

# City-wide community survey 2021

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City of Charles Sturt

27th August 2021

**Intuito**  
MARKET RESEARCH



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# 1. Introduction

Intuito is delighted to be given the opportunity to present these research findings to the City of Charles Sturt on your City-wide Community Survey 2021. Whilst you have undertaken four previous studies designed to measure the success of your Community and Corporate Plan this study was designed to give Council the chance to benchmark the KPI's in the latest plan. This era of change also marked a change in survey approach to one of face-to-face interviewing as opposed to CATI telephone which we believe gives a more accurate sample profile and completion.

Intuito interviewed between 2 July and 9 August, a longer interviewing period due to the COVID-19 lockdown in Adelaide. We conducted interviews in high Council traffic areas such as libraries as well as door-to-door to achieve a representative sample of the population of Charles Sturt.

There were 14 questions plus demographics including gender, age, household structure, employment and ward. Each question was designed to benchmark current areas that are subject to KPIs in the Community and Corporate Plan to enable the plan to be annually measured for the duration of the strategic period.

We were careful with the sampling quotas to ensure a representative sample and achieved the following:

<b>City of Charles Sturt - Total Persons (Usual residence)</b>	<b>2016</b>	<b>Pop split</b>	<b>Non-panel Sample 2021</b>
<b>Age groups (18+ adults)</b>	<b>Number</b>	<b>%</b>	<b>%</b>
Tertiary education and independence (18 to 24)	10,197	11.2	6.1
Young workforce (25 to 34)	15,663	17.2	16.6
Parents and homebuilders (35 to 49)	22,137	24.4	32.9
Older workers and pre-retirees (50 to 59)	15,121	16.7	14.8
Empty nesters and retirees (60 to 69)	12,545	13.8	17.4
Seniors (70 to 84)	11,508	12.7	10.9
Elderly aged (85 and over)	3,637	4.0	1.2
<b>Total</b>	<b>90,808</b>	<b>100.0</b>	<b>100</b>

## Market research objectives

The overarching objective of this study was to understand how residents of the City of Charles Sturt think of and rate Council's services, resident belongingness, satisfaction with staff engagements, and what residents think about Council's overall performance and value for the rates residents pay.

### Specific research objectives

- Which services do you think are important for a Council to provide?
- How do you rate the following Charles Sturt Services?
- Which of the following services have you used?
- How safe do you feel?
- What words come to mind when you think of the City of Charles Sturt?
- How does Council rate against certain statements?
- Do you feel you belong and feel a part of the broader community?
- On a scale of 0-10 how would you rate the following when you have had an enquiry:
  - Knowledge and technical ability of staff
  - Customer service, friendliness and willingness to help
  - Responsiveness by Council staff to action your enquiry
  - Overall interaction with staff
  - Willingness to speak positively about their interaction with CCS

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- How would you rate Council's overall performance?
  - How would you rate the value for money for rates paid/services provided?

## Methodology

Intuito employed a variety of methodology that provided a statistically significant and demographically representative sample of the city. Specifically, the methodology included:

- Face-to-face intercept interviews, a small number of online survey completions, Facebook completions, Your Say responses captured by Council and door-to-door intercept interviews using iPad technology.
- We ensured a representative sample of the City's population as can be seen in the table above.
- We sampled a total of 985 residents broken down to 823 non-panel residents and 162 panel residents. The total sample is broken down as follows:
  - 163 Your Say completions
  - 162 Council panelists
  - 660 Intuito responses

## 2. Findings at a glance

At a glance

# City-wide community survey 2021

### Council services

Waste collection and management
Local roads / Footpaths / Shared use paths
Playgrounds / Parks / Open spaces
Public lighting
Stormwater management
Libraries
Environmental Protection
Community centres / Council Halls / Town Halls
Sporting Clubs
Sense of belonging
Cultural experiences / events

### Importance

9.3
9.2
9.2
9.0
8.9
8.9
8.6
7.9
7.9
7.7
7.5

### CCS Rating

8.4
7.3
8.4
7.8
7.7
8.8
7.1
8.0
7.9
7.3
7.2



### Main reasons for low scores

- Footpath problems
- Better ground maintenance
- Hard rubbish dumping
- Flooding / waste mgmt
- Road maintenance
- Not enough events
- Public lighting
- Playground maintenance
- Sporting facilities
- Development subdivisions

### Words associated with CCS

Nice to live, beach, community, nature, accessible, convenient, safe, friendly, clean, quiet, attractive and comfortable.

### Council services used

- Walking / cycling paths (85%)
- Open spaces (71%)
- Public toilets (66%)
- Cultural experiences (48%)
- Public litter bins (31%)
- Dog parks (30%)
- Recycled water system (28%)

Prompted new slogan recall

6.1%

Overall performance    Good value for rate \$    Value what council provides



% of enquiries / requests last 12 months

Panel 68.5%    Non-panel 42.2%

### Safety

- At home - day
- At home - night
- Neighbourhood - day
- Neighbourhood - night
- Public places - day
- Public places - night

Mean	NPS
9.0	64.5
8.5	45.3
8.8	57.5
7.7	17.8
8.7	53.7
7.2	8.6

### Climate change awareness ratings

	Mean
I have a good knowledge already	7.8
Taking action is important to me	8.0
I have already experienced the effects	7.4
In future I think it will impact me	7.8
Local councils play an important role	8.2

### Reasons for low scores

Council could do more, don't respond, poor experience with staff, bin/hard rubbish collection, traffic, footpaths, tree maintenance

### Ratings on CCS statements

	Mean	NPS
Environmentally green	7.2	-6.1
Great place to live	8.5	52.7
Promotes and offers support	6.5	-27.1
Sense of community / belonging	7.5	12.5
Satisfaction with services	7.6	16.6
Have my say locally	7.1	-1.7
Opportunity for businesses	7.2	-7
Culturally rich	7.7	18.8
Offers diverse experiences	7.5	10.3

### 3. Executive Summary

#### About the respondents

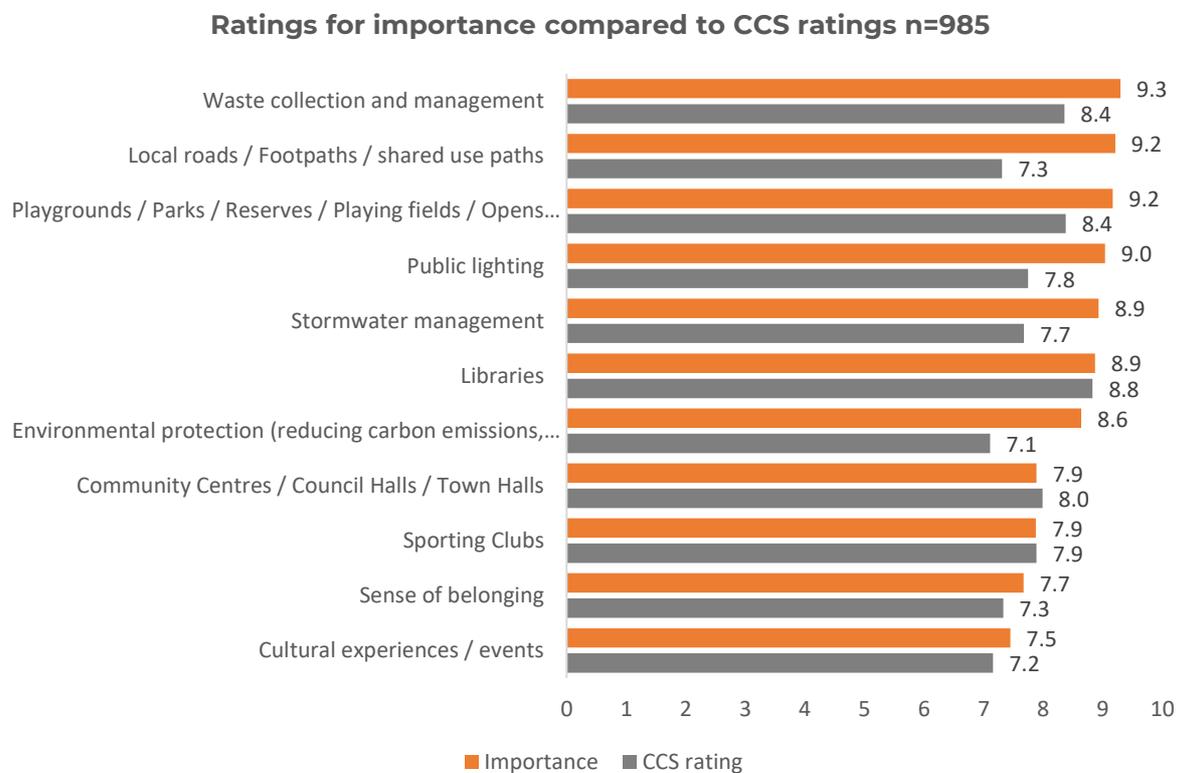
Respondents for the panel are profiled as being skewed female (40:60), 35% are aged under 50 compared to 65% over 50 years, 60% are employed and 33% are retired. There is a good distribution of residents by ward.

Respondents for the non-panel are profiled also as being also skewed female (66:34), 56% are aged under 50 with 44% aged over 50, 63% are employed, 18% retirees, 10% unemployed, 6% home duties and 6% students. There was a good distribution of residents by ward.

#### Key insights

##### Ratings of importance of Council services versus rating CCS on the provision of same

Importance ratings of various Council services compared to the performance by the City of Charles Sturt of those attributes are as follows:



Council ratings are mostly lower than the level of importance that residents place on each of these attributes particularly environmental protection, stormwater management, public lighting, and local roads / footpaths / shared use paths. Council scores well on sporting clubs, community centres / council halls / town halls and libraries.

Interestingly, the panel rate Council achievements lower across the board than the non-panel randomly selected residents. Furthermore, panelists are more likely to rate infrastructure in general higher than the soft services on importance.

When a net promoter score is applied to Council's ratings in these attributes only two (environmental protection and cultural experiences / events) are negative compared to the Panel where they rate

Council poorly on these two attributes as well as local roads / footpaths / shared use paths, and sense of belonging. Council does very well on community centres / council halls / town halls, waste collection and management and libraries. The main reasons why panelists rate Council low are foot path problems, better ground maintenance, hard rubbish dumping, flooding and waste management. It would appear the panelists are more likely to 'see' Council issues rather than the general resident population – they possibly look out for issues. Non-panelists also raised the same issues but added road maintenance, not enough community and cultural events, public lighting, playground maintenance, more sporting facilities and development subdivisions along with a raft of single responses.

### Council services used

The most commonly used Council services are off road walking and cycling paths - used by 85% of the total sample, followed by open space (71%), public toilets (66%), and cultural experiences (48%).

There are significant differences between panelists and non-panelists with panel members more likely to have used open space, public litter bins, and street trees, planting and pruning but significantly less cultural experiences and recycled water system.

### Safety

	Mean	NPS
At home during the day	9.0	64.5
At home during the night	8.5	45.3
In your neighbourhood during the day	8.8	57.5
In your neighbourhood during the night	7.7	17.8
In public places during the day	8.7	53.7
In public places at night	7.2	8.6

The mean scores above are consistent across both samples of panelists and non-panelists. These scores are very good in comparison to other Council areas.

### Words associated with the City of Charles Sturt

Panelists provided the following positive words: beach, community, nature, friendly, attractive, close to city, convenient, safe, clean comfortable, affordable, quiet. One highlighted negative was traffic issues. There were many open-ended responses and by far the comments were positive.

The non-panelists were very similar and talked about nice to area to live, beach, community, nature, accessible, convenient, safe, friendly, clean, quiet, attractive, comfortable, close to city, library and other facilities, shopping, home and affordable. Some negatives included room for improvement, traffic issues and expensive.

### Prompted slogan recall

The majority of panelists recognised the old 'Hello I'm Charles Sturt' slogan and 1.2% recalled the new slogan of "The City of Charles Sturt means the world". Non-panelists were far more likely to not recall any of the prompted slogans (55%), with 14% recalling the 'Hello I'm Charles Sturt' slogan and 7% 'The City of Charles Sturt means the world'.

### Ratings on various statements

The total sample scores (that we recommend Council uses) are as follows:

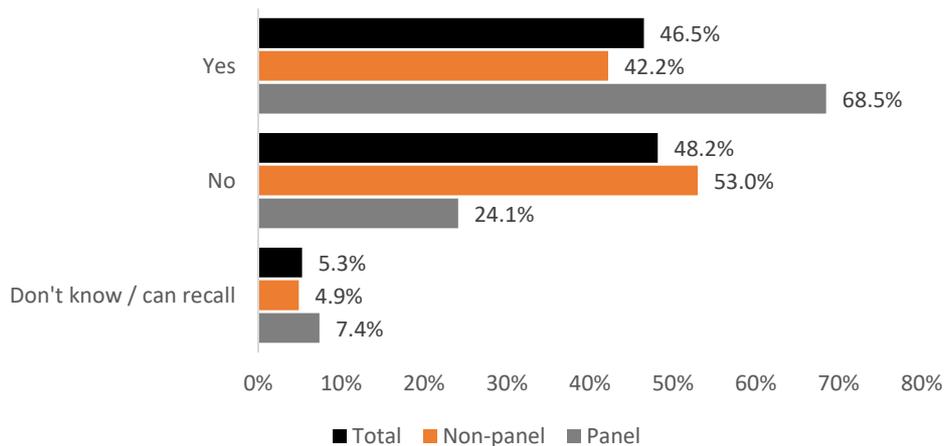
	Mean	NPS
City of Charles Sturt is environmentally green	7.2	-6.1
The City of Charles Sturt is a great place to live	8.5	52.7
The City of Charles Sturt promotes resilience and offers support in times of crisis	6.5	-27.1
I feel a sense of community and belonging in the City of Charles Sturt	7.5	12.5
I am satisfied with the services and programs provided by Council	7.6	16.6
I always feel that I can have a say in my local community	7.1	-1.7
The City of Charles Sturt is a place of opportunity for businesses	7.2	-7.0
The City of Charles Sturt is culturally rich	7.7	18.8
The City of Charles Sturt offers diverse experiences	7.5	10.3

Panelists rated diverse experiences significantly lower along with the ability to have a say in the local community, and satisfaction with services and programs provided by Council.

The areas for Council attention or communication are those that were rated by NPS as negative.

### Percentage of those who have had enquiries / requests in last 12 months

**Enquiries / requests for service from Council in last 12 months. Panel n=162, non-panel n=823, total n=985**



Panelists are significantly more likely to have made an enquiry or a request in the last 12 months.

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### Satisfaction with Council's overall performance

The mean score for performance across the entire sample is 7.6 with a positive NPS of +13.4.

