10
Q28.	(Those rating 0-6) Which types of businesses/services and local conveniences would you like more of?	Open

### Placemaking

Q#	Question	Measure
Q29.	Providing and maintaining roads and kerbing?	Rate 1-10
Q30.	Providing and maintaining footpaths?	Rate 1-10
Q31.	Providing and maintaining cycling networks	Rate 1-10
Q32.	Providing and maintaining public toilets?	Rate 1-10
Q33.	Satisfaction with the two major main streets (Jetty Road, Glenelg and Jetty Road, Brighton)	Rate 1-10
Q34.	Why?	Open
Q35.	Satisfaction with design of new development in the area?	Rate 1-10
Q36.	Why?	Open



**Culture/City Management**

<b>Q#</b>	<b>Question</b>	<b>Measure</b>
<b>Q37.</b>	How strongly do you agree that Council provides good financial management and value for your rate dollar?	Rate 1-10
<b>Q38.</b>	How satisfied are you with the distribution of information and consultation with the community?	Rate 1-10
<b>Q39.</b>	On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your overall satisfaction with the performance of Council?	Rate 1-10
<b>Q40.</b>	On a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with the overall quality of service provided by Council?	Rate 1-10
<b>Q41.</b>	Why did you rate the quality of service this way?	Open
<b>Q42.</b>	Which aspects do you think are the most important for Council to focus their efforts on over the next four years?	Open

**PART 3 - DEMOGRAPHICS**

<b>Q#</b>	<b>Question</b>	<b>Measure</b>
<b>Q43.</b>	Record gender	List
<b>Q44.</b>	In which of these age groups do you fall?	List
<b>Q45.</b>	How would you describe your employment?	List
<b>Q46.</b>	Which of these groups' best describes your household?	List
<b>Q47.</b>	Which of the following best describes your gross annual household Income?	List
<b>Q48.</b>	Which City of Holdfast Bay suburb do you live in?	List
<b>Q49.</b>	Is there any feedback you would like to give Council?	Open