The main reasons why people gave you a low score are that they feel Council could do more, Council doesn't respond, poor experience with Council staff, removal / poor maintenance of trees / bushes, rubbish bin and hard rubbish collection issues, traffic and footpaths, traffic / parking concerns although the numbers of negative comments were relatively low.

### Ratings on two statements

Council provides good value for my rate dollar scored 7 out of 10 and a negative 9 NPS

I value the services that Council provides scored 8.2 out of 10 with a healthy positive 33 NPS.

### Climate change awareness ratings

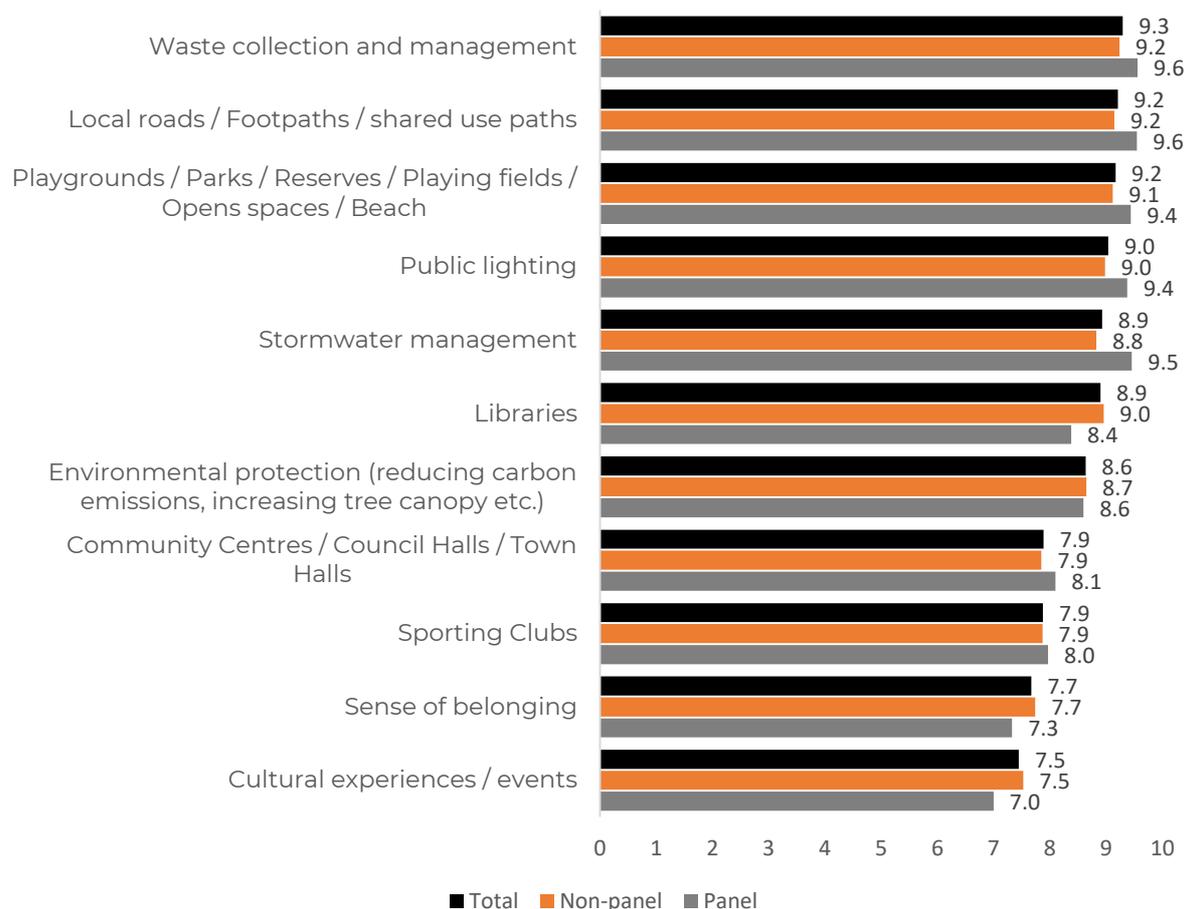
The results calculated as a score out of 10 are as follows:

	Mean
I have a good knowledge of climate change already	7.8
Taking action on climate change is important to me personally	8.0
I have already experienced the effects of climate change	7.4
In the future I think climate change will impact me personally	7.8
Local councils play an important role in reducing the effects of climate change	8.2

## 4. Key Findings

Q1: On a scale of 0 to 10, where 0 is not important at all and 10 is extremely important, how important do you believe it is for your Council to provide each of the following services?

**Importance of Council providing the following services? Panel  
n=162, non-panel n=823, total 985**



The services valued the most are waste collection and management, and infrastructure such as public lighting, stormwater management, local roads, footpaths, shared use paths, and playgrounds, parks and reserves. The panel members are more likely to value infrastructure than the non-panel residents indicating a probable difference in knowledge base. Interestingly, libraries and the soft services such as cultural experiences / events are considerably more valued by non-panel than the panel participants.

Females and those in home duties and those older residents rate the importance of all of these attributes well above the average. Wards that also rate many of these attributes above the average include Henley, West Woodville and Hindmarsh.

### Analysis of higher-than-average scores on each attribute

Those more likely to rate the importance of waste collection and management higher than the average are older residents 60+ years, young families, mature families and mature couples / singles,

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retirees, those in home duties, and those who live in Semaphore Park, Grange, Beverley and Hindmarsh.

Those more likely to rate the importance of local roads / footpaths / share use paths higher than the average are females, those aged 70+ years, young families, those in home duties, and those who live in Findon, Beverley and Hindmarsh.

Those more likely to rate the importance of playgrounds / parks / reserves / playing fields / open spaces / beach higher than the average are females, those aged 35-49 years, mature families, and those who live in Semaphore Park and Hindmarsh.

Those more likely to rate the importance of public lighting higher than the average are those aged 70-84 years, young families and retirees.

Those more likely to rate the importance of stormwater management higher than the average are aged 70+ years, in home duties, and living in Henley.

Those more likely to rate the importance of libraries higher than the average are females, those aged 35-49 years, and 70-84 years, middle families and mature age singles / couples, in home duties, living in Henley, West Woodville, and Hindmarsh.

Those more likely to rate the importance of environmental protection higher than the average are females, those aged 70+ years, mature families, those who are unemployed and in home duties, and those who live in Semaphore Park, Grange, Henley and West Woodville.

Those more likely to rate the importance of community centres / council halls / town halls higher than the average are females, those aged 70+ years, middle families, mature couples / singles, retirees, those in home duties, and those living in Grange, West Woodville, Beverley and Hindmarsh.

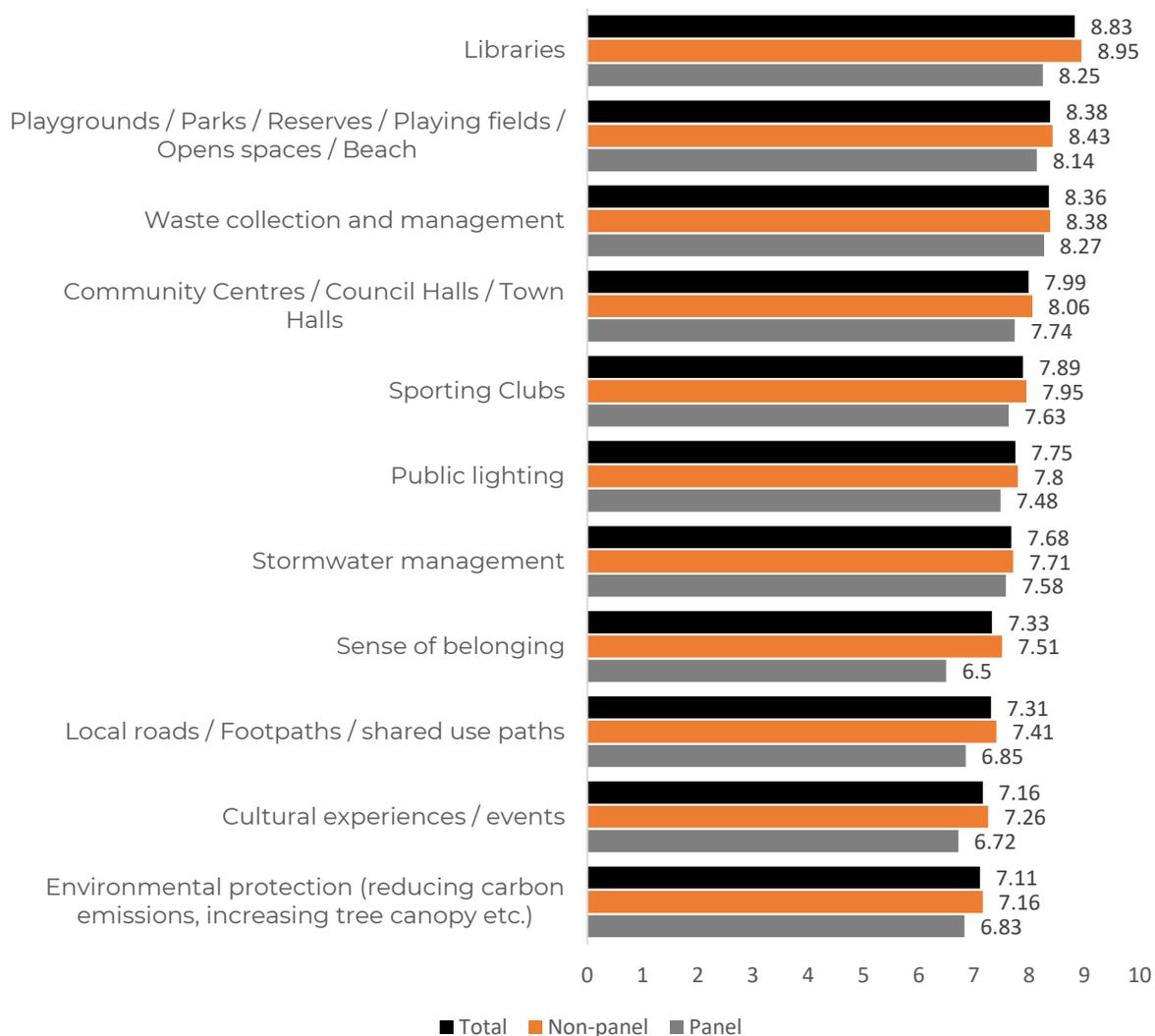
Those more likely to rate the importance of sporting clubs higher than the average are females, those aged 35-49 years, middle and mature families, students, those in home duties, and those who live in Semaphore Park, West Woodville and Hindmarsh.

Those more likely to rate the importance of sense of belonging higher than the average are females, those aged 35-49 years, and 70+ years, young and middle families, those in home duties, and those who live in Henley, West Woodville and Hindmarsh.

Those more likely to rate the importance of cultural experiences / events higher than the average are females, those aged 35-49 years, and 85+ years, single people, mature families, those in home duties, and those who live in Henley, West Woodville and Hindmarsh.

Q2: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate the same local Council services provided by the City of Charles Sturt Council?

**Ratings for the same Council services provided by the City of Charles Sturt Council? Panel n=162, non-panel n=823, total 985**



Interestingly when residents are asked how they would rate Council services, the highest ratings go to libraries, playgrounds / parks / reserves / playing fields / open spaces / beach, and waste collection and management.

There are considerable differences between the net promoter scores of the panel versus non-panel as can be seen in the following heatmap. The panel are consistently harsher in their assessment of how Council rates on each of the attributes with one exception – waste collection and management. By applying a net promoter score, this gives another dimension to ratings that we thought would provide more detail rather than just the mean.

	Panel	Non-panel
Environmental protection (reducing carbon emissions, increasing tree canopy etc.)	-14.9	-6.1
Cultural experiences / events	-25.3	-3.9
Local roads / Footpaths / shared use paths	-15.9	5.3
Sense of belonging	-26.7	8.0
Stormwater management	12.6	14.8
Public lighting	10.4	16.3
Sporting Clubs	9.7	22.0
Community Centres / Council Halls / Town Halls	14.3	27.1
Waste collection and management	35.1	34.8
Playgrounds / Parks / Reserves / Playing fields / Opens spaces / Beach	30.7	47.8
Libraries	33.3	63.7

Given the disparity between the two samples (panel and non-panel) we recommend using the non-panel mean scores as your best benchmark as these are more representative of resident views and the sample size is over four times that of the panel. The benchmark means scores are as follows:

Libraries	9.0
Playgrounds / Parks / Reserves / Playing fields / Opens spaces / Beach	8.4
Waste collection and management	8.4
Community Centres / Council Halls / Town Halls	8.1
Sporting Clubs	8.0
Public Lighting	7.8
Stormwater management	7.7
Sense of belonging	7.5
Local roads / Footpaths / shared use paths	7.4
Cultural experiences / events	7.3
Environmental protection (reducing carbon emissions, increasing tree canopy etc.)	7.2

Q3: Looking at your answers above, please tell us why you think the services that you rated 5 or less are not more highly rated.

#### Panel

- Foot path problems (maintenance, lighting, etc.) (19 comments)
- Better tree, bush, and lawn maintenance (11 comments)
- Bins/hard rubbish dumping (6 comments)
- Don't use those services (6 comments)
- Flooding/wastewater management (6 comments)
- Road maintenance issues (5 comments)
- Council isn't responsible for these things (3 comments)
- Development subdivisions (2 comments)
- Room for improvement (2 comments)

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Other comments included:

- Drains on Seaview Road in Henley Beach South constantly blocked and water remaining over road for days after rain.
- Henley oval/precinct needs a lot of attention. Increased size of playground with a lot of upgrades including nature play, fence protection from cricket/footballs. Bigger community club rooms, netball courts so a shared community space could be established for all the community. There are many poor footpaths around Henley. There are too many unsafe walking paths, for example it is dangerous trying to cross military road from end of main street with young children, bikes, scooters, prams etc. I would like a safe way to walk from my house to the beach with my young children.
- I don't think the council run enough events to bring the community together to form a sense of belonging to the community. I also don't think the council does enough for the environment
- I have a public walkway next to me, and we complain all the time re lack of lighting and lack of beauty, and nothing ever happens. The local people use it as a dumping ground – please plant some nice shrubs that are low maintenance and lighting tower nearby should stop people doing their local
- Irish Culture irrelevant in Charles Sturt
- It would be beneficial to have more seating and maybe some basketball hoops. It would also be great to have gym equipment at more of the reserves; not necessarily the movement equipment but some pull-up bars etc. like at the Mawson Lakes parks. I'm not sure where to find information on cultural events in the area.
- More bike paths
- More concentrated on Beach areas than the other suburbs within the Charles Sturt area
- Not much sense of community
- Offering free kitchen caddies and green bags like other councils would be a good step.
- Our council doesn't seem to have too many social events (or it's not advertised enough).
- Over the years, I haven't seen an improvement to these services. There are areas that are not being up-kept enough such as the verges and reserves and there's not enough greenery
- Overall, the council does a fantastic job. There has been a lot of improvement to parks, playgrounds, linear park etc. Thank you to all who have played a part in this improvement
- Storm water management in my street is terrible. It constantly floods! I can't think of any cultural events put on by the council. Not overly sure the council contributes to my 'sense of belonging'.
- Streets don't feel safe- poor footpaths, intermittent lighting with large dark areas. Very unwelcoming
- The trees where I live have little or no canopy. Some public lighting out and some not very well lit. There is always a huge pool of water around the corner from my place when it rains. The water does not drain but just sits there. I rarely if ever feel like going to a council event so I don't have a sense of belonging. Likewise for cultural events. I don't recall any Croatian events promoted. I have to maintain the verge behind my fence because the council always forget to do it.
- There is too many cars speeding on local streets especially near school and parks!!!!!!
- Too much money is spent on roads, rates, rubbish and sporting clubs and not enough spent on community footpaths, community connection and tree canopy
- Too many potholes in roads, many roads need repair
- We need to protect our environments as this is our home and where we live
- Time taken to fix issues

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- Every time it rains the area/road outside my house floods. The amount of break ins that are occurring in the Croydon area suggest that public lighting isn't good enough. The playground at the Croydon train station is fine, but it isn't all that well maintained and could be incredible with some investment. Get climbing tree consultancy to rebuild it, they do some awesome stuff

#### Non-panel

- Footpath problems (72 comments)
- Better tree, bush, and lawn maintenance (45 comments)
- Flooding/wastewater management (31 comments)
- Bins/hard rubbish dumping (27 comments)
- Road maintenance issues (19 comments)
- Not enough community/cultural events (17 comments)
- Council isn't responsible for that (13 comments)
- Public lighting (13 comments)
- More awareness of events (11 comments)
- Playground maintenance & more events for kids (9 comments)
- More sporting facilities (8 comments)
- Development subdivisions (7 comments)
- Don't use those services (7 comments)
- All are important (3 comments)
- Room for improvement (3 comments)
- Slow to respond (2 comments)
- Coastal erosion (2 comments)

#### Other comments included:

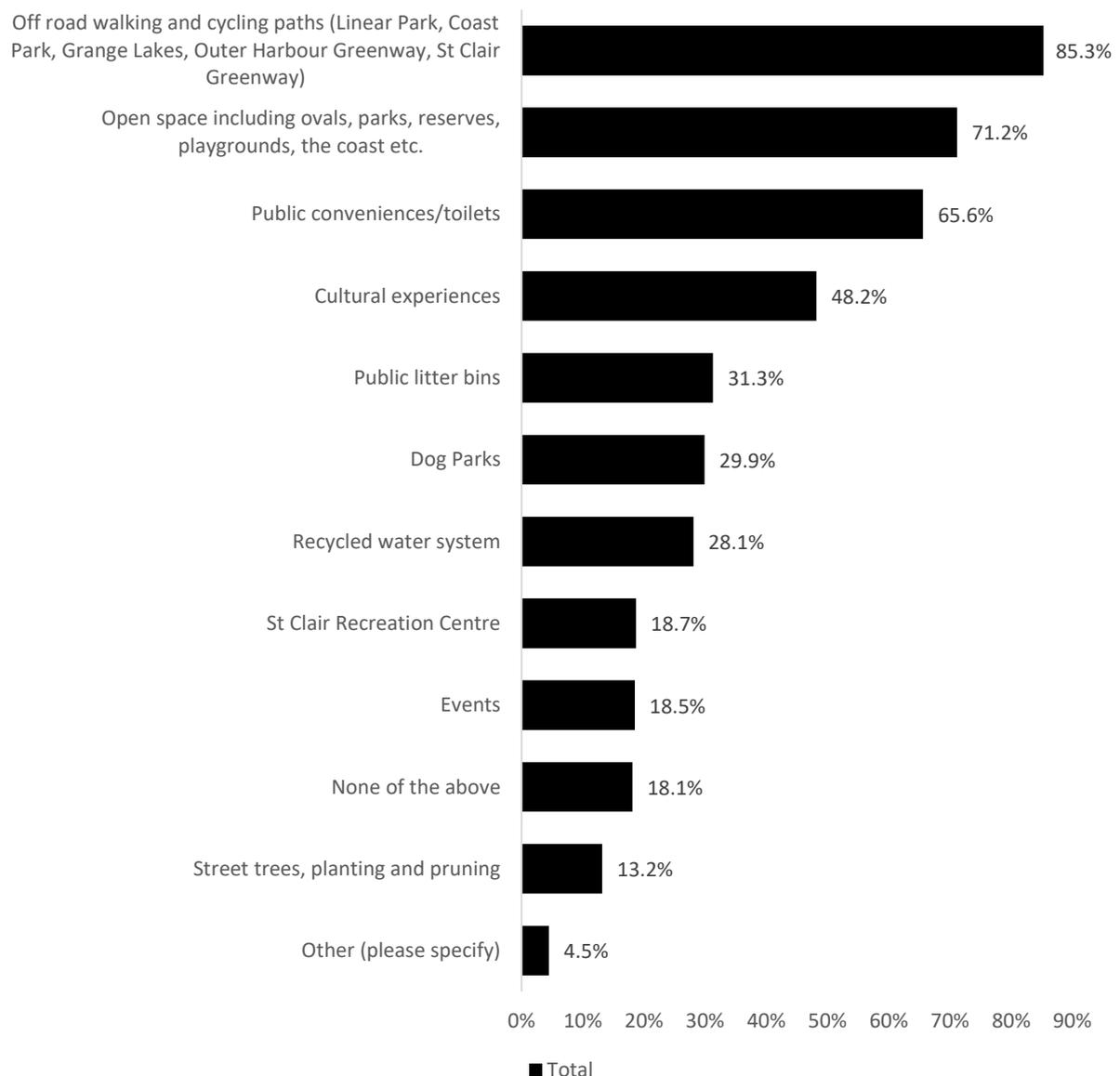
- Are there solar panels on all council buildings & do they recycle stuff or is it lip service? Wastewater being pumped from under Foodland building carpark out to sea!!
- Australian culture places a disproportionately high value on sports compared to arts which can offer the same benefits
- Council doesn't listen to ratepayers
- Council not prepared to challenge state government legislations that reduce green space, tree canopy and open space across the LGA.
- Don't know what you do for sense of belonging
- Environmental Protection should be a state government function
- I am a rate payer and have high expectations to make our council district more culturally safe and an inclusive environment community
- I don't feel particularly connected with the city.
- I suppose I have a "hard" line on the environment, especially carbon. A good deal of the area is close to sea level.
- I think council has enough to do.
- Light pollution in areas
- Long time waits when issues are reported to council
- More large print books for the aged. More seats on esplanade please.
- Much more could be done to make public spaces inclusive of those with physical mobility needs. Especially playgrounds. Not just a separate wheelchair accessible swing but a range of equipment and experiences that are intertwined with the traditional playground equipment.
- Not sure if libraries are as important now with advances of tech

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- Personal preferences and lobbying of councilors succeed OVER Public opinion. Public Opinion is Ignored, and the personal decisions of Councillors is pushed through, including Funds spent (from constituents Rates) on projects that the constituents strongly protested about as Not Wanting. EG Half-Court Basketball court that the 14-year-old son of friends (for 31 years) of Councillor Gerard Ferrao requested - despite the largest protest ever received by Council against a proposed project, the project was pushed through Council meetings via every method of snowballing that the Councillor could muster.
  - Slow to respond
  - Stick to core business. Some of those items are a waste of rates paid by the public. Do a few things extremely well, like roads and lights and stop wasting money.
  - The council is not considering performing arts centres needs, may excel in other sporting venues, like football, soccer but not gymnastics, dance music
  - The environmental impact always needs improvement especially with climate change etc.
  - There seems to be a disconnect between some areas of the council, and those in the governed area. I have no idea who is the member for my ward. I have never heard from or seen them.
  - They are less important as a use of ratepayer's money
  - Traffic management on Cudmore Terrace could improved
  - Trowbridge drive in West Lakes. The traffic has been diverted from Fredrick Road into Trowbridge it's a nightmare trying to get out to the side streets. 40 only allowed on Trowbridge.

## Q4: Which of the following Council services have you used in the last year?

We have provided charts on the total sample of 985 as well as the panel and non-panel samples. Again, there are very significant differences between the panel and non-panel samples with the panel more likely to have used open spaces, public litter bins, and street trees, planting and pruning but significantly less likely to have used cultural experiences and the recycled water system. The panel were also more likely to offer other services used than the non-panel.

### Council services used in the last year? Total n=985



#### Analysis by demographic

Those more likely to use open spaces are young and middle families, who live in Semaphore Park, Henley and Hindmarsh.

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Those more likely to have used off road walking and cycling paths are aged 18-34 years, 50-59 years and 85+ years, young and middle families, those who are employed, and those living in Henley and Beverley.

Those more likely to have used a public convenience are aged 18-34 years, young couples and young families, students and those in home duties, and those people who live in Henley and Findon.

Those more likely to have used cultural experiences are aged 18-49 years, young, middle and mature families, students and those who are employed, and those who live in Grange and Woodville.

Those more likely to have used public litter bins are aged 50-59 years, young couples, retirees, and those who live in Semaphore Park, Woodville and Hindmarsh.

Those more likely to use dog parks are aged 25-49 years, young and middle families, students and those employed, and those who live in Henley, Beverley and Hindmarsh.

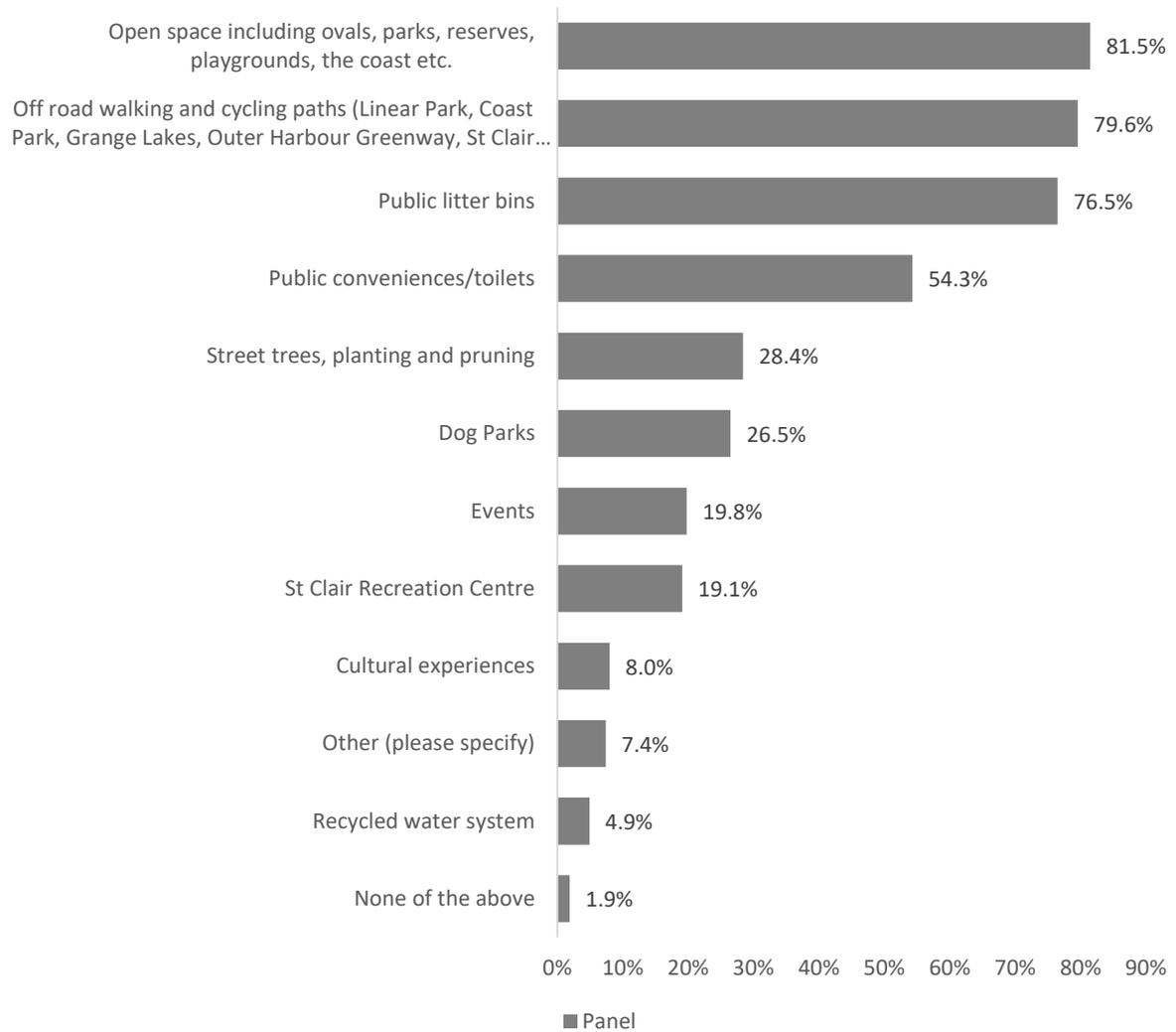
Those more likely to use the recycled water system are aged 18-49 years, young and middle families, students and those employed, and those living in Semaphore Park, West Woodville and Woodville.

Those more likely to have used St Clair Recreation Centre are aged 18-49 years, young and middle families, students, and those who live in Henley.

Those more likely to have gone to events are aged 25-34 years and 50-59 years, young families, and those living in Henley and Hindmarsh.

Panel

**Which of the following Council services have you used in the last year? panel n=162**



Panel	Male n=65	Female n=96	Non-binary n=0	Other n=0	Prefer not to say n=1	Total n=162
Open space including ovals, parks, reserves, playgrounds, the coast etc.	75%	85%	0%	0%	100%	82%
Off road walking and cycling paths (Linear Park, Coast Park, Grange Lakes, Outer Harbour Greenway, St Clair Greenway)	74%	83%	0%	0%	100%	80%
Public litter bins	74%	78%	0%	0%	100%	77%
Public conveniences/toilets	49%	57%	0%	0%	100%	54%
Street trees, planting and pruning	29%	28%	0%	0%	0%	28%
Dog Parks	20%	31%	0%	0%	0%	27%
Events	15%	23%	0%	0%	0%	20%
St Clair Recreation Centre	23%	17%	0%	0%	0%	19%
Cultural experiences	8%	8%	0%	0%	0%	8%
Other (please specify)	2%	10%	0%	0%	100%	7%
Recycled water system	2%	7%	0%	0%	0%	5%
None of the above	5%	0%	0%	0%	0%	2%

	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total
Open space including ovals, parks, reserves, playgrounds, the coast etc.	95%	89%	100%	88%	48%	64%	83%	94%	82%
Off road walking and cycling paths (Linear Park, Coast Park, Grange Lakes, Outer Harbour Greenway, St Clair Greenway)	84%	93%	100%	82%	62%	56%	89%	75%	80%
Public litter bins	90%	96%	90%	82%	57%	52%	83%	63%	77%
Public conveniences/toilets	58%	74%	79%	65%	33%	28%	72%	25%	54%
Street trees, planting and pruning	21%	22%	37%	53%	19%	16%	28%	44%	28%
Dog Parks	26%	22%	16%	35%	24%	24%	44%	25%	27%
Events	16%	22%	37%	41%	19%	4%	11%	13%	20%
St Clair Recreation Centre	21%	7%	16%	41%	33%	16%	11%	13%	19%
Cultural experiences	16%	7%	11%	18%	5%	0%	0%	13%	8%
Other (please specify)	5%	7%	11%	18%	5%	12%	0%	0%	7%

Recycled water system	0%	11%	0%	0%	10%	0%	6%	13%	5%
None of the above	0%	0%	0%	0%	10%	4%	0%	0%	2%

Other services mentioned by the panel included:

Library (4 responses)

Beaches (2 responses)

Community centre

Counter top compost bin

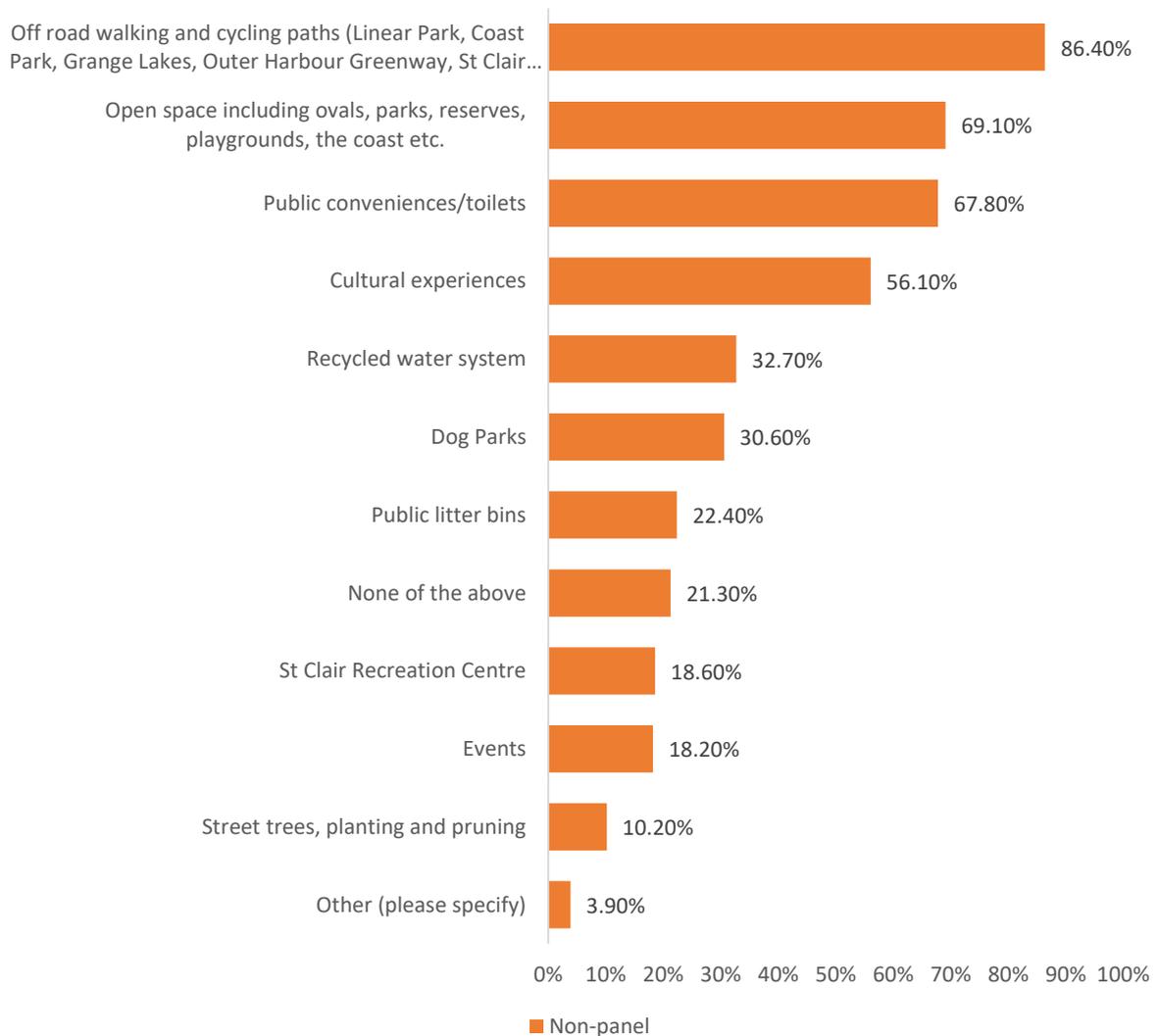
Grants

I pruned my street tree in the front of my property because the council didn't care about dead or broken branches.

Local tennis/basketball courts and waste removal

Non-panel

**Which of the following Council services have you used in the last year? non-panel n=823**



	Male	Female	Non-binary	Other	Prefer not to say	Total
Off road walking and cycling paths (Linear Park, Coast Park, Grange Lakes, Outer Harbour Greenway, St Clair Greenway)	82%	89%	100%	100%	67%	86%
Open space including ovals, parks, reserves, playgrounds, the coast etc.	64%	71%	100%	100%	83%	69%
Public conveniences/toilets	64%	70%	100%	100%	42%	68%
Cultural experiences	54%	58%	50%	100%	8%	56%
Recycled water system	35%	32%	0%	100%	17%	33%
Dog Parks	26%	33%	50%	0%	25%	31%
Public litter bins	24%	21%	50%	0%	42%	22%
None of the above	24%	20%	0%	100%	17%	21%
St Clair Recreation Centre	15%	20%	50%	0%	33%	19%
Events	13%	21%	0%	0%	42%	18%
Street trees, planting and pruning	9%	11%	50%	0%	25%	10%
Other (please specify)	3%	4%	0%	0%	8%	4%

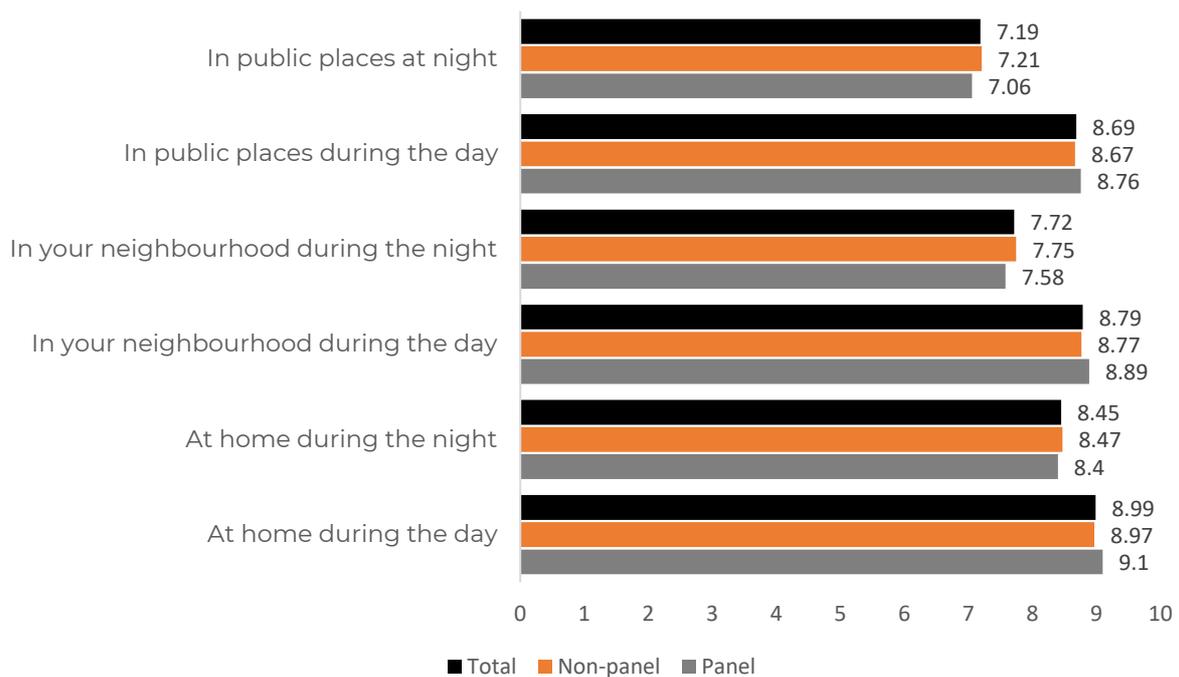
	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total
Off road walking and cycling paths (Linear Park, Coast Park, Grange Lakes, Outer Harbour Greenway, St Clair Greenway)	81%	88%	92%	79%	84%	88%	93%	84%	86%
Open space including ovals, parks, reserves, playgrounds, the coast etc.	73%	67%	73%	69%	59%	72%	70%	84%	69%
Public conveniences/toilets	64%	67%	79%	67%	62%	72%	58%	61%	68%
Cultural experiences	48%	61%	56%	47%	69%	55%	55%	39%	56%
Recycled water system	38%	27%	23%	43%	60%	18%	28%	16%	33%
Dog Parks	26%	27%	38%	21%	27%	29%	37%	47%	31%
Public litter bins	28%	18%	16%	19%	30%	12%	23%	59%	22%
None of the above	29%	20%	21%	21%	25%	16%	23%	16%	21%
St Clair Recreation Centre	13%	15%	24%	16%	20%	20%	20%	14%	19%
Events	16%	19%	24%	10%	16%	19%	12%	29%	18%
Street trees, planting and pruning	10%	9%	9%	9%	6%	9%	12%	37%	10%
Other (please specify)	3%	10%	4%	4%	1%	2%	8%	4%	4%

Other services mentioned by the non-panel participants included:

- Libraries (15 responses)
- School holiday activities for the kids (2 responses)
- Council sponsored training for clubs
- Fort street basketball ring
- Hard Rubbish
- I have requested assistance with footpath cleaning and street parking management.
- Community hall, school holiday activities, hard refuge
- Linear Park is not safe to walk on alone as a female. I only feel safe morning times.
- Looking forward to using military road dog park
- Not sure with pruning
- Pick up of illegal dumping
- Plant give-aways. advise about verge planting, illegal waste dump removal
- Public toilets at Henley Square are very dirty.
- Skate parks
- Street trees, planting & pruning of natives not up to standard and de-value area - West Lakes
- Trash collection, road repairs
- Waste collection/recycling
- Water play feature at Henley Beach Square

Q5: On a scale of 0 to 10, where 0 is not at all safe and 10 is extremely safe, how safe do you feel in the following environments?

**Feeling safe in various environments. Panel n=162, non-panel n=823, total n=985**



The mean scores above are consistent across the various samples. We recommend using the total sample for the benchmark for future years. These scores are very good in comparison to other work we have done for other Councils showing that the City of Charles Sturt is regarded as relatively safe.

**Analysis by Ward**

We thought it would be useful to interrogate the data by ward to see where safety is rated above the average. In public places at night people, Grange and Henley are above the average but those in

Woodville and West Woodville are well below. Those living in Semaphore Park and Findon feel safer in public places during the day whereas those living in Woodville and Hindmarsh are well below.

The Henley ward is highest for safety in your neighbourhood during the night but West Woodville and Woodville is well below. The Henley ward is also the highest for safety in the neighbourhood during the day but Hindmarsh and Woodville are well below.

The Grange and Henley wards rate safety at their home during the night highest but West Woodville, Woodville and Hindmarsh are well below. Only Henley ward rated the highest for safety at home during the day with Semaphore Park and Hindmarsh well below.

To give some granular view on the mean scores above, we applied the net promoter score calculations to the safety ratings with the following results.

At home during the day	64.5
At home during the night	45.3
In your neighbourhood during the day	57.5
In your neighbourhood during the night	17.8
In public places during the day	53.7
In public places at night	8.6

Q6: What words come to mind when you think of living in the City of Charles Sturt? Please list as many words / sentences as you like.



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## Panel

- Beach (45 comments)
- Community (32 comments)
- Nature (25 comments)
- Friendly (15 comments)
- Attractive area (14 comments)
- Close to city (14 comments)
- Convenient (12 comments)
- Safe (11 comments)
- Traffic issues (11 comments)
- Clean (10 comments)
- Comfortable (9 comments)
- Shopping (5 comments)
- Affordable (4 comments)
- Dining (4 comments)
- Quiet (3 comments)

## Other responses included:

- A hard-working council which has improved the area and given us beautiful areas for walks and play. Staff in library near us are so friendly and helpful. Councillors are always helpful.
- Average
- Boring redevelopment, inconsistent rule application for building, traffic congestion
- Difficulty driving in back streets, one car having to give way to approaching car all the time due to excessive parking on streets. Why can't we cut car parks into verge? Too many 2 storeys on half blocks, many with several children not yet driving. Heaven help us in the future. Too many cars & boats on street, cul-de-sacs etc now - will never get out of our driveway. Tradies building these places parking on our garden because there is nowhere to park. Why do we bother. Parking/traffic dangerous around Westminster nursing home - only access in and out of Grange estate - accident waiting to happen. Not enough trees/grass etc with 2 on a block- all concrete.
- Beautiful old homes open space living, then too many cars parked in streets, too many cars parked illegally, too many dogbox houses being built which hurts property values.
- Bureaucracy
- Burgeoning, almost progressive
- Comfortable, attractive, healthy, pleasurable, convenient
- Community, lots of facilities, close to everything, everything you need that doesn't cost an arm and a leg.
- Council rates
- Council responds to queries in a timely manner
- COVID's going to kill me before I can get a job from Wayville
- Cultural, Diversity, Coastal, Business, Residential
- Depending on where you are it's okay
- Developing, tidy
- Disconnected
- Dogs
- Ease of access to shops service parks. Live on a great street
- Elderly generation. Well managed, clean, and tidy. Could do more for younger generations to attract younger families.
- Enjoyable

- Enjoyable varied well managed
- Environmentally conscious, active, good customer service
- Expensive area to live in. Paying rates that goes to suburbs that don't fund my area.
- Good and bad areas
- Good mix of old and new buildings, great beaches, diverse economically, poor upkeep of infrastructure, poor upkeep of housing trust homes and areas, too much litter especially drink containers, not green enough, lacking tree-lined streets, too many hoons doing burnouts, not enough good schools, or other cultural amenities in the council area, lacking a much-wanted and overdue coastal bicycle path running along Tennyson and West Lakes Shore.
- Good, priced rates
- Good public services
- good schools
- Good services
- Good value rates
- Great libraries, Flooding issue's improving a little.
- Happy but think there needs to be clear messages from the council on how they rate the services that they supply to the ratepayers,
- Happy to live here, but disappointed with the carve up of building sites to achieve more housing, but many are not much more than dog boxes they are so small
- Healthy fresh air space although this is changing with councils allowing such large buildings to be built with no backyard for children to play and not enough space to allow for present and future cars when children also are driving with too many cars now being parked in streets not built for them some houses now have 4-5 cars a household.
- Henley square
- Henley square is the best (except for the lights which are terrible). Parks and green areas are lovely. Feel very lucky to live in Henley Beach
- Hipster
- I like it here. Would be awesome to get crows on the old gasworks site and provide more greenery in Brompton but Charles Sturt only ever seems to care about beach side suburbs
- I love living in west lakes because it's quiet and friendly. It's close to quality schools, shopping centres and beaches. The best part is that football has moved to the city along with the ferals.
- I think that too much money is spent on Advertising City of Charles Sturt
- Improving, potential,
- It is best in the West. Nice place to live. Too many houses being pulled down with multiple replacements. Not smart with Vivid around. Streets are blocked with cars where density has increased. You get the rates we get the pain.
- It's developing and getting better. Also love that council taking public opinions to make it better.
- It's ok
- Know my way around. good shopping. poor maintenance on footpaths & gutters.
- Large council area. Good waste collection and compost services. Poor management of beach walkways and beach erosion. Good parks and linear pathway redevelopment.
- Library
- Mobile towers too many and too high. Inapt Street trees encroach on roadways, footpaths and overhead wiring.
- Need better lighting at night
- Nice council
- Overcrowded. Too many dwellings being built on standard blocks. Too many residents cars parked in the street.

- Peaceful
- Planning decisions about new housing developments are questionable. Some are crammed into narrow spaces and look like slums of the future. Little regard for quality of urban living.
- Privileged
- Progressive, responsive, innovative, inclusive, well marketed
- Quiet
- Range of parks, ovals and playgrounds nearby.
- Reasonable rates
- Relaxed, second class compared to other council areas.
- Sad to see so many perfectly good homes being raised by greedy developers. The paving of all available space and the use of artificial grass saddens me as a keen gardener and nature lover. Birds need trees we need trees!
- Services are good
- No response to our many complaints
- The face of living in City of Charles Sturt is changing every day. More building, more traffic, more people. A lot of high-density building give me a closed in affect and could be reduced in future building. More greenery e.g., trees could be planted. Also, more mowing of edges outside home could be done on a more regular basis. More rubbish bins could be put in place though I know this would most probably be abused by certain sections of the community.
- Tree, shrub & ground maintenance.
- Typical, modern day, metropolitan living where "community" seems to be an alien idea & "Woke" rules the roost.
- Unpredictability.
- West is best

#### Non-panel

Nice area to live/for family (182 comments)

Beach (117 comments)

Community (99 comments)

Nature (95 comments)

Accessible (74 comments)

Convenient (71 comments)

Safe (69 comments)

Friendly (64 comments)

Clean (59 comments)

Quiet (59 comments)

Attractive area (45 comments)

Comfortable (35 comments)

Close to city (32 comments)

Library & other facilities (28 comments)

Shopping (26 comments)

Home (19 comments)

Room for improvement (17 comments)

Dining (13 comments)

Traffic issues (6 comments)

Affordable (4 comments)

Expensive (4 comments)

Other responses included:

- 
- A lot of choice
  - A village
  - Average, untidy, expensive, noisy
  - Awful roads and landscape. Congestion. Lack of parks.
  - Best suburb ever.
  - Better than living in Sydney always
  - Better than living in the East
  - Better than Sydney
  - Big
  - Big & varied.
  - Billboard down on Port red & Libraries
  - Busy
  - Busy, noisy
  - Cash grabbing sell outs who care more about their own pockets than the residents they're meant to serve.
  - Challenge for non-Australian living in Charles Sturt we need more monitoring such as belongings with racists remarks.
  - Colourful life.
  - Consider installing public toilets at Linear Park
  - Content
  - Content, high rates
  - Cooperative council
  - Council appears to overestimate its importance. There for the sake of being there and expanding so it can become bigger
  - Council happy to take my rates and hike them up, but do not get anything from it
  - Council slow to change. A lot of committees and consultation, but little change
  - Council that tries to respond to constituents
  - Destination to live. Fantastic lifestyle area
  - Doing things, well maintained, quiet achievers
  - Don't like subdivisions
  - Frustrating council too much red tape
  - Good sports areas
  - Henley Square
  - High strata fees, too many high rises
  - I believe 21-day consultations are ineffective
  - I don't trust a lot of people that live here.
  - I never feel safe at night anyway out in public alone
  - I wish they were more willing to become involved in the community and provide transparency in the business and services. Is the council lord approachable? When do they speak with the constituents?
  - I would like to see more tree planting.
  - In the past not very understanding to the people's request on unsafe, environment.
  - Inconsistent- some places nice other places look dirty, old, and downtrodden
  - Industrial, up and coming
  - Inefficient, wasteful, stop doing dumb things and lower rates.
  - Information is not centrally available on internet. There isn't enough brochures & information what's on
  - Innovation The leading council Forward thinking. Easy to deal with
  - Innovative

- Issues with flooding
- It's a beautiful lifestyle living close to the beach, but I think this council really needs a change. there are so many areas that miss the mark. The whole entire council does not resolve around Henley square...other areas exist.
- It's a very big council, some areas are better looked after than others
- Lacking greenery and decent schools
- Less affluent
- Live in a bad street with crime
- Long waits for council approvals
- Many people walking in the streets being verbally abusive
- Missing public schools around Woodville
- More public toilets
- No shade, poor railway stations, poor bus shelters
- Not enough car parking Love the parks
- Not helpful that council thinks it is okay that dogs bark excessively.
- Not valued, ignored, unsupported, unworthy
- Parking issues in Bowden
- Poor schools
- Poor services
- potholes around West Lakes, crime around Seaton
- Pretty perfect except no toilets at Linear Park playground.
- Progressive
- Reliable doing a good job.
- Responsive; engaged; disparate (in terms of different priorities for different parts of the Council); greenish
- Road maintenance issues, houses being subdivided, more sport
- Roads and footpaths unsafe
- Ruined by over development and destruction of heritage. Streets are overgrown, barren dumping grounds.
- Silent, hidden, old, behind the times
- Sports
- Stop subdivision
- Street appearance is poor and need more trees in the street
- Subdivisions and development
- Subdivisions, concrete, cladding, overcrowding
- Supportive
- Tapley's hills road congestion, poor street drainage, the worst railway congestion turning into Tapley's hill road mainly daytime from trimmer parade. Tree removing nightmare re dangerous trees. Councillors out of touch with the community. Over infill. That is only a few issues listed
- Taxes council rates not seeing different pots holes in roads. Don't like gardens beds waste of public money & narrowing the road & high-density housing & greed. Hate subdivision. No greenery & back yard. People have to go out to get fresh.
- Terrible waste collection, dust, separation of old and new neighbourhoods
- Thieves, unsafe, no policing
- Time that council listened to its constituents and acted in their interest, rather than their personal preferences
- Too expensive
- Too many issues with illegal dumping, potholes and lack of road/footpath, maintenance

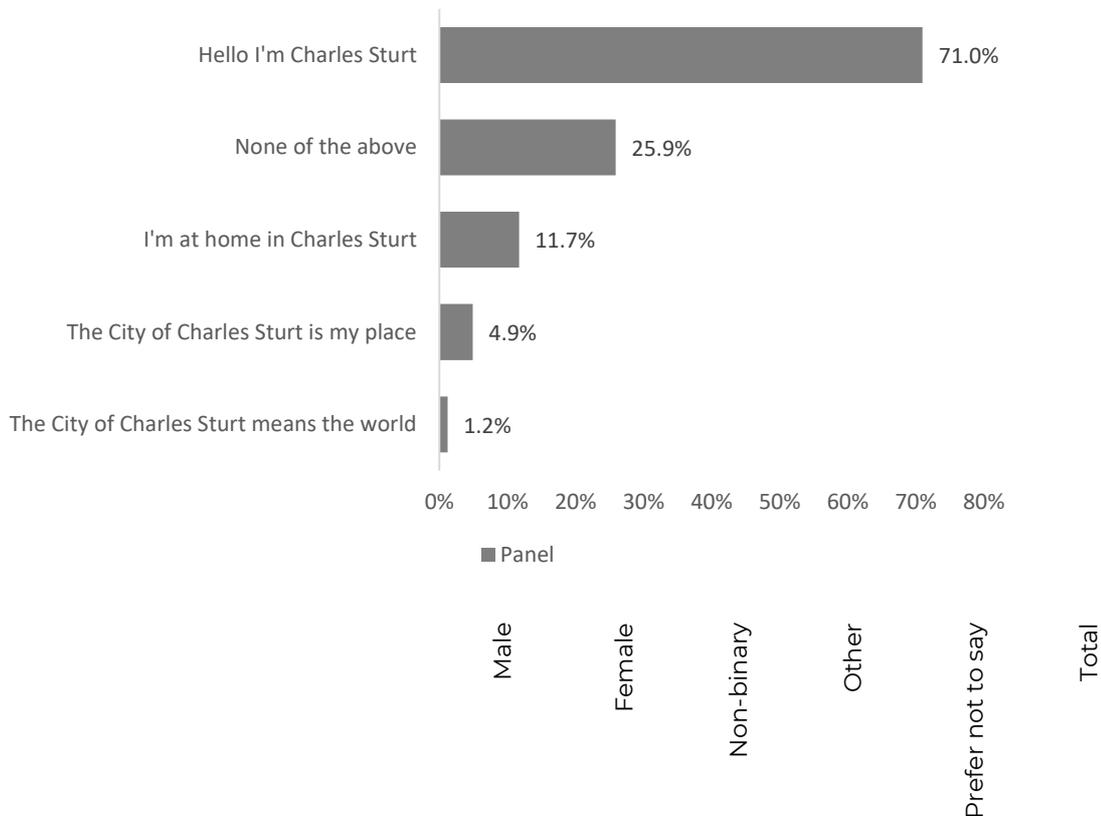
- Too many subdivisions
- Too much litter
- Unduly bureaucratic overly defensive inwardly focused panders to vested interests at expense of resident's ad hoc reactions to problems rather than strategic approach - e.g. repairs and maintenance of public assets
- Variety
- Very large council
- Was safe 15 years ago, but now I don't feel as safe due to people having no pride in property or let property run down.
- Well looked after public amenities
- Westside best side

Q7: Which of the following statements do you recall hearing or seeing recently within the Council area? *Multiple response.*

The panel are far more aware of the previous Council slogan compared to the non-panel sample where nearly twice the percentage could not recall a slogan. The new slogan "The City of Charles Sturt means the world" was recalled by a total of 6.2% of the total sample. Interestingly though the non-panel were far more likely to have seen or heard this new slogan than the panel (7.2% versus 1.2%).

Panel

**Which of the following statements do you recall hearing or seeing recently within the Council area? panel n=162**

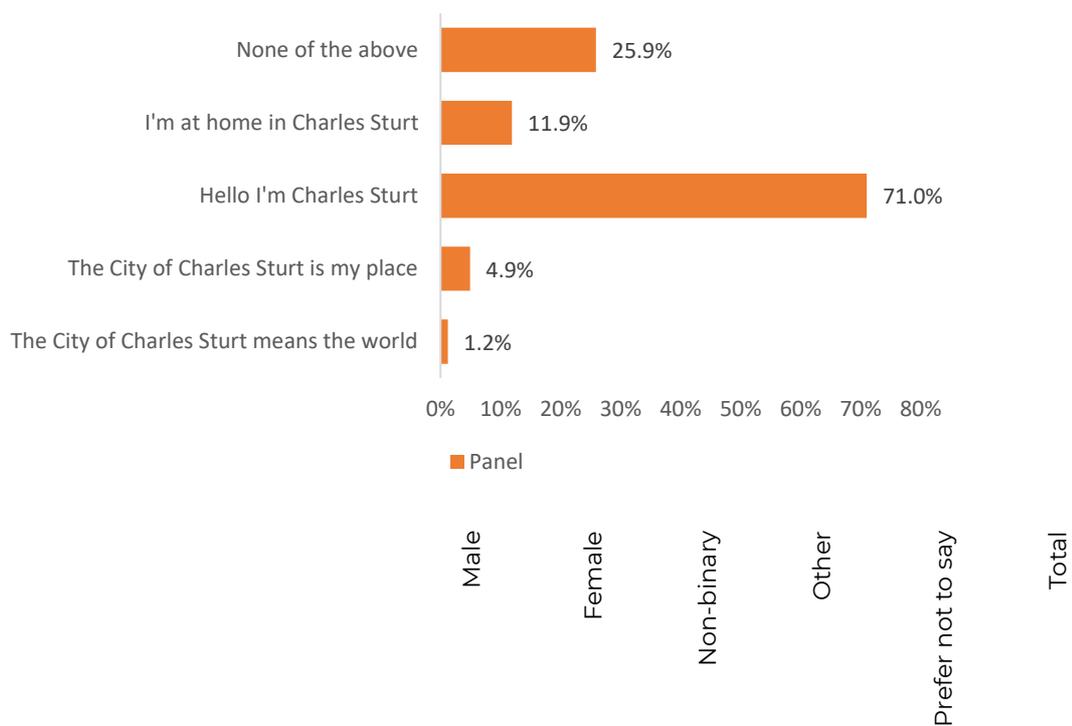


Hello I'm Charles Sturt	65%	75%	0%	0%	100%	71%
The City of Charles Sturt means the world	0%	2%	0%	0%	0%	1%
The City of Charles Sturt is my place	5%	5%	0%	0%	0%	5%
I'm at home in Charles Sturt	11%	13%	0%	0%	0%	12%
None of the above	31%	23%	0%	0%	0%	26%

	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total
Hello I'm Charles Sturt	84%	78%	68%	65%	71%	64%	67%	69%	71%
The City of Charles Sturt means the world	0%	0%	0%	6%	0%	4%	0%	0%	1%
The City of Charles Sturt is my place	5%	4%	0%	12%	5%	4%	6%	6%	5%
I'm at home in Charles Sturt	21%	0%	5%	24%	14%	12%	0%	25%	12%
None of the above	16%	22%	32%	29%	19%	32%	33%	25%	26%

Non-panel

**Which of the following statements do you recall hearing or seeing recently within the Council area?  
non-panel n=823**

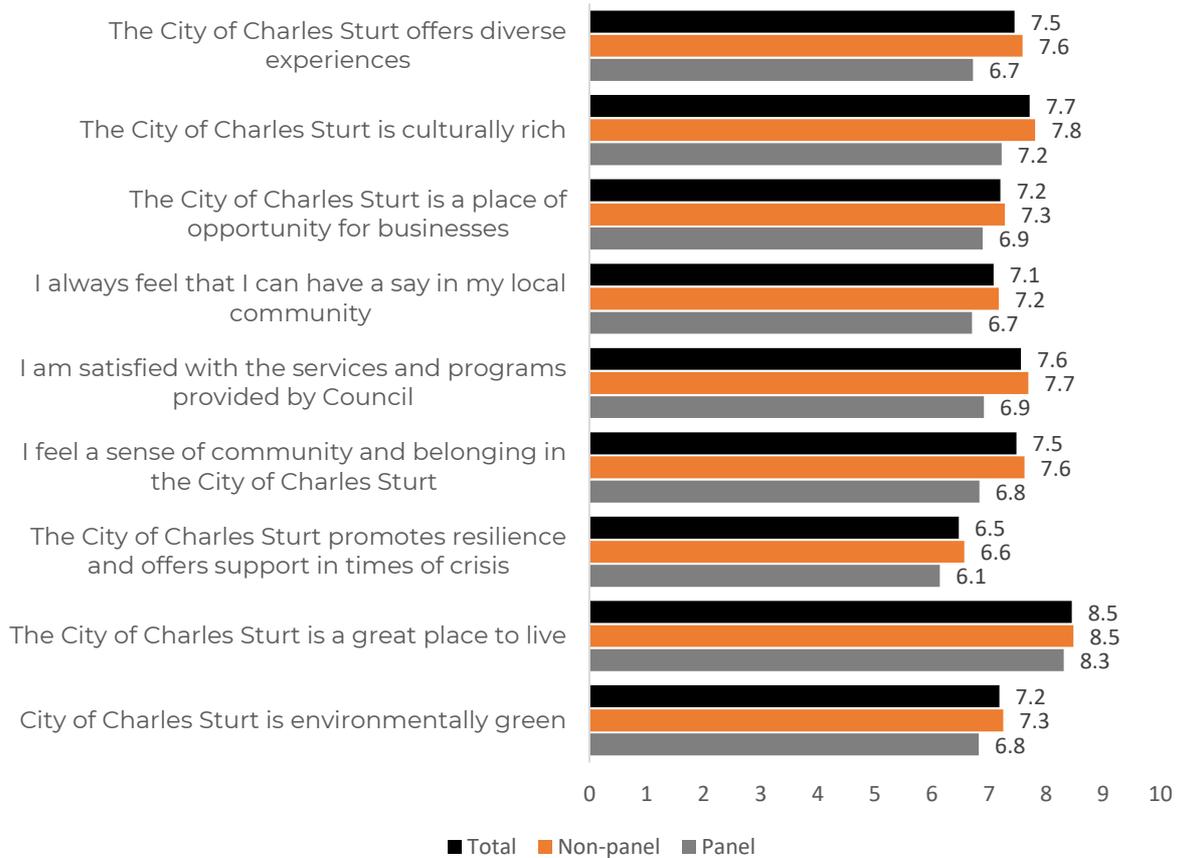


Hello I'm Charles Sturt	10%	16%	0%	0%	50%	14%
The City of Charles Sturt means the world	7%	7%	0%	0%	8%	7%
The City of Charles Sturt is my place	9%	12%	0%	100%	0%	10%
I'm at home in Charles Sturt	29%	26%	50%	0%	0%	27%
None of the above	54%	56%	50%	100%	50%	55%

	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total
Hello I'm Charles Sturt	18%	11%	11%	11%	12%	6%	25%	49%	14%
The City of Charles Sturt means the world	5%	7%	8%	9%	9%	5%	5%	12%	7%
The City of Charles Sturt is my place	10%	8%	12%	14%	13%	8%	7%	12%	10%
I'm at home in Charles Sturt	28%	19%	28%	24%	32%	37%	12%	10%	27%
None of the above	51%	67%	56%	57%	52%	49%	67%	47%	55%

Q8: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate each of the following statements?

**Ratings for various statements? Panel n=162, non-panel n=823, total n=985**



The panel rated all statements in this question below that of the non-panel responses indicating a level of dissatisfaction with Council and what it promotes. We recommend using the mean scores for the total sample for benchmarking for future studies as the poorer scores recorded by the panel have only had a small impact (because of the sample size of the panel compared to the non-panel).

**Analysis by demographics**

Those more likely to rate The City of Charles Sturt offers diverse experiences higher than the average are young and mature families, students, those in home duties, and those who live in Beverley. Those more likely to rate you lower than the average is aged 85+ years, single people, young couples, and those living in Semaphore Park and Hindmarsh.

Those more likely to rate The City of Charles Sturt is culturally rich higher than the average are mature families, students, and those in home duties, and those living in West Woodville, Findon and Beverley. Those more likely to rate you lower than the average is those aged 60-69 years, and 85+ years, young couples, and those living in Semaphore Park and Hindmarsh.

Those more likely to rate The City of Charles Sturt is a place of opportunities for businesses higher than the average are young and mature families, unemployed and students, those in home duties and those who live in Beverley and Hindmarsh. Those who rate you lower than the average is aged 60+ years, young couples, and mature couples / singles, retirees, and those in home duties and those who live in Semaphore Park and Grange.

Those more likely to rate I always feel that I can have a say in my local community higher than the average are females, those aged 25-34 years, mature families, unemployed and students, and those in home duties and those living in West Woodville. Those who rate you lower than the average are males, those aged 60-69 years and 85+ years, young couples, retirees, and those who live in Semaphore Park and Hindmarsh.

Those more likely to rate I am satisfied with the services and programs provided by Council high than the average are females, those aged 25-34 years, and 70+ years, young families, mature families, students, and those in home duties and those living in Henley and West Woodville. Those who rate you lower than the average is aged 60-69 years, young couples, and those who live in Semaphore Park.

Those more likely to rate I feel a sense of community and belonging in the City of Charles Sturt higher than the average are aged 70+ years, mature couples / singles, those in home duties and those who live in Henley. Those who rate you lower than the average are young couples, and those who live in Semaphore Park and Beverley.

Those more likely to rate The City of Charles Sturt promotes resilience and offers support in times of crisis higher than the average are aged 18-34 years, middle families, unemployed and students, and those living in West Woodville, Woodville and Beverley. Those who rate you lower than the average is aged 60+ years, young couples, mature couples / singles, and those who live in Semaphore Park, Grange and Hindmarsh.

Those more likely to rate The City of Charles Sturt is a great place to live higher than the average is aged 85+ years, in home duties and living in Henley. Those who rate you lower than the average is aged 60-69 years, young couples, unemployed, and those living in Woodville.

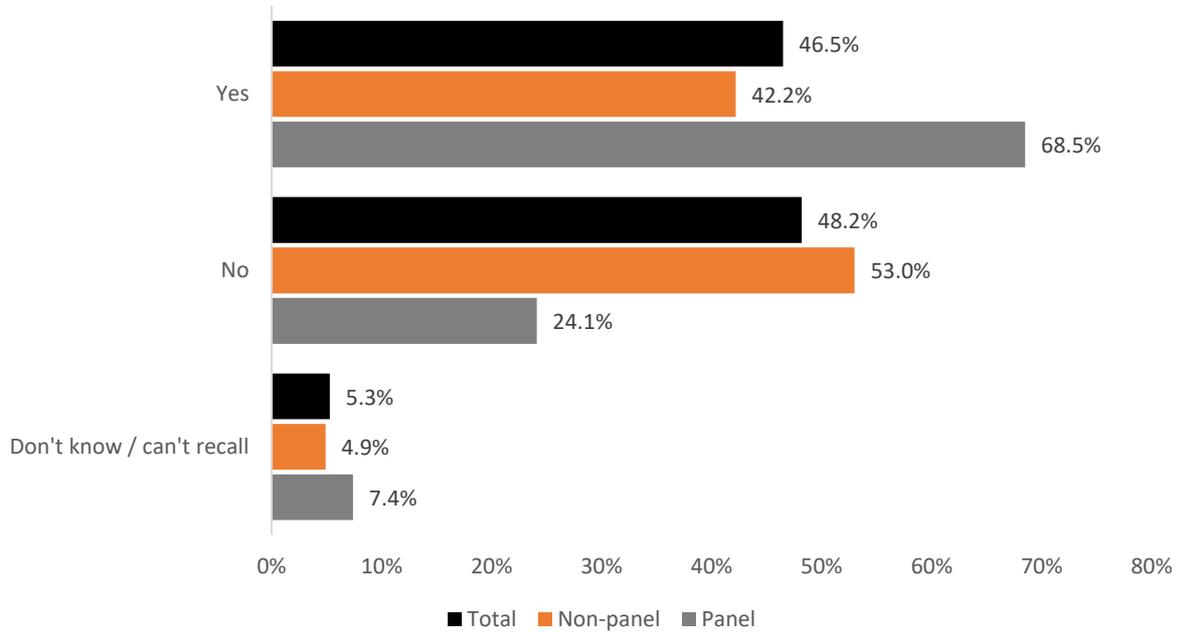
Those more likely to rate The City of Charles Sturt is environmentally green higher than the average is older residents 70+ years, young families, unemployed and students, and those in home duties, and those who live in West Woodville and Findon. Those who rate you lower than the average is those aged 50-59 years, young couples, and those living in Beverley and Hindmarsh.

We have applied net promoter scoring to the attributes to give some more complexity to the responses. Poor negative scores were collected on Council's support in times of crisis, residents' ability to be heard in the local community and opportunity for businesses.

City of Charles Sturt is environmentally green	-6.1
The City of Charles Sturt is a great place to live	52.7
The City of Charles Sturt promotes resilience and offers support in times of crisis	-27.1
I feel a sense of community and belonging in the City of Charles Sturt	12.5
I am satisfied with the services and programs provided by Council	16.6
I always feel that I can have a say in my local community	-1.7
The City of Charles Sturt is a place of opportunity for businesses	-7.0
The City of Charles Sturt is culturally rich	18.8
The City of Charles Sturt offers diverse experiences	10.3

Q9: In the last 12 months have you made any enquiries / requests for service from Council (these could be over-the-counter, phone or online)?

**In the last 12 months have you made any enquiries / requests for service from Council (these could be over the counter, phone or online)? panel n=162, non-panel n=823, total n=985**



The panel is a third more likely to have made an enquiry or request for service from Council in the last 12 months. Those more likely to have done so are panelists, those aged 50-69 years, young couples and middle families, retirees, and those living in Woodville, Beverley and Hindmarsh.

Those more likely to have not made any enquiries or requests are male, those aged 18-34 years and 85+ years, single people, mature families, unemployed, students and those in home duties, and those who live in Grange, Henley and Findon.

Panel

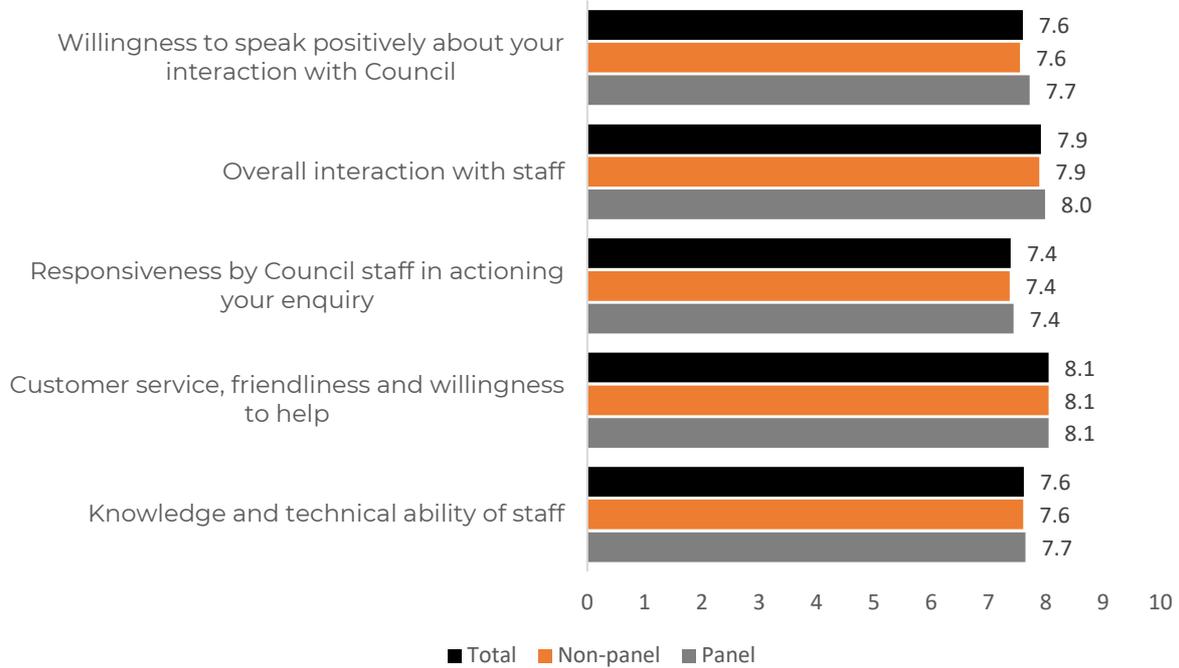
		Male	Female	Non-binary	Other	Prefer not to say	Total			
Yes		74%	65%	0%	0%	100%	69%			
No		22%	26%	0%	0%	0%	24%			
Don't know / can recall		5%	9%	0%	0%	0%	7%			
	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total	
Yes		90%	70%	74%	65%	48%	56%	78%	75%	69%
No		5%	30%	21%	29%	38%	36%	17%	6%	24%
Don't know / can recall		5%	0%	5%	6%	14%	8%	6%	19%	7%

Non-panel

		Male	Female	Non-binary	Other	Prefer not to say	Total			
Yes		40%	43%	50%	0%	75%	42%			
No		57%	52%	50%	0%	17%	53%			
Don't know / can recall		3%	6%	0%	100%	8%	5%			
	Semaphore Park	Grange	Henley	West Woodville	Woodville	Findon	Beverley	Hindmarsh	Total	
Yes		43%	39%	35%	44%	47%	33%	58%	63%	42%
No		54%	54%	61%	54%	51%	60%	37%	29%	53%
Don't know / can recall		4%	7%	5%	1%	2%	8%	5%	8%	5%

Q10: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate each of the following when you have had an enquiry with Council?

**Ratings for various statements? Panel n=162, non-panel n=823 total n=985**



Scoring across the two different samples is almost identical. We recommend using the totals as the benchmark for future ratings.

**Analysis by demographics**

Those who rated Knowledge and technical ability of staff higher than the average are those aged 18-24 years, young and mature families, unemployed, students and those who live in Beverley. Those who rated you lower than the average is aged 60+ years, mature couples / singles, those in home duties and those who live in Semaphore Park.

Those who rated Customer service, friendliness and willingness to help higher than the average is aged 18-24 years, and 50-59 years, mature families, unemployed, students, and those living in Grange, Beverley and Hindmarsh. Those who rated you lower than the average are males, those aged 60-69 years and 85+ years, young couples, and those who live in Semaphore Park, and West Woodville.

Those who rated Responsiveness by Council staff in actioning your enquiry higher than the average are those aged 18-24 years, single people, young families and mature families, unemployed and students, and those who live in Findon. Those who rated you lower than the average is aged 60-69 years and 85+ years, young couples, and those who live in Semaphore Park and Henley.

Those who rated Overall interaction with staff higher than the average are aged 18-34 years and 50-59 years, young and mature families, and those who live in Grange, Beverley and Hindmarsh. Those who rated you lower than the average is 60-69 years, and 85+ years, young couples, and those living in Semaphore Park.

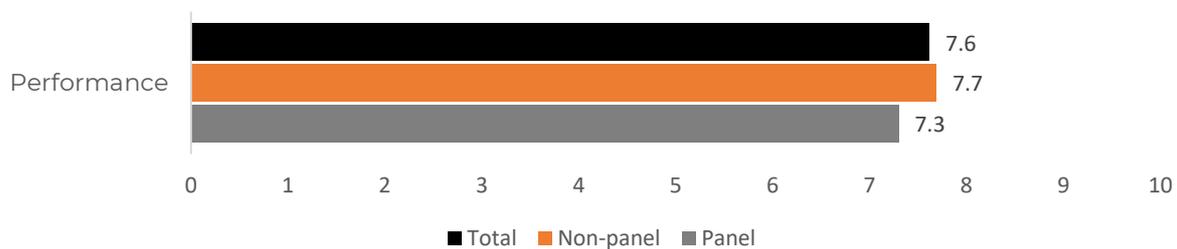
Those who rated Willingness to speak positively about your interaction with Council higher than the average are females, those aged 18-24 years, young and mature families, students, and those who live

in West Woodville and Beverley. Those who rated you lower than the average are males, those aged 60+ years, young couples, and those in home duties. As we have done previously, we applied a net promoter score to the results and this provides some insights into the areas Council need to concentrate.

Knowledge and technical ability of staff	9.8
Customer service, friendliness and willingness to help	30.2
Responsiveness by Council staff in actioning your enquiry	15
Overall interaction with staff	27.8
Willingness to speak positively about your interaction with Council	16.7

Q11: On a scale of 0 to 10, where 0 is not at all satisfied and 10 is very satisfied, how would you rate your satisfaction with Council's overall performance?

**Ratings on satisfaction with Council. Panel n=162, non-panel n=823, total n=985**



Satisfaction with Council's performance was higher for non-panelists compared to panelists. Those more satisfied than the average is those aged 25-34 years, and 85+ years, young families, those who are unemployed and in home duties and those who live in West Woodville and Beverley. Those who are less satisfied than the average is those aged 60-69 years, young couples, and those living in Semaphore Park.

If we apply net promoter score the score is positive 13.4 (compared to -.7 for the panelists) which means you have more promoters than detractors.



Q12: You rated Council's performance 5 or less, why do you rate this so low?  
Panel

- Council could do more (5 comments)
- No response (5 comments)
- Removal / poor maintenance of trees/bushes (3 comments)
- Rubbish bin / hard rubbish collection issues (2 comments)
- Traffic (3 comments)
- Footpaths (1 comments)

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Other responses included:

- I thought it was an average rating. I find council generally provides good infrastructure and services like the library, but I find staff very difficult and defensive when I have a query or request.
- More attention is required for irresponsible dog owners that don't have dogs on leads in public places and don't pick up their dog's droppings. Irresponsible bicycle riders on footpaths and shared paths a major problem
- No accountability for decision making. Lack of strategic plans and action plans that deliver what the community need. Inconsistent service levels. Lack of technical knowledgeable staff.
- People sit at their desks & and don't physically go & look at issues raised
- Rates increased during the pandemic. Shame on you don't listen to real claims if the claims are not on this council's agenda. No chance of effecting change if not on the Council's agenda many workers driving new vehicles often with trucks empty returning from where? Make serious complaints and threats about private trees whilst council trees hang lower than allowed over footpaths. Councils' strategy is to bully.
- The employees at the council do not seem to be interested in the residents .... just in doing their job.
- The maintenance of West Lakes can be improved. I remember when I first moved into the area during the 90s there were council workers maintaining the island every day. Now you're lucky to see them once a month. It also takes a long time for a response from the council when a request is made and agreed to by the council.
- The knocking down of houses
- Was regarding planning issues and little info was forthcoming

#### Non-Panel

- No or slow response (13 comments)
- Poor experience with council staff (7 comments)
- Environmental concerns (such as poor maintenance of plant life, parks, and reserves) (6 comments)
- Footpaths (5 comments)
- Traffic/parking concerns (4 comments)
- Not engaged with residents (3 comments)
- Rubbish bin/hard rubbish collection issues (2 comments)
- Council could do more (1 comment)
- High rates (1 comment)

Other responses included:

- As before, council needs to defend quality of life of residents and businesses against politically aligned councillors, and state government which is captured by the building industry.
- Basics like roads and footpaths are often neglected in favour of "wellness" type activities. Whatever that is.
- Because the bureaucracy is the tail wagging the dog where elected representatives are concerned. And both are more interested in self-preservation and self-interest than mere ratepayers. Vested interests get a much better hearing.
- Council has many policies but does not enforce them - without enforcement they are useless. Council also talks the talk on consultation - but then does its best to restrict or shutdown true consultation. Council spends too much time and money on non-core competencies thereby wasting money. The Council is run by individual Councillors affiliated to the Labour party

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which means there is no true democracy when they vote as blocks or on party lines for pet projects.

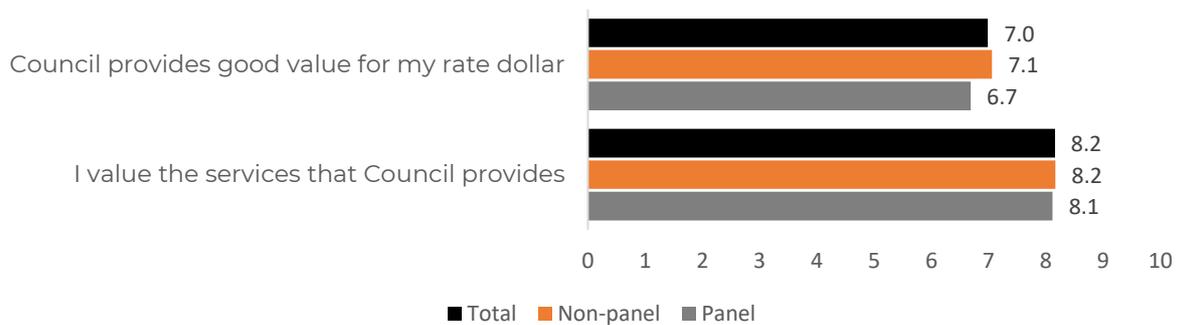
- Council makes statements and if they don't get the response, they want they ignore the feedback and go ahead with what they want.
- Council not interested in residents except when it's time for the rip-rates to be levied. Never been in a worse council area.
- Garden beds clean up river Torrens make it clean & tidy. Bush unattended employee more people to work out on the roads. Police cars in a no parking area in front of schools.
- High council rates and money wasting. Just do their job without all the pomp and ceremony.
- How can the entire Adelaide coastline have a walking / bike trail but the section between Grange and Semaphore does not? Yes, everyone understands the Tennyson dunes need to be protected but a gravel path (like they have going through the dunes in some areas anyway) is not a high impact for the wildlife and fauna. It is common knowledge that some of the people in council that blocked the proposals live in this section of the esplanade. How is that legal that they have a say, and I don't think those living on the esplanade really care about the dunes when their lawns extend way beyond their property lines into the dunes. Some residents have even installed sprinkler systems in the crown land area to service their homes. Unbelievable. Where is the roundabout on military road and Jetty St that residents have been asking for? It is a busy section of road and one day someone is going to get hurt. I understand there is a proposal with council to build some apartments on jetty street adjacent this intersection, well wouldn't this be the perfect time to fix the intersection considering you are approving the increase of even more traffic flow into this intersection.
- I am not satisfied with how council supports the community. I find your say and consultation is just used as a process rather than really listening. I find that actions taken by council regarding sporting locations and support, or lack thereof are biased
- Inconsistencies in advice. Ignoring public opinion.
- Let me tell you only Friday last week I phoned Council at 4.40pm as a dog had been hit and left dead on the road in front of me and 3 nieces...the customer services officer made me repeat what had happened 4 times and then I received a text to say Council would deal with the incident within 24 hours...that is NOT good enough.
- Not enough community events that include the elderly. Not addressing street parking. Not addressing rogue trees on verges. No information on what programs is available through the Council.
- Not satisfied with charging community groups such as quilted 10.00 dollars per hour for use of our bower cottages this is not supportive of community spirit.
- Self-interest counsellors and political game playing - not listening to broader residents and fails to support its large demographic of over 60's.
- The council hasn't delivered on the stormwater services and the associated phone calls. Additionally, they could not tell me the fence line when I was getting a fence. The response was to get a surveyor for close to \$1k. All I wanted was to put the fence on my boundary line.
- There are some areas where the council performs well, but many where there is a lot of room for improvement
- They can improve their ability to take you seriously when you complain and provide a possible solution. They are too much reactive vs proactive
- They need to go back to basics and do what a council was first in place for. Spending too much time and money on non-essentials
- We back on to Bartley Terrace where we had to pay for a new back fence without any assistance from council, where my neighbour managed to get council to pay for hers in full,

of which seems very unfair. In addition, the upgrading of Bartley Terrace has been painfully slow in coming to fruition.

- Worrying about stupid slogans is a perfect example of wasting time and money.
- You over value your actual importance.

Q13: On a scale of 0 to 10, where 0 is totally disagree and 10 is totally agree, how strongly do you agree with the following two statements?

**Ratings of two statements? Panel n=162, non-panel n=823, total n=985**



All residents value the services provided by Council equally but the panel are less likely to agree that Council provides good value for their rate dollar.

**Analysis by demographic**

Those more likely to agree that Council provides good value for their rate dollar are females, those aged 18-49 years, single people, young and middle families, unemployed and students and those living in West Woodville. Those who rate you lower than the average are males, those aged 60+ years, young couples, and mature couples / singles, retirees and those who live in Semaphore Park and Grange.

Those more likely to agree that they value the services that Council provides are females, those aged 85+ years, those in home duties and those who live in Henley. Those who rate your lower than the average are males, those aged 60-69 years, young couples, retirees, and those who live in Semaphore Park and Woodville.

We applied a net promoter score calculation to these two statements with the following results:

**I value the services that Council provides**

**Council provides good value for my rate dollar**



Q14: How strongly do you agree or disagree with the following statements?

Panel

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I have a good knowledge of climate change already	21%	54%	22%	2%	1%
Taking action on climate change is important to me personally	31%	47%	15%	4%	3%
I have already experienced the effects of climate change	16%	35%	36%	10%	4%
In the future I think climate change will impact me personally	28%	38%	22%	7%	4%
Local councils play an important role in reducing the effects of climate change	40%	35%	15%	6%	4%

The majority agree with all of the statements regarding climate change above and the percentages that agree (agree to strongly agree) are very consistent with the non-panel participants.

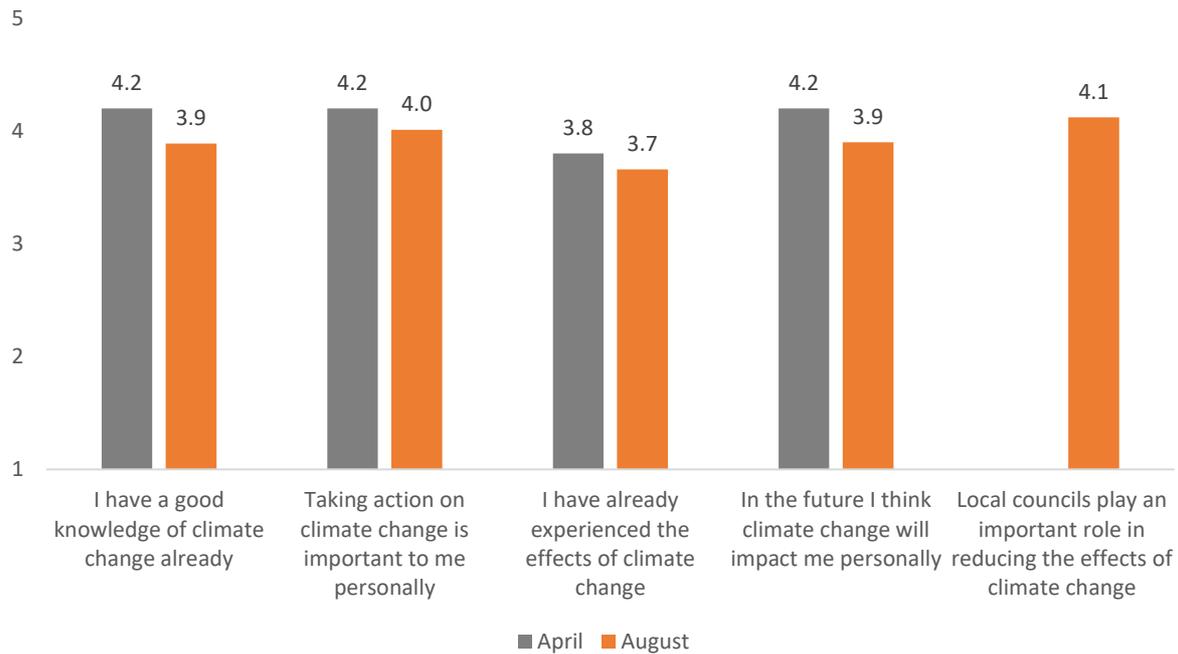
Non-panel

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I have a good knowledge of climate change already	18%	55%	24%	3%	0%
Taking action on climate change is important to me personally	29%	48%	19%	3%	1%
I have already experienced the effects of climate change	15%	47%	33%	4%	1%
In the future I think climate change will impact me personally	27%	43%	27%	2%	2%
Local councils play an important role in reducing the effects of climate change	39%	42%	16%	2%	1%

These statements were tested earlier this year in April by AdaptWest and Intuito and the results here are similar with one exception – the percentages that are neutral are consistently higher and scores of strongly agree consistently lower.

The responses have been converted to ratings (5=strongly agree, 4=agree, 3=neither agree nor disagree, 2=disagree, 1=strongly disagree) to provide a rating out of 5 for benchmarking and future measurement. We have compared in the following chart with the results of this survey to the AdaptWest results for this question in April. There are only slight differences but interestingly all scores are lower 6 months later.

## Climate change awareness ratings (out of 5)



### Analysis by demographic

#### I have a good knowledge of climate change already

Those more likely to agree are females, those aged 18-34 years, singles and young family households, employed, and those living in Grange and Hindmarsh.

#### Taking action on climate change is important to me personally

Those more likely to agree are females, those aged 18-34 years, young family households, those who are employed, students and in home duties, and those living in Grange, Beverley and Hindmarsh.

#### I have already experienced the effects of climate change

Those more likely to agree are females, those aged 18-34 years, those who are employed, and those living in Beverley and Hindmarsh.

#### In the future I think climate change will impact me personally

Those more likely to agree are females, those aged 18-49 years, those who are employed and students, and those who live in Henley, Beverley and Hindmarsh.

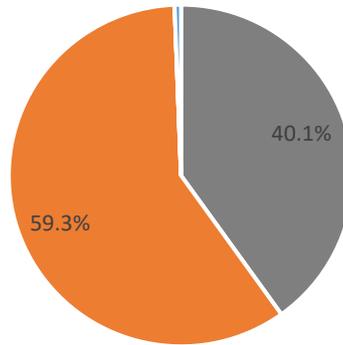
#### Local Councils play an important role in reducing the effects of climate change

Those more likely to agree are females, those aged 18-34 years and 50-59 years, young and mature family households, those who are employed and in home duties, and those who live in Grange, Beverley and Hindmarsh.

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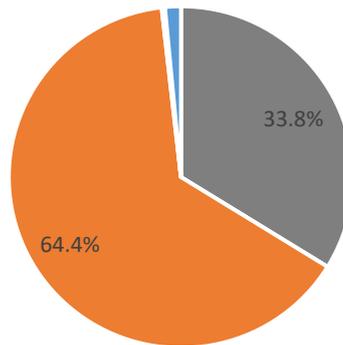
Q15: And now some questions about you. What is your gender?

**Gender distribution (panel n=162)**



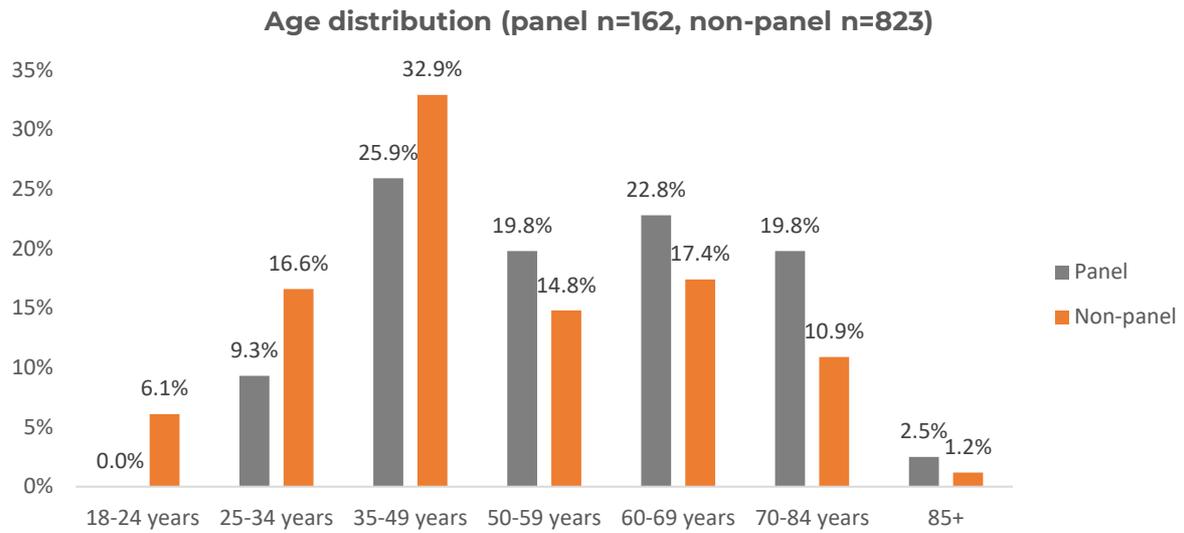
■ Male ■ Female ■ Non-binary ■ Other ■ Prefer not to say

**Gender distribution (non-panel n=823)**

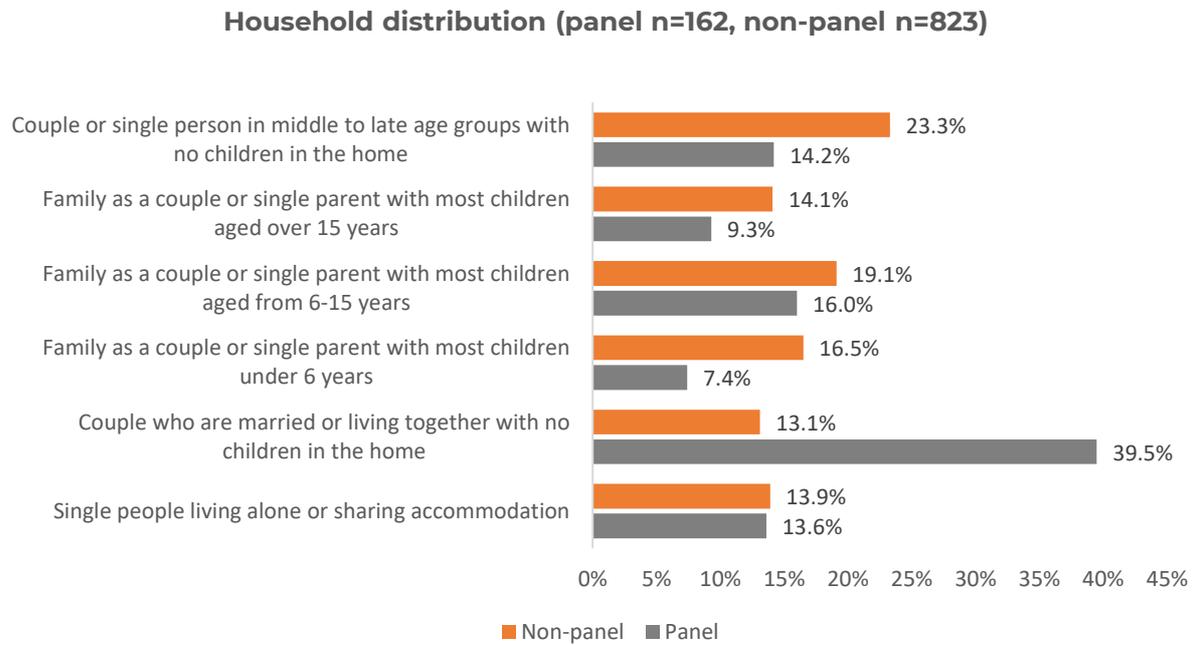


■ Male ■ Female ■ Non-binary ■ Other ■ Prefer not to say

Q16: What is your age bracket?

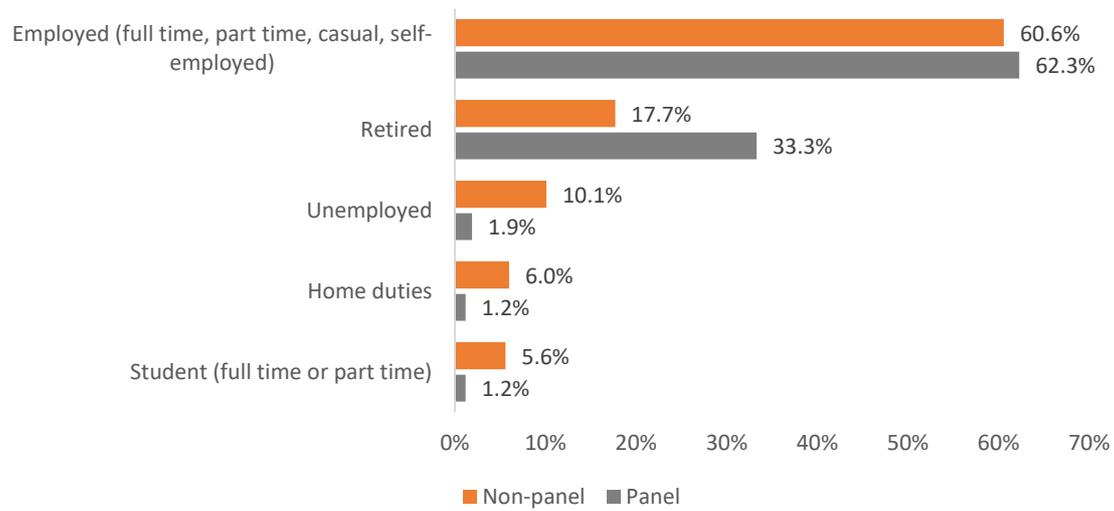


Q17: Which of the following best describes the household you live in?



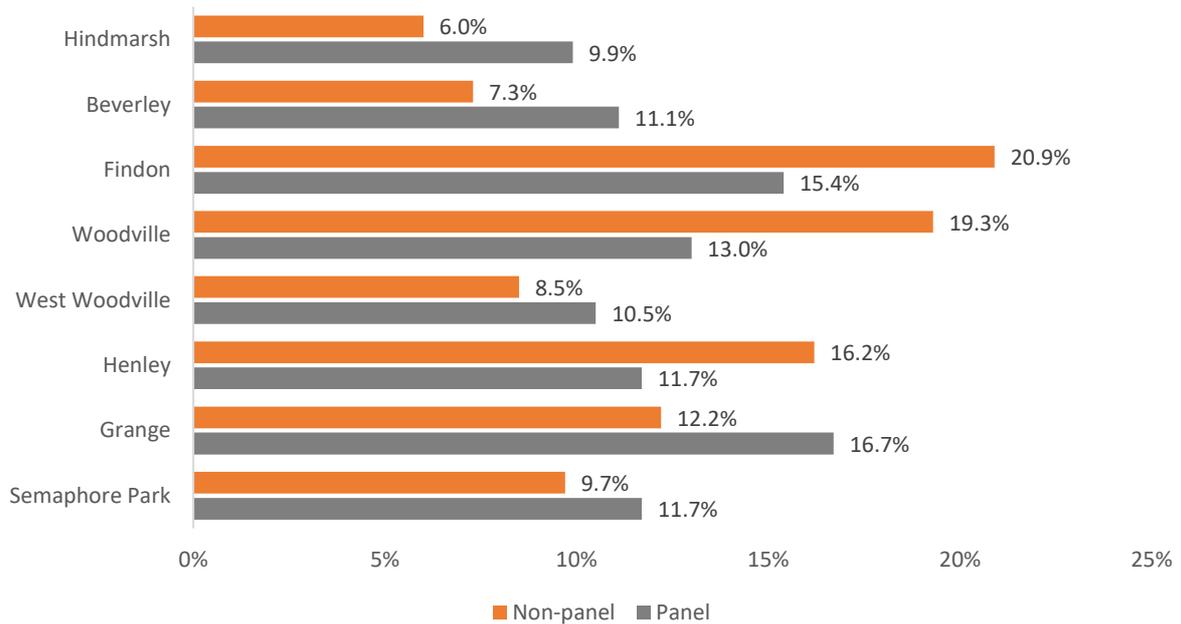
Q18: Which of the following describes your occupation?

**Occupation distribution (panel n=162, non-panel n=823)**



Q19: Which of the City of Charles Sturt Wards do you live in? (Refer to the image below.)

**Ward distribution (panel n=162, non-panel n=823)**







- I am satisfied with the services and programs provided by Council
- I always feel that I can have a say in my local community
- The City of Charles Sturt is a place of opportunity for businesses
- The City of Charles Sturt is culturally rich
- The City of Charles Sturt offers diverse experiences

Q9: In the last 12 months have you made any enquiries / requests for service from Council (these could be over-the-counter, phone or online)?

- Yes
- No
- Don't know/can't recall

Q10: On a scale of 0 to 10, where 0 is poor and 10 is excellent, how would you rate each of the following when you have had an enquiry with Council?

Poor											Excellent
0	1	2	3	4	5	6	7	8	9	10	N/A

- Knowledge and technical ability of staff
- Customer service, friendliness and willingness to help
- Responsiveness by Council staff in actioning your enquiry
- Overall interaction with staff
- Willingness to speak positively about your interaction with Council

Q11: On a scale of 0 to 10, where 0 is not at all satisfied and 10 is very satisfied, how would you rate your satisfaction with Council's overall performance?

Not at all satisfied											Extremely satisfied
0	1	2	3	4	5	6	7	8	9	10	N/A

Q12: You rated Council's performance 5 or less, why do you rate this so low?

Q13: On a scale of 0 to 10, where 0 is totally disagree and 10 is totally agree, how strongly do you agree with the following two statements?

Totally disagree											Totally agree
0	1	2	3	4	5	6	7	8	9	10	N/A

- I value the services that Council provides
- Council provides good value for my rate dollar

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Q14: How strongly do you agree or disagree with the following statements?

Strongly disagree      Disagree      neither agree nor disagree      Agree      Strongly disagree

- I have a good knowledge of climate change already
- Taking action on climate change is important to me personally
- I have already experienced the effects of climate change
- In the future I think climate change will impact me personally
- Local councils play an important role in reducing the effects of climate change

Q15: And now some questions about you. What is your gender?

- Male
- Female
- Non-binary
- Other
- Prefer not to say

Q16: What is your age bracket?

- 18-24 years
- 25-34 years
- 35-49 years
- 50-59 years
- 60-69 years
- 70-84 years
- 85+ years

Q17: Which of the following best describes the household you live in?

- Single people living alone or sharing accommodation
- Couple who are married or living together with no children in the home
- Family as a couple or single parent with most children under 6 years
- Family as a couple or single parent with most children aged from 6-15 years
- Family as a couple or single parent with most children aged over 15 years
- Couple or single person in middle to late age groups with no children in the home

Q18: Which of the following describes your occupation?

- Employed (full time, part time, casual, self-employed)
- Unemployed
- Student (full time or part time)
- Retired
- Home duties

Q19: Which of the City of Charles Sturt Wards do you live in? (Refer to the image below.)

- Semaphore Park
- Grange
- Henley
- West Woodville
- Woodville
- Findon

- Beverley
- Hindmarsh

